

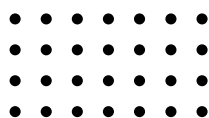


CENTER FOR
ALCOHOL POLICY



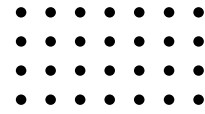
**NATIONAL
ALCOHOL
REGULATION
SENTIMENT
SURVEY**

2025



Prepared By
CENTER FOR ALCOHOL POLICY / NEW BRIDGE STRATEGY
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ABOUT THE CENTER FOR ALCOHOL POLICY



The Center for Alcohol Policy provides a thoughtful and respected voice in the conversation surrounding alcohol's uniqueness and regulation. From law and policy debates to legal cases and educational programming, the Center endeavors to inform policymakers about appropriate state-based regulation of alcohol and safe and responsible consumption, fights underage drinking and drunk driving, and informs key entities about the effects of alcohol consumption.

KEY PROGRAMMING INITIATIVES



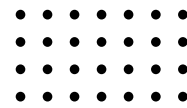
RESEARCH



REPORTS



EDUCATION

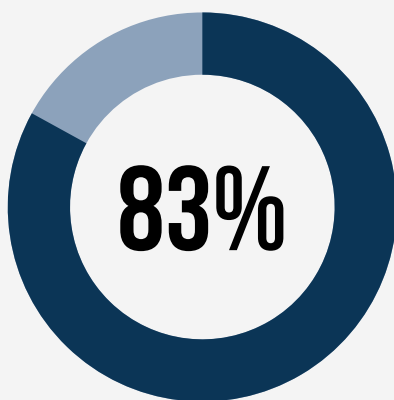


SURVEY BACKGROUND

Biennially, the Center commissions a national survey on public opinion surrounding state alcohol regulations. These polls have consistently demonstrated that **the long-standing alcohol regulatory system in the United States works** and people like it; that **Americans are satisfied with current alcohol regulations** in their state; and that **Americans want alcohol laws to prioritize health and safety**.

The survey was conducted by New Bridge Strategy among 1,004 adults ages 21 and older throughout the nation. The interviews were conducted online and distributed proportionally throughout the U.S. and are demographically representative of this age group. This survey is the latest look at core attitudes on a number of aspects of alcohol regulation that have been tracked for more than a decade.

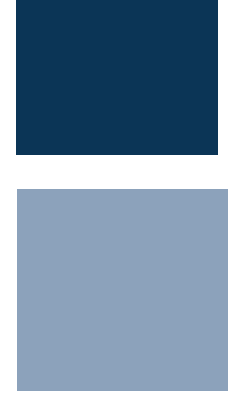
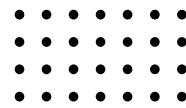
Support for individual states setting their own alcohol sales laws



