

A Study on Alcohol Consumption, Drinking Patterns and Income Level

Kyung-Yi You/Sahmyook candidate Sahmyook University KIAP
KyungEun Jo/Kennedy/MPH candidate Sahmyook University
KIAP

Youngju Na/ MPH candidate Sahmyook University KIAP
Dr.Sungsoo chun /professor Sahmyook University KIAP

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Overview

Introduction

Background

Literature review

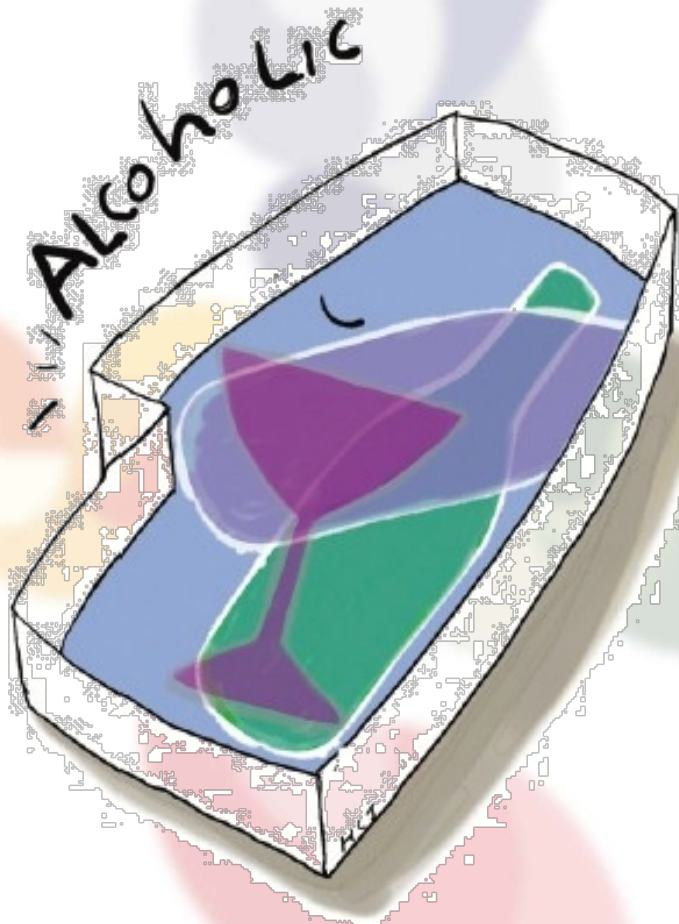
Methods

Results-PI,HI :

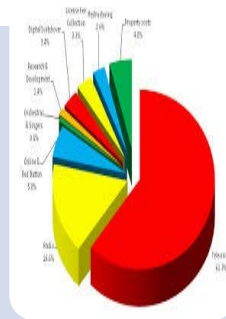
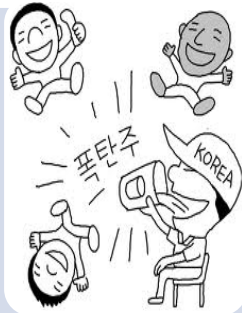
- Alcohol Intake
- Grams of Alcohol Purchase
- Influence of Cost Variations

Conclusion

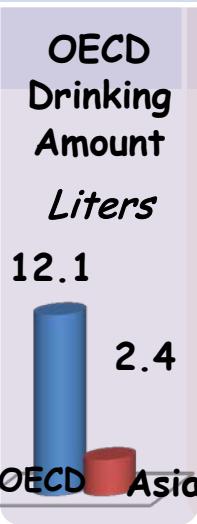
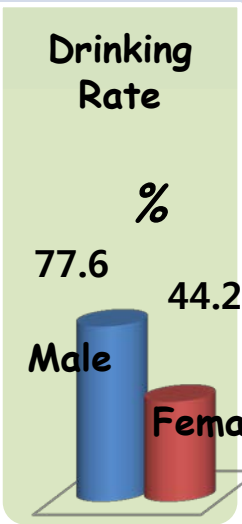
Limitation & Suggestions



Introduction



Cultural Background
Very acceptable
 Leading to judicial accommodation of penalties



Expenditure
 Equivalent of nearly 2.5 trillion USD dollars in health insurance

Social Loss
 Increasing dramatically. Included indirect loss of **5%** of annual government budget

Could be unaware of harm as with tobacco, especially **second hand or indirect harm.**

2011

Background

Issue: Prevalence of alcohol consumption at varying income levels

Reality: Resources for general income research less available than for specific diseases or low income people

Proposal: evaluation of consumption-related tendencies and data of each income level for the development of more effective policies

Literature Review



Job

Gibb (2011)

Working longer hours

increases likelihood of drinking

Mossakowski (2008)

The unemployed drink more



Income level

Lye & Hirschberg (2010)-

Middle level

MMWR(2009)-

White, high income

Dee(2001)

"Countercyclic"

Low Income group drinks more in recession (Keyes, 2008)-drink driving, drink during driving-high

Cerda(2011)-LI drink less



Education

Mullahy (1994)-educated drinks less

Strand & Steiro (2003)-more educated drinks more



Age

Marsha(2001)

The elderly drink less

The Scottish health report (2011)

The older drinks more

Less

Alcohol

Consumption

More

Methods

Tool

- A survey from IAC (International Alcohol Study Committee)

Procedure

- Starting from citizen's centers using random visits
- Selected the biggest high school of a town and randomly interviewed female and male students

Data

- **Period** : 2012.6-2013.3
- **Sample** : 2,191
- **Questionnaire**: Amount of alcohol consumption or purchasing per sitting: Would you change amount of kinds of alcohol if price is changed?

