

Finally a realistic Barbie



# Women's Work and Family Roles and Alcohol Use Since COVID-19

Susan D. Stewart  
and  
Michelle Myers

# 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

# Why are women drinking more alcohol?

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





# WOMEN & WINE

A SOCIAL BUSINESS EVENT  
PRESENTED BY JP MORGAN CHASE

**THURSDAY, AUGUST 25, 2022**  
**5:30 - 7:00 PM**

JPMORGAN  
CHASE & Co.

HOSTED BY PHASE EVENTS • 12150 MORRIS RD. ALPHARETTA



## Wellness + Wine

A SELF CARE  
LADIES NIGHT OUT  
TO GIVE BACK

Presented by Baton Rouge Moms  
and Hands Producing Hope



Hands Producing Hope



of Sociology

# Alcohol Use Since COVID-19

- Retail sales up 50% between 2019 and 2020
- Increased alcohol consumption across demographics
- Increase among women with and without children
- Numbers remain high

**Why?** Increased stress, anxiety, loneliness, boredom, lack of support and resources

# Work and Family Roles

## Work

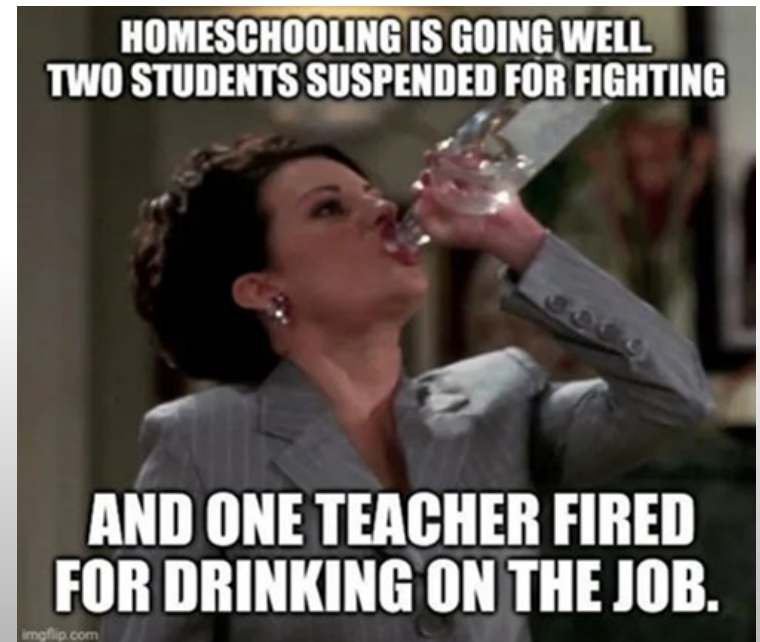
- Women who work drink more
- Unemployment associated with more drinking
- COVID-19: working from home, job loss, reduced hours, and/or as essential workers

## Family

- Relationship status shows mixed effects
- Children associated with less drinking
- COVID-19: childcare, remote learning, eldercare, housework, overall family management

# Women and alcohol consumption since the pandemic

- Previous research: Having children at home, “doing housework and looking after children or other persons,” and “stress over remote learning” associated with an greater drinking since Covid-19





# Two Perspectives on Drinking Since COVID-19

- Opportunities Lost: Women with more social roles (partner, mother, worker) engage in *less* drinking
- Opportunities Gained: women with more social roles (partner, mother, worker) engage in *more* drinking
- Mediated by *Role Strain*—”difficulty meeting role demands” (Goode, 1960)
- Accounting for:
  - Sociodemographics
  - *Changes* in work roles since COVID-19

# Data and Methods

- On-line survey of 546 women in June of 2020, recruited primarily through social media
- Skewed toward white, college-educated, and higher income women
- Analytic sample of 529 women
- “Children” is any children < 25 who live in the household full or part-time (post-COVID-19)

