

# KAP SURVEY. KNOWLEDGE, ATTITUDES AND PRACTICES REGARDING ALCOHOL CONSUMPTION PHASE I – IV

June 2017





# ABSTRACT

This survey report explores in dynamic the level of knowledge, attitudes and practices towards alcohol use comparing data with previous surveys from 2012, 2014, and 2015. The data of the KAP survey on alcohol consumption were collected via the face-to-face interview on a sample of 1031 respondents aged between 16-55 years old in the period of 28 May 2017 – 28 June 2017. The main objectives of the survey were: (i) evaluation of alcohol drinking patterns; (ii) determining the level of knowledge and perception of the negative impact of alcohol use on health; (iii) measuring, in dynamics, the degree of predisposition of alcohol drinkers to lower drinking levels. The understanding of the level of knowledge, attitudes and practices related to alcohol use allows planning and developing sensitive and targeted prevention and health promotion actions.

## KEYWORDS

KNOWLEDGE, ATTITUDES, PRACTICES  
ALCOHOL CONSUMPTION  
DRINKING HABITS  
REPUBLIC OF MOLDOVA

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# EXECUTIVE SUMMARY

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This survey was carried out with the support of the WHO Regional Office for Europe and the Ministry of Health, Labour and Social Protection within the project “Support for the consolidation of governing and policy dialogue in the health sector”, financed by the Swiss Agency for Development and Cooperation. The opinions expressed in this publication do not necessarily reflect the point of view, decisions or policies of the World Health Organization, Ministry of Health, Labour and Social Protection and of the Swiss Agency for Development and Cooperation.

The report presents data collected as a result of the survey carried out on a sample of 1531 respondents from rural and urban environment, on the territory of the Republic of Moldova, in the period May – June 2017. The data were collected via the CAPI face to face method, using the method of probabilistic sampling with mechanical step. The report presents the key results of this survey.

## EXECUTIVE SUMMARY

This report presents data collected on a probabilistic multistage stratified sample of 1531 respondents aged between 16 and 69 years, from urban and rural areas from the Republic of Moldova, in the period May – June 2017. The data were collected via the method CAPI face to face, using the method of probabilistic sampling per step. The report presents the key results of this survey and is divided into two parts. The first part (chapters I – IV) describes the data from this study compared to data from previous surveys probing Knowledge, Attitudes and Practices regarding alcohol consumption (from the years 2012, 2014, 2015) on a sample of 1031 respondents aged between 16-55 years. In the second part (Annex I) the data regarding alcohol consumption are presented distributed by age and sex similarly with the STEPS survey. For this sample analysis, persons aged 18 to 69 years were selected.

The profile of respondents for the age group 16 – 55 years is presented in table i.1.

### Habits related to alcohol consumption

- Compared to the survey from 2015, the share of persons who have ever consumed an alcoholic drink (a full serving, not just a sip) has increased by 5 p.p., and represents 93%.
- The average age at which the first full serving of alcoholic beverage was consumed, according to the results of the survey from 2017 is 17 years old, compared to 16 years old, which was the average age in 2015.
- Regarding consumption preferences, wine remains the most consumed alcoholic drink (56%, which is 13 p.p. less than in 2015), on the second place is beer, with 30% (+ 11 p.p. compared to the previous period). Strong drinks represent the main alcoholic drink for 9% of drinkers.
- The share of persons who consumed alcoholic drinks of any type during the last month decreased compared to the year 2015 by 2 p.p., constituting 67%.
- The average number of portions consumed for an occasion during the last month, has decreased from 2.4 in 2015 to 2.2 in 2017.
- During the last year, increases the share of those who consume alcohol more often than once a month and constitutes 41% in 2017, compared to 38% in 2015. The majority of drinkers (4/5) consume more than 1 – 2 portions for an occasion (76%), another fifth consumes 3 – 4 servings for an occasion.
- In the current survey decreases the share of persons who could not stop from alcohol consumption once they started drinking (from 18% in 2015 to 12% in 2017).
- The share of drinkers who did not manage to do something which was normally expected from them has increased (from 19% in 2015 to 23% in 2017).
- Compared to 2015, during the last year decreases (by 2 p.p.) the share of persons who did not feel the need to drink in the morning in order to recover after a session of exaggerated alcohol consumption.
- Compared to the data from 2015, the rate of persons who during the last year faced the situation of not remembering what happened the previous night due to the fact that they drank alcoholic drinks has increased (from 79% to 83%).
- The rate of persons who declared that someone else was injured as a result of their drinking of alcohol has increased by 3 p.p. compared to the previous study.
- 68% of the alcohol drinkers mentioned they drank the same quantity of alcohol as 30 days ago.
- One respondent out of 5 has tried during the last 30 days to reduce the quantity of alcohol. Compared to the previous survey, their share increased by 2 p.p.

### Knowledge and attitudes regarding harmful use of alcohol

- Both in 2017 and in 2015, the share of persons who do not agree with the statement “*Alcohol consumption cannot be harmful: many people consume alcoholic beverages their entire life and live to old age*” constitutes 25%.
- 91% of the entire sample know about the fact that alcohol may cause serious health issues, a share which diminished by 2 p.p. compared to the year 2015.
- At the moment, each fourth drinker agrees with the statement: “*My health would improve if I reduced the amount of alcohol consumed*”, similar to the number of respondents who agree with the statement: “*The people I care about consider that I should reduce the amount of alcohol consumed*”.

- Compared to the previous survey, the share of drinkers worried about the fact that alcohol will harm their health has decreased by 1 p.p. and constitutes 14%.
- The great majority of respondents proved to be informed about the fact that in the case women consume alcohol during pregnancy, it may lead to serious disabilities in children. At the same time, their share increases from 90% in 2015 to 93% in 2017.
- 71% of respondents have seen advertising or information about alcohol and its damage to health during the last year. Majority (89%), has viewed the advertising on television.



# INTRODUCTION

## INTRODUCTION

### i.1 Goal and objectives of the survey

The primary **goal** of the survey is to determine the level of knowledge, attitudes and practices regarding alcohol consumption among the population of the Republic of Moldova.

The main objectives of the survey are:

- Evaluation of alcohol drinking patterns;
- Determining the level of knowledge and perception of the negative impact of alcohol use on health;
- Measuring, in dynamics, the degree of predisposition of alcohol drinkers to lower drinking levels.

### i.2 Applied methodology

This survey was carried out according to the KAP surveys methodology, within which knowledge, attitudes and practices are analyzed. The mentioned approach offers us a diagnostic of the level of knowledge of the population referring to the understanding of the discussed subject (damage produced by alcohol consumption); attitude – referring to the empathy of the population regarding both a phenomenon or subject and the preconceived ideas about them; practices – referring the way in which the population demonstrates its attitudes and knowledge via undertaken actions. The understanding of the KAP level allows the initiation of the process of problem awareness in a more effective way, according to the program of adjusting to community needs.

This approach demonstrated its theoretical and methodological efficiency in similar surveys.

#### i.2.1 Interviewing the population. Sampling plan

Within the survey were interviewed 1531 respondents aged between 16 – 69 years old, on the entire territory of the republic, excepting Transnistria. This number of interviews ensures a margin of error of  $\pm 2\%$ , at a confidence level of 95%. The data were collected in the period 28.05.2017 – 28.06.2017.

The source of data for sampling: National Bureau of Statistics of the Republic of Moldova.

Characteristics of the applied sample: probabilistic sampling with step. Without applying quotas.

At the first level, the districts of the republic were combined per groups and out of these groups were randomly extracted the localities in which interviews were carried out, thus being offered a chance for all localities to participate in the survey. Moreover, the number of interviews carried out in each group depended on the population number and number of localities (by size).

Randomization on 3 levels was applied, taking into consideration the group of districts, households and respondents:

1. Locality – selected randomly for each level as described above and using a table of random numbers;
2. Household – the selection of the household was made taking into account the starting point and mechanical step;

Description of the mechanical step in cities:

Were made up lists with the names of streets and randomly were chosen the streets. For carrying out the interviews, the number of questionnaires to be filled in on various streets was determined from the office. When reaching the block where they are to begin applying the questionnaire, the operator chooses the first apartment the dweller of which will participate in the survey. In order to find out the apartment from which to start interviewing, the operator counts the apartments in the block, afterwards verifies in a table of random figures the number of the apartment they need to begin with. This procedure is performed only to determine the first apartment. Further the rule “+3” is applied (for example if the first respondent from a block lives in the apartment with the number 50, then the following respondent must be the dweller from the apartment with the number 53, according to rule “+3”).

Description of mechanical step in villages and smaller towns:

In small localities, the starting point for the operator teams is the building of a public institution: mayoralty, church, school, post office. The first interview is carried out in the first household on the left from the starting point (building of the mayoralty, school, etc.). Further is applied the rule "+3", i.e. in order to carry out the next interview, the operator selects the third house from the first household which participated in the survey.

3. Person/respondent – for selecting the respondent was applied the method of the last birthday. Each respondent listed the members of the household and their age. Also, the respondent named the birth dates of the members of the household with ages between 16-69 years old. After that, the operator invited to participate in the study the person from the list who had the most recent birthday. If the respective person was not available at that moment, the operator returned at least twice to the same household in order to complete the questionnaire. If the person who celebrated last their birthday was abroad, the questionnaire was realized with the next person from the list, who had the most recent birthday.

### **i.2.2 Questionnaire**

The questionnaire used is characterized as a complex one, which includes both closed and open questions. The questionnaire was provided by the client, adapted and tested by the Magenta Consulting research team in close cooperation with the beneficiary, in correspondence with the objectives of the research.

The questionnaire was translated into Romanian and Russian, the interview was carried out in the language requested by the respondent.

### **i.2.3 Pilot-survey**

The pilot-survey has as a goal the validation of questionnaires. Thus, the questionnaire was pre-tested on a sample of 10 persons from the rural and urban environment, 7 – in Romanian and 3 – in Russian.

### **i.2.4 Interviewing and data quality**

The interviews were carried out by the operator team of *Magenta Consulting*, team which participated in numerous similar projects. At the beginning of the project, the operator team was informed about the subject of the survey, its objectives and the method of data analysis. In order to ensure data quality, 40% of the questionnaires were verified on the phone. The questions asked during verification were selected randomly from the questionnaires.

### **i.2.5 Data analysis**

Data interpretation was performed with the help of the specialized program SPSS 18, with descriptive and multicriterial statistical interpretation.

## **i.3 Sample characteristics**

The interviews were carried out face to face by a team of operators, based on structured questionnaires. All operators were trained for this project, and the questionnaires were pre-tested. Interviews took place at home. The segmenting of the sample based on residence environment (rural/urban), region of the republic (north/center/south), age and gender was performed according to the data of the National Bureau of Statistics. Other characteristics of the sample were not determined.

This report includes data comparable with two studies – KAP (chapter I – IV) and STEPS (chapter annexes).

In order to analyze KAP (Knowledge, Attitudes and Practices) comparable with previous KAP surveys (chapter I – IV), from the sample were selected for analysis persons aged between 16-55 years old (this being the age interval used in the previous KAP surveys). The profile of respondents is presented in table i.1 below.

For the comparative analysis with the results of the STEPS survey (chapter annexes), were analyzed the same subjects, however on the age interval used in previous STEPS surveys. For this analysis, from the sample were selected persons with ages between 18 – 89 years old. The respondent profile and the data analysis were included in the Chapter Annexes of this report.

Table i.1: Drinker sample, %

2017		N	Non- drinker	Drinker	Total
Total		<b>1031</b>	21	79	100
Gender	Male	<b>568</b>	13	42	100
	Female	<b>463</b>	7	37	
Age	16-19 years	<b>91</b>	3	6	100
	20-24 years	<b>137</b>	3	10	
	25-29 years	<b>148</b>	2	12	
	30-34 years	<b>144</b>	3	11	
	35-44 years	<b>239</b>	5	19	
	45-55 years	<b>271</b>	6	21	
Studies	No studies/ Medium incomplete studies	<b>8</b>	0	1	100
	Secondary	<b>494</b>	11	37	
	Higher education	<b>525</b>	9	42	
	DK	<b>4</b>	0	0	
Marital status	Single	<b>680</b>	14	52	100
	Married/ In concubinage	<b>243</b>	5	19	
	Other	<b>102</b>	2	7	
	DK	<b>6</b>	0	1	
Environment	Urban	<b>453</b>	9	35	100
	Rural	<b>578</b>	12	44	
Region	North	<b>276</b>	5	22	100
	Center	<b>518</b>	12	39	
	South	<b>238</b>	5	18	



# **CHAPTER I:**

# **DRINKING HABITS.**

# **REDUCTION OF**

# **ALCOHOL**

# **CONSUMPTION**

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The present chapter contains information about drinking habits and reduction of alcohol consumption.

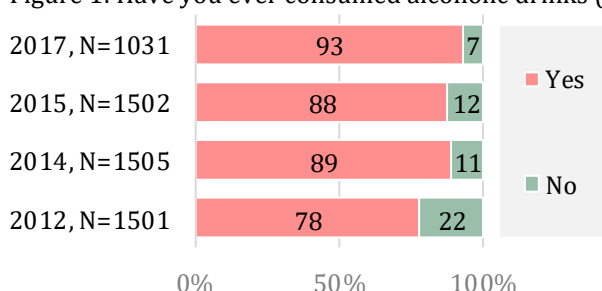
## CHAPTER I: DRINKING HABITS. REDUCTION OF ALCOHOL CONSUMPTION

This chapter contains information about drinking habits and reduction of alcohol consumption, in comparison with the surveys from the years 2012, 2014 and 2015.

Presently, 93% of the population aged between 16-55 years old has indicated that they have ever consumed an alcoholic product, which represents an increase of the share of drinkers by 5 p.p., compared to the previous year. (93% - in 2017, compared to 89% - in 2015).

The prevalence of alcoholic drinks consumption is higher among men. Thus, men, to a rate of 97% or 7 p.p. more than women mentioned they had ever consumed an alcoholic drink (not just a bit for tasting). Analyzing the drinking habits per regions, there is noticed a larger share among the respondents from the north and south (97%). In the center the quota of respondents who have consumed alcohol is 7 p.p. lower and constitutes 90%.

