

# Alcohol review survey

Results report

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# Introduction

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Portsmouth has the highest rate of alcohol related hospital admissions in the South East. In November 2009 the city council's Health Overview and Scrutiny Panel agreed to conduct a review into the subject to investigate the causes and impact of alcohol misuse on different sections of society. This was with a view to evaluate what impact alcohol related admissions are having on council services and to develop recommendations to improve alcohol prevention and misuse services in the city.

As part of public engagement in the review a survey was carried out between April and August 2010. Respondents were asked a number of questions and asked to express their views on alcohol use and misuse. This report highlights the results of this survey.

# Responses and analysis

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A total of 974 responses were received to the survey. This means the results meet the sample size required for a 95% confidence level with a 4% margin of error (based on 2009 Portsmouth population estimates).

Results are displayed as percentages and non-replies to questions are not counted towards these percentages. Where appropriate, results have been broken down by age group, gender and ethnicity. Statistical significance testing has been carried out using a z-test.

# Further analysis

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Further analysis of the results may be possible. For further information or for help in interpreting the results please email [marketresearch@portsmouthcc.gov.uk](mailto:marketresearch@portsmouthcc.gov.uk) or call 9283 4075.

# Summary

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- Over two thirds of respondents under estimate the economic impact of alcohol misuse.
- While almost three quarters have not missed any time off work or study because of drinking too much, younger respondents and male respondents were far more likely to have missed five or more days.
- Most respondents indicated that if the price of their favourite alcoholic drink were to be increased, they would just pay more. Just over a quarter of respondents said they would drink less of the same drink.
- The majority of respondents said they did not go into town at night because of the drunken behaviour of other people.
- Most respondents felt schools should teach children about the dangers of alcohol misuse between the ages of nine and eleven. Respondents aged under 25 and male respondents were more likely to think this education should wait until children were older.
- The majority of respondents indicated they got most of their alcohol from supermarkets. Almost 30% said most of their alcohol came from pubs, bars and clubs.

# Profile of respondents

Respondents were asked a number of questions to determine what groups they fit into. This allows results to be broken down by different population groups to give further insight. Some of these characteristics are shown below.

## Gender:

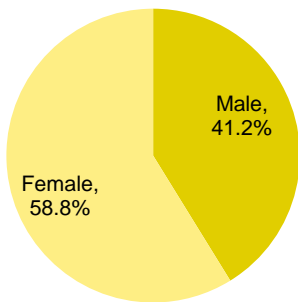


Chart 1: How would you describe yourself?

## Age group:

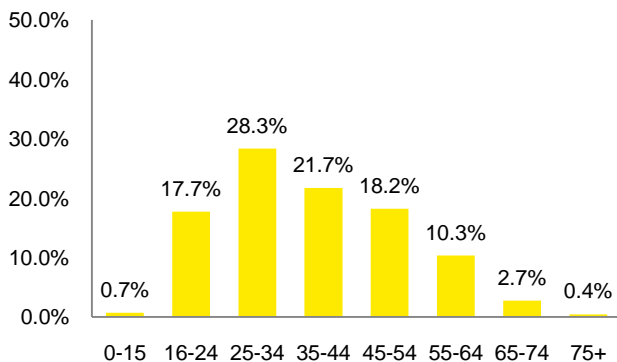


Chart 2: What age group do you fit into?

