

360insights report on **Alcohol Consumption**

For Client: ALIAT

October 2018



10 years of impacting your world

1 EXPLORATION SCOPE & APPROACH

2 KEY INSIGHTS

3 DETAILED EVALUATIONS

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**EXPLORATION SCOPE &
APPROACH**

OBJECTIVES & READING DESIGN

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A large, light gray wireframe globe graphic is positioned on the right side of the page, extending from the top to the bottom. It consists of a grid of lines forming a sphere, with a perspective effect that makes it appear to be a globe. The globe is partially cut off by the right edge of the page.

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.
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- ✓ 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



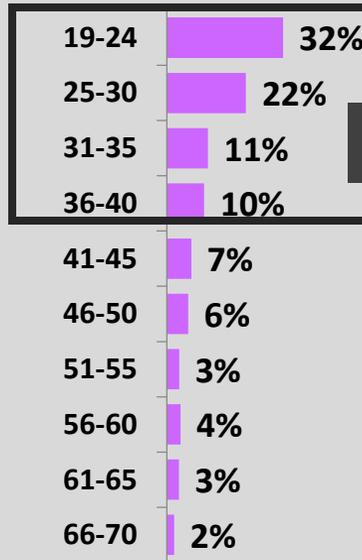
Sample Structure

gender...



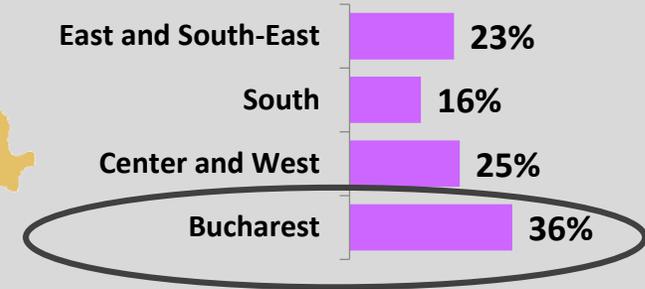
67% men
33% women

aged...

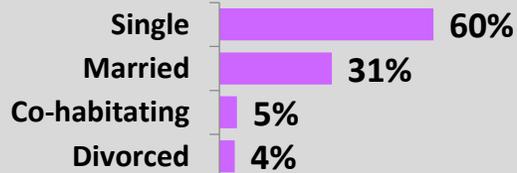


75%

coming from...



status of relationship...



with education level...

Mandatory



2%

Medium



43%

High



53%

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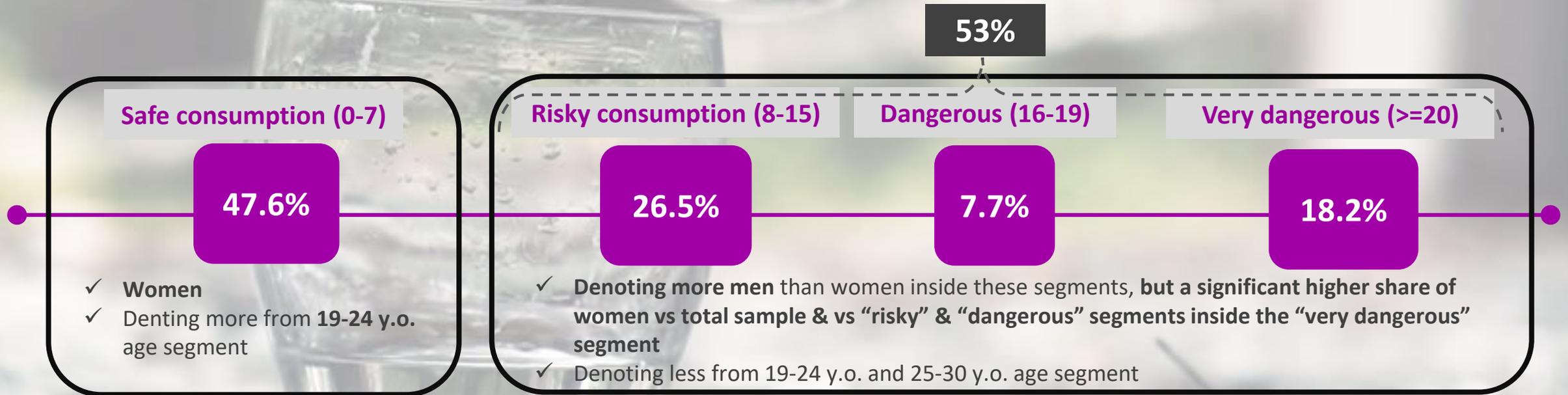
KEY INSIGHTS

MAIN FINDINGS & CLUSTERS



KEY INSIGHTS

- ✓ 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.



