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CENTER FOR  
**ALCOHOL POLICY**

## Alcohol Regulation Policy National Survey

Conducted April 5 – 7, 2010

n=1000 Adults

MoE= 3.1% @ 95% Confidence Interval

# Methodology

On behalf of the Center for Alcohol Policy, Wilson Research Strategies and Whitman Insight Strategies conducted a bipartisan research study of adults 21 years of age and older across the nation.

We sampled adults nationwide using Random Digit Dialing (RDD) methodology.

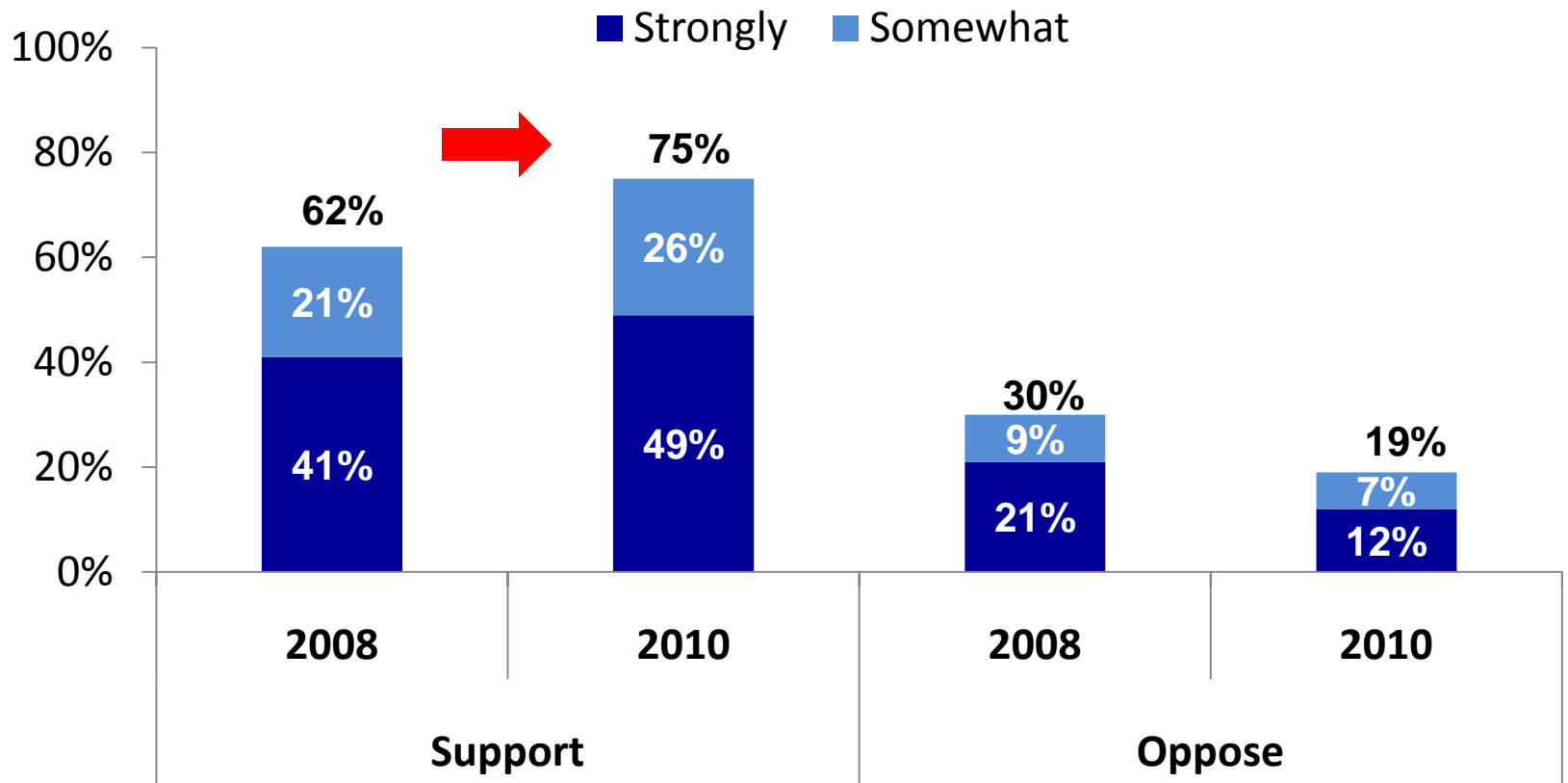
Respondents were contacted by phone via a live operator April 5 – 7, 2010. The study has a sample size of n=1000 adults. The margin of error is equal to 3.1% at the 95% confidence interval.

Respondents were screened to ensure that they were 21 years of age or older and that they do not work in market research, advertising or public relations, the alcohol industry, or the news media. We used a sampling procedure designed to ensure that the sample is representative and projectable upon the current U.S. population.

