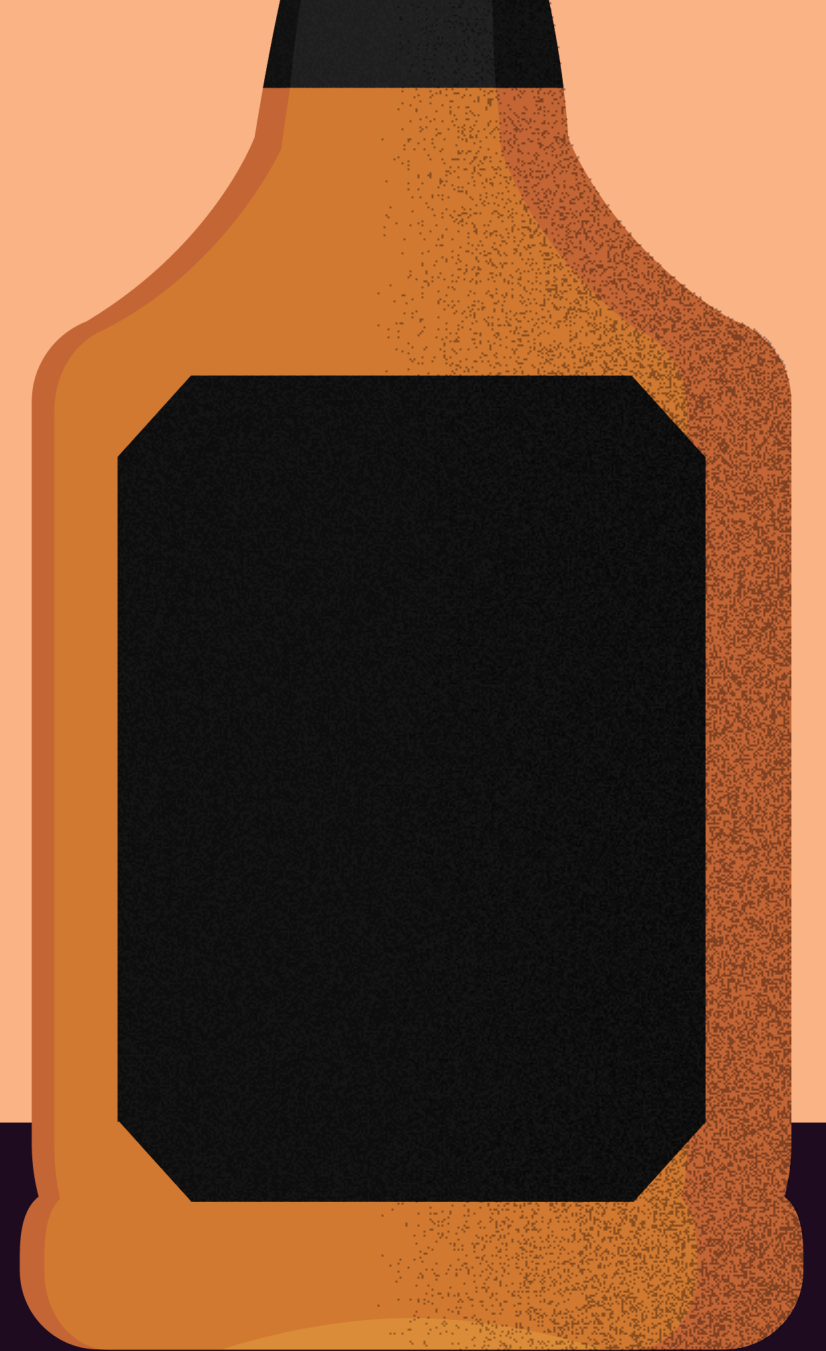
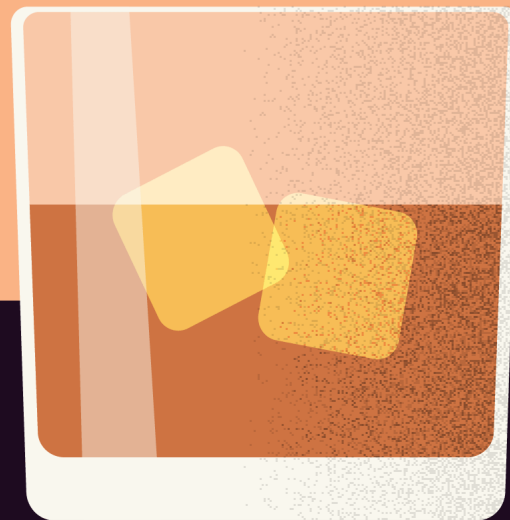


AMERICAN  
**DRINKING  
PREFERENCES**

ALCOHOL  
**INDUSTRY  
TRENDS**



Morning Consult is a technology company revolutionizing ways to **collect, organize, & share** survey research data to transform how decisions are made.

