Drinkaware Web User Survey
2015 Combined Survey Report

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Contents

Executive Summary

Summary of approach

Over the course of three surveys, a total of 1,391 Drinkaware website users were surveyed online in 2015. The surveys were scheduled to capture feedback at different times of year.

The surveys ran during the following time periods:

- 2nd March to 6th April 2015
- 14th July to 11th August 2015
- 17th December 2015 to 26th January 2016

The aim of the surveys was to better understand users' motivations for visiting the Drinkaware website and their experiences of using the website and online tools.

A number of changes to the questionnaire were made between editions of the survey. Many of these changes were minor and it was therefore possible to combine data from across all three surveys. For a small number of questions, changes between surveys prevented the data from being easily combined.
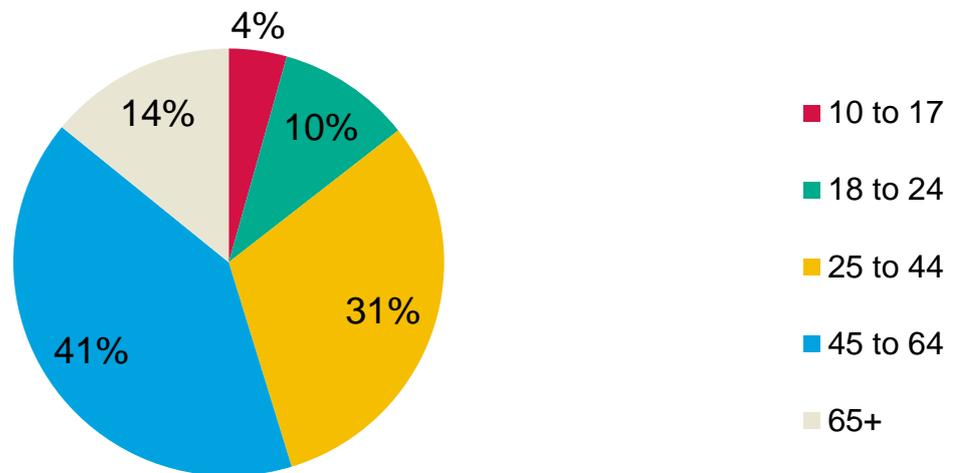
In addition, each survey had a slightly different website pop-up survey invitation method and so respondents were not recruited to the survey in the same the way. Due to this, and the question wording changes, there are limits with the extent to which direct comparisons can be made between survey editions and any comparisons should be made with caution.

Respondent Profile

50% of respondents to the survey were male and 48% were female. Comparison with Google Analytics data suggests that women are underrepresented in the survey sample: according to Google Analytics, around 55% of website visitors were female during the survey time periods.

41% of respondents were aged 45 to 64 and a further 14% were aged 65 or over (Figure 1). Comparison of the survey age profiles with Google Analytics data suggest that the survey sample is skewed towards older age groups. For example, Google Analytics data suggests that 72% of visitors to the website were aged under 45 during the March/April survey time period: under 45s constituted just 48% of the March/April survey time period.

Figure 1: Age of Respondents

Legend:
- 10 to 17
- 18 to 24
- 25 to 44
- 45 to 64
- 65+

67% of respondents were based in the UK. One in ten respondents (9%) were based in the United States and a further 3% were based in India.

Google Analytics data suggests however that over the course of 2015, 54% of website users were based in the UK. The higher proportion of UK respondents to the survey may be due to the £50 Amazon prize draw only being open to those based in the UK.

Frequency of visit

Overall, 63% of respondents said that they were visiting the website for the first time. There is some variation between surveys as 58% of respondents in the March/April survey said that they were visiting the website for the first time, compared to 69% in both the June/July and December/January surveys. This difference may reflect an actual higher proportion of new visitors during the assumed high-peak alcohol query periods. The methodological differences between each survey may also play a role.

18% of respondents reported visiting the website once a week.

Reasons for visiting the website

Website users had a range of reasons for visiting the website. One in three respondents (34%) said that they were visiting the website to find out about the health impact of alcohol. Nearly one third of respondents said that they were visiting the website to use MyDrinkaware (31%). 29% of respondents said that they wanted help to reduce the amount that they are drinking.

A fifth of respondents said that they were visiting the website to learn about the law or guidance about alcohol, and a fifth said that they wanted to find out about the effects of alcohol.

Finding specific information

Over a third of respondents said that they were looking for specific information. Of those who were looking for specific information, nearly three quarters found what they were looking for on the website.

Experience and views of people visiting the website

Nearly three quarters of respondents felt that the information on the website was relevant. Four in five respondents (81%) felt that the information on the website was trustworthy. At a total level, over three quarters of respondents viewed the information on the website as 'objective and impartial'.

Impact on knowledge and understanding wider impact

Three quarters of respondents (76%) said that they had gained a better knowledge of the law and guidance about alcohol after visiting the Drinkaware website. Of those respondents who visited the website specifically to find out the law and guidance about alcohol, 85% said that they had gained a better knowledge of this topic.

83% of respondents said that they had gained a better understanding of the effects of drinking from visiting the Drinkaware website. Of those respondents who were visiting the website specifically to find information about the effects of drinking, 89% of respondents said that they gained a better understanding of this area.

Four in five respondents (80%) agreed that they had gained a better understanding of 'what to do to prevent alcohol harm to myself and others'. Of respondents who visited the website to find out information about this topic, 86% felt that they had gained a better understanding from visiting the Drinkaware website.

There was a variation in these results across all three surveys, potentially due to methodological differences between surveys.

Potential wider impact of visiting the Drinkaware website

43% of respondents said that, after visiting the Drinkaware website, they were more likely to monitor how much they were drinking.

42% said that they would be more likely to reduce their alcohol consumption and 38% said that they were more likely to return to the Drinkaware website for advice and support.

There were differences in results between surveys, with a higher proportion of respondents from the December/January survey saying that they would be more likely to monitor how much they were drinking than those in March/April (50% vs. 39%). Seasonality may account for some of this difference with those visiting in the New Year more likely to be wanting to track their drinking after the Christmas holidays.

Introduction and methods

In 2015, Drinkaware ran three web user surveys with the aim of better understanding their experience of using the website, their motivations for coming to the website and what they think of the information and tools presented on it.

The surveys ran during the following time periods:

- 2nd March to 6th April 2015
- 14th July to 11th August 2015
- 17th December 2015 to 26th January 2016

The survey scheduling was designed to capture feedback from different times of year. Traffic to the Drinkaware website increases during the summer, Christmas holidays and in January: the July/August and December/January surveys were planned to capture feedback from these unique times of year when user profiles and motivations might be different. The March/April survey was intended to measure a 'normal' time of year.

All three survey invitations were delivered via pop-ups on the Drinkaware website and each survey was incentivised with the opportunity to enter a competition to win a £50 Amazon voucher.

A total of 1,391 respondents completed a web user survey throughout 2015 (March/April: 606 respondents, July/August: 399 respondents, December/January: 386 respondents). It was the first time Drinkaware has run a full annual circle of surveys. Methodological lessons were drawn from each edition of the survey, resulting in amendments being made to the pop-up invitation method and questionnaire wording between all three surveys.

Amendments to the pop-up invitation mean that the sampling procedure across surveys was not consistent - details of changes listed in Table 1. As respondents were not recruited to the survey in the same the way, there are limits to the extent to which direct comparisons can be made between survey editions.

Table 1: Details of changes to survey invitation survey pop-up mechanism

	Description of pop-up method
March/April	Pop-up invitation appeared immediately on landing on the homepage of the website. Those who wished to complete the survey had to do so immediately.
July/August	The pop-up invitation appeared immediately on landing on the homepage of the website. However, the survey would open in a new window and the pop-up copy instructed respondents that "*The (survey) link will open in a new window so you can come back to it.*"
December/ January	The pop-up invitation appeared after the user had spent 60 seconds on the homepage.

Similarly, changes to the question wording and answer options impacts how results can be compared between surveys. Even small changes to question wording can result in respondents understanding, interpreting and answering similar questions in different ways. As with the pop-up method, these differences mean that caution is required when making direct comparisons between survey editions. Appendix 3 outlines in full the changes between surveys.

Despite these methodological differences, it is possible to combine data for most questions across all three surveys. There are several questions where differences to question wording means that the data cannot be directly combined; it will be highlighted in the report where this is the case.

It should be noted that respondents were self-selected which limits the ability to generalise from these findings - i.e. the people who chose to respond to the survey may be different in terms of sociodemographics or motivations for using the website compared to the users overall. In 2015 a total of 9.3m people visited the Drinkaware website (measured as 'unique visitors' in Google Analytics).

The analysis in this report primarily focuses on the combined data from all surveys which will be referred to as *total.* However, clear differences in results between surveys will also be highlighted.
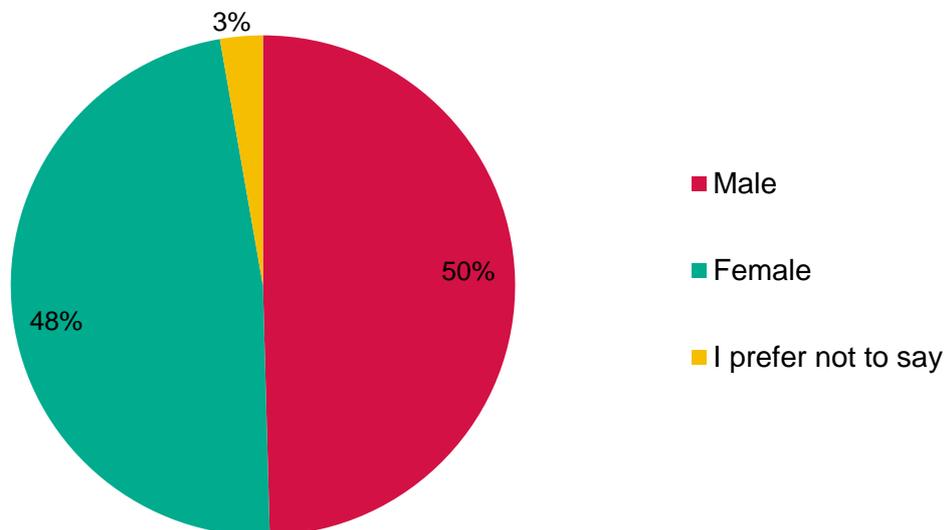
Respondent Profiles

The gender ratios across all three surveys were consistent. At a total level, 50% of respondents described themselves as male, 48% as female and 3% selected 'prefer not to say' (Figure 1).

Using Google Analytics data, we can compare the demographics of survey respondents with the demographic of all those who visited the website in the same time periods. Across all three surveys, women were slightly underrepresented in our sample (45% vs. 55% in March/April '15; 48% vs. 56% in July/August '15 and 48% vs. 54% in December '15/January '16) (Figure 2).

Figure 1: Gender
Note: Rounding up resulted in total adding to more than 100%

Figure 2: Gender profile comparison of web user survey respondents versus Google Analytics website visitor data
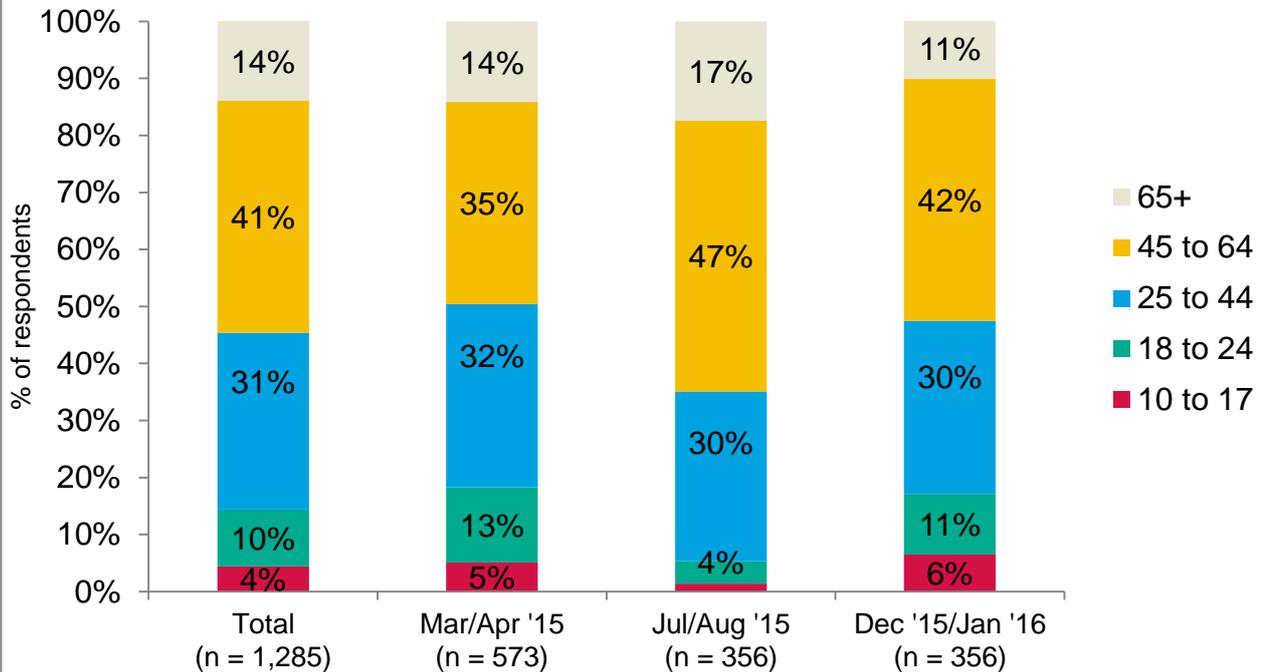

By age, the single largest demographic at a total level was 45 to 64 year olds who represented 41% of all respondents in 2015 (Figure 3). 25 to 44 year olds represented 31% of the total sample, 65+ represented 14% and 18 to 24 year olds represented 10%. Those aged 10 to 17 represented just 4% of the total sample.

Across all three surveys, the sample skewed towards older age groups. This skew is particularly pronounced in the July/August 2015 survey, with less than 5% of respondents being aged 24 or under.

Table 2 presents the separate age survey data vs. the profile of all users (based on Google Analytics data). Across all three surveys, the sample skewed towards older age groups, meaning that the experiences and views of younger users of the website are likely to be underrepresented in the survey findings.

