

Public support for policies related to alcohol

Health indicator report

Background

- The purpose of this health indicator report is to provide information about public support for policies related to alcohol among Halton adults aged 18 and over.
- Alcohol is a leading preventable cause of death, disability and social problems.^{1,2} In 2019-2020, data from the Canadian Community Health Survey showed that 49% of Halton adults aged 19 and over reported that they consumed alcohol in the past week.³
- Harms associated with alcohol can be decreased through policies, such as drink labels that include health and safety messaging, and the establishment of minimum pricing and taxation on alcohol.⁴
- This health indicator report uses data from the Rapid Risk Factor Surveillance System (RRFSS). In this health indicator report, individuals who strongly or somewhat agreed with each statement have been referred to as agreeing.

Key findings

Drink Labels

- In 2023, 72% of Halton adults aged 18 and over agreed alcohol should be sold with a standard drink label.
- In 2023, 70% of Halton adults aged 18 and older agreed alcohol should be sold with a health hazard label.
- In 2023, 87% of Halton adults aged 18 and older agreed alcohol labels should be a standard size.

Pricing

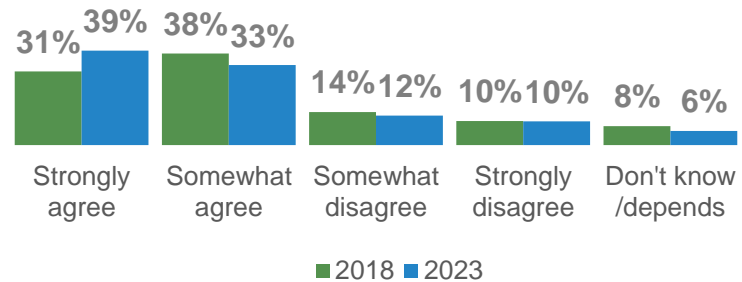
- In 2023, 54% of Halton adults aged 18 and older agreed that alcohol price should increase the same as other retail items.
- In 2023, 51% of Halton adults aged 18 and older agreed that alcohol beverage price should increase based on alcohol concentration.



Public support for policies related to alcohol: Standard drink labels*

Overview

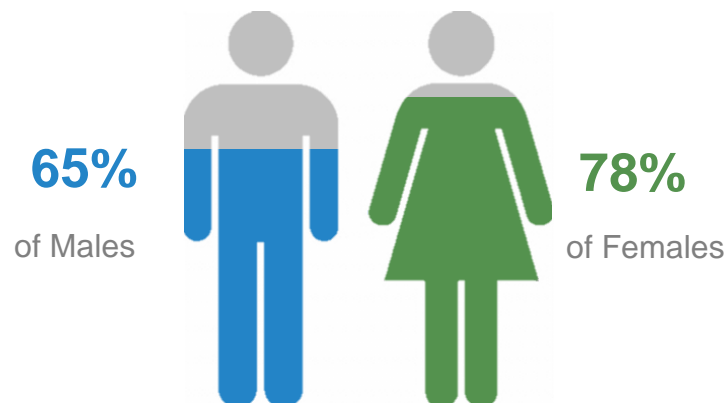
- In 2023, 39% of Halton adults 18 and over strongly agreed alcohol should be sold with a standard drink label; 33% somewhat agreed with this statement; 12% somewhat disagreed; 10% strongly disagreed; and 6% reported that they don't know or it depends.
- There was a **statistically significant** increase between 2018 and 2023 in the percentage of Halton adults aged 18 and over who agreed (somewhat or strongly) that alcohol should be sold with a standard drink label.



Percentage of adults aged 18 and older who strongly agreed, somewhat agreed, somewhat disagreed, strongly disagreed, or don't know/depends that alcohol should be sold with a standard drink label, Halton Region, 2018/2023

Sex

- In 2023, females were more likely than males to agree that alcohol should be sold with a standard drink label. This difference was **statistically significant**.



