

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	100	100	475	350	125	730	766	424	518	558	194	246	290	229	269	268	616	461	261	621	473	406	351	463	236

"Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received."

QA1. How often would you say you have a drink containing alcohol?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
At least once a week	48%	44%	52%	51%	32%	47%	57%	28%	55%	41%	49%	49%	46%	54%	59%	53%	44%	39%	40%	41%	54%	63%	42%	49%	56%	48%	54%	48%
At least once a month	18%	19%	21%	22%	23%	17%	16%	24%	16%	20%	22%	19%	15%	19%	18%	13%	24%	20%	17%	18%	19%	16%	19%	17%	18%	14%	20%	20%
Less often	19%	23%	19%	19%	22%	21%	13%	27%	17%	22%	16%	20%	21%	16%	15%	18%	17%	25%	24%	23%	16%	12%	20%	15%	22%	16%	20%	
Never	15%	14%	8%	7%	23%	16%	14%	21%	12%	17%	13%	12%	18%	11%	8%	16%	15%	16%	19%	18%	10%	17%	14%	12%	16%	10%	13%	

	Respondents who drink alcohol	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1282	172	135	91	78	400	311	100	641	637	368	455	460	173	226	243	195	226	217	506	413	239	517	407	358	293	415	207

QA2. What types of alcohol would you say you prefer to drink, regardless of how often is it that you drink each one?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Wine	50%	49%	49%	47%	43%	45%	62%	45%	41%	59%	48%	45%	56%	36%	38%	46%	58%	52%	67%	49%	52%	47%	45%	50%	57%	44%	53%	45%
Domestic Beer (Molson Canadian, Kokanee, Labatt)	31%	23%	28%	48%	20%	31%	30%	44%	39%	22%	24%	32%	34%	33%	42%	42%	16%	22%	26%	32%	34%	30%	35%	29%	26%	30%	33%	35%
Imported Beer (Heineken, Budweiser, Coors)	24%	17%	25%	18%	17%	22%	35%	19%	32%	17%	25%	27%	21%	36%	33%	28%	16%	21%	12%	26%	25%	24%	26%	22%	24%	24%	24%	26%
Craft Beer	17%	25%	18%	12%	14%	14%	18%	10%	21%	12%	27%	14%	10%	35%	19%	12%	20%	10%	8%	11%	20%	24%	7%	16%	31%	12%	18%	22%
Cider	9%	21%	10%	10%	5%	8%	5%	8%	6%	13%	18%	6%	5%	14%	4%	3%	22%	9%	8%	9%	8%	10%	3%	12%	16%	5%	10%	13%
Vodka (Smirnoff, Absolut, Grey Goose)	22%	26%	25%	29%	34%	23%	16%	23%	22%	23%	25%	24%	19%	23%	24%	19%	28%	24%	18%	25%	21%	22%	26%	20%	20%	24%	21%	23%
Rum (Bacardi, Captain Morgan's)	16%	11%	24%	15%	12%	17%	14%	16%	15%	16%	12%	17%	17%	10%	16%	19%	15%	18%	15%	17%	15%	17%	18%	17%	12%	19%	15%	15%
Whiskey (Crown Royal, Jack Daniel's, Jim Beam)	18%	16%	20%	17%	25%	24%	9%	14%	24%	11%	20%	21%	13%	26%	30%	17%	15%	11%	8%	17%	18%	20%	17%	18%	15%	17%	22%	
Gin (Bombay, Beefeater)	6%	10%	8%	2%	10%	7%	4%	4%	6%	7%	10%	5%	4%	10%	6%	2%	10%	5%	7%	6%	4%	11%	5%	6%	9%	9%	5%	5%
Tequila (Jose Cuervo, Patron)	5%	8%	3%	3%	11%	7%	4%	1%	4%	7%	8%	5%	4%	7%	3%	3%	10%	7%	4%	4%	5%	8%	5%	5%	6%	5%	5%	5%
Liqueur (Jägermeister, Bailey's, Fireball)	10%	12%	7%	12%	13%	12%	9%	5%	8%	13%	8%	12%	11%	8%	8%	9%	7%	17%	14%	11%	11%	8%	11%	11%	9%	9%	11%	9%
Cognac (Hennessy, Remy Martin)	3%	2%	1%	1%		4%	4%	2%	4%	2%	3%	3%	3%	5%	5%	3%	2%	1%	3%	4%	3%	4%	2%	4%	4%	4%	3%	3%
Bottled spirits (Smirnoff Ice, Mike's Hard Lemonade)	15%	12%	15%	17%	15%	18%	13%	13%	7%	24%	17%	17%	12%	7%	7%	8%	26%	27%	17%	17%	14%	12%	18%	16%	11%	17%	11%	16%
Other	3%	7%	1%	4%	2%	3%	3%	5%	3%	4%	3%	3%	4%	1%	3%	4%	4%	3%	4%	3%	3%	4%	3%	3%	4%	4%	3%	4%

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	100	100	475	350	125	730	766	424	518	558	194	246	290	229	269	268	616	461	261	621	473	406	351	463	236

