



drinkaware

Drink Free Days: Campaign Evaluation

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1 Summary of key findings: England

Campaign recall

- 1.1.1 One in twenty male and female drinkers recalled advertising about alcohol reduction *and* were able to name Drinkaware as the source of the campaign. Around a fifth of drinkers in England recalled advertising and recognised the message 'Drink Free Days' when prompted with a list of potential messages; this proportion was higher among men drinking 15+ units.
- 1.1.2 When prompted with the campaign materials, slightly over a third of male and female drinkers in England (both 35%) recalled seeing/hearing any element of the campaign – significantly higher than the South West control region. Among the individual campaign items, the radio ads saw much higher recall than did the online and social media ads. Men drinking 15+ units per week were significantly more likely to recognise any campaign item than those drinking up to 14 units (the difference among women is not significant).

Campaign perceptions

- 1.1.3 Generally, perceptions were most positive for the radio ads and least so for the social media, with the online ads placed somewhere in between. Generally, response to the ads was more positive among female drinkers than male drinkers and the results suggest that breast cancer and weight are more resonant issues for women than blood pressure and weight are for men.
- 1.1.4 Around half of male drinkers and the majority of female drinkers agreed that the ads caught their attention. Female drinkers were much more likely to find the breast cancer ad attention-grabbing than male drinkers were to feel the same regarding the blood pressure ad, and females were also more positive about the weight ad.
- 1.1.5 Around a third of male drinkers and around two-fifths of female drinkers expressed interest in the ads. Slightly under a third of male drinkers found each of the ads relevant to them personally. A third of female drinkers found the breast cancer ad relevant (slightly less for the other ads). Among both men and women, interest and perceived relevance was higher among those drinking 15+ units, and women drinking at this level appear to have found more relevance in the ads than men drinking at the same level.

Campaign influence

- 1.1.6 Around two-thirds of those who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits. Over two-fifths said they were influenced to make a plan to take more drink-free days.

- 1.1.7 Approximately half of campaign recallers in England were influenced to turn their intention to take drink-free days into action - significantly higher than in the South West where the ads were not shown. As well as taking more drink-free days, close to half were influenced to cut down on their drinking in other ways.
- 1.1.8 Generally, the extent of this influence was similar among male and female drinkers in England. Among men, those drinking 15+ units per week were more likely to report that they were influenced by the campaign than those drinking up to 14 units (among women, the sample sizes are too small to draw this conclusion).
- 1.1.9 Around one in three drinkers agree that they want to take more drink-free days as a result of the campaign message. Around a fifth want to find out how to take more drink-free days. Nearly two-thirds felt that the message clearly explained how they could reduce alcohol consumption; this was significantly higher among female drinkers than male drinkers.
- 1.1.10 While female drinkers were generally more positive about the campaign message than male drinkers, they were slightly less likely to see it as relevant to them personally – probably reflecting the fact that women’s consumption is already lower overall than men’s consumption. Those drinking 15+ units (both men and women) were generally more likely to respond positively in terms of the campaign message’s impact on them.

Campaign impacts: awareness of health harms

- 1.1.11 Among men, spontaneous awareness of the impact of alcohol increased in England for some health conditions but not for others between following the campaign. Men were more likely to be able to recognise the link between alcohol and heart problems after the campaign (35%) than before (30%) but there was no significant increase in recollection regarding obesity or high blood pressure.
- 1.1.12 When prompted with a list of health conditions, around three-quarters of men knew the link between alcohol and heart problems / obesity and seven-tenths knew the link between alcohol and high blood pressure. However, there were no significant differences between before and after the campaign.

- 1.1.13 Spontaneous awareness among women was higher post-campaign. After the campaign 31% were able to recognise the connection between alcohol and cancer compared with 28% before. Fewer were able to recognise the connection between alcohol and obesity (17%), but this was still a significant increase from before the campaign (12%).
- 1.1.14 Prompted recall was also better after the campaign. Almost two-thirds (63%) of women were able to identify the link between alcohol and cancer post-campaign compared with 58% pre-campaign. Regarding obesity, prompted recognition increased from 73% pre-campaign to 78% post-campaign. Around a third of women knew that alcohol could affect breast cancer.
- 1.1.15 The results show that spontaneous awareness of high blood pressure, obesity and cancer is higher among those who could remember a campaign advert than those who could not. The results were more notable for prompted awareness, with post-campaign recognition of heart problems higher among campaign recallers (81%) than non-recallers (72%). These findings suggest that the campaign is linked to stronger awareness of how alcohol can affect health conditions.

Campaign impacts: attitudes

- 1.1.16 Most agree that cutting back on a few drinks is a good way to improve health. There has been no change, however, in attitudes towards cutting back from before and after the campaign or between those who remember a campaign and those who do not.
- 1.1.17 However, women in England were significantly more likely to agree that taking drink-free days specifically is a good way to cut down after the campaign than before. Nearly nine out of ten (87%) women post-campaign agreed with the statement compared with 83% of women pre-campaign (men did not show a significant difference on the same measure). Only 4% disagreed, suggesting that drink-free days as an idea are well-regarded. There was little difference in attitudes however between those who remember a campaign advert and those that do not.

Campaign impacts: behaviour

- 1.1.18 There has been a significant increase in drinkers in England reporting (ever) having taken measures to cut down on their drinking; half of adults post-campaign had taken measures to cut down on their drinking compared to 46% pre-campaign . However, 17% of those surveyed post-campaign had tried to cut down in the past six months specifically - a similar level to that seen pre-campaign (16%).
- 1.1.19 Around one-fifth (19%) of those surveyed post-campaign said they were actively taking action to change their drinking habits; a slight, but not significant, increase on the pre-campaign study (17%). Those drinking over 15 units a week were the most likely to be taking action: 35% of men and 39% of women who drank this much were taking action.
- 1.1.20 The number who had taken a drink-free day in the week before completing the survey increased from 91% pre-campaign to 93% post-campaign; this was largely driven by an increase in the number of men taking a drink free day post-campaign (92%) compared with pre-campaign (88%). The mean number of drink-free days taken per week in England was 4.64. Among men, the mean number of drink-free days taken in the last week increased from 4.27 to 4.75, although women did not show a significant difference. Positively, the number taking no drink-free days in a week fell from 9% to 7%.
- 1.1.21 AUDIT-C scores remained similar before and after the campaign with most of those surveyed both before and after the campaign had a score of under 5. Unit consumption as well was largely consistent between the two waves, with most drinking up to 14 units per week.
- 1.1.22 There was no evidence that the campaign had a negative impact on binge drinking habits in England. The proportion who drink 6 or 8 units once a week or more often remained steady: 18% of drinkers did this weekly or more often after the campaign compared with 15% beforehand (i.e. not a statistically significant difference).

2 Summary of key findings: Scotland

Campaign recall

- 2.1.1 In Scotland, over half (54%) recalled seeing any advertising about alcohol reduction with one in twenty able to name Drinkaware as the source of the campaign. Just under a quarter of drinkers (23%) could recall the message 'Drink Free Days' when prompted, with women indicatively more likely to remember than men.
- 2.1.2 When prompted, slightly under a third (32%) of drinkers in Scotland remember seeing or hearing any element of the campaign. There was little variation by alcohol consumption level. Nor was there any significant variations by gender with 30% of women and 34% of men able to recall a campaign message.

Campaign perceptions

- 2.1.3 The vast majority of men (90%) and women (95%) thought the radio advertisements were clear with a substantial number feeling the same about the online advertisements (83% of men; 90% of women) and social media advertisements (75% of men; 80% of women).
- 2.1.4 Around half of male drinkers found the radio and online campaigns caught their attention, with the social media collage considered slightly less attention-grabbing. Roughly six out of ten female drinkers found that the radio campaigns caught their attention and, like male drinkers, found the social media collage less attention-grabbing. Those drinking up to 14 units were significantly more likely to find the ads attention-grabbing than those drinking at higher levels, in the case of both the blood pressure radio ad and the online ads.
- 2.1.5 Around a third of male drinkers were interested in the message presented by the campaign. In Scotland (unlike in England) there were no differences by alcohol consumption with lighter drinkers just as likely to be interested as heavier drinkers. Interest in the campaign was higher among female drinkers than male drinkers.
- 2.1.6 Slightly over a quarter of male drinkers found the campaign advertisements relevant to them. Although they were less likely to be interested in the campaign, heavier drinkers perceived more relevance in the message than lighter drinkers. For women, 33% considered the breast cancer advert relevant – this appears to be the most relevant advert for women with less than a third finding the other adverts relevant. Scottish women who were drinking 15 units or more per week were more likely to find the campaign relevant.

