



DEEP SEAS

DEVELOPING AND EXTENDING EVIDENCE AND PRACTICE
FROM THE STANDARD EUROPEAN ALCOHOL SURVEY

DRINKING PATTERNS ACROSS EUROPE. DO BEVERAGE PREFERENCES MATTER?

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DEEP SEAS PROJECT

- **CO-ORDINATION – FUNDACIO CLINIC PER A LA RECERCA BIOMEDICA, BARCELONA**
- **FIELD WORK – 2021**
- **A TENDERED CONTRACT AWARDED BY EUROPEAN COMMISSION (100% EU CONTRIBUTION)**
- **AIMING AT IMPLEMENTING THE SECOND STANDARDISED EUROPEAN ALCOHOL SURVEY - RARHA SEAS IN 33 EUROPEAN COUNTRIES**

DEEP SEAS - APPROACH ADOPTED

- **CENTRALISED SURVEY CO-ORDINATED BY TNS KANTAR FROM BARCELONA**
- **NUMBER OF PARTICIPATING COUNTRIES - 33 (ALL EU AND ICELAND, NORWAY AS WELL AS B-H, MOLDOVA, SERBIA)**
- **NON-PROBABILISTIC PANEL SAMPLES**
- **NUMBER OF CAWI INTERVIEWS COLLECTED – APPROX. 56 THOUSAND**
- **SELF-ADMINISTRED QUESTIONNAIRE**

DEEP SEAS QUESTIONNAIRE

- **ALCOHOL CONSUMPTION (BSQF)**
- **RISKY SINGLE OCCASION DRINKING**
- **UNRECORDED CONSUMPTION**
- **CONTEXT OF DRINKING**
- **INDIVIDUAL HARM**
- **HARM FROM OTHERS**
- **ATTITUDES TOWARDS ALCOHOL POLICY**
- **SOCIO-DEMOGRAPHICS**