## Ethnicity:

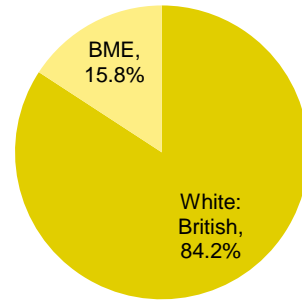
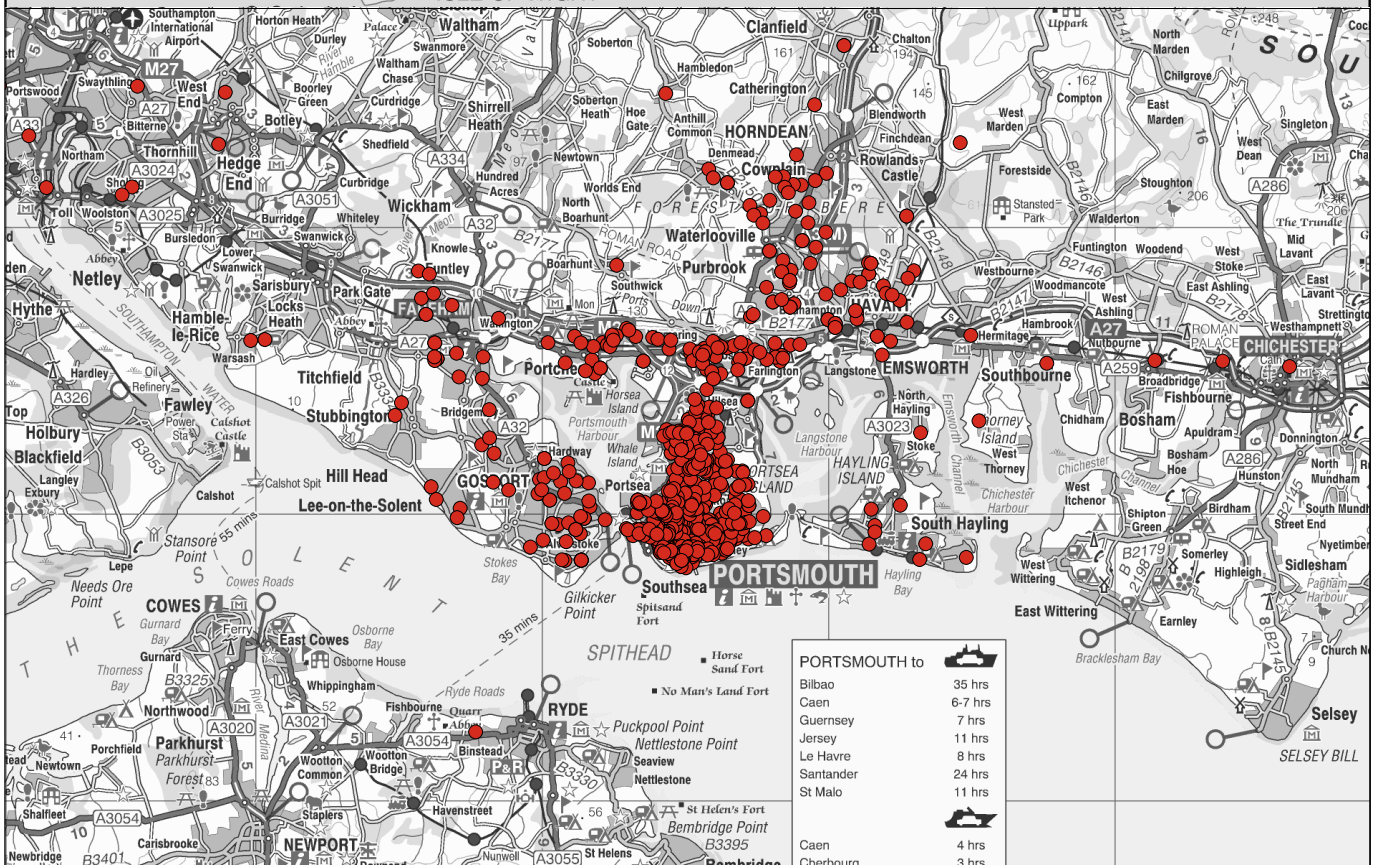
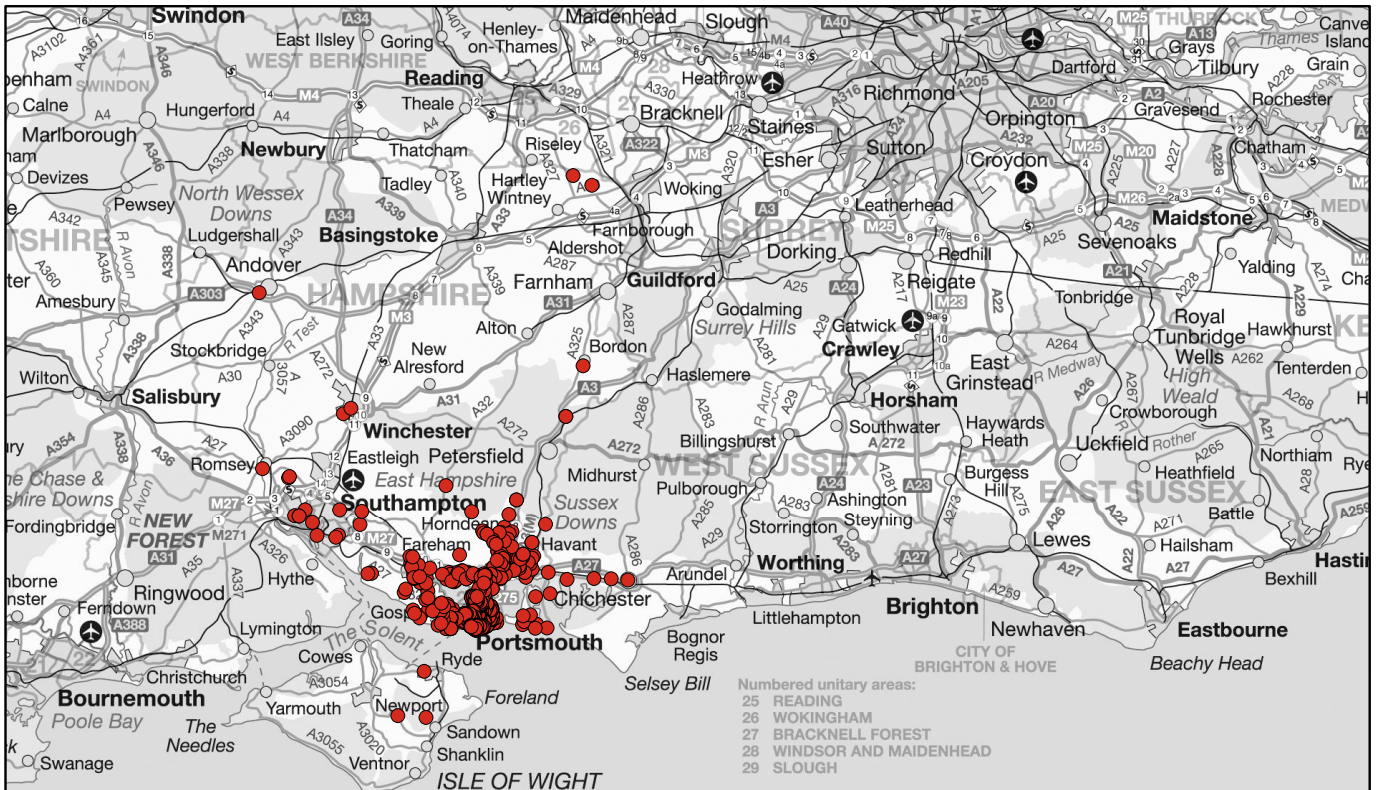


