



Age of First Drink

RESEARCH STUDY: NOVA SCOTIANS 19+

PREPARED FOR:

INJURYFREE
NOVA SCOTIA

JULY, 2020



Prepared By:

 Nova Insights Inc.



IFNS Research: Age of First Drink
July 2020

Objectives



Overarching objective

- ▶ To understand the link between the age of first drink, background environment, and current behavioral and attitudinal patterns in the Nova Scotia population.

Including ...

- ▶ Profiling on age and circumstances of first drink
- ▶ Attitudes of primary caregivers toward drinking
- ▶ Current attitude toward drinking
- ▶ Current consumption pattern
- ▶ Current living circumstances





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Method



Target universe:

- ▶ Age 19+ Nova Scotia residents

Data collection:

- ▶ June 29 – July 8
- ▶ Interview length: Median 6.15-min

Sample size:

- ▶ Total n=500
- ▶ NS Zone: Central n=200 / Eastern n=100 / Northern n=100 / Western n=100

Mode:

- ▶ Online survey using advanced branching and piping for efficient and relevant experience for respondents
- ▶ Invited through double opt-in online survey panel without advanced knowledge of subject matter
- ▶ Surveys collected, hosted, and data stored in Canada to abide by privacy regulations





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Executive Summary



Executive Summary

1. Among those who have ever had a drink of alcohol (97%), the median age for their first drink is 17. The age is even younger for those in the northern zone (16) and those who grew up in higher income households (15).
2. Beer is the most common first alcoholic beverage overall, but is much more common for males. Females are slightly more likely to have had hard alcohol as their first drink.
3. The first drink is most likely to have taken place at a friend's home with their friends. One-third say it was at a party.
4. The decision to have their first drink was most often a spontaneous one.
5. Slightly fewer than half said they had that drink just because they wanted one.
6. About one-in-five do not currently drink, but even more say they drink regularly or to excess.
7. Two-in-five of drinkers do this at least weekly, and a third say they are having at least three drinks each time.
8. One-quarter say their guardians did not drink, and those with these guardians had their first drink at age 18. For those whose guardians drank regularly or excessively, the first drink was at 17.
9. Those with guardians who drank at least regularly were more likely to be allowed to drink in their presence before age 19.
10. Those raised by one parent (birth or adopted) have a younger median first drink age (16).





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Detailed Findings: Sample Profile



Sample Profile

Sampling represents a broad spectrum of demographics and is weighted to census distributions by age, gender, and provincial region.

Age

19-34 21%

35-54 34%

55-64 20%

65+ 25%

Median: 55

Gender

Male 46%

Female 53%

Other 0%

Kids in HH

No kids in HH 80%

Kids in HH 20%

Zone

Central 46%

Eastern 17%

Northern 16%

Western 22%

Area

Rural 47%

Suburban 30%

Urban 23%

Income

<\$50k 32%

\$50k to < \$75k 23%

\$75k to < \$100k 18%

\$100k+ 28%

Race/Ethnicity

White/Caucasian 93%

Black/African-Canadian 2%

Hispanic 0%

Aboriginal/Indigenous 4%

Asian 3%

Other 1%

Education

High school or less 17%

Trade school/Community College 28%

Some / Completed university 35%

> 4 year degree 19%

I would rather not say 1%



Slide 8

A1: What best describes you?

A2: What is your age?

D1: Including yourself, how many people in your (current) household fall into the following age categories?

D2: What is the last level of education you completed?

D3: How would you describe your race/ethnicity?

D4: What was your household income in 2019?

A3a: In what county of Nova Scotia do you live?

