Canada

Canadian Facts Limited
Health Promotion, Health and Welfare Canada

Alcohol Consumption in Canada: A National Study, 1979

Study Documentation

April 23, 2022

Metadata Production

Metadata Producer(s)	Data Services , Queen's University Library OCUL Data Communinity, Data Rescue Group , Ontario Council of University Libraries
Production Date	April 2, 2017
Identification	acc-g0000368-E-1979-02

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Alcohol Consumption in Canada: A National Study, 1979
Consommation de boissons alcoolisées au Canada : sondage à l'échelle nationale, 1979

Overview

Type	Alcohol Consumption in Canada
Identification	acc-g0000368-E-1979-02
Series	Dialogue on Drinking is an information programme which has the purpose of stimulating public awareness of drinking behaviour, and encouraging community involvement in programmes directed toward alcohol related problems. The first phase, Dialogue I, occurred between October 7, 1976 and March 26, 1977. The purpose of this first phase was to familiarize the public about the concept Dialogue on Drinking through a variety of advertising mediums. These consisted of advertisements in 58 newspapers and 9 magazines, and 6 radio broadcasts in 16 different cities. Phase 2A was utilized to get public feed-back about the ideas and opinions elicited by the first phase of the project, Dialogue I. Phase 2A took place between October 17th, 1977 and December, 1977. During this time period a single print advertisement was inserted in each publication twice, and 3 radio broadcasts were aired. Phase 2B consisted of a single television spot, introduced on January 21, 1978, and was shown on all Canadian networks during peak family viewing times until April 1978. Similar to Phase 2A the content was derived from responses to Dialogue I. Phase 3A of the programme was conducted during November 1978. This study was a continuation of the preceding analysis. Phase 38 of the programme was conducted during February, 1979. Similar to the previous surveys, this study was concerned with the drinking habits of Canadians .

Abstract

This file contains data collected during the national drinking survey for Phase 3B. The assessment of the visibility of the Dialogue on Drinking campaign was identical to Phase 3A concerning alcohol use and associated problems. There were some changes in codes for questions relating to the Dialogue campaign.

Unit of Analysis	Individuals

Scope & Coverage

Keywords	Advertisements, Alcohol, Campaign on drinking, Drinking, Education, Employment status, Family income, Language, Occupation, Reading, Socio-economic level
Topics	Alcohol
Countries	Canada

Geographic Coverage
Province

Universe

Included: Individuals between the ages of 15 and 90 years

Excluded: those living in the Northwest Territories and Yukon, the least accessible and sparsely populated areas of each province, inmates of institutions, inhabitants of lumber and mining camps, members of the armed forces not living at home, persons living on Indian reservations and transients having no regular place of residence. Although these exclusions constitute only about 7% of the Canadian population they represent the most likely sources of heavy drinkers according to consumption statistics and other known correlates of alcohol abuse.

Producers & Sponsors	
Primary Investigator(s)	Canadian Facts Limited Health Promotion, Health and Welfare Canada
Other Producer(s)	Helath Promotion , Health and Welfare Canada
Other Acknowledgment(s)	, Sponsoring Organization , Health and Welfare Canada

Sampling
Sampling Procedure A four stage random sample selection was employed according to locality, enumeration area, block and household. A sample of 2068 respondents between the ages of 15 and 90 years was randomly selected from the qualifying household members at home at the time of interview.
Response Rate 2056 respondents aged 15 to 90 years.
Weighting V31_WEIGHT = weight variable for the file. Note: Use with caution. When applied, the weighted sample size does not correspond to the adjusted size of the Canadian population at the time of the survey. Data from CANSIM table 051-0001 puts the population of Canada for ages 15-89 (figures for the size of the population of 90 year-olds was not available) at 18,151,792 for 1978. Reducing this figure by accounting for the exclusions yields figures of 16,881,167. The weighted population total, according to this survey, comes to 200,845.

