

# the **drink** debate

– it's your shout!

## The Drink Debate East Midlands

### Data Analysis Final Version

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## Executive Summary

### Total number of respondents

- A total of 7,975 responses were received (4,290 postcard and 3,685 online).

### Characteristics of respondents

- Almost 60% of responses were received from females and 40% from males.
- There is a good spread of ages with a reasonable number of responses received in all age group categories.
- Overall there is good representation of all ethnic groups among survey respondents. The proportion of respondents within each ethnic group equates roughly to the proportion in the overall population (as described in the 2001 Census), apart from under-representation of White British (84.2% of survey respondents compared to 91% of general population) and Pakistani (1.2% of survey respondents compared to 4% of general population) and over-representation of White Irish (2.4% of survey respondents compared to 1% of general population).
- The lowest number of responses is from Derby City, with a total of 191. Nottinghamshire has the highest number of responses (1838). However, when the rate per 100,000 population within each County/UA is calculated, the lowest rates are found in Derby and Derbyshire County. Rutland has a much higher number of responses than would be expected given the relatively small population size (857.7 per 100,000 population).
- Overall there is good representation of frequency of alcohol consumption among survey respondents - 21.8% did not drink on any day on the last week, and 5.3% drank on all 7 days. In general, the proportion of respondents who drank on 6 or 7 days increases with increasing age, and is highest (12.0%) among people aged 55 years and over.
- Overall, 9.6% of postcard respondents drank hazardous/harmful amounts and a further 2.2% were categorised as dependent. Hazardous/harmful and dependent drinking was significantly more common among males. Dependent drinking was most common in the age groups 16-17 and 18-24: one in ten respondents aged 18-24 years drank hazardous/harmful amounts of alcohol and a further one in 20 were categorised as dependent drinkers.
- Dependent drinking was most common in the White Irish ethnic group.
- There was significant variation in number of units consumed by County/UA. Leicester City and Leicestershire had the highest prevalence of dependent drinking, the lowest prevalence was in Derbyshire and Northamptonshire.

### Support for ideas about reducing harms from excess drinking

- Respondents were given a list of 22 statements and were asked to tick all that they would support. There was wide variation in the support for each item, with the highest proportion (over 76%) supporting the statement that “businesses who sell alcohol to underage young people should be heavily penalised”.
- When grouped into broad categories, items relating to awareness raising generally had the highest level of support and items relating to access, price and advertising were less well supported. Support for items relating to industry standards was varied, ranging from 76.3% support for “Businesses who sell alcohol to underage young people should be heavily penalised” to only 35.2% support for “Special offers and discounts on alcohol (e.g. Happy Hours and 2 for 1) should be banned”.

## Ranking of three ideas with greatest impact

- Respondents were then asked to indicate which three of the statements would have the greatest impact in reducing harms from excess drinking. Again, the statement “Businesses who sell alcohol to underage young people should be heavily penalised” is most popular.
- The statement “Health professionals should routinely offer advice and information on sensible drinking” was supported by 46% of respondents and was ranked 11<sup>th</sup> most popular. However, only 5% of respondents put this item within the top 3 which they thought would have the greatest impact, and the item ranks at the bottom of the list.

## Support for ideas by sex

- Most items were supported by a significantly higher proportion of females than males (e.g. “There should be more publicity about the harm alcohol can cause” was supported by 74.8% of females and 63.5% of males).
- The most marked exception to this was the statement “Alcohol taxes should increase with the strength of alcohol content” that was supported by almost equal proportions of males and females (29.9 and 29.8% respectively)
- Although for most items the absolute percentage is higher for females than males, the rank order of the items is very similar for both sexes ( $r^2=0.960$ ,  $p<0.001$ ).

## Support for ideas by age group

- In general the proportion of respondents supporting each item increases with increasing age. This is particularly marked for items which are age-related. For example statements regarding the age at which alcohol can be bought and consumed, and the sale of alcopops, are significantly less well supported among the younger age groups. In addition, only 38.1% of under 15’s supported the statement that families should introduce ideas about responsible social drinking to children at a young age, compared to over 70% of respondents in age groups 25-34, 35-44, 45-54 and 55+.
- The only statement that does not vary significantly by age is “It should be easier to measure personal alcohol intake” which is supported equally across all age groups.
- Although for most items there is significant variation in the absolute percentage support for each item, the rank order of the items is similar for all age groups (with the exception of the age-related items already mentioned above which are less supported among younger people).

## Support for ideas by ethnic group

- For most items the percentage indicating support varies significantly by ethnic group.
- In general, support for many items was highest among the Indian and Chinese groups and lowest among the White Irish and Mixed ethnic groups. For example “Families should introduce ideas about responsible social drinking” was supported by 69% overall but only by 51.9% of the White Irish group (and by 71.1% of the Chinese group).
- There is some variation in the rank order of level of support for each item between the groups. For example, “Businesses that sell alcohol to people who are already drunk should be prosecuted” was supported by the highest proportion of people in both the Pakistani and Chinese groups, but only ranked 6<sup>th</sup> among the White British group and 8<sup>th</sup> among the Indian group.

### **Support for ideas by County/UA**

- For most items the percentage indicating support varies significantly by County/UA. For example, the statement “Families should introduce ideas about responsible social drinking to children at a young age” was supported by 81.1% of respondents from Derbyshire but only 56.3% of Northamptonshire respondents.
- In general, support for many items was lowest among respondents from Northamptonshire, Rutland and Leicestershire.
- Although for most items there is significant variation in absolute percentage support, the rank order of the items is very similar for all Counties/UAs.

### **Support for ideas by alcohol consumption level**

- In general the proportion of respondents supporting each item decreases significantly with increasing consumption levels. For example, 55% of respondents who drank no units of alcohol in the last week thought alcohol advertising on TV and in cinemas should be banned, compared to only 22% of those who consumed 31 units and over. Also, support for lowering the maximum blood alcohol level for drinking and driving is lowest among respondents with highest consumption (although still supported by almost one third of respondents in the highest consumption group).
- Although for most items there is significant variation in absolute percentage support, the rank order of the items is very similar for all consumption levels.

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**1. Total number of respondents**

Responses received and entered into analysis as at 1<sup>st</sup> March 2008:

Online responses	n = 3685	(46%)
Postcard responses	n = 4290	(54%)
Total	n = 7975	(100%)

**2. Characteristics of respondents**

**2.1 Sex**

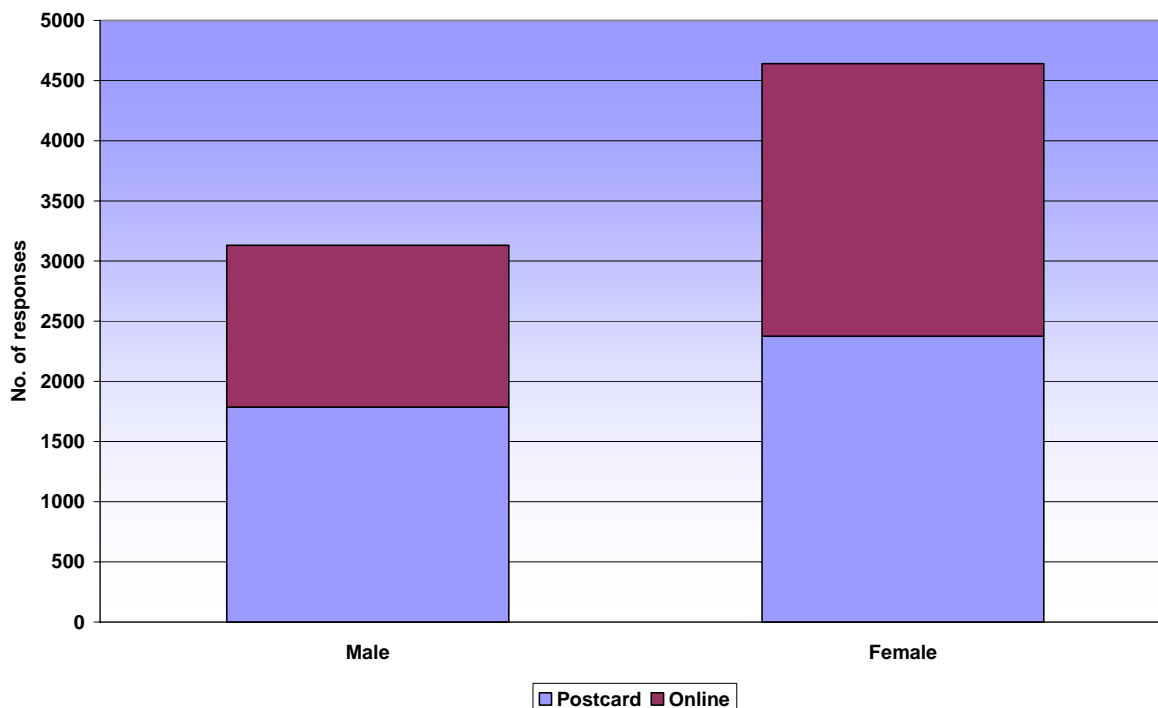
**Table 1: Sex of Drink Debate respondents by source of response**

Sex	Total		Postcard		Online	
	n	%	n	%	n	%
Male	3133	40.3%	1786	42.9%	1347	37.3%
Female	4642	59.7%	2374	57.1%	2268	62.7%
Total	7775	100%	4160	100%	3615	100%

Note:  $\chi^2=25.86, p<0.001$ . The table excludes 200 cases with missing data.

Almost 60% of responses were received from females and 40% from males. There is significant variation in source of response by sex, with females being more likely than males to respond online.

**Figure 1: Sex of Drink Debate respondents by source of response**



## 2.2 Age group

**Table 2: Age group of Drink Debate respondents by source of response**

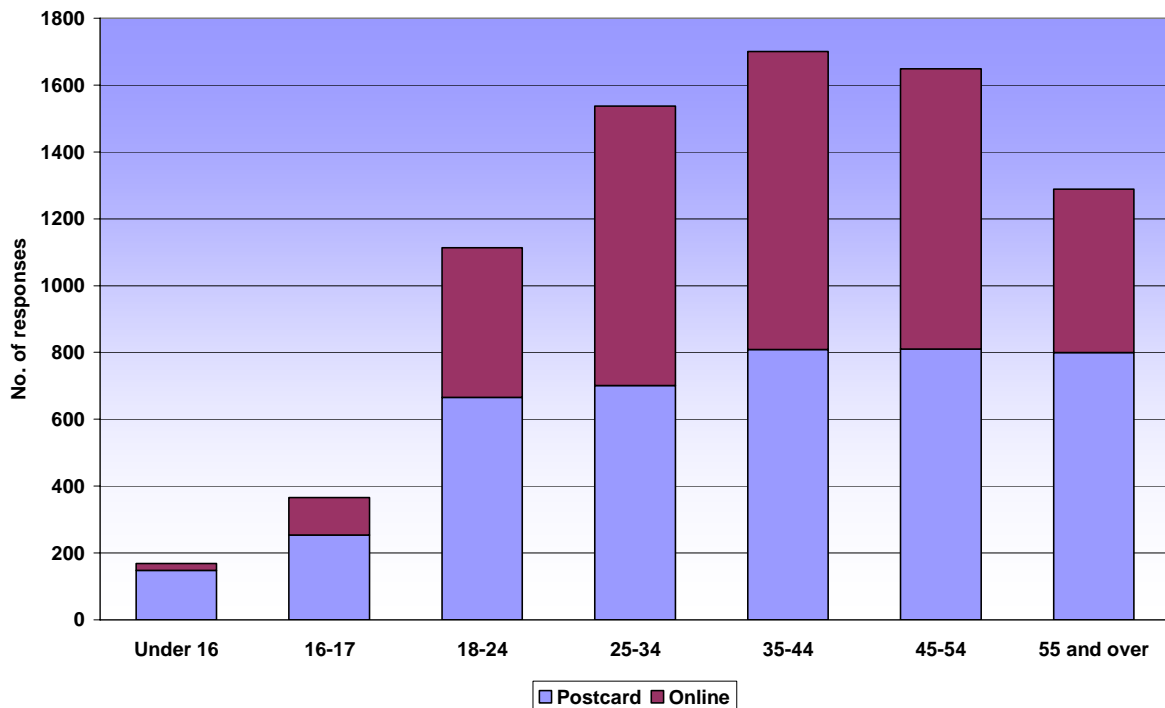
Age group (years)	Total		Postcard		Online	
	n	%	n	%	n	%
Under 15	168	2.1%	148	3.5%	20	0.5%
16 - 17	366	4.7%	253	6.0%	113	3.1%
18 - 24	1113	14.2%	665	15.9%	448	12.3%
25 - 34	1537	19.6%	701	16.8%	836	23.0%
35 - 44	1701	21.7%	809	19.3%	892	24.5%
45 - 54	1649	21.1%	810	19.4%	839	23.1%
55 and over	1288	16.5%	799	19.1%	489	13.4%
Total	7822	100%	4185	100%	3637	100%

Note:  $\chi^2=247.23$ ,  $p<0.001$ . The table excludes 153 cases with missing data.

Overall, there is a good spread of ages with a reasonable number of responses received in all age group categories.

There is significant variation in method of response by age group, with the middle age groups (25-54) more likely to respond online rather than by postcard.

