



Colorado Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Seventy percent of Colorado adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 34 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 46 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Eighty-five percent of Colorado adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis.
 - The intensity of support for this proposal is very strong. Forty-seven percent of adults said they strongly favor the proposal, while only 6 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Millennials, Gen-Xers, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Colorado adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	85%	47%	38%	15%	9%	6%
Gender						
Male	85%	47%	39%	15%	7%	8%
Female	85%	48%	36%	15%	11%	4%
Generation						
Millennials (24-39)	92%	57%	36%	8%	7%	1%
Gen X (40-55)	87%	59%	28%	13%	9%	4%
Baby boomers (56-74)	78%	36%	42%	22%	11%	11%
Household Income						
Less than \$50,000	81%	34%	47%	19%	9%	9%
\$50,000 to \$99,999	83%	40%	43%	17%	11%	6%
\$100,000 or more	89%	62%	27%	11%	8%	3%
Type of community						
Urban	86%	53%	32%	14%	10%	4%
Suburban	84%	47%	38%	16%	8%	8%
Rural	86%	38%	47%	14%	10%	4%

Source: National Restaurant Association, online survey of 500 Colorado residents age 18 and older conducted by Engine, May 7-13, 2020

Note: Rows may not add precisely to 100% due to rounding.



Florida Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-six percent of Florida adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 41 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 41 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Seventy-seven percent of Florida adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis.
 - The intensity of support for this proposal is very strong. Forty percent of adults said they strongly favor the proposal, while only 10 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Gen-Xers, Millennials, urban residents, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Florida adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	77%	40%	37%	23%	13%	10%
Gender						
Male	77%	43%	35%	23%	12%	11%
Female	76%	38%	39%	24%	14%	10%
Generation						
Millennials (24-39)	81%	52%	29%	19%	10%	8%
Gen X (40-55)	86%	45%	41%	14%	10%	4%
Baby boomers (56-74)	73%	36%	37%	27%	13%	14%
Household Income						
Less than \$50,000	75%	34%	41%	25%	15%	11%
\$50,000 to \$99,999	75%	39%	36%	25%	13%	12%
\$100,000 or more	81%	49%	32%	19%	10%	8%
Type of community						
Urban	83%	46%	36%	17%	11%	6%
Suburban	76%	38%	38%	24%	14%	10%
Rural	63%	33%	30%	38%	13%	25%

Source: National Restaurant Association, online survey of 500 Florida residents age 18 and older conducted by Engine, May 7-13, 2020

Note: Rows may not add precisely to 100% due to rounding.



Michigan Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-four percent of Michigan adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 27 percent of adults age 21+ said they included beer or wine with one of these orders.
 - Among this same group, 39 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Seventy-eight percent of Michigan adults said they would favor a proposal that would allow customers to purchase cocktails or mixed drinks (made with distilled spirits) with their takeout and delivery food orders from restaurants. This is in addition to beer and wine, which is currently allowed.
 - The intensity of support for this proposal is very strong. Thirty-four percent of adults said they strongly favor the proposal, while only 8 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Millennials, Gen-Xers, urban residents and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Michigan adults for a proposal that would allow customers to purchase cocktails or mixed drinks (made with distilled spirits) with their takeout and delivery food orders from restaurants.

This is in addition to beer and wine, which is currently allowed.

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	78%	34%	44%	22%	14%	8%
Gender						
Male	79%	34%	45%	21%	14%	7%
Female	76%	33%	43%	24%	14%	10%
Generation						
Millennials (24-39)	87%	42%	45%	13%	10%	3%
Gen X (40-55)	83%	39%	44%	17%	13%	4%
Baby boomers (56-74)	70%	27%	43%	30%	16%	14%
Household Income						
Less than \$50,000	69%	25%	44%	31%	18%	12%
\$50,000 to \$99,999	81%	36%	45%	19%	13%	6%
\$100,000 or more	83%	41%	43%	17%	10%	6%
Type of community						
Urban	86%	39%	47%	14%	10%	4%
Suburban	78%	33%	45%	22%	13%	9%
Rural	72%	32%	40%	28%	19%	10%

Source: National Restaurant Association, online survey of 500 Michigan residents age 18 and older conducted by Engine, May 14-20, 2020

Note: Rows may not add precisely to 100% due to rounding.