SUPPORT IS CONSISTENTLY OVERWHELMING FOR INDIVIDUAL STATE REGULATION OF ALCOHOL

WHAT AMERICANS THINK ABOUT ALCOHOL AND HOW IT'S REGULATED

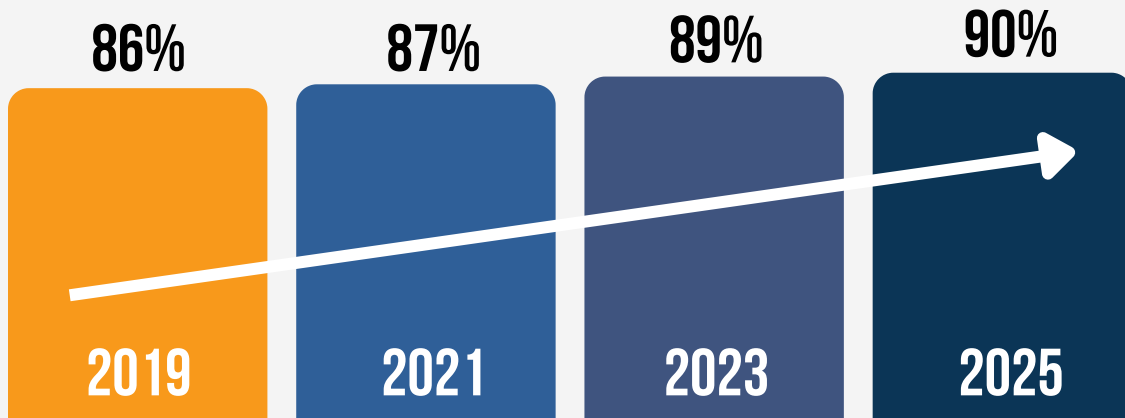
The 2025 survey results show American adults are **in favor of a broad array of state-level alcohol regulations and the three-tier system**, which separates the manufacture, distribution, and sale of alcohol; they are **satisfied with the consumer choice** fostered by the American system of alcohol distribution; and Americans want lawmakers to **prioritize public health and safety** over convenience and price when weighing changes to alcohol regulations.



THE SYSTEM WORKS AND AMERICANS LIKE IT

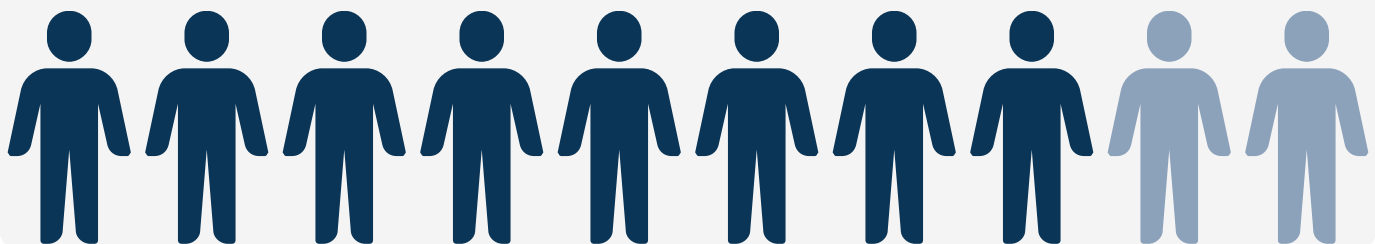
AMERICANS CONTINUE TO SUPPORT STATE REGULATION OF ALCOHOL

Increasingly, Americans agree it is very important for the alcohol industry to be regulated.

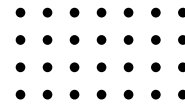


More than 8 in 10 Americans (82%) agree alcohol is different from other products and therefore should be regulated differently.

