

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.