

Trends and geographic differences of alcohol consumption in BC

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**Substance use trends and policy responses in BC,
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Methods for per capita alcohol consumption

- Litres of absolute alcohol calculated for every alcohol product and summed by local health area
- These numbers were divided by the population aged 15 or older in each geographic region
- This approach allows us to compare regions and trends

Background

Why is litres of absolute alcohol and per capita consumption important?

- People drink for the desirable effects of alcohol but alcohol can have undesirable effects (i.e. social, psychological and physical harms).
- The amount of absolute alcohol consumed in societies is closely related to the extent of these harms.

What is a litre of absolute alcohol

- 1 litre of absolute alcohol = 58 standard drinks

1 standard drink

= 12 oz beer 5%

= 5 oz glass of wine 12%

= 1.5 oz of spirits 40%

Advantages of sales data to determine per capita alcohol consumption

- Most accurate reflection of actual alcohol consumption in populations (more accurate than population surveys)
- Most useful indicator to assess the impact of population level interventions
- Can be used to justify the allocation of programs and services

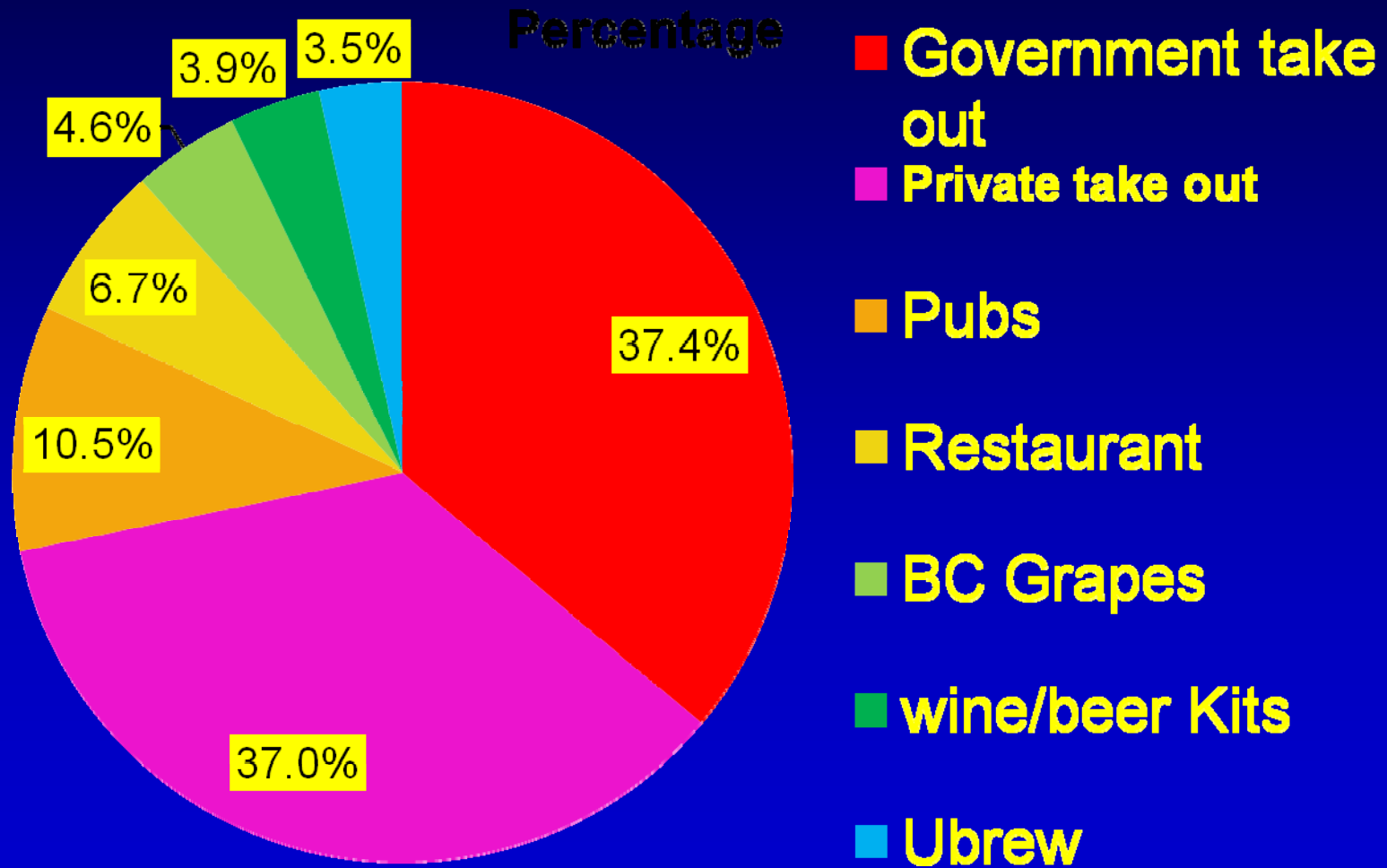
Limitations of Statistics Canada alcohol sales

