



Dry January is Now High January: 83% of Americans Say THC is OK to Consume During Dry January, According to a New Survey

The Majority of Consumers Believe Going “California Sober” is Better Than Consuming Alcohol; Citing Improved Physical and Mental Health, Increased Productivity and Affordability

LOS ANGELES – January 7, 2025 – Dry January? So 2024. According to a new survey, U.S. consumers who participate in the now widespread annual wellness movement to give up alcohol for the first month of the year are trying something new in 2025: High January.

The survey, conducted by Pollfish and commissioned by leading cannabis company [STIIIZY](#), analyzed U.S. individuals’ interest level in, and motivations for, participating in Dry January (abstaining from alcohol) and/or going “California Sober” (using cannabis but forgoing alcohol and hard drugs) for the month of January. Findings indicate that while Dry January is still defined as refraining from booze, **83% of survey respondents interpret Dry January participation as allowing for the consumption of legal THC or cannabis products.**

This new data comes as cannabis-derived and hemp-derived THC beverages are becoming more readily available nationwide, both inside dispensaries at national retail chains, bars and restaurants. In fact, this month STIIIZY launched its first hemp infused seltzer beverages, [STIIIZY Seltzer](#) – a fast acting, low calorie and low sugar drink that comes in four flavors: Strawberry Kiwi, Watermelon Wave, Caribbean Breeze and Mango Tango.

Meanwhile, Americans’ relationship with alcohol is changing as more consumers reduce their intake, abstain or seek alternatives. **The survey found that 50% of respondents are definitely participating or seriously considering participating in Dry January this year, with another 28% indicating they are open to the idea.**

Dry January Drivers

What’s fueling consumers’ interest and participation in Dry January? According to the survey, respondents ranked their top three reasons as:

- Improved physical health (66%)
- Financial health/saving money (52%)
- Improved mental health (41%)

With health as a key motivator behind the Dry January movement, 61% of respondents indicated that they'd be most likely to participate in Dry January if it was recommended by a doctor or nutritionist. And, 41% (including 59% of Gen Z) said they'd be more likely to partake in Dry January if they could easily replace alcohol with healthier hemp-based alternatives.

California Sober Drivers

The California Sober movement continues to gain popularity – for a number of reasons:

- 78% say that going California Sober is physically healthier than drinking alcohol
- 78% also believe it's better for their mental health.
- 69% think going California Sober is more affordable than drinking.
- 66% believe going California Sober is better for maintaining strong friendships.

Overall, a whopping 85% of respondents believe going alcohol-free or California Sober would improve how they feel in at least one way. Most commonly, Americans predict this approach would lead to better health (61%) and increased productivity (42%).

So Why Get High?

While it's clear consumers view alcohol as potentially problematic for their physical health, mental well being and bank account, they believe the opposite is true for THC alternatives.

- 87% of Americans who are planning to increase their cannabis/hemp consumption in January indicated they'll do so to maintain good mental health.
- 81% believe consuming THC is more affordable than drinking.
- 80% believe choosing THC over alcohol could help improve their health during the winter cold season.

"We love identifying new ways to provide to our consumers, especially when it supports their choice to a non-alcoholic lifestyle," said James Kim, CEO and Co-Founder of STIIIZY. "Which is why we recently handcrafted a new line of hemp D9 beverages that gives our fans another non-alcoholic drink option during January—and all year round."

Survey Method:

This scientific random sample of 1,000 US adults (age 21 and older) was surveyed on December 13 and 14, 2024. DKC Analytics conducted and analyzed this survey with a sample procured using the Pollfish survey delivery platform, which delivers online surveys globally through mobile apps and the mobile web along with the desktop web. No post-stratification has been applied to the results. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact STIIIZY@dkcnews.com.

About STIIIZY:

STIIIZY's mission is to provide consumers with consistent, high-quality, and trusted products inspired by authentic cannabis culture. Headquartered in Los Angeles, STIIIZY is a vertically integrated cannabis company founded in 2017 by seasoned industry experts. STIIIZY is committed to making a positive impact on its local communities, including by investing capital to improve parks and schools, and providing assistance and resources to veterans. With more

than 1,700 employees serving over 20,000 customers every day, STIIIZY is the largest private cannabis company and top selling cannabis brand in the U.S. STIIIZY's multi-state operations include seven cultivation facilities, five manufacturing facilities, four distribution facilities, 39 retail stores in California, and three retail stores in Michigan.

Media Contact:

STIIIZY@dkcnews.com

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