



Living in Lancashire Survey

Alcohol

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1. Executive summary

This wave of the Living in Lancashire panel asked a number of questions about alcohol and drinking habits.

The fieldwork began on 11 February and was sent by email or by post to all 3,411 members of the panel. A reminder was sent on 24 March and the fieldwork ended on 10 April 2015. In total, 2,216 questionnaires were returned, giving an overall response rate of 65%.

1.1. Key findings

- Around three-quarters of respondents (73%) say that they drink alcohol.
- Around two-thirds of respondents who drink alcohol (67%) do so once a week or more¹.
- Of those respondents who drink alcohol, over four-fifths (82%) are classified as lower risk drinkers, around one in six (17%) are classified as increasing risk drinkers, and one in a hundred (1%) are classified as high risk drinkers.²
- Respondents are more likely to usually drink alcohol at the weekend. Of those respondents who drink alcohol, nearly nine in ten (85%) usually drink on Saturday, less than two-thirds (63%) usually drink on Friday, and over a third (37%) usually drink on Sunday.
- Of those respondents who drink alcohol, around four-fifths (81%) regularly drink alcohol at home, nearly three-fifths (59%) regularly drink in places such as pubs, bars and clubs, and nearly half (45%) regularly drink in a friend's/relative's home.
- Of those respondents who drink alcohol, two-fifths (40%) say they sometimes drink alcohol on their own, and around one in ten (9%) regularly drink alcohol on their own.
- Over three-fifths of respondents who say they regularly drink at pubs, bars or clubs (62%) say that they don't drink at home before going out, drink after coming home from the pub, bar or club, or drink alcohol purchased from elsewhere in between or alongside drink bought at the pub, bar or club.
- Of those respondents who drink alcohol, around three-fifths (59%) say that they never have hangovers after drinking the day/night before, and around two-fifths (38%) say that they occasionally get a hangover after drinking the day/night before.
- Of those respondents who drink alcohol, just under half (47%) say that they never drink more than they initially intend to and just over half (51%) say that they occasionally drink more than they initially intend to.

¹ Respondents who say they drink alcohol: once a week, 2-3 times a week, most days a week or every day.

² These figures only include drinkers who said that the amount they drank is similar to what they typically drink.

- Nineteen out of twenty respondents who drink alcohol (94%) haven't had any injuries or accidents that led to them visiting A&E, having time of work or visiting a GP.
- Of those respondents who drink alcohol, around half (50%) say that they have taken advantage of special offers in supermarkets or shops to bulk buy alcohol for their own consumption.
- Of those respondents who drink alcohol, around a third (34%) are not aware of Dry January, over half (52%) are aware of Dry January but have not participated in it, and one in ten (10%) participated in and completed the month.
- Of those respondents who drink alcohol, around nine out of ten (86%) are aware of the guidance that you should have two or more consecutive alcohol-free days a week.

1.2. Conclusions and recommendations

Based on their drinking in the last seven days, if they reported it as being similar to what they usually drink, nearly a fifth of respondents are classified as increasing or high risk drinkers³.

It is recommended that Public Health consider the findings in this report in future work relating to alcohol use in Lancashire.

³ <http://www.nhs.uk/Livewell/alcohol/Pages/Effectsofalcohol.aspx>

2. Introduction

Lancashire County Council has run Living in Lancashire since August 2001 (formerly known as Life in Lancashire). A panel of people who live in Lancashire is contacted on a regular basis to seek their views on a range of county council related subjects. Panel members are voluntary participants in the research and they receive no incentives for completion.

The panel has been designed to be a representative cross-section of Lancashire's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also allows for analysis at different sub-area and sub-group levels.

Each wave of Living in Lancashire is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning ie the views of panel members become too informed with county council services to be representative of the population as a whole.

3. Research objectives

The objective of this survey is to look at alcohol and respondents' drinking habits. Questions looked specifically at:

- whether respondents drink alcohol;
- how often, where and when respondents drink alcohol;
- how much alcohol respondents drink;
- potentially harmful drinking habits; and
- awareness of Dry January and alcohol-free guidance.

4. Methodology

This wave of Living in Lancashire was sent to 3,411 members of the panel on 11 February. A reminder was sent on 24 March and the fieldwork ended on 10 April 2015.

The survey was conducted through a postal questionnaire and an online version of the same questionnaire. The postal questionnaire was sent to 2,300 members and the online questionnaire was emailed to 1,111 members.

Prior to the mailing the panel was refreshed so 1,912 recipients of the survey were new members receiving this as their first questionnaire.

In total, 2,216 questionnaires were returned, giving an overall response rate of 65%.

The data set is weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 1,312, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1. Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1,000	3%	3%	2%
2,000	2%	2%	1%

On a question where 50% of the people in a sample of 2,000 respond with a particular answer, the chances are 95 out of 100 that the answer would be between 48% and 52% (ie +/- 2%), versus a complete coverage of the entire Lancashire population using the same procedure.

The following table shows what the percentage differences between two samples on a statistic must be greater than, to be statistically significant.

Size of sample A	Size of sample B	50/50 + / -	30/70 + / -	10/90 + / -
100	100	14%	13%	8%
100	200	12%	11%	7%
500	2,000	5%	4%	3%
2,000	2,000	3%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 2,000 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 3% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage).

For each question in the survey, comparisons have been made between different sub-groups of respondents (eg age, gender, disability, ethnicity, geographic area) to look for statistically significant differences in opinion. Statistically valid differences between sub-groups are described in the main body of the report.

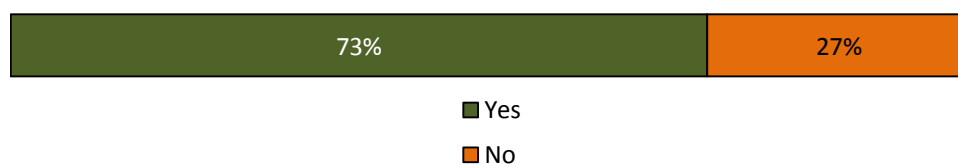
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5. Main research findings

Respondents were asked a series of questions about alcohol and their drinking habits.

Respondents were first asked if they drink alcohol. Around three-quarters of respondents (73%) say that they drink alcohol.

Chart 1 - Do you drink alcohol?



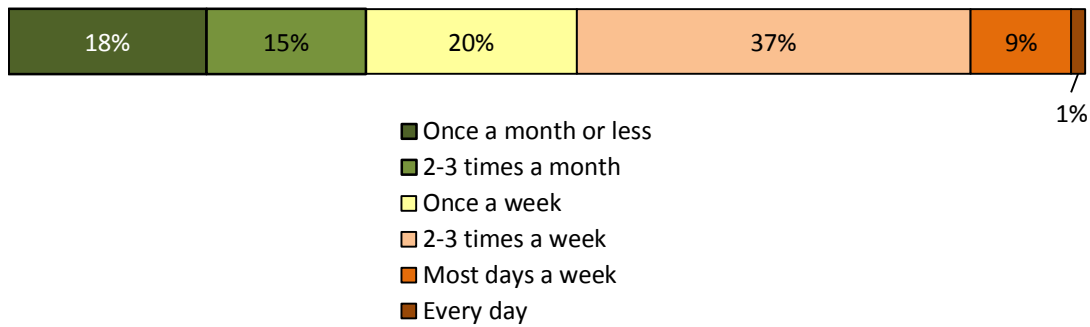
Base: all respondents (unweighted 2,168, weighted 1,380)

Respondents in the highest socio-economic groups (AB) and male respondents are more likely to say that they drink alcohol (81% of group AB and 79% of males drink alcohol).

Respondents in the lowest socio-economic groups (DE) and BME respondents are less likely to say that they drink alcohol (54% of group DE and 30% of BME respondents drink alcohol).

Around two-thirds of respondents who drink alcohol (67%) do so once a week or more⁴.

Chart 2 - How often do you drink alcohol?



Base: respondents who drink alcohol (unweighted 1,534, weighted 994)

Of those respondents who drink alcohol, female respondents and respondents in the lowest socio-economic groups (DE) are more likely to say that they drink alcohol once a month or less (23% drink alcohol once a month or less for both sub-groups).

Of those respondents who drink alcohol, retired respondents and respondents in the highest socioeconomic groups (AB) are more likely to say they drink at least most days a week⁵ (20% and 13% respectively).

⁴ Respondents who say they drink alcohol: once a week, 2-3 times a week, most days a week or every day.

⁵ Respondents who say they drink alcohol: most days a week or every day.

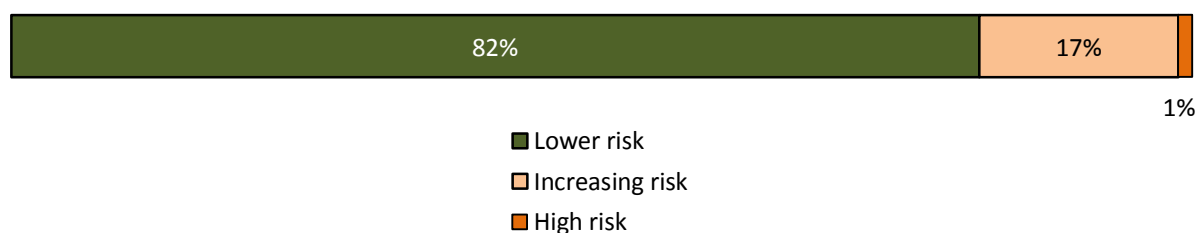
Respondents who drink alcohol were then asked about how many alcoholic drinks they drank in the previous seven days and if it was similar to the amount of alcohol they typically drink⁶.

For those respondents who said that in the previous seven days they drank a similar amount of alcohol to what they typically drink⁷, the amount of alcohol they drank was converted to units and then used to classify respondents according to the risk level of their drinking⁸. The following table shows how respondents were classified:

Class	Male	Female
Lower risk	<24 units in previous week	<18 units in previous week
Increasing risk	24-49 units in previous week	18-34 units in previous week
High risk	50 or more units in previous week	35 or more units in previous week

Of those respondents who said they drank a similar amount of alcohol in the previous seven days to what they typically drink, over four-fifths (82%) are classified as lower risk drinkers, around one in six (17%) are classified as increasing risk drinkers, and one in a hundred (1%) are classified as high risk drinkers.

Chart 3 - Alcohol risk classification



Base: respondents who drink alcohol and who drank an amount of alcohol in the previous seven days that is similar to what they typically drink (unweighted 1,069, weighted 643)

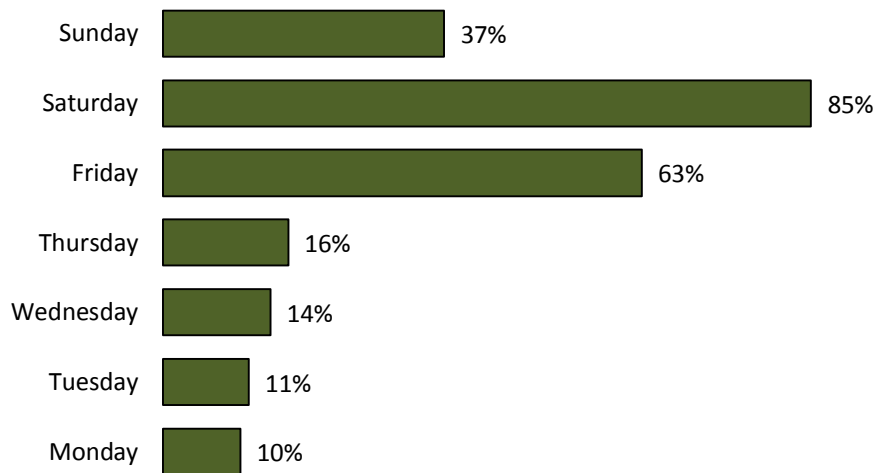
⁶ Respondents were asked how many: pints or large bottles/cans of beer, lager or cider; small bottles/cans of beer, lager or cider; large glasses of wine (250ml); standard glasses of wine (175ml); double measures of spirits or liqueurs (50ml); and single measures of spirits or liqueurs (25ml) they drank in the last seven days. Response options were: 1-3, 4-6, 7-9, 10-12, and more than 12 and the average value was used for the calculation ie a response of 1-3 was classed as 2 drinks and a response of more than 12 was classed as 14.

⁷ 75% of respondents drank a similar amount to what they typically drink, 12% drank more than they typically drink and 13% drank less than they typically drink.

⁸ <http://www.nhs.uk/Livewell/alcohol/Pages/Effectsofalcohol.aspx>

Respondents are usually more likely to drink alcohol at the weekend. Of those respondents who drink alcohol, nearly nine in ten (85%) usually drink on Saturday, less than two-thirds (63%) usually drink on Friday, and over a third (37%) usually drink on Sunday.

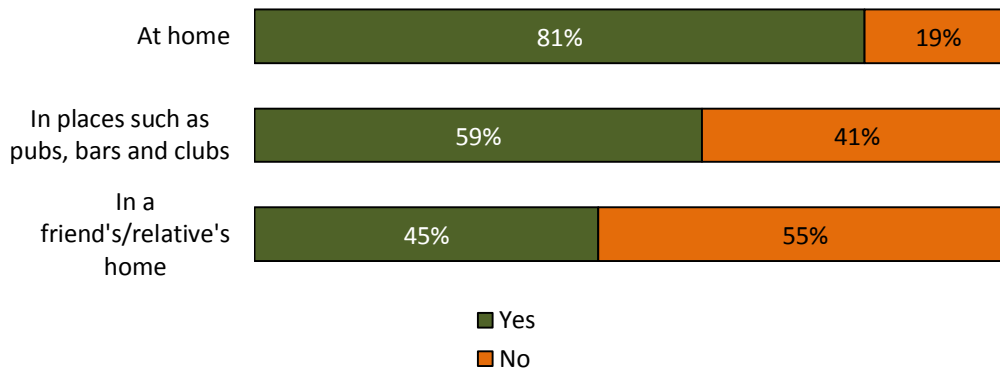
Chart 4 - On which days do you usually drink alcohol?



Base: respondents who drink alcohol (unweighted 1,441, weighted 940)

Of those respondents who drink alcohol, around four-fifths (81%) regularly drink alcohol at home, nearly three-fifths (59%) regularly drink in places such as pubs, bars and clubs, and nearly half (45%) regularly drink in a friend's/relative's home.

Chart 5 - Do you regularly drink alcohol...?

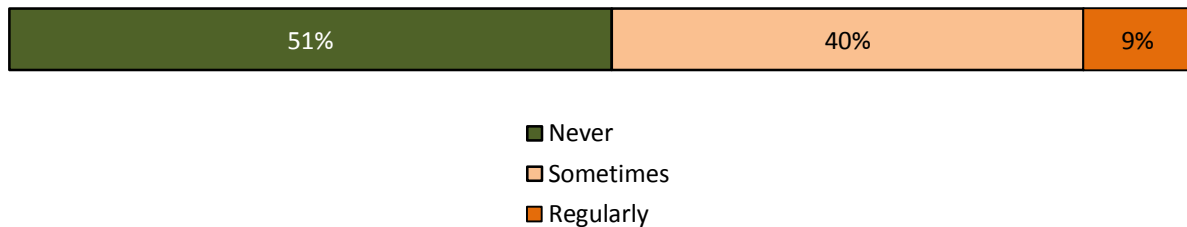


Base: respondents who drink alcohol (unweighted 1,415-1,032, weighted 942-717)

Of those respondents who drink alcohol, respondents in the lowest socioeconomic groups (DE) are less likely to say they regularly drink alcohol at home (31% don't drink alcohol at home).

Of those respondents who drink alcohol, two-fifths (40%) say they sometimes drink alcohol on their own, and around one in ten (9%) regularly drink alcohol on their own.

Chart 6 - How often, if ever, do you drink alcohol on your own?



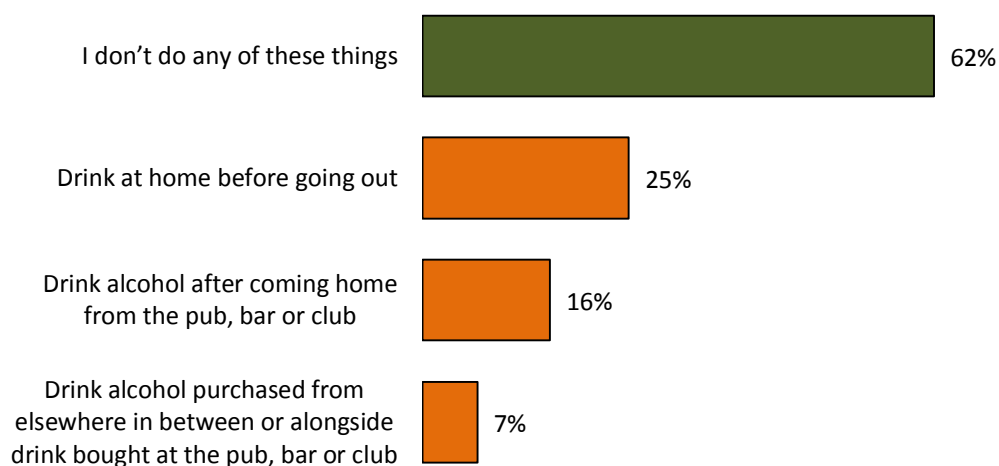
Base: respondents who drink alcohol (unweighted 1,551, weighted 1,003)

Respondents who are increasing/high risk drinkers are less likely to say that they never drink alcohol on their own (28% say they never drink alcohol on their own).

Those respondents who drink alcohol and who say they regularly drink at pubs, bars or clubs were then asked if they drink at home before going out, drink after coming home from the pub, bar or club, or drink alcohol purchased from elsewhere in between or alongside drink bought at the pub, bar or club.

Over three-fifths of these respondents (62%) say that they don't do any of these things.

Chart 7 - If you drink at pubs, bars or clubs, do you do any of the following?



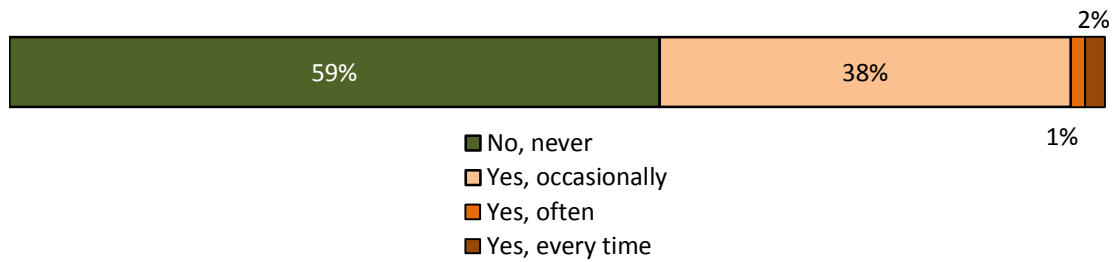
Base: respondents who drink alcohol and who regularly drink in pubs, bar or clubs (unweighted 735, weighted 516)

Retired respondents, respondents who are classed as lower risk alcohol users and male respondents are more likely to say that they don't do any of these things (90% of retired respondents, 77% lower risk drinkers and 77% of males say they don't do any of these things).

Younger respondents (less than 35 years old) are more likely to say they drink at home before going out (57%).

Of those respondents who drink alcohol, around three-fifths (59%) say that they never have hangovers after drinking the day/night before, and around two-fifths (38%) say that they occasionally get a hangover after drinking the day/night before.

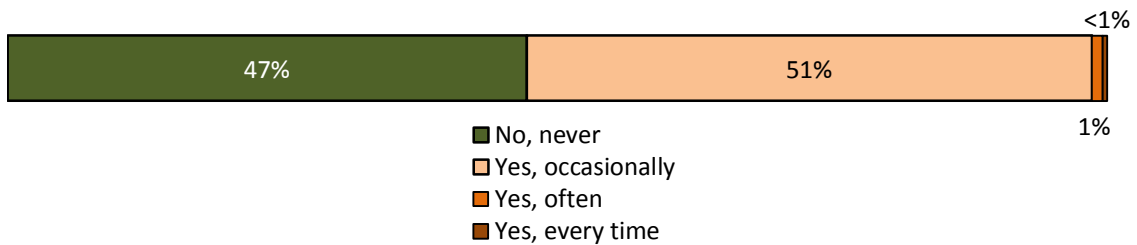
Chart 8 - Do you ever have hangovers after drinking the day/night before?



Base: respondents who drink alcohol (unweighted 1,542, weighted 997)

Of those respondents who drink alcohol, just under half (47%) say that they never drink more than they initially intend to and just over half (51%) say that they occasionally drink more than they initially intend to.

Chart 9 - Do you ever drink more than you initially intend to?



Base: respondents who drink alcohol (unweighted 1,535, weighted 994)

Respondents who are classed as increasing/high risk alcohol users are less likely to say they never drink more than they intend to (28% never drink more than they intend to).

Respondents who drink alcohol were then asked if, as a result of drinking, they have ever had any injuries or accidents that led to either a visit to A&E, time off work, or a visit to a GP/non-emergency hospital visit.

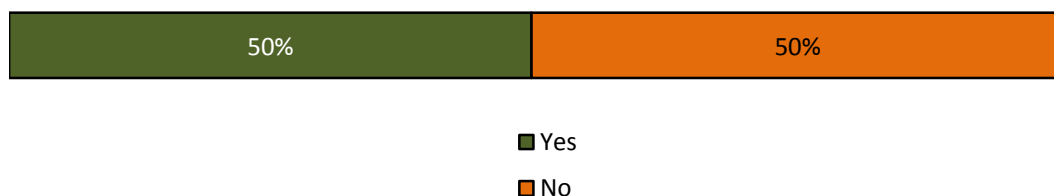
Of those respondents who drink alcohol, about one in thirty (3%) say that they have had a visit to A&E, about one in fifty (2%) say they have had time off work and one in a hundred (1%) say they have had a visit to a GP or non-emergency hospital visit. Nineteen out of twenty respondents who drink alcohol (94%) haven't had any injuries or accidents that led to them visiting A&E, having time of work or visiting a GP.

Table 1 - As a result of drinking, have you ever had any injuries or accidents that have led to...?

	%	Number of respondents
No injuries or accidents	94%	954
A visit to accident and emergency (A&E)	3%	29
Time off work	2%	16
A visit to a GP or non-emergency hospital visit	1%	14
TOTAL		1013

Of those respondents who drink alcohol, around half (50%) say that they have taken advantage of special offers in supermarkets or shops to bulk buy alcohol for their own consumption.

Chart 10 - Have you ever taken advantage of special offers in supermarkets or shops to bulk buy alcohol for your own consumption?

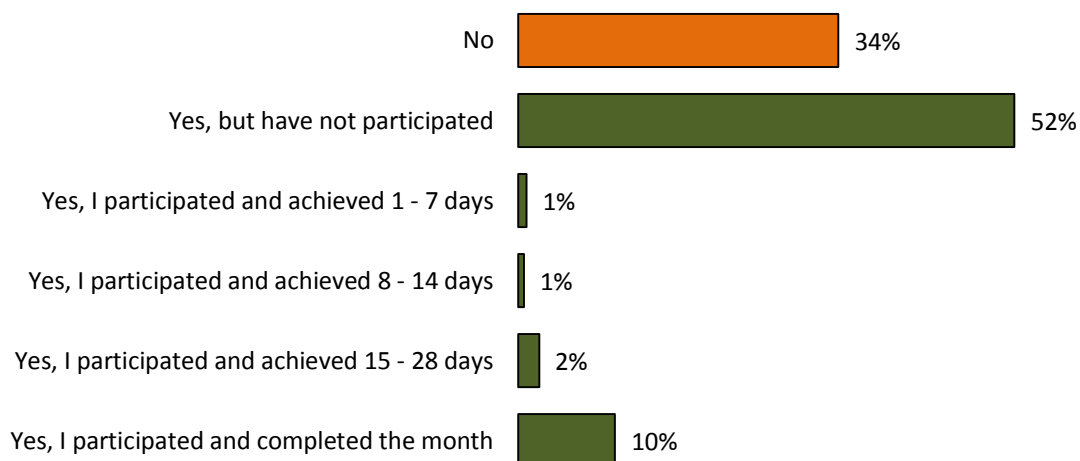


Base: respondents who drink alcohol (unweighted 1,539, weighted 1,001)

Respondents who are classed as increasing/high risk alcohol users are more likely to have taken advantage of special offers in supermarkets or shops to bulk buy alcohol for their own consumption (64%).

Of those respondents who drink alcohol, around a third (34%) are not aware of Dry January, over half (52%) are aware of Dry January but have not participated in it, and one in ten (10%) participated in and completed the month.

Chart 11 - Are you aware of Dry January and, if so, have you ever participated?

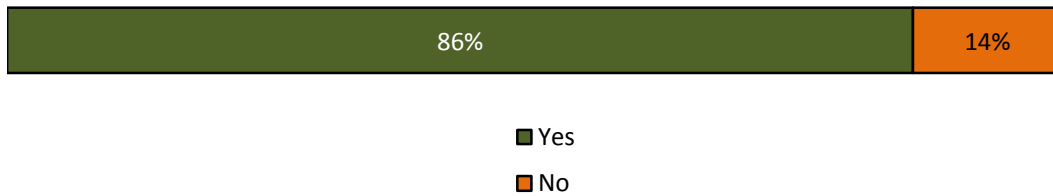


Base: respondents who drink alcohol (unweighted 1,569, weighted 1,013)

Respondents aged sixty and older and male respondents are less likely to be aware of Dry January (55% of respondents aged 60+ and 40% of males are not aware of Dry January).

Of those respondents who drink alcohol, around nine out of ten (86%) are aware of the guidance that you should have two or more consecutive alcohol-free days a week.

Chart 12 - Are you aware of the guidance that you should have two or more consecutive alcohol free days a week?



Base: respondents who drink alcohol (unweighted 1,563, weighted 1,009)

6. Conclusions and recommendations

Based on their drinking in the last seven days, if they reported it as being similar to what they usually drink, nearly a fifth of respondents are classified as increasing or high risk drinkers⁹.

It is recommended that Public Health consider the findings in this report in future work relating to alcohol use in Lancashire.

⁹ <http://www.nhs.uk/Livewell/alcohol/Pages/Effectsofalcohol.aspx>

7. Appendix 1: Socio-economic group definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

Group A

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows.

Group B

- Middle management executives in large organisations, with appropriate qualifications.
- Principal officers in local government and civil service.
- Top management or owners of small business concerns, educational and service establishments.
- Retired people, previously grade B, and their widows.

Group C1

- Junior management, owners of small establishments, and all others in non-manual positions.
- Jobs in this group have very varied responsibilities and educational requirements.
- Retired people, previously grade C1, and their widows.

Group C2

- All skilled manual workers, and those manual workers with responsibility for other people.
- Retired people, previously grade C2, with pensions from their job.
- Widows, if receiving pensions from their late partner's job.

Group D

- All semi-skilled and unskilled manual workers, and apprentices and trainees to skilled workers.
- Retired people, previously grade D, with pensions from their late job.
- Widows, if receiving pensions from their late partner's job.

Group E

- All those entirely dependent on the state long term, through sickness, unemployment, old age or other reasons.
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation).
- Casual workers and those without a regular income.