

Phase 2 - Tito's Opportunity Landscape
Draft — Questionnaire Updated **8/15/2025**

Study Design:

- 20 Minute LOI
- Gen Pop: n=5,000 total 21–74-year-olds
 - Sample will be balanced to US Census on the following metrics: Age/Gender, Income, Race/Ethnicity, Region
 - Sample will include those who have consumed alcohol in the past week

Programming Instructions:

- **[BLUE]** = PROGRAMMING NOTE
- **[RED]** = TERMINATE
- Disable back button in live survey
- Add variable hFLAG_ALL if failed in 3+ flags (1 = FLAGGED, 0 = NOT FLAGGED)
- Show all grid questions in carousel format for mobile friendliness

Table of Contents (Ctrl + click to jump to a section)

SCREENER	2
SECTION A: OCCASION LOOP	8
SECTION C: DEMOGRAPHICS AND PROFILING	17

SCREENER

INTRO: Thank you for your interest in participating in this research being conducted by HawkPartners, a market research firm. Please be assured that all your responses will be kept completely confidential.

If you need to stop at any time, you may continue from where you left off by clicking on the link in the original survey invitation. Thank you again.

PN: NEW SCREEN

Sensitive Industry

S1. Do you, or is any family member, currently working in one of the following industries? *Select all that apply.*

[PN: RANDOMIZE]

1. Advertising **TERMINATE**
2. Journalism **TERMINATE**
3. Marketing or Market Research **TERMINATE**
4. Travel and Tourism
5. Food and Beverage Industry (manufacturing or distribution)
6. Finance, Banking, or Insurance
7. Retail (hypermarkets or supermarket)
8. None of the above **[ANCHOR, MUTUALLY EXCLUSIVE]**

Age

S2. What is your age?

_____ years old **TERMINATE IMMEDIATELY IF <21 OR TERMINATE IF 75+**

hAge (used for Census Balancing)

1. 21-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+ **TERMINATE**

Gender

S3. How would you describe your gender?

1. Male
2. Female
3. In another way
4. Prefer not to answer **TERMINATE IMMEDIATELY**

Region

S4. Please enter the 5-digit zip code for where you currently live.

[ENTER 5-DIGIT ZIP CODE]

[TERMINATE IMMEDIATELY IF INVALID ZIP]

hState (based on zip code)**hRegion (based on zip code, used for census balancing)**

1. Northeast
2. South
3. Midwest
4. West

Income

S5. Which category includes your total annual household income before taxes in 2024? *Select one.*

1. Less than \$30,000
2. \$30,000 - \$49,999
3. \$50,000 - \$74,999
4. \$75,000 - \$99,999
5. \$100,000 - \$124,999
6. \$125,000 - \$149,999
7. \$150,000 - \$174,999
8. \$175,000 - \$199,999
9. \$200,000 or greater
10. Prefer not to answer **TERMINATE IMMEDIATELY**

Hispanic

S6. Are you of Hispanic or Latino origin? *Select one.*

1. Yes
2. No

ASK IF S6=1**Family Origin**

S6a. Which of the following best describes your family's country or region of origin? *Select all that apply.*

1. Mexico
2. Puerto Rico
3. Cuba
4. Dominican Republic
5. Central America (e.g., El Salvador, Guatemala, Honduras)
6. South America (e.g., Colombia, Venezuela, Argentina)
7. Spain
8. Other (please specify) **ANCHOR**

Race

S7. What is your race? *Select all that apply.*

1. White or Caucasian
2. Black, African American, or Caribbean American
3. American Indian or Alaska Native
4. Asian
5. Pacific Islander
6. Some other race

hRACE Hidden (S7):

1. White only: S7=1 only

2. Black only: S7=2 only
3. American Indian or Alaska Native only: S7=3 only
4. Asian only: S7=4 only
5. Pacific Islander only: S7=5 only
6. Other only: S7=6 only
7. Two or more races: S7=2 or more selections

