Fact: Social networks are extremely important to women. Men tend to think in terms of hierarchies (who has more power), while women tend to think in circles (who is in my inner circle of friends; who is more distant).

Fact: Among women in the United States in 1990, 41% didn’t drink at all. As a woman, if you drink more than 1 drink per week, you’re drinking more than 68% of the women in the United States—that is, only 32% of women in the United States drink more than one drink per week. Only 23% of women in the United States drink more than 2 drinks per week.

Fact: Among 102 female problem drinkers, the average number of drinkers in their social networks was 6, or almost three-quarters of their social networks.

Fact: Among those 102 female problem drinkers, the more drinkers in the social network and the more heavy drinkers in the social network, the more often the woman drank herself.

Fact: Among female problem drinkers, approximately 42% reported that their spouses were moderate or heavy drinkers; 29% of their male partners had a current or lifetime drinking problem.

Fact: Emotional situations and social situations are among the strongest drinking triggers for women.

Fact: Heavy drinking spouses can serve as an interpersonal trigger for women to drink.

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