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First Drink



First drink

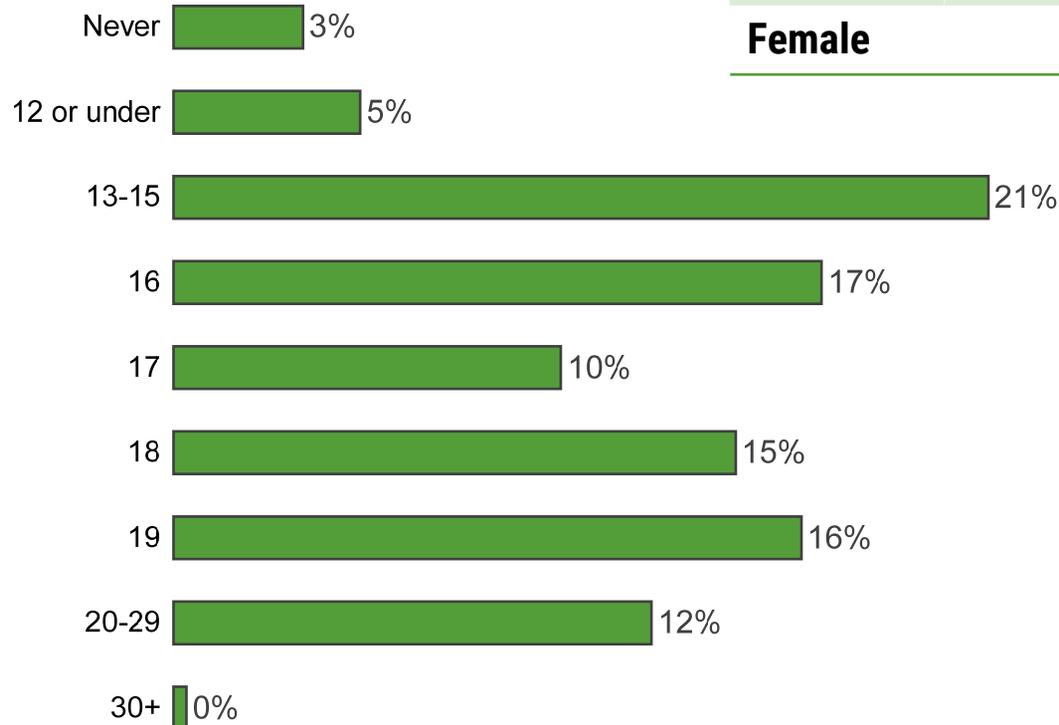
Among those who have ever had a drink of alcohol (97%), the median age for their first drink is two years before legally allowable. The age is even younger for those in the northern zone and those who grew up in higher income households.

Age of first drink

Base: Total

Median age: **17**

Base: Have had drink



	First drink age	Zone Grew up in	First drink age
Male	17	Central	17
Female	18	Eastern	17
		Northern	16
		Western	17
		Grew up in...	First drink age
		Low income	18
		Middle-class income	17
		High income	15

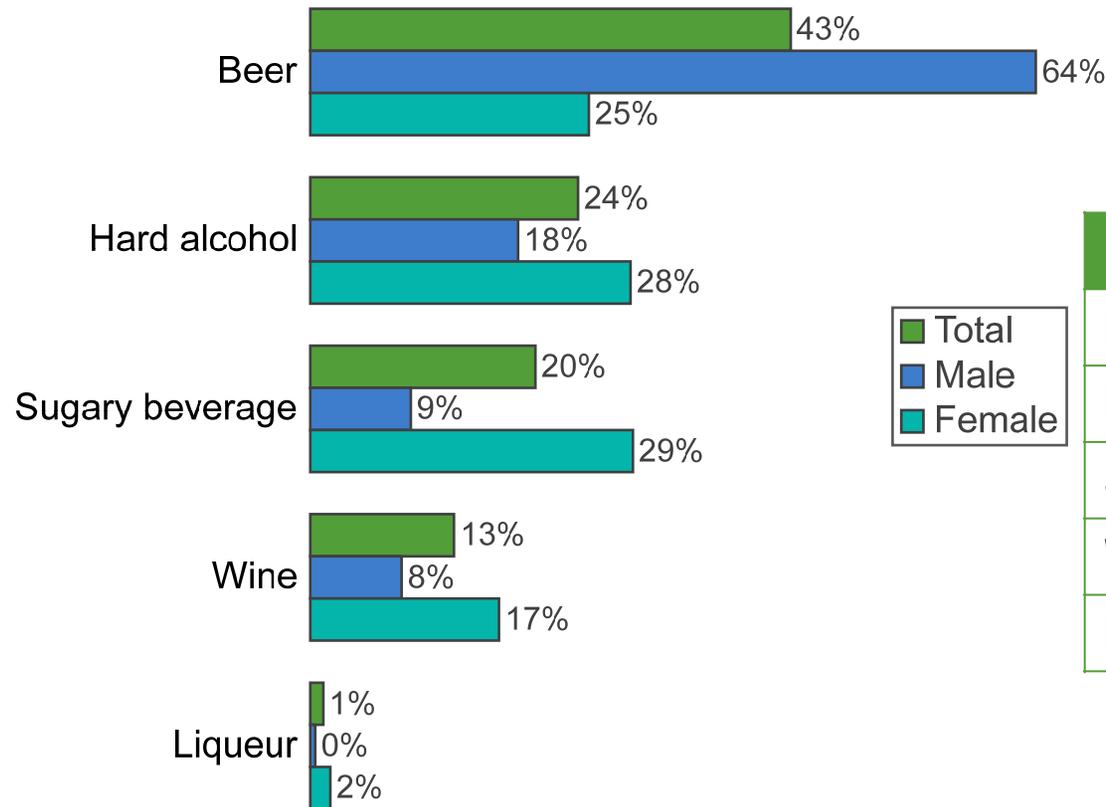


First drink

Beer is the most common first alcoholic beverage, but is much more common for males. Females are slightly more likely to have had hard alcohol as their first drink. Hard alcohol is also more common for those who first drank under age 19 than those 19+.

First drink was...

