

Drinkaware website user feedback 2017

Combined seasonal variation survey findings

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Executive summary

Methodology

This report presents feedback from 3,722 visitors of the Drinkaware website who completed an online survey about their experience and views having used the website in 2017. The survey was delivered during four periods of the year to capture seasonal differences in visitors' motivations for coming to the website with questions about alcohol:

- 4th January 2017 to 11th January 2017 (n=843)
- 30th March 2017 to 6th April 2017 (n=586)
- 20th July 2017 to 27th July 2017 (n=1,070)
- 14th December 2017 to 24th December 2017 (n=1,223)

Monitoring of traffic on the Drinkaware website has suggested that periods of particular user interest are January (a period of New Year's resolution and moderation interest), peak summer (increased alcohol consumption during the holiday) and December (increased alcohol consumption during the festive season). In addition, we were interested in including an 'alcohol neutral' period (which was March/April).

The survey invitation was delivered to all website visitors during the four stated time periods via a website pop-up. The sample for this survey was self-selected, and due to this methodological limitation caution is advised when seeking to generalise findings to all users of the website. Where possible, we compare the survey findings against Google Analytics data to indicate how representative the survey sample is against the total website user population. In order to examine variations between each of the four survey periods differences of 5 percentage points or more are highlighted in this report. Throughout, comparisons are made to findings from 2016 (Bonnar and Larsen, 2017), however note that the 2016 findings for reasons of methodological consistency across seasons included the same January 2017 dataset as used in the 2017 findings.

Respondent profile

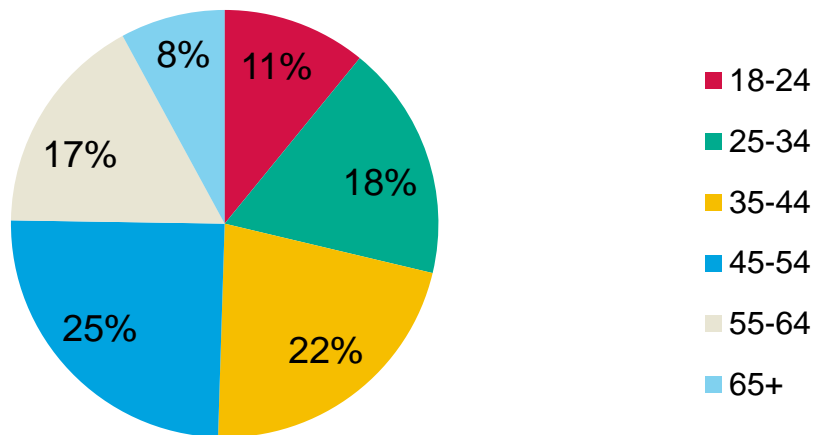
Gender and age

56% (n=2,081) of respondents said that they were female, 43% (n=1,590) said that they were male and 1% (n=51) selected 'prefer not to say'. Compared with Google Analytics data, women appeared to be slightly over-represented in the website user survey sample, with this data indicating that 52% of website visitors in 2017 were female.

Figure 1 presents the age profile of the survey sample, showing a good spread across age groups with the exception of those aged 65 or over, who only constituted 8% of respondents. A comparison with Google Analytics data suggests that 18-24 and 25-34 year old age groups were underrepresented in the survey sample compared with visitors to the website. It also showed that the age group 45-64 was overrepresented in the survey.

Figure 1: Age of survey respondents

n=3,559



Deprivation

We profiled the survey respondents who provided English postcodes against the index of multiple deprivation deciles (the level of deprivation in the population divided up into 10 equal groups, with the 10% most deprived at one end of the scale and the 10% least deprived at the other). For multiple deprivation Decile 1 and Deciles 3 to 10, the proportion of website user survey respondents who fell in these categories was within +/- 1 percentage point of 10%. Only 8% of respondents however fell within Decile 2. Hence, our data suggests a good socioeconomic diversity among website survey respondents as indicated by the multiple deprivation deciles.

Drinker types

In 2017, Drinkaware developed a new segmentation of UK adult drinkers which identified eight distinct categories of drinkers based on the level of alcohol consumption, their motivations for drinking and typical drinking occasions.¹ All UK-based respondents who completed the segmentation profiling questions in the July and December surveys were assigned to one of these drinker segments based on their responses (n=2,153) – see Table 1. 6% of this UK based sample (n=2,153) said that they “never” drank alcohol.

¹ Gunstone, B and Butler, B. (2017): *Drinkaware Monitor 2017: UK adult drinkers' behaviours and attitudes*. London: YouGov and Drinkaware.

Table 1. Drinker segmentation profiles: website survey respondents vs. UK population

	UK-based website user survey respondents (n=2,153 ²)	UK population (n=6,212 ³)
Segment 1	11%	7%
Segment 2	8%	12%
Segment 3	18%	25%
Segment 4	13%	13%
Segment 5	9%	7%
Segment 6	8%	7%
Segment 7	15%	11%
Segment 8	8%	5%
Non-drinkers	6%	13%

Compared to the UK population, Segment 1 (11% vs 7%), Segment 7 (15% vs 11%) and Segment 8 (8% vs 5%) were slightly overrepresented and Segment 3 (18% vs 25%) and Segment 2 (8% vs 12%) were underrepresented. Non-drinkers were also underrepresented in the survey sample (6% vs 13%).

The underrepresentation of Segments 2 and 3 is most likely explained by their low levels of drinking. In contrast, the overrepresentation found in Segment 1 could reflect their higher level of drinking combined with the fact that they are made up of a predominantly younger demographic, which is more likely to use the internet than older generations. Segment 8 is an older group but they are the most risky segment of drinkers, and their overrepresentation is likely to reflect their awareness of having a higher support need. Segment 7 drink frequently but drink lower amounts, making them lower risk drinkers. A possible explanation for their overrepresentation is that the Drinkaware website could form part of their low risk drinking strategies.

The website user survey proportions of the remaining three segments (4, 5 and 6) mirror the population level segment proportions fairly closely.

Reasons for visiting the Drinkaware website

All respondents were asked a multi-choice question about why they were visiting the Drinkaware website.

² Only includes those who participated in the July 2017 and December 2017 survey, as this segmentation had not been developed in time for the January 2017 and March 2017 surveys.

³ Sample taken from the Drinkaware Monitor 2017, with which the segmentation was created.

The top three reasons for visiting the website at a total level were:

- I want to better understand my own drinking (29%, n=1,083)
- I want to find out about the health impact of alcohol (29%, n=1,054)
- I want to find out about the effects of alcohol (22%, n=791)

There was some variation according to time of year. For example, January stood out in that the top three reasons included “I want to get help to reduce the amount I’m drinking”, which was not included in the top three reasons for the other months. (Appendix C contains tables with comparisons between 2016 and 2017 data.)



Looking for specific information

Less than three in ten (28%, n=1,051) of respondents said that they were visiting the Drinkaware website looking for specific information. Of these respondents, just over half (51%, n=540) said that they found the information that they were looking for, 25% (n=264) said they did not find it and the remaining quarter of respondents (24%, n=249) said that they didn’t know.



Relevance, Trustworthiness, and Objectivity and Impartiality

Respondents were asked how relevant, trustworthy, and objective and impartial they thought the information on the Drinkaware website was. The table below presents the findings, specified for responses both including and excluding the ‘don’t know’ answer option.

Table 2: Views on Drinkaware’s reputation 2016/17 comparison

Reputation	2016		2017		% point change	
	All respondents (n=4,110)	Respondents who gave a Y/N response ⁴	All respondents (n=3,722)	Respondents who gave a Y/N response	All	Y/N
Information on the Drinkaware website is Relevant	84%	95%	82%	95%		No change
Information on the Drinkaware website is Trustworthy	86%	98%	84%	98%		No change






⁴ This data was not shown in the 2016 report, to calculate these percentages we used the raw data and removed the “I don’t know” answers, in line with the explanation in Appendix B.

Information on the Drinkaware website is Objective / impartial	79%	95%	77%	96%		
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Change in understanding about alcohol

Respondents were asked if their understanding of alcohol had changed having visited the Drinkaware website, as illustrated in Table 3.

Table 3: Change in understanding about alcohol 2016/17 comparison

“Better” and “Much better” understanding on...	2016 (n=4,110)	2017 (n=3,722)	Percentage point change
Alcohol and the law	56%	54%	
Guidance on low risk drinking	64%	63%	
The effect of drinking	65%	63%	
What to do to prevent harm from alcohol to myself	60%	58%	
What to do to prevent harm from alcohol for others	57%	58%	

There was some variation in results according to time of year. For example, in January a higher percentage of people compared to March, July and December (except regarding knowledge about alcohol and the law) said that they had a better understanding of all aspects surveyed.

In contrast, a higher proportion of respondents in the December survey reported having better knowledge about alcohol and the law compared with those at other times of year – 57% of respondents in December said that they had better knowledge about alcohol and the law compared to 49-55% at other times of year.

For these examples, seasonality may be a contributory factor with drink driving content being more relevant in the run up to Christmas and health content being more popular in the “New Year resolution period”.

Potential wider impact of visiting the Drinkaware website

All respondents were asked which of a list of actions they would be more or less likely to do after having visited the Drinkaware website:

- 74% (n=2,735) said that they were more likely to return to the Drinkaware website for more advice and support
- 65% (n=2,424) said that they were more likely to try to find out more on the subject
- 64% (n=2,041) of respondents, for whom it was applicable to (n=3,189), said that they were more likely to adopt one or more tips and tools to help reduce their alcohol consumption

While three-quarters of respondents said that they were more likely to return to the Drinkaware website, we know from Google Analytics data that only around 17% of traffic to the website is from return users within a one year period. This suggests that although a relatively high proportion of people indicate an intention to return, for most people, it is unlikely to happen within the following 12 months.

Comparing results from different times of year, a higher proportion of respondents in January reported being ‘a bit more likely’ or ‘much more likely’ to take action than respondents at other times of year. Again, this may be due to time of year with respondents in January perhaps intending to undertake lifestyle changes as part of New Year resolutions. (Appendix C contains tables with comparisons between 2016 and 2017 data.)

Recommending to others

Nine in ten respondents (90%, n=3,328) said that they would recommend the Drinkaware website to friends or family in the future. This figure has stayed the same since 2016.

Discussion

Overall, the results from the four 2017 website user surveys suggest that visitors to the Drinkaware website have a positive experience and find relevant information.

Approximately four in five respondents said that they felt that information on the Drinkaware website was relevant, trustworthy, and objective and impartial – and when excluding the ‘don’t know’ answers this proportion is even higher. In addition, nine in ten of respondents said that they would recommend the Drinkaware website to friends or family who wanted to find out more about alcohol in the future.