# Executive Summary

- **Public Support For The Current System Has Strengthened Significantly Since 2008**
  - Satisfaction With The Current System Is High
- **Safety Concerns Remain Crucial**
  - There Is A Sense That Keeping Alcohol Away From Minors Is Getting More Difficult, And There Is Strong Support For Regulations That Combat Underage Drinking
- **State And Local Control Is Still Very Important**
  - Foreign Ownership Of Most Alcoholic Beverage Companies Makes This Even More Critical In The Public's Mind

# Americans Overwhelmingly Support The Current System

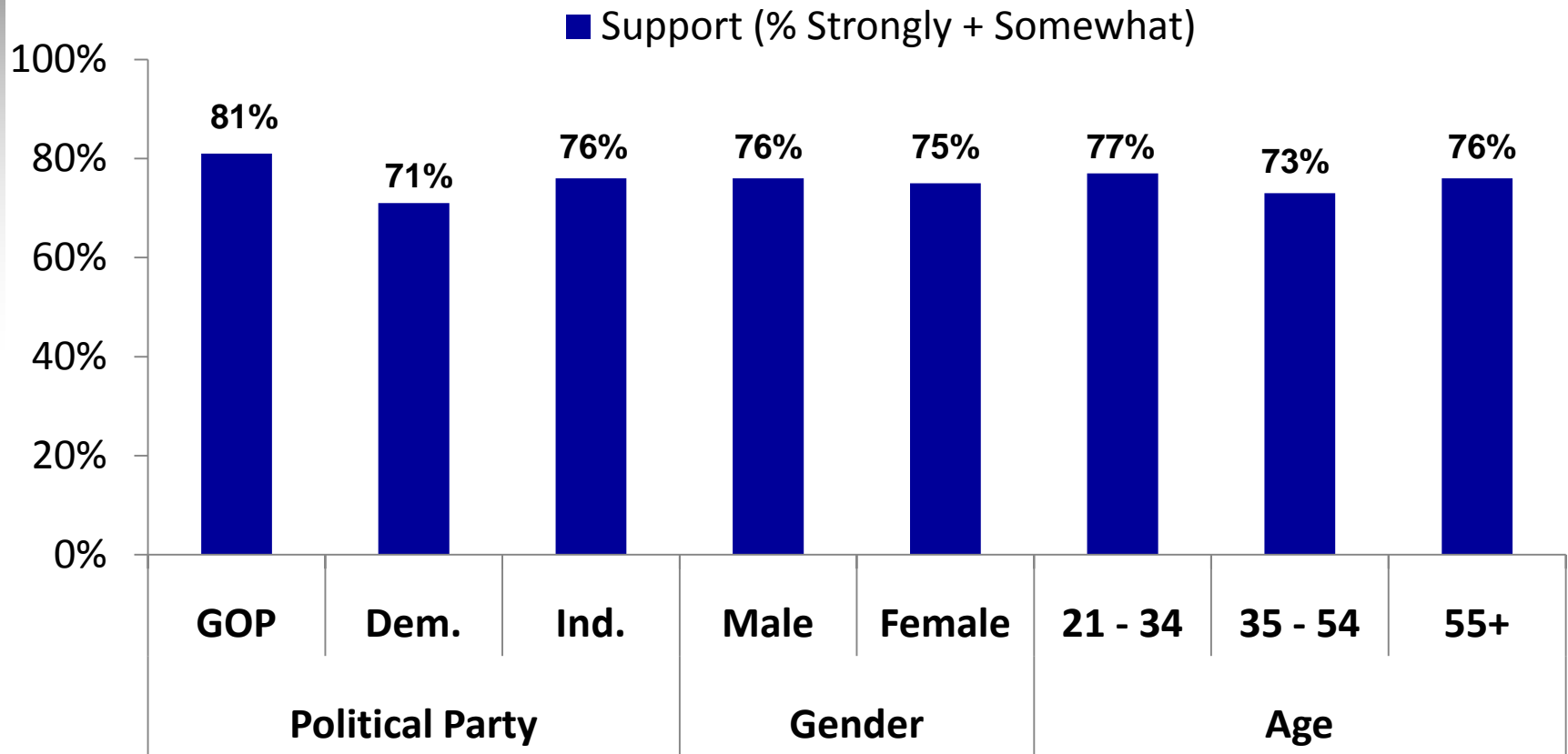


*As you may know, most states in the U.S. have regulations requiring that producers of beer, wine, or liquor sell their products to licensed local distributors who then sell the beer, wine or liquor to individual retailers such as grocery, liquor, and packaged goods stores. Thinking about this, do you support or oppose the rights of individual states to set their own laws and regulations that require alcohol to be sold under this system?*

