

Limiting Alcohol (or not)

These insights were collected Friday, November 3 – Sunday, November 5, 2023 among a general population of n=802 U.S. consumers age 21+ who consume alcohol.

Managing Alcohol Consumption and Health Concerns.

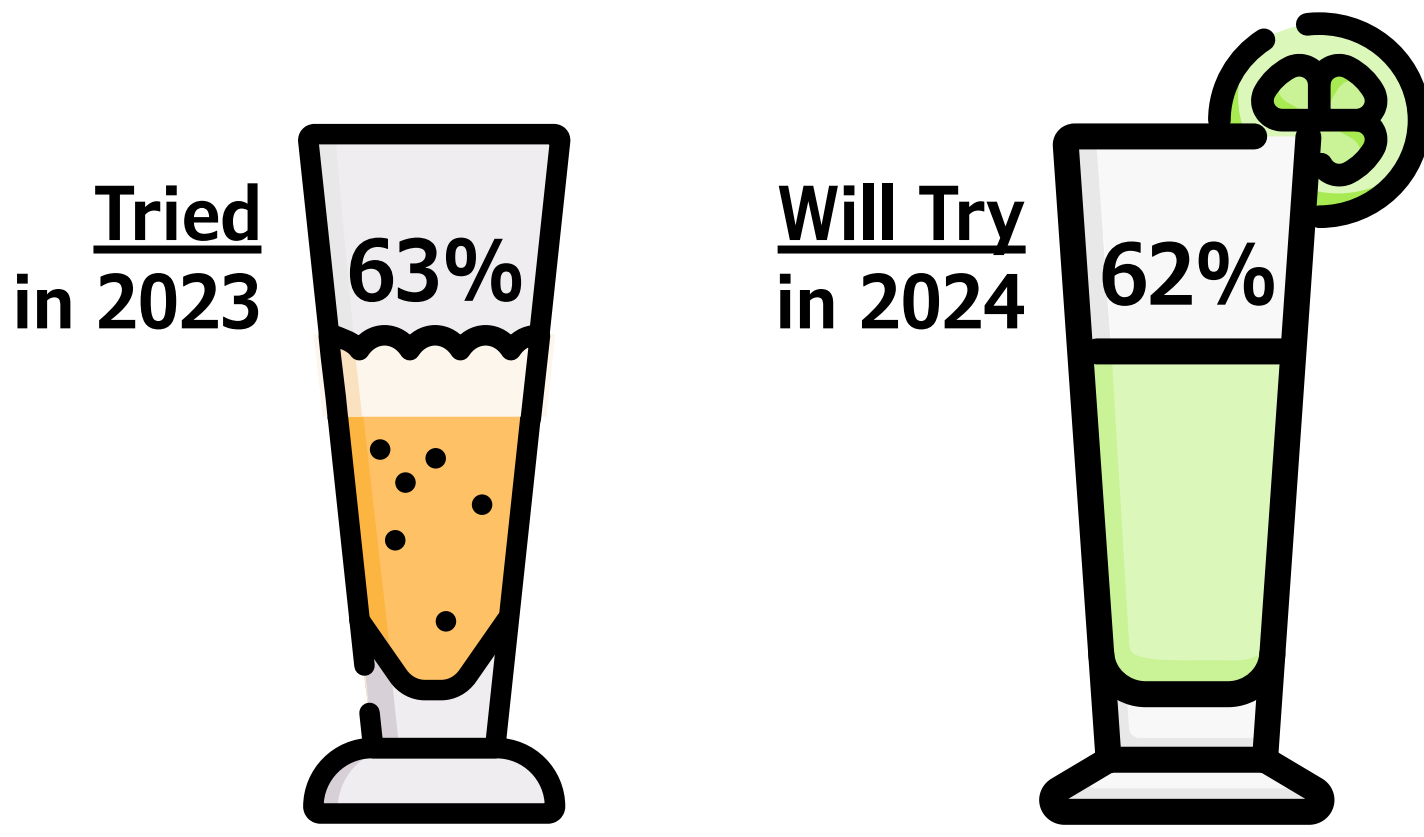
While many Americans drink alcohol at least occasionally, some employ ways to minimize their consumption, even if just for a short period of time. Some of the most common ways of reducing alcohol intake are to limit the amount drinking on a given occasion and limit drinking to social events or on specific days of the week. When attempted in 2023, roughly half were fully successful with their efforts, regardless of their chosen path.

The primary reasons to cut back or limit alcohol are health driven – mainly to be healthier or to lose weight. Some find it expensive or have limited funds available.

While there are fluctuations in the amount of alcohol consumed from year to year, the majority continue to consume at similar levels to the year prior.