Percentage of adults aged 18 and older who agreed that alcohol should be sold with a standard drink label, by sex, Halton Region, 2023

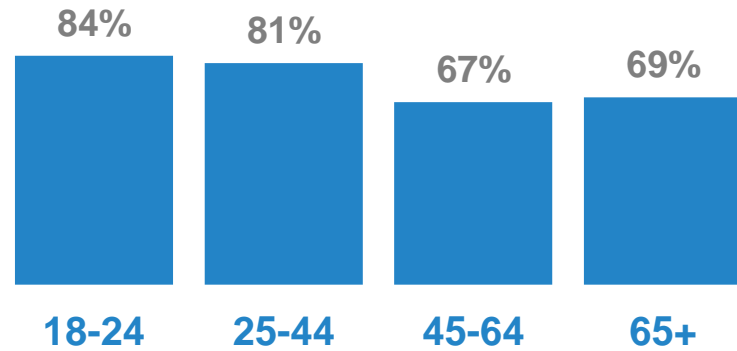
*A standard drink label is defined as a label that shows how many standard drinks are contained within (e.g., This product contains 1.5 standard drinks).



Public support for policies related to alcohol: Standard drink labels*

Age

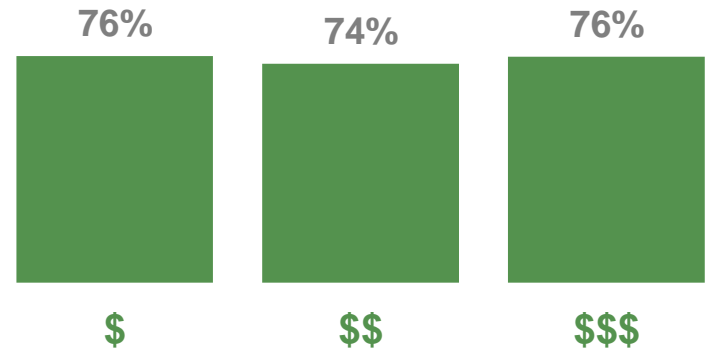
- Halton adults aged 18-24 were most likely to agree that alcohol should be sold with a standard drink label, followed by adults aged 25-44, 45-64, and 65 and older. However, these differences were only **statistically significant** when comparing those aged 18-24 with those aged 45-64.



Percentage of adults aged 18 and over who agreed that alcohol should be sold with a standard drink label, by age, Halton Region, 2023

Income

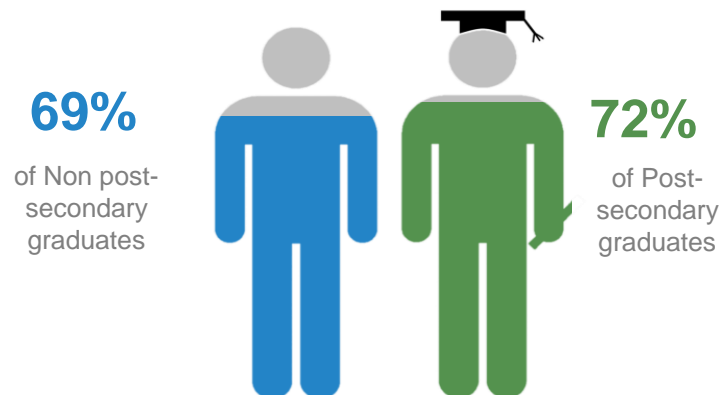
- In 2023, there were no statistically significant differences by income in the percentage of Halton adults aged 18 and over who agreed that alcohol should be sold with a standard drink label.



Percentage of adults aged 18 and older who agreed that alcohol should be sold with a standard drink label, by income, Halton Region, 2023

Education

- In 2023, there was no statistically significant difference by education in the percentage of Halton adults aged 25 and over who agreed that alcohol should be sold with a standard drink label.



Percentage of adults aged 25 and older who agreed that alcohol should be sold with a standard drink label, by education, Halton Region, 2023

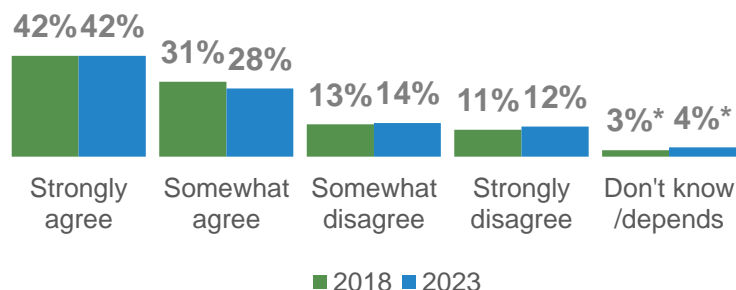
*A standard drink label is defined as a label that shows how many standard drinks are contained within (e.g., This product contains 1.5 standard drinks).