\*Don't Know was 8% in 2008, and 6% in 2010

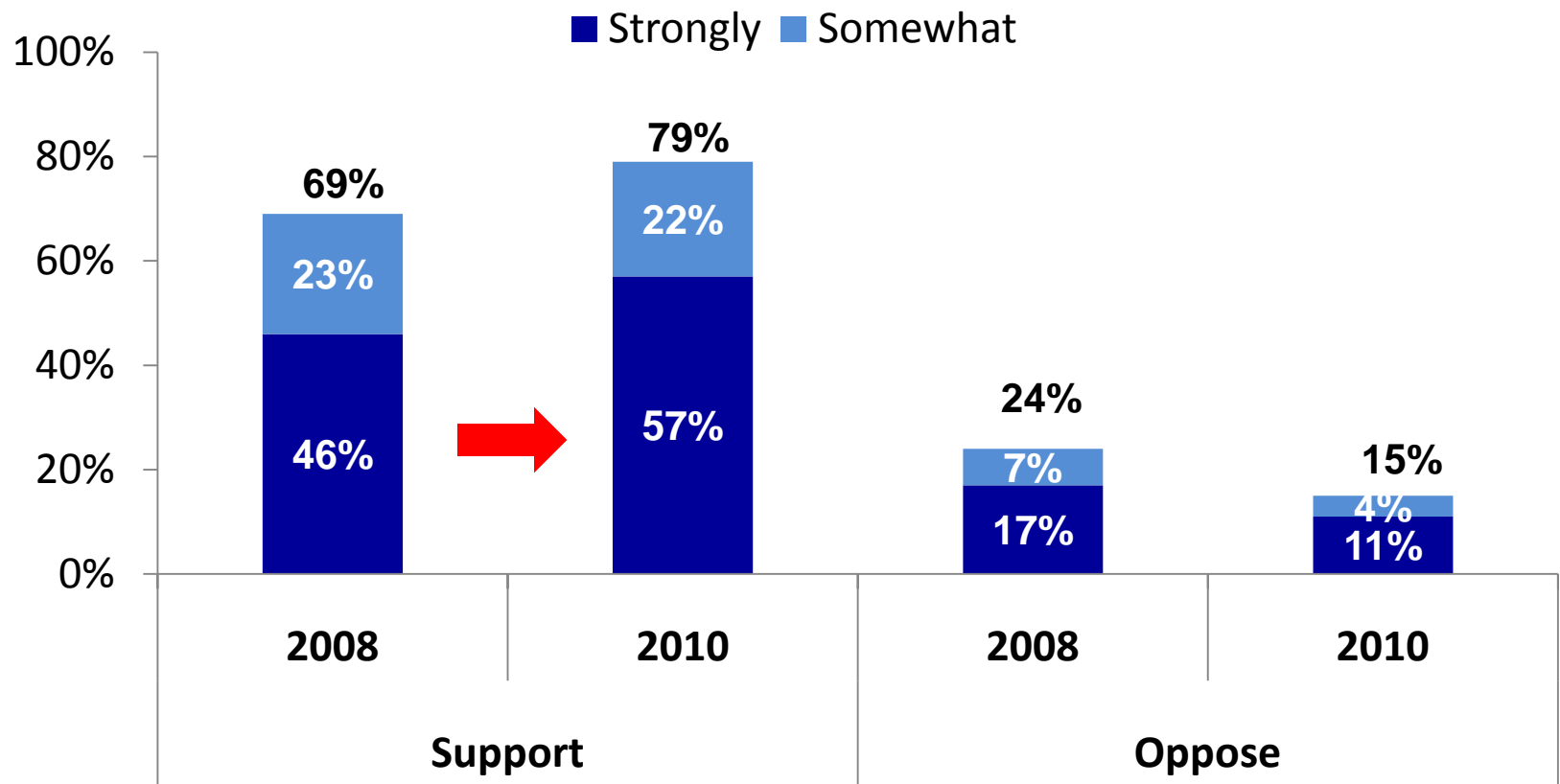


# Support For The Current System Is High Across All Groups



*As you may know, most states in the U.S. have regulations requiring that producers of beer, wine, or liquor sell their products to licensed local distributors who then sell the beer, wine or liquor to individual retailers such as grocery, liquor, and packaged goods stores. Thinking about this, do you support or oppose the rights of individual states to set their own laws and regulations that require alcohol to be sold under this system?*

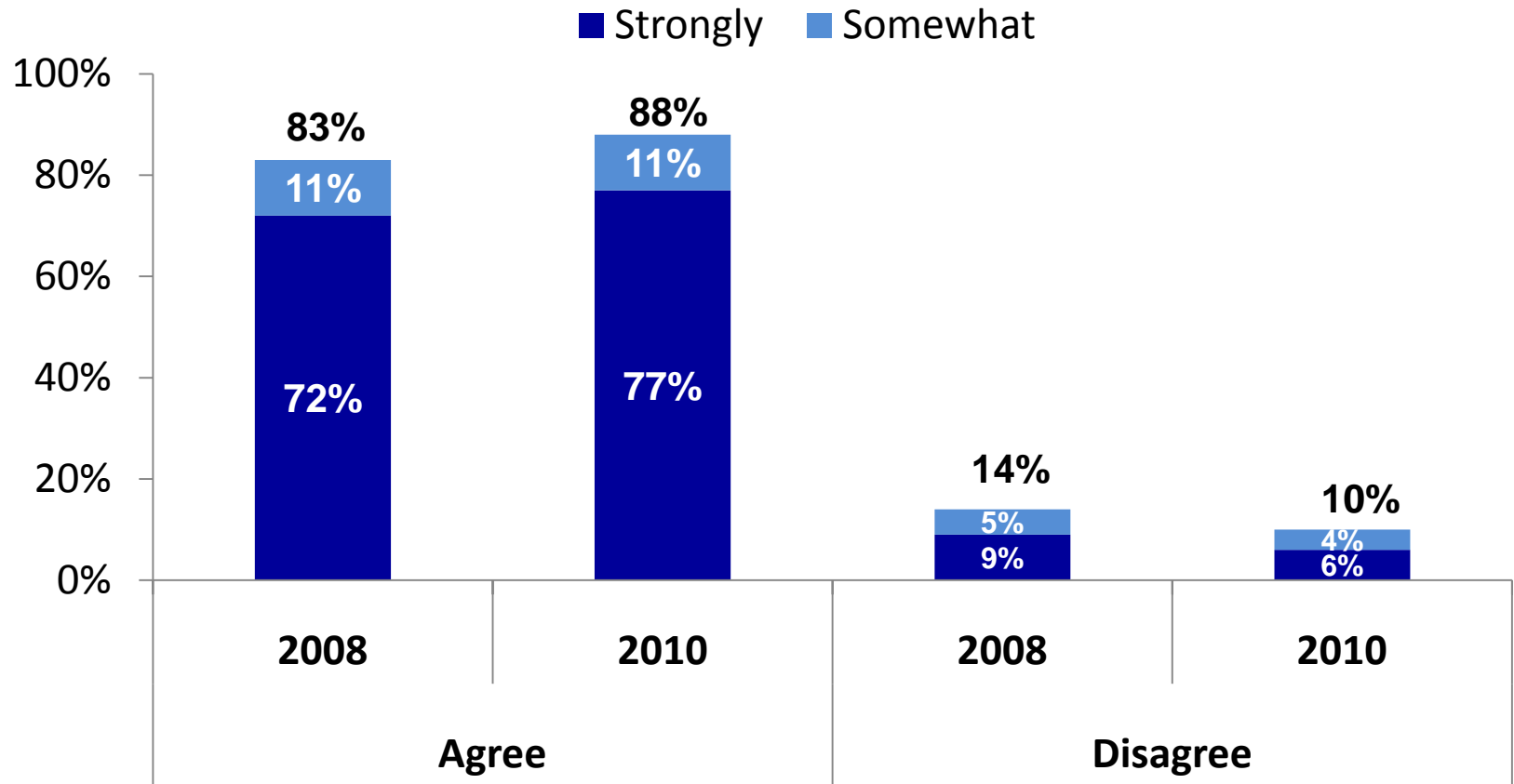
# Americans Support The Right Of States To Set Their Own Alcohol Regulations



