## YouGov Survey: Drinks

| Sample | 2000 U.S. Adult Citizens |
| :--- | :--- |
| Conducted | July 20-28, 2023 |
| Margin of Error | $\pm 2.7 \%$ |

1. At any point in your life, have you tried the following drink?

Asked of a random half sample in a grid format

|  | Yes | No | Not sure |
| :--- | :---: | :---: | :---: |
| Beer | $80 \%$ | $19 \%$ | $0 \%$ |
| Champagne | $76 \%$ | $23 \%$ | $1 \%$ |
| Cocktail | $74 \%$ | $24 \%$ | $2 \%$ |
| Hard seltzer | $41 \%$ | $53 \%$ | $6 \%$ |
| Iced Tea | $91 \%$ | $8 \%$ | $1 \%$ |
| Liquor | $80 \%$ | $19 \%$ | $1 \%$ |
| Milk | $97 \%$ | $3 \%$ | $0 \%$ |
| Orange juice | $97 \%$ | $3 \%$ | $0 \%$ |
| Seltzer | $54 \%$ | $40 \%$ | $6 \%$ |
| Soda | $96 \%$ | $3 \%$ | $0 \%$ |
| Water | $99 \%$ | $1 \%$ | $0 \%$ |
| Wine | $84 \%$ | $15 \%$ | $1 \%$ |

2. At any point in your life, have you tried each of the following drinks? Select all that you have tried.
Asked of a random half sample in a multiple-select format
Beer ..... 72\%
Champagne ..... 64\%
Cocktail ..... 59\%
Hard seltzer ..... 34\%
Iced Tea ..... 86\%
Liquor ..... 69\%
Milk ..... 89\%
Orange juice ..... 86\%
Seltzer ..... 45\%
Soda ..... 87\%
Water ..... 93\%
Wine ..... 74\%
None of the above ..... 1\%

## YouGov Survey: Drinks

Interviewing Dates

Target population
Sampling method

Weighting

Number of respondents
Margin of error

Survey mode

Questions not reported

July 20 - 26, 2023 | July 21 - 28, 2023
U.S. citizens, aged 18 and over.

Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.

The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time ( $33 \%$ Democratic, $28 \%$ Republican). The weights range from 0.139 to 6.513 , with a mean of 1 and a standard deviation of 0.708 .

2000
$\pm 2.7 \%$ (adjusted for weighting)

Web-based interviews

41 questions not reported.

1A. Ever Tried Drinks - Grid - Beer
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  |  | Female | 18-29 | 30-44 |  | 45-64 |  | 4 65+ |  | White | Black | Hispanic |  | Other |
| Yes | 80\% | 84\% |  |  | 77\% | 65\% | 82\% |  | -88\% |  | \% 82\% |  | 84\% | 62\% | 82\% |  | * |
| No | 19\% | 15\% |  |  | 22\% | 34\% | 18\% |  | 12\% |  | 18\% |  | 16\% | 35\% | 17\% |  | * |
| Not sure | 0\% | 0\% |  |  | 1\% | 1\% | 1\% |  | 0\% |  | 0\% |  | 0\% | 3\% | 1\% |  | * |
| Totals | 99\% | $\begin{gathered} 99 \% \\ (460) \end{gathered}$ |  |  | 100\% | $\begin{aligned} & 100 \% \\ & (148) \end{aligned}$ | $\begin{aligned} & 101 \% \\ & (237) \end{aligned}$ |  | $\begin{aligned} & 100 \% \\ & (419) \end{aligned}$ |  | $\begin{array}{ll} \% & 100 \% \\ \text { ) } & (242) \end{array}$ |  | $100 \%$ <br> (680) | $\begin{aligned} & 100 \% \\ & (146) \end{aligned}$ | $\begin{aligned} & 100 \% \\ & (140) \end{aligned}$ |  | (80) |
| Unweighted N | $(1,046)$ |  |  |  | (586) |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Total | Party ID |  |  |  | 2020 Vote |  |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump |  | < \$50K |  | \$50-100k |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 80\% | 80\% |  | 78\% | 84\% | 86\% | 84\% |  | 76\% |  | 87\% |  | 85\% | 75\% | 80\% | 82\% | 82\% |
| No | 19\% | 20\% |  | 21\% | 16\% | 14\% | 16\% |  | 24\% |  | 12\% |  | 15\% | 25\% | 20\% | 17\% | 18\% |
| Not sure | 0\% | 0\% |  | 1\% | 0\% | 0\% | 0\% |  | 0\% |  | 0\% |  | 0\% | 0\% | 0\% | 1\% | 0\% |
| Totals | 99\% | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | 100\% |  | 99\% |  | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,046)$ | (373) |  | (394) | (279) | (414) | (362) |  | (410) |  | (315) |  | (218) | (167) | (210) | (426) | (243) |