Public support for policies related to alcohol: Health hazard labels†

Overview

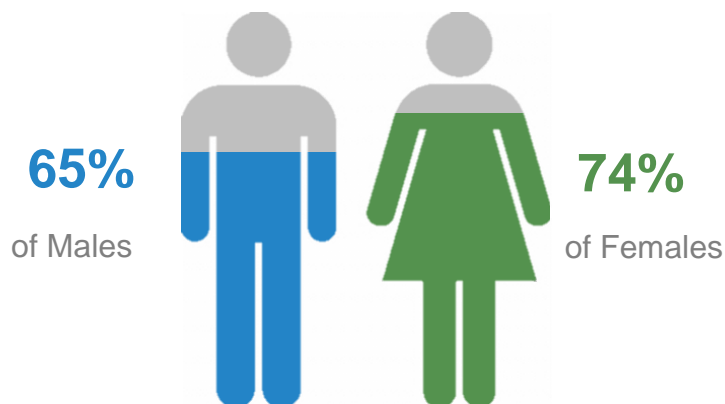
- In 2023, 42% of Halton adults 18 and over strongly agreed alcohol should be sold with a health hazard label; 28% somewhat agreed with this statement; 14% somewhat disagreed; 12% strongly disagreed; and 4%* reported that they don't know or it depends.
- There was no statistically significant difference between 2018 and 2023 in the percentage of Halton adults aged 18 and over who agreed (somewhat or strongly) that alcohol should be sold with a health hazard label.



Percentage of adults aged 18 and older who strongly agreed, somewhat agreed, somewhat disagreed, strongly disagreed, or don't know/depends that alcohol should be sold with a health hazard label, Halton Region, 2018/2023

Sex

- In 2023, females were more likely than males to agree that alcohol should be sold with a health hazard label. This difference was **statistically significant**.



Percentage of adults aged 18 and older who agreed that alcohol should be sold with a health hazard label, by sex, Halton Region, 2023

†A health hazard label contains a warning that describes the health hazards of drinking alcohol (e.g., Alcohol causes Pharynx Cancer).

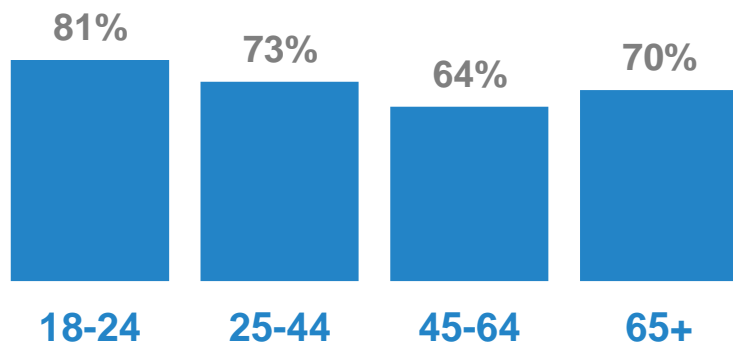
Estimates marked with an asterisk (*) should be interpreted with caution due to high variability.



Public support for policies related to alcohol: Health hazard labels [†]

Age

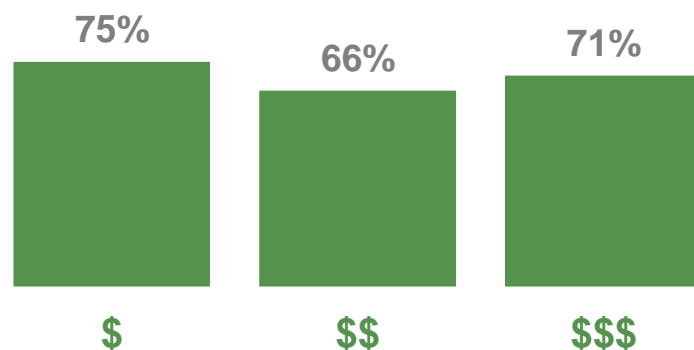
- In 2023, there were no statistically significant differences by age in the percentage of Halton adults aged 18 and over who agreed that alcohol should be sold with a health hazard label.