*In general, do you support or oppose the right of individual states to set their own laws and regulations surrounding the sale of alcohol?*

\*Don't Know was 6% in both 2008 and 2010

# 9 In 10 Are Satisfied With The Variety Of Beer, Wine, And Liquor Available

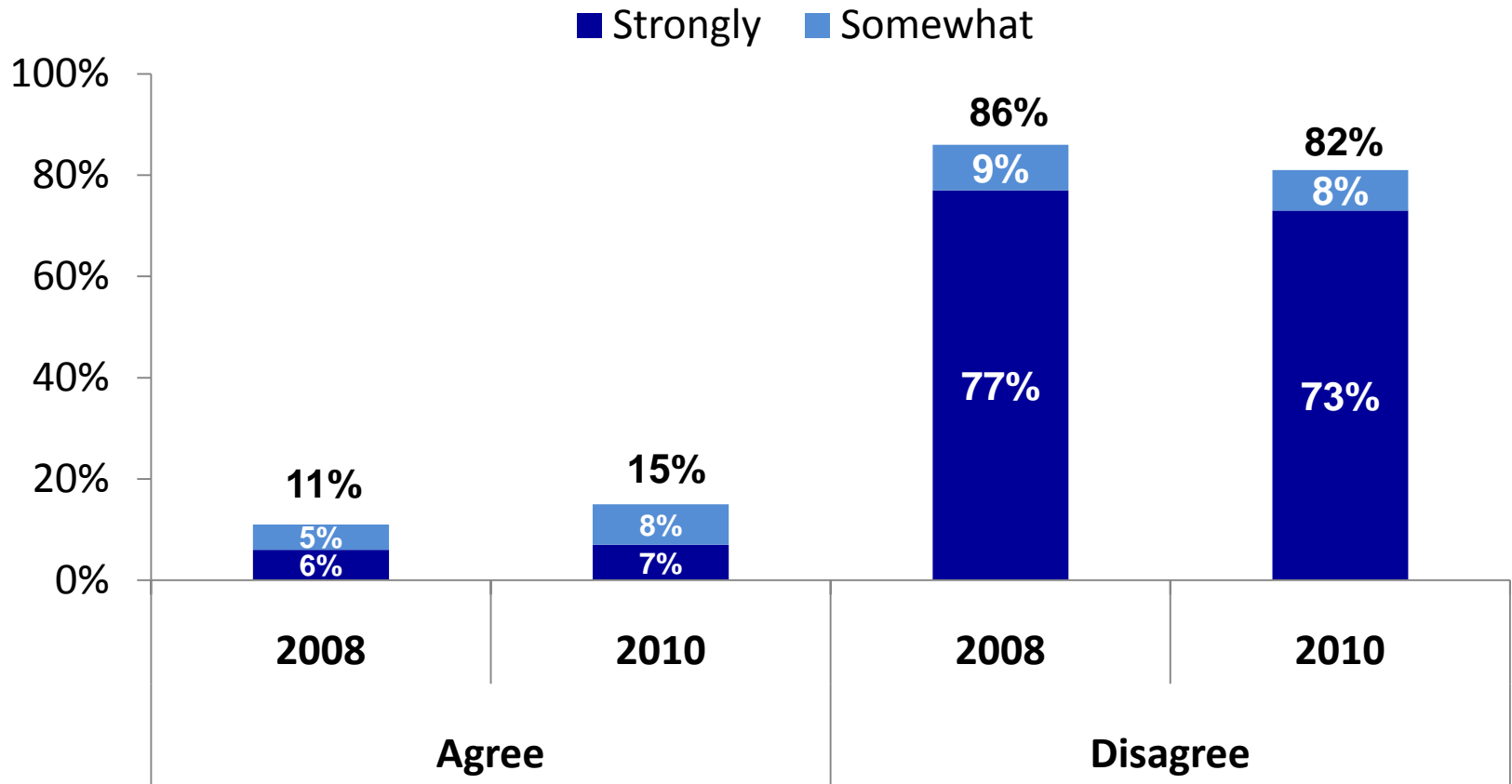


Do you agree or disagree with the following statement: *In my community, it is easy for adults to find a variety of beer, wine, and liquor at various retail and package good stores.*