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



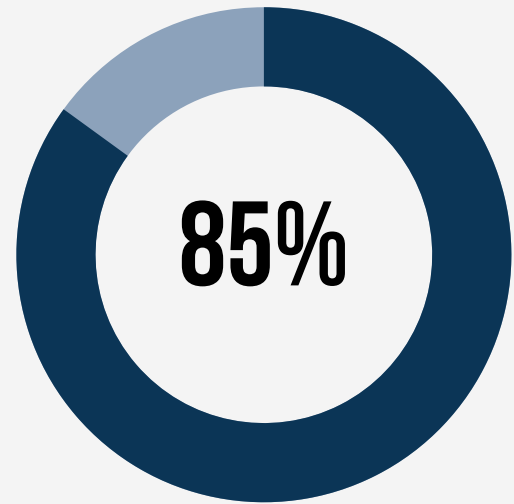
SATISFACTION REMAINS HIGH



AMERICANS ARE SATISFIED WITH ALCOHOL REGULATIONS IN THEIR STATE

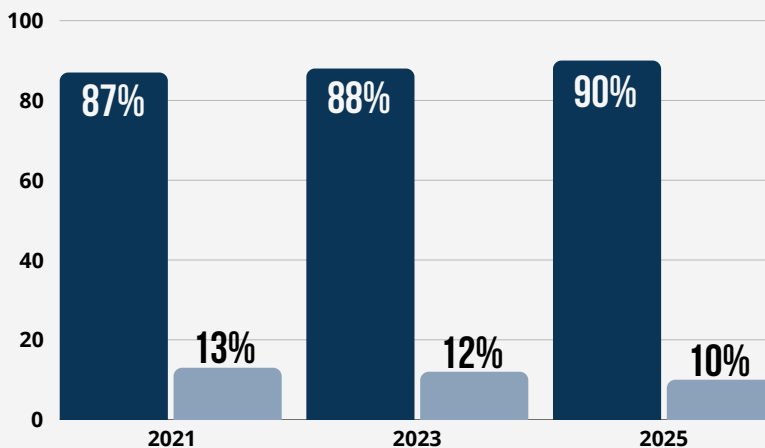
85% percent of Americans continue to be satisfied with the existing system for purchasing alcohol in their respective states.

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



— Total Satisfied — Total Dissatisfied

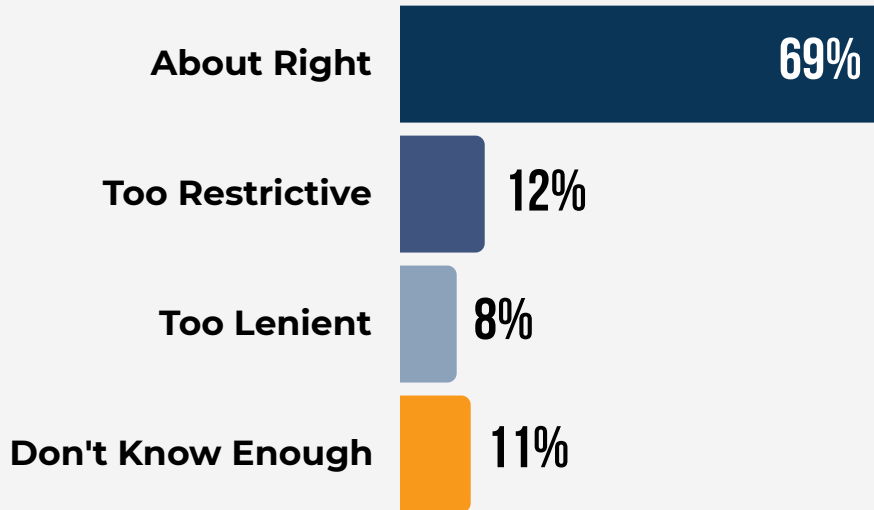
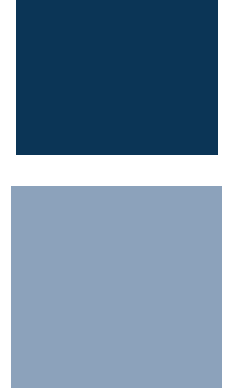
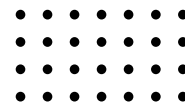
9 in 10 Americans remain satisfied with the variety of alcohol products available.



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

— Total Satisfied
— Total Dissatisfied

SATISFACTION REMAINS HIGH

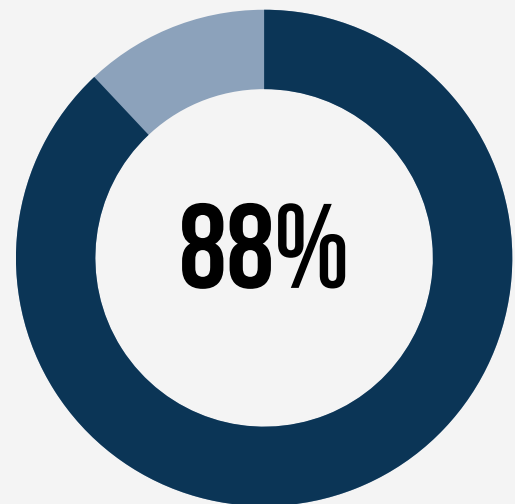


Over two-thirds (69 percent) of Americans say that their state's alcohol regulations are "just right."

