

# Young People & Alcohol Survey



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**Community Leadership & Improvement Service**

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# Methodology

- Face-to-face survey of 201 people aged 18-24 across Somerset – carried out by Power Marketing, Sept 2008.
- Also completed by 22 college students, Oct 2008.
- Online survey (via Snap) completed by 685 people aged 16-24, 17<sup>th</sup> September-29<sup>th</sup> October 2008.
- Results based on merged data.
  
- Note that results have not been weighted to represent the county population profile; 16-17 year-olds and those in Taunton Deane are over-represented in this sample.

*Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing*

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# Summary of results

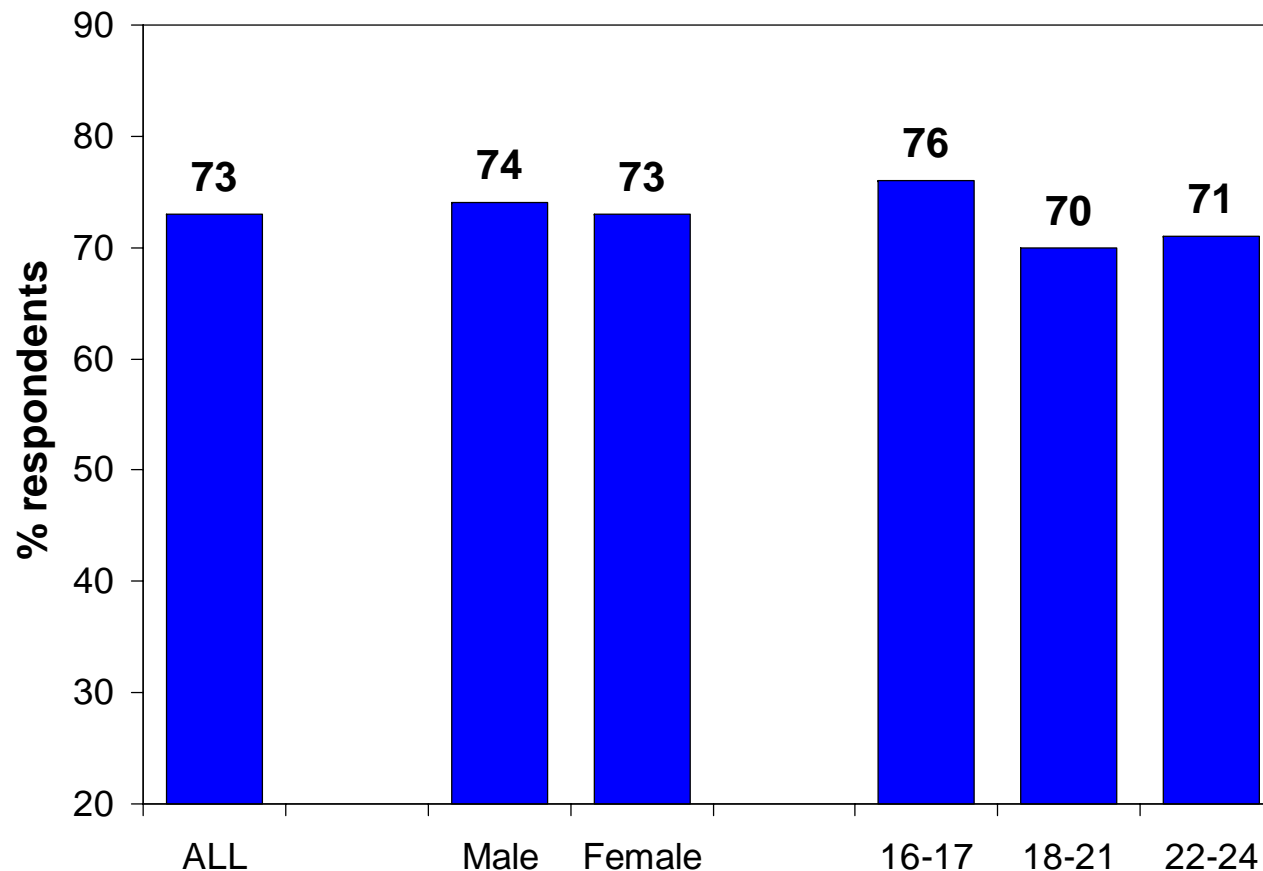
- 84% of respondents drink alcohol and almost 2 in 3 reckon most people their age got drunk in the last week.
- 73% agree that comparing units is the best way of comparing the amount of alcohol in drinks
- However, most erroneously believe that a measure of spirits has more alcohol than a pint of lager or bottle of alcopop.
- Most drinkers recognise that they take more risks when they've had too much to drink, and are more liable to injure themselves accidentally.
- The most common sources of information are websites and friends.
- Women are more likely to drink but tend to take fewer risks with travelling home afterwards. However, half don't take precautions in case they have sex.
- Under-18s are roughly as likely to drink and take risks, apart from homeward travel planning. Their friends are very important for sharing information.

*Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing*

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# Most think comparing units is best way of comparing alcohol levels in drinks...



Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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# ...but they don't necessarily appreciate how units are calculated

<b>Respondents' Ranking</b>	<b>Actual Ranking</b>
<b>1<sup>st</sup>: Spirit measure (38% 1st)</b>	Pint of Lager
<b>2<sup>nd</sup>: Glass of Wine (29%)</b>	Glass of Wine
<b>3<sup>rd</sup>: Pint of Lager (19%)</b>	Bottle of Alcopop
<b>4<sup>th</sup>: Bottle of Alcopop (13%)</b>	Spirit Measure

**Definitions:**

Spirit – 25ml, 40%; Wine – 175ml, 11%  
Lager – 568ml, 4%; Alcopop – 275ml, 5%

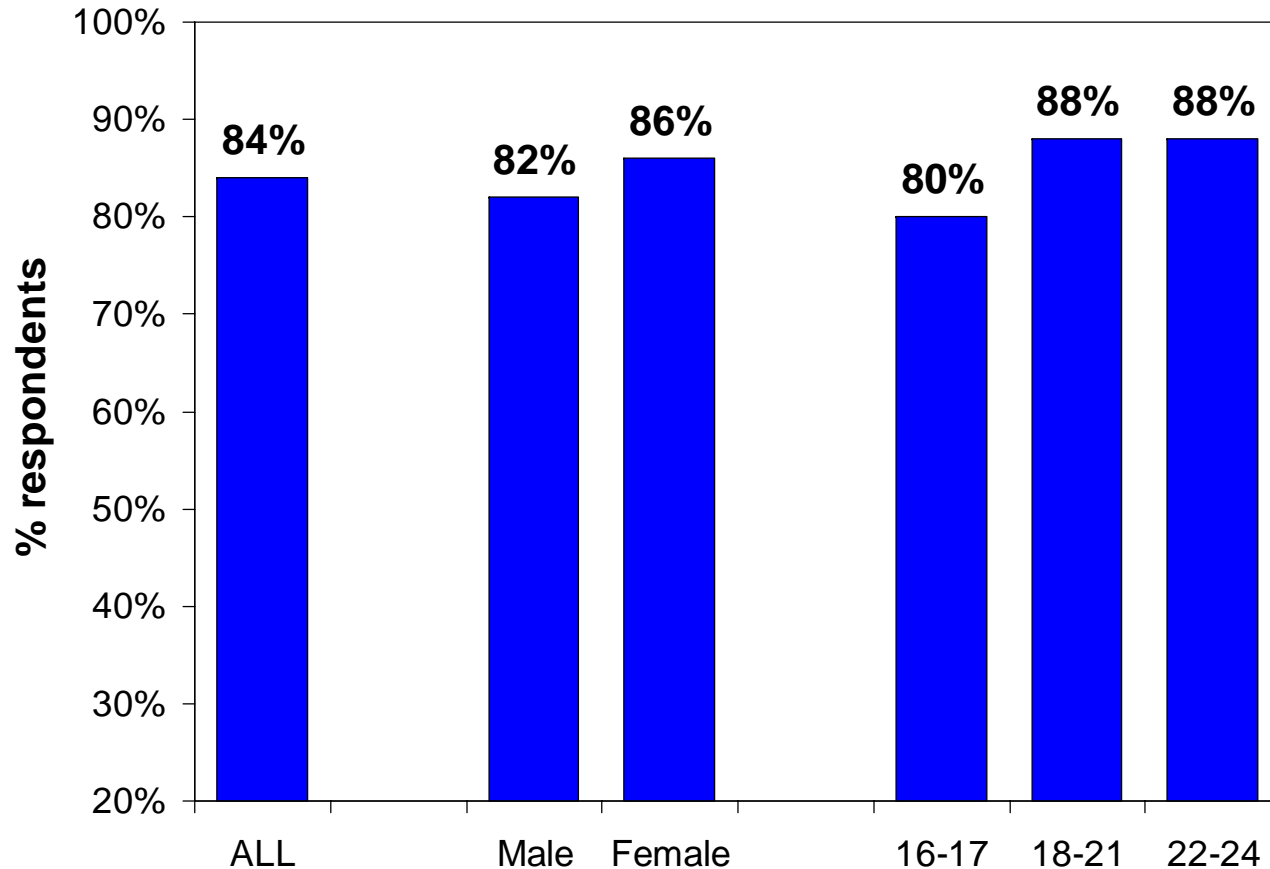
Source: Consultation & Customer Planning/  
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# Young women are more likely to drink alcohol.