More than half of respondents said that, having visited the Drinkaware website, they had improved knowledge about alcohol and the law and about how to prevent harm to themselves and to others due to alcohol. Nearly two-thirds of respondents said that they had a ‘better’ or ‘much better’ understanding of the guidance on low risk drinking and the effects of alcohol having visited the Drinkaware website.

While comparison between surveys at different times of year must be caveated due to the self-selected sample, there is an indication of seasonal trends. Understanding these trends may be useful for informing website content creation or promotion. For example, a lower proportion of respondents said that they were visiting the website to find out about the health impact of alcohol in December compared to other times of year. This indication of seasonality supports running these surveys at different time points.

The 2017 website user survey series has also identified areas that could be further developed or improved. For example, just over half of respondents who were looking for specific information found what they were looking for. Analysis of the July website user survey results suggests that those respondents who did not find what they were looking for, were looking for information across of range of topics rather than one specific area. Given the proportion of people who were looking for something specific but could not find it, there may be value in further investigating the barriers these website visitors faced when trying to find this information.

Three quarters of survey respondents said that they were 'a bit more likely' or 'much more likely' to revisit the Drinkaware website. However, Google Analytics data, during the same period, suggests that only 17% of traffic is from users who return within a 12 month period.

Further analysis of the 2017 website user series data could provide a more in-depth understanding of our website visitors' experiences, particularly analysis of the open-text responses. There may also be value in conducting further analysis based on segmentation profiles.

Overall, the 2017 website user surveys have provided an indication that users are having positive experiences of the website.

Methodology

Over the course of four surveys, a total of 3,722 Drinkaware website users were surveyed online. The surveys were scheduled to capture feedback at different times of year. The surveys ran during the following time periods:

- 4th January 2017 to 11th January 2017 (n=843)
- 30th March 2017 to 6th April 2017 (n=586)
- 20th July 2017 to 27th July 2017 (n=1,070)
- 14th December 2017 to 24th December 2017 (n=1,223)

Monitoring of traffic on the Drinkaware website has suggested that periods of particular user interest are January (a period of New Year's resolution and moderation interest), peak summer (increased alcohol consumption during the holiday) and December (increased alcohol consumption during the festive season). In addition, we were interested in including an 'alcohol neutral' period (which was March).

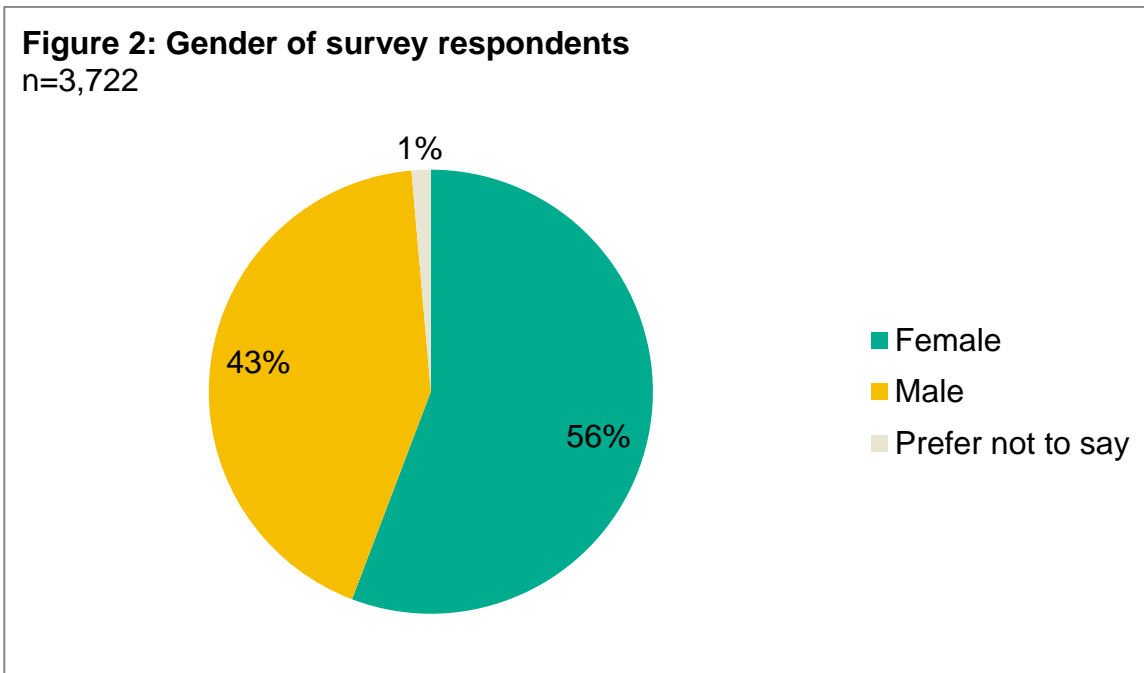
The survey invitation was delivered to all website visitors during the four stated time periods via a website pop-up. The visitors could accept or decline the invitation. If the visitor accepted the invitation, they were asked to answer the survey when they had finished looking around the website. The survey ran for full week circles to ensure any weekly patterns of website usage were accounted for (e.g. motivations for visiting the website are typically different on a Friday when many are preparing for a party or night out, compared to a Sunday when some may be suffering from negative effects from drinking).

The sample for this survey was self-selected, and due to this methodological limitation caution is advised when seeking to generalise findings to all users of the website. In order to examine variations between each of the four survey periods differences of 5 percentage points or more are highlighted in this report.

Respondent profiles

Gender

In 2017, 56% of respondents reported that they were female and 43% said that they were male (Figure 2). This is a slightly more equal representation of the genders compared to 2016, where there was a difference of 19 percentage points between the genders.

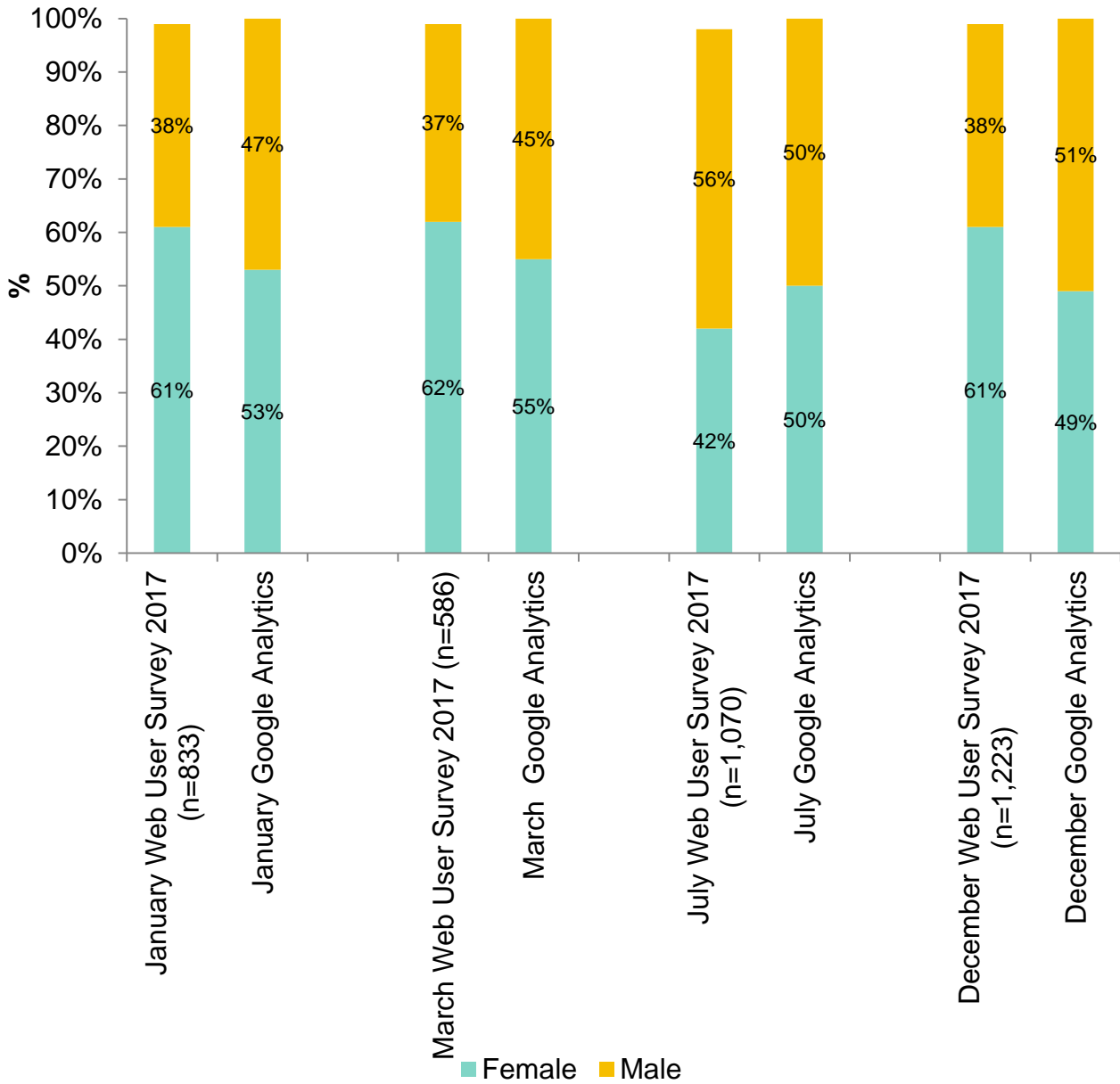


Using Google Analytics data⁵, we can compare the demographics of survey respondents with the demographic of all those who visited the website in the same time periods. This data indicates that 52% of visitors to the website were female and 48% were male, suggesting that women are slightly overrepresented in the website user survey sample.

A further comparison by time of year suggests that female respondents were overrepresented in the January, March and December surveys in particular (Figure 3), which is the same pattern that was found in 2016. When also considering the Google Analytics data there is a clear pattern suggesting that men are relatively more inclined to seek online guidance on alcohol during peak drinking periods (July and December).

⁵ Google Analytics is an analytic service that reports on website traffic and presents demographic information about website visitors such as gender and age.

Figure 3: Web user survey gender proportions vs. Google Analytics gender proportions, by survey



Age

Figure 4 presents age range of the survey sample. Approximately one fifth of respondents were categorised within the 25-34 and 35-44 categories, with a quarter within the 45-54 age category. The age group least represented is those aged 65 and over.

