

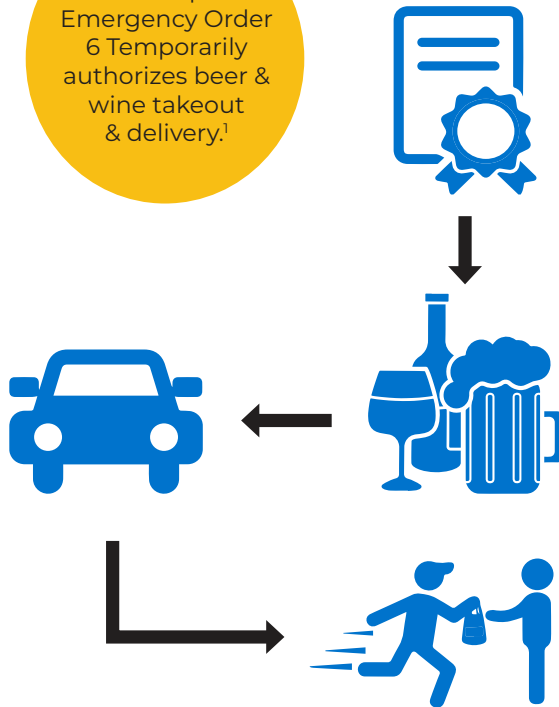
SALES & CONSUMPTION TRENDS HIGHLIGHT THE NEED FOR INDIVIDUALS TO BE AWARE OF THE RISKS OF INCREASED ALCOHOL USE & HEAVY DRINKING DURING THE PANDEMIC



PANDEMIC POLICIES HAVE INCREASED ACCESS TO ALCOHOL.

March 2020:

New Hampshire Emergency Order 6 temporarily authorizes beer & wine takeout & delivery.¹



5.2% INCREASE

in alcohol sales in New Hampshire from 2019 to 2020*²

*Increase could be result of stockpiling as well as out of state sales, but data is limited.



ALCOHOL CONSUMPTION INCREASED AS A MECHANISM FOR COPING WITH STRESS RELATED TO COVID-19.

Spring 2019 - Spring 2020

Adults ages 30+	↑ 14%
Adults ages 30-59	↑ 19%
Women ⁵	↑ 17%
Non-Hispanic white adults	↑ 10%



41%

Women increased heavy drinking episodes (4+ drinks within a couple hours) in Spring 2019 compared to Spring 2020*

26%

2020 Online Alcohol Sales

55%

2020 Off-Premises Alcohol Sales⁴



ACCESS



SALES



CONSUMPTION

1 <https://www.governor.nh.gov/news-media/emergency-orders/documents/emergency-order-6.pdf>

2 https://www.youtube.com/watch?v=iYh5pLW0wM&feature=youtu.be&fbclid=IwAR0zw8_kP115fnjUlpjgyUfxfwiq-cSSvu7gis_FrhJgpFdT-JpshRh7wVU

3 https://www.washingtonpost.com/lifestyle/wellness/drinking-problem-home-coronavirus-lockdown/2020/04/27/69c45984-865e-11ea-a3eb-e9fc93160703_story.html

4 https://www.eurekalert.org/pub_releases/2020-09/rc-acr092520.php

5 https://www.eurekalert.org/pub_releases/2020-09/rc-acr092520.php