

Drinking in America

The New Prohibition—Decreasing Approval of Consumption

In 1920, the 18th amendment prohibiting the manufacture, sale, and transportation of alcoholic beverages, went into effect. Thirteen years later, the amendment was repealed. Now, perhaps somewhat surprisingly, the US is seeing a rising trend in support for a "New Prohibition." And for many who think that some drinking is acceptable, the key increasingly is moderation. What we consider "moderate" has become more restrictive over the past 20 years.

We consume much more beer than either wine or distilled spirits, and our tastes have become much "lighter" since 1980 when light beer first came into vogue. Not surprisingly, France and Italy top the list in international wine consumption. Germany, Denmark, and Austria top the beer consumption list.

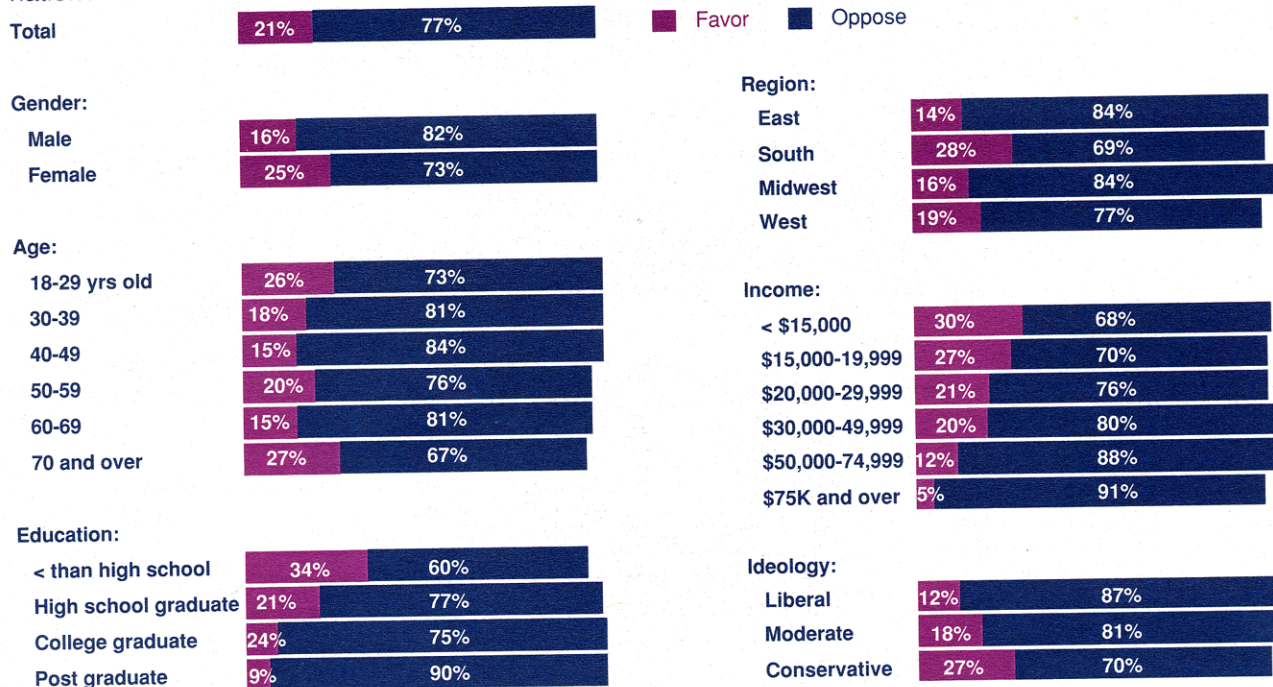
Question: Whether or not you yourself happen to drink you may have feelings about when it is proper to drink and what to drink. Do you think there are some occasions where it is all right for people to have a drink of wine, beer or liquor, or don't you think it is ever all right for people to have any kind of drink?



	All right to drink on some occasions	Never all right
1976	85%	13%
1982	88	11
1985	88	10
1987	80	18
1990	82	16
1992	76	21
1993	77	19
1994	76	21

Source: Survey by Roper Starch Worldwide, latest that of February 12-26, 1994.