Base: Have had a drink



	Age of First Drink	
	< 19	19+
Beer	43%	40%
Hard alcohol	28%	14%
Sugary beverage	15%	32%
Wine	13%	13%
Liqueur	1%	1%



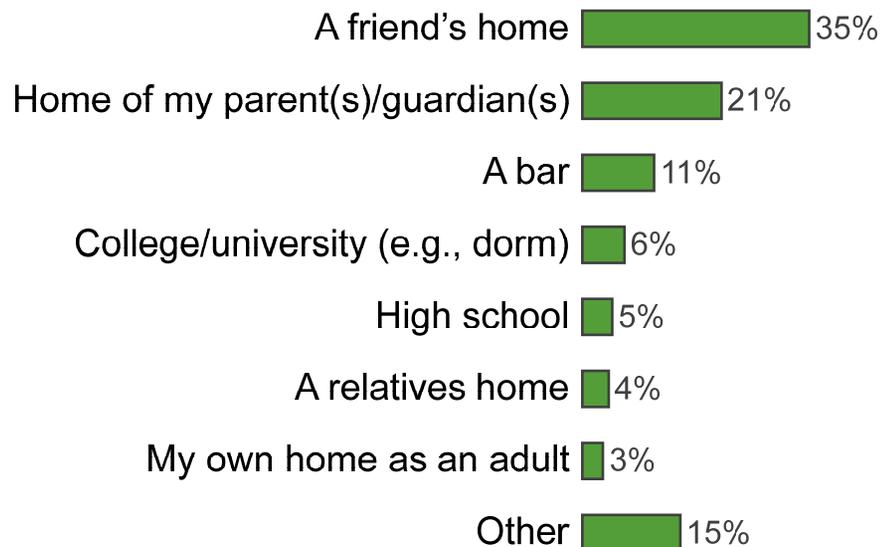
First drink

The first drink is most likely to have taken place at a friend's home with their friends. However, one-in-five say it was at home, and a third say it was at a party.

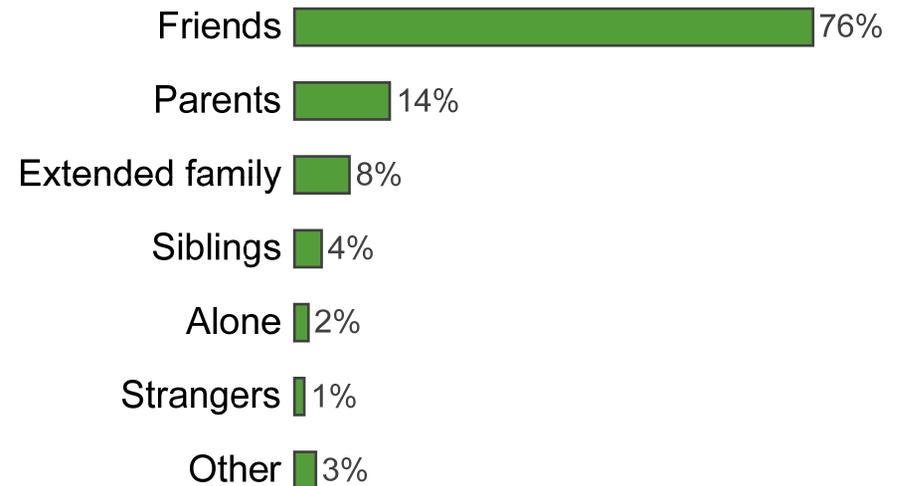
First drink was...

Base: Have had a drink

Where?



With whom?



Was a party: **36%**



Slide 12

B2: Where were you when you had your first drink?
B3: Who were you with when you had that first drink?
B4: Was your first drink at a "party"?