Figure 4: Age of survey respondents

n=3,559

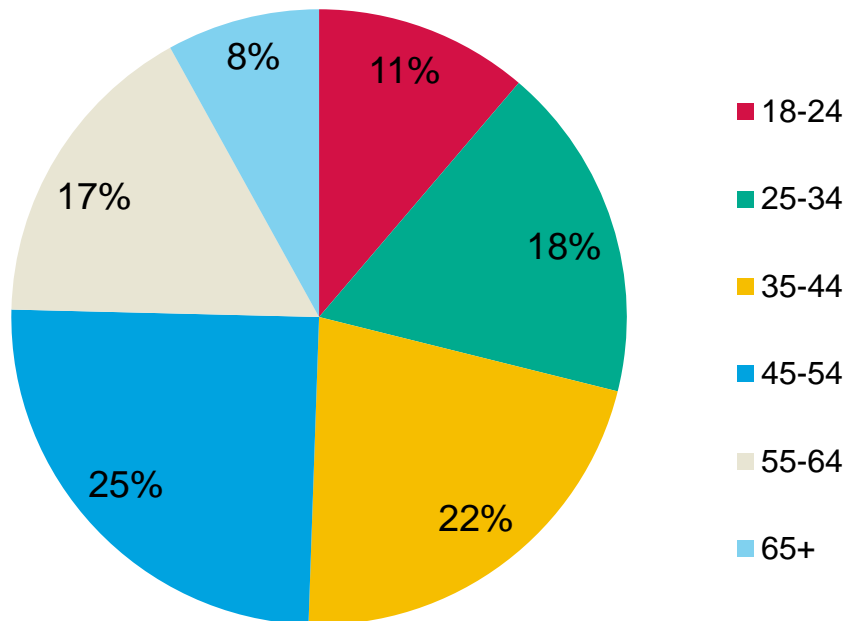
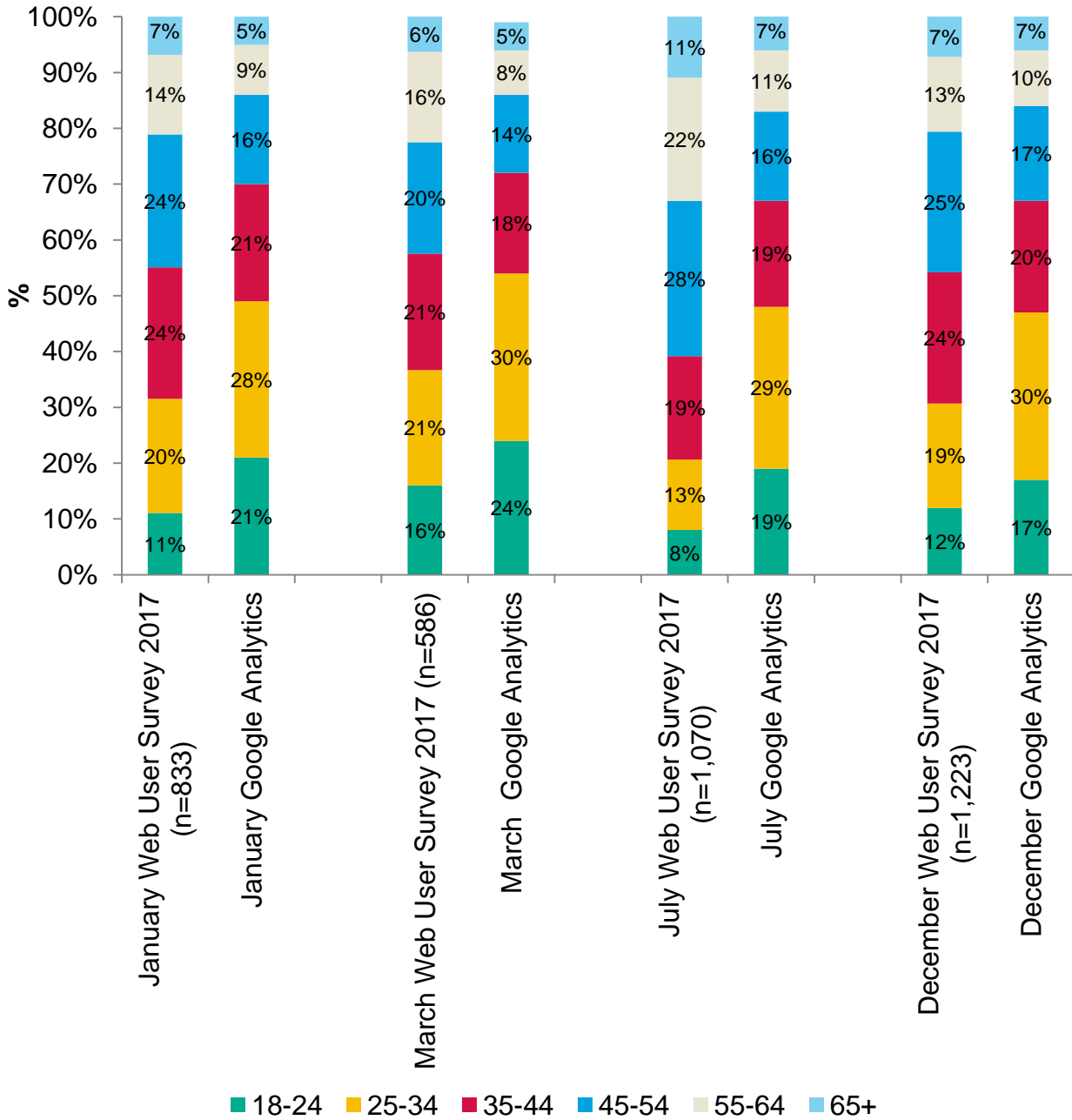


Figure 5 presents the proportion of respondents who fall within each age category versus Google Analytics data, by each survey. As this figure demonstrates, 18-24 and 25-34 year old categories were underrepresented in the survey sample and 45-64 year olds are overrepresented compared with visitors to the website.

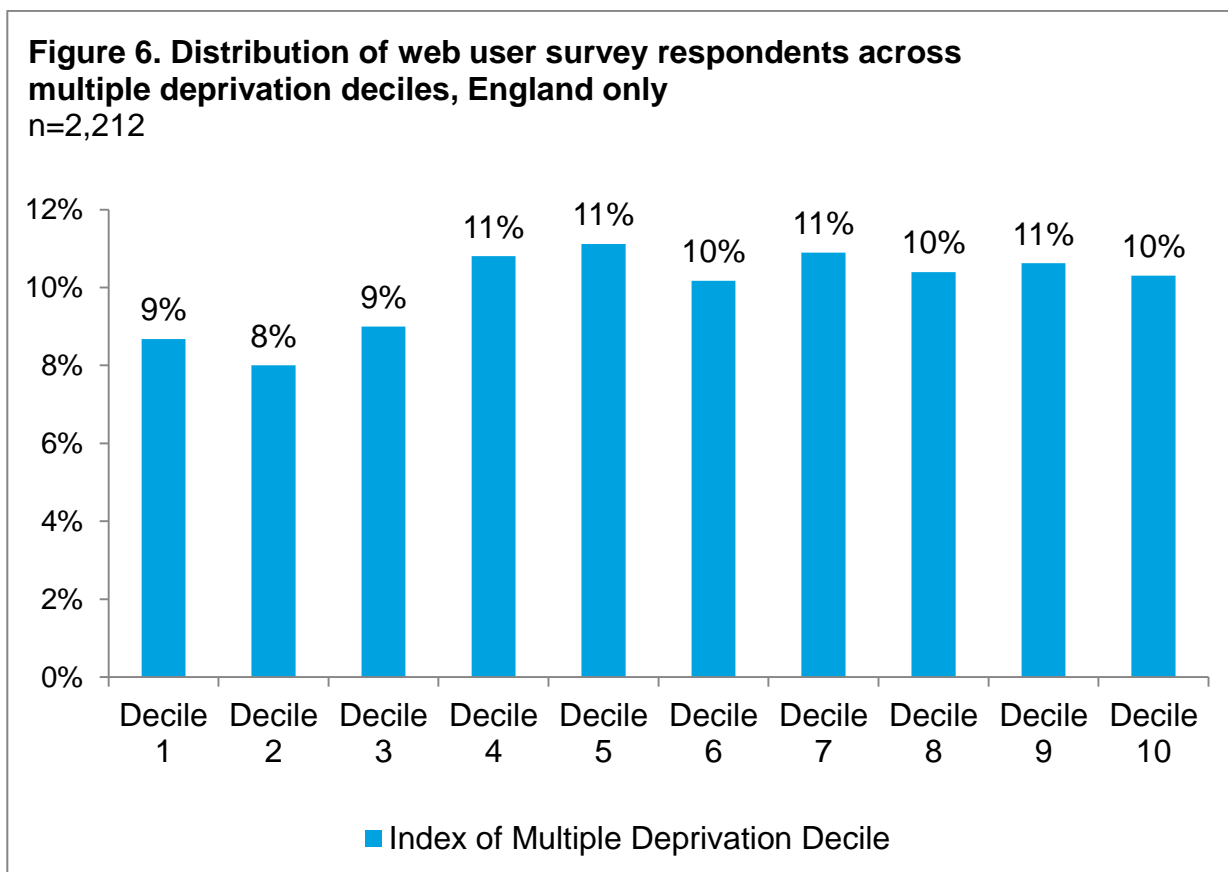
Figure 5: Web user survey gender proportions vs. Google Analytics gender proportions, by survey



Deprivation

All respondents were asked to provide their postcode to allow for analysis according to area deprivation status. Due to sample size restrictions and limited availability of postcode conversion tools, this report only presents analysis of English postcodes.

Figure 6 presents the distribution of website user survey respondents who provided English postcodes across the index of multiple deprivation deciles (the level of deprivation in the population divided up into 10 equal groups, with the 10% most deprived at one end of the scale and the 10% least deprived at the other). For multiple deprivation Decile 1 and 3 to 10, the proportion of website user survey respondents who fell in these categories fell within +/- 1 percentage point of 10%. Only 8% of respondents however fell within Decile 2. With this exception, our data suggests a good spread of website usage across multiple deprivation deciles.



