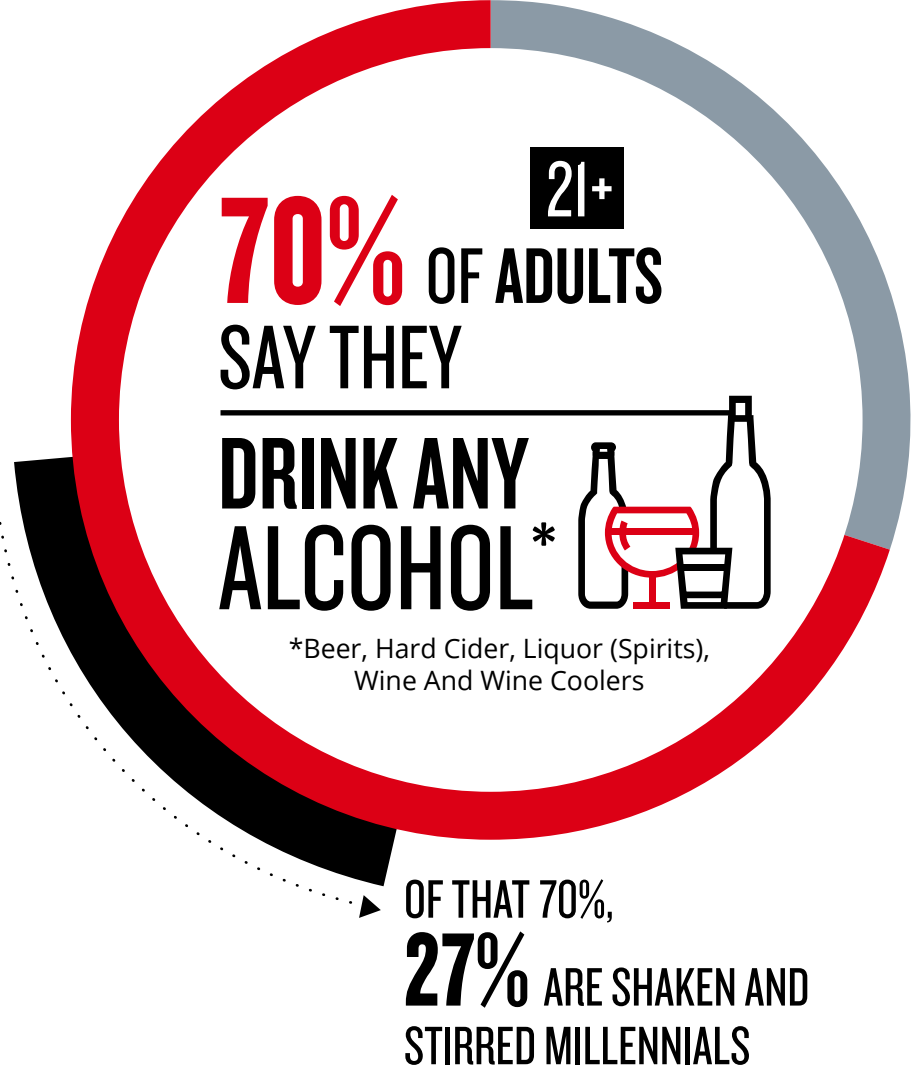
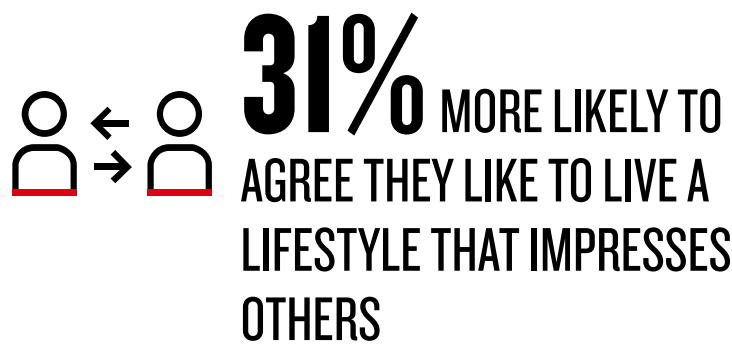


