Q 2016
European Conference on Quality in Official Statistics

Measuring alcohol consumption in social surveys – a comparative study

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Speed session 4

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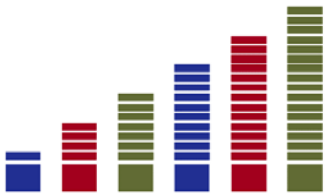
Background

3 parallel surveys with widely different ways to measure alcohol consumption



Survey designs

Survey A
EHIS (N=8200)
CATI

1. Drinking previous 12 months?
2. How often?

3. How many weekdays?
4. When drinking on a weekday - on average, how many **alcohol units**?

5. How many weekend days?
6. When drinking in a weekend – on average, how many alcohol units?

Survey B
ESS (N=1450)
CAPI

1. **How often** have you been drinking previous 12 months?

2. **Last time** drinking on a weekday – how many of the illustrated types of alcohol did you drink?

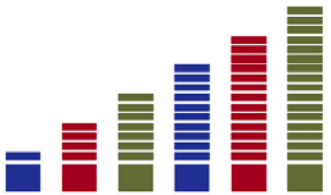
3. Last time drinking in a weekend – how many of the illustrated types of alcohol did you drink?

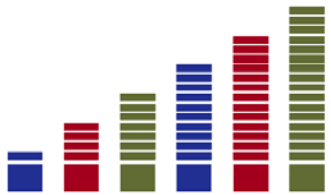
Survey C
NDS (N=2250)
CATI

1. Drinking previous 12 months?
2. How often?
3. How many days per ..?
4. Drinking previous 4 weeks?

5. Drinking … previous **4 weeks**? (4)
6. How often?
7. How many days per…?
8. Preferred unit size?
9. During the 4 previous weeks, how many «pref unit» … have you been drinking **on average** per week?

How do the different survey designs produce different estimates?



Results

Survey	Drinking pop last 12 months %	Grams of alcohol consumed 1 week MALE	Grams of alcohol consumed 1 week FEMALE
Survey A (EHIS)	83	80	57
Survey B (ESS)	89	111	70
Survey C (NDS)	82	80	43