- ✓ 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 “unstoppable 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

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EXPLORATION SCOPE & APPROACH

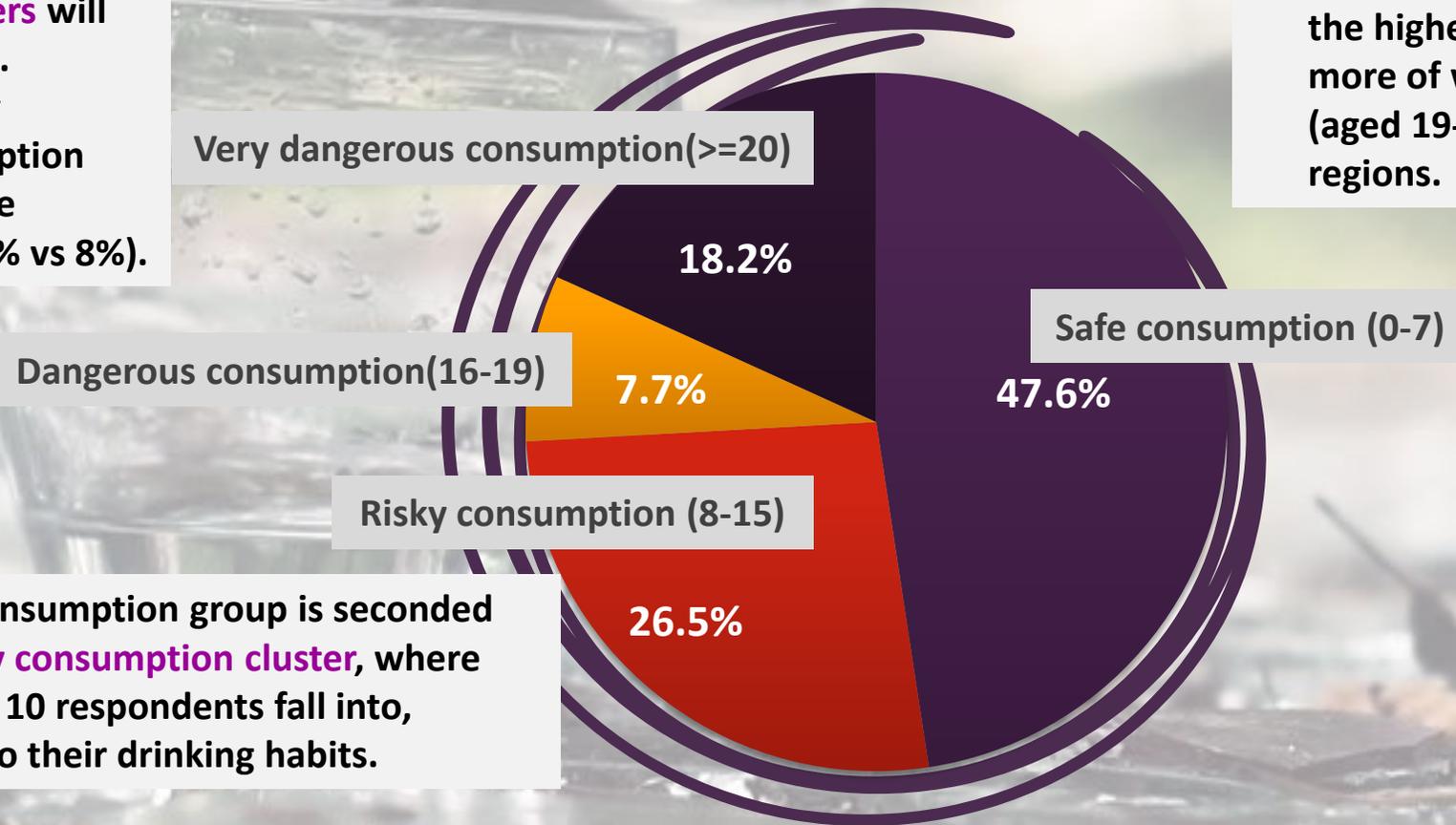
OBJECTIVES & READING DESIGN

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A large, light gray wireframe globe is positioned on the right side of the page, extending from the top to the bottom. It consists of a grid of latitude and longitude lines, creating a 3D effect. The globe is partially cut off by the right edge of the page.