Figure 1: Have you ever consumed alcoholic drinks (a glass, not just a little for tasting), %



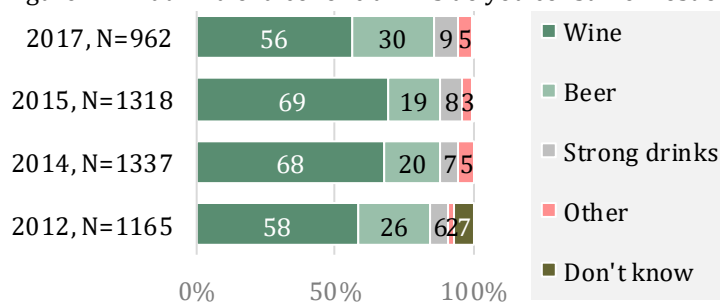
In 2017, as well as in 2012, the respondents noted that in average they have consumed for the first time a full serving of alcohol at the age of 17. Women have consumed the first glass of alcoholic beverage later compared to men. Thus, if men mentioned they consumed alcohol for the first time at the age of 16, then women – at the age of 18. In 2015 and 2014, the respondents have indicated in average that they consumed the first glass of alcohol at 16 and 18 years old accordingly.

Table 1: At what age did you consume the first glass of an alcoholic drink?, years

	2012		2014		2015		2017	
	N	Average value	N	Average value	N	Average value	N	Average value
Age	1165	17	1322	18	1318	16	855	17

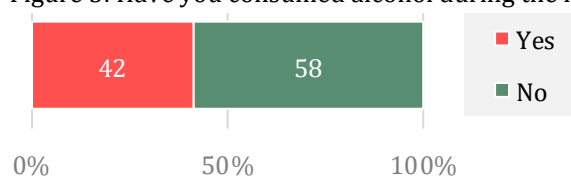
Most of the respondents who have ever consumed alcohol mentioned they consumed most often wine (56%). Their share decreases by 13 p.p., compared to the results of the previous survey and by 2 p.p., compared to 2012. 30% of the participants in the survey consume the most often Beer, 9% - Strong alcoholic beverages and 5% - Other alcoholic beverages. Women, but also respondents aged 35-55 years old consume most often wine, while a larger share of men and respondents aged 16-35 years old consume most often beer. In the north wine is consumed by a smaller share of the population, compared to the ones from the south and center regions, but at the same time, the share of those who consume strong alcoholic drinks is 9 p.p. higher than in the rest of regions.

Figure 2: What kind of alcoholic drinks do you consume most often? ,%



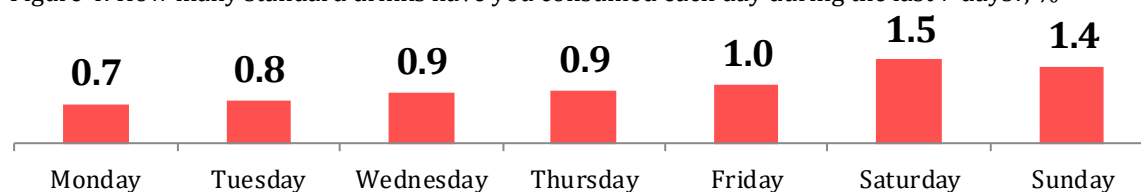
During the last week, less than a half of the respondents have consumed alcohol (42%).

Figure 3: Have you consumed alcohol during the last week?, %



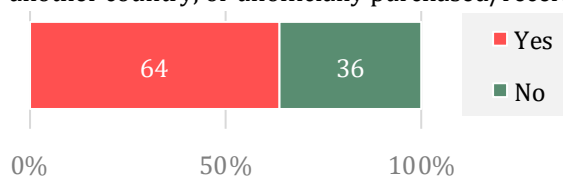
The largest volume of alcoholic drinks is consumed at the weekend (1.5 portions consumed in average on Saturday and 1.4 portions – on Sunday).

Figure 4: How many standard drinks have you consumed each day during the last 7 days?, %



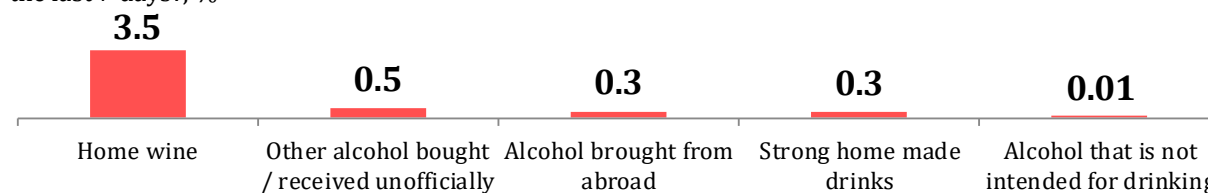
Out of those respondents who consumed alcohol during the last week, 64% used homemade alcohol/ brought from abroad/ from another country/ unofficially received alcohol.

Figure 5: During the last 7 days, have you consumed homemade alcohol, alcohol brought from abroad/ from another country, or unofficially purchased/received alcohol?, %



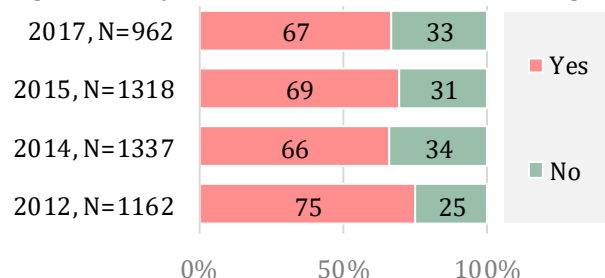
The most consumed alcoholic beverage was homemade wine – during the last 7 days 3.5 portions were drunk.

Figure 6: In average, how many standard portions of the following types of alcohol did you consume during the last 7 days?, %



In the context of increase of the share of respondents who have ever consumed alcoholic drinks, the rate of those who used alcohol in the last month decreases by 2 p.p. and constitutes 67%. In 2014, during the last month 66% of respondents consumed alcohol, and in 2012 – 75%. The share of men who consumed alcohol during the last month is 21 p.p. larger than that of women. Thus 78% of men recognized they had consumed alcohol during the last month, while the share of women was 57%.

Figure 7: Did you consume alcoholic drinks during the last month?, %



During the last month, respondents indicated they had consumed approximately 2.2 portions of alcohol in the days they did drink alcohol. In average, in 2014, an equal number of portions were consumed. In 2015 and in 2012 accordingly, the number of portions consumed per occasion was higher – 2.4 and 3 portions. At the same time, must be mentioned the fact that men consume a greater number of portions per occasion than women. In average, they drink 2.8 portions of alcohol, and women – 1.6 portions. The quantity of alcohol consumed per occasion does not vary based on the age of the respondent, environment or region where they reside.

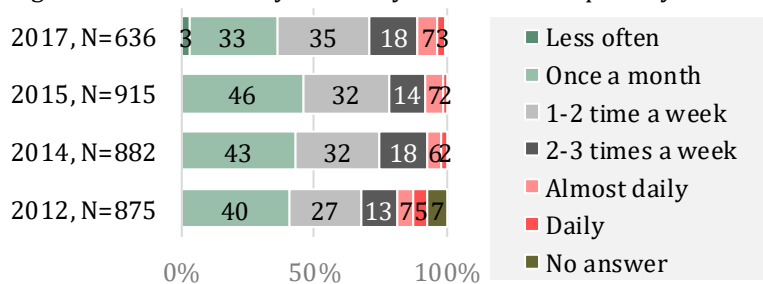
Table 2: During the last month, on the days you did consume alcoholic drinks, how many portions did you in average consume (per day)? portions

	2012		2014		2015		2017	
	N	Average value	N	Average value	N	Average value	N	Average value
Portions	837	3,0	882	2,2	911	2,4	636	2,2

The majority (71%) of those who consumed alcohol during the last month drank with a frequency of 1-2 times per week and rarer (3% - rarer than once a month, 35% - 1-2 times a week, 33% - once a month). Compared with 2015, in 2017 the frequency of alcohol consumption has increased (Fig. 8). The share of those who consumed alcoholic drinks with a frequency of 1-3 times a week increased from 46% to 53%. This increase is due to the reduction of respondents with consumption of once a month or rarely (from 46% to 36%). The share of those who consumed alcohol almost every day remained unchanged, compared with 2015, constituting 7%.

Starting from the average number of alcoholic beverages consumed per occasion by women and men, we deduct that women consume less alcohol compared to men. Moreover, women mentioned they consume such a quantity rarer than men. Thus, in average, women consume 1.6 portions of alcohol once a month, and men – 2.8 portions, with a frequency of 1-2 times a week.

Figure 8: How often do you usually consume such quantity? How many times a month?, %



In order to be able to see the number of portions consumed based on the consumption frequency, the following cross-tab was performed (Figure 9).

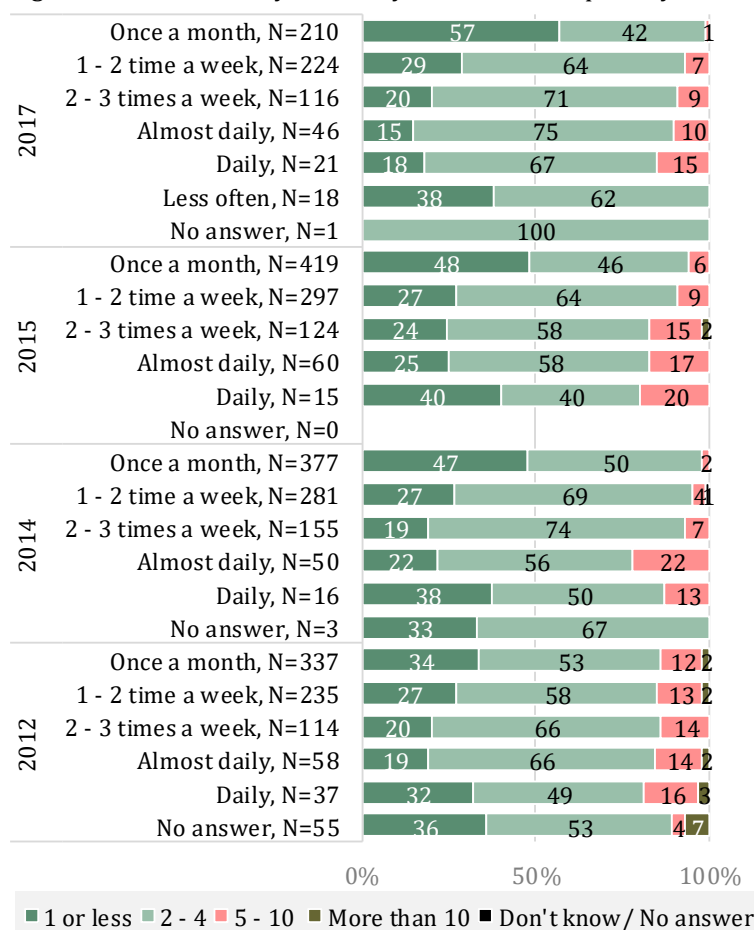
Out of the persons who consume alcohol once a month, 57% use a portion or less, and 42% - from 2 up to 4 portions. Compared to the year 2015, the share of respondents who consume one portion or less a month has increased by 9 p.p.

Among the persons who consume alcohol once or 2 times a week, the majority (64%) has the habit of consuming 2-4 portions and is at the same level compared with 2015. The share of respondents who consume 5-10 portions is decreasing in 2017 (from 9% - in 2015 to 7% - in 2017), but it is higher than that from 2014 (4%).

Respondents with more often consumption habits (2-3 times a week) use to serve, to a rate of 71%, 2-4 portions per occasion.

In the case of drinkers who drink daily, the rate of those who consume a portion or less decreases from 40% - in 2015 to 18% - in 2017. At the same time, the share of those who consume from 2 to 4 portions per occasion increases by 27% compared to the previous survey.

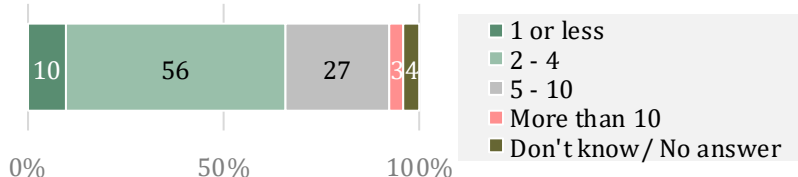
Figure 9: How often do you usually consume such quantity? How many times a month?, %



On average, the respondents indicated that the largest number of portions of alcohol consumed during the last month per a single occasion was 4.4 portions. More than a half of respondents (56%) specified a number of 2-4 portions of alcohol consumed (Fig. 10). The share of respondents who consumed 5-10 portions was of 27%.

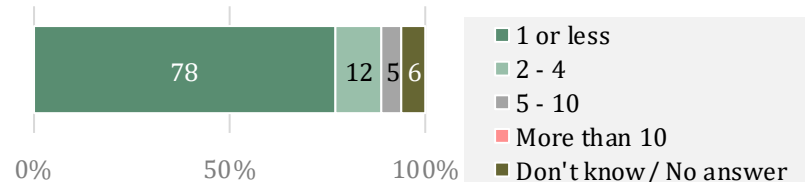
The majority of women (88%) indicated they consumed 1-4 portions of alcoholic drinks per occasion. In average, the number of portions consumed by women is 3 portions. The average number of portions consumed by men is however 6 portions. 42% of men each mentioned they consumed 2-4 portions, and 5-10 portions of alcohol per one occasion.

Figure 10: During the last 30 days, what was the highest number of standard portions of drinks you consumed per occasion, counting the portions of all types of alcoholic drinks together?, %



Most of the respondents (78%) consumed 5 or more portions of alcohol once during the previous month, while 12% - 2-4 times during the last 30 days (Fig.11). Other 5% indicated they consumed this quantity 5-10 times during the last month. Both men and women mentioned to a higher rate that they did not consume 5 or more portions of alcohol during the last 30 days (94% of women and 64% of men). Nevertheless, the share of men who consumed more than 5 portions per occasion with a frequency of 2-4 times during the last month is 16 p.p. higher than that of women.

