



QUEBECERS AND ALCOHOL 2017

INTRODUCTION

Two things stand out in the 2017 survey on Quebecers and Alcohol: one is the reduction in drinking resulting from greater awareness of health issues, combined with the consistency of certain answers over the last 15 years; the other is the minimal progress with regard to excessive drinking among those who were already drinking beyond the recommended limits.

Attitudes and opinions are so entrenched that many of the 2017 results are very similar to those obtained from 2002 to 2012, or within the margin of error, particularly as concerns the social acceptability of alcohol, the circumstances in which people drink, and even people's general opinions about drinking. Beliefs change slowly.

As seen previously, more than eight out of ten Quebecers drink, and wine is now solidly positioned as the alcoholic beverage consumed most frequently and by the most people: three quarters of Quebecers now appreciate wine. Beer is dropping slightly in popularity, although it is a favourite among six out of ten respondents, while spirits remain the consistent choice of about one in two. About a third of Quebec drinkers also choose other alcoholic beverages (cider, premixed drinks, etc.).

The most reassuring information revealed by this survey is that a majority of Quebecers are more aware of the impact drinking has on human health and most have learned how to make alcohol a part of their daily lives. They have smoothly incorporated a certain model of drinking in their lifestyle and they are increasingly aware of various aspects of their drinking.

However, improvements are far less impressive among excessive drinkers: 25% of Quebec drinkers exceed the low-risk drinking guidelines at least once a month. It's hard not to see this is a reflection of the way that alcohol is now perceived by society as "ordinary," not to mention that alcohol abuse is even glamourized. And then there is the incomprehensible and inexcusable laxity on the part of the government, which, far from doing the right thing, is actually making the situation worse through various decisions and failure to take action.

In fact, all of Éduc'alcool's calls for measures that would have a real impact on excessive drinking have fallen on deaf ears: the government refuses to make the "Service in Action" course mandatory for owners of licensed establishments and their serving staff; it refuses to set a minimum price for artisanal products sold in grocery stores; it has decided that minimum beer prices do not apply to artisanal beer sold outside grocery stores; it refuses to lift a finger as people continue to use cross promotions to get around the minimum-price requirement for beer; it contributes to the perception that alcohol is "nothing special" by citing so-called experts whose sole concerns are deregulation and profits; it augments the downward pressure on alcohol prices... and the list goes on.

Still, Quebecers are very interested in learning more about alcohol, particularly how it affects their health. Above all, we are pleased to see our position on impaired driving vindicated. There has been a significant decline in the number of Quebecers who have seen a road block, and the situation is deteriorating. Once again, it is instructive to note that the moment something is left to the government, things get worse.

INCORPORATING THE VALUE OF MODERATION

Éduc'alcool is obviously delighted to see that its slogan, *La modération a bien meilleur goût/Moderation is always in good taste*, still tops the awareness charts at 89%. But the really good news is that moderation is becoming part of everyday life.

We can be proud of the fact that, on average, drinking has dropped to less than 3 standard drinks a week, compared to 3.3 drinks five years ago, and people tend to have 2.2 drinks per occasion, as opposed to 2.5. It cannot be a coincidence that this amount corresponds to the approximate number of drinks after which it becomes illegal to drive. The connection is clear.

We are also very pleased to note that the vast majority of Quebec drinkers drink in places and under circumstances that promote moderation. They generally drink at home, among friends and in restaurants, to celebrate happy events or when enjoying a good meal. Drinking is associated with relaxation and it is more about socializing than dependency.

The latest alcohol sales statistics in Quebec show that things have remained stable at an average of 8.5 litres of pure alcohol per person per year. However, one in ten drinkers has felt that drinking has affected their physical health. That's almost twice as many as five years ago. Does this mean people are more aware, as a result of Éduc'alcool campaigns, or is the situation actually changing? No doubt it's a combination of the two.

REAL PROBLEMS STILL REQUIRE REAL ATTENTION

We can't let the good news obscure the fact that vigilance is more necessary than ever. There is no ignoring the results showing that 11% of regular drinkers felt that their drinking had a harmful effect on their health in the last year. Nor can we ignore that 6-7% of drinkers admit to drinking heavily on a weekly basis, and 25% do so at least once a month.

It is more important than ever to get the message across that moderation is a rule to which there can be no exceptions. Getting drunk even once is once too often.

Another disturbing statistic is the 6% of Quebec drivers who admit to having driven with a blood-alcohol content above the legal limit.

On the other hand, there is reason to celebrate the fact that almost all Quebecers know the Éduc'alcool recommendations for pregnant women: abstain from drinking from the moment you begin trying to conceive and continue abstaining throughout the pregnancy. Still, and this is surely because of the lack of irrefutable scientific data on the subject, half of all Quebecers believe that occasional drinking presents little or no danger to the fetus. Not surprisingly, therefore, nearly one in four Quebecers think it is acceptable for a woman to drink occasionally during pregnancy.

THE CHALLENGES AHEAD

The results of the 2017 survey reveal that Quebecers have a sometimes contradictory relationship with alcohol, and that they hold a number of biases, most likely based on inherited beliefs.

For example, there is a certain degree of tolerance for heavy drinking when it is occasional, and some people willingly admit that they exceed the recommended limits now and then, often at least once a month.

On the other hand, people are very suspicious of regular drinking, even if it falls within the low-risk drinking guidelines. Six out of ten Quebecers consider a woman who has 2 drinks a day, 5 days a week, or a man who has 3 drinks a day, 5 days a week, to be an alcoholic. Even if someone has 1 drink a day, 5 days a week, nearly four in ten Quebecers would still call that alcoholism.

This means Éduc'alcool faces a considerable challenge in educating Quebecers about the relationship between drinking quantity and frequency. We have to de-dramatize regular drinking—provided it is within the low-risk guidelines—and warn people about heavy drinking, even if it's only occasional. We understand that we are dealing with deeply entrenched opinions and perceptions, but that is the lot of any educational organization. Another important lesson to be learned from this survey is that we must not let down our guard or give up working to increase awareness.

Finally, Quebecers have told us very clearly where they want more information: how to talk about drinking with their children, the relationship between alcohol and health, and how much they can drink and still drive safely. Although there has been a slight decline in interest, these remain the top three concerns.

People have also told us about their specific needs. We will be responding by providing practical information and further explaining the benefits of moderate drinking. In short, Quebecers want us to continue informing them to help them become more responsible drinkers.

DRINKING AND DRIVING: OUR POSITION IS VINDICATED

Once again, this year's survey examined the issue of drinking and driving in depth. The results show clearly that Éduc'alcool was spot on in ceaselessly promoting measures based on research done here and elsewhere.

