Information about alcohol use has often been collected using the “Quantity-Frequency” Method where respondents are asked how much and how often they drank in the past 12 months. The “Yesterday” Method asks respondents their alcohol consumption the day before which is much easier to remember accurately! "how many drinks did you have in the past year?" After crunching the numbers, what did we find? We can get a more accurate picture of the drinking habits of Canadians and better account for the amount of alcohol sold by combining the quantity-frequency method with the yesterday question.

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How can we get a better picture?

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"how many drinks did you have in the past year?"

"how much did you drink yesterday?"

Which type of alcohol was most likely to be under-reported?

SPIRITS!

How much of each type of alcohol is under-reported by drinkers compared to actual alcohol sales?

BEER: 49% 31% 85%
WINE: 38% 62% 40%
SPIRITS: 59% 41% 35%

By how much do different types of drinkers under-report their alcohol use?

"LOW RISK" DRINKERS: 76%
"MEDIUM RISK" DRINKERS: 62%
"HIGH RISK" DRINKERS: 49%

"Low risk" = up to 15 drinks for men & 10 for women, "medium risk" = up to 30 for men & 20 for women, "high risk" = 30+ for men & 20+ for women per week.

Who was most likely to under-report their alcohol use?

"LOW RISK" DRINKERS & PEOPLE <24 YEARS OLD

The number of Canadians drinking above the low-risk drinking guidelines is higher than we thought.
