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BESPOKE SURVEYS

CPGs and Alcohol, Vol 34

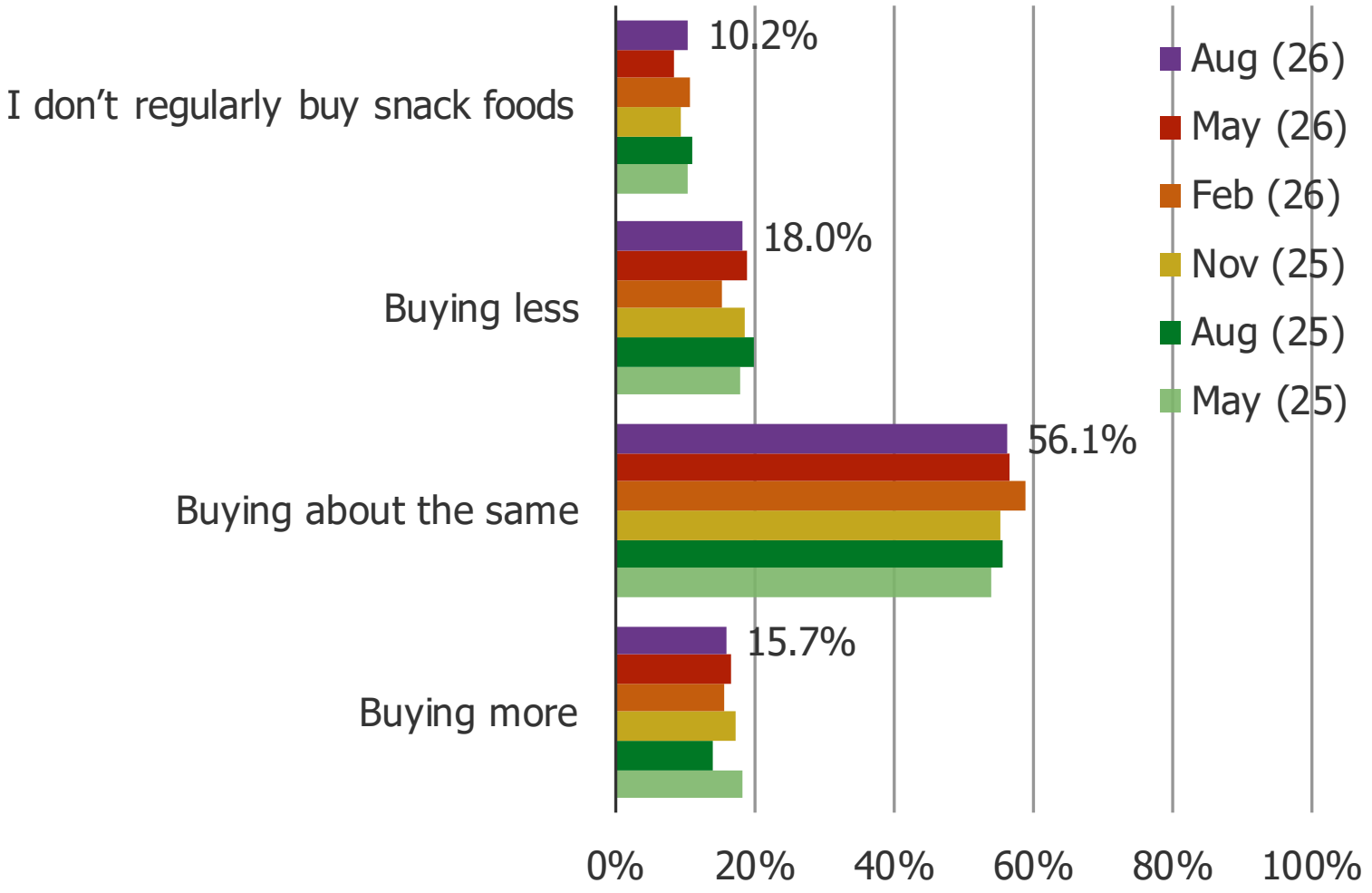
1,000+ Respondents Per Quarter

August 2026

NEW QUESTIONS

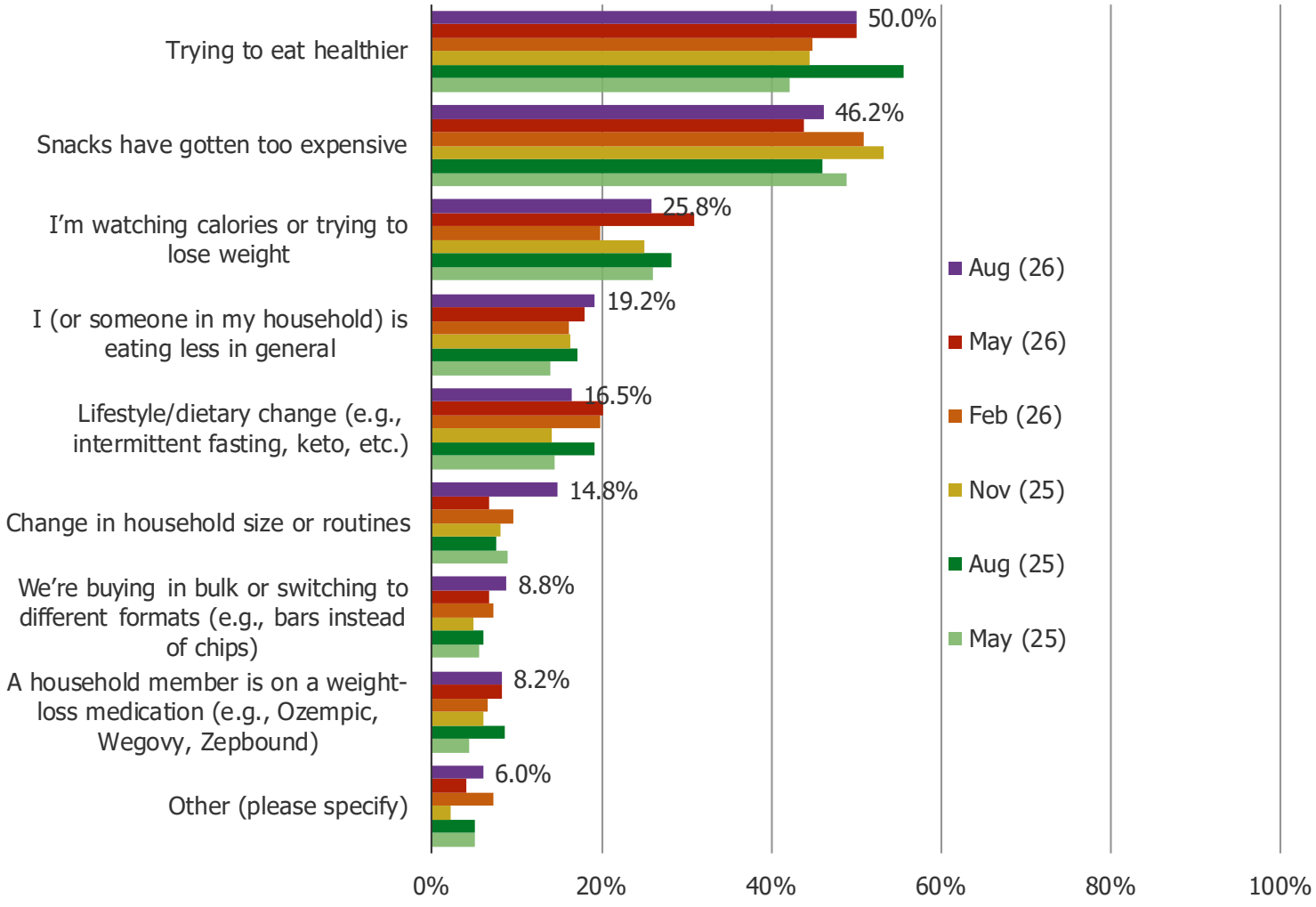
COMPARED TO THIS TIME LAST YEAR, ARE YOU BUYING MORE, LESS, OR THE SAME AMOUNT OF SNACK FOODS (E.G., CHIPS, CRACKERS, COOKIES, SNACK BARS, ETC.)?WE ARE REFERRING TO THE NUMBER OF UNITS YOU BUY, NOT HOW MUCH MONEY YOU SPEND.

