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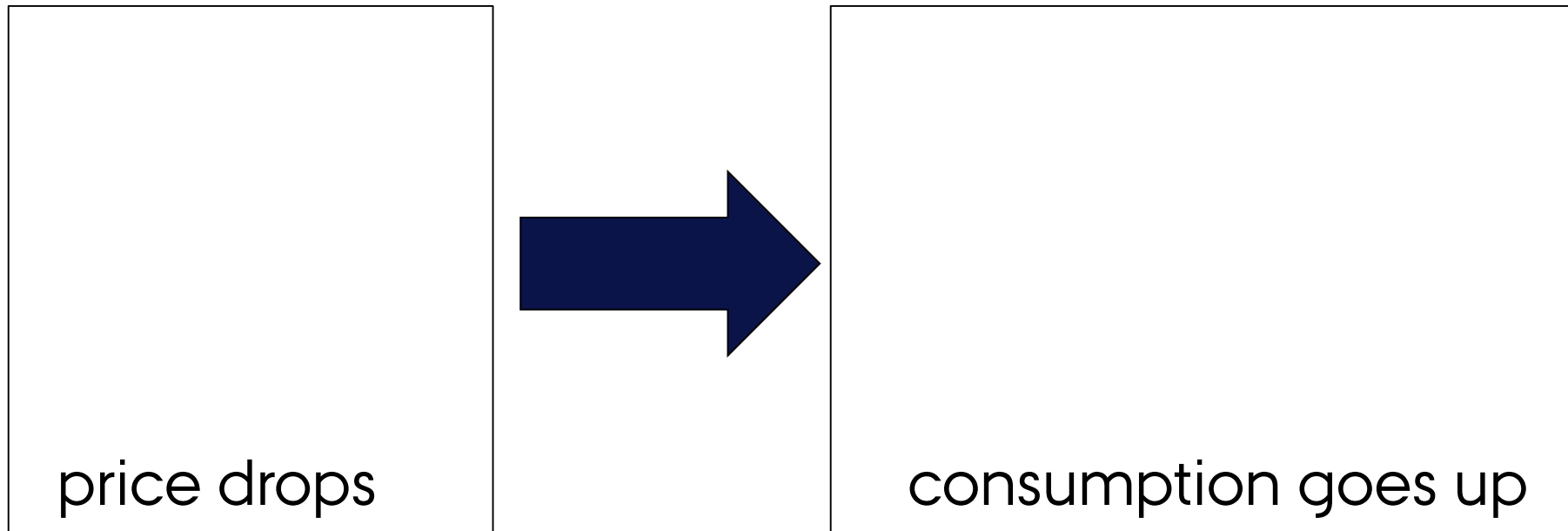
# HOW DO DRINKING CULTURES CHANGE?.....OR DO THEY?...

## EVIDENCE OF TRANSITIONS IN DENMARK

Kim Bloomfield, Dr.P.H., professor, Centre for Alcohol and Drug Research, Aarhus University

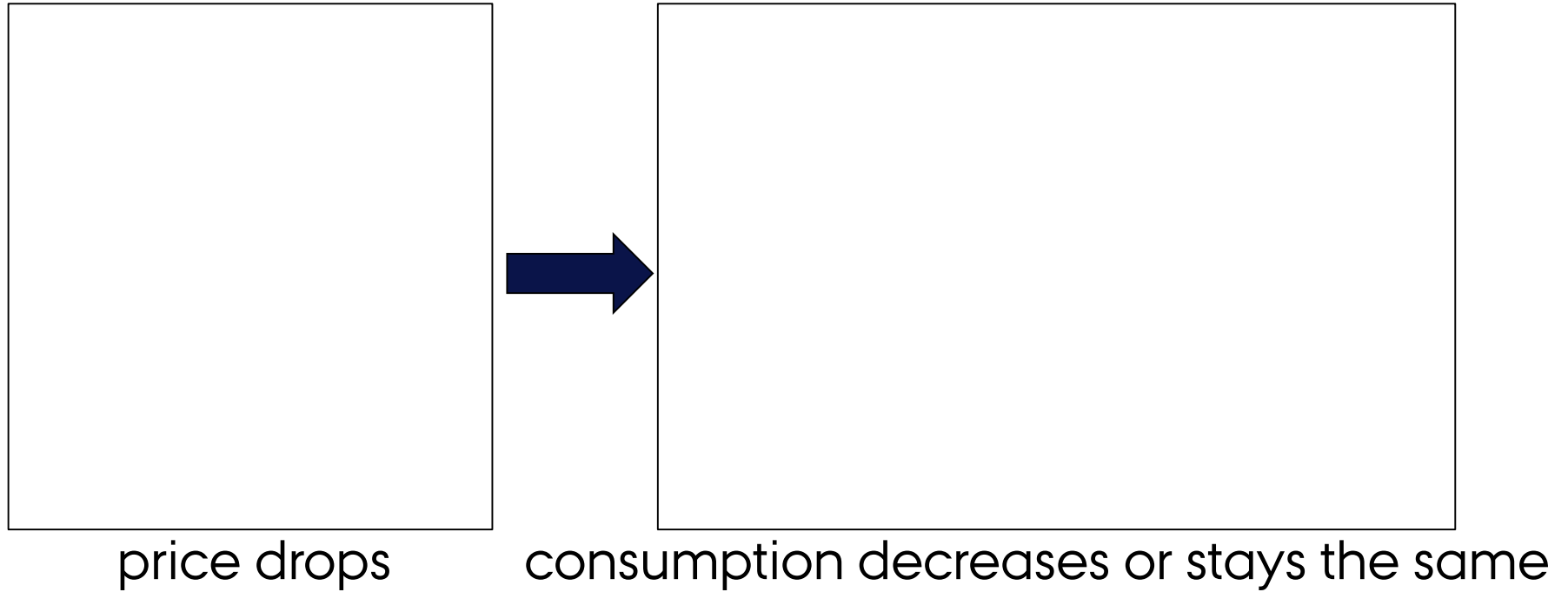
For presentation at the National Alcohol Conference 2016, Alkohol & Samfund

