Alcohol Consumption Norms and the Favored Alcohol Consumption Policies of Citizens of Seoul

Table S1. Drinking norms scores according to sociodemographic characteristics and health behaviors

(N=1,001)

Characteristics		Drinking norms[1] mean(SE)								
		Total	①	②	③	④	⑤	⑥	⑦	⑧
Total		2.27(.02)	2.07(.03)	2.61(.03)	2.59(.04)	1.61(.03)	3.22(.03)	2.14(.03)	2.54(.03)	1.40(.03)
Gender	Female	2.17(.02)	1.99(.04)	2.56(.05)	2.43(.05)	1.48(.03)	3.15(.04)	1.97(.04)	2.48(.04)	1.33(.03)
	Male	2.38(.03)	2.15(.05)	2.66(.05)	2.76(.05)	1.74(.04)	3.30(.05)	2.32(.05)	2.60(.05)	1.47(.04)
Age(yrs)	20~39	2.45(.05)	2.28(.06)	2.93(.06)	2.93(.06)	1.71(.05)	3.44(.05)	2.14(.05)	2.73(.06)	1.47(.05)
	40~59	2.22(.05)	1.99(.05)	2.53(.05)	2.47(.05)	1.60(.04)	3.19(.05)	2.13(.05)	2.49(.05)	1.38(.04)
	≧60	2.09(.05)	1.89(.06)	2.25(.06)	2.30(.07)	1.48(.05)	2.95(.06)	2.15(.06)	2.35(.06)	1.32(.05)
Marital status	Unmarried	2.39(.03)	2.15(.06)	2.84(.06)	2.85(.06)	1.69(.05)	3.41(.05)	2.11(.05)	2.65(.06)	1.40(.04)
	Married	2.18(.03)	2.01(.04)	2.47(.04)	2.43(.05)	1.53(.03)	3.11(.04)	2.14(.04)	2.45(.04)	1.35(.03)
	Others[2]	2.33(.09)	2.11(.13)	2.41(.12)	2.40(.13)	1.86(.13)	3.06(.12)	2.37(.13)	2.59(.13)	1.84(.14)
Educational status	≦high school	2.22(.05)	2.04(.07)	2.40(.07)	2.40(.07)	1.70(.07)	3.07(.07)	2.17(.07)	2.46(.07)	1.53(.06)
	≧college,university	2.29(.02)	2.08(.04)	2.68(.04)	2.66(.04)	1.58(.03)	3.27(.04)	2.13(.04)	2.57(.04)	1.36(.03)
Job status	having job	2.33(.03)	2.15(.04)	2.67(.04)	2.67(.04)	1.66(.03)	3.26(.04)	2.18(.04)	2.59(.04)	1.45(.03)
	No job	2.11(.04)	1.85(.06)	2.44(.06)	2.37(.07)	1.45(.05)	3.11(.06)	2.03(.05)	2.41(.06)	1.26(.04)
Monthly household income(won)	<2,000,000	2.20(.06)	1.94(.09)	2.44(.09)	2.36(.09)	1.65(.08)	3.16(.09)	2.15(.09)	2.48(.09)	1.46(.07)
	≦2,000,000<3,000,000	2.34(.05)	2.07(.07)	2.71(.08)	2.68(.08)	1.72(.07)	3.23(.07)	2.24(.07)	2.50(.07)	1.55(.07)
	≧3,000,000	2.27(.03)	2.10(.04)	2.61(.04)	2.62(.04)	1.57(.03)	3.23(.04)	2.11(.04)	2.57(.04)	1.33(.03)
Number of households	Living alone	2.28(.06)	1.94(.08)	2.63(.09)	2.69(.09)	1.65(.08)	3.27(.09)	2.11(.08)	2.58(.09)	1.40(.07)
	≧2	2.27(.02)	2.09(.04)	2.60(.04)	2.58(.04)	1.60(.03)	3.21(.03)	2.14(.03)	2.53(.04)	1.40(.03)
Smoking	Non-smoker	2.19(.02)	1.98(.04)	2.52(.04)	2.49(.04)	1.51(.03)	3.16(.04)	2.08(.03)	2.48(.04)	1.34(.03)