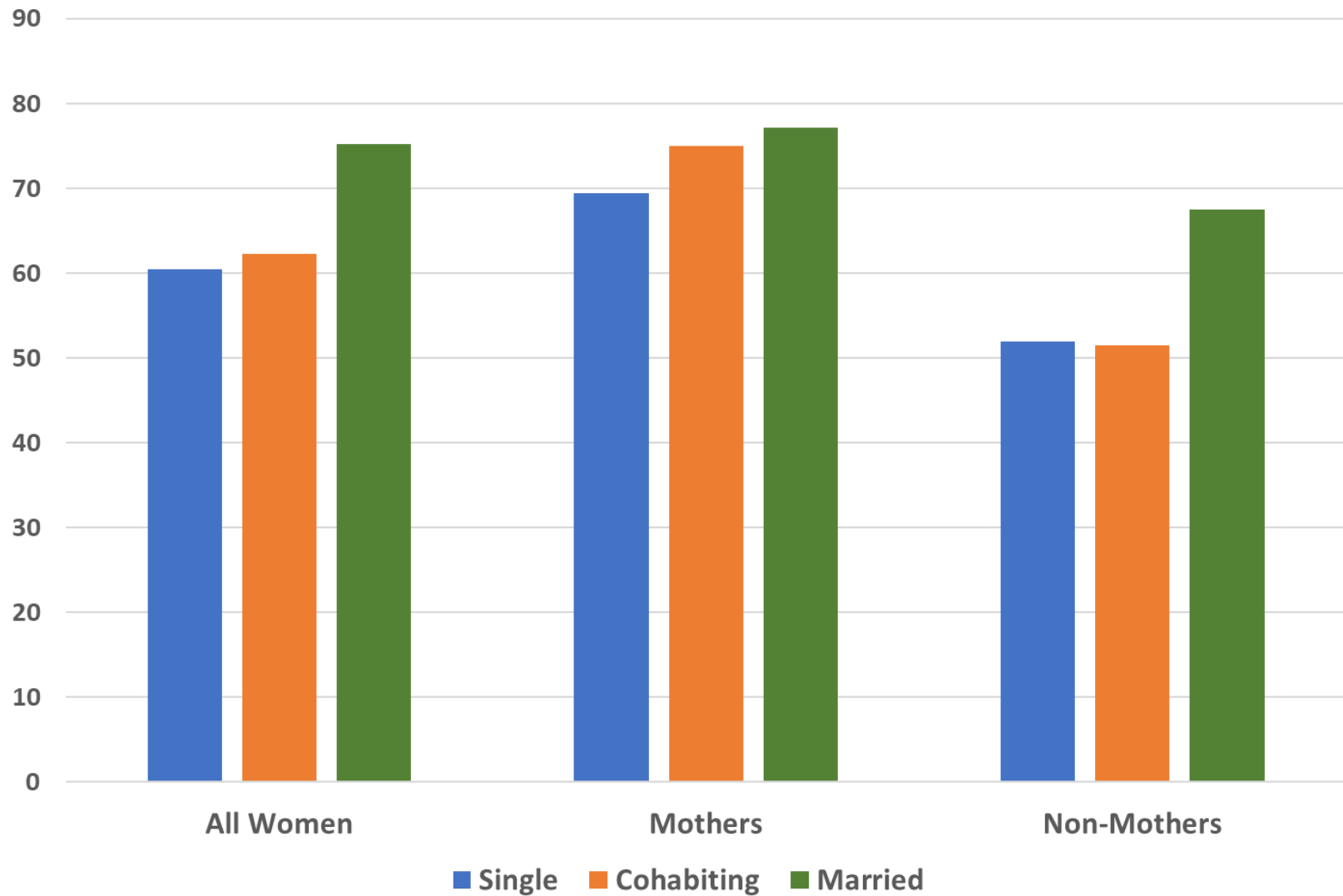
7. **Before COVID-19 and social distancing measures began in your area**, would you say you drank: (n=546)

	<u>Frequency</u>	<u>Percentage</u>	
Quite a bit less than I do now .....	112	20.5	<i>Skip to Question 8.</i>
Somewhat less than I do now.....	235	43.0	<i>Skip to Question 8.</i>
The same amount as I do now .....	128	23.4	<i>Go to Question 7a.</i>
Somewhat more than I do now.....	54	9.9	<i>Skip to Question 8.</i>
Quite a bit more than I do now.....	17	3.1	<i>Skip to Question 8.</i>

7a. If you drank the same amount as now, were there ever periods of time **during COVID-19 and social distancing measures began in your area** when you drank more or less alcohol than you did? (n=128)

	<u>Frequency</u>	<u>Percentage</u>	
Yes, there were times when I drank more .....	37	28.9	<i>Go to Question 8.</i>
Yes, there were times when I drank less .....	12	9.4	<i>Go to Question 8.</i>
No, I've been drinking about the same amount throughout the pandemic.....	79	61.7	<i>Skip to Question 14.</i>

