360insights report on Alcohol Consumption

For Client: ALIAT

October 2018
EXPLORATION SCOPE & APPROACH

OBJECTIVES & READING DESIGN
Main Objective & Data Collection

Evaluate the personal consumption of alcohol beverages and determine if the alcohol consumption is a danger to oneself via

- Frequency of consuming alcohol beverages;
- Number of alcoholic drinks consumed per occasion;
- Consumption habits and attitudes towards the consumption of alcoholic beverages.

- Self-completed A.U.D.I.T sheets realized f2f or online
- Data collected since 2010 by ALIAT-ONG in special designed locations
- No quotas were followed
Sample Structure

Gender:
- 67% men
- 33% women

Aged:
- 19-24: 32%
- 25-30: 22%
- 31-35: 11%
- 36-40: 10%
- 41-45: 7%
- 46-50: 6%
- 51-55: 3%
- 56-60: 4%
- 61-65: 3%
- 66-70: 2%

Coming from:
- East and South-East: 23%
- South: 16%
- Center and West: 25%
- Bucharest: 36%

Status of relationship:
- Single: 60%
- Married: 31%
- Co-habitating: 5%
- Divorced: 4%

With education level:
- Mandatory: 2%
- Medium: 43%
- High: 53%
KEY INSIGHTS

MAIN FINDINGS & CLUSTERS
The pool of people who willingly made their alcohol consumption evaluation as part of the A.L.I.A.T prevention program is split in two: almost half of them are falling into the responsible drinkers cluster and the other half is split between risky consumption & dangerous + very dangerous consumption, with a highest share of dangerous consumption vs the dangerous one.

<table>
<thead>
<tr>
<th>Consumption Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe consumption (0-7)</td>
<td>47.6%</td>
</tr>
<tr>
<td>Risky consumption (8-15)</td>
<td>26.5%</td>
</tr>
<tr>
<td>Dangerous (16-19)</td>
<td>7.7%</td>
</tr>
<tr>
<td>Very dangerous (&gt;=20)</td>
<td>18.2%</td>
</tr>
</tbody>
</table>

- Women
- Denting more from 19-24 y.o. age segment

Looking specific at the alcohol consumption behaviour of the people who voluntary completed the AUDIT sheets this is:

- 8.8 times/month consumption frequency → denoting higher among men (9.6), having 3.4 drinking occasions with 6+ drinks/occasion;
- 2.9 times/month facing the “unstopable drinking” sensation, but in only 1.5 times not being able to complete the started daily actions or needing the “morning drink” as the hangover remedy
- half of the sample stated they feel remorse after drinking and almost 40% were advised to reduce the alcohol consumption
EXPLORATION SCOPE & APPROACH

OBJECTIVES & READING DESIGN
Clusters of consumers of alcoholic beverages

- Summing up the people gathered in the dangerous consumption clusters will equal the risky one. Moreover, the very dangerous consumption cluster overruns the dangerous one (18% vs 8%).

- The safe consumption cluster has the highest share and it consists more of women, young people (aged 19-24 y.o.), coming from all regions.

- The safe consumption group is seconded by the risky consumption cluster, where almost 3 in 10 respondents fall into, according to their drinking habits.
**Frequency of drinking alcoholic beverages**

Mean: 8.8 times/month

- **4 times/week or often**: 28%
  - Significantly more **males**
  - Mostly aged **36-65 y.o.** with a peak on 46-50 segment
  - Rather **low-mid education**
  - Coming from all regions, but with a peak among **Bucharest** residents for 2-3 times a week frequency

- **2-3 times/week**: 29%
  - Significantly more **females**
  - **All ages**, with a peak on 19-30 segment for 2-4 times/week & 61-70 y.o. for never
  - Rather **low-mid education**
  - Slightly more from **East & South-East**, denoting less **Bucharest residents**

- **2-4 times/month**: 25%

- **Monthly or rarely**: 15%

- **Never**: 3%

*Base: All respondents  N=5137*
Number of alcoholic drinks consumed in a typical day when drinking

Mean: 3.7 drinks/usual drinking day

- **Significantly more males**
- **Mostly aged 31-50 y.o.**
- **Rather low-mid education**
- **Balanced distribution across regions**

- **Significantly more females with 1-2 drinks**
- **Denoting more among the 19-24 y.o. group**
- **Denoting low spreading among the low educated people**
- **Balanced distribution across regions**

**Base: All respondents**

N=5137
**Frequency of drinking 6 or more alcoholic drinks on one occasion**

- **Mean:** 3.4 times/month

### Distribution by Frequency

- **Daily or almost daily:** 8%
- **Weekly:** 16%
- **Monthly:** 31%
- **Monthly or rarely:** 17%
- **Never:** 28%

### Observations

- **Weekly & monthly consumption of 6+ drinks/occasion is denoting higher among men**
- **Daily 6+ drinks/occasion is denoting more spread among 36-65 y.o. segment**
- **19-30 y.o. segment are monthly or less found in this situation**
- **Significantly more females never drink 6+ drinks/occasion**
- **People aged 46-70 y.o.**
- **Rather low education**
- **Balanced distribution across regions**