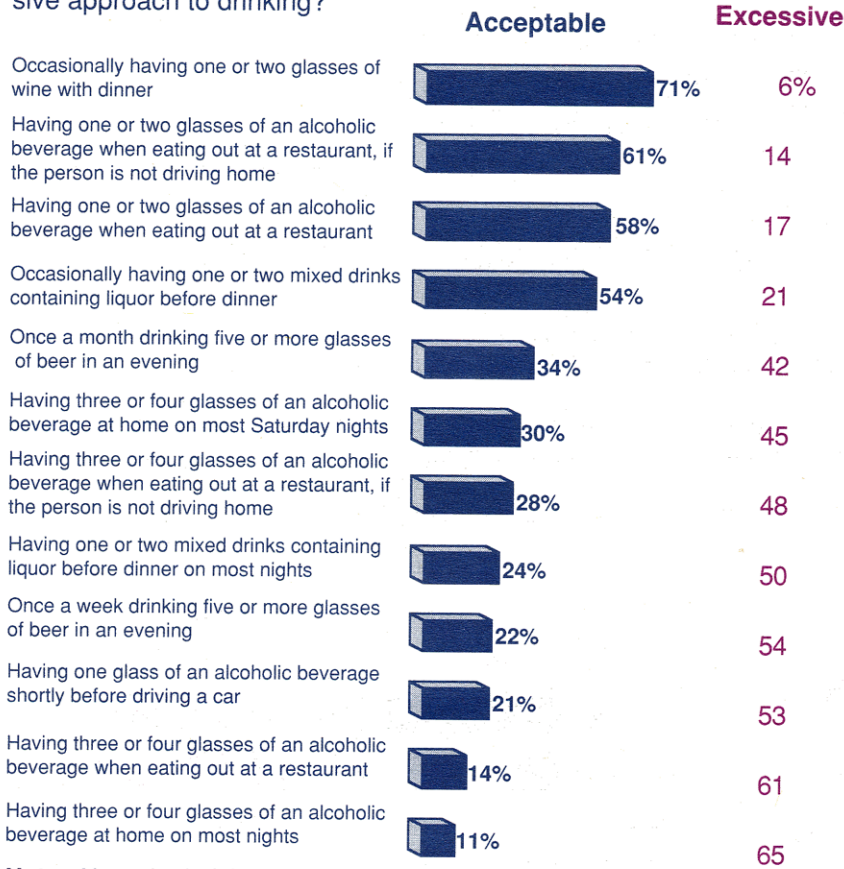
Question: Would you favor or oppose a law forbidding the sale of all beer, wine and liquor throughout the nation?



Source: Survey by the Gallup Organization for CNN/USA Today, June 3-6, 1994.

Key to Acceptable Drinking is Moderation

Question: ...Here are some different approaches to drinking... for each one, would you please tell me if you think it an acceptable or an excessive approach to drinking?



Note: Not asked of those 21% who said it's never okay to drink.

Source: Survey by Roper Starch Worldwide, latest that of February 2-22, 1992.

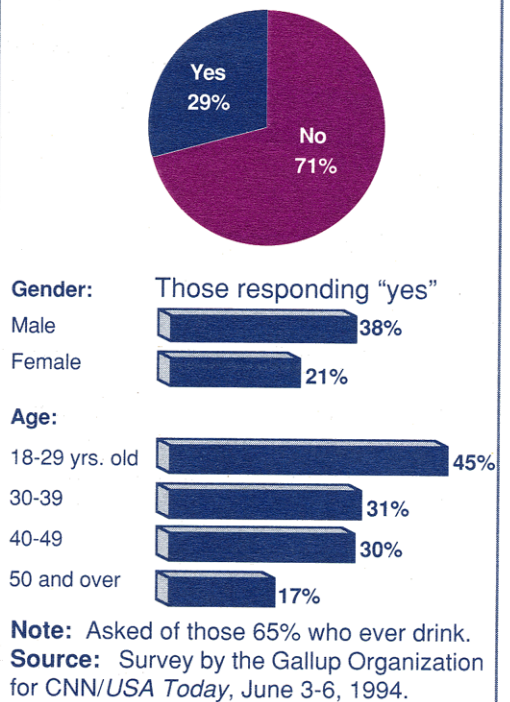
Question: ...For each [occasion please tell me whether] you think it is proper to have [a drink], or whether you don't think that's an occasion for drinking...?