# Motivation for present study:



This has often been demonstrated

But what if you find this??



For example: Nordic Tax Study (2003-2006) in Denmark, Sweden and Finland

Our research question:

Is Denmark's drinking culture changing?

Painting: P.S. Krøyer „Hip Hip Hurra“ 1888

# Factors influencing a drinking culture

1. Alcohol consumption and problems
2. Taxes and prices, purchasing power
3. physical availability and access to alcohol
4. alcohol advertising and promotion
5. structural changes
6. Cultural customs
7. Norms and attitudes toward alcohol, cultural politics
8. societal responses to alcohol problems

(adapted from Room et al, 2009)

# Sources of data

For study period of ca. 2003-2013:

- Survey data: general population surveys from 2003-2006; 2011
- Registry data from Statistics Denmark, Statens Serum Institut
- Eurostat
- Legislation

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# RESULTS



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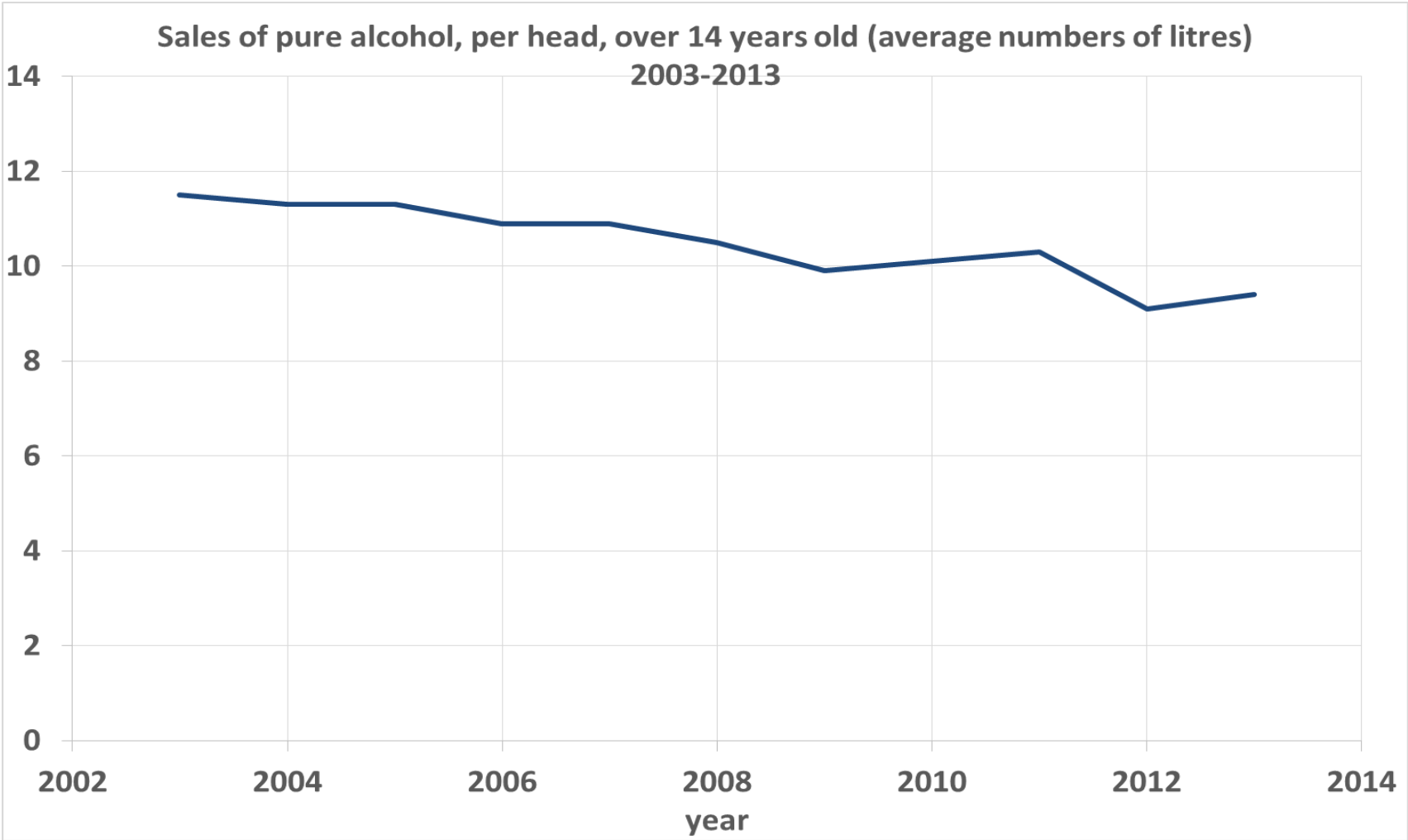
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KIM BLOOMFIELD  
PROFESSOR

