

In a typical week, how many alcoholic beverages do you consume?

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1350	591	756	3	287	545	518	59	230	520	541	80	385	454	431
Base: All Respondents (wtd)	1350	659	688	3	379	467	504	197	373	452	328	123	412	398	417
0	482	168	311	2	130	172	180	94	122	162	104	38	145	159	139
	36%	26%	45%	81%	34%	37%	36%	48%	33%	36%	32%	31%	35%	40%	33%
			A	**				J*				*			
1	231	116	115	-	89	70	72	24	55	76	76	32	80	59	60
	17%	18%	17%	-	23%	15%	14%	12%	15%	17%	23%	26%	19%	15%	14%
				**	EF			*			HI	*			
2	196	103	93	-	54	61	82	31	53	61	51	22	54	52	68
	15%	16%	14%	-	14%	13%	16%	16%	14%	13%	16%	18%	13%	13%	16%
				**				*				*			
3	101	62	39	-	37	34	30	19	24	29	29	11	39	24	27
	8%	9%	6%	-	10%	7%	6%	10%	6%	6%	9%	9%	10%	6%	6%
		B		**				*				*			
4	65	37	28	-	14	23	28	2	24	26	14	5	14	20	26
	5%	6%	4%	-	4%	5%	6%	1%	6%	6%	4%	4%	3%	5%	6%
				**				*				*			
5	66	39	27	-	14	25	26	8	21	20	17	2	25	16	23
	5%	6%	4%	-	4%	5%	5%	4%	6%	4%	5%	2%	6%	4%	6%
				**				*				*			
6	43	29	13	-	8	14	21	-	16	13	13	-	12	13	17
	3%	4%	2%	-	2%	3%	4%	-	4%	3%	4%	-	3%	3%	4%
		B		**				*				*			
7	40	21	19	-	3	12	24	5	13	17	5	1	6	11	23
	3%	3%	3%	-	1%	3%	5%	3%	4%	4%	1%	*	1%	3%	5%
				**			D	*		J		*			L
8	15	7	9	-	4	7	5	2	4	6	3	2	5	4	5
	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				**				*				*			
9	4	3	1	-	3	1	*	-	2	1	1	3	1	-	*
	*	*	*	-	1%	*	*	-	1%	*	*	2%	*	-	*
				**				*				*			
10	25	14	10	-	6	7	12	-	9	12	4	3	4	9	9
	2%	2%	2%	-	2%	1%	2%	-	3%	3%	1%	2%	1%	2%	2%
				**				*				*			
12	14	13	1	-	-	10	4	-	5	7	1	-	1	11	1
	1%	2%	*	-	-	2%	1%	-	1%	2%	*	-	*	3%	*
		B		**		D		*				*		LN	
14	3	1	2	-	-	2	1	-	1	1	1	-	-	2	1
	*	*	*	-	-	*	*	-	*	*	*	-	-	*	*
				**				*				*			

[illegible]

Please respond yes or no to each of the following: - I think I consume too much alcohol

[illegible]

Please respond yes or no to each of the following: - My level of alcohol consumption has a negative impact on my physical health

[illegible]

Please respond yes or no to each of the following: - My level of alcohol consumption has a negative impact on my mental health

[illegible]

Please respond yes or no to each of the following: - I am participating in "Dry January" or "Dry February"

[illegible]

Please respond yes or no to each of the following: - Since the New Year, I'm cutting back the amount of alcohol I consume

[illegible]

Please respond yes or no to each of the following: - My level of alcohol consumption is perfectly fine

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - I feel I'll make better decisions regarding my alcohol consumption based on these guidelines

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - I will need more information before I make any changes to how much alcohol I consume

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - I will think more about the health risks (i.e., cancer, heart disease) before I consume alcohol

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - I am unlikely to change how much alcohol I consume in light of these guidelines

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - The new guidelines regarding alcohol consumption are just another fear-mongering tactic

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - The recommended amount of maximum consumption is so low that it lacks credibility

[illegible]

