

CANADIAN PRESS / LEGER MARKETING

The Drinking Habits of Canadians

Report



1.0 Study Highlights

- One Canadian out of ten mentioned having previously driven under the influence.

Question: *In the last three years, have you personally driven a vehicle after having drunk an amount of alcohol in excess of the allowable limit or that could have exceeded the allowable limit?*

n=1500	YES	NO	Don't know / Refusal
Canada	10%	89%	2%

- Ads against drinking and driving are effective but too few.

Question: *In your opinion, are advertisements against drinking and driving...?* (Percentages correspond to positive responses)

n=1500	... effective	...too dramatic	...too violent	...not numerous enough	None of these choices	Don't know
Canada	65%	10%	8%	57%	7%	1%

- Half of the population in Canada mentioned drinking certain alcoholic beverages more often than three years ago.

Question: *Compared to three years ago, would you say you now drink... ?* (Percentages correspond to positive responses)

n=1500	Total
... wine more often	27%
... spirits or other hard liquors more often	12%
... commercial beer more often (Labatt, Molson)	13%
... higher quality beer more often	14%
None of the above	53%
Don't know / Refusal	1%

- Canadians prefer Canadian wines.

Question: *Which wine do you prefer drinking? Is it...?*

n=1500	Total
... Canadian wine	27%
... French wine	16%
... Italian wine	8%
... Chilean wine	4%
... American wine	2%
... or wine from another country	9%
None of the above / makes own wine	26%
Don't know / Refusal	10%

2. Results

2.1 One Canadian Out of Ten Mentioned Having Previously Driven Under the Influence

10% of Canadians mentioned having personally driven a vehicle after having drunk an amount of alcohol in excess of the allowable limit or that could have exceeded the allowable limit, while 89% mentioned that they had never violated laws against drinking and driving.

Those who did mention having driven under the influence were more likely to be men (13%), 18-24-year-olds (16%), Francophones (13%), Quebecers (14%) and residents of British Columbia (14%) and manual workers (15%).

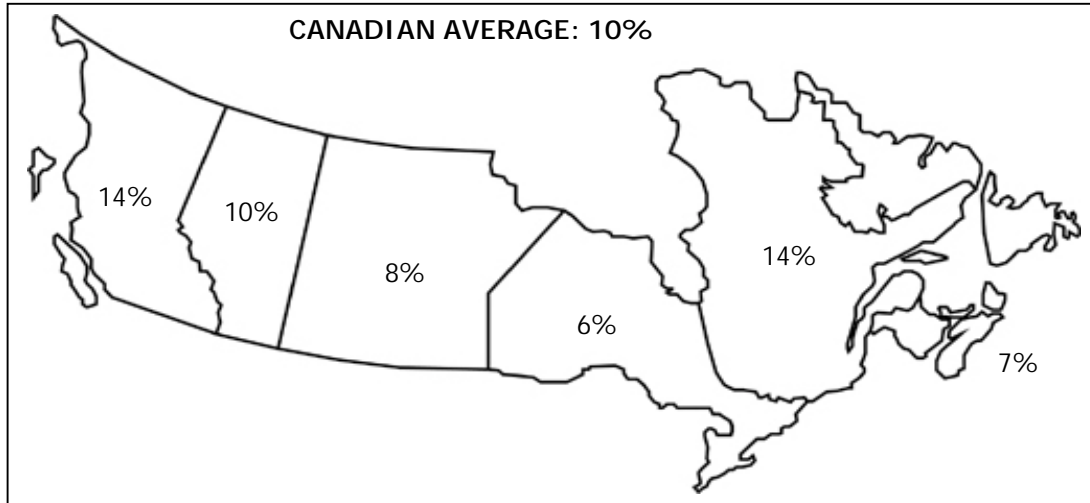
Among those most likely to respect drinking and driving regulation we find 93% of women, 96% of people over 65 years of age, 92% of Ontarians, 97% of homemakers and 92% of those not in the labour force.

In addition, 79% of Canadians indicate that people in their circle of friends and family drive while under the influence less often than a few years ago, while 10% mentioned that nothing has changed in this respect and 5% that they do so more often.

Question: *In the last three years, have you personally driven a vehicle after having drunk an amount of alcohol in excess of the allowable limit or that could have exceeded the allowable limit?*

n=1500	YES	NO	Don't know / Refusal
Atlantic provinces	7%	91%	2%
Quebec	14%	85%	0%
Ontario	6%	92%	2%
Prairies	8%	89%	3%
Alberta	10%	90%	1%
British Columbia	14%	83%	4%
Canada	10%	89%	2%

Proportion of Canadians who mentioned having previously driven under the influence



2.2 Ads Against Drinking and Driving are Effective but too Few

65% of Canadians mentioned that ads against drinking and driving are effective while 57% find that there are too few of them, 10% that they are too dramatic and 8% that they are too violent.