It is very important to keep the alcohol industry regulated.

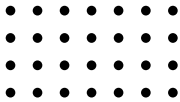
There is continued confidence in the safety of alcohol products sold as well. A vast majority of adult Americans trust that what they consume is safe.

I trust that alcoholic beverages such as beer, wine and liquor sold in stores and restaurants in my state can be consumed safely, meaning they are not tainted or counterfeit.



— Total Agree — Total Disagree

SATISFACTION REMAINS HIGH



Americans are overwhelmingly satisfied with the number of places where alcohol can be purchased in their community.

75%

75% of respondents think the number of places where alcohol can be purchased in their community is just right.

16%

8%

- Just right
- Too many
- Not enough

A majority of Americans say increasing the number of outlets would cause more problems for a community.

58%

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

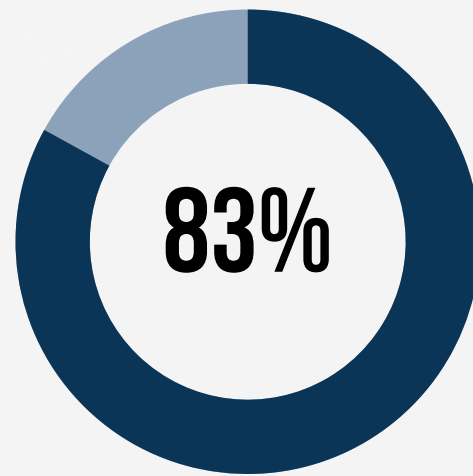
- Cause more problems for a community
- Provide more benefits for a community

THE 3-TIER SYSTEM WORKS WELL

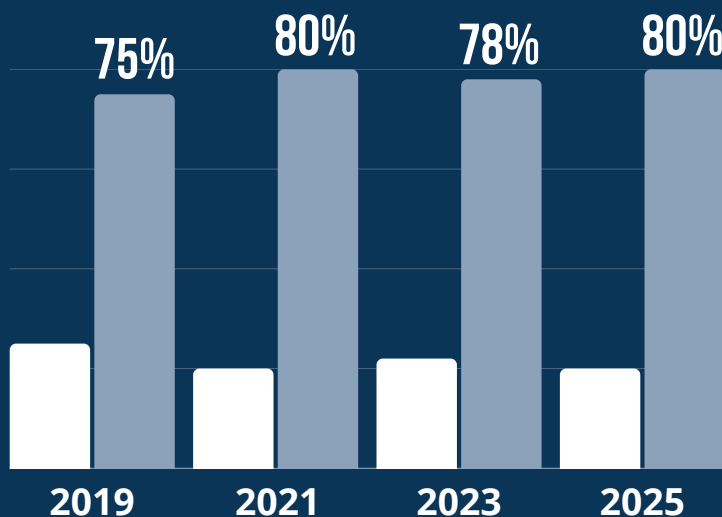
We provided a brief explanation of the current three-tier system of alcohol regulation and then asked about individual states regulating alcohol. 83 percent of Americans support states setting their own alcohol laws and regulations.

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?

