CHAPTER 9

Per adult consumption of alcohol in

9. Comox-Strathcona				
Ubrew/Uvint	0.60	0.58	0.71	0.73
Sales	9.61	10.04	10.20	10.27
All sources	10.21	10.62	10.91	11.01
10. Cowichan Valley				
Ubrew/Uvint	0.51	0.61	0.58	0.57
Sales	8.72	8.93	9.08	9.15
All sources	9.24	9.54	9.66	9.72

TABLE 9.1 (continued)

Regional district	Year			
	2002	2003	2004	2005
11. East Kootenay				

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FIGURE 9.3: Per Adult Alcohol Consumption in 28 BC Regional Districts, 2004

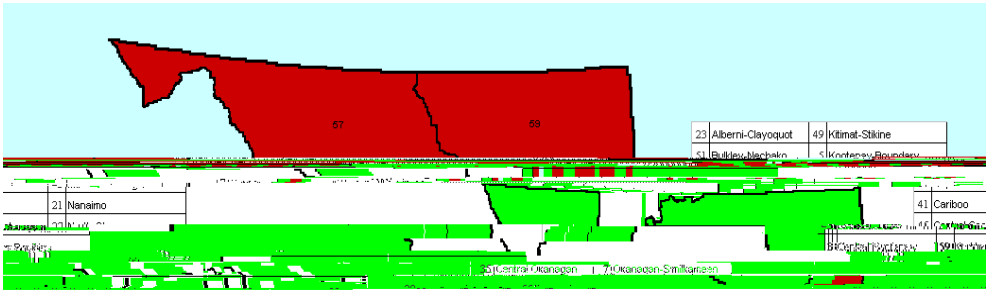
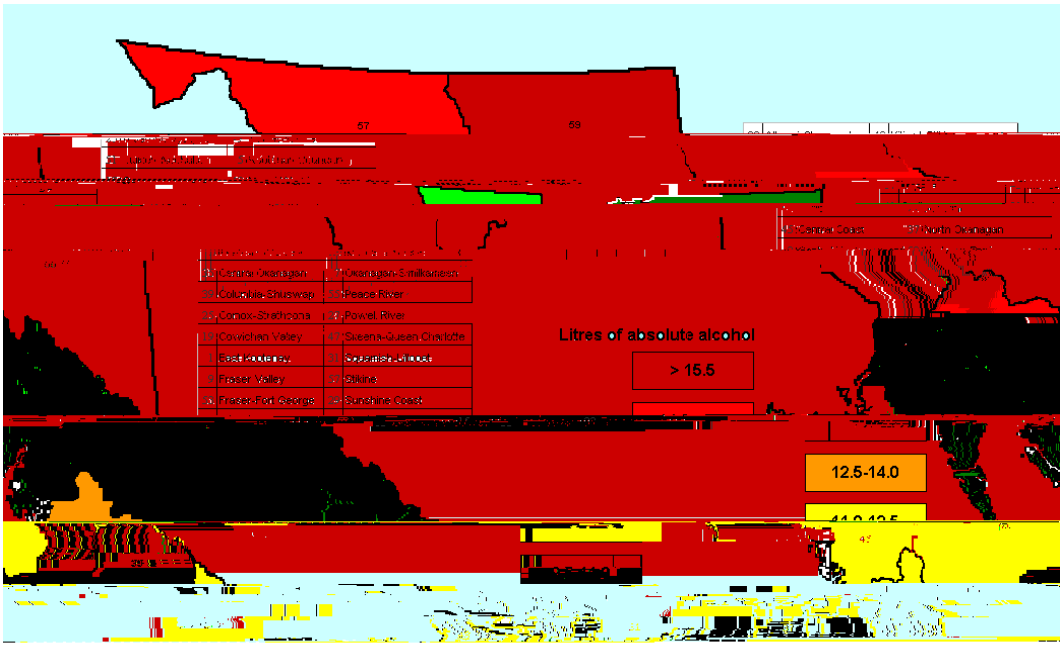


