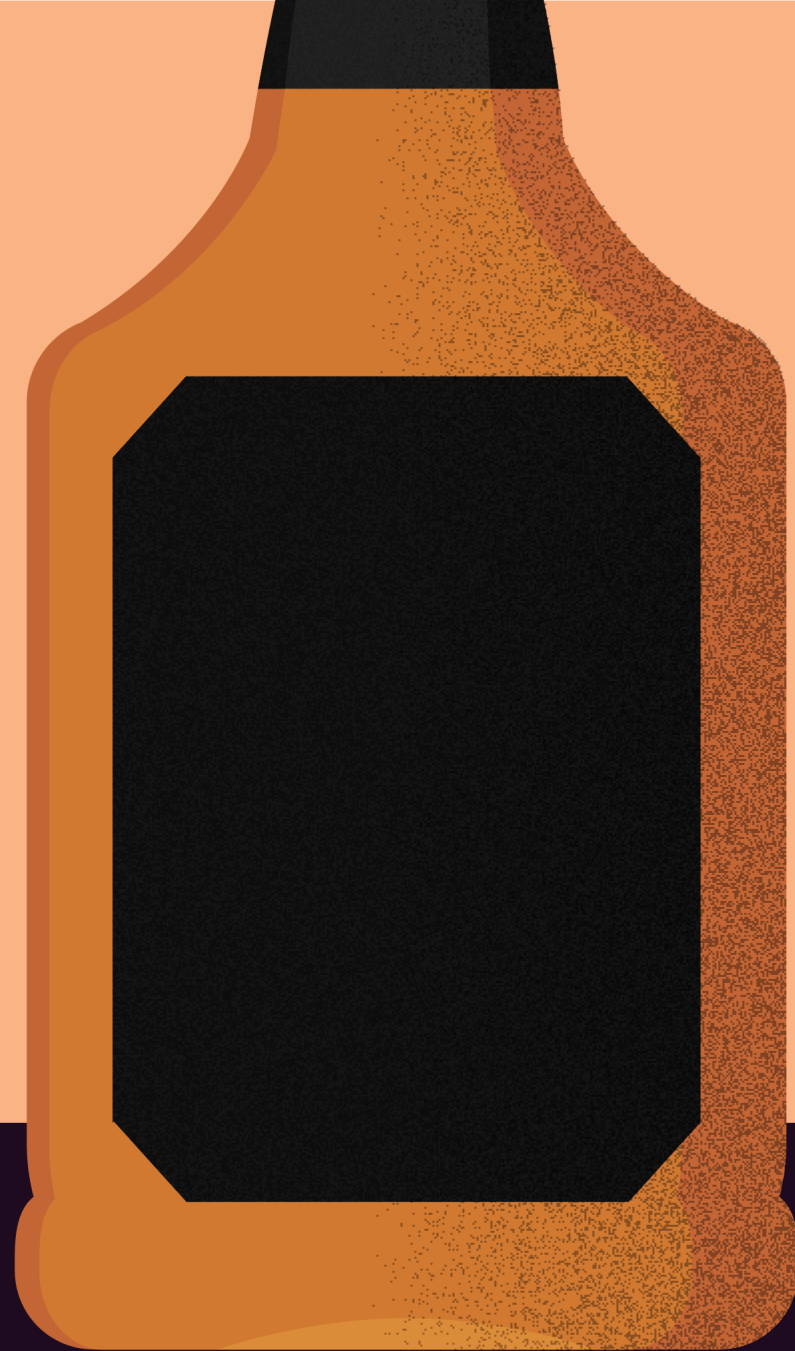


AMERICAN **DRINKING PREFERENCES**

ALCOHOL **INDUSTRY TRENDS**



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Key Points

- 1 **Millennials prefer liquor drinks**, with 50 percent saying they would take cocktails or straight liquor over beer or wine. Just 35 percent of boomers say the same.
- 2 Two-thirds of Americans say they would **buy wine for a special event** over beer or liquor. However when it comes to everyday drinking, a plurality prefer beer.
- 3 The descriptor that most **makes people want to purchase** beer is **refreshing**. For wine? Also refreshing. It's generally best to avoid words like tart and sour in marketing.
- 4 The **most popular styles** of beer are lagers and amber ales. The most popular wines are chardonnays and merlots. Vodka is number one for liquor styles.

Methodology

This poll was conducted from July 17-18, 2018, among a national sample of 2,201 adults (21+). The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Drinking Preferences