status	Current smoker	2.57(.05)	2.40(.08)	2.95(.07)	3.00(.08)	1.99(.08)	3.45(.06)	2.39(.08)	2.78(.08)	1.62(.07)
Annual drinker	No	1.86(.05)	1.61(.08)	1.98(.08)	1.97(.08)	1.34(.06)	2.79(.08)	1.94(.08)	2.09(.09)	1.19(.04)
	Yes	2.33(.02)	2.14(.04)	2.74(.04)	2.71(.04)	1.60(.03)	3.34(.04)	2.15(.03)	2.62(.04)	1.35(.03)
High risk drinker	No	2.24(.02)	2.03(.04)	2.59(.04)	2.56(.04)	1.56(.03)	3.23(.03)	2.09(.03)	2.53(.04)	1.32(.03)
	Yes	2.54(.09)	2.44(.14)	3.10(.13)	3.06(.13)	1.63(.11)	3.60(.13)	2.48(.13)	2.69(.16)	1.35(.09)

[1]① It is okay to drink in a park or a mountain reserve ② It is okay to drink alcohol in the daytime ③ It is okay to get a little tipsy ④ It is okay for high school students to drink ⑤ It is okay to drink alone ⑥ It is discourteous to refuse a drink offered by someone else ⑦ It is okay to drink at a convenience store(under internal or external parasols) ⑧ It is okay to lower the punishments for crimes committed after drinking alcohol.

[2]divorce, separated, widowed

Table S2. Scores of preferred alcohol control policies according to sociodemographic characteristics and health behaviors

(N=1,001)

