

Household Spending on Alcoholic Beverages by Demographic Characteristic, 2013

Spending by Age

The biggest spenders on alcoholic beverages are householders aged 45 to 54, who spend 22 percent more than the average household on alcohol. The 45-to-54 age group spends more than others on wine, whether consumed at home or in bars and restaurants. Spending on beer, whether consumed at home or in bars, is highest among householders aged 25 to 34. The biggest spenders on whiskey and other alcohol consumed at restaurants and bars are householders under age 25, whereas the oldest householders spent the most on whiskey consumed at home. Householders aged 65 to 74 spend more than any other age group on alcoholic beverages purchased on trips.

Spending by Household Income

Not surprisingly, the most affluent households are also the ones that spend the most on alcoholic beverages. In 2013, households with incomes of \$100,000 or more spent more than twice as much as the average household on alcohol. The most affluent households spend considerably more than those with lower incomes on every alcoholic beverage category. They spend over two-and-one-half times the average on wine consumed at home and nearly three times the average on wine consumed in bars and on alcoholic beverages purchased on trips. Spending on alcoholic beverages is below average for households with incomes of less than \$70,000.

Spending by Household Type

Married couples without children at home (most of them empty-nesters) are the biggest spenders on alcoholic beverages both consumed at home and consumed in restaurants and bars. They spend more than other household types on wine and whiskey consumed at home and on alcoholic beverages purchased on trips. Married couples with preschoolers are the biggest spenders on beer and ale, whether consumed at home or in bars. Married couples with adult children at home spend more than other household types on wine, whiskey, and other alcohol at bars and restaurants.

Spending by Race and Hispanic Origin

Hispanic, Asian, and especially Black households spend much less on alcoholic beverages than the average household. Blacks spend just 45 percent as much as the average household on alcoholic beverages, while Asians spend 73 percent of the average and Hispanics, 82 percent. Despite their below-average spending on alcohol overall, Hispanics spend 24 percent more than average on beer and ale consumed at home. The spending of Blacks is below average for all categories of alcoholic beverages. The same is true of Asians with the one exception of alcoholic beverages purchased on trips, on which they spend 6 percent more than the average household.

Spending by Region

Households in the South spend 19 percent less than the average household on alcoholic beverages. Their spending is below average for every type of alcoholic beverage, except whiskey consumed at home, on which they spend 6 percent more than the average household. In contrast, households in the West spend more than average on every alcoholic beverage category except whiskey consumed at home and beer and ale at bars and restaurants. Overall spending on alcoholic beverages by households in the West and Northeast is 19 percent above average, and in the Midwest it is 2 percent below average. Households in the Northeast spend significantly more than others on wine consumed at restaurants and bars.

Spending by Education

Spending on alcoholic beverages rises with education, in part because educated households have higher incomes. Households that include a member with a bachelor's degree spend 48 percent more than the average household on alcoholic beverages and account for 57 percent of the market, although they represent only 39 percent of households. They spend 76 percent more than average on wine consumed at restaurants and bars and 81 percent more than average on alcoholic beverages purchased on trips. Spending on alcoholic beverages is below average for householders without a college degree.

Table 8. Alcoholic Beverages: Average spending by income, 2013*(average annual spending on alcoholic beverages by before-tax income of consumer units, 2013)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units (in 000s)	125,670	28,373	27,781	11,179	17,887	6,681	10,781	22,989
Number of persons per consumer unit	2.5	1.7	2.2	2.5	2.7	2.7	2.9	3.2
Average before-tax income of consumer units	\$63,784.00	\$10,729.34	\$29,465.61	\$44,576.00	\$59,101.00	\$74,535.00	\$89,114.00	\$168,715.00
Average spending of consumer units, total	51,099.75	22,756.60	34,180.57	41,750.34	50,636.76	58,977.59	66,650.47	101,685.59
ALCOHOLIC BEVERAGES								
Consumed at home	260.57	108.37	189.19	201.96	265.31	270.89	341.71	516.12
Beer and ale	118.85	58.28	104.36	117.21	126.38	150.68	157.06	175.34
Whiskey	10.93	3.51	7.30	9.97	10.68	12.11	19.74	20.67
Wine	106.33	30.75	52.18	58.72	109.77	77.31	135.16	282.14
Other alcoholic beverages	24.44	15.83	25.35	16.06	18.49	30.80	29.74	37.97
Consumed away from home	183.97	59.16	97.02	157.32	169.96	186.97	250.77	432.92
Beer and ale at restaurants, bars	65.80	25.81	38.26	56.37	62.73	70.45	94.20	139.85
Wine at restaurants, bars	28.09	7.76	11.19	23.29	18.98	36.57	32.61	78.76
Whiskey and other alcohol at restaurants, bars	44.30	11.97	26.87	54.52	53.41	28.47	72.42	83.36
Alcoholic beverages purchased on trips	45.78	13.62	20.70	23.14	34.85	51.48	51.55	130.94