Figure 3: Age of respondents
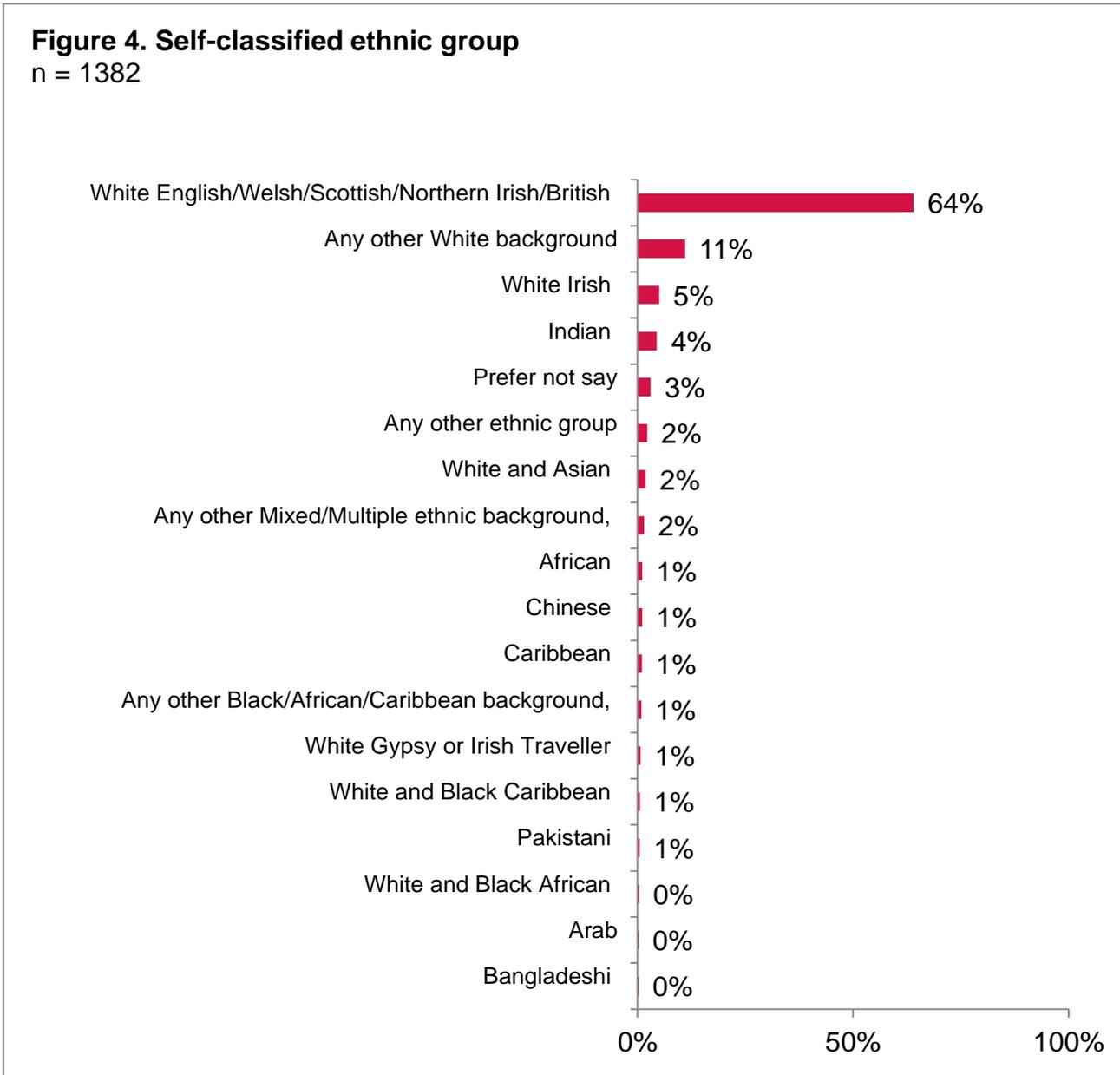Note: Data labels less than 3% not shown

Table 2. Age of respondents aged 18 and over in survey sample vs. all website users
Note: Google Analytics providing sociodemographic information on all website users does not provide information about those aged under 18. Therefore survey % shown below have been rebased.

	Mar/Apr '15		Jul/Aug '15		Dec '15/Jan '16	
	Survey % (n = 573)	All website users %	Survey % (n = 399)	All website users %	Survey % (n = 386)	All website users %
18 - 24	14%	26%	4%	24%	12%	22%
25 - 44	34%	46%	30%	47%	32%	45%
45 - 64	37%	23%	48%	23%	45%	26%
65+	15%	5%	18%	6%	12%	6%

Nearly two thirds of respondents at a total level classified themselves as 'White English/Welsh/Scottish/Northern Irish/British' (Figure 4).

Figure 4. Self-classified ethnic group
n = 1382

At a total level, 67% of respondents were based in the UK, 9% from the United States and 3% from India (Table 3). There are differences between surveys however. In the July/August survey only 60% of respondents were based in the UK, although Google Analytics data did not indicate a similar difference in the nationality of all website users in that period. The reason for this difference is unclear.

Google Analytics data suggests that over the course of 2015, 54% of website users were based in the UK. The higher proportion of UK respondents to the survey may be due to the £50 Amazon prize draw is only open to those based in the UK.

Table 3. Country of survey respondents' residence
Countries with % greater than 1% at total level shown

	Total (n = 1317)	Mar/Apr '15 (n = 575)	Jul/Aug '15 (n = 356)	Dec '15 /Jan '16 (n = 386)
	%	%	%	%
United Kingdom	67%	69%	60%	72%
United States	9%	10%	11%	6%
India	3%	3%	4%	2%
Canada	2%	2%	2%	2%
Ireland	1%	1%	1%	2%
Australia	1%	1%	1%	1%
Russia	1%	1%	1%	1%
Germany	1%	2%	1%	1%
Spain	1%	0%	1%	2%

41% of all respondents were employed full-time, 15% were retired, 12% were students and a further 12% self-employed (Figure 5). These figures were similar between the three surveys however the proportion of retired respondents was higher for the July/August edition of the survey (19%). This may be linked to this sample being more heavily skewed towards older groups.
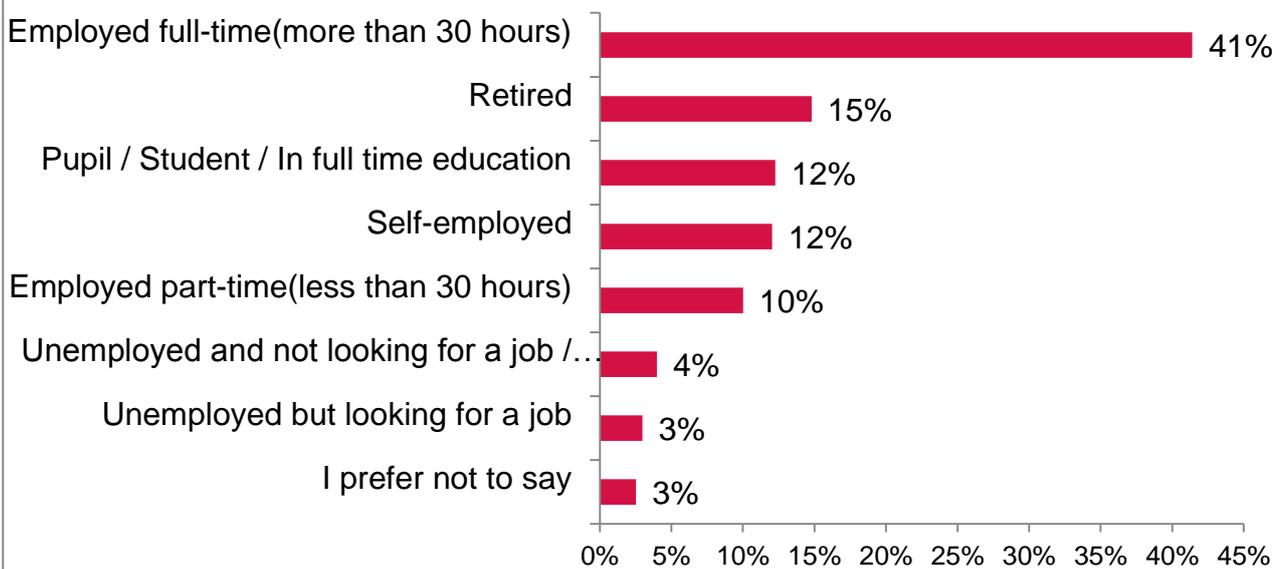
At a total level, 44% of respondents held an undergraduate degree or higher (Table 4) – compared to 38% in the population overall.[1] There were some differences between surveys; in July/August 2015 40% reported having an undergraduate degree of higher compared to 48% in December/January. This may be due however to more people in the July/August survey selecting 'Prefer not to say'.

Across all surveys, 43% of respondents were married, 27% were single and 14% were in a long term relationship (Table 5). For the March/April survey, 39% of respondents were married in comparison to 46% in July/August and 44% in December/January.

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[1] ONS (2013) Full Report – Graduates in the UK Labour Market 2013. [Accessed on 7 June 2016] http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/dcp171776_337841.pdf

Figure 5: Employment Status
n = 1,388

Employment Status	Percentage
Employed full-time(more than 30 hours)	41%
Retired	15%
Pupil / Student / In full time education	12%
Self-employed	12%
Employed part-time(less than 30 hours)	10%
Unemployed and not looking for a job /…	4%
Unemployed but looking for a job	3%
I prefer not to say	3%

Table 4. Highest Qualification

	Total (n = 1317) %	Mar/Apr '15 (n = 575) %	Jul/Aug '15 (n = 356) %	Dec '15 /Jan '16 (n = 386) %
Undergraduate degree or higher	44%	44%	40%	48%
Further Education	17%	18%	18%	15%
O Levels/O Grades/GSCE/Standard Grades	14%	16%	12%	14%
A-Levels/Highers	14%	17%	11%	12%
I prefer not to say	6%	0%	14%	8%
Left school without sitting exams	5%	5%	6%	3%

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Table 5. Relationship status
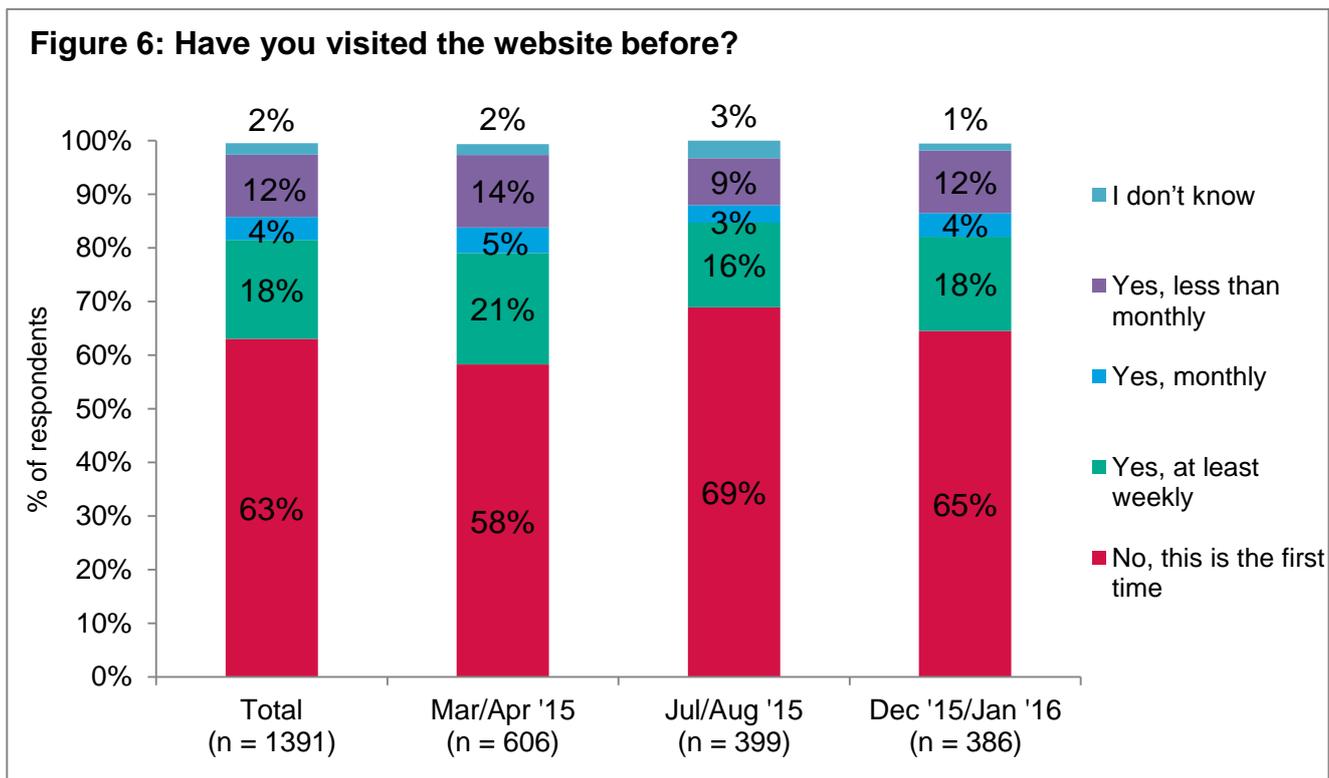
	Total (n = 1317)	Mar/Apr '15 (n = 575)	Jul/Aug '15 (n = 356)	Dec '15 /Jan '16 (n = 386)
	%	**%**	**%**	**%**
Married	43%	39%	46%	44%
Single	27%	29%	24%	27%
In a long-term relationship	14%	16%	10%	16%
Divorced	6%	6%	8%	5%
I prefer not to say	5%	4%	6%	5%
Widowed	3%	3%	5%	2%
In a civil partnership	2%	3%	2%	2%

Frequency of visit to the Drinkaware website

At a total level, 63% of respondents had not visited the Drinkaware website before, though there was variation between surveys (Figure 6). In the survey run in March/April 2015, 58% of respondents were visiting the website for the first time compared with 69% in July/August 2015 and December 2015/January 2016. This difference may reflect an actual higher proportion of new visitors during the assumed high-peak alcohol query periods.

Alternatively, the difference may be due to the pop-up invitation mechanism as it in the March/April survey instantly appeared on the Drinkaware website before there was an opportunity to look around. For those who were visiting the website for the first time, this pop-up may have appeared too quickly and they may not have felt able to complete a survey about the website given that they were not familiar with it.

Google Analytics includes metrics on new and returning visitors to the website[2]. Across the survey time periods, 81% of visitors to the website were classed as new visitors using these metrics. While the website user survey and the Google Analytics metric use different definitions for new visitors, the disparity between these results could suggest that new visitors are underrepresented in the website user survey.

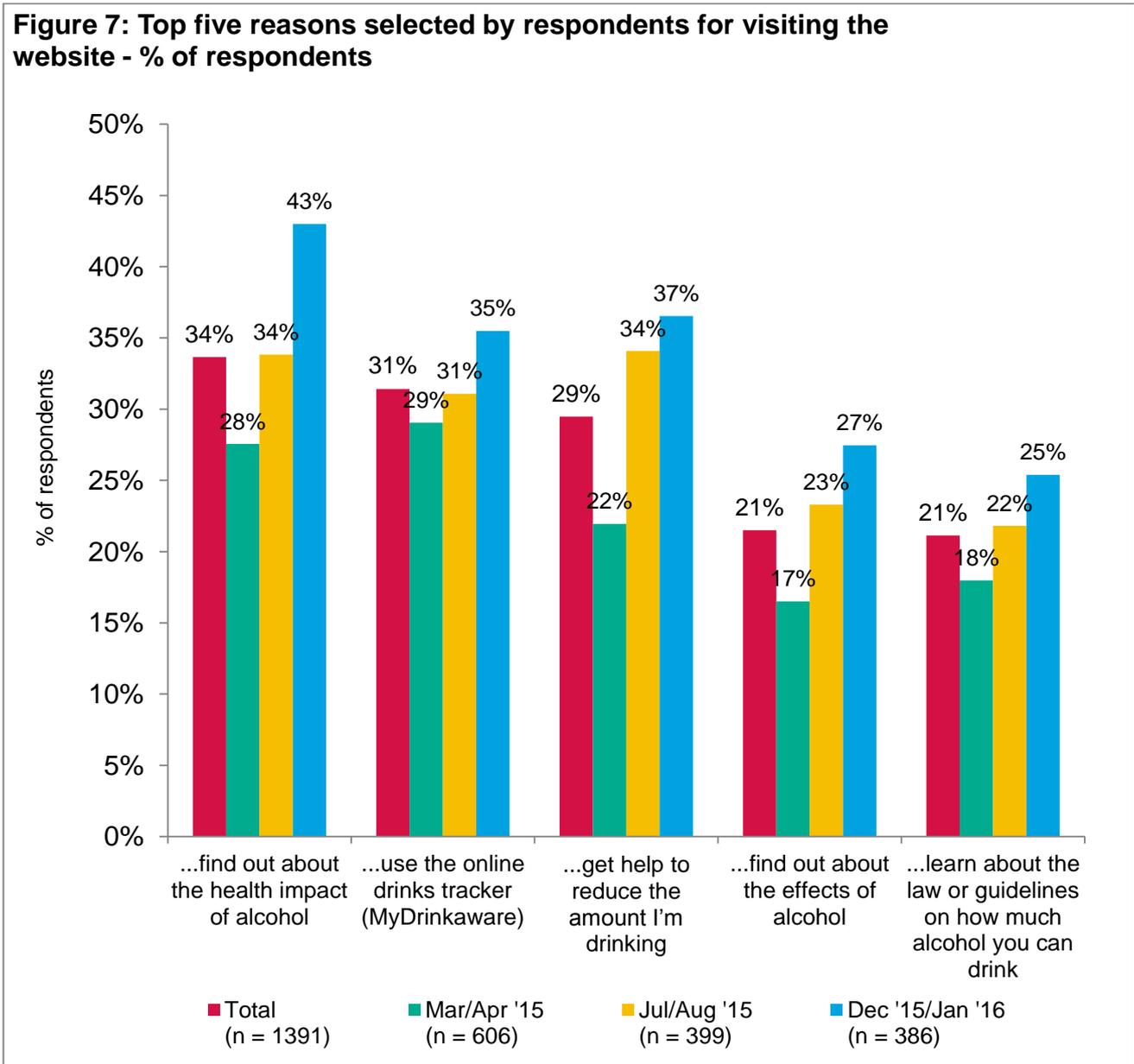**Figure 6: Have you visited the website before?**

Respondents were asked multiple choice questions about what their reasons for visiting the website were. At a total level, the most common reasons were to find out about the health

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[2] A new visitor is a user who did not have Google Analytics cookies when they hit the Drinkaware page. If a visitor deletes their cookies and comes back to the site, the visitor will be counted as a new visitor. A visitor with existing Google Analytics cookies from a previous visit.

impact of alcohol (34%), to use MyDrinkaware (31%) and to get help to reduce their drinking (29%) (Figure 7).

