

East of England Big Drink Debate Survey 2008/09

Report by Ipsos MORI for East of
England Public Health Group

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Background information and research objectives

1. Background information and research objectives

1.1 Background

This report presents the findings of Ipsos MORI's online survey of drinking behaviour and attitudes towards alcohol, conducted on behalf of the East of England Public Health Group. The research forms part of the Big Drink Debate and sets out to develop a deeper understanding of people's attitudes towards drinking in response to increasing concerns over its impact on the nation's health.

In 2006/7, six percent of hospital admissions were alcohol related, and this is rising by 80,000 admissions per year. Alcohol misuse in England alone costs the NHS £2.7billion per year.¹ Hospital admissions for alcoholic liver disease, alcohol poisoning and mental and behavioural disorders relating to alcohol consumption have more than doubled in the past ten years, from 93,459 in 1995/6 to 207,778 in 2006/7.² Those who drink more than twice the recommended daily allowance are significantly more at risk for many alcohol-related diseases, including liver cirrhosis (13 times more likely), mouth cancer (5.4 times more likely) and larynx cancer (4.9 times more likely).³

These figures correlate with an increase in alcohol consumption and decrease in the cost of alcohol in relation to household income.⁴ In 1970, the average person consumed the equivalent of roughly seven litres of pure alcohol per year; that has increased to roughly eleven litres in 2007. Meanwhile, alcohol has become twice as affordable, in relation to household income, than it was in 1970.

The Department of Health's *Health Inequalities: Progress and Next Steps* identifies alcohol as a significant factor in health inequalities. It notes how disadvantaged communities suffer the most from alcohol-related effects, such as higher mortality, crime, work absence, and road traffic accidents. Indeed, months of life lost to alcohol-related causes increase with higher levels of deprivation. Compared with more affluent areas, deprived areas have 2-3 times greater loss of life attributed to alcohol and 2-5 times more alcohol-related hospital admissions.

¹ Figures from *Safe Sensible Social: next steps consultation* (July 2008)

² Ibid.

The government has several initiatives focused on decreasing alcohol intake. In May 2008 it launched the 'Know Your Limits' campaign, which endeavours to curb binge drinking, and in June 2008 rolled out its Youth Alcohol Action Plan which focuses on easing the problems associated with youth drinking. Additionally, the government plans a 2009 social marketing campaign aimed primarily at 11-15 year olds, encouraging them to delay drinking and, on becoming drinkers, to drink at lower levels.

Other long-standing initiatives include an industry voluntary labelling scheme and industry Social Responsibility Standards. In the voluntary labelling scheme, agreed in 1998, the alcohol unit content is printed on the product's label. Since 2008 the government guidelines for drinking must be included on alcohol labels. The Social Responsibility Standards set out rules and regulations which various parts of the alcohol industry have voluntarily agreed to uphold, such as promoting responsible drinking, taking precautions to ensure people under the legal age do not buy alcohol and not promoting alcohol as enhancing a person's mental, sexual, or physical abilities.

However, the Department of Health's recent *Safe Sensible Social: next steps consultation* provides disappointing evidence for the effectiveness of these Social Responsibility Standards agreements. Ten years after the alcohol labelling agreement, only 57% of alcohol is labelled. KPMG's evaluation of the Social Responsibility Standards found that the standards have not improved industry self-regulation or encouraged more social responsibility, nor have they reduced the negative impact alcohol has on the justice and health systems. In light of these findings, the government is exploring a mandatory code for the alcohol retail industry in the following areas: alcohol social responsibility principles, sensible drinking messages, marketing and retailing of alcoholic drinks, and both in-trade and off-trade practices. It hopes that these mandatory measures might prove more effective than the voluntary agreements. That said, there has been scant support for the recent suggestion to introduce a minimum price per unit of alcohol and the proposal seems to have been dropped for the time being.

³ Ibid.

⁴ Ibid.

1.2 Key research objectives

In addition to providing benchmark data on current levels of drinking to enable monitoring over time, this survey sought to identify the motivations and attitudes which influence this behaviour with a view to developing future public health initiatives aimed at higher risk drinkers. The key objective was to collect data around East of England residents' behaviour and attitudes towards alcohol, including:

- Their personal drinking behaviour, and the perceived impact of drinking on their health and well being;
- The need for, and awareness of, help and advice available on alcohol-related health issues;
- How alcohol is sold, packaged and marketed;
- The societal impact of alcohol and how best to address it; and
- To raise awareness of the Big Drink Debate and encourage the public to engage with the issues surrounding alcohol and health.

In the next chapter we outline the methodology for the research before going on to describe its findings in subsequent chapters.

Methodology

2. Methodology

2.1 An online methodology

The research was conducted via an online questionnaire using a combined sample of the Ipsos MORI online panel and members of the general public of the East of England. A total of 6869 online surveys were completed by East of England residents over the age of 18. The survey took place between 11th December 2008 and 31st March 2009.

A sample of 4443 was recruited through Ipsos MORI's online access panel. The panel consists of a pre-recruited group of individuals or households who have agreed to take part in online market research surveys and are the single largest sampling source for online studies in market research. The Ipsos MORI panel contains 34,000 individuals over the age of 16 in the East of England alone, enabling participants to be recruited to specific quotas derived from the East of England's demographic make-up. These quotas were established to ensure that a broad range of women and men of different ages living in different parts of the East of England were represented. While online research is increasingly able to reach all members of the UK population (current penetration stands at approximately 70%), it remains unable to represent whole populations. However, through careful tracking of the demographic profile of respondents and sample management it was possible to keep non-response bias to a minimum.

The online methodology made it simple to open up the research for the whole of the population of the East of England to participate in – fundamental to the ethos of the Big Drink Debate. Following the successful completion of the panel stage of the research, the survey was made available to the general public (though strict screening was undertaken to ensure that all respondents were eligible to take part). This version of the survey was publicised by the East of England Public Health Group and completed by a total of 2426 East of England residents.

This survey only looked at the drinking behaviours and attitudes of those aged over 18. Research suggests that most people begin drinking before the age of 18, so many of their attitudes towards alcohol are formed at a relatively young age. It was beyond the scope of this research to examine these factors in detail, but it is important to bear in mind that many of the attitudes and behaviours reported in this research, particularly those of younger drinkers are likely to be affected by their earlier experiences of drinking.

2.2 Demographic profile

Respondents’ demographic data was captured as part of the online survey. An overview of this data is provided below to provide context for the findings. As is typical in this type of research, response rates were slightly lower among men, younger people and ethnic minorities, though careful use of quotas in the panel version of the survey and weighting back to the demographic profile of the East of England helped to mitigate this.

Table 1: Respondent profile		
	East of England profile %	Achieved sample %
Gender		
Male	48	39
Female	52	61
Age		
18-24	10	10
25-34	16	21
35-44	20	23
45-54	17	22
55-64	16	17
65-74	18	6
75+	3	1
Ethnicity		
White	94	94
BME	6	6

2.3 Questionnaire

The questionnaire was developed in close collaboration with the East of England Public Health Group and designed to provide robust, actionable data. In-depth internal pre-testing of the questionnaire was carried out to ensure that respondents were able to provide accurate and reliable information.

The first part of the questionnaire established the respondent’s personal drinking habits and asked regular drinkers to indicate their typical weekly alcohol intake by filling in a Drinks Diary. The Drinks Diary was specifically designed for this research to enable people to provide a detailed record of their weekly drinking habits, even if they are not familiar with the alcohol units system. This was a very important consideration as people are not necessarily aware of the unit content of various drinks and it can be difficult to work out an exact unit intake over the course of a week, especially if different types of alcohol and measures are being used. The Drink Diary used the same drink types and alcohol content information as is used in the Drinks of Britain material from the Know Your Limits campaign. Calculations were then made using the data captured in the Drinks Diary to










indicate the types of drinks people consumed, how much they drank and patterns in their day-to-day drinking.


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							
 1							

NEXT 

The questionnaire went on to ask questions around the factors which affect people's drinking habits and their awareness and perceptions of the effect that alcohol can have on health and well-being. Respondents were then asked about their attitudes to the way that alcohol is packaged, marketed and sold and the societal impact of alcohol. The final section of the questionnaire looked at people's attitudes towards regulating the sale and consumption of alcohol, including changes to the laws around drink driving.

The full questionnaire used for this research can be found in the appendices to this report.

2.4 Presentation and interpretation of the data

The figures in this report are based on data weighted to reflect the demographic make up of the PCTs in the East of England. Details of the weighting specification are included in the appendices to this report. Differences between sub-groups of respondents are only reported on where they are statistically significant. Where an asterisk (*) appears it indicates a percentage of less than half of one per cent, but greater than zero. Where percentages do not add up to 100% this can be due to a number of factors, such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

The findings of the survey

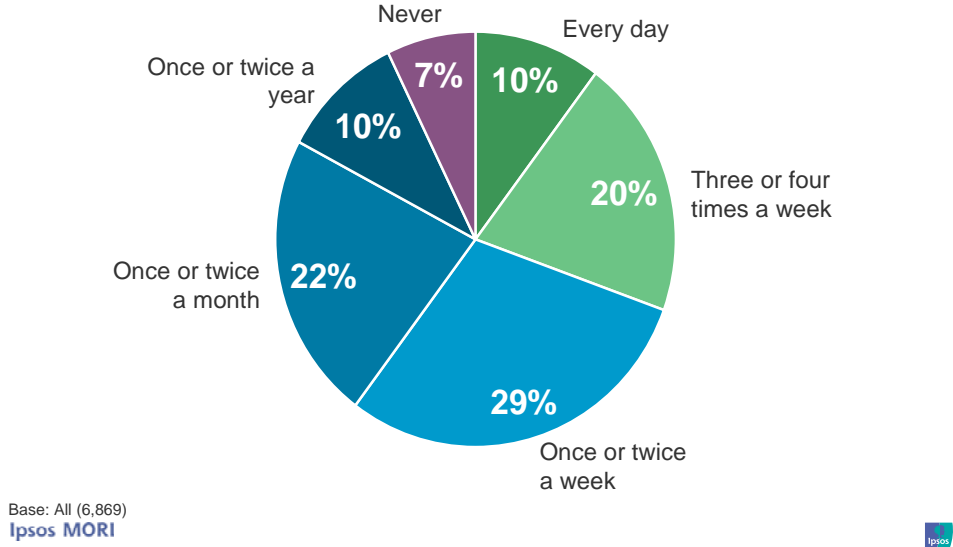
3. The findings of the survey

3.1 Current drinking habits

Around nine in ten residents of the East of England drink alcohol (93%), with three in five doing so at least once a week (60%). A third drink less than once a week (32%) and less than one in ten do not drink at all (7%).

Current drinking habits

How often, if at all, do you drink alcohol?



There is little difference between the proportion of men and women who drink, though men are more likely to drink at least once a week (69%, compared to 51% of women). People from minority ethnic backgrounds are less likely to drink than the sample as a whole and those who do tend to drink less regularly than the rest of the sample (73% of ethnic minority respondents drink, with 43% doing so on a weekly basis). This may be affected by religious observances, though base sizes are very small for individual ethnic groups, making it difficult to draw firm conclusions.

	All	Gender		Ethnicity	
		Male	Female	White	Minority ethnic
Base:	6869	2652	4217	6440	304
	%	%	%	%	%
Never	7	7	8	6	27
Once or twice a year	10	8	13	10	11
Once or twice a month	22	17	27	22	20
Once or twice a week	29	30	29	30	25
Three or four times a week	20	25	16	21	11
Every day	10	14	7	11	6
Drink alcohol	93	93	92	94	73
Do not drink alcohol	7	7	8	6	27
Drink at least once a week	60	69	51	61	43
Drink less than once a week	33	24	40	33	31

When analysed by age there is little difference between age groups in the proportion who drink, except for those over 75 years old who are slightly less likely to do so (84%, compared to 94% of 18-34 year olds and 93% of the sample as a whole). Age does have a bigger effect on the regularity with which people drink. The proportion of respondents who drink every day increases with age (3% of 18-24 year olds, 10% of 45-54 year olds, 19% of those aged 75 or more). 18-24 year olds are most likely to say that they drink once or twice a week (45%, compared to 27% of those aged 45-54 and 29% overall).

	All	Age group						
		18-24	25-34	35-44	45-54	55-64	65-74	75+
Base:	6869	666	1451	1609	1511	1148	419	65
	%	%	%	%	%	%	%	%
Never	7	6	6	7	9	7	8	16
Once or twice a year	10	7	9	12	11	13	10	7
Once or twice a month	22	25	30	23	22	19	18	16
Once or twice a week	29	45	32	29	27	25	24	25
Three or four times a week	20	15	19	21	22	22	22	17
Every day	10	3	4	8	10	15	17	19
Drink alcohol	93	94	94	93	91	93	92	84
Do not drink alcohol	7	6	6	7	9	7	8	16
Drink at least once a week	60	62	55	59	59	62	64	61
Drink less than once a week	33	32	40	34	32	31	28	24

3.2 The risk level calculation

Throughout this report, references are made to ‘risk levels’, which are the latest categories upon which safe drinking guidelines are based. (The previous weekly guidelines on safe drinking – 14 units per week for women and 21 for men – are also referred to later in this report for comparative reasons.) The new categories have been designed to reflect that safe drinking is about how people drink as well as how much they drink. For example,

under the old guidelines, a woman drinking 10 units on one day of the week would have fallen into the ‘safe’ category, as this was within the weekly guideline of 14 units. In the new categories, however, she would probably be deemed ‘higher-risk’, in recognition of the health implications of consuming a large number of alcohol units in one sitting.

Current Department of Health guidelines refers to people who “regularly drink above the recommended daily limits, regularly being all or most days of the week”. However, the following risk level categories are based on how much alcohol respondents consumed on their heaviest drinking day. This reflects the methodology used in the Household Survey for England (2007) which reports on the number of people who exceed the recommended daily limits at least once a week. (HSE 2007 Vol1 Healthy Lifestyles, Chapter 7: Adult Alcohol Consumption).

This method results in a slightly higher proportion of respondents falling into the ‘higher risk category’ than other national synthetic estimates based on the previous weekly limits of 35 units a week for women and 50 units per week for men. However, the data collected through the Drinks Diary was more detailed than the data collected by other surveys, and therefore there was an absence of definitive benchmark criteria for performing calculations which would establish the category which people fall into. In consultation with the East of England Public Health Group, Ipsos MORI developed a calculation to establish risk level based on the latest guidelines, which is presented in the table below.

Risk category	Unit intake	
Lower risk:	Men	Up to 4 units a day on their heaviest drinking day
	Women	Up to 3 units a day on their heaviest drinking day
Increasing risk:	Men	More than 4, but less than 9 units a day on their heaviest drinking day and under 50 units a week
	Women	More than 3, but less than 7 units a day on their heaviest drinking day and under 35 units a week
Higher risk:	Men	9 or more units a day on their heaviest drinking day or over 50 units a week
	Women	7 or more units a day on their heaviest drinking day or over 35 units a week

NB: These risk categories show the numbers of survey responders who drank at lower risk levels for the whole week of the drinks diary, those who drank at increasing risk levels at least once during the week and those who drank at higher risk levels at least once during the week. They are therefore not analogous to the

Department of Health categories which refer to regularly drinking at increasing risk or higher risk levels, i.e. 4 or more days of the week.