Percentage of adults aged 18 and older who agreed that alcohol should be sold with a health hazard label, by age, Halton Region, 2023

Income

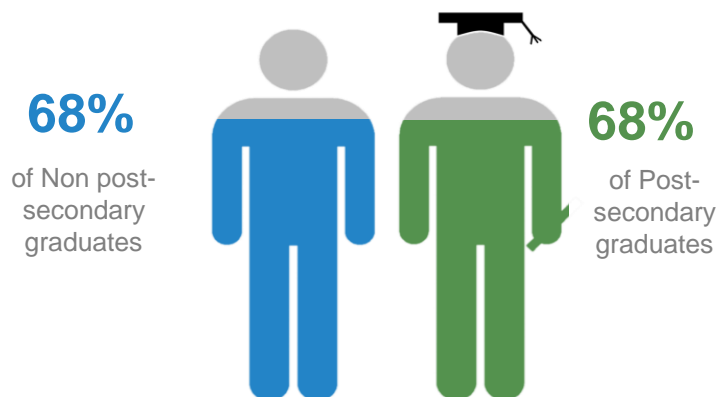
- In 2023, there were no statistically significant differences by income in the percentage of Halton adults aged 18 and over who agreed that alcohol should be sold with a health hazard label.



Percentage of adults aged 18 and older who agreed that alcohol should be sold with a health hazard label, by income, Halton Region, 2023

Education

- In 2023, there was no statistically significant difference by education in the percentage of Halton adults aged 25 and over who agreed that alcohol should be sold with a health hazard label.



Percentage of adults aged 25 and older who agreed that alcohol should be sold with a health hazard label, by education, Halton Region, 2023

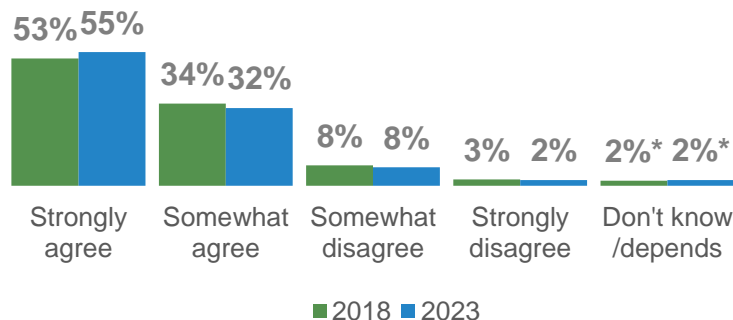
[†]A health hazard label contains a warning that describes the health hazards of drinking alcohol (e.g., Alcohol causes Pharynx Cancer).



Public support for policies related to alcohol: Standard size labels‡

Overview

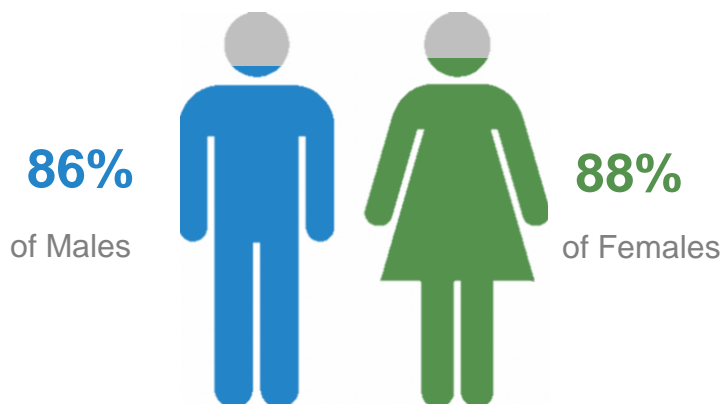
- In 2023, 55% of Halton adults 18 and over strongly agreed alcohol labels should be a standard size; 32% somewhat agreed with this statement; 8% somewhat disagreed; 2%* strongly disagreed; and 2%* reported that they don't know or it depends.
- There was no statistically significant difference between 2018 and 2023 in the percentage of Halton adults aged 18 and over who agreed (somewhat or strongly) that alcohol labels should be a standard size.