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%).

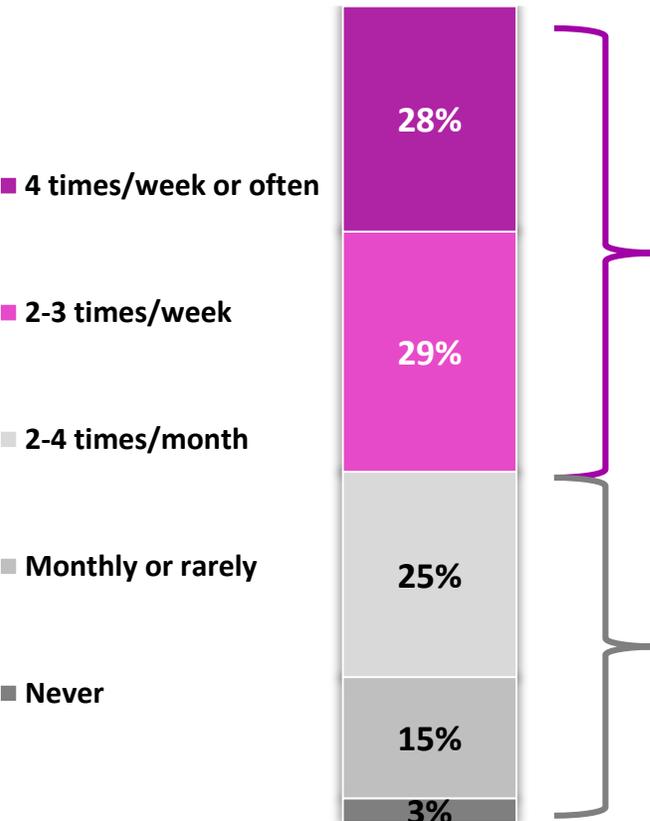


- The **safe consumption cluster** has the highest share and it consists more of women, young people (aged 19-24 y.o.), coming from all regions.