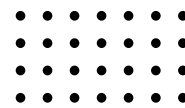


■ Total Support ■ Total Oppose



**AGREE THAT THE
THREE-TIER SYSTEM
WORKS WELL**

THE 3-TIER SYSTEM

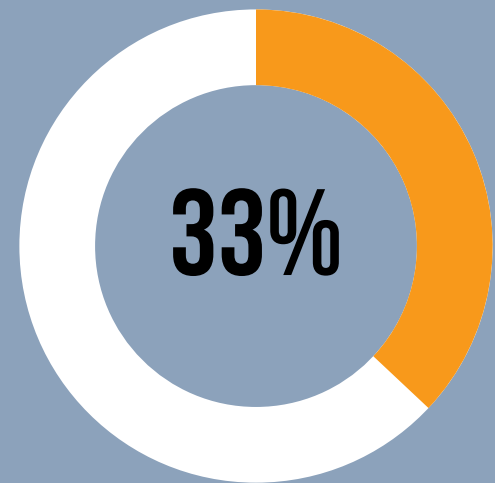
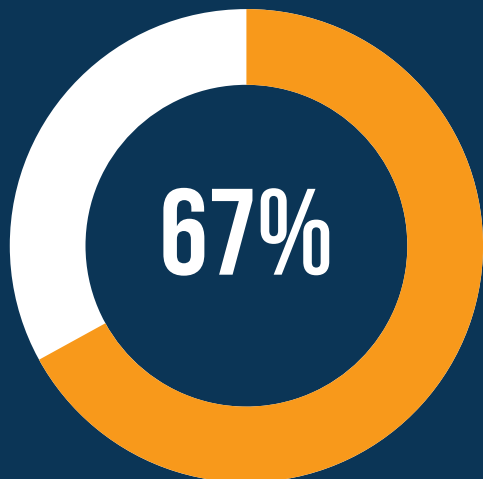


WORKS WELL

Two-thirds of Americans agree with the reasoning behind the three-tier system.

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

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.



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.

PUBLIC HEALTH AND SAFETY SHOULD BE A PRIORITY

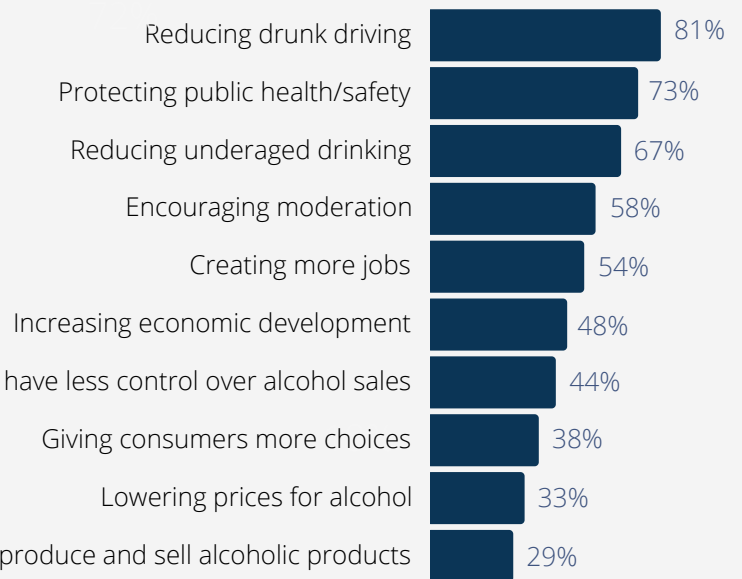
VOTERS WANT TO SEE LAWMAKERS ADDRESS DRUNK DRIVING

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 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.

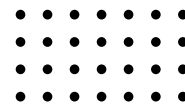
Supporting smaller companies to ensure large corporations have less control over alcohol sales