Campaign influence

- 2.1.7 Around two-thirds of those who remembered any campaign material reported that they had been influenced to consider their drinking habits. The findings suggest that male heavier drinkers (73%) are more likely to have been influenced than lighter drinkers (64%), but the results are not statistically significant.
- 2.1.8 Two-fifths of drinkers in Scotland had been influenced to make a plan to take more drink-free days. As above, men who were drinking 15+ units were more likely to make a plan for more drink-free days (56%) than lighter drinkers (38%). Nearly half of drinkers in Scotland who recalled any campaign materials were influenced to actually take more drink free days as a result of the campaign. Unsurprisingly, heavier drinkers were more likely to report this than lighter drinkers.
- 2.1.9 Two in five (42%) of Scottish drinkers who recognised any campaign materials were influenced to cut down on their drinking in ways other than taking drink-free days. As expected, men who drink heavily (58%) were more likely to have been influenced in this way than lighter drinkers (40%).
- 2.1.10 Support for the effectiveness of the campaign is widespread: two out of every five (40%) drinkers in Scotland believe that the campaign will influence people within their gender and age group to take more drink-free days. Women (48%) were more likely to have a positive view than men (32%). Men who drink 15 units or more per week were the least positive: of this group, 33% thought it unlikely that the campaign will have an effect compared with 23% of those who drink up to 14 units.

Campaign impacts: awareness of health harms

- 2.1.11 Spontaneous recall of the connection between obesity and alcohol increased from 11% to 14% among Scottish men before and after the campaign as did spontaneous recall of high blood pressure which rose from 4% pre-campaign to 7% post-campaign.
- 2.1.12 When prompted, more Scottish women were able to recognise the link between alcohol and cancer after the campaign than before. However, there were no significant differences in prompted recollection of obesity, high blood pressure or heart problems amongst both men and women.

- 2.1.13 Among those who remembered a campaign item, spontaneous recollection of the connection between obesity and alcohol was significantly higher (17 vs 13%), but there were no increases in recollection for high blood pressure, heart problems or cancer. Nor were there any increases in prompted recollection of health conditions.

Campaign impacts: attitudes

- 2.1.14 Most mid-life adults in Scotland agree that cutting back on a few drinks is a good way to improve health. There has been no change, however, in attitudes towards cutting back from before and after the campaign, or between those who remember a campaign advert and those that do not.
- 2.1.15 Four out of five Scots (82%) agreed post-campaign that taking drink-free days specifically is a good way to cut down on alcohol consumption; an indicative increase, although not a significant one, from before the campaign (79%). Only 3% disagreed, suggesting that drink-free days as an idea are well-regarded. Again, there was little difference between those who remember a campaign advert and those that do not.

Campaign impacts: behaviour

- 2.1.16 There has been a significant increase in Scottish drinkers reporting (ever) having taken measures to cut down on their drinking; around half of men (53%) and women (47%) had tried to cut down on their drinking in the post-campaign survey, compared with 46% and 40% pre-campaign. However, 15% of those surveyed post-campaign had tried to cut down in the past six months specifically - a similar level to that seen pre-campaign (13%).
- 2.1.17 There was an increase in the number reporting that they were actively changing their drinking habits. After the campaign, 21% of drinkers said they were actually changing their drinking habits compared with 16% of those interviewed before the campaign. This was primarily driven by an increase from 18% to 25% among men.
- 2.1.18 Most drinkers (94%) had taken a drink-free day in the week before completing the survey. There was no change however before or after the campaign and no difference between recallers and non-recallers. The mean number of drink-free days taken in Scotland in the post-campaign survey was 5.02. The number taking no drink-free days in a week remained consistent before and after the campaign (6%).

- 2.1.19 AUDIT-C scores in Scotland remained broadly the same before and after the campaign, (although there was an increase recorded in male non-drinkers from 8% to 12%). Similarly, unit consumption was largely consistent between the two waves, with most Scots drinking between 0 and 14 units a week.
- 2.1.20 There was no evidence that the campaign had a negative impact on binge drinking habits. The proportion who drink 6+ or 8+ units on a single occasion often remained steady: 18% of drinkers did this weekly or more often after the campaign compared with 19% beforehand.

3 Introduction

3.1 Background and method

3.1.1 The report details findings from a pre- and post-campaign evaluation study conducted in 2018, with the purpose of measuring the impact of Drinkaware's 'Drink Free Days' campaign on middle aged adults' awareness, attitudes and behaviour in relation to alcohol. The campaign aims to raise awareness of health harms associated with alcohol consumption, and encourages people to take more 'drink free days' as a means of reducing their overall consumption.

Post-wave survey

3.1.2 Between the 14th and 27th November 2018 YouGov conducted a survey regarding the awareness, attitudes and behaviour of adults (aged 40-64) in England and Scotland in relation to alcohol. The survey was conducted using an online interview administered to members of the YouGov panel of individuals who have agreed to take part in surveys.

3.1.3 Respondents were split into three groups based on region: England excluding the South West, Scotland and the South West. As the campaign was not run in the South West region, this allowed for the region to be used as a control to measure the impact of the intervention. Furthermore, the England campaign was run in conjunction with Public Health England while the Scotland campaign was solely administered by Drinkaware.

3.1.4 In total, 3,702 adults aged 40-64 were surveyed, as shown in Table 1 below. In deciding on the sample size we considered two particular points:

- Margin of error: the total sample size of over 1,500 (per country) gives a maximum margin of error of around 2.5% - bringing a good chance of finding significant differences.
- The importance of identifying campaign recallers: we estimated (informed by previous Drinkaware campaigns) that around 15% - 20% of the sample may recall the campaign. Therefore the proposed sample size of 1,500 per country could be expected to deliver a minimum of around 100 respondents of each gender who recalled the campaign.

3.1.5 Respondents who had taken part in the pre-wave survey were excluded from the post-wave survey, based on their unique ID on YouGov's panel system.

Table 1: Achieved interviews by region and gender (post wave)

	England exc. South West	Scotland	South West
Male	734	775	259
Female	792	868	274
Total	1526	1643	533

Pre-wave survey

- 3.1.6 Data was drawn from a previous study conducted by Drinkaware to provide a baseline measure. This study was designed to provide data for multiple purposes: the 2018 Drinkaware Monitor¹, post-campaign evaluation of the Have a Little Less campaign and pre-campaign baseline for the Drink Free Days campaign, and it contained many of Drinkaware's standard measures regarding attitudes, awareness and consumption behaviour. Fieldwork for this project was completed between the 14th May and 5th June 2018 with 4,159 individuals in the relevant age group surveyed. Questions were kept consistent between both surveys in order to allow for comparison.
- 3.1.7 Data from the pre-wave survey was filtered to provide results for adults aged 40-64 only, in line with the sampling approach for the post-wave study. The interviews in each category are shown in the table below.

Table 2: Achieved interviews by region and gender (pre wave)

	England exc. South West	Scotland	South West
Male	1475	337	270
Female	1470	324	283
Total	2945	661	553

Data processing and weighting

- 3.1.8 For both waves, data were weighted to be representative of the target population by age, gender, region and social grade. The approach used was identical for the pre and post survey data.

¹ Gunstone, B., Piggott, L., Butler, B., Appleton, A. and Larsen, J. (2018) *Drinking behaviours and moderation among UK adults: Findings from Drinkaware Monitor 2018*. London: YouGov and Drinkaware.