**Figure 2: Age group of Drink Debate respondents by source of response**



### 2.3 Ethnic group

**Table 3: Ethnic group of Drink Debate respondents by source of response**

Ethnic Group	Total		Postcard		Online	
	n	%	n	%	n	%
White British	6484	84.2%	3217	78.7%	3267	90.4%
White Irish	187	2.4%	128	3.1%	59	1.6%
White other	258	3.4%	169	4.1%	89	2.5%
Mixed ethnic group	112	1.5%	93	2.3%	19	0.5%
Black Caribbean	110	1.4%	92	2.3%	18	0.5%
Black other	107	1.4%	90	2.2%	17	0.5%
Indian	223	2.9%	120	2.9%	103	2.9%
Pakistani	91	1.2%	75	1.8%	16	0.4%
Chinese	38	0.5%	33	0.8%	5	0.1%
Asian other	48	0.6%	38	0.9%	10	0.3%
Other ethnic group	42	0.5%	31	0.8%	11	0.3%
Total	7700	100%	4086	100%	3614	100%

Note:  $\chi^2=257.20$ ,  $p<0.001$ . The table excludes 275 cases with missing data.

Overall there is good representation of all ethnic groups among survey respondents.

There is significant variation in method of response by ethnic group, the proportion responding by postcard being higher for all ethnic groups apart from White British (90.4% of online respondents describe their ethnic group as White British compared to only 78.7% of those who responded by postcard).

The proportion of respondents within each ethnic group equates roughly to the proportion in the overall population (as described in the 2001 Census), apart from under-representation of White British (84.2% of survey respondents compared to 91% of general population) and Pakistani (1.2% of survey respondents compared to 4% of general population) and over-representation of White Irish (2.4% of survey respondents compared to 1% of general population).

## 2.4 County/UA

**Table 4: East Midlands County/UA of Drink Debate respondents**

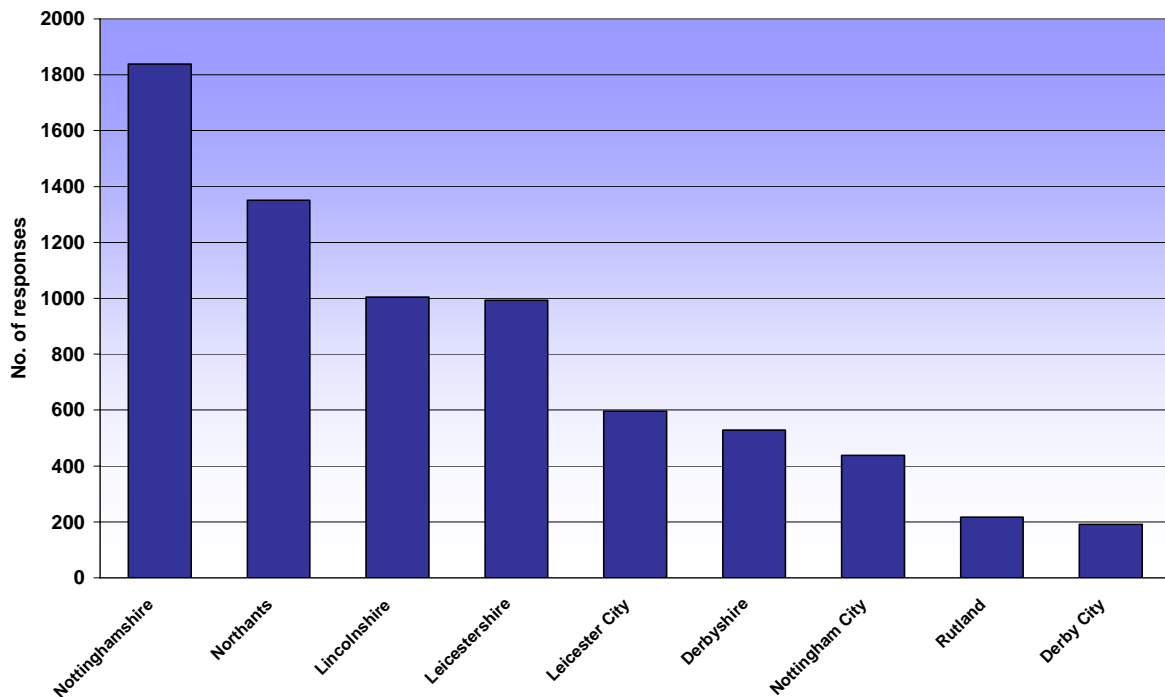
County/UA	Number of responses	Response rate per 100,000 population
Nottinghamshire	1838	337.7
Northamptonshire	1351	297.1
Lincolnshire	1004	215.1
Leicestershire	993	222.5
Leicester City	597	300.3
Derbyshire	528	99.1
Nottingham City	437	224.3
Rutland	217	857.7
Derby City	191	120.8
Total	7156	236.8

Note: The table excludes 335 cases with missing data, and a further 484 cases where the postcode was outside the East Midlands region..

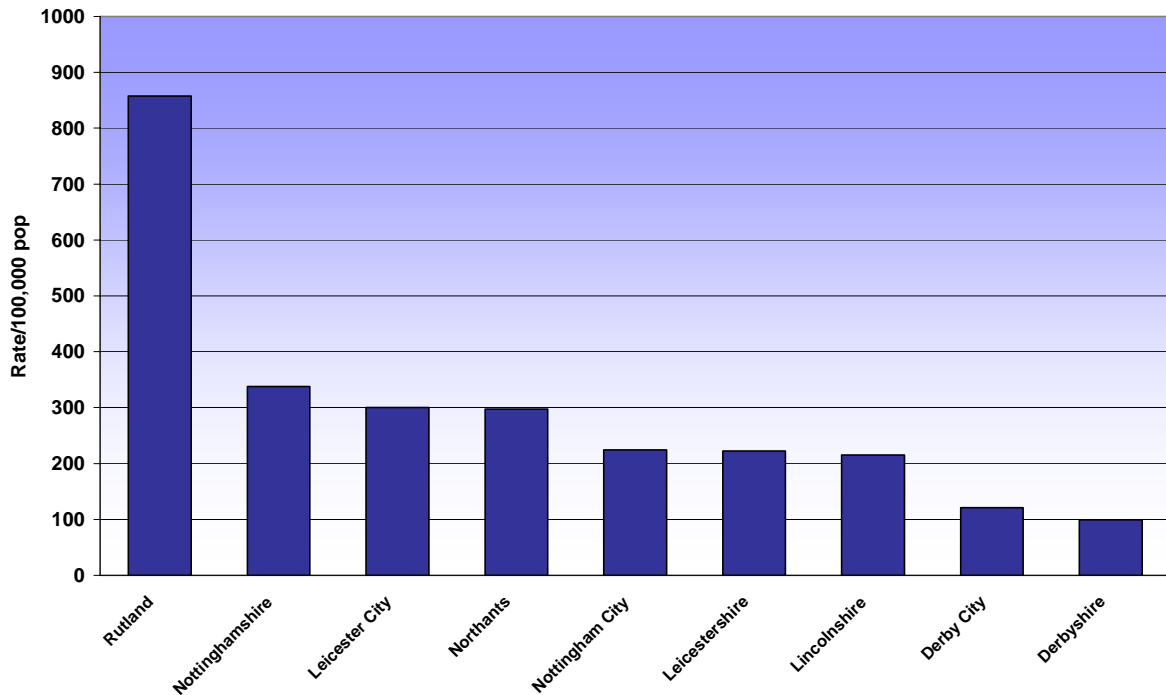
The lowest number of responses is from Derby City, with a total of 191. Nottinghamshire has the highest number of responses (1838).

However, when the rate per 100,000 population within each County/UA is calculated, the lowest rates are found in Derby and Derbyshire County. Rutland has a much higher number of responses than would be expected given the relatively small population size (857.7 per 100,000 population).

**Figure 3: East Midlands County/UA of Drink Debate respondents: number of responses**



**Figure 4: East Midlands County/UA of Drink Debate respondents: response rate per 100,000 population**



## 2.5 Alcohol consumption: Number of days consumed alcohol in last week

**Table 5: Number of days Drink Debate respondents consumed alcohol in last week by source of response**

Number of days consumed alcohol	Total		Postcard		Online	
	n	%	n	%	n	%
0	1680	21.8%	1047	25.4%	633	17.6%
1	1527	19.8%	803	19.5%	724	20.1%
2	1555	20.1%	836	20.3%	719	20.0%
3	1161	15.0%	557	13.5%	604	16.8%
4	699	9.1%	324	7.9%	375	10.4%
5	440	5.7%	212	5.1%	228	6.3%
6	247	3.2%	127	3.1%	120	3.3%
7	411	5.3%	218	5.3%	193	5.4%
Total	7720	100%	4124	100%	3596	100%

Note:  $\chi^2=87.13$ ,  $p<0.001$ . The table excludes 255 cases with missing data.

Overall there is good representation of frequency of alcohol consumption among survey respondents.

There is significant variation in consumption by method of response, in particular 25.4% of those who responded by postcard drank alcohol on no days in the last week compared to 17.6% of those who responded online.

The following table presents the number of days respondents consumed alcohol in the last week, by age group.

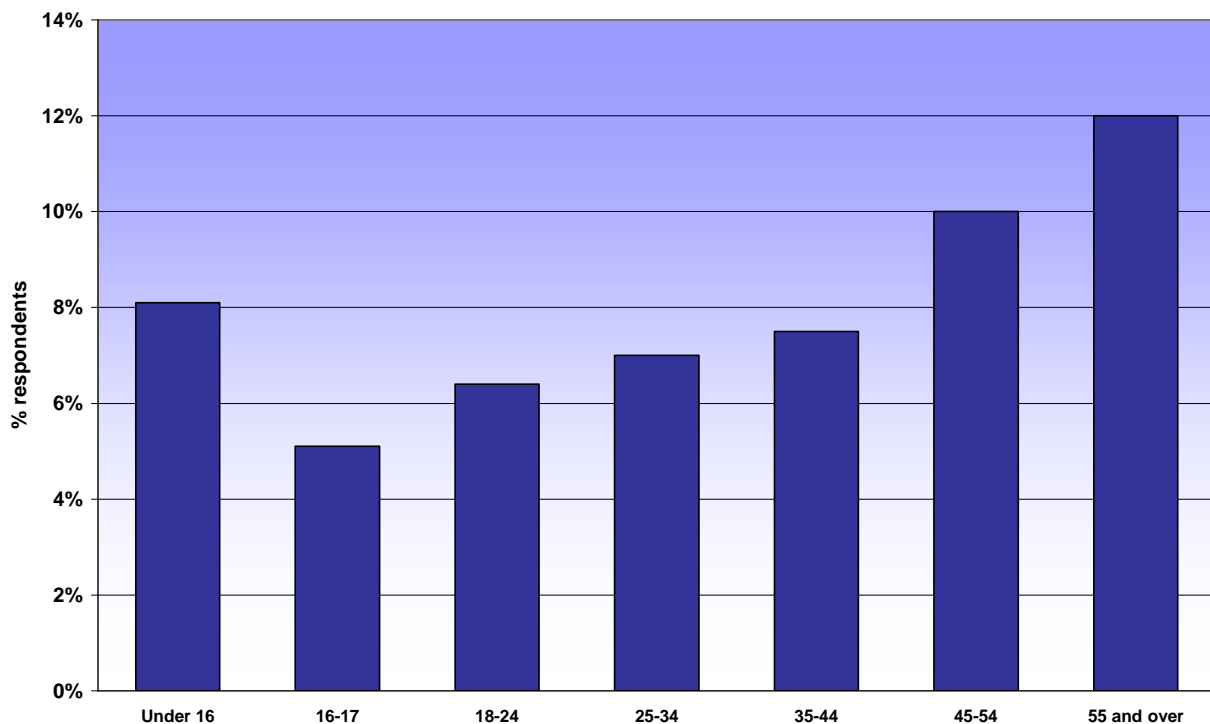
**Table 6: Number of days Drink Debate respondents consumed alcohol in last week by age group**

Age group	Total	Number of days alcohol consumed			
		None	1-2	3-5	6-7
Under 16	161 (100%)	92 (57.1%)	47 (29.2%)	9 (5.6%)	13 (8.1%)
16-17	351 (100%)	109 (31.1%)	155 (44.2%)	69 (19.7%)	18 (5.1%)
18-24	1086 (100%)	204 (18.8%)	521 (48.0%)	292 (26.9%)	69 (6.4%)
25-34	1505 (100%)	282 (18.7%)	671 (44.6%)	447 (29.7%)	105 (7.0%)
35-44	1666 (100%)	339 (20.3%)	653 (39.2%)	549 (33.0%)	125 (7.5%)
45-54	1615 (100%)	322 (19.9%)	585 (36.2%)	546 (33.8%)	162 (10.0%)
55 and over	1263 (100%)	314 (24.9%)	430 (34.0%)	367 (29.1%)	152 (12.0%)
Total	7647 (100%)	1662 (21.7%)	3062 (40.0%)	2279 (29.8%)	644 (8.4%)

Note:  $\chi^2=276.96$ ,  $p<0.001$ . The table excludes 328 cases with missing data.

In general, the proportion of respondents who drank on 6 or 7 days increases with increasing age, and is highest (12.0%) among people aged 55 years and over.