Allowing more businesses to produce and sell alcoholic products



LAWMAKERS SHOULD PRIORITIZE PUBLIC HEALTH AND SAFETY WHEN CONSIDERING REGULATORY CHANGES

PUBLIC HEALTH AND

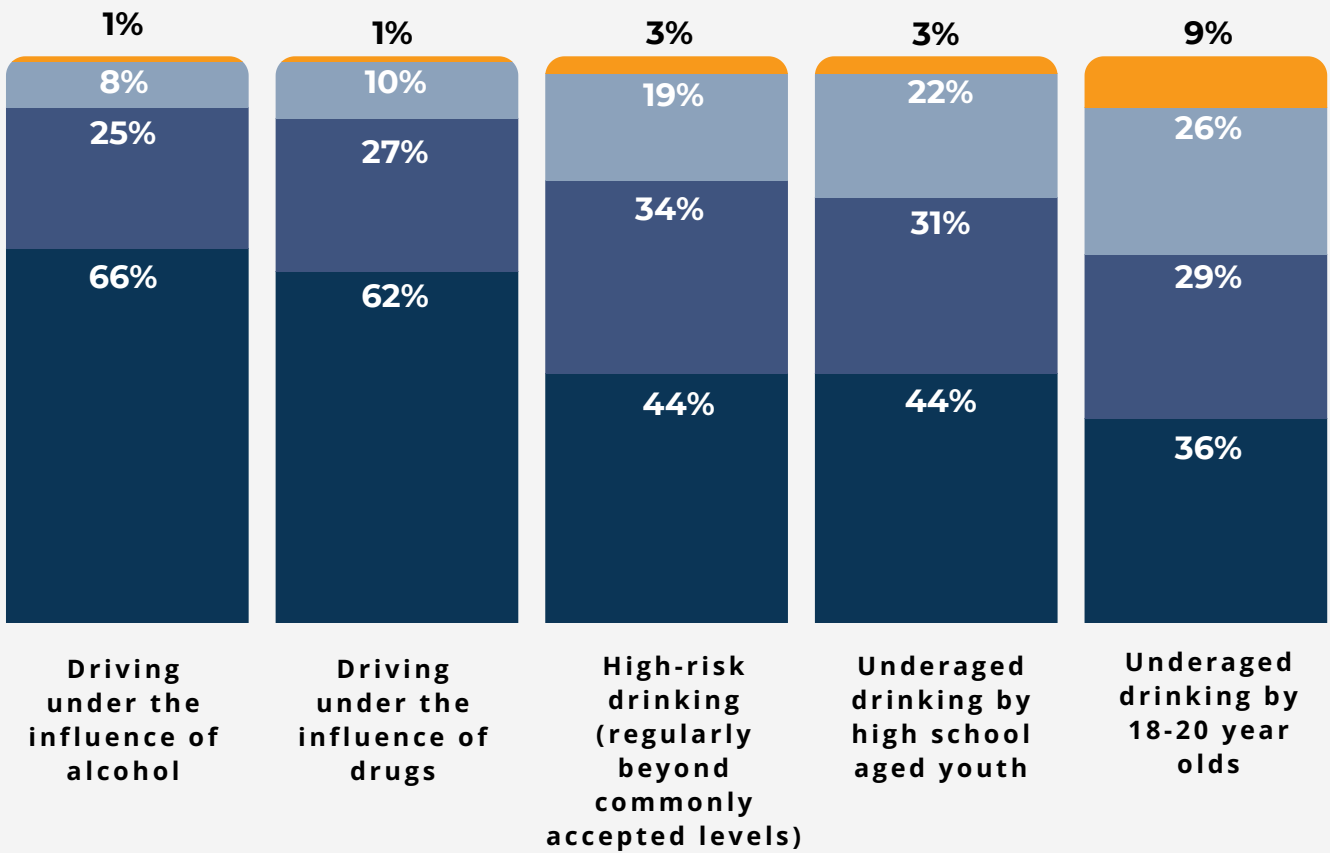


SAFETY SHOULD BE A PRIORITY

AMERICANS WANT ALCOHOL LAWS TO PRIORITIZE PUBLIC HEALTH AND SAFETY

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.

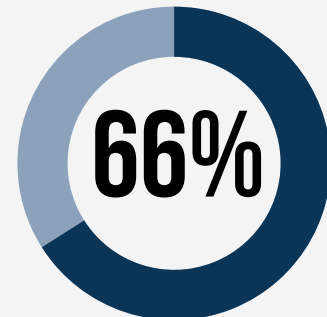
- Extremely Serious
- Very Serious
- Somewhat Serious
- Not a Problem



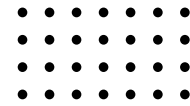
Nearly two-thirds of Americans say more needs to be done to reduce the potential harm caused by alcohol.