Classify

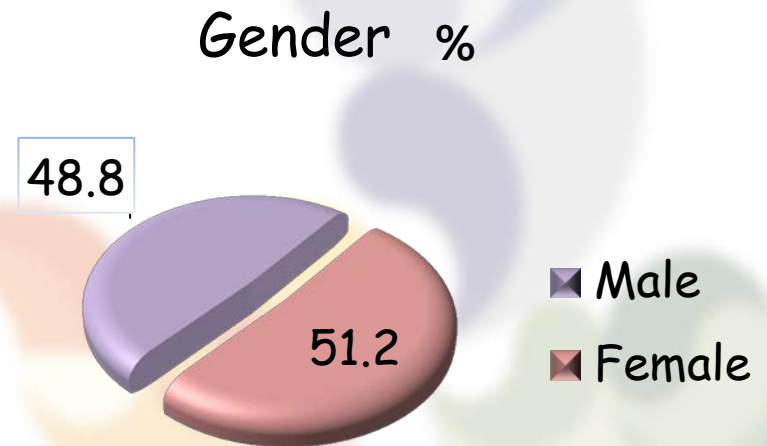
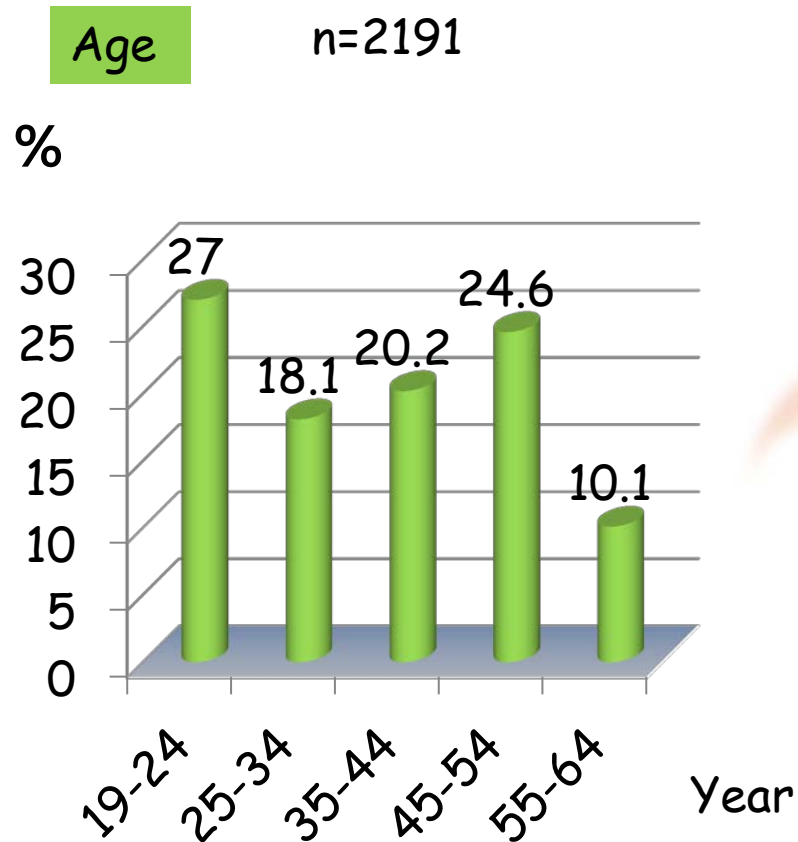
- **Age** : 19-24, 25-34, 35-44, 45-54, 55-64
- **PI** (Personal income) : <20, 20-<30, 30-<40, <40
- **HI** (Household income) : <20, 20-<30, 30-<40, 40-<50, <50 unit :million KRW

Analysis

- Crosstab. Frequency. (X^2)
- One-way ANOVA

Results

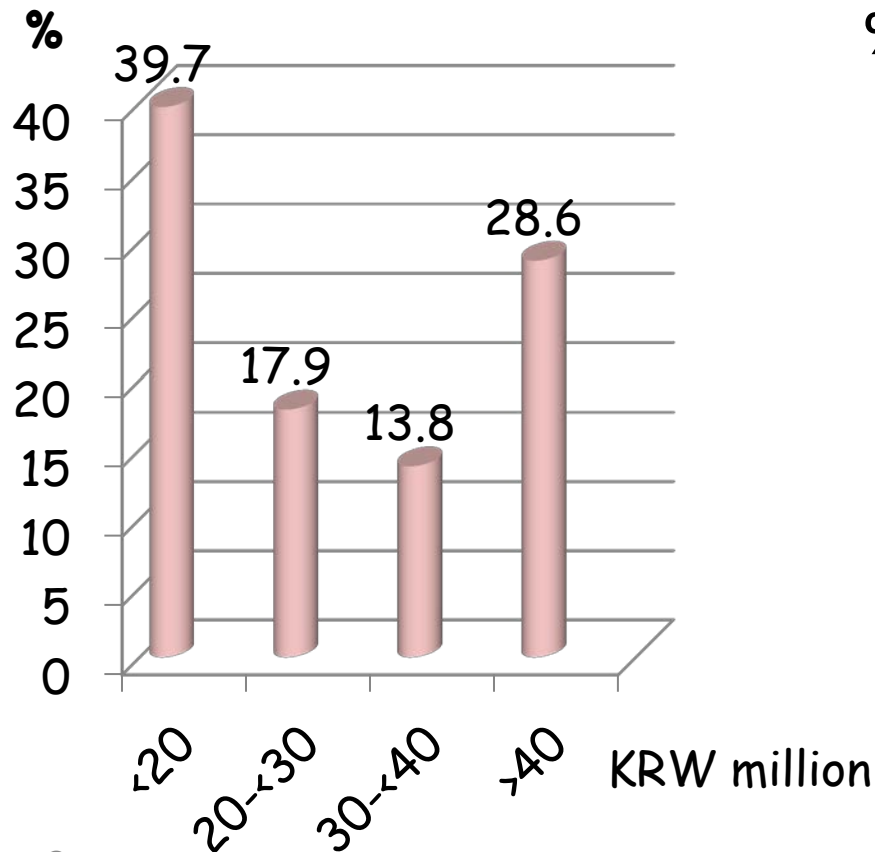
Socio-Demographic Data



Socio-Demographic Data

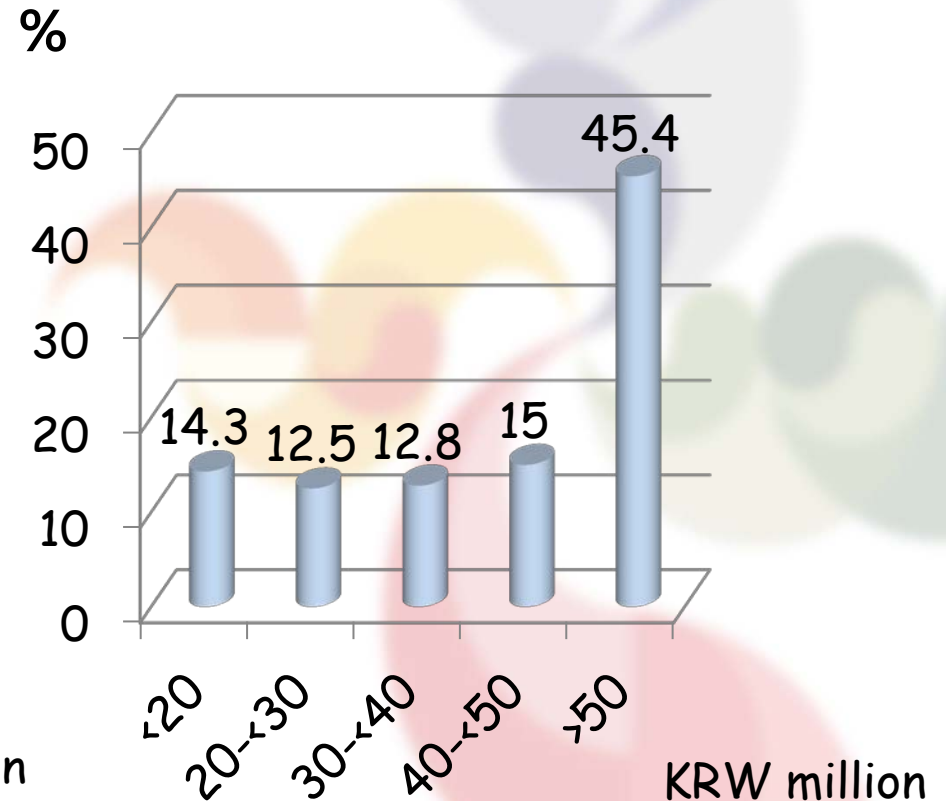
PI

Personal Income n=1421



HI

Household Income n=1341



Drinker/Non-drinker

PI	Drinker		Non-drinker	
	Persons	%	Persons	%
<20	442	78.4	122	21.6
20-<30	216	84.7	39	15.3
30-<40	164	83.7	32	16.3
>40	355	87.4	51	12.6
Total	1,177	82.8	244	17.2