Éduc'alcool has taken an unequivocal stand on impaired driving. Based on accepted scientific data, we believe that the single most important factor in changing behaviour on the roads is whether people believe they will be arrested if they break the law. We have also stated loudly and clearly that before there can be any discussion on blood-alcohol content, the number of police sobriety checkpoints must be increased and people have to know about them.

We have been proven right. If 6% of drivers admit having driven while over the legal limit, this is largely because a little over 75% of drivers did not encounter a sobriety checkpoint even once in the last year. What's worse, over 70% of drivers did not even see such a checkpoint in the last 12 months.

We shall continue to call for such basic measures to be implemented as a precondition for any conversation on drunk driving. Similarly, we shall continue to call for the "Service in Action" course to be made mandatory for personnel in all licensed establishments in Quebec, just as it is in societies similar to ours, but where the governments act more responsibly.

HIGH CREDIBILITY MEANS ADDED RESPONSIBILITY

Finally, we will be forgiven for noting with unabashed pride and satisfaction that Éduc'alcool's credibility rating has risen from an impressive 91% to an even more impressive 95%, which is both gratifying and encouraging. It recognizes our successes and reminds us of what remains to be accomplished. We are responsible for continuing to improve Quebecers' relationship with alcohol in that hope that all will truly come to believe that moderation is always in good taste.

THE RESULTS

The survey results are based on 1,139 telephone interviews conducted from February 20 to March 20, 2017, with a representative sample of the Quebec population age 15 and over, able to speak either English or French. The estimated margin of error is +/- 2.9% for the entire sample.

Unless otherwise indicated, the highlights apply to all Quebec respondents, French- and English-speaking, age 15 and over.

MOST NOTABLE DIFFERENCES BETWEEN 2012 AND 2017

- Quebecers are drinking a little less per week than previously reported. In 2017, they had an average of 2.8 drinks a week, compared to 3.3 a week in 2012.
- There has also been a slight reduction since 2012 in the number of drinks per occasion. Quebecers age 15 and older have an average of 2.2 drinks per occasion, whereas, five years ago, they reported having 2.5 drinks per occasion.
- The percentage of people who have 4 drinks or more per occasion dropped from 17% in 2012 to 12% in 2017. These results show that Éduc'alcool's messages are having an impact. Nevertheless, despite efforts to increase awareness, more than a quarter of Quebec drinkers (24% of women and 28% of men) still exceed the low-risk drinking guidelines at least once a month.
- About half of Quebec drinkers (49 %) believe that having one or two drinks a day on a regular basis is bad for your health. That's up 11 percentage points from 2012.
- In the last year, 11% of drinkers felt that their drinking was affecting their physical health. This is a significant increase over the 2012 results (6%).
- More than three quarters of the population (77%) considers it a crime to drive after drinking too much. That's down 6 percentage points from 2012 (83%).

- The percentage of Quebec drivers who noticed a police sobriety checkpoint in the last year dropped 8 points, from 37% in 2012 to 29% in 2017. The number of drivers who were actually stopped at such a checkpoint was also down, from 30% to 24%.
- The number of people who associate messages of moderation with Éduc'alcool continues to grow, increasing from 5% in 2002 to 19% in 2017. But, once again this year, such messages are more frequently associated with the government or the SAQ than with Éduc'alcool.
- There has been a notable increase in overall awareness of Éduc'alcool, from 68% in 2012 to 82% in 2017.

DRINKING HABITS

- More than eight in ten Quebecers age 15 or older (83%) drink alcohol: 44% drink once a week or more, while 39% drink occasionally; 17% do not drink at all.
- Among drinkers, the breakdown by type of beverage is as follows: 72% prefer wine; 61% beer; 47% spirits; and 34% other alcoholic drinks.
- Since 2002, wine has been the most commonly consumed alcoholic beverage. Compare this to the 1990s, when beer was the number one drink. This year's survey shows that 31% of Quebec drinkers have wine once or more a week, which is up considerably from 13% in 1991.
- Drinking frequency has remained quite steady, with people drinking an average of 1.1 times a week, compared to 1.2 in 2012.
- However, the number of drinks people have weekly is down slightly: 2.8 drinks a week in 2017, compared to 3.3 in 2012.
- The average number of drinks per occasion has also dropped a little, from 2.5 in 2012 to 2.2 in 2017.
- In the last 12 months, nearly half of women drinkers (48%) had four drinks or more on a single occasion at least once, while 56% of men had five drinks or more.
- More than a quarter of Quebec drinkers (24% of women and 28% of men) still drink more than the low-risk drinking guidelines at least once a month.
- As observed in 2012, people drink most frequently at home (64%) or at the home of friends or relatives (19%).
- In 2017, people reported that the primary circumstances under which they drink are to celebrate a happy event (94%), when dining in a restaurant (80%) or when eating at home (76%). These figures are similar to those recorded in previous years.
- In the last 12 months, more than one in ten drinkers (11%) felt that their drinking was affecting their physical health. This is up considerably from 6% in 2012.

OPINIONS AND ATTITUDES

- Nearly three quarters of respondents (74%) think they are more aware than they were five years ago of the concept of moderate and sensible drinking. This figure is very similar to 2012 results (73%). People attribute this greater awareness primarily to the media and to advertising about moderation (64%).
- As in the past, nine out of ten Quebecers find it perfectly acceptable to drink to celebrate a happy event (91%), during an evening among friends (91%), or while having a meal at home (81%). Drinking to overcome shyness in public is another acceptable reason (up from 2012 to 26%), while a small percentage of people approve of drinking to forget problems (8%).
- Approximately seven out of ten respondents agreed with the following statements: "A cigarette is more harmful than a glass of alcohol" (73%); "Most people are able to drink reasonably" (68%); "Alcohol provides enjoyment" (67%); "For a man, having 3 drinks a day, 5 days a week, leads to alcoholism" (65%); and "Alcohol is a drug" (63%). In 2017, more people agreed with the statement, "Even in moderation, alcohol is bad for your health" (42%) than in 2012 (35%).
- As in 2012, about a third of Quebecers (34%) know that there is the same amount of alcohol in a standard serving of beer, wine or spirits.
- Quebecers believe that 1.3 drinks **a day** constitutes moderate drinking. This has not changed since 2012.
- Half of Quebecers (49%) believe that occasional drinking by a pregnant woman causes little (42%) or no (7%) risk to the health of the fetus. This is slightly lower than the 2012 result (53%).
- Half of Quebec women (51%) believe that comprehensive and objective information on the subject is most likely to convince them not to drink during pregnancy. Similar results were obtained in 2012 (51%) and 2007 (50%).
- Quebecers believe that the main problems associated with heavy drinking are health problems (37%), alcoholism and addiction (28%), family difficulties (16%), financial problems (13%), psychological problems (13%) and relationship difficulties (12%).