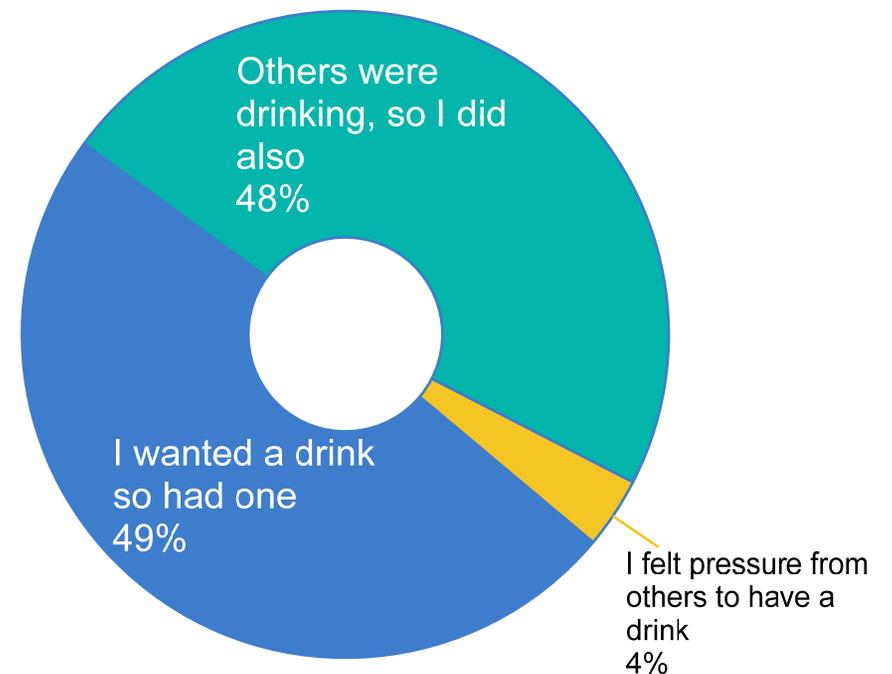
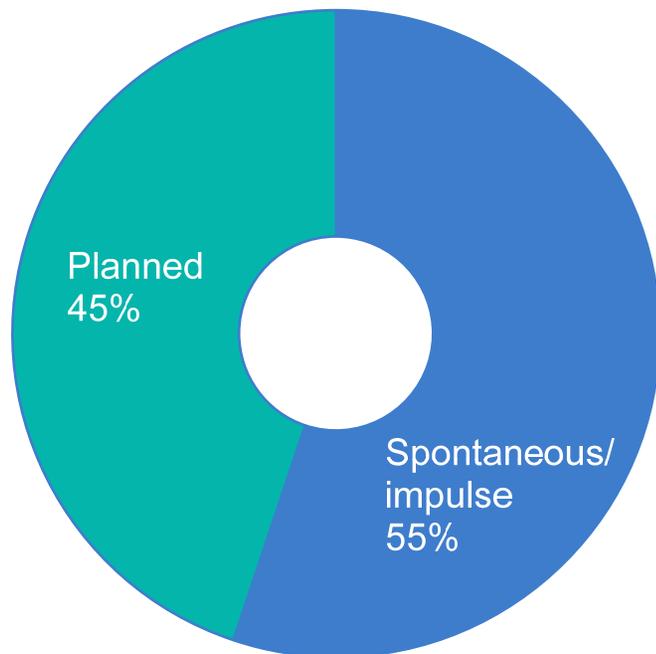
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First drink

The decision to have their first drink was most often a spontaneous one. Slightly fewer than half said they had that drink just because they wanted one.

First drink decision ...

Base: Have had a drink





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Current Consumption

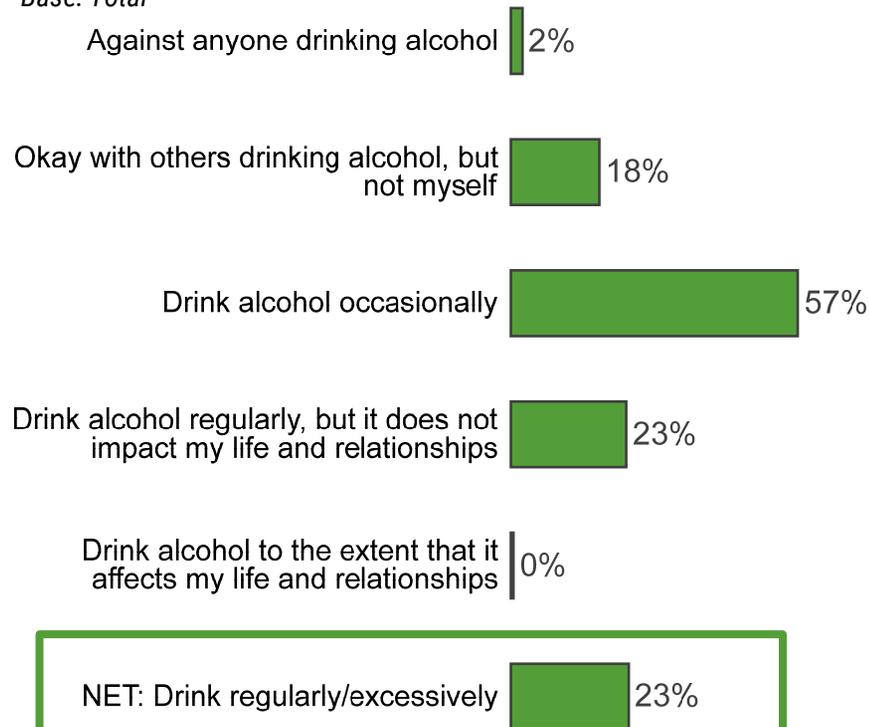


Current consumption

About one-in-five do not currently drink, but even more say they drink regularly or to excess. Among those who drink, two-in-five do this at least weekly, and a third say they are having at least three drinks each time.