## Percent Women Whose Drinking Increased Since COVID-19



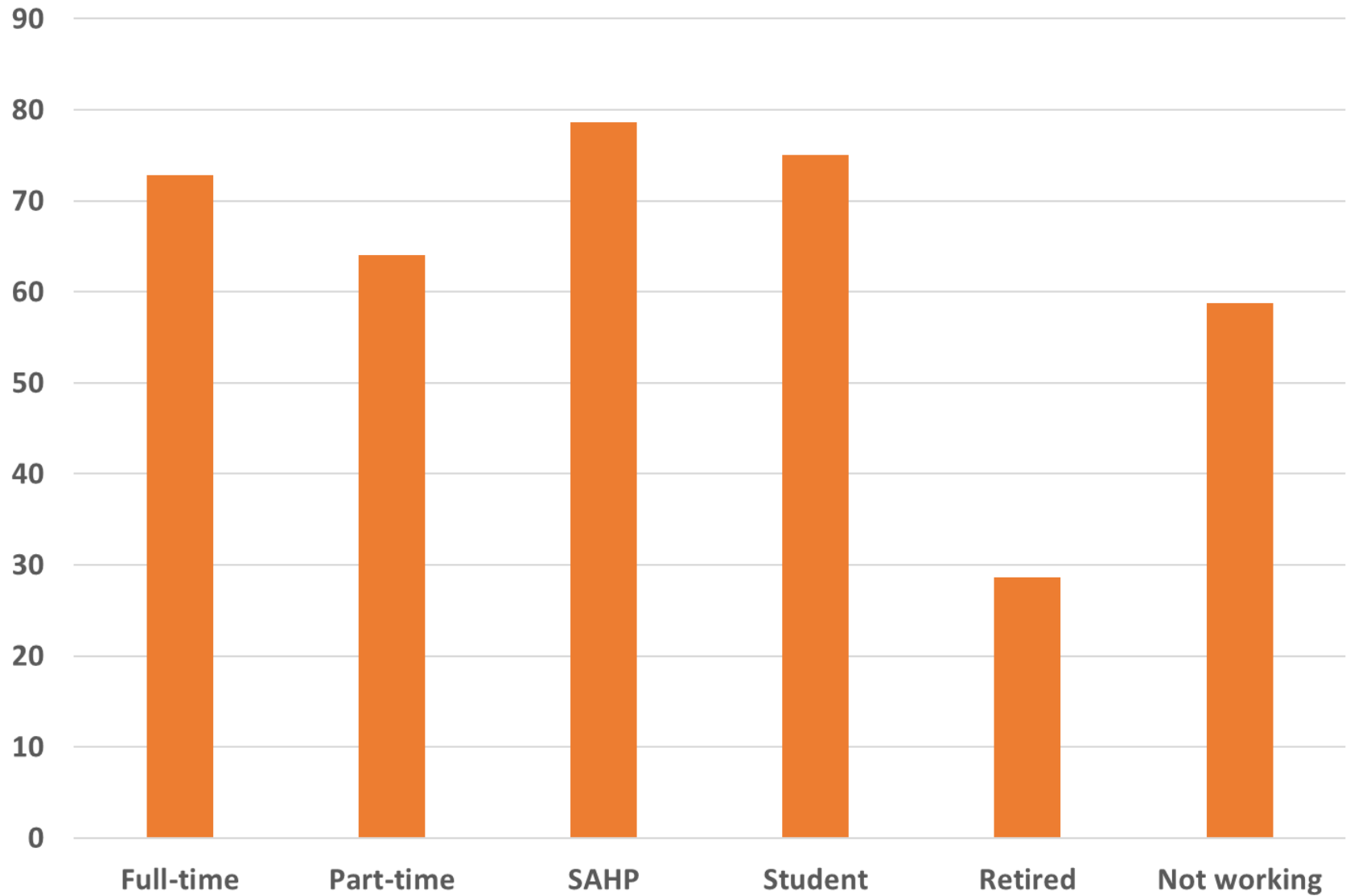
### 30. Employment Status (n=557)

	<u>Frequency</u>	<u>Percentage</u>
Part-time.....	52	9.3
Full-time .....	407	73.1
Stay-at-home parent.....	44	7.9
Full-time student.....	21	3.8
Retired.....	15	2.7
Not working .....	18	3.2