There was however some variation in motivation between the three surveys. For example, in the March/April 2015 survey, 28% said that visited the Drinkaware website to find out about the health impact of alcohol compared with 43% in the December/January survey (see full results in Table 1, Appendix 2). This may reflect variation linked to seasonal drinking and reflection/abstinence patterns.
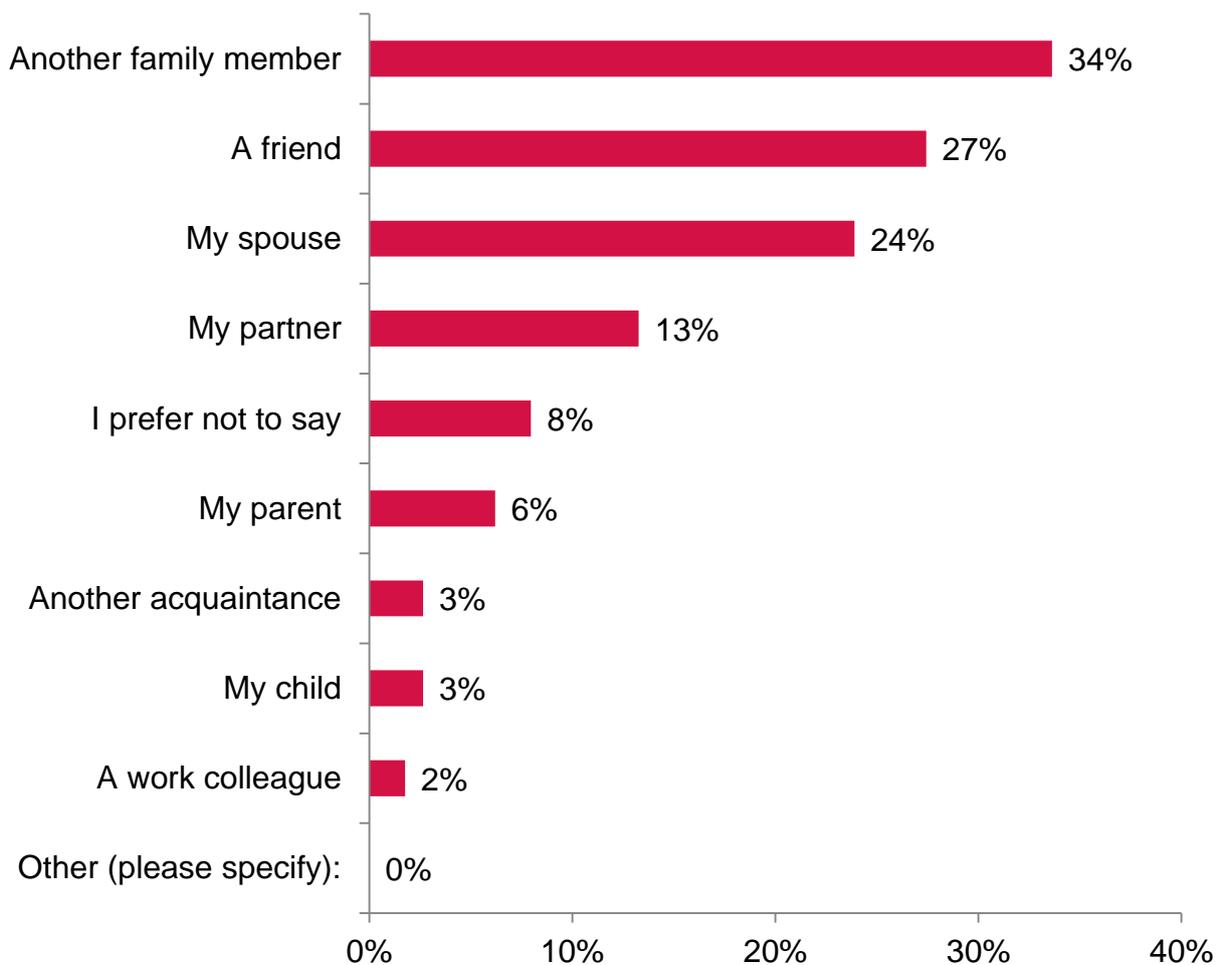
Figure 7: Top five reasons selected by respondents for visiting the website - % of respondents
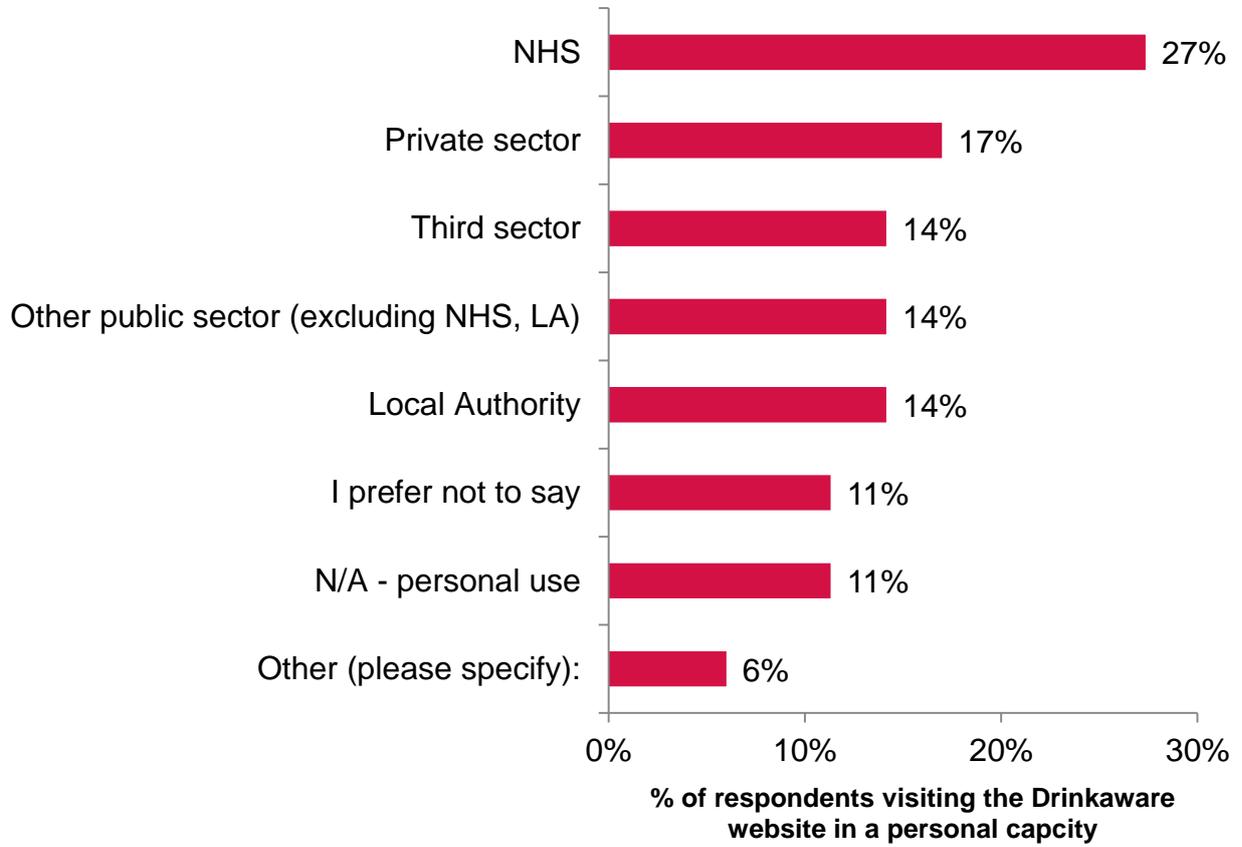
Of the 113 respondents (8% of total) who stated that they were visiting the website because were worried that someone they know is drinking more than they should, 42% were concerned about a spouse or partner (27% and 15%, respectively), 38% said that they were concerned about another family member (excluding partner, spouse, parent or child) and 31% said that they were concerned about a friend (Figure 8).

Of the 106 respondents who deliver front-line services and are looking for resources for their clients, 29% were employed by the NHS and 18% were employed in private sector (Figure 9). 23% of these respondents work for a mental health service and a further 22% work in education (Figure 10).
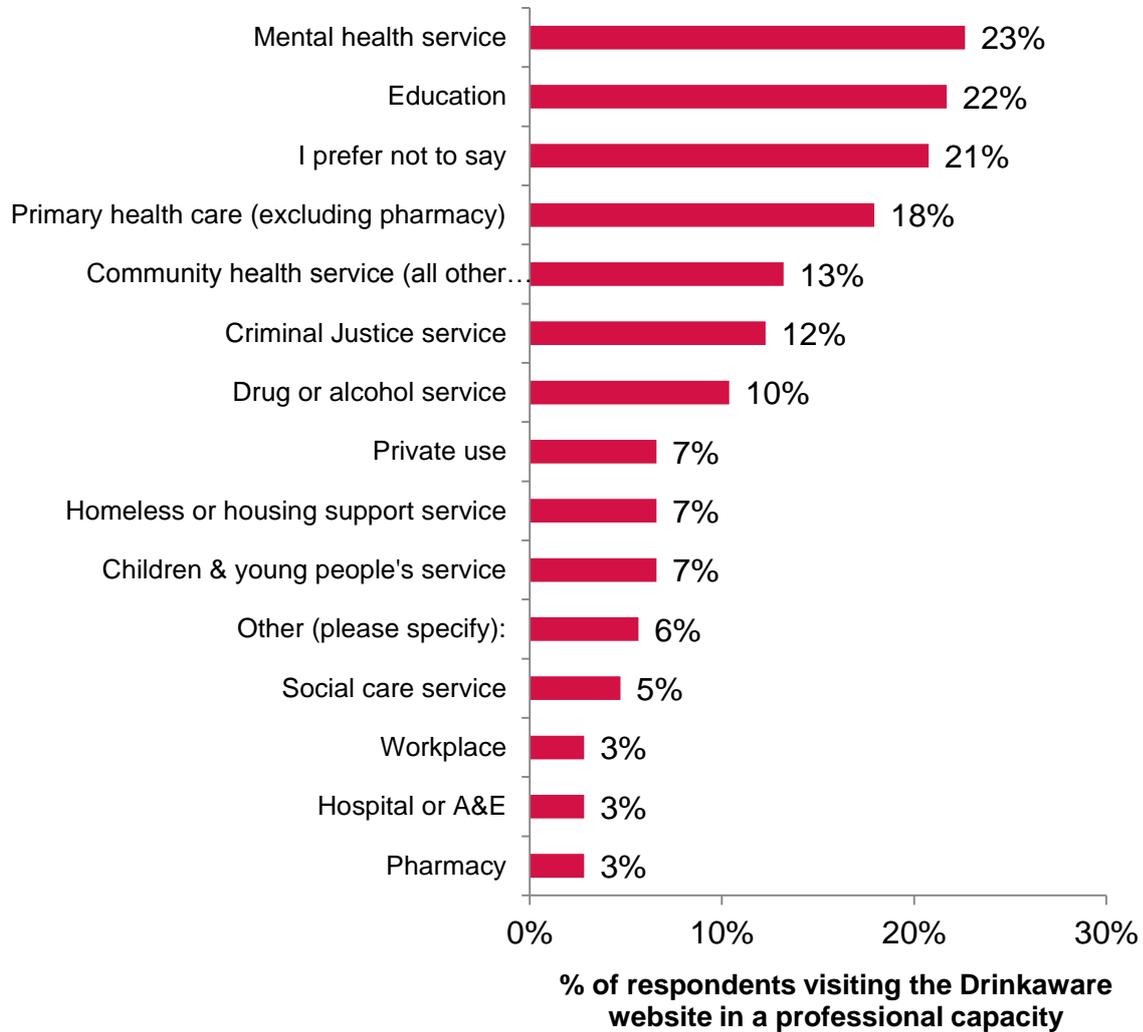
Figure 8: 'If you're worried that someone you know is drinking more than they should, what is their relationship to you? I'm their….'
(n = 113)

Relationship	Percentage
Another family member	34%
A friend	27%
My spouse	24%
My partner	13%
I prefer not to say	8%
My parent	6%
Another acquaintance	3%
My child	3%
A work colleague	2%
Other (please specify):	0%

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Figure 9: Work sector of front-line professionals who are looking for information or resources to help patients/clients drink less (multiple tick option) (n = 106)
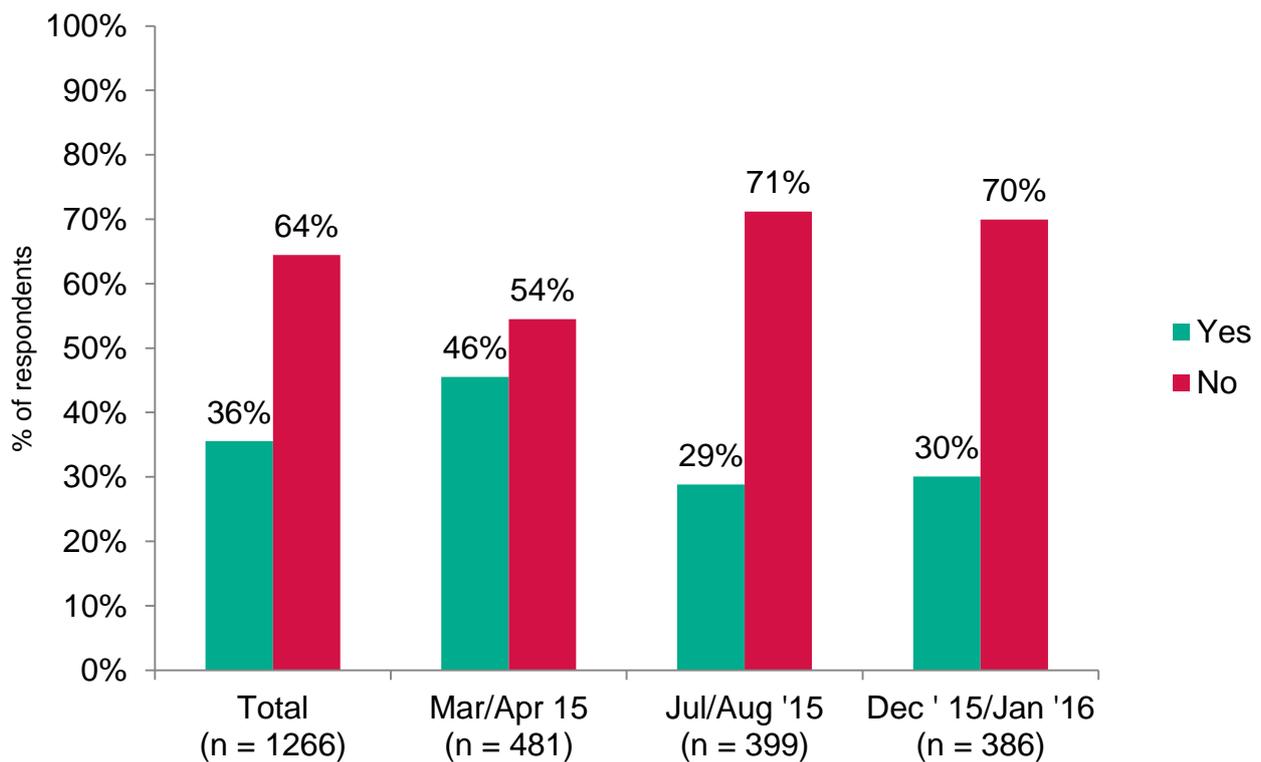
Sector	%
NHS	27%
Private sector	17%
Third sector	14%
Other public sector (excluding NHS, LA)	14%
Local Authority	14%
I prefer not to say	11%
N/A - personal use	11%
Other (please specify):	6%