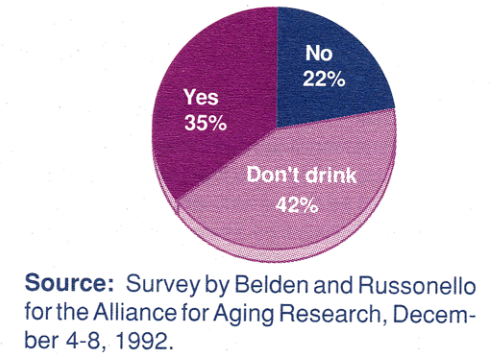
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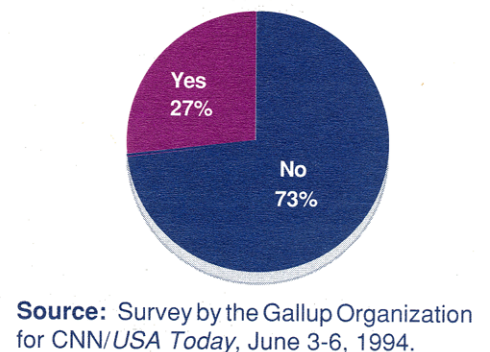
Question: Do you sometimes drink more than you should?



Question: In the last five years... have you... drunk less alcohol?

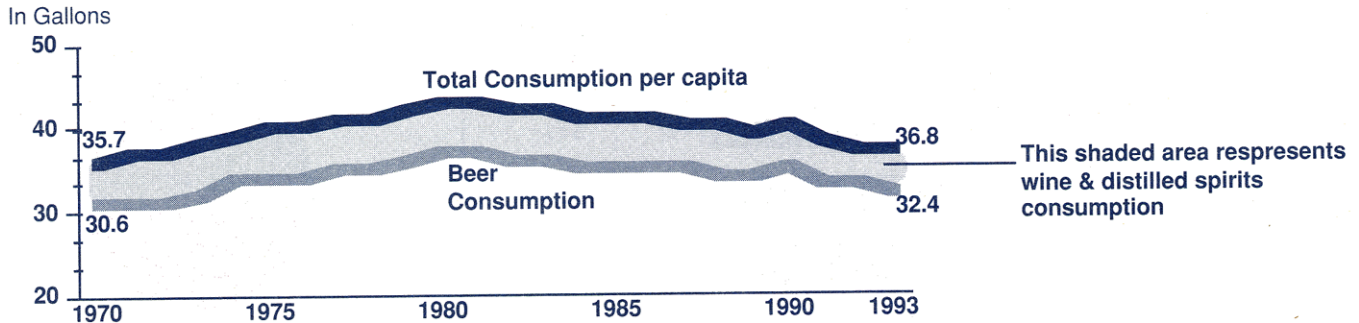


Question: Has drinking ever been a cause of trouble in your family?



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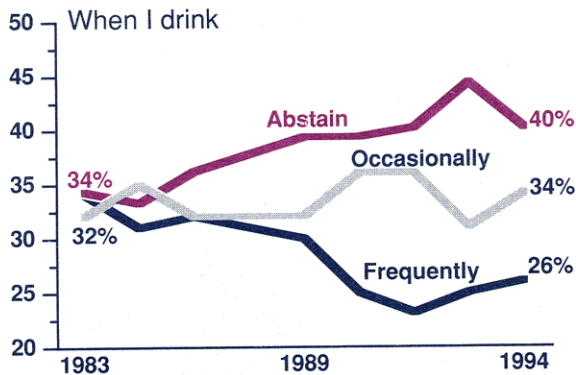
Consumption of Alcoholic Beverages is Again Trending Downward



Note: Consumption of adult population 21 and over.

Source: Judith Jones Putnam and Jane E. Allshouse, *Food Consumption, Prices, and Expenditures, 1970-93*, Economic Research Services, US Department of Agriculture, Statistical Bulletin No. 915, December 1994.

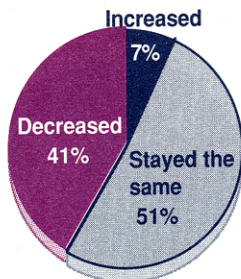
Question: In general, how often do you consume alcoholic beverages—that is, beer, wine, or liquor—never, less than one day a month, 1 to 3 days a month, 1 to 2 days a week, 3 to 4 days a week, 5 to 6 days a week, or daily?



Note: Occasional drinkers are defined as those who drink "1 to 3 days a month" to "less than once a month." Frequent drinkers are defined as those who drink "daily" to "1 to 2 days a week."

Source: Surveys by Princeton Survey Research Associates for *Prevention*, latest that of November 3-16, 1994.

Question: During the past five years, has your consumption of alcoholic beverages increased, decreased, or stayed about the same?

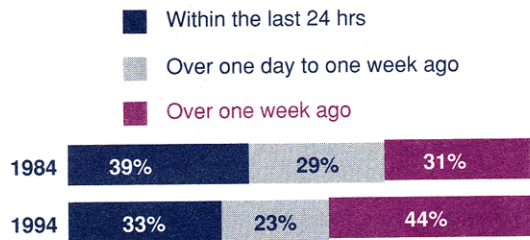


Note: Asked of those 65% who ever drink.