FIGURE 9.4: Per Adult Alcohol Consumption in 28 BC Regional Districts, 2005



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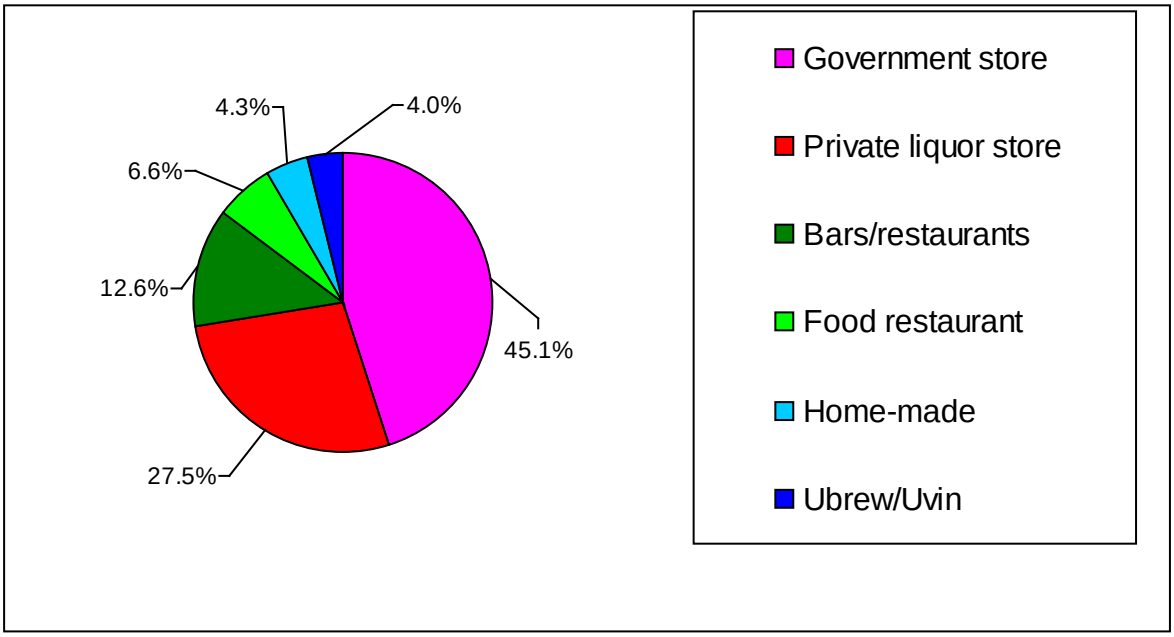

Table 9.2 presents per adult alcohol consumption in litres by type of establishment in 28 regional districts in 2005. As shown in the table, the majority of alcohol purchased in BC was from take-out sales from either government liquor stores (3.66) or private liquor stores (2.84). Sales from government stores was generally higher than from private liquor stores in the more urbanized areas, such as Greater Vancouver and the Victoria area, whereas this pattern was reversed in rural areas, such as the Northern Rockies and Stikine districts. Table 9.3 shows the number of establishments for the various categories from

which alcohol can be purchased. Private liquor stores were much more common (938) than government liquor stores (208) in 2005.

In 2002, the government permitted private operators to sell all alcohol products for take-out sales and this period showed a substantial growth. Changes in per adult consumption by type of establishment from 2001 to 2005 and changes in the number of establishments are shown in Table 9.4. In this time period, the number of private liquor stores increased dramatically from 539 to 938, while the number of government liquor stores declined marginally. Correspondingly, per adult sales at private liquor stores increased from 1.56 to 2.84, whereas sales at government liquor stores dropped from 4.31 to 3.66.

TABLE 9.2: Per adult absolute alcohol consumption in litres by establishments in BC regional districts in 2005

Regional districts	Establishments					
	Ubrew/ Uvint	Restaurant	GLS †	Bars	Private take out store	All
Alberni-Clayoquot	0.13	0.64	4.81	1.47	5.18	12.23
Bulkley-Nechako	0.19	0.22	4.38	1.01	3.23	9.03
Capital	0.59	0.68	3.87	1.22	3.51	9.86
Cariboo	0.23	0.23	2.97	0.81	5.11	9.36
Central Coast	None ‡	0.13	4.75	2.28	5.68	12.83
Central Kootenay	0.33					

TABLE 9.3: Number of each type of establishments for 28 regional districts in BC in 2005