% of respondents visiting the Drinkaware website in a personal capcity

Figure 10: Work area of front-line professionals who are looking for information or resources to help patients/clients drink less (multiple tick option) (n=106)

Work area	%
Mental health service	23%
Education	22%
I prefer not to say	21%
Primary health care (excluding pharmacy)	18%
Community health service (all other…	13%
Criminal Justice service	12%
Drug or alcohol service	10%
Private use	7%
Homeless or housing support service	7%
Children & young people's service	7%
Other (please specify):	6%
Social care service	5%
Workplace	3%
Hospital or A&E	3%
Pharmacy	3%

% of respondents visiting the Drinkaware website in a professional capacity

Finding specific information

Respondents were asked if they were visiting the Drinkaware website looking for specific information. Due to an initial mistake in the routing for the survey conducted in March/April 2015, only the last 481 of the 606 respondents were given this question to answer.

At a total level, just over a third of respondents were looking for specific information on Drinkaware's website (Figure 11). However, as shown in Figure 11, considerably fewer respondents in the March/April survey reported that they were looking for specific information compared with the July/August and December/January surveys.

While this difference may be reflecting a difference in the search motivations of website visitors in the alcohol high-peak seasons, it is likely that the differences in the pop-up method between surveys have played at least a partial role. See Appendix 1 for further discussion of the potential methodological considerations for this question.

Figure 11: Respondents looking for specific information - %

At a total level, nearly three quarters of those respondents who were looking for specific information found what they were looking for on the Drinkaware website (Figure 12). There were differences between surveys with the March/April survey standing out (83%); however it is possible that the above mentioned variation in the pop-up method may be responsible for these differences.
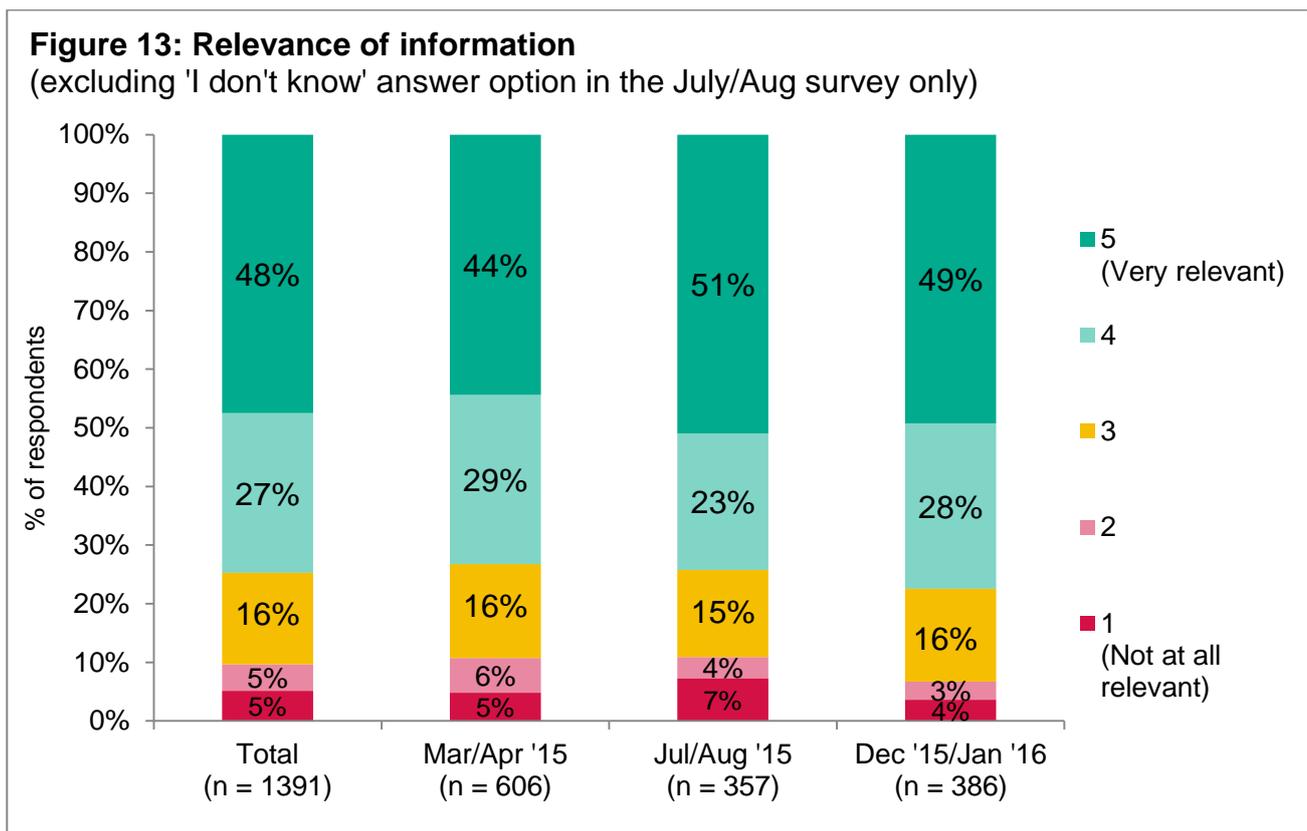
Figure 12: Did you successfully find what you were looking for on our website? - %

Experiences and views of people using the website
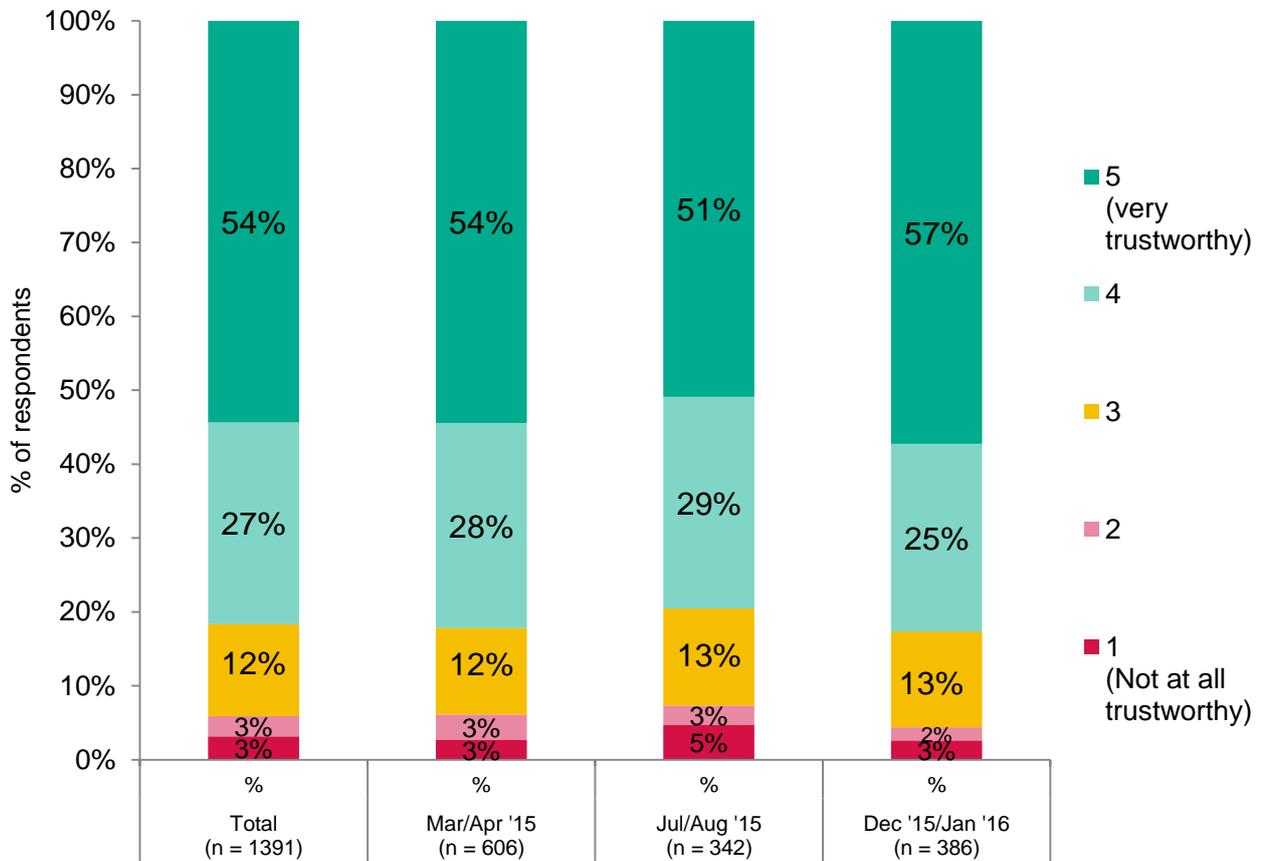
All respondents were asked how relevant and how trustworthy they found the information on the Drinkaware website. On a five point scale where 5 is 'very relevant' and 1 'not at all relevant', 72% of respondents rated the website either 5 (48%) or 4 (27%) (Figure 13). There are differences between surveys, however this may be due to the inclusion of a 'I don't know' option in the July/August survey, which was 11% (left out in the presentation here to allow comparison).

In terms of trustworthiness, on a five point scale where 5 is 'very trustworthy' and 1 is 'not at all trustworthy', 81% of respondents rated the information either 5 (54%) or 4 (27%) (Figure 14). Again, differences in results between surveys may be due to the inclusion of an 'I don't know' option in the second survey, which was 14% (left out in the presentation here to allow for comparison).
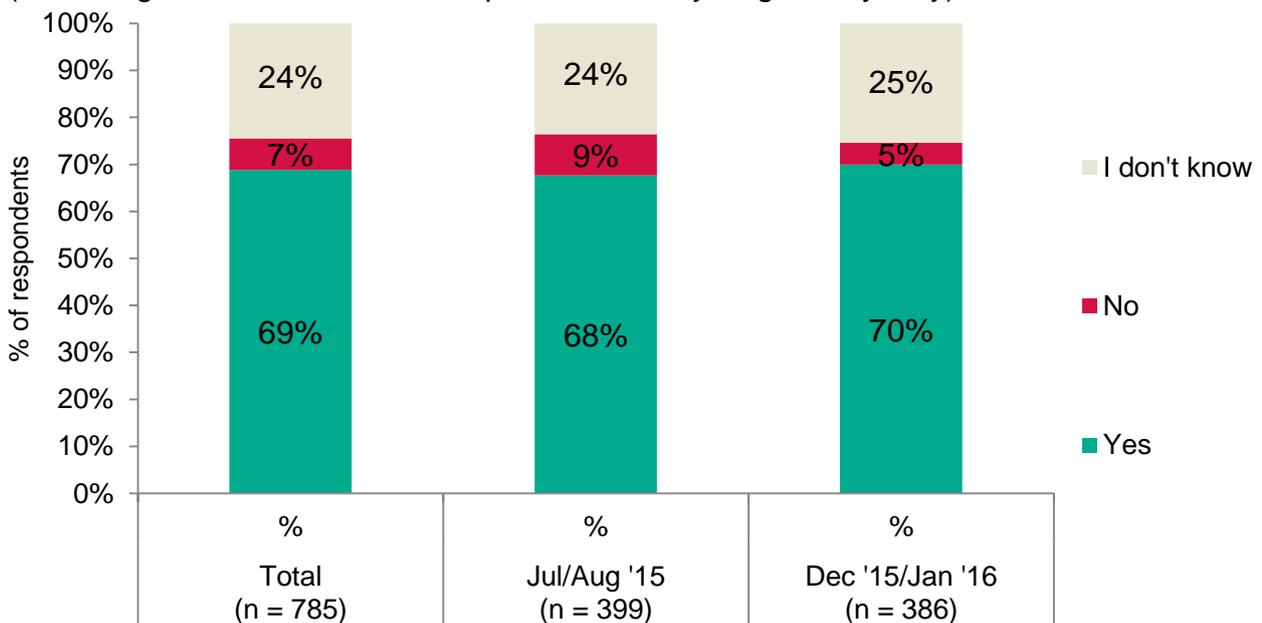
At a total level, over three quarters of respondents viewed the information on the website as 'objective and impartial' (Figure 15).

