

ALCOHOL CONSUMPTION TRACKER



Tracking alcohol consumption during the course of a full month, across all categories, brands, and types of occasions.

WHAT IS ACT?

ACT is a syndicated research program in Canada (ACT Canada) and the US (ACT US) subscribed to by market leaders in the Beer, Wine, Spirits, Cider, Cooler and Pre-mixed Cocktail categories.

It provides occasion-based insight at both a macro and micro level typically not cost-feasible with a proprietary study. Relevant for Beverage Alcohol makers, distributors and retailers alike, subscribers gain expanded insight into consumption behaviour.

OCCASION DIARY.

All month. Every month.



S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

HOW DO PEOPLE CONSUME ALCOHOL?



- When
- Where You Were
- Role of Food
- Who You Were With
- What You Were Doing

UNDERSTAND DRINKING BEHAVIOUR BY:

- Category (beer, wine, spirits, RTD, ciders, coolers)
- Brand (1,000+ brands tracked)
- Occasion profiles
- Segments (demographic, behavioural, attitudinal)

VIEW INSIGHT THROUGH DIFFERENT LENSES:

- Consumer based (incidence)
- Volume based (number of occasions or servings)
- By month, day, or specific type occasion)

OVERLAY CROSS-CATEGORY BEHAVIOUR:

- Loyalty to categories and brands
- Cross category interaction
- White space opportunities for category and brand development

For more information, contact:

John.Mohler@Ipsos.com