



provokē
insights

Alcohol:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including alcohol.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview

As consumers return to restaurants and bars, people are purchasing more alcohol; this is particularly true among beer and liquor drinkers.



Liquor Purchasers

Those who buy liquor more often affiliate with the Democratic party, live in cities and have children.



Beer Purchasers

Almost two-thirds of those who buy beer are men. They more often are Millennials, have children, and have a household income of \$100K+.



Wine Purchasers

Though they are wealthy, these Americans are more concerned about the economy. These Millennials tend to have a higher COVID-19 vaccination rate. Wine purchasers more often live in cities in the Northeast and have children.

Purchased Within the Last Month

As consumers are returning to restaurants and bars, people are purchasing more alcohol.

52% +13%



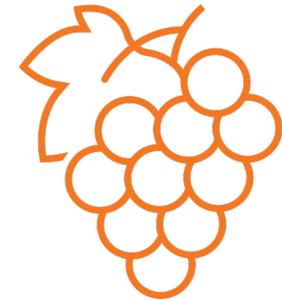
Beer

44% +9%



Liquor

37% +3%



Wine

 = Difference compared to January 2021



Purchases Liquor

Compared to US population

Higher likelihood to be:



53% Male (+9%)



50% Have kids living in the household (+6%)



48% Live in cities (+4%)



47% Are Democrats (+3%)

**44% of Americans
Purchase Liquor**



**51% of Americans
Purchase Beer**

Purchases Beer

Compared to US population

Higher likelihood to be:



63% Male (+12%)



57% Have kids living in the household (+6%)



57% household income of \$100K+ (+6%)



57% Millennials (+6%)



**37% of Americans
Purchase Wine**

Purchases Wine

Higher likelihood to be:

 47% household income of \$100K+ (+10%)

 42% Live in cities (+5%)

 42% Live in the Northeast (+5%)

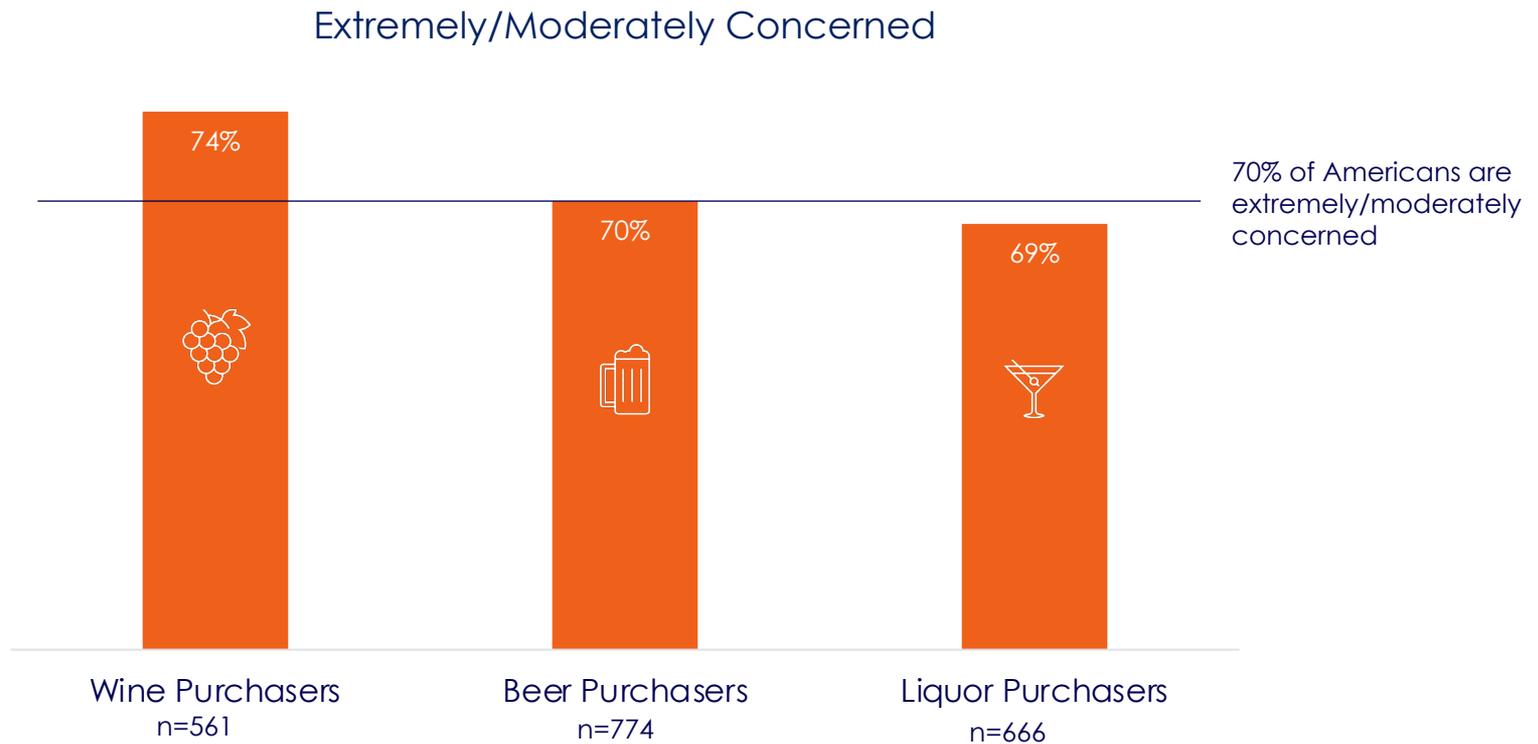
 41% have kids living in the household (+4%)

