



National Tracking Poll #190722  
July 16-18, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from July 16-18, 2019, among a national sample of 2201 Adults including 2051 Adults Age 21+. The interviews were conducted online and the data were weighted to approximate a target sample of Adults including 2051 Adults Age 21+ based on age, race/ethnicity, gender, educational attainment, 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 SOB1:** Which of the following best describes you, even if none are exactly right?

Demographic	I used to drink			Total N
	I drink alcoholic beverages	alcoholic beverages, but do not anymore	I have never drank alcoholic beverages	
Adults	57% (1166)	28% (571)	15% (315)	2051
Gender: Male	59% (587)	28% (281)	13% (131)	999
Gender: Female	55% (579)	28% (290)	17% (183)	1052
Age: 21-29	60% (196)	22% (73)	18% (58)	327
Age: 30-44	58% (313)	27% (144)	15% (80)	536
Age: 45-54	55% (219)	31% (124)	14% (55)	398
Age: 55-64	55% (195)	30% (105)	15% (53)	354
Age: 65+	56% (243)	29% (126)	15% (68)	436
Generation Z: 21-22	60% (37)	26% (16)	15% (9)	62
Millennial: Age 23-38	61% (357)	23% (137)	16% (95)	589
Generation X: Age 39-54	55% (333)	31% (188)	15% (90)	611
Boomers: Age 55-73	55% (378)	30% (205)	15% (102)	685
PID: Dem (no lean)	57% (423)	27% (199)	17% (127)	749
PID: Ind (no lean)	55% (363)	32% (208)	13% (85)	656
PID: Rep (no lean)	59% (379)	25% (164)	16% (103)	647
PID/Gender: Dem Men	56% (189)	27% (90)	17% (58)	337
PID/Gender: Dem Women	57% (235)	26% (108)	17% (69)	412
PID/Gender: Ind Men	57% (193)	32% (107)	12% (39)	339
PID/Gender: Ind Women	54% (171)	32% (101)	14% (46)	317
PID/Gender: Rep Men	64% (206)	26% (83)	11% (34)	323
PID/Gender: Rep Women	54% (173)	25% (81)	21% (69)	323
Ideo: Liberal (1-3)	60% (336)	25% (142)	15% (85)	564
Ideo: Moderate (4)	58% (301)	27% (142)	14% (73)	516
Ideo: Conservative (5-7)	56% (392)	28% (199)	16% (113)	704
Educ: < College	54% (738)	31% (424)	15% (208)	1371
Educ: Bachelors degree	62% (271)	22% (96)	16% (72)	439
Educ: Post-grad	65% (156)	21% (50)	14% (35)	241

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**Table SOB1:** Which of the following best describes you, even if none are exactly right?

Demographic	I drink alcoholic beverages	I used to drink alcoholic beverages, but do not anymore	I have never drank alcoholic beverages	Total N
Adults	57% (1166)	28% (571)	15% (315)	2051
Income: Under 50k	51% (580)	33% (376)	17% (190)	1146
Income: 50k-100k	62% (391)	24% (153)	14% (87)	631
Income: 100k+	71% (195)	15% (41)	14% (38)	275
Ethnicity: White	57% (932)	29% (470)	14% (236)	1638
Ethnicity: Hispanic	60% (180)	27% (80)	14% (41)	301
Ethnicity: Afr. Am.	56% (130)	24% (55)	20% (47)	232
Ethnicity: Other	57% (104)	25% (46)	17% (32)	182
All Christian	58% (549)	27% (258)	15% (141)	949
All Non-Christian	53% (49)	23% (22)	24% (22)	92
Atheist	65% (61)	18% (17)	16% (15)	93
Agnostic/Nothing in particular	55% (507)	30% (274)	15% (136)	917
Religious Non-Protestant/Catholic	44% (55)	27% (34)	29% (37)	126
Evangelical	48% (268)	34% (192)	18% (104)	564
Non-Evangelical	65% (499)	24% (182)	12% (91)	773
Community: Urban	58% (279)	25% (119)	17% (82)	480
Community: Suburban	60% (606)	26% (262)	13% (135)	1003
Community: Rural	49% (281)	33% (190)	17% (98)	569
Employ: Private Sector	66% (456)	21% (144)	13% (91)	691
Employ: Government	60% (72)	20% (24)	20% (25)	121
Employ: Self-Employed	54% (87)	34% (55)	11% (18)	161
Employ: Homemaker	52% (72)	24% (34)	24% (33)	140
Employ: Student	48% (26)	25% (13)	27% (15)	54
Employ: Retired	54% (264)	32% (157)	15% (71)	492
Employ: Unemployed	45% (100)	37% (82)	18% (39)	220
Employ: Other	51% (89)	36% (62)	13% (22)	173
Military HH: Yes	65% (238)	24% (88)	11% (40)	365
Military HH: No	55% (928)	29% (483)	16% (275)	1686
RD/WT: Right Direction	59% (467)	27% (210)	14% (111)	788
RD/WT: Wrong Track	55% (699)	29% (360)	16% (204)	1264

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**Table SOB1:** Which of the following best describes you, even if none are exactly right?

Demographic	I drink alcoholic beverages	I used to drink alcoholic beverages, but do not anymore	I have never drank alcoholic beverages	Total N
Adults	57% (1166)	28% (571)	15% (315)	2051
Trump Job Approve	58% (487)	28% (233)	14% (120)	840
Trump Job Disapprove	56% (636)	27% (309)	16% (181)	1125
Trump Job Strongly Approve	57% (268)	27% (125)	16% (75)	468
Trump Job Somewhat Approve	59% (219)	29% (108)	12% (45)	372
Trump Job Somewhat Disapprove	58% (155)	26% (70)	17% (45)	270
Trump Job Strongly Disapprove	56% (480)	28% (240)	16% (136)	855
Favorable of Trump	58% (466)	28% (224)	14% (112)	801
Unfavorable of Trump	57% (649)	27% (314)	16% (183)	1146
Very Favorable of Trump	56% (265)	30% (140)	14% (67)	473
Somewhat Favorable of Trump	61% (201)	25% (84)	13% (44)	329
Somewhat Unfavorable of Trump	62% (141)	28% (63)	10% (23)	227
Very Unfavorable of Trump	55% (508)	27% (251)	17% (160)	919
#1 Issue: Economy	57% (308)	28% (153)	14% (77)	538
#1 Issue: Security	57% (232)	26% (104)	18% (73)	409
#1 Issue: Health Care	53% (174)	31% (103)	16% (52)	329
#1 Issue: Medicare / Social Security	50% (157)	35% (112)	15% (47)	316
#1 Issue: Women's Issues	69% (92)	17% (23)	13% (18)	133
#1 Issue: Education	59% (64)	22% (24)	19% (21)	110
#1 Issue: Energy	63% (68)	22% (24)	14% (16)	108
#1 Issue: Other	64% (70)	25% (27)	11% (12)	109
2018 House Vote: Democrat	60% (490)	23% (191)	17% (136)	816
2018 House Vote: Republican	59% (376)	26% (164)	15% (96)	636
2018 House Vote: Someone else	51% (45)	35% (31)	15% (13)	88
2016 Vote: Hillary Clinton	59% (412)	24% (171)	17% (121)	704
2016 Vote: Donald Trump	60% (399)	26% (176)	14% (95)	670
2016 Vote: Other	53% (100)	29% (55)	19% (35)	190
2016 Vote: Didn't Vote	53% (254)	34% (167)	13% (63)	484
Voted in 2014: Yes	58% (798)	27% (369)	15% (209)	1376
Voted in 2014: No	55% (368)	30% (201)	16% (106)	675

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**Table SOB1:** Which of the following best describes you, even if none are exactly right?

Demographic	I drink alcoholic beverages	I used to drink alcoholic beverages, but do not anymore	I have never drank alcoholic beverages	Total N
Adults	57% (1166)	28% (571)	15% (315)	2051
2012 Vote: Barack Obama	58% (487)	27% (228)	15% (122)	837
2012 Vote: Mitt Romney	60% (312)	25% (128)	16% (82)	522
2012 Vote: Other	42% (38)	38% (35)	20% (18)	91
2012 Vote: Didn't Vote	55% (329)	30% (177)	16% (93)	598
4-Region: Northeast	59% (216)	26% (95)	15% (57)	368
4-Region: Midwest	59% (259)	30% (131)	11% (48)	438
4-Region: South	53% (408)	30% (229)	17% (130)	768
4-Region: West	59% (283)	24% (115)	17% (80)	478
Drinkers	100% (1166)	— (0)	— (0)	1166
Non-drinkers	— (0)	100% (571)	— (0)	571
Never drinkers	— (0)	— (0)	100% (315)	315

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB2:** *And have you ever purchased a non-alcoholic beer or cocktail?*

Demographic	Yes	No	Total N
Adults	46% (935)	54% (1116)	2051
Gender: Male	44% (435)	56% (564)	999
Gender: Female	47% (500)	53% (553)	1052
Age: 21-29	45% (146)	55% (181)	327
Age: 30-44	48% (259)	52% (277)	536
Age: 45-54	51% (201)	49% (196)	398
Age: 55-64	44% (157)	56% (197)	354
Age: 65+	39% (171)	61% (265)	436
Generation Z: 21-22	43% (27)	57% (35)	62
Millennial: Age 23-38	47% (275)	53% (314)	589
Generation X: Age 39-54	50% (305)	50% (306)	611
Boomers: Age 55-73	43% (295)	57% (391)	685
PID: Dem (no lean)	46% (346)	54% (403)	749
PID: Ind (no lean)	45% (297)	55% (359)	656
PID: Rep (no lean)	45% (292)	55% (355)	647
PID/Gender: Dem Men	43% (143)	57% (194)	337
PID/Gender: Dem Women	49% (203)	51% (209)	412
PID/Gender: Ind Men	42% (142)	58% (197)	339
PID/Gender: Ind Women	49% (155)	51% (162)	317
PID/Gender: Rep Men	46% (150)	54% (173)	323
PID/Gender: Rep Women	44% (142)	56% (182)	323
Ideo: Liberal (1-3)	48% (271)	52% (293)	564
Ideo: Moderate (4)	46% (235)	54% (281)	516
Ideo: Conservative (5-7)	44% (310)	56% (394)	704
Educ: < College	44% (603)	56% (768)	1371
Educ: Bachelors degree	46% (202)	54% (236)	439
Educ: Post-grad	54% (130)	46% (112)	241
Income: Under 50k	44% (503)	56% (643)	1146
Income: 50k-100k	47% (298)	53% (333)	631
Income: 100k+	49% (134)	51% (140)	275
Ethnicity: White	43% (711)	57% (927)	1638

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**Table SOB2:** *And have you ever purchased a non-alcoholic beer or cocktail?*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	46%	(935)	54%	(1116)	2051
Ethnicity: Hispanic	63%	(189)	37%	(112)	301
Ethnicity: Afr. Am.	51%	(118)	49%	(113)	232
Ethnicity: Other	58%	(105)	42%	(77)	182
All Christian	47%	(446)	53%	(504)	949
All Non-Christian	50%	(46)	50%	(46)	92
Atheist	32%	(30)	68%	(64)	93
Agnostic/Nothing in particular	45%	(413)	55%	(503)	917
Religious Non-Protestant/Catholic	48%	(61)	52%	(65)	126
Evangelical	46%	(258)	54%	(306)	564
Non-Evangelical	47%	(363)	53%	(410)	773
Community: Urban	44%	(211)	56%	(269)	480
Community: Suburban	48%	(484)	52%	(518)	1003
Community: Rural	42%	(240)	58%	(329)	569
Employ: Private Sector	49%	(340)	51%	(351)	691
Employ: Government	47%	(56)	53%	(65)	121
Employ: Self-Employed	49%	(79)	51%	(81)	161
Employ: Homemaker	37%	(51)	63%	(88)	140
Employ: Student	47%	(25)	53%	(28)	54
Employ: Retired	40%	(199)	60%	(293)	492
Employ: Unemployed	44%	(98)	56%	(123)	220
Employ: Other	50%	(86)	50%	(87)	173
Military HH: Yes	49%	(181)	51%	(185)	365
Military HH: No	45%	(754)	55%	(932)	1686
RD/WT: Right Direction	49%	(382)	51%	(405)	788
RD/WT: Wrong Track	44%	(553)	56%	(711)	1264
Trump Job Approve	46%	(386)	54%	(454)	840
Trump Job Disapprove	46%	(515)	54%	(610)	1125
Trump Job Strongly Approve	46%	(213)	54%	(255)	468
Trump Job Somewhat Approve	46%	(173)	54%	(199)	372
Trump Job Somewhat Disapprove	48%	(130)	52%	(140)	270
Trump Job Strongly Disapprove	45%	(385)	55%	(471)	855

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**Table SOB2:** *And have you ever purchased a non-alcoholic beer or cocktail?*

Demographic	Yes	No	Total N
Adults	46% (935)	54% (1116)	2051
Favorable of Trump	46% (372)	54% (429)	801
Unfavorable of Trump	46% (523)	54% (623)	1146
Very Favorable of Trump	46% (216)	54% (257)	473
Somewhat Favorable of Trump	48% (156)	52% (172)	329
Somewhat Unfavorable of Trump	49% (112)	51% (115)	227
Very Unfavorable of Trump	45% (410)	55% (509)	919
#1 Issue: Economy	46% (247)	54% (291)	538
#1 Issue: Security	48% (196)	52% (213)	409
#1 Issue: Health Care	49% (161)	51% (168)	329
#1 Issue: Medicare / Social Security	39% (124)	61% (192)	316
#1 Issue: Women's Issues	55% (74)	45% (60)	133
#1 Issue: Education	45% (50)	55% (60)	110
#1 Issue: Energy	37% (40)	63% (68)	108
#1 Issue: Other	41% (45)	59% (64)	109
2018 House Vote: Democrat	47% (381)	53% (435)	816
2018 House Vote: Republican	45% (288)	55% (349)	636
2018 House Vote: Someone else	45% (40)	55% (48)	88
2016 Vote: Hillary Clinton	46% (321)	54% (382)	704
2016 Vote: Donald Trump	45% (302)	55% (368)	670
2016 Vote: Other	46% (87)	54% (103)	190
2016 Vote: Didn't Vote	46% (222)	54% (262)	484
Voted in 2014: Yes	47% (641)	53% (735)	1376
Voted in 2014: No	44% (294)	56% (381)	675
2012 Vote: Barack Obama	48% (399)	52% (438)	837
2012 Vote: Mitt Romney	45% (237)	55% (284)	522
2012 Vote: Other	43% (39)	57% (52)	91
2012 Vote: Didn't Vote	43% (256)	57% (342)	598
4-Region: Northeast	52% (191)	48% (177)	368
4-Region: Midwest	43% (190)	57% (248)	438
4-Region: South	42% (325)	58% (443)	768
4-Region: West	48% (230)	52% (248)	478

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**Table SOB2:** *And have you ever purchased a non-alcoholic beer or cocktail?*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	46%	(935)	54%	(1116)	2051
Drinkers	53%	(620)	47%	(546)	1166
Non-drinkers	45%	(255)	55%	(316)	571
Never drinkers	19%	(61)	81%	(254)	315

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB3:** *When did you last take a drink of any kind of alcoholic beverage?*

Demographic	Within the past 24 hours		In the past week		In the past two weeks		More than a month ago		Total N
Adults	28%	(326)	42%	(487)	16%	(187)	14%	(166)	1166
Gender: Male	35%	(205)	43%	(254)	12%	(71)	10%	(58)	587
Gender: Female	21%	(121)	40%	(233)	20%	(116)	19%	(109)	579
Age: 21-29	22%	(43)	50%	(98)	14%	(28)	14%	(27)	196
Age: 30-44	27%	(83)	46%	(144)	16%	(50)	11%	(36)	313
Age: 45-54	27%	(59)	36%	(79)	19%	(41)	18%	(40)	219
Age: 55-64	33%	(64)	37%	(72)	15%	(30)	15%	(29)	195
Age: 65+	32%	(77)	38%	(93)	16%	(38)	14%	(35)	243
Generation Z: 21-22	15%	(5)	35%	(13)	18%	(7)	32%	(12)	37
Millennial: Age 23-38	24%	(87)	49%	(176)	16%	(56)	11%	(38)	357
Generation X: Age 39-54	28%	(92)	40%	(132)	17%	(56)	16%	(53)	333
Boomers: Age 55-73	33%	(125)	38%	(144)	14%	(53)	15%	(56)	378
PID: Dem (no lean)	29%	(122)	41%	(172)	18%	(77)	12%	(52)	423
PID: Ind (no lean)	27%	(97)	40%	(146)	17%	(62)	16%	(58)	363
PID: Rep (no lean)	28%	(107)	44%	(168)	13%	(48)	15%	(56)	379
PID/Gender: Dem Men	40%	(75)	39%	(74)	13%	(25)	7%	(14)	189
PID/Gender: Dem Women	20%	(47)	42%	(98)	22%	(52)	16%	(38)	235
PID/Gender: Ind Men	33%	(63)	43%	(83)	14%	(27)	10%	(19)	193
PID/Gender: Ind Women	20%	(34)	37%	(63)	20%	(35)	23%	(39)	171
PID/Gender: Rep Men	33%	(67)	47%	(97)	9%	(18)	12%	(24)	206
PID/Gender: Rep Women	23%	(40)	41%	(71)	17%	(30)	18%	(32)	173
Ideo: Liberal (1-3)	27%	(91)	42%	(142)	18%	(60)	13%	(43)	336
Ideo: Moderate (4)	31%	(93)	40%	(121)	16%	(48)	13%	(38)	301
Ideo: Conservative (5-7)	27%	(105)	47%	(183)	13%	(52)	13%	(52)	392
Educ: < College	28%	(206)	39%	(288)	17%	(122)	17%	(123)	738
Educ: Bachelors degree	28%	(76)	50%	(135)	13%	(35)	9%	(25)	271
Educ: Post-grad	28%	(44)	41%	(65)	19%	(30)	11%	(18)	156
Income: Under 50k	27%	(156)	37%	(213)	18%	(107)	18%	(104)	580
Income: 50k-100k	26%	(103)	48%	(187)	14%	(54)	12%	(47)	391
Income: 100k+	34%	(67)	44%	(86)	14%	(27)	8%	(15)	195

Continued on next page

**Table SOB3:** *When did you last take a drink of any kind of alcoholic beverage?*

Demographic	Within the past 24		In the past week		In the past two		More than a		Total N
	hours				weeks		month ago		
Adults	28%	(326)	42%	(487)	16%	(187)	14%	(166)	1166
Ethnicity: White	28%	(259)	43%	(401)	15%	(139)	14%	(133)	932
Ethnicity: Hispanic	19%	(35)	42%	(76)	24%	(43)	15%	(26)	180
Ethnicity: Afr. Am.	37%	(48)	36%	(47)	14%	(19)	12%	(16)	130
Ethnicity: Other	18%	(19)	37%	(38)	28%	(29)	17%	(17)	104
All Christian	28%	(155)	45%	(250)	14%	(76)	13%	(69)	549
All Non-Christian	30%	(15)	48%	(23)	9%	(5)	12%	(6)	49
Atheist	36%	(22)	30%	(18)	22%	(13)	12%	(7)	61
Agnostic/Nothing in particular	26%	(134)	38%	(195)	19%	(94)	17%	(84)	507
Religious Non-Protestant/Catholic	30%	(16)	43%	(23)	12%	(6)	16%	(9)	55
Evangelical	26%	(70)	40%	(107)	15%	(40)	19%	(52)	268
Non-Evangelical	28%	(141)	44%	(219)	15%	(74)	13%	(65)	499
Community: Urban	27%	(74)	41%	(115)	20%	(55)	12%	(35)	279
Community: Suburban	30%	(179)	43%	(262)	14%	(82)	14%	(83)	606
Community: Rural	26%	(73)	39%	(109)	18%	(50)	17%	(49)	281
Employ: Private Sector	29%	(132)	47%	(212)	15%	(67)	10%	(45)	456
Employ: Government	24%	(17)	39%	(28)	12%	(8)	26%	(18)	72
Employ: Self-Employed	34%	(29)	29%	(26)	19%	(17)	18%	(16)	87
Employ: Homemaker	21%	(15)	37%	(26)	22%	(16)	21%	(15)	72
Employ: Student	15%	(4)	49%	(13)	29%	(7)	6%	(2)	26
Employ: Retired	34%	(89)	39%	(102)	14%	(38)	13%	(34)	264
Employ: Unemployed	23%	(23)	49%	(49)	16%	(16)	12%	(12)	100
Employ: Other	19%	(17)	34%	(30)	21%	(18)	27%	(24)	89
Military HH: Yes	35%	(82)	42%	(100)	12%	(29)	11%	(26)	238
Military HH: No	26%	(244)	42%	(387)	17%	(158)	15%	(140)	928
RD/WT: Right Direction	31%	(143)	41%	(189)	14%	(64)	15%	(71)	467
RD/WT: Wrong Track	26%	(184)	43%	(298)	18%	(123)	14%	(95)	699
Trump Job Approve	28%	(138)	42%	(203)	14%	(70)	16%	(76)	487
Trump Job Disapprove	28%	(180)	42%	(265)	17%	(108)	13%	(82)	636

Continued on next page

**Table SOB3: When did you last take a drink of any kind of alcoholic beverage?**

Demographic	Within the past 24 hours		In the past week		In the past two weeks		More than a month ago		Total N
Adults	28%	(326)	42%	(487)	16%	(187)	14%	(166)	1166
Trump Job Strongly Approve	31%	(82)	39%	(105)	13%	(36)	17%	(45)	268
Trump Job Somewhat Approve	26%	(56)	45%	(98)	16%	(34)	14%	(30)	219
Trump Job Somewhat Disapprove	32%	(50)	43%	(67)	11%	(18)	13%	(21)	155
Trump Job Strongly Disapprove	27%	(131)	41%	(198)	19%	(91)	13%	(61)	480
Favorable of Trump	27%	(128)	41%	(193)	15%	(70)	16%	(74)	466
Unfavorable of Trump	29%	(191)	42%	(274)	16%	(105)	12%	(79)	649
Very Favorable of Trump	31%	(81)	39%	(104)	14%	(37)	16%	(43)	265
Somewhat Favorable of Trump	23%	(47)	44%	(89)	17%	(34)	16%	(31)	201
Somewhat Unfavorable of Trump	37%	(52)	41%	(58)	11%	(15)	11%	(16)	141
Very Unfavorable of Trump	27%	(139)	43%	(216)	18%	(89)	13%	(64)	508
#1 Issue: Economy	30%	(93)	38%	(117)	20%	(62)	12%	(36)	308
#1 Issue: Security	28%	(65)	44%	(102)	13%	(30)	15%	(35)	232
#1 Issue: Health Care	30%	(52)	42%	(73)	16%	(28)	12%	(21)	174
#1 Issue: Medicare / Social Security	32%	(50)	36%	(57)	13%	(20)	19%	(30)	157
#1 Issue: Women's Issues	22%	(20)	48%	(44)	20%	(18)	10%	(10)	92
#1 Issue: Education	22%	(14)	43%	(28)	13%	(9)	22%	(14)	64
#1 Issue: Energy	25%	(17)	44%	(30)	10%	(7)	21%	(14)	68
#1 Issue: Other	21%	(14)	51%	(36)	19%	(14)	9%	(7)	70
2018 House Vote: Democrat	30%	(145)	41%	(200)	17%	(83)	12%	(61)	490
2018 House Vote: Republican	26%	(96)	45%	(168)	14%	(54)	15%	(58)	376
2018 House Vote: Someone else	35%	(16)	24%	(11)	25%	(11)	16%	(7)	45
2016 Vote: Hillary Clinton	31%	(126)	42%	(173)	15%	(64)	12%	(50)	412
2016 Vote: Donald Trump	28%	(113)	43%	(170)	15%	(58)	15%	(58)	399
2016 Vote: Other	28%	(28)	44%	(44)	16%	(16)	12%	(12)	100
2016 Vote: Didn't Vote	23%	(59)	39%	(100)	19%	(49)	18%	(46)	254
Voted in 2014: Yes	30%	(240)	41%	(326)	15%	(117)	14%	(115)	798
Voted in 2014: No	23%	(86)	44%	(161)	19%	(70)	14%	(51)	368
2012 Vote: Barack Obama	30%	(146)	42%	(207)	15%	(71)	13%	(64)	487
2012 Vote: Mitt Romney	27%	(83)	44%	(138)	16%	(49)	13%	(42)	312
2012 Vote: Other	28%	(11)	39%	(15)	23%	(9)	10%	(4)	38
2012 Vote: Didn't Vote	26%	(86)	39%	(127)	18%	(58)	17%	(57)	329

Continued on next page

**Table SOB3:** *When did you last take a drink of any kind of alcoholic beverage?*

Demographic	Within the past 24 hours		In the past week		In the past two weeks		More than a month ago		Total N
Adults	28%	(326)	42%	(487)	16%	(187)	14%	(166)	1166
4-Region: Northeast	29%	(63)	40%	(87)	18%	(40)	12%	(27)	216
4-Region: Midwest	30%	(78)	41%	(107)	11%	(29)	17%	(45)	259
4-Region: South	26%	(107)	44%	(178)	15%	(60)	15%	(63)	408
4-Region: West	28%	(78)	40%	(114)	21%	(58)	11%	(32)	283
Drinkers	28%	(326)	42%	(487)	16%	(187)	14%	(166)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB4:** About how many alcoholic drinks do you have in an average week?

Demographic	0 or 1	2 to 7	8 to 13	14 to 20	More than 20	Don't know / No opinion	Total N
Adults	41% (479)	42% (484)	9% (103)	4% (52)	3% (37)	1% (11)	1166
Gender: Male	28% (164)	45% (267)	13% (79)	6% (38)	6% (34)	1% (6)	587
Gender: Female	54% (315)	37% (217)	4% (24)	2% (14)	1% (3)	1% (5)	579
Age: 21-29	43% (85)	39% (76)	11% (22)	2% (4)	3% (5)	2% (4)	196
Age: 30-44	38% (118)	47% (147)	7% (23)	3% (9)	4% (12)	1% (3)	313
Age: 45-54	44% (97)	37% (80)	9% (21)	6% (12)	4% (9)	— (0)	219
Age: 55-64	36% (69)	46% (89)	8% (16)	6% (11)	4% (8)	1% (1)	195
Age: 65+	45% (109)	38% (91)	9% (22)	6% (16)	2% (4)	1% (2)	243
Generation Z: 21-22	46% (17)	42% (15)	6% (2)	— (0)	2% (1)	4% (2)	37
Millennial: Age 23-38	41% (146)	42% (149)	9% (32)	4% (13)	3% (11)	1% (5)	357
Generation X: Age 39-54	41% (137)	42% (139)	9% (31)	4% (12)	4% (13)	— (1)	333
Boomers: Age 55-73	41% (153)	41% (154)	10% (36)	5% (19)	3% (12)	1% (3)	378
PID: Dem (no lean)	42% (177)	41% (172)	11% (45)	4% (17)	2% (7)	1% (5)	423
PID: Ind (no lean)	42% (154)	44% (158)	6% (22)	5% (17)	2% (9)	1% (3)	363
PID: Rep (no lean)	39% (147)	41% (154)	9% (36)	5% (18)	6% (21)	1% (3)	379
PID/Gender: Dem Men	25% (48)	45% (84)	18% (34)	7% (13)	3% (7)	1% (3)	189
PID/Gender: Dem Women	55% (129)	37% (87)	5% (11)	2% (4)	— (1)	1% (2)	235
PID/Gender: Ind Men	31% (59)	50% (97)	9% (17)	6% (11)	4% (7)	1% (1)	193
PID/Gender: Ind Women	56% (95)	36% (61)	3% (5)	4% (7)	1% (2)	1% (2)	171
PID/Gender: Rep Men	28% (57)	41% (85)	13% (27)	7% (15)	10% (20)	1% (2)	206
PID/Gender: Rep Women	52% (91)	40% (69)	5% (9)	2% (3)	— (1)	1% (1)	173
Ideo: Liberal (1-3)	41% (139)	41% (139)	11% (36)	3% (10)	2% (8)	1% (4)	336
Ideo: Moderate (4)	39% (116)	46% (138)	7% (22)	4% (13)	4% (11)	— (1)	301
Ideo: Conservative (5-7)	38% (150)	42% (163)	9% (37)	6% (23)	4% (17)	1% (2)	392
Educ: < College	41% (301)	42% (311)	7% (55)	4% (32)	4% (29)	1% (10)	738
Educ: Bachelors degree	41% (110)	42% (114)	10% (27)	5% (15)	2% (5)	— (0)	271
Educ: Post-grad	43% (67)	38% (59)	14% (21)	4% (6)	2% (3)	— (0)	156
Income: Under 50k	44% (253)	43% (247)	7% (38)	4% (24)	2% (13)	1% (6)	580
Income: 50k-100k	40% (157)	42% (164)	9% (34)	6% (22)	3% (11)	1% (2)	391
Income: 100k+	35% (69)	37% (73)	16% (31)	3% (7)	7% (13)	1% (2)	195

Continued on next page



**Table SOB4:** About how many alcoholic drinks do you have in an average week?

Demographic	0 or 1		2 to 7		8 to 13		14 to 20		More than 20		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(479)	42%	(484)	9%	(103)	4%	(52)	3%	(37)	1%	(11)	1166
Ethnicity: White	41%	(379)	42%	(389)	9%	(86)	5%	(43)	3%	(28)	1%	(8)	932
Ethnicity: Hispanic	49%	(88)	34%	(62)	5%	(8)	6%	(11)	5%	(9)	1%	(1)	180
Ethnicity: Afr. Am.	43%	(56)	38%	(50)	10%	(12)	3%	(4)	4%	(5)	2%	(2)	130
Ethnicity: Other	42%	(44)	44%	(45)	5%	(5)	5%	(5)	4%	(4)	—	(0)	104
All Christian	38%	(211)	41%	(228)	10%	(57)	7%	(37)	3%	(14)	—	(2)	549
All Non-Christian	36%	(17)	51%	(25)	4%	(2)	—	(0)	8%	(4)	1%	(0)	49
Atheist	42%	(26)	40%	(24)	9%	(6)	6%	(4)	3%	(2)	—	(0)	61
Agnostic/Nothing in particular	44%	(225)	41%	(207)	8%	(39)	2%	(11)	3%	(17)	2%	(8)	507
Religious Non-Protestant/Catholic	38%	(21)	51%	(28)	4%	(2)	—	(0)	7%	(4)	1%	(0)	55
Evangelical	46%	(123)	36%	(96)	9%	(23)	6%	(15)	4%	(10)	—	(1)	268
Non-Evangelical	41%	(206)	40%	(199)	10%	(52)	5%	(26)	3%	(14)	1%	(3)	499
Community: Urban	38%	(106)	43%	(119)	7%	(20)	7%	(19)	4%	(11)	1%	(3)	279
Community: Suburban	41%	(247)	42%	(254)	10%	(62)	4%	(25)	3%	(16)	—	(1)	606
Community: Rural	45%	(125)	39%	(110)	7%	(21)	3%	(9)	4%	(10)	2%	(6)	281
Employ: Private Sector	32%	(148)	47%	(216)	11%	(49)	6%	(27)	3%	(14)	1%	(3)	456
Employ: Government	52%	(37)	29%	(21)	10%	(7)	7%	(5)	2%	(2)	—	(0)	72
Employ: Self-Employed	52%	(45)	26%	(23)	6%	(5)	5%	(4)	11%	(10)	—	(0)	87
Employ: Homemaker	55%	(40)	40%	(29)	3%	(2)	1%	(1)	—	(0)	—	(0)	72
Employ: Student	27%	(7)	42%	(11)	10%	(2)	16%	(4)	—	(0)	4%	(1)	26
Employ: Retired	42%	(112)	42%	(110)	11%	(28)	3%	(8)	1%	(4)	1%	(2)	264
Employ: Unemployed	46%	(46)	37%	(37)	7%	(7)	3%	(3)	4%	(4)	3%	(3)	100
Employ: Other	50%	(44)	41%	(37)	3%	(3)	—	(0)	4%	(4)	2%	(2)	89
Military HH: Yes	37%	(87)	42%	(100)	13%	(31)	5%	(11)	3%	(6)	1%	(2)	238
Military HH: No	42%	(392)	41%	(383)	8%	(72)	4%	(41)	3%	(31)	1%	(9)	928
RD/WT: Right Direction	39%	(180)	38%	(177)	11%	(51)	6%	(27)	6%	(27)	1%	(4)	467
RD/WT: Wrong Track	43%	(299)	44%	(307)	7%	(52)	4%	(25)	1%	(10)	1%	(6)	699
Trump Job Approve	39%	(190)	40%	(193)	11%	(53)	6%	(28)	4%	(21)	1%	(3)	487
Trump Job Disapprove	42%	(269)	43%	(274)	8%	(50)	3%	(21)	2%	(15)	1%	(6)	636

Continued on next page

**Table SOB4:** About how many alcoholic drinks do you have in an average week?

Demographic	0 or 1		2 to 7		8 to 13		14 to 20		More than 20		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(479)	42%	(484)	9%	(103)	4%	(52)	3%	(37)	1%	(11)	1166
Trump Job Strongly Approve	37%	(101)	37%	(99)	14%	(38)	5%	(14)	6%	(15)	1%	(2)	268
Trump Job Somewhat Approve	41%	(89)	43%	(94)	7%	(16)	6%	(13)	3%	(6)	—	(1)	219
Trump Job Somewhat Disapprove	36%	(56)	50%	(78)	8%	(13)	3%	(5)	2%	(3)	1%	(1)	155
Trump Job Strongly Disapprove	44%	(213)	41%	(196)	8%	(37)	3%	(16)	3%	(13)	1%	(5)	480
Favorable of Trump	41%	(189)	39%	(184)	11%	(53)	5%	(21)	4%	(17)	—	(2)	466
Unfavorable of Trump	41%	(267)	43%	(281)	8%	(51)	4%	(24)	3%	(20)	1%	(7)	649
Very Favorable of Trump	39%	(102)	36%	(95)	14%	(37)	6%	(16)	5%	(13)	1%	(2)	265
Somewhat Favorable of Trump	43%	(87)	44%	(89)	8%	(16)	3%	(5)	2%	(4)	—	(0)	201
Somewhat Unfavorable of Trump	33%	(47)	49%	(70)	7%	(9)	7%	(9)	4%	(5)	—	(1)	141
Very Unfavorable of Trump	43%	(220)	42%	(211)	8%	(41)	3%	(14)	3%	(15)	1%	(6)	508
#1 Issue: Economy	39%	(120)	38%	(116)	13%	(39)	5%	(16)	5%	(17)	—	(1)	308
#1 Issue: Security	35%	(81)	44%	(101)	10%	(23)	6%	(15)	4%	(10)	1%	(2)	232
#1 Issue: Health Care	41%	(72)	46%	(80)	8%	(13)	1%	(3)	3%	(5)	1%	(1)	174
#1 Issue: Medicare / Social Security	49%	(77)	34%	(54)	7%	(12)	7%	(11)	1%	(2)	1%	(2)	157
#1 Issue: Women's Issues	43%	(39)	47%	(44)	5%	(5)	1%	(1)	—	(0)	3%	(3)	92
#1 Issue: Education	48%	(31)	40%	(26)	10%	(6)	2%	(1)	—	(0)	1%	(1)	64
#1 Issue: Energy	43%	(30)	45%	(30)	4%	(3)	2%	(1)	6%	(4)	—	(0)	68
#1 Issue: Other	41%	(29)	47%	(33)	3%	(2)	7%	(5)	1%	(1)	1%	(0)	70
2018 House Vote: Democrat	41%	(202)	42%	(205)	9%	(45)	5%	(22)	2%	(9)	1%	(5)	490
2018 House Vote: Republican	41%	(154)	39%	(147)	12%	(44)	4%	(15)	3%	(13)	1%	(3)	376
2018 House Vote: Someone else	44%	(20)	40%	(18)	2%	(1)	12%	(5)	2%	(1)	1%	(1)	45
2016 Vote: Hillary Clinton	43%	(178)	41%	(171)	11%	(45)	2%	(7)	2%	(7)	1%	(4)	412
2016 Vote: Donald Trump	40%	(158)	39%	(156)	11%	(42)	6%	(25)	4%	(16)	1%	(3)	399
2016 Vote: Other	37%	(37)	49%	(49)	7%	(7)	5%	(5)	2%	(2)	—	(0)	100
2016 Vote: Didn't Vote	42%	(106)	42%	(108)	4%	(10)	6%	(15)	5%	(12)	1%	(4)	254
Voted in 2014: Yes	42%	(332)	41%	(323)	10%	(81)	4%	(34)	3%	(21)	1%	(6)	798
Voted in 2014: No	40%	(147)	44%	(161)	6%	(22)	5%	(18)	4%	(16)	1%	(5)	368
2012 Vote: Barack Obama	39%	(192)	45%	(219)	10%	(47)	3%	(16)	2%	(9)	1%	(6)	487
2012 Vote: Mitt Romney	41%	(129)	39%	(121)	11%	(33)	5%	(16)	4%	(12)	—	(1)	312
2012 Vote: Other	49%	(19)	37%	(14)	12%	(5)	—	(0)	2%	(1)	—	(0)	38
2012 Vote: Didn't Vote	42%	(139)	40%	(130)	6%	(19)	6%	(21)	5%	(16)	1%	(3)	329

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**Table SOB4:** About how many alcoholic drinks do you have in an average week?

