

## U.S. Consumers Support Improved Alcohol Labeling

The Alcohol and Tobacco Tax and Trade Bureau (TTB), which regulates most alcoholic beverages in the U.S., is considering a policy to require additional information on labels of alcoholic beverages sold in the U.S., including calories, nutritional content, ingredients, allergens, and alcohol content. Currently, companies are allowed to provide this information on a voluntary basis, but it is not required.

In March 2024, CSPI commissioned a national survey to assess consumer opinions about transparency in alcohol labeling. Big Village’s CARAVAN U.S. Online Omnibus Survey was administered to a nationally representative sample of U.S. adults, demographically balanced to represent the U.S. Census on age, sex, region, race, and ethnicity. The sample analyzed in this document included 1,509 adults who reported drinking alcohol at least once in the past year.

### KEY FINDINGS

#### 1) Consumers want more nutrition and alcohol content information on labels

The majority of respondents said they either strongly support or somewhat support policies to require alcohol content, ingredients, allergens, calorie content, nutritional content, and serving size information on alcohol labels (63-77% depending on the labeling element; Figure 1).

#### 2) Consumers believe having more information would impact how they purchase alcohol

The majority of consumers believe the same labeling elements would be at least somewhat important for helping them decide whether to purchase a particular alcoholic beverage (72-90% depending on the labeling element; Figure 2).

#### 3) Consumers want to see this information on the physical packaging

More than 75% of respondents said they would prefer to “read this information on the label of the container” (as opposed to on a website or via a QR code; Figure 3).

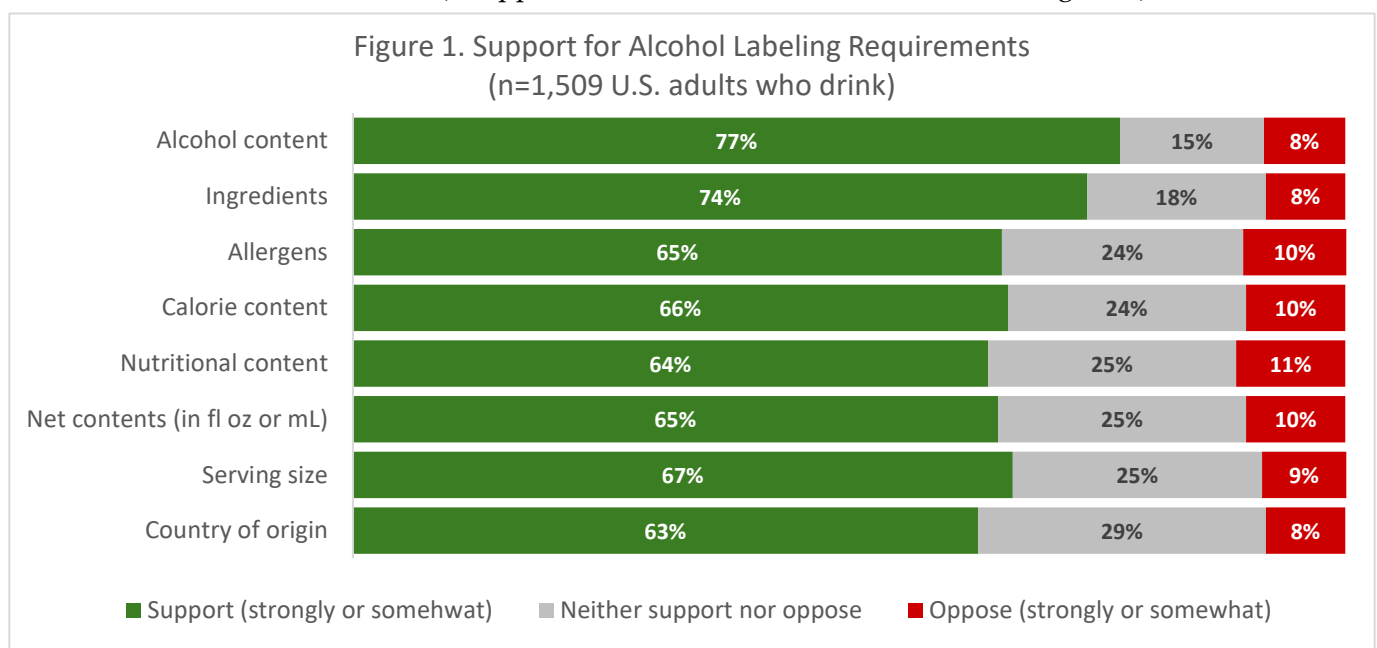


Figure 2. Consumer Beliefs Regarding Importance of Alcohol Labeling for Purchasing Decisions (n=1,509 adults who drink)