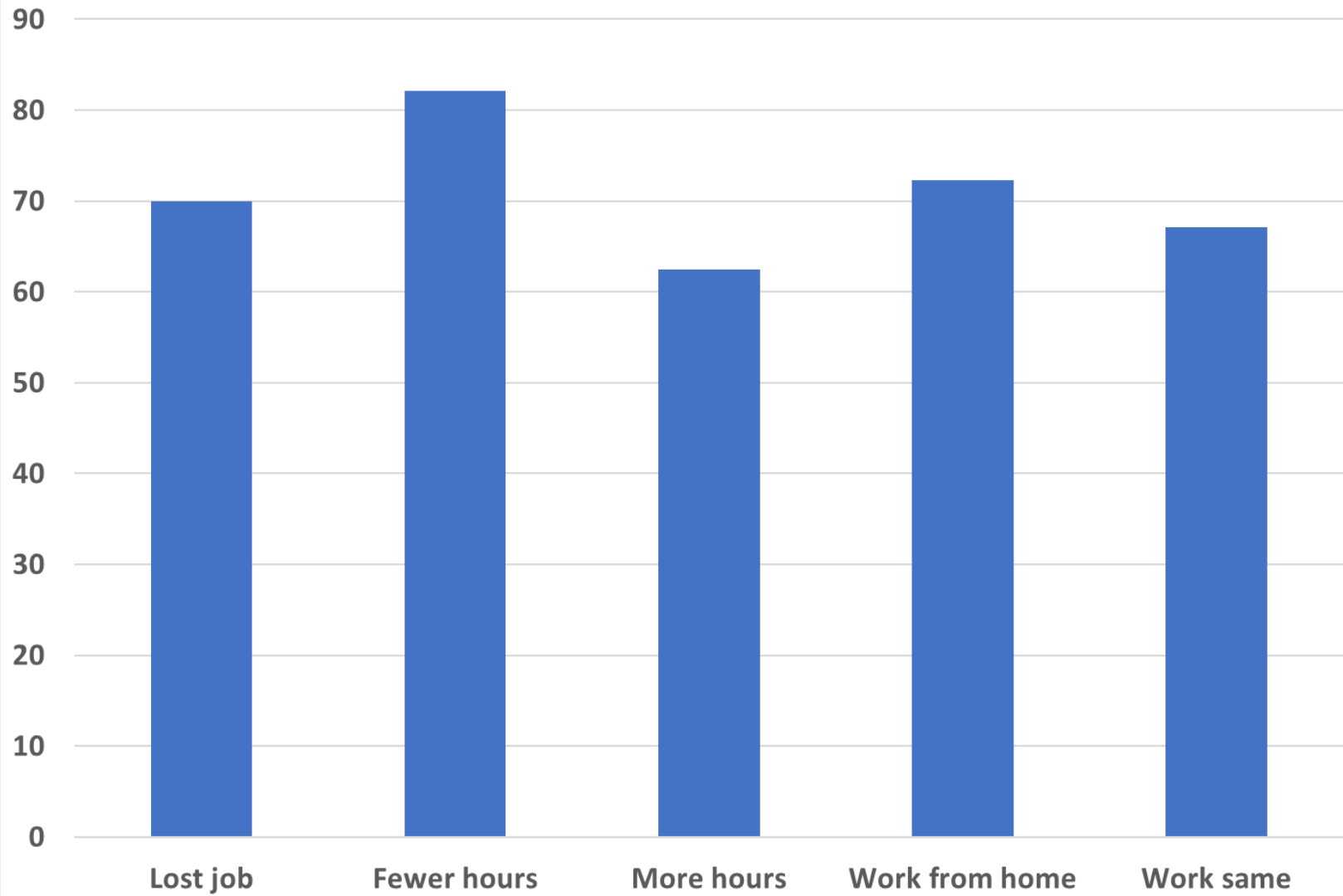
### 31. Has your employment situation been affected by the coronavirus pandemic? (n=555)

	<u>Frequency</u>	<u>Percentage</u>
Yes, I lost my job or was furloughed.....	52	9.4
Yes, I work fewer hours.....	41	7.4
Yes, I work more hours.....	24	4.3
Yes, I work from home some of all of the time.....	282	50.8
No, my work life has stayed the same.....	156	28.1

## Percent Women Who Increased Drinking Since COVID-19



## Percent Women Who Increased 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>
	<b>Percentage</b>						
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