Demographic	0 or 1		2 to 7		8 to 13		14 to 20		More than 20		Don't know / No opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	41%	(479)	42%	(484)	9%	(103)	4%	(52)	3%	(37)	1%	(11)	1166
4-Region: Northeast	33%	(70)	48%	(104)	10%	(21)	4%	(10)	4%	(9)	1%	(2)	216
4-Region: Midwest	42%	(108)	39%	(101)	9%	(24)	6%	(15)	3%	(7)	1%	(3)	259
4-Region: South	42%	(173)	42%	(171)	7%	(29)	4%	(17)	3%	(14)	1%	(4)	408
4-Region: West	45%	(127)	38%	(108)	10%	(29)	4%	(11)	3%	(7)	—	(1)	283
Drinkers	41%	(479)	42%	(484)	9%	(103)	4%	(52)	3%	(37)	1%	(11)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_1:** *To what extent are the following a reason why you drink alcoholic beverages?  
To celebrate*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	42% (493)	41% (474)	17% (199)	1166
Gender: Male	40% (235)	43% (250)	18% (103)	587
Gender: Female	45% (258)	39% (224)	17% (96)	579
Age: 21-29	59% (116)	32% (62)	10% (19)	196
Age: 30-44	49% (155)	40% (125)	11% (33)	313
Age: 45-54	48% (106)	40% (87)	12% (26)	219
Age: 55-64	29% (56)	45% (87)	27% (52)	195
Age: 65+	25% (61)	47% (114)	28% (68)	243
Generation Z: 21-22	48% (18)	41% (15)	11% (4)	37
Millennial: Age 23-38	56% (200)	35% (125)	9% (33)	357
Generation X: Age 39-54	47% (158)	40% (134)	13% (42)	333
Boomers: Age 55-73	27% (102)	45% (169)	28% (106)	378
PID: Dem (no lean)	45% (192)	41% (173)	14% (58)	423
PID: Ind (no lean)	42% (153)	38% (140)	19% (70)	363
PID: Rep (no lean)	39% (148)	43% (161)	18% (70)	379
PID/Gender: Dem Men	40% (75)	44% (83)	16% (30)	189
PID/Gender: Dem Women	50% (116)	38% (90)	12% (28)	235
PID/Gender: Ind Men	43% (82)	38% (73)	19% (37)	193
PID/Gender: Ind Women	42% (71)	39% (67)	19% (33)	171
PID/Gender: Rep Men	37% (77)	46% (94)	17% (35)	206
PID/Gender: Rep Women	41% (71)	39% (68)	20% (34)	173
Ideo: Liberal (1-3)	47% (157)	40% (134)	14% (45)	336
Ideo: Moderate (4)	39% (118)	42% (127)	19% (56)	301
Ideo: Conservative (5-7)	43% (167)	40% (155)	18% (70)	392
Educ: < College	42% (311)	41% (300)	17% (127)	738
Educ: Bachelors degree	45% (121)	35% (96)	20% (54)	271
Educ: Post-grad	39% (61)	50% (78)	11% (17)	156

Continued on next page

**Table SOB5\_1:** *To what extent are the following a reason why you drink alcoholic beverages?  
 To celebrate*

<b>Demographic</b>	<b>Yes, this is a major reason</b>	<b>Yes, this is a minor reason</b>	<b>No, this isn't a reason at all</b>	<b>Total N</b>
Adults	42% (493)	41% (474)	17% (199)	1166
Income: Under 50k	40% (234)	40% (232)	20% (114)	580
Income: 50k-100k	43% (169)	42% (164)	15% (58)	391
Income: 100k+	46% (90)	40% (78)	14% (27)	195
Ethnicity: White	40% (374)	42% (389)	18% (170)	932
Ethnicity: Hispanic	56% (102)	34% (61)	10% (17)	180
Ethnicity: Afr. Am.	49% (63)	40% (52)	11% (14)	130
Ethnicity: Other	54% (56)	32% (33)	14% (15)	104
All Christian	41% (226)	42% (230)	17% (94)	549
All Non-Christian	46% (22)	40% (20)	14% (7)	49
Atheist	32% (19)	42% (26)	26% (16)	61
Agnostic/Nothing in particular	44% (225)	39% (199)	16% (82)	507
Religious Non-Protestant/Catholic	46% (25)	37% (20)	17% (9)	55
Evangelical	45% (121)	40% (106)	15% (42)	268
Non-Evangelical	40% (198)	43% (213)	18% (89)	499
Community: Urban	46% (129)	37% (104)	17% (46)	279
Community: Suburban	41% (250)	43% (263)	15% (93)	606
Community: Rural	41% (114)	38% (108)	21% (59)	281
Employ: Private Sector	47% (213)	40% (181)	14% (63)	456
Employ: Government	48% (34)	37% (27)	16% (11)	72
Employ: Self-Employed	49% (42)	38% (33)	14% (12)	87
Employ: Homemaker	38% (27)	50% (36)	13% (9)	72
Employ: Student	66% (17)	29% (7)	6% (1)	26
Employ: Retired	25% (67)	47% (125)	27% (73)	264
Employ: Unemployed	44% (43)	35% (35)	21% (21)	100
Employ: Other	56% (50)	35% (31)	10% (8)	89
Military HH: Yes	37% (87)	43% (101)	21% (49)	238
Military HH: No	44% (406)	40% (373)	16% (149)	928
RD/WT: Right Direction	42% (194)	40% (186)	19% (87)	467
RD/WT: Wrong Track	43% (299)	41% (289)	16% (112)	699

Continued on next page

**Table SOB5\_1:** To what extent are the following a reason why you drink alcoholic beverages?  
To celebrate

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	42% (493)	41% (474)	17% (199)	1166
Trump Job Approve	40% (197)	41% (198)	19% (92)	487
Trump Job Disapprove	43% (276)	41% (261)	16% (99)	636
Trump Job Strongly Approve	39% (106)	39% (105)	21% (57)	268
Trump Job Somewhat Approve	42% (91)	42% (93)	16% (35)	219
Trump Job Somewhat Disapprove	40% (62)	47% (73)	14% (21)	155
Trump Job Strongly Disapprove	45% (214)	39% (189)	16% (77)	480
Favorable of Trump	40% (189)	40% (187)	20% (91)	466
Unfavorable of Trump	43% (282)	42% (270)	15% (97)	649
Very Favorable of Trump	39% (104)	38% (102)	23% (60)	265
Somewhat Favorable of Trump	42% (85)	42% (85)	16% (31)	201
Somewhat Unfavorable of Trump	39% (55)	48% (67)	13% (19)	141
Very Unfavorable of Trump	45% (227)	40% (203)	15% (78)	508
#1 Issue: Economy	43% (133)	43% (132)	14% (43)	308
#1 Issue: Security	41% (96)	39% (90)	20% (46)	232
#1 Issue: Health Care	42% (73)	43% (75)	15% (27)	174
#1 Issue: Medicare / Social Security	26% (40)	50% (78)	25% (39)	157
#1 Issue: Women's Issues	53% (49)	30% (28)	17% (16)	92
#1 Issue: Education	56% (36)	39% (25)	6% (4)	64
#1 Issue: Energy	51% (35)	30% (21)	19% (13)	68
#1 Issue: Other	45% (32)	37% (26)	18% (12)	70
2018 House Vote: Democrat	42% (205)	43% (211)	15% (73)	490
2018 House Vote: Republican	40% (152)	41% (155)	18% (69)	376
2018 House Vote: Someone else	41% (18)	35% (16)	24% (11)	45
2016 Vote: Hillary Clinton	40% (166)	42% (174)	18% (72)	412
2016 Vote: Donald Trump	41% (165)	41% (162)	18% (72)	399
2016 Vote: Other	38% (38)	47% (47)	15% (15)	100
2016 Vote: Didn't Vote	49% (124)	36% (92)	15% (39)	254
Voted in 2014: Yes	40% (318)	43% (344)	17% (135)	798
Voted in 2014: No	47% (175)	35% (130)	17% (64)	368

Continued on next page

**Table SOB5\_1:** *To what extent are the following a reason why you drink alcoholic beverages?**To celebrate*

<b>Demographic</b>	<b>Yes, this is a major reason</b>	<b>Yes, this is a minor reason</b>	<b>No, this isn't a reason at all</b>	<b>Total N</b>
Adults	42% (493)	41% (474)	17% (199)	1166
2012 Vote: Barack Obama	41% (201)	43% (208)	16% (78)	487
2012 Vote: Mitt Romney	36% (113)	44% (138)	20% (61)	312
2012 Vote: Other	29% (11)	43% (16)	28% (11)	38
2012 Vote: Didn't Vote	51% (168)	34% (112)	15% (49)	329
4-Region: Northeast	46% (99)	36% (78)	18% (40)	216
4-Region: Midwest	37% (96)	43% (110)	20% (53)	259
4-Region: South	44% (179)	41% (167)	15% (62)	408
4-Region: West	42% (120)	42% (119)	16% (45)	283
Drinkers	42% (493)	41% (474)	17% (199)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_2:** To what extent are the following a reason why you drink alcoholic beverages?

*I enjoy drinking socially*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	42% (488)	38% (446)	20% (232)	1166
Gender: Male	44% (259)	39% (228)	17% (100)	587
Gender: Female	40% (229)	38% (218)	23% (131)	579
Age: 21-29	54% (105)	35% (68)	12% (23)	196
Age: 30-44	47% (148)	36% (114)	16% (51)	313
Age: 45-54	42% (92)	40% (87)	18% (40)	219
Age: 55-64	32% (62)	43% (84)	25% (49)	195
Age: 65+	33% (81)	38% (93)	28% (69)	243
Generation Z: 21-22	39% (14)	44% (16)	17% (6)	37
Millennial: Age 23-38	53% (189)	34% (121)	13% (47)	357
Generation X: Age 39-54	43% (142)	39% (131)	18% (61)	333
Boomers: Age 55-73	30% (115)	41% (156)	28% (106)	378
PID: Dem (no lean)	45% (189)	38% (161)	17% (73)	423
PID: Ind (no lean)	39% (143)	36% (129)	25% (91)	363
PID: Rep (no lean)	41% (155)	41% (156)	18% (68)	379
PID/Gender: Dem Men	49% (92)	36% (68)	15% (28)	189
PID/Gender: Dem Women	41% (97)	39% (92)	19% (45)	235
PID/Gender: Ind Men	43% (83)	36% (69)	21% (40)	193
PID/Gender: Ind Women	35% (60)	35% (60)	30% (51)	171
PID/Gender: Rep Men	41% (84)	44% (90)	16% (32)	206
PID/Gender: Rep Women	41% (72)	38% (66)	21% (36)	173
Ideo: Liberal (1-3)	50% (167)	35% (118)	15% (51)	336
Ideo: Moderate (4)	37% (111)	40% (119)	24% (71)	301
Ideo: Conservative (5-7)	42% (165)	39% (153)	19% (73)	392
Educ: < College	41% (300)	38% (278)	22% (160)	738
Educ: Bachelors degree	43% (117)	41% (110)	16% (44)	271
Educ: Post-grad	45% (71)	37% (58)	18% (28)	156

Continued on next page



**Table SOB5\_2:** To what extent are the following a reason why you drink alcoholic beverages?  
I enjoy drinking socially

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	42% (488)	38% (446)	20% (232)	1166
Income: Under 50k	39% (224)	40% (231)	21% (124)	580
Income: 50k-100k	41% (162)	38% (147)	21% (81)	391
Income: 100k+	52% (102)	35% (68)	13% (26)	195
Ethnicity: White	40% (372)	39% (368)	21% (192)	932
Ethnicity: Hispanic	53% (95)	31% (55)	17% (30)	180
Ethnicity: Afr. Am.	50% (65)	36% (47)	14% (18)	130
Ethnicity: Other	48% (50)	30% (31)	21% (22)	104
All Christian	42% (230)	39% (213)	20% (107)	549
All Non-Christian	49% (24)	35% (17)	16% (8)	49
Atheist	45% (27)	36% (22)	19% (12)	61
Agnostic/Nothing in particular	41% (207)	38% (194)	21% (105)	507
Religious Non-Protestant/Catholic	46% (25)	35% (19)	19% (10)	55
Evangelical	36% (97)	40% (107)	24% (64)	268
Non-Evangelical	42% (211)	38% (192)	19% (96)	499
Community: Urban	48% (135)	36% (101)	16% (43)	279
Community: Suburban	43% (258)	39% (239)	18% (109)	606
Community: Rural	34% (96)	38% (106)	28% (79)	281
Employ: Private Sector	47% (214)	39% (177)	14% (65)	456
Employ: Government	47% (34)	38% (27)	15% (11)	72
Employ: Self-Employed	43% (37)	37% (32)	21% (18)	87
Employ: Homemaker	35% (26)	41% (30)	23% (17)	72
Employ: Student	59% (15)	23% (6)	18% (5)	26
Employ: Retired	32% (84)	40% (106)	28% (74)	264
Employ: Unemployed	48% (48)	33% (33)	18% (18)	100
Employ: Other	34% (30)	38% (34)	28% (25)	89
Military HH: Yes	37% (88)	42% (101)	21% (49)	238
Military HH: No	43% (401)	37% (345)	20% (183)	928
RD/WT: Right Direction	39% (182)	41% (191)	20% (94)	467
RD/WT: Wrong Track	44% (306)	36% (255)	20% (138)	699

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**Table SOB5\_2:** *To what extent are the following a reason why you drink alcoholic beverages?  
I enjoy drinking socially*

<b>Demographic</b>	<b>Yes, this is a major reason</b>	<b>Yes, this is a minor reason</b>	<b>No, this isn't a reason at all</b>	<b>Total N</b>
Adults	42% (488)	38% (446)	20% (232)	1166
Trump Job Approve	40% (194)	38% (187)	22% (105)	487
Trump Job Disapprove	44% (280)	37% (236)	19% (119)	636
Trump Job Strongly Approve	37% (100)	37% (100)	26% (69)	268
Trump Job Somewhat Approve	43% (95)	40% (88)	17% (36)	219
Trump Job Somewhat Disapprove	46% (71)	39% (61)	15% (24)	155
Trump Job Strongly Disapprove	44% (209)	37% (176)	20% (95)	480
Favorable of Trump	40% (185)	38% (176)	23% (106)	466
Unfavorable of Trump	44% (286)	38% (248)	18% (115)	649
Very Favorable of Trump	37% (97)	37% (97)	27% (71)	265
Somewhat Favorable of Trump	44% (88)	39% (79)	17% (35)	201
Somewhat Unfavorable of Trump	45% (64)	41% (58)	13% (19)	141
Very Unfavorable of Trump	44% (222)	37% (190)	19% (96)	508
#1 Issue: Economy	45% (138)	39% (120)	16% (49)	308
#1 Issue: Security	44% (103)	36% (84)	20% (46)	232
#1 Issue: Health Care	39% (68)	44% (76)	17% (30)	174
#1 Issue: Medicare / Social Security	29% (45)	40% (62)	32% (50)	157
#1 Issue: Women's Issues	46% (42)	31% (29)	23% (21)	92
#1 Issue: Education	49% (32)	40% (26)	10% (7)	64
#1 Issue: Energy	45% (31)	44% (30)	11% (7)	68
#1 Issue: Other	42% (30)	27% (19)	31% (22)	70
2018 House Vote: Democrat	44% (218)	39% (191)	17% (81)	490
2018 House Vote: Republican	40% (150)	39% (147)	21% (80)	376
2018 House Vote: Someone else	38% (17)	53% (24)	9% (4)	45
2016 Vote: Hillary Clinton	46% (188)	35% (145)	19% (80)	412
2016 Vote: Donald Trump	39% (157)	40% (160)	20% (82)	399
2016 Vote: Other	40% (40)	45% (45)	15% (15)	100
2016 Vote: Didn't Vote	41% (103)	38% (96)	22% (55)	254
Voted in 2014: Yes	41% (329)	40% (316)	19% (153)	798
Voted in 2014: No	43% (159)	35% (130)	21% (79)	368

Continued on next page

**Table SOB5\_2:** To what extent are the following a reason why you drink alcoholic beverages?  
I enjoy drinking socially

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	42% (488)	38% (446)	20% (232)	1166
2012 Vote: Barack Obama	44% (213)	37% (178)	20% (96)	487
2012 Vote: Mitt Romney	40% (124)	39% (122)	21% (66)	312
2012 Vote: Other	35% (13)	44% (17)	22% (8)	38
2012 Vote: Didn't Vote	42% (138)	39% (129)	19% (61)	329
4-Region: Northeast	47% (101)	37% (80)	16% (35)	216
4-Region: Midwest	36% (94)	42% (109)	21% (55)	259
4-Region: South	42% (173)	40% (162)	18% (74)	408
4-Region: West	43% (121)	33% (95)	24% (68)	283
Drinkers	42% (488)	38% (446)	20% (232)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_3:** *To what extent are the following a reason why you drink alcoholic beverages?*

*For fun*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	37% (430)	39% (455)	24% (281)	1166
Gender: Male	39% (227)	38% (223)	23% (137)	587
Gender: Female	35% (203)	40% (231)	25% (144)	579
Age: 21-29	50% (98)	38% (74)	12% (24)	196
Age: 30-44	40% (125)	42% (131)	18% (57)	313
Age: 45-54	40% (88)	36% (80)	23% (51)	219
Age: 55-64	30% (59)	43% (84)	27% (53)	195
Age: 65+	25% (61)	36% (87)	39% (96)	243
Generation Z: 21-22	42% (16)	47% (17)	11% (4)	37
Millennial: Age 23-38	48% (172)	38% (134)	14% (51)	357
Generation X: Age 39-54	37% (123)	40% (133)	23% (77)	333
Boomers: Age 55-73	28% (105)	39% (148)	33% (125)	378
PID: Dem (no lean)	38% (159)	41% (175)	21% (89)	423
PID: Ind (no lean)	38% (138)	37% (133)	25% (92)	363
PID: Rep (no lean)	35% (133)	39% (147)	26% (100)	379
PID/Gender: Dem Men	40% (75)	38% (72)	22% (41)	189
PID/Gender: Dem Women	36% (84)	44% (103)	21% (48)	235
PID/Gender: Ind Men	40% (77)	34% (66)	26% (50)	193
PID/Gender: Ind Women	36% (62)	39% (66)	25% (42)	171
PID/Gender: Rep Men	36% (75)	41% (85)	22% (46)	206
PID/Gender: Rep Women	33% (58)	36% (62)	31% (54)	173
Ideo: Liberal (1-3)	41% (138)	41% (136)	18% (62)	336
Ideo: Moderate (4)	35% (107)	40% (120)	25% (74)	301
Ideo: Conservative (5-7)	37% (147)	38% (148)	25% (97)	392
Educ: < College	37% (276)	36% (267)	26% (195)	738
Educ: Bachelors degree	37% (100)	46% (124)	17% (47)	271
Educ: Post-grad	35% (54)	40% (63)	25% (39)	156

Continued on next page

**Table SOB5\_3:** *To what extent are the following a reason why you drink alcoholic beverages?*  
 For fun

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	37% (430)	39% (455)	24% (281)	1166
Income: Under 50k	38% (220)	35% (202)	27% (157)	580
Income: 50k-100k	36% (139)	41% (159)	24% (92)	391
Income: 100k+	36% (71)	48% (93)	16% (31)	195
Ethnicity: White	37% (344)	39% (368)	24% (221)	932
Ethnicity: Hispanic	39% (70)	47% (84)	14% (26)	180
Ethnicity: Afr. Am.	37% (48)	37% (49)	26% (34)	130
Ethnicity: Other	37% (39)	37% (39)	26% (27)	104
All Christian	35% (191)	40% (222)	25% (137)	549
All Non-Christian	37% (18)	55% (27)	8% (4)	49
Atheist	37% (22)	43% (26)	20% (12)	61
Agnostic/Nothing in particular	39% (199)	36% (180)	25% (128)	507
Religious Non-Protestant/Catholic	38% (21)	50% (27)	12% (7)	55
Evangelical	38% (103)	40% (107)	22% (58)	268
Non-Evangelical	34% (172)	38% (191)	27% (137)	499
Community: Urban	42% (116)	37% (103)	22% (60)	279
Community: Suburban	37% (222)	41% (252)	22% (133)	606
Community: Rural	33% (92)	36% (100)	31% (88)	281
Employ: Private Sector	44% (201)	38% (172)	18% (82)	456
Employ: Government	34% (24)	37% (27)	29% (21)	72
Employ: Self-Employed	36% (31)	37% (33)	27% (23)	87
Employ: Homemaker	41% (30)	44% (32)	15% (11)	72
Employ: Student	57% (15)	34% (9)	9% (2)	26
Employ: Retired	23% (61)	38% (101)	38% (101)	264
Employ: Unemployed	39% (38)	39% (38)	23% (23)	100
Employ: Other	33% (29)	48% (43)	20% (17)	89
Military HH: Yes	29% (69)	45% (108)	26% (61)	238
Military HH: No	39% (362)	37% (347)	24% (220)	928
RD/WT: Right Direction	38% (177)	37% (174)	25% (115)	467
RD/WT: Wrong Track	36% (253)	40% (281)	24% (166)	699

Continued on next page

**Table SOB5\_3:** To what extent are the following a reason why you drink alcoholic beverages?

For fun

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	37% (430)	39% (455)	24% (281)	1166
Trump Job Approve	38% (186)	36% (176)	26% (126)	487
Trump Job Disapprove	37% (234)	41% (258)	23% (143)	636
Trump Job Strongly Approve	38% (102)	35% (94)	27% (72)	268
Trump Job Somewhat Approve	38% (84)	37% (82)	24% (53)	219
Trump Job Somewhat Disapprove	38% (59)	40% (62)	22% (35)	155
Trump Job Strongly Disapprove	37% (176)	41% (196)	23% (109)	480
Favorable of Trump	37% (173)	35% (165)	28% (129)	466
Unfavorable of Trump	37% (240)	42% (272)	21% (138)	649
Very Favorable of Trump	38% (102)	35% (92)	27% (72)	265
Somewhat Favorable of Trump	35% (71)	36% (73)	28% (57)	201
Somewhat Unfavorable of Trump	35% (50)	41% (58)	24% (34)	141
Very Unfavorable of Trump	37% (190)	42% (214)	20% (104)	508
#1 Issue: Economy	39% (119)	41% (126)	20% (63)	308
#1 Issue: Security	33% (75)	40% (92)	28% (65)	232
#1 Issue: Health Care	35% (61)	41% (72)	24% (41)	174
#1 Issue: Medicare / Social Security	27% (43)	36% (57)	36% (57)	157
#1 Issue: Women's Issues	48% (44)	34% (31)	18% (16)	92
#1 Issue: Education	46% (30)	40% (25)	15% (9)	64
#1 Issue: Energy	47% (32)	39% (27)	14% (9)	68
#1 Issue: Other	37% (26)	34% (24)	29% (20)	70
2018 House Vote: Democrat	35% (171)	42% (207)	23% (112)	490
2018 House Vote: Republican	36% (136)	39% (147)	25% (93)	376
2018 House Vote: Someone else	35% (15)	32% (14)	33% (15)	45
2016 Vote: Hillary Clinton	34% (140)	43% (177)	23% (95)	412
2016 Vote: Donald Trump	36% (143)	38% (151)	26% (105)	399
2016 Vote: Other	37% (37)	41% (41)	21% (21)	100
2016 Vote: Didn't Vote	43% (110)	33% (85)	23% (59)	254
Voted in 2014: Yes	34% (270)	42% (336)	24% (192)	798
Voted in 2014: No	44% (161)	32% (119)	24% (89)	368

Continued on next page

**Table SOB5\_3:** To what extent are the following a reason why you drink alcoholic beverages?

For fun

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	37% (430)	39% (455)	24% (281)	1166
2012 Vote: Barack Obama	36% (173)	41% (199)	24% (116)	487
2012 Vote: Mitt Romney	32% (99)	41% (128)	27% (84)	312
2012 Vote: Other	33% (13)	33% (12)	34% (13)	38
2012 Vote: Didn't Vote	44% (145)	35% (115)	21% (68)	329
4-Region: Northeast	41% (89)	35% (77)	23% (50)	216
4-Region: Midwest	28% (72)	43% (110)	30% (77)	259
4-Region: South	40% (163)	37% (150)	23% (95)	408
4-Region: West	38% (106)	41% (117)	21% (59)	283
Drinkers	37% (430)	39% (455)	24% (281)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_4:** *To what extent are the following a reason why you drink alcoholic beverages?  
To network*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(86)	20%	(233)	73%	(847)	1166
Gender: Male	10%	(61)	25%	(145)	65%	(381)	587
Gender: Female	4%	(25)	15%	(88)	81%	(466)	579
Age: 21-29	19%	(37)	28%	(54)	54%	(105)	196
Age: 30-44	8%	(25)	30%	(93)	62%	(195)	313
Age: 45-54	5%	(11)	20%	(43)	76%	(165)	219
Age: 55-64	4%	(7)	12%	(23)	84%	(165)	195
Age: 65+	2%	(5)	8%	(21)	89%	(217)	243
Generation Z: 21-22	12%	(4)	17%	(6)	71%	(26)	37
Millennial: Age 23-38	14%	(49)	31%	(112)	55%	(196)	357
Generation X: Age 39-54	6%	(20)	21%	(71)	73%	(243)	333
Boomers: Age 55-73	3%	(13)	10%	(37)	87%	(328)	378
PID: Dem (no lean)	8%	(35)	23%	(97)	69%	(291)	423
PID: Ind (no lean)	7%	(25)	17%	(62)	76%	(276)	363
PID: Rep (no lean)	7%	(25)	19%	(74)	74%	(280)	379
PID/Gender: Dem Men	14%	(27)	27%	(51)	59%	(112)	189
PID/Gender: Dem Women	4%	(9)	20%	(47)	76%	(179)	235
PID/Gender: Ind Men	6%	(11)	23%	(45)	71%	(136)	193
PID/Gender: Ind Women	8%	(14)	10%	(17)	82%	(140)	171
PID/Gender: Rep Men	11%	(23)	24%	(50)	65%	(133)	206
PID/Gender: Rep Women	1%	(2)	14%	(24)	85%	(147)	173
Ideo: Liberal (1-3)	8%	(27)	23%	(76)	69%	(234)	336
Ideo: Moderate (4)	9%	(27)	15%	(46)	76%	(228)	301
Ideo: Conservative (5-7)	6%	(22)	23%	(89)	72%	(281)	392
Educ: < College	6%	(47)	18%	(134)	75%	(557)	738
Educ: Bachelors degree	9%	(24)	23%	(62)	68%	(185)	271
Educ: Post-grad	9%	(14)	24%	(38)	67%	(105)	156

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**Table SOB5\_4:** To what extent are the following a reason why you drink alcoholic beverages?