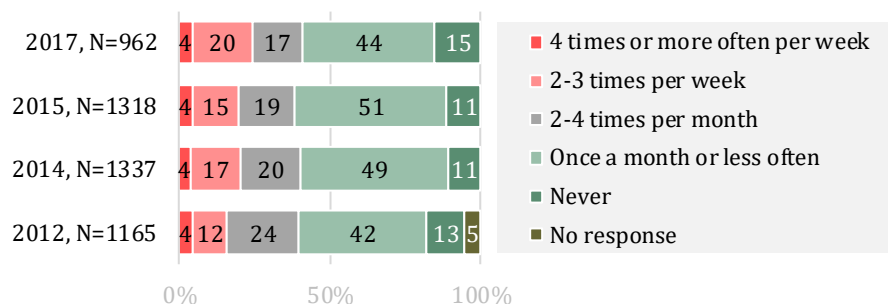
Figure 11: During the previous month (the last 30 days) how many times did you consume 5 or more portions (standard drinks) for a single occasion?, %



Regarding the consumption of alcohol during the last year, 15% of respondents mentioned that they do not consume alcoholic beverages (Fig. 12). Compared to 2015 and 2014, in 2017, the share of respondents who did not consume alcohol during the last year increases by 4 p.p., and compared to 2012 – by 2 p.p. At the same time, is registered an increase of 5 p.p. of the rate of respondents who during the last year consumed at least one drink with a frequency of 2-3 times a week (from 15% - in 2015, to 20% - in 2017).

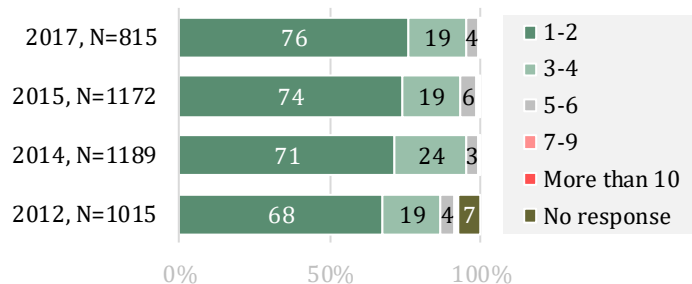
57% of the female respondents answered that during the last year, once a month or rarer they consumed at least one standard alcoholic drink. In contrast to women, men specified they consumed a standard alcoholic drink more frequently. Thus, 56% of the male respondents have consumed at least one standard alcoholic drink 2 times a month and more often, and 30% once a month or rarer.

Figure 12: During the last year, how often did you consume at least one standard alcoholic drink?, %



Similar with the results of the previous surveys, during the last year, most of the drinkers (76%) used to drink 1-2 portions of alcohol during an ordinary consumption day (Fig. 13). The number of portions consumed differs based on the gender of respondents. Thus, the great majority (91%) of women consume 1-2 portions of alcohol during an ordinary day when they consume alcohol. Meanwhile, men indicated to a rate of 60% that they consumed a similar quantity, and each third man consumes a quantity of 3-4 portions during a day when they consume alcohol.

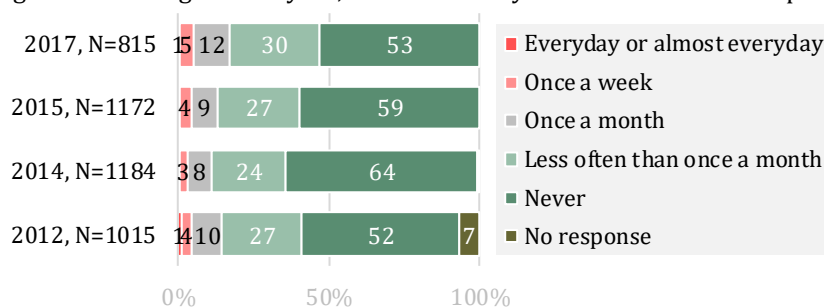
Figure 13: During the last year, how many portions of alcoholic drinks did you usually consume during an ordinary day when you consume alcohol?, %



More than a half from the number of respondents (53%) who consumed alcohol during the last year, did not drink 5 or more portions per occasion (Fig. 14). Their share decreased by 6 p.p. compared to 2015. At the same time, 30% consumed this quantity rarer than once a month, 12% - once a month, and 5% - once a week.

3 of 4 women never consume more than 5 portions of alcohol per occasion (party, meeting etc.). The share of men who do not consume alcohol in a quantity higher than 5 portions per occasion is lower than that of women with 46 p.p. The most of men (42%) drink 5 or more portions of alcohol rarer than once a month. We also have differences in consumption in the case of segmenting respondents based on the region they live in. In the south is concentrated a larger number of respondents who use to consume more than 5 portions per occasion, given the fact that 43% never consume more. While in the north and center, the share of those who do not consume is 57%, and 56% accordingly.

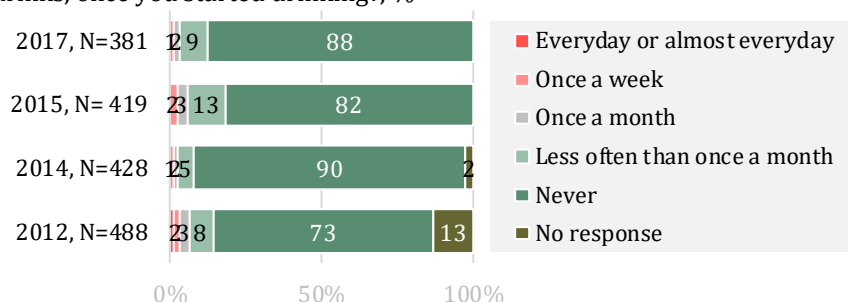
Figure 14: During the last year, how often did you consume 5 or more portions per occasion?, %



Out of the persons who consumed 5 and more portions of beverage for a single occasion, the share of those who lose control of consumption reduced from 18% - in 2015 to 12% - in 2017. At the same time, the share of those who maintain control after a significant quantity consumed increased up to 88% - in 2017 from 82% - in 2015.

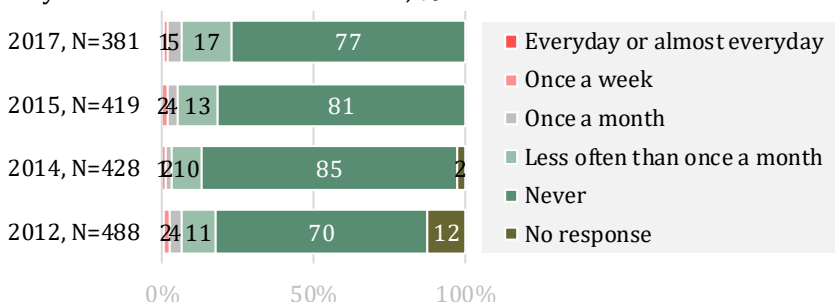
The great majority of women (96%), but also of men (91%) did not have situations when they could not stop from consuming alcohol once they started drinking (Fig. 15).

Figure 15: How often did it occur to you during the last year to not be able to stop from consuming alcoholic drinks, once you started drinking?, %



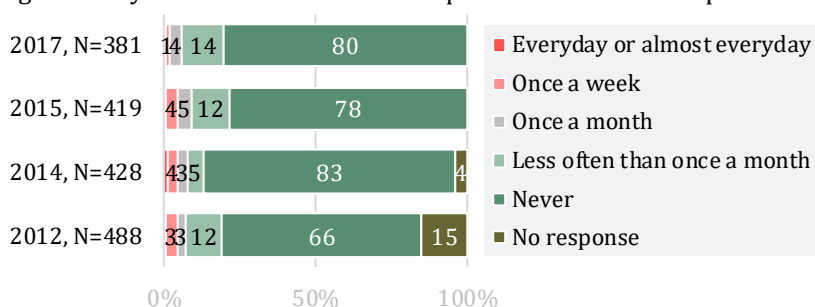
In 2017 increases the share of those who do not fulfill their usual/daily responsibilities due to the consumption of alcohol and is 23%, compared to 19% - in 2015, 13% - in 2014, and 17% - in 2012 (Fig.16). Men, respondents from rural areas, but also those from the south confronted similar consequences of alcohol consumption to a larger rate.

Figure 16: How often during the last year you were not able to do what you were required to due to the fact that you consumed alcoholic drinks?, %



5% of the respondents who had cases of consuming more than 5 portions of alcohol per a single occasion during the last year, felt the need to drink alcohol in the morning in order to recover after a session of exaggerated alcohol consumption at least once a month (Fig.17). Their share was double in 2015. The rate of those who had such a need rarer than once a month has increased (from 12% - in 2014 to 14% - in 2015) from the account of those who never had such a state.

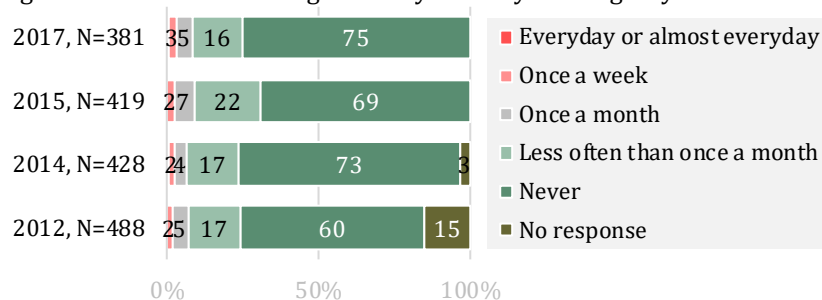
Figure 17: How often during the last year did you need a glass of alcohol in the morning in order to be able to begin the day after an excessive consumption of alcohol on the previous day?, %





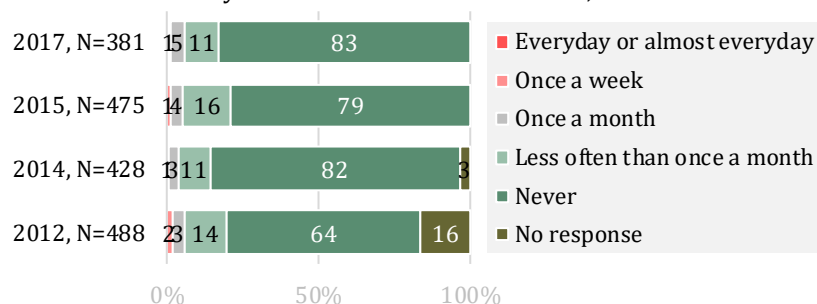
1 respondent out of 4 had remorse after a session of exaggerated alcohol consumption. Thus, their share decreases from 31% - in 2015 to 25% - in 2017 (Fig. 18).

Figure 18: How often during the last year did you feel guilty or had remorse after drinking?, %



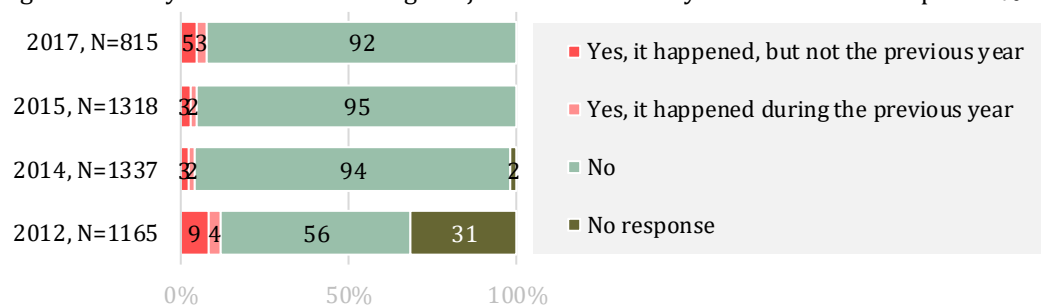
The share of those who could not remember the events from the previous night due to exaggerated alcohol consumption (5 portions and more) decreased from 21% (2015) to 17% (2017), but it is larger compared to 2014 (15%) (Fig. 19). Out of these, the rate of those who did not have such a situation more often than once a month remained approximately the same (6% - in 2017, compared to 5% - in 2015 and 2012 and 4% - in 2014).

Figure 19: How often during the last year were you not able to remember what happened the previous night due to the fact that you consumed alcoholic drinks?, %



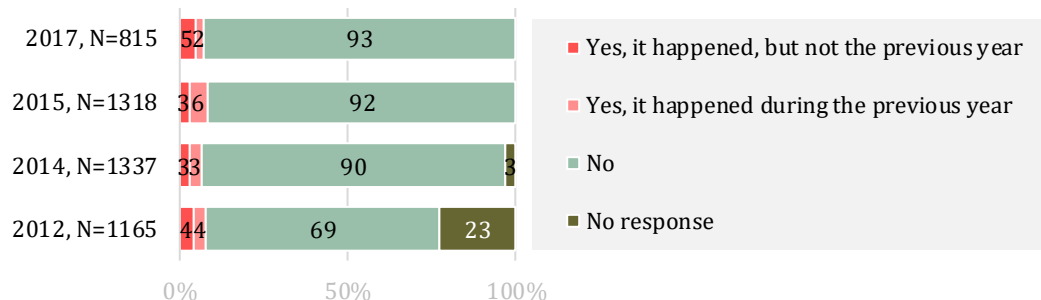
The share of persons who stated that it occurred to them to injure someone as a result of their consumption of alcohol is increasing, in comparison to 2015 with 3 p.p. and constitutes 8% (Fig. 20).

Figure 20: Did you or someone else get injured as a result of your alcohol consumption? %



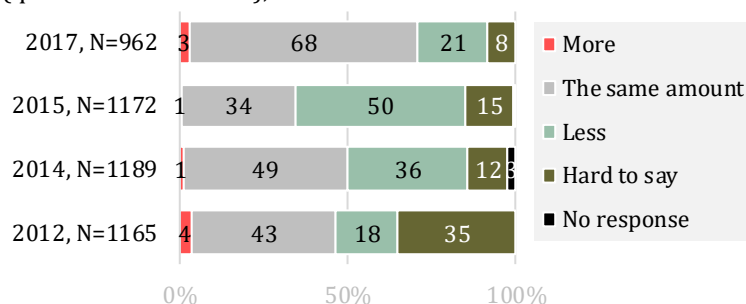
7% of respondents mentioned that it did occur to them that a relative, friend, the doctor or medical assistant was worried about their alcohol consumption, suggesting them to consume less (Fig. 21). In 2015 this share constituted 9%, in 2014 – 6%, and in 2012 – 8%.

