

Nordic attitudes on alcohol

Since 2010 IQ have tracked the attitudes to alcohol in Sweden. We were curious to see how the Swedish attitudes compared to those of our closest neighbors – Denmark, Finland and Norway. To find out, we conducted the same survey in all four countries. Giving us the results you will find below. Enjoy!

HIGHLIGHTS

SWEDEN

- Swedes have the most reserved views on binge drinking as well as drinking on weekdays.
- In Sweden 22% of the people think it's wrong to get drunk at private parties compared to 9% in Denmark. 48% think it's right, compared to 68% in Denmark.
- Swedes have the least equal views on getting binge drinking – but the most equal on drinking on weekdays.

FINLAND

- Finns have most liberal view on drinking on weekdays.
- Most OK with getting drunk while out for dinner at a resto. 24% think it's right, compares to 13% Swedes. 47% think it's wrong (compared to 60% of Swedes).
- Finns are positive to celebrating with bubbly at work when things go well. 56% think it's right (Swe 31%), 26% think it's wrong (compared to 47% of Swedes).

NORWAY

- More liberal to alcohol than Swedes, but closer to Swedish alcohol culture than Finns or Danes.
- Least negative to hangovers. 51% of Swedes think it's wrong to drink to the degree you feel bad the next day, only 39% of Norwegians feel the same way. 30% Norwegians think it's fine, compared to 20% of Swedes.
- Norwegians are least accepting of drinking around kids. 91% find it wrong to do so.

DENMARK

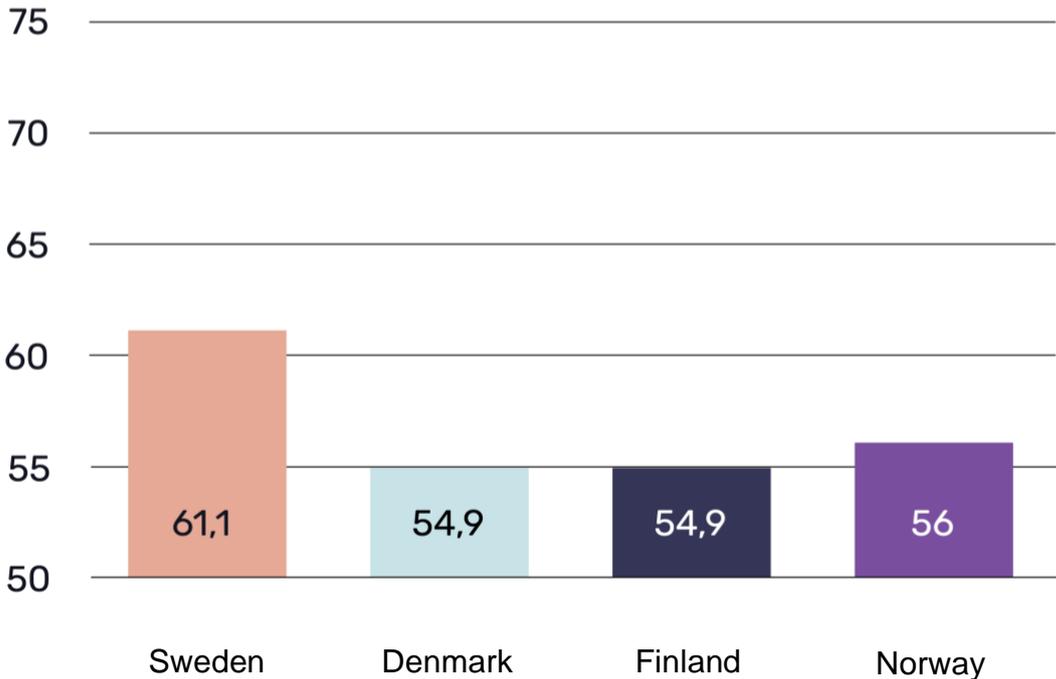
- Danes are the most liberal on drinking around kids. 69% think it's wrong, compared to 91% Norwegians. 7% of Danes think it's right, compared to 3% in rest of the Nordics.
- 54% of Danes agree with serving youth in the only family alcohol, compared to 15% of Swedes. 19% of Danes disagree, compared to 69% of Swedes.
- Danes are the most liberal to getting drunk at work parties. 47% agree, compared to 27% of Swedes and 20% of the Danes think it's wrong, compared to 41% of Swedes.

Different views on heavy drinking – Swedes most restrictive

The views on binge drinking vary greatly across the Nordic countries. Danes and Finns have the most liberal views. Closely followed by the Norwegians. Swedes in contrast have a lot more restrictive view when it comes to binge drinking – regardless of which age group we look at.

ALKOHOLINDEX

Attitudes to binge drinking



22 percent of the Swedes say its wrong to get drunk at private parties, compared to 9 percent of the Danes. 48 percent of the Swedes think that its acceptable, as apposed to a slightly more liberal 68 percent of the Danes.