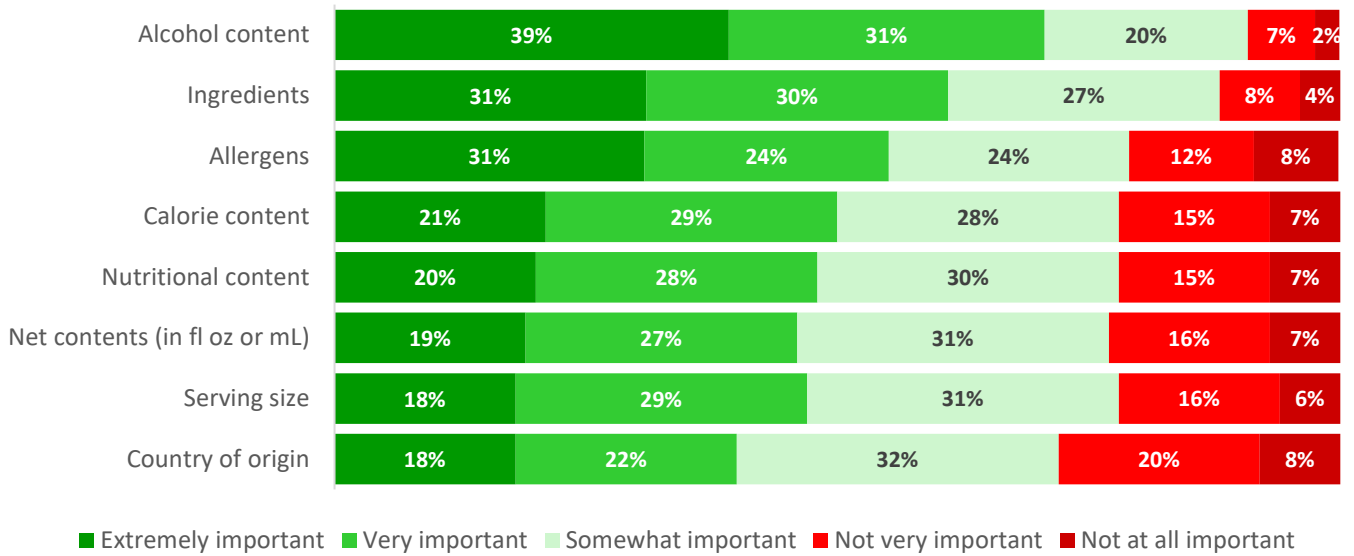
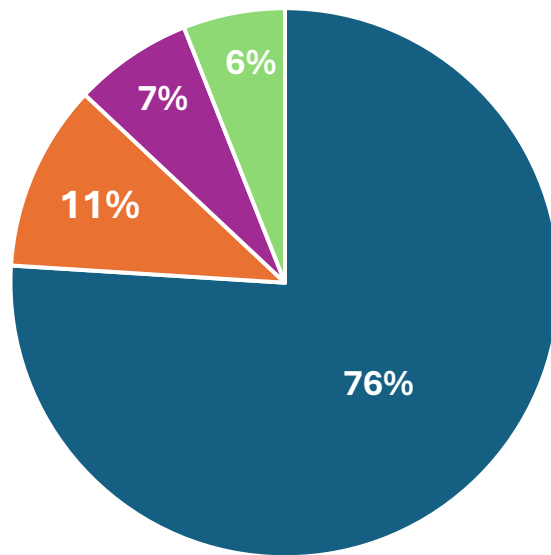


Figure 3. Consumer's Preferred Ways of Learning About the Ingredients, Alcohol content, Allergens, Calories, and Nutritional Content of Alcoholic Beverages (n=1,059 U.S. adults who drink)



■ Information on the label/container   
 ■ Scan a QR code on the label  
■ Visit website provided on the label   
 ■ I do not want to learn this information

Learn more about how alcohol labeling can inform consumers and promote public health [here](#) or by contacting [policy@cspinet.org](mailto:policy@cspinet.org)

## APPENDIX

Big Village’s CARAVAN U.S. Online Omnibus Survey was administered in March 2024 to a nationally representative sample of U.S. adults, demographically balanced to represent the U.S. Census on age, sex, region, race, and ethnicity. The following questions were administered to 1,924 adults age 21 or older. The results reported above reflect an analysis of responses from the 1,509 respondents who indicated in the final question (see number 4 below) that they drank alcohol at least once in the past year.

1. Alcoholic beverages can contain significant amounts of calories, carbohydrates, fat, and protein. They also can contain a wide range of ingredients and food additives. Currently, labels on most alcoholic beverages are not required to provide product information, such as alcohol content, serving size, ingredients, allergens, calorie content, and nutritional content.

Please indicate the extent of your support for a policy requiring producers to include the information below on the labels of alcoholic beverages. **[Select one answer for each]**

1. Strongly oppose
2. Somewhat oppose
3. Neither support nor oppose
4. Somewhat support
5. Strongly support

Response options were randomized and included Country of origin, Net contents, Alcohol content, Ingredients, Allergens, Calorie content, Nutritional content, and Serving size. Note that two of these (Country of origin, Net contents) are already required on alcohol labels.

2. (respondents viewed the same informational paragraph)

Please indicate how important each of the pieces of information below would be in helping you decide whether to purchase a particular alcoholic beverage. **[Select one answer for each]**

6. Not at all important
7. Not very important
8. Somewhat important
9. Very important
10. Extremely important

Response options were also the same as for the previous question.

3. How would you prefer to learn about the ingredients, alcohol content, allergens, calories, and nutritional content of an alcoholic beverage? **[Select one answer]**

1. Read this information on the label of the container
2. Scan a QR code on the label
3. Visit a website address provided on the label
4. I do not want to learn this information

4. In the past year, how often did you have a drink containing alcohol? **[Select one answer]**

1. Never
2. Once a month or less
3. 2 to 4 times a month
4. 2 to 3 times a week
5. 4 or more times a week