## Four in five 16-17 year-olds are drinkers

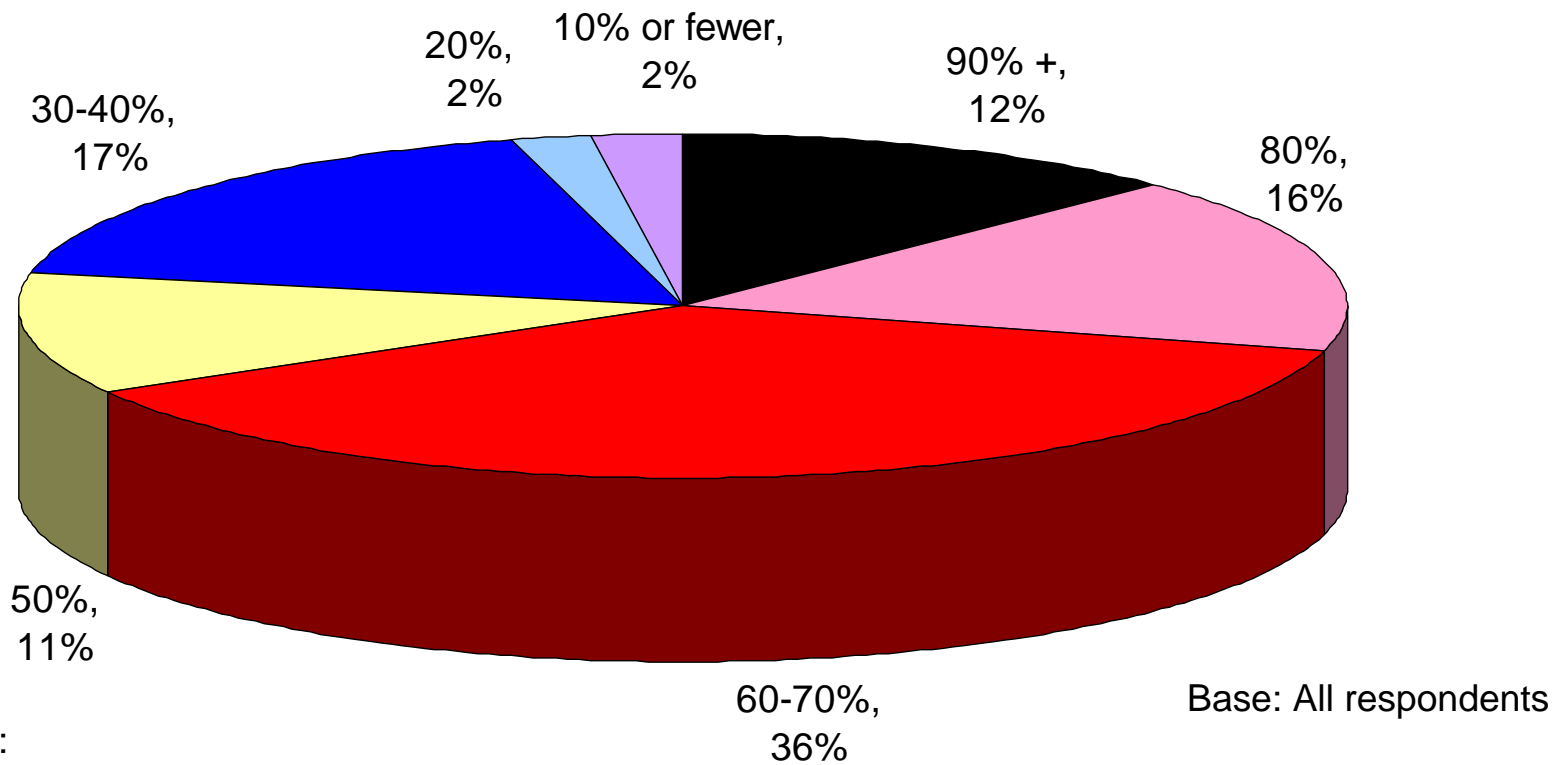


Source: Consultation & Customer Planning/  
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# Majority of their peers perceived to have got drunk in the past week



Question:  
How many people your age would you say got drunk in the last week?

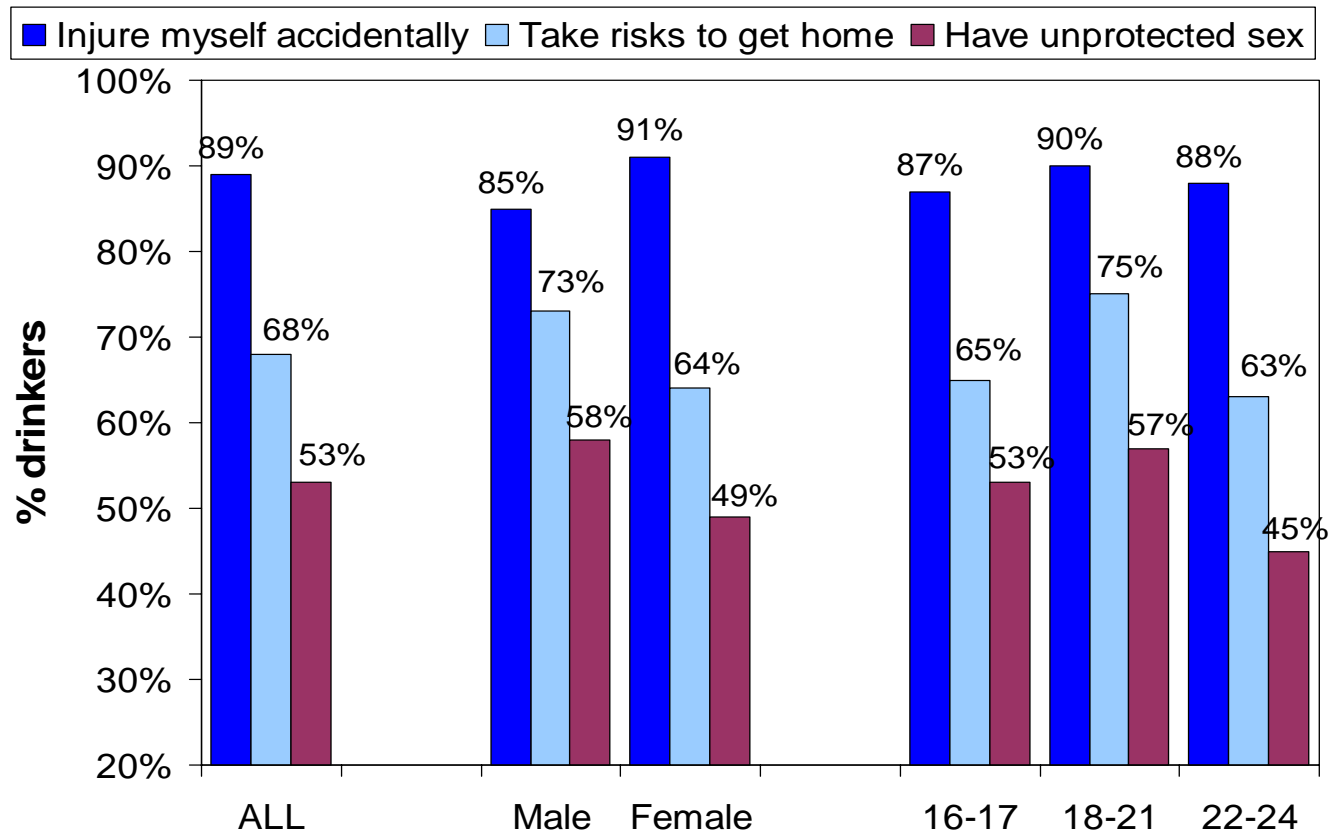
Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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# Most people, especially men and 18-21s, take more risks when they've had too much to drink

“When I've had too much to drink, I'm more likely to...