- 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

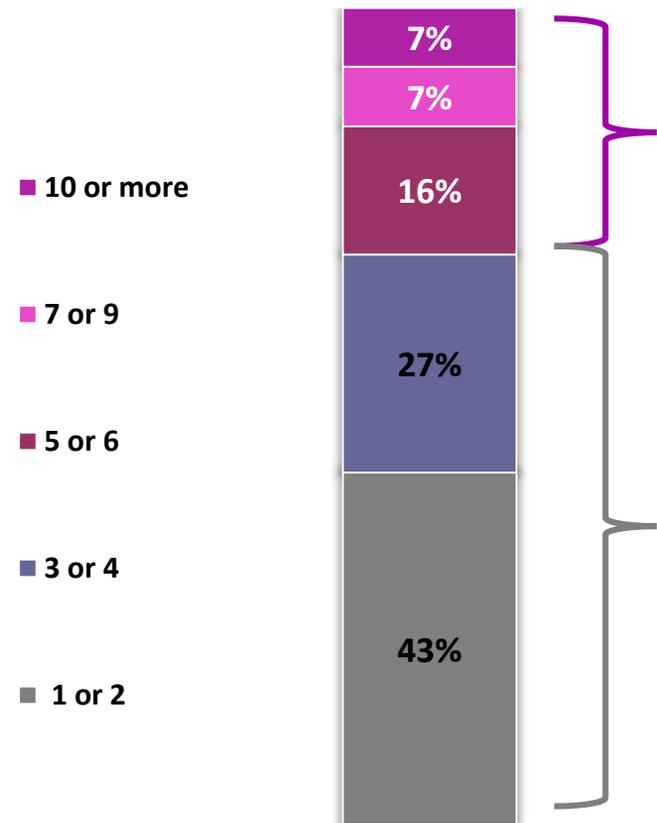
➤ Mean: 8.8 times/month



Gender	Age	Education	Region
<ul style="list-style-type: none"> Significantly more males 	<ul style="list-style-type: none"> Mostly aged 36-65 y.o. with a peak on 46-50 segment 	<ul style="list-style-type: none"> Rather low-mid education 	<ul style="list-style-type: none"> Coming from all regions, but with a peak among Bucharest residents for 2-3 times a week frequency
<ul style="list-style-type: none"> Significantly more females 	<ul style="list-style-type: none"> All ages, with a peak on 19-30 segment for 2-4 times/week & 61-70 y.o. for never 	<ul style="list-style-type: none"> Rather low-mid education 	<ul style="list-style-type: none"> Slightly more from East & South-East, denoting less Bucharest residents

➤ Number of alcoholic drinks consumed in a typical day when drinking

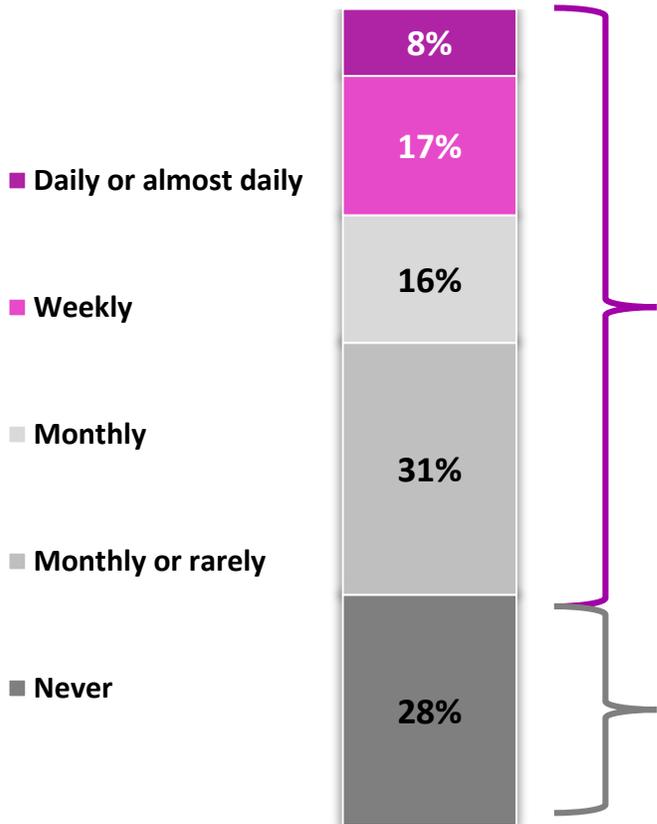
➤ **Mean: 3.7** drinks/usual drinking day



			
<ul style="list-style-type: none"> Significantly more males 	<ul style="list-style-type: none"> Mostly aged 31-50 y.o. 	<ul style="list-style-type: none"> Rather low-mid education 	<ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> Significantly more females with 1-2 drinks 	<ul style="list-style-type: none"> Denoting more among the 19-24 y.o. group More among the 56-70 y.o. group 	<ul style="list-style-type: none"> Denoting low spreading among the low educated people Rather low education 	<ul style="list-style-type: none"> Balanced distribution across regions