15. JANUAR 2016

# Registry data





# Survey Data: reported average consumption in grams alcohol

men

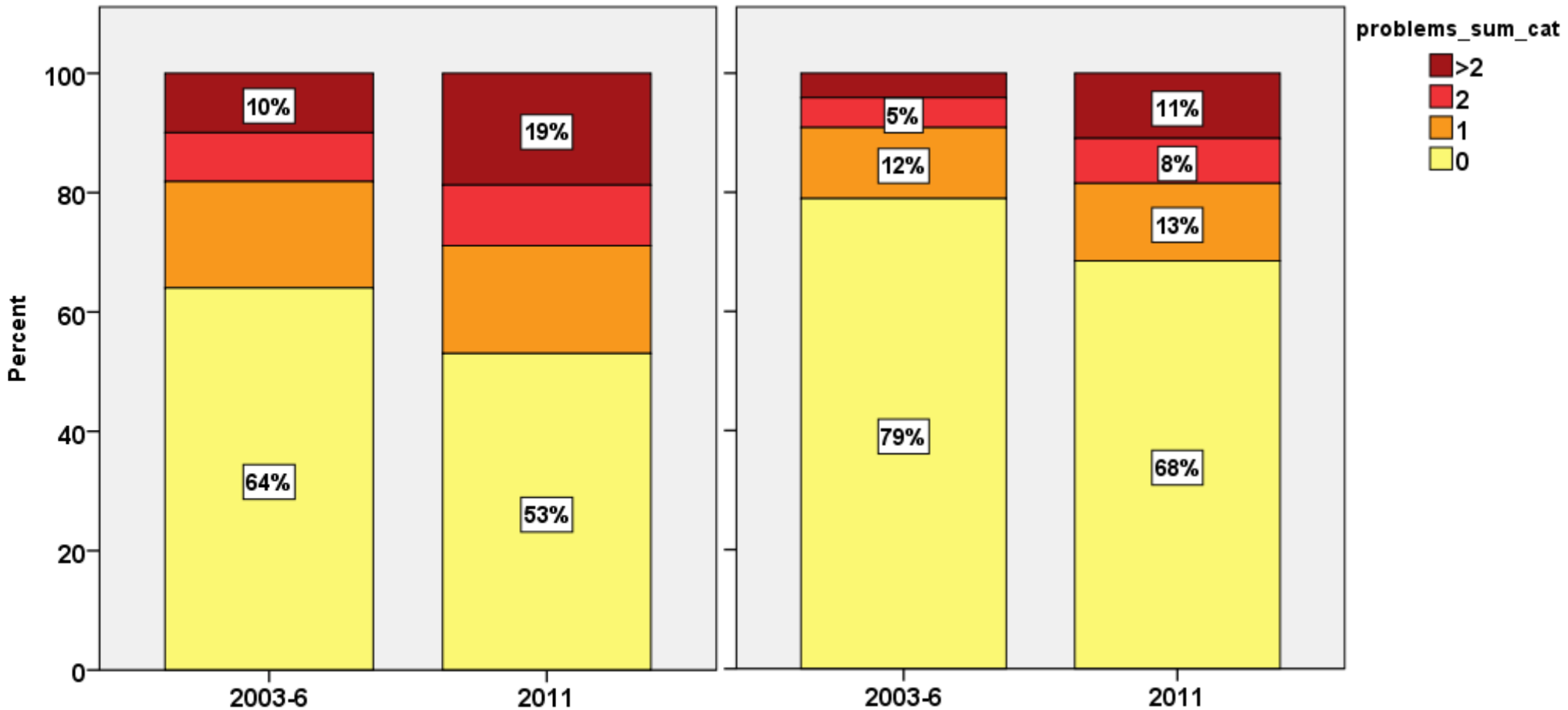
women



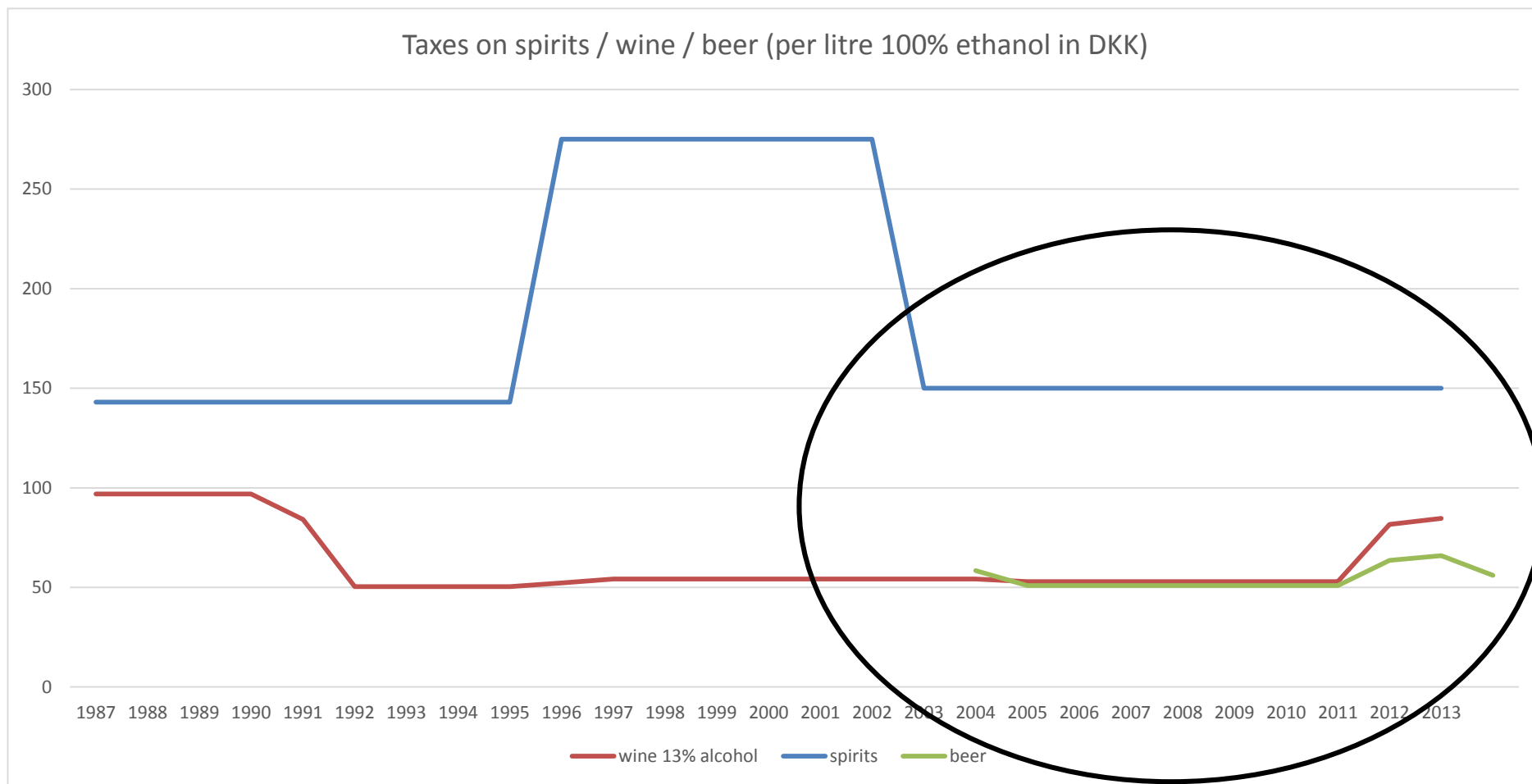