QA2. What types of alcohol would you say you prefer to drink, regardless of how often is it that you drink each one?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Wine	43%	42%	45%	43%	33%	38%	54%	35%	36%	49%	41%	40%	46%	32%	35%	39%	40%	47%	40%	47%	43%	37%	43%	50%	37%	47%	39%	
Domestic Beer (Molson Canadian, Kokanee, Labatt)	26%	19%	26%	44%	15%	27%	26%	35%	35%	18%	21%	28%	28%	29%	38%	35%	14%	18%	21%	26%	31%	28%	29%	25%	23%	25%	29%	30%
Imported Beer (Heineken, Budweiser, Coors)	21%	15%	23%	17%	13%	19%	30%	15%	28%	14%	22%	24%	17%	32%	31%	24%	14%	18%	10%	21%	23%	22%	19%	21%	20%	21%	23%	
Craft Beer	14%	21%	16%	11%	10%	12%	16%	8%	18%	10%	24%	13%	8%	31%	17%	10%	17%	8%	6%	9%	18%	22%	5%	14%	28%	10%	16%	19%
Cider	8%	18%	9%	9%	4%	7%	5%	7%	6%	10%	16%	6%	4%	12%	4%	3%	19%	8%	6%	7%	7%	10%	3%	10%	14%	5%	9%	11%
Vodka (Smirnoff, Absolut, Grey Goose)	19%	22%	23%	26%	26%	20%	13%	18%	19%	19%	22%	21%	15%	20%	22%	16%	24%	20%	14%	20%	19%	22%	17%	17%	20%	19%	20%	
Rum (Bacardi, Captain Morgan's)	14%	10%	22%	14%	9%	14%	12%	13%	14%	13%	11%	15%	14%	9%	15%	16%	13%	15%	12%	14%	13%	15%	15%	15%	11%	16%	14%	13%
Whiskey (Crown Royal, Jack Daniel's, Jim Beam)	15%	14%	18%	16%	19%	20%	8%	11%	21%	9%	17%	18%	11%	23%	28%	14%	13%	9%	7%	14%	16%	18%	14%	16%	16%	13%	16%	19%
Gin (Bombay, Beefeater)	5%	9%	7%	2%	7%	6%	3%	3%	5%	6%	9%	5%	4%	9%	5%	2%	8%	4%	6%	5%	4%	10%	4%	5%	8%	8%	5%	4%
Tequila (Jose Cuervo, Patron)	5%	7%	3%	3%	9%	6%	3%	1%	3%	6%	7%	4%	3%	6%	2%	2%	8%	6%	4%	4%	4%	7%	4%	4%	5%	4%	4%	4%
Liqueur (Jägermeister, Bailey's, Fireball)	9%	11%	7%	11%	10%	10%	8%	4%	7%	11%	7%	11%	9%	7%	7%	8%	6%	14%	11%	9%	10%	7%	9%	10%	8%	7%	10%	8%
Cognac (Hennessy, Remy Martin)	3%	1%	1%	1%	4%	4%	1%	4%	2%	3%	3%	2%	4%	5%	3%	1%	1%	2%	3%	3%	3%	2%	4%	3%	3%	3%	3%	2%
Bottled spirits (Smirnoff Ice, Mike's Hard Lemonade)	13%	10%	14%	16%	12%	15%	11%	10%	6%	20%	15%	15%	10%	6%	6%	6%	22%	23%	14%	14%	12%	11%	15%	13%	10%	14%	10%	14%
Other	3%	6%	1%	4%	2%	2%	2%	4%	3%	3%	3%	2%	3%	1%	3%	4%	4%	2%	3%	2%	3%	4%	3%	2%	3%	3%	2%	3%
Does not Drink	15%	14%	8%	7%	23%	16%	14%	21%	12%	17%	13%	12%	18%	11%	8%	16%	15%	16%	19%	18%	10%	8%	17%	14%	12%	16%	10%	13%

Respondents who drink alcohol	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1282	172	135	91	78	400	311	100	641	637	368	455	460	173	226	243	195	226	217	506	413	239	517	407	358	293	415	207

QA3. And overall, which of the following do you drink most often?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Beer	43%	40%	38%	47%	34%	43%	48%	47%	59%	28%	51%	44%	37%	71%	59%	50%	33%	30%	21%	42%	46%	51%	42%	40%	49%	43%	43%	48%
Wine	36%	35%	36%	26%	24%	34%	43%	29%	25%	47%	28%	34%	44%	15%	25%	32%	40%	43%	57%	34%	37%	31%	31%	40%	37%	32%	39%	33%
Liquor	21%	24%	26%	27%	41%	23%	9%	23%	16%	25%	21%	22%	20%	15%	16%	18%	27%	27%	22%	25%	17%	18%	27%	19%	14%	24%	18%	19%

Respondents who drink alcohol	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015			
	BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1500	200	150	100	100	475	350	125	730	766	424	518	558	194	246	290	229	269	268	616	461	261	621	473	406	351	463	236

QA3. And overall, which of the following do you drink most often?