Drinker types

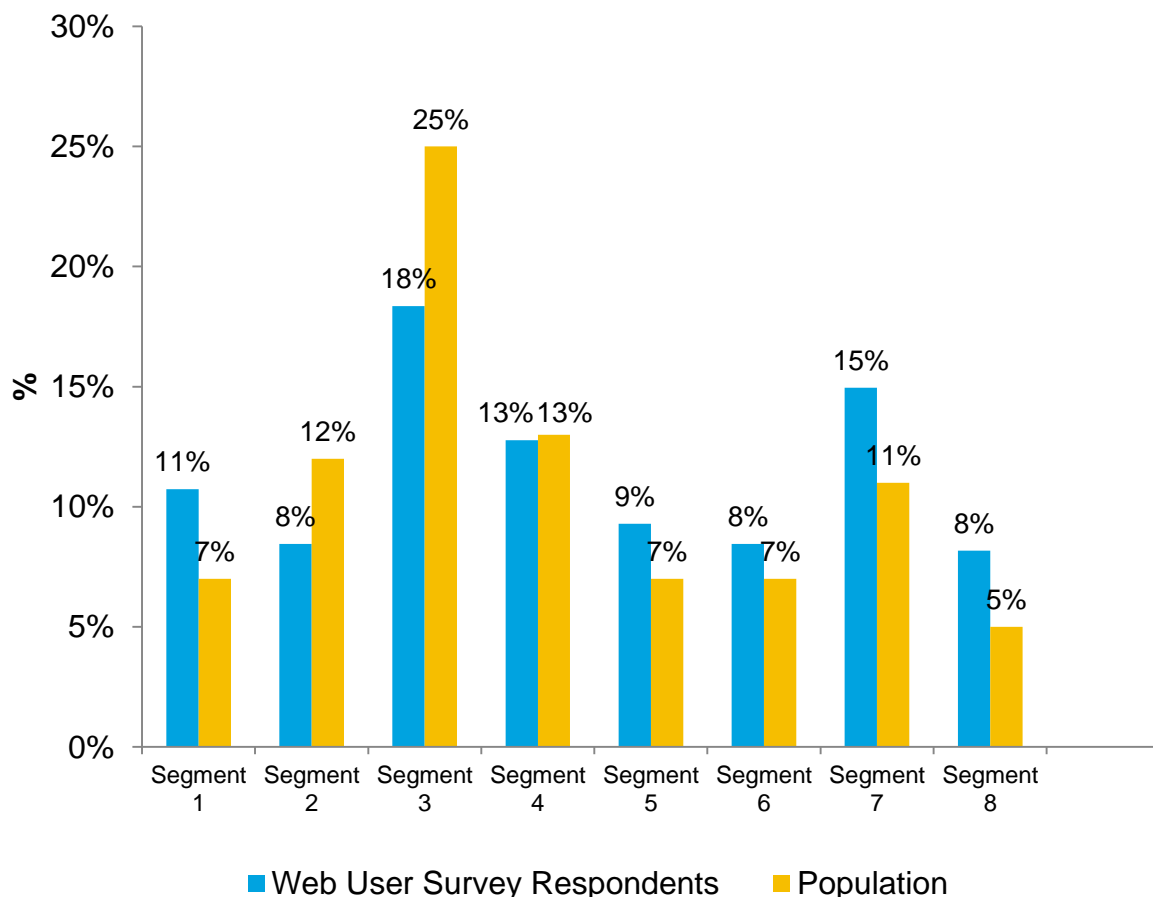
In 2017, Drinkaware developed a new segmentation of UK adult drinkers which identified eight distinct categories of drinkers based on the level of alcohol consumption, their motivations for drinking, and typical drinking occasions.⁶

All UK-based respondents (n= 3,140, 84% of total sample) who completed the segmentation profiling questions in the July and December surveys were assigned to one of these drinker segments based on their responses (n=2,153). 6% of this UK based sample (n=2,153) said that they “never” drank alcohol.

Figure 7 presents the segmentation profiles of website user survey respondents versus the population segmentation profiles. All analysis of segmentation profiles from the website user survey should bear in mind limitations of this self-selected sample.

Figure 7: Segmentation profile of UK-based website user survey respondents vs. population segmentation profiles

Website user survey n=3,140 (those who completed all profiling questions only)



⁶ Gunstone, B. and Butler, B. (2017): *Drinkaware Monitor 2017: UK adult drinkers' behaviours and attitudes*. London: YouGov and Drinkaware.

Compared to the UK population, Segment 1 (11% vs 7%), Segment 7 (15% vs 11%) and Segment 8 (8% vs 5%) were slightly overrepresented and Segment 3 (18% vs 25%) and Segment 2 (8% vs 12%) were underrepresented. Non-drinkers were also underrepresented in the survey sample (6% vs 13%).

The underrepresentation of Segment 3 is likely to be explained by the characteristics of this group. Segment 3 drink rarely and there is often little perceived need to cut down on drinking. This is likely to be linked to a lower need for information or tools about alcohol which is reflected in the underrepresentation of this segment on the website. Similarly, Segment 2 are moderate drinkers who do not tend to exceed the weekly limit, making them fall into this category too.

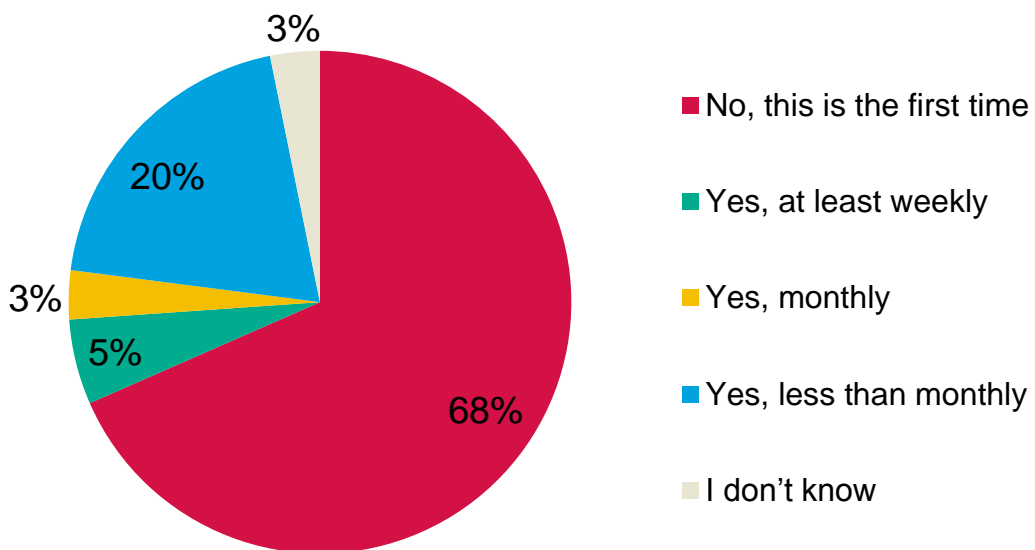
The overrepresentation found in Segment 1 could reflect the fact that this group are frequent drinkers who drink a relatively high number of units. They are also made up of a predominantly younger demographic, which could explain why they are actively looking for information about alcohol on the website and the fact that they use the internet more than older generations. In contrast, Segment 8 is an older group but they are the most risky segment of drinkers, and their overrepresentation is likely to reflect their awareness of having a higher support need. Segment 7 drink frequently but drink lower amounts, making them lower risk drinkers. A possible explanation for their overrepresentation is that the Drinkaware website forms part of their low risk drinking strategies.

The website user survey proportions of the remaining three segments (4, 5 and 6) mirror the population level segment proportions fairly closely.

Frequency of visit

Two thirds (68%) of the survey respondents in 2017 were visiting the Drinkaware website for the first time (Figure 8).

Figure 8: Distribution of answers to "Have you visited the Drinkaware website before?"
n=3,152



Google Analytics data indicates that approximately 83% of sessions on the Drinkaware website in 2017 were from users who had not visited the website, using the same device, within the last years⁷. This suggests that returning visitors are overrepresented in the survey sample.

Reasons for visiting the Drinkaware website

Respondents were asked why they were visiting the Drinkaware website on this occasion, being presented with multiple response options (as they may have more than one reason for visiting). More than one in five respondents cited the following as reasons for visiting the Drinkaware website:

1. "I want to better understand my own drinking" (29%)
2. "I want to find out about the health impact of alcohol" (28%)
3. "I want to find out about the effects of alcohol" (21%)
4. "I want to get help to reduce the amount I'm drinking" (20%)

⁷ This is based on the definition of "new visitors" in Google Analytics. If someone has visited the Drinkaware website within the past two years and returns on the same device, they are "return visitors" in Google Analytics. If it has been more than two years, or if they return on another device, they will be marked as "new visitors".

Reasons 1, 2 and 4 demonstrated variation in results depending on the time of year (Table 4). There was not a substantial difference according to time of year for 'I want to find out about the health impact of alcohol'.

Compared to surveys conducted at other times of the year, a smaller proportion of respondents in the December survey cited these three reasons for visiting the website. For example, 28% of respondents in the January survey, 21% in the March one and 19% in July one said that they were visiting the website to get help to reduce the amount of alcohol they are drinking, compared with 14% of respondents in December (Table 4). Seasonality may account for some of this difference, with visitors in December perhaps being less concerned about health impacts and reducing alcohol consumption during the Christmas period.

Table 4: Reasons given for visiting the website, by survey - % of respondents

	Total 2016 n=4,110	Total 2017 n=3,722	Jan '17 n=843	Mar '17 n=586	Jul '17 n=1,070	Dec '17 n=1,223
I want to better understand my own drinking	28%	29%	31%	26%	36%	23%
I want to find out about the health impact of alcohol	29%	28%	31%	29%	30%	25%
I want to find out about the effects of alcohol	21%	22%	23%	23%	20%	20%
I want to get help to reduce the amount I'm drinking	23%	20%	28%	21%	19%	14%

Compared with other times of year, respondents in January and July were more likely to say that they were visiting the website to find out information about alcohol and the law (Table 5). Again, this difference may reflect variation in seasonal drinking and reflection/abstinence patterns.

Table 5. Proportion of respondents visiting the Drinkaware website to find out about alcohol and the law

	Total 2016 n=4,110	Total 2017 n=3,722	Jan '17 n=843	Mar '17 n=586	Jul '17 n=1,070	Dec '17 n=1,223
I want to learn about alcohol and the law	13%	11%	14%	8%	13%	10%

In addition, in July there was a higher proportion of respondents who said that they were parents looking for information about children and alcohol than in any other time of year (Table 6). Drinkaware’s Underage Programme aimed at parents had a campaign burst in July 2017, providing one plausible explanation for this.