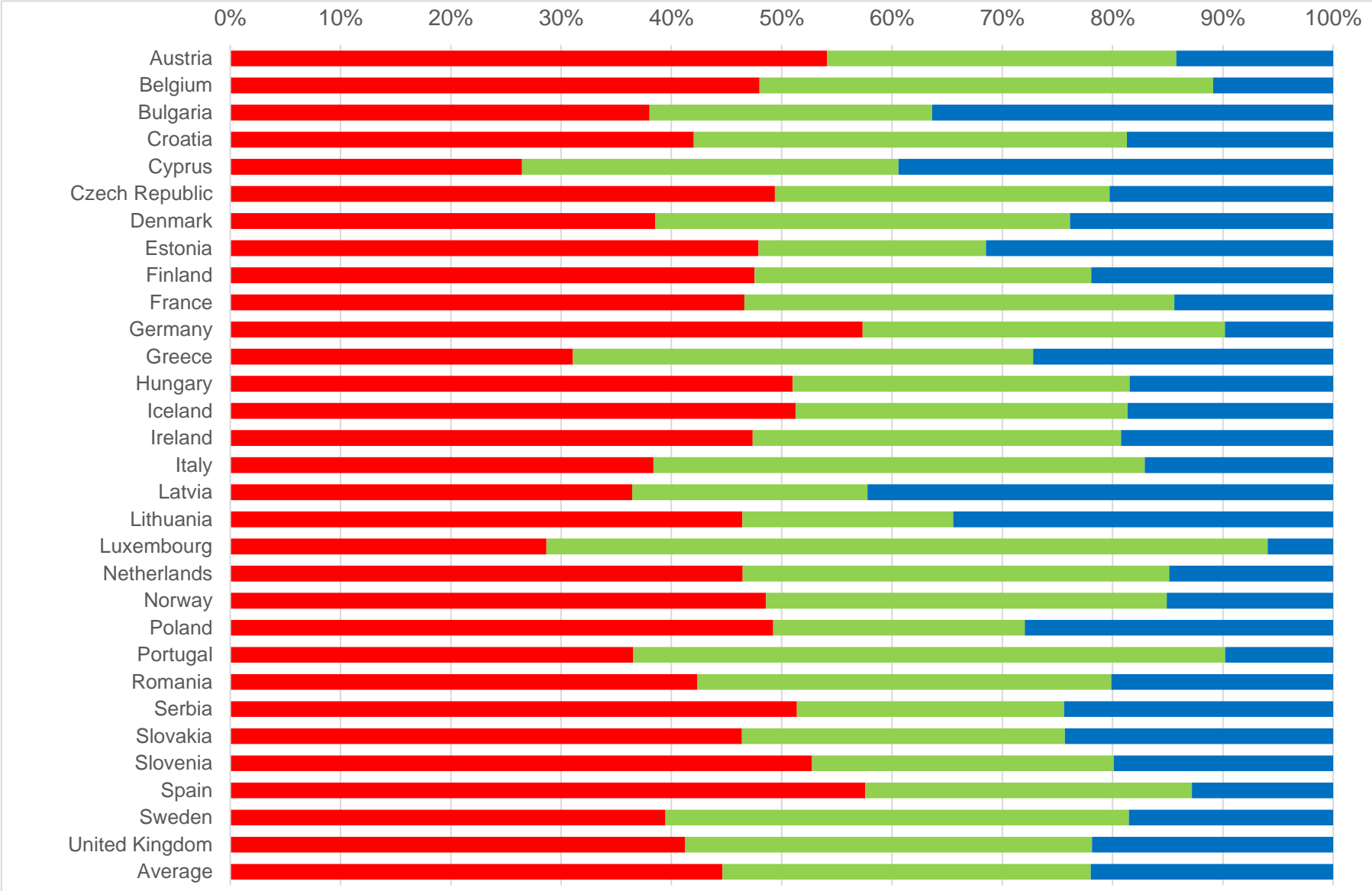
FOCUS OF THIS PRESENTATION

- **VARIATION IN DRINKING PATTERNS ACROSS EUROPE CONSIDERING BEVERAGE PREFERENCES AS WELL AS FREQUENCY OF DRINKING AND VOLUME CONSUMED PER DRINKING DAY**

