

# U.S. Mothers Concerned That Direct-to-Consumer Spirits Shipping Is Dangerous

New study from WSWA Educational Foundation in partnership with Morning Consult finds potential for increased underage access, DUIs, and dangerous product a serious concern for moms and Direct-to-Consumer (DTC) Spirits Shipping

**MOMS AGREE:** Preventing underage access should be at the forefront of any new laws or regulations in the alcohol marketplace, including DTC spirits shipping



**91% OF U.S. MOMS**

agree that preventing underage drinking is important for lawmakers to consider when making new alcohol laws and regulations.



**73% OF U.S. MOMS**

agree that preventing underage drinking is extremely important for lawmakers to consider when making new alcohol laws and regulations.



**72% OF U.S. MOMS**

are concerned that DTC spirits shipping will increase underage access to alcohol.

**MOMS KNOW:** The three-tier system keeps Americans safe

**3X**

**MORE LIKELY**

U.S. moms are three times more likely to say that the current three-tier system is working well than not.

**78% OF U.S. MOMS**

recognize the important role American, family-owned wine & spirits wholesalers play in the alcohol supply chain.



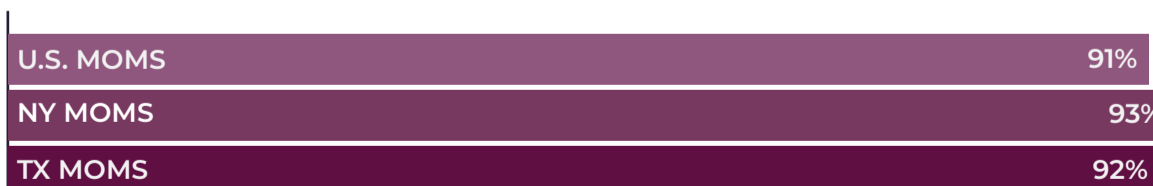
**61% OF U.S. MOMS**

are concerned that DTC spirits shipping across state lines will increase access to dangerous counterfeit products.



**A UNITED FRONT:** Despite geographic, cultural, and partisan differences, moms in New York and Texas agree

Preventing underage access is important for lawmakers to consider when deciding alcohol laws and regulations like DTC spirits shipping privileges:



Mothers are concerned that the DTC shipping of spirits across state lines will lead to increased underage access:



Mothers are concerned that the DTC shipping of spirits across state lines will lead to increased access to dangerous counterfeit products:



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