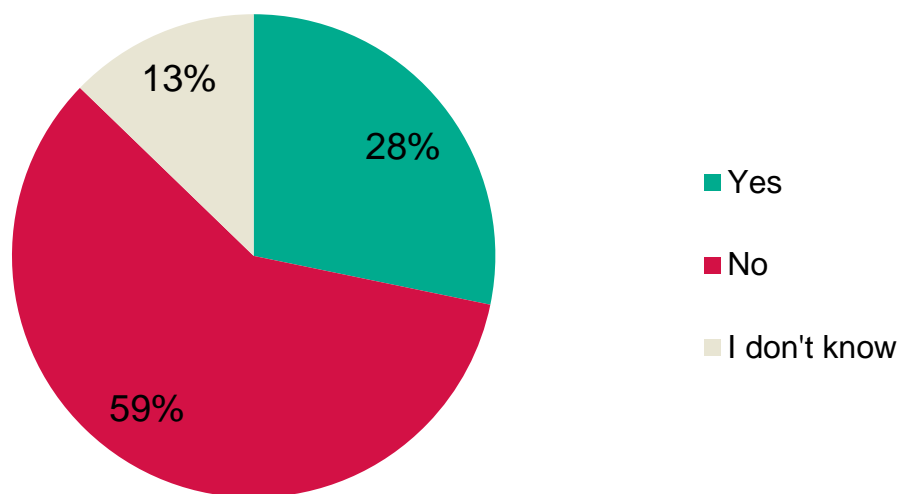
Table 6. Proportion of respondents visiting the Drinkaware website to find out about alcohol and children

	Total 2016 n=4,110	Total 2017 n=3,722	Jan '17 n=843	Mar '17 n=586	Jul '17 n=1,070	Dec '17 n=1,223
I'm a parent looking for information about children and alcohol	5%	7%	3%	5%	16%	2%

Looking for specific information

Respondents were asked if they were visiting the Drinkaware website to look for specific information. At a total level, 28% of respondents said that they were looking for specific information (Figure 9). There was some variation between surveys according to time of year, with more people in December (35%) looking for something specific compared to March (18%).

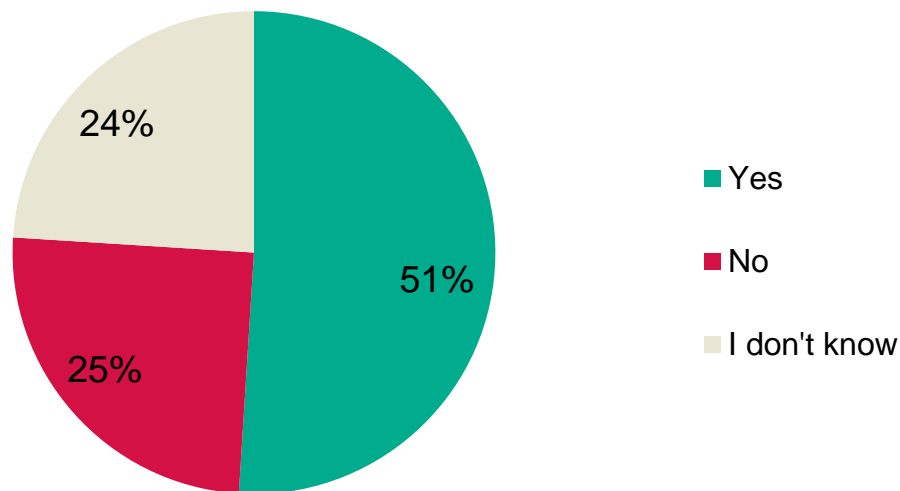
Figure 9: Were you looking for something more specific?
n=3,722



Of those who said that they were looking for something specific, just over half (51%) said that they found what they were looking for (Figure 10). A quarter (25%) said that they did not find what they were looking for and the remaining quarter (24%) said that they didn't know.

Figure 10: Did you successfully find what you were looking for on our website?

n= 1,053



Those respondents who said that they were looking for something specific were asked what it was they were looking for. Given the high quantity of open text responses that require coding, only responses from July 2017 have been coded into thematic categories.

Of 234 respondents in July 2017 who said that they were looking for something specific, the top five of specific information categories were:

1. Health advice (n=61)
2. Tips and advice on cutting down (n=59)
3. Information on drinking laws (n=23)
4. Information about calories (n=18)
5. Information about units (n=16)

Of respondents in July 2017 who were looking for something specific, 49% (n=114) said that they had found what they were looking for. 26% (n=62) selected “I don’t know” for this question.

25% (n=59) said they did not find the specific information that they were looking for. The thematic information categories were analysed for these respondents to investigate if there were specific information areas that people were unable to find. The top five “not found” information categories were:

1. Health advice (n=20)
2. Tips and advice on cutting down (n=15)
3. Information on drinking laws (n=6)
4. Information about units (n=5)
5. Information about calories (n=4)

This analysis indicates that it is not an issue of there being a single gap in content on the Drinkaware website. Rather, a small number of visitors have not been able to find information across a range of topic areas, closely reflecting the areas of greatest popularity.

Relevance, trustworthiness, and objectivity and impartiality

All respondents were asked how relevant, trustworthy, and objective and impartial they thought the information on the Drinkaware website was. Over four in five respondents said that the information on the website was relevant (82%) and a further 84% said it was trustworthy (Figure 11a). 77% said that the information on the website was objective and impartial (Figure 11a). There was little variation between surveys at different times of year. Figure 11b demonstrates the percentages after removing the 'I don't know' answers, (explained in Appendix B).

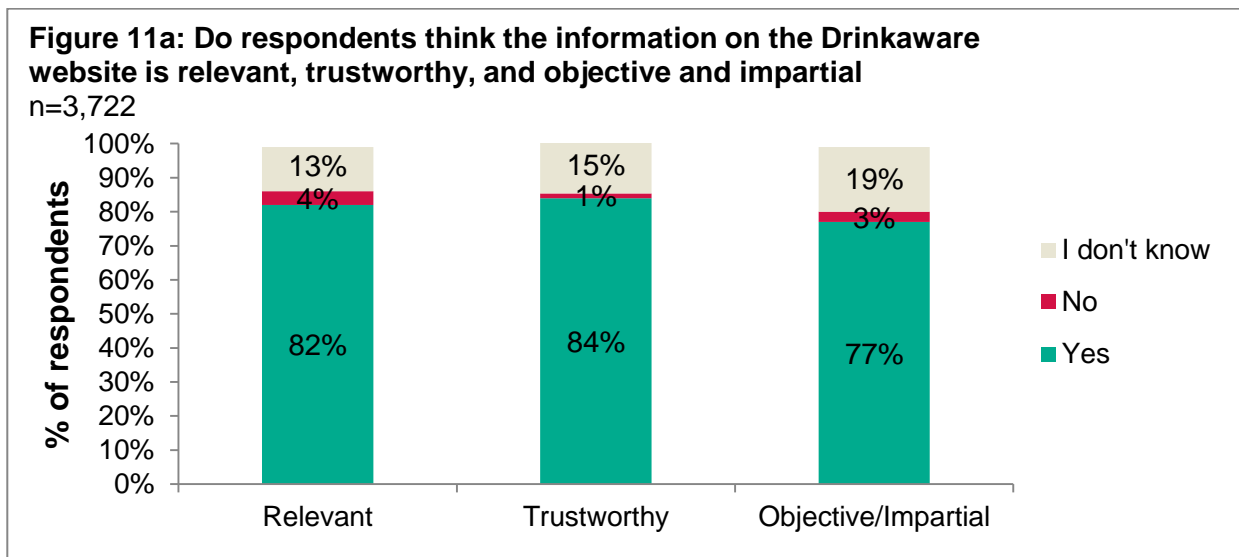
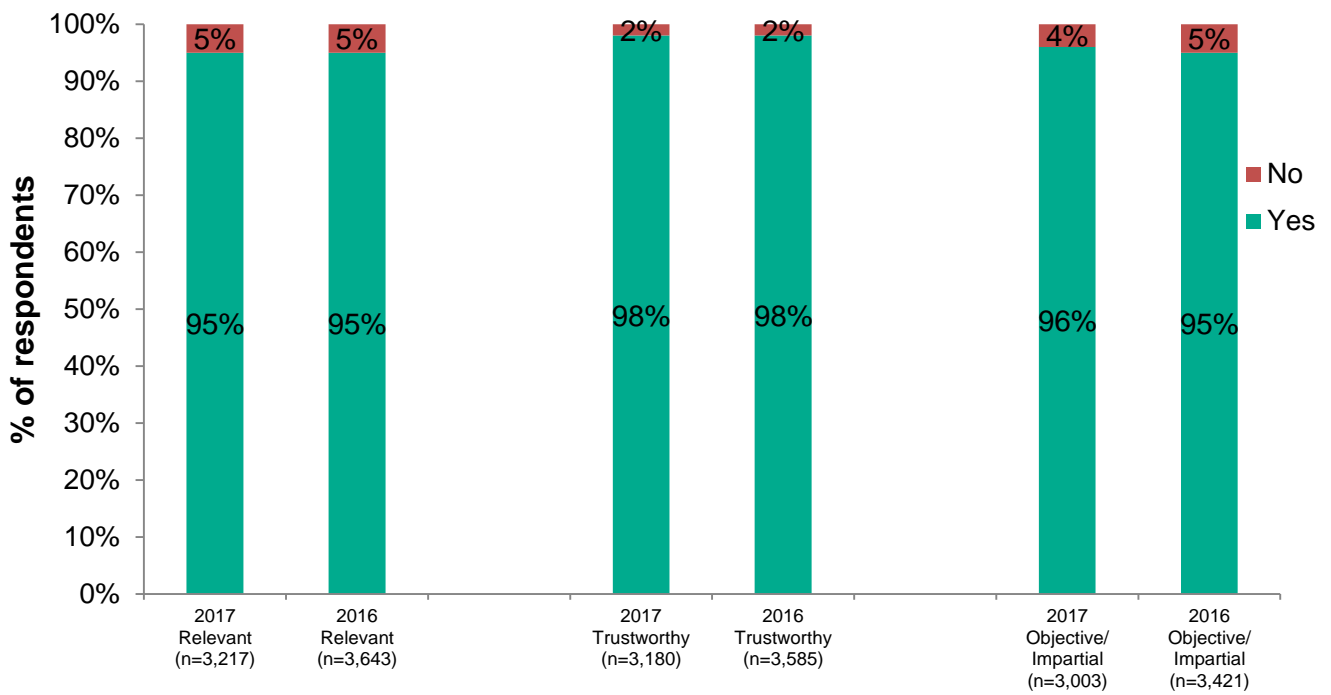


Figure 11b: Do respondents think the information on the Drinkaware website is relevant, trustworthy, and objective and impartial comparison between 2016 and 2017 (without 'I don't know' answers)



Change in understanding

All respondents were asked a series of questions to assess if they perceived their understanding of a range of topics to have changed having visited the Drinkaware website.

Using a 'Much Better' to 'Much Worse' five point scale, respondents were asked the following:

'Now that you have visited Drinkaware's website, would you say that your understanding of the following is better or worse?'

- 'My understanding about alcohol and the law is...'
- 'My understanding of the guidance on low risk drinking is...'
- 'My understanding of the effects of drinking is...'
- 'My understanding of what to do to prevent harm from alcohol to myself is...'
- 'My understanding of what to do to prevent harm from alcohol for others is...'

Knowledge of alcohol and the law

At a total level, 54% of respondents said that their knowledge about alcohol and the law was 'better' (41%) or 'much better' (13%) after visiting the Drinkaware website (Figure 12).

Of those respondents who were looking for information specifically on this topic, 84% said that their knowledge about the alcohol and the law was 'better' (62%) or 'much better' (22%) (Figure 12).