- (a) **Under-reporting** Conversion factors to translate consumption into absolute alcohol for wine is 11.5% (should be 12.2% and coolers is 5% (should be 6.72%))
- (b) **Under-reporting** U-brew and home brew data not included.
- (c) No breakdowns available within provinces

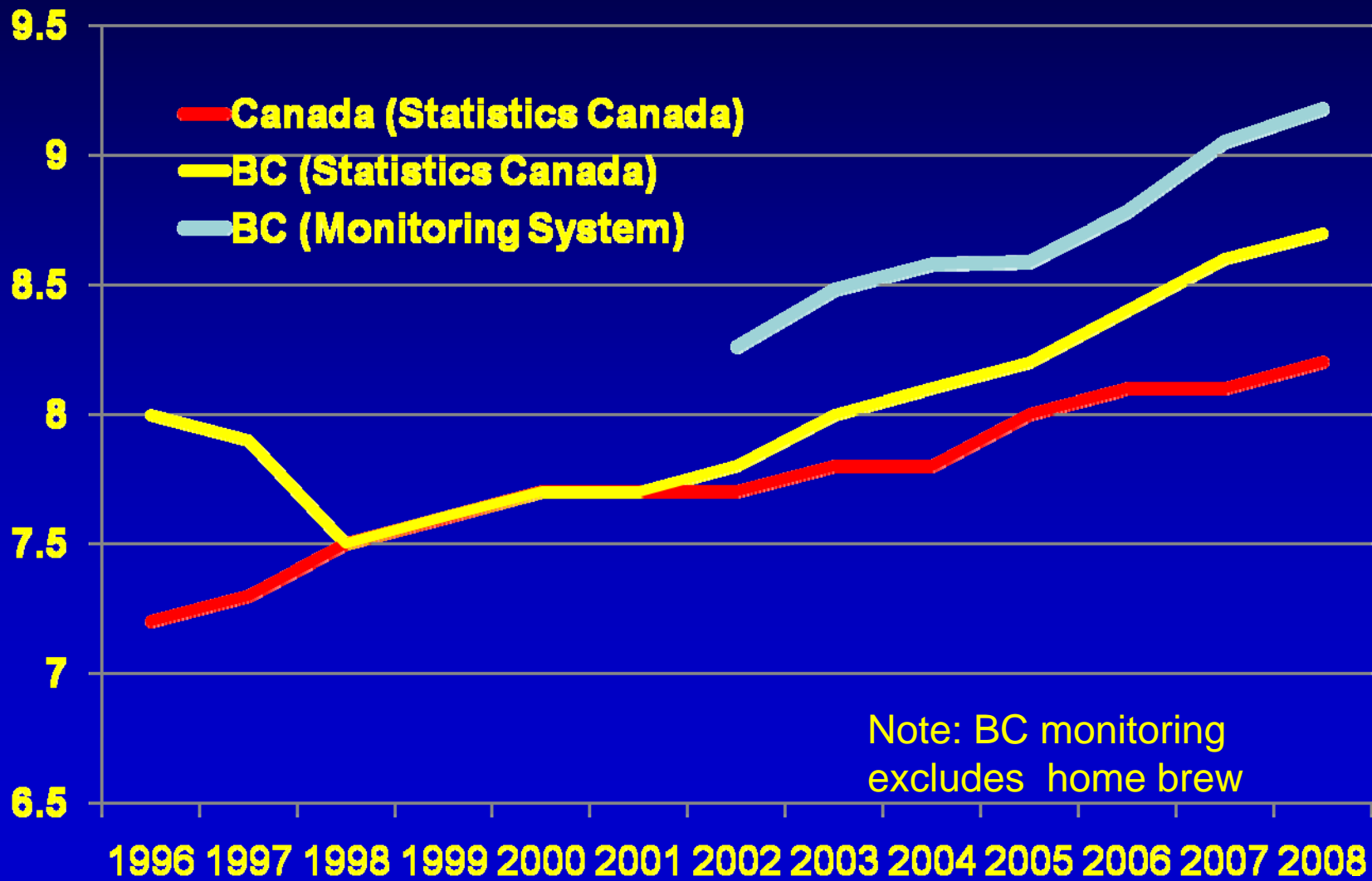
Data Sources

- **Yearly recorded alcohol sales** in litres of absolute alcohol from on premise and take out outlets (Liquor Distribution Branch).
