

Ipsos MORI
Social Research Institute



Research into drinking behaviour and attitudes of 18-24 year olds

Prepared for Drinkaware

May 2013

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Summary: key findings and implications

Summary: key findings and implications

The wider context

Between 1998 and 2010 the prevalence of drinking alcohol has declined.¹ The Office for National Statistics Lifestyle research records a fall in alcohol consumption for adults aged 16-24 between 2005 to 2009, with the proportion of men within this age group consuming alcohol in the past week dropping from 64% to 52% and for women from 56% to 50%. However, this decline has stabilised between 2010 and 2011, with the proportions drinking remaining broadly consistent for both genders.

A similar pattern is observed for the volume that young adults are drinking. The number drinking above 6/8 units on at least one day over the previous week has fallen (from 32% to 22% for men aged 16-24 drinking at least 8 units and from 27% to 18% of women aged 16-24 drinking more than 6 units). However, these levels have also stabilised between 2010 and 2011.

Alcohol consumption remains a major social and public health issue. The Department of Health estimates that the harmful use of alcohol in England alone costs the National Health Service around £2.7bn a year.² The number of alcohol-related hospital admissions in 2011/12 in England was 1.2 million; an increase of 4% compared with 2010/11.³ Alcohol-related deaths accounted for almost 1.5% of all deaths in England and Wales in 2011.⁴ Over a quarter (27%) of deaths of men aged 16-24 and around a seventh (15%) of deaths of women aged 16-24 years can be attributed in part to alcohol consumption⁵

There is also a strong association between alcohol and violent crime. According to the 2011/12 Crime Survey for England and Wales, victims believed the offender(s) to be under the influence of alcohol in around half (47%) of all violent incidents, or 917,000 offences. A fifth of all violent incidents took place in a pub or club (22%). In around half of violent incidents (52%), the offender was believed to be aged between 16 and 24 years old. Two fifths (40%) of those who had experienced serious sexual assault since the age of 16 thought

¹ Based on the proportion of adults who reported drinking in the week prior to interview <http://www.ic.nhs.uk/pubs/alcohol12> .

² *Statistics on Alcohol: England, 2012* Health and Social Care Information Centre, Lifestyles Statistics

³ Annual Trends: 2002/03 to 2011/12 (available at www.lape.org.uk/natind.html)

⁴ *Alcohol-related Deaths in the United Kingdom, 2011*, Office for National Statistics

⁵ Jones, L. et al. (2008) Alcohol-attributable fractions for England: Alcohol-attributable mortality and hospital admissions. Liverpool: North West Public Health Observatory, Liverpool John Moores University

the offender was under the influence of alcohol.⁶

Young adults are also more likely to be involved in drink driving incidents. Car drivers aged 17-24 had more drink drive accidents per 100 thousand licence holders, and per billion miles driven, than any other age group. In 2011, there were 9,990 casualties resulting from drink drive accidents, a 3% increase since 2010. The provisional number of fatalities rose to 280 in 2011, an increase of 12 per cent from 2010. Drink drive fatalities account for 15% of all road accident fatalities.⁷

The Government has estimated the cost of alcohol-related harm at around £21 billion per year⁸. A recent assessment for Scotland put the total cost to individuals and society at £7.5 billion per year⁹. The cost of alcohol-related harm has been estimated at £1 billion in Wales¹⁰ and £679.8 million in Northern Ireland.¹¹

The consequences of excessive drinking, and in particular for young adults, therefore continue to be considerable. Excessive alcohol consumption can have significant costs for individuals, their families and communities, and society more widely.

While there is a national picture of alcohol consumption trends, recent surveys have not explored the attitudes that underpin drinking behaviour. Drinkaware has therefore commissioned research to examine and monitor the relationship that young adults aged 18-24 have with alcohol. This report presents the findings from the survey conducted in November 2012 and compares the results to the baseline completed in November 2011.

The research explores awareness of the consequences of excessive alcohol consumption, usage of and receptivity towards the tips and tools available for moderating drinking behaviour and assesses the cultural and social landscape of young adults' attitudes towards alcohol. It also considers the phenomenon of 'pre-loading', i.e. the practice of drinking alcohol at home before going out to drink in licensed establishments. To date, there has been a limited amount of research conducted on this behaviour so this report attempts to

⁶ *Focus on: Violent Crime and Sexual Offences, 2011/12* Office for National Statistics

⁷ Reported Road Casualties in Great Britain: 2011 Annual Report, Department for Transport

⁸ The Government's Alcohol Strategy (2012). Available at www.gov.uk/government/uploads/system/uploads/attachment_data/file/98121/alcohol-strategy.pdf

⁹ Johnston, M.C., Ludbrook, A., Jaffray, M.A. (2012) Inequalities in the distribution of the costs of alcohol misuse in Scotland: a cost of illness study. *Alcohol and Alcoholism* 47(6): pp 725-731.

¹⁰ Directors of Public Protection Wales (2006) Addressing alcohol misuse issues. Cardiff: Directors of Public Protection Wales

¹¹ Department of Health, Social Services and Public Safety (2010) Social costs of alcohol misuse in Northern Ireland for 2008/09. Belfast: Department of Health, Social Services and Public Safety.

provide new insight on how widely practiced it is, as well as the impact on alcohol consumption.

Drinking and drunkenness¹²

Drinking is widespread among young adults aged 18-24 and our research shows that the prevalence, frequency and amount of drinking has increased between November 2011 and November 2012 (a year on from the latest ONS research). Men this age are more likely to drink regularly and are also drinking more. Women this age are also drinking more regularly but the amount they are drinking is unchanged.

Most young adults drink alcohol and six in ten drink at least once a week (up from 47% in November 2011 to 59% in November 2012). This rise is driven by an increase in the number of people drinking once or twice a week.

When we look at how many units of alcohol have been drunk in the last seven days, there has been an increase in the proportion of 18 to 24 year olds who fall into the increasing risk category, up from 12% in November 2011 to 16% in November 2012. This means the number of 18 to 24 year olds who are drinking within safe guidelines has fallen, from 86% in November 2011 to 81% in November 2012. However, this is driven by the increase in drinking among men; the proportion drinking within the guidelines has fallen from 92% to 80%, while it remains unchanged for women.

Binge drinking (defined in this study as drinking twice the daily guideline amount in one day) is also on the increase. Three in ten young adults who drink alcohol report bingeing at least once in the last seven days, and one in seven have bingeed more than once. Both figures have risen since November 2011. If extrapolated up to the national population, and taking into account confidence intervals, this would represent between 1.5 million and 2 million 18-24 year olds bingeing over the previous week¹³.

¹² Where this report compares different segments of the target audience (e.g. men vs. women or those drinking above unit guidelines vs. low risk drinkers we highlight where differences in findings are statistically significant. Otherwise, any trends should be treated as indicative only. A full guide to statistical reliability can be found in the appendices.

¹³ This is based on there being about 6 million adults aged 18-24 living in the UK (based on Office for National Statistics 2010 mid-year population estimates). Survey data is subject to sampling tolerances, which extend to any scaling up of the figures to wider populations. When calculating our findings to national population levels we have therefore calculated confidence intervals and indicated the subsequent ranges in population figures these might represent. Please note that these calculations are based on a true random sample and, strictly speaking, do not apply to a quota sample such as the one this report is based on. It is also not possible to calculate the 'design factor' which widens the confidence intervals further. However, these estimates do provide a rough indication of the possible scale of the research finding that might be seen across the UK population. Further details on the confidence intervals are included in the appendices.

The research highlights that young adults who drink more intermittently also engage in 'negative' forms of drinking. A significant proportion of those who binged over the previous week (42%) normally drink within the guidelines over a typical week, and one in six of them (16%) drink alcohol less than weekly.

Drunkenness is widespread among this age group with over four in five drinkers (84%) reporting that, at least occasionally, they get drunk, compared to 78% in November 2011. A fifth (19%) get drunk every or most times they drink. While levels of intentional drunkenness are not quite so high, six in ten (62%) say that they drink with the intention of getting drunk at least occasionally.

There is a clear relationship between deliberate drunkenness and unit consumption. Young adults who drink to get drunk consume much more alcohol than other drinkers. Of regular drinkers¹⁴ who drink to get drunk most times or every time they drink, the average number of units consumed in a typical week is 29.37 (and 71% of them drink above guideline levels). This compares to 20.77 units of those who only sometimes or occasionally drink to get drunk (51% drink above guideline levels) and 13.39 for those who never do (of whom 19% drink above guideline levels).

Drinking outside of the home in licensed establishments is an important element of young adults' overall drinking, with two in five (40%) drinking alcohol outside the home regularly (i.e. at least once a week), an increase since November 2011.

However pre-loading (i.e. drinking alcohol at home before going out to drink in licensed establishments) also forms part of the picture of drinking behaviour of this age group. An innovation in this study was to seek to capture data about 'the last night out', and as part of this, to understand more about the phenomenon of pre-loading. To do this, all young adults who reported drinking alcohol outside of the home were asked to think about the last night out they had, and to record the drinks they consumed over the whole night, before, during and after going out. The research found that 21% reported pre-loading, i.e. starting their last night out drinking at home.

Pre-loading is strongly linked to bingeing. Of those who pre-loaded, 81% binged on that night, compared to 50% who did not pre-load. More than half of pre-loaders had already consumed enough units to take them over the guideline daily limit before they left the house (57% of men and 62% of women) and 20% had more than 10 units at home before going out.

¹⁴ 'Regular drinkers' is used to describe young adults who drink at least weekly.

Many young adults experience adverse impacts as a result of their drinking. Two in three (65%) young adults who are regular drinkers have experienced a negative consequence in the past three months, an increase of 10 percentage points since November 2011. The overall rise in experiencing negative consequences appears to be driven by increases in both the prevalence and amount of drinking.

The most common consequences are being sick (29%), waking up feeling embarrassed about actions (21%), memory loss of the previous night (18%) and taking risks with personal safety (15%). Young adults who drink irresponsibly are much more likely to experience negative outcomes. Those who frequently drink to get drunk (88%) and those who binged on their last night out (75%) are more likely to have experienced at least one of the consequences asked about.

Young adults who deliberately drink to get drunk are more likely to wake up feeling embarrassed but less likely to feel ashamed of themselves when they drink too much. Experiencing the negative consequences of excessive drinking is therefore not, in itself, necessarily enough to prevent this behaviour. Indeed many of this group of young adults drink for the social benefits they associate with it; they are more likely to say that drinking gives them confidence and less likely to agree that you do not need to drink to have a good time.

Awareness and use of units, guidelines and moderating tips

The Government's guidelines on the maximum amount of alcohol units to be consumed on a daily basis have the intention of helping people keep track of their drinking and drink within safe limits. The Government has asked the Chief Medical Officer to oversee a review of the alcohol guidelines for adults with the aim of ensuring that adults can make responsible and informed choices about their drinking.

Knowledge of the Government's daily alcohol limit guidelines is relatively low, with a third of young adults able to correctly identify the correct guideline daily level for their gender. Above guideline drinkers are significantly more knowledgeable about what the guideline daily limit is than non-drinkers, suggesting that knowing the guidelines is not a particularly important driver of responsible drinking among this age group.

Another factor related to this is young adults' inability to recognise irresponsible drinking. A considerable proportion of above guideline drinkers do not realise they are drinking more than is good for them; around a third (35%) believe that they drink within the daily guidelines

(in line with 2011 at 39%). There are issues here of both awareness and acceptance (i.e. do they see the daily guidelines as an accurate limit of what is good for them). This being said, the majority (64%) of those who drink above the daily guidelines do recognise that they drink above safe limits.

Many binge drinkers also perceive themselves as drinking within safe levels; half (51%) of those who drank twice the recommended daily guideline on their last night out say they drink within safe levels. This figure is unchanged since 2011, suggesting that many of those exhibiting negative drinking behaviours are no closer to acknowledging the risks associated with their behaviour.

However, young adults who admit they regularly drink with the intention of getting drunk (either every time or most times they drink) are more likely to recognise that their behaviour exceeds recommended levels. Over seven in ten (73%) report drinking *above* the safe limits. As we have discussed, this group of drinkers tend to regard alcohol as a confidence giver and integral to having a good time. These factors appear to trump any concerns this group may have about drinking beyond safe limits.

Awareness of the concept of alcohol units remains universal and there are some signs of greater understanding of unit content (for instance increases in the proportion of those correctly identifying the unit content of drinks). However, these positive changes in awareness have not translated into more moderate drinking. As we have discussed above, the opposite has been observed.

There are a number of tools and strategies young adults can use to stay in control of their drinking. The research examines the extent to which they are used by young adults and what relationship they have with responsible drinking.

There is a clear relationship between responsible drinking and use of moderating tips. Low risk young adults are more likely to employ moderating tips such as eating before/when drinking, drinking at their own pace, avoiding shots/rounds and drinking lower alcoholic drinks. Those who get drunk frequently, or drink with the intention to get drunk, are more likely to say that they could never see themselves adopting moderating tips.

It is not possible to draw conclusions about causation. Those who use these tips may be more predisposed to drink responsibly, rather than use the tips to reduce their intake. However, the research suggests that using these moderating tips can be a successful factor in minimising excessive drinking, without necessarily preventing it. The research shows that

a significant proportion (35%) of drinkers who use one of the three key tips (eating before/when drinking, alternating with soft drinks and pacing themselves) every time, or most times they drink, still drink over recommended guidelines in a typical week.

Of the moderating tips presented, taking one/two nights off drinking is the one used most commonly, by around four in five young adults who drink. Eating before or when drinking and drinking at their “own pace rather than keeping up with friends” are widespread, with around seven in ten drinkers reporting using these moderating tips every or most times they drink. The challenge may therefore be to encourage and enable young adults to use them effectively and consistently.

There have been increases since November 2011 in the proportion of young people using most of the moderating tips asked about – taking one/two nights off drinking, setting a spending limit and avoiding drinking shots have all seen rises. Receptivity to using these tips has also increased; the number of young adults who drink who could never see themselves using the tips has fallen.

Progress has been seen among above guideline drinkers on alternating alcoholic drinks with soft ones, with 18% saying they do this always/most times they drink compared to 9% in 2011. Similar headway has not been made among binge drinkers, however. Those that binged in the last seven days or on their last night out are no more likely to alternate than in 2011. This suggests that those engaging in more episodic drinking are less inclined to moderate their drinking in this way, and it remains a challenge to shift behaviours in this area.

However binge drinkers are now more likely to say they avoid drinking shots than in 2011. There is also evidence of increased openness to using moderating tips among bingers. Among those who binged in the last week, fewer say they could never see themselves drinking lower alcoholic drinks or avoid being in rounds than in 2011. Similarly, for those who binged on their last night out, only a sixth (16%) say they could never see themselves avoiding drinking shots, compared to over a fourth (26%) in November 2011.

Despite the increase in adoption of moderating tips, there has not been a corresponding fall in drinking levels – indeed quite the opposite has been the case. This is because, with the exception of alternating soft drinks, increases in adoption of moderating tips have been driven by low risk young adults. The challenge remains to encourage this behaviour in young adults who have more irresponsible drinking patterns.

Nevertheless, the increasing use of, and openness to, using moderating tips among all groups of drinkers, including bingers, provides a solid platform for Drinkaware to build on to encourage more responsible drinking.

Cultural and social norms

Behavioural science highlights the importance of social norms in influencing behaviours across many aspects of life, including the consumption of alcohol. The social norms (i.e. what attitudes and behaviours are considered to be acceptable) that operate around drinking are particularly important for young adults, given the influence of peers among this age group. It is therefore important to understand the cultural and social norms which underpin young adults' relationship with alcohol, and this research shows that these can be both positive and negative.

The majority of young adults still agree that they do not have to get drunk to have a good night out (73%), although attitudes to this are shaped by drinking behaviour with occasional drinkers more likely to agree with this than young adults who drink regularly (82% vs. 68%).

However peer pressure can play a role in encouraging some young adults to drink, with around a third (32%) of 18-24 year old drinkers saying they sometimes feel pressured by friends to drink more than they would like to. Alcohol can also oil the wheels of social interaction, with over a third (35%) of young adult drinkers agreeing that drinking gives them the confidence needed to meet new people and make friends. Above guideline drinkers, binge drinkers and those who drink with the intention of getting drunk are all more likely to agree with this. This may be one of the key beliefs which underpin risky drinking.

Excessive drinking has negative associations for some young adults, with just over a quarter (28%) saying they feel ashamed of themselves when they drink too much. One in five (21%) say they often wake up feeling worried or embarrassed about things they have said or done while drinking. Both binge drinkers and those who drink to get drunk are more likely to agree with this. Indeed when young people are asked about the potential social problems from drinking heavily, embarrassment about something said or done is mentioned most often, which suggests that this is a key negative association with excessive drinking. However, as already discussed, feelings of embarrassment do not prevent young adults engaging in irresponsible drinking, and many do not feel ashamed of their actions.

What is considered socially acceptable is likely to be critical if there is to be a step-change in young adults' drinking, and it is encouraging to see some hints of change here. Almost half

(45%) of 18-24 year olds agree that it is not as acceptable to get drunk as it used to be. One encouraging sign is that there has been an increase in the proportion of young adult drinkers who regularly drink to get drunk agreeing with the statement, from 23% in November 2011 to 42% in November 2012. This, coupled with an increase in binge drinkers who agree with the statement (35% November 2011 vs. 41% November 2012), indicates that heavier drinkers - while still engaging in negative drinking - may feel less confident about the social acceptability of drunkenness. This is one indication that attitudes may be moving in the right direction, although the journey to actual changes in behaviour will require other important steps.

We also see encouraging shifts in the proportion of young adults who agree they are thinking more about how much they drink nowadays and have seen quite a bit recently about the dangers of drinking too much, with around half agreeing in both instances. Again, this suggests that some messages about responsible drinking may be being heard (if not quite hitting home).

Implications

While there has been some progress on broader attitudes towards drinking and how acceptable excessive drinking is seen to be, this has not yet translated into more responsible behaviour.

A significant proportion of young adults drink with the intention of getting drunk and the results of this research show that this can lead to increased levels of drinking and a greater likelihood of experiencing negative consequences. Intention to get drunk may be related to the social confidence that drinking gives young adults. This group acknowledge their drinking is probably above safe limits but this is not enough to modify their behaviour.

Young adults are a particularly challenging group to encourage to adopt more responsible behaviour and attitudes. An increasing body of evidence from both neuroscience and experimental psychology shows that the areas of the brain which moderate risky behaviours and temper susceptibility to peer pressure are not fully developed until the early twenties.¹⁵

However, the results show that moderating tools can have a role in responsible drinking, although the exact nature of the relationship is unclear. Against a backdrop of increasing levels of drinking, there are some encouraging signs in the results:

¹⁵ See for example Blakemore, SJ & Robbins, TW. (2012) Decision-making in the adolescent brain. *Nature Neuroscience*, 15(9), 1184-1191. doi:10.1038/nn.3177

- Communications around responsible drinking are clearly making greater headway among young adults, as evidenced by the increase in those agreeing that they have 'seen quite a bit recently about the dangers of drinking too much'.
- It is also a positive that more young adults say they are thinking about how much they drink and that young adults who regularly get drunk are more likely to agree that it is not as acceptable these days to get drunk. However, as we have seen from these findings, levels of drinking have not declined. It is difficult to ascertain whether this might be a lag between these green shoots of changes in attitude/acceptability, and a corresponding change in behaviour.
- Perhaps even more promising, is the greater use of and receptivity to moderating tips, as is the increase in the proportion of those wanting more information on managing their drinking (up from 16% to 22%). This all provides a foundation to build upon going forward, but it will be important that young adults with a tendency towards more risky behaviours go beyond being open to using them to actually doing so.

Overall though, the challenges involved in encouraging young adults to drink more responsibly remain substantial.

Key metrics

The following tables present the key metrics for this audience. The results for all 18-24 year olds are presented as well as for specific sub-groups. Arrows are used to indicate where there is a statistically significant difference from the findings in November 2011. Colour coding of the arrows is used to indicate where the change is in a positive direction (green) or negative direction (red). A yellow arrow indicates a change for which it is not possible to determine (from this measure alone) whether it is a positive or negative shift.

Where arrows are used, these are accompanied by a figure in brackets – this indicates the percentage point difference between the two years' findings.

FREQUENCY AND SCALE OF DRINKING	All	Male	Female
Frequency of drinking			
% who drink less than once a year	2%	2%	2%
% who drink at least once a year	93%  (4%)	90%	95%
% who drink at least once a week (regular drinkers)	59%  (13%)	62%  (10%)	55%  (14%)
Scale of drinking			
% of regular drinkers who...			
% who drink above guidelines (increasing + high risk)	44%	46%  (16%)	42%
% who are increasing risk drinkers	38%  (9%)	39%  (14%)	37%
% who are high risk drinkers	6%	7%	5%

BINGEING IN THE LAST 7 DAYS	All who drink	All who drink – male	All who drink – female	Regular drinkers (at least once a week)
% who did not binge	70% ↓ (6%)	68% ↓ (12%)	72%	61%
% who binged	30% ↑ (7%)	32% ↑ (12%)	28%	39%
% who binged (on one occasion only)	17%	17%	17%	20%
% who binged (on more than one occasion)	13% ↑ (6%)	15% ↑ (9%)	11%	19%
PRELOADING ON LAST NIGHT OUT	All who drink outside the home	All who drink outside the home – male	All who drink outside the home – female	Regular drinkers (at least once a week)
% who pre-loaded (BASE: ALL DRINK OUTSIDE HOME)	21%	20%	22%	22%
Total units consumed over night: non pre-loaders (mean)	8.9	10.4	7.4	10.2
Total units consumed over night: pre-loaders (mean)	16.3	16.9	15.8	18.0
Total units consumed before going out: pre-loaders (mean)	6.6	7.5	5.8	6.9
OTHER KEY MEASURES	All who drink	All who drink – male	All who drink – female	Regular drinkers (at least once a week)
% who get drunk most times/every time they drink	19%	20% ↑ (8%)	18%	22%
% who drink to get drunk most times/every time they drink	16% ↑ (5%)	16% ↑ (8%)	15%	18%
% who experienced one consequence ¹⁶ of drinking in last 3 months	55% ↑ (10%)	56% ↑ (14%)	54%	65% ↑ (11%)

¹⁶ This includes any of: memory loss, feelings of embarrassment, sickness, missing work/school/college, getting in a risk situation, regretting sexual activity, risking personal safety, losing a valued possession, having unprotected sex, spoiling someone's night, getting injured, getting into a fight, getting in trouble with the police or being a victim of crime.

FAMILIARITY WITH UNITS AND GUIDELINES	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All who binged in last 7 days	All who drink to get drunk most/every time
% heard of units	94%	95%	96%	96%	99%	94%
% know Male unit guideline (BASE: All men)**	35%	36%	39%	39%	45%	38%
% know Female unit guideline (BASE: All women)**	33%	35%	36%	35%	34%	37%
** Please note: Due to question base change from November 2011 we are unable to compare to November 2011 results						
MODERATING TIPS	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
% pace themselves most times/every time they drink++	N/A	71%	67%	62%	64%	47%
% eat before/when drinking most times/every time they drink	N/A	74%	74%	67%	73%	57%
% alternate with soft drinks most times/every time they drink	N/A	19%	20%	18%  (9%)	12%	19%
++ Please note: Due to new question wording we are unable to compare to November 2011 results						

SOCIAL NORMS	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
% agree sometimes feel pressure from friends to drink more alcohol than would like to	32%	34%	37%	37%	38%	34%
% agree drinking gives confidence needed to meet people and make friends	N/A	35%	40%	49%	43%	54%  (18%)
% agree don't have to get drunk to have a good night out	73%	73%	68%	61%	71%	49%
% agree I feel ashamed of myself when I drink too much	N/A	28%	30%	30%	28%	24%
% agree I often wake up feeling embarrassed or worried about things I've said or done after drinking	N/A	21%	24%	30%	30%	36%
% agree it is not as acceptable these days to get drunk as it used to be	45%	46%  (7%)	46%	44%	40%	42%  (19%)
% agree I've seen quite a bit recently about the dangers of drinking too much	49%  (10%)	48%  (7%)	49%  (9%)	49%	45%	52%
% agree I think more about how much I drink nowadays than I used to	44%  (9%)	47%  (9%)	50%  (10%)	51%	47%	46%

COMMUNICATIONS MEASURES	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
Aware of Drinkaware*	70%	72%	73%	80%	82%	80%
% interacted with Drinkaware	41%  (13%)	42%  (11%)	45%  (14%)	50%	49%	55%
% heard of WLGTGB	18%  (8%)	19%  (8%)	20%  (9%)	20%	20%	23%
% 'recognisers' of WLGTGB posters**	22%	22%	28%	36%	30%	40%
% agree I would like more information on how I could keep an eye on the amount of alcohol I drink	22%  (6%)	23%  (6%)	26%  (10%)	26%	22%	28%
*Not asked in November 2011						
**Question format changed since November 2011 so no year on year comparisons can be drawn						

Background and research objectives

1. Background and research objectives

1.1 About Drinkaware

Drinkaware is an independent UK-wide charity with the objective of positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. It works with organisations and individuals across the UK, providing information about alcohol and its effects to employers, young people, teachers, parents and community workers.

Drinkaware is supported by voluntary donations from across the drinks industry but operates completely independently. It aims to equip people with the knowledge they need to make informed decisions about how much they drink.

1.2 The history of this research programme

Influencing awareness, attitudes and behaviour change are the main objectives of the Drinkaware mission, and form the backbone of its Key Performance Indicators (KPIs). These KPIs help provide the organisation with a clear picture of its progress in meeting its organisational aims.

In the past Drinkaware has measured its success against a range of KPIs. Behaviour change can be a very gradual process and any major shifts that do take place are likely to do so as part of a long term cultural change (particularly in relation to such a well-established behaviour as alcohol consumption). Whilst Drinkaware's KPIs are valid measures in the long term, there are some crucial intermediate steps in the behaviour change journey that Drinkaware wish to generate in its target audiences that may require closer measurement.

Drinkaware has therefore established some measures of more sensitive "interim" or "incremental" steps on the behaviour change journey which may lead onto more fundamental changes in behaviour. These will ensure that research with Drinkaware's target audiences is capable of registering subtle changes in their attitudes and behaviours and inform whether the organisation is making progress on changing public behaviour in relation to alcohol.

In 2011 new insight surveys were developed and conducted in November using an online access panel. This was to allow for more frequent tracking of Drinkaware's KPI measures, as well as providing greater flexibility with the research sampling and frequency. Interim waves of research were conducted in February and June 2012 before a second annual survey was conducted in November 2012. This report presents the findings from the online survey

conducted in November 2012 and compares the results to the baseline completed in November 2011. It aims to assess the extent to which progress has been made on these KPIs.

1.3 Drinkaware's strategic objectives

Drinkaware has clear aspirations in terms of target audiences and what it is trying to achieve for these audiences. This survey has been structured to measure Drinkaware's performance on these objectives and audiences so it is worth stating these here.

1.3.1 Drinkaware's target audience

Drinkaware separates its target audiences into three distinct groups:

1. Adults aged 18-24
2. Adults aged 25-44
3. Young people aged 10-17 and their parents

This report presents the findings for the adult population aged 18-24 years of age. Separate reports have been produced for each of the other two target audiences.