3.1.9 Weekly unit consumption was capped at 200 units (i.e. any response above this amount was excluded from relevant analysis)

Methodological strengths and limitations

3.1.10 We consider the particular strengths of the approach to be:

- The large sample size at overall level and with robust coverage of most key subgroups. This allows for detailed comparison between subgroups, and between the pre and post phase at subgroup level.
- The identical sample design and consistent questionnaire between the pre and post phase. This gives confidence that any changes detected are not method-related.
- The inclusion of a control region, which brings the opportunity to explore for external changes/factors which are unrelated to the Drink Free Days campaign

3.1.11 We consider the main limitation to be that, despite the large overall sample size, certain specific subgroups remain quite small (particularly women drinking 15+ units per week, when this group is also split by country/region), due to the relatively low incidence of these groups within the population. This limits the opportunity for certain analyses.

3.2 Notes for interpretation

3.2.1 The findings throughout are presented in the form of percentages, and all differences highlighted between subgroups are statistically significant unless otherwise indicated.

3.2.2 In charts, significant differences between survey waves (i.e. pre and post) have been indicated with a green arrow (significantly higher) or red arrow (significantly lower). Significant differences between subgroups within the post-wave sample (i.e. those drinking at different levels) have been indicated with a green circle (significantly higher) or red circle (significantly lower). In tables, green and red text has been used for the same purpose.

3.2.3 Throughout this report, for brevity the 'England excluding South West' region is referred to simply as 'England'.

4 Campaign recall, perceptions and influence

4.1.1 This chapter sets out the proportions recalling the campaign with and without prompting, as well as exploring perceptions of the campaign in terms of factors such as clarity, interest and relevance. It then goes on to discuss respondents' views on whether the campaign influenced them towards taking a range of actions.

4.2 Campaign recall: unprompted

4.2.1 Around half of drinkers recalled *any* advertising about alcohol reduction (not necessarily the Drinkaware campaign) without prompting – this proportion was higher in Scotland than England, and higher among those drinking 15+ units than those drinking up to 14 units, but generally similar among men and women (with the exception of the South West, where women were more likely to recall advertising).

4.2.2 Among those recalling any advertising, approximately 12% mentioned Drinkaware as the organisation behind the campaign; as shown in the table below this equates to around 5% to 6% of all drinkers who both recalled advertising and associated it with Drinkaware. This proportion was consistent across locations and by gender.

4.2.3 Among those recalling any advertising, around two-fifths associated the message 'Drink Free Days' with the campaign (when prompted with a list of potential messages). This equates to around just over a fifth of all drinkers who both recalled advertising and recalled the message 'Drink Free Days'. This proportion does not show significant differences by location or gender, although men in the South West appear indicatively less likely to recall the message than men in Scotland and the rest of England.

Table 3: Unprompted recall (and prompted recall of campaign message) by location and gender

	Scotland		England exc South West		South West	
	Men (n=649)	Women (n=689)	Men (n=711)	Women (767)	Men (n=246)	Women (n=247)
Recall any advertising about alcohol reduction	54%	54%	49%	49%	45%	52%
Recall Drinkaware as being behind advertising (based on all drinkers)	5%	6%	6%	5%	6%	5%
Recall the message 'Drink Free Days' (based on all drinkers)	21%	25%	20%	21%	17%	21%

4.3 Campaign recall: prompted

Male drinkers

- 4.3.1 When prompted with the campaign materials, slightly over a third of male drinkers in Scotland (34%) and England (35%) recalled seeing/hearing any element of the campaign. These proportions are significantly higher than that seen in the South West control region where the ads were not shown (27%).
- 4.3.2 Among the individual campaign items, the two radio ads saw much higher recall (around a fifth or slightly more) than did the online and social media ads, which were recognised by around one in ten male drinkers in both England and Scotland.

Table 4: Male prompted campaign recall

	Scotland (n=649)	England exc South West (n=711)	South West (n=246)
Blood pressure radio ad	23%	22%	20%
Weight (male) radio ad	22%	20%	19%
Online ad collage	12%	11%	8%
Social media collage	11%	11%	6%
Combined recall (any campaign item)	34%	35%	27%

- 4.3.3 Among male drinkers in England, those drinking 15 or more units per week were significantly more likely to recognise any campaign item than those drinking up to 14 units (42% compared with 32%). However in Scotland the same variation was not apparent: 36% of those drinking 15 or more units recalled the campaign along with 34% of those drinking up to 14 units.

Female drinkers

- 4.3.4 Among female drinkers, three in ten (30%) in Scotland and over a third (35%) in England recalled seeing/hearing any element of the campaign. These proportions are significantly higher than that seen in the South West control region where the ads were not shown (24%).
- 4.3.5 Among the individual campaign items, the two radio ads saw much higher recall (around a fifth) than did the online and social media ads, which were recognised by only around one in twenty female drinkers. Recall of the online and social media ads is significantly lower among female drinkers than the equivalent recall among male drinkers.

Table 5: Female prompted campaign recall

	Scotland (n=689)	England exc South West (n=767)	South West (n=247)
Breast cancer radio ad	18%	19%	12%
Weight (female) radio ad	22%	22%	13%
Online ad collage	6%	8%	6%
Social media collage	5%	6%	5%
Combined recall (any campaign item)	30%	35%	24%

- 4.3.6 In England, those drinking 15 or more units per week were indicatively more likely to recognise any campaign item than those drinking up to 14 units (40% compared with 34%), which may suggest a similar pattern to that seen among male drinkers, however we note that the difference is not statistically significant.

4.4 Campaign perceptions

- 4.4.1 After respondents were shown the campaign materials during the survey, they were asked to rate them according to a number of attributes; these perceptions are set out in this section. Results are based on both campaign recallers and non-recallers, and relate to their perceptions after seeing the materials in the survey (rather than thinking back to when they may have seen them in 'real life').

Clarity

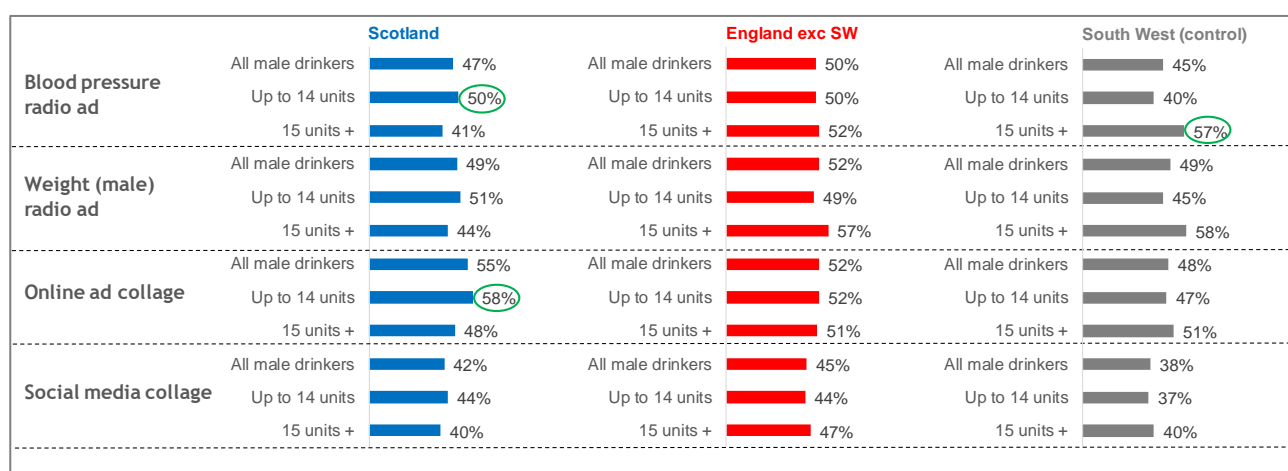
- 4.4.2 The vast majority of male drinkers felt that the radio ads were clear: 90% or more agreed with this perception across all countries/regions and across both consumption categories (those drinking up to 14 units or over 14 units weekly). There was no significant difference between countries/regions or by consumption level in perception of the radio ads as clear.
- 4.4.3 A good majority also thought the online and social media ads were clear, although this was slightly less overwhelming than the proportions seen in relation to the radio ads. Over four fifths of male drinkers thought the online ads were clear (83% and 84% in Scotland and England respectively), and around three quarters thought the social media ads were clear (75% in Scotland and 76% in England).