To network

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(86)	20%	(233)	73%	(847)	1166
Income: Under 50k	4%	(24)	20%	(113)	76%	(442)	580
Income: 50k-100k	9%	(36)	19%	(73)	72%	(281)	391
Income: 100k+	13%	(25)	24%	(47)	63%	(123)	195
Ethnicity: White	6%	(51)	19%	(173)	76%	(708)	932
Ethnicity: Hispanic	14%	(25)	25%	(46)	61%	(110)	180
Ethnicity: Afr. Am.	13%	(17)	28%	(37)	58%	(75)	130
Ethnicity: Other	16%	(17)	23%	(24)	61%	(63)	104
All Christian	6%	(32)	18%	(101)	76%	(417)	549
All Non-Christian	10%	(5)	38%	(18)	53%	(26)	49
Atheist	7%	(4)	16%	(10)	77%	(47)	61
Agnostic/Nothing in particular	9%	(45)	21%	(104)	70%	(357)	507
Religious Non-Protestant/Catholic	8%	(5)	33%	(18)	58%	(32)	55
Evangelical	9%	(23)	23%	(62)	68%	(183)	268
Non-Evangelical	6%	(30)	18%	(92)	76%	(378)	499
Community: Urban	8%	(22)	26%	(73)	66%	(184)	279
Community: Suburban	9%	(52)	20%	(119)	72%	(435)	606
Community: Rural	4%	(11)	15%	(41)	81%	(228)	281
Employ: Private Sector	10%	(43)	25%	(114)	65%	(298)	456
Employ: Government	9%	(6)	33%	(23)	59%	(42)	72
Employ: Self-Employed	6%	(5)	35%	(30)	60%	(52)	87
Employ: Homemaker	7%	(5)	16%	(12)	77%	(55)	72
Employ: Student	14%	(4)	35%	(9)	51%	(13)	26
Employ: Retired	2%	(6)	7%	(20)	90%	(238)	264
Employ: Unemployed	10%	(10)	17%	(17)	73%	(72)	100
Employ: Other	8%	(7)	8%	(7)	84%	(75)	89
Military HH: Yes	7%	(17)	17%	(40)	76%	(181)	238
Military HH: No	7%	(69)	21%	(194)	72%	(666)	928
RD/WT: Right Direction	7%	(35)	21%	(96)	72%	(336)	467
RD/WT: Wrong Track	7%	(51)	20%	(137)	73%	(511)	699

Continued on next page

**Table SOB5\_4:** To what extent are the following a reason why you drink alcoholic beverages?

To network

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(86)	20%	(233)	73%	(847)	1166
Trump Job Approve	6%	(29)	21%	(101)	73%	(357)	487
Trump Job Disapprove	8%	(52)	20%	(126)	72%	(457)	636
Trump Job Strongly Approve	5%	(14)	18%	(48)	77%	(206)	268
Trump Job Somewhat Approve	7%	(15)	24%	(53)	69%	(151)	219
Trump Job Somewhat Disapprove	9%	(14)	15%	(23)	76%	(118)	155
Trump Job Strongly Disapprove	8%	(39)	21%	(103)	70%	(338)	480
Favorable of Trump	5%	(24)	20%	(91)	75%	(352)	466
Unfavorable of Trump	9%	(57)	21%	(134)	71%	(459)	649
Very Favorable of Trump	5%	(13)	18%	(48)	77%	(203)	265
Somewhat Favorable of Trump	5%	(10)	21%	(43)	74%	(148)	201
Somewhat Unfavorable of Trump	12%	(18)	19%	(27)	68%	(97)	141
Very Unfavorable of Trump	8%	(39)	21%	(107)	71%	(362)	508
#1 Issue: Economy	9%	(29)	20%	(60)	71%	(218)	308
#1 Issue: Security	6%	(14)	20%	(47)	74%	(171)	232
#1 Issue: Health Care	6%	(10)	19%	(32)	76%	(132)	174
#1 Issue: Medicare / Social Security	3%	(5)	10%	(15)	87%	(136)	157
#1 Issue: Women's Issues	10%	(9)	24%	(22)	66%	(60)	92
#1 Issue: Education	12%	(8)	23%	(15)	65%	(42)	64
#1 Issue: Energy	10%	(7)	33%	(22)	57%	(39)	68
#1 Issue: Other	5%	(3)	28%	(20)	67%	(47)	70
2018 House Vote: Democrat	8%	(40)	23%	(110)	69%	(339)	490
2018 House Vote: Republican	6%	(23)	19%	(70)	75%	(284)	376
2018 House Vote: Someone else	9%	(4)	14%	(6)	77%	(35)	45
2016 Vote: Hillary Clinton	8%	(33)	21%	(87)	71%	(293)	412
2016 Vote: Donald Trump	5%	(20)	19%	(76)	76%	(302)	399
2016 Vote: Other	10%	(10)	24%	(24)	66%	(66)	100
2016 Vote: Didn't Vote	9%	(23)	18%	(46)	73%	(185)	254
Voted in 2014: Yes	7%	(53)	20%	(157)	74%	(588)	798
Voted in 2014: No	9%	(33)	21%	(76)	70%	(259)	368

Continued on next page

**Table SOB5\_4:** To what extent are the following a reason why you drink alcoholic beverages?

To network

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(86)	20%	(233)	73%	(847)	1166
2012 Vote: Barack Obama	8%	(41)	20%	(95)	72%	(351)	487
2012 Vote: Mitt Romney	6%	(19)	18%	(55)	76%	(238)	312
2012 Vote: Other	2%	(1)	13%	(5)	85%	(33)	38
2012 Vote: Didn't Vote	8%	(25)	24%	(78)	69%	(225)	329
4-Region: Northeast	8%	(17)	19%	(41)	73%	(158)	216
4-Region: Midwest	6%	(17)	20%	(52)	74%	(190)	259
4-Region: South	6%	(23)	21%	(84)	74%	(301)	408
4-Region: West	10%	(29)	20%	(56)	70%	(198)	283
Drinkers	7%	(86)	20%	(233)	73%	(847)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_5:** *To what extent are the following a reason why you drink alcoholic beverages?  
To lift my spirits*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	21% (240)	28% (324)	52% (602)	1166
Gender: Male	26% (153)	27% (157)	47% (278)	587
Gender: Female	15% (87)	29% (167)	56% (325)	579
Age: 21-29	33% (65)	26% (51)	41% (80)	196
Age: 30-44	23% (72)	32% (99)	45% (142)	313
Age: 45-54	20% (44)	29% (64)	51% (111)	219
Age: 55-64	19% (38)	25% (48)	56% (109)	195
Age: 65+	9% (21)	25% (62)	66% (161)	243
Generation Z: 21-22	27% (10)	16% (6)	56% (21)	37
Millennial: Age 23-38	28% (102)	30% (109)	41% (147)	357
Generation X: Age 39-54	21% (69)	30% (99)	50% (165)	333
Boomers: Age 55-73	14% (53)	24% (90)	62% (234)	378
PID: Dem (no lean)	21% (89)	26% (110)	53% (225)	423
PID: Ind (no lean)	21% (75)	24% (88)	55% (200)	363
PID: Rep (no lean)	20% (76)	33% (127)	47% (177)	379
PID/Gender: Dem Men	31% (58)	22% (41)	47% (89)	189
PID/Gender: Dem Women	13% (31)	29% (68)	58% (136)	235
PID/Gender: Ind Men	24% (45)	26% (51)	50% (96)	193
PID/Gender: Ind Women	17% (30)	22% (37)	61% (104)	171
PID/Gender: Rep Men	24% (49)	31% (65)	45% (92)	206
PID/Gender: Rep Women	15% (26)	36% (62)	49% (85)	173
Ideo: Liberal (1-3)	23% (78)	26% (87)	51% (172)	336
Ideo: Moderate (4)	21% (63)	26% (79)	53% (159)	301
Ideo: Conservative (5-7)	18% (72)	33% (130)	49% (190)	392
Educ: < College	22% (163)	29% (212)	49% (363)	738
Educ: Bachelors degree	18% (50)	31% (83)	51% (138)	271
Educ: Post-grad	17% (26)	18% (29)	65% (101)	156

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**Table SOB5\_5:** *To what extent are the following a reason why you drink alcoholic beverages?  
 To lift my spirits*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	21%	(240)	28%	(324)	52%	(602)	1166
Income: Under 50k	21%	(120)	30%	(171)	50%	(289)	580
Income: 50k-100k	22%	(87)	27%	(104)	51%	(200)	391
Income: 100k+	17%	(33)	25%	(49)	58%	(113)	195
Ethnicity: White	20%	(186)	29%	(270)	51%	(476)	932
Ethnicity: Hispanic	23%	(42)	25%	(46)	51%	(93)	180
Ethnicity: Afr. Am.	18%	(24)	28%	(36)	54%	(70)	130
Ethnicity: Other	28%	(29)	18%	(19)	54%	(56)	104
All Christian	18%	(99)	30%	(163)	52%	(287)	549
All Non-Christian	23%	(11)	28%	(14)	49%	(24)	49
Atheist	29%	(18)	24%	(15)	47%	(29)	61
Agnostic/Nothing in particular	22%	(112)	26%	(132)	52%	(263)	507
Religious Non-Protestant/Catholic	24%	(13)	28%	(15)	48%	(26)	55
Evangelical	23%	(63)	28%	(75)	49%	(131)	268
Non-Evangelical	16%	(79)	29%	(143)	55%	(277)	499
Community: Urban	22%	(62)	27%	(74)	51%	(142)	279
Community: Suburban	21%	(125)	29%	(177)	50%	(305)	606
Community: Rural	19%	(52)	26%	(73)	55%	(156)	281
Employ: Private Sector	22%	(100)	29%	(131)	49%	(225)	456
Employ: Government	21%	(15)	27%	(20)	52%	(37)	72
Employ: Self-Employed	20%	(18)	41%	(35)	39%	(34)	87
Employ: Homemaker	27%	(19)	32%	(23)	41%	(30)	72
Employ: Student	41%	(11)	19%	(5)	40%	(10)	26
Employ: Retired	10%	(27)	26%	(69)	63%	(167)	264
Employ: Unemployed	32%	(32)	21%	(21)	47%	(46)	100
Employ: Other	19%	(17)	22%	(20)	59%	(52)	89
Military HH: Yes	19%	(45)	30%	(71)	51%	(122)	238
Military HH: No	21%	(194)	27%	(253)	52%	(481)	928
RD/WT: Right Direction	21%	(97)	34%	(157)	46%	(213)	467
RD/WT: Wrong Track	20%	(143)	24%	(168)	56%	(389)	699

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**Table SOB5\_5:** *To what extent are the following a reason why you drink alcoholic beverages?  
To lift my spirits*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	21% (240)	28% (324)	52% (602)	1166
Trump Job Approve	21% (101)	31% (150)	48% (235)	487
Trump Job Disapprove	20% (129)	25% (161)	54% (346)	636
Trump Job Strongly Approve	22% (60)	30% (80)	48% (128)	268
Trump Job Somewhat Approve	19% (41)	32% (70)	49% (107)	219
Trump Job Somewhat Disapprove	23% (36)	24% (38)	52% (82)	155
Trump Job Strongly Disapprove	19% (93)	26% (123)	55% (264)	480
Favorable of Trump	20% (95)	31% (144)	49% (228)	466
Unfavorable of Trump	20% (131)	26% (170)	54% (348)	649
Very Favorable of Trump	22% (59)	30% (79)	48% (127)	265
Somewhat Favorable of Trump	18% (36)	32% (64)	50% (101)	201
Somewhat Unfavorable of Trump	24% (33)	29% (41)	47% (67)	141
Very Unfavorable of Trump	19% (98)	25% (129)	55% (281)	508
#1 Issue: Economy	22% (69)	29% (88)	49% (151)	308
#1 Issue: Security	21% (48)	31% (73)	48% (111)	232
#1 Issue: Health Care	18% (32)	28% (48)	54% (94)	174
#1 Issue: Medicare / Social Security	11% (18)	28% (44)	61% (95)	157
#1 Issue: Women's Issues	22% (20)	23% (22)	54% (50)	92
#1 Issue: Education	28% (18)	25% (16)	47% (30)	64
#1 Issue: Energy	31% (21)	21% (15)	48% (33)	68
#1 Issue: Other	19% (13)	26% (18)	55% (39)	70
2018 House Vote: Democrat	20% (96)	28% (136)	53% (257)	490
2018 House Vote: Republican	19% (72)	30% (112)	51% (193)	376
2018 House Vote: Someone else	22% (10)	15% (7)	63% (28)	45
2016 Vote: Hillary Clinton	20% (82)	26% (108)	54% (223)	412
2016 Vote: Donald Trump	19% (77)	31% (124)	50% (198)	399
2016 Vote: Other	16% (16)	25% (25)	59% (59)	100
2016 Vote: Didn't Vote	26% (65)	26% (67)	48% (123)	254
Voted in 2014: Yes	18% (145)	28% (226)	53% (427)	798
Voted in 2014: No	26% (95)	27% (98)	48% (176)	368

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**Table SOB5\_5:** *To what extent are the following a reason why you drink alcoholic beverages?  
 To lift my spirits*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	21% (240)	28% (324)	52% (602)	1166
2012 Vote: Barack Obama	19% (92)	27% (132)	54% (264)	487
2012 Vote: Mitt Romney	18% (57)	30% (93)	52% (162)	312
2012 Vote: Other	17% (6)	20% (8)	63% (24)	38
2012 Vote: Didn't Vote	26% (85)	28% (91)	46% (153)	329
4-Region: Northeast	26% (57)	24% (53)	49% (106)	216
4-Region: Midwest	20% (53)	28% (73)	51% (133)	259
4-Region: South	21% (84)	31% (126)	49% (198)	408
4-Region: West	16% (46)	25% (72)	58% (165)	283
Drinkers	21% (240)	28% (324)	52% (602)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_6:** To what extent are the following a reason why you drink alcoholic beverages?  
I like the taste of it

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	46% (539)	39% (453)	15% (174)	1166
Gender: Male	48% (283)	38% (223)	14% (82)	587
Gender: Female	44% (256)	40% (230)	16% (92)	579
Age: 21-29	40% (78)	40% (78)	21% (40)	196
Age: 30-44	44% (137)	40% (126)	16% (50)	313
Age: 45-54	45% (99)	40% (87)	15% (33)	219
Age: 55-64	49% (97)	40% (78)	11% (21)	195
Age: 65+	53% (129)	35% (85)	12% (29)	243
Generation Z: 21-22	28% (10)	44% (16)	28% (10)	37
Millennial: Age 23-38	42% (148)	40% (144)	18% (65)	357
Generation X: Age 39-54	46% (155)	39% (130)	15% (49)	333
Boomers: Age 55-73	49% (186)	39% (146)	12% (46)	378
PID: Dem (no lean)	43% (183)	41% (174)	16% (66)	423
PID: Ind (no lean)	43% (156)	42% (154)	15% (54)	363
PID: Rep (no lean)	53% (200)	33% (125)	14% (54)	379
PID/Gender: Dem Men	49% (93)	40% (75)	11% (21)	189
PID/Gender: Dem Women	39% (91)	42% (98)	19% (45)	235
PID/Gender: Ind Men	44% (84)	42% (81)	15% (28)	193
PID/Gender: Ind Women	42% (72)	43% (73)	15% (26)	171
PID/Gender: Rep Men	52% (107)	32% (67)	16% (33)	206
PID/Gender: Rep Women	54% (93)	34% (59)	12% (21)	173
Ideo: Liberal (1-3)	46% (155)	42% (140)	12% (41)	336
Ideo: Moderate (4)	42% (127)	46% (139)	12% (36)	301
Ideo: Conservative (5-7)	53% (206)	34% (132)	14% (53)	392
Educ: < College	44% (323)	39% (290)	17% (125)	738
Educ: Bachelors degree	51% (138)	37% (100)	12% (33)	271
Educ: Post-grad	49% (77)	40% (62)	11% (17)	156

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**Table SOB5\_6:** *To what extent are the following a reason why you drink alcoholic beverages?  
 I like the taste of it*

<b>Demographic</b>	<b>Yes, this is a major reason</b>	<b>Yes, this is a minor reason</b>	<b>No, this isn't a reason at all</b>	<b>Total N</b>
Adults	46% (539)	39% (453)	15% (174)	1166
Income: Under 50k	43% (252)	38% (223)	18% (105)	580
Income: 50k-100k	49% (190)	39% (152)	12% (49)	391
Income: 100k+	50% (97)	40% (77)	11% (21)	195
Ethnicity: White	46% (432)	40% (372)	14% (128)	932
Ethnicity: Hispanic	47% (85)	39% (70)	14% (25)	180
Ethnicity: Afr. Am.	44% (58)	32% (42)	23% (30)	130
Ethnicity: Other	47% (49)	38% (39)	15% (16)	104
All Christian	49% (270)	38% (210)	13% (69)	549
All Non-Christian	43% (21)	47% (23)	10% (5)	49
Atheist	47% (29)	44% (27)	9% (6)	61
Agnostic/Nothing in particular	43% (219)	38% (194)	19% (94)	507
Religious Non-Protestant/Catholic	45% (25)	41% (23)	14% (8)	55
Evangelical	48% (128)	36% (97)	16% (43)	268
Non-Evangelical	49% (245)	39% (194)	12% (60)	499
Community: Urban	47% (131)	35% (97)	18% (51)	279
Community: Suburban	46% (282)	41% (249)	13% (76)	606
Community: Rural	45% (126)	38% (108)	17% (47)	281
Employ: Private Sector	48% (218)	39% (177)	14% (62)	456
Employ: Government	40% (29)	39% (28)	21% (15)	72
Employ: Self-Employed	42% (36)	40% (35)	18% (16)	87
Employ: Homemaker	41% (29)	41% (30)	18% (13)	72
Employ: Student	57% (15)	32% (8)	11% (3)	26
Employ: Retired	51% (133)	39% (103)	10% (27)	264
Employ: Unemployed	45% (44)	37% (37)	18% (18)	100
Employ: Other	38% (34)	40% (35)	22% (20)	89
Military HH: Yes	47% (111)	41% (97)	13% (30)	238
Military HH: No	46% (428)	38% (356)	16% (144)	928
RD/WT: Right Direction	48% (226)	37% (174)	14% (67)	467
RD/WT: Wrong Track	45% (313)	40% (279)	15% (108)	699

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**Table SOB5\_6:** To what extent are the following a reason why you drink alcoholic beverages?

I like the taste of it

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	46% (539)	39% (453)	15% (174)	1166
Trump Job Approve	49% (241)	36% (178)	14% (69)	487
Trump Job Disapprove	45% (284)	41% (259)	14% (92)	636
Trump Job Strongly Approve	59% (159)	30% (81)	11% (28)	268
Trump Job Somewhat Approve	37% (82)	44% (97)	18% (40)	219
Trump Job Somewhat Disapprove	39% (60)	45% (70)	16% (25)	155
Trump Job Strongly Disapprove	47% (224)	39% (189)	14% (67)	480
Favorable of Trump	49% (230)	36% (167)	15% (69)	466
Unfavorable of Trump	44% (286)	42% (274)	14% (90)	649
Very Favorable of Trump	60% (160)	28% (75)	11% (30)	265
Somewhat Favorable of Trump	35% (71)	45% (91)	20% (39)	201
Somewhat Unfavorable of Trump	37% (52)	51% (72)	12% (18)	141
Very Unfavorable of Trump	46% (234)	40% (202)	14% (72)	508
#1 Issue: Economy	45% (139)	37% (114)	18% (55)	308
#1 Issue: Security	56% (129)	33% (76)	12% (27)	232
#1 Issue: Health Care	37% (65)	46% (80)	17% (29)	174
#1 Issue: Medicare / Social Security	46% (72)	41% (64)	13% (20)	157
#1 Issue: Women's Issues	40% (37)	45% (41)	16% (14)	92
#1 Issue: Education	49% (32)	33% (21)	18% (11)	64
#1 Issue: Energy	43% (30)	40% (28)	16% (11)	68
#1 Issue: Other	49% (35)	40% (28)	10% (7)	70
2018 House Vote: Democrat	44% (214)	42% (204)	15% (72)	490
2018 House Vote: Republican	54% (203)	35% (131)	11% (42)	376
2018 House Vote: Someone else	33% (15)	37% (17)	30% (13)	45
2016 Vote: Hillary Clinton	47% (192)	39% (160)	15% (60)	412
2016 Vote: Donald Trump	52% (209)	37% (149)	10% (41)	399
2016 Vote: Other	40% (40)	43% (43)	17% (17)	100
2016 Vote: Didn't Vote	38% (98)	40% (101)	22% (56)	254
Voted in 2014: Yes	48% (387)	39% (312)	12% (99)	798
Voted in 2014: No	41% (152)	38% (141)	20% (75)	368

Continued on next page

**Table SOB5\_6:** To what extent are the following a reason why you drink alcoholic beverages?*I like the taste of it*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	46% (539)	39% (453)	15% (174)	1166
2012 Vote: Barack Obama	46% (222)	41% (202)	13% (64)	487
2012 Vote: Mitt Romney	55% (171)	35% (109)	10% (31)	312
2012 Vote: Other	56% (21)	31% (12)	13% (5)	38
2012 Vote: Didn't Vote	38% (124)	40% (130)	23% (74)	329
4-Region: Northeast	50% (107)	37% (80)	14% (29)	216
4-Region: Midwest	44% (115)	42% (108)	14% (36)	259
4-Region: South	46% (187)	38% (156)	16% (64)	408
4-Region: West	46% (130)	38% (109)	16% (44)	283
Drinkers	46% (539)	39% (453)	15% (174)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_7:** *To what extent are the following a reason why you drink alcoholic beverages?*

*To fit in*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(48)	12%	(135)	84%	(983)	1166
Gender: Male	6%	(35)	16%	(92)	78%	(460)	587
Gender: Female	2%	(13)	7%	(42)	90%	(523)	579
Age: 21-29	9%	(17)	19%	(37)	72%	(142)	196
Age: 30-44	6%	(20)	16%	(49)	78%	(244)	313
Age: 45-54	1%	(3)	11%	(24)	88%	(192)	219
Age: 55-64	2%	(5)	7%	(13)	91%	(178)	195
Age: 65+	1%	(4)	5%	(11)	94%	(228)	243
Generation Z: 21-22	2%	(1)	23%	(9)	75%	(27)	37
Millennial: Age 23-38	8%	(30)	17%	(61)	74%	(266)	357
Generation X: Age 39-54	3%	(9)	12%	(40)	85%	(284)	333
Boomers: Age 55-73	2%	(8)	6%	(24)	92%	(346)	378
PID: Dem (no lean)	5%	(21)	13%	(55)	82%	(348)	423
PID: Ind (no lean)	2%	(8)	11%	(39)	87%	(316)	363
PID: Rep (no lean)	5%	(19)	11%	(41)	84%	(320)	379
PID/Gender: Dem Men	8%	(15)	18%	(34)	74%	(140)	189
PID/Gender: Dem Women	2%	(6)	9%	(21)	89%	(208)	235
PID/Gender: Ind Men	3%	(5)	15%	(29)	82%	(158)	193
PID/Gender: Ind Women	2%	(3)	6%	(10)	92%	(157)	171
PID/Gender: Rep Men	7%	(15)	14%	(29)	78%	(162)	206
PID/Gender: Rep Women	2%	(4)	7%	(11)	91%	(158)	173
Ideo: Liberal (1-3)	7%	(24)	10%	(34)	83%	(278)	336
Ideo: Moderate (4)	3%	(8)	11%	(35)	86%	(259)	301
Ideo: Conservative (5-7)	4%	(15)	13%	(51)	83%	(326)	392
Educ: < College	3%	(23)	11%	(82)	86%	(633)	738
Educ: Bachelors degree	5%	(13)	13%	(36)	82%	(223)	271
Educ: Post-grad	8%	(12)	11%	(17)	81%	(127)	156

Continued on next page

**Table SOB5\_7:** To what extent are the following a reason why you drink alcoholic beverages?  
 To fit in

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(48)	12%	(135)	84%	(983)	1166
Income: Under 50k	3%	(20)	13%	(74)	84%	(486)	580
Income: 50k-100k	4%	(17)	11%	(44)	84%	(329)	391
Income: 100k+	6%	(11)	8%	(17)	86%	(168)	195
Ethnicity: White	3%	(31)	12%	(109)	85%	(792)	932
Ethnicity: Hispanic	6%	(10)	9%	(16)	85%	(154)	180
Ethnicity: Afr. Am.	8%	(11)	15%	(19)	77%	(100)	130
Ethnicity: Other	7%	(7)	6%	(6)	87%	(91)	104
All Christian	4%	(19)	10%	(55)	86%	(475)	549
All Non-Christian	7%	(4)	21%	(10)	72%	(35)	49
Atheist	7%	(4)	12%	(7)	81%	(49)	61
Agnostic/Nothing in particular	4%	(21)	12%	(62)	84%	(424)	507
Religious Non-Protestant/Catholic	6%	(4)	19%	(11)	74%	(41)	55
Evangelical	6%	(17)	14%	(38)	80%	(214)	268
Non-Evangelical	3%	(14)	9%	(43)	89%	(442)	499
Community: Urban	4%	(12)	17%	(49)	78%	(218)	279
Community: Suburban	4%	(27)	10%	(60)	86%	(520)	606
Community: Rural	3%	(9)	9%	(26)	87%	(245)	281
Employ: Private Sector	3%	(16)	13%	(61)	83%	(379)	456
Employ: Government	6%	(4)	17%	(13)	77%	(56)	72
Employ: Self-Employed	7%	(6)	19%	(16)	74%	(64)	87
Employ: Homemaker	3%	(2)	6%	(5)	90%	(65)	72
Employ: Student	2%	(0)	33%	(8)	65%	(17)	26
Employ: Retired	2%	(5)	4%	(11)	94%	(247)	264
Employ: Unemployed	10%	(10)	8%	(8)	83%	(82)	100
Employ: Other	5%	(4)	14%	(12)	81%	(72)	89
Military HH: Yes	3%	(8)	11%	(27)	86%	(203)	238
Military HH: No	4%	(41)	12%	(108)	84%	(780)	928
RD/WT: Right Direction	5%	(25)	14%	(66)	81%	(376)	467
RD/WT: Wrong Track	3%	(23)	10%	(69)	87%	(607)	699

Continued on next page

**Table SOB5\_7: To what extent are the following a reason why you drink alcoholic beverages?**

To fit in

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(48)	12%	(135)	84%	(983)	1166
Trump Job Approve	4%	(18)	12%	(60)	84%	(409)	487
Trump Job Disapprove	4%	(27)	11%	(67)	85%	(542)	636
Trump Job Strongly Approve	5%	(13)	11%	(30)	84%	(225)	268
Trump Job Somewhat Approve	2%	(5)	13%	(29)	84%	(184)	219
Trump Job Somewhat Disapprove	3%	(5)	14%	(21)	83%	(129)	155
Trump Job Strongly Disapprove	5%	(22)	10%	(46)	86%	(413)	480
Favorable of Trump	3%	(16)	11%	(51)	86%	(400)	466
Unfavorable of Trump	4%	(27)	12%	(76)	84%	(547)	649
Very Favorable of Trump	5%	(12)	10%	(25)	86%	(228)	265
Somewhat Favorable of Trump	2%	(4)	13%	(26)	85%	(172)	201
Somewhat Unfavorable of Trump	4%	(5)	19%	(26)	78%	(110)	141
Very Unfavorable of Trump	4%	(22)	10%	(50)	86%	(436)	508
#1 Issue: Economy	6%	(17)	14%	(43)	80%	(247)	308
#1 Issue: Security	4%	(8)	11%	(24)	86%	(199)	232
#1 Issue: Health Care	2%	(4)	13%	(23)	84%	(147)	174
#1 Issue: Medicare / Social Security	2%	(2)	6%	(9)	93%	(145)	157
#1 Issue: Women's Issues	2%	(2)	14%	(13)	84%	(78)	92
#1 Issue: Education	7%	(5)	13%	(8)	80%	(51)	64
#1 Issue: Energy	10%	(7)	14%	(9)	76%	(52)	68
#1 Issue: Other	5%	(3)	6%	(4)	90%	(63)	70
2018 House Vote: Democrat	5%	(23)	13%	(62)	83%	(404)	490
2018 House Vote: Republican	4%	(15)	9%	(33)	87%	(328)	376
2018 House Vote: Someone else	—	(0)	10%	(5)	90%	(40)	45
2016 Vote: Hillary Clinton	5%	(21)	12%	(49)	83%	(342)	412
2016 Vote: Donald Trump	3%	(11)	10%	(40)	87%	(349)	399
2016 Vote: Other	4%	(4)	10%	(10)	86%	(86)	100
2016 Vote: Didn't Vote	5%	(13)	14%	(36)	81%	(205)	254
Voted in 2014: Yes	4%	(29)	11%	(87)	85%	(682)	798
Voted in 2014: No	5%	(19)	13%	(48)	82%	(301)	368

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**Table SOB5\_7:** To what extent are the following a reason why you drink alcoholic beverages?

To fit in

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(48)	12%	(135)	84%	(983)	1166
2012 Vote: Barack Obama	4%	(21)	11%	(53)	85%	(414)	487
2012 Vote: Mitt Romney	4%	(12)	9%	(29)	87%	(271)	312
2012 Vote: Other	—	(0)	1%	(0)	99%	(38)	38
2012 Vote: Didn't Vote	5%	(16)	16%	(53)	79%	(260)	329
4-Region: Northeast	4%	(10)	6%	(13)	90%	(194)	216
4-Region: Midwest	5%	(12)	16%	(42)	79%	(205)	259
4-Region: South	4%	(15)	13%	(55)	83%	(338)	408
4-Region: West	4%	(11)	9%	(25)	87%	(247)	283
Drinkers	4%	(48)	12%	(135)	84%	(983)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB5\_8:** *To what extent are the following a reason why you drink alcoholic beverages?  
To relax*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	49% (568)	37% (427)	15% (171)	1166
Gender: Male	53% (310)	35% (206)	12% (71)	587
Gender: Female	45% (259)	38% (220)	17% (99)	579
Age: 21-29	50% (98)	38% (74)	12% (24)	196
Age: 30-44	53% (166)	36% (112)	11% (35)	313
Age: 45-54	50% (109)	35% (77)	15% (33)	219
Age: 55-64	51% (100)	38% (74)	11% (22)	195
Age: 65+	39% (96)	37% (90)	23% (57)	243
Generation Z: 21-22	37% (14)	45% (16)	18% (7)	37
Millennial: Age 23-38	52% (188)	36% (128)	12% (42)	357
Generation X: Age 39-54	52% (172)	36% (118)	13% (43)	333
Boomers: Age 55-73	44% (167)	38% (143)	18% (68)	378
PID: Dem (no lean)	47% (197)	37% (158)	16% (68)	423
PID: Ind (no lean)	45% (164)	38% (138)	17% (61)	363
PID: Rep (no lean)	55% (207)	35% (131)	11% (41)	379
PID/Gender: Dem Men	53% (101)	35% (66)	11% (22)	189
PID/Gender: Dem Women	41% (96)	39% (91)	20% (47)	235
PID/Gender: Ind Men	49% (95)	36% (69)	15% (28)	193
PID/Gender: Ind Women	41% (70)	40% (68)	19% (33)	171
PID/Gender: Rep Men	55% (114)	34% (71)	10% (21)	206
PID/Gender: Rep Women	53% (93)	35% (61)	12% (20)	173
Ideo: Liberal (1-3)	46% (155)	39% (131)	15% (50)	336
Ideo: Moderate (4)	47% (142)	35% (104)	18% (55)	301
Ideo: Conservative (5-7)	55% (215)	36% (141)	9% (36)	392
Educ: < College	51% (376)	34% (251)	15% (112)	738
Educ: Bachelors degree	49% (134)	40% (108)	11% (29)	271
Educ: Post-grad	38% (59)	43% (67)	19% (30)	156

Continued on next page



**Table SOB5\_8:** To what extent are the following a reason why you drink alcoholic beverages?

To relax

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	49% (568)	37% (427)	15% (171)	1166
Income: Under 50k	49% (287)	34% (195)	17% (98)	580
Income: 50k-100k	50% (197)	35% (136)	15% (58)	391
Income: 100k+	43% (85)	49% (96)	8% (15)	195
Ethnicity: White	49% (457)	35% (330)	16% (145)	932
Ethnicity: Hispanic	49% (88)	34% (61)	17% (30)	180
Ethnicity: Afr. Am.	44% (57)	46% (59)	10% (13)	130
Ethnicity: Other	52% (54)	36% (37)	12% (13)	104
All Christian	50% (273)	36% (199)	14% (78)	549
All Non-Christian	39% (19)	52% (25)	9% (4)	49
Atheist	58% (35)	25% (15)	17% (10)	61
Agnostic/Nothing in particular	48% (241)	37% (187)	15% (78)	507
Religious Non-Protestant/Catholic	41% (22)	46% (25)	13% (7)	55
Evangelical	51% (136)	36% (95)	14% (37)	268
Non-Evangelical	47% (235)	38% (188)	15% (76)	499
Community: Urban	49% (136)	37% (104)	14% (38)	279
Community: Suburban	49% (295)	37% (224)	14% (87)	606
Community: Rural	49% (137)	35% (98)	16% (45)	281
Employ: Private Sector	54% (245)	34% (157)	12% (54)	456
Employ: Government	49% (35)	39% (28)	12% (9)	72
Employ: Self-Employed	41% (36)	37% (32)	22% (19)	87
Employ: Homemaker	55% (40)	33% (24)	11% (8)	72
Employ: Student	46% (12)	41% (11)	13% (3)	26
Employ: Retired	41% (108)	41% (109)	18% (47)	264
Employ: Unemployed	60% (59)	29% (28)	12% (12)	100
Employ: Other	38% (33)	42% (37)	20% (18)	89
Military HH: Yes	45% (108)	42% (100)	12% (30)	238
Military HH: No	50% (461)	35% (326)	15% (141)	928
RD/WT: Right Direction	51% (240)	37% (171)	12% (56)	467
RD/WT: Wrong Track	47% (329)	37% (256)	16% (115)	699

Continued on next page

**Table SOB5\_8:** To what extent are the following a reason why you drink alcoholic beverages?

To relax

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	49% (568)	37% (427)	15% (171)	1166
Trump Job Approve	53% (259)	35% (172)	12% (56)	487
Trump Job Disapprove	46% (293)	37% (238)	16% (104)	636
Trump Job Strongly Approve	56% (149)	33% (88)	12% (31)	268
Trump Job Somewhat Approve	50% (110)	38% (83)	12% (25)	219
Trump Job Somewhat Disapprove	50% (78)	38% (59)	12% (18)	155
Trump Job Strongly Disapprove	45% (215)	37% (179)	18% (86)	480
Favorable of Trump	53% (248)	34% (159)	13% (60)	466
Unfavorable of Trump	46% (296)	39% (254)	15% (99)	649
Very Favorable of Trump	58% (154)	31% (82)	11% (29)	265
Somewhat Favorable of Trump	47% (95)	38% (76)	15% (30)	201
Somewhat Unfavorable of Trump	53% (75)	42% (60)	5% (7)	141
Very Unfavorable of Trump	43% (221)	38% (195)	18% (92)	508
#1 Issue: Economy	52% (161)	34% (105)	13% (41)	308
#1 Issue: Security	53% (124)	36% (84)	10% (23)	232
#1 Issue: Health Care	43% (75)	45% (78)	12% (21)	174
#1 Issue: Medicare / Social Security	39% (60)	35% (56)	26% (41)	157
#1 Issue: Women's Issues	46% (43)	36% (33)	18% (16)	92
#1 Issue: Education	50% (32)	38% (25)	11% (7)	64
#1 Issue: Energy	52% (35)	35% (24)	14% (9)	68
#1 Issue: Other	53% (37)	31% (22)	16% (12)	70
2018 House Vote: Democrat	45% (222)	39% (193)	15% (75)	490
2018 House Vote: Republican	52% (195)	35% (130)	13% (51)	376
2018 House Vote: Someone else	38% (17)	40% (18)	22% (10)	45
2016 Vote: Hillary Clinton	47% (195)	37% (154)	15% (63)	412
2016 Vote: Donald Trump	51% (206)	33% (134)	15% (60)	399
2016 Vote: Other	36% (36)	55% (55)	9% (9)	100
2016 Vote: Didn't Vote	52% (132)	33% (85)	15% (38)	254
Voted in 2014: Yes	47% (373)	38% (304)	15% (121)	798
Voted in 2014: No	53% (196)	33% (122)	14% (50)	368

