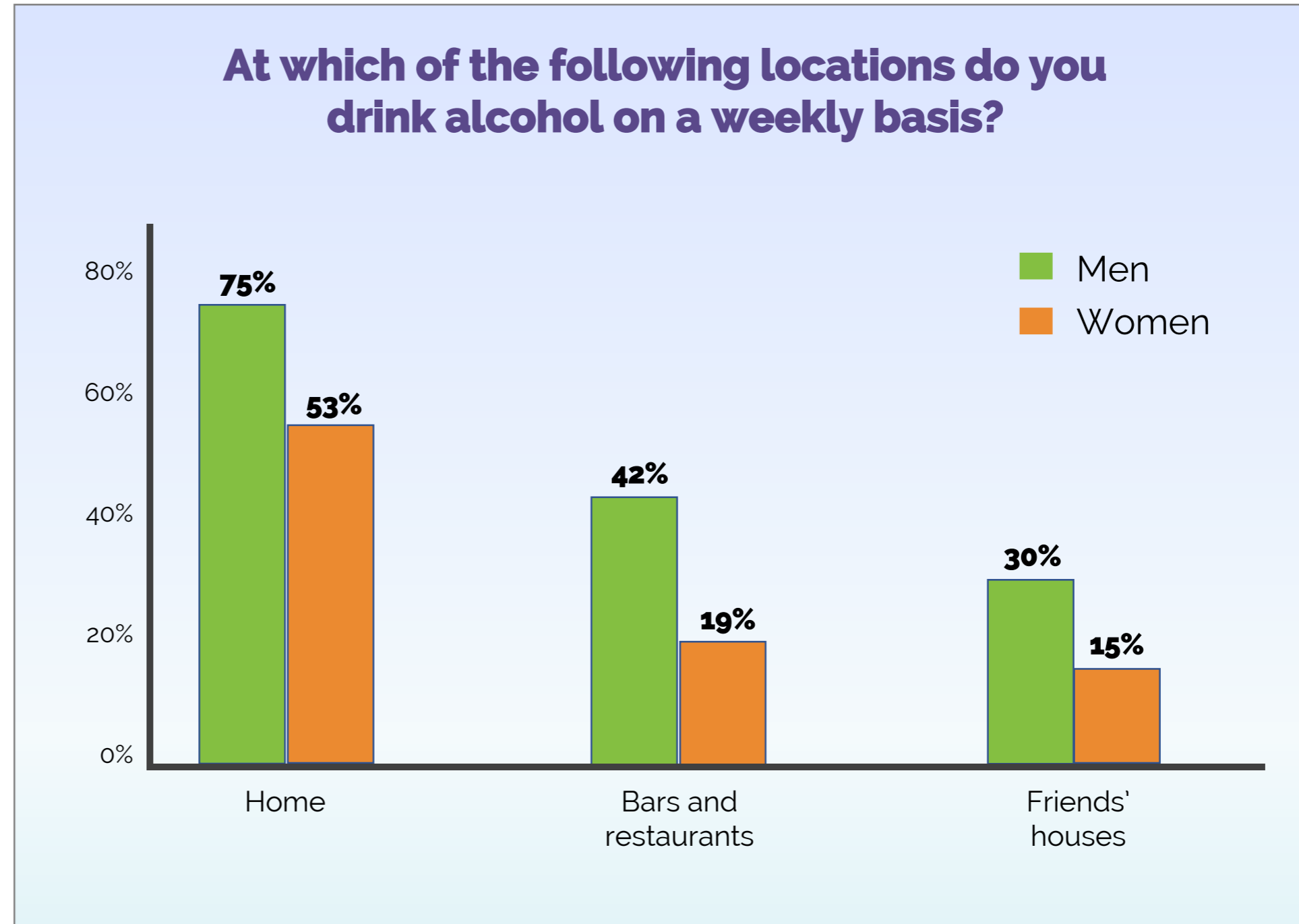


CONSUMERS ARE DRINKING MORE AT HOME THAN IN BARS AND RESTAURANTS

- Consumers are about twice as likely to drink alcohol on a weekly basis at home compared to bars and restaurants or friends' houses.
- Men are more likely than women to drink on a weekly basis at all locations.



Sample: n=523 social media savvy consumers ages 21-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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