- 4.4.4 Similarly, the vast majority of female drinkers thought the radio ads were clear (around 95% or more agreed with this perception across all countries/regions and across both consumption categories). Generally, female drinkers in England were indicatively more likely than those in Scotland to think the radio ads were clear, and the difference is statistically significant in the case of those drinking 15 or more units per week (100% drinking at this level in England thought the breast cancer radio ad were clear, compared with 95% of the same group in Scotland).
- 4.4.5 Most female drinkers also thought the online and social media ads were clear; slightly higher than the levels seen among male drinkers. Ninety percent in both Scotland and England thought the online ads were clear, and 80% in Scotland / 81% in England thought the social media ads were clear. In England, those drinking 15+ units were significantly more likely than those drinking up to 14 units to think the online ads were clear (95% vs 89%). There was no significant difference by consumption level for the social media ads in England, or for either ads in Scotland.

Attention-grabbing

- 4.4.6 Around half of male drinkers agreed that the radio ads and the online ads caught their attention. For the social media ads, the proportion was slightly lower (around two-fifths or slightly more). In England, there was no significant difference by unit consumption, but those drinking 15 units or more were indicatively more likely to find the ads attention-grabbing than those drinking up to 14 units. In the South West, those drinking 15 units or more were significantly more likely to think the ads attention-grabbing than those drinking up to 14 units (57% compared with 40%).
- 4.4.7 In Scotland, the opposite pattern was evident: those drinking up to 14 units were significantly more likely to find the ads attention-grabbing than those drinking at higher levels, in the case of both the blood pressure radio ad (50% vs. 41%) and the online ads (58% vs 40%). This possibly suggest a greater resistance to the message of the ads among heavier drinkers in Scotland, compared with their counterparts in England.

Figure 1: % agreement with 'The ad caught my attention' (male drinkers)

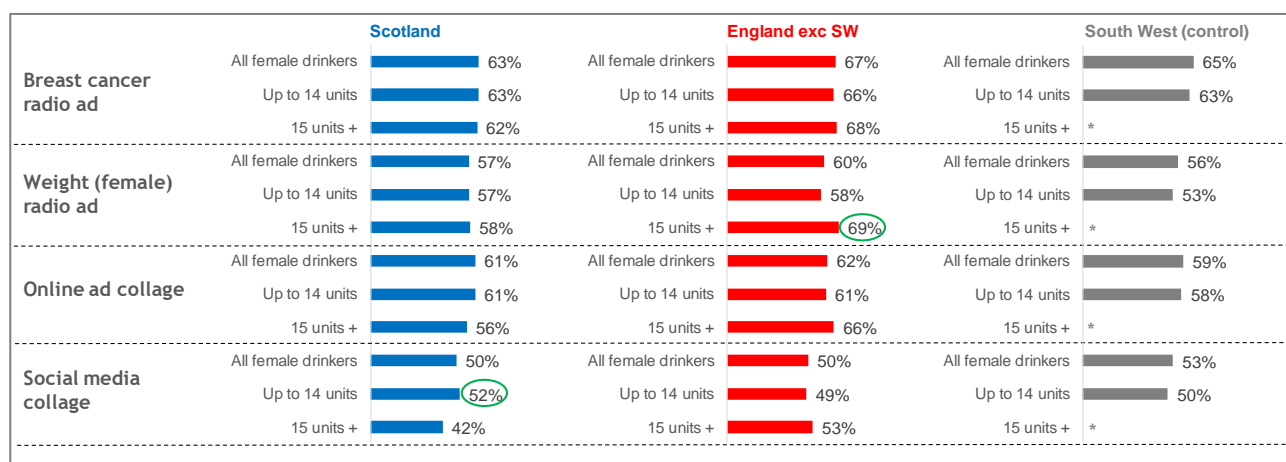


Base: male drinkers aged 40-64 in Scotland (all n=649, under 14 units n=438, 15+ units n=211); England (all n=711, under 14 units n=467, 15+ units n=244); South West (all n=246, under 14 units n=174, 15+ units n=72)

4.4.8 Two thirds of female drinkers in England and over three fifths in Scotland thought the ads caught their attention; considerably higher than the proportions seen among male drinkers, Most notably, 67% of female drinkers in England and 63% in Scotland found the breast cancer ad caught their attention, compared with 50% / 47% of male drinkers who thought the same in relation to the blood pressure ad. For the weight ad the differences are slightly less dramatic, but female drinkers still show significantly more positive views than do male drinkers, and the same is true of the online and social media ads to a lesser extent. This may suggest that breast cancer and weight are more resonant issues for female than blood pressure and weight are for male, and consequently the ads have been received better by female drinkers.

4.4.9 Among female drinkers, those drinking 15+ units in England were significantly more likely to find the weight ad attention-grabbing than those drinking up to 14 units, and the same pattern appears to exist for the other ads although differences are indicative only, not significant. In Scotland, those drinking up to 14 units were significantly more likely to find the social media ads attention grabbing.

Figure 2: % agreement with 'The ad caught my attention' (female drinkers)



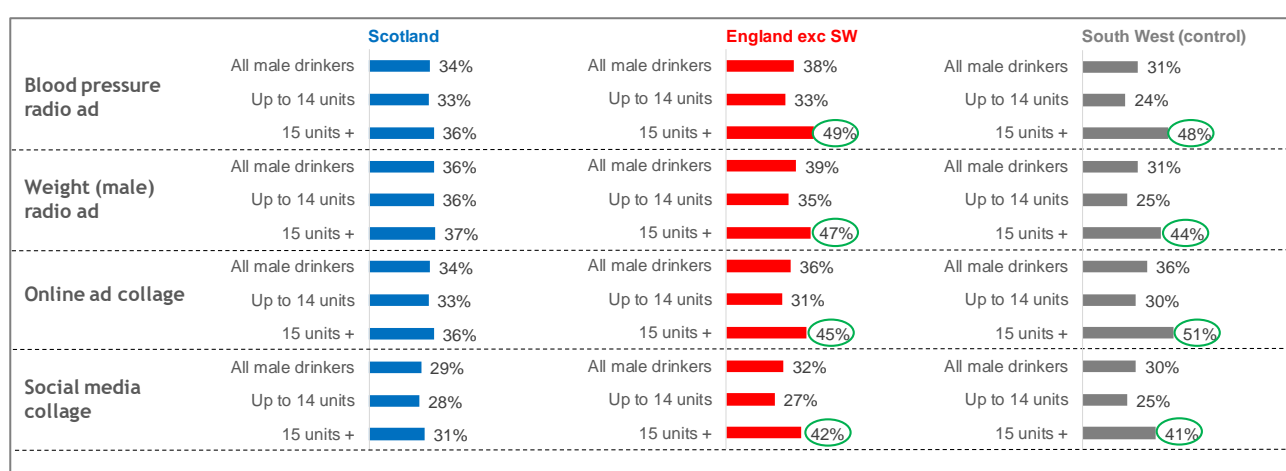
Base: female drinkers aged 40-64 in Scotland (all n=689, under 14 units n=582, 15+ units n=107); England (all n=767, under 14 units n=654, 15+ units n=113); South West (all n=247, under 14 units n=202)

Interest

- 4.4.10 Respondents were asked about their level of agreement with the statement 'I'm not interested in this type of message'. Results presented relate to those *disagreeing* with the statement (i.e. expressing some level of interest in the message of the ads).
- 4.4.11 Among male drinkers, approximately a third expressed interest in the message of the ads (slightly lower for the social media than the other formats). At overall level, interest in the ads appears slightly higher in England than Scotland, although differences between the countries at total level are not significant.
- 4.4.12 Analysis by consumption level reveals a notably different pattern in Scotland compared to England. Men in England drinking 15+ units were significantly more interested in the ads than those drinking up to 14 units; this is true for every ad format and the differences are considerable, e.g. 49% of those drinking 15+ units in England were interested in the blood pressure ad, compared with only 33% of those drinking up to 14 units.

4.4.13 In Scotland, by contrast, there are no significant differences by unit consumption; those drinking 15+ units are, at most, only very slightly more interested than those drinking up to 14 units. It is also revealing to compare the 15+ units category across England and Scotland; for example 49% of men drinking at this level in England expressed interest in the blood pressure radio ad, compared with only 36% of the same group in Scotland. This reinforces the finding that men drinking at higher risk levels in Scotland are more resistant to these messages than their equivalents in England.