# Survey Data: mean number of problems

men

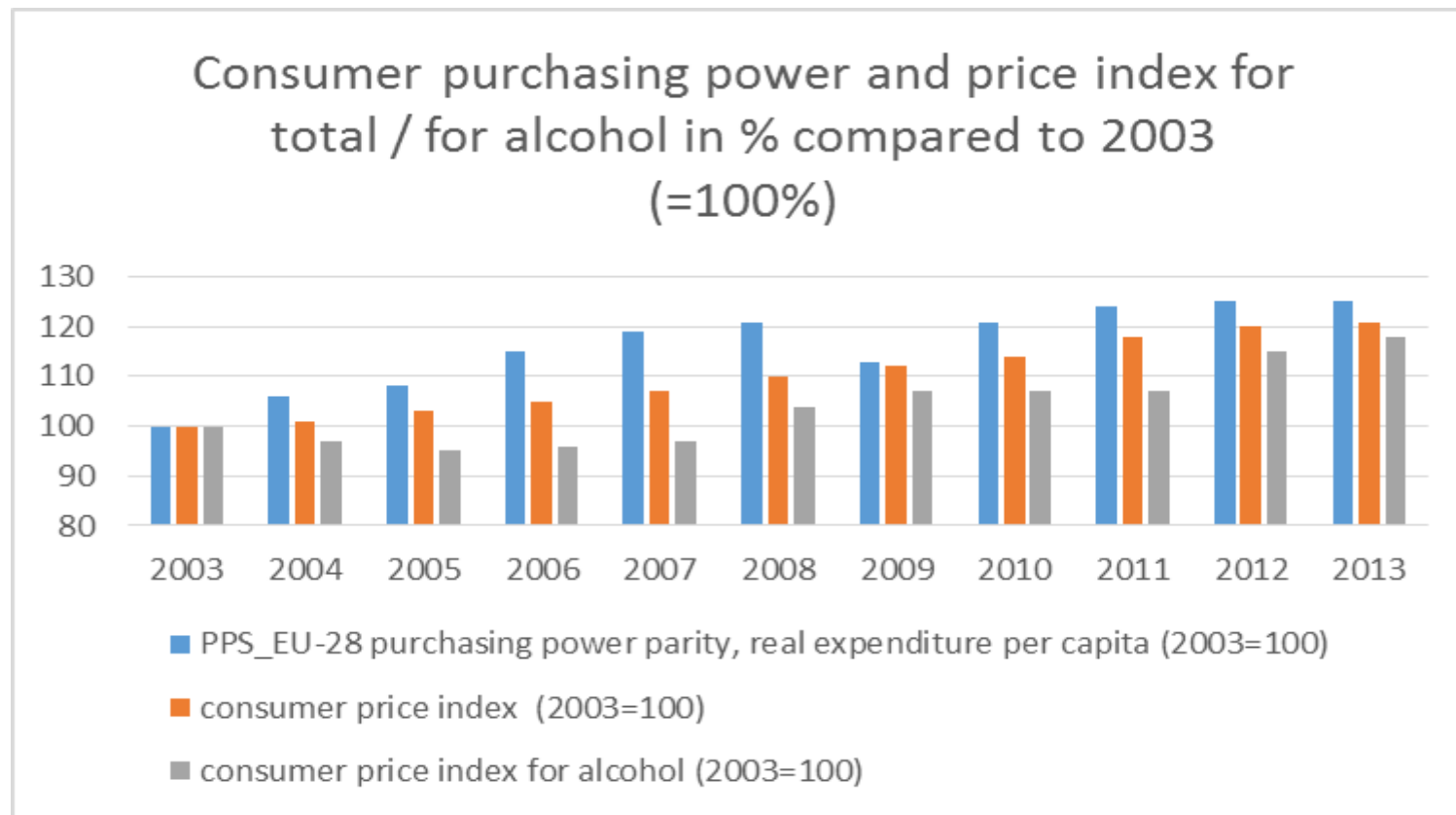
women



# TAXES ON SPIRITS, WINE AND BEER 1987 - 2013



# PRICES: PURCHASING