1.3.2 Drinkaware's aspirations and objectives

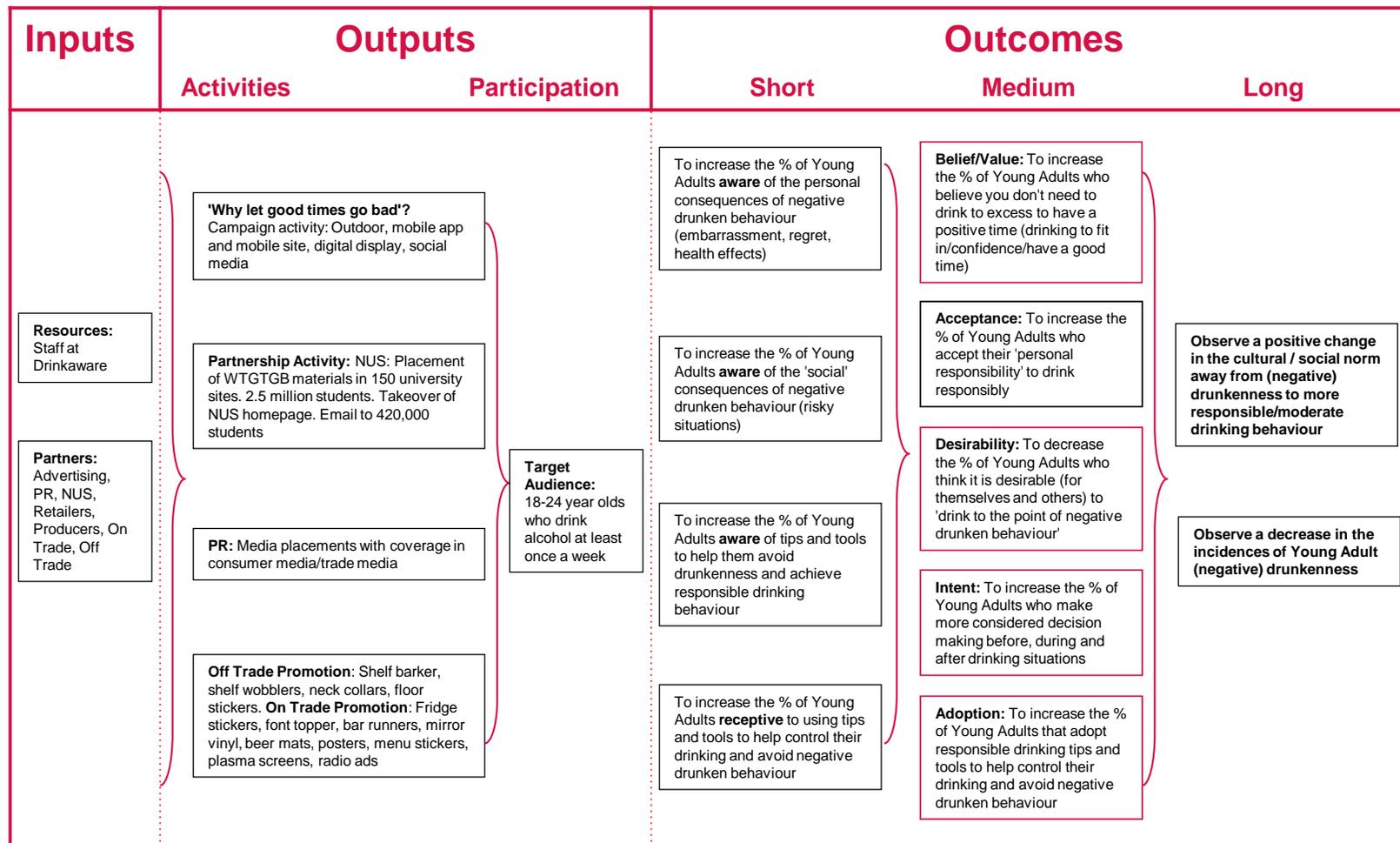
The desired behaviour change goal in the long term for 18 to 24 year olds is to observe a decrease in the incidence of drunken behaviour. To achieve this longer term goal, Drinkaware needs to reduce the desirability and acceptability of getting drunk as well as raise awareness of the harms associated with drunken behaviour. The challenge faced with this audience is that, as shown by previous research, drinking is an integral part of the social lives of many people this age. Therefore, there is also a need to contribute to a reversing of this wider cultural trend.

To summarise, the overall targets for this audience are to:

1. **Observe a decrease in the incidence of young adult (negative) drunkenness**
2. **Observe a positive change in the cultural / social norm away from (negative) drunkenness to more responsible/moderate drinking behaviour**

As these factors are likely to be slow moving cultural changes, Drinkaware has developed shorter term outcomes to measure more interim changes in attitudes, awareness or behaviour, as already outlined. These outcomes will provide a better understanding of where Drinkaware's target audiences are on the behavioural journey towards the overall objective of reducing excessive drinking. Drinkaware has produced a logic model to link the long term objectives to shorter term targets. The logic model for 18 to 24 year olds is presented overleaf.

18-24 Target Audience: 2012 Campaign Activity



1.3.3 Delivering these objectives

To make progress on Drinkaware's objectives for this audience, young adults' desire and acceptance of drunken behaviour must be reduced. To achieve this Drinkaware has challenged young adults' desire and motivations to drink to get drunk and provided them with tips and tools via the 'Why Let Good Times Go Bad?' (WLG TGB) campaign to support them on their night out.

Launched in 2009, the campaign is a 5-year initiative aimed at changing attitudes towards binge drinking and reducing instances of drunkenness among 18–24 year olds. In 2012 new tips were introduced, existing tips updated and changes made to their placement (making them more visible and clearer). In addition the campaign was more integrated across media channels – with posters running in town centres, near on and off trade outlets and within targeted pubs, bars and clubs. There was also an increased use of digital channels, including an update to the mobile application introduced in 2011, a new Twitter handle and a Good Times blog. The campaign ran during three bursts in May, September and December 2012.

In this report we look at the connections between the campaign and Drinkaware's objectives and shorter term aims.

1.3.4 The young adult drinking landscape

Before exploring the current picture of drinking behaviour as measured in this research, it is worth considering the recent landscape of drinking patterns among young adults.

The Office for National Statistics Lifestyle research records a fall in alcohol consumption for adults aged 16-24 between 2005 to 2009, with the proportion of men consuming alcohol in the past week dropping from 64% to 52% and for women from 56% to 50%. However, this decline has plateaued between 2010 and 2011, with the proportions drinking remaining broadly consistent for both genders.

A similar pattern is seen for the amount that young adults are drinking. The number drinking above 6/8 units on at least one day over the previous week has fallen (from 32% to 22% for men drinking at least 8 units and from 27% to 18% of women drinking more than 6 units). However, these levels have also remained static between 2010 and 2011.

	Percentages						
	2005	2006	2007	2008	2009	2010	2011
16-24 year olds							
Men - Drank last week	64	60	64	63	55	49	52
Men - Drank more than 4 units on at least one day	46	42	44	42	36	34	32
Men - Drank more than 8 units on at least one day	32	30	32	30	24	24	22
Women - Drank last week	56	53	54	52	51	46	50
Women - Drank more than 3 units on at least one day	41	39	40	36	37	31	31
Women - Drank more than 6 units on at least one day	27	25	24	24	24	17	18

Source: [General Lifestyle Survey](#), 2005 to 2011

As well as prevalence of drinking, scale of drinking has fallen over this longer period of time. The number (for both genders) exceeding the recommended unit guidelines in 2011 was lower than in 2005.

1.4 Structure of this report

We structure this report around Drinkaware’s two main business objectives; reducing incidence of young adult drunkenness, and observing a positive change in the cultural and social norm away from drunkenness to more responsible drinking behaviour.

While Drinkaware’s model shows all the KPIs feeding into both of the two long term objectives, we have grouped the KPIs into related issues so as to allow for a thematic approach to this report. To aid the reader, the report is therefore structured to follow each of the overall objectives and the shorter term outcomes, as follows:

Objective 1: Observe a decrease in the incidence of young adult (negative) drunkenness

- To increase the % of young adults **aware** of tips and tools to help them avoid drunkenness and achieve responsible drinking behaviour.
- To increase the % of young adults **receptive** to using tips and tools to help control their drinking and avoid negative drunken behaviour.

- **Intent:** To increase the % of young adults who make more considered decision-making before, during and after drinking situations.
- **Adoption:** To increase the % of young adults that adopt responsible drinking tips and tools to help control their drinking and avoid negative drunken behaviour.

Objective 2: Observe a positive change in the cultural / social norm away from (negative) drunkenness to more responsible/moderate drinking behaviour

- To increase the % of young adults **aware** of the personal consequences of negative drunken behaviour (embarrassment, regret, health effects).
- To increase the % of young adults **aware** of the 'social' consequences of negative drunken behaviour (risky situations).
- **Belief/Value:** To increase the % of young adults who believe you don't need to drink to excess to have a positive time (drinking to fit in/confidence/have a good time).
- **Acceptance:** To increase the % of young adults who accept their 'personal responsibility' to drink responsibly.
- **Desirability:** To decrease the % of young adults who think it is desirable (for themselves and others) to 'drink to the point of negative drunken behaviour.'

The main content of this report is structured to address the overall aims first (i.e. a decrease in incidence of drunkenness) before assessing awareness of the consequences of excessive alcohol consumption, and their awareness of, and receptivity to using, the tips and tools available to them for moderating their drinking behaviour. It concludes by assessing the cultural and social landscape of young people's attitudes towards alcohol and how they approach it.

The final chapter summarises the exposure Drinkaware's target audience have had to its campaign activity, and considers the relationship between exposure to Drinkaware communications and attitudes/drinking behaviour.

The full structure of the report is broken down as follows:

- Chapter 1: Background.
- Chapter 2: Methodology.

- Chapter 3: Objective 1 overall outcomes (measure the incidence of young adult (negative) drunkenness).
- Chapter 4: Objective 1 - relevant KPIs - Measuring the short and medium term outcomes relating to awareness, receptivity and use of moderating tips and tools / taking more considered decision making before/during/after drinking.
- Chapter 5: Objective 2 overall measure and relevant KPIs - Observe a positive change in the cultural / social norm away from (negative) drunkenness to more responsible/moderate drinking behaviour). It also focuses on measuring the shorter term outcomes on awareness of the social and personal consequences of drinking, and changing norms around drinking to excess and accepting personal responsibility for drinking behaviour.
- Chapter 6: Exposure to Drinkaware communications. This is a summary of awareness of/exposure to Drinkaware's campaign activity.

The KPIs we have grouped with Objective 1 have been split between two chapters due to the sheer quantity of data generated by the study on drinking behaviour and the related shorter term aims.

Methodology

2. Methodology

The target audience of this research were people aged 18-24 years old, living across the UK. In total, 497 people completed the survey in 2012 and 507 did so in 2011. Quotas were set on age and gender of the respondent, as well as their social grade and the region they live in. All data were weighted to reflect the known profile of the UK population. Fieldwork took place between:

- 16 and 29 November 2011
- 7 and 23 November 2012

A copy of the questionnaire is included in the appendices.

The research was conducted via Ipsos MORI's online access panel as it provides a greater ability to target specific audiences and allows more flexibility on timings of the research. Further details of Ipsos MORI's panel are provided below.

Online panel

An online access panel is a group of pre-recruited individuals who have agreed to take part in research. Since they have already provided details about the demographics of all individuals in the household, as well as a range of other information including online related details, such as the frequency of using the internet, we can target the surveys sent to them very precisely.

Panel recruitment

Panellists are recruited (rather than opting in) to the panel using a variety of methods, including through websites and affiliate networks, adverts via online partners, purchased email address lists and recruitment from Ipsos MORI offline Access Panels. All panellists receive points for taking part; accumulated points can be exchanged on the dedicated panellists' website for a variety of vouchers.

A range of recruitment methods are used, with diversified sources utilised to ensure recruitment of a broad audience. We use the following recruitment methods:

- Recruitment through websites and affiliate networks
- Banner ads or pop up screens via arrangements with online partners
- Text ads, search engine recruitment

- Purchased email address lists
- Co-registration
- Recruitment from our offline Access Panels, where applicable
- Telephone to online recruitment

The panels are continuously refreshed using a variety of sources and methods. No matter the method, every panellist goes through a double opt-in recruitment process which includes completing a recruitment questionnaire. This questionnaire gathers background information for sampling and analytics purposes.

In order to join the panel, all panellists click on a link to complete the recruitment survey and have to accept the terms and conditions of the panel membership. Their contact information is collected and they also share a range of demographic information and information about all individuals from the household. An email is then sent to the address provided to confirm registration to the panel.

Upon completion of the staging questionnaire, a second stage profiling questionnaire is sent to panellists to gather additional information such as: pet ownership, car ownership, internet usage, household equipment etc. Finally panellists are emailed a welcome note that indicates that their information has been received and they will be receiving their first survey in a few days. The panellist is also informed of their username and password, and at the same time provided with information about the panellist hotline where they can send any queries.

Recruitment is carried out continually and is targeted by age and gender to provide large nationally representative samples and high interest targets.

Terminology used in the report

Below are presented a list of terms and measures that are used throughout this report, along with their definition or explanation of how they are calculated. This is to help orientate the reader and to provide transparency over which sub-groups are being referred to.

Measure / term	Definition / how calculated
<i>Alcohol drinker</i>	Drinks alcohol at least once a year
<i>Regular drinker</i>	Drinks alcohol at least once a week
<i>Drinking patterns/behaviour over 'typical week'</i>	Based on all who drink alcohol at least once a week. Combines the types of drinks consumed with the quantity of each to calculate weekly alcohol units consumed.
<i>Recommended daily unit guidelines</i>	The Government guidelines on maximum alcohol units to be consumed per day (men 3-4 units per day, women: 2-3 units per day)
<i>Low risk</i>	Anyone drinking below recommended daily unit guideline limit (women drinking 0-14 units in a typical week and men drinking 0-21 units in a typical week) or not drinking alcohol at all
<i>Increasing risk drinker</i>	Women drinking 15-35 units in a typical week and men drinking 22-50 units in a typical week
<i>High risk drinker</i>	Women drinking more than 35 units in a typical week and men drinking more than 50 units in a typical week
<i>Above guideline drinker</i>	Women drinking 15+ units in a typical week and men drinking 22+ units in a typical week
<i>Binge drinker (over the previous last 7 days)</i>	Anyone drinking more than double the daily recommended units of alcohol in one session (men: more than 8 units of alcohol; women: more than 6 units of alcohol). Recorded from Q6 i.e. drinking over the 7 days prior to completing the survey.
<i>Binge drinker (during last night out)</i>	Anyone drinking more than double the daily recommended units of alcohol in one session (men: more than 8 units of alcohol; women: more than 6 units of alcohol). Recorded from Q7 i.e. drinking over the 7 days prior to completing the survey.
<i>Pre-loading</i>	Anyone drinking alcohol at home (their home or someone else's), on their last night out, before they go out to drink in a bar/pub/club/restaurant. Recorded at Q7.
<i>'Poster recognisers'</i>	People who recall the Drinkaware young adult 'Why let the good times go bad?' campaign materials at Q34.
<i>'Wider comms recognisers'</i>	People who have seen/heard more general Drinkaware campaign materials or information (includes 'Poster recognisers') – the full definition is

	presented in section 6.
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Interpretation of the data

Throughout the report different sub-groups of the target audience are referred to. For example, different groups depending on drinking behaviour (e.g. drinking above unit guidelines or regularity of drinking), attitudes (such as acceptability of drinking and drunkenness) and demographic variables (e.g. people of different ages, gender or social grade). Where differences are highlighted between subgroups in the report they are statistically significant (to a 95% confidence level). Further information is included in the appendices.

KPI Findings

3. Incidence of drinking and drunkenness

KEY METRICS

FREQUENCY AND SCALE OF DRINKING	All	Male	Female
Frequency of drinking			
% who drink less than once a year	2%	2%	2%
% who drink at least once a year	93%  (4%)	90%	95%
% who drink at least once a week (regular drinkers)	59%  (13%)	62%  (10%)	55%  (14%)
Scale of drinking % of regular drinkers who...			
% who drink above guidelines (increasing + high risk)	44%	46%  (16%)	42%
% who are increasing risk drinkers	38%  (9%)	39%  (14%)	37%
% who are high risk drinkers	6%	7%	5%

BINGEING IN THE LAST 7 DAYS	All who drink	All who drink – male	All who drink – female	Regular drinkers (at least once a week)
% who did not binge	70%  (6%)	68%  (12%)	72%	61%
% who binged	30%  (7%)	32%  (12%)	28%	39%
% who binged (on one occasion only)	17%	17%	17%	20%
% who binged (on more than one occasion)	13%  (6%)	15%  (9%)	11%	19%

PRELOADING ON LAST NIGHT OUT	All who drink outside the home	All who drink outside the home – male	All who drink outside the home – female	Regular drinkers (at least once a week)
% who pre-loaded (BASE: ALL DRINK OUTSIDE HOME)	21%	20%	22%	22%
Total units consumed over night: non pre-loaders (mean)	8.9	10.4	7.4	10.2
Total units consumed over night: pre-loaders (mean)	16.3	16.9	15.8	18.0
Total units consumed before going out: pre-loaders (mean)	6.6	7.5	5.8	6.9
OTHER KEY MEASURES	All who drink	All who drink – male	All who drink – female	Regular drinkers (at least once a week)
% who get drunk most times/every time they drink	19%	20% ↑ (8%)	18%	22%
% who drink to get drunk most times/every time they drink	16% ↑ (5%)	16% ↑ (8%)	15%	18%
% who experienced one consequence ¹⁷ of drinking in last 3 months	55% ↑ (10%)	56% ↑ (14%)	54%	65% ↑ (11%)

One of Drinkaware’s key objectives is to see a decrease in the incidence of drunkenness among young adults. This report will not only comment on the current incidence of drunkenness but will also look back and analyse whether this has decreased or increased over the year (November 2011 to November 2012).

Increases in the incidence of alcohol related hospital admissions¹⁸ indicate that, for this age group, heavy episodic (binge) drinking is a cause for concern. What is this research data telling us about the drinking behaviour of this audience and what does it mean for Drinkaware?

Specifically, this chapter explores the extent and scale of alcohol consumption among 18-24 year olds. It also considers the phenomenon of ‘pre-loading’, i.e. the practice of drinking alcohol at home before going out to drink in licensed establishments. Before the November baseline 2011 research, there had been a limited amount of research conducted on this

¹⁷ This includes any of: memory loss, feelings of embarrassment, sickness, missing work/school/college, getting in a risk situation, regretting sexual activity, risking personal safety, losing a valued possession, having unprotected sex, spoiling someone’s night, getting injured, getting into a fight, getting in trouble with the police or being a victim of crime.

¹⁸ <http://www.telegraph.co.uk/health/healthnews/8721156/Alcohol-related-hospital-admissions-up-by-almost-900-a-day.html>

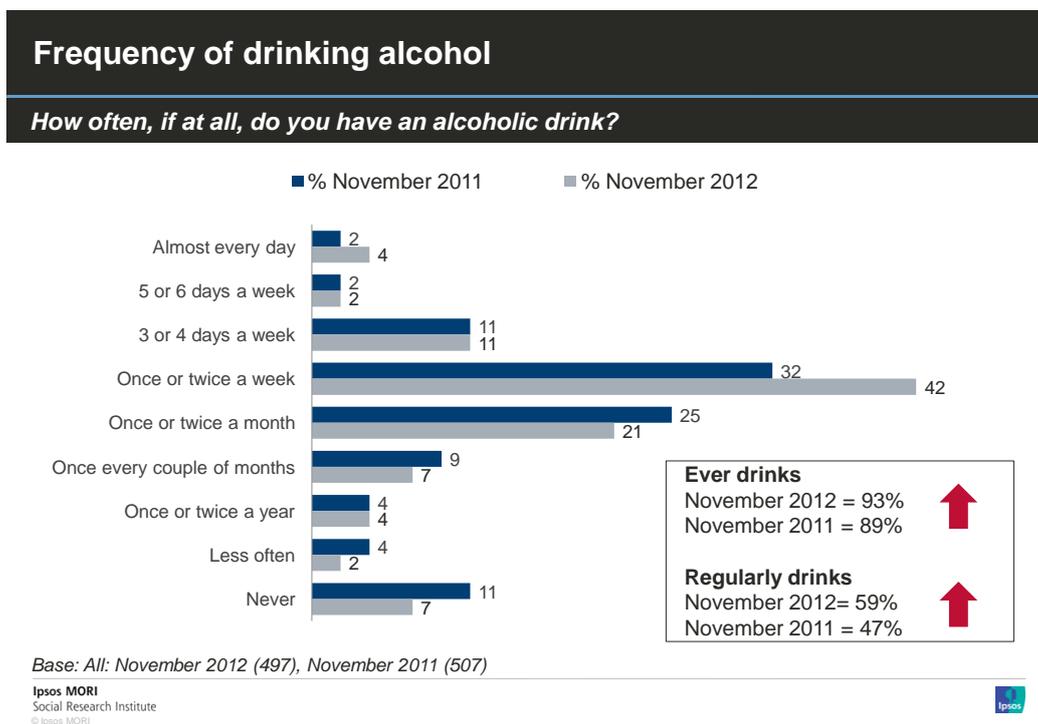
behaviour so this report attempts to provide further insight on how widely practised it is, as well as how it impacts on alcohol consumption.

3.1 Prevalence and frequency of drinking alcohol

Firstly we set the context for this age group by assessing how frequently they drink alcohol. Which demographic groups are those with the greatest likelihood to drink regularly?

The data from the November 2012 research indicates that both the prevalence and frequency of drinking has increased among 18-24 year olds since November 2011. Over nine in ten (93%) 18 to 24 year olds drink alcohol; an increase of four percentage points (from 89%) since November 2011. The proportion of 18 to 24 year olds who drink regularly (i.e. drink at least once a week) has also increased; from 47% in November 2011 to 59% in November 2012. This increase of 13 percentage points is mainly due to a rise in the number of young adults drinking once or twice a week, up from 32% to 42%.

As might be expected given the rise in drinking prevalence, the proportion of 18 to 24 year olds who never drink alcohol has fallen by four percentage points; from 11% in November 2011 to 7% in November 2012, which also represents a statistically significant shift.



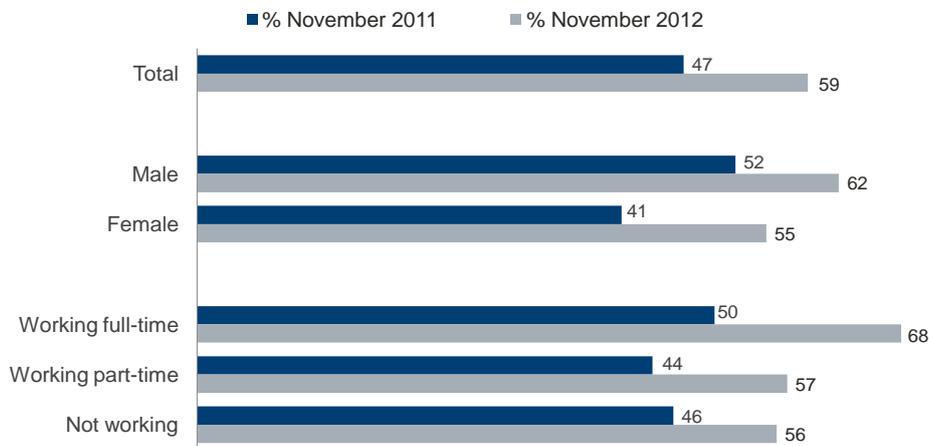
Whilst an increase in drinking frequency can be seen across all demographic groups, it is more pronounced in some than others. The most notable change is that the gap between men and women has narrowed so that, statistically speaking, they are equally likely to drink

regularly (62% compared to 55%, whereas in November 2011 the figures stood at 52% versus 41%). This is because regular drinking has increased more for women (up by 14 percentage points) than for men (up by 10). However, as we shall go onto discuss later in this chapter, the *amount* that men are drinking has increased more than women.

Similarly, whereas in November 2011, those working full-time were equally likely as those not working (i.e. students and the unemployed) to drink regularly (50% compared to 46%); in November 2012, those in full-time work are more likely than those not working to drink regularly (68% versus 56%).

The changing profile of regular drinkers

How often, if at all, do you have an alcoholic drink?



Base: All respondents: November 2011 (507), November 2012 (497).

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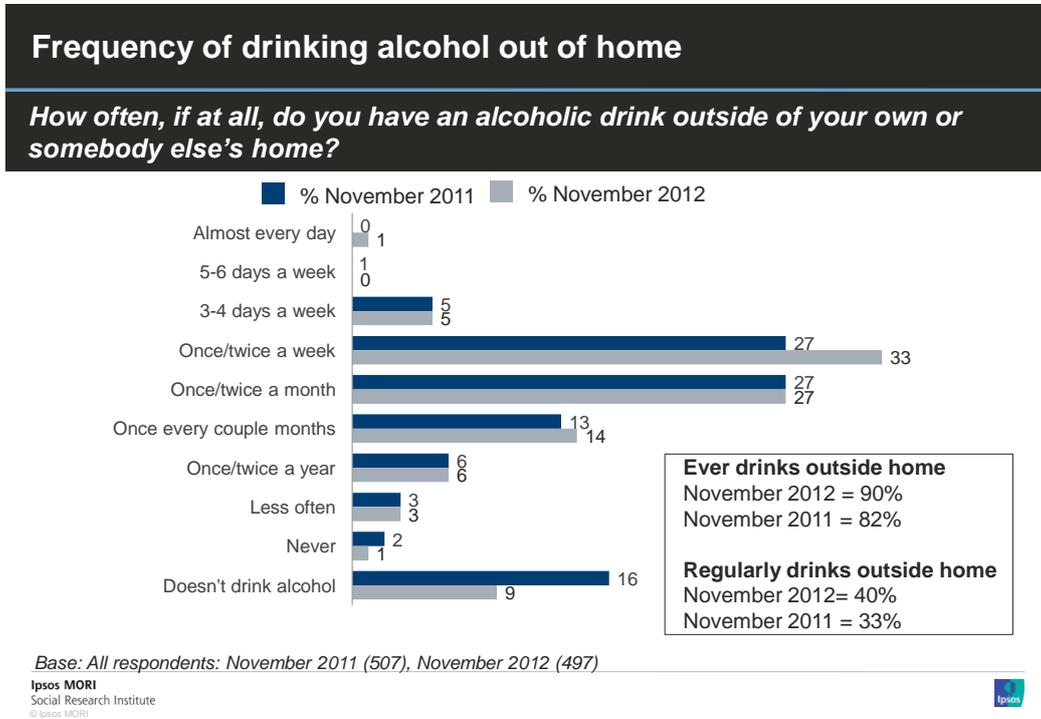


Although 18 to 24 year olds in higher social grades continue to drink more regularly than 18 to 24 year olds in lower social grades, the increase in drinking frequency is broadly the same across all social classes.

In home and out of home drinking

In contrast to older adults, previous Drinkaware research has shown that, for this age group, drinking outside of the home in licensed establishments generally forms a bigger part of their overall drinking. Indeed it is almost universal. Nine in ten 18 to 24 year olds (90%) ever drink alcohol outside the home and two in five (40%) drink alcohol outside the home regularly (i.e. at least once a week).

These proportions have increased since November 2011 (from 82% and 33% respectively), but this seems to be a result of the increased overall number of 18-24 year olds who drink alcohol regularly. Among these regular drinkers only, the proportion that drinks outside the home has not changed since November 2011 (67% in 2012 compared to 68% in 2011).



As in November 2011 and with alcohol consumption generally, young adults of higher social grades are more likely to drink outside the home regularly (54% of A/Bs vs. 39% of C1/C2s and 32% of D/Es). There is also a gender gap here with men being more likely to drink outside the home regularly than women (45% compared to 34%), reflecting the tendency of men to drink more generally.

