



NATIONAL INSTITUTE FOR HEALTH AND WELFARE

# The development of alcohol consumption and trends of youth drinking in Finland

Alkoholi konverents 2011 „Põhjamaade jälgedes?“  
Sokos Hotel Viru, Tallinn  
November 22, 2011

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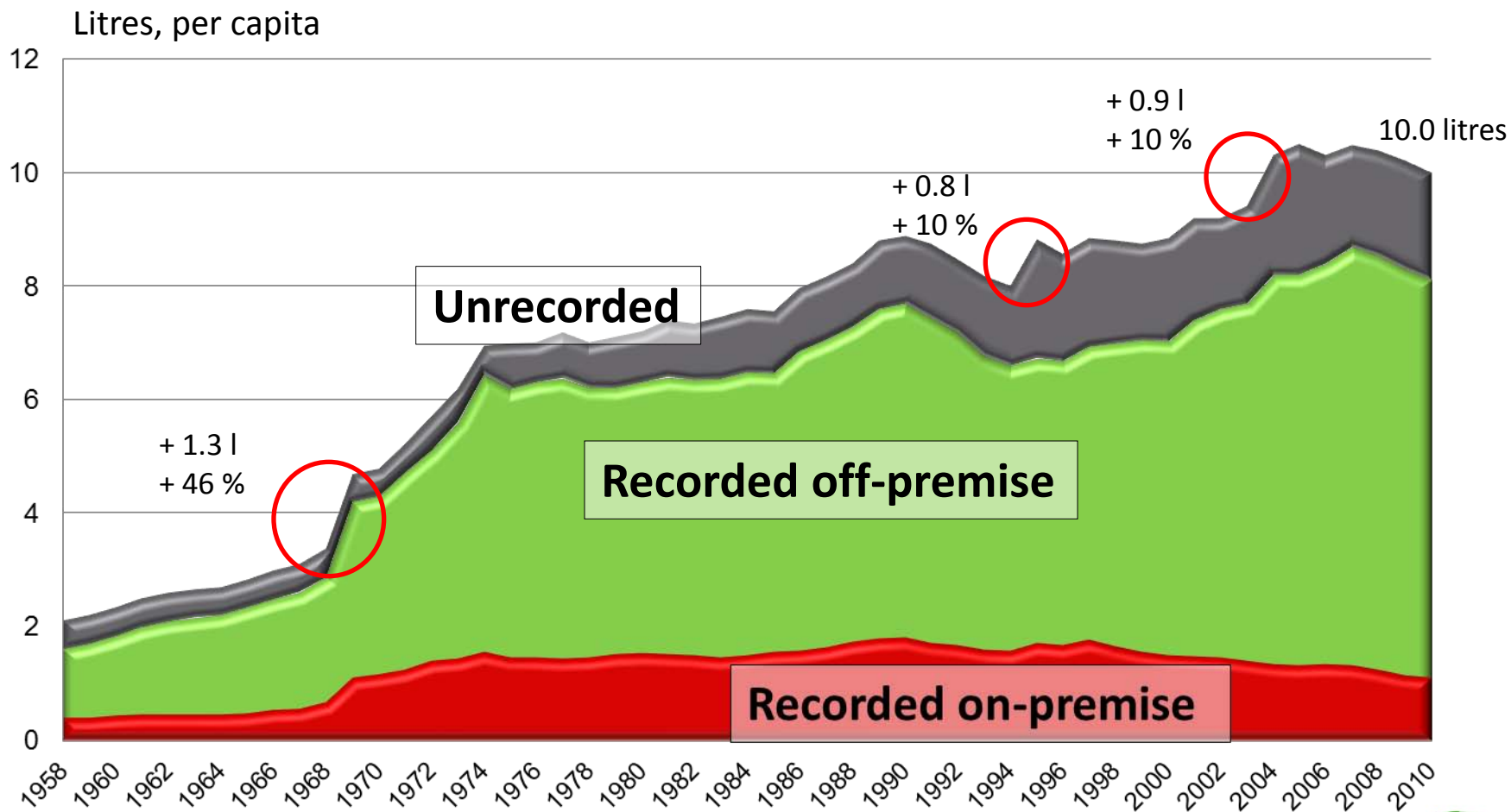
# Contents