- **Yearly U-Brew and U-Vint sales in litres** was converted to absolute alcohol by 5% for beer and 12.2% for wine (Liquor Control and Licensing Branch)
- **Periodic BC wine making grapes sales** was converted to litres absolute alcohol (BC Wine Grape Council). Excluded are wines made from other grapes and fruits/vegetables.
- **Estimated home brew from kits** extrapolations to BC drawn from a 2007 survey of wine kit sales at stores in Victoria. Conservative estimate.

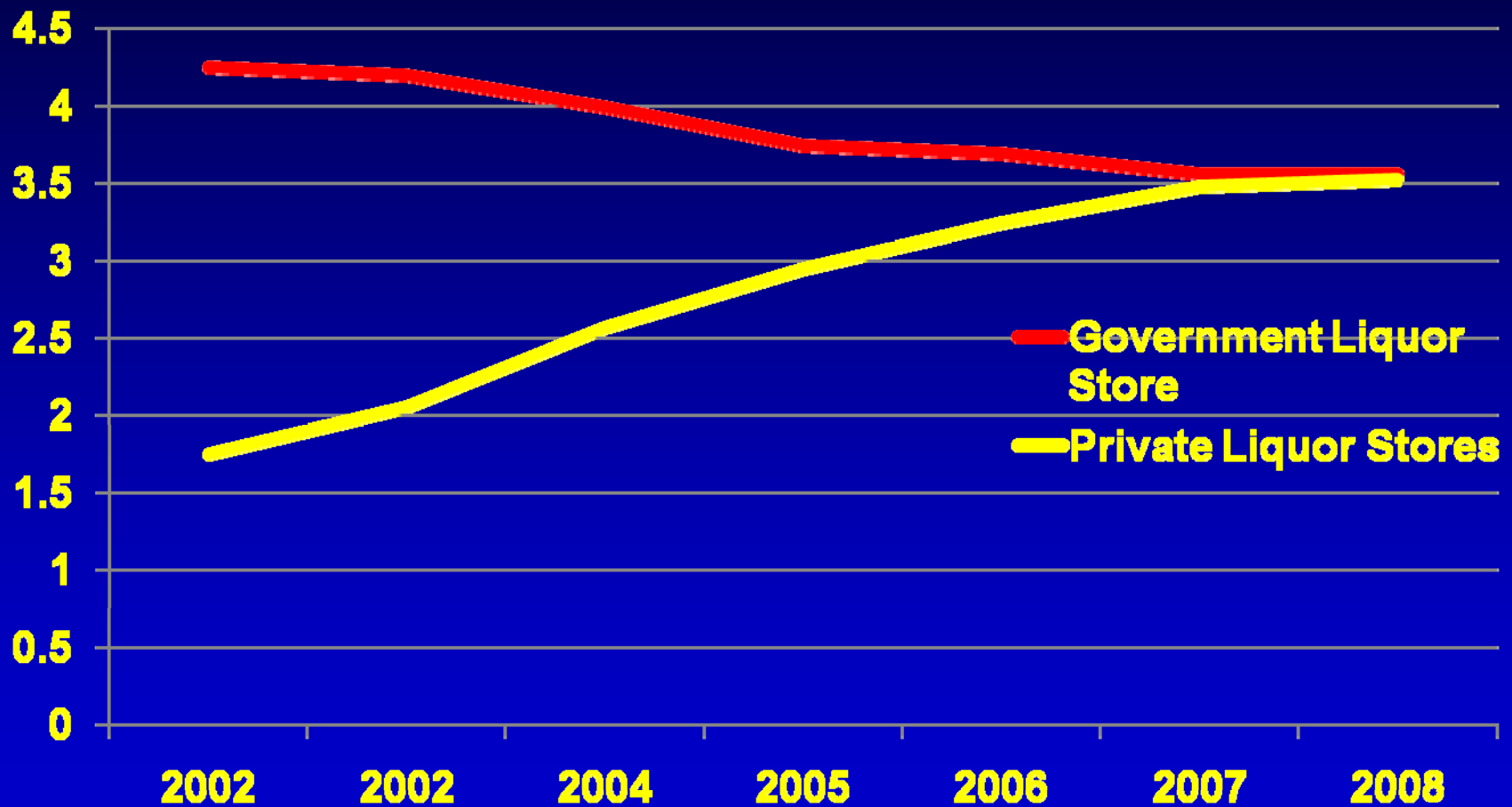
Percent Alcohol Consumed by Source BC in 2008