Figure 13: Relevance of information
(excluding 'I don't know' answer option in the July/Aug survey only)

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Figure 14: Trustworthiness of information
(excluding 'I don't know' answer option in the July/Aug survey only)

Legend:
- 5 (very trustworthy)
- 4
- 3
- 2
- 1 (Not at all trustworthy)

	Total (n = 1391)	Mar/Apr '15 (n = 606)	Jul/Aug '15 (n = 342)	Dec '15/Jan '16 (n = 386)
5	54%	54%	51%	57%
4	27%	28%	29%	25%
3	12%	12%	13%	13%
2	3%	3%	3%	2%
1	3%	3%	5%	3%

Figure 15: Is the information objective and impartial
(excluding 'I don't know' answer option in the July/Aug survey only)

Legend:
- I don't know
- No
- Yes

	Total (n = 785)	Jul/Aug '15 (n = 399)	Dec '15/Jan '16 (n = 386)
I don't know	24%	24%	25%
No	7%	9%	5%
Yes	69%	68%	70%

Impact on knowledge and understanding

All the surveys included three questions about what impact visiting the website had on the respondent's knowledge and understanding. Using a 'strongly agree' to 'strongly disagree' scale, respondents were asked to rate their level of agreement with the following statements (strongly agree – strongly disagree scale):

- I have gained better knowledge of the law and guidance concerning alcohol
- I have gained a better understanding of the effects of drinking
- I have gained a better understanding of what to do to prevent harm from alcohol to myself or others
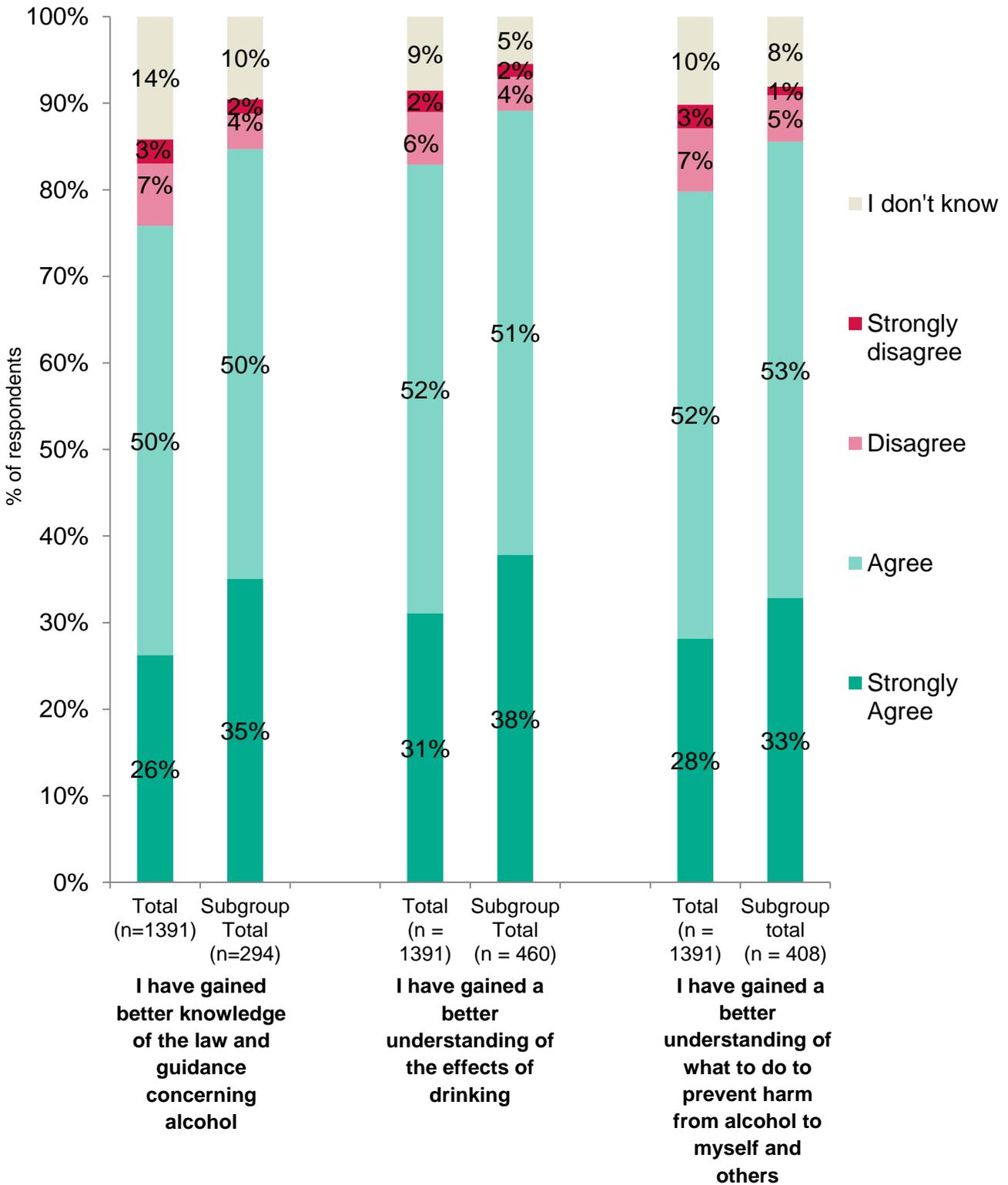
The July/August 2015 survey had an additional 'I don't know' option.

At a total level, 76% of respondents either 'agreed' or 'strongly agreed' that they had gained a better knowledge of the law and guidance concerning alcohol (Figure 16). Of those respondents who were looking for information specifically on this topic, 85% either 'agreed' or 'strongly agreed' with the statement.

83% of respondents either 'agreed' or 'strongly agreed' that they gained a better knowledge about the effects of drinking after visiting the website. 89% of respondents who were looking specifically for information about the effects of drinking, either 'agreed' or 'strongly agreed' with this statement.

Four in five (80%) respondents said that they had gained a better understanding of what to do to prevent harm from alcohol to themselves and others. Of those respondents who were searching specifically for this information, 86% of respondents said that they had gained a better understanding after visiting the Drinkaware website.
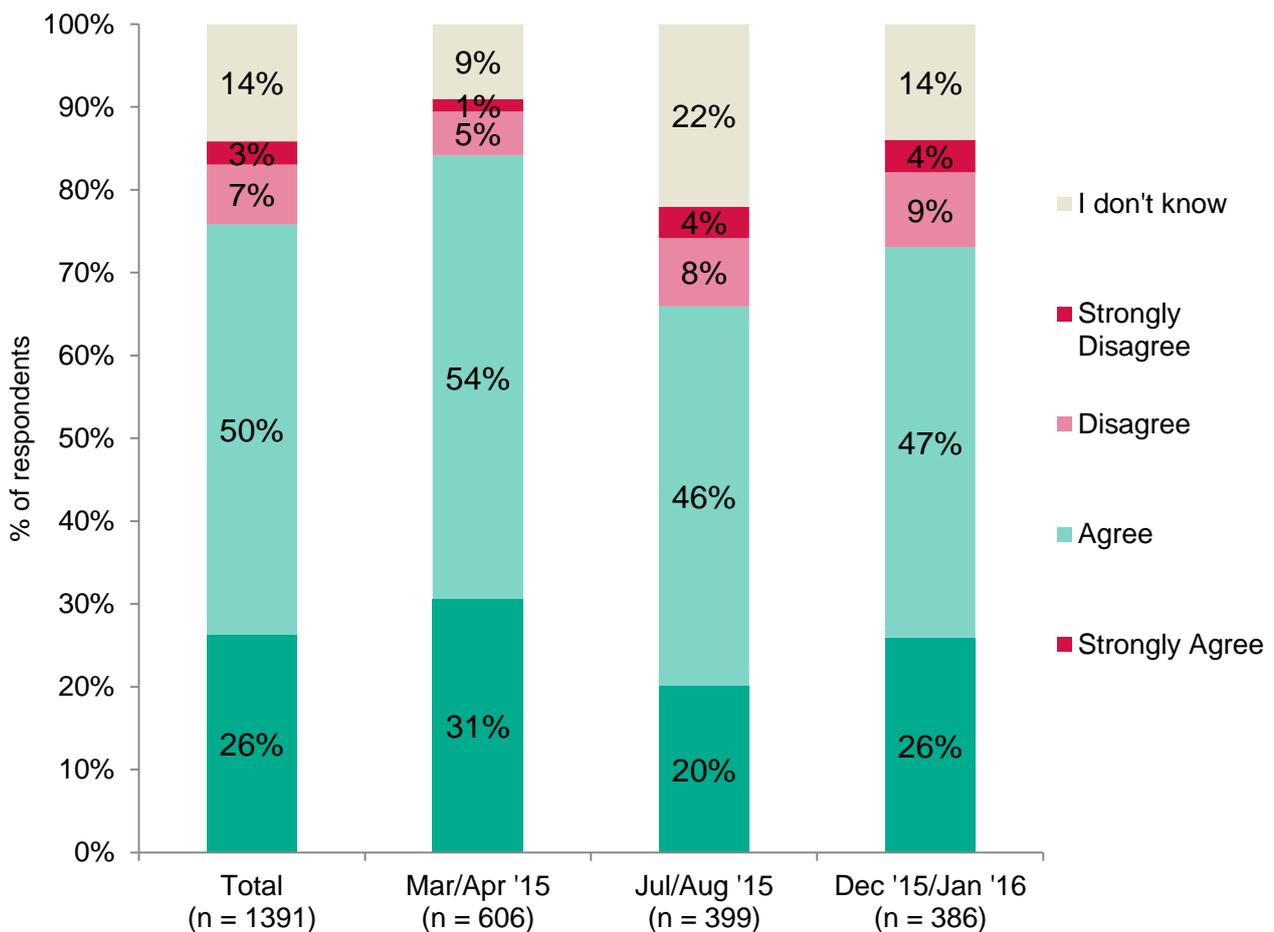
Figure 16: Level of agreement with three knowledge and understanding statements
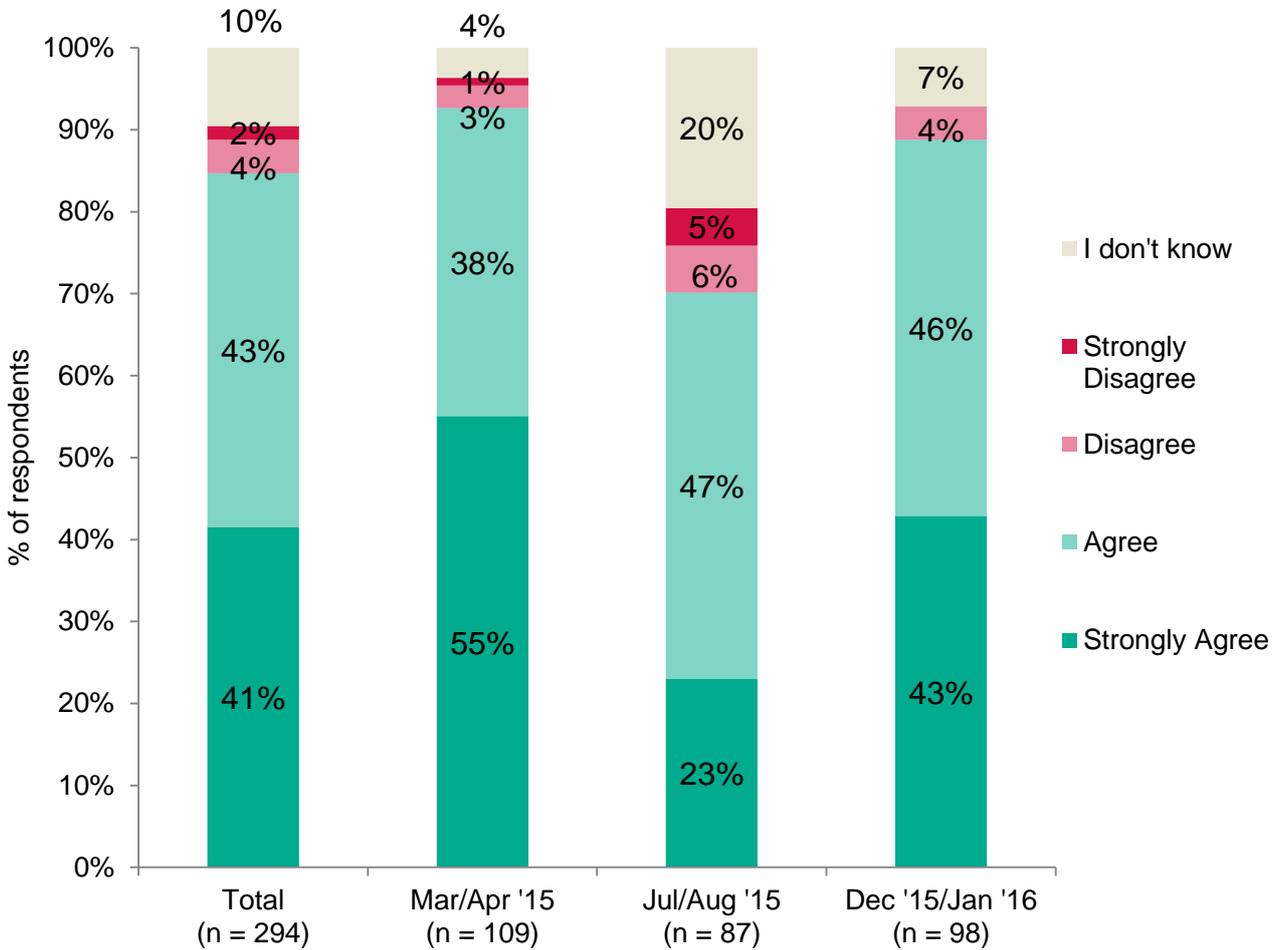
For the 'better knowledge of the law and guidance concerning alcohol' statement, there are differences between surveys. 85% of those responding in March/April agreed that they had gained a better knowledge on this topic vs. 66% and 73% doing so in the other surveys in 2015 (Figure 17).

When looking at the subset of respondents who said that they visited the site because 'they wanted to learn about the law or guidelines on how much alcohol you can drink', there were also differences between surveys. The July/August survey had the lowest proportion of these respondents agreeing that they gained better knowledge on this topic (70%) versus 89% in the December/January survey and 93% in March/April (Figure 18). In particular, there is a considerable difference between the 'strongly agree' (23% vs. 43%) and 'I don't know' responses (20% vs. 7%).

Figure 17: Level of agreement with the statement 'I have gained a better knowledge of the law and guidance concerning alcohol'

Figure 18: Level of agreement with the statement 'I have gained better knowledge of the law and guidance on alcohol' only among those who stated that they visited the site 'to learn about the law or guidlelines on how much alcohol you can drink'
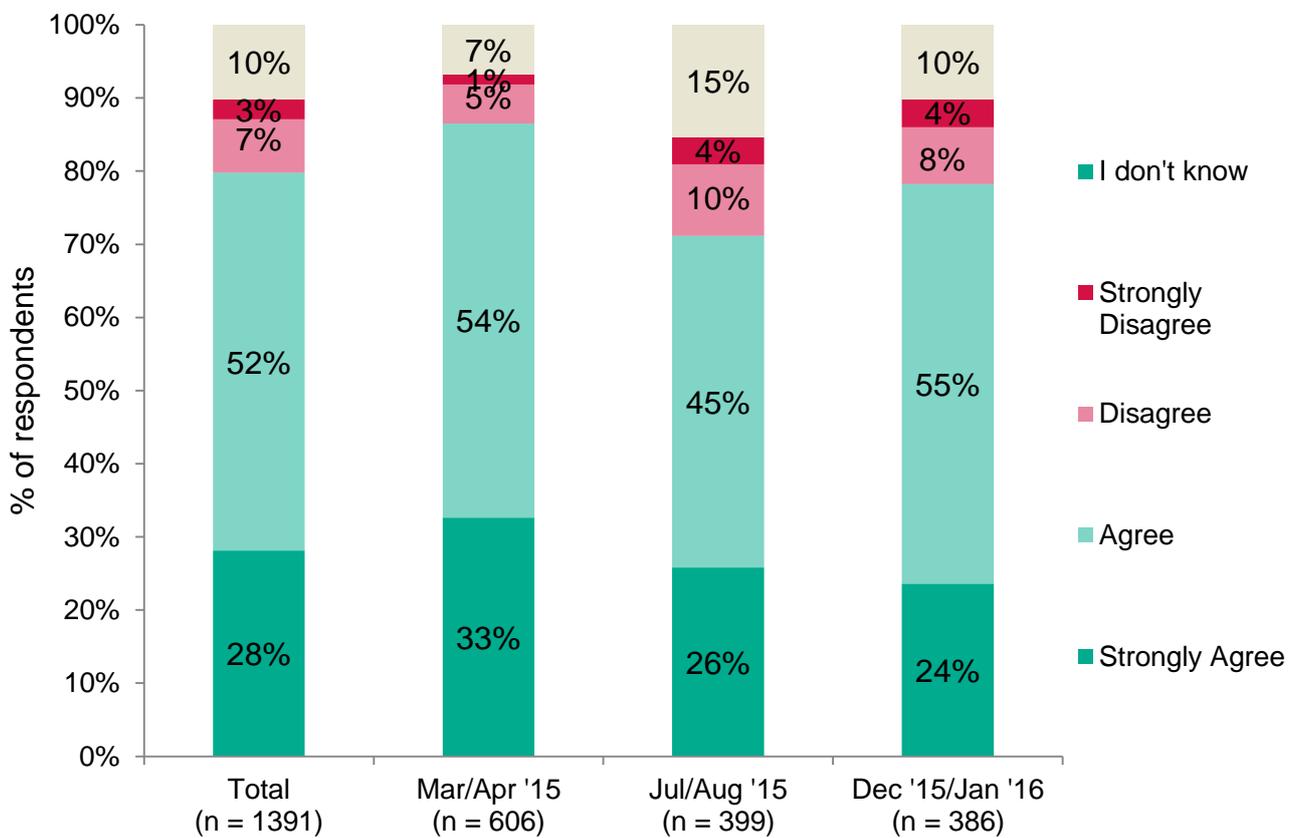

As with all the results presented in this report, there are several potential explanations for differences observed between surveys: the sampling methodology (pop-up mechanism) or seasonality affecting profile of users and their search motivations could be playing a role. Unique question wording in the July/August survey may be responsible for the high proportion of respondents in this survey selecting 'I don't know' for all three impact on knowledge and understanding questions. Further details of this rationale can be found in Appendix 1.