Beer



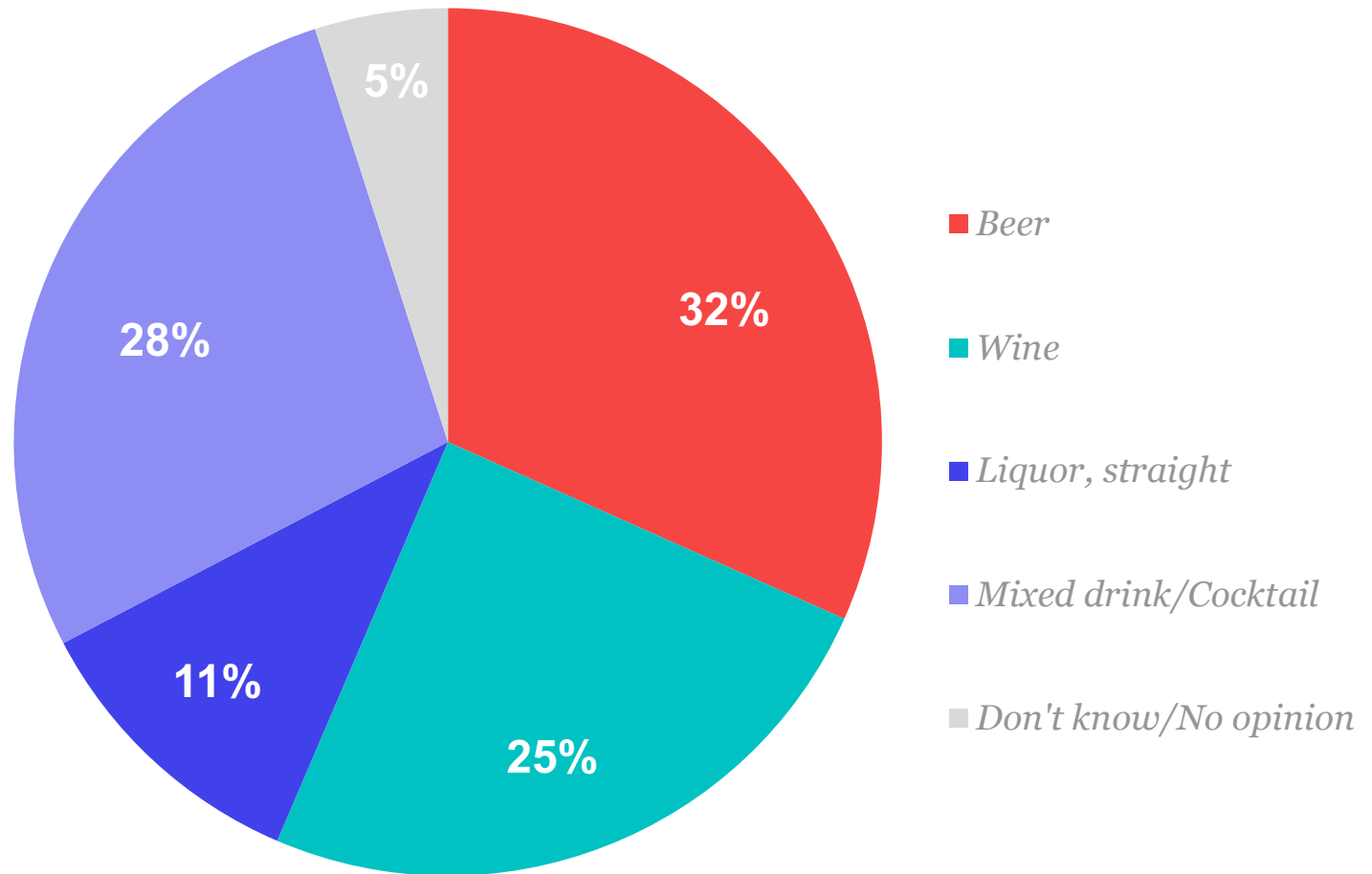
Wine



Liquor

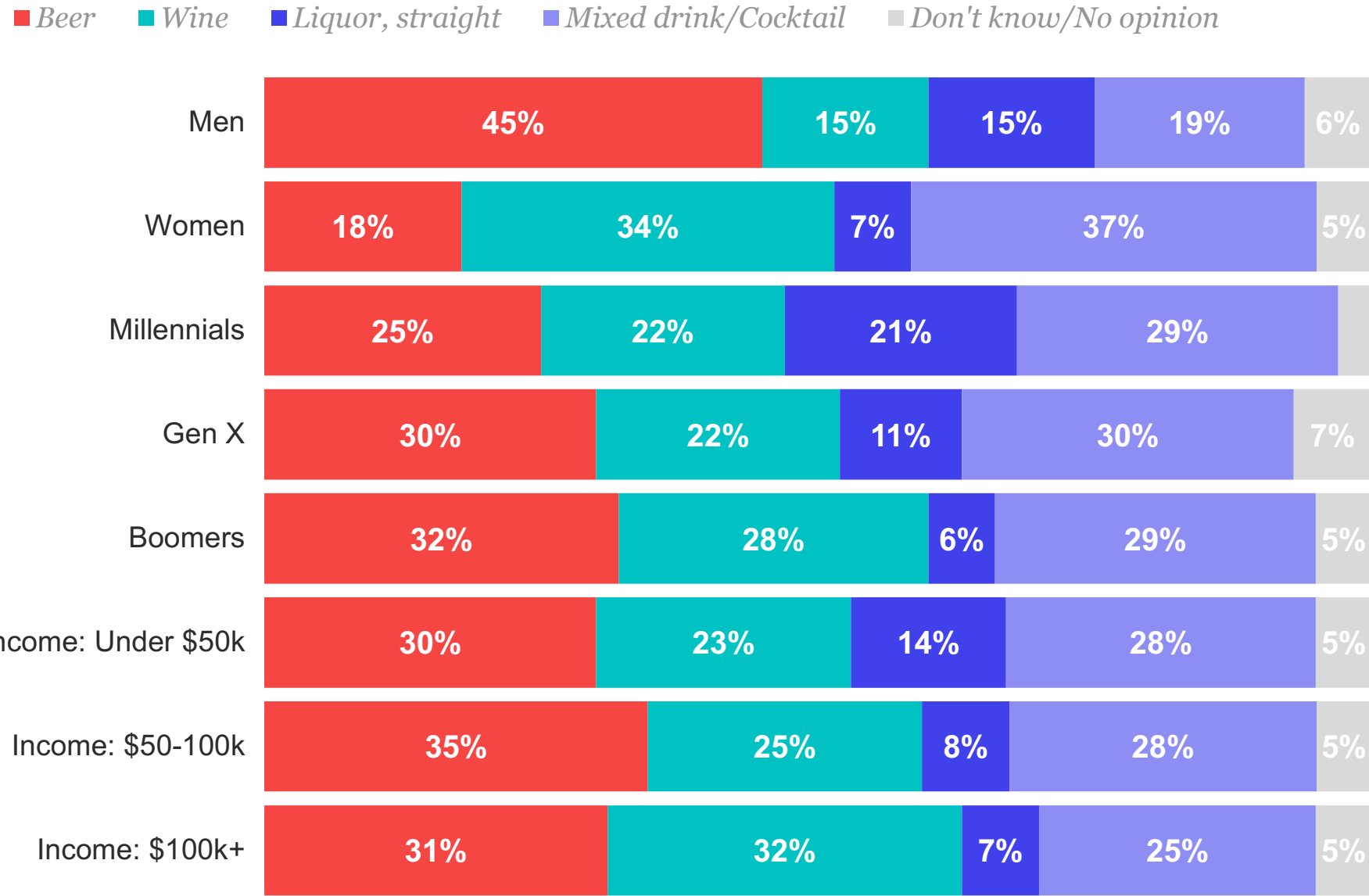
A plurality of Americans prefer liquor drinks.

Which of the following alcoholic beverages is your favorite to drink?



Men prefer beer, millennials prefer liquor.

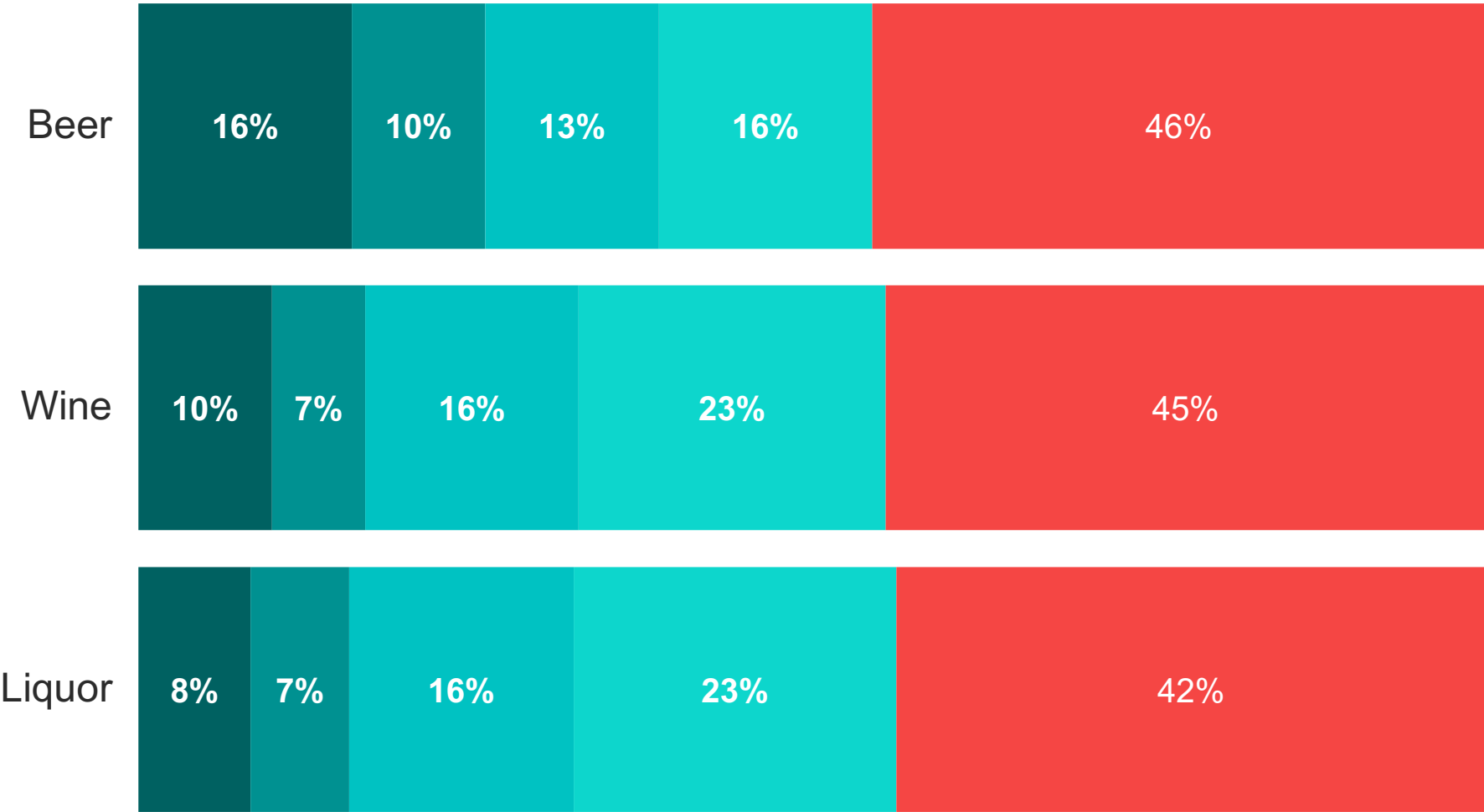
Which of the following alcoholic beverages is your favorite to drink?



Here’s how often people drink alcohol.

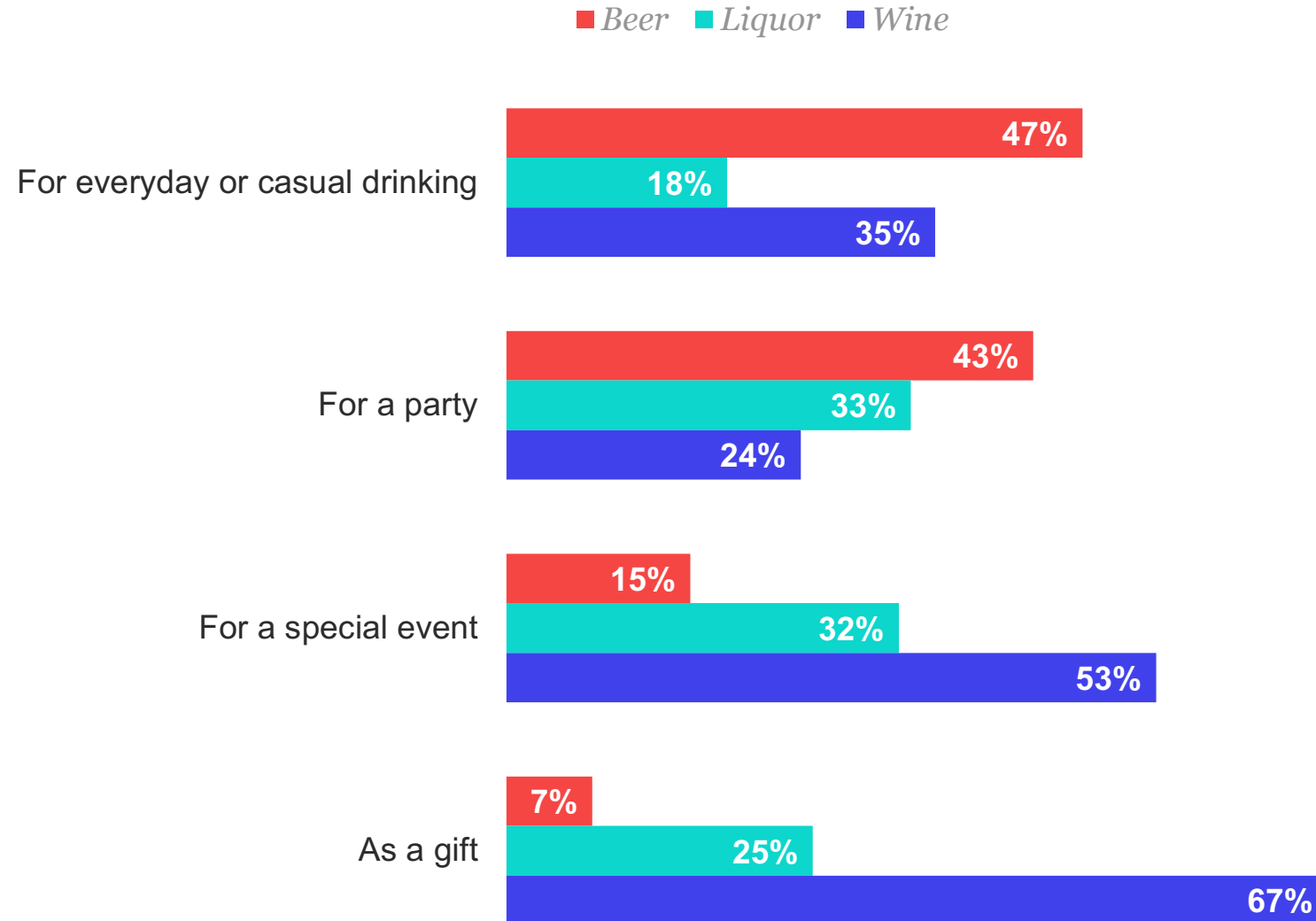
How often do you drink each of the following?