Income Unit : KRW million P < .05 n=1421

Korean Commercial Alcohol

General Sizes



Beer 355ml
500ml
4.5%

Pure Alcohol
15.9ml
12.6g

10

Soju 360ml
Glass 30ml
20%

Pure Alcohol
72ml
57g

Wine 750ml
12%

Spirits 400ml
40%

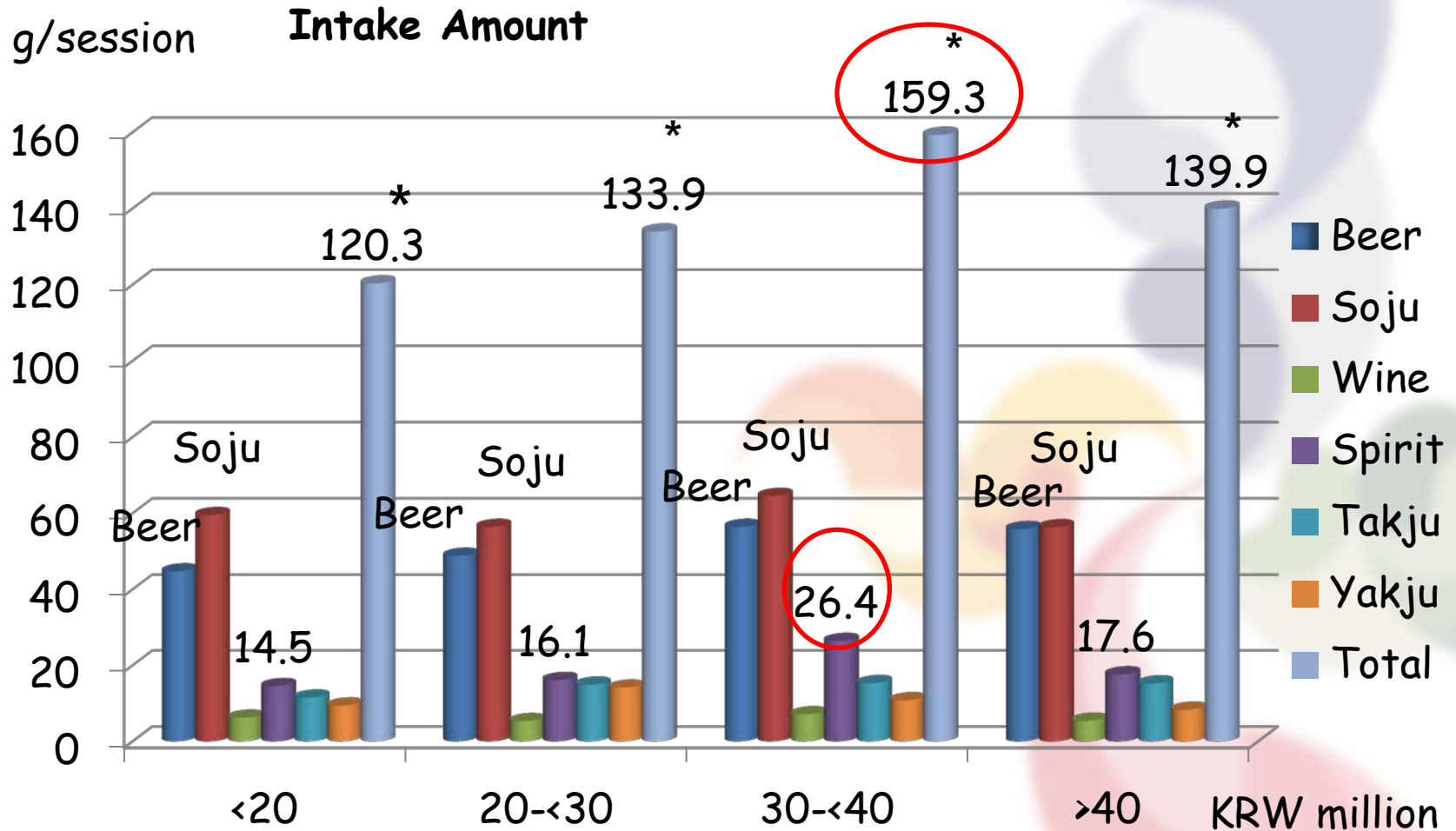
Takju 500ml
700ml
6%

Yakju 350ml
