

Market research report for:



in conjunction with



Alcohol Survey of Young People June 2007

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TSNW would like to thank the TSNW Alcohol Focus Group Representatives from across the region for their efforts in assisting with the co-ordination of this survey.

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INTRODUCTION

Background and objectives

Background:

- In 2005, Trading Standards North West (TSNW) commissioned Ci Research (Ci) to conduct a survey based on work previously conducted by Halton Consumer Protection – Trading Standards.
- The findings from the 2005 survey were used to help inform a strategy for dealing with the sale of alcohol to young people who are underage.
- Two years on, TSNW commissioned Ci to conduct a similar survey to monitor any changes in behaviour, and to provide further insight into not only the sale of alcohol, but cigarettes as well.

Objectives:

- The primary objective of this research was as follows:

“To identify how and where youngsters obtain alcohol and cigarettes in order to effectively plan intelligence led campaigns.”

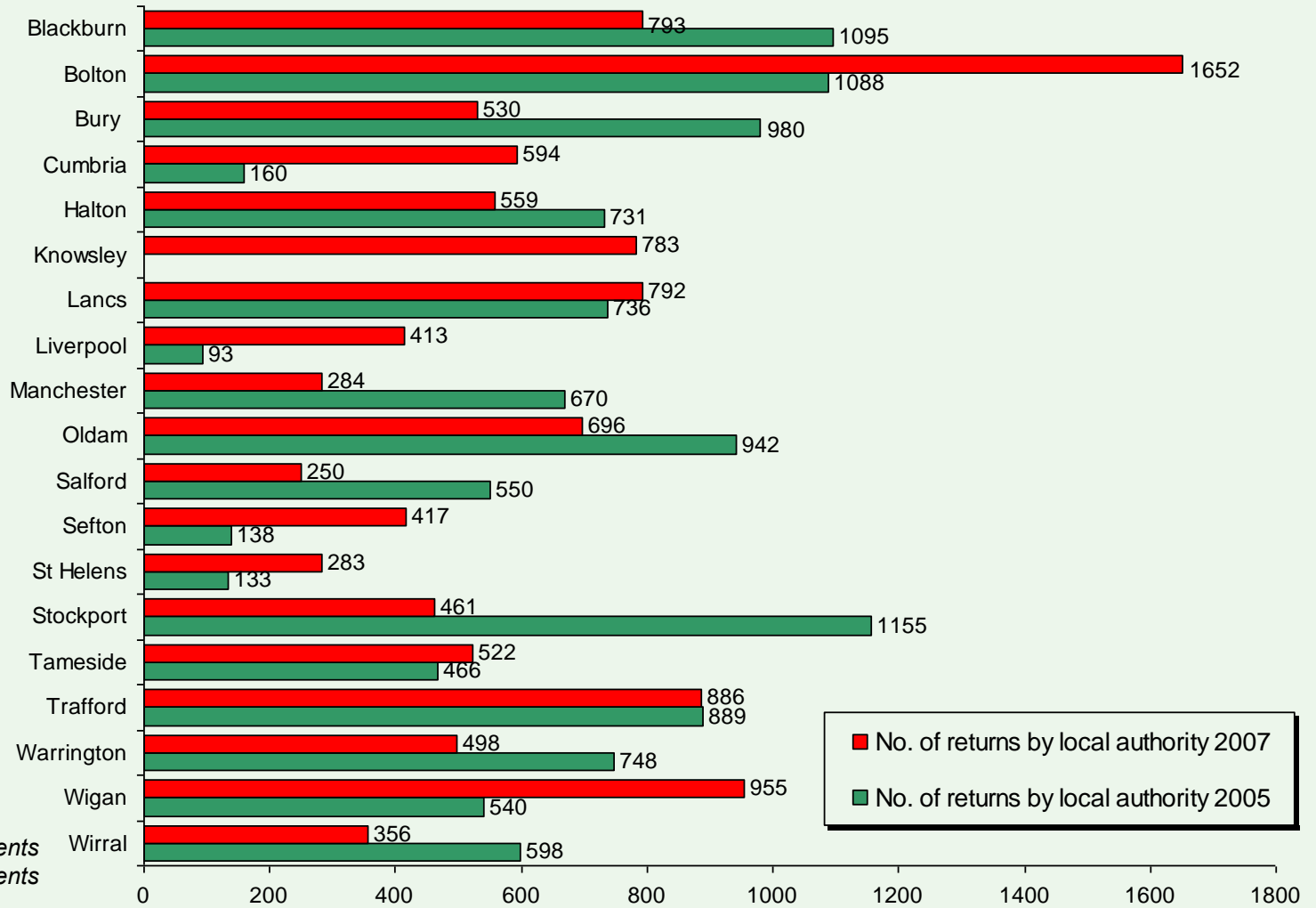
- This report summaries the findings from Oldham. A full version covering the North West region is also available.

Research methodology

- **15,000 questionnaires were issued to schools across the North-West by various Trading Standards Services to be completed by pupils in year 10 and 11 (14 – 17 years old).**
- **A total of 11,724 questionnaires were returned to Ci.**
- **Of the 22 authorities in the North West, 19 returned completed questionnaires.**
- **Individual local authorities were responsible for the issuing and collection of questionnaires from schools.**
- **In total, 696 questionnaires were completed and returned by 15 to 16 year olds in Oldham.**
- **Where appropriate, the Oldham results are compared to the overall North West and Greater Manchester Police Authority results.**
- **Pupils were requested to be open and honest when completing questionnaires and assured that all of their responses would be treated confidentially and remain anonymous.**
- **Ci assumed responsibility for collating and verifying all the data and information provided to produce a final report summarising the key research findings.**

SAMPLE BREAKDOWN

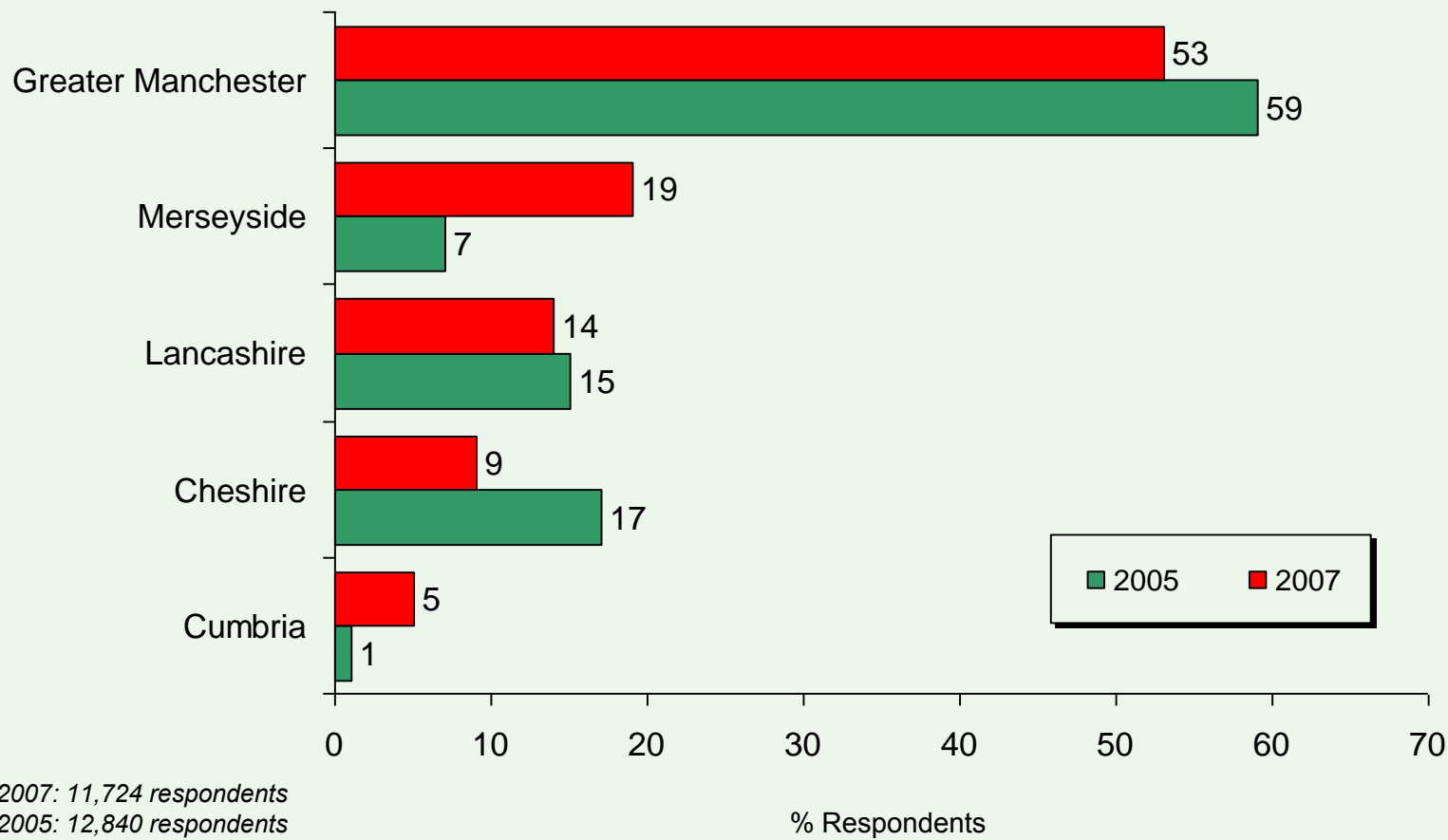
The sample size for Oldham is lower than in 2005, but still provides results accurate to between +/-2% to +/-3%, based on a 95% confidence level.



Base for 2007: 11,724 respondents
 Base for 2005: 12,840 respondents

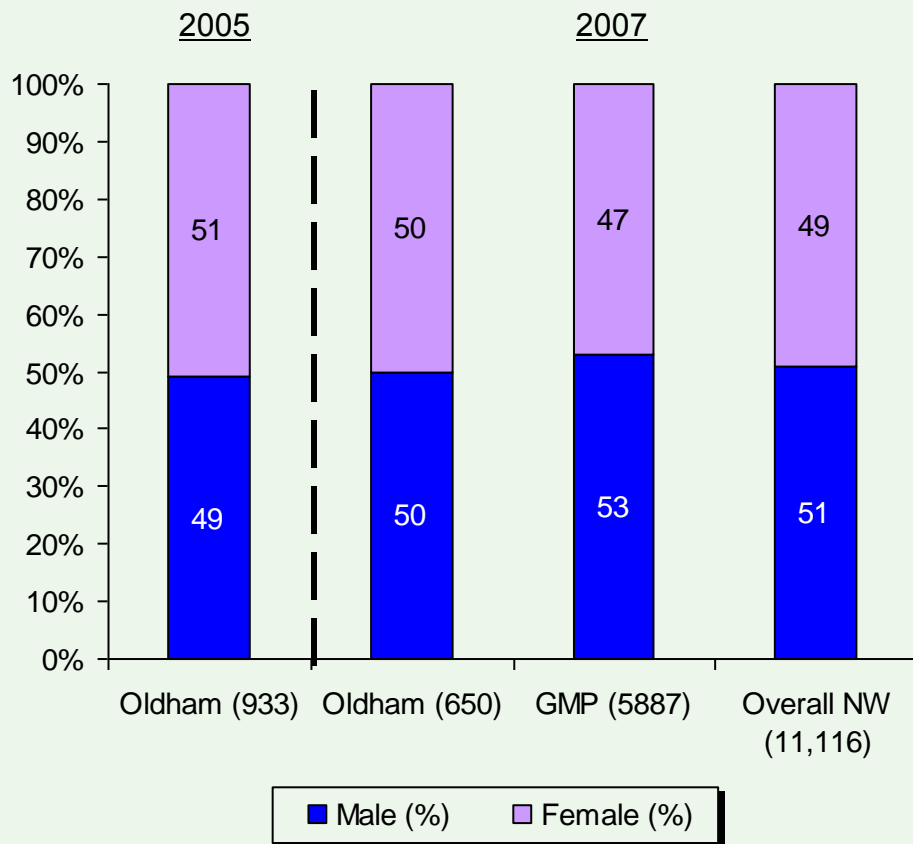
There is also a slightly lower representation in the overall sample from the Greater Manchester police authority area compared to 2005.

Sample breakdown by police authority



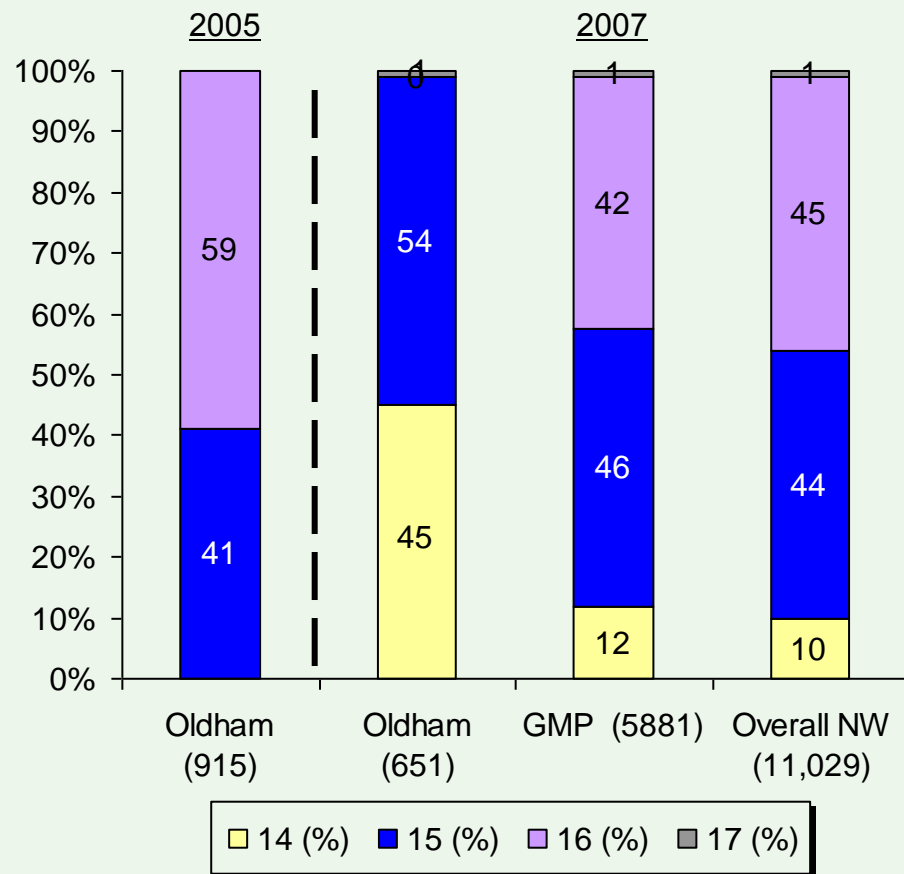
The gender breakdown of the 2007 sample for Oldham is relatively similar to that of 2005. It should be noted that the 2007 sample includes significantly fewer 16 year olds than in 2005, and includes 45% 14 year olds (no 14 year olds were surveyed in Oldham in 2005).