1B. Ever Tried Drinks - Grid - Champagne
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  | Female |  | 18-29 | 30-44 | 45-64 |  | $465+$ |  | White | Black | Hispanic |  | Other |
| Yes | 76\% |  | 75\% |  | 78\% | 62\% | 71\% |  | 84\% |  | 83\% | 79\% | 70\% | 76\% |  | * |
| No | 23\% |  | 24\% |  | 21\% | 37\% | 25\% |  | 16\% |  | 16\% | 20\% | 29\% | 21\% |  | * |
| Not sure | 1\% |  | 1\% |  | 1\% | 0\% | 4\% |  | 0\% |  | 0\% | 1\% | 1\% | 3\% |  | * |
| Totals | 100\% |  | 100\% |  | 100\% | 99\% | 100\% |  | 100\% |  | 99\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,046)$ |  | (460) |  | (586) | (148) | (238) |  | (419) |  | (241) | (681) | (145) | (140) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K | \$5 | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 76\% | 79\% |  | 71\% | 80\% | 86\% | 80\% | 68\% |  | 87\% |  | 87\% | 75\% | 73\% | 76\% | 80\% |
| No | 23\% | 20\% |  | 27\% | 19\% | 14\% | 18\% | 30\% |  | 13\% |  | 13\% | 23\% | 26\% | 22\% | 19\% |
| Not sure | 1\% | 0\% |  | 2\% | 1\% | 0\% | 1\% | 2\% |  | 0\% |  | 0\% | 2\% | 1\% | 2\% | 0\% |
| Totals | 100\% | 99\% |  | 100\% | 100\% | 100\% | 99\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% | 99\% |
| Unweighted N | $(1,046)$ | (373) |  | (394) | (279) | (414) | (362) | (410) |  | (315) |  | (218) | (167) | (210) | (427) | (242) |

1C. Ever Tried Drinks - Grid - Cocktail
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 | 30-44 | 4 45-64 65+ |  |  |  | White | Black | Hispanic |  | Other |
| Yes | 74\% |  | 73\% |  | 75\% | 60\% | 73\% |  | 82\% |  | 76\% | 79\% | 62\% | 70\% |  | * |
| No | 24\% |  | 24\% |  | 23\% | 36\% | 25\% |  | 17\% |  | 21\% | 20\% | 32\% | 27\% |  | * |
| Not sure | 2\% |  | 2\% |  | 2\% | 3\% | 2\% |  | 1\% |  | 2\% | 1\% | 6\% | 3\% |  | * |
| Totals | 100\% |  | 99\% |  | 100\% | 99\% | 100\% |  | 100\% |  | 99\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,047)$ |  | (460) |  | (587) | (147) | (238) |  | (420) |  | 242) | (680) | (146) | (141) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 74\% | 78\% |  | 69\% | 77\% | 81\% | 78\% | 69\% |  | 81\% |  | 82\% | 78\% | 71\% | 74\% | 76\% |
| No | 24\% | 20\% |  | 29\% | 21\% | 18\% | 20\% | 28\% |  | 16\% |  | 18\% | 21\% | 28\% | 25\% | 19\% |
| Not sure | 2\% | 3\% |  | 2\% | 2\% | 1\% | 1\% | 3\% |  | 3\% |  | 1\% | 1\% | 1\% | 1\% | 5\% |
| Totals | 100\% | 101\% |  | 100\% | 100\% | 100\% | 99\% | 100\% |  | 100\% |  | 101\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,047)$ | (374) |  | (394) | (279) | (416) | (361) | (411) |  | (315) |  | (218) | (167) | (210) | (427) | (243) |