SHAKEN & STIRRED MILLENNIALS

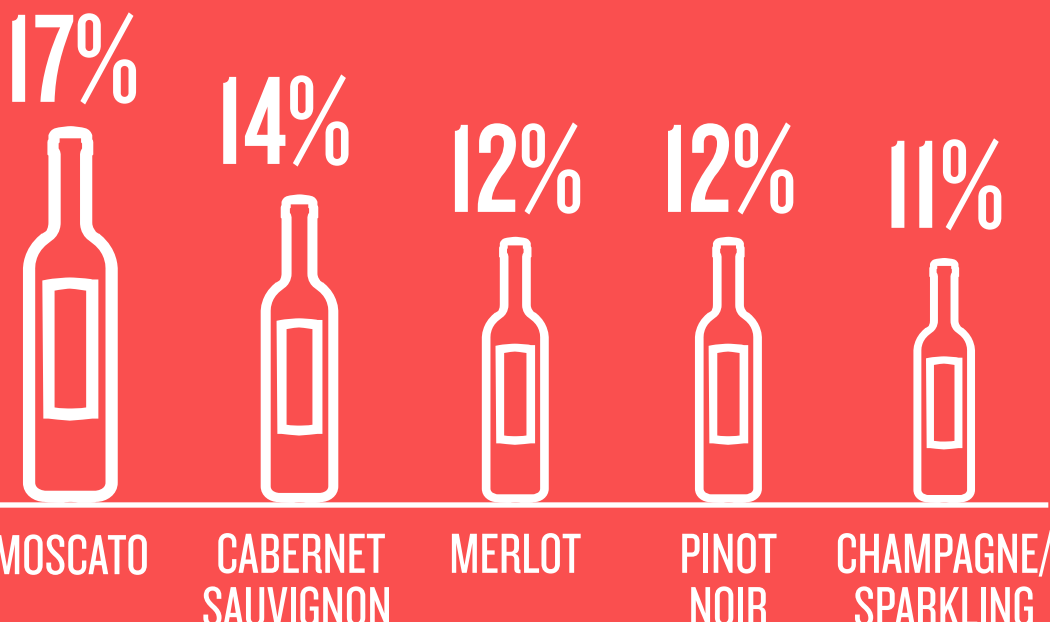


In this infographic Nielsen Scarborough illustrates the alcoholic beverage preferences of Shaken and Stirred Millennials - adults 21-34 who say they drink any alcohol. By understanding what Shaken and Stirred Millennials are drinking and where they purchase alcohol, marketers can develop effective strategies to accommodate the unique drinking preferences of this important consumer segment.