## 1. Alcohol consumption trends in Finland

## 2. Trends of youth drinking

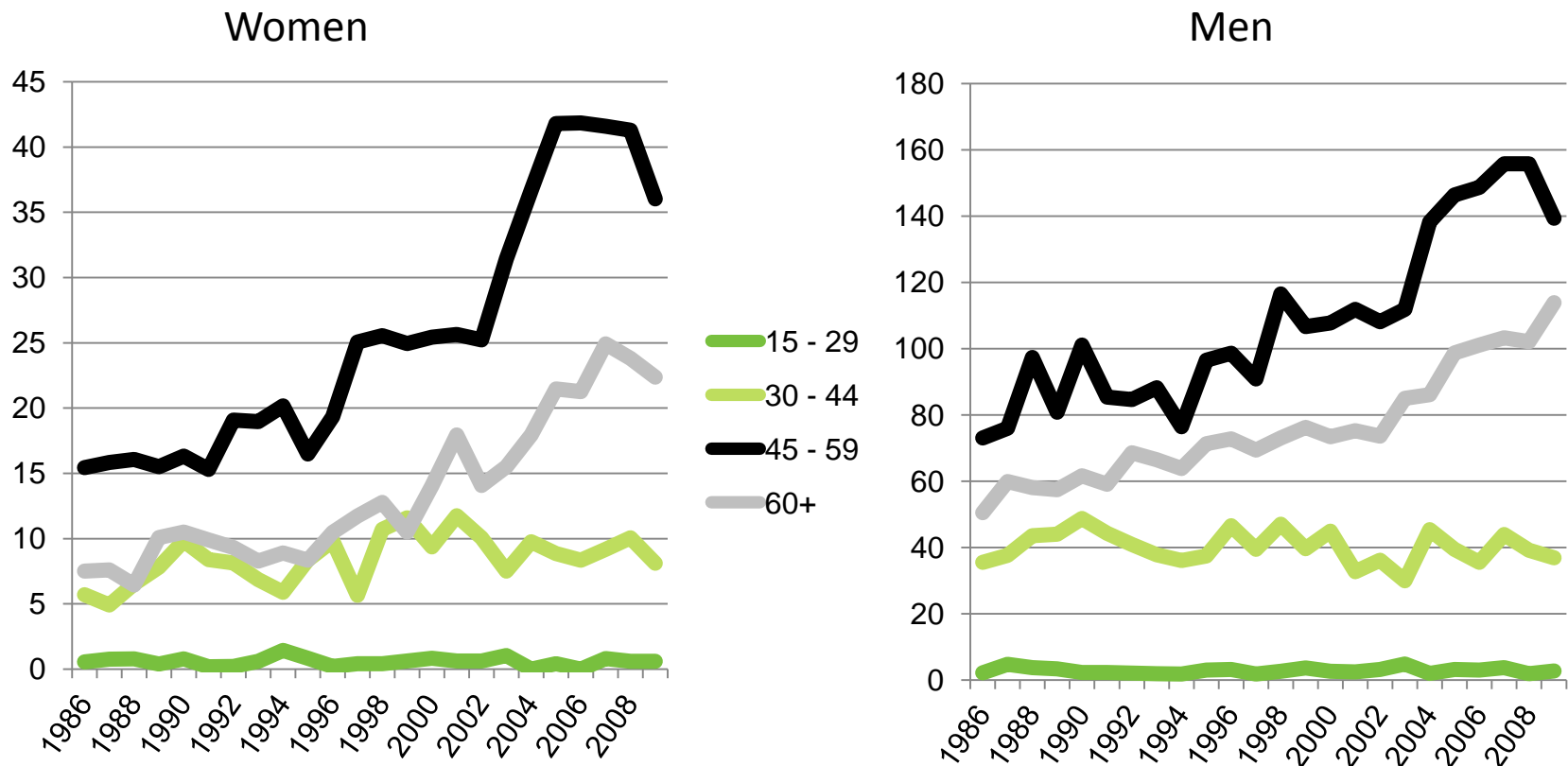


# Alcohol consumption in 100 % alcohol per capita, 1958 – 2010



# Alcohol consumption vs. alcohol-related harm in Finland

## Alcohol-induced mortality by age group, 1986– 2009



# Alcohol consumption in Finland after 2004

- In January 2004 alcohol import quotas within EU were abolished.
- In March 2004, Finland lowered alcohol taxes by 33 % in average.
- In May 2004, Estonia became a member of the EU, which meant that cheap alcohol could fairly easily be imported to Finland from a close by country.
- In 2004 total alcohol consumption in Finland increased by over 10 %. The increase in alcohol sales was 7 %, whereas passenger imports of alcohol increased by about two thirds.