1D. Ever Tried Drinks - Grid - Hard seltzer
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  | Female |  | 18-29 | 30-44 | $45-64$ |  | $465+$ |  | White | Black | Hispanic |  | Other |
| Yes | 41\% |  | 43\% |  | 40\% | 38\% | 51\% |  | 48\% |  | 25\% | 42\% | 21\% | 51\% |  | * |
| No | 53\% |  | 51\% |  | 54\% | 59\% | 39\% |  | 49\% |  | 67\% | 52\% | 73\% | 42\% |  | * |
| Not sure | 6\% |  | 6\% |  | 6\% | 3\% | 10\% |  | 3\% |  | 8\% | 6\% | 6\% | 7\% |  | * |
| Totals | 100\% |  | 100\% |  | 100\% | 100\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,048)$ |  | (460) |  | (588) | (148) | (238) |  | (420) |  | (242) | (681) | (146) | (141) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 41\% | 45\% |  | 42\% | 35\% | 48\% | 39\% | 35\% |  | 45\% |  | 60\% | 44\% | 49\% | 38\% | 38\% |
| No | 53\% | 50\% |  | 51\% | 58\% | 48\% | 55\% | 57\% |  | 50\% |  | 37\% | 51\% | 46\% | 56\% | 55\% |
| Not sure | 6\% | 5\% |  | 6\% | 7\% | 4\% | 6\% | 7\% |  | 6\% |  | 2\% | 5\% | 5\% | 6\% | 7\% |
| Totals | 100\% | 100\% |  | 99\% | 100\% | 100\% | 100\% | 99\% |  | 101\% |  | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,048)$ | (375) |  | (394) | (279) | (416) | (362) | (411) |  | (316) |  | (218) | (167) | (210) | (428) | (243) |

1E. Ever Tried Drinks - Grid - Iced Tea
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  | Female |  | 18-29 | 30-44 | $45-64$ |  | $465+$ |  | White | Black | Hispanic |  | Other |
| Yes | 91\% |  | 91\% |  | 91\% | 85\% | 89\% |  | 96\% |  | 91\% | 93\% | 89\% | 90\% |  | * |
| No | 8\% |  | 8\% |  | 8\% | 12\% | 10\% |  | 4\% |  | 8\% | 6\% | 11\% | 9\% |  | * |
| Not sure | 1\% |  | 1\% |  | 1\% | 3\% | 1\% |  | 0\% |  | 1\% | 1\% | 1\% | 1\% |  | * |
| Totals | 100\% |  | 100\% |  | 100\% | 100\% | 100\% |  | 100\% |  | 100\% | 100\% | 101\% | 100 |  | * |
| Unweighted N | $(1,048)$ |  | (460) |  | (588) | (148) | (238) |  | (420) |  | (242) | (681) | (146) | (141) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K | K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 91\% | 91\% |  | 90\% | 93\% | 94\% | 92\% | 91\% |  | 93\% |  | 95\% | 90\% | 92\% | 92\% | 90\% |
| No | 8\% | 7\% |  | 9\% | 7\% | 6\% | 6\% | 9\% |  | 5\% |  | 5\% | 9\% | 8\% | 6\% | 10\% |
| Not sure | 1\% | 2\% |  | 1\% | 0\% | 0\% | 2\% | 0\% |  | 2\% |  | 0\% | 1\% | 0\% | 2\% | 0\% |
| Totals | 100\% | 100\% |  | 100\% | 100\% | 100\% | 100\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,048)$ | (375) |  | (394) | (279) | (416) | (362) | (411) |  | (316) |  | (218) | (167) | (210) | (428) | (243) |

1F. Ever Tried Drinks - Grid - Liquor
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 |  | 30-44 |  | 45-64 | 4 65+ |  | White | Black | Hispanic |  | Other |
| Yes | 80\% |  | 81\% |  | 79\% | 61\% |  | 80\% |  | 88\% |  | 85\% | 83\% | 65\% | 84\% |  | * |
| No | 19\% |  | 19\% |  | 19\% | 39\% |  | 18\% |  | 12\% |  | 14\% | 16\% | 35\% | 15\% |  | * |
| Not sure | 1\% |  | 0\% |  | 1\% | 0\% |  | 2\% |  | 0\% |  | 1\% | 1\% | 0\% | 1\% |  | * |
| Totals | 100\% |  | 100\% |  | 99\% | 100\% |  | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,047)$ |  | (460) |  | (587) | (147) |  | (238) |  | (420) |  | (242) | (680) | (146) | (141) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump |  | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 80\% | 81\% |  | 76\% | 84\% | 86\% | 86\% |  | 77\% |  | 85\% |  | 86\% | 77\% | 80\% | 81\% | 80\% |
| No | 19\% | 19\% |  | 22\% | 16\% | 14\% | 13\% |  | 21\% |  | 14\% |  | 13\% | 22\% | 18\% | 19\% | 19\% |
| Not sure | 1\% | 0\% |  | 2\% | 0\% | 0\% | 1\% | \% | 1\% |  | 1\% |  | 0\% | 1\% | 3\% | 0\% | 1\% |
| Totals | 100\% | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | 99\% |  | 100\% |  | 99\% | 100\% | 101\% | 100\% | 100\% |
| Unweighted N | $(1,047)$ | (375) |  | (393) | (279) | (416) | (361) |  | (410) |  | (316) |  | (218) | (166) | (210) | (428) | (243) |