**Figure 5: Age group of Drink Debate respondents who consumed alcohol on 6-7 days in last week**



## 2.6 Alcohol consumption: Number of units of alcohol consumed in last week

The postcard and online methods collected data on the number of units of alcohol consumed in different formats. Postcard respondents entered the actual number of units consumed. Online respondents indicated consumption within pre-determined groups i.e. none, 1-4, 5-10, 11-15, 16-20, 21-30, 31-40 and 41+. There is therefore greater analytical flexibility for postcard responses. The analysis below presents the consumption data using three different methods:

Table 7 - Data grouped into 0, 1-4, 5-10, 11-15, 16-30, 31+ units (all responses)

Table 8 - Data grouped into

Sensible drinking (males  $\leq$  21 units, females  $\leq$  14 units)

Hazardous/harmful drinking (22-50 units males, 15-35 units females)

Dependent drinking (51+ units males, 36+ units females)

Due to limitations in the pre-determined online grouping categories, this analysis only includes postcard responses

Table 9 - Data grouped into

Sensible drinking (males  $\leq$  20 units, females  $\leq$  15 units)

Hazardous/harmful/dependent drinking (21+ units males, 16+ units females)

These categories are broad, but include both postcard and online responses.

**Table 7: Number of units of alcohol Drink Debate respondents consumed in last week by source of response**

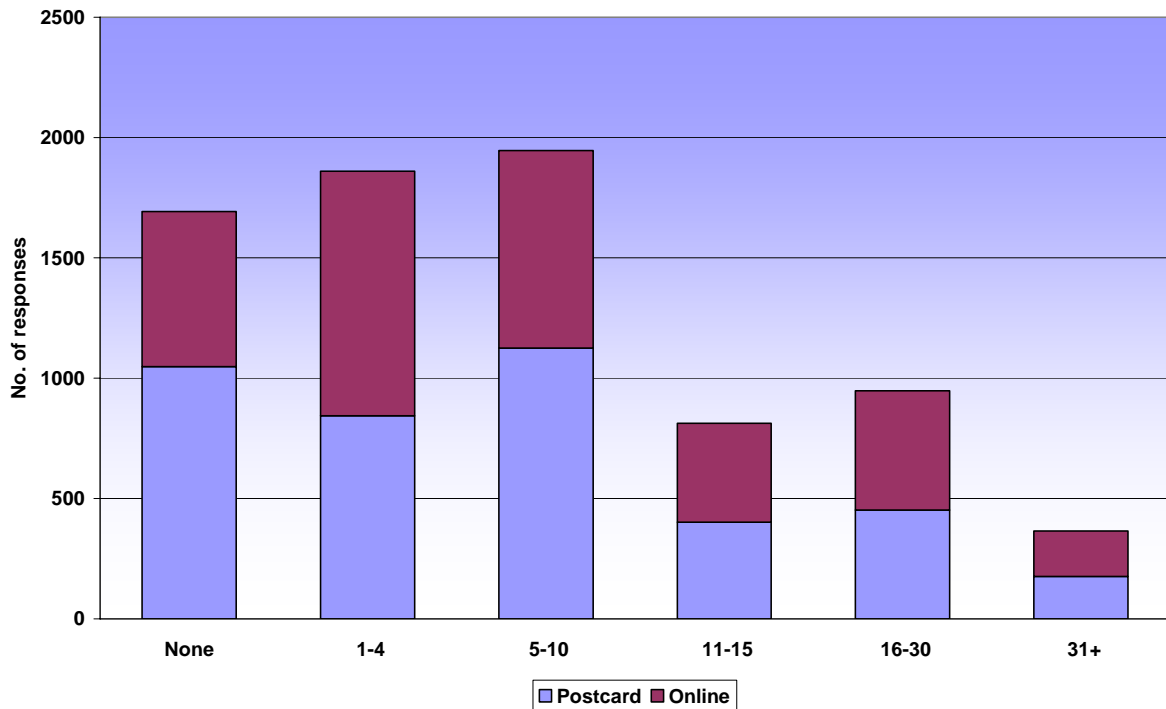
Number of units of alcohol consumed	Total		Postcard		Online	
	n	%	n	%	n	%
0	1693	22.2%	1047	25.9%	646	18.1%
1 - 4	1861	24.4%	844	20.9%	1017	28.4%
5 - 10	1946	25.5%	1125	27.8%	821	22.9%
11 - 15	812	10.7%	402	9.9%	410	11.5%
16 - 30	947	12.4%	452	11.2%	495	13.8%
31 and over	365	4.8%	176	4.3%	189	5.3%
Total	7624	100%	4046	100%	3578	100%

Note:  $\chi^2=132.82$ ,  $p<0.001$ . The table excludes 351 cases with missing data.

Overall there is good representation of number of units of alcohol consumed among survey respondents.

There is significant variation in consumption by method of response, in particular 25.9% of those who responded by postcard drank no alcohol compared to 18.1% of those who responded online.

**Figure 6: Number of units of alcohol Drink Debate respondents consumed in last week by source of response**



Tables 8 and 9 present alcohol consumption data (by broad categories) by socio-demographic characteristics including sex, age, ethnicity and area of residence.

Table 8 shows that, overall, 9.6% of postcard respondents drank hazardous/harmful amounts and a further 2.2% were categorised as dependent.

- Hazardous/harmful and dependent drinking was significantly more common among males
- Dependent drinking was most common in the age groups 16-17 and 18-24. One in ten respondents aged 18-24 years drank hazardous/harmful amounts of alcohol and a further one in 20 were categorised as dependent drinkers.
- Dependent drinking was most common in the White Irish ethnic group.
- There was significant variation in number of units consumed by County/UA. Leicester City and Leicestershire had the highest prevalence of dependent drinking, the lowest prevalence was in Derbyshire and Northamptonshire.

**Table 8: Alcohol Consumption Category by Socio-Demographic Characteristics: Postcard Respondents Only**

	<b>Sensible drinking</b>	<b>Hazardous/harmful drinking</b>	<b>Dependent drinking</b>
<b>Total</b>	3497 (88.2%)	381 (9.6%)	89 (2.2%)
<b>Sex</b>			
Male	1463 (86.4%)	182 (10.7%)	49 (2.9%)
Female	2034 (89.5%)	199 (8.8%)	40 (1.8%)
chi <sup>2</sup> =10.62, p=0.005			
<b>Age group</b>			
15 and under	125 (91.9%)	6 (4.4%)	5 (3.7%)
16-17	196 (87.9%)	18 (8.1%)	9 (4.0%)
18-24	520 (84.7%)	63 (10.3%)	31 (5.0%)
25-34	546 (84.1%)	85 (13.1%)	18 (2.8%)
35-44	687 (89.5%)	70 (9.1%)	11 (1.4%)
45-54	688 (89.4%)	76 (9.9%)	6 (0.8%)
55 and over	700 (91.6%)	57 (7.5%)	7 (0.9%)
chi <sup>2</sup> =63.31, p<0.001			
<b>Ethnic group</b>			
White British	2669 (87.4%)	314 (10.3%)	70 (2.3%)
White Irish	101 (86.3%)	12 (10.3%)	4 (3.4%)
White other/mixed	221 (90.6%)	18 (7.4%)	5 (2.0%)
Black <sup>1</sup>	151 (93.1%)	10 (6.3%)	1 (<1%)
Asian <sup>2</sup>	225 (94.9%)	8 (3.4%)	4 (1.7%)
<b>County/UA</b>			
Derby City	55 (84.6%)	8 (12.3%)	2 (3.1%)
Leicester City	196 (84.5%)	26 (11.2%)	10 (4.3%)
Nottingham City	219 (87.3%)	26 (10.4%)	6 (2.4%)
Derbyshire	180 (82.9%)	35 (16.1%)	2 (<1%)
Leicestershire	250 (85.3%)	33 (11.3%)	10 (3.4%)
Lincolnshire	681 (88.1%)	69 (8.9%)	23 (3.0%)
Northamptonshire	673 (94.4%)	32 (4.5%)	8 (1.1%)
Nottinghamshire	821 (86.1%)	113 (11.8%)	20 (2.1%)
Rutland	160 (87.9%)	18 (9.9%)	4 (2.2%)
Out of area	191 (92.7%)	14 (6.8%)	1 (<1%)
chi <sup>2</sup> =60.76, p<0.001			

1. Black ethnic group includes Black Caribbean and Other Black categories.

2. Asian ethnic group includes Indian, Pakistani, Chinese and Other Asian categories.

3. Definitions: Sensible drinking males <= 21 units, females <=14 units; Hazardous/harmful drinking 22-50 units males, 15-35 units females; Dependent drinking 51+ units males, 36+ units females

The findings in Table 9 are similar to those in Table 8 above, although the analysis includes the whole cohort the categories are very wide and interpretation is difficult.

**Table 9: Alcohol Consumption Category by Socio-Demographic Characteristics: Postcard and Online Respondents**

	<b>Sensible drinking</b>	<b>Hazardous/harmful/dependent drinking</b>
<b>Total</b>	6625 (86.9%)	995 (13.1%)
<b>Sex</b> Male Female <i>chi</i> <sup>2</sup> =64.74, <i>p</i> <0.001	2501 (83.1%) 4023 (89.5%)	509 (16.9%) 473 (10.5%)
<b>Age group</b> 15 and under 16-17 18-24 25-34 35-44 45-54 55 and over <i>chi</i> <sup>2</sup> =58.50, <i>p</i> <0.001	139 (90.8%) 286 (84.9%) 877 (82.1%) 1260 (84.7%) 1445 (87.8%) 1409 (87.8%) 1151 (91.6%)	14 (9.2%) 51 (15.1%) 191 (17.9%) 227 (15.3%) 200 (12.2%) 195 (12.2%) 105 (8.4%)
<b>Ethnic group</b> White British White Irish White other/mixed Black <sup>1</sup> Asian <sup>2</sup> <i>chi</i> <sup>2</sup> =43.79, <i>p</i> <0.001	5430 (86.2%) 150 (83.8%) 326 (92.1%) 131 (92.9%) 358 (95.5%)	868 (13.8%) 29 (16.2%) 28 (7.9%) 10 (7.1%) 17 (4.5%)
<b>Area</b> Derby City Leicester City Nottingham City Derbyshire Leicestershire Lincolnshire Northamptonshire Nottinghamshire Rutland Out of area <i>chi</i> <sup>2</sup> =41.28, <i>p</i> <0.001	150 (79.8%) 485 (85.2%) 356 (84.0%) 436 (85.2%) 859 (88.7%) 852 (86.8%) 1209 (91.2%) 1542 (85.9%) 188 (87.9%) 407 (86.4%)	38 (20.2%) 84 (14.8%) 68 (16.0%) 76 (14.8%) 109 (11.3%) 130 (13.2%) 116 (8.8%) 253 (14.1%) 26 (12.1%) 64 (13.6%)

1. Black ethnic group includes Black Caribbean and Other Black categories.

2. Asian ethnic group includes Indian, Pakistani, Chinese and Other Asian categories.

3. Definitions: Sensible drinking males <= 20 units, females <=15 units; Hazardous/harmful/dependent drinking 21+ units males, 16+ units females

### 3. Support for ideas about reducing harms from excess drinking

Respondents were given a list of 22 statements and were asked to tick all that they would support. There was wide variation in the support for each item, with the highest proportion (over 76%) supporting the statement that “businesses who sell alcohol to underage young people should be heavily penalised”.

**Table 10: Support for ideas about reducing harms from excess drinking**

Rank	Group	Statement	Supported by	
			n	%
1	IndSt	Businesses who sell alcohol to underage young people should be heavily penalised	6088	76.3%
2	Aware	There should be more publicity about the harm alcohol can cause	5567	69.8%
3	Aware	Families should introduce ideas about responsible social drinking to children at a young age	5532	69.4%
4	Aware	All alcohol containers and bar pumps should carry clear information regarding strength and number of units	5193	65.1%
5	Aware	Schools should do more to teach a healthy approach to alcohol	5087	63.8%
6	IndSt	Businesses that sell alcohol to people who are already drunk should be prosecuted	4805	60.3%
7	Legal	It should be illegal to drink in the street	4741	59.4%
8	Aware	All alcohol should carry health warnings (similar to those on cigarette packets)	4043	50.7%
9	Aware	It should be easier to measure personal alcohol intake	3895	48.8%
10	Legal	The maximum blood alcohol level for drinking and driving should be lowered	3892	48.8%
11	Aware	Health professionals should routinely offer advice and information on sensible drinking	3662	45.9%
12	IndSt	The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	3405	42.7%
13	Aware	More money should be spent on alcohol advice and information services	3375	42.3%
14	Advert	Alcohol advertising on TV and in cinemas should be banned	3370	42.3%
15	Access	The age at which alcohol can be bought should be raised	3318	41.6%
16	Access	The age at which alcohol can be drunk should be raised	2911	36.5%
17	IndSt	Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	2808	35.2%
18	Advert	Drink companies should be banned from sponsoring sports and music events	2518	31.6%
19	Price	Alcohol taxes should increase with the strength of alcohol content	2382	29.9%
20	Access	Opening hour restrictions should be re-introduced	2374	29.8%
21	Price	The price of alcohol should be increased	1760	22.1%
22	Access	Licenses should be limited and there should be fewer pubs and clubs	1752	22.0%

Note: Total n=7975

Group Key: IndSt = Industry Standards; Aware = Awareness raising; Legal = Legal/enforcement; Advert = Advertising

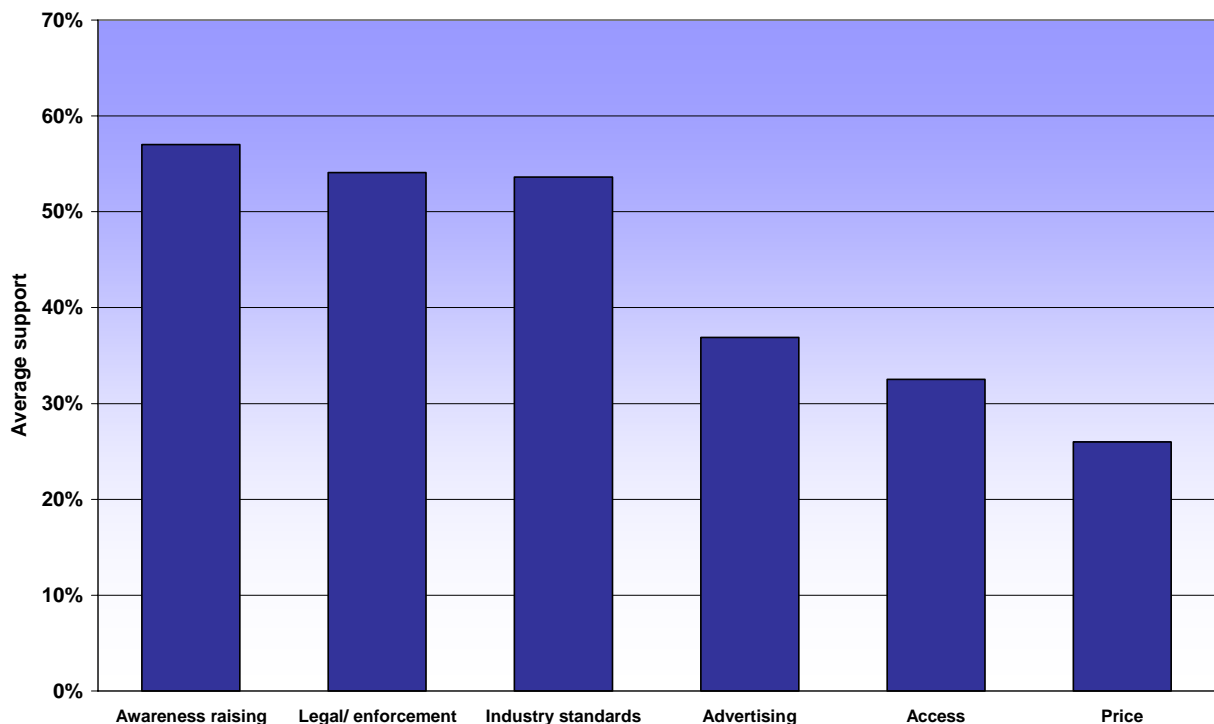
The 22 items were grouped into six categories:

- Industry standards (4 items)
- Awareness raising (8 items)
- Legal/enforcement (2 items)
- Advertising (2 items)
- Price (2 items)
- Access (4 items)

Generally, items relating to awareness raising had the highest level of support and items relating to access, price and advertising were less well supported. Support for items relating to industry standards was varied, ranging from 76.3% support for “Businesses who sell alcohol to underage young people should be heavily penalised” to only 35.2% support for “Special offers and discounts on alcohol (e.g. Happy Hours and 2 for 1) should be banned”.

The following figure shows average support when the data are analysed by broad category (the support for all of the items within each category is added, and then the total is divided by the number of items).

**Figure 7: Support for ideas about reducing harms from excess drinking (average within broad categories)**



#### 4. Ranking of three ideas with greatest impact

Respondents were then asked to indicate which three of the statements would have the greatest impact in reducing harms from excess drinking. The table below shows the number (and %) of respondents who rated each item in the top three. In general, the rank order of the items when rated in this way is similar to that in Table 10, and the statement “Businesses who sell alcohol to underage young people should be heavily penalised” is most popular in both tables.

However, there are exceptions. For example, Table 10 shows that the statement “Health professionals should routinely offer advice and information on sensible drinking” was supported by 46% of respondents and was ranked 11<sup>th</sup> most popular. However, Table 11 shows that only 5% of respondents put this item within the top 3 which they thought would have the greatest impact, and the item ranks at the bottom of the list.

**Table 11: Ranking of three ideas with greatest impact**

Rank	Group	Statement	Supported by	
			n	%
1	IndSt	Businesses who sell alcohol to underage young people should be heavily penalised	2143	26.9%
2	Aware	Families should introduce ideas about responsible social drinking to children at a young age	2017	25.3%
3	Aware	There should be more publicity about the harm alcohol can cause	1594	20.0%
4	Aware	Schools should do more to teach a healthy approach to alcohol	1334	16.7%
5	IndSt	Businesses that sell alcohol to people who are already drunk should be prosecuted	1313	16.5%
6	Legal	It should be illegal to drink in the street	1251	15.7%
7	Aware	All alcohol containers and bar pumps should carry clear information regarding strength and number of units	1113	14.0%
8	Legal	The maximum blood alcohol level for drinking and driving should be lowered	1100	13.8%
9	Access	The age at which alcohol can be bought should be raised	1064	13.3%
10	Advert	Alcohol advertising on TV and in cinemas should be banned	986	12.4%
11	IndSt	The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	922	11.6%
12	Access	The age at which alcohol can be drunk should be raised	895	11.2%
13	Aware	All alcohol should carry health warnings (similar to those on cigarette packets)	800	10.0%
14	Aware	It should be easier to measure personal alcohol intake	777	9.7%
15	Access	Opening hour restrictions should be re-introduced	767	9.6%
16	IndSt	Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	696	8.7%
17	Price	The price of alcohol should be increased	639	8.0%
18	Aware	More money should be spent on alcohol advice & info. services	549	6.9%
19	Access	Licenses should be limited and there should be fewer pubs and clubs	506	6.3%
20	Price	Alcohol taxes should increase with the strength of alcohol content	481	6.0%
21	Advert	Drink companies should be banned from sponsoring sports and music events	407	5.1%
22	Aware	Health professionals should routinely offer advice and information on sensible drinking	392	4.9%

Note: Total n=7975

Group Key: IndSt = Industry Standards; Aware = Awareness raising; Legal = Legal/enforcement; Advert = Advertising

## 5. Support for ideas by sex

Table 12 shows support for each item separately for males and females.

**Table 12: Support for ideas about reducing harms from excess drinking - by sex**

Statement	Total (n=7975)		Males (n=3133)		Females (n=4642)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	74.7	1	77.6	1	8.85, p=0.003
There should be more publicity about the harm alcohol can cause	69.8	2	63.5	3	74.8	2	114.92, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	67.6	2	71.3	3	12.17, p<0.001
All alcohol containers & bar pumps should carry clear info. regarding strength & no. of units	65.1	4	60.3	5	68.9	4	60.71, p<0.001
Schools should do more to teach a healthy approach to alcohol	63.8	5	61.1	4	66.0	5	19.44, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	58.9	6	61.4	7	5.12, p=0.024
It should be illegal to drink in the street	59.4	7	56.1	7	61.7	6	24.31, p<0.001
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	44.9	8	54.8	8	73.75, p<0.001
It should be easier to measure personal alcohol intake	48.8	9	43.8	10	52.7	9	59.44, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	48.8	10	44.4	9	51.9	10	41.48, p<0.001
Health professionals should routinely offer advice and information on sensible drinking	45.9	11	42.8	11	48.4	11	24.09, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	40.0	13	44.3	14	13.99, p<0.001
More money should be spent on alcohol advice and information services	42.3	13	39.5	14	44.4	13	18.67, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.3	14	37.6	15	45.6	12	48.97, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	40.2	12	42.6	15	4.37, p=0.037
The age at which alcohol can be drunk should be raised	36.5	16	35.7	16	37.0	16	1.33, p=0.249
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	35.2	17	33.6	17	36.4	17	6.65, p=0.01
Drink companies should be banned from sponsoring sports and music events	31.6	18	28.7	19	33.5	18	19.81, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	29.9	18	29.8	20	0.001, p=0.970
Opening hour restrictions should be re-introduced	29.8	20	26.5	20	31.9	19	25.83, p<0.001
The price of alcohol should be increased	22.1	21	20.5	22	22.9	21	6.45, p=0.011
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	21.3	21	22.5	22	1.63, p=0.202

Comments on Table 12:

- Most items were supported by a significantly higher proportion of females than males (e.g. “There should be more publicity about the harm alcohol can cause” was supported by 74.8% of females and 63.5% of males).
- The most marked exception to this was the statement “Alcohol taxes should increase with the strength of alcohol content” that was supported by almost equal proportions of males and females (29.9 and 29.8% respectively)
- Although for most items the absolute percentage is higher for females than males, the rank order of the items is very similar for both sexes ( $r^2=0.960$ ,  $p<0.001$ ).

Table 13 shows the proportion of males and females who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 13: Ranking of three ideas with greatest impact - by sex**

Statement	Total (n=7975)		Males (n=3133)		Females (n=4642)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	28.1	1	26.2	1	3.32, p=0.068
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	26.7	2	24.9	2	3.18, p=0.074
There should be more publicity about the harm alcohol can cause	20.0	3	17.3	4	22.1	3	26.66, p<0.001
Schools should do more to teach a healthy approach to alcohol	16.7	4	16.9	5	16.9	4	0.01, p=0.926
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	17.7	3	15.4	6	7.37, p=0.007
It should be illegal to drink in the street	15.7	6	16.5	6	15.0	7	3.37, p=0.066
All alcohol containers & bar pumps should carry clear info. regarding strength & no. of units	14.0	7	11.0	11	16.1	5	40.84, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	12.4	9	14.9	8	10.05, p=0.002
The age at which alcohol can be bought should be raised	13.3	9	14.1	7	12.9	9	2.37, p=0.123
Alcohol advertising on TV and in cinemas should be banned	12.4	10	13.3	8	12.0	10	3.13, p=0.077
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	10.9	12	11.8	11	1.42, p=0.233
The age at which alcohol can be drunk should be raised	11.2	12	12.2	10	10.7	14	4.07, p=0.044
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	8.4	15	11.3	12	17.69, p<0.001
It should be easier to measure personal alcohol intake	9.7	14	7.9	17	11.1	13	20.42, p<0.001
Opening hour restrictions should be re-introduced	9.6	15	8.4	14	10.6	15	9.68, p=0.002
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	8.7	16	8.4	16	9.0	16	1.09, p=0.295
The price of alcohol should be increased	8.0	17	8.8	13	7.6	17	3.60, p=0.058
More money should be spent on alcohol advice and information services	6.9	18	5.8	20	7.6	17	8.86, p=0.003
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	6.4	19	6.4	19	0.03, p=0.870
Alcohol taxes should increase with the strength of alcohol content	6.0	20	7.4	18	5.2	21	16.38, p<0.001
Drink companies should be banned from sponsoring sports and music events	5.1	21	4.6	22	5.3	20	1.88, p=0.171
Health professionals should routinely offer advice and information on sensible drinking	4.9	22	5.3	21	4.7	22	1.41, p=0.236

## 6. Support for ideas by age group

Table 14 shows support for each item separately for each age group.

**Table 14: Support for ideas about reducing harms from excess drinking - by age group**

Statement	Total (n=7975)		Under 16 (n=168)		16 - 17 (n=366)		18 - 24 (n=1113)		25 - 34 (n=1537)		35 - 44 (n=1701)		45 - 54 (n=1649)		55 and over (n=1288)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	54.8	3	47.8	6	67.2	1	76.4	1	81.0	1	81.4	1	82.8	1	333.58, p<0.001
There should be more publicity about the harm alcohol can cause	69.8	2	65.5	1	58.7	1	64.4	2	67.7	4	73.4	3	72.4	3	75.3	3	75.71, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	38.1	9	54.6	2	58.5	4	71.4	2	74.3	2	74.0	2	73.8	4	228.56, p<0.001
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	65.1	4	53.6	4	54.6	2	56.9	5	65.0	5	68.5	4	67.6	5	71.6	5	97.59, p<0.001
Schools should do more to teach a healthy approach to alcohol	63.8	5	47.6	6	50.8	5	59.0	3	67.9	3	67.9	5	65.8	6	62.3	8	84.49, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	48.2	5	39.3	9	46.6	8	50.0	7	62.3	6	70.0	4	77.2	2	453.62, p<0.001
It should be illegal to drink in the street	59.4	7	38.7	8	42.6	8	51.1	6	55.9	6	58.8	7	63.2	7	67.1	6	249.73, p<0.001
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	61.3	2	53.8	4	46.2	9	46.9	10	54.8	8	50.1	12	54.0	12	44.03, p<0.001
It should be easier to measure personal alcohol intake	48.8	9	47.6	6	47.0	7	48.9	7	49.1	8	47.8	11	50.7	10	49.5	15	3.75, p=0.710
The maximum blood alcohol level for drinking and driving should be lowered	48.8	10	35.1	12	37.4	10	41.5	10	47.2	9	53.1	9	53.9	8	51.0	14	88.76, p<0.001
Health professionals should routinely offer advice and information on sensible drinking	45.9	11	37.5	10	37.4	10	37.1	12	45.0	11	48.4	10	49.2	13	53.0	13	87.38, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	22.6	19	23.0	17	26.1	17	31.3	16	46.0	12	52.7	9	62.4	7	572.98, p<0.001

Statement	Total (n=7975)		Under 16 (n=168)		16 - 17 (n=366)		18 - 24 (n=1113)		25 - 34 (n=1537)		35 - 44 (n=1701)		45 - 54 (n=1649)		55 and over (n=1288)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
More money should be spent on alcohol advice and information services	42.3	13	37.5	10	34.7	12	38.8	11	40.1	12	42.9	15	46.4	14	45.8	17	36.79, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.3	14	28.0	15	26.5	13	31.6	13	33.6	15	44.9	13	50.4	11	54.8	10	282.84, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	28.6	14	23.0	17	30.7	15	39.2	13	44.4	14	43.9	16	55.2	9	229.04, p<0.001
The age at which alcohol can be drunk should be raised	36.5	16	26.8	16	23.5	16	31.6	13	35.9	14	39.1	16	35.7	17	45.0	18	89.99, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	35.2	17	18.5	21	17.8	21	17.2	21	25.5	18	36.9	17	46.0	15	54.4	11	585.85, p<0.001
Drink companies should be banned from sponsoring sports and music events	31.6	18	25.6	17	24.3	14	26.3	16	26.0	17	33.2	18	35.2	19	39.2	20	94.97, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	29.8	13	21.9	19	21.2	19	21.9	19	29.4	19	35.4	18	43.3	19	233.39, p<0.001
Opening hour restrictions should be re-introduced	29.8	20	24.4	18	24.0	15	22.9	18	21.3	20	27.3	20	33.8	20	46.5	16	275.38, p<0.001
The price of alcohol should be increased	22.1	21	22.6	19	19.7	20	17.6	20	16.3	21	20.9	21	25.8	22	30.0	22	105.21, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	16.7	22	16.4	22	15.0	22	15.7	22	20.8	22	26.0	21	34.8	21	215.59, p<0.001

#### Comments on Table 14:

- In general the proportion of respondents supporting each item increases with increasing age. This is particularly marked for items which are age-related. For example statements regarding the age at which alcohol can be bought (see Figure 8 below) and consumed, and the sale of alcopops, are significantly less well supported among the younger age groups. In addition, only 38.1% of under 15's supported the statement that families should introduce ideas about responsible social drinking to children at a young age, compared to over 70% of respondents in age groups 25-34, 35-44, 45-54 and 55+.
- The only statement that does not vary significantly by age is "It should be easier to measure personal alcohol intake" which is supported equally across all age groups.
- Although for most items there is significant variation in the absolute percentage support for each item, the rank order of the items is similar for all age groups (with the exception of the age-related items already mentioned above which are less supported among younger people).

**Figure 8: Support for “The age at which alcohol can be bought should be raised” by age group**

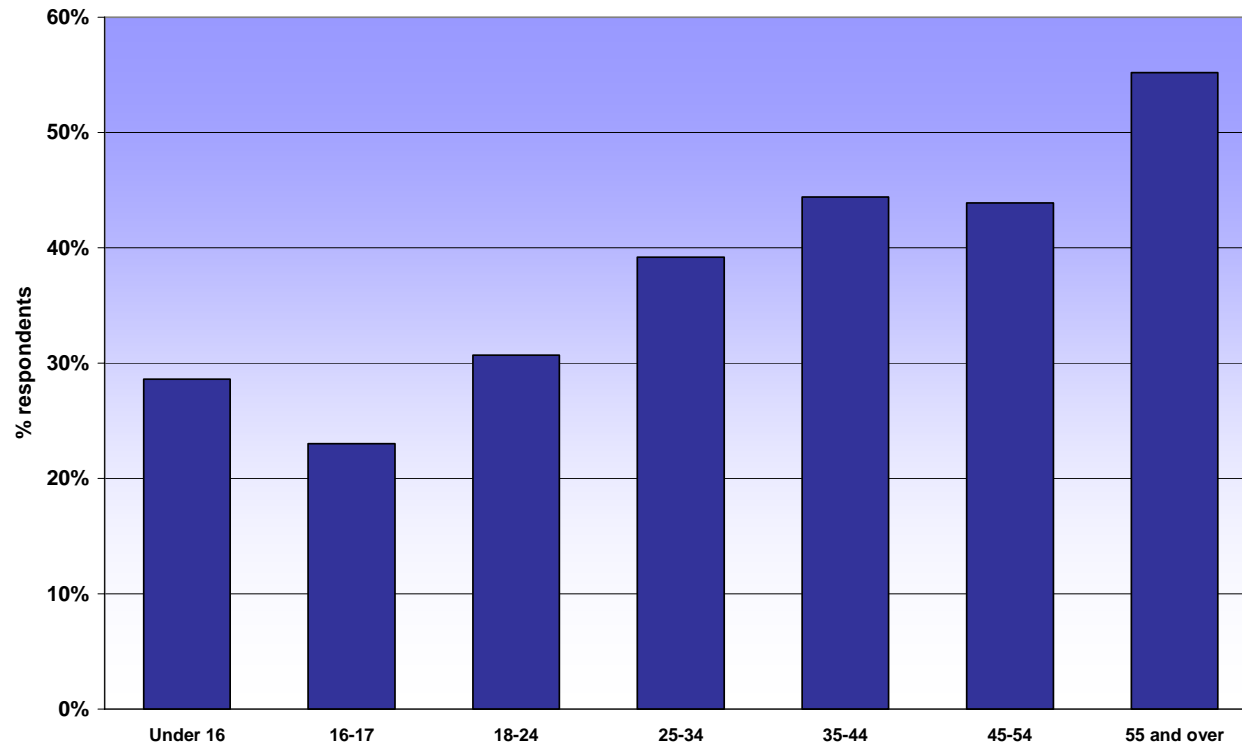


Table 15 shows the proportion within each age group who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 15: Ranking of three ideas with greatest impact - by age group**

Statement	Total (n=7975)		Under 16 (n=168)		16 - 17 (n=366)		18 - 24 (n=1113)		25 - 34 (n=1537)		35 - 44 (n=1701)		45 - 54 (n=1649)		55 and over (n=1288)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	23.8	2	15.0	7	25.1	1	29.5	2	29.1	1	26.1	1	27.3	1	39.26, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	13.1	7	20.2	1	24.3	2	31.0	1	27.6	2	24.0	2	22.0	2	59.16, p<0.001
There should be more publicity about the harm alcohol can cause	20.0	3	22.0	3	18.6	3	22.0	3	21.4	3	21.9	3	18.9	4	16.7	7	19.43, p=0.003
Schools should do more to teach a healthy approach to alcohol	16.7	4	10.1	10	17.2	5	18.0	4	20.8	4	18.7	4	14.4	7	12.6	10	51.54, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	14.9	5	9.6	10	15.5	6	13.9	9	15.9	5	19.3	3	19.5	3	39.91, p<0.001
It should be illegal to drink in the street	15.7	6	11.9	8	17.5	4	17.5	5	15.3	7	13.6	8	15.2	5	17.7	4	15.36, p=0.018
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	14.0	7	16.1	4	16.4	6	15.0	7	17.0	5	13.9	7	13.6	10	9.5	15	37.17, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	10.1	10	14.2	8	14.1	8	14.7	8	14.0	6	14.9	6	11.6	12	10.05, p=0.123
The age at which alcohol can be bought should be raised	13.3	9	11.9	8	9.3	11	12.7	10	15.8	6	13.4	11	12.9	11	13.2	9	14.32, p=0.026
Alcohol advertising on TV and in cinemas should be banned	12.4	10	6.0	17	9.3	11	11.1	12	8.6	13	13.6	9	13.9	9	16.5	8	57.07, p=0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	5.4	19	3.8	21	6.0	18	8.2	14	13.5	10	14.3	8	17.6	5	142.18, p<0.001
The age at which alcohol can be drunk should be raised	11.2	12	7.7	14	7.1	16	10.6	13	13.4	10	11.9	12	11.2	14	10.6	13	16.99, p=0.009
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	24.4	1	20.2	1	11.8	11	10.0	12	10.8	13	6.7	20	7.7	17	111.86, p<0.001

Statement	Total (n=7975)		Under 16 (n=168)		16 - 17 (n=366)		18 - 24 (n=1113)		25 - 34 (n=1537)		35 - 44 (n=1701)		45 - 54 (n=1649)		55 and over (n=1288)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
It should be easier to measure personal alcohol intake	9.7	14	14.9	5	13.1	9	13.5	9	12.5	11	7.9	16	7.6	16	7.2	18	64.47, p<0.001
Opening hour restrictions should be re-introduced	9.6	15	7.7	14	6.3	18	6.3	17	6.7	18	8.0	14	11.6	13	17.3	6	133.97, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	8.7	16	3.0	22	3.0	22	4.9	20	7.3	16	8.0	14	12.6	12	12.6	10	102.62, p<0.001
The price of alcohol should be increased	8.0	17	7.7	14	9.0	13	7.3	14	7.0	17	7.5	17	9.1	15	9.4	16	9.68, p=0.139
More money should be spent on alcohol advice and information services	6.9	18	8.3	12	8.5	15	6.7	16	7.4	15	7.4	18	7.4	17	4.7	20	13.24, p=0.039
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	4.2	21	6.6	17	4.1	22	6.2	19	5.1	20	7.0	19	9.7	14	40.93, p<0.001
Alcohol taxes should increase with the strength of alcohol content	6.0	20	8.3	12	5.2	20	5.6	19	4.9	21	5.9	19	7.1	18	6.9	19	10.94, p=0.090
Drink companies should be banned from sponsoring sports and music events	5.1	21	6.0	17	5.5	19	7.2	15	4.1	22	4.9	21	5.0	21	4.5	21	14.75, p=0.022
Health professionals should routinely offer advice & information on sensible drinking	4.9	22	5.4	19	9.0	13	4.9	20	5.5	20	4.5	22	4.9	22	3.6	22	20.02, p=0.003

**7. Support for ideas by ethnic group**

Table 16 shows support for each item by ethnic group.

**Table 16: Support for ideas about reducing harms from excess drinking - by ethnic group**

Statement	Total (n=7975)		White British (n=6484)		White Irish (n=187)		Mixed ethnic group (n=112)		Black Caribbean (n=110)		Indian (n=223)		Pakistani (n=91)		Chinese (n=38)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	77.6	1	65.8	1	64.3	1	72.7	1	72.6	2	67.0	2	71.1	3	33.36, p<0.001
There should be more publicity about the harm alcohol can cause	69.8	2	71.7	2	60.4	2	59.8	3	59.1	4	73.1	1	57.1	3	68.4	5	35.09, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	71.5	3	51.9	7	51.8	5	60.0	3	65.5	5	42.9	19	71.1	3	93.19, p<0.001
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	65.1	4	68.0	4	49.7	8	48.2	6	53.6	9	62.8	7	49.5	11	50.0	19	73.33, p<0.001
Schools should do more to teach a healthy approach to alcohol	63.8	5	64.8	5	56.1	4	58.0	4	59.1	4	66.8	4	53.8	6	73.7	1	15.84, p=0.015
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	60.3	6	59.4	3	48.2	6	58.2	6	61.4	8	69.2	1	73.7	1	13.09, p=0.042
It should be illegal to drink in the street	59.4	7	59.2	7	54.5	5	61.6	2	63.6	2	72.6	2	57.1	3	57.9	9	19.31, p=0.004
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	51.0	8	47.6	9	47.3	8	53.6	9	57.0	11	51.6	7	68.4	5	9.48, p=0.148
It should be easier to measure personal alcohol intake	48.8	9	42.2	11	44.9	10	42.9	10	54.5	7	49.8	14	37.4	20	50.0	19	18.31, p=0.006
The maximum blood alcohol level for drinking and driving should be lowered	48.8	10	49.4	9	53.5	6	46.4	9	48.2	15	48.9	16	56.0	5	55.3	12	3.82, p=0.701
Health professionals should routinely offer advice & information on sensible drinking	45.9	11	47.1	10	42.8	12	33.0	15	45.5	17	53.4	13	29.7	22	52.6	16	25.15, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	41.7	14	41.2	14	38.4	12	50.9	12	59.2	9	51.6	7	57.9	9	37.86, p<0.001

Statement	Total (n=7975)		White British (n=6484)		White Irish (n=187)		Mixed ethnic group (n=112)		Black Caribbean (n=110)		Indian (n=223)		Pakistani (n=91)		Chinese (n=38)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
More money should be spent on alcohol advice and information services	42.3	13	42.2	11	44.9	10	42.9	10	54.5	7	49.8	14	37.4	20	50.0	19	13.81, p=0.032
Alcohol advertising on TV and in cinemas should be banned	42.3	14	41.9	13	32.6	18	31.3	17	48.2	15	56.1	12	44.0	18	60.5	7	37.26, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	40.7	15	42.2	13	37.5	13	51.8	11	63.2	6	46.2	16	52.6	16	53.18, p<0.001
The age at which alcohol can be drunk should be raised	36.5	16	34.9	16	39.0	16	35.7	14	50.9	12	57.4	10	49.5	11	60.5	7	75.67, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	35.2	17	34.9	17	29.4	19	30.4	18	37.3	20	45.7	18	45.1	17	57.9	9	27.72, p<0.001
Drink companies should be banned from sponsoring sports and music events	31.6	18	29.6	18	40.1	15	33.0	15	50.0	14	48.4	17	47.3	13	55.3	12	84.71, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	28.9	19	27.8	21	26.8	20	36.4	22	38.6	21	47.3	13	55.3	12	38.61, p<0.001
Opening hour restrictions should be re-introduced	29.8	20	28.1	20	36.4	17	28.6	19	45.5	17	43.5	19	50.5	9	50.0	19	71.54, p<0.001
The price of alcohol should be increased	22.1	21	19.8	22	28.9	20	22.3	21	37.3	20	36.8	22	47.3	13	55.3	12	126.49, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	19.9	21	23.0	22	18.8	22	45.5	17	40.4	20	50.5	9	52.6	16	162.45, p<0.001

Comments on Table 16:

- For most items the percentage indicating support varies significantly by ethnic group.
- In general, support for many items was highest among the Indian and Chinese groups and lowest among the White Irish and Mixed ethnic groups. For example “Families should introduce ideas about responsible social drinking” was supported by 69% overall but only by 51.9% of the White Irish group (and by 71.1% of the Chinese group).
- There is some variation in the rank order of level of support for each item between the groups. For example, “Businesses that sell alcohol to people who are already drunk should be prosecuted” was supported by the highest proportion of people in both the Pakistani and Chinese groups, but only ranked 6<sup>th</sup> among the White British group and 8<sup>th</sup> among the Indian group.

Table 17 shows the proportion within each ethnic group who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 17: Ranking of three ideas with greatest impact - by ethnic group**

Statement	Total (n=7975)		White British (n=6484)		White Irish (n=187)		Mixed ethnic group (n=112)		Black Caribbean (n=110)		Indian (n=223)		Pakistani (n=91)		Chinese (n=38)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	28.0	1	20.3	3	24.1	1	25.5	1	13.0	8	16.5	4	2.6	17	46.75, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	26.5	2	16.6	5	23.2	3	19.1	2	16.1	4	11.0	12	18.4	3	35.34, p<0.001
There should be more publicity about the harm alcohol can cause	20.0	3	20.7	3	17.1	4	24.1	1	15.5	5	19.3	1	8.8	14	18.4	3	12.13, p=0.059
Schools should do more to teach a healthy approach to alcohol	16.7	4	17.3	4	14.4	6	20.5	5	15.5	5	15.2	6	12.1	10	15.8	6	4.39, p=0.624
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	16.4	5	25.1	1	14.3	8	11.8	7	11.7	11	20.9	3	2.6	17	22.75, p<0.001
It should be illegal to drink in the street	15.7	6	15.0	6	23.5	2	22.3	4	16.4	4	18.8	2	23.1	1	10.5	13	21.17, p=0.002
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	14.0	7	14.9	7	10.2	12	14.3	8	8.2	14	7.6	19	8.8	14	10.5	13	18.77, p=0.005
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	14.6	8	11.8	8	11.6	10	9.1	13	9.0	15	13.2	6	10.5	13	10.27, p=0.114
The age at which alcohol can be bought should be raised	13.3	9	14.0	9	11.2	9	10.7	13	10.9	9	17.0	3	8.8	14	2.6	17	10.81, p=0.095
Alcohol advertising on TV and in cinemas should be banned	12.4	10	12.1	10	9.6	14	11.6	10	19.1	2	15.7	5	13.2	6	18.4	3	10.03, p=0.123
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	11.8	11	9.1	15	8.9	14	7.3	15	10.8	12	12.1	10	13.2	10	4.45, p=0.616
The age at which alcohol can be drunk should be raised	11.2	12	11.3	12	13.4	7	16.1	6	10.9	9	14.8	7	11.0	12	15.8	6	6.44, p=0.376

Statement	Total (n=7975)		White British (n=6484)		White Irish (n=187)		Mixed ethnic group (n=112)		Black Caribbean (n=110)		Indian (n=223)		Pakistani (n=91)		Chinese (n=38)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	10.1	14	10.7	11	16.1	6	10.9	9	8.1	18	8.8	14	15.8	6	7.05, p=0.316
It should be easier to measure personal alcohol intake	9.7	14	10.4	13	11.2	9	7.1	18	10.0	12	7.2	20	13.2	6	0.0	22	9.04, p=0.171
Opening hour restrictions should be re-introduced	9.6	15	9.9	15	9.1	15	8.9	14	6.4	17	10.8	12	13.2	6	13.2	10	3.53, p=0.741
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	8.7	16	9.1	16	3.7	22	11.6	10	5.5	21	9.0	15	6.6	18	7.9	16	9.72, p=0.137
The price of alcohol should be increased	8.0	17	7.8	17	9.1	15	6.3	19	7.3	15	12.6	9	16.5	4	21.1	1	24.77, p<0.001
More money should be spent on alcohol advice and information services	6.9	18	7.0	18	8.6	19	8.0	17	6.4	17	9.0	15	6.6	18	2.6	17	3.34, p=0.762
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	5.8	20	9.1	15	4.5	22	11.8	7	12.6	9	22.0	2	15.8	6	68.99, p<0.001
Alcohol taxes should increase with the strength of alcohol content	6.0	20	6.1	19	5.9	21	5.4	21	6.4	17	7.2	20	5.5	21	21.1	1	15.26, p=0.018
Drink companies should be banned from sponsoring sports and music events	5.1	21	4.3	22	10.2	12	8.9	14	6.4	17	10.3	14	6.6	18	13.2	10	40.84, p<0.001
Health professionals should routinely offer advice & information on sensible drinking	4.9	22	4.9	21	8.6	19	6.3	19	4.5	22	4.0	22	1.1	22	2.6	17	9.44, p=0.151

## 8. Support for ideas by County/UA

Table 18 shows support for each item separately for each County/UA within the East Midlands.

**Table 18: Support for ideas about reducing harms from excess drinking - by County/UA**

Statement	Total (n=7975)		Derby (n=191)		Leicester (n=597)		Nottingham (n=437)		Derbyshire (n=528)		Leicester-shire (n=993)		Lincoln-shire (n=1004)		Northamptonshire (n=1351)		Nottingham-shire (n=1838)		Rutland (n=217)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	80.6	1	80.4	1	77.1	1	79.7	2	80.7	1	75.5	1	67.4	1	80.7	1	74.2	1	101.55, p<0.001
There should be more publicity about the harm alcohol can cause	69.8	2	73.3	2	66.7	4	76.7	2	74.6	3	72.6	3	64.8	2	64.8	2	73.2	3	66.4	4	62.38, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	71.7	3	75.0	2	74.8	3	81.1	1	75.8	2	62.7	5	56.3	4	75.2	2	68.2	3	230.65, p<0.001
All alcohol containers & bar pumps should carry clear information regarding strength & number of units	65.1	4	71.2	4	59.5	7	72.8	4	74.1	4	66.2	5	59.1	6	53.9	7	73.1	4	68.7	2	186.45, p<0.001
Schools should do more to teach a healthy approach to alcohol	63.8	5	67.5	5	67.7	3	67.0	5	66.5	5	68.0	4	63.6	3	54.0	6	67.7	5	53.9	7	94.42, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	61.8	7	63.8	6	61.6	6	63.1	6	59.3	7	63.0	4	56.3	4	62.9	6	56.2	6	23.63, p=0.003
It should be illegal to drink in the street	59.4	7	63.9	6	65.0	5	59.0	7	61.0	7	60.7	6	58.0	7	58.1	3	60.2	7	57.6	5	12.29, p=0.139
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	58.1	8	49.6	8	54.9	8	53.4	8	50.8	8	49.2	8	44.4	10	53.1	8	48.8	8	35.77, p<0.001
It should be easier to measure personal alcohol intake	48.8	9	51.8	11	45.2	12	50.1	10	50.6	10	49.5	9	43.8	10	45.7	9	52.6	9	45.6	10	30.93, p<0.001
The maximum blood alcohol level for drinking & driving should be lowered	48.8	10	54.5	9	49.2	9	49.9	11	52.1	9	47.6	10	46.6	9	46.9	8	50.0	10	46.5	9	10.95, p=0.204
Health professionals should routinely offer advice & information on sensible drinking	45.9	11	54.5	9	44.1	13	53.5	9	48.9	11	46.2	11	42.3	11	40.8	13	48.2	11	44.2	11	41.99, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	39.8	15	49.2	9	43.7	14	42.0	14	42.0	12	39.0	14	41.5	12	46.1	12	37.3	13	28.95, p<0.001

Statement	Total (n=7975)		Derby (n=191)		Leicester (n=597)		Nottingham (n=437)		Derbyshire (n=528)		Leicester- shire (n=993)		Lincoln- shire (n=1004)		Northampt- onshire (n=1351)		Nottingham -shire (n=1838)		Rutland (n=217)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
More money should be spent on alcohol advice and information services	42.3	13	39.3	16	42.2	15	45.8	12	46.0	12	39.3	15	41.3	12	38.9	15	44.8	14	31.8	15	30.35, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.3	14	49.2	12	48.2	11	43.7	14	42.2	13	41.4	13	41.1	13	35.8	16	44.9	13	41.0	12	42.00, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	46.1	13	42.9	14	43.9	13	39.8	15	41.4	13	38.4	16	43.7	11	40.9	15	27.6	16	27.67, p<0.001
The age at which alcohol can be drunk should be raised	36.5	16	42.9	14	38.9	16	35.7	17	29.9	17	35.3	16	39.0	14	40.5	14	33.8	17	23.5	20	49.01, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	35.2	17	39.3	16	36.5	17	37.3	16	36.6	16	34.7	17	31.1	17	30.6	19	40.1	16	32.7	14	42.77, p<0.001
Drink companies should be banned from sponsoring sports and music events	31.6	18	36.6	18	35.2	18	29.3	19	29.2	18	26.8	19	29.8	19	33.8	18	31.3	18	24.4	18	27.37, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	28.8	20	32.0	19	34.8	18	27.3	20	26.1	20	27.8	20	29.8	20	31.1	19	25.8	17	19.56, p=0.012
Opening hour restrictions should be re-introduced	29.8	20	31.4	19	30.5	20	27.2	21	27.5	19	27.3	18	30.5	18	34.2	17	28.1	20	24.4	18	24.19, p=0.002
The price of alcohol should be increased	22.1	21	25.1	22	26.3	21	24.5	22	18.9	21	18.8	21	24.0	21	22.2	22	19.9	22	19.8	21	25.42, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	27.7	21	25.0	22	27.9	20	18.4	22	17.4	22	19.1	22	25.8	21	22.8	21	11.5	22	62.64, p<0.001

#### Comments on Table 18:

- For most items the percentage indicating support varies significantly by County/UA. For example, the statement “Families should introduce ideas about responsible social drinking to children at a young age” was supported by 81.1% of respondents from Derbyshire but only 56.3% of Northamptonshire respondents.
- In general, support for many items was lowest among respondents from Northamptonshire, Rutland and Leicestershire.
- Although for most items there is significant variation in absolute percentage support, the rank order of the items is very similar for all Counties/UAs.

Table 19 shows the proportion within each East Midlands County/UA who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 19: Ranking of three ideas with greatest impact - by County/UA**

Statement	Total (n=7975)		Derby (n=191)		Leicester (n=597)		Nottingham (n=437)		Derbyshire (n=528)		Leicester- shire (n=993)		Lincoln- shire (n=1004)		Northampt- onshire (n=1351)		Nottingham -shire (n=1838)		Rutland (n=217)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	29.3	1	27.6	1	25.2	2	32.6	1	32.8	1	29.5	1	22.1	1	27.6	1	31.3	2	44.49, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	28.8	2	25.0	2	29.7	1	29.4	2	29.9	2	21.7	2	21.6	2	26.9	2	32.7	1	44.28, p<0.001
There should be more publicity about the harm alcohol can cause	20.0	3	20.4	3	19.9	3	23.1	3	22.2	3	19.9	4	18.9	3	18.4	3	21.5	3	14.7	8	13.41, p=0.099
Schools should do more to teach a healthy approach to alcohol	16.7	4	16.2	8	19.3	4	18.8	4	16.9	5	22.7	3	15.3	6	13.9	8	16.6	5	15.7	6	37.11, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	17.8	6	17.8	5	11.9	9	16.7	6	16.6	5	18.0	5	17.5	5	17.1	4	13.8	9	11.05, p=0.199
It should be illegal to drink in the street	15.7	6	18.3	5	17.4	6	10.1	12	14.6	8	16.5	6	18.8	4	17.8	4	12.5	11	23.0	3	48.06, p<0.001
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	14.0	7	9.9	13	8.2	16	15.6	5	17.0	4	13.4	8	13.8	7	13.6	9	15.8	6	18.9	4	33.37, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	17.3	7	11.9	8	14.0	7	14.8	7	16.0	7	12.3	11	12.1	11	14.9	7	18.9	4	19.35, p=0.013
The age at which alcohol can be bought should be raised	13.3	9	12.0	9	11.2	9	13.5	8	13.6	9	13.4	8	12.9	9	16.7	6	13.4	10	4.1	18	31.59, p<0.001
Alcohol advertising on TV and in cinemas should be banned	12.4	10	19.4	4	12.2	7	14.9	6	9.1	14	11.3	11	12.8	10	11.3	14	13.7	9	9.7	13	23.44, p=0.003
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	11.5	10	11.2	9	8.2	17	12.3	11	12.1	10	9.2	13	11.5	13	14.4	8	12.9	10	24.76, p=0.002
The age at which alcohol can be drunk should be raised	11.2	12	6.8	17	11.2	9	11.2	10	9.3	13	10.6	12	13.0	8	14.4	7	9.7	15	6.0	16	33.92, p<0.001
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	11.0	11	8.7	14	10.3	11	8.5	15	10.5	13	11.3	12	11.5	12	9.1	16	9.2	15	9.91, p=0.271

Statement	Total (n=7975)		Derby (n=191)		Leicester (n=597)		Nottingham (n=437)		Derbyshire (n=528)		Leicester- shire (n=993)		Lincoln- shire (n=1004)		Northampt- onshire (n=1351)		Nottingham -shire (n=1838)		Rutland (n=217)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
It should be easier to measure personal alcohol intake	9.7	14	9.9	13	9.0	12	9.8	13	10.8	12	10.1	14	7.8	17	10.9	15	10.0	13	10.6	11	7.73, p=0.461
Opening hour restrictions should be re-introduced	9.6	15	6.3	18	8.9	13	7.1	19	8.3	16	8.1	15	8.4	15	13.2	10	10.4	12	15.2	7	38.95, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	8.7	16	9.9	13	8.5	15	8.5	16	13.1	10	7.9	16	6.7	18	8.7	17	9.8	14	9.7	13	21.33, p=0.006
The price of alcohol should be increased	8.0	17	6.3	18	7.5	17	9.6	14	7.2	17	5.7	18	9.0	14	8.5	19	7.1	17	10.6	11	15.23, p=0.055
More money should be spent on alcohol advice and information services	6.9	18	6.3	18	6.9	18	7.6	18	6.3	18	6.2	17	7.9	16	7.7	21	7.0	18	4.6	17	5.75, p=0.675
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	10.5	12	5.9	19	9.4	15	4.2	21	4.2	20	6.3	19	8.7	18	6.3	20	2.3	21	41.77, p<0.001
Alcohol taxes should increase with the strength of alcohol content	6.0	20	7.3	16	4.5	21	5.9	20	5.3	20	4.4	19	5.2	22	7.8	20	6.7	19	2.3	21	23.67, p=0.003
Drink companies should be banned from sponsoring sports and music events	5.1	21	4.7	21	4.5	21	3.4	22	3.2	22	2.4	22	6.3	19	8.8	16	4.2	21	2.8	20	69.71, p<0.001
Health professionals should routinely offer advice & information on sensible drinking	4.9	22	4.2	22	5.9	19	5.3	21	5.5	19	4.0	21	5.3	21	5.1	22	4.0	22	3.7	19	7.49, p=0.484

## 9. Support for ideas by Alcohol Consumption Level

The analysis below presents the consumption data grouped using three different methods:

- Tables 20 and 21 - Data grouped into 0, 1-4, 5-10, 11-15, 16-30, 31+ units (all responses)
- Tables 22 and 23 - Data grouped into Sensible drinking (males  $\leq$  20 units, females  $\leq$  15 units) and Hazardous/harmful/dependent drinking (21+ units males, 16+ units females). These categories are broad, but include both postcard and online responses.
- Tables 24 and 25 - Data grouped into Sensible drinking (males  $\leq$  21 units, females  $\leq$  14 units), Hazardous/harmful drinking (22-50 units males, 15-35 units females), Dependent drinking (51+ units males, 36+ units females). This analysis only includes postcard responses

**Table 20: Support for ideas about reducing harms from excess drinking - by alcohol consumption level**

Statement	Total (n=7975)		0 units (n=1693)		1 - 4 (n=1861)		5 - 10 (n=1946)		11 - 15 (n=812)		16 - 30 (n=947)		31 and over (n=365)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	78.3	1	80.7	1	73.0	1	78.6	1	74.9	1	63.6	1	71.26, p<0.001
There should be more publicity about the harm alcohol can cause	69.8	2	75.0	2	74.2	2	68.1	2	69.5	3	66.0	3	46.0	5	245.46, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	65.8	5	72.3	3	67.6	3	74.5	2	72.9	2	60.8	2	48.71, p<0.001
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	65.1	4	65.6	6	69.4	4	63.0	4	66.9	4	63.5	4	56.2	3	34.33, p<0.001
Schools should do more to teach a healthy approach to alcohol	63.8	5	65.6	7	65.2	5	62.1	5	65.9	5	63.4	5	53.7	4	23.91, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	66.7	4	65.1	6	58.6	6	58.3	6	53.4	6	41.4	7	124.71, p<0.001
It should be illegal to drink in the street	59.4	7	68.8	3	64.9	7	55.0	7	55.3	7	51.1	7	42.5	6	176.33, p<0.001
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	61.8	8	53.8	8	46.5	10	45.2	10	42.8	9	32.3	10	186.67, p<0.001
It should be easier to measure personal alcohol intake	48.8	9	50.3	13	49.7	10	48.4	8	49.0	8	48.0	8	39.5	8	15.32, p=0.009
The maximum blood alcohol level for drinking and driving should be lowered	48.8	10	58.4	9	52.1	9	46.6	9	43.1	11	41.7	10	29.3	12	158.66, p<0.001

Statement	Total (n=7975)		0 units (n=1693)		1 - 4 (n=1861)		5 - 10 (n=1946)		11 - 15 (n=812)		16 - 30 (n=947)		31 and over (n=365)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Health professionals should routinely offer advice & information on sensible drinking	45.9	11	49.9	14	48.8	11	45.3	11	45.6	9	39.0	11	35.1	9	53.02, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	50.8	12	46.7	13	40.8	13	37.7	13	32.8	14	27.4	14	141.33, p<0.001
More money should be spent on alcohol advice and information services	42.3	13	46.7	17	43.9	15	41.7	12	40.4	12	35.7	12	30.7	11	53.84, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.3	14	55.1	10	46.9	12	37.1	14	33.9	15	33.6	13	22.2	16	264.81, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	52.6	11	46.5	14	36.5	15	36.8	14	29.8	15	28.8	13	211.38, p<0.001
The age at which alcohol can be drunk should be raised	36.5	16	49.0	15	40.0	17	32.9	16	29.7	16	23.1	17	24.9	15	245.89, p<0.001
Special offers& discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	35.2	17	47.1	16	42.5	16	29.3	17	27.2	17	24.6	16	16.2	17	305.71, p<0.001
Drink companies should be banned from sponsoring sports and music events	31.6	18	44.6	18	34.4	20	28.3	18	24.4	18	18.7	19	14.8	18	290.84, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	42.8	20	34.5	19	23.4	20	23.3	19	20.0	18	14.5	19	295.67, p<0.001
Opening hour restrictions should be re-introduced	29.8	20	43.4	19	35.8	18	26.2	19	18.8	20	15.2	20	12.3	20	392.76, p<0.001
The price of alcohol should be increased	22.1	21	39.1	21	24.2	22	15.7	22	13.1	22	9.8	21	8.5	21	503.52, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	34.9	22	25.5	21	18.3	21	13.7	21	9.6	22	6.8	22	363.09, p<0.001

#### Comments on Table 20:

- In general the proportion of respondents supporting each item decreases significantly with increasing consumption levels. For example, 55% of respondents who drank no units of alcohol in the last week thought alcohol advertising on TV and in cinemas should be banned, compared to only 22% of those who consumed 31 units and over. Figure 9 shows that support for lowering the maximum blood alcohol level for drinking and driving is lowest among respondents with highest consumption (although still supported by almost one third of respondents in the highest consumption group).
- Although for most items there is significant variation in absolute percentage support, the rank order of the items is very similar for all consumption levels.

**Figure 9: Support for “The maximum blood alcohol level for drinking and driving should be lowered” by alcohol consumption group**

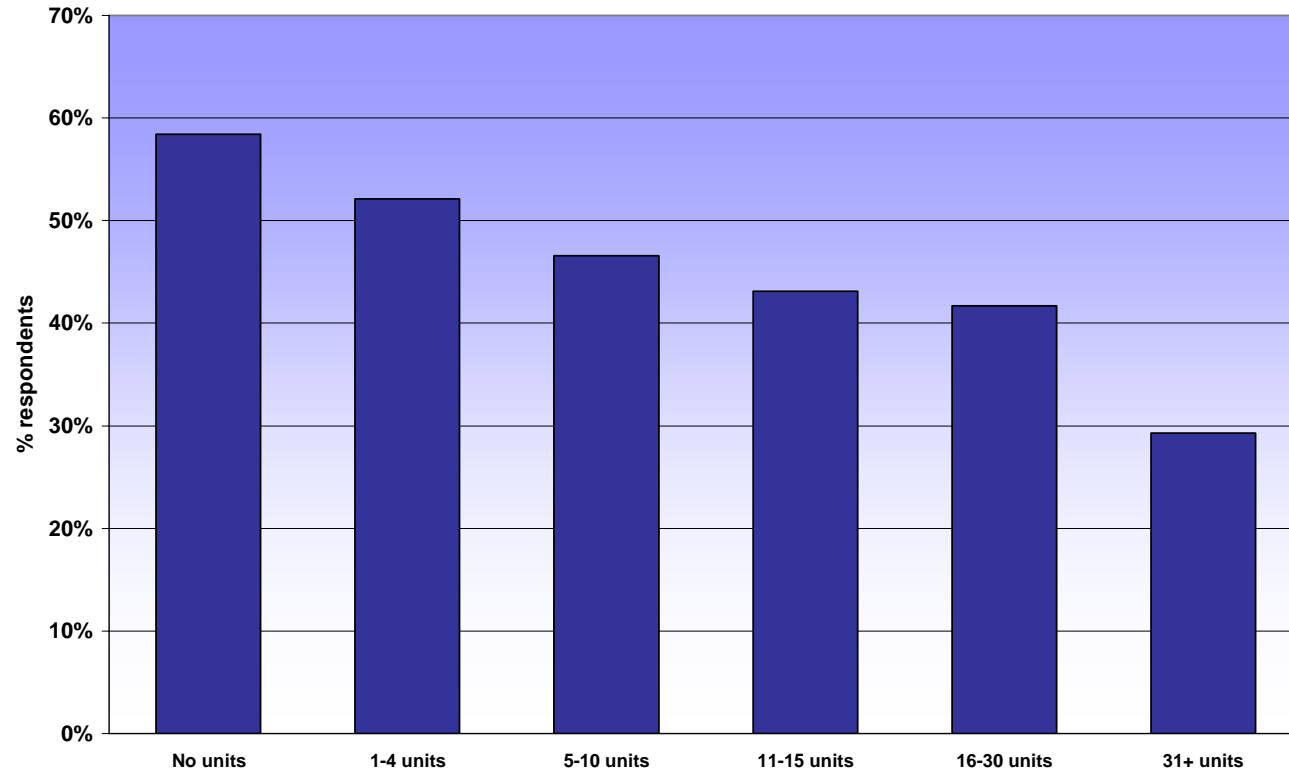


Table 21 shows the proportion within each alcohol consumption level group who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 21: Ranking of three ideas with greatest impact - by alcohol consumption level**

Statement	Total (n=7975)		0 units (n=1693)		1 - 4 (n=1861)		5 - 10 (n=1946)		11 - 15 (n=812)		16 - 30 (n=947)		31 and over (n=365)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	22.4	1	28.3	1	28.7	1	30.3	2	28.8	2	27.9	1	28.37, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	18.6	3	24.8	2	26.3	2	31.2	1	34.5	1	27.7	2	97.52, p<0.001
There should be more publicity about the harm alcohol can cause	20.0	3	19.1	2	20.4	3	20.2	3	20.1	3	24.0	3	16.4	5	12.72, p=0.026
Schools should do more to teach a healthy approach to alcohol	16.7	4	13.7	9	15.4	6	18.6	4	18.1	5	20.8	4	20.0	3	32.35, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	15.9	6	16.7	4	16.9	5	19.8	4	15.0	6	17.3	4	8.62, p=0.125
It should be illegal to drink in the street	15.7	6	16.9	4	16.5	5	15.5	7	14.9	7	13.8	8	15.3	7	5.67, p=0.341
All alcohol containers and bar pumps should carry clear information regarding strength and number of units	14.0	7	10.6	16	13.3	9	15.7	6	17.4	6	15.9	5	16.4	5	33.42, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	15.3	7	14.2	8	13.4	8	13.1	9	14.4	7	11.5	9	5.59, p=0.347
The age at which alcohol can be bought should be raised	13.3	9	13.8	8	14.8	7	13.1	9	13.4	8	12.1	10	14.0	8	4.61, p=0.466
Alcohol advertising on TV and in cinemas should be banned	12.4	10	16.4	5	13.0	10	10.8	13	11.1	12	10.7	11	7.7	14	41.34, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	11.2	13	12.8	11	12.4	10	12.2	10	9.0	13	9.3	12	12.74, p=0.026
The age at which alcohol can be drunk should be raised	11.2	12	13.2	10	12.1	12	11.0	12	11.3	11	7.8	14	11.2	11	18.43, p=0.002
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	10.9	14	10.8	15	10.0	14	8.3	14	9.8	12	8.5	13	6.29, p=0.279

Statement	Total (n=7975)		0 units (n=1693)		1 - 4 (n=1861)		5 - 10 (n=1946)		11 - 15 (n=812)		16 - 30 (n=947)		31 and over (n=365)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	
It should be easier to measure personal alcohol intake	9.7	14	7.4	19	8.7	16	11.3	11	10.8	13	12.5	9	11.5	9	27.56, p<0.001
Opening hour restrictions should be re-introduced	9.6	15	12.3	12	12.0	13	9.9	15	7.8	15	4.4	20	5.5	17	64.18, p<0.001
Special offers & discounts on alcohol (eg Happy Hours & 2 for 1) should be banned	8.7	16	9.0	17	11.6	14	9.1	16	7.8	15	6.7	16	2.7	20	40.65, p<0.001
The price of alcohol should be increased	8.0	17	13.1	11	7.9	17	6.4	18	6.5	18	6.0	17	3.6	19	81.75, p<0.001
More money should be spent on alcohol advice and information services	6.9	18	6.3	21	6.1	20	8.8	17	7.1	17	7.1	15	6.3	15	13.28, p=0.021
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	10.8	15	7.1	18	5.6	21	3.7	21	2.5	22	2.5	21	100.44, p=0.001
Alcohol taxes should increase with the strength of alcohol content	6.0	20	7.8	18	6.3	19	5.7	20	4.6	20	5.2	18	5.2	18	14.68, p=0.012
Drink companies should be banned from sponsoring sports and music events	5.1	21	6.7	20	5.6	21	5.4	22	3.1	22	3.7	21	0.8	22	34.95, p<0.001
Health professionals should routinely offer advice & information on sensible drinking	4.9	22	3.5	22	4.7	22	6.0	19	5.5	19	4.6	19	5.8	16	13.45, p=0.019

Table 22 shows support for each item by number of units of alcohol consumed by the respondent in the last week. Support for most items is significantly lower among hazardous/harmful/dependent drinkers.

**Table 22: Support for ideas about reducing harms from excess drinking - by alcohol consumption level**

Statement	Total (n=7975)		Sensible (n=6625)		Hazardous/ harmful/ dependent (n=995)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	76.3	1	77.3	1	71.0	1	19.05, p<0.001
There should be more publicity about the harm alcohol can cause	69.8	2	71.4	2	60.2	4	51.72, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	69.4	3	69.6	3	68.0	2	1.05, p=0.305
All alcohol containers & bar pumps should carry clear info. regarding strength & no. of units	65.1	4	65.8	4	61.8	3	6.11, p=0.013
Schools should do more to teach a healthy approach to alcohol	63.8	5	64.3	5	60.2	4	6.39, p=0.011
Businesses that sell alcohol to people who are already drunk should be prosecuted	60.3	6	62.2	6	49.3	6	59.71, p<0.001
It should be illegal to drink in the street	59.4	7	61.0	7	48.8	7	53.39, p<0.001
All alcohol should carry health warnings (similar to those on cigarette packets)	50.7	8	51.8	8	40.8	9	42.11, p<0.001
It should be easier to measure personal alcohol intake	48.8	9	49.2	10	45.4	8	4.91, p=0.027
The maximum blood alcohol level for drinking and driving should be lowered	48.8	10	50.4	9	37.9	11	52.81, p<0.001
Health professionals should routinely offer advice and information on sensible drinking	45.9	11	47.0	11	38.6	10	24.91, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	42.7	12	44.3	12	30.3	14	70.19, p<0.001
More money should be spent on alcohol advice and information services	42.3	13	43.1	15	34.4	12	27.03, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.3	14	43.7	13	31.0	13	57.26, p<0.001
The age at which alcohol can be bought should be raised	41.6	15	43.4	14	27.7	15	87.61, p<0.001
The age at which alcohol can be drunk should be raised	36.5	16	38.2	16	23.7	16	78.18, p<0.001
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	35.2	17	37.2	17	21.0	17	99.19, p<0.001
Drink companies should be banned from sponsoring sports and music events	31.6	18	33.3	18	16.9	19	108.66, p<0.001
Alcohol taxes should increase with the strength of alcohol content	29.9	19	31.4	20	17.3	18	82.88, p<0.001
Opening hour restrictions should be re-introduced	29.8	20	31.8	19	14.8	20	120.08, p<0.001
The price of alcohol should be increased	22.1	21	23.5	22	9.1	21	105.01, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	22.0	22	23.6	21	8.6	22	114.01, p<0.001

Definition: Sensible drinking males <= 20 units, females <=15 units, Hazardous/harmful/dependent drinking 21+ units males, 16+ units females

Table 23 shows the proportion of males and females who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 23: Ranking of three ideas with greatest impact - by alcohol consumption level**

Statement	Total (n=7975)		Sensible (n=6625)		Hazardous/ harmful/ dependent (n=995)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	26.9	1	27.3	1	27.7	2	0.09, p=0.767
Families should introduce ideas about responsible social drinking to children at a young age	25.3	2	25.1	2	30.7	1	13.99, p<0.001
There should be more publicity about the harm alcohol can cause	20.0	3	20.0	3	22.3	3	2.89, p=0.089
Schools should do more to teach a healthy approach to alcohol	16.7	4	16.5	5	20.7	4	11.07, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	16.5	5	16.8	4	16.0	6	0.45, p=0.503
It should be illegal to drink in the street	15.7	6	15.9	6	14.8	7	0.86, p=0.353
All alcohol containers & bar pumps should carry clear info. regarding strength & no. of units	14.0	7	13.9	8	16.2	5	3.64, p=0.057
The maximum blood alcohol level for drinking and driving should be lowered	13.8	8	14.0	7	14.3	8	0.06, p=0.813
The age at which alcohol can be bought should be raised	13.3	9	13.9	8	11.7	10	3.75, p=0.053
Alcohol advertising on TV and in cinemas should be banned	12.4	10	12.8	10	10.5	11	4.21, p=0.040
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.6	11	12.1	11	8.8	14	8.71, p=0.003
The age at which alcohol can be drunk should be raised	11.2	12	11.8	12	9.0	13	6.37, p=0.012
All alcohol should carry health warnings (similar to those on cigarette packets)	10.0	13	10.1	14	10.2	12	0.01, p=0.971
It should be easier to measure personal alcohol intake	9.7	14	9.4	16	12.8	9	10.78, p<0.001
Opening hour restrictions should be re-introduced	9.6	15	10.6	13	4.9	17	30.93, p<0.001
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	8.7	16	9.5	15	5.1	16	20.31, p<0.001
The price of alcohol should be increased	8.0	17	8.6	17	4.8	18	16.37, p<0.001
More money should be spent on alcohol advice and information services	6.9	18	7.0	18	7.3	15	0.13, p=0.715
Licenses should be limited and there should be fewer pubs and clubs	6.3	19	7.0	19	2.3	22	31.84, p<0.001
Alcohol taxes should increase with the strength of alcohol content	6.0	20	6.3	20	4.6	19	4.37, p=0.037
Drink companies should be banned from sponsoring sports and music events	5.1	21	5.5	21	2.5	21	15.63, p<0.001
Health professionals should routinely offer advice and information on sensible drinking	4.9	22	5.0	22	4.2	20	1.16, p=0.282

Definition: Sensible drinking males <= 20 units, females <=15 units, Hazardous/harmful/dependent drinking 21+ units males, 16+ units females

Table 24 shows support for each item by number of units of alcohol consumed by the respondent in the last week. Support for all items reduces significantly with increasing consumption, with particular variation between hazardous/harmful and dependent drinkers.

**Table 24: Support for ideas about reducing harms from excess drinking - by alcohol consumption level**

Statement	Sensible (n=3497)		Hazardous/ harmful (n=381)		Dependent (n=89)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	72.9	1	72.4	1	59.6	1	7.76, p=0.021
There should be more publicity about the harm alcohol can cause	66.7	2	58.3	5	37.1	7	42.79, p<0.001
Families should introduce ideas about responsible social drinking to children at a young age	63.5	3	71.4	2	51.7	2	15.29, p<0.001
Businesses that sell alcohol to people who are already drunk should be prosecuted	62.2	4	53.3	6	43.8	4	22.55, p<0.001
Schools should do more to teach a healthy approach to alcohol	61.5	5	64.8	3	43.8	4	13.53, p<0.001
All alcohol containers & bar pumps should carry clear info regarding strength & no. of units	60.6	6	59.8	4	41.6	6	13.15, p<0.001
It should be illegal to drink in the street	59.5	7	52.0	7	49.4	3	11.01, p=0.004
All alcohol should carry health warnings (similar to those on cigarette packets)	50.6	8	39.6	9	28.1	11	32.47, p<0.001
The maximum blood alcohol level for drinking and driving should be lowered	47.6	9	37.5	11	22.5	15	34.59, p<0.001
It should be easier to measure personal alcohol intake	47.4	10	45.1	8	30.3	9	10.63, p=0.005
Health professionals should routinely offer advice and information on sensible drinking	45.9	11	36.5	12	30.3	9	19.96, p<0.001
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	45.2	12	29.7	13	32.6	8	38.32, p<0.001
More money should be spent on alcohol advice and information services	44.1	13	37.8	10	25.8	13	16.51, p<0.001
Alcohol advertising on TV and in cinemas should be banned	42.9	14	29.4	14	18.0	16	45.87, p<0.001
The age at which alcohol can be bought should be raised	41.4	15	24.1	15	28.1	11	47.92, p<0.001
The age at which alcohol can be drunk should be raised	38.8	16	21.3	16	25.8	13	50.18, p<0.001
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	35.9	17	21.0	17	11.2	18	54.71, p<0.001
Drink companies should be banned from sponsoring sports and music events	35.1	18	13.6	20	9.0	20	94.69, p<0.001
Opening hour restrictions should be re-introduced	34.6	19	15.2	19	14.6	17	71.84, p<0.001
Alcohol taxes should increase with the strength of alcohol content	31.7	20	16.5	18	10.1	19	54.36, p<0.001
Licenses should be limited and there should be fewer pubs and clubs	26.0	21	11.3	21	7.9	21	53.59, p<0.001
The price of alcohol should be increased	25.2	22	6.8	22	5.6	22	80.81, p<0.001

Definition: Sensible drinking males <= 21 units, females <=14 units, Hazardous/harmful drinking 22-50 units males, 15-35 units females, Dependent drinking 51+ units males, 36+ units females

Table 25 shows the proportion of males and females who rated each item within their top three as having the greatest impact in reducing harms from excess drinking.

**Table 25: Ranking of three ideas with greatest impact - by alcohol consumption level**

Statement	Sensible (n=3497)		Hazardous/ harmful (n=381)		Dependent (n=89)		Sig. chi <sup>2</sup> , p
	%	Rank	%	Rank	%	Rank	
Businesses who sell alcohol to underage young people should be heavily penalised	24.1	1	27.0	2	36.0	1	7.78, p=0.020
Families should introduce ideas about responsible social drinking to children at a young age	22.1	2	33.9	1	19.1	4	27.51, p<0.001
There should be more publicity about the harm alcohol can cause	18.5	3	20.7	4	12.4	5	3.45, p=0.178
Businesses that sell alcohol to people who are already drunk should be prosecuted	17.8	4	17.6	6	23.6	2	2.04, p=0.361
It should be illegal to drink in the street	16.5	5	16.3	7	21.3	3	1.49, p=0.475
Schools should do more to teach a healthy approach to alcohol	14.8	6	22.8	3	12.4	5	17.42, p<0.001
All alcohol containers & bar pumps should carry clear info regarding strength & no. of units	13.5	7	18.6	5	11.2	9	8.21, p=0.017
Alcohol advertising on TV and in cinemas should be banned	12.9	8	10.2	10	6.7	13	4.99, p=0.083
The maximum blood alcohol level for drinking and driving should be lowered	12.7	9	12.6	8	9.0	11	1.08, p=0.582
The age at which alcohol can be bought should be raised	12.4	10	8.7	13	12.4	5	4.56, p=0.102
The age at which alcohol can be drunk should be raised	11.9	11	7.1	14	12.4	5	7.84, p=0.020
The sale of trendy drinks that appeal to young people (eg alcopops) should be banned	11.4	12	7.1	14	6.7	13	8.23, p=0.016
All alcohol should carry health warnings (similar to those on cigarette packets)	11.4	12	9.4	11	5.6	15	4.11, p=0.128
Opening hour restrictions should be re-introduced	11.0	14	5.5	17	3.4	18	16.09, p<0.001
The price of alcohol should be increased	8.6	15	3.7	18	3.4	18	13.88, p=0.001
Special offers and discounts on alcohol (eg Happy Hours and 2 for 1) should be banned	8.5	16	6.6	16	1.1	21	7.71, p=0.021
It should be easier to measure personal alcohol intake	8.4	17	12.3	9	10.1	10	6.78, p=0.034
Licenses should be limited and there should be fewer pubs and clubs	8.1	18	2.4	21	4.5	16	17.76, p<0.001
More money should be spent on alcohol advice and information services	7.2	19	8.9	12	7.9	12	1.46, p=0.483
Drink companies should be banned from sponsoring sports and music events	6.5	20	1.8	22	1.1	21	17.39, p<0.001
Alcohol taxes should increase with the strength of alcohol content	6.4	21	3.1	19	4.5	16	6.79, p=0.033
Health professionals should routinely offer advice and information on sensible drinking	5.7	22	3.1	19	3.4	18	5.08, p=0.079