➤ Frequency of drinking 6 or more alcoholic drinks on one occasion

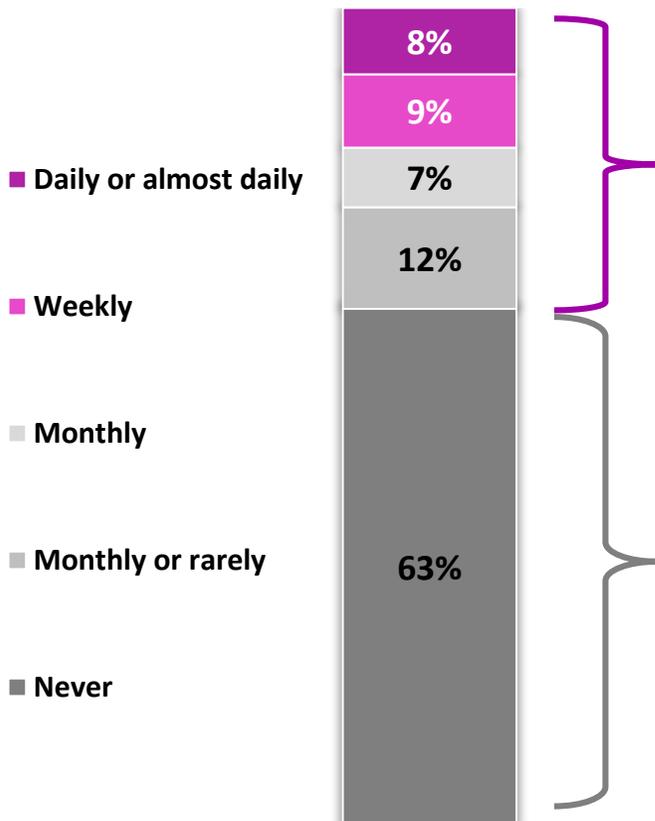
➤ Mean: 3.4 times/month



			
<ul style="list-style-type: none"> Weekly & monthly consumption of 6+ drinks/occasion is denoting higher among men 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Rather low education 	<ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> Significantly more females never drink 6+ drinks/occasion 	<ul style="list-style-type: none"> People aged 46-70 y.o. 	<ul style="list-style-type: none"> Rather low-mid education 	<ul style="list-style-type: none"> Significantly more from Center & West never drink 6+ drinks/occasion

Frequency of not being able to stop drinking once started

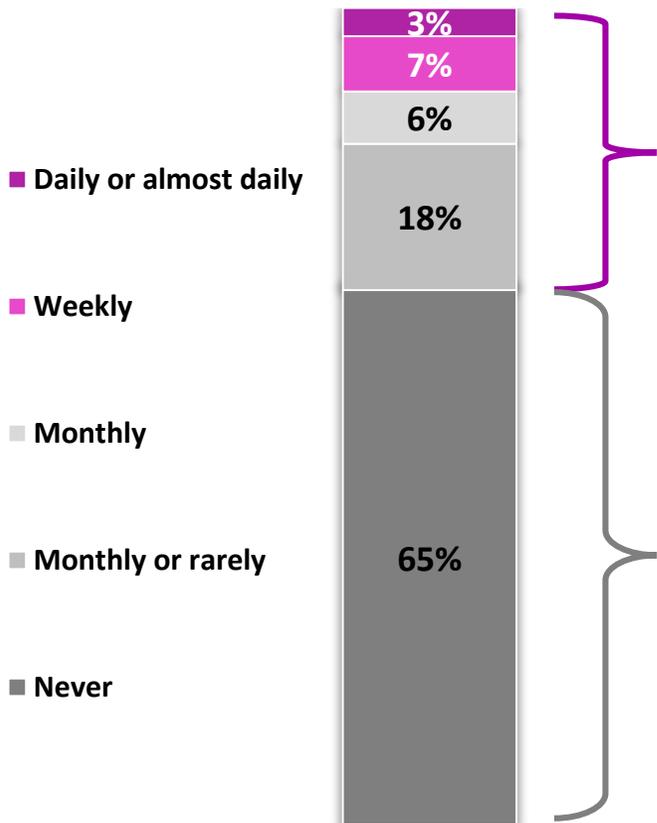
➤ Mean: 2.9 times/month



Gender	Age	Education	Region
 <ul style="list-style-type: none"> Men experience this situation monthly or less, denoting more than women 	 <ul style="list-style-type: none"> Mostly aged 36-55 y.o. 	 <ul style="list-style-type: none"> Rather mid education 	 <ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> Females definitely stated they have never experienced such a situation 	<ul style="list-style-type: none"> Denoting more among 19-24 & 66-70 y.o. people and less among 36-55 y.o. segment 	<ul style="list-style-type: none"> Balanced distribution across education 	<ul style="list-style-type: none"> Balanced distribution across regions