1G. Ever Tried Drinks - Grid - Milk
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format


1H. Ever Tried Drinks - Grid - Orange juice
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  | Female |  | 18-29 | 30-44 |  | 4 45-64 |  | 4 65+ |  | White | Black | Hispanic |  | Other |
| Yes | 97\% |  | 97\% |  | 96\% | 91\% |  | 97\% |  | 99\% |  | 99\% | 97\% | 98\% | 95\% |  | * |
| No | 3\% |  | 2\% |  | 4\% | 8\% |  | 3\% |  | 1\% |  | 1\% | 3\% | 2\% | 4\% |  | * |
| Not sure | 0\% |  | 1\% |  | 0\% | 1\% |  | 0\% |  | 0\% |  | 0\% | 0\% | 1\% | 1\% |  | * |
| Totals | 100\% |  | 100\% |  | 100\% | 100\% |  | 100\% |  | 100\% |  | 100\% | 100\% | 101\% | 100\% |  | * |
| Unweighted N | $(1,047)$ |  | (460) |  | (587) | (148) |  | (237) |  | (420) |  | (242) | (681) | (146) | (140) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump |  | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 97\% | 95\% |  | 97\% | 99\% | 97\% | 96\% |  | 96\% |  | 97\% |  | 98\% | 97\% | 98\% | 96\% | 97\% |
| No | 3\% | 5\% |  | 3\% | 1\% | 2\% | 4\% | \% | 3\% |  | 3\% |  | 2\% | 3\% | 2\% | 4\% | 3\% |
| Not sure | 0\% | 0\% |  | 0\% | 0\% | 0\% | 0\% |  | 0\% |  | 0\% |  | 0\% | 0\% | 0\% | 0\% | 1\% |
| Totals | 100\% | 100\% |  | 100\% | 100\% | 99\% | 100\% |  | 99\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% | 101\% |
| Unweighted N | $(1,047)$ | (375) |  | (393) | (279) | (415) | (362) |  | (411) |  | (316) |  | (217) | (167) | (210) | (428) | (242) |

YouGov Survey: Drinks
July 20-28, 2023-2000 U.S. adult citizens
YouGov

1I. Ever Tried Drinks - Grid - Seltzer
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total |  | Gender |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male | Female | 18-29 | 30-44 |  | 45-64 |  | 65+ | White | Black | Hispan |  | Other |
| Yes | 54\% |  | 56\% | 52\% | 41\% | 61\% |  | 62\% |  | 48\% | 57\% | 35\% | 53\% |  | * |
| No | 40\% |  | 37\% | 42\% | 54\% | 29\% |  | 35\% |  | 46\% | 37\% | 57\% | 42\% |  | * |
| Not sure | 6\% |  | 6\% | 6\% | 5\% | 10\% |  | 3\% |  | 6\% | 6\% | 8\% | 5 |  | * |
| Totals | 100\% |  | 99\% | 100\% | 100\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,047)$ |  | (460) | (587) | (148) | (238) |  | (419) |  | (242) | (681) | (146) | (140) |  | (80) |
|  |  |  | Party ID |  | 2020 | Vote | Family | ly Inco | come (3 | 3 categ | gory) |  | Region |  |  |
|  | Total | Dem | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 54\% | 59\% | \% 54\% | 48\% | 64\% | 53\% | 46\% |  | 60\% |  | 71\% | 64\% | 57\% | 50\% | 52\% |
| No | 40\% | 36\% | \% 38\% | 48\% | 31\% | 42\% | 47\% |  | 35\% |  | 26\% | 29\% | 36\% | 45\% | 42\% |
| Not sure | 6\% | 6\% | \% 8\% | 4\% | 6\% | 5\% | 8\% |  | 5\% |  | 3\% | 6\% | 7\% | 5\% | 6\% |
| Totals | 100\% | 101\% | \% 100\% | 100\% | 101\% | 100\% | 101\% |  | 100\% |  | 100\% | 99\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,047)$ | (374) | ) (394) | (279) | (416) | (362) | (410) |  | (316) |  | (218) | (167) | (210) | (427) | (243) |

