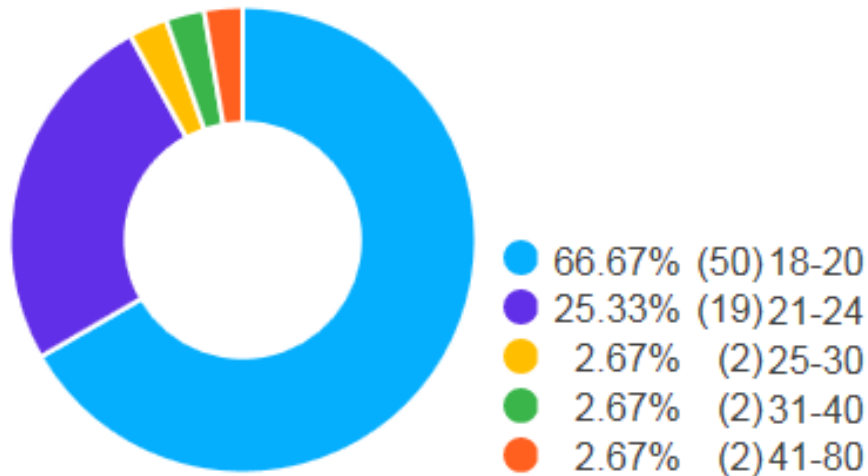


Analytics: Shot Glass Data

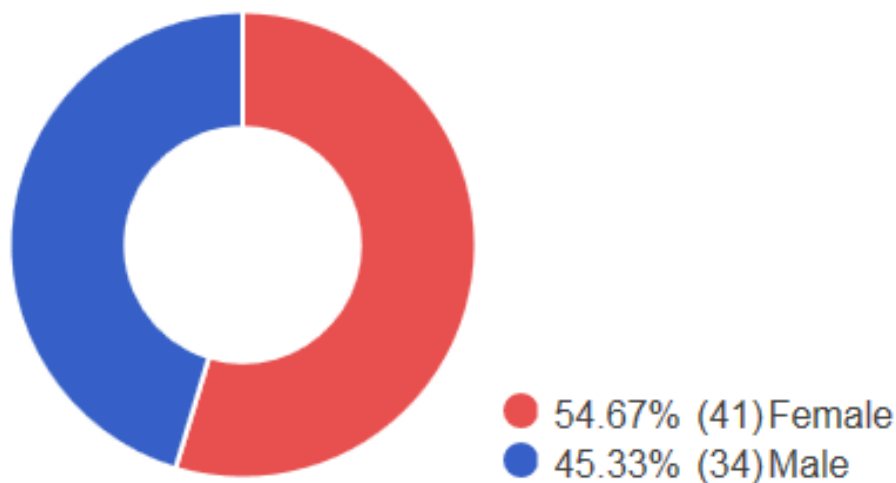
1. Age

Results based on 75 responses to this question



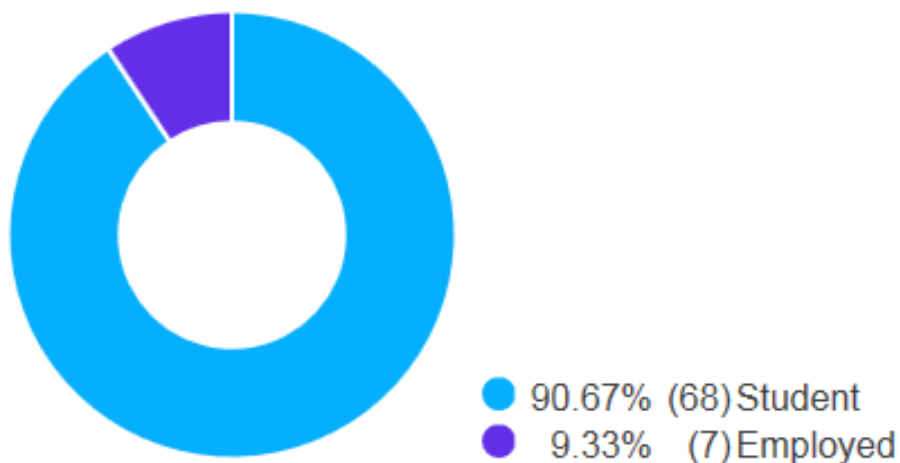
2. Gender