**Base:** All respondents

*N=5137*
Frequency of not being able to stop drinking once started

Mean: 2.9 times/month

- **Men** experience this situation *monthly or less*, denoting more than women.
- **Females** definitely stated they have *never experienced* such a situation.
- Mostly aged *36-55 y.o.*
- Male: experience this situation *monthly or less*, denoting more than women.
- Denoting *more among 19-24 & 66-70 y.o. people* and less among 36-55 y.o. segment.
- Rather mid education
- Balanced distribution across regions
- Balanced distribution across regions

*Base: All respondents  
N=5137*
Not being able to do what was expected to do because of drinking

Mean: 1.5 times/month

- **Daily or almost daily**: 3%
- **Weekly**: 7%
- **Monthly**: 6%
- **Monthly or rarely**: 18%
- **Never**: 65%

- **No significant difference** between genders
- **Weekly** → more among people aged 36-60 y.o.
- **Rather mid education**
- **Balanced distribution** across regions

- **Weekly** → more among people aged 36-60 y.o.
- **Denoting more** among young people (19-24 y.o.) and elders (66-70 y.o.)
- **Balanced distribution** across education
- **Balanced distribution** across regions

**Base: All respondents**

**N=5137**
Need of drinking a beverage in the morning to recover from drinking

**Mean:** 1.6 times/month

- **Daily or almost daily:** 4%
- **Weekly:** 5%
- **Monthly:** 4%
- **Monthly or rarely:** 11%
- **Never:** 75%

Q6

- **Significantly more males experience it monthly or rarely**
- **Mostly aged 41-55 y.o.**
- **Rather low education**
- **Denoting more in East & South-East for daily or almost daily**

- **Meaningfully more females**
- **The ones aged 19-24 y.o. never experience the morning drink need**
- **Significantly more with high education**
- **Significantly more from Bucharest**

Base: All respondents

N=5137
Frequency of having a sense of guilt or remorse after drinking

Mean: 2.5 times/month

- Daily or almost daily: 7%
- Weekly: 9%
- Monthly: 6%
- Monthly or rarely: 26%
- Never: 52%

• Rather males
• Mostly aged 36-60 y.o.
• Rather mid education
• Balanced distribution across regions

- Significantly more females
- The ones aged 19-24 y.o. & 66-70 y.o.
- Significantly more with low education
• Balanced distribution across regions, denoting less in East & South-East

Base: All respondents
N=5137
Not remembering what happened the previous night because of drinking

Mean: 1.3 times/month

<table>
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<tr>
<th>Frequency</th>
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<tbody>
<tr>
<td>Daily or almost daily</td>
<td>3%</td>
</tr>
<tr>
<td>Weekly</td>
<td>6%</td>
</tr>
<tr>
<td>Monthly</td>
<td>7%</td>
</tr>
<tr>
<td>Monthly or rarely</td>
<td>26%</td>
</tr>
<tr>
<td>Never</td>
<td>57%</td>
</tr>
</tbody>
</table>

- **Daily or almost daily**: 3%
- **Weekly**: 6%
- **Monthly**: 7%
- **Monthly or rarely**: 26%
- **Never**: 57%

- **Significantly more males experience it monthly or rarely**
- **Significantly more females never experience**
- **The ones aged 19-24 y.o. experience it monthly or rarely, while among the weekly+ are more 36-55 y.o. people**
- **The ones aged 56-70 y.o. never experience**
- **Rather low education**
- **Balanced distribution across regions, denoting less from Bucharest**
- **Balanced distribution across regions**

**Base**: All respondents

N=5137
Getting injured or injuring others as a result of too much drinking

- **Yes, in last year**
  - 13%
  - Low incidence, but significantly more males experienced it, not in last year

- **Yes, not in last year**
  - 10%
  - The ones aged 51-55 y.o. experienced in last year

- **No**
  - 77%
  - Significantly more females

- Balanced distribution across age segments, denoting less from 51-55 y.o. ones

- Balanced distribution across education

- Balanced distribution across regions

- Rather low education

- Significantly more from Bucharest

**Base: All respondents**

**N=5137**
Q10

Having a relative / friend / doctor advising to reduce drinking level

- Significantly more males experienced it, including in last year
- Among those who received advice past year, there are denoting more people aged 36-60 y.o.
- Significantly more with medium education received advice in the last year
- Significantly more from Center & West received advice, not in last year
- As they are light consumers & not experiencing injuries or not interfering with their usual activities, they are not subject of advise.
- The ones aged 19-30 y.o. and denoting less 36-65 y.o. people
- Significantly more with high education
- No major differences across regions

Base: All respondents
N=5137
Total alcohol consumption per capita (litres of pure alcohol), 2015

Total alcohol consumption per capita is based on projections for the amount of alcohol consumption (litres of pure alcohol) per person ages 15+ per year.

Romania
12.9 liters of pure alcohol, projected estimates, 15+ years of age
https://ourworldindata.org/alcohol-consumption#alcohol-as-a-risk-factor-for-mortality