Source: Survey by the Gallup Organization for *CNN/USA Today*, June 3-6, 1994.

Question: When did you last take a drink of any kind of alcoholic beverage?

Most recent drink consumed:

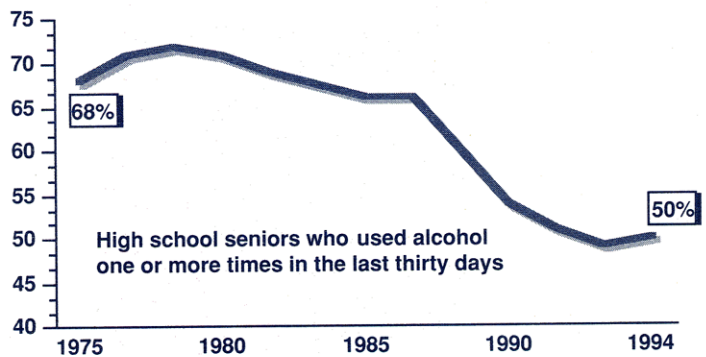


Note: Asked of those 64% and 65% who ever drink for 1984 and 1994, respectively.

Source: Survey by the Gallup Organization for *CNN/USA Today*, latest that of June 3-6, 1994.

Teen Drinking Continues to Decline

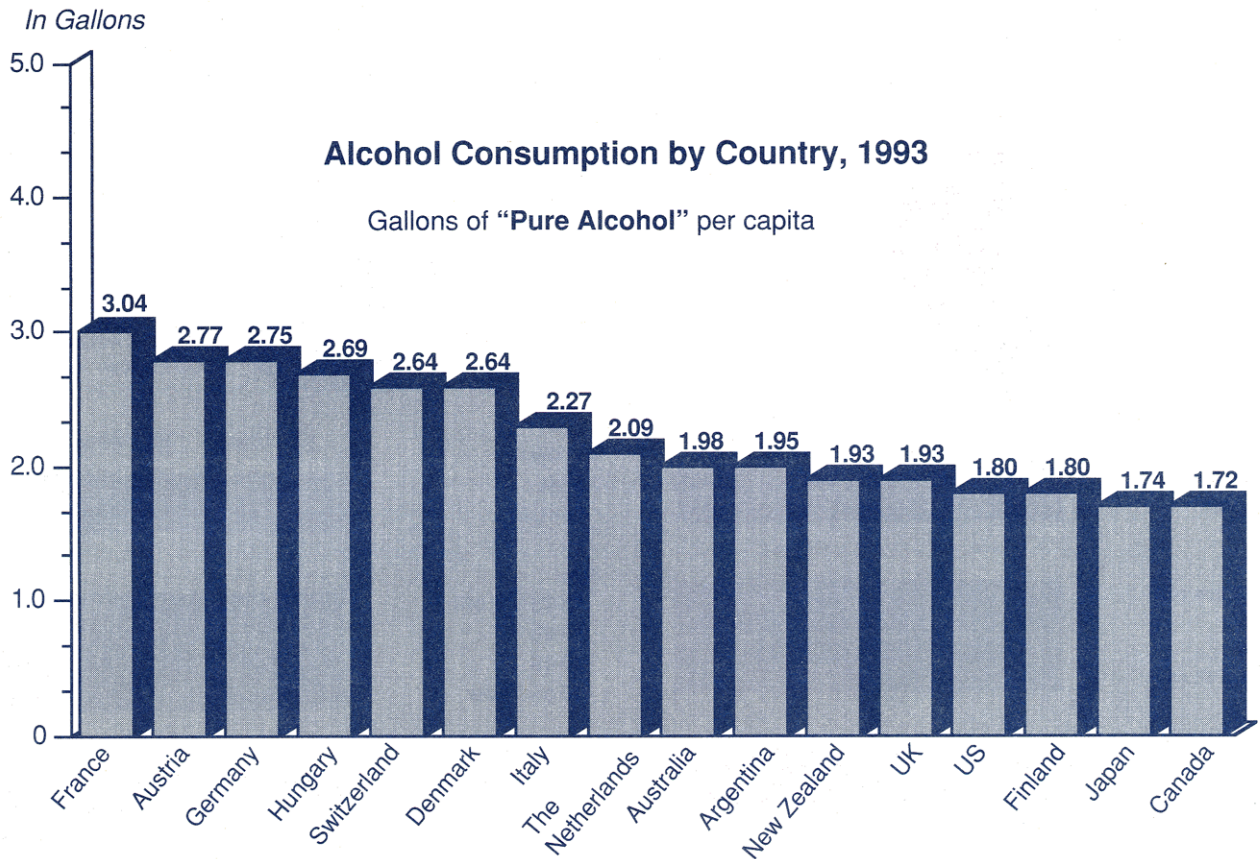
Question: On how many occasions (if any) have you had alcohol to drink during the last 30 days?