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - Top 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1350	591	756	3	287	545	518	59	230	520	541	80	385	454	431
Base: All Respondents (wtd)	1350	659	688	3	379	467	504	197	373	452	328	123	412	398	417
I feel I'll make better decisions regarding my alcohol consumption based on these guidelines	709	351	355	2	228	255	226	121	186	210	192	75	240	205	189
	53%	53%	52%	81%	60%	55%	45%	62%	50%	46%	58%	61%	58%	52%	45%
				**	F	F		I*			HI	*	N		
I will need more information before I make any changes to how much alcohol I consume	702	370	331	1	214	234	254	81	193	242	187	68	232	185	217
	52%	56%	48%	35%	56%	50%	51%	41%	52%	54%	57%	55%	56%	47%	52%
		B		**				*			G	*	M		
I will think more about the health risks (i.e., cancer, heart disease) before I consume alcohol	793	364	426	3	253	273	267	104	212	268	209	86	259	229	219
	59%	55%	62%	100%	67%	59%	53%	53%	57%	59%	64%	70%	63%	58%	53%
			A	**	F			*				N*	N		
I am unlikely to change how much alcohol I consume in light of these guidelines	989	495	491	3	273	336	380	153	272	330	233	85	303	286	314
	73%	75%	71%	85%	72%	72%	75%	77%	73%	73%	71%	69%	74%	72%	75%
				**				*				*			
The new guidelines regarding alcohol consumption are just another fear-mongering tactic	701	378	322	1	217	231	254	111	202	243	145	70	228	185	217
	52%	57%	47%	35%	57%	49%	50%	56%	54%	54%	44%	57%	55%	46%	52%
		B		**				*	J	J		*	M		
The recommended amount of maximum consumption is so low that it lacks credibility	771	403	367	-	232	252	286	130	216	246	179	81	236	205	249
	57%	61%	53%	-	61%	54%	57%	66%	58%	54%	55%	66%	57%	51%	60%
		B		**				*				*			M

Health Canada recently advised that no amount of alcohol is safe to consume, capping the recommended weekly alcohol consumption at two drinks per week. To what extent do you agree or disagree with the following statements about Health Canada's new guidelines? - Bottom 2 Box Summary

		Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	Other/Pref er not to answer	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1350	591	756	3	287	545	518	59	230	520	541	80	385	454	431
Base: All Respondents (wtd)	1350	659	688	3	379	467	504	197	373	452	328	123	412	398	417
I feel I'll make better decisions regarding my alcohol consumption based on these guidelines	641	307	333	1	152	212	278	76	186	242	137	48	172	193	228
	47%	47%	48%	19%	40%	45%	55%	38%	50%	54%	42%	39%	42%	48%	55%
				**			DE	*	J	GJ		*			L
I will need more information before I make any changes to how much alcohol I consume	648	288	357	2	166	233	249	117	180	210	141	55	180	213	200
	48%	44%	52%	65%	44%	50%	49%	59%	48%	46%	43%	45%	44%	53%	48%
			A	**				J*				*		L	
I will think more about the health risks (i.e., cancer, heart disease) before I consume alcohol	557	295	262	-	127	194	237	93	160	185	119	37	153	169	198
	41%	45%	38%	-	33%	41%	47%	47%	43%	41%	36%	30%	37%	42%	47%
		B		**			D	*				*			KL
I am unlikely to change how much alcohol I consume in light of these guidelines	361	164	197	*	107	131	124	44	100	122	95	38	108	113	103
	27%	25%	29%	15%	28%	28%	25%	23%	27%	27%	29%	31%	26%	28%	25%
				**				*				*			
The new guidelines regarding alcohol consumption are just another fear-mongering tactic	649	281	367	2	163	236	250	86	171	209	183	53	183	213	200
	48%	43%	53%	65%	43%	51%	50%	44%	46%	46%	56%	43%	45%	54%	48%
			A	**				*			HI	*		L	
The recommended amount of maximum consumption is so low that it lacks credibility	579	255	321	3	147	215	217	67	157	207	149	42	176	194	168
	43%	39%	47%	100%	39%	46%	43%	34%	42%	46%	45%	34%	43%	49%	40%
			A	**				*				*		N	