Figure 21: Did it occur that a relative, friend, the doctor or medical assistant was worried about your alcohol consumption suggesting you to consume less?, %



When asked about how much they consume now compared to 30 days ago, 68% of the respondents who consume alcohol specified they consumed the same quantity (compared to 34% registered in 2015) (Fig. 22). Although, the majority of men (63%) and women (72%) estimated they used the same quantity as 30 days ago, the share of men who mentioned they consumed less is 4 p.p. larger than that of women.

Figure 22: Compared to 30 days ago, do you consume more, less or the same quantity of alcoholic beverages? (question for drinkers), %

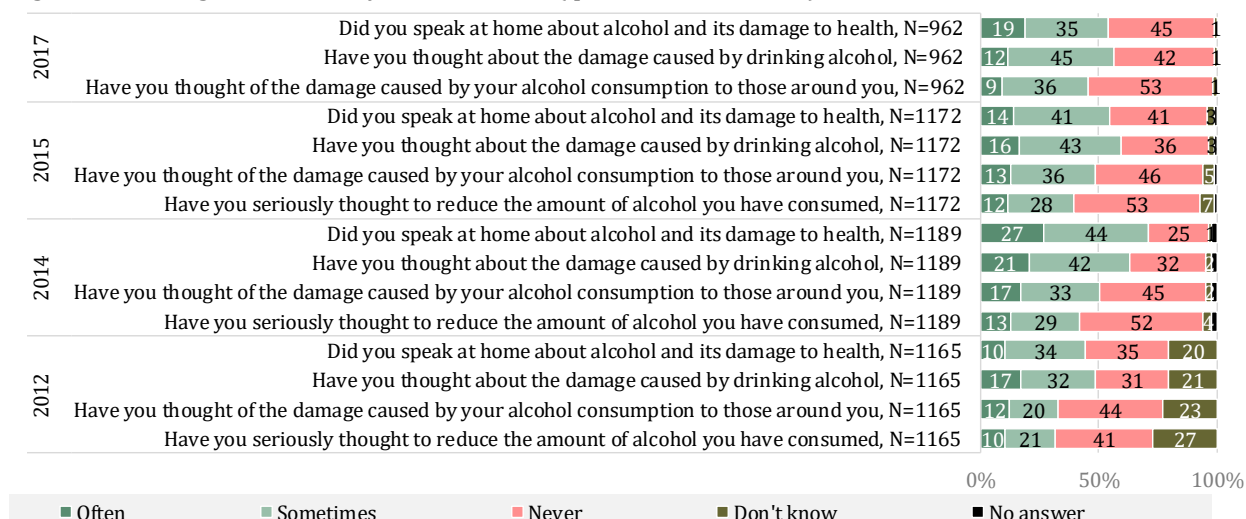


Compared to 2015, in 2017 increases by 5 p.p. the share of those who discussed *often* at home about the damages alcohol consumption causes to the ones around them (Fig. 23). At the same time, decreases the rate of those who discussed about the consumption of alcohol *sometimes* (from 41% - in 2015 to 35% - in 2017).

The share of respondents who thought of the harmful consequences of alcohol on their own body decreases (Fig. 23). Thus, in 2015, 59% of drinkers thought of the harms to them caused by alcohol, and in 2017 their share constituted 57%.

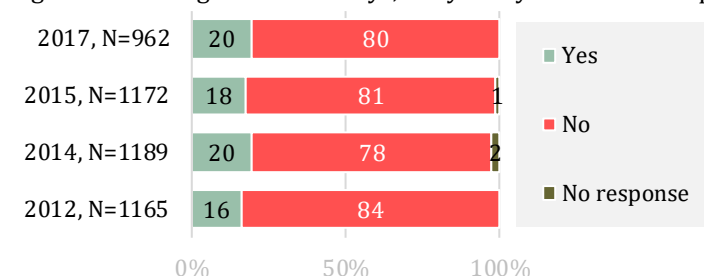
9% of the respondents consuming alcohol often considered the problem of the harm caused to those around them (Fig. 23). This share is 4 p.p. under the share registered in 2015. The awareness of the harm caused to those around them determined 36% to think sometimes about it, both in 2017 and in 2015.

Figure 23: During the last 30 days, how often...? (question for drinkers), %



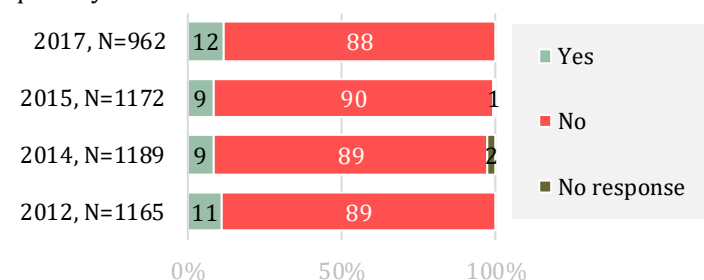
In 2017, just like in 2014, 20% of the drinkers tried during the last 30 days to reduce the consumption of alcohol (Fig. 24). In 2015 their share constituted 18%, and in 2012 – 16%. In 2017, each fourth male respondent tried to reduce alcohol consumption, at the same time 15% of women had the same attempt. Based on the living environment of respondents, it is noticed that the respondents from urban areas had the intention to reduce alcohol consumption to a higher rate (24%) than those from rural areas (16%).

Figure 24: During the last 30 days, did you try to reduce the quantity of alcohol consumed?, %



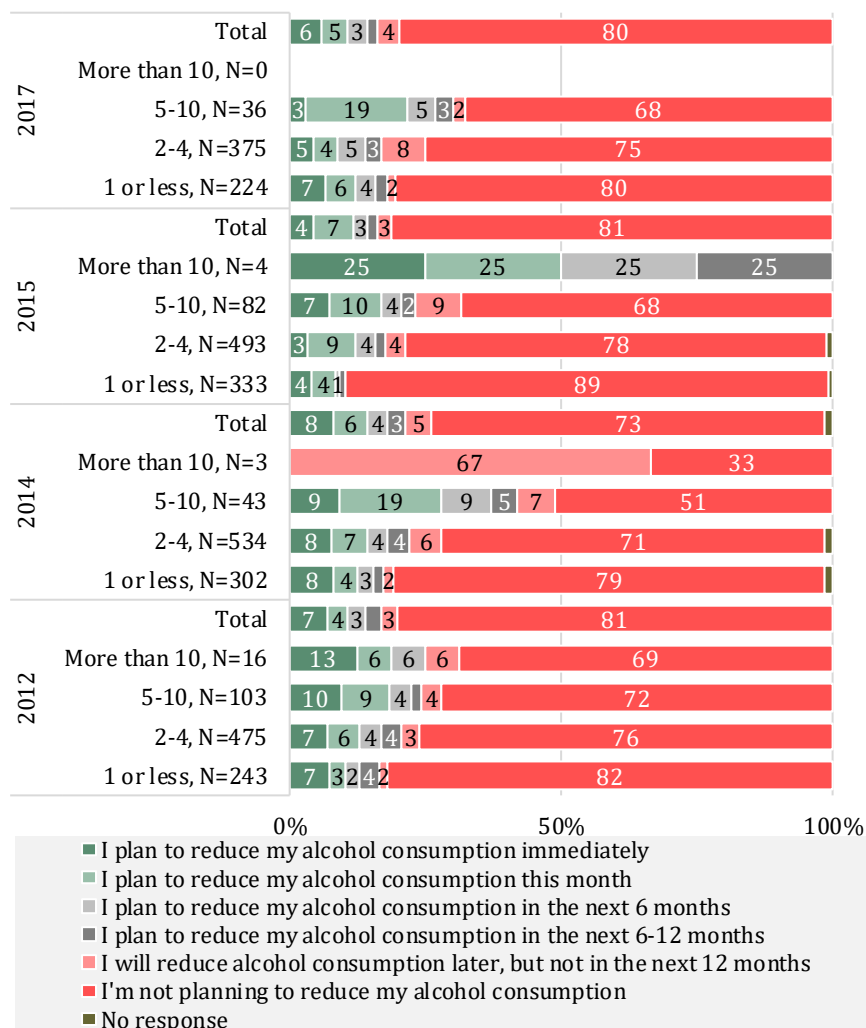
12% of the drinkers told that during the last 30 days someone from the family tried to persuade them to reduce the quantity of consumed alcohol (Fig. 25). Their share has increased compared to 2015 and 2014 by 3 p.p. The men's families attempted to persuade them to reduce alcohol consumption to a greater extent than those of women. Thus, in the case of 19% of men and 6% of women, the family tried to influence the consumption volume. Less involvement from the family felt the respondents from the north and those aged 16-25 years old.

Figure 25: During the last 30 days, did someone from your household try to persuade you to reduce the quantity of consumed alcohol? %



Regarding the plans to reduce alcohol consumption, in general, the share of respondents who do not plan to reduce consumption decreases by 1 p.p. compared to 2015, and is 80%.

Figure 26: Which of the following statements describes best your opinion regarding alcohol consumption? (question for drinkers), %

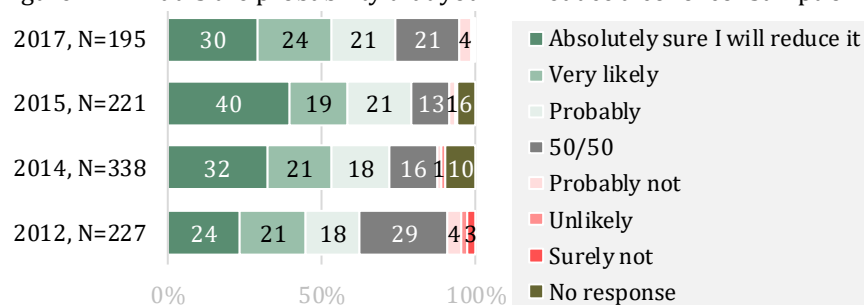


30% of the drinkers who plan to reduce consumption are *absolutely certain they will reduce* forever alcohol consumption, 24% - *most likely will reduce it* and 21% each – *likely will reduce it* and 50/50 (Fig. 27). The sum of the shares of respondents who are *absolutely certain* and *most likely* to reduce alcohol consumption is 5 p.p. less compared to the answers of respondents from 2015 (54% compared to 59%).

Less certain of success in the intention to reduce the drinking level are the male respondents and those from the north and south of the Republic of Moldova. Thus, 72% of men, 70% of respondents from the north and 71% from the south stated that it was probable<sup>1</sup> to reduce alcohol consumption. In contrast, the share of women and respondents from the center who stated the same thing is 77%.

<sup>1</sup> Integrated indicator which summed up the share of respondents who stated absolutely certainly that they will reduce it, most likely and likely will reduce alcohol consumption

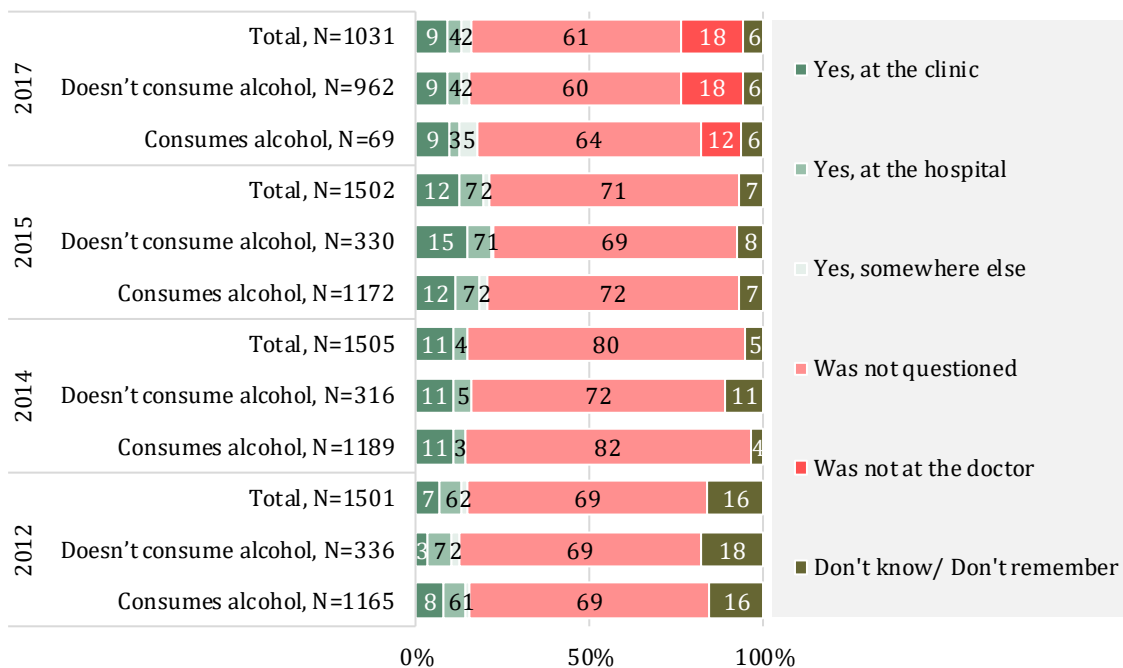
Figure 27: What is the probability that you will reduce alcohol consumption? (question for drinkers), %



15% of all the respondents were asked during the most recent appointment at the doctor/ medical checkup about the habit of consuming alcohol (Fig. 28). The shares do not differ significantly in the case of drinkers compared to those who do not consume alcohol, but decrease by 5 p.p. in comparison to 2015.

About alcohol consumption were asked during the most recent appointment at the doctor a greater share of drinkers from the south region (20%), the respondents with an income lower than MDL 5700 (20%) and those aged 46-55 years old (35%).