Posed to all respondents



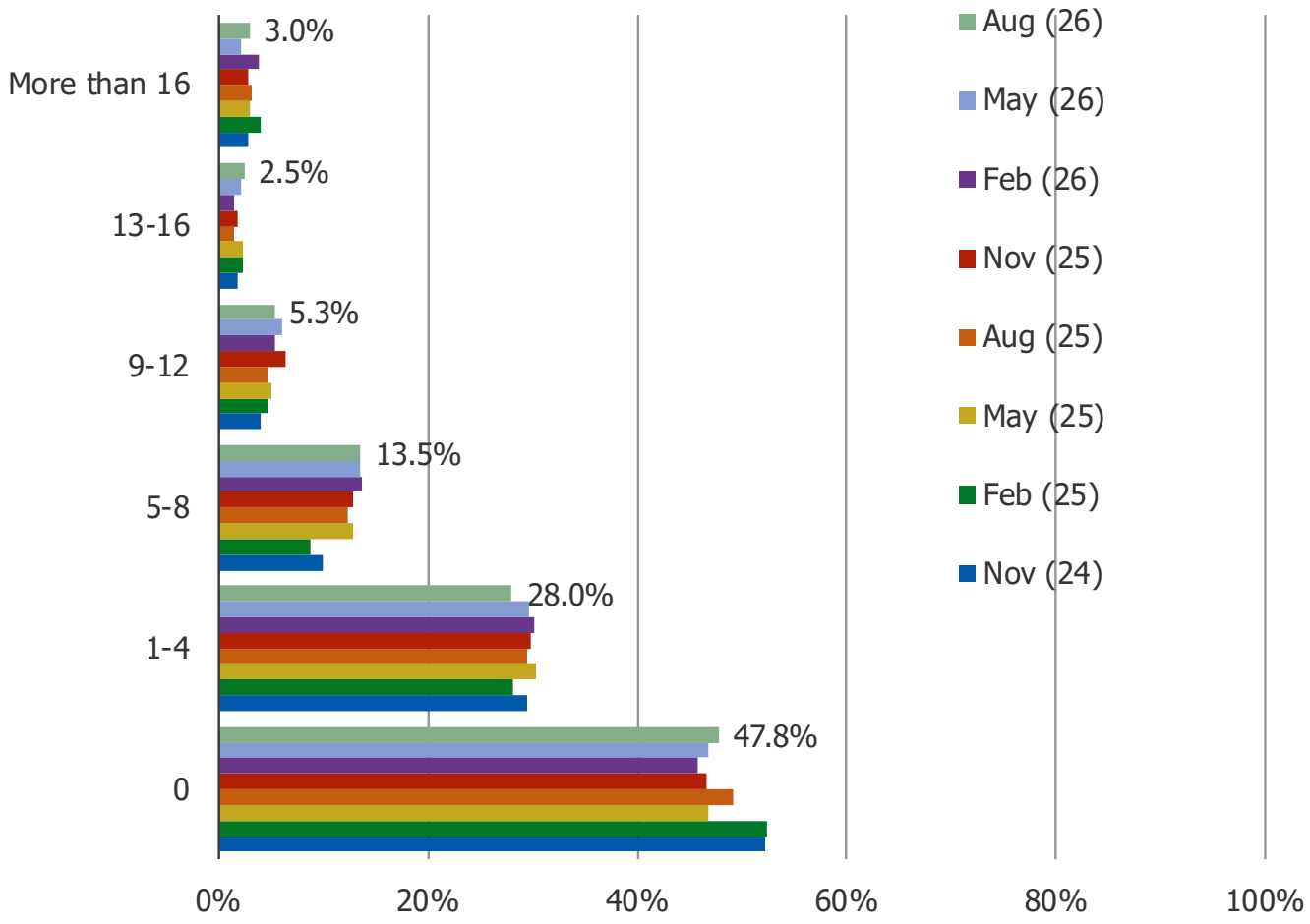
WHY ARE YOU BUYING LESS SNACK FOODS? SELECT ALL THAT APPLY

Posed to all respondents who note that they are buying less snack foods. (N=182)



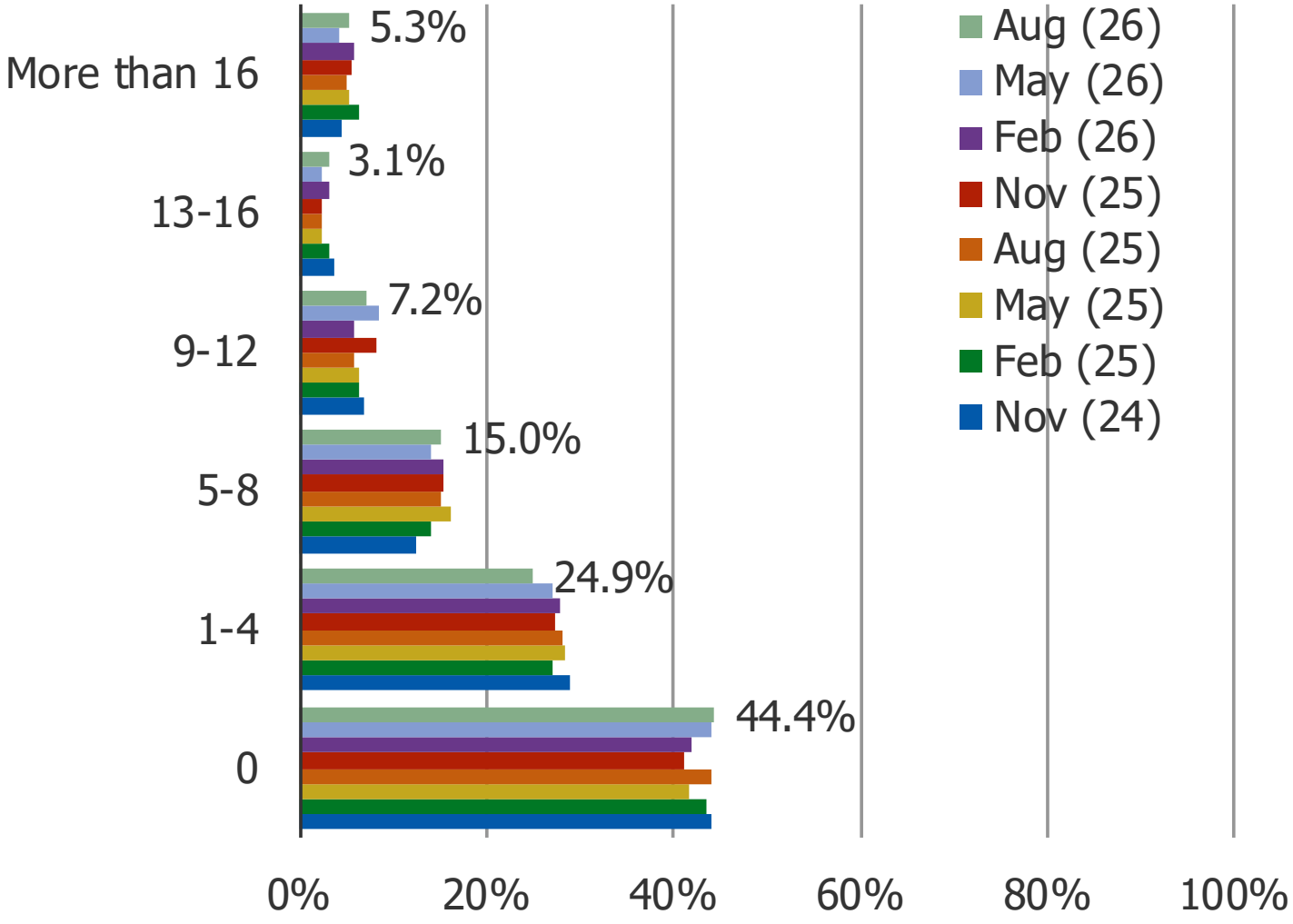
ABOUT HOW MANY ALCOHOLIC DRINKS DO YOU HAVE EACH WEEK?