■ *Multiple times a week* ■ *Once a week* ■ *A few times a month* ■ *A few times a year* ■ *I don't drink it*



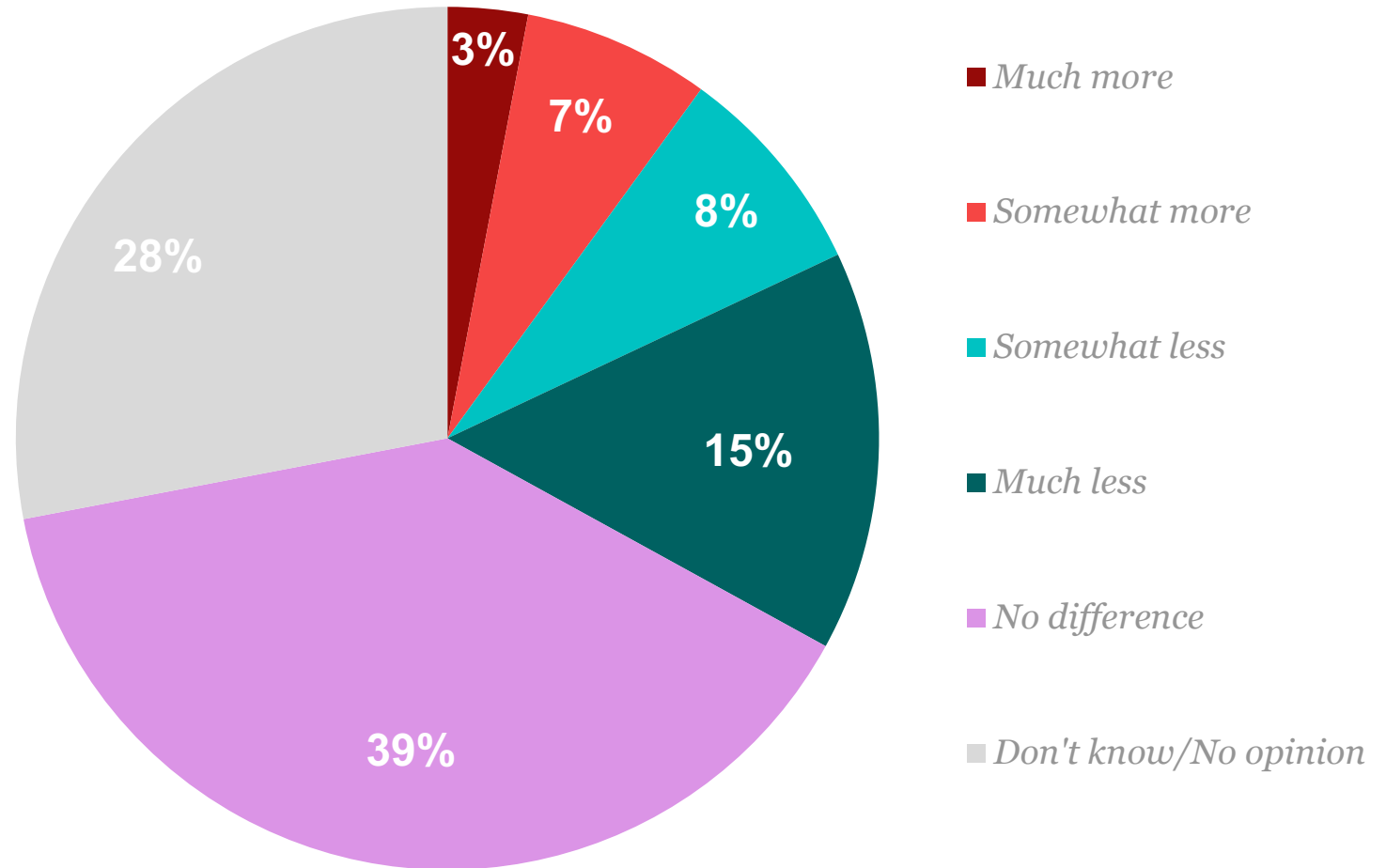
People prefer beer for casual drinking but wine for special events.

Would you purchase beer, liquor, or wine for each of the following?



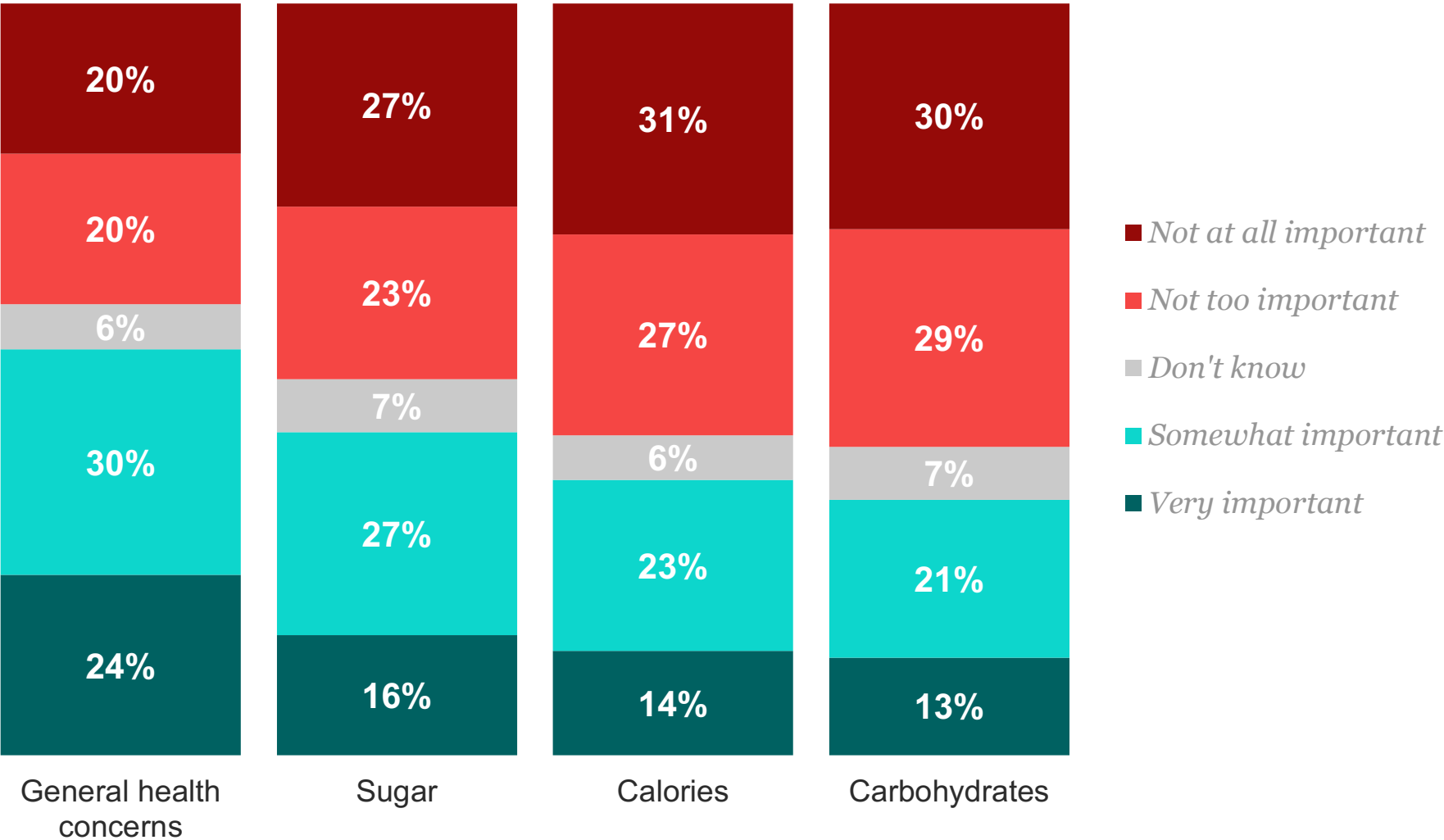
Low calorie
alcohol
trends don't
seem to be
making a
difference in
consumption.