VARIABLES CONSIDERED

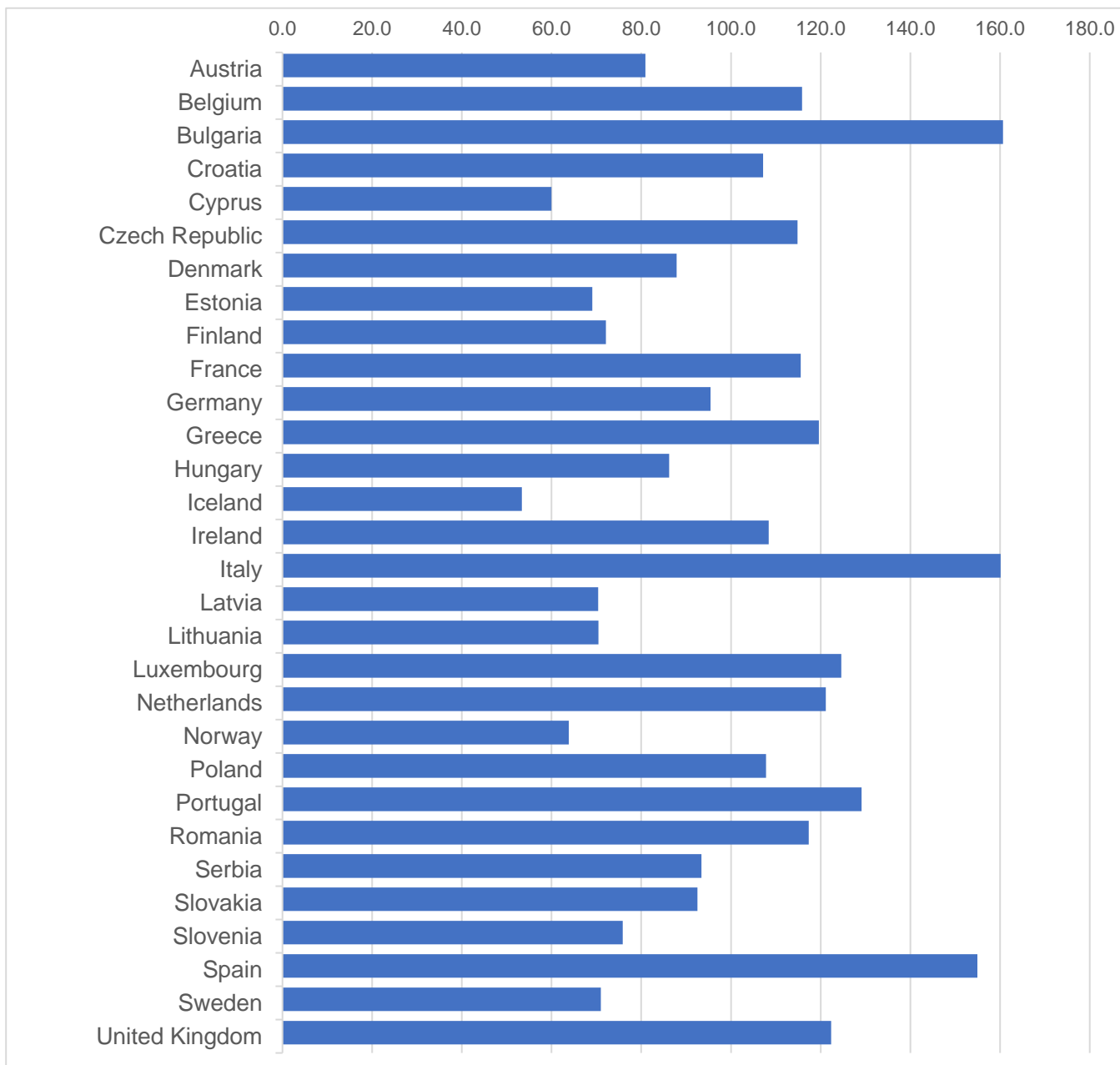
- **BEVERAGE PREFERENCES – PERCENTAGE SHARE OF BEER, WINE AND SPIRITS IN OVERALL ALCOHOL CONSUMPTION IN 100% ALCOHOL**
- **FREQUENCY OF DRINKING – REGULAR BSQF GENERIC FREQUENCY QUESTIONS CONVERTED TO ANNUAL NUMBER OF DRINKING DAYS**
- **VOLUME PER DRINKING DAY – ANNUAL ALCOHOL CONSUMPTION DIVIDED BY NUMBER OF DRINKING DAYS**

