

Summary: Parents' attitudes towards young people's alcohol habits 2022

In this report, we examine teenage parents' knowledge and attitudes toward alcohol consumption, both among their own children and among young people in general. The report is based on data from a web-based survey, conducted among 1.497 parents, each with at least one child aged 13-17 years. The data was collected by the research agency Epinion during the period from November 14th to December 25th in 2022. The data is nationally representative in terms of parents' gender, their children's ages, and geographic region.

Parents' attitudes towards young people and alcohol

Approximately 7 out of 10 parents believe that alcohol consumption among Danish youth is too high. One-third of parents think it's acceptable for children and young people to drink their first alcoholic beverage before the age of 16, while 13% believe they should be at least 18 years old. A further 15% believe that children and young people should not consume alcohol at all. About one in ten parents think it's okay for children and young people to get drunk before the age of 16, while nearly one-fourth believe they should be at least 18 years old (23%). Meanwhile, 3 out of 10 parents believe that children and young people should not get drunk at all.

Parents' attitudes towards age limits for buying alcohol

Approximately 6 out of 10 parents (59%) believe there should be an age limit of 18 years for buying all types of alcohol everywhere, regardless of alcohol content. Furthermore, 67% of parents believe that more should be done to enforce age limits for alcohol purchases in stores, kiosks, and supermarkets.

Parents' awareness of their children's alcohol consumption

Slightly over half of parents (56%) report that their child has drunk an alcoholic beverage, and furthermore, 29% report that their child has experienced being drunk. A lot more parents of 15-17-year-olds compared to those with 13-14-year-olds report that their child has consumed an alcoholic beverage and has experienced being drunk. 70% of parents believe that their child drinks less than their peers, while 23% believe their child's drinking behavior is like the average. Only 1% of parents believe their child drinks more than their peers.

Parents attitudes and concerns regarding their children's alcohol habits

Among parents whose child consumes alcohol, 84% believe their child's alcohol consumption is appropriate, while 10% believe it's too high. More than 4 out of 10 parents (43%) with children who drink alcohol have concerns about their child's alcohol consumption. Most concerns relate to the risk of accidents (28%) and assaults (26%) associated with their child's alcohol consumption, including violence, robbery, and sexual assault.

Parents' influence on their children's alcohol habits

81% of parents feel that they have an influence on their child's alcohol consumption, while 13% feel that they have no influence. Similarly, 81% of parents take actions to influence their

child to drink less or abstain from alcohol. Parents primarily try to influence their child's alcohol consumption by having conversations with them about it (46%), making agreements with them (39%), being role models (38%), and avoiding serving alcohol to their child (33%). One-third of parents of 15-17-year-olds in upper secondary education report that influencing their child's alcohol consumption became more challenging upon the child's enrollment in secondary education. While many parents take steps to limit their child's alcohol consumption, there are some who purchase alcohol for their children, who are not old enough to buy it themselves. Nearly one-fourth of parents (23%) of 13-15-year-olds have bought alcohol for their children, while one-third of parents (33%) of 16-17-year-olds have done so when their children were under 16 years old.

Parents' knowledge of the link between alcohol and cancer

When asked which diseases they believe alcohol increases the risk of, 28% of parents mention cancer (unprompted awareness). When cancer is presented as one of the response options to the question about which diseases and conditions alcohol increases the risk of, 52% mention cancer (prompted awareness).

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<https://www.cancer.dk/forebyg/drik-mindre-alkohol/rapporter-og-forskning/rapporter/>

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