Chart 3: Which of the following ethnic groups do you belong to?

## Location:

Respondents were asked to enter their postcode on the survey. This allows responses to be mapped and, if necessary, analysed geographically, while maintaining respondent anonymity. Map 1 shows the geographic distribution of these postcodes. This map shows where the majority of responses are from, although a couple of replies were from further afield.





Title: **Respondent locations (postcodes only)**

Drg No:  
 Scale: 1:1,000,000  
 1:250,000  
 Date: 12/10/2010



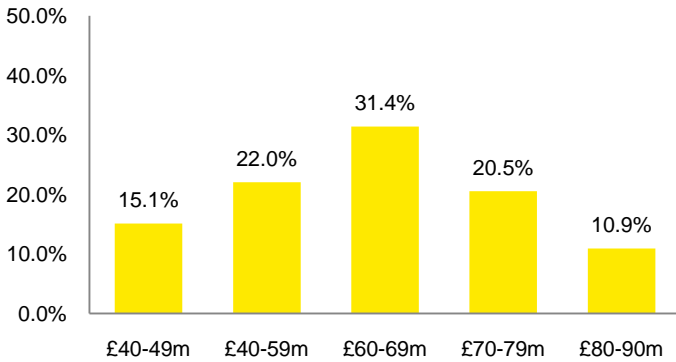
Prepared for:  
 Prepared by: **Market research**

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**Map 1: Respondent locations (postcodes only).**

# Cost of alcohol misuse

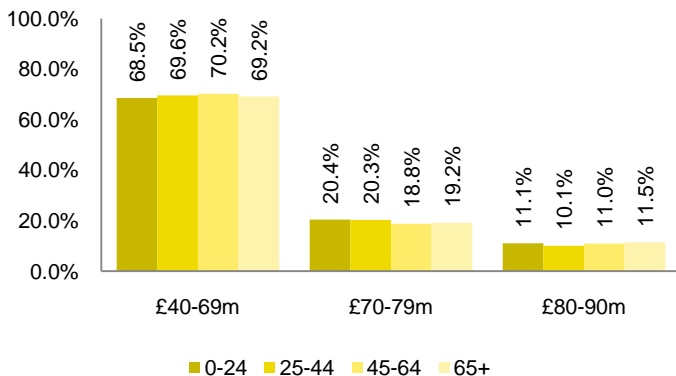
Respondents were first asked how much they thought alcohol misuse costs Portsmouth's economy each year.



**Chart 4: How much do you think alcohol misuse costs Portsmouth's economy per year?**

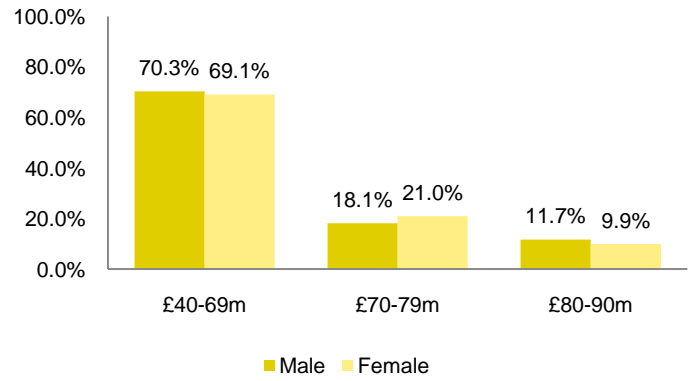
Almost one third thought it costs the city's economy between £60m and £69m each year.

Alcohol misuse in fact costs the city around £74m each year. The results of the survey show that more than two thirds of respondents, around 69%, underestimate the cost of alcohol misuse to Portsmouth's economy.



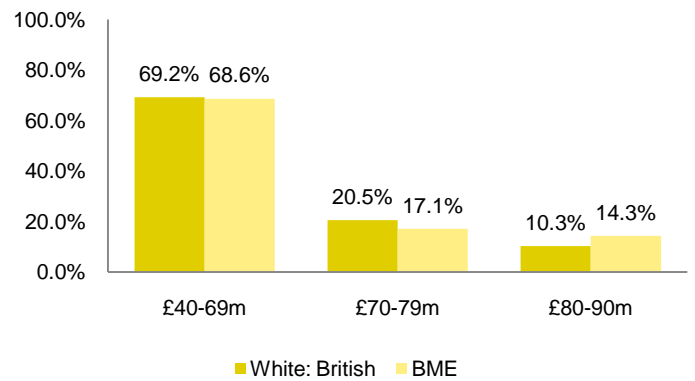
**Chart 5: How much do you think alcohol misuse costs Portsmouth's economy per year? By What age group do you fit into?**

Roughly speaking the same proportion of people across all age groups were likely to underestimate the cost of alcohol on the city's economy.



**Chart 6: How much do you think alcohol misuse costs Portsmouth's economy per year? By How would you describe yourself?**

The results were also similar between male and female respondents.