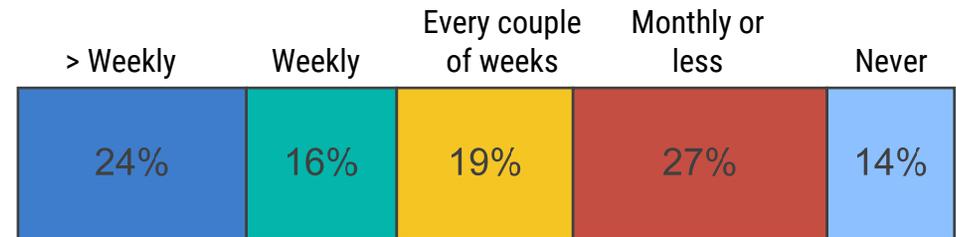
Current Attitude

Base: Total



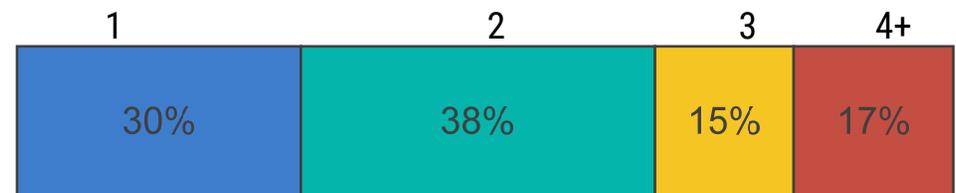
Current Frequency

Base: Have had a drink



Drinks per session

Base: Have had a drink



34%

Among those whose parents/guardians drank regularly/excessively





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Background

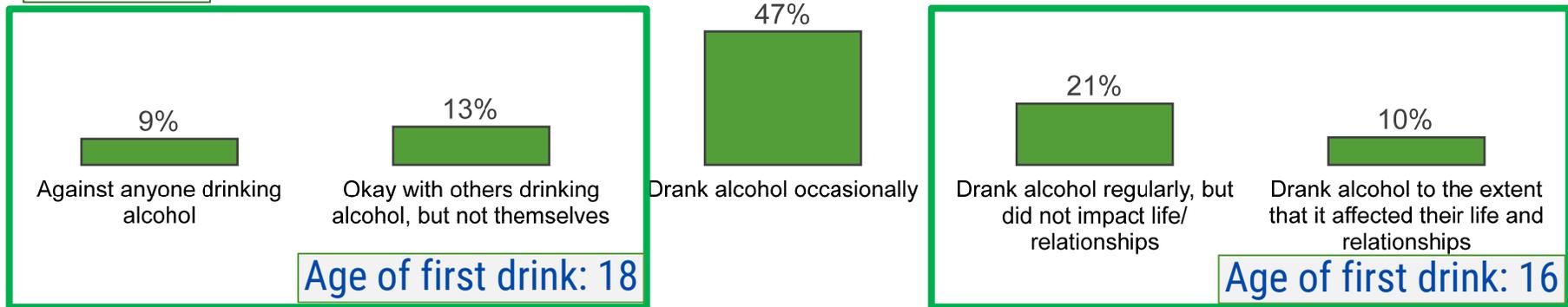


Background

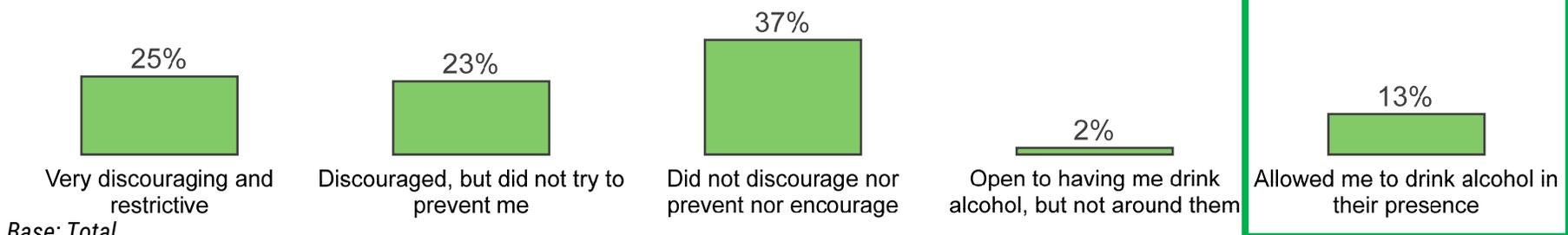
One-quarter say their parents/guardians did not drink, and those with these guardians had their first drink at age 18. For those whose guardians drank regularly or excessively, the first drink was at 17. Those with these guardians also were more likely to be allowed to drink in their presence before age 19.