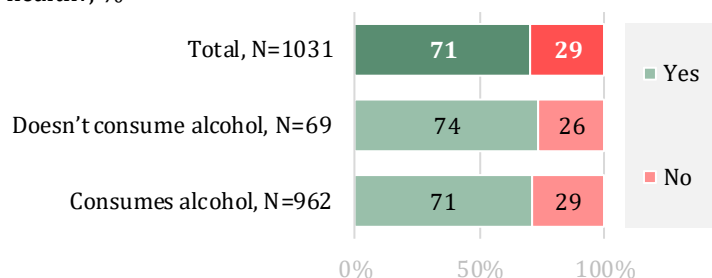
Figure 28: During the last visit at the doctor/ medical checkup, were you asked about your consumption of alcoholic drinks?, %



It is worth noting the fact that the majority of respondents met/ saw advertising or information about the harm of alcohol consumption on health (71%) (Fig. 29). The share of persons who noticed the advertising or information about alcohol and its harm on health during the last year is higher among those who do not consume alcohol, compared to those who consume alcoholic drinks (74% compared to 71%).

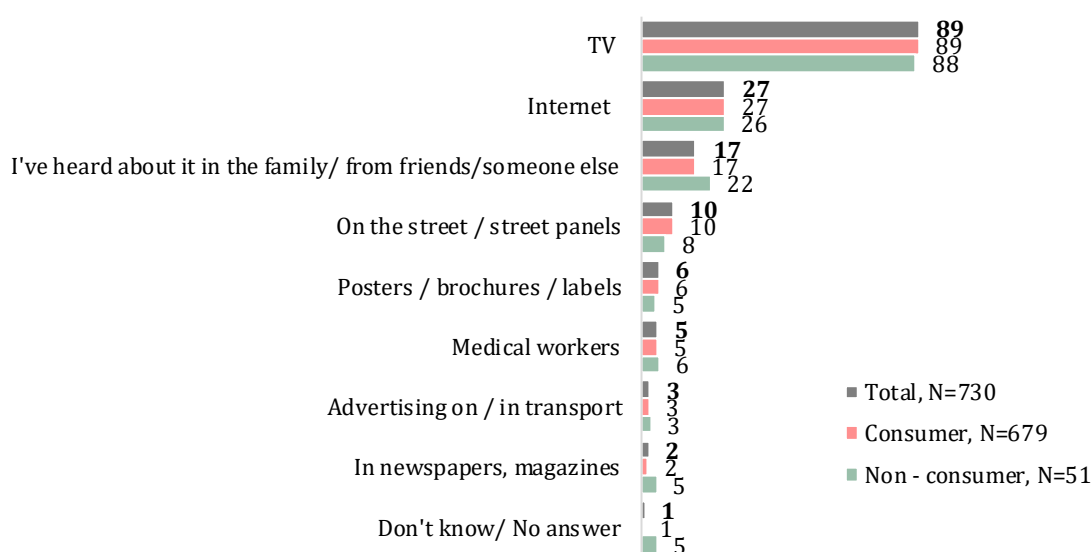
An equal share of men and women were exposed to an informative message about the harm of alcohol consumption on health. At the same time, we can notice a higher share of respondents from urban environment, north and south regions (73% for each segment of respondents) who saw advertising with a similar message.

Figure 29: During the last year, did you meet/see any publicity or information about alcohol and its harm on health?, %



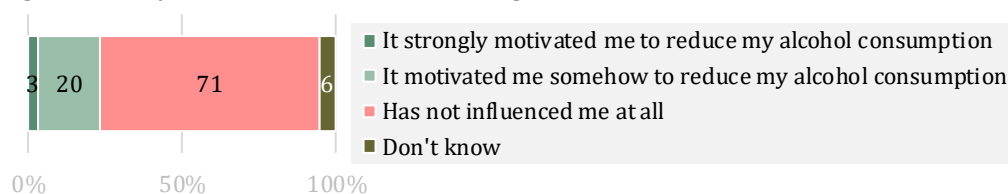
Television is the main source of information regarding anti-alcohol campaigns (Fig. 30) both for drinkers and for non-drinkers of alcohol (89% and 88% accordingly).

Figure 30: During the last year have you met/seen publicity or information about alcohol and its harm on health?, %



Most of the alcohol drinkers who have seen information or advertising about alcohol the last year did not feel motivated to reduce alcohol consumption (71%), and 23% stated that the advertising motivated them to reduce alcohol consumption (Fig. 31). The strongest influenced by advertising were the men. 26% of them, compared to 20% of women were motivated<sup>2</sup> to reduce alcohol consumption. The same impact advertising had among the respondents aged 16-25 years old. As a result of exposure to the commercial, 27% of the youth aged 26-35 years old felt motivated to reduce alcohol consumption.

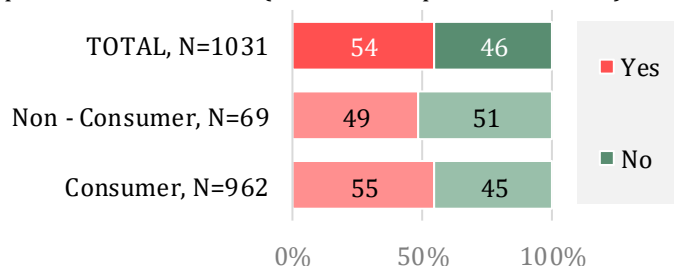
Figure 31: Do you believe that this advertising motivated to some extent to reduce alcohol consumption?, %



<sup>2</sup> Integrated indicator including the share of respondents who were strongly motivated to reduce alcoholic consumption and were motivated to some extent to reduce alcohol consumption.

From the total of respondents, 54% have seen advertising or other promotional elements for alcohol. Among alcohol drinkers, the share of those who have seen advertising about alcohol is 6 p.p. higher than that of non-drinkers of alcohol (Fig. 32).

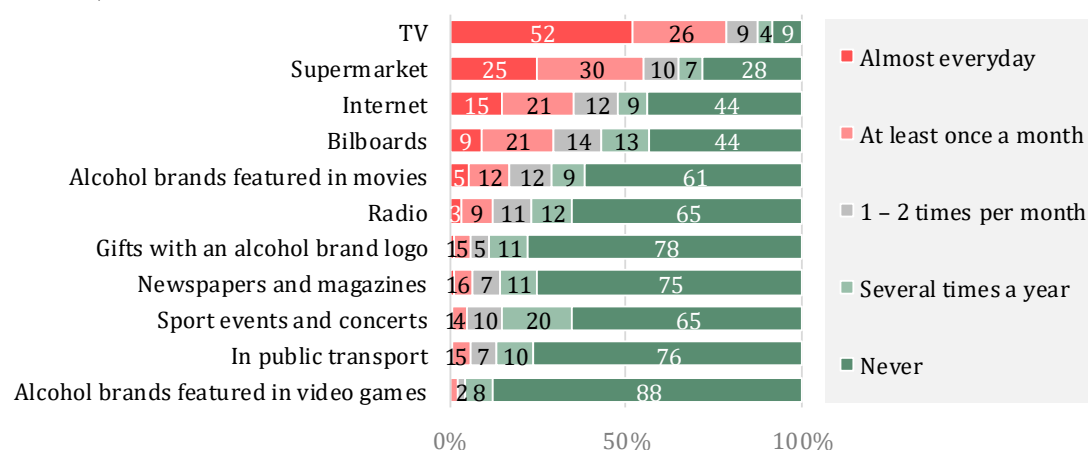
Figure 32: During the last year (12 months) have you seen or heard publicity (advertising) and/or other promotional elements (discounts on prices, offers etc.) about alcohol?, %



Each second respondent has seen advertising for alcoholic drinks on TV with a frequency of *almost every day*, and each fourth, with the same frequency – in supermarkets and shops (Fig. 33). The least noticed was a commercial for alcohol brands in games. Thus, 88% of respondents stated that they did not notice any brand of alcohol in video games.

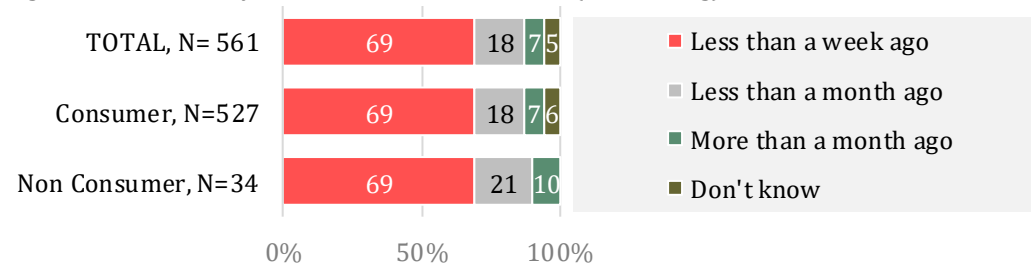
At sporting events and concerts the advertising for alcoholic drinks was noticed by 35% of respondents: 4% - at least once a month; 10% - 1 or 2 times a month, and 20% - several times a year.

Figure 33: During the last year (12 months), how often did you see or hear publicity (advertising) about alcohol?, %



Most of the respondents (69%), regardless of their status, drinkers or non-drinkers, have seen a commercial or promotional element at least a week ago (Fig. 34). 18% and 7% accordingly have seen it less than a month ago and more than a month ago. A greater number of respondents from the north (73%) have seen a commercial about alcohol a week ago and less. In the south and center the share of respondents who have seen advertising about alcohol is 69% and 67% accordingly.

Figure 34: When did you see or hear commercials (advertising) about alcohol?, %

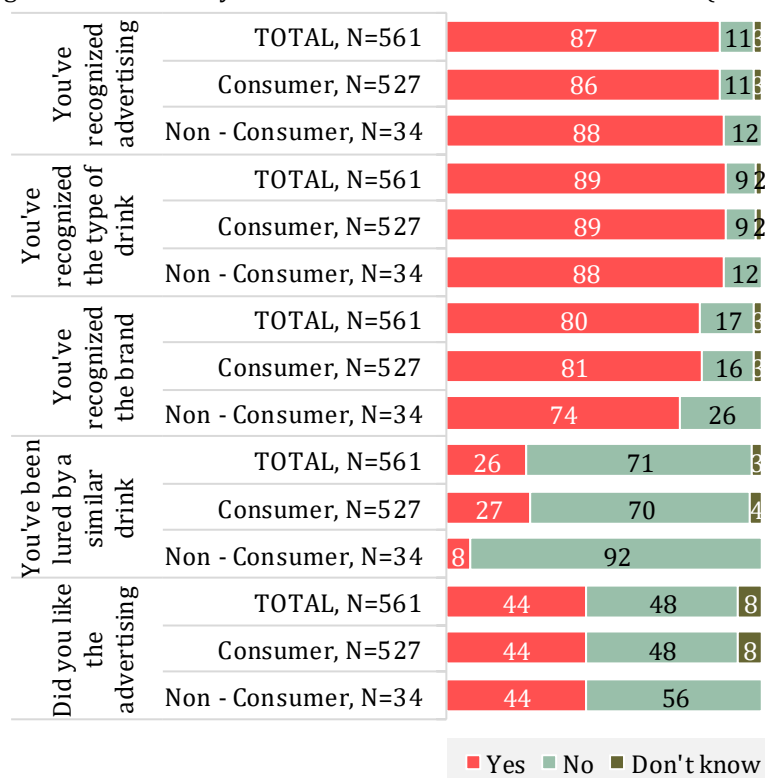


Most of the respondents who have seen any commercial for alcoholic drinks recognized the commercial (87%), the type of beverage (89%) and brand (80%) (Fig. 35). The share of drinkers and non-drinkers who recognized the brand and type of drink is approximately the same. Regarding the recognition of the brand, non-drinkers recognized the brand to a smaller extent, compared to drinkers (74% of non-drinkers and 81% of drinkers).

The stimulation of the desire to consume the promoted drink was recognized by 26% of the respondents who have seen publicity for alcohol (Fig. 35). Among the non-drinkers this share is smaller, representing 8%.

A share of 44% of respondents, both non-drinkers and drinkers stated that they liked the viewed commercial.

Figure 35: When did you see or hear the last time a commercial (advertising) about alcohol?, %

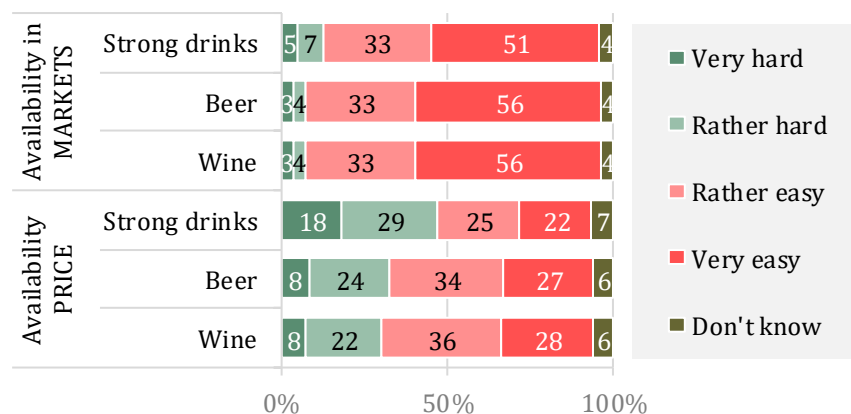


From the point of view of accessibility by price, the respondents consider that if they wanted to, it would be easier for them to obtain wine rather than strong beverages (Fig. 36). Thus, 64% and 61% of respondents accordingly stated that it would be very easy or rather easy for them to obtain wine and beer, while 47% of respondents have a similar opinion about strong beverages.

Respondents find alcoholic beverages more accessible from availability in shops rather than from the point of view of price. Thus, 89% of respondents each find wine and beer very easy or rather easy to find in shops, and strong drinks with 5 p.p. less.

