

Results from Dalia's EU Alcohol Study

- Europeans are most likely to drink beer over any other alcohol. 57% had beer in the past 3 months. Next is wine and then champagne or prosecco.
- Although France doesn't have the highest share of wine drinkers, it is the only country where wine drinking outranks beer drinking (51% to 48%).
- Italy has the highest share of champagne/prosecco drinkers (39% vs. EU's 27%).
- Spain has the highest percent of rum drinkers (25% vs. EU's 13%).
- Vodka drinking peaks among those in their early twenties. And, unlike all others, the percent of wine drinkers steadily increases with age.

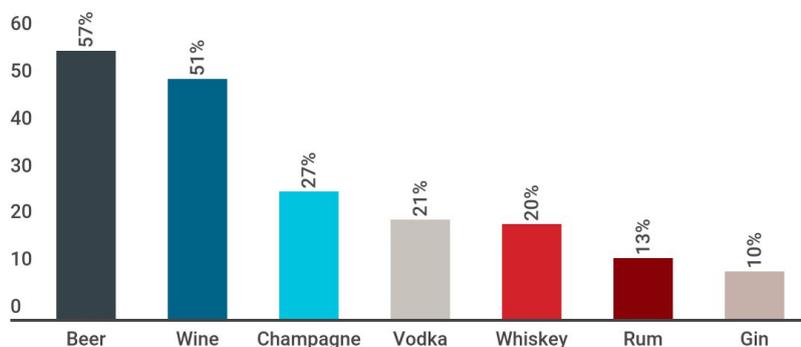
Berlin, 13 June 2017

Dalia asked Europeans which types of alcohol they drank in the past three months.* 57% responded that they had beer, 51% had wine, and 27% had champagne/prosecco. Rounding out the bottom of the list was vodka (21%), whiskey (20%), rum (13%) and gin (10%). An additional 23% said they drank none of the alcohol listed above. *The survey was completed in March of 2017. Although all Dalia's surveys include an age range of 14 – 65, for the alcohol study, only ages 18 – 65 are listed.

European Drinking Habits

"Did you drink any of the following in the past three months? I drank..."

(among all Europeans ages 18-65)

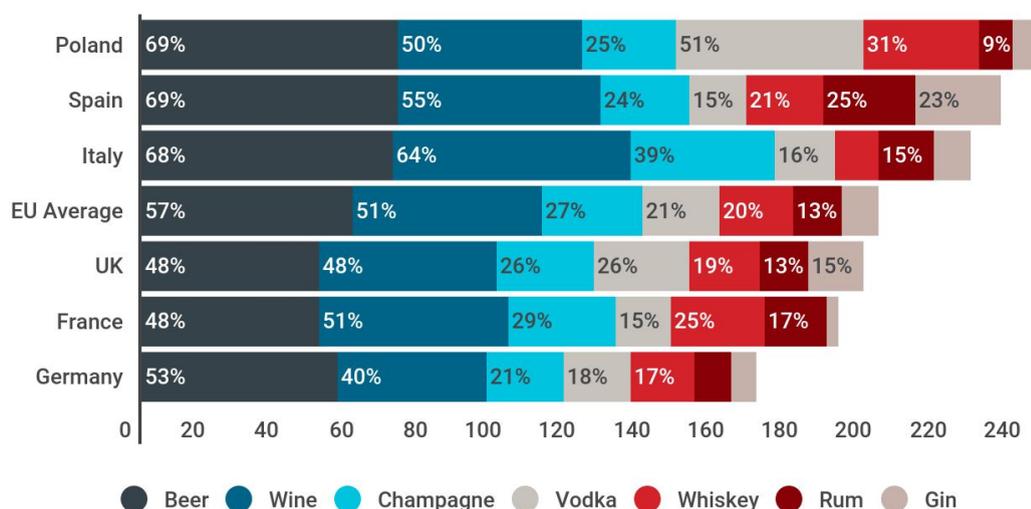


Based on a census-representative survey of 11,021 people across the 28 EU countries completed in March 2017 by Dalia Research.

