

**Ipsos MORI**  
Social Research Institute



# **Research into drinking attitudes & behaviour among young people aged 10-17 and their parents**

Report prepared for Drinkaware

May 2013

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# **Summary: key findings and metrics**

# Summary: key findings

## The wider context

The prevalence of drinking among both adults and young people has fallen over recent years. The Office for National Statistics Lifestyle research has found a long-term downward trend in prevalence of adult's drinking alcohol between 1998 and 2009 (although figures have stabilised between 2010 and 2011) and fewer people exceeded the recommended unit guideline in 2011 than in 2005<sup>1</sup>.

A similar pattern exists when we look at young people's drinking behaviour. As shown by NatCen's Survey of Smoking, Drinking and Drug Use among Young People in England<sup>2</sup>, between 2001 and 2009 there has been an overall downward trend in the proportion of young people aged 11-15 who had ever had an alcoholic drink, down from 61% to 45%. However, this decline has stabilised since 2010, with the proportions that have drunk remaining broadly consistent for both genders.

As well as the proportion of young people who have ever had an alcoholic drink, the proportion of young people who say they have drunk alcohol in the last week has fallen (from 26% in 2001 to 12% in 2011) as has the proportion of young people who say that they drink alcohol at least once a week (from 20% in 2001 to 7% in 2011). Again, these figures have stabilised since 2010.

More than one in five (22%) young people aged 11 to 15 who had drunk in the last week drank 15 units or more. This equates to around 3% of the population and, if scaled up to the national population, and taking into account confidence intervals, this would represent between around 70,000 and 120,000 11-15 year olds<sup>3</sup>. Boys were more likely to report drinking at this level (25% of boys, compared with 18% of girls). This level of unit intake was more prevalent among older pupils (25% of 15 years olds compared to 12% of 11 to 13 year olds). The research found that drinking alcohol in the last week is associated with other risky behaviours such as smoking, drug taking and truancy.

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<sup>1</sup> <http://www.ons.gov.uk/ons/rel/ghs/general-lifestyle-survey/2011/rpt-chapter-2.html>

<sup>2</sup> <http://www.natcen.ac.uk/media/975589/sddfll.pdf>

<sup>3</sup> This is based on there being around 3.6 million young people aged 11-15 in the UK (ONS 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 survey 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. 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.

Alcohol consumption remains a major social and public health issue affecting many families. It has been estimated that around 3.4 million young people live with at least one parent who binge drinks. The National Psychiatric Morbidity Survey found that 22% of young people (2.6 million) lived with a parent who drinks above recommended guidelines and 6% (705,000) with a dependent drinker.<sup>4</sup>

Alcohol consumption can cause many problems in families. Young people who said that a parent misused alcohol were over three times more likely to ring ChildLine about physical abuse than the average child ringing ChildLine.<sup>5</sup> Alcohol has been found to be a factor in 22% of Serious Case Reviews.<sup>6</sup>

Alcohol is a known risk factor in domestic violence. In a study of offenders in domestic violence cases, alcohol had been consumed prior to the offence in 73% of the cases and almost half the sample (48%) were found to be alcohol dependent.<sup>7</sup>

Children of parents who misuse alcohol can develop their own problems with alcohol. In a study of young offending cases where the young person was also misusing alcohol, 78% had a history of parental alcohol abuse or domestic abuse within the family.<sup>8</sup>

Parenting has been shown to be a key influence in shaping young people's relationships with alcohol. Demos' analysis of the Birth Cohort Study and the Avon Longitudinal Study of Parents and Children datasets found evidence suggesting that high levels of parent-child affection between the ages of 0 and 5 years old, and strict discipline at the age of 16, may reduce the likelihood that a child will drink excessively in adolescence and adulthood. This suggests that 'tough love' (also known as 'authoritative') parenting, combining discipline and affection, can lead to more responsible drinking among young people.<sup>9</sup>

Drinking alcohol at a young age puts young people at risk. In the short term this includes poor educational performance, risky sexual behaviour and teenage pregnancy, crime and disorder and a range of physical and psychological harms. Longer term this presents itself in

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<sup>4</sup> Manning, V., Best, D.W., Faulkner, N., Titherington, E. (2009) New estimates of the number of children living with substance misusing parents: results from UK national household surveys. BMC Public Health 9:p 377

<sup>5</sup> NSPCC, ChildLine Case Notes: A series of reports on issues facing children today - Children talking to ChildLine about parental alcohol and drug misuse. National Society for the Prevention of Cruelty to Children (2010)

<sup>6</sup> Brandon, M., Bailey, S. and Belderson, P., 2010. Building on the learning from serious case reviews: A two-year analysis of child protection database notifications 2007-2009 London: Department for Education.

<sup>7</sup> Domestic violence offenders: characteristics and offending related needs: Gilchrist, E; Johnson, R; Takriti, R; Weston, S; Beech, A; Kebbell, M – Findings 217 (2003). London: Home Office

<sup>8</sup> Care Quality Commission, HMI Probation, Healthcare Inspectorate Wales and Estyn (2010). Message in a bottle: A joint inspection of youth alcohol misuse and offending. London, Care Quality Commission

<sup>9</sup> Bartlett J, Grist M and Hahn B, Under the Influence, London:Demos, 2012

an established relationship of harmful drinking - evidence shows the earlier young people start drinking the more likely they are to become alcohol dependent in later life<sup>10</sup>.

For young people (aged 8-17), evidence shows that recent drinking behaviours have shifted to more harmful patterns including underage drinking and an earlier initiation into alcohol consumption.

By interviewing parents and young people from the same household, this research is able to explore how young people's and parents' attitudes and behaviour interrelate. It therefore gives us a deeper understanding of the interplay between parents' and young people's relationship with alcohol.

## Parents' and young people's drinking behaviour

Most parents drink regularly and a significant proportion drink above the Government's recommended guidelines<sup>11</sup>. Six in ten (61%) are regular drinkers, and over one in three regular drinkers (49%) are drinking above guidelines in a typical week. This equates to 30% of all parents who drink above guideline levels. Parents who are above guideline drinkers are more likely to be male and AB social class.

Almost half (42%) of above guideline drinkers mistakenly believe their drinking falls within the safe limits. This raises a concern over some parents' ability to model responsible drinking behaviour to their children, as they are not only drinking above safe limits, but they are also not aware (or perhaps do not want to admit) that this is the case.

Parents who drink above the unit guidelines are less aware of some of the risks of young people drinking alcohol, more likely to think it is acceptable for young people to have their first drink under the age of 16 and are more likely to actually have allowed their child to have had an alcoholic drink. They appear to be more willing to normalise drinking under 16, and to be more permissive about it. Children of parents who drink above the unit guidelines are more likely to think it is acceptable to try alcohol and are more likely to drink weekly than children of parents who are low risk.

Almost half of young people aged 10-17 (46%) report that they have consumed a whole alcoholic drink and 11% report drinking at least weekly, similar to the figures found in NatCen's research among 11-15 year olds. If scaled up to the national population, and taking

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<sup>10</sup> Age at onset of alcohol use and DSM-IV alcohol abuse and dependence: A 12-year follow-up (Bridget F. Granta,\*, Frederick S. Stinson, Thomas C. Harfordb)

<sup>11</sup> In the remainder of this report we refer to these parents as 'parents who drink above the unit guidelines'.

into account confidence intervals, this would represent between 2.5 and 2.9 million young people who have consumed a whole alcoholic drink and between 510,000 and 765,000 young people who drink at least weekly<sup>12</sup>. Prevalence of drinking varies greatly by age: one in seven 10-11 year olds (14%), two in five 12-14 year olds (39%) and three in four 15-17 year olds (75%) say they have consumed a whole alcoholic drink. 16 is a key turning point – by this age four fifths of young people have had an alcoholic drink.

This research shows that the ages 15-16 represent a tipping point in young people's relationship with alcohol. At age 15, young people's views start to diverge from their younger peers and they become more receptive towards drinking than they have previously been. At around the age of 16, these favourable opinions begin to translate into changes in behaviour and the incidence and frequency of drinking alcohol and drunkenness increases.

There is a link between parents' and young peoples' drinking behaviour. One in seven children of parents who drink above the unit guidelines say that they drink at least once a week (15%), compared to 9% of children of low risk parents, and 2% of young people whose parents drink less than weekly.

The links between peer drinking are stronger still. Those who say that all or most of their friends drink alcohol are more likely than average to say that they have drunk alcohol (93% compared to 46%), drink at least weekly (24% compared to 11%), and that they had three or more drinks on the last occasion they drank alcohol (32% compared to 20%). Again, age is a key determinant here.

## Parents' attitudes towards young people and alcohol

Most parents acknowledge the role they have to play in highlighting to their children the risks involved in drinking alcohol, with high levels of agreement with the importance of discussing the risks associated with alcohol before young people become exposed to it and being proactive about bringing up alcohol. Parents who drink above the unit guidelines are just as likely to hold these views. However, there are suggestions that parents who drink above the

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<sup>12</sup> This is based on there being 5.8 million young people aged 10-17 living in the UK (based on ONS 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.

unit guidelines may be less well-equipped to discuss alcohol with their children because they are less aware of some of the risks of drinking too much alcohol at a young age.

There are high levels of awareness around the potential effects of drinking too much alcohol at a young age, with only 3% of parents thinking that none of the effects asked about could arise. With the exception of 'the early onset of liver disease' (selected by 85% of parents), the effects chosen most often are social, particularly trouble with the police (84%), doing less well at school (81%), and violence (79%). Negative impacts related to sex (e.g. the risk of having unprotected sex) were also well recognised. This suggests that highlighting the potential social impact of drinking is likely to be an effective way to engage parents.

The research shows that many parents do not feel particularly well-informed about the risks of alcohol. Only one in eight parents (16%) feel 'very well' informed about the risks to young people of drinking alcohol, while half (53%) feel 'fairly well' informed. Parents of younger children and parents who have not yet had a conversation with their child about alcohol are less likely to feel informed. This illustrates that lack of knowledge can act as a barrier to proactive parenting.

Receptivity among parents to new facts and information on the best ways to talk to young people about alcohol is relatively low (only 28% would be interested in receiving more). It is encouraging to note that parents who do not feel informed are more likely to want this information. However, this does mean that one in five (20%) of parents who feel uninformed are not interested in this sort of information. This may be linked to their own problematic relationship with alcohol or could be due to a general dislike of information which purports to help them communicate with their children better. Either way, this suggests that there are groups of parents who it will be harder to reach.

Turning to the specific issue of the age at which parents think their child should have their first drink, only a third (35%) of parents agree that it is okay to allow their child to drink some alcohol before the age of 16, rising to 42% among parents who drink above the unit guidelines.

It is worrying that the proportion of parents who think it is inevitable that most young people will drink alcohol before the age of 16 is much higher, standing at just under two thirds (63%). Parents own relationship with alcohol is also a factor, as parents who are high risk drinkers are significantly more likely to believe this, as are parents who think it is acceptable for young people to have their first alcoholic drink before the age of 16. This suggests that, for some

parents at least, their fatalism about the prospect of their child drinking before the age of 16 is linked to their own drinking behaviour.

The sense of resignation some parents feel about their children's drinking is also illustrated by the fact that half (50%) agree that if parents prevent their children from drinking alcohol they will only want it more.

Although less than one in ten parents (8%) think that the youngest acceptable age for a young person to have their first alcoholic drink is 12 or younger; the proportion who think that it is acceptable, or even advisable, for young people to have a taste of alcohol when they are 12 or younger is much higher. This reflects what is known as the 'continental' approach to alcohol, where parents introduce their children to alcohol in moderation at a young age on the premise that an occasional (supervised) drink helps demystify alcohol, and reduces the chance of irresponsible drinking later on. One in five parents (22%) agreed that 'letting children younger than 12 years of age have a taste of alcohol is a safe way to introduce them to alcohol.'

This implies that parents differentiate between consuming a whole drink and just having a sip but, in practice, young people whose parents are permissive of a young person trying alcohol are more likely to consume a whole alcoholic drink at a younger age. Parents who reported that their child had their first alcoholic drink aged 12 or younger were much more likely to agree that letting young people under 12 taste alcohol is a safe way to introduce them to it (59% versus 22% overall).

Indeed parents' views on the age at which it is acceptable for their children to have their first alcoholic drink have an impact on their children's relationship with alcohol. Children of parents who believe it is acceptable for young people to drink under the age of 12 are more likely to be younger when they have their first drink and to think that it is acceptable to try alcohol. This suggests that tackling beliefs around the age at which it is acceptable for young people to drink alcohol is key.

## Parents and young people's conversations about drinking

Meaningful conversations about alcohol between parents and their children can raise young people's awareness of the harms of drinking. One of Drinkaware's key objectives is to reduce the age at which these conversations first take place so that parents have discussed alcohol with their children before they start secondary school at the age of 11.

Most parents (or their partner/spouse) have spoken to their child about the risks of alcohol (77%) and the proportion of young people who say they have had these conversations is the same.

Age is the most important predictor of whether or not parents and young people report having discussed alcohol. While one in three (33%) parents say they had the first conversation before the age of 11, a considerable proportion are still delaying broaching this subject until at least secondary school age.

Parents' drinking behaviour does not influence the likelihood of these conversations happening but young people who are drinking fortnightly or heavily the last time they drank alcohol are more likely to report having talked with their parents. It may be the case that it is the child's drinking behaviour which is triggering the conversations.

Just over half (54%) of young people who had discussed alcohol with their parents report that their conversations had covered the possible effects on their health of drinking alcohol. The same proportion (54%) said that they had talked about the short-term effects of drinking alcohol, such as feeling unwell and dizziness.

The types of conversations that parents have with their children – or at least the conversations that the young who took part in our research recall – change as young people get older. The focus shifts from avoiding alcohol to managing it responsibly. Young people aged 15-17 are more likely than average to have discussed how much is a sensible amount to drink, how to avoid getting pressurised into drinking too much and how to know when to stop drinking. This reflects the reality that this age group are much more likely to have started drinking alcohol.

Young people whose parents think it is acceptable for a young person to consume their first drink aged 0-12 years of age are also more likely to have discussed strategies to minimise the harm of alcohol (e.g. how much is a sensible amount to drink and ways to stay safe while drinking). In contrast, parents who think that the youngest acceptable age for a young person to have their first drink is 18 years or over are more likely than average to discuss the downsides of drinking alcohol, for instance getting in trouble with the police.

Two key dimensions therefore appear to shape the nature of the conversations parents have with their children – the age of the child as well as the parent's beliefs about the age at which it is appropriate for young people to drink alcohol.

## Young people's attitudes towards drinking

Young people aged 10-17 have a good awareness of the risks posed by alcohol, and those whose parents drink above the guidelines are just as likely to be able to name health and social risks as children of parents who are low risk.

Nine in ten (88%) are able to identify at least one risk when prompted with a list of possible social problems from drinking. Getting in trouble with the police (70%), accident or injury (64%), and involvement in violence (57%) are the three most commonly recognised risks. Young people are much less likely than their parents to mention negative impacts related to sex, possibly because they are both less aware of, and concerned about, risks linked to sexual behaviour when under the influence of alcohol.

Young people's awareness of the potential health effects of drinking is lower than it is for the social effects. One in five (20%) could not pick any health effect from a prompted list. Liver damage was by far the most frequently chosen health effect (72%). As with parents, this suggests that highlighting the potential social risks involved with drinking alcohol may be a more fruitful approach for young people.

Young people's attitudes towards the acceptability of drinking are very much shaped by the degree and scale of the drinking involved. The majority (60%) think it is acceptable for someone their age to try alcohol, but far fewer think that it is acceptable for someone their age to get drunk (10%), or to drink (18%) or get drunk (3%) on a regular basis.

Age is a key predictor of attitudes and behaviour. The proportions of young people who say it is ok to try alcohol, and it is normal to drink, increase greatly with age. As discussed above, the age of 15 is a tipping point.

There is also a clear link between young people's attitudes towards the acceptability of trying alcohol and the age at which their parents think it is appropriate for young people to drink. Young people whose parents think that the youngest acceptable age for a drink is 18 or over (36%) are much less likely to say it is okay to try alcohol to see what it is like than young people whose parents think the youngest age for an acceptable drink is 0-12 years (86%). Children of parents who drink above the unit guidelines are also more likely to agree than the children of low risk parents.

Most young people do not see drinking as the norm, with only one in five (22%) thinking it is 'normal' for someone their age to drink. However for all ages, a higher proportion has tried an

alcoholic drink than the proportion that agrees it is 'normal' for someone their age to drink. While drinking alcohol may not be considered a 'normal' behaviour for their particular age group, this does not necessarily mean that young people do not engage in it.

Looking at parental attitudes, young people whose parents think that it is acceptable for a young person to have their first drink aged 12 or under are no more likely to agree that drinking is normal. However, young people whose parents believe the youngest acceptable age to drink is 18 or older are more likely to *disagree* (65%) that it is acceptable for them to drink than the average. This suggests that young people whose parents have the strictest outlook on acceptability of drinking can be influenced by their parent's stance. This supports Demos' finding that 'tough love' (also known as 'authoritative') parenting, combining discipline and affection, can lead to more responsible drinking among young people.

The influence of peers is more apparent in normalising drinking. Young people who say that all or most of their friends drink alcohol are more likely to agree that it is normal for someone their age to drink (60% compared to 22%).

Social networks can play a part in normalising drinking by exposing young people to behaviour among their peer group that they might otherwise have remained unaware of. By the time young people are 11 years old, almost two in five (37%) use social networking sites. This rises to nine in ten (95%) of those aged 16. Two in five young people who use social networks (39%) have, by doing so, been exposed to pictures of their friends under the influence of alcohol. The figure is even higher among those aged 15-17 (54%). By the time they reach 16, seeing images of drunkenness among their peers on social networking sites is the norm among young people; six in ten 16 (57%) and 17 year olds (59%) have been exposed to these images.

## The age of first drink and drinking with parents

Advice published by the Chief Medical Officer for England in 2009 states that an alcohol-free childhood is the healthiest and best option and that, if young people are to drink alcohol, it should not be until at least 15 years of age. Drinkaware's two long-term aspirations are to see an increase in the age of young people's first supervised and unsupervised drinks to age 15 and a decrease in the proportion of parents giving alcohol to their under-16s, or allowing them to drink.

The research shows that a significant proportion of young people are having their first drink before the age of 16. The average age at which parents allowed their child to first drink with

them was just under 14 years of age (13.82). At a population level, (i.e. based on all parents, not just those parents who have had a drink with their child) this equates to around 23% of all parents allowing their child to drink alcohol before the age of 16.

As already discussed above, the age of first drink is important. Young people who start drinking earlier are also more likely to get drunk earlier; one in three of those who had their first drink aged 0-12 years (29%) also got drunk by the age of 12. Eight in ten (81%) of those who had their first drink aged 0-12 years had been drunk before they turned 16. In contrast, of those who did not have their first drink until they were 13-15 years, one in five (21%) had been drunk before they turned 16.

The mean age at which young people report having had their first supervised drink (i.e. with an adult present) is 13.09 years. By contrast, the mean age at which young people report having had their first unsupervised drink is 14.90 – well over a year older. Although there is no difference in average age of first drink depending on their parents' drinking levels, there is a difference depending on parents' views on acceptability of young people drinking. The implication overall is that it is parental attitudes towards their children's drinking rather than parents' own drinking behaviour which is a more important factor influencing the age of the first drink.

However, parent's drinking behaviour is still important as it is likely to have an impact on their children's views of what is the social 'norm' in terms of drinking behaviour. Parents are often a young person's first gateway to alcohol. A third (34%) of parents have allowed their child to have a drink with them and, where this has happened, the child was under 16 in two thirds (67%) of cases. Parents who drink above the unit guidelines are more likely to have allowed their child to have had an alcoholic drink with them than low risk parents. Parents are also a source of alcohol, with just under half (44%) of young people who have consumed alcohol saying that the last time they drank, their parents gave it to them.

Children of parents who drink above the unit guidelines are no more likely to have been encouraged to drink alcohol by their family members than children of low risk parents. However, they are more likely to have been encouraged to drink alcohol by anyone (40% vs. 27% of young people with low risk parents). This suggests that these young people live in an environment where drinking alcohol is the norm more generally.

Although parents do not actively encourage their children to drink, they enable them to have alcohol, and often before the age of 16. Parents are often present when their child drinks alcohol and are a source of the alcohol that they drink. This highlights the important influence

parents have over the drinking behaviour of their children. While this is less pronounced in older age groups, with 15-17 year olds more likely to get alcohol from, and drink alcohol with, friends, it is still relatively common across all ages, and is consistent across social grades.

## Implications

Most parents acknowledge the role they have to play in making their children aware of the risks associated with alcohol. However, the research highlights a number of barriers to parents acting as effective role models:

- Parents' own drinking behaviour. As we have seen, children of parents who drink above the unit guidelines are more likely to drink weekly and to think it is acceptable to try alcohol. One of the challenges here is that a significant proportion of these parents do not recognise that they drink beyond safe guidelines.
- Parents' views on the age at which it is acceptable for young people to have their first drink (and only 10% are aware of the Chief Medical Officer's guidelines). As would be expected, the children of parents who think it is acceptable for them to drink at a younger age do indeed have their first alcoholic drink earlier than average. So-called 'continental' views about introducing young people to alcohol need to be tackled if the average age of the first drink is to be increased.
- Parents' knowledge about the potential risks of drinking alcohol at a young age. While parents are aware of the risks when prompted, many do not feel particularly well informed overall about the risks involved with young people drinking and parents who feel less well informed are less likely to have discussed alcohol with their children. Parents of younger children feel less well informed about the risks and this may inhibit conversations happening at an earlier age.
- The role of peers, who become more important as young people get older.
- Linked to this, many parents' fatalism about the inevitability of young people drinking before the age of 16. While peers are clearly important, parents are also a key influence and often young people's first gateway to alcohol.

The research shows that attitudes and behaviours around alcohol change as young people get older, with ages 15 and 16 being the key tipping points. This suggests that different strategies are required for different age groups in encouraging responsible attitudes towards alcohol. The same is true from the parents' perspective and, in particular, parents of younger children need to feel more equipped to discuss the risks of drinking with their children.

## Key metrics

### PARENTS MEASURES

	All	All drink at least once a year	All drink at least once a week	All low risk parents	All parents who drink above the unit guidelines
<b>AWARENESS ROLE MODEL</b>					
% agree It is important that parents talk to their child about the risks associated with alcohol, well before they become exposed to it	82	81	80	82	81
% agree It is important that I proactively bring up alcohol with my child, not wait for something to happen	70	71	71	69	72
<b>AWARENESS HARMFUL EFFECTS</b>					
% agree there are many things they don't know about effects of alcohol on children	35	35	34	36	33
% mention at least one (prompted) harmful effect	97	97	98	97	99
% say they are very/fairly well informed of risks to children	69	70	70	69	69
<b>RECEPTIVE NEW INFO</b>					
I would like more information on the best way to talk to my child about the risks of alcohol and sensible drinking	28	28	30	28	28

	All	All drink at least once a year	All drink at least once a week	All low risk	All parents who drink above the unit guidelines
<b>INFLUENCE</b>					
% think that parent's drinking behaviour has most influence	55	54	54	54	55
<b>SOCIAL NORMS</b>					
% say is acceptable for child to drink alcohol before age 16	34	36	39	32	41
% agree is ok to allow child under 16 to drink	35	38	40	32	42
% agree it is inevitable that most children will drink alcohol before the age of 16	63	64	63	62	64
<b>POSITIVE ROLE MODEL</b>					
% who say they drink within the daily guidelines	75	75	68	91	42
<b>CONVERSATIONS</b>					
% having conversation	77	78	76	77	79
% having conversation before age of 11	33	32	31	34	32

	All	All drink at least once a year	All drink at least once a week	All low risk	All drink over unit guideline
Age of first supervised drink amongst children who had drunk with parents	13.82	13.80	13.72	13.87	13.74
% of parents allowing their child to drink before age of 16 (base: all parents)	23	24	24	20	28

## YOUNG PEOPLE'S MEASURES

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
<b>AWARENESS HARMFUL EFFECTS</b>			
% mention at least one (prompted) harmful social effect	88	87	89
% mention at least one (prompted) harmful health effect	80	80	79

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
<b>SOCIAL NORMS</b>			
Drinking gives me the confidence I need to meet people and make friends	11	9	14
Seeing young people my age getting drunk isn't very cool	74	70	76
% think it's ok to try drinking alcohol to see what it's like	60	57	67
% think it's ok to try getting drunk to see what it's like	10	11	9
% think it's ok to drink alcohol once a week	18	17	20
% think it's ok to get drunk once a week	3	4	4
% agree it is normal for someone my age to drink	22	22	22
% all/most friends drink alcohol	19	20	19
% felt encouraged to drink	31	27	40
<b>CONVERSATIONS</b>			
% having conversations	80	79	82

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
Average age of first unsupervised drink amongst those who report having had a drink	14.90	15.06	14.73
Average age of first supervised drink amongst those who report having had a drink	13.09	13.23	13.33

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
% had an alcoholic drink	46	45	51
% who drink weekly/monthly? (base: all who have drunk alcohol)	Weekly 11 Monthly 29	Weekly 9 Monthly 28	Weekly 15 Monthly 35

# **Background and research objectives**

# 1. Background

## 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 Key Performance Indicators (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 with adults of social grade ABC1. Interim waves of research were conducted in February and June 2012 before a second annual survey was conducted in November 2012. This annual survey in 2012 was with a broader section of the population, including all social

grades. Because of differences in the profile of the 2011 and 2012 survey samples, this report therefore presents the findings from the online survey conducted in November 2012 as a new baseline. However, it also aims to assess the extent to which progress has been made on these KPIs within just ABC1 adults. A summary at the end of each chapter summarises how findings for ABC1s compare to 2011.

Due to the change in methodology, survey questions and target audiences, it is not possible to make reliable comparisons to the findings from previous, non-online, KPI research. This research will therefore act as a new baseline to help inform Drinkaware's progress. Subsequent waves will build trends and assess the extent to which progress has been made on these KPIs.

### **1.3 Drinkaware's target audience**

Drinkaware have clear aspirations in terms of target audience and what they are 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.

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 child population aged 10-17 years of age and their parents. Separate reports have been produced for each of the other two target audiences.

### **1.4 The challenge that Drinkaware faces**

For young people, Drinkaware hypothesises that recent drinking behaviours have shifted to more harmful patterns including underage drinking and an earlier initiation into alcohol consumption. Furthermore Drinkaware is also concerned that many parents may be sanctioning the use of alcohol by young people at home in the hope that it encourages a more 'grown up' attitude to drinking and controlling consumption. There is also concern that few parents are aware of the impact of alcohol on a child's development.