## 1J. Ever Tried Drinks - Grid - Soda

At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format

|  | Total | Gender |  |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male |  | Female |  | 18-29 | 30-44 | 45-64 |  | 65+ |  | White | Black | Hispanic |  | Other |
| Yes | 96\% |  | 95\% |  | 97\% | 91\% | 97\% |  | 99\% |  | 97\% | 97\% | 95\% | 95\% |  | * |
| No | 3\% |  | 4\% |  | 3\% | 9\% | 3\% |  | 1\% |  | 3\% | 3\% | 5\% | 4\% |  | * |
| Not sure | 0\% |  | 0\% |  | 0\% | 0\% | 0\% |  | 0\% |  | 0\% | 0\% | 0\% | 1\% |  | * |
| Totals | 99\% |  | 99\% |  | 100\% | 100\% | 100\% |  | 100\% |  | 100\% | 100\% | 100\% | 100\% |  | * |
| Unweighted N | $(1,047)$ |  | (460) |  | (587) | (147) | (238) |  | (420) |  | (242) | (680) | (146) | (141) |  | (80) |
|  | Total | Party ID |  |  |  | 2020 Vote |  | Family Income (3 category) |  |  |  |  | Region |  |  |  |
|  |  | Dem |  | Ind | Rep | Biden | Trump | < \$50K | \$5 | 50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Yes | 96\% | 94\% |  | 97\% | 98\% | 97\% | 97\% | 96\% |  | 99\% |  | 95\% | 95\% | 99\% | 96\% | 95\% |
| No | 3\% | 5\% |  | 3\% | 2\% | 3\% | 3\% | 3\% |  | 1\% |  | 4\% | 5\% | 1\% | 4\% | 4\% |
| Not sure | 0\% | 0\% |  | 0\% | 0\% | 0\% | 0\% | 0\% |  | 0\% |  | 0\% | 0\% | 0\% | 0\% | 1\% |
| Totals | 99\% | 99\% |  | 100\% | 100\% | 100\% | 100\% | 99\% |  | 100\% |  | 99\% | 100\% | 100\% | 100\% | 100\% |
| Unweighted N | $(1,047)$ | (374) |  | (394) | (279) | (416) | (361) | (411) |  | (315) |  | (218) | (167) | (210) | (427) | (243) |

1K. Ever Tried Drinks - Grid - Water
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format


1L. Ever Tried Drinks - Grid - Wine
At any point in your life, have you tried the following drink?
Asked of a random half sample in a grid format


## 2. Ever Tried Drinks - Multiple

At any point in your life, have you tried each of the following drinks? Select all that you have tried.
Asked of a random half sample in a multiple-select format

