



National Tracking Poll #210113
January 04-05, 2021

Crosstabulation Results

Methodology:

This poll was conducted between January 4-January 5, 2021 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCBR1: *And what is your favorite type of alcoholic beverage?*

Demographic	Drinks with		Alcoholic		Beer		Wine		Other		I do not		Total N
	liquor		seltzer								drink alcohol		
Adults	15%	(313)	3%	(59)	24%	(476)	20%	(406)	2%	(43)	36%	(727)	2024
Gender: Male	17%	(173)	2%	(19)	38%	(382)	14%	(145)	1%	(13)	27%	(273)	1005
Gender: Female	14%	(140)	4%	(40)	9%	(94)	26%	(261)	3%	(30)	44%	(454)	1019
Age: 18-34	14%	(69)	8%	(36)	23%	(108)	19%	(91)	3%	(16)	33%	(159)	480
Age: 35-44	16%	(58)	3%	(10)	31%	(109)	19%	(69)	3%	(10)	29%	(102)	358
Age: 45-64	17%	(128)	1%	(8)	24%	(180)	17%	(127)	2%	(15)	39%	(292)	751
Age: 65+	13%	(58)	1%	(5)	18%	(79)	27%	(119)	—	(2)	40%	(173)	436
GenZers: 1997-2012	15%	(21)	10%	(13)	8%	(10)	21%	(28)	2%	(2)	45%	(61)	135
Millennials: 1981-1996	14%	(83)	5%	(31)	28%	(162)	19%	(111)	4%	(22)	29%	(163)	571
GenXers: 1965-1980	18%	(101)	1%	(6)	27%	(157)	15%	(87)	2%	(13)	36%	(208)	573
Baby Boomers: 1946-1964	15%	(102)	1%	(6)	20%	(135)	24%	(160)	1%	(6)	39%	(261)	669
PID: Dem (no lean)	17%	(126)	3%	(20)	24%	(175)	24%	(174)	1%	(10)	31%	(230)	736
PID: Ind (no lean)	15%	(99)	3%	(20)	22%	(148)	17%	(116)	3%	(19)	40%	(272)	674
PID: Rep (no lean)	14%	(88)	3%	(20)	25%	(154)	19%	(116)	2%	(13)	37%	(225)	615
PID/Gender: Dem Men	20%	(67)	1%	(4)	42%	(141)	15%	(51)	—	(1)	22%	(75)	340
PID/Gender: Dem Women	15%	(60)	4%	(16)	8%	(34)	31%	(123)	2%	(9)	39%	(155)	396
PID/Gender: Ind Men	15%	(51)	2%	(7)	34%	(114)	15%	(51)	3%	(9)	31%	(103)	335
PID/Gender: Ind Women	14%	(48)	4%	(13)	10%	(34)	19%	(65)	3%	(10)	50%	(169)	338
PID/Gender: Rep Men	17%	(55)	2%	(8)	38%	(127)	13%	(42)	1%	(2)	29%	(95)	330
PID/Gender: Rep Women	11%	(32)	4%	(12)	9%	(27)	26%	(73)	4%	(11)	45%	(129)	285
Ideo: Liberal (1-3)	18%	(99)	5%	(29)	22%	(125)	24%	(135)	1%	(6)	29%	(161)	555
Ideo: Moderate (4)	15%	(92)	1%	(8)	24%	(144)	20%	(122)	2%	(12)	37%	(219)	598
Ideo: Conservative (5-7)	14%	(93)	3%	(18)	26%	(175)	18%	(122)	2%	(14)	37%	(243)	666
Educ: < College	15%	(207)	2%	(33)	21%	(283)	17%	(226)	2%	(33)	42%	(558)	1339
Educ: Bachelors degree	16%	(73)	4%	(20)	27%	(121)	24%	(107)	2%	(8)	26%	(114)	443
Educ: Post-grad	14%	(33)	3%	(7)	30%	(73)	30%	(73)	1%	(2)	22%	(54)	243
Income: Under 50k	15%	(159)	2%	(24)	19%	(203)	15%	(159)	3%	(32)	45%	(474)	1051
Income: 50k-100k	15%	(87)	4%	(23)	26%	(157)	24%	(141)	1%	(7)	31%	(183)	598
Income: 100k+	18%	(66)	3%	(12)	31%	(116)	28%	(107)	1%	(4)	19%	(70)	375

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Table MCBR1: And what is your favorite type of alcoholic beverage?

Demographic	Drinks with liquor		Alcoholic seltzer		Beer		Wine		Other		I do not drink alcohol		Total N
Adults	15%	(313)	3%	(59)	24%	(476)	20%	(406)	2%	(43)	36%	(727)	2024
Ethnicity: White	16%	(257)	3%	(49)	23%	(380)	20%	(319)	2%	(35)	36%	(589)	1630
Ethnicity: Hispanic	12%	(32)	4%	(11)	26%	(70)	23%	(61)	4%	(11)	32%	(86)	270
Ethnicity: Black	17%	(41)	2%	(4)	24%	(59)	20%	(49)	1%	(2)	36%	(87)	243
Ethnicity: Other	9%	(14)	4%	(6)	24%	(37)	25%	(38)	4%	(6)	33%	(50)	151
All Christian	14%	(136)	3%	(26)	25%	(242)	24%	(231)	2%	(15)	33%	(314)	964
All Non-Christian	10%	(12)	3%	(3)	23%	(28)	18%	(21)	—	(1)	46%	(55)	119
Atheist	22%	(19)	4%	(3)	33%	(29)	16%	(14)	—	(0)	25%	(22)	88
Agnostic/Nothing in particular	17%	(94)	3%	(18)	21%	(115)	17%	(92)	2%	(12)	39%	(212)	541
Something Else	17%	(52)	3%	(9)	20%	(63)	15%	(47)	5%	(16)	40%	(124)	311
Religious Non-Protestant/Catholic	8%	(12)	2%	(3)	20%	(28)	16%	(22)	—	(1)	53%	(74)	138
Evangelical	14%	(69)	3%	(14)	19%	(94)	19%	(94)	2%	(11)	42%	(207)	489
Non-Evangelical	16%	(118)	3%	(21)	27%	(203)	24%	(177)	2%	(18)	28%	(208)	745
Community: Urban	18%	(93)	3%	(13)	27%	(138)	22%	(113)	3%	(16)	27%	(136)	508
Community: Suburban	15%	(150)	4%	(36)	22%	(223)	21%	(209)	1%	(12)	37%	(364)	994
Community: Rural	13%	(70)	2%	(10)	22%	(115)	16%	(85)	3%	(16)	43%	(227)	522
Employ: Private Sector	18%	(126)	4%	(31)	32%	(221)	21%	(150)	2%	(11)	23%	(160)	698
Employ: Government	17%	(20)	3%	(4)	31%	(36)	24%	(28)	1%	(1)	24%	(28)	116
Employ: Self-Employed	17%	(31)	3%	(6)	24%	(45)	20%	(37)	—	(1)	36%	(67)	186
Employ: Homemaker	9%	(14)	—	(0)	11%	(17)	18%	(27)	4%	(5)	58%	(88)	151
Employ: Retired	13%	(58)	1%	(6)	19%	(87)	24%	(106)	1%	(4)	42%	(186)	448
Employ: Unemployed	16%	(39)	1%	(3)	16%	(41)	10%	(26)	5%	(13)	51%	(128)	250
Employ: Other	13%	(17)	4%	(5)	20%	(27)	17%	(23)	6%	(8)	39%	(52)	132
Military HH: Yes	17%	(59)	2%	(8)	22%	(76)	21%	(73)	2%	(6)	36%	(124)	345
Military HH: No	15%	(254)	3%	(51)	24%	(401)	20%	(334)	2%	(37)	36%	(602)	1679
RD/WT: Right Direction	11%	(60)	3%	(15)	27%	(148)	20%	(112)	—	(2)	38%	(209)	547
RD/WT: Wrong Track	17%	(252)	3%	(45)	22%	(328)	20%	(294)	3%	(41)	35%	(517)	1477
Trump Job Approve	14%	(114)	2%	(19)	25%	(205)	18%	(146)	3%	(20)	38%	(307)	811
Trump Job Disapprove	17%	(192)	4%	(40)	23%	(259)	22%	(245)	1%	(13)	34%	(379)	1127

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Table MCBR1: And what is your favorite type of alcoholic beverage?

Demographic	Drinks with liquor		Alcoholic seltzer		Beer		Wine		Other		I do not drink alcohol	Total N	
Adults	15%	(313)	3%	(59)	24%	(476)	20%	(406)	2%	(43)	36%	(727)	2024
Trump Job Strongly Approve	14%	(63)	2%	(11)	24%	(112)	19%	(91)	2%	(8)	39%	(182)	468
Trump Job Somewhat Approve	15%	(51)	2%	(7)	27%	(93)	16%	(55)	4%	(12)	36%	(124)	343
Trump Job Somewhat Disapprove	18%	(35)	5%	(9)	23%	(46)	20%	(39)	2%	(4)	32%	(63)	197
Trump Job Strongly Disapprove	17%	(157)	3%	(30)	23%	(212)	22%	(206)	1%	(8)	34%	(315)	930
Favorable of Trump	15%	(122)	2%	(15)	25%	(205)	17%	(143)	2%	(18)	39%	(318)	821
Unfavorable of Trump	16%	(184)	4%	(42)	23%	(258)	22%	(252)	2%	(19)	33%	(364)	1119
Very Favorable of Trump	14%	(71)	2%	(9)	25%	(121)	19%	(94)	3%	(12)	37%	(183)	490
Somewhat Favorable of Trump	16%	(51)	2%	(6)	25%	(84)	15%	(49)	2%	(6)	41%	(135)	330
Somewhat Unfavorable of Trump	15%	(23)	6%	(9)	27%	(40)	20%	(31)	5%	(7)	28%	(42)	152
Very Unfavorable of Trump	17%	(161)	3%	(33)	23%	(218)	23%	(221)	1%	(12)	33%	(322)	966
#1 Issue: Economy	17%	(126)	2%	(15)	26%	(199)	19%	(141)	3%	(21)	33%	(250)	754
#1 Issue: Security	11%	(24)	3%	(7)	29%	(61)	21%	(45)	1%	(2)	35%	(74)	213
#1 Issue: Health Care	17%	(64)	3%	(11)	21%	(81)	19%	(72)	4%	(14)	36%	(135)	376
#1 Issue: Medicare / Social Security	14%	(37)	2%	(5)	20%	(54)	19%	(49)	1%	(1)	44%	(117)	265
#1 Issue: Women's Issues	9%	(7)	7%	(5)	16%	(12)	29%	(22)	3%	(2)	36%	(28)	76
#1 Issue: Education	9%	(7)	10%	(8)	28%	(21)	15%	(11)	—	(0)	38%	(29)	76
#1 Issue: Energy	16%	(13)	6%	(5)	29%	(23)	23%	(19)	—	(0)	26%	(21)	81
#1 Issue: Other	18%	(34)	2%	(3)	14%	(25)	26%	(47)	1%	(2)	39%	(72)	183
2018 House Vote: Democrat	16%	(117)	3%	(23)	25%	(182)	24%	(174)	1%	(9)	31%	(226)	730
2018 House Vote: Republican	15%	(92)	3%	(18)	26%	(155)	19%	(117)	2%	(10)	35%	(213)	605
2016 Vote: Hillary Clinton	16%	(110)	2%	(16)	25%	(169)	24%	(166)	1%	(8)	31%	(213)	683
2016 Vote: Donald Trump	14%	(96)	3%	(17)	26%	(173)	20%	(133)	1%	(9)	35%	(235)	663
2016 Vote: Other	20%	(27)	4%	(5)	23%	(30)	18%	(23)	4%	(6)	31%	(40)	130
2016 Vote: Didn't Vote	15%	(79)	4%	(21)	19%	(105)	15%	(83)	4%	(20)	44%	(238)	546
Voted in 2014: Yes	16%	(191)	2%	(27)	25%	(310)	23%	(282)	1%	(13)	33%	(399)	1223
Voted in 2014: No	15%	(121)	4%	(32)	21%	(167)	15%	(124)	4%	(30)	41%	(327)	801
2012 Vote: Barack Obama	17%	(132)	2%	(19)	25%	(200)	23%	(186)	1%	(10)	31%	(248)	795
2012 Vote: Mitt Romney	13%	(63)	2%	(11)	24%	(114)	21%	(102)	2%	(11)	37%	(180)	481
2012 Vote: Other	22%	(16)	2%	(1)	21%	(15)	19%	(14)	2%	(1)	36%	(26)	73
2012 Vote: Didn't Vote	15%	(102)	4%	(28)	22%	(147)	16%	(105)	3%	(21)	40%	(271)	675

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Table MCBR1: And what is your favorite type of alcoholic beverage?