DRINKING AND DRIVING

- Quebecers consider it criminal behaviour to drive after drinking **heavily** (77%). This is down slightly from 83% in 2012, but it is very similar to the results of the 2007 and 2002 surveys.
- As in 2012, about six in ten (62%) believe that the current legal blood-alcohol limit for driving of 0.08 mg is just strict enough.
- On average, people believe that 2.2 drinks is the point at which it becomes a crime to drive. This is down slightly from 2.5 drinks in 2012.

- Among the drivers surveyed (85% of respondents), 42% say they have driven after drinking within the legal limit.
- More than one in twenty (6%) admits having driven after drinking more than the legal limit. This figure was the same in 2012.
- Less than a third of drivers (29%) said they had seen a police sobriety checkpoint in the last year, compared to 37% in 2012. The percentage of drivers who had actually gone through such a checkpoint in the last year was also down, from 30% in 2012 to 24% in 2017.
- Despite the fact that fewer people have seen or passed through sobriety checkpoints in Quebec, the percentage of respondents who thought it very or somewhat likely that they would come across one increased 6 points, from 39% in 2012 to 45% in 2017.

ADVERTISING TO PROMOTE MODERATION

- A full 89% of Quebecers know the slogan *La modération a bien meilleur goût/Moderation is always in good taste*. This is similar to the 2012 result of 90%.
- Without prompting, 21% of Quebecers associate the slogan *La modération a bien meilleur goût/Moderation is always in good taste* with Éduc'alcool and 24% associate it with the SAQ. The first figure is an improvement over 2012 (14%), while the second figure is the same.
- Overall awareness of Éduc'alcool increased notably this year, from 68% in 2012 to 82% in 2017.
- Éduc'alcool's credibility is even higher this year, with 95% of Quebecers believing it to be very or somewhat credible (91% in 2012).
- Quebecers continue to believe that the main reasons the industry invests in campaigns to promote moderation are: road accidents (27%), to educate people and prevent abuse (26%) and its social conscience (12%). These are all positive results.
- With regard to a public education campaign on alcohol, Quebecers seem to have lost a little interest in each of the topics mentioned. However, their priorities remain the following: teaching children about drinking (68%), alcohol and health (63%), the amount of alcohol it is safe to drink before driving (56%) and how hosts can serve alcohol and ensure the safety of their guests (56%).

QUESTIONNAIRE

CROP Survey – Éduc'alcool

May 2017

Hello. My name is _____ from CROP, the Public Opinion Research Centre. We are currently doing a major survey in your region on consumer habits and would appreciate your cooperation in answering a few questions.

In order to select someone in your household, may I speak with the person aged **15 years and over** among the people who live permanently in your household, including yourself, who will be next to celebrate his/her birthday?

HERE ARE SOME QUESTIONS ABOUT ALCOHOL CONSUMPTION IN GENERAL.

1. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the consumption of alcohol (beer, wine, cider, spirits) IN THE FOLLOWING CIRCUMSTANCES:

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
a) for dinner at home	%	%	%
Totally agree	38	35	36
Somewhat agree	49	49	45
Somewhat disagree	7	9	9
Totally disagree	5	6	9
DNK/refusal	-	1	1
b) for an evening among friends	%	%	%
Totally agree	44	44	47
Somewhat agree	47	45	43
Somewhat disagree	5	4	3
Totally disagree	4	6	6
DNK/refusal	1	1	1
c) to achieve a light sense of well-being	%	%	%
Totally agree	9	9	12
Somewhat agree	28	27	28
Somewhat disagree	28	30	28
Totally disagree	34	32	30
DNK/refusal	1	1	2
d) to celebrate a happy event	%	%	%
Totally agree	49	48	49
Somewhat agree	41	42	43
Somewhat disagree	4	4	3
Totally disagree	5	6	5
DNK/refusal	1	-	1

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
e) to forget one's problems	%	%	%
Totally agree	3	2	3
Somewhat agree	6	4	5
Somewhat disagree	16	22	23
Totally disagree	74	72	68
DNK/refusal	-	1	-
f) to relax after work	%	%	%
Totally agree	16	15	16
Somewhat agree	42	40	43
Somewhat disagree	23	24	21
Totally disagree	18	20	18
DNK/refusal	1	1	1
g) for a midday meal in a restaurant	%	%	%
Totally agree	11	9	12
Somewhat agree	29	27	29
Somewhat disagree	32	32	32
Totally disagree	26	31	25
DNK/refusal	1	1	1
h) to overcome one's shyness in public	%	%	%
Totally agree	5	4	7
Somewhat agree	16	14	19
Somewhat disagree	30	37	29
Totally disagree	48	44	45
DNK/refusal	1	1	1

NOW WE WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOUR ALCOHOL CONSUMPTION HABITS

2. Have you ever consumed beer, wine, cider, spirits or any other alcoholic beverages (coolers, pre-mixed drinks, cider etc.)?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes	94	93	92
No=> Q18A	6	7	8
Refusal=> Q18A	-	-	-

3. In the PAST 12 MONTHS, have you consumed beer, wine, cider, spirits or any other alcoholic beverages (coolers, pre-mixed drinks, cider etc.)?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes=> Q5.....	84	84	83
No	10	9	9
Refusal=> Q18A.....	-	-	-
Non-drinkers.....	6	7	8

4. What is the main reason YOU STOPPED DRINKING?

	Total 2007 n = 115	Total 2012 n = 116	Total 2017 n = 126
	%	%	%
Health.....	23	25	26
Didn't need to / unnecessary.....	-	4	17
Personal choice (probe).....	13	7	15
Age.....	2	2	4
Do not drink.....	-	-	5
Awareness of alcohol-related consequences.....	3	1	5
Change of habits (go out less/work more).....	5	5	4
Alcohol problem (alcoholism).....	11	12	3
Family responsibilities.....	4	8	3
Cost/price.....	1	1	2
Stricter laws (motor vehicles).....	-	1	2
Matter of taste, tastes change.....	14	16	1
Pregnant/pregnancy.....	8	3	-
Other: Please specify.....	11	3	4
Aucune raison en particulier.....	-	-	-
DNK / Refusal.....	5	12	7

5. Would you say that YOU now consume MORE, LESS or NEITHER MORE NOR LESS alcohol (beer, wine, cider, spirits) than you did 5 years ago?