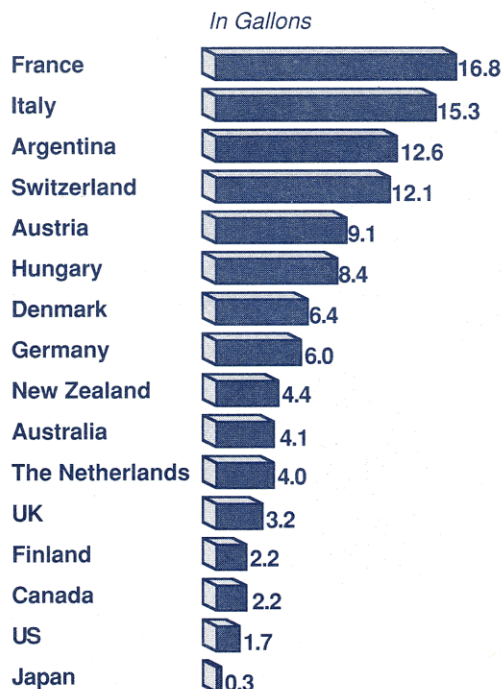
Note: Since 1993 the question text has been changed to indicate that a drink meant more than a few sips.

Source: Surveys by the Institute for Social Research for the National Institute on Drug Abuse, latest that of 1994.

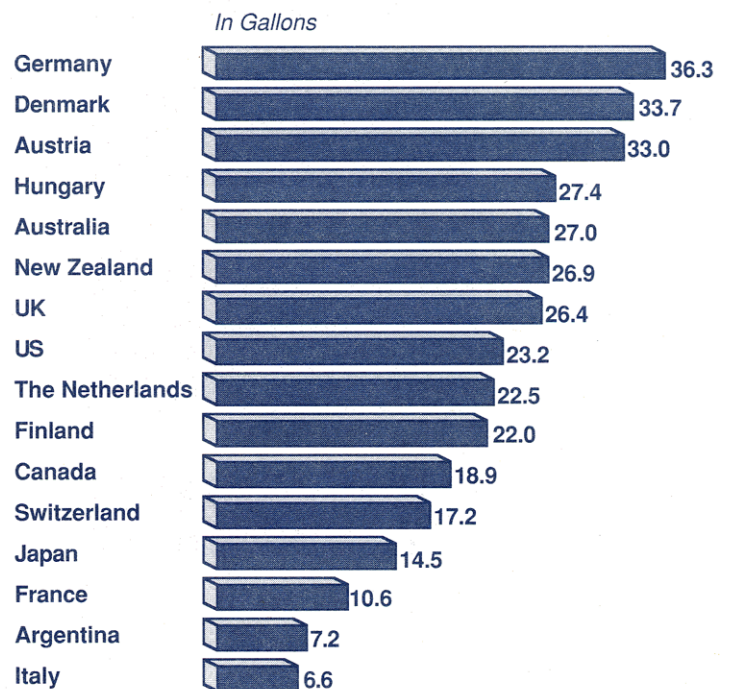
The US is Well Back of the “Leaders”



Wine Consumption Per Capita, 1993



Beer Consumption Per Capita, 1993



Note: Data based on total population.