In recent years, have you consumed more or less low calorie alcohol options?

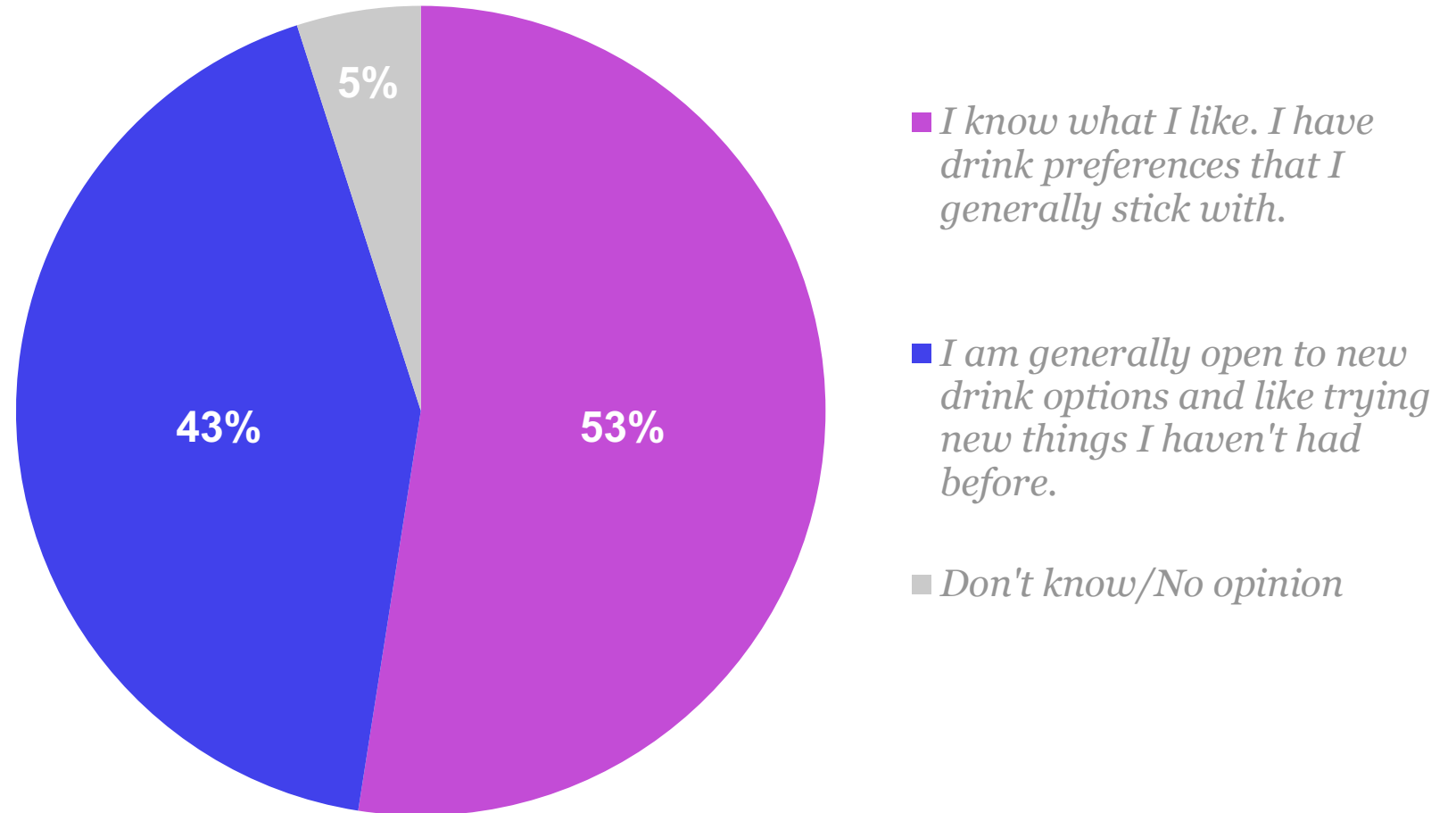


However, health concerns matter to a majority of Americans when choosing a beverage.

When choosing an alcoholic beverage to purchase, how important are each of the following to you?



Which of the following comes closest to your view, even if neither is exactly right?



Most people have drink preferences they stick to.

Which of the following comes closest to your view, even if neither is exactly right?

A majority say there is a small number of drinks they will consider.