3.2 Extent of alcohol consumption

Consumption of alcohol on a typical week

One of Drinkaware's long term aims for young adults is to help bring about a reduction in the incidence of negative drunkenness. It is therefore crucial to know the extent to which this group are drinking and what proportion are drinking to levels that may harm their health.

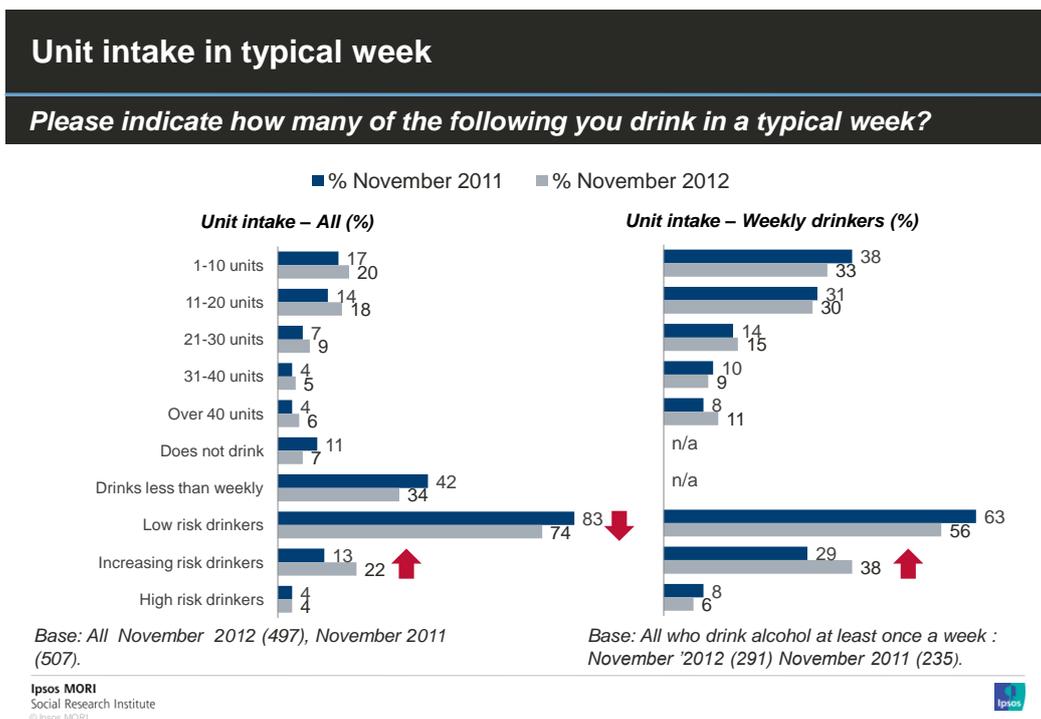
Respondents were asked to select the type and number of drinks they consume over a typical week. This data was then used to calculate respondents' weekly unit intake and whether or not this is in line with NHS guidelines.

- One in four (26%) of all 18 to 24 year olds drink more than the recommended guidelines (over 14 units of alcohol per week for women and over 21 units per week for men) – **this represents an increase of nine percentage points since 2011.**
- Around one in five (22%) are drinking at a level identified by Drinkaware as increasing risk (between 15 and 35 units per week for women and between 22 and 50 units for men) - **this represents an increase of nine percentage points since 2011.**
- Four per cent are drinking to a level identified by Drinkaware as high risk (more than 35 units for women and more than 50 units for men) - **this is consistent with 2011.**

As with out of home drinking, this is linked to the increased prevalence of drinking among this age group. When only those who drink regularly (at least once a week) are considered, the proportion of above guideline drinkers (44%) is broadly consistent with 2011 (37%). While this figure has increased, it is not statistically significant. The average units consumed, although also slightly higher, is in line with a year ago (19.9 vs. 18.4).

However among regular drinkers there has been a rise in the proportion of increasing risk drinkers (38% vs. 29% in 2011). The proportion of high risk drinkers has not changed (6% vs. 8% in 2011).

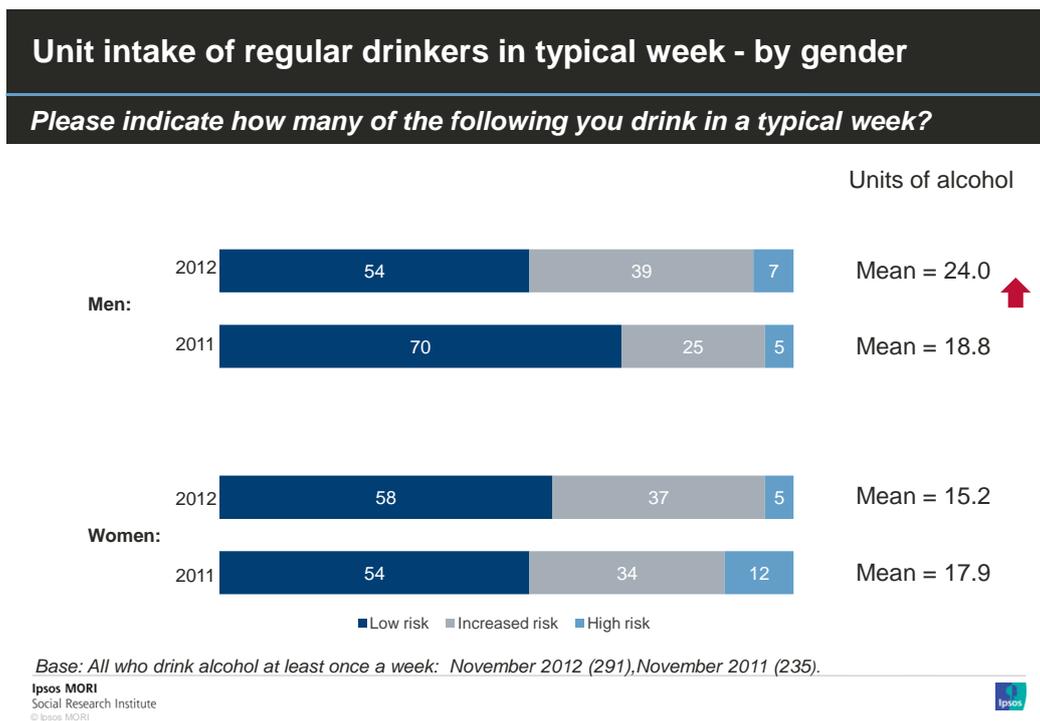
This would suggest that the increase in the number of young adults drinking regularly has led to an increase in the proportion that is drinking above guideline levels.



Gender comparison

In November 2011, an interesting pattern emerged when comparing men and women. Among regular drinkers, men and women drank very similar amounts: the average unit intake in a typical week was 18.8 units for men and 17.9 units for women. Given the lower recommended unit guideline for women though, a higher proportion of women than men were therefore deemed as drinking above guideline levels.

In November 2012, a different pattern emerges. Amongst regular drinkers, men have a significantly higher unit intake in a typical week than women; the average unit intake is 24.0 units for men (an increase from 18.8 in November 2011) versus 15.2 units for women (a decrease from 17.9 in November 2011). Given the lower unit guidelines for women, this means that very similar proportions of 18 to 24 year old men and women are low risk drinkers (54% of male regular drinkers compared to 58% of women), increasing risk drinkers (39% of men compared to 37% of women) and high risk drinkers (7% of men compared to 5% of women).



To summarise:

- While a greater proportion of women are drinking regularly, women who do drink this frequently are not drinking any more than was recorded in 2011.

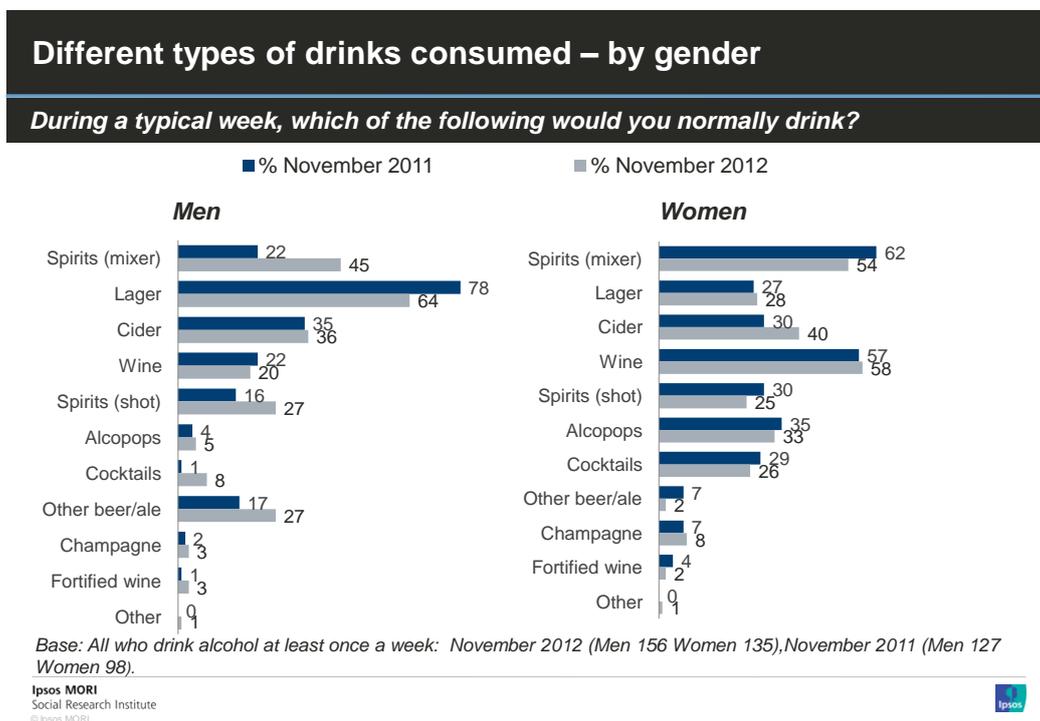
- Men, on the other hand, are more likely to drink regularly and, of those who do, they are also drinking more than in 2011.

What are 18-24s drinking?

In November 2011, the alcohol that 18 to 24 year old regular drinkers were most likely to report drinking in a typical week was lager (56%) followed next, and by some distance, by spirits with a mixer (39%). In November 2012 however, the proportion of 18 to 24 year olds who report drinking spirits with a mixer has risen to 49%, whilst the proportion who report drinking lager has fallen to 47%.

This shift in the type of beverage being consumed is partly down to the increase the proportion of women drinking regularly (as discussed earlier, up from 41% to 55%). Women are more likely than men to drink spirits with a mixer in a typical week (54% versus 45%) and much less likely than men to drink lager (28% compared to 64%).

However, it is also true that men are more likely than in 2011 to drink spirits (either with a mixer or as a shot) and less likely to drink lager. So this has also contributed to the shift in drinking patterns among 18-24 year olds, as can be seen in the chart below.

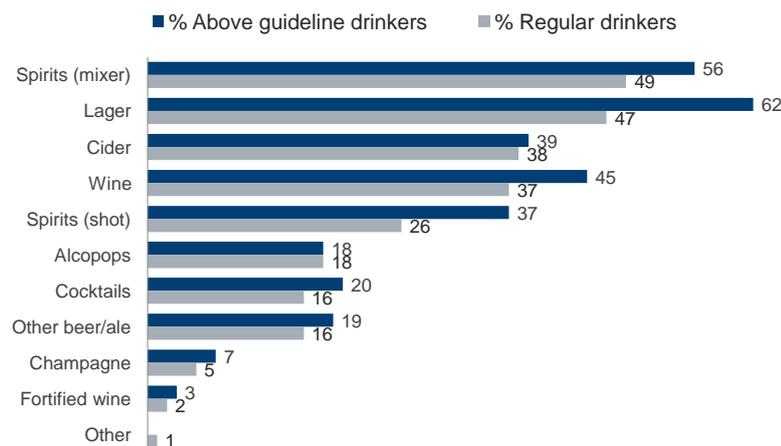


As in November 2011, the next most frequently consumed forms of alcohol are cider (38%), wine (37%) and spirits drunk as a shot or on their own (26%).

As was also the case in November 2011, above guideline drinkers show a similar pattern in the types of drink consumed but, typically, are more likely to drink spirits, lager and wine than all regular drinkers. Above guideline drinkers are therefore not only drinking more alcohol, but a wider variety of alcohol. However, unlike what was found in 2011, they are now are no more likely to drink cider, alcopops and cocktails than lower risk drinkers.

Different types of drinks consumed

During a typical week, which of the following would you normally drink?



Base: All who drink alcohol at least once a week: November 2012 (291), November 2011 (235).

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Consumption over the previous seven days

As well as answering questions about a ‘typical week’, young adults who drink at least once a year were also asked to report on their drinking over the last seven days. This took the form of an on-screen drink diary, to record all the drinks they had consumed over the past week. For each day, respondents were asked to record each type of drink they had consumed, and how many of each type. At the analysis stage, we were then able to calculate how many units people had consumed on a daily basis and over the week.

While any self-reported measure of alcohol consumption has its challenges, such as the ability of respondents to recall the actual amount consumed, as well as social desirability bias (although this is reduced through the use of an online methodology), using such a measure in a consistent way allows for comparison over time. Thus, this question was included for several reasons:

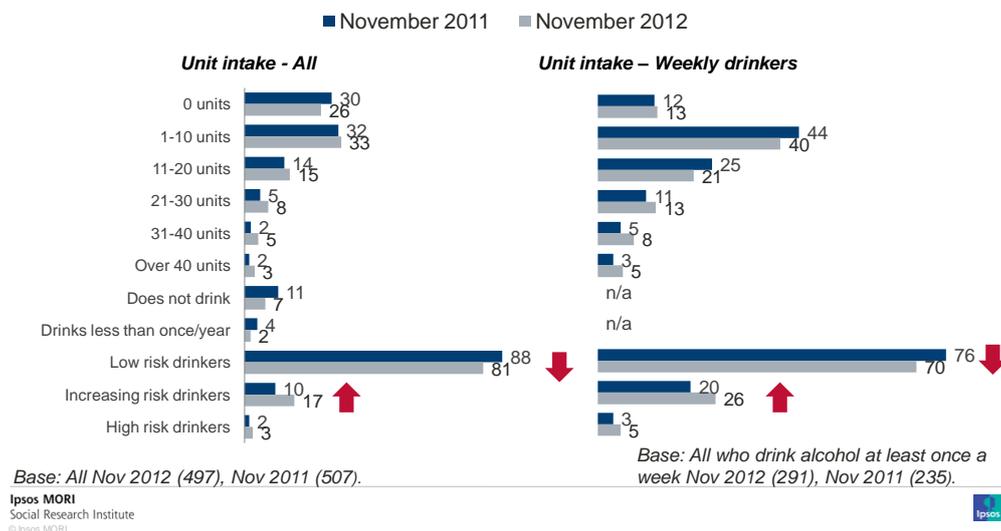
- Firstly, it provides a measure which we can compare to previous waves of the survey to indicate seasonality of drinking behaviour.
- Second, because it is asking about a specific time period, and asking people to consider systematically what they drank each day. It should provide a more accurate picture than the “typical week” measure.
- Finally, it gives a measure of binge drinking (i.e. drinking more than twice the daily guideline limit in one day).

As was found in November 2011, reported drinking levels were lower using this seven day measure than for a “typical week”. For instance:

- A fifth (20%) report drinking above guidelines levels compared with a quarter (26%) on the “typical week” measure (or 31% of regular drinkers compared with 44% of regular drinkers on the “typical week” measure).
- The mean unit consumption of regular drinkers over the last seven days was 14.32 units, compared to 19.94 units when asked about a typical week.

Unit intake over previous 7 days

Please indicate how many of the following you drank on each of the last seven days ending yesterday



The trends for unit intake during the last seven days mirror those seen with the “typical week” findings. There has been an increase in the proportion of 18 to 24 year olds who fall into the increasing risk category, from 10% in November 2011 to 16% in November 2012. Conversely

the number of 18 to 24 year olds who are drinking within safe guidelines (including those who do not drink at all) has fallen, from 88% in November 2011 to 81% in November 2012.

Binge drinking

One measure by which Drinkaware will be able to monitor its progress against its long term KPI of reducing 'negative drunkenness' among young adults is the prevalence of heavy episodic drinking – commonly known as binge drinking. To what extent is binge drinking a continued issue for this part of the population?

The level of binge drinking is measured using the "last seven days" drinks diary, with a binge being defined in the context of this study as drinking twice the daily guideline amount in one day (technically a binge is drinking twice the daily limit in one session, however, the survey does not provide this level of granularity).

Key findings include:

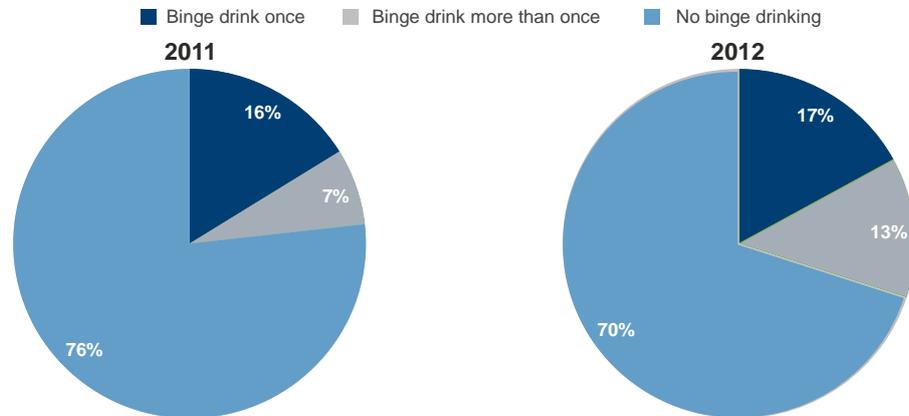
- Of those who drink alcohol, 30% reported drinking to binge levels at least once in the last seven days (27% of all 18-24 year olds). This represents an increase since November 2011 when 24% reported bingeing in the last seven days. If extrapolated up to the national population, and taking into account confidence intervals, this would represent between 1.5 million and 2 million 18-24 year olds bingeing over the previous week¹⁹.
- One in eight (13%) of drinkers reported bingeing on more than one day over the last seven days. Put another way, almost half of binge drinkers binge more than once a week. Again, this represents an increase since 2011, when 7% of bingers reported bingeing more than once within the last seven days.

¹⁹ This is based on there being about 6 million adults aged 18-24 living in the UK (based on Office for National Statistics 2010 mid-year population estimates). Survey data is subject to sampling tolerances, which extend to any scaling up of the figures to wider populations. When calculating our findings to national population levels we have therefore calculated confidence intervals and indicated the subsequent ranges in population figures these might represent. Please note that these calculations are based on a true random sample and, strictly speaking, do not apply to a quota sample such as the one this report is based on. It is also not possible to calculate the 'design factor' which widens the confidence intervals further. However, these estimates do provide a rough indication of the possible scale of the research finding that might be seen across the UK population. Further details on the confidence intervals are included in the appendices.

Binge drinking occasions over last seven days

Please indicate how many of the following you drank on each of the last seven days ending yesterday?

Binge drinking occasions in last week
(Men >8 units in a day, Women >6 units in a day)



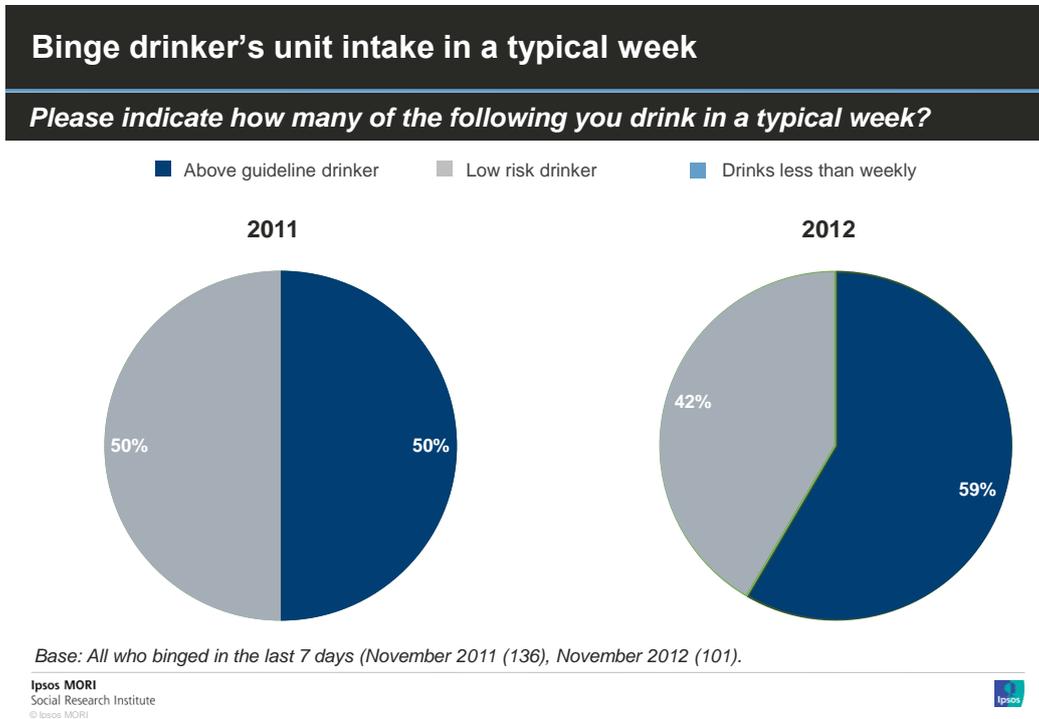
Base: All who drink alcohol at least once a year November 2011 (427), November 2012 (453).

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- Bingeing among this age group is equally common amongst women (28%) and men (32%). While the proportion of women bingeing is unchanged, men's levels have seen an increase of 13 percentage points since 2011.
- Regular drinkers (i.e. those that drink at least once a week) are particularly likely to report bingeing, with 39% doing so. This has remained fairly consistent since 2011 when 36% of regular drinkers reported this level of drinking. However there are indications that heavier episodic drinking may be increasing among more irregular drinkers. There has been a slight (although not statistically significant) increase in the proportion of young adults who drink less than weekly bingeing over the last seven days (up from 8% to 14%).
- As indicated by the chart below, while the majority (59%) of binge drinkers in the past seven days generally drink above guideline levels in a typical week, a significant proportion (42%) drink within the guidelines (26% are low risk drinkers 16% drink alcohol less than weekly).
- When considering which groups Drinkaware should target, it is worth noting that young adults who drink more intermittently are also engaging in 'negative' forms of drinking, with all the potentially risky consequences this may entail. For example, one in seven young adults who only drink occasionally report binge drinking over the last

seven days (14%) and one in ten drink with the specific intention of getting drunk every time, or most times, they drink (11%).



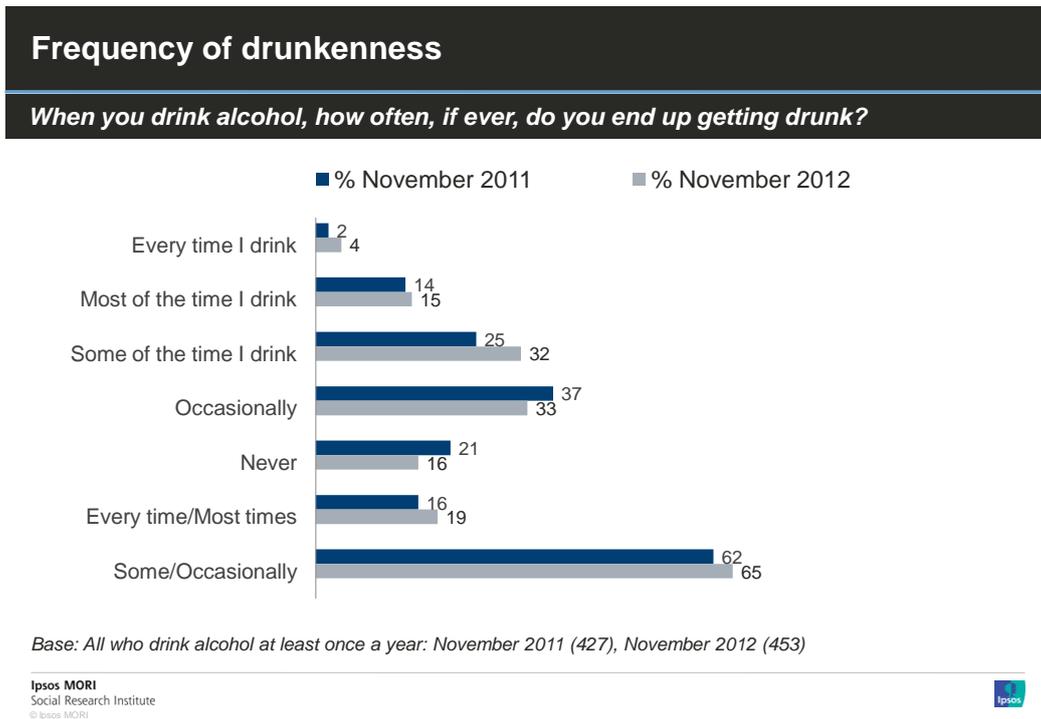
The degree of binge drinking is not statistically different between young adults who know the daily unit guideline and those who do not, perhaps implying that knowledge is not in itself sufficient to lead to more responsible drinking behaviour. Indeed, behavioural economics suggests many reasons (such as competing interests, social norms and lack of motivation) why increased awareness does not necessarily translate into changes in behaviour.

Intentional and unintentional drunkenness

A further element of negative drunkenness is how young adults approach drinking – is drunkenness a side-effect of drinking alcohol or a target to be achieved? One of Drinkaware's key goals is to see a reduction in the proportion of 18 to 24 year olds who drink to get drunk. It is therefore important to assess both the scale of drunkenness and the extent to which this is intentional or unintentional.

It remains the case that a significant proportion of young adult drinkers get drunk, with over four in five (84%) reporting that, at least occasionally, they do so. This represents an increase since November 2011 when 78% said they sometimes end up getting drunk.

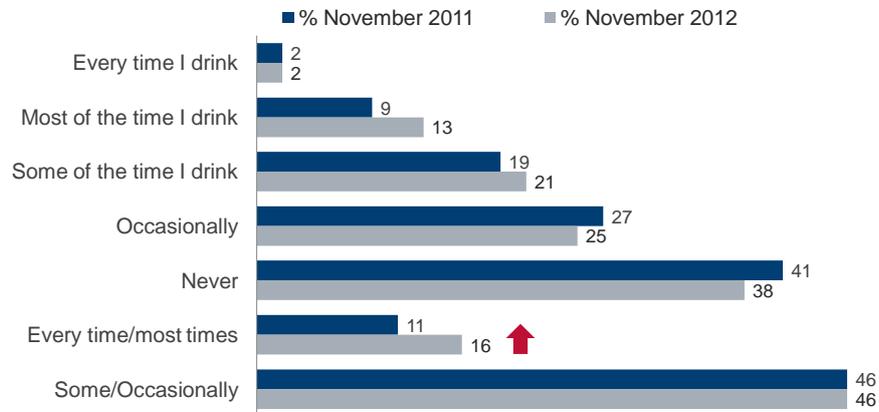
However (self-reported) *frequent* drunkenness is the same as a year ago (19% do so every time or most times they drink vs. 16% in 2011).



There is also a slight increase in the proportion of young adults who drink with the *intention* of getting drunk; 62% report doing so at least occasionally, compared to 57% in 2011. While this is not a statistically significant difference, there has been a rise in the proportion saying they deliberately aim to get drunk every time or most of the time they drink (from 11% to 16%).