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
	%	%	%
Less.....	30	32	34
More=> Q7.....	18	17	15
Neither more nor less => Q8.....	51	50	49
didn't drink 5 years ago => Q8.....	2	1	1
DNK/Refusal => Q8.....	-	-	-

6. What is the main reason you now consume less alcohol?

	Total 2007 n = 279	Total 2012 n = 292	Total 2017 n = 305
	%	%	%
Health	13	11	25
Age	23	17	16
Change of habits (go out less/work more)	17	25	13
Family responsibilities	9	12	12
Personal choice (probe)	10	11	10
No longer interested/No longer like it	-	3	8
Matter of taste, changing tastes	15	7	3
Cost/price	2	3	2
Awareness of alcohol-related negative effects	3	1	2
Pregnant/pregnancy	1	1	2
Moderation campaigns	-	-	1
Alcohol problem (alcoholism)	1	-	1
Stricter laws (motor vehicles)	1	2	-
Didn't need to / unnecessary	-	1	-
Other: Please specify	3	2	3
DNK / Refusal	2	3	2

7. What is the main reason you now consume more alcohol?

	Total 2007 n = 157	Total 2012 n = 126	Total 2017 n = 107
	%	%	%
Age	23	26	37
Amusement/fun/friends	23	16	13
More occasions to drink	12	13	10
Personal choice (probe)	2	1	6
By habit	3	6	4
Relaxation	7	2	4
Better knowledge/appreciation of wines	10	9	3
Lifestyle change (more free time)	-	4	-
Changing tastes	5	9	3
More money to spend	5	6	3
Cost price (less expensive, specials)	-	2	2
More choice	1	1	1
Awareness of alcohol-related BENEFITS	1	-	1
Alcohol problem, dependency, alcoholism	1	-	-
Accessibility of SAQ	-	1	-
Other (specify):	5	3	6
DNK/refusal	2	7	3

8. On average, in the past 12 months, how often did you consume alcoholic beverages? Did you drink:..

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
	%	%	%
...Everyday	8	5	5
...4 to 6 times a week	7	5	4
...2 to 3 times a week	23	20	20
...Once a week	20	17	17
...2 to 3 times a month	15	22	22
... or once a month or less?	28	31	32
Refusal	-	-	1

8. On average, in the past 12 months, how often did you consume alcoholic beverages? Did you drink:

	Total 2007 n = nd	Total 2012 n = 918	Total 2017 n = 908
	%	%	%
Less than once a month	nd	18	19
Once a month	nd	13	13
2 to 3 times a month	nd	22	22
Once a week	nd	17	17
Twice a week	nd	11	12
3 times a week	nd	9	9
4 times a week	nd	3	2
5 times a week	nd	2	2
6 times a week	nd	-	-
7 times a week	nd	5	5
Refusal	nd	-	1
Average.....	nd	2,0	1,4

9. On the days when you drink, how many drinks do you usually have?

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
	%	%	%
1 drink or less	29	29	33
2 or 3 drinks	54	54	54
4 or 5 drinks	11	11	9
6 or 7 drinks	3	2	1
8 drinks or more	3	4	2
DNK/Refusal	1	-	1

9. On the days when you drink, how many drinks do you usually have?

	Total 2007 n = nd	Total 2012 n = 918	Total 2017 n = 908
	%	%	%
1 drink or less	nd	29	33
2 drinks.....	nd	38	39
3 drinks.....	nd	16	15
4 drinks.....	nd	8	6
5 drinks.....	nd	3	3
6 drinks.....	nd	2	1
7 drinks.....	nd	-	-
8 drinks.....	nd	4	2
DNK/Refusal	nd	-	1
Average.....	nd	2,5	2,2

10. Do you consume the following alcoholic beverages more than once a week, about once a week, occasionally or never?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
a) beer	%	%	%
More than once a week	13	12	11
About once a week.....	14	13	12
Occasionally.....	37	36	38
Never	36	39	39
NSP/refus	-	-	-
b) wine	%	%	%
More than once a week	15	17	17
About once a week.....	18	15	14
Occasionally.....	40	42	41
Never	27	26	28
NSP/refus	-	-	-
c) spirits (Scotch, Vodka, etc.)	%	%	%
More than once a week	3	2	3
About once a week.....	5	5	6
Occasionally.....	41	40	39
Never	52	53	52
NSP/refus	-	-	-
d) other alcoholic beverages (cooler, cider, port, etc.)	%	%	%
More than once a week	1	-	-
About once a week.....	2	3	2
Occasionally.....	35	33	32
Never	61	63	65
NSP/refus	-	-	1

11. During the past year, did you often, occasionally, rarely or never consume alcohol...

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
a) ...at home?	%	%	%
Often	35	36	30
Occasionally.....	39	42	49
Rarely	19	18	13
Never	7	5	9
DNK/refus.....	-	-	-
b) ...in a restaurant?	%	%	%
Often	16	15	15
Occasionally.....	46	49	51
Rarely	21	21	18
Never	17	15	15
DNK/refus.....	-	-	-
c) ...in a bar?	%	%	%
Often	14	15	9
Occasionally.....	19	16	23
Rarely	15	17	18
Never	52	51	49
DNK/refus.....	-	-	-
d) ...in a nightclub?	%	%	%
Often	9	6	4
Occasionally.....	9	9	11
Rarely	12	11	9
Never	69	73	76
DNK/refus.....	-	-	-
e) ...at friends' houses?	%	%	%
Often	19	23	18
Occasionally.....	62	58	61
Rarely	12	12	11
Never	8	7	9
* DNK/refus.....	-	-	-
f) ...while playing games of chance (video lottery terminals, poker, cards, bingo, casino, etc.)?	%	%	%
Often	3	2	2
Occasionally.....	7	7	8
Rarely	7	7	7
Never	83	84	84
DNK/refus.....	-	-	-

12. Where do you most often consume alcohol? Is it...

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
...at home.....	60	65	64
...in a restaurant.....	9	7	7
...in a bar.....	9	6	6
...in a nightclub.....	2	1	1
...at friends' houses.....	17	18	19
...or elsewhere? (specify):.....	2	1	2
DNK/Refusal	-	1	1

13. Do you ever consume alcohol (beer, wine, cider, spirits) in the following circumstances:

	Total 2007 n = 921	Total 2012 n = 900	Total 2017 n = 891
a) while having a meal at home	%	%	%
Yes	77	77	76
No	22	23	23
DNK/refusal	-	-	-
b) while having a meal in a restaurant	%	%	%
Yes	78	79	80
No	22	21	20
DNK/refusal	-	-	-
c) alone	%	%	%
Yes	29	31	29
No	71	69	71
DNK/refusal	-	-	-
d) to celebrate a happy event	%	%	%
Yes	94	94	94
No	6	6	6
DNK/refusal	-	-	-
e) to relax	%	%	%
Yes	47	45	48
No	53	55	52
DNK/refusal	-	-	-

14. In the past 12 months, how many times have you had more than THREE drinks, that is, 4 drinks or more ON ONE OCCASION?