 **COLLECT**

*Survey Research*

Morning Consult's advanced survey research technology collects data at unprecedented scale, speed, and accuracy.

 **ORGANIZE**

*Data Intelligence*

Morning Consult's proprietary visualization and analysis software informs strategy and enhances campaigns.

 **SHARE**

*Media Platform*

Morning Consult's media platform and email briefings reach key decision makers in media, government, and industry.

CLIENTS

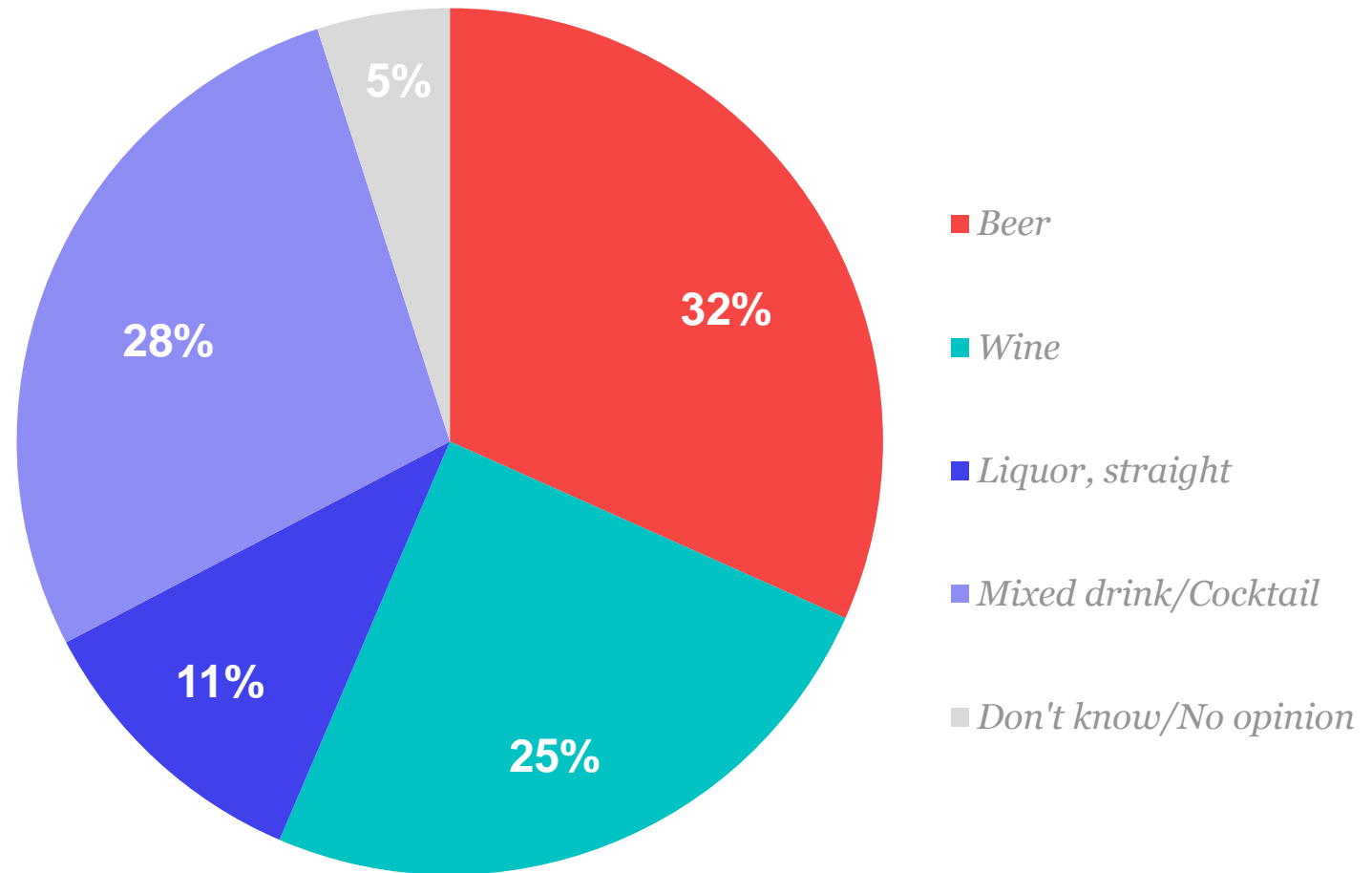


MEDIA PARTNERS



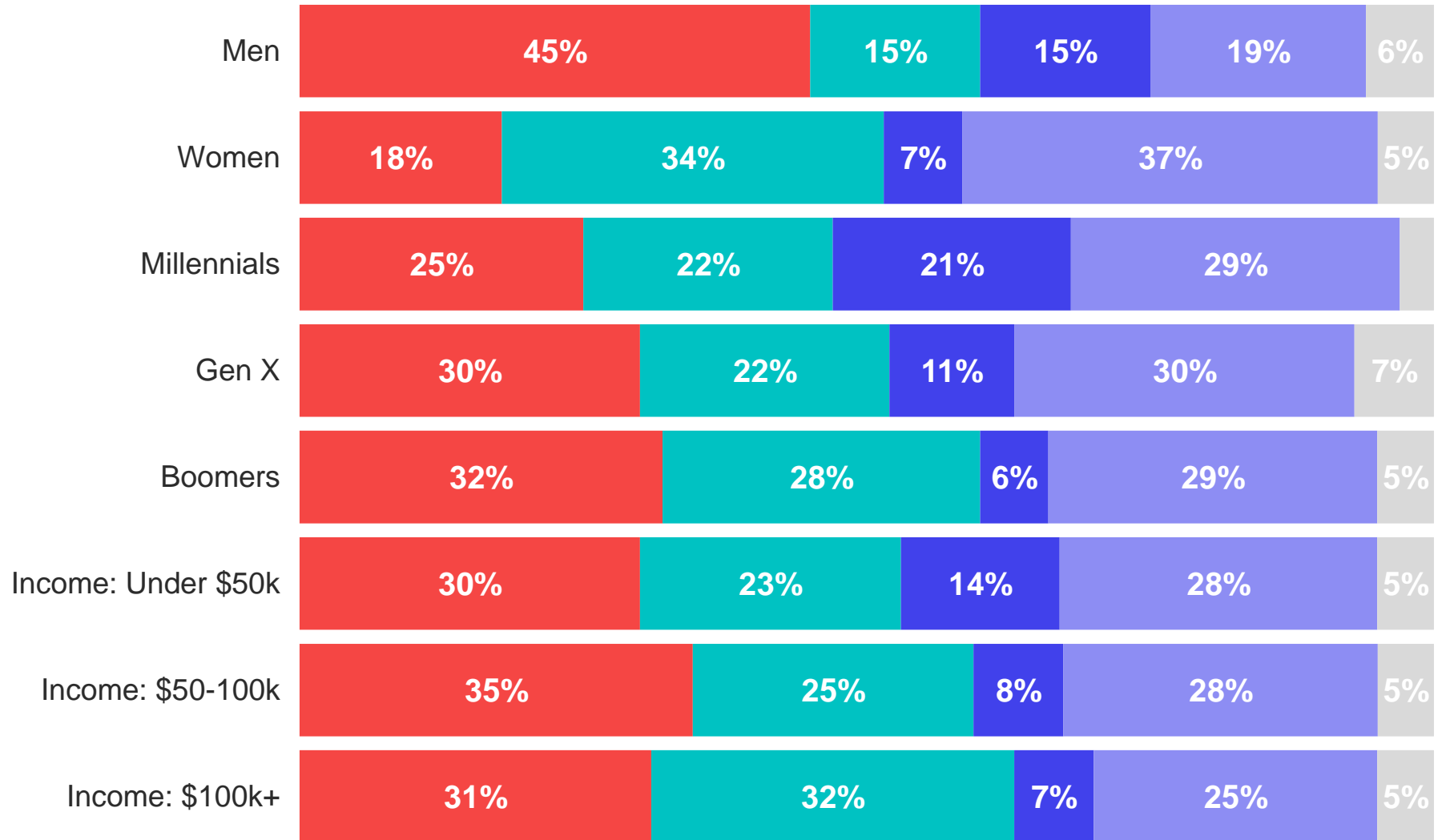
## Which of the following alcoholic beverages is your favorite to drink?

