

Generational shifts in attitudes and beliefs about alcohol: an age-period-cohort approach

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Introduction and Aims: *Population level alcohol consumption has changed markedly in the past two decades, with distinct generational patterns. The underlying reason for this shift remains unclear and there has been little work assessing how attitudes and beliefs about alcohol have shifted in population sub-groups*

Design and Methods: *Using seven waves of survey data spanning 19 years (n=166,093), we assess age, time-period and birth cohort effects on trends in four measures of alcohol attitudes (disapproval of regular alcohol use, perceptions of safe drinking levels for men and women and perception that alcohol causes the most deaths of any drug in Australia).*

Results: *Perceptions of alcohol as risky have increased generally across the population based on increasing period effects for safe level and most deaths measures. Disapproval has been stable at the population level, but most recent birth cohorts are more likely than their predecessors to disapprove of regular alcohol use.*

Discussions and Conclusions: *These findings point to a broad shift towards higher risk perceptions of alcohol across the population alongside a sharp increase in disapproval of drinking for recent cohorts, potentially leading to the sharp reductions in drinking that have been reported in these cohorts.*

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