Parent/Guardian attitude toward drinking

General



Your drinking



Base: Total



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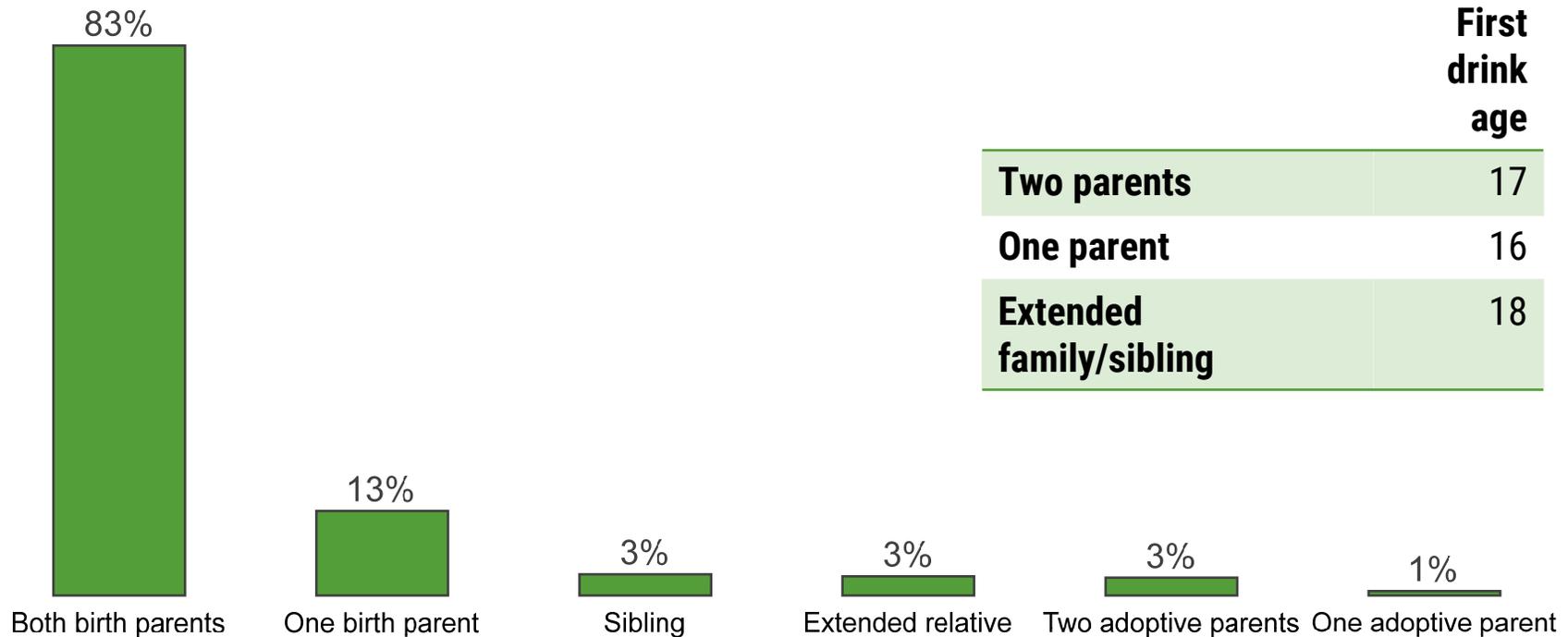
C2: As you were growing up, which comes closest to the attitude of your parents/guardians toward consumption of alcohol drinks?
C3: Which comes closest to the attitude of your parents/guardians toward your consumption of alcohol up to age 19?

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Background

A strong majority were raised by two birth parents. Those raised by one parent (birth or adopted) have a younger median first drink age.

Primary caregiver

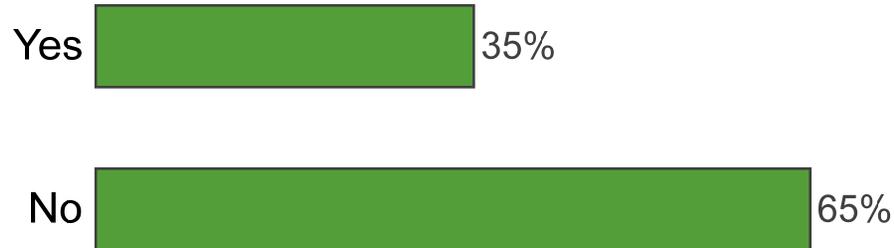


Background

A third say they were raised with at least one person regularly in their life with a drinking problem, and that was most likely to be a parent or aunt/uncle. This does not seem to influence the age of first drink.

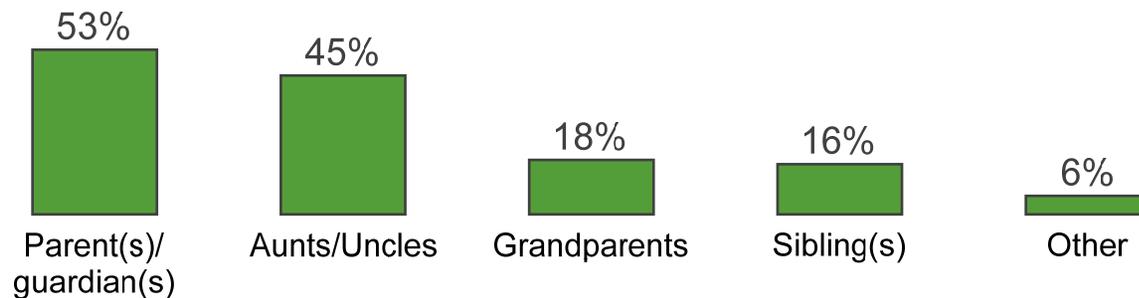
Family members regularly in life with drinking problem

Base: Total



Family member

Base: Those with family drinking problem





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Appendix: Questionnaire



Introduction

Hello and welcome. Thank you for participating in our survey—your opinions are very important to us.

