



Predictors of Hazardous Drinking among home drinkers in the UK

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Some Recent Data From Scotland:

- The trend for per capita consumption after falling for a number of years is now increasing.
- In 2015: 74% of alcohol sold in Scotland is sold in supermarkets and off-licences.
- Average Price per unit: Pubs Clubs Restaurants **£1.74 (1.93 Euros)** Supermarkets and Off Licences: **£0.52p (0.58 Euros)**
- NHS Scotland/Monitoring and Evaluating Scotland's Alcohol Strategy (*MESAS*) (2016)

Data from Sheffield University

- Suggests there are 8 different typologies of British drinking of the eight typologies ; six are explicitly related to home drinking occasions;
- “heavy drinking at home with a partner”,
- “Light drinking at home with a family”,
- “Get-together at someone’s house”,
- “drinking at home alone”,
- “Mixed location heavy drinking” and
- “Light Drinking at home with a Partner” (Ally et al 2016).

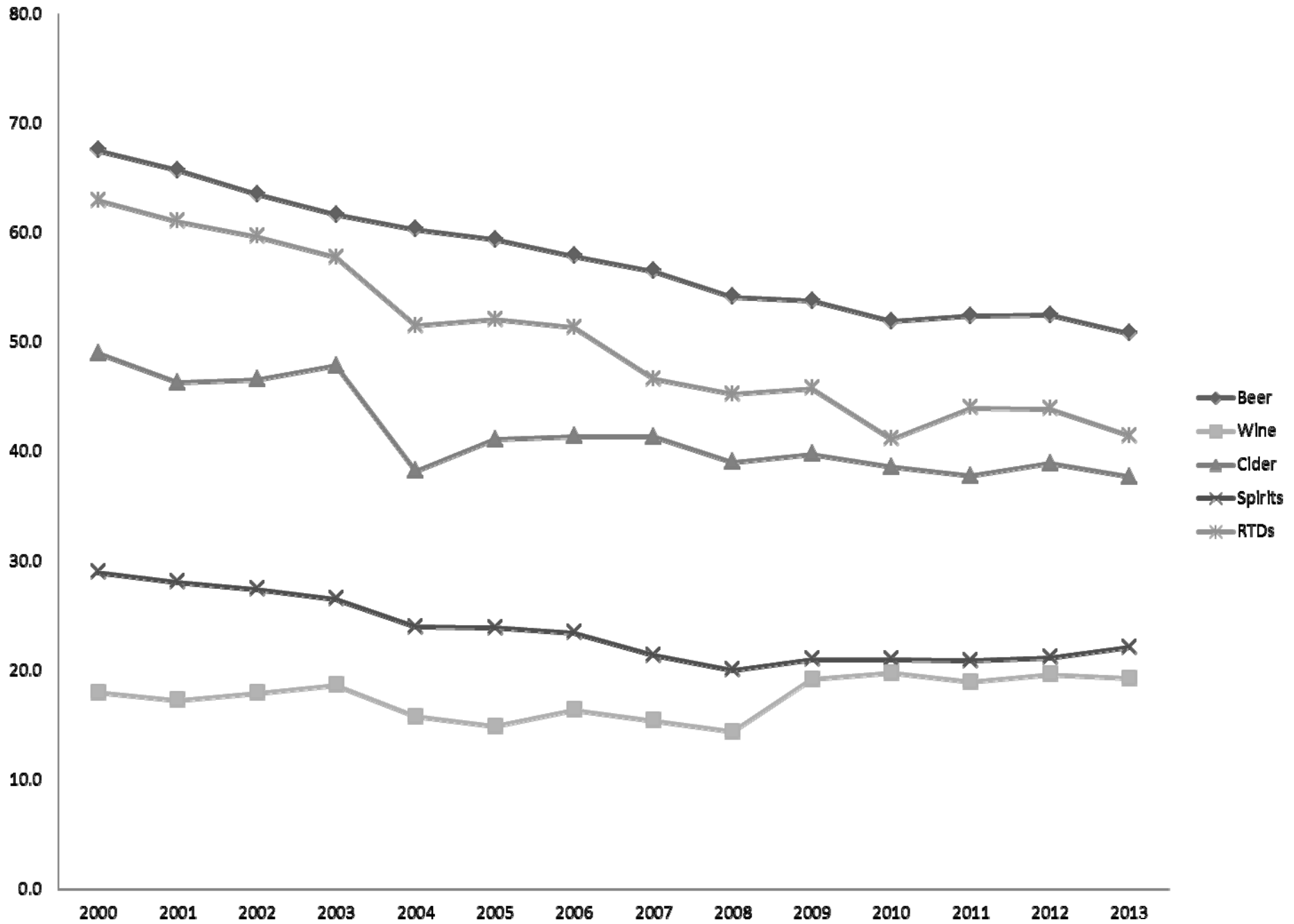




Home Drinking

- 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%:**

% of On Sales for Alcoholic Beverages in the UK 2000-2013



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

- Multiple-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

Number of Participants

- University of Greenwich (n=488)
- 458 Current drinkers and included in the analysis
- Response rate from University address book (26%).