12%

▶ Gravity 0.789



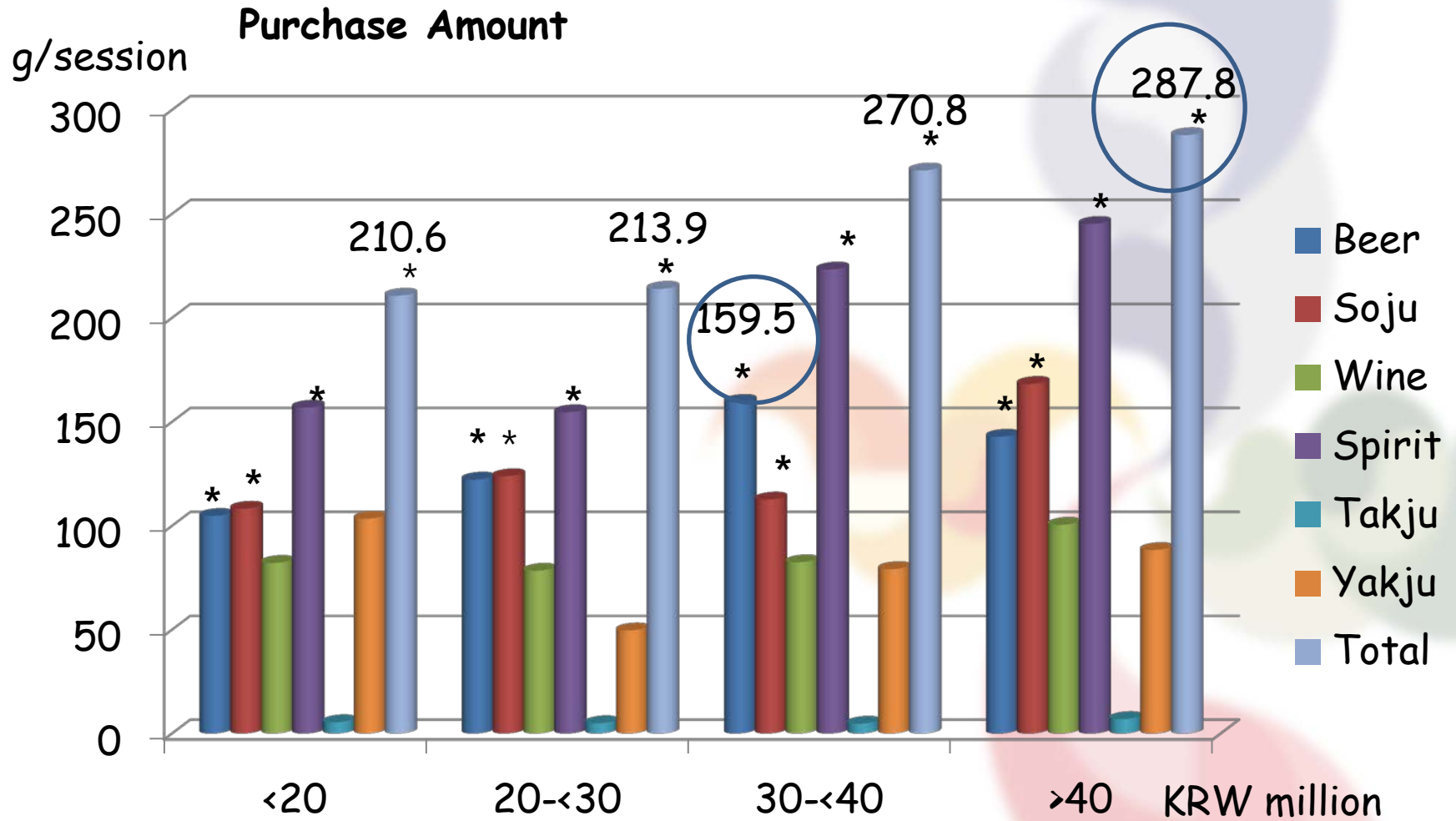
PI



* P < .05 PI : Personal Income

Alcohol (g) : Volume X Alcohol Content X Gravity(0.789)

PI



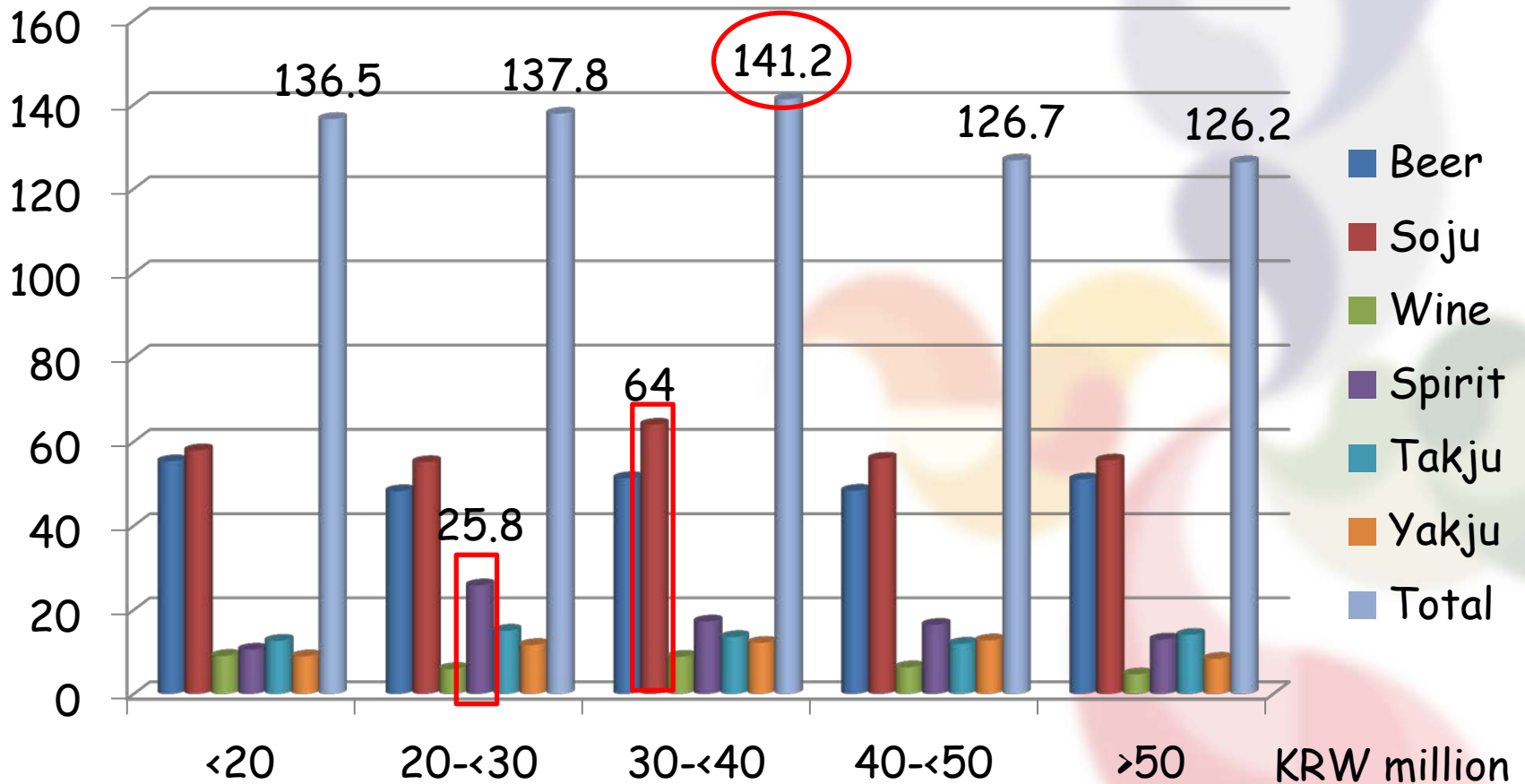
* P < .05 PI : Personal Income

Alcohol (g) : Volume X Alcohol Content X Gravity (0.789)