Demographic	Drinks with liquor		Alcoholic seltzer		Beer		Wine		Other		I do not drink alcohol		Total N
Adults	15%	(313)	3%	(59)	24%	(476)	20%	(406)	2%	(43)	36%	(727)	2024
4-Region: Northeast	15%	(57)	2%	(8)	29%	(108)	21%	(79)	1%	(5)	31%	(117)	374
4-Region: Midwest	17%	(73)	4%	(16)	26%	(111)	19%	(81)	1%	(3)	34%	(147)	431
4-Region: South	16%	(119)	2%	(19)	22%	(167)	21%	(162)	4%	(27)	35%	(264)	758
4-Region: West	14%	(64)	4%	(16)	19%	(89)	18%	(84)	2%	(9)	43%	(199)	461
Drink 1 to 3	26%	(186)	5%	(34)	31%	(221)	34%	(245)	4%	(31)	—	(0)	717
Drink 4 to 5	18%	(37)	3%	(5)	49%	(100)	27%	(56)	3%	(6)	—	(0)	204
Drink 6 to 7	28%	(46)	7%	(11)	36%	(58)	29%	(46)	—	(0)	—	(0)	161
Drink 8 or more	19%	(23)	4%	(5)	60%	(73)	16%	(20)	—	(0)	—	(0)	121
Does not drink alcohol	2%	(20)	1%	(5)	3%	(25)	5%	(39)	1%	(7)	88%	(727)	822
Drinks 1-5	24%	(224)	4%	(39)	35%	(320)	33%	(302)	4%	(36)	—	(0)	921
Drinks 6 or more	25%	(69)	5%	(15)	47%	(131)	23%	(66)	—	(0)	—	(0)	282
Drinks with liquor	100%	(313)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	313
Alcoholic seltzer	—	(0)	100%	(59)	—	(0)	—	(0)	—	(0)	—	(0)	59
Beer	—	(0)	—	(0)	100%	(476)	—	(0)	—	(0)	—	(0)	476
Wine	—	(0)	—	(0)	—	(0)	100%	(406)	—	(0)	—	(0)	406
Previously participated in DJ	11%	(24)	5%	(10)	25%	(55)	20%	(44)	2%	(5)	38%	(84)	222
Never participated in DJ	16%	(289)	3%	(49)	23%	(422)	20%	(362)	2%	(38)	36%	(643)	1802
Doing DJ this year	7%	(19)	4%	(10)	23%	(62)	17%	(47)	2%	(6)	47%	(127)	270
Not doing DJ this year	17%	(294)	3%	(49)	24%	(415)	20%	(359)	2%	(38)	34%	(600)	1755
First time doing DJ	5%	(5)	2%	(2)	20%	(21)	16%	(18)	2%	(2)	55%	(59)	107
Will drink more	23%	(31)	9%	(12)	45%	(61)	23%	(31)	1%	(1)	—	(0)	136
Will drink less	23%	(80)	4%	(14)	37%	(125)	32%	(109)	4%	(15)	—	(0)	342
Will drink about the same	26%	(176)	4%	(28)	37%	(252)	31%	(208)	2%	(17)	—	(0)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR2: How much have you seen, read, or heard about Dry January?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(61)	12%	(234)	13%	(262)	73%	(1468)	2024
Gender: Male	4%	(37)	13%	(133)	15%	(150)	68%	(685)	1005
Gender: Female	2%	(24)	10%	(101)	11%	(112)	77%	(783)	1019
Age: 18-34	5%	(25)	13%	(64)	15%	(71)	67%	(320)	480
Age: 35-44	5%	(17)	17%	(62)	17%	(62)	60%	(216)	358
Age: 45-64	2%	(15)	10%	(75)	12%	(87)	76%	(574)	751
Age: 65+	1%	(3)	7%	(32)	10%	(42)	82%	(359)	436
GenZers: 1997-2012	6%	(8)	9%	(12)	22%	(29)	63%	(86)	135
Millennials: 1981-1996	5%	(26)	16%	(91)	15%	(85)	65%	(369)	571
GenXers: 1965-1980	3%	(19)	12%	(70)	13%	(72)	72%	(412)	573
Baby Boomers: 1946-1964	1%	(8)	8%	(55)	11%	(71)	80%	(536)	669
PID: Dem (no lean)	4%	(26)	16%	(115)	15%	(111)	66%	(483)	736
PID: Ind (no lean)	3%	(17)	10%	(68)	14%	(94)	73%	(495)	674
PID: Rep (no lean)	3%	(18)	8%	(50)	9%	(57)	80%	(490)	615
PID/Gender: Dem Men	5%	(16)	17%	(57)	16%	(54)	62%	(212)	340
PID/Gender: Dem Women	2%	(10)	15%	(58)	14%	(57)	69%	(272)	396
PID/Gender: Ind Men	3%	(10)	13%	(42)	19%	(64)	65%	(220)	335
PID/Gender: Ind Women	2%	(7)	8%	(26)	9%	(30)	81%	(275)	338
PID/Gender: Rep Men	3%	(11)	10%	(33)	10%	(32)	77%	(254)	330
PID/Gender: Rep Women	2%	(7)	6%	(17)	9%	(25)	83%	(236)	285
Ideo: Liberal (1-3)	5%	(29)	17%	(95)	17%	(93)	61%	(337)	555
Ideo: Moderate (4)	3%	(16)	11%	(67)	15%	(91)	71%	(424)	598
Ideo: Conservative (5-7)	2%	(15)	10%	(65)	9%	(62)	79%	(524)	666
Educ: < College	2%	(22)	9%	(116)	11%	(149)	79%	(1052)	1339
Educ: Bachelors degree	4%	(16)	16%	(70)	17%	(77)	63%	(281)	443
Educ: Post-grad	10%	(24)	20%	(48)	15%	(36)	55%	(135)	243
Income: Under 50k	2%	(19)	7%	(76)	12%	(123)	79%	(834)	1051
Income: 50k-100k	2%	(13)	16%	(95)	14%	(82)	68%	(408)	598
Income: 100k+	8%	(29)	17%	(63)	15%	(58)	60%	(225)	375
Ethnicity: White	3%	(44)	12%	(192)	13%	(208)	73%	(1187)	1630
Ethnicity: Hispanic	3%	(9)	14%	(38)	14%	(38)	69%	(185)	270
Ethnicity: Black	5%	(12)	9%	(21)	11%	(26)	76%	(184)	243
Ethnicity: Other	4%	(6)	14%	(21)	18%	(28)	64%	(97)	151

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Table MCBR2: How much have you seen, read, or heard about Dry January?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(61)	12%	(234)	13%	(262)	73%	(1468)	2024
All Christian	3%	(31)	13%	(121)	12%	(116)	72%	(696)	964
All Non-Christian	7%	(8)	18%	(22)	12%	(14)	63%	(75)	119
Atheist	7%	(6)	12%	(11)	18%	(16)	64%	(56)	88
Agnostic/Nothing in particular	2%	(10)	11%	(59)	13%	(70)	74%	(402)	541
Something Else	2%	(6)	7%	(21)	15%	(46)	77%	(238)	311
Religious Non-Protestant/Catholic	6%	(9)	17%	(23)	11%	(15)	66%	(91)	138
Evangelical	3%	(17)	11%	(55)	13%	(63)	72%	(354)	489
Non-Evangelical	2%	(18)	11%	(80)	12%	(91)	75%	(556)	745
Community: Urban	6%	(32)	17%	(86)	16%	(81)	61%	(310)	508
Community: Suburban	2%	(18)	12%	(115)	12%	(118)	75%	(743)	994
Community: Rural	2%	(12)	6%	(32)	12%	(63)	80%	(415)	522
Employ: Private Sector	5%	(34)	17%	(117)	16%	(113)	62%	(434)	698
Employ: Government	5%	(6)	14%	(16)	17%	(19)	65%	(75)	116
Employ: Self-Employed	4%	(7)	12%	(22)	16%	(29)	69%	(128)	186
Employ: Homemaker	3%	(5)	8%	(12)	7%	(11)	82%	(124)	151
Employ: Retired	1%	(6)	8%	(34)	9%	(39)	82%	(370)	448
Employ: Unemployed	—	(0)	8%	(19)	9%	(23)	83%	(208)	250
Employ: Other	1%	(2)	4%	(6)	15%	(20)	79%	(105)	132
Military HH: Yes	4%	(13)	11%	(37)	8%	(29)	77%	(266)	345
Military HH: No	3%	(48)	12%	(196)	14%	(234)	72%	(1202)	1679
RD/WT: Right Direction	5%	(28)	15%	(80)	14%	(75)	67%	(364)	547
RD/WT: Wrong Track	2%	(33)	10%	(154)	13%	(187)	75%	(1104)	1477
Trump Job Approve	3%	(28)	9%	(76)	10%	(79)	78%	(629)	811
Trump Job Disapprove	3%	(33)	14%	(156)	15%	(171)	68%	(767)	1127
Trump Job Strongly Approve	4%	(18)	9%	(40)	5%	(25)	82%	(385)	468
Trump Job Somewhat Approve	3%	(10)	10%	(35)	15%	(53)	71%	(245)	343
Trump Job Somewhat Disapprove	4%	(7)	11%	(23)	17%	(33)	68%	(134)	197
Trump Job Strongly Disapprove	3%	(26)	14%	(133)	15%	(138)	68%	(632)	930
Favorable of Trump	3%	(25)	8%	(66)	9%	(75)	80%	(654)	821
Unfavorable of Trump	3%	(35)	14%	(161)	16%	(179)	66%	(744)	1119

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Table MCBR2: How much have you seen, read, or heard about Dry January?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(61)	12%	(234)	13%	(262)	73%	(1468)	2024
Very Favorable of Trump	4%	(19)	8%	(37)	7%	(33)	82%	(402)	490
Somewhat Favorable of Trump	2%	(7)	9%	(29)	13%	(42)	76%	(252)	330
Somewhat Unfavorable of Trump	5%	(7)	14%	(21)	22%	(34)	59%	(90)	152
Very Unfavorable of Trump	3%	(27)	15%	(141)	15%	(145)	68%	(654)	966
#1 Issue: Economy	3%	(21)	11%	(86)	13%	(99)	73%	(547)	754
#1 Issue: Security	5%	(11)	8%	(17)	12%	(25)	75%	(160)	213
#1 Issue: Health Care	2%	(7)	18%	(68)	17%	(63)	63%	(238)	376
#1 Issue: Medicare / Social Security	—	(1)	7%	(19)	9%	(24)	83%	(220)	265
#1 Issue: Women's Issues	6%	(5)	8%	(6)	21%	(16)	65%	(50)	76
#1 Issue: Education	11%	(9)	11%	(9)	8%	(6)	70%	(53)	76
#1 Issue: Energy	8%	(6)	19%	(15)	13%	(11)	60%	(49)	81
#1 Issue: Other	—	(1)	7%	(14)	10%	(19)	82%	(150)	183
2018 House Vote: Democrat	4%	(26)	16%	(118)	16%	(119)	64%	(467)	730
2018 House Vote: Republican	3%	(20)	11%	(68)	9%	(55)	76%	(462)	605
2016 Vote: Hillary Clinton	4%	(29)	15%	(102)	15%	(100)	66%	(452)	683
2016 Vote: Donald Trump	3%	(17)	11%	(74)	9%	(61)	77%	(510)	663
2016 Vote: Other	1%	(1)	17%	(22)	16%	(21)	67%	(87)	130
2016 Vote: Didn't Vote	2%	(13)	7%	(36)	15%	(80)	76%	(417)	546
Voted in 2014: Yes	3%	(41)	13%	(164)	13%	(153)	71%	(864)	1223
Voted in 2014: No	2%	(20)	9%	(70)	14%	(109)	75%	(604)	801
2012 Vote: Barack Obama	4%	(31)	15%	(119)	14%	(110)	67%	(534)	795
2012 Vote: Mitt Romney	3%	(13)	10%	(48)	11%	(51)	77%	(369)	481
2012 Vote: Other	—	(0)	16%	(12)	10%	(7)	74%	(54)	73
2012 Vote: Didn't Vote	3%	(18)	8%	(54)	14%	(94)	75%	(509)	675
4-Region: Northeast	3%	(11)	14%	(51)	17%	(62)	67%	(250)	374
4-Region: Midwest	1%	(4)	11%	(49)	10%	(44)	78%	(335)	431
4-Region: South	4%	(30)	8%	(61)	13%	(102)	75%	(565)	758
4-Region: West	4%	(16)	16%	(72)	12%	(55)	69%	(318)	461
Drink 1 to 3	2%	(13)	12%	(84)	16%	(118)	70%	(502)	717
Drink 4 to 5	4%	(9)	21%	(43)	17%	(34)	58%	(118)	204
Drink 6 to 7	7%	(12)	19%	(31)	17%	(27)	56%	(90)	161
Drink 8 or more	7%	(8)	20%	(24)	9%	(11)	64%	(77)	121

Continued on next page

Table MCBR2: How much have you seen, read, or heard about Dry January?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(61)	12%	(234)	13%	(262)	73%	(1468)	2024
Does not drink alcohol	2%	(19)	6%	(50)	9%	(72)	83%	(680)	822
Drinks 1-5	2%	(22)	14%	(128)	16%	(152)	67%	(620)	921
Drinks 6 or more	7%	(20)	20%	(56)	14%	(38)	59%	(167)	282
Drinks with liquor	2%	(7)	12%	(38)	13%	(40)	73%	(228)	313
Alcoholic seltzer	10%	(6)	20%	(12)	20%	(12)	50%	(30)	59
Beer	4%	(20)	14%	(69)	16%	(77)	65%	(311)	476
Wine	4%	(17)	16%	(65)	15%	(60)	65%	(264)	406
Previously participated in DJ	17%	(38)	28%	(63)	12%	(26)	43%	(95)	222
Never participated in DJ	1%	(23)	9%	(171)	13%	(236)	76%	(1373)	1802
Doing DJ this year	14%	(37)	22%	(61)	13%	(34)	51%	(138)	270
Not doing DJ this year	1%	(24)	10%	(173)	13%	(228)	76%	(1330)	1755
First time doing DJ	3%	(3)	16%	(17)	17%	(18)	64%	(69)	107
Will drink more	15%	(20)	28%	(39)	13%	(18)	43%	(59)	136
Will drink less	3%	(10)	19%	(66)	18%	(63)	60%	(204)	342
Will drink about the same	2%	(12)	11%	(78)	15%	(101)	72%	(490)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR3: As you may know, Dry January is a choice to stay sober and avoid all alcohol during the month of January. Have you previously participated in Dry January in past years?

Demographic	Yes	No	Total N
Adults	11% (222)	89% (1802)	2024
Gender: Male	13% (131)	87% (874)	1005
Gender: Female	9% (91)	91% (928)	1019
Age: 18-34	15% (72)	85% (407)	480
Age: 35-44	15% (55)	85% (303)	358
Age: 45-64	10% (72)	90% (679)	751
Age: 65+	5% (23)	95% (413)	436
GenZers: 1997-2012	17% (23)	83% (112)	135
Millennials: 1981-1996	14% (82)	86% (490)	571
GenXers: 1965-1980	11% (63)	89% (511)	573
Baby Boomers: 1946-1964	8% (53)	92% (616)	669
PID: Dem (no lean)	13% (93)	87% (642)	736
PID: Ind (no lean)	10% (64)	90% (609)	674
PID: Rep (no lean)	10% (64)	90% (551)	615
PID/Gender: Dem Men	14% (46)	86% (293)	340
PID/Gender: Dem Women	12% (47)	88% (349)	396
PID/Gender: Ind Men	13% (44)	87% (292)	335
PID/Gender: Ind Women	6% (21)	94% (317)	338
PID/Gender: Rep Men	12% (41)	88% (289)	330
PID/Gender: Rep Women	8% (23)	92% (262)	285
Ideo: Liberal (1-3)	12% (66)	88% (489)	555
Ideo: Moderate (4)	11% (68)	89% (530)	598
Ideo: Conservative (5-7)	11% (72)	89% (594)	666
Educ: < College	10% (137)	90% (1201)	1339
Educ: Bachelors degree	11% (48)	89% (395)	443
Educ: Post-grad	15% (37)	85% (206)	243
Income: Under 50k	10% (104)	90% (947)	1051
Income: 50k-100k	11% (64)	89% (533)	598
Income: 100k+	14% (53)	86% (322)	375
Ethnicity: White	10% (167)	90% (1464)	1630
Ethnicity: Hispanic	18% (48)	82% (222)	270
Ethnicity: Black	15% (37)	85% (206)	243

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Table MCBR3: *As you may know, Dry January is a choice to stay sober and avoid all alcohol during the month of January. Have you previously participated in Dry January in past years?*

Demographic	Yes	No	Total N
Adults	11% (222)	89% (1802)	2024
Ethnicity: Other	12% (19)	88% (132)	151
All Christian	12% (112)	88% (852)	964
All Non-Christian	18% (22)	82% (97)	119
Atheist	21% (18)	79% (70)	88
Agnostic/Nothing in particular	8% (44)	92% (498)	541
Something Else	8% (26)	92% (285)	311
Religious Non-Protestant/Catholic	19% (26)	81% (112)	138
Evangelical	12% (60)	88% (429)	489
Non-Evangelical	9% (66)	91% (679)	745
Community: Urban	15% (77)	85% (431)	508
Community: Suburban	10% (103)	90% (892)	994
Community: Rural	8% (42)	92% (480)	522
Employ: Private Sector	12% (85)	88% (613)	698
Employ: Government	13% (16)	87% (101)	116
Employ: Self-Employed	10% (19)	90% (168)	186
Employ: Homemaker	13% (20)	87% (132)	151
Employ: Retired	7% (32)	93% (416)	448
Employ: Unemployed	9% (22)	91% (227)	250
Employ: Other	15% (20)	85% (112)	132
Military HH: Yes	12% (43)	88% (302)	345
Military HH: No	11% (179)	89% (1501)	1679
RD/WT: Right Direction	15% (84)	85% (463)	547
RD/WT: Wrong Track	9% (138)	91% (1339)	1477
Trump Job Approve	12% (100)	88% (711)	811
Trump Job Disapprove	10% (115)	90% (1012)	1127
Trump Job Strongly Approve	12% (56)	88% (412)	468
Trump Job Somewhat Approve	13% (43)	87% (299)	343
Trump Job Somewhat Disapprove	10% (20)	90% (177)	197
Trump Job Strongly Disapprove	10% (95)	90% (835)	930
Favorable of Trump	11% (91)	89% (730)	821
Unfavorable of Trump	11% (120)	89% (998)	1119

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Table MCBR3: As you may know, Dry January is a choice to stay sober and avoid all alcohol during the month of January. Have you previously participated in Dry January in past years?