Survey Structure 1.

- Demographic information – age, gender, household makeup.
- 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: AUDIT Cut-Off for Hazardous Drinking ≥ 6 Females; ≥ 8 Males:
- Motivations for drinking at home
- Activities associated with drinking at home
- Alcohol purchasing behaviour

Demographic Characteristics v AUDIT Scores

| Variable | Number (458) | Percentage | AUDIT Total Score Mean (SD) | p |
|---|-----------------|------------|-----------------------------------|-----------|
| Gender | | | | 0.107 |
| Female | 268 | 58.5 | 7.88 (5.37) | |
| Male | 190 | 41.5 | 9.53 (4.56) | |
| Age | | | | <0.001*** |
| <20 | 101 | 22.1 | 11.25 (6.27) | |
| 20 – 29 | 126 | 27.5 | 9.13 (4.98) | |
| 30 - 39 | 102 | 22.3 | 7.60 (3.85) | |
| 40 – 49 | 95 | 20.7 | 7.12 (3.63) | |
| 50 and over | 34 | 7.4 | 5.50 (2.35) | |
| Living situation | | | | <0.001*** |
| Alone | 88 | 19.2 | 8.16(5.73) | |
| Partner only | 165 | 36.0 | 8.52 (4.23) | |
| Partner/Other adult and children | 122 | 26.6 | 7.15 (3.64) | |
| Parents | 23 | 5.0 | 9.13 (3.70) | |
| Friends | 42 | 9.2 | 13.57 (6.83) | |

Variables associated with hazardous drinking: 1

- HD= AUDIT: Females ≥ 6 ; Males ≥ 8 :
- (n=286 62%) were HD:
- Significant Results: ($p \leq 0.05$)- Chi- Square or t tests:
- **Females more likely to be HD (63% v 37%)**
- Age: Those less than 20 were HD: When 40 or above less likely to be an HD.
- **Living with a Partner/other adult and children associated with HD**
- **Living with friends associated with HD**

Variables associated with hazardous drinking: 2

- Drinking Alone was associated with HD
- Watching TV, DVD, computer games or reading books associated with HD
- Preloading associated with HD:
- Drinking for 1 day or less at home per week not associated with HD: Drinking 4 days or more and especially drinking at home every day associated with HD

Variables associated with hazardous drinking: 3

- Buying alcohol in an off –licence, part of weekly shopping and for home parties all associated with HD.
- Drinking at home because it helps “you relax”, “is convenient” and “cheaper than drinking out” and “having children” all associated with HD.

Logistic Regression (1) Significant Results: Model Fit 0.633: $R^2 = 0.58$

| Variable | HD: Yes or No: | |
|--|----------------|-------------|
| | OR | 95% CI |
| Gender (Reference Category Male=0) | 5.42** | 1.87-15.66 |
| Age (Reference Category 18-20=0) | | |
| 21-29 | 0.11** | 0.02-0.60 |
| 30-39 | 0.09** | 0.02-0.55 |
| 40-49 | 0.04*** | 0.01-0.25 |
| 50+ | 0.03** | 0.01-0.31 |
| Frequency of Alcohol Consumed at home (Reference Category 1 day or less =0) | | |
| 4-5 days | 22.01*** | 5.42-89.40 |
| Everyday or Almost Everyday | 70.66*** | 5.14-971.36 |

Logistic Regression (2) Significant Results:

| Variable | HD: Yes or No: | |
|---|----------------|-------------|
| | OR | 95% CI |
| Preloading | 19.76* | 1.49-262.28 |
| Purchasing Alcohol in and Off-Licence: | 6.88** | 1.21-39.02 |
| Cheaper than drinking out | 1.59* | 1.01-2.51 |
| R² | | 0.66 |
| Model Fit | | 0.663 |

Limitations:

- 26% Capture Rate (Though norm for internet surveys is approx. 30% and less for sensitive subjects) – This could be seen as a sensitive subject.
- University staff may not be representative of other groups: NB: Few Drinking Drivers and smokers.
- 70% did not respond.
- Cannot make conclusions about actual risk and harms.

Implications for Prevention:

- Young Men who buy alcohol from off-licenses may be a high risk group in need of tailored interventions.
- Greater need for alcohol labelling.
- Old Chestnuts: Price and Availability. (Women particularly sensitive to price elasticity (Meier et al (2010))
- Messages specifically aimed at women- some evidence that messages target at cancers may facilitate behaviour change.

Summary:

- Home drinking and risk appears to be explained by a combination of the following factors: gender, age, purchasing patterns and frequency of home drinking:
- Now a need to have a larger survey to see if these findings are replicated.
- Cultural differences may play a large role as well. How about an EU study. Any takers?

Next Steps:

- PhD project looking at home drinking in women.
- Projects considering home drinking in UK student populations.
- J.h.foster@gre.ac.uk for copy of the presentation
- Thank you.