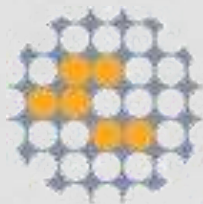




PUBLIC OPINION  
STRATEGIES

# Americans' Views of Alcohol Regulations

*Key Findings from 2017 National Survey*



CENTER FOR  
**ALCOHOL POLICY**

Lori Weigel



# METHODOLOGY

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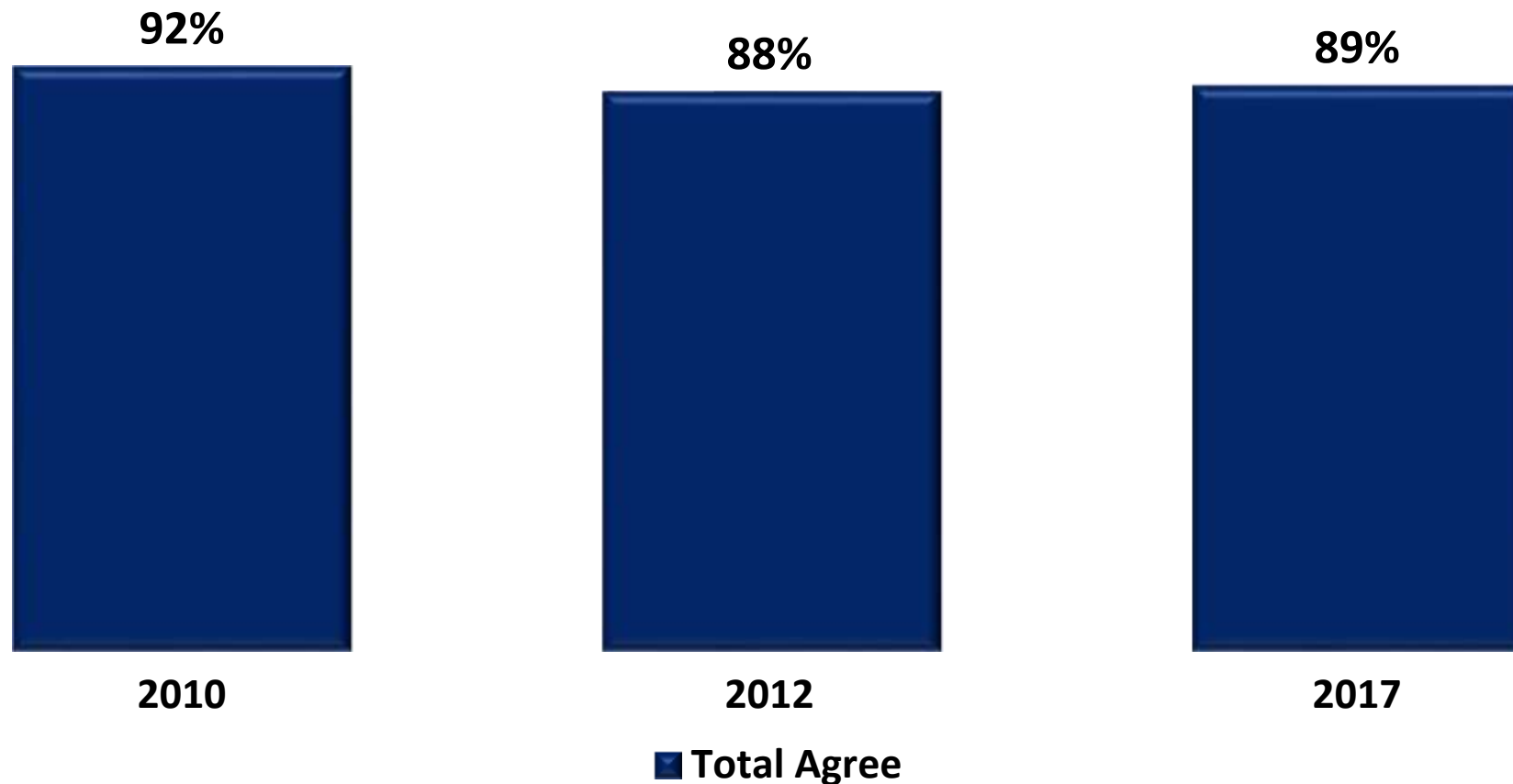
- + 1,000 online interviews conducted nationally with adults ages 21+.
- + The confidence interval associated with this sample is  $\pm 3.5\%$ .
- + Quotas were set to ensure interviews were distributed proportionally throughout the nation. The sample is demographically representative of adults age 21 and older.
- + Interviews conducted July 20 and 24-27, 2017.

# Americans Support State Regulation of Alcohol Industry



# Importantly, the overwhelming majority say this is an industry that needs to be regulated.

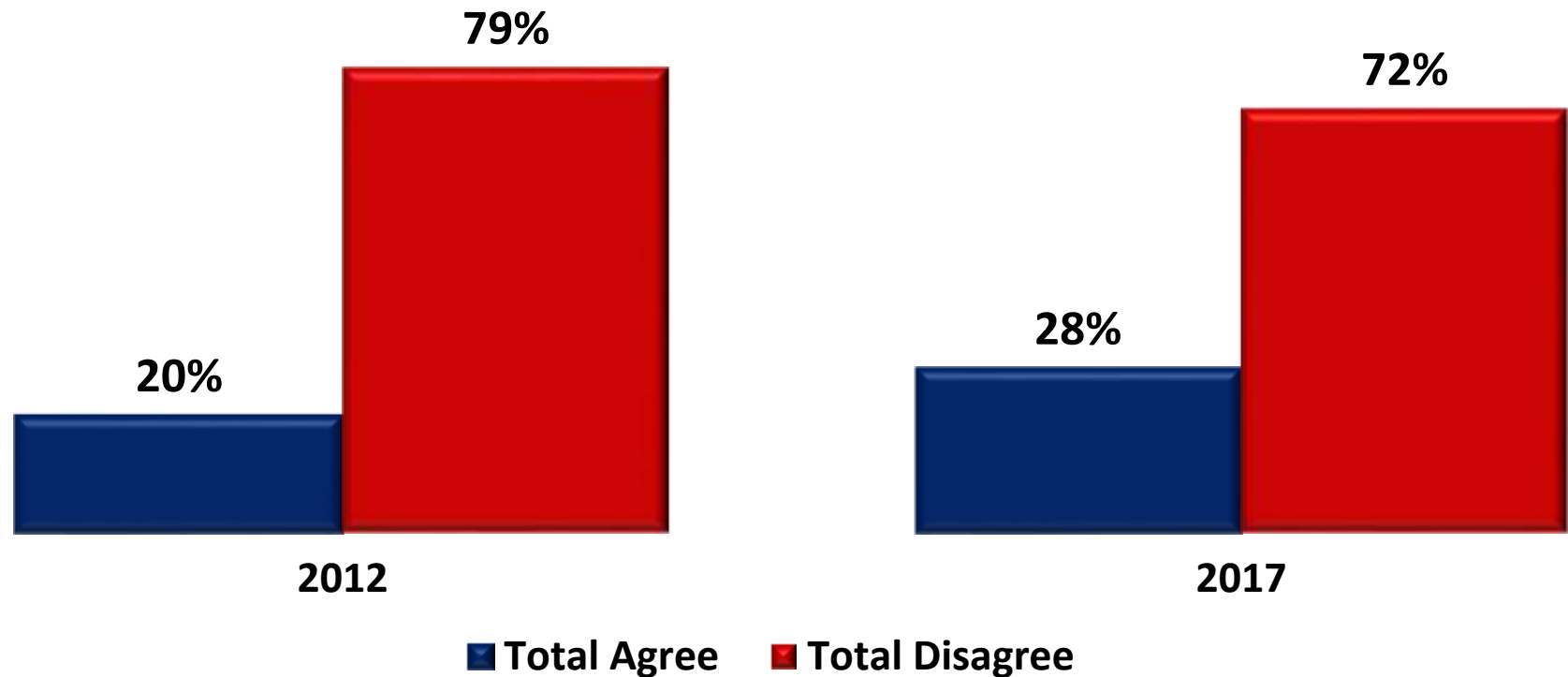
It is very important to keep the alcohol industry regulated.



*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

# That is in part because people consistently say that alcohol is different from other consumer products sold everyday.

Alcohol is just like other consumer goods such as toilet paper and tin foil.