Demographic	Yes	No	Total N
Adults	11% (222)	89% (1802)	2024
Very Favorable of Trump	11% (56)	89% (434)	490
Somewhat Favorable of Trump	10% (34)	90% (296)	330
Somewhat Unfavorable of Trump	13% (20)	87% (132)	152
Very Unfavorable of Trump	10% (100)	90% (866)	966
#1 Issue: Economy	9% (69)	91% (684)	754
#1 Issue: Security	14% (30)	86% (184)	213
#1 Issue: Health Care	10% (36)	90% (340)	376
#1 Issue: Medicare / Social Security	8% (21)	92% (244)	265
#1 Issue: Women's Issues	23% (17)	77% (59)	76
#1 Issue: Education	22% (17)	78% (59)	76
#1 Issue: Energy	21% (17)	79% (64)	81
#1 Issue: Other	8% (15)	92% (168)	183
2018 House Vote: Democrat	11% (81)	89% (649)	730
2018 House Vote: Republican	11% (65)	89% (540)	605
2016 Vote: Hillary Clinton	11% (74)	89% (609)	683
2016 Vote: Donald Trump	10% (69)	90% (594)	663
2016 Vote: Other	11% (14)	89% (116)	130
2016 Vote: Didn't Vote	12% (64)	88% (482)	546
Voted in 2014: Yes	11% (135)	89% (1088)	1223
Voted in 2014: No	11% (87)	89% (714)	801
2012 Vote: Barack Obama	11% (91)	89% (703)	795
2012 Vote: Mitt Romney	10% (48)	90% (433)	481
2012 Vote: Other	12% (8)	88% (65)	73
2012 Vote: Didn't Vote	11% (75)	89% (600)	675
4-Region: Northeast	12% (45)	88% (329)	374
4-Region: Midwest	8% (35)	92% (396)	431
4-Region: South	11% (85)	89% (673)	758
4-Region: West	12% (56)	88% (405)	461
Drink 1 to 3	8% (58)	92% (659)	717
Drink 4 to 5	16% (34)	84% (171)	204
Drink 6 to 7	14% (23)	86% (138)	161

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Table MCBR3: *As you may know, Dry January is a choice to stay sober and avoid all alcohol during the month of January. Have you previously participated in Dry January in past years?*

Demographic	Yes	No	Total N
Adults	11% (222)	89% (1802)	2024
Drink 8 or more	8% (10)	92% (111)	121
Does not drink alcohol	12% (98)	88% (724)	822
Drinks 1-5	10% (91)	90% (830)	921
Drinks 6 or more	12% (33)	88% (249)	282
Drinks with liquor	8% (24)	92% (289)	313
Alcoholic seltzer	17% (10)	83% (49)	59
Beer	12% (55)	88% (422)	476
Wine	11% (44)	89% (362)	406
Previously participated in DJ	100% (222)	— (0)	222
Never participated in DJ	— (0)	100% (1802)	1802
Doing DJ this year	60% (163)	40% (107)	270
Not doing DJ this year	3% (59)	97% (1695)	1755
First time doing DJ	— (0)	100% (107)	107
Will drink more	24% (33)	76% (103)	136
Will drink less	16% (54)	84% (288)	342
Will drink about the same	5% (34)	95% (647)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR4: *And are you currently participating in Dry January?*

Demographic	Yes		No		Total N
Adults	13%	(270)	87%	(1755)	2024
Gender: Male	15%	(146)	85%	(859)	1005
Gender: Female	12%	(124)	88%	(896)	1019
Age: 18-34	16%	(76)	84%	(404)	480
Age: 35-44	16%	(58)	84%	(300)	358
Age: 45-64	13%	(97)	87%	(654)	751
Age: 65+	9%	(39)	91%	(397)	436
GenZers: 1997-2012	13%	(18)	87%	(117)	135
Millennials: 1981-1996	16%	(90)	84%	(481)	571
GenXers: 1965-1980	15%	(88)	85%	(485)	573
Baby Boomers: 1946-1964	10%	(67)	90%	(602)	669
PID: Dem (no lean)	16%	(118)	84%	(618)	736
PID: Ind (no lean)	12%	(80)	88%	(594)	674
PID: Rep (no lean)	12%	(72)	88%	(543)	615
PID/Gender: Dem Men	19%	(64)	81%	(275)	340
PID/Gender: Dem Women	14%	(54)	86%	(342)	396
PID/Gender: Ind Men	12%	(42)	88%	(294)	335
PID/Gender: Ind Women	11%	(38)	89%	(300)	338
PID/Gender: Rep Men	12%	(40)	88%	(290)	330
PID/Gender: Rep Women	11%	(32)	89%	(254)	285
Ideo: Liberal (1-3)	16%	(86)	84%	(468)	555
Ideo: Moderate (4)	14%	(83)	86%	(515)	598
Ideo: Conservative (5-7)	12%	(77)	88%	(588)	666
Educ: < College	13%	(172)	87%	(1167)	1339
Educ: Bachelors degree	13%	(56)	87%	(387)	443
Educ: Post-grad	17%	(42)	83%	(201)	243
Income: Under 50k	13%	(137)	87%	(914)	1051
Income: 50k-100k	12%	(74)	88%	(524)	598
Income: 100k+	16%	(58)	84%	(317)	375
Ethnicity: White	12%	(202)	88%	(1428)	1630
Ethnicity: Hispanic	22%	(58)	78%	(212)	270
Ethnicity: Black	19%	(45)	81%	(198)	243
Ethnicity: Other	15%	(22)	85%	(129)	151

Continued on next page

Table MCBR4: *And are you currently participating in Dry January?*

Demographic	Yes		No		Total N
Adults	13%	(270)	87%	(1755)	2024
All Christian	14%	(131)	86%	(833)	964
All Non-Christian	26%	(31)	74%	(89)	119
Atheist	23%	(20)	77%	(68)	88
Agnostic/Nothing in particular	10%	(52)	90%	(490)	541
Something Else	12%	(36)	88%	(275)	311
Religious Non-Protestant/Catholic	26%	(36)	74%	(102)	138
Evangelical	14%	(69)	86%	(420)	489
Non-Evangelical	12%	(87)	88%	(659)	745
Community: Urban	19%	(97)	81%	(411)	508
Community: Suburban	11%	(109)	89%	(886)	994
Community: Rural	12%	(64)	88%	(458)	522
Employ: Private Sector	15%	(103)	85%	(595)	698
Employ: Government	13%	(15)	87%	(101)	116
Employ: Self-Employed	12%	(22)	88%	(165)	186
Employ: Homemaker	13%	(20)	87%	(131)	151
Employ: Retired	10%	(46)	90%	(402)	448
Employ: Unemployed	14%	(34)	86%	(216)	250
Employ: Other	17%	(23)	83%	(109)	132
Military HH: Yes	12%	(43)	88%	(302)	345
Military HH: No	14%	(227)	86%	(1453)	1679
RD/WT: Right Direction	16%	(89)	84%	(458)	547
RD/WT: Wrong Track	12%	(181)	88%	(1297)	1477
Trump Job Approve	14%	(110)	86%	(702)	811
Trump Job Disapprove	13%	(149)	87%	(978)	1127
Trump Job Strongly Approve	13%	(62)	87%	(407)	468
Trump Job Somewhat Approve	14%	(48)	86%	(295)	343
Trump Job Somewhat Disapprove	12%	(25)	88%	(173)	197
Trump Job Strongly Disapprove	13%	(124)	87%	(806)	930
Favorable of Trump	12%	(100)	88%	(721)	821
Unfavorable of Trump	14%	(157)	86%	(962)	1119

Continued on next page

Table MCBR4: *And are you currently participating in Dry January?*

Demographic	Yes		No		Total N
Adults	13%	(270)	87%	(1755)	2024
Very Favorable of Trump	12%	(61)	88%	(429)	490
Somewhat Favorable of Trump	12%	(39)	88%	(292)	330
Somewhat Unfavorable of Trump	17%	(26)	83%	(126)	152
Very Unfavorable of Trump	14%	(131)	86%	(835)	966
#1 Issue: Economy	11%	(81)	89%	(672)	754
#1 Issue: Security	14%	(29)	86%	(184)	213
#1 Issue: Health Care	13%	(50)	87%	(326)	376
#1 Issue: Medicare / Social Security	15%	(40)	85%	(224)	265
#1 Issue: Women's Issues	20%	(15)	80%	(61)	76
#1 Issue: Education	20%	(15)	80%	(61)	76
#1 Issue: Energy	25%	(20)	75%	(61)	81
#1 Issue: Other	10%	(19)	90%	(164)	183
2018 House Vote: Democrat	15%	(107)	85%	(623)	730
2018 House Vote: Republican	12%	(71)	88%	(533)	605
2016 Vote: Hillary Clinton	15%	(100)	85%	(583)	683
2016 Vote: Donald Trump	12%	(80)	88%	(583)	663
2016 Vote: Other	11%	(14)	89%	(117)	130
2016 Vote: Didn't Vote	14%	(76)	86%	(470)	546
Voted in 2014: Yes	14%	(169)	86%	(1054)	1223
Voted in 2014: No	13%	(100)	87%	(701)	801
2012 Vote: Barack Obama	15%	(120)	85%	(674)	795
2012 Vote: Mitt Romney	11%	(55)	89%	(426)	481
2012 Vote: Other	10%	(7)	90%	(66)	73
2012 Vote: Didn't Vote	13%	(88)	87%	(587)	675
4-Region: Northeast	16%	(59)	84%	(314)	374
4-Region: Midwest	11%	(46)	89%	(385)	431
4-Region: South	12%	(93)	88%	(665)	758
4-Region: West	15%	(70)	85%	(391)	461
Drink 1 to 3	10%	(69)	90%	(648)	717
Drink 4 to 5	11%	(23)	89%	(181)	204
Drink 6 to 7	15%	(24)	85%	(137)	161
Drink 8 or more	8%	(10)	92%	(111)	121

Continued on next page

Table MCBR4: *And are you currently participating in Dry January?*

Demographic	Yes		No		Total N
Adults	13%	(270)	87%	(1755)	2024
Does not drink alcohol	17%	(143)	83%	(678)	822
Drinks 1-5	10%	(92)	90%	(829)	921
Drinks 6 or more	12%	(34)	88%	(248)	282
Drinks with liquor	6%	(19)	94%	(294)	313
Alcoholic seltzer	17%	(10)	83%	(49)	59
Beer	13%	(62)	87%	(415)	476
Wine	12%	(47)	88%	(359)	406
Previously participated in DJ	73%	(163)	27%	(59)	222
Never participated in DJ	6%	(107)	94%	(1695)	1802
Doing DJ this year	100%	(270)	—	(0)	270
Not doing DJ this year	—	(0)	100%	(1755)	1755
First time doing DJ	100%	(107)	—	(0)	107
Will drink more	20%	(28)	80%	(108)	136
Will drink less	19%	(64)	81%	(278)	342
Will drink about the same	4%	(30)	96%	(651)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR5_1: *And as far as you know, are any of the following participating in Dry January?*
 Your friends

Demographic	Yes	No	Total N
Adults	9% (186)	91% (1838)	2024
Gender: Male	12% (119)	88% (886)	1005
Gender: Female	7% (67)	93% (952)	1019
Age: 18-34	12% (59)	88% (421)	480
Age: 35-44	17% (60)	83% (297)	358
Age: 45-64	6% (46)	94% (705)	751
Age: 65+	5% (21)	95% (415)	436
GenZers: 1997-2012	9% (12)	91% (123)	135
Millennials: 1981-1996	16% (90)	84% (481)	571
GenXers: 1965-1980	9% (50)	91% (523)	573
Baby Boomers: 1946-1964	5% (30)	95% (639)	669
PID: Dem (no lean)	13% (97)	87% (639)	736
PID: Ind (no lean)	8% (51)	92% (623)	674
PID: Rep (no lean)	6% (38)	94% (577)	615
PID/Gender: Dem Men	17% (58)	83% (282)	340
PID/Gender: Dem Women	10% (39)	90% (357)	396
PID/Gender: Ind Men	10% (34)	90% (302)	335
PID/Gender: Ind Women	5% (17)	95% (321)	338
PID/Gender: Rep Men	8% (27)	92% (303)	330
PID/Gender: Rep Women	4% (11)	96% (274)	285
Ideo: Liberal (1-3)	13% (73)	87% (482)	555
Ideo: Moderate (4)	9% (56)	91% (542)	598
Ideo: Conservative (5-7)	7% (47)	93% (619)	666
Educ: < College	6% (81)	94% (1257)	1339
Educ: Bachelors degree	12% (51)	88% (392)	443
Educ: Post-grad	22% (54)	78% (189)	243
Income: Under 50k	7% (72)	93% (979)	1051
Income: 50k-100k	8% (49)	92% (548)	598
Income: 100k+	17% (64)	83% (311)	375
Ethnicity: White	9% (145)	91% (1485)	1630
Ethnicity: Hispanic	9% (25)	91% (245)	270
Ethnicity: Black	12% (29)	88% (214)	243

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**Table MCBR5_1: And as far as you know, are any of the following participating in Dry January?
Your friends**

Demographic	Yes	No	Total N
Adults	9% (186)	91% (1838)	2024
Ethnicity: Other	8% (12)	92% (139)	151
All Christian	11% (106)	89% (858)	964
All Non-Christian	9% (10)	91% (109)	119
Atheist	16% (14)	84% (74)	88
Agnostic/Nothing in particular	6% (35)	94% (507)	541
Something Else	7% (21)	93% (290)	311
Religious Non-Protestant/Catholic	10% (14)	90% (124)	138
Evangelical	12% (57)	88% (432)	489
Non-Evangelical	7% (55)	93% (690)	745
Community: Urban	17% (87)	83% (421)	508
Community: Suburban	7% (68)	93% (927)	994
Community: Rural	6% (31)	94% (491)	522
Employ: Private Sector	13% (93)	87% (605)	698
Employ: Government	13% (15)	87% (101)	116
Employ: Self-Employed	10% (19)	90% (168)	186
Employ: Homemaker	7% (11)	93% (140)	151
Employ: Retired	6% (25)	94% (424)	448
Employ: Unemployed	4% (9)	96% (240)	250
Employ: Other	6% (9)	94% (124)	132
Military HH: Yes	8% (29)	92% (316)	345
Military HH: No	9% (157)	91% (1522)	1679
RD/WT: Right Direction	13% (71)	87% (476)	547
RD/WT: Wrong Track	8% (115)	92% (1363)	1477
Trump Job Approve	8% (67)	92% (744)	811
Trump Job Disapprove	10% (117)	90% (1010)	1127
Trump Job Strongly Approve	8% (37)	92% (431)	468
Trump Job Somewhat Approve	9% (30)	91% (313)	343
Trump Job Somewhat Disapprove	13% (25)	87% (172)	197
Trump Job Strongly Disapprove	10% (91)	90% (838)	930
Favorable of Trump	8% (67)	92% (754)	821
Unfavorable of Trump	10% (115)	90% (1004)	1119

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Table MCBR5_1: *And as far as you know, are any of the following participating in Dry January?*
Your friends