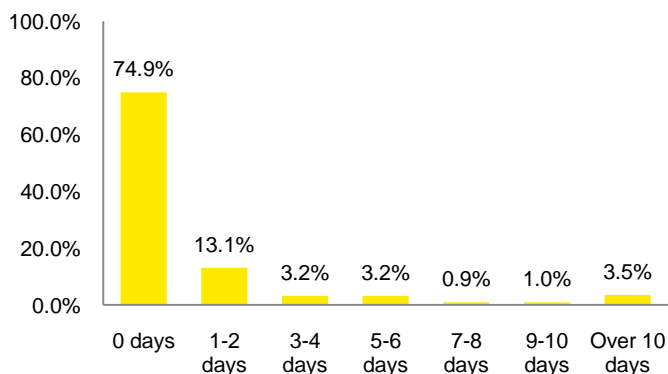


**Chart 7: How much do you think alcohol misuse costs Portsmouth's economy per year? By Which of the following ethnic groups do you belong to?**

The differences between white British and black and minority ethnic groups were also only slight.

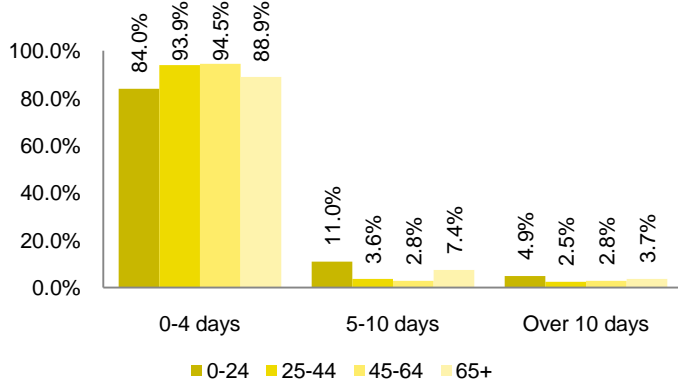
# Missing work or study because of alcohol

Respondents were asked how many days they had missed work, a place of study or been unable to function normally over the last year due to drinking too much.



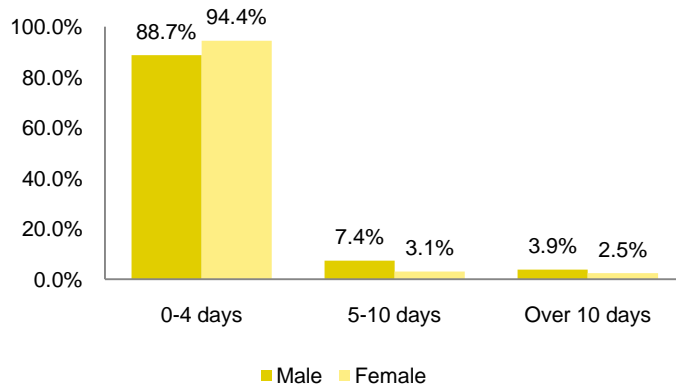
**Chart 8: How many days have you missed work, place of study or been unable to function normally over the last year due to drinking too much?**

Three quarters had not missed any days due to drinking too much. Just over 5% had missed between five and ten days, while over 3% had missed over ten days.



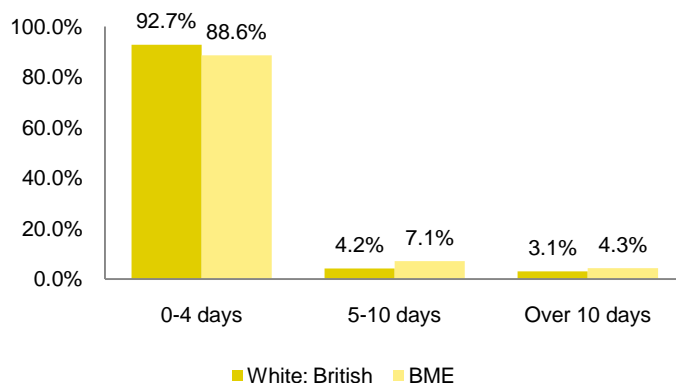
**Chart 9: How many days have you missed work, place of study or been unable to function normally over the last year due to drinking too much? By What age group do you fit into?**

Respondents aged under 25 were more likely to have missed five or more days from work or study due to drink. The difference compared with respondents aged 25 to 64 is statistically significant.



