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# **IAB Report: Alcohol Buyers and Mobile Mixology**

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*IAB analysis of Prosper Insights data from Monthly Consumer Survey, April 2014 (Mobile Focus).*

*N = 6,196 US General Population of Adults 21 or older, N = 331 Adults 21 and over who plan to spend more on beer, wine or alcohol in the next 90 days.*

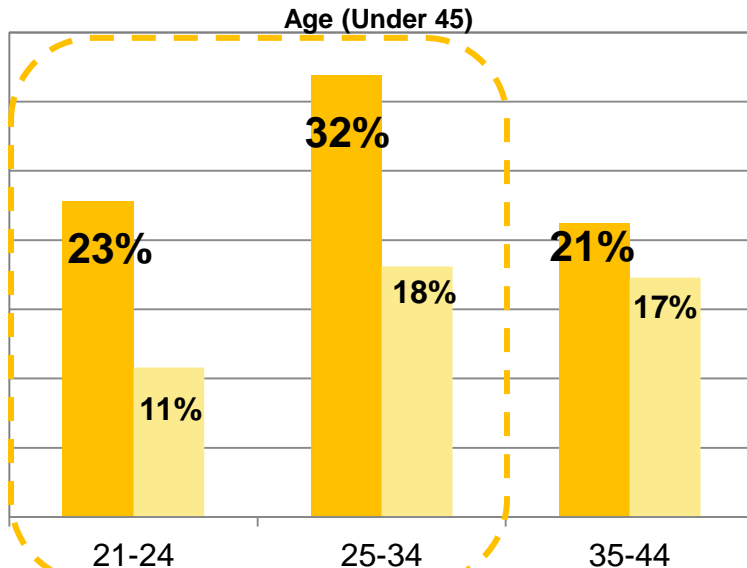
IAB Mixology, June 2014



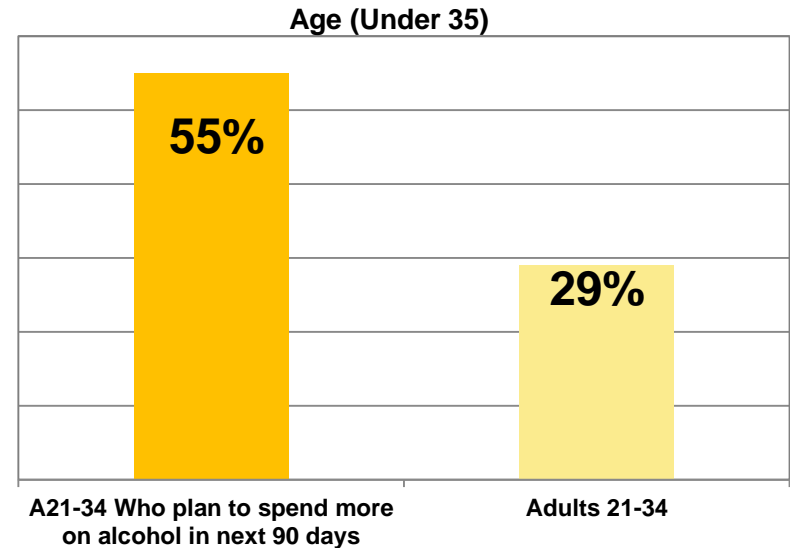
# Millennials Plan to Spend More on Alcohol

- More than half of those planning to spend more on beer, wine or alcohol over the next 90 days are Millennials: **55% are ages 21-34**
- **76% are under 45**

3 out of 4  
Planning to  
Spend More on Alcohol are  
Under 45



Over Half  
of Those Planning to  
Spend More on Alcohol are  
Millennials  
Age 21-34



■ Plan to spend more on alcohol in next 90 days ■ General Population

IAB analysis of data from Prosper Monthly Consumer Survey, April 2014 (Mobile focus).

General US Adult Population refers to Adults 21 or over. Drinkers refers to US Adults 21 and over who are planning to spend more on beer, wine or alcohol over the next 90 days.