Generally, do you believe that more needs to be done to reduce the potential harm caused by alcohol, or do you think enough is being done now?

- More needs to be done
- Enough is being done



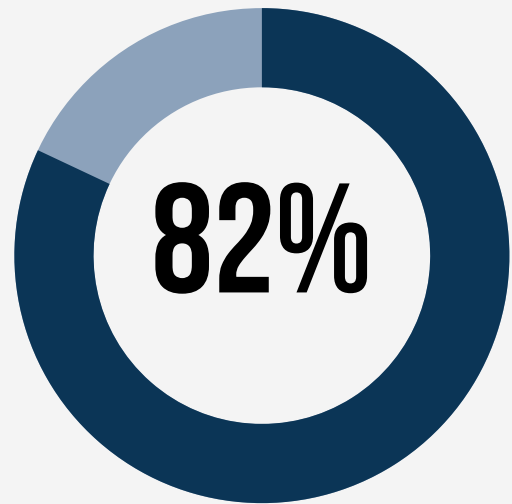
PUBLIC HEALTH AND SAFETY SHOULD BE A PRIORITY



AMERICANS ARE SATISFIED WITH ALCOHOL REGULATIONS IN THEIR STATE

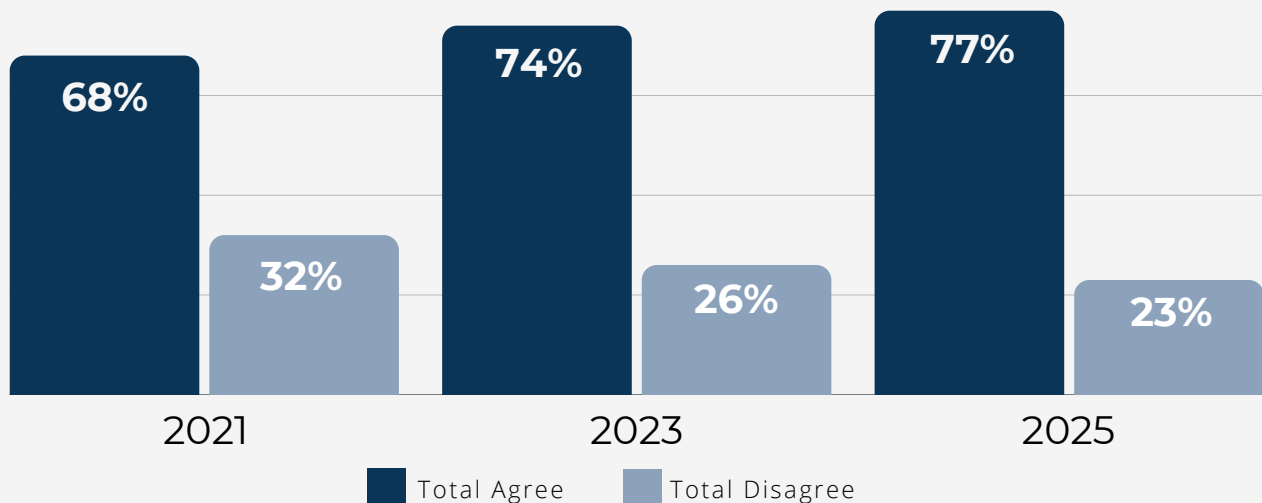
Americans believe loosening regulations will make underage drinking problems worse.

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.



■ Total Agree ■ Total Disagree

Americans believe the higher alcohol content of liquor poses a greater health risk than beer or wine.