Posed to all respondents



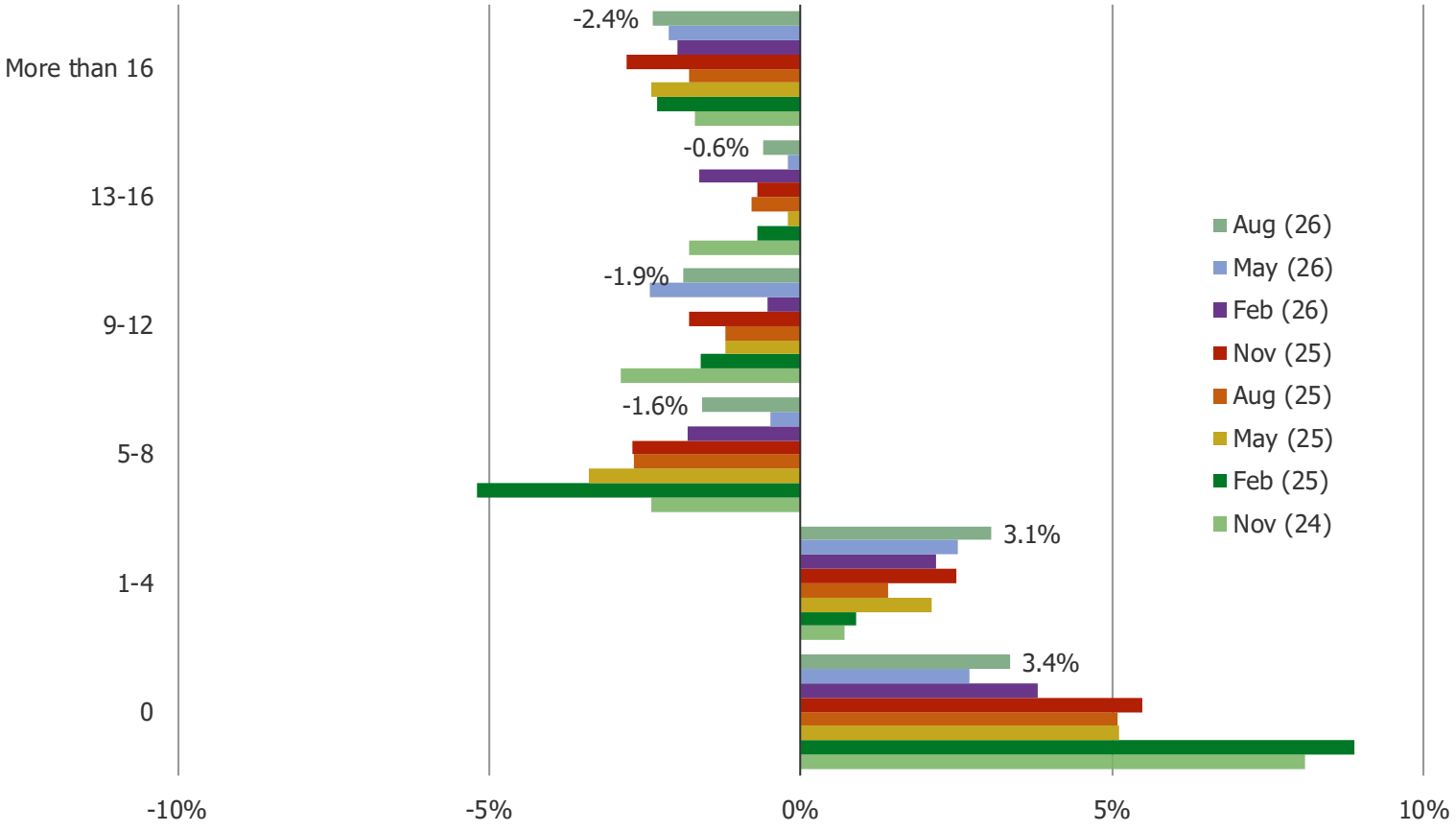
IF YOU WERE ASKED ONE YEAR AGO HOW MANY ALCOHOLIC DRINKS YOU DRINK EACH WEEK, WHAT WOULD YOU HAVE SAID?

