



2015 Alcohol Regulation Policy National Survey



Whitman Insight
Strategies



Wilson Perkins
Allen Opinion Research

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Executive Summary

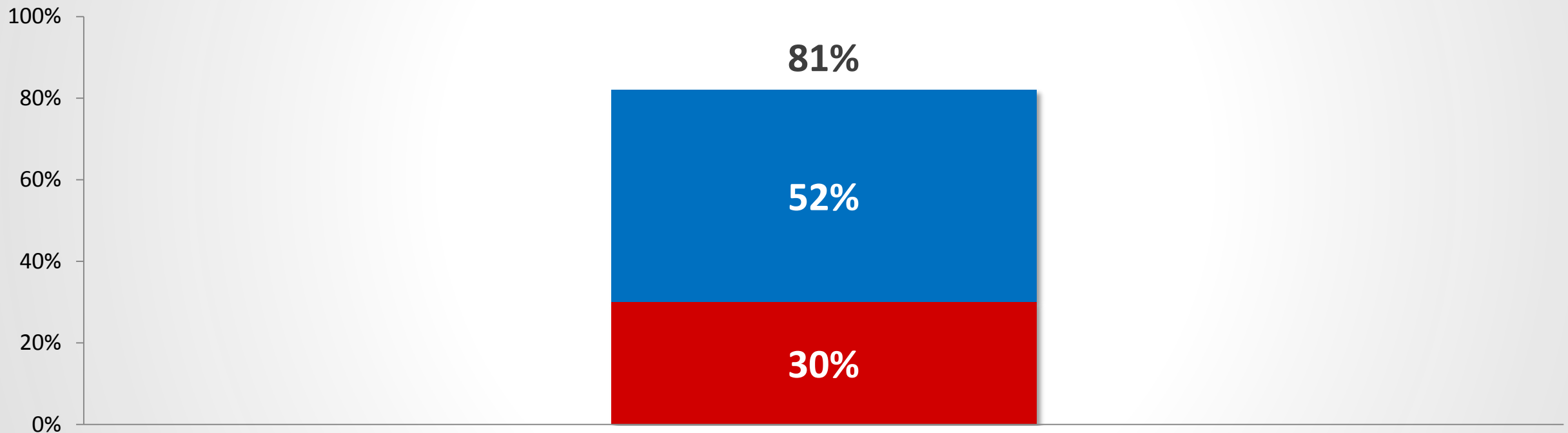
- **The public is overwhelmingly supportive of the current system of alcohol laws & regulations in the United States**
- **The regulatory system for alcohol is viewed as necessary to keeping Americans safe**
- **Americans are highly satisfied with the variety of alcoholic beverage options the current 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

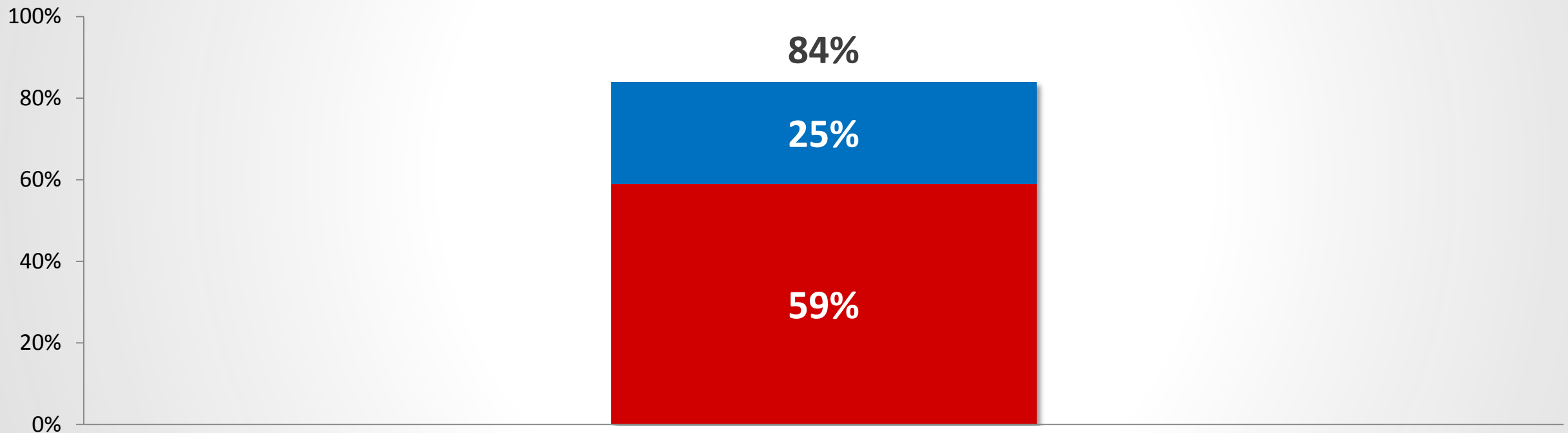


Support for individual states to set their own laws and regulations surrounding the manufacture, distribution and sale of alcohol

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?