Trends in Litres of Absolute Alcohol per capita (age 15+) for BC and Canada, 1996 – 2008



Per capita alcohol sales from government and private take out establishments in BC

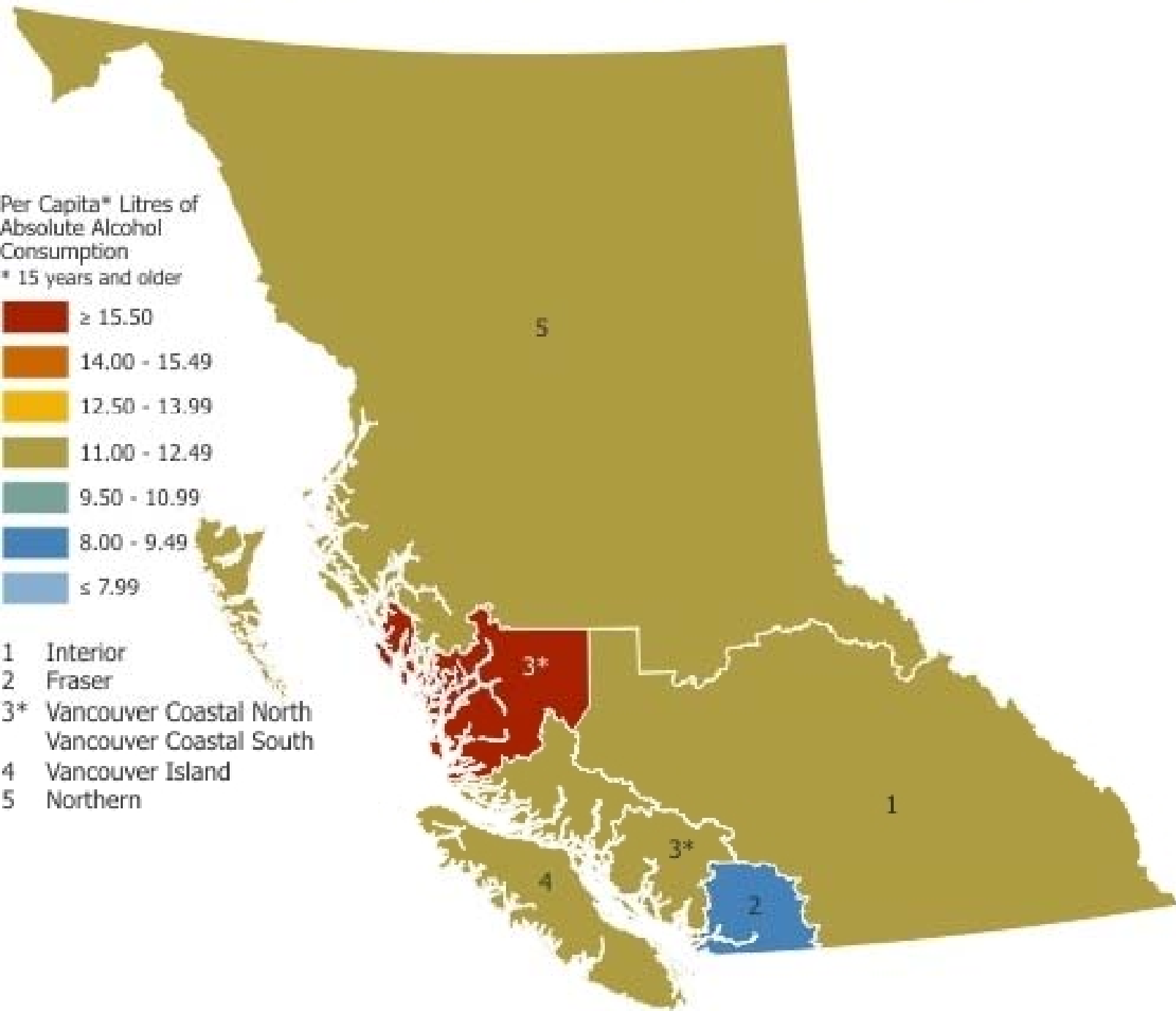


Per Capita Alcohol Consumption for BC Health Authorities, 2008

Per Capita* Litres of
Absolute Alcohol
Consumption
* 15 years and older



- 1 Interior
- 2 Fraser
- 3* Vancouver Coastal North
Vancouver Coastal South
- 4 Vancouver Island
- 5 Northern

