

Day Drinking Among Women Since COVID-19

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What is “Day Drinking?”

- The term is used colloquially to refer to *the drinking of alcohol during the day*
- Considered harmless fun *or* an indicator of alcoholism and deviant behavior
- Few studies exist



Measuring Day Drinking

- Day drinking has been measured in different ways:
 - Before 5 pm
 - Before 4 pm
 - “Morning drinking”
 - Happy hour drinking
 - Daytime events (football, holidays)



Why Does Time of Day Matter?

“It was almost the golden hour. Almost time for a drink. I never drink before five—only alcoholics do that”

-The Good House, Ann Leary

- Day drinking is associated with heavier drinking and negative consequences—sickness, fighting, drunk driving, casual sex
- Drinking practices and perceptions vary by culture; day drinking only a “thing” in the U.S.

Impact of Alcohol on Society

- Alcohol is the third leading preventable cause of death in the United States
- Increase in alcohol-related deaths, esp. women
- More harmful to women's health
- Linked to poor mental health, cancer, liver disease, depression, relationship problems, domestic violence, child abuse and neglect
- Americans are ambivalent about drinking

Alcohol Consumption in the U.S.

- 2/3 of Americans drink alcohol
- Over 1/3 say alcohol has ever caused “trouble in the family”
- Increase in number of drinks consumed in past week
 - 2.8 in 1996 vs. 4.0 in 2019
- The gender gap is shrinking
 - 57% of women vs. 63% of men drink
- One study found: more day drinking among men than women; 29% men and 19% women said they drank in daytime every week

Why are women drinking more alcohol?

- Normalization of alcohol in everyday activities
- Women moving into previously male-only workspaces
- Aggressive marketing of alcohol to women
- Movies, TV, and social media glamorizes alcohol
- Daily microaggressions



Alcohol Use Since COVID-19

- Retail sales up 50% between 2019 and 2020
- Increased alcohol consumption across demographics
- COVID-19 blurred the boundaries between day and night
- No need to drive anywhere
- Drinking became *ordinary*
 - Less attached to social events
 - Drinking “occasions” more flexible
 - New drinking contexts (at home, alone, during work, virtually)
 - Existing studies: Increased drinking before 5 pm; Lockdowns associated with “morning drinking”

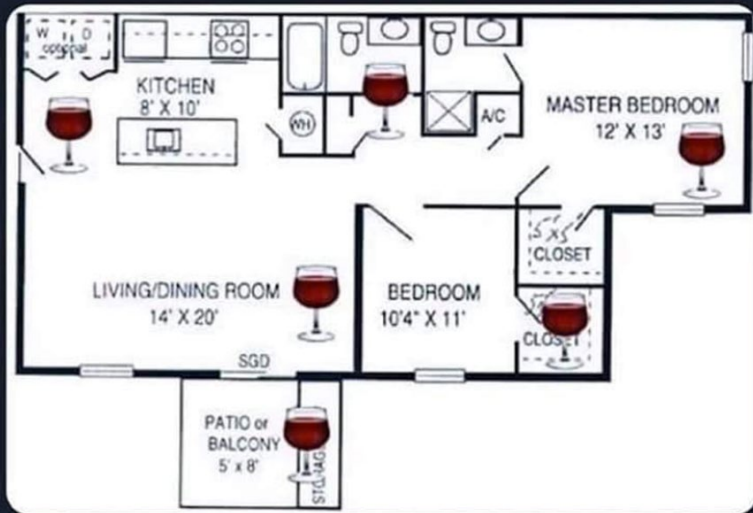
“During a crisis, you know, cocktail hour can be almost any hour!”

-Ina Garten, The Barefoot Contessa

- Anxiety/depression/stress/isolation
- Boredom and unstructured time
- People cut off from support groups and treatment
- Easing of laws against home delivery and take-out of alcohol
- Alcohol considered “essential”
- Changes in work, caretaking, remote learning



Planning your next wine tour made easy



Today's Homeschool Lesson
"TELLING TIME"

#HMHOTMESSMAMA



Gender and the Pandemic

- COVID-19 has taken a heavy toll on women; exacerbated *work-family conflict* and *role strain*
 - *Employment* (working from home, job loss, reduced hours, and/or as essential workers)
 - *Family care* (childcare, remote learning, eldercare, housework, overall “family management”)
 - Spouses and partners not much help

Finally a realistic Barbie



Research Questions

1. Has day drinking increased since the pandemic among women?
2. What factors are associated with increased likelihood of day drinking among women?
 1. Employment
 2. Motherhood
 3. *Role Strain* — “difficulty meeting role demands” (Goode, 1960)

Data and Methods

- Online survey of 529 women age 25 and older in June 2020
- Recruited primarily through social media
- Skewed toward white, college-educated, women from Midwest
- Women's retrospective reports of drinking

Dependent Variable

Before/since COVID-19 and social distancing measures began in your area, on days you drink, when do you usually have your first drink?
(n=546)

Before lunchtime

Around lunchtime.....