Posed to all respondents



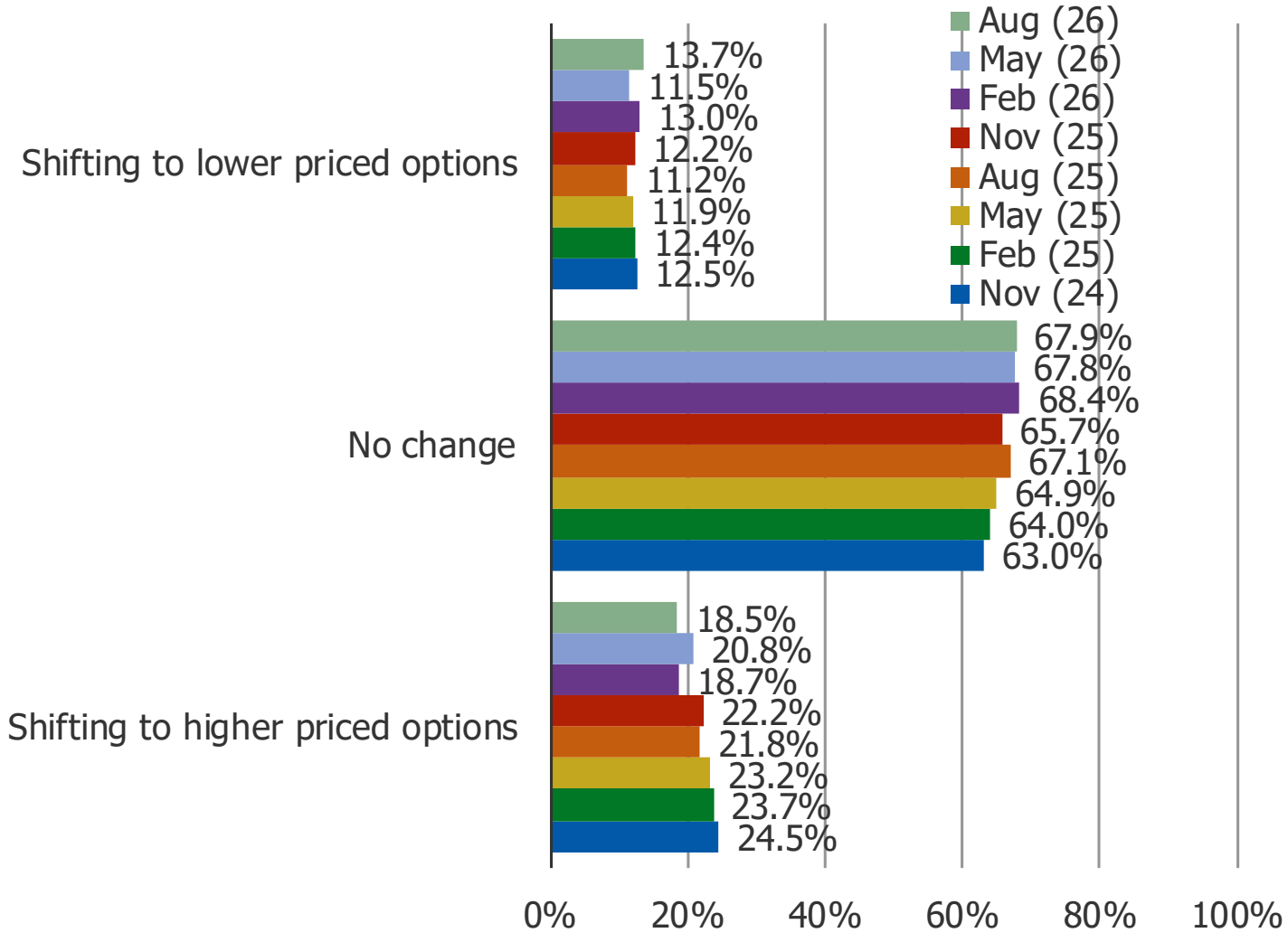
NOW (MINUS) IF WE ASKED ONE YEAR AGO…

Posed to all respondents



THINKING ABOUT THE PAST YEAR OR TWO, WOULD YOU SAY THE ALCOHOLIC BEVERAGE PRODUCTS YOU PURCHASE ARE...

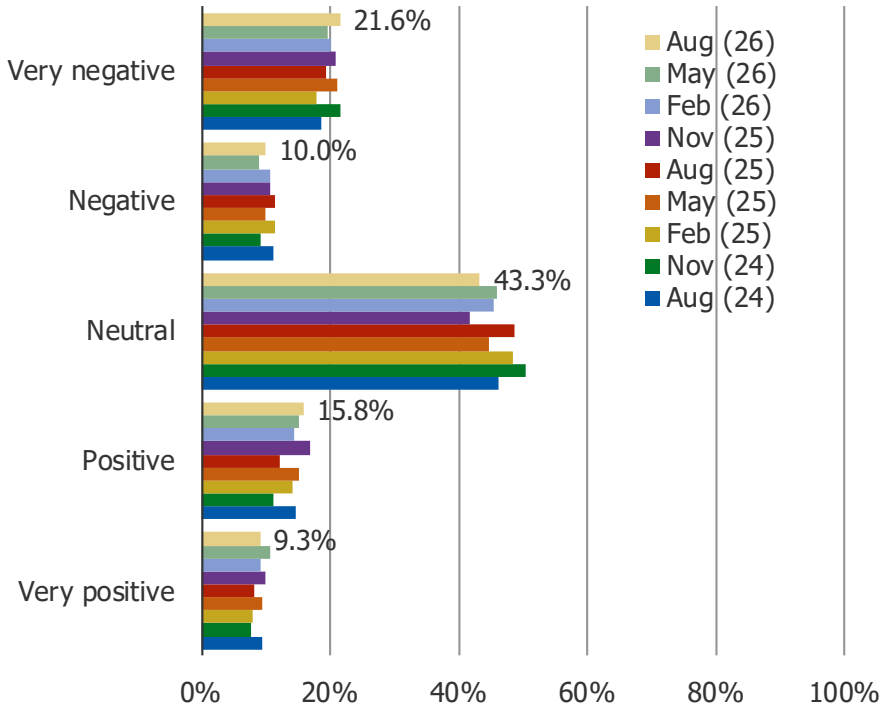
Posed to all respondents



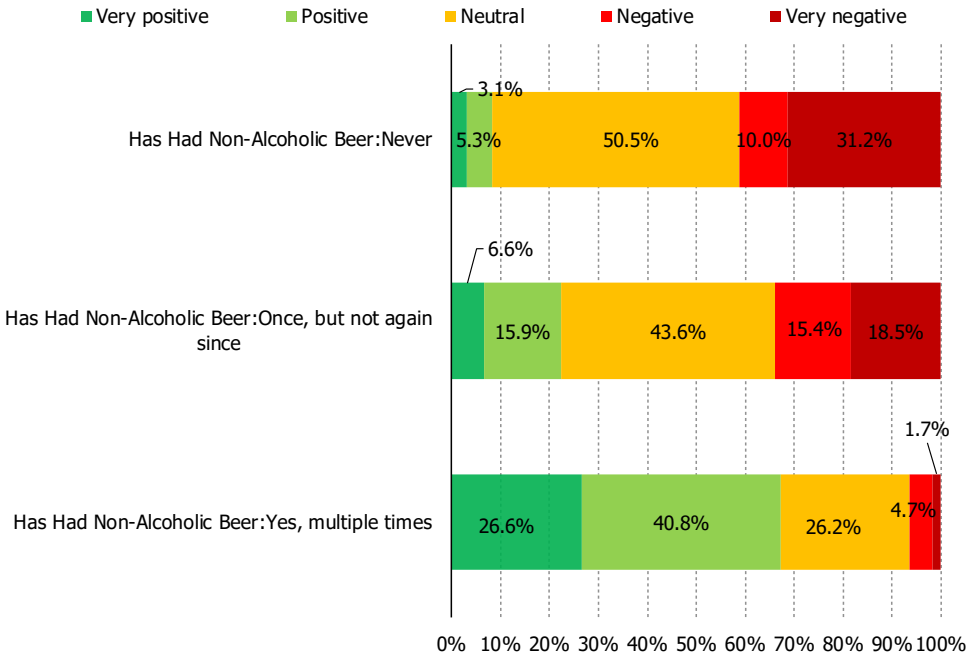
NON-ALCOHOLIC BEER

WHAT IS YOUR OPINION OF NON-ALCOHOLIC BEER?

