

ALCOHOL CONSUMPTION

during COVID-19

This week's insights were collected Friday, May 1 - Sunday, May 3 among a population of N=327 U.S. consumers age 21+ who consume alcohol.

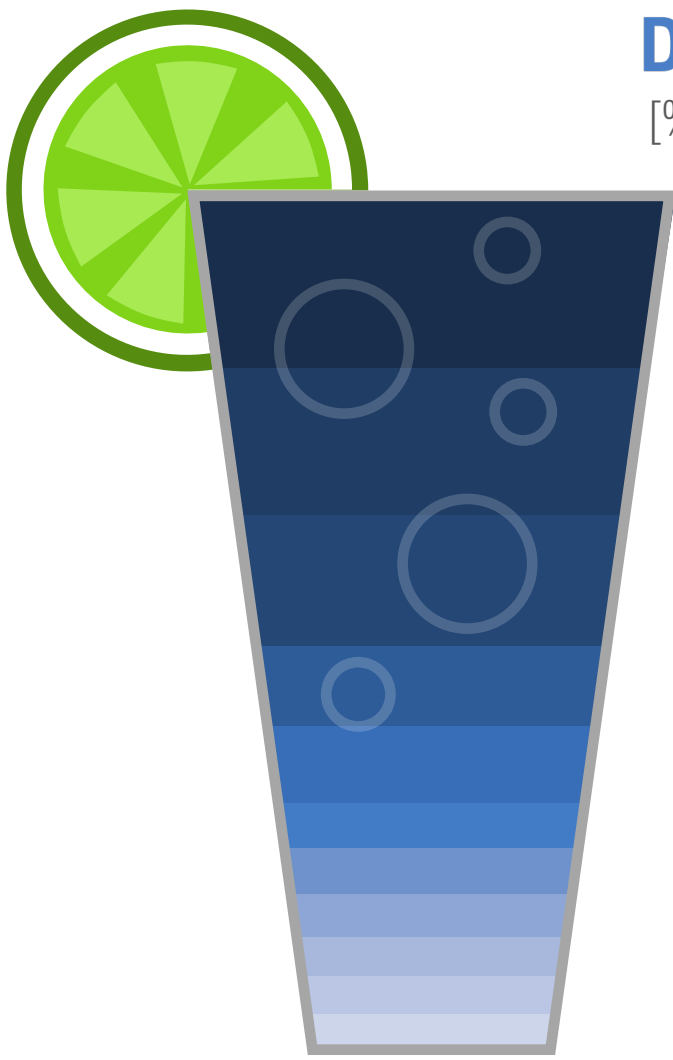
Not all alcoholic beverages are created equal.

Availability, taste/flavors and price/value are top reasons for choosing which alcoholic beverages to drink.

While a variety of alcohol types are consumed, Beer has realized the greatest increase since the COVID-19 pandemic.

Reasons For Choosing Alcoholic Beverages During COVID-19

[% Those Who Drink Alcohol]



59 Availability TOTAL

[On Hand 33 | Avail In-store 32 | Avail For Home Delivery/Online 9]

51 Taste/Flavors

46 Price/Value

28 For Comfort/Stress Relief

27 Brand Name

16 Alcohol Content

16 To Add Fun/Excitement

15 It's A Routine/Habit

14 Package Size/Quantity

13 Calorie/Carb/Sugar Content

13 Trying Something Different/New Products

Types Consume

[% Those Who Drink Alcohol]

Changes In Behavior

[% Consumers of Type]

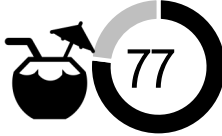
Spirits Total



Less than before COVID-19 | About the same | More than before COVID-19

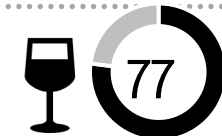
Beverage Type	% of Consumers	Less than before COVID-19	About the same	More than before COVID-19
Vodka	59	21	64	15
Rum	59	24	63	13
Tequila	58	26	62	12
Whiskey/Scotch/Bourbon	57	25	56	19
Liqueurs, Cordials & Schnapps	46	25	66	9
Gin	44	24	66	10

Mixed Drinks Total



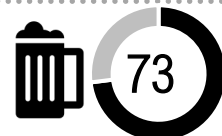
Beverage Type	% of Consumers	Less than before COVID-19	About the same	More than before COVID-19
Mixed Drinks/Cocktails	74	21	60	19
Ready To Drink Cocktails	50	29	58	13

Wine/Sparkling Wine/Champagne



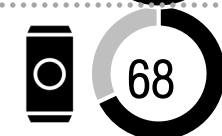
Change in Behavior	% of Consumers
Less than before COVID-19	20
About the same	58
More than before COVID-19	22

Beer



Change in Behavior	% of Consumers
Less than before COVID-19	20
About the same	50
More than before COVID-19	30

Seltzers/Ciders/FMB Total



Beverage Type	% of Consumers	Less than before COVID-19	About the same	More than before COVID-19
Flavored Malt Beverages	50	23	56	21
Spiked Seltzers	47	27	52	21
Hard Ciders	45	28	63	9

Base: Total (N=327)

Q1: How has your frequency of drinking of the following alcoholic beverages changed, if at all, during the COVID-19 pandemic? **I have been drinking...**

Q2: Knowing there are a lot of alcoholic beverage options available to you, what factors do you take into consideration when choosing which alcoholic beverages to drink, during the COVID-19 pandemic?