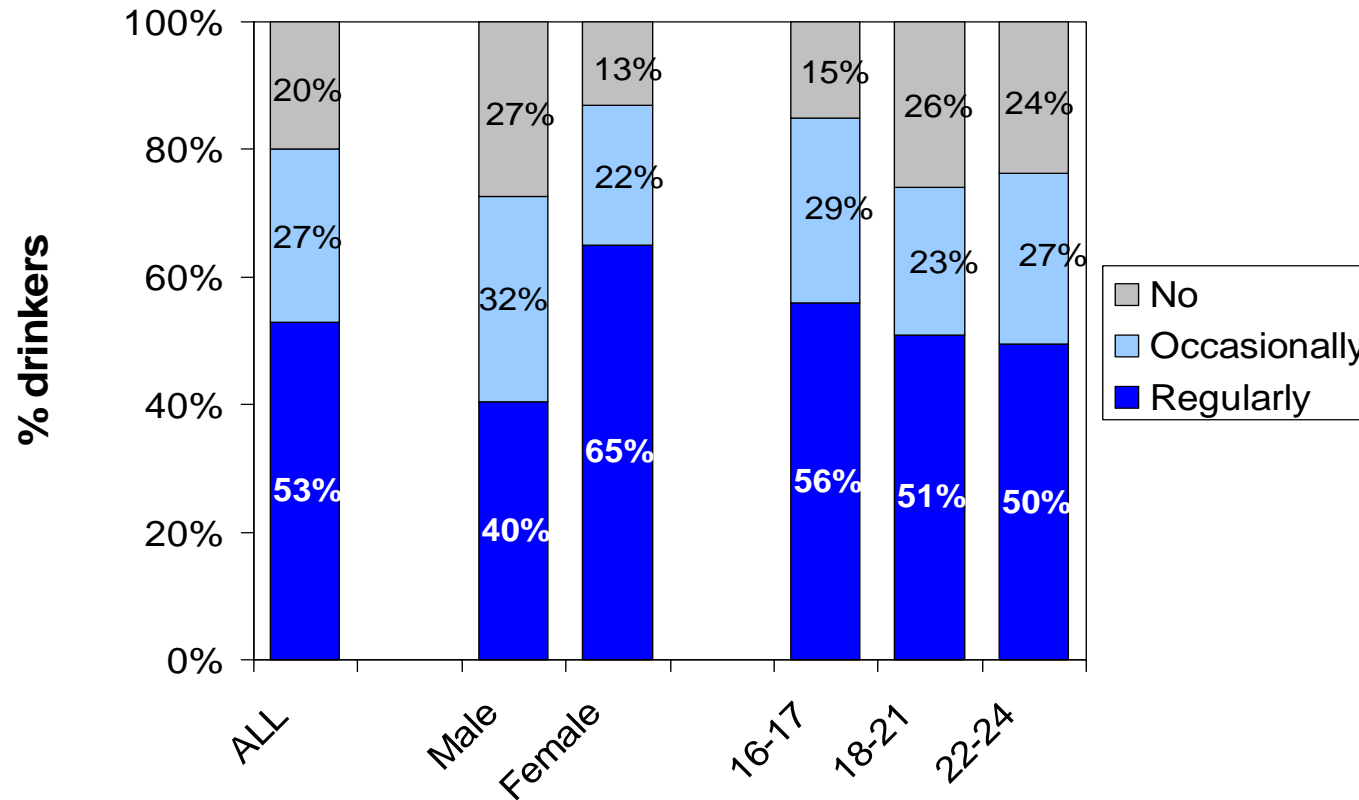


Source: Consultation & Customer Planning/  
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# Women and under-18s most likely to plan their journey home before going out to drink