Percentage of adults aged 18 and older who strongly agreed, somewhat agreed, somewhat disagreed, strongly disagreed, or don't know/depends that alcohol should be a standard size, Halton Region, 2018/2023

Sex

- In 2023, there was no statistically significant difference by sex in the percentage of Halton adults aged 18 and over who agreed that alcohol labels should be a standard size.



Percentage of adults aged 18 and older who agreed that alcohol labels should be a standard size, by sex, Halton Region, 2023

‡A standard size label is a standard size like those on cigarette packages (e.g., standard location, color, and size where minimum 75% of the main display area contains the health warning).

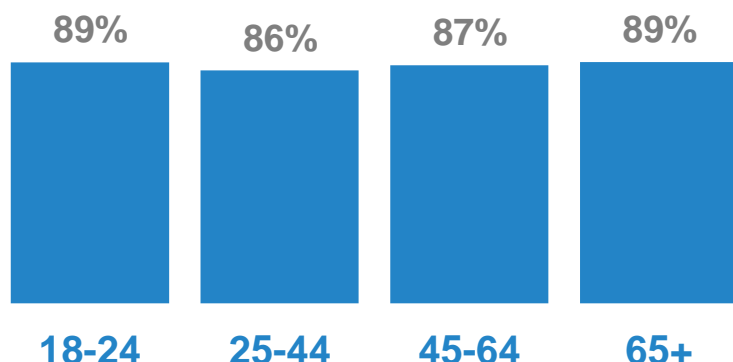
Estimates marked with an asterisk (*) should be interpreted with caution due to high variability.



Public support for policies related to alcohol: Standard size labels ‡

Age

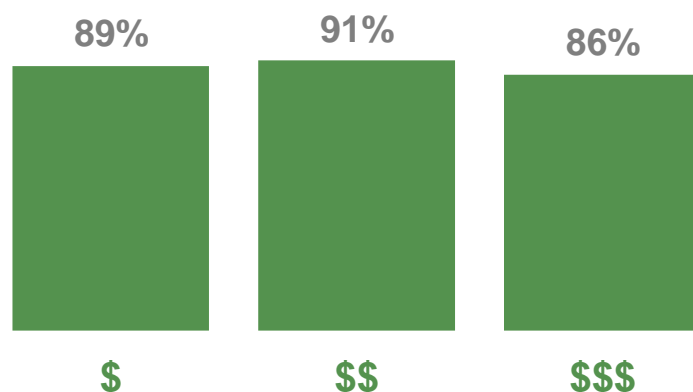
- In 2023, there were no statistically significant differences by age in the percentage of Halton adults aged 18 and over who agreed that alcohol labels should be a standard size.



Percentage of adults aged 18 and over who agreed that alcohol labels should be a standard size, by age, Halton Region, 2023

Income

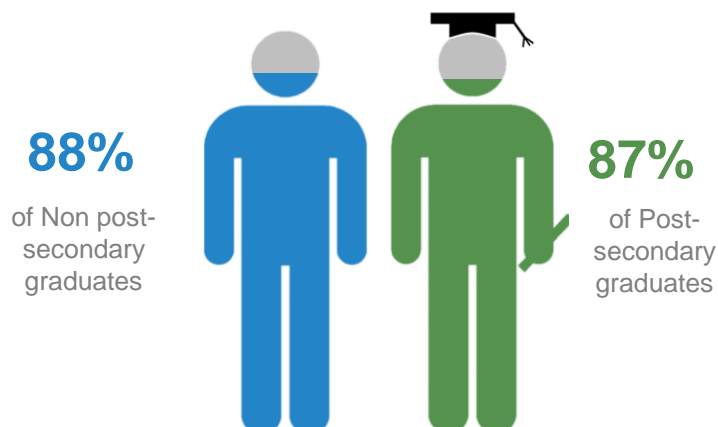
- In 2023, there were no statistically significant differences by income in the percentage of Halton adults aged 18 and over who agreed that alcohol labels should be a standard size.



Percentage of adults aged 18 and older who agreed that alcohol labels should be a standard size, by income, Halton Region, 2023

Education

- In 2023, there was no statistically significant difference by education in the percentage of Halton adults aged 25 and over who agreed that alcohol labels should be a standard size.