Mid-afternoon

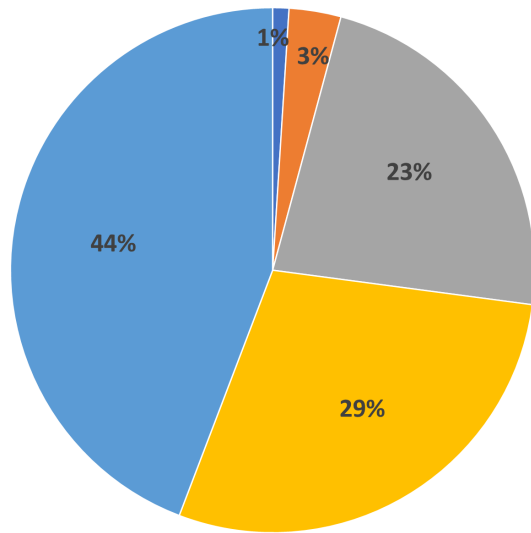
Before dinner.....

With dinner

After dinner or evening

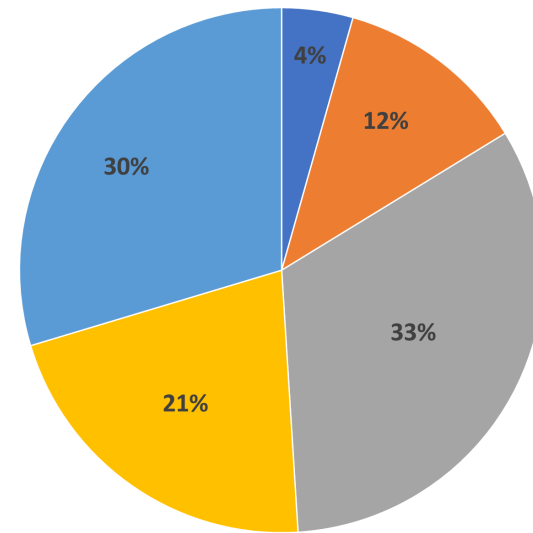
Pre- and Post-COVID-19 Drinking Timing

Pre-COVID-19 Drinking



■ Before/around lunchtime ■ Mid-afternoon ■ Before dinner ■ With dinner ■ After dinner or evening

Post-COVID-19 Drinking



■ Before/around lunchtime ■ Mid-afternoon ■ Before dinner ■ With dinner ■ After dinner or evening