*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

**And four-in-five say that therefore rules should be different for alcohol and states should regulate it.**

**Since alcohol is different than other consumer products, it needs a different set of rules and the state should be regulating it.**

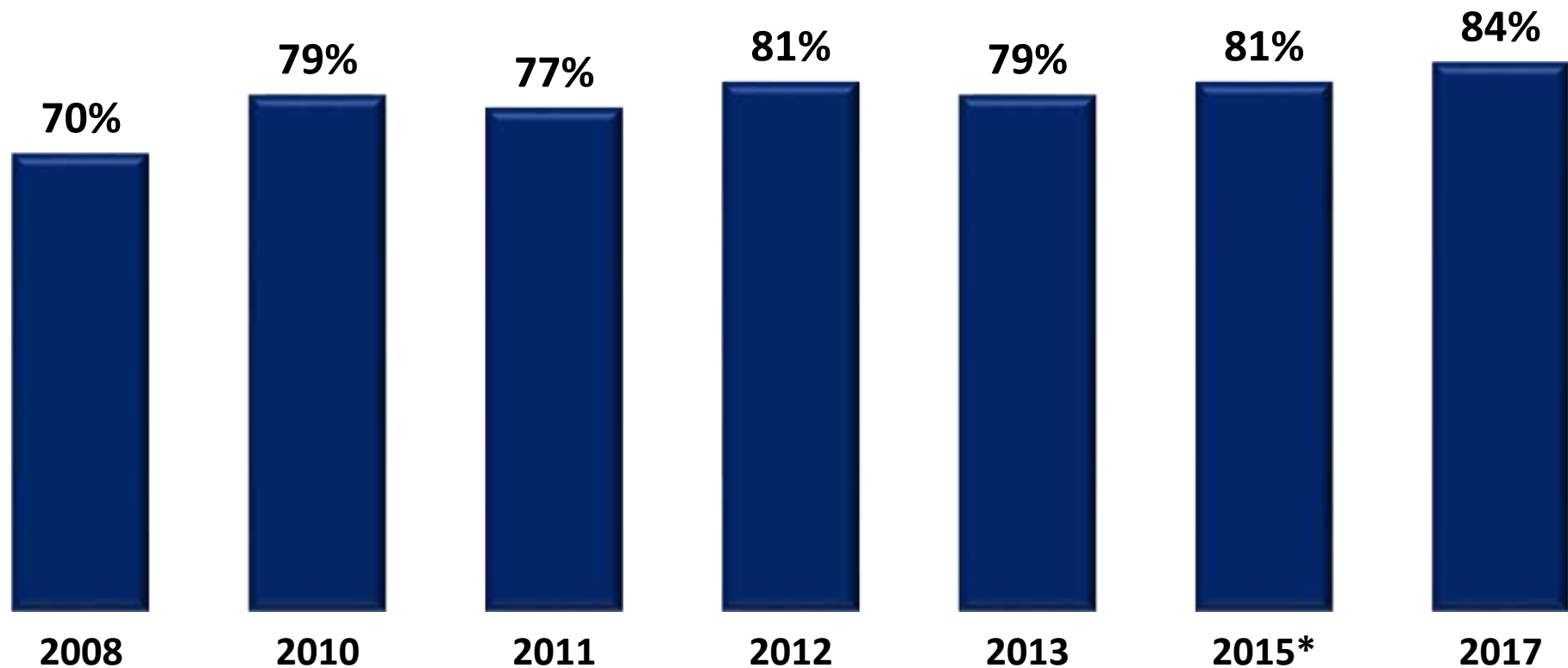


**81%**  
**Agree**

*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

# This survey registered the greatest support in nearly a decade for states regulating alcohol individually.

Support for Individual States Setting Their Own Alcohol Sales Laws



■ **Total Support**

\*2015 language: 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?

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



**By nearly a three-to-one margin Americans tell us they want state government to regulate alcohol, rather than federal.**



**74%**  
**State  
Government**



**26%**  
**Federal  
Government**

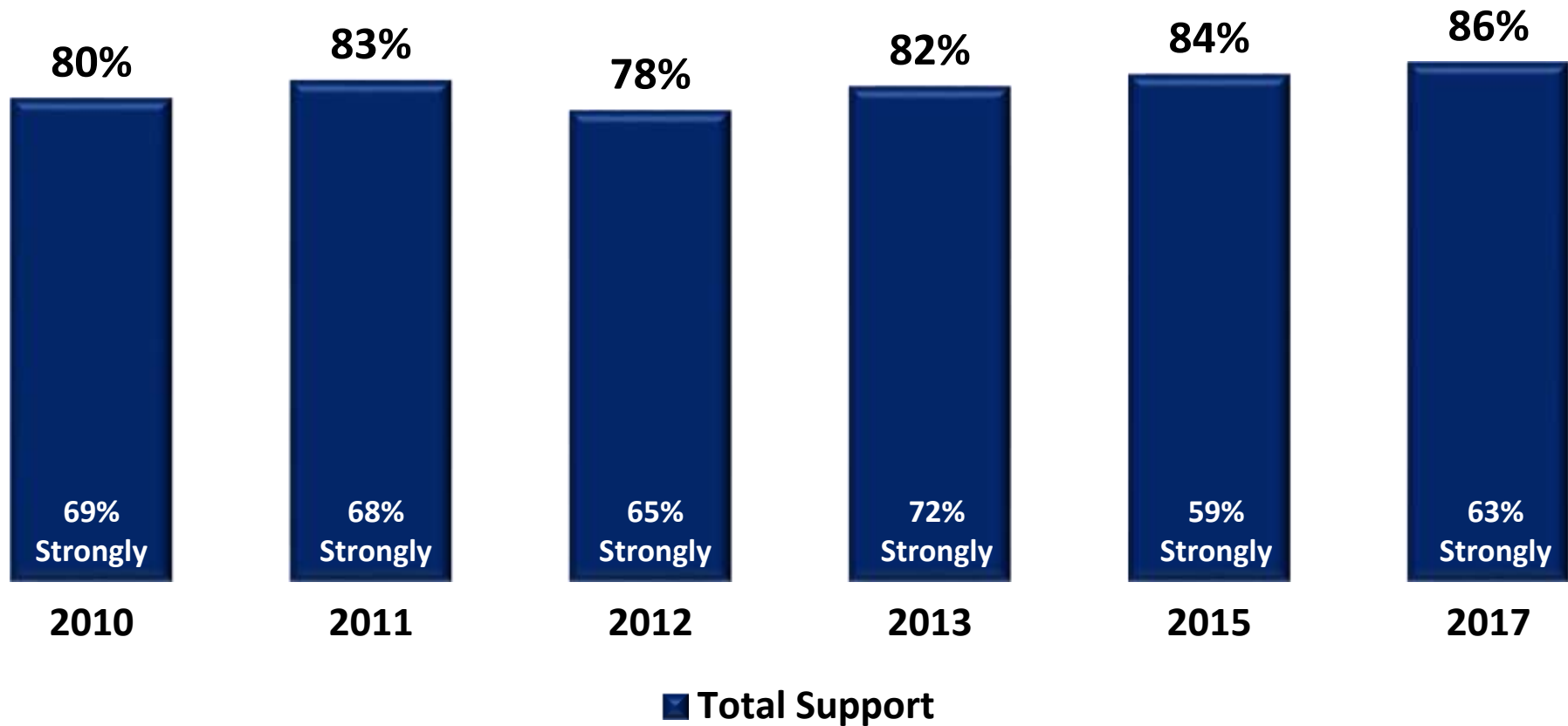
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*And if you had to choose, which one would you prefer set the laws and regulations surrounding the sale of alcohol?*



# This is the greatest support for having 21 as the legal drinking age over the last seven years.

Support for the Current Law Making 21 the Legal Age to Purchase Alcohol



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

# Americans Are Satisfied with Current Alcohol Regulations in their State



# Four-in-five say they are satisfied with the existing system for purchasing alcohol in their state.

*I'd like you to think about the existing system for purchasing alcohol in your state. How satisfied are you with the current system?*



