

# ALCOHOL KNOW YOUR LIMITS



**NHS choices**

ALCOHOL LIMITS

Home

**DrinkCheck**

**Your drinking and you**

For many of us, drinking with friends and family is one of life's pleasures ourselves.

But for a lot of people, their drinking habits can lead to problems. And if your level, you're putting your health and welfare at risk\*


So how do you know if you could be drinking more than is good for you? drinking, take the DrinkCheck quiz. It's help you assess the effects of you are drinking too much, we can also give you advice on how to drink less

[Click Here to Take The DrinkCheck Quiz](#)

**NHS**

**Your drinking and you**

The facts on alcohol and how to cut down



**ALCOHOL KNOW YOUR LIMITS**

SHOULD NOT REGULARLY EXCEED

<b>MEN</b>	<b>WOMEN</b>
<b>3-4</b>	<b>2-3</b>
UNITS DAILY	UNITS DAILY

**ALCOHOL KNOW YOUR LIMITS**

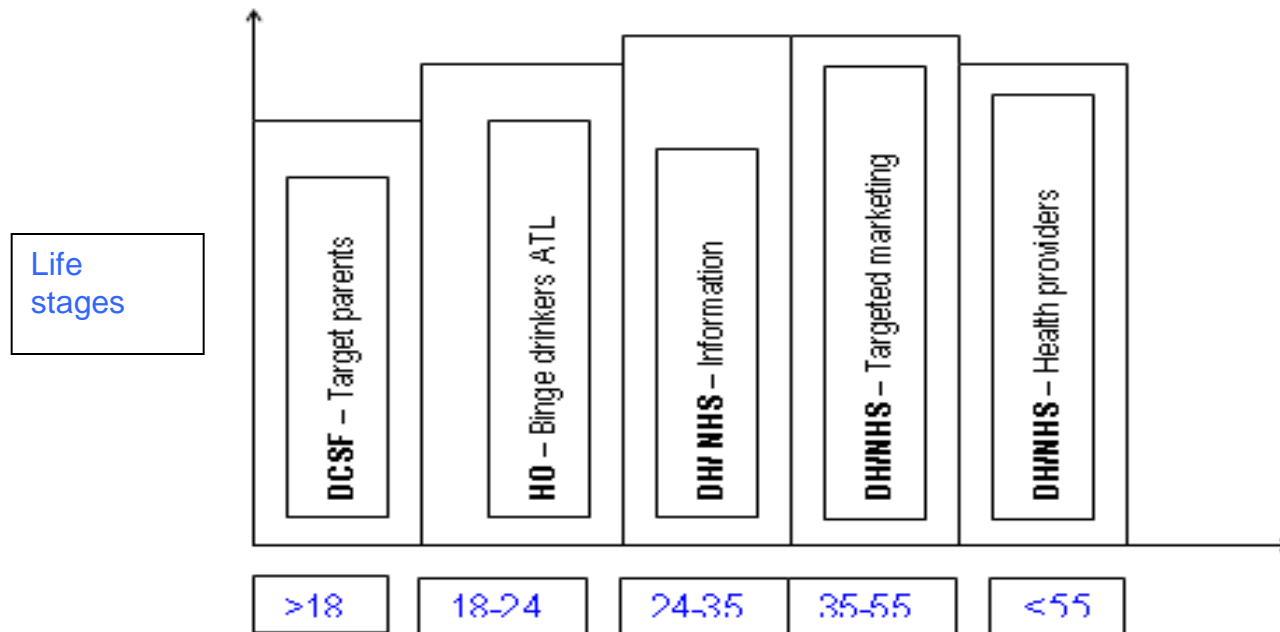
SHOULD NOT REGULARLY EXCEED

<b>3-4</b>	<b>2-3</b>
UNITS DAILY	UNITS DAILY

# Alcohol costs

- Alcohol-related hospital admissions almost doubled in the last decade. Costs NHS at least £2.7 billion and the UK economy £20 billion a year
- Alcohol-related deaths are 45% higher among the poor
- Higher risk (Harmful) and Increasing risk (Hazardous) drinkers are most at risk
- Contributing to NHS Vital Signs: “Reducing the rate of hospital admissions per 100,000 for alcohol related harm”
- NHS delivery is at the heart of the programme

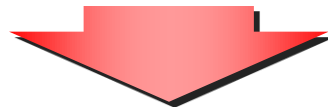
**Changing our drinking culture – from no consequences to taking care – across a lifetime**



*Moving towards a healthy drinking culture*

# A social marketing approach from the outset

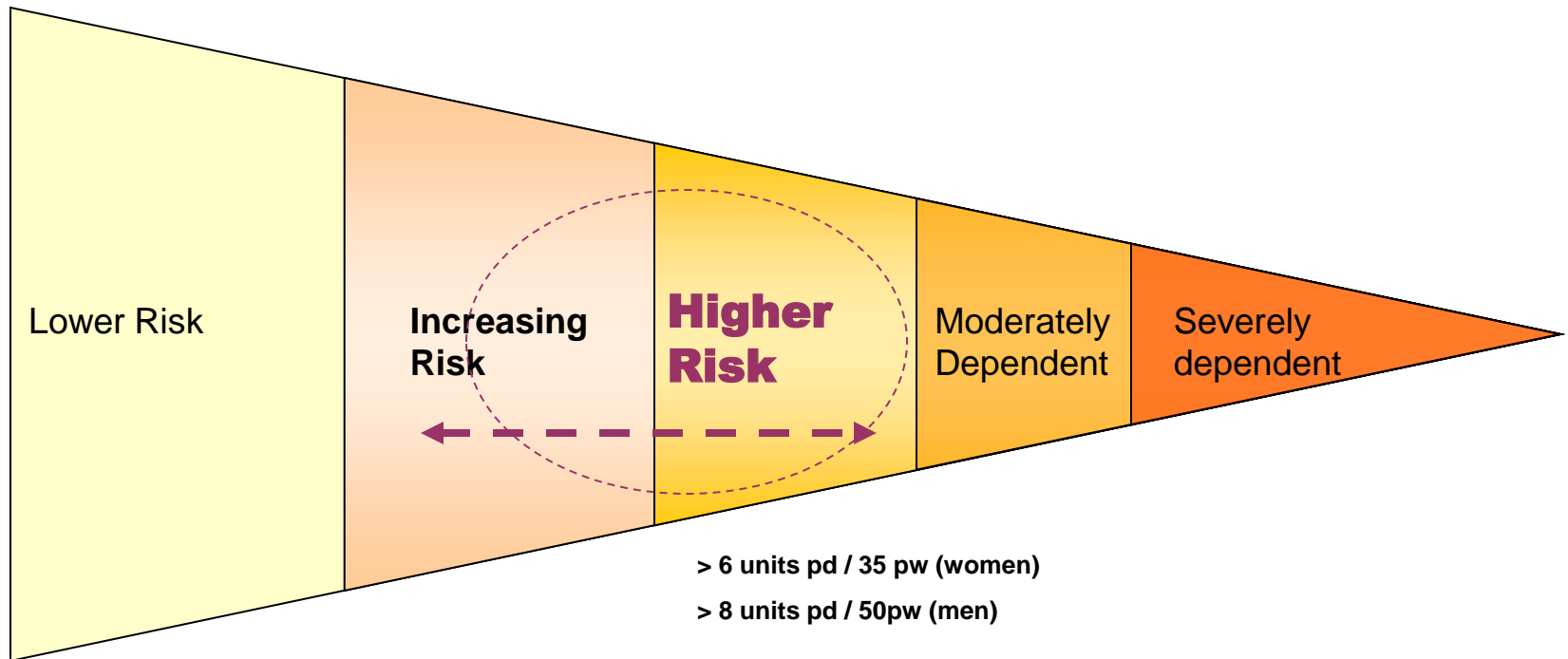
- Initial scoping
  - Epidemiological evidence; clinical expertise and experience; consumer research and industry studies
- Stakeholder involvement
  - From across the sector
- Pricing and promotions review
  - a separate, parallel investigation
- Supplementary ethnographic research
  - social context



- Segmentations, propositions, messaging and interventions to effect voluntary behaviour change

# Our current understanding

## A continuous scale



- Estimated 10 million men and women drinking above lower risk levels

# “Lower-risk” drinkers on the surface...

Drink to have fun, socialise and to relax

Don't drink to get drunk (not “binge” drinkers)

In control of their consumption

## ...passionate ambassadors for alcohol

Seamless and integrated part of *everyday* life

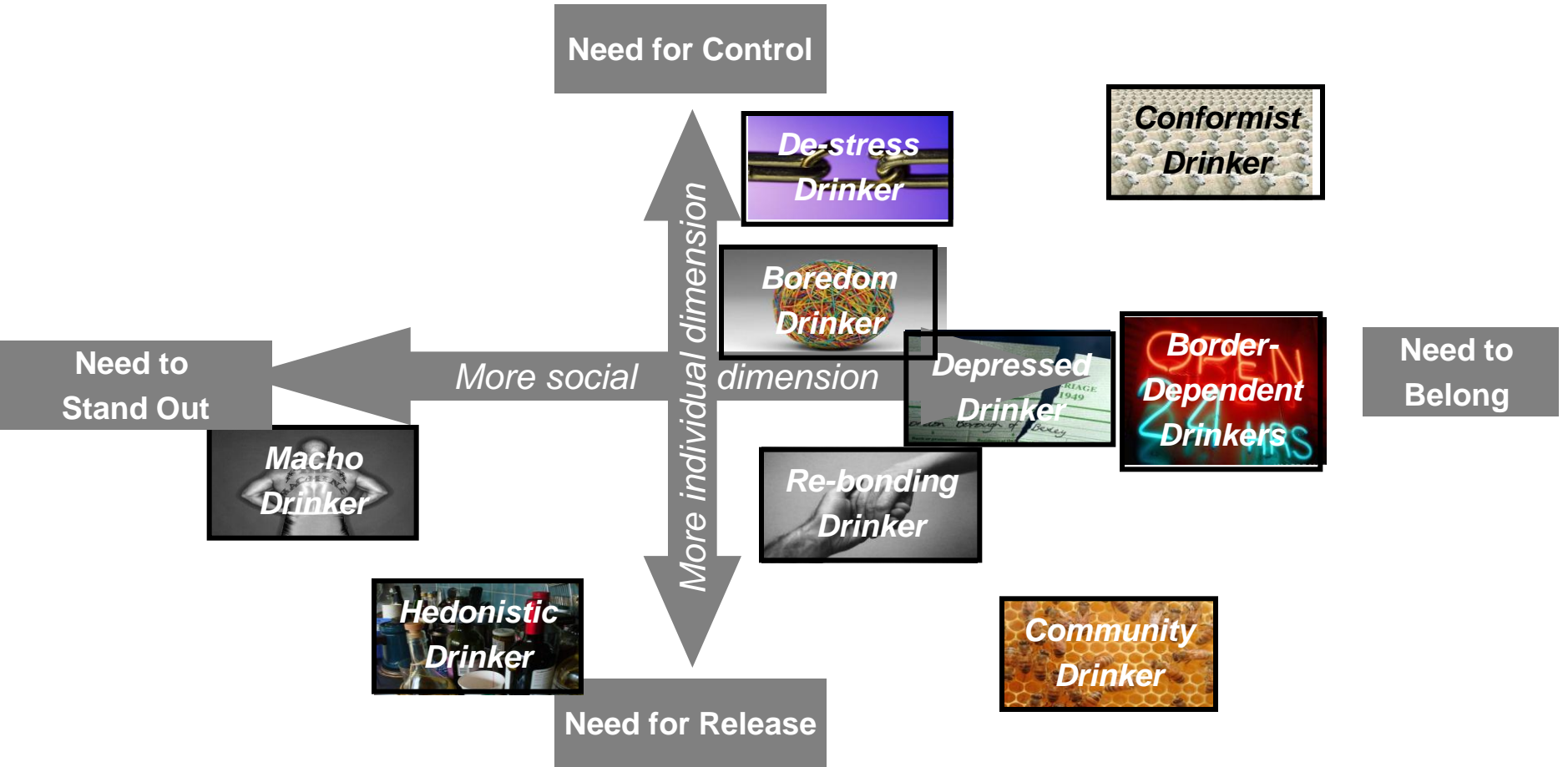
Adamant belief their drinking is normal

Drinking is part of their identity

Disassociated from negative consequences

(Subconscious) belief that alcohol gives them control over their lives

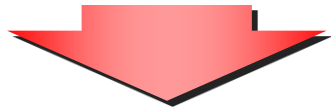
# Plotting the segments



# Developing the social marketing strategy

## A parallel approach

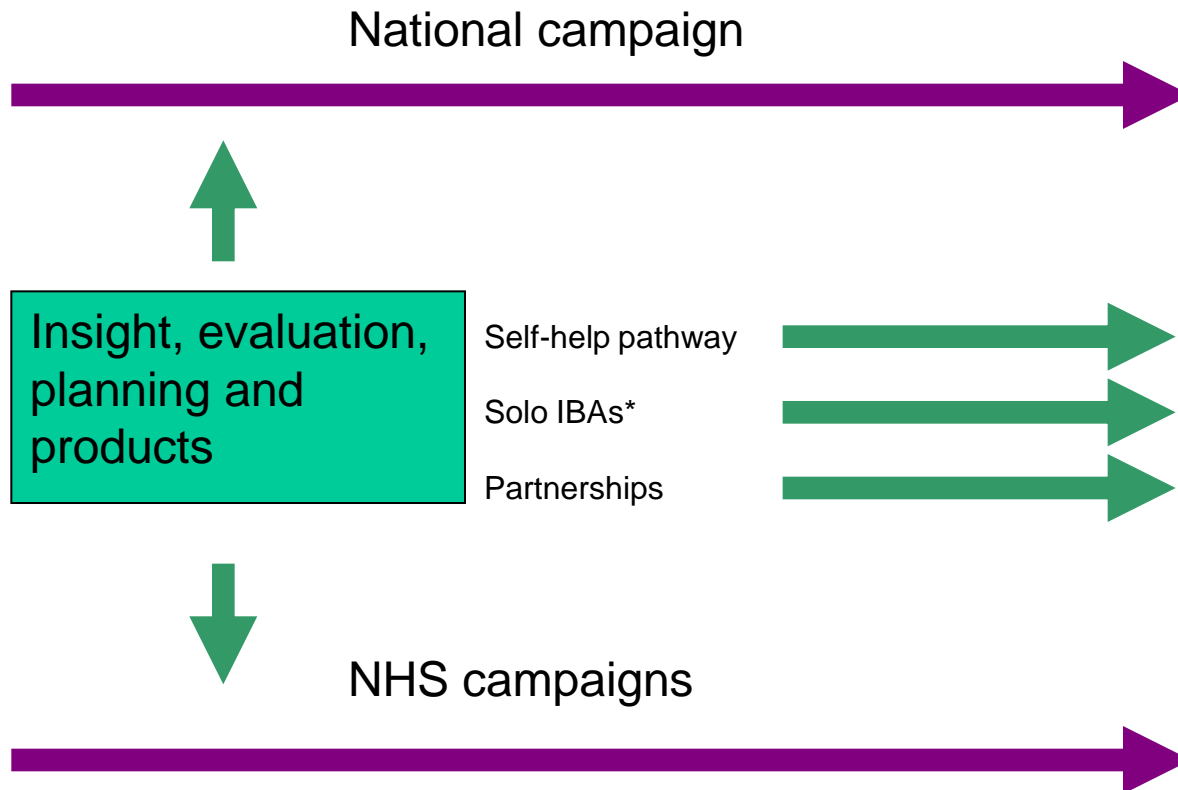
- “Why cut down”
- “How to cut down”



- Terminology to reflect risk
  - Lower risk; Increasing risk; Higher risk
- Messaging to achieve cut-through
  - relevant and “newsworthy” health messages, eg cancer
- Identification and Brief Advice (IBA)
  - established clinical best practice
  - the basis for self-help mechanisms
- Regular and robust measurement

# Achievements since May 2008

- Units campaign
- New terminology
- Promotion of IBAs to GPs
  - including support material
- & **virtually**:
- DrinkCheck web site
- Expansion of the Drinkline telephone helpline service
- Pilot acquisition campaign
  - North West of England, East Mids
- support**
- Self-help manual: *Your drinking and you*
- Development of stakeholder channels
  - website, action days, and shared learning



*\*Both to public and through NHS, multiple channels*

## 2009

- DCSF refresh
- June conference
- Establish ALC Knowledge Management hub
- Publish social marketing toolkit
- Survey SM activity in NHS
- Plan, develop and implement 09/10 plans
- Alcohol Awareness Week

## 2010

- February conference, refresh, Toolkit 2
- Launch of NHS segmentation & evaluation tools
- Enriched Customer Relationship Management
- New materials to support NHS social marketing
- Exploration of piggy-back vehicles, eg C4L, NGOs
- Fresh strategy to enhance delivery of IBAs in NHS

## High/Medium drinking more prevalent in higher social grades.

- In total there are five and a half million high or medium drinkers, over 40% of whom drink everyday.
  - Around half of the people who drink everyday are drinking at high or medium levels.

Demographic breakdown of high/medium drinkers:  
Estimated population sizes – Adults in England

		High/Medium		Everyday High/Medium	
		Est Population (Millions)	%	Est Population (Millions)	%
	Total	5.5	-	2.4	-
Sex	Male	2.5	45%	1.3	53%
	Female	3.0	55%	1.1	47%
SEG	AB	2.1	37%	1.1	45%
	C1	1.5	27%	0.6	27%
	C2	1.0	18%	0.4	14%
	D	0.7	12%	0.2	10%
	E	0.3	5%	0.1	5%
Age	35-44	1.8	33%	0.6	26%
	45-54	1.7	30%	0.7	27%
	55-64	1.2	21%	0.6	25%
	65-74	0.6	12%	0.4	16%
	75+	0.2	3%	0.1	5%

Source: GB TGI 2007 Q2 (January 2006 - December 2006)  
Red type indicates this cell has an index of >120 compared to all 35+ year olds, green type indicates an index of <80

- Differences between males and females are slight.
- The ABC1 social grades comprise 2/3rds of everyday high/medium drinkers.
- Generally high/medium drinking is prevalent across social grade, with the exception of Es who are under-represented.

## *In-home vs. out-home drinking varies by sex and social grade.*

- Despite forming similar proportions of High/Medium and Everyday High/Medium drinkers, males and females have different consumption patterns:
  - In-home drinking dominates for all groups, comprising between half of drinking occasions (C2DE males) and 80% of drinking occasions (ABC1 females)
  - However, High/Medium drinking males drink outside the home at least twice as frequently as females.
  
- In line with their higher levels of consumption, ABC1 males and females are more likely to drink in-home everyday than their C2DE counterparts.
  - This drinking pattern reflects marked variation in the alcohol products consumed.

# Demographics and drink type preferences

- High/Mid drinkers consumption across product categories varies markedly by sex, social grade and age:
- Wine drinking is more pronounced amongst females and in the AB social grades
- Lager consumption is most marked in those aged 35-54, males, and those in the C2 and D social grades
- Bitter consumption is almost exclusively male, biased away from the AB social grades and most pronounced in those aged 55-64.

Demographic breakdown of high drinkers by alcohol type:  
 – Adults in England 35+

		Alcohol Type				
		High Lager	High Draft Lager	High Bitter/Stout	High Draft Bitter/Stout	Mid Wine
	Population	456,000	384,000	154,000	140,000	3,805,000
		%	%	%	%	%
Sex	Male	82	82	95	96	29
	Female	18	18	6	4	71
SEG	AB	14	14	19	20	46
	C1	24	24	32	30	29
	C2	31	29	21	19	14
	D	21	23	21	23	8
	E	9	10	7	8	3
Age	35-44	40	42	23	22	31
	45-54	37	32	26	27	30
	55-64	15	17	38	39	21
	65-74	7	8	11	10	13
	75+	<1	<1	2	2	4

Source: GB TGI 2007 Q2 (January 2006 - December 2006)  
 Red type indicates this cell has an index of >120 compared to all 35+ year olds, green type indicates an index of <80

*High/Mid drinkers have a shorter-term focus, take more risks, and are more likely to worry about work while at home.*

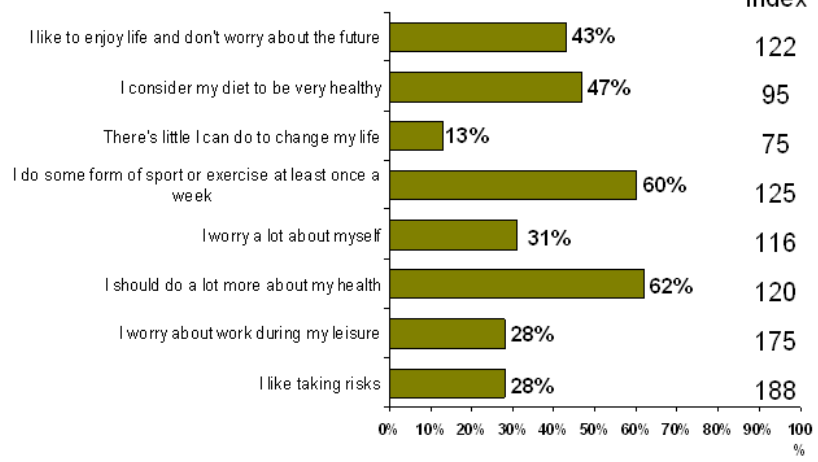
## Health related attitudes

- Compared with their low drinking peers all demographic groups have similar characteristics. They are more likely to agree:
  - I like to enjoy life and don't worry about the future
  - I like taking risks
  - I worry about work during my leisure
  
- Other indicators are positive and suggest that high/medium drinkers are actually more likely to be engaged with their health than low drinkers:
  - They are less likely than their peers to believe that there is little they can do to change their life, which may suggest that poor self-efficacy is neither a driver of drinking behaviour nor a barrier to behaviour change
    - It should be noted that although positive when compared with their peers, C2DEs are more likely to feel that there is little they can do to change their life than ABC1s
  - They are more likely than their peers to claim to be exercising regularly
  - They are more likely to be engaged with their health, feeling that they should be doing a lot more about it than they are.

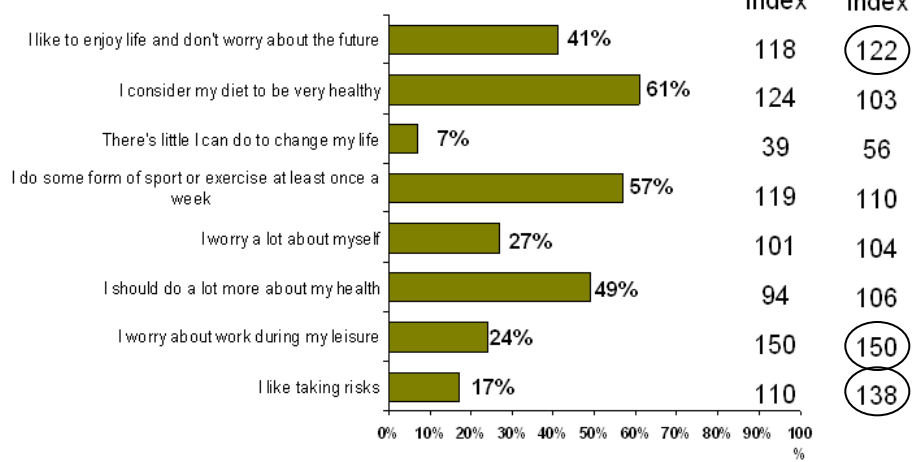
# Health related attitudes

% agreeing with statement

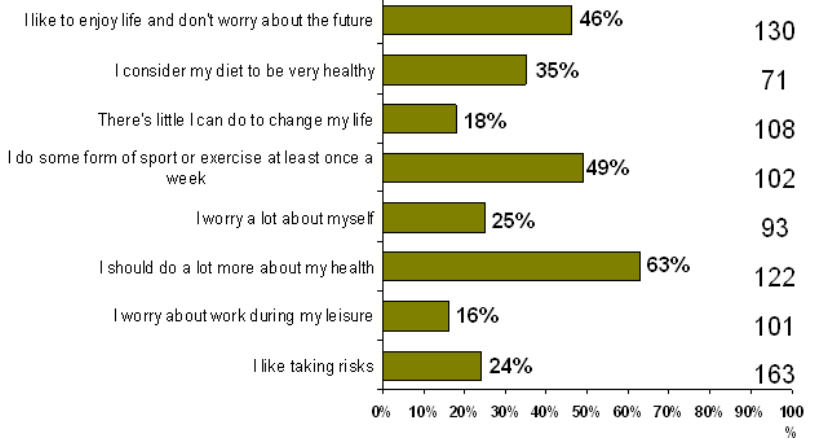
## High/Mid ABC1 Males



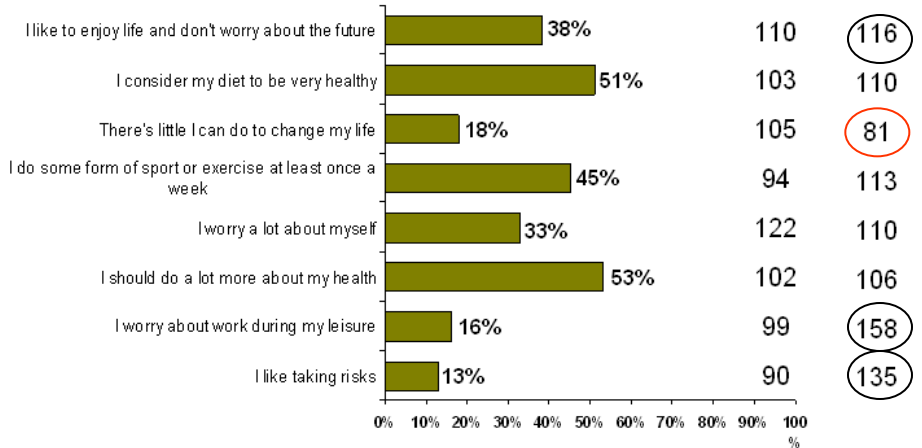
## High/Mid ABC1 Females



## High/Mid C2DE Males



## High/Mid C2DE Females



- Total index figure represents High/Mid drinking group index vs. 35-74 population
- Peer index figure represents High/Mid drinking group index vs. peer population (e.g. ABC1 Males).
- Peer index is more valuable measure, as it eliminates class bias

Source: GB TGI 2007 Q2 (January 2006 - December 2006). Base: Adults in England 35+.

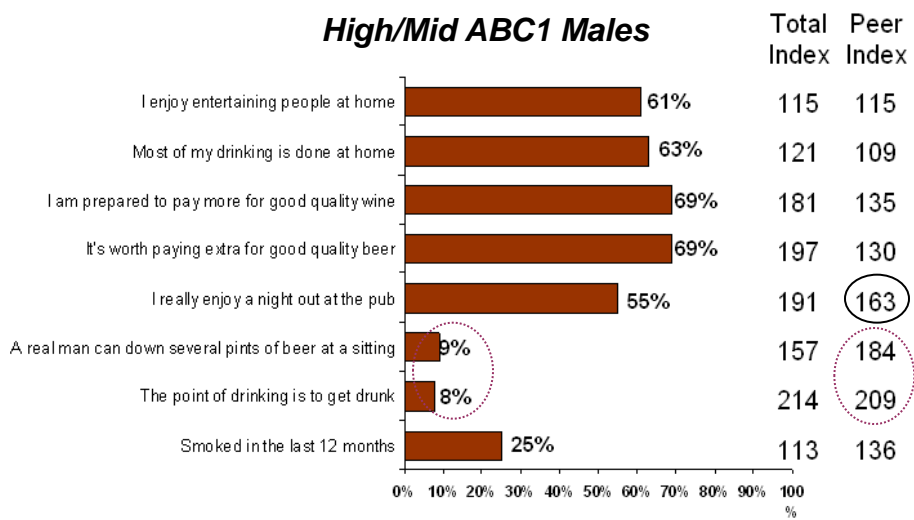
## Attitudes towards alcohol and socialising

- As would be expected, high/medium drinkers have stronger views on alcohol than other groups. They take an interest in the quality of what they drink and say they are prepared to pay extra to improve quality.
  - Although (other than ABC1 Females) they are more likely than their peers or the general population to agree that the point of drinking is to get drunk or that a real man can down several pints of beer at a single sitting, these potentially negative attitudes are not widespread and do not drive behaviour.
  
- Reflecting the high frequency of their drinking, high/medium drinkers are more likely to agree with statements which suggest that alcohol is a valued part of their lifestyle. They high levels of agreement that:
  - I enjoy entertaining people at home
  - I really enjoy a night out at the pub
    - Although all are more likely than their peers to agree with these statements, there are differences in emphasis across the different demographic groups: males being more likely to enjoy a night out in the pub than females, ABC1s more likely to enjoy entertaining people at home than C2DEs.
  - High/Mid ABC1 Males index very highly on the statement 'The point of drinking is to get drunk'. However, it is still a small proportion - 8% - of this group in total.