Data Collection	
Data Collection Mode	Face-to-face interviews in either French or English
Questionnaires Questionnaire	
Data Collector(s)	Canada Facts Limited

Other Processing
Other Processing Question 12 in the questionnaire asks about political affiliation. Data for this question was not included in the dataset or the documentation. The questionnaire was designed by the Research Bureau of the Non-Medical Use of Drugs Directorate, incorporating the suggestions made by provincial agencies. The data relating to Phase 3B, which were received at 800 bpi on a 9 track tape, were copied according to MRA standards at 1600 bpi, 9 track using a utility program- SDLCOPY. The data were then verified with an SPSS subprogram FREQUENCIES. The few irregularities have been noted in the codebook. The file was then reformatted from card image of two cards per cases to a continous record of 101 bytes. A duplicate, back-up copy was then created.

Accessibility	
Access Authority	Library and Archives Canada (Government of Canada) , http://www.bac-lac.gc.ca/eng/Pages/home.aspx
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The publishing of analysis and results from research using this data is permitted in research communications such as scholarly papers, journals and the like. The author(s) of these communications are required to cite the author as the source of the data and to indicate that the results or views expressed are those of the author/authorized user.

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Files Description

Dataset contains 1 file(s)

1979-02-alcohol-consumption	
# Cases	2056
# Variable(s)	80

Version

The ASCII data file and Codebook were downloaded from the Open Data website (http://open.canada.ca/data/en/dataset/ fa9def2b-37f0-4984-89f9-bb30f312e9df) on September 10, 2015. Using this Codebook, syntax was created and run against the ASCII data file. The SPSS data file created is provided here. Use with caution. There was no documentation to double check the frequencies created by this data file. Data Services, Queen's University Library
 Map and Data Centre, Western University
 OCUL Data Community, Data Rescue Group

The following changes were made to the data file by Data Services, Queen's University Library.

• Recoded value 0 to value 10 in four variables (V16_NUMPEOPLE V17_PEOPLE18 V18_PEOPLE15 V19_PEOPLE15) in order to restore an ordinal relationship to values 1=1, 2=2, …, 9=9, 10=10 or more.

• Assigned a second column to four variables (V16_NUMPEOPLE V17_PEOPLE18 V18_PEOPLE15 V19_PEOPLE15) to accommodate recoding change made above.

• Recoded some values of V65_DRINK1, V66_DRINK2, V67_DRINK4, V68_DRINK8, V69_DRINK12

• If the value of V64_DRINK was 2 (does not use alcohol), the five variables above were recoded to value 8 (previously assigned to 0, which could also mean "had # of drinks on no days")

• If the value of V64_DRINK was 3 (Question was refused), the five variables above were recoded to value 9 (previously assigned to 0, which could also mean "had # of drinks on no days")

• Additional missing values assigned as needed (e.g., 8 and 9 for V65_DRINK1, V66_DRINK2, V67_DRINK4, V68_DRINK8, V69_DRINK12)

• Added value labels
 V03_Month
 02 "February"
 /
 V15_NUMCHILD
 0 "household has no children under 18 years at home"
 1 "household has one child under 18 years at home"
 2 "household has two children under 18 years at home"
 3 "household has three children under 18 years at home"
 4 "household has four children under 18 years at home"
 5 "household has five children under 18 years at home"
 6 "household has six children under 18 years at home"
 7 "household has seven children under 18 years at home"
 8 "household has eight children under 18 years at home"
 9 "household has nine children under 18 years at home"
 /
 > V16_NUMPEOPLE V17_PEOPLE18 V18_PEOPLE15 V19_PEOPLE15
 1 "household size: one person"
 2 "household size: two persons"
 3 "household size: three persons"
 4 "household size: four persons"
 5 "household size: five persons"
 6 "household size: six persons"
 7 "household size: seven persons"
 8 "household size: eight persons"
 9 "household size: nine persons"
 10 "household size: ten or more persons"
 /
 V18_PEOPLE15
 1 "one person aged 15 or over in household"
 2 "two persons aged 15 or over in household"
 3 "three persons aged 15 or over in household"
 4 "four persons aged 15 or over in household"
 5 "five persons aged 15 or over in household"
 6 "six persons aged 15 or over in household"
 7 "seven persons aged 15 or over in household"
 8 "eight persons aged 15 or over in household"
 9 "nine persons aged 15 or over in household"
 10 "ten or more persons aged 15 or over in household"
 /
 V19_PEOPLE15
 1 "one person aged 15 or over in household living at home"
 2 "two persons aged 15 or over in household living at home"
 3 "three persons aged 15 or over in household living at home"
 4 "four persons aged 15 or over in household living at home"
 5 "five persons aged 15 or over in household living at home"
 6 "six persons aged 15 or over in household living at home"
 7 "seven persons aged 15 or over in household living at home"
 8 "eight persons aged 15 or over in household living at home"
 9 "nine persons aged 15 or over in household living at home"
 10 "ten or more persons aged 15 or over in household living at home"
 /