POWER AND PRICE INDICES



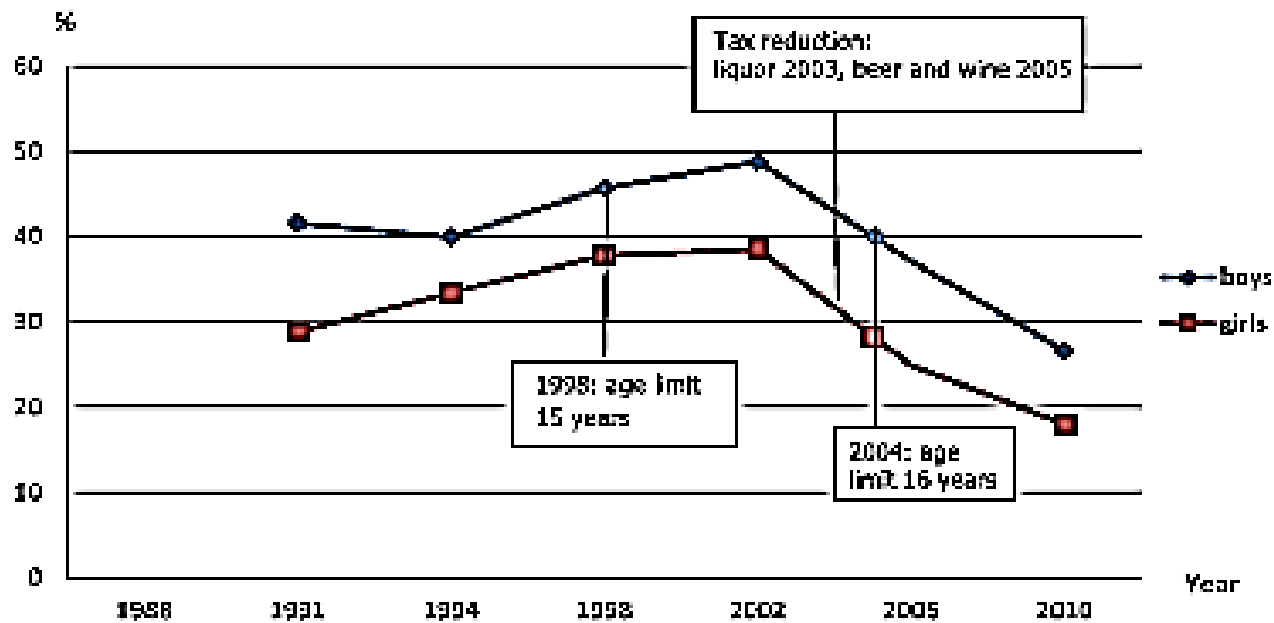
➔ Alcohol consumption declined although alcohol prices did not increase at the same rate as purchasing power