Missouri Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-six percent of Missouri adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 25 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 32 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Seventy-seven percent of Missouri adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis.
 - The intensity of support for this proposal is very strong. Thirty-four percent of adults said they strongly favor the proposal, while only 9 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Millennials, men, suburban residents, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Missouri adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	77%	34%	43%	23%	14%	9%
Gender						
Male	82%	37%	45%	18%	11%	8%
Female	73%	32%	41%	27%	17%	11%
Generation						
Millennials (24-39)	88%	47%	40%	12%	8%	5%
Gen X (40-55)	78%	40%	38%	22%	14%	8%
Baby boomers (56-74)	69%	22%	47%	31%	18%	14%
Household Income						
Less than \$50,000	72%	26%	46%	28%	16%	12%
\$50,000 to \$99,999	75%	34%	41%	25%	16%	9%
\$100,000 or more	84%	43%	41%	16%	9%	7%
Type of community						
Urban	74%	35%	39%	26%	15%	11%
Suburban	82%	37%	45%	18%	12%	5%
Rural	68%	28%	41%	32%	15%	16%

Source: National Restaurant Association, online survey of 500 Missouri residents age 18 and older conducted by Engine, May 7-13, 2020

Note: Rows may not add precisely to 100% due to rounding.

New York Off-Premises Alcohol Survey

Summary of Results – June 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-four percent of New York adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 49 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 57 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Eighty-six percent of New York adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis.
 - The intensity of support for this proposal is very strong. Thirty-nine percent of adults said they strongly favor the proposal, while only 5 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Millennials, Gen-Xers, urban and suburban residents, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among New York adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	86%	39%	47%	14%	10%	5%
Gender						
Male	87%	39%	48%	13%	8%	5%
Female	84%	39%	45%	16%	12%	4%
Generation						
Millennials (24-39)	93%	50%	43%	7%	5%	2%
Gen X (40-55)	90%	45%	45%	10%	7%	3%
Baby boomers (56-74)	78%	30%	48%	22%	15%	6%
Household Income						
Less than \$50,000	81%	33%	48%	19%	12%	7%
\$50,000 to \$99,999	88%	42%	46%	12%	9%	3%
\$100,000 or more	90%	45%	45%	10%	8%	2%
Type of community						
Urban	87%	43%	45%	13%	8%	4%
Suburban	86%	31%	55%	14%	11%	3%
Rural	78%	46%	32%	22%	12%	10%

Source: National Restaurant Association, online survey of 500 New York residents age 18 and older conducted by Engine, June 25-30, 2020

Note: Rows may not add precisely to 100% due to rounding.



Oregon Off-Premises Alcohol Survey

Summary of Results – July 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Fifty-nine percent of Oregon adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 19 percent of adults age 21+ said they included beer or wine with one of these orders.
 - Among this same group, 31 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Seventy-two percent of Oregon adults said they would favor a proposal that would allow customers to purchase cocktails or mixed drinks (made with distilled spirits) with their takeout and delivery food orders from restaurants. This is in addition to beer and wine, which is currently allowed.
 - The intensity of support for this proposal is very strong. Twenty-eight percent of adults said they strongly favor the proposal, while only 11 percent said they strongly oppose it.
- A solid majority of adults across all demographic categories said they would favor this proposal. Millennials, urban residents and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Oregon adults for a proposal that would allow customers to purchase cocktails or mixed drinks (made with distilled spirits) with their takeout and delivery food orders from restaurants.

This is in addition to beer and wine, which is currently allowed.

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	72%	28%	44%	28%	17%	11%
Gender						
Male	74%	31%	43%	26%	17%	9%
Female	70%	26%	44%	30%	17%	13%
Generation						
Millennials (24-39)	83%	42%	42%	17%	10%	6%
Gen X (40-55)	74%	35%	39%	26%	17%	9%
Baby boomers (56-74)	66%	15%	51%	34%	19%	15%
Household Income						
Less than \$50,000	68%	22%	46%	32%	19%	13%
\$50,000 to \$99,999	72%	31%	41%	28%	18%	10%
\$100,000 or more	81%	39%	42%	19%	13%	7%
Type of community						
Urban	81%	38%	43%	19%	11%	8%
Suburban	70%	26%	45%	30%	22%	8%
Rural	68%	25%	43%	32%	16%	16%

Source: National Restaurant Association, online survey of 500 Oregon residents age 18 and older conducted by Engine, July 2-8, 2020

Note: Rows may not add precisely to 100% due to rounding.