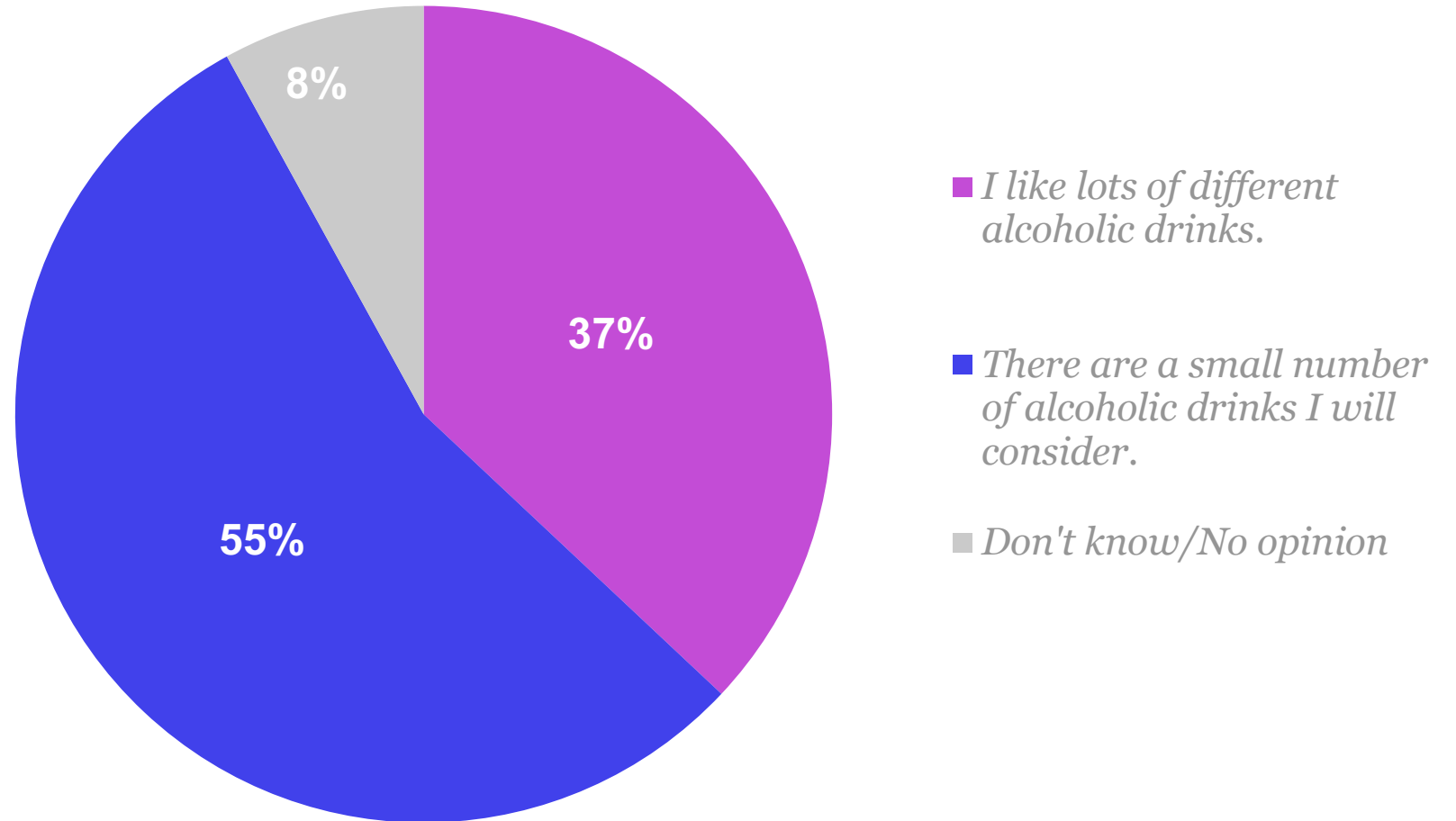


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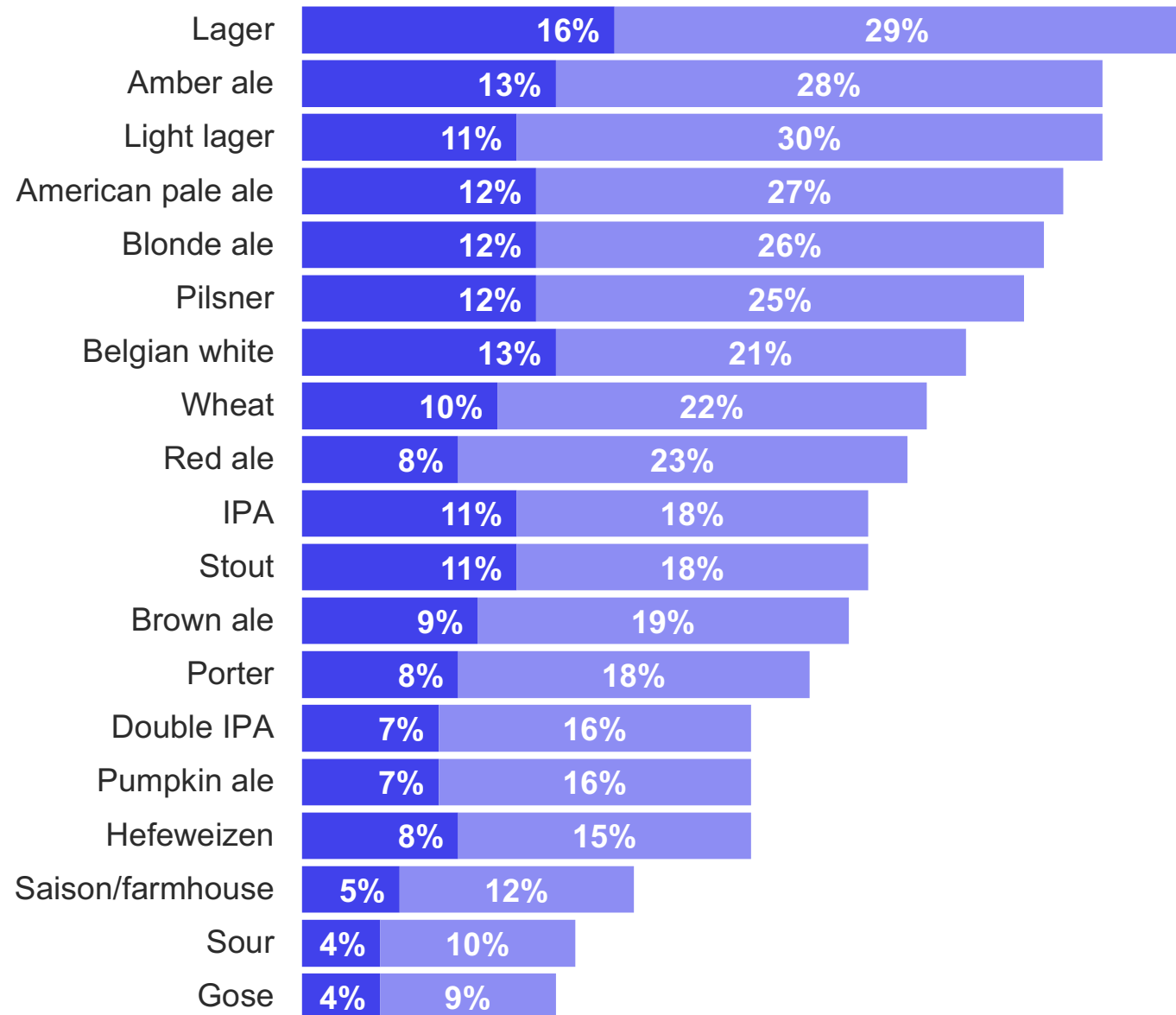
Wine



Liquor

**Lagers are
the most
popular style
of beer.**

How likely would you be to consider buying each of the following types of beer?

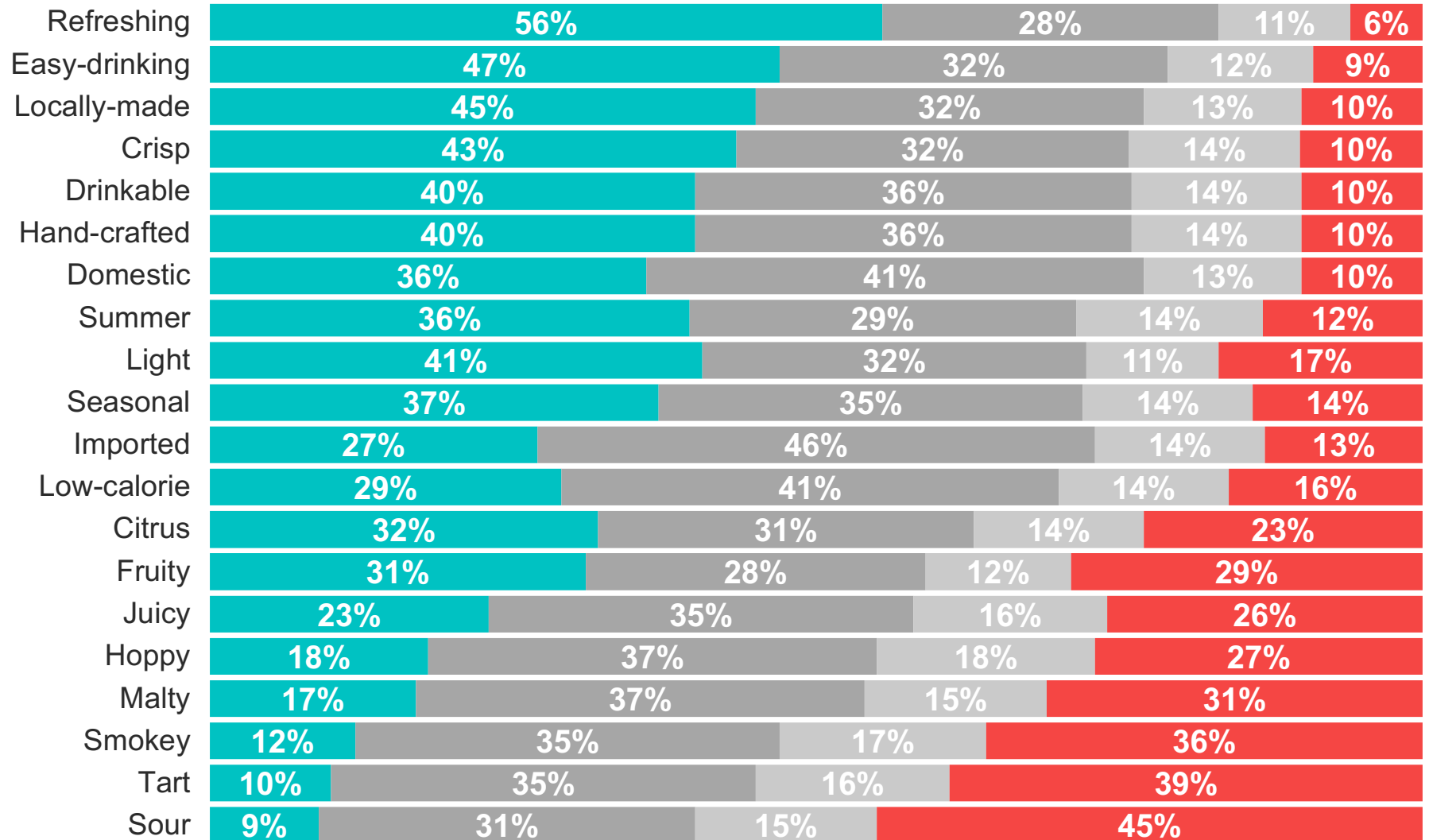


Calling a beer hoppy will make more people disinterested than interested.

Refreshing is the most popular label for a beer.

If you saw the following words on beer packaging, would it make you more or less likely to consider purchasing that beer?

■ *More likely* ■ *Don't know/No opinion* ■ *No more or less likely* ■ *Less likely*



Here's how
much
Americans
spend on
beer.

How much do you normally spend on a six-pack of beer?