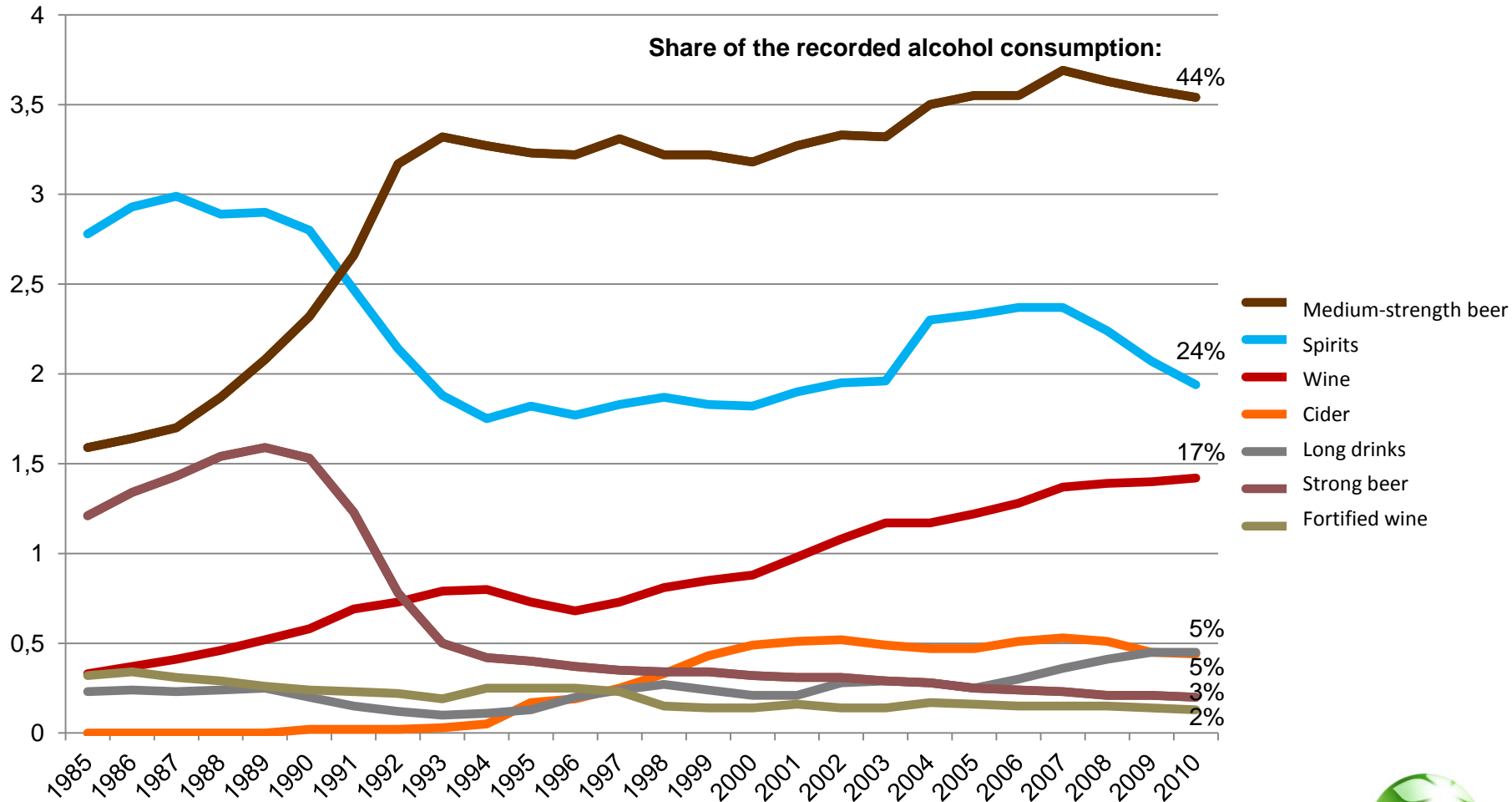
# Alcohol excise duties in some European countries, 1 Jan, 2010

	Spirits	Intermediate products	Wine	Beer
EU's minimum tax	5,5	2,5	0,0	1,9
Romania	5,5	3,6	0,0	1,9
Bulgaria	5,6	2,6	0,0	1,9
Cyprus	6,0	2,5	0,0	4,8
Italy	8,0	3,8	0,0	5,9
Spain	8,3	3,1	0,0	2,0
Slovenia	9,1	4,6	0,0	9,0
Hungary	9,3	4,1	0,0	5,3
Slovakia	9,4	4,6	0,0	4,1
Portugal	10,0	3,2	0,0	3,5
Austria	10,0	4,1	0,0	5,2
Luxembourg	10,4	3,7	0,0	2,0
Czech Republic	11,2	9,2	0,0	3,2
Malta	11,5	8,3	0,0	1,9
Poland	11,7	3,9	3,4	4,0
Latvia	12,6	5,5	5,1	3,1
Lithuania	12,8	4,9	5,2	2,5
Germany	13,0	8,5	0,0	2,0
Estonia	14,2	8,7	6,7	5,4
France	15,1	12,4	0,3	2,6
Greece	16,3	3,8	0,0	4,1
The Netherlands	15,0	6,6	6,2	5,0
Belgium	17,5	5,5	4,3	4,3
Switzerland *	19,1	9,6	0,0	3,3
Denmark	20,2	6,9	7,5	6,8
UK	24,9	17,4	21,4	18,1
Ireland	31,1	21,1	23,8	15,7
Finland	39,4	31,6	25,7	26,0
Faroe Islands	44,4	30,6	29,3	22,7
Sweden	49,2	24,6	19,3	16,3
Iceland *	58,4	58,4	34,7	26,7
Norway *	71,9	46,9	46,9	46,9