 41% Millennials (+4%)

 39% Covid-19 Vaccinated (+2%)

Concern About the Economy

Overall, Americans worry about the economy. Those who purchase wine are even more fearful.



Respondent Overview

Gender



52%
Female



48%
Male

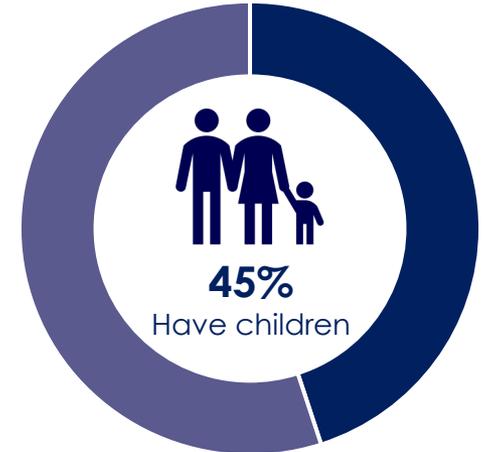
Generation

42 years old
Average Age

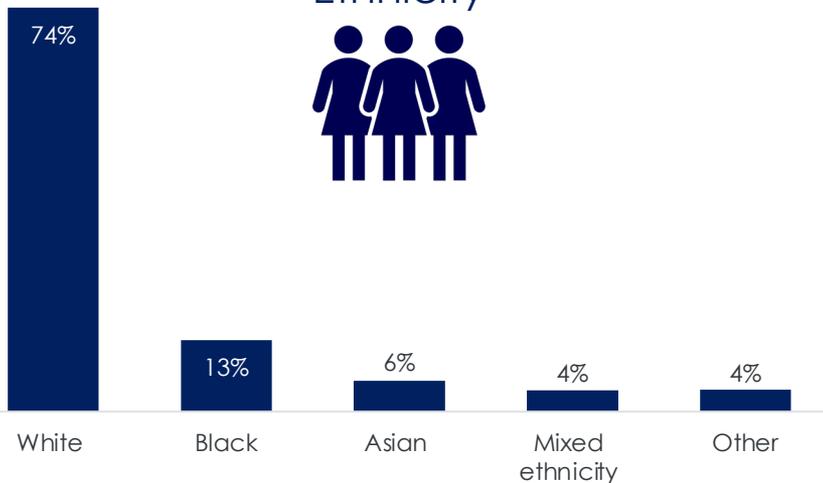


M 43% Millennials **X** 33% Gen X