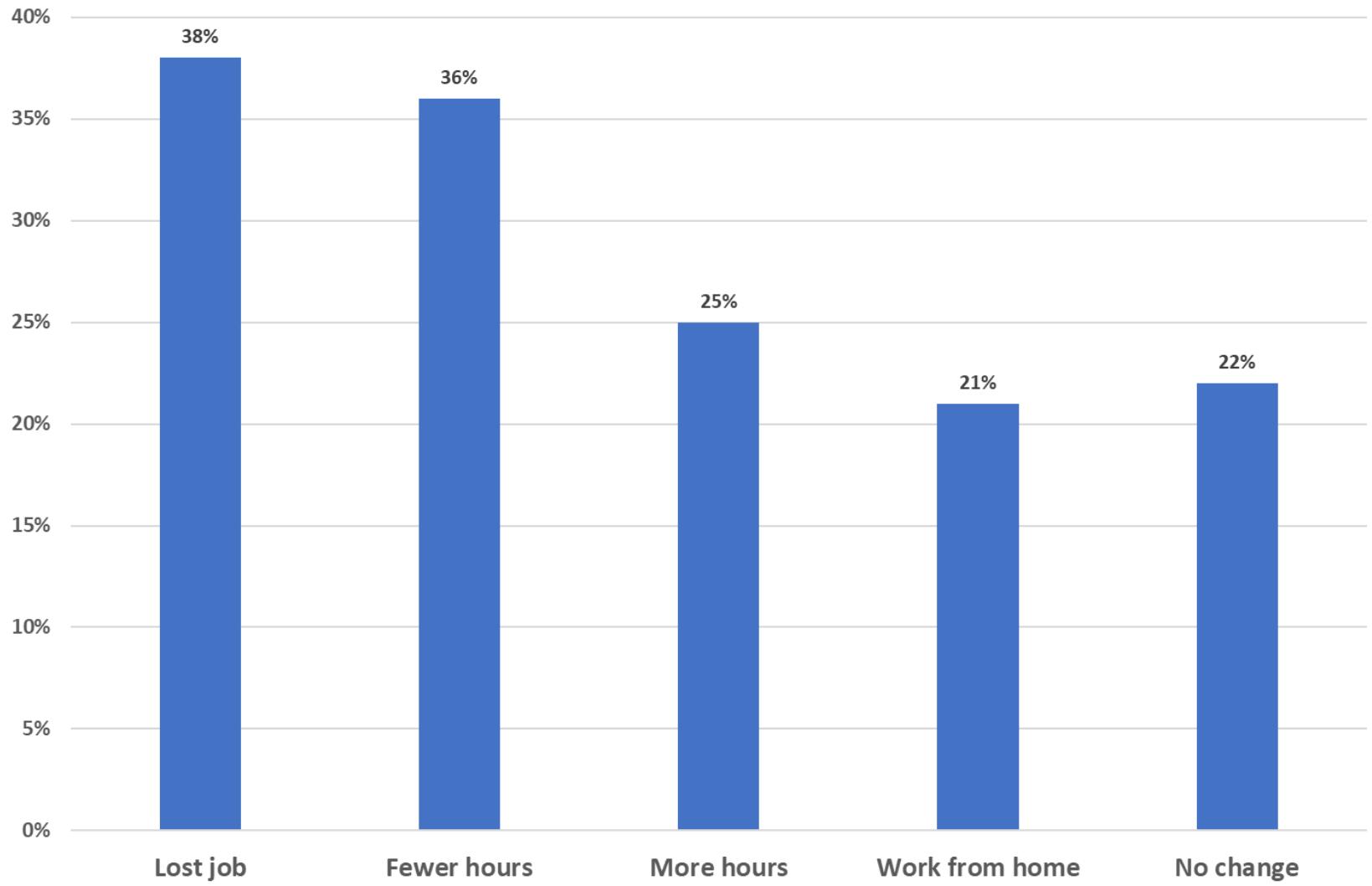
■ Before/around lunchtime ■ Mid-afternoon ■ Before dinner ■ With dinner ■ After dinner or evening

Defining Day Drinking