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 16. Alcoholic Beverages: Average spending by household type, 2013

(average annual spending of consumer units on alcoholic beverages by type of consumer unit, 2013)

	total consumer units	total married couples	married couples, no children	married couples with children			single parent with child under age 18	single person	
				total	oldest child under age 6	oldest child aged 6 to 17			oldest child aged 18 or older
Number of consumer units (in 000s)	125,670	60,304	26,456	28,668	5,559	14,066	9,042	6,777	37,770
Number of persons per consumer unit	2.5	3.2	2.0	4.0	3.5	4.2	4.0	3.0	1.0
Average before-tax income of consumer units	\$63,784.00	\$89,992.00	\$82,773.00	\$97,441.00	\$89,637.00	\$98,275.00	\$100,944.00	\$35,012.00	\$32,292.00
Average spending of consumer units, total	51,099.75	66,854.67	61,246.36	72,518.20	66,246.94	72,638.94	76,084.59	37,752.30	31,247.75
ALCOHOLIC BEVERAGES	444.53	513.55	601.22	451.92	516.13	398.72	511.16	178.74	338.80
Consumed at home	260.57	308.91	362.21	262.25	290.42	246.16	275.05	112.01	178.15
Beer and ale	118.85	134.74	137.00	124.10	143.45	116.99	126.02	68.30	83.32
Whiskey	10.93	11.94	16.76	7.81	14.65	6.52	6.32	–	7.67
Wine	106.33	134.32	172.55	107.91	95.21	98.34	131.58	33.73	67.16
Other alcoholic beverages	24.44	27.91	35.90	22.43	37.11	24.31	11.14	9.98	20.00
Consumed away from home	183.97	204.64	239.02	189.67	225.71	152.56	236.11	66.73	160.65
Beer and ale at restaurants, bars	65.80	65.09	65.88	69.96	107.65	53.76	77.78	34.67	63.40
Wine at restaurants, bars	28.09	35.34	43.43	31.31	32.50	21.36	48.07	6.28	20.65
Whiskey and other alcohol at restaurants, bars	44.30	44.34	50.15	41.88	53.29	30.32	55.89	6.20	41.35
Alcoholic beverages purchased on trips	45.78	59.87	79.55	46.53	32.27	47.13	54.37	19.58	35.25

Note: “–” means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 23. Alcoholic Beverages: Market shares by race and Hispanic origin, 2013*(percentage of total annual spending on alcoholic beverages accounted for by consumer unit race and Hispanic origin groups, 2013)*

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Share of total consumer units	100.0%	4.3%	12.5%	12.7%	75.0%
Share of total before-tax income	100.0	5.3	8.5	9.5	82.2
Share of total spending	100.0	5.0	9.1	10.4	80.6
ALCOHOLIC BEVERAGES	100.0	3.1	5.7	10.4	84.0
Consumed at home	100.0	3.0	6.4	11.4	82.3
Beer and ale	100.0	2.7	6.4	15.7	77.5
Whiskey	100.0	—	4.5	10.6	84.9
Wine	100.0	3.7	5.4	7.2	88.0
Other alcoholic beverages	100.0	2.0	11.7	9.1	79.4
Consumed away from home	100.0	3.4	4.6	9.1	86.5
Beer and ale at restaurants, bars	100.0	3.1	2.9	11.2	85.9
Wine at restaurants, bars	100.0	3.4	4.3	8.2	88.4
Whiskey and other alcohol at restaurants, bars	100.0	2.8	7.7	9.4	83.3
Alcoholic beverages purchased on trips	100.0	4.5	4.4	6.2	89.4

Note: "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" column), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. "—" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the 2013 Consumer Expenditure Survey