Number of Drinks

- S8. How many alcoholic drinks, if any, have you consumed in the past week? For example, if you had 3 beers and 2 different cocktails, that would be 5 alcoholic drinks. Please provide an honest, best-estimate — we are trying to reach a range of different types of people for our survey and are not here to judge anyone. *Enter a whole number.*

alcoholic drinks in the past week [TERMINATE IF NUMBER IS 0]

Location of Drinks

- S9. Of the [INSERT S8] alcoholic drinks you had in the past week, where did you drink them? Feel free to add multiple drinks for one location — your best guess is fine. *Enter whole numbers, total must sum to [INSERT S8].*

PN: RANDOMIZE, KEEPING CHOICES GROUPED TOGETHER BASED ON THE RIGHT-HAND COLUMN

1	At your home	CODE AS "HOME"
2	At someone else's home	CODE AS "HOME"
3	At work/office	CODE AS "OTHER"
4	At college/university dorm or apartment	CODE AS "OTHER"
5	At a casual dining restaurant (e.g. Applebee's, Chili's)	CODE AS "RESTAURANT"
6	At a polished upscale casual dining restaurant (e.g. Hillstone, Seasons 52, North Italia)	CODE AS "RESTAURANT"
7	At a fine dining restaurant (e.g. Mastro's, Capital Grille, Nick & Sam's)	CODE AS "RESTAURANT"
8	At a local sports bar or pub (e.g. Irish pub, Dave & Buster's)	CODE AS "BAR"
9	At a craft cocktail bar	CODE AS "BAR"
10	At a premium bar or upscale lounge	CODE AS "BAR"
11	At a nightclub	CODE AS "BAR"
12	At a hotel or motel	CODE AS "HOTEL/MOTEL"
13	At a recreation or entertainment venue (e.g. country club, casino, private club)	CODE AS "RECREATION/ENTERTAINMENT"
14	At a concession stand or festival (e.g. stadium, live music event, food festival)	CODE AS "CONCESSIONAIRE"
15	At an outdoor gathering (e.g., BBQ, picnic, tailgate)	CODE AS "OTHER"
16	At airport or other transit location	CODE AS "CONCESSIONAIRE"
99	Other (Specify: PN: FORCE 2+ WORDS)	CODE AS "OTHER"
		PN: SHOW RUNNING TOTAL. TOTAL MUST EQUAL S8. DO NOT FORCE 0s.

1	ON-PREMISE	S9=5,6,7,8,9,10,11,12,13,14, and 16
2	OFF-PREMISE	S9=1,2,3,4, and 15

LEAST-FILL SCREENING CRITERIA:

RANDOMLY ASSIGN RESPONDENTS FOR THE LOCATIONS (LEFT-SIDE) S9_1 THROUGH S9_16. ENSURE A SINGLE RESPONDENT IS ASSIGNED DISTINCT LOCATIONS. IF A RESPONDENT CAN ONLY BE ASSIGNED ONE LOCATION, THEY WILL GO THROUGH THE LOOP ONCE. WE WILL REVIEW "OTHER" RESPONSES AND MANUALLY RE-ASSIGN THEM TO ONE OF THE 16 CHOICES AND ON/OFF-PREMISES, OR POTENTIALLY CREATE A NEW CATEGORY AFTER FIELD.

TERMINATE IF RESPONDENT CANNOT BE ASSIGNED TO ONE LOCATION OTHER THAN S9=99

SHOW IF RESPONDENT HAD MULTIPLE DRINKS AT LOCATION 1 THIS PAST WEEK

Display Text: Given you had [INSERT LOCATION 1 DRINK VALUE] drinks [LOCATION 1] in the past week, for the following questions, think about the first one you had at that location.

Reason for Occasion 1

S10a. Which best describes the reason for having a drink [INSERT LOCATION 1] in the past week? Select one.

	PN: RANDOMIZE	
1	A way to feel closer to others and strengthen bonds	Connection/Belonging
2	A way to demonstrate that you have good taste	Status/Image
3	A chance to try something new	Exploration/Discovery
4	A way to celebrate or mark a moment / achievement	Celebration
5	A source of pleasure indulgence	Indulgence
6	An escape from stress or routine	Escape/Relief
7	A way to keep the night going	Performance
8	A way to honor customs, rituals, or family traditions	Tradition

JTBD1

S10b. You said your reason for having a drink [INSERT LOCATION 1] in the past week was best described as [INSERT S10a WITH LOWERCASE "a" AT THE BEGINNING OF THE ANSWER CHOICE]. More specifically, what best describes that moment? Select one.

PN: SHOW RESPONSES BASED ON S10a SELECTION. DO NOT SHOW HEADERS. RANDOMIZE KEEPING SUBCATEGORIES WITHIN A HEADING TOGETHER

<u>Connection/Belonging</u>		
1	A drink to bring everyone together at the start of the night	Friend Family Bonding
2	Something to sip while catching up with <u>else</u> friends	Close Friend Connection
3	A drink that <u>feels appropriate for the situation makes me feel like I fit in</u> at a social gathering	Fitting In
4	A go-to choice for reconnecting with someone after time apart	Reconnection
100.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
<u>Status/Image</u>		
6	A drink that makes me feel confident and put-together in social settings	Confidence Builder
7	Something that looks elevated or premium when served	Elevated Look
8	A drink that feels on-trend or buzzworthy	Trend worthy
9	A drink I'd be proud to post or share on social media	Shareable on Socials
101.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
<u>Exploration/Discovery</u>		
11	A drink I've never tried before that sparks curiosity	Sparks Curiosity

12	Something with a surprising twist—flavor, format, or origin	Something Unique
13	A limited-edition or seasonal release I want to experience before it's gone	Limited Edition
14	A drink that transports me somewhere new—culturally or emotionally	Full Embodiment
102.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
Celebration		
16	A drink to toast a personal win or milestone	Personal Toast
17	Something festive to share when good news hits	Good News
19	A way to make an ordinary day or night feel a little more special	Elevate the everyday
103.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
Indulgence		
21	A drink I reach for when I just want what I want	Just Because
24	A drink that feels rich, extra, or over-the-top—in the best way	Over the Top
40	A drink that feels like I'm treating myself	Personal treat
104.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
Escape/Relief		
26	A drink to help me unwind after a long or stressful day	Unwinding
27	Something I reach for when I need a mental reset	Mental Reset
28	A drink that helps me slow down and be present	Being Present
29	A go-to when I want to escape the usual and feel transported	Escapism
105.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
Performance		
31	A drink that helps me feel confident and socially on-point for a night out	
32	Something I choose when I want to bring my A-game to socialize	
34	A go-to when I want to stay in control and keep the night flowing smoothly	
106.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	
Tradition		
36	A drink that's always part of our holiday or seasonal celebrations	Good Ole
37	Something I serve because it's what we've always had at family gatherings	Family Tradition
38	A drink that helps keep a cultural or regional tradition alive	Cultural Tradition

39	Something I choose because it reminds me of home or loved ones	Homesick Cure
107.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]	

Beverage Category 1

S10c. What type of drink did you have **[INSERT LOCATION 1]**? Select one.

1. Beer
2. Wine
3. Canned cocktails / Ready-to-drink (RTD) cocktails
4. Liquor (mixed drink, neat, on the rocks, etc.)
5. Other (please specify) **ANCHOR**

PN SHOW BELOW DISPLAY TEXT, S11A, S11B, S11C IF RESPONDENT HAD A DRINK AT 2+ LOCATIONS IN S9

Display Text Location 2: We now want to ask you about a **different drink**. Think of the one you consumed **[LOCATION 2]** in the past week. **SHOW IF RESPONDENT HAD MULTIPLE DRINKS AT LOCATION 2 THIS PAST WEEK:** Given you had **[INSERT LOCATION 2 DRINK VALUE]** drinks **[LOCATION 2]** in the past week, for the following questions, think about the **first** one you had at that location.