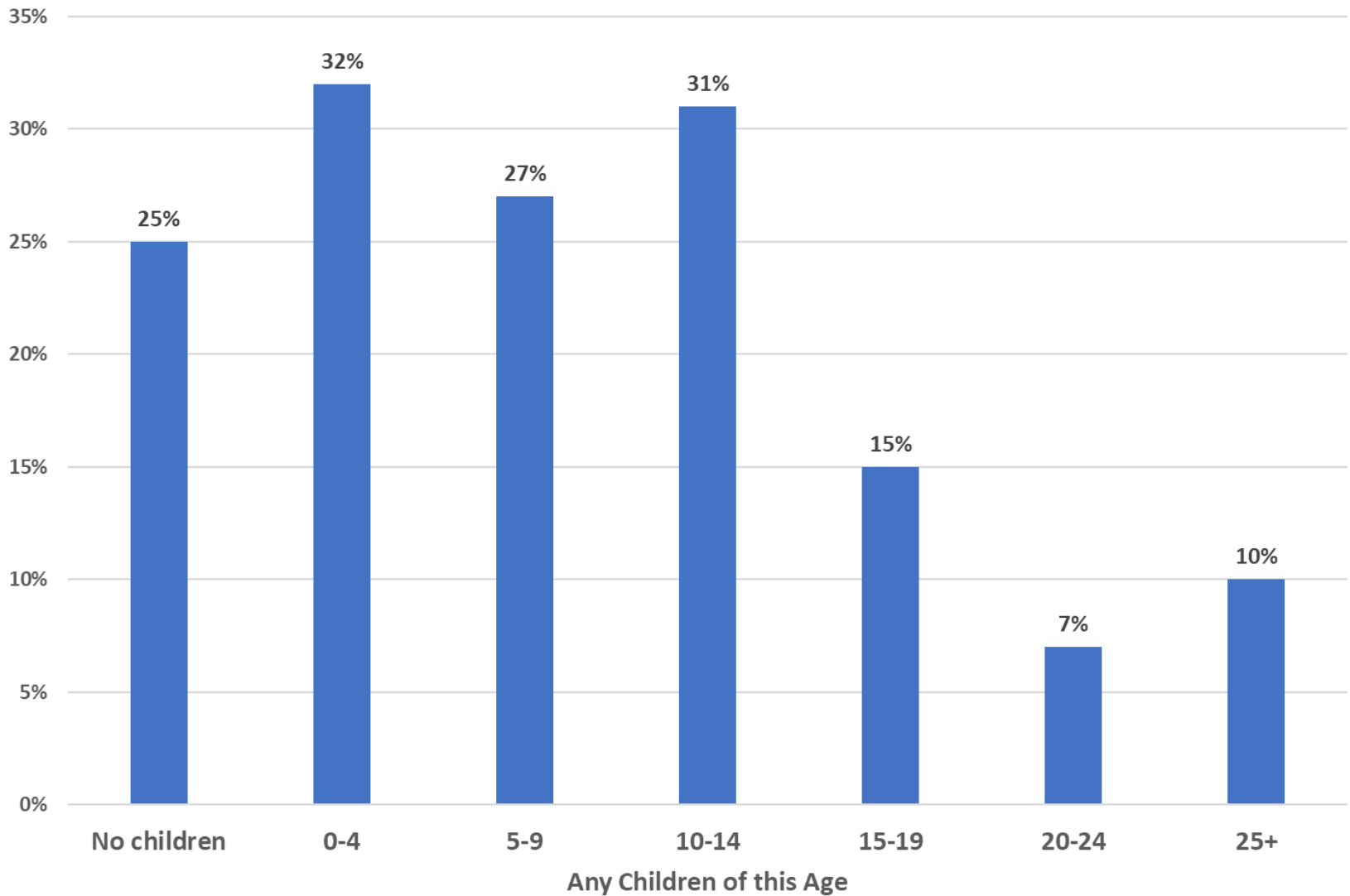
- (1) Mid-afternoon (does not include “cocktail hour”)
- (2) Before dinner (does include “cocktail hour”)