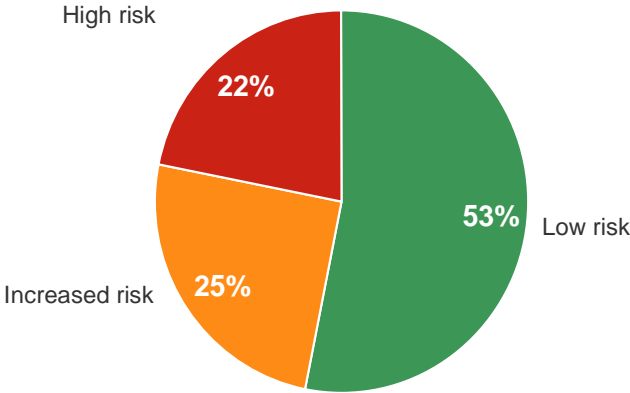
These risk categories will be referred to in the analysis which follows, particularly where sub-group analysis of other variables is performed. In addition the data allows us to drill down into people’s drinking behaviours across the days of the week and by gender and age group, and this information will also be presented below.

3.3 People’s drinking behaviours

Around half of the sample drink above the ‘lower risk’ level as defined above (47%), with a quarter in the ‘increasing risk’ category (25%) and just over one in five in the ‘higher risk’ category (22%).

Risk levels

How much alcohol do you drink in a typical week?



Base: All respondents (6,869)
Ipsos MORI

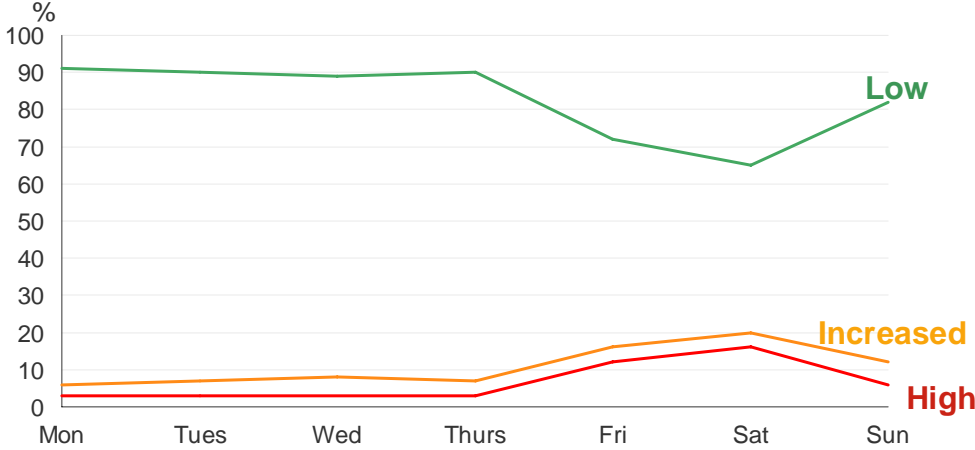


Men are more likely than women to drink at higher risk levels (26%, compared to 17% of women). Two fifths of 18-24 year olds are higher risk drinkers (39%), though this proportion decreases with age. There were no significant differences in risk category between different PCT areas; however, a table with these details is provided in the appendices for reference.

Plotting the average unit intake over the course of seven days illustrates that people tend to drink more at the weekend than at other times of the week.

Risk levels over the course of a week

How much alcohol do you drink in a typical week?



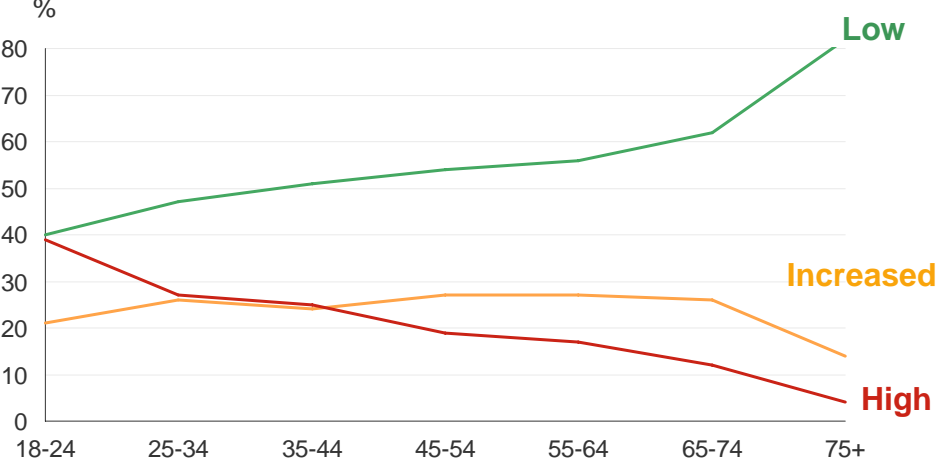
Base: All respondents (6,869)
Ipsos MORI



This weekend peak is more pronounced among younger drinkers, who are more likely to drink on just one or two days a week, with middle-aged and older drinkers more likely to drink steadily throughout the week. The older age groups are more likely to say that they enjoy a drink with a meal, which may account for their tendency to drink on a daily basis.

Risk level by age

How much alcohol do you drink in a typical week?



Base: All respondents (6,869)
Ipsos MORI



How often do people drink at increased risk levels?

The detailed data captured in the Drinks Diary can also illustrate the spread of low, increased and higher risk drinking by frequency throughout the week. The risk level categories used in the following charts are based on respondents' unit intake on individual days (regardless of how much they drank on their heaviest drinking day – the criteria which is used elsewhere in this report). This allows a more detailed analysis on individuals' day by day drinking behaviour.

Eight in ten respondents never drink at higher risk levels (79%), and only one percent of all respondents drink at this level every day of the week. Five percent of people drink at an increasing risk and two percent drink at a higher risk level four or more times a week.

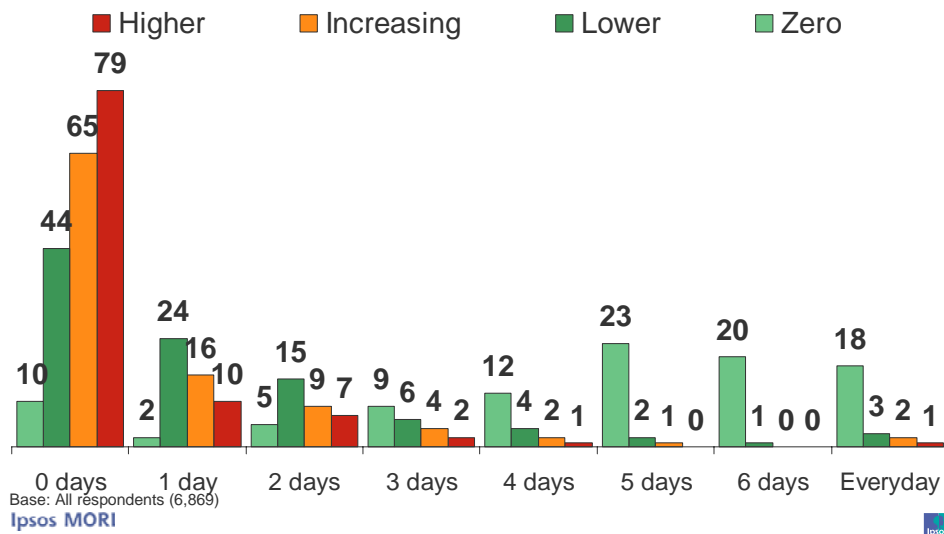
Frequency with which people drink at lower, increasing and higher risk levels:

Per week:	0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
All	%	%	%	%	%	%	%	%
Zero	10	2	5	9	12	23	20	18
Lower	44	24	15	6	4	2	1	3
Increasing	65	16	9	4	2	1	*	2
Higher	79	10	7	2	1	*	*	1
Men	%	%	%	%	%	%	%	%
Zero	14	2	8	11	12	22	17	13
Lower	39	22	16	8	6	4	2	4
Increasing	67	17	8	3	2	1	*	2
Higher	74	10	8	3	2	1	*	2
Women	%	%	%	%	%	%	%	%
Zero	6	1	3	7	12	24	23	23
Lower	50	26	14	4	3	1	*	2
Increasing	64	16	10	5	2	1	1	2
Higher	83	9	5	1	*	*	*	*

The following charts illustrate this trend, demonstrating how people who do drink at increasing and higher risk levels tend to do so on just one or two days a week.

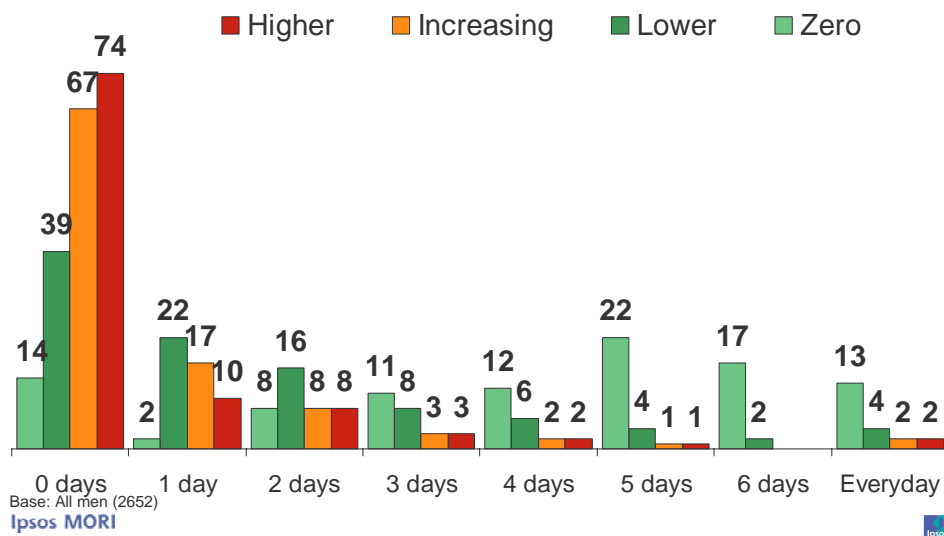
Risk levels per day

How often people drink at each level



Risk levels per day - Men

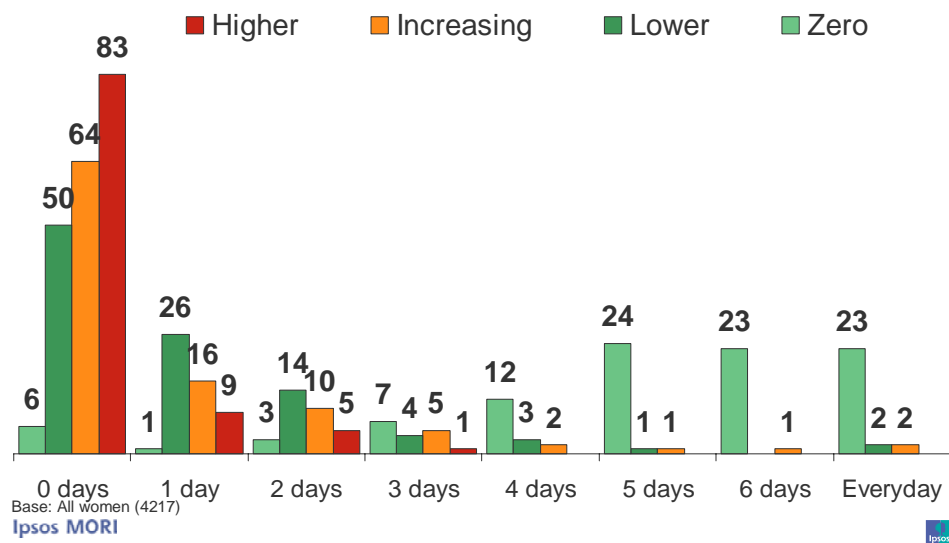
How often people drink at each level



Men and women's exhibit similar patterns in their drinking habits over the course of a week. Overall, men are more likely to drink and are also more likely to do so at increasing and higher risk levels – in fact no women say that they drink at higher risk levels more than 3 days a week. However, even among men, the proportion drinking at increasing and higher risk levels most days a week is relatively small.

Risk levels per day - Women

How often people drink at each level



Age also influences people's drinking behaviour over the course of a typical week. For example, younger people are more likely to drink at a higher risk level at least once a week. The table below breaks down day to day drinking habits according to respondents' age.

Risk levels per day by age:

Per week:	0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
18-24	%	%	%	%	%	%	%	%
Zero	3	2	4	8	15	31	20	18
Lower	53	24	14	5	2	1	1	1
Increasing	62	26	8	3	1	*	0	*
Higher	61	20	13	3	2	1	*	*
25-34	%	%	%	%	%	%	%	%
Zero	4	1	4	8	15	27	20	20
Lower	49	26	15	5	2	2	*	1
Increasing	63	20	10	4	1	1	*	1
Higher	73	14	10	3	1	*	*	*
35-44	%	%	%	%	%	%	%	%
Zero	8	1	5	10	13	24	20	20
Lower	48	24	15	5	4	2	*	1
Increasing	65	17	10	4	1	1	*	1
Higher	75	11	8	3	1	*	*	2
45-54	%	%	%	%	%	%	%	%
Zero	10	2	5	9	14	22	18	21
Lower	48	22	15	5	4	2	1	2
Increasing	63	15	11	5	3	1	*	1
Higher	81	8	5	3	1	1	*	1
55-64	%	%	%	%	%	%	%	%
Zero	14	2	5	9	12	20	21	18
Lower	43	24	14	7	4	2	2	3
Increasing	65	13	10	5	3	1	1	2
Higher	83	6	4	2	1	1	*	3
65-74	%	%	%	%	%	%	%	%
Zero	17	2	9	10	8	20	23	12
Lower	30	26	16	6	8	5	2	6
Increasing	68	13	6	3	3	2	1	3
Higher	88	6	3	1	1	*	0	1
75+	%	%	%	%	%	%	%	%
Zero	19	0	2	9	9	19	22	20
Lower	34	17	18	9	7	2	0	13
Increasing	85	8	3	0	2	0	0	3
Higher	96	1	0	2	0	0	0	1

When do people drink at increased risk levels?

People tend to be more likely to drink at on Fridays and Saturdays; with only a third not drinking at all (36%), compared to three quarters on Monday (77%). This pattern is apparent in drinking habits for men and women. The proportion of people drinking at increasing and higher risk levels also rises on these days.

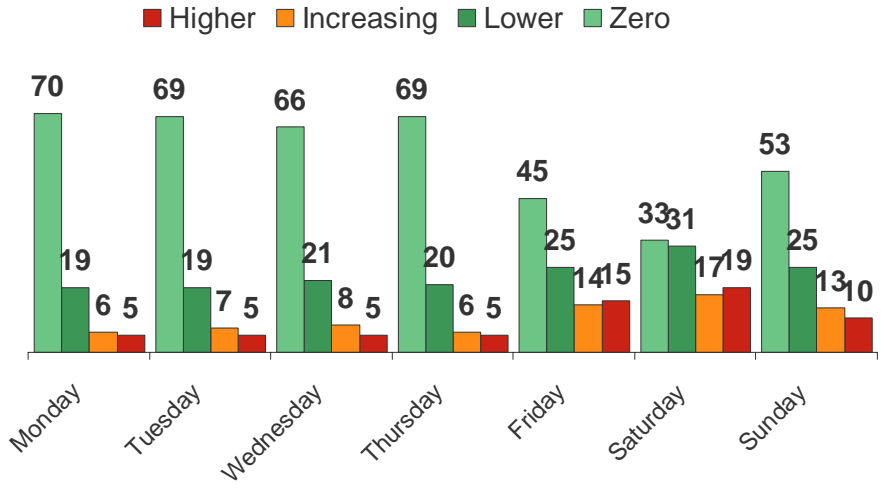
Days upon which people drink at lower, increasing and higher risk levels:

Per week:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
All	%	%	%	%	%	%	%
Zero	77	77	74	76	51	36	61
Lower	14	14	15	14	22	29	21
Increasing	6	7	8	7	16	20	12
Higher	3	3	3	3	12	16	6
Men	%	%	%	%	%	%	%
Zero	70	69	66	69	45	33	53
Lower	19	19	21	20	25	31	25
Increasing	6	7	8	6	14	17	13
Higher	5	5	5	5	15	19	10
Women	%	%	%	%	%	%	%
Zero	84	84	82	84	56	39	69
Lower	8	8	9	8	18	27	16
Increasing	6	7	8	7	17	22	12
Higher	1	1	2	2	9	13	3

The following charts provide a graphic representation of shifts in drinking behaviour for men and women over the course of a typical week.