The survey should take less than 10 minutes to complete and is for research purposes only. No one will call or e-mail you to try to sell you anything as a result of you completing this survey.

To get started, please click on the [Forward Arrow](#) below.

A. Background

To get started, we're just going to ask you a few background questions.

A1. What best describes you?

- 1, Male
- 2, Female
- 7, Other (specify)

A2. What is your age?

DISPLAY DROP-DOWN WITH AGES FROM Under 18,18,19-99
TERMINATE IF UNDER 19

A3a. In what county of Nova Scotia do you live?

- | | | |
|---------------|---------------|--------------|
| 1,Annapolis | 7,Guysborough | 13,Pictou |
| 2,Antigonish | 8,Halifax | 14,Queens |
| 3,Cape Breton | 9,Hants | 15,Richmond |
| 4,Colchester | 10,Inverness | 16,Shelburne |
| 5,Cumberland | 11,Kings | 17,Victoria |
| 6,Digby | 12,Lunenburg | 18,Yarmouth |

IF A3a=9

A3b. Do you live in East Hants or West Hants?

- 1,East Hants
- 2,West Hants

HIDDEN CODING

hZone1. NSHA Zone

- 1,Central Zone
 - A3a - (8) Halifax area
 - A3b – (2) West Hants
- 2,Eastern Zone
 - A3a – (3) Cape Breton, (17) Victoria, (10) Inverness, (15) Richmond, (7) Guysborough, (2) Antigonish
- 3,Northern Zone
 - A3a – (4) Colchester, (5) Cumberland, (13) Pictou areas
 - A3b – (1) East Hants
- 4,Western Zone
 - A3a – (1) Annapolis, (6) Digby, (11) Kings, (12) Lunenburg, (14) Queens, (16) Shelburne, (18) Yarmouth

A4. Would you describe where you live as ...

- 1,Rural
- 2,Suburban
- 3,Urban

A6. Which of the following phrases comes closer to how you grocery shop ...

- 1,When I grocery shop, I check for sales or discounts in advance so I can find the best prices
- 2,When I grocery shop, I try to get items if they're on sale/discounted when I get there, but don't check before I leave
- 3,When I grocery shop, I just go get what I need, and don't pay much attention to sales/discounts

A7. For each of the following, please indicate the **age** you were when you **first** had that experience ...

RANDOMIZE	Age	Have never done this
First drink (not sip) of alcohol	_____	<input type="checkbox"/>
Moved into home other than parents/guardian	_____	<input type="checkbox"/>
First job (full-time or part-time)	_____	<input type="checkbox"/>
Bought/leased your first car	_____	<input type="checkbox"/>
Voted in an election (municipal, provincial, or federal)	_____	<input type="checkbox"/>

IF FIRST DRINK=NEVER, SKIP TO C1

B. First Drink

Now we're going to ask a few questions about some of these "firsts."

B1. When you had your first drink of alcohol, what type of drink was it?

- 1, Sugary beverage (e.g, cooler, cocktail)
- 2, Beer
- 3, Hard alcohol (e.g., rum, whiskey, vodka)
- 4, Wine
- 5, Liqueur (e.g., cordials, schnapps)

B2. Where were you when you had your first drink?

- 1, My own home as an adult
- 2, Home of my parent(s)/guardian(s)
- 3, A relative's home
- 4, A friend's home
- 5, A bar
- 6, High school
- 7, College/university (e.g., dorm)
- 97, Other (specify)

B3. Who were you with when you had that first drink?

MULTIPLE SELECT

- 1, Alone [**EXCLUSIVE**]
- 2, Parents
- 3, Siblings
- 4, Extended family
- 5, Friends
- 6, Strangers
- 97, Other (specify)

B4. Was your first drink at a “party”?

- 1, Yes
- 2, No

B5. Which of the following *best* describes the circumstance of you having your first drink?

- 1, I wanted a drink so had one
- 2, Others were drinking, so I did also
- 3, I felt pressure from others to have a drink

B6. When you had your first drink, had you planned to have that drink in advance, or was it a spontaneous/impulse decision?

- 1, Planned
- 2, Spontaneous/impulse

B7. What is your current attitude toward consumption of alcohol drinks?

- 1, Against anyone drinking alcohol
- 2, Okay with others drinking alcohol, but not myself
- 3, Drink alcohol occasionally
- 4, Drink alcohol regularly, but it does not impact my life and relationships
- 5, Drink alcohol to the extent that it affects my life and relationships

B8. Which comes closest to how frequently you *currently* consume alcohol beverages?