The 6 largest countries in the EU generally fall in line with the aforementioned drinking norms, with some exceptions. Upholding the stereotype, France is the only country where more people drank wine than beer; 51% drank wine in the past three months compared to 48% who drank beer. But compared to other EU countries, the French don't have the highest share of wine drinkers overall. Italians drank far more champagne or prosecco than any of their cohort; 39% compared to the EU average of 27%. Spain's share of rum drinkers (25%) is almost twice as large as the EU average. Also, Poland's share of vodka drinkers is more than twice as large as the European average (51% vs. 21%). Germans, surprisingly, did not take the lead on beer consumption: just 53% of Germans reported drinking beer in the past 3 months compared to the EU average of 57%.

Europeans' Drinking Habits

"Did you drink any of the following in the past three months? I drank..."
(among all Europeans ages 18-65)



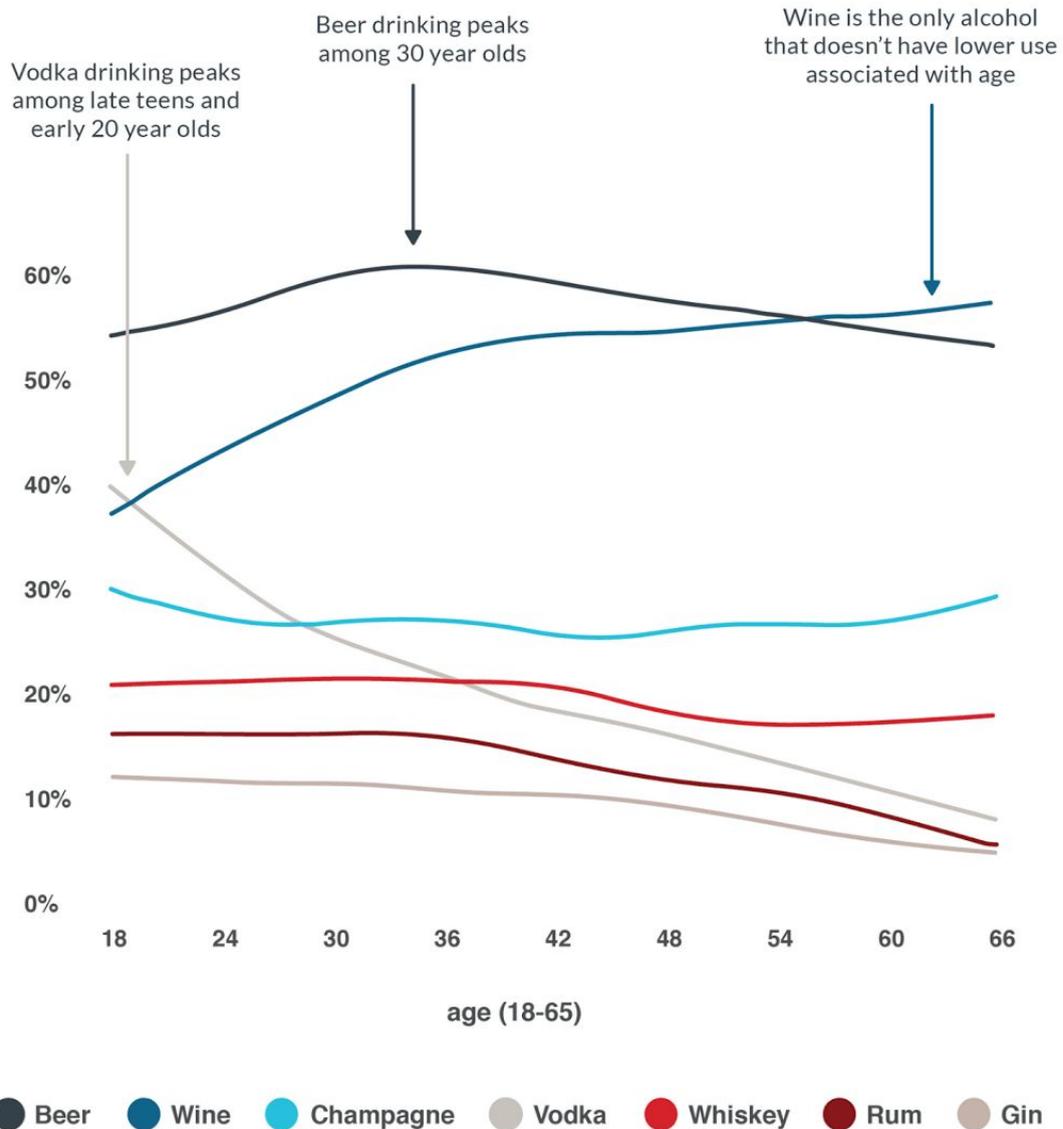
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source: Dalia Research 2017 