B 18% Baby Boomers **Z** 6% Gen Z

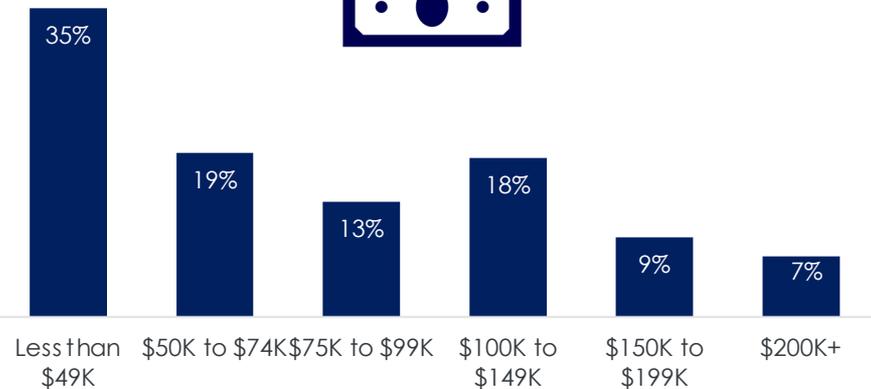
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated

30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

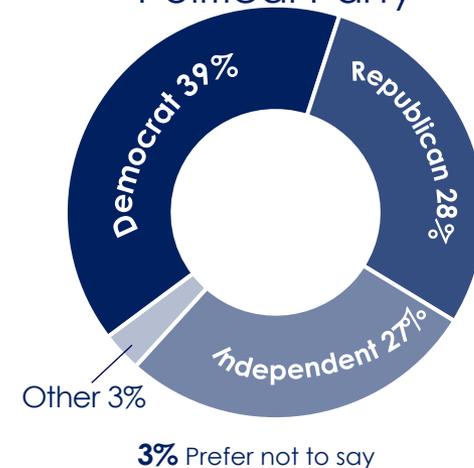


17% Northeast

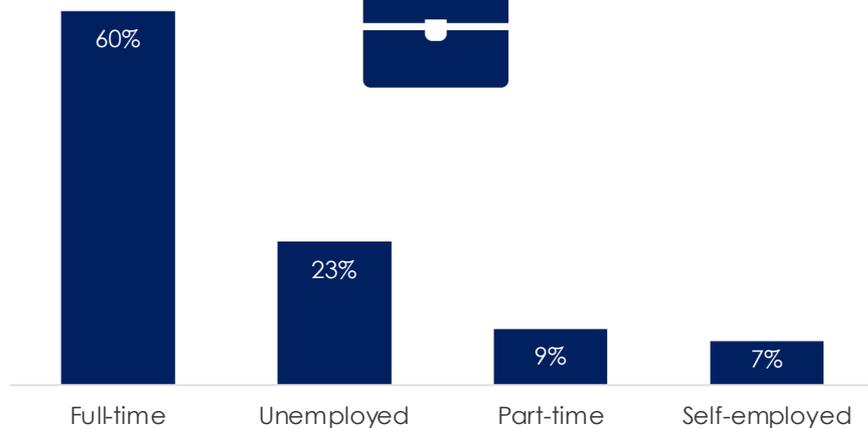


17% West

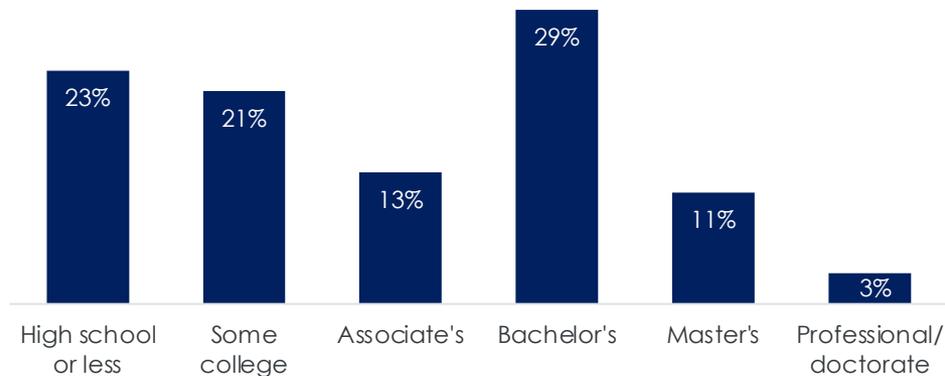
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.