



Happy Hours in Victoria, BC:

DID ALCOHOL BECOME CHEAPER?

Average prices of Happy Hour vs. Daily Drink Specials for Beer



PRICE PER STANDARD DRINK

PRICE PER SERVING SIZE

FINDINGS

Happy Hour prices were on average

\$35 CHEAPER

(or 6.7%)

than for equivalent daily drink specials

15 DRINK SPECIALS

were priced **BELOW** the \$3 minimum per "standard drink"

(≈17.05mL of pure alcohol) endorsed by BC's Provincial Health Officer in 2009.

The most common reasons given for introducing Happy Hours were to

STAY COMPETITIVE and **ATTRACT BUSINESS**

RECOMMENDATIONS

SET MINIMUM PRICES IN BARS, PUBS AND CLUBS

in BC according to alcohol content (i.e. in \$\$ per standard drink) rather than on amount of alcoholic liquid of unspecified strength

INCREASE MINIMUM PRICE TO \$3.25 PER STANDARD DRINK

to allow for inflation since the BC Provincial Health Officer endorsed CARBC's 2009 recommendation of \$3

RESTRICT HAPPY HOUR PROMOTIONS

to a maximum of **TWO HOURS IN DURATION**

2HRS



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Sharpe, C. & Stockwell, T. (2015) The introduction of Happy Hours to bars, pubs and clubs in Victoria, BC: Did alcohol become cheaper? CARBC Statistical Bulletin #13 Victoria, BC: University of Victoria. <http://bit.ly/carbchh>