**33%**

**Very Satisfied**

**81%**

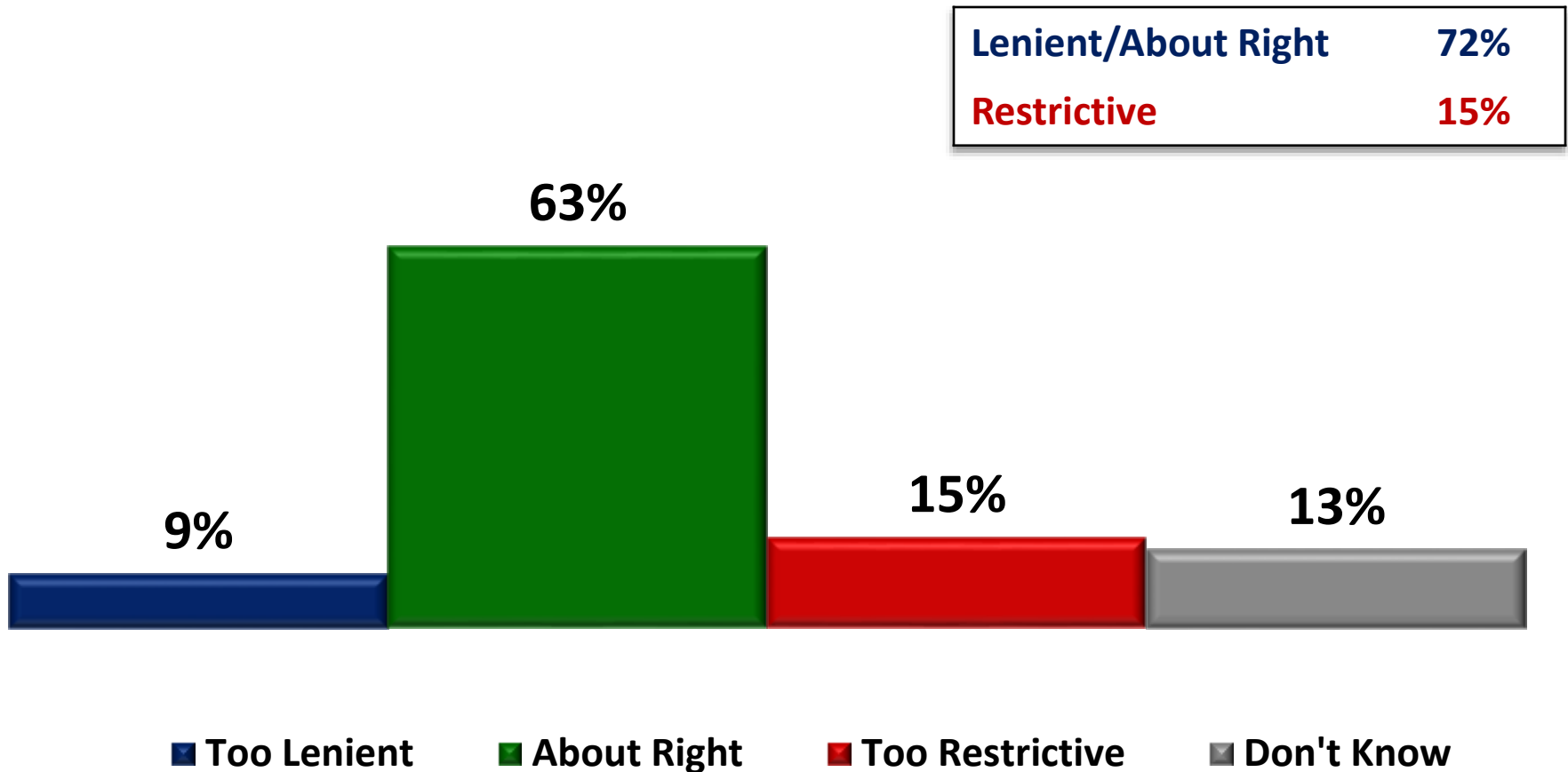
**Total Satisfied**

# People across the country and of all key demographic sub-groups express satisfaction with current system in their state.

	Satisfied	Dissatisfied	Net Difference
<b>Gender</b>			
Men	79%	21%	+58%
Women	82%	18%	+64%
<b>Age</b>			
Ages 21-34	78%	22%	+56%
Ages 35-44	78%	22%	+56%
Ages 45-54	76%	24%	+52%
Ages 55-64	87%	13%	+74%
Ages 65+	86%	14%	+72%
<b>Region</b>			
Northeast	75%	25%	+50%
Midwest	85%	15%	+70%
South	81%	19%	+62%
West	82%	18%	+64%

# The vast majority does not perceive current alcohol regulations as too restrictive today.

*Do you think that current alcohol regulations in your state are...*

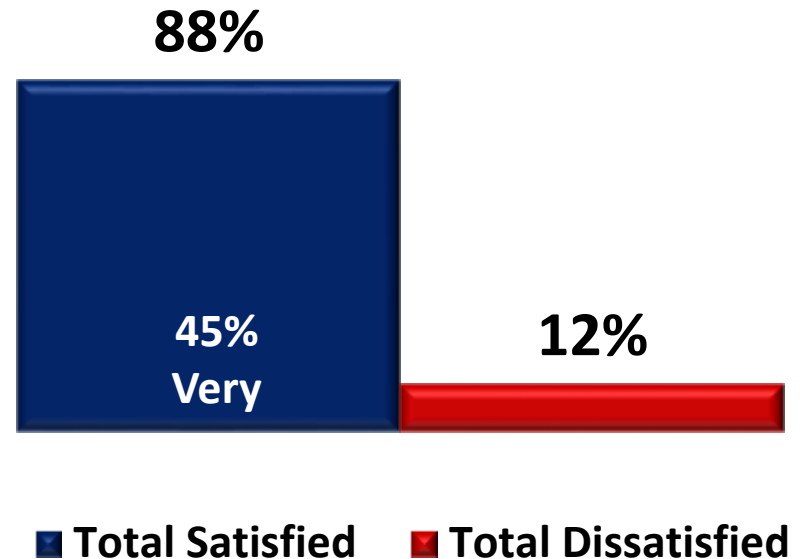


# There is also overwhelming satisfaction about the variety of products they have to choose from.

*Thinking about the selection of alcoholic products in your community, when it comes to the variety of alcohol products you have available to you, would you say that you are...*

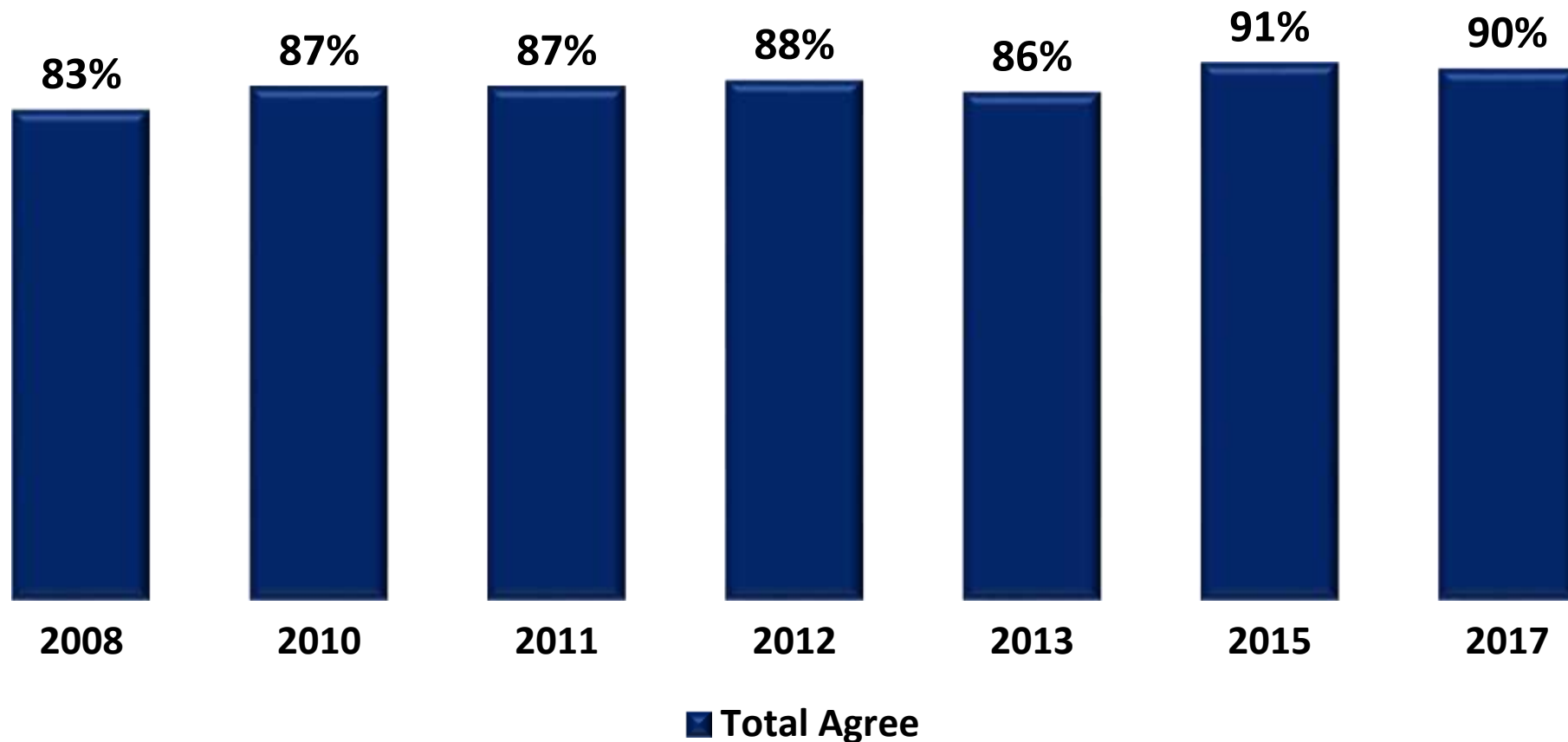


**+76%**



# In fact, nine-in-ten continue to say that it is easy to find a wide variety of alcoholic products.

In my community, it is easy for adults to find a wide variety of beer, wine, and liquor.