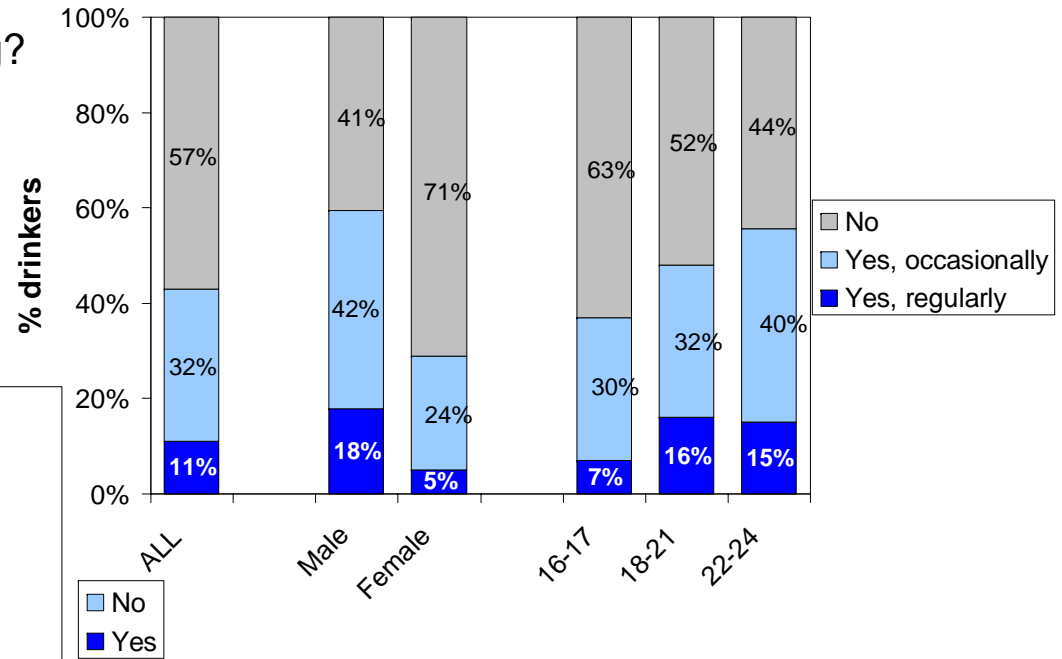
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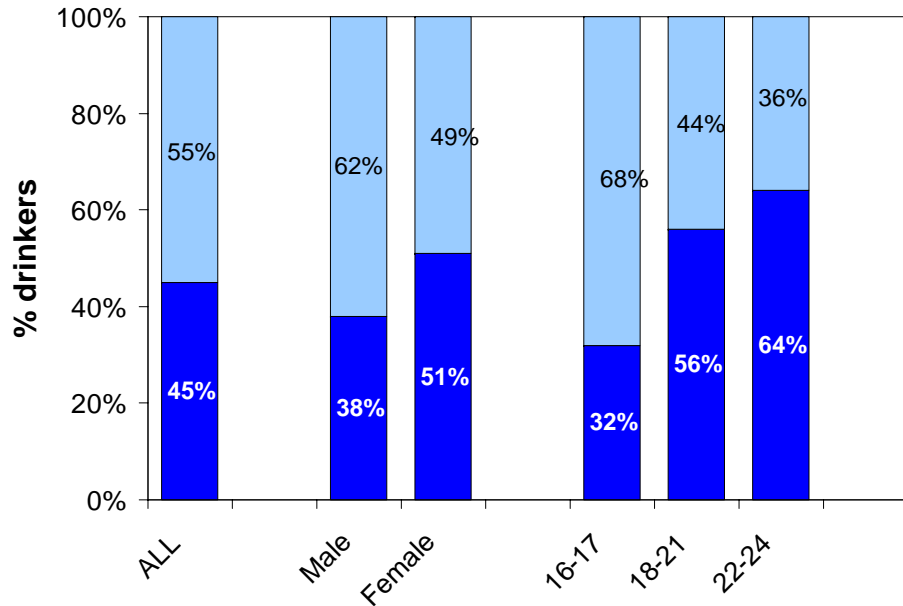


# Women also less likely to walk home alone after drinking. Almost 2 in 3 aged 22+ have taxi numbers stored in mobile.

Do you walk home alone after drinking?



Do you have taxi numbers stored in your mobile phone?

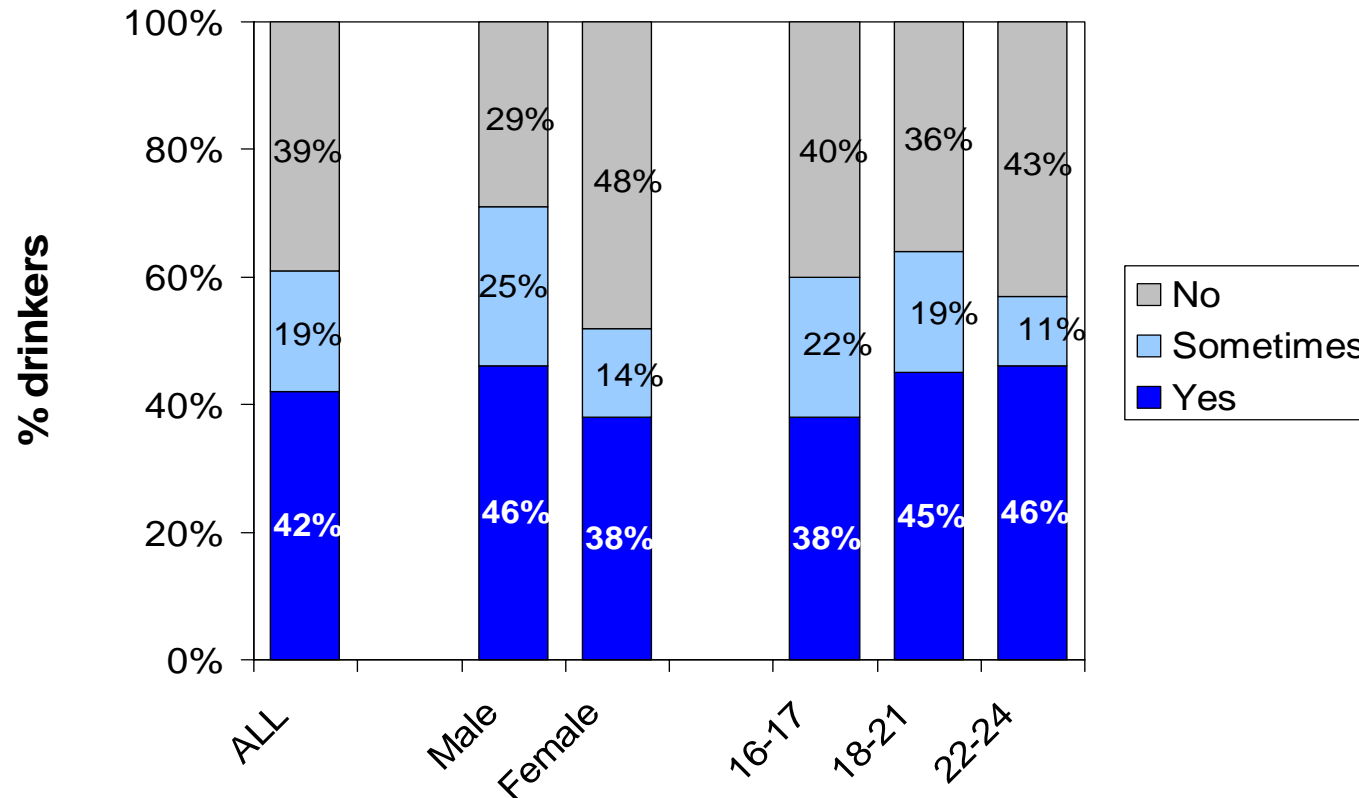


Source: Consultation & Customer Planning/ Snap Surveys/Power Marketing

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# Women less likely to take sex precautions before going out drinking



