

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1350	120	100	100	700	230	100	363	234	328	337	341	1009
Base: All Respondents (wtd)	1350	181	154	84	516	324	90	444	247	300	274	336	1014
0	482	43	70	29	184	126	28	189	88	87	70	112	370
	36%	24%	46%	35%	36%	39%	32%	43%	36%	29%	26%	33%	37%
		*	A*	*	A	A	*	IJ	J				
1	231	40	26	14	89	50	13	63	45	56	58	61	170
	17%	22%	17%	17%	17%	16%	15%	14%	18%	19%	21%	18%	17%
		*	*	*			*				G		
2	196	39	20	15	76	33	13	55	39	55	41	53	142
	15%	22%	13%	17%	15%	10%	14%	12%	16%	18%	15%	16%	14%
		E*	*	*			*						
3	101	9	8	7	39	30	9	30	18	27	23	30	71
	8%	5%	5%	9%	8%	9%	10%	7%	7%	9%	8%	9%	7%
		*	*	*			*						
4	65	11	3	5	24	17	6	23	13	8	17	14	51
	5%	6%	2%	6%	5%	5%	7%	5%	5%	3%	6%	4%	5%
		*	*	*			*						
5	66	12	12	3	18	17	5	17	10	18	15	12	54
	5%	6%	8%	3%	3%	5%	5%	4%	4%	6%	6%	3%	5%
		*	*	*			*						
6	43	9	3	3	15	11	1	9	6	10	14	11	32
	3%	5%	2%	3%	3%	3%	1%	2%	2%	3%	5%	3%	3%
		*	*	*			*						
7	40	5	-	*	20	12	3	16	4	6	8	6	33
	3%	3%	-	*	4%	4%	3%	4%	2%	2%	3%	2%	3%
		*	*	*			*						
8	15	-	3	1	6	3	2	4	*	6	5	8	7
	1%	-	2%	1%	1%	1%	2%	1%	*	2%	2%	2%	1%
		*	*	*			*						
9	4	-	-	-	4	-	-	-	2	1	1	1	2
	*	-	-	-	1%	-	-	-	1%	*	*	*	*
		*	*	*			*						
10	25	3	-	2	12	7	1	4	8	8	4	3	22
	2%	2%	-	2%	2%	2%	1%	1%	3%	3%	1%	1%	2%
		*	*	*			*						
	14	3	2	*	1	6	3	9	1	1	4	4	10

[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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1350	120	100	100	700	230	100	363	234	328	337	341	1009
Base: All Respondents (wtd)	1350	181	154	84	516	324	90	444	247	300	274	336	1014
I feel I'll make better decisions regarding my alcohol consumption based on these guidelines	709	98	81	37	286	155	52	259	141	149	125	199	510
	53%	54%	52%	44%	55%	48%	58%	58%	57%	50%	46%	59%	50%
		*	*	*			*	J	J			L	
I will need more information before I make any changes to how much alcohol I consume	702	117	60	43	284	152	47	216	130	156	156	193	509
	52%	64%	39%	51%	55%	47%	52%	49%	53%	52%	57%	58%	50%
		BE*	*	*	B		*						
I will think more about the health risks (i.e., cancer, heart disease) before I consume alcohol	793	116	78	56	306	187	50	292	142	165	152	220	573
	59%	64%	51%	67%	59%	58%	55%	66%	58%	55%	55%	65%	56%
		*	*	*			*	IJ				L	
I am unlikely to change how much alcohol I consume in light of these guidelines	989	133	118	68	381	220	68	313	176	220	216	239	750
	73%	73%	77%	81%	74%	68%	76%	71%	71%	74%	79%	71%	74%
		*	*	*			*				G		
The new guidelines regarding alcohol consumption are just another fear-mongering tactic	701	96	90	46	266	152	51	251	123	163	133	195	506
	52%	53%	59%	54%	52%	47%	56%	57%	50%	54%	48%	58%	50%
		*	*	*			*					L	
The recommended amount of maximum consumption is so low that it lacks credibility	771	103	90	58	298	168	54	268	127	188	156	197	574
	57%	57%	59%	69%	58%	52%	60%	60%	52%	63%	57%	59%	57%
		*	*	E*			*			H			

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1350	120	100	100	700	230	100	363	234	328	337	341	1009
Base: All Respondents (wtd)	1350	181	154	84	516	324	90	444	247	300	274	336	1014
I feel I'll make better decisions regarding my alcohol consumption based on these guidelines	641	83	73	47	230	169	38	185	105	150	149	137	504
	47%	46%	48%	56%	45%	52%	42%	42%	43%	50%	54%	41%	50%
		*	*	*			*				GH		K
I will need more information before I make any changes to how much alcohol I consume	648	65	94	41	232	172	43	228	117	144	118	143	505
	48%	36%	61%	49%	45%	53%	48%	51%	47%	48%	43%	42%	50%
		*	AD*	*		A	*						
I will think more about the health risks (i.e., cancer, heart disease) before I consume alcohol	557	65	76	28	210	137	41	152	104	135	122	116	441
	41%	36%	49%	33%	41%	42%	45%	34%	42%	45%	45%	35%	44%
		*	*	*			*			G	G		K
I am unlikely to change how much alcohol I consume in light of these guidelines	361	49	35	16	135	104	22	131	70	79	58	97	264
	27%	27%	23%	19%	26%	32%	24%	29%	29%	26%	21%	29%	26%
		*	*	*			*	J					
The new guidelines regarding alcohol consumption are just another fear-mongering tactic	649	85	63	38	250	172	40	193	123	137	142	141	508
	48%	47%	41%	46%	48%	53%	44%	43%	50%	46%	52%	42%	50%
		*	*	*			*						K
The recommended amount of maximum consumption is so low that it lacks credibility	579	78	64	26	218	157	36	176	119	112	118	139	440
	43%	43%	41%	31%	42%	48%	40%	40%	48%	37%	43%	41%	43%
		*	*	*		C	*		I				