Percentage of adults aged 25 and older who agreed that alcohol labels should be a standard size, by education, Halton Region, 2023

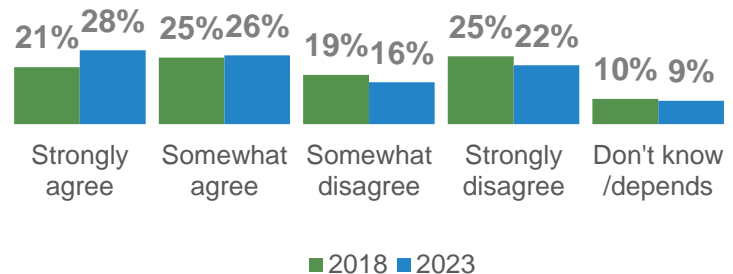
‡A standard size label is a standard size like those on cigarette packages (e.g., standard location, color, and size where minimum 75% of the main display area contains the health warning).



Public support for policies related to alcohol: Pricing

Overview

- In 2023, 28% of Halton adults 18 and over strongly agreed that alcohol price should increase the same as other retail items; 26% somewhat agreed with this statement; 16% somewhat disagreed; 22% strongly disagreed; and 9% reported that they don't know or it depends.
- There was a **statistically significant** increase between 2018 and 2023 in the percentage of Halton adults aged 18 and over who strongly agreed (somewhat or strongly) that alcohol price should increase the same as other retail items.



Percentage of adults aged 18 and older who strongly agreed, somewhat agreed, somewhat disagreed, strongly disagreed, or don't know/depends that alcohol price should increase same as other retail items, Halton Region, 2018/2023

Sex

- In 2023, females were more likely than males to agree that alcohol price should increase the same as other retail items. This difference was **statistically significant**.



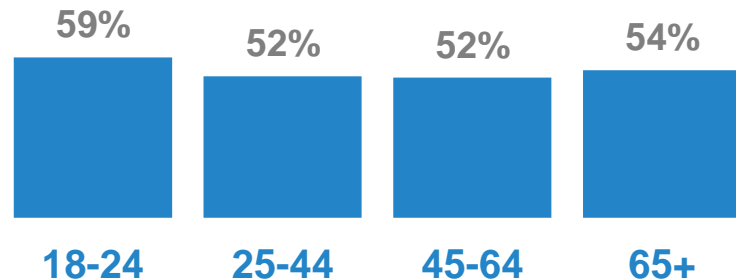
Percentage of adults aged 18 and older who agreed that alcohol price should increase same as other retail items, by sex, Halton Region, 2023



Public support for policies related to alcohol: Pricing

Age

- In 2023, there were no statistically significant differences by age in the percentage of Halton adults aged 18 and over who agreed that alcohol price should increase the same as other retail items.



Percentage of adults aged 18+ who agreed that alcohol price should increase same as other retail items, by age, Halton Region, 2023

Income

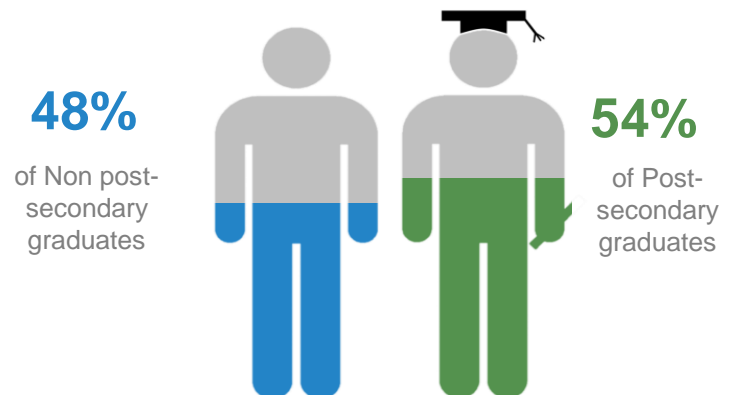
- In 2023, there were no statistically significant differences by income in the percentage of Halton adults aged 18 and over who agreed that alcohol price should increase the same as other retail items.



Percentage of adults aged 18+ who agreed that alcohol price should increase same as other retail items, by income, Halton Region, 2023

Education

- In 2023, there was no statistically significant difference by education in the percentage of Halton adults aged 25 and over who agreed that alcohol price should increase the same as other retail items.