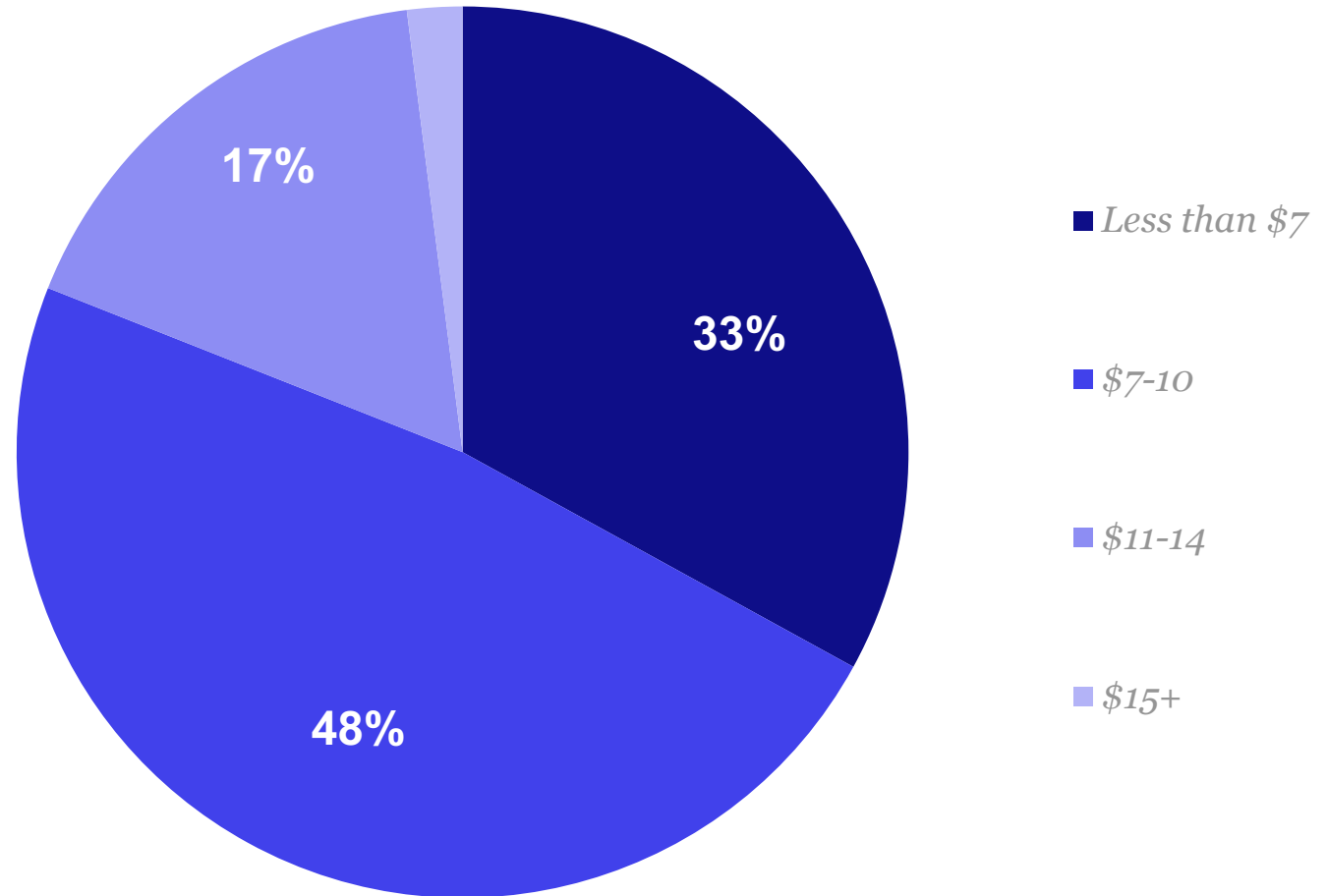


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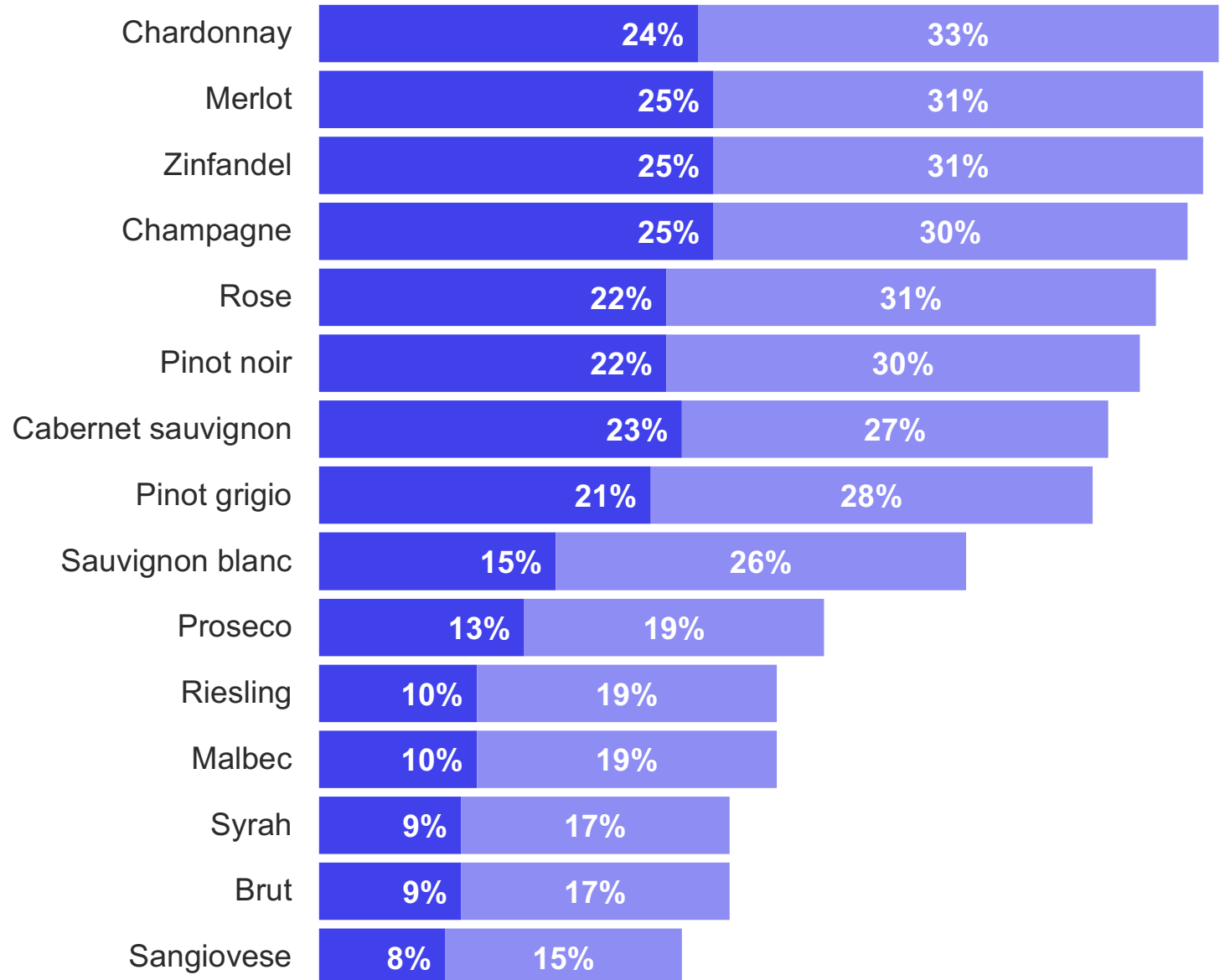
Wine



Liquor

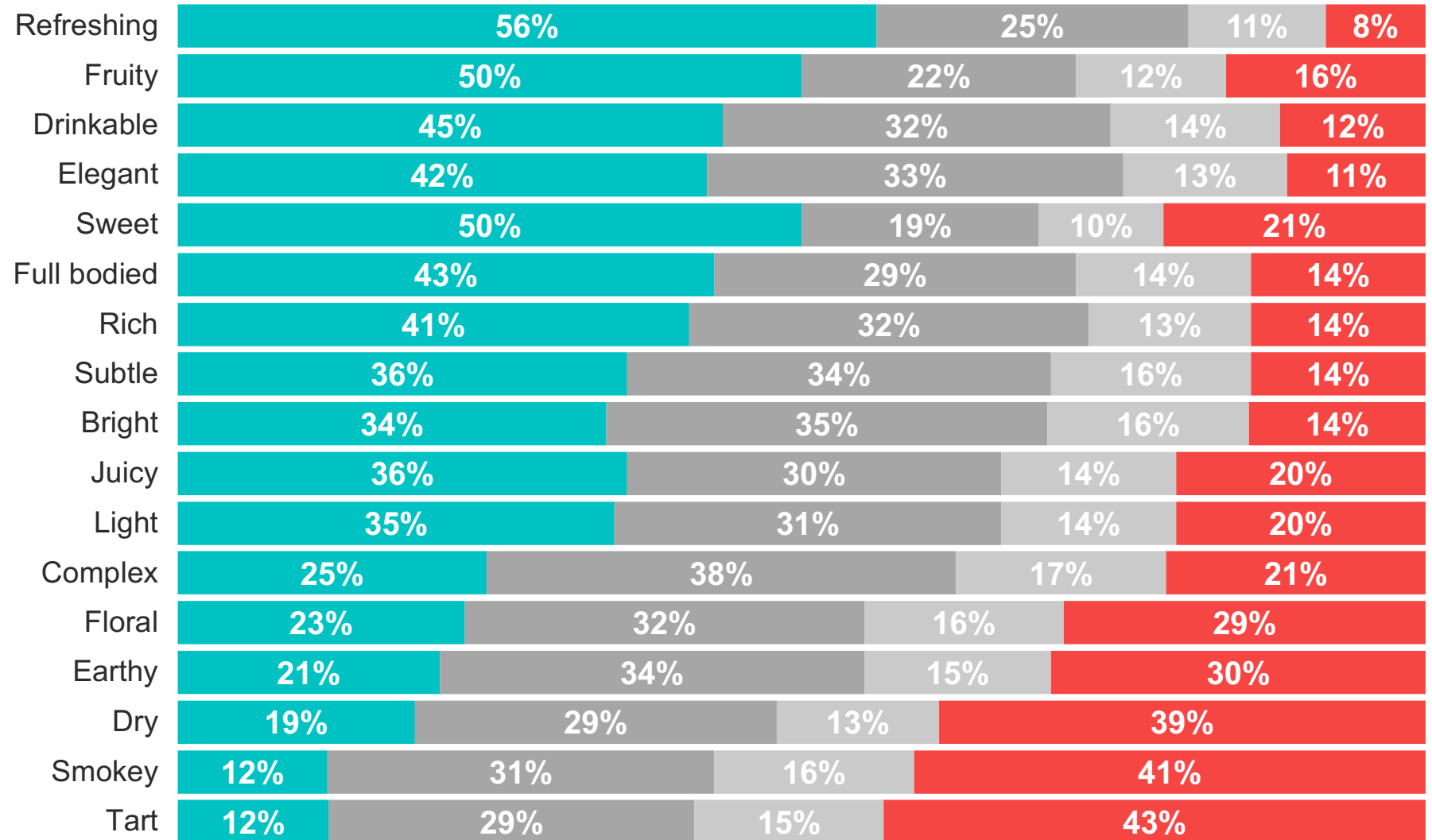
**Chardonnay
and merlot
are the most
popular
styles of
wine.**