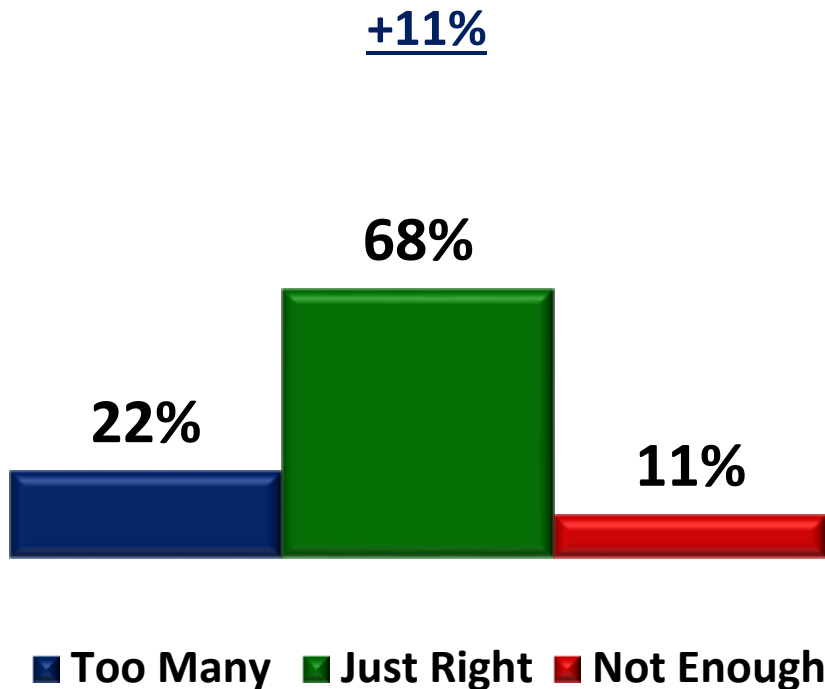


*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*



**Most are satisfied with number of places to purchase alcohol, too. Urban residents are more likely to think there are too many, but rural residents do not perceive a scarcity.**

*Do you think that number of places where alcohol can be purchased in your community is...*

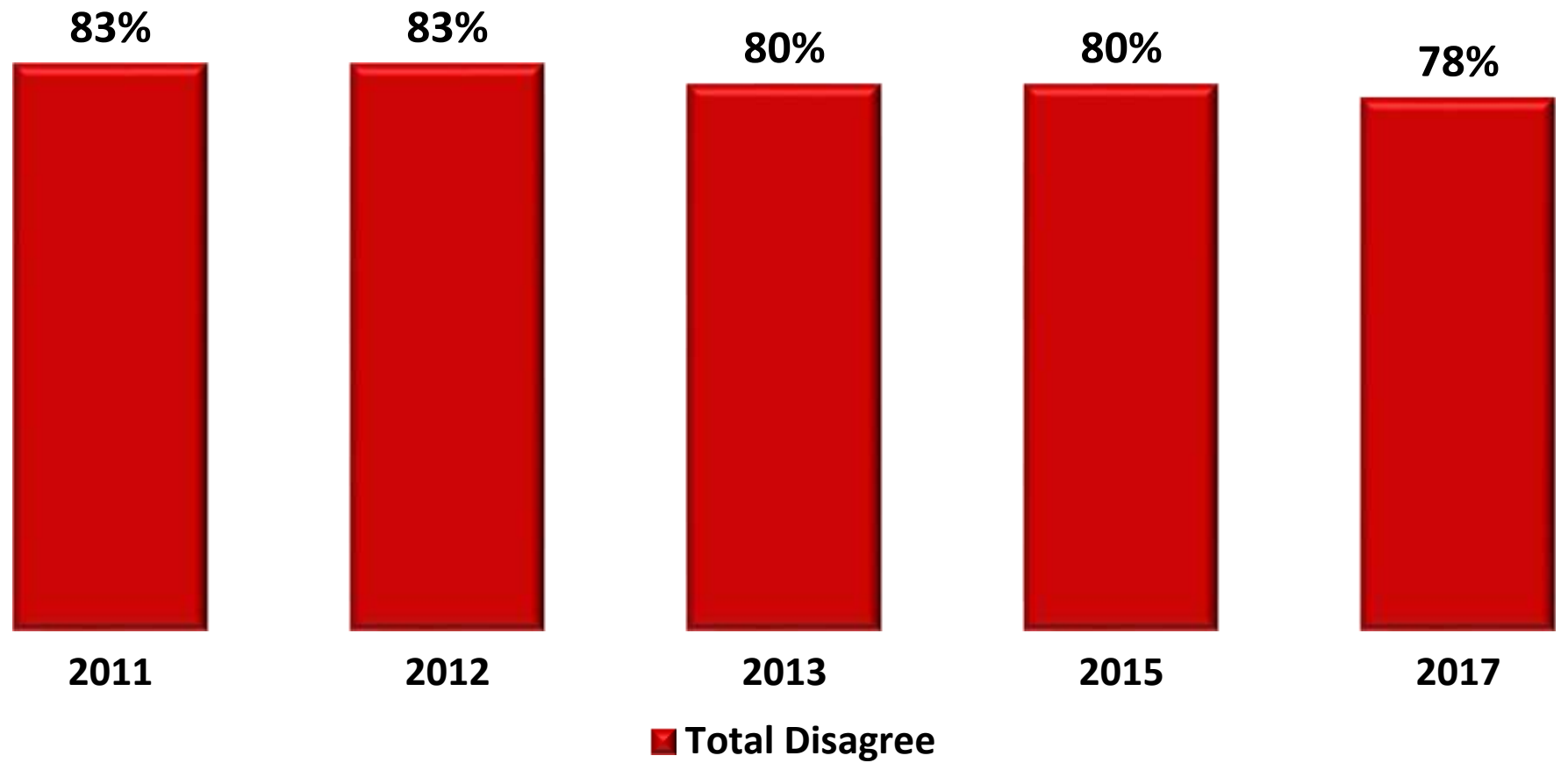


By Community Type

	Too Many	Just Right	Not Enough
Big City	32%	62%	6%
Medium City	21%	65%	14%
Suburb	19%	72%	10%
Town	23%	63%	13%
Rural	19%	72%	10%

# In fact, they reject the idea that there are not enough places in their community to purchase alcohol.

There are not enough places in my community to buy alcohol.



*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

# People tend to view proliferation of alcohol outlets as causing more problems than benefits provided.

Views on Increasing the Number of Places Selling Alcohol in a Community

Cause more problems for a community

62%

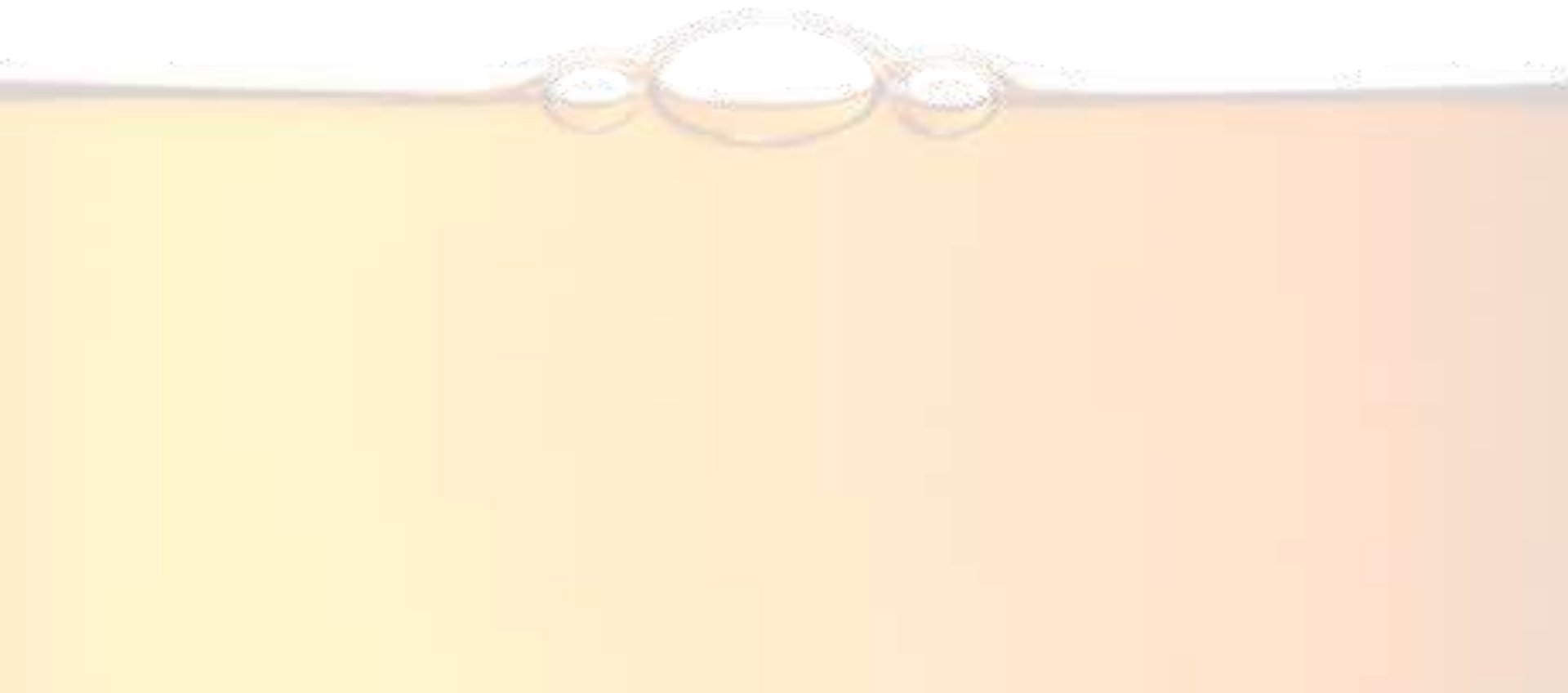
Provide more benefits to a community

38%

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*And if the number of places selling alcohol in a community increases, do you think that is likely to...*