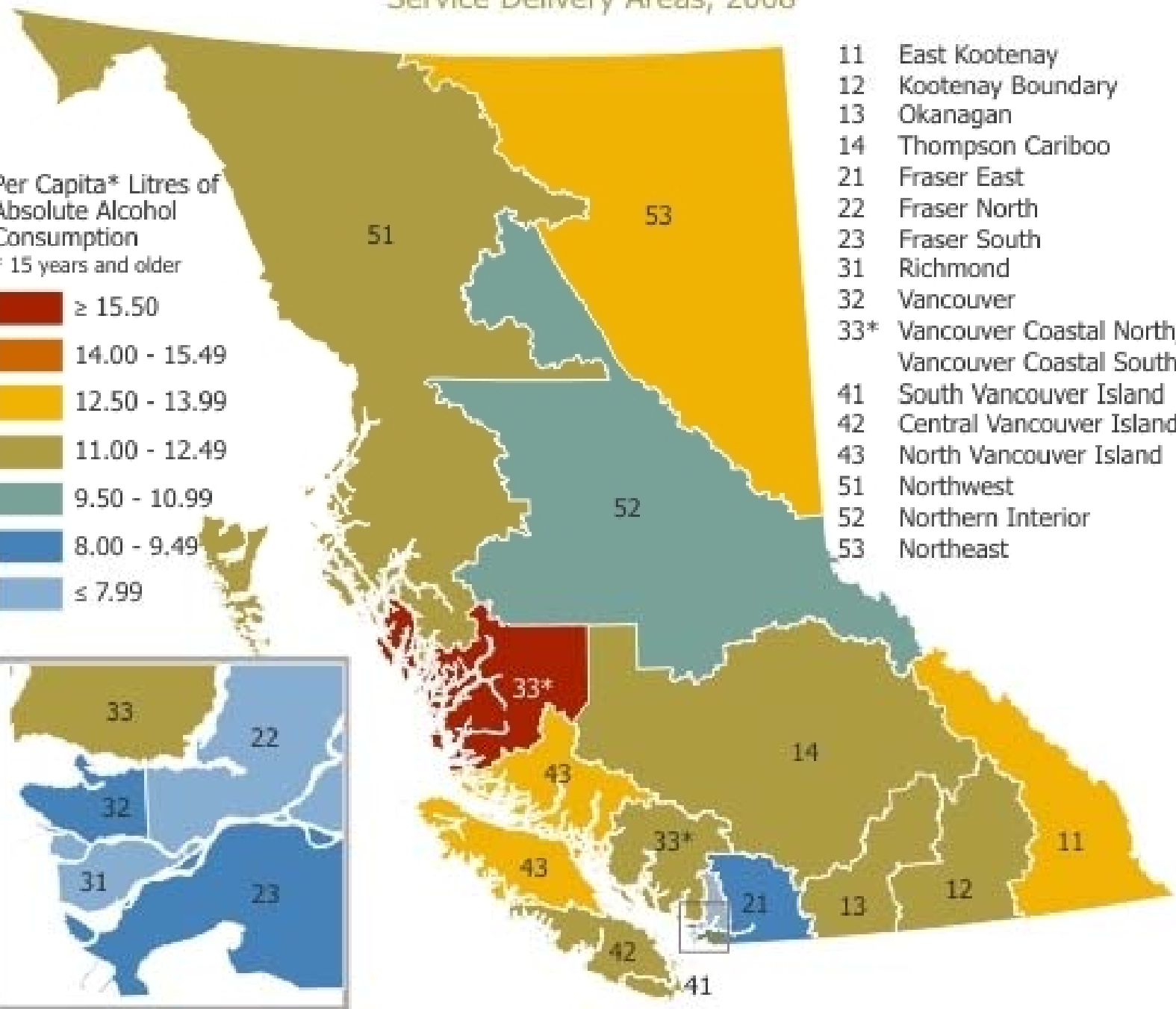
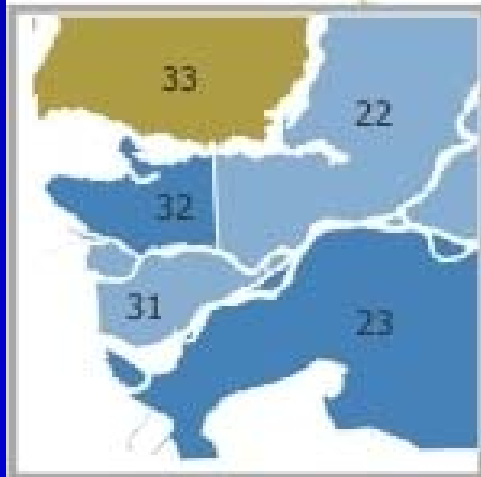