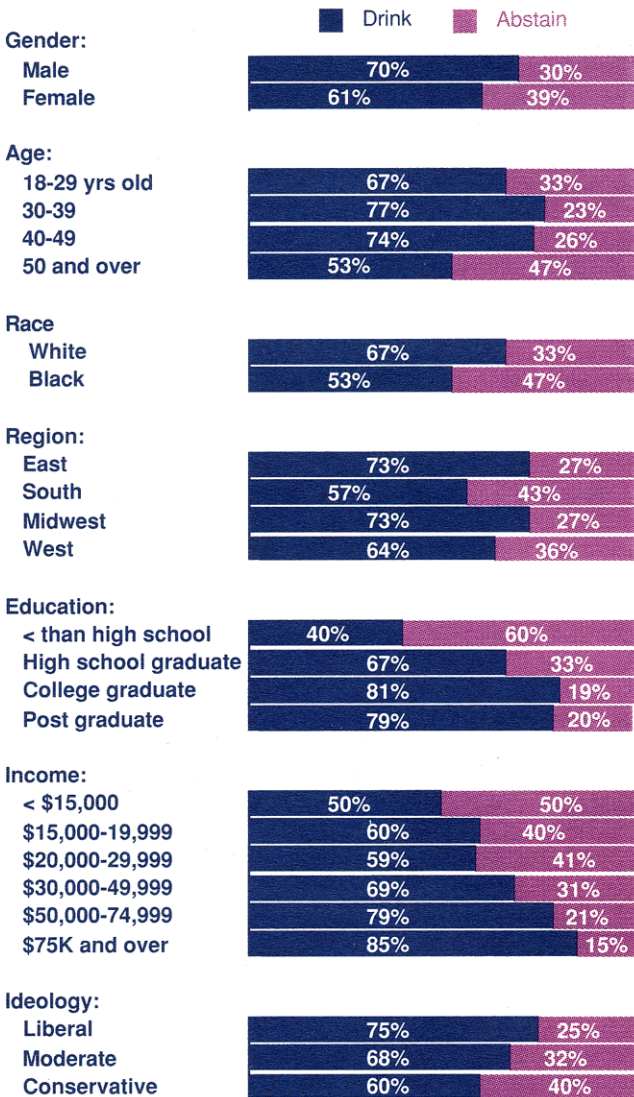
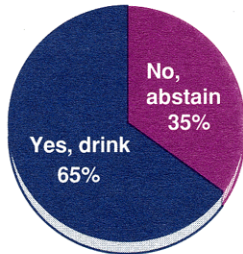
Source: *World Drink Trends, 1994* (United Kingdom, NTC Publications Ltd., 1994).

Drinking in America

Imbibing America

Who Drinks?

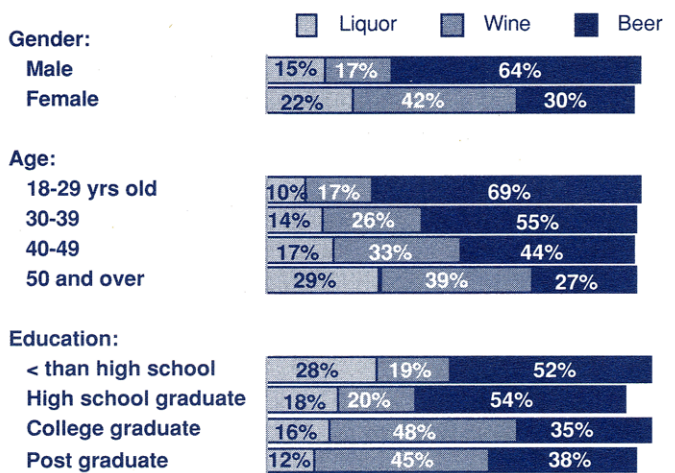
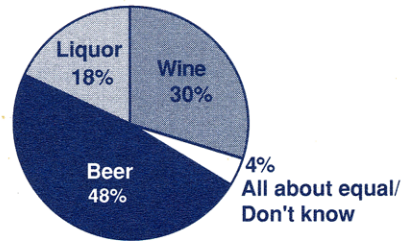
Question: Do you have occasion to use alcoholic beverages such as liquor, wine, or beer, or are you a total abstainer?



Source: Survey by the Gallup Organization for CNN/USA Today, June 3-6, 1994.

Who Drinks What?

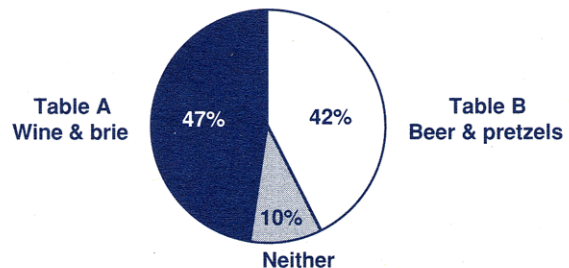
Question: Do you most often drink liquor, wine, or beer?



Note: Asked of those 65% who ever drink.
Source: Survey by the Gallup Organization for CNN/USA Today, June 3-6, 1994.

