

DRINKING IN THE GTA

- **About Four-in-Ten (39%) GTA Residents Know Someone who is an Alcoholic or has a Serious Problem with Alcohol**
 - **Alcohol Problems More Prevalent in the Suburban 905 Belt (45%) surrounding Toronto than in the Megacity (33%)**
- **Close to Two-in-Ten (17%) GTA Residents Know Someone who has been Drunk or Impaired while Driving**
- **About Two-Thirds (64%) of GTA Residents Drink At Least One Alcohol Beverage per Week**
 - **Wine (43%) is the Most Popular Drink, Followed Closely by Beer (35%). Liquor/Spirits (26%) and Coolers (14%) are Less Popular.**

From May 24 to 30, 2005, Leger Marketing – the Canadian representative of the Gallup International Association – conducted telephone interviews among a randomly selected, representative sample of 481 residents of the Greater Toronto Area (GTA) who are Legal Drinking Age (19) and older. The margin of error for the total sample is $\pm 4.5\%$, 19 times out of 20. The City of Toronto (n=241) and Suburban (n=240) sub-segments of the total GTA sample each have an associated margin of error of $\pm 6.3\%$, 19 times out of 20. The Suburban sub-segment is comprised of the Regions of Durham, Halton, Peel, and York. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of the GTA.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 500 employees spread over its offices in Toronto, Montreal, Edmonton, Winnipeg, Quebec City, New York City, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger is the Canadian representative of the Gallup International Association, and is the polling Agency of Record for Sun Media, Toronto Life Magazine, Marketing Magazine, and the Canadian Press news service.

About Four-in-Ten (39%) Know Someone who has a Drinking Problem

- About four-in-ten (39%) GTA Residents know someone who they think is addicted to alcohol or has another serious problem related to drinking alcohol.
 - Suburban Residents (45%) are noticeably more likely than Torontonians (33%) to know someone with a drinking problem.

Alcoholism in the GTA			
1. Do you personally know anyone who you think is addicted to alcohol or has another serious problem related to drinking alcohol? Base: All Respondents 19 years of age or older. N=481.			
	GTA	City of Toronto	Suburbs
Yes	39%	33%	45%

Close to Two-in-Ten (17%) Know Someone who has been Drunk while Driving

Drinking & Driving in the GTA			
2. In the past 12 months, do you personally know anyone who has driven a vehicle when they have been drunk or impaired from drinking alcohol? Base: All Respondents 19 years of age or older. N=481.			
	GTA	City of Toronto	Suburbs
Yes	17%	16%	19%

About Two-Thirds (64%) Drink at least One Alcohol Beverage per Week

- The most popular alcohol beverage in the GTA is wine (43%), followed closely by beer (35%) – but beer drinkers (5.2) tend to consume more servings per week than wine drinkers (3.4).
 - Suburban residents (39%) are more likely than Torontonians (31%) to drink beer, and 905 beer drinkers (6.3) are more likely to drink more servings of brew per week than Megacity beer drinkers (4.0).
- Liquor/Spirits (26%) is more popular than coolers (14%) – and cooler drinkers (3.9) tend to consume more servings per week than liquor drinkers (2.4).
 - Coolers are more likely to be popular in Toronto (17%) than the Suburbs (12%), and Toronto cooler drinkers (2.5) are more likely to drink more servings per week than those in the 905 (2.1).

Alcohol Consumption in the GTA: Popularity & Volume						
3. A. On average, how many Beers do you usually drink in a week – That is, how many standard 12-ounce bottles, cans, and pint glasses? B. On average, how many Glasses of Wine do you usually drink in a week – That is, about how many standard 5-ounce glasses? C. On average, how many Drinks of Liquor or Distilled Spirits , such as whiskey, vodka, and rum, do you usually drink in a week – That is, about how many standard 1-and-a-half-ounce straight shots and 7-and-a-half-ounce mixed drinks? D. On average, how many Wine or Liquor-Based Coolers , such as vodka coolers or “hard” lemonades, do you usually drink in a week? – That is about how many standard 12-ounce bottles and cans? Base: All Respondents 19 years of age or older. N=481.						
	GTA		City of Toronto		Suburbs	
Drink at least One Alcohol Beverage per Week	64%		62%		66%	
	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...
Wine	43%	3.4	43%	3.5	42%	3.3
Beer	35%	5.2	31%	4.0	39%	6.3
Liquor or Distilled Spirits	26%	3.9	27%	4.0	24%	3.8
Wine/Liquor-Based Coolers	14%	2.4	17%	2.5	12%	2.1