Risk levels per day - Men

How much alcohol do you drink in a typical week?



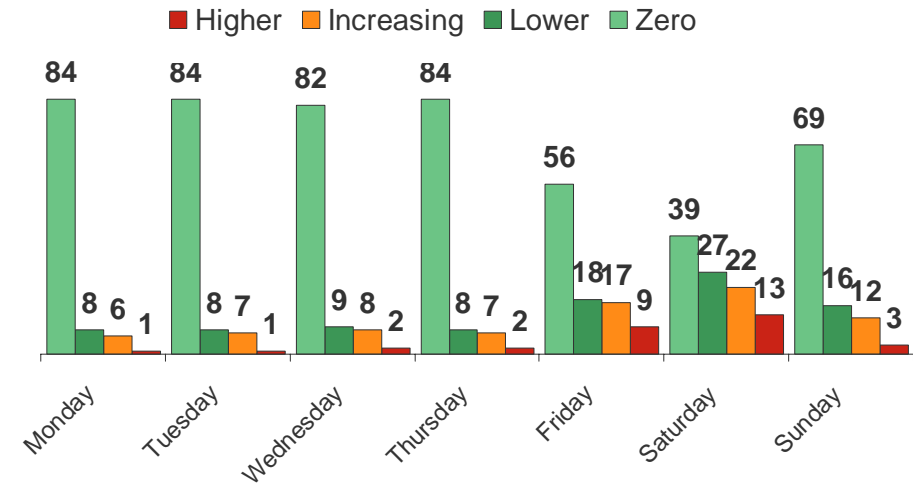
Base: All respondents (6,869)
Ipsos MORI



Again, the tendency for both men and women to drink at increasing and higher risk levels on Fridays and Saturdays is very apparent. This trend should be taken into account when considering when to time interventions and communications about safe drinking, as there are clearly peaks when people are most likely to be drinking at harmful levels.

Risk levels per day - Women

How much alcohol do you drink in a typical week?



Base: All respondents (6,869)
Ipsos MORI



A similar pattern prevails across all age groups with some subtle variations. The table below provides full details of changes in drinking levels over the course of the week for different age groups.

Days upon which people drink at lower, increasing and higher risk levels by age:

Per week:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18-24	%	%	%	%	%	%	%
Zero	81	84	80	84	42	35	81
Lower	10	8	10	8	21	22	10
Increasing	5	5	6	4	14	17	5
Higher	4	3	4	4	23	26	4
25-34	%	%	%	%	%	%	%
Zero	84	83	81	83	48	35	76
Lower	10	10	12	9	18	24	12
Increasing	4	6	6	5	18	21	8
Higher	1	2	2	2	16	21	4
35-44	%	%	%	%	%	%	%
Zero	81	81	78	79	48	35	66
Lower	10	9	12	11	21	26	16
Increasing	5	6	7	6	16	20	11
Higher	4	3	4	4	16	18	7
45-54	%	%	%	%	%	%	%
Zero	79	78	76	78	53	36	57
Lower	11	13	13	12	20	28	21
Increasing	6	7	8	7	17	22	16
Higher	3	3	4	3	10	14	6
55-64	%	%	%	%	%	%	%
Zero	74	73	71	72	53	38	51
Lower	14	14	15	15	21	29	26
Increasing	7	9	9	8	16	21	15
Higher	5	5	5	5	9	12	8
65-74	%	%	%	%	%	%	%
Zero	67	66	64	67	54	36	46
Lower	21	24	24	23	28	38	31
Increasing	10	8	9	8	15	18	16
Higher	2	2	2	2	3	8	7
75+	%	%	%	%	%	%	%
Zero	70	73	63	71	68	42	47
Lower	24	21	28	23	21	47	44
Increasing	3	5	7	5	8	7	7
Higher	3	1	1	1	3	4	1

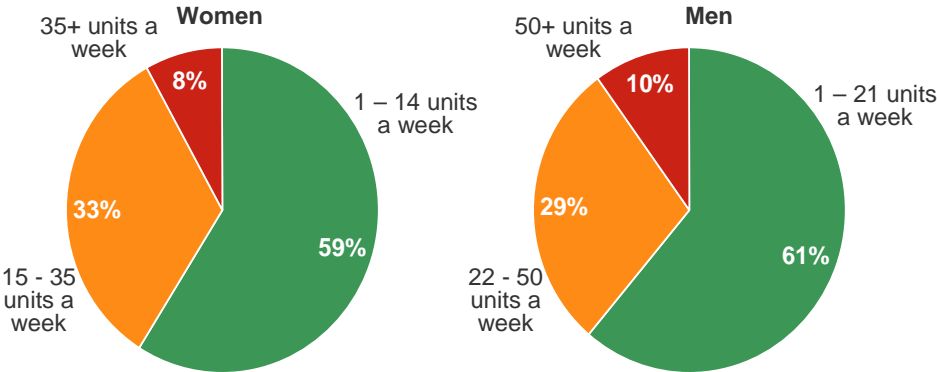
Another measure used in data analysis was the proportion of people drinking above specific weekly limits by gender (set at over 21 units for men and over 14 units for women). A quarter of all men (26%) and a fifth of all women (21%) drank above these levels. Looking just at those who drink at least once a week, the proportions of people drinking at these levels climb to 39% of men and 41% of women.

The proportion of all women who drink more than 14 units per week declines with age (31% of all women aged 18-24 drink more than 14 units a week, compared to 22% of women aged 35-44 and 16% of women aged over 65). However, the proportion of men drinking above their key measure of 21 units a week declines less sharply with age (33% of all men aged 18-24 drink more than 21 units a week, compared to 30% of men aged 35-44 and 23% of men aged over 65).

Comparing the daily intake data and the weekly consumption data shows that fewer people are regularly (4 or more times a week) exceeding the daily limits than those who exceed the weekly limits. This suggests that people who drink over the weekly limits do so by drinking the majority of their units over 3 or less days a week.

Alcohol intake by gender – who drink at least once a week

How much alcohol do you drink in a typical week?

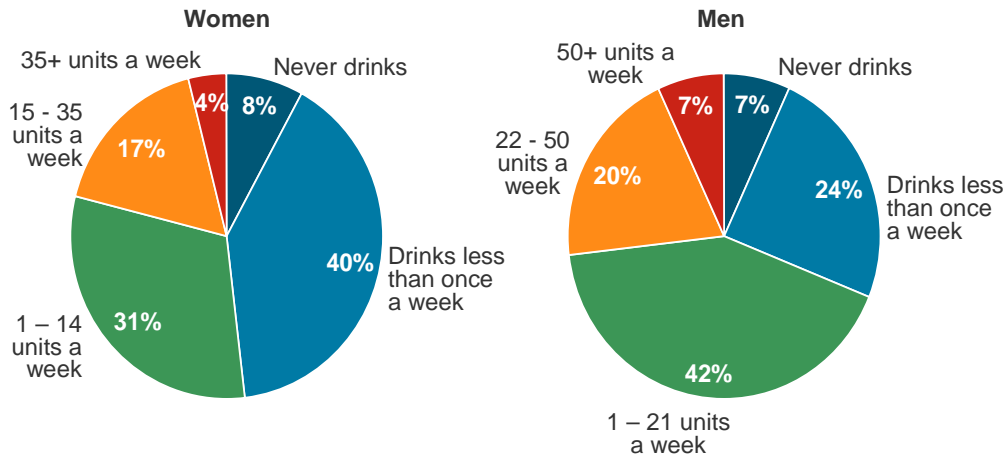


Base: All respondents who drink at least once a week (male: 2308, female: 1818)
Ipsos MORI



Alcohol intake by gender – all respondents

How much alcohol do you drink in a typical week?

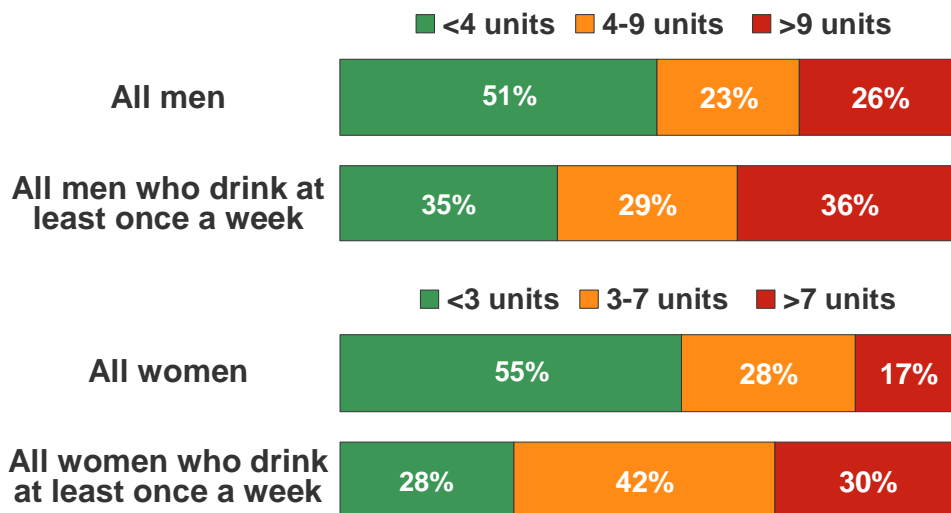


Base: All respondents (male: 2652, female: 4217)
Ipsos MORI



The Drinks Diary data was used to identify respondents' drinking habits on their heaviest drinking day. We have already seen that for most people (particularly younger drinkers), this day tends to be on a Friday or Saturday.

Amount drunk on heaviest drinking day



Base: All respondents who drink at least once a week (male: 2308, female: 1818)
Ipsos MORI



Current NHS guidelines categorise ‘increasing risk’ as drinking 4-8 units a day for men and 3-6 units a day for women; and ‘higher risk’ as 9 or more units a day for men and 7 or more units a day for women. These categories have been adapted slightly for the purpose of this survey to take in account the fact that the Drinks Diary is capable of calculating fractions of alcohol units. Therefore, in the chart above, a woman drinking 6.5 units would be included in the ‘increasing risk’ category as they are drinking below the 7 unit threshold. The table below provides details of drinkers’ average unit intake over the course of a week.

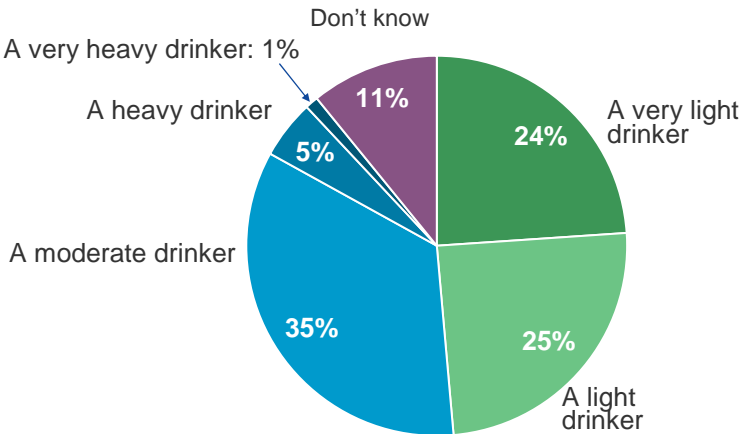
	Average units per week*	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
All	20.1	4.6	4.6	4.5	4.6	6.2	6.6	5.2
Men	23.6	5.1	5.0	4.9	5.0	7.0	7.4	6.0
Women	15.5	3.7	3.8	3.8	3.9	5.3	5.7	4.1
18-24	23.4	6.1	6.0	5.9	6.4	9.3	9.7	6.0
25-34	18.9	4.0	4.3	4.0	4.5	7.1	7.7	5.2
35-44	21.6	5.1	5.3	5.1	5.2	6.7	7.3	5.9
45-54	20.1	4.7	4.5	4.8	4.6	5.9	6.3	5.3
55-64	21.1	5.0	5.0	4.8	5.0	5.5	5.8	5.3
65-74	17.5	3.8	3.1	3.7	3.5	4.1	4.7	4.8
75+	15.1	3.9	4.1	3.5	3.8	4.4	3.7	3.4

*Based on all those drinking at least once a week

3.4 Perceptions of personal drinking habits

Perceptions of personal drinking habits

Thinking about the amount that you drink over the course of a typical week, would you say that you are...



Base: All those who drink (6,416)
Ipsos MORI

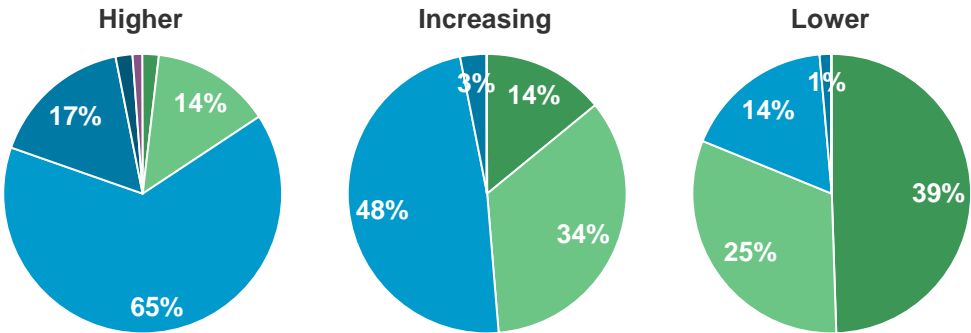


Those who drink at the increasing risk level are more likely to describe themselves as a 'heavy' drinker than those who drink at a lower risk level. Two thirds of those drinking at a lower risk level describe themselves as a 'light' or 'very light' drinker (64%). By comparison, half (48%) of those who drink at the increasing risk level and 16% of those drinking at a higher risk level describe themselves this way.

Perceptions of personal drinking habits

Thinking about the amount that you drink over the course of a typical week, would you say that you are...

■ A very light drinker
 ■ A light drinker
 ■ A moderate drinker
 ■ A heavy drinker
 ■ A very heavy drinker
 ■ Don't know



Base: All those who drink (6,416)
Ipsos MORI



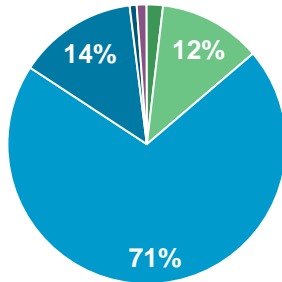
Very few of those drinking at the increasing risk level describe themselves as a 'heavy drinker' (just 3%); indicating that this increased level of drinking is widely regarded as a social norm. Even among those drinking at a higher risk level, only one in five (19%) consider themselves 'heavy' drinkers, which in turn may reflect that there is a degree of stigma attached to describing oneself as a 'heavy drinker', even among those with a high alcohol intake. It also raises questions about people's ability to recognise heavy drinking in themselves and others. If people are comparing their alcohol intake with that of their friends, relatives or peers, what impact does that have on their assessment of what constitutes a 'light' or 'heavy' drinker?