Sample breakdown by gender

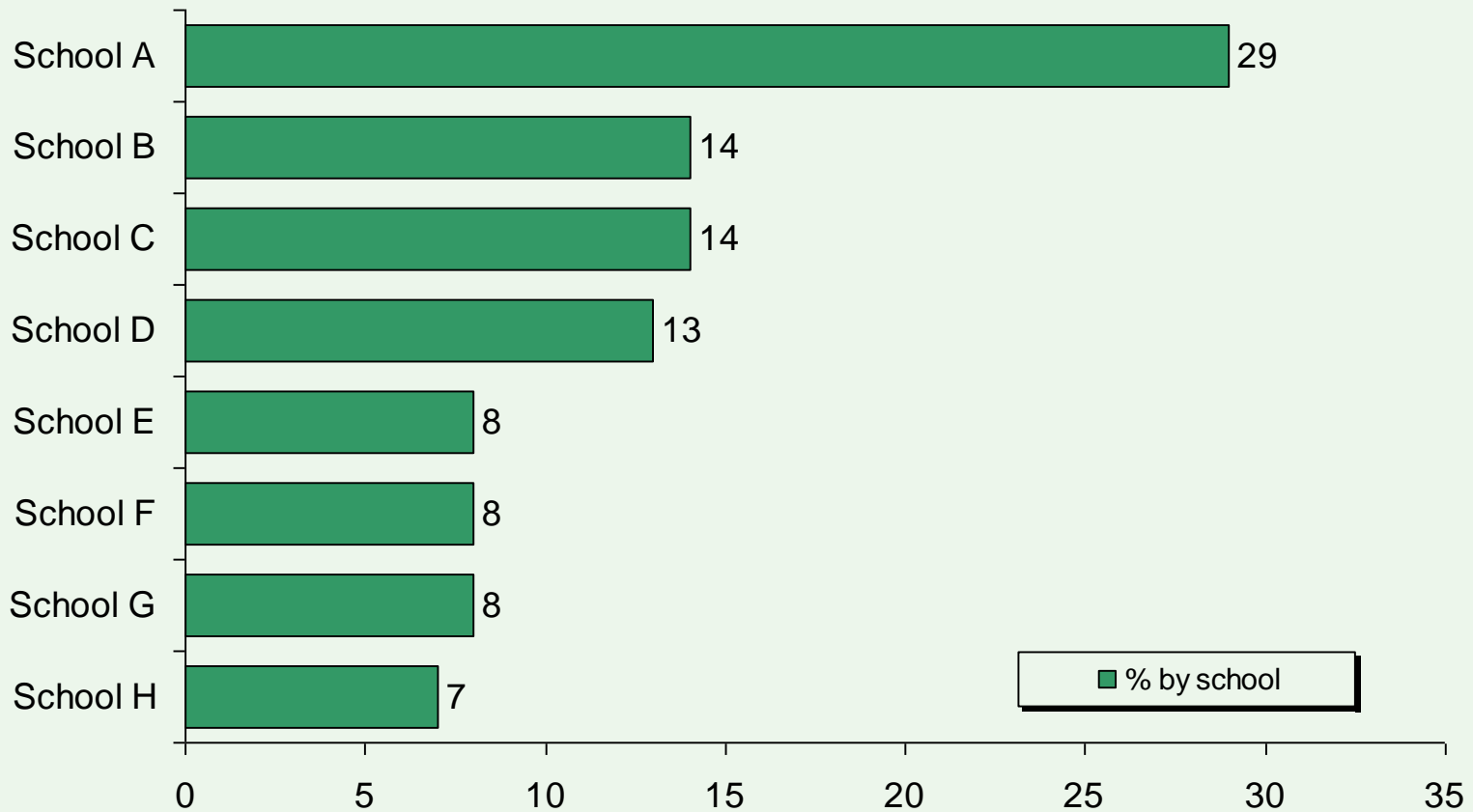


Sample sizes in brackets above

Sample breakdown by age



The sample breakdown by school for Oldham is illustrated below:



Oldham Base for 2007: 696 respondents

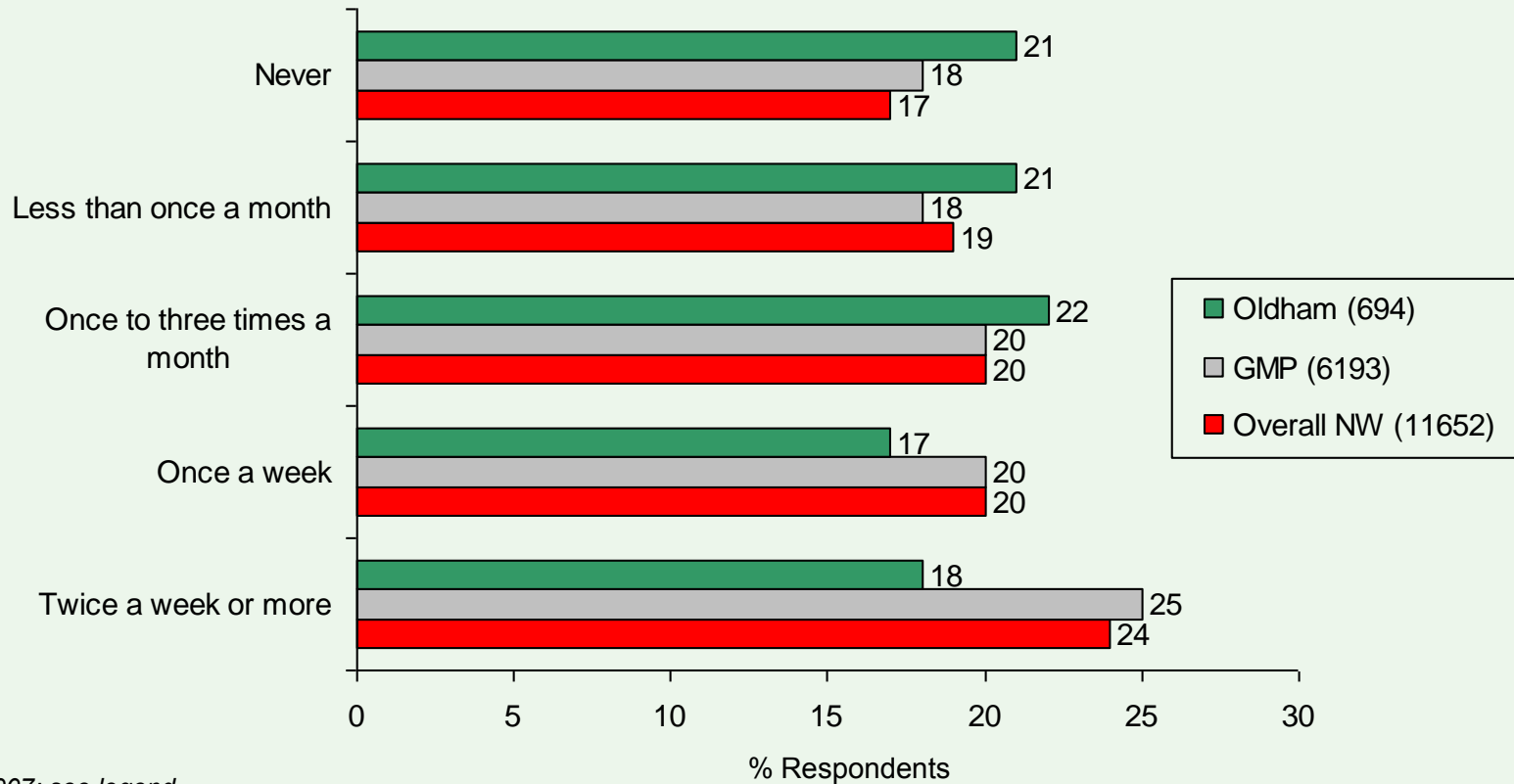
The breakdown by gender and age is given below for each school:

	School A	School B	School C	School D	School E	School F	School G	School H
Males	40%	53%	48%	59%	53%	60%	58%	46%
Females	60%	47%	52%	41%	47%	40%	42%	54%
14 year olds	44%	53%	40%	40%	41%	33%	58%	52%
15 year olds	54%	47%	59%	59%	55%	67%	42%	45%
16 year olds	1%	-	-	-	2%	-	-	2%
17 year olds	2%	-	1%	1%	2%	-	-	-
TOTAL NUMBER	198	91	90	87	49	42	52	42

ALCOHOL CONSUMPTION

A higher than average proportion of 14 to 17 year olds surveyed in Oldham stated that they never drink alcohol (21% vs. 17% for the North West). Furthermore, significantly less claim to drink alcohol at least once a week (35% vs. 44% for the North West).

How often would you say you drink alcohol?
Comparisons by area 2007



Base for 2007: see legend
 Balance: Not stated

Alcohol consumption levels in Oldham are generally in line with the North West average amongst both the 14 and 15 year old age groups.

How often would you say you drink alcohol?
Age comparisons by area 2007

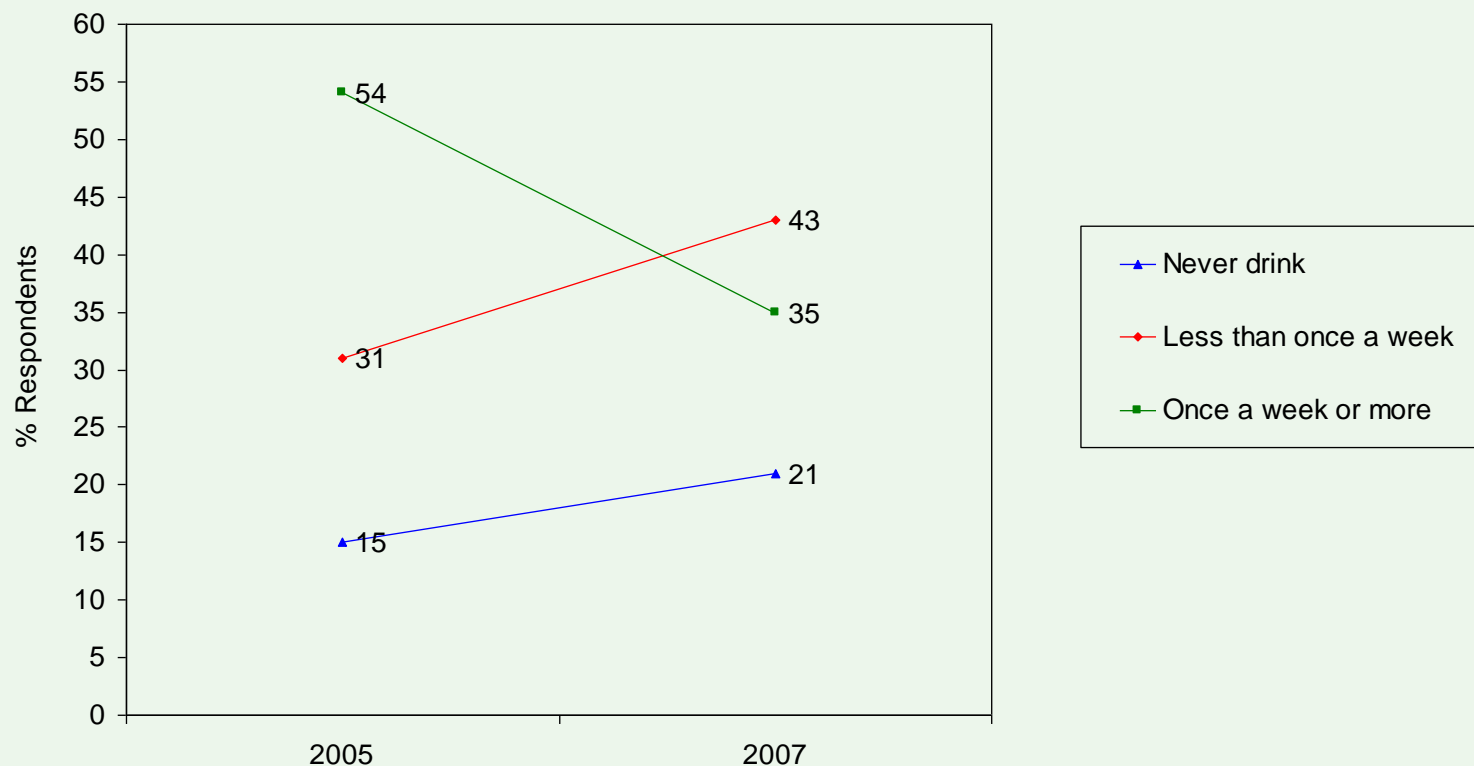
	14 year old Oldham (290)	14 year old North West (1089)	15 year old Oldham (113)	15 year old North West (4877)	16 year old Oldham (3)*	16 year old North West (4975)
Never	24	26	17	17	0	15
Less than once a month	20	24	22	19	0	17
Once to three times a month	23	16	23	22	33	21
Once a week	17	15	17	20	0	22
Twice a week or more	15	19	20	22	67	26

% Respondents

Base for 2007: see table *Caution, low base size
 Balance: Not stated

Compared to 2005, the proportion of 14 to 17 year olds in Oldham stating that they never drink alcohol has risen by 6%, although this is in part due to a high proportion of 14 year olds in the sample.

How often would you say you drink alcohol?
Oldham 2007 vs. 2005



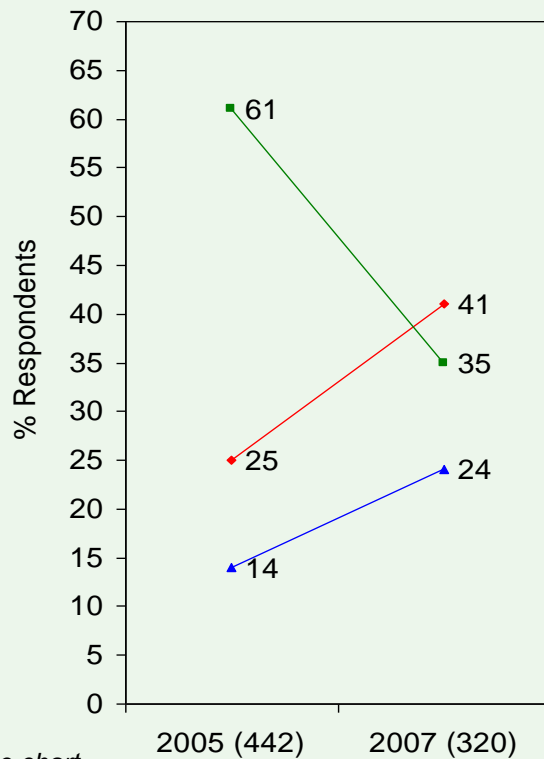
Base for 2007: 694 respondents
Base for 2005: 611 respondents. Balance: Not stated

The drop in alcohol consumption levels in Oldham is most marked amongst males.