**Question:**

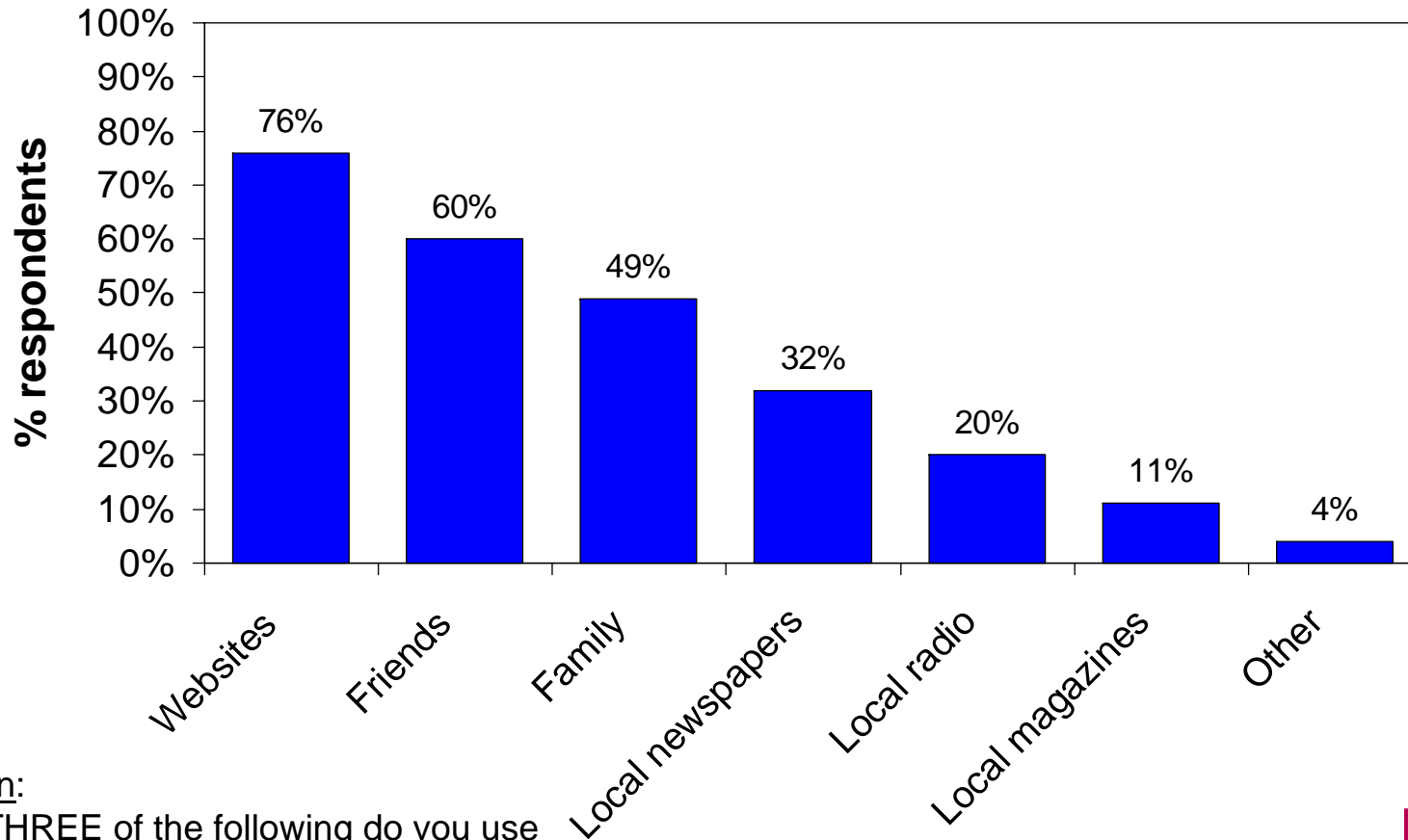
Before going out drinking, do you take precautions in case you end up having sex?

Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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# Websites, friends and family are the three major sources of information



**Question:**

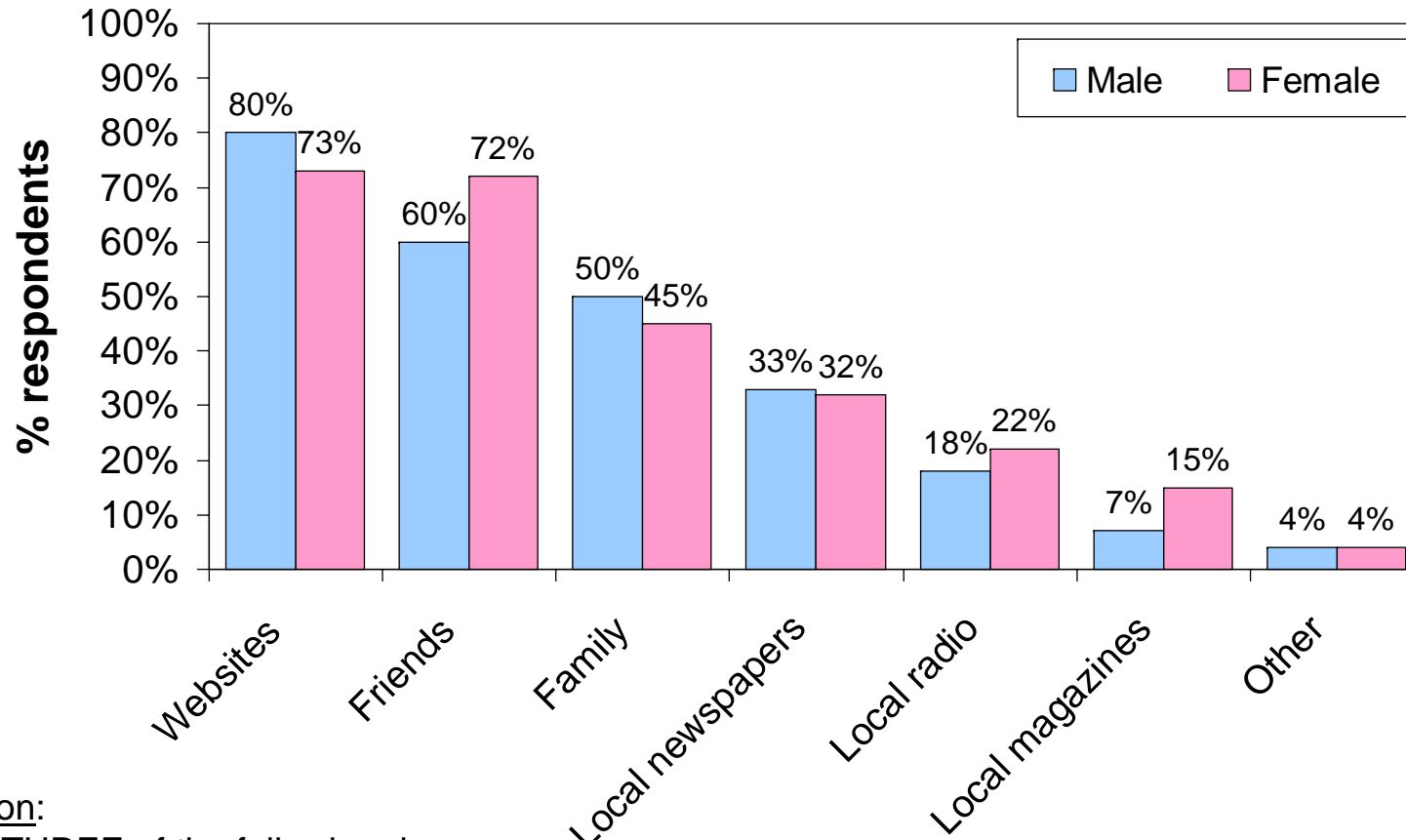
Which THREE of the following do you use the most to access information?

Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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# Amongst young women, friends are almost as important as websites for accessing information



Question:

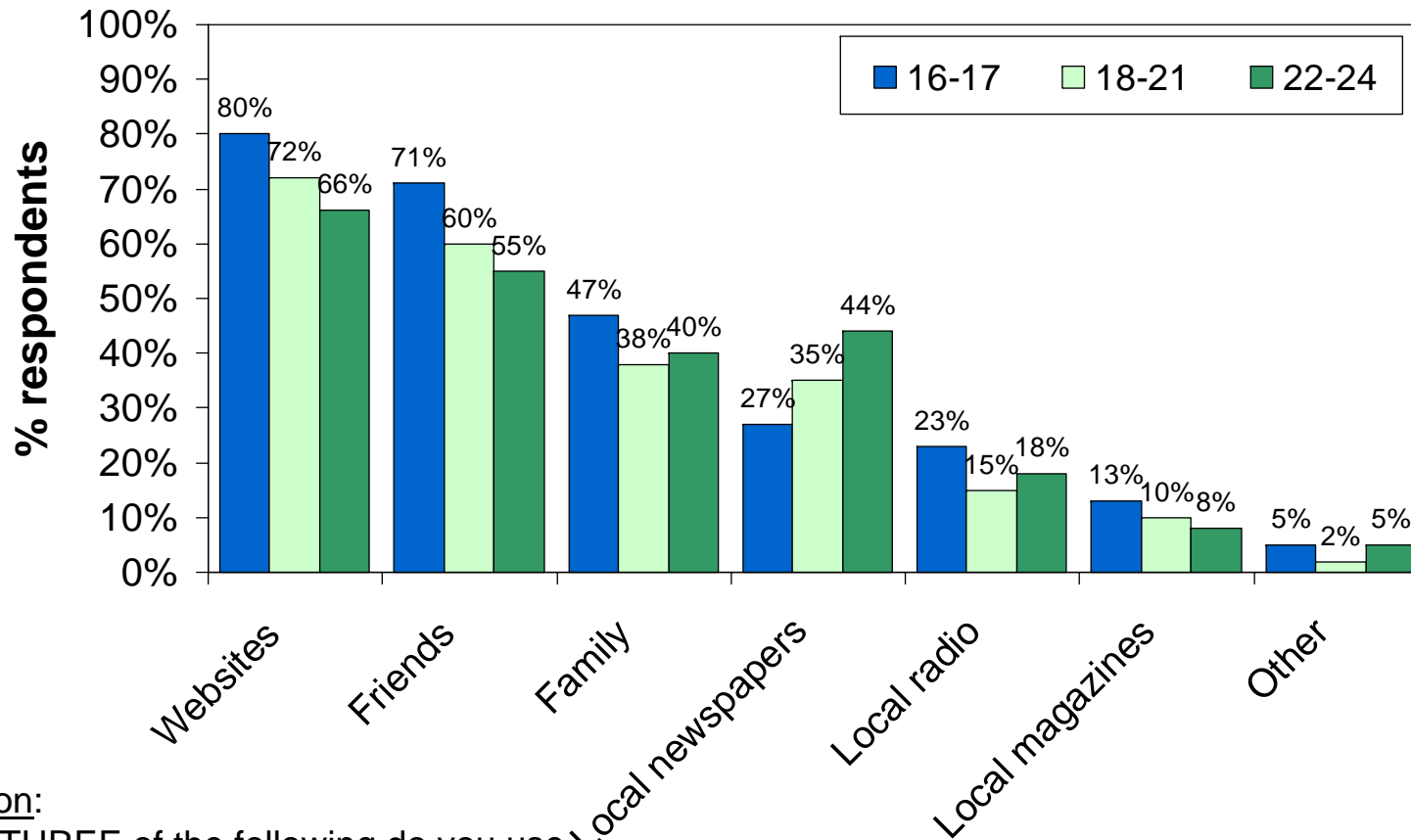
Which THREE of the following do you use the most to access information?

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# Websites & friends are the main sources for each group, but local press gains importance with age



**Question:**

Which THREE of the following do you use the most to access information?

Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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# Conclusions

- This age group recognises that getting drunk is an important part of their social lives.
- More education needed around the system of alcoholic units.
- Most drinkers are aware that they take more risks while 'under the influence'. Even under-age drinkers often don't think ahead regarding transport home, especially men, indicating that the dangers need more promotion.
- The most common sources of information are websites and friends. Friends are particularly important to under-18s for sharing information, so any campaign should involve peer pressure and co-operation.

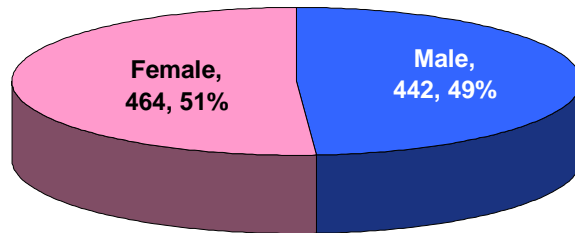
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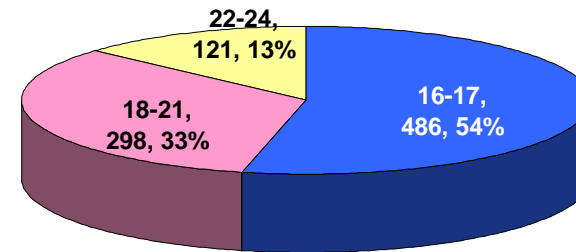


# The Sample

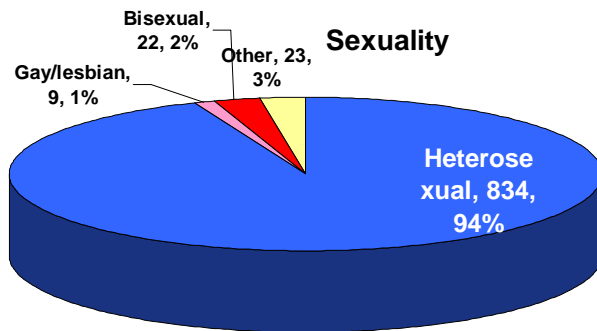
**Gender**



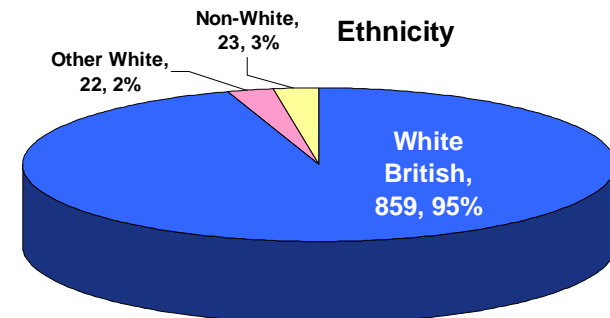
**Age**



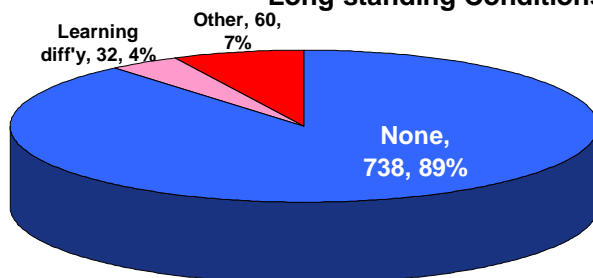
**Sexuality**



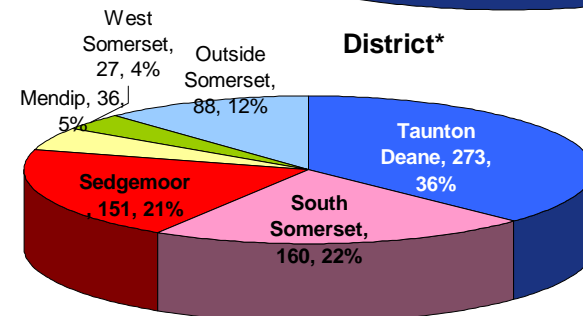
**Ethnicity**



**Long-standing Conditions**



**District\***



\* Of the 735 who gave postcode

Source: Consultation & Customer Planning/  
Snap Surveys/Power Marketing

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