Alcohol Use Since COVID-19

No Increase

Increase

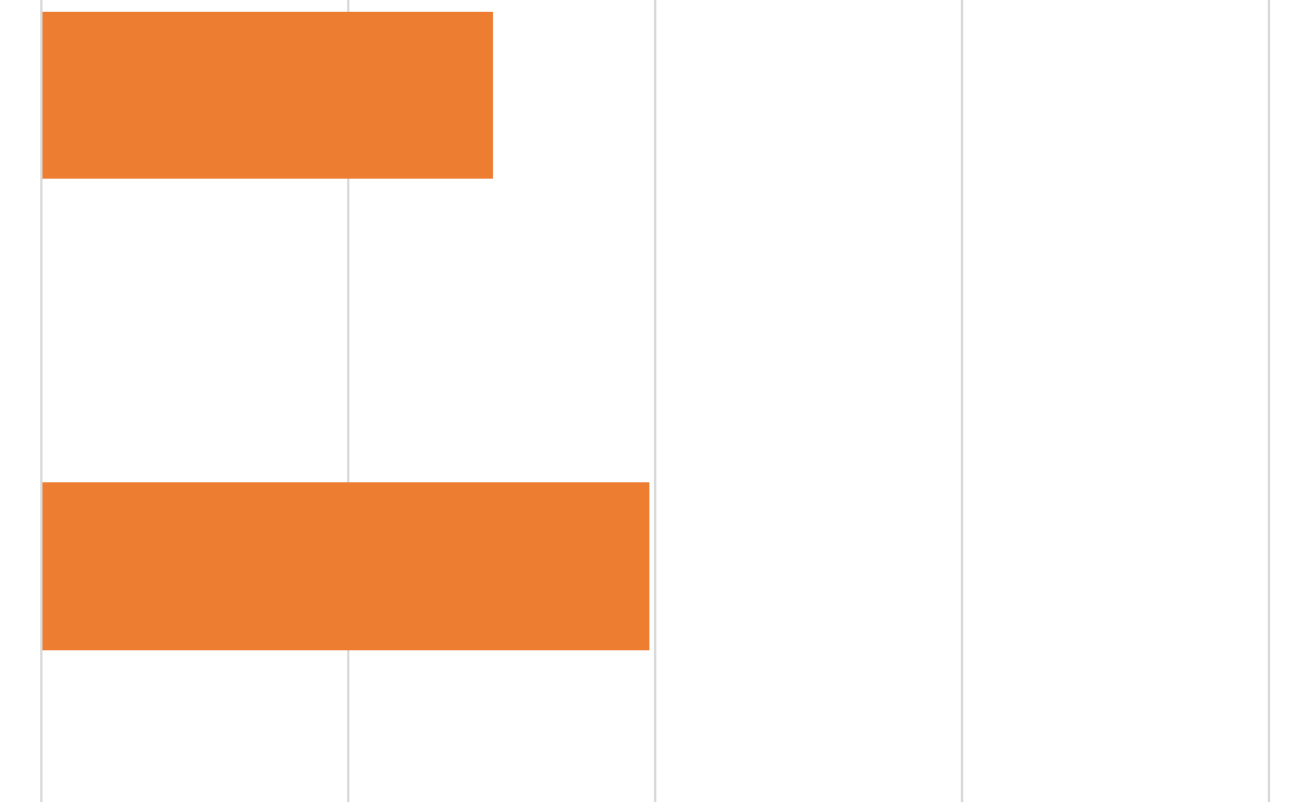
1.0

2.0

3.0

4.0

5.0



# Multivariate Results

- Women's work and family roles interact
  - Single parents who aren't employed had significantly *lower odds* of increased drinking
  - Married women with children and who work full-time had significantly *higher odds* of increased drinking
    - » Supports “opportunities gained” BUT effect disappears when control for difficulty managing family and personal needs
    - » Suggests women with these roles use alcohol to cope with role strain

# Discussion

- Women's alcohol consumption has increased since COVID-19
- Women's work and family roles intersect to affect increased alcohol consumption
- Role strain has positive effect on alcohol consumption regardless of work-family status
- Effect of *changes* in work roles less powerful

# Next Steps

- Examine these relationships for
  - Various measures of alcohol consumption (number of drinks, regularity, binge drinking, day drinking)
  - Examine role of women's emotional health (anxiety, depression, life satisfaction, etc.)