PN: NEW SCREEN

Reason for Occasion 2

S11a. Which **best** describes the reason for having a drink **[INSERT LOCATION 2]** in the past week? Select one

	PN: SHOW SAME LIST AS S10A IN SAME ORDER AS S10A
--	---

JTB2

S11b. You said your reason for having a drink **[INSERT LOCATION 2]** in the past week was primarily described as **[INSERT S11a WITH LOWERCASE "a" AT BEGINNING OF ANSWER CHOICE]**. More specifically, how would you describe that moment? Select one.

PN: SHOW RESPONSES BASED ON S11a SELECTION (SAME LIST PROVIDED AT S10B). DO NOT SHOW HEADERS. RANDOMIZE KEEPING SUBCATEGORIES WITHIN A HEADING TOGETHER
--

Beverage Category 2

S11c. What type of drink did you have **[INSERT LOCATION 2]**? Select one.

1. Beer
2. Wine
3. Canned cocktails / Ready-to-drink (RTD) cocktails / Hard seltzers
4. Liquor (mixed drink, neat, on the rocks, etc.)
5. Other (please specify) **ANCHOR**

hQual_Text.

Congratulations, you've qualified for the survey! We estimate that the remaining questions will take approximately 10-15 minutes and will cover a few topics about the drink(s) you had recently. Thank you for your time and honest opinions.

SECTION A: OCCASION LOOP

Display Text For Loop 1:

For the next few questions, please think about the drink you had [INSERT LOCATION 1] in the past week. [SHOW IF MULTIPLE DRINKS AT LOCATION 1: Like before, given you had [INSERT LOCATION 1 DRINK VALUE] drinks at this location, please think about the first one you had.]

Display Text For Loop 2:

Thanks for your time so far! For the next few questions, we're switching it up a bit and would like you to please think about the drink you had [INSERT LOCATION 2] the past week. [SHOW IF MULTIPLE DRINKS AT LOCATION 2: Like before, given you had [INSERT LOCATION 2 DRINK VALUE] drinks at this location, please think about the first one you had.]

LOOP ASSIGNMENT OCCASION

		LOOP 1 OCCASION	LOOP 2 OCCASION
1	A way to feel closer to others and strengthen bonds		
2	A way to demonstrate good taste		
3	A chance to try something new		
4	A way to mark a moment or achievement		
5	A source of pleasure		
6	An escape from stress or routine		
7	A way to extend the night / stay out longer		
8	A way to honor customs, rituals, or family traditions		

LOOP ASSIGNMENT JTBD

		LOOP 1 JTBD	LOOP 2 JTBD
1	A drink to bring everyone together at the start of the night		
2	Something to sip while catching up with close friends		
3	A drink that makes group moments feel more special		
4	A go-to choice for reconnecting with someone after time apart		
100.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
6	A drink that makes me feel confident and put-together in social settings		
7	Something that looks elevated or premium when served		
8	A drink that feels on-trend or buzzworthy		
9	A drink I'd be proud to post or share on social media		
101.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
11	A drink I've never tried before that sparks curiosity		

12	Something with a surprising twist—flavor, format, or origin		
13	A limited-edition or seasonal release I want to experience before it's gone		
14	A drink that transports me somewhere new—culturally or emotionally		
102.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
16	A drink to toast a personal win or milestone		
17	Something festive to share when good news hits		
19	Something I bring out when I want to make an ordinary night feel special		
103.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
21	A drink I reach for when I just want what I want		
24	A drink that feels rich, extra, or over-the-top—in the best way		
40	A drink that feels like I'm treating myself		
104.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
26	A drink to help me unwind after a long or stressful day		
27	Something I reach for when I need a mental reset		
28	A drink that helps me slow down and be present		
29	A go-to when I want to escape the usual and feel transported		
105.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
31	A drink that helps me lock in and get things done		
32	Something I reach for when I'm powering through a busy day		
34	A go-to when I need to shift gears and re-energize		
106.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		
36	A drink that's always part of our holiday or seasonal celebrations		
37	Something I serve because it's what we've always had at family gatherings		
38	A drink that helps keep a cultural or regional tradition alive		
39	Something I choose because it reminds me of home or loved ones		
106.	Other (Specify: _____) [ALWAYS SHOW. ANCHOR]		