Demographic	Yes	No	Total N
Adults	9% (186)	91% (1838)	2024
Very Favorable of Trump	9% (42)	91% (448)	490
Somewhat Favorable of Trump	8% (25)	92% (306)	330
Somewhat Unfavorable of Trump	14% (21)	86% (131)	152
Very Unfavorable of Trump	10% (94)	90% (873)	966
#1 Issue: Economy	9% (68)	91% (685)	754
#1 Issue: Security	9% (19)	91% (194)	213
#1 Issue: Health Care	9% (34)	91% (342)	376
#1 Issue: Medicare / Social Security	5% (12)	95% (253)	265
#1 Issue: Women's Issues	18% (14)	82% (62)	76
#1 Issue: Education	15% (12)	85% (65)	76
#1 Issue: Energy	19% (15)	81% (66)	81
#1 Issue: Other	7% (12)	93% (171)	183
2018 House Vote: Democrat	13% (94)	87% (636)	730
2018 House Vote: Republican	7% (40)	93% (565)	605
2016 Vote: Hillary Clinton	13% (92)	87% (591)	683
2016 Vote: Donald Trump	7% (46)	93% (617)	663
2016 Vote: Other	7% (9)	93% (121)	130
2016 Vote: Didn't Vote	7% (40)	93% (507)	546
Voted in 2014: Yes	10% (121)	90% (1102)	1223
Voted in 2014: No	8% (65)	92% (737)	801
2012 Vote: Barack Obama	12% (97)	88% (698)	795
2012 Vote: Mitt Romney	5% (26)	95% (455)	481
2012 Vote: Other	8% (6)	92% (67)	73
2012 Vote: Didn't Vote	9% (57)	91% (617)	675
4-Region: Northeast	15% (55)	85% (319)	374
4-Region: Midwest	8% (34)	92% (398)	431
4-Region: South	7% (54)	93% (704)	758
4-Region: West	9% (43)	91% (418)	461
Drink 1 to 3	9% (63)	91% (654)	717
Drink 4 to 5	15% (31)	85% (174)	204
Drink 6 to 7	15% (23)	85% (137)	161

Continued on next page

**Table MCBR5_1: And as far as you know, are any of the following participating in Dry January?
Your friends**

Demographic	Yes	No	Total N
Adults	9% (186)	91% (1838)	2024
Drink 8 or more	13% (15)	87% (106)	121
Does not drink alcohol	7% (54)	93% (768)	822
Drinks 1-5	10% (93)	90% (828)	921
Drinks 6 or more	14% (39)	86% (243)	282
Drinks with liquor	8% (24)	92% (289)	313
Alcoholic seltzer	18% (11)	82% (49)	59
Beer	14% (68)	86% (409)	476
Wine	10% (39)	90% (367)	406
Previously participated in DJ	41% (91)	59% (130)	222
Never participated in DJ	5% (95)	95% (1708)	1802
Doing DJ this year	37% (100)	63% (169)	270
Not doing DJ this year	5% (86)	95% (1669)	1755
First time doing DJ	23% (24)	77% (83)	107
Will drink more	30% (40)	70% (96)	136
Will drink less	16% (56)	84% (286)	342
Will drink about the same	5% (35)	95% (646)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR5_2: *And as far as you know, are any of the following participating in Dry January?*
 Your family

Demographic	Yes	No	Total N
Adults	9% (189)	91% (1835)	2024
Gender: Male	11% (114)	89% (891)	1005
Gender: Female	7% (75)	93% (944)	1019
Age: 18-34	13% (63)	87% (416)	480
Age: 35-44	15% (53)	85% (305)	358
Age: 45-64	6% (48)	94% (703)	751
Age: 65+	6% (25)	94% (411)	436
GenZers: 1997-2012	9% (12)	91% (123)	135
Millennials: 1981-1996	15% (87)	85% (484)	571
GenXers: 1965-1980	8% (45)	92% (528)	573
Baby Boomers: 1946-1964	6% (38)	94% (632)	669
PID: Dem (no lean)	13% (96)	87% (640)	736
PID: Ind (no lean)	8% (55)	92% (618)	674
PID: Rep (no lean)	6% (38)	94% (577)	615
PID/Gender: Dem Men	16% (53)	84% (287)	340
PID/Gender: Dem Women	11% (43)	89% (353)	396
PID/Gender: Ind Men	11% (38)	89% (297)	335
PID/Gender: Ind Women	5% (17)	95% (321)	338
PID/Gender: Rep Men	7% (23)	93% (307)	330
PID/Gender: Rep Women	5% (15)	95% (271)	285
Ideo: Liberal (1-3)	12% (65)	88% (489)	555
Ideo: Moderate (4)	9% (55)	91% (542)	598
Ideo: Conservative (5-7)	8% (51)	92% (615)	666
Educ: < College	9% (116)	91% (1223)	1339
Educ: Bachelors degree	8% (35)	92% (408)	443
Educ: Post-grad	16% (39)	84% (204)	243
Income: Under 50k	9% (98)	91% (953)	1051
Income: 50k-100k	8% (50)	92% (547)	598
Income: 100k+	11% (41)	89% (335)	375
Ethnicity: White	8% (128)	92% (1502)	1630
Ethnicity: Hispanic	14% (39)	86% (231)	270
Ethnicity: Black	17% (42)	83% (200)	243

Continued on next page

Table MCBR5_2: And as far as you know, are any of the following participating in Dry January?
Your family

Demographic	Yes	No	Total N
Adults	9% (189)	91% (1835)	2024
Ethnicity: Other	12% (18)	88% (133)	151
All Christian	10% (96)	90% (869)	964
All Non-Christian	13% (15)	87% (104)	119
Atheist	21% (19)	79% (69)	88
Agnostic/Nothing in particular	7% (40)	93% (501)	541
Something Else	6% (19)	94% (292)	311
Religious Non-Protestant/Catholic	13% (18)	87% (120)	138
Evangelical	11% (55)	89% (434)	489
Non-Evangelical	7% (49)	93% (696)	745
Community: Urban	18% (90)	82% (419)	508
Community: Suburban	7% (71)	93% (924)	994
Community: Rural	6% (29)	94% (493)	522
Employ: Private Sector	12% (81)	88% (617)	698
Employ: Government	12% (14)	88% (102)	116
Employ: Self-Employed	8% (15)	92% (171)	186
Employ: Homemaker	10% (15)	90% (136)	151
Employ: Retired	6% (28)	94% (421)	448
Employ: Unemployed	7% (18)	93% (231)	250
Employ: Other	8% (10)	92% (122)	132
Military HH: Yes	10% (35)	90% (310)	345
Military HH: No	9% (154)	91% (1525)	1679
RD/WT: Right Direction	13% (71)	87% (476)	547
RD/WT: Wrong Track	8% (118)	92% (1359)	1477
Trump Job Approve	9% (72)	91% (740)	811
Trump Job Disapprove	10% (109)	90% (1018)	1127
Trump Job Strongly Approve	8% (36)	92% (433)	468
Trump Job Somewhat Approve	10% (36)	90% (307)	343
Trump Job Somewhat Disapprove	8% (16)	92% (181)	197
Trump Job Strongly Disapprove	10% (93)	90% (837)	930
Favorable of Trump	7% (57)	93% (764)	821
Unfavorable of Trump	11% (121)	89% (998)	1119

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Table MCBR5_2: *And as far as you know, are any of the following participating in Dry January?*
 Your family

Demographic	Yes	No	Total N
Adults	9% (189)	91% (1835)	2024
Very Favorable of Trump	7% (36)	93% (455)	490
Somewhat Favorable of Trump	6% (21)	94% (309)	330
Somewhat Unfavorable of Trump	14% (21)	86% (131)	152
Very Unfavorable of Trump	10% (99)	90% (867)	966
#1 Issue: Economy	9% (68)	91% (686)	754
#1 Issue: Security	8% (17)	92% (196)	213
#1 Issue: Health Care	7% (27)	93% (349)	376
#1 Issue: Medicare / Social Security	9% (23)	91% (242)	265
#1 Issue: Women's Issues	18% (14)	82% (63)	76
#1 Issue: Education	16% (12)	84% (64)	76
#1 Issue: Energy	15% (12)	85% (69)	81
#1 Issue: Other	10% (18)	90% (165)	183
2018 House Vote: Democrat	12% (91)	88% (639)	730
2018 House Vote: Republican	8% (46)	92% (558)	605
2016 Vote: Hillary Clinton	13% (86)	87% (597)	683
2016 Vote: Donald Trump	7% (48)	93% (615)	663
2016 Vote: Other	7% (10)	93% (121)	130
2016 Vote: Didn't Vote	8% (45)	92% (501)	546
Voted in 2014: Yes	10% (127)	90% (1096)	1223
Voted in 2014: No	8% (63)	92% (739)	801
2012 Vote: Barack Obama	12% (95)	88% (700)	795
2012 Vote: Mitt Romney	6% (31)	94% (450)	481
2012 Vote: Other	10% (7)	90% (66)	73
2012 Vote: Didn't Vote	8% (57)	92% (618)	675
4-Region: Northeast	12% (46)	88% (327)	374
4-Region: Midwest	8% (36)	92% (395)	431
4-Region: South	7% (57)	93% (701)	758
4-Region: West	11% (50)	89% (412)	461
Drink 1 to 3	7% (51)	93% (665)	717
Drink 4 to 5	12% (24)	88% (181)	204
Drink 6 to 7	16% (26)	84% (135)	161

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Table MCBR5_2: And as far as you know, are any of the following participating in Dry January?
Your family

Demographic	Yes		No		Total N
Adults	9%	(189)	91%	(1835)	2024
Drink 8 or more	11%	(13)	89%	(108)	121
Does not drink alcohol	9%	(75)	91%	(747)	822
Drinks 1-5	8%	(75)	92%	(846)	921
Drinks 6 or more	14%	(39)	86%	(242)	282
Drinks with liquor	6%	(20)	94%	(292)	313
Alcoholic seltzer	14%	(8)	86%	(51)	59
Beer	14%	(67)	86%	(410)	476
Wine	8%	(31)	92%	(375)	406
Previously participated in DJ	44%	(97)	56%	(125)	222
Never participated in DJ	5%	(92)	95%	(1710)	1802
Doing DJ this year	44%	(119)	56%	(150)	270
Not doing DJ this year	4%	(70)	96%	(1685)	1755
First time doing DJ	33%	(35)	67%	(72)	107
Will drink more	26%	(35)	74%	(101)	136
Will drink less	14%	(49)	86%	(294)	342
Will drink about the same	4%	(30)	96%	(651)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR5_3: *And as far as you know, are any of the following participating in Dry January?*
 Your coworkers

Demographic	Yes	No	Total N
Adults	7% (133)	93% (1892)	2024
Gender: Male	8% (81)	92% (924)	1005
Gender: Female	5% (52)	95% (968)	1019
Age: 18-34	11% (51)	89% (428)	480
Age: 35-44	11% (39)	89% (318)	358
Age: 45-64	4% (31)	96% (719)	751
Age: 65+	3% (11)	97% (425)	436
GenZers: 1997-2012	7% (10)	93% (125)	135
Millennials: 1981-1996	13% (72)	87% (499)	571
GenXers: 1965-1980	6% (32)	94% (541)	573
Baby Boomers: 1946-1964	2% (16)	98% (653)	669
PID: Dem (no lean)	10% (77)	90% (659)	736
PID: Ind (no lean)	5% (33)	95% (640)	674
PID: Rep (no lean)	4% (23)	96% (592)	615
PID/Gender: Dem Men	13% (45)	87% (295)	340
PID/Gender: Dem Women	8% (32)	92% (364)	396
PID/Gender: Ind Men	7% (22)	93% (313)	335
PID/Gender: Ind Women	3% (11)	97% (327)	338
PID/Gender: Rep Men	4% (14)	96% (316)	330
PID/Gender: Rep Women	3% (8)	97% (277)	285
Ideo: Liberal (1-3)	7% (41)	93% (513)	555
Ideo: Moderate (4)	8% (46)	92% (552)	598
Ideo: Conservative (5-7)	5% (34)	95% (631)	666
Educ: < College	5% (71)	95% (1268)	1339
Educ: Bachelors degree	7% (31)	93% (411)	443
Educ: Post-grad	12% (30)	88% (213)	243
Income: Under 50k	5% (53)	95% (998)	1051
Income: 50k-100k	7% (43)	93% (555)	598
Income: 100k+	10% (37)	90% (339)	375
Ethnicity: White	6% (99)	94% (1531)	1630
Ethnicity: Hispanic	11% (29)	89% (241)	270
Ethnicity: Black	11% (27)	89% (216)	243

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Table MCBR5_3: And as far as you know, are any of the following participating in Dry January?

Your coworkers

Demographic	Yes	No	Total N
Adults	7% (133)	93% (1892)	2024
Ethnicity: Other	5% (7)	95% (144)	151
All Christian	7% (72)	93% (893)	964
All Non-Christian	9% (10)	91% (109)	119
Atheist	13% (11)	87% (76)	88
Agnostic/Nothing in particular	5% (27)	95% (514)	541
Something Else	4% (12)	96% (299)	311
Religious Non-Protestant/Catholic	10% (14)	90% (124)	138
Evangelical	7% (35)	93% (454)	489
Non-Evangelical	5% (34)	95% (711)	745
Community: Urban	13% (67)	87% (441)	508
Community: Suburban	5% (49)	95% (945)	994
Community: Rural	3% (16)	97% (506)	522
Employ: Private Sector	10% (68)	90% (629)	698
Employ: Government	16% (19)	84% (98)	116
Employ: Self-Employed	8% (14)	92% (172)	186
Employ: Homemaker	4% (7)	96% (145)	151
Employ: Retired	3% (13)	97% (436)	448
Employ: Unemployed	1% (4)	99% (246)	250
Employ: Other	4% (5)	96% (127)	132
Military HH: Yes	6% (20)	94% (325)	345
Military HH: No	7% (113)	93% (1567)	1679
RD/WT: Right Direction	9% (49)	91% (498)	547
RD/WT: Wrong Track	6% (84)	94% (1393)	1477
Trump Job Approve	5% (41)	95% (770)	811
Trump Job Disapprove	8% (91)	92% (1036)	1127
Trump Job Strongly Approve	4% (20)	96% (449)	468
Trump Job Somewhat Approve	6% (21)	94% (322)	343
Trump Job Somewhat Disapprove	10% (20)	90% (177)	197
Trump Job Strongly Disapprove	8% (71)	92% (859)	930
Favorable of Trump	5% (38)	95% (783)	821
Unfavorable of Trump	8% (88)	92% (1030)	1119

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Table MCBR5_3: *And as far as you know, are any of the following participating in Dry January?*
Your coworkers

Demographic	Yes	No	Total N
Adults	7% (133)	93% (1892)	2024
Very Favorable of Trump	4% (21)	96% (469)	490
Somewhat Favorable of Trump	5% (16)	95% (314)	330
Somewhat Unfavorable of Trump	8% (12)	92% (140)	152
Very Unfavorable of Trump	8% (77)	92% (890)	966
#1 Issue: Economy	7% (51)	93% (702)	754
#1 Issue: Security	5% (10)	95% (203)	213
#1 Issue: Health Care	6% (22)	94% (354)	376
#1 Issue: Medicare / Social Security	4% (11)	96% (254)	265
#1 Issue: Women's Issues	14% (11)	86% (65)	76
#1 Issue: Education	14% (11)	86% (65)	76
#1 Issue: Energy	11% (9)	89% (72)	81
#1 Issue: Other	4% (7)	96% (176)	183
2018 House Vote: Democrat	9% (68)	91% (663)	730
2018 House Vote: Republican	5% (29)	95% (576)	605
2016 Vote: Hillary Clinton	10% (69)	90% (614)	683
2016 Vote: Donald Trump	4% (29)	96% (634)	663
2016 Vote: Other	3% (3)	97% (127)	130
2016 Vote: Didn't Vote	6% (32)	94% (514)	546
Voted in 2014: Yes	7% (87)	93% (1136)	1223
Voted in 2014: No	6% (46)	94% (756)	801
2012 Vote: Barack Obama	10% (76)	90% (718)	795
2012 Vote: Mitt Romney	3% (14)	97% (466)	481
2012 Vote: Other	2% (2)	98% (71)	73
2012 Vote: Didn't Vote	6% (40)	94% (634)	675
4-Region: Northeast	10% (38)	90% (335)	374
4-Region: Midwest	6% (26)	94% (405)	431
4-Region: South	5% (36)	95% (722)	758
4-Region: West	7% (32)	93% (429)	461
Drink 1 to 3	5% (36)	95% (681)	717
Drink 4 to 5	10% (20)	90% (184)	204
Drink 6 to 7	13% (20)	87% (140)	161

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Table MCBR5_3: And as far as you know, are any of the following participating in Dry January?