Texas Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-four percent of Texas adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 39 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 46 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Eighty-one percent of Texas adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout food orders from restaurants on a permanent basis. This is in addition to delivery orders, which is currently allowed.
 - The intensity of support for this proposal is very strong. Forty-two percent of adults said they strongly favor the proposal, while only 7 percent said they strongly oppose it.
- A strong majority of adults across all demographic categories said they would favor this proposal. Millennials, men, urban residents, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Texas adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout food orders from restaurants on a permanent basis.

This is in addition to delivery orders, which is currently allowed.

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	81%	42%	38%	19%	12%	7%
Gender						
Male	86%	46%	39%	14%	7%	7%
Female	76%	39%	37%	24%	17%	7%
Generation						
Millennials (24-39)	87%	52%	35%	13%	10%	2%
Gen X (40-55)	80%	42%	39%	20%	9%	10%
Baby boomers (56-74)	77%	31%	46%	23%	13%	10%
Household Income						
Less than \$50,000	74%	38%	35%	26%	16%	10%
\$50,000 to \$99,999	81%	40%	40%	19%	11%	9%
\$100,000 or more	88%	49%	39%	12%	9%	3%
Type of community						
Urban	88%	49%	39%	12%	9%	3%
Suburban	79%	38%	40%	21%	12%	10%
Rural	70%	41%	29%	30%	22%	9%

Source: National Restaurant Association, online survey of 500 Texas residents age 18 and older conducted by Engine, May 14-20, 2020

Note: Rows may not add precisely to 100% due to rounding.



Virginia Off-Premises Alcohol Survey

Summary of Results – May 2020

Consumer Usage of Off-Premises Alcoholic Beverages

- Sixty-five percent of Virginia adults said they purchased takeout or delivery food from a restaurant for dinner during the week before they were surveyed.
 - Among this group, 33 percent of adults age 21+ said they included an alcoholic beverage with one of these orders.
 - Among this same group, 39 percent of adults age 21+ said the option of including alcoholic beverages with their order would make them more likely to choose one restaurant over another similar restaurant.

Consumer Sentiment about Off-Premises Alcoholic Beverages

- Seventy-eight percent of Virginia adults said they would favor a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis.
 - The intensity of support for this proposal is very strong. Thirty-eight percent of adults said they strongly favor the proposal, while only 11 percent said they strongly oppose it.
- A majority of adults across all demographic categories said they would favor this proposal. Millennials, Gen-Xers, urban and suburban residents, and individuals in higher-income households were the most likely to say they would favor this proposal.

Support among Virginia adults for a proposal that would allow customers to purchase alcoholic beverages with their takeout and delivery food orders from restaurants on a permanent basis

Demographic	Total Favor	Strongly Favor	Somewhat Favor	Total Oppose	Somewhat Oppose	Strongly Oppose
All adults	78%	38%	40%	22%	11%	11%
Gender						
Male	79%	41%	37%	21%	11%	11%
Female	77%	35%	43%	23%	12%	11%
Generation						
Millennials (24-39)	87%	46%	40%	13%	9%	4%
Gen X (40-55)	85%	44%	41%	15%	9%	6%
Baby boomers (56-74)	63%	27%	37%	37%	16%	21%
Household Income						
Less than \$50,000	74%	29%	44%	26%	11%	15%
\$50,000 to \$99,999	72%	35%	37%	28%	16%	12%
\$100,000 or more	86%	47%	39%	15%	9%	6%
Type of community						
Urban	84%	41%	44%	16%	9%	7%
Suburban	81%	40%	41%	19%	11%	8%
Rural	64%	29%	35%	36%	14%	22%

Source: National Restaurant Association, online survey of 500 Virginia residents age 18 and older conducted by Engine, May 7-13, 2020

Note: Rows may not add precisely to 100% due to rounding.