Frequency of intentional drunkenness

When you drink alcohol, how often, if ever, do you do so with the specific intention of getting drunk?



Base: All respondents: November 2012 (453), November 2011 (235) respondents who drink alcohol at least once a year

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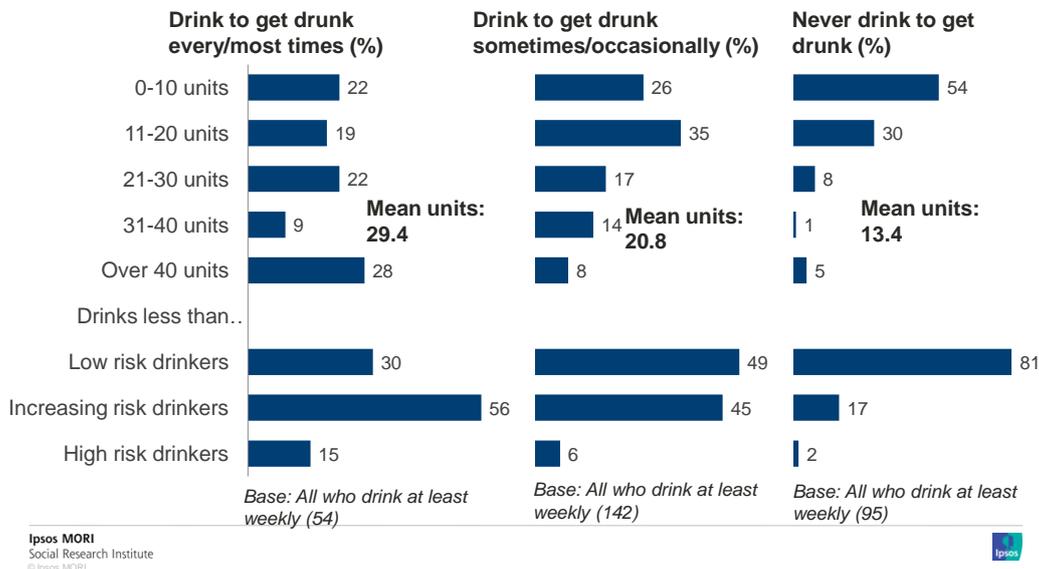


In November 2011, women were more likely than men (20% versus 12%) to say they end up getting drunk ‘every time or most times’ they drink and to get drunk intentionally (14% versus 8%). In 2012, the gender gap on both measures has disappeared; 18% of women compared to 20% of men get drunk every, or most times they drink and 15% of women and 16% of men get drunk intentionally.

The relationship between deliberate drunkenness and unit consumption remains clear. The mean units consumed in a typical week by regular drinkers who drink to get drunk most or every time they drink is 29.37, compared to 20.77 of those who only sometimes or occasionally drink to get drunk and 13.39 for those who never do. Regular drinkers who drink to get drunk most or every time they drink are drinking more units than in 2011 (24.9), whereas for the other two groups unit consumption is stable.

Unit intake in typical week – by intention to get drunk

Please indicate how many of the following you drink in a typical week?



3.3 'Pre-loading': the journey of a night out

As discussed in our 2011 report, the occurrence of 'pre-loading' (i.e. drinking cheap alcohol at home before going out to drink in licensed establishments) has received increasing amounts of attention. This study has aimed to capture data on young adults' 'last night out', and as part of this, to understand more about the phenomenon of pre-loading.

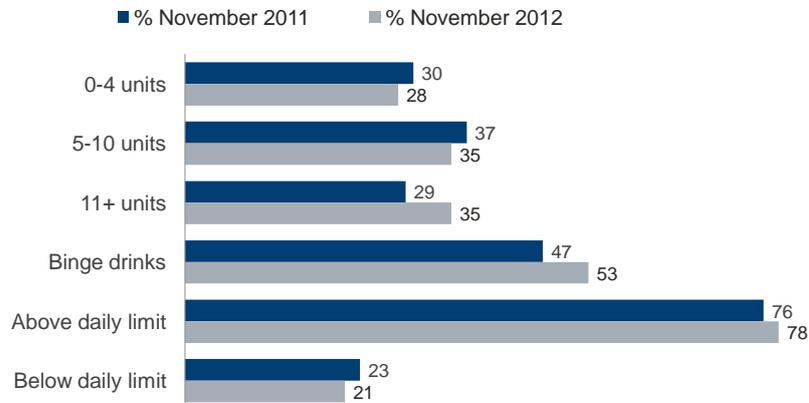
To do this, all young adults who reported drinking alcohol outside of the home were asked to think about the last night they had, and to record the drinks they consumed over the whole night, both before and after going out.

Unit intake and prevalence of binge drinking on last night out

Reporting on just their last night out, 78% of those who ever drink outside the home had drunk over the unit guideline over the course of the night (74% of men versus 82% of women); and just over half (53%) binged. In addition, respondents reported their average unit consumption was twice the daily unit guideline for both men and women (11.16 and 8.92 respectively). These findings are in line with November 2011 and indicate how excessive drinking can be even higher on specific occasions.

Units consumed on last night out (all locations)

Earlier you said you drink alcohol outside the home. Think about the LAST time you had a night out like that. Please indicate how many drinks you drank over the whole evening (including before you set off and after you got back).



Base: All who drink alcohol outside the home: November 2012 (434), November 2011 (403)

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For regular drinkers (ie those that drink at least once a week), levels of drinking are even higher. Reporting on their last night out, 83% drank above the daily guideline and 60% binged. The mean number of units was also higher (11.48 units versus 10.03 units). Again, these findings have stayed consistent since November 2011.

How pre-loading featured in the 'last night out'

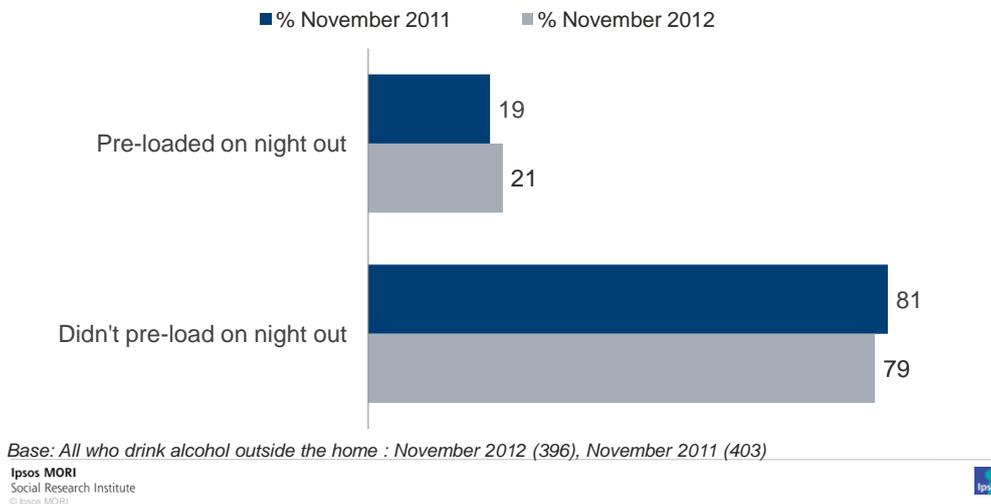
The survey asked all young adults who drink alcohol outside the home to record the drinks they consumed over the whole of their last night out, in the order they were drunk. The following information was recorded:

1. The type and size of each drink consumed.
2. The location where the drink was consumed (at home or someone else's home before setting off/In a bar, pub, club, restaurant or other venue/Outside (e.g. in the street, in a park, on the beach)/On transportation (e.g. in a car, on a train, on a bus)/or at home/someone else's home after getting back).
3. How many of each drink were consumed.

Among those who drunk outside the home, 21% reported pre-loading, i.e. starting their last night out drinking at home. Women (22%) and men (20%) are equally likely to report pre-loading.

Pre-loading on last night out

Earlier you said you drink alcohol outside the home. Think about the LAST time you had a night out like that. Please indicate how many drinks you drank over the whole evening (including before you set off and after you got back). – CALCULATED PRE-LOADING

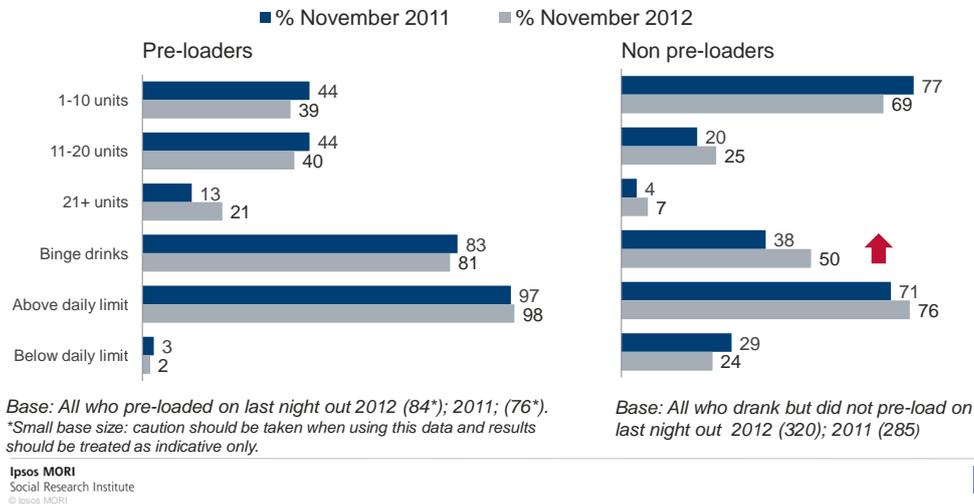


Unit intake of pre-loaders vs. non pre-loaders

As noted above, 53% of those who ever drink outside the home binged on their last night out. When comparing the unit intake of those who pre-loaded and those who did not, it is clear that pre-loading is a big factor in bingeing: of those who pre-loaded, 81% binged on that night (compared to 83% in 2011). In contrast, only 50% of young adults that did not pre-load binged, although this has increased from 38% since 2011. This increase is part of the wider pattern of a rise in excessive episodic drinking among this age group.

Units consumed over last night out

Earlier you said you drink alcohol outside the home. Think about the LAST time you had a night out like that. Please indicate how many drinks you drank over the whole evening (including before you set off and after you got back).



Finally, of those who pre-loaded, the average units consumed at home (either theirs or someone else's) was 6.57, compared to 5.07 in 2011. More than half of pre-loaders had already consumed enough units to take them over the guideline daily limit before they left the house (57% of men and 62% of women) and 20% had more than 10 units at home before going out. These figures have increased since 2011, when 36% of men and 41% of women were over the guideline daily limit before leaving the house and 10% pre-loaded more than 10 units. This implies that, although the incidence of pre-loading has not increased since 2011, the amount of units that pre-loaders are drinking before leaving the house is on the rise.

3.4 Recent experience of negative consequences of drinking

Alcohol consumption can result in a range of adverse outcomes. Drinkaware aims to reduce the incidence of 'negative drunkenness' among young adults i.e. excessive drinking that results in, or risks resulting in, negative health or social consequences to the individual. This section of the report explores the consequences being experienced by the 18 to 24 year olds as a result of drinking and how this relates to the scale of drinking.

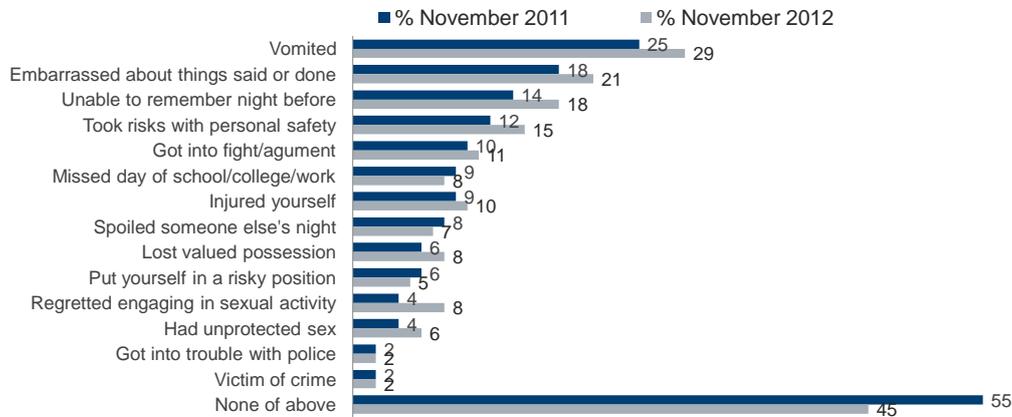
All respondents who drink at least once a year were presented with a list of different consequences they may have experienced over the last three months as a result of drinking alcohol. More than half (55%) have had at least one of these happen to them, an increase of ten percentage points since November 2011. If extrapolated up to the national population, and taking into account confidence intervals, this would represent between 3 million and 3.5 million 18-24 year olds having experienced one of these consequences²⁰.

As in 2011, the most common are being sick (29%), waking up feeling embarrassed about their actions (21%), memory loss of the previous night (18%) and taking risks with personal safety (15%). The prevalence of each of these consequences is not statistically higher than in 2011. As in 2011, one in ten have been involved in a fight (11%) or injured themselves (10%) as a result of drinking.

²⁰ This is based on there being about 6 million adults aged 18-24 living in the UK (based on Office for National Statistics 2010 mid-year population estimates). Survey data is subject to sampling tolerances, which extend to any scaling up of the figures to wider populations. When calculating our findings to national population levels we have therefore calculated confidence intervals and indicated the subsequent ranges in population figures these might represent. Please note that these calculations are based on a true random sample and, strictly speaking, do not apply to a quota sample such as the one this report is based on. It is also not possible to calculate the 'design factor' which widens the confidence intervals further. However, these estimates do provide a rough indication of the possible scale of the research finding that might be seen across the UK population. Further details on the confidence intervals are included in the appendices.

Problems experienced as a result of drinking in the last 3 months

Please indicate if any of the following things have happened to you in the past three months as a result of drinking alcohol



Base: All who drink alcohol at least once a year: November 2012 (453), November 2011 (235)

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Relationship between higher levels of drinking and consequences experienced

When exploring the level of consequences experienced at higher levels of drinking, the same trend is seen as in 2011. Broadly speaking, the more people drink, the more likely they are to experience negative consequences:

- In 2011, women were more likely to have suffered from a number of these consequences than men (vomiting, embarrassment, memory loss and injury). In 2012, whilst women are still more likely than men to have taken risks with their personal safety (19% versus 11%), women are now no more likely than men to have experienced any other consequences. In fact, men are now more likely than women to have had unprotected sex (10% vs. 3%) and been a victim of crime (4% vs. 1%). Given the findings already discussed in this chapter, this may well be related to the fact that men are drinking more – and are more likely to be drinking above guideline levels – compared to last year.
- Amongst regular (at least once per week) drinkers, 65% have experienced at least one negative consequence in the past three months, eleven percentage points higher than in November 2011. For above guideline drinkers, the figure stands even higher at 82% (in line with the figure of 79% recorded in 2011). Similarly those who frequently drink to get drunk (88%) and those who binged on their last night out (75%) are more likely to have experienced at least one of the consequences. As already

discussed, young adults who drink with the deliberate intention to get drunk tend to drink more excessively and suffer from greater negative consequences.

Regression analysis was conducted in August 2011 to understand more about young adults who drink with the intention of getting drunk. The analysis focused on young adults who drink to get drunk every time or most times they drink alcohol and aimed to establish how they differed from those who drink to get drunk less often. The analysis used combined data from three waves of research conducted between November 2011 and June 2012.

The factors most closely associated with the intention to drink to get drunk are listed in the chart below.

What explains drinking with intention of getting drunk

- The 7 factors which are most strongly correlated with drinking with the intention of getting drunk (all or most of the time) are, in order of relative importance:

- + Drink at home, or at a friend's home, before going out
 - + Drinking gives me the confidence I need to meet people and make friends
 - It is not as acceptable these days to get drunk as it used to be
 - + Believe drink above safe limits
 - I don't have to get drunk to have a good night out
 - + I often wake up feeling embarrassed or worried about things I've said or done after drinking
 - I tend to stop drinking before I get very drunk
- ↓ Diminishing correlation

- Important to note that can't draw any conclusions about causality i.e. whether these drive intention to get drunk, only that there is a relationship
- Red are positive relationship (i.e. the more likely someone drinks at home before going out, the more likely they are to drink with intention to get drunk)
- Green are a negative relationship (the more likely someone is to believe it is not as acceptable to get drunk as it used to be, the less likely they are to drink with intention of getting drunk)

This analysis also showed that young adults who drink with the intention of getting drunk (every time/most times) are more likely to:

- Drink spirits, alcopops and cocktails.
- 'Always' or 'usually' drink at home before going out.
- Have binged on the last night out.
- Be increasing or high risk drinkers.

- Have experienced a consequence of drinking alcohol (e.g. loss of memory, felt embarrassed, missed work/college, risky situation, regretted sexual activity, took risks with safety, lost valued possession, unprotected sex, spoiled someone's night, suffered injury, got into a fight/argument).

There are no differences by age or social grade.

Young adults who regularly drink with the intention of getting drunk (every time/most times) have different²¹ attitudes towards alcohol, and experience different motivations to drink.

Those who regularly drink to get drunk:

- Are more likely to agree that drinking gives them confidence.
- Are more likely to agree they have to get drunk to have a good night out.
- Are less likely to feel it is 'more unacceptable to get drunk these days'.
- Are more likely to say they often wake up feeling embarrassed or worried about things they've said or done after drinking.

This highlights that if young adults who drink to get drunk are to be encouraged to drink more responsibly, the messages used to reach them and change their behaviour need to tackle the positives they associate with excessive drinking as well as the social norms that make it appear acceptable to them.

²¹ Than people who only occasionally drink to get drunk.

4. Awareness and use of units, guidelines and moderating tips

KEY METRICS

FAMILIARITY WITH UNITS AND GUIDELINES	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All who binged in last 7 days	All who drink to get drunk most/every time
% heard of units	94%	95%	96%	96%	99%	94%
% know Male unit guideline (BASE: All men)**	35%	36%	39%	39%	45%	38%
% know Female unit guideline (BASE: All women)**	33%	35%	36%	35%	34%	37%
** Please note: Due to question base change from November 2011 we are unable to compare to November 2011 results						
MODERATING TIPS	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
% pace themselves most times/every time they drink++	N/A	71%	67%	62%	64%	47%
% eat before/when drinking most times/every time they drink	N/A	74%	74%	67%	73%	57%
% alternate with soft drinks most times/every time they drink	N/A	19%	20%	18%  (9%)	12%	19%
++ Please note: Due to new question wording we are unable to compare to November 2011 results						

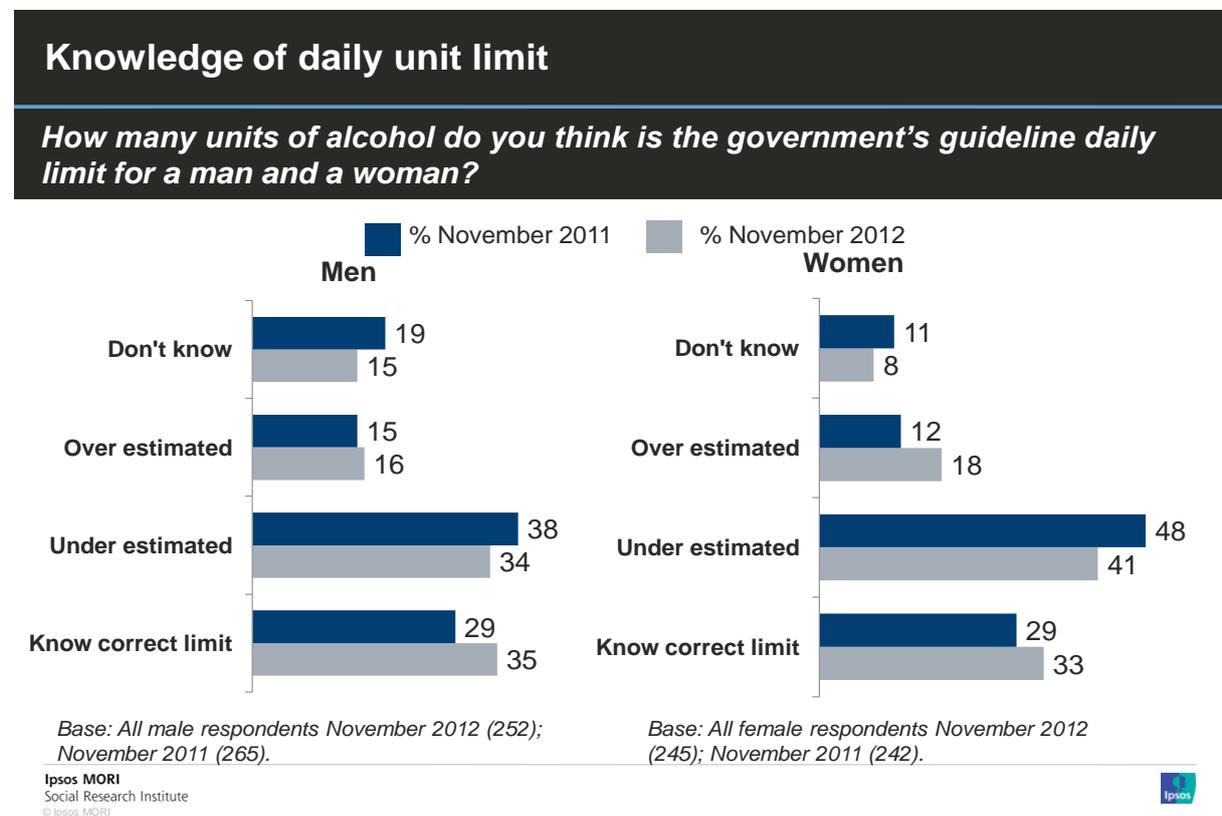
One of the key aims of Drinkaware, as summarised in their KPIs and investigated by this research, is to improve the ability of 18-24 year olds to stay in control of their drinking.

This chapter will explore how well informed this group is about the strength of alcohol and the health guidelines set by the Government, as well as the ways they can monitor and moderate their drinking. It goes on to assess the extent to which these behaviours are utilised and the relationship each of them has with drinking levels. We will examine whether there have been any changes in the findings in November 2011 and November 2012.

4.1 Awareness of unit guidelines

Knowledge of the Government's daily alcohol limit guidelines is relatively low and this is unchanged from 2011. One third of women (33%) accurately identify the correct guideline daily level for women as 2-3 units and just over a third of men (35%) correctly identify the correct guideline daily level for men as 3-4 units.

Young adults continue to be more likely to underestimate the guideline daily limit than overestimate it, although the contrast is less stark than in 2011. Two in five (41%) women underestimate the daily limit for women, compared to one in five (18%) who overestimate (in November 2011 the corresponding numbers were 48% and 12%). One third of men underestimate (34%) compared to one in six (16%) who overestimate (the corresponding figures in November 2011 were 38% vs. 15%).



On the face of it, underestimating may appear to be a reassuring tendency; many young people believe that the daily maximum guideline is lower than it actually is. However, this can only be seen as positive if young people in fact monitor their drinks and try to adhere to the daily guidelines.

There has been a change in the relationship between awareness of unit guidelines and levels of drinking. Above guideline drinkers are still significantly more knowledgeable about

what the guideline daily limit is than non-drinkers. However, unlike in November 2011, there are now no statistically significant differences between those who are low risk and increasing/high risk drinkers. This is because low risk young adult's awareness of the guidelines has increased so that the difference between this group and heavier drinkers is less marked than it was in 2011. Awareness of above guideline drinkers, on the other hand, is unchanged.

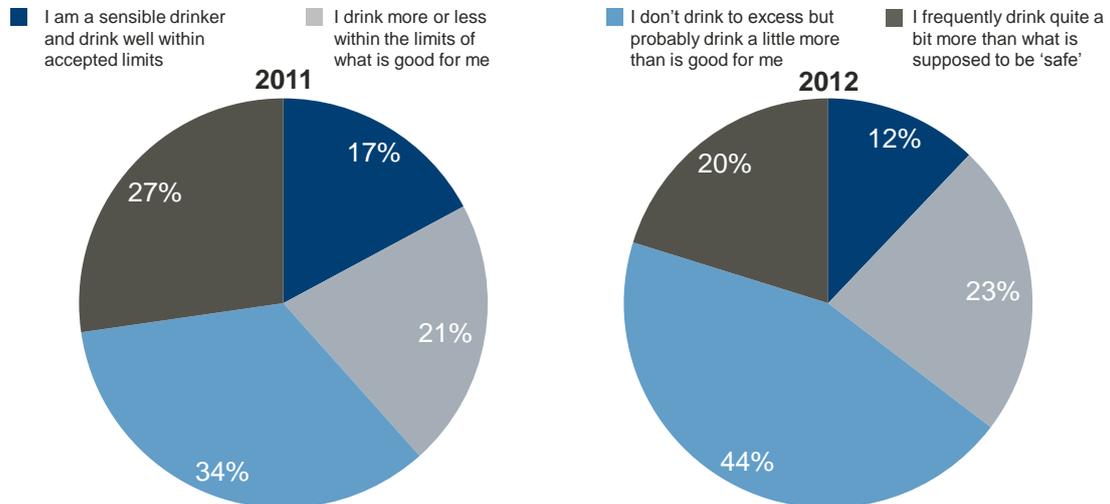
Do self-perceptions of drinking match with the reality? i.e. are young adults aware of how their drinking fits with guidelines?

Overall, the proportion of young people who drink at least once a year who think they drink within safe limits is consistent with 2011 (67% in November 2012 compared to 69% in November 2011). Correspondingly, around one in three say they drink above the guidelines (33% in 2012 compared to 30% in November 2011) with 8% saying they "frequently drink quite a bit more than what is supposed to be 'safe'" compared to 9% in November 2011.

Young adults that drink above recommended levels have not become any more aware of how their drinking relates to the guidelines. As in November 2011, a considerable proportion of above guideline drinkers do not realise they are drinking more than is good for them. Around a third (35%) of above guideline drinkers believe that they drink within the daily guidelines (in line with 2011 at 39%). There are issues here of both awareness and acceptance (i.e. do they see the daily guidelines as an accurate limit of what is good for them). This being said, the majority (64%) of those who drink above the daily guidelines do recognise that they drink above safe limits.

Self perception of above guideline drinkers

If you were being honest with yourself, which of the following statements best describes your drinking habits?



Base: All respondents drinking above unit guidelines: November 2012 (128), November 2011 (87).

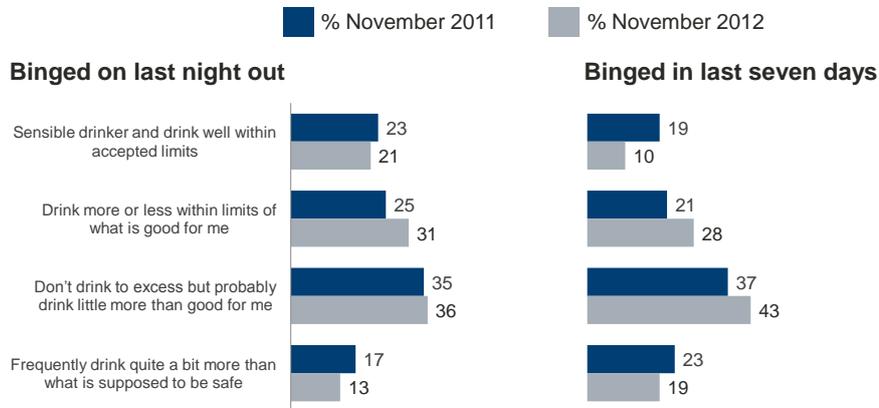
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Many binge drinkers also perceive themselves as drinking within safe levels; half (51%) of those who drank twice the recommended daily guideline on their last night out say they drink within safe levels. This is comparable with 2011, when 48% of this group held this view, suggesting that many of those exhibiting negative drinking behaviours are no closer to acknowledging the risks associated with their behaviour. Similarly, two in five (38%) of those who binged in the past seven days believe they drink within safe limits.

