

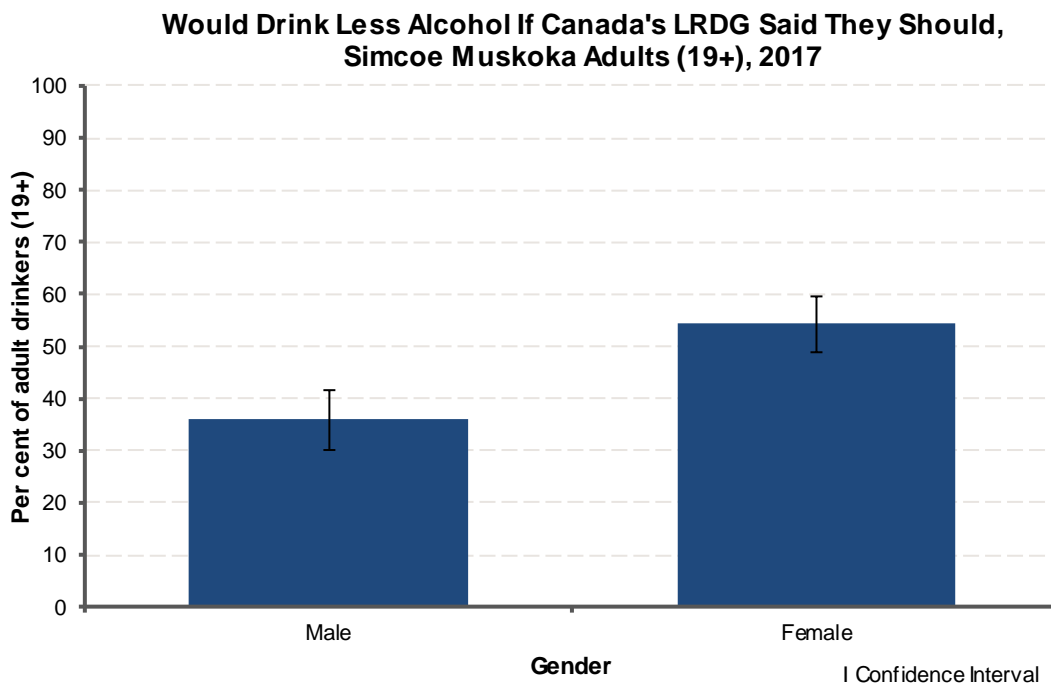
Awareness of the Low-Risk Drinking Guidelines

In 2017, as part of the Rapid Risk Factor Surveillance System (RRFSS), over 1,100 randomly selected adults (19 years and older) in Simcoe Muskoka were asked a series of questions related to Canada's Low-Risk Alcohol Drinking Guidelines. Canada's Low-Risk Alcohol Drinking Guidelines (LRDG) help Canadians moderate their alcohol consumption and reduce their immediate and long-term alcohol-related harm. The LRDG recommend no more than two drinks a day, 10 per week for women, and three drinks a day, 15 per week for men, with an extra drink allowed on special occasions.

Less than one-in-five (17% (13.9%, 20.1%)) adults of legal drinking age in Simcoe Muskoka reported ever seeing or hearing about Canada's Low-Risk Drinking Guidelines. Awareness of the guidelines did not differ across age, sex or levels of education and income.

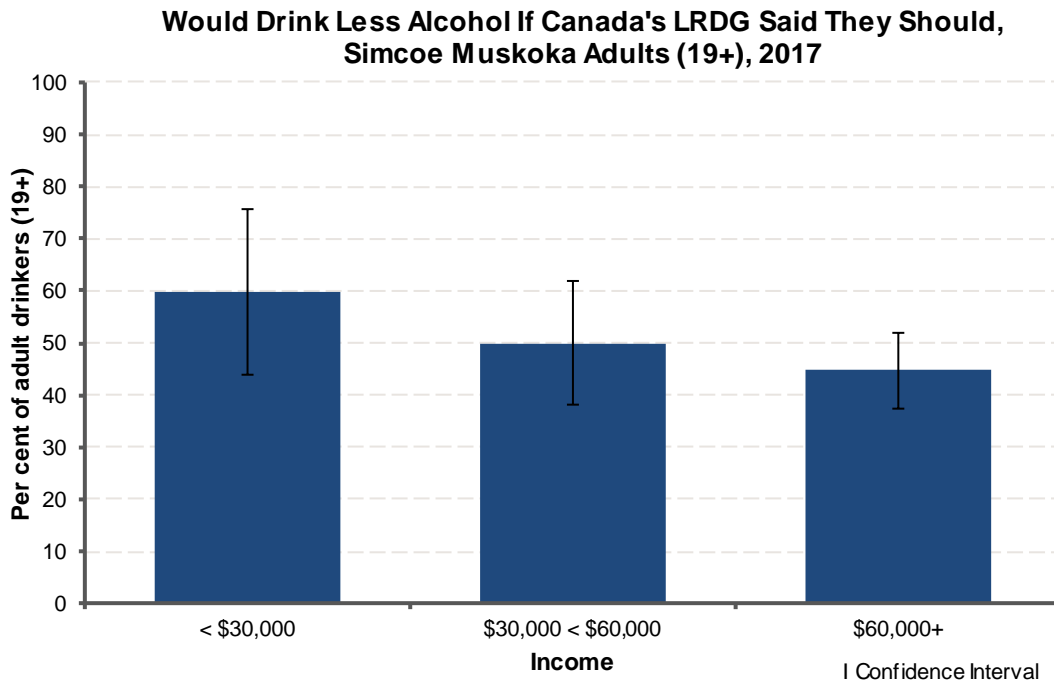
Respondents that reported drinking alcohol in the past 12 months were also asked if they would change the amount of alcohol they drink if Canada's Low-Risk Drinking Guidelines said they should drink less. Almost half (45% (41.4%, 49.3%)) said that they would reduce how much alcohol they drink if the guidelines said so. A significantly higher percentage of females' reported that they were willing to reduce how much alcohol they drink if the guidelines said to, when compared to males (see [figure 1](#)). Similarly, a higher percentage of adults with an income of less than \$30,000 reported that they were willing to reduce how much alcohol they drink if the guidelines said to, when compared to adults with an income of \$60,000 or greater (see [figure 2](#)).

Figure 1: Percent of adult drinkers (19+) that reported they are willing to drink less if the Canadian LRDG said so, by Gender



Data Sources: Rapid Risk Factor Surveillance System (RRFSS), Simcoe Muskoka District Health Unit, Cycle 25-27 (Jan-Dec, 2017).
 Post Stratification weights applied based on the 2017 Population Estimates from Statistics Canada (Revised July 17, 2019)

Figure 2: Percent of adult drinkers (19+) that reported they are willing to drink less if the Canadian LRDG said so, by Income



Data Sources: Rapid Risk Factor Surveillance System (RRFSS), Simcoe Muskoka District Health Unit, Cycle 25-27 (Jan-Dec, 2017).
Post Stratification weights applied based on the 2017 Population Estimates from Statistics Canada (Revised July 17, 2019)