HI

g/session

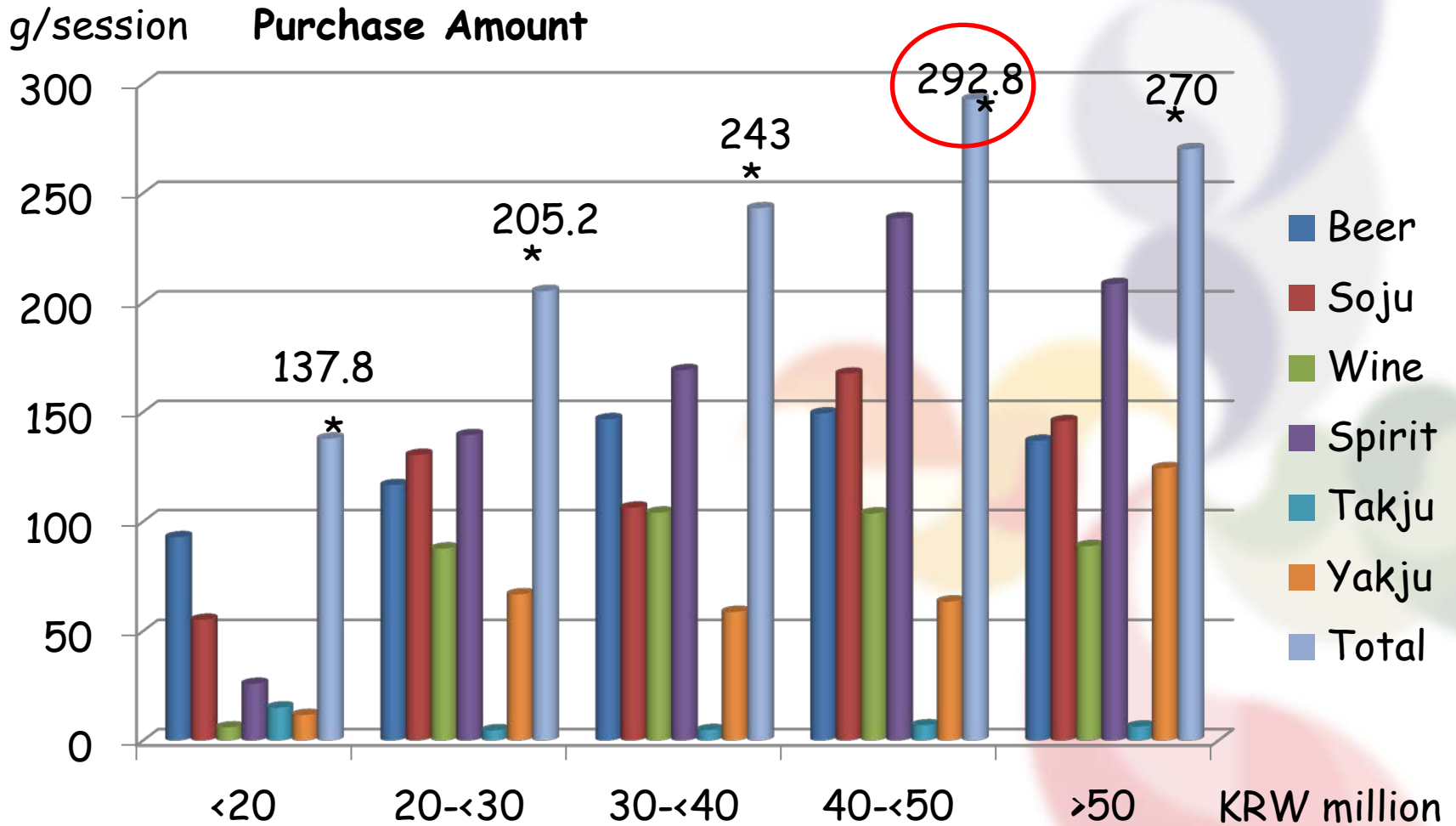
Intake Amount



HI : Household Income

Alcohol (g) : Volume X Alcohol Content X Gravity (0.789)

HI



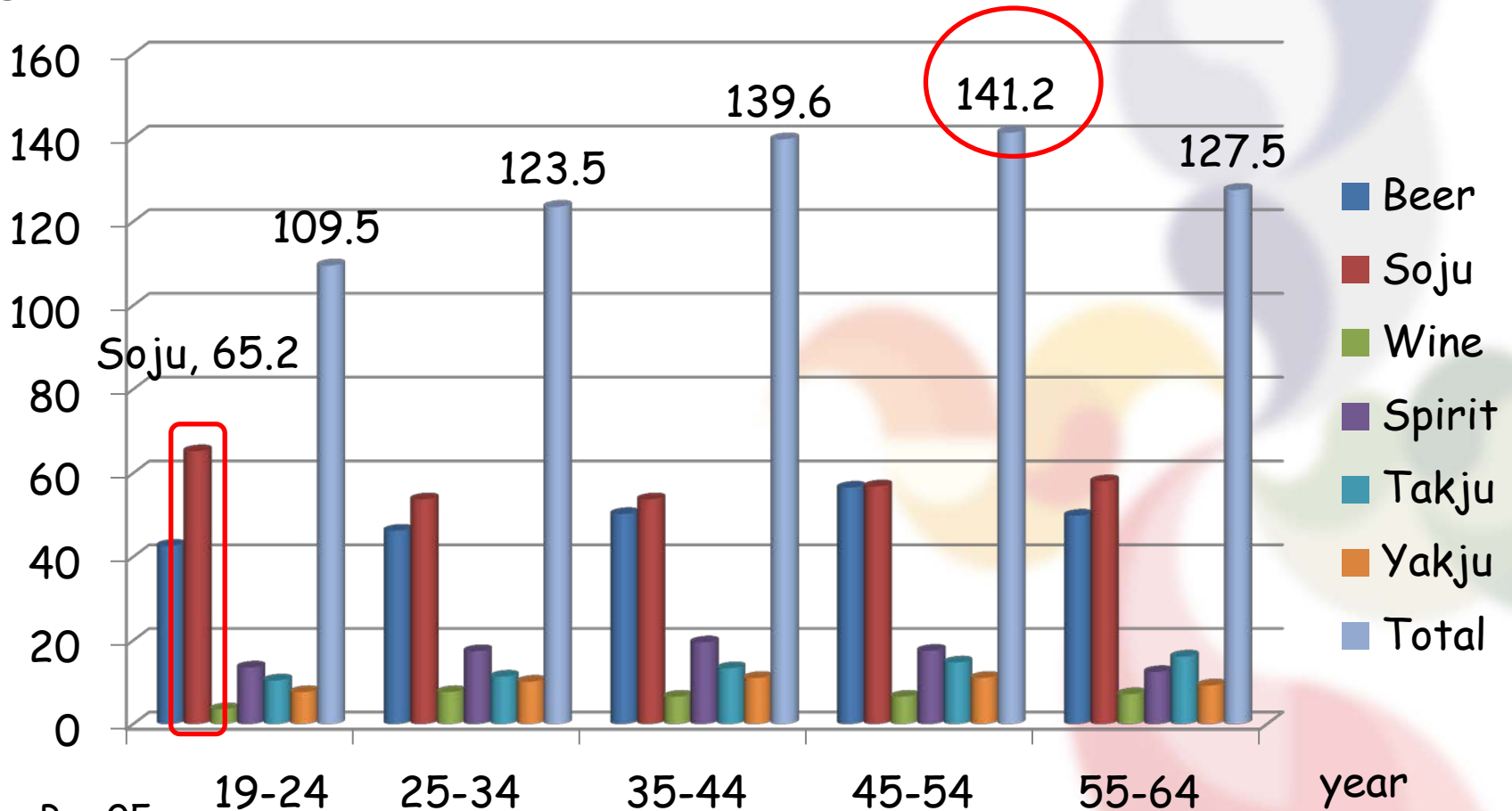
* P < .05 HI : Household Income

Alcohol (g) : Volume X Alcohol Content X Gravity(0.789)