WINE

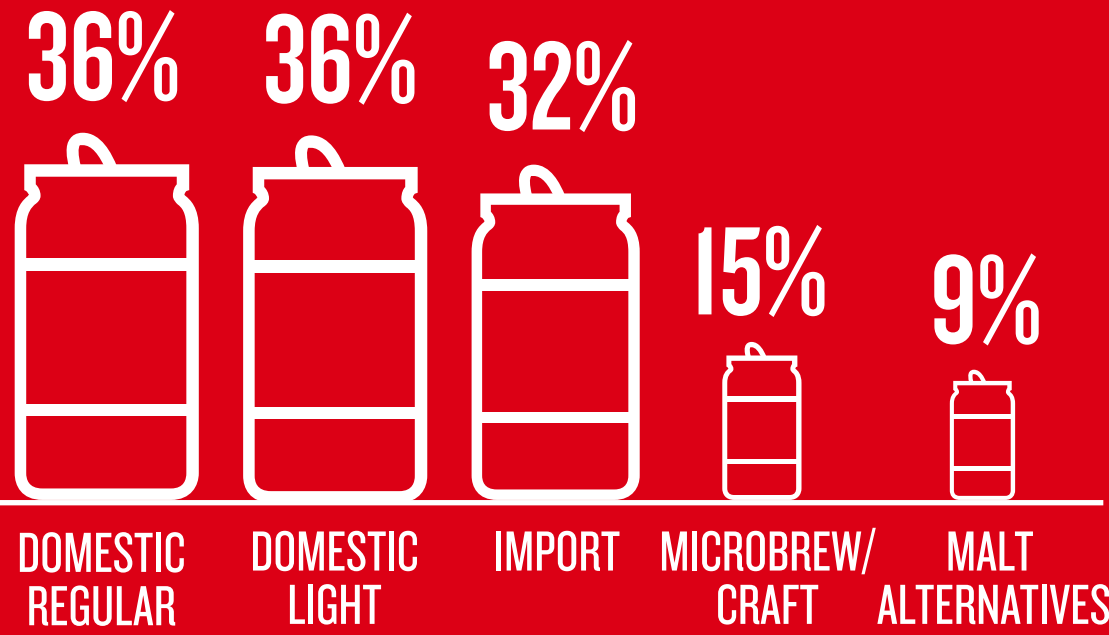
TYPES BOUGHT PAST 3 MONTHS



28% MORE LIKELY TO AGREE THEY ARE WILLING TO SPEND MORE ON A QUALITY BOTTLE OF WINE

BEER

DRANK PAST 30 DAYS



LIQUOR

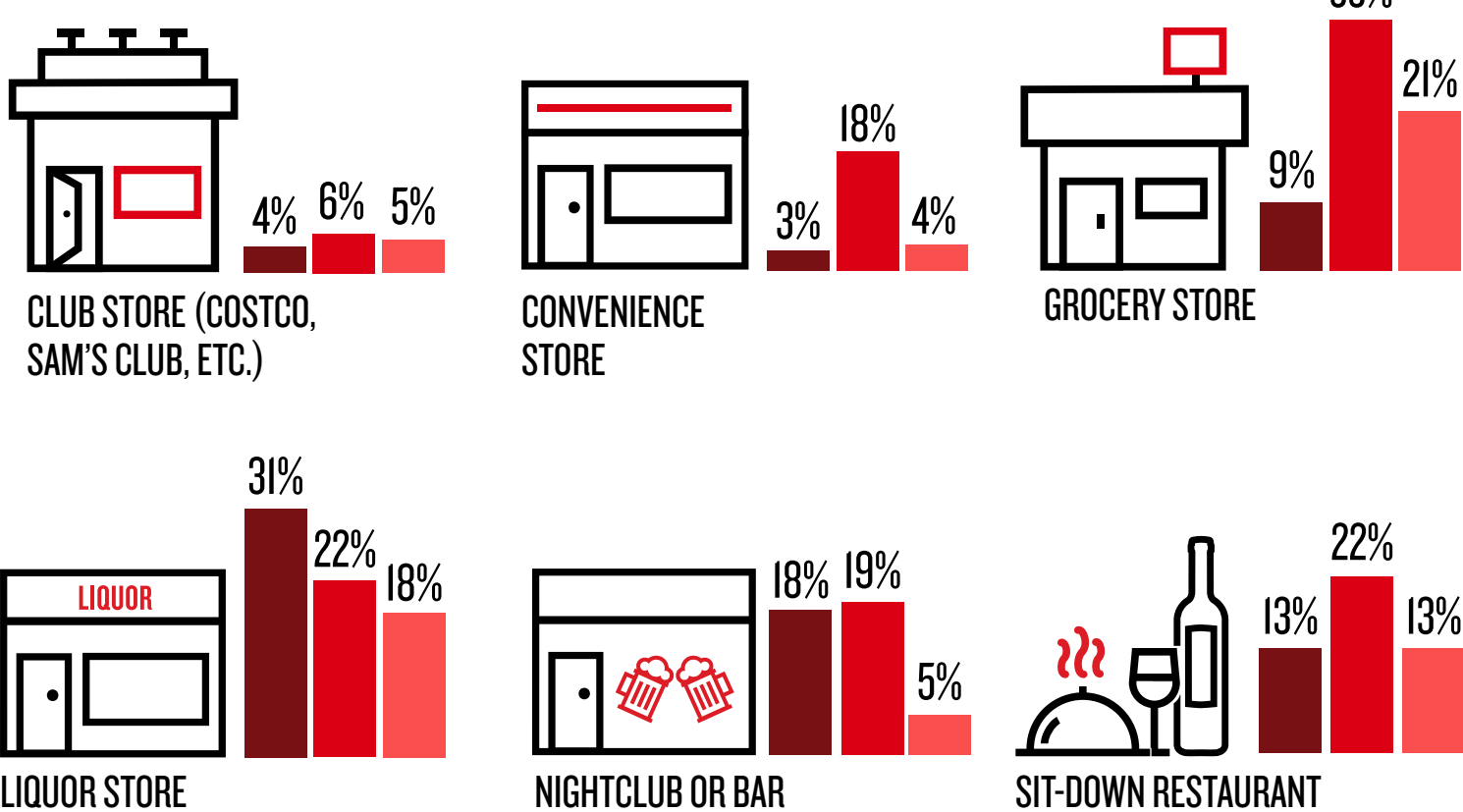
DRANK PAST 30 DAYS



LOCATIONS

WHERE PURCHASED PAST 30 DAYS

■ LIQUOR ■ BEER ■ WINE



107% MORE LIKELY TO HAVE ATTENDED A R&B/RAP/HIP-HOP CONCERT

61% MORE LIKELY TO HAVE ATTENDED A COMEDY CLUB

21% MORE LIKELY TO HAVE ATTENDED A PROFESSIONAL SPORTS EVENT

73% MORE LIKELY TO HAVE VISITED A SPORTS BAR FOR DINNER DURING THE PAST MONTH

30% MORE LIKELY TO HAVE VISITED A MEXICAN RESTAURANT FOR DINNER DURING THE PAST MONTH

29% MORE LIKELY TO HAVE VISITED A PIZZA RESTAURANT FOR DINNER DURING THE PAST MONTH

74% AGREE THEY TYPICALLY CELEBRATE SPECIAL OCCASIONS AT RESTAURANTS