When considering alcohol consumption by age, the results show that the highest share of alcohol consumption peaks at different ages for different alcohol types. For example, while whiskey, rum and gin drinking remains fairly uniform among all age groups, vodka drinking peaks among those in their late teens and early twenties, with a drastic decline thereafter. Beer drinking peaks among 30 year olds with a slightly lower consumption among older ages. Dalia's results also show that wine is the only alcohol that doesn't peak at an early age. Instead, the percent of wine drinkers increases in tandem with the age of Dalia's respondents.

European Drinking Habits by Age

"Did you drink any of the following in the past three months? I drank..." (Moving average)



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Notes to editors

About the Survey

This report presents an overview of a study conducted by Dalia Research in March 2017 on public opinion across 28 EU Member States. The sample of n=11.021 was drawn across all 28 EU Member States, taking into account current population distributions with regard to age (14-65 years), gender and region/country. In order to obtain census representative results, the data were weighted based upon the most recent Eurostat statistics. The target weighting variables were age, gender, level of education (as defined by ISCED (2011) levels 0-2, 3-4, and 5-8), and degree of urbanization (rural and urban). An iterative algorithm was used to identify the optimal combination of weighting variables based on sample composition within each country. An estimation of the overall design effect based on the distribution of weights was calculated at 1.46 at the global level. Calculated for a sample of this size and considering the design-effect, the margin of error would be +/-1.1 % at a confidence level of 95 %. In this particular survey, the

Survey Questions

1. "Did you drink any of the following in the past three months? I drank..."
(*Beer / Wine / Rum / Vodka / Gin / Whiskey / Champagne (or) Prosecco / None of these*)

[Choices from above if they chose beer, wine, vodka or whiskey]

2. "How often do you drink ...?"
(*Most days / A few times per week / A few times per month / At least once a month / Less*)

3. "How often do you drink beer in a bar / pub?"
(*I don't drink beer in bars (or) pubs / Most days / A few times per week / A few times per month / At least once a month / Less*)

[beer drinkers in bars]

4. "When you drink beer in a bar / pub, how do you prefer to drink your beer?"
(*In a glass (or) cup, filled from tap / In a glass (or) cup, filled from a bottle / Out of a bottle / Don't care*)

[beer drinkers]

5. "What are your favorite beers from the list below? Pick up to three"
(*Corona / Carlsberg / Heineken / Budweiser / Peroni / Stella Artois / Becks / Efes / Pilsner Urquell / Guinness / Kronenbourg 1664 / I don't like any of these*)

[beer drinkers]

6. "What kind of beers do you drink?"
(*Craft beer / Pilsener (or) light beer / Wheat beer / Lager / Stout / Ale / Dark beer / Non-alcoholic / Other*)

[beer drinkers]

7. "When do you really feel like you need a beer? Select all that apply"
(*Watching sports on TV / At events (e.g. sports / music) / Socialising with friends / After work / After exercise / When I've had a bad day / None of the above*)

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilize mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: www.daliaresearch.com

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