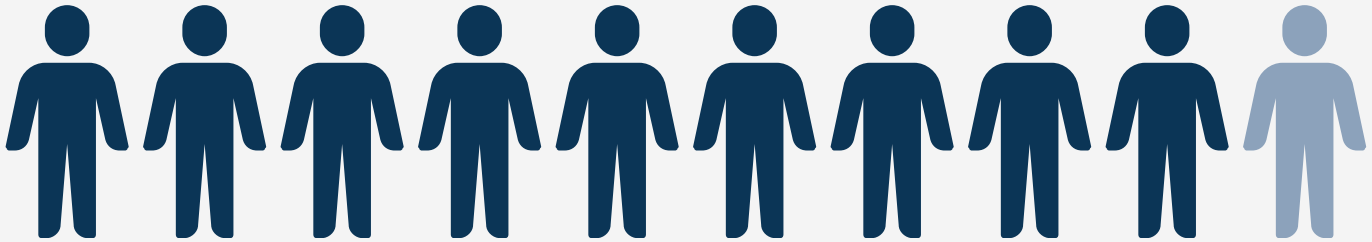


THE 3-TIER SYSTEM WORKS WELL

92% of Americans support background checks of licensed alcohol stores and owners.

There are a number of proposals in state legislatures to address how alcohol could be regulated: Do you support or oppose ensuring that stores which sell alcohol are licensed and owners undergo background checks?

■ Total Support
■ Total Oppose

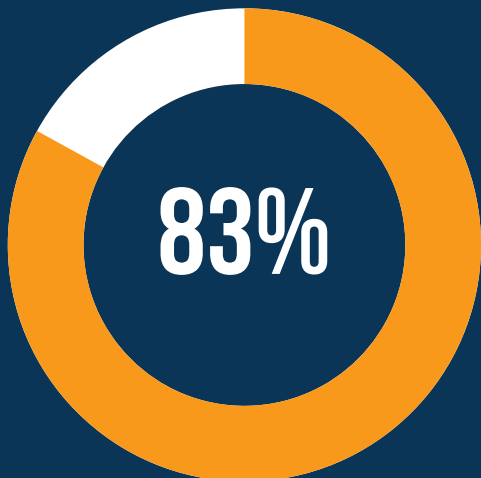


Alcohol Delivery Policy

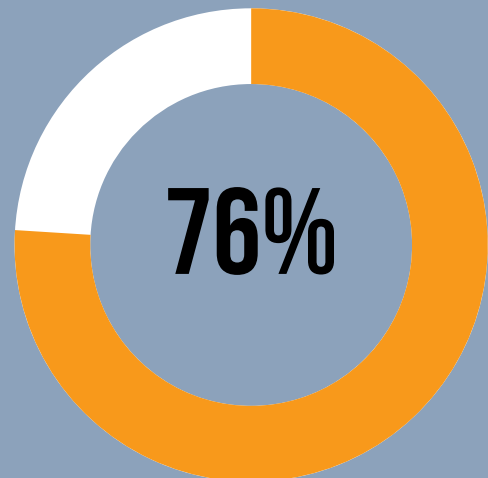


There is overwhelming support for holding companies and their employees who deliver alcohol to the same standards as traditional venues.

Holding companies that deliver alcohol to the same standards as bars, restaurants, and stores that sell alcohol.



Holding any person delivering alcohol to the same standards as a bartender and store clerk who sells alcohol.



CONCLUSION



Ultimately, the Center's 2025 Sentiment survey found attitudes among adult Americans remain the same: **the long-standing alcohol regulatory system in the U.S. works, and people like it**. The results show — as they have repeatedly in the past — that there is **solid support across the country for state regulation of alcohol**. In part, this is because alcohol is viewed as a unique product that requires oversight; a solid majority of Americans reject the idea that alcohol is just like other consumer goods such as toilet paper and tin foil.

More broadly, Americans are **satisfied with current alcohol regulations in their state**. In multiple questions throughout the survey, Americans express clear and overwhelming satisfaction with how their state handles alcohol distribution. Most significantly, Americans want alcohol laws to **prioritize safety**. The public strongly believes that alcohol-related problems are of serious concern, and that health and safety should be at the forefront when lawmakers consider alcohol regulations.



For more information about our work, initiatives, and impact, we invite you to visit our website. Explore our latest research, reports, and resources to stay informed and engaged with our mission.



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