Figure 3: disagreement with 'I'm not interested in this type of message' (male drinkers)

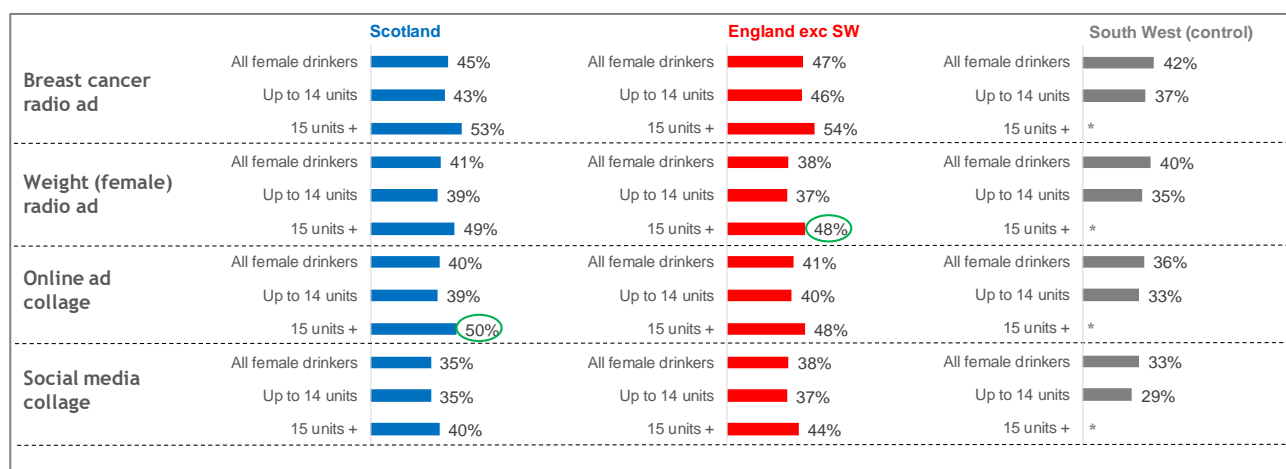


Base: male drinkers aged 40-64 in Scotland (all n=649, under 14 units n=438, 15+ units n=211); England (all n=711, under 14 units n=467, 15+ units n=244); South West (all n=246, under 14 units n=174, 15+ units n=72)

4.4.14 Among female drinkers, around two-fifths expressed interest in the ads (slightly higher for the breast cancer radio ad and slightly lower for the social media ads). As seen with the 'attention-grabbing' measure, women responded more positively than men did, in both countries (e.g. 41% of female drinkers in England and 40% in Scotland expressed interest in the online ads, compared with 36% and 34% respectively among male drinkers).

4.4.15 Women in England show a similar pattern to men in England, in that those drinking 15+ units expressed greater interest in the ads than those drinking up to 14 units (significantly higher in the case of the weight radio ad, and indicatively higher for the other ads). However for women, the same pattern can also be seen in Scotland, which was not the case among male drinkers. Half (50%) of women in Scotland drinking 15+ units expressed interest in the online ads, compared with 39% of those drinking up to 14 units (for the other ads the same pattern appears to exist however differences are not significant).

Figure 4: disagreement with 'I'm not interested in this type of message' (female drinkers)

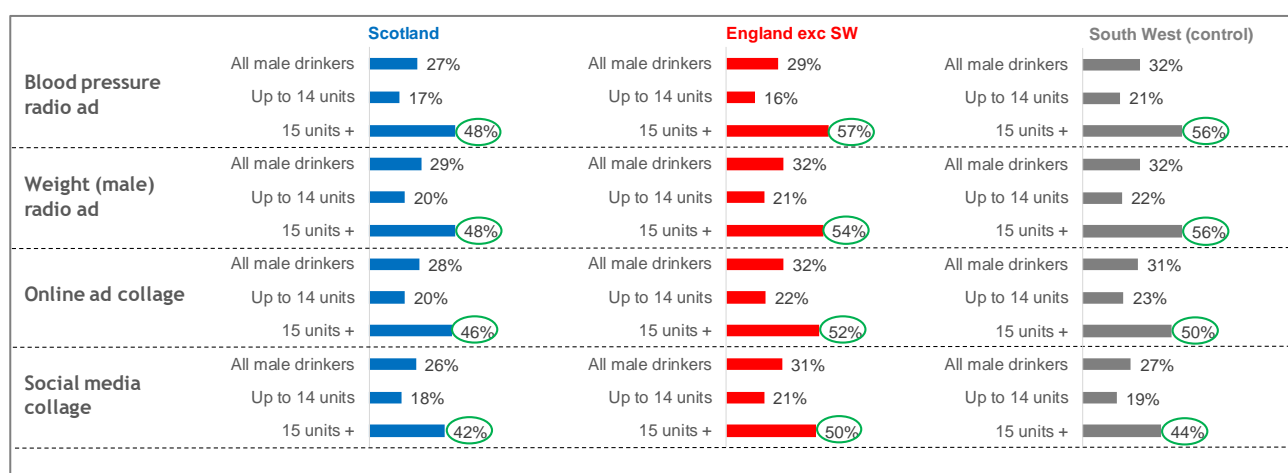


Base: female drinkers aged 40-64 in Scotland (all n=674, under 14 units n=582, 15+ units n=107); England (all n=767, under 14 units n=654, 15+ units n=113); South West (all n=247, under 14 units n=202)

Relevance

- 4.4.16 Slightly under a third of male drinkers in England found each of the ads relevant to them personally. The lowest perceived relevance was for the blood pressure radio ad (29%), perhaps reflecting that excess weight (which is the topic of the online and social media ads as well as the weight radio ad) affects more people than high blood pressure. In Scotland, slightly over a quarter found each of the ads relevant.
- 4.4.17 In all locations, men drinking over 15 units were much more likely to see the ad as personally relevant than those drinking up to 14 units. It is interesting that men drinking at higher levels in Scotland tend to accept the relevance of the ad, even though they did not express higher levels of interest (discussed earlier in this section). However, it is also worth noting that men drinking 15+ units in Scotland seem to still fall slightly behind their counterparts in England in terms of perceived relevance of the ads (differences are not statistically significant but there appears to be an indicative pattern).

Figure 5: % agreement with 'The ad is relevant to me' (male drinkers)



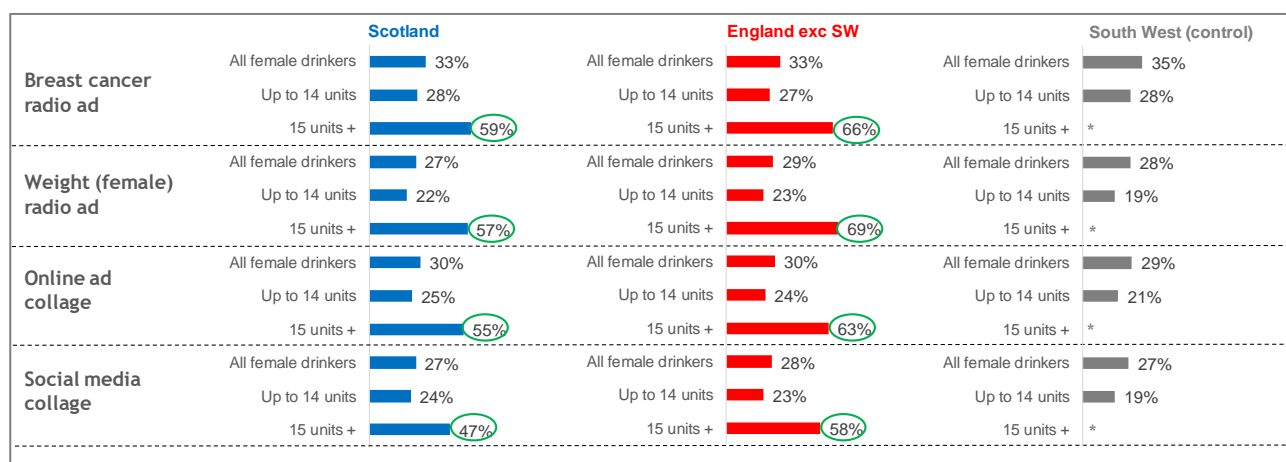
Base: male drinkers aged 40-64 in Scotland (all n=649, under 14 units n=438, 15+ units n=211); England (all n=711, under 14 units n=467, 15+ units n=244); South West (all n=246, under 14 units n=174, 15+ units n=72)

4.4.18 A third (33%) of female drinkers in England and Scotland found the breast cancer ad relevant; this ad seems to have performed slightly better than the other female ads. Around three in ten or slightly less found the other ads relevant.