\*Don't Know was 3% in 2008, and 2% in 2010



# Americans Are Still Strongly Opposed to Selling Alcohol Online



Do you agree or disagree with the following statement:  
*Beer, wine, and liquor should be sold online.*

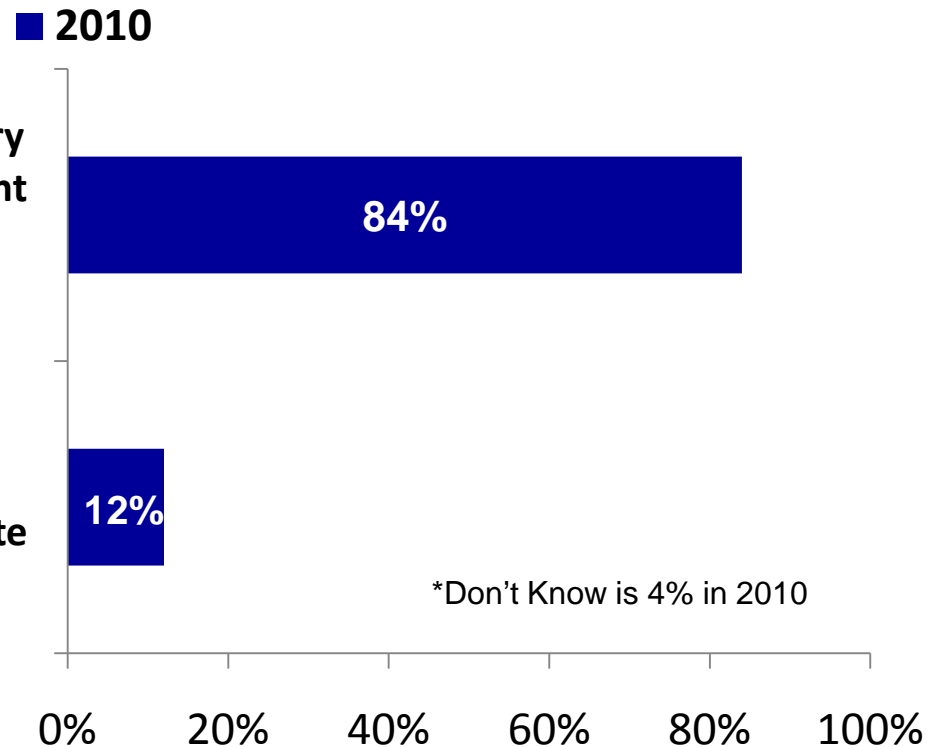
\*Don't Know was 3% in both 2008 and 2010



# Americans Support Regulation Because Alcohol Is Different From Other Products

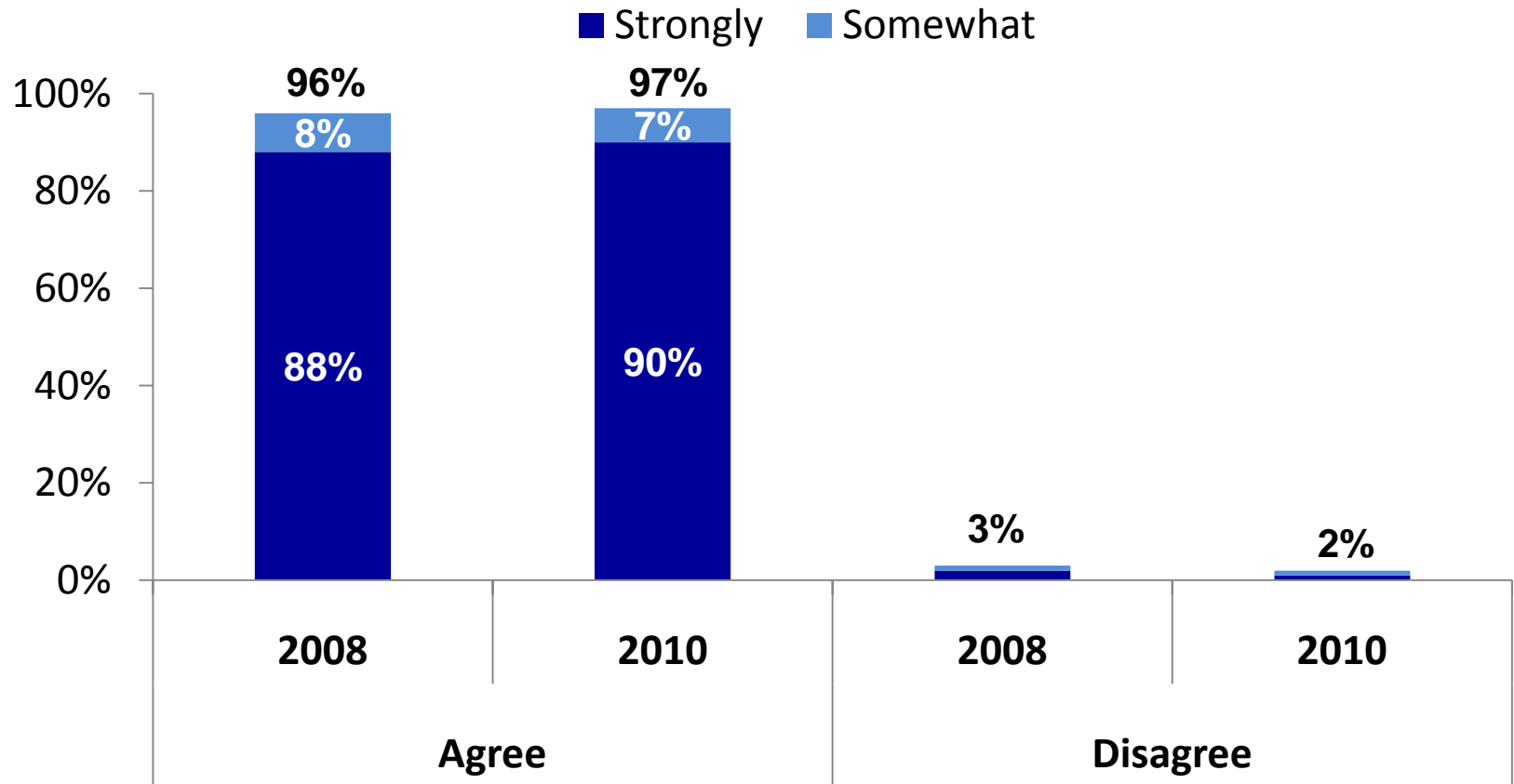
Some state regulation of alcohol is necessary to keep people safe. Since alcohol is different than other consumer products, it needs a different set of rules.