Occasion OE 1 and 2

- A1. In a few words, please describe the occasion when you were having the drink. An example may be "After a long workday."
Please enter your response.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

[INSERT OPEN END RESPONSE, FORCE 3+ WORDS]

Time Of Day 1 and 2

- A2. What time of day did you have this drink? Select one.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. During Breakfast
2. Between Breakfast and Lunch
3. During Lunch
4. Before dinner / happy hour
5. During Dinner
6. In the evening After Dinner
7. Late Night

Day of Week 1 and 2

- A3. Which day of the week was this drink? Select one.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday

hA3 (Weekday vs. Weekend)

1	Weekday	A3=1,2,3,4
2	Weekend (Fri-)	A3=5,6,7

Alcoholic Beverage 1 and 2

- A4. What type of drink did you have? Select one.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

PN: RANDOMIZE. MAINTAIN CATEGORY LEVEL GROUPINGS: GROUP 1 IS BEER, HARD SELTZERS, CIDER, AND RTD COCKTAILS; GROUP 2 IS WINE AND SPARKLING WINE AND GROUP 3 IS VODKA, WHISKEY / BOURBON, TEQUILA / MEZCAL, RUM, GIN, CORDIALS, AND COGNAC, APEROL

1. Beer TERMINATE IF S10C / S11C <> 1
2. Cider TERMINATE IF S10C / S11C <> 5

3. Wine TERMINATE IF S10C / S11C <> 2
4. Sparkling Wine / Champagne TERMINATE IF S10C / S11C <> 2 OR 5
5. Hard Seltzer (e.g., White Claw, Truly) TERMINATE IF S10C / S11C <> 3, 4, OR 5
6. Ready-to-Drink Cocktail (e.g., High Noon, Cutwater, On The Rocks) TERMINATE IF S10C / S11C <> 3
7. Vodka TERMINATE IF S10C / S11C <> 4
8. Whiskey / Bourbon TERMINATE IF S10C / S11C <> 4
9. Tequila / Mezcal TERMINATE IF S10C / S11C <> 4
10. Rum TERMINATE IF S10C / S11C <> 4
11. Gin TERMINATE IF S10C / S11C <> 4
12. Cordial TERMINATE IF S10C / S11C <> 4 OR 5
13. Cognac TERMINATE IF S10C / S11C <> 4 OR 5
14. Aperol TERMINATE IF S10C / S11C <> 4 OR 5
15. Other alcoholic drinks (please specify) TERMINATE IF S10C / S11C <> 5

ASK IF A4=7,8,9,10, 11, 12, OR 13

Form of drink 1 and 2

A5. When you had the [INSERT A4], which of the following reflects the form of the drink?

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. By itself (neat, straight up, on the rocks, in a glass, etc.)
2. Within a cocktail
3. Other ANCHOR

ASK IF LOCATION 1/LOCATION 2 IS ON-PREMISE

When decided on drink 1 and 2

A6. Which of the following reflect why you drank [INSERT A4]?

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. I always order this drink when at this location
2. After viewing the menu, I chose this drink
3. A friend/family member recommended I try this drink
4. The bartender/waiter recommended I try this drink
5. Other ANCHOR

Other Substance Consumption 1 and 2

A7. Did you consume any of the following products/substances at the same time as the [INSERT A4]? Note: Your answers to questions in this survey will not ever be traced back to you, so please give an honest answer.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. Cannabis / THC
2. Nicotine
3. Magic Mushrooms (e.g., psilocybin)
4. Caffeine
5. Other
6. None of the above ANCHOR

Planned or Impulse 1 and 2

A8. Was this drink planned or unplanned? Select one.

