

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)?

	US adults	US adults who drink alcohol (excluding N/A responses)	Millennial (1982-1999) - Excluding NA	Gen X (1965-1981) - Excluding NA	Baby Boomer (1946-1964) - Excluding NA	Silent Generation (1928-1945) - Excluding NA
10/22 - Dry January 2021						
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: 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 or if there's a small get together (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 description)	6%
Anytime, anywhere drinker – I enjoy a drink at every opportunity (Alcohol consumption – self description)	3%
Prefer not to say (Alcohol consumption – self description)	3%
Not applicable - I do not drink (Alcohol consumption – self description)	35%
Unweighted N	15575-15968
Weight	Weight: Residents of the USA aged 18+

Alcohol consumption – self description

	Special occasion drinker - only occasionally, i.e. at Christmas birthdays (Alcohol consumption – self description)	Social drinker - I drink at parties or if there's a small get together (Alcohol consumption – self description)	Weekend drinker - only really drink on weekends (Alcohol consumption – self description)	After work drinker - I enjoy a drink most evenings during the week (Alcohol consumption – self description)	Daily drinker - I like a drink most days (Alcohol consumption – self description)	Anytime, anywhere drinker - I enjoy a drink at every opportunity (Alcohol consumption – self description)	Prefer not to say (Alcohol consumption – self description)	Not applicable - I do not drink (Alcohol consumption – self description)
10/22 - Dry January 2021								
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 drinking)

12/20/2019 - Do you plan to participate in Dry January	US adults	US adults who drink alcohol (excluding N/A 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	Weight: Residents of the USA aged	