Alcohol Consumption in the GTA: Gender Focus						
<p>4. A. On average, how many Beers do you usually drink in a week – That is, how many standard 12-ounce bottles, cans, and pint glasses? B. On average, how many Glasses of Wine do you usually drink in a week – That is, about how many standard 5-ounce glasses? C. On average, how many Drinks of Liquor or Distilled Spirits, such as whiskey, vodka, and rum, do you usually drink in a week – That is, about how many standard 1-and-a-half-ounce straight shots and 7-and-a-half-ounce mixed drinks? D. On average, how many Wine or Liquor-Based Coolers, such as vodka coolers or “hard” lemonades, do you usually drink in a week? – That is about how many standard 12-ounce bottles and cans?</p> <p>Base: All Respondents 19 years of age or older. N=481.</p>						
	GTA		Female		Male	
Drink at least One Alcohol Beverage per Week	64%		59%		70%	
	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...	Incidence: % Consuming at least 1 Serving/Week of...	Average Servings/Week consumed by Drinkers of...
Wine	43%	3.4	43%	3.1	44%	3.8
Beer	35%	5.2	21%	3.6	50%	5.9
Liquor or Distilled Spirits	26%	3.9	19%	3.0	32%	4.4
Wine/Liquor-Based Coolers	14%	2.4	16%	2.6	13%	2.0

Comparing Alcohol Consumption across Ontario: Incidence/Popularity

5. A. On average, how many **Beers** do you usually drink in a week – That is, how many standard 12-ounce bottles, cans, and pint glasses? B. On average, how many Glasses of **Wine** do you usually drink in a week – That is, about how many standard 5-ounce glasses? C. On average, how many Drinks of **Liquor or Distilled Spirits**, such as whiskey, vodka, and rum, do you usually drink in a week – That is, about how many standard 1-and-a-half-ounce straight shots and 7-and-a-half-ounce mixed drinks? D. On average, how many **Wine or Liquor-Based Coolers**, such as vodka coolers or “hard” lemonades, do you usually drink in a week? – That is about how many standard 12-ounce bottles and cans?

Base: All Respondents 19 years of age or older. N=481.

	ONTARIO	GTA	Hamilton-Niagara	SouthWest	East	North
Drink at least One Alcohol Beverage per Week	63%	64%	58%	61%	65%	63%
	Incidence: % Consuming at least 1 Serving/Week of...	Incidence: % Consuming at least 1 Serving/Week of...	Incidence: % Consuming at least 1 Serving/Week of...	Incidence: % Consuming at least 1 Serving/Week of...	Incidence: % Consuming at least 1 Serving/Week of...	Incidence: % Consuming at least 1 Serving/Week of...
Wine	38%	43%	29%	28%	46%	33%
Beer	36%	35%	40%	37%	39%	35%
Liquor or Distilled Spirits	30%	26%	34%	36%	28%	34%
Wine/Liquor-Based Coolers	14%	14%	18%	11%	9%	17%

Comparing Average Servings/Week among Drinkers across Ontario

6. A. On average, how many **Beers** do you usually drink in a week – That is, how many standard 12-ounce bottles, cans, and pint glasses?
 B. On average, how many Glasses of **Wine** do you usually drink in a week – That is, about how many standard 5-ounce glasses?
 C. On average, how many Drinks of **Liquor or Distilled Spirits**, such as whiskey, vodka, and rum, do you usually drink in a week – That is, about how many standard 1-and-a-half-ounce straight shots and 7-and-a-half-ounce mixed drinks?
 D. On average, how many **Wine or Liquor-Based Coolers**, such as vodka coolers or “hard” lemonades, do you usually drink in a week? – That is about how many standard 12-ounce bottles and cans?

Base: All Respondents 19 years of age or older. N=481.

	ONTARIO	GTA	Hamilton-Niagara	SouthWest	East	North
	Average Servings/Week consumed by Drinkers of...	Average Servings/Week consumed by Drinkers of...	Average Servings/Week consumed by Drinkers of...	Average Servings/Week consumed by Drinkers of...	Average Servings/Week consumed by Drinkers of...	Average Servings/Week consumed by Drinkers of...
Wine	3.3	3.4	3.2	3.1	3.5	3.0
Beer	5.8	5.2	5.9	7.5	6.0	2.6
Liquor or Distilled Spirits	4.3	3.9	3.0	6.1	4.2	2.4
Wine/Liquor-Based Coolers	2.4	2.4	2.2	3.0	1.9	2.4

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For more information,
please see the August Issue of *Toronto Life Magazine*,
or contact the Leger Marketing spokesperson:

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Copies of this poll are available on our website:
www.legermarketing.com