Characteristics		Alcohol control policy1 mean(SE)											
		Total	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪
Total		2.81(.02)	2.34(.03)	2.44(.03)	2.88(.03)	2.63(.03)	3.16(.03)	3.17(.03)	2.99(.03)	2.70(.03)	3.03(.03)	2.94(.03)	2.97(.03)
Gender	Female	2.91(.03)	2.44(.04)	2.52(.04)	2.96(.04)	2.76(.04)	3.24(.03)	3.27(.03)	3.12(.04)	2.86(.04)	3.17(.04)	3.04(.04)	3.08(.04)
	Male	2.70(.03)	2.24(.04)	2.37(.04)	2.80(.04)	2.50(.04)	3.07(.04)	3.06(.04)	2.84(.04)	2.61(.04)	2.88(.04)	2.83(.04)	2.84(.04)
Age(yrs)	20~39	2.68(.03)	2.27(.05)	2.33(.05)	2.77(.04)	2.44(.05)	3.00(.04)	3.00(.05)	2.92(.05)	2.65(.05)	2.91(.05)	2.80(.05)	2.83(.05)
	40~59	2.87(.03)	2.37(.04)	2.49(.04)	2.91(.04)	2.71(.05)	3.22(.04)	3.27(.04)	3.07(.04)	2.80(.04)	3.09(.04)	3.02(.04)	3.03(.04)
	≧60[c]	2.90(.04)	2.41(.06)	2.55(.05)	3.00(.05)	2.79(.05)	3.30(.04)	3.27(.05)	2.96(.05)	2.78(.05)	3.11(.05)	3.03(.05)	3.07(.05)
Marital status	Unmarried	2.71(.03)	2.28(.05)	2.36(.05)	2.77(.04)	2.49(.05)	3.07(.04)	3.06(.05)	2.95(.05)	2.66(.05)	2.95(.05)	2.81(.05)	2.83(.05)
	Married	2.87(.02)	2.37(.04)	2.48(.04)	2.97(.03)	2.74(.04)	3.22(.03)	3.26(.03)	3.03(.04)	2.78(.04)	3.08(.03)	3.04(.04)	3.05(.04)
	Others[2]	2.83(.07)	2.51(.12)	2.63(.10)	2.84(.11)	2.59(.13)	3.11(.10)	3.10(.09)	2.83(.10)	2.90(.09)	3.06(.11)	2.86(.11)	3.02(.10)
Educational status	≦high school	2.88(.04)	2.51(.06)	2.62(.06)	2.93(.05)	2.72(.06)	3.21(.05)	3.18(.06)	2.98(.06)	2.81(.06)	3.05(.05)	3.02(.05)	3.03(.05)
	≧college, university	2.78(.02)	2.29(.03)	2.39(.03)	2.87(.03)	2.60(.03)	3.14(.03)	3.17(.03)	2.99(.03)	2.72(.03)	3.02(.05)	2.91(.03)	2.94(.03)
Job status	having job	2.79(.02)	2.35(.03)	2.43(.03)	2.85(.03)	2.60(.03)	3.12(.03)	3.13(.03)	2.96(.03)	2.74(.03)	3.04(.03)	2.92(.03)	2.94(.03)
	No job	2.85(.04)	2.33(.06)	2.47(.05)	2.96(.05)	2.72(.06)	3.25(.04)	3.28(.05)	3.06(.05)	2.73(.06)	3.01(.05)	2.99(.05)	3.02(.05)
Monthly household income (won)	<2,000,000	2.83(.05)	2.38(.08)	2.47(.08)	2.85(.07)	2.67(.08)	3.19(.07)	3.17(.07)	2.92(.07)	2.80(.08)	3.07(.07)	2.95(.08)	3.03(.07)
	≦2,000,000 <3,000,000	2.76(.04)	2.30(.06)	2.40(.06)	2.79(.06)	2.55(.07)	3.09(.06)	3.11(.06)	2.94(.06)	2.74(.06)	2.97(.06)	2.96(.08)	2.94(.06)
	≧3,000,000	2.82(.02)	2.35(.04)	2.45(.03)	2.92(.03)	2.65(.04)	3.17(.03)	3.19(.03)	3.02(.03)	2.73(.03)	3.04(.03)	2.93(.03)	2.96(.03)
Number of households	Living alone	2.74(.05)	2.17(.07)	2.31(.07)	2.85(.07)	2.49(.08)	3.18(.07)	3.11(.08)	3.02(.08)	2.75(.08)	2.97(.07)	2.90(.08)	2.88(.08)
	≧2	2.82(.02)	2.37(.03)	2.47(.03)	2.89(.03)	2.65(.03)	3.16(.03)	3.18(.03)	2.98(.03)	2.74(.03)	3.04(.03)	2.94(.03)	2.98(.03)
Smoking status	Non-smoker	2.86(.02)	2.39(.03)	2.47(.03)	2.94(.03)	2.68(.03)	3.22(.03)	3.22(.03)	3.07(.03)	2.80(.03)	3.09(.03)	2.99(.03)	3.03(.03)
	Current smoker	2.60(.04)	2.16(.07)	2.36(.06)	2.67(.06)	2.44(.07)	2.91(.06)	2.97(.06)	2.67(.06)	2.51(.06)	2.79(.06)	2.74(.06)	2.71(.06)

Annual drinker	No	3.18(.05)	2.85(.07)	2.91(.07)	3.26(.06)	3.07(.07)	3.48(.05)	3.46(.05)	3.25(.07)	3.18(.06)	3.30(.07)	3.25(.07)	3.28(.06)
	Yes	2.72(.02)	2.18(.03)	2.32(.03)	2.79(.03)	2.52(.03)	3.11(.03)	3.13(.03)	2.93(.03)	2.63(.03)	2.98(.03)	2.88(.03)	2.89(.03)
High risk drinker	No	2.81(.02)	2.32(.03)	2.43(.03)	2.88(.03)	2.63(.03)	3.18(.03)	3.19(.03)	3.00(.03)	2.74(.03)	3.04(.03)	2.95(.03)	2.96(.03)
	Yes	2.52(.09)	1.82(.11)	2.05(.11)	2.69(.12)	2.34(.12)	2.94(.13)	3.00(.13)	2.73(.12)	2.34(.13)	2.79(.12)	2.74(.12)	2.82(.12)