Practical America

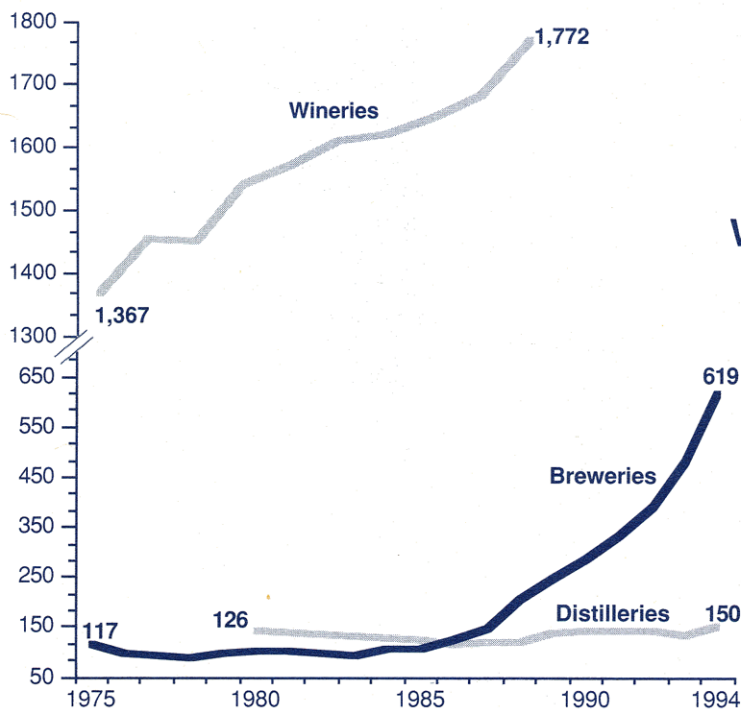
Question: Suppose you were at a social occasion and you could only get food and drinks from one of the following tables: Table A has white wine, soda, and brie; Table B has beer, soda, and pretzels. Which table would you go to—Table A or Table B?



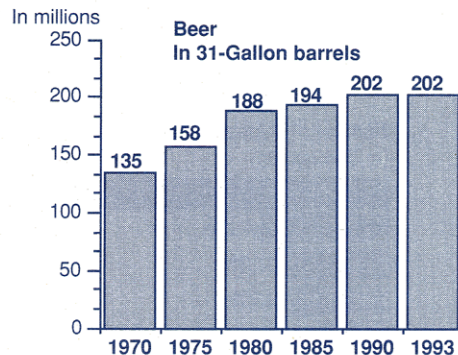
Note: Asked of registered voters.
Source: Survey by Peter Hart and Breglio Research Companies for NBC News/Wall Street Journal, January 17-21, 1992.

Production Facts

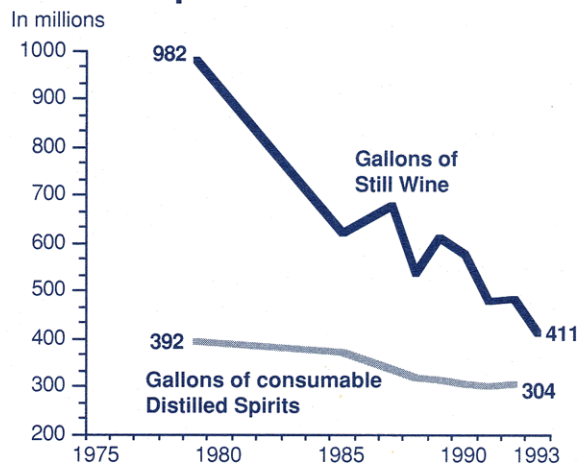
The Age of Micro-Breweries and Wineries



Beer Production Up Modestly Above Population Growth



Wine and Liquor Production Down



Source: Data provided by the US Treasury Department, Bureau of Alcohol, Tobacco, and Firearms.

There were 99 Bottles of Beer on the Wall...

Beer bottles produced in 1993 13,801,392,000
 Beer cans produced in 1993 37,531,000,000
 Pounds of malt used in a year 4,816,000,000
 *estimates

Source: *Brewers Almanac, 1994* (Washington DC: The Beer Institute, 1994.)

