

September 8, 2022

To: Interested Parties

Fr: Impact Research

Re: Voters Do Not See Beer Industry Competition as a Problem

As part of a series of PPI commissioned research to examine public attitudes toward concentration and competition across various sectors of the U.S. economy, our recent nationwide poll finds that **voters do not see the same issue of rising prices in the beer industry as they do for other household staples like gas, groceries, and vehicles.** Instead, voters largely see a thriving beer industry with more choices and breweries available to them than ever before. As a result, voters see federal action taking on big beer as an unneeded distraction from more important issues, like inflation.

- **Inflation continues to be voters' top priority heading into the 2022 election, while increasing competition between big companies ranks last.** With 68% of voters saying they expect prices to get higher in the next year, it's no surprise a majority (54%) currently say inflation and the economy is one of the issues they most want Congress to prioritize. Only 2% of voters say increasing competition between big companies should be a priority for Congress.
- **Overall, 77% of voters currently do not support the government taking action to increase competition within the beer industry.** Voters would oppose this by a 15-point margin, including by a 17-point margin among both persuadable voters and Independents. For comparison, 72% of voters *would* support breaking up the prescription drug industry, and 68% would support breaking up health insurance companies to create more competition.
- **Voters do not think beer prices have gone up as much as other household staples and worry new rules would increase prices.** Roughly 1-in-10 voters (12%) say beer prices have gone up a lot, while more than 80% say the same about gas (88%), groceries (84%), and housing (82%). By a 19-point margin, voters think new rules on the beer industry would cause the price of beer to go up. This belief is even stronger among voters who say inflation is their top issue and think new rules would cause beer prices to go up by a 30-point margin.
- **By double-digit margins, voters believe there are more beer companies today (+27) and that there are more choices for beer today (+36)** rather than believing the industry is more consolidated than ever. This is especially true for beer drinkers (+43 more beer companies / +48 more beer choices), and the positive margins for more breweries and more choices holds up even across partisan lines.

These findings are based on the results of a nationwide multi-modal poll of likely 2022 voters by Impact Research. A total of N=1000 responses were collected between August 10th and 17th, 2022. The margin of error for the total sample is +/- 3.1 percentage points at the 95% level of confidence.