



PUBLIC POLL FINDINGS AND METHODOLOGY

Most Americans' personal drinking habits remain unchanged in recent months

New Ipsos poll, conducted on behalf of Cutback Coach, shows half plan to make an effort to drink less or in a healthier way in the coming months

Topline Findings

Washington, DC, September 15, 2021- A recent Ipsos poll, conducted on behalf of Cutback Coach, finds that among Americans who have purchased or consumed alcohol in the past 30 days, half say they have made an effort to drink less or practice healthier drinking habits in the last three months, but only 20% actually report drinking less. Most (55%) say their personal drinking habits haven't changed and a quarter (26%) are drinking more in recent months. Over three in five (63%) say the drinking habits of their friends and families haven't changed either, and only 31% believe their friends and families have made an effort to drink less or in a healthier way.

Four in five (82%) say over the last three months they mostly drink at home, either alone, with family (both 35%), or with friends (12%). While two in five (42%) say their drinking locations haven't changed in the last three months, almost half (46%) report drinking at home more frequently, compared to only 13% who say they have been drinking at restaurants or bars more often. One third say they have been drinking alone (33%) or with friends and family (32%) more often in recent months, compared to 46% who report no change in their social drinking habits.

Among those who have purchased alcohol in the past month, 47% say they drink to relax and unwind. Beer/lager/ale (61%), wine (57%), and spirits/mixed drinks (54%) are the most frequently consumed alcoholic beverages. About three in five (59%) say they always or mostly drink on non-work days, with 45% saying they drink 1-2 days per week. On days that they do drink, 52% of those who have recently purchased or consumed alcohol say they have 1-2 drinks.

Over the next three months, 57% of Americans who have purchased or consumed alcohol in the last month expect their personal drinking habits to be about the same, while 31% anticipate drinking less. However, about half (47%) say they plan to make an effort to drink less or adopt healthier drinking habits in the coming months.

These are the findings of an Ipsos poll conducted between August 13-20, 2021, on behalf of Cutback Coach. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii who had purchased or consumed alcohol in the past 30 days was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:



PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. **[Terminate if “Alcohol” is not selected]** Which of the following have you purchased or consumed in the last 30 days?

	Total (N=1,000)
Alcohol	100%
Bottled water	82%
Fruit juice	73%
Carbonated beverages (soda)	73%
Flavored water	39%
Coffee (out of home)	34%
Seltzer (non-alcoholic)	27%
Non-alcoholic beer	12%

2. Compared to 3 months ago, how would you estimate your personal drinking habits have changed

	Total
Drinking a lot less	8%
Drinking somewhat less	11%
Drinking about the same	55%
Drinking somewhat more	17%
Drinking a lot more	8%
<i>Drinking less (Net)</i>	<i>20%</i>
<i>Drinking more (Net)</i>	<i>26%</i>

3. Compared to 3 months ago, how are you feeling about your current drinking habits?

	Total
A lot less healthy	4%
Somewhat less healthy	11%
About the same	60%
Somewhat more healthy	17%
A lot more healthy	8%
<i>Less healthy (Net)</i>	<i>15%</i>
<i>More healthy (Net)</i>	<i>25%</i>

4. Over the last 3 months, have you made an effort to drink less or otherwise change your drinking habits to be healthier?

	Total
Yes	50%
No	50%



PUBLIC POLL FINDINGS AND METHODOLOGY

5. Over the last 3 months, what has been your primary motivation to drink?

	Total
To relax and unwind	47%
To reduce stress or anxiety	19%
Social situations	15%
To celebrate	11%
Help with sleep	5%
Boredom	4%

6. How often do you drink on...?

Total Always/Mostly Summary

	Total
Non-work days	59%
Workdays	28%

a) Workdays

	Total
Never/rarely	25%
Occasionally	47%
Mostly	16%
Always	12%
<i>Occasionally/Never/Rarely (Net)</i>	<i>72%</i>
<i>Always/Mostly (Net)</i>	<i>28%</i>

b) Non-work days

	Total
Never/rarely	3%
Occasionally	38%
Mostly	38%
Always	21%
<i>Occasionally/Never/Rarely (Net)</i>	<i>41%</i>
<i>Always/Mostly (Net)</i>	<i>59%</i>

7. How many days a week do you drink on average?

	Total
1-2 days/week	45%
3-4 days/week	31%
5-6 days/week	15%
7 days/week	8%

8. On the days you do drink, how many drinks do you have?

	Total
1-2 drinks	52%
3-5 drinks	37%
6-9 drinks	9%
10+ drinks	2%



PUBLIC POLL FINDINGS AND METHODOLOGY

9. Over the last 3 months, where has most of your drinking occurred?

	Total
At home by myself	35%
At home with family	35%
At home with friends	12%
Out of the house alone	1%
Out of the house with family	5%
Out of the house with friends	11%
<i>At home (Net)</i>	<i>82%</i>
<i>Out of the house (Net)</i>	<i>18%</i>

