Executive Summary

• The public is overwhelmingly supportive of the current system of alcohol laws & regulations in the United States

• The regulatory system for alcohol is viewed as necessary to keeping Americans safe

• Americans are highly satisfied with the variety of alcoholic beverage options the current system provides adults with
Public Support For Alcohol Regulations
Americans support states’ rights to set their own laws and regulations around alcohol

Do you support or oppose the right of individual states to set their own laws and regulations surrounding the manufacture, distribution and sale of alcohol?

- **Strongly Support**
- **Somewhat Support**

Support for individual states to set their own laws and regulations surrounding the manufacture, distribution and sale of alcohol:

- 81% Strongly Support
- 52% Somewhat Support
- 30% Oppose

0% 20% 40% 60% 80% 100%
Support for legal drinking age of 21 is high

And do you support or oppose the current law making 21 the legal age at which you can purchase alcohol?

- 84% Strongly Support
- 25% Somewhat Support

Support for the current law making 21 the legal age at which you can purchase alcohol
The Importance of Alcohol Regulations
Americans agree that alcohol regulation is important

89% Agree

- It is very important to keep the alcohol industry regulated

49% Strongly Agree
40% Somewhat Agree
Most believe that alcohol should NOT be regulated like other consumer goods

70% Agree

- That alcohol should NOT be sold just like other consumer goods such as lawn furniture or cereal
Alcohol regulations are critical to keep alcohol out of the hands of minors

94% Agree

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

94% Strongly Agree

22% Somewhat Agree

73%
Alcohol regulations are critical to keep alcohol out of the hands of minors

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

82% Agree

- Strongly Agree
- Somewhat Agree

82%

33%

49%
Consumer Choice
Adults are satisfied with the availability of alcohol in their communities

91% Agree

- That in my community, it is easy for adults to find a wide variety of beer, wine, liquor

91% Strongly Agree
35% Somewhat Agree
56%
Adults are satisfied with the availability of alcohol in their communities

84% Agree

• There are more local and craft beers and liquor available in my community today than ever before

84%

41%

42%

Strongly Agree    Somewhat Agree
Adults are satisfied with the availability of alcohol in their communities

80% Agree

- There are enough places in my community to buy alcohol

80%
34%
46%

Strongly Agree    Somewhat Agree
Methodology & Contact Information
Methodology

• On behalf of the Center for Alcohol Policy, Whitman Insight Strategies and Wilson Perkins Allen Research conducted a bipartisan research study of 1,005 adults aged 21 or older across the nation.

• The survey was conducted using an online methodology between April 27 and May 3, 2015. The margin of error for the sample is ±3.1% at the 95% confidence level.

• All participants 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. The sampling procedure was designed to ensure that the sample is representative and projectable upon the current U.S. population.
For questions or comments related to this study, please contact:

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