Although all segments of the population have more or less the same opinion when it comes to the effectiveness of these types of ads, a few differences were noted in terms of how frequently these messages are aired. In fact, 60% of women, 62% of Francophones, 65% of residents from the Atlantic provinces, 62% of Quebecers and 62% of professionals would like to see more of these ads.

However, 53% of men, 50% of those over 65 years of age, 48% of Allophones, 38% of residents from the Prairie provinces, 48% of retirees and 52% of those not in the labour force are the groups less likely to find there are too few of these ads.

Question: *In your opinion, are advertisements against drinking and driving...? (Percentages correspond to positive responses)*

n=1500	... effective	...too dramatic	...too violent	...not numerous enough	None of these choices	Don't know
Atlantic provinces	67%	9%	6%	65%	4%	0%
Quebec	66%	15%	12%	62%	5%	0%
Ontario	65%	9%	7%	52%	9%	2%
Prairies	65%	13%	12%	38%	11%	3%
Alberta	68%	6%	8%	63%	3%	0%
British Columbia	58%	9%	3%	61%	9%	2%
Canada	65%	10%	8%	57%	7%	1%

2.3 Half of the Population in Canada Mentioned Drinking Certain Alcoholic Beverages More Often than Three Years Ago

46% of Canadians mentioned drinking certain alcoholic beverages (wine, beer and spirits) more often than they did three years ago, while 53% mentioned not doing so.

Hence, 27% drink wine more often, 14% drink higher quality beer more often (micro-brewed or imported), 13% drink commercial beer more often and 12% drink spirits or another type of hard liquor more often.

39% of Francophones versus 22% of Anglophones, 41% of Quebeckers versus 16% of residents from the Atlantic provinces, 31% of those 25-34 versus 23% of those 45-54, 38% of Canadians in the higher income brackets versus 20% of those whose income is less than \$20,000, 35% of professionals versus 16% of manual workers and 38% of university graduates versus 15% of respondents with an elementary school education mentioned drinking wine more often.

Moreover, 17% of men, 28% of those 18-24 years of age, 21% of Allophones, 18% of Quebeckers, 17% of those in the upper income brackets, 19% of professionals, 30% of students and 21% of university graduates mentioned drinking higher quality beer more often compared to three years ago.

Commercial beer is drunk more often today by 17% of men, 32% of those 18-24, 18% of manual workers and 26% of students, compared to three years ago.

In terms of spirits and other hard liquors, 34% of those 18-24 years old, 19% of Canadians living in the Prairie provinces and 27% of students mentioned drinking these more often.

Question: *Compared to three years ago, would you say you now drink... ?* (Percentages correspond to positive responses)

n=1500	Total	Men	Women	Mother tongue: French	Mother tongue: English	Mother tongue: Other
... wine more often	27%	26%	29%	39%	22%	35%
... spirits or other hard liquors more often	12%	14%	11%	13%	12%	12%
... commercial beer (Labatt, Molson) more often	13%	17%	9%	16%	11%	17%
... higher quality beer more often	14%	17%	11%	17%	12%	21%
None of the above	53%	49%	56%	46%	56%	45%
Don't know / Refusal	1%	2%	1%	2%	1%	2%

2.4 Canadians Prefer Canadian Wine

All over the country, consumers prefer Canadian wine. In fact, 27% of Canadians prefer Canadian wine, 16% prefer French wine, 8% Italian wine, 4% Chilean wine, 2% American and 9% wine from other countries.

A difference can nonetheless be noted between Quebec and the other provinces. Hence, 38% of Quebecers prefer French wine while among Ontarians this proportion is 11%. However, 40% of British Columbians and 35% of Ontarians prefer Canadian wine while this wine is the preferred beverage of 6% of Quebecers. When it comes to Italian wine, 15% of Quebecers are partial to it versus 1% of Canadians living in the Atlantic provinces.

Question: *Which wine do you prefer drinking? It is...?*

n=1500	... French wine	...Canadian wine	...American wine	...Italian wine	...Chilean wine	...or wine from another country	None / makes own wine	Don't know / Refusal
Atlantic provinces	9%	30%	2%	1%	1%	7%	35%	15%
Quebec	38%	6%	1%	15%	6%	9%	17%	9%
Ontario	11%	35%	3%	6%	2%	8%	25%	9%
Prairies	3%	27%	2%	4%	2%	14%	34%	14%
Alberta	7%	23%	6%	8%	7%	10%	33%	7%
British Columbia	7%	40%	1%	5%	2%	6%	26%	12%
Canada	16%	27%	2%	8%	4%	9%	26%	10%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between April 2 and April 7, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.6\%$, 19 times out of 20.