\* Non EU-country



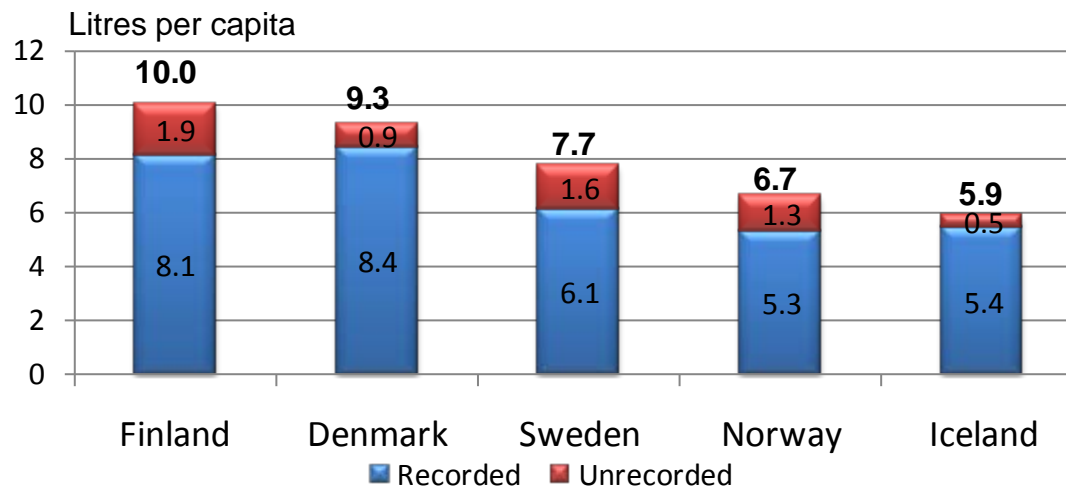
# Recorded consumption of alcoholic beverages in Finland by beverage group as 100 % alcohol in 1985 – 2010



# Alcohol consumption in the Nordic countries, 2010

- On the European scale, alcohol consumption in Finland and Denmark is currently on a upper-middle level. The Finns drink alcohol more than the Italians and Greeks and almost as much as the French. Iceland and Norway are among the countries with the lowest alcohol consumption in Europe.

## Alcohol consumption in the Nordic countries 2010, in 100 % alcohol





## Alcohol consumption trends in Finland (1/2)

- Since the Finnish EU membership in 1995 alcohol consumption has reached a new level, with increased incidence of alcohol-related harm.
- Alcohol consumption peaked in Finland in 2005 and 2007 at a level of 10.5 litres per capita (12.7 litres per capita +15).
- The current recession together with decreasing purchasing power, rising unemployment and repeated tax increases has turned alcohol consumption on a slight downward trend during the past three years.



## Alcohol consumption trends in Finland (2/2)

- Despite the downward trend the past few years, the Finnish alcohol consumption is still the highest among the Nordic countries.
- This is also reflected in the level of alcohol related harm that is substantially higher than for instance in Sweden.
- Every year, approximately 3 000 Finns die of alcohol-related reasons making it the most common cause of death for men and women of working age.
- For the Finnish youth, however, the situation seems a bit brighter, at least for the moment.



# Contents

1. Alcohol consumption trends in Finland

**2. Trends of youth drinking**



# Youth drinking, many sources of information

- In Finland we have quantitative data on youth drinking from the following studies:
  - The European School Survey Project on Alcohol and Other Drugs (ESPAD),
  - the Adolescent Health and Lifestyle Survey (AHLS),
  - the School Health Promotion Study (SHPS),
  - the Finnish Drinking Habit Survey (FDHS), and
  - the Health Behaviour in School-Aged Children Study (HBSC).
- Next I will present results derived mainly from ESPAD, SHPS and AHLS.



# Youth drinking, many sources of information

- **The Health Behaviour in School-Aged Children Study (HBSC)**
  - target group: young people attending school, aged 11, 13 and 15 years old.
  - every fourth year since 1985/86
- **The European School Survey Project on Alcohol and Other Drugs (ESPAD)**
  - target group: school children who will turn 16 at the year of the data collection
  - every fourth year since 1995
- **School Health Promotion Study (SHPS)**
  - target group: 8th - and 9th graders and 1st and 2nd graders of high school and vocational school
  - every other year on the other half of Finnish municipalities and every other year on the other half since 1995
- **The Adolescent Health and Lifestyle Survey (AHLS)**
  - target group: 12, 14, **16** and 18 years old. Postal survey since 1977 every other year
  - nationally representative samples
- **Finnish Drinking Habit Survey (FDHS)**
  - target group: 15-69 years old Finns
  - every eighth year since 1968



# Trends of youth drinking

Two main indicators on youth drinking:

## 1. **Abstinence**

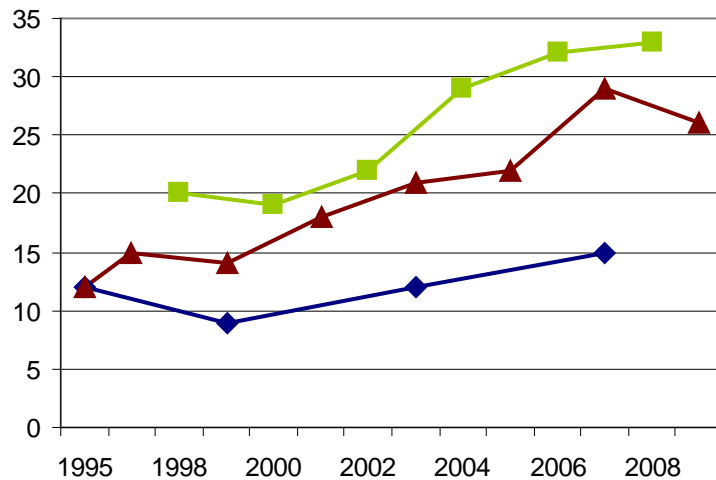
## 2. Drinking to intoxication (binge drinking)