Continued on next page

**Table SOB5\_8:** To what extent are the following a reason why you drink alcoholic beverages?

To relax

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	49% (568)	37% (427)	15% (171)	1166
2012 Vote: Barack Obama	48% (233)	38% (183)	15% (71)	487
2012 Vote: Mitt Romney	49% (151)	37% (115)	15% (45)	312
2012 Vote: Other	45% (17)	30% (12)	25% (9)	38
2012 Vote: Didn't Vote	51% (167)	35% (116)	14% (45)	329
4-Region: Northeast	50% (108)	37% (79)	14% (29)	216
4-Region: Midwest	45% (117)	38% (99)	17% (43)	259
4-Region: South	55% (224)	34% (140)	11% (45)	408
4-Region: West	42% (120)	39% (109)	19% (54)	283
Drinkers	49% (568)	37% (427)	15% (171)	1166
Non-drinkers	— (0)	— (0)	— (0)	0
Never drinkers	— (0)	— (0)	— (0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB6:** *Would you say you are drinking more or less than you were one year ago?*

Demographic	More than one year ago		Less than one year ago		About the same as one year ago		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(138)	31%	(363)	56%	(650)	1%	(15)	1166
Gender: Male	12%	(72)	32%	(189)	54%	(320)	1%	(7)	587
Gender: Female	11%	(66)	30%	(175)	57%	(330)	2%	(9)	579
Age: 21-29	25%	(49)	37%	(73)	36%	(70)	2%	(4)	196
Age: 30-44	16%	(50)	30%	(95)	52%	(162)	2%	(6)	313
Age: 45-54	7%	(15)	31%	(68)	61%	(133)	1%	(2)	219
Age: 55-64	7%	(13)	30%	(58)	63%	(123)	1%	(1)	195
Age: 65+	4%	(11)	28%	(68)	67%	(162)	1%	(2)	243
Generation Z: 21-22	38%	(14)	35%	(13)	25%	(9)	2%	(1)	37
Millennial: Age 23-38	21%	(75)	32%	(114)	45%	(160)	2%	(8)	357
Generation X: Age 39-54	8%	(25)	33%	(110)	58%	(195)	1%	(3)	333
Boomers: Age 55-73	6%	(22)	27%	(102)	66%	(251)	1%	(3)	378
PID: Dem (no lean)	13%	(54)	29%	(122)	58%	(243)	1%	(4)	423
PID: Ind (no lean)	10%	(38)	36%	(132)	51%	(186)	2%	(7)	363
PID: Rep (no lean)	12%	(47)	29%	(109)	58%	(220)	1%	(4)	379
PID/Gender: Dem Men	11%	(20)	27%	(51)	62%	(117)	—	(1)	189
PID/Gender: Dem Women	14%	(34)	30%	(71)	54%	(127)	1%	(3)	235
PID/Gender: Ind Men	11%	(22)	37%	(70)	50%	(96)	2%	(5)	193
PID/Gender: Ind Women	9%	(16)	36%	(62)	53%	(90)	2%	(3)	171
PID/Gender: Rep Men	15%	(31)	32%	(67)	52%	(107)	1%	(1)	206
PID/Gender: Rep Women	9%	(16)	24%	(42)	65%	(113)	2%	(3)	173
Ideo: Liberal (1-3)	11%	(37)	32%	(108)	55%	(183)	2%	(7)	336
Ideo: Moderate (4)	10%	(31)	31%	(92)	58%	(175)	1%	(2)	301
Ideo: Conservative (5-7)	12%	(46)	28%	(110)	60%	(233)	—	(2)	392
Educ: < College	14%	(101)	32%	(235)	53%	(390)	2%	(13)	738
Educ: Bachelors degree	9%	(24)	29%	(78)	61%	(167)	1%	(2)	271
Educ: Post-grad	8%	(13)	32%	(50)	59%	(93)	—	(1)	156
Income: Under 50k	13%	(76)	31%	(179)	54%	(314)	2%	(11)	580
Income: 50k-100k	13%	(49)	32%	(123)	55%	(216)	1%	(3)	391
Income: 100k+	7%	(13)	31%	(61)	61%	(119)	1%	(2)	195

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**Table SOB6:** *Would you say you are drinking more or less than you were one year ago?*

<b>Demographic</b>	<b>More than one year ago</b>		<b>Less than one year ago</b>		<b>About the same as one year ago</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	12%	(138)	31%	(363)	56%	(650)	1%	(15)	1166
Ethnicity: White	11%	(99)	31%	(293)	57%	(531)	1%	(9)	932
Ethnicity: Hispanic	14%	(25)	37%	(66)	46%	(83)	3%	(6)	180
Ethnicity: Afr. Am.	18%	(23)	31%	(40)	48%	(63)	3%	(4)	130
Ethnicity: Other	15%	(16)	30%	(31)	53%	(56)	2%	(2)	104
All Christian	11%	(59)	28%	(151)	60%	(332)	1%	(7)	549
All Non-Christian	11%	(5)	29%	(14)	59%	(29)	1%	(1)	49
Atheist	5%	(3)	37%	(22)	58%	(35)	—	(0)	61
Agnostic/Nothing in particular	14%	(70)	35%	(175)	50%	(254)	2%	(8)	507
Religious Non-Protestant/Catholic	10%	(5)	31%	(17)	54%	(29)	6%	(3)	55
Evangelical	14%	(37)	33%	(89)	52%	(140)	1%	(3)	268
Non-Evangelical	12%	(59)	28%	(140)	59%	(293)	1%	(7)	499
Community: Urban	14%	(40)	35%	(97)	49%	(136)	2%	(5)	279
Community: Suburban	11%	(67)	27%	(165)	61%	(368)	1%	(6)	606
Community: Rural	11%	(31)	36%	(101)	52%	(145)	1%	(4)	281
Employ: Private Sector	13%	(57)	32%	(145)	55%	(249)	1%	(5)	456
Employ: Government	16%	(11)	31%	(22)	52%	(38)	1%	(1)	72
Employ: Self-Employed	11%	(10)	29%	(25)	55%	(48)	5%	(4)	87
Employ: Homemaker	13%	(9)	26%	(19)	62%	(44)	—	(0)	72
Employ: Student	32%	(8)	22%	(6)	46%	(12)	—	(0)	26
Employ: Retired	5%	(13)	28%	(74)	66%	(174)	1%	(3)	264
Employ: Unemployed	13%	(13)	45%	(45)	40%	(40)	2%	(2)	100
Employ: Other	18%	(16)	30%	(27)	50%	(45)	1%	(1)	89
Military HH: Yes	13%	(32)	30%	(70)	56%	(133)	1%	(3)	238
Military HH: No	11%	(106)	32%	(293)	56%	(517)	1%	(13)	928
RD/WT: Right Direction	10%	(46)	31%	(143)	58%	(272)	1%	(6)	467
RD/WT: Wrong Track	13%	(92)	32%	(220)	54%	(377)	1%	(9)	699
Trump Job Approve	11%	(52)	30%	(148)	58%	(283)	1%	(4)	487
Trump Job Disapprove	12%	(74)	32%	(205)	55%	(349)	1%	(8)	636

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**Table SOB6:** *Would you say you are drinking more or less than you were one year ago?*

Demographic	More than one year ago		Less than one year ago		About the same as one year ago		Don't know / No opinion		Total N
Adults	12%	(138)	31%	(363)	56%	(650)	1%	(15)	1166
Trump Job Strongly Approve	10%	(27)	28%	(74)	62%	(166)	—	(1)	268
Trump Job Somewhat Approve	12%	(25)	34%	(73)	53%	(117)	1%	(3)	219
Trump Job Somewhat Disapprove	13%	(21)	29%	(45)	58%	(89)	—	(0)	155
Trump Job Strongly Disapprove	11%	(53)	33%	(159)	54%	(259)	2%	(8)	480
Favorable of Trump	10%	(49)	30%	(140)	58%	(273)	1%	(5)	466
Unfavorable of Trump	12%	(79)	32%	(211)	54%	(353)	1%	(7)	649
Very Favorable of Trump	9%	(24)	29%	(77)	62%	(163)	—	(1)	265
Somewhat Favorable of Trump	12%	(24)	31%	(63)	54%	(110)	2%	(4)	201
Somewhat Unfavorable of Trump	14%	(19)	29%	(41)	57%	(81)	—	(1)	141
Very Unfavorable of Trump	12%	(60)	33%	(170)	54%	(272)	1%	(6)	508
#1 Issue: Economy	13%	(40)	27%	(84)	58%	(178)	2%	(5)	308
#1 Issue: Security	12%	(28)	30%	(68)	58%	(136)	—	(0)	232
#1 Issue: Health Care	10%	(17)	27%	(47)	62%	(107)	2%	(3)	174
#1 Issue: Medicare / Social Security	6%	(10)	26%	(41)	68%	(106)	—	(0)	157
#1 Issue: Women's Issues	18%	(16)	36%	(33)	44%	(41)	2%	(2)	92
#1 Issue: Education	11%	(7)	41%	(26)	44%	(28)	4%	(3)	64
#1 Issue: Energy	14%	(9)	43%	(30)	39%	(27)	4%	(3)	68
#1 Issue: Other	14%	(10)	48%	(34)	38%	(26)	1%	(0)	70
2018 House Vote: Democrat	11%	(53)	31%	(153)	57%	(279)	1%	(5)	490
2018 House Vote: Republican	11%	(43)	28%	(105)	60%	(226)	1%	(3)	376
2018 House Vote: Someone else	7%	(3)	25%	(11)	67%	(30)	1%	(1)	45
2016 Vote: Hillary Clinton	11%	(44)	29%	(120)	59%	(242)	2%	(7)	412
2016 Vote: Donald Trump	10%	(41)	30%	(119)	59%	(234)	1%	(4)	399
2016 Vote: Other	10%	(10)	26%	(26)	63%	(63)	1%	(1)	100
2016 Vote: Didn't Vote	17%	(43)	39%	(98)	43%	(110)	1%	(3)	254
Voted in 2014: Yes	10%	(79)	30%	(242)	59%	(470)	1%	(8)	798
Voted in 2014: No	16%	(59)	33%	(122)	49%	(180)	2%	(7)	368
2012 Vote: Barack Obama	9%	(46)	31%	(154)	58%	(283)	1%	(5)	487
2012 Vote: Mitt Romney	8%	(26)	29%	(91)	62%	(193)	1%	(3)	312
2012 Vote: Other	4%	(1)	36%	(14)	60%	(23)	—	(0)	38
2012 Vote: Didn't Vote	20%	(65)	32%	(105)	46%	(151)	2%	(8)	329

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**Table SOB6:** *Would you say you are drinking more or less than you were one year ago?*

<b>Demographic</b>	<b>More than one year ago</b>		<b>Less than one year ago</b>		<b>About the same as one year ago</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	12%	(138)	31%	(363)	56%	(650)	1%	(15)	1166
4-Region: Northeast	12%	(27)	29%	(63)	57%	(123)	2%	(4)	216
4-Region: Midwest	12%	(32)	27%	(70)	59%	(152)	2%	(5)	259
4-Region: South	12%	(48)	33%	(134)	54%	(221)	1%	(5)	408
4-Region: West	11%	(32)	34%	(96)	54%	(154)	—	(1)	283
Drinkers	12%	(138)	31%	(363)	56%	(650)	1%	(15)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB7:** *And would you say you are drinking more or less than you were five years ago?*

Demographic	More than five years ago		Less than five years ago		About the same as five years ago		Don't know / No opinion		Total N
Adults	18%	(212)	40%	(471)	38%	(443)	3%	(39)	1166
Gender: Male	18%	(104)	43%	(251)	36%	(213)	3%	(19)	587
Gender: Female	19%	(108)	38%	(220)	40%	(230)	4%	(21)	579
Age: 21-29	41%	(81)	37%	(73)	16%	(31)	5%	(10)	196
Age: 30-44	19%	(61)	44%	(138)	34%	(108)	2%	(6)	313
Age: 45-54	13%	(28)	41%	(90)	44%	(96)	2%	(4)	219
Age: 55-64	12%	(22)	37%	(73)	49%	(95)	2%	(5)	195
Age: 65+	8%	(19)	39%	(96)	46%	(113)	6%	(15)	243
Generation Z: 21-22	51%	(19)	28%	(10)	9%	(3)	12%	(4)	37
Millennial: Age 23-38	29%	(105)	44%	(157)	24%	(86)	3%	(9)	357
Generation X: Age 39-54	14%	(47)	40%	(135)	44%	(146)	2%	(6)	333
Boomers: Age 55-73	10%	(39)	37%	(141)	49%	(184)	4%	(14)	378
PID: Dem (no lean)	19%	(82)	39%	(166)	38%	(161)	3%	(13)	423
PID: Ind (no lean)	19%	(69)	41%	(150)	36%	(130)	4%	(14)	363
PID: Rep (no lean)	16%	(61)	41%	(155)	40%	(152)	3%	(12)	379
PID/Gender: Dem Men	19%	(36)	38%	(72)	40%	(75)	3%	(6)	189
PID/Gender: Dem Women	20%	(46)	40%	(95)	37%	(86)	3%	(8)	235
PID/Gender: Ind Men	20%	(39)	42%	(81)	33%	(64)	4%	(8)	193
PID/Gender: Ind Women	18%	(30)	40%	(69)	38%	(65)	4%	(6)	171
PID/Gender: Rep Men	14%	(29)	48%	(99)	36%	(74)	2%	(5)	206
PID/Gender: Rep Women	18%	(31)	32%	(56)	46%	(79)	4%	(7)	173
Ideo: Liberal (1-3)	21%	(70)	44%	(149)	32%	(107)	3%	(11)	336
Ideo: Moderate (4)	15%	(44)	38%	(115)	45%	(135)	2%	(6)	301
Ideo: Conservative (5-7)	17%	(68)	39%	(155)	41%	(161)	2%	(8)	392
Educ: < College	19%	(139)	40%	(295)	37%	(270)	5%	(35)	738
Educ: Bachelors degree	18%	(49)	40%	(109)	41%	(111)	1%	(2)	271
Educ: Post-grad	16%	(24)	43%	(67)	40%	(63)	2%	(3)	156
Income: Under 50k	18%	(103)	41%	(239)	37%	(213)	4%	(25)	580
Income: 50k-100k	19%	(73)	39%	(154)	39%	(154)	2%	(9)	391
Income: 100k+	18%	(36)	40%	(77)	39%	(77)	3%	(6)	195

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**Table SOB7:** *And would you say you are drinking more or less than you were five years ago?*

<b>Demographic</b>	<b>More than five years ago</b>		<b>Less than five years ago</b>		<b>About the same as five years ago</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	18%	(212)	40%	(471)	38%	(443)	3%	(39)	1166
Ethnicity: White	18%	(170)	39%	(364)	40%	(372)	3%	(26)	932
Ethnicity: Hispanic	27%	(49)	38%	(69)	31%	(55)	4%	(7)	180
Ethnicity: Afr. Am.	17%	(22)	50%	(65)	27%	(35)	6%	(8)	130
Ethnicity: Other	19%	(20)	41%	(43)	35%	(36)	5%	(6)	104
All Christian	17%	(91)	38%	(210)	42%	(232)	3%	(17)	549
All Non-Christian	11%	(5)	40%	(20)	49%	(24)	—	(0)	49
Atheist	19%	(12)	46%	(28)	31%	(19)	4%	(2)	61
Agnostic/Nothing in particular	21%	(105)	42%	(214)	33%	(169)	4%	(20)	507
Religious Non-Protestant/Catholic	9%	(5)	41%	(22)	45%	(25)	5%	(3)	55
Evangelical	19%	(51)	40%	(108)	37%	(98)	4%	(11)	268
Non-Evangelical	18%	(92)	38%	(191)	41%	(205)	2%	(11)	499
Community: Urban	20%	(54)	44%	(124)	31%	(87)	5%	(14)	279
Community: Suburban	19%	(116)	36%	(221)	42%	(253)	3%	(16)	606
Community: Rural	15%	(42)	45%	(126)	37%	(103)	3%	(9)	281
Employ: Private Sector	19%	(88)	40%	(185)	39%	(177)	1%	(7)	456
Employ: Government	29%	(21)	39%	(28)	29%	(21)	4%	(3)	72
Employ: Self-Employed	17%	(15)	45%	(40)	32%	(28)	6%	(5)	87
Employ: Homemaker	15%	(11)	36%	(26)	44%	(32)	4%	(3)	72
Employ: Student	48%	(12)	16%	(4)	13%	(3)	22%	(6)	26
Employ: Retired	8%	(21)	41%	(108)	48%	(128)	3%	(8)	264
Employ: Unemployed	22%	(22)	50%	(50)	23%	(23)	5%	(5)	100
Employ: Other	25%	(22)	35%	(31)	36%	(32)	5%	(4)	89
Military HH: Yes	17%	(41)	39%	(92)	42%	(99)	2%	(5)	238
Military HH: No	18%	(171)	41%	(378)	37%	(344)	4%	(35)	928
RD/WT: Right Direction	18%	(82)	39%	(182)	40%	(189)	3%	(13)	467
RD/WT: Wrong Track	19%	(130)	41%	(289)	36%	(255)	4%	(26)	699
Trump Job Approve	16%	(77)	39%	(190)	43%	(208)	2%	(11)	487
Trump Job Disapprove	19%	(118)	42%	(270)	36%	(227)	3%	(21)	636

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**Table SOB7: And would you say you are drinking more or less than you were five years ago?**

Demographic	More than five years ago		Less than five years ago		About the same as five years ago		Don't know / No opinion		Total N
Adults	18%	(212)	40%	(471)	38%	(443)	3%	(39)	1166
Trump Job Strongly Approve	14%	(37)	40%	(107)	44%	(118)	2%	(5)	268
Trump Job Somewhat Approve	18%	(40)	38%	(83)	41%	(90)	3%	(6)	219
Trump Job Somewhat Disapprove	21%	(32)	45%	(69)	33%	(51)	2%	(3)	155
Trump Job Strongly Disapprove	18%	(86)	42%	(201)	37%	(176)	4%	(18)	480
Favorable of Trump	16%	(75)	39%	(181)	43%	(200)	2%	(11)	466
Unfavorable of Trump	19%	(123)	42%	(275)	36%	(236)	2%	(16)	649
Very Favorable of Trump	13%	(33)	41%	(108)	44%	(117)	3%	(7)	265
Somewhat Favorable of Trump	21%	(42)	36%	(73)	41%	(83)	2%	(4)	201
Somewhat Unfavorable of Trump	21%	(30)	40%	(57)	38%	(54)	1%	(1)	141
Very Unfavorable of Trump	18%	(94)	43%	(218)	36%	(182)	3%	(14)	508
#1 Issue: Economy	22%	(67)	38%	(118)	36%	(112)	4%	(11)	308
#1 Issue: Security	16%	(36)	36%	(84)	46%	(106)	2%	(5)	232
#1 Issue: Health Care	19%	(33)	45%	(78)	35%	(61)	1%	(2)	174
#1 Issue: Medicare / Social Security	7%	(11)	33%	(52)	55%	(87)	4%	(7)	157
#1 Issue: Women's Issues	24%	(22)	39%	(36)	33%	(30)	4%	(4)	92
#1 Issue: Education	29%	(18)	41%	(26)	28%	(18)	3%	(2)	64
#1 Issue: Energy	19%	(13)	53%	(36)	20%	(14)	7%	(5)	68
#1 Issue: Other	16%	(11)	58%	(41)	20%	(14)	6%	(4)	70
2018 House Vote: Democrat	17%	(82)	43%	(208)	38%	(184)	3%	(16)	490
2018 House Vote: Republican	15%	(58)	38%	(142)	45%	(168)	2%	(9)	376
2018 House Vote: Someone else	16%	(7)	29%	(13)	45%	(20)	11%	(5)	45
2016 Vote: Hillary Clinton	18%	(74)	40%	(167)	39%	(161)	3%	(11)	412
2016 Vote: Donald Trump	13%	(53)	38%	(154)	45%	(181)	3%	(11)	399
2016 Vote: Other	22%	(22)	41%	(41)	33%	(33)	4%	(4)	100
2016 Vote: Didn't Vote	25%	(62)	43%	(110)	27%	(69)	5%	(13)	254
Voted in 2014: Yes	15%	(122)	41%	(325)	42%	(334)	2%	(16)	798
Voted in 2014: No	24%	(90)	40%	(146)	30%	(109)	6%	(23)	368
2012 Vote: Barack Obama	15%	(75)	44%	(214)	38%	(187)	2%	(11)	487
2012 Vote: Mitt Romney	13%	(40)	37%	(115)	49%	(152)	1%	(4)	312
2012 Vote: Other	16%	(6)	43%	(16)	38%	(14)	4%	(1)	38
2012 Vote: Didn't Vote	28%	(91)	38%	(125)	27%	(90)	7%	(23)	329

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**Table SOB7:** *And would you say you are drinking more or less than you were five years ago?*

Demographic	More than five years ago		Less than five years ago		About the same as five years ago		Don't know / No opinion		Total N
Adults	18%	(212)	40%	(471)	38%	(443)	3%	(39)	1166
4-Region: Northeast	20%	(43)	40%	(87)	34%	(73)	6%	(13)	216
4-Region: Midwest	19%	(49)	37%	(95)	40%	(103)	4%	(12)	259
4-Region: South	20%	(83)	41%	(169)	36%	(147)	2%	(9)	408
4-Region: West	13%	(37)	42%	(120)	43%	(120)	2%	(5)	283
Drinkers	18%	(212)	40%	(471)	38%	(443)	3%	(39)	1166
Non-drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_1:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to save money / It got too expensive*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	25%	(116)	30%	(143)	45%	(213)	471
Gender: Male	28%	(71)	31%	(78)	41%	(102)	251
Gender: Female	20%	(45)	29%	(65)	50%	(110)	220
Age: 21-29	31%	(23)	37%	(27)	31%	(23)	73
Age: 30-44	29%	(40)	32%	(45)	39%	(53)	138
Age: 45-54	29%	(26)	22%	(20)	49%	(44)	90
Age: 55-64	10%	(7)	27%	(20)	63%	(46)	73
Age: 65+	20%	(19)	32%	(31)	48%	(46)	96
Generation Z: 21-22	44%	(4)	21%	(2)	35%	(4)	10
Millennial: Age 23-38	28%	(44)	34%	(54)	38%	(59)	157
Generation X: Age 39-54	30%	(41)	27%	(36)	43%	(58)	135
Boomers: Age 55-73	14%	(20)	31%	(44)	54%	(76)	141
PID: Dem (no lean)	18%	(30)	31%	(52)	51%	(85)	166
PID: Ind (no lean)	28%	(41)	26%	(40)	46%	(69)	150
PID: Rep (no lean)	29%	(45)	33%	(51)	38%	(59)	155
PID/Gender: Dem Men	15%	(11)	31%	(22)	54%	(39)	72
PID/Gender: Dem Women	20%	(19)	31%	(30)	49%	(46)	95
PID/Gender: Ind Men	32%	(26)	28%	(22)	40%	(33)	81
PID/Gender: Ind Women	22%	(15)	25%	(17)	52%	(36)	69
PID/Gender: Rep Men	35%	(34)	34%	(34)	31%	(31)	99
PID/Gender: Rep Women	19%	(11)	31%	(18)	50%	(28)	56
Ideo: Liberal (1-3)	24%	(35)	32%	(47)	45%	(66)	149
Ideo: Moderate (4)	26%	(30)	31%	(36)	43%	(50)	115
Ideo: Conservative (5-7)	27%	(42)	31%	(48)	42%	(64)	155
Educ: < College	24%	(71)	32%	(95)	44%	(129)	295
Educ: Bachelors degree	31%	(33)	25%	(28)	44%	(49)	109
Educ: Post-grad	16%	(11)	31%	(20)	53%	(35)	67

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**Table SOB8\_1:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to save money / It got too expensive

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	25%	(116)	30%	(143)	45%	(213)	471
Income: Under 50k	28%	(66)	31%	(74)	41%	(99)	239
Income: 50k-100k	24%	(37)	31%	(48)	45%	(70)	154
Income: 100k+	17%	(13)	27%	(21)	56%	(44)	77
Ethnicity: White	23%	(82)	31%	(114)	46%	(168)	364
Ethnicity: Hispanic	45%	(31)	24%	(17)	31%	(21)	69
Ethnicity: Afr. Am.	29%	(19)	31%	(20)	40%	(26)	65
Ethnicity: Other	36%	(15)	20%	(9)	44%	(19)	43
All Christian	28%	(58)	28%	(60)	44%	(92)	210
All Non-Christian	5%	(1)	38%	(7)	57%	(11)	20
Atheist	32%	(9)	24%	(7)	43%	(12)	28
Agnostic/Nothing in particular	22%	(48)	32%	(69)	46%	(97)	214
Religious Non-Protestant/Catholic	9%	(2)	42%	(9)	50%	(11)	22
Evangelical	24%	(26)	32%	(35)	43%	(47)	108
Non-Evangelical	30%	(58)	25%	(47)	45%	(86)	191
Community: Urban	26%	(32)	28%	(34)	47%	(58)	124
Community: Suburban	21%	(46)	32%	(70)	47%	(105)	221
Community: Rural	30%	(38)	30%	(38)	40%	(50)	126
Employ: Private Sector	22%	(41)	33%	(61)	44%	(82)	185
Employ: Government	19%	(5)	13%	(4)	69%	(19)	28
Employ: Self-Employed	25%	(10)	25%	(10)	50%	(20)	40
Employ: Homemaker	35%	(9)	22%	(6)	44%	(11)	26
Employ: Student	52%	(2)	26%	(1)	22%	(1)	4
Employ: Retired	22%	(23)	32%	(34)	47%	(50)	108
Employ: Unemployed	33%	(17)	37%	(19)	30%	(15)	50
Employ: Other	27%	(8)	27%	(8)	46%	(14)	31
Military HH: Yes	17%	(16)	30%	(28)	53%	(49)	92
Military HH: No	26%	(100)	30%	(115)	43%	(164)	378
RD/WT: Right Direction	26%	(46)	35%	(63)	40%	(73)	182
RD/WT: Wrong Track	24%	(69)	28%	(80)	48%	(140)	289

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**Table SOB8\_1:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to save money / It got too expensive*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	25%	(116)	30%	(143)	45%	(213)	471
Trump Job Approve	25%	(48)	32%	(60)	43%	(82)	190
Trump Job Disapprove	24%	(66)	30%	(81)	46%	(123)	270
Trump Job Strongly Approve	23%	(25)	34%	(36)	43%	(46)	107
Trump Job Somewhat Approve	28%	(23)	29%	(24)	43%	(36)	83
Trump Job Somewhat Disapprove	23%	(16)	35%	(24)	42%	(29)	69
Trump Job Strongly Disapprove	25%	(50)	28%	(57)	47%	(94)	201
Favorable of Trump	24%	(44)	30%	(54)	46%	(82)	181
Unfavorable of Trump	26%	(70)	30%	(84)	44%	(121)	275
Very Favorable of Trump	25%	(27)	31%	(34)	44%	(48)	108
Somewhat Favorable of Trump	24%	(17)	28%	(21)	48%	(35)	73
Somewhat Unfavorable of Trump	28%	(16)	42%	(24)	30%	(17)	57
Very Unfavorable of Trump	25%	(54)	27%	(60)	48%	(104)	218
#1 Issue: Economy	20%	(24)	30%	(36)	49%	(58)	118
#1 Issue: Security	29%	(25)	26%	(22)	45%	(38)	84
#1 Issue: Health Care	24%	(19)	33%	(26)	42%	(33)	78
#1 Issue: Medicare / Social Security	20%	(10)	26%	(13)	54%	(28)	52
#1 Issue: Women's Issues	15%	(5)	30%	(11)	55%	(20)	36
#1 Issue: Education	33%	(9)	34%	(9)	33%	(9)	26
#1 Issue: Energy	31%	(11)	42%	(15)	27%	(10)	36
#1 Issue: Other	30%	(12)	28%	(11)	42%	(17)	41
2018 House Vote: Democrat	23%	(48)	28%	(58)	49%	(102)	208
2018 House Vote: Republican	26%	(37)	30%	(42)	44%	(63)	142
2018 House Vote: Someone else	34%	(4)	6%	(1)	61%	(8)	13
2016 Vote: Hillary Clinton	23%	(39)	30%	(51)	46%	(77)	167
2016 Vote: Donald Trump	25%	(38)	30%	(46)	45%	(69)	154
2016 Vote: Other	27%	(11)	15%	(6)	58%	(23)	41
2016 Vote: Didn't Vote	25%	(27)	36%	(39)	39%	(43)	110
Voted in 2014: Yes	24%	(79)	28%	(90)	48%	(156)	325
Voted in 2014: No	25%	(37)	36%	(52)	39%	(57)	146

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**Table SOB8\_1:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to save money / It got too expensive

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	25%	(116)	30%	(143)	45%	(213)	471
2012 Vote: Barack Obama	27%	(58)	28%	(60)	45%	(96)	214
2012 Vote: Mitt Romney	22%	(25)	27%	(31)	51%	(59)	115
2012 Vote: Other	25%	(4)	38%	(6)	37%	(6)	16
2012 Vote: Didn't Vote	23%	(29)	36%	(45)	41%	(51)	125
4-Region: Northeast	33%	(28)	25%	(22)	42%	(37)	87
4-Region: Midwest	19%	(18)	38%	(36)	43%	(41)	95
4-Region: South	22%	(37)	30%	(50)	48%	(81)	169
4-Region: West	27%	(32)	29%	(34)	44%	(53)	120
Drinkers	25%	(116)	30%	(143)	45%	(213)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_2:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to live a healthier lifestyle*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	33%	(154)	34%	(161)	33%	(156)	471
Gender: Male	34%	(87)	32%	(80)	34%	(85)	251
Gender: Female	31%	(68)	37%	(81)	32%	(71)	220
Age: 21-29	35%	(26)	31%	(23)	34%	(25)	73
Age: 30-44	34%	(47)	36%	(50)	30%	(42)	138
Age: 45-54	28%	(26)	38%	(34)	34%	(30)	90
Age: 55-64	30%	(22)	35%	(26)	35%	(25)	73
Age: 65+	36%	(34)	29%	(28)	35%	(34)	96
Generation Z: 21-22	39%	(4)	25%	(3)	35%	(4)	10
Millennial: Age 23-38	33%	(52)	36%	(56)	31%	(49)	157
Generation X: Age 39-54	32%	(43)	35%	(48)	33%	(44)	135
Boomers: Age 55-73	34%	(48)	34%	(47)	32%	(45)	141
PID: Dem (no lean)	37%	(61)	34%	(56)	30%	(49)	166
PID: Ind (no lean)	28%	(42)	35%	(53)	37%	(55)	150
PID: Rep (no lean)	33%	(51)	34%	(52)	33%	(51)	155
PID/Gender: Dem Men	36%	(26)	29%	(21)	35%	(25)	72
PID/Gender: Dem Women	37%	(35)	37%	(35)	26%	(24)	95
PID/Gender: Ind Men	32%	(26)	36%	(29)	32%	(26)	81
PID/Gender: Ind Women	23%	(16)	35%	(24)	42%	(29)	69
PID/Gender: Rep Men	36%	(35)	30%	(30)	34%	(34)	99
PID/Gender: Rep Women	29%	(16)	40%	(22)	31%	(17)	56
Ideo: Liberal (1-3)	36%	(54)	35%	(52)	28%	(42)	149
Ideo: Moderate (4)	30%	(35)	39%	(45)	31%	(36)	115
Ideo: Conservative (5-7)	36%	(55)	33%	(51)	32%	(49)	155
Educ: < College	31%	(91)	32%	(95)	37%	(109)	295
Educ: Bachelors degree	38%	(41)	36%	(39)	27%	(29)	109
Educ: Post-grad	34%	(22)	41%	(27)	26%	(17)	67