Posed to all respondents

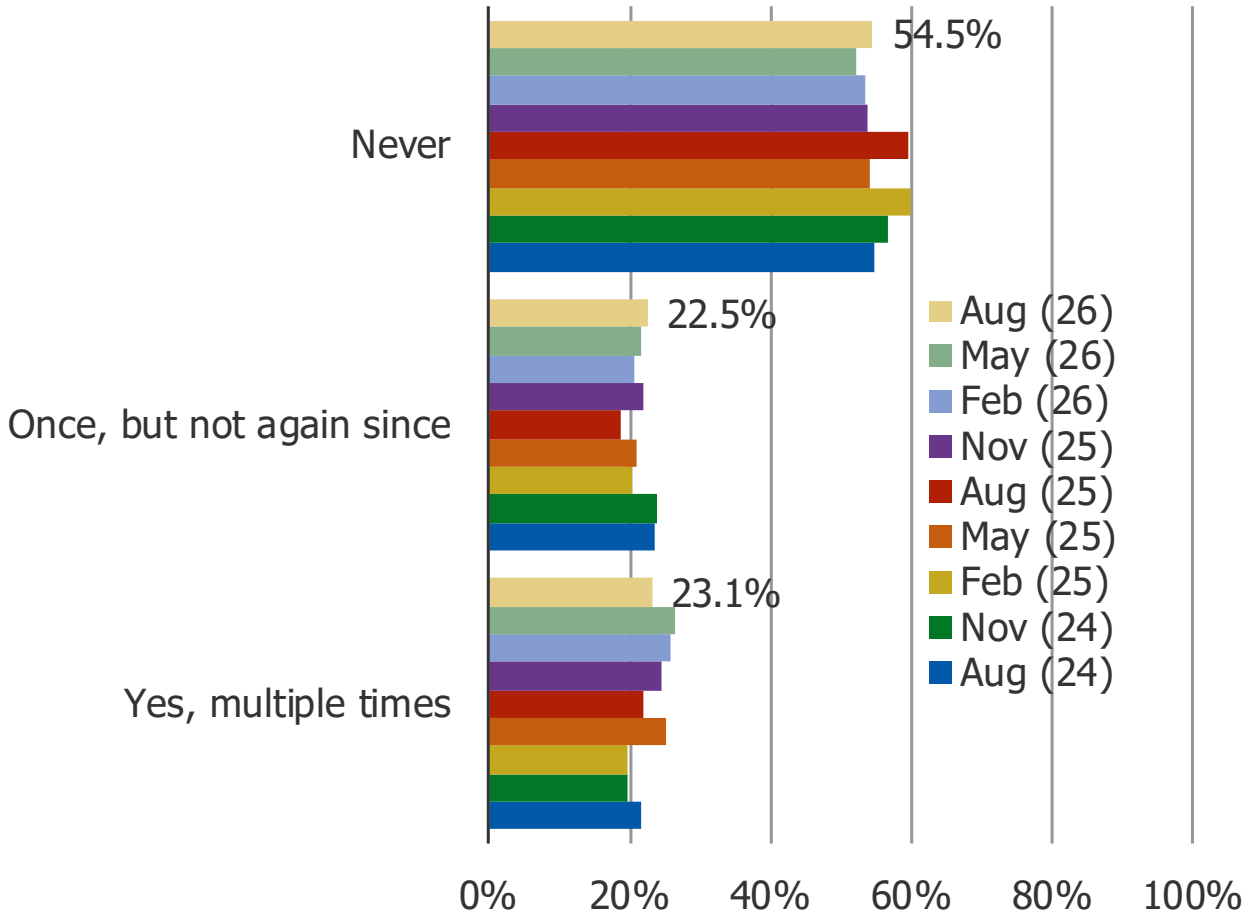


Cross-tabbed by their experience with non-alcoholic beer…



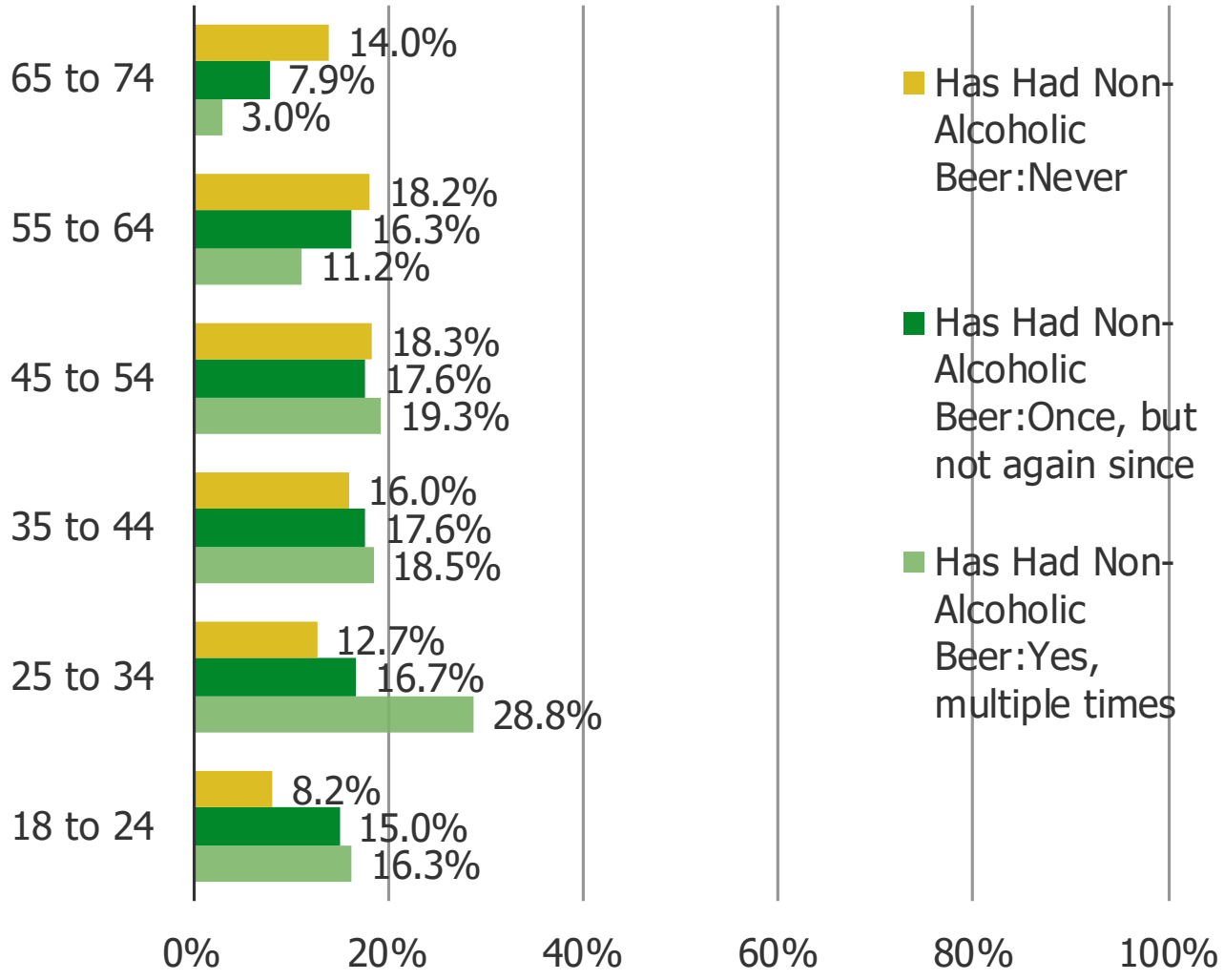
HAVE YOU EVER CONSUMED NON-ALCOHOLIC BEER?