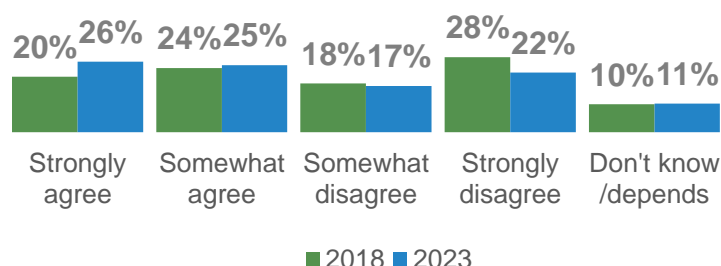
Percentage of adults aged 25 and older who agreed that alcohol price should increase same as other retail items, by education, Halton Region,



Public support for policies related to alcohol: Pricing by concentration

Overview

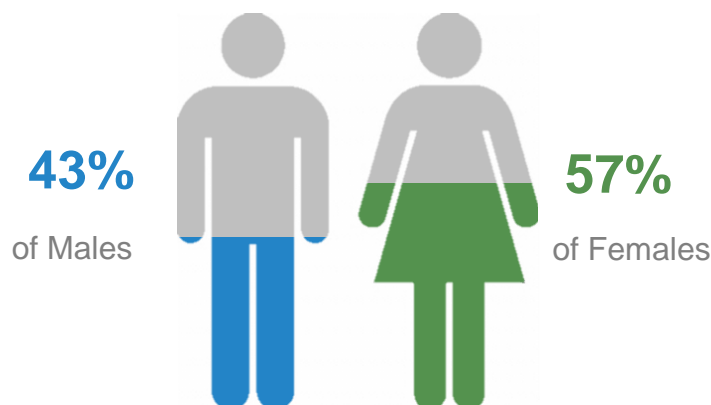
- In 2023, 26% of Halton adults 18 and over strongly agreed that alcohol price should increase for higher concentration beverages; 25% somewhat agreed with this statement; 17% somewhat disagreed; 22% strongly disagreed; and 11% reported that they don't know or it depends.
- There was no statistically significant difference between 2018 and 2023 in the percentage of Halton adults aged 18 and over who agreed (somewhat or strongly) that alcohol price should increase for higher concentration beverages.



Percentage of adults aged 18 and older who strongly agreed, somewhat agreed, somewhat disagreed, strongly disagreed, or don't know/depends that alcohol price should increase for higher concentration beverages, Halton Region, 2018/2023

Sex

- In 2023, females were more likely than males to agree that alcohol price should increase for higher concentration beverages. This difference was **statistically significant**.



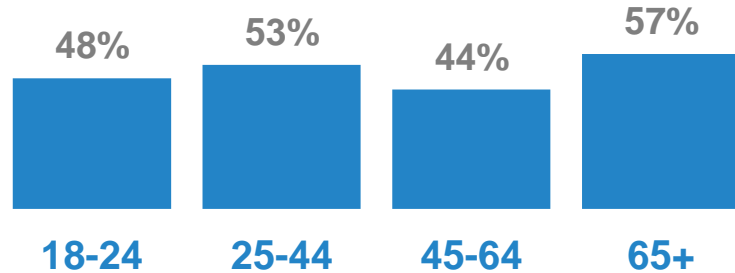
Percentage of adults aged 18 and older who agreed that alcohol price should increase for higher concentration beverages, by sex, Halton Region, 2023



Public support for policies related to alcohol: Pricing by concentration

Age

- In 2023, Halton adults aged 65 and older were more likely than Halton adults aged 45-64 to agree that alcohol price should increase for higher concentration beverages. This difference was **statistically significant**.