Results based on 75 responses to this question



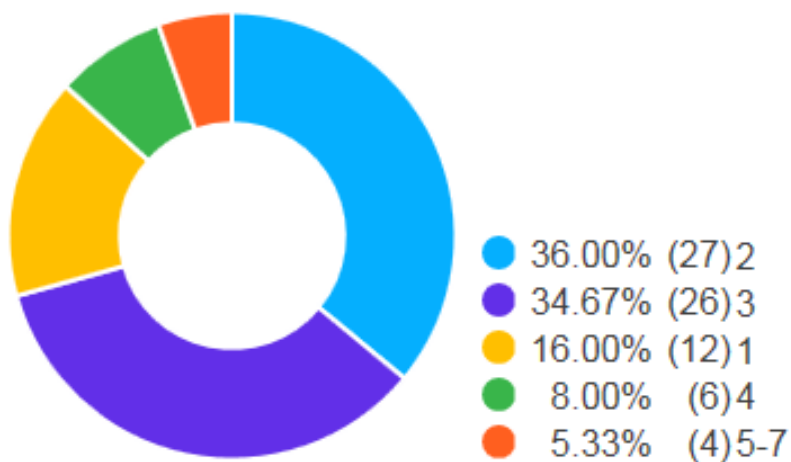
3. Occupation

Results based on 75 responses to this question



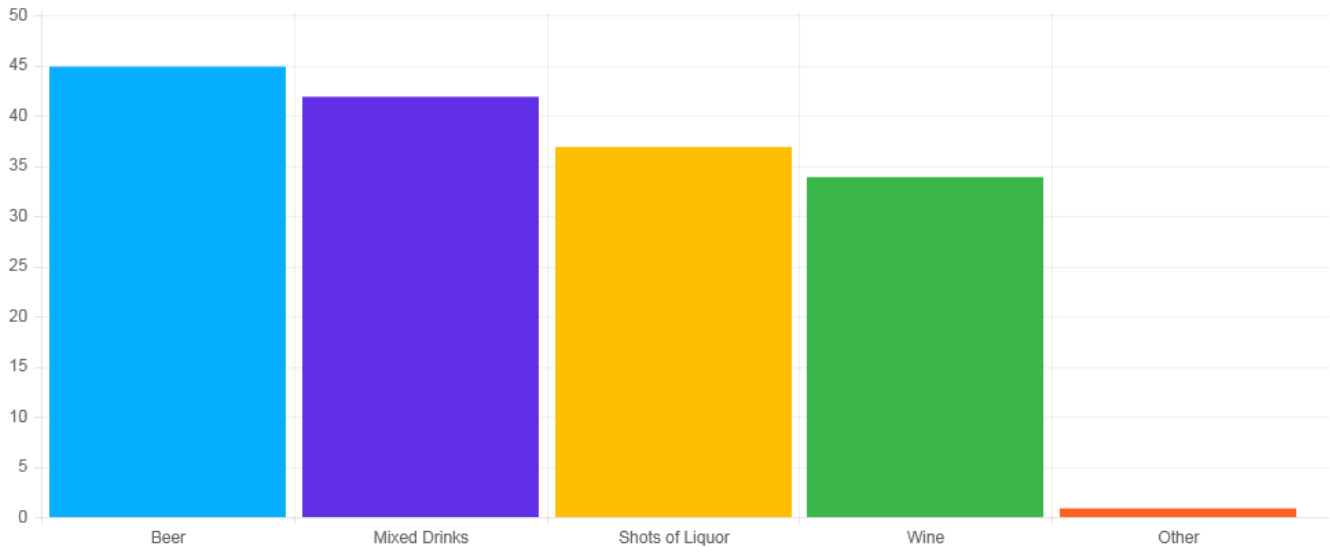
4. How many DAYS do you DRINK in a typical WEEK?