CONSUMPTION STRUCTURE BY BEVERAGE TYPE

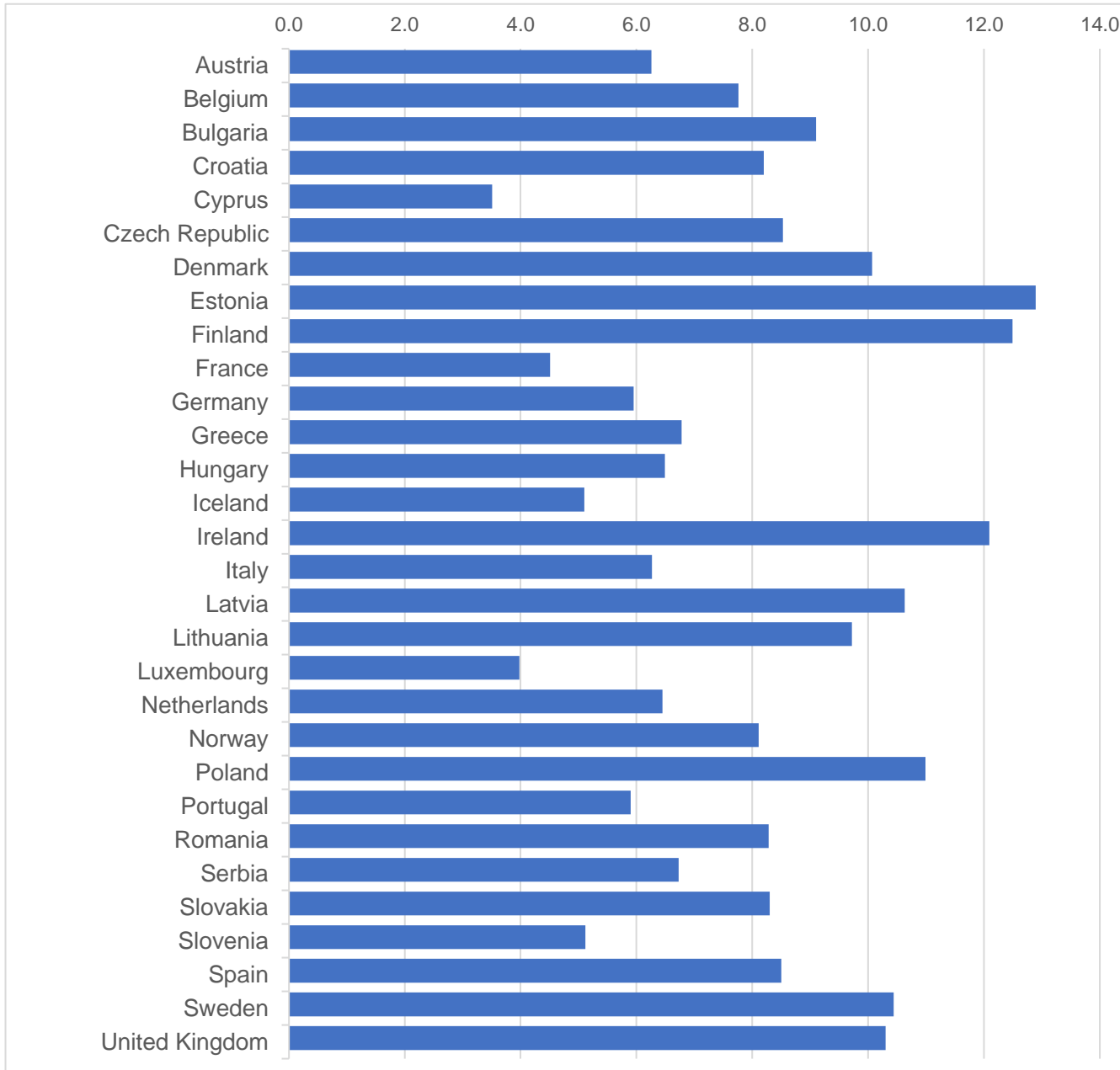


ANNUAL FREQUENCY OF DRINKING ANY ALCOHOLIC BEVERAGES

(MEAN NUMBER OF DRINKING DAYS FOR ALL ALCOHOL CONSUMERS)