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. Planned to have a drink, and knew ahead of time what it was
2. Planned to have a drink, but didn't know what it was going to be
3. Did not plan to have a drink, and decided in the moment

Others in Occasion 1 and 2

A9. Who was with you when you had this drink? *Select all that apply.*

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. I was alone [**ANCHOR, MUTUALLY EXCLUSIVE**]
2. My spouse/partner
3. My parents
4. My child/children
5. My friend(s)
6. Other relatives
7. Colleagues/co-workers

ASK IF A9 DOES NOT EQUAL 1

Number of people 1 and 2

A10. Including yourself, how many people were with you when you had this drink? *Enter a whole number.*

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

_____ people **[PN: VALID ANSWERS ARE 2 THRU 30]**

Satisfaction 1 and 2

A11. How satisfied were you with the drink you chose?

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1	2	3	4	5
Not At All Satisfied		Somewhat Satisfied		Extremely Satisfied

ASK IF A4=4,5,7,8,9,10, 11, 12, OR 13

Brand Occasion 1 and 2

A13. What brand of [INSERT A4] did you have? *Select one.*

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. INPUT BRAND LIST FROM "ALCOHOL BRAND LIST" BELOW

98. Store brand
99. Other (specify) **ANCHOR**
100. Don't know **ANCHOR**

A13a. In addition to [INSERT A4], did you have any other drinks during at this location?

As a reminder, we're asking about the drink [INSERT LOCATION 1/LOCATION 2].

1. Yes, I had one or more drinks in addition to [INSERT A4]
2. No, I only had [INSERT A4]

ASK A13b IF A13a=1

A13b. What other drinks did you have in addition to [INSERT A4]? Select all that apply.

1. Beer
2. Wine
3. Canned cocktails / Ready-to-drink (RTD) cocktails
4. Liquor
5. Other (please specify) **ANCHOR**

ASK A14a-A19 IF LOCATION 1/LOCATION 2 IS OFF-PREMISE

Purchaser of Alcohol

A14a. When you recently had a drink [LOCATION 1/LOCATION 2], which of the following best describes your role in the original purchase of [INESRT A4] for it? Select one.

1. I went to the store/made the purchase myself
2. Someone else went to the store/made the purchase for me
3. Someone gave it to me as a gift
4. Other (please specify) **ANCHOR**

ASK IF A14a=1

Location of Purchase 1 and 2

A14b. Given you purchased the [INSERT A4] for the drink you recently had [LOCATION 1/LOCATION 2], where did you originally make the purchase? Select one.

PN: RANDOMIZE, KEEPING CATEGORIES TOGETHER; HIDE ANSWER OPTONS ACCORDING TO THE RESPONDENT'S STATE (REFERENCE ALCOHOL_SEGMENT_MAPPING.CSV)

1. Grocery Chain (e.g., Safeway or Kroger) **CODE AS "SUPERMARKET"**
2. Specialty Grocery Store (e.g., Whole Foods, Sprout's or Trader Joe's) **CODE AS "SUPERMARKET"**
3. Discount Grocery Store (e.g., ALDI, or Lidl) **CODE AS "SUPERMARKET"**
4. Ethnic Grocery Store (e.g., Supermercado Latino) **CODE AS "SUPERMARKET"**
5. Superstore / Mass Merchandiser (e.g., Meijer, Target or Walmart) **CODE AS "MASS MERCH/SUPERCENTER"**
6. Warehouse Club (e.g., BJ's, Costco, or Sam's Club) **CODE AS "MASS MERCH/SUPERCENTER"**
7. Dollar Store (e.g., Dollar General, Dollar Tree or Family Dollar) **CODE AS "CONVENIENCE/GAS"**
8. Drug Store (e.g., CVS, Rite Aid or Walgreens) **CODE AS "CONVENIENCE/GAS"**
9. Convenience Store / Gas Station (e.g., 7-Eleven, Wawa, QuikTrip or Circle K) **CODE AS "CONVENIENCE/GAS"**
10. Online Only Store (e.g., Amazon) **CODE AS "E-COMMERCE"**
11. Liquor / Package Store (e.g., local liquor store, BevMo, Total Wine, ABC Stores) **CODE AS "LIQUOR/PACKAGE STORE"**
12. Other Retail Store (e.g., corner store, bodega, ~~or home improvement stores~~) **[ANCHOR] CODE AS "SUPERMARKET"**
13. Other (specify) **[ANCHOR] CODE AS "OTHER"**
14. I'm not sure **[ANCHOR]**