Posed to all respondents



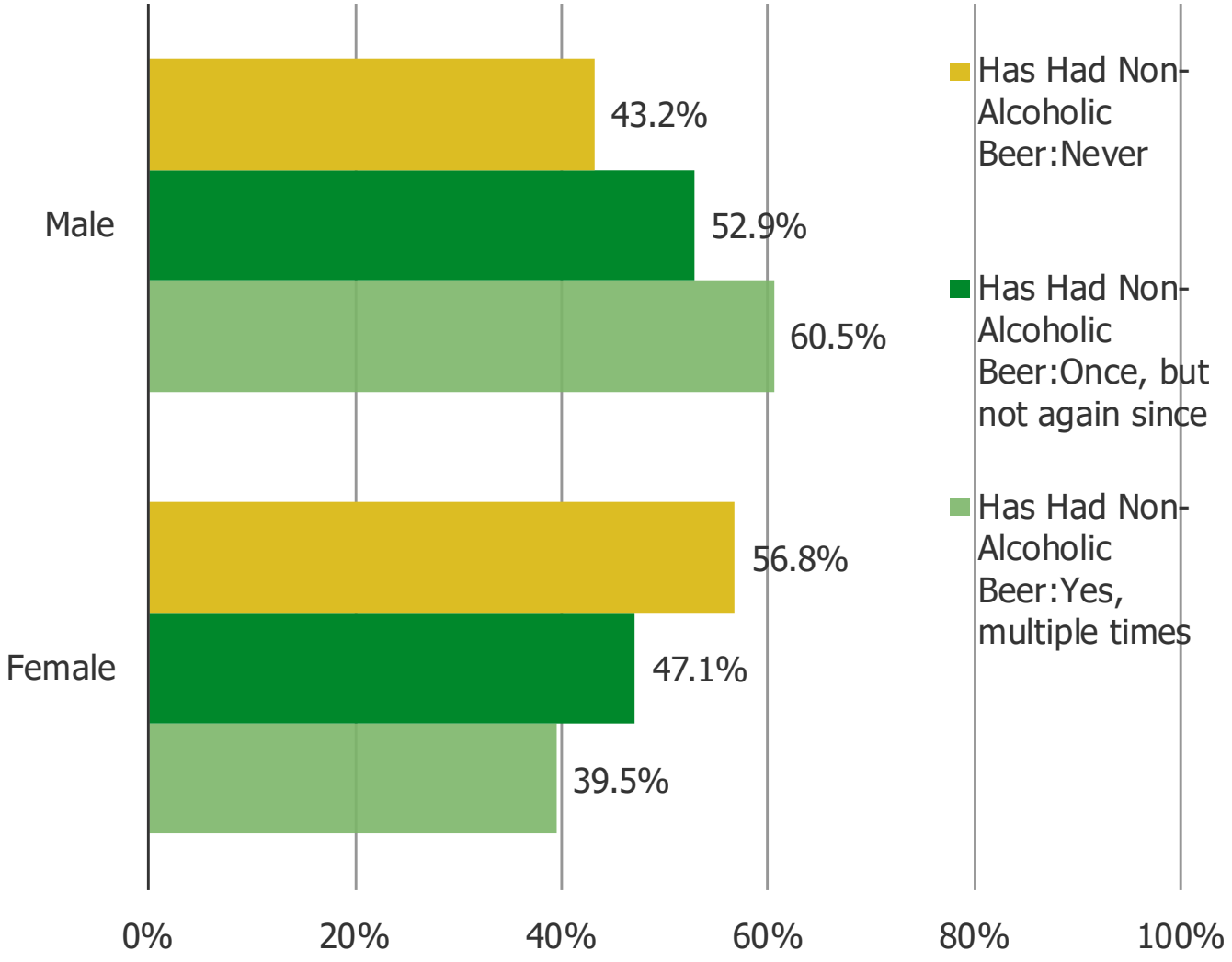
WHO IS THE CUSTOMER? EXPERIENCE WITH NON-ALCOHOLIC BEER

Age:



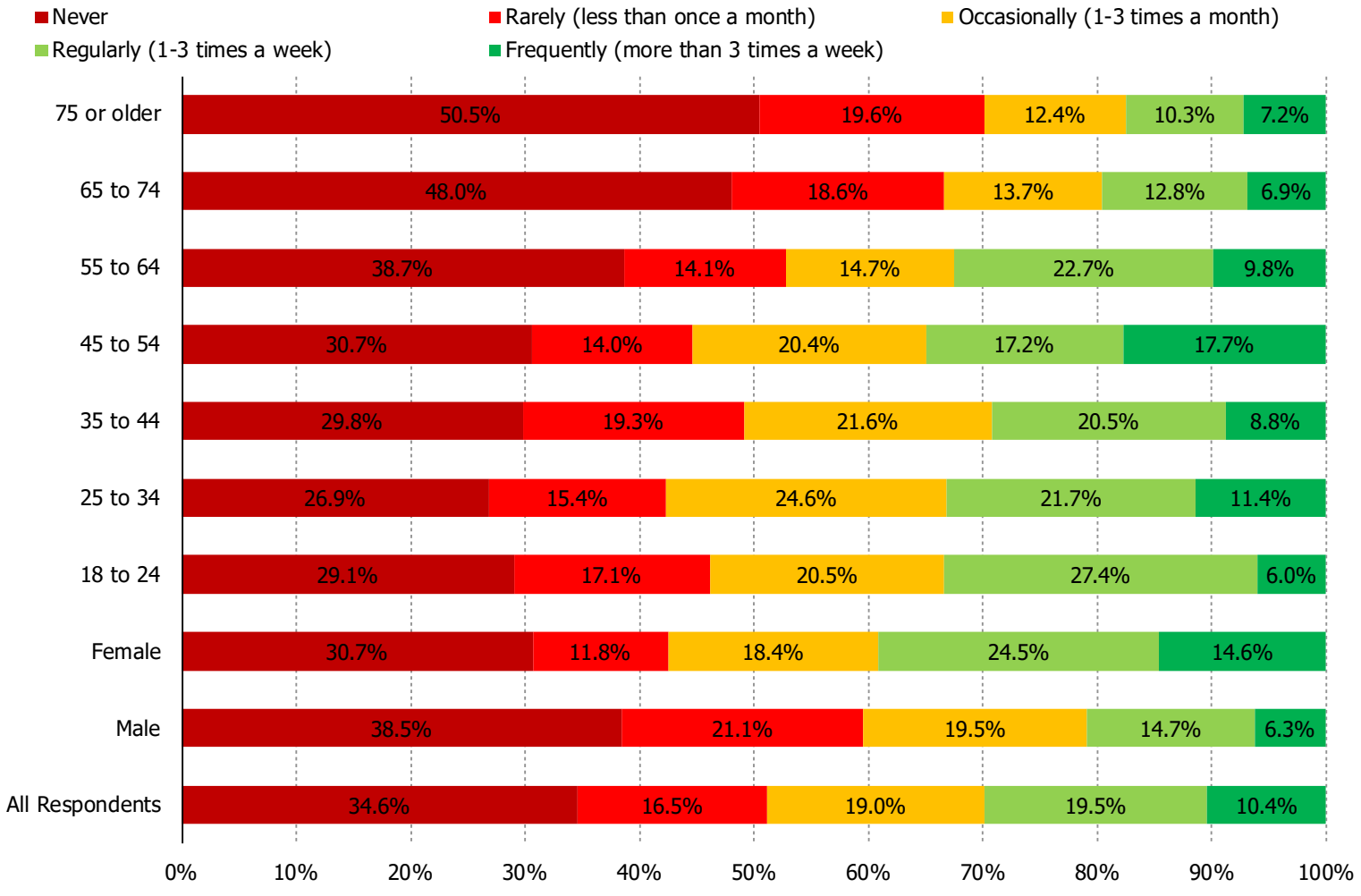
WHO IS THE CUSTOMER? EXPERIENCE WITH NON-ALCOHOLIC BEER

Gender:



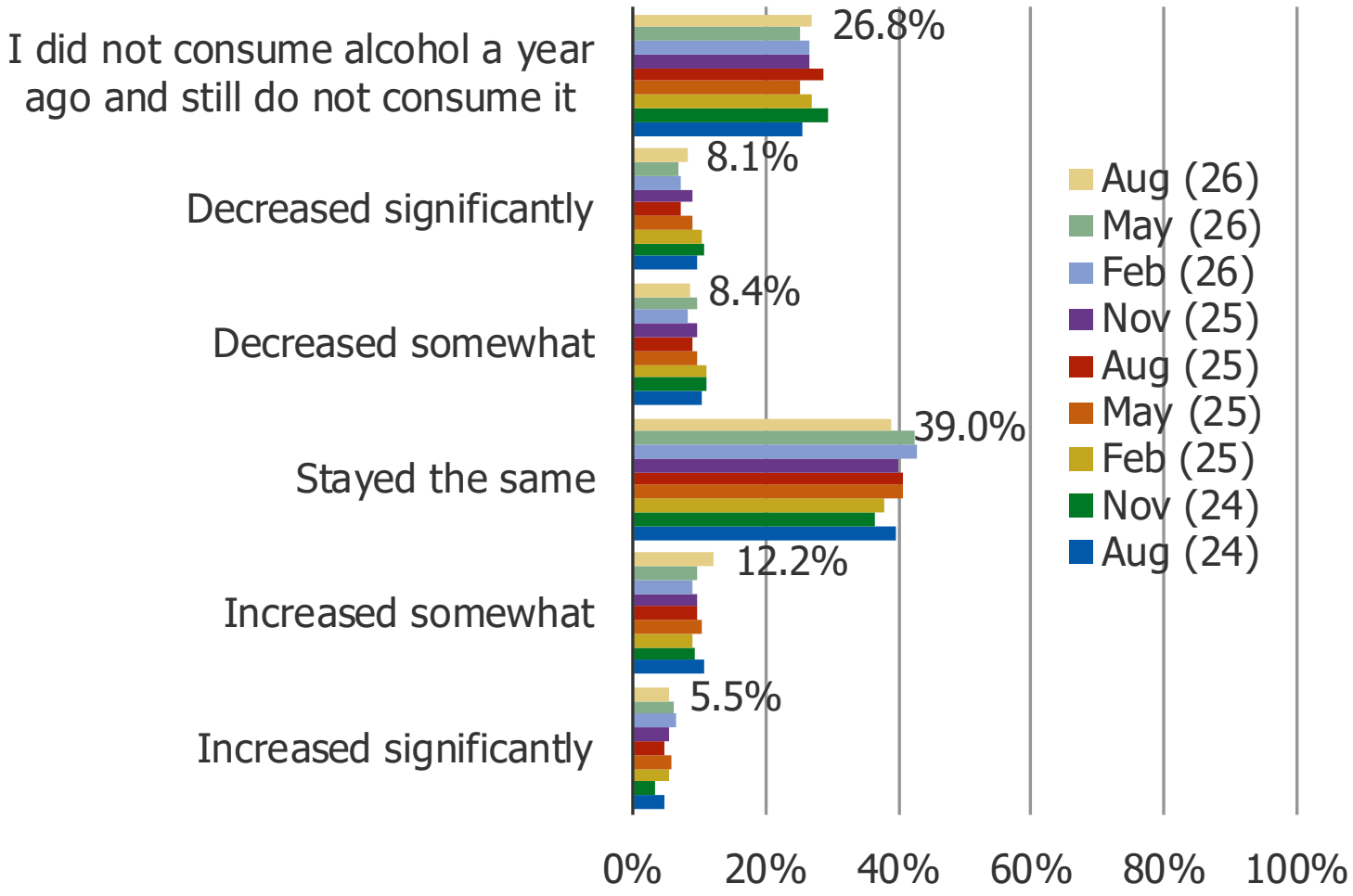
HOW OFTEN DO YOU CONSUME ALCOHOLIC BEVERAGES?

Posed to all respondents



COMPARED TO ONE YEAR AGO, HOW HAS YOUR ALCOHOL CONSUMPTION CHANGED?

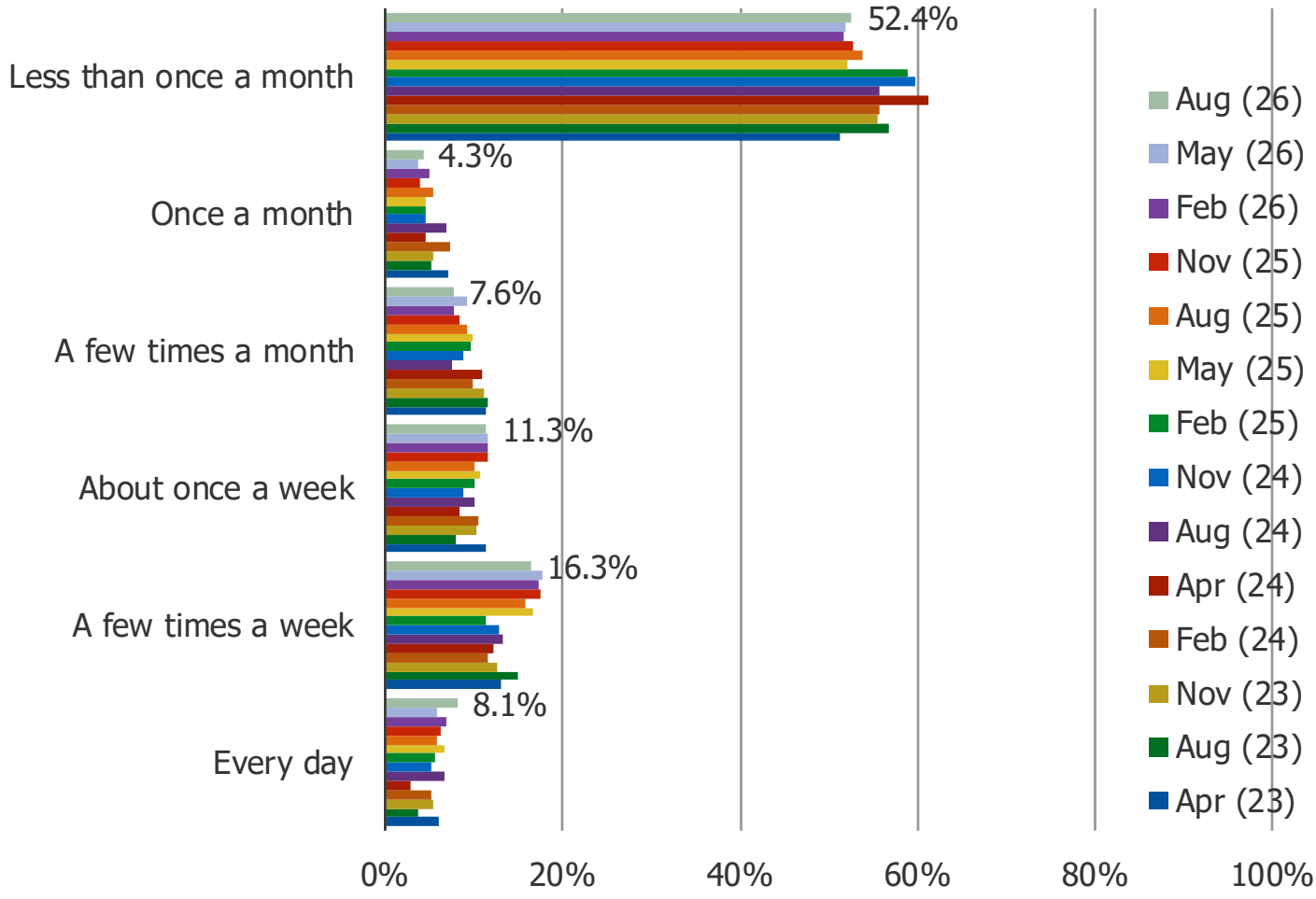
Posed to all respondents



BEER

HOW OFTEN DO YOU DRINK BEER?