Strongly Support Somewhat Support



Support for the current law making 21 the legal age at which you can purchase alcohol

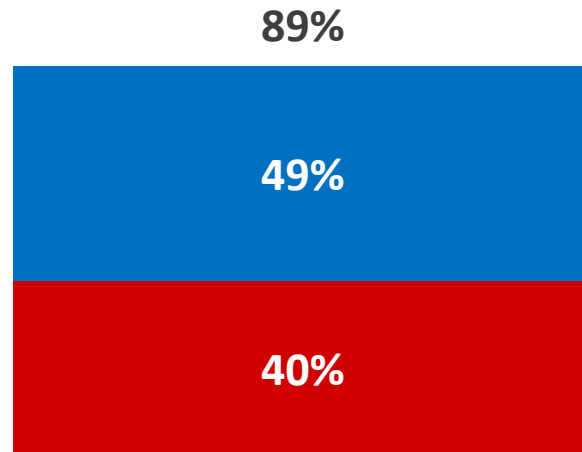
The Importance of Alcohol Regulations

Americans agree that alcohol regulation is important

89%
Agree

- It is very important to keep the alcohol industry regulated

■ Strongly Agree ■ Somewhat Agree

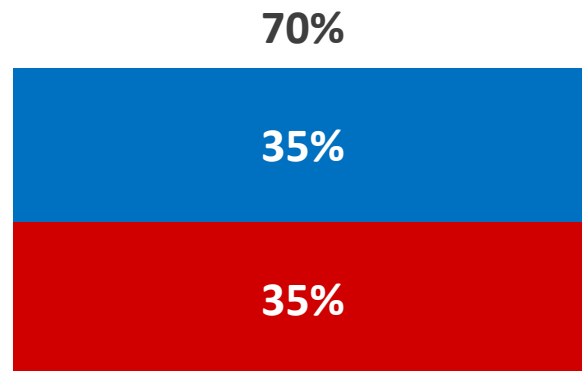


Most believe that alcohol should NOT be regulated like other consumer goods

70%
Agree

- That alcohol should NOT be sold just like other consumer goods such as lawn furniture or cereal