Variables Group(s)

Dataset contains 9 group(s) total - showing a subset of 4

Group Administration

#	Name	Label	Type	Format	Valid	Invalid	Question
1	V01_RESPID	Respondent Number; 2056 cases	continuous	numeric-4.0	2056	0	-

Group Demographic

#	Name	Label	Type	Format	Valid	Invalid	Question
1	V07_PROVINCE	Province	discrete	numeric-1.0	2056	0	Province
2	V08_SEX	Sex of Respondent	discrete	numeric-1.0	2056	0	Sex of Respondent
3	V20_MARITAL	Marital status	discrete	numeric-1.0	2056	0	What is your marital status?
4	V21_MTHRTON	Mother tongue	discrete	numeric-1.0	2056	0	What was the language you first spoke in childhood and still understand?
7	V29_RESPEDUC	Respondent's highest level of education	discrete	numeric-1.0	2056	0	What is the education of the respondent?
8	V30_RESPAGE	What is the age of respondent?	continuous	numeric-2.0	2056	0	What is the age of respondent?
9	V36_TENURE	Tenure - own or rent	discrete	numeric-1.0	2056	0	Do you own or rent your home?
11	V43_SOCCLASS	Socio-economic level (assigned by interviewer)	discrete	numeric-1.0	2056	0	-

Group Household

#	Name	Label	Type	Format	Valid	Invalid	Question
1	V09_RURAL	Rural	discrete	numeric-1.0	699	1357	a) is there more than one acre in this property b) last year, did you sell more than $50 worth of products grown or raised in this property?
8	V16_NUMPEOPL	Total number of persons living in household	discrete	numeric-2.0	2056	0	How many people live in this household?
9	V17_PEOPLE18	Number of persons in household aged 18 and over	discrete	numeric-2.0	2056	0	How many people in this household are aged 18 years and over?

Group Alcohol use

#	Name	Label	Type	Format	Valid	Invalid	Question
1	V01_RESPID	Respondent Number; 2056 cases	continuous	numeric-4.0	2056	0	-
7	V64_DRINK	Use alcoholic beverages	discrete	numeric-1.0	2036	20	Do you have occasions to use alcoholic beverages; that is, liquor, spirits, wine, beer, ciders or liqueurs?
8	V65_DRINK1	Past seven days how many days did you have: one or more drinks	discrete	numeric-1.0	1439	617	Thinking over the past seven days in how many days did you have: A. one or more drinks?
11	V68_DRINK8	Past seven days how many days did you have: eight or more drinks?	discrete	numeric-1.0	1439	617	Thinking over the past seven days in how many days did you have: D. eight or more drinks?

#	Name	Label	Type	Format	Valid	Invalid	Question
13	V70_DRINKPRO	Know one or more people with a drinking problem	discrete	numeric-1.0	2056	0	Do you personally know one or more people with a drinking problem?

Variables Description

Dataset contains 80 variable(s) total - showing a subset of 16

File : 1979-02-alcohol-consumption

V01_RESPID: Respondent Number; 2056 cases

Information	[Type= continuous] [Format=numeric] [Range= 1-2056] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-] [Mean=1028.5 /-] [StdDev=593.66 /-]

V07_PROVINCE: Province

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	Province

Value	Label	Cases	Percentage
0	British Columbia	322	15.7%
1	Newfoundland	78	3.8%
2	Prince Edward Island	12	0.6%
3	Nova Scotia	115	5.6%
4	New Brunswick	81	3.9%
5	Quebec	542	26.4%
6	Ontario	568	27.6%
7	Manitoba	98	4.8%
8	Saskatchewan	84	4.1%
9	Alberta	156	7.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V08_SEX: Sex of Respondent

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	Sex of Respondent

Value	Label	Cases	Percentage
1	Male	988	48.1%
2	Female	1068	51.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V09_RURAL: Rural

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*/0]
Statistics [NW/ W]	[Valid=699 /-] [Invalid=1357 /-]
Pre-question	If this household is in a rural aear (i.e. a community of less than 1,000 population or open country), ask:
Literal question	a) is there more than one acre in this property b) last year, did you sell more than $50 worth of products grown or raised in this property?