Perceptions of personal drinking habits

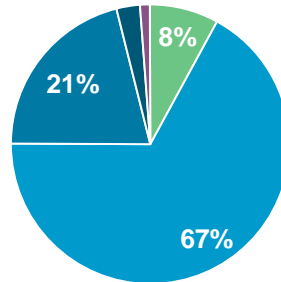
Thinking about the amount that you drink over the course of a typical week, would you say that you are...

A very light drinker
 A light drinker
 A moderate drinker
 A heavy drinker
 A very heavy drinker
 Don't know

Women drinking over 14 units a week



Men drinking over 21 units a week



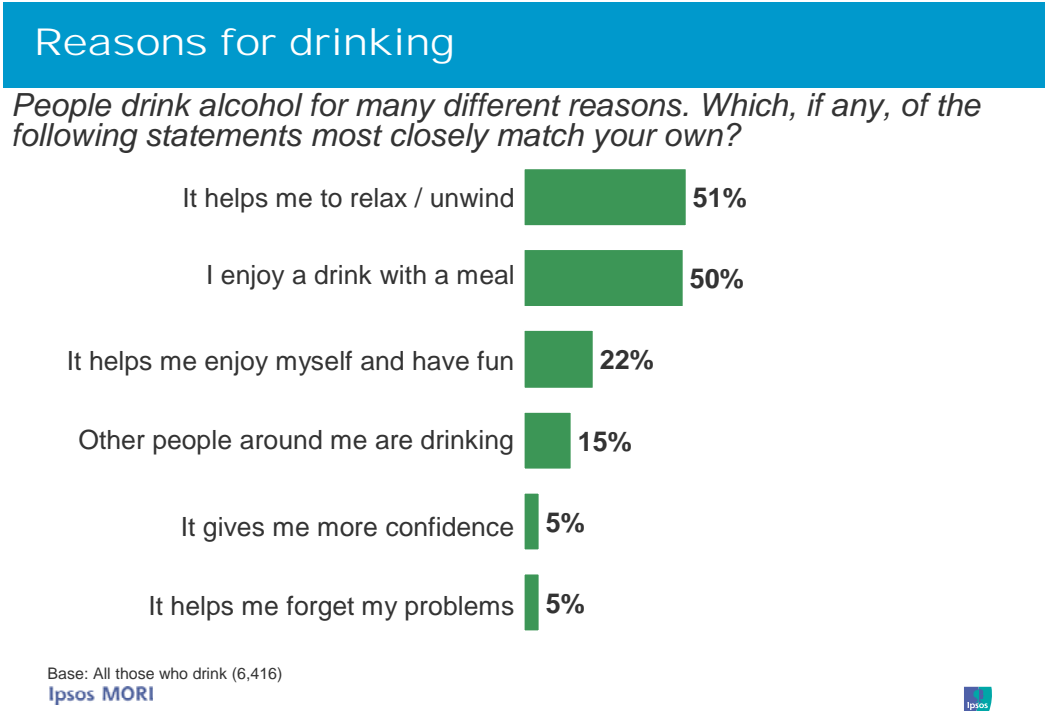
Base: All those who drink (6,416)
Ipsos MORI



Aside from these broad patterns, any other differences between sub-groups generally reflect the differing levels of alcohol intake that exist between them. Thus female respondents and older respondents are more likely to consider themselves 'light' drinkers, as drinking levels among these groups generally are lower. However, even in these instances, there is still a sizeable gap between the proportion who consider themselves light drinkers and the proportion that fall into the lower risk category. The following sections of the report will try to identify some of the reasons behind this apparent disconnect.

3.5 Motivations for drinking

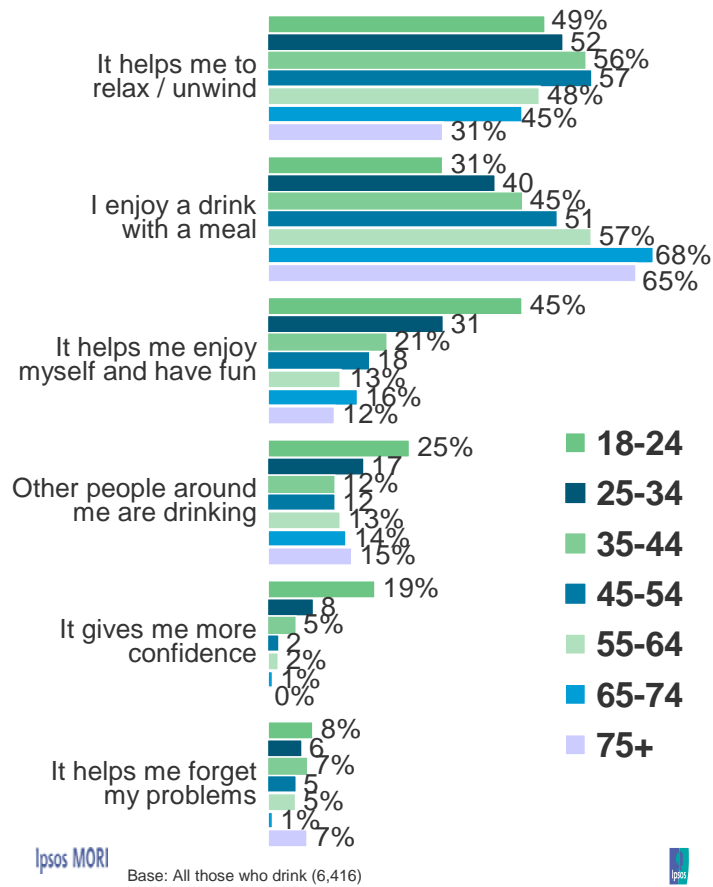
Half of all those who drink say that they do so because it helps them to ‘relax and unwind’ (51%) or to ‘enjoy a drink with a meal’ (50%). The next most commonly cited reasons are ‘it helps me to enjoy myself and have fun’ (22%) and because ‘other people around me are drinking’ (15%).



Analysing these responses by age group shows some interesting patterns. For instance, the proportion of those who say that they enjoy a drink with a meal increases steadily with age. A third of 18-24 year olds give this as a reason (31%), compared to half of 45-54 year olds (51%) and two thirds of those aged 65-74 (68%).

Conversely, younger respondents are far more likely to say that they drink because it helps them to enjoy themselves (45% of 18-24 year olds gave this as a reason, compared to 18% of 45-54 year olds and 16% of 65-74 year olds). Younger respondents are also more likely to cite the fact that people around them are drinking as a motivation for drinking themselves. A quarter of 18-24 year olds mentioned this as a reason (25%), compared to 12% of 45-54 year olds. Later on in the survey, drinkers aged between 18-24 years old were also the group most likely to say that peer pressure had an influence on the amount that they drink – we would suggest that these two factors are related.

Reasons for drinking – by age



One in twenty of those who drink say that they do so to help them forget their problems (5%). There was relatively little difference between age groups on this measure. However, people who are concerned about the amount they drink (22%), those who would like to cut down (17%) and those drinking at a higher risk level (12%) were all more likely to list this as a reason for drinking. In fact the attitudes and opinions of each of these groups vary from the rest of the sample in a number of different ways which will be explored in more detail later in this report.

3.6 Factors which influence drinking behaviour

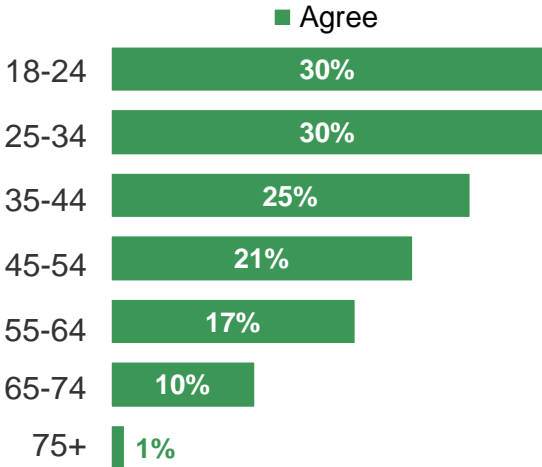
To help dig deeper into the motivations behind people’s drinking behaviour, respondents who do drink were asked about the effect that various other factors have on the amount that they drink. One in five of those who drink agreed with the statement that they drink more when they are under stress or feeling nervous (21%). Again, this proportion decreases with age: just under a third of those aged 18-24 (30%) agreed with the statement, compared to a quarter of those aged 35-44 (25%) and one in ten of those aged 65-74 (10%). This raises the interesting question as to whether younger people are more prone to stress or nervousness, or whether they are more likely to attribute their drinking behaviour to such factors than older respondents.

Peer pressure also seems to have an effect on people’s drinking habits, particularly among younger drinkers. Overall, one in ten drinkers agreed that they sometimes feel under pressure to drink more than they would like (10%). Among those aged 18-24, this proportion doubles to one in five (21%). This decreases with age.

Ethnic minority respondents are also more likely to agree that they feel under pressure from their peers to drink more than they’d like (19%, compared to 10% overall). People who are concerned about their drinking are twice as likely to say that they sometimes feel under pressure as those who had no concerns (20%, compared to 10%).

Effect of stress/nervousness on drinking habits

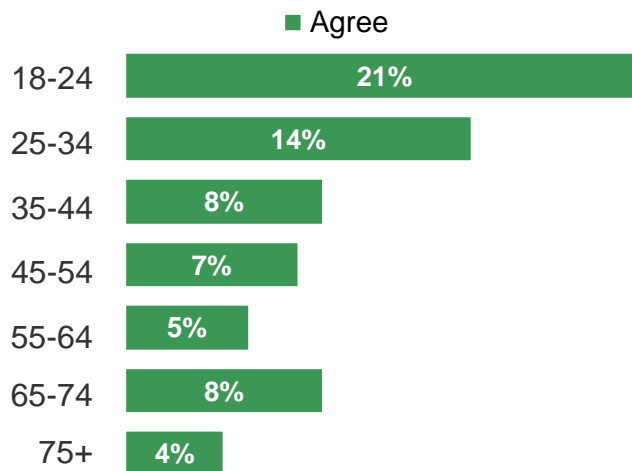
To what extent do you agree or disagree with the following statement?
I drink more when I am under stress or feeling nervous



Base: All those who drink (6,416)

Effect of peer pressure on drinking habits

To what extent do you agree or disagree with the following statement?
I sometimes feel under pressure to drink more than I would like



Base: All those who drink (6,416)

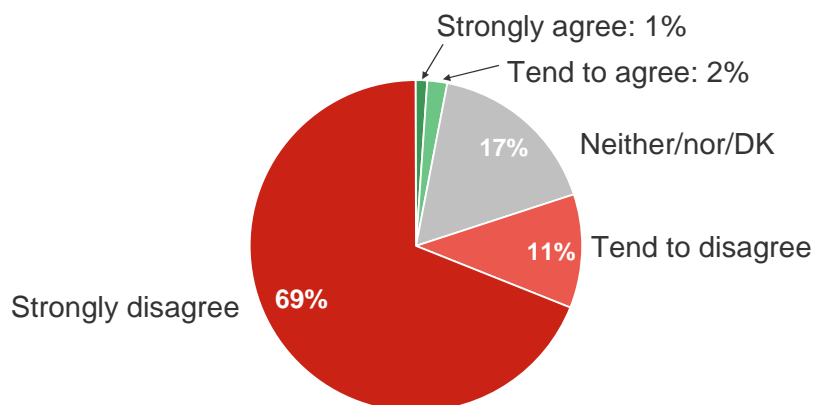
Ipsos MORI



Eight in ten (80%) disagree that extended licensing hours have led them to drink more and seven in ten (69%) strongly disagree. The strength of disagreement might indicate that social and cultural factors are more important in shaping people's drinking habits than structural factors. This raises interesting questions discussed in the later stages of this report, which focus on people's attitudes to tougher restrictions on the sale, packaging and marketing of alcohol. Younger respondents are more likely than other age groups to give a neutral response to the statement, possibly because they have little or no experience of drinking prior to the change in legislation.

Effect of extended opening hours on drinking habits

To what extent do you agree or disagree with the following statement?
Extended licensing hours have led me to drink more



Base: All those who drink (6,416)

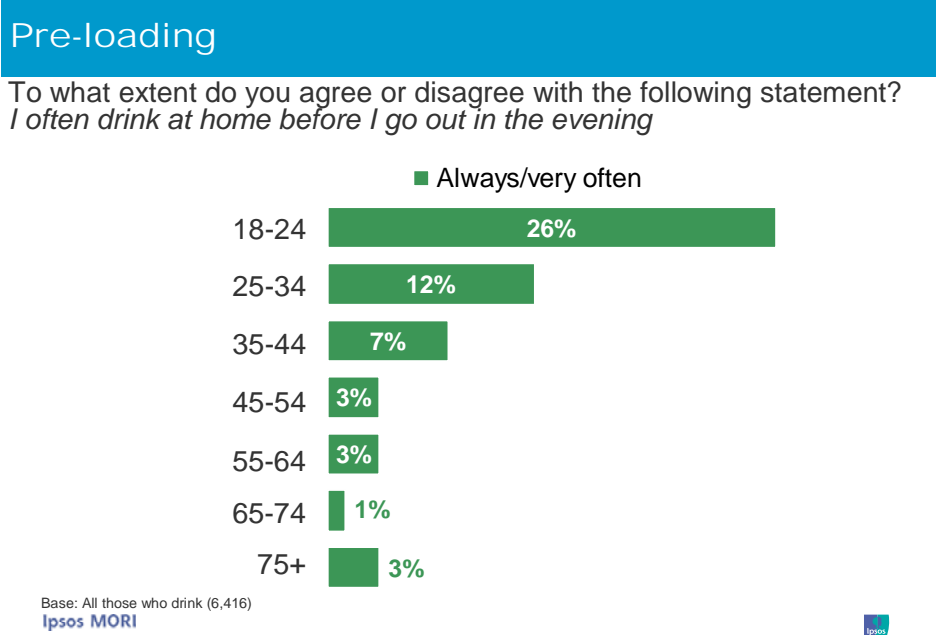
Ipsos MORI



3.7 Pre-loading and labelling

Younger age groups are far more likely to drink at home before going out in the evening than other age groups, with a quarter of 18-24 year olds doing so (26%, compared to 7% overall). Moreover, one in ten 18-24 year olds say that they *always* drink at home before going out in the evening (11%).

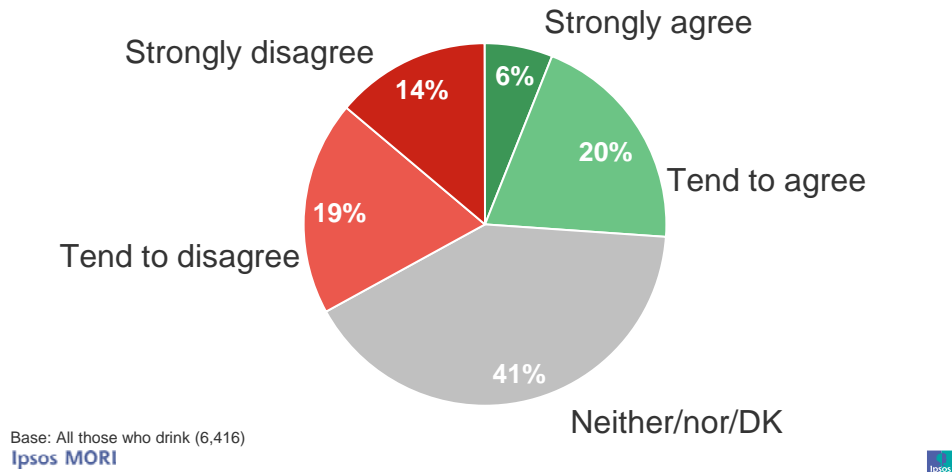
There is no strong consensus among drinkers as to whether labelling on drinks containers would make them think more about the amount that they drink. A quarter (26%) of drinkers agree that more information on drink containers would help them to keep track of how much they are drinking, while a third (33%) disagree. Men are more likely to disagree than women (39%, compared to 28%) and younger drinkers are more likely to agree than older drinkers (38% of 18-24 year olds agree that it would help, compared to 28% of 35-44 year olds and 19% of 65-74 year olds). Ethnic minority drinkers are also more likely than white drinkers to feel that such information would help (42%, compared to 25%).