The Norwegians, who otherwise have the most similar views as Sweden when it comes to binge drinking, distinguish themselves on one front. They have the least negative view on hangovers.

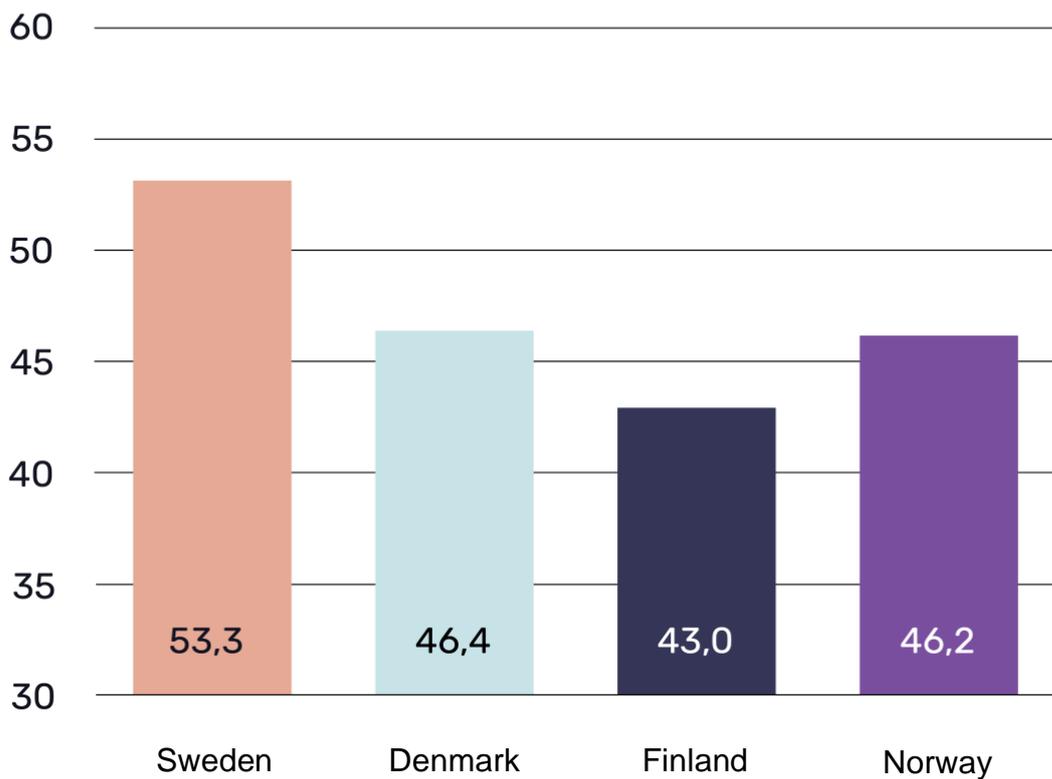
Swedish most restrictive and Finns most liberal on drinking on weekdays

Many may connect a liberal view on alcohol to the danish culture, but the study reveals that Finns have the most liberal views on drinking on weekdays – whether it be about a beer at lunch, a glass of wine or two with dinner or the afterwork with a friend on a weekday.

In contrast, Swedes hold the most restrictive views. After them Danes and Norwegians, who have similar attitudes to drinking on weekdays. Swedes have however shifted towards becoming more liberal over time.

VARDAGSINDEX

Attitudes to drinking on weekdays



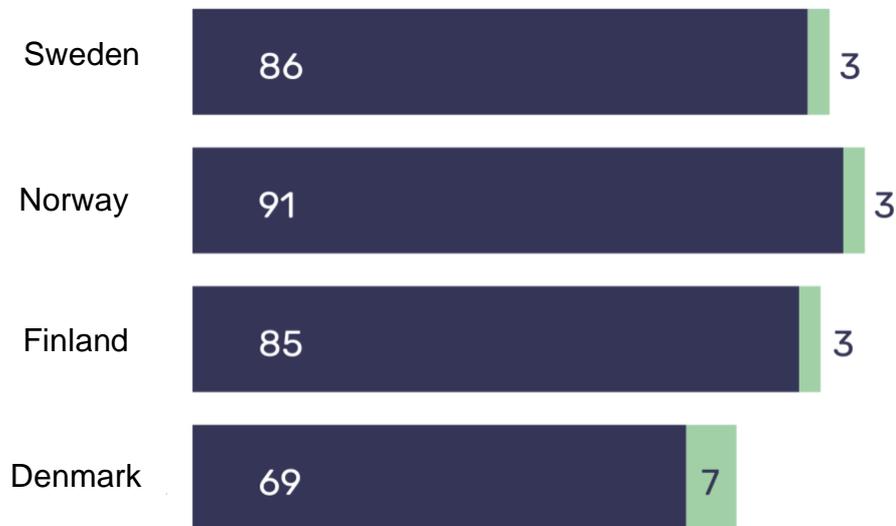
The pandemic has impacted our views. 17 percent of the Swedes find that drinking on weekdays is more acceptable due to the pandemic. Comparatively 32 percent of Norwegians agree with this too.