<u>Day Drank</u>	<u>Pre-COVID-19</u>	<u>Post-COVID-19</u>	<u>N</u>
0	Yes	No	11
0	No/Yes	No/Yes	259/132
1	No	Yes	127

Percent of Women Who Increased Day Drinking by Change in Work Situation Since COVID-19



Percent of Women Who Increased Day Drinking Since COVID-19

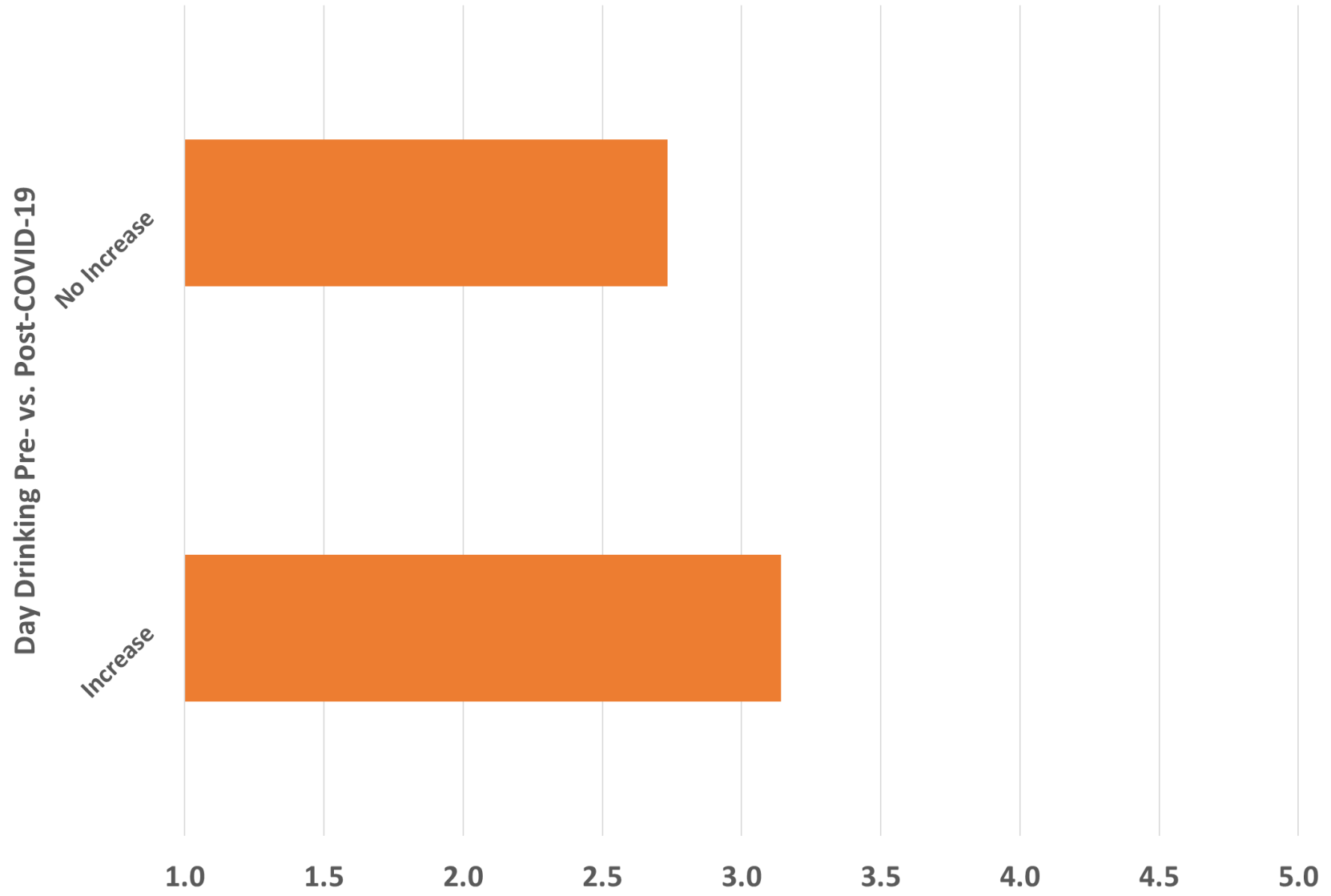


Since the start of the COVID-19 pandemic and social distancing in your area, on a scale from 1-5 (not at all, not very, somewhat, very, extremely) how difficult has it been to: (continued

$\alpha = .88$

	<u>Not at all difficult</u>	<u>Not very difficult</u>	<u>Somewhat difficult</u>	<u>Very difficult</u>	<u>Extremely difficult</u>	<u>Not applicable</u>	<u>Mean</u>
	Percentage						
Manage or help with children's schoolwork, schedules and activities (n=434)	7.1	13.6	27.6	18.4	10.6	22.6	3.8
Complete tasks for work, school, care for family members or meet other obligations (n=435)	6.2	16.8	33.8	17.2	17.9	8.0	3.5
Find childcare (n=434)	22.6	6.7	6.7	6.2	8.5	49.3	4.2
Provide children with educational resources and things to do (n=435)	9.2	16.8	30.1	14.3	7.4	22.3	3.6
Cook meals and complete household tasks (n=435)	12.0	23.2	35.4	17.0	9.9	2.5	3.0
Get enough sleep (n=435)	11.5	26.0	28.0	15.9	16.8	1.8	3.1
Get enough physical activity or exercise (n=434)	10.1	17.5	32.7	18.4	19.4	1.8	3.2
Have "me" time (n=435)	9.2	11.7	16.8	18.2	41.4	2.8	3.8
Get along with family members and friends (n=435)	20.7	38.6	30.8	5.7	2.5	1.6	2.4
Maintain a positive relationship with my child(ren) (n=435)	27.1	34.9	29.9	4.6	2.3	1.1	2.2
Maintain connections with friends and family outside the household (n=432)	6.3	20.1	41.0	21.8	10.4	0.5	3.1
Maintain a positive relationship with my spouse or partner (n=434)	15.0	30.2	30.6	10.1	4.6	9.4	2.9

Difficulty Managing Family and Personal Care



Multivariate Results

Women who had *higher* odds of moving from no day drinking to day drinking

- Mothers with children age 10-14 (vs. no kids)
- Lost job since COVID-19 (vs. employment stayed same)
- Greater difficulty managing family and personal care

Multivariate Results

Women who had *lower* odds of moving from no day drinking to day drinking:

- Mothers with children age 20-24 (vs. no kids)
- White women (vs. other)
- Graduate degree (vs. less than college degree)
- Catholic, other affiliation, no affiliation (vs. Protestant)
- Spiritual (vs. not)

Other covariates: age, relationship status, income, gender of children, region (n.s.)

Discussion

- Alcohol consumption among men *and women* is a public health issue
- Alcohol consumption has increased since the pandemic
- Unclear if drinking will return to pre-pandemic levels
- Women are increasingly day drinking, exacerbated changes in work roles, presence of children, and role strain
- Important to continue to monitor alcohol use in different social contexts and periods of crises

Next Steps

- Other measurement strategies of day drinking, work roles, and children (age, gender, residence)
- Relationship between _____ and day drinking
 - Anxiety
 - Depression
 - Life satisfaction
 - AUD
 - Memes