	Total 2007 n = nd	Total 2012 n = nd	Total 2017 n = 544
Never	nd	nd	52
Less than once a month	nd	nd	24
Once a month	nd	nd	12
2 to 3 times a month	nd	nd	9
Once a week	nd	nd	3
2 to 3 times a week	nd	nd	-
Every day or almost every day	nd	nd	-
DNK/Refusal	nd	nd	1

15. In the past 12 months, how many times have you had **more than FOUR drinks**, that is, 5 drinks or more ON ONE OCCASION?1

	Total 2007 n = nd	Total 2012 n = nd	Total 2017 n = 364
Never	nd	nd	44
Less than once a month	nd	nd	28
Once a month	nd	nd	10
2 to 3 times a month	nd	nd	8
Once a week	nd	nd	4
2 to 3 times a week	nd	nd	2
Every day or almost every day	nd	nd	3
DNK/Refusal	nd	nd	-

15. In the past 12 months, how many times have you had **more than FOUR drinks**, that is, 5 drinks or more ON ONE OCCASION?

	Total 2007 n = nd	Total 2012 n = nd	Total 2017 n = 908
Never	nd	nd	56
Less than once a month	nd	nd	25
Once a month	nd	nd	9
2 to 3 times a month	nd	nd	4
Once a week	nd	nd	3
2 to 3 times a week	nd	nd	1
Every day or almost every day	nd	nd	2
DNK/Refusal	nd	nd	-

16. How many drinks do you usually have per week?

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
Never	26	28	25
1 to 5 drinks	49	51	58
6 to 10 drinks	13	12	10
Over 10 drinks.....	9	6	4
DNK/Refusal	2	2	2

16. How many drinks do you usually have per week?

	Total 2007 n = nd	Total 2012 n = 918	Total 2017 n = 908
None	nd	28	25
1 drink	nd	17	24
2 drinks	nd	13	14
3 drinks	nd	9	10
4 drinks	nd	7	5
5 drinks	nd	5	6
6 drinks	nd	4	3
7 drinks	nd	3	2
8 drinks	nd	1	2
9 drinks	nd	-	1
10 drinks	nd	4	2
11 drinks	nd	-	-
12 drinks	nd	1	1
13 drinks	nd	-	-
14 drinks	nd	1	1
15 drinks	nd	1	1
16 to 20 drinks	nd	1	-
Over 20 drinks	nd	2	2
DNK/Refusal	nd	2	2
Average	nd	3,3	2,8

17. During the past 12 months, was there ever a time where you felt your alcohol use had a harmful effect...

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
a) ...on your friendships or social life?	%	%	%
Yes	2	1	2
No	98	99	98
DNK	-	-	-
Refusal	-	-	-
b) ...on your physical health?	%	%	%
Yes	8	6	11
No	92	93	88
DNK	-	-	1
Refusal	-	-	-
c) ...on your outlook on life?	%	%	%
Yes	3	3	3
No	96	97	97
DNK	-	-	-
Refusal	-	-	-

	Total 2007 n = 930	Total 2012 n = 918	Total 2017 n = 908
d) ...on your spouse/partner?	%	%	%
Yes	2	2	3
No	90	87	92
not applicable.....	8	11	6
DNK	-	-	-
Refusal	-	-	-
e) ...on your child/children?	%	%	%
Yes	1	1	1
No	82	83	89
not applicable.....	17	16	10
DNK	-	-	-
Refusal	-	-	-
f) ...on your home life?	%	%	%
Yes	2	2	2
No	96	96	97
not applicable.....	2	2	1
DNK	-	-	-
Refusal	-	-	-
g) ...on your work, studies or employment opportunities?	%	%	%
Yes	2	1	3
No	93	93	92
not applicable.....	5	6	5
DNK	-	-	-
Refusal	-	-	-
h) ...on your financial position?	%	%	%
Yes	3	2	4
No	97	98	96
DNK	-	-	-
Refusal	-	-	-

18. Please tell me whether you totally agree, somewhat agree, somewhat disagree or totally disagree with the following statements:

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
a) a cigarette is more harmful than a glass of alcohol	%	%	%
Totally agree	48	46	45
Somewhat agree	24	28	28
Somewhat disagree	11	13	10
Totally disagree	8	7	9
DNK/refusal	9	7	7
b) moderate drinking is good for one's health	%	%	%
Totally agree	27	24	19
Somewhat agree	39	41	43
Somewhat disagree	21	23	22
Totally disagree	10	10	14
DNK/refusal	3	2	2
c) alcohol is a drug	%	%	%
Totally agree	36	29	30
Somewhat agree	30	34	34
Somewhat disagree	19	22	20
Totally disagree	13	14	14
DNK/refusal	1	2	2
d) alcohol provides enjoyment	%	%	%
Totally agree	19	17	18
Somewhat agree	42	47	49
Somewhat disagree	21	22	19
Totally disagree	16	13	12
DNK/refusal	2	2	2
e) most people are able to drink reasonably	%	%	%
Totally agree	23	21	22
Somewhat agree	41	46	46
Somewhat disagree	21	21	19
Totally disagree	13	9	10
DNK/refusal	3	2	3
f) drinking, even if moderate, is harmful to one's health	%	%	%
Totally agree	14	12	18
Somewhat agree	20	23	24
Somewhat disagree	40	44	40
Totally disagree	23	19	16
* DNK/refusal	3	1	2

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
g1) I think that for a woman to have a maximum of 2 drinks a day, 5 days a week, leads to alcoholism	%	%	%
Totally agree	nd	nd	26
Somewhat agree	nd	nd	32
Somewhat disagree	nd	nd	25
Totally disagree	nd	nd	11
DNK/refusal	nd	nd	5

	%	%	%
g2) I think that for a man to have a maximum of 3 drinks a day, 5 days a week, leads to alcoholism	%	%	%
Totally agree	nd	nd	32
Somewhat agree	nd	nd	33
Somewhat disagree	nd	nd	21
Totally disagree	nd	nd	9
DNK/refusal	nd	nd	4

	%	%	%
h) I think that drinking one drink a day, 5 days a week, leads to alcoholism	%	%	%
Totally agree	nd	20	17
Somewhat agree	nd	24	22
Somewhat disagree	nd	34	35
Totally disagree	nd	19	22
DNK/refusal	nd	3	4

19. In your opinion, how many glasses of alcohol per day constitute moderate drinking?

	Total 2007 n = nd	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
None	nd	17	21
1 glass	nd	44	42
2 glasses	nd	26	25
3 glasses	nd	7	7
4 glasses	nd	2	2
5 glasses or more	nd	1	1
* DNK/Refusal	nd	4	3
Average.....	nd	1,3	1,3

20. Would you say that regular consumption of 1 or 2 alcoholic drinks per day is:

	Total 2007 n = nd	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Very good for one's health.....	nd	2	2
Somewhat good for one's health	nd	15	8
Neither good nor bad for one's health => Q21a	nd	44	41
Somewhat bad for one's health => Q20b	nd	28	34
Very bad for one's health => Q20b.....	nd	10	14

20a. Can you tell me why you think that regular consumption of 1 or 2 alcoholic drinks per day is good for one's health?