### 1.4.1 Drinkaware's aspirations and objectives

Evidence suggests that an increase in the age of first alcoholic drink will reduce the longer term propensity to drink over the daily recommended limits. Therefore one of Drinkaware's overarching behaviour change goals for young people aged 10 to 17 years old is to delay the age of first alcoholic drink. Specifically, the long-term goals are to observe an:

- 1. Increase in the age of supervised and unsupervised first drink to 15 years;**
- 2. Decrease the percentage of parents giving alcohol to young people under the age of 16**

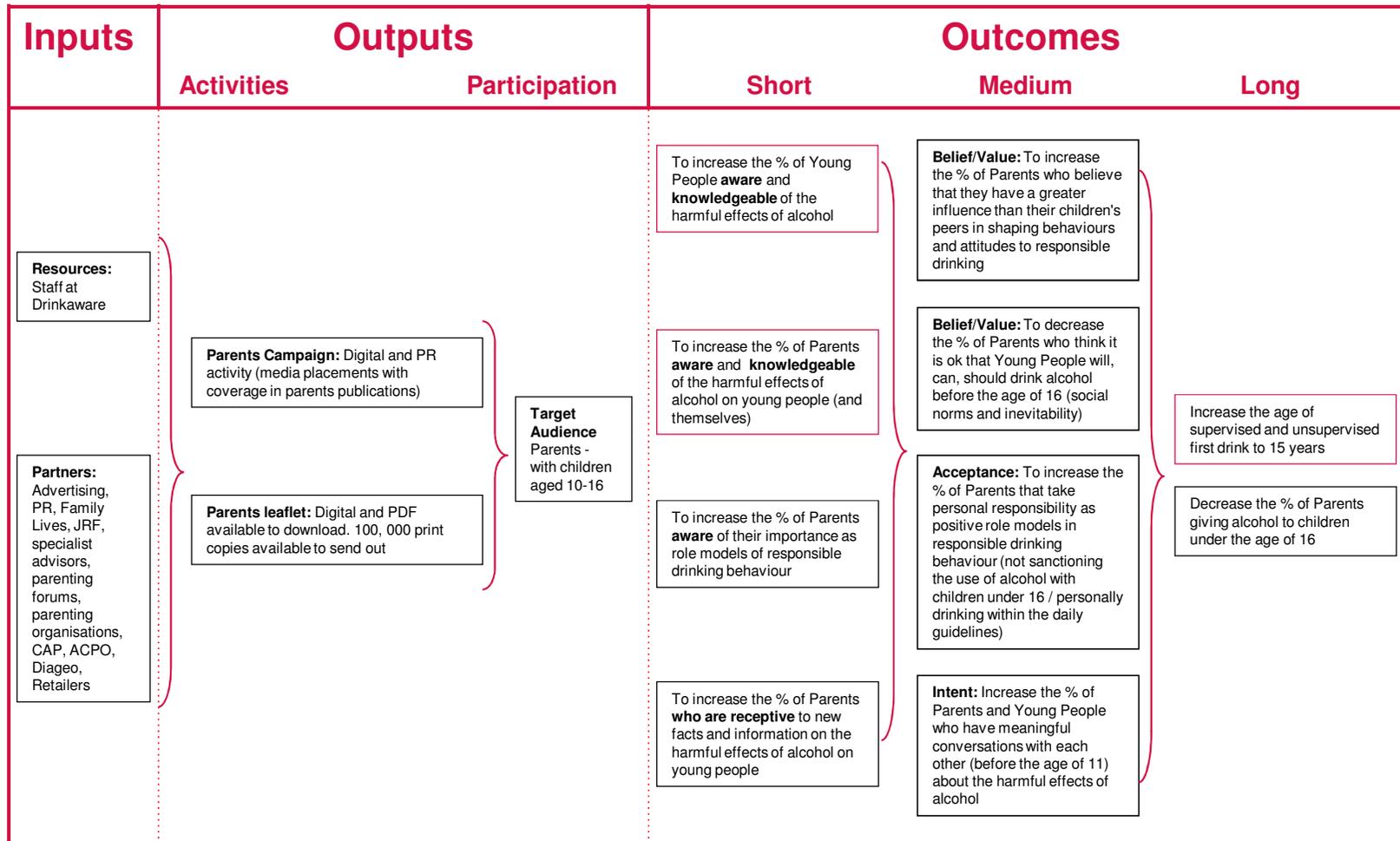
As these factors are likely to be slow moving cultural changes, Drinkaware has developed shorter-term outcomes to measure more interim changes in attitudes, awareness or behaviour, as already outlined. These outcomes will provide a better understanding of where Drinkaware's target audiences are on the behavioural journey towards the overall objectives of reducing under-age drinking.

To achieve these longer term goals, Drinkaware aim to raise awareness amongst young people of the harmful effects of alcohol (both directly and through their parents), and encouraging parents to be positive role models for their children in terms of their own attitude and behaviours around alcohol.

Drinkaware aims are to trigger meaningful conversations with young people and their parents at an earlier age, by raising awareness of the harms of drinking (risks and vulnerability of young people who drink) and support parents by giving them the tools and information so they can have meaningful on-going conversations with their children about alcohol.

Drinkaware have produced a logic model to link the long-term objectives to shorter-term targets. The logic model for 10-17 year olds and their parents is presented overleaf.

# Young People and Parents Target Audience: 2012 Campaign Activities **drinkaware**



This work was carried out in accordance with the requirements of the international quality standard for Market Research, ISO 20252:2006.

## 1.4.2 Delivering these objectives

Drinkaware aims to engage parents of young people aged 10-17 through a digital and PR parent campaign. In this report we look at the connections between the campaign and Drinkaware's objectives and shorter-term aims.

In October 2011 Drinkaware launched 'Your Kids and Alcohol'; a new campaign which was tasked at encouraging parents to talk to their children about alcohol. Aimed at delaying a child's first alcoholic drink, the campaign highlighted the importance of talking to preteens (9-12 years old) about alcohol and provided parents with the tools so that they could have meaningful conversations with their children about alcohol.

A digital advertising campaign targeting ABC1 mothers across key parenting and lifestyle sites was tasked at driving awareness and traffic to Drinkaware's parent's website. It featured young people peeping out from behind an alcoholic drink and drew parents' attention to issues by raising questions they might not have considered. This could help parents' turn what could be an awkward and difficult conversation into meaningful, constructive and ongoing discussions with their child. Digital banners then progressed to an interactive video featuring a 13-year-old girl asking if she could try a glass of wine. The viewer could then choose the parent's response and shape the conversation.

The campaign included a new interactive parents section on the Drinkaware website: [www.drinkaware.co.uk/parents](http://www.drinkaware.co.uk/parents) covering topics such as why talk; facts about alcohol; law and medical guidance; what to say and when – age appropriate tips and advice; information on influence of parental drinking. A new parents' leaflet was also made available. In addition Drinkaware held a roundtable event with influential parenting bloggers and event speakers to launch the campaign. Bloggers were encouraged to tweet throughout the event and share Drinkaware advice with followers – who could join in the discussion by searching #kidsandalcohol on Twitter.

The campaign continued into 2012 and in addition to the digital advertising support, a new partnership of parenting experts was established. A team of mums (Mumtank) with expertise ranging from health, child psychology and education were brought together by Drinkaware to provide parents with practical, peer to peer advice on how to tackle difficult issues around kids and alcohol.

### 1.4.3 The drinking landscape of young people

Before exploring the current picture of young people’s drinking behaviour as measured in this research, it is worth considering the recent landscape of young people’s drinking patterns. As shown by NatCen’s Survey of Smoking, Drinking and Drug Use among Young People in England<sup>13</sup>, between 2001 and 2011 there has been a fall in the prevalence of young people who have ever had an alcoholic drink.

As can be seen in the table below, between 2001 to 2009 there was an overall downward trend in the proportion of young people aged 11-15 who had ever had an alcoholic drink, However, this decline has stabilised since 2010, with the proportions that have drunk remaining broadly consistent for both genders.

Ever had an alcoholic drink	Percentages										
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
<b>Total</b>	61	61	61	59	58	55	54	52	51	45	45
<b>Girls</b>	60	60	61	59	60	55	54	52	50	45	44
<b>Boys</b>	62	62	62	59	57	56	54	53	53	46	46

Source: Survey of Smoking, Drinking and Drug use among Young People, 2001 to 2011.

As well as the proportion of young people who have ever had an alcoholic drink, the proportion of young people who say they have drunk in the last week has fallen (from 26% in 2001 to 12% in 2011) as has the proportion of young people who say that they drink alcohol at least once per week (from 20% in 2001 to 7% in 2011). Again, these figures have stabilised since 2010.

This provides a useful backdrop to this research for Drinkaware which explores young people’s drinking behaviour, their attitude towards alcohol and the influences on each of these.

<sup>13</sup> <http://www.natcen.ac.uk/media/975589/sddfll.pdf>

## 1.5 Structure of this report

We structure this report around Drinkaware's KPIs – separating them into themes but relating them to the objectives that Drinkaware wishes to achieve. The report is structured to approach each of Drinkaware's KPIs in turn, and uses the survey data to assess the situation for each KPI and explore what this means for Drinkaware. This report focuses very specifically on the KPI measures that Drinkaware assesses its performance by and not all survey questions are therefore included.

The report begins by exploring the extent to which parents are aware of their influence as role models, and whether they consider themselves to be a greater influence than their children's peers on shaping behaviours and attitudes towards alcohol. This first chapter also assesses parents' and young people's awareness of the harmful effects of drinking alcohol, and considers whether parents are receptive to receiving more information on this subject.

The second KPI chapter of this report addresses the medium-term KPIs. It explores whether parents are having conversations with their children about the risks of alcohol, and at what age. It considers whether parents (and young people) feel it is acceptable for young people to drink alcohol or whether it is inevitable that they will do so. It also looks at the social and cultural norms regarding alcohol among young people.

The third KPI chapter assesses how all of these influences impact on young people and their behaviour in relation to alcohol. It concludes by addressing the age that young people have their first alcoholic drink, the extent to which parents are allowing their child to drink alcohol, and what other influences are impacting on drinking behaviour.

The final chapter of the report summarises the exposure Drinkaware's target audience have had to its campaign activity aimed at parents, and considers the relationship between exposure to Drinkaware communications and parents' attitudes towards young people and alcohol.

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

- Chapter 1: Background
- Chapter 2: Methodology
- Chapter 3: Short-term KPIs (awareness of harmful effects of alcohol, receptivity to information and awareness of responsibility as a role model);

- Chapter 4: Medium-term KPIs – (parents attitudes towards acceptance of young people drinking alcohol and whether they take personal responsibility through their own behaviour and having conversations about the risks);
- Chapter 5: Long-term KPIs (incidence of young people drinking alcohol and age of first drink); and
- Chapter 6: Exposure to Drinkaware communications. This is a summary of awareness of/exposure to Drinkaware’s campaign activity.

As well as providing a commentary on the KPIs in each chapter, they are provided, for ease of reference, in a table at the beginning of each chapter.

It is important to note that, as this is the first wave of this new KPI/insight research, it provides baseline data to measure future waves by. It is therefore inevitably relatively descriptive but provides the baseline upon which future waves will assess progress. It also refers to the trends for the ABC1 sub-group.

# Methodology

# 1. Methodology

## 2.1 Reaching Drinkaware's target audiences

As set out in its logic model, Drinkaware's approach to reaching and influencing young people is through young people directly, but also through their parents. The target audiences for this research are therefore two-fold, as follows:

- Young people aged between 10 and 17 years old, living across the UK; and
- Parents of young people aged between 10 and 17 years old, living across the UK.

Separate questionnaires were developed with one questionnaire to be completed by the parent and one to be completed by the young person (full questionnaires are provided in the appendices). The initial invite to take part in the research was sent to the parent, in order to abide by the Market Research Society Code of Conduct<sup>14</sup> which sets out the requirements of conducting research with young people. Some questions in the young people's survey were tailored to be more suitable for younger respondents; response categories using scales (e.g. regularity of drinking) were simplified for 10 and 11 year olds, and not all response codes were presented (for example, those relating to sexual health were restricted to older respondents only). Full details can be found in the questionnaire in the appendices.

Once parents completed the questionnaire, they were asked if they would provide consent for their child to complete the young people's survey. To allow for quotas to be set on age and gender of the child, a specific child in the household was asked to take part. All parents' responses were retained in the total sample, including those that did not wish for their child to complete the young people's survey.

In total, 743 parents completed the parent survey, with 541 of them allowing their child to complete the young people's survey. A top-up sample of young people were invited to take part (via their parent or guardian) to reach the total target of 750 10-17 year olds. In total, 754 10-17 year olds completed the young people's survey.

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<sup>14</sup> The full Code of Conduct can be found at <http://www.mrs.org.uk/standards/codeconduct.htm>

Quotas were set as follows:

- Parents – age and gender of parent, age and gender of child, region and social grade.
- Children – age, gender, region and social grade.

All data was weighted to reflect the known profile of the UK population. Fieldwork for this first wave took place between 31<sup>st</sup> October and 27th November 2012.

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.

## 2.2 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. For this research, only the adults are the panellist and all requests to conduct research with young people are directed to the parent or guardian.

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.

## 2.3 Panel recruitment

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 equipments 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.

## 2.4 Interpretation of the data

Throughout the report different subgroups of the target audience are referred to. For example, different groups depending on drinking behavior (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 sub-groups in the report they are statistically significant (to a 95% confidence level). Further information is included in the appendices.

# **KPI Findings**

### 3. Engagement with the risks of alcohol

#### PART 1: KEY METRICS

#### PARENTS MEASURES

	All	All drink at least once a year	All drink at least once a week	All low risk parents	All parents who drink above the unit guidelines
<b>AWARENESS ROLE MODEL</b>					
% agree It is important that parents talk to their child about the risks associated with alcohol, well before they become exposed to it	82	81	80	82	81
% agree It is important that I proactively bring up alcohol with my child, not wait for something to happen	70	71	71	69	72
<b>AWARENESS HARMFUL EFFECTS</b>					
% agree there are many things they don't know about effects of alcohol on children	35	35	34	36	33
% mention at least one (prompted) harmful effect	97	97	98	97	99
% say they are very/fairly well informed of risks to children	69	70	70	69	69
<b>RECEPTIVE NEW INFO</b>					
I would like more information on the best way to talk to my child about the risks of alcohol and sensible drinking	28	28	30	28	28

## YOUNG PEOPLE’S MEASURES

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
<b>AWARENESS HARMFUL EFFECTS</b>			
% mention at least one (prompted) harmful social effect	88	87	89
% mention at least one (prompted) harmful health effect	80	80	79

## PART 2: DISCUSSION

Raising young peoples’ awareness of the harmful effects of alcohol (both directly and through their parents) is viewed as a crucial step towards Drinkaware’s long-term aim of delaying the age of the first alcoholic drink. As such, Drinkaware’s short-term KPIs for these audiences centre on raising parents and young people’s awareness and knowledge of the harmful effects of alcohol, as well as increasing parents’ awareness of their own importance as role models of responsible drinking behaviour.

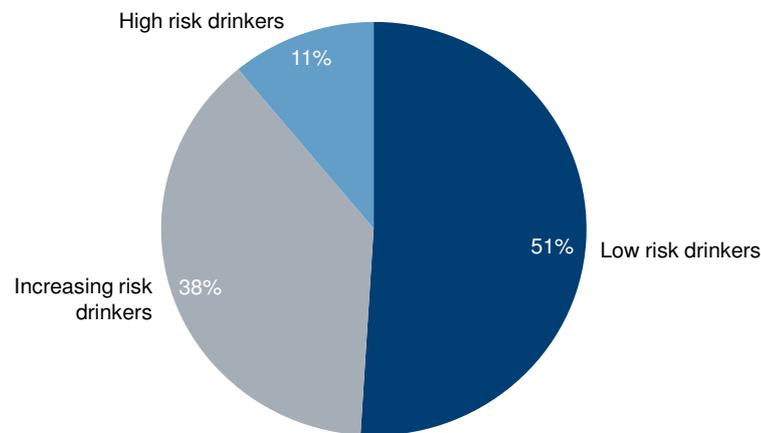
### 3.1 Parents awareness of their importance as role models

One of Drinkaware’s goals for this audience is to increase the proportion of parents who are aware of their importance as role models in relation to alcohol. In reality, however, some parents are falling short of the sort of responsible drinking behaviour that Drinkaware would hope to see emulated by young people.

Six in ten parents (61%) are regular drinkers. Based on a typical week’s unit consumption, around half of regular drinkers (49%) are drinking above the unit guidelines. This equates to 30% of all parents who drink above the unit guideline levels. One in nine (11%) parents who drink at least once a week are high risk drinkers, indicating that they are drinking at least twice the government recommended daily unit guidelines for their gender.

## Parents' unit intake in a typical week

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



Base: All parents who drink alcohol at least once a week (459)

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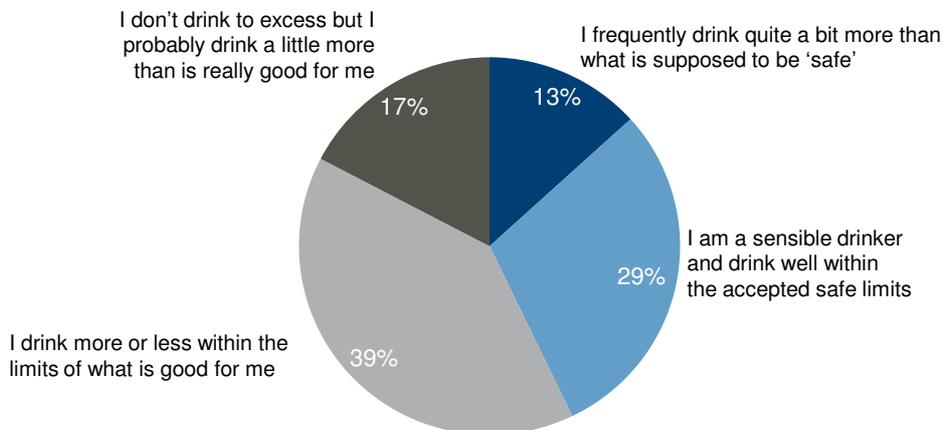
When we look at the profile of parents who drink above the unit guidelines we find they are:

- More likely to be men than women (62% versus 38%).
- More likely to be in social grades AB than social grades DE (32% versus 12%).

The ability of parents to act as a positive role model to their children can be compromised if they do not realise that their drinking behaviour is above the unit guidelines and can be harmful. As the chart below illustrates, three in four parents (75%) think that their drinking falls into the boundaries of what is considered safe. This is broadly the same as the proportion of parents whose drinking does indeed fall into the safe limits (70%).

## Above guideline parents' description of own drinking habits

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



Base: All parents who drink above the guidelines (228)

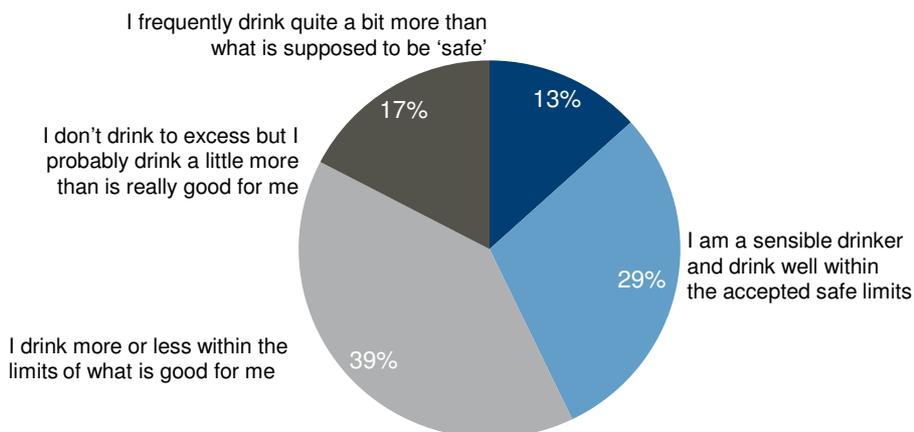
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However, closer inspection of the data reveals that the picture is not as straightforward as may first appear. As shown in the chart below, 42% of parents who drink above the unit guidelines (18% of high risk drinkers and 49% of increasing risk drinkers) mistakenly believe their drinking falls within the safe limits, whilst 9% of low risk drinkers think that they are drinking above unit guidelines.

## Above guideline parents' description of own drinking habits

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



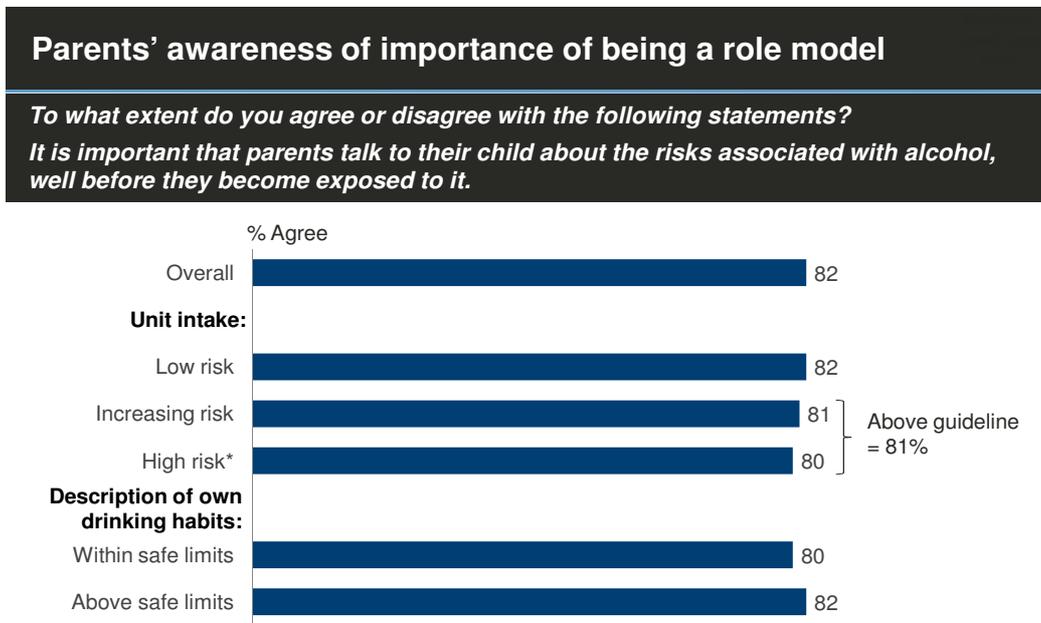
Base: All parents who drink above the guidelines (228)

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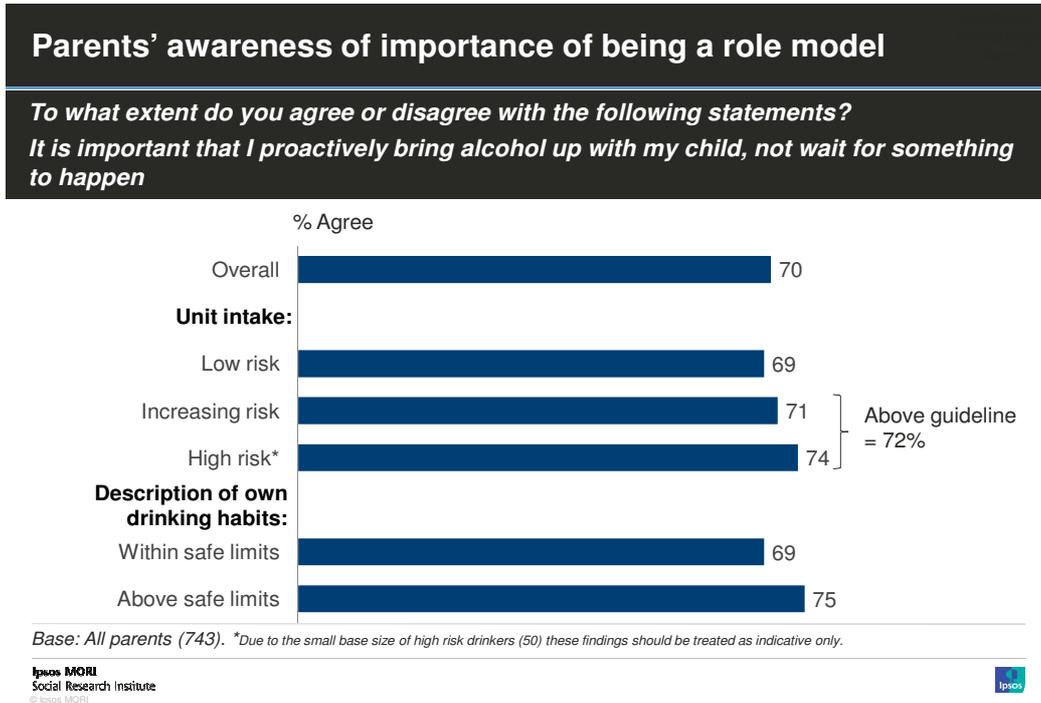


These findings raise concerns over some parents' ability to model responsible drinking behaviour to their children as they are not only drinking above safe limits, but they are also not aware (or perhaps do not want to admit) that this is the case. However when parents were asked to consider a number of statements to explore their attitudes towards acting as a positive role model to their children, we see very few attitudinal differences between those who drink within and above the guidelines. Most parents acknowledge the role they have to play in highlighting the risks involved in drinking alcohol, whatever their own relationship with alcohol might be.

The following chart shows that there are high levels (82%) of agreement with the statement that 'it is important that parents talk to their children about the risks associated with alcohol before they become exposed to it'. Parents who drink above the unit guidelines (81%) are just as likely to agree as parents who are low risk parents (82%).



Similarly, the chart below shows that agreement with the statement ‘it is important that I proactively bring up alcohol with my child, not wait for something to happen’ is no higher among low risk parents (69%) than parents who drink above the unit guidelines (72%). Although some parents may practice negative drinking behaviours, and may not even recognise that they are doing so, they nonetheless acknowledge their importance in influencing their children’s drinking behaviour.



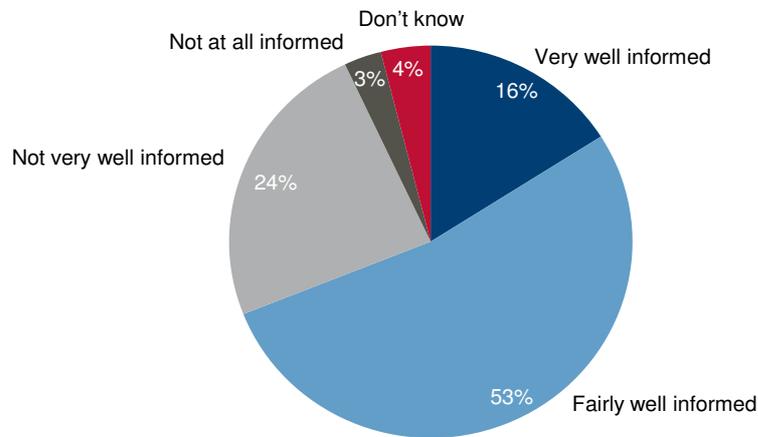
### 3.2 Parents awareness and knowledge of the harmful effects of alcohol

As well as encouraging parents to act as positive role models to their children, Drinkaware is keen to increase the proportion of parents who are aware and knowledgeable of the harmful effects of alcohol on young people. These aims work in tandem, as parents can act more effectively as role models if they are fully informed of the harm that alcohol can cause in young people. Parents are also a potentially important channel to pass this knowledge on to young people to help shape their attitudes towards and behaviour in relation to alcohol.

Parents were asked how well informed they feel about the risks to young people of drinking alcohol. As shown in the chart below, over two in three parents said that they feel ‘very well’ (16%) or ‘fairly well’ (53%) informed. However a quarter feel that they are ‘not very well’ (24%), and a further 3% ‘not at all’ informed. The extent to which parents feel informed does not vary with their drinking behaviour and does not differ by social grade.