Have Tried/Will Try to Cut Back/Limit Alcohol

% Respondents who Consume Alcohol



Top Ways to Cut Back or Limit Alcohol & 2023 Success

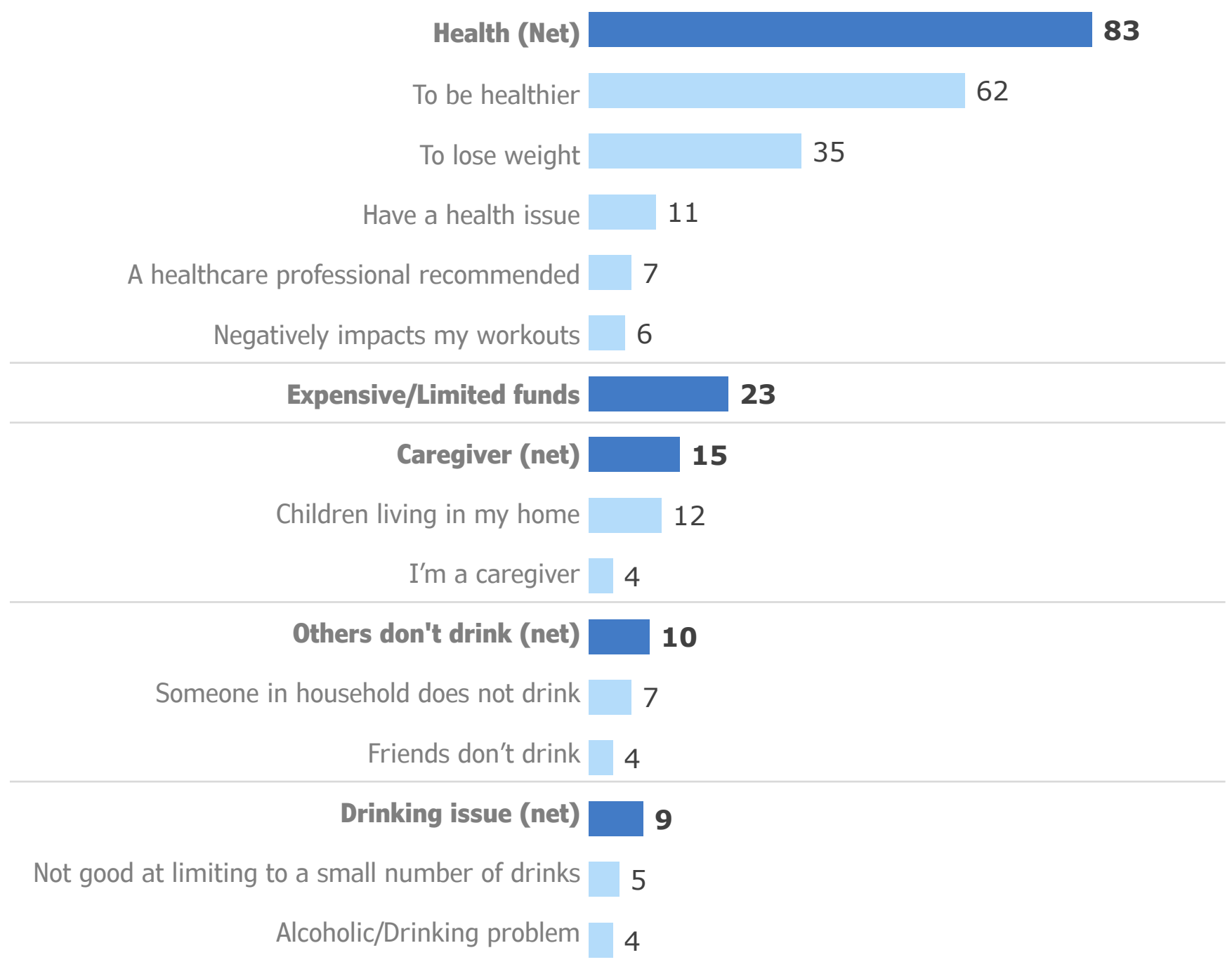
% Respondents who Consume Alcohol

● % Success ■ 2023



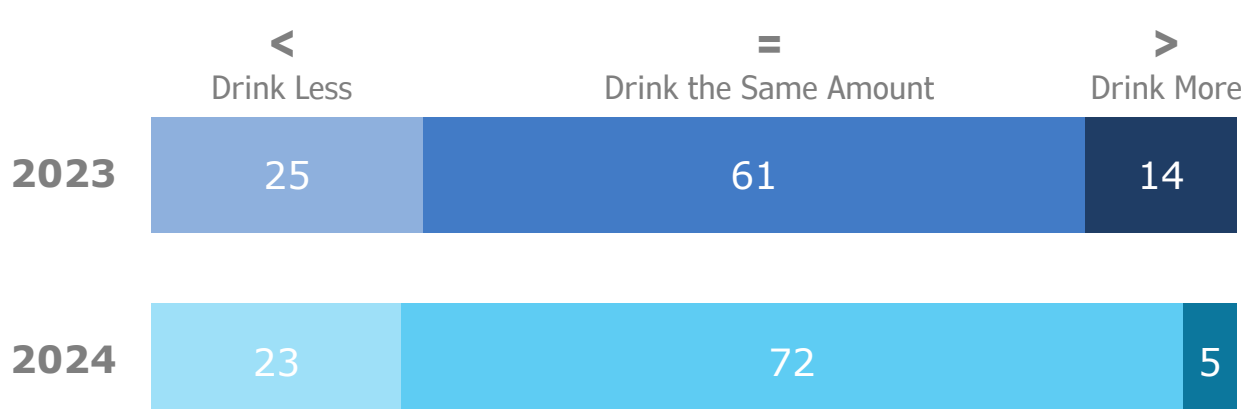
Reasons to Cut Back or Limit Alcohol

% Respondents who Consume Alcohol & Try to Cut Back/Limit Intake



Changes in Drinking Amount

% Respondents who Consume Alcohol



Base: Total (n=802)
 Q2. How would you compare your consumption of alcoholic beverages in the past compared to the year before? Would you say you are...
 Q4. Below are some ways people moderate their alcoholic beverage consumption. Which of the following have you tried over the last year?
 Q5. When you tried (Insert item) last year, how successful were you?
 Q6. Thinking about your alcoholic beverage consumption, how would you say your behavior will change next year?
 Q7. Looking again at the various ways people reduce their alcohol intake, which of the following do you think you will try next year?
 Q10. Although you may have mentioned this in the previous question, please select your top two reasons (ranked 1 & 2) for not drinking, limiting or reducing your consumption of alcoholic beverages.