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# Drinkers Are Heavier Mobile Users

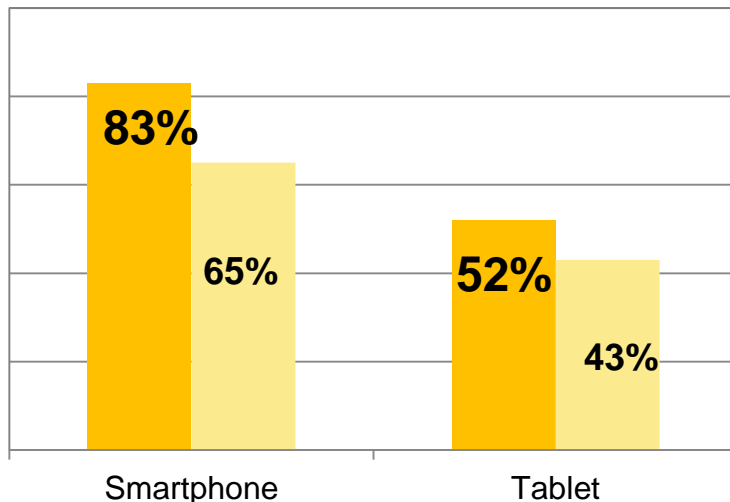
- Those who plan to spend more on beer, wine or alcohol in the next 90 days are more likely than the General US Adult Population to reach for a smartphone and to rely on it.

83%  
of Drinkers  
Own a  
Smartphone

Over Half of  
Drinkers Own a  
Tablet

1 in 3  
Drinkers Say Their  
Smartphone  
"Is My Life"

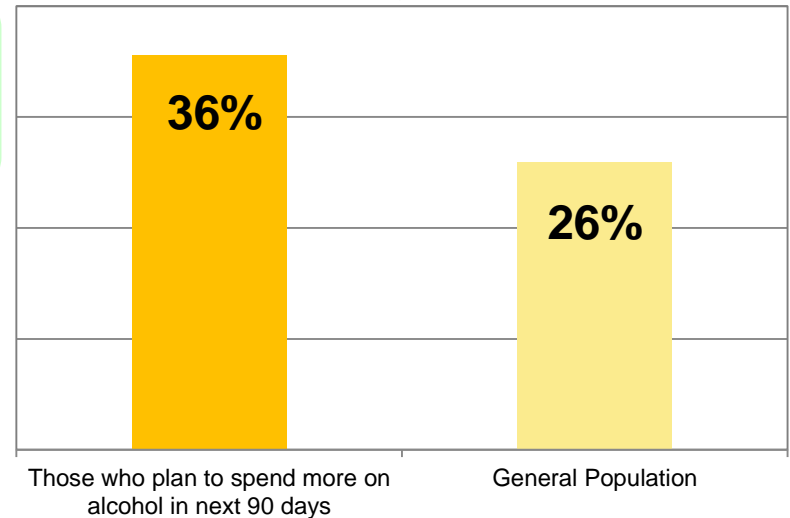
Do you own either of the following devices?



3 out of 4  
Drinkers Use a  
Smartphone  
Most Often  
(vs. 58%)



I use my smartphone for all the functions - it's my life.



■ Plan to spend more on alcohol in next 90 days ■ General Population

Use Smartphone: Which of the following best describes how you use your Smartphone?