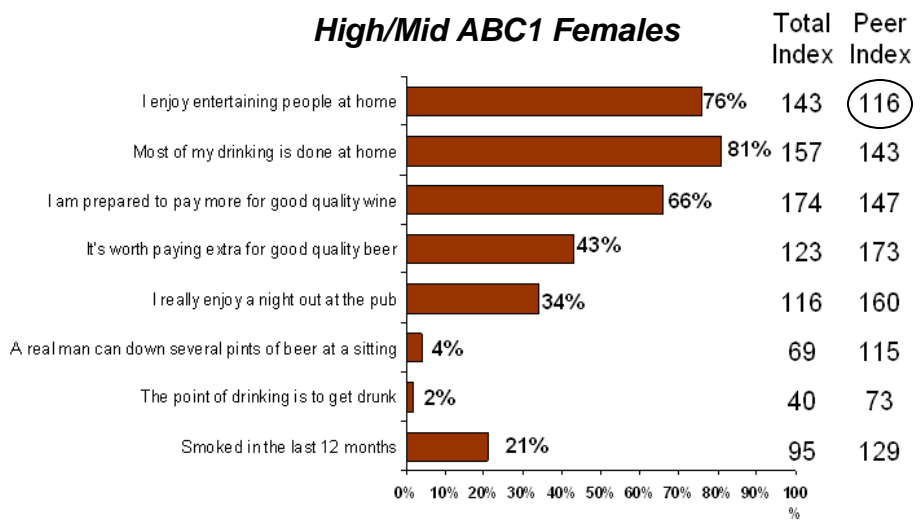
# Attitudes toward alcohol

% agreeing with statement

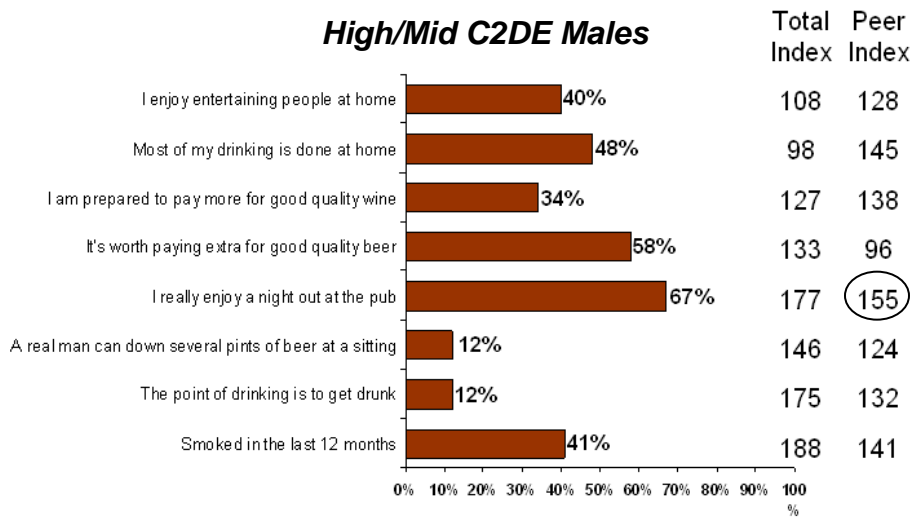
## High/Mid ABC1 Males



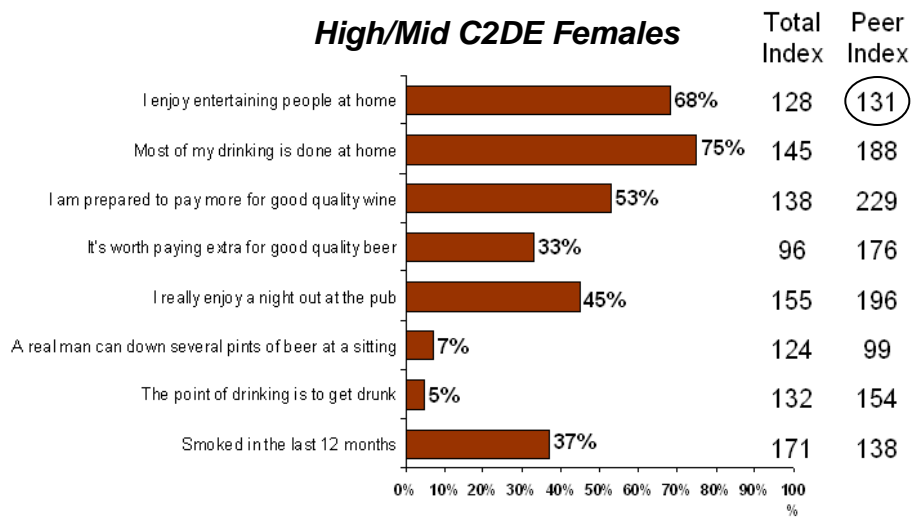
## High/Mid ABC1 Females



## High/Mid C2DE Males



## High/Mid C2DE Females



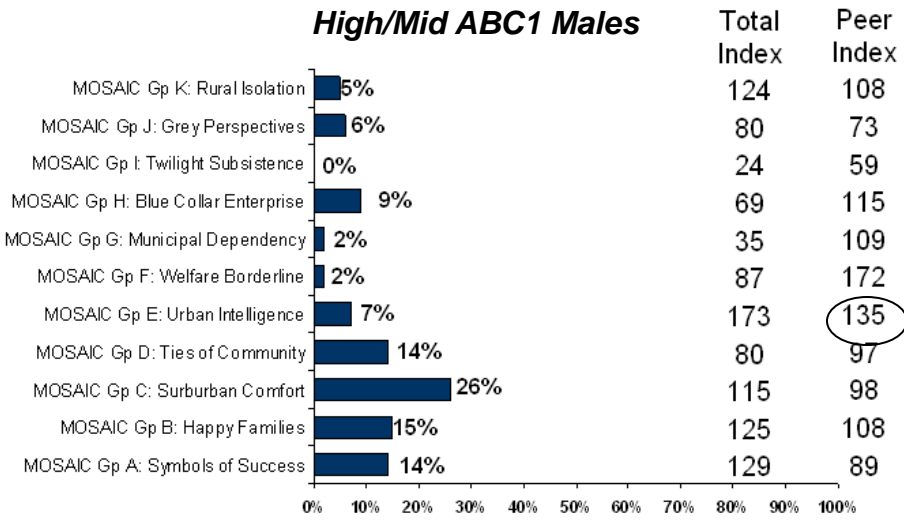
Source: GB TGI 2007 Q2 (January 2006 - December 2006). Base: Adults in England 35+.

## Geo-demographic characteristics

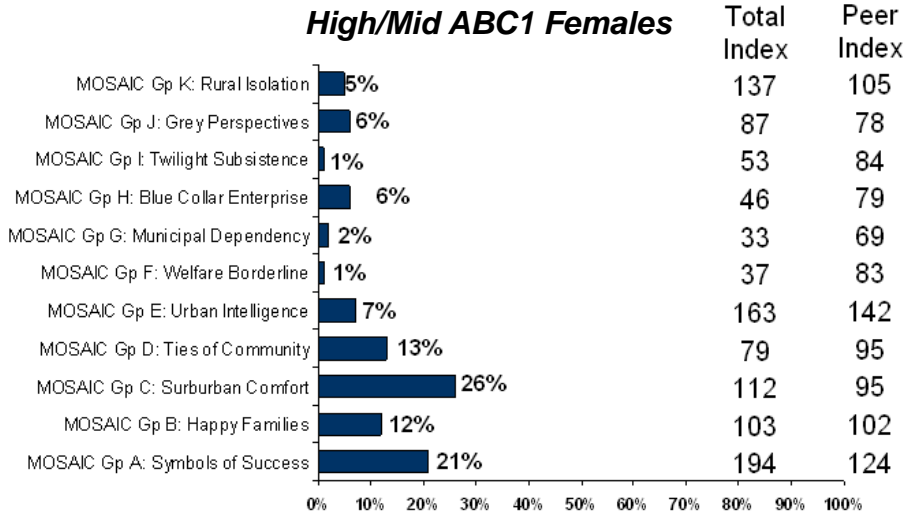
- Generally, the geo-demographic profile of high/medium drinkers shows only slight variation from that of their peers.
  - ABC1 males are slightly younger and less affluent than would be expected, while ABC1 females are slightly younger and more affluent.
    - ABC1 males and females are more likely to belong to the 'Urban Intelligence' category, which has a young profile
  - C2DE males and females are more likely than their peers to belong to the 'Happy Families' category, but again males index more highly than their peers on less affluent groups, whereas females may be more affluent than their low drinking peers.
  
- Descriptions of high-indexing MOSAIC types are in Annex 4

## Distribution across Mosaic groups

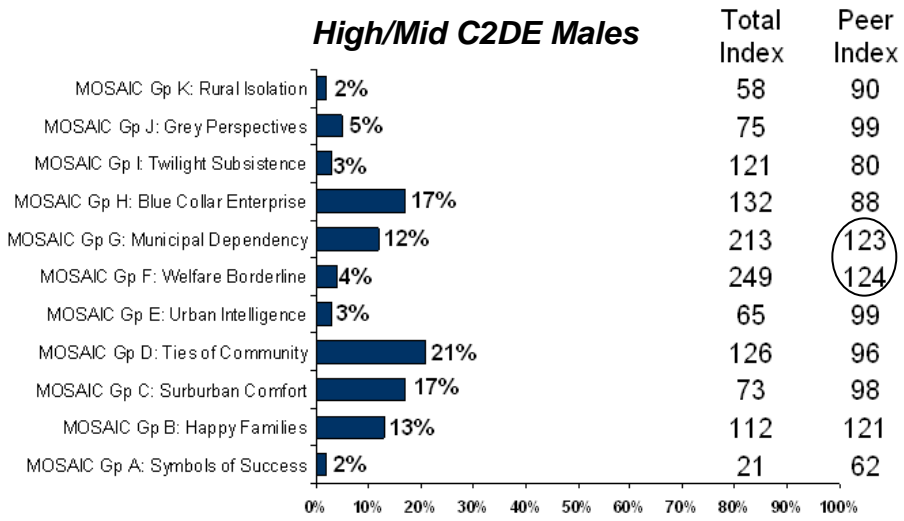
### High/Mid ABC1 Males



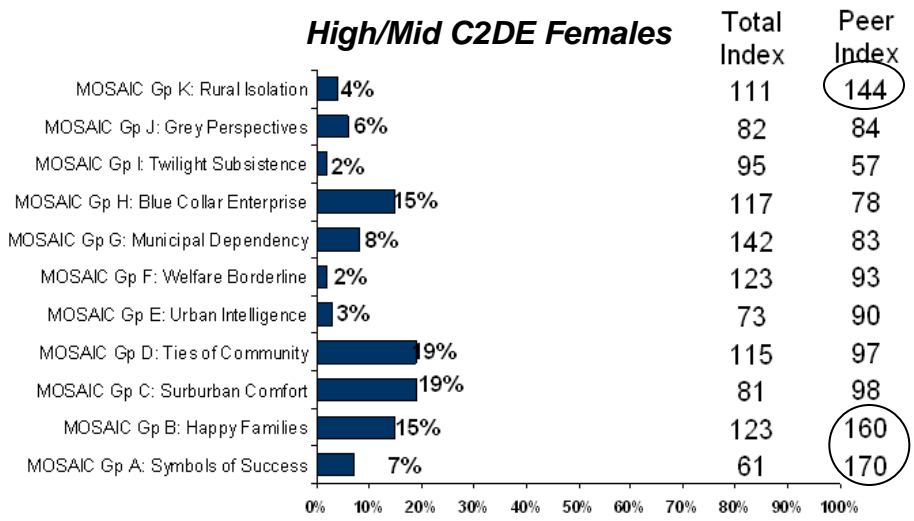
### High/Mid ABC1 Females



### High/Mid C2DE Males



### High/Mid C2DE Females



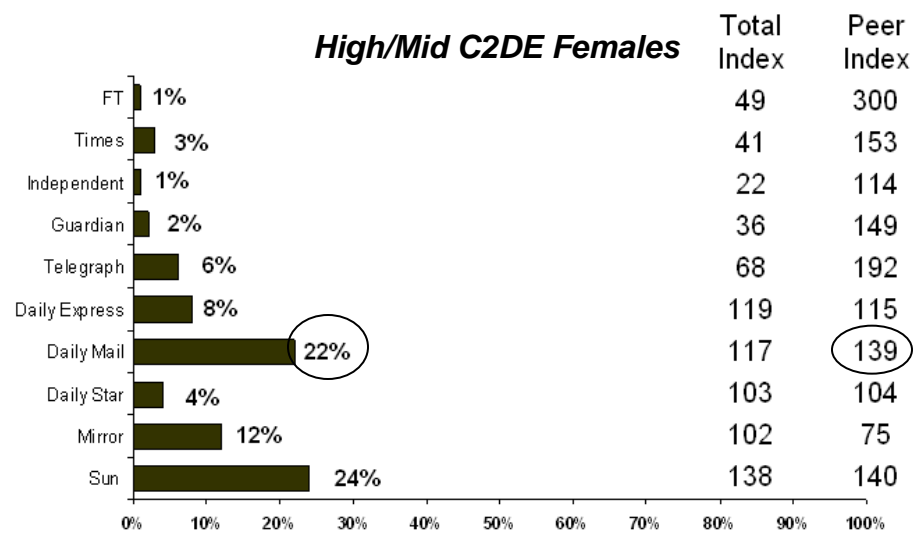
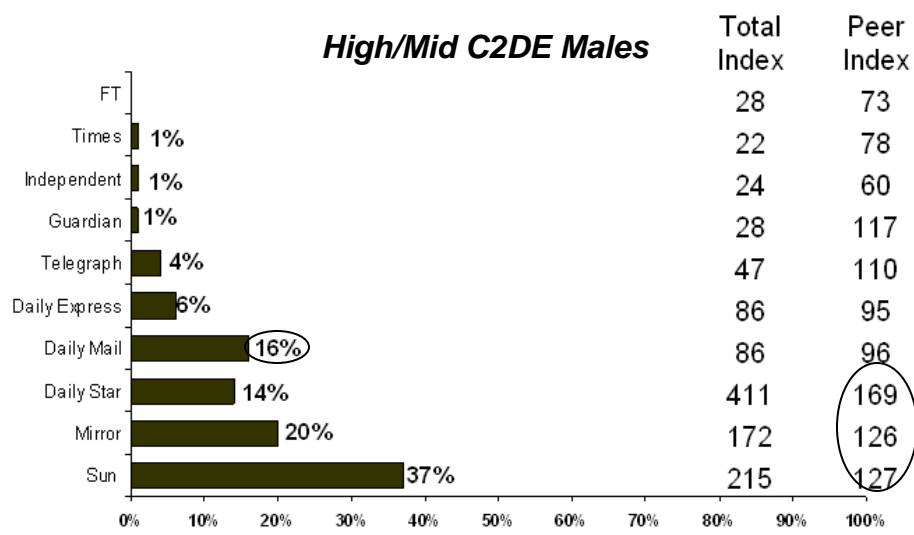
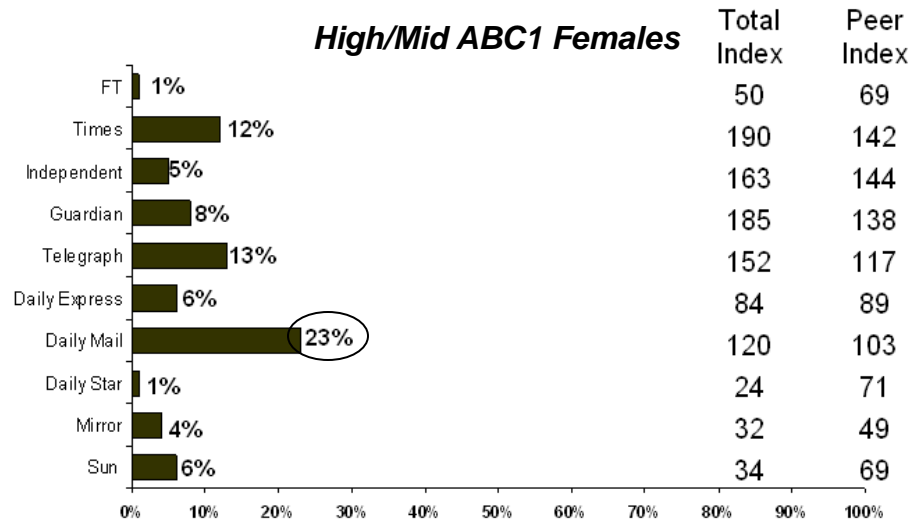
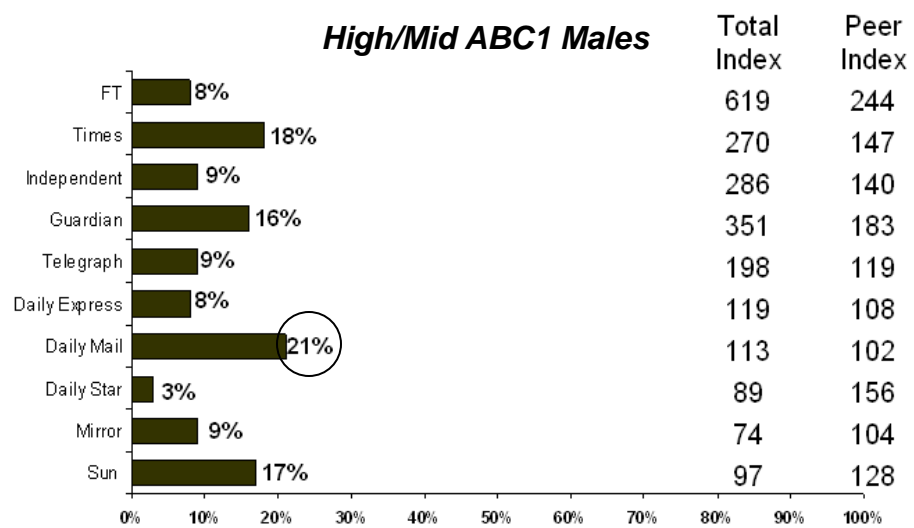
Source: GB TGI 2007 Q2 (January 2006 - December 2006). Base: Adults in England 35+.

*All, except C2DE Males, are more likely to be broadsheet readers.*

- ABC1 males and females, and C2DE females, are more likely to be broadsheet readers than their peers:
  - Although, the Daily Mail is the most consistently well read newspaper across all of these groups
- C2DE males, on the other hand, have higher 'red top' readership than their peers.

# Newspaper Readership

% almost always or always reading newspaper



Source: GB TGI 2007 Q2 (January 2006 - December 2006). Base: Adults in England 35+.  
CAUTION: SMALL BASE SIZES ON NEWSPAPERS WITH LOW READERSHIP

## Summary: Audience Segmentation

- Audience sub-groups are more clearly defined by their socio-economic status and their sex, than by attitudes. These factors influence:
  - Frequency of drinking
    - Higher in ABC1 groups than C2DE
  - Proportion of drinking occasions in-home v out-of-home
    - Males drink more frequently out-of-home than females
  - Kind of alcohol consumed
    - Wine consumption higher amongst Females and ABC1