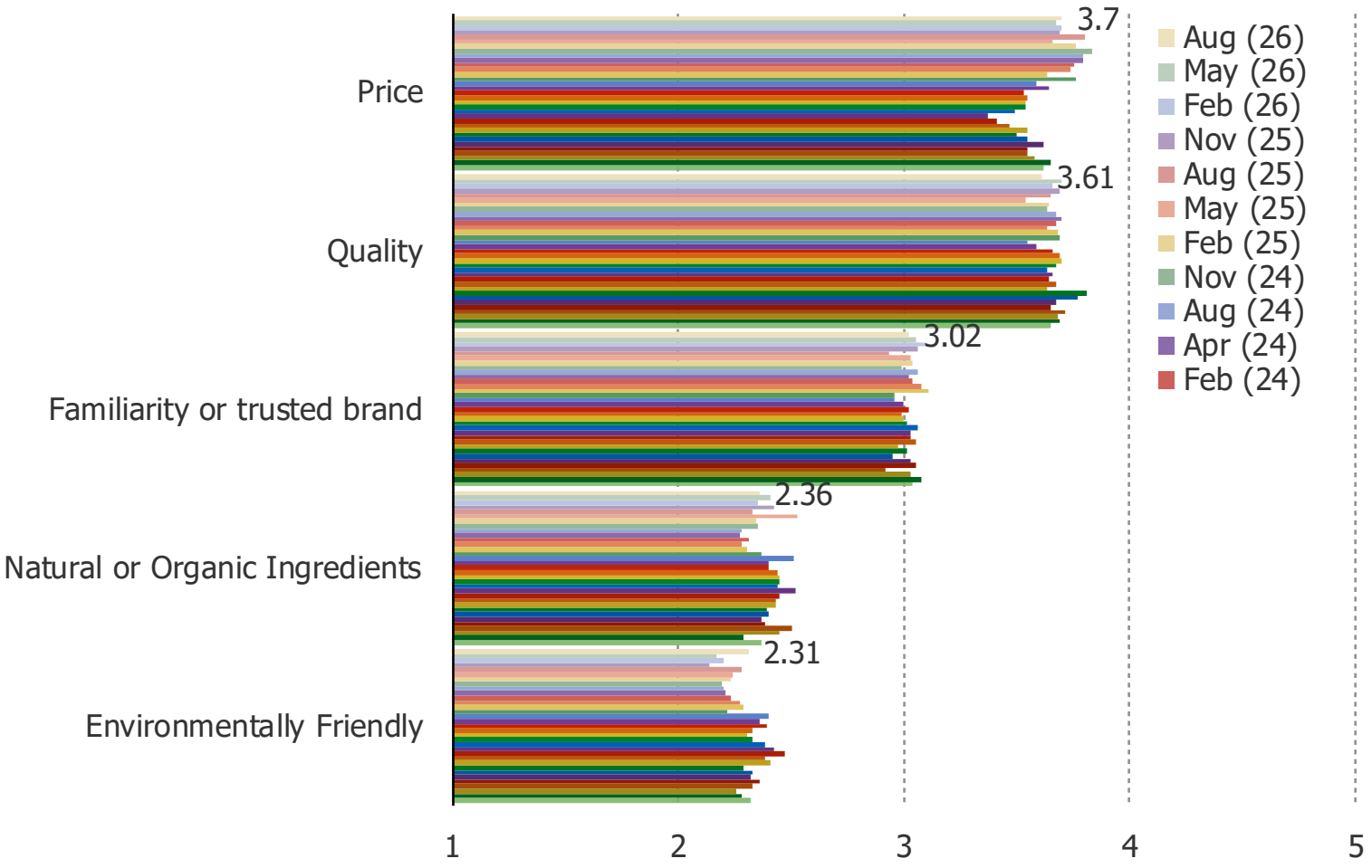
Posed to all respondents



CPGS OVERALL

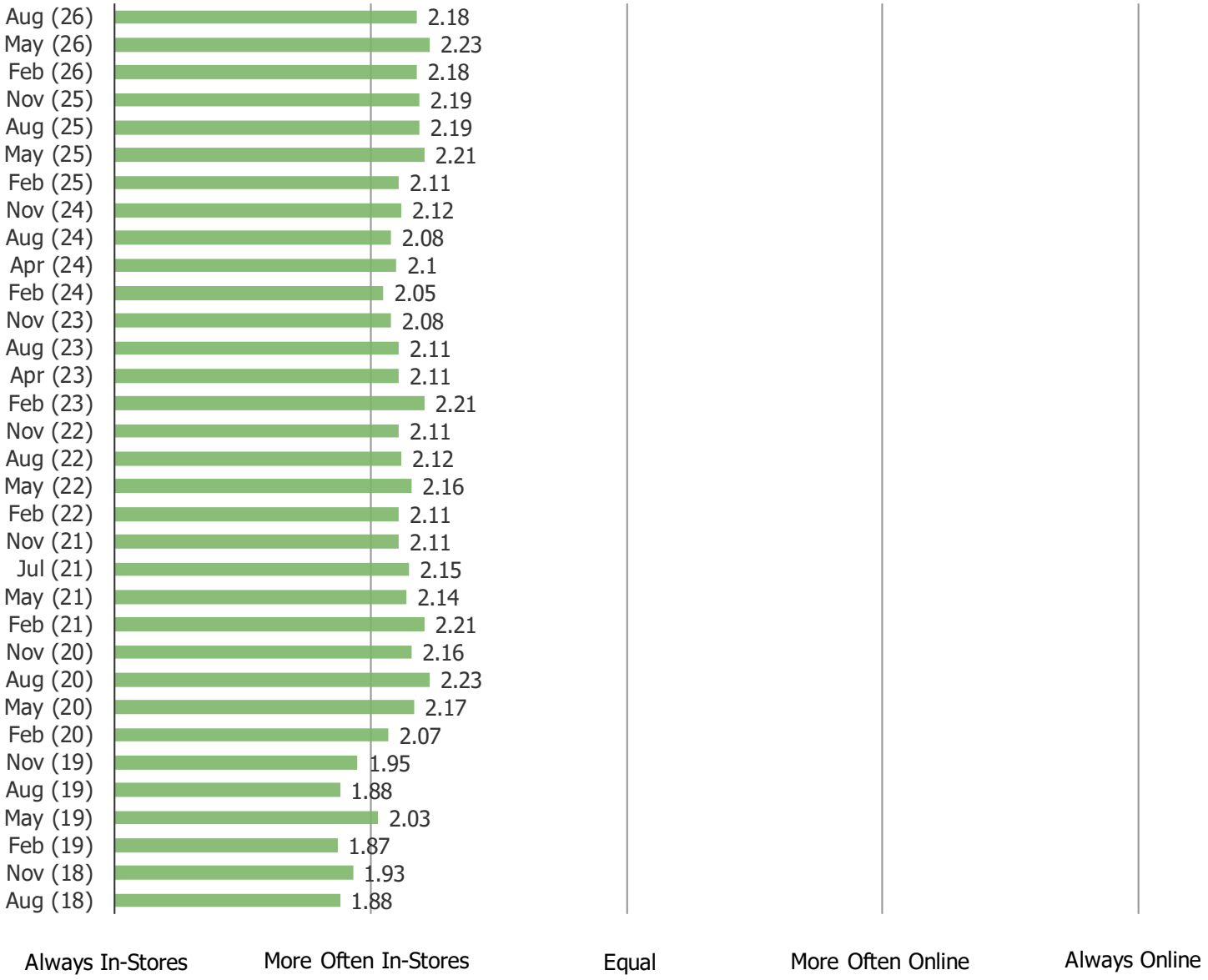
PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

Posed to all respondents



WHERE DO YOU BUY HOUSEHOLD AND PERSONAL CARE ITEMS?

Posed to all respondents



WHEN IT COMES TO HOUSEHOLD AND PERSONAL CARE PRODUCTS, WHAT IS YOUR OPINION OF THE FOLLOWING?

Posed to all respondents