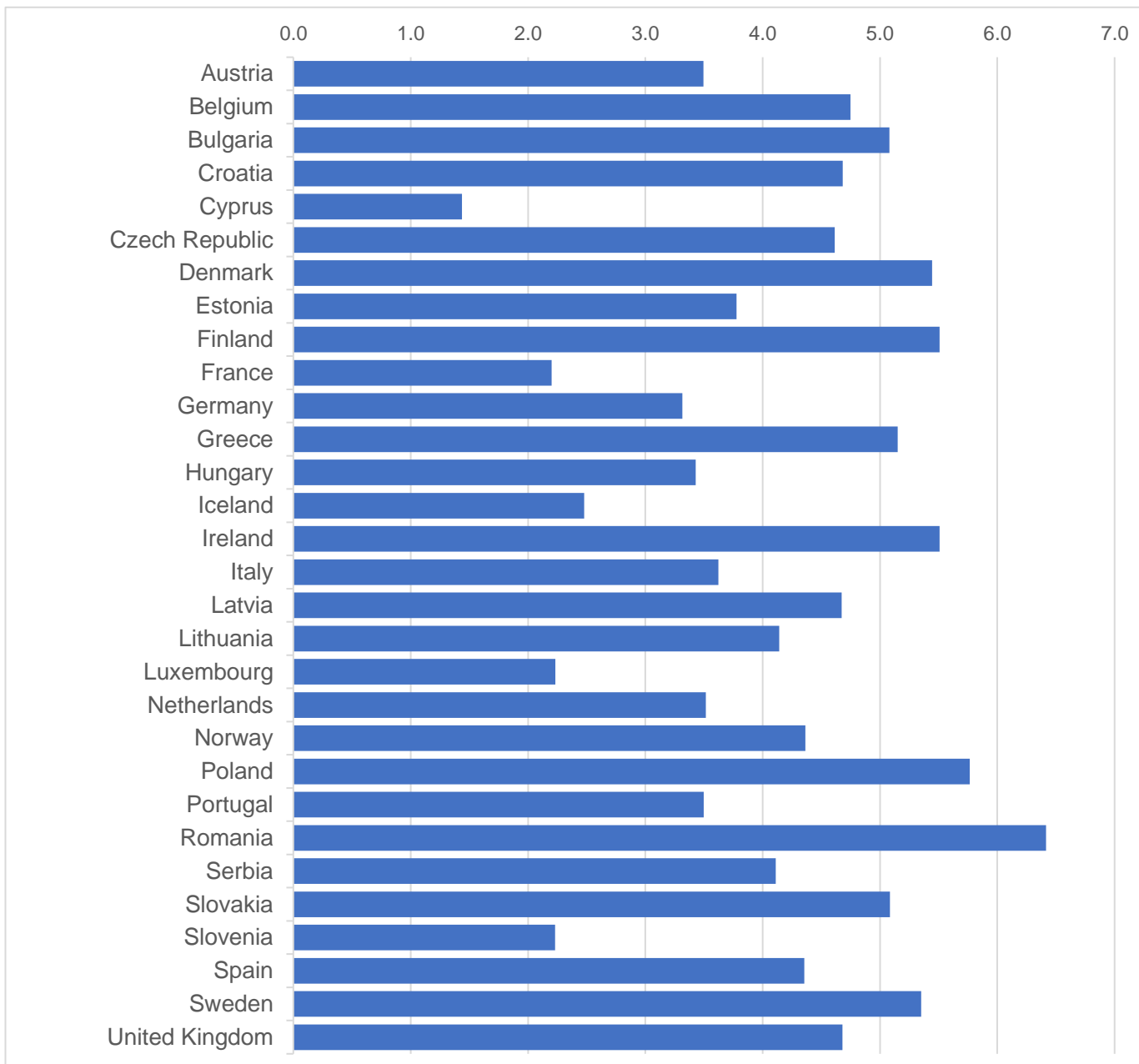


MEAN ALCOHOL CONSUMPTION PER DRINKING DAY



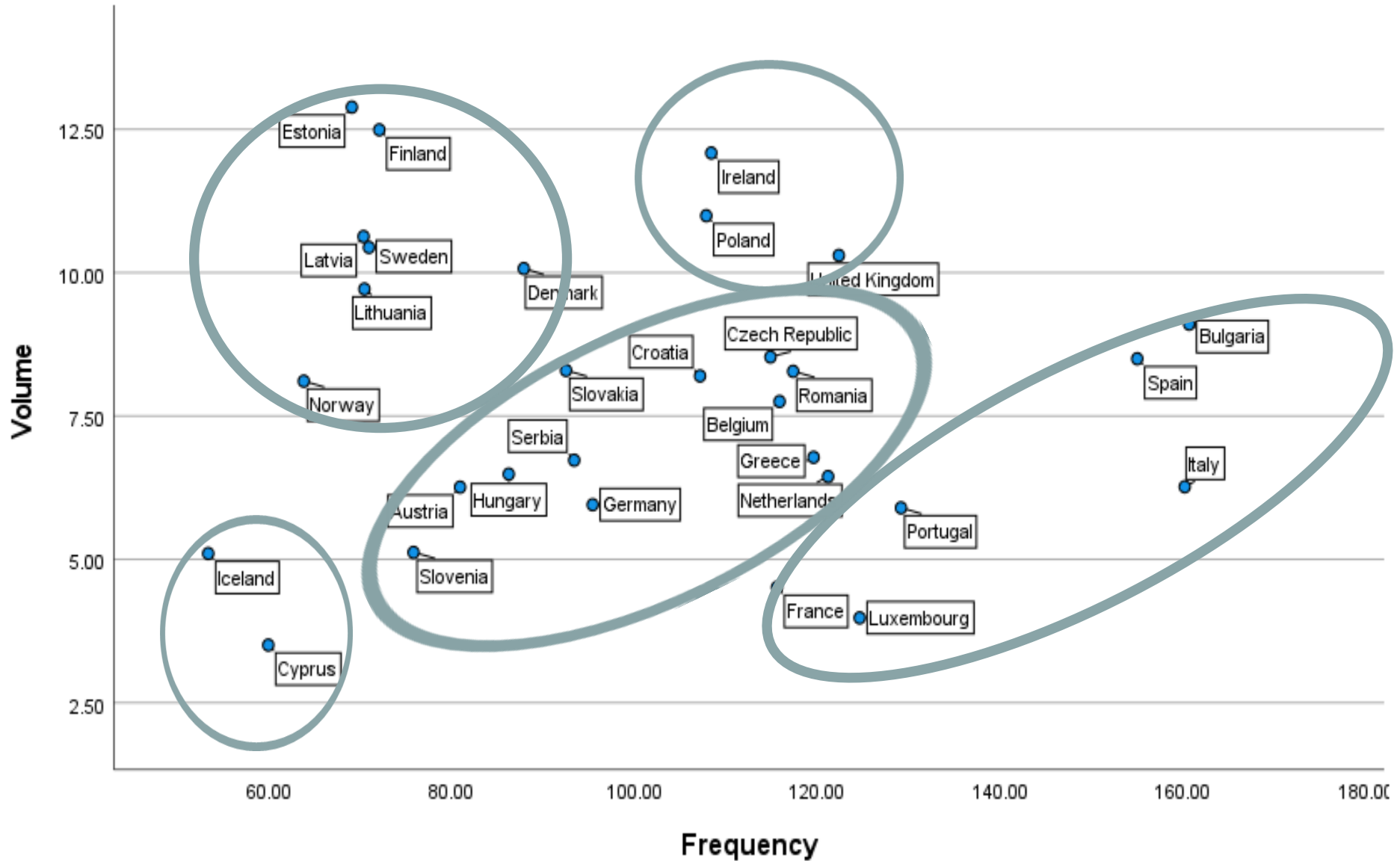
(MEAN PER DRINKING DAY IN CENTILITRES OF PURE ALCOHOL FOR ALCOHOL CONSUMERS IN LAST 12 MONTHS)