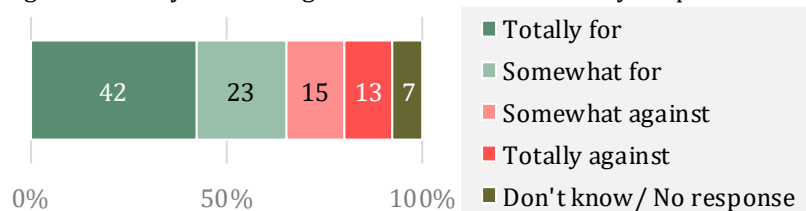


Figure 36: Taking into account the price for a standard portion of alcoholic drinks, how easy would it be to obtain ... if you wanted it?, %



3 out of 4 respondents support the sale of alcohol only in specialized units or shops, and 28% - are against (Fig. 37). A greater share of women agrees with the sale of alcohol only in specialized shops. Thus, 70% of women would support the initiative, while men support the idea to a rate of 59%.

Figure 37: Are you for or against alcohol to be sold only in specialized units or shops?, %





# **CHAPTER II:**

# **KNOWLEDGE AND**

# **ATTITUDES**

# **REGARDING**

# **HARMFUL USE OF**

# **ALCOHOL**

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The second chapter contains information about the knowledge and attitudes of Moldovans referring to the harmful use of alcohol.

## CHAPTER II: KNOWLEDGE AND ATTITUDES REFERING TO THE HARMFUL USE OF ALCOHOL

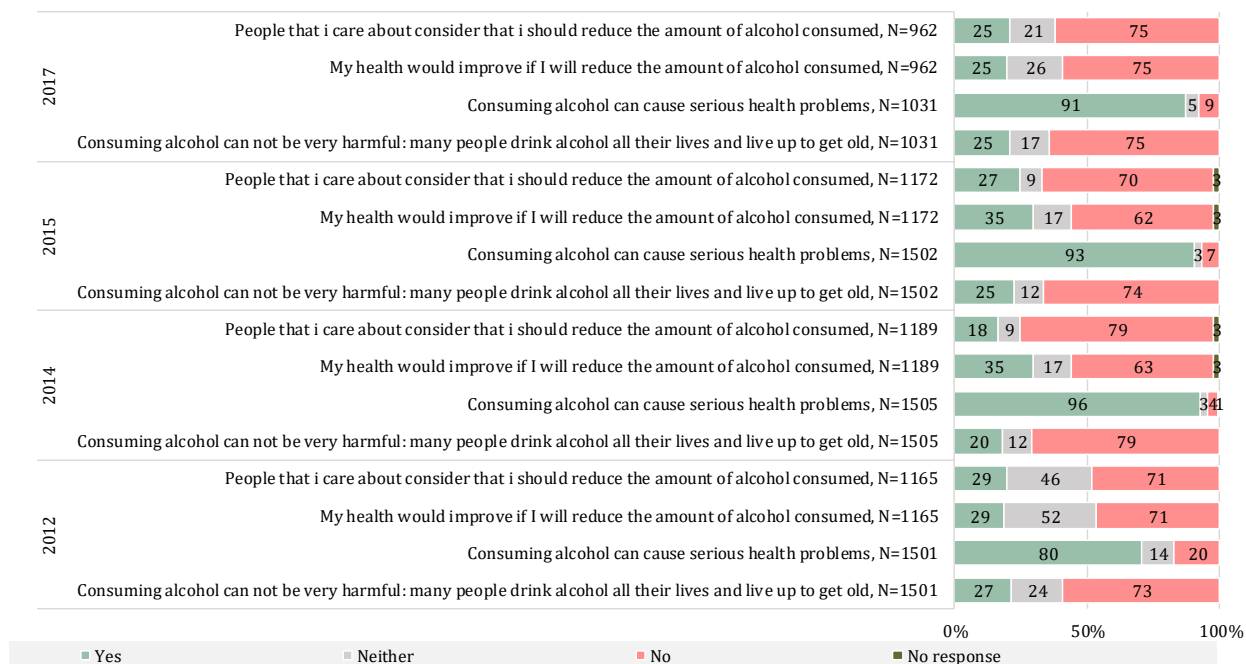
This chapter contains information about the knowledge and attitudes of Moldovans towards harmful use of alcohol. The analysis in dynamics of attitudes and knowledge from 2017 is performed, in comparison to 2015, 2014 and 2012.

Both in 2017 and in 2015, the share of persons who do not agree with the statement *“Alcohol consumption cannot be very harmful: many people consume alcoholic drinks their entire life and live until old age”* is 75% (Fig. 38). This opinion is shared by a larger share of men, inhabitants from the north region and respondents aged 16-25 and 46-55 years old.

91% from the entire sample know about the fact that *“alcohol may cause serious health issues”*, share which diminished by 2 p.p., compared with the year 2015 (Fig. 38). The negative impact of alcohol consumption on health is acknowledged by a larger share of the inhabitants from the rural area – 94%, compared to 88% of the inhabitants from cities. At the same time, differences are registered regarding the acknowledgement of the negative impact of alcohol consumption on health based on the region of residence and income of the respondents. Thus, greater shares are registered in the north and among the respondents with an income lower than MDL 3800.

At the moment, each fourth alcohol drinker agrees with the statement *“My health would improve if I reduced the amount of alcohol consumed”* (Fig. 38). A similar share agrees with the statement *“People I care about consider I should reduce the amount of alcohol consumed”*. Each third man showed agreement with each of these 2 statements.

Figure 38: I am going to read several statements about alcohol consumption. Indicate to what extent do you agree or disagree with each statement., %



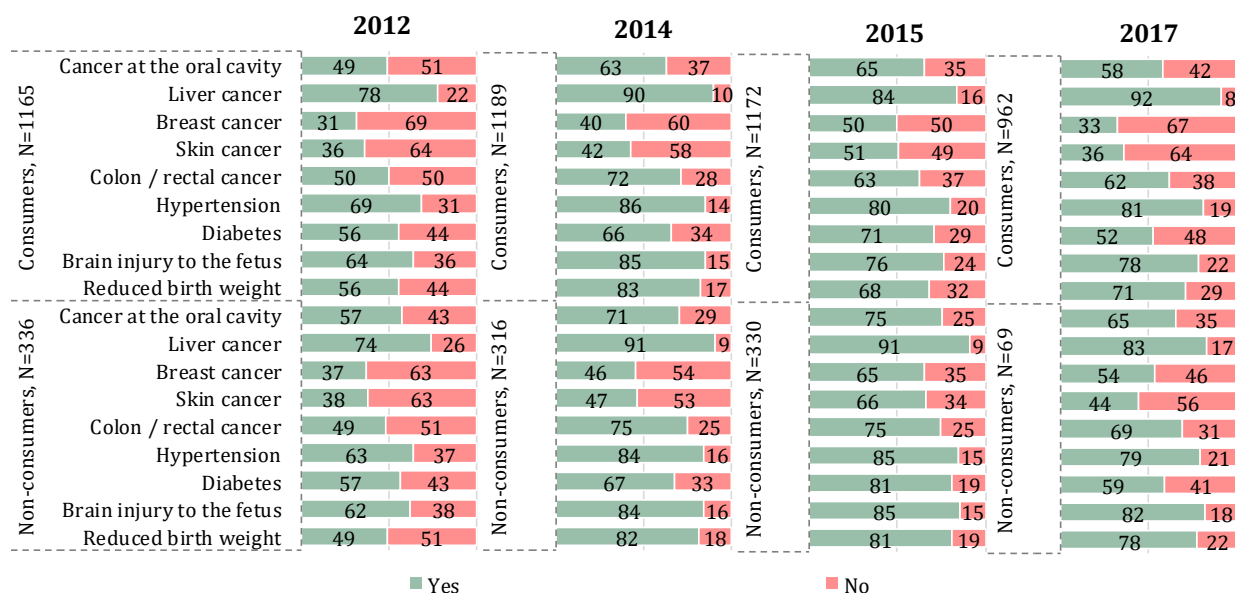
***\*In order to obtain a totalized answer “yes”, were united the categories of answer “totally agree” and “agree”, and in order to obtain the answer “no”, where united the answers “totally disagree” and “disagree”.***

***For the statements “people I care about consider I should reduce the amount of alcohol consumed” and “my health would improve if I reduced the amount of alcohol consumed” only alcohol drinkers answered, and for the other 2 statements – all respondents.***

With reference to the alcohol-related diseases and disorders, in 2017 the respondents showed a decreased level of knowledge in comparison to 2015 (Fig. 39). However, both alcohol drinkers and non-drinkers mentioned to a higher extent that alcohol may cause *liver cancer, high blood pressure, brain damage to the fetus, mental retardation, low weight at birth and diabetes*.

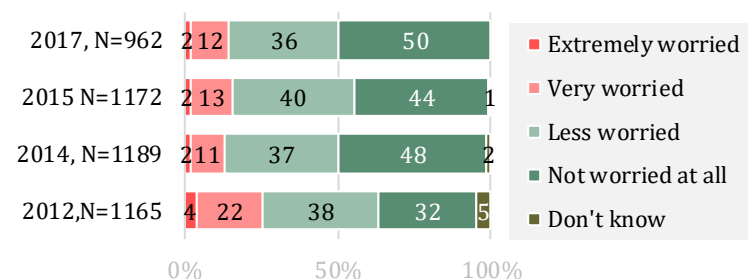
For each of the alcohol-related diseases, the share of women who stated they were aware was higher than that of men.

Figure 39: From what you know, alcoholic drinks may cause...?, %



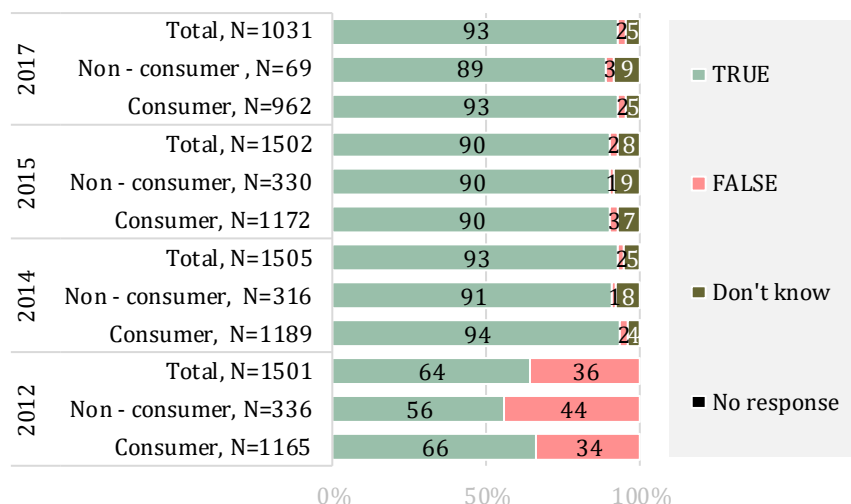
In 2017 half of the respondents stated that they were not worried at all about the effect of consumption of alcoholic drinks on their health in the future, and 36% - little worried (Fig. 40). The share of worried respondents decreases by 1 p.p. compared to 2015 and constitutes 14%. A greater number of respondents from the south (21%), and also aged 46-55 years old (16%) are worried about the effects of alcohol.

Figure 40: How worried are you about the effect of consumption of alcoholic drinks on your health in the future? %



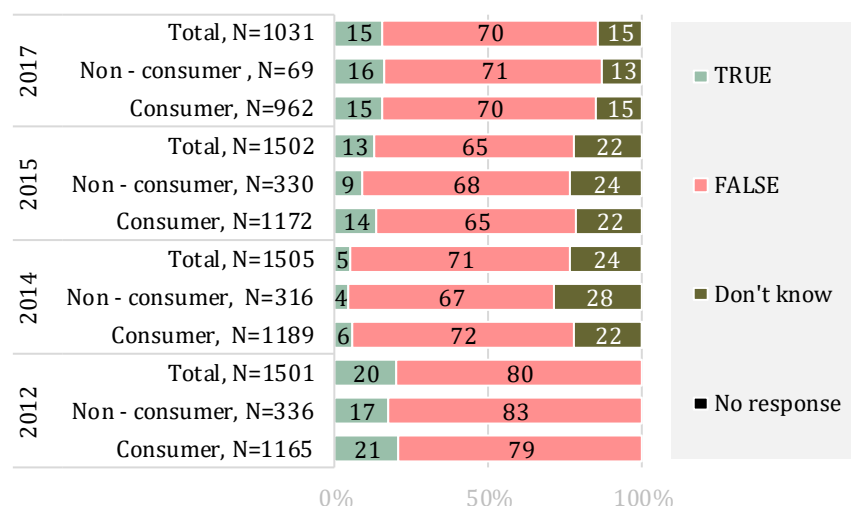
The statement according to which alcohol consumption during pregnancy may lead to serious disabilities in children is considered true by the great majority of respondents (93%). Based on the status of the respondent (drinkers or non-drinkers) it is noticed that a greater share of drinkers agrees with this statement (93% among drinkers and 89% - among non-drinkers). At the same time a greater share of women (96%), respondents aged between 46-55 years old (96%), but also those with incomes under MDL 3800 (95%) know about the probability of development of disabilities in children, if alcohol is consumed during pregnancy.

Figure 41: Do you consider that the statement: "Alcohol consumption during pregnancy may lead to serious disabilities in children" is true or not?, %



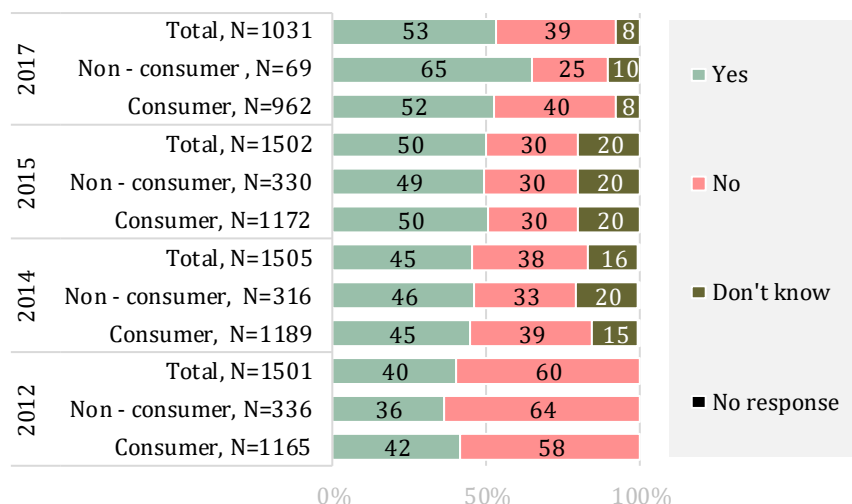
In 2017, 15% of respondents consider true the fact that the effects determined by alcohol consumption on the child during pregnancy disappear as they grow. Of the same thing are convinced 1 out of 5 residents from urban areas.