Percentage of adults aged 18 and older who agreed that alcohol price should increase for higher concentration beverages, by age, Halton Region, 2023

Income

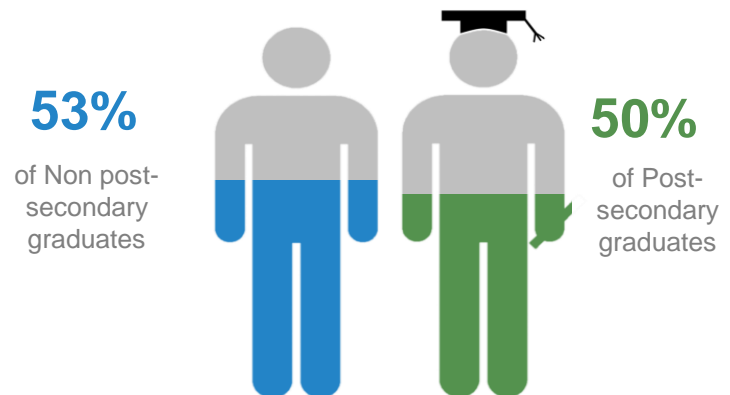
- In 2023, there were no statistically significant differences by income in the percentage of Halton adults aged 18 and over who agreed that alcohol price should increase for higher concentration beverages.



Percentage of adults aged 18 and older who agreed that alcohol price should increase for higher concentration beverages, by income, Halton Region, 2023

Education

- In 2023, there was no statistically significant difference by education in the percentage of Halton adults aged 25 and over who agreed that alcohol price should increase for higher concentration beverages.



Percentage of adults aged 25 and older who agreed that alcohol price should increase for higher concentration beverages, by education, Halton Region, 2023

About RRFSS

- The Rapid Risk Factor Surveillance System (RRFSS) is an on-going telephone survey (land line and cell phone) used to collect information on attitudes, behaviours, knowledge and awareness of issues related to health in Halton. RRFSS is conducted by the Institute of Social Research and York University.
- Each year, a random sample of approximately 1,200 adults aged 18 and over are surveyed in Halton Region.
- In 2016, RRFSS underwent changes in sampling and analysis methodology. Therefore, it is not recommended to compare data from 2016 onwards to past years of RRFSS data.
- RRFSS also underwent changes in sampling and analysis methodology in 2023 due to an over-representation of residents aged 65 and older in prior survey cycles. In 2022, 33% of respondents completed the survey by cell phone and 67% of respondents completed the survey by landline. In 2023, 60% of respondents completed the survey by cell-phone and 40% completed the survey by landline. While there was an overall younger sample in 2023 compared to 2022, residents aged 65 and older continue to be over-represented and residents 25-44 year olds continue to be under-represented.
- For more information on RRFSS methodology, limitations and statistical terms see the Data Notes and Data Interpretation Guide at www.halton.ca/For-Residents/Public-Health/Health-Statistics.

Data notes

Definitions:

Standard drink label is a label that shows how many standard drinks are contained within, akin to the Low-Risk Alcohol Drinking Guidelines.³

Health hazard label contains a warning that describes the health hazards of drinking alcohol.

Standard size label is a label of a standard size like those on cigarette packages (e.g., standard location, color, and size where minimum 75% of the main display area contains the health warning).

Agreement in this health indicator report includes individuals who strongly or somewhat agreed.

Sex is defined as sex at birth as identified by the respondent. Respondents who didn't know or refused to identify their sex at birth have been excluded from analyses by sex only.

Data Source: Rapid Risk Factor Surveillance System [2023], Halton Region Public Health and Institute for Social Research, York University.

Estimates marked with an asterisk (*) should be interpreted with caution due to high variability.

References

1. Paradis, C., Butt, P., Shield, K., Poole, N., Wells, S., Naimi, T., Sherk, A., & the Low-Risk Alcohol Drinking Guidelines Scientific Expert Panels. (2023). Canada's Guidance on Alcohol and Health: Final Report. Ottawa, Ont.: Canadian Centre on Substance Use and Addiction.
2. Ontario Agency for Health Protection and Promotion (Public Health Ontario). Second-hand harms from alcohol. Toronto, ON: King's Printer for Ontario; 2025
3. Halton Region. (2023). Alcohol use – Health indicator report. Halton Region Public Health. <https://www.halton.ca/Document/Health-Statistics/Alcohol-use/Alcohol-Use-Indicator-Report>
4. Canadian Alcohol Policy Evaluation [CAPE]. (2023) Canadian Alcohol Policy Evaluation (CAPE) 3.0: Methodology and Evidence (Federal and Provincial/Territorial). Victoria, BC: Canadian Institute for Substance Use Research, University of Victoria