Age

g/session

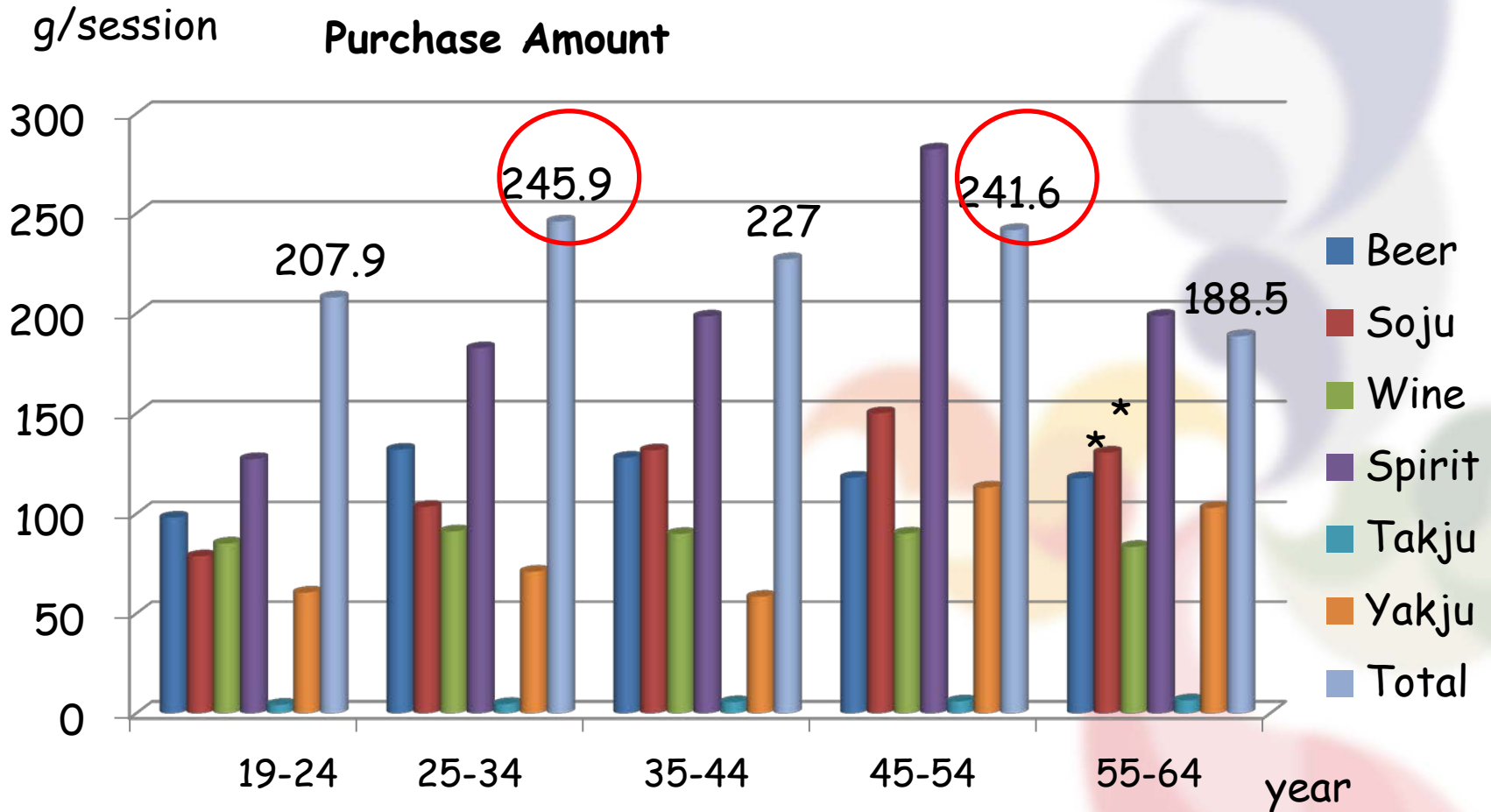
Intake Amount



P < .05

Alcohol (g) : Volume X Alcohol Content X Gravity (0.789)