Figure 42: Do you consider that it is true or not that: "The effects determined by alcohol consumption on the child during pregnancy disappear as they grow"?, %



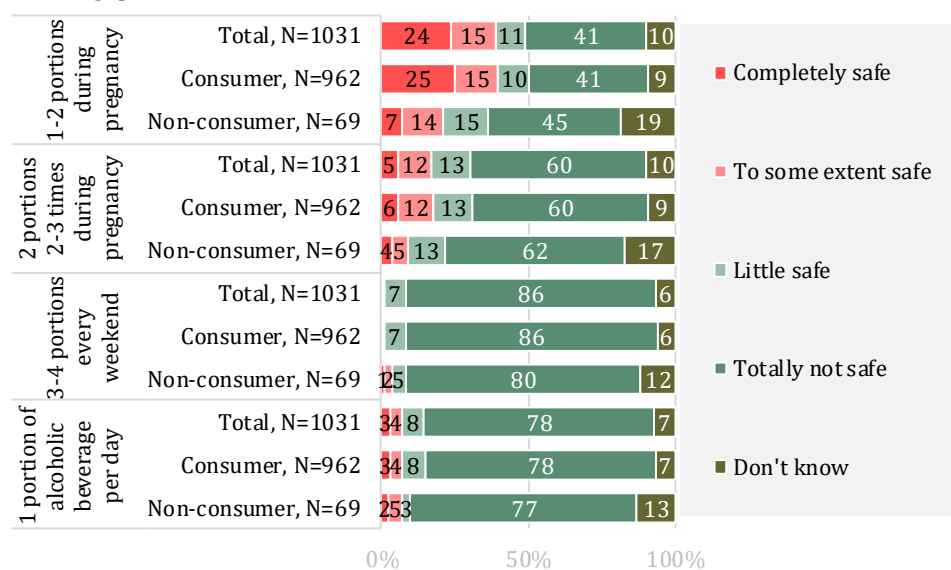
53% of Moldovans stated they encountered some information about the effects of alcohol on the child during pregnancy, which constitutes an increase by 3 p.p. compared to 2015. Women, respondents from urban areas, but also those aged 26-45 years old were exposed to an informative message about the harm of alcohol consumption during pregnancy to a higher rate.

Figure 43: Have you encountered any information about the effects of alcohol consumption on the child during pregnancy?, %



Referring to the alcohol effects on the fetus, 24% of the total population considers completely safe the consumption of the amount of 1-2 standard drinks of alcohol during pregnancy. At the same time with the increase of consumption frequency, decreases the share of those who consider alcohol consumption safe and increases the percentage of respondents who consider alcohol consumption during pregnancy as totally dangerous. At the same time, non-drinkers think to a greater extent that alcohol consumption during pregnancy is dangerous compared to drinkers, regardless of the amount and frequency of consumption.

Figure 44: Referring to the effects of alcohol on the fetus, how safe do you consider the consumption of the following quantities of alcohol would be?, %







# **CHAPTER III: SOCIO- DEMOGRAPHIC PROFILE OF THE ALCOHOL DRINKER**

### CHAPTER III: SOCIO-DEMOGRAPHIC PROFILE OF THE DRINKER

This chapter includes data about the profile of the alcohol drinkers and non-drinkers, in comparison to the total profile of the population. In general, 73% of respondents watch TV daily, 8% - 4-6 times a week and 8% - 2-3 times a week. The habits of drinkers and non-drinkers do not vary significantly in comparison to the total sample. 31% of Moldovans mention they listen to the radio daily and 9% - 4-6 times a week. Reading newspapers or magazines takes place rarer than watching TV and listening to the radio. The majority of respondents browses through them once a week and rarer than once a week. 71% of respondents use the internet daily. Cinema is visited both by drinkers and non-drinkers of alcohol rarer than once a month.

Table 3: Socio-demographic profile of an alcohol drinker compared to that of a non-drinker of alcohol, %

		Drinker, N=962	Non- drinker, N=69	TOTAL, N=1031
Watching TV	Everyday	73	71	73
	4-6 times per week	8	10	8
	2-3 times per week	9	5	8
	Once a week	2	2	2
	Twice a month	1	0	1
	Once a month	1	0	1
	Once in 2-3 months	1	1	1
	Once in 6 months	0	0	0
	Less often	3	4	3
	Never	3	7	4
	Don't remember	0	0	0
Listening the radio	Everyday	32	15	31
	4-6 times per week	9	8	9
	2-3 times per week	8	10	8
	Once a week	4	4	4
	Twice a month	2	8	3
	Once a month	2	9	2
	Once in 2-3 months	1	2	1
	Once in 6 months	1	2	1
	Less often	12	15	12
	Never	27	25	27
	Don't remember	2	3	2
Read newspapers/ magazines	Everyday	2	4	2
	4-6 times per week	2	3	2
	2-3 times per week	6	8	6
	Once a week	10	12	10
	Twice a month	3	4	3
	Once a month	5	2	5
	Once in 2-3 months	3	9	3
	Once in 6 months	2	2	2
	Less often	17	19	17
	Never	47	36	47
	Don't remember	3	0	3
		Drinker, N=962	Non- drinker,	TOTAL, N=1031

			N=69	
Using the internet	Everyday	71	71	71
	4-6 times per week	5	4	5
	2-3 times per week	4	4	4
	Once a week	1	1	1
	Twice a month	0	0	0
	Once a month	1	1	1
	Once in 2-3 months	0	0	0
	Once in 6 months	1	0	1
	Less often	3	2	3
	Never	14	17	14
	Don't remember	1	0	1
Going to cinema	Everyday	0	0	0
	4-6 times per week	0	0	0
	2-3 times per week	0	0	0
	Once a week	0	0	0
	Twice a month	1	2	1
	Once a month	4	7	4
	Once in 2-3 months	4	6	4
	Once in 6 months	4	9	4
	Less often	14	14	14
	Never	62	53	62
	Don't remember	10	9	10
Children in the family	No	46	46	46
	Yes	54	54	54



# **CHAPTER IV:** **MULTIVARIATE** **ANALYSIS**

# CHAPTER IV: MULTIVARIATE ANALYSIS

In order to identify the influence of access to advertising/information regarding the knowledge of drinkers and of those who do not drink referring to the negative effects of ethanol on health, a logistic regression analysis was performed. Those criteria which are marked in green were included in a model which has a statistical significance. The cells marked green represent the fact if the person was or not exposed to the information from the campaign and if exposure indeed influences the level of knowledge or their attitudes towards aspects related to alcohol consumption mentioned in the table.

Table 4: Results of the logistic regression about the effect of exposure to information from the anti-alcohol campaign on attitudes

Attitude		Drinkers				Attitude		Non- drinkers			
		p	Odds Ratio	Lower limit	Upper limit			p	Odds Ratio	Lower limit	Upper limit
1	Alcohol can cause cancer at the oral cavity, Chi-square=45.715, Sig.=0.000					1	Chi- square=11.711, Sig.=0.230				
	Logistic regression	0.844	1.046	0.666	1.644	1	Logistic regression	0.595	1.807	0.203	16.053
2	Alcohol can cause liver cancer, Chi- square=29.303, Sig.=0.004					2	Chi- square=18.749, Sig.=0.027				
	Logistic regression	0.054	0.471	0.219	1.014	2	Logistic regression	0.999	0.876	0.093	8.262
3	Alcohol can cause breast cancer, Chi- square=27.326, Sig.=0.007					3	Chi- square=6.453, Sig.=0.694				
	Logistic regression	0.154	0.75	0.505	1.114	3	Logistic regression	0.995	1.005	0.198	5.104
4	Alcohol can cause skin cancer, Chi- square=23.538, Sig.=0.024					4	Chi- square=6.337, Sig.=0.706				
	Logistic regression	0.081	0.711	0.484	1.044	4	Logistic regression	0.986	1.014	0.213	4.826
5	Alcohol can cause colon/ rectal cancer, Chi- square=64.109, Sig.=0.000					5	Chi- square=8.903, Sig.=0.446				
	Logistic regression	0.18	0.751	0.493	1.142	5	Logistic regression	0.914	1.129	0.125	10.197
6	Alcohol can cause hypertension, Chi- square=40.336, Sig.=0.014					6	Chi- square=14.486, Sig.=0.106				
	Logistic regression	0.781	0.943	0.624	1.426	6	Logistic regression	0.709	0.557	0.026	12.028
7	Alcohol can cause diabetes, Chi- square=25.155, Sig.=0.000					7	Chi- square=4.106, Sig.=0.904				
	Logistic regression	0.933	1.022	0.62	1.685	7	Logistic regression	0.569	1.84	0.225	15.027
8	Alcohol can cause brain injury to the fetus, Chi- square=83.735, Sig.=0.000					8	Chi- square=11.726, Sig.=0.229				
	Logistic regression	0.639	0.87	0.487	1.556	8	Logistic regression	0.998	2.504	0.752	8.335
9	Alcohol can reduce birth weight, Chi- square=72.392, Sig.=0.000					9	Chi- square=26.252, Sig.=0.002				
	Logistic regression	0.035	0.589	0.359	0.964	9	Logistic regression	0.259	0	0	498328.484

Table 5: Results of the logistic regression regarding the effect of exposure to information from the anti-alcohol campaign on knowledge

Knowledge		Drinkers				Knowledge		Non- drinkers			
		p	Odds Ratio	Lower limit	Upper limit			p	Odds Ratio	Lower limit	Upper limit
1	Alcohol can cause serious health problems, Chi- square=30.431, sig.=0.002					1	Chi- square=13.674, Sig.=0.134				
	Logistic regression	0.035	1.690	1.038	2.752		Logistic regression	0.707	1.388	0.251	7.673
2	People that I care about consider that I should reduce the amount of alcohol consumed, Chi-square=39.719, sig.0.000					N/A					
	Logistic regression	0.684	0.934	0.674	1.295						
3	Consuming alcohol cannot be very harmful: many people drink alcohol all their lives and live up to get old, Chi square=60.158, sig.=0.000					3	Chi square=13.546, Sig.=0.139				
	Logistic regression	0.203	1.247	0.888	1.752		Logistic regression	0.284	3.043	0.397	23.352
4	My health would improve if I will reduce the amount of alcohol consumed, Chi- square=43.325, sig.=0.000					N/A					
	Logistic regression	0.141	1.290	0.919	1.810						





# CONCLUSIONS

## CONCLUSIONS

The survey, based on primary quantitative data was carried out according to the methodology of KAP surveys (knowledge, attitudes and practices) and established the level of knowledge of the population regarding the alcohol related harm, attitudes and practices of the population regarding alcohol consumption.

### Knowledge

The great majority of the population (91%) knows that alcohol consumption may cause serious health issues. Compared to the previous survey, their share registers a decrease of 2 p.p. The majority of respondents is informed about the harm of alcohol consumption during pregnancy. Thus, 93% of respondents (+3 p.p. more respondents than in the previous survey) stated that alcohol consumption during pregnancy leads to serious disabilities in children.

71% of respondents were exposed to advertising about the harm of alcohol consumption. Out of them, the most (89%) have seen the message on TV. Each second respondent was exposed to advertising for alcoholic drinks on TV with a frequency of almost every day, and each fourth, with the same frequency – in supermarkets and shops.

### Attitudes

In the chapter related to attitudes, we notice an increased number of respondents who discussed at home about the damages caused by alcohol consumption to those around them. At the same time, the rate of those who discussed about the damages caused by the consumption of alcohol on their own body decreases in comparison to 2015 (from 61% - in 2015 to 57% - in 2017). Nevertheless, the share of respondents who tried to reduce the amount of alcohol drank is maintained at the same level as in 2015.

### Practices

Presently, 93% of respondents have ever drunk (a full portion, not just a sip) alcoholic drinks, i.e. 5 p.p. more compared to 2015 (88%). Nevertheless, the consumption of alcoholic drinks from the last month has increased by 2 p.p. compared to 2015.

The preferences for alcoholic drinks modified, thus, the share of those who consume wine more often decreases (from 69% - in 2015 to 56% - in 2017). This decrease is determined by the increase of the rate of respondents who drink beer more often (from 19% - in 2015 to 30% - in 2017). A factor which explains the differences would be that – the collection of data took place in different intervals: the survey from 2015 was carried out in the period February-March, and that from 2017 – in the period May-June.

The share of respondents who consumed alcohol during the last month diminished by 2 p.p. and constitutes 67% compared to 69% - in 2015. Also decreases the number of portions consumed per occasion (from 2.4 – in 2015 to 2.2 – in 2017). At the same time, among the respondents was registered, on average, a maximum consumption of 4.4 portions of alcohol, so that 55% of respondents consume from 2 to 4 portions per occasion. Also in the chapter describing the number of portions, we notice that during the last month more respondents drank 5 or more portions per occasion, in comparison to the results of the previous survey (47% in 2017 and 41% in 2015).

During the last year decreases the share of drinkers, but also the amount consumed per occasion. Thus, the rate of respondents who consumed alcohol diminishes by 4 p.p. compared to 2015 and constitutes 85%, and the rate of those who consume from 1-2 portions increases by 2 p.p. (from 74% - in 2015 to 76% - in 2017).

The majority stated that during the last year it did not happen to them to not be able to stop after beginning to consume alcoholic drinks and their share is lower than in 2015 (-6 p.p.). The current survey registered a larger share of people who found that during the last year there were situations when they were not able to do what was expected of them normally, due to consumption of alcohol (from 19% - in 2015 to 23% - in 2017). Nevertheless, a decrease in share may be noticed in the chapter on the need to drink in the morning in order to recover after a session of exaggerated alcohol consumption (from 22% - in 2014 to 20% - in 2015).