➤ Not being able to do what was expected to do because of drinking

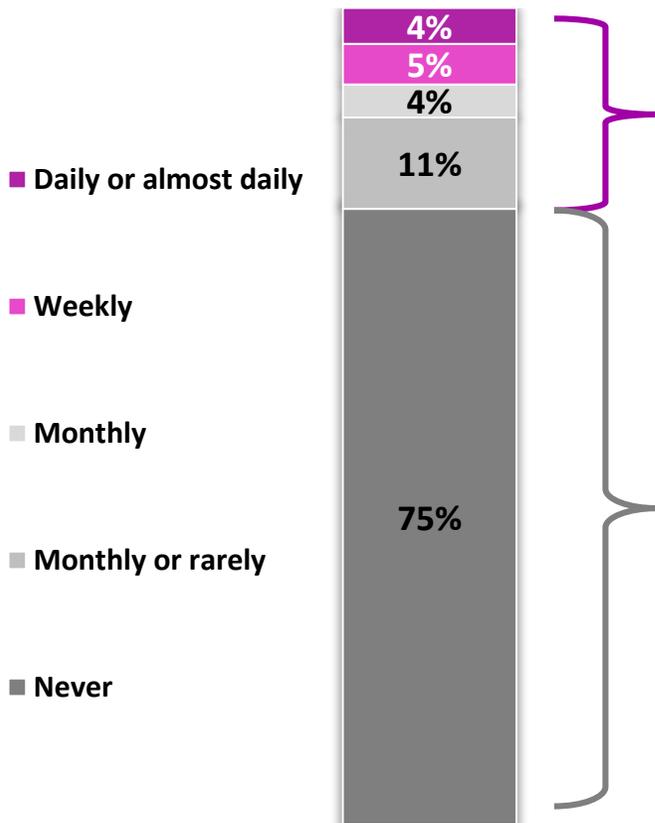
➤ Mean: 1.5 times/month



			
<ul style="list-style-type: none"> No significant difference between genders 	<ul style="list-style-type: none"> Weekly+ → more among people aged 36-60 y.o. 	<ul style="list-style-type: none"> Rather mid education 	<ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> No significant difference between genders 	<ul style="list-style-type: none"> Denoting more among young people (19-24 y.o.) and elders (66-70 y.o.) 	<ul style="list-style-type: none"> Balanced distribution across education 	<ul style="list-style-type: none"> Balanced distribution across regions

Need of drinking a beverage in the morning to recover from drinking

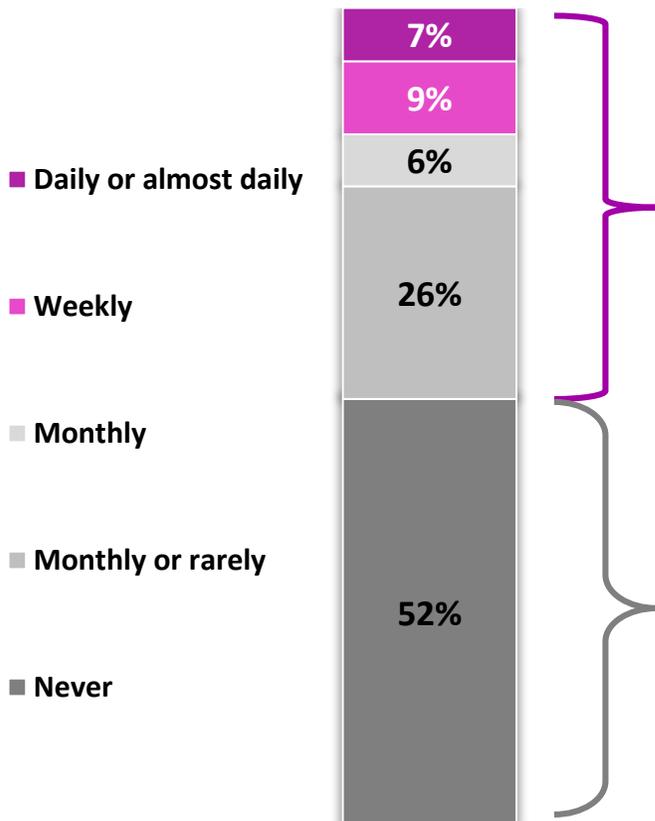
➤ Mean: 1.6 times/month



			
<ul style="list-style-type: none"> Significantly more males experience it monthly or rarely 	<ul style="list-style-type: none"> Mostly aged 41-55 y.o. 	<ul style="list-style-type: none"> Rather low education 	<ul style="list-style-type: none"> Denoting more in East & South-East for daily or almost daily
<ul style="list-style-type: none"> Meaningfully more females 	<ul style="list-style-type: none"> The ones aged 19-24 y.o. never experience the morning drink need 	<ul style="list-style-type: none"> Significantly more with high education 	<ul style="list-style-type: none"> Significantly more from Bucharest

