“Day drinking,” is used colloquially to refer to drinking alcohol during daytime hours. Despite numerous studies linking alcohol to poorer health, only a handful of studies have investigated when people drink. Anecdotal evidence suggests a rise in day drinking since the COVID-19 pandemic. It was also a time when women shouldered the brunt of expanded family responsibilities, and experienced greater stress than did men. This study, based on an on-line survey of 546 women, fielded between June 3 and June 30, 2020, investigates day drinking among women since the onset of the pandemic. We found significant variation in the sociodemographic characteristics of women who began day drinking. Women who reported greater stress had higher odds of initiating day drinking, which was explained by their greater difficulty managing COVID-19-specific family care responsibilities. Research should continue to track drinking behavior among women, its antecedents, and impacts on their personal health and family well-being.