## Awareness of risks to children of drinking alcohol

*How well informed, if at all, are you of the risks to children of drinking alcohol?*



Base: All parents (743)

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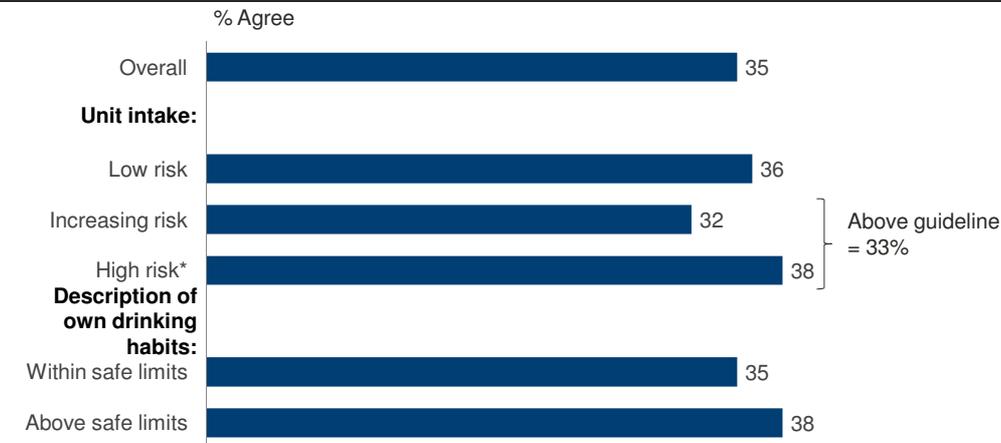


Parents of younger children are more likely to say they do not feel informed (39% of parents of 10-11 year olds, compared to 24% of 12-14 year olds and 22% of 15-17 year olds). Moreover, two in five (40%) of those who have not yet had a conversation with their child say they are not informed of the dangers, indicating that lack of knowledge can act as a barrier to these conversation taking place. Taken together, these findings emphasise the challenges involved in encouraging a greater number of parents to engage their children in conversations about the risks of alcohol before they are 11 years of age.

Supporting the finding that a significant minority feel poorly informed about the effects of alcohol on young people, a third of parents (35%) agree that 'there are many things I don't know about the effect of alcohol on children'. Again there are no significant differences between the proportions of low risk (36%) and parents who drink above the unit guidelines (33%) who agree with this statement, and there are no differences between different demographic groups.

## Parents' awareness of effects of alcohol on children

*To what extent do you agree or disagree with the following statements?  
There are many things I don't know about the effect of alcohol on children*



Base: All parents (743). \*Due to the small base size of high risk drinkers (50) these findings should be treated as indicative only

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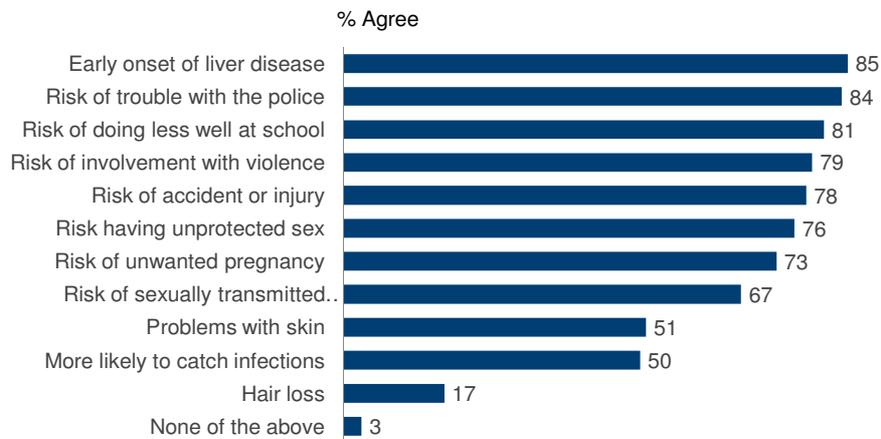


As shown by the chart below, when prompted with a list of the potential effects of drinking too much alcohol at a young age, parents' recognition is generally very high: only 3% of parents thought that none of the effects could arise. With the exception of 'the early onset of liver disease' (mentioned by 85% of parents) the effects chosen most often were social. Parents were particularly attuned to the risk that alcohol could cause young people to 'get in trouble with the police' (84%), 'do less well at school' (81%) or become 'involved in violence' (79%). This suggests the most effective way to encourage parents to engage with their children's drinking behaviour is by highlighting the social impact drinking may have on their children.

After social effects, parents were most concerned about the potential for negative impacts related to sex, for example the risk of having unprotected sex (76%), the risk of unwanted pregnancy (73%) and the risk of contracting sexually transmitted infections (67%). Relatively less serious health effects, such as problems with skin (51%), were mentioned by the fewest parents.

## Parents' awareness of effects of alcohol on children

*Which, if any, of the following do you think could affect a child as a result of drinking too much alcohol at a young age?*



Base: All parents (743)

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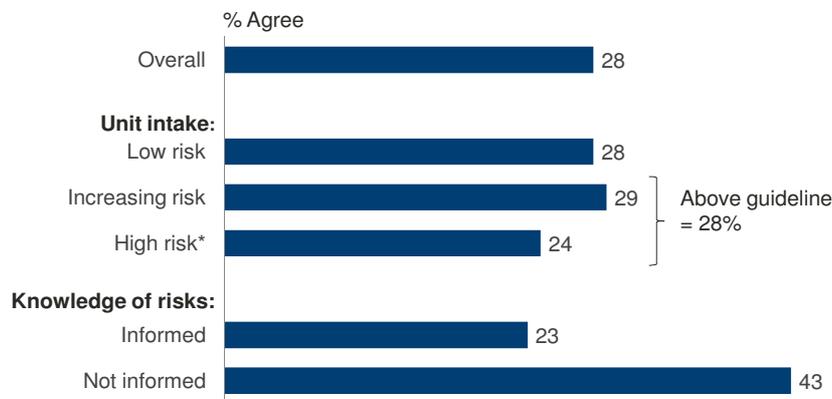
There were a number of health effects which parents who drink above the unit guidelines showed lower awareness of than low risk parents. Only 74% of parents who drink above the unit guidelines selected 'increased risk of accident of injury,' compared to 80% of those who are low risk. Similarly, parents who drink above the unit guidelines (61%) showed less awareness than low risk parents (69%) of the increased risk of catching sexually transmitted infections.

As seen in the previous section, parents who drink above the unit guidelines are as likely as low risk parents to believe it is important for parents to talk to their child about the risks associated with alcohol. However, lower awareness of some of the risks among parents who drink above the unit guidelines implies that they are less well equipped to act in this capacity, not just because of their own drinking behaviour, but also in terms of the knowledge that they can pass on to their children.

This lower level of awareness about specific risks does not translate into greater receptivity to new facts and information on the harmful effects of alcohol on young people. As the chart below illustrates, parents who drink above the unit guidelines are no more likely than low risk parents to agree that they would like more information on the best way to talk to their children about the risks of alcohol and sensible drinking (28% in both cases).

**Parents' receptivity to information**

*To what extent do you agree or disagree with the following statements?  
I would like more information on the best way to talk to my child about the risks of alcohol and sensible drinking*



Base: All parents (743). \*Due to the small base size of high risk drinkers (50) these findings should be treated as indicative only.

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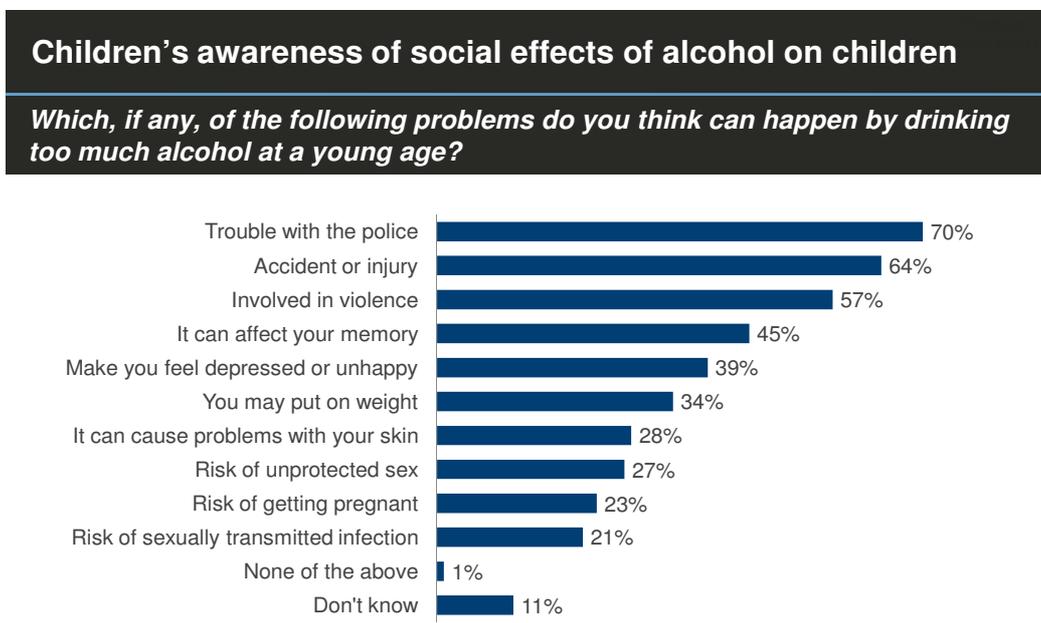
In general, the proportion of parents who are receptive to new facts and information on the best ways to talk to their children about alcohol is relatively low. Nevertheless it is encouraging to note that those who feel that they are not currently informed about the health risks of drinking alcohol at a young age are more likely than those who feel informed to agree that they would like information (43% compared to 23%).

However this leaves one in five (20%) of those who feel uninformed who are not interested in receiving more information on the best way to communicate the risks of alcohol to their children. This may be linked to these parents' own problematic relationships with alcohol or it may be down to a general dislike of any information which purports to help them communicate with their children better. Either way, this suggests that there are groups of parents who it will be harder to reach.

### 3.3 Young peoples' awareness and knowledge of the harmful effects of alcohol

As well as increasing parents' knowledge of the harmful effects of alcohol on young people, Drinkaware is also keen that young people are aware of the implications of drinking at a young age. As such, one of Drinkaware's KPIs is to increase the proportion of young people who are aware and knowledgeable of the harmful effects of alcohol, with the hope that this will help encourage young people to delay their first alcoholic drink.

As shown in the following chart, when prompted with a list of potential social problems which can happen from drinking alcohol at a young age, young peoples' recognition is generally high: only 1% of young people thought that none of the social effects could be caused by drinking too much alcohol. The three most frequently mentioned social effects were; getting in trouble with the police (70%), accident or injury (64%), and involvement in violence (57%). Young people were least likely to mention social effects relating to sex, for example the risk of unprotected sex (27%), the risk of getting pregnant (23%) or the risk of contracting sexually transmitted infections (21%). This is in contrast to parents who are much more likely to list negative impacts related to sex. The difference in perspective here could be because young people are both less aware of and concerned about risks linked to sexual behaviour when under the influence of alcohol.



Base: All children (754)

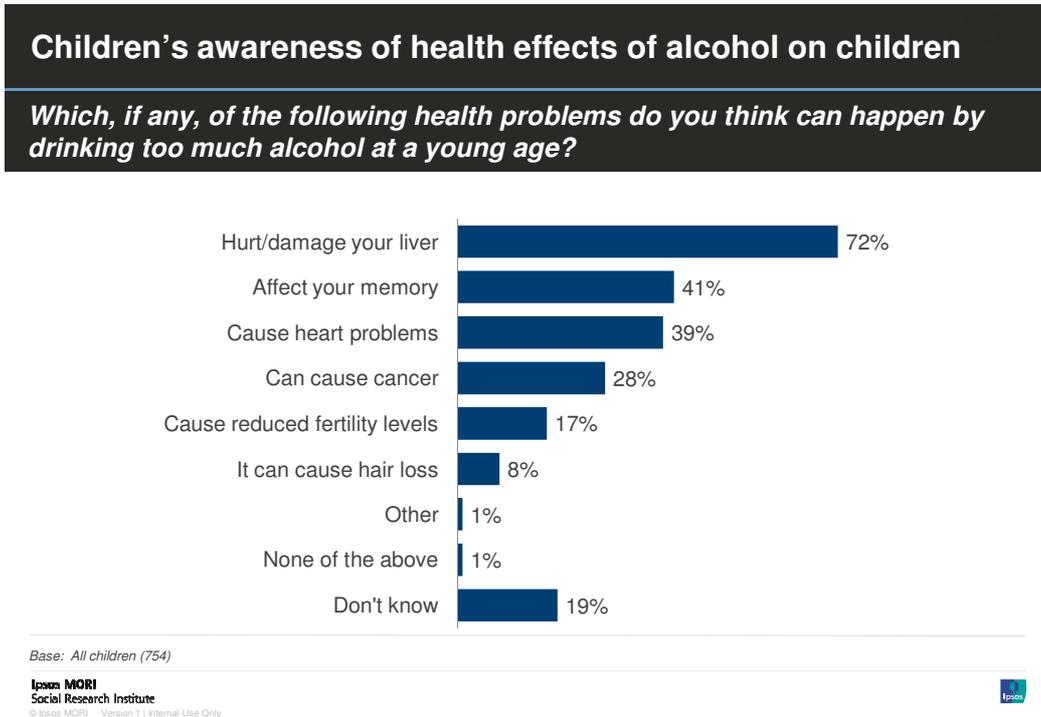
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Awareness of the social effects of drinking varies by age; young people aged over 12 are more likely to cite accident or injury and involvement in violence as potential problems, as well as the risks of becoming depressed or overweight. Young people aged 10-11 are more likely to say they do not know the risks (16%)

In comparison to their awareness of social effects, young people showed relatively low awareness of potential health problems, and one in five (20%) could not name any. Liver damage was by far the most frequently chosen health effect (72%) and was mentioned by almost all the young people who gave an answer to this question. Memory problems (41%),

heart problems (39%) and cancer (28%) were the next most frequently mentioned potential health effects.



Young people's awareness of the potential health effects of drinking alcohol at a young age is not linked to their parents drinking level. Children of parents who drink above the unit guidelines are no more likely than children of low risk parents to say that they did not know any of the health effects of drinking alcohol (20% compared to 19%).

### 3.4 Comparison of ABC1 findings between November 2011 and November 2012

- There has been no change since 2011 in the proportion of parents who drink regularly (70% in 2011 compared to 65% in 2012). Additionally, among those who drink regularly, the proportions who are low (52% in 2012 compared to 51% in 2011), increasing (39% compared to 37%) and high-risk drinkers (9% compared to 12%) have not changed since 2011.
  - Neither have there been any changes in the proportions of parents who think they drink within safe limits (73% in 2012 compared to 70% in 2013) or above safe limits (27% compared to 30%).
- However, there has been an increase in the proportion of parents who say they do not feel very well informed about the risks to young people of drinking alcohol (from 20% to 26%).

- The overall proportions of parents who say that they are either informed (69% compared to 73%) and uninformed (28% compared to 23%) remain unchanged however.

## 4. Influences on drinking behaviour

### PART 1: KEY METRICS

#### PARENTS MEASURES

	All	All drink at least once a year	All drink at least once a week	All low risk	All parents who drink above the unit guidelines
<b>INFLUENCE</b>					
% think that parent's drinking behaviour has most influence	55	54	54	54	55
<b>SOCIAL NORMS</b>					
% say is acceptable for child to drink alcohol before age 16	34	36	39	32	41
% agree is ok to allow child under 16 to drink	35	38	40	32	42
% agree it is inevitable that most children will drink alcohol before the age of 16	63	64	63	62	64
<b>POSITIVE ROLE MODEL</b>					
% who say they drink within the daily guidelines	75	75	68	91	42
<b>CONVERSATIONS</b>					
% having conversation	77	78	76	77	79
% having conversation before age of 11	33	32	31	34	32

**YOUNG PEOPLE’S MEASURES:**

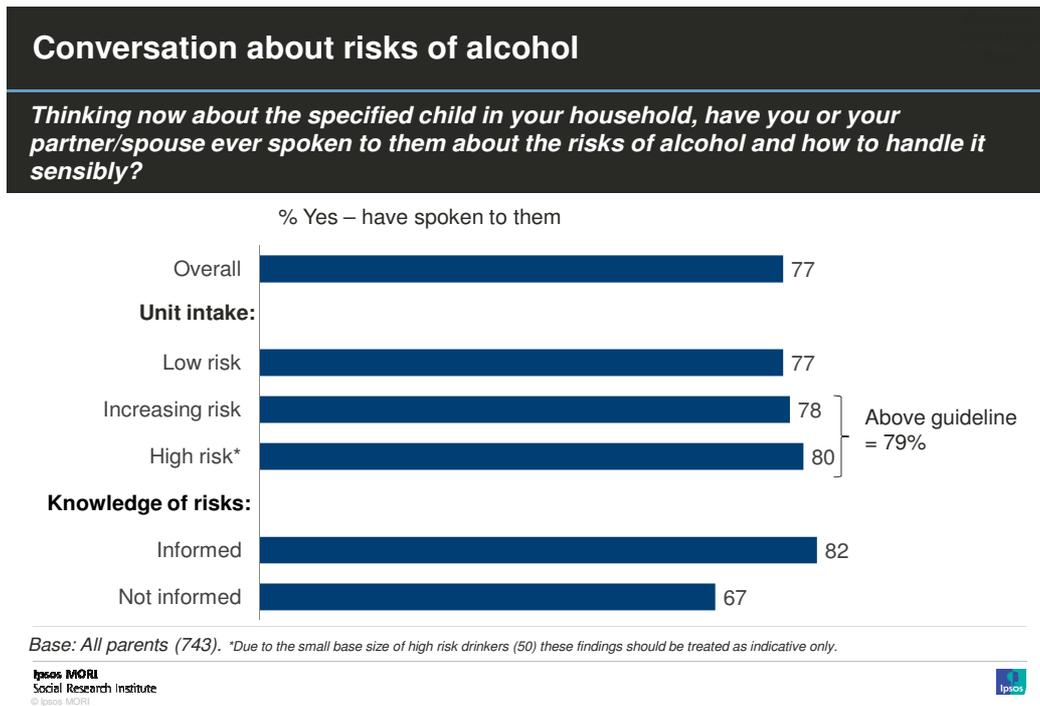
	All	Children of low risk parents	Children of parents who drink above the unit guidelines
<b>SOCIAL NORMS</b>			
Drinking gives me the confidence I need to meet people and make friends	11	9	14
Seeing young people my age getting drunk isn't very cool	74	70	76
% think it's ok to try drinking alcohol to see what it's like	60	57	67
% think it's ok to try getting drunk to see what it's like	10	11	9
% think it's ok to drink alcohol once a week	18	17	20
% think it's ok to get drunk once a week	3	4	4
% agree it is normal for someone my age to drink	22	22	22
% all/most friends drink alcohol	19	20	19
% felt encouraged to drink	31	27	40
<b>CONVERSATIONS</b>			
% having conversations	80	79	82

**PART 2: DISCUSSION**

As well as leading by example, parents can act as a positive influence by offering their children information and guidance about the harmful effects of alcohol. As such, Drinkaware aims to trigger meaningful conversations about alcohol between parents and their children. For instance facts about alcohol, law and medical guidance, and age appropriate tips and advice.

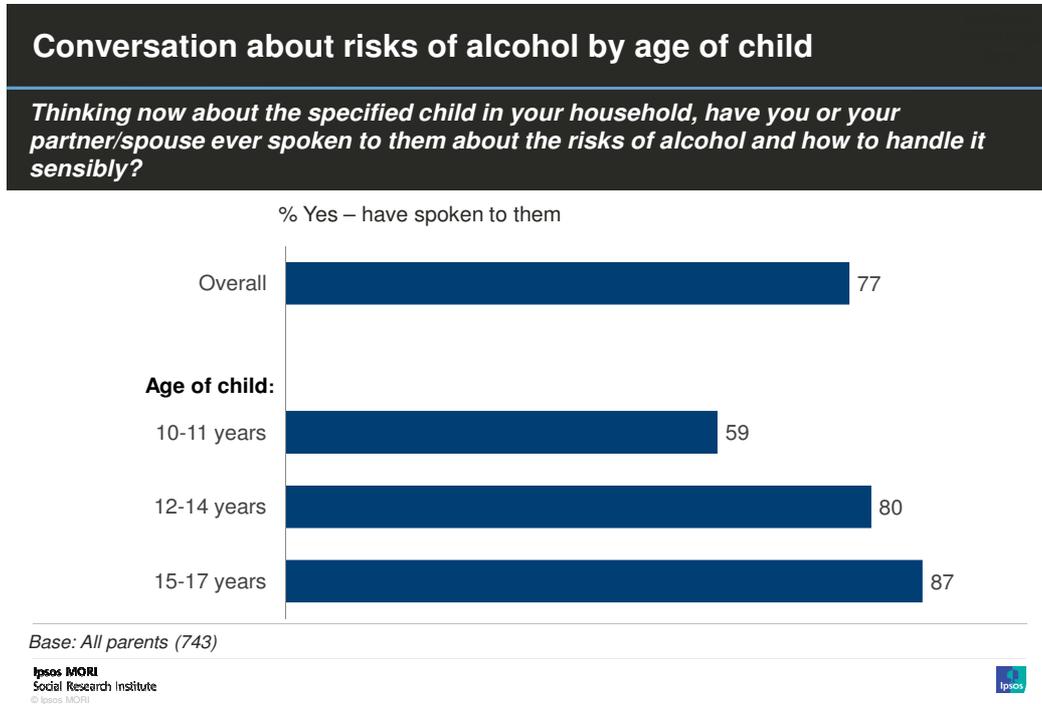
## 4.1 Parents conversations

It is encouraging to note that when asked whether they, their partner or spouse, had ever spoken to their child about the risks of alcohol, more than three in four parents (77%) said they had. The proportion of parents who had spoken to their child does not vary depending on the level of the parent’s alcohol consumption; parents who drink above the unit guidelines were as likely to have spoken to their children as low risk parents (79% compared to 77%).



Young people’s attitudes to alcohol change as they grow up, particularly during the transition from primary to secondary school. Therefore a further component of Drinkaware’s aim to increase the proportion of parents who have meaningful conversations with their children is to lower the age at which these conversations happen – preferably to before young people begin secondary school at the age of 11.

As shown in the chart below, three in five parents (59%) who have a child aged 10-11 years old report that they have already spoken to their child about the risks of alcohol. However, the percentage of parents who have spoken to their child increases sharply if the child in question is 12-14 years old (80%) or 15-17 years old (87%).

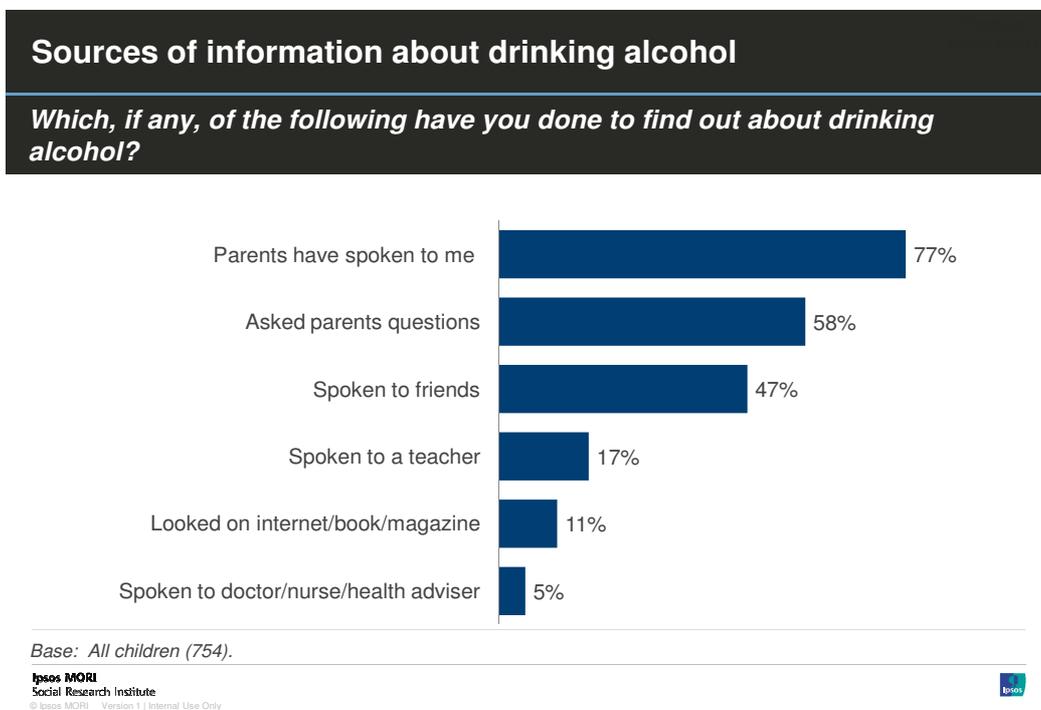


Those parents who have talked to their child about alcohol were asked how old their child was when they first had this conversation. The average age was 11.55 years old, with one in three (33%) saying they did so before the age of 11. Although some parents are speaking to their children before they start secondary school, most parents do not begin to have these conversations until the child is at least 12 years old.

## 4.2 Young people’s conversations

As well as asking parents about conversations they might have had with their young people were asked about the conversations and information sources which have provided them with information about drinking alcohol.

It is a positive finding that more than three in four young people (77%) report that their parents have spoken to them about drinking alcohol – the same proportion as reported by parents (77%). The number of young people whose parents have spoken to them increases with age. Around two thirds of 10-11 year olds (68%), four in five 12-14 year olds (79%) and 15-17 year olds (81%) have spoken to their parents. As we have also seen in the previous section, the research illustrates that these conversations often do not start until the child is at least 12 years old.



The proportion of young people whose parents have spoken to them does not vary depending on the level of the parent’s alcohol consumption. Children of parents who drink above the unit guidelines are as likely to say their parents had spoken to them as children of low risk parents (78% compared to 76%). The proportion of young people whose parents have spoken to them does, however, vary according to the young person’s drinking behaviour (discussed more fully in the next chapter). For instance:

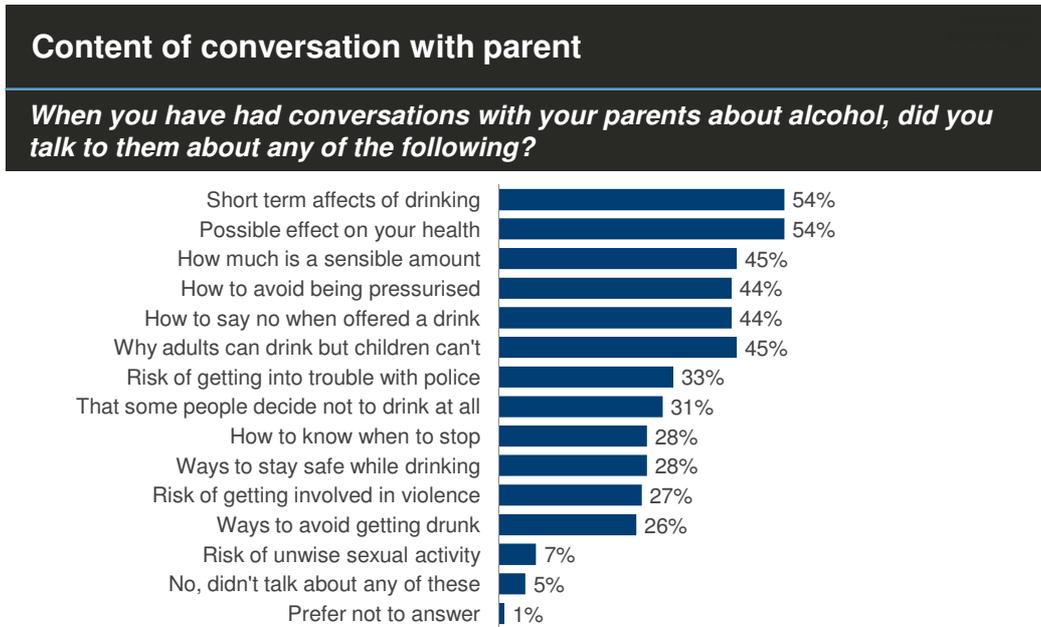
- Young people who drink most regularly are most likely to have spoken to their parents about alcohol (87% of those who drink fortnightly).