# AVAILABILITY CHANGES: MINIMUM AGE LAWS

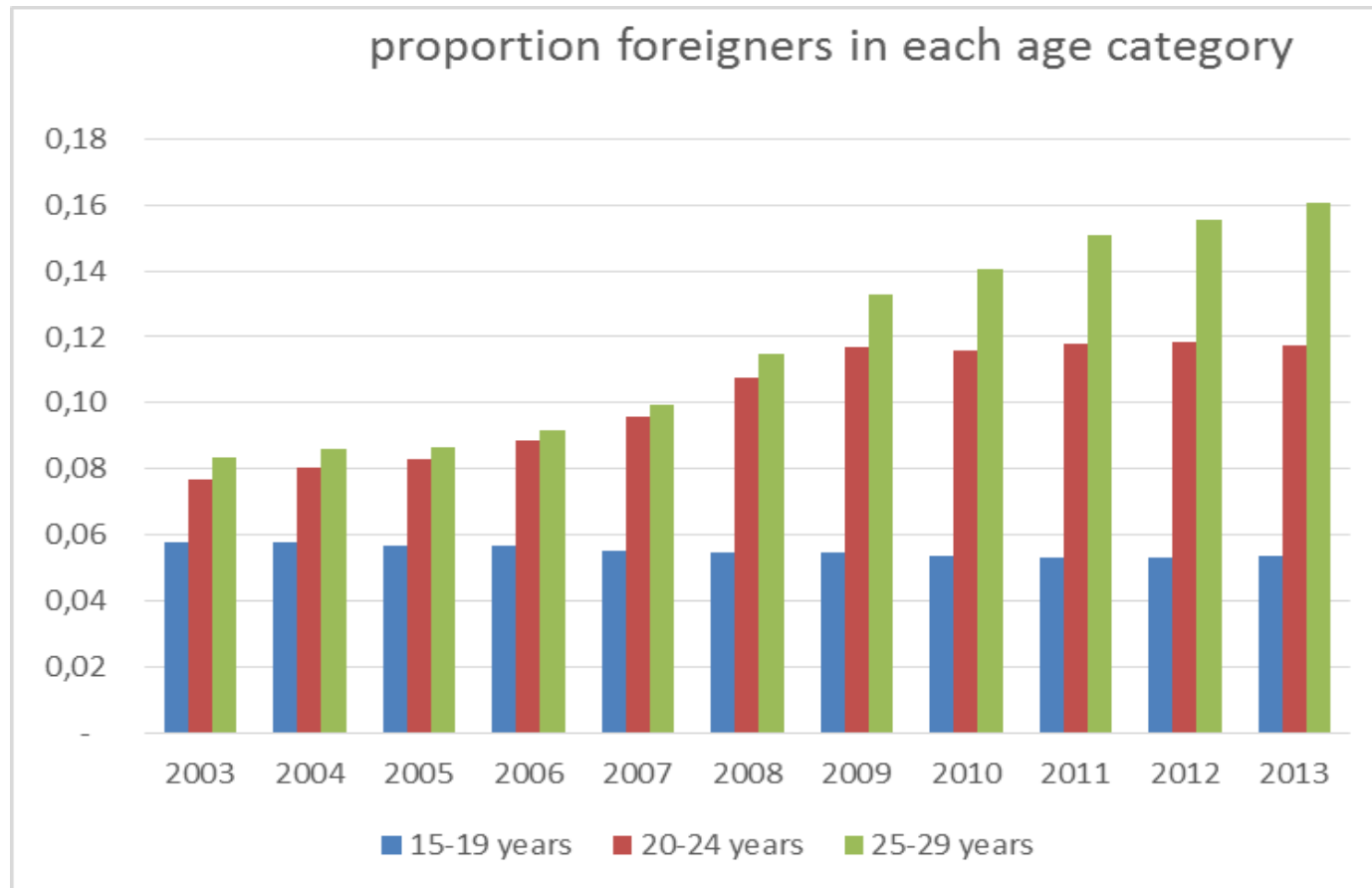
- **1 July 2004** shops may not sell alcoholic beverages with an alcohol content of 1.2% or higher to persons less than 16 years of age.
- **21 October 2008** it is not legal to serve alcoholic beverages with an alcohol content of 16.5% or higher to persons less than 18 years of age.
- **7 March 2011** persons less than 18 years of age are not allowed to buy (in shops) alcohol with an alcoholic content of 16.5% or higher.