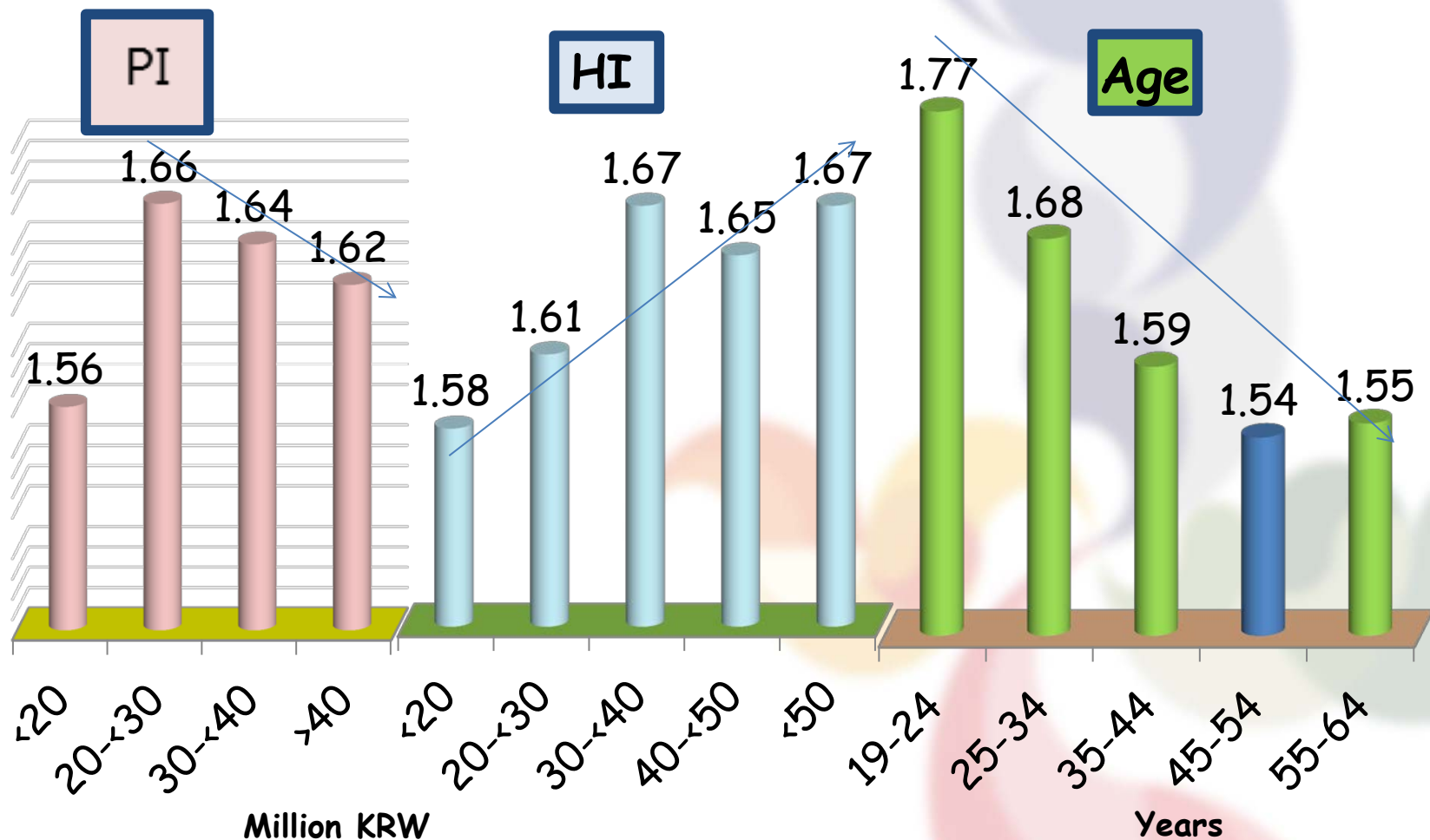
Age



P < .05

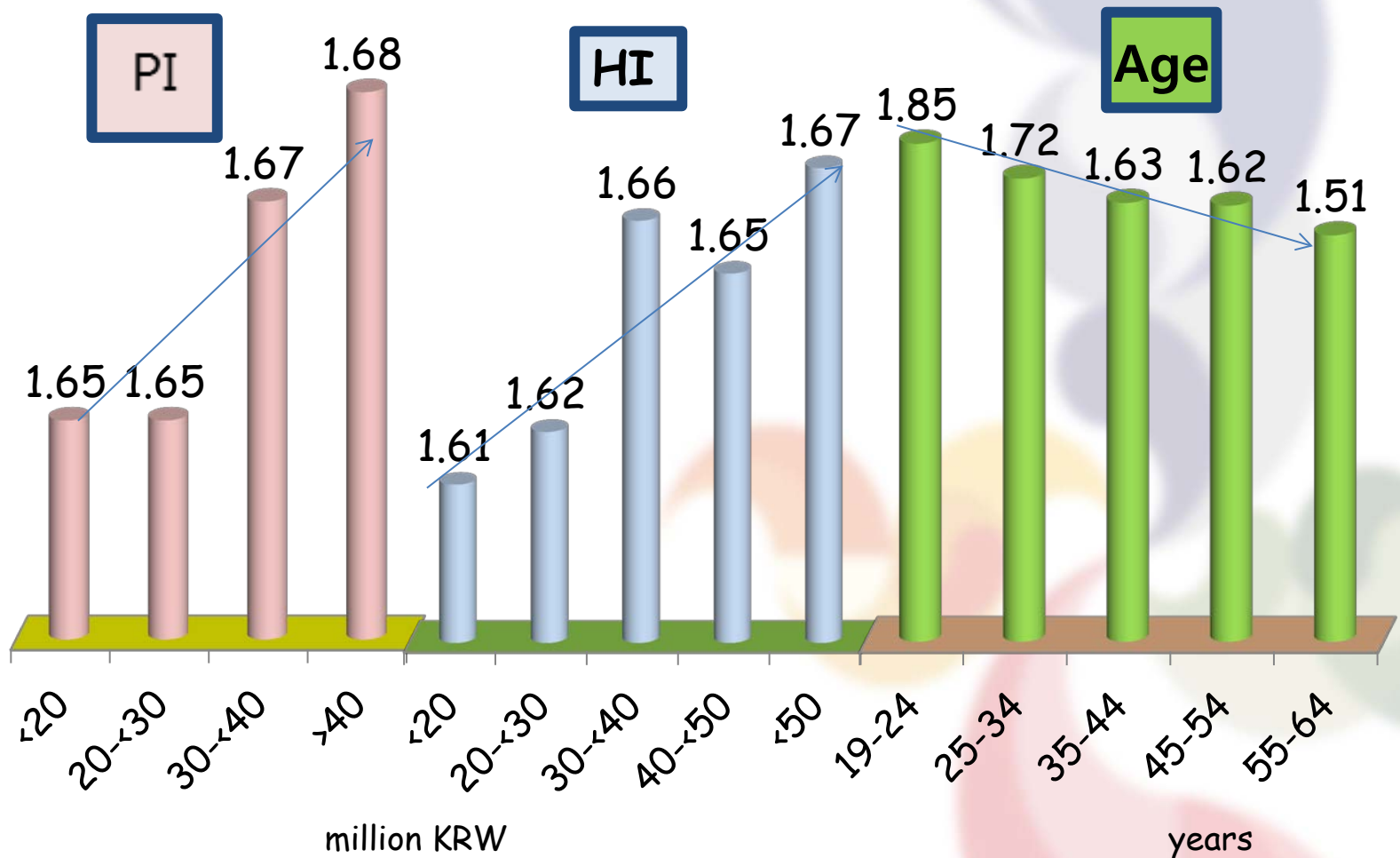
Alcohol (g) : Volume X Alcohol Content X Gravity(0.789)

Amount



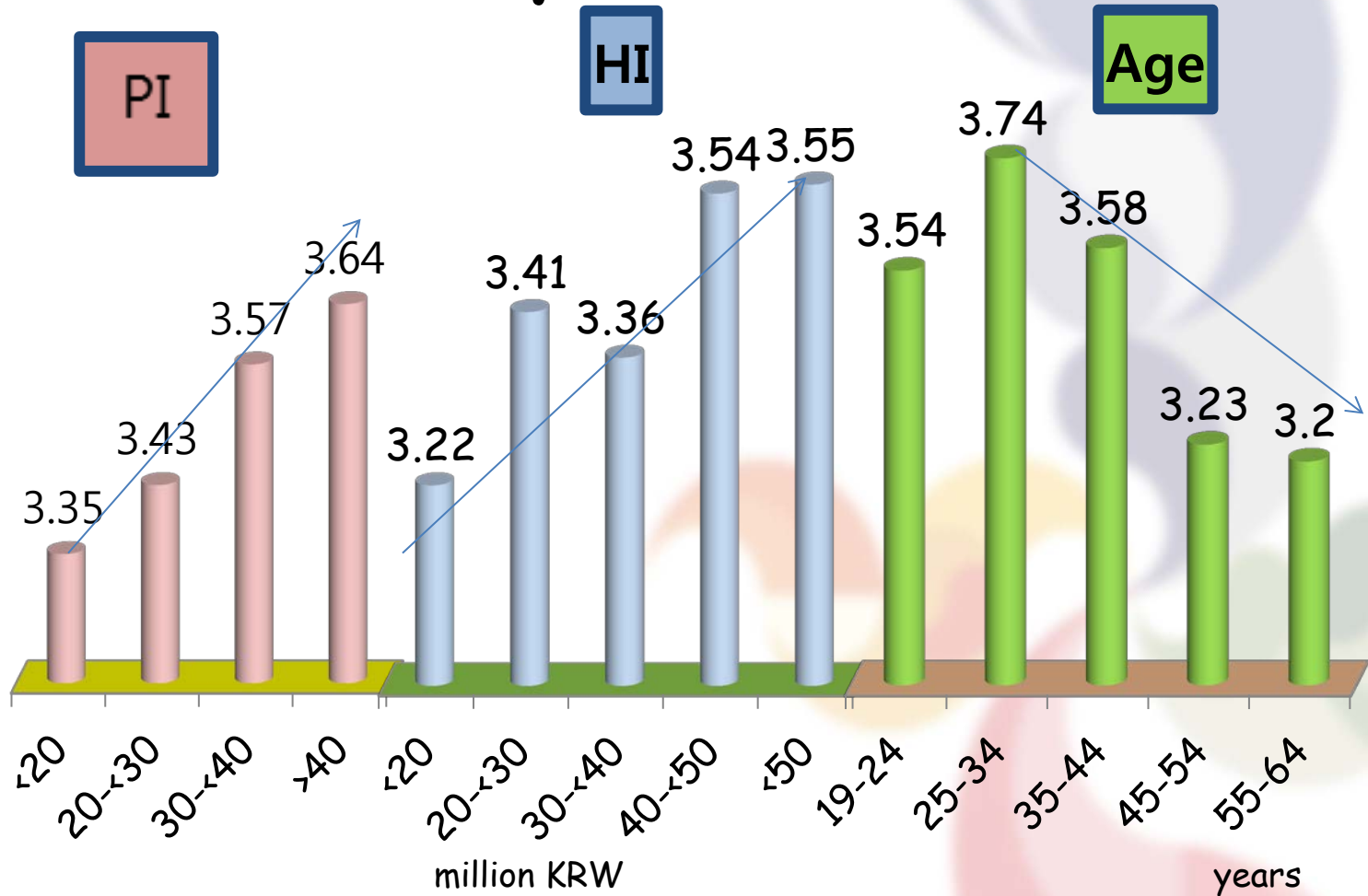
1) Never Affected 2) Doesn't matter 3) Strongly affected