In response to the 'better understanding of what to do to prevent harm from alcohol to myself and others' fewer respondents agreed that they had gained a better understanding on this topic in the July/August survey than in the other two surveys (Figure 19). This may be due to a higher proportion of respondents selecting 'I don't know'.
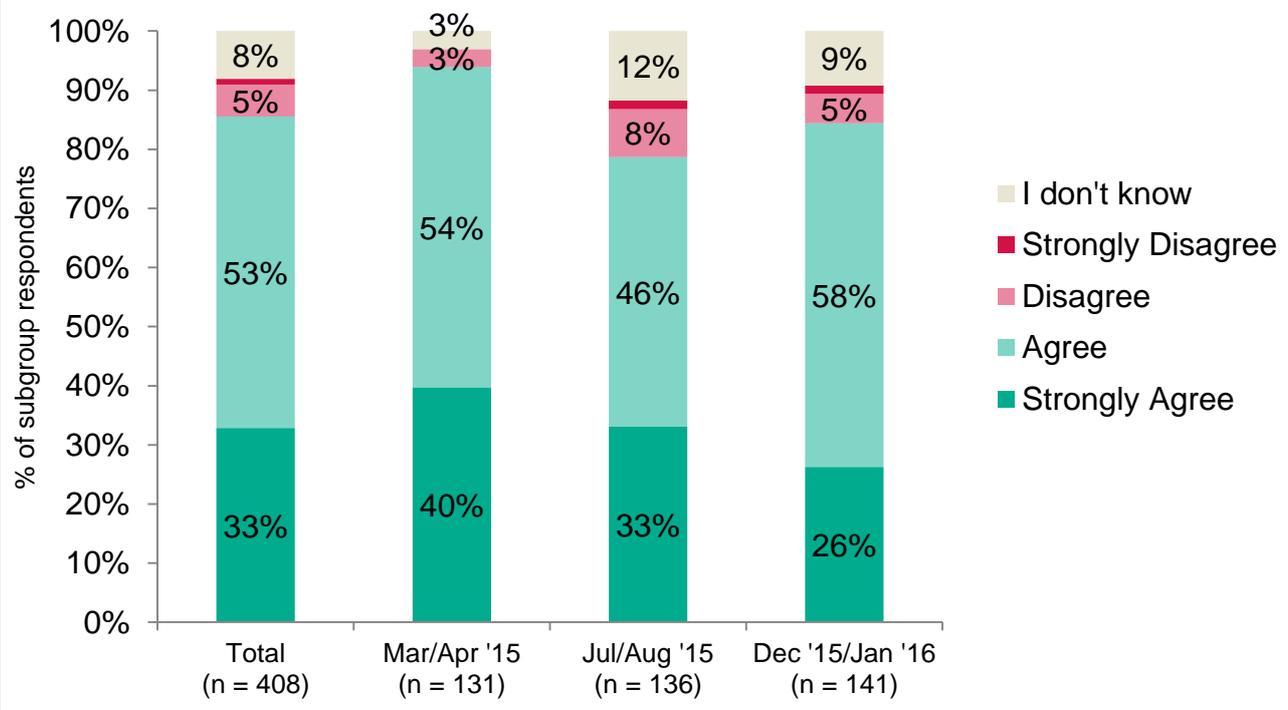
Among those respondents who visited the site to help reduce the amount they are drinking, 86% 'agreed' or 'strongly agreed' that they had gained a better understanding of what to do to prevent harm from alcohol to themselves and others (Figure 20).

Again, a similar pattern with a higher proportion of respondents from the July/August survey selecting 'I don't know' compared with the other surveys.

Figure 19: Level of agreement with the statement 'I have a better understanding of what to do to prevent harm from alcohol to myself and others'
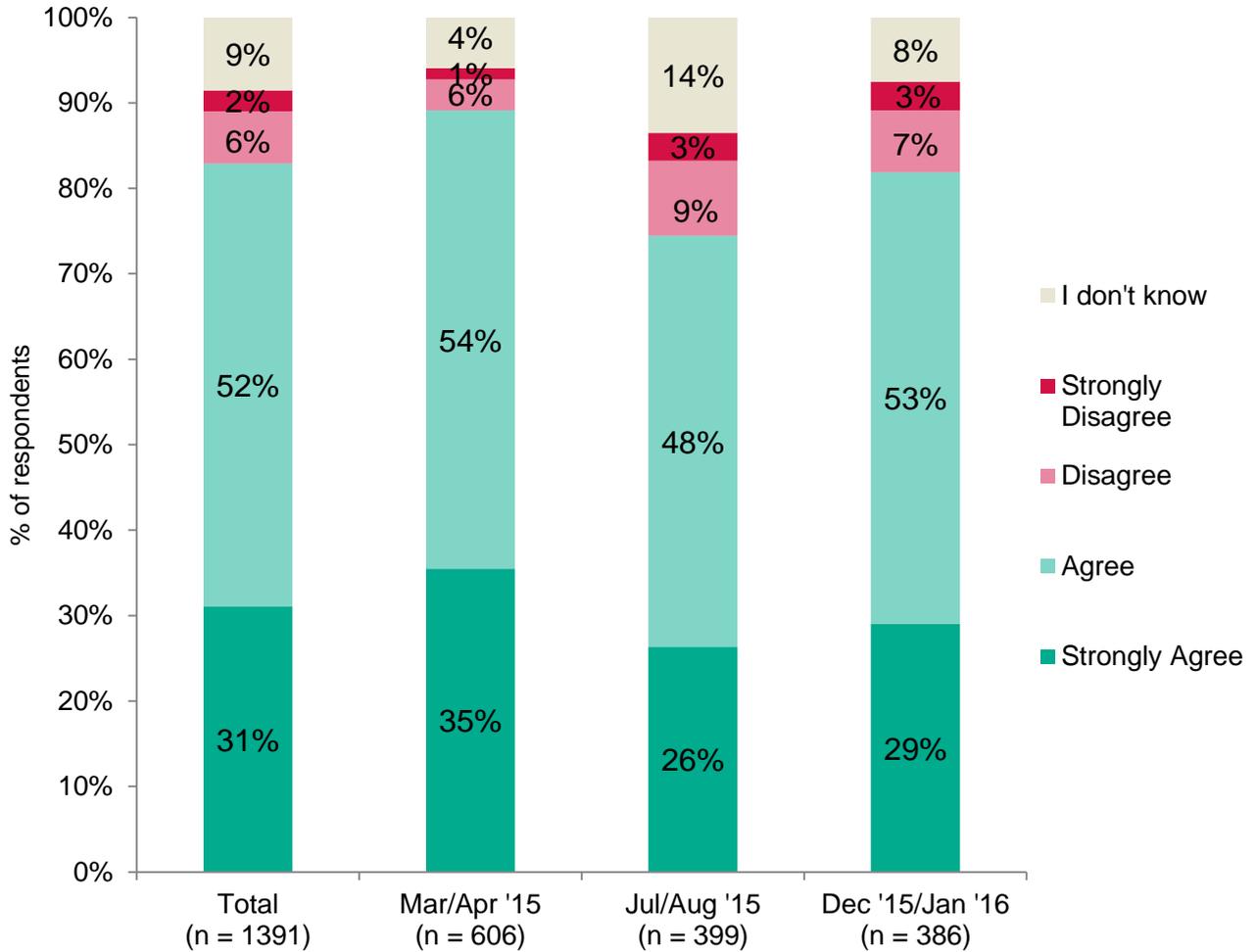
Figure 20: Level of agreement with the statement 'I have gained a better understanding of what to do to prevent harm from alcohol to myself and others' only among those who stated that they visited the website to get help to reduce the amount they are dri
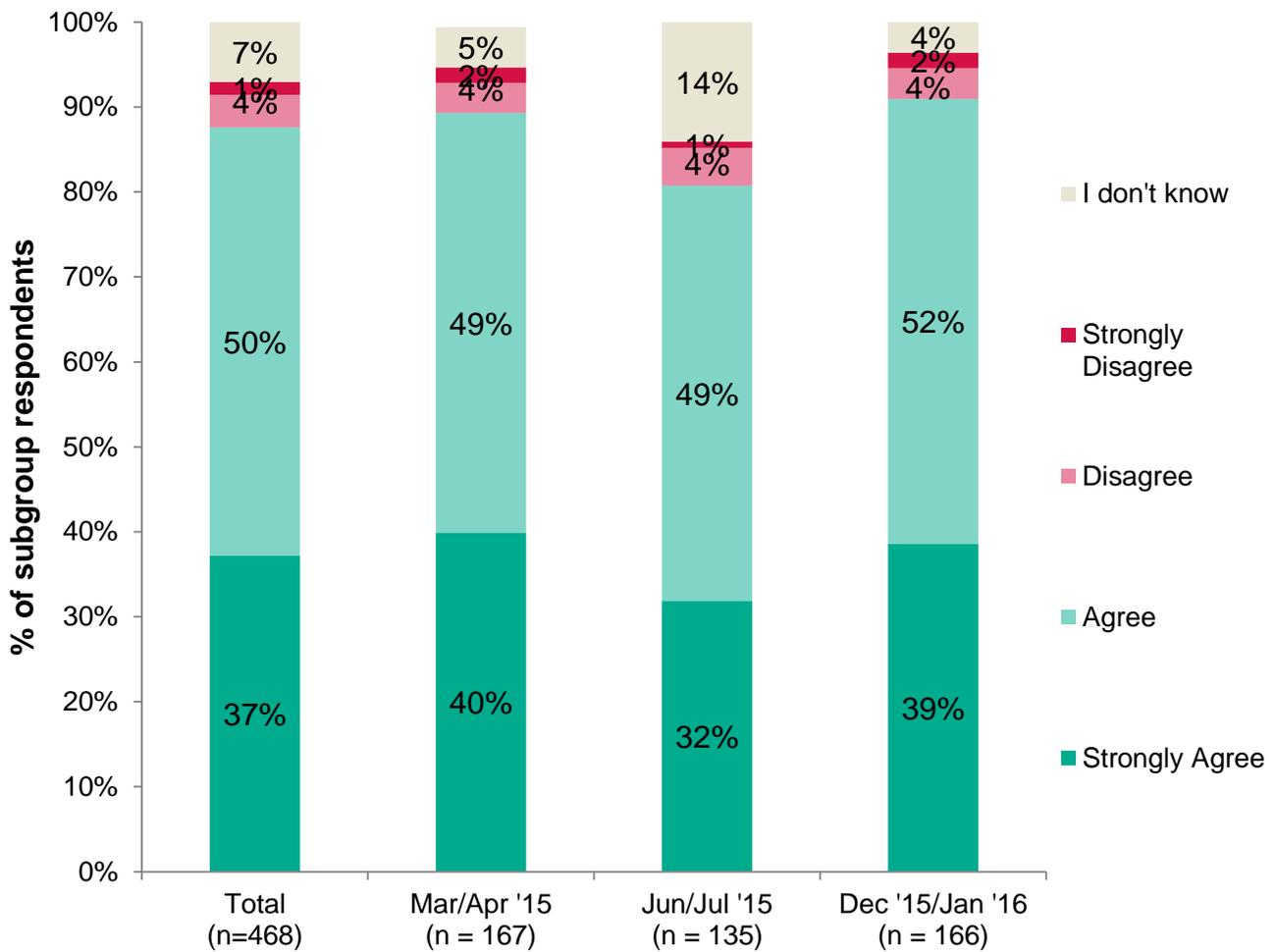

83% of all respondents 'agreed' or 'strongly agreed' that they had a better understanding of the effects of drinking after visiting the Drinkaware website (Figure 21). There are differences between surveys, with 89% of respondents in the March/April survey agreeing with this statement versus 74% and 82% in the July/August and December/January surveys respectively. See Appendix 1 for methodological considerations for these differences.

Of respondents who were visiting the website to find out more about the health impact of alcohol, 87% 'agreed' or 'strongly agreed' that they had gained a better knowledge on this topic (Figure 22). The results from the March/April and December/January survey are similar with 90% and 91% of respondents respectively agreed that they had gained a better knowledge.

Figure 21: Level of agreement with the statement 'I have a better understanding of the effects of drinking'

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Figure 22: Level of agreement with the statement 'I have gained a better understanding of the effects of drinking' only among those who visited the website to find out more about the health impact of alcohol
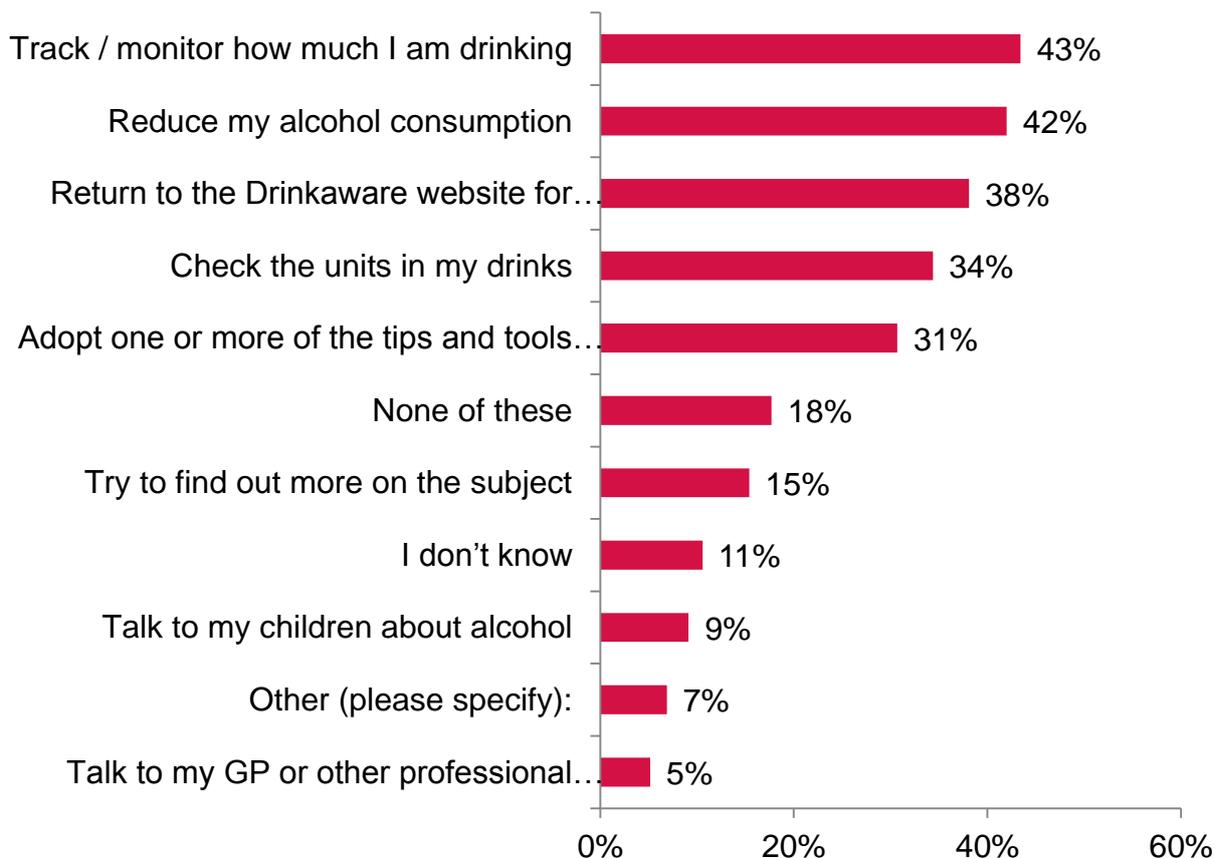
Legend:
- I don't know
- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Total (n=468): Strongly Agree 37%, Agree 50%, Disagree 4%, Strongly Disagree 1%, I don't know 7%

Mar/Apr '15 (n = 167): Strongly Agree 40%, Agree 49%, Disagree 4%, Strongly Disagree 2%, I don't know 5%

Jun/Jul '15 (n = 135): Strongly Agree 32%, Agree 49%, Disagree 4%, Strongly Disagree 1%, I don't know 14%

Dec '15/Jan '16 (n = 166): Strongly Agree 39%, Agree 52%, Disagree 4%, Strongly Disagree 2%, I don't know 4%

Potential wider impact of visiting the Drinkaware website

All respondents were asked which of a list of action they would be more likely to do after having visited the Drinkaware website.