[1]① Liquor price increase ② Restrictions on liquor promotion activities ③ Restriction on places that sell alcoholic beverage ④Restriction on liquor selling times ⑤ Expansion of drinking prohibitions in public places ⑥ Restrictions on drinking at rallies(events) ⑦ Attach warning images to bottles ⑧ Restrictions on the provision of free alcoholic beverages at local events ⑨ Restrictions on liquor advertisements ⑩ Restrictions on drinking scenes in visual media ⑪ Restrictions on liquor advertisements in visual media [2]divorce, separated, widowed

Table S3. Correlations between drinking norms items and preferences for alcohol control policies

(N=1,001)

Variables		Drinking norms								Alcohol control policy										
		①	②	③	④	⑤	⑥	⑦	⑧	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⑪
Drinking norms[1]	①	1																		
	②	.525**	1																	
	③	.406**	.608**	1																
	④	.426**	.327**	.367**	1															
	⑤	.235**	.525**	.466**	.159**	1														
	⑥	.391**	.233**	.303**	.370**	.137**	1													
	⑦	.454**	.430**	.403**	.277**	.384**	.333**	1												
	⑧	.388**	.200**	.260**	.641**	.024	.467**	.277**	1											
Alcohol control policy[2]	①	−.160**	−.298**	−.246**	−.039	-.254**	−.081*	−.191**	.063*	1										
	②	−.153**	−.282**	−.259**	−.052	-.263**	−.089**	−.232**	.017	.666**	1									
	③	−.313**	−.273**	−.249**	-.177**	-.186**	−.185**	−.251**	-.160**	.476**	.460**	1								
	④	−.232**	−.313**	−.292**	-.116**	-.245**	−.111**	−.239**	−.039	.559**	.521**	.597**	1							
	⑤	−.393**	−.297**	−.286**	-.245**	-.139**	−.287**	−.283**	-.278**	.310**	.323**	.545**	.449**	1						
	⑥	−.323**	−.261**	−.278**	-.232**	-.138**	−.235**	−.290**	-.236**	.261**	.298**	.480**	.390**	.614**	1					
	⑦	−.251**	−.235**	−.251**	-.185**	-.148**	−.247**	−.214**	-.169**	.408**	.372**	.474**	.451**	.508**	.488**	1				
	⑧	−.237**	−.261**	−.238**	-.084**	-.209**	−.144**	−.277**	−.039	.474**	.477**	.490**	.548**	.426**	.435**	.511**	1			
	⑨	−.223**	−.240**	−.249**	-.218**	-.168**	−.193**	−.241**	-.197**	.333**	.317**	.449**	.421**	.453**	.437**	.505**	.539**	1		
	⑩	−.209**	−.259**	−.262**	-.135**	-.195**	−.139**	−.237**	-.122**	.340**	.389**	.434**	.476**	.465**	.453**	.461**	.539**	.654**	1	
	⑪	−.227**	−.262**	−.277**	-.160**	-.214**	−.150**	−.271**	-.125**	.370**	.375**	.469**	.470**	.480**	.470**	.510**	.551**	.700**	.804**	1

**p<.001, *p<.05 bold values indicate negative correlation.

[1]① It is okay to drink in a park or a mountain reserve ② It is okay to drink alcohol in the daytime ③ It is okay to get a little tipsy ④ It is okay for high school students to drink ⑤ It is okay to drink alone ⑥ It is discourteous to refuse a drink offered by someone else ⑦ It is okay to drink

at a convenience store(under internal or external parasols) ⑧ It is okay to lower the punishments for crimes committed after drinking alcohol.

[2]① Liquor price increase ② Restrictions on liquor promotion activities ③ Restriction on places that sell alcoholic beverage ④Restriction on liquor selling times ⑤ Expansion of drinking prohibitions in public places ⑥ Restrictions on drinking at rallies(events) ⑦ Attach warning images to bottles ⑧ Restrictions on the provision of free alcoholic beverages at local events ⑨ Restrictions on liquor advertisements ⑩ Restrictions on drinking scenes in visual media ⑪ Restrictions on liquor advertisements in visual media