Results based on 75 responses to this question



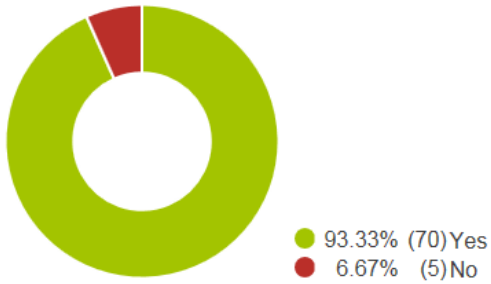
5. What is your DRINK of choice

Results based on 75 responses to this question



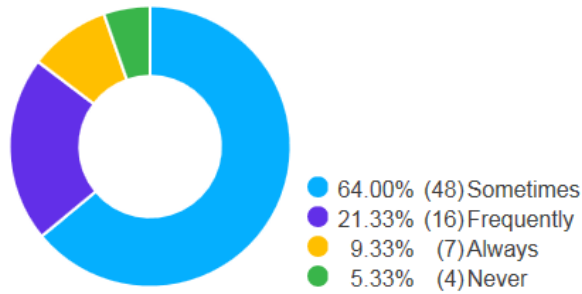
6. Do you take shots of liquor

Results based on 75 responses to this question



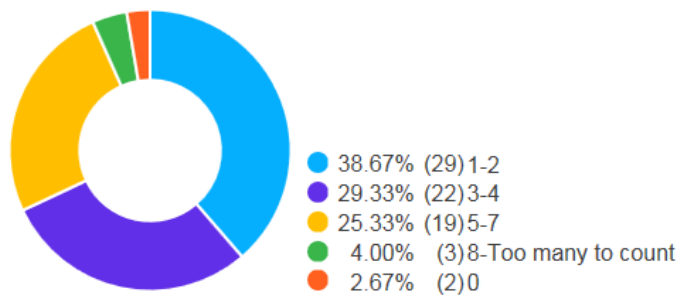
7. How often do you take shots of liquor?

Results based on 75 responses to this question



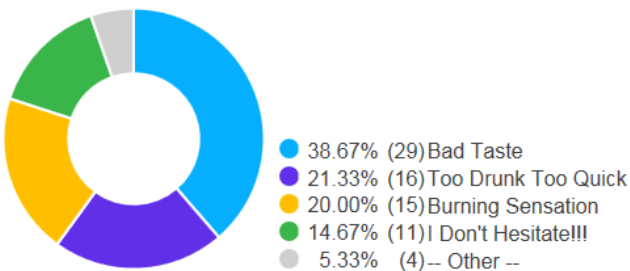
8. If drinking shots, how many shots do you take in a typical night?

Results based on 75 responses to this question



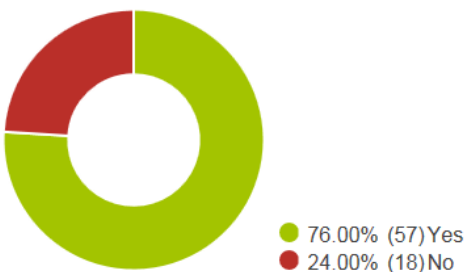
9. Why would you HESITATE to take a shot of liquor?

Results based on 75 responses to this question



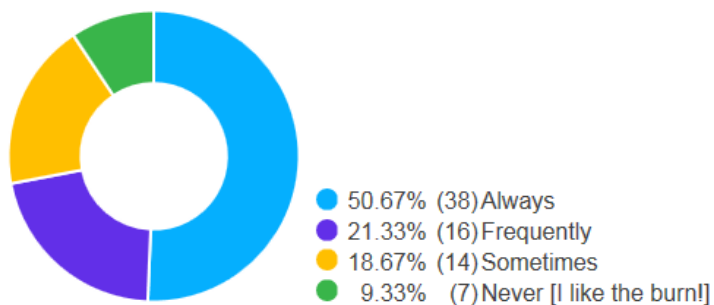
10. Do you PREFER a CHASER with a shot of liquor? A CHASER is a secondary drink [soda, juice, etc] consumed immediately after taking the shot.

Results based on 75 responses to this question



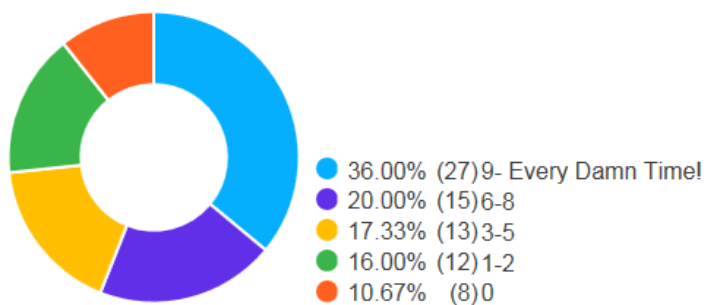
11. If AVAILABLE, how often would you use a CHASER?