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**Table SOB8\_2:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to live a healthier lifestyle*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	33%	(154)	34%	(161)	33%	(156)	471
Income: Under 50k	32%	(76)	31%	(74)	37%	(90)	239
Income: 50k-100k	33%	(51)	37%	(58)	30%	(46)	154
Income: 100k+	36%	(28)	38%	(29)	26%	(20)	77
Ethnicity: White	31%	(114)	34%	(124)	34%	(125)	364
Ethnicity: Hispanic	44%	(30)	29%	(20)	26%	(18)	69
Ethnicity: Afr. Am.	34%	(22)	35%	(22)	31%	(20)	65
Ethnicity: Other	43%	(18)	33%	(14)	23%	(10)	43
All Christian	38%	(81)	32%	(66)	30%	(63)	210
All Non-Christian	27%	(5)	45%	(9)	29%	(6)	20
Atheist	27%	(8)	22%	(6)	51%	(14)	28
Agnostic/Nothing in particular	29%	(61)	37%	(80)	34%	(73)	214
Religious Non-Protestant/Catholic	32%	(7)	39%	(9)	29%	(7)	22
Evangelical	35%	(38)	35%	(37)	30%	(32)	108
Non-Evangelical	37%	(70)	34%	(66)	29%	(55)	191
Community: Urban	30%	(37)	33%	(41)	38%	(47)	124
Community: Suburban	33%	(73)	36%	(79)	31%	(69)	221
Community: Rural	35%	(45)	33%	(41)	32%	(40)	126
Employ: Private Sector	28%	(51)	39%	(71)	34%	(62)	185
Employ: Government	39%	(11)	32%	(9)	29%	(8)	28
Employ: Self-Employed	22%	(9)	39%	(15)	39%	(15)	40
Employ: Homemaker	27%	(7)	35%	(9)	38%	(10)	26
Employ: Student	39%	(2)	47%	(2)	14%	(1)	4
Employ: Retired	41%	(45)	29%	(31)	30%	(32)	108
Employ: Unemployed	40%	(20)	24%	(12)	36%	(18)	50
Employ: Other	32%	(10)	37%	(12)	30%	(9)	31
Military HH: Yes	34%	(31)	37%	(34)	30%	(27)	92
Military HH: No	33%	(123)	34%	(127)	34%	(128)	378
RD/WT: Right Direction	33%	(61)	35%	(63)	32%	(59)	182
RD/WT: Wrong Track	33%	(94)	34%	(98)	34%	(97)	289

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**Table SOB8\_2:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to live a healthier lifestyle*

Demographic	Yes, this is a major reason	Yes, this is a minor reason	No, this isn't a reason at all	Total N
Adults	33% (154)	34% (161)	33% (156)	471
Trump Job Approve	33% (62)	31% (60)	36% (68)	190
Trump Job Disapprove	33% (88)	36% (98)	31% (84)	270
Trump Job Strongly Approve	33% (36)	35% (37)	32% (35)	107
Trump Job Somewhat Approve	32% (27)	27% (23)	41% (34)	83
Trump Job Somewhat Disapprove	35% (24)	35% (24)	30% (21)	69
Trump Job Strongly Disapprove	32% (64)	37% (74)	31% (63)	201
Favorable of Trump	33% (60)	31% (56)	36% (65)	181
Unfavorable of Trump	32% (89)	37% (101)	31% (85)	275
Very Favorable of Trump	35% (38)	32% (35)	33% (36)	108
Somewhat Favorable of Trump	31% (22)	30% (22)	40% (29)	73
Somewhat Unfavorable of Trump	31% (18)	36% (20)	33% (19)	57
Very Unfavorable of Trump	33% (72)	37% (80)	30% (66)	218
#1 Issue: Economy	36% (42)	34% (40)	30% (36)	118
#1 Issue: Security	34% (29)	28% (23)	38% (32)	84
#1 Issue: Health Care	34% (26)	35% (28)	31% (24)	78
#1 Issue: Medicare / Social Security	23% (12)	37% (19)	40% (21)	52
#1 Issue: Women's Issues	31% (11)	39% (14)	30% (11)	36
#1 Issue: Education	40% (10)	47% (12)	13% (3)	26
#1 Issue: Energy	31% (11)	39% (14)	31% (11)	36
#1 Issue: Other	31% (13)	25% (10)	44% (18)	41
2018 House Vote: Democrat	32% (67)	39% (81)	29% (60)	208
2018 House Vote: Republican	32% (45)	37% (52)	31% (45)	142
2018 House Vote: Someone else	19% (2)	15% (2)	66% (8)	13
2016 Vote: Hillary Clinton	34% (57)	39% (64)	28% (46)	167
2016 Vote: Donald Trump	32% (49)	33% (51)	35% (53)	154
2016 Vote: Other	40% (16)	39% (16)	22% (9)	41
2016 Vote: Didn't Vote	30% (33)	27% (30)	43% (47)	110
Voted in 2014: Yes	34% (109)	36% (116)	31% (100)	325
Voted in 2014: No	31% (45)	31% (45)	38% (55)	146

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**Table SOB8\_2:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I want to live a healthier lifestyle*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	33%	(154)	34%	(161)	33%	(156)	471
2012 Vote: Barack Obama	35%	(76)	39%	(83)	26%	(55)	214
2012 Vote: Mitt Romney	36%	(42)	32%	(37)	32%	(36)	115
2012 Vote: Other	15%	(2)	20%	(3)	65%	(11)	16
2012 Vote: Didn't Vote	27%	(34)	30%	(37)	43%	(54)	125
4-Region: Northeast	44%	(38)	32%	(28)	24%	(21)	87
4-Region: Midwest	30%	(29)	41%	(39)	29%	(27)	95
4-Region: South	31%	(52)	33%	(55)	37%	(62)	169
4-Region: West	30%	(36)	32%	(39)	38%	(45)	120
Drinkers	33%	(154)	34%	(161)	33%	(156)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_3:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to lose weight*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(80)	27%	(125)	56%	(265)	471
Gender: Male	16%	(39)	27%	(68)	57%	(143)	251
Gender: Female	19%	(41)	26%	(57)	55%	(122)	220
Age: 21-29	25%	(18)	26%	(19)	50%	(36)	73
Age: 30-44	19%	(26)	28%	(39)	53%	(73)	138
Age: 45-54	15%	(13)	30%	(27)	55%	(50)	90
Age: 55-64	10%	(7)	24%	(18)	66%	(48)	73
Age: 65+	16%	(15)	24%	(23)	61%	(58)	96
Generation Z: 21-22	44%	(4)	11%	(1)	45%	(5)	10
Millennial: Age 23-38	19%	(30)	31%	(49)	50%	(78)	157
Generation X: Age 39-54	17%	(23)	26%	(35)	57%	(76)	135
Boomers: Age 55-73	15%	(21)	27%	(38)	58%	(82)	141
PID: Dem (no lean)	18%	(30)	26%	(43)	56%	(94)	166
PID: Ind (no lean)	14%	(22)	26%	(39)	60%	(90)	150
PID: Rep (no lean)	19%	(29)	28%	(44)	53%	(82)	155
PID/Gender: Dem Men	12%	(9)	29%	(20)	59%	(43)	72
PID/Gender: Dem Women	22%	(21)	23%	(22)	54%	(51)	95
PID/Gender: Ind Men	14%	(12)	24%	(19)	62%	(50)	81
PID/Gender: Ind Women	15%	(10)	28%	(19)	57%	(40)	69
PID/Gender: Rep Men	19%	(19)	29%	(29)	52%	(51)	99
PID/Gender: Rep Women	18%	(10)	27%	(15)	55%	(31)	56
Ideo: Liberal (1-3)	23%	(34)	32%	(47)	45%	(67)	149
Ideo: Moderate (4)	13%	(16)	24%	(28)	62%	(72)	115
Ideo: Conservative (5-7)	17%	(27)	28%	(43)	55%	(85)	155
Educ: < College	19%	(55)	22%	(65)	59%	(174)	295
Educ: Bachelors degree	13%	(14)	31%	(34)	56%	(62)	109
Educ: Post-grad	17%	(12)	39%	(26)	44%	(29)	67

Continued on next page

**Table SOB8\_3:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to lose weight*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	17%	(80)	27%	(125)	56%	(265)	471
Income: Under 50k	18%	(42)	20%	(49)	62%	(148)	239
Income: 50k-100k	15%	(24)	33%	(50)	52%	(80)	154
Income: 100k+	19%	(14)	34%	(26)	48%	(37)	77
Ethnicity: White	16%	(58)	29%	(107)	55%	(199)	364
Ethnicity: Hispanic	28%	(19)	20%	(14)	52%	(36)	69
Ethnicity: Afr. Am.	15%	(10)	13%	(9)	72%	(46)	65
Ethnicity: Other	29%	(13)	24%	(10)	47%	(20)	43
All Christian	20%	(42)	28%	(58)	52%	(110)	210
All Non-Christian	11%	(2)	48%	(9)	41%	(8)	20
Atheist	18%	(5)	33%	(9)	50%	(14)	28
Agnostic/Nothing in particular	15%	(31)	23%	(49)	63%	(134)	214
Religious Non-Protestant/Catholic	10%	(2)	48%	(11)	42%	(9)	22
Evangelical	14%	(15)	24%	(26)	62%	(67)	108
Non-Evangelical	22%	(43)	23%	(45)	54%	(104)	191
Community: Urban	14%	(17)	22%	(28)	64%	(79)	124
Community: Suburban	18%	(40)	29%	(63)	53%	(118)	221
Community: Rural	19%	(24)	27%	(34)	54%	(68)	126
Employ: Private Sector	16%	(30)	30%	(56)	53%	(99)	185
Employ: Government	21%	(6)	41%	(12)	37%	(10)	28
Employ: Self-Employed	16%	(6)	17%	(7)	67%	(27)	40
Employ: Homemaker	7%	(2)	31%	(8)	61%	(16)	26
Employ: Student	37%	(2)	9%	(0)	53%	(2)	4
Employ: Retired	14%	(16)	26%	(28)	60%	(64)	108
Employ: Unemployed	27%	(13)	15%	(8)	58%	(29)	50
Employ: Other	17%	(5)	23%	(7)	60%	(18)	31
Military HH: Yes	11%	(11)	27%	(25)	61%	(57)	92
Military HH: No	18%	(70)	26%	(100)	55%	(209)	378
RD/WT: Right Direction	16%	(29)	27%	(49)	58%	(105)	182
RD/WT: Wrong Track	18%	(52)	27%	(77)	56%	(160)	289

Continued on next page

**Table SOB8\_3:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to lose weight*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(80)	27%	(125)	56%	(265)	471
Trump Job Approve	16%	(30)	25%	(48)	59%	(112)	190
Trump Job Disapprove	18%	(49)	28%	(76)	54%	(145)	270
Trump Job Strongly Approve	14%	(15)	30%	(32)	57%	(61)	107
Trump Job Somewhat Approve	18%	(15)	20%	(17)	62%	(51)	83
Trump Job Somewhat Disapprove	17%	(12)	20%	(14)	63%	(43)	69
Trump Job Strongly Disapprove	18%	(37)	31%	(62)	51%	(102)	201
Favorable of Trump	16%	(29)	24%	(43)	60%	(109)	181
Unfavorable of Trump	18%	(50)	28%	(77)	54%	(147)	275
Very Favorable of Trump	14%	(15)	28%	(30)	58%	(63)	108
Somewhat Favorable of Trump	20%	(14)	17%	(12)	63%	(46)	73
Somewhat Unfavorable of Trump	13%	(7)	22%	(13)	64%	(37)	57
Very Unfavorable of Trump	19%	(42)	30%	(65)	51%	(111)	218
#1 Issue: Economy	15%	(17)	27%	(31)	59%	(69)	118
#1 Issue: Security	15%	(13)	24%	(20)	61%	(52)	84
#1 Issue: Health Care	14%	(11)	26%	(20)	61%	(47)	78
#1 Issue: Medicare / Social Security	11%	(6)	23%	(12)	66%	(34)	52
#1 Issue: Women's Issues	30%	(11)	29%	(10)	42%	(15)	36
#1 Issue: Education	25%	(7)	46%	(12)	29%	(7)	26
#1 Issue: Energy	22%	(8)	26%	(9)	52%	(19)	36
#1 Issue: Other	22%	(9)	25%	(10)	53%	(21)	41
2018 House Vote: Democrat	16%	(33)	28%	(59)	56%	(116)	208
2018 House Vote: Republican	18%	(25)	29%	(41)	53%	(75)	142
2018 House Vote: Someone else	14%	(2)	—	(0)	86%	(11)	13
2016 Vote: Hillary Clinton	16%	(27)	31%	(51)	53%	(89)	167
2016 Vote: Donald Trump	18%	(27)	28%	(43)	54%	(84)	154
2016 Vote: Other	18%	(7)	34%	(14)	48%	(20)	41
2016 Vote: Didn't Vote	17%	(19)	16%	(18)	67%	(73)	110
Voted in 2014: Yes	16%	(52)	28%	(92)	56%	(181)	325
Voted in 2014: No	20%	(29)	23%	(34)	57%	(84)	146

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**Table SOB8\_3:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to lose weight*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(80)	27%	(125)	56%	(265)	471
2012 Vote: Barack Obama	18%	(39)	31%	(66)	51%	(109)	214
2012 Vote: Mitt Romney	15%	(17)	24%	(28)	61%	(70)	115
2012 Vote: Other	12%	(2)	26%	(4)	62%	(10)	16
2012 Vote: Didn't Vote	18%	(22)	22%	(28)	60%	(76)	125
4-Region: Northeast	27%	(23)	30%	(26)	43%	(38)	87
4-Region: Midwest	14%	(13)	34%	(33)	52%	(49)	95
4-Region: South	15%	(26)	23%	(38)	62%	(105)	169
4-Region: West	15%	(18)	24%	(29)	61%	(73)	120
Drinkers	17%	(80)	27%	(125)	56%	(265)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_4:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*Drinking goes against my religion*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	3%	(13)	3%	(16)	94%	(443)	471
Gender: Male	3%	(8)	5%	(13)	92%	(230)	251
Gender: Female	2%	(4)	1%	(3)	97%	(213)	220
Age: 21-29	3%	(3)	9%	(7)	87%	(64)	73
Age: 30-44	3%	(4)	3%	(4)	94%	(130)	138
Age: 45-54	2%	(2)	—	(0)	98%	(88)	90
Age: 55-64	2%	(2)	6%	(4)	92%	(67)	73
Age: 65+	2%	(2)	—	(0)	98%	(94)	96
Generation Z: 21-22	13%	(1)	—	(0)	87%	(9)	10
Millennial: Age 23-38	2%	(2)	7%	(11)	91%	(143)	157
Generation X: Age 39-54	4%	(5)	—	(0)	96%	(130)	135
Boomers: Age 55-73	3%	(4)	3%	(4)	94%	(132)	141
PID: Dem (no lean)	4%	(6)	2%	(3)	94%	(157)	166
PID: Ind (no lean)	1%	(1)	1%	(2)	98%	(147)	150
PID: Rep (no lean)	3%	(5)	7%	(11)	90%	(139)	155
PID/Gender: Dem Men	6%	(4)	3%	(2)	91%	(65)	72
PID/Gender: Dem Women	2%	(2)	1%	(1)	96%	(91)	95
PID/Gender: Ind Men	2%	(1)	2%	(1)	97%	(78)	81
PID/Gender: Ind Women	—	(0)	1%	(0)	99%	(69)	69
PID/Gender: Rep Men	3%	(3)	10%	(9)	88%	(86)	99
PID/Gender: Rep Women	4%	(2)	2%	(1)	94%	(53)	56
Ideo: Liberal (1-3)	1%	(2)	4%	(6)	95%	(141)	149
Ideo: Moderate (4)	2%	(2)	1%	(1)	97%	(111)	115
Ideo: Conservative (5-7)	3%	(5)	4%	(6)	93%	(144)	155
Educ: < College	3%	(8)	4%	(13)	93%	(273)	295
Educ: Bachelors degree	1%	(1)	2%	(2)	97%	(106)	109
Educ: Post-grad	5%	(3)	1%	(1)	94%	(63)	67

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**Table SOB8\_4:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*Drinking goes against my religion*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	3%	(13)	3%	(16)	94%	(443)	471
Income: Under 50k	4%	(10)	3%	(8)	92%	(221)	239
Income: 50k-100k	1%	(2)	2%	(4)	96%	(148)	154
Income: 100k+	—	(0)	5%	(4)	95%	(74)	77
Ethnicity: White	2%	(6)	2%	(7)	96%	(350)	364
Ethnicity: Hispanic	4%	(2)	6%	(4)	91%	(62)	69
Ethnicity: Afr. Am.	9%	(6)	12%	(8)	79%	(51)	65
Ethnicity: Other	1%	(0)	2%	(1)	98%	(42)	43
All Christian	3%	(6)	2%	(5)	95%	(199)	210
All Non-Christian	13%	(2)	—	(0)	87%	(17)	20
Atheist	4%	(1)	—	(0)	96%	(27)	28
Agnostic/Nothing in particular	1%	(3)	5%	(10)	94%	(200)	214
Religious Non-Protestant/Catholic	19%	(4)	4%	(1)	77%	(17)	22
Evangelical	5%	(5)	9%	(9)	87%	(93)	108
Non-Evangelical	1%	(2)	1%	(1)	98%	(188)	191
Community: Urban	5%	(7)	6%	(7)	89%	(110)	124
Community: Suburban	—	(1)	1%	(3)	98%	(218)	221
Community: Rural	4%	(5)	4%	(6)	92%	(115)	126
Employ: Private Sector	2%	(4)	2%	(5)	96%	(176)	185
Employ: Government	8%	(2)	4%	(1)	88%	(25)	28
Employ: Self-Employed	4%	(2)	1%	(0)	95%	(37)	40
Employ: Homemaker	2%	(0)	—	(0)	98%	(26)	26
Employ: Student	11%	(0)	—	(0)	89%	(4)	4
Employ: Retired	4%	(4)	2%	(3)	94%	(101)	108
Employ: Unemployed	—	(0)	11%	(5)	89%	(45)	50
Employ: Other	1%	(0)	5%	(2)	94%	(29)	31
Military HH: Yes	7%	(7)	4%	(4)	89%	(82)	92
Military HH: No	2%	(6)	3%	(12)	95%	(360)	378
RD/WT: Right Direction	4%	(8)	6%	(10)	90%	(164)	182
RD/WT: Wrong Track	2%	(5)	2%	(6)	96%	(278)	289

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**Table SOB8\_4:** To what extent are the following a reason why you are drinking less than you were five years ago?  
*Drinking goes against my religion*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	3%	(13)	3%	(16)	94%	(443)	471
Trump Job Approve	3%	(5)	3%	(6)	94%	(179)	190
Trump Job Disapprove	3%	(7)	3%	(9)	94%	(254)	270
Trump Job Strongly Approve	3%	(3)	5%	(5)	92%	(99)	107
Trump Job Somewhat Approve	2%	(2)	1%	(1)	96%	(80)	83
Trump Job Somewhat Disapprove	4%	(2)	2%	(1)	95%	(66)	69
Trump Job Strongly Disapprove	2%	(5)	4%	(8)	94%	(188)	201
Favorable of Trump	3%	(6)	3%	(5)	94%	(170)	181
Unfavorable of Trump	2%	(6)	3%	(9)	94%	(259)	275
Very Favorable of Trump	4%	(4)	3%	(4)	93%	(100)	108
Somewhat Favorable of Trump	3%	(2)	2%	(1)	96%	(70)	73
Somewhat Unfavorable of Trump	4%	(2)	5%	(3)	91%	(52)	57
Very Unfavorable of Trump	2%	(4)	3%	(6)	95%	(208)	218
#1 Issue: Economy	1%	(1)	2%	(2)	98%	(115)	118
#1 Issue: Security	5%	(4)	2%	(2)	93%	(79)	84
#1 Issue: Health Care	5%	(4)	5%	(4)	90%	(70)	78
#1 Issue: Medicare / Social Security	—	(0)	—	(0)	100%	(52)	52
#1 Issue: Women's Issues	—	(0)	1%	(0)	99%	(36)	36
#1 Issue: Education	6%	(2)	5%	(1)	89%	(23)	26
#1 Issue: Energy	—	(0)	11%	(4)	89%	(33)	36
#1 Issue: Other	6%	(2)	6%	(2)	88%	(36)	41
2018 House Vote: Democrat	2%	(4)	3%	(6)	95%	(199)	208
2018 House Vote: Republican	3%	(4)	3%	(5)	94%	(132)	142
2018 House Vote: Someone else	4%	(0)	—	(0)	96%	(12)	13
2016 Vote: Hillary Clinton	2%	(3)	2%	(4)	96%	(160)	167
2016 Vote: Donald Trump	4%	(7)	4%	(6)	91%	(140)	154
2016 Vote: Other	1%	(0)	—	(0)	99%	(40)	41
2016 Vote: Didn't Vote	2%	(2)	5%	(6)	93%	(102)	110
Voted in 2014: Yes	3%	(11)	3%	(9)	94%	(305)	325
Voted in 2014: No	1%	(2)	5%	(7)	94%	(137)	146

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**Table SOB8\_4:** To what extent are the following a reason why you are drinking less than you were five years ago?  
 Drinking goes against my religion

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	3%	(13)	3%	(16)	94%	(443)	471
2012 Vote: Barack Obama	3%	(7)	2%	(5)	95%	(202)	214
2012 Vote: Mitt Romney	4%	(4)	4%	(5)	92%	(106)	115
2012 Vote: Other	—	(0)	5%	(1)	95%	(15)	16
2012 Vote: Didn't Vote	1%	(1)	4%	(5)	95%	(119)	125
4-Region: Northeast	—	(0)	5%	(4)	95%	(82)	87
4-Region: Midwest	2%	(2)	3%	(3)	95%	(91)	95
4-Region: South	3%	(6)	4%	(7)	93%	(156)	169
4-Region: West	4%	(5)	2%	(2)	94%	(113)	120
Drinkers	3%	(13)	3%	(16)	94%	(443)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_5:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I want to avoid feeling bad after drinking*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	20%	(93)	22%	(103)	59%	(276)	471
Gender: Male	21%	(53)	21%	(53)	58%	(146)	251
Gender: Female	18%	(40)	23%	(50)	59%	(130)	220
Age: 21-29	36%	(26)	17%	(13)	47%	(34)	73
Age: 30-44	24%	(33)	24%	(33)	52%	(72)	138
Age: 45-54	18%	(16)	28%	(26)	54%	(48)	90
Age: 55-64	9%	(7)	19%	(14)	72%	(52)	73
Age: 65+	11%	(10)	18%	(17)	71%	(68)	96
Generation Z: 21-22	39%	(4)	36%	(4)	24%	(2)	10
Millennial: Age 23-38	29%	(46)	25%	(39)	46%	(73)	157
Generation X: Age 39-54	19%	(26)	21%	(29)	59%	(80)	135
Boomers: Age 55-73	11%	(15)	17%	(24)	72%	(102)	141
PID: Dem (no lean)	20%	(33)	20%	(34)	60%	(99)	166
PID: Ind (no lean)	19%	(28)	16%	(24)	65%	(98)	150
PID: Rep (no lean)	20%	(32)	29%	(44)	51%	(79)	155
PID/Gender: Dem Men	22%	(16)	17%	(12)	61%	(44)	72
PID/Gender: Dem Women	18%	(17)	23%	(22)	59%	(55)	95
PID/Gender: Ind Men	17%	(14)	14%	(11)	69%	(56)	81
PID/Gender: Ind Women	21%	(14)	19%	(13)	61%	(42)	69
PID/Gender: Rep Men	23%	(23)	30%	(30)	46%	(46)	99
PID/Gender: Rep Women	15%	(8)	27%	(15)	58%	(33)	56
Ideo: Liberal (1-3)	22%	(33)	24%	(36)	54%	(80)	149
Ideo: Moderate (4)	19%	(22)	18%	(21)	63%	(73)	115
Ideo: Conservative (5-7)	20%	(31)	23%	(36)	56%	(87)	155
Educ: < College	17%	(51)	21%	(63)	61%	(181)	295
Educ: Bachelors degree	27%	(29)	24%	(26)	49%	(54)	109
Educ: Post-grad	18%	(12)	20%	(14)	61%	(41)	67

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**Table SOB8\_5:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I want to avoid feeling bad after drinking*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	20%	(93)	22%	(103)	59%	(276)	471
Income: Under 50k	17%	(41)	22%	(53)	61%	(145)	239
Income: 50k-100k	23%	(35)	22%	(34)	55%	(85)	154
Income: 100k+	21%	(16)	20%	(15)	59%	(46)	77
Ethnicity: White	17%	(63)	23%	(85)	59%	(216)	364
Ethnicity: Hispanic	27%	(19)	21%	(14)	52%	(36)	69
Ethnicity: Afr. Am.	30%	(19)	21%	(14)	49%	(31)	65
Ethnicity: Other	25%	(11)	9%	(4)	66%	(28)	43
All Christian	16%	(33)	25%	(52)	59%	(124)	210
All Non-Christian	26%	(5)	9%	(2)	65%	(13)	20
Atheist	24%	(7)	12%	(3)	64%	(18)	28
Agnostic/Nothing in particular	22%	(48)	21%	(45)	57%	(121)	214
Religious Non-Protestant/Catholic	31%	(7)	8%	(2)	61%	(14)	22
Evangelical	22%	(23)	26%	(28)	52%	(56)	108
Non-Evangelical	19%	(35)	23%	(45)	58%	(111)	191
Community: Urban	25%	(31)	22%	(27)	53%	(66)	124
Community: Suburban	15%	(33)	22%	(50)	63%	(139)	221
Community: Rural	23%	(29)	20%	(26)	56%	(71)	126
Employ: Private Sector	21%	(38)	26%	(48)	53%	(99)	185
Employ: Government	33%	(9)	7%	(2)	60%	(17)	28
Employ: Self-Employed	24%	(9)	23%	(9)	53%	(21)	40
Employ: Homemaker	28%	(7)	15%	(4)	56%	(15)	26
Employ: Student	53%	(2)	21%	(1)	26%	(1)	4
Employ: Retired	11%	(12)	21%	(22)	68%	(73)	108
Employ: Unemployed	15%	(7)	19%	(10)	66%	(33)	50
Employ: Other	21%	(7)	22%	(7)	56%	(17)	31
Military HH: Yes	21%	(19)	23%	(21)	57%	(52)	92
Military HH: No	19%	(73)	22%	(82)	59%	(223)	378
RD/WT: Right Direction	21%	(39)	21%	(38)	58%	(106)	182
RD/WT: Wrong Track	19%	(54)	22%	(65)	59%	(170)	289

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**Table SOB8\_5:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I want to avoid feeling bad after drinking*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	20%	(93)	22%	(103)	59%	(276)	471
Trump Job Approve	18%	(35)	26%	(50)	56%	(106)	190
Trump Job Disapprove	21%	(56)	20%	(53)	60%	(161)	270
Trump Job Strongly Approve	18%	(20)	31%	(33)	51%	(54)	107
Trump Job Somewhat Approve	18%	(15)	20%	(17)	62%	(51)	83
Trump Job Somewhat Disapprove	20%	(14)	20%	(14)	60%	(41)	69
Trump Job Strongly Disapprove	21%	(42)	19%	(39)	60%	(120)	201
Favorable of Trump	18%	(33)	24%	(44)	57%	(104)	181
Unfavorable of Trump	21%	(58)	20%	(55)	59%	(162)	275
Very Favorable of Trump	18%	(20)	27%	(29)	55%	(59)	108
Somewhat Favorable of Trump	18%	(13)	20%	(15)	61%	(45)	73
Somewhat Unfavorable of Trump	22%	(13)	19%	(11)	59%	(33)	57
Very Unfavorable of Trump	21%	(45)	21%	(45)	59%	(128)	218
#1 Issue: Economy	17%	(20)	29%	(34)	54%	(63)	118
#1 Issue: Security	16%	(13)	31%	(26)	54%	(45)	84
#1 Issue: Health Care	23%	(18)	19%	(14)	58%	(45)	78
#1 Issue: Medicare / Social Security	10%	(5)	10%	(5)	80%	(41)	52
#1 Issue: Women's Issues	18%	(7)	21%	(8)	60%	(22)	36
#1 Issue: Education	37%	(10)	10%	(3)	53%	(14)	26
#1 Issue: Energy	34%	(12)	14%	(5)	52%	(19)	36
#1 Issue: Other	18%	(7)	19%	(8)	64%	(26)	41
2018 House Vote: Democrat	20%	(41)	22%	(47)	58%	(121)	208
2018 House Vote: Republican	16%	(22)	27%	(38)	57%	(81)	142
2018 House Vote: Someone else	17%	(2)	5%	(1)	78%	(10)	13
2016 Vote: Hillary Clinton	18%	(31)	22%	(36)	60%	(100)	167
2016 Vote: Donald Trump	17%	(25)	26%	(41)	57%	(88)	154
2016 Vote: Other	17%	(7)	23%	(9)	60%	(25)	41
2016 Vote: Didn't Vote	27%	(30)	15%	(17)	58%	(63)	110
Voted in 2014: Yes	17%	(56)	23%	(75)	60%	(194)	325
Voted in 2014: No	25%	(36)	19%	(28)	56%	(82)	146

Continued on next page

**Table SOB8\_5:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I want to avoid feeling bad after drinking*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	20%	(93)	22%	(103)	59%	(276)	471
2012 Vote: Barack Obama	19%	(41)	21%	(45)	60%	(129)	214
2012 Vote: Mitt Romney	16%	(18)	27%	(32)	57%	(66)	115
2012 Vote: Other	12%	(2)	14%	(2)	73%	(12)	16
2012 Vote: Didn't Vote	25%	(32)	19%	(24)	55%	(69)	125
4-Region: Northeast	23%	(20)	20%	(17)	57%	(50)	87
4-Region: Midwest	16%	(15)	32%	(31)	52%	(50)	95
4-Region: South	21%	(36)	20%	(34)	59%	(99)	169
4-Region: West	18%	(22)	18%	(21)	64%	(77)	120
Drinkers	20%	(93)	22%	(103)	59%	(276)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_6:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
A friend(s) or family member stopped drinking*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	5%	(23)	7%	(34)	88%	(414)	471
Gender: Male	5%	(13)	9%	(22)	86%	(216)	251
Gender: Female	5%	(10)	5%	(12)	90%	(198)	220
Age: 21-29	11%	(8)	18%	(13)	71%	(52)	73
Age: 30-44	6%	(9)	7%	(10)	87%	(120)	138
Age: 45-54	3%	(3)	1%	(1)	96%	(86)	90
Age: 55-64	6%	(4)	6%	(5)	88%	(64)	73
Age: 65+	—	(0)	5%	(5)	95%	(91)	96
Generation Z: 21-22	13%	(1)	21%	(2)	67%	(7)	10
Millennial: Age 23-38	9%	(14)	13%	(21)	78%	(122)	157
Generation X: Age 39-54	3%	(4)	1%	(1)	97%	(130)	135
Boomers: Age 55-73	3%	(4)	7%	(9)	91%	(127)	141
PID: Dem (no lean)	7%	(12)	4%	(6)	89%	(148)	166
PID: Ind (no lean)	5%	(7)	6%	(10)	89%	(133)	150
PID: Rep (no lean)	3%	(4)	11%	(18)	86%	(133)	155
PID/Gender: Dem Men	9%	(7)	4%	(3)	87%	(62)	72
PID/Gender: Dem Women	6%	(6)	4%	(4)	90%	(85)	95
PID/Gender: Ind Men	7%	(6)	7%	(6)	86%	(69)	81
PID/Gender: Ind Women	2%	(1)	6%	(4)	92%	(64)	69
PID/Gender: Rep Men	1%	(1)	14%	(13)	86%	(84)	99
PID/Gender: Rep Women	5%	(3)	8%	(4)	87%	(49)	56
Ideo: Liberal (1-3)	6%	(8)	9%	(13)	86%	(128)	149
Ideo: Moderate (4)	6%	(6)	6%	(7)	89%	(102)	115
Ideo: Conservative (5-7)	3%	(4)	5%	(8)	92%	(142)	155
Educ: < College	6%	(17)	9%	(27)	85%	(251)	295
Educ: Bachelors degree	4%	(4)	3%	(4)	93%	(102)	109
Educ: Post-grad	4%	(3)	4%	(3)	92%	(61)	67