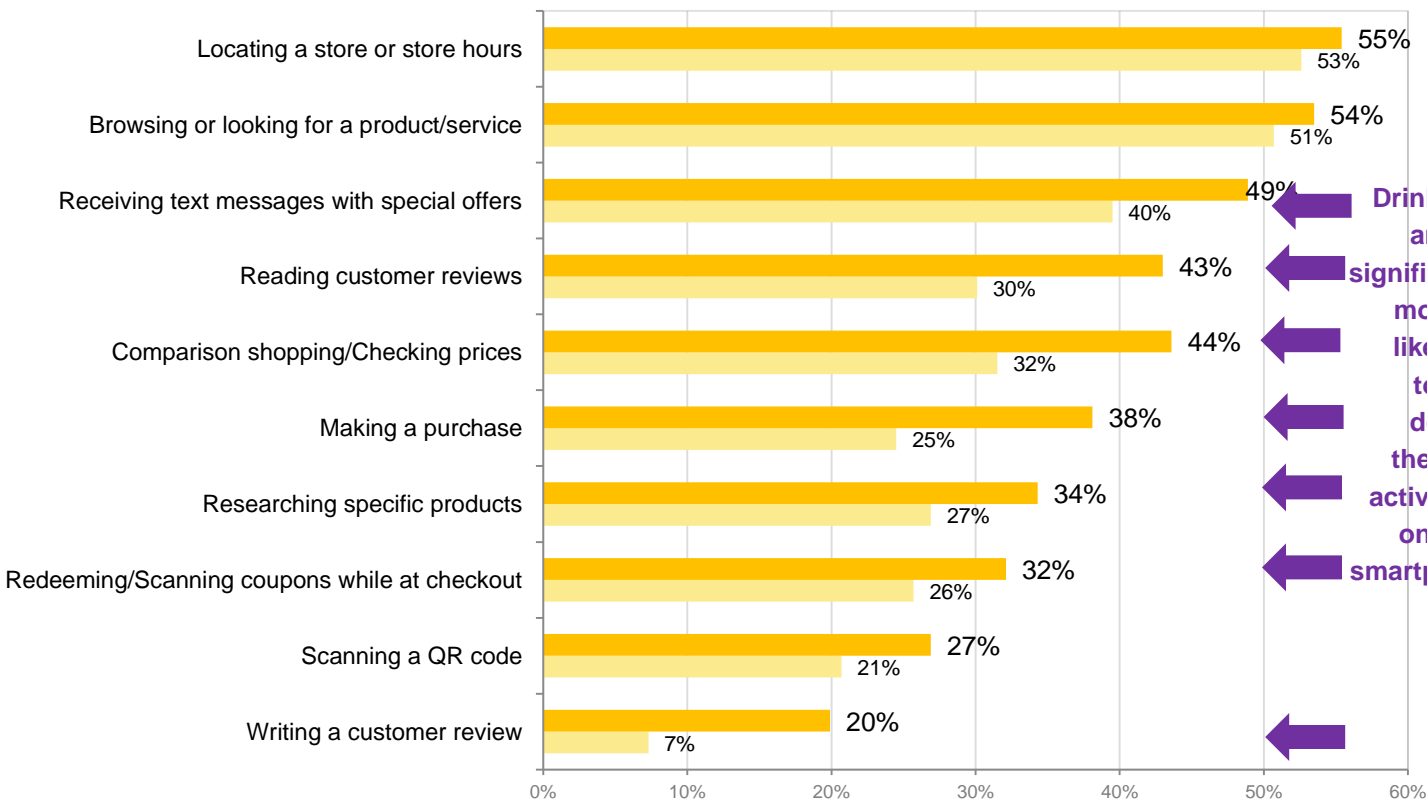
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# Drinkers are More Likely to Do Any Smartphone Activity

- They're significantly more likely than US adults in general to use their phone to: research products, comparison shop, read reviews, make a purchase, write reviews, use mobile coupons or text offers.

## Smartphone Activities

Use Smartphone: Do you use your Smartphone for any of the following activities? (Check all that apply)



Drinkers are significantly more likely to do these activities on a smartphone

**Mobile Advertising Opportunities for Alcohol Marketers:**

Drinkers are much more likely than the general population to use their smartphones to research products, comparison shop, read reviews, make a purchase and write reviews - each an opportunity. They're also much more likely to use mobile coupons or text offers.

■ Those 21 and up who plan to spend more on alcohol in next 90 days  
 ■ General US Population Over 21

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# Methodology

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**IAB conducted a custom analysis of syndicated Prosper Insight data** to look at consumer and mobile behaviors of ‘Drinkers’, or Americans age 21 and over who plan to spend more on beer, wine or alcohol in the next 90 days as compared to the general population of adults 21 and over in the US. The report is derived from the Prosper Insights & Analytics, Monthly Survey (April 2014), Mobile Focus of 6,535 Adult 18+ respondents surveyed online, 6,196 of whom are 21 or over. The study has a margin of error of less than 1%, at a 99% confidence level. Two percentage points is statistically significant at 99% confidence level.

## Sample Sizes

- **Prosper Insights & Analytics, Monthly Survey (April 2014), Mobile Focus**
  - **6,196 Adults 21+** representative of the general US population
  - **331 Drinkers, Adults 21+** who plan to spend more on beer, wine or alcohol over the next 90 days

## **About ProsperInsight™**

ProsperInsight delivers customized timely market intelligence from various sources through its cloud-based technology-driven Integrated Solutions Platform. Solutions are delivered on multiple devices (PC/Tablet/Smartphone) though the InsightCenter™ tool using diverse information sources relevant to clients’ business needs. [www.GoProsper.com](http://www.GoProsper.com).

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## **Questions?**

Kristina Sruoginis, Research Director, IAB

[Kristina@IAB.net](mailto:Kristina@IAB.net)

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