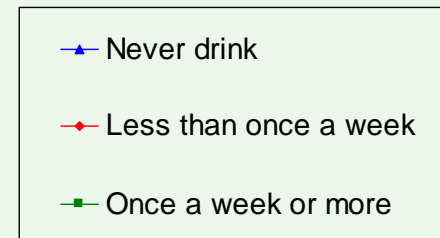
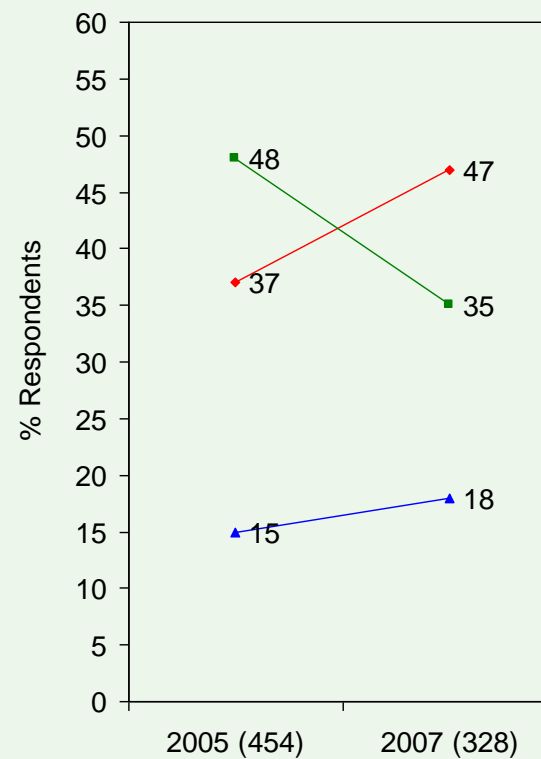
How often would you say you drink alcohol?

Oldham by gender

Male



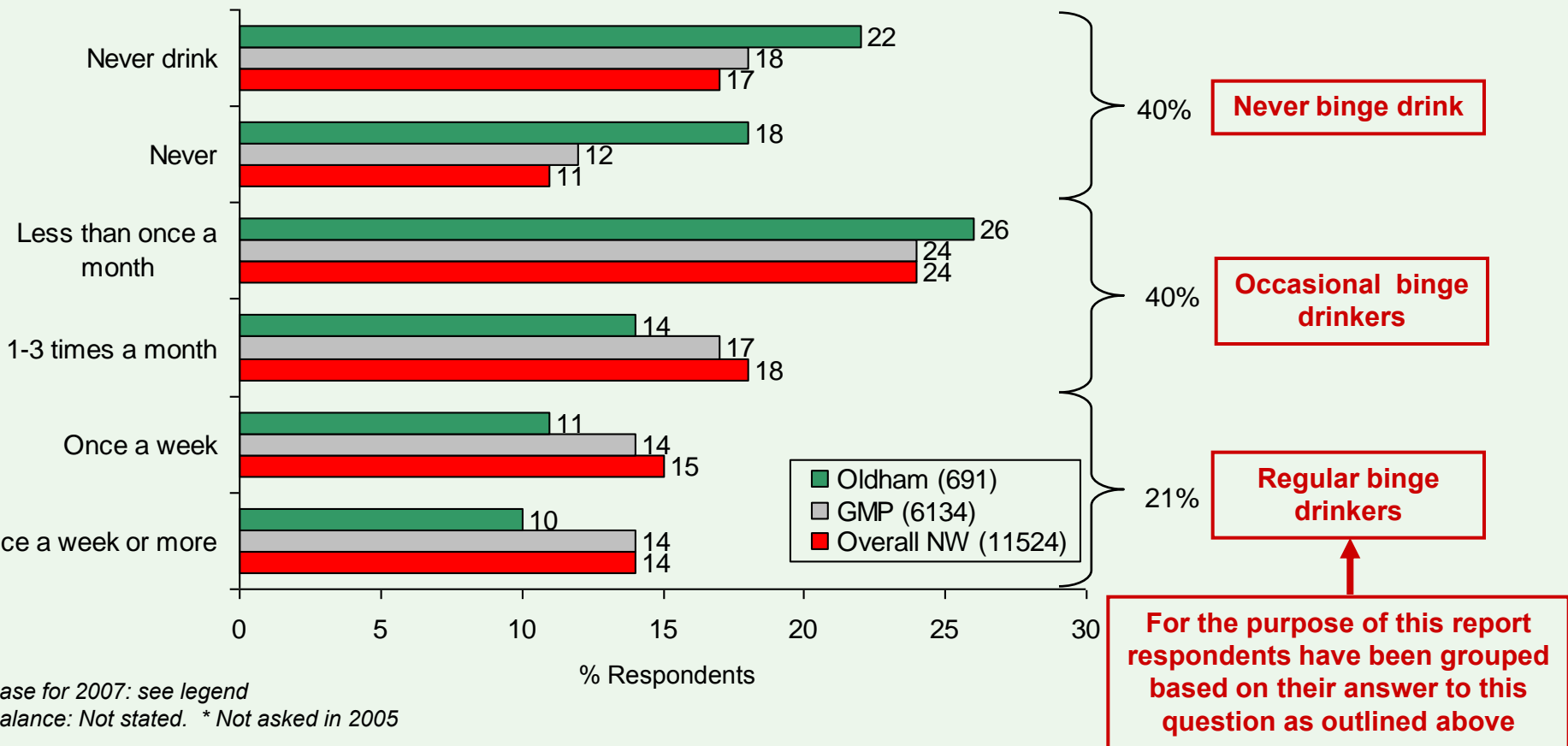
Female



Base : see chart
Balance: Not stated

40% of 14 to 17 year olds surveyed in Oldham claim to never binge drink, significantly more than the regional average (28%). Furthermore, only 21% claim to binge regularly compared to 29% for the North West.

How often would you say you drink five or more alcoholic drinks on one occasion?*
Comparison by area 2007



The proportion of young people that fall into the binge drinking category in Oldham is lower than the North West average amongst both the 14 and 15 year old age groups.

How often would you say you drink five or more alcoholic drinks on one occasion?
Age comparison by area 2007

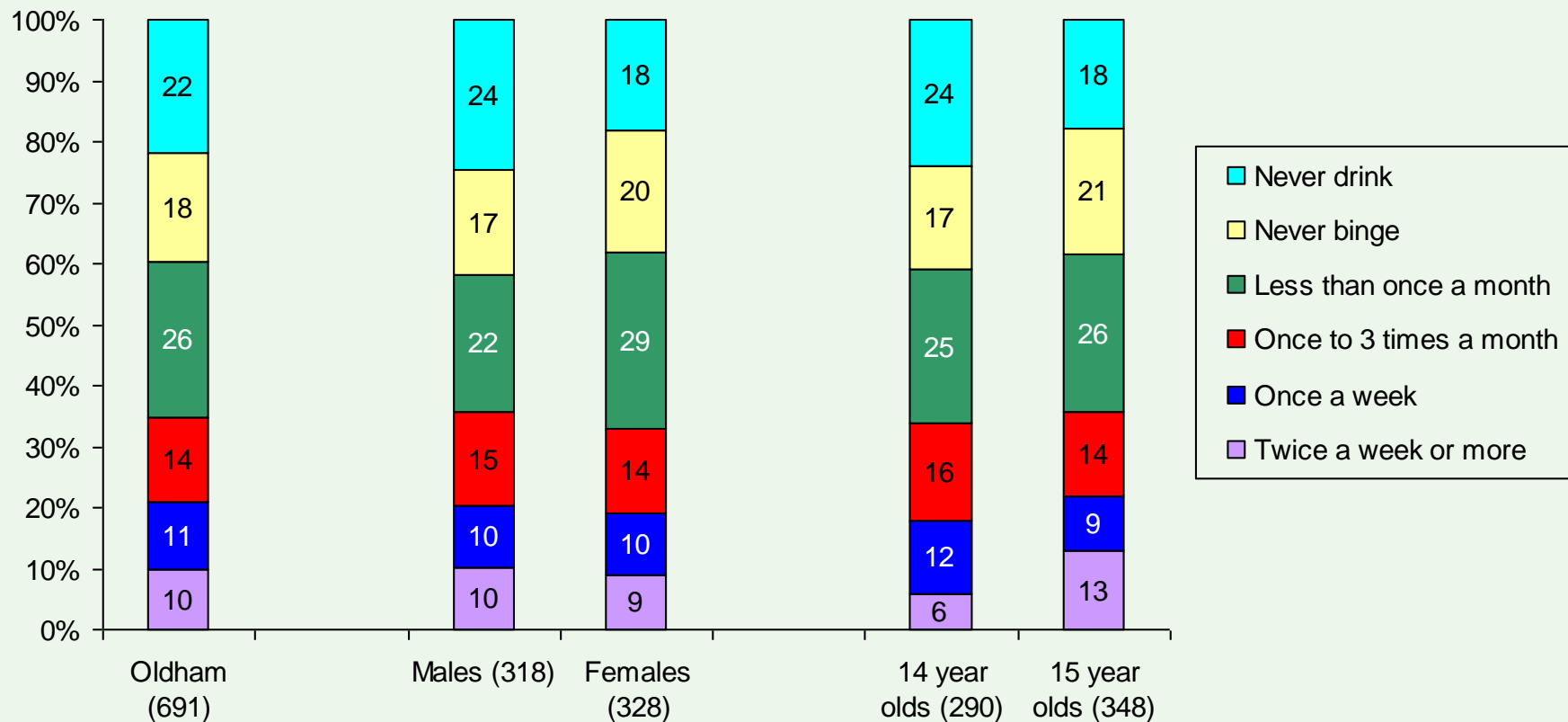
	14 year old Oldham (290)	14 year old North West (1089)	15 year old Oldham (348)	15 year old North West (4877)	16 year old Oldham (3)	16 year old North West (4975)
Never drink	24	26	18	17	-	15
Never	17	14	21	12	-	9
Less than once a month	25	27	26	25	-	23
Once to three times a month	16	12	14	19	33	20
Once a week	12	10	9	14	-	17
Twice a week or more	6	10	13	13	67	17

% Respondents

Base for 2007: see table
 Balance: Not stated

Further analysis of the recent Oldham results shows that the propensity and frequency of binge drinking is higher amongst 15 year olds than 14 year olds.

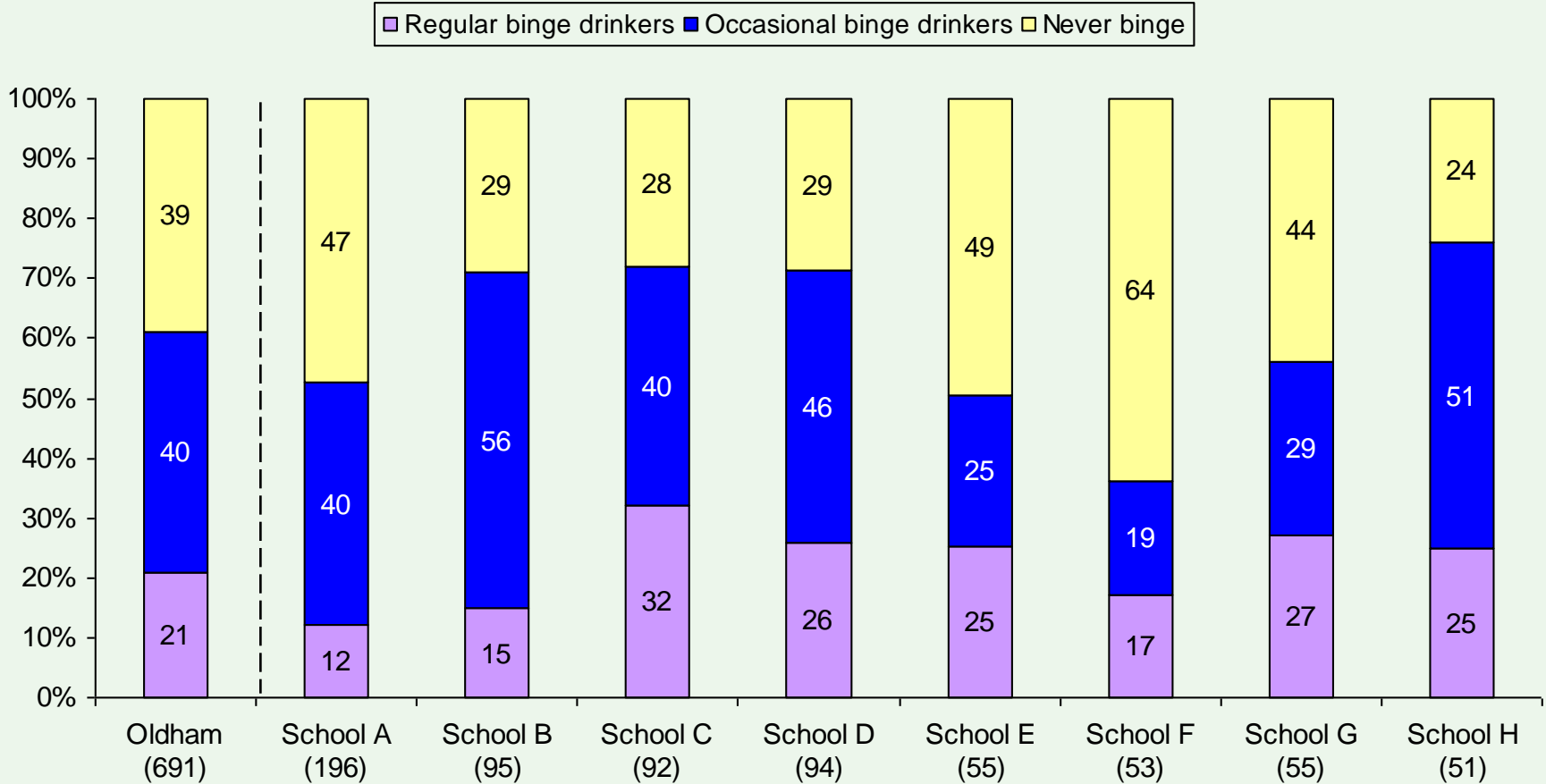
How often would you say you drink five or more alcoholic drinks on one occasion?*
Oldham by gender and age 2007



Base for 2007: see chart
 Balance: Not stated; * Not asked in 2005

Taking into consideration base sizes, the results highlight that Schools 'A' and 'F' have a significantly higher proportion of 14 to 17 year olds who stated that they never binge drink. A significantly higher proportion (32%) attending School 'C' claim to binge drink regularly.