4.4.19 Women drinking 15+ units were much more likely to see the ads as relevant to them than those drinking up to 14 units; more than twice as likely for most of the ads. This was the case in both England and Scotland, however the results suggest that those drinking at higher-risk levels in England saw more relevance in the ads than their counterparts in Scotland; a similar pattern to that seen among male drinkers (differences are not statistically significant given the relatively small sample sizes, but there appears to be an indicative pattern).

4.4.20 Additionally, it is of interest that women drinking 15+ units seem to have found more relevance in the ads than men drinking 15+ units. In the case of the weight ad in England, the difference is significant (54% of men drinking 15+ units, compared with 69% of women drinking at the same level). For the other ads, differences are indicative but not significant.

Figure 6: % agreement with 'The ad is relevant to me' (female drinkers)



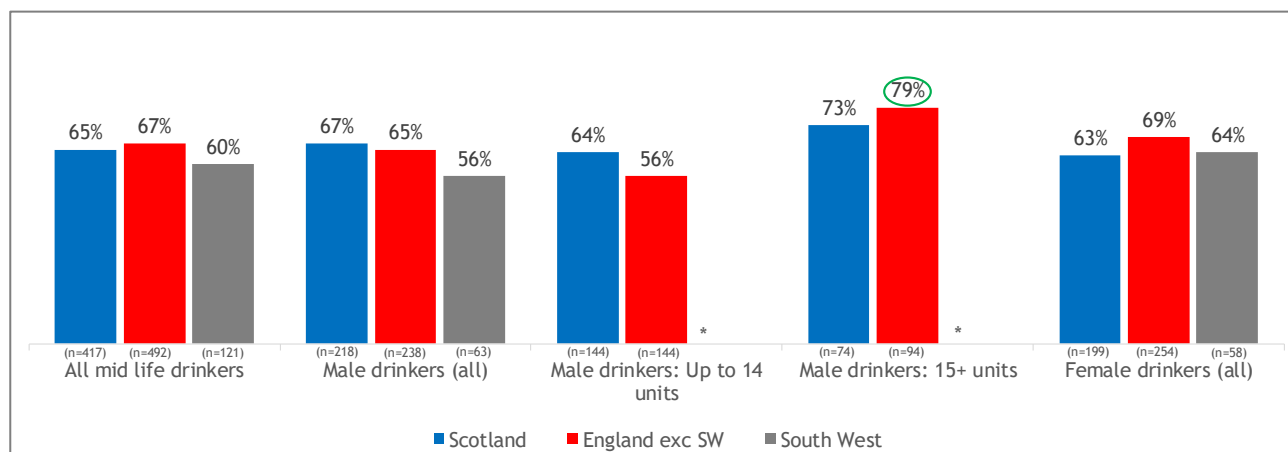
Base: female drinkers aged 40-64 in Scotland (all n=674, under 14 units n=582, 15+ units n=107); England (all n=767, under 14 units n=654, 15+ units n=113); South West (all n=247, under 14 units n=202)

4.5 Campaign influence

Considering drinking habits

- 4.5.1 Approximately two-thirds of those who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits (65% and 67% in Scotland and England respectively).
- 4.5.2 Among male drinkers in England who remembered any campaign material, those drinking 15 or more units per week were significantly more likely to agree that they were influenced to consider their drinking habits than those drinking up to 14 units (79% compared with 56%). However, in Scotland the same variation was not as strongly apparent: 73% of those drinking 15 or more units considered their drinking habits along with 64% of those drinking up to 14 units (an indicative but not significant difference). Among female drinkers who remembered any campaign material, those in England were indicatively, but not significantly, more likely to consider their habits than those in Scotland.

Figure 7: % of drinkers influenced to consider how healthy their drinking habits are (a lot/a little combined)

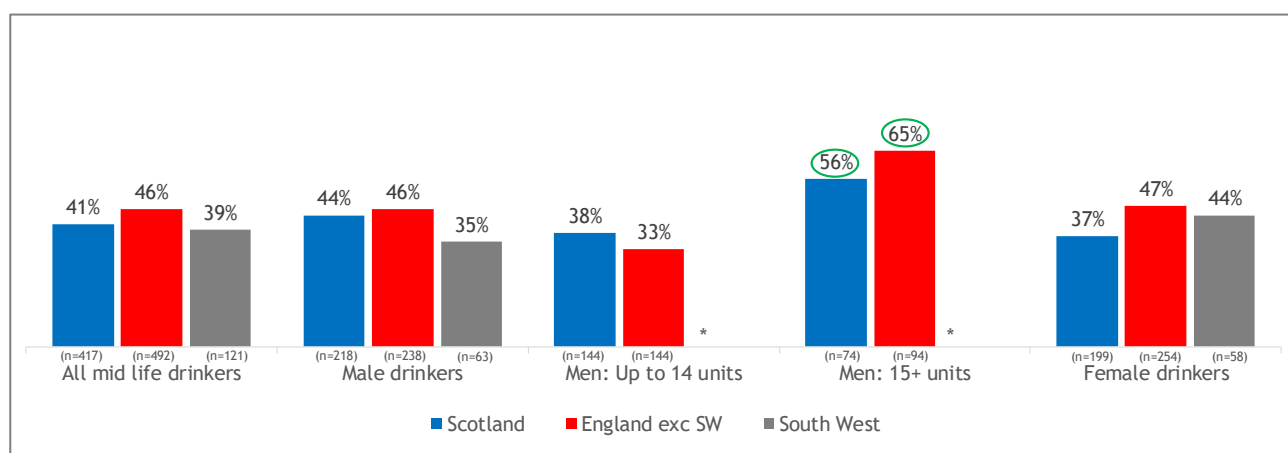


Base: Drinkers aged 40-64 who recognised any campaign materials in Scotland, England (exc SW), South West).

Making a plan to take more drink free days

- 4.5.3 Over two-fifths of campaign recallers said they were influenced to make a plan to take more drink-free days (41% and 46% in Scotland and England, respectively). Men drinking 15 units or more in England (65%) and Scotland (56%) were significantly more likely than those drinking up to 14 units per week to make a plan take more drink-free days (33% and 38% respectively). Additionally, female drinkers in England (47%) were significantly more likely than females in Scotland (37%) to make a plan following the campaign.

Figure 8: % of drinkers influenced to make a plan to take more drink-free days (a lot/a little combined)

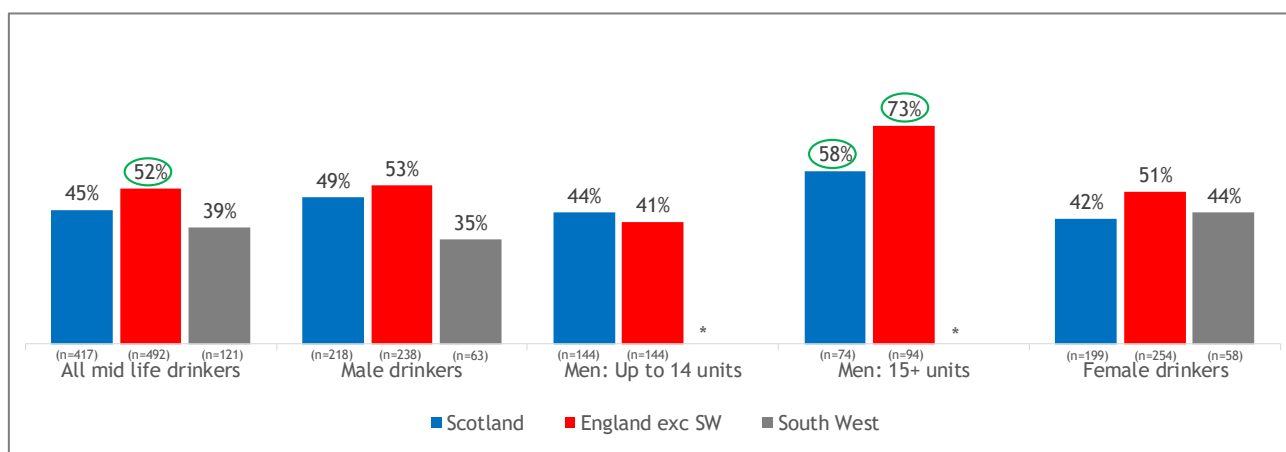


Base: Drinkers aged 40-64 who recognised any campaign materials in Scotland, England (exc SW), South West).

Taking more drink free days

- 4.5.4 Approximately half of drinkers in England who recalled any campaign material were influenced to turn their intention to take drink-free days into action (52%) - significantly higher than in the South West control region where the ads were not shown (39%). This figure was slightly lower among campaign recallers in Scotland (45%); indicatively but not significantly higher than the South West.
- 4.5.5 Specifically, among male drinkers in England, nearly three out of four of those drinking 15 or more units per week stated they were influenced to take action to have more drink-free days (73%), compared to 58% of men drinking at this level in Scotland. Unsurprisingly, heavier drinkers in both England and Scotland were more likely to say they would take more drink-free days compared to those drinking up to 14 units (41% and 44% respectively). There were no significant differences between male and female drinkers.

Figure 9: % of drinkers influenced to take more drink-free days (a lot/a little combined)



Base: Drinkers aged 40-64 who recognised any campaign materials in Scotland, England (exc SW), South West).

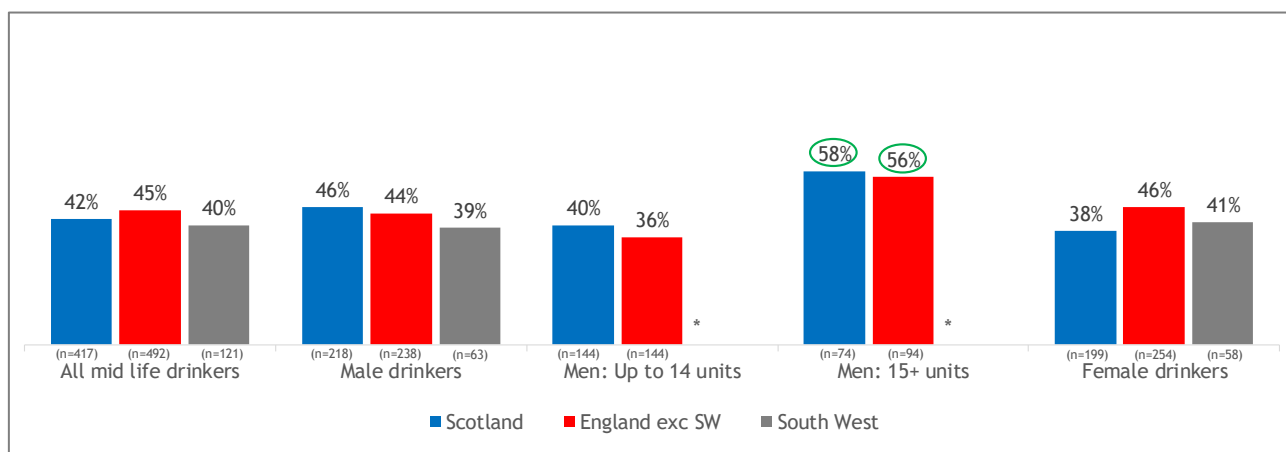
Talking to friends and family

- 4.5.6 Only around one in three drinkers were influenced to talk to family or friends about their drinking habits (32% and 33% in England and Scotland, respectively). In general, female drinkers were more likely to speak to a family member or a friend than their male counterparts. In England, 39% of women were influenced to talk to their friends or family about their drinking compared with 24% of men. The gap was smaller, and not statistically significant, in Scotland with 37% of women and 29% of men influenced to take this course of action.

Cutting down in other ways

4.5.7 As well as taking more drink-free days, 45% of those in England and 42% of those in Scotland who recognised any campaign materials were influenced to cut down on their drinking in other ways. In particular, among male drinkers, those who drink 15 units or more in England (56%) and Scotland (58%) were significantly more likely than those drinking up to 14 units per week to report that they were influenced to cut down in other ways (36% and 40% in England and Scotland respectively). In general, male drinkers in Scotland (46%) were also more likely to cut down drinking in other ways than female drinkers (38%), however, we note that the difference is not statistically significant. Among drinkers in the South West, where the campaigns were not aired, two-fifths (40%) were influenced to cut down on their drinking in other ways.

Figure 10: % of drinkers influenced to cut down drinking in other ways than taking more drink-free days (a lot/a little combined)



Base: Drinkers aged 40-64 who recognised any campaign materials in Scotland, England (exc SW), South West).

Seeking information

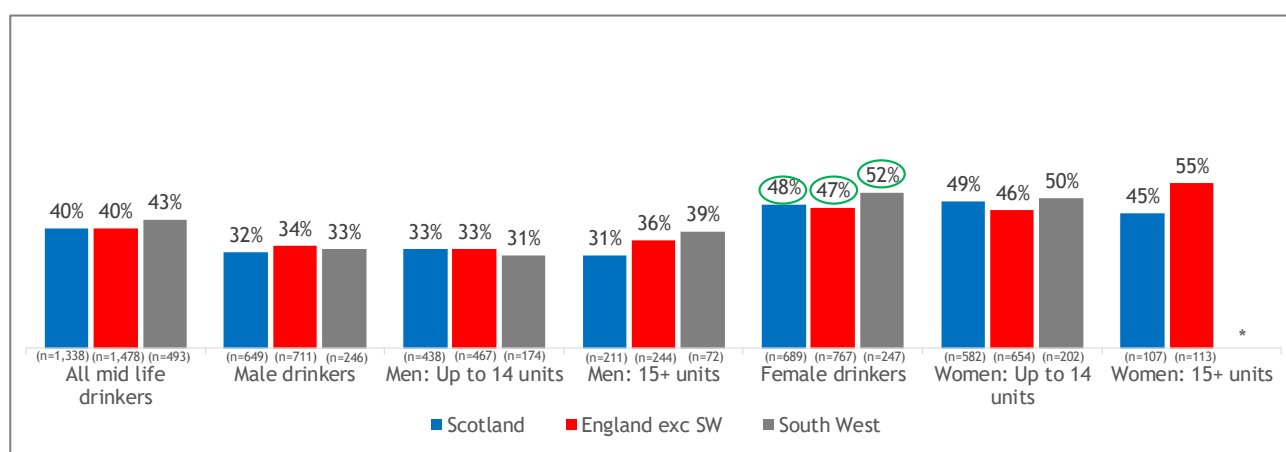
4.5.8 Among those who remembered any campaign material, one third stated that the campaign influenced them to seek additional information about the dangers of excessive alcohol consumption (35% and 34% in England and Scotland, respectively). Although drinkers who consume 15 units or more in Scotland (40%) were more likely to seek information than those who consume up to 14 units (33%), there were no significant variations between these or any other groups.

Wider campaign influence

4.5.9 In England and Scotland, two in five (39% and 40% respectively) believe that the campaign will prompt people in their age group and gender to take more drink-free days. Female drinkers across all regions were significantly more likely to have a positive view than male drinkers (47% v 34% in England, 48% v 32% in Scotland, and 52% v 33% in the South West).

4.5.10 Among male drinkers in Scotland, more drinkers who consume 15 or more units per week (28%) thought it *unlikely* that the campaign will influence those in the same age group and gender than those who drink up to 14 units (33% vs 23%). This pattern is not evident among male drinkers in England or the South West, nor among female drinkers in any region, and again suggests a greater resistance to the campaign message among men drinking at higher levels in Scotland, compared to their counterparts elsewhere.