FLAG RESPONDENTS WHO SELECT A14b=13

ASK IF A4=7 WAS CHOSEN FOR LOCATION 1/LOCATION 2 AND A14a=1

Vodka Size 1 and 2

A15. What size was the bottle of vodka you purchased at [INSERT A14b ANSWER WITHOUT PARENTHESES]? Select one, your best estimate is fine if you can't remember.

1. Miniature (50 ml)
2. Small bottle (200 **or 375** ml)

3. Standard bottle (750 ml)
4. Liter bottle (1 L)
5. Handle (1.75 L)
6. Other

A14a=1

Purchase Intent 1 and 2

A16. Which of the following **best describes** why you decided to purchase [INSERT A4]? *Select one all that apply.*

1. I needed to stock up on/refill my alcohol supply
2. While shopping for groceries, I decided to pick up alcohol
3. I wanted to browse the place's alcohol selection and ended up purchasing
4. I wanted to add a new bottle to my at-home bar
5. I needed it for a specific gathering, party, or event
6. I saw it on social media and wanted to try
7. Someone told me I needed to try it
8. I bought it to make a specific cocktail
9. I thought my visiting family/friends would enjoy it
10. Other (please specify) **ANCHOR**

A14a=1

Intent for Location of Purchase 1 and 2

A17. Earlier you said you purchased [INSERT A4] from [INSERT A14b WITHOUT PARENTHESIS]. Which of the following **best describes** why you purchased from [INSERT A14] instead of another location? Why did you purchase it there? *Select all that apply.*

PN: RANDOMIZE

1. It's convenient/close to home or work
2. It offers the best prices or promotions
3. It has the best selection/variety
4. It's where I do my regular shopping (groceries, errands, etc.)
5. It was the only store open/available at the time
6. It's my go to place to purchase alcohol
7. It was my only option due to state or local laws
8. It was the only place I could buy this type of drink
9. Other (specify) **ANCHOR**

A14a=1

Purchase Reason 1 and 2

A18. Which of the following **best** describes why you chose to buy [INSERT A4] instead of another type of alcohol? *Select one.*

PN: RANDOMIZE

1. I needed it for a specific cocktail or recipe
2. It's my usual go-to type of alcohol
3. It was the best fit for the occasion or event
4. I prefer the taste of [INSERT A4]
5. It was on sale or had a special promotion
6. It was recommended to me
7. I needed to refill my current supply/stock
8. Other (please specify)

A14a=1

Purchase Reason 1 and 2

A19. When you purchased the [INSERT A4], which of the following best describes why you chose [INSERT BRAND FROM A13; IF A13=99: that brand]? *Select all that apply.*

PN: RANDOMIZE

1. It's the brand I always get
2. It was the best price for the quality I wanted
3. It was the cheapest
4. I liked the packaging (e.g., cool design, attractive colors)
5. The store had it on display (e.g., on an end cap, on a separate table)
6. It had a special promotion/discount
7. It was the first one I saw
8. I liked the product description on the packaging
9. The store had a note describing the flavor and/or their recommendations for ways to drink it
10. It was recommended to me by a store associate
11. Other (please specify)
12. None of the above **[ANCHOR]**

OUTSIDE THE LOOPS; ASKED ONCE

A20. Much earlier, you mentioned having [INSERT S8] alcoholic drinks in the past week. How does this compare to a typical week for you?

