<div align="center">**Supplementary Materials**</div>

Attrition analysis

To assess the impact of attrition, bivariate and multivariable logistic regressions were conducted on the baseline (wave 0) data to examine the impact of age, gender, use of home delivery and drinks per day on survey completion (i.e., completion of all waves [= 1] vs partial completion [= 0]). While those who completed all waves of the survey were significantly more likely to be aged 36 and over, there were no significant differences in the key outcome variables at baseline, namely, alcohol consumption (drinks per day) and use of home delivery services.

Supplementary Table 1

Factors associated with study completion at baseline: A comparison of home delivery, age, sex, and average drinks per day between completers and non-completers.

	Wave 0: Baseline	
	OR (95% CI)	OR (95% CI)
	B	**M**
Gender		
Women	1 (ref)	1 (ref)
Men	1.13 (0.74, 1.72)	1.30 (0.84, 2.03)
Age		
18-35	1 (ref)	1 (ref)
36+	1.50* (1.00, 2.24)	1.69* (1.11, 2.56)
Use of home delivery		
No Delivery	1 (ref)	1 (ref)
Delivery	0.77 (0.45, 1.32)	0.77 (0.84, 2.03)
Drinks per day	0.94 (0.86, 1.03)	0.91 (0.83, 1.00)

Note. $* p < .05, ** p < .01$. Ref = 1. B = Bivariate, M = Multiple.

Supplementary Table 2

A breakdown of attrition and non-drinking days in the daily dairies

	Total possible surveys	Surveys completed (% missing)	Analytic sample (% excluded due to non-drinking)
Baseline	4,102	4,097 (0.1%)	1,648 (59.8%)
Wave 1	4,102	4,102 (0%)	1,691 (58.8%)
Wave 2	4,102	2,230 (45.6%)	868 (61.1%)
Wave 3	4,102	1,575 (61.6%)	551 (65.0%)
Wave 4	4,102	1,554 (62.1%)	562 (63.8%)
Total	20,510	13,558 (33.9%)	5,320 (60.8%)