A third of those drinking at the increasing risk level agree that such labelling would help (32%, compared to 22% of those drinking at lower risk levels and 27% of those drinking at higher risk levels).

Information on drinks containers

To what extent do you agree or disagree with the following statement?
It would be easier for me to keep track of how much alcohol I drink if there was more information on drink containers



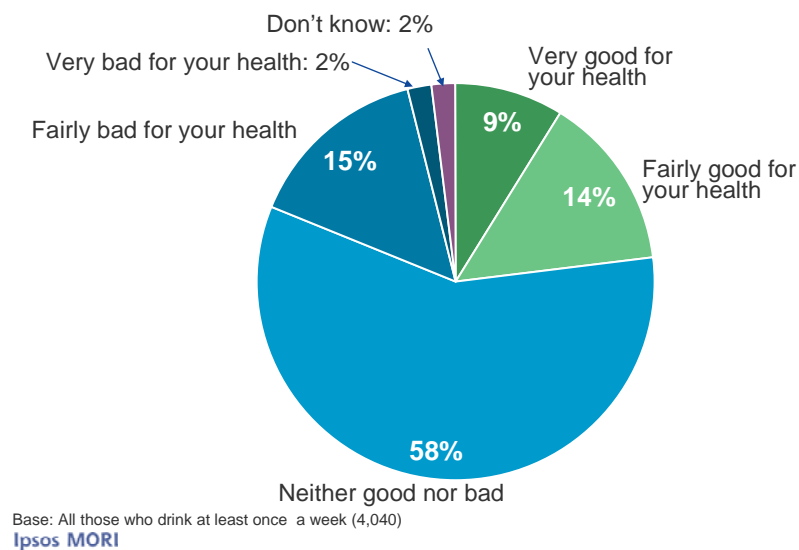
There is even less support for health warnings to be included on alcohol containers and packaging. Only one in five (20%) drinkers agree that such measures would make them think more about the amount that they drink, while twice as many (almost half) disagree (46%). Again, younger drinkers and Ethnic Minority drinkers are more likely to agree that health warnings would have an effect. Women are less likely to disagree (39%, compared to 54% of men), but are not significantly more likely to agree with the statement (22%, compared to 18%).

3.8 People's concerns about alcohol consumption

People are more likely to feel that the amount they drink is good for their health than bad (23%, compared to 17%). The majority of drinkers simply feel that the amount that they drink is neither good nor bad for their health (58%). Even among those drinking at higher risk levels, only two in five (42%) feel that it is bad for their health – and one in twenty believes that it is good for their health (6%)! This group is more likely to believe that the health risks associated with alcohol are exaggerated (a third (31%) of them feel that this is the case, compared to a fifth (23%) of the sample as a whole), which may explain this viewpoint.

Perceptions of effect of drinking on health

Thinking about the amount that you drink over the course of a typical week, would you say that the amount you drink is...

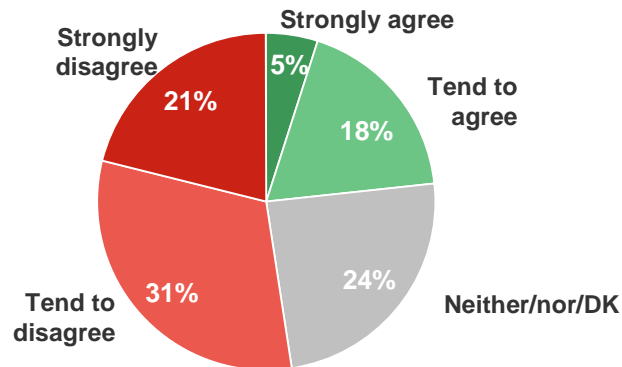


These findings illustrate that people who regularly drink at increased or higher risk categories either under-estimate the amount that they drink, or underestimate the risks involved in regularly drinking at these levels.

Two in five (41%) of all respondents have had concerns about the amount that friends and family drink. Almost half of women have had such concerns (48%), compared to around a third of men (35%). There is relatively little difference between age groups until 65+, where the proportion of people who have been concerned about friends and family declines (35% among those aged 65-74 and 20% among those aged over 75).

Perceptions of risk

To what extent do you agree or disagree with the following statement?
The health risks of alcohol are exaggerated



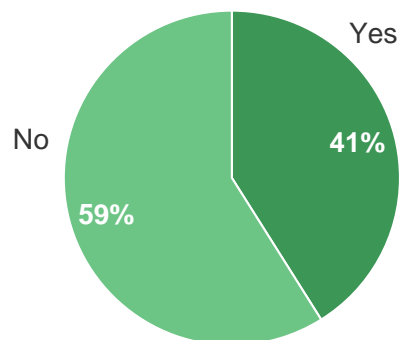
Base: All those who drink (6,416)
Ipsos MORI



One in ten of those who drink are concerned about their alcohol intake (9%). Older drinkers are less likely to say that they are concerned about the amount they drink than younger drinkers. Three quarters of 18-24 year olds say that they are unconcerned about the amount that they drink (76%). Ethnic minority drinkers are slightly more likely (15%), to have concerns about the amount that they drink (though there is a small base size for this finding).

Concerns about friends' and families' drinking habits

Have you ever had any concerns about the amount your friends and family drink?

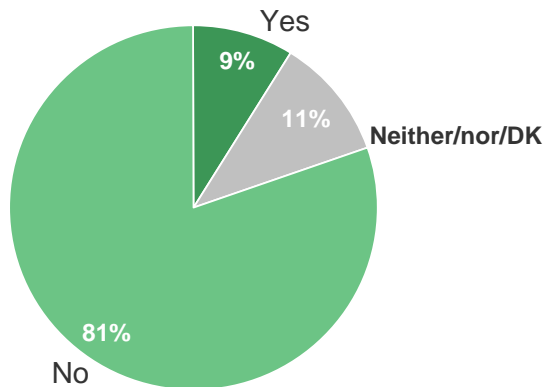


Base: All (6,869)
Ipsos MORI



Concerns about personal drinking habits

Have you ever had any concerns about the amount that you drink?



Base: All those who drink (6,416)
Ipsos MORI



Those drinking at an 'increasing risk' level are no more likely to have concerns about the amount that they drink than drinkers overall (8%, compared to 9% of drinkers in general), suggesting that drinking at such levels is not generally perceived to be problematic or a cause of concern. Those drinking at a 'higher risk' level are more likely to have concerns (23%). Even so, this means that almost four fifths of those drinking at higher risk levels are unconcerned about the amount that they drink (77%).

Causes of concern

Why are you concerned about the amount of alcohol you drink?



Base: All those who are concerned about the amount of alcohol they drink (584)
Ipsos MORI



For those people that have had concerns about their drinking habits, the most common causes for concern are health related. Three in five (58%) say that they are worried about developing alcohol-related health problems. Middle-aged drinkers tend to be more likely to

have health concerns, peaking at two thirds of 45-54 year olds who are worried about developing alcohol-related health problems (65%). Almost half of those who are concerned say that they have put on weight as a result of drinking alcohol (45%). Over half of the 45-54 age group who are concerned about the amount that they drink say that they have put on weight as a result of drinking alcohol (53%). Women are more likely to be concerned about putting on weight as a result of drinking alcohol (50%, compared to 41% of men).

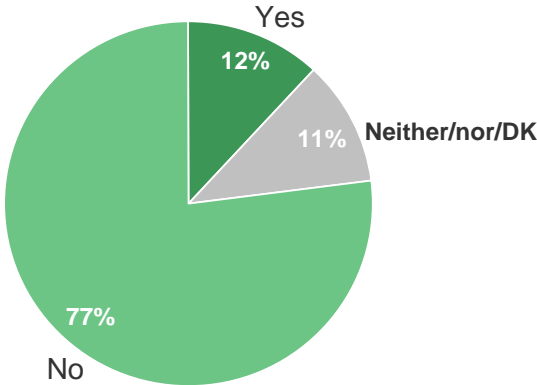
A third (36%) of those who are worried about the amount that they drink mention money as a cause of concern saying that they spend too much on alcohol. This worry is a particular cause of concern for 18-24 year olds (45%). One in six of those who wish to cut down the amount of alcohol they drink said that increased alcohol prices would help them to do so (16%). However, younger people are actually less likely to mention this as a factor in helping to cut down than other age groups (12% of 18-24 year olds, compared to 22% of 55-64 year olds).

One in five of those that are concerned are worried that they're becoming dependent on alcohol (20%), and the same proportion say that they embarrass themselves when drunk. This latter concern is again most common among those aged 18-24 where two in five mention it as a cause for concern (42%).

The extent to which each of these concerns affects different sub-groups varies: women tend to be more concerned about putting on weight, men more concerned about developing health problems and younger people are more concerned about the amount of money they spend on alcohol. Those aged 18-24 with concerns about the amount that they drink are twice as likely to admit to embarrassing themselves when drunk than the sample as a whole (42%, compared to 20%). An effective intervention strategy should take these patterns into account when targeting communications to each of these groups. However, it is worth bearing in mind that however significant these concerns may be, overall the majority of those who drink (even those drinking at increased and higher risk levels) are unconcerned about their drinking habits, which might make developing messages around drinking difficult.

Reducing the amount people drink

Would you like to reduce the amount of alcohol you drink?



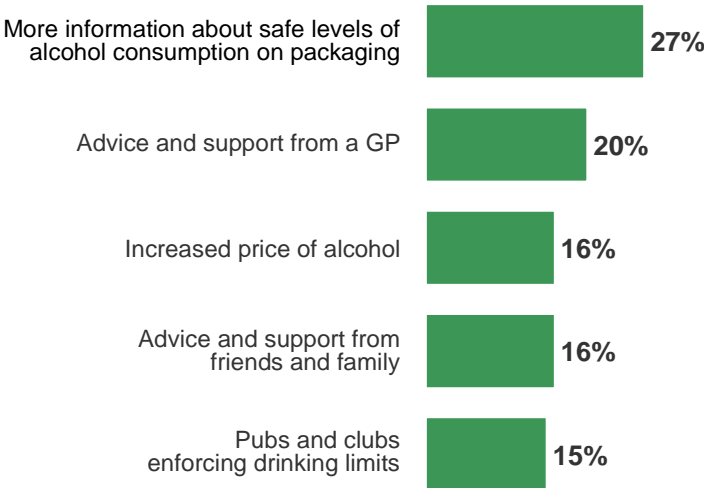
Base: All those who drink (6,416)
Ipsos MORI



Around one in ten (12%) of those who drink would like to reduce the amount of alcohol they consume. Those drinking at the increasing risk level are no more likely to want to cut down than those drinking at lower levels. That said, even among those who drink at a higher risk level, only 27% wish to cut down. Again this indicates that the majority of people, even those drinking at higher risk levels, are either unconcerned or unaware of the health risks that alcohol poses.

Helping people to drink less

Which, if any, of the following would help you to drink less?



Base: All those who would like to reduce the amount of alcohol they drink (791)
Ipsos MORI



People who are concerned about the amount that they drink are far more likely to want to cut down (63%, compared to 5% who are unconcerned – however, as we have already established, the number of people who are concerned about their drinking is actually relatively small).

All those expressing a desire to cut down the amount that they drink were asked to identify the measures that would help them to do so. The most commonly cited measure was putting more information about safe levels of alcohol consumption on packaging (27%). However, earlier on in the survey, opinion seemed to be divided on the effect that such measures would have on people's personal drinking behaviour. The crucial difference is in the audience being asked each question. The first was asked of all drinkers, who indicated, on balance that increased information on packaging would have little effect. The second question was asked just of those who wished to cut down (who only make up a small proportion of all those who drink at all), indicating that this strategy might be effective among those people who already want to reduce the amount that they drink. There is therefore an argument for introducing more information on drinks packaging as it may have a beneficial effect on those already wishing to reduce the amount of alcohol they drink.

Another measure identified by those wishing to cut their alcohol consumption was advice and support from a GP. Men wanting to cut down are more likely to mention GP advice than women (24%, compared to 14% of women). This might be linked to the fact that men who are concerned about the amount they drink are more likely to cite health-concerns as a factor than are women.

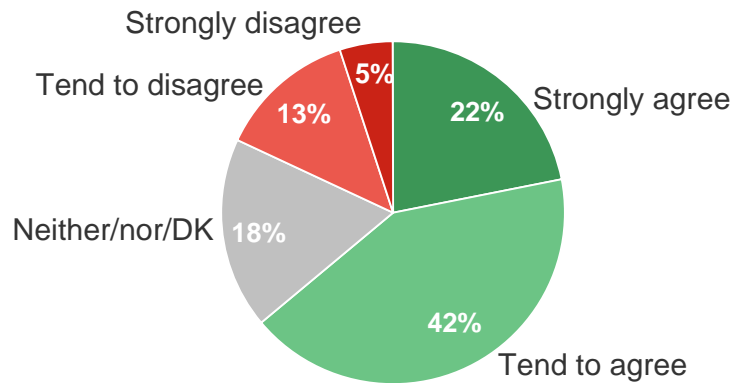
While all of the above help to indicate ways of targeting interventions to those who wish to cut down the amount that they drink, 28% said that none of the measures listed would help them to do so (a greater proportion than selected any individual measure).

3.9 Alcohol related advice and support

One in five (18%) of those who drink are unsure of how to access support if they or a friend had a drinking problem. Only half of those in the 18-24 age bracket agree that they'd know where to go if they needed advice or support (53%, compared to 63% overall), which is significant as this is the age group most likely to be drinking at higher risk levels. However, in general, people who drink at increased or higher risk levels are more likely to agree that they'd know where to go for advice or support (67% of those in the increased and higher risk categories, compared to 60% of those in the lower risk category).

Awareness of advice and support available

To what extent do you agree or disagree with the following statement?
I would know where to go for advice and support if I or a friend had a drink problem



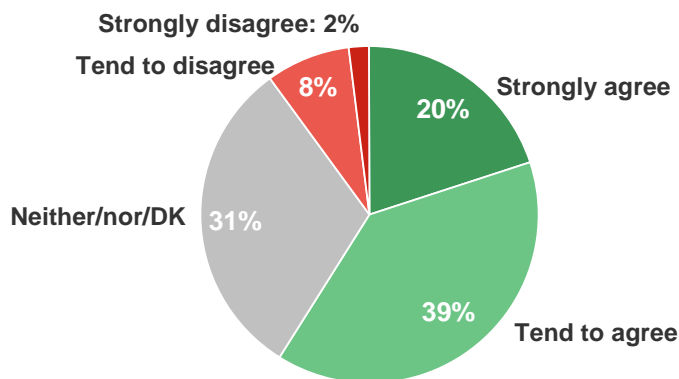
Base: All those who drink (6,416)
Ipsos MORI



People are supportive of increased measures to help people to drink less; three in five agree that more help and advice should be provided (59%; just one in ten disagrees (10%)) and nine in ten (90%) feel that schools should provide teenagers with advice and information on responsible drinking. This last point may be linked to the relatively high level of concern about underage drinking and the fact that two thirds (65%) feel that drunken behaviour is more of a problem in younger people than in older people. In fact, schools are seen as having a key role in providing sensible drinking advice with high levels of support across all age groups (from 85% of 18-24 year olds to 93% of those over 75).