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**Table SOB8\_6:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 A friend(s) or family member stopped drinking*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	5%	(23)	7%	(34)	88%	(414)	471
Income: Under 50k	5%	(12)	8%	(19)	87%	(208)	239
Income: 50k-100k	5%	(8)	4%	(6)	91%	(140)	154
Income: 100k+	4%	(3)	12%	(9)	84%	(65)	77
Ethnicity: White	4%	(14)	6%	(20)	91%	(330)	364
Ethnicity: Hispanic	5%	(3)	10%	(7)	85%	(59)	69
Ethnicity: Afr. Am.	11%	(7)	15%	(10)	74%	(48)	65
Ethnicity: Other	7%	(3)	8%	(4)	85%	(36)	43
All Christian	4%	(7)	6%	(13)	90%	(189)	210
All Non-Christian	—	(0)	5%	(1)	95%	(19)	20
Atheist	5%	(1)	5%	(1)	90%	(25)	28
Agnostic/Nothing in particular	7%	(14)	9%	(18)	85%	(181)	214
Religious Non-Protestant/Catholic	—	(0)	8%	(2)	92%	(21)	22
Evangelical	9%	(10)	9%	(10)	82%	(88)	108
Non-Evangelical	4%	(8)	5%	(10)	91%	(173)	191
Community: Urban	7%	(9)	10%	(13)	82%	(102)	124
Community: Suburban	4%	(10)	6%	(13)	90%	(199)	221
Community: Rural	4%	(5)	6%	(8)	90%	(113)	126
Employ: Private Sector	4%	(8)	9%	(16)	87%	(161)	185
Employ: Government	6%	(2)	4%	(1)	90%	(25)	28
Employ: Self-Employed	11%	(4)	—	(0)	89%	(35)	40
Employ: Homemaker	7%	(2)	—	(0)	93%	(24)	26
Employ: Student	11%	(0)	9%	(0)	79%	(3)	4
Employ: Retired	2%	(2)	7%	(7)	91%	(98)	108
Employ: Unemployed	8%	(4)	11%	(5)	81%	(41)	50
Employ: Other	2%	(1)	11%	(3)	87%	(27)	31
Military HH: Yes	10%	(9)	7%	(7)	83%	(76)	92
Military HH: No	4%	(14)	7%	(27)	89%	(337)	378
RD/WT: Right Direction	4%	(6)	9%	(16)	88%	(160)	182
RD/WT: Wrong Track	6%	(17)	6%	(18)	88%	(254)	289

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**Table SOB8\_6:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
A friend(s) or family member stopped drinking*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	5%	(23)	7%	(34)	88%	(414)	471
Trump Job Approve	4%	(7)	6%	(11)	91%	(172)	190
Trump Job Disapprove	6%	(16)	7%	(19)	87%	(234)	270
Trump Job Strongly Approve	4%	(4)	7%	(7)	89%	(96)	107
Trump Job Somewhat Approve	4%	(3)	4%	(3)	92%	(76)	83
Trump Job Somewhat Disapprove	5%	(4)	6%	(4)	88%	(61)	69
Trump Job Strongly Disapprove	6%	(13)	7%	(15)	86%	(173)	201
Favorable of Trump	2%	(4)	4%	(7)	94%	(170)	181
Unfavorable of Trump	7%	(19)	8%	(21)	85%	(234)	275
Very Favorable of Trump	2%	(2)	6%	(6)	93%	(100)	108
Somewhat Favorable of Trump	3%	(2)	1%	(1)	96%	(70)	73
Somewhat Unfavorable of Trump	10%	(6)	9%	(5)	81%	(46)	57
Very Unfavorable of Trump	6%	(13)	7%	(16)	87%	(189)	218
#1 Issue: Economy	6%	(7)	5%	(5)	90%	(105)	118
#1 Issue: Security	3%	(2)	9%	(8)	88%	(74)	84
#1 Issue: Health Care	7%	(6)	8%	(6)	84%	(65)	78
#1 Issue: Medicare / Social Security	2%	(1)	1%	(1)	97%	(50)	52
#1 Issue: Women's Issues	2%	(1)	8%	(3)	89%	(32)	36
#1 Issue: Education	17%	(4)	8%	(2)	75%	(20)	26
#1 Issue: Energy	4%	(2)	17%	(6)	78%	(29)	36
#1 Issue: Other	2%	(1)	5%	(2)	93%	(38)	41
2018 House Vote: Democrat	7%	(14)	6%	(13)	87%	(181)	208
2018 House Vote: Republican	2%	(3)	8%	(11)	90%	(127)	142
2018 House Vote: Someone else	4%	(0)	—	(0)	96%	(12)	13
2016 Vote: Hillary Clinton	4%	(7)	6%	(10)	90%	(150)	167
2016 Vote: Donald Trump	2%	(4)	5%	(8)	92%	(142)	154
2016 Vote: Other	11%	(4)	2%	(1)	87%	(36)	41
2016 Vote: Didn't Vote	7%	(8)	13%	(15)	79%	(87)	110
Voted in 2014: Yes	4%	(15)	7%	(22)	89%	(288)	325
Voted in 2014: No	6%	(9)	8%	(11)	86%	(126)	146

Continued on next page

**Table SOB8\_6:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 A friend(s) or family member stopped drinking*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	5%	(23)	7%	(34)	88%	(414)	471
2012 Vote: Barack Obama	5%	(10)	6%	(13)	90%	(192)	214
2012 Vote: Mitt Romney	3%	(3)	7%	(8)	91%	(105)	115
2012 Vote: Other	4%	(1)	5%	(1)	91%	(15)	16
2012 Vote: Didn't Vote	8%	(10)	10%	(12)	82%	(103)	125
4-Region: Northeast	2%	(2)	12%	(10)	87%	(75)	87
4-Region: Midwest	9%	(8)	6%	(5)	86%	(82)	95
4-Region: South	3%	(5)	7%	(12)	90%	(152)	169
4-Region: West	7%	(9)	5%	(6)	87%	(105)	120
Drinkers	5%	(23)	7%	(34)	88%	(414)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_7:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
A friend(s) or family member became addicted to alcohol*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	11%	(51)	11%	(51)	78%	(369)	471
Gender: Male	14%	(34)	13%	(34)	73%	(183)	251
Gender: Female	7%	(16)	8%	(18)	85%	(186)	220
Age: 21-29	18%	(14)	19%	(14)	63%	(46)	73
Age: 30-44	17%	(23)	7%	(10)	76%	(106)	138
Age: 45-54	6%	(6)	21%	(19)	73%	(66)	90
Age: 55-64	2%	(1)	5%	(4)	93%	(68)	73
Age: 65+	7%	(7)	6%	(5)	87%	(84)	96
Generation Z: 21-22	28%	(3)	36%	(4)	35%	(4)	10
Millennial: Age 23-38	17%	(26)	12%	(19)	71%	(112)	157
Generation X: Age 39-54	10%	(13)	15%	(20)	76%	(102)	135
Boomers: Age 55-73	5%	(7)	4%	(6)	91%	(128)	141
PID: Dem (no lean)	13%	(22)	10%	(16)	77%	(128)	166
PID: Ind (no lean)	11%	(16)	7%	(10)	83%	(124)	150
PID: Rep (no lean)	8%	(13)	16%	(25)	76%	(117)	155
PID/Gender: Dem Men	18%	(13)	14%	(10)	68%	(49)	72
PID/Gender: Dem Women	9%	(9)	6%	(6)	84%	(80)	95
PID/Gender: Ind Men	15%	(12)	9%	(7)	76%	(61)	81
PID/Gender: Ind Women	5%	(4)	4%	(3)	91%	(63)	69
PID/Gender: Rep Men	9%	(9)	17%	(16)	74%	(73)	99
PID/Gender: Rep Women	7%	(4)	16%	(9)	78%	(44)	56
Ideo: Liberal (1-3)	12%	(18)	8%	(11)	80%	(120)	149
Ideo: Moderate (4)	13%	(15)	15%	(18)	72%	(83)	115
Ideo: Conservative (5-7)	8%	(13)	12%	(19)	80%	(123)	155
Educ: < College	11%	(31)	12%	(35)	78%	(229)	295
Educ: Bachelors degree	11%	(12)	8%	(9)	81%	(89)	109
Educ: Post-grad	11%	(7)	12%	(8)	77%	(51)	67

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**Table SOB8\_7:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
A friend(s) or family member became addicted to alcohol*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	11%	(51)	11%	(51)	78%	(369)	471
Income: Under 50k	11%	(26)	10%	(24)	79%	(189)	239
Income: 50k-100k	11%	(18)	12%	(18)	77%	(119)	154
Income: 100k+	9%	(7)	12%	(10)	79%	(61)	77
Ethnicity: White	7%	(27)	9%	(33)	84%	(304)	364
Ethnicity: Hispanic	22%	(15)	24%	(17)	53%	(37)	69
Ethnicity: Afr. Am.	26%	(16)	9%	(6)	65%	(42)	65
Ethnicity: Other	16%	(7)	30%	(13)	54%	(23)	43
All Christian	11%	(23)	8%	(17)	81%	(170)	210
All Non-Christian	13%	(2)	10%	(2)	77%	(15)	20
Atheist	9%	(3)	16%	(5)	75%	(21)	28
Agnostic/Nothing in particular	11%	(22)	13%	(28)	76%	(163)	214
Religious Non-Protestant/Catholic	14%	(3)	9%	(2)	77%	(17)	22
Evangelical	17%	(18)	10%	(10)	74%	(80)	108
Non-Evangelical	11%	(21)	11%	(20)	78%	(150)	191
Community: Urban	14%	(17)	15%	(18)	72%	(89)	124
Community: Suburban	8%	(18)	9%	(20)	83%	(183)	221
Community: Rural	12%	(15)	11%	(13)	77%	(97)	126
Employ: Private Sector	10%	(18)	13%	(25)	77%	(142)	185
Employ: Government	18%	(5)	10%	(3)	72%	(20)	28
Employ: Self-Employed	15%	(6)	8%	(3)	77%	(30)	40
Employ: Homemaker	10%	(2)	6%	(2)	84%	(22)	26
Employ: Student	—	(0)	21%	(1)	79%	(3)	4
Employ: Retired	6%	(6)	6%	(6)	88%	(95)	108
Employ: Unemployed	17%	(8)	18%	(9)	65%	(33)	50
Employ: Other	16%	(5)	8%	(3)	76%	(23)	31
Military HH: Yes	17%	(16)	11%	(10)	72%	(66)	92
Military HH: No	9%	(35)	11%	(41)	80%	(303)	378
RD/WT: Right Direction	11%	(19)	13%	(23)	77%	(140)	182
RD/WT: Wrong Track	11%	(31)	10%	(28)	79%	(229)	289

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**Table SOB8\_7:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
A friend(s) or family member became addicted to alcohol*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	11%	(51)	11%	(51)	78%	(369)	471
Trump Job Approve	7%	(13)	13%	(25)	80%	(152)	190
Trump Job Disapprove	14%	(38)	9%	(24)	77%	(208)	270
Trump Job Strongly Approve	4%	(4)	17%	(18)	79%	(85)	107
Trump Job Somewhat Approve	10%	(8)	8%	(7)	81%	(68)	83
Trump Job Somewhat Disapprove	18%	(12)	9%	(7)	73%	(51)	69
Trump Job Strongly Disapprove	13%	(26)	9%	(18)	78%	(157)	201
Favorable of Trump	5%	(9)	12%	(21)	83%	(151)	181
Unfavorable of Trump	15%	(40)	10%	(28)	75%	(207)	275
Very Favorable of Trump	4%	(5)	14%	(15)	82%	(88)	108
Somewhat Favorable of Trump	6%	(4)	8%	(6)	86%	(62)	73
Somewhat Unfavorable of Trump	17%	(10)	13%	(8)	70%	(40)	57
Very Unfavorable of Trump	14%	(31)	9%	(20)	77%	(167)	218
#1 Issue: Economy	14%	(16)	9%	(10)	78%	(91)	118
#1 Issue: Security	5%	(5)	14%	(12)	80%	(68)	84
#1 Issue: Health Care	9%	(7)	16%	(12)	75%	(58)	78
#1 Issue: Medicare / Social Security	2%	(1)	3%	(1)	96%	(50)	52
#1 Issue: Women's Issues	11%	(4)	4%	(2)	84%	(30)	36
#1 Issue: Education	23%	(6)	9%	(2)	68%	(18)	26
#1 Issue: Energy	12%	(4)	5%	(2)	83%	(30)	36
#1 Issue: Other	19%	(8)	25%	(10)	57%	(23)	41
2018 House Vote: Democrat	10%	(20)	12%	(25)	78%	(163)	208
2018 House Vote: Republican	7%	(10)	15%	(22)	78%	(110)	142
2018 House Vote: Someone else	9%	(1)	7%	(1)	84%	(11)	13
2016 Vote: Hillary Clinton	8%	(13)	11%	(19)	81%	(135)	167
2016 Vote: Donald Trump	6%	(9)	15%	(23)	79%	(122)	154
2016 Vote: Other	25%	(10)	4%	(2)	70%	(29)	41
2016 Vote: Didn't Vote	16%	(18)	7%	(8)	77%	(84)	110
Voted in 2014: Yes	9%	(30)	11%	(37)	79%	(258)	325
Voted in 2014: No	14%	(21)	10%	(14)	76%	(111)	146

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**Table SOB8\_7:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 A friend(s) or family member became addicted to alcohol*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	11%	(51)	11%	(51)	78%	(369)	471
2012 Vote: Barack Obama	13%	(27)	11%	(23)	77%	(164)	214
2012 Vote: Mitt Romney	5%	(6)	14%	(16)	81%	(94)	115
2012 Vote: Other	4%	(1)	2%	(0)	94%	(15)	16
2012 Vote: Didn't Vote	13%	(17)	10%	(12)	77%	(96)	125
4-Region: Northeast	10%	(9)	13%	(11)	77%	(67)	87
4-Region: Midwest	8%	(8)	12%	(11)	81%	(77)	95
4-Region: South	8%	(13)	11%	(18)	82%	(138)	169
4-Region: West	18%	(21)	9%	(11)	73%	(88)	120
Drinkers	11%	(51)	11%	(51)	78%	(369)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_8:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I no longer enjoy substances that alter my behavior*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	9%	(42)	21%	(97)	70%	(332)	471
Gender: Male	10%	(26)	18%	(44)	72%	(180)	251
Gender: Female	7%	(16)	24%	(53)	69%	(151)	220
Age: 21-29	11%	(8)	23%	(17)	66%	(48)	73
Age: 30-44	10%	(14)	25%	(34)	65%	(90)	138
Age: 45-54	15%	(14)	14%	(13)	71%	(64)	90
Age: 55-64	5%	(4)	18%	(13)	77%	(56)	73
Age: 65+	2%	(2)	22%	(21)	76%	(73)	96
Generation Z: 21-22	8%	(1)	5%	(0)	87%	(9)	10
Millennial: Age 23-38	9%	(14)	27%	(42)	65%	(102)	157
Generation X: Age 39-54	16%	(22)	16%	(21)	68%	(92)	135
Boomers: Age 55-73	4%	(5)	20%	(29)	76%	(107)	141
PID: Dem (no lean)	8%	(14)	21%	(35)	70%	(117)	166
PID: Ind (no lean)	11%	(16)	18%	(26)	72%	(107)	150
PID: Rep (no lean)	8%	(12)	23%	(36)	69%	(107)	155
PID/Gender: Dem Men	5%	(4)	18%	(13)	76%	(55)	72
PID/Gender: Dem Women	11%	(10)	23%	(22)	66%	(63)	95
PID/Gender: Ind Men	16%	(13)	16%	(13)	68%	(55)	81
PID/Gender: Ind Women	5%	(3)	19%	(13)	76%	(52)	69
PID/Gender: Rep Men	9%	(9)	19%	(18)	72%	(71)	99
PID/Gender: Rep Women	5%	(3)	31%	(17)	65%	(36)	56
Ideo: Liberal (1-3)	8%	(12)	25%	(37)	67%	(100)	149
Ideo: Moderate (4)	8%	(9)	21%	(24)	71%	(82)	115
Ideo: Conservative (5-7)	8%	(13)	18%	(29)	73%	(113)	155
Educ: < College	8%	(24)	22%	(65)	70%	(206)	295
Educ: Bachelors degree	11%	(12)	17%	(18)	72%	(79)	109
Educ: Post-grad	9%	(6)	20%	(13)	71%	(47)	67

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**Table SOB8\_8:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I no longer enjoy substances that alter my behavior*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	9%	(42)	21%	(97)	70%	(332)	471
Income: Under 50k	11%	(27)	18%	(42)	71%	(170)	239
Income: 50k-100k	7%	(11)	21%	(32)	72%	(112)	154
Income: 100k+	6%	(4)	30%	(23)	64%	(50)	77
Ethnicity: White	6%	(22)	20%	(71)	74%	(270)	364
Ethnicity: Hispanic	13%	(9)	25%	(17)	62%	(43)	69
Ethnicity: Afr. Am.	18%	(12)	35%	(22)	48%	(31)	65
Ethnicity: Other	19%	(8)	8%	(3)	73%	(31)	43
All Christian	8%	(17)	18%	(38)	74%	(154)	210
All Non-Christian	4%	(1)	32%	(6)	64%	(12)	20
Atheist	8%	(2)	13%	(4)	79%	(22)	28
Agnostic/Nothing in particular	10%	(22)	23%	(49)	67%	(143)	214
Religious Non-Protestant/Catholic	6%	(1)	34%	(8)	60%	(13)	22
Evangelical	7%	(8)	25%	(27)	68%	(73)	108
Non-Evangelical	10%	(20)	16%	(31)	74%	(141)	191
Community: Urban	15%	(19)	22%	(28)	62%	(77)	124
Community: Suburban	6%	(13)	20%	(45)	74%	(163)	221
Community: Rural	8%	(11)	19%	(24)	72%	(91)	126
Employ: Private Sector	10%	(18)	19%	(35)	72%	(132)	185
Employ: Government	10%	(3)	10%	(3)	79%	(22)	28
Employ: Self-Employed	16%	(6)	16%	(6)	68%	(27)	40
Employ: Homemaker	7%	(2)	26%	(7)	66%	(17)	26
Employ: Student	—	(0)	38%	(2)	62%	(3)	4
Employ: Retired	3%	(3)	25%	(27)	72%	(77)	108
Employ: Unemployed	14%	(7)	21%	(11)	65%	(33)	50
Employ: Other	12%	(4)	22%	(7)	66%	(20)	31
Military HH: Yes	3%	(3)	27%	(25)	70%	(65)	92
Military HH: No	10%	(40)	19%	(72)	70%	(267)	378
RD/WT: Right Direction	8%	(14)	23%	(41)	70%	(127)	182
RD/WT: Wrong Track	10%	(28)	19%	(56)	71%	(205)	289

Continued on next page

**Table SOB8\_8:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I no longer enjoy substances that alter my behavior*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	9%	(42)	21%	(97)	70%	(332)	471
Trump Job Approve	7%	(13)	19%	(36)	74%	(141)	190
Trump Job Disapprove	10%	(28)	22%	(60)	67%	(182)	270
Trump Job Strongly Approve	8%	(9)	25%	(27)	67%	(72)	107
Trump Job Somewhat Approve	6%	(5)	11%	(9)	83%	(69)	83
Trump Job Somewhat Disapprove	11%	(8)	22%	(15)	66%	(46)	69
Trump Job Strongly Disapprove	10%	(20)	22%	(45)	68%	(136)	201
Favorable of Trump	9%	(16)	18%	(32)	74%	(133)	181
Unfavorable of Trump	9%	(26)	23%	(62)	68%	(187)	275
Very Favorable of Trump	8%	(9)	21%	(23)	70%	(76)	108
Somewhat Favorable of Trump	9%	(7)	12%	(9)	78%	(57)	73
Somewhat Unfavorable of Trump	8%	(4)	27%	(16)	65%	(37)	57
Very Unfavorable of Trump	10%	(21)	21%	(47)	69%	(150)	218
#1 Issue: Economy	11%	(13)	16%	(19)	73%	(86)	118
#1 Issue: Security	11%	(9)	18%	(15)	71%	(60)	84
#1 Issue: Health Care	8%	(6)	27%	(21)	65%	(50)	78
#1 Issue: Medicare / Social Security	—	(0)	26%	(13)	74%	(39)	52
#1 Issue: Women's Issues	2%	(1)	22%	(8)	77%	(28)	36
#1 Issue: Education	16%	(4)	13%	(3)	71%	(19)	26
#1 Issue: Energy	6%	(2)	28%	(10)	67%	(24)	36
#1 Issue: Other	17%	(7)	17%	(7)	66%	(27)	41
2018 House Vote: Democrat	9%	(18)	19%	(40)	72%	(150)	208
2018 House Vote: Republican	6%	(8)	17%	(25)	77%	(109)	142
2018 House Vote: Someone else	9%	(1)	17%	(2)	74%	(9)	13
2016 Vote: Hillary Clinton	8%	(14)	24%	(40)	68%	(113)	167
2016 Vote: Donald Trump	5%	(8)	19%	(29)	76%	(117)	154
2016 Vote: Other	22%	(9)	21%	(8)	57%	(23)	41
2016 Vote: Didn't Vote	11%	(12)	18%	(20)	71%	(78)	110
Voted in 2014: Yes	9%	(29)	20%	(64)	71%	(232)	325
Voted in 2014: No	9%	(13)	23%	(33)	68%	(100)	146

Continued on next page

**Table SOB8\_8:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I no longer enjoy substances that alter my behavior*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	9%	(42)	21%	(97)	70%	(332)	471
2012 Vote: Barack Obama	12%	(26)	22%	(46)	66%	(142)	214
2012 Vote: Mitt Romney	4%	(4)	20%	(24)	76%	(87)	115
2012 Vote: Other	4%	(1)	3%	(0)	93%	(15)	16
2012 Vote: Didn't Vote	9%	(11)	21%	(27)	70%	(87)	125
4-Region: Northeast	6%	(5)	23%	(20)	71%	(62)	87
4-Region: Midwest	12%	(12)	23%	(22)	65%	(62)	95
4-Region: South	7%	(11)	22%	(37)	72%	(121)	169
4-Region: West	12%	(14)	15%	(19)	73%	(87)	120
Drinkers	9%	(42)	21%	(97)	70%	(332)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_9:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I don't like the loss of control*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(81)	16%	(75)	67%	(314)	471
Gender: Male	21%	(53)	17%	(43)	62%	(156)	251
Gender: Female	13%	(29)	15%	(32)	72%	(159)	220
Age: 21-29	29%	(22)	22%	(16)	49%	(36)	73
Age: 30-44	14%	(20)	20%	(28)	66%	(91)	138
Age: 45-54	27%	(24)	10%	(9)	63%	(57)	90
Age: 55-64	6%	(5)	17%	(12)	77%	(56)	73
Age: 65+	12%	(11)	11%	(10)	77%	(74)	96
Generation Z: 21-22	39%	(4)	11%	(1)	50%	(5)	10
Millennial: Age 23-38	19%	(30)	21%	(33)	60%	(94)	157
Generation X: Age 39-54	24%	(32)	13%	(18)	63%	(85)	135
Boomers: Age 55-73	9%	(13)	13%	(18)	78%	(110)	141
PID: Dem (no lean)	19%	(31)	16%	(27)	65%	(108)	166
PID: Ind (no lean)	15%	(22)	15%	(22)	71%	(106)	150
PID: Rep (no lean)	19%	(29)	17%	(26)	65%	(100)	155
PID/Gender: Dem Men	22%	(16)	15%	(11)	62%	(45)	72
PID/Gender: Dem Women	16%	(15)	17%	(16)	67%	(63)	95
PID/Gender: Ind Men	19%	(15)	18%	(14)	63%	(51)	81
PID/Gender: Ind Women	9%	(6)	11%	(8)	80%	(55)	69
PID/Gender: Rep Men	21%	(21)	18%	(18)	60%	(60)	99
PID/Gender: Rep Women	14%	(8)	14%	(8)	72%	(40)	56
Ideo: Liberal (1-3)	19%	(29)	15%	(23)	65%	(97)	149
Ideo: Moderate (4)	21%	(24)	20%	(23)	59%	(68)	115
Ideo: Conservative (5-7)	17%	(26)	13%	(21)	70%	(108)	155
Educ: < College	19%	(55)	15%	(45)	66%	(194)	295
Educ: Bachelors degree	17%	(19)	18%	(20)	64%	(70)	109
Educ: Post-grad	11%	(7)	14%	(10)	74%	(50)	67

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**Table SOB8\_9:** To what extent are the following a reason why you are drinking less than you were five years ago?  
 I don't like the loss of control

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(81)	16%	(75)	67%	(314)	471
Income: Under 50k	15%	(37)	17%	(41)	68%	(162)	239
Income: 50k-100k	20%	(31)	14%	(21)	67%	(103)	154
Income: 100k+	18%	(14)	17%	(13)	64%	(50)	77
Ethnicity: White	13%	(46)	17%	(61)	71%	(257)	364
Ethnicity: Hispanic	35%	(24)	9%	(6)	56%	(38)	69
Ethnicity: Afr. Am.	29%	(19)	16%	(10)	55%	(36)	65
Ethnicity: Other	39%	(17)	9%	(4)	51%	(22)	43
All Christian	17%	(36)	11%	(24)	71%	(149)	210
All Non-Christian	6%	(1)	42%	(8)	52%	(10)	20
Atheist	18%	(5)	18%	(5)	64%	(18)	28
Agnostic/Nothing in particular	18%	(39)	18%	(38)	64%	(137)	214
Religious Non-Protestant/Catholic	13%	(3)	37%	(8)	49%	(11)	22
Evangelical	23%	(25)	13%	(14)	63%	(68)	108
Non-Evangelical	16%	(31)	14%	(27)	70%	(134)	191
Community: Urban	21%	(27)	20%	(25)	59%	(73)	124
Community: Suburban	14%	(30)	15%	(33)	72%	(158)	221
Community: Rural	20%	(25)	14%	(18)	66%	(83)	126
Employ: Private Sector	16%	(30)	18%	(33)	66%	(122)	185
Employ: Government	3%	(1)	9%	(3)	88%	(25)	28
Employ: Self-Employed	20%	(8)	20%	(8)	60%	(24)	40
Employ: Homemaker	14%	(4)	19%	(5)	67%	(17)	26
Employ: Student	—	(0)	13%	(1)	87%	(4)	4
Employ: Retired	15%	(16)	12%	(13)	72%	(78)	108
Employ: Unemployed	39%	(19)	16%	(8)	46%	(23)	50
Employ: Other	12%	(4)	18%	(5)	71%	(22)	31
Military HH: Yes	17%	(16)	24%	(22)	59%	(55)	92
Military HH: No	17%	(66)	14%	(53)	69%	(259)	378
RD/WT: Right Direction	19%	(34)	17%	(31)	64%	(117)	182
RD/WT: Wrong Track	16%	(47)	15%	(44)	68%	(198)	289

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**Table SOB8\_9:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I don't like the loss of control

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	17%	(81)	16%	(75)	67%	(314)	471
Trump Job Approve	16%	(30)	15%	(29)	69%	(131)	190
Trump Job Disapprove	18%	(50)	17%	(45)	65%	(175)	270
Trump Job Strongly Approve	19%	(20)	15%	(16)	67%	(72)	107
Trump Job Somewhat Approve	13%	(10)	16%	(13)	72%	(59)	83
Trump Job Somewhat Disapprove	14%	(10)	25%	(17)	61%	(42)	69
Trump Job Strongly Disapprove	20%	(40)	14%	(28)	66%	(133)	201
Favorable of Trump	14%	(25)	15%	(28)	71%	(128)	181
Unfavorable of Trump	20%	(55)	16%	(44)	64%	(175)	275
Very Favorable of Trump	16%	(17)	13%	(14)	71%	(77)	108
Somewhat Favorable of Trump	11%	(8)	20%	(14)	69%	(50)	73
Somewhat Unfavorable of Trump	19%	(11)	27%	(15)	54%	(31)	57
Very Unfavorable of Trump	20%	(44)	13%	(29)	66%	(145)	218
#1 Issue: Economy	21%	(25)	14%	(17)	65%	(76)	118
#1 Issue: Security	14%	(12)	19%	(16)	67%	(57)	84
#1 Issue: Health Care	18%	(14)	15%	(12)	66%	(52)	78
#1 Issue: Medicare / Social Security	5%	(2)	8%	(4)	88%	(45)	52
#1 Issue: Women's Issues	9%	(3)	15%	(5)	76%	(27)	36
#1 Issue: Education	20%	(5)	20%	(5)	60%	(16)	26
#1 Issue: Energy	23%	(8)	20%	(7)	57%	(21)	36
#1 Issue: Other	28%	(12)	21%	(9)	51%	(21)	41
2018 House Vote: Democrat	17%	(36)	15%	(31)	68%	(141)	208
2018 House Vote: Republican	15%	(21)	15%	(21)	71%	(100)	142
2018 House Vote: Someone else	14%	(2)	23%	(3)	63%	(8)	13
2016 Vote: Hillary Clinton	15%	(26)	17%	(28)	68%	(113)	167
2016 Vote: Donald Trump	14%	(22)	15%	(23)	71%	(109)	154
2016 Vote: Other	28%	(11)	13%	(5)	59%	(24)	41
2016 Vote: Didn't Vote	21%	(23)	17%	(19)	62%	(68)	110
Voted in 2014: Yes	15%	(47)	15%	(49)	70%	(228)	325
Voted in 2014: No	23%	(34)	18%	(26)	59%	(86)	146

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**Table SOB8\_9:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I don't like the loss of control*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	17%	(81)	16%	(75)	67%	(314)	471
2012 Vote: Barack Obama	18%	(38)	15%	(31)	68%	(145)	214
2012 Vote: Mitt Romney	15%	(17)	18%	(21)	67%	(77)	115
2012 Vote: Other	4%	(1)	12%	(2)	84%	(14)	16
2012 Vote: Didn't Vote	20%	(25)	17%	(22)	63%	(78)	125
4-Region: Northeast	26%	(23)	15%	(13)	59%	(51)	87
4-Region: Midwest	13%	(13)	19%	(18)	68%	(64)	95
4-Region: South	12%	(20)	17%	(29)	71%	(120)	169
4-Region: West	22%	(27)	12%	(15)	66%	(79)	120
Drinkers	17%	(81)	16%	(75)	67%	(314)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_10:** *To what extent are the following a reason why you are drinking less than you were five years ago?*  
*I don't like the taste of alcohol as much*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	6%	(29)	14%	(67)	80%	(375)	471
Gender: Male	5%	(13)	14%	(36)	81%	(202)	251
Gender: Female	7%	(16)	14%	(31)	79%	(173)	220
Age: 21-29	6%	(5)	21%	(16)	72%	(53)	73
Age: 30-44	7%	(9)	15%	(21)	78%	(108)	138
Age: 45-54	9%	(8)	11%	(10)	80%	(73)	90
Age: 55-64	5%	(3)	10%	(7)	86%	(63)	73
Age: 65+	4%	(4)	13%	(13)	83%	(79)	96
Generation Z: 21-22	24%	(2)	—	(0)	76%	(8)	10
Millennial: Age 23-38	6%	(9)	21%	(34)	73%	(114)	157
Generation X: Age 39-54	7%	(10)	10%	(13)	83%	(111)	135
Boomers: Age 55-73	3%	(5)	11%	(15)	86%	(120)	141
PID: Dem (no lean)	8%	(13)	12%	(20)	80%	(133)	166
PID: Ind (no lean)	6%	(9)	13%	(19)	81%	(121)	150
PID: Rep (no lean)	4%	(6)	18%	(27)	78%	(121)	155
PID/Gender: Dem Men	6%	(4)	8%	(6)	86%	(62)	72
PID/Gender: Dem Women	9%	(9)	15%	(14)	76%	(71)	95
PID/Gender: Ind Men	7%	(6)	13%	(10)	80%	(65)	81
PID/Gender: Ind Women	6%	(4)	13%	(9)	82%	(56)	69
PID/Gender: Rep Men	3%	(3)	20%	(20)	77%	(76)	99
PID/Gender: Rep Women	6%	(3)	13%	(8)	81%	(45)	56
Ideo: Liberal (1-3)	4%	(6)	16%	(25)	79%	(118)	149
Ideo: Moderate (4)	7%	(8)	14%	(16)	79%	(92)	115
Ideo: Conservative (5-7)	5%	(7)	14%	(22)	81%	(125)	155
Educ: < College	7%	(21)	14%	(40)	79%	(233)	295
Educ: Bachelors degree	4%	(4)	16%	(17)	80%	(88)	109
Educ: Post-grad	6%	(4)	13%	(9)	81%	(54)	67

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**Table SOB8\_10:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I don't like the taste of alcohol as much

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	6%	(29)	14%	(67)	80%	(375)	471
Income: Under 50k	7%	(17)	14%	(34)	79%	(188)	239
Income: 50k-100k	7%	(11)	13%	(20)	80%	(123)	154
Income: 100k+	2%	(2)	15%	(12)	83%	(64)	77
Ethnicity: White	4%	(15)	13%	(46)	83%	(302)	364
Ethnicity: Hispanic	5%	(4)	16%	(11)	78%	(54)	69
Ethnicity: Afr. Am.	16%	(11)	25%	(16)	58%	(38)	65
Ethnicity: Other	7%	(3)	10%	(4)	83%	(35)	43
All Christian	6%	(12)	13%	(28)	81%	(170)	210
All Non-Christian	—	(0)	2%	(0)	98%	(19)	20
Atheist	12%	(3)	—	(0)	88%	(25)	28
Agnostic/Nothing in particular	6%	(13)	18%	(39)	76%	(162)	214
Religious Non-Protestant/Catholic	—	(0)	2%	(0)	98%	(22)	22
Evangelical	9%	(10)	19%	(20)	72%	(78)	108
Non-Evangelical	5%	(9)	12%	(23)	83%	(159)	191
Community: Urban	8%	(10)	15%	(19)	77%	(95)	124
Community: Suburban	6%	(14)	14%	(31)	80%	(176)	221
Community: Rural	5%	(6)	13%	(16)	82%	(104)	126
Employ: Private Sector	4%	(8)	15%	(27)	81%	(150)	185
Employ: Government	9%	(3)	8%	(2)	83%	(23)	28
Employ: Self-Employed	16%	(6)	19%	(8)	64%	(26)	40
Employ: Homemaker	2%	(1)	21%	(5)	77%	(20)	26
Employ: Student	11%	(0)	26%	(1)	62%	(3)	4
Employ: Retired	3%	(4)	12%	(13)	85%	(91)	108
Employ: Unemployed	9%	(5)	13%	(7)	77%	(39)	50
Employ: Other	10%	(3)	13%	(4)	77%	(24)	31
Military HH: Yes	10%	(9)	10%	(9)	81%	(74)	92
Military HH: No	5%	(20)	15%	(57)	80%	(301)	378
RD/WT: Right Direction	5%	(9)	17%	(31)	78%	(143)	182
RD/WT: Wrong Track	7%	(20)	12%	(36)	81%	(233)	289