Self perception of binge drinkers

If you were being honest with yourself, which of the following statements best describes your drinking habits?



Base: All respondents binge drinking on last night out Nov 2012 (230); Nov 2011 (187).

Base: All respondents binge drinking in last 7 days Nov 2012 (136), Nov 2011 (101).

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Young adults who admit they regularly drink with the intention of getting drunk (either every time or most times they drink) are more likely to recognise that their behaviour exceeds recommended levels. Over seven in ten (73%) report drinking above the safe limits, compared with only a third of those who only do this occasionally (36%) and one in nine of those who never do (12%). This is perhaps unsurprising given that they admit they intentionally drink to feel drunk.

It is therefore worth exploring why young adults who deliberately drink to get drunk do so even when they acknowledge that it is above what is deemed to be a safe level.

- Young adults who regularly drink to get drunk are more likely to say they often wake up feeling embarrassed or worried about things they've said or done after drinking (38% agree vs. 26% who occasionally drink to get drunk and 9% who never do).
- BUT, they are more likely to disagree they feel ashamed of themselves when they drink too much (53% disagree vs. 36% who occasionally drink to get drunk and 20% who never do).

As noted earlier, the drivers behind these young adult's drinking behaviour indicate that their social norms, along with the confidence that drinking gives them, over-ride any feelings of embarrassment that they feel as a result of their behaviour. Furthermore, they tend not to feel ashamed of their drinking (only 24% of them do), and experiencing the negative

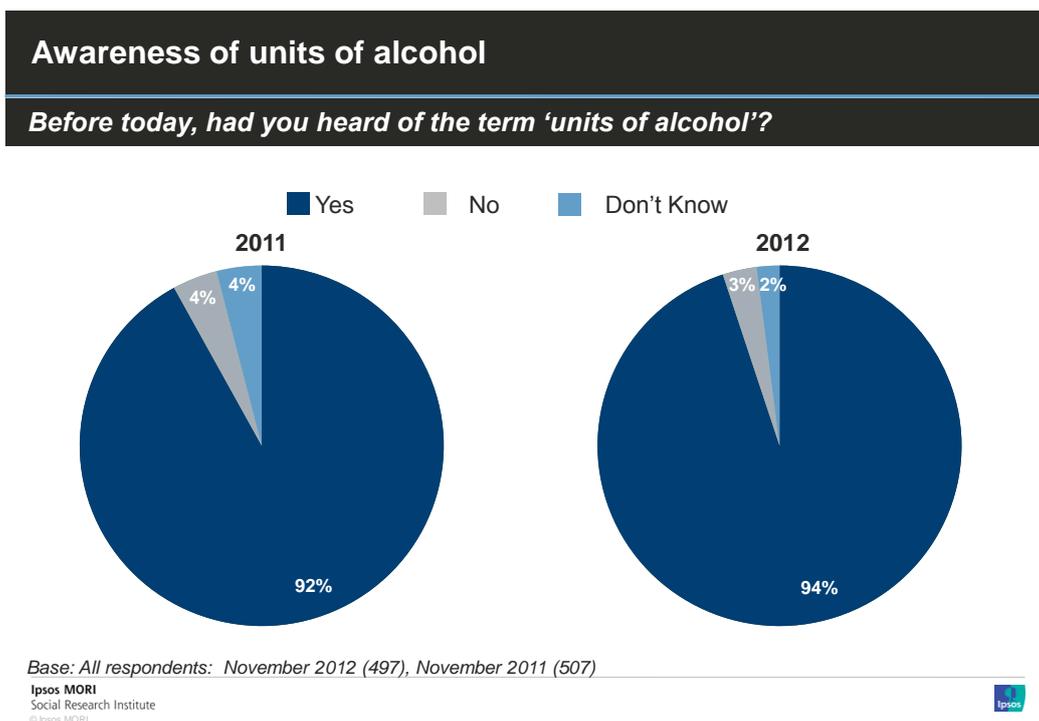
consequences of excessive drinking is not, in itself, necessarily enough to prevent this behaviour.

This group are no more likely than those who drink less to want information on how they could keep an eye on how much they drink (28% do vs. 22% overall). Reaching them and changing their behaviour is therefore a challenging prospect.

4.2 Awareness of units

As was the case in November 2011, almost all (94%) young adults are aware of the term ‘units of alcohol’ as a measure of strength of alcoholic drinks. Awareness is comparable across different genders, ages and social grades, although in November 2012 some differences between subgroups become more apparent. Significantly more people who describe themselves as “white” (95%) have heard of the term ‘units of alcohol’, compared to those describing themselves as “non white” (84%). There are also differences in working status. Well over nine in ten of those working full time (97%) and students (95%) have heard of units, compared to less than nine in ten of those working part-time (86%).

As in November 2011, those who drink alcohol are more likely to be aware of units (95% of those who ever drink) compared to those who never drink (84%). Also, those who binged in the last seven days are more likely to have heard of units (99%) than those who have not (94%).



4.3 Awareness of unit content of different drinks

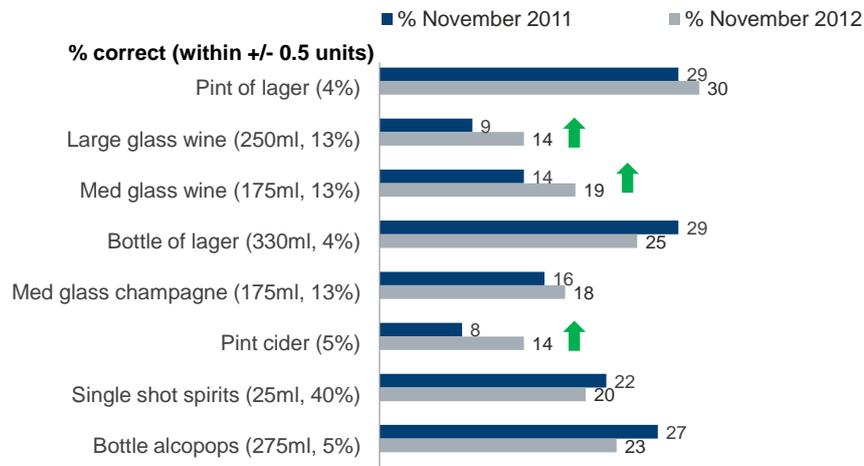
While it is reassuring that the vast majority of 18-24 year olds have heard of 'alcohol units', unless they know both the unit content of different drinks and the daily guidelines, they will be unable to monitor their intake or recognise if they drink below or above recommended levels.

To explore awareness of the unit content of different alcoholic drinks, respondents were given a list of drinks of different types and sizes and asked to state the unit content of each (without being presented with any options to select from). The chart below shows the percentage of all 18-24s who correctly identified the unit content of each drink. To allow for accurate responses to be entered, a column was included for decimal entries to be provided. An answer was considered to be 'correct' if it fell within +/- 0.5 units of the exact unit content of the beverage. A full list of these unit values is included in the appendices.

As in November 2011, young adults are most likely to correctly identify the unit content of a pint of lager (30%), bottle of lager (25%) or a bottle of alcopops (23%). The proportion of respondents able to state the correct unit content in a shot of spirits (20%) and a medium glass of champagne (18%) is also the same as in November 2011. It is encouraging to note that the number of young people able to correctly identify the unit content in the three drinks for which awareness was lowest in November 2011 has increased. One in five now correctly identify the unit content in a medium glass of wine (19% compared to 14% in November 2011) and one in seven now correctly identify the unit content in a large glass of wine and a pint of cider (14%) compared to less than one in ten in November 2011 (9% and 8% respectively).

Applying unit measures to drinks

How many units of alcohol do you think the following drinks contain?



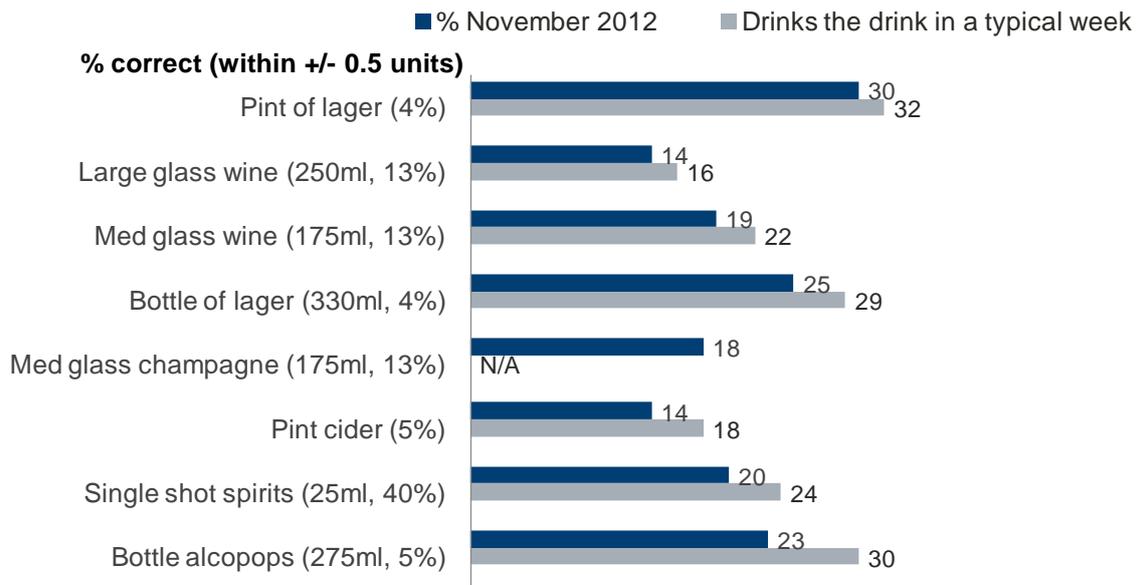
Base: November 2012 (497), and, November 2011 (507)

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In November 2011 we saw that awareness of the unit content of every drink is higher among those who drink that drink. This is potentially encouraging, since those people who frequently drink a particular drink need to be able to tell how many units it contains to be able to monitor accurately, and thus moderate, their drinking. However this trend is less visible in November 2012. With the exception of those ever drinking a single shot of spirits (26% correctly identifying the unit content, compared to 20% overall), for no drink do regular drinkers show a higher unit understanding than the average.

In November 2011, while wine and cider were the third and fourth most consumed drinks amongst this age group, these were also the drinks about which there was the least accurate knowledge of unit content. In November 2012, there has been an increase in awareness of the unit content of these drinks over the last year. As discussed in chapter three, young adults are generally more likely to drink than in November 2011 and they also are reporting higher levels of drinking. This suggests that increased awareness of unit contents of drinks has not translated into more moderate drinking. It would appear that the relationship is that higher levels of drinking lead to greater awareness of unit content.



Young people who drink a particular drink in a typical week are more likely to underestimate than overestimate its unit content. The implication here is that they might incorrectly believe they are consuming within the guidelines. For example, one in three underestimate the unit content in a large glass of wine (28%, compared to 10% overestimating) and almost one in three underestimate the unit content in a pint of cider (31%, compared to 9% overestimating).

It is encouraging to note that in November 2012, the proportion of people who underestimate has generally decreased. There is now a similar proportion of individuals who overestimate or underestimate the unit content of a pint of lager (9% vs. 10% respectively). While 30% of people underestimated the unit content in a large glass of wine in November 2011, only 24% do so in November 2012. Similarly 26% underestimated the unit content of a medium glass of wine in 2011 but only 20% did so in 2012, and while 32% underestimated the unit content in a pint of cider in 2011, only 23% did so in 2012.

4.4 Use of moderating tips

Drinkaware aims to increase awareness of the ways in which young adults can avoid drunkenness and drink responsibly, and also to encourage the use of specific tips and tools. This section looks at the extent to which 18-24s are using tools to help moderate their drinking – and if not, whether they are receptive to using them.

Adoption of pacing / eating before drinking / alternating with soft drinks

The three main moderating tips championed by Drinkaware over the periods of the two surveys have been eating before or when drinking, alternating alcoholic drinks with soft ones, and pacing oneself when drinking²².

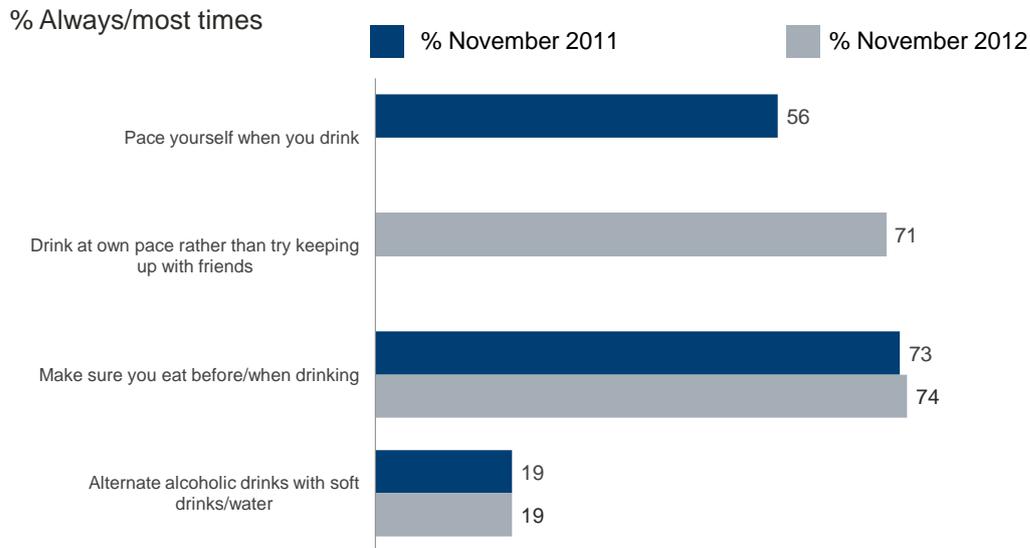
The proportion of young people using the first two of these moderating tips is the same as in November 2011; seven in ten make sure they eat before or when drinking (74% do so every time or most times they drink in 2012 vs. 73% in 2011) and one in five alternate with soft drinks or water (19% in both waves). Alternating soft and alcoholic drinks is a moderating tip of particular interest to Drinkaware as it represents a significant change in behaviour – however it remains one of the least popular strategies for moderating drinking.

Seven in ten (71%) 18-24 year olds claim they drink at their own pace, rather than attempting to keep up with friends. In 2011 just over half (56%) said they 'pace themselves while drinking'. It should be noted that the difference in question wording means the results to these two questions cannot be compared. However, these results suggest that while many young people do not recognise pacing as a moderating strategy, the majority say they resist peer pressure insofar as they drink at their own pace (the issue of peer pressure is further explored in chapter five).

²² It should be noted that the two first questions (eating when drinking and alternating with soft drinks) have stayed the same across both waves of the survey and can be compared directly, but the question about pacing has changed slightly, from asking about pacing to specifically referring to "keeping up with friends".

Adoption of tips and tools to avoid drunkenness and achieve responsible drinking

How often if at all do you . . . ?



Base: All who drink alcohol at least once a year: Nov 2012 (453), Nov 2011 (427)

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Pacing is adopted more frequently by occasional drinkers than those who drink regularly (79% vs. 67%). However, adoption of the other moderating tools does not differ by regularity of drinking.

As was the case in November 2011, there is a relationship between more responsible drinking and use of these moderating tools. Lower risk drinkers continue to be more likely than above guideline drinkers to eat before or when drinking (77% vs. 67%) and drink at their own pace (75% vs. 62%). In contrast to 2011, however, alternating with soft drinks is used to the same extent both among more responsible drinkers and those drinking above recommended guidelines. This is because above guideline drinkers are twice as likely to say they do this (always/most times they drink) as they were 12 months ago (19% compared to 9% in 2011).

Similar progress has not been made among binge drinkers. Those that binged in the last seven days (12% vs. 9% in 2011) or on their last night out (14% vs. 12%) are no more likely to alternate than in 2011. This may suggest that those engaging in more episodic drinking are less inclined to moderate their drinking in this way, and it remains a challenge for Drinkaware to shift behaviours in this area.

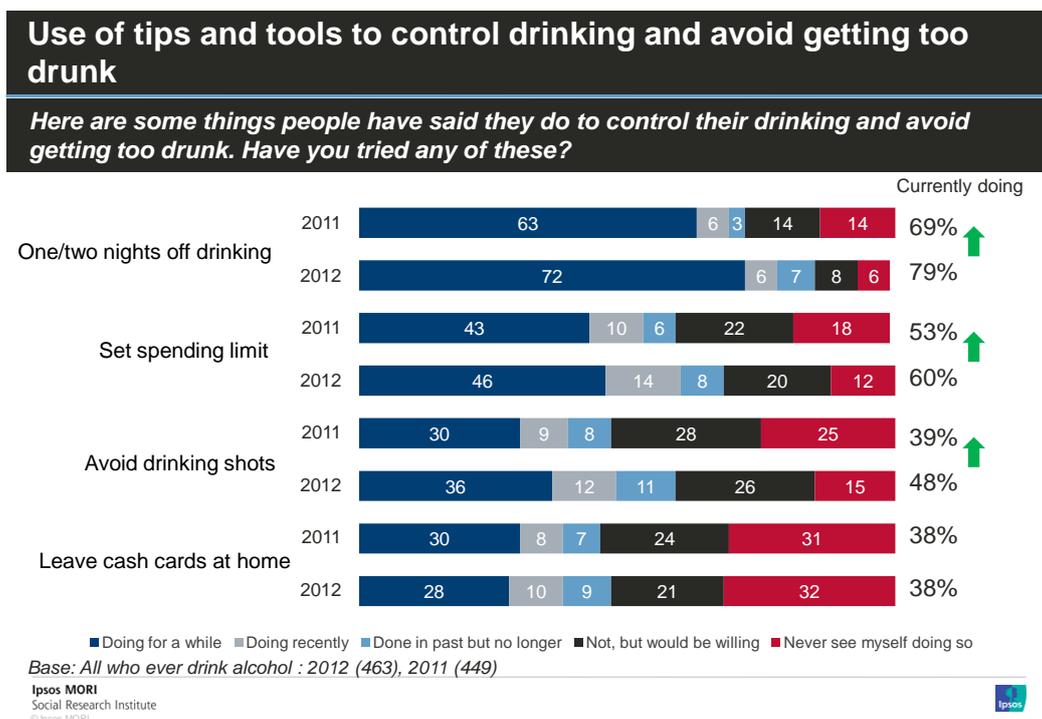
Among recognisers of Drinkaware’s campaign activity, adoption of these tips is unchanged from 2011. As in November 2011, recognisers are not significantly more likely than non-recognisers to eat before/when drinking (81% vs. 73%) and they are also no more likely to drink at their own pace than non-recognisers (70% vs. 71%) but are now more likely than non-recognisers to alternate alcoholic and soft drinks (28% vs. 17%).

Use of, and receptivity to, using other moderating behaviours

In addition to pacing, eating before/when drinking and alternating with soft drinks, Drinkaware have identified other tips and tools that can be used to moderate consumption of alcohol. Here we explore propensity among young adults to adopt these.

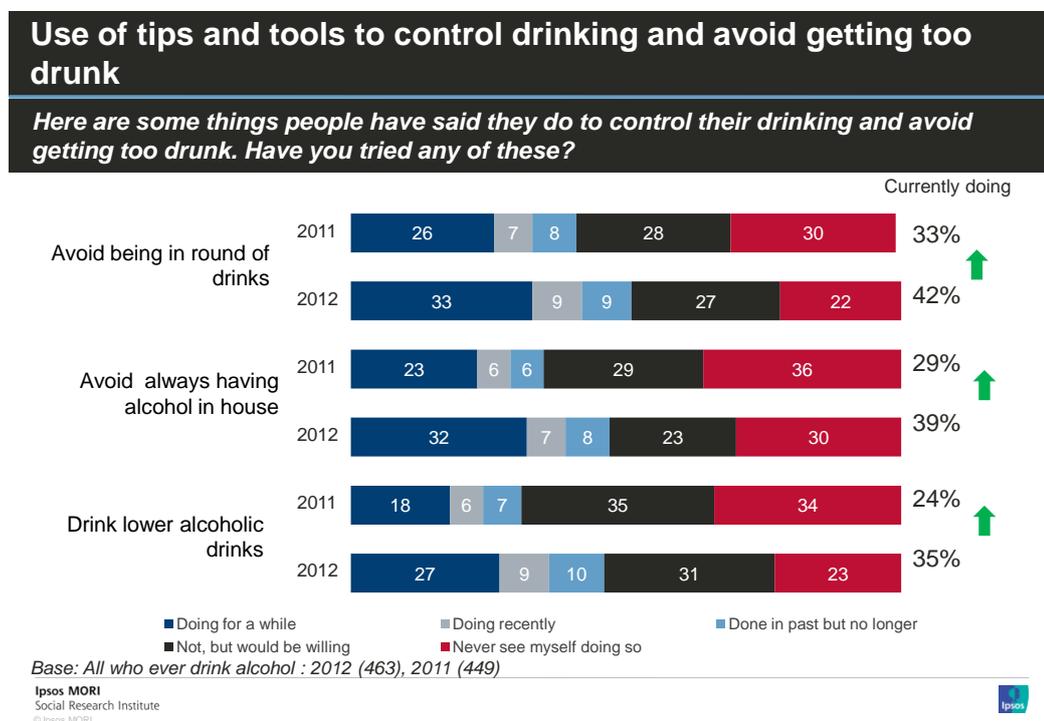
The charts below set out the adoption of these behaviours among all drinkers (at least once a year). The first chart shows the four most adopted tips and tools in November 2011, all having been used “for a while” by three in ten or more of respondents. The second chart presents the tools that were adopted by a lower proportion of respondents in November 2011.

As the chart below illustrates, there has been an increase in the usage of the top three tips since November 2011. Around four in five (79%) are taking one/two nights off drinking, a rise of 10 percentage points. The second most widely used tip, setting a spending limit, has seen an increase of 7 percentage points, now standing at 60%. Almost half (48%) avoid drinking shots, an increase of ten percentage points. Leaving cash cards at home is stable on 38%.



The proportion not currently using a particular tip, but who would be willing to do so, is generally stable. The exception is ‘one/two nights off drinking’ which records a drop in this measure, but this seems to be because of an increase in adoption of the tip, as the number of those who say they would never do this has also decreased. The proportion of people who say they could never see themselves avoiding shots has also decreased.

When looking at the other tips asked about (below), the same pattern emerges, with increases of at least nine percentage points in the use of all the tips asked about. While levels of willingness to try a tip are unchanged, we see falls in the numbers of young adults who drink who could never see themselves using these tips. We see a fall of at least eight percentage points in each instance.

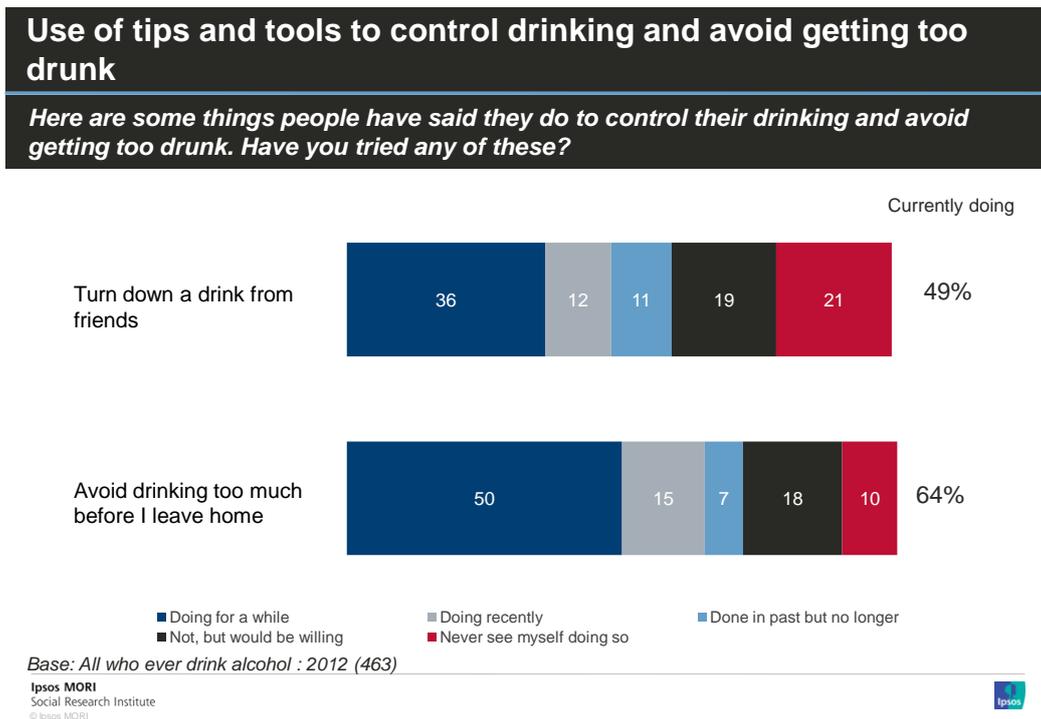


The pattern is similar for binge drinkers. Among those who binged in the last week, a significantly lower proportion say they could never see themselves drinking lower alcoholic drinks (29% vs. 48% in November 2011) or never avoid being in rounds (23% vs. 34%). Similarly, for those who binged on their last night out, only a sixth (16%) said they could never see themselves avoid drinking shots, compared to over a quarter (26%) in November 2011. Binge drinkers are more likely to say they avoid drinking shots than in 2011 (42% vs. 29%).

As we have seen in the previous chapter, this has not resulted in lower levels of drinking for this group. The average units consumed has not dropped and a similar proportion drink above guideline levels. Nevertheless, the increasing use of moderating tips by all groups of

drinkers, including bingers for some isolated tools, provides a solid platform for Drinkaware to build on to encourage more responsible drinking.

In November 2012, two new questions were introduced. Almost half of young adults who ever drink (49%) say they turn down drinks from friends, and almost two-thirds (64%) say they have tried avoiding drinking too much before leaving home. This means that these moderating tips are among the most prevalent among young people, with an additional one in five saying that they would be willing to do this (19% for turning down drinks, and 18% for not drinking too much before leaving home).



Those who get drunk frequently, or drink with the intention to get drunk, are more likely to say that they could never see themselves adopting these tips; 22% of those who frequently drink to get drunk say they could not see themselves avoiding drinking too much before going out (vs. only 8% of those who never drink to get drunk). Likewise, binge drinkers are less likely to say that they are currently adopting these tips, and more likely to say that they could never see themselves doing them, e.g. 18% of those who did not binge in the last seven days said they couldn't see themselves turning down a drink from a friend, compared to 28% of non-bingers.

The relationship between use of moderating tools and drinking levels

These moderating tips would appear, on the face of it, to be sensible ways for young adults to reduce their drinking and consume alcohol more responsibly. But what relationship do they actually have with safe levels of drinking?

Low risk drinkers are more likely than above guideline drinkers to eat before or when drinking and drink at their own pace rather than try to keep up with friends. However, they are equally likely to alternate with soft drinks when they do drink. They are also more likely to avoid drinking shots (53% vs. 35% of above guideline drinkers), avoid rounds (45% vs. 34%) and drink lower alcoholic drinks (42% vs. 17%).