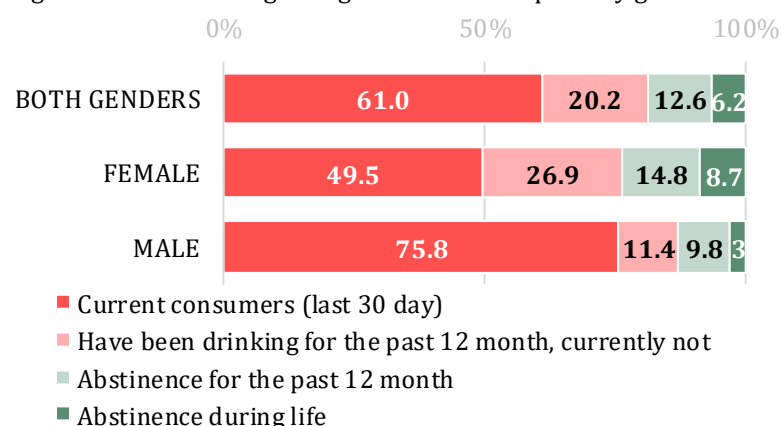
# ANNEXES

## ANNEX 1: KNOWLEDGE, ATTITUDES AND PRACTICES AMONG THE POPULATION AGED 18-69 YEARS OLD

Alcohol consumption habits, frequency of alcohol consumption and risks associated with alcohol consumption were studied based on gender, age and residence environment of the respondents aged 18-69 years old participating in the survey.

Out of all the respondents aged between 16-69 years old, 61% (CI 95%: 58.5% - 63.6%) have consumed alcohol during the last 30 days. The share of women who consumed alcohol during the last month is inferior compared to that of men. Thus, 75.8% of men declared that they consumed alcohol, while the share of women drinkers constitutes 49.5%. in comparison to the STEPS survey from 2013, the share of current drinkers is decreasing by 0.9 p.p. Per gender segments of respondents it is noticed a decrease of the share of women alcohol drinkers (-4 p.p.), and for men is registered a reverse tendency of increase (+6 p.p.).

Figure 45: Situation regarding alcohol consumption by gender



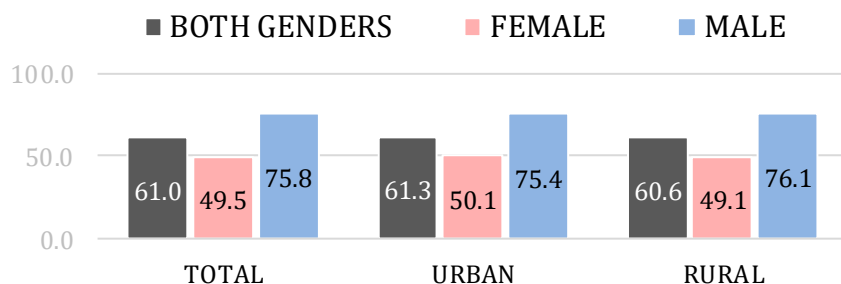
The analysis of current consumption of alcohol per age categories and genders emphasizes a smaller share of drinkers among the respondents of both genders aged between 60-69 years old. In 2013 the same tendency was registered. Nevertheless, a smaller share than the average per men and women accordingly was also registered for the age segment 18-19 years old. In 2017 the share of drinkers aged 18-29 years old is higher than the general average per categories of respondents divided per genders, but smaller compared to the segments aged 30-44 years old and 45-59 years old.

Table 6: Distribution of current drinkers per genders and age groups

Age group (years)	BOTH GENDERS			FEMALE			MALE		
	n	%	ÎI 95%	n	%	ÎI 95%	n	%	ÎI 95%
18-29	219	63.4	56.8 - 70.0	84	49.7	39.0 - 60.4	135	76.6	68.2 - 85.0
30-44	243	64.3	58.0 - 70.6	128	56.0	47.3 - 64.7	115	77.1	68.0 - 86.2
45-59	259	64.3	58.2 - 70.4	115	53.1	44.0 - 62.2	144	77.3	69.1 - 85.5
60-69	183	51.3	44.1 - 58.5	87	39.2	28.7 - 49.7	96	71.2	61.2 - 81.2
Total	904	61.0	57.7 - 64.3	415	49.5	44.7 - 54.3	489	75.8	71.4 - 80.2

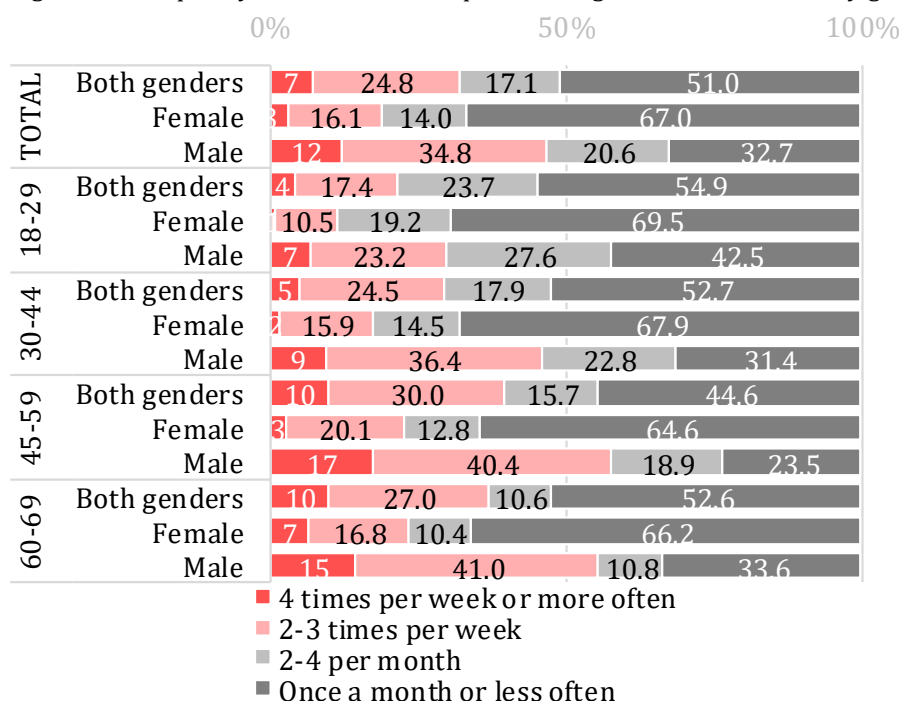
Based on the residence environment of the respondents, we find a higher by 0.7 p.p. prevalence of drinkers from the urban environment. Thus, in the urban environment the share of current drinkers constitutes 61.3%, and in the rural environment 60.6%. Based on the respondent gender, we notice that women from the urban environment consume alcohol to a rate of 50.1% which represents a share 1 p.p. higher larger than that of women drinkers from the rural environment. Among men the tendency is reversed. Thus, the share of men from the urban environment who consume alcohol is smaller than that of men from the rural environment (-0.7 p.p.).

Figure 46: Distribution of current drinkers by gender and residence environment



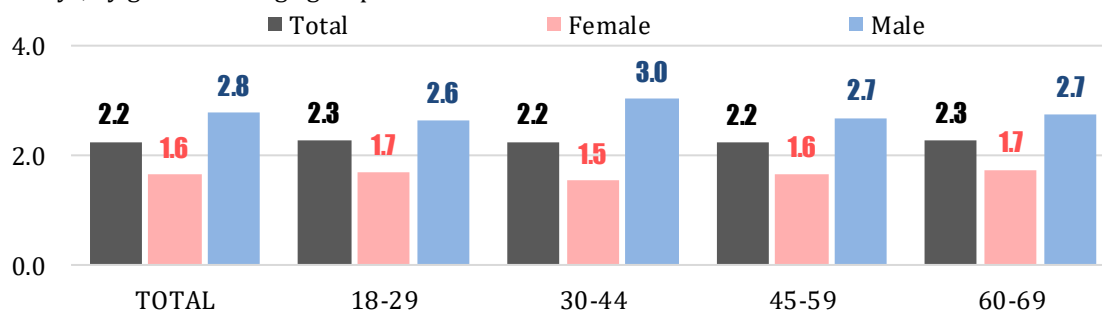
21.4% of the drinkers mentioned alcohol consumption in the last 12 months with a frequency of at least 2 times a week (4% consumed alcohol at least 4 times a week, and 17.4% - 2-3 times a week). The share of men who indicated the same frequency of consumption is higher than that of women drinkers by 18.6 p.p. (29.9% men and 11.3% women consume alcohol at least 2 times a week). The respondents who indicated a higher frequency of consumption to a higher rate are aged 45-59 years old.

Figure 47: Frequency of alcohol consumption during the last 12 months, by gender and age groups



Current drinkers (respondents who consumed alcohol during the last 30 days) used in average 2.2 portions of alcohol. Men consume approximately 2.8 portions per occasion, while women – 1.6 portions. Per age segments, the average number of portions does not differ significantly.

Figure 48: Average number of standard drinks per drinking occasion among the current drinkers in the last 30 days, by gender and age groups



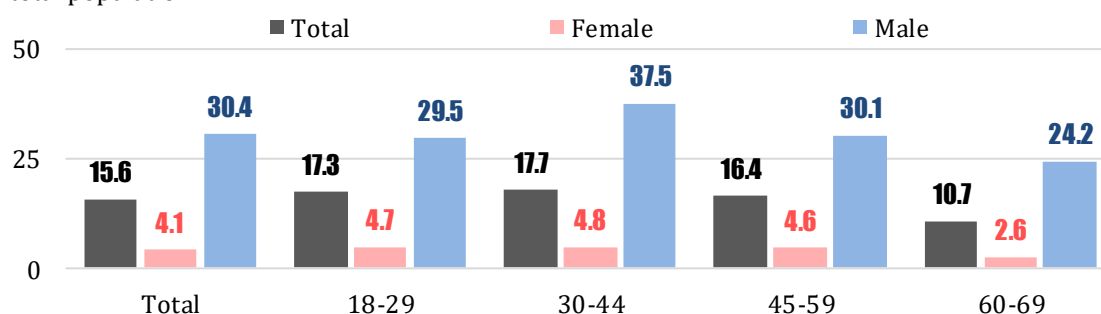
Based on residence, there are no major differences regarding the average number of drinks consumed per occasion. Thus, if the respondents from urban environment stated they consumed in average 2.2 drinks, then those from rural environment consume 2.3 drinks. Women from urban environment indicated a higher number of consumed drinks than those from rural environment (+0.1 portions). For men we have the reverse tendency: men from rural environment consume in average more than those from urban environment (+0.2 portions).

Table 7: Average number of standard drinks per drinking occasion among current drinkers (last 30 days) by gender and residence environment

	BOTH GENDERS			FEMALE			MALE		
	n	Average number of occasions	ÎI 95%	n	Average number of occasions	ÎI 95%	n	Average number of occasions	ÎI 95%
Urban	667	2.2	2.1 - 2.3	370	1.7	1.5 - 1.8	297	2.6	2.5 - 2.8
Rural	816	2.3	2.2 - 2.4	467	1.6	1.5 - 1.7	349	2.8	2.7 - 3.0
Total	1483	2.2	2.2 - 2.3	837	1.6	1.5 - 1.7	646	2.8	2.6 - 2.9

Among the respondents who have ever consumed alcoholic drinks (a glass, not just a sip for tasting), 15.6% used during the last month at least per one occasion 5 or more standard portions of alcohol. The consumption of 5 and more drinks per occasion is specific to 30.4% of men 4.1% of women (or 26.3 p.p. more men than women). Per age categories, a larger share of drinkers is registered on the age category 30-44 years old, followed by those aged 18-29 years old.

Figure 49: Consumption of five and more drinks per occasion at least once during the last 30 days among the total population



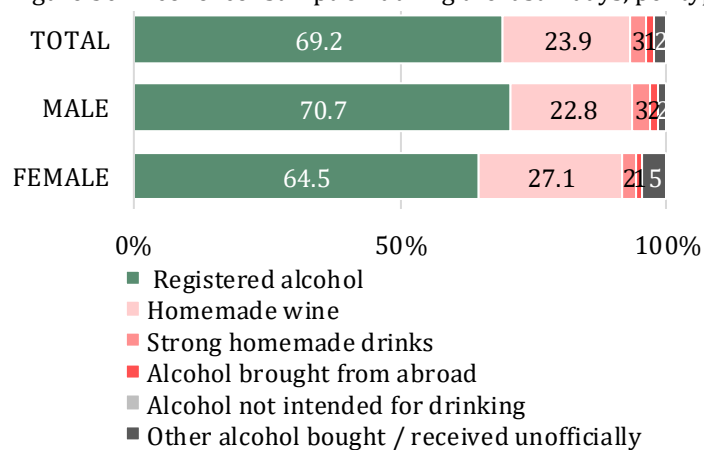
28% of the respondents which are current drinkers (drinkers during the last 30 days) consumed nonregistered alcohol during the last 7 days: 32.7% in the rural environment and 22.6% in the urban environment. Men consume to a higher rate nonregistered alcohol than women, thus, 34.9% of men and 22.7% of women consumed nonregistered alcohol.

Table 8: Consumption of nonregistered alcohol, by gender and residence environment

	BOTH GENDERS			FEMALE			MALE		
	n	%	ÎI 95%	n	%	ÎI 95%	n	%	ÎI 95%
Urban	141	22.6	30.9 - 14.4	64	19.1	6.9 - 31.4	77	26.8	15.6 - 38.0
Rural	251	32.7	38.9 - 26.5	109	25.5	16.1 - 34.9	142	41.7	33.5 - 49.9
Total	392	28.2	23.3 - 33.2	173	22.70	15.3 - 30.2	219	34.90	28.3 - 41.5

In the last 7 days, 29.9% of the total amount of consumed alcohol was nonregistered alcohol. The consumption of nonregistered alcohol is 6.2 p.p. higher among women than among men. The amount of homemade wine consumed during the last 7 days is higher than other types of nonregistered alcohol. Thus, 23.9% from the entire amount of alcohol consumed was constituted of homemade wine.

Figure 50: Alcohol consumption during the last 7 days, per type and gender



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