# PROPORTION OF 15-YEAR-OLD DANISH BOYS AND GIRLS WHO DRANK ANY ALCOHOL WEEKLY, HBSC DATA

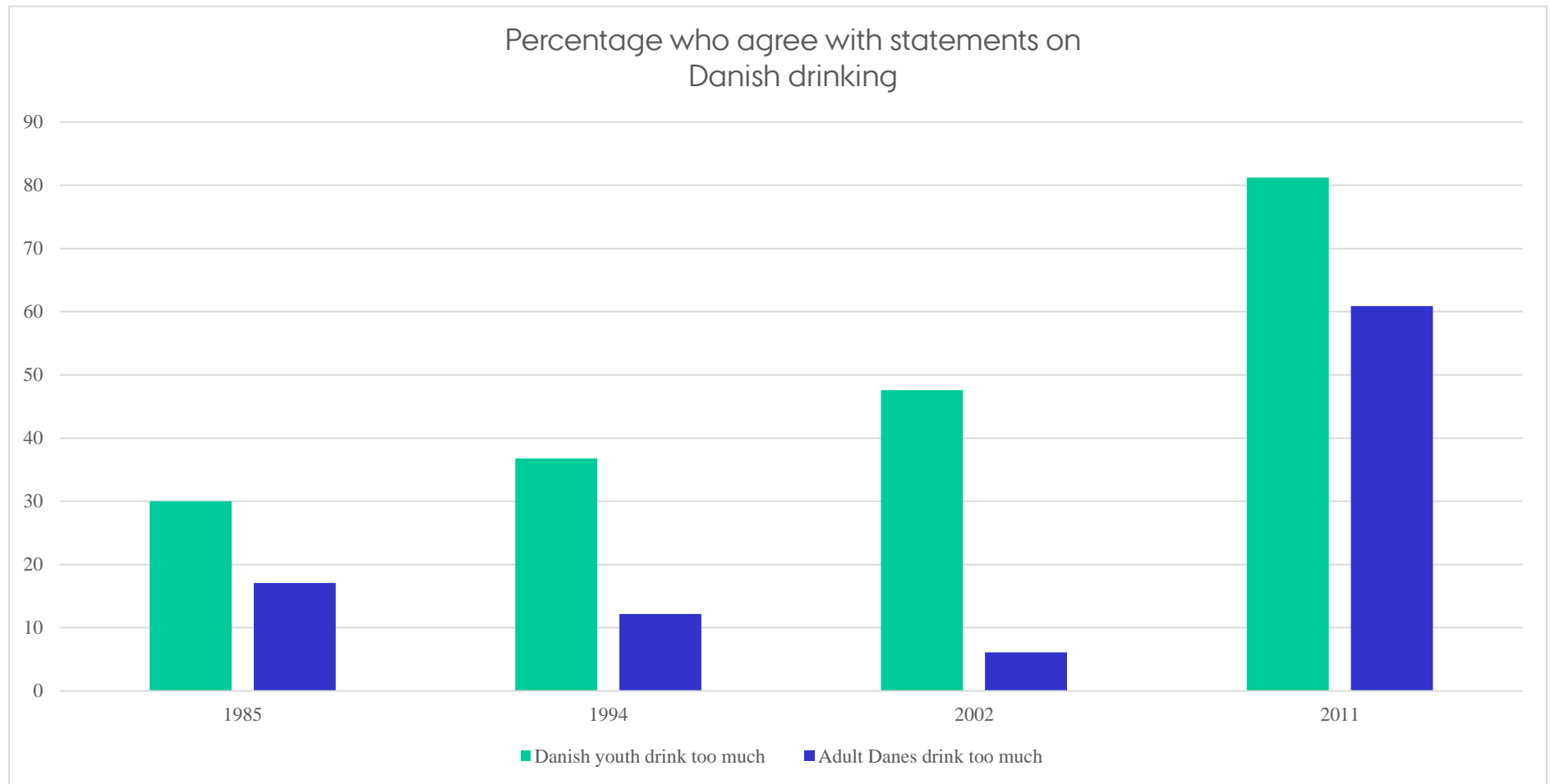


Source: Andersen et al (2015). Secular trends in alcohol drinking among Danish 15 year olds: comparable representative samples from 1988 to 2010. *Journal of Research on Adolescence*, 24(4): 748-756.