Deregulation of alcohol is always a good thing. Companies can do a better job of offering products to consumers without state interference, no matter what the industry.



Now, thinking specifically about the way states regulate alcohol, which ONE of these positions on alcohol regulations best summarizes your own opinion?

# Fighting Drunk Driving Deaths And Underage Drinking Remains Critical

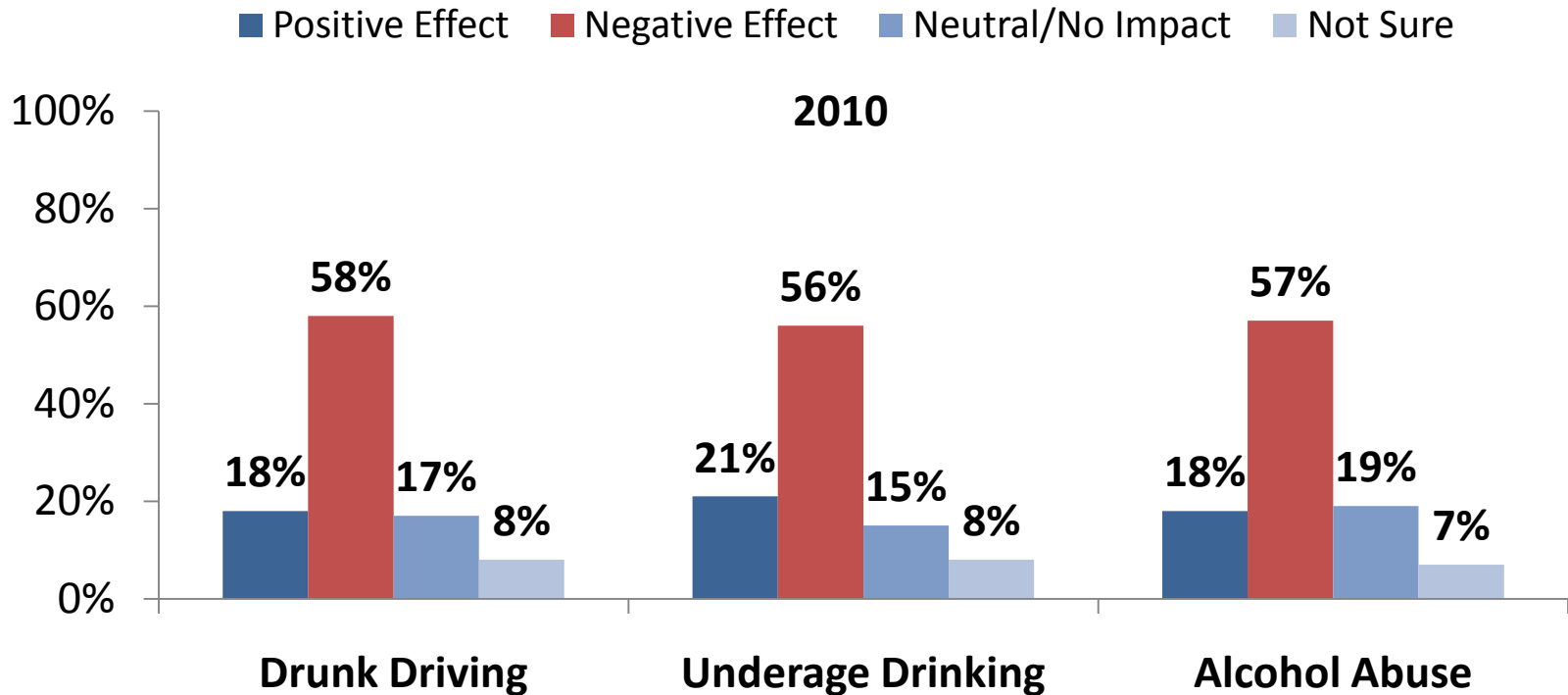


*Do you agree or disagree with the following statement: I generally support laws and regulations that are proven to reduce the number of drunk driving fatalities and prevent underage drinking.*