How likely would you be to consider buying each of the following types of wine?



Would you be more or less likely to purchase a bottle of wine if it were described as one of the following?

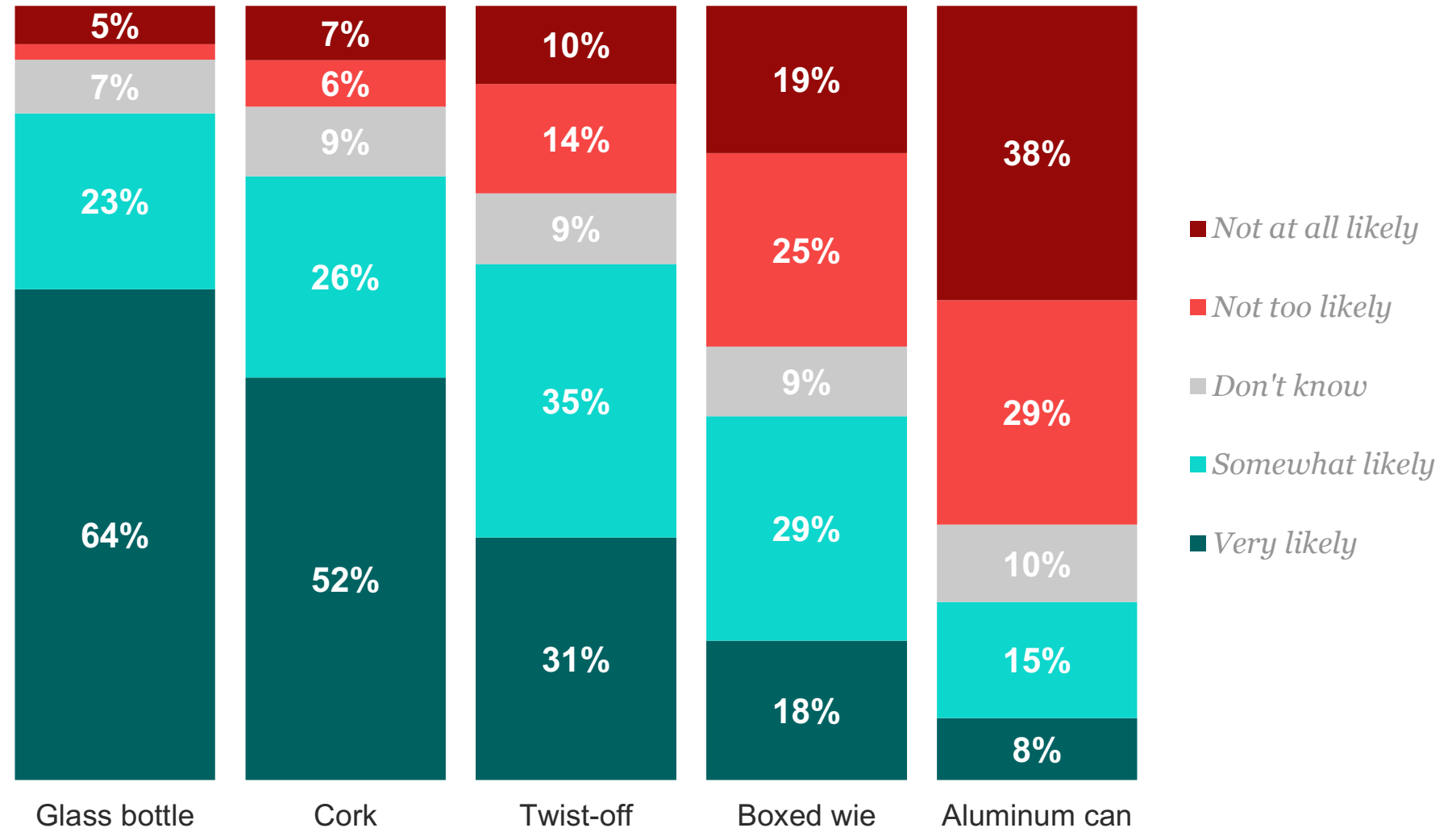
■ *More likely* ■ *Neither more nor less likely* ■ *Don't know/No opinion* ■ *Less likely*



**Refreshing,
fruity wines
have the
most
universal
appeal.**

Americans
are skeptical
of canned
wine and
prefer corks
to twist-offs.

How likely would you be to consider purchasing wine if it came in each of the following types of containers?



About 8 in 10 Americans spend less than \$15 on wine.

How much do you normally spend on a bottle of wine?