# DEMOGRAPHIC CHANGES: PROPORTION OF FOREIGN-BORN AMONG YOUTH

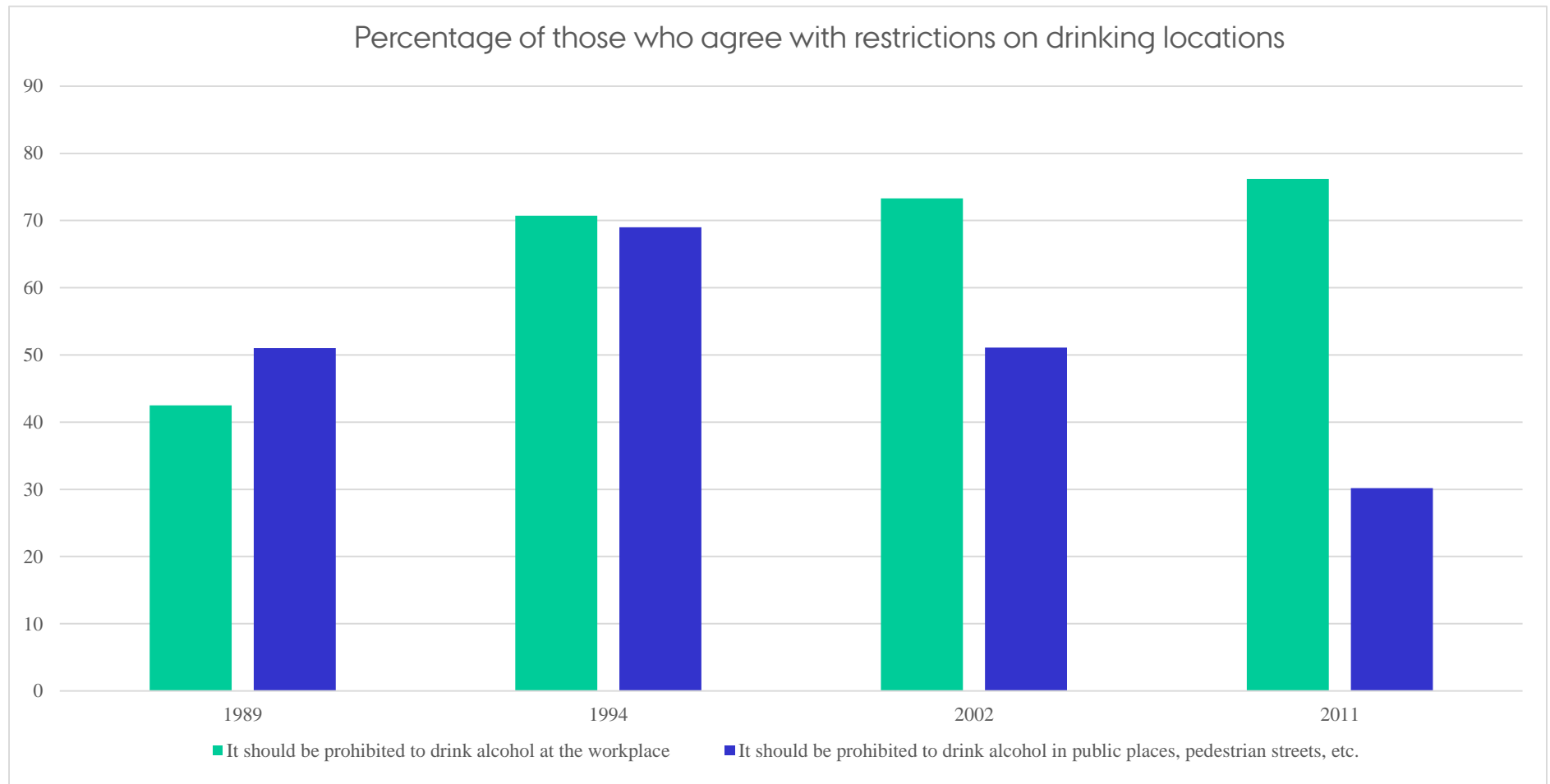


# ATTITUDES





# ATTITUDES (CONT.)



# Societal responses: Debate column

***”WHY IS IT  
IMPOSSIBLE TO  
SAY NO TO  
ALCOHOL IN  
DENMARK?”***

***-POLITIKEN, 3 MAY 2015***



# SUMMING UP - A CHECK LIST

FACTOR	CHANGES?
consumption	decreased
problems	increased
Prices/taxes	increased
Purchasing power	increased
Minimum age laws	stricter
(advertising	stricter)
demographics	fewer drinkers?
attitudes	more critical
Societal responses	more debate?

# WHAT NEXT?

- Hopefully a new survey to look for more changes
- Continued monitoring with new and more data

THANK YOU FOR YOUR ATTENTION



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