**Chart 10: How many days have you missed work, place of study or been unable to function normally over the last year due to drinking too much?**

Male respondents were far less likely to have missed between none and four days and far more likely to have missed five days and over because of drinking too much. Males are therefore more likely to miss longer periods of work or study because of drinking too much. Indeed, the difference compared with female respondents is statistically significant.



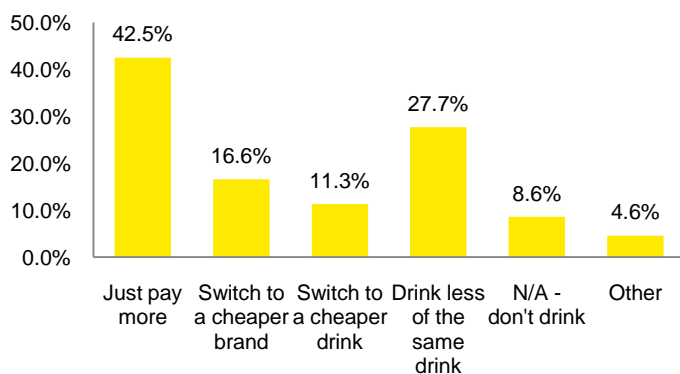
**Chart 11: How many days have you missed work, place of study or been unable to function normally over the last year due to drinking too much? By Which of the following ethnic groups do you belong to?**

There was no statistically significant difference in the response between white British and black and minority ethnic groups.



# Increasing the price of alcohol

Respondents were asked, if the price of their favourite alcoholic drink increased, what would they do to change their drinking habits.



**Chart 12: If the price of your favourite alcoholic drink increased, what would you do to change your drinking habits?**

Over 40% of respondents said they would just pay more. Over a quarter, or 28%, said they would drink less of the same drink. Just under 10% felt this question was irrelevant as they did not drink anyway.

Responses for those that said "other" are shown in Table 1.

## Comments under "other".

- Or if too expensive drink homebrew.
- Not drink.
- Stop sale of drink from supermarkets. Restrict hours of drinking.
- Go out less but when go out drink more.
- Start at home.
- Brew my own.
- Stop drinking.
- At first and then change my drinking habits.
- Boycott.
- Don't drink much.
- Why should I be penalised. I am responsible. Educate the person who cannot drink to enjoy but drinks to excess.
- I would also be very angry. How dare the majority be punished for the inability to cope of the minority? No to government interference in private lives!
- Stop drinking.
- Not drink.
- Guinness.
- Brew my own.
- Just pay more on those big nights out, but other nights drink less, probably go out less often.
- Buy it in the supermarket rather than pub.
- Drink before going out.
- Alternatively, find activities and events and participate without drinking.
- I am in recovery 16 months but will answer according my previous drinking habits.
- Or find somewhere cheaper.
- Buy in bulk.
- Do nothing.
- Probably not drink.
- I don't have a favourite drink.
- A little of all of them and favourite when on offer.
- Give up.
- Drink ethanol.
- Especially as I drink very little!
- Buy it from the shops in bulk and drink before I go
- Drink at home with friends and family rather than in pubs or restaurant.
- Home brewing.
- Grey economy, cheap EU imports.
- Drink at home.
- I do not have a favourite drink.
- Drink at home rather than the pub.
- And go out less often.
- Brew my own.
- I don't really have a favourite.
- It depends how much it increased by, surely?
- I always buy my wine in France, better quality for the price.
- Go to the pub/bar/clubs less frequently.
- Irrelevant, it does each budget anyway.