Kids and alcohol: the issue that unites us all – except Denmark

How we think alcohol should be handled around kids is an issue that almost unites the Nordics. The Danes stick out as the most liberal when it comes to children and alcohol – whether its about getting tipsy around children, offering your own kids under the age of 18 years alcohol or drinking a glass or two when you're pregnant.

DRINKING WHEN AROUND CHILDREN

■ Wrong ■ Right



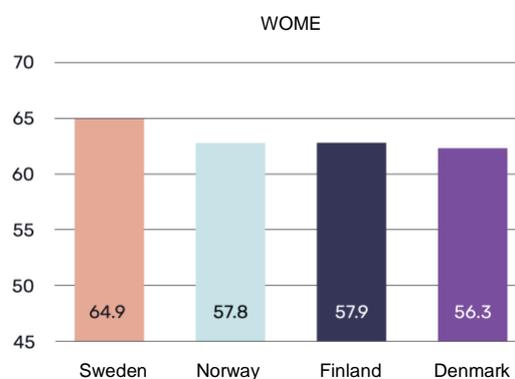
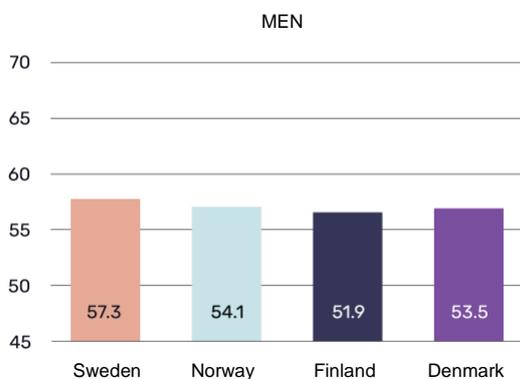
More equal views on binge drinking in Denmark and Norway

In general men have more liberal views on alcohol than women – both when it comes to binge drinking as well as drinking during weekdays. This is true for all four Nordic countries. However the gap between men and womens attitudes differs across the nations, meaning attitudes are more equal in some countries.

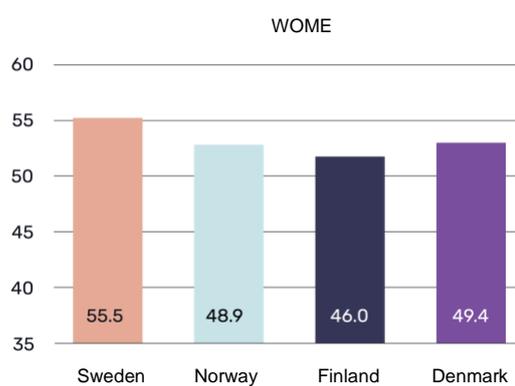
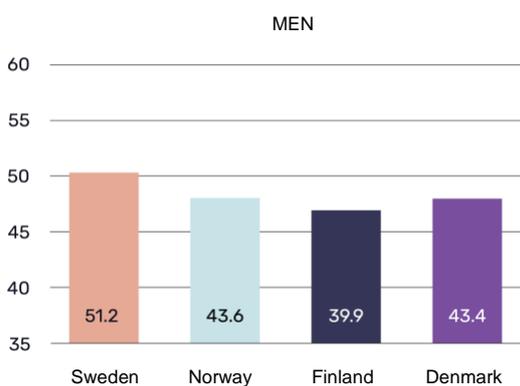
In Denmark the gender gap is the smallest when it comes to views on binge drinking. In contrast the difference between men and womens attitudes is the greatest in Sweden.

However, the tables are turned if we look at attitudes to drinking on weekdays. Where Sweden has smallest gap between men and womens views. Finns on the other hand have the least equal views when it comes to drinking on weekdays. Finnish men are considerably more liberal than their countrywomen.

BINGE DRINKING



DRINKING ON WEEKDAYS



About Alkoholindex

IQs Alkoholindex is summed up measurement of the views on drinking, focused on binge drinking and drinking on weekdays. The index is assembled using the results from seven questions concerning what people find right and wrong when it comes to alcohol in different situations. The survey has been conducted yearly since 2010, with participants from the age of 16 years and up.

The survey is conducted by Novus on behalf of IQ. The results 2021 are based on 4020 interviews in Sweden, 1010 in Denmark, 1017 in Finland and 1012 in Norway, during the period 15-31 of may. The higher the value of the index, the more restrictive the view.