Frequency of having a sense of guilt or remorse after drinking

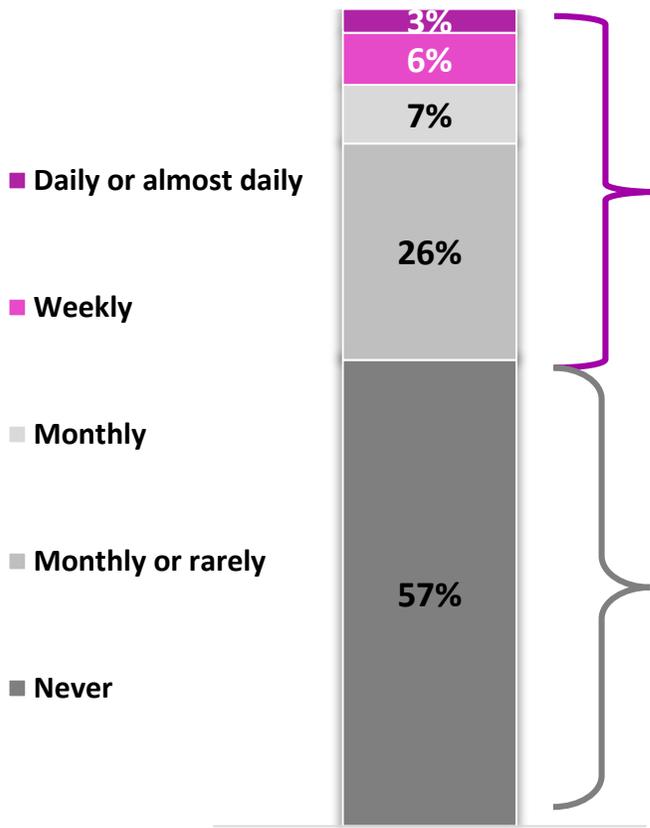
➤ Mean: 2.5 times/month



			
<ul style="list-style-type: none"> Rather males 	<ul style="list-style-type: none"> Mostly aged 36-60 y.o. 	<ul style="list-style-type: none"> Rather mid education 	<ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> Significantly more females 	<ul style="list-style-type: none"> The ones aged 19-24 y.o. & 66-70 y.o. 	<ul style="list-style-type: none"> Significantly more with low education 	<ul style="list-style-type: none"> Balanced distribution across regions, denoting less in East & South-East

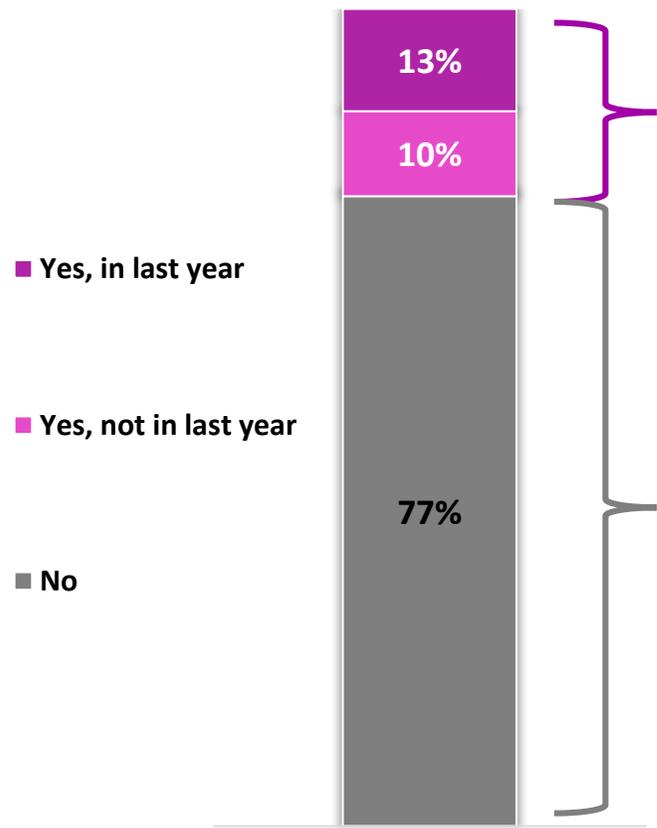
➤ Not remembering what happened the previous night because of drinking