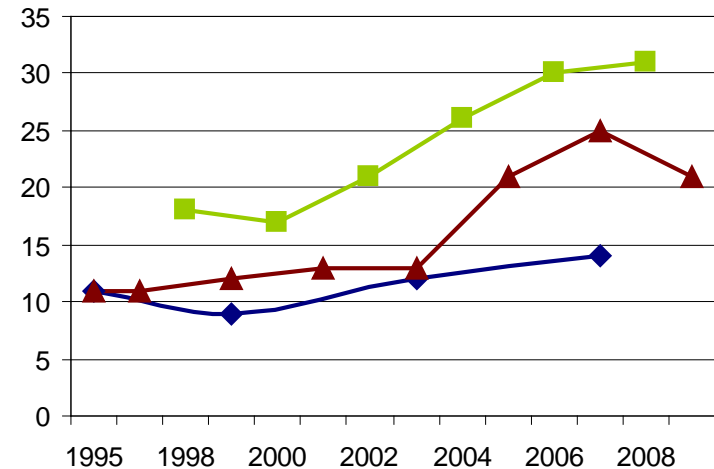
# Trends of youth drinking

## Abstinence, 16 years old (%)

Boys

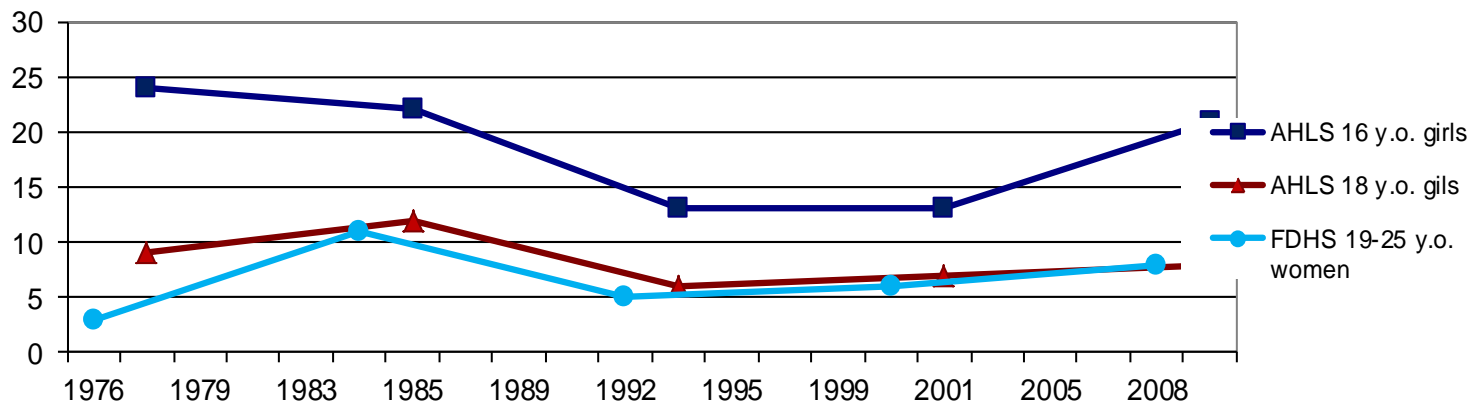
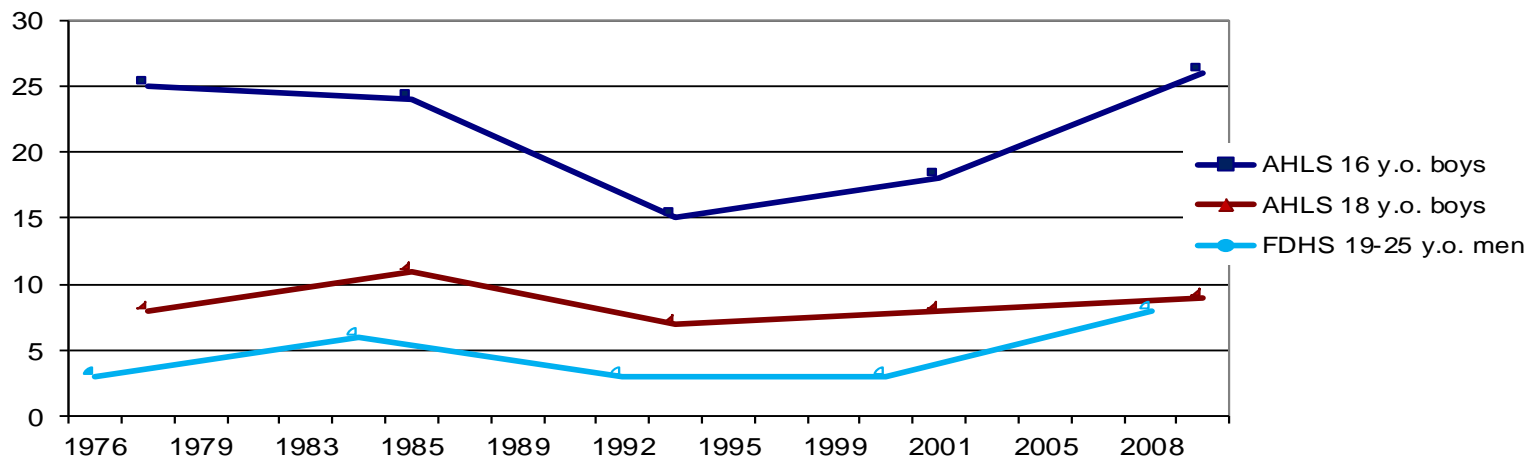