Continued on next page

**Table SOB8\_10:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I don't like the taste of alcohol as much

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	6%	(29)	14%	(67)	80%	(375)	471
Trump Job Approve	5%	(10)	15%	(28)	80%	(152)	190
Trump Job Disapprove	7%	(19)	14%	(39)	79%	(212)	270
Trump Job Strongly Approve	8%	(8)	13%	(14)	79%	(85)	107
Trump Job Somewhat Approve	2%	(2)	17%	(14)	81%	(67)	83
Trump Job Somewhat Disapprove	5%	(4)	13%	(9)	82%	(57)	69
Trump Job Strongly Disapprove	8%	(15)	15%	(30)	78%	(156)	201
Favorable of Trump	5%	(9)	14%	(25)	81%	(147)	181
Unfavorable of Trump	7%	(20)	14%	(39)	78%	(215)	275
Very Favorable of Trump	6%	(6)	10%	(11)	84%	(90)	108
Somewhat Favorable of Trump	3%	(2)	19%	(14)	78%	(57)	73
Somewhat Unfavorable of Trump	5%	(3)	17%	(10)	78%	(44)	57
Very Unfavorable of Trump	8%	(17)	14%	(30)	79%	(171)	218
#1 Issue: Economy	4%	(5)	13%	(15)	83%	(98)	118
#1 Issue: Security	4%	(4)	12%	(10)	83%	(70)	84
#1 Issue: Health Care	9%	(7)	14%	(11)	78%	(60)	78
#1 Issue: Medicare / Social Security	1%	(1)	17%	(9)	82%	(42)	52
#1 Issue: Women's Issues	5%	(2)	12%	(4)	83%	(30)	36
#1 Issue: Education	10%	(3)	5%	(1)	85%	(22)	26
#1 Issue: Energy	13%	(5)	25%	(9)	62%	(23)	36
#1 Issue: Other	10%	(4)	17%	(7)	73%	(30)	41
2018 House Vote: Democrat	7%	(14)	14%	(28)	80%	(166)	208
2018 House Vote: Republican	5%	(7)	15%	(21)	80%	(113)	142
2018 House Vote: Someone else	17%	(2)	10%	(1)	72%	(9)	13
2016 Vote: Hillary Clinton	7%	(12)	13%	(22)	79%	(133)	167
2016 Vote: Donald Trump	4%	(6)	11%	(17)	85%	(130)	154
2016 Vote: Other	6%	(3)	17%	(7)	76%	(31)	41
2016 Vote: Didn't Vote	8%	(8)	18%	(20)	74%	(82)	110
Voted in 2014: Yes	6%	(18)	15%	(47)	80%	(259)	325
Voted in 2014: No	7%	(11)	13%	(19)	80%	(116)	146

Continued on next page

**Table SOB8\_10:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I don't like the taste of alcohol as much

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	6%	(29)	14%	(67)	80%	(375)	471
2012 Vote: Barack Obama	6%	(14)	14%	(30)	79%	(170)	214
2012 Vote: Mitt Romney	5%	(5)	15%	(18)	80%	(92)	115
2012 Vote: Other	—	(0)	—	(0)	100%	(16)	16
2012 Vote: Didn't Vote	8%	(10)	15%	(19)	77%	(97)	125
4-Region: Northeast	3%	(3)	14%	(13)	83%	(72)	87
4-Region: Midwest	8%	(8)	21%	(20)	71%	(67)	95
4-Region: South	6%	(11)	15%	(25)	79%	(133)	169
4-Region: West	7%	(8)	7%	(8)	86%	(104)	120
Drinkers	6%	(29)	14%	(67)	80%	(375)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_11:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I am more worried about my drinks being drugged*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(20)	5%	(23)	91%	(428)	471
Gender: Male	6%	(16)	5%	(13)	88%	(222)	251
Gender: Female	2%	(4)	5%	(10)	94%	(206)	220
Age: 21-29	10%	(7)	9%	(7)	81%	(59)	73
Age: 30-44	6%	(9)	7%	(9)	87%	(120)	138
Age: 45-54	2%	(1)	5%	(4)	94%	(85)	90
Age: 55-64	2%	(2)	1%	(1)	97%	(71)	73
Age: 65+	1%	(1)	3%	(2)	97%	(93)	96
Generation Z: 21-22	28%	(3)	32%	(3)	40%	(4)	10
Millennial: Age 23-38	5%	(8)	6%	(9)	89%	(140)	157
Generation X: Age 39-54	5%	(7)	6%	(8)	89%	(120)	135
Boomers: Age 55-73	2%	(2)	2%	(3)	96%	(135)	141
PID: Dem (no lean)	4%	(7)	6%	(10)	90%	(149)	166
PID: Ind (no lean)	4%	(6)	2%	(4)	94%	(141)	150
PID: Rep (no lean)	5%	(7)	6%	(10)	89%	(138)	155
PID/Gender: Dem Men	6%	(4)	6%	(5)	88%	(63)	72
PID/Gender: Dem Women	3%	(3)	6%	(5)	91%	(86)	95
PID/Gender: Ind Men	6%	(5)	2%	(2)	92%	(74)	81
PID/Gender: Ind Women	1%	(1)	3%	(2)	96%	(66)	69
PID/Gender: Rep Men	7%	(7)	7%	(7)	86%	(84)	99
PID/Gender: Rep Women	—	(0)	5%	(3)	95%	(53)	56
Ideo: Liberal (1-3)	4%	(6)	4%	(6)	91%	(136)	149
Ideo: Moderate (4)	6%	(6)	10%	(12)	84%	(97)	115
Ideo: Conservative (5-7)	3%	(4)	1%	(2)	96%	(148)	155
Educ: < College	6%	(17)	6%	(17)	89%	(261)	295
Educ: Bachelors degree	1%	(1)	3%	(3)	96%	(105)	109
Educ: Post-grad	3%	(2)	4%	(3)	93%	(62)	67

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**Table SOB8\_11:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I am more worried about my drinks being drugged

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(20)	5%	(23)	91%	(428)	471
Income: Under 50k	4%	(11)	6%	(15)	89%	(214)	239
Income: 50k-100k	2%	(4)	4%	(6)	94%	(144)	154
Income: 100k+	8%	(6)	3%	(2)	89%	(69)	77
Ethnicity: White	1%	(5)	3%	(10)	96%	(348)	364
Ethnicity: Hispanic	12%	(8)	10%	(7)	78%	(54)	69
Ethnicity: Afr. Am.	15%	(10)	14%	(9)	71%	(46)	65
Ethnicity: Other	13%	(6)	10%	(4)	77%	(33)	43
All Christian	4%	(8)	3%	(5)	94%	(196)	210
All Non-Christian	2%	(0)	13%	(2)	86%	(17)	20
Atheist	4%	(1)	—	(0)	96%	(27)	28
Agnostic/Nothing in particular	5%	(11)	7%	(15)	88%	(188)	214
Religious Non-Protestant/Catholic	2%	(0)	11%	(2)	87%	(20)	22
Evangelical	9%	(9)	3%	(4)	88%	(95)	108
Non-Evangelical	3%	(6)	5%	(9)	92%	(177)	191
Community: Urban	7%	(9)	6%	(8)	87%	(107)	124
Community: Suburban	3%	(7)	4%	(8)	93%	(206)	221
Community: Rural	4%	(4)	6%	(7)	91%	(114)	126
Employ: Private Sector	2%	(3)	6%	(10)	93%	(171)	185
Employ: Government	—	(0)	10%	(3)	90%	(25)	28
Employ: Self-Employed	7%	(3)	—	(0)	93%	(37)	40
Employ: Homemaker	—	(0)	—	(0)	100%	(26)	26
Employ: Student	11%	(0)	—	(0)	89%	(4)	4
Employ: Retired	—	(0)	2%	(2)	98%	(106)	108
Employ: Unemployed	15%	(8)	14%	(7)	71%	(36)	50
Employ: Other	19%	(6)	5%	(2)	76%	(23)	31
Military HH: Yes	3%	(3)	10%	(9)	86%	(80)	92
Military HH: No	4%	(17)	4%	(14)	92%	(348)	378
RD/WT: Right Direction	3%	(5)	6%	(11)	91%	(166)	182
RD/WT: Wrong Track	5%	(15)	4%	(13)	91%	(262)	289

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**Table SOB8\_11:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I am more worried about my drinks being drugged

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(20)	5%	(23)	91%	(428)	471
Trump Job Approve	1%	(2)	5%	(9)	94%	(180)	190
Trump Job Disapprove	7%	(18)	5%	(14)	88%	(237)	270
Trump Job Strongly Approve	1%	(1)	5%	(5)	95%	(101)	107
Trump Job Somewhat Approve	1%	(1)	5%	(4)	94%	(78)	83
Trump Job Somewhat Disapprove	9%	(6)	11%	(8)	79%	(55)	69
Trump Job Strongly Disapprove	6%	(12)	3%	(7)	91%	(182)	201
Favorable of Trump	2%	(3)	2%	(4)	96%	(174)	181
Unfavorable of Trump	6%	(16)	6%	(17)	88%	(241)	275
Very Favorable of Trump	1%	(1)	1%	(1)	98%	(106)	108
Somewhat Favorable of Trump	4%	(3)	4%	(3)	93%	(67)	73
Somewhat Unfavorable of Trump	2%	(1)	20%	(12)	78%	(44)	57
Very Unfavorable of Trump	7%	(15)	3%	(6)	90%	(197)	218
#1 Issue: Economy	5%	(6)	6%	(7)	89%	(105)	118
#1 Issue: Security	1%	(0)	3%	(2)	97%	(82)	84
#1 Issue: Health Care	4%	(3)	9%	(7)	87%	(67)	78
#1 Issue: Medicare / Social Security	1%	(1)	—	(0)	99%	(51)	52
#1 Issue: Women's Issues	—	(0)	1%	(0)	99%	(36)	36
#1 Issue: Education	10%	(3)	2%	(0)	89%	(23)	26
#1 Issue: Energy	12%	(4)	6%	(2)	83%	(30)	36
#1 Issue: Other	8%	(3)	9%	(4)	82%	(33)	41
2018 House Vote: Democrat	3%	(6)	6%	(13)	91%	(189)	208
2018 House Vote: Republican	2%	(3)	4%	(5)	94%	(133)	142
2018 House Vote: Someone else	7%	(1)	10%	(1)	83%	(11)	13
2016 Vote: Hillary Clinton	3%	(4)	5%	(9)	92%	(154)	167
2016 Vote: Donald Trump	1%	(1)	5%	(8)	94%	(145)	154
2016 Vote: Other	13%	(5)	3%	(1)	84%	(34)	41
2016 Vote: Didn't Vote	9%	(10)	5%	(5)	86%	(95)	110
Voted in 2014: Yes	3%	(9)	5%	(15)	92%	(300)	325
Voted in 2014: No	7%	(11)	6%	(8)	87%	(127)	146

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**Table SOB8\_11:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I am more worried about my drinks being drugged*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(20)	5%	(23)	91%	(428)	471
2012 Vote: Barack Obama	5%	(11)	5%	(10)	90%	(193)	214
2012 Vote: Mitt Romney	—	(0)	5%	(6)	95%	(110)	115
2012 Vote: Other	—	(0)	4%	(1)	96%	(16)	16
2012 Vote: Didn't Vote	8%	(9)	6%	(7)	87%	(109)	125
4-Region: Northeast	8%	(7)	3%	(3)	89%	(77)	87
4-Region: Midwest	1%	(1)	7%	(7)	91%	(87)	95
4-Region: South	2%	(4)	4%	(7)	94%	(158)	169
4-Region: West	7%	(8)	6%	(7)	88%	(105)	120
Drinkers	4%	(20)	5%	(23)	91%	(428)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_12:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I started a weight loss or health program / Diet restrictions (such as gluten)*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	14%	(66)	15%	(72)	71%	(333)	471
Gender: Male	16%	(40)	17%	(42)	68%	(170)	251
Gender: Female	12%	(26)	14%	(31)	74%	(163)	220
Age: 21-29	21%	(15)	19%	(14)	60%	(44)	73
Age: 30-44	20%	(28)	17%	(24)	63%	(86)	138
Age: 45-54	9%	(8)	20%	(18)	71%	(64)	90
Age: 55-64	5%	(3)	6%	(5)	89%	(65)	73
Age: 65+	12%	(11)	12%	(11)	77%	(73)	96
Generation Z: 21-22	39%	(4)	25%	(3)	35%	(4)	10
Millennial: Age 23-38	17%	(27)	20%	(32)	63%	(98)	157
Generation X: Age 39-54	15%	(21)	16%	(22)	68%	(92)	135
Boomers: Age 55-73	10%	(15)	8%	(12)	81%	(114)	141
PID: Dem (no lean)	17%	(27)	14%	(23)	69%	(116)	166
PID: Ind (no lean)	11%	(16)	15%	(22)	74%	(112)	150
PID: Rep (no lean)	14%	(22)	17%	(27)	68%	(105)	155
PID/Gender: Dem Men	20%	(14)	16%	(11)	64%	(46)	72
PID/Gender: Dem Women	14%	(13)	13%	(12)	74%	(70)	95
PID/Gender: Ind Men	11%	(9)	15%	(12)	75%	(60)	81
PID/Gender: Ind Women	11%	(8)	15%	(10)	74%	(51)	69
PID/Gender: Rep Men	17%	(17)	19%	(19)	64%	(63)	99
PID/Gender: Rep Women	10%	(6)	15%	(8)	75%	(42)	56
Ideo: Liberal (1-3)	19%	(28)	16%	(23)	66%	(98)	149
Ideo: Moderate (4)	15%	(17)	16%	(18)	69%	(80)	115
Ideo: Conservative (5-7)	11%	(17)	18%	(27)	72%	(111)	155
Educ: < College	14%	(42)	11%	(33)	74%	(219)	295
Educ: Bachelors degree	13%	(14)	18%	(20)	69%	(76)	109
Educ: Post-grad	15%	(10)	29%	(19)	56%	(37)	67

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**Table SOB8\_12:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I started a weight loss or health program / Diet restrictions (such as gluten)*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	14%	(66)	15%	(72)	71%	(333)	471
Income: Under 50k	16%	(39)	8%	(19)	76%	(182)	239
Income: 50k-100k	12%	(19)	22%	(34)	66%	(101)	154
Income: 100k+	11%	(8)	25%	(19)	64%	(50)	77
Ethnicity: White	12%	(43)	16%	(58)	72%	(263)	364
Ethnicity: Hispanic	25%	(17)	12%	(8)	63%	(43)	69
Ethnicity: Afr. Am.	18%	(12)	13%	(9)	69%	(44)	65
Ethnicity: Other	28%	(12)	13%	(6)	59%	(25)	43
All Christian	13%	(27)	17%	(36)	70%	(146)	210
All Non-Christian	21%	(4)	10%	(2)	69%	(13)	20
Atheist	13%	(4)	14%	(4)	73%	(20)	28
Agnostic/Nothing in particular	14%	(31)	14%	(30)	71%	(153)	214
Religious Non-Protestant/Catholic	18%	(4)	9%	(2)	72%	(16)	22
Evangelical	15%	(16)	15%	(16)	70%	(76)	108
Non-Evangelical	14%	(28)	16%	(31)	69%	(132)	191
Community: Urban	15%	(19)	11%	(14)	73%	(91)	124
Community: Suburban	12%	(27)	19%	(42)	69%	(152)	221
Community: Rural	16%	(20)	13%	(17)	71%	(89)	126
Employ: Private Sector	14%	(27)	19%	(34)	67%	(124)	185
Employ: Government	14%	(4)	24%	(7)	62%	(17)	28
Employ: Self-Employed	16%	(6)	10%	(4)	74%	(29)	40
Employ: Homemaker	9%	(2)	22%	(6)	69%	(18)	26
Employ: Student	26%	(1)	21%	(1)	53%	(2)	4
Employ: Retired	10%	(11)	10%	(11)	80%	(86)	108
Employ: Unemployed	27%	(13)	6%	(3)	68%	(34)	50
Employ: Other	6%	(2)	22%	(7)	72%	(22)	31
Military HH: Yes	12%	(11)	21%	(19)	67%	(62)	92
Military HH: No	14%	(55)	14%	(53)	72%	(271)	378
RD/WT: Right Direction	12%	(21)	18%	(33)	70%	(128)	182
RD/WT: Wrong Track	15%	(45)	14%	(40)	71%	(204)	289

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**Table SOB8\_12:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I started a weight loss or health program / Diet restrictions (such as gluten)*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	14%	(66)	15%	(72)	71%	(333)	471
Trump Job Approve	11%	(21)	17%	(32)	72%	(138)	190
Trump Job Disapprove	16%	(43)	15%	(40)	69%	(186)	270
Trump Job Strongly Approve	12%	(12)	14%	(15)	74%	(80)	107
Trump Job Somewhat Approve	10%	(9)	20%	(16)	70%	(58)	83
Trump Job Somewhat Disapprove	19%	(13)	16%	(11)	65%	(45)	69
Trump Job Strongly Disapprove	15%	(30)	15%	(29)	71%	(142)	201
Favorable of Trump	10%	(18)	17%	(31)	73%	(132)	181
Unfavorable of Trump	16%	(45)	15%	(41)	69%	(189)	275
Very Favorable of Trump	10%	(11)	13%	(14)	76%	(82)	108
Somewhat Favorable of Trump	9%	(7)	23%	(16)	68%	(50)	73
Somewhat Unfavorable of Trump	16%	(9)	21%	(12)	63%	(36)	57
Very Unfavorable of Trump	16%	(36)	13%	(29)	70%	(153)	218
#1 Issue: Economy	15%	(18)	14%	(17)	70%	(83)	118
#1 Issue: Security	11%	(9)	14%	(12)	75%	(64)	84
#1 Issue: Health Care	9%	(7)	19%	(15)	72%	(56)	78
#1 Issue: Medicare / Social Security	6%	(3)	10%	(5)	84%	(44)	52
#1 Issue: Women's Issues	17%	(6)	21%	(7)	63%	(23)	36
#1 Issue: Education	22%	(6)	23%	(6)	55%	(14)	26
#1 Issue: Energy	21%	(8)	9%	(3)	70%	(25)	36
#1 Issue: Other	24%	(10)	16%	(7)	59%	(24)	41
2018 House Vote: Democrat	12%	(24)	16%	(33)	73%	(151)	208
2018 House Vote: Republican	13%	(18)	19%	(28)	68%	(96)	142
2018 House Vote: Someone else	4%	(0)	—	(0)	96%	(12)	13
2016 Vote: Hillary Clinton	12%	(20)	17%	(28)	71%	(119)	167
2016 Vote: Donald Trump	13%	(21)	18%	(28)	68%	(105)	154
2016 Vote: Other	15%	(6)	22%	(9)	63%	(25)	41
2016 Vote: Didn't Vote	18%	(19)	7%	(8)	75%	(83)	110
Voted in 2014: Yes	13%	(42)	17%	(54)	71%	(229)	325
Voted in 2014: No	16%	(24)	13%	(19)	71%	(103)	146

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**Table SOB8\_12:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I started a weight loss or health program / Diet restrictions (such as gluten)*

<b>Demographic</b>	<b>Yes, this is a major reason</b>		<b>Yes, this is a minor reason</b>		<b>No, this isn't a reason at all</b>		<b>Total N</b>
Adults	14%	(66)	15%	(72)	71%	(333)	471
2012 Vote: Barack Obama	15%	(32)	17%	(36)	68%	(146)	214
2012 Vote: Mitt Romney	13%	(15)	15%	(17)	73%	(84)	115
2012 Vote: Other	—	(0)	14%	(2)	86%	(14)	16
2012 Vote: Didn't Vote	16%	(20)	14%	(17)	71%	(89)	125
4-Region: Northeast	21%	(18)	16%	(14)	63%	(55)	87
4-Region: Midwest	9%	(9)	20%	(19)	71%	(68)	95
4-Region: South	12%	(20)	13%	(22)	75%	(127)	169
4-Region: West	16%	(19)	15%	(18)	69%	(83)	120
Drinkers	14%	(66)	15%	(72)	71%	(333)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_13:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
It affects medication that I take*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	12%	(56)	17%	(78)	72%	(337)	471
Gender: Male	10%	(24)	19%	(47)	71%	(179)	251
Gender: Female	14%	(31)	14%	(30)	72%	(158)	220
Age: 21-29	16%	(12)	10%	(8)	74%	(54)	73
Age: 30-44	8%	(11)	14%	(19)	78%	(108)	138
Age: 45-54	8%	(8)	24%	(22)	68%	(61)	90
Age: 55-64	12%	(9)	19%	(14)	69%	(51)	73
Age: 65+	18%	(17)	16%	(16)	66%	(63)	96
Generation Z: 21-22	8%	(1)	—	(0)	92%	(9)	10
Millennial: Age 23-38	11%	(17)	13%	(20)	76%	(120)	157
Generation X: Age 39-54	9%	(12)	21%	(28)	70%	(94)	135
Boomers: Age 55-73	11%	(16)	18%	(26)	70%	(99)	141
PID: Dem (no lean)	11%	(19)	15%	(26)	73%	(122)	166
PID: Ind (no lean)	10%	(16)	16%	(24)	74%	(111)	150
PID: Rep (no lean)	14%	(22)	18%	(29)	68%	(105)	155
PID/Gender: Dem Men	7%	(5)	19%	(13)	74%	(53)	72
PID/Gender: Dem Women	14%	(13)	13%	(12)	73%	(69)	95
PID/Gender: Ind Men	11%	(9)	19%	(15)	71%	(57)	81
PID/Gender: Ind Women	10%	(7)	12%	(8)	78%	(54)	69
PID/Gender: Rep Men	11%	(11)	19%	(19)	70%	(69)	99
PID/Gender: Rep Women	20%	(11)	17%	(10)	63%	(35)	56
Ideo: Liberal (1-3)	8%	(11)	15%	(22)	78%	(116)	149
Ideo: Moderate (4)	12%	(14)	22%	(25)	66%	(76)	115
Ideo: Conservative (5-7)	17%	(26)	14%	(22)	69%	(107)	155
Educ: < College	13%	(39)	18%	(52)	69%	(204)	295
Educ: Bachelors degree	9%	(10)	12%	(13)	79%	(87)	109
Educ: Post-grad	11%	(7)	20%	(13)	69%	(46)	67

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**Table SOB8\_13:** To what extent are the following a reason why you are drinking less than you were five years ago?  
 It affects medication that I take

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	12%	(56)	17%	(78)	72%	(337)	471
Income: Under 50k	13%	(32)	18%	(44)	68%	(163)	239
Income: 50k-100k	8%	(13)	15%	(23)	77%	(119)	154
Income: 100k+	15%	(12)	14%	(11)	71%	(55)	77
Ethnicity: White	11%	(40)	16%	(60)	72%	(263)	364
Ethnicity: Hispanic	15%	(10)	13%	(9)	73%	(50)	69
Ethnicity: Afr. Am.	21%	(14)	19%	(12)	60%	(39)	65
Ethnicity: Other	4%	(2)	14%	(6)	82%	(35)	43
All Christian	15%	(32)	16%	(34)	68%	(143)	210
All Non-Christian	2%	(0)	33%	(7)	65%	(13)	20
Atheist	14%	(4)	8%	(2)	79%	(22)	28
Agnostic/Nothing in particular	9%	(19)	16%	(35)	74%	(159)	214
Religious Non-Protestant/Catholic	6%	(1)	32%	(7)	63%	(14)	22
Evangelical	14%	(15)	13%	(14)	73%	(79)	108
Non-Evangelical	14%	(26)	16%	(32)	70%	(134)	191
Community: Urban	13%	(16)	22%	(27)	65%	(81)	124
Community: Suburban	9%	(20)	16%	(35)	75%	(166)	221
Community: Rural	16%	(20)	12%	(15)	71%	(90)	126
Employ: Private Sector	6%	(11)	15%	(28)	79%	(145)	185
Employ: Government	21%	(6)	10%	(3)	70%	(19)	28
Employ: Self-Employed	11%	(4)	21%	(8)	68%	(27)	40
Employ: Homemaker	2%	(1)	15%	(4)	83%	(21)	26
Employ: Student	37%	(2)	9%	(0)	53%	(2)	4
Employ: Retired	17%	(19)	20%	(21)	63%	(68)	108
Employ: Unemployed	11%	(5)	20%	(10)	69%	(35)	50
Employ: Other	27%	(8)	10%	(3)	64%	(20)	31
Military HH: Yes	16%	(14)	18%	(17)	66%	(61)	92
Military HH: No	11%	(42)	16%	(61)	73%	(276)	378
RD/WT: Right Direction	17%	(30)	18%	(33)	65%	(119)	182
RD/WT: Wrong Track	9%	(25)	16%	(45)	76%	(218)	289

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**Table SOB8\_13:** To what extent are the following a reason why you are drinking less than you were five years ago?  
It affects medication that I take

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	12%	(56)	17%	(78)	72%	(337)	471
Trump Job Approve	13%	(25)	20%	(37)	67%	(128)	190
Trump Job Disapprove	11%	(30)	15%	(41)	74%	(199)	270
Trump Job Strongly Approve	15%	(17)	19%	(21)	65%	(70)	107
Trump Job Somewhat Approve	11%	(9)	20%	(17)	69%	(58)	83
Trump Job Somewhat Disapprove	17%	(12)	23%	(16)	60%	(41)	69
Trump Job Strongly Disapprove	9%	(18)	12%	(25)	79%	(158)	201
Favorable of Trump	15%	(27)	17%	(31)	68%	(123)	181
Unfavorable of Trump	10%	(28)	16%	(43)	74%	(203)	275
Very Favorable of Trump	15%	(17)	15%	(17)	69%	(75)	108
Somewhat Favorable of Trump	14%	(10)	20%	(14)	66%	(48)	73
Somewhat Unfavorable of Trump	12%	(7)	31%	(18)	56%	(32)	57
Very Unfavorable of Trump	10%	(21)	12%	(25)	79%	(171)	218
#1 Issue: Economy	11%	(13)	11%	(13)	78%	(92)	118
#1 Issue: Security	8%	(7)	23%	(19)	69%	(58)	84
#1 Issue: Health Care	16%	(12)	17%	(14)	67%	(52)	78
#1 Issue: Medicare / Social Security	19%	(10)	22%	(11)	59%	(31)	52
#1 Issue: Women's Issues	6%	(2)	3%	(1)	91%	(33)	36
#1 Issue: Education	18%	(5)	11%	(3)	71%	(19)	26
#1 Issue: Energy	18%	(6)	3%	(1)	79%	(29)	36
#1 Issue: Other	2%	(1)	39%	(16)	60%	(24)	41
2018 House Vote: Democrat	10%	(20)	16%	(33)	74%	(155)	208
2018 House Vote: Republican	15%	(22)	17%	(25)	67%	(95)	142
2018 House Vote: Someone else	—	(0)	5%	(1)	95%	(12)	13
2016 Vote: Hillary Clinton	9%	(16)	16%	(27)	74%	(124)	167
2016 Vote: Donald Trump	17%	(26)	16%	(25)	67%	(103)	154
2016 Vote: Other	6%	(2)	18%	(7)	76%	(31)	41
2016 Vote: Didn't Vote	11%	(12)	17%	(18)	72%	(80)	110
Voted in 2014: Yes	12%	(38)	17%	(54)	72%	(232)	325
Voted in 2014: No	12%	(18)	16%	(24)	72%	(105)	146

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**Table SOB8\_13:** To what extent are the following a reason why you are drinking less than you were five years ago?  
It affects medication that I take

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	12%	(56)	17%	(78)	72%	(337)	471
2012 Vote: Barack Obama	10%	(22)	16%	(35)	73%	(157)	214
2012 Vote: Mitt Romney	16%	(19)	20%	(23)	64%	(74)	115
2012 Vote: Other	11%	(2)	4%	(1)	86%	(14)	16
2012 Vote: Didn't Vote	11%	(14)	15%	(19)	74%	(92)	125
4-Region: Northeast	15%	(13)	17%	(15)	68%	(60)	87
4-Region: Midwest	13%	(12)	22%	(21)	65%	(62)	95
4-Region: South	12%	(20)	14%	(24)	74%	(125)	169
4-Region: West	9%	(11)	15%	(18)	76%	(91)	120
Drinkers	12%	(56)	17%	(78)	72%	(337)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_14:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
My romantic partner or spouse doesn't drink*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(32)	9%	(44)	84%	(394)	471
Gender: Male	8%	(21)	12%	(30)	80%	(200)	251
Gender: Female	5%	(11)	7%	(14)	88%	(194)	220
Age: 21-29	10%	(8)	15%	(11)	75%	(55)	73
Age: 30-44	8%	(11)	11%	(15)	81%	(112)	138
Age: 45-54	9%	(8)	4%	(3)	87%	(78)	90
Age: 55-64	6%	(4)	11%	(8)	83%	(61)	73
Age: 65+	1%	(1)	7%	(7)	92%	(88)	96
Generation Z: 21-22	3%	(0)	5%	(0)	92%	(9)	10
Millennial: Age 23-38	9%	(14)	12%	(18)	79%	(125)	157
Generation X: Age 39-54	9%	(12)	8%	(10)	83%	(112)	135
Boomers: Age 55-73	4%	(5)	10%	(14)	86%	(121)	141
PID: Dem (no lean)	8%	(13)	9%	(15)	83%	(138)	166
PID: Ind (no lean)	5%	(8)	2%	(3)	93%	(139)	150
PID: Rep (no lean)	7%	(11)	17%	(26)	76%	(117)	155
PID/Gender: Dem Men	7%	(5)	16%	(12)	77%	(55)	72
PID/Gender: Dem Women	8%	(8)	4%	(3)	88%	(83)	95
PID/Gender: Ind Men	7%	(6)	3%	(2)	90%	(73)	81
PID/Gender: Ind Women	2%	(2)	1%	(1)	96%	(67)	69
PID/Gender: Rep Men	10%	(10)	16%	(16)	74%	(73)	99
PID/Gender: Rep Women	3%	(2)	18%	(10)	79%	(44)	56
Ideo: Liberal (1-3)	6%	(8)	9%	(14)	85%	(127)	149
Ideo: Moderate (4)	9%	(10)	11%	(12)	80%	(93)	115
Ideo: Conservative (5-7)	7%	(10)	10%	(15)	84%	(130)	155
Educ: < College	9%	(25)	10%	(29)	82%	(241)	295
Educ: Bachelors degree	4%	(4)	5%	(6)	91%	(100)	109
Educ: Post-grad	4%	(3)	15%	(10)	80%	(54)	67

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**Table SOB8\_14:** To what extent are the following a reason why you are drinking less than you were five years ago?  
 My romantic partner or spouse doesn't drink

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(32)	9%	(44)	84%	(394)	471
Income: Under 50k	5%	(12)	10%	(24)	85%	(202)	239
Income: 50k-100k	10%	(15)	7%	(11)	83%	(129)	154
Income: 100k+	6%	(5)	12%	(9)	82%	(64)	77
Ethnicity: White	4%	(14)	8%	(31)	88%	(319)	364
Ethnicity: Hispanic	11%	(8)	9%	(6)	80%	(55)	69
Ethnicity: Afr. Am.	18%	(12)	15%	(9)	67%	(43)	65
Ethnicity: Other	15%	(6)	10%	(4)	75%	(32)	43
All Christian	6%	(12)	7%	(14)	87%	(183)	210
All Non-Christian	—	(0)	26%	(5)	74%	(14)	20
Atheist	4%	(1)	3%	(1)	93%	(26)	28
Agnostic/Nothing in particular	9%	(19)	11%	(24)	80%	(171)	214
Religious Non-Protestant/Catholic	8%	(2)	27%	(6)	65%	(14)	22
Evangelical	10%	(11)	14%	(15)	77%	(82)	108
Non-Evangelical	7%	(14)	5%	(10)	87%	(167)	191
Community: Urban	9%	(11)	13%	(17)	77%	(96)	124
Community: Suburban	4%	(9)	8%	(18)	88%	(194)	221
Community: Rural	9%	(12)	8%	(10)	83%	(104)	126
Employ: Private Sector	4%	(8)	12%	(22)	84%	(155)	185
Employ: Government	3%	(1)	9%	(3)	88%	(25)	28
Employ: Self-Employed	7%	(3)	18%	(7)	75%	(30)	40
Employ: Homemaker	9%	(2)	12%	(3)	79%	(21)	26
Employ: Student	—	(0)	11%	(0)	89%	(4)	4
Employ: Retired	5%	(5)	6%	(6)	89%	(96)	108
Employ: Unemployed	20%	(10)	3%	(1)	77%	(39)	50
Employ: Other	8%	(3)	6%	(2)	85%	(26)	31
Military HH: Yes	10%	(10)	12%	(11)	78%	(72)	92
Military HH: No	6%	(22)	9%	(33)	85%	(323)	378
RD/WT: Right Direction	8%	(15)	12%	(23)	79%	(144)	182
RD/WT: Wrong Track	6%	(17)	8%	(22)	87%	(250)	289