The proportions eating before drinking and alternating with soft drinks are consistent with 2011. But for a number of moderating tools, a greater number of young adults are using them than in 2011. This is not restricted to responsible drinkers either; binge drinkers are also using some (avoiding shots and avoiding rounds) more than a year ago and above guideline drinkers are more likely to alternate with soft drinks than in 2011. So why do these ways of restricting drinking not lead to more responsible and less risky drinking?

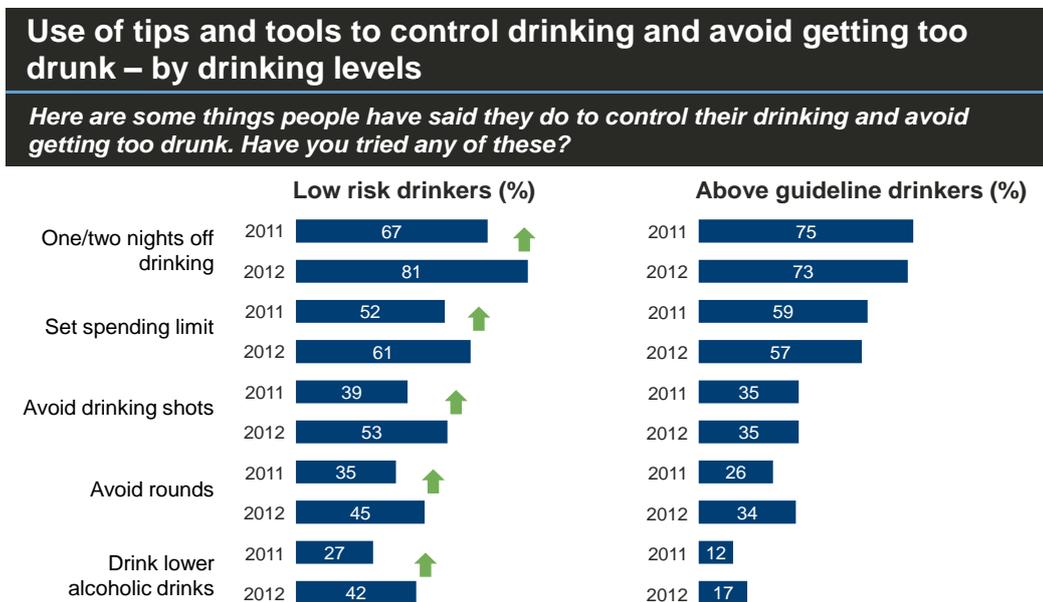
Young adults who employ these tools regularly when they drink, do in fact drink less than those who do not use them. Of young adults who drink regularly:

- Those who do all three (eat before or when drinking, alternate with soft drinks and pace themselves rather than keep up with friends) most times or every time they drink consume, on average, 16.16 units over a typical week (and 35% drink above guideline levels). This compares to an average of 17.6 units for young adults who use two of these tools (with 37% above guidelines).
- The average for those who use just one tool is 22.0 units (and 59% are drinking above guidelines).
- Young adults who do not employ any of these every time or most times they drink, on average, 27.8 units (48% are above guidelines).

So there is a clear relationship between use of these tools and more responsible drinking, although it is not possible to draw conclusions about causation. Those who use these tips may be more predisposed to drink responsibly, rather than use the tips to reduce their intake. However, it suggests that using these moderating tips can be a successful factor in minimising excessive drinking, without necessarily preventing it. As we have seen, one in three who say they use these tips every time or most times they drink still regularly drink over recommended guidelines.

If these tips can be a successful part of responsible drinking, why has there not been a corresponding fall in drinking levels as adoption of them has increased? There appear to be two main reasons:

1. While those drinking above guidelines are more likely to alternate with soft drinks than a year ago, this still only represents less than one in five (18%) who do so every time or most times they drink, and just 5% who do so every time.
2. Young adults who display a responsible approach to drinking have further built on this positive behaviour, but it has not been seen for those drinking at higher levels; increases in adoption of these tools is restricted to low risk drinkers, and has not been seen among young adults who drink above guidelines, as indicated by the chart below.



Base: All who ever drink alcohol : low risk (2012: 235, 2011: 362), above guideline (2012: 128, 2011: 87)

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5. Cultural and social norms

KEY METRICS

SOCIAL NORMS	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
% agree sometimes feel pressure from friends to drink more alcohol than would like to	32%	34%	37%	37%	38%	34%
% agree drinking gives confidence needed to meet people and make friends	N/A	35%	40%	49%	43%	54% ↓ (18%)
% agree don't have to get drunk to have a good night out	73%	73%	68%	61%	71%	49%
% agree I feel ashamed of myself when I drink too much	N/A	28%	30%	30%	28%	24%
% agree I often wake up feeling embarrassed or worried about things I've said or done after drinking	N/A	21%	24%	30%	30%	36%
% agree it is not as acceptable these days to get drunk as it used to be	45%	46% ↑ (7%)	46%	44%	40%	42% ↑ (19%)
% agree I've seen quite a bit recently about the dangers of drinking too much	49% ↑ (10%)	48% ↑ (7%)	49% ↑ (9%)	49%	45%	52%
% agree I think more about how much I drink nowadays than I used to	44% ↑ (9%)	47% ↑ (9%)	50% ↑ (10%)	51%	47%	46%

A key objective for Drinkaware, and for the other charities, organisations and policy makers with an interest in alcohol consumption, is to see a positive change in the social and cultural landscape surrounding drinking amongst 18-24 year olds. The aim is to see a shift from negative drunkenness to more responsible and moderate drinking.

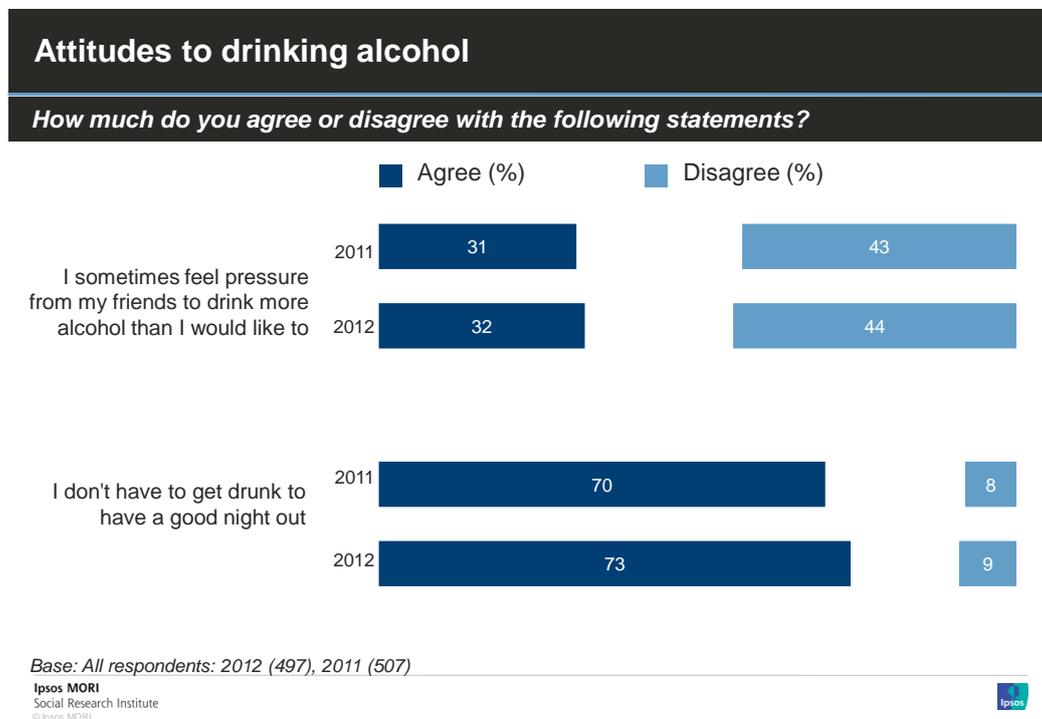
This chapter examines the social and cultural landscape surrounding drinking, and assesses whether there have been positive changes in 'norms' around drinking.

5.1 Attitudes towards alcohol

Influences on/causes of drinking

As seen in November 2011, around a third (32%) of 18-24 year olds agree they sometimes feel pressured by friends to drink more than they would like to. No real difference is observed between the regularity or degree of drinking undertaken.

The majority of young adults still agree that they do not have to get drunk to have a good night out (73%), as in November 2011. Young adults who report drinking occasionally are more likely to agree with this statement (82%) compared to those who drink regularly (68%). This was also observed in November 2011, but the disparity between the two groups has increased by seven percentage points.



There is considerably more variation between the types of young adults who feel the need to get drunk to have a good night out, than the types who feel pressured into drinking. Young adults are just as likely to feel pressured regardless of their gender, age, social grade and working status. Young adults who did not binge in the last seven days are also just as likely to feel pressured as those who did binge.

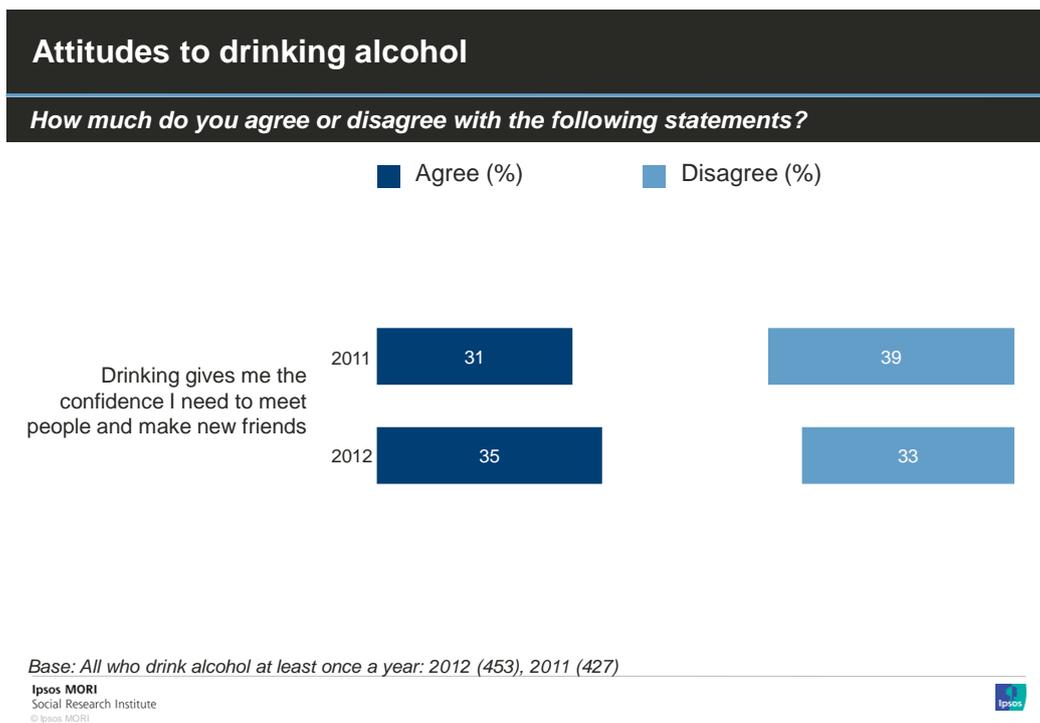
However, the following groups tend to be more likely to show more responsible attitudes by saying they don't have to get drunk to have a good night:

- Younger adults (78% of 18-20 year olds agree vs. 70% 21-24 year olds).
- Lower social grades (79% of C2DEs agree vs. 69% of ABC1s).
- Students (80% agree vs. 68% who are working).

However, as with feeling pressure, there is no difference between those who binged over the previous seven days and those who did not (71% and 73% agree respectively).

Over one third (35%) of young adult drinkers agree that drinking gives them the confidence needed to meet new people and make friends, a similar figure to November 2011 (31%).

In November 2011, women were twice more likely than men to say that drinking gives them confidence needed (42% vs. 18% of men). However in November 2012 this gender effect is no longer apparent with around a third of both men (33%) and women (37%) agreeing with this statement



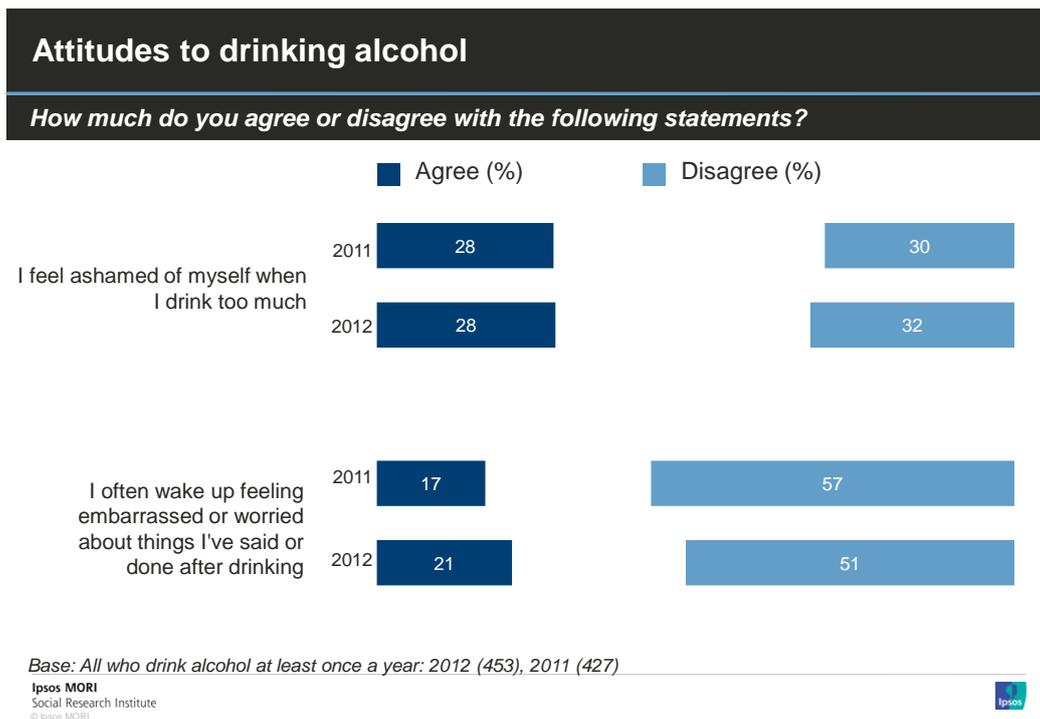
Feelings of shame or embarrassment

The research has explored the regret young adults may have experienced following consumption of alcohol, as this is potentially a motivator for more responsible drinking in the future. Two questions were asked on this; waking up embarrassed and feeling ashamed after drinking too much.

Just over a quarter (28%) of young adult drinkers agree they feel ashamed of themselves when they drink too much, the same proportion as November 2011. As with the previous results, the regularity of drinking does not appear to influence whether a young adult drinker is likely to feel ashamed following drinking.

Just over one in five (21%) of young adult drinkers report feeling embarrassed following drinking, a similar figure to November 2011 (17%). One interesting subgroup difference which emerges is that Drinkaware campaign recognisers are more likely to agree with this statement than non-recognisers (33% vs. 18%).

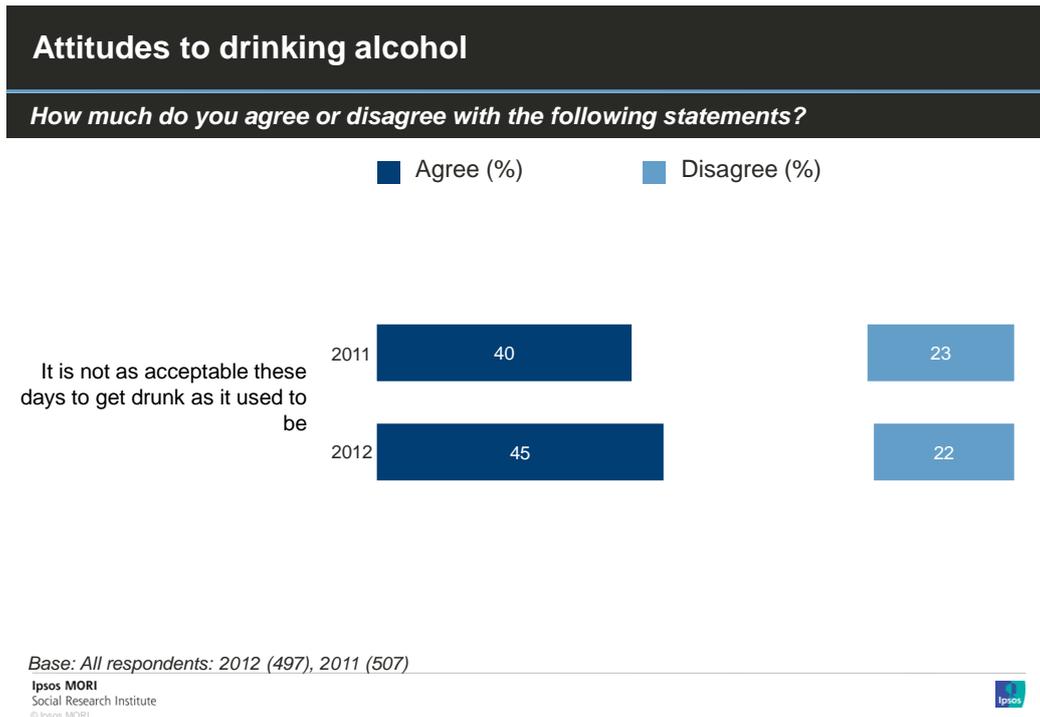
The gender difference found in November 2011 has disappeared, thanks to a rise in the number of men reporting feeling embarrassed, up from 11% to 22%, the same figure as women (21%). Feelings of embarrassment are consistent across different ages and social grades. However, students are more likely to disagree that they often wake up feeling embarrassed or worried (60% vs. 43% those working).



Are there any signs of changes in the cultural norm?

Almost half (45%) of 18-24 year olds agree that it is not as acceptable these days to get drunk as it used to be, a similar figure to November 2011 (40%). Again the gender gap has narrowed, with 21% of men and 23% of women disagreeing in November 2012, compared to 19% men and 28% women in November 2011.

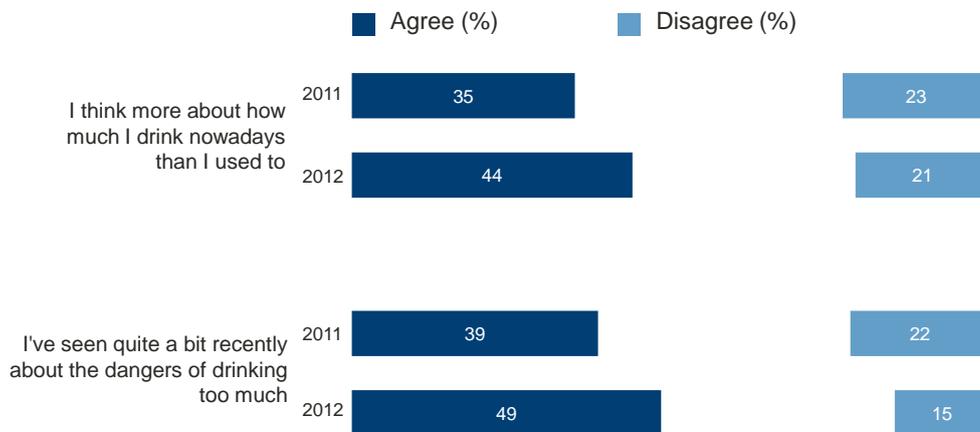
One encouraging sign is that there has been an increase in the proportion of young adult drinkers who regularly drink to get drunk agreeing with the statement, from 23% in November 2011 to 42% in November 2012. This, coupled with an increase in binge drinkers who agree with the statement (35% November 2011 vs. 41% November 2012), suggests that heavier drinkers may feel less confident about the social acceptability of drunkenness. This is one indication that attitudes may be moving in the right direction, although the journey to actual changes in behaviour will require other important steps.



We also see an increase in the proportion of young adults agreeing they have ‘seen quite a bit recently about the dangers of drinking too much.’ This figure has risen from 39% to 49% in 2012. As in November 2011, recognisers of the ‘Why Let Good Times Go Bad?’ campaign (61%) are more likely than non-recognisers (45%) to agree with the statement, although this difference is less pronounced due to a rise in agreement among non-recognisers.

Attitudes towards drinking alcohol

How much do you agree or disagree with the following statements?



Base: All respondents: 2012 (497), 2011 (507)

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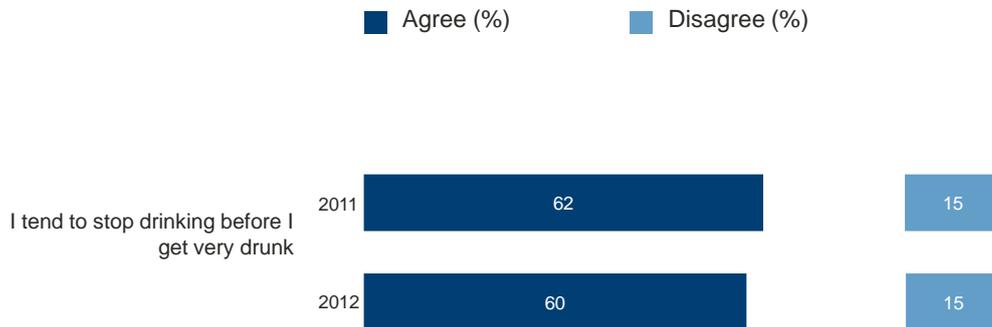


We also see encouraging shifts in the proportion of young adults who agree with the statement that they are thinking more about how much they drink nowadays. Almost half (44%) agree with this statement, compared to 35% in November 2011. However this change may well be linked to the fact that more young adults are drinking since the last survey.

Three in five young adult drinkers (60%) agree that they tend to stop drinking before they get very drunk, mirroring results observed in November 2011 (62%). There has been a shift in gender differences since November 2011. Previously, more male respondents tended to agree with the statement (65% male vs. 60% female), whereas in 2012 this has changed somewhat with female respondents now more likely to agree (54% male vs. 66% female).

Attitudes to drinking alcohol

How much do you agree or disagree with the following statements?



Base: All who drink alcohol at least once a year: 2012 (453), 2011 (427)

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Similar to findings from November 2011, those who frequently drink with the intention of getting drunk are less likely to agree with the statement compared to those who claim to never do so (37% frequently drink with intention of getting drunk vs. 76% never drink with the intention of getting drunk).

5.2 Awareness of negative consequences of excessive drinking

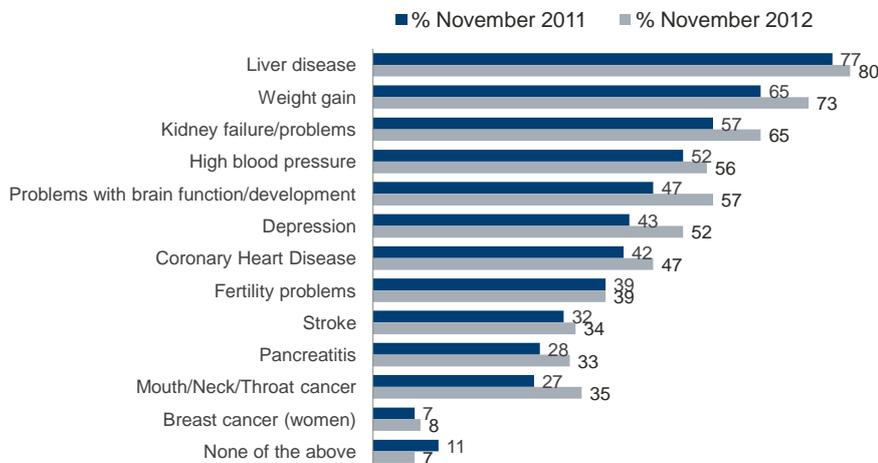
In order to understand whether 18-24 year olds are aware of the health and social implications of drinking heavily, respondents were prompted with a list of consequences and asked if they thought any of them could affect them as a result of drinking heavily.

Prompted awareness – health problems

When asked directly about a range of health problems that result from heavy drinking on occasion, liver disease is still the most common problem chosen, mentioned by 80%, a similar figure to November 2011 (77%). As in November 2011, weight gain and kidney failure/problems are still the second and third most commonly associated health conditions (73% and 65% respectively).

Health problems from drinking heavily on occasion

Which, if any, of the following health problems do you think could affect you as a result of drinking heavily on occasion?



Base: All respondents 2012 (497), 2011 (507)

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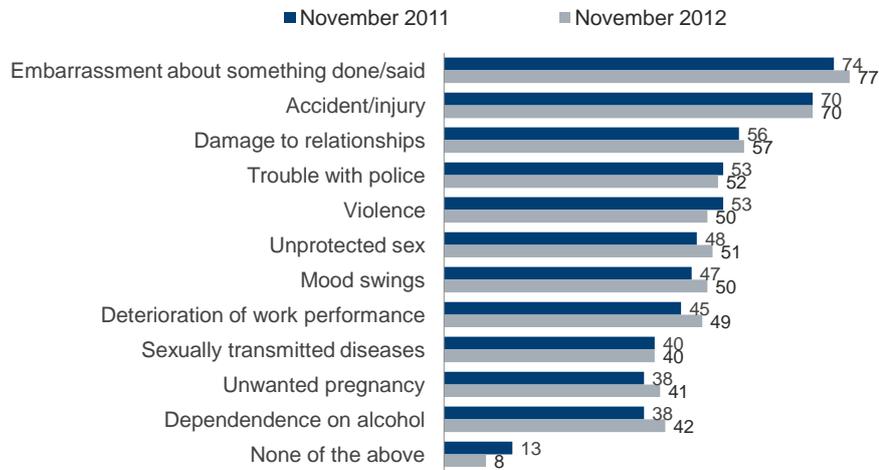
Prompted awareness – social problems

Turning to the potential social impacts of heavy drinking on occasion, the figures are similar to November 2011. Embarrassment about something said or done is mentioned most often, by 77% (74% in November 2011). As in November 2011, an accident or injury came next, mentioned by 70%, followed by damage to relationships (57%).

Occasional drinkers are more likely than regular drinkers to acknowledge the potential social implications of drinking heavily on occasion, with more mentioning a risk of accident or injury (76% vs. 64%) and damaging relationships (64% vs. 51%). This trend is similar to that seen in November 2011 research. From this data it is not possible to unpick whether awareness of the consequences reduces levels of drinking, or whether being a regular drinker makes someone less likely to recognise the potential consequences. Further research would be required to explore the dynamics at play here.

Social problems from drinking heavily on occasion

Which, if any, of the following problems do you think could affect you as a result of drinking heavily on occasion?