➤ Mean: 1.3 times/month



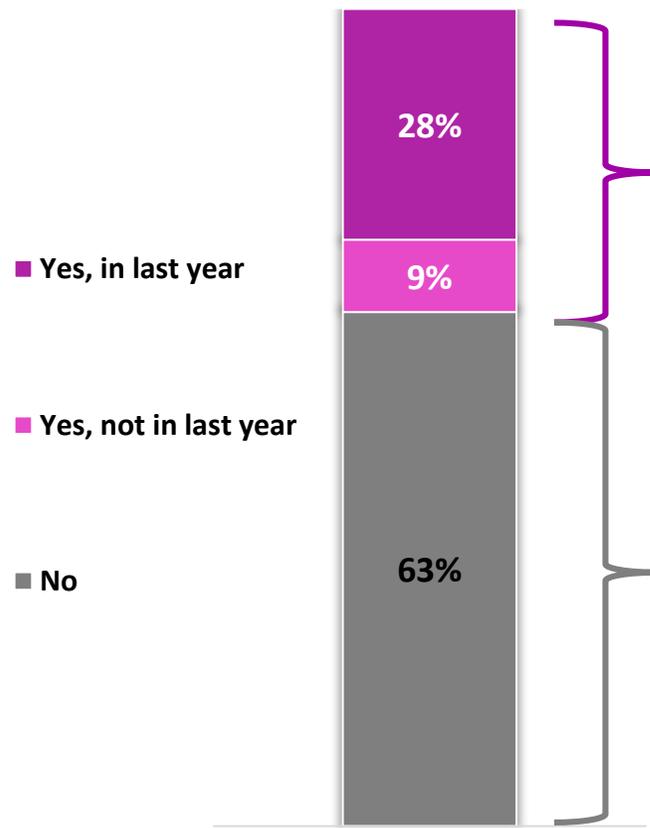
			
<ul style="list-style-type: none"> Significantly more males experience it monthly or rarely 	<ul style="list-style-type: none"> The ones aged 19-24 y.o. experience it monthly or rarely, while among the weekly+ are more 36-55 y.o. people 	<ul style="list-style-type: none"> Rather low education 	<ul style="list-style-type: none"> Balanced distribution across regions, denoting less from Bucharest
<ul style="list-style-type: none"> Significantly more females never experience 	<ul style="list-style-type: none"> The ones aged 56-70 y.o. never experience 	<ul style="list-style-type: none"> Significantly more with low education never experience 	<ul style="list-style-type: none"> Balanced distribution across regions

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



Gender	Age	Education	Region
 <ul style="list-style-type: none"> Low incidence, but significantly more males experienced it, not in last year 	 <ul style="list-style-type: none"> The ones aged 51-55 y.o. experienced in last year 	 <ul style="list-style-type: none"> Rather low education 	 <ul style="list-style-type: none"> Balanced distribution across regions
<ul style="list-style-type: none"> Significantly more females 	<ul style="list-style-type: none"> Balanced distribution across age segments, denoting less from 51-55 y.o. ones 	<ul style="list-style-type: none"> Balanced distribution across education 	<ul style="list-style-type: none"> Significantly more from Bucharest

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



<ul style="list-style-type: none"> Significantly more males experienced it, including in last year 	<ul style="list-style-type: none"> Among those who received advice past year, there are denoting more people aged 36-60 y.o. 	<ul style="list-style-type: none"> Significantly more with medium education received advice in the last year 	<ul style="list-style-type: none"> Significantly more from Center & West received advice, not in last year
<ul style="list-style-type: none"> As they are light consumers & not experiencing injuries or not interfering with their usual activities, they are not subject of advise. 	<ul style="list-style-type: none"> The ones aged 19-30 y.o. and denoting less 36-65 y.o. people 	<ul style="list-style-type: none"> Significantly more with high education 	<ul style="list-style-type: none"> No major differences across regions

APPENDIX

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DESK RESEARCH



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.