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**Table SOB8\_14:** To what extent are the following a reason why you are drinking less than you were five years ago?  
My romantic partner or spouse doesn't drink

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(32)	9%	(44)	84%	(394)	471
Trump Job Approve	6%	(12)	12%	(23)	81%	(155)	190
Trump Job Disapprove	7%	(20)	8%	(21)	85%	(229)	270
Trump Job Strongly Approve	8%	(9)	18%	(19)	74%	(80)	107
Trump Job Somewhat Approve	4%	(3)	5%	(5)	91%	(75)	83
Trump Job Somewhat Disapprove	5%	(4)	6%	(4)	88%	(61)	69
Trump Job Strongly Disapprove	8%	(16)	8%	(17)	84%	(168)	201
Favorable of Trump	5%	(10)	13%	(23)	82%	(148)	181
Unfavorable of Trump	8%	(22)	7%	(20)	85%	(233)	275
Very Favorable of Trump	7%	(7)	18%	(20)	75%	(81)	108
Somewhat Favorable of Trump	3%	(2)	4%	(3)	92%	(67)	73
Somewhat Unfavorable of Trump	6%	(3)	12%	(7)	82%	(47)	57
Very Unfavorable of Trump	9%	(19)	6%	(13)	85%	(186)	218
#1 Issue: Economy	6%	(7)	10%	(11)	84%	(99)	118
#1 Issue: Security	7%	(6)	14%	(12)	80%	(67)	84
#1 Issue: Health Care	8%	(6)	13%	(10)	79%	(61)	78
#1 Issue: Medicare / Social Security	3%	(1)	—	(0)	97%	(50)	52
#1 Issue: Women's Issues	7%	(2)	2%	(1)	92%	(33)	36
#1 Issue: Education	6%	(2)	12%	(3)	82%	(21)	26
#1 Issue: Energy	11%	(4)	8%	(3)	81%	(30)	36
#1 Issue: Other	10%	(4)	11%	(4)	79%	(32)	41
2018 House Vote: Democrat	5%	(10)	8%	(16)	87%	(182)	208
2018 House Vote: Republican	5%	(7)	14%	(19)	81%	(115)	142
2018 House Vote: Someone else	12%	(2)	—	(0)	88%	(11)	13
2016 Vote: Hillary Clinton	6%	(9)	7%	(12)	87%	(145)	167
2016 Vote: Donald Trump	6%	(9)	13%	(20)	81%	(125)	154
2016 Vote: Other	14%	(6)	2%	(1)	84%	(34)	41
2016 Vote: Didn't Vote	8%	(8)	10%	(11)	82%	(90)	110
Voted in 2014: Yes	5%	(17)	10%	(34)	84%	(274)	325
Voted in 2014: No	10%	(15)	7%	(10)	82%	(120)	146

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**Table SOB8\_14:** To what extent are the following a reason why you are drinking less than you were five years ago?  
My romantic partner or spouse doesn't drink

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	7%	(32)	9%	(44)	84%	(394)	471
2012 Vote: Barack Obama	7%	(14)	9%	(19)	85%	(181)	214
2012 Vote: Mitt Romney	6%	(7)	10%	(12)	84%	(97)	115
2012 Vote: Other	3%	(0)	5%	(1)	92%	(15)	16
2012 Vote: Didn't Vote	8%	(11)	11%	(13)	81%	(101)	125
4-Region: Northeast	13%	(12)	6%	(5)	81%	(70)	87
4-Region: Midwest	7%	(7)	9%	(9)	84%	(80)	95
4-Region: South	4%	(6)	11%	(18)	85%	(144)	169
4-Region: West	6%	(7)	10%	(12)	84%	(101)	120
Drinkers	7%	(32)	9%	(44)	84%	(394)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB8\_15:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
I started doing other recreational drugs that I prefer*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(21)	5%	(24)	91%	(426)	471
Gender: Male	6%	(15)	6%	(16)	88%	(221)	251
Gender: Female	3%	(6)	4%	(8)	93%	(205)	220
Age: 21-29	13%	(10)	9%	(7)	78%	(57)	73
Age: 30-44	4%	(6)	9%	(12)	87%	(121)	138
Age: 45-54	5%	(4)	1%	(1)	94%	(85)	90
Age: 55-64	2%	(1)	4%	(3)	95%	(69)	73
Age: 65+	—	(0)	2%	(2)	98%	(94)	96
Generation Z: 21-22	19%	(2)	—	(0)	81%	(8)	10
Millennial: Age 23-38	8%	(13)	11%	(17)	81%	(128)	157
Generation X: Age 39-54	4%	(5)	2%	(2)	95%	(127)	135
Boomers: Age 55-73	1%	(1)	3%	(5)	96%	(135)	141
PID: Dem (no lean)	7%	(11)	3%	(6)	90%	(150)	166
PID: Ind (no lean)	2%	(3)	9%	(13)	89%	(134)	150
PID: Rep (no lean)	4%	(7)	3%	(5)	92%	(143)	155
PID/Gender: Dem Men	8%	(6)	3%	(2)	89%	(64)	72
PID/Gender: Dem Women	6%	(5)	4%	(4)	91%	(86)	95
PID/Gender: Ind Men	3%	(2)	12%	(9)	86%	(69)	81
PID/Gender: Ind Women	1%	(1)	5%	(4)	93%	(65)	69
PID/Gender: Rep Men	7%	(7)	4%	(4)	89%	(88)	99
PID/Gender: Rep Women	—	(0)	2%	(1)	98%	(55)	56
Ideo: Liberal (1-3)	8%	(12)	9%	(13)	84%	(124)	149
Ideo: Moderate (4)	5%	(6)	2%	(3)	92%	(107)	115
Ideo: Conservative (5-7)	1%	(2)	2%	(3)	97%	(150)	155
Educ: < College	5%	(13)	5%	(16)	90%	(266)	295
Educ: Bachelors degree	4%	(5)	6%	(6)	90%	(99)	109
Educ: Post-grad	4%	(3)	3%	(2)	93%	(62)	67

Continued on next page

**Table SOB8\_15:** *To what extent are the following a reason why you are drinking less than you were five years ago?  
 I started doing other recreational drugs that I prefer*

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(21)	5%	(24)	91%	(426)	471
Income: Under 50k	2%	(6)	4%	(10)	93%	(223)	239
Income: 50k-100k	4%	(7)	4%	(7)	91%	(141)	154
Income: 100k+	11%	(8)	9%	(7)	80%	(62)	77
Ethnicity: White	3%	(10)	4%	(16)	93%	(338)	364
Ethnicity: Hispanic	7%	(5)	8%	(5)	85%	(59)	69
Ethnicity: Afr. Am.	14%	(9)	8%	(5)	78%	(50)	65
Ethnicity: Other	4%	(2)	8%	(3)	88%	(38)	43
All Christian	1%	(3)	2%	(5)	97%	(203)	210
All Non-Christian	6%	(1)	4%	(1)	90%	(18)	20
Atheist	15%	(4)	—	(0)	85%	(24)	28
Agnostic/Nothing in particular	6%	(13)	9%	(19)	85%	(182)	214
Religious Non-Protestant/Catholic	6%	(1)	3%	(1)	91%	(20)	22
Evangelical	6%	(7)	3%	(3)	91%	(98)	108
Non-Evangelical	2%	(3)	3%	(6)	95%	(182)	191
Community: Urban	7%	(9)	9%	(11)	84%	(104)	124
Community: Suburban	4%	(9)	3%	(7)	93%	(205)	221
Community: Rural	2%	(3)	5%	(6)	93%	(117)	126
Employ: Private Sector	5%	(9)	6%	(12)	89%	(164)	185
Employ: Government	4%	(1)	5%	(1)	91%	(25)	28
Employ: Self-Employed	4%	(2)	3%	(1)	93%	(37)	40
Employ: Homemaker	4%	(1)	5%	(1)	91%	(24)	26
Employ: Student	11%	(0)	26%	(1)	62%	(3)	4
Employ: Retired	—	(0)	3%	(4)	97%	(104)	108
Employ: Unemployed	14%	(7)	6%	(3)	79%	(40)	50
Employ: Other	1%	(0)	2%	(1)	97%	(30)	31
Military HH: Yes	4%	(4)	6%	(5)	90%	(83)	92
Military HH: No	5%	(17)	5%	(19)	91%	(343)	378
RD/WT: Right Direction	5%	(9)	4%	(7)	91%	(166)	182
RD/WT: Wrong Track	4%	(11)	6%	(17)	90%	(260)	289

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**Table SOB8\_15:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I started doing other recreational drugs that I prefer

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(21)	5%	(24)	91%	(426)	471
Trump Job Approve	3%	(6)	3%	(6)	93%	(177)	190
Trump Job Disapprove	5%	(14)	6%	(17)	88%	(238)	270
Trump Job Strongly Approve	5%	(5)	3%	(4)	92%	(98)	107
Trump Job Somewhat Approve	2%	(1)	3%	(3)	95%	(79)	83
Trump Job Somewhat Disapprove	4%	(3)	3%	(2)	93%	(64)	69
Trump Job Strongly Disapprove	6%	(12)	8%	(15)	87%	(174)	201
Favorable of Trump	2%	(4)	2%	(4)	96%	(173)	181
Unfavorable of Trump	6%	(17)	7%	(18)	87%	(239)	275
Very Favorable of Trump	2%	(2)	2%	(2)	96%	(104)	108
Somewhat Favorable of Trump	3%	(2)	2%	(2)	95%	(69)	73
Somewhat Unfavorable of Trump	4%	(2)	8%	(4)	89%	(50)	57
Very Unfavorable of Trump	7%	(15)	6%	(14)	87%	(189)	218
#1 Issue: Economy	3%	(3)	4%	(5)	93%	(109)	118
#1 Issue: Security	3%	(2)	2%	(2)	95%	(80)	84
#1 Issue: Health Care	6%	(5)	4%	(3)	90%	(70)	78
#1 Issue: Medicare / Social Security	—	(0)	—	(0)	100%	(52)	52
#1 Issue: Women's Issues	2%	(1)	2%	(1)	96%	(34)	36
#1 Issue: Education	8%	(2)	10%	(3)	83%	(22)	26
#1 Issue: Energy	19%	(7)	19%	(7)	62%	(22)	36
#1 Issue: Other	2%	(1)	9%	(3)	90%	(37)	41
2018 House Vote: Democrat	5%	(11)	5%	(11)	89%	(186)	208
2018 House Vote: Republican	2%	(3)	3%	(5)	95%	(134)	142
2018 House Vote: Someone else	—	(0)	—	(0)	100%	(13)	13
2016 Vote: Hillary Clinton	5%	(8)	6%	(11)	89%	(148)	167
2016 Vote: Donald Trump	2%	(3)	2%	(3)	96%	(147)	154
2016 Vote: Other	5%	(2)	5%	(2)	91%	(37)	41
2016 Vote: Didn't Vote	7%	(8)	7%	(8)	85%	(94)	110
Voted in 2014: Yes	3%	(10)	5%	(15)	92%	(300)	325
Voted in 2014: No	7%	(11)	6%	(9)	87%	(127)	146

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**Table SOB8\_15:** To what extent are the following a reason why you are drinking less than you were five years ago?  
I started doing other recreational drugs that I prefer

Demographic	Yes, this is a major reason		Yes, this is a minor reason		No, this isn't a reason at all		Total N
Adults	4%	(21)	5%	(24)	91%	(426)	471
2012 Vote: Barack Obama	4%	(7)	6%	(14)	90%	(193)	214
2012 Vote: Mitt Romney	3%	(3)	3%	(4)	94%	(108)	115
2012 Vote: Other	—	(0)	—	(0)	100%	(16)	16
2012 Vote: Didn't Vote	8%	(10)	5%	(6)	87%	(109)	125
4-Region: Northeast	6%	(5)	7%	(6)	87%	(75)	87
4-Region: Midwest	4%	(4)	5%	(5)	90%	(86)	95
4-Region: South	4%	(6)	4%	(7)	92%	(155)	169
4-Region: West	4%	(5)	5%	(6)	91%	(109)	120
Drinkers	4%	(21)	5%	(24)	91%	(426)	471
Non-drinkers	—	(0)	—	(0)	—	(0)	0
Never drinkers	—	(0)	—	(0)	—	(0)	0

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB9:** *How much pressure do you feel to drink alcohol, if any?*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	2%	(43)	6%	(126)	19%	(390)	73%	(1492)	2051
Gender: Male	3%	(30)	7%	(74)	20%	(199)	70%	(697)	999
Gender: Female	1%	(13)	5%	(52)	18%	(192)	76%	(795)	1052
Age: 21-29	4%	(14)	11%	(38)	31%	(102)	53%	(174)	327
Age: 30-44	3%	(15)	8%	(43)	23%	(122)	66%	(356)	536
Age: 45-54	2%	(6)	4%	(17)	16%	(65)	78%	(310)	398
Age: 55-64	1%	(4)	3%	(11)	13%	(46)	83%	(293)	354
Age: 65+	1%	(4)	4%	(17)	13%	(55)	82%	(360)	436
Generation Z: 21-22	7%	(4)	15%	(9)	29%	(18)	49%	(30)	62
Millennial: Age 23-38	4%	(23)	10%	(58)	27%	(157)	60%	(351)	589
Generation X: Age 39-54	1%	(8)	5%	(31)	19%	(114)	75%	(457)	611
Boomers: Age 55-73	1%	(4)	3%	(24)	12%	(82)	84%	(576)	685
PID: Dem (no lean)	3%	(19)	7%	(52)	21%	(156)	70%	(521)	749
PID: Ind (no lean)	2%	(11)	5%	(34)	21%	(140)	72%	(472)	656
PID: Rep (no lean)	2%	(14)	6%	(40)	15%	(95)	77%	(498)	647
PID/Gender: Dem Men	4%	(13)	11%	(37)	19%	(65)	66%	(222)	337
PID/Gender: Dem Women	1%	(6)	4%	(16)	22%	(91)	73%	(300)	412
PID/Gender: Ind Men	1%	(4)	5%	(16)	24%	(81)	70%	(238)	339
PID/Gender: Ind Women	2%	(7)	6%	(17)	19%	(59)	74%	(234)	317
PID/Gender: Rep Men	4%	(13)	7%	(21)	16%	(53)	73%	(237)	323
PID/Gender: Rep Women	—	(1)	6%	(19)	13%	(42)	81%	(261)	323
Ideo: Liberal (1-3)	3%	(17)	8%	(47)	22%	(122)	67%	(378)	564
Ideo: Moderate (4)	2%	(9)	6%	(34)	21%	(109)	71%	(365)	516
Ideo: Conservative (5-7)	1%	(9)	5%	(37)	16%	(113)	77%	(545)	704
Educ: < College	2%	(28)	5%	(70)	18%	(242)	75%	(1031)	1371
Educ: Bachelors degree	2%	(7)	8%	(35)	22%	(98)	68%	(299)	439
Educ: Post-grad	3%	(8)	9%	(21)	21%	(50)	67%	(162)	241
Income: Under 50k	2%	(18)	6%	(67)	18%	(203)	75%	(857)	1146
Income: 50k-100k	2%	(16)	6%	(36)	21%	(135)	70%	(444)	631
Income: 100k+	3%	(9)	8%	(23)	19%	(52)	69%	(191)	275
Ethnicity: White	1%	(13)	6%	(102)	19%	(306)	74%	(1216)	1638

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**Table SOB9:** *How much pressure do you feel to drink alcohol, if any?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>None at all</b>		<b>Total N</b>
Adults	2%	(43)	6%	(126)	19%	(390)	73%	(1492)	2051
Ethnicity: Hispanic	7%	(20)	7%	(22)	28%	(84)	58%	(176)	301
Ethnicity: Afr. Am.	7%	(15)	4%	(9)	17%	(39)	72%	(168)	232
Ethnicity: Other	8%	(15)	8%	(15)	25%	(45)	59%	(108)	182
All Christian	2%	(14)	6%	(54)	20%	(186)	73%	(694)	949
All Non-Christian	4%	(3)	11%	(10)	29%	(27)	57%	(52)	92
Atheist	1%	(1)	10%	(9)	20%	(19)	69%	(64)	93
Agnostic/Nothing in particular	3%	(25)	6%	(53)	17%	(158)	74%	(681)	917
Religious Non-Protestant/Catholic	3%	(3)	8%	(11)	28%	(35)	61%	(77)	126
Evangelical	4%	(20)	4%	(25)	18%	(101)	74%	(418)	564
Non-Evangelical	1%	(6)	6%	(48)	18%	(139)	75%	(580)	773
Community: Urban	4%	(19)	9%	(41)	19%	(90)	69%	(330)	480
Community: Suburban	2%	(17)	6%	(59)	20%	(199)	72%	(727)	1003
Community: Rural	1%	(7)	4%	(26)	18%	(101)	76%	(435)	569
Employ: Private Sector	2%	(13)	7%	(45)	24%	(164)	68%	(469)	691
Employ: Government	1%	(1)	12%	(15)	24%	(29)	63%	(76)	121
Employ: Self-Employed	4%	(6)	8%	(12)	22%	(35)	67%	(108)	161
Employ: Homemaker	1%	(2)	3%	(4)	18%	(25)	78%	(109)	140
Employ: Student	9%	(5)	12%	(6)	25%	(14)	54%	(29)	54
Employ: Retired	1%	(3)	4%	(19)	13%	(64)	83%	(406)	492
Employ: Unemployed	6%	(12)	8%	(17)	14%	(31)	73%	(160)	220
Employ: Other	1%	(1)	5%	(8)	17%	(29)	78%	(134)	173
Military HH: Yes	1%	(5)	7%	(25)	16%	(59)	76%	(277)	365
Military HH: No	2%	(39)	6%	(102)	20%	(331)	72%	(1214)	1686
RD/WT: Right Direction	3%	(23)	6%	(45)	17%	(136)	74%	(584)	788
RD/WT: Wrong Track	2%	(20)	6%	(82)	20%	(254)	72%	(908)	1264
Trump Job Approve	2%	(15)	5%	(45)	15%	(122)	78%	(658)	840
Trump Job Disapprove	2%	(28)	7%	(77)	22%	(243)	69%	(777)	1125
Trump Job Strongly Approve	2%	(11)	5%	(23)	12%	(54)	81%	(379)	468
Trump Job Somewhat Approve	1%	(4)	6%	(21)	18%	(68)	75%	(279)	372
Trump Job Somewhat Disapprove	1%	(3)	6%	(17)	28%	(74)	65%	(176)	270
Trump Job Strongly Disapprove	3%	(25)	7%	(60)	20%	(169)	70%	(601)	855

Continued on next page

**Table SOB9:** *How much pressure do you feel to drink alcohol, if any?*

Demographic	A lot		Some		Not much		None at all		Total N
Adults	2%	(43)	6%	(126)	19%	(390)	73%	(1492)	2051
Favorable of Trump	1%	(11)	5%	(36)	14%	(115)	80%	(639)	801
Unfavorable of Trump	2%	(27)	7%	(80)	21%	(242)	70%	(797)	1146
Very Favorable of Trump	1%	(6)	4%	(17)	12%	(56)	83%	(393)	473
Somewhat Favorable of Trump	2%	(5)	6%	(19)	18%	(58)	75%	(246)	329
Somewhat Unfavorable of Trump	2%	(5)	8%	(18)	24%	(54)	66%	(150)	227
Very Unfavorable of Trump	2%	(21)	7%	(62)	20%	(188)	70%	(647)	919
#1 Issue: Economy	1%	(8)	6%	(33)	21%	(114)	71%	(383)	538
#1 Issue: Security	2%	(6)	5%	(20)	15%	(62)	79%	(321)	409
#1 Issue: Health Care	3%	(10)	9%	(29)	16%	(51)	73%	(239)	329
#1 Issue: Medicare / Social Security	1%	(4)	1%	(5)	15%	(49)	82%	(258)	316
#1 Issue: Women's Issues	2%	(3)	6%	(8)	29%	(38)	63%	(84)	133
#1 Issue: Education	3%	(3)	11%	(13)	22%	(24)	64%	(70)	110
#1 Issue: Energy	6%	(6)	10%	(11)	29%	(31)	56%	(60)	108
#1 Issue: Other	3%	(3)	8%	(8)	20%	(22)	70%	(76)	109
2018 House Vote: Democrat	3%	(25)	7%	(54)	22%	(176)	69%	(560)	816
2018 House Vote: Republican	1%	(6)	5%	(35)	15%	(94)	79%	(502)	636
2018 House Vote: Someone else	—	(0)	11%	(9)	16%	(14)	73%	(65)	88
2016 Vote: Hillary Clinton	2%	(17)	7%	(51)	21%	(147)	70%	(489)	704
2016 Vote: Donald Trump	1%	(7)	5%	(35)	15%	(101)	79%	(526)	670
2016 Vote: Other	2%	(4)	7%	(14)	22%	(42)	69%	(130)	190
2016 Vote: Didn't Vote	3%	(15)	5%	(26)	20%	(98)	71%	(345)	484
Voted in 2014: Yes	2%	(23)	7%	(90)	17%	(239)	74%	(1024)	1376
Voted in 2014: No	3%	(20)	5%	(36)	22%	(151)	69%	(468)	675
2012 Vote: Barack Obama	2%	(17)	7%	(58)	19%	(163)	71%	(598)	837
2012 Vote: Mitt Romney	1%	(3)	5%	(25)	15%	(77)	80%	(417)	522
2012 Vote: Other	1%	(1)	5%	(5)	16%	(15)	78%	(71)	91
2012 Vote: Didn't Vote	4%	(21)	7%	(39)	22%	(133)	68%	(405)	598
4-Region: Northeast	3%	(12)	5%	(17)	21%	(76)	71%	(262)	368
4-Region: Midwest	2%	(10)	6%	(28)	22%	(96)	70%	(305)	438
4-Region: South	2%	(12)	6%	(43)	17%	(129)	76%	(585)	768
4-Region: West	2%	(10)	8%	(38)	19%	(89)	71%	(341)	478

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**Table SOB9:** *How much pressure do you feel to drink alcohol, if any?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>None at all</b>		<b>Total N</b>
Adults	2%	(43)	6%	(126)	19%	(390)	73%	(1492)	2051
Drinkers	2%	(26)	7%	(80)	21%	(245)	70%	(814)	1166
Non-drinkers	2%	(13)	5%	(29)	19%	(106)	74%	(422)	571
Never drinkers	1%	(3)	6%	(17)	13%	(39)	81%	(255)	315

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table SOB10:** Which do you think is safer: Marijuana or alcohol?

Demographic	Marijuana		Alcohol		Total N
Adults	66%	(1349)	34%	(703)	2051
Gender: Male	65%	(649)	35%	(350)	999
Gender: Female	66%	(699)	34%	(353)	1052
Age: 21-29	69%	(227)	31%	(100)	327
Age: 30-44	70%	(377)	30%	(159)	536
Age: 45-54	67%	(265)	33%	(132)	398
Age: 55-64	68%	(240)	32%	(114)	354
Age: 65+	55%	(239)	45%	(197)	436
Generation Z: 21-22	67%	(42)	33%	(20)	62
Millennial: Age 23-38	74%	(437)	26%	(152)	589
Generation X: Age 39-54	64%	(391)	36%	(220)	611
Boomers: Age 55-73	61%	(420)	39%	(266)	685
PID: Dem (no lean)	72%	(536)	28%	(213)	749
PID: Ind (no lean)	70%	(457)	30%	(199)	656
PID: Rep (no lean)	55%	(356)	45%	(291)	647
PID/Gender: Dem Men	70%	(237)	30%	(100)	337
PID/Gender: Dem Women	72%	(298)	28%	(114)	412
PID/Gender: Ind Men	72%	(245)	28%	(94)	339
PID/Gender: Ind Women	67%	(212)	33%	(105)	317
PID/Gender: Rep Men	52%	(167)	48%	(157)	323
PID/Gender: Rep Women	58%	(189)	42%	(134)	323
Ideo: Liberal (1-3)	76%	(426)	24%	(138)	564
Ideo: Moderate (4)	65%	(334)	35%	(183)	516
Ideo: Conservative (5-7)	56%	(393)	44%	(311)	704
Educ: < College	71%	(971)	29%	(400)	1371
Educ: Bachelors degree	59%	(260)	41%	(179)	439
Educ: Post-grad	49%	(118)	51%	(124)	241
Income: Under 50k	70%	(800)	30%	(345)	1146
Income: 50k-100k	62%	(389)	38%	(242)	631
Income: 100k+	58%	(159)	42%	(116)	275
Ethnicity: White	65%	(1065)	35%	(572)	1638

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**Table SOB10: Which do you think is safer: Marijuana or alcohol?**

Demographic	Marijuana		Alcohol		Total N
Adults	66%	(1349)	34%	(703)	2051
Ethnicity: Hispanic	65%	(196)	35%	(105)	301
Ethnicity: Afr. Am.	73%	(170)	27%	(61)	232
Ethnicity: Other	62%	(113)	38%	(69)	182
All Christian	55%	(523)	45%	(426)	949
All Non-Christian	66%	(61)	34%	(31)	92
Atheist	84%	(78)	16%	(15)	93
Agnostic/Nothing in particular	75%	(686)	25%	(231)	917
Religious Non-Protestant/Catholic	65%	(81)	35%	(45)	126
Evangelical	59%	(335)	41%	(229)	564
Non-Evangelical	60%	(464)	40%	(309)	773
Community: Urban	68%	(326)	32%	(153)	480
Community: Suburban	64%	(639)	36%	(363)	1003
Community: Rural	67%	(383)	33%	(186)	569
Employ: Private Sector	66%	(455)	34%	(236)	691
Employ: Government	57%	(69)	43%	(52)	121
Employ: Self-Employed	72%	(116)	28%	(45)	161
Employ: Homemaker	65%	(91)	35%	(49)	140
Employ: Student	73%	(39)	27%	(15)	54
Employ: Retired	56%	(277)	44%	(215)	492
Employ: Unemployed	73%	(160)	27%	(60)	220
Employ: Other	82%	(141)	18%	(32)	173
Military HH: Yes	63%	(229)	37%	(136)	365
Military HH: No	66%	(1119)	34%	(567)	1686
RD/WT: Right Direction	57%	(451)	43%	(337)	788
RD/WT: Wrong Track	71%	(898)	29%	(366)	1264
Trump Job Approve	57%	(479)	43%	(362)	840
Trump Job Disapprove	72%	(815)	28%	(310)	1125
Trump Job Strongly Approve	54%	(253)	46%	(215)	468
Trump Job Somewhat Approve	61%	(225)	39%	(147)	372
Trump Job Somewhat Disapprove	70%	(189)	30%	(81)	270
Trump Job Strongly Disapprove	73%	(626)	27%	(230)	855

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**Table SOB10: Which do you think is safer: Marijuana or alcohol?**

Demographic	Marijuana		Alcohol		Total N
Adults	66%	(1349)	34%	(703)	2051
Favorable of Trump	56%	(450)	44%	(351)	801
Unfavorable of Trump	73%	(840)	27%	(306)	1146
Very Favorable of Trump	56%	(263)	44%	(210)	473
Somewhat Favorable of Trump	57%	(188)	43%	(141)	329
Somewhat Unfavorable of Trump	71%	(161)	29%	(67)	227
Very Unfavorable of Trump	74%	(679)	26%	(240)	919
#1 Issue: Economy	65%	(348)	35%	(189)	538
#1 Issue: Security	60%	(244)	40%	(165)	409
#1 Issue: Health Care	72%	(238)	28%	(91)	329
#1 Issue: Medicare / Social Security	62%	(196)	38%	(120)	316
#1 Issue: Women's Issues	73%	(97)	27%	(36)	133
#1 Issue: Education	67%	(73)	33%	(36)	110
#1 Issue: Energy	74%	(80)	26%	(28)	108
#1 Issue: Other	66%	(72)	34%	(37)	109
2018 House Vote: Democrat	72%	(585)	28%	(231)	816
2018 House Vote: Republican	53%	(335)	47%	(301)	636
2018 House Vote: Someone else	72%	(64)	28%	(25)	88
2016 Vote: Hillary Clinton	70%	(494)	30%	(210)	704
2016 Vote: Donald Trump	54%	(364)	46%	(307)	670
2016 Vote: Other	70%	(132)	30%	(58)	190
2016 Vote: Didn't Vote	74%	(357)	26%	(128)	484
Voted in 2014: Yes	64%	(874)	36%	(502)	1376
Voted in 2014: No	70%	(475)	30%	(201)	675
2012 Vote: Barack Obama	72%	(602)	28%	(235)	837
2012 Vote: Mitt Romney	51%	(265)	49%	(256)	522
2012 Vote: Other	65%	(60)	35%	(31)	91
2012 Vote: Didn't Vote	70%	(418)	30%	(180)	598
4-Region: Northeast	60%	(222)	40%	(146)	368
4-Region: Midwest	70%	(308)	30%	(130)	438
4-Region: South	67%	(512)	33%	(256)	768
4-Region: West	64%	(307)	36%	(171)	478

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**Table SOB10:** Which do you think is safer: Marijuana or alcohol?

Demographic	Marijuana		Alcohol		Total N
Adults	66%	(1349)	34%	(703)	2051
Drinkers	62%	(727)	38%	(439)	1166
Non-drinkers	71%	(408)	29%	(163)	571
Never drinkers	68%	(214)	32%	(101)	315

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 21-29	477	22%
	Age: 30-44	536	24%
	Age: 45-54	398	18%
	Age: 55-64	354	16%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 21-22	211	10%
	Millennial: Age 23-38	589	27%
	Generation X: Age 39-54	611	28%
	Boomers: Age 55-73	685	31%
	N	2096	
xpid3	PID: Dem (no lean)	807	37%
	PID: Ind (no lean)	727	33%
	PID: Rep (no lean)	667	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	364	17%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	363	16%
	PID/Gender: Ind Women	364	17%
	PID/Gender: Rep Men	336	15%
	PID/Gender: Rep Women	331	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	617	28%
	Ideo: Moderate (4)	545	25%
	Ideo: Conservative (5-7)	733	33%
	N	1895	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1248	57%
	Income: 50k-100k	663	30%
	Income: 100k+	290	13%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	978	44%
	All Non-Christian	100	5%
	Atheist	104	5%
	Agnostic/Nothing in particular	1018	46%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	136	6%
xdemEvang	Evangelical	594	27%
	Non-Evangelical	812	37%
	N	1406	
xdemUsr	Community: Urban	517	23%
	Community: Suburban	1083	49%
	Community: Rural	601	27%
	N	2201	
xdemEmploy	Employ: Private Sector	717	33%
	Employ: Government	132	6%
	Employ: Self-Employed	174	8%
	Employ: Homemaker	143	7%
	Employ: Student	114	5%
	Employ: Retired	492	22%
	Employ: Unemployed	241	11%
	Employ: Other	187	8%
	N	2201	
xdemMilHH1	Military HH: Yes	394	18%
	Military HH: No	1807	82%
	N	2201	
xnrl	RD/WT: Right Direction	821	37%
	RD/WT: Wrong Track	1380	63%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	867	39%
	Trump Job Disapprove	1223	56%
	N	2090	
Trump_Approve2	Trump Job Strongly Approve	475	22%
	Trump Job Somewhat Approve	392	18%
	Trump Job Somewhat Disapprove	296	13%
	Trump Job Strongly Disapprove	927	42%
	N	2090	
Trump_Fav	Favorable of Trump	825	37%
	Unfavorable of Trump	1248	57%
	N	2073	
Trump_Fav_FULL	Very Favorable of Trump	479	22%
	Somewhat Favorable of Trump	347	16%
	Somewhat Unfavorable of Trump	251	11%
	Very Unfavorable of Trump	997	45%
	N	2073	
xnr3	#1 Issue: Economy	570	26%
	#1 Issue: Security	423	19%
	#1 Issue: Health Care	338	15%
	#1 Issue: Medicare / Social Security	322	15%
	#1 Issue: Women's Issues	179	8%
	#1 Issue: Education	126	6%
	#1 Issue: Energy	124	6%
	#1 Issue: Other	120	5%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	838	38%
	2018 House Vote: Republican	644	29%
	2018 House Vote: Someone else	93	4%
	N	1575	
xsubVote16O	2016 Vote: Hillary Clinton	710	32%
	2016 Vote: Donald Trump	673	31%
	2016 Vote: Other	192	9%
	2016 Vote: Didn't Vote	623	28%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1382	63%
	Voted in 2014: No	819	37%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	842	38%
	2012 Vote: Mitt Romney	523	24%
	2012 Vote: Other	91	4%
	2012 Vote: Didn't Vote	741	34%
	N	2197	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
SOBdem1	Drinkers	1166	53%
	Non-drinkers	571	26%
	Never drinkers	315	14%
	N	2051	

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