How often would you say you drink five or more alcoholic drinks on one occasion?*
Oldham by school 2007



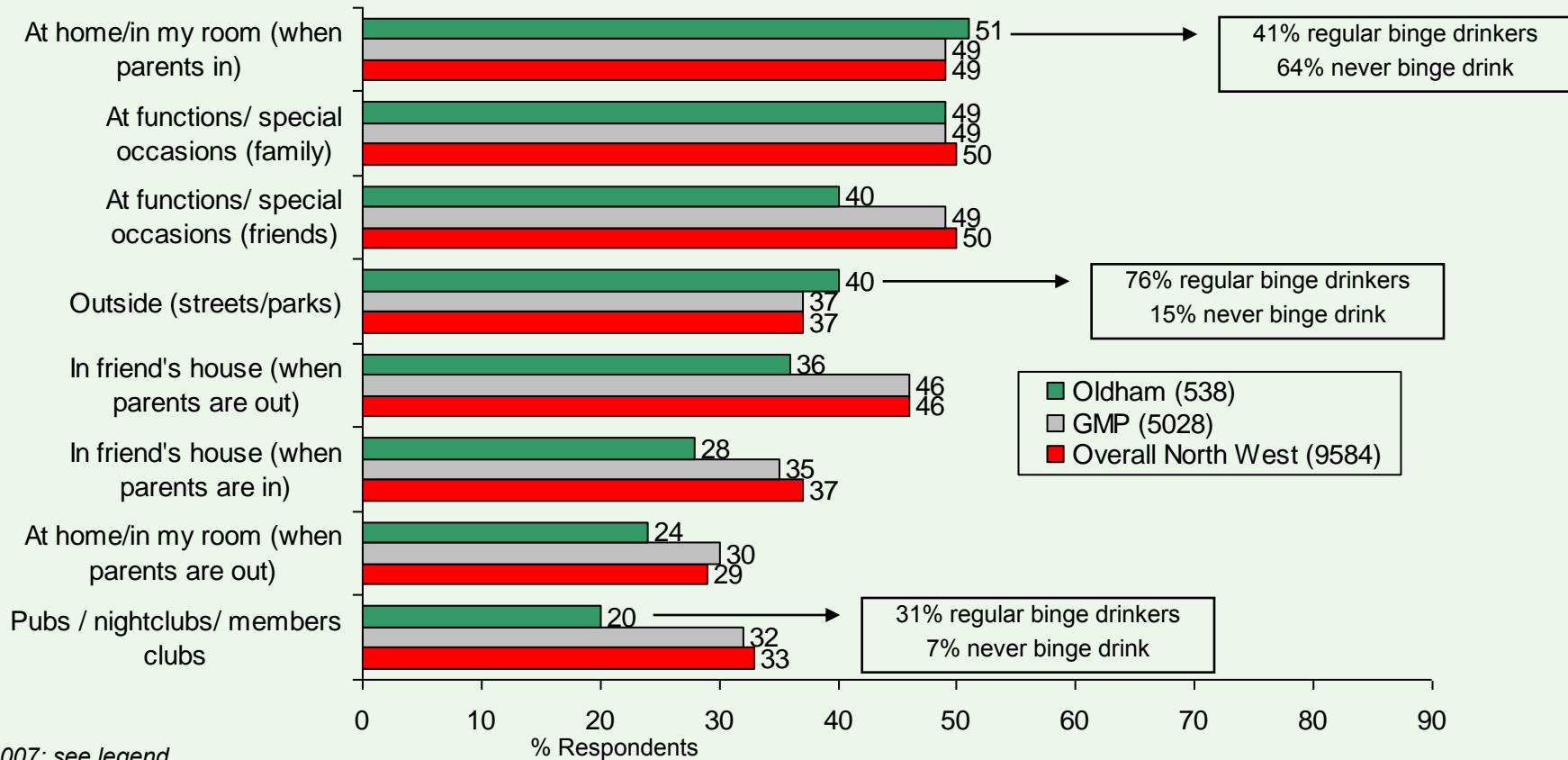
Base for 2007: see chart

Balance: Not stated; * Not asked in 2005

Analysis shows that regular binge drinkers are more likely to drink outside or in pubs and clubs than non/infrequent binge drinkers.

Where do you *mostly* drink?
Comparisons by area 2007

Significant differences
Oldham 2007



41% regular binge drinkers
64% never binge drink

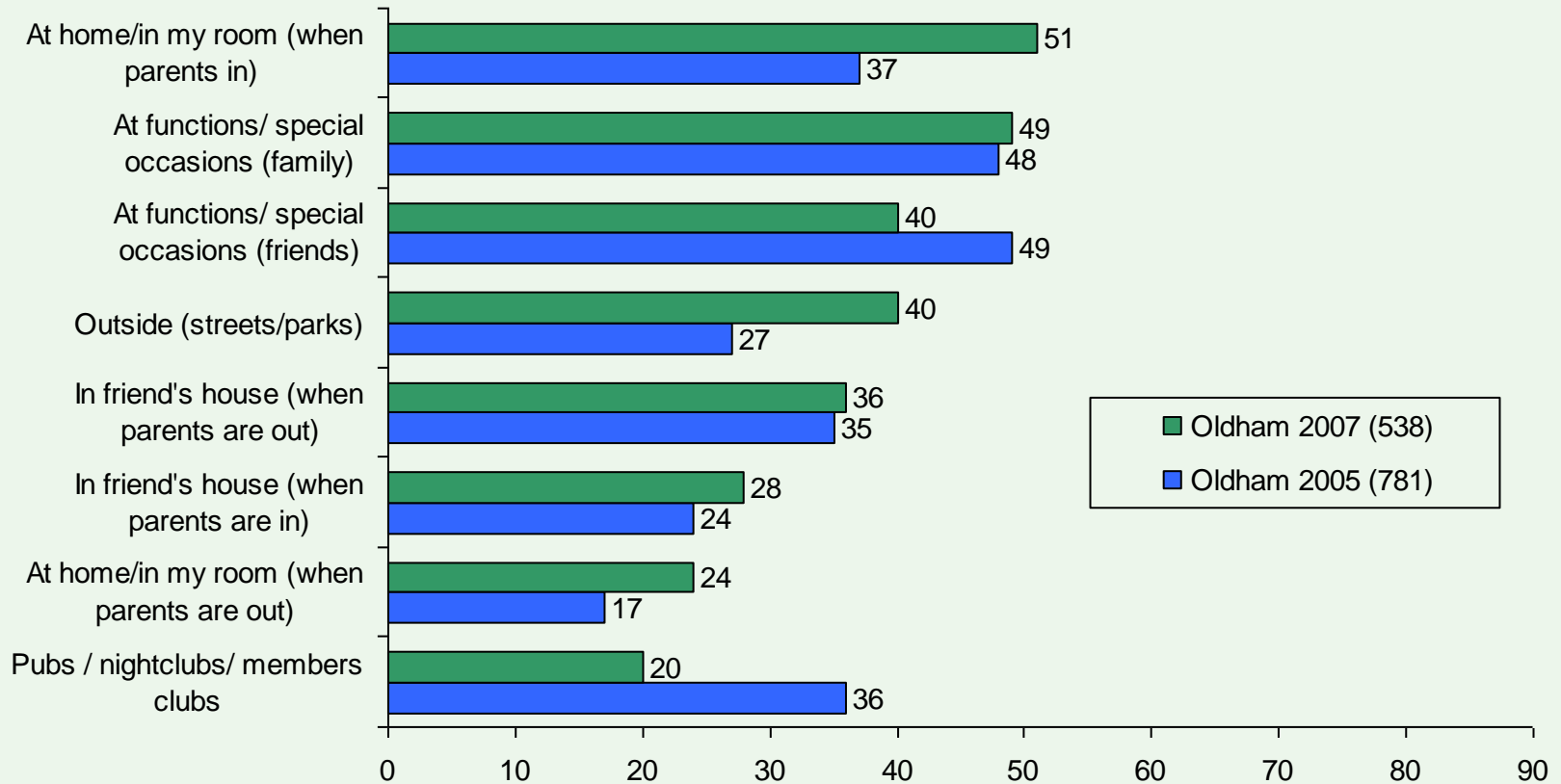
76% regular binge drinkers
15% never binge drink

31% regular binge drinkers
7% never binge drink

Base for 2007: see legend
 Balance: Never drink / Not stated. Multiple responses allowed

Compared to the previous study, results suggest that young people are drinking alcohol in a wider range of places.

Where do you mostly drink?
Oldham 2007 vs. 2005



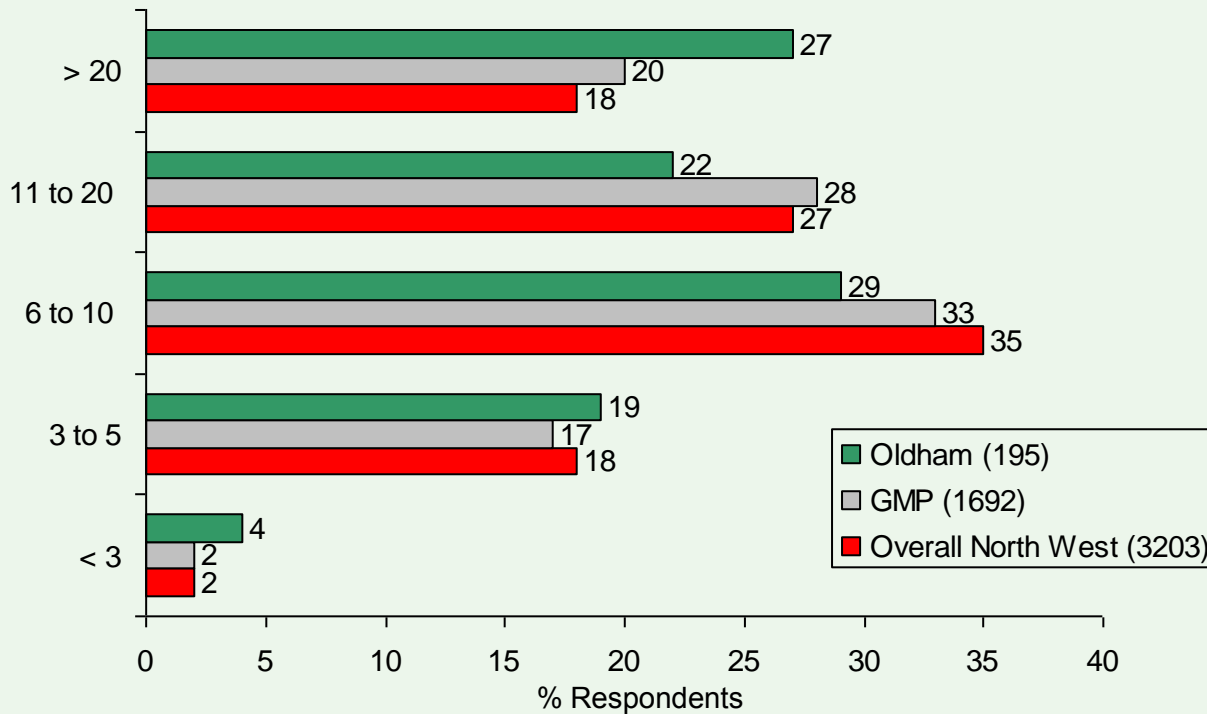
Base: See legend.

Balance: Never drink / Not stated. Multiple responses allowed

27% of those who drink alcohol outside state that they drink with a group of more than 20 others, 9% more than the regional average.

If you drink outside, how many other people do you tend to drink with?*

Comparisons by area 2007



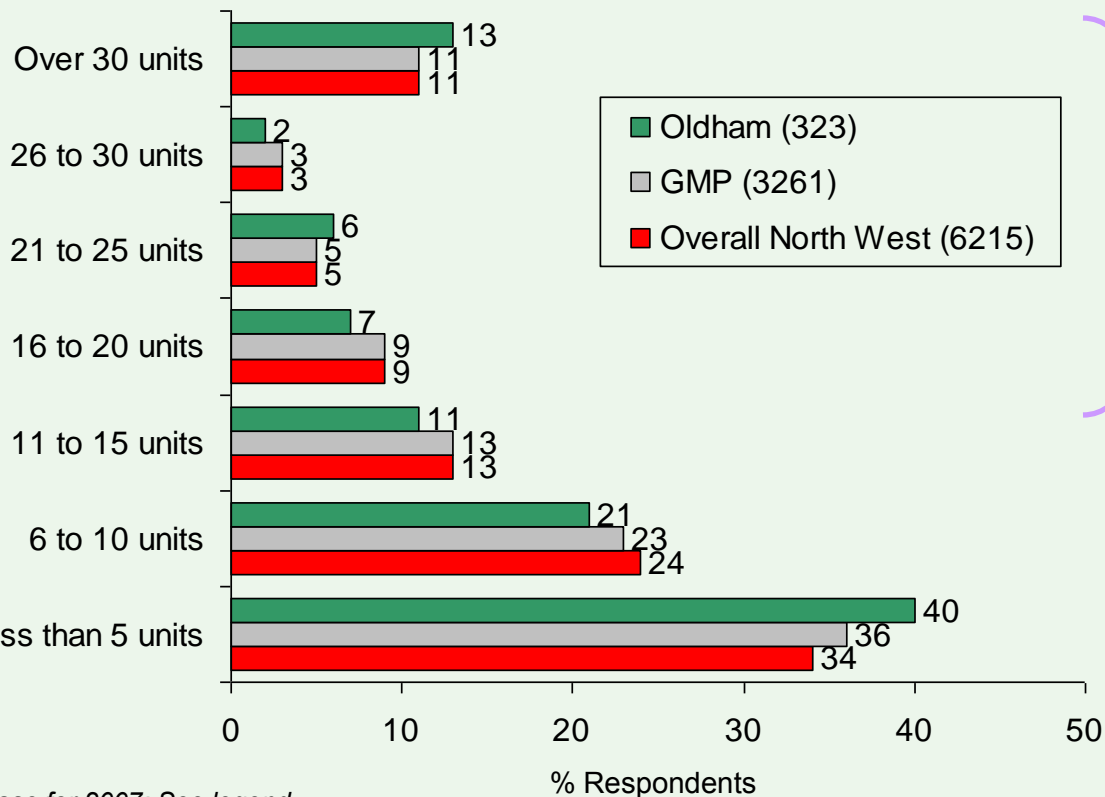
- **When asked if they tend to drink in groups or alone, 6% of 14 to 17 year olds in Oldham claim to drink on their own this compares to 5% overall in the North West.**

Base for 2007: See legend

Balance: Don't drink outside / Not stated. * Not asked in 2005

27% of young females and 20% of young males in Oldham appear to be exceeding the recommended number of units per week for an adult.

In a typical week, how many units do you drink?*
Comparisons by area 2007



27% of young females in Oldham claim to drink more than the recommended 14 units per week for women over 18

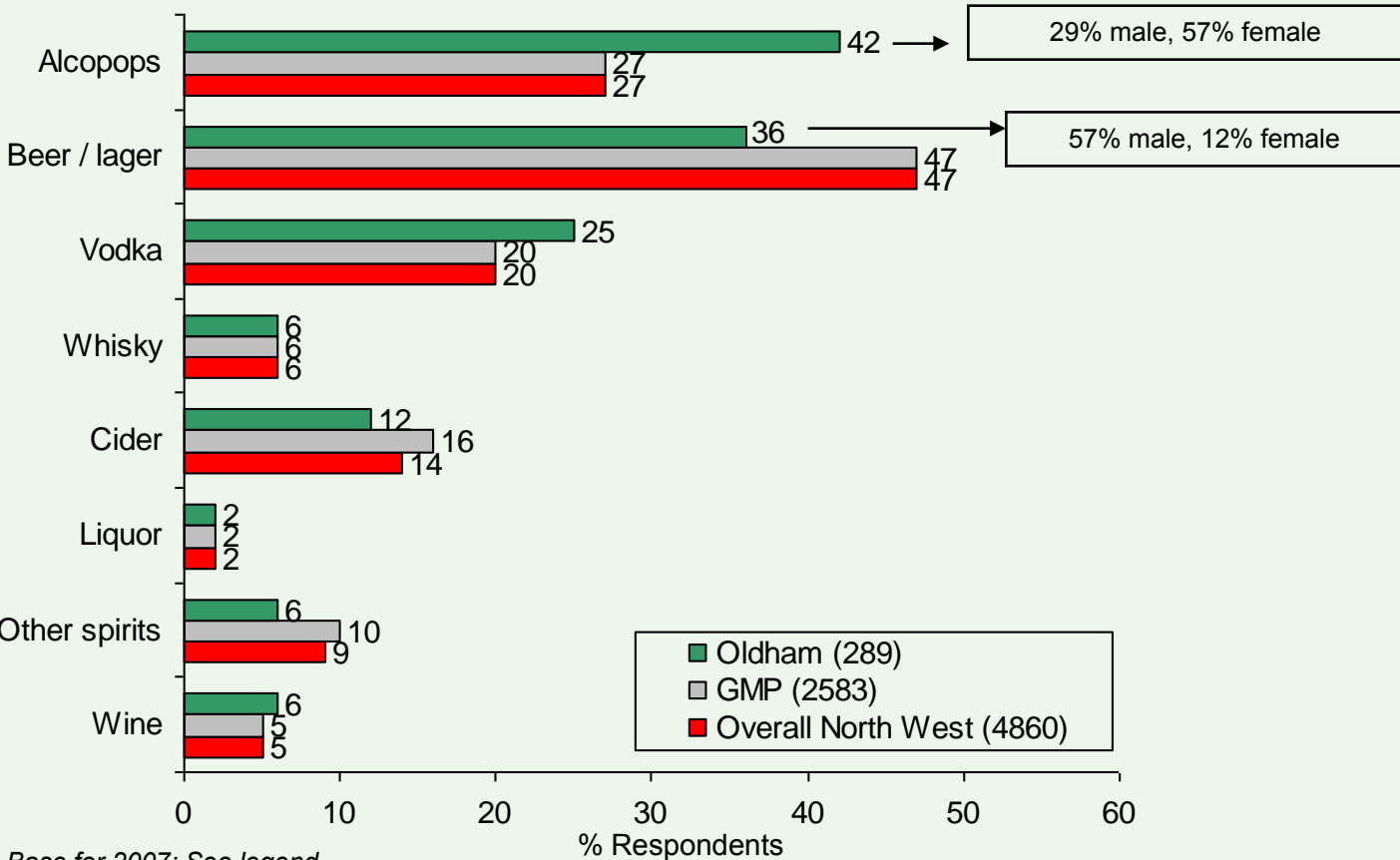
20% of young males in Oldham claim to drink more than the recommended 21 units per week for men over 18

Base for 2007: See legend

Balance: Never drink / Not stated. *Not asked in 2005

42% of 14 to 17 year olds in Oldham named specific alcopop brands that they prefer with WKD being mentioned most frequently.