Your coworkers

Demographic	Yes	No	Total N
Adults	7% (133)	93% (1892)	2024
Drink 8 or more	10% (12)	90% (109)	121
Does not drink alcohol	5% (44)	95% (777)	822
Drinks 1-5	6% (56)	94% (865)	921
Drinks 6 or more	11% (32)	89% (249)	282
Drinks with liquor	4% (13)	96% (300)	313
Alcoholic seltzer	10% (6)	90% (53)	59
Beer	12% (57)	88% (419)	476
Wine	6% (23)	94% (384)	406
Previously participated in DJ	30% (66)	70% (156)	222
Never participated in DJ	4% (67)	96% (1736)	1802
Doing DJ this year	25% (66)	75% (204)	270
Not doing DJ this year	4% (67)	96% (1688)	1755
First time doing DJ	15% (16)	85% (91)	107
Will drink more	25% (34)	75% (102)	136
Will drink less	11% (37)	89% (305)	342
Will drink about the same	3% (17)	97% (664)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR5_4: *And as far as you know, are any of the following participating in Dry January?
 Your significant other*

Demographic	Yes	No	Total N
Adults	9% (178)	91% (1846)	2024
Gender: Male	11% (106)	89% (899)	1005
Gender: Female	7% (72)	93% (948)	1019
Age: 18-34	13% (63)	87% (417)	480
Age: 35-44	12% (42)	88% (315)	358
Age: 45-64	6% (47)	94% (704)	751
Age: 65+	6% (26)	94% (411)	436
GenZers: 1997-2012	14% (19)	86% (117)	135
Millennials: 1981-1996	12% (70)	88% (501)	571
GenXers: 1965-1980	8% (46)	92% (527)	573
Baby Boomers: 1946-1964	5% (37)	95% (633)	669
PID: Dem (no lean)	11% (84)	89% (652)	736
PID: Ind (no lean)	7% (50)	93% (624)	674
PID: Rep (no lean)	7% (45)	93% (570)	615
PID/Gender: Dem Men	13% (44)	87% (296)	340
PID/Gender: Dem Women	10% (40)	90% (356)	396
PID/Gender: Ind Men	10% (33)	90% (302)	335
PID/Gender: Ind Women	5% (16)	95% (322)	338
PID/Gender: Rep Men	9% (29)	91% (301)	330
PID/Gender: Rep Women	5% (16)	95% (270)	285
Ideo: Liberal (1-3)	9% (48)	91% (506)	555
Ideo: Moderate (4)	9% (56)	91% (542)	598
Ideo: Conservative (5-7)	9% (58)	91% (608)	666
Educ: < College	8% (102)	92% (1237)	1339
Educ: Bachelors degree	10% (46)	90% (397)	443
Educ: Post-grad	13% (31)	87% (212)	243
Income: Under 50k	8% (83)	92% (969)	1051
Income: 50k-100k	10% (57)	90% (541)	598
Income: 100k+	10% (38)	90% (337)	375
Ethnicity: White	9% (140)	91% (1490)	1630
Ethnicity: Hispanic	12% (33)	88% (237)	270
Ethnicity: Black	11% (27)	89% (216)	243

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Table MCBR5_4: And as far as you know, are any of the following participating in Dry January?
Your significant other

Demographic	Yes	No	Total N
Adults	9% (178)	91% (1846)	2024
Ethnicity: Other	7% (11)	93% (141)	151
All Christian	9% (91)	91% (873)	964
All Non-Christian	15% (17)	85% (102)	119
Atheist	14% (13)	86% (75)	88
Agnostic/Nothing in particular	7% (35)	93% (506)	541
Something Else	7% (21)	93% (290)	311
Religious Non-Protestant/Catholic	16% (22)	84% (117)	138
Evangelical	11% (52)	89% (437)	489
Non-Evangelical	7% (49)	93% (696)	745
Community: Urban	14% (73)	86% (435)	508
Community: Suburban	7% (68)	93% (926)	994
Community: Rural	7% (37)	93% (485)	522
Employ: Private Sector	11% (75)	89% (622)	698
Employ: Government	14% (16)	86% (100)	116
Employ: Self-Employed	7% (13)	93% (173)	186
Employ: Homemaker	7% (11)	93% (141)	151
Employ: Retired	6% (29)	94% (420)	448
Employ: Unemployed	6% (14)	94% (236)	250
Employ: Other	11% (15)	89% (118)	132
Military HH: Yes	9% (30)	91% (315)	345
Military HH: No	9% (148)	91% (1531)	1679
RD/WT: Right Direction	12% (64)	88% (483)	547
RD/WT: Wrong Track	8% (114)	92% (1363)	1477
Trump Job Approve	9% (76)	91% (735)	811
Trump Job Disapprove	9% (98)	91% (1029)	1127
Trump Job Strongly Approve	9% (42)	91% (426)	468
Trump Job Somewhat Approve	10% (34)	90% (309)	343
Trump Job Somewhat Disapprove	10% (20)	90% (177)	197
Trump Job Strongly Disapprove	8% (77)	92% (853)	930
Favorable of Trump	8% (68)	92% (753)	821
Unfavorable of Trump	9% (99)	91% (1020)	1119

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Table MCBR5_4: And as far as you know, are any of the following participating in Dry January?
Your significant other

Demographic	Yes	No	Total N
Adults	9% (178)	91% (1846)	2024
Very Favorable of Trump	9% (44)	91% (447)	490
Somewhat Favorable of Trump	7% (24)	93% (307)	330
Somewhat Unfavorable of Trump	10% (15)	90% (137)	152
Very Unfavorable of Trump	9% (84)	91% (882)	966
#1 Issue: Economy	8% (59)	92% (695)	754
#1 Issue: Security	6% (13)	94% (200)	213
#1 Issue: Health Care	9% (33)	91% (342)	376
#1 Issue: Medicare / Social Security	7% (19)	93% (246)	265
#1 Issue: Women's Issues	20% (16)	80% (61)	76
#1 Issue: Education	19% (14)	81% (62)	76
#1 Issue: Energy	13% (10)	87% (71)	81
#1 Issue: Other	7% (14)	93% (169)	183
2018 House Vote: Democrat	9% (68)	91% (662)	730
2018 House Vote: Republican	7% (45)	93% (560)	605
2016 Vote: Hillary Clinton	10% (66)	90% (617)	683
2016 Vote: Donald Trump	8% (54)	92% (609)	663
2016 Vote: Other	7% (9)	93% (121)	130
2016 Vote: Didn't Vote	9% (50)	91% (497)	546
Voted in 2014: Yes	9% (107)	91% (1115)	1223
Voted in 2014: No	9% (70)	91% (731)	801
2012 Vote: Barack Obama	9% (71)	91% (724)	795
2012 Vote: Mitt Romney	7% (35)	93% (446)	481
2012 Vote: Other	10% (7)	90% (66)	73
2012 Vote: Didn't Vote	10% (65)	90% (610)	675
4-Region: Northeast	11% (42)	89% (332)	374
4-Region: Midwest	7% (29)	93% (402)	431
4-Region: South	9% (67)	91% (691)	758
4-Region: West	9% (40)	91% (421)	461
Drink 1 to 3	8% (58)	92% (659)	717
Drink 4 to 5	10% (20)	90% (184)	204
Drink 6 to 7	12% (20)	88% (141)	161

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Table MCBR5_4: And as far as you know, are any of the following participating in Dry January?
Your significant other

Demographic	Yes	No	Total N
Adults	9% (178)	91% (1846)	2024
Drink 8 or more	6% (8)	94% (113)	121
Does not drink alcohol	9% (72)	91% (749)	822
Drinks 1-5	8% (78)	92% (843)	921
Drinks 6 or more	10% (28)	90% (254)	282
Drinks with liquor	7% (20)	93% (292)	313
Alcoholic seltzer	14% (8)	86% (51)	59
Beer	10% (47)	90% (429)	476
Wine	9% (37)	91% (369)	406
Previously participated in DJ	47% (104)	53% (118)	222
Never participated in DJ	4% (74)	96% (1729)	1802
Doing DJ this year	44% (119)	56% (151)	270
Not doing DJ this year	3% (59)	97% (1696)	1755
First time doing DJ	29% (31)	71% (76)	107
Will drink more	22% (30)	78% (106)	136
Will drink less	14% (46)	86% (296)	342
Will drink about the same	4% (26)	96% (655)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR5_5: *And as far as you know, are any of the following participating in Dry January?
 Your favorite celebrity or influencer*

Demographic	Yes	No	Total N
Adults	6% (126)	94% (1898)	2024
Gender: Male	7% (71)	93% (934)	1005
Gender: Female	5% (55)	95% (964)	1019
Age: 18-34	10% (47)	90% (432)	480
Age: 35-44	9% (32)	91% (325)	358
Age: 45-64	4% (32)	96% (719)	751
Age: 65+	3% (15)	97% (421)	436
GenZers: 1997-2012	11% (15)	89% (120)	135
Millennials: 1981-1996	9% (52)	91% (520)	571
GenXers: 1965-1980	6% (34)	94% (539)	573
Baby Boomers: 1946-1964	4% (24)	96% (645)	669
PID: Dem (no lean)	9% (67)	91% (668)	736
PID: Ind (no lean)	4% (28)	96% (645)	674
PID: Rep (no lean)	5% (30)	95% (585)	615
PID/Gender: Dem Men	11% (36)	89% (304)	340
PID/Gender: Dem Women	8% (31)	92% (365)	396
PID/Gender: Ind Men	5% (18)	95% (318)	335
PID/Gender: Ind Women	3% (11)	97% (327)	338
PID/Gender: Rep Men	5% (18)	95% (312)	330
PID/Gender: Rep Women	5% (13)	95% (272)	285
Ideo: Liberal (1-3)	8% (46)	92% (509)	555
Ideo: Moderate (4)	6% (38)	94% (560)	598
Ideo: Conservative (5-7)	5% (30)	95% (636)	666
Educ: < College	5% (67)	95% (1272)	1339
Educ: Bachelors degree	6% (29)	94% (414)	443
Educ: Post-grad	13% (31)	87% (212)	243
Income: Under 50k	6% (63)	94% (988)	1051
Income: 50k-100k	5% (33)	95% (565)	598
Income: 100k+	8% (30)	92% (345)	375
Ethnicity: White	6% (94)	94% (1536)	1630
Ethnicity: Hispanic	9% (24)	91% (246)	270
Ethnicity: Black	9% (21)	91% (222)	243

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**Table MCBR5_5: And as far as you know, are any of the following participating in Dry January?
Your favorite celebrity or influencer**

Demographic	Yes	No	Total N
Adults	6% (126)	94% (1898)	2024
Ethnicity: Other	7% (11)	93% (140)	151
All Christian	7% (71)	93% (893)	964
All Non-Christian	9% (10)	91% (109)	119
Atheist	5% (5)	95% (83)	88
Agnostic/Nothing in particular	5% (26)	95% (515)	541
Something Else	4% (14)	96% (298)	311
Religious Non-Protestant/Catholic	10% (14)	90% (124)	138
Evangelical	7% (36)	93% (453)	489
Non-Evangelical	5% (37)	95% (708)	745
Community: Urban	10% (53)	90% (455)	508
Community: Suburban	4% (44)	96% (950)	994
Community: Rural	5% (29)	95% (493)	522
Employ: Private Sector	7% (46)	93% (652)	698
Employ: Government	9% (11)	91% (106)	116
Employ: Self-Employed	9% (16)	91% (171)	186
Employ: Homemaker	8% (12)	92% (139)	151
Employ: Retired	4% (16)	96% (432)	448
Employ: Unemployed	3% (9)	97% (241)	250
Employ: Other	7% (10)	93% (123)	132
Military HH: Yes	6% (22)	94% (323)	345
Military HH: No	6% (104)	94% (1575)	1679
RD/WT: Right Direction	10% (53)	90% (494)	547
RD/WT: Wrong Track	5% (73)	95% (1404)	1477
Trump Job Approve	7% (53)	93% (758)	811
Trump Job Disapprove	6% (70)	94% (1057)	1127
Trump Job Strongly Approve	6% (27)	94% (441)	468
Trump Job Somewhat Approve	8% (26)	92% (317)	343
Trump Job Somewhat Disapprove	6% (12)	94% (185)	197
Trump Job Strongly Disapprove	6% (57)	94% (872)	930
Favorable of Trump	6% (48)	94% (773)	821
Unfavorable of Trump	6% (72)	94% (1046)	1119

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Table MCBR5_5: *And as far as you know, are any of the following participating in Dry January?
 Your favorite celebrity or influencer*

Demographic	Yes	No	Total N
Adults	6% (126)	94% (1898)	2024
Very Favorable of Trump	5% (27)	95% (464)	490
Somewhat Favorable of Trump	6% (21)	94% (309)	330
Somewhat Unfavorable of Trump	7% (11)	93% (141)	152
Very Unfavorable of Trump	6% (61)	94% (906)	966
#1 Issue: Economy	5% (41)	95% (713)	754
#1 Issue: Security	6% (12)	94% (201)	213
#1 Issue: Health Care	7% (26)	93% (350)	376
#1 Issue: Medicare / Social Security	5% (14)	95% (251)	265
#1 Issue: Women's Issues	15% (12)	85% (65)	76
#1 Issue: Education	14% (11)	86% (66)	76
#1 Issue: Energy	8% (7)	92% (75)	81
#1 Issue: Other	3% (5)	97% (178)	183
2018 House Vote: Democrat	7% (49)	93% (682)	730
2018 House Vote: Republican	6% (37)	94% (568)	605
2016 Vote: Hillary Clinton	8% (54)	92% (629)	683
2016 Vote: Donald Trump	6% (38)	94% (626)	663
2016 Vote: Other	4% (5)	96% (125)	130
2016 Vote: Didn't Vote	5% (30)	95% (517)	546
Voted in 2014: Yes	6% (78)	94% (1145)	1223
Voted in 2014: No	6% (49)	94% (753)	801
2012 Vote: Barack Obama	8% (66)	92% (729)	795
2012 Vote: Mitt Romney	3% (14)	97% (467)	481
2012 Vote: Other	2% (1)	98% (72)	73
2012 Vote: Didn't Vote	7% (45)	93% (630)	675
4-Region: Northeast	7% (26)	93% (348)	374
4-Region: Midwest	5% (20)	95% (412)	431
4-Region: South	7% (49)	93% (709)	758
4-Region: West	7% (31)	93% (430)	461
Drink 1 to 3	6% (45)	94% (672)	717
Drink 4 to 5	8% (17)	92% (188)	204
Drink 6 to 7	12% (19)	88% (141)	161