Help and advice

To what extent do you agree or disagree with the following statement?
There should be more help and advice available to help people drink less

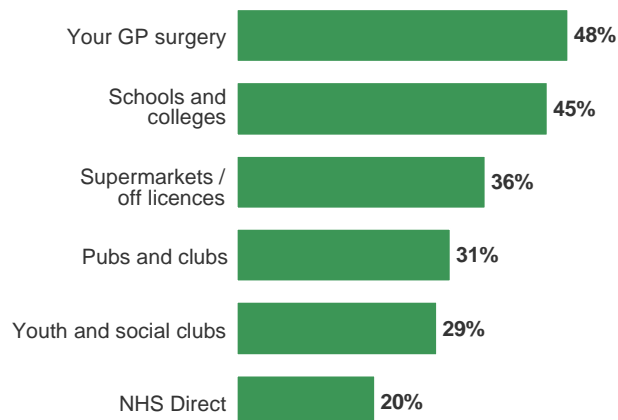


Base: All (6,869)
Ipsos MORI



Preferred sources of information

In which of these places, if any, would you prefer to find advice and information about safe drinking?



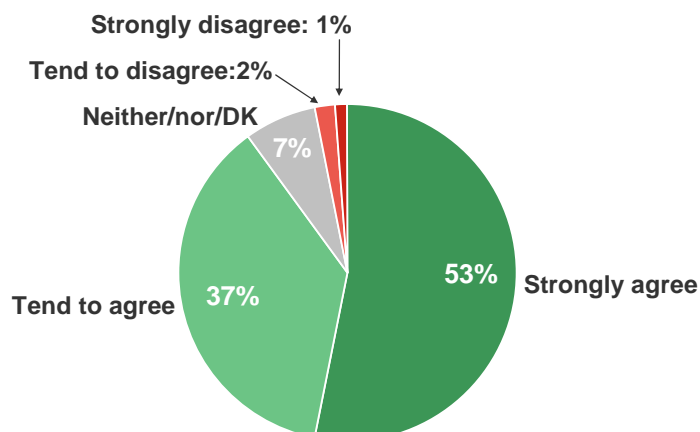
Base: All (6,869)
Ipsos MORI



Again, GPs have a key role in providing advice and information about safe drinking; half of all those who participated in the survey said that this was their preferred source of information, with little difference between men and women and younger and older respondents. Schools and colleges are seen as another suitable source of advice. GP surgeries were a less popular source of information among ethnic minority respondents (32% listed them as a preferred source of information, compared to 49% of white respondents). Schools and colleges, youth and social clubs, and pubs and clubs were all prioritised above GP surgeries as preferred sources of information among ethnic minority respondents.

The role of schools

*To what extent do you agree or disagree with the following statement?
Sensible drinking advice should be provided to teenagers in school*



Base: All (6,869)
Ipsos MORI

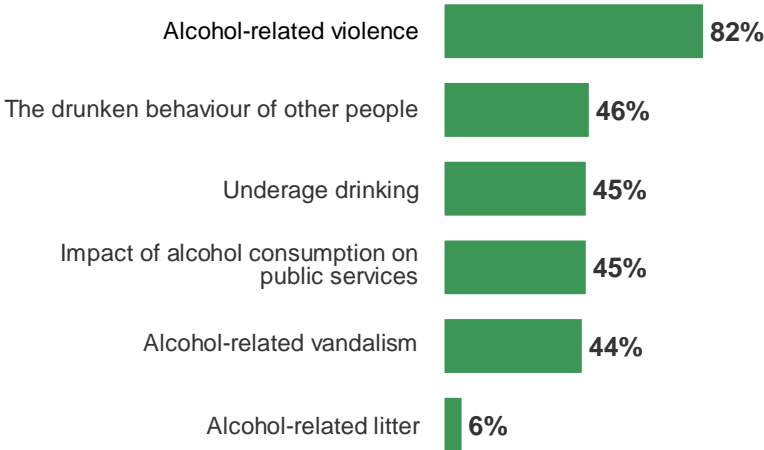


3.10 Tackling the social impact of alcohol

While only a minority of those who drink are worried about their personal drinking behaviour, concerns about general alcohol-related behaviour seem to be far more widespread. Eight in ten say that they are most worried by alcohol-related violence (82%), a figure which is pretty consistent across all sub-groups. Just under half (46%) of respondents are concerned about the drunken behaviour of other people and similar proportions are worried about the impact of alcohol consumption on public services (45%), underage drinking (45%) and alcohol-related vandalism (44%). Older people are more likely to cite underage drinking as a worry, whereas younger people are more concerned by the drunken behaviour of other people.

Concerns over alcohol-related behaviour

Which, if any, of the following alcohol-related behaviours most worry you?



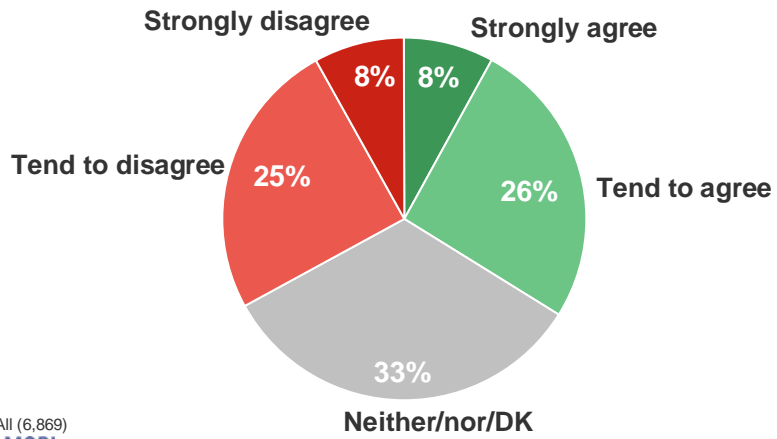
Base: All (6,869)
Ipsos MORI



A third (34%) agree that drunken behaviour is a problem in their local area, but almost the same proportion (33%) disagree that this is the case. Ethnic minority respondents (48%) and 18-24 year olds (42%) are among those most likely to agree. Residents of Great Yarmouth and Waveney (40%), Luton (40%) and North East Essex (41%) are most likely to agree, while those living in Norfolk (27%) and Peterborough (29%) are least likely to agree. People who expressed concerns about the amount that they drink are also more likely to feel that drunken behaviour is a problem in their area than those who are unconcerned.

Drunken behaviour

To what extent do you agree or disagree with the following statement?
Drunken behaviour is a problem in my local area



Base: All (6,869)
Ipsos MORI



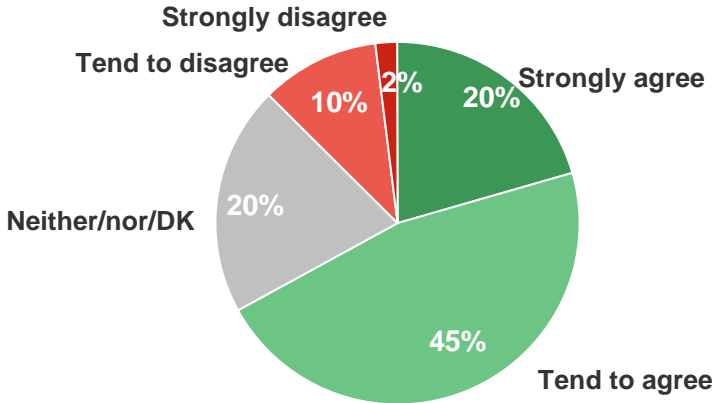
Drunken behaviour as a problem by PCT

	Total	Bedford -shire	Cambridge -shire	East and North Hertford- shire	Great Yarmouth and Waveney	Luton	Mid Essex	Norfolk	North East Essex	Peter- borough	South East Essex	South West Essex	Suffolk	West Essex	West Hertford -shire
Base	6869	471	605	753	298	233	456	617	506	361	392	368	647	369	793
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	8	7	6	9	12	12	8	6	10	9	9	11	11	7	8
Tend to agree	26	23	26	26	29	28	23	21	31	20	27	27	26	27	28
Neither agree nor disagree	28	31	27	32	27	33	28	23	21	28	27	31	23	32	29
Tend to disagree	25	25	26	22	21	16	29	30	25	27	23	21	27	23	24
Strongly disagree	8	9	10	7	7	3	7	14	7	9	6	5	8	7	7
Don't know/ not applicable	5	4	4	4	5	7	5	5	5	6	8	4	5	4	4
Not stated	*	0	*	*	0	*	0	0	*	0	0	0	*	0	*

Two thirds of respondents agree that drunken behaviour is more of a problem among younger people (65%). The proportion of respondents agreeing with this statement increases with age, but even those in the 18-24 age bracket are more likely to agree than disagree (56% agree, 18% disagree) that drunken behaviour is more of a problem among younger people.

Drunken behaviour in young people

To what extent do you agree or disagree with the following statement?
Drunken behaviour is more of a problem in young people



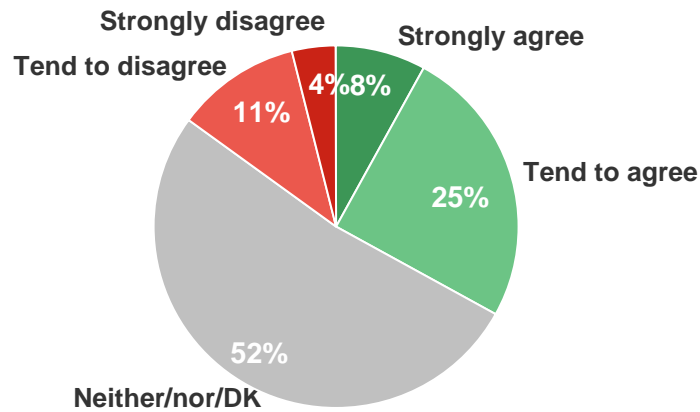
Base: All (6,869)
Ipsos MORI



There is more uncertainty around whether alcohol or drugs are more problematic for local communities. A third (33%) agree that alcohol is more of a problem than drugs in their local community and only 15% disagree, but half (52%) of respondents gave a neutral 'neither agree nor disagree answer' or a 'don't know' response. It is beyond the scope of this research to analyse the responses given at this question against the relative prevalence of drug use in each of the PCTs in the region, but such a comparison would lend context to the answers for this question.

Alcohol in context

To what extent do you agree or disagree with the following statement?
Alcohol is more of a problem than illegal drugs in my community



Base: All (6,869)
Ipsos MORI

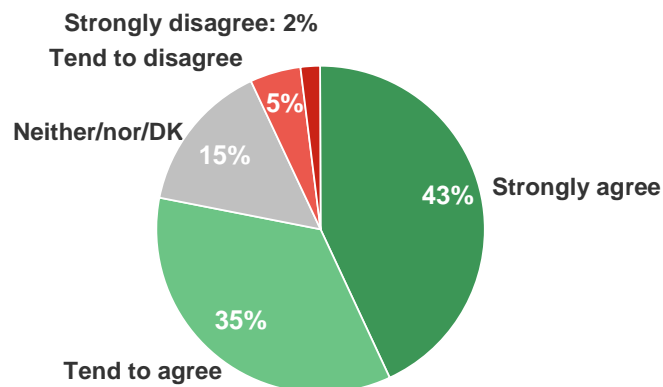


3.11 Tackling drunken behaviour

While support for measures such as better labelling and health warnings is lukewarm among drinkers in general, there are high levels of support for increased regulatory and enforcement powers in public places. This is particularly true amongst older respondents, though these measures are nevertheless supported by the majority of younger age groups.

Increasing police powers to tackle drunken behaviour

To what extent do you agree or disagree with the following statement?
The police should be given more powers to tackle drunken behaviour in public



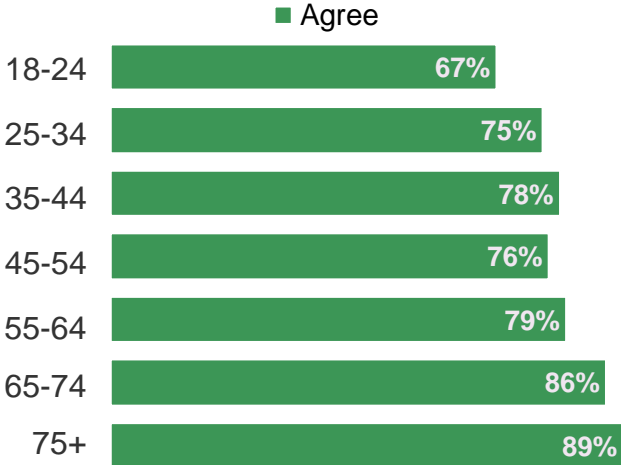
Base: All (6,869)
Ipsos MORI



A large majority (78%) support increased police powers to tackle drunken behaviour. Support increases with age, but even among 18-24 year olds, two thirds (67%) are in favour of such measures.

Increasing police powers to tackle drunken behaviour – by age

To what extent do you agree or disagree with the following statement?
The police should be given more powers to tackle drunken behaviour in public



Base: All (6,869)
Ipsos MORI



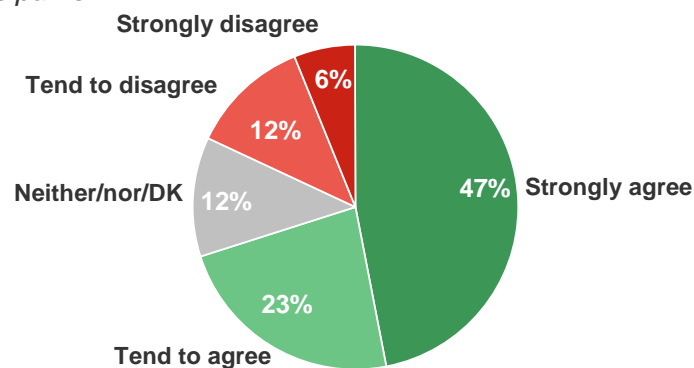
Support is particularly high among residents of Great Yarmouth and Waveney (85%), corresponding to the relatively high proportion of residents in this area who feel that drunken behaviour is a problem. However, there is also a high level of support for such measures among Peterborough residents, where drunken behaviour is seen as less of a problem. Eight in ten (82%) of those in the lower risk category support the measures, compared to 77% of those in the increasing risk category and 70% of those in the higher risk category.