Understanding of low risk drinking guidelines

Nearly two-thirds (63%) of respondents said that they had a 'better' (48%) or 'much better' (14%) understanding of the guidance on low risk drinking having visited the Drinkaware website (Figure 12).

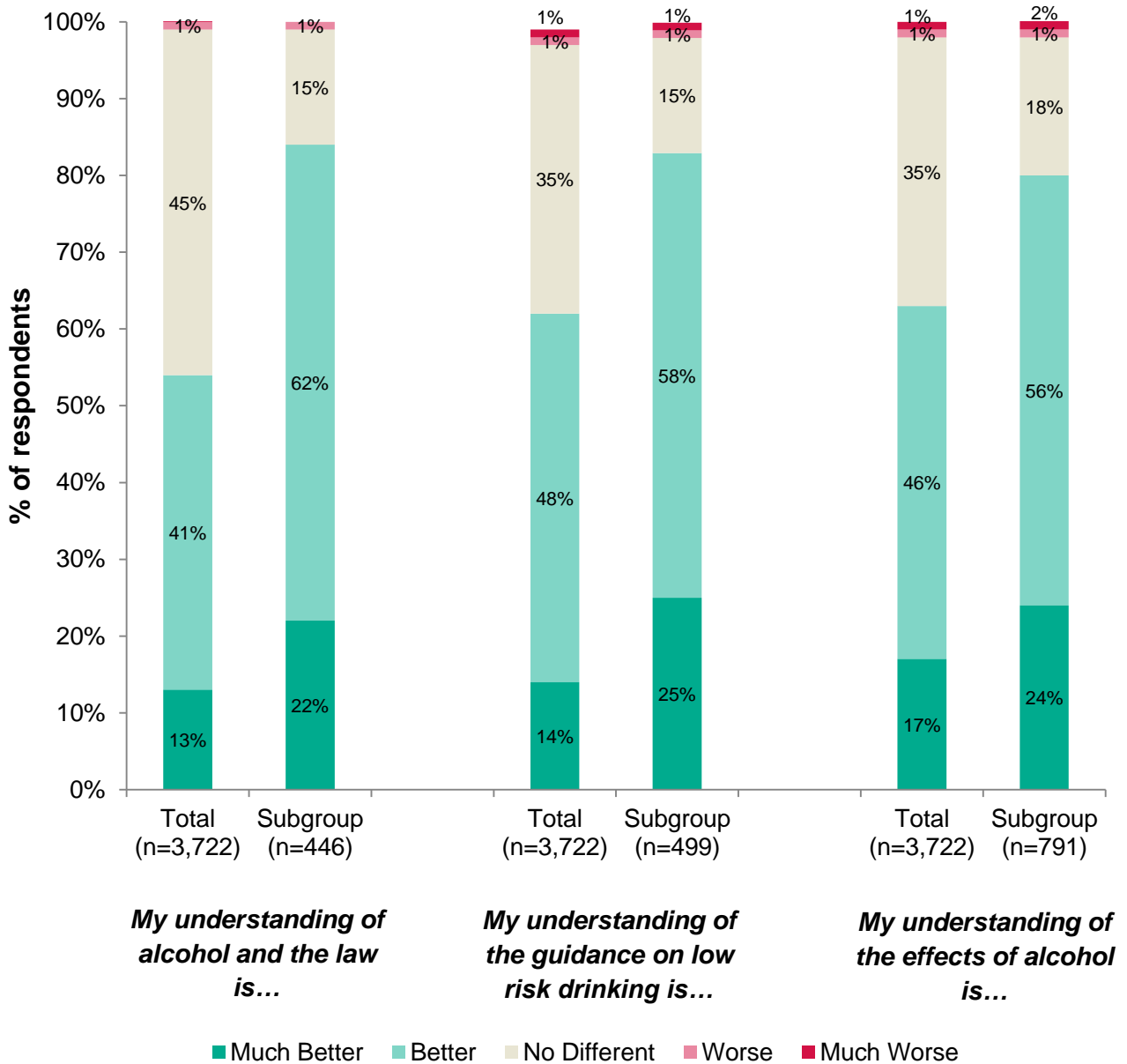
Of respondents who were looking specifically for information on this topic, 83% said that their understanding was 'better' (58%) or 'much better' (25%) (Figure 12).

Understanding of the effects of drinking

Two-thirds (63%) of all respondents said that they had a 'better' (46%) or 'much better' (17%) understanding of the effects of alcohol having visited the Drinkaware website (Figure 12).

Four in five (80%) of those respondents who were looking for this information said that they had a 'better' (56%) or 'much better' (24%) understanding of the effects of alcohol having visited the website (Figure 12).

Figure 12: Improved knowledge and understanding from visiting the Drinkaware website, by total and subgroup who looked for this information specifically



Preventing harm to self⁸

Three in five of all respondents (58%) said that they had a 'better' (42%) or 'much better' (16%) understanding of what to do to prevent harm to themselves from visiting the Drinkaware website (Figure 13).

Of those who were specifically looking for information on this topic, 71% said that they had a 'better' (53%) or 'much better' (18%) understanding (Figure 13).

Preventing harm to others⁹

56% of all respondents said that they had a 'better' (42%) or 'much better' (14%) understanding of what to do to prevent harm to others after visiting the Drinkaware website (Figure 13).

67% of those who were specifically looking for information on this topic said that they had a 'better' (46%) or 'much better' (21%) understanding having visited the Drinkaware website (Figure 13).

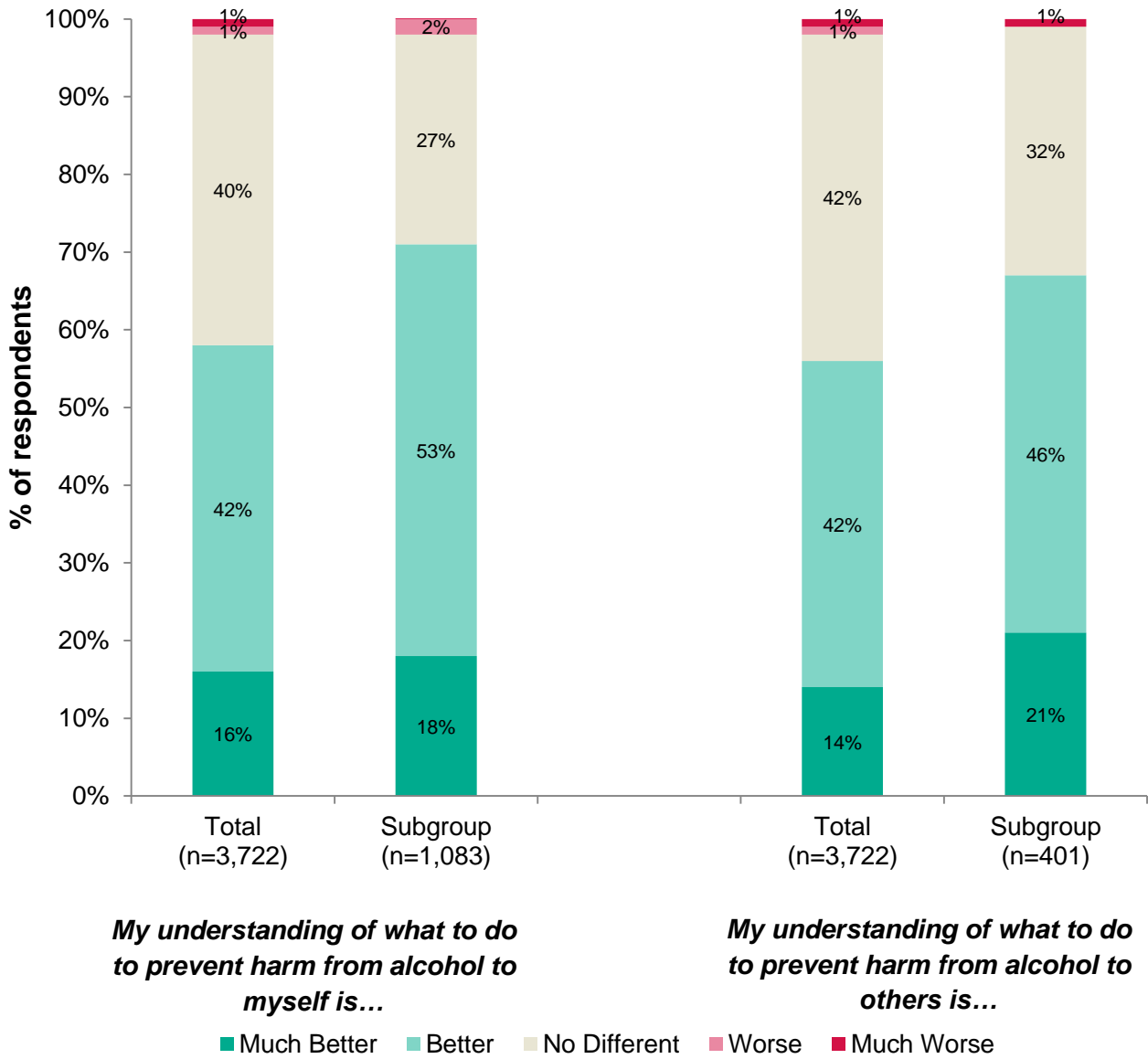
Comparison to 2016 data

The proportion of respondents who agreed that they understood more about most areas asked has decreased, however this is only by 1 or 2 percentage points. In 2017, there was a 1 percentage point increase in those who had a "better" or "much better" understanding of preventing harm from alcohol to others, compared to 2016.

⁸ "I want to better understand my own drinking"

⁹ "I'm worried someone I know is drinking more than they should"

Figure 13: Level of agreement with preventing harm statements by total and subgroup who looked for this information specifically



Change in understanding – variation across surveys

Given the self-selecting sample for this survey series, it is not possible to undertake meaningful or reliable statistical significance testing on this data. However, it is useful to identify where there might be differences in changes in understanding according to time of year.¹⁰

For all topics, except ‘understanding of how to prevent harm to others’, there were differences according to time of year. While it is not possible to establish causal explanations, seasonality may be a contributing factor for these differences.

Comparing results between the surveys, 55% of respondents in January said that they had a better or much better understanding of alcohol and the law compared with 49% in July and (Table 7).

A higher proportion of respondents in the January survey reported having a better understanding of the low risk drinking guidelines compared with those at other times of year. In January, 69% of respondents said that they had a ‘better’ or ‘much better’ understanding of the low risk drinking guidelines (Table 8). At other times of year, between 60% and 64% of respondents said that they had an improved understanding of the low risk guidelines after visiting the Drinkaware website (Table 8). Seasonality may again be playing a role, with content providing guidance on changing alcohol consumption being potentially more relevant in the New Year.

In terms of better understanding the effects of drinking, 60% of respondents in July and 59% in December reported that they had a better understanding of the effects of alcohol having visited the Drinkaware website (Table 9). In contrast, 66% of respondents in March and 69% in January said that they had a better understanding of this topic (Table 9). Again, this may be a reflection of seasonality of interest in content.

Finally, 65% of respondents in January, compared to 54% in December and 57% in July, reported that their understanding of how to prevent harm to themselves as a result of alcohol was ‘better’ or ‘much better’ (Table 10).

¹⁰ Differences between surveys for subgroups are not compared due to limitations of small sample size.

Table 7: Change in understanding about alcohol and the law

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much better	13%	15%	13%	10%	13%
Better	41%	40%	41%	39%	44%
No different	45%	44%	44%	50%	42%
Worse	1%	1%	1%	0%	1%
Much worse	1%	1%	1%	1%	0%
Combined 'much better' and 'better'	54%	55%	54%	49%	57%

Table 8: Change in understanding of the guidance on low risk drinking

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much better	14%	18%	16%	12%	13%
Better	48%	51%	48%	48%	47%
No different	35%	30%	34%	39%	38%
Worse	1%	1%	1%	1%	1%
Much worse	1%	1%	1%	0%	0%
Combined 'much better' and 'better'	62%	69%	64%	60%	60%

Table 9: Change in understanding of the effects of drinking

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much better	17%	21%	18%	15%	15%
Better	46%	48%	48%	45%	44%
No different	35%	29%	33%	38%	39%
Worse	1%	1%	1%	1%	1%
Much worse	1%	1%	1%	1%	1%
Combined 'much better' and 'better'	63%	69%	66%	60%	59%

Table 10: Change in understanding of what to do prevent harm to themselves when drinking

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much better	17%	19%	18%	15%	14%
Better	43%	46%	42%	42%	40%
No different	40%	34%	39%	41%	44%
Worse	1%	1%	1%	1%	1%
Much worse	1%	1%	1%	1%	0%
Combined 'much better' and 'better'	60%	65%	60%	57%	54%

Potential wider impact of visiting the Drinkaware website

All respondents were asked which of a list of actions they would be more or less likely to do after having visited the Drinkaware website. Figure 14 presents the proportion of respondents who said that they were 'a bit more likely' or 'much more likely' to take an action having visited the Drinkaware website. The full breakdown of results for this question can be found in Table 9.

Three quarters (74%) of all respondents said that they were 'a bit more likely' or 'much more likely' to return to the Drinkaware website for more advice and support (Figure 14). While this intent to return is high, Google Analytics data suggests that only 17% of visitors return to the Drinkaware website during the course of 12 months.

Two-thirds (66%) of all respondents said that they were 'much more likely' or 'a bit more likely' to try to find out more on the subject after visiting the Drinkaware website (Figure 14).

Of those for whom the option was relevant, 65% said that they were 'a bit more likely' or 'much more likely' to adopt one or more of the tips and tools to help reduce their alcohol consumption having visited the Drinkaware website (n=3,189) (Figure 14).

Similarly, two-thirds (65%) of respondents for whom the option 'track/monitor my drinking' was relevant said that they were 'much more likely' or 'a bit a more likely' to do this (Figure 14).

Comparing results from different times of year, a higher proportion of respondents in January reported being 'a bit more likely' or 'much more likely' to take the following actions ([Appendix A, Tables A1 to A7](#)):

- Return to the Drinkaware website for more advice and support
- Try and find out more about the subject
- Adopt one or more tips to change drinking
- Track/monitor how much they are drinking
- Reduce their alcohol consumption
- Check the units in drinks
- Go alcohol free

Seasonality may again be playing a role here, with the prominence of resolutions and behaviour change in the New Year.

Figure 14: Proportion of respondents who are 'a bit more likely' or 'much more likely' to take action having visited the Drinkaware website

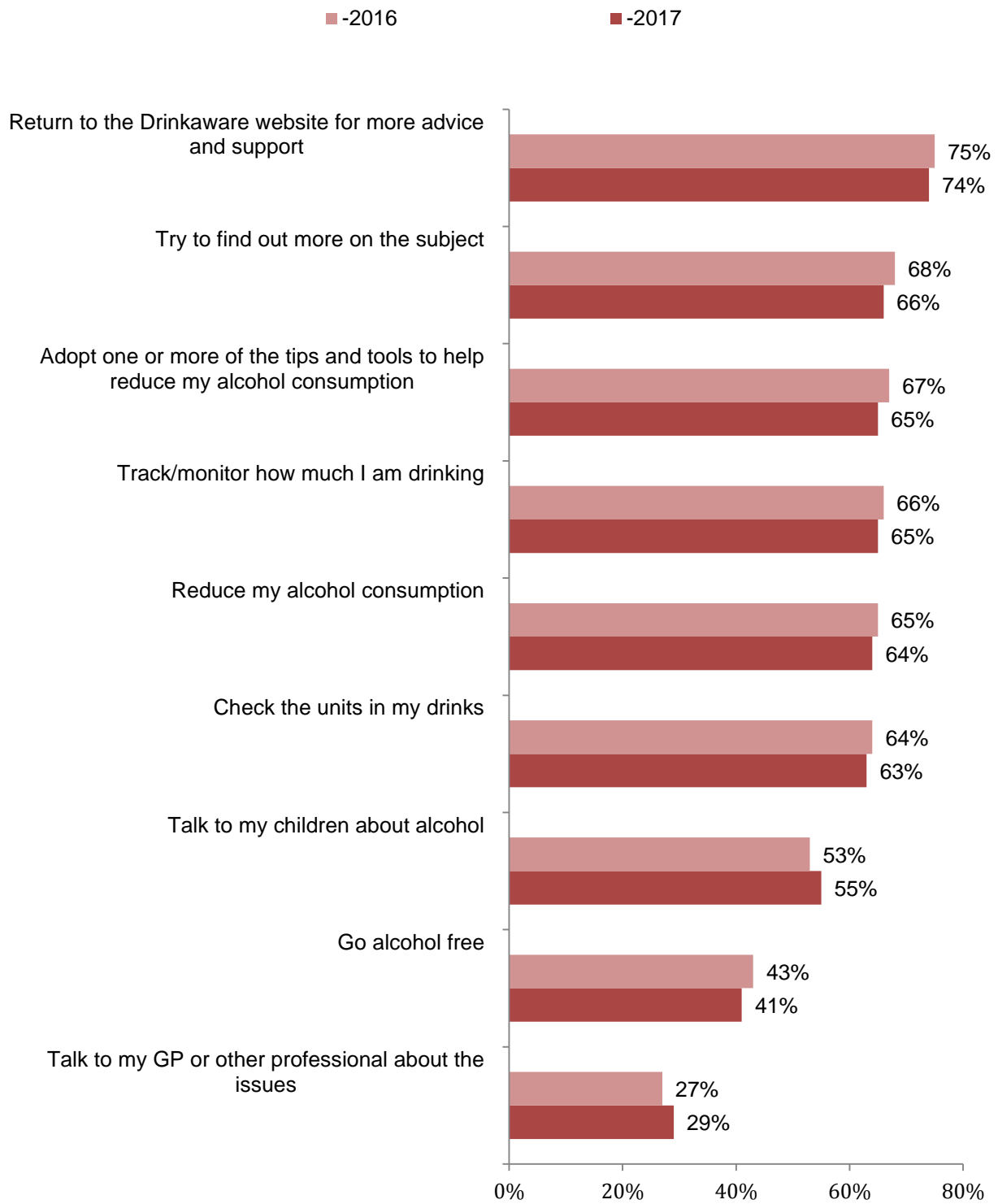


Table 11. Change in likelihood of taking action having visited the Drinkaware website

	Much less likely	A bit less likely	No difference	A bit more likely	Much more likely	At least “a bit more likely”
Return to the Drinkaware website for more advice and support (n=3,722)	3%	3%	20%	46%	28%	74%
Try to find out more on the subject (n=3,722)	2%	3%	30%	42%	23%	66%
Adopt one or more of the tips and tools to help reduce my alcohol consumption (n=3,189)	2%	1%	32%	34%	31%	65%
Track/monitor how much I am drinking (n=3,211)	2%	1%	32%	28%	36%	65%
Reduce my alcohol consumption (n=3,212)	1%	2%	33%	35%	28%	64%
Check the units in my drinks (n=3,250)	2%	1%	35%	28%	35%	63%
Talk to my children about alcohol (n=2,239)	2%	1%	43%	25%	29%	55%
Go alcohol free (n=3,258)	7%	5%	47%	22%	19%	41%
Talk to my GP or other professional about the issues (n=3,722)	6%	4%	64%	17%	9%	29%

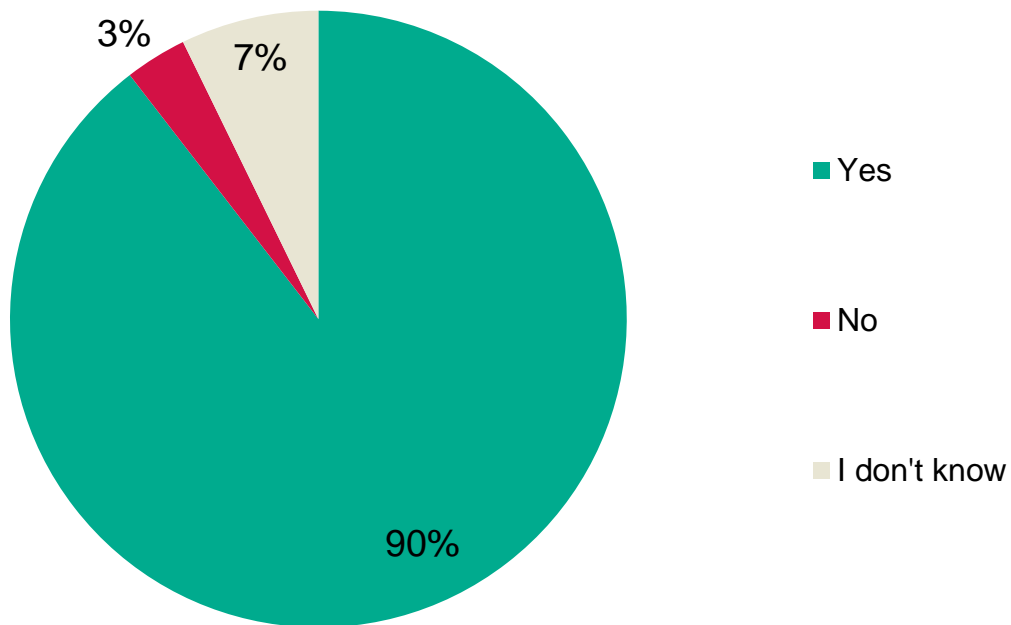
Recommending the website to others

Survey respondents were asked if they would recommend the Drinkaware website to friends or family in the future.