Base: All respondents 2012 (497), 2011 (507)

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6. Exposure to Drinkaware communications

KEY METRICS

COMMUNICATIONS MEASURES

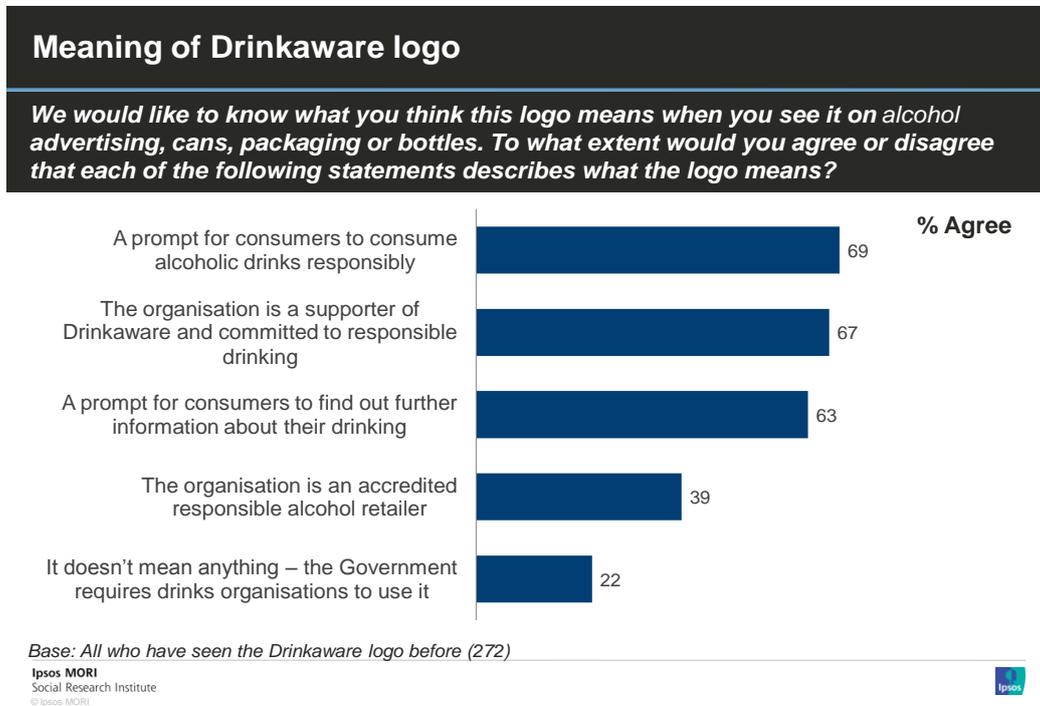
The table below presents the proportion of 18-24 year olds who have come into contact with Drinkaware in a number of different ways. The table includes:

- Those who have heard of Drinkaware.
- The proportion of 18-24s who have heard of the ‘Why Let Good Times Go Bad?’ campaign.
- People who have seen the specific campaign materials aimed at 18-24s.
- The proportion of 18-24s who would like more information on how they can monitor their alcohol intake.

COMMUNICATIONS MEASURES	All	All who drink at least once a year	Regular drinkers (at least once/week)	All who drink over unit guideline	All binged in last 7 days	All who drink to get drunk most/every time
Aware of Drinkaware*	70%	72%	73%	80%	82%	80%
% interacted with Drinkaware	41%  (13%)	42%  (11%)	45%  (14%)	50%	49%	55%
% heard of WLGTGB	18%  (8%)	19%  (8%)	20%  (9%)	20%	20%	23%
% ‘recognisers’ of WLGTGB posters**	22%	22%	28%	36%	30%	40%
% agree I would like more information on how I could keep an eye on the amount of alcohol I drink	22%  (6%)	23%  (6%)	26%  (10%)	26%	22%	28%
*Not asked in November 2011						
**Question format changed since November 2011 so no year on year comparisons can be drawn						

Awareness of Drinkaware as an organisation is high; seven in ten (70%) have heard of it, and awareness is higher among heavier drinkers (80% of above guideline drinkers vs. 66% of low risk young adults). Over half (55%) have seen the logo before and, as with awareness of the organisation, recall is higher among heavier drinkers (65% of those drinking above guideline levels vs. 52% of low risk young adults).

Of those who have seen the logo before, just over two in three believe it is a prompt for consumers to drink alcoholic beverages responsibly (69%), or that the organisation using the logo is a supporter of Drinkaware and backs its aims (67%). Three in five (63%) would consider it as a prompt to find out information about their drinking, while two in five (39%) think it indicates an organisation is an accredited alcohol retailer. Just one in five (22%) say it means nothing but is enforced by Government.



Generally speaking, there are no differences in perceptions of the logo by drinking levels. However, one positive difference is that young adults who have binge in the previous seven days are more likely to believe it is a prompt to find out more about their drinking (71% vs. 59% who have not binge). Recognisers are also more aware of this; 70% would consider it a prompt in this way, compared to 59% of non-recognisers.

Exposure to ‘Why Let Good Times Go Bad?’

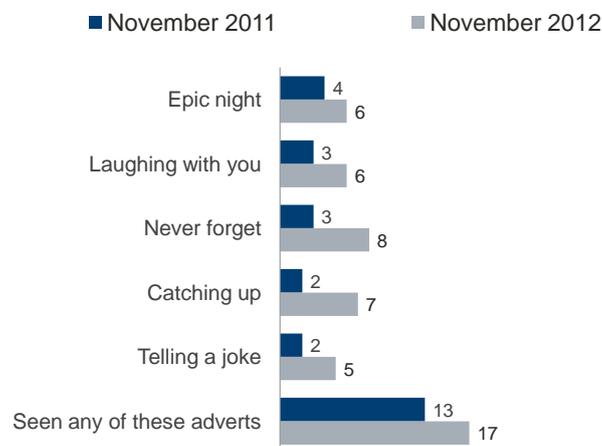
Of all 18-24 year olds, one in six (18%) have heard of the ‘Why Let Good Times Go Bad?’ (WLGTTGB) campaign. In November 2011 awareness was higher among women, but there is now no difference in recognition; one in five of both genders (19% for men and 18% for women) have heard of the campaign. This is a rise of 14 percentage points for men, which may be a result of the rise in male drinking over the last year.

When presented with a series of the ‘Why Let Good Times Go Bad?’ posters, one in six young adults (17%) have seen any one of them. This rises to one in four (23%) among regular drinkers, and one in three (32%) of those who aim to get drunk every time or most times they drink. Moreover, recall has increased since November 2011 for four of the five posters shown. Only ‘Never forget’ and ‘Telling a joke’ have not become more widely recognised over the last year.

In summary, a greater proportion of young adults, and of the target audience for Drinkaware, are now aware of WLGTTGB than was the case in 2011.

Awareness of young adult poster campaign

Q Which of these adverts have you seen?



Base: All respondents (507 in 2011, 497 in 2012)

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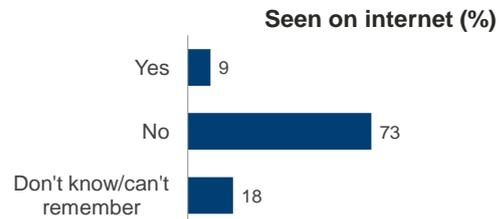


As well as WLGTTGB posters, young adults were asked whether they recalled seeing any images or adverts on the internet, or on their mobile phone. One in eleven (9%) remember having done so on the internet, while six per cent have seen one on their mobile.

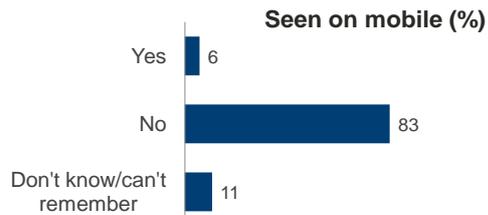
Awareness of young adult poster campaign

Have you seen any of these adverts on the internet/this advert, or one like it, on your mobile phone?

Internet



Mobile



Base: All respondents (507 in 2011, 497 in 2012)

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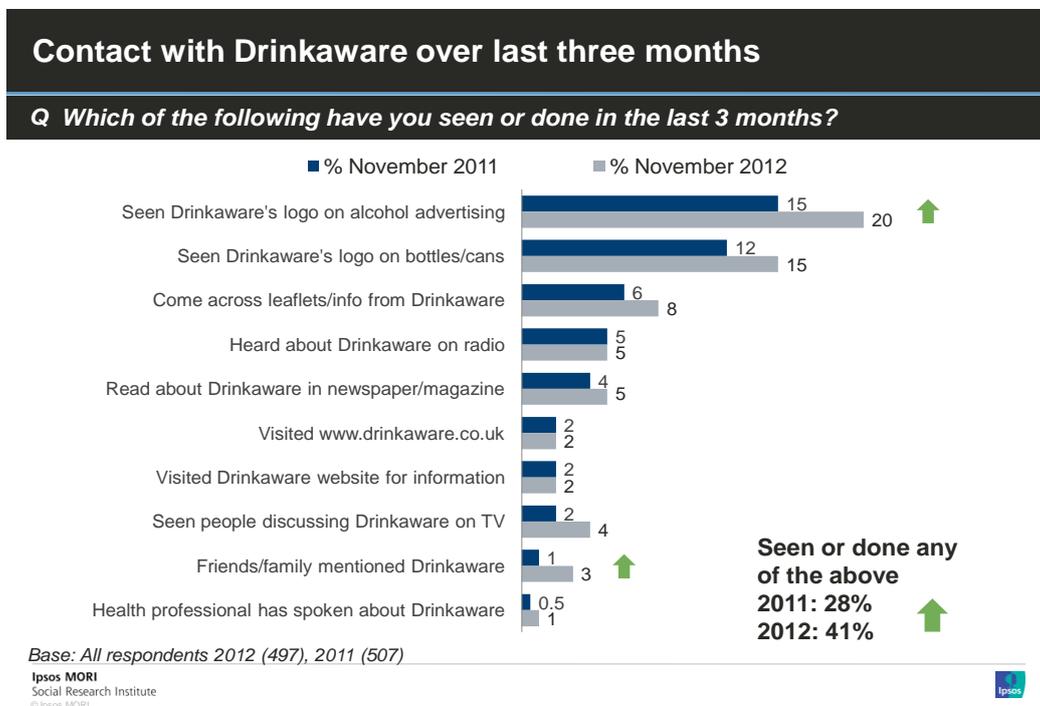
Overall, one in five (22%) have seen any WLGTGB advert or poster either online, static posters or via mobile. This is higher among the following subgroups:

- Regular drinkers (28%).
- Heavier drinkers:
 - 40% of those who drink to get drunk every time or most times they drink.
 - Above guideline drinkers (36%).
 - Those who binged in the last seven days (30%).

Interaction with Drinkaware

Respondents were asked about a series of ways in which they may have interacted with Drinkaware. Two in five (41%) have come across Drinkaware through at least one of these ways, which is an increase from 28% a year ago²³.

The medium through which most young adults have come across Drinkaware over the last three months is alcohol advertising, with one in five (20%) saying they have seen the logo this way. This is higher than in 2011 when 15% had done so. All other avenues through which young adults have come across Drinkaware are broadly consistent with 2011, apart from hearing about Drinkaware from friends or family, which has increased from one per cent to three per cent.



Unlike in 2011, those drinking more than recommended unit guidelines are no more likely to have come across Drinkaware in these ways. Indeed, the increases in contact with Drinkaware have been seen across all levels of drinking, whether drinking above or below the guidelines, indicating that Drinkaware's presence has become more widely visible to a greater number of this age group. It might be that this is a result of the increasing numbers of young adults drinking alcohol over this period, and a greater proportion of them being heavy drinkers. These are the groups targeted by Drinkaware so it is likely that they will have had

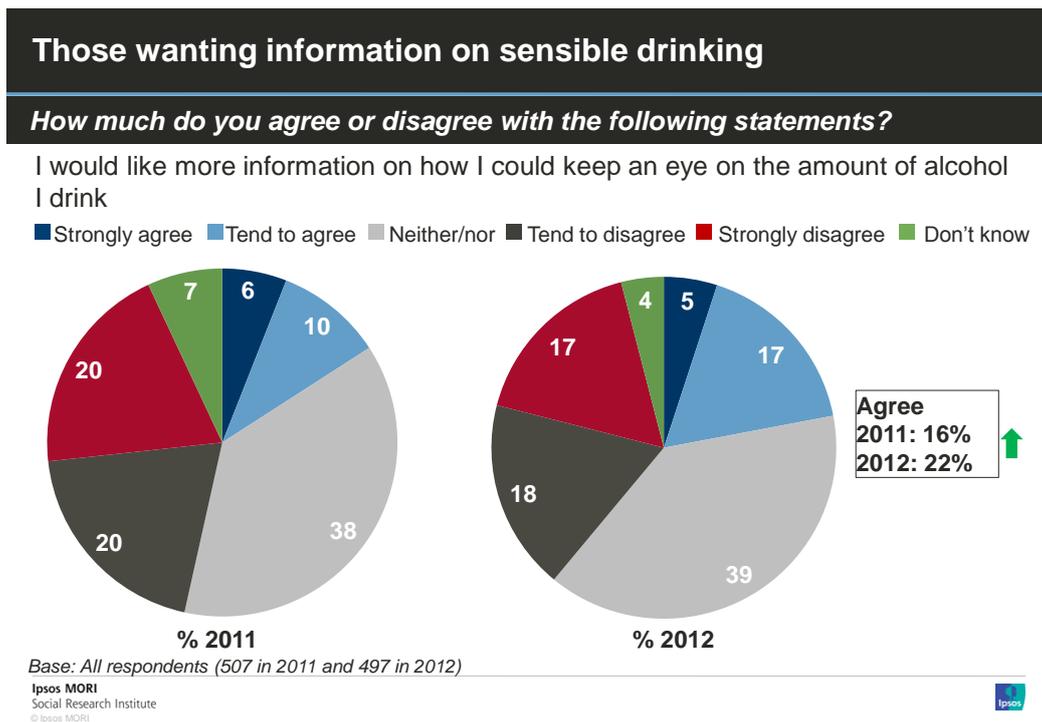
²³ It should be noted that some codes were removed from this question in November 2012. However, no new codes were added, meaning that the increase in the proportion having done/seen any of these is a statistically significant increase.

greater opportunity to become exposed to Drinkaware activity. Indeed, there has been a significant increase among certain sub-groups, including:

- Men (24% had done any of these in 2011 compared to 41% in 2012).
- Weekly drinkers (31% to 45%), but there has been no corresponding shift among more irregular drinkers.

Information about alcohol consumption

When asked if they would like more information on how they could keep an eye on the amount of alcohol they drink, the majority decline or are ambivalent; one in five (22%) say they would like more information, but one in three disagree (36%) or do not give a view either way (43% say neither agree nor disagree or ‘don’t know’). However, this is a higher receptivity to more information than there was in 2011, when just 16% agreed they would be interested. One in three (34%) recognisers would like more information compared to one in five (19%) who have not seen Drinkaware’s posters.



As seen in November 2011, young adults who drink to excess are no more likely to want information on how to monitor their drinking:

- 28% of young adults who regularly drink to get drunk (vs. 24% who do so occasionally).

- 26% of above guideline drinkers (vs. 21% of low risk drinkers).
- 24% of those who binged over the last seven days (vs. 22% who did not binge).

This continues to highlight the challenge that Drinkaware faces in engaging heavier drinkers. However, young adult recognisers are more inclined to want this information (34% vs. 19% of non-recognisers), indicating that young adults who Drinkaware are already reaching are open to receiving this type of advice. It may be more difficult, however, to engage heavier drinkers that are not already being exposed to Drinkaware's campaigns.

Appendices

A. Questionnaire

Drinkaware KPI research 18-24 questionnaire 02/11/2012

FOR INTERNAL PANEL

Thank you for your participation in our Ipsos Access Panels online surveys. Your opinions are very important to us.

In one way or another, alcohol plays a part in most people's lives in the UK, whether it is something they like to drink or not.

In this survey, we'll ask you about your drinking habits and attitudes towards alcohol in general. Even if you never drink alcohol, we're still very interested in hearing your opinions.

This survey will take you about 23 24 minutes and you'll earn up to x reward points upon completing it.

It is very important that x completes the survey. If that person is not you please do not answer the survey in his/her name.

FOR EXTERNAL PANEL

Thank you for your participation in this survey. Your opinions are very important to us.

In one way or another, alcohol plays a part in most people's lives in the UK, whether it is something they like to drink or not.

In this survey, we'll ask you about your drinking habits and attitudes towards alcohol in general. Even if you never drink alcohol, we're still very interested in hearing your opinions.

This survey will take you about 23 24 minutes.

ASK ALL QS1. SINGLE CODE

Are you...

Please select one answer only

1. Male
2. Female

ASK ALL QS2. NUMERIC RECORD EXACT AGE ALLOW 18-24

Please type in your age

ASK QS3 – QS7 TO EXTERNAL PANEL ONLY

ASK ALL EXTERNAL PANEL

QS3.

SINGLE CODE

INSERT IN DATA FILE ALONG WITH REGION FROM INTERNAL PANEL

In which of the following regions do you live?

Please select one answer only

1. North East
2. North West
3. Yorkshire and Humberside
4. West Midlands
5. East Midlands
6. East Anglia
7. South West
8. South East
9. Greater London
10. Wales
11. Scotland
12. Northern Ireland

ASK ALL EXTERNAL PANEL

QS4.

SINGLE CODE

Into which category does your TOTAL HOUSEHOLD pre-tax annual income from all sources fall? Please take into consideration all your income sources: salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc. Please note that we are not interested in the type of income source, only in the total annual income earned by all the members of your household together.

Please select one answer only

1. Under £5,000
2. £5,000 - 9,999
3. £10,000 - 14,999
4. £15,000 - 19,999
5. £20,000 - 24,999
6. £25,000 - 34,999
7. £35,000 - 44,999
8. £45,000 - 54,999
9. £55,000 - 99,999
10. £100,000 or more
11. Prefer not to answer **(SCREEN OUT)**

ASK ALL EXTERNAL PANEL

QS6.

NUMERIC QUESTION, PLEASE PROVIDE TEXT BOX FOR EACH SPLIT

PLEASE ALLOW ANSWERS BETWEEN 0-10

How many adults aged 18 and over are working full time or part time or not working in your household (including yourself)?

Please type in the corresponding number for each

1. Part time
2. Full time
3. Non working

99. Prefer not to answer (**SCREEN OUT**)

**ASK ALL EXTERNAL PANEL
QS7.
SINGLE CODE**

Could you please tell us the occupation of the Main Earner in your household? If HE/SHE is RETIRED or UNEMPLOYED, please code his/her previous occupation.

Please select one answer only

10. General managers and administrators
11. Production managers
12. Specialist managers
13. Financial managers
14. Managers in transport and warehousing
15. Uniformed service officers
16. Managers in farming
17. Managers and proprietors in service industries
19. Other managers and administrators
20. Natural scientists
21. Engineers and technologists
22. Health professionals
23. Teaching professionals
24. Legal professionals
25. Business professionals
26. Architects
27. Librarians
29. Other professional occupations
30. Scientific technicians
31. Draughtsmen
32. Computer analysts
33. Ship and aircraft officers
34. Health associate professionals
35. Legal associate professionals
36. Business associate professionals
37. Social welfare associate professionals
38. Literary, artistic and sports professionals
39. Other associate professionals
40. Administrative and clerical officers
41. Account clerks
42. Filing and record clerks

43. Clerks not specified
44. Stores and despatch clerks
45. Secretaries
46. Receptionists
47. Other clerical occupations
50. Construction workers
51. Metal machining workers
52. Electrical workers
53. Metal forming, welding workers
54. Vehicle trade workers
55. Textile trades
56. Printing
57. Woodworking trades
58. Food preparation trades
59. Other craft and related occupations
60. NCO's and other ranks, armed forces
61. Policeman, fireman
62. Catering occupations
63. Travel attendants
64. Care assistants
65. Childcare
66. Hairdressers, beauticians
67. Domestic staff
69. Other service occupations
70. Buyers, brokers
71. Sales representatives
72. Sales assistants
73. Mobile sales person
79. Other sales occupations
80. Food process operatives
81. Textiles operatives
82. Chemical operatives
83. Metal making operatives
84. Metal working process operatives
85. Assemblers
86. Packer, weighter
87. Road transport operative
89. Other plant and machine operators
90. Agriculture unskilled workers
91. Mining and manufacturing unskilled workers
92. Construction unskilled workers
93. Transport unskilled workers
94. Communication unskilled workers
95. Sales and services unskilled workers
98. Other - Never worked
99. Housewife, full time education
100. Prefer not to answer (**SCREEN OUT**)

**CREATE SOCIAL GRADE BASED ON QUESTIONS ABOVE AND INSERT IN DATA FILE
ALONG WITH SOCIAL GRADES FROM INTERNAL PANEL**

ASK ALL

Q1.

SINGLE CODE

How often, if at all, do you have an alcoholic drink?

Please select one answer only

1. Almost every day
2. 5 or 6 days a week
3. 3 or 4 days a week
4. Once or twice a week
5. Once or twice a month
6. Once every couple of months
7. Once or twice a year
8. Less often
9. Never
10. Don't know

ONLY ASK OF THOSE WHO DRINK (CODE 1-7 AT Q1), IF NOT SKIP TO Q4011 Q2.

SINGLE CODE

FILTER ANSWER CODES AT Q2 - ONLY SHOW THE CODE SELECTED AT Q1

AND ALL CODES BELOW THIS OPTION e.g. if respondent selects code 3 at Q1, they should be shown codes 3 to 10 at Q2)

How often, if at all, do you have an alcoholic drink outside of your own or somebody else's home (for example in a bar, pub, club, restaurant or other venue)?

Please select one answer only

1. Almost every day
2. 5 or 6 days a week
3. 3 or 4 days a week
4. Once or twice a week
5. Once or twice a month
6. Once every couple of months
7. Once or twice a year
8. Less often
9. Never
10. Don't know

ONLY ASK OF THOSE WHO DRINK (CODES 1-7 AT Q1) IF NOT, SKIP TO Q4011 Q3.

SINGLE CODE

If you were being honest with yourself, which of the following statements best describes your drinking habits?

Please select one answer only

1. I am a sensible drinker and drink well within the accepted safe limits
2. I drink more or less within the limits of what is good for me
3. I don't drink to excess but I probably drink a little more than is really good for me
4. I frequently drink quite a bit more than what is supposed to be "safe"
5. Don't know

ONLY ASK OF THOSE WHO DRINK AT LEAST ONCE A WEEK (CODE 1-4 AT Q1) IF NOT, SKIP TO Q6

Q4.

MULTICODE

DK IS EXCLUSIVE

During a typical week, which of the following would you normally drink?

Please select all that apply

1. Lager
2. Other beer or ale
3. Cider
4. Wine
5. Champagne
6. Fortified wine (e.g. Martini sherry or port)
7. Spirits (with a mixer)
8. Spirits (as a shot or on its own)
9. Alcopops
10. Cocktails
11. Other (please specify)
12. Don't know

**FOR EACH TYPE OF ALCOHOL THEY CONSUME AT Q4
IF ONLY CODE 12 AT Q4, SKIP TO Q6**

Q5.

**MULTICODE DIFFERENT CONTAINERS FOR EACH DRINK HEADING I.E. CODE 1 AT Q4 CAN SELECT A PINT OF LAGER AND A BOTTLE OF LAGER
SHOW DRINK HEADING AND DRINKS IMAGES FOR EACH SIZE TYPE (E.G. BOTTLE (330ML)) AND A NUMERIC TYPE IN BOX BELOW EACH
TEXT TO APPEAR UNDER THE DRINK IMAGES AND ABOVE THE NUMERIC BOX**

Please indicate how many of the following you drink in a typical week?

Below the type of each drink provided please enter the number you drink in a typical week

Filter the drink headings based on drinks the selected at Q4

Under each drink heading show drink images for each size type provided in the list below along with a numeric write-in box underneath

Lager / Beer or ale / Cider – bottle (330ml) / can (500ml) / pint / half pint
Wine – small glass (125ml) / medium glass (175ml) / large glass (250ml)
Champagne – medium glass (175ml)
Fortified wine – double measure (50ml)
Spirits with mixer – single shot (25ml) / double shot (50ml)

Spirits (as a shot or on its own) – single (25ml) / double (50ml)

Alcopops – bottle (275ml) / large bottle (500ml)

Cocktails

Other (please specify) – FOR THIS ONE INSERT SUBHEADING AS 'Other Drink' AND PIPE IN TEXT ENTERED IN OTHER (PLEASE SPECIFY) AT Q4 WITH A NUMERIC BOX UNDERNEATH – NO PICTURE TO BE SHOWN

ONLY ASK THOSE WHO DRINK (CODE 1-7 AT Q1) IF NOT, SKIP TO Q4011

Q6.

**DRAG AND DROP QUESTION - TO WORK IN SAME STYLE AS IMAGE BELOW
RESPONDENTS WILL RECORD DRINKS FOR EACH DAY SEPARATELY – THEREFORE
CALCULATING ANY ELEMENT OF BINGE DRINKING**

**TEXT TO APPEAR WHEN YOU HOOVER OVER THE IMAGES INDICATING THE DRINK
AND SIZE TYPE**

**CODE I HAVE NOT DRUNK ANY ALCOHOL OVER THE LAST SEVEN DAYS IS
EXCLUSIVE**

Please indicate how many of the following drinks you drank on each of the last seven days ending yesterday?

From the column on the left please select each of the drinks that you drank and drag and drop them into the correct day of the week. Please make sure you record ~~Type in~~ underneath each drink how many you had of them in the box provided.

ACROSS THE TOP

DAYS OF THE WEEK – ORDER OF DAYS WILL VARY BASED ON DAY WHEN SURVEY IS BEING COMPLETED – FIRST DAY SHOULD BE SAME DAY ANSWERING SURVEY FOR PREVIOUS WEEK AND SHOULD END DAY BEFORE ANSWERING THE SURVEY (THE DAYS OF THE WEEK SHOULD BE SET ACCORDING TO THE DAY THAT THE RESPONDENT ACCESSES Q6)

DOWN THE SIDE

DRINK IMAGES TO BE DRAG AND DROPPED - LIST OF ALL DRINKS INCLUDED IN CODE LIST AT Q4 WILL APPPEAR (NOT JUST THOSE SELECTED AS MAY NOT BE A TYPICAL WEEK) BY SIZE TYPE

NUMERIC BOX TO BE INCLUDED UNDERNEATH TO INDICATE THE AMOUNT THE RESPONDENT DRANK

RESPONDENT SHOULD BE ALLOWED TO DRAG AND DROP THE SAME IMAGE INTO MULTIPLE COLUMNS (I.E. THIS SHOULD BE LIKE A COPY, PASTE EXERCISE)

RESPONDENTS SHOULD NOT BE FORCED TO DRAG ALL IMAGES INTO A COLUMN

SEPARATE CODE

INCLUDE CODE 'I have not drunk any alcohol over the last seven days' UNDER THE DRAG AND DROP

How much alcohol do you drink in a typical week? Use the diary below to record how much you would usually drink by selecting the drinks and dragging them into the relevant day. For example, if you'd typically drink three large glasses of wine on a Tuesday, drag the large wine icon into the box marked 'Tuesday' and type '3' into the text box which appears under the icon.

Using the diary:

1. Drag the drink icon into the correct day
2. Type the number of those drinks you typically have on that day

Scroll down for more drinks

DRINKS	Drinks						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 1	 2	 1		 1		 2	
 1			 1				
 1							

ONLY ASK OF THOSE WHO DRINK OUTSIDE THE HOME (CODE 1-7 AT Q2), IF NOT SKIP TO Q11

Q7.

PLEASE INCLUDE A TIME TAG AT THIS QUESTION SO WE KNOW THE EXACT TIME THAT THE RESPONDENT COMPLETED Q7

DATA MUST CAPTURE CLEARLY THE CHRONOLOGICAL ORDER THAT THE RESPONDENT CODES THEIR ANSWERS AT Q7

CODE I CANNOT REMEMBER THE DRINKS THAT I HAD ON MY LAST NIGHT OUT IS EXCLUSIVE

Earlier, you said you drink alcohol outside the home (for example in a bar, pub, club, restaurant or other venue) [... INSERT CODE SELECTED AT Q2...]. Think about the **LAST TIME** you had a night out like that. Please indicate how many drinks you drank over the whole evening (including before you set off and after you got back).