	Total 2007 n = nd	Total 2012 n = 182	Total 2017 n = 114
	%	%	%
Good for health (unspecified).....	nd	15	17
Scientifically proven / medically recommended / studies on the subject	nd	17	17
Good for the heart.....	nd	13	14
Facilitates digestion	nd	3	11
Relaxation	nd	7	10
I don't overindulge / occasional consumption	nd	2	8
Good for blood circulation	nd	5	7
That's what people say / From what I hear (unspecified).....	nd	6	5
Tastes good / I like it / I like the taste of alcohol	nd	2	5
Lifts the spirit / Makes me feel good / A glass of wine is good for health	nd	4	4
Lowers cholesterol / wine reduces cholesterol	nd	3	4
Not harmful / doesn't hurt anything (unspecified)	nd	3	3
Heard it on TV / Advertising.....	nd	1	3
Wine contains antioxidants.....	nd	2	1
Wets the appetite	nd	2	1
Other (specify)	nd	10	5
DNK/Refusal	nd	4	13

20b. Can you tell me why you think that regular consumption of 1 or 2 alcoholic drinks per day is bad for one's health?

	Total 2007 n = nd	Total 2012 n = 427	Total 2017 n = 549
	%	%	%
Addictive / becomes a habit /alcoholism.....	nd	51	40
Bad for health / harmful (unspecified)	nd	11	18
Causes kidney problems	nd	5	11
Side effects of alcohol (loss of control impaired abilities)	nd	3	8
Calorie-rich / Gain weight.....	nd	3	7
It's too much / 1 or 2 drinks per day is excessive.....	nd	5	7
No need / Not necessary to drink regularly	nd	2	5
Diabetes / Sugar intake.....	nd	-	5
Causes heart problems	nd	1	3
Don't like alcohol / Shouldn't drink alcohol (unspecified)	nd	2	3
Scientifically proven that it's harmful for health / medically proven	nd	2	2
Causes illnesses / affects the organs (illness unspecified)	nd	1	2
Causes digestion problems.....	nd	-	1
Example of death and/ or illness caused by alcohol among family/friends	nd	2	1
Blood pressure problems (hypertension)	nd	-	1
Under medication.....	nd	1	1
Other (specify).....	nd	6	9
DNK/Refusal	nd	4	2

21a. To your knowledge, what is recommended for a pregnant woman as far as alcohol consumption is concerned? Should she...

	Total 2007 n = 1104 %	Total 2012 n = 1101 %	Total 2017 n = 1139 %
...consume the same amount of alcohol as before pregnancy	-	-	-
... reduce her alcohol consumption	9	5	5
... or abstain completely?	91	94	94
DNK/Refusal.....	1	1	1

21b. Personally, do you deem it acceptable or unacceptable for a pregnant woman to consume a moderate amount of alcohol occasionally during her pregnancy?

	Total 2007 n = 1104 %	Total 2012 n = 1101 %	Total 2017 n = 1139 %
Acceptable.....	28	29	22
Unacceptable.....	71	69	75
DNK/Refusal.....	1	2	3

21c. Would you say that to have a drink occasionally during pregnancy...

	Total 2007 n = 1104 %	Total 2012 n = 1101 %	Total 2017 n = 1139 %
Certainly harms the health of the fetus.....	16	16	14
Entails a major risk.....	29	28	33
Entails a small risk.....	40	44	42
Does not entail any risk?.....	12	9	7
DNK/Refusal.....	4	3	4

WOMEN ONLY

21d. Personally, if you were pregnant, what would best convince you not to drink alcohol during your pregnancy?

	Total 2007 n = 597 %	Total 2012 n = 658 %	Total 2017 n = 698 %
Having complete and objective information on the matter....	50	51	51
Having information only on the potential hazards	20	18	15
Making drinking alcohol during pregnancy socially unacceptable.....	14	14	17
Having your circle of friends and relatives pressure.....	4	5	3
None of the above.....	8	11	10
DNK/Refusal.....	4	1	4

22. In your opinion, what are the main problems associated with heavy drinking?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Health problems	28	36	37
Alcoholism/addiction.....	22	26	28
Family difficulties	22	22	16
Financial problems/poverty.....	16	15	13
Psychological / emotional / affective problems.....	12	12	13
Relationship difficulties (friendship, social)	16	17	12
Drinking and driving/road accidents.....	16	9	11
Behavioural problems / loss of self-control	14	18	11
Personal problems	5	3	8
Problems at work: absenteeism / lack of productivity / loss of employment	11	13	8
Violence generally	9	8	7
Conjugal / family violence	5	5	6
Weakened faculties / irresponsibility.....	6	5	4
Flight from reality, escapism	4	3	3
Loss of self-esteem / loss of self-confidence	4	5	2
Loneliness / boredom	3	1	2
Other (specify):.....	3	2	3
DNK/Refusal.....	4	4	5

23. How much do you agree or disagree with the idea that parents introduce their teens to the concept of moderate alcohol consumption, by serving them a drink, under supervision, during a meal for example? Do you...

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
...totally agree	24	17	22
...somewhat agree.....	34	36	36
...somewhat disagree.....	19	23	19
...totally disagree.....	23	22	22
DNK/Refusal.....	1	1	2

24. Compared to 5 years ago, would you say that Quebecers are MORE aware or LESS aware of the concept of moderate and sensible drinking?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
More aware.....	69	73	74
Less aware => Q26.....	12	11	10
Neither more nor less => Q26.....	12	7	8
DNK/refusal => Q26	8	8	8

25. To what do you attribute this increased awareness?

	Total 2007 n = 779	Total 2012 n = 831	Total 2017 n = 839
	%	%	%
Publicity (unspecified)	35	32	32
Media	18	20	22
Advertising focusing on moderation	6	8	10
Éduc'alcool campaigns	2	4	5
Better public knowledge of the subject (education, experience)	7	5	5
Governmental awareness-raising.....	4	3	5
School (young people)	1	3	4
Road/traffic accidents.....	6	6	3
Influence of family / peers	2	3	3
Ad about l'alcool au volant/ça s'arrête ici	5	4	3
The law (motor vehicles)	5	3	2
Health concerns.....	-	1	1
Costs (rising).....	-	1	-
Other (specific):	4	3	1
DNK/refusal	4	3	5

26. In your opinion, what is considered criminal behaviour? For an adult, is it...

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
...driving after consuming only one glass of alcohol	21	16	20
...or driving after indulging in heavy drinking?	76	83	77
DNK/refusal	3	1	3

27. In your opinion, how many glasses of alcohol (beer, wine, spirits, cider) does it take for an adult to be deemed criminally responsible for driving an automobile?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
1 glass.....	24	18	22
2 glasses.....	24	28	28
3 glasses.....	19	29	22
4 glasses.....	8	7	4
5 glasses.....	4	2	2
6 glasses.....	1	1	-
7 glasses.....	-	-	-
8 glasses.....	-	-	-
9 glasses.....	-	-	-
10 glasses	-	-	-
11 glasses or more	-	-	-
it depends.....	16	13	16
DNK/Refusal.....	3	3	4
Average.....	2,4	2,5	2,2

28. For adults, the current blood alcohol limit for driving a motor vehicle is 80 mg (.08g), ACCORDING TO THE LAW. Do you consider this limit to be...

