



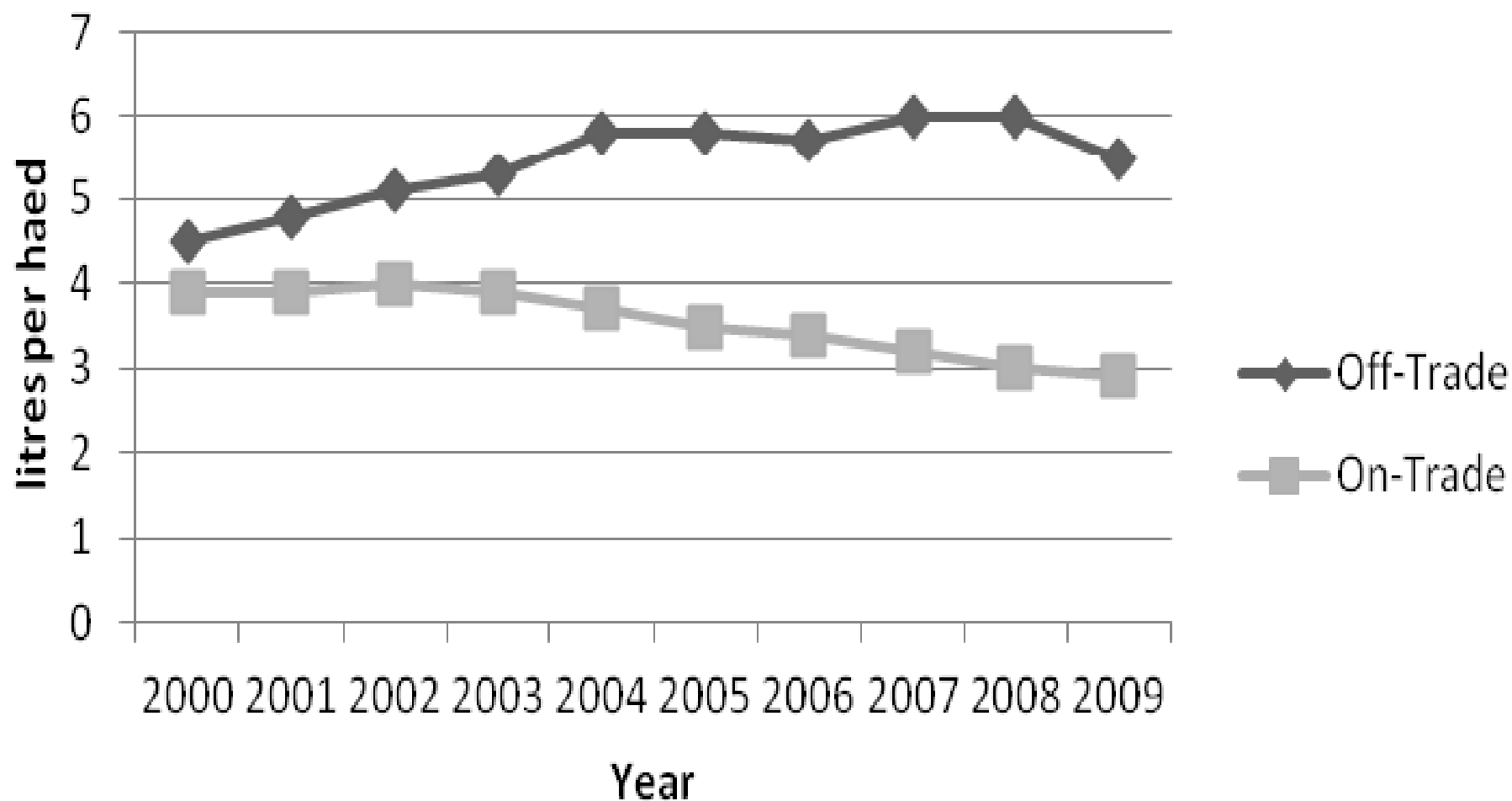
Reasons for Home Drinking in the UK an Internet Survey

Dr John Foster

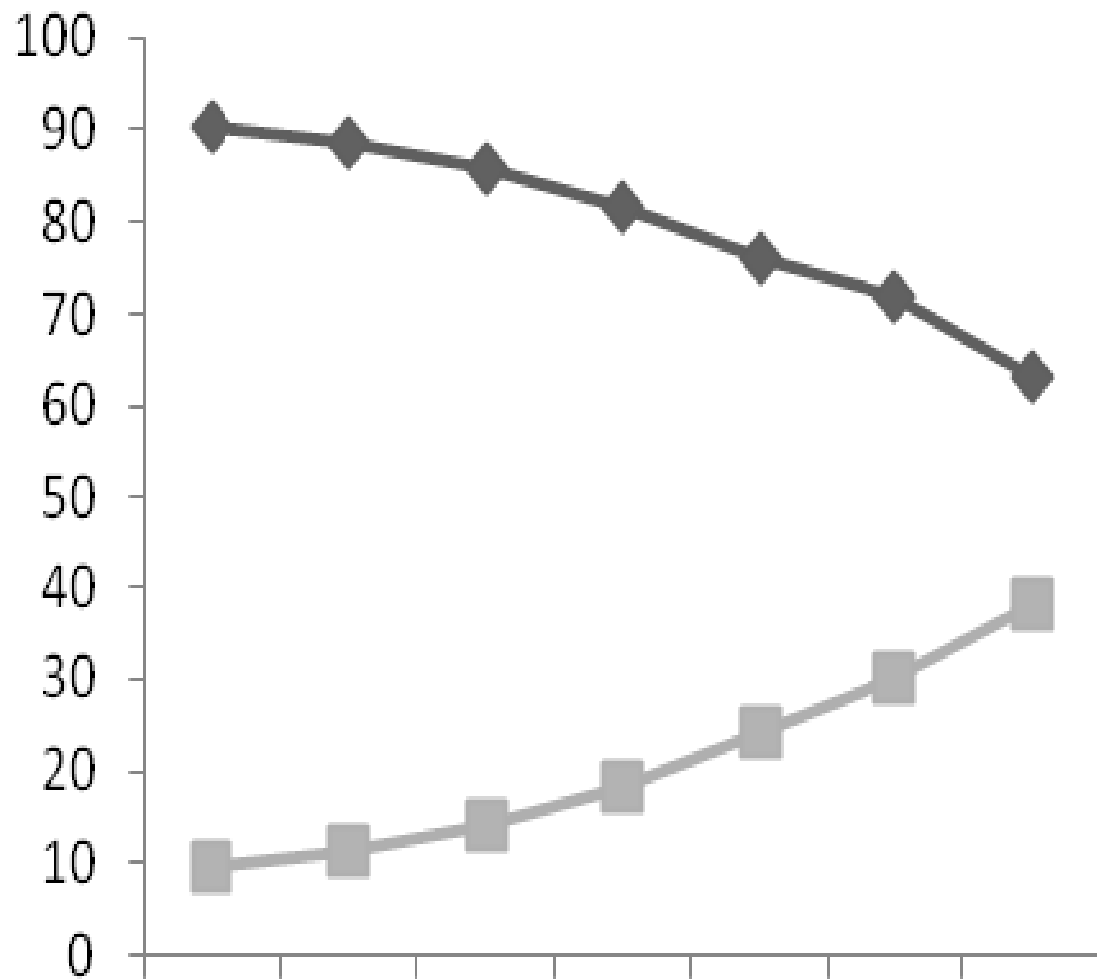
October 2015



Figure 1: UK Consumption of Alcohol: 2000-2009: On v Off-Trade.



% of UK Beer Sales.



◆ On-Sales
■ Off-Sales

1971/75
1976/80
1981/85
1986/90
1991/95
1996/00
2001/05

Range of Years

Home Drinking

- Figures from the British Beer and Pub Association:
- Percentage of Alcohol consumed as off-sales: (Mainly supermarkets and off-licences)
- 2000: Total 53% 2013 77%: **Increase 24%:**

Beverage Specific Trends in Off Sales:

- Beer: 2000: 34%: 2013: 49%: **Increase 15%**
- Wine: 2000: 88%: 2013: 89%: **Virtually Unchanged**
- Cider: 2000: 51%: 2013: 62%: **Increase 11%**
- Spirits: 2000: 71%: 2013: 78%: **Increase 7%**
- RTD: 2000: 37%: 2013: 60%: **Increase 23%**

Main Study Methodology

- Multi-choice internet survey, drawn up by Dr. Foster and checked and modified by project statistician Swatee Patel, Professor Roslyn Corney and Colin Ferguson Research Assistant).
- Published online using SurveyGizmo software.
- Participants initially recruited from amongst University of Greenwich staff
- Contacted via email containing weblink in batches of 100
- Further participants recruited later using social media (Facebook and Twitter)

Number of Participants

- University of Greenwich (n=495, 94%)
- Facebook (n=11, 2%)
- Twitter (n=19, 4%)
- n=525 in total
- Response rate from University address book (26%).

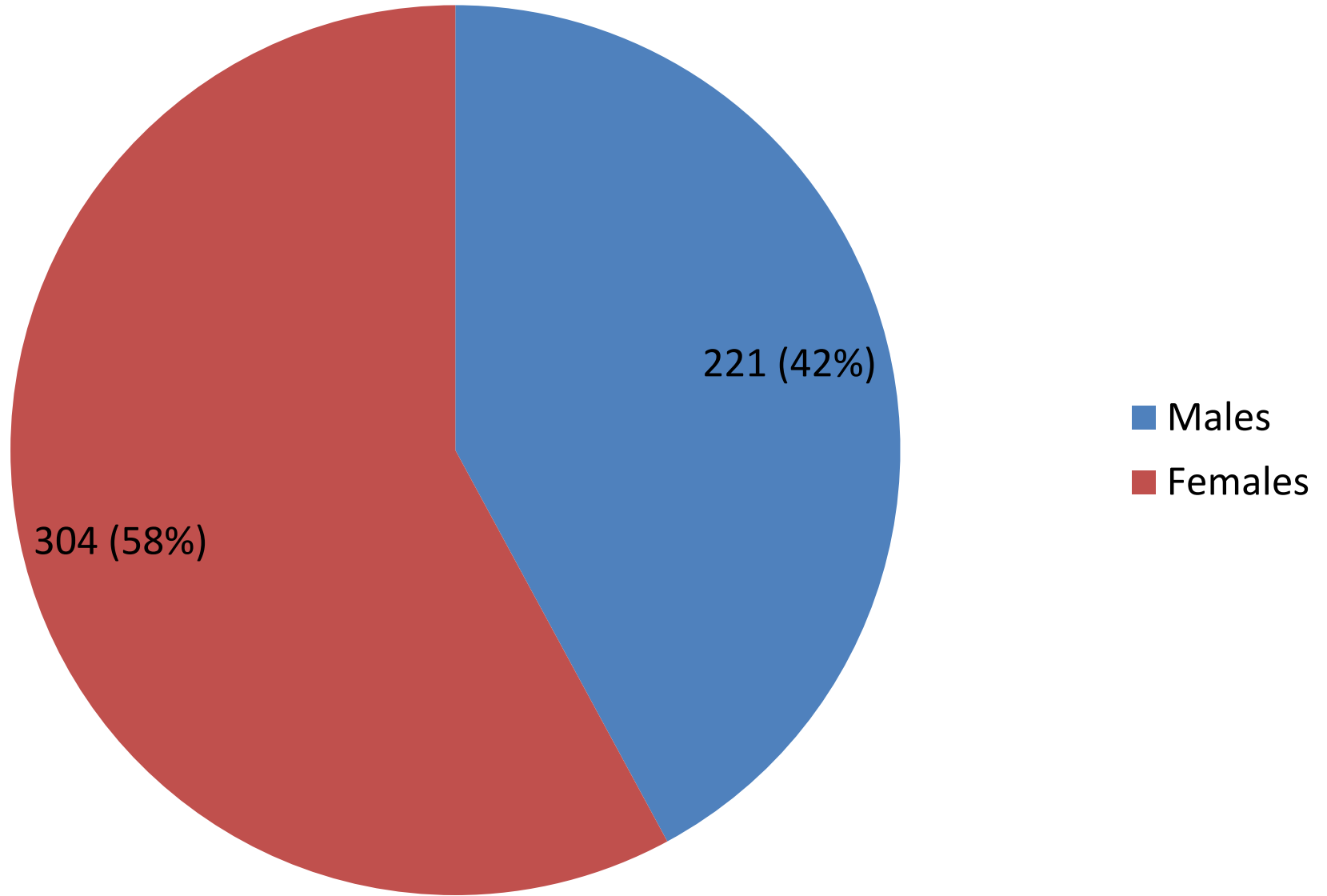
Survey Structure 1.

- Demographic information – age, gender, household makeup, income.
- System also logged country and city, and how participant was recruited
- Alcohol Use Dependency Identification Test (AUDIT) – a set of questions forming an international diagnostics to identify hazardous and harmful drinking behaviours

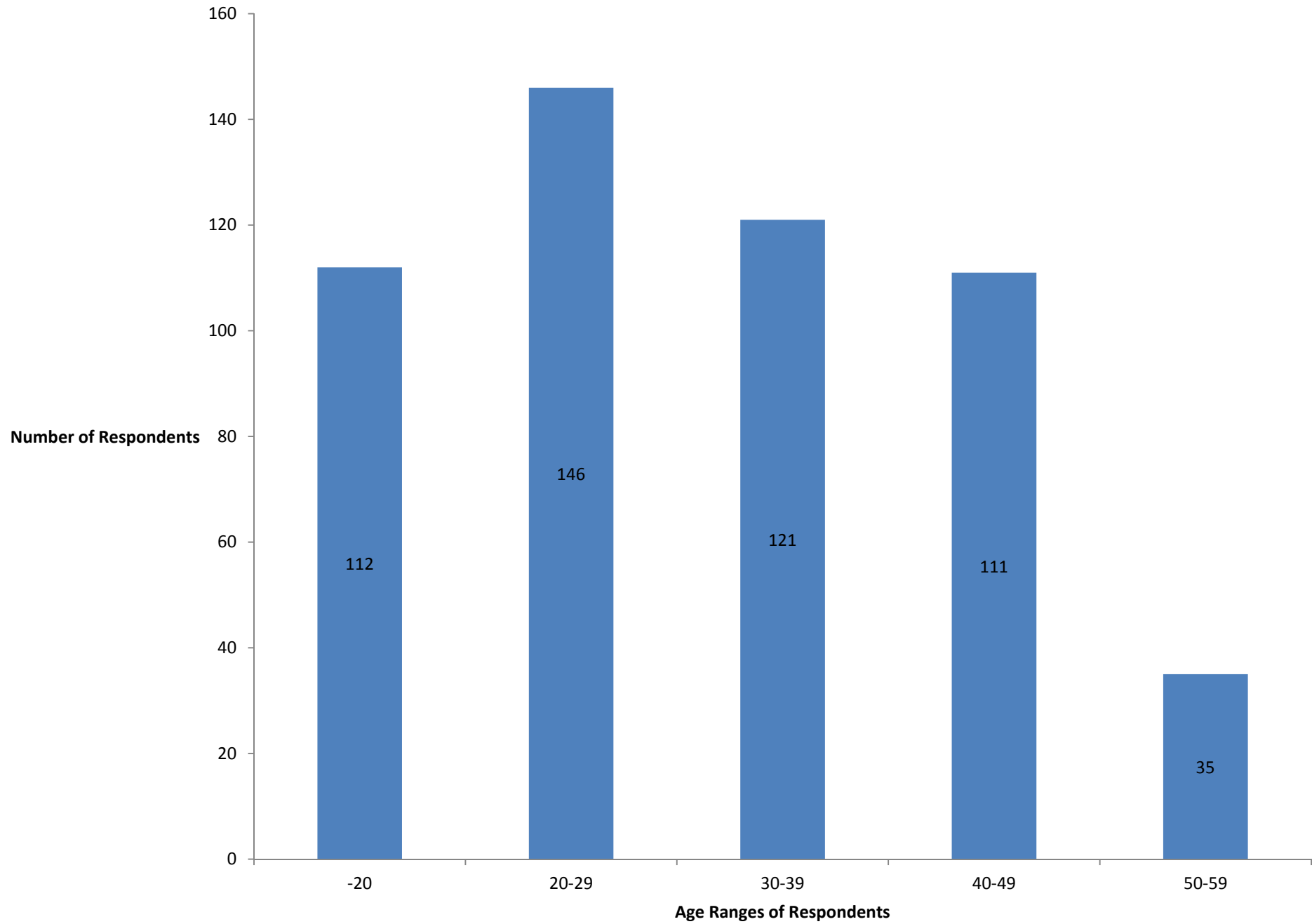
Survey Structure- Sub- Themes

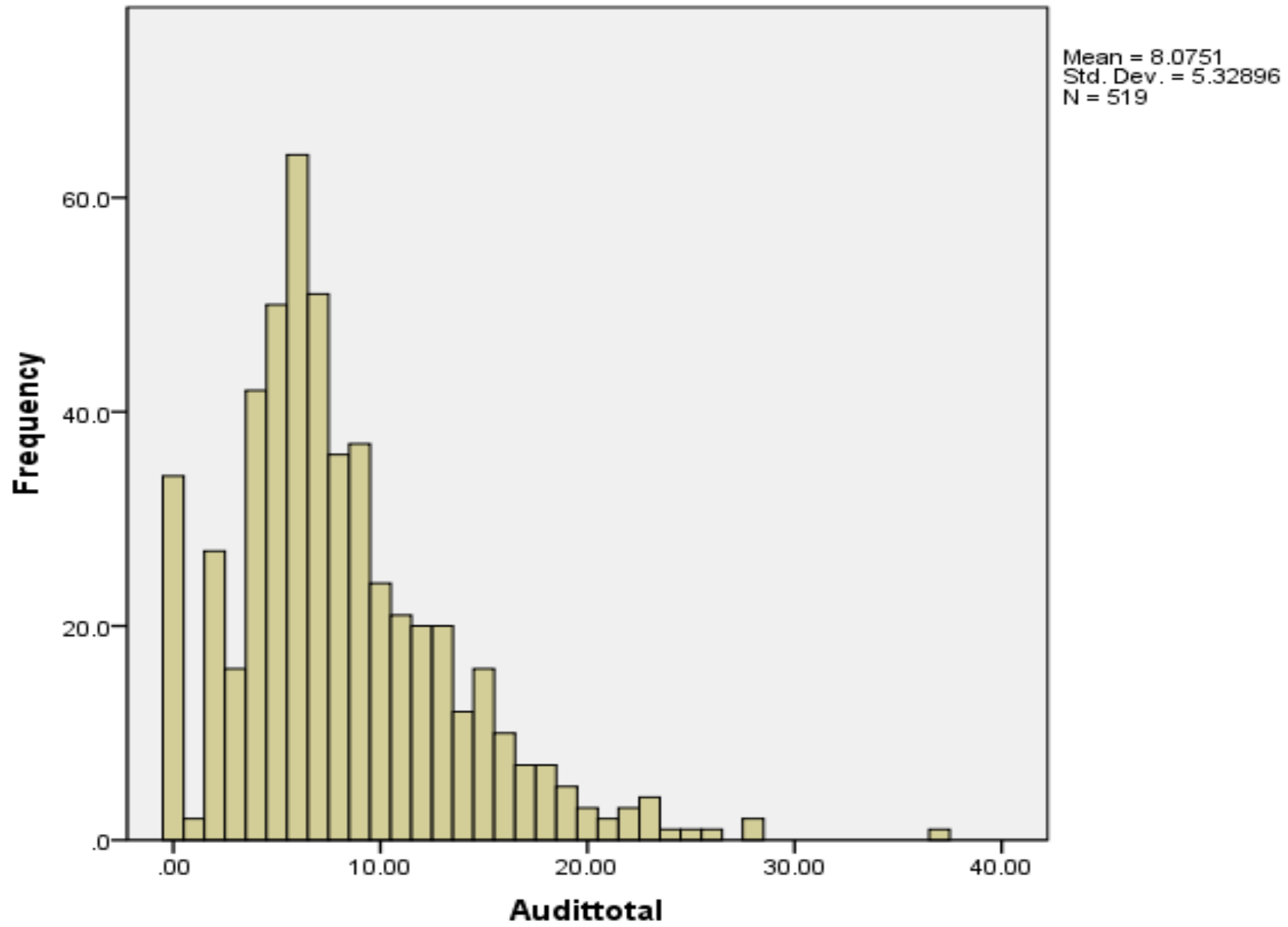
- Frequency and level of alcohol consumption
- Motivations for drinking at home
- Activities associated with drinking at home
- Alcohol purchasing behaviour
- Attitudes towards alcohol

Distribution of Male and Female Respondents



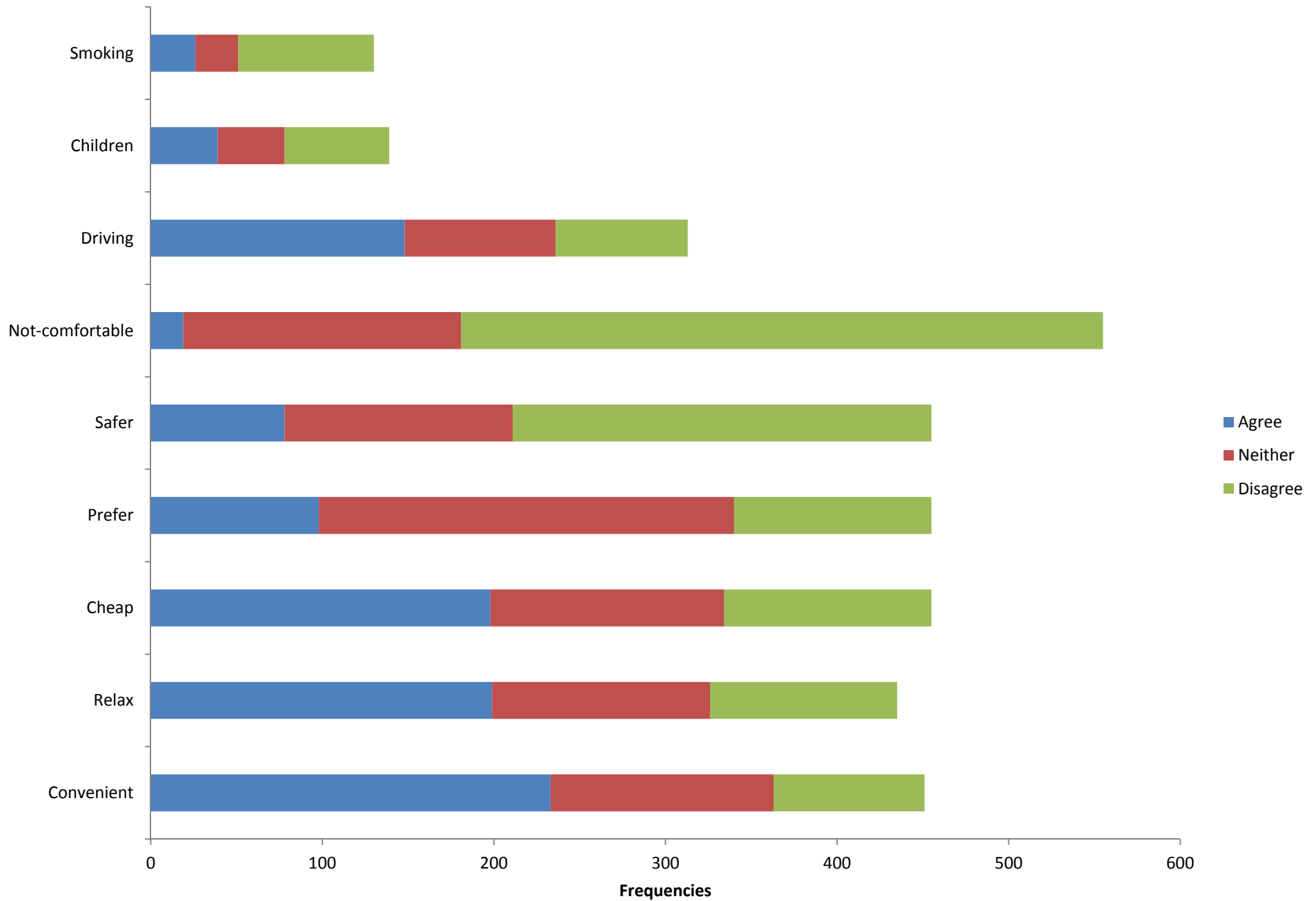
Age Ranges of Respondents



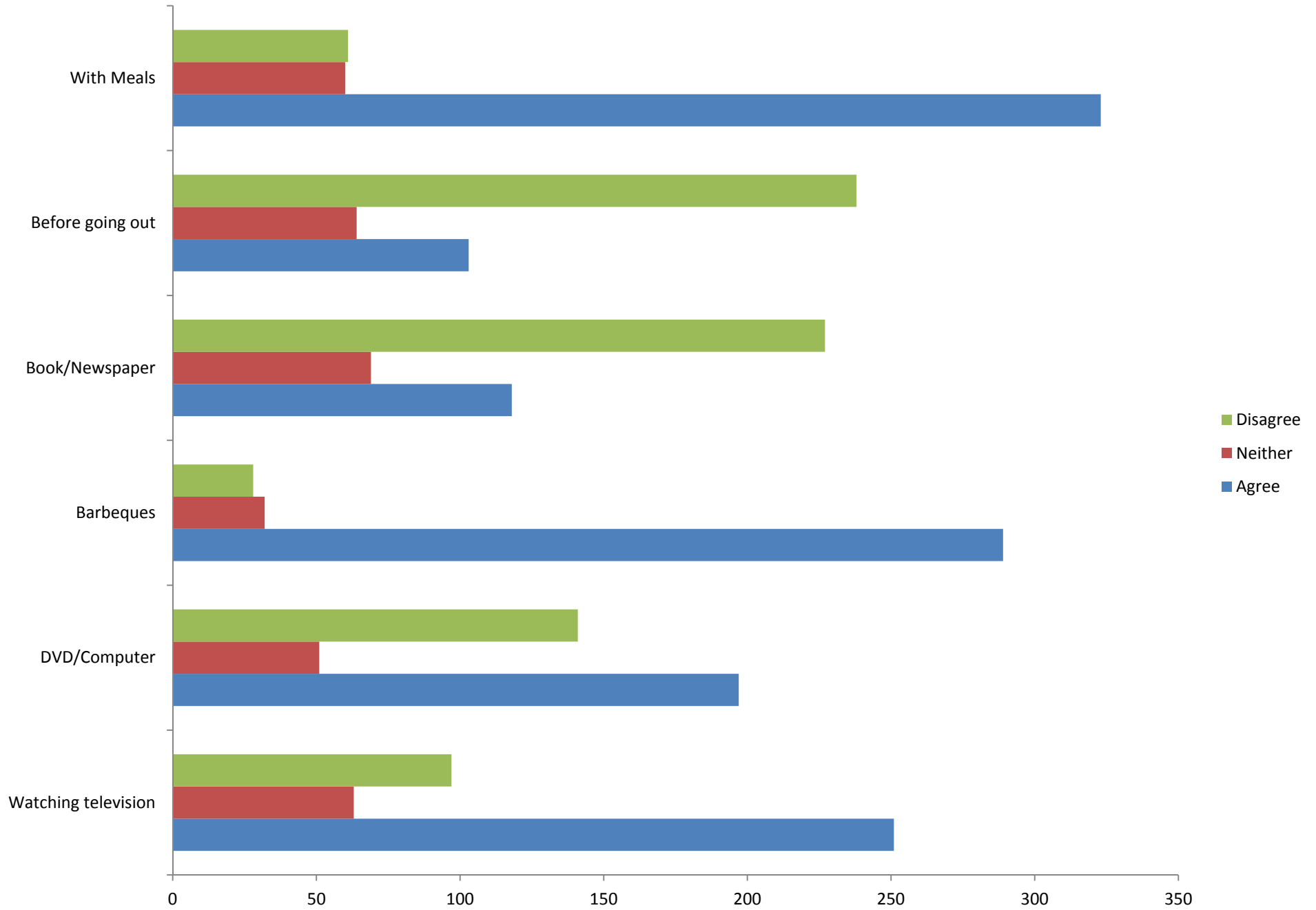


Mean AUDIT score = 8.1 Median = 7.0

Reasons for Home Drinking



Activities Accompanied by Alcohol



Summary Points 1

- This is largely invisible drinking and thus seen as non-problematic.
- The reasons given for home drinking revolved around cost, convenience and relaxation.
- In our sample very few considered pubs to be unsafe or uncomfortable
- In this sample smoking and having children was not a driver of home drinking

Summary Points 2

- There was a strong link between activities concerning eating and drinking alcohol at home. Meals and BBQs.
- Watching television and playing computer games was often accompanied by drinking alcohol
- In this group preloading was not a driver of drinking at home.

Next Steps 1:

- More analysis of the data to tease out trends relating to gender and age.
- **Foster JH**, Martin C and Patel S. The initial measurement structure of the Home Drinking Assessment Scale (HDAS) *Drugs Education Prevention and Policy*, (2015)
<http://informahealthcare.com/doi/abs/10.3109/09687637.2015.1047738>

Next Steps:

- PhD project looking at home drinking in women.
- Projects considering home drinking in UK student populations.
- Happy to talk about collaboration with European partners.
- J.h.foster@gre.ac.uk for copy of the presentation
- Thank you.