# Alcohol Laws Need to Prioritize Safety



# One-in-four Americans report having a personal tragedy due to alcohol abuse – just higher than with drug abuse.

*Have you or your family experienced a personal tragedy that was the result of the abuse of **alcohol**?*

**24%**

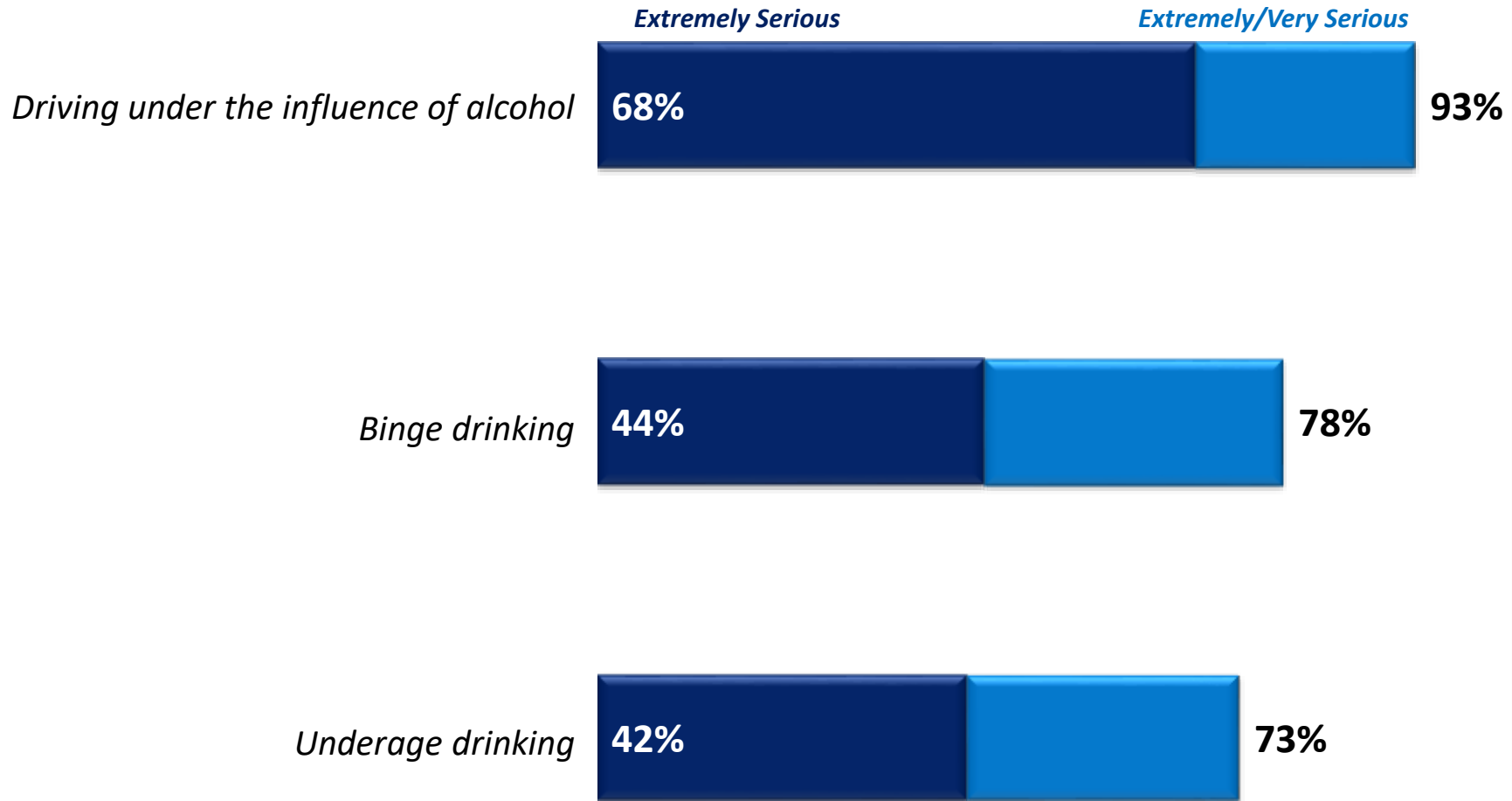
**Yes**

*Have you or your family experienced a personal tragedy that was the result of the abuse of **drugs**?*

**20%**

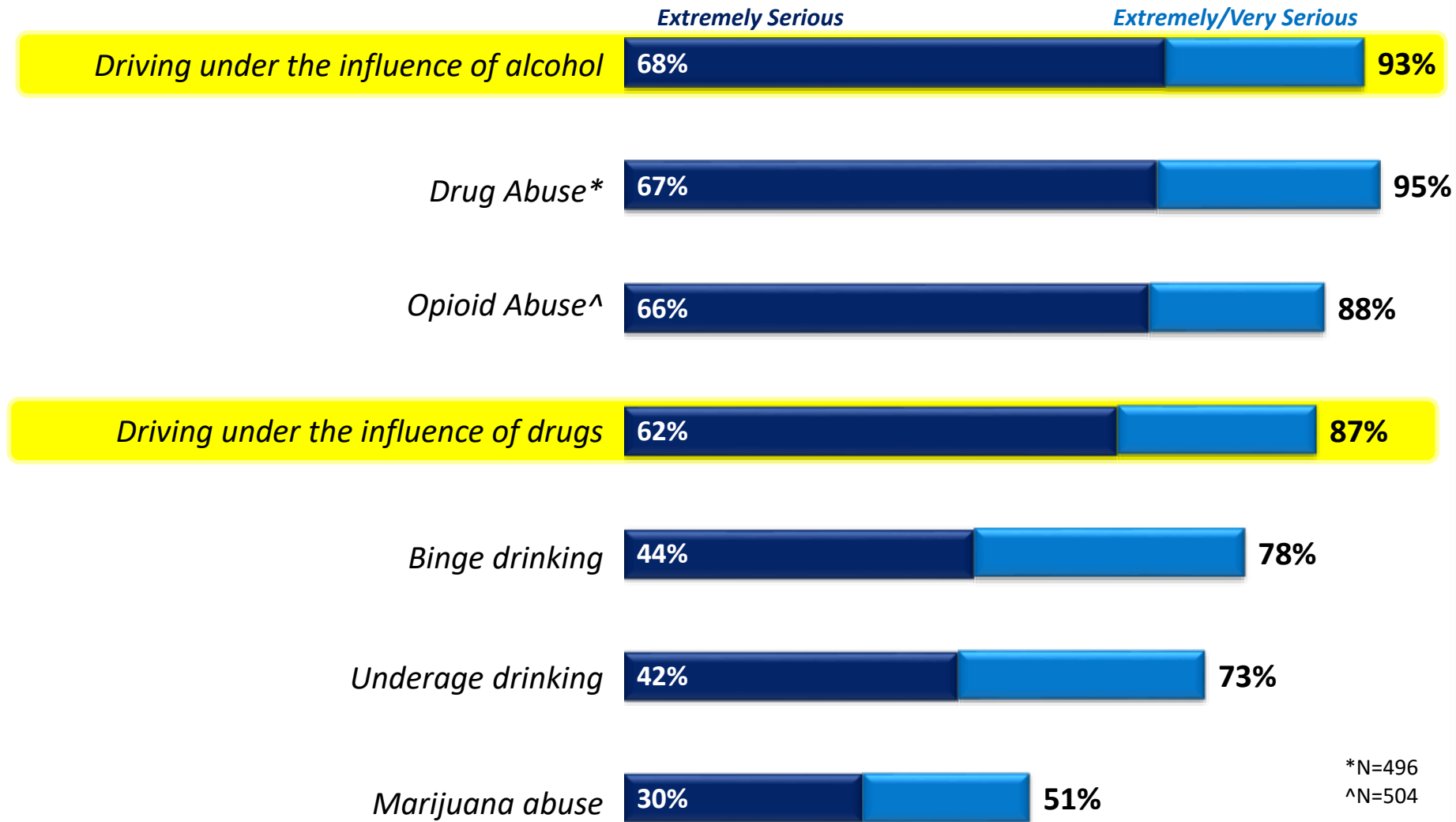
**Yes**

# The vast majority of American say these alcohol-related issues are serious problems in our country.



Taking a step back, the following list is issues some people say are problems in the country. For each one, please indicate how big a problem you think it is.