\*Don't Know was 1% in both 2008 and 2010

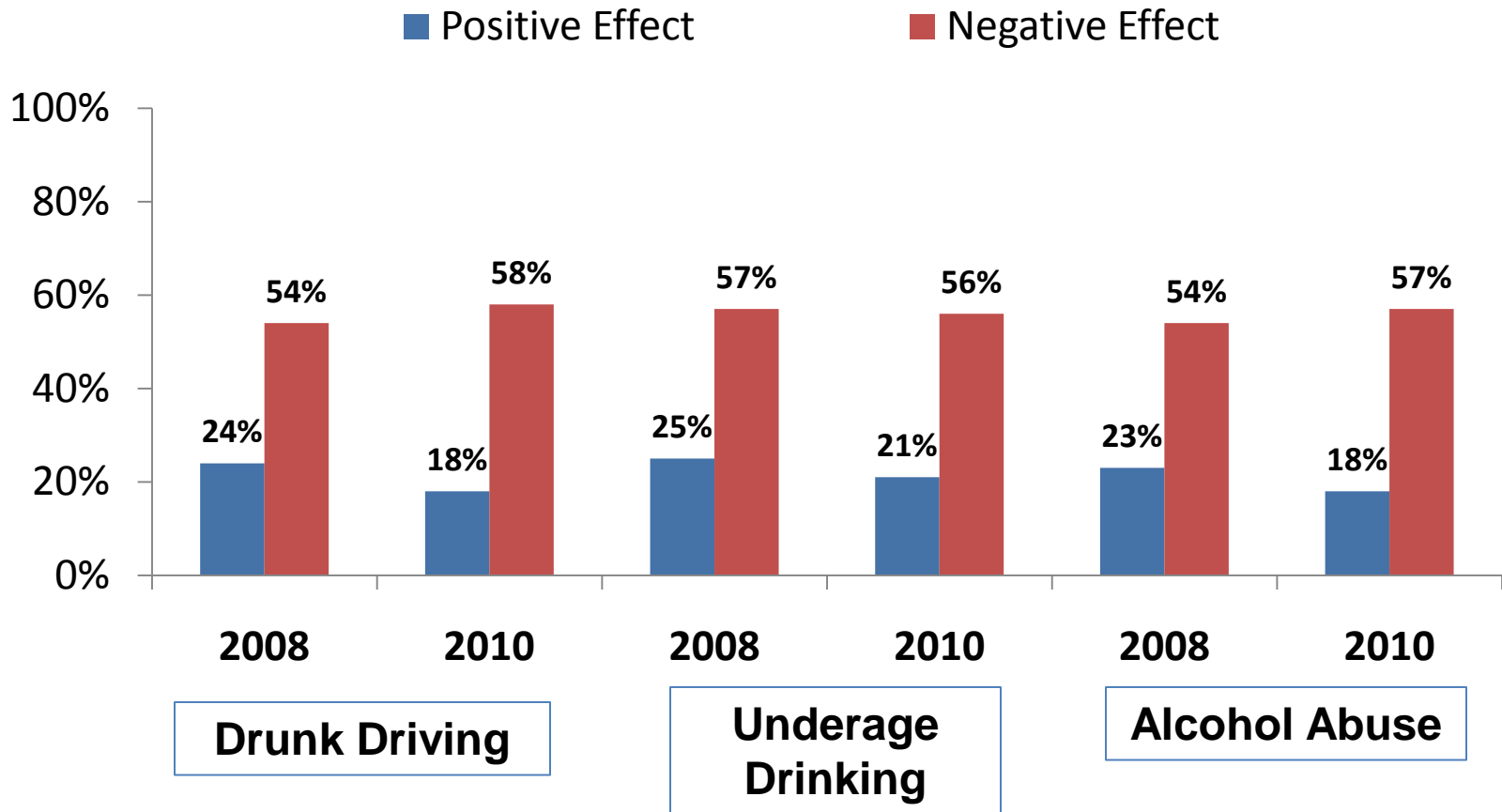


# Changing The Current System Will Make Alcohol Related Problems Worse...



*Now, I want to ask you some questions about what would happen if your state was no longer allowed to require that producers of beer and wine sell their products to local distributors who then sell the beer and wine to individual retailers such as grocery, liquor, and packaged goods stores. If your state was no longer able to set such a requirement do you think it would have a positive or negative effect on....*

# ...And There Is More Aversion To Reducing Regulation Now Than In 2008

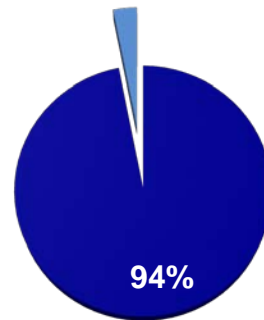


...If your state was no longer able to set such a requirement do you think it would have a positive or negative effect on....

# Measures To Keep Alcohol Out Of The Hands Of Minors Are Strongly Supported

97%  
Agree

- People selling or delivering alcohol should verify that a person is 21 before they sell or deliver alcohol to that person.



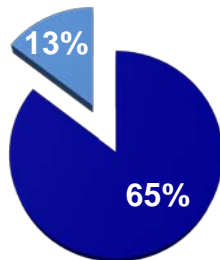
■ Strongly agree ■ Somewhat agree

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

85%  
Agree

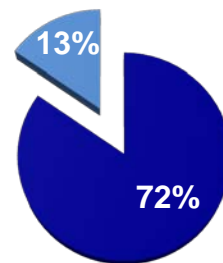
- Parents, police officers, and retailers already have a difficult challenge keeping alcohol out of the hands of minors. Getting rid of rules, regulations and safeguards could make the problem worse.