Think about where you were (e.g. at home, in a pub) and record **all** drinks you had in each location. Please add the drinks in the order in which you drank them over the night. Please select where you were, followed by the different drinks you had and how many you had of each of them.

Please enter your answers in the row provided and then another row will become available to complete. Please continue to provide answers in each row until you have recorded all your drinks from that night. Once you have finished please click next to continue through the survey.

FOUR COLUMNS EACH HAS THE FOLLOWING:

FIRST COLUMN – Location – DROP DOWN WILL APPEAR TO SELECT THE LOCATION (EACH LOCATION IS SINGLE CODE):

1. At home/someone else's home before you set off
2. In a bar, pub, club, restaurant/other venue

3. Outside (e.g. in the street, in a park, on the beach)
4. On transportation (e.g. in a car, on a train, on a bus)
5. At home/someone else's home after you got back
6. Somewhere else

SECOND COLUMN – Drink – DROP DOWN WILL APPEAR TO SELECT THE DRINK (EACH DRINK IS SINGLE CODE). ALL MAIN DRINKS (THOSE FROM Q4) WILL BE DISPLAYED TO BE SELECTED:

Lager
Beer or ale
Cider
Wine
Champagne
Fortified wine
Spirits with mixer
Shots
Alcopops
Cocktails

THIRD COLUMN – Drink size – DROP DOWN WILL APPEAR TO SELECT THE DRINK TYPE (EACH DRINK TYPE IS SINGLE CODE). DRINK TYPE LIST SHOULD BE FILTERED BASED ON THE DRINK SELECTED IN THE SECOND COLUMN AS BELOW. IF CHAMPAGNE, FORTIFIED WINE OR COCKTAILS IS SELECTED, PLEASE AUTOCODE THE DRINK TYPE BELOW IN THE THIRD COLUMN SO IT IS SHOWN TO RESPONDENT BUT CAN NOT BE CHANGED:

Lager – bottle (330ml) / can (500ml) / pint / half pint
Beer or ale – bottle (330ml) / can (500ml) / pint / half pint
Cider – bottle (330ml) / can (500ml) / pint / half pint
Wine – small glass (125ml) / medium glass (175ml) / large glass (250ml)
Champagne – standard glass (175ml) **(AUTOCODE AS ABOVE)**
Fortified wine – standard measure (50ml) **(AUTOCODE AS ABOVE)**
Spirits with mixer – single shot (25ml) / double shot (50ml)
Shots – single (25ml) / double (50ml)
Alcopops – bottle (275ml) / large bottle (500ml)
Cocktails – standard glass **(AUTOCODE AS ABOVE)**

FOURTH COLUMN – Quantity – NUMERIC BOX TO INDICATE THE AMOUNT OF THE DRINK SELECTED THAT THE RESPONDENT DRANK (ALLOW RANGE: 1 TO 50)

SEPARATE CODE

INCLUDE CODE 'I cannot remember the drinks that I had on my last night out' AT THE BOTTOM OF THE SCREEN

ONLY ASK OF THOSE WHO DRINK OUTSIDE THE HOME (CODE 1-7 AT Q2), IF NOT SKIP TO Q4011

Q8.

SINGLE CODE

If you are going out drinking, how often do you have a drink at home, or at a friend's home, before you go out?

Please select one answer only

1. Always

2. Usually
3. Occasionally
4. Rarely
5. Never

**ONLY ASK OF THOSE WHO DRINK (CODE 1-7 AT Q1), IF NOT SKIP TO Q12
Q9.**

**GRID – SP PER ROW
ROTATE ORDER OF STATEMENTS**

How often if at all do you...?

Please select one answer per row

ACROSS THE TOP

1. Every time I drink
2. Most of the time I drink
3. Some of the time I drink
4. Occasionally
5. Never
6. Don't know

DOWN THE SIDE

2. Make sure you eat before or when drinking
3. Alternate alcoholic drinks with soft drinks or water
4. Drink at your own pace, rather than try to keep up with friends

ASK ALL

Q10.

SINGLE CODE

As you may or may not know, 'units of alcohol' is the term used to describe how strong alcohol is. Before today, had you heard of the term 'units of alcohol'?

Please select one answer only

1. Yes
2. No
3. Don't know

ASK ALL

Q14.

GRID - OPEN NUMERIC

INCLUDE DK OPTION

DK IS EXCLUSIVE PER ROW

**UNFORCE THE DECIMAL UNITS COLUMN AND IF UNITS IS POPULATED AND
DECIMAL UNITS IS LEFT BLANK, AUTOCODE AS 0**

How many units of alcohol do you think the following drinks contain....?

The strength of the drink (ABV or Alcohol by Volume) is included in brackets.

Please provide one answer per row

ACROSS THE TOP - PROVIDE CELLS TO ENTER NUMBER OF UNITS (ONLY ALLOW 0 TO 9) AND DECIMALS (ONLY ALLOW 0.0 to 0.9)

1. Units
2. Decimal units
3. Don't know

DOWN THE SIDE

1. Pint of lager (4%)
2. Large glass of wine, 250ml (13%)
3. Medium glass of wine, 175ml (13%)
4. Bottle of lager, 330ml (4%)
5. Medium glass of champagne, 175ml (13%)
6. Pint of cider (5%)
7. Single shot of spirits, 25ml (40%)
8. Bottle of alcopops, 275ml (5%)

NEW SCREEN

In fact, one 25ml shot of spirits (40%) contains one unit of alcohol, while a medium (175ml) glass of wine, a pint of beer (4%) and a bottle of beer (5%) each typically contains 2 units.

ASK ALL

Q15.

GRID – SP PER COLUMN

How many units of alcohol do you think is the government's guideline daily limit for a man and a woman?

Please select one answer per column

ACROSS THE TOP

1. Women
2. Men

DOWN THE SIDE

1. 1-2
2. 2-3
3. 3-4
4. 4-5
5. 5-6
6. 6+
6. Don't know

ONLY ASK OF THOSE WHO CODE 1-7 FOR Q1, IF NOT SKIP TO Q18 20

Q16.

SINGLE CODE

When you drink alcohol, how often, if ever, do you end up getting drunk?

Please select one answer only

1. Every time I drink
2. Most of the time I drink
3. Some of the time I drink
4. Occasionally
5. Never
6. Don't know

ONLY ASK OF THOSE WHO CODE 1-7 FOR Q1, IF NOT SKIP TO Q18 20

Q17.

SINGLE CODE

When you drink alcohol, how often, if ever, do you do so with the specific intention of getting drunk?

Please select one answer only

1. Every time I drink
2. Most of the time I drink
3. Some of the time I drink
4. Occasionally
5. Never
6. Don't know

ASK ALL

Q20.

MULTICODE

ROTATE ORDER EXCEPT NONE OF THE ABOVE

NONE OF THE ABOVE IS EXCLUSIVE

Which, if any, of the following health problems do you think could affect you as a result of drinking heavily on occasion?

Please select all that apply

1. Liver disease
2. Coronary Heart disease
3. Weight gain
4. Problems with brain functioning/development
5. Mouth, neck or throat cancer
6. Breast cancer [SHOW TO WOMEN ONLY FROM QS1]
7. [INSERT 'Male' OR 'Female' BASED ON GENDER FROM QS1] fertility problems
8. Kidney failure/problems
9. Depression
10. Stroke
11. High Blood pressure
12. Pancreatitis
13. None of the above **(SINGLE CODE)**

ASK ALL

Q21.

MULTICODE

ROTATE ORDER EXCEPT NONE OF THE ABOVE

NONE OF THE ABOVE IS EXCLUSIVE

And which, if any, of the following problems do you think could affect you as a result of drinking heavily on occasion?

Please select all that apply

1. Involvement with violence
2. Getting into trouble with the police
3. Damage to relationships with friends/family
4. Embarrassment about something you said or did
5. Accident or injury
6. Dependence on alcohol
7. Sexually transmitted infections
8. Deterioration of work performance
9. Having unprotected sex
10. Unwanted pregnancy
11. Mood swings
12. None of the above **(SINGLE CODE)**

ONLY ASK OF THOSE WHO DRINK (CODE 1-7 AT Q1), IF NOT SKIP TO Q23

Q22.

MULTICODE

ROTATE ORDER EXCEPT NONE OF THE ABOVE

NONE OF THE ABOVE IS EXCLUSIVE

People react differently and experience different consequences when drinking alcohol. Several of these possible consequences are listed below.

Please indicate if any of the following things have happened to you in the past three months as a result of drinking alcohol.

Please select all that apply

1. Was unable to remember what happened the night before
2. Woke up feeling embarrassed about things you had said or done
3. Vomited (either after drinking or the following day)
4. Missed a day of work, school, college or university
5. Did something which put you in a risky situation
6. Regretted a decision to engage in sexual activity
7. Took risks with your personal safety (such as walking home alone or through poorly lit streets)
8. Lost a valued possession (such as a mobile phone or wallet)
9. Had unprotected sex
10. Felt that you had spoiled someone else's night
11. Injured yourself
12. Got into a fight/argument
13. Got into trouble with the police
14. Been a victim of crime

15. None of the above **(SINGLE CODE)**

ONLY ASK IF CODE 1-8 AT Q1 IF NOT, SKIP TO Q24

Q23.

GRID – SP PER ROW

ROTATE ORDER

Here are some other things people have said they do to control their drinking and avoid getting too drunk. Have you tried any of these?

Please select one answer per row

ACROSS THE TOP

1. I have been doing this for a while
2. I started doing this recently (last two or three months)
3. I have done this in the past but I no longer do it
4. I am not doing this but would be willing to do so
5. I could never see myself doing this

DOWN THE SIDE

1. Avoid always having alcohol in the house
2. Have one or two nights off drinking alcohol in the week
5. Drink lower alcoholic drinks
6. Avoid being in a round of drinks
7. Leave my cash cards at home
8. Set myself a spending limit
9. Avoid drinking shots
10. Make sure you eat before or when drinking
11. Alternate alcoholic drinks with soft drinks or water
12. Turn down a drink from friends
13. Avoid drinking too much before I have left home

ASK ALL

Q24.

GRID – SP PER ROW

ASK ALL STATEMENTS INCLUDING E, F, G AND H OF PEOPLE WHO DRINK (CODES 1-7 AT Q1) ONLY ALL OTHERS SHOULD SEE A FILTERED LIST WITHOUT E, F, G AND H

ROTATE ORDER

ACROSS THE TOP SCALE TO BE FLIPPED SO THAT 50% SEE CODES 1 TO 5 AND 50% SEE CODES 5 TO 1, DK ALWAYS TO APPEAR LAST

How much do you agree or disagree with the following statements?

Please select one answer per row

ACROSS THE TOP

1. Strongly disagree
2. Tend to disagree
3. Neither agree nor disagree
4. Tend to agree
5. Strongly agree
6. Don't know

DOWN THE SIDE

1. I think more about how much I drink nowadays than I used to (A)
2. I've seen quite a bit recently about the dangers of drinking too much (B)
3. It is not as acceptable these days to get drunk as it used to be (C)
4. I would like more information on how I could keep an eye on the amount of alcohol I drink (D)
5. Drinking gives me the confidence I need to meet people and make friends (E)
6. I often wake up feeling embarrassed or worried about things I've said or done after drinking (F)
7. I tend to stop drinking before I get very drunk (G)
8. I feel ashamed of myself when I drink too much (H)
9. I sometimes feel pressure from my friends to drink more alcohol than I would like to (I)
10. I don't have to get drunk to have a good night out (J)

ASK ALL

Q28.

SINGLE CODE

Have you seen any posters or adverts recently either about the risks of drinking, or about drinking responsibly?

Please select one answer only

1. Yes
2. No
3. Can't remember / Don't know

ASK IF SAY YES AT Q28, IF NOT SKIP TO Q30

Q29.

OPEN END

Please describe what you have seen. If you have seen more than one poster or advert, please describe the two which stick in your mind the most.

Please type in your answer below

ASK ALL

Q30.

SINGLE CODE

Have you heard of the 'Why let good times go bad?' campaign?

Please select one answer only

1. Yes
2. No
3. Don't know

ASK ALL

Q33A.

SINGLE CODE

Before today, had you seen or heard of an organisation called Drinkaware?

Please select one answer only

1. Yes
2. No
3. Don't Know

ASK ALL

Q33B.

SINGLE CODE

SHOW QUESTION TEXT THEN LOGO IMAGE 'DAlogo' AND RESPONSE OPTIONS UNDERNEATH IMAGE

Have you seen this logo before today?

Please select one answer only

1. Yes
2. No
3. Can't remember / Don't know

ASK Q33C OF ALL WHO HAVE SEEN THE LOGO AT A33B (CODE 1 AT Q33B). IF NOT SKIP TO Q34

Q33C.

GRID – SP PER ROW

We would like to know what you think this logo means when you see it on alcohol advertising, cans, packaging or bottles. To what extent would you agree or disagree that each of the following statements describes what the logo means?

Please select one answer per row

ACROSS THE TOP

1. Strongly disagree
2. Tend to disagree
3. Neither agree nor disagree
4. Tend to agree
5. Strongly agree
6. Don't know

DOWN THE SIDE, ROTATE STATEMENTS It indicates that the organisation is an accredited responsible alcohol retailer

1. It is a prompt for consumers to find out further information about their drinking
2. It indicates that the organisation is a supporter of Drinkaware and committed to responsible drinking
3. It is a prompt for consumers to consume alcoholic drinks responsibly
4. It doesn't mean anything – the Government requires drinks organisations to use it

ASK ALL

Q34.

MULTICODE

SHOW FOLLOWING IMAGES ACROSS PAGE (WITH CLICK TO ENLARGE):

42569 DAStatic 6 SheetCatchingUpLowres.pdf = code 10

42569 DADigital 6 SheetEpicNight.jpg = code 11

42569 DADigital 6 SheetTellingAJoke.jpg = code 12
42569 DADigital Socialite ScreenLaughingWithYou.jpg = code 13
42569 DADigital Socialite ScreenNeverForget.jpg = code 14
CODE 8 I HAVE NOT SEEN ANY OF THESE ADVERTS IS EXCLUSIVE

Which, if any, of these adverts have you seen?

Please select all that apply

Please click on the image to enlarge it.

Show images on screen as a multicode selection and an exclusive code 'I have not seen any of these adverts' at the end

ASK ALL

Q34B.

SINGLECODE

SHOW QUESTION TEXT THEN DIGITAL IMAGE 'Artwork and digital advertising for stim.jpeg' AND RESPONSE OPTIONS UNDERNEATH IMAGE

And have you seen any of these adverts on the internet?

Please select one answer only

1. Yes - I have seen one or more of these adverts
2. No - I have not seen any of these adverts
3. Can't remember / Don't know

ASK ALL

Q34C.

SINGLECODE

SHOW QUESTION TEXT THEN MOBILE IMAGE '300x50GoodTimesAppvertisement.gif' AND RESPONSE OPTIONS UNDERNEATH IMAGE

And have you seen this advert, or one like it, on your mobile phone?

Please select one answer only

1. Yes
2. No
3. Can't remember / Don't know

ASK ALL WHO HAVE SEEN ANY ADS AT Q34 OR Q34B OR Q34C (CODE 9-14 AT Q34 OR CODE 1 AT Q34B OR CODE 1 AT Q34C), IF NOT SKIP TO Q35

Q34D.

MULTICODE

CODE 8 'I DID NOT DO ANY OF THE ABOVE' IS EXCLUSIVE

Which, if any, of the following have you done as a result of seeing the advertising?

Please select all that apply

1. I adopted one or more of the tips

2. I downloaded the free 'Good Times' mobile app
3. I visited www.goodtimes.pm
4. I visited the 'Good Times' Facebook page
5. I visited the 'Why let good times go bad?' mobile site
6. I talked to friends about the advertising
7. I visited www.drinkaware.co.uk
9. I have talked to friends about the advertising
10. I have followed '@goodtimes' on twitter
8. I did not do any of the above **(SP)**

ASK ALL

Q35.

MULTICODE

ROTATE ORDER EXCEPT NONE OF THE ABOVE

NONE OF THE ABOVE IS EXCLUSIVE

Which of the following have you seen or done in the last 3 months?

Please select all that apply

1. I have seen Drinkaware's logo on alcohol advertising
2. I have seen Drinkaware's logo on bottles and cans of drinks
3. I have visited Drinkaware's website for information
4. A health professional (e.g. doctor or GP) has spoken to me about Drinkaware
5. A friend/family member have mentioned Drinkaware to me
6. I have come across leaflets and other information from Drinkaware
8. I have read about Drinkaware in a newspaper/magazine
9. I have heard about Drinkaware on the radio
10. I have seen people discussing Drinkaware on TV
12. I have visited www.drinkaware.co.uk
17. I have visited www.goodtimesproject.co.uk
16. None of the above **(SINGLE CODE)**

ASK ALL

Q36A.

OPENEND CELL TO INPUT FULL POSTCODE (ALLOW RANGE 5 – 8 DIGITS)

I DO NOT WANT TO PROVIDE MY POSTCODE IS EXCLUSIVE

Please write in your full postcode. The only reason we are collecting this information is so that Drinkaware can analyse the results by geographical area. It will not be used to identify you in any way, or used for any other purpose. This information will not be passed on to anyone else - only Ipsos MORI and Drinkaware will have access to it.

Please type in your postcode below

99. I do not want to provide my postcode **(SINGLE CODE)**

ASK ALL THAT CODE 99 I DO NOT WANT TO PROVIDE MY POSTCODE AT Q36A, ELSE THANK AND CLOSE

Q36B.

OPENEND CELL TO INPUT FULL POSTCODE (ALLOW RANGE 1 – 8 DIGITS)

I DO NOT WANT TO PROVIDE ANY OF MY POSTCODE IS EXCLUSIVE

If you would prefer, you can provide just the first part of your postcode (e.g. SW18). If so, please add it below.

99. I do not want to provide any of my postcode (**SINGLE CODE**)

ASK QD1 – QD4 TO EXTERNAL PANEL ONLY

ASK ALL EXTERNAL PANEL

QD1.

SINGLE CODE

**Including yourself, how many people live in your household at the present time?
Be sure to count all people living in your home: yourself, your partner, your children, parents, friends and/or students.**

Please select one answer only

1. 1
2. 2
3. 3
4. 4
5. 5 or more

ASK ALL EXTERNAL PANEL (QD2 TO BE ADDED FOR INTERNAL PANEL IF REQUIRED LATER IN FIELD)

QD2.

SINGLE CODE

Which of the following best describes your employment status?

Please select one answer only

1. Employed full-time (more than 30 hours)
2. Employed part-time (less than 30 hours)
3. Self-employed
4. Unemployed but looking for a job
5. Unemployed and not looking for a job / Long-term sick or disabled / Housewife
6. Retired
7. Pupil / Student / In full time education

RECODE INTO WORKING STATUS

I. Active / Inactive

1. Active (if EMPLOY=1 or 2 or 3 or 4)
2. Inactive (if EMPLOY=5 or 6 or 7)

II. Working / Not working

1. Working (if EMPLOY=1 or 2 or 3)
2. Not working (if EMPLOY=4 or 5 or 6 or 7)

ASK ALL EXTERNAL PANEL

QD3.

SINGLE CODE

RECODE ANSWER INTO ADDITIONAL VARIABLE PRESENCEOFCHILDREN0TO17

Do you have any children aged 17 or younger in your household? Please take into consideration all children whether you are their parent/guardian or not.

Please select one answer only

1. Yes
2. No

**ASK ALL EXTERNAL PANEL
QD4.**

SINGLE CODE

RECODE ANSWER INTO ADDITIONAL VARIABLE ZCCPARENTS017ORNOT

Are you the parent or guardian of at least one child aged 17 or younger?

Please select one answer only

1. Yes
2. No

**INCLUDE THE FOLLOWING VARIABLES AT THE END OF THE DATA COMBINING
INTERNAL AND EXTERNAL PANEL DATA:**

PRESENCEOFCHILDREN0TO17

ZCCPARENTS017ORNOT

HCALSTDHOUSEHOLDSIZE

INDEMPLOY

ICALLFSWORKINGSTATUS

ICALLFSWORKINGSTATUS2

ZSCRETHNICITY4CODES

THANK AND CLOSE

B. Statistical reliability

Because a sample, rather than the entire population of 18 to 24 year olds in the UK, was interviewed the percentage results are subject to sampling tolerances. This means that we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the 'true' values). We can, however, predict the variation between the sample results and the 'true' values from a knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given.

The table below illustrates the predicted range for different sample sizes and percentage results at the '95% confidence interval' – i.e. the confidence with which we can make this prediction is 95%, that is, the chances are 95 in 100 that the 'true' value will fall within a specified range.

The tolerances that may apply in this report are given in the table below.

Overall statistical reliability²⁴			
Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	\pm	\pm	\pm
507 (all 18-24s)	3	4	4
c. 250 (i.e. males or females)	4	6	6
c. 235 (regular drinkers)	4	6	6

Source: Ipsos MORI

For example, with a sample of 507 where 30% give a particular answer, the chances are 19 in 20 that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 4 percentage points from the sample result.

²⁴ Strictly speaking the tolerances shown here apply only to random samples; but in practice good quality quota sampling has been found to be as accurate.

When results are compared between separate groups within a sample (for example, between males and females), different results may be obtained. The difference may be ‘real’, or it may occur by chance (because not everyone in the population has been interviewed). To test if the difference is a real one – i.e. if it is ‘statistically significant’, we again have to know the size of the samples, the percentage giving a certain answer and the degree of confidence chosen. If we assume the ‘95% confidence interval’, the differences between the two sample results must be greater than the values given in the table below:

Statistical reliability between sub-groups			
Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
	±	±	±
c. 265 vs. 242 (male vs. female)	5	8	9
c. 90 vs. 400 e.g. (above guideline drinker vs. low risk)	7	11	12

Source: Ipsos MORI

For example, if 10% of males aged 18-24 give a particular answer compared with 16% of females aged 18-24, both with sub-samples of around 250, the chances are 95 in 100 times that this 6 percentage point difference is significant (i.e. greater than 5 points), which could not have happened by chance.

Where differences are highlighted between sub-groups in the report they are significant.

C. Sample profile

Quotas were set during fieldwork to ensure that the profile of those who responded was as close as possible to the profile of the UK population aged 18-24 in general.

Final data were weighted to match the known population profile for region, age, gender and social grade to ensure that it matches the UK profile of 18-24 year olds. Full details of the sample profile for both waves are presented below.

Source of statistics: Gender / Region: Eurostat 2009; Social grade: NRS 2007-2008; Age: an equal spread across specific ages.

Demographic variable		November 2011		November 2012	
		Unweighted (%)	Weighted (%)	Unweighted (%)	Weighted (%)
Gender	Male	52	51	51	51
	Female	48	49	49	49
Age	18	15	14	14	?
	19	13	14	14	?
	20	15	14	14	?
	21	14	14	14	?
	22	14	14	15	?
	23	14	14	14	?
	24	15	14	15	?
Working status	Working	36	36	34	34
	Not working	57	58	66	66
	Unknown	6	6	N/A	N/A
Social Grade	A	2	2	2	2
	B	16	16	16	16
	C1	36	36	35	36
	C2	20	20	20	20
	D	20	19	20	20
	E	7	7	7	7
Region	North East	5	5	5	5
	North West	12	12	12	12
	Yorkshire and The Humber	10	10	10	10
	West Midlands	9	9	9	9
	East Midlands	8	7	8	7
	East of England	9	8	9	8
	South West	7	8	8	8
	South East	13	13	13	13
	London	12	13	11	13
	Wales	5	5	5	5
	Scotland	8	8	7	8
	Northern Ireland	3	3	3	3

D. Alcohol units used to calculate unit consumption

The table below shows the unit values attributed to each different type of drink to inform calculation of a respondent's unit intake.

DRINK	No. of units
1. Pint of lager (5%)	2.8
2. Half pint of lager (5%)	1.4
3. Can of lager (440ml 5%)	2.2
4. Bottle of lager (330ml 5%)	1.7
3. Large glass of white or red wine (250ml) 13%	3.3
4. Medium glass of white or red wine (175ml) 13%	2.3
5. Small glass of white or red wine (125ml) 13%	1.6
6. Bottle of wine 13%	9.8
8. Medium glass of Champagne (175ml) 12%	2.1
9. Single spirit and mixer (40%)	1
10. Double spirit and mixer (40%)	2
11. Pint of bitter (5%)	2.8
12. Pint of cider (5%)	2.8
13. Half pint of cider (5%)	1.4
14. Bottle of cider (275ml 5%)	1.4
15. Can of cider (440ml 5%)	2.2
14. Single shot (40%)	1
15. Double shot (40%)	2
16. Bottle of Alco-pop (275ml 5%)	1.4
17. Fortified wine (25ml 40%)	1
17. Cocktail	2

E. List of unit values and accepted responses for unit content of specific drinks

Respondents were asked to give the unit content of a number of different drink types. The table below indicates the unit content of each type of drink. As the correct unit content is often not a whole number of units, respondents were allowed to provide a whole number and/or a decimal. An answer was deemed to be a correct response if it was within +/- 0.5 of the actual unit content.

DRINK	No. of units
Pint of lager (4%)	2.3
Large glass of wine, 250ml (13%)	3.3
Medium glass of wine, 175ml (13%)	2.3
Medium glass of champagne, 175ml (13%)	2.2
Bottle of lager, 330ml (4%)	1.3
Pint of cider (5%)	2.8
Single shot of spirits, 25ml (40%)	1.0
Bottle of alcopops, 275ml (5%)	1.4

Glossary

Glossary

Measure / term	Definition / how calculated
<i>Alcohol drinker</i>	Drinks alcohol at least once a year
<i>Regular drinker</i>	Drinks alcohol at least once a week
<i>Drinking patterns/behaviour over 'typical week'</i>	Based on all who drink alcohol at least once a week. Combines the types of drinks consumed with the quantity of each to calculate weekly alcohol units consumed.
<i>Recommended daily unit guidelines</i>	The Government guidelines on maximum alcohol units to be consumed per day (men 3-4 units per day, women: 2-3 units per day)
<i>Low risk young adults</i>	Anyone drinking below recommended daily unit guideline limit (women drinking 0-14 units in a typical week and men drinking 0-21 units in a typical week), or who does not drink alcohol at all.
<i>Increasing risk drinker</i>	Women drinking 15-35 units in a typical week and men drinking 22-50 units in a typical week
<i>High risk drinker</i>	Women drinking more than 35 units in a typical week and men drinking more than 50 units in a typical week
<i>Above guideline drinker</i>	Women drinking 15+ units in a typical week and men drinking 22+ units in a typical week
<i>Binge drinker (over the previous last 7 days)</i>	Anyone drinking more than double the daily recommended units of alcohol in one session (men: more than 8 units of alcohol; women: more than 6 units of alcohol). Recorded from Q6 i.e. drinking over the 7 days prior to completing the survey.
<i>Binge drinker (during last night out)</i>	Anyone drinking more than double the daily recommended units of alcohol in one session (men: more than 8 units of alcohol; women: more than 6 units of alcohol). Recorded from Q7 i.e. drinking over the 7 days prior to completing the survey.
<i>Pre-loading</i>	Anyone drinking alcohol at home (their home or someone else's), on their last night out, before they go out to drink in a bar/pub/club/restaurant. Recorded at Q7.
Measure / term	Definition / how calculated
<i>'Poster recognisers'</i>	People who recall the Drinkaware young adult 'Why let the good times go bad?' campaign materials at Q34.
<i>'Wider comms recognisers'</i>	People who have seen/heard more general Drinkaware campaign materials or information (includes 'Poster recognisers') – the full definition is presented in section 6.