# Alcohol related problems are on par or even exceed some drug concerns; marijuana viewed distinctly.

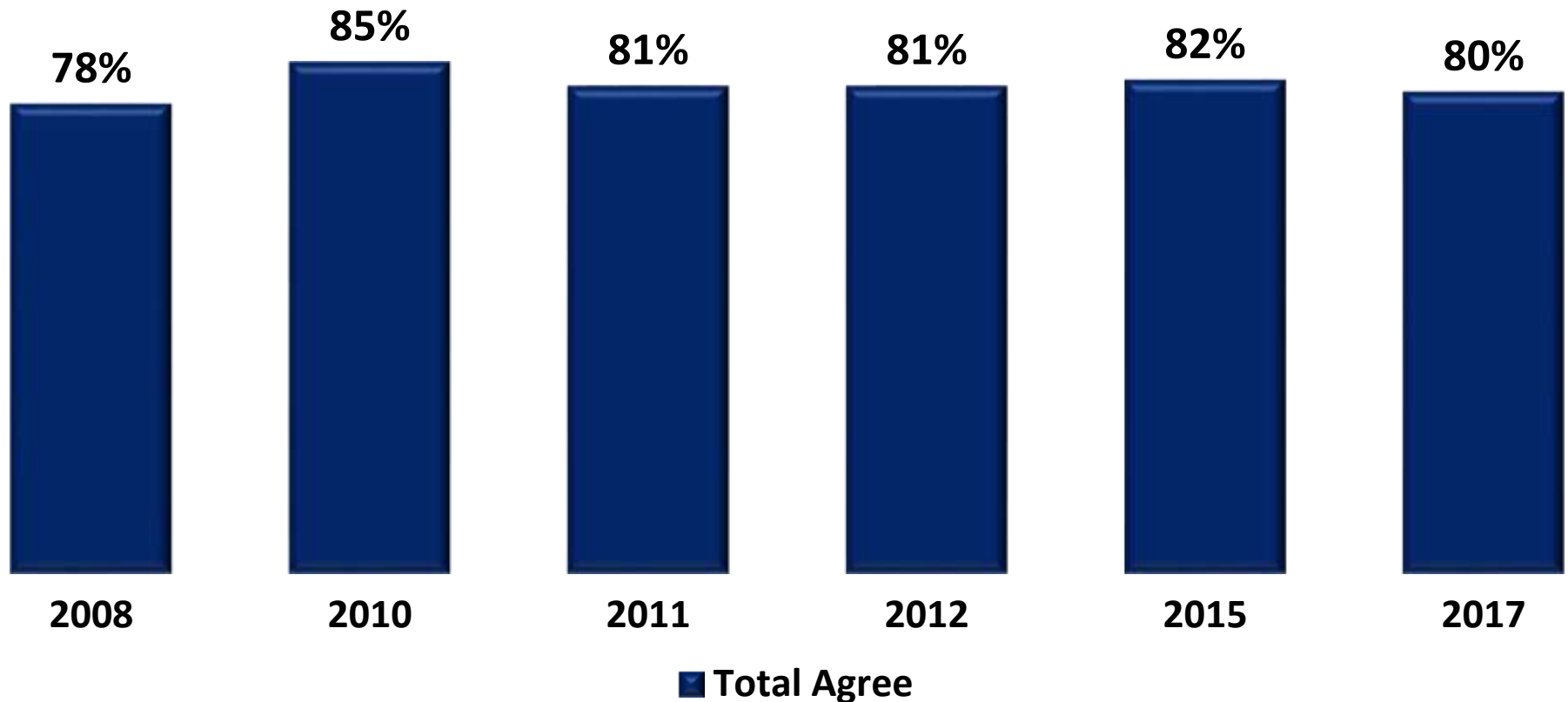


Taking a step back, the following list is issues some people say are problems in the country. For each one, please indicate how big a problem you think it is.



# The public has consistently said that reducing regulations would make these problems worse.

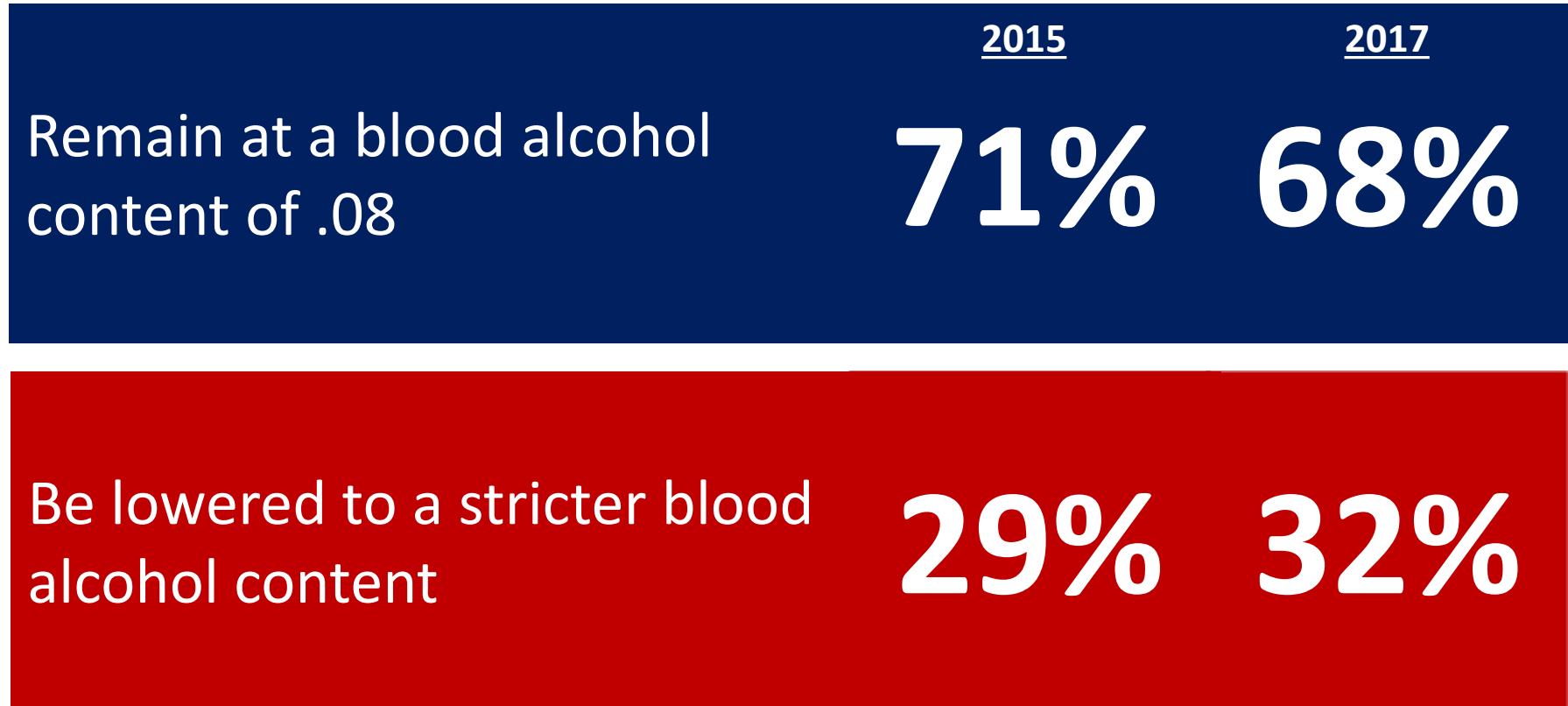
Parents, police officers and retailers already have a difficult challenge keeping alcohol out of the hands of minors. Getting rid of alcohol rules, regulations, and safeguards could make the problems worse.



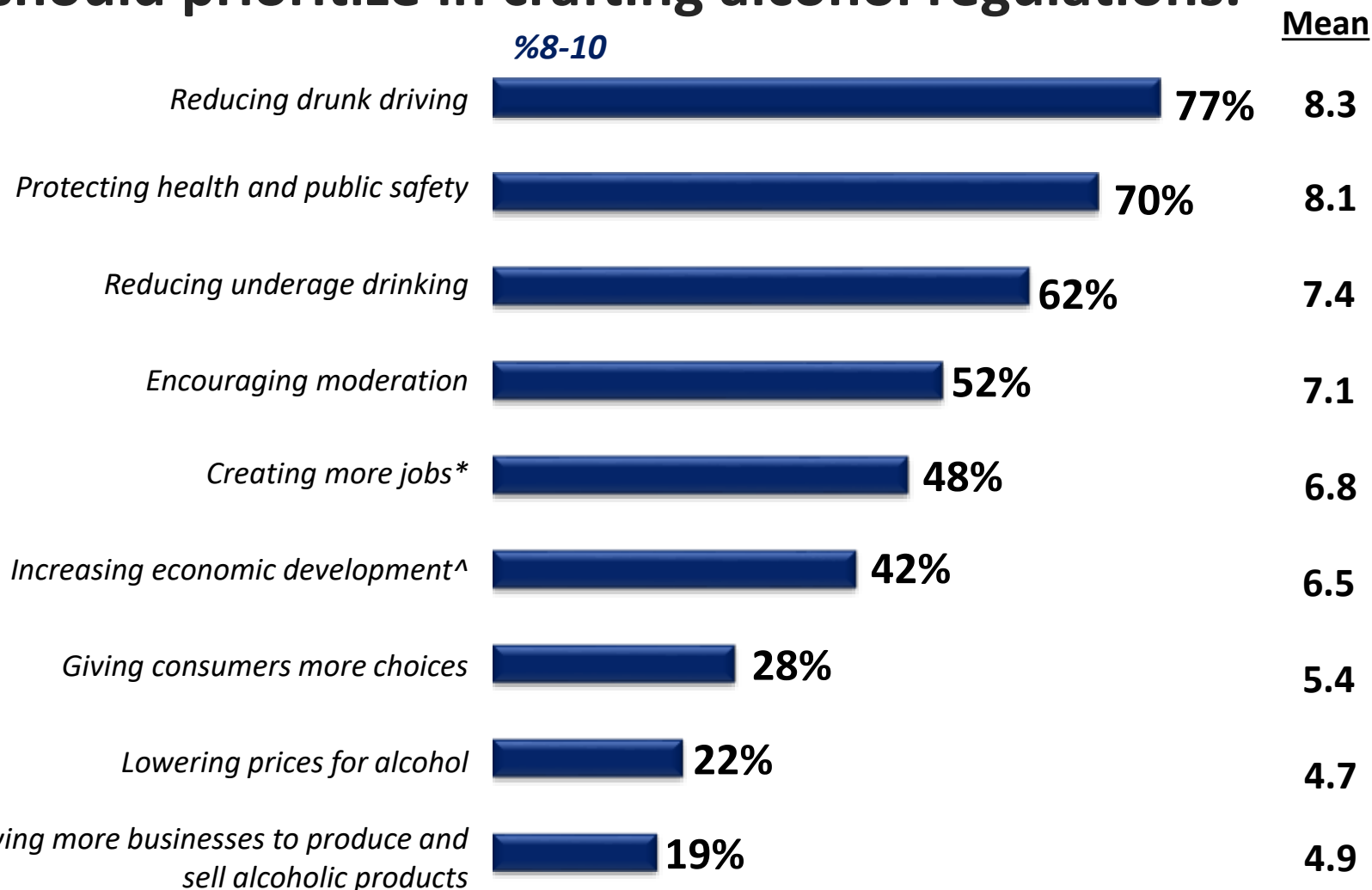
*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

# Despite concerns about drunk driving, more than two-thirds continue to side with the current legal BAC limits.

Do you believe that the legal limit to operate a motor vehicle should...



# Health and safety issues top what Americans say lawmakers should prioritize in crafting alcohol regulations.



\*N=538

^N=462

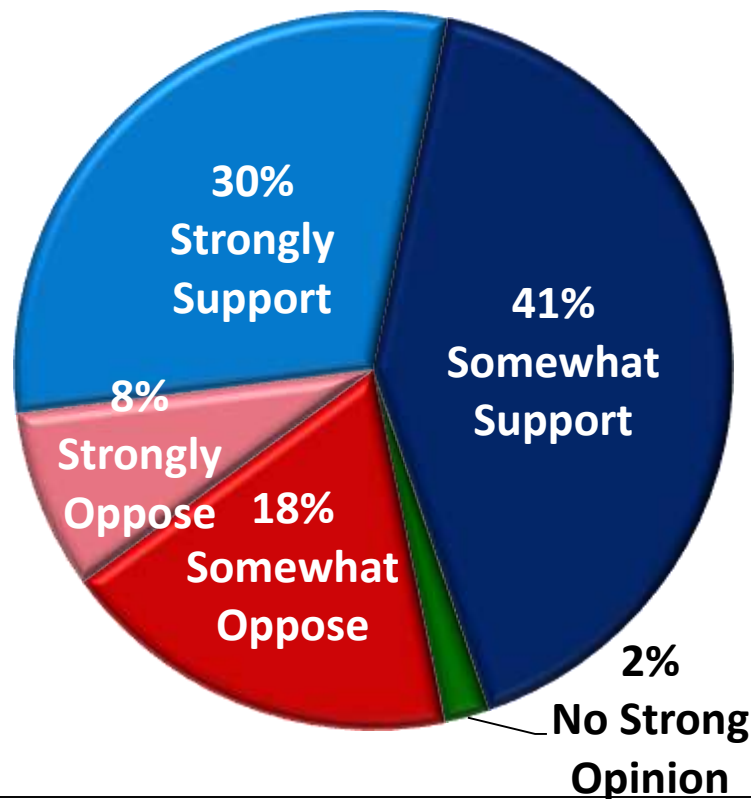
As you may know, states do regulate alcohol by crafting rules that are unique to their state. Sometimes changes are considered. The following is a list of concerns some people say that lawmakers should consider when setting alcohol regulations. Using a scale of 0 to 10, please indicate how important each of these considerations should be when deciding alcohol regulations: 10 is very important, 0 is not at all important and 5 is a neutral rating.

# Likewise, there is strong support for maintaining laws that prevent too much “cheap” alcohol being sold.

Maintain regulations which help prevent an abundance of cheap alcohol being available in your community.

**Total Support 72%**

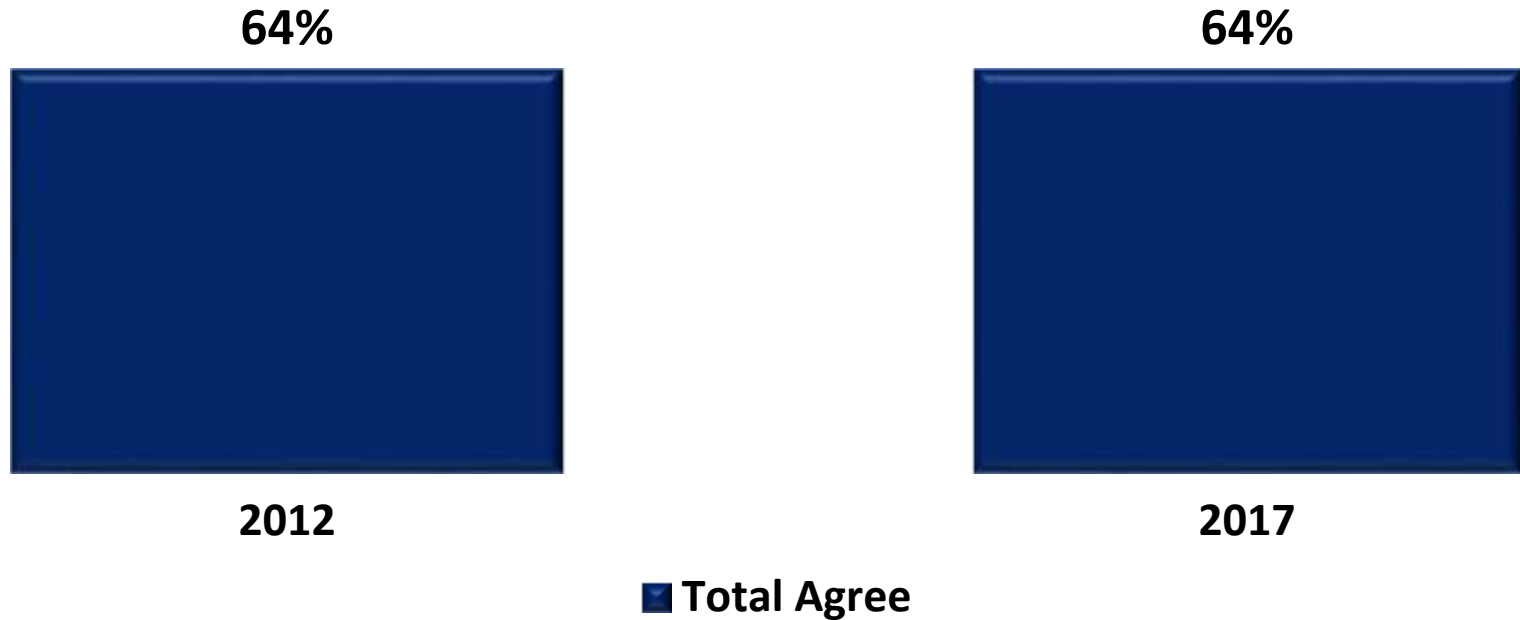
**Total Oppose 26%**



*There are a number of proposals to address how alcohol could be regulated. For each one, please indicate whether you support or oppose that proposal.*

# Just as five years ago, people also feel it is all right to have stronger controls on high alcohol content products.

Alcoholic products with higher alcohol content levels should be more strictly controlled than lower alcohol content products.



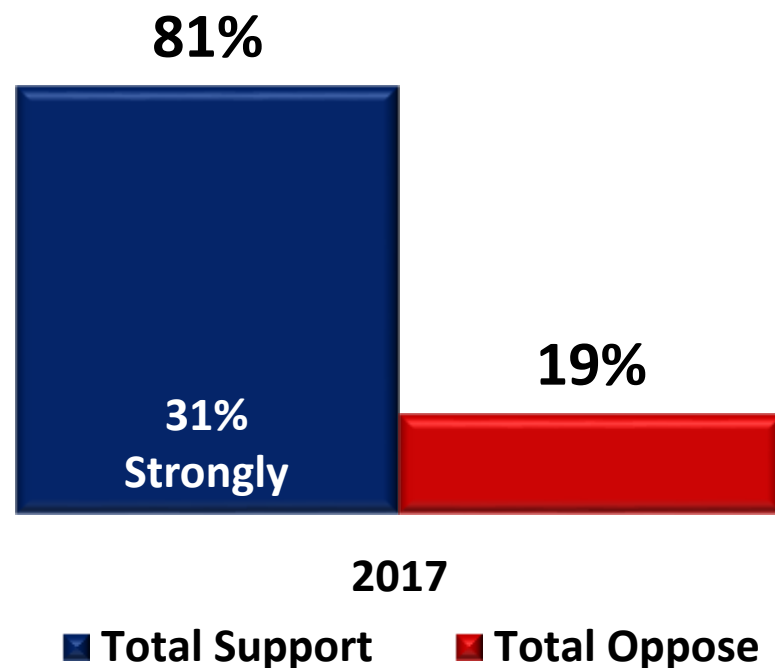
*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

The Current Three-tier  
System has Strong and  
Consistent Support.



Knowing that many are not familiar with how alcohol is distributed, we provided a brief, neutral explanation and then asked about states being able to individually regulate alcohol.

*As you may know, most states in the U.S. have regulations requiring that producers of alcohol sell their products to licensed local independent distributors, who then sell the alcohol to individual retailers such as bars, grocery, liquor, and packaged goods stores.*

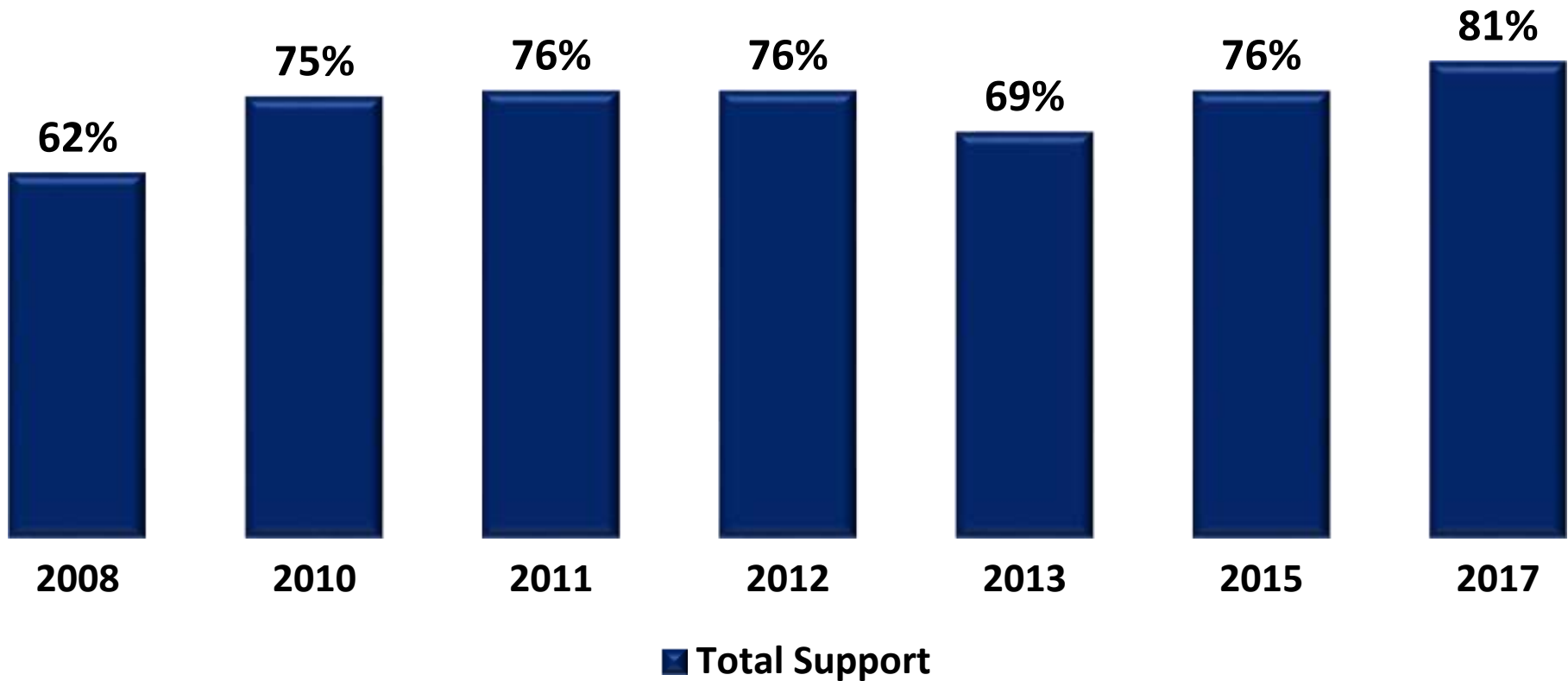


Thinking about this, do you support or oppose the rights of individual states to set their own laws and regulations that require alcohol to be sold under this system?



# Four-in-five support individual states being able to regulate alcohol – greatest proportion in last nine years.

Support for Individual States Setting Their Own Alcohol Sales Laws Under System



*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?*

**In fact, people are three times more likely to say that they feel the three-tier system of producers, distributors, and retailers works well.**

*Would you say that this system is generally...*

Working well

75%

Not working well

25%

**That said, three-in-five feel that there could be better enforcement of existing laws.**

**There needs to be better enforcement of the laws and rules governing businesses which produce, distribute and sell alcohol in my community.**

**62%**  
**Agree**

*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*

**Even when provided with competing viewpoints about the current system, the public is nearly twice as likely to side with the current system.**

*Opinion on System That Separates Producers, Distributors, and Retailers*

Some people say that having a system that separates producers, distributors, and retailers is good because it prevents big companies from creating a monopoly, pushing out smaller producers like craft brewers, local wineries and craft distillers and ensures there are strong safeguards over how alcohol beverages are handled at every step in the system.

**66%**

Other people say that having a system that separates producers, distributors, and retailers is an outdated system set up after prohibition. In an internet age, brewers, vineyards and distillers shouldn't need middle men, and this keeps alcohol prices higher than they would be if there were more direct sales.

**34%**

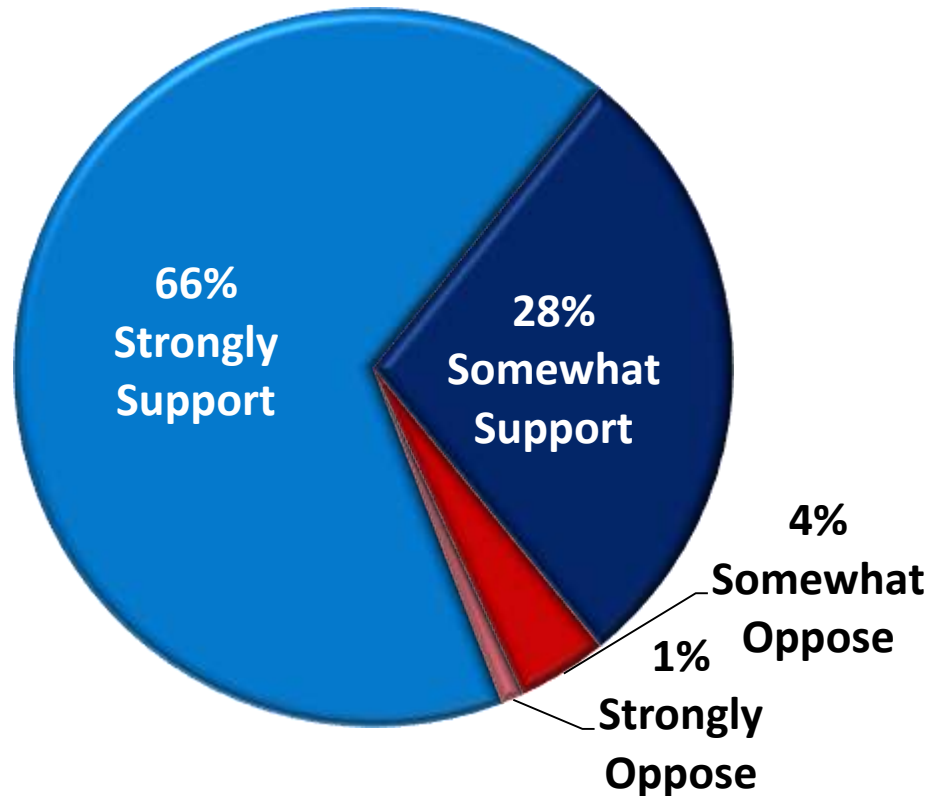
*Which of the following statements do you agree with more? Please choose one even if neither matches exactly what you think.*

# There is nearly universal support for the licensing and background requirements on retail alcohol stores.

Ensure that stores which sell alcohol are licensed and owners undergo background checks.

**Total Support** 94%

**Total Oppose** 5%



*There are a number of proposals to address how alcohol could be regulated. For each one, please indicate whether you support or oppose that proposal.*

**Keep in mind that the vast majority purchased through traditional means in the last year.**



Grocery/ Liquor Store	48%	46%	44%
Bar/ Hotel/ Restaurant/ Tavern	27%	19%	27%
In person at Brewery/ Tap House/ Winery/ Distillery	13%	12%	7%
Online/ Internet	2%	3%	1%

*In the past 12 months, that is since July 2016, have you purchased alcohol from any of the following...*



**We also see solid support for tracking alcoholic products in the system.**

**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.**

**76%**

**Agree**

*For each of the following statements about alcohol and related issues, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.*



# Questions?





**PUBLIC OPINION  
STRATEGIES**

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