Regional districts	Establishments					
	Ubrew/ Uvint †	Restaurant	GLS ‡	Bars	Private store	All
Alberni-Clayoquot	2	45	3	30	10	90

TABLE 9.4: Per adult pure alcohol consumption in litres by establishments in BC in 2002 and 2005

Type of Establishments	Number of Establishments †		Per Adult Alcohol in Litres	
	2002	2005	2002	2005
U-Brew/U-Vint	287	322	0.41	0.36
Food restaurants	3,776	4,045	0.55	0.60
Bars	1,869	1,866	1.24	1.08
Government Liquor Store (take-out)	222	208	4.24	3.66
Private Liquor store (take-out)	648	938	1.75	2.84
All	6,802	7,379	8.18	8.53

4. Average alcohol contents in the 4 beverage groups

The data provided allows for an examination of the average alcohol content in the four beverage groups of beer, coolers, wines and spirits. Sales data provided by Statistics Canada for each province includes the litres sold in each of these beverage categories without detailed conversions to absolute alcohol. The average percent of alcohol used by Statistics Canada to calculate absolute alcohol is: spirits - 40%, liqueurs - 20%, coolers - 5%, and wines -11.5% (Statistics Canada, 2006). As can be seen on Table 9.5, each of these beverage categories has a range of products that varies in alcohol content. Although the conversion factors used by Statistics Canada for beer and spirits appear fairly

5. Estimates of home brew consumption

Since home brew data is not officially recorded, this information must be collected from either population surveys or extrapolations from secondary sources. The estimates provided below were derived from an analysis of 986 BC respondents to the Canadian Addiction Survey (Health Canada, 2004), who were asked whether they made beer or wine at home or at other home or at a U-Brew or U-Vint outlet. The average for the weighted sample was 0.712 litres of absolute alcohol per person. Applying this number to the total adult BC population results in 0.712 X 3,561,941 (population 15 years and older) = 2,536,102 litres. This number reflects estimates of both U-Brew/U-Vint and home brew production. The final population estimate was calculated by subtracting the known U-Brew/U-Vint sales: 2,536,102 -1,223,115 (U-Brew/U-Vint sales) = 1,312,987 litres of absolute alcohol from home brew. This figure represents about 4.3% of total alcohol consumption and is likely an underestimate of the true amount, because data from surveys typically underestimate actual consumption. Additional estimates are planned using other secondary data sources, such retail sales and the BC grape marketing board (see Macdonald et al., 1999).

6. Tourism adjustment: alcohol consumption for summer versus winter months

Tourism analyses included the ratio of alcohol consumption between summer (July-September) versus winter (January-March) sales for each of the 28 regional districts for aggregated 2002-2005 data. More alcohol was sold in the summer months than in the winter months in 26 regional districts. The exceptions were the Northern Rockies and Squamish-Lillooets Sa -(s)4l9(200)10(s)4l9(200a1(S)1.3(ais)4l9(200ic)

The relationship between the average of per adult alcohol sales (2002 to 2005) and the sex ratios (i.e., males and females aged 15 and over) in the regional districts was also examined (see Figure 9.8). A regression line showed a significant positive relationship (R^2= 0.2217, p<0.0067).

The ratio of population aged 20-29 to population aged 15 and over was calculated for each district in order to examine the relationship between alcohol consumption and young population ratio (see Figur e 9.9). This relationship was also significant (R^2=0.1797, p=0.0142).

The relationship between per adult alcohol consumption and other socio-economic indicators was examined. No significant relationships were found between per adult consumption and hous

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Discussion

The sales data presented here provide an accurate picture of the recorded alcohol consumption, showing year-to-year changes among the 28 regions of BC. Although alcohol consumption from official sales and U-Brew/U-Vint sources accounts for most of the total consumption,

Stockwell, T., Zhao, J., Chikritzhs, T. and Greenfield, T.K. *What did you drink yesterday?* Public health relevance of a recent recall method used in the 2004 Australian National Drug Strategy Household Survey presented in the international research symposium of the Monitoring Alcohol and Other Drug Related Harm: Building Systems to Support Better Policy, May 7 - 10, 2007 Victoria, BC Canada.

Statistics Canada. (2006). *The control and sale of alcoholic beverages in Canada:* Fiscal year ended March 31, 2005. Public Institutions Division System of National Accounts