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Table MCBR5_5: And as far as you know, are any of the following participating in Dry January?
Your favorite celebrity or influencer

Demographic	Yes	No	Total N
Adults	6% (126)	94% (1898)	2024
Drink 8 or more	5% (6)	95% (115)	121
Does not drink alcohol	5% (39)	95% (782)	822
Drinks 1-5	7% (62)	93% (859)	921
Drinks 6 or more	9% (25)	91% (257)	282
Drinks with liquor	4% (12)	96% (301)	313
Alcoholic seltzer	9% (6)	91% (54)	59
Beer	10% (50)	90% (427)	476
Wine	6% (23)	94% (383)	406
Previously participated in DJ	26% (57)	74% (165)	222
Never participated in DJ	4% (69)	96% (1734)	1802
Doing DJ this year	23% (61)	77% (209)	270
Not doing DJ this year	4% (65)	96% (1689)	1755
First time doing DJ	10% (11)	90% (96)	107
Will drink more	25% (33)	75% (102)	136
Will drink less	9% (32)	91% (311)	342
Will drink about the same	3% (22)	97% (659)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_1: To what extent are the following a reason why you have decided to participate in Dry January?
 I have been drinking too much during COVID-19 (coronavirus)

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	26%	(33)	23%	(29)	51%	(64)	126
Gender: Male	32%	(27)	27%	(23)	41%	(35)	85
Millennials: 1981-1996	39%	(20)	21%	(11)	41%	(21)	51
PID: Dem (no lean)	27%	(18)	23%	(16)	50%	(34)	69
Educ: < College	19%	(12)	24%	(15)	57%	(36)	63
Ethnicity: White	25%	(24)	22%	(21)	53%	(51)	96
All Christian	25%	(18)	26%	(18)	49%	(34)	69
Community: Urban	43%	(26)	28%	(17)	29%	(18)	61
Employ: Private Sector	37%	(24)	24%	(16)	39%	(25)	64
Military HH: No	26%	(26)	26%	(27)	49%	(50)	103
RD/WT: Wrong Track	26%	(20)	17%	(13)	57%	(44)	77
Trump Job Approve	28%	(14)	23%	(11)	49%	(24)	50
Trump Job Disapprove	27%	(19)	18%	(13)	55%	(39)	71
Trump Job Strongly Disapprove	29%	(17)	16%	(9)	55%	(31)	57
Unfavorable of Trump	23%	(18)	22%	(17)	55%	(43)	78
Very Unfavorable of Trump	25%	(16)	20%	(13)	55%	(35)	64
2018 House Vote: Democrat	36%	(20)	22%	(12)	42%	(23)	54
2016 Vote: Hillary Clinton	33%	(18)	25%	(14)	42%	(23)	55
Voted in 2014: Yes	32%	(26)	19%	(16)	49%	(40)	82
2012 Vote: Barack Obama	31%	(20)	26%	(17)	44%	(28)	64
Drink 1 to 3	9%	(6)	21%	(15)	69%	(48)	69
Drinks 1-5	16%	(15)	25%	(23)	59%	(54)	92
Beer	30%	(17)	26%	(15)	43%	(24)	56
Previously participated in DJ	28%	(23)	25%	(20)	47%	(38)	81
Doing DJ this year	26%	(33)	23%	(29)	51%	(64)	126
Will drink less	24%	(15)	20%	(12)	57%	(36)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_2: To what extent are the following a reason why you have decided to participate in Dry January?
I always participate in Dry January

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	24%	(30)	27%	(34)	49%	(62)	126
Gender: Male	32%	(27)	30%	(26)	38%	(32)	85
Millennials: 1981-1996	27%	(14)	32%	(16)	41%	(21)	51
PID: Dem (no lean)	23%	(15)	27%	(18)	51%	(35)	69
Educ: < College	12%	(7)	29%	(18)	60%	(37)	63
Ethnicity: White	27%	(26)	21%	(20)	52%	(50)	96
All Christian	28%	(19)	24%	(17)	49%	(34)	69
Community: Urban	32%	(20)	36%	(22)	31%	(19)	61
Employ: Private Sector	31%	(20)	22%	(14)	47%	(30)	64
Military HH: No	24%	(25)	23%	(24)	53%	(55)	103
RD/WT: Wrong Track	10%	(8)	24%	(19)	66%	(51)	77
Trump Job Approve	39%	(19)	30%	(15)	31%	(15)	50
Trump Job Disapprove	15%	(10)	21%	(15)	64%	(46)	71
Trump Job Strongly Disapprove	15%	(9)	21%	(12)	64%	(37)	57
Unfavorable of Trump	17%	(14)	25%	(19)	58%	(46)	78
Very Unfavorable of Trump	15%	(10)	22%	(14)	63%	(40)	64
2018 House Vote: Democrat	25%	(13)	24%	(13)	51%	(28)	54
2016 Vote: Hillary Clinton	26%	(14)	23%	(13)	51%	(28)	55
Voted in 2014: Yes	29%	(24)	28%	(23)	43%	(35)	82
2012 Vote: Barack Obama	26%	(17)	25%	(16)	50%	(32)	64
Drink 1 to 3	18%	(13)	20%	(14)	62%	(43)	69
Drinks 1-5	20%	(18)	22%	(20)	58%	(53)	92
Beer	21%	(12)	37%	(21)	42%	(23)	56
Previously participated in DJ	31%	(25)	37%	(30)	32%	(26)	81
Doing DJ this year	24%	(30)	27%	(34)	49%	(62)	126
Will drink less	14%	(9)	25%	(16)	62%	(39)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_3: *To what extent are the following a reason why you have decided to participate in Dry January?
 I am participating in Dry January with a group of people*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(26)	20%	(25)	59%	(75)	126
Gender: Male	29%	(24)	29%	(25)	42%	(36)	85
Millennials: 1981-1996	27%	(14)	28%	(14)	46%	(24)	51
PID: Dem (no lean)	22%	(15)	23%	(15)	56%	(38)	69
Educ: < College	8%	(5)	19%	(12)	73%	(46)	63
Ethnicity: White	22%	(21)	17%	(17)	61%	(58)	96
All Christian	25%	(17)	24%	(17)	51%	(35)	69
Community: Urban	34%	(21)	26%	(16)	40%	(24)	61
Employ: Private Sector	26%	(17)	32%	(21)	42%	(27)	64
Military HH: No	19%	(19)	22%	(23)	59%	(61)	103
RD/WT: Wrong Track	10%	(7)	23%	(17)	68%	(52)	77
Trump Job Approve	28%	(14)	20%	(10)	52%	(26)	50
Trump Job Disapprove	17%	(12)	22%	(15)	61%	(44)	71
Trump Job Strongly Disapprove	18%	(10)	21%	(12)	61%	(35)	57
Unfavorable of Trump	18%	(14)	21%	(17)	61%	(48)	78
Very Unfavorable of Trump	14%	(9)	24%	(16)	62%	(40)	64
2018 House Vote: Democrat	27%	(15)	27%	(14)	47%	(25)	54
2016 Vote: Hillary Clinton	26%	(14)	26%	(14)	49%	(27)	55
Voted in 2014: Yes	23%	(19)	26%	(22)	51%	(42)	82
2012 Vote: Barack Obama	23%	(15)	23%	(15)	54%	(35)	64
Drink 1 to 3	8%	(6)	17%	(12)	75%	(52)	69
Drinks 1-5	16%	(15)	15%	(14)	69%	(64)	92
Beer	27%	(15)	31%	(17)	42%	(24)	56
Previously participated in DJ	26%	(21)	21%	(17)	53%	(43)	81
Doing DJ this year	21%	(26)	20%	(25)	59%	(75)	126
Will drink less	12%	(8)	21%	(14)	66%	(42)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_4: To what extent are the following a reason why you have decided to participate in Dry January?
I like to reset my drinking at the beginning of the year

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	23%	(29)	40%	(50)	38%	(48)	126
Gender: Male	24%	(20)	52%	(44)	24%	(21)	85
Millennials: 1981-1996	26%	(14)	47%	(24)	26%	(14)	51
PID: Dem (no lean)	22%	(15)	42%	(29)	36%	(25)	69
Educ: < College	11%	(7)	39%	(25)	49%	(31)	63
Ethnicity: White	25%	(24)	36%	(34)	40%	(38)	96
All Christian	25%	(18)	38%	(26)	37%	(26)	69
Community: Urban	27%	(17)	55%	(34)	18%	(11)	61
Employ: Private Sector	26%	(17)	39%	(25)	35%	(22)	64
Military HH: No	24%	(25)	38%	(39)	38%	(40)	103
RD/WT: Wrong Track	19%	(15)	31%	(24)	49%	(38)	77
Trump Job Approve	35%	(17)	42%	(21)	22%	(11)	50
Trump Job Disapprove	16%	(11)	35%	(25)	49%	(35)	71
Trump Job Strongly Disapprove	18%	(10)	31%	(18)	51%	(29)	57
Unfavorable of Trump	18%	(14)	37%	(29)	44%	(35)	78
Very Unfavorable of Trump	18%	(12)	31%	(20)	50%	(32)	64
2018 House Vote: Democrat	28%	(15)	35%	(19)	37%	(20)	54
2016 Vote: Hillary Clinton	27%	(15)	36%	(20)	37%	(21)	55
Voted in 2014: Yes	27%	(22)	38%	(31)	36%	(29)	82
2012 Vote: Barack Obama	29%	(19)	35%	(22)	36%	(23)	64
Drink 1 to 3	20%	(14)	28%	(20)	52%	(36)	69
Drinks 1-5	19%	(18)	38%	(35)	43%	(40)	92
Beer	25%	(14)	50%	(28)	24%	(14)	56
Previously participated in DJ	27%	(22)	47%	(38)	26%	(21)	81
Doing DJ this year	23%	(29)	40%	(50)	38%	(48)	126
Will drink less	22%	(14)	41%	(26)	37%	(24)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_5: To what extent are the following a reason why you have decided to participate in Dry January?
 I am trying to be healthier

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	54%	(68)	25%	(32)	20%	(26)	126
Gender: Male	57%	(48)	27%	(23)	16%	(14)	85
Millennials: 1981-1996	49%	(25)	38%	(19)	13%	(7)	51
PID: Dem (no lean)	57%	(39)	25%	(17)	17%	(12)	69
Educ: < College	50%	(31)	23%	(14)	27%	(17)	63
Ethnicity: White	54%	(52)	25%	(24)	21%	(20)	96
All Christian	55%	(38)	28%	(19)	17%	(12)	69
Community: Urban	60%	(37)	20%	(12)	20%	(12)	61
Employ: Private Sector	65%	(42)	21%	(13)	14%	(9)	64
Military HH: No	56%	(58)	20%	(21)	23%	(24)	103
RD/WT: Wrong Track	60%	(46)	18%	(14)	23%	(17)	77
Trump Job Approve	58%	(29)	30%	(15)	12%	(6)	50
Trump Job Disapprove	54%	(39)	24%	(17)	22%	(16)	71
Trump Job Strongly Disapprove	59%	(34)	22%	(13)	19%	(11)	57
Unfavorable of Trump	55%	(44)	25%	(20)	19%	(15)	78
Very Unfavorable of Trump	59%	(38)	19%	(12)	22%	(14)	64
2018 House Vote: Democrat	65%	(35)	17%	(9)	18%	(10)	54
2016 Vote: Hillary Clinton	65%	(36)	17%	(9)	17%	(10)	55
Voted in 2014: Yes	62%	(51)	24%	(20)	14%	(12)	82
2012 Vote: Barack Obama	65%	(42)	18%	(12)	16%	(11)	64
Drink 1 to 3	47%	(32)	30%	(21)	23%	(16)	69
Drinks 1-5	49%	(45)	27%	(25)	25%	(23)	92
Beer	44%	(25)	38%	(22)	18%	(10)	56
Previously participated in DJ	51%	(41)	29%	(24)	20%	(16)	81
Doing DJ this year	54%	(68)	25%	(32)	20%	(26)	126
Will drink less	65%	(41)	28%	(18)	7%	(5)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR6_6: To what extent are the following a reason why you have decided to participate in Dry January?
I am trying to cut down on my drinking overall

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(45)	36%	(46)	28%	(35)	126
Gender: Male	37%	(32)	46%	(39)	17%	(14)	85
Millennials: 1981-1996	40%	(20)	52%	(27)	8%	(4)	51
PID: Dem (no lean)	38%	(26)	36%	(25)	25%	(17)	69
Educ: < College	34%	(21)	30%	(19)	36%	(22)	63
Ethnicity: White	37%	(35)	29%	(28)	34%	(33)	96
All Christian	34%	(23)	36%	(25)	30%	(21)	69
Community: Urban	43%	(26)	42%	(26)	15%	(9)	61
Employ: Private Sector	45%	(29)	33%	(21)	23%	(15)	64
Military HH: No	40%	(41)	33%	(34)	27%	(28)	103
RD/WT: Wrong Track	38%	(30)	27%	(21)	34%	(26)	77
Trump Job Approve	35%	(17)	45%	(22)	21%	(10)	50
Trump Job Disapprove	39%	(28)	28%	(20)	33%	(24)	71
Trump Job Strongly Disapprove	41%	(24)	27%	(15)	32%	(18)	57
Unfavorable of Trump	37%	(29)	34%	(27)	29%	(23)	78
Very Unfavorable of Trump	39%	(25)	29%	(19)	31%	(20)	64
2018 House Vote: Democrat	40%	(22)	32%	(17)	28%	(15)	54
2016 Vote: Hillary Clinton	42%	(23)	32%	(18)	26%	(14)	55
Voted in 2014: Yes	41%	(34)	35%	(29)	25%	(20)	82
2012 Vote: Barack Obama	44%	(28)	34%	(22)	22%	(14)	64
Drink 1 to 3	30%	(21)	26%	(18)	44%	(30)	69
Drinks 1-5	34%	(31)	31%	(29)	35%	(32)	92
Beer	31%	(18)	47%	(27)	21%	(12)	56
Previously participated in DJ	30%	(24)	43%	(35)	26%	(21)	81
Doing DJ this year	36%	(45)	36%	(46)	28%	(35)	126
Will drink less	41%	(26)	36%	(23)	23%	(15)	64

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBR9: Considering 2021, do you expect to drink more or less compared to 2020, or about the same amount?