Results based on 75 responses to this question



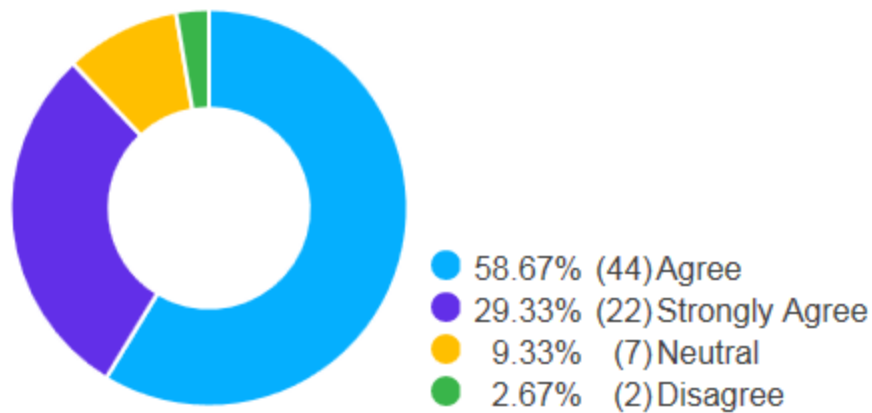
12. Think about the last 10 shots you have taken. How many times did you use a CHASER?

Results based on 75 responses to this question



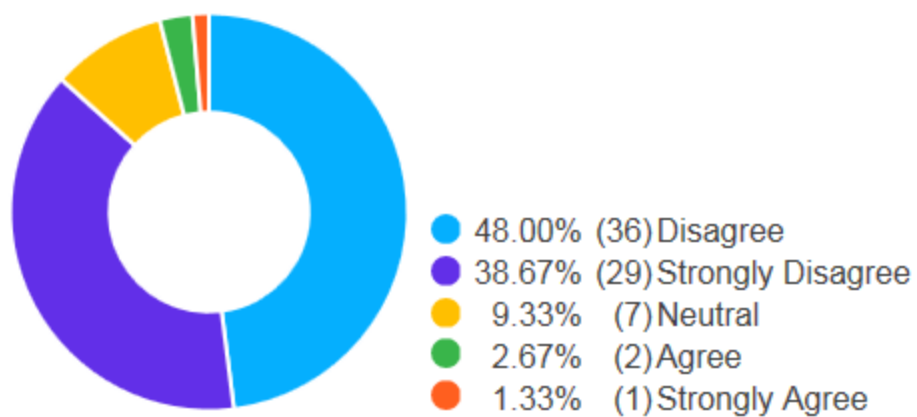
13. Drinking a CHASER after a SHOT is common.

Results based on 75 responses to this question



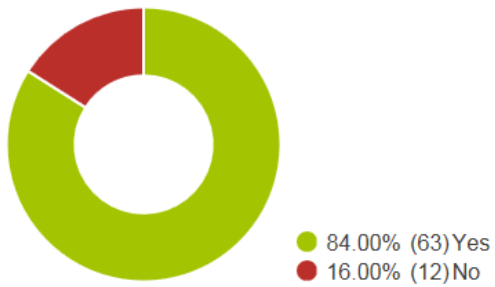
14. I am embarrassed to use a chaser

Results based on 75 responses to this question



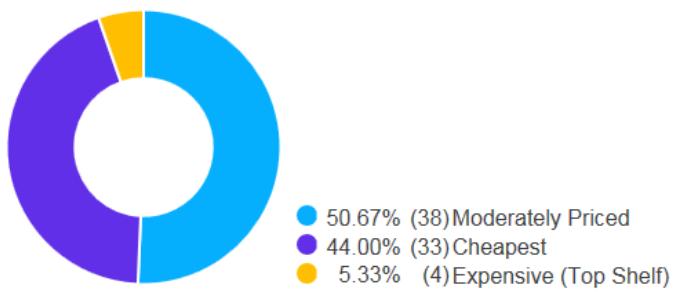
15. Would you find a product that reduces the pain associated with taking shots of liquor interesting?

Results based on 75 responses to this question



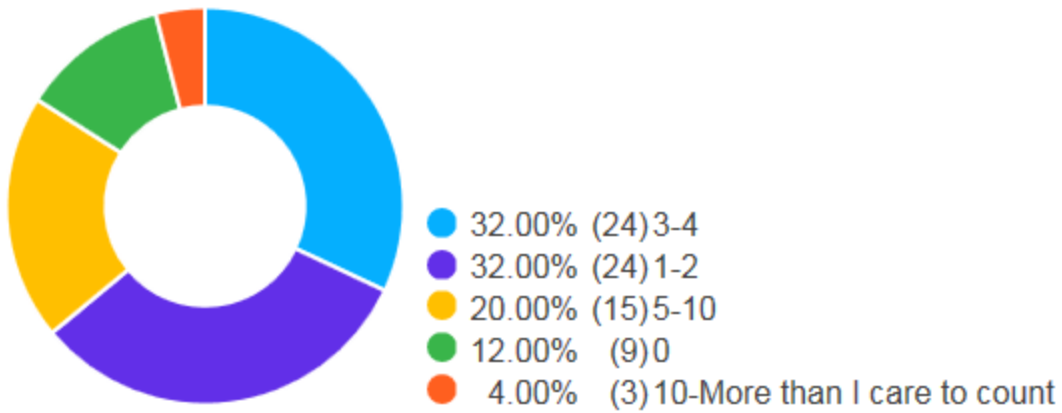
16. What is the price of liquor you typically buy?