10. Over the last 3 months, what kind of alcohol have you been consuming most frequently?

	Total
Beer/lager/ale	61%
Wine	57%
Spirits/mixed drinks (vodka, whiskey, tequila, etc.)	54%
Flavored malt beverages or wine coolers	26%
Champagne	20%
Other alcoholic beverages	15%

11. In the last three months, how have your drinking habits changed based on location?

	Total
I'm drinking at home more often	46%
I'm drinking at friends' homes more often	15%
I'm drinking at restaurants/bars more often	13%
My drinking locations haven't changed	42%

12. In the last three months, how have your social drinking habits changed?

	Total
I'm drinking alone more often	33%
I drink with my friends and family more often	32%
My social drinking habits haven't changed	46%

13. How would you describe your feelings toward drinking now compared to three months ago?

	Total
I enjoy drinking more now	32%
I enjoy drinking less now	14%
I do not feel differently about drinking	54%



PUBLIC POLL FINDINGS AND METHODOLOGY

14. Thinking about the next 3 months, how do you expect your level of consumption to change when you're alone?

	Total
Drinking a lot less	9%
Drinking somewhat less	16%
Drinking about the same	50%
Drinking somewhat more	10%
Drinking a lot more	8%
I don't drink alone	7%
<i>Drinking less (Net)</i>	<i>25%</i>
<i>Drinking more (Net)</i>	<i>18%</i>

15. Thinking about the next 3 months, how do you expect your level of consumption to change when you're with your family?

	Total
Drinking a lot less	7%
Drinking somewhat less	15%
Drinking about the same	56%
Drinking somewhat more	11%
Drinking a lot more	7%
I don't drink with my family	4%
<i>Drinking less (Net)</i>	<i>22%</i>
<i>Drinking more (Net)</i>	<i>18%</i>

16. Thinking about the next 3 months, how do you expect your level of consumption to change when you're with friends?

	Total
Drinking a lot less	5%
Drinking somewhat less	12%
Drinking about the same	55%
Drinking somewhat more	15%
Drinking a lot more	9%
I don't drink with my friends	4%
<i>Drinking less (Net)</i>	<i>17%</i>
<i>Drinking more (Net)</i>	<i>24%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

17. Compared to 3 months ago, how would you estimate the drinking habits of your friends and family have changed?

	Total
Drinking a lot less	6%
Drinking somewhat less	12%
Drinking about the same	63%
Drinking somewhat more	15%
Drinking a lot more	5%
<i>Drinking less (Net)</i>	<i>18%</i>
<i>Drinking more (Net)</i>	<i>19%</i>

18. Compared to 3 months ago, how do you perceive the drinking habits of your friends and family?

	Total
A lot less healthy	4%
Somewhat less healthy	11%
About the same	70%
Somewhat healthier	11%
A lot healthier	6%
<i>Less healthy (Net)</i>	<i>14%</i>
<i>Healthier (Net)</i>	<i>16%</i>

19. Over the last 3 months, have your friends or family made an effort to drink less or otherwise change their drinking habits to be healthier?

	Total
Yes	31%
No	46%
I don't know	22%

20. Over the next 3 months, how do you anticipate your personal drinking habits will change?

	Total
I expect to drink a lot less	9%
I expect to drink somewhat less	21%
I expect to drink about the same	57%
I expect to drink somewhat more	8%
I expect to drink a lot more	5%
<i>Expect to drink less (Net)</i>	<i>31%</i>
<i>Expect to drink more (Net)</i>	<i>13%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

21. Over the next 3 months, how do you anticipate the drinking habits of your friends and family will change?

	Total
I expect they will drink a lot less	6%
I expect they will drink somewhat less	14%
I expect they will drink about the same	65%
I expect they will drink somewhat more	9%
I expect they will drink a lot more	6%
<i>Expect they will drink less (Net)</i>	<i>20%</i>
<i>Expect they will drink more (Net)</i>	<i>15%</i>

22. Over the next 3 months, do you plan to make an effort to drink less or otherwise change your drinking habits to be healthier?

	Total
Yes	47%
No	41%
I don't know	12%

23. Have you ever considered mindful drinking?

	Total
Yes	39%
No	16%
I don't know what that is	45%

24. Would you consider yourself sober-curious?

	Total
Yes	35%
No	25%
I don't know what that is	40%

25. Have you tried non-alcoholic beer, wine or cocktails as alternatives to alcoholic beverages?

	Total
Yes	47%
No	53%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are the findings of an Ipsos poll conducted between August 13-20, 2021, on behalf of Cutback Coach. For this survey, a sample of 1,000 adults age 18+ from the continental U.S., Alaska, and Hawaii who had purchased or consumed alcohol in the past 30 days was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,000, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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