Value	Label	Cases	Percentage
1	more than one acre located in respondent' s property.	253	36.2%
2	respondent's property did produce more than $50.00 worth of	105	15.0%
3	respondent's property did not produce more than $50.00 worth	125	17.9%
4	community size is between 1000-10000 people	216	30.9%
0	household is not located in a rural area.	1357	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V16_NUMPEOPLE: Total number of persons living in household

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]

File : 1979-02-alcohol-consumption

V16_NUMPEOPLE: Total number of persons living in household

Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	How many people live in this household?
Notes	Recoded value 0 to value 10 in order to restore an ordinal relationship to values 1=1, 2=2, …, 9=9, 10=10 or more and assigned a second column to accomodate recoding change made.

Value	Label	Cases	Percentage	
1	household size: one person	188		9.1%
2	household size: two persons	589		28.6%
3	household size: three persons	396		19.3%
4	household size: four persons	434		21.1%
5	household size: five persons	226		11.0%
6	household size: six persons	113		5.5%
7	household size: seven persons	47		2.3%
8	household size: eight persons	39		1.9%
9	household size: nine persons	11		0.5%
10	household size: ten or more persons	13		0.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V17_PEOPLE18: Number of persons in household aged 18 and over

Information	[Type= discrete] [Format=numeric] [Range= 1-10] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	How many people in this household are aged 18 years and over?
Notes	Recoded value 0 to value 10 in order to restore an ordinal relationship to values 1=1, 2=2, …, 9=9, 10=10 or more and assigned a second column to accomodate recoding change made.

Value	Label	Cases	Percentage	
1	household size: one person	235		11.4%
2	household size: two persons	1226		59.6%
3	household size: three persons	369		17.9%
4	household size: four persons	141		6.9%
5	household size: five persons	52		2.5%
6	household size: six persons	18		0.9%
7	household size: seven persons	5		0.2%
8	household size: eight persons	1		0.0%
9	household size: nine persons	5		0.2%
10	household size: ten or more persons	4		0.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V20_MARITAL: Marital status

Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	What is your marital status?

Value	Label	Cases	Percentage	
1	single	577		28.1%
2	married	1265		61.5%
3	widow(er), divorced, separated	214		10.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : 1979-02-alcohol-consumption

V21_MTHRTONGUE: Mother tongue

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	What was the language you first spoke in childhood and still understand?

Value	Label	Cases	Percentage
1	English	1244	60.5%
2	French (Quebec interview)	527	25.6%
3	French (Non-Quebec interview)	285	13.9%
4	other	0	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V29_RESPEDUC: Respondent's highest level of education

Information	[Type= discrete] [Format=numeric] [Range= 0-9] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	What is the education of the respondent?

Value	Label	Cases	Percentage
0	refused	12	0.6%
1	some elementary	230	11.2%
2	completed elementary	162	7.9%
3	some high school	677	32.9%
4	comp1eted high school	439	21.4%
5	some technical/senior college	114	5.5%
6	completed technical/senior college	128	6.2%
7	some university	110	5.4%
8	completed university	175	8.5%
9	no formal schooling	9	0.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V30_RESPAGE: What is the age of respondent?

Information	[Type= continuous] [Format=numeric] [Range= 15-93] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-] [Mean=41.278 /-] [StdDev=18.346 /-]
Literal question	What is the age of respondent?

V36_TENURE: Tenure - own or rent

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	Do you own or rent your home?

Value	Label	Cases	Percentage
1	own	1429	69.5%
2	rent	627	30.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V43_SOCCLASS: Socio-economic level (assigned by interviewer)

Information	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Notes	Socio-Economic Level

File : 1979-02-alcohol-consumption

V43_SOCCLASS: Socio-economic level (assigned by interviewer)

Value	Label	Cases	Percentage
1	lower	83	4.0%
2	lower middle	86	4.2%
3	lower middle	239	11.6%
4	lower middle	331	16.1%
5	middle	712	34.6%
6	upper middle	283	13.8%
7	upper middle	146	7.1%
8	upper middle	144	7.0%
9	upper	32	1.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V64_DRINK: Use alcoholic beverages

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*/3]
Statistics [NW/ W]	[Valid=2036 /-] [Invalid=20 /-]
Literal question	Do you have occasions to use alcoholic beverages; that is, liquor, spirits, wine, beer, ciders or liqueurs?