|  | Total |  | Gender |  |  | Age (4 category) |  |  |  |  |  | Race (4 category) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Male |  | Female | 18-29 | 30-44 | 4 | 45-64 |  | 65+ | White | Black | Hispanic |  | Other |
| Beer | 72\% |  | 74\% |  | 70\% | 45\% | 72\% |  | 84\% |  | 81\% | 77\% | 54\% | 61\% |  | * |
| Champagne | 64\% |  | 64\% |  | 65\% | 35\% | 64\% |  | 78\% |  | 73\% | 69\% | 48\% | 52\% |  | * |
| Cocktail | 59\% |  | 60\% |  | 59\% | 35\% | 56\% |  | 71\% |  | 70\% | 68\% | 36\% | 45\% |  | * |
| Hard seltzer | 34\% |  | 32\% |  | 36\% | 23\% | 41\% |  | 41\% |  | 28\% | 39\% | 17\% | 27\% |  | * |
| Iced Tea | 86\% |  | 84\% |  | 88\% | 74\% | 80\% |  | 92\% |  | 98\% | 87\% | 85\% | 81\% |  | * |
| Liquor | 69\% |  | 69\% |  | 68\% | 35\% | 70\% |  | 83\% |  | 79\% | 74\% | 57\% | 54\% |  | * |
| Milk | 89\% |  | 88\% |  | 90\% | 74\% | 87\% |  | 95\% |  | 97\% | 93\% | 78\% | 81\% |  | * |
| Orange juice | 86\% |  | 84\% |  | 89\% | 67\% | 84\% |  | 93\% |  | 97\% | 88\% | 78\% | 81\% |  | * |
| Seltzer | 45\% |  | 44\% |  | 46\% | 30\% | 52\% |  | 51\% |  | 44\% | 49\% | 28\% | 37\% |  | * |
| Soda | 87\% |  | 85\% |  | 89\% | 69\% | 85\% |  | 96\% |  | 96\% | 88\% | 88\% | 82\% |  | * |
| Water | 93\% |  | 92\% |  | 94\% | 84\% | 89\% |  | 98\% |  | 98\% | 94\% | 87\% | 88\% |  | * |
| Wine | 74\% |  | 76\% |  | 72\% | 56\% | 68\% |  | 83\% |  | 87\% | 79\% | 69\% | 57\% |  | * |
| None of the above | 1\% |  | 1\% |  | 0\% | 0\% | 2\% |  | 1\% |  | 0\% | 0\% | 0\% | 4\% |  | * |
| Unweighted N | (952) |  | (454) |  | (498) | (125) | (232) |  | (387) |  | (208) | (613) | (124) | (128) |  | (87) |
|  |  |  |  | arty ID |  | 2020 | Vote | Family | ily Inc | come (3 | 3 categ | gory) |  | Region |  |  |
|  | Total | Dem |  | Ind | Rep | Biden | Trump | < \$50K |  | \$50-100K |  | \$100K+ | Northeast | Midwest | South | West |
| Beer | 72\% | 65\% |  | 76\% | 75\% | 79\% | 79\% | 68\% |  | 77\% |  | 87\% | 70\% | 82\% | 67\% | 72\% |
| Champagne | 64\% | 62\% |  | 66\% | 65\% | 74\% | 72\% | 55\% |  | 75\% |  | 78\% | 69\% | 71\% | 58\% | 65\% |
| Cocktail | 59\% | 58\% |  | 58\% | 62\% | 69\% | 64\% | 46\% |  | 69\% |  | 80\% | 59\% | 60\% | 57\% | 62\% |
| Hard seltzer | 34\% | 31\% |  | 34\% | 38\% | 40\% | 37\% | 25\% |  | 44\% |  | 47\% | 29\% | 40\% | 32\% | 36\% |
| Iced Tea | 86\% | 81\% |  | 89\% | 90\% | 83\% | 90\% | 85\% |  | 90\% |  | 87\% | 85\% | 85\% | 86\% | 89\% |
| Liquor | 69\% | 64\% |  | 70\% | 71\% | 75\% | 73\% | 64\% |  | 74\% |  | 80\% | 62\% | 75\% | 67\% | 71\% |

[^0]YouGov Survey: Drinks
July 20-28, 2023-2000 U.S. adult citizens
YouGov

|  | Total | continued from previous page |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Party ID |  |  | 2020 Vote |  | Family Income (3 category) |  |  | Region |  |  |  |
|  |  | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Milk | 89\% | 85\% | 91\% | 92\% | 87\% | 94\% | 87\% | 92\% | 96\% | 84\% | 93\% | 91\% | 87\% |
| Orange juice | 86\% | 81\% | 89\% | 88\% | 87\% | 92\% | 82\% | 91\% | 91\% | 84\% | 92\% | 83\% | 87\% |
| Seltzer | 45\% | 44\% | 49\% | 42\% | 54\% | 47\% | 35\% | 53\% | 60\% | 55\% | 42\% | 39\% | 50\% |
| Soda | 87\% | 81\% | 92\% | 89\% | 90\% | 92\% | 86\% | 91\% | 89\% | 85\% | 95\% | 82\% | 89\% |
| Water | 93\% | 90\% | 96\% | 92\% | 95\% | 94\% | 90\% | 94\% | 95\% | 93\% | 95\% | 92\% | 92\% |
| Wine | 74\% | 67\% | 79\% | 76\% | 83\% | 78\% | 67\% | 83\% | 87\% | 75\% | 79\% | 71\% | 74\% |
| None of the above | 1\% | 0\% | 1\% | 0\% | 0\% | 1\% | 1\% | 0\% | 0\% | 0\% | 1\% | 0\% | 1\% |
| Unweighted N | (952) | (340) | (344) | (268) | (360) | (333) | (355) | (278) | (215) | (179) | (200) | (346) | (227) |

## YouGov Survey: Drinks

July 20-28, 2023-2000 U.S. adult citizens

| Interviewing Dates | July 20 - 26, 2023 \| July 21 - 28, 2023 |
| :---: | :---: |
| Target population | U.S. citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey. |
| Weighting | The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33\% Democratic, 28\% Republican). The weights range from 0.139 to 6.513 , with a mean of 1 and a standard deviation of 0.708 . |
| Number of respondents | 2000 |
| Margin of error | $\pm 2.7 \%$ (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 41 questions not reported. |


[^0]:    continued on the next page ..