Nine in ten respondents (90%) said that they would recommend the Drinkaware website to friends or family in the future (Figure 15).

Figure 15: Recommending Drinkaware website to others

n=3,328



Discussion

Overall, the results from the four 2017 website user surveys suggest that visitors to the Drinkaware website have a positive experience and find relevant information.

Approximately four in five respondents said that they felt that the information on the Drinkaware website was relevant, trustworthy, and objective and impartial – and when excluding the ‘don’t know’ answers this proportion is even higher. In addition, the majority of respondents said that they would recommend the Drinkaware website to friends or family who wanted to find out more about alcohol in the future.

More than half of respondents said that, having visited the Drinkaware website, they had improved knowledge about alcohol and the law and about how to prevent harm to themselves and to others due to alcohol. Nearly two-thirds of respondents said that they had a ‘better’ or ‘much better’ understanding of the guidance on low risk drinking and the effects of alcohol having visited the Drinkaware website.

While comparison between surveys at different times of year must be caveated due to the self-selected sample, there is an indication of seasonal trends. Understanding these trends may be useful for informing website content creation or promotion. For example, a lower proportion of respondents said that they were visiting the website to find out about the health impact of alcohol in December compared to other times of year. This indication of seasonality supports running these surveys at different time points also in the future.

The 2017 website user survey series has also identified areas that could be further developed or improved. For example, just over half of respondents who were looking for specific information found what they were looking for. Analysis of the July website user survey results suggests that those respondents who did not find what they were looking for, were looking for information across of range of topics rather than one specific area. Given the proportion of people who were looking for something specific but could not find it, there may be value in further investigating the barriers these website visitors faced when trying to find this information.

Three quarters of survey respondents said that they were ‘a bit more likely’ or ‘much more likely’ to revisit the Drinkaware website. However, Google Analytics Analysis suggests that only around 17% of traffic to the website is from return users within a one year period. This suggests that although a relatively high proportion of people indicate an intention to return, for most people, it is unlikely to happen within the following 12 months.

Further analysis of the 2017 website user series data could provide a more in-depth understanding of our website visitors’ experiences, particularly analysis of the open-text responses. There may also be value in conducting further analysis based on segmentation profiles.

Overall, the 2017 website user surveys have provided an indication that users are having positive experiences of the website.

Appendix A: Likelihood of taking action having visited the Drinkaware website

Table A1. Likelihood of talking to children having visited the Drinkaware website

	Total (n=2,239)	Jan '17 (n=467)	Mar '17 (n=325)	Jul '17 (n=664)	Dec '17 (n=783)
Much less likely	2%	2%	2%	2%	3%
A bit less likely	1%	0%	1%	1%	1%
No different	43%	44%	47%	45%	36%
A bit more likely	25%	24%	25%	26%	27%
Much more likely	29%	30%	25%	27%	34%
Combined 'much more likely' and 'a bit more likely'	55%	54%	50%	53%	61%

Table A2. Likelihood of reducing alcohol consumption having visited the Drinkaware website

	Total (n=3,212)	Jan '17 (n=753)	Mar '17 (n=492)	Jul '17 (n=950)	Dec '17 (n=1,017)
Much less likely	1%	1%	1%	2%	2%
A bit less likely	2%	2%	3%	3%	2%
No different	33%	25%	31%	33%	44%
A bit more likely	35%	35%	37%	39%	30%
Much more likely	28%	38%	29%	24%	23%
Combined 'much more likely' and 'a bit more likely'	64%	73%	66%	63%	53%

Table A3. Likelihood of adopting one or more of the tips and tools to reduce alcohol consumption having visited the Drinkaware website

	Total (n=3,189)	Jan '17 (n=741)	Mar '17 (n=488)	Jul '17 (n=951)	Dec '17 (n=1,009)
Much less likely	2%	1%	2%	2%	2%
A bit less likely	1%	2%	1%	2%	1%
No different	32%	24%	31%	34%	40%
A bit more likely	34%	35%	35%	34%	31%
Much more likely	31%	38%	31%	28%	26%
Combined 'much more likely' and 'a bit more likely'	65%	73%	66%	63%	57%

Table A4. Likelihood of tracking/monitoring drinking having visited the Drinkaware website

	Total (n=3,211)	Jan '17 (n=756)	Mar '17 (n=491)	Jul '17 (n=946)	Dec '17 (n=1,018)
Much less likely	2%	1%	2%	2%	2%
A bit less likely	1%	1%	2%	1%	1%
No different	32%	26%	29%	34%	40%
A bit more likely	28%	31%	26%	30%	27%
Much more likely	36%	41%	41%	33%	30%
Combined 'much more likely' and 'a bit more likely'	65%	72%	67%	63%	57%

Table A5. Likelihood of checking the units in drinks having visited the Drinkaware website

	Total (n=3,250)	Jan '17 (n=756)	Mar '17 (n=497)	Jul '17 (n=964)	Dec '17 (n=1,033)
Much less likely	2%	1%	2%	2%	2%
A bit less likely	1%	1%	1%	1%	1%
No different	35%	30%	31%	39%	30%
A bit more likely	28%	29%	25%	29%	30%
Much more likely	35%	40%	40%	29%	30%
Combined 'much more likely' and 'a bit more likely'	63%	69%	65%	58%	60%

Table A6. Likelihood of going alcohol free after visiting the Drinkaware website

	Total (n=3,258)	Jan '17 (n=756)	Mar '17 (n=496)	Jul '17 (n=957)	Dec '17 (n=1,049)
Much less likely	7%	5%	6%	9%	8%
A bit less likely	5%	4%	5%	6%	6%
No different	47%	39%	48%	49%	51%
A bit more likely	22%	26%	21%	22%	19%
Much more likely	19%	26%	20%	15%	16%
Combined 'much more likely' and 'a bit more likely'	41%	52%	41%	36%	35%

Table A7. Likelihood of returning to the Drinkaware website for more advice and support

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much less likely	3%	2%	4%	3%	3%
A bit less likely	3%	2%	3%	3%	3%
No different	20%	17%	18%	24%	23%
A bit more likely	46%	47%	45%	46%	47%
Much more likely	28%	33%	31%	24%	24%
Combined 'much more likely' and 'a bit more likely'	74%	79%	75%	70%	71%

Table A8. Likelihood of trying to find out more on the subject having visited the Drinkaware website

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much less likely	2%	1%	3%	3%	3%
A bit less likely	3%	2%	2%	3%	3%
No different	30%	26%	29%	31%	33%
A bit more likely	42%	43%	41%	44%	41%
Much more likely	23%	28%	25%	20%	12%
Combined 'much more likely' and 'a bit more likely'	66%	71%	66%	63%	62%

Table A9. Change in likelihood of talking to GP or other professional about alcohol having visited the Drinkaware website

	Total (n=3,722)	Jan '17 (n=843)	Mar '17 (n=586)	Jul '17 (n=1,070)	Dec '17 (n=1,223)
Much less likely	6%	5%	6%	8%	6%
A bit less likely	4%	3%	4%	4%	3%
No different	64%	62%	63%	64%	67%
A bit more likely	17%	16%	18%	17%	16%
Much more likely	9%	13%	9%	7%	8%
Combined 'much more likely' and 'a bit more likely'	24%	29%	27%	37%	24%

Appendix B: Dealing with ‘I don’t know’ answers

Answer options for some questions include an ‘I don’t know’ response. During the preliminary analysis the ‘I don’t know’ data is reported alongside the data with the ‘I don’t know’ figures excluded. On secondary analysis inclusion of ‘I don’t know’ data depends on whether it adds value to the response. According to a review of best practice conducted for the Edinburgh People’s Survey (2011)¹¹, ‘I don’t know’ responses should always be included when asked for the public’s opinion, however should be reported on depending on the context, thus there are several questions that need to be considered before we analyse this data:

- **‘I don’t know’ is a meaningful answer to the question.**

Always report ‘I don’t know’ responses

“Thinking about your alcohol consumption, how likely or not do you think it is that you would have increased health problems in the future if you continue to drink at your current level?” the answer ‘I don’t know’ is an answer that bears weighting itself, and without it the data would not represent those who actually do not know, which is just as important to record.

- **Not opinion-related - When respondents do not have enough information to accurately answer.**

Exclude ‘I don’t know’ responses from the analysis

“Did you successfully find [topic] on our website?” the ‘I don’t know’ answer here is likely to be chosen when the survey is presented to those who have not looked through the website yet because it pops up very quickly. In this case, reporting the ‘I don’t know’ is meaningless because the person has not had the opportunity to find the topic on the site. These responses should be excluded to accurately represent the respondents’ answers to this question.

- **Opinion-related - When respondents do not have enough information to accurately answer.**

Report both ‘I don’t know’ responses and data without the ‘I don’t know’ responses

“Did you find the information relevant/trustworthy...” The answer could represent a true lack of knowledge of the answer to this question, so it should be reported firstly. However, when trying to find meaningful results from this question, the data is also reported without the ‘I don’t know’ response. This demonstrates that out of those who have an opinion on this question, X% said ‘yes’, this would be an accurate representation of the data.

¹¹ Turley, M. (2011) Edinburgh People’s Survey – treatment of ‘don’t know’ and neutral responses, the City of Edinburgh Council. [Online] Available at: http://www.edinburgh.gov.uk/download/meetings/id/33314/item_no_8-edinburgh_peoples_survey-treatment_of_dont_know_and_neutral_responses [Accessed 2 March 2018]

Appendix C: Comparisons between 2016/17 data in two areas

Table C1: views on visiting the website 2016/17 comparison














The website	2016 (n=4,110)	2017 (n=3,772)	Percentage point change
Top reason for visiting the website	I want to find out about the health impact of alcohol (29%)	I want to better understand my own drinking (29%)	-
I want to learn about alcohol and the law	13%	11%	
I'm a parent looking for information about children and alcohol	5%	7%	
Looking for specific information	30%	28%	
Those who found the specific information they were looking for	52%	51%	

Table C2: Views on the wider impact of Drinkaware 2016/17 comparison

Wider impact	2016 (n=4,110)	2017 (n=3,772)	Percentage point change
Return to the Drinkaware website for more advice and support	75%	74%	
Try to find out more on the subject	68%	66%	
Adopt one or more of the tips and tools to help reduce my alcohol consumption	67%	65%	
Track/monitor how much I am drinking	66%	65%	
Reduce my alcohol consumption	65%	64%	
Check the units in my drink	64%	63%	
Talk to my children about alcohol	53%	55%	
Go alcohol free	43%	41%	
Talk to my GP or other professional about the issues	27%	29%	
Recommend the website to others	90%	90%	No Change