Support for increasing police powers by PCT

	Total	Bedford -shire	Cambridge -shire	East and North Hertford- shire	Great Yarmouth and Waveney	Luton	Mid Essex	Norfolk	North East Essex	Peter- borough	South East Essex	South West Essex	Suffolk	West Essex	West Hertford -shire
Base	6869	471	605	753	298	233	456	617	506	361	392	368	647	369	793
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly agree	43	41	39	44	45	47	42	44	47	46	42	46	43	43	39
Tend to agree	35	38	36	33	39	32	35	34	35	37	37	34	35	33	38
Neither agree nor disagree	12	13	13	13	7	15	12	12	11	11	15	13	11	16	13
Tend to disagree	5	5	7	5	5	5	7	6	5	3	3	4	6	3	6
Strongly disagree	2	2	3	4	2	1	3	3	1	2	1	2	2	2	2
Don't know/ not applicable	2	1	3	2	2	1	2	2	1	1	2	1	3	3	2
Not stated	3	0	1	0	0	0	0	1	0	0	0	0	1	0	0

Increasing regulation of drinking in public places

To what extent do you agree or disagree with the following statement?
People should not be allowed to drink in the street or public places such as parks



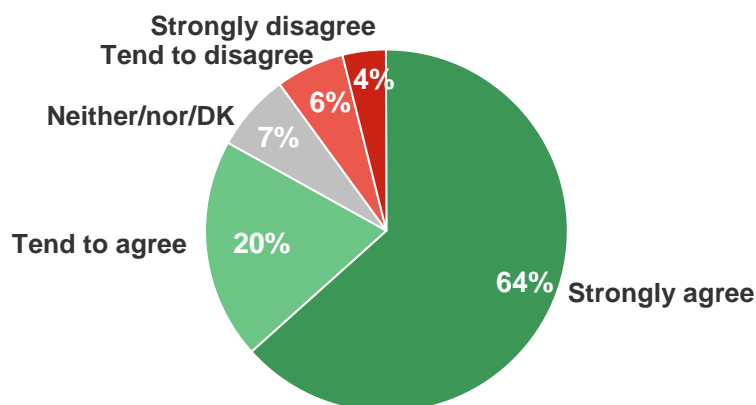
Base: All (6,869)
Ipsos MORI



A similar pattern prevails when it comes to increasing police powers to tackle alcohol sales to underage people. There is an even higher level of general support here (87%), which peaks in the older age ranges (95% of those aged over 75). Similarly, one in seven (70%) people agree with the statement that people should not be allowed to drink in the street or public places such as parks and an even higher proportion (84%) agree that people should not be allowed to drink on public transport. All of this indicates that there is high level support for tougher control of how alcohol is consumed and how drunken behaviour is dealt with.

Increasing regulation of drinking on public transport

To what extent do you agree or disagree with the following statement?
People should not be allowed to drink on public transport such as trains and buses



Base: All (6,869)
Ipsos MORI



Opinion is far more divided on changes to the way that alcohol is sold. Almost half (48%) agree with the idea of introducing separate check-outs for alcohol sales, but a third (34%) disagree. Two in five (41%) feel that the price of an alcoholic drink should be linked to its alcohol content, while a third (33%) disagree. There is an almost even split on the issue of banning special offers and discounts on alcohol (41% in favour, 39%) against.

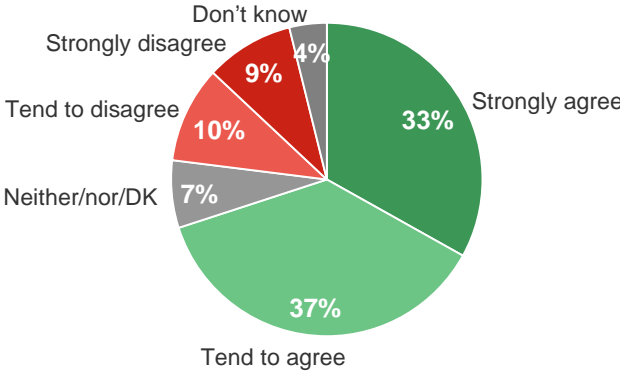
The overall picture is of a high level of support for measures to prevent underage drinking and public drunkenness, but far more ambiguity around measures which would affect people’s day to day drinking habits. In this respect, it seems that most people acknowledge some of the risks and problems associated with alcohol, but fail to make the connection between such societal issues and an individual’s (particularly a person’s own) personal drinking habits. Verbatim comments collected at the end of the survey support this interpretation. These suggest that many people blame the problems associated with excessive alcohol consumption on “*people who act irresponsibly*” and complain of the “*tendency to 'demonise' anyone who drinks a small amount*”.

3.12 Drinking and driving

The final section of the questionnaire featured a series of questions about drinking and driving, the answers to which indicate a high level of support for stricter controls. Seven in ten (72%) agree that people should not be allowed to drink at all before driving (compared to 17% who disagree) and a similar proportion agreed that people should not be allowed to drink at all before driving for the first three years that they hold their license.

Attitudes towards the legal drink drive limit

To what extent do you agree or disagree with the following statement?
It is difficult to know if you are over the legal drink drive limit



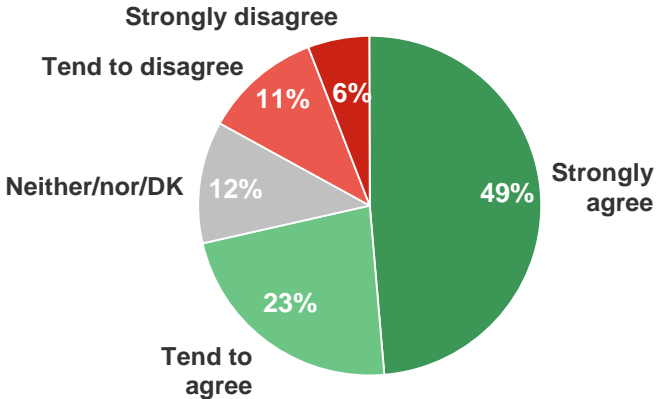
Base: All who drive (5,770)
 Ipsos MORI



Indeed, there was less (55%) support for lowering the drink drive limit for alcohol in the blood than for either of these other measures, indicating that many people feel that such a step would not go far enough. Seven in ten drivers agree that it is hard to know when they are over the legal drink drive limit. This may explain why drivers tend to be just as supportive of measures to crack down on drink driving than non-drivers.

Attitudes towards the legal drink drive limit

To what extent do you agree or disagree with the following statement?
People should not be allowed to drink at all before driving



Base: All (6,869)
Ipsos MORI



Summary

4. Summary

- Half of those who live in the East of England are drinking at increased and higher risk levels on at least one day over the course of a typical week (47%). Moreover, those people who are drinking at such levels often underestimate the amount that they drink and the impact that such behaviour can have on their health and well-being. This has long-term implications for public health and service provision in the area.
- The majority of those drinking at increasing risk levels describe themselves as 'moderate' drinkers, indicating that this is perceived as not only socially acceptable, but also a normal level at which to drink.
- Drinking patterns and motivations for drinking vary a great deal by age. Younger people show a tendency to 'binge drink', with many drinking heavily on a few concentrated occasions during the week. Older drinkers are more likely to drink on a regular basis and though they tend to drink fewer units, they do so more often.
- People are relatively unconcerned about their personal drinking habits, but acutely aware of the social impact that drinking has. Alcohol is seen as a problem, but it's generally regarded as someone else's. Similarly, people are relatively unconcerned about its effect on their health, but there is more awareness of the pressures that alcohol consumption puts on public services.
- The drunken, rowdy behaviour that is a more obvious and immediate sign of excessive drinking is very closely associated with younger drinkers.
- Younger drinkers are more likely to say that their drinking habits are affected by peer pressure and are more likely to say that they drink to give them confidence. Is this an accurate reflection of their motivations, or does it just indicate that younger people are more likely to admit that these factors influence their drinking?
- The questionnaire was purposefully structured to ask people about their own habits first and then to ask them to think about the societal effect of alcohol. Comparing the responses to each set of questions indicates that the harmful effects of drinking tend to be seen as somebody else's problem. While there is support for increased measures to regulate drinking *in general*, most people feel that measures such as health warnings on packaging would have little effect on their *personal* alcohol consumption.

- Only a small proportion of drinkers indicate that they want to cut down the amount that they drink. Of those, different methods are likely to be more effective with some groups than others. Over a quarter of those who do wish to cut down say that more information on alcohol packaging could help them to do so. Similarly, men wanting to cut down are more likely than women to list advice from their GP as an effective measure, perhaps linked to the fact that men who are concerned about the amount they drink are more likely to cite health-concerns as a factor than are women.
- Region has relatively little effect on trends in drinking behaviour; any that there are accounted by the different age and ethnic profile of the regions (i.e. the relatively high proportion of people drinking at higher risk levels in Luton is accounted for by its younger population profile, as younger people are more likely to drink at such levels).

Appendices

5. Appendices

5.1 Risk calculation

For each respondent find their highest consumption in one day (HCIID) and their weekly consumption (WC).

The HCIID figure is the largest (or joint largest) of these seven numbers:

- number of units drunk on Monday;
- number of units drunk on Tuesday;
- number of units drunk on Wednesday;
- number of units drunk on Thursday;
- number of units drunk on Friday;
- number of units drunk on Saturday;
- number of units drunk on Sunday,

and the WC figure is the total of the seven numbers above.

MEN/Lower risk: HCIID 4 units or fewer.

- MEN/MEDIUM risk: HCIID more than 4 units and less than 9 units, AND WC 50 units or fewer.
- MEN/Higher risk: HCIID 9 units or more, OR WC more than 50 units
- WOMEN/Lower risk: HCIID 3 units or fewer
- WOMEN/MEDIUM risk: HCIID more than 3 units and less than 7 units, AND WC 35 units or fewer.
- WOMEN/Higher risk: HCIID 7 units or more, OR WC more than 35 units.

Please note that in the definitions above, the "AND" in the two "MEDIUM" definitions means that both conditions have to be true for the person to qualify as "medium" risk, and that the "OR" in the two "HIGH" definitions means that it is enough that either of the two conditions is met in order for the person to qualify as "higher risk".

5.2 Risk levels by PCT:

	Total	Bedford -shire	Cambridge -shire	East and North Hertford- shire	Great Yarmouth and Waveney	Luton	Mid Essex	Norfolk	North East Essex	Peter- borough	South East Essex	South West Essex	Suffolk	West Essex	West Hertford -shire
Base	6869	471	605	753	298	233	456	617	506	361	392	368	647	369	793
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Men drinking > 21 units a week	13	13	14	13	7	13	13	14	14	13	12	10	14	12	13
Women drinking > 14 units a week	11	11	12	13	8	8	12	9	8	8	10	13	11	13	11
Lower risk	53	50	51	51	59	51	52	53	58	53	52	53	57	55	55
Increasing risk	25	30	25	25	24	24	27	26	24	23	26	25	22	23	23
Higher risk	22	20	24	24	17	24	21	21	18	24	22	22	21	23	22

5.3 Sampling errors and confidence intervals

Sampling errors vary according to the size of the sample, the sample design and the incidence of the variables that are being measured. The table below shows the 95% confidence intervals around measured percentages of 10%, 30%, 50%, 70% and 90% for samples between 100 and 6,000 interviews. For example, if 10% of those in a sample of 1,000 have a particular characteristic we can be 95% sure that the 'true' value of that characteristic lies in the range 8.1% to 11.9%.

95% Confidence Intervals around sample percentages

	10% or 90% +/-	30% or 70% +/-	50% +/-
Single sample of:			
100	5.9	9.0	9.8
250	3.7	5.7	6.2
500	2.6	4.0	4.4
1,000	1.9	2.8	3.1
2,000	1.3	2.0	2.2
3,000	1.1	1.6	1.8
4,000	0.9	1.4	1.5
5,000	0.8	1.3	1.4
6,000	0.8	1.2	1.3

Where different samples are compared the difference needed to indicate significance depends on the sample design, the percentages involved and size of the two samples that are being compared. The following table shows 95% confidence intervals assuming samples between 100 and 2,000.

95% Confidence Intervals around the difference between sample percentages

	10% or 90% +/-	30% or 70% +/-	50% +/-
Two samples each of:			
100	8.4	12.8	13.9
500	3.7	5.7	6.2
1,000	2.6	4.0	4.4
2,000	1.9	2.8	3.1
3,000	1.5	2.3	2.5
4,000	1.3	2.0	2.2
5,000	1.2	1.8	2.0
6,000	1.1	1.6	1.8

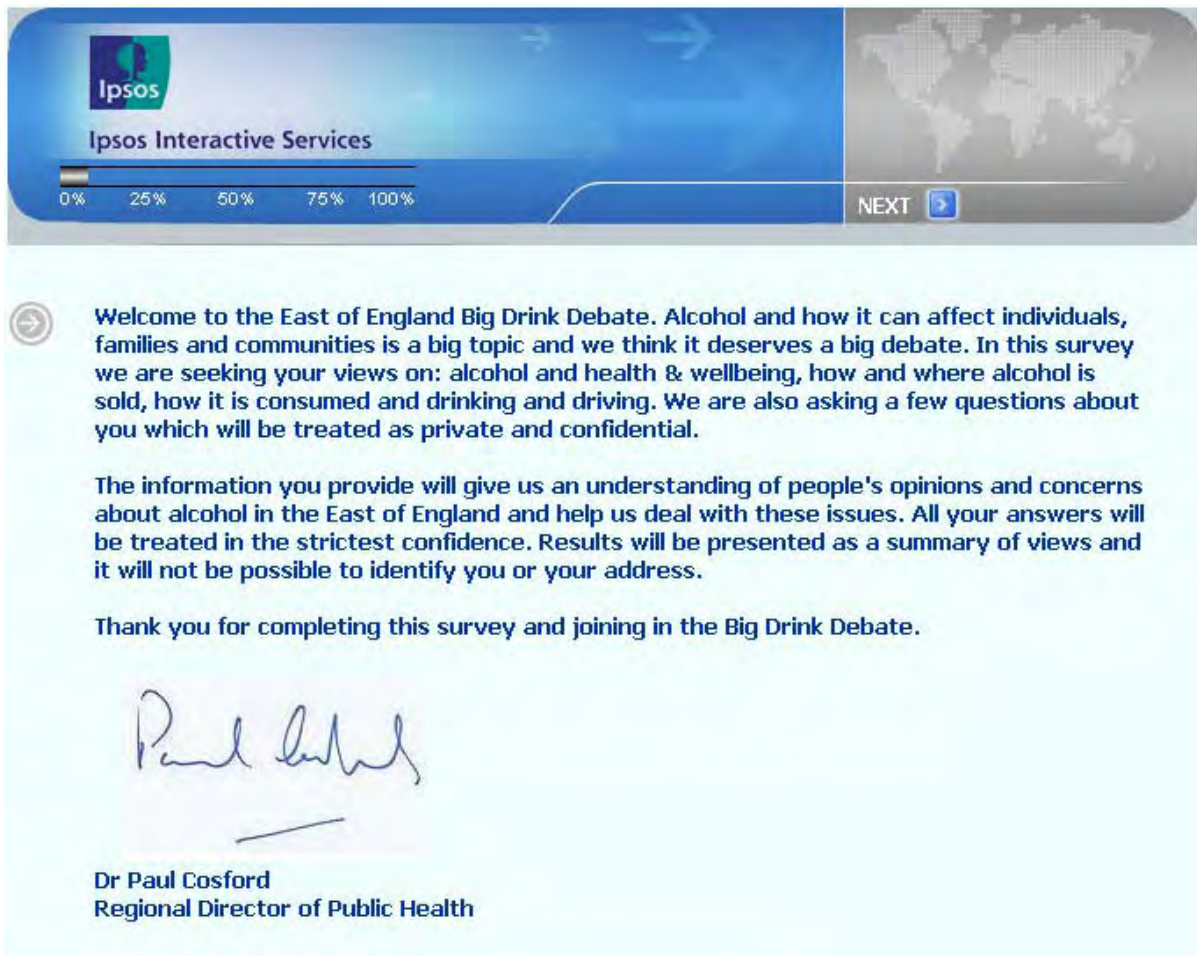
Significance testing will proceed in exactly the same way for sub-groups within the sample. If, in a specific region, samples of 100 respondents of a certain type (for example a specific age group) are interviewed the confidence intervals shown above will apply to the characteristics measured for that group from a single sample or when comparing two samples. In practice the samples are unlikely to be exactly the same size and confidence intervals will be calculated based on the actual samples. Nevertheless the calculations presented here indicate the magnitude of differences required to indicate significance.