At a total level, 43% of respondents said they would be more likely to monitor how much they were drinking; 42% said that they would be more likely to reduce their alcohol consumption and 38% said that they were more likely to return to the Drinkaware website for more advice and support (Figure 23).

There are differences between surveys, for example 39% of respondents in March/April survey said that they would be more likely to monitor how much they were drinking versus 50% in December/January. There could be an element of seasonality here, perhaps with those in the New Year being more likely to want to track their drinking after the Christmas holidays. Full details differences across surveys can be found in Table 2, Appendix 2.

Figure 23: Now that you have visited Drinkaware's website, which of the following are more likely to do?

Action	%
Track / monitor how much I am drinking	43%
Reduce my alcohol consumption	42%
Return to the Drinkaware website for…	38%
Check the units in my drinks	34%
Adopt one or more of the tips and tools…	31%
None of these	18%
Try to find out more on the subject	15%
I don't know	11%
Talk to my children about alcohol	9%
Other (please specify):	7%
Talk to my GP or other professional…	5%

Discussion

Overall, the combined results from the three web user surveys undertaken at different times of the year in 2015 provide clear evidence that visitors to the website are having a positive experience and are finding useful information and guidance.

The majority of respondents found the information on the Drinkaware website relevant, trustworthy, objective and impartial. The majority of respondents also report having gained better knowledge of the law and guidance, having gained a better understanding of what to do to prevent harm from alcohol and having gained a better understanding of the effects of drinking after visiting the website.

When visiting the Drinkaware website, around one third of respondents were looking for specific information. Three quarters of these respondents were able to find the content that they were looking for.

It is encouraging that the majority of visitors have positive experiences of the website, however there is room to build upon this strong foundation. For example, 75% of respondents thought that the website was relevant, leaving 25% who did not believe that this was the case. There is also room to increase the proportion of people who say that they would be more likely to monitor their drinking, reduce their drinking or revisit the website in the future (43%, 42% and 28% respectively). In terms of actions required to build upon this strong base, it may be that the new Drinkaware website launched in April 2016 may have already begun to address this. The 2016 website user surveys will provide important insight into any improvement.

While there are limitations in the extent to which direct comparisons can be made between surveys in 2015, there is some suggestion that seasonality may play a role in website visitor's motivations and experiences of the website. This supports continuing to run surveys at different time points in 2016 to explore this further, alongside the implementation of a consistent pop-up invitation method and questionnaire wording allowing valid comparisons between these.

The 2015 website user surveys have provided Drinkaware with a strong indication that users are having positive experiences on the website. Given the findings and methodological learnings from 2015, Drinkaware can continue to learn from and improve the user experience in 2016.

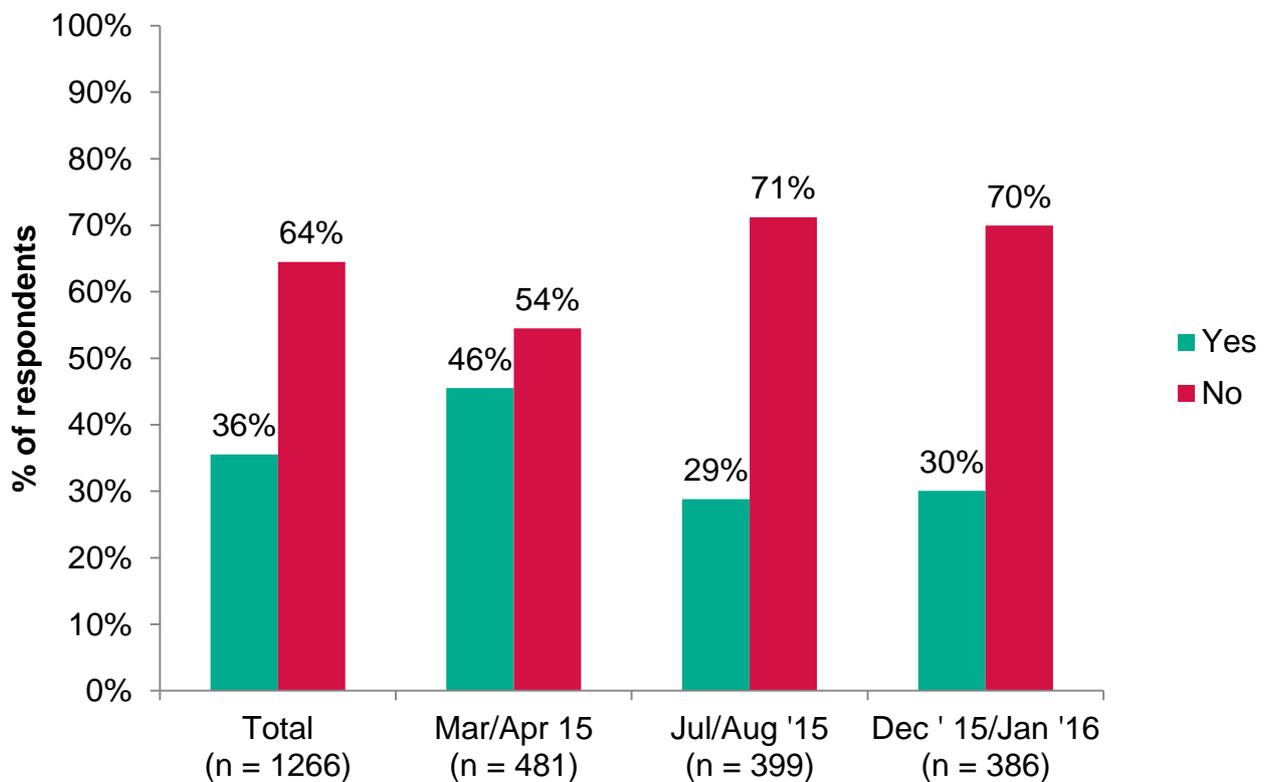## Appendix 1: Methodological considerations

This appendix offers specific methodological detail and reflections in relation to specific findings and in particular the limitations in respect to comparisons between the three surveys undertaken in 2015.

Finding specific information

Respondents were asked if they were visiting the Drinkaware website looking for specific information. Due to an initial mistake in the routing for the survey conducted in March/April 2015, only the last 481 of the 606 respondents were given this question to answer.

At a total level, just over a third of respondents were looking for specific information on Drinkaware's website (Figure 1). However considerably fewer respondents in the March/April survey reported that they were looking for specific information compared with the July/August and December/January surveys.

Figure 1: Respondents looking for specific information - %

It may be that those people who were looking for something specific quickly moved off the home page to the desired content and therefore were more likely to see the pop-up invitation

which for the March/April survey appeared instantly upon arrival on the Drinkaware home page. In contrast, for the next two surveys, there was an in-built time delay for the invitation pop-up meaning it only appeared after the user had spent a minute on the home page. Equally, it is plausible that those respondents who were not looking for something specific spent more time browsing the home page and therefore were more likely to have an opportunity to see the pop-up invitation in the July/August and December/January surveys.

Methodological considerations for impact on knowledge and understanding questions

Nearly 22% of those in the July/August survey selected 'I don't know' in response to the 'better knowledge on the law and guidance' question, which is much higher than seen in the other two surveys.

All three surveys had 'I don't know' options in impact on knowledge and understanding questions. However, unlike the other surveys, only the July/August survey had 'I don't know' options for the three questions asked prior to impact and knowledge section (questions were about relevance, trustworthiness and objectiveness of information).

It could be that having this additional 'I don't know' option at earlier questions primed respondents to be more likely to likely to select 'I don't know' for the impact on knowledge and understanding questions.

In fact, 6% of respondents in the July/August survey selected 'I don't know' for all of the following questions:

- On a scale from 1 to 5, how relevant did you find the information content?
- On a scale from 1 to 5, how trustworthy did you find the information?
- Did you find our information objective and impartial?
- I have gained better knowledge of the law and guidance concerning alcohol (Strongly agree – strongly disagree scale)
- I have gained a better understanding of the effects of drinking (Strongly agree – strongly disagree scale)
- I have gained a better understanding of what to do to prevent harm from alcohol to myself or others (Strongly agree – strongly disagree scale)

It does seem that those responding in the July/August survey were more likely to select 'I don't know' across questions than respondents in other surveys. Table 1 presents the percentage of respondents who selected 'I don't know' for all three impact on knowledge questions – 11% of respondents in the July/August survey did so versus 5% in the December/January survey and 3% in the March/April survey.

This increased likelihood to select 'I don't know' may have impacted on the percentage of respondents who used the agreement scale for the July/August survey and so this should be factored into the interpretation of these results.

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Table 1: % of respondents who selected 'I don't know' for all three impact on knowledge and understanding questions

	% of respondents selecting 'I don't know' for all three impact and knowledge questions
Mar - Apr '15 (n = 606)	3%
Jul - Aug '15 (n = 399)	11%
Dec '15 - Jan '16 (n = 386)	5%

Appendix 2: Supporting data

Table 1. Reasons for visiting the Drinkaware website

	Total (n = 1391)	Mar/Apr '15 (n = 606)	Jul/Aug '15 (n = 399)	Dec '15 /Jan '16 (n = 386)
I want to find out about the health impact of alcohol	34%	28%	34%	43%
I want to use the online drinks tracker (MyDrinkaware)	31%	29%	31%	35%
I want to get help to reduce the amount I'm drinking	29%	22%	34%	37%
I want to find out about the effects of alcohol	21%	17%	23%	27%
I want to learn about the law or guidelines on how much alcohol you can drink	21%	18%	22%	25%
I want to find out more about Drinkaware and what they do	19%	19%	19%	19%
I'm worried that someone I know is drinking more than they should	8%	6%	11%	8%
I deliver front-line services and am looking for information or resources to help patients/clients drink less	8%	10%	6%	6%
I have a work-related query but don't deliver front-line services	3%	4%	2%	4%
I'm a parent looking for information about children and alcohol	2%	2%	2%	3%
Other	10%	9%	14%	9%

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Table 2: Now that you have visited Drinkaware's website, which of the following are more likely to do?

	Total (n = 1391)		Mar/Apr '15 (n = 606)		Jul/Aug '15 (n = 399)		Dec '15/Jan '16 (n = 386)	
	#	%	#	%	#	%	#	%
Track / monitor how much I am drinking	604	43%	239	39%	171	43%	194	50%
Reduce my alcohol consumption	584	42%	229	38%	170	43%	185	48%
Return to the Drinkaware website for more advice and support	530	38%	231	38%	139	35%	160	41%
Check the units in my drinks	478	34%	185	31%	125	31%	168	44%
Adopt one or more of the tips and tools to help reduce my alcohol consumption	427	31%	180	30%	120	30%	127	33%
Try to find out more on the subject	214	15%	112	18%	44	11%	58	15%
None of these	139	18%	n/a	n/a	44	11%	95	25%
Talk to my children about alcohol	127	9%	60	10%	33	8%	34	9%
I don't know	83	11%	n/a	n/a	35	9%	48	12%
Talk to my GP or other professional about the issues	72	5%	26	4%	20	5%	26	7%
Other (please specify):	54	7%	n/a	n/a	28	7%	26	7%

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Appendix 3: Questionnaires compared

March/April '15	June/July '15	December '15/January '16	
Have you visited the Drinkaware website before? • No, this is the first time • Yes, at least weekly • Yes, monthly • Yes, less than monthly • I don't know	Have you visited the Drinkaware website before? *(note: required, multiple choice, one answer only)* • No, this is the first time • Yes, at least weekly • Yes, monthly • Yes, less than monthly • I don't know	Have you visited the Drinkaware website before? *(note: required, multiple choice, one answer only)* • No, this is the first time • Yes, at least weekly • Yes, monthly • Yes, less than monthly • I don't know	**No change**
Why are you visiting the Drinkaware website today? (Please tick all that apply.) • To learn about the law or guidelines on how much alcohol you can drink • To find out about the health impact of alcohol • To find out about the effects of alcohol • To get help to reduce the amount I'm drinking • I'm worried that someone I know is drinking more than they should • I'm a parent looking for information about children and alcohol • I deliver front-line services and am looking for information or resources to help patients/clients drink less • I have a work-related query but don't deliver front-line services • To use the online drinks tracker (MyDrinkaware) • To find out more about Drinkaware and what they do • Other (please specify)	**Why are you visiting the Drinkaware website today? (Please tick all that apply.)** *(note: required, multiple choice, multiple answers)* • I want to learn about the law or guidelines on how much alcohol you can drink • I want to find out about the health impact of alcohol • I want to find out about the effects of alcohol • I want to get help to reduce the amount I'm drinking • I'm worried that someone I know is drinking more than they should • I'm a parent looking for information about children and alcohol • I deliver front-line services and am looking for information or resources to help patients/clients drink less • I have a work-related query but don't deliver front-line services • I want to use the online drinks tracker (MyDrinkaware) • I want to find out more about Drinkaware and	**Why are you visiting the Drinkaware website today? (Please tick all that apply.)** *(note: required, multiple choice, multiple answers)* • I want to learn about the law or guidelines on how much alcohol you can drink • I want to find out about the health impact of alcohol • I want to find out about the effects of alcohol • I want to get help to reduce the amount I'm drinking • I'm worried that someone I know is drinking more than they should • I'm a parent looking for information about children and alcohol • I deliver front-line services and am looking for information or resources to help patients/clients drink less • I have a work-related query but don't deliver front-line services • I want to use the online drinks tracker (MyDrinkaware) • I want to find out more about Drinkaware and what they do • Other (please specify)	Answer option wording change between March/April '15 and July/August '15 survey – addition of "I want to" at the beginning of all statements.