- Similarly, young people who drank the most heavily on the last drinking occasion are more likely than average to have spoken to their parents about alcohol (88% of those who drank 2-3 drinks and 90% of those who drank 4+ drinks).

The fact that these young people are drinking may suggest that the conversations they are having with their parents are not proving particularly effective. However it may be the case that it is their drinking behaviour which is triggering the conversations. We do not know whether parents are proactively trying to provide information about alcohol or are reacting to finding out their child has been drinking.

As this illustrates, in order for a conversation to have a real impact on a young person's attitudes towards alcohol, it needs to address drinking behaviour in a way which is relevant and effective.

We were therefore also keen to assess whether the conversations young people had with their parents were 'meaningful'. To gauge this, young people who had discussed alcohol with their parents were asked what these conversations were about. Just over half (54%) of those who had discussed alcohol with their parents reported that their conversations had covered the possible effects on their health of drinking alcohol. The same number (54%) said that they had talked about the short term effects of drinking alcohol, such as feeling unwell and dizziness. The proportion of young people who reported discussing one of these 'meaningful' topics did not vary according to the unit intake of their parent.



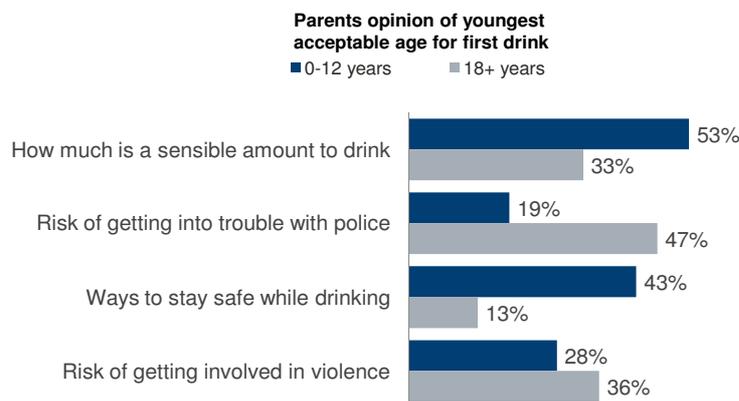
Base: All children who have discussed alcohol with their parents (602).

However the type of topics that young people discussed with their parents does vary according to parents' opinion on the youngest acceptable age for a first drink. Young people whose parents thought it was acceptable for a young person to consume their first drink aged 0-12 years were more likely than average to focus on ways which minimise, rather than avoid, the risk of drinking. For example, more say they have had conversations on 'how much is a sensible amount to drink' (53% compared to 45% overall) and 'ways to stay safe when drinking alcohol' (43% compared to 28% overall).

In contrast, parents who think that the youngest acceptable age for a young person to have their first drink is 18 years or over are more likely than average to discuss the downsides of drinking alcohol, for example 'the risk of getting in trouble with the police' (47% compared to 33% overall) and 'the risk of being involved in violence' (36% compared to 27%). This suggests that parents who think that young people should wait until they are 18 before having their first drink hold a different set of beliefs around discussing alcohol with their children. This contrast is not seen, however, between parents who drink above the unit guidelines and low risk parents, suggesting that how parents talk to their child about alcohol is more related to their overall attitudes towards young people and drinking, rather than their own drinking behaviour.

## Content of conversation with parent

*When you have had conversations with your parents about alcohol, did you talk to them about any of the following?*



Base: All children who have discussed alcohol with their parents (602).

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The type of conversation young people had with their parents varies depending on the age of the young person. Young people aged 12-14 years were more likely than average to discuss abstaining from alcohol. Examples include 'why adults can drink but children cannot' (51%

versus 45% overall), 'how to say no when offered a drink' (50% versus 44% overall) and 'that some young people decide not to drink alcohol at all' (41% versus 31% overall).

In contrast, young people aged 15-17 are more likely than average to have discussed ways of moderating the amount of alcohol they drink; for example, 'how much is a sensible amount to drink' (57% versus 45% overall), 'how to avoid getting pressurised into drinking too much' (52% versus 44% overall) and 'how to know when to stop drinking' (34% versus 28% overall).

This suggests that the types of conversations that parents have with their children – or at least the conversations that the young people recall – change as young people get older. The focus shifts from avoiding alcohol to managing it responsibly. Two key dimensions therefore appear to shape the nature of the conversations parents have with their children – the age of the child and the parent's own attitudes towards alcohol. As we go on to discuss at the end of this chapter, the ages 15-16 represent a tipping point in young people's relationship with alcohol. They become more receptive to alcohol and more likely to drink.

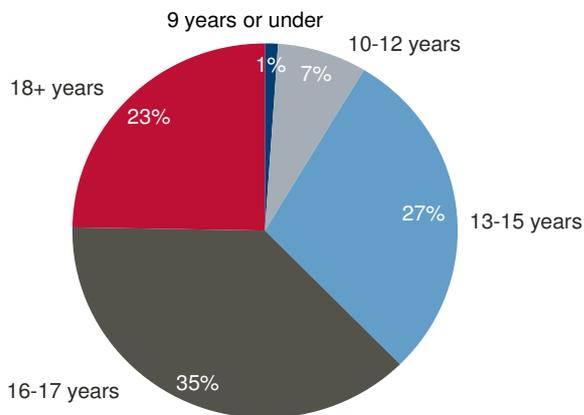
### 4.3 Parents' social norms

If parents are to act as role models to their children, a factor that will have a significant influence on when their child has their first drink is the age at which their parent thinks this is acceptable.

As shown in the chart below, only one in three parents (34%) think that it is acceptable for young people to have their first drink before the age of 16. Again agreement varies significantly according to parents' unit consumption. Parents who drink above the unit guidelines are more likely than low risk parents (41% versus 32%) to think that it is acceptable.

## Youngest acceptable age for first alcoholic drink

*What age do you think is the youngest acceptable age for a young person to have their first drink of alcohol, not just a sip?*



Base: All parents (743)

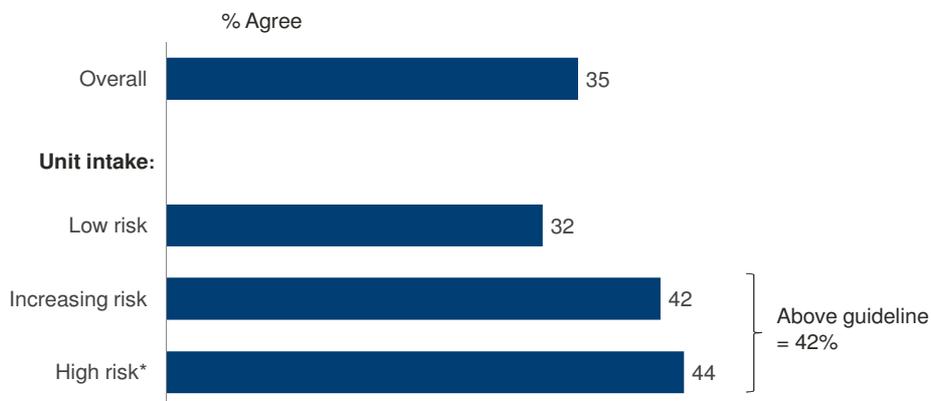
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Linked to this, only around a third of parents (35%) think ‘it is okay for parents to allow their child to drink some alcohol, even if they are under 16 years old.’ Once again, the proportion of parents that agree varies significantly depending on parents’ unit intake. Low risk parents are significantly less likely than parents who drink above the unit guidelines to think that it is okay for parents to allow their child to drink some alcohol, even if they are under 16 years old (32% low risk parents versus 42% of parents who drink above the unit guidelines).

## Attitudes towards drinking under age 16

*To what extent do you agree or disagree with the following statements?  
It is okay for parents to allow their child to drink some alcohol, even if they are under 16 years old.*



Base: All parents (743). \*Due to the small base size of high risk drinkers (50) these findings should be treated as indicative only.

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This shows two worrying trends; parents who drink above the unit guidelines appear more willing to *normalise* drinking under 16, and to be more *permissive* about it.

Although less than one in ten parents (8%) think that the youngest acceptable age for a young person to have their first alcoholic drink is 12 or younger; the proportion who think that it is acceptable; or even advisable, for young people to have a taste of alcohol when they are 12 or younger is much higher. One in five parents (22%) agreed that 'letting children younger than 12 years of age have a taste of alcohol is a safe way to introduce them to alcohol.'

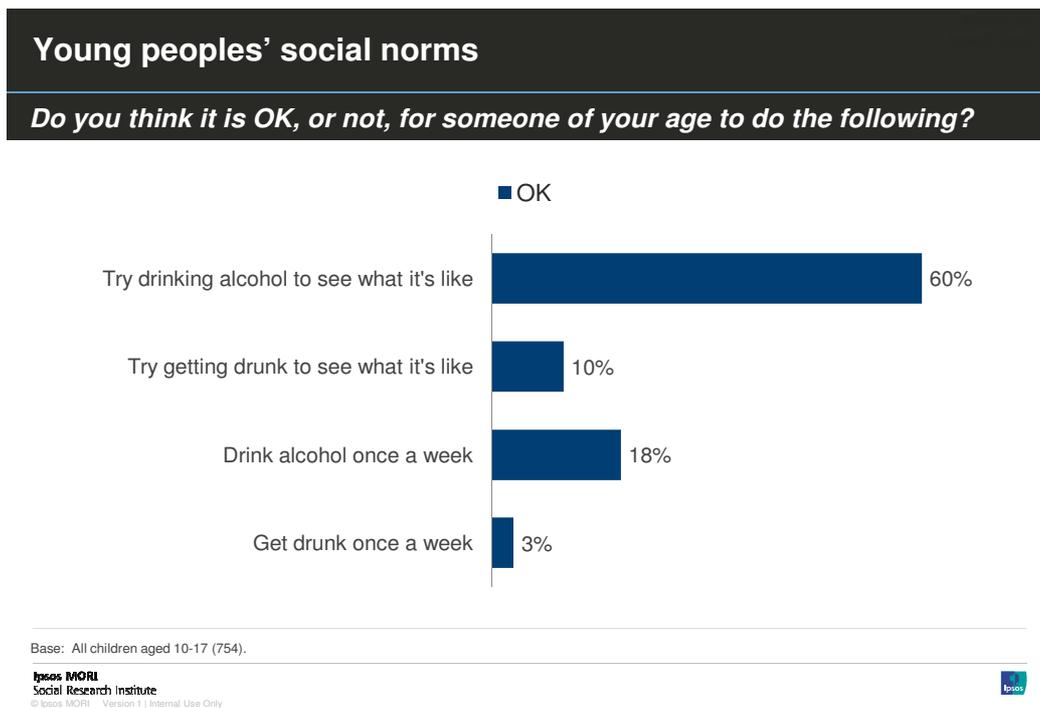
Although this finding does seem to indicate that parents differentiate between a young person consuming a whole alcoholic drink and a young person having a sip of an alcoholic drink, the data shows that, in practice, young people whose parents are permissive of a young person trying alcohol are more likely to consume a whole alcoholic drink at a younger age. Parents who reported that their child had their first alcoholic drink aged 12 or younger were much more likely to agree that letting young people under 12 taste alcohol is a safe way to introduce them to it (59% versus 22% overall).

Some parents may also be using this strategy to prevent their child from rebelling. Although only one third of parents (35%) think it's acceptable for under 16s to have an alcoholic drink, half (50%) agree that 'if parents prevent their kids from drinking alcohol they will only want it more.' This proportion includes 42% of those parents who think that the youngest acceptable age for a young person to have their first drink is 16 or over. This indicates that whilst many parents are aware of the importance of young people avoiding alcohol, they may nonetheless feel other pressures to allow them to drink.

The Chief Medical Officer's guidance of an alcohol-free childhood being best is therefore not necessarily being heeded by the majority of parents. When presented with the CMO guidance, only 10% of parents say that they were previously aware of it. The proportion who are aware of the guidance is higher than average among those who always or usually monitor their unit intake (17%). Unlike other public health information messages relating to young people (such as not introducing solids until the age of six months) this is not a straightforward message to promote as it is illegal to buy alcohol for anyone under the age of 18.

## 4.4 Young peoples' social norms

As shown in the chart below, young peoples' attitudes towards the acceptability of drinking vary greatly depending on the level of drinking involved. Whilst the majority of young people (60%) think that it is okay to 'try drinking alcohol to see what it is like,' far lower proportions of young people think that it is acceptable 'to try to get drunk to see what it is like' (10%), or to drink (18%) or get drunk (3%) on a regular basis.



Views also differ by age of the young person, as illustrated by the table below.

ACCEPTABILITY OF DRINKING BEHAVIOURS BY AGE			
	10 – 11 years (190)	12 – 14 years (284)	15 – 17 years (280)
Try drinking alcohol to see what it's like (% OK)	32	56	82
Try getting drunk to see what it's like (% OK)	1	4	23
Drink alcohol once a week (% OK)	4	10	34
Get drunk once a week (% OK)	*15	1	8

<sup>15</sup> Less than one per cent.

The proportion of young people who think that it is okay to 'try alcohol to see what it is like' does not differ by gender. However, views vary according to the young person's situation. Two particular points stand out:

- As seen in the table above, the greatest predictor of whether or not a young person thinks that it is okay for people their age to 'try alcohol to see what it is like' is how old they are. Older respondents are significantly more likely to agree than younger ones (82% of 15-17 year olds versus 56% of 12-14 year olds and 32% of 10-11 year olds).
- There is a clear link between young people's attitudes towards the acceptability of trying alcohol and the age at which their parents think it is appropriate for young people to drink. Young people whose parents think that the youngest acceptable age for a drink is 18 or over are the *least* likely to think it is okay to try alcohol to see what it is like (36%). In contrast 86% of children of parents who think the youngest acceptable age for a drink is 0-12 years believe it is okay to try alcohol

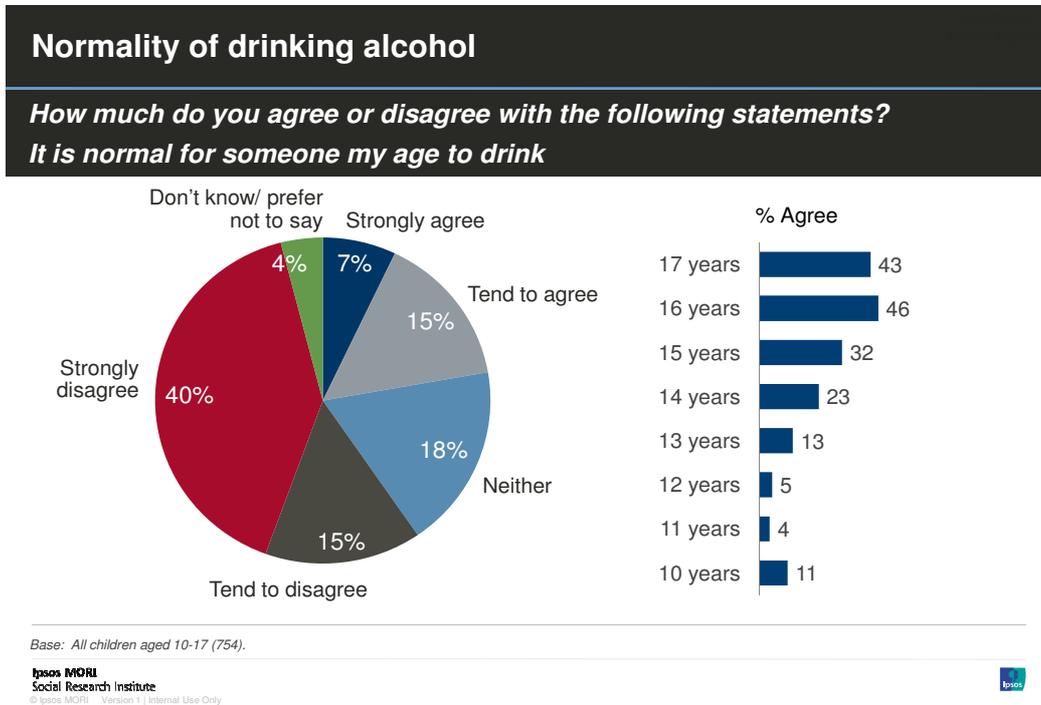
Related to this, young people's perceptions of whether it is okay for people their age to try alcohol appear to be influenced by their parents' drinking behaviour (67% of the children of parents who drink above the unit guidelines agree, compared to 57% of low risk parents).

Similarly, the proportion of young people who think that it is okay to 'try getting drunk to see what it is like' varies according to a number of factors:

- Again, the strongest predictor of whether or not a young person thinks that it is okay for people their age 'to try getting drunk to see what it is like' is how old they are. Older respondents are significantly more likely to agree than younger ones (23% of 15-17 year olds versus 4% of 12-14 year olds and 1% of 10-11 year olds).
- Those who report that almost all of their friends drink alcohol are more likely to think it is acceptable (41% compared to 7% of those who have only a few friends drinking alcohol). This hints at the role peer pressure – as opposed to parental influence – plays in shaping attitudes and behaviours in relation to alcohol.
- Children of parents who drink above the unit guidelines are no more likely to agree that it is okay for young people their age 'to try getting drunk' than children of low risk parents (9% and 11% respectively).

Despite the relatively high proportion of young people who agree that it is okay for people of their age to try drinking alcohol to see what it is like (60%), only one in five young (22%)

agree that it is 'normal' for someone of their age to drink. Similarly, only one in five (19%), report that all or most of their friends drink alcohol. As one would expect, the proportions of young people who agree with these statements increase greatly with age.

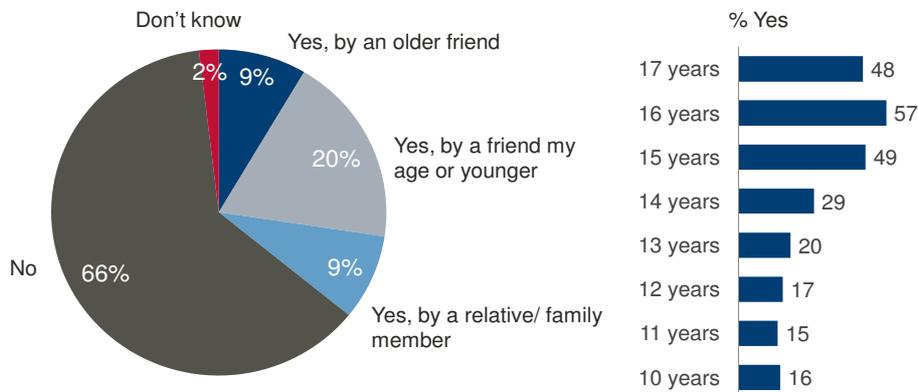


A more worrying finding is that 31% of young people report that they have felt encouraged to drink alcohol. This increases steeply with age; 16 year olds are almost twice as likely to report having felt encouraged to drink as 14 year olds (57% compared to 29%).

The majority of those who have experienced this have been encouraged by a friend who is their age or younger (20%). A small minority have felt encouraged by an older friend (9%) or relatives or family members (9%). This proportion does not vary depending on the unit intake of parents (7% for children of low risk and 11% for children of parents who drink above the unit guidelines). Again this highlights the role that peers can play in shaping young peoples' relationship with alcohol. We go on to look at this issue in more detail in the next chapter.

## Pressure to drink alcohol

### Have you ever felt encouraged to drink alcohol?



Base: All children aged 10-17 (754).

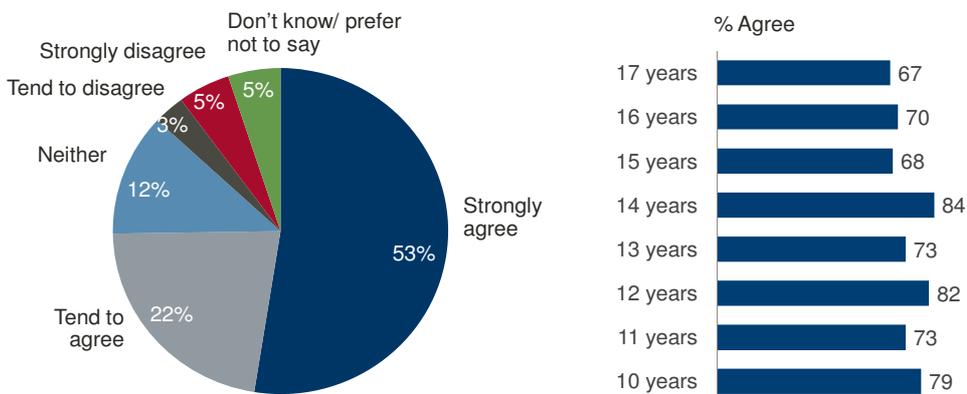
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As discussed earlier in this section, only one in ten young people (10%) agree that it is okay to get drunk to see what it is like and 3% agree that it is acceptable to get drunk once a week. Negative perceptions of drunkenness are also reflected in the high percentage of young people who agree that 'seeing young people my age getting drunk isn't very cool'. Three in four young people (74%) agree with this statement and half of young people (52%) 'strongly' agree. 15-17 year olds are the least likely to agree (68%).

## Acceptability of drunkenness

### How much do you agree or disagree with the following statements? Seeing young people my age getting drunk isn't very cool



Base: All children aged 10-17 (754).

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## 4.5 Parents' belief in their influence in shaping drinking behaviour

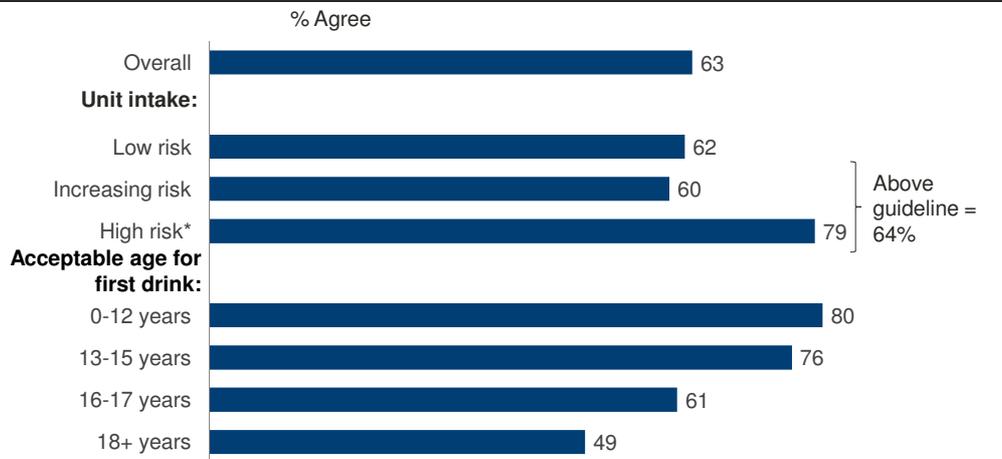
As noted earlier in this report, one in three parents (34%) think that it is acceptable for young people to have their first drink before the age of 16. Similarly, 35% of parents believe it is acceptable for parents to *allow* their child to have a drink. This implies that many parents feel a responsibility to prevent their under-16s from having a drink. However, the extent to which parents are able to do this in reality depends on the degree to which they believe they can influence their children's behaviour.

It is worrying to note that over three in five parents (63%) agree that 'it is inevitable that most young people will drink alcohol before the age of 16.' As shown in the chart below, the proportion of parents who agree with this statement varies according to a number of factors:

- Parents who are high risk drinkers are significantly more likely than either increasing risk or low risk parents to believe that it is inevitable that young people will drink before they are 16 (79% of high risk drinkers versus 60% of increasing risk and 62% of low risk parents). It should be noted that there is no difference in attitude of parents who drink above the unit guidelines (64% agree) and low risk parents (62%), however.
- Those who think it is acceptable for young people to have their first alcoholic drink before the age of 16 (75%) are also much more likely to agree it is inevitable than parents who believe young people should not have their first alcoholic drink until they 16-17 (61% of these parents agree) or 18 or over (49% agree).

## Likelihood of drinking alcohol before the age of 16

To what extent do you agree or disagree with the following statements?  
It is inevitable that most children will drink alcohol before the age of 16



Base: All parents (743). \*Due to the small base size of high risk drinkers (50) these findings should be treated as indicative only.

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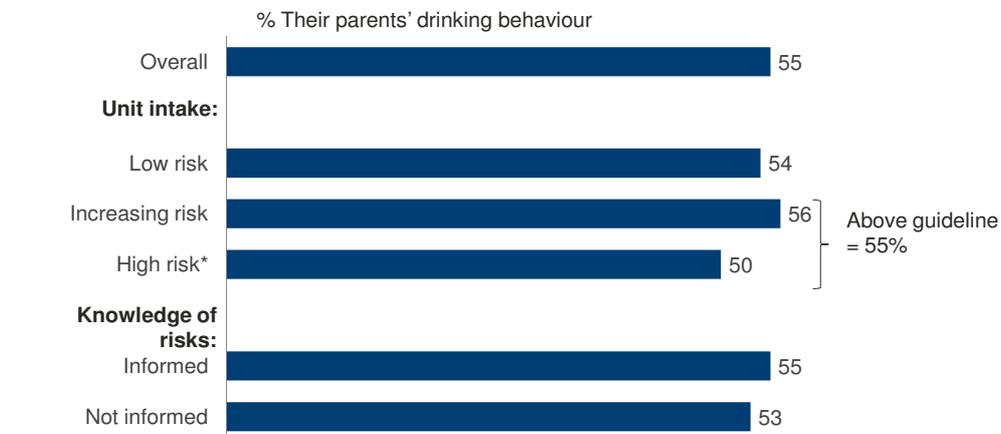


This suggests that, for some parents at least, their fatalism about the prospect of their child drinking before the age of 16 is linked to their own drinking behaviour.

When asked about the factors that had the greatest influence in shaping young people's attitudes to alcohol, more than half of parents (55%) selected 'my own/my partner's drinking behaviour' as the most important influence. Responses do not vary according to the parent's drinking behaviour.

## Parents' belief in their influence in shaping behaviour

*Which of the following factors would you say has the greatest influence in shaping children's attitudes to alcohol?*



Base: All parents (743). \*Due to the small base size of high risk drinkers (50) these findings should be treated as indicative only.

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As we have seen earlier in this chapter, this illustrates that whatever their drinking behaviour, parents are willing to acknowledge the importance of their influence on their children's attitudes towards alcohol.

## 4.6 Comparison of ABC1 findings between November 2011 and November 2012

- The proportion of young people with ABC1 parents who have had conversations with their parents has remained consistent since 2011. However, there has been a decrease in the proportion of young people who report that their parents have spoken to them about 'how to avoid being pressurised into drinking too much' (from 50% to 42%), 'the risk of getting in trouble with the police' (from 36% to 29%) and 'how to know when to stop drinking' (from 34% to 26%).
- There has been an increase in the proportion of young people who strongly agree with the statement 'it is normal for someone my age to drink' (from 4% to 8%). The overall level of agreement however, has remained consistent with 2011.
- There has been a decrease in the proportion of young people who tend to agree with the statement 'seeing young people my age getting drunk isn't very cool' (from 28% to 22%). The overall level of agreement however, has remained consistent with 2011.
- There has been a decrease in the proportion of parents who disagree with the statement 'it is inevitable that most young people will drink alcohol before the age of 16' (from 19% to 13%).

- There has been a decrease in the proportion of parents who think that the most important influence in shaping their child's attitudes to alcohol is 'their friends' drinking behaviour' (from 39% to 33%).

## 5. First supervised and unsupervised drink

### PART 1: KEY METRICS

#### PARENTS MEASURES

	All	All drink at least once a year	All drink at least once a week	All low risk	All drink over unit guideline
Age of first supervised drink amongst children who had drunk with parents	13.82	13.80	13.72	13.87	13.74
% of parents allowing their child to drink before age of 16 (base: all parents)	23	24	24	20	28

#### YOUNG PEOPLE'S MEASURES:

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
Average age of first unsupervised drink amongst those who report having had a drink	14.90	15.06	14.73
Average age of first supervised drink amongst those who report having had a drink	13.09	13.23	13.33

## OTHER KEY YOUNG PEOPLE’S MEASURES:

	All	Children of low risk parents	Children of parents who drink above the unit guidelines
% had an alcoholic drink	46	45	51
% who drink weekly/monthly? (base: all who have drunk alcohol)	Weekly 11 Monthly 29	Weekly 9 Monthly 28	Weekly 15 Monthly 35

## PART 2: DISCUSSION

Drinkaware communications, such as [www.drinkaware.co.uk/parents](http://www.drinkaware.co.uk/parents), highlight the recommendation by the UK Chief Medical Officer for an alcohol free childhood, and this underpins Drinkaware’s two long term aspirations of delaying the age of young people’s first supervised and unsupervised drinks to age 15 and decreasing the proportion of parents giving alcohol to their under-16s. This chapter reports the baseline scores we have derived from the survey on these two key measures<sup>16</sup>.

### 5.1 Parents’ reports of supervised drinking

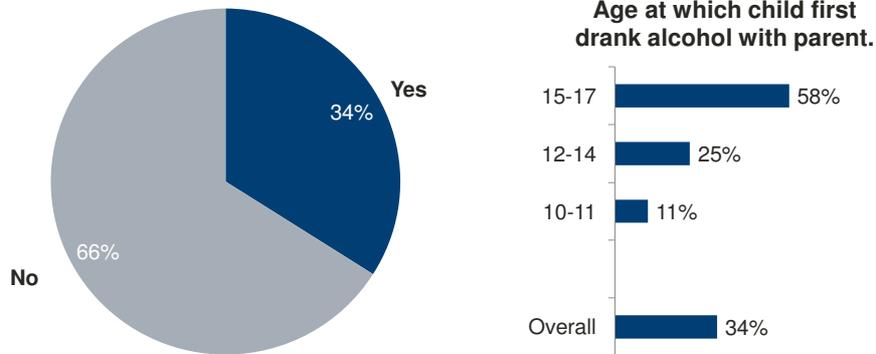
#### *Children drinking with their parents*

Overall, a third (34%) of parents have allowed their child to have a drink with them. As shown in the chart below, this varies considerably by the child’s age; ranging from 11% of parents of 10-11 year olds, to 58% of parents of 15-17 year olds.

<sup>16</sup> Note: throughout this chapter, the metrics need to be interpreted with caution. All estimates of proportions who have drunk alcohol, whether they were with their parents, and the age at which it happened are based on the subset of our sample who report that they have already had a drink. However, within our sample, there are children below 16 who have not yet had a supervised or unsupervised drink, and we cannot know for sure when they will do so. Based on the data we have available, it would be possible to do some further modelling on this, but this is outside the scope of the present analysis. The reader should therefore be aware that the estimates below are based only on the subsamples where the parents or children have reported they have already had a drink.

## Proportion who have drunk alcohol with parent

*Thinking about the specified child in your household, have they ever drunk a whole alcoholic drink (not just a sip) with you, for example at a meal or on a special occasion?*



Base: All parents (743)

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There is a link between parents' drinking behaviour and their approach to their children's drinking. As might be expected, parents who never drink alcohol (19%) are the least likely to have allowed their children to drink with them. Parents who drink above the unit guidelines (41%) are more likely than low risk parents (31%) to have allowed their child to have had an alcoholic drink.

Attitudinal and demographic factors also affect how likely parents are to allow their children to have a drink with them. The following groups of parents are more likely to say that their child has ever had an alcoholic drink with them.

- Parents who think it's *acceptable* for young people to drink below 16 years (60%).
- Parents who describe themselves as white (37% vs. 17% of BME parents).
- Parents who work full time (38% vs. 28% of parents who work part time).

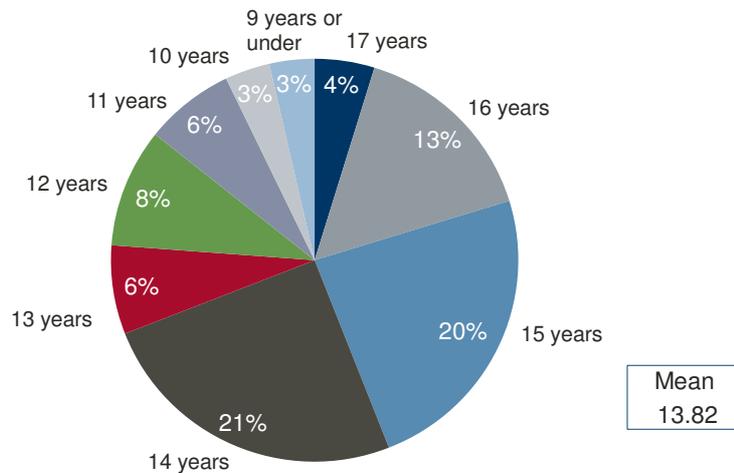
There is no difference by social grade or by frequency of drinking.

### **Parents allowing their children to drink alcohol before age 16**

Parents whose children had drunk alcohol with them were then asked at what age this first happened. As can be seen from the following chart, the average age at which parents allowed their child to first drink with them was just under 14 years of age (13.82).

## Age at which drunk alcohol with parent

*And at what age did this child first drink a whole alcoholic drink with you?*



Base: All parents whose child has drunk a whole alcoholic drink (260)

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Drinkaware's target is to reduce the percentage of parents giving alcohol to under 16s. Yet it can be seen from the chart above that where parents and their children had had a drink together, the child was under 16 in 67% of cases. At a population level, (i.e. based on all parents, not just those parents who have had a drink with their child) this equates to around 23% of all parents giving alcohol to their child before the age of 16.

However, it is important to note that some of these young people were well under the age of 16 when the survey was completed. This means that they may not have had an alcoholic drink with their parent by this point, but may still go on to do so before the age of 16. If we look at all parents of 15-17 year olds, 37% allowed their child to drink alcohol with them below the age of 16.

### **Age of first supervised drink**

Using this data we can explore the age of the child's first supervised drink. As discussed above, amongst young people who had drunk with their parents, the average age of the first supervised drink was 13.82 years old.

Due to the small base sizes, there are no significant differences by the parent's drinking levels. However, parent's views on the youngest acceptable age of the first drink are obviously important. Behaviour differs markedly depending on views of acceptability of young people drinking alcohol:

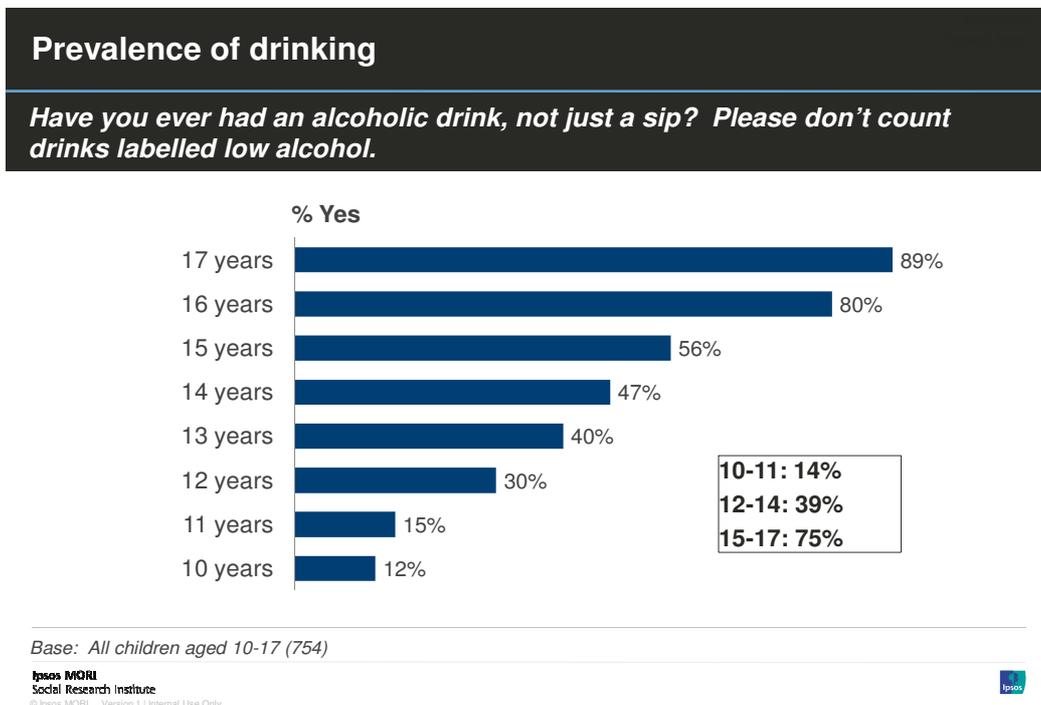
- Acceptable for young people to be allowed a drink **before the age of 13**: average age of first supervised drink is 11.01.
- Acceptable for young people to be allowed a first drink **aged 13-15**: average age of first supervised drink is 14.4.
- Acceptable for young people to be allowed a first drink **aged 16-17**: average age of first supervised drink is 15.34.

Looking across these three measures (whether drunk with parents, proportion who did this before 16, and average age of first supervised drink), the evidence suggests an important role for parents' drinking behaviour and attitudes in influencing when their child first tries alcohol.

## 5.2 Young people’s age of first supervised and un-supervised drink

### *Experience of drink and getting drunk*

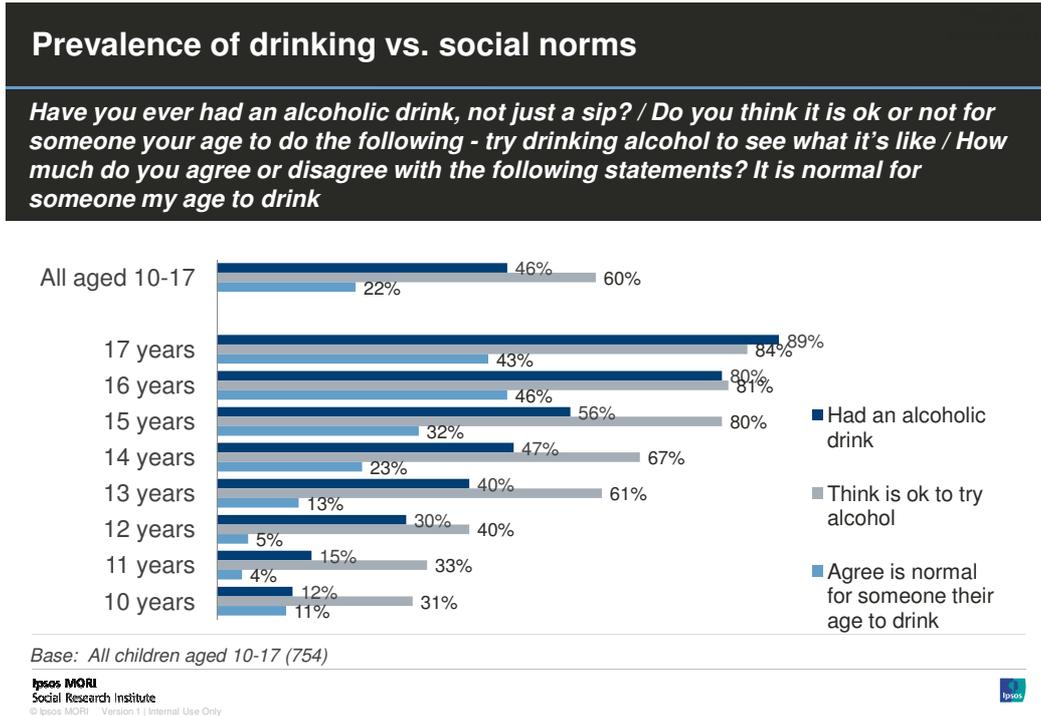
As already discussed in the previous chapter, the majority of young people do not see it as ‘normal’ for someone their age to drink alcohol (just 22% agree). Despite this, however, half of young people (46%) report that they have consumed a whole alcoholic drink. If scaled up to the national population, and taking into account confidence intervals, this would represent between 2.5 and 2.9 million young people<sup>17</sup>. As would be expected, prevalence of drinking varies greatly by age: one in seven 10-11 year olds (14%), two in five 12-14 year olds (39%) and three in four 15-17 year olds (75%) report having had an alcoholic drink. The age of 16 represents a key turning point – by this point four fifths of young people have had an alcoholic drink.



<sup>17</sup> This is based on there being 5.8 million young people aged 10-17 living in the UK (based on ONS 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.

As can be seen from the chart below, there is generally a considerable gap between whether drinking alcohol is seen as 'normal' and the actual prevalence of drinking. For all ages, the figures for actually trying an alcoholic drink are higher than the proportion agreeing it is 'normal' for someone their age to drink – so there is a gap between actual behaviour and what is regarded as the norm. As already discussed, this reinforces the fact that while drinking alcohol may not be considered a 'normal' behaviour for their age group, that does not necessarily mean that young people do not engage in it. Of those who have had an alcoholic drink, 28% do not think that it is normal for someone their age to drink.

The data indicates (and as discussed in section 4.4) that this could be a result of acceptability of different degrees of drinking, particularly below the age of 16. For young people aged 16 or 17 years of age, roughly the same proportion believe it is ok to try alcohol (81% and 84% respectively) as have *actually* tried drinking alcohol (80% and 89%). For younger age groups, however, a larger proportion believe it is ok to try alcohol than the proportion that have actually had a drink.

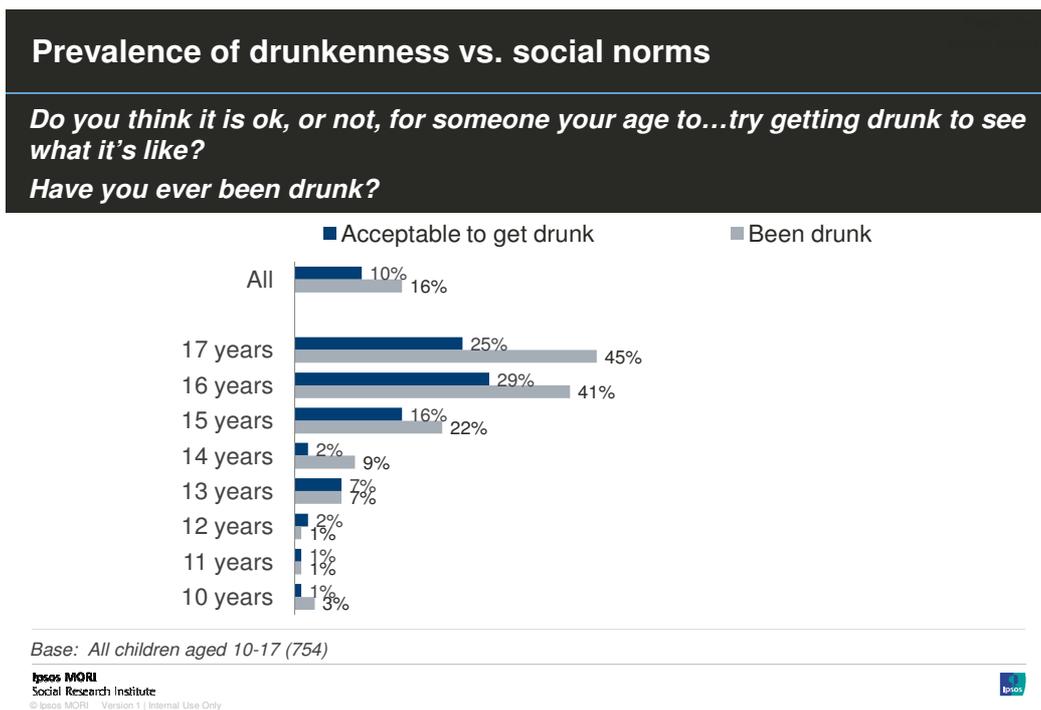


Of young people aged 14 and over, a greater proportion have been drunk than the proportion that believe it is acceptable to do so. This rises with age, to the point that of young people aged 17 years old, one in four (25%) agree it is acceptable to get drunk to see what it is like, while almost half (50%) have actually been drunk at least once.

The large disparity (across all ages) between views of how normal it is to drink, and it being ok to try alcohol, indicates that an infrequent or one-off foray into drinking is seen as acceptable but drinking on a more regular basis is not. Indeed, 22% agree it is normal for someone their age to drink, and a similar proportion (18%) think it is ok for someone their age to drink once a week.

The fact that some young people believe it is acceptable to drink at their age but have still not done so, highlights the continuing importance of providing young people and their parents with the necessary information to make an informed choice, as well as changing social norms.

This could be particularly important to prevent unplanned episodic drinking. Although only a very small proportion of young people agree that it is acceptable for young people their age either to 'get drunk to see what it is like' (10%) or to 'get drunk once a week' (3%), reported behaviour does not necessarily reflect this. One in six (16%) 10-17 year olds have been drunk before.

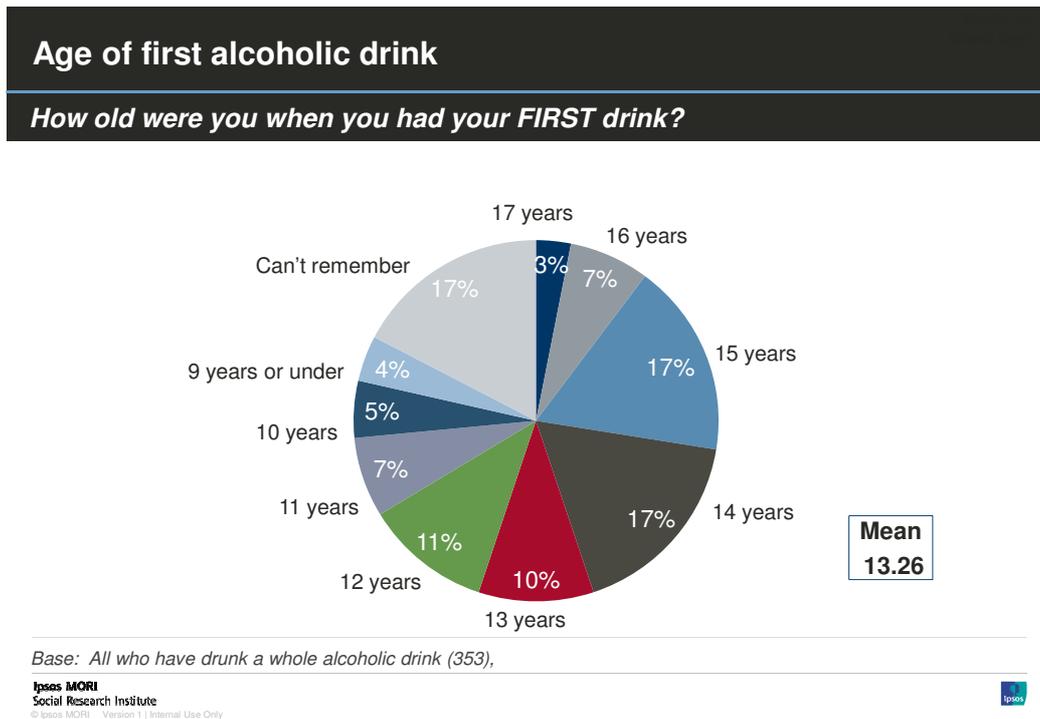


Of young people who report having drunk a whole alcoholic drink:

- One in three young (35%) report that they have been drunk at least once.
- One in six (18%) say that they have been drunk more than once.

## Age of first drink

The average (mean) age at which young people report having had their first alcoholic drink (whether supervised or unsupervised) is 13.26 - significantly lower than Drinkaware's target age for first drink of 15 years<sup>18</sup>. Indeed, of young people who have ever had an alcoholic drink, over half (54%) had their first drink before the age of 15 (as indicated by the chart below).



The following groups are more likely than average to say that they had their first alcoholic drink at a young age (10-12 years):

- Those who have not had an unsupervised drink (32% vs. 24%) overall.
- Those who got the alcohol from their parents the first time that they drank (30% versus 24% overall).

Together, these findings indicate that, for those young people who have drunk at a young age, parents can be a key facilitating factor. This is supported by the finding that, while there is no difference in average age of first drink depending on parents' drinking levels, there is a difference depending on parents' views on acceptability of young people drinking. Young people whose parents say it is acceptable for a child to have a drink before the age of 13 had their first drink, on average, at 11.06 years of age. This is lower than parents who think the

<sup>18</sup> Although note the cautionary footnote at the start of this chapter.

youngest acceptable age is between 13-15 (13.59), 16-17 (13.82), and 18+ (14.44). This might also suggest that, beyond the age of 16, parents are less able to prevent their child from trying alcohol. The implication overall is that it is parental attitudes towards their children's drinking rather than parents' own drinking behaviour which is the key factor influencing the age of the first drink.

However, parent's drinking behaviour is still important as it is likely to have an impact on their children's views of what is the social 'norm' in terms of drinking behaviour. Parents who drink above the unit guidelines are also less aware of some of the risks of young people drinking alcohol, more likely to think it is acceptable for young people to have their first drink under the age of 16 and are more likely to actually have allowed their children to have an alcoholic drink. Children of parents who drink above the unit guidelines are also more likely to see drinking as acceptable and to drink regularly. Therefore, the amount that parents drink is also worthy of attention, as well as their attitudes towards young people's relationship with alcohol.

Prevalence of drinking at a young age does not vary by social background; age of first drink (among those who have tried alcohol) does not differ by social grade. Girls tend to start drinking slightly earlier than boys, however; of girls who have tried alcohol, average age at which they first did so is 13.0 vs. 13.56 among boys.

Drinking at a younger age does not increase the likelihood of having been drunk. Indeed the opposite is the case. One in four (25%) young people who had their first alcoholic drink aged 0-12 have ever been drunk compared to 43% of those who had their first alcoholic drink when aged 15-17 years old.

However there is a link between drinking at a younger age and getting drunk earlier. One in three of those who had their first drink aged 0-12 years (29%) also got drunk by the age of 12. Three in four (81%) of those who had their first drink aged 0-12 years had been drunk before they turned 16. In contrast, of those who did not have their first drink until they were 13-15 years, one in five (21%) had been drunk before they turned 16.

### ***Supervised and unsupervised drinks***

The mean age at which young people report having had their first *supervised* drink (i.e. with an adult present) is 13.09 years. By contrast, the mean age at which young people report having had their first *unsupervised* drink is 14.90 – over a year older. It is also worth noting that, for the substantial majority of young people, their first experience of drinking alcohol is

supervised by their parents. Of young people who have drunk a whole alcoholic drink, four in five (79%) were accompanied by an adult.

Finally, while there is no statistical difference by parental drinking level in age of first drink, there *is* a statistical difference regarding the *frequency* of young people's drinking. One in seven children of parents who drink above the unit guidelines say that they drink *at least once a week* (15%), compared to 9% of children of low risk parents, and 2% of young people whose parents drink less than weekly.

So the data indicates that whilst children of heavier drinkers do not necessarily start drinking any earlier, once they have started drinking, they do have a tendency to drink more often.

### 5.3 Young people's routes into drinking

#### ***The influence of parents and friends***

Although most countries have national alcohol policies, a review of international guidelines<sup>19</sup> shows that very few countries have developed guidance for the consumption of alcohol by young people. The UK is one exception to this. Advice published by the Chief Medical Officer for England in 2009 states that an alcohol-free childhood is the healthiest and best option and that, if young people *are* to drink alcohol, it should not be until at least 15 years of age. This recommended abstinence from alcohol before the age of 15 stands in opposition to the so-called 'continental' approach to alcohol. This approach, where parents introduce their children to alcohol in moderation at a young age is based on the premise that allowing young people an occasional (supervised) drink helps demystify alcohol, and reduces the chance of young people drinking to excess or bingeing later on.

As discussed earlier in this chapter, the research data shows that the guidance provided by the Chief Medical Officer is, in many cases, not being heeded. The mean age at which young people report having had their first alcoholic drink<sup>20</sup> (whether supervised or unsupervised) is 13.26 - significantly lower than 15 years. In line with this, over half (54%) of young people who have ever had an alcoholic drink report that they had their first drink before the age of 15 years of age.

There are a number of hypotheses for why this early drinking occurs. Parents may be enabling young people to drink alcohol by taking a 'continental approach', perhaps under the

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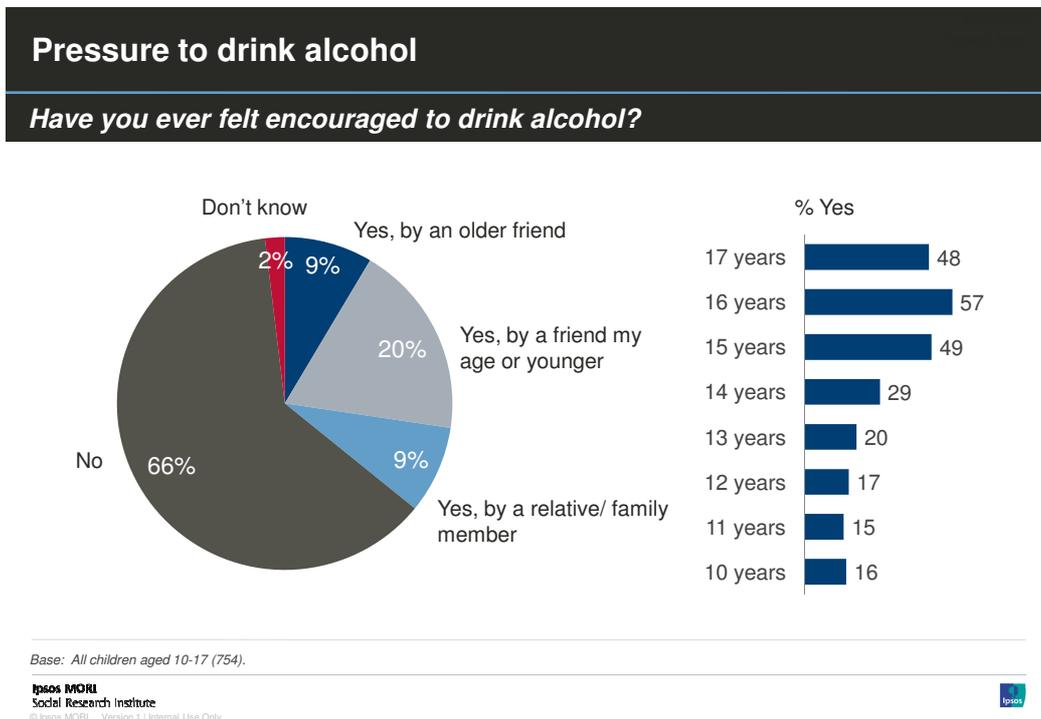
<sup>19</sup> Department of Health (2009) Guidance on the consumption of Alcohol by children and young people [http://www.dh.gov.uk/prod\\_consum\\_dh/groups/dh\\_digitalassets/documents/digitalasset/dh\\_110256.pdf](http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_110256.pdf)

<sup>20</sup> Of those who have consumed a whole alcoholic drink.

impression that this is the safest way to introduce their children to alcohol. Alternatively, young people may be encouraged and facilitated in their drinking by their peers. While it is unlikely that these influences are mutually exclusive. It is possible that for many young people both factors are at play. This section of the report therefore explores how important both influences are in affecting young people’s drinking behaviour.

As shown in the chart below, three in ten (31%) young people say they have felt encouraged to drink alcohol. One in eleven (9%) report being encouraged to do so by a relative, but interestingly this encouragement does not increase significantly with age. Overall, the proportion of young people reporting that relatives or family members encourage them to drink alcohol is relatively low and it does not differ by level of parental drinking.

In contrast, young people are much more likely to have felt encouraged by friends than by adult relatives. One in five (20%) say that they have been encouraged to drink alcohol by a friend who is their age or younger and one in eleven (9%) by an older friend. Unlike family members, the proportions that have experienced encouragement from friends increase dramatically with age; 7% of 10-11 year olds have been encouraged by a friend their age or younger, compared to 12% of 12-14 year olds and 37% of 15-17 year olds.



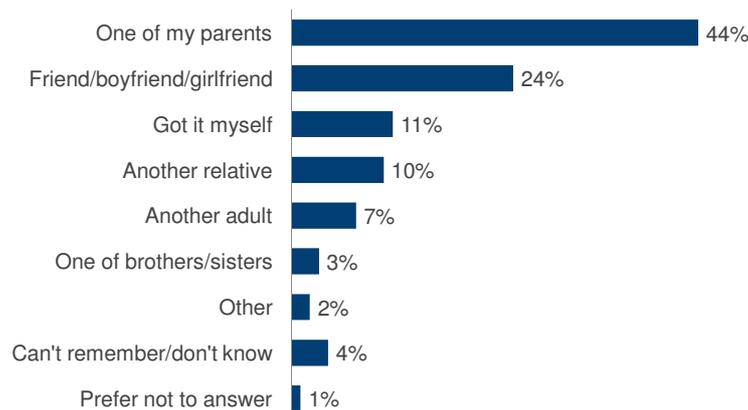
As we have noted, children of parents who drink above the unit guidelines are no more likely to say – or be willing to admit – that they have been encouraged to drink alcohol by their family members than children of low risk parents. However, they are more likely to have been

encouraged to drink alcohol by anyone (40% vs. 27% of young people with low risk parents). This suggests that these young people live in an environment where drinking alcohol is the norm. As we have discussed in Section 3.1, parents who drink above the unit guidelines are more likely to be male and from social grade AB.

Looking at how young people get access to the alcohol they drink, a very different pattern emerges. Parents are by far the most common source of alcohol, with just under half of young people who have consumed alcohol (44%) saying that the last time they drank, their parents gave it to them. Other than parents, young people are most likely to get their alcohol from friends, boyfriends or girlfriends (24%). The only difference by gender is that females are more likely than males to be given alcohol by their friends or boy/girlfriend (29% vs. 18% of males). There is no difference by social grade.

## How young people get alcohol

*The LAST TIME you were drinking alcohol, how did you get it?*



Base: All children have drunk a whole alcoholic drink (353);

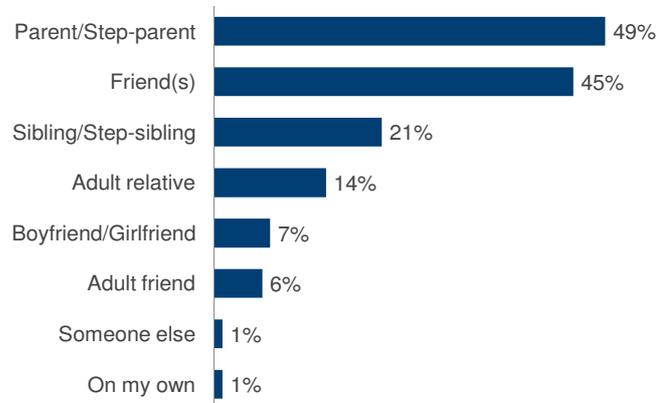
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There is a similar trend when considering who young people drink alcohol with. Around half of 10 to 17 year old drinkers (49%) were with a parent, whilst a similar proportion (45%) were with a friend. Smaller proportions say they were drinking with a sibling (21%) or adult relatives (14%).

## Who young people drink with

*The LAST TIME you were drinking alcohol, who were you with?*



Base: All children have drunk a whole alcoholic drink (353);

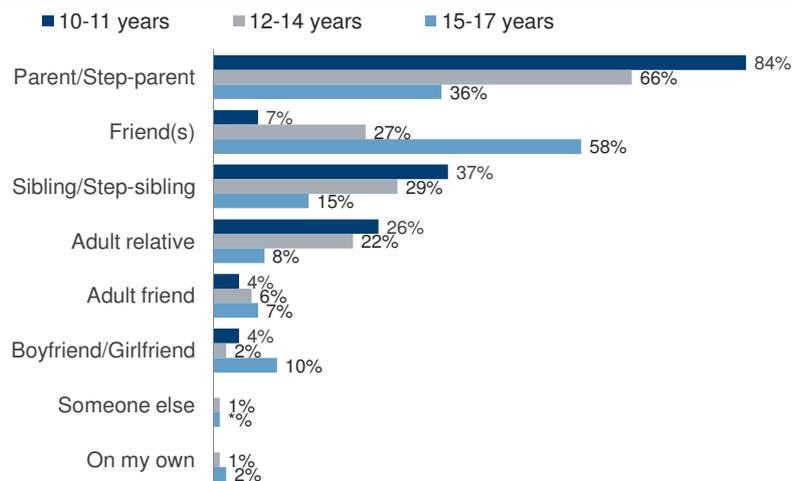
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Who young people report being with when they last drank also differs by age. Younger age groups are most likely to have been supervised by a parent; 84% of those aged 10-11 years old were with a parent, compared to 66% aged 12-14 and 36% of 15-17 year olds. For older ages on the other hand, friends are more commonly the drinking partners; 58% of 15-17 year olds, compared to just 7% of 10-11 year olds.

## Who young people drink with

*The LAST TIME you were drinking alcohol, who were you with?*



Base: All children have drunk a whole alcoholic drink (353);

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This finding supports the theme that has emerged throughout this chapter that although parents do not actively encourage their children to drink, they enable them to have alcohol, and often before the age of 16. Parents are often present when their child drinks alcohol and are a source of the alcohol that they drink. This highlights the important influence parents have over the drinking behaviour of their children. While this is less pronounced in older age groups, with 15-17 year olds more likely to get alcohol from, and drink alcohol with, friends, it is still relatively common across all ages, and is consistent across social grades.

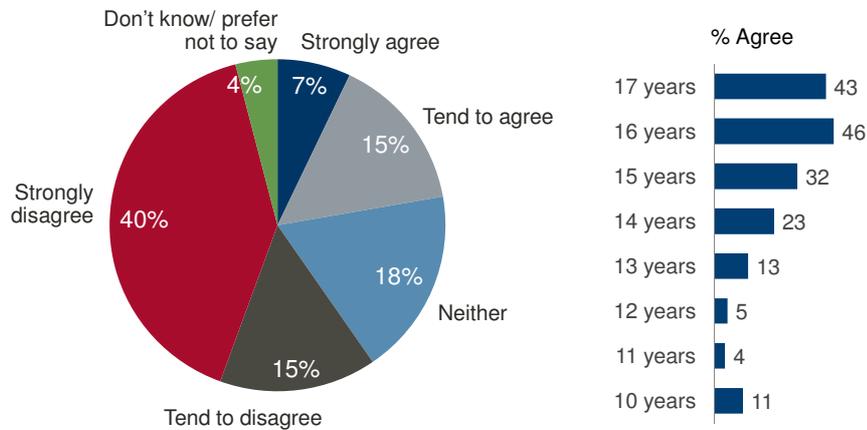
### ***The social context of drinking***

It is well known that young people are particularly susceptible to peer pressure. Therefore an important influence on young people's drinking behaviour is what they perceive to be the 'norm'. This can be a particularly important factor for younger people, and the majority of young people are likely to conform to the behaviour that they believe is being exhibited by those around them, including peers, family members and others in their social circle. As discussed in the previous section, many parents enable their children to access alcohol, perhaps with the hope that normalising alcohol at a young age will help to demystify it and reduce the chance of young people bingeing later on. We have seen, however, that as young people get older, the proportion that drink with their parents decreases and the proportion that drink with their friends increases greatly. So, what is the social context in which young people are deciding what is 'normal' behaviour, and what can we understand about how these influences interact; the attitudes of parents and the attitudes and behaviours of peers?

As can be seen from the chart below, and already discussed in chapter four, over half of young people (55%) do not think that it is normal for someone of their age to drink alcohol.

## Normality of drinking alcohol

*How much do you agree or disagree with the following statements?  
It is normal for someone my age to drink*



Base: All children aged 10-17 (754).

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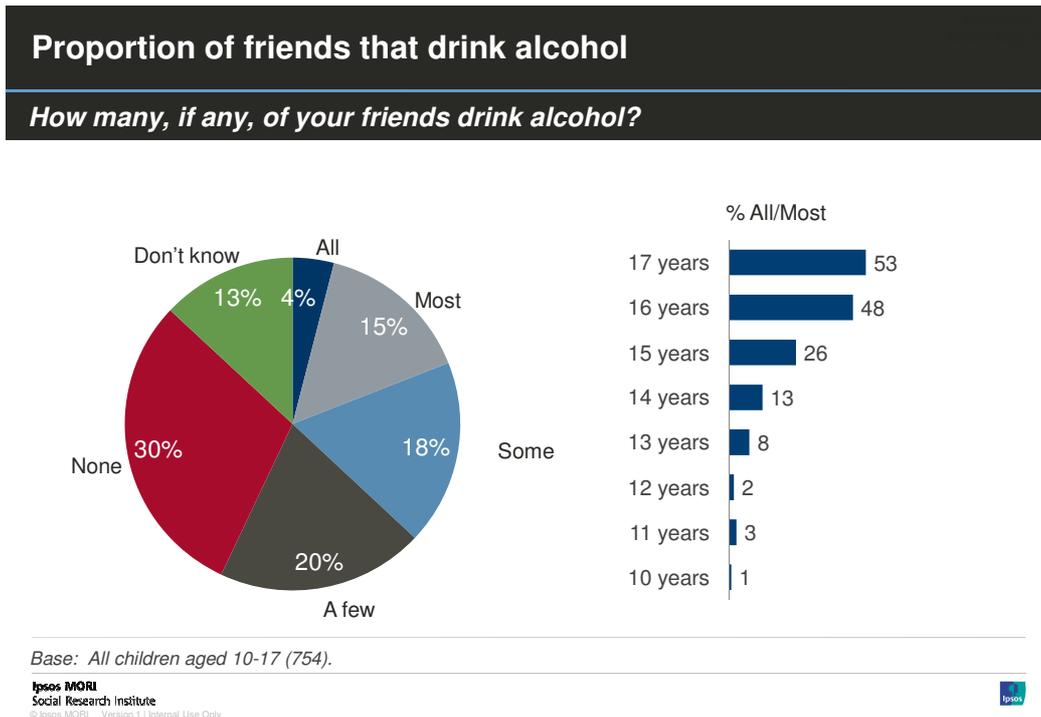


Young people whose parents think that the youngest acceptable age of first drink is between the ages of 0-12 years old are no more likely to agree that drinking is normal (25%) than those whose parents think that the youngest acceptable age for the first drink is older than 12 years of age (23%). However, young people whose parents believe the youngest acceptable age to drink is 18 or older are more likely to disagree (65%) that it is acceptable for them to drink than the average (55%) or parents who would allow a drink before the age of 13 (47%).

These findings appear to indicate that there is not a direct correlation between the degree of leniency parents show towards their children drinking alcohol, and what their children see as 'normal' drinking behaviour for people of their age. But, they do suggest that young people whose parents have the strictest outlook on acceptability of drinking can be influenced by their parent's stance. This echoes Demos' finding that 'tough love' (also known as 'authoritative') parenting, combining discipline and affection, can lead to more responsible drinking among young people. Demos' analysis of the Birth Cohort Study and the Avon Longitudinal Study of Parents and Children datasets found evidence suggesting that high levels of parent-child affection between the ages of 0 and 5 years old, and strict discipline at the age of 16, may reduce the likelihood that a child will drink excessively in adolescence and adulthood.<sup>21</sup>

<sup>21</sup> Bartlett J, Grist M and Hahn B, Under the Influence, London: Demos, 2012

As well as the influence of parents' views and behaviour, it is also important to consider the impact of peers. As shown in the chart below, two in five young people (19%) say that all or most of their friends drink alcohol. This proportion does not vary significantly with gender (16% of males and 22% of females) or by their parents' social grade. However, reflecting the trend seen throughout this report, young people of older ages are more likely to say that their friends drink. One in eight (13%) 14 year olds report this, compared with around half of 16 (48%) and 17 (53%) year olds.



While the link between parental outlook of young people drinking and their children's views is not a strong one, the influence of the attitudes and behaviours of young peoples' peers appears more important.

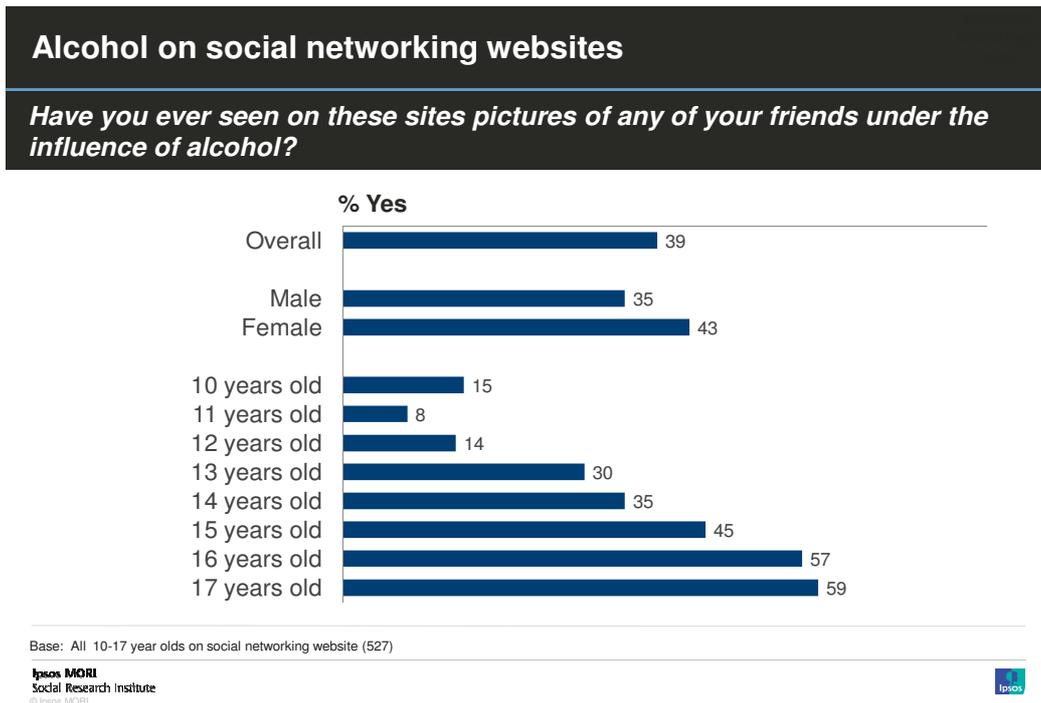
Those who say that all or most of their friends drink alcohol are more likely than average to say that they have drunk alcohol (93% compared to 46%), drink at least weekly (24% compared to 11%), that they had 3 or more drinks on the last occasion they drank alcohol (32% compared to 20%) and that it is normal for someone their age to drink (60% compared to 22%).

This is largely due to the age profile of those who say that all or most of their friends drink alcohol (83% of them are aged 15-17). However, it does highlight how young people are exposed to drinking behaviour and how this changes as they get older. It is also likely that what young people view as 'normal' drinking behaviour is governed to a greater extent by the behaviour they see their peers engaging in than the behaviour advised by their parents.

Social networking is one example of the way in which views and behaviours of young people can rapidly be transmitted around their peer group. This form of communication and social interaction is extremely prevalent among this age group, with seven in ten young people saying they are on a social networking site (70%) and usage increasing with age. By the time young people are 11 years old, two in five (37%) use social networking sites. This rises to over nine in ten (95%) of those aged 16.

Use of social networking sites has the potential to expose young people to behaviour among their peer group that they might otherwise have remained unaware of. In this way, social networks have great potential to normalise certain behaviours, including negative ones.

As shown in the chart below, two in five young people who use social networks (39%) have, by doing so, been exposed to pictures of their friends under the influence of alcohol. The figure is even higher among those aged 15-17 (54%). By the time they reach 16, seeing images of drunkenness among their peers on social networking sites is the norm among young people; six in ten 16 (57%) and 17 year olds (59%) have been exposed to these images.



***The tipping point – the ages of 15 to 16 years***

A recurring theme in the research data is that the time between 15 and 16 years of age is a key transitional period for young people. It is at this age that young people’s opinions and

behaviours start to diverge from their younger peers, leading them to be more receptive towards the idea of drinking and more likely to drink.

At 15 years old, young people are for the first time:

- More likely than average to think it is okay to try drinking alcohol to see what it is like (80% versus 60% average).
- More likely than average to agree that “it is normal for someone my age to drink” (32% versus 22% average).
- More likely than average to say that they have felt encouraged to drink alcohol (49% compared to 31% average).
- More likely than average to think that if they drink alcohol they’ll “have a lot of fun” (21% compared to 13% overall).

16-17 year olds are also more likely than young people as a whole to hold these views. This is also the age at which we start to see significant differences in drinking behaviour compared to the average. By age 16, young people are for the first time:

- More likely than average to say that all or most of their friends drink alcohol (48% versus 19% overall).
- More likely than average to say that they have had an alcoholic drink (80% versus 46% overall).
- More likely than average to say that they have a drink at least weekly (18% compared to 11% overall).
- More likely than average to say that they’ve been drunk (51% compared to 35% overall).
- More likely than average to be able to name any negative consequences from drinking.

Together, these findings indicate that young people’s transition into drinking follows a general trajectory. At age 15, young people’s views start to diverge from their younger peers and they become more receptive towards drinking than they have previously been. At around the age of 16, these favourable opinions begin to translate into changes in behaviour and the incidence and frequency of drinking alcohol and drunkenness increases. One positive finding is that they also become more aware of the potentially negative consequences arising from drinking.

## 5.4 Comparison of ABC1 findings between November 2011 and November 2012

- The proportion of ABC1 parents who say that their child has drunk a whole alcoholic drink with them has increased from 29% to 35% since 2011.
  - There have however, been very few changes in the age that parents are first speaking to their child.
- There have been no changes in the proportion of young people who have had an alcoholic drink overall (47% in 2012 compared to 49% in 2011) or the age at which they first had a drink.
- There has been an increase in the proportion who say that the last time they were drinking, they got the alcohol from another relative (from 5% in 2011 to 12% in 2012).

## 6. Parents interaction with Drinkaware

### PART 1: KEY METRICS

#### COMMUNICATIONS MEASURES: PARENTS

The table below presents the proportion of parents who have come into contact with Drinkaware in a number of different ways. The table includes:

1. Those who have been exposed to Drinkaware across a number of different ways, including people who have seen Drinkaware’s logo on alcohol advertising/packaging, seen or heard about Drinkaware on the TV, radio, or in leaflets, visited the Drinkaware website, seen a Drinkaware advert or have spoken to friends/family or a health professional about Drinkaware.
2. The people who have seen the specific campaign materials aimed at parents

	All	All who drink at least once a year	Regular drinkers (at least once a week)	All low risk	All who drink over unit guideline
% Interaction with Drinkaware	39	41	44	38	44
% 'recogniser' of parent online ads	9	10	10	9	11

Key points:

- Almost half (45%) parents have seen or heard any Drinkaware communications. These figures are on a par with the proportion of 25-44s who have seen any Drinkaware comms.
- Recognition of the specific parent online adverts is lower, however. Around one in eleven (9%) recall the parent online adverts. This is lower recognition than for 'Why let good times go bad?' posters (18% of 18-24s) but on a par with the 9% of 25-44s recognising the adult campaign.
- Parents who drink above the unit guidelines are no more likely to recall the parents advert.

## **PART 2: DISCUSSION**

As recognised by the young people/parent logic model, Drinkaware has a number of different outputs and activities that it uses to help increase awareness of its target audiences and bring about change in behaviour. This section addresses the extent to which parents of 10-17 year olds are aware of Drinkaware and its activities and in what ways they have been exposed to it.

### **6.1 Exposure to Drinkaware**

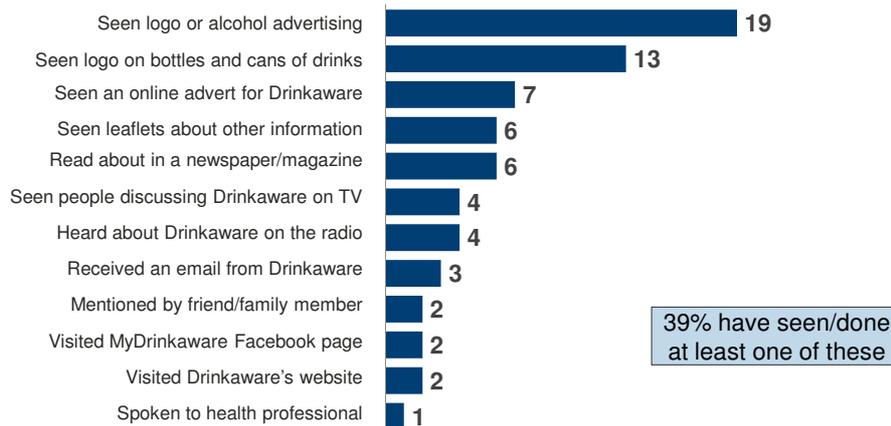
Respondents were asked a series of questions on the different media they may have come across Drinkaware over the previous three months, including:

- Seen Drinkaware's logo on alcohol advertising
- Seen Drinkaware's logo on bottles and cans of drinks
- Spoken to a health professional (e.g. doctor or GP) about Drinkaware
- A friend of family member has mentioned Drinkaware to them
- Read about Drinkaware in a newspaper/magazine
- Heard about Drinkaware on the radio
- Seen people discussing Drinkaware on TV
- Visited Drinkaware's website
- Come across leaflets and other information from Drinkaware
- Seen an online advert for Drinkaware
- Received an email from Drinkaware asking me to sign up to their drinks calculator
- Visited the MyDrinkaware Facebook page

Two in five (39%) parents of 10-17 year olds have come across Drinkaware in at least one of the ways above. Drinkers (47%) are much more likely than non drinkers (21%) to have been to exposed to Drinkaware in some way in the past three months, but there is no difference between low risk parents and parents who drink above the unit guidelines.

The most common way (of those presented) that parents have been exposed to Drinkaware is through seeing the logo on alcohol advertising (19%), followed by drinks bottle or cans (13%). Seven per cent say they have seen an online Drinkaware advert.

**Contact with Drinkaware over last three months**  
*Which of the following have you seen or done in the last three months?*



Base: All parents of 10-17 year olds (743)

Ipsos MORI  
 Social Research Institute



## 6.2 Exposure to parents online adverts

When presented with the parent ‘conversation’ online banner, along with a still from the same materials, one in eleven (9%) of all parents recall having seen it. Recall does not differ by level of drinking – non drinkers are as likely as drinkers to have seen them and there is no difference between parents who drink above the unit guidelines and low risk parents.

However, recall is higher among those who believe the youngest acceptable age for someone to have their first drink is 18 or over (15% vs. 9% overall), and for those who feel informed about the risks of alcohol to young people (11% vs. 6% of those who do not feel informed).

In the remainder of this chapter, parents who have seen these online adverts are referred to as ‘recognisers’.

### 6.3 Comparison of ABC1 findings between November 2011 and November 2012

- The proportion of parents who recall having seen the 'conversation' online banner or a still from the same materials has increased from 5% in 2011 to 10% in 2012.

# Appendices

# Appendices

## Questionnaire

### Drinkaware KPI research FINAL 25-44 / Parents / Children questionnaire, 29/10/12

#### **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 [INSERT 20 FOR NON PARENTS AND INSERT 25 FOR PARENTS] 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 on 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 [INSERT 2024 FOR NON PARENTS AND INSERT 2527 FOR PARENTS] 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 25 - 80**

**Please type in your age**

**ASK QS3 – QS11 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 EXTERNAL PANEL**

**QS8.  
SINGLE CODE  
RECODE ANSWER INTO ADDITIONAL VARIABLE PRESENCEOFCHILDREN\_0TO17**

**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  
QS9.  
SINGLE CODE  
RECODE ANSWER INTO ADDITIONAL VARIABLE Z\_CC\_PARENTS\_0\_17\_OR\_NOT**

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

**Please select one answer only**

1. Yes
2. No – **ROUTE TO Q1**

**ASK ALL WHO CODED 1 AT QS9, IF NOT SKIP TO Q1  
QS10.  
SINGLE CODE  
INSERT IN DATA FILE ALONG WITH PRESENCEOFCHILDREN\_10TO17 FROM  
INTERNAL PANEL**

**And is at least one of those children aged 10 to 17?**

**Please select one answer only**

1. Yes
2. No – **ROUTE TO Q1**

**ASK ALL WHO CODED 1 AT QS10, IF NOT SKIP TO Q1  
QS11.  
GRID WITH NUMERIC BOXES ALLOW 0-10  
NONE IS EXCLUSIVE PER COLUMN  
IF CELL LEFT BLANK AUTOCODE AS 0  
RESPONDENTS SHOULD NOT BE ALLOWED TO SELECT NONE OR GIVE NO  
ANSWER FOR BOTH COLUMNS**

**Please indicate the number of boys and/or girls aged ~~between 10 and~~ 10 and to 17 years old in your household.**

**Please type in the corresponding number of children of each age group in the household**

**ACROSS THE TOP  
1. Boys**

2. Girls

**DOWN THE SIDE**

1. 10 years old
2. 11 years old
3. 12 years old
4. 13 years old
5. 14 years old
6. 15 years old
7. 16 years old
8. 17 years old
9. None (SP)

**APPLY MINIMUM ALLOCATION FROM THIS QUESTION, BASED ON THE PROFILE REQUIRED IN FIELD, TO ASSIGN A CHILD (AGE AND GENDER) FOR THE PARENTS SECTION (P1 TO P25).**

**ASK QUESTIONS Q1 TO Q36B QD2 TO ADULTS AGED 25 TO 44 ONLY (NON PARENTS) AND 25 TO 80 (PARENTS), IF NOT SKIP TO C1-INTRO**

**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 Q7**

**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 at home?**

**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 Q7**  
**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)  
~~Shots~~ 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 Q7**

**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 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 APPEAR (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							

**ASK ONLY OF THOSE WHO DRINK (CODES 1-7 AT Q1) IF NOT, SKIP TO Q7 Q6A.**

**SINGLE CODE**

**Which of these statements best describes your situation with regards to your alcohol consumption over the past 4 weeks?**

**Please select one answer only**

1. I've cut down on the amount of alcohol I drink in the last four weeks
2. I've thought about cutting down on the amount of alcohol I drink, but have not tried to do so yet
3. I'm comfortable with how much alcohol I drink and I have not considered cutting down
4. Don't know

**ASK ALL**  
**Q7. (AS Q12)**  
**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

**ONLY ASK OF THOSE WHO DRINK (CODES 1-7 AT Q1) AND CODE 1 AT Q7 IF NOT, SKIP TO Q11**  
**Q8.**  
**SINGLE CODE**

**When you buy alcohol, how often, if at all, do you check the number of units of alcohol contained in the drinks?**

**Please select one answer only**

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

**ONLY ASK OF THOSE WHO DRINK (CODES 1-7 AT Q1) AND CODE 1 AT Q7 IF NOT, SKIP TO Q11**  
**Q9. (AS Q13)**  
**SINGLE CODE**

**When you consume alcohol, how often do you try to keep an eye on how many units of alcohol you've had?**

**Please select one answer only**

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

**ONLY ASK OF THOSE WHO CODE 1-4 FOR Q9 IF NOT, SKIP TO Q11  
Q10.  
SINGLE CODE**

**Please read the following two statements, and then decide on a scale of 1 to 5 which comes closest to your own opinion. A score of 1 means you agree much more with Statement A, while a score of 5 means you agree much more with Statement B.**

**Please select one answer only**

1. 1 – Statement A: I keep an eye on the number of alcohol units I'm drinking to make sure I don't get too drunk
2. 2
3. 3
4. 4
5. 5 – Statement B: I keep an eye on the number of alcohol units I'm drinking because I'm concerned about the long term health effects of drinking too much

**ASK ALL  
Q11. (AS 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

**Q12. (AS Q15)**

### GRID

### SINGLE CODE 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

### NEW SCREEN

**The government advises that people should not regularly drink more than the daily unit guideline of 3-4 units of alcohol for men (equivalent to a pint and a half of 4% beer) and 2-3 units of alcohol for women (equivalent to a 175 ml glass of wine). 'Regularly' means drinking every day or most days of the week.**

### ASK ALL

**Q13.**

### GRID

### SINGLE CODE PER ROW

**How helpful, if at all, do you think each of the following guidelines are in helping you personally to control how much alcohol you drink?**

**Please select one answer per row**

**ACROSS THE TOP**

1. Very helpful
2. Fairly helpful
3. Not very helpful
4. Not at all helpful
5. Don't know
6. I do not drink alcohol

**DOWN THE SIDE**

1. The government's daily unit guidelines on ~~the recommended units of alcohol consumed~~
2. Information on packaging about the number of units of alcohol in the drink
3. Information on packaging about the percent of alcohol (by volume) in the drink

**ASK ALL**

**Q14.**

**SINGLE CODE**

**How easy do you find it to keep within the government's guideline daily limit of no more than [INSERT '2-3' FOR WOMEN AND '3-4' FOR MEN BASED ON GENDER FROM QS1] units of alcohol a day?**

**Please select one answer only**

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. Don't know

**ASK ALL**

**Q14A.**

**SINGLE CODE**

**And how important, if at all, do you think it is that you keep within the government's guideline daily limit?**

**Please select one answer only**

1. Very important
2. Fairly important
3. Not very important
4. Not at all important
5. Don't know

**ONLY ASK OF THOSE WHO DRINK (CODE 1-7 AT Q1), IF NOT SKIP TO Q18**

**Q17. (AS Q19)**

**SINGLE CODE**

**Thinking about your alcohol consumption, how likely or not do you think it is that you would have increased health problems in the future if you continue to drink at this your current level?**

**Please select one answer only**

1. Very likely
2. Fairly likely
3. Not very likely
4. Not at all likely
5. Don't know

**ASK ALL**

**Q18.**

**OPEN END**

**Which, if any, do you think are the main types of health problem that can result from regularly drinking over the government's daily alcohol unit guidelines?**

**Please type in your answer below**

**ASK ALL**

**Q19. (AS 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 regularly drinking over the government's daily alcohol unit guidelines?**

**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)

**ONLY ASK IF CODES 1-8 AT Q1 IF NOT, SKIP TO Q21**

**Q20. (AS Q23)**

**GRID**

**SINGLE CODE PER ROW**

**ROTATE ORDER**

**Here are some things people have said they do to moderate their drinking. 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
3. Keep a drink diary to monitor how much I am drinking
4. Drink smaller glasses of wine or smaller bottles of beer
5. Drinking a lower strength alcohol
6. Avoid drinking alcohol on a 'school/work night'
7. Have a glass of water before I start drinking so I'm not drinking more alcohol because I'm thirsty
8. Make a bottle of wine last for a few days (by buying a screw top or having a stopper)
9. Drink within the daily guidelines
10. Find out about the unit content of different drinks to help monitor how much I am drinking
11. Check the Alcohol strength (ABV or alcohol by volume) to make sure it's not too high
12. Try alternative ways to unwind e.g. taking a bath, reading a magazine, watching a film, etc.
13. Drinking shandy or a spritzer
14. Set myself a drinking limit e.g. just a glass/bottle

**ASK ALL**

**Q21.**

**GRID**

**SINGLE CODE PER ROW**

**Which, if any, of the following have you ever done to seek advice on safe drinking?**

**Please select one answer per row**

**ACROSS THE TOP**

1. I have done this within the last 2 or 3 months
2. I have done this but not within the last 2 or 3 months
3. I have not done this

**DOWN THE SIDE**

1. Talked to a doctor or health advisor
2. Talked to a friend or relative
3. Looked for advice or information on the internet
4. Read a book about the issue
5. Read an article in a newspaper or magazine about the issue

**ASK ALL**

**Q22. (AS Q24)**

**GRID**

**SINGLE CODE PER ROW**

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

**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 agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
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. I find it difficult to cut back on the amount of alcohol I drink (E)
6. I think the health risks of drinking alcohol have been exaggerated (F)
7. I don't think I drink enough to damage my long-term health (G)
8. Having a couple of drinks to help unwind after a hard day is good for you (H)
9. I would like to cut back on the amount of alcohol I drink (I)
10. Too often, I find an excuse to have a drink in the evening (J)

**ASK ALL**

**Q22A. (AS 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**

**Q22B. (AS 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 Q22C OF ALL WHO HAVE SEEN THE LOGO AT A22B (CODE 1 AT Q22B). IF NOT SKIP TO Q27C**

**Q22C. (AS 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 BUT ANCHOR STATEMENT 5 AT BOTTOM~~**

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

**ASK ALL  
SINGLE CODE  
Q27C.**

**Have you heard of MyDrinkaware? This is an online tool which supports people in their efforts to moderate their drinking.**

**Please select one answer only**

1. Yes – I have registered to it
2. Yes – but I have not registered to it
3. No
4. Don't know

**ASK ALL WHO SAID YES AT Q27C (CODES 1 OR 2)  
Q27D.  
MULTICODE**

**How did you hear about MyDrinkaware?**

**Please select all that apply**

1. I clicked on a link/advert on a different website
2. Whilst browsing the Drinkaware website
3. An email from Drinkaware
4. I heard/read about it in the news
5. From a Twitter feed
6. From Facebook
7. It was recommended by friends/a family member
8. Other (please ~~write in~~ specify how you heard about it)

**And have you received this emails, or one like it, from Drinkaware before?**

**Please select one answer only**

1. I have received this email before
2. I have not received this email before but I have received one like it from Drinkaware
4. I have not received any emails like this from Drinkaware
3. Can't remember / Don't know

**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 has mentioned Drinkaware to me
6. I have come across leaflets and other information from Drinkaware
7. I have seen an online advert for 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
11. I have registered on MyDrinkaware to track how much alcohol I am drinking
12. I have received an email from Drinkaware asking me to sign up to their drinks calculator
14. I have visited the MyDrinkaware Facebook page
15. I have visited the parent section of Drinkaware's website
13. None of the above (**SINGLE CODE**)

**ASK ALL**

**Q36A.**

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

**WRITE IN BOX RULES:**

**FIRST DIGIT SHOULD BE LETTER**

**SECOND DIGIT SHOULD BE LETTER OR NUMBER**

**THIRD DIGIT SHOULD BE NUMBER,**

**FOURTH DIGIT SHOULD BE LETTER OR NUMBER**

**FIFTH DIGIT SHOULD BE LETTER OR NUMBER**

**SIX DIGIT SHOULD BE LETTER OR NUMBER**

**SEVENTH DIGIT SHOULD BE LETTER**

**EIGHTH DIGIT SHOULD BE LETTER**

**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 FOR NON PARENTS OR GO TO PARENTS SECTION Q36B.**

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

**WRITE IN BOX RULES:**

**FIRST DIGIT SHOULD BE LETTER**

**SECOND DIGIT SHOULD BE LETTER OR NUMBER**

**THIRD DIGIT SHOULD BE NUMBER,**

**FOURTH DIGIT SHOULD BE LETTER OR NUMBER**

**FIFTH DIGIT SHOULD BE LETTER OR NUMBER**

**SIX DIGIT SHOULD BE LETTER OR NUMBER**

**SEVENTH DIGIT SHOULD BE LETTER**

**EIGHTH DIGIT SHOULD BE LETTER**

**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 – QD2 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)

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

**PRESENCEOFCHILDREN\_0TO17**

**PRESENCEOFCHILDREN\_10TO17 (ONLY FOR THIS LINK)**

**Z\_CC\_PARENTS\_0\_17\_OR\_NOT**

**H\_CAL\_STDHOUSEHOLDSIZE**

**IND\_EMPLOY**

**ICAL\_LFSWORKINGSTATUS**

**ICAL\_LFSWORKINGSTATUS\_2**

**Z\_SCR\_ETHNICITY\_4CODES**

**ASK QUESTIONS P1 TO P25 TO PARENTS ONLY, IF NOT THANK AND CLOSE FOR EXTERNAL PANEL: PARENTS ARE THOSE THAT ANSWER CODE 1 AT QS10 AND CHILD SELECTED BASED ON MINIMUM ALLOCATION FROM QS11 (AGE AND GENDER TO BE INSERTED)**

## NEW SCREEN

The following section will include some questions about alcohol in relation to children. Some questions ask about a specific child – this is because we want to find out about alcohol in relation to children of particular ages.

## SHOW FOR EXTERNAL PANEL:

It has been identified that in your household you have a [INSERT GENDER FROM QS11] aged [INSERT EXACT AGE (10-17) FROM QS11]. For the rest of the survey please think about this child when answering the questions.

## ASK ALL PARENTS

P1.

## SINGLE CODE

## INTERNAL

Thinking about [INSERT child name FROM PANEL INFO WHO WILL BE ASKED TO ANSWER THE CHILDRENS SECTION], have they ever drunk a whole alcoholic drink (not just a sip) *with you*, for example at a meal or on a special occasion?

## EXTERNAL

Thinking about the specified child in your household, have they ever drunk a whole alcoholic drink (not just a sip) *with you*, for example at a meal or on a special occasion?

Please select one answer only

1. Yes
2. No

**ASK IF CHILD HAS DRUNK A WHOLE ALCOHOLIC DRINK (CODE 1 AT QP1) IF NOT, SKIP TO QP4**

P2.

**NUMERIC: ALLOW 0 – UP TO CURRENT AGE OF RESPONDENTS CHILD WHO WILL BE ASKED TO ANSWER CHILDRENS SECTION  
CAN'T REMEMBER/DK IS EXCLUSIVE**

And at what age did this child first drink a whole alcoholic drink *with you*?

Please type in your answer below

99. Can't remember / Don't know

**ASK IF ANY AGE GIVEN AT QP2 IF NOT, SKIP TO QP4**

P3.

## SINGLE CODE

Do you think that was their first drink of alcohol or do you know / think that they had drunk alcohol before?

Please select one answer only

1. That was the first time they had drunk alcohol
2. I know for certain they had drunk alcohol before
3. I don't know for sure, but they had probably drunk alcohol before

**107**

4. Don't know

**ASK ALL PARENTS**

**P4.**

**NUMERIC: ALLOW 0 - 21**

**DK IS EXCLUSIVE**

**What age do you think is the youngest acceptable age for a young person to have their first drink of alcohol, not just a sip?**

**Please type in your answer below**

99. Don't know

**ASK ALL PARENTS**

**P5.**

**SINGLE CODE**

**INTERNAL**

**Thinking now about [INSERT child name FROM PANEL INFO WHO WILL BE ASKED TO ANSWER THE CHILDRENS SECTION], have you or your partner/spouse ever spoken to them about the risks of alcohol and how to handle it sensibly?**

**EXTERNAL**

**Thinking now about the specified child in your household, have you or your partner/spouse ever spoken to them about the risks of alcohol and how to handle it sensibly?**

**Please select one answer only**

1. Yes – have spoken to them – **ROUTE TO QP6**
2. No – haven't spoken to them – **ROUTE TO QP10**
3. Don't know – **ROUTE TO QP10**

**ASK IF CODE 1 AT QP5 IF NOT, SKIP TO QP10**

**P6.**

**NUMERIC: ALLOW 0 – UP TO CURRENT AGE OF RESPONDENTS CHILD WHO WILL BE ASKED TO ANSWER CHILDRENS SECTION  
CAN'T REMEMBER/DK IS EXCLUSIVE**

**What age were they when you first talked to them about this?**

**Please type in your answer below**

99. Can't remember / Don't know

**ASK IF CODE 2 OR 3 AT QP5 IF NOT, SKIP TO QP12**

**P10.**

**SINGLE CODE**

**Do you or your partner/spouse plan to speak to your child about alcohol in the future?**

**Please select one answer only**

1. Yes – **ROUTE TO QP11**
2. No – **ROUTE TO QP12**
3. Don't know – **ROUTE TO QP12**

**ASK IF CODE 1 AT QP10 IF NOT, SKIP TO QP12**

**P11.**

**NUMERIC: ALLOW FROM CURRENT AGE OF RESPONDENTS CHILD WHO WILL BE ASKED TO ANSWER CHILDRENS SECTION - 18  
DK IS EXCLUSIVE**

**At what age do you think you will talk to them about this?**

**Please type in your answer below**

99. Don't know

**ASK ALL PARENTS**

**P12.**

**GRID**

**SINGLE CODE PER ROW**

**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**

**To what extent do you agree or disagree with the following statements?**

**Please select one answer per row**

**ACROSS THE TOP**

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

**DOWN THE SIDE**

1. It is okay for parents to allow their child to drink some alcohol, even if they are under 16 years old
2. I would like more information on the best way to talk to my child about the risks of alcohol and sensible drinking
3. There are many things I don't know about the effects of alcohol on children
4. It is important that parents talk to their child about the risks associated with alcohol, well before they become exposed to it
5. It is inevitable that most children will drink alcohol before the age of 16
6. Talking to children about alcohol can make it more of an issue than it needs to be
7. I worry that my own alcohol consumption is at odds with what I tell my children
8. I'm often unsure how to respond to tricky questions my children have about alcohol
9. I worry that my children's friends are a greater influence on my child's drinking behaviour than I am
10. It is important that I proactively bring up alcohol with my child, not wait for something to happen
11. If parents prevent their children from drinking alcohol they will only want it more

12. Letting children younger than 12 years of age have a taste of alcohol is a safe way to introduce them to alcohol

**ASK ALL PARENTS**

**P13.**

**SINGLE CODE**

**How well informed, if at all, are you of the risks to children of drinking alcohol?**

**Please select one answer only**

1. Very well informed
2. Fairly well informed
3. Not very well informed
4. Not at all informed
5. Don't know

**ASK ALL PARENTS**

**P14.**

**OPEN END**

**DK IS EXCLUSIVE**

**What, if any, serious negative consequences do you think there are to children if they start drinking alcohol at too young an age?**

**Please type in your answer below**

99. Don't know

**ASK ALL PARENTS**

**P15.**

**SINGLE CODE**

**If a child started drinking twice a week at age 14, how likely do you think it is that that child would develop a drinking problem later in life?**

**Please select one answer only**

1. Very likely
2. Fairly likely
3. Not very likely
4. Not at all likely
5. Don't know

**ASK ALL PARENTS**

**P16.**

**MULTICODE**

**ROTATE ORDER EXCEPT 'INCREASED RISK OF HAVING UNPROTECTED SEX' AND NONE OF THE ABOVE**

**NONE OF THE ABOVE IS EXCLUSIVE**

**Which, if any, of the following do you think could affect a child as a result of drinking too much alcohol at a young age?**

**Please select all that apply**

1. Hair loss
2. Increased risk of accident or injury
3. Increased risk of contracting sexually transmitted infections
4. Increased risk of getting in trouble with the police
5. Increased risk of involvement with violence
6. Increased risk of unwanted pregnancy
7. More likely to catch infections
8. Problems with skin
9. Early onset of liver disease
10. Increased risks of doing less well at school
11. Increased risk of having unprotected sex **(ALWAYS AT END OF LIST ABOVE NONE OF THE ABOVE)**
12. None of the above

**ASK ALL PARENTS**

**P17.**

**GRID**

**SINGLE CODE PER ROW AND COLUMN**

**DK IS EXCLUSIVE**

**Which of the following factors would you say has the greatest influence in shaping children's attitudes to alcohol?**

**Please rank your answers in order of importance, from the most important factor down to the least important factor.**

**Please select one answer per row making sure there is only one answer per column**

**ACROSS THE TOP**

1. 1 – Most important
2. 2
3. 3
4. 4
5. 5 – Least important

**DOWN THE SIDE**

1. My own/My partner's drinking behaviour
2. Their brother's/sister's drinking behaviour
3. Their friends' drinking behaviour
4. Drinking behaviour they are exposed to through the media
5. Drinking behaviour they see in their local area

**SEPARATE CODE**

99. Don't know

**ASK ALL PARENTS**

**P22E.**

**SINGLE CODE**

**The UK's Chief Medical Officers [FOR RESPONDENTS IN SCOTLAND CODE 11 AT QS3 INSERT in Scotland] provides the following guidance on the consumption of alcohol among children and young people.**

**111**

**SHOW THE FOLLOWING TEXT TO RESPONDENTS IN ENGLAND, WALES AND NORTHERN IRELAND CODES 1-10 OR 12 AT QS3**

**'Children and their parents and carers are advised that an alcohol-free childhood is the healthiest and best option. However, if children drink alcohol, it should not be until at least the age of 15 years'.**

**SHOW THE FOLLOWING TEXT TO RESPONDENTS IN SCOTLAND CODE 11 AT QS3**

**'Children and their parents and carers are advised that an alcohol-free childhood is the healthiest and best option.**

**Had you seen or heard this guidance before today?**

**Please select one answer only**

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

**ASK ALL PARENTS**

**P22F.**

**SINGLE CODE**

**Having heard this guidance, which of the following most closely matches your view?**

**Please select one answer only**

1. Parents should not allow their child to drink alcohol until age 15 **(DO NOT SHOW FOR SCOTTISH RESPONDENTS CODE 11 AT QS3)**
2. Parents should not allow their child to drink alcohol until age 16 **(DO NOT SHOW FOR SCOTTISH RESPONDENTS CODE 11 AT QS3)**
3. Parents should not allow their child to drink alcohol until age 17 **(DO NOT SHOW FOR SCOTTISH RESPONDENTS CODE 11 AT QS3)**
4. Parents should not allow their child to drink alcohol until age 18
5. Parents should be allowed to use their discretion
6. Don't know

**NEW SCREEN**

**On the next screen you will see some online adverts.**

**ASK ALL PARENTS**

**P24.**

**SINGLE CODE**

**SHOW QUESTION TEXT THEN INTERACTIVE PARENT BANNER – WINE**

**'<http://console.unrulymedia.com/content/video/12123>' TO BE EMBEDDED USING THE JAVA EMBED LINK MPU: '<script type="text/javascript"**

**src="http://video.unrulymedia.com/wildfire\_55736051.js"></script>' (AS PER EMAIL WITH SCRIPTER DATED Fri 28/10/2011 10:42)**

**RESPONSE OPTIONS TO THE RIGHT OF THE INTERACTIVE BANNER**

**Have you seen this advert before?**

**Please select one answer only**

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

## ASK ALL PARENTS

P25.

### SINGLE CODE

SHOW QUESTION TEXT THEN IMAGE 'Parents video still' AND RESPONSE OPTIONS UNDERNEATH IMAGE

**The following is a still image from a video. Have you seen this video before?**

**Please select one answer only**

1. Yes - I have seen this video before
2. No - I have not seen this video before
3. Can't remember / Don't know

## THANK AND CLOSE

### NEW SCREEN

#### Parents' Consent

Many thanks for completing this survey. This research is being conducted for an independent, UK-wide charity which aims to increase awareness and understanding of the role of alcohol in society, enabling individuals to make informed choices about their drinking.

Since many of the attitudes and behaviours associated with alcohol first start in childhood and adolescence, it is also important to understand children and young people's opinions and experiences of alcohol. **We are therefore conducting a survey among 10-17 year olds exploring these issues and would be very grateful if [INSERT child name FROM PANEL INFO... FOR INTERNAL PANEL AND INSERT 'the [INSERT GENDER] aged [INSERT EXACT AGE (10-17)] in your household' FOR EXTERNAL PANEL] could participate.**

The questionnaire covers a range of issues about young people including their attitudes to alcohol, their awareness of the health and social effects of alcohol, as well as their experience, if any, of drinking alcoholic drinks. **We are just as interested in young people who have never drunk alcohol as those who have.** If you wish to see the questions your child will be asked to complete please click here [\[INSERT LINK TO PDF QUESTIONNAIRE\]](#) for a copy of the questionnaire.

**The survey is completely confidential;** no individual will be identified in the results and no one outside Ipsos MORI will know how an individual answered their questionnaire or even know that they took part. Ipsos MORI strictly adheres to the Market Research Society Code of Conduct and the Data Protection Act 1998.

### INTERNAL

I hope that you will be happy for your child to complete this survey which will take about 1416 minutes and for which you will receive an additional x points. If you have any questions about the survey please email [epanel-uk@ipsosinteractive.com](mailto:epanel-uk@ipsosinteractive.com).

1. I am happy for my child to complete the survey – [GO TO CHILDREN'S SURVEY PARENTS' INTRO PAGE](#)

2. I do not wish my child to complete the survey – [THANK AND CLOSE EXTERNAL](#)

I hope that you will be happy for the selected child to complete this survey which will take about 1416 minutes. If you have any questions about the survey please email [anita@valuedopinions.co.in](mailto:anita@valuedopinions.co.in).

1. I am happy for the child to complete the survey – [GO TO CHILDREN'S SURVEY PARENTS' INTRO PAGE](#)

2. I do not wish the child to complete the survey – [THANK AND CLOSE](#)

**IF CODE 1 CONTINUE TO CHILDREN SURVEY PARENTS' INTRO PAGE**

**IF CODE 2 THANK RESPONDENT AND CLOSE SURVEY (GIVE INCENTIVE FOR PARENT COMPLETION ONLY)**

**NEW SCREEN**

**Children's survey - Parents' intro page**

**INTERNAL**

Thank you for agreeing to [INSERT child name FROM PANEL INFO...] helping with this research. Please bring [INSERT child name FROM PANEL INFO...] to the computer and click 'next'. The survey will then start for [INSERT child name FROM PANEL INFO...] to complete.

If [INSERT child name FROM PANEL INFO...] is not available to complete the survey at the moment, please exit and revisit the link when they are available.

**EXTERNAL**

Thank you for agreeing to the specified child helping with this research. Please bring the child to the computer and click 'next'. The survey will then start for the child to complete.

If the specified child is not available to complete the survey at the moment, please exit and revisit the link when they are available.

**CHILDREN SECTION TO BE INCLUDED AGAIN FOR WAVE 3 AND TO BE SCRIPTED AS SEPARATE LINK**

**FOR INTERNAL PANEL AND EXTERNAL PANEL WHO HAVE ANSWERED PARENTS LINK, ASK QUESTIONS C1 TO C38 TO CONSENTED (CODE 1) CHILDREN ONLY, IF NOT THANK AND CLOSE**

**FOR EXTERNAL FRESH CHILD SAMPLE, ASK QUESTIONS SC8- SC7 TO ALL PARENTS OF FRESH EXTERNAL PANEL SAMPLE.**

**ASK QUESTIONS C1 TO C38 TO CONSENTED (CODE 1) CHILDREN ONLY, IF NOT THANK AND CLOSE**

**SHOW TO FRESH SAMPLE EXTERNAL PANEL CHILDREN ONLY**

**INTRO FOR PARENTS OF EXTERNAL FRESH CHILD SAMPLE:**

Thank you for helping with this research. Please note that the first section of the questionnaire is for you to complete and then we will invite your child to continue the survey.

## NEW SCREEN

### QSC8

GRID WITH NUMERIC BOXES ALLOW 0-10

NONE IS EXCLUSIVE PER COLUMN

IF CELL LEFT BLANK AUTOCODE AS 0

RESPONDENTS SELECT NONE OR GIVE NO ANSWER FOR BOTH COLUMNS PLEASE SCREEN OUT

Please indicate the number of boys and/or girls aged 10 to 17 years old in your household.

Please type in the corresponding number of children of each age group in the household

## ACROSS THE TOP

1. Boys
2. Girls

## DOWN THE SIDE

1. 10 years old
2. 11 years old
3. 12 years old
4. 13 years old
5. 14 years old
6. 15 years old
7. 16 years old
8. 17 years old
9. None (SP) – IF NONE OR NO ANSWER TO BOTH COLUMNS, SCREEN OUT

APPLY MINIMUM ALLOCATION FROM THIS QUESTION, BASED ON THE PROFILE REQUIRED IN FIELD, TO ASSIGN A CHILD (AGE AND GENDER) FOR THE PARENTS CONSENT SCREEN

ASK ALL PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO HAVE GIVEN AN AGE OF CHILD (CODE 1-8 DOWN THE SIDE FOR CODES 1 OR 2 ACROSS THE TOP AT QSC8)

## NEW SCREEN

### External Fresh Parents' Consent

This research is being conducted for an independent, UK-wide charity which aims to increase awareness and understanding of the role of alcohol in society, enabling individuals to make informed choices about their drinking.

Since many of the attitudes and behaviours associated with alcohol first start in childhood and adolescence, it is also important to understand children and young people's opinions and experiences of alcohol. **We are therefore conducting a survey among 10-17 year olds exploring these issues and would be very grateful if 'the [INSERT GENDER FROM**

**QSC8] aged [INSERT EXACT AGE (10-17) FROM QSC8] in your household' could participate.**

The questionnaire covers a range of issues about young people including their attitudes to alcohol, their awareness of the health and social effects of alcohol, as well as their experience, if any, of drinking alcoholic drinks. **We are just as interested in young people who have never drunk alcohol as those who have.** If you wish to see the questions your child will be asked to complete please click here [\[INSERT LINK TO PDF QUESTIONNAIRE\]](#) for a copy of the questionnaire.

**The survey is completely confidential;** no individual will be identified in the results and no-one outside Ipsos MORI will know how an individual answered their questionnaire or even know that they took part. Ipsos MORI strictly adheres to the Market Research Society Code of Conduct and the Data Protection Act 1998.

I hope that you will be happy for the selected child to complete this survey which will take about 1416 minutes. If you have any questions about the survey please email [anita@valuedopinions.co.in](mailto:anita@valuedopinions.co.in).

1. I am happy for the child to complete the survey – [GO TO QSC3](#)
2. I do not wish the child to complete the survey – [THANK AND CLOSE](#)

**IF CODE 1 CONTINUE TO QSC3**

**IF CODE 2 THANK RESPONDENT AND CLOSE SURVEY**

**ASK ALL PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO CODE 1 AT EXTERNAL FRESH PARENTS CONSENT QSC3.**

**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 PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO CODE 1  
AT EXTERNAL FRESH PARENTS CONSENT  
QSC4.  
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 PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO CODE 1  
AT EXTERNAL FRESH PARENTS CONSENT  
QSC6.  
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 PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO CODE 1  
AT EXTERNAL FRESH PARENTS CONSENT  
QSC7.  
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**

**SHOW TO ALL PARENTS OF FRESH EXTERNAL PANEL CHILDREN SAMPLE WHO CODE 1 AT EXTERNAL FRESH PARENTS CONSENT  
NEW SCREEN**

**External fresh Children's survey - Parents' intro page**

Thank you for agreeing to the specified child helping with this research. Please bring the child to the computer and click 'next'. The survey will then start for the child to complete.

If the specified child is not available to complete the survey at the moment, please exit and revisit the link when they are available.

**SHOW TO ALL CHILDREN SAMPLE  
NEW SCREEN**

Thank you for your interest in this survey. The results will help researchers learn about you, your views on alcohol, and any experience you might have had, if any, of drinking alcoholic drinks.

**Everything you write will be confidential (we won't know who you are and we won't pass on any information you give us to anyone else).** Please don't worry about other people seeing your answers – that won't happen, so please answer truthfully. **This survey is all about you so it is really important to the researchers that you are as honest as possible.**

Please read each question carefully and take your time to answer. The survey will take you about 14+6 minutes. This is not a test and there are no right or wrong answers.

If you see a question that you cannot answer, or you are unhappy about answering, please tick 'don't know' or 'prefer not to say' and move onto the next question. Please do try to answer as many questions as you can.

Thank you again for helping with our research. **Remember, you don't have to take part if you don't want to.** If you would like to take part in our research, please click on the 'next' button to continue to the survey.

**[PLEASE INCLUDE AS MUCH SPACE AS POSSIBLE BETWEEN THE TEXT ABOVE AND THE CLOSE OUT INSTRUCTION BELOW]**

If you do not want to take part please exit. **[FOR THIS SENTENCE PLEASE USE A SMALLER FONT SIZE AND INSERT CLOSE BUTTON UNDERNEATH ON THE FAR LEFT TO EXIT THE SURVEY]**

**IF CLICK NEXT BUTTON CONTINUE TO QC1 (GIVE INCENTIVE FOR PARENT AND CHILD COMPLETION ONCE WHOLE SURVEY IS COMPLETED)**

**IF CLICK CLOSE BUTTON THANK RESPONDENT AND CLOSE SURVEY (GIVE INCENTIVE FOR PARENT COMPLETION ONLY)**

**AUTOCODE FOR THIS QUESTION FROM PANEL INFO FOR ALL INTERNAL SAMPLE AND EXTERNAL SAMPLE THAT HAS BEEN ROUTED FROM PARENT LINK EXTERNAL FRESH CHILD SAMPLE TO BE AUTOCODED FROM CHILD ASSIGNED AT QSC8  
QSC1.  
SINGLE CODE  
THIS QUESTION SHOULD NOT BE SHOWN ON SCREEN**

**Are you...**

1. Male
2. Female

**AUTOCODE FOR THIS QUESTION FROM PANEL INFO FOR ALL INTERNAL SAMPLE AND EXTERNAL SAMPLE THAT HAS BEEN ROUTED FROM PARENT LINK EXTERNAL FRESH CHILD SAMPLE TO BE AUTOCODED FROM CHILD ASSIGNED AT QSC8**

**QSC2.  
NUMERIC  
RECORD EXACT AGE  
ALLOW 10-17  
THIS QUESTION SHOULD NOT BE SHOWN ON SCREEN**

**Please type in your age**

**ASK ALL  
C1.**

**GRID**  
**SINGLE CODE PER ROW**

**Do you think it is OK, or not, for someone your age to do the following?**

**Please select one answer per row**

**ACROSS THE TOP**

1. OK
2. Not OK
3. Don't know
4. Prefer not to answer

**DOWN THE SIDE**

1. Try drinking alcohol to see what it's like
2. Try getting drunk to see what it's like
3. Drink alcohol once a week
4. Get drunk once a week

**ASK ALL**

**C2.**

**SINGLE CODE**

**How many, if any, of your friends drink alcohol?**

**Please select one answer only**

1. All
2. Most
3. Some
4. A few
5. None
6. Don't know
7. Prefer not to answer

**ASK ALL**

**C3.**

**MULTICODE**

**CODES 4, 5 AND 6 ARE EXCLUSIVE**

**Have you ever felt encouraged to drink alcohol?**

**Please select all that apply**

1. Yes, by an older friend
2. Yes, by a friend my age or younger
3. Yes by a relative / family member
4. No (**SINGLE CODE**)
5. Don't know (**SINGLE CODE**)
6. Prefer not to answer (**SINGLE CODE**)

**ASK ALL**

**C4.**

**SINGLE CODE**

**Have you ever had an alcoholic drink, not just a sip?**

**Please don't count drinks labelled low alcohol.**

**Please select one answer only**

1. Yes
2. No
3. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C5.**

**NUMERIC: ALLOW 0 – UP TO CURRENT AGE OF RESPONDENT  
CAN'T REMEMBER AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**How old were you when you had your FIRST alcoholic drink?**

**Please type in your answer below**

98. Can't remember
99. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C6.**

**SINGLE CODE**

**When you had your FIRST alcoholic drink, were you celebrating a special family or religious event e.g. a birthday, wedding, Christmas?**

**Please select one answer only**

1. Yes
2. No
3. Can't remember / Don't know
4. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C7.**

**SINGLE CODE**

**Was there an adult present when you had your FIRST alcoholic drink or not?**

**By adult we mean someone 18 years or older.**

**Please select one answer only**

1. Yes
2. No

3. Can't remember / Don't know
4. Prefer not to answer

**IF ADULT WAS PRESENT (CODE 1 AT QC7) IF NOT, SKIP TO QC10 QC9A  
C8.  
SINGLE CODE**

**Have you had an alcoholic drink without an adult present?**

**Please select one answer only**

1. Yes
2. No
3. Can't remember / Don't know
4. Prefer not to answer

**IF YES AT QC8 IF NOT, SKIP TO QC10 QC9A  
C9.**

**NUMERIC: ALLOW 0 – UP TO CURRENT AGE OF RESPONDENT  
CAN'T REMEMBER / DK AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**At what age did you first have an alcoholic drink without an adult present?**

**Please type in your answer below**

98. Can't remember / Don't know
99. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP  
TO QC20**

**C9A.**

**MULTICODE**

**ON MY OWN, CAN'T REMEMBER / DK AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**Thinking about the FIRST TIME you were drinking alcohol, who were you with?**

**Please select all that apply**

1. My mother / father / step-mother / step-father
2. My brother(s) / step-brother(s) / sister(s) / step-sister(s)
3. Friend(s)
4. Boyfriend / Girlfriend
5. An adult relative (e.g. uncle, aunt, grandparent)
6. An adult friend
7. I was on my own **(SINGLE CODE)**
8. Someone else
9. Can't remember / Don't know **(SINGLE CODE)**
10. Prefer not to answer **(SINGLE CODE)**

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) AND ARE  
AGED 12-17, IF NOT CODE 1 AT QC4 SKIP TO QC20, IF NOT AGED 12-17 SKIP TO  
QC10B**

**C10A.**

**SINGLE CODE**

**How often do you USUALLY have an alcoholic drink?**

**Please select one answer only**

1. Every day or almost every day
2. About twice a week
3. About once a week
4. About once a fortnight
5. About once a month
6. A few times a year
7. Only on special occasions
8. I never drink alcohol now
9. Don't know
10. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) AND ARE AGED 10-11, IF NOT CODE 1 AT QC4 SKIP TO QC20, IF NOT AGED 10-11 SKIP TO QC11A  
C10B.  
SINGLE CODE**

**How often do you USUALLY have an alcoholic drink?**

**Please select one answer only**

1. Every day or almost every day
2. About once or twice a week
3. About once or twice a month
4. Less often than this
5. I never drink alcohol now
6. Don't know
7. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) AND ARE AGED 12-17, IF NOT CODE 1 AT QC4 SKIP TO QC20, IF NOT AGED 12-17 SKIP TO QC11B  
C11A.  
SINGLE CODE**

**When did you LAST have an alcoholic drink?**

**Please select one answer only**

1. In the last week
2. 2-3 weeks ago
3. 1 month ago
4. 2 months ago
5. 3-6 months ago
6. 7-12 months ago
7. Over a year ago
8. Can't remember / Don't know
9. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) AND ARE AGED 10-11, IF NOT CODE 1 AT QC4 SKIP TO QC20, IF NOT AGED 10-11 SKIP TO QC12  
C11B.  
SINGLE CODE**

**When did you LAST have an alcoholic drink?**

**Please select one answer only**

1. In the last week
2. In the last month
3. In the last 6 months
4. In the last year
5. Over a year ago
6. Can't remember / Don't know
7. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK IN THE LAST YEAR (CODE 1-6 AT QC11A OR CODE 1-4 AT C11B) IF NOT, SKIP TO QC13  
C12.**

**DRAG AND DROP QUESTION**

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

**Thinking about the LAST TIME you were drinking alcohol, please record how many, if any, of the following drinks you had?**

**Please count any whole drinks such as glasses, bottles or cans, rather than sips.**

**Please select each of the drinks that you drank and drag and drop them into the empty column. Type in underneath each drink how many you had of them.**

**TWO COLUMNS EACH HAS THE FOLLOWING:**

**FIRST COLUMN – ALL MAIN DRINK TYPES AS BELOW WILL DISPLAY DOWN THE SIDE TO BE DRAG AND DROPPED IN A BLANK COLUMN**

**SECOND COLUMN – BLANK COLUMN**

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

**RESPONDENT SHOULD BE ALLOWED TO DRAG AND DROP EACH IMAGE ONCE INTO THE BLANK COLUMN**

**RESPONDENTS SHOULD NOT BE FORCED TO DRAG ALL IMAGES INTO THIS COLUMN**

1. Lager or beer
2. Cider
3. Wine or champagne
4. Fortified wine (e.g. Martini sherry or port)
5. Spirits (with a mixer)
6. Spirits (as a shot or on its own)
7. Alcopops (e.g. Smirnoff Ice, WKD or Bacardi Breezer)

8. Cocktails

**SEPARATE CODE**

99. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C13.**

**MULTICODE**

**ON MY OWN, CAN'T REMEMBER / DK AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**The LAST TIME you were drinking alcohol, who were you with?**

**Please select all that apply**

1. My mother / father / step-mother / step-father
2. My brother(s) / step-brother(s) / sister(s) / step-sister(s)
3. Friend(s)
4. Boyfriend / Girlfriend
5. An adult relative (e.g. uncle, aunt, grandparent)
6. An adult friend
7. On my own **(SINGLE CODE)**
8. Someone else
9. Can't remember / Don't know **(SINGLE CODE)**
10. Prefer not to answer **(SINGLE CODE)**

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C14.**

**SINGLE CODE**

**The LAST TIME you were drinking alcohol, where were you?**

**Please select one answer only**

1. At home or at the home of a friend or boyfriend / girlfriend
2. At a relative's, neighbour's or friend of parents' home
3. Outside e.g. in the street, in a park, on the beach or other open area
4. In a bar, pub, disco or club
5. In a restaurant
6. Somewhere else
7. Can't remember / Don't know
8. Prefer not to answer

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C15.**

**MULTICODE**

**CAN'T REMEMBER / DK AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**The LAST TIME you were drinking alcohol, how did you get it?**

**Please select all that apply**

1. I got it myself
2. One of my parents gave it to me
3. One of my brothers / sisters gave it to me
4. Another relative gave it to me
5. A friend, boyfriend / girlfriend gave it to me
6. Another adult gave it to me
7. Other (please write in)
8. Can't remember / Don't know (SINGLE CODE)
9. Prefer not to answer (SINGLE CODE)

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC20**

**C16.**

**SINGLE CODE**

**Have you ever been drunk?**

**By drunk we mean having drunk enough alcohol to feel less in control, wobbly or under strong influence of alcohol or doing something or saying things that you wouldn't normally do or say (without drinking).**

**Please select one answer only**

1. Yes, I have been drunk once
2. Yes, I have been drunk more than once
3. No, I have never been drunk
4. Can't remember / Don't know
5. Prefer not to answer

**ASK THOSE WHO HAVE BEEN DRUNK (CODE 1 OR 2 AT QC16) IF NOT, SKIP TO QC20**

**C17.**

**NUMERIC: ALLOW 0 – UP TO CURRENT AGE OF RESPONDENT**

**CANT REMEMBER / DK AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**Thinking about the FIRST time you were drunk, how old were you?**

**Please type in your answer below**

98. Can't remember / Don't know
99. Prefer not to answer

**ASK THOSE WHO HAVE BEEN DRUNK (CODE 1 OR 2 AT QC16) IF NOT, SKIP TO QC20**

**C18.**

**SINGLE CODE**

**In the last four weeks, how many times, if any, have you been drunk?**

**Please select one answer only**

1. None

2. Once
3. Twice
4. Three or more times
5. Don't know
6. Prefer not to answer

**ASK THOSE WHO HAVE BEEN DRUNK (CODE 1 OR 2 AT QC16) AND ARE AGED 12-17  
IF NOT, SKIP TO QC19B  
C19A.  
SINGLE CODE**

**How often, if at all do you and your friends drink alcohol to get drunk?**

**Please select one answer only**

1. Every day or almost every day
2. About twice a week
3. About once a week
4. About once a fortnight
5. About once a month
6. A few times a year
7. Once or twice a year
8. I never get drunk now
9. Prefer not to answer

**ASK THOSE WHO HAVE BEEN DRUNK (CODE 1 OR 2 AT QC16) AND ARE AGED 10-11  
IF NOT, SKIP TO QC20  
C19B.  
SINGLE CODE**

**How often, if at all do you and your friends drink alcohol to get drunk?**

**Please select one answer only**

1. Every day or almost every day
2. Once or twice a week
3. Once or twice a month
4. Less often than this
5. I never get drunk now
6. Prefer not to answer

**ASK ALL  
C20.  
SINGLE CODE**

**How would you compare your level of drinking with other people your age?**

**Please select one answer only**

1. I drink more alcohol than most other people my age
2. I drink around the same amount of alcohol as other people my age
3. I drink less alcohol than most other people my age
4. I don't drink alcohol

5. Don't know
6. Prefer not to answer

**ASK THOSE WHO HAVE NOT HAD AN ALCOHOLIC DRINK (CODE 2 OR 3 AT QC4) IF NOT, SKIP TO QC22 C21.**

**MULTICODE**

**ROTATE ORDER EXCEPT OTHER AND DON'T KNOW AND PREFER NOT TO ANSWER DON'T KNOW AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**You said that you have never had an alcoholic drink, why is that?**

**Please select all that apply**

1. I'm not interested
2. It hasn't been offered to me
3. I don't know enough about it
4. For religious reasons
5. I might get into trouble with my parents
6. I am too young to drink
7. I think it's dangerous
8. It is too expensive
9. It gets you drunk
10. It will damage my health
11. I don't want to get addicted
12. Drinking is wrong
13. I don't like the taste
14. My friends don't drink
15. I can't get hold of any drink
16. My parents don't drink
17. I'm worried about being out of control
18. I'm worried about embarrassing myself / doing something I would regret
19. Other (please write in)
20. Don't know **(SINGLE CODE)**
21. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**

**C22.**

**MULTICODE**

**ROTATE ORDER EXCEPT DON'T KNOW AND PREFER NOT TO ANSWER DON'T KNOW AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**What would you expect to happen if you drink alcohol?**

**Please select all that apply**

1. I'll be relaxed
2. I might get into trouble with the police
3. I'll harm my health
4. I'll feel happy
5. I'll forget my problems
6. I might not be able to stop drinking
7. I might get a hangover/feel ill the next morning

8. I'll feel more friendly and outgoing
9. I might do something I would regret
10. I'll have a lot of fun
11. I might feel sick
12. I'll feel more confident
13. I may be in danger of being harmed by someone – **ONLY ASK OF CHILDREN AGED 13+ FROM QSC2**
14. I will not be aware of what is going on around me
15. Don't know **(SINGLE CODE)**
16. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**

**C23.**

**MULTICODE**

**ROTATE ORDER EXCEPT CODES 10 - 14**

**NONE OF THE ABOVE AND DON'T KNOW AND PREFER NOT TO ANSWER ARE EXCLUSIVE**

**Which, if any, of the following problems do you think can happen by drinking too much alcohol at a young age?**

**Please select all that apply**

1. It can cause problems with your skin
2. It can make you feel depressed or unhappy
3. It may cause you to have an accident or injury
4. It may get you involved in violence
5. It may get you in trouble with the police
6. It may increase the risk of getting pregnant – **ONLY ASK OF CHILDREN AGED 13+ FROM QSC2**
7. You may be more likely to catch a sexually transmitted infection (STI) – **ONLY ASK OF CHILDREN AGED 13+ FROM QSC2**
8. You may put on weight/get fatter
9. It can affect your memory
10. You might be more likely to have unprotected sex – **ONLY ASK OF CHILDREN AGED 13+ FROM QSC2 (TO ALWAYS APPEAR BEFORE OTHER)**
11. Other (please write in)
12. None of the above **(SINGLE CODE)**
13. Don't know **(SINGLE CODE)**
14. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**

**C24**

**MULTICODE**

**NONE OF THE ABOVE AND DON'T KNOW AND PREFER NOT TO ANSWER ARE EXCLUSIVE**

**Which, if any, of the following health problems do you think can happen by drinking too much alcohol at a young age?**

**Please select all that apply**

1. It can cause cancer

2. It can cause hair loss
3. It can cause heart problems
4. It can cause reduced fertility levels/harder to have children – **ONLY ASK OF CHILDREN AGED 13+ FROM QSC2**
5. You could hurt or damage your liver
6. It can affect your memory
7. Other (please write in)
8. None of the above **(SINGLE CODE)**
9. Don't know **(SINGLE CODE)**
10. Prefer not to answer **(SINGLE CODE)**

**ASK THOSE WHO HAVE HAD AN ALCOHOLIC DRINK (CODE 1 AT QC4) IF NOT, SKIP TO QC26**

**C25.**

**MULTICODE**

**ROTATE ORDER EXCEPT NONE OF THESE THINGS HAPPENED TO ME AND PREFER NOT TO ANSWER**

**NONE OF THESE THINGS HAPPENED TO ME AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**Thinking about the last time you were drinking alcohol, did any of the following happen to you?**

**Please select all that apply**

1. I felt ill or sick
2. I had an argument with someone
3. I lost some of my money
4. I lost some of my things, e.g. mobile phone
5. I vomited
6. I damaged my clothes
7. I had a fight
8. I got in trouble with the police
9. I was taken to hospital
10. I embarrassed myself in front of friends / did something I regretted
13. I kissed someone
14. I had sex with someone – **ONLY ASK OF CHILDREN AGED 16+ FROM QSC2**
11. None of these things happened to me **(SINGLE CODE)**
12. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**

**C26.**

**GRID**

**SINGLE CODE PER ROW**

**ACROSS THE TOP SCALE TO BE FLIPPED SO THAT 50% SEE CODES 1 TO 5 AND 50% SEE CODES 5 TO 1, DK AND PREFER NOT TO ANSWER 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 agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know
7. Prefer not to answer

**DOWN THE SIDE**

1. I've seen quite a bit recently about the risks of drinking alcohol
2. Drinking gives me the confidence I need to meet people and make friends
3. Seeing young people my age getting drunk isn't very cool
4. It is normal for someone my age to drink

**ASK ALL**

**C27.**

**GRID**

**SINGLE CODE PER ROW**

**ROTATE ORDER**

**Which, if any, of the following have you done to find out about drinking alcohol?**

**Please select one answer per row**

**ACROSS THE TOP**

1. Yes
2. No
3. Don't know
4. Prefer not to answer

**DOWN THE SIDE**

1. I have asked my parents questions about alcohol
2. My parents have spoken to me about alcohol
3. I have spoken to friends about alcohol
4. I have spoken to a teacher about alcohol
5. I have spoken to a doctor, nurse or health advisor about alcohol
6. I have looked for advice or information about alcohol on the internet, in a book or magazine

**ASK THOSE WHO HAVE HAD A CONVERSATION WITH THEIR PARENTS (CODE YES AT DOWN THE SIDE CODES 1 OR 2 AT QC27) IF NOT, SKIP TO QC29**

**C28.**

**MULTICODE**

**ROTATE ORDER EXCEPT NO, WE DID NOT TALK ABOUT ANY OF THESE AND PREFER NOT TO ANSWER**

**NO, WE DID NOT TALK ABOUT ANY OF THESE AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**When you have had conversations with your parents about alcohol, did you talk to them about any of the following?**

**Please select all that apply**

1. Ways to stay safe while drinking alcohol
2. Ways to avoid getting too drunk
3. How much is a sensible amount to drink
4. The risk of getting involved in violence
5. The short term effects of drinking alcohol (such as feeling unwell, being sick, dizzy)
6. The risk of getting in trouble with the police
7. The possible effect on your health of drinking alcohol
8. How to avoid being pressurised into drinking too much
9. How to know when to stop drinking
15. How to say no when offered a drink
10. The risks of unwise sexual activity as a result of drinking too much – **ONLY ASK OF CHILDREN AGED 16+ FROM QSC2**
11. That some young people decide not to drink alcohol at all
12. Why adults can drink alcohol, but children cannot
13. No, we did not talk about any of these (**SINGLE CODE**)
14. Prefer not to answer (**SINGLE CODE**)

**ASK THOSE WHO HAVE NOT HAD A CONVERSATION WITH THEIR PARENTS (CODE NO OR DK OR PREFER NOT TO ANSWER AT DOWN THE SIDE CODES 1 AND 2 AT QC27) IF NOT, SKIP TO QC31**  
**C29.**  
**SINGLE CODE**

**Would you talk to your parents about the facts and health effects of drinking alcohol?**

**Please select one answer only**

1. Yes
2. No
3. Don't know
4. Prefer not to answer

**ASK THOSE WHO CODE 1 AT QC29 IF NOT, SKIP TO QC31**  
**C30.**

**MULTICODE**

**ROTATE ORDER EXCEPT I WOULD NOT WANT TO DISCUSS ANY OF THESE WITH MY PARENTS AND PREFER NOT TO ANSWER**  
**I WOULD NOT WANT TO DISCUSS ANY OF THESE WITH MY PARENTS AND PREFER NOT TO ANSWER IS EXCLUSIVE**

**What would you like that conversation to be about?**

**Please select all that apply**

1. How to stay safe while drinking alcohol
2. How to avoid getting too drunk
3. How much is a sensible amount to drink
4. The risk of getting involved in violence
5. The short term effects of drinking alcohol (such as feeling unwell, being sick, dizzy)
6. The possible effect on your health of drinking alcohol
7. How to avoid being pressurised into drinking too much
8. How to know when to stop drinking
9. Why adults can drink alcohol, but children cannot

10. I would not want to discuss any of these with my parents **(SINGLE CODE)**  
11. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**  
**C31.**  
**SINGLE CODE**

**Have you had any lessons in school or college which included information on the facts and health effects of drinking alcoholic drinks?**

**Please select one answer only**

1. Yes
2. No
3. Can't remember / Don't know
4. Prefer not to answer

**ASK ALL**  
**C32.**  
**GRID**  
**SINGLE CODE PER ROW AND PER COLUMN**  
**I WOULD NOT WANT TO DO ANY OF THESE AND PREFER NOT TO ANSWER IS EXCLUSIVE UNDERNEATH THE GRID**

**If you wanted to find out about the facts and health effects of drinking alcohol, where would you prefer to get the information from?**

**Please indicate which would be your first choice, followed by your second and then third choice.**

1. Speak to parents
2. Speak to friends
3. Speak to a teacher
4. Speak to a doctor, nurse or health advisor
5. Look for advice or information on the internet, in a book or magazine

**SEPARATE CODES**  
6. I would not want to do any of these **(SINGLE CODE)**  
7. Prefer not to answer **(SINGLE CODE)**

**ASK ALL**  
**C33.**  
**SINGLE CODE**

**Are you on any social networks such as Facebook, MySpace, bebo, Twitter?**

**Please select one answer only**

1. Yes
2. No
3. Don't know
4. Prefer not to answer

**ASK IF ON SOCIAL NETWORKING SITE (CODE 1 AT QC33) IF NOT THANK AND  
CLOSE,  
C34.  
SINGLE CODE**

**And have you ever seen on these sites pictures of any of your friends under the  
influence of alcohol?**

**Please select one answer only**

1. Yes
2. No
3. Can't remember / Don't know
4. Prefer not to answer

**THANK AND CLOSE**

## Statistical reliability

Because a sample, rather than the entire population of 10 to 17 year olds or their parents 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 for young people aged 10-17 and their parents that may apply in this report are given in the table below.

<b>Overall statistical reliability<sup>22</sup></b>			
<b>Size of sample on which survey result is based</b>	<b>Approximate sampling tolerances applicable to percentages at or near these levels</b>		
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	<i>±</i>	<i>±</i>	<i>±</i>
<b>743 (all parents)</b>	2	3	4
<b>754 (all 10-17 year olds)</b>	2	3	4
c. 360 (i.e. males or females)	3	5	5
c. 459 (parent regular drinkers)	3	4	5

*Source: Ipsos MORI*

For example, with a sample of 459 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.

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:

<sup>22</sup> 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.

**Statistical reliability between subgroups**

<i>Size of sample on which survey result is based</i>	<i>Approximate sampling tolerances applicable to percentages at or near these levels</i>		
	<b>10% or 90%</b>	<b>30% or 70%</b>	<b>50%</b>
	±	±	±
c. 360 vs. 360 (male vs. female)	4	7	7
c. 228 vs. 515 (parents who drink above the unit guidelines vs. low risk)	5	7	8
c. 155 vs. 386 (children of parents who drink above the unit guidelines vs. children of low risk parents)	6	9	9

*Source: Ipsos MORI*

For example, if 10% of parents who drink above the unit guidelines give a particular answer compared with 15% of low risk parents, the chances are 95 in 100 times that this 5 percentage point difference is significant (i.e. greater than or equal to 5 points), which could not have happened by chance.

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

## Alcohol units used to calculate unit consumption

Parents were asked to record the drinks they consume over a 'typical' week. The table below shows the unit values attributed to each different type of drink to inform calculation of a respondent's unit intake and whether drink above or below government unit guidelines.

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

## Glossary

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.

<b>Measure / term</b>	<b>Definition / how calculated</b>
<i>Recommended daily unit guidelines</i>	The Government guidelines on maximum alcohol units to be consumed per day by adults (men 3-4 units per day, women: 2-3 units per day)
<i>Children of low risk parent</i>	A measure of parents drinking behaviour collected from the 'adult' survey: any child whose parent is drinking less than the 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 those who do not drink alcohol at all
<i>Children of increasing/high risk parent</i>	A measure of parents drinking behaviour collected from the 'adult' survey: any child whose parent is drinking more than the recommended daily unit guideline limit (women drinking 15+ units in a typical week and men drinking 22+ units in a typical week)
<i>Low risk parent</i>	A measure of parents drinking behaviour collected from the 'adult' survey: parents drinking less than the 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 those who do not drink alcohol at all
<i>Increasing risk drinker</i>	A measure of parents drinking behaviour collected from the 'adult' survey: Women drinking 15-35 units in a typical week and men drinking 22-50 units in a typical week
<i>High risk drinker</i>	A measure of parents drinking behaviour collected from the 'adult' survey: Women drinking more than 35 units in a typical week and men drinking more than 50 units in a typical week
<i>Parents who drink above the unit guidelines</i>	A measure of parents drinking behaviour collected from the 'adult' survey: Women drinking 15+ units in a typical week and men drinking 22+ units in a typical week
<i>'Parent ad recognisers'</i>	People who recall the Drinkaware online parent advert – the full definition is presented in section 7.2.