The calculations of confidence intervals presented above do not take into account survey design factors, which act to increase the level of variability in the data. This is because the assumptions of a simple random sample, on which significance testing formulae are based, are rarely met in practice. Weighting, non-response and other aspects of the design all contribute to the design factor. Design factors can only be estimated once the data have been collected, but will be largest in areas that exhibit the greatest degree of heterogeneity or where weighting is the most extreme.

5.4 Weighting specification

Quota	Categories	
SEX	Male	48.6
	Female	51.4
AGE	18-24	10.5
	25-34	15.9
	35-44	19.6
	45-54	16.6
	55-64	15.9
	65+	21.4
WORKING STATUS	Full time	54.9
	Not full time	45.1
ETHNICITY	White	94.0
	Other	6.0
PCT	Bedfordshire	7.12
	Cambridgeshire	10.64
	East and North	
	Hertfordshire	9.31
	Great Yarmouth and	
	Waveney	3.81
	Luton	3.19
	Mid Essex	6.42
	Norfolk	13.57
	North east Essex	5.77
	Peterborough	2.85
	South east Essex	5.90
	South west Essex	6.78
	Suffolk	10.46
West Essex	4.86	
West Hertfordshire	9.32	

5.5 Questionnaire – example screen shots



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0% 25% 50% 75% 100%

NEXT

Welcome to the East of England Big Drink Debate. Alcohol and how it can affect individuals, families and communities is a big topic and we think it deserves a big debate. In this survey we are seeking your views on: alcohol and health & wellbeing, how and where alcohol is sold, how it is consumed and drinking and driving. We are also asking a few questions about you which will be treated as private and confidential.

The information you provide will give us an understanding of people's opinions and concerns about alcohol in the East of England and help us deal with these issues. All your answers will be treated in the strictest confidence. Results will be presented as a summary of views and it will not be possible to identify you or your address.

Thank you for completing this survey and joining in the Big Drink Debate.


Paul Cosford

Dr Paul Cosford
Regional Director of Public Health



Ipsos Interactive Services

0% 25% 50% 75% 100%

NEXT 



How often, if at all, do you drink alcohol?

Please select one answer only

- Every day
- Three or four times a week
- Once or twice a week
- Once or twice a month
- Once or twice a year
- Never




NEXT 



Ipsos Interactive Services

0% 25% 50% 75% 100%

NEXT 



Thinking about the amount that you drink over the course of a typical week, would you say that you are...

Please select one answer only

- A very heavy drinker
- A heavy drinker
- A moderate drinker
- A light drinker
- A very light drinker
- Don't know



NEXT 

5.6 Questionnaire – paper version

East of England Big Drink Debate Questionnaire

Welcome to the East of England Big Drink Debate. Alcohol and how it can affect individuals, families and communities is a big topic and we think it deserves a big debate. In this survey we are seeking your views on: alcohol and health & wellbeing, how and where alcohol is sold, how it is consumed and drinking and driving.

We are also asking a few questions about you which will be treated as private and confidential. The information you provide will give us an understanding of people's opinions and concerns about alcohol in the East and help us deal with these issues.

Thank you for completing this survey and joining in the Big Drink Debate.

Dr Paul Cosford
Regional Director of Public Health

1. Are you?

Please tick one answer only

- Male
- Female

2. How old are you?

Please tick one answer only – this survey is only open to people over

18

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or over

3. Please give the first three \ four digits of your postcode (e.g. CB1)

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Personal drinking habits

In one way or another, alcohol plays a part in most people's lives in the UK, whether it's enjoying a glass of wine with a meal, celebrating special occasions with a bottle of champagne, or relaxing over a pint with friends or colleagues. In this section, we'll ask you about your drinking habits and attitudes towards alcohol in general.

4. How often, if at all, do you drink alcohol?

Please tick one answer only

- a. Never (**please skip to Section B on page 17**)
- b. Once or twice a year (**please skip to Section B on page 17**)
- c. Once or twice a month (**please skip to Section B on page 17**)
- d. Once or twice a week (**please continue to question 5 overleaf**)
- e. Three or four times a week (**please continue to question 5 overleaf**)
- f. Every day (**please continue to question 5 overleaf**)

Please only answer if you drink at least once a week (i.e. ticked boxes d, e, or f at question 4 above). If you drink less frequently than this, please proceed to Section B, on page 17 of the questionnaire

5. How much alcohol do you drink in a typical week?

For each day of the week, please indicate how many of the following types of alcohol you consume over the course of a typical week. For instance, if you usually drink three glasses of wine on a Wednesday, please write '3' in the column marked 'Wednesday' alongside the wine icon. If you do not drink a certain drink, or don't drink on a particular day, just leave the cell blank.

6. Thinking about the amount that you drink over the course of a typical week, would you say that you are...

Please tick one answer only

- A very light drinker
- A light drinker
- A moderate drinker
- A heavy drinker
- A very heavy drinker
- Don't know

7. People drink alcohol for many different reasons. Which, if any, of the following statements most closely match your own?

Please tick up to three answers

- It helps me enjoy myself and have fun
- Other people around me are drinking
- It helps me to relax / unwind
- I enjoy a drink with a meal
- It gives me more confidence
- It helps me forget my problems
- Other (please specify) _____

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

8. I drink more when I am under stress or feeling nervous

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

9. I sometimes feel under pressure from my peers to drink more than I would like

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

10. Extended licensing hours have led me to drink more than I used to over the course of a typical week

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

11. I often drink at home before going out in the evening

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

12. I drink more when I am out than when I am at home

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Alcohol and health

In this section we'll look at ways to keep track of the amount that people drink and how to keep informed about the effects that alcohol can have on health and well-being.

13. Thinking about the amount that you drink over the course of a typical week, would you say that the amount you drink...

Please tick one answer only

- Is very good for your health
- Is fairly good for your health
- Is neither good nor bad for your health
- Is fairly bad for your health
- Is very bad for your health
- Don't know

14. To what extent do you agree or disagree that the health risks of alcohol are exaggerated?

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

15. It would be easier for me to keep track of how much alcohol I drink if there was more information on drink containers

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

16. Health warnings (like those on tobacco products) on alcohol containers would make me think more about the amount I drink

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

17. I would know where to go for advice and support if I or a friend had a drink problem

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

18. Have you ever had any concerns about the amount of alcohol your friends and family drink?

Please tick one answer only

- Yes
- No

19. To what extent do you agree or disagree with the following statement?:

'There should be more help and advice available to help people drink less'

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

20. Sensible drinking advice and information on the health effects of alcohol should be provided to teenagers in school

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

21. Do you have any concerns about the amount of alcohol you drink?

Please tick one answer only

- Yes (please continue to question 22)
- No (please skip to question 23)

Please only answer if you answered 'Yes' at question 21

22. Why are you concerned about the amount of alcohol you drink?

Please tick up to three answers

- I have put on weight as a result of drinking alcohol
- I have developed alcohol related health problems
- I am worried about developing alcohol-related health problems
- I sometimes embarrass myself when I drink alcohol
- I am worried about harming myself or others
- I am worried about my personal safety
- I spend too much money on alcohol
- I am dependent/becoming dependent on alcohol
- Other (please specify) _____

23. Would you like to reduce the amount of alcohol you drink?

Please tick one answer only

- Yes (please continue to question 24)
- No (please skip to question 25)

Please only answer if you answered 'Yes' at question 23

24. Which, if any, of the following would help you to drink less?

Please tick up to three responses

- Increased price of alcohol
- More information about safe levels of alcohol consumption on packaging
- Pubs and clubs enforcing drinking limits
- Advice and support from a GP
- Advice and support from a charity
- Advice and support from friends and family
- The introduction of alcohol free zones
- None
- Other (please specify) _____

Alcohol free zones: areas in which the Police have powers to stop people drinking alcohol immediately and may remove alcoholic drinks from problem drinkers in the street

25. In which of these places, if any, would you prefer to find advice and information about safe drinking?

Please tick up to three responses

- Gyms and leisure centres
- Your local police station
- Your local hospital
- Schools and colleges
- Youth and social clubs
- Pubs and clubs
- Your GP surgery
- NHS Direct
- Your pharmacist
- Supermarkets / off licences
- Other (please specify) _____
- None

Alcohol in public places

People have different views about excessive drinking and anti-social behaviour. Some people think there is a strong link between the two; others think that other factors play a larger role. In this section we'll ask about your attitudes to antisocial behaviour and public drunkenness.

26. Which, if any, of the following alcohol related behaviours most worry you?

Please tick up to three answers

- Alcohol-related violence
- Alcohol-related litter
- Underage drinking
- Impact of alcohol consumption on public services such as the police and hospitals
- The drunken behaviour of other people
- Alcohol-related vandalism
- Other (please specify) _____
- None

27. Drunken behaviour is a problem in my local area

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

28. Drunken behaviour is more of a problem in young people

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

29. Alcohol is more of a problem than illegal drugs for my local community

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

30. The police should be given more powers to tackle drunken behaviour in public

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

31. The police should be given more powers to tackle sales of alcohol to underage people

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

32. People should not be allowed to drink in the street or public places such as parks

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

33. People should not be allowed to drink on public transport such as trains and buses

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Some people have suggested introducing alcohol free zones to help tackle drunken behaviour in public. These are areas in which the police may require individuals to stop drinking alcohol immediately and may remove alcoholic drinks from problem drinkers in the street. In addition, where individuals do not comply with such requests they could be arrested and, upon conviction, fined up to a maximum of £500.

34. I would like to see alcohol free zones in my local area

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Selling alcohol

The legal age to buy alcohol in the UK is 18. There are many other laws which affect the way that alcohol is displayed and sold in supermarkets, off licences, pubs and bars. The next few questions ask about your attitudes towards these laws and whether they need to be changed.

35. There should be separate behind-the-counter checkouts (like tobacco counters) for alcohol sales in supermarkets and other large retail outlets

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

36. The price of an alcoholic drink should be directly linked to its alcohol content

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

37. Soft drinks, such as lemonade or water, should be cheaper to buy than alcoholic drinks, such as wine or beer

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

38. Special offers and discounts on alcohol (such as happy hours and buy one get one free) should be banned

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

39. Alcohol advertising on the TV should only appear after 9pm

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

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40. Alcohol advertising at the cinema should only appear before 18 rated films

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Alcohol and driving

UK law currently sets a limit on the amount of alcohol that a person may drink before driving a car or other motorised vehicle. The next few questions ask about your attitudes to this limit and whether or not drink driving laws need to be changed.

Drink drive limit: The legal limit is currently 80 milligrams of alcohol per 100 millilitres of blood.
--

41. Do you ever drive a car, van or motorcycle?

Please tick one answer only

- Yes
- No

42. It is difficult to know when you are over the legal drink drive limit

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

43. The legal drink drive limit of alcohol in the blood should be lowered

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

44. People should not be allowed to drink at all before driving

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

45. People should not be allowed to drink at all before driving for the first three years that they hold their licence

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Section B

Please only complete section B if you drink less than once a week (i.e. you ticked codes a, b or c at question 4). Otherwise, please continue to section C on page 25.

B1. To what extent do you agree or disagree that the health risks of alcohol are exaggerated?

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B2. I would know where to go for advice and support if I or a friend had a drink problem

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

B3. Have you ever had any concerns about the amount of alcohol your friends and family drink?

Please tick one answer only

- Yes
- No

B4. To what extent do you agree or disagree with the following statement?:
'There should be more help and advice available to help people drink less'

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

B5. Sensible drinking advice and information on the health effects of alcohol should be provided to teenagers in school

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

B6. In which of these places, if any, would you prefer to find advice and information about safe drinking?

Please tick up to three responses

- Gyms and leisure centres
- Your local police station
- Your local hospital
- Schools and colleges
- Youth and social clubs
- Pubs and clubs
- Your GP surgery
- NHS Direct
- Your pharmacist
- Supermarkets / off licences
- Other (please specify) _____

- None

Alcohol in public places

People have different views about excessive drinking and anti-social behaviour. Some people think there is a strong link between the two; others think that other factors play a larger role. In this section we'll ask about your attitudes to antisocial behaviour and public drunkenness.

B7. Which, if any, of the following alcohol related behaviours most worry you?

Please tick up to three answers

- Alcohol-related violence
 Alcohol-related litter
 Underage drinking
 Impact of alcohol consumption on public services such as the police and hospitals
 The drunken behaviour of other people
 Alcohol-related vandalism
 Other (please specify) _____
 None

B8. Drunken behaviour is a problem in my local area

Please tick one answer only

- Strongly agree
 Tend to agree
 Neither agree nor disagree
 Tend to disagree
 Strongly disagree
 Don't know/not applicable

B9. Drunken behaviour is more of a problem in young people

Please tick one answer only

- Strongly agree
 Tend to agree
 Neither agree nor disagree
 Tend to disagree
 Strongly disagree
 Don't know/not applicable

B101. Alcohol is more of a problem than illegal drugs for my local community

Please tick one answer only

- Strongly agree
 Tend to agree
 Neither agree nor disagree
 Tend to disagree
 Strongly disagree
 Don't know

B11. The police should be given more powers to tackle drunken behaviour in public

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B12. The police should be given more powers to tackle sales of alcohol to underage people

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B13. People should not be allowed to drink in the street or public places such as parks

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B14. People should not be allowed to drink on public transport such as trains and buses

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Some people have suggested introducing alcohol free zones to help tackle drunken behaviour in public. These are areas in which the police may require individuals to stop drinking alcohol immediately and may remove alcoholic drinks from problem drinkers in the street. In addition, where individuals do not comply with such requests they could be arrested and, upon conviction, fined up to a maximum of £500.

B15. I would like to see alcohol free zones in my local area

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Selling alcohol

The legal age to buy alcohol in the UK is 18. There are many other laws which affect the way that alcohol is displayed and sold in supermarkets, off licences, pubs and bars. The next few questions ask about your attitudes towards these laws and whether they need to be changed.

B16. There should be separate behind-the-counter checkouts (like tobacco counters) for alcohol sales in supermarkets and other large retail outlets

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B17. The price of an alcoholic drink should be directly linked to its alcohol content

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B18. Soft drinks, such as lemonade or water, should be cheaper to buy than alcoholic drinks, such as wine or beer

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B19. Special offers and discounts on alcohol (such as happy hours and buy one get one free) should be banned

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B20. Alcohol advertising on the TV should only appear after 9pm

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

•

B21. Alcohol advertising at the cinema should only appear before 18 rated films

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Alcohol and driving

UK law currently sets a limit on the amount of alcohol that a person may drink before driving a car or other motorised vehicle. The next few questions ask about your attitudes to this limit and whether or not drink driving laws need to be changed.

Drink drive limit: The legal limit is currently 80 milligrams of alcohol per 100 millilitres of blood.
--

B22. Do you ever drive a car, van or motorcycle?

Please tick one answer only

- Yes
- No

B23. It is difficult to know when you are over the legal drink drive limit

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know/not applicable

B24. The legal drink drive limit of alcohol in the blood should be lowered

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B25. People should not be allowed to drink at all before driving

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

B26. People should not be allowed to drink at all before driving for the first three years that they hold their licence

Please tick one answer only

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

Section C

About You

C1. Which of these best describes your ethnic origin?

Please tick one answer only

White

- British
- Irish
- Any other white background

Mixed

- White and Black-Caribbean
- White and Black-African
- White and Asian
- Any other mixed background

Asian or Asian British

- Indian
- Bangladeshi
- Pakistani
- Any other Asian Background

Black or Black British

- Caribbean
- African
- Any other black background

Chinese or other Ethnic Group

- Chinese
- Any other ethnic group (please specify) _____

C2. Thank you for joining in the East of England Big Drink Debate. Please use the box below to add anything else you wish to say: