



Please rank the following qualities in the order of importance for someone who is buying a brand of alcohol (1 is most important, 4 is least important).

- 1 Flavor
- 2 Quality
- 3 Popularity
- 4 Price

How likely are you to try new brands of alcohol?

- Extremely likely
- Neither likely nor unlikely
- Somewhat likely
- Somewhat unlikely
- Extremely unlikely

Whose recommendation is most likely to make you to consider trying a new alcohol or drink?

- Family
- Other (please specify)
- Social Media Influencer
- Artist
- Bartender
- Friend

How many hard liquor drinks do you typically have in a single night when you go out?

- 0-2
- 3-5
- 6 or more

Current Progress 0%



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Have you ever tried Mezcal?

- Yes
- No

How much would you be willing to pay for a bottle of mezcal?

- \$45
- \$35
- Less than \$25
- \$65 or more
- \$55
- \$25

How do you think people prefer to drink Mezcal?

- Straight up or neat
- Over ice
- In a cocktail
- Don't know

Which of the following settings do you prefer for drinking mezcal? (select all that apply)

- at a bar/restaurant
- at a party
- at home, with friends or family
- at home, alone
- at an event such as a sporting event or concert

Current Progress 27%



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Can you think of any reasons why someone might want to try mezcal?

Can you think of any reasons why someone might *not* want to try mezcal?

Current Progress 53%



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What flavors do you like best in a cocktail? (select all that apply)

- sour
- salty
- sweet
- smoky
- fruity

How have you preferred to engage socially with your friends and family during the pandemic? (select up to three)

- Used video chat like FaceTime or Zoom
- Visited in my home - indoors
- Talked on the phone
- Visited at their home - indoors
- Visited in my home - outdoors
- Went to a bar/restaurant - indoors
- Did not visit them
- Went to a party - indoors
- Went to a bar/restaurant - outdoors
- Went to a party - outdoors
- Visited at their home - outdoors

Current Progress 67%

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What race/ethnicity do you identify with?

- White
- Prefer not to identify
- Asian
- Black or African American
- Native Hawaiian or Pacific Islander
- American Indian or Alaska Native
- Other

Are you part of the LatinX community?

- No
- Yes

What age group do you belong to?

- 30-49
- 50+
- 21-29

Current Progress 80%

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