Daily Questions | 2020 | 12 December | 10/22 - Dry January 2021

Do you plan to participate in Dry January (abstaining from drinking any alcohol for the month of January 2021)?

|                                  |           |                |            |           | Baby      | Silent    |
|----------------------------------|-----------|----------------|------------|-----------|-----------|-----------|
|                                  |           |                | Millennial | Gen X     | Boomer    | Generatio |
|                                  |           | US adults who  | (1982-     | (1965-    | (1946-    | n (1928-  |
|                                  |           | drink alcohol  | 1999) -    | 1981)-    | 1964)-    | 1945) -   |
|                                  |           | (excluding N/A | Excluding  | Excluding | Excluding | Excluding |
| 10/22 - Dry January 2021         | US adults | responses)     | NA         | NA        | NA        | NA        |
| Yes, I plan to participate       | 15%       | 23%            | 27%        | 23%       | 17%       | 13%       |
| No, I do not plan to participate | 38%       | 56%            | 49%        | 57%       | 63%       | 67%       |
| Don't know                       | 14%       | 21%            | 24%        | 19%       | 20%       | 20%       |
| N/A - I don't ever drink alcohol | 33%       |                |            |           |           |           |
| Unweighted N                     | 14616     | 10080          | 2761       | 2747      | 3687      | 685       |

Weight Weight: Residents of the USA aged 18+ Which of these categories would you say apply to you? Please select all that ap

| Alcohol consumption – self  |     |
|---|-----|
| description   | All |
| Special occasion drinker - only occasionally, i.e. at Christmas, birthdays (Alcohol consumption – self description) | 26% |
| Social drinker - I drink at parties<br>or if there's a small get together<br>(Alcohol consumption – self            |     |
| description)  | 25% |
| Weekend drinker - only really drink on weekends (Alcohol consumption – self description)                            | 14% |
| After work drinker - I enjoy a drink most evenings during the week (Alcohol consumption – self description)         | 9%  |
| Daily drinker - I like a drink most days (Alcohol consumption – self  | 976 |
| description)  | 6%  |
| Anytime, anywhere drinker – I<br>enjoy a drink at every<br>opportunity (Alcohol                                     |     |
| consumption – self description) Prefer not to say (Alcohol  | 3%  |
| consumption – self description) Not applicable - I do not drink (Alcohol consumption – self                         | 3%  |
| description)  | 35% |

Unweighted N

Weight Weight: Residents of the USA aged 18+

15575-15968

## Daily Questions | 2020 | 12 December | 10/22 - Dry January 2021

Alcohol consumption – self description

|                                  | Alcohol consumption – self description |                  |                 |                   |                   |                  |               |                  |
|----------------------------------|--|------------------|-----------------|-------------------|-------------------|------------------|---------------|------------------|
|                                  | Special occasion                       |                  |                 |                   |                   | Anytime,         |               |                  |
|                                  | drinker - only                         | Social drinker - |                 | After work        |                   | anywhere         |               |                  |
|                                  | occasionally,                          | I drink at       | Weekend         | drinker - I enjoy |                   | drinker – I      |               |                  |
|                                  | i.e. at                                | parties or if    | drinker - only  | a drink most      | Daily drinker - I | enjoy a drink at |               |                  |
|                                  | Christmas,                             | there's a small  | really drink on | evenings during   | like a drink      | every            |               | Not applicable - |
|                                  | birthdays                              | get together     | weekends        | the week          | most days         | opportunity      | Prefer not to | I do not drink   |
|                                  | (Alcohol                               | (Alcohol         | (Alcohol        | (Alcohol          | (Alcohol          | (Alcohol         | say (Alcohol  | (Alcohol         |
|                                  | consumption –                          | consumption -    | consumption -   | consumption -     | consumption -     | consumption-     | consumption - | consumption -    |
|                                  | self                                   | self             | self            | self              | self              | self             | self          | self             |
| 10/22 - Dry January 2021         | description)                           | description)     | description)    | description)      | description)      | description)     | description)  | description)     |
| Yes, I plan to participate       | 14%                                    | 12%              | 17%             | 11%               | 10%               | 14%              | 11%           | 7%               |
| No, I do not plan to participate | 40%                                    | 59%              | 63%             | 71%               | 70%               | 57%              | 33%           | 9%               |
| Don't know                       | 18%                                    | 19%              | 16%             | 15%               | 16%               | 26%              | 26%           | 4%               |
| N/A - I don't ever drink alcohol | 27%                                    | 11%              | 4%              | 3%                | 4%                | 3%               | 30%           | 80%              |
| Unweighted N                     | 839                                    | 855              | 463             | 296               | 189               | 80               | 94            | 1056             |

Weight Weight: Residents of the USA aged 18+

## Daily Questions | 2019 | 12 December | 12/20 - Do you plan to par

Do you plan to participate in Dry January (abstaining from drinkin

|   |                                  |           | US adults who<br>drink alcohol |
|---|----------------------------------|-----------|--------------------------------|
|   | 12/20/2019 - Do you plan to      |           | (excluding N/A                 |
|   | participate in Dry January       | US adults | responses)                     |
| , | Yes, I plan to participate       | 10%       | 16%                            |
|   | No, I do not plan to participate | 42%       | 64%                            |
|   | Don't know                       | 13%       | 20%                            |
|   | N/A - I don't ever drink alcohol | 34%       |                                |
|   | Unweighted N                     | 22228     | 15069                          |
|   |                                  |           |                                |

Weight: Residents of the USA aged