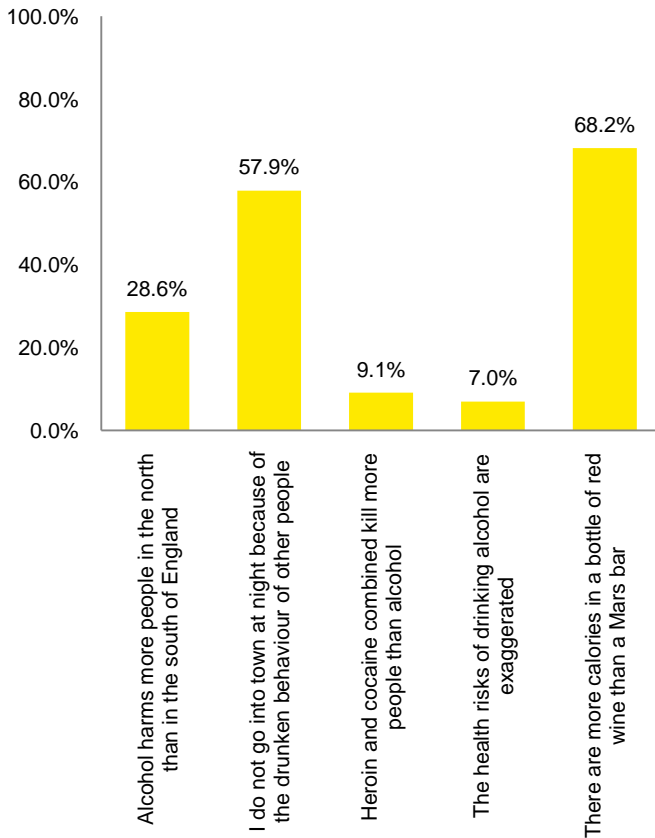
**Table 1: If the price of your favourite alcoholic drink increased, what would you do to change your drinking habits? Responses for "other".**



# True or false

Respondents were given a number of statements and asked to indicate which ones they thought were true.

Over two thirds, or 68%, believed it was true that there were more calories in a bottle of red wine than a Mars bar. In reality, this statement is true.



**Chart 13: Which of the following statements do you think are true?**

Over one quarter, or 29%, thought it was true that alcohol harms more people in the north than in the south of England. This statement is, in fact, correct.

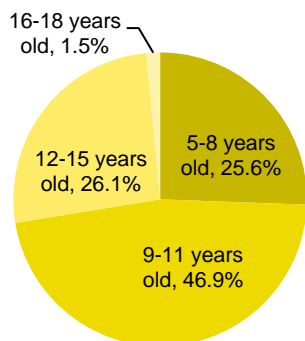
Almost 60% of respondents said they did not go into town at night because of the drunken behaviour of other people.

Only 9% thought that heroin and cocaine combined kill more people than alcohol was true. This statement is, in fact, false.

Only a small minority, 7%, felt the health risks of drinking alcohol are exaggerated.

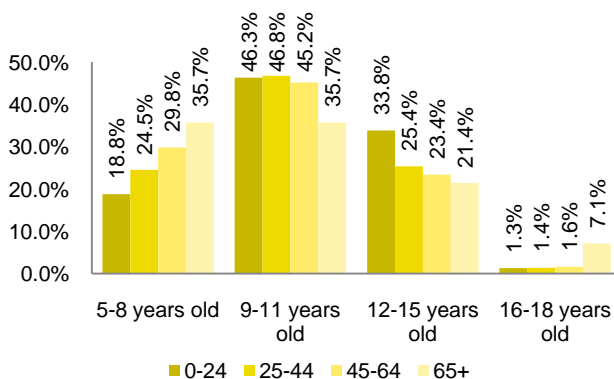
# Alcohol misuse education

Respondents were asked at what age should schools start teaching children about the dangers of alcohol misuse.