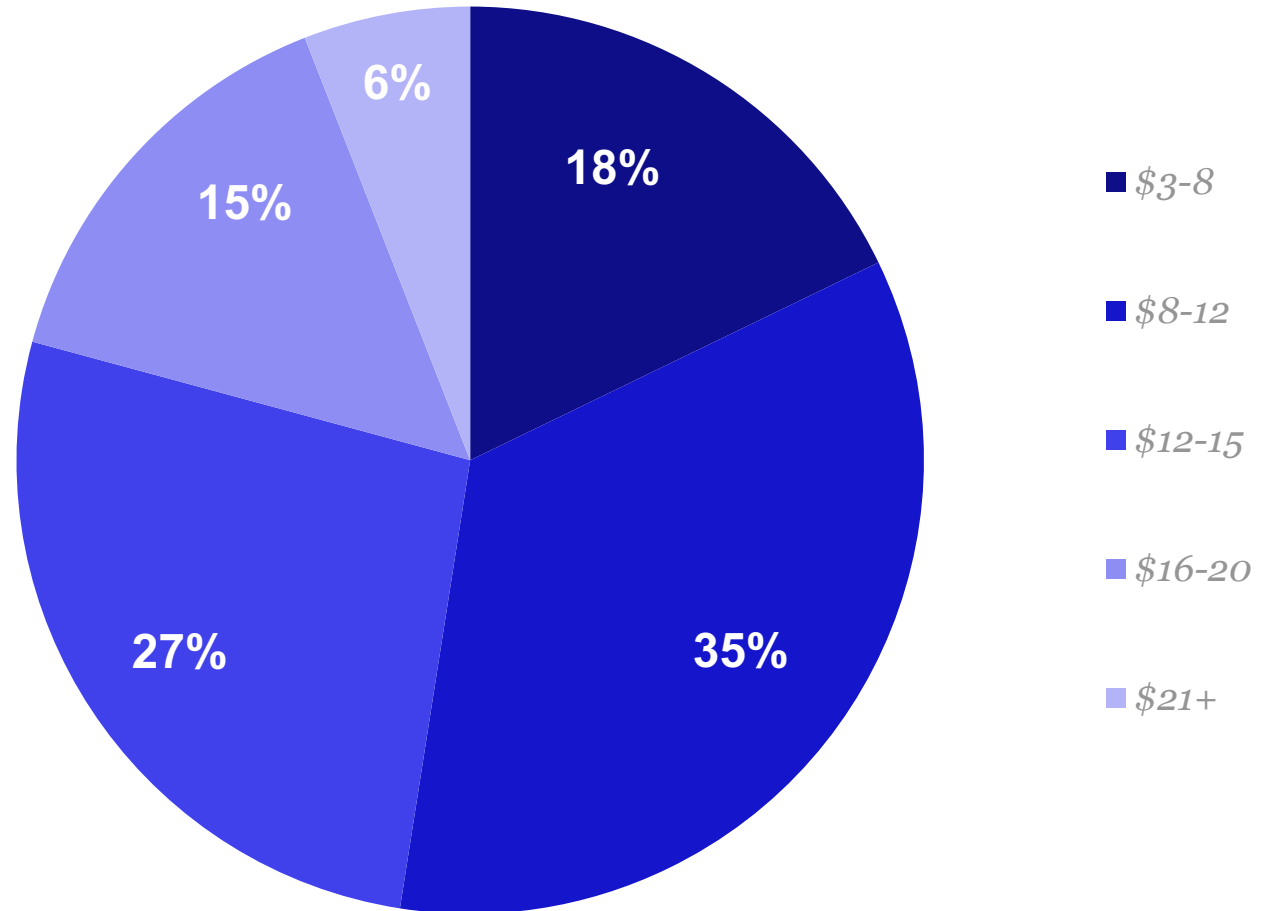


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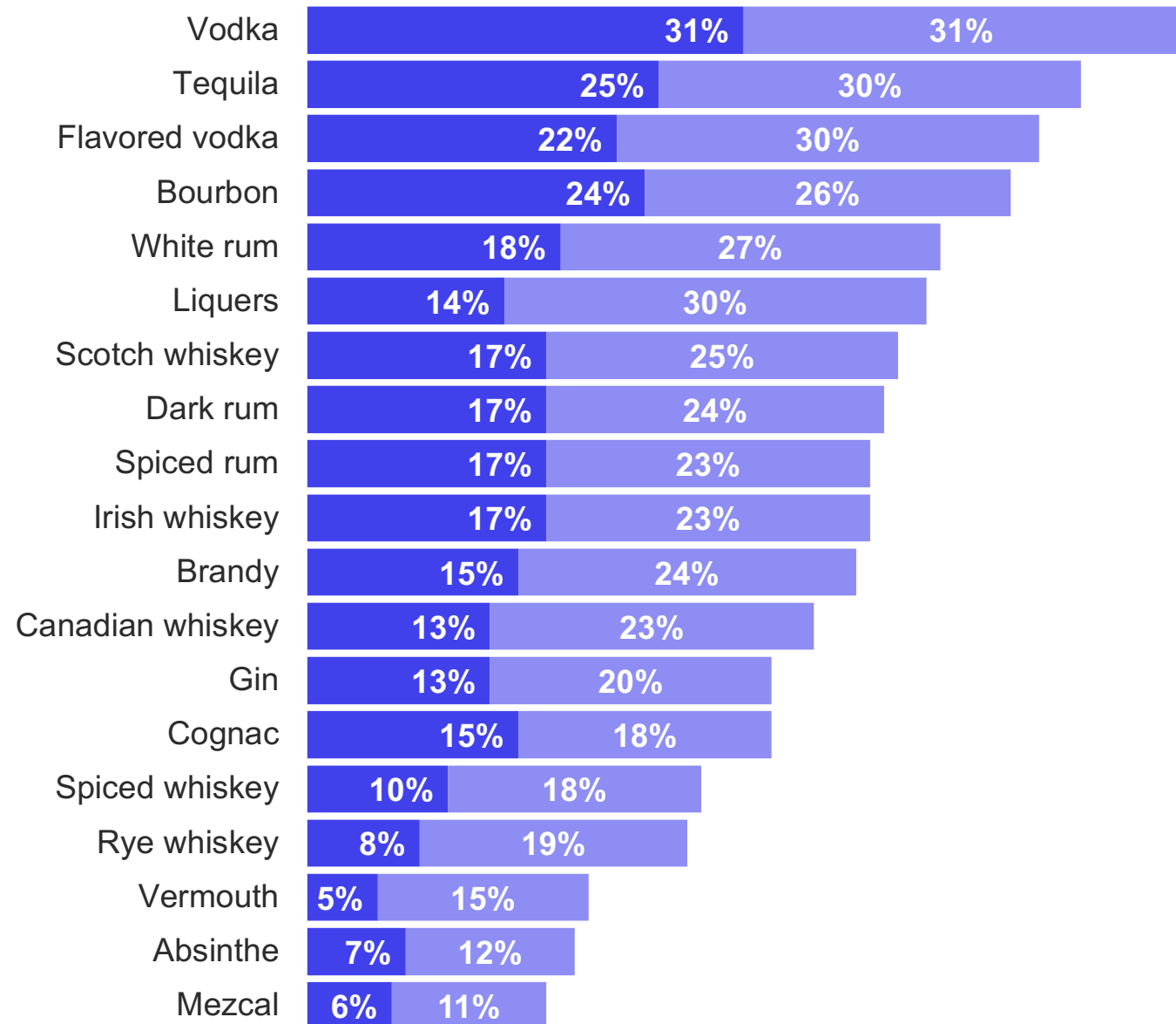
Wine



Liquor

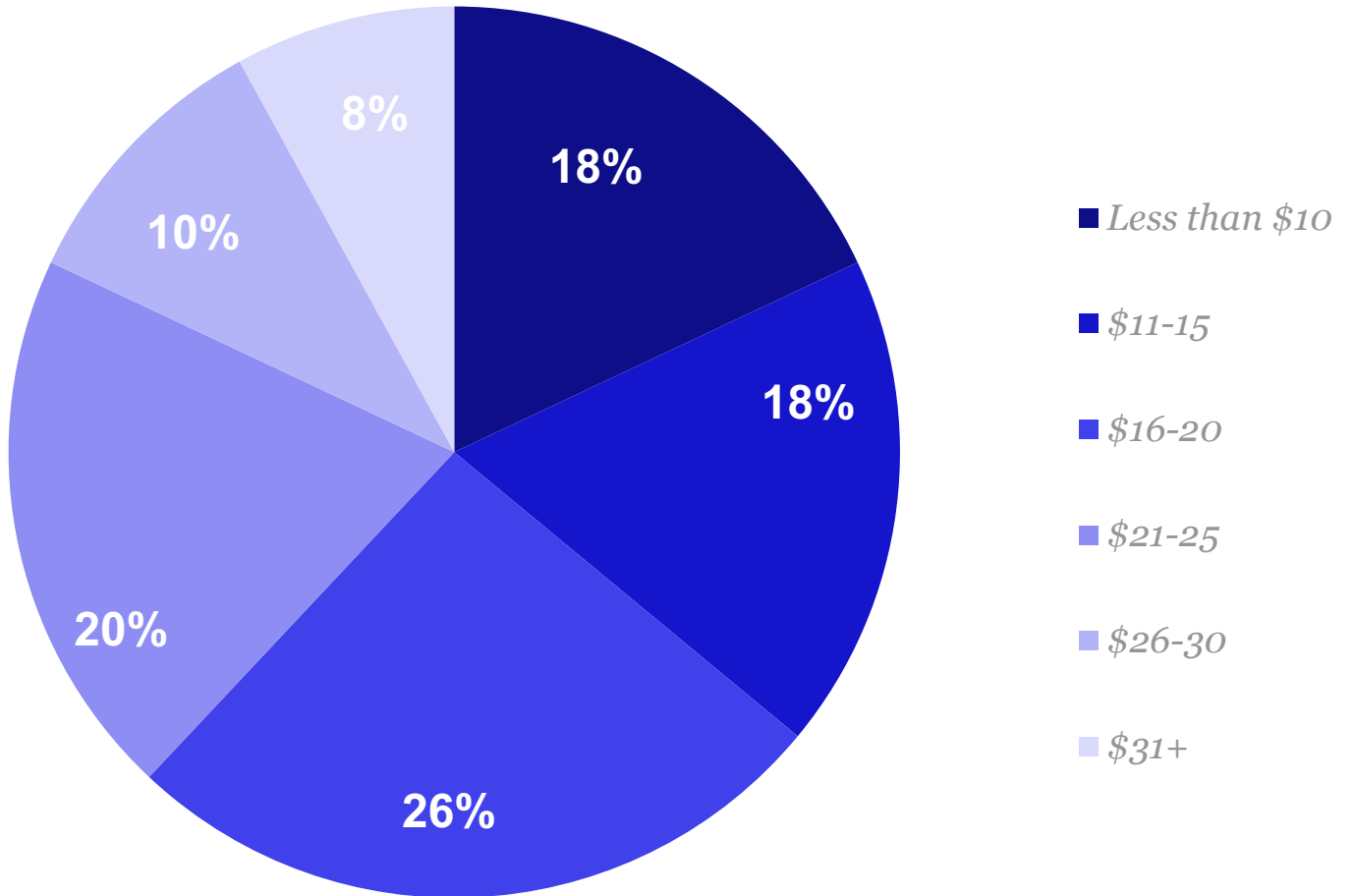
**Vodka is the
most popular
liquor.**

How likely would you be to consider buying each of the following types of liquor?



How much do you normally spend on a bottle of liquor?

18% of Americans spend more than \$25 on liquor normally.



Learn More

INQUIRIES



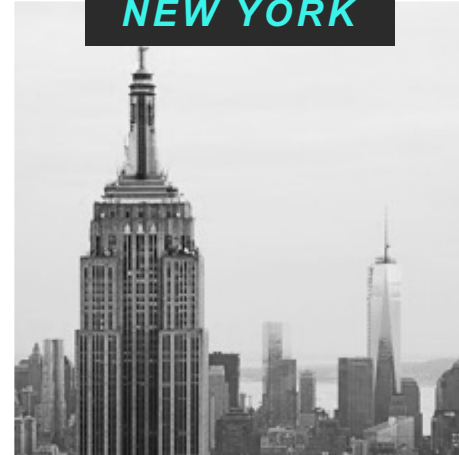
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