**Preferred Brands (unprompted)*
Comparisons by area 2007**



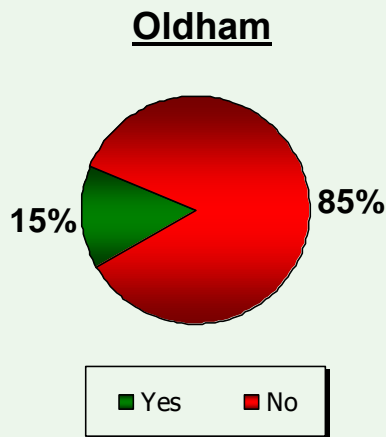
Top 10 brands mentioned:	
WKD	34
Smirnoff	15
Fosters	12
Stella Artois	12
Smirnoff Ice	11
Strongbow	10
Carling	7
Bacardi Breezer	6
Glen's Vodka	6
Carlsberg	5

Base for 2007: See legend
 Balance: Never drink / Not stated. * Not asked in 2005

PURCHASING ALCOHOL

The proportion of 14-16 year olds in Oldham that claim to buy their own alcohol is slightly lower than the regional average for 14 and 15 year olds (the difference is exacerbated overall by the 16 year olds in the North West sample).

% who buy alcohol



% who buy alcohol
Age comparisons by area 2007

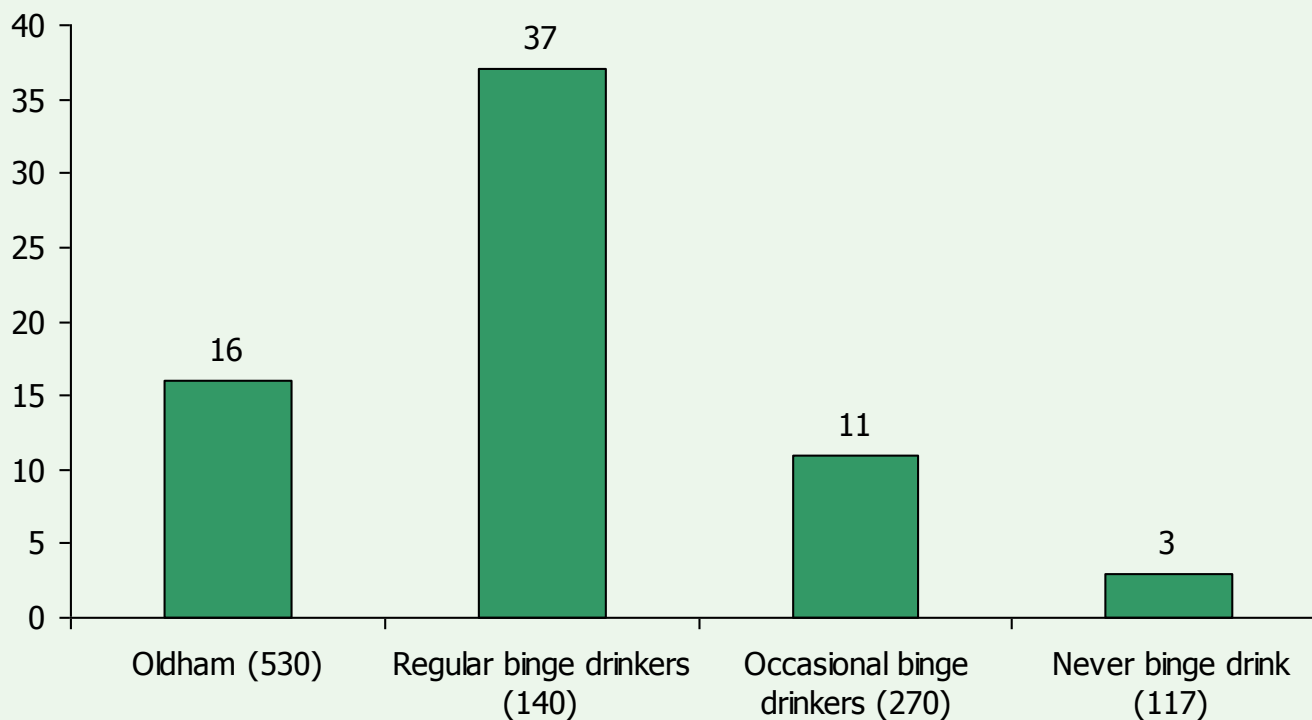
	14 year old Oldham (216)	14 year old North West (777)	15 year old Oldham (281)	15 year old North West (3950)	16 year old Oldham (1)*	16 year old North West (4159)
% who buy alcohol	11	14	19	23	0	34

% Respondents

Base for 2007: see table *Caution, low base size
Balance: Not stated

When looking at those who purchase alcohol by the frequency that they binge drink, the results show that those who regularly binge drink (defined as drinking five drinks or more on one occasion at least once a week) are more likely to purchase their own alcohol.

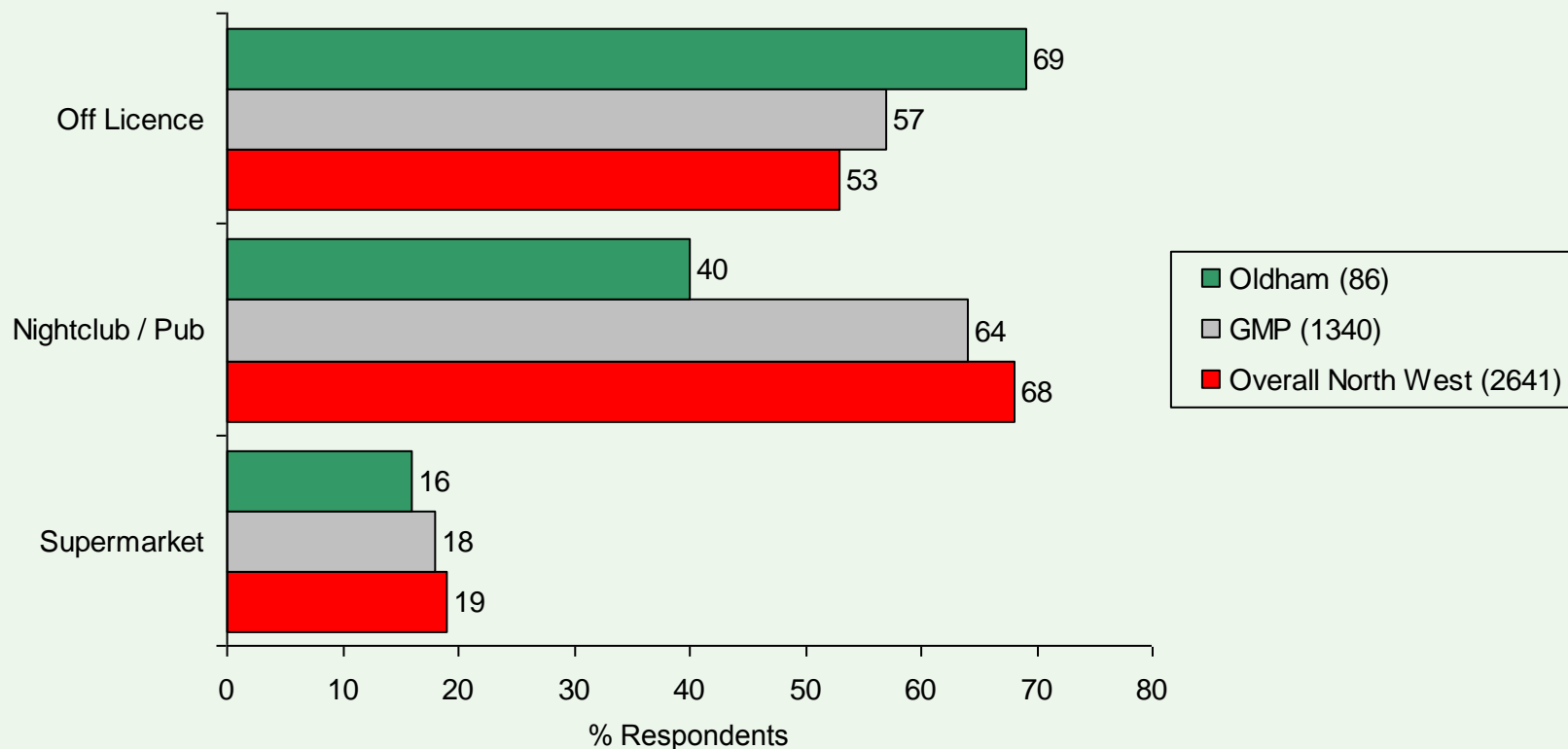
% who buy alcohol
Oldham by frequency of binge drinking 2007



Base for 2007: see chart.
Balance: Never drink / Not stated

A significantly higher proportion of 14 to 17 year olds in Oldham claim to purchase their alcohol from off licences (69% vs. 53% for the North West).

Where do you buy your alcohol from?
Comparisons by area 2007



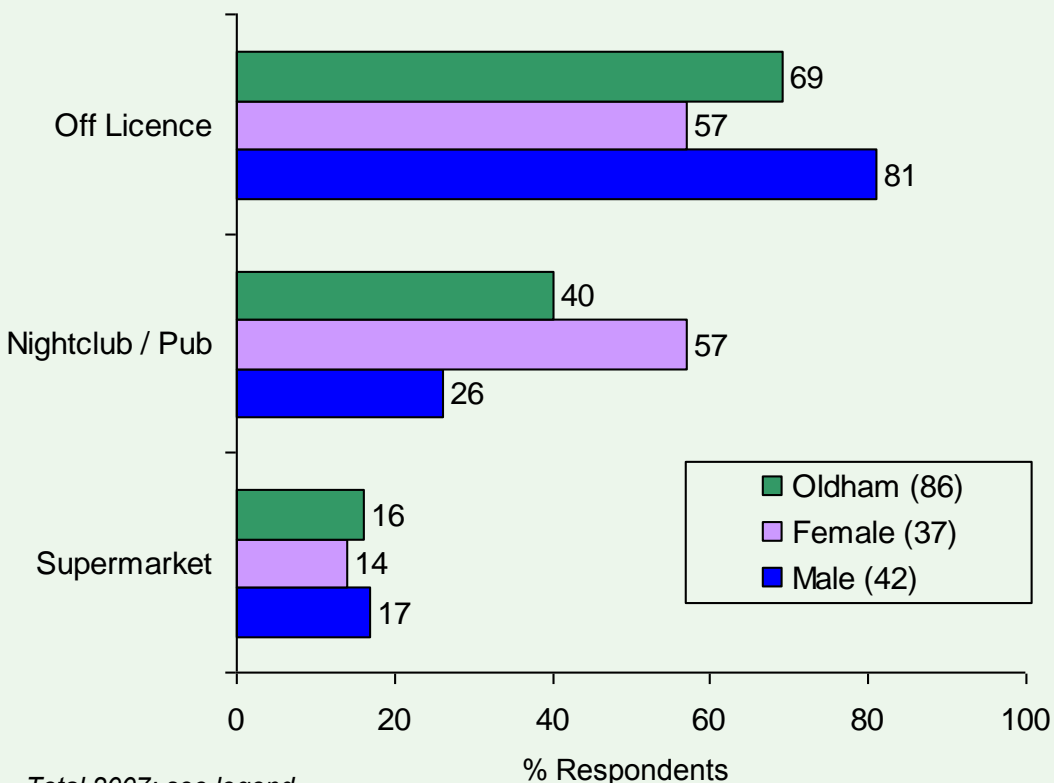
Base for 2007: see legend

Balance: Never drink/ Never buy alcohol / Not stated. Multiple responses allowed

When split by gender the findings show that females are more likely to buy their alcohol from pubs and clubs than males, who are more likely to purchase from an off license. Just over half of those purchasing alcohol have been asked for ID.

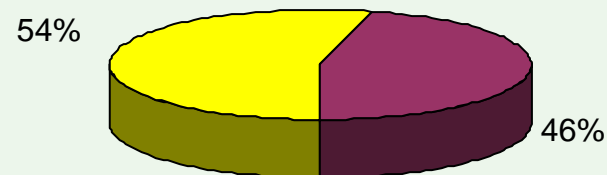
Where do you buy your alcohol from?