2008



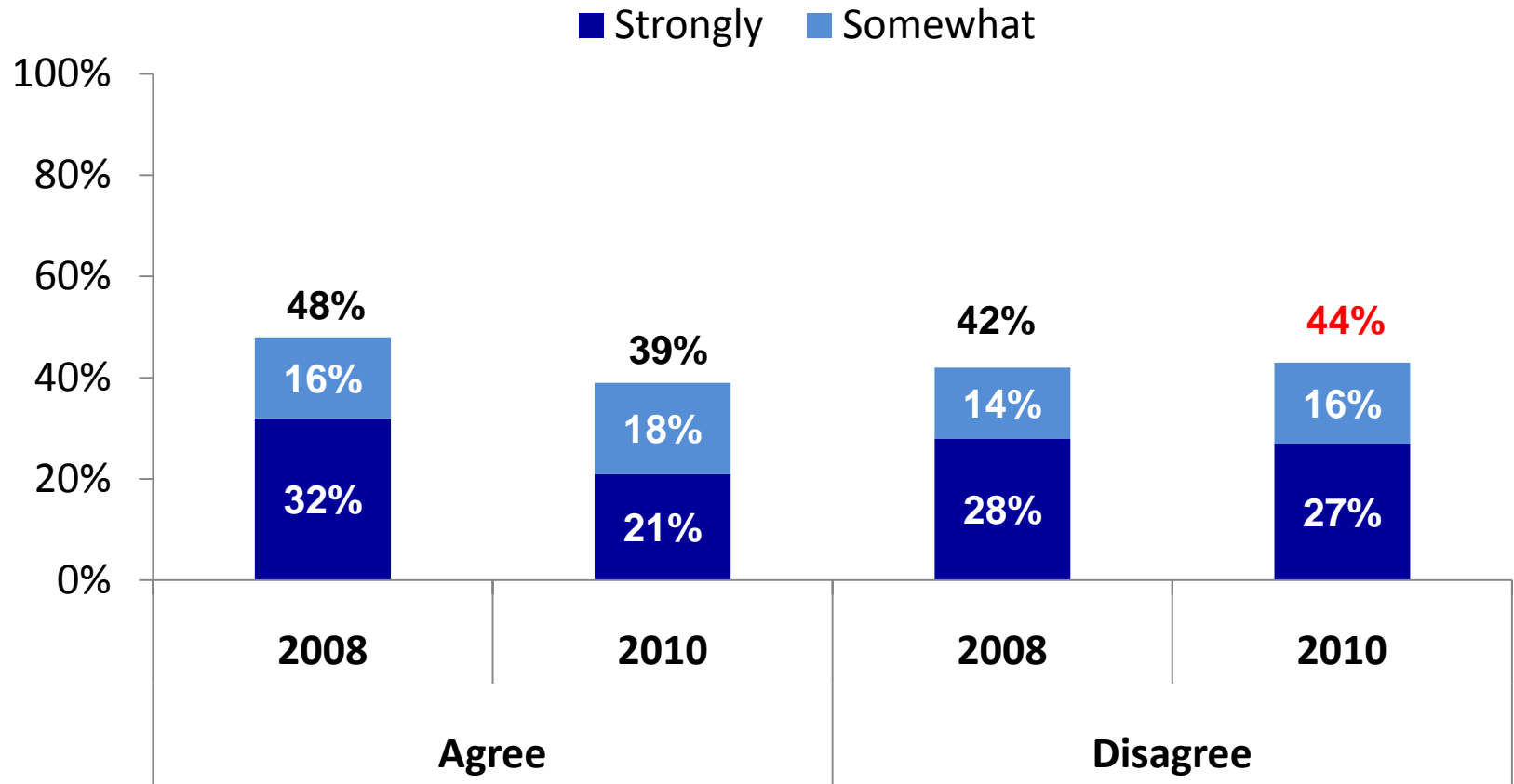
Compared to 78%  
in 2008

2010



■ Strongly agree ■ Somewhat agree

# A Plurality Believe That It Is Not Difficult For Minors To Purchase Alcohol



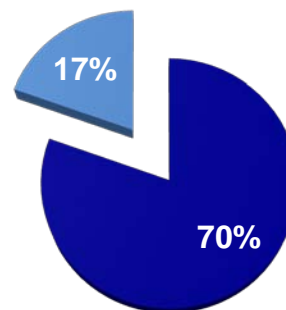
*In my community it is difficult for underage individuals to purchase alcohol.*

\*Don't Know was 10% in 2008, and 17% in 2010

# Alcohol Laws Should Be Decided By Lawmakers And Citizens—NOT Judges

87%  
Agree

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

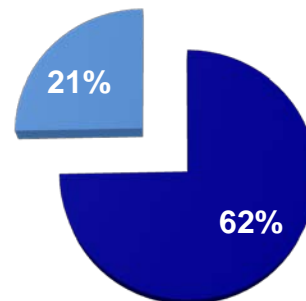


■ Strongly agree ■ Somewhat agree

# Alcohol Is Different From Other Consumer Goods

83%  
Agree

- Alcohol isn't like other consumer goods--it's the only one with two Constitutional amendments. This is why states should have the right to set laws around how, when, and to whom alcohol is sold.

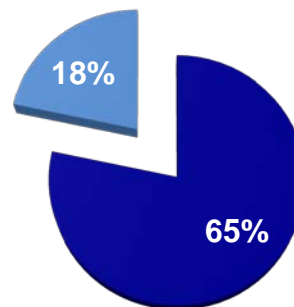


■ Strongly agree ■ Somewhat agree

# With More Foreign Produced Alcohol In The U.S., Regulation By States Is Critical

83%  
Agree

- With the overwhelming majority of alcohol sold in the United States being manufactured by foreign-owned global corporations, it is more important than ever that states and localities maintain their ability to regulate alcohol.



■ Strongly agree ■ Somewhat agree