Table 24. Alcoholic Beverages: Average spending by region, 2013*(average annual spending of consumer units on alcoholic beverages by region in which consumer unit lives, 2013)*

	total consumer units	Northeast	Midwest	South	West
Number of consumer units (in 000s)	125,670	22,769	27,905	46,913	28,084
Number of persons per consumer unit	2.5	2.4	2.4	2.5	2.6
Average before-tax income of consumer units	\$63,784.00	\$71,606.00	\$63,184.00	\$58,624.00	\$66,658.00
Average spending of consumer units, total	51,099.75	57,026.84	50,527.37	45,956.37	55,459.64
ALCOHOLIC BEVERAGES	444.53	527.00	436.15	360.30	527.85
Consumed at home	260.57	315.30	221.50	214.09	332.06
Beer and ale	118.85	142.01	113.23	98.97	139.05
Whiskey	10.93	10.49	11.88	11.62	9.24
Wine	106.33	139.13	75.38	87.47	141.22
Other alcoholic beverages	24.44	23.67	21.01	16.04	42.56
Consumed away from home	183.97	211.69	214.65	146.20	195.79
Beer and ale at restaurants, bars	65.80	72.78	88.47	51.76	62.20
Wine at restaurants, bars	28.09	43.55	24.84	20.53	31.43
Whiskey and other alcohol at restaurants, bars	44.30	42.36	55.89	38.49	44.60
Alcoholic beverages purchased on trips	45.78	53.01	45.45	35.42	57.56

Source: Bureau of Labor Statistics, unpublished data from the 2013 Consumer Expenditure Survey

Household Spending on Nonalcoholic Beverages, 2000 to 2013

Between 2000 and 2013, average household spending on nonalcoholic beverages purchased at grocery and convenience stores grew 2 percent, after adjusting for inflation. All of the growth occurred between 2006 and 2013—especially from 2010 to 2013, when spending on these items grew 5 percent. The average household spends the most on carbonated drinks, followed by milk. Together, those two items account for 45 percent of household spending on nonalcoholic beverages. Between 2000 and 2013, average household spending on carbonated drinks fell 23 percent, and spending on milk fell 21 percent.

Average household spending on coffee grew so much between 2000 and 2013 that the item now occupies the third spot on consumers' beverage shopping list. Most of the growth, 52 percent, occurred since overall household spending peaked in 2006, in part because of rising prices. Coffee has been battling with colas for the caffeine-addicted market, and the numbers suggest coffee may be gaining ground. Coffee's share of nonalcoholic beverage spending grew more than any other since 2000.

Spending on fruit juice, now the fourth most popular beverage category, fell 37 percent between 2000 and 2013, after adjusting for inflation. In contrast, spending on fruit-flavored drinks was almost 7 percent higher in 2013 than in 2000, after adjusting for inflation.

Big spending increases occurred for two minor players between 2000 and 2013—tea and vegetable juice. The average household boosted its spending on these categories by 73 and 64 percent, respectively, between 2000 and 2013, after adjusting for inflation. In the case of tea, most of the increase came prior to 2006, but vegetable juice spending climbed consistently over the entire period.

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Table 41. Nonalcoholic Beverages: Indexed spending by age, 2013

(indexed average annual spending of consumer units on nonalcoholic beverages by age of consumer unit reference person, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Average spending of consumer units, total	\$51,100	\$30,373	\$48,087	\$58,784	\$60,524	\$55,892	\$46,757	\$34,382
Average spending of consumer units, index	100	59	94	115	118	109	92	67
Nonalcoholic beverages purchased at grocery or convenience stores								
	100	74	92	118	118	104	92	67
Carbonated drinks	100	89	92	117	120	105	93	49
Coffee	100	39	83	100	116	119	125	74
Fruit juice, canned and bottled	100	81	99	120	112	96	89	75
Fruit juice, fresh	100	61	84	109	133	106	85	78
Fruit juice, frozen	100	51	62	107	127	123	92	99
Fruit-flavored drinks	100	76	87	105	110	118	74	110
Milk, fresh	100	74	95	131	110	97	86	73
Sports drinks	100	73	96	156	125	98	51	43
Tea	100	78	83	99	117	124	101	66
Vegetable juice	100	91	95	118	116	96	85	78
Water, bottled	100	75	98	124	136	90	75	54

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey