



Global Perspective.  
Innovative Research.  
Superior Results.



Strategic Research &  
Communications for  
Business & Politics

For questions or comments related to this study, please contact:

Chris Wilson  
Chief Executive Officer  
Wilson Research Strategies  
cwilson@w-r-s.com

324 Second St., S.E.  
Washington, DC 20003  
(o) 202.470.6300

Bernard Whitman  
Chief Executive Officer  
Whitman Insight Strategies

80 Eighth Ave., Suite 1210  
New York, NY 10011  
(o) 212.807.7200

© 2011 WRS. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of WRS.



CENTER FOR  
**ALCOHOL POLICY**

## Alcohol Regulation Policy National Survey

Conducted March 17 – March 21, 2011

n=1000 Adults

MoE= 3.1% @ 95% Confidence Interval

# Support For The Current System & The Rights Of States Remains High

- 83% support the current law making 21 the legal age at which you can purchase alcohol
- 77% support the rights of individual states to set their own laws and regulations surrounding the sale of alcohol
- 76% support the rights of individual states to set their own laws and regulations that require alcohol to be sold under the current system of distribution

# The Public Supports the Current System

# Why Does The Public Support the Current System?

**1. Satisfaction**

**2. Safety**

**3. Local Decision Making**

# Satisfaction

## Americans Are Very Satisfied With The Variety Of Alcohol Available

- 87% of consumers are satisfied with the variety of alcohol offered in their local communities
- Only 12% believe that there are not enough places in their community to buy alcohol

# Safety

# Regulation & Enforcement Is Necessary In The Industry

- 88% believe that it is very important to enforce alcohol laws to keep the alcohol industry regulated
- 86% support government regulation to keep people safe
- More than 4 out 5 adults support regulation in the alcohol industry, especially to reduce drunk driving deaths and prevent underage drinking

# Fighting Drunk Driving Deaths & Underage Drinking Is Critical

- 96% agree that people selling or delivering alcohol should verify that a person is 21 before they sell or deliver alcohol to that person
- 94% generally support laws and regulations that are designed to reduce the number of drunk driving deaths and prevent underage drinking

# The Current System Is Essential To Help Keep Alcohol Away From Minors

81%  
Agree

- Parents, police officers, and retailers already have a difficult challenge keeping alcohol out of the hands of minors. Getting rid of rules, regulations and safeguards could make the problem worse.

# Strong Support For The Regulation Of Alcoholic Energy Drinks

70%  
Agree

- I think the government should be able to regulate all types of alcoholic products including energy drinks that contain alcohol

# Trust The State NOT The Market

71%

Agree

- Alcohol is different from other consumer goods, and it needs a different set of rules regulated by states

# Local Decision Making

# 4 In 5 Support Licensing & Regulation

87%

- All alcohol sold in my state should come through a licensed system which effectively tracks the steps it takes from the producer to the consumer.

# Lawmakers - NOT Judges

83%  
Agree

- State and local laws regarding alcohol regulations should be decided by lawmakers, not by judges

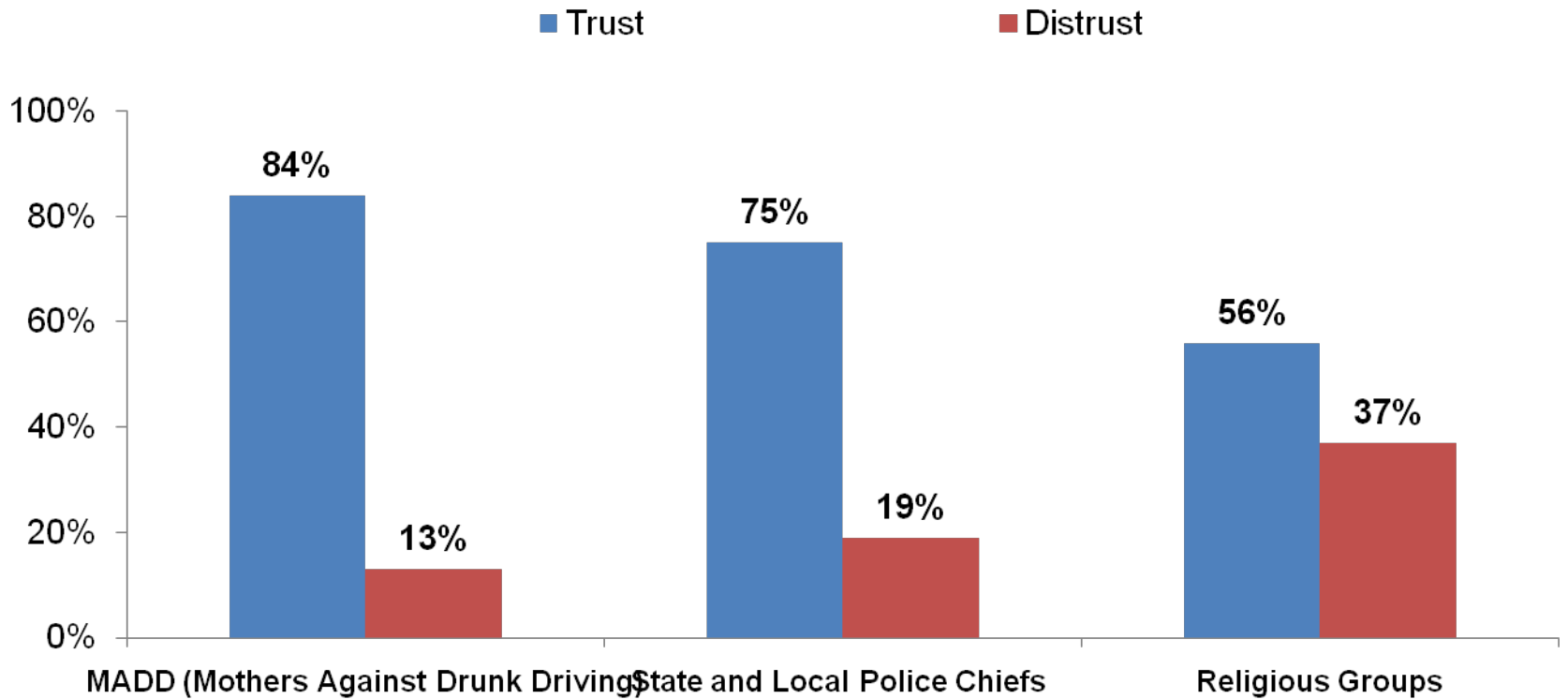
# Local Businesses Should Distribute Alcohol

73%

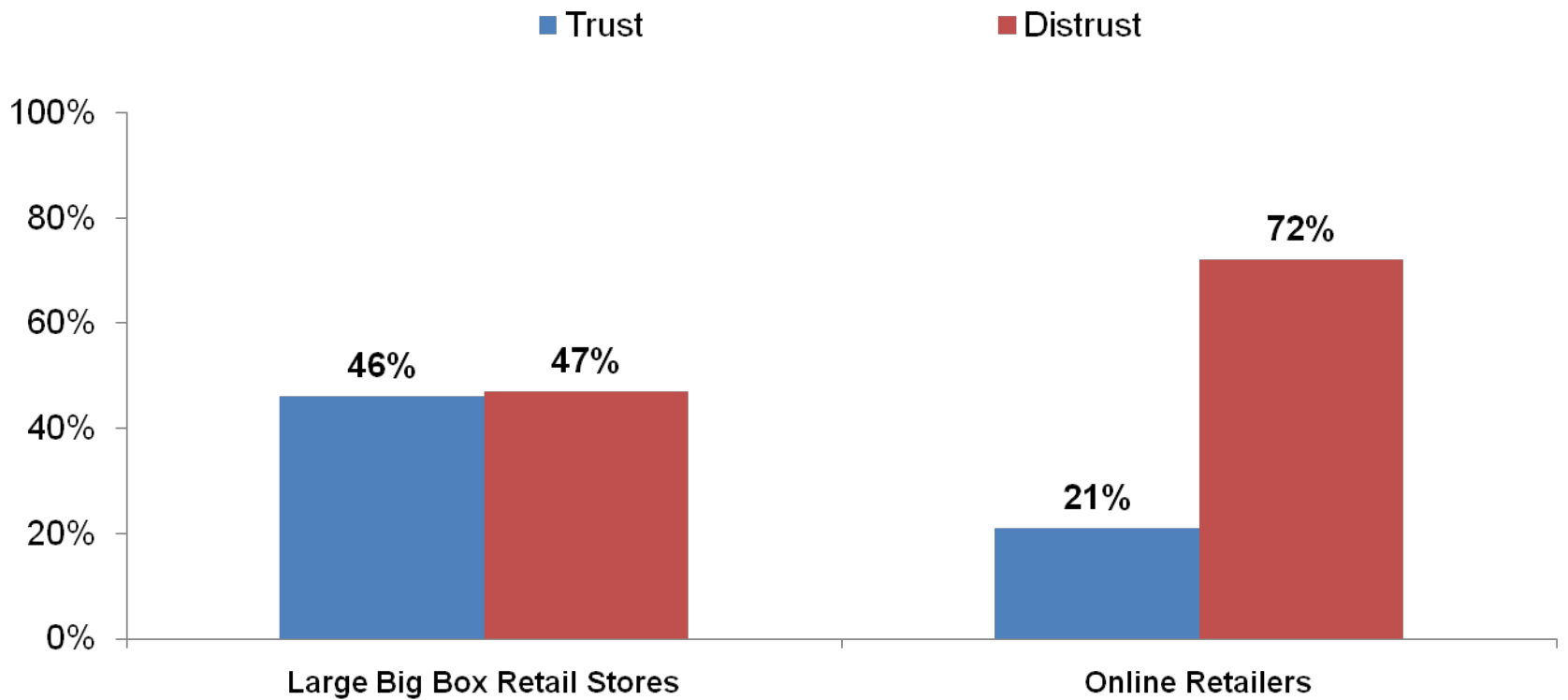
Agree

- Local businesses not large global corporations should be in charge of distributing alcohol

# MADD & Police Chiefs Remain The Most Trusted Organizations



# Large Retail Stores & Online Retailers Are NOT Trusted





Global Perspective.  
Innovative Research.  
Superior Results.



Strategic Research &  
Communications for  
Business & Politics

For questions or comments related to this study, please contact:

Chris Wilson  
Chief Executive Officer  
Wilson Research Strategies  
cwilson@w-r-s.com

324 Second St., S.E.  
Washington, DC 20003  
(o) 202.470.6300

Bernard Whitman  
Chief Executive Officer  
Whitman Insight Strategies

80 Eighth Ave., Suite 1210  
New York, NY 10011  
(o) 212.807.7200

© 2011 WRS. All rights reserved. Neither this publication nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of WRS.



CENTER FOR  
**ALCOHOL POLICY**

## Alcohol Regulation Policy National Survey

Conducted March 17 – March 21, 2011

n=1000 Adults

MoE= 3.1% @ 95% Confidence Interval