Demographic	Much more		Somewhat more		Somewhat less		Much less		About the same amount		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(44)	8%	(92)	19%	(229)	9%	(113)	57%	(681)	4%	(44)	1203
Gender: Male	5%	(35)	9%	(65)	21%	(149)	7%	(49)	56%	(387)	2%	(12)	697
Gender: Female	2%	(9)	5%	(28)	16%	(80)	13%	(64)	58%	(293)	6%	(32)	506
Age: 18-34	7%	(20)	12%	(34)	25%	(70)	14%	(39)	38%	(108)	5%	(13)	285
Age: 35-44	7%	(16)	13%	(31)	24%	(59)	9%	(21)	45%	(110)	4%	(9)	246
Age: 45-64	2%	(7)	4%	(17)	15%	(67)	8%	(34)	69%	(296)	3%	(11)	432
Age: 65+	—	(0)	4%	(10)	14%	(33)	8%	(19)	69%	(166)	4%	(11)	240
GenZers: 1997-2012	6%	(3)	10%	(6)	36%	(22)	9%	(6)	30%	(19)	10%	(6)	63
Millennials: 1981-1996	7%	(27)	12%	(47)	25%	(95)	12%	(46)	41%	(155)	3%	(12)	382
GenXers: 1965-1980	4%	(12)	6%	(21)	17%	(59)	9%	(31)	61%	(211)	3%	(11)	346
Baby Boomers: 1946-1964	—	(0)	4%	(17)	13%	(50)	8%	(30)	70%	(264)	4%	(16)	377
PID: Dem (no lean)	5%	(22)	8%	(36)	24%	(115)	10%	(49)	50%	(239)	4%	(18)	479
PID: Ind (no lean)	4%	(13)	8%	(29)	18%	(65)	10%	(36)	57%	(210)	4%	(13)	365
PID: Rep (no lean)	2%	(9)	8%	(28)	14%	(49)	8%	(27)	65%	(232)	4%	(13)	359
PID/Gender: Dem Men	7%	(19)	8%	(22)	27%	(69)	10%	(26)	46%	(119)	1%	(2)	257
PID/Gender: Dem Women	1%	(3)	6%	(14)	21%	(46)	11%	(24)	54%	(119)	7%	(15)	222
PID/Gender: Ind Men	4%	(8)	9%	(19)	19%	(41)	6%	(13)	60%	(129)	2%	(5)	215
PID/Gender: Ind Women	3%	(5)	6%	(9)	16%	(23)	16%	(23)	54%	(81)	6%	(8)	150
PID/Gender: Rep Men	4%	(8)	11%	(24)	17%	(38)	5%	(10)	62%	(139)	2%	(5)	225
PID/Gender: Rep Women	1%	(1)	3%	(4)	8%	(11)	13%	(17)	70%	(93)	6%	(8)	134
Ideo: Liberal (1-3)	6%	(23)	9%	(32)	26%	(96)	9%	(34)	46%	(166)	4%	(13)	364
Ideo: Moderate (4)	2%	(9)	7%	(27)	18%	(63)	9%	(33)	60%	(214)	3%	(11)	356
Ideo: Conservative (5-7)	3%	(12)	7%	(29)	15%	(57)	8%	(31)	64%	(247)	3%	(12)	388
Educ: < College	2%	(15)	6%	(43)	20%	(145)	11%	(81)	56%	(400)	5%	(33)	719
Educ: Bachelors degree	2%	(6)	9%	(29)	17%	(54)	7%	(20)	63%	(196)	2%	(5)	310
Educ: Post-grad	13%	(22)	12%	(21)	17%	(30)	7%	(12)	49%	(85)	3%	(5)	174
Income: Under 50k	2%	(12)	5%	(28)	21%	(108)	12%	(64)	53%	(274)	6%	(33)	520
Income: 50k-100k	4%	(17)	8%	(31)	21%	(81)	8%	(30)	58%	(229)	2%	(7)	394
Income: 100k+	5%	(15)	12%	(34)	14%	(40)	7%	(19)	62%	(178)	1%	(4)	289
Ethnicity: White	3%	(31)	7%	(70)	19%	(180)	8%	(74)	60%	(580)	3%	(33)	968
Ethnicity: Hispanic	7%	(11)	8%	(13)	25%	(41)	19%	(31)	36%	(58)	4%	(7)	162
Ethnicity: Black	6%	(9)	7%	(10)	27%	(39)	18%	(26)	37%	(53)	5%	(7)	145

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Table MCBR9: *Considering 2021, do you expect to drink more or less compared to 2020, or about the same amount?*

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Don't know / No opinion	Total N
Adults	4% (44)	8% (92)	19% (229)	9% (113)	57% (681)	4% (44)	1203
Ethnicity: Other	3% (3)	14% (12)	11% (10)	14% (13)	53% (47)	5% (5)	90
All Christian	3% (16)	8% (50)	17% (104)	9% (53)	60% (365)	3% (20)	608
All Non-Christian	20% (12)	6% (4)	8% (5)	3% (2)	62% (36)	1% (1)	58
Atheist	2% (1)	13% (8)	24% (14)	16% (9)	44% (26)	2% (1)	59
Agnostic/Nothing in particular	4% (11)	6% (17)	20% (61)	9% (28)	57% (173)	4% (12)	303
Something Else	2% (3)	8% (14)	25% (45)	12% (21)	47% (82)	6% (11)	175
Religious Non-Protestant/Catholic	21% (12)	6% (4)	8% (5)	3% (2)	61% (36)	1% (1)	58
Evangelical	4% (10)	9% (23)	20% (53)	12% (33)	52% (138)	4% (11)	267
Non-Evangelical	1% (7)	7% (37)	19% (93)	8% (39)	61% (302)	4% (19)	497
Community: Urban	10% (33)	13% (45)	20% (69)	9% (30)	43% (146)	5% (19)	342
Community: Suburban	1% (8)	7% (39)	18% (108)	10% (56)	62% (364)	2% (14)	588
Community: Rural	1% (3)	3% (9)	19% (52)	10% (27)	63% (171)	4% (11)	273
Employ: Private Sector	5% (25)	11% (55)	20% (103)	8% (39)	54% (271)	3% (13)	506
Employ: Government	8% (7)	5% (4)	18% (15)	15% (12)	52% (42)	3% (2)	81
Employ: Self-Employed	3% (4)	6% (7)	18% (21)	6% (7)	65% (75)	2% (2)	116
Employ: Homemaker	2% (1)	2% (1)	24% (13)	13% (7)	57% (32)	1% (1)	56
Employ: Retired	— (0)	4% (10)	14% (34)	8% (19)	69% (165)	5% (12)	240
Employ: Unemployed	4% (5)	6% (6)	26% (28)	12% (13)	46% (49)	6% (7)	108
Employ: Other	2% (1)	7% (5)	11% (8)	18% (13)	53% (38)	10% (7)	73
Military HH: Yes	3% (5)	5% (11)	22% (44)	8% (16)	63% (127)	— (0)	202
Military HH: No	4% (38)	8% (82)	19% (186)	10% (98)	55% (554)	4% (44)	1001
RD/WT: Right Direction	8% (25)	11% (33)	18% (57)	10% (32)	50% (160)	3% (10)	317
RD/WT: Wrong Track	2% (19)	7% (59)	19% (172)	9% (81)	59% (521)	4% (34)	885
Trump Job Approve	5% (23)	8% (38)	15% (68)	6% (29)	63% (293)	4% (17)	469
Trump Job Disapprove	3% (20)	8% (53)	22% (155)	11% (73)	54% (371)	3% (21)	692
Trump Job Strongly Approve	5% (14)	8% (21)	11% (29)	5% (13)	66% (174)	4% (12)	263
Trump Job Somewhat Approve	4% (9)	9% (18)	19% (39)	8% (16)	58% (120)	3% (6)	206
Trump Job Somewhat Disapprove	5% (6)	8% (9)	25% (31)	15% (19)	44% (54)	3% (4)	124
Trump Job Strongly Disapprove	2% (14)	8% (43)	22% (124)	9% (54)	56% (316)	3% (17)	568
Favorable of Trump	5% (21)	7% (34)	13% (62)	7% (34)	63% (295)	4% (19)	466
Unfavorable of Trump	3% (21)	8% (57)	22% (156)	10% (72)	53% (371)	3% (22)	699

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Table MCBR9: Considering 2021, do you expect to drink more or less compared to 2020, or about the same amount?

Demographic	Much more		Somewhat more		Somewhat less		Much less		About the same amount		Don't know / No opinion		Total N
Adults	4%	(44)	8%	(92)	19%	(229)	9%	(113)	57%	(681)	4%	(44)	1203
Very Favorable of Trump	5%	(13)	8%	(22)	12%	(33)	8%	(22)	65%	(183)	3%	(8)	281
Somewhat Favorable of Trump	4%	(8)	7%	(12)	16%	(29)	7%	(12)	61%	(112)	6%	(11)	185
Somewhat Unfavorable of Trump	5%	(5)	12%	(12)	24%	(25)	9%	(10)	48%	(50)	1%	(1)	103
Very Unfavorable of Trump	3%	(16)	8%	(45)	22%	(131)	11%	(63)	54%	(321)	4%	(21)	596
#1 Issue: Economy	4%	(20)	8%	(35)	18%	(83)	8%	(37)	60%	(278)	2%	(8)	462
#1 Issue: Security	6%	(7)	8%	(11)	19%	(26)	5%	(7)	58%	(77)	4%	(6)	133
#1 Issue: Health Care	3%	(6)	7%	(17)	19%	(43)	11%	(25)	57%	(130)	3%	(6)	227
#1 Issue: Medicare / Social Security	1%	(2)	6%	(9)	14%	(19)	8%	(11)	64%	(87)	6%	(8)	135
#1 Issue: Energy	5%	(3)	9%	(5)	24%	(12)	12%	(7)	44%	(23)	6%	(3)	52
#1 Issue: Other	2%	(2)	4%	(4)	26%	(26)	11%	(12)	53%	(54)	5%	(5)	103
2018 House Vote: Democrat	4%	(20)	8%	(37)	20%	(94)	11%	(51)	54%	(255)	3%	(12)	469
2018 House Vote: Republican	4%	(16)	7%	(27)	11%	(39)	5%	(20)	69%	(252)	3%	(10)	364
2016 Vote: Hillary Clinton	4%	(19)	8%	(34)	21%	(94)	10%	(46)	53%	(235)	3%	(13)	443
2016 Vote: Donald Trump	4%	(16)	7%	(30)	15%	(60)	6%	(24)	65%	(261)	2%	(10)	401
2016 Vote: Other	2%	(2)	6%	(5)	19%	(16)	10%	(8)	62%	(50)	2%	(1)	82
2016 Vote: Didn't Vote	2%	(6)	8%	(23)	21%	(59)	13%	(36)	48%	(134)	7%	(19)	277
Voted in 2014: Yes	4%	(31)	8%	(59)	16%	(125)	9%	(66)	61%	(467)	2%	(15)	763
Voted in 2014: No	3%	(12)	8%	(34)	24%	(104)	11%	(47)	49%	(213)	7%	(29)	439
2012 Vote: Barack Obama	5%	(25)	8%	(40)	20%	(100)	11%	(54)	54%	(275)	3%	(13)	507
2012 Vote: Mitt Romney	2%	(4)	7%	(19)	13%	(35)	5%	(15)	71%	(200)	2%	(6)	280
2012 Vote: Didn't Vote	3%	(11)	8%	(29)	23%	(87)	12%	(43)	47%	(177)	7%	(25)	372
4-Region: Northeast	6%	(16)	11%	(27)	19%	(47)	9%	(22)	51%	(125)	4%	(9)	246
4-Region: Midwest	1%	(3)	6%	(16)	24%	(62)	7%	(19)	58%	(153)	4%	(10)	263
4-Region: South	3%	(14)	7%	(32)	18%	(83)	10%	(48)	58%	(269)	3%	(15)	461
4-Region: West	5%	(11)	7%	(17)	16%	(37)	11%	(25)	58%	(134)	4%	(9)	234
Drink 1 to 3	2%	(13)	6%	(46)	17%	(124)	13%	(91)	57%	(410)	5%	(33)	717
Drink 4 to 5	6%	(11)	9%	(19)	22%	(44)	3%	(6)	58%	(119)	2%	(5)	204
Drink 6 to 7	8%	(12)	11%	(17)	20%	(31)	7%	(11)	54%	(87)	1%	(2)	161
Drink 8 or more	6%	(7)	9%	(10)	24%	(29)	4%	(5)	54%	(65)	3%	(4)	121
Drinks 1-5	3%	(24)	7%	(65)	18%	(169)	10%	(97)	57%	(529)	4%	(38)	921
Drinks 6 or more	7%	(19)	10%	(28)	21%	(60)	6%	(17)	54%	(152)	2%	(6)	282

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Table MCBR9: Considering 2021, do you expect to drink more or less compared to 2020, or about the same amount?

Demographic	Much more		Somewhat more		Somewhat less		Much less		About the same amount		Don't know / No opinion		Total N
Adults	4%	(44)	8%	(92)	19%	(229)	9%	(113)	57%	(681)	4%	(44)	1203
Drinks with liquor	2%	(6)	9%	(25)	20%	(59)	7%	(21)	60%	(176)	2%	(6)	293
Alcoholic seltzer	4%	(2)	19%	(10)	20%	(11)	5%	(3)	50%	(28)	2%	(1)	55
Beer	6%	(25)	8%	(36)	18%	(83)	9%	(42)	56%	(252)	3%	(14)	452
Wine	3%	(9)	6%	(21)	18%	(65)	12%	(43)	57%	(208)	5%	(20)	367
Previously participated in DJ	13%	(16)	14%	(17)	31%	(38)	13%	(16)	27%	(34)	3%	(4)	124
Never participated in DJ	3%	(28)	7%	(76)	18%	(191)	9%	(97)	60%	(647)	4%	(40)	1079
Doing DJ this year	15%	(19)	7%	(9)	29%	(36)	22%	(28)	24%	(30)	4%	(4)	126
Not doing DJ this year	2%	(25)	8%	(83)	18%	(193)	8%	(85)	60%	(651)	4%	(40)	1077
Will drink more	32%	(44)	68%	(92)	—	(0)	—	(0)	—	(0)	—	(0)	136
Will drink less	—	(0)	—	(0)	67%	(229)	33%	(113)	—	(0)	—	(0)	342
Will drink about the same	—	(0)	—	(0)	—	(0)	—	(0)	100%	(681)	—	(0)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCBRdem1: How many alcoholic beverages do you typically drink during the average week?

Demographic	1 to 3	4 to 5	6 to 7	8 or more	I do not drink alcohol	Total N
Adults	35% (717)	10% (204)	8% (161)	6% (121)	41% (822)	2024
Gender: Male	34% (343)	14% (143)	11% (115)	10% (96)	31% (308)	1005
Gender: Female	37% (374)	6% (61)	4% (45)	3% (26)	50% (514)	1019
Age: 18-34	40% (192)	10% (46)	6% (29)	3% (17)	41% (195)	480
Age: 35-44	36% (128)	16% (59)	11% (40)	5% (20)	31% (111)	358
Age: 45-64	34% (254)	8% (60)	7% (54)	8% (64)	42% (319)	751
Age: 65+	33% (143)	9% (39)	8% (37)	5% (21)	45% (196)	436
GenZers: 1997-2012	35% (47)	5% (6)	4% (6)	3% (4)	54% (73)	135
Millennials: 1981-1996	40% (230)	14% (78)	9% (54)	3% (20)	33% (190)	571
GenXers: 1965-1980	37% (214)	9% (51)	7% (38)	7% (42)	40% (227)	573
Baby Boomers: 1946-1964	30% (203)	10% (66)	8% (56)	8% (52)	44% (292)	669
PID: Dem (no lean)	41% (300)	11% (78)	8% (57)	6% (44)	35% (256)	736
PID: Ind (no lean)	33% (223)	8% (51)	8% (56)	5% (35)	46% (309)	674
PID: Rep (no lean)	32% (194)	12% (75)	8% (48)	7% (42)	42% (256)	615
PID/Gender: Dem Men	38% (129)	14% (49)	12% (40)	11% (39)	24% (82)	340
PID/Gender: Dem Women	43% (170)	7% (29)	4% (17)	1% (5)	44% (174)	396
PID/Gender: Ind Men	35% (117)	12% (39)	11% (37)	7% (23)	36% (120)	335
PID/Gender: Ind Women	31% (106)	4% (12)	6% (19)	4% (12)	56% (188)	338
PID/Gender: Rep Men	29% (97)	17% (55)	12% (39)	10% (34)	32% (105)	330
PID/Gender: Rep Women	34% (97)	7% (20)	3% (9)	3% (8)	53% (151)	285
Ideo: Liberal (1-3)	40% (222)	11% (61)	8% (45)	6% (36)	34% (190)	555
Ideo: Moderate (4)	36% (218)	9% (52)	8% (46)	7% (41)	40% (242)	598
Ideo: Conservative (5-7)	30% (198)	12% (81)	10% (64)	7% (45)	42% (278)	666
Educ: < College	33% (436)	9% (114)	7% (93)	6% (76)	46% (620)	1339
Educ: Bachelors degree	44% (193)	11% (47)	10% (45)	5% (24)	30% (133)	443
Educ: Post-grad	36% (88)	18% (43)	9% (22)	9% (21)	28% (69)	243
Income: Under 50k	32% (337)	7% (73)	6% (62)	5% (48)	51% (531)	1051
Income: 50k-100k	38% (227)	12% (71)	9% (56)	7% (40)	34% (204)	598
Income: 100k+	41% (153)	16% (61)	12% (43)	9% (32)	23% (86)	375
Ethnicity: White	34% (558)	11% (178)	8% (127)	7% (106)	41% (662)	1630
Ethnicity: Hispanic	40% (108)	7% (20)	10% (26)	3% (8)	40% (108)	270
Ethnicity: Black	38% (93)	6% (15)	12% (28)	4% (9)	40% (98)	243

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Table MCBRdem1: How many alcoholic beverages do you typically drink during the average week?