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
...too strict.....	3	4	4
...just strict enough.....	61	62	62
...or not strict enough?.....	32	31	30
DNK/refusal.....	4	3	5

30a. Do you drive a motor vehicle?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes.....	85	83	85
No.....	15	17	15
Refusal.....	-	-	-

Q30b. In the past year, how many times have you driven a vehicle after drinking alcohol **within** lawful limits?

	Total 2007 n = 949	Total 2012 n = 949	Total 2017 n = 959
	%	%	%
Yes.....	47	46	42
No.....	52	54	57
NSP/Refus.....	1	1	1

Q30b. In the past year, how many times have you driven a vehicle after drinking alcohol **within** lawful limits?

	Total 2007 n = nd	Total 2012 n = 949	Total 2017 n = 959
	%	%	%
Never.....	nd	54	57
1-2 times.....	nd	22	19
3-5 times.....	nd	12	13
6 times or more.....	nd	12	10
DNK/Refusal.....	nd	1	1
Average.....	nd	1,6	1,5

Q30c. In the past year, how many times have you driven a vehicle after drinking alcohol **beyond** lawful limits?

	Total 2007 n = 949	Total 2012 n = 949	Total 2017 n = 959
	%	%	%
Yes.....	7	6	6
No.....	92	93	94
DNK/Refusal.....	2	1	-

Q30c. In the past year, how many times have you driven a vehicle after drinking alcohol **beyond** lawful limits?

	Total 2007	Total 2012	Total 2017
	n = nd	n = 949	n = 959
	%	%	%
Never	nd	93	94
1-2 times	nd	4	5
3-5 times	nd	1	-
6 times or more	nd	1	1
* DNK/Refusal	nd	1	-
Average.....	nd	0,2	0,1

30d. In the past year, have you seen a police sobriety checkpoint?

	Total 2007	Total 2012	Total 2017
	n = nd	n = 949	n = 959
	%	%	%
Yes	nd	37	29
No	nd	62	71
NSP/Refus	nd	1	-

Q30e. In the past year, have you passed through a police sobriety checkpoint where officers were checking for drunk drivers?

	Total 2007	Total 2012	Total 2017
	n = nd	n = 949	n = 959
	%	%	%
Yes	nd	30	24
No	nd	69	76
DNK/Refusal.....	nd	1	-

31. In your opinion, how likely is it that a driver who has consumed alcohol beyond the lawful limit will be stopped for drunk driving in Quebec? Would you say that it is...

	Total 2007	Total 2012	Total 2017
	n = nd	n = 1101	n = 1139
	%	%	%
...very likely	nd	11	12
...somewhat likely	nd	28	32
...not very likely	nd	52	48
...not likely at all	nd	6	5
DNK/Refusal.....	nd	3	3

32. In your opinion, which of the following contains MORE ALCOHOL? Is it...

	Total 2007	Total 2012	Total 2017
	n = 1104	n = 1101	n = 1139
	%	%	%
...a 12 ounce glass of beer	6	7	6
...a 5 ounce glass of wine	11	13	12
...or a 1 1/2 ounce glass of spirits?	30	38	37
same alcohol level/no difference	41	32	34
DNK/refusal	12	11	11

33. Can you tell me who sponsors these messages PROMOTING MODERATION with regard to drinking?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Government	33	29	32
Société des alcools (SAQ)	25	18	24
Éduc'alcool	13	16	19
Quebec Automobile Insurance Board (SAAQ).....	19	18	17
Other organizations (MADD, AA, etc.)	5	5	6
Opération Nez Rouge	2	3	2
The police	1	1	2
Association des brasseurs (Brewers' Association)	1	-	1
Brewers (unspecified)	4	2	1
Alcohol beverages producers.....	4	1	1
Advertising / Internet / TV (or other) program	-	-	1
Labatt	1	1	-
Molson-O'Keefe.....	1	1	-
Other (specify):.....	1	2	2
No/DNK/refusal.....	20	25	20

34. Can you recite one or more slogans related to these various campaigns on moderation?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Moderation is always in good taste			
<i>La modération a bien meilleur goût</i>	35	33	33
L'alcool au volant, c'est criminel	7	4	3
Campagne 2340 (3 drinks for a man, 2 drinks for a woman)	-	-	3
Don't drink and drive	2	1	2
Drink with moderation / drink moderately	-	-	2
L'alcool au volant ça s'arrête ici	1	-	1
L'alcool tue	3	1	1
La vitesse tue.....	2	2	1
Don't drink every day	-	-	1
Others (specify):	5	6	4
No/DNK/Refusal	50	57	52

35. Do you remember having seen, read or heard the slogan "LA MODÉRATION A BIEN MEILLEUR GOUT"/"MODERATION IS ALWAYS IN GOOD TASTE"?

	Total 2007 n = 684	Total 2012 n = 729	Total 2017 n = 773
	%	%	%
Yes	76	85	84
No	21	12	14
Uncertain	2	3	1
DNK/refusal	-	-	1

Q34. + Q35. TOTAL AWARENESS OF THE SLOGAN "LA MODÉRATION A BIEN MEILLEUR GOÛT MODERATION IS ALWAYS IN GOOD TASTE /"

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes	85	90	89
No	15	10	10
Uncertain	nd	nd	1
DNK/refusal	nd	nd	1

36. If I were to say "LA MODERATION A BIEN MEILLEUR GOUT"/"MODERATION IS ALWAYS IN GOOD TASTE", what organization or sponsor would you think of?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Société des alcools (SAQ)	28	24	24
Éduc'alcool	11	14	21
Government	10	7	10
Quebec Automobile Insurance Board (SAAQ).....	7	11	8
Alcohol beverage producers.....	2	1	1
Opération Nez Rouge	3	2	1
Other organizations (MADD, AA, etc.)	1	2	1
Advertising Internet / TV (or other) program.....	-	-	1
Brewers (unspecified)	2	2	-
Molson-O'Keefe.....	1	-	-
Other (specify)::.....	1	1	1
No/DNK/refusal.....	35	35	30

Q36. + Q38. TOTAL AWARENESS OF Éduc'alcool

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes	68	68	82
No	32	32	16
Uncertain	nd	nd	2

38. Have you ever heard of Éduc'alcool?

	Total 2007 n = 986	Total 2012 n = 914	Total 2017 n = 900
	%	%	%
Yes	64	66	76
No	32	29	21
Uncertain	3	4	3
DNK/refusal	-	-	1

39. Do you consider Éduc'alcool to be an organization that is very credible, somewhat credible, not very credible or not at all credible?