A plurality of Americans prefer liquor drinks.



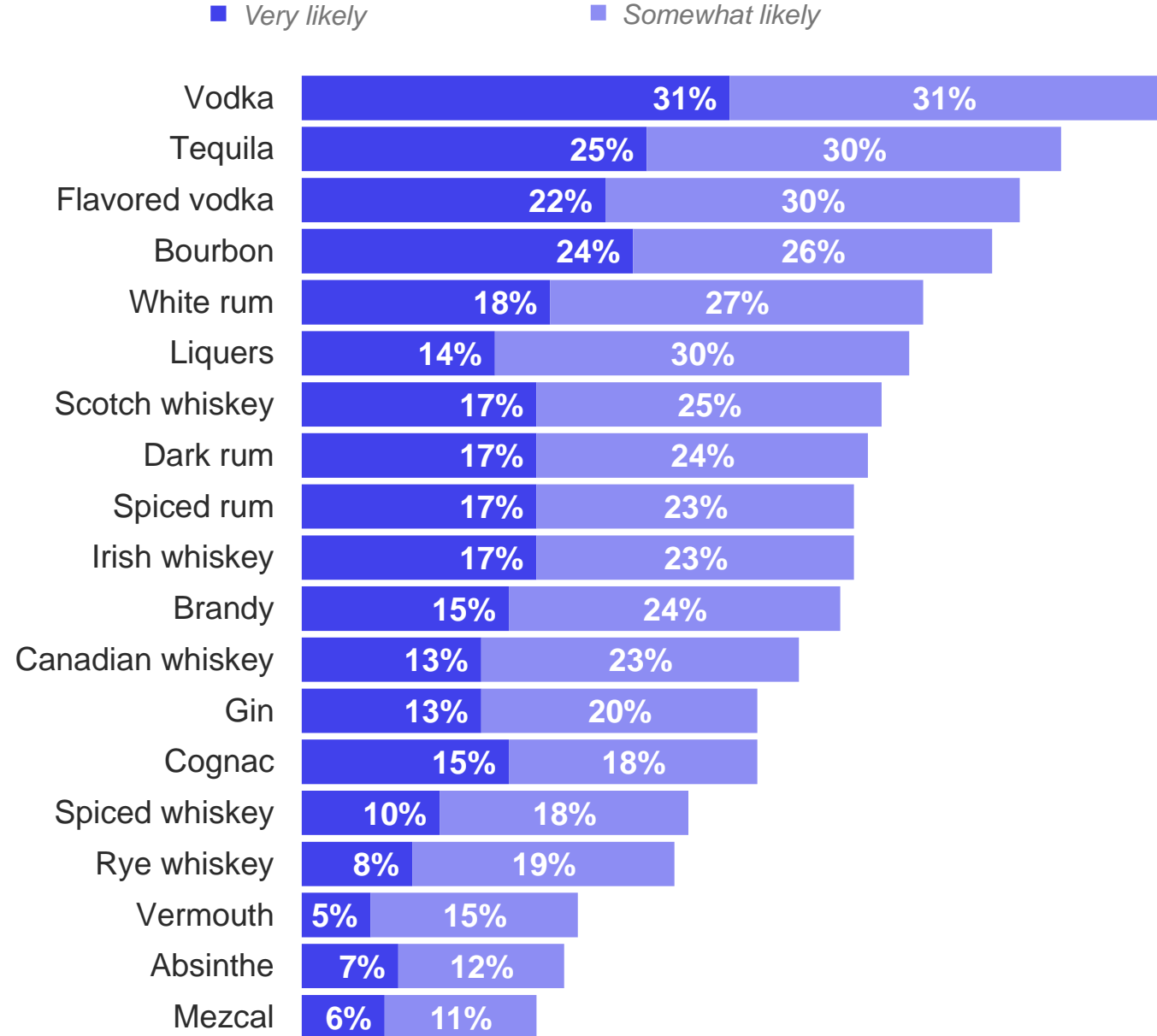
## Which of the following alcoholic beverages is your favorite to drink?

■ Beer 
 ■ Wine 
 ■ Liquor, straight 
 ■ Mixed drink/Cocktail 
 ■ Don't know/No opinion



Men prefer beer, millennials prefer liquor.

## How likely would you be to consider buying each of the following types of liquor?



**Vodka is the most popular liquor.**