Oldham by gender



Have you been asked for ID?*

Oldham 2007

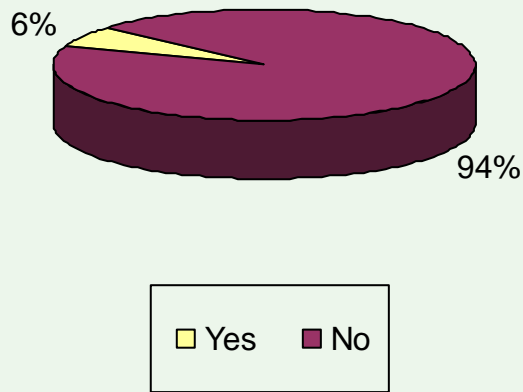


Total 2007: see legend.
Balance: Never drink/ Never buy alcohol /Not stated. Multiple responses allowed

Oldham Total 2007: 85 respondents
* Not asked in 2005

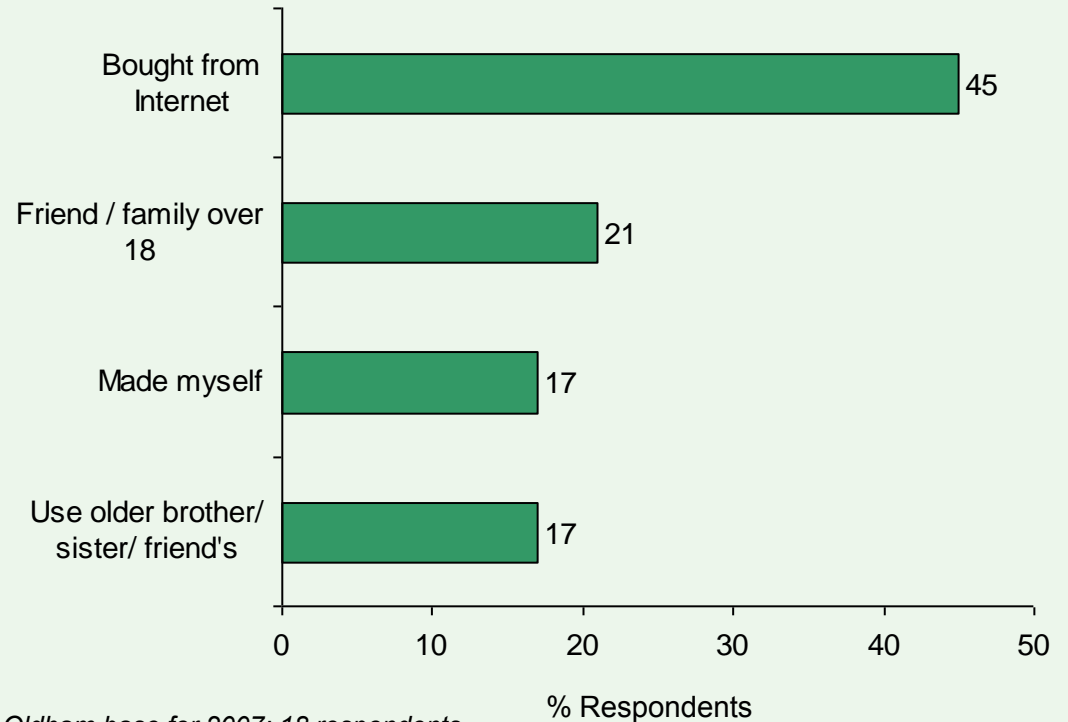
6% of 14 to 17 year olds in Oldham claim to have fake ID, often purchased from the internet.

Do you have fake ID?*
Oldham



Oldham base for 2007: 85 respondents.
Balance: NR; * Not asked in 2005

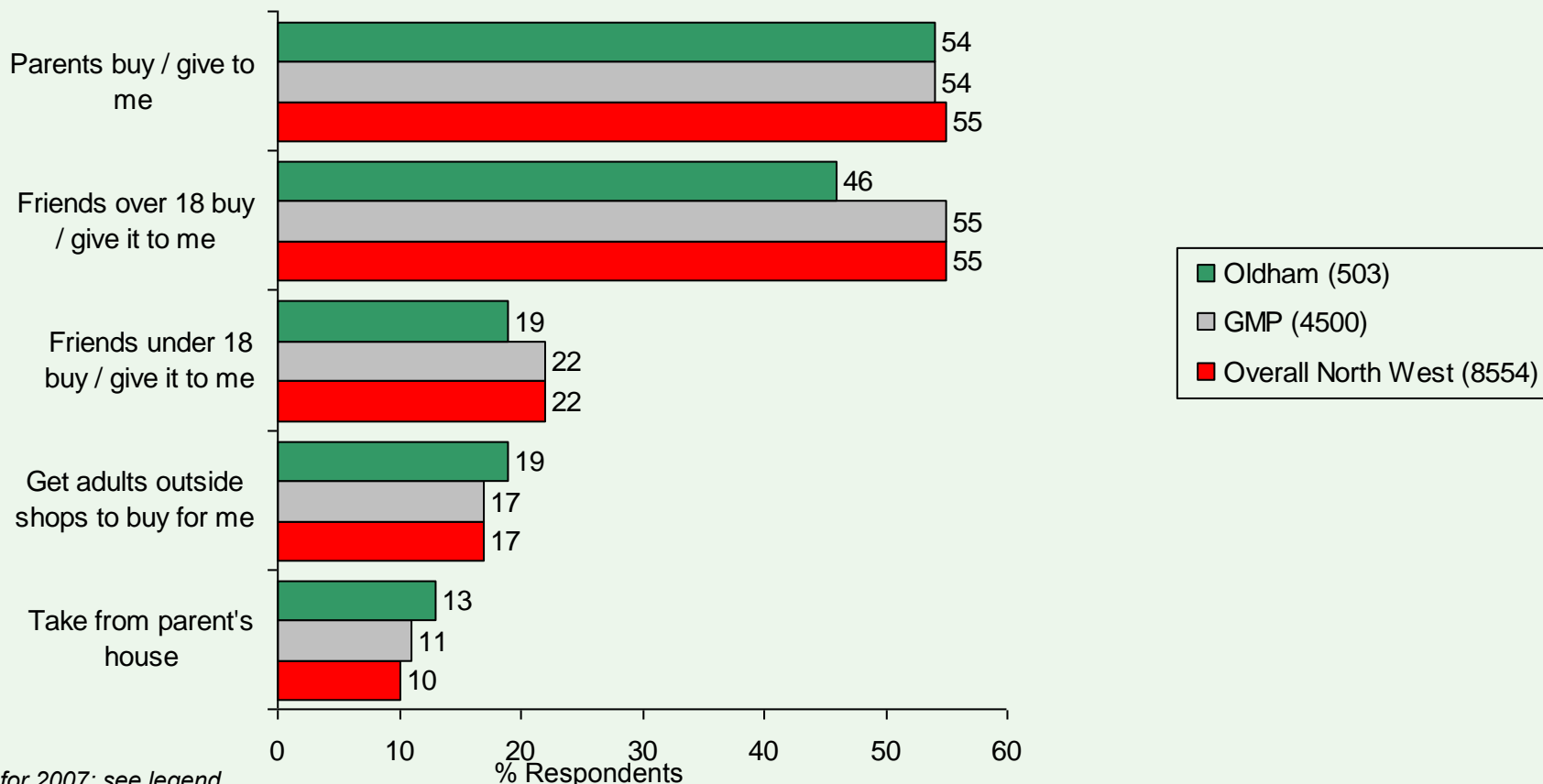
Where did you get it from?*
Oldham



Oldham base for 2007: 18 respondents.
Balance: Don't have fake ID / NR. * Not asked in 2005

14 to 17 year olds in Oldham are most likely to get their alcohol from friends over 18 (46%) or from parents / guardians (54%).

When you don't buy it yourself, where do you get your alcohol from?
Comparisons by area 2007

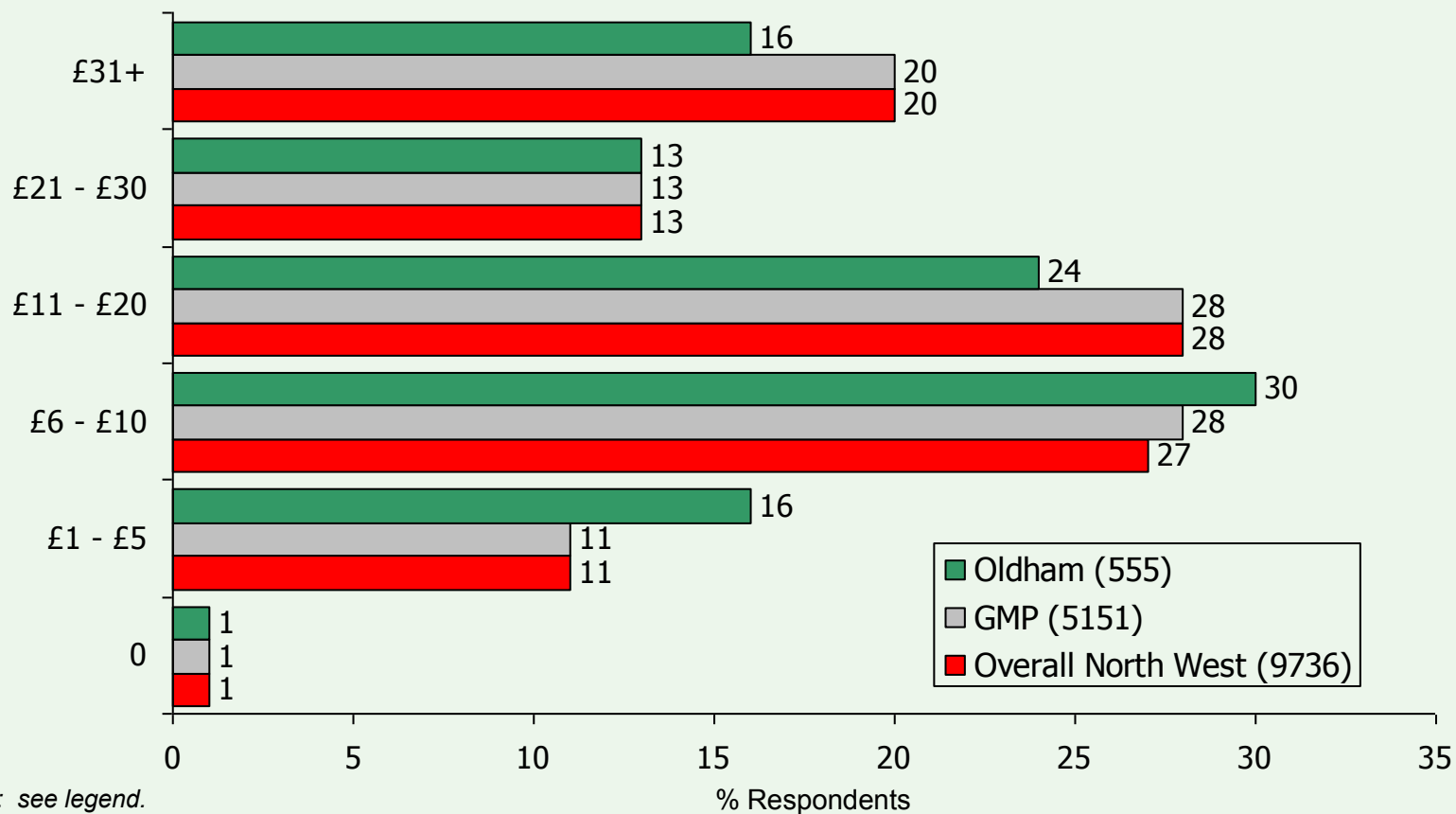


Base for 2007: see legend

Balance: Never drink /Not stated. Multiple responses allowed

The findings show that the amount of money that 14 to 17 year olds have available to spend in Oldham is generally in line with the North West region as a whole.

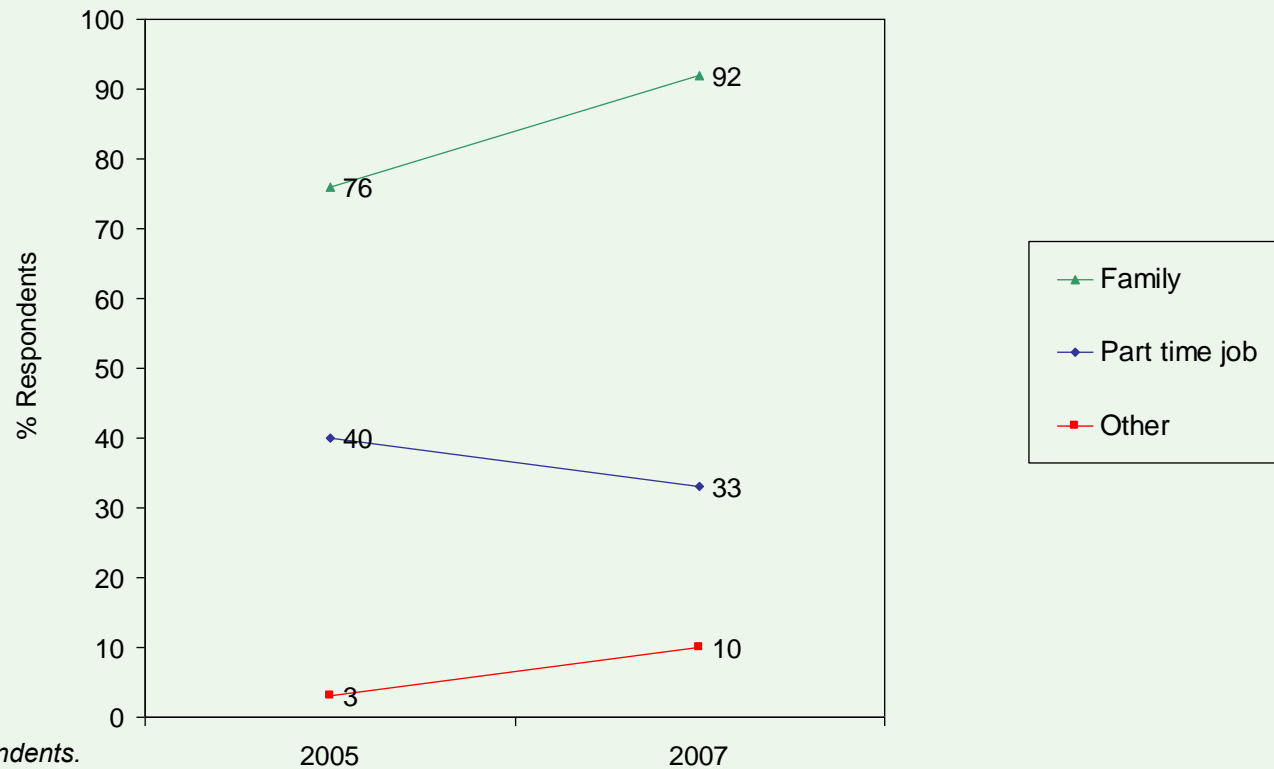
How much money do you have available to spend each week?
Comparison by area 2007



Total 2007: see legend.
 Balance: Not stated

The latest findings reveal that the majority of 14 to 17 year olds in Oldham are likely to get money from their family. 33% get money from part-time jobs.