1993 Shipments of:

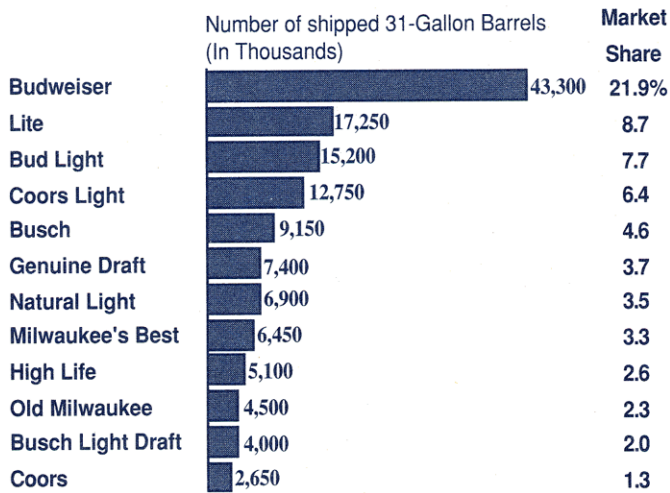
Malt Beverage In Gallons				Distilled Spirits In Gallons				Wine In Gallons			
Top Ranking Three				Top Ranking Three				Top Ranking Three			
	State	Per capita	Gallons Shipped (000)		State	Per capita	Gallons Shipped (000)		State	Per capita	Gallons Shipped (000)
1.	CA	20.8	648,041	1.	CA	1.30	40,576	1.	CA	2.86	89,327
2.	TX	28.1	506,485	2.	FL	1.86	25,431	2.	NY	2.19	39,922
3.	FL	26.1	356,348	3.	NY	1.23	22,353	3.	FL	2.06	28,203

Source: *Brewers Almanac, 1994* (Washington DC: The Beer Institute, 1994). Malt Beverage data provided by The Beer Institute; Distilled spirits data provided by the Distilled Spirits Council of the US and the US Department of Commerce; Wine data provided by the Wine Institute of the US and the US Department of Commerce.

Drinking in America

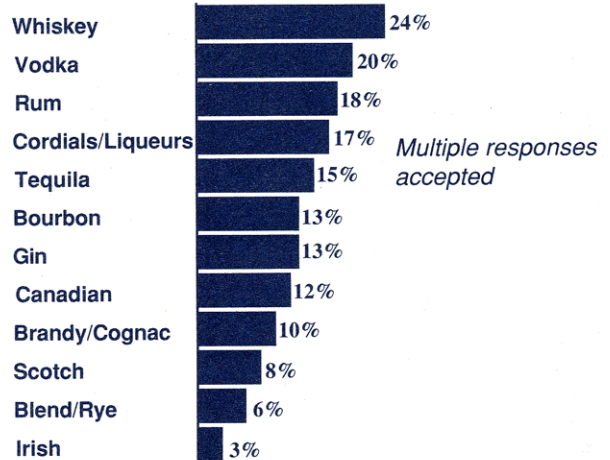
Consumption Facts

Still the King of Beers Top 12 Brands, 1993



On the Rocks Favorite Distilled Spirits, 1993

Based on adult population, non-drinkers included.

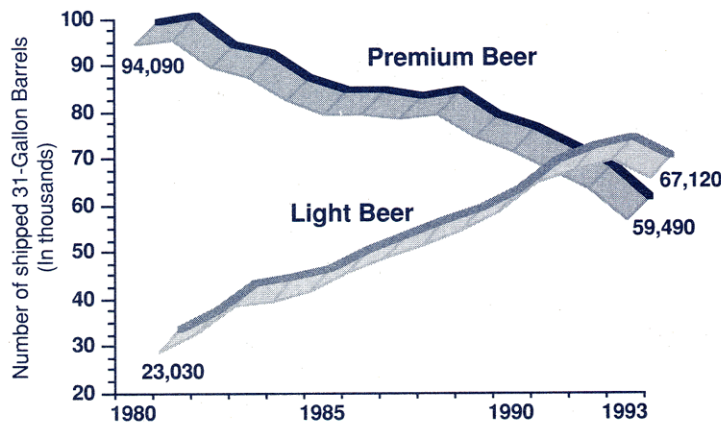


Note: US consumption only.

Source: Data provided by Beer Marketer's Insights, 1995.

Source: Data provided by Simmons Market Research Bureau; 1993 Study of Media and Markets.

America Gets Lighter



Share of the Beer Market in the US, by Type of Beer, 1993

Type of Beer	Number of shipped 31-Gallon Barrels (In thousands)	Market Share
Light	67,120	35.7%
Premium regular	59,490	31.7
Popular regular	34,740	18.5
Imports	9,250	4.9
Malt liquor	7,680	4.1
Super premium	4,420	2.4
Dry	2,560	1.4
Specialties*	1,600	0.9
Ale	680	0.4
Ice	390	0.2

* Includes domestic micro-brewers, brew pubs, and contract brewers.

Note: US consumption only.

Source: Data provided by Beer Marketer's Insights, 1995.