1. I usually have much less than this
2. I usually have somewhat less than this
3. This was a very typical week for me
4. I usually have somewhat more than this
5. I usually have much more than this

OUTSIDE THE LOOPS; ASKED ONCE

A21. Which of the following liquor/spirits brands are you aware of? *Select all that apply.*

PN: RANDOMIZE

1. Tito's Handmade Vodka
2. Grey Goose
3. Ketel One
4. Maker's Mark
5. Casamigos
6. Don Julio
7. None of the above **[ANCHOR]**

ASK IF ANY BRAND SELECTED IN A21

A22. Which of the following brands do you associate with the following attribute: **[INSERT ATTRIBUTE FROM ATTRIBUTE BRAND LIST IN APPENDIX IN BOLD/BLUE]**? *Select all that apply.*

PN: ASK A22 ONCE FOR EACH ATTRIBUTE—RANDOMIZE ATTRIBUTE ORDER; SHOW BRANDS SELECTED IN A21]

1. Tito's Handmade Vodka
2. Grey Goose
3. Ketel One
4. Maker's Mark
5. Casamigos

6. Don Julio
7. None of the above [ANCHOR, EXCLUSIVE]

A23. How likely are you to consider the following brands the next time you have a drink? *Select one.*

	1	2	3	4	5
	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
PN: SHOW BRANDS SELECTED IN A21— RANDOMIZE BRAND LIST					

SECTION B: DEMOGRAPHICS AND PROFILING

Almost done! Just a few more questions that we'll use for classification purposes before we wrap up.

PN: NEW SCREEN

Marital Status

C1. Please indicate your current marital status or living arrangement. *Select one.*

1. Single, never married
2. Married/ domestic partnership / living with partner
3. Widowed
4. Divorced
5. Separated
6. Prefer not to answer

Education

C2. What is the highest level of school you have completed? (If still attending, check present grade.) *Select one.*

1. Some high school or less, no diploma
2. High school graduate (or equivalency)
3. Bachelor degree
4. Master degree
5. PhD
6. Prefer not to answer

Employment

C3. What is your current employment status? *Select all that apply.*

1. Full-time student
2. Employed full-time
3. Employed part-time
4. Self-employed
5. Full time homemaker
6. Out of work for 1 year or more, but not retired **[CANNOT SELECT WITH OPTION 7 OR 8]**
7. Out of work for less than 1 year, but not retired **[CANNOT SELECT WITH OPTION 6 OR 8]**
8. Retired
9. Unable to work **[CANNOT SELECT WITH OPTION, 2,3,4]**
10. Other
11. Prefer not to answer **[MUTUALLY EXCLUSIVE]**

Urban

C4. Which of the following best describes what type of environment your current living situation is in?

1. Urban
2. Suburban
3. Rural

ALCOHOL BRAND LIST

Vodka	Whiskey/Bourbon	Tequila / Mezcal	Rum	Gin	Cordial	Cognac
Tito's Handmade	Crown Royal	Jose Cuervo	Bacardi	Tanqueray	Fireball	Hennessy
Smirnoff	Jack Daniel's	Casamigos	Captain Morgan	Bombay Sapphire	Baileys	Rémy Martin
New Amsterdam	Fireball	Don Julio	Malibu	Gordon's	Jägermeister	Courvoisier
Svedka	Jim Beam	1800	Admiral Nelson	New Amsterdam	DeKuyper	D'Ussé
Absolut	Jameson	Hornitos	Kraken	Beefeater	RumChata	Martell
Grey Goose	Evan Williams	Espolòn	Sailor Jerry	Seagram's	Kahlúa	Camus
Ketel One	Maker's Mark	Lunazul	Goslings	Hendrick's	Grand Marnier	Pierre Ferrand
Platinum 7X	Bulleit	El Jimador	Flor de Caña	Aviation	Southern Comfort	Hine
Deep Eddy	Wild Turkey	Cazadores	Mt Gay	Roku	Aperol	Hardy
Skyy	Knob Creek	Milagro	Appleton Estate	Monkey 47	Goldschläger	Frapin

ATTRIBUTE BRAND LIST

- Premium
- Approachable
- Authentic
- Generous
- Edgy
- Independent
- Bold
- Reliable
- Down-to-Earth
- Sophisticated / Refined