**Chart 14: At what age should schools start teaching children about the dangers of alcohol misuse?**

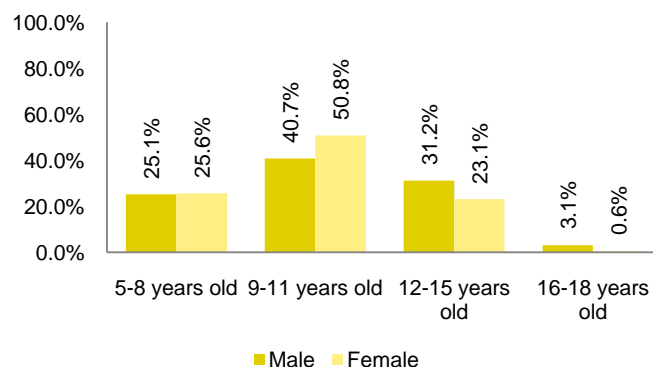
Just over a quarter believed the dangers of alcohol misuse should be taught to five to eight year olds. Almost half the respondents felt it should be taught to nine to eleven year olds. Just over another quarter felt it should be taught to 12 to 15 year olds. Only a very small minority, 1.5%, felt teaching children the dangers of alcohol misuse should wait until they are 16 to 18 years old.



**Chart 15: At what age should schools start teaching children about the dangers of alcohol misuse? By What age group do you fit into?**

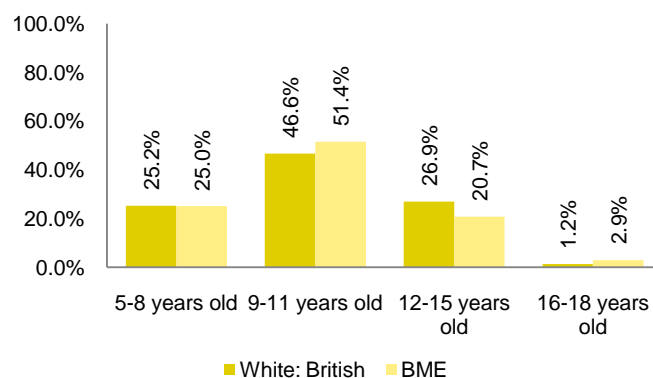
Generally speaking, younger respondents were more likely to suggest children should be taught about the dangers of alcohol misuse when they are older as opposed to younger.

This is the opposite for older respondents, who are more likely to feel children should be taught from a younger age. However, respondents in all age groups felt the optimum age to teach children about the dangers of alcohol misuse was between nine and eleven years old.



**Chart 16: At what age should schools start teaching children about the dangers of alcohol misuse? By How would you describe yourself?**

Compared with female respondents, male respondents were more likely to think children should be taught about the dangers of alcohol misuse when they were older as opposed to younger. The difference with female respondents in this respect is statistically significant.



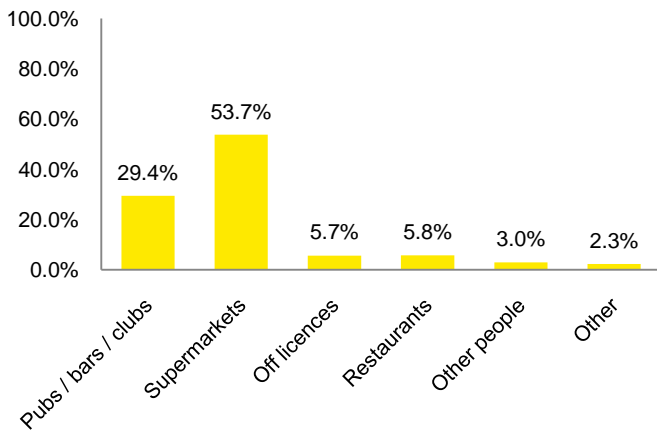
**Chart 17: At what age should schools start teaching children about the dangers of alcohol misuse? By Which of the following ethnic groups do you belong to?**

There was no real statistically significant difference in the responses between white British and black and minority ethnic groups.

# Where does alcohol come from?

Respondents were finally asked, in general, where does most of the alcohol they drink come from.

The majority of respondents get most the alcohol they drink from supermarket. This is followed by pubs / bars / clubs where almost 30% of respondents get most their alcohol from.



**Chart 18: In general, where does most of the alcohol that you drink come from?**



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