Value	Label	Cases	Percentage
1	yes	1439	70.7%
2	no	597	29.3%
3	refused	20	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V65_DRINK1: Past seven days how many days did you have: one or more drinks

Information	[Type= discrete] [Format=numeric] [Range= 0-7] [Missing=*/8/9]
Statistics [NW/ W]	[Valid=1439 /-] [Invalid=617 /-]
Literal question	Thinking over the past seven days in how many days did you have: A. one or more drinks?
Notes	Recoded some values of V65_DRINK1, V66_DRINK2, V67_DRINK4, V68_DRINK8, V69_DRINK12 If the value of V64_DRINK was 2 (does not use alcohol), the five variables above were recoded to value 8 (previously assigned to 0, which could also mean "had # of drinks on no days") If the value of V64_DRINK was 3 (Question was refused), the five variables above were recoded to value 9 (previously assigned to 0, which could also mean "had # of drinks on no days") Additional missing values assigned as needed: • 8 - Does not use alcohol (answered 2 in V65_DRINK) • 9 - Refused (answered 3 in V65_DRINK)

Value	Label	Cases	Percentage
0	Drank 1 or more drinks on none of past 7 days [had no drinks	470	32.7%
1	Drank 1 or more drinks on 1 of past 7 days	395	27.4%
2	Drank 1 or more drinks on 2 of past 7 days	213	14.8%
3	Drank 1 or more drinks on 3 of past 7 days	124	8.6%
4	Drank 1 or more drinks on 4 of past 7 days	46	3.2%
5	Drank 1 or more drinks on 5 of past 7 days	39	2.7%
6	Drank 1 or more drinks on 6 of past 7 days	14	1.0%
7	Drank 1 or more drinks on 7 of past 7 days	138	9.6%
8	Does not use alcohol (answered 2 in V65_DRINK)	597	
9	Refused (answered 3 in V65_DRINK)	20	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : 1979-02-alcohol-consumption

V68_DRINK8: Past seven days how many days did you have: eight or more drinks?

Information	[Type= discrete] [Format=numeric] [Range= 0-7] [Missing=*/8/9]
Statistics [NW/ W]	[Valid=1439 /-] [Invalid=617 /-]
Literal question	Thinking over the past seven days in how many days did you have: D. eight or more drinks?
Notes	Recoded some values of V65_DRINK1, V66_DRINK2, V67_DRINK4, V68_DRINK8, V69_DRINK12 If the value of V64_DRINK was 2 (does not use alcohol), the five variables above were recoded to value 8 (previously assigned to 0, which could also mean "had # of drinks on no days") If the value of V64_DRINK was 3 (Question was refused), the five variables above were recoded to value 9 (previously assigned to 0, which could also mean "had # of drinks on no days") Additional missing values assigned as needed: • 8 - Does not use alcohol (answered 2 in V65_DRINK) • 9 - Refused (answered 3 in V65_DRINK)

Value	Label	Cases	Percentage
0	Drank 1 or more drinks on none of past 7 days [had no drinks	1351	93.9%
1	Drank 1 or more drinks on 1 of past 7 days	38	2.6%
2	Drank 1 or more drinks on 2 of past 7 days	29	2.0%
3	Drank 1 or more drinks on 3 of past 7 days	7	0.5%
4	Drank 1 or more drinks on 4 of past 7 days	4	0.3%
5	Drank 1 or more drinks on 5 of past 7 days	5	0.3%
6	Drank 1 or more drinks on 6 of past 7 days	1	0.1%
7	Drank 1 or more drinks on 7 of past 7 days	4	0.3%
8	Does not use alcohol (answered 2 in V65_DRINK)	597	
9	Refused (answered 3 in V65_DRINK)	20	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

V70_DRINKPROB: Know one or more people with a drinking problem

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=2056 /-] [Invalid=0 /-]
Literal question	Do you personally know one or more people with a drinking problem?

Value	Label	Cases	Percentage
1	yes	1081	52.6%
2	no	975	47.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.