Girls



# Trends of youth drinking

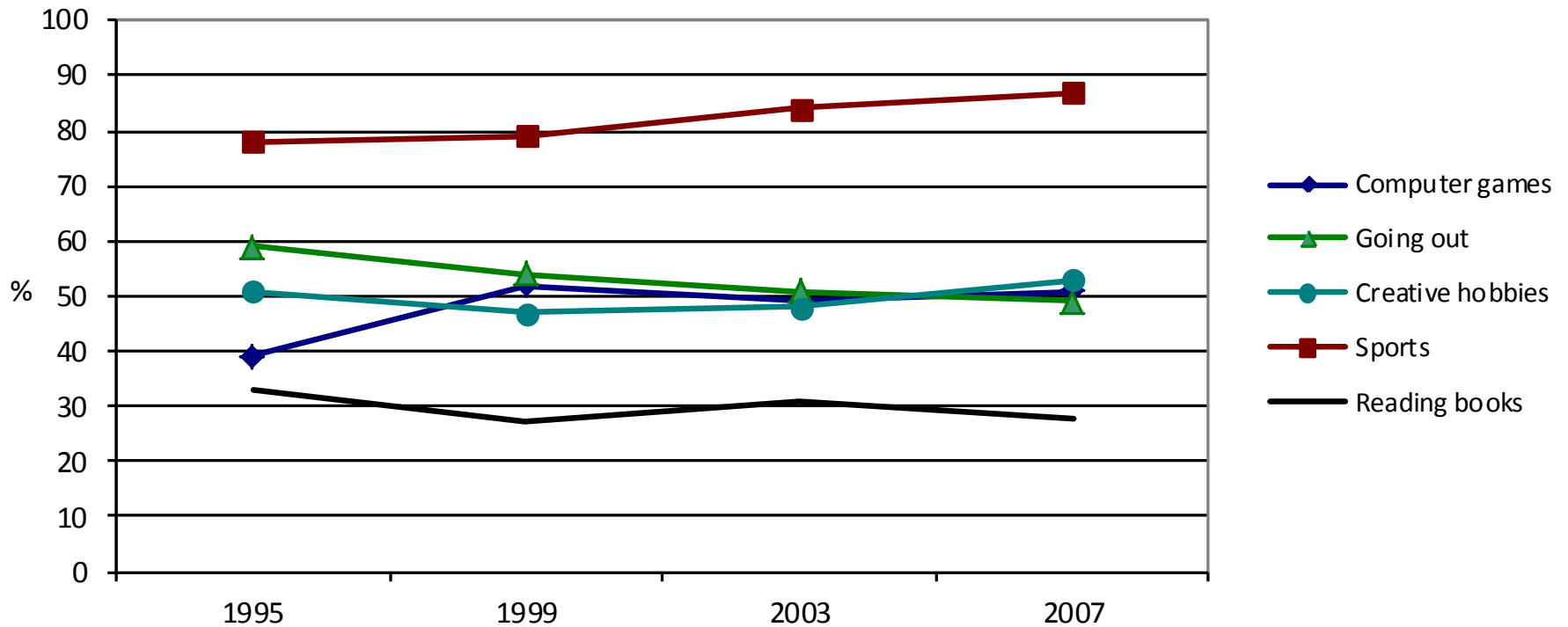
Proportion of 16 - and 18- years old (AHLS) and 19–25 years old (FDHS) abstainers (%)