- 1, Every day
- 2, A few times a week
- 3, Weekly
- 4, Every couple of weeks
- 5, Monthly
- 6, Less than monthly
- 99, Never

IF B8=1-6

B9. When you usually have an alcohol beverage, about how many drinks would you have? For this, please consider one drink to be one beer or cooler, one shot of hard alcohol, one glass of wine (approx. 8 oz), or something equivalent.

C. Background

IF A7A=Never

C1. What is your current attitude toward consumption of alcohol drinks?

- 1,Against anyone drinking alcohol
- 2,Okay with others drinking alcohol, but not myself

C2. As you were growing up, which comes closest to the attitude of your parents/guardians toward consumption of alcohol drinks?

- 1,Against anyone drinking alcohol
- 2,Okay with others drinking alcohol, but not themselves
- 3,Drank alcohol occasionally
- 4,Drank alcohol regularly, but did not impact life/relationships
- 5,Drank alcohol to the extent that it affected their life and relationships

C3. Which comes closest to the attitude of your parents/guardians toward **your** consumption of alcohol up to age 19?

- 1,Very discouraging and restrictive
- 2,Discouraged, but did not try to prevent me
- 3,Did not discourage nor prevent nor encourage
- 4,Open to having me drink alcohol, but not around them
- 5,Allowed me to drink alcohol in their presence

C4a. As you were growing up (age 5-18), were there any family members regularly in your life that you would describe as having a problem with drinking excessively?

- 1, Yes
- 2, No

IF C4a=1

C4b. Who was that? Please select all that apply

- 1, Parent(s)/guardian(s)
- 2, Sibling(s)
- 3, Grandparents
- 4, Aunts/Uncles
- 97, Other (specify)

C5a. Where did you grow up? Please select the **places you lived** for significant amounts of time from age 5-17.

MULTIPLE SELECT

- | | | | |
|----------------|---------------|--------------------------|---------------------------|
| 1, Annapolis | 10, Inverness | 19, New Brunswick | 27, South America |
| 2, Antigonish | 11, Kings | 20, Prince Edward Island | 28, Europe |
| 3, Cape Breton | 12, Lunenburg | 21, Newfoundland | 29, Asia |
| 4, Colchester | 13, Pictou | 22, Quebec | 30, Australia/New Zealand |
| 5, Cumberland | 14, Queens | 23, Ontario | 97, Other (specify) |
| 6, Digby | 15, Richmond | 24, Western Canada | |
| 7, Guysborough | 16, Shelburne | 25, United States | |
| 8, Halifax | 17, Victoria | 26, Mexico | |
| 9, Hants | 18, Yarmouth | | |

IF C5=9

C5b. Was that East Hants or West Hants?

- 1, East Hants
- 2, West Hants

HIDDEN CODING

hZone2. NSHA Zone
 1,Central Zone
 2,Eastern Zone
 3,Northern Zone
 4,Western Zone

C6. Would you describe the **place(s) you lived** during these years as ...
Please select all that apply

- 1,Rural
- 2,Suburban
- 3,Urban

C7. Would you say the household you grew up in was ...

- 1,Low income
- 2,Middle-class income
- 3,High income

C8. As your **primary caregiver(s)**, did you spend all or most of your time (up to age 18) growing up with ...?

ALLOW MULTIPLE SELECT

- 1,Both birth parents
- 2,One birth parent
- 3,Two adoptive parents
- 4,One adoptive parent
- 5,Extended relative – grandparent(s), aunts, uncles
- 6,Sibling
- 7,Foster parent(s)/guardian

D. Demos

Now we have a few questions for classification purposes only.

D1. Including yourself, how many people in your (current) household fall into the following age categories ...

- 0-2
- 3-5
- 6-10
- 11-15
- 16-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

D2. What is the last level of education you completed?

- 1,Less than high school
- 2,Completed high school
- 3,Trade/Vocational school
- 4,Community College
- 5,Some university (4-year institution)
- 6,Completed university (4-year institution)
- 7,Some postgraduate
- 8,Completed postgraduate
- 9,I would rather not say

D3. How would you describe your race/ethnicity?
You may choose one or more from the following list.

- 1,White/Caucasian
- 2,Black/African-Canadian
- 3,Hispanic
- 4,Aboriginal/Indigenous
- 5,Asian
- 6,Other (specify)

D4. What was your household income in 2019?

- 1,Less than \$20,000
- 2,\$20,000 to less than \$30,000
- 3,\$30,000 to less than \$40,000
- 4,\$40,000 to less than \$50,000
- 5,\$50,000 to less than \$60,000
- 6,\$60,000 to less than \$75,000
- 7,\$75,000 to less than \$100,000
- 8,\$100,000 to less than \$125,000
- 9,\$125,000 to less than \$150,000
- 10,\$150,000 or more
- 11,I would rather not say

Thanks

Thank you! We sincerely appreciate your time.