Drink Type



1) Never Affected 2) Doesn't matter 3) Strongly affected

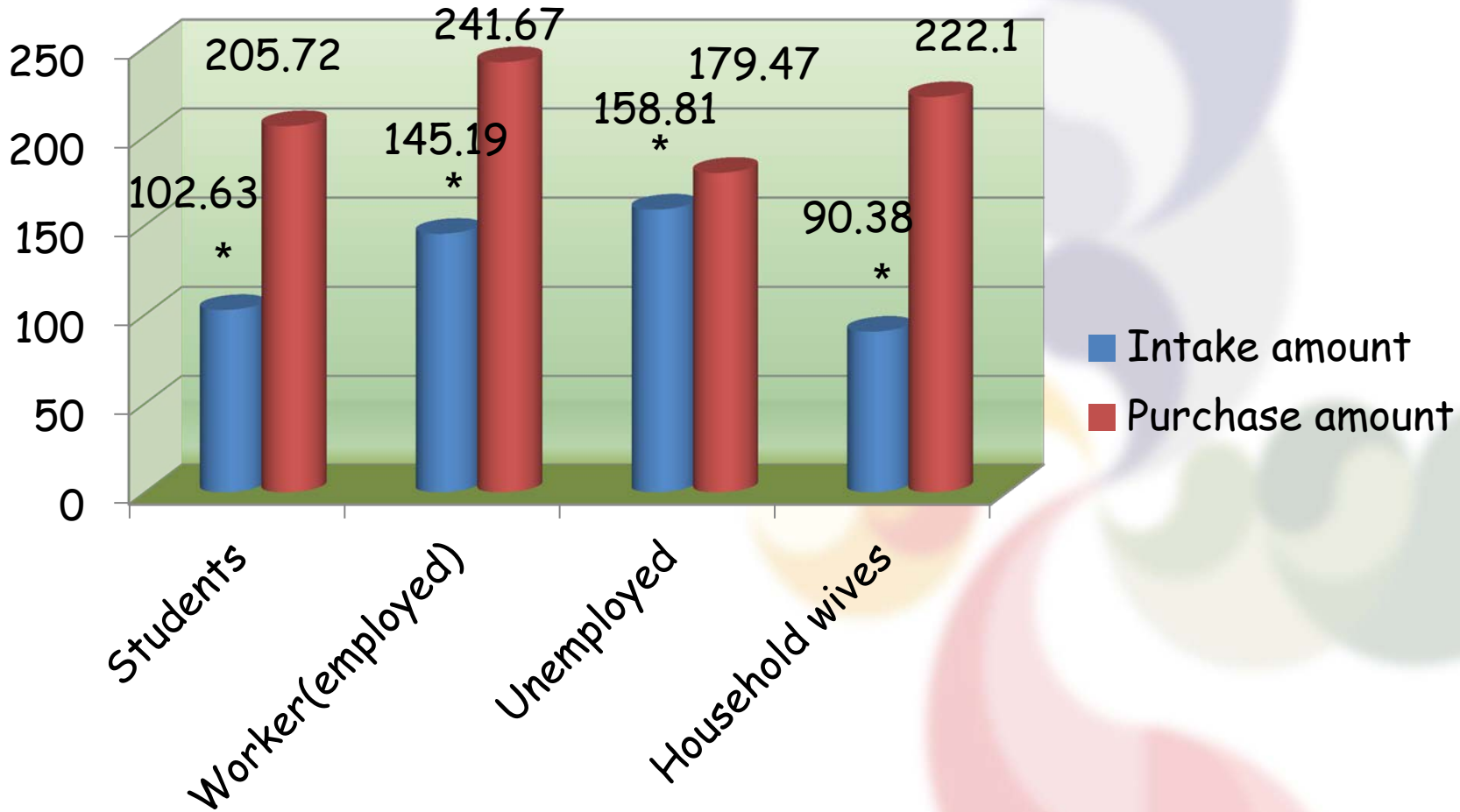
Payment



Price : 1) <3 2) <5 3) <10 4) <30 5) <500 Unit : Thousand KRW

Status

g/session



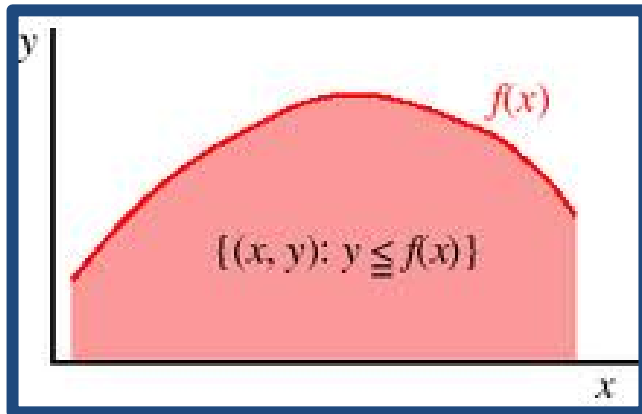
Not employed : Include on sick leave retired

* $p < .001$

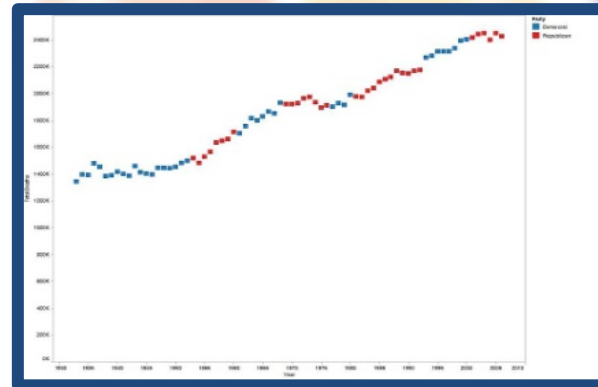
Conclusion

Pattern for Increase in Alcohol Consumption

IA-unemployed area increased income in some degree has more time to drink



PA-workers purchase more socioeconomic area, increased proportional to income



Limitations & Suggestions

Limitations

- 1. Due to lack of differentiation between job types, work conditions were not considered.
- 2. Sample data could not be generalized to all.
- 3. Income level is not the absolute one
- 4. Binge, heavy, moderate is not considered.

Suggestions

- 1. Further Research
- 2. Target group : Over 30 million, working, business area
- 3. Regulate price (with pure alcohol contents) advertising, selling license, restrict over drinking system, preventing secondary harm
- 4. Coherent procedure of direction and philosophy for future Alcohol Policies.

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Thank You!