	Total 2007 n = 787	Total 2012 n = 820	Total 2017 n = 889
	%	%	%
Very credible.....	26	28	44
Somewhat credible.....	56	52	47
Not very credible.....	7	6	4
Not at all credible.....	1	1	1
DNK/Refusal.....	10	12	4

40. Have you ever noticed the slogan "MODERATION IS ALWAYS IN GOOD TASTE" - Educ'alcool" either at the bottom of print ads or posters, or at the end of TV commercials about alcoholic beverages?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Yes.....	52	53	64
No.....	45	44	30
DNK/refusal.....	3	3	6

41. In your opinion, why does the alcoholic beverage industry carry out campaigns promoting moderation? (What motivates the industry to involve itself in this type of moderation campaign?)

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Road/car accidents.....	24	27	27
To educate people.....	21	16	26
Its social conscience.....	11	12	12
Concern for the public's health.....	7	7	9
To boost sales.....	8	6	7
Concern about its image.....	9	7	7
To combat alcoholism.....	3	62	5
Laws and regulations.....	8	7	4
To protect itself (prosecution, more severe laws).....	5	3	4
To decrease consumption / encourage moderation.....	-	4	4
To counter sense of guilt.....	5	8	3
To combat violence.....	2	-	2
Save lives / avoid deaths.....	-	1	2
They have to / It's their role /It's their responsibility.....	nd	nd	2
To counter anti-drinking campaigns.....	1	1	1
Pressure of public opinion.....	3	2	1
Keep their customers / keep people drinking.....	-	1	1
Decrease alcohol consumption related costs (health).....	-	1	1
Other (specify):.....	4	10	5
DNK/refusal.....	10	10	11

42. In connection with a public education campaign on alcohol, how interested would you be in learning more about the following aspects? Would you be very interested, somewhat, not very or not at all interested in knowing more about...

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
a)...tips and advice on better alcohol consumption	%	%	%
Very interested	21	18	17
Somewhat interested	30	31	28
Not very interested	19	19	20
Not at all interested	29	31	34
DNK/refusal	1	1	2
b)...how hosts should serve alcohol to ensure the safety of their guests?*	%	%	%
Very interested	31	26	23
Somewhat interested	35	38	34
Not very interested	15	16	16
Not at all interested	18	19	25
DNK/refusal	1	1	2
(*) Wording of statement modified in 2012.			
c)... how to educate children regarding alcohol?	%	%	%
Very interested	44	41	39
Somewhat interested	29	31	28
Not very interested	8	9	10
Not at all interested	17	19	20
DNK/refusal	2	1	2
d)... tools to better evaluate one's blood alcohol content?	%	%	%
Very interested	31	29	26
Somewhat interested	30	31	29
Not very interested	13	14	14
Not at all interested	25	26	29
DNK/refusal	1	1	2
e)... the amount of alcohol that people can drink before driving?	%	%	%
Very interested	36	29	26
Somewhat interested	30	33	30
Not very interested	11	13	13
Not at all interested	23	24	29
DNK/refusal	1	1	2
f)... alcohol and health?	%	%	%
Very interested	35	30	29
Somewhat interested	36	37	35
Not very interested	10	12	14
Not at all interested	18	20	22
DNK/refusal	1	-	1

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
g)... alcohol and pregnancy?	%	%	%
Very interested	31	25	25
Somewhat interested	25	24	21
Not very interested	13	18	20
Not at all interested	30	32	33
DNK/refusal	1	1	1

h) the quantity of alcohol one can drink at low risk *	%	%	%
Very interested	nd	21	19
Somewhat interested	nd	33	32
Not very interested	nd	20	19
Not at all interested	nd	25	28
DNK/refusal	nd	2	2
(*) Statement added in 2012			

i) ... alcohol-free cocktail recipes? *	%	%	%
Very interested	nd	nd	27
Somewhat interested	nd	nd	24
Not very interested	nd	nd	17
Not at all interested	nd	nd	30
DNK/refusal	nd	nd	1
(*)Statement added in 2017			

j) what a standard alcoholic drink or a glass of alcohol exactly means *	%	%	%
Very interested	nd	24	18
Somewhat interested	nd	35	31
Not very interested	nd	17	17
Not at all interested	nd	23	32
DNK/refusal	nd	1	2
(*)Statement added in 2012			

HERE ARE NOW A FEW QUESTIONS FOR STATISTICAL PURPOSES

43. How many years of education have you completed?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
7 years or less (elementary)	6	2	3
8 to 12 years (high school)	35	30	28
13 to 15 years (college, Cegep, vocational trade)	29	34	32
or 16 years and more (university)?	30	33	37
Refusal	-	-	1

44. Which of the following best describes your own present situation? Are you...

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Working full-time (30+ h/w)	51	52	48
Working part-time	8	8	9
Unemployed/looking for a job	2	2	2
Staying at home full-time.....	6	5	5
Retired.....	22	22	26
Student	11	10	10
Refusal.....	-	-	1

45. Which of the following age groups do you belong to?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
15-17 years old.....	4	4	4
18-24 years old.....	9	8	7
25-34 years old.....	18	19	18
35-44 years old.....	19	15	14
45-54 years old.....	18	21	19
55-64 years old.....	17	17	17
or 65 years old?.....	15	16	21

46. In which of the following categories would you place the total annual income, before taxes and deductions, of all members of your household, including yourself?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
Less than \$20,000.....	11	8	8
\$20,000 to \$29,999	8	9	10
\$30,000 to \$39,999	12	10	9
\$40,000 to \$49,999	11	10	9
\$50,000 to \$59,999	9	7	8
\$60,000 to \$69,999	7	6	6
\$70,000 to \$79,999	5	6	7
\$80,000 to \$89,999	4	4	5
\$90,000 to \$99,000	3	4	5
\$100,000 or more.....	10	16	19
Refusal.....	19	21	16

47. Which language do you speak at home MOST OFTEN?

	Total 2007 n = 1104	Total 2012 n = 1101	Total 2017 n = 1139
	%	%	%
French	83	82	83
English.....	12	10	9
Other (specify):.....	5	8	8
Refusal.....	-	-	-



Moderation is always in good taste.

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