Results based on 75 responses to this question



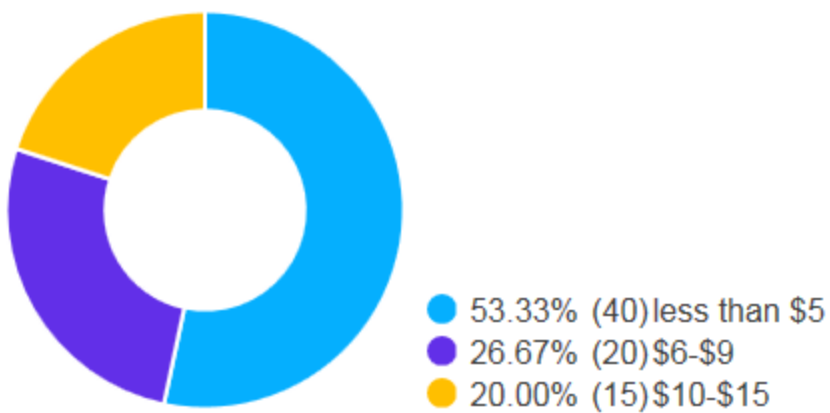
17. How many shot glasses do you own?

Results based on 75 responses to this question



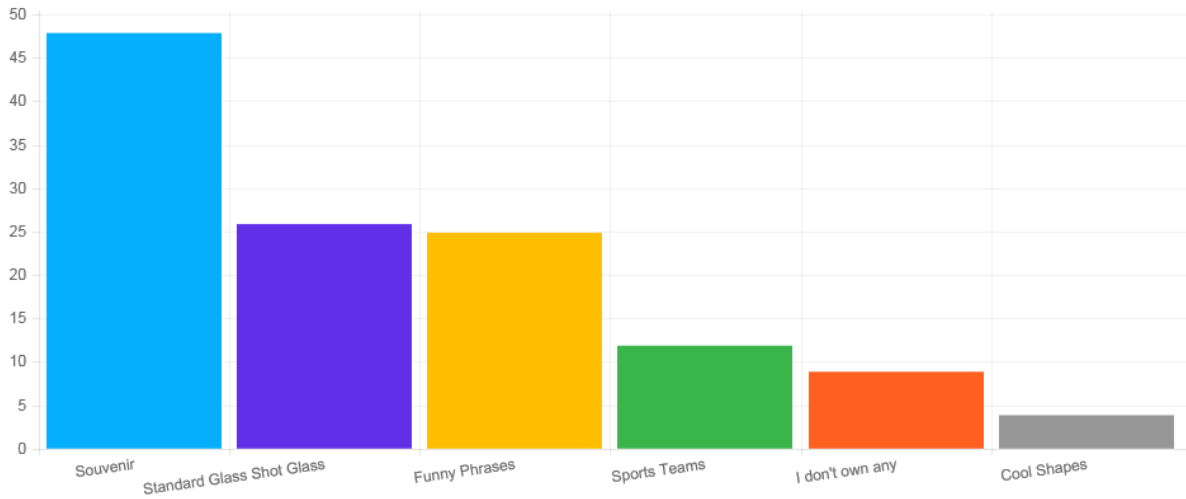
18. What is the most expensive shot glass you own?