MEAN WINE CONSUMPTION PER WINE DRINKING DAY

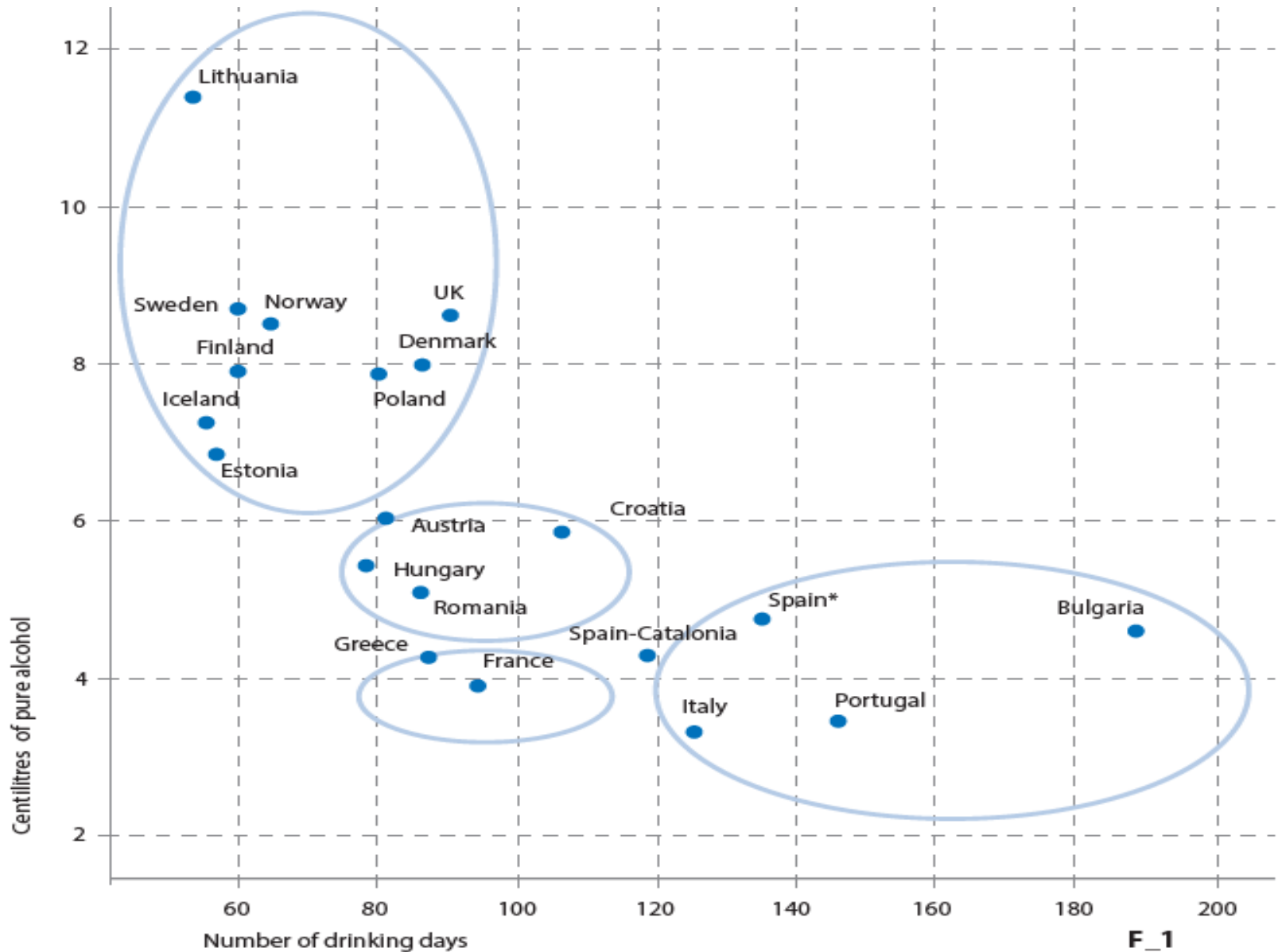


(MEAN QUANTITY OF WINE IN TERMS OF CENTILITRES OF PURE ALCOHOL CONSUMED USUALLY ON A WINE DRINKING DAY – FOR WINE CONSUMERS IN LAST 12 MONTHS)

CONSUMPTION PER DRINKING DAY AGAINST FREQUENCY OF DRINKING IN THE PAST 12 MONTHS



CONSUMPTION PER DRINKING DAY AGAINST FREQUENCY OF DRINKING IN THE PAST 12 MONTHS



CONCLUSIONS

- BEVERAGE PREFERENCE ACROSS EUROPE BECOME INCREASINGLY SIMILAR
- SHARE OF BEER IS ON THE RISE IN COUNTRIES WHERE BEVERAGES OF CHOICE WERE WINES AND/OR SPIRITS
- COUNTRIES OF EASTERN AND NORTHERN EUROPE WHERE SPIRITS DOMINATED BEFORE DECADES STILL DRINK LESS FREQUENTLY THAN MEDITERRANEAN COUNTRIES
- HOWEVER, VOLUME CONSUMED PER DRINKING DAY IS STILL MUCH HIGHER NO MATTER WHAT THEY DRINK COMPARED TO „FORMER” WINE DRINKING COUNTRIES
- DESPITE PROGRESSING HOMOGENIZATION OF DRINKING CULTURES, REMNANTS OF TRADITION STILL SHAPE HOW WE DRINK RATHER THAN WHAT WE DRINK