■ Strongly Agree ■ Somewhat Agree

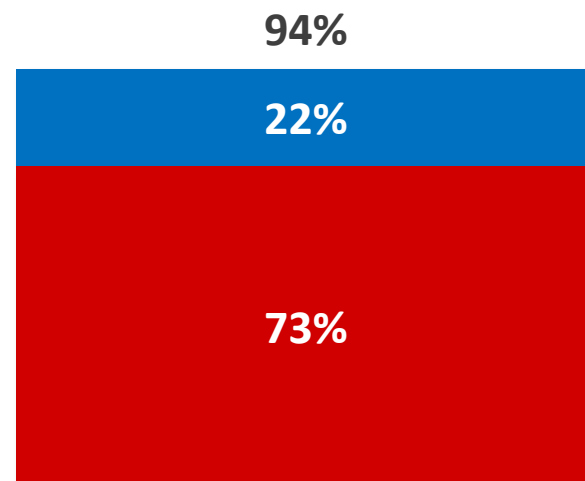


Alcohol regulations are critical to keep alcohol out of the hands of minors

94%
Agree

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

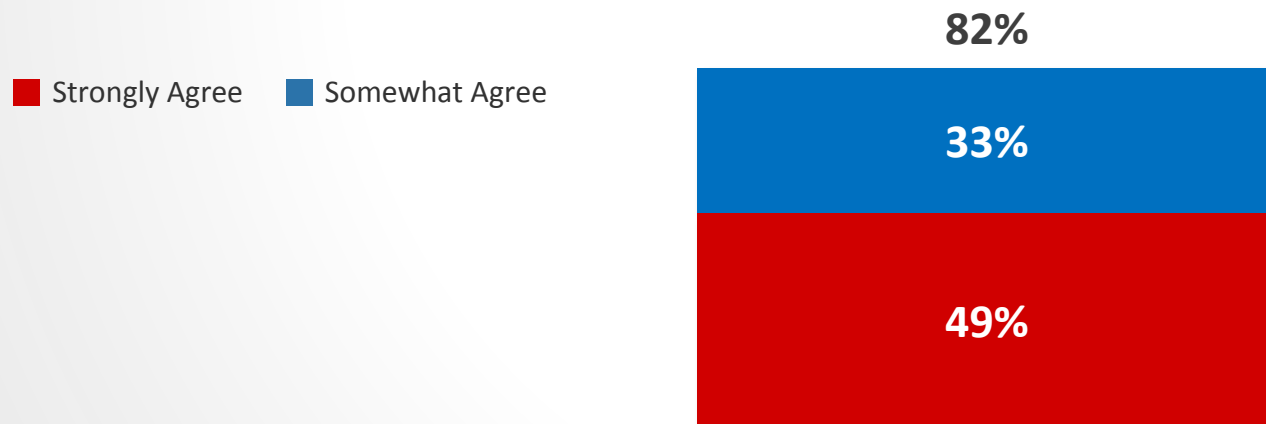
■ Strongly Agree ■ Somewhat Agree



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

82%
Agree

- 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



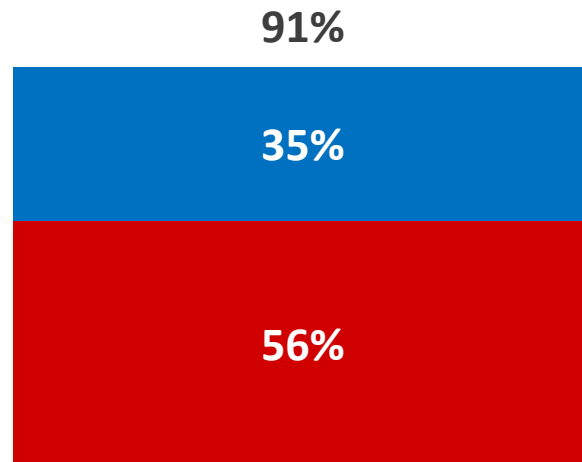
Consumer Choice

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

■ Strongly Agree ■ Somewhat Agree

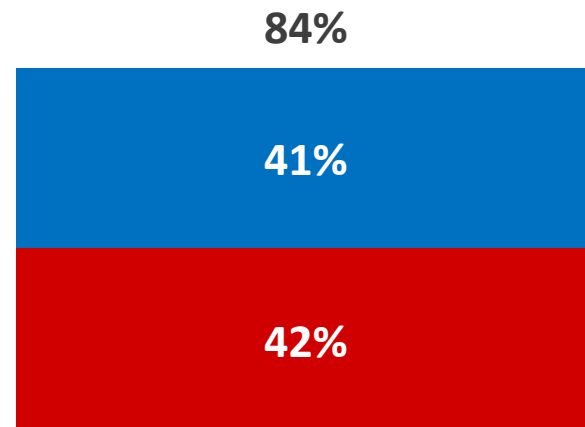


Adults are satisfied with the availability of alcohol in their communities

84%
Agree

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

■ Strongly Agree ■ Somewhat Agree

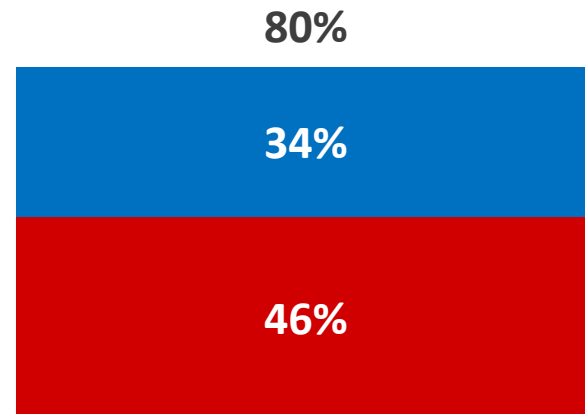


Adults are satisfied with the availability of alcohol in their communities

80%
Agree

- There are enough places in my community to buy alcohol

■ 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 $\pm 3.1\%$ 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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