Where do you get your money from? Oldham 2007 vs. 2005



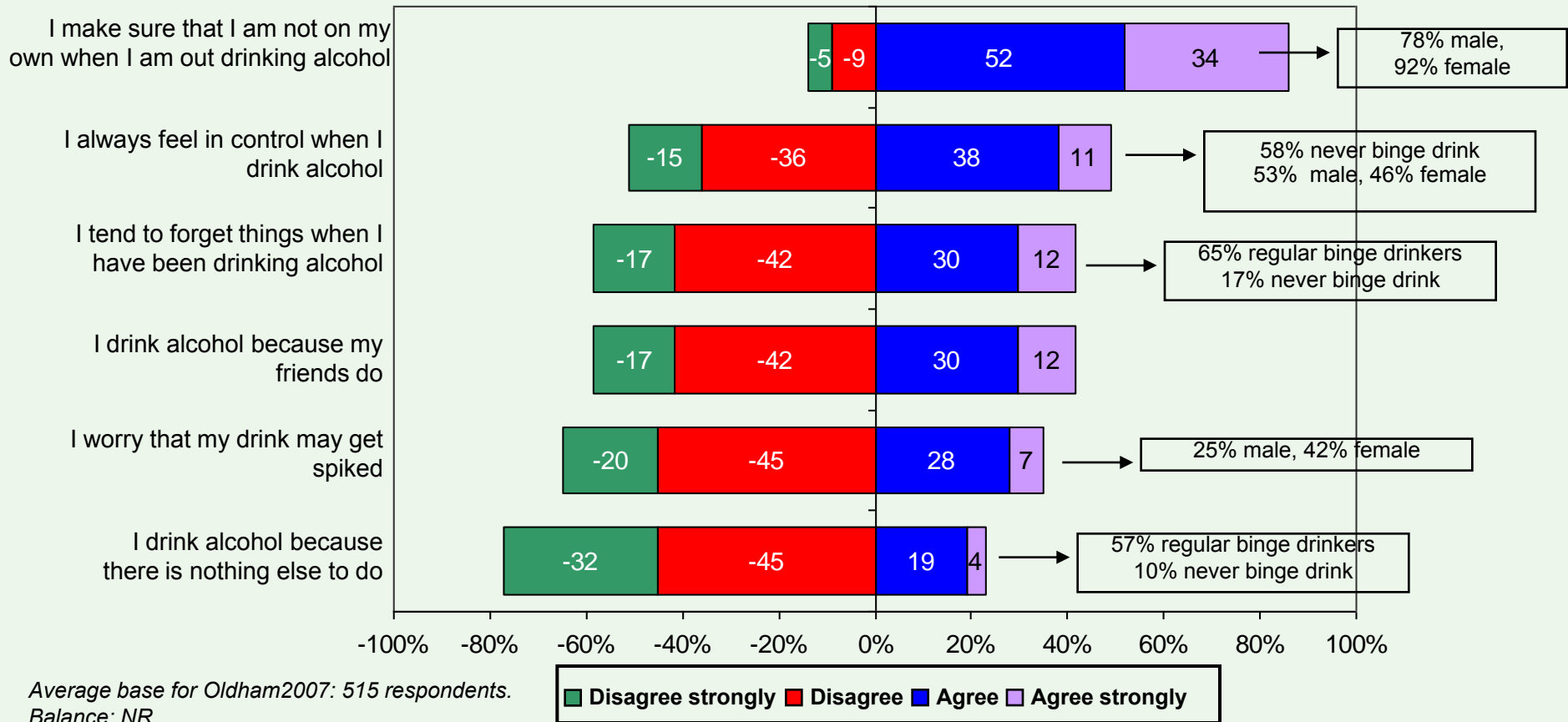
Oldham base for 2005: 901 respondents.
Oldham base for 2007: 550 respondents.
Balance: NR. Multiple responses allowed.

GENERAL ATTITUDES AND BEHAVIOUR

The latest findings suggest that young females in Oldham tend to worry more than young males about getting their drinks spiked, although females are more likely to ensure that they are not alone when drinking. Over half of those who regularly binge drink agree that they drink because there is nothing else to do.

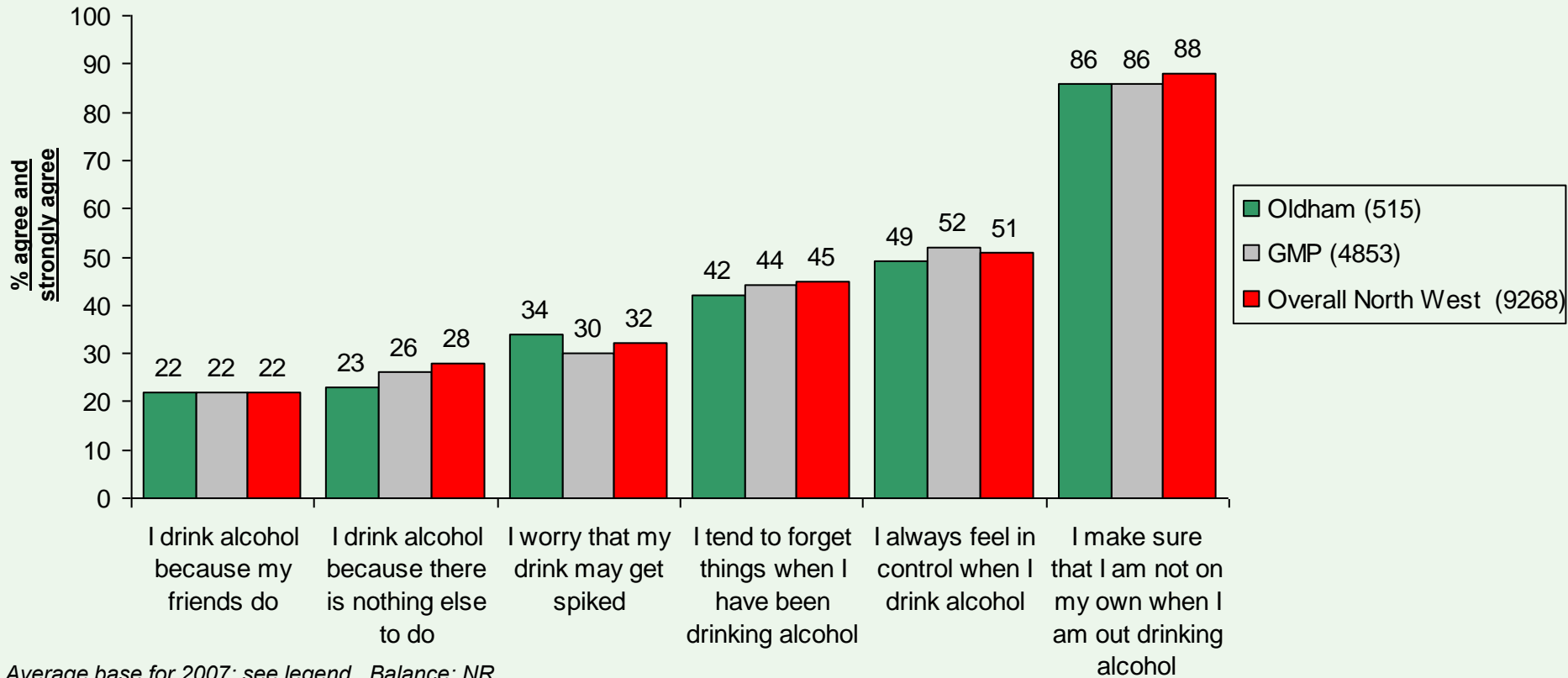
Attitudes towards drinking alcohol (1) Oldham 2007

% agree and strongly agree



Attitudes to alcohol in Oldham largely appear to reflect the findings for the North West region.

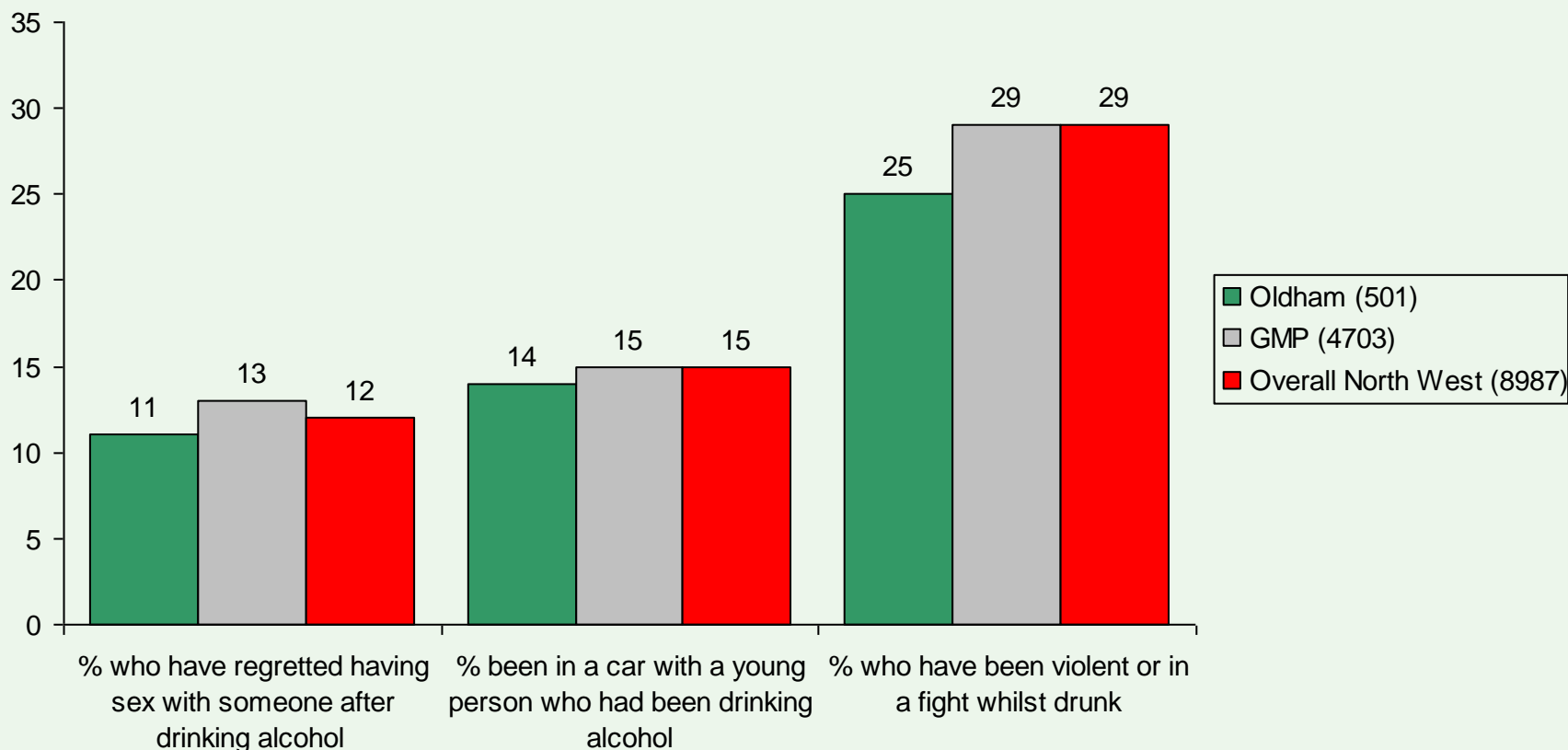
Attitudes towards drinking alcohol (2)
Comparison by area 2007



Average base for 2007: see legend. Balance: NR

25% of 14 to 17 year olds in Oldham who drink alcohol admitted to having been violent whilst drunk. Worryingly, 14% claim to have been in a car with a young person who had been drinking, and 11% indicated that they had regretted having sex after drinking alcohol.

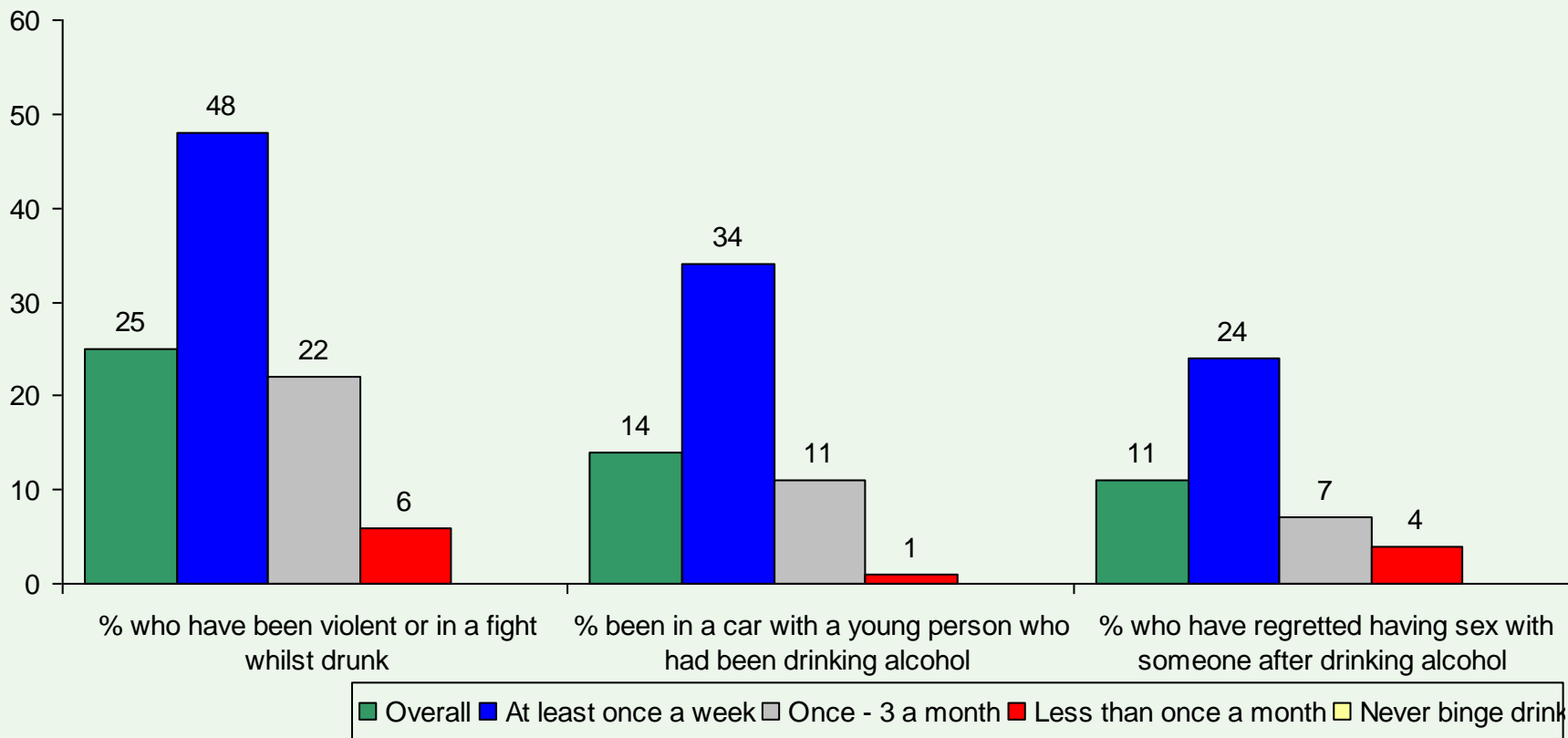
Behaviour when drinking alcohol*
Comparison by area 2007



Average base 2007: see legend
 Balance: Never drink / Not stated. * Not asked in 2005

Further analysis of the results indicates that unsociable, criminal or regrettable behaviour can be linked to frequent binge drinking. 48% of 14 to 17 year olds who binge drink at least once a week admitted that they had been violent when drunk.

Behaviour when drinking alcohol*
Oldham by frequency of binge drinking



Oldham average base 2007: 501 respondents.
 Balance: Never drink / Not stated. * Not asked in 2005

UNDERSTANDING OF THE LAW

The findings suggest that the majority of 14 to 17 year olds in Oldham appear to generally aware of the law relating to buying, selling and consuming alcohol than average.

Understanding of the Law Comparison by area 2007



Average base Overall NW 2007: 11,014 respondents.