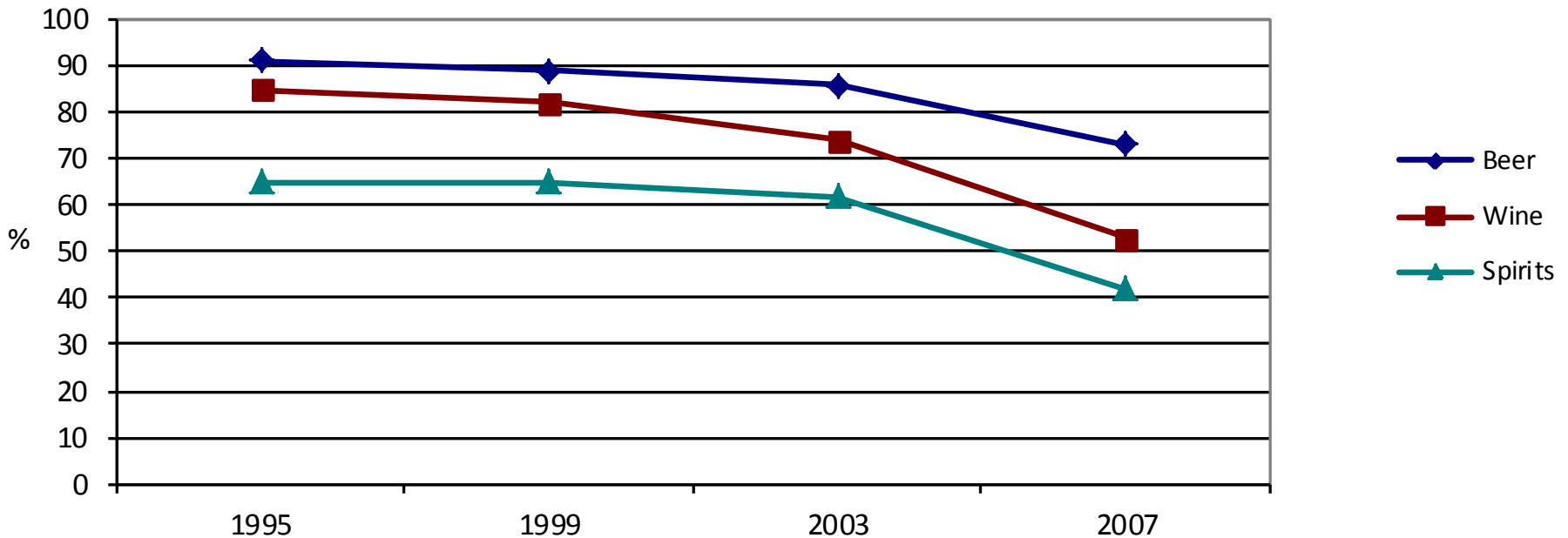
# Explanations for underage abstinence?

## Hobbies at least once a week (ESPAD)



# Explanations for underage abstinence?

## Acquiring alcohol by beverage type, very / quite easy (ESPAD)



# Trends of youth drinking

Two main indicators on youth drinking:

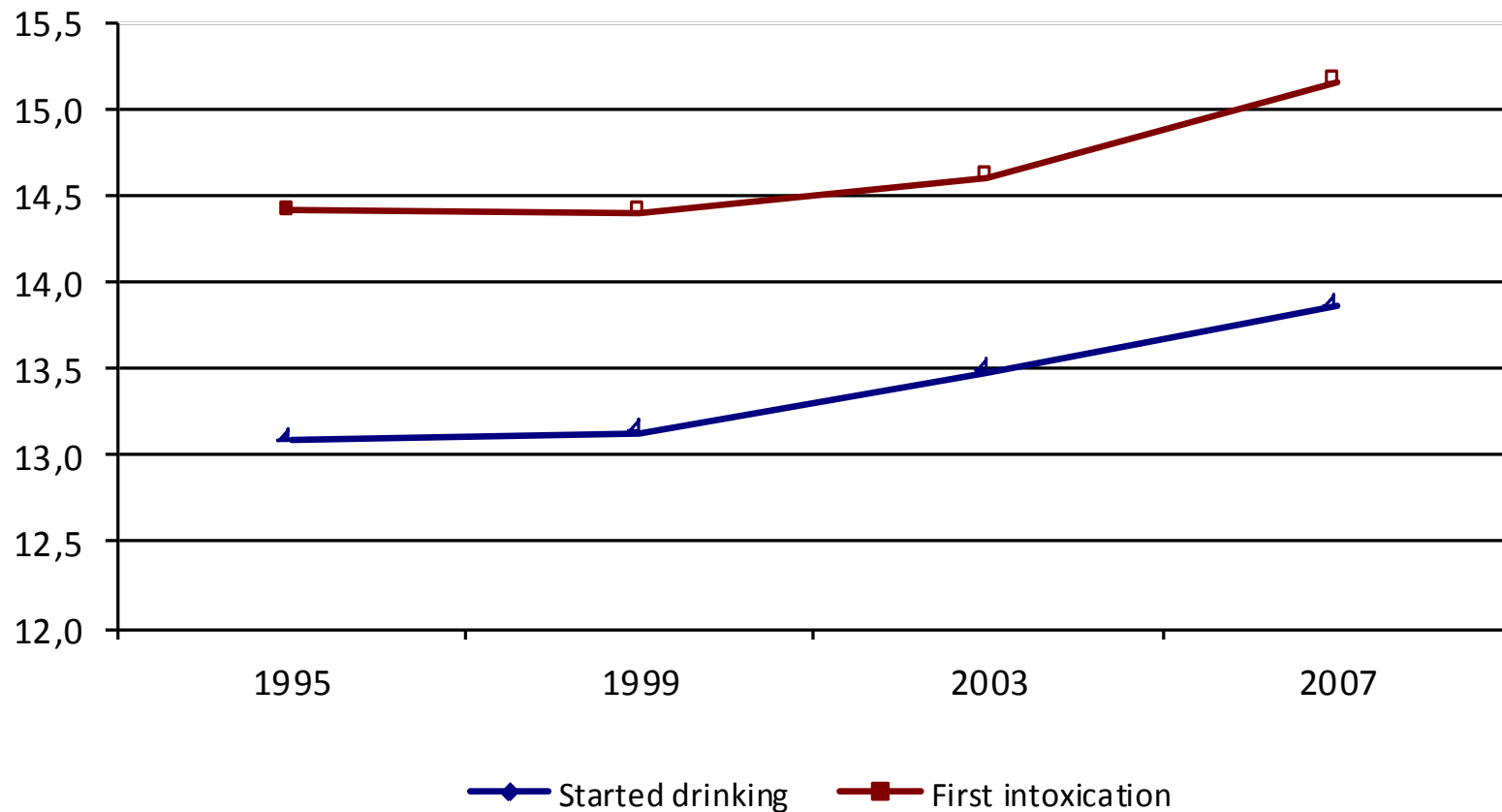
1. **Abstinence**

2. **Drinking to intoxication (binge drinking)**



# Trends of youth drinking

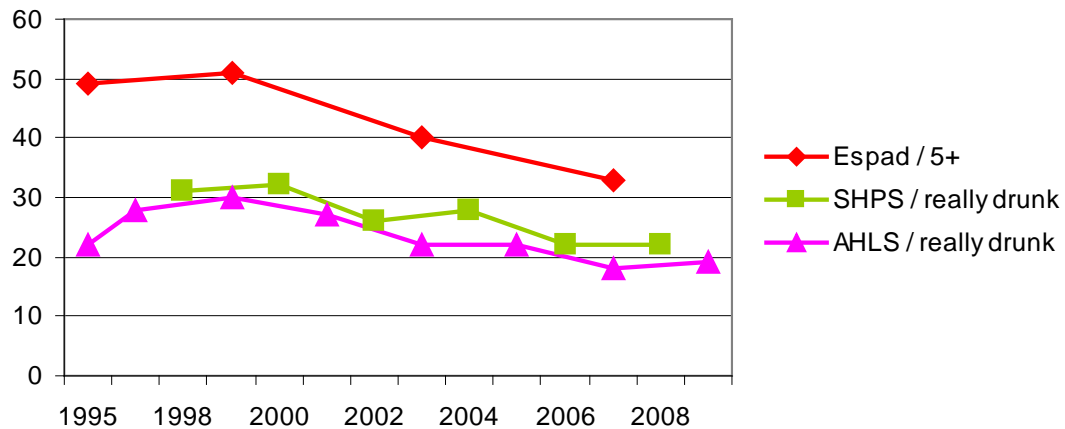
## Age when started drinking and when first drank to intoxication (ESPAD)



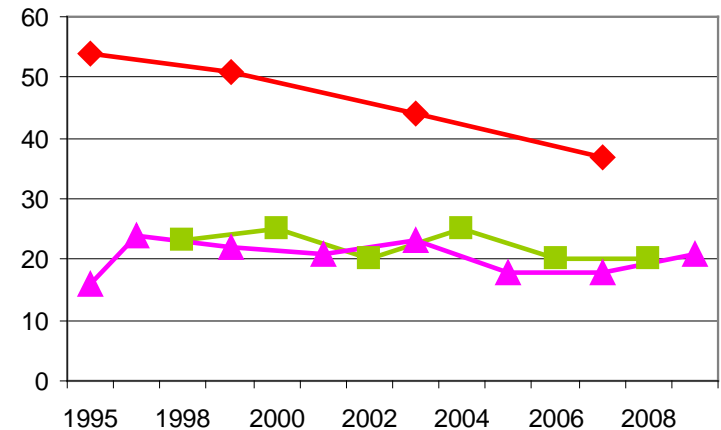
# Trends of youth drinking

## Drunk at least once a month, 16 years old (%)

### Boys



### Girls



# Changes in youth drinking in Finland (1/2)

- Age of onset has increased and level of binge drinking decreased in Finland during the past decade or so.
- Abstinence among minors has increased from the mid to late 1990's until now, whereas there have been no change among the adults.
- The control of underage drinking as well as attitudes towards underage drinking has become more strict during the past decade.
- This might partly explain the increase in abstinence and the fact that the effect seems to fade away when turning 18.



# Changes in youth drinking in Finland (2/2)

- Whereas binge drinking of underaged has decreased, binge drinking by young adults (over 18) has increased. This trend has been especially visible among young women.
- It seems also that the meaning of intoxication among young women has changed: in the 1980's intoxication was associated with shame and fear of loss of self-control whereas in the 2000's it is associated with indulgence, pleasure and having fun.
- Results from recent studies show, however, that the positive trend of increased abstinence and decreased binge drinking amongst minors might have stopped.





**AITÄH – TACK – KIITOS!**

