

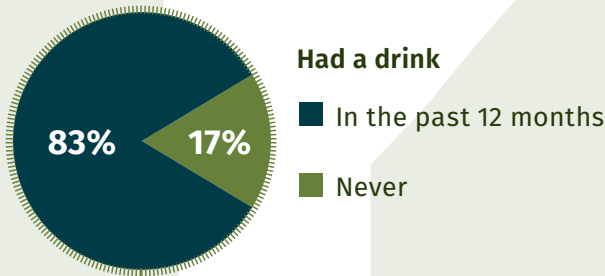
Liquor in Manitoba

MANITOBA LIQUOR SURVEY - 2025



Liquor Consumption

83% of Manitobans had a drink containing alcohol in the **past 12 months**.



About **8%** of Manitobans who drink alcohol are considered at **risk of dependence or other harms**.

Only **30%** of Manitobans have heard of or are aware of **Canada's Low-Risk Alcohol Drinking Guidelines** or **Canada's Guidance on Alcohol and Health**.

Use of Lower-Risk Strategies

- 52%** always pre-plan their transportation
- 38%** always count or keep track of number of drinks
- 37%** always limit the number of drinks consumed on one occasion

Drinking Motives (Often/Always)

- 44%** To celebrate
- 39%** To be sociable
- 36%** Makes a social gathering more enjoyable
- 35%** Customary on special occasions

What is important for the LGCA to tell people about alcohol to reduce their risks?

- 23%** How alcohol impacts health/body
- 19%** Don't drink and drive/operate machinery
- 10%** Risks/effects of drinking
- 9%** Drink in moderation/not to excess