	Total	Region							Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Beer	37%	35%	35%	44%	27%	36%	41%	37%	52%	23%	44%	39%	30%	63%	54%	42%	28%	25%	17%	34%	41%	47%	35%	35%	43%	36%	38%	42%
Wine	31%	30%	33%	24%	19%	29%	37%	23%	22%	39%	25%	30%	36%	13%	23%	27%	34%	36%	46%	28%	33%	28%	26%	35%	33%	27%	35%	28%
Liquor	18%	21%	24%	25%	32%	20%	8%	18%	14%	21%	18%	19%	16%	13%	15%	15%	23%	22%	17%	20%	13%	17%	22%	16%	12%	20%	16%	17%
Does not Drink	15%	14%	8%	7%	23%	16%	14%	21%	12%	17%	13%	12%	18%	11%	8%	16%	15%	16%	19%	18%	10%	8%	17%	14%	12%	16%	10%	13%

	Respondents who drink alcohol	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1282	172	135	91	78	400	311	100	641	637	368	455	460	173	226	243	195	226	217	506	413	239	517	407	358	293	415	207

QA4. Thinking back, at what age do you recall having your first drink?

	Total	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Younger than 18	61%	66%	70%	70%	63%	57%	58%	61%	63%	59%	60%	64%	58%	59%	64%	65%	61%	65%	51%	61%	58%	71%	62%	67%	52%	60%	63%	59%
18	13%	14%	12%	11%	17%	13%	15%	12%	13%	14%	11%	13%	16%	11%	12%	14%	11%	14%	18%	15%	14%	8%	15%	10%	15%	12%	13%	12%
19	7%	8%	4%	6%	2%	9%	5%	11%	7%	7%	11%	5%	6%	11%	5%	10%	6%	6%	5%	9%	7%	5%	6%	6%	12%	7%	6%	10%
20	5%	2%	3%	5%	2%	7%	5%	7%	4%	5%	5%	5%	4%	6%	5%	3%	5%	5%	6%	4%	7%	3%	4%	4%	7%	5%	5%	5%
21	3%	2%	3%	1%	6%	3%	1%	4%	3%	2%	3%	2%	3%	4%	2%	2%	2%	1%	4%	2%	3%	2%	3%	1%	3%	3%	3%	4%
22	2%	1%	1%	*	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	*	2%	3%	2%	3%	2%	1%	2%	1%	2%	2%	2%	1%	1%
Between 23 and 30	3%	2%	3%			5%	3%	1%	3%	4%	6%	2%	2%	6%	2%	2%	6%	2%	3%	3%	3%	2%	2%	2%	6%	3%	4%	3%
Between 31 and 40	2%	2%	*		1%	2%	3%	1%	2%	2%	2%	3%	1%	4%			3%	2%	2%	3%	1%	2%	2%	*	3%	1%	1%	
Older than 40	4%	4%	3%		6%	7%	3%	7%	1%	5%	4%		4%	8%		8%		8%	4%	3%	2%	3%	5%	2%	5%	3%	6%	

	Total	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Sample size	1500	200	150	100	100	475	350	125	730	766	424	518	558	194	246	290	229	269	268	616	461	261	621	473	406	351	463	236

QA4. Thinking back, at what age do you recall having your first drink?

	Total	Region							Gender		Age			Age Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	Less than \$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Younger than 18	52%	57%	64%	65%	49%	48%	51%	48%	55%	49%	52%	56%	48%	52%	58%	54%	52%	54%	42%	50%	52%	65%	52%	58%	46%	50%	56%	52%
18	11%	12%	11%	10%	13%	11%	13%	10%	11%	12%	10%	11%	13%	10%	11%	12%	9%	12%	14%	12%	12%	7%	12%	9%	13%	10%	12%	10%
19	6%	7%	4%	5%	2%	7%	4%	9%	6%	6%	9%	5%	5%	10%	4%	4%	9%	5%	5%	4%	8%	6%	4%	5%	10%	6%	6%	8%
20	4%	1%	2%	5%	2%	6%	4%	5%	4%	4%	5%	4%	3%	5%	5%	2%	5%	4%	5%	4%	6%	3%	3%	3%	6%	4%	4%	4%
21	2%	2%	2%	1%	4%	3%	1%	3%	2%	2%	2%	1%	3%	3%	2%	2%	2%	1%	4%	2%	3%	2%	2%	1%	3%	2%	3%	4%
22	2%	1%	1%	*	1%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	*	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	*	1%
Between 23 and 30	3%	2%	4%			4%	3%	1%	3%	3%	5%	2%	2%	5%	2%	2%	5%	2%	2%	3%	3%	2%	2%	2%	6%	2%	4%	3%
Between 31 and 40	2%	2%	*		1%	1%	3%	1%	2%	2%	2%	3%	1%	1%	4%		2%	1%	2%	2%	1%	1%	2%	*	2%	2%	1%	
Older than 40	4%	3%	3%	6%	5%	3%	6%	1%	4%	3%		3%	6%	7%			3%	6%	3%	3%	3%	4%	4%	2%	4%	3%	5%	
Does not Drink	15%	14%	8%	7%	23%	16%	14%	21%	12%	17%	13%	12%	18%	11%	8%	16%	15%	16%	19%	18%	10%	8%	17%	14%	12%	16%	10%	13%