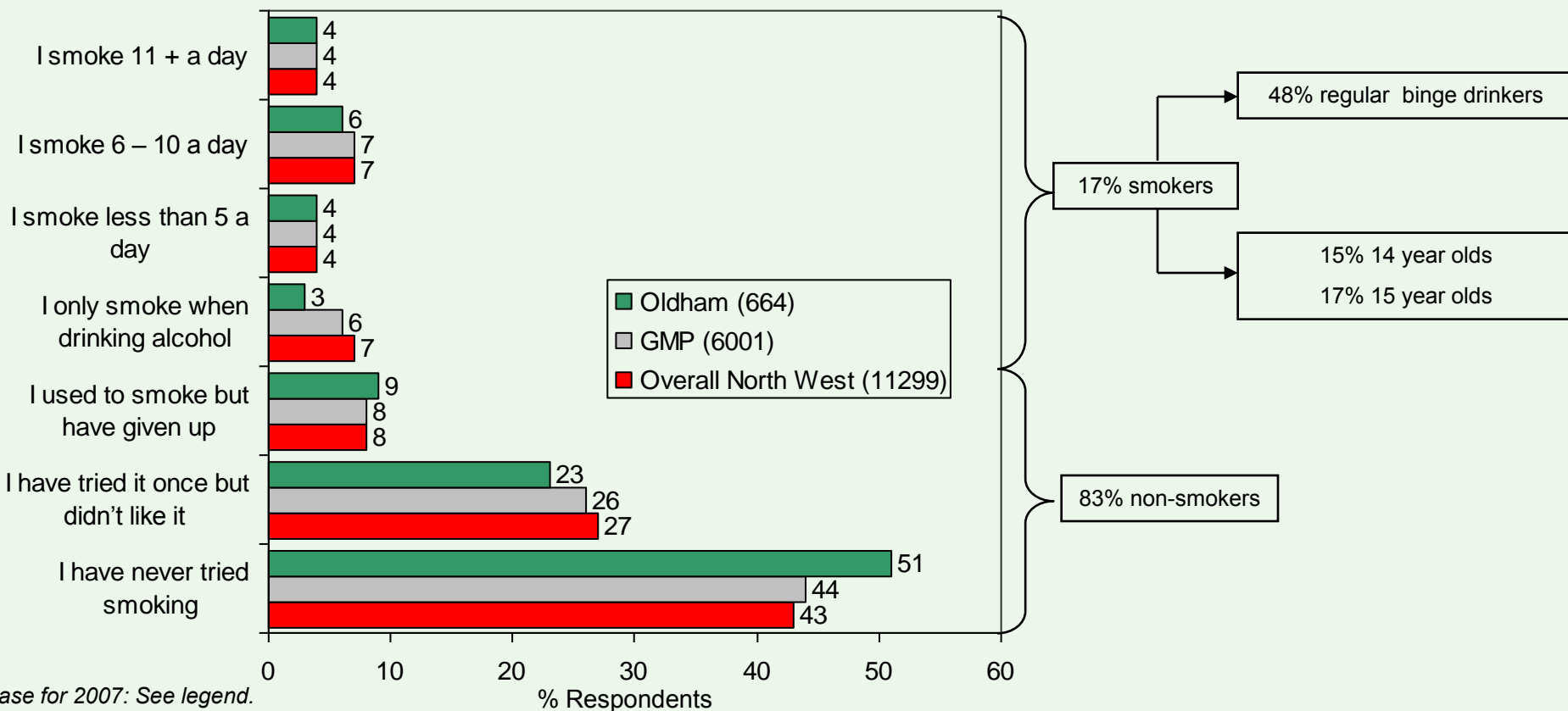
Average base Oldham 2007: 637 respondents. Balance: Not stated. * Not asked in 2005

SMOKING HABITS

17% of 14 to 17 year olds in Oldham claim to smoke, this is lower than the regional average (22%). Further analysis reveals that nearly half of those who binge drink regularly also smoke.

Which of the following, best describes you?*
Comparison by area 2007

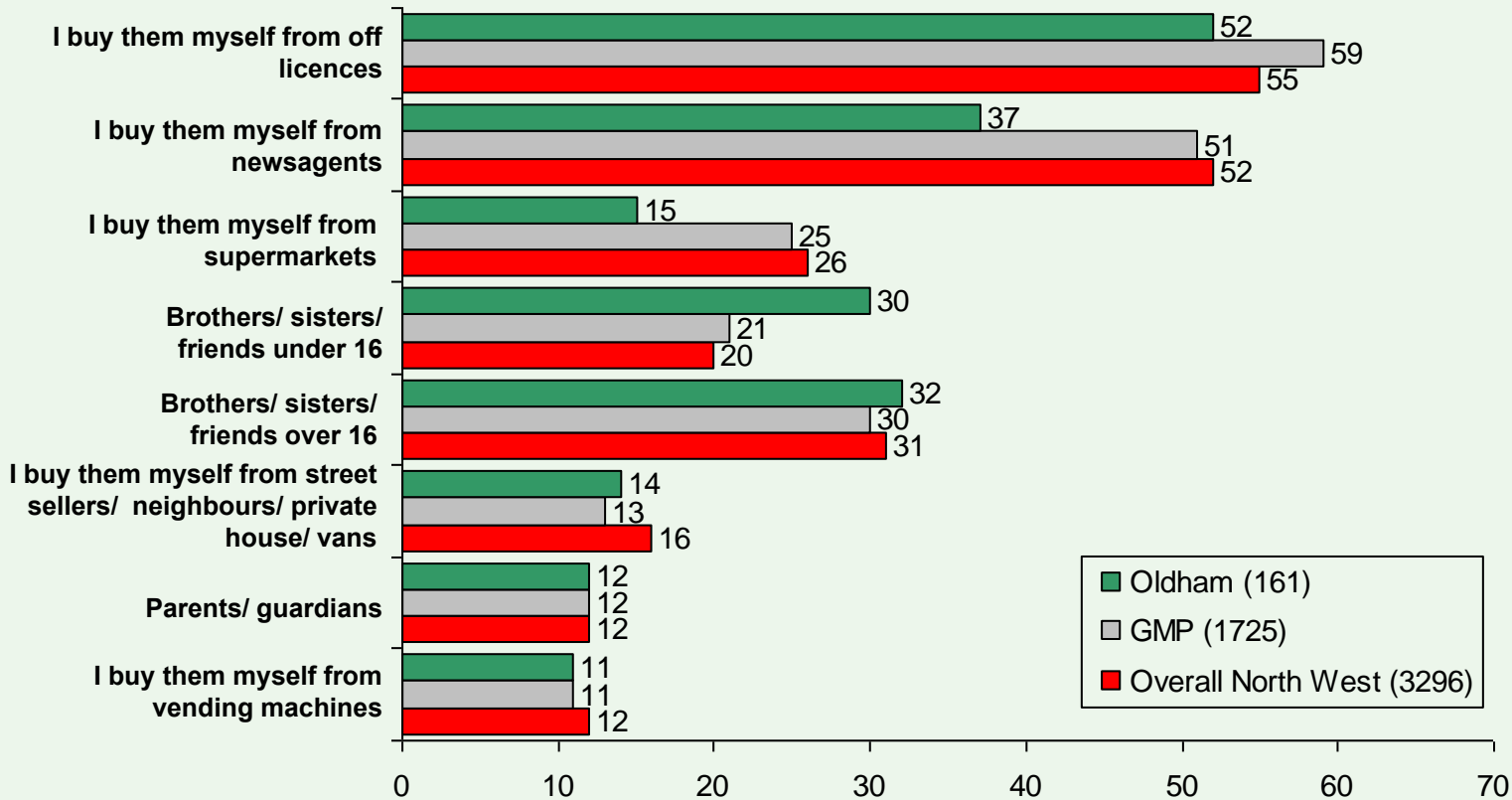
Oldham Differences 2007



Base for 2007: See legend.
 Balance: Not stated. * Not asked in 2005

A significantly higher proportion of smokers in Oldham claim to have asked siblings or friends to purchase cigarettes for them (62% vs. 51% for the North West).

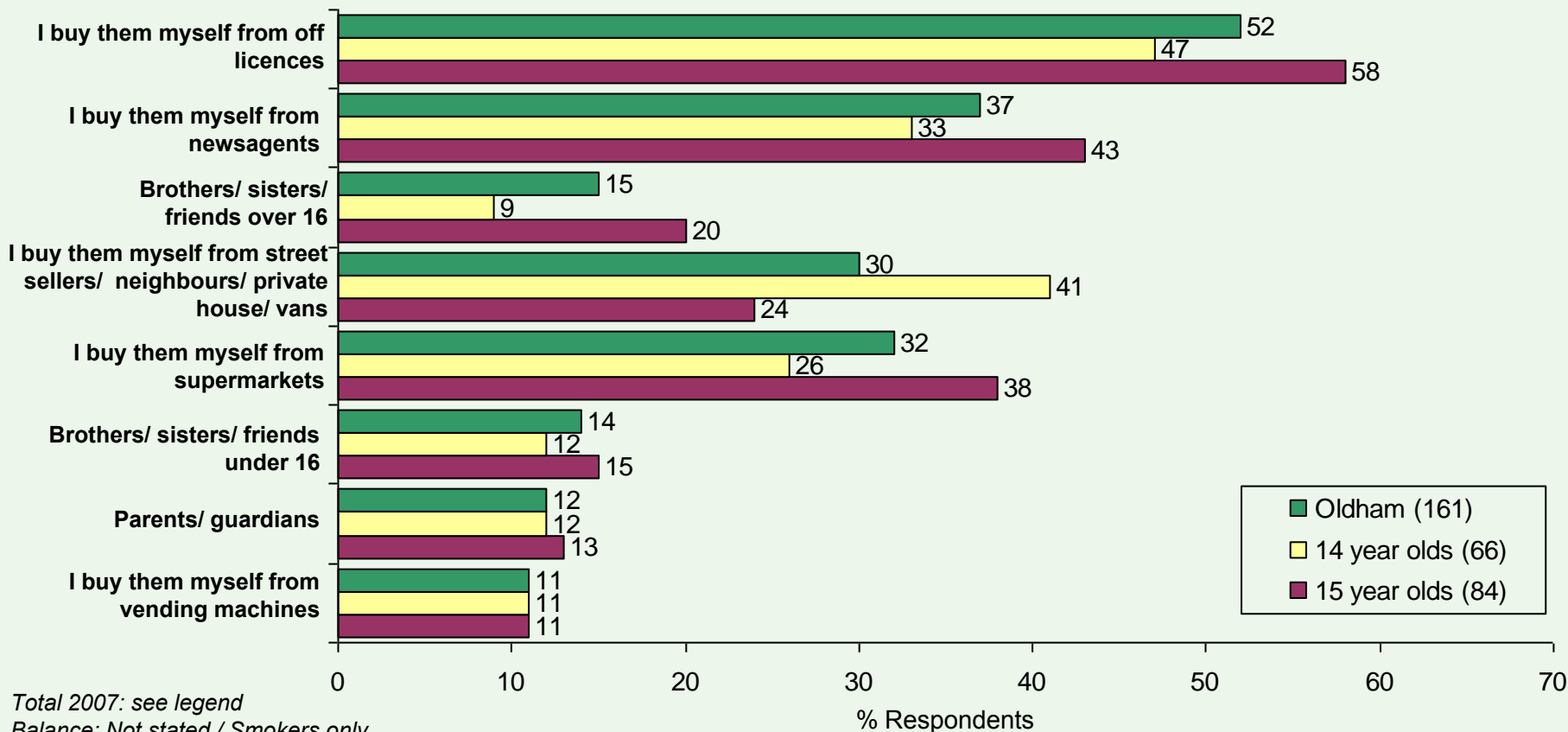
Where do you get your cigarettes from?*
Comparisons by area 2007



Base for 2007: see legend
 Balance: Not stated / Smokers only. Multiple responses allowed. * Not asked in 2005

14 year olds in Oldham are significantly more likely than 15 year olds to buy cigarettes from street sellers or private individuals.

Where do you get your cigarettes from?*
Oldham by age 2007



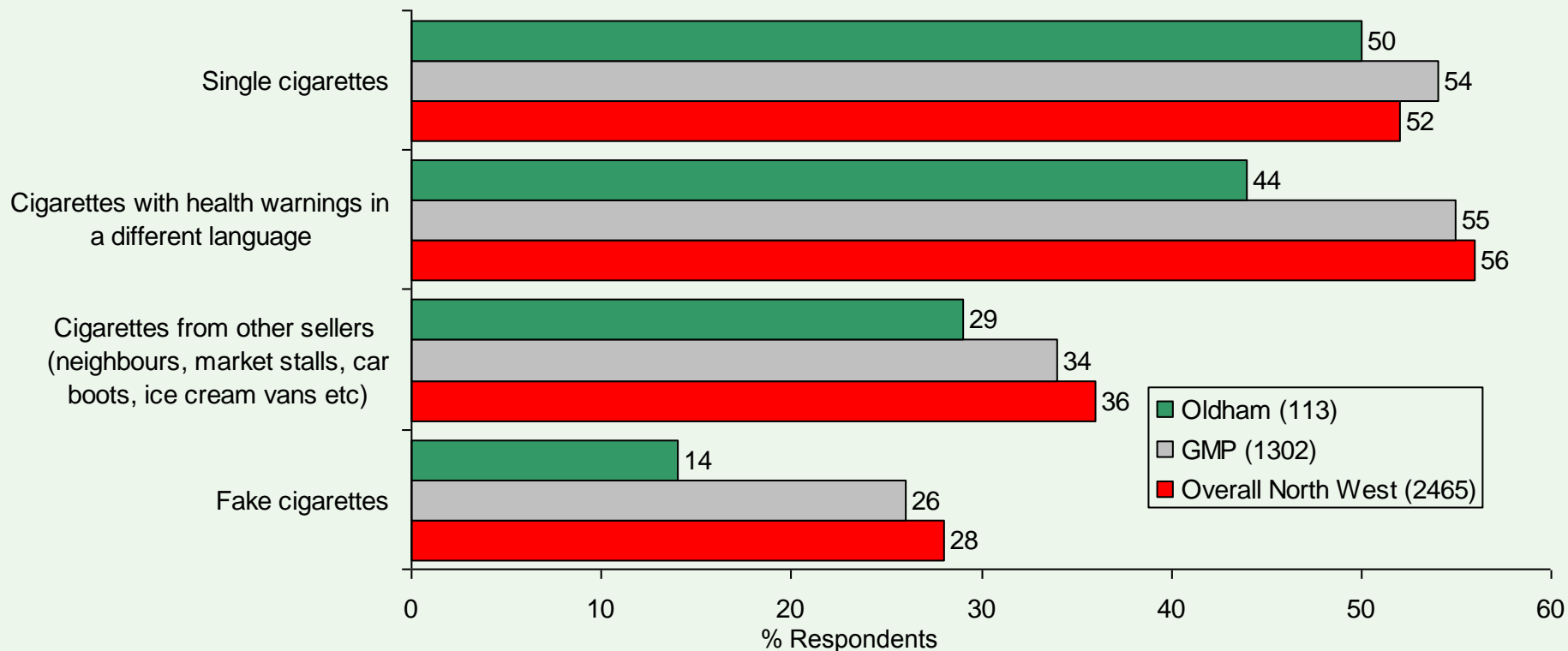
Total 2007: see legend

Balance: Not stated / Smokers only.

Multiple responses allowed. * Not asked in 2005

The research findings highlight that many 14 to 17 year olds are purchasing either potentially illegal cigarettes or cigarettes from illegitimate sources, although propensity to do so in Oldham is lower than the regional average.

Have you ever bought...?*
Comparisons by area 2007



Base for 2007: see legend.

Balance: Not stated / Smokers only. Multiple responses allowed. * Not asked in 2005

For further information about this report please contact Diane Terry

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