Results based on 75 responses to this question



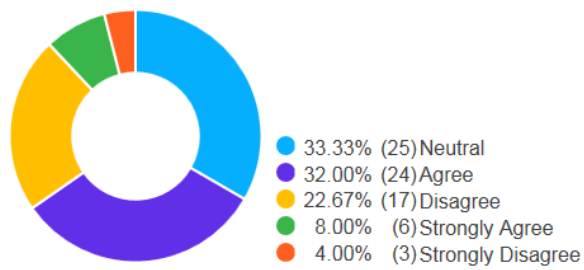
19. Describe your shot glass collection

Results based on 75 responses to this question



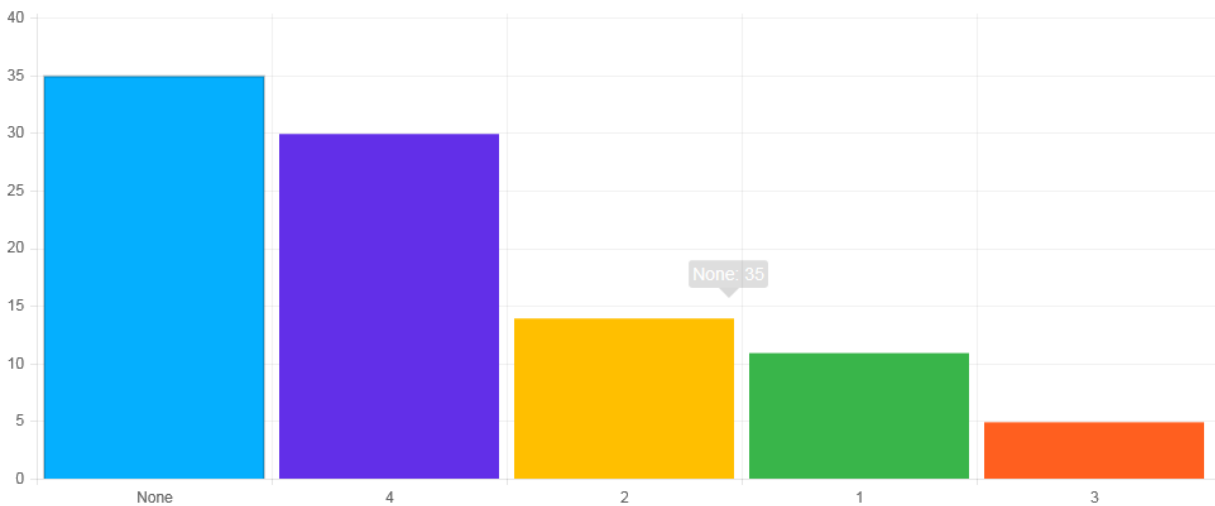
20. Having a funny or cool shaped shot glass enhances the drinking experience.

Results based on 75 responses to this question

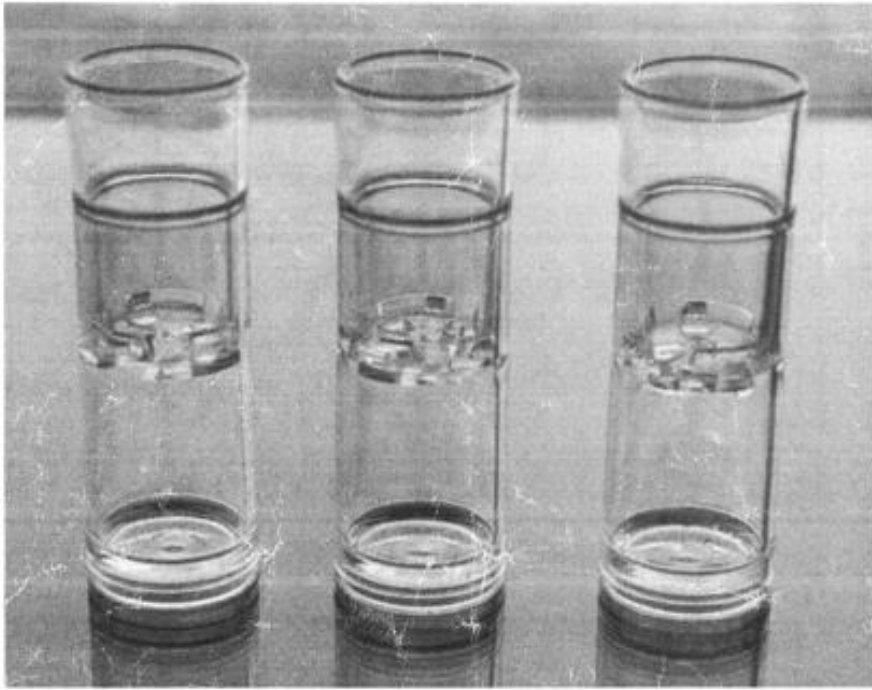


21. Have you seen any of these Shot Glasses before? [Ask proctor for photos]

Results based on 75 responses to this question



1



2



3



4