Per Capita Alcohol Consumption for BC Health Service Delivery Areas, 2008

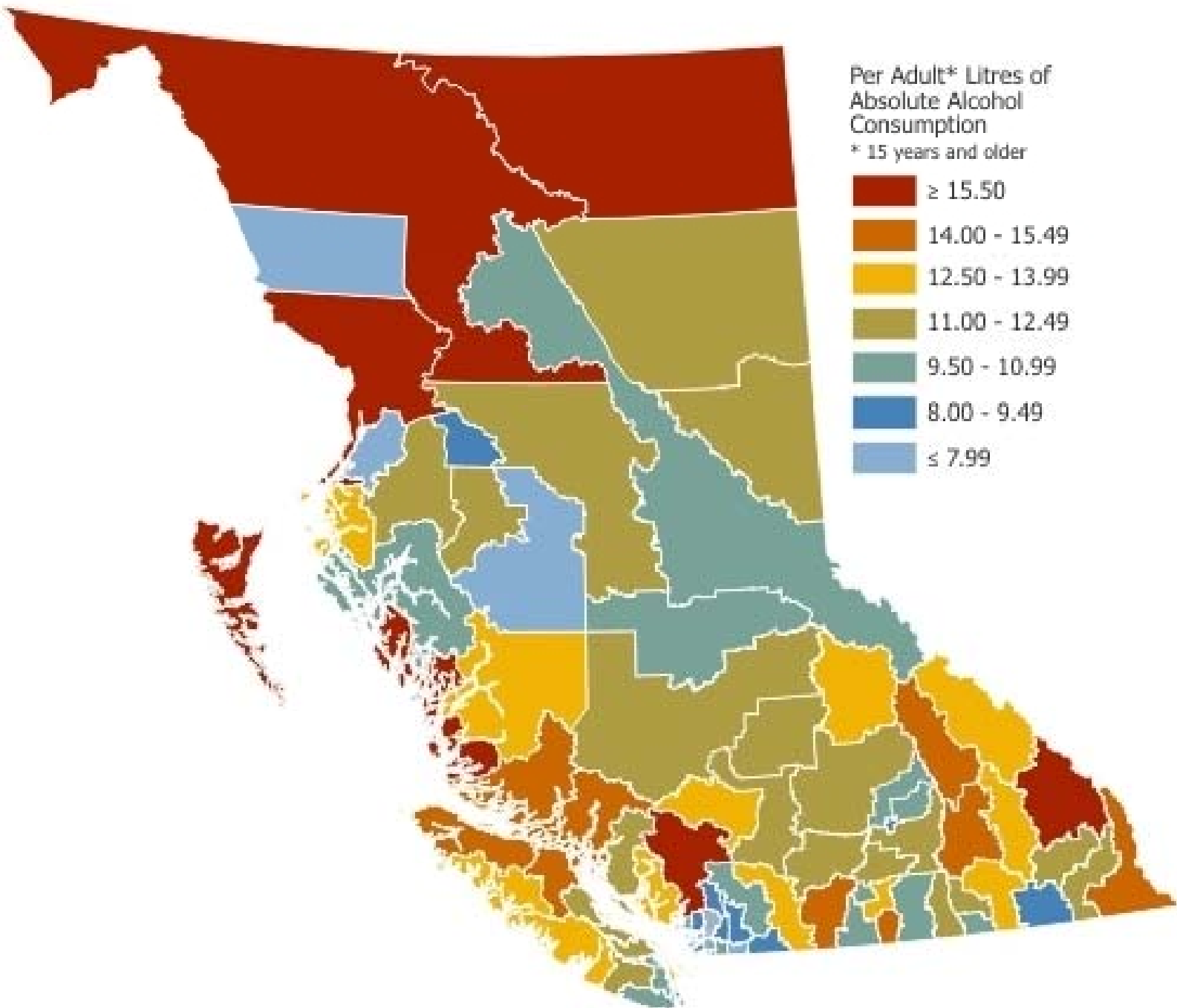
Per Capita* Litres of
Absolute Alcohol
Consumption
* 15 years and older



- 11 East Kootenay
- 12 Kootenay Boundary
- 13 Okanagan
- 14 Thompson Cariboo
- 21 Fraser East
- 22 Fraser North
- 23 Fraser South
- 31 Richmond
- 32 Vancouver
- 33* Vancouver Coastal North/
Vancouver Coastal South
- 41 South Vancouver Island
- 42 Central Vancouver Island
- 43 North Vancouver Island
- 51 Northwest
- 52 Northern Interior
- 53 Northeast



Per Capita Alcohol Sales for BC Local Health Areas, 2008



Highest and lowest per capita alcohol among local health areas, 2008

Highest	Per capita	Daily drinks per person
1. Stikine	24.80	3.9
2. Howe Sound	24.77	3.9
3. Windermere	19.12	3.0
4. Central Coast	16.11	2.6
Lowest		
88. Vancouver north east	3.49	0.5
89. Vancouver south	3.33	0.5
BC AVERAGE	9.19	1.5

Top per capita sales of the cheapest alcohol products

	Per capita	Percent of total
1. Howe Sound	3.13	13%
2. Downtown Eastside	2.51	24%
3. Vancouver Island North	1.73	12%
4. Prince Rupert	1.68	14%
Province	.85	10%