	what they do • Other (please specify)		
2.1 If 2.e.: What's your relationship with the person you are worried about? I'm their.. • Spouse • Partner • Parent • Child • Other family member • Friend • Work colleague • Other acquaintance • Other • I prefer not to say	If 2.e.: Who is it you are worried about? (Tick all that apply) *(note: required, multiple choice, multiple answers, skip logic)* • My spouse • My partner • My parent • My child • Another family member • A friend • A work colleague • Another acquaintance • Other • I prefer not to say	If 2.e.: Who is it you are worried about? (Tick all that apply) *(note: required, multiple choice, multiple answers, skip logic)* • My spouse • My partner • My parent • My child • Another family member • A friend • A work colleague • Another acquaintance • Other • I prefer not to say	Answer option wording change between March/April and July/August survey – addition of "my" at the beginning of all statements
If 2.g.: Please indicate the work sector of your organisation • NHS • Local Authority • Police • Other public sector (excluding NHS and LA) • Third sector • Private sector • n/a - personal use • I prefer not to say	If 2.g.: Please indicate the work sector of your organisation (Tick all that apply) (note: required, multiple choice, multiple answers, skip logic) • NHS • Local Authority • Other public sector (excluding NHS, LA,) • Third sector • Private sector • n/a - personal use • I prefer not to say	4. If 2.g.: Please indicate the work sector of your organisation (Tick all that apply) (note: required, multiple choice, multiple answers, skip logic) • NHS • Local Authority • Other public sector (excluding NHS, LA,) • Third sector • Private sector • n/a - personal use • I prefer not to say	Police option included in March/April 2016 survey only
If 2.g.: Please indicate your area of work (tick all that apply) • Primary health care (excluding pharmacy) • Pharmacy • Community health service (all other including sexual health) • Hospital or A&E • Mental health service • Social care service • Criminal Justice service • Children & young people's service • Homeless or housing support service • Drug or alcohol service	If 2.g.: Please indicate your area of work (tick all that apply) *(note: required, multiple choice, multiple answers, skip logic)* • Primary health care (excluding pharmacy) • Pharmacy • Community health service (all other including sexual health) • Hospital or A&E • Mental health service • Social care service • Criminal Justice service • Children & young people's service • Homeless or housing support service	**If 2.g.: Please indicate your area of work (tick all that apply)** *(note: required, multiple choice, multiple answers, skip logic)* • Primary health care (excluding pharmacy) • Pharmacy • Community health service (all other including sexual health) • Hospital or A&E • Mental health service • Social care service • Criminal Justice service • Children & young people's service • Homeless or housing support service • Drug or alcohol service	**No change**

• Education • Workplace • Private use • Other (please specify) • I prefer not to say	• Drug or alcohol service • Education • Workplace • Private use • Other (please specify) • I prefer not to say	• Education • Workplace • Private use • Other (please specify) • I prefer not to say	
if 2.h.: Which of the following best describes your area of work? • Media (e.g. journalist) • Alcohol industry (e.g. alcohol marketing, retailer, manufacturer, trade association) • Government (e.g. civil servant) • Academic/research • Other (please specify)	if 2.h.: Which of the following best describes your area of work? (Tick all that apply) *(note: required, multiple choice, multiple answers, skip logic)* • Charity • Academics/ research • Central Government • Local Government • Policing & Justice • NHS England • Public Health England • Public Health (Local Authority) • Alcohol Industry • Media (e.g. journalist) • I prefer not to say • Other (please specify)	if 2.h.: Which of the following best describes your area of work? (Tick all that apply) *(note: required, multiple choice, multiple answers, skip logic)* • Charity • Academics/ research • Central Government • Local Government • Policing & Justice • NHS England • Public Health England • Public Health (Local Authority) • Alcohol Industry • Media (e.g. journalist) • I prefer not to say • Other (please specify)	Following options not included in the March/April survey • Charity • Central government • Local government • Policing and justice • Public Health England • Public health (LA) • I prefer not to say
n/a	If 5i: Please specify your area of work within the alcohol industry *(note: skip logic, only one answer per row, required)* On trade retailer Off trade retailer Wholesaler Producer Trade association (note respondents asked to specify if they are funders or non funders)	If 5i: Please specify your area of work within the alcohol industry *(note: skip logic, only one answer per row, required)* On trade retailer Off trade retailer Wholesaler Producer Trade association (note respondents asked to specify if they are funders or non funders)	Question not asked in March/April 2015 survey
3.Were you looking for something specific? Yes No	You say you were visiting the website because: "piping Qu 2" . Were you looking for something more specific? *(note: required)* • Yes • No	You say you were visiting the website because: "piping Qu 2" . Were you looking for something more specific? *(note: required)* • Yes • No	March/April '15 did not include piped response in question text.

n/a	if 7a: What specifically were you looking for? *(note: required, skip logic)* [open text]	if 7a: What specifically were you looking for? *(note: required, skip logic)* [open text]	Question not included in March/April survey
If previous = 'yes': Did you find what you were looking for? Yes No	If previous = 'yes': Did you successfully find [xx piping from above] on our website? *(note: required, skip logic)* [open text] • Yes • No	If previous = 'yes': Did you successfully find [xx piping from above] on our website? *(note: required, skip logic)* [open text] • Yes • No	Wording change after March/April 2015 survey
Overall, what do you think about the information on the Drinkaware website? In terms of quality: • Very good • Good • Poor • Very poor • I don't know	n/a	n/a	Question only included in March/April 2015 survey
On a scale from 1 to 5, how relevant did you find the information content? (on the scale 1 is 'not relevant' and 5 is 'very relevant') 1-2-3-4-5 I don't know	On a scale from 1 to 5, how relevant did you find the information content? (on the scale 1 is 'not relevant' and 5 is 'very relevant') *(note: required)* 1-2-3-4-5 I don't know	On a scale from 1 to 5, how relevant did you find the information content? (on the scale 1 is 'not relevant' and 5 is 'very relevant') *(note: required)* 1-2-3-4-5	'I don't know' was not included in the Dec/January survey. In the March/April survey however, the 'I don't know' option was not included as a response on the online survey. Therefore only the June/July survey included a "I don't know option'
On a scale from 1 to 5, how trustworthy did you find the information? (On the scale, 1 is 'not trustworthy' and 5 is 'very trustworthy') 1-2-3-4-5 I don't know	On a scale from 1 to 5, how trustworthy did you find the information? (On the scale, 1 is 'not trustworthy' and 5 is 'very trustworthy') *(note: required)* 1-2-3-4-5 I don't know	On a scale from 1 to 5, how trustworthy did you find the information? (On the scale, 1 is 'not trustworthy' and 5 is 'very trustworthy') *(note: required)* 1-2-3-4-5	'I don't know' was not included in the Dec/January survey. In the March/April survey however, the 'I don't know' option was not included as a response on the online survey. Therefore only the June/July survey included a "I don't

			know option'
Did you find our information objective and impartial? • Yes • No • I don't know	Did you find our information objective and impartial? *(note: required)* • Yes • No • I don't know	Did you find our information objective and impartial? *(note: required)* • Yes • No • I don't know	In the March/April 2015 survey, the 'I don't know' option was not included as a response on the online survey.
n/a	If 12b Please could you tell us more about why you think our information is not objective and impartial? *(note: skip logic, required,)* [free text]	If 12b Please could you tell us more about why you think our information is not objective and impartial? *(note: skip logic, required,)* [free text]	Question not included in March/April 2015 survey
Has the information you found on the Drinkaware website been useful? Please state your agreement or disagreement with the following statements: I have gained better knowledge of the law and guidance concerning alcohol • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	Has the information you found on the Drinkaware website been useful? Please state your agreement or disagreement with the following statements: *(note: required)* I have gained better knowledge of the law and guidance concerning alcohol • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	Has the information you found on the Drinkaware website been useful? Please state your agreement or disagreement with the following statements: *(note: required)* I have gained better knowledge of the law and guidance concerning alcohol • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	No change
I have gained a better understanding of the effects of drinking • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	I have gained a better understanding of the effects of drinking • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	I have gained a better understanding of the effects of drinking • Strongly agree • Agree • Disagree • Strongly disagree • I don't know	**No change**
I have gained a better understanding of what to do to prevent harm from alcohol to myself or others • Strongly agree • Agree • Disagree • Strongly disagree	I have gained a better understanding of what to do to prevent harm from alcohol to myself or others • Strongly agree • Agree • Disagree • Strongly disagree	I have gained a better understanding of what to do to prevent harm from alcohol to myself or others • Strongly agree • Agree • Disagree • Strongly disagree	**No change**

• I don't know	• I don't know	• I don't know	
Do you have any other comments or suggestions about the Drinkaware website? [open text]	Do you have any other comments or suggestions about the Drinkaware website? [open text] (note: not required)	Do you have any other comments or suggestions about the Drinkaware website? [open text] (note: not required)	No change
Now that you have visited Drinkaware's website how likely are you to: • Reduce your alcohol consumption • Adopt one or more of the tips and tools to help reduce your alcohol consumption • Return to website for more advice and support • Track / monitor how much you are drinking • Check units in your drinks • Talk to your children about alcohol • Try to find out more the subject • Talk to your GP or other professional about the issues	Now that you have visited Drinkaware's website which of the following are you more likely to do? (tick all that apply) (note: required, multiple choice, multiple answers) • Reduce your alcohol consumption • Adopt one or more of the tips and tools to help reduce your alcohol consumption • Return to website for more advice and support • Track / monitor how much you are drinking • Check units in your drinks • Talk to your children about alcohol • Try to find out more the subject • Talk to your GP or other professional about the issues • None of these • 10. I don't know	15. Now that you have visited Drinkaware's website which of the following are you more likely to do? (tick all that apply) • Reduce your alcohol consumption • Adopt one or more of the tips and tools to help reduce your alcohol consumption • Return to website for more advice and support • Track / monitor how much you are drinking • Check units in your drinks • Talk to your children about alcohol • Try to find out more the subject • Talk to your GP or other professional about the issues • share the website or its content with friends/colleagues/clients/or students • go alcohol free • None of these • I don't know	December 15/January 16 option included the following additional answer options: • Share the website or its content with friends/colleagues/clients/or students • Go alcohol free
Are you: [Tick boxes] Male Female I prefer not to say	Are you: [Tick boxes] Male Female I prefer not to say	Are you: [Tick boxes] Male Female I prefer not to say	**No change**

What year were you born? [Open text box]	**What year were you born in? (XXXX)** *(Note: Answer not required, answer validation between 1900 and 2015)* [Open text box]	**What year were you born in? (XXXX)** *(Note: Answer not required, answer validation between 1900 and 2015)* [Open text box]	**No change**
How would you describe your ethnicity? [Tick boxes] I prefer not to say	**18. How would you describe your ethnicity?** *(Note: drop down list, select one only)* White English/Welsh/Scottish/Northern Irish/British White Irish White Gypsy or Irish Traveller Any other White background White and Black Caribbean White and Black African White and Asian Any other Mixed/Multiple ethnic background, Indian Pakistani Bangladeshi Chinese African Caribbean Any other Black/African/Caribbean background,	**18. How would you describe your ethnicity?** *(Note: drop down list, select one only)* White English/Welsh/Scottish/Northern Irish/British White Irish White Gypsy or Irish Traveller Any other White background White and Black Caribbean White and Black African White and Asian Any other Mixed/Multiple ethnic background, Indian Pakistani Bangladeshi Chinese African Caribbean Any other Black/African/Caribbean background, Arab Any other ethnic group,	**December '15/January '16 survey include 'Arab' as an additional option.**

		I prefer not to say	
n/a	**You said your ethnicity was best describes as [piping from above any other…]** **please specify:** *(note: skip logic: if any other, required)* [open text box]	**19. You said your ethnicity was best describes as [piping from above any other…]** **please specify:** **(note: skip logic: if any other, required)** **[open text box]**	**Question not included in March/April 2015 survey**
How would you describe your employment status? [Tick boxes] • Employed full-time(more than 30 hours) • Employed part-time(less than 30 hours) • Self-employed • Unemployed but looking for a job • Unemployed and not looking for a job / Long-term sick or disabled / Housewife • Retired • Pupil / Student / In full time education	**How would you describe your employment status?** [note: required, Drop down select one only] • Employed full-time(more than 30 hours) • Employed part-time(less than 30 hours) • Self-employed • Unemployed but looking for a job • Unemployed and not looking for a job / Long-term sick or disabled / Housewife • Retired • Pupil / Student / In full time education • **I prefer not to say**	**How would you describe your employment status?** *[note: required, Drop down select one only]* • Employed full-time(more than 30 hours) • Employed part-time(less than 30 hours) • Self-employed • Unemployed but looking for a job • Unemployed and not looking for a job / Long-term sick or disabled / Housewife • Retired • Pupil / Student / In full time education • I prefer not to say	**March/April 2015 survey did not include a 'I prefer not to say' option**
What is the highest level of qualification you have? [Tick boxes] • Left school without sitting exams • Levels/O Grades/GSCE/Standard Grades • A-Levels/Highers • Further Education • Undergraduate degree or higher	**What is the highest level of qualification you have?** *[note: required, Drop down select one only]* • Left school without sitting exams • Levels/O Grades/GSCE/Standard Grades • A-Levels/Highers • Further Education • Undergraduate degree or higher • I prefer not to say	**What is the highest level of qualification you have?** *[note: required, Drop down select one only]* • Left school without sitting exams • Levels/O Grades/GSCE/Standard Grades • A-Levels/Highers • Further Education • Undergraduate degree or higher • I prefer not to say	**March/April 2015 survey did not include a 'I prefer not to say' option**

Would you describe yourself as: [Tick box] • Single • Divorced • Widowed • Married • In a civil partnership • In a long-term relationship • I prefer not to say	**Would you describe yourself as:** **[Drop down select one only, required]** • Single • Divorced • Widowed • Married • In a civil partnership • In a long-term relationship • I prefer not to say	**Would you describe yourself as:** *[Drop down select one only, required]* • Single • Divorced • Widowed • Married • In a civil partnership • In a long-term relationship • I prefer not to say	**No change**
n/a	**What is your country of residence?** *[Drop down select one only, required]*	**What is your country of residence?** *[Drop down select one only, required]*	**Question not included in March/April 2015 survey. However this data was obtained through Survey Gizmo functionaility available at the time**
Please write in your full postcode. The only reason we are collecting this information is so that Drinkaware can analyse the results by geographical area. It will not be used to identify you in any way, or used for any other purpose. This information will not be passed on to anyone else - only Drinkaware will have access to it.	**Please write in your full postcode.** **(not required)** The only reason we are collecting this information is so that Drinkaware can analyse the results by geographical area. It will not be used to identify you in any way, or used for any other purpose. This information will not be passed on to anyone else - only Drinkaware will have access to it.	**Please write in your full postcode.** **(not required)** The only reason we are collecting this information is so that Drinkaware can analyse the results by geographical area. It will not be used to identify you in any way, or used for any other purpose. This information will not be passed on to anyone else - only Drinkaware will have access to it.	**No change**
If you prefer not to provide your postcode, please indicate in which region you live. (regional drop-down) • North East • North West • Yorkshire and Humberside • West Midlands • East Midlands • East Anglia	If you prefer not to provide your postcode, please indicate in which region you live. [Drop down select one only] (note: skip logic, only if answer UK above and does not provide postcode, drop down select one only, required)	If you prefer not to provide your postcode, please indicate in which region you live. [Drop down select one only] (note: skip logic, only if answer UK above and does not provide postcode, drop down select one only, required) • North East • North West	**No change**

• South West • South East • Greater London • Wales • Scotland • Northern Ireland I prefer not to say	• North East • North West • Yorkshire and Humberside • West Midlands • East Midlands • East Anglia • South West • South East • Greater London • Wales • Scotland • Northern Ireland • I prefer not to say	• Yorkshire and Humberside • West Midlands • East Midlands • East Anglia • South West • South East • Greater London • Wales • Scotland • Northern Ireland • I prefer not to say	
Many thanks for completing this survey **Now please enter your email address if you wish to enter our quarterly price draw for £50 Amazon vouchers** Note that your contact information will not be linked to the answers you have given today and will only be used for the purpose of the prize draw, after which it will be deleted. The winner will hear from us by xx date. [enter email address]	**25. if you wish to enter our quarterly prize draw for a £50 Amazon voucher please enter your email address.** Note that your contact information will not be linked to the answers you have given today and will only be used for the purpose of the prize draw, after which it will be deleted. The winner will hear from us by xx date. [enter email address] (note validation of email address format)	**25. if you wish to enter our quarterly prize draw for a £50 Amazon voucher please enter your email address.** Note that your contact information will not be linked to the answers you have given today and will only be used for the purpose of the prize draw, after which it will be deleted. The winner will hear from us by 15th February [enter email address] (note validation of email address format)	**No change**