

## ENGLISH SUMMARY

### **Esa Österberg: Public attitudes towards sales of wine in grocery stores**

**(Befolkningens inställning till vinförsäljning i livsmedelsaffärer)**

This article first examines the development in Finland of alcohol policy views in the 1980s and public attitudes towards sales of wine at the turn of the 1990s. Second, SuomiKanava, a personal computer survey system, is discussed as a method of data collection, followed by an investigation of the SuomiKanava respondents' views concerning effects of the possible liberalization of wine sales on the whole population and the respondents themselves. Finally, the paper deals with the relation of attitudes towards wine sales to public opinions of alcohol policy in general.

According to opinion polls, the majority of Finns is in favour of introducing wine in grocery stores. On the other hand, the same polls show that most people are either content with the present control measures or would like

to tighten them.

The liberalization of wine is seen by the respondents, as far as the entire population is concerned, as a matter of no great significance or rather as a positive event. The majority of the respondents also expect that less restricted availability of wine leads to a rise in the abuse of alcohol among youth and a great part believes this would apply to adults as well.

One fifth of the respondents assumed that wine liberalization would increase their own drinking. Most people stated, though, that the change would not have any effect on their habits. The drinking of wine with meals is uncommon in Finland and it is believed to remain quite low even if wine was introduced into grocery stores.

#### **Key words:**

**Alcohol policy, attitudes, availability, wines, Finland**