Demographic	1 to 3		4 to 5		6 to 7		8 or more		I do not drink alcohol		Total N
Adults	35%	(717)	10%	(204)	8%	(161)	6%	(121)	41%	(822)	2024
Ethnicity: Other	44%	(67)	8%	(12)	4%	(6)	3%	(5)	41%	(62)	151
All Christian	37%	(360)	11%	(108)	8%	(81)	6%	(59)	37%	(356)	964
All Non-Christian	26%	(32)	7%	(9)	13%	(15)	2%	(2)	52%	(62)	119
Atheist	34%	(30)	15%	(13)	8%	(7)	9%	(8)	33%	(29)	88
Agnostic/Nothing in particular	33%	(178)	9%	(47)	8%	(43)	6%	(35)	44%	(239)	541
Something Else	37%	(117)	9%	(27)	5%	(15)	5%	(17)	44%	(136)	311
Religious Non-Protestant/Catholic	23%	(32)	6%	(9)	11%	(15)	2%	(3)	58%	(80)	138
Evangelical	37%	(179)	8%	(42)	6%	(29)	4%	(19)	45%	(221)	489
Non-Evangelical	39%	(289)	12%	(88)	9%	(66)	7%	(54)	33%	(248)	745
Community: Urban	35%	(178)	16%	(83)	9%	(44)	7%	(37)	33%	(166)	508
Community: Suburban	37%	(366)	9%	(90)	9%	(85)	5%	(47)	41%	(406)	994
Community: Rural	33%	(173)	6%	(32)	6%	(31)	7%	(37)	48%	(249)	522
Employ: Private Sector	41%	(286)	13%	(93)	10%	(70)	8%	(57)	28%	(192)	698
Employ: Government	44%	(51)	13%	(15)	9%	(10)	4%	(5)	30%	(35)	116
Employ: Self-Employed	36%	(66)	12%	(22)	10%	(19)	5%	(9)	38%	(71)	186
Employ: Homemaker	25%	(39)	3%	(4)	7%	(10)	3%	(4)	63%	(95)	151
Employ: Retired	31%	(139)	9%	(39)	8%	(35)	6%	(26)	47%	(209)	448
Employ: Unemployed	29%	(72)	8%	(20)	3%	(7)	4%	(9)	57%	(142)	250
Employ: Other	36%	(48)	8%	(10)	5%	(7)	6%	(8)	45%	(59)	132
Military HH: Yes	33%	(113)	9%	(30)	10%	(34)	8%	(26)	41%	(143)	345
Military HH: No	36%	(604)	10%	(175)	8%	(127)	6%	(95)	40%	(679)	1679
RD/WT: Right Direction	32%	(175)	12%	(67)	9%	(50)	5%	(25)	42%	(230)	547
RD/WT: Wrong Track	37%	(542)	9%	(137)	7%	(110)	7%	(96)	40%	(592)	1477
Trump Job Approve	31%	(250)	12%	(96)	10%	(78)	6%	(45)	42%	(342)	811
Trump Job Disapprove	39%	(435)	9%	(99)	7%	(83)	7%	(76)	39%	(435)	1127
Trump Job Strongly Approve	31%	(146)	14%	(64)	6%	(28)	5%	(25)	44%	(206)	468
Trump Job Somewhat Approve	30%	(104)	9%	(32)	14%	(49)	6%	(21)	40%	(137)	343
Trump Job Somewhat Disapprove	40%	(79)	9%	(17)	7%	(13)	7%	(15)	37%	(73)	197
Trump Job Strongly Disapprove	38%	(356)	9%	(81)	7%	(70)	7%	(61)	39%	(362)	930
Favorable of Trump	31%	(251)	12%	(95)	9%	(71)	6%	(49)	43%	(355)	821
Unfavorable of Trump	39%	(440)	9%	(101)	8%	(87)	6%	(71)	37%	(419)	1119

Continued on next page

Table MCBRdem1: How many alcoholic beverages do you typically drink during the average week?

Demographic	1 to 3		4 to 5		6 to 7		8 or more		I do not drink alcohol		Total N
Adults	35%	(717)	10%	(204)	8%	(161)	6%	(121)	41%	(822)	2024
Very Favorable of Trump	31%	(153)	14%	(67)	7%	(36)	5%	(26)	43%	(209)	490
Somewhat Favorable of Trump	30%	(99)	9%	(29)	11%	(35)	7%	(22)	44%	(146)	330
Somewhat Unfavorable of Trump	39%	(59)	14%	(21)	9%	(14)	6%	(9)	32%	(49)	152
Very Unfavorable of Trump	39%	(381)	8%	(81)	7%	(72)	6%	(62)	38%	(370)	966
#1 Issue: Economy	37%	(278)	10%	(75)	8%	(63)	6%	(47)	39%	(291)	754
#1 Issue: Security	27%	(58)	16%	(34)	13%	(28)	6%	(13)	38%	(80)	213
#1 Issue: Health Care	36%	(135)	12%	(45)	6%	(23)	6%	(24)	40%	(149)	376
#1 Issue: Medicare / Social Security	30%	(79)	9%	(23)	6%	(17)	6%	(16)	49%	(130)	265
#1 Issue: Women's Issues	53%	(40)	5%	(4)	2%	(2)	1%	(1)	39%	(30)	76
#1 Issue: Education	31%	(24)	14%	(11)	9%	(7)	2%	(2)	43%	(33)	76
#1 Issue: Energy	40%	(32)	3%	(2)	10%	(8)	12%	(10)	36%	(29)	81
#1 Issue: Other	38%	(70)	6%	(10)	7%	(13)	5%	(9)	44%	(80)	183
2018 House Vote: Democrat	38%	(275)	10%	(70)	9%	(67)	8%	(56)	36%	(262)	730
2018 House Vote: Republican	33%	(198)	13%	(76)	9%	(53)	6%	(38)	40%	(241)	605
2016 Vote: Hillary Clinton	40%	(276)	9%	(61)	9%	(59)	7%	(47)	35%	(240)	683
2016 Vote: Donald Trump	32%	(214)	12%	(82)	9%	(61)	7%	(44)	40%	(262)	663
2016 Vote: Other	31%	(41)	10%	(12)	11%	(14)	11%	(14)	37%	(49)	130
2016 Vote: Didn't Vote	34%	(186)	9%	(49)	5%	(26)	3%	(17)	49%	(269)	546
Voted in 2014: Yes	36%	(436)	10%	(128)	10%	(119)	7%	(80)	38%	(460)	1223
Voted in 2014: No	35%	(281)	9%	(76)	5%	(41)	5%	(41)	45%	(362)	801
2012 Vote: Barack Obama	40%	(320)	9%	(75)	8%	(67)	6%	(45)	36%	(287)	795
2012 Vote: Mitt Romney	30%	(143)	12%	(59)	10%	(47)	6%	(31)	42%	(201)	481
2012 Vote: Other	32%	(23)	8%	(6)	10%	(7)	10%	(8)	40%	(29)	73
2012 Vote: Didn't Vote	34%	(231)	9%	(63)	6%	(40)	6%	(37)	45%	(303)	675
4-Region: Northeast	36%	(134)	12%	(44)	12%	(45)	6%	(23)	34%	(128)	374
4-Region: Midwest	37%	(161)	11%	(47)	4%	(19)	8%	(36)	39%	(168)	431
4-Region: South	36%	(271)	10%	(74)	10%	(73)	6%	(42)	39%	(298)	758
4-Region: West	33%	(151)	9%	(39)	5%	(23)	4%	(21)	49%	(228)	461
Drink 1 to 3	100%	(717)	—	(0)	—	(0)	—	(0)	—	(0)	717
Drink 4 to 5	—	(0)	100%	(204)	—	(0)	—	(0)	—	(0)	204
Drink 6 to 7	—	(0)	—	(0)	100%	(161)	—	(0)	—	(0)	161

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Table MCBRdem1: How many alcoholic beverages do you typically drink during the average week?

Demographic	1 to 3		4 to 5		6 to 7		8 or more		I do not drink alcohol		Total N
Adults	35%	(717)	10%	(204)	8%	(161)	6%	(121)	41%	(822)	2024
Drink 8 or more	—	(0)	—	(0)	—	(0)	100%	(121)	—	(0)	121
Does not drink alcohol	—	(0)	—	(0)	—	(0)	—	(0)	100%	(822)	822
Drinks 1-5	78%	(717)	22%	(204)	—	(0)	—	(0)	—	(0)	921
Drinks 6 or more	—	(0)	—	(0)	57%	(161)	43%	(121)	—	(0)	282
Drinks with liquor	60%	(186)	12%	(37)	15%	(46)	8%	(23)	6%	(20)	313
Alcoholic seltzer	57%	(34)	9%	(5)	18%	(11)	8%	(5)	8%	(5)	59
Beer	46%	(221)	21%	(100)	12%	(58)	15%	(73)	5%	(25)	476
Wine	60%	(245)	14%	(56)	11%	(46)	5%	(20)	10%	(39)	406
Previously participated in DJ	26%	(58)	15%	(34)	10%	(23)	4%	(10)	44%	(98)	222
Never participated in DJ	37%	(659)	9%	(171)	8%	(138)	6%	(111)	40%	(724)	1802
Doing DJ this year	26%	(69)	8%	(23)	9%	(24)	4%	(10)	53%	(143)	270
Not doing DJ this year	37%	(648)	10%	(181)	8%	(137)	6%	(111)	39%	(678)	1755
First time doing DJ	26%	(28)	8%	(8)	7%	(7)	1%	(1)	58%	(62)	107
Will drink more	43%	(59)	22%	(30)	22%	(30)	13%	(17)	—	(0)	136
Will drink less	63%	(215)	15%	(50)	12%	(43)	10%	(34)	—	(0)	342
Will drink about the same	60%	(410)	17%	(119)	13%	(87)	10%	(65)	—	(0)	681

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	311	14%
	Millennials: 1981-1996	571	26%
	GenXers: 1965-1980	573	26%
	Baby Boomers: 1946-1964	669	30%
	N	2125	
xpid3	PID: Dem (no lean)	812	37%
	PID: Ind (no lean)	740	34%
	PID: Rep (no lean)	648	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	361	16%
	PID/Gender: Dem Women	451	20%
	PID/Gender: Ind Men	351	16%
	PID/Gender: Ind Women	389	18%
	PID/Gender: Rep Men	349	16%
	PID/Gender: Rep Women	299	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	597	27%
	Ideo: Moderate (4)	640	29%
	Ideo: Conservative (5-7)	698	32%
	N	1936	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1181	54%
	Income: 50k-100k	627	28%
	Income: 100k+	393	18%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1021	46%
	All Non-Christian	124	6%
	Atheist	96	4%
	Agnostic/Nothing in particular	611	28%
	Something Else	348	16%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	143	7%
xdemEvang	Evangelical	538	24%
	Non-Evangelical	789	36%
	N	1327	
xdemUsr	Community: Urban	559	25%
	Community: Suburban	1068	49%
	Community: Rural	573	26%
	N	2200	
xdemEmploy	Employ: Private Sector	725	33%
	Employ: Government	123	6%
	Employ: Self-Employed	199	9%
	Employ: Homemaker	155	7%
	Employ: Student	114	5%
	Employ: Retired	448	20%
	Employ: Unemployed	291	13%
	Employ: Other	145	7%
	N	2200	
xdemMilHH1	Military HH: Yes	362	16%
	Military HH: No	1838	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	594	27%
	RD/WT: Wrong Track	1606	73%
	N	2200	
Trump_Approve	Trump Job Approve	862	39%
	Trump Job Disapprove	1237	56%
	N	2099	
Trump_Approve2	Trump Job Strongly Approve	498	23%
	Trump Job Somewhat Approve	364	17%
	Trump Job Somewhat Disapprove	213	10%
	Trump Job Strongly Disapprove	1024	47%
	N	2099	
Trump_Fav	Favorable of Trump	868	39%
	Unfavorable of Trump	1229	56%
	N	2097	
Trump_Fav_FULL	Very Favorable of Trump	522	24%
	Somewhat Favorable of Trump	346	16%
	Somewhat Unfavorable of Trump	166	8%
	Very Unfavorable of Trump	1064	48%
	N	2097	
xnr3	#1 Issue: Economy	829	38%
	#1 Issue: Security	216	10%
	#1 Issue: Health Care	397	18%
	#1 Issue: Medicare / Social Security	266	12%
	#1 Issue: Women's Issues	100	5%
	#1 Issue: Education	103	5%
	#1 Issue: Energy	94	4%
	#1 Issue: Other	194	9%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	745	34%
	2018 House Vote: Republican	610	28%
	2018 House Vote: Someone else	47	2%
	N	1402	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	664	30%
	2016 Vote: Other	132	6%
	2016 Vote: Didn't Vote	717	33%
	N	2198	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1225	56%
	Voted in 2014: No	975	44%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	798	36%
	2012 Vote: Mitt Romney	481	22%
	2012 Vote: Other	73	3%
	2012 Vote: Didn't Vote	847	38%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCBRxdem1	Drink 1 to 3	717	33%
MCBRxdem2	Drink 4 to 5	204	9%
MCBRxdem3	Drink 6 to 7	161	7%
MCBRxdem4	Drink 8 or more	121	6%
MCBRxdem5	Does not drink alcohol	822	37%
MCBRxdem6	Drinks 1-5	921	42%
MCBRxdem7	Drinks 6 or more	282	13%
MCBRxdem8	Drinks with liquor	313	14%
MCBRxdem9	Alcoholic seltzer	59	3%
MCBRxdem10	Beer	476	22%
MCBRxdem11	Wine	406	18%
MCBRxdem12	Previously participated in DJ	222	10%
MCBRxdem13	Never participated in DJ	1802	82%
MCBRxdem14	Doing DJ this year	270	12%
MCBRxdem15	Not doing DJ this year	1755	80%
MCBRxdem16	First time doing DJ	107	5%
MCBRxdem17	Will drink more	136	6%
MCBRxdem18	Will drink less	342	16%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCBRxdem19	Will drink about the same	681	31%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