Figure 11: Likelihood that this campaign will prompt [gender] in your age group to take more drink-free days - % likely

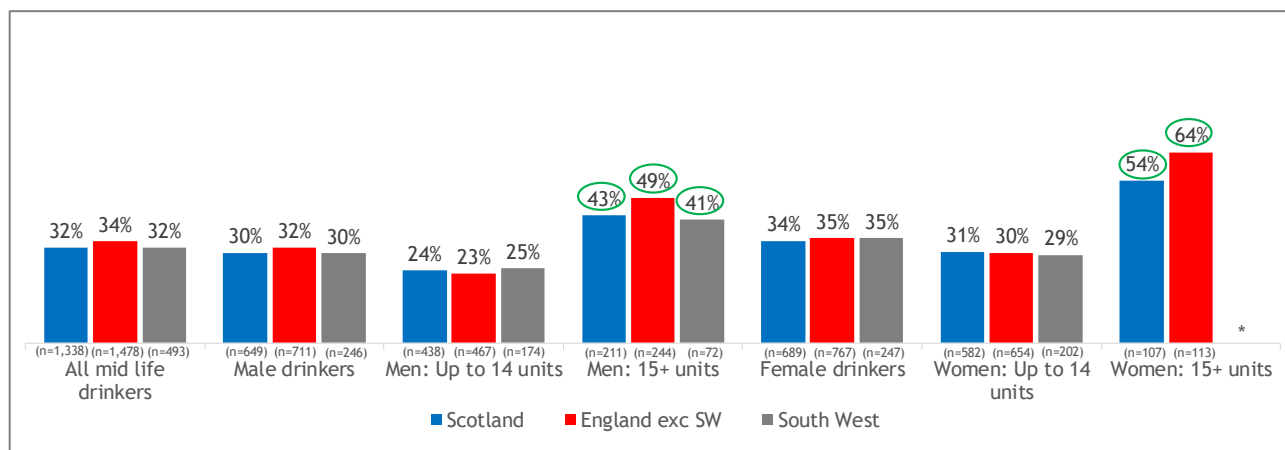


Base: Drinkers aged 40-64 who recognised any campaign materials in Scotland, England (exc SW), South West).

Motivation to take more drink-free days

- 4.5.11 Around one in three drinkers agree that they want to take more drink-free days as a result of the campaign message (34% in England and 32% in Scotland). These proportions are significantly higher among those who consume 15 or more units per week. Specifically, in Scotland, 43% of men in this group agreed that the campaign influenced them to want more drink-free days, compared to 24% who drink up to 14 units. Similar variations were evident in England, where 49% of men drinking 15 units or more were in agreement, compared to 23% among those who drink 14 units or less.
- 4.5.12 Women who drink 15 or more units per week were also considerably more likely than those who drink up to 14 units to want to take more drink-free days due to the campaign message (64% v 30% in England and 54% v 31% in Scotland).
- 4.5.13 Additionally, it is notable that women drinking over 15 units per week were significantly more likely to want to take more drink-free days as a result of the campaign than men drinking at the same level (54% vs 43% in Scotland, and 64% vs 49% in England).

Figure 12: % agree – It makes me want to take more drink-free days



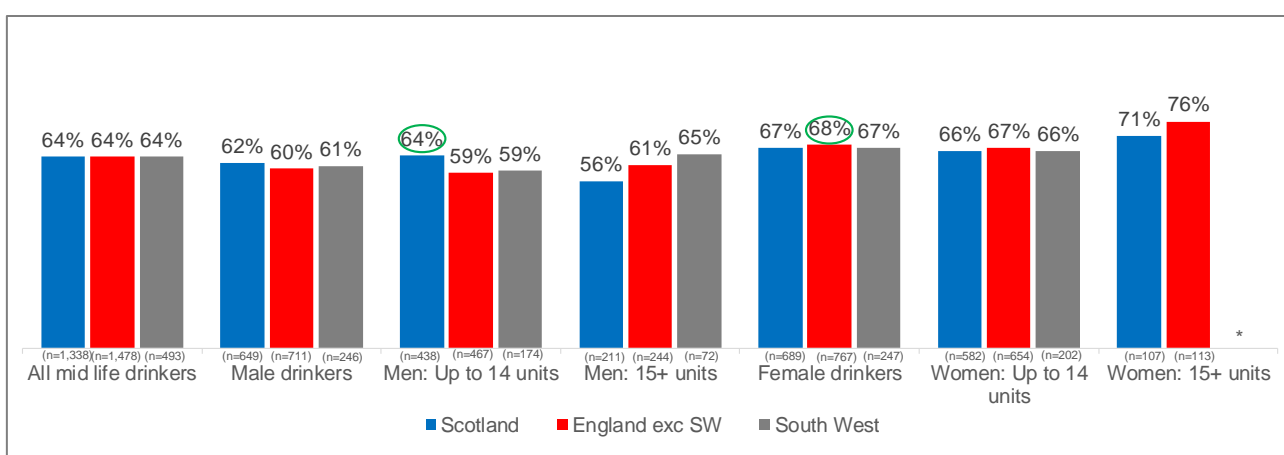
Base: Drinkers aged 40-64 in Scotland, England (exc SW, South West).

Clearly explaining how to cut down drinking

- 4.5.14 Nearly two in three adults (64%) across all regions felt that the campaign message clearly explained how they could reduce alcohol consumption. Female drinkers in England were significantly more likely than male drinkers to hold the view that the campaign message provided clear action points for cutting down drinking (68% v 60%).

4.5.15 In Scotland, the proportion of men drinking up to 14 units per week who agreed that the campaign message clearly explained how to cut down alcohol consumption was significantly higher than those drinking 15 units or more (64% v 56%). Again, this may suggest some resistance to the campaign message among the higher consumption group of men in Scotland.

Figure 13: % agree – it clearly explains how I can cut back my drinking

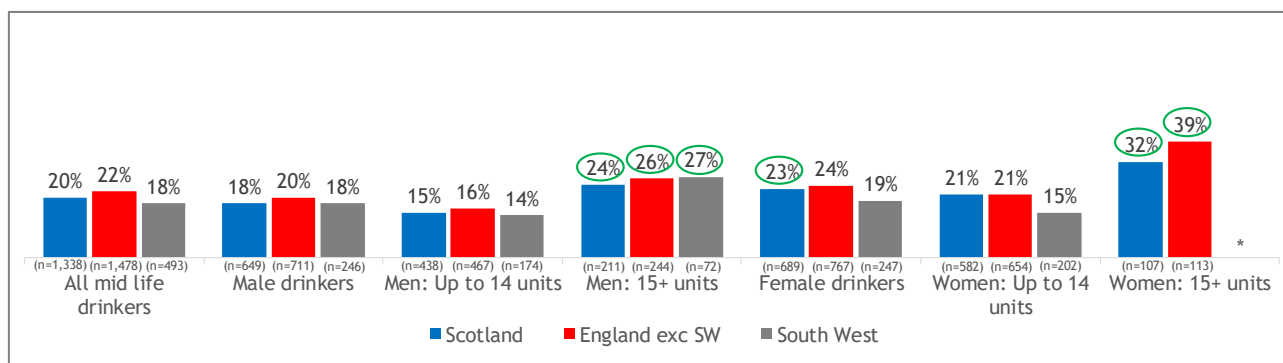


Base: mid life drinkers in Scotland, England (exc SW), South West

4.5.16 Around a fifth of drinkers want to find out how to take more drink-free days due to the campaign message (22% in England and 20% in Scotland). Notably, there was a statistically significant difference among men and women in Scotland: 23% of female drinkers, compared with 18% of male drinkers, would want to find out more. A similar pattern appears to exist in England (24% of female drinkers compared with 20% of male drinkers, however this difference is not significant).

4.5.17 Women drinking 15 units or more in England (39%) and Scotland (32%) were significantly more likely than those drinking up to 14 units per week to want to find out more about drink-free days (21% in both England and Scotland). A less dramatic, yet still statistically significant, difference was also evident among men in these drinking categories. Those who drink 15 units or more in England (26%), Scotland (24%), and the South West (27%) wanted to find out more about taking drink-free days than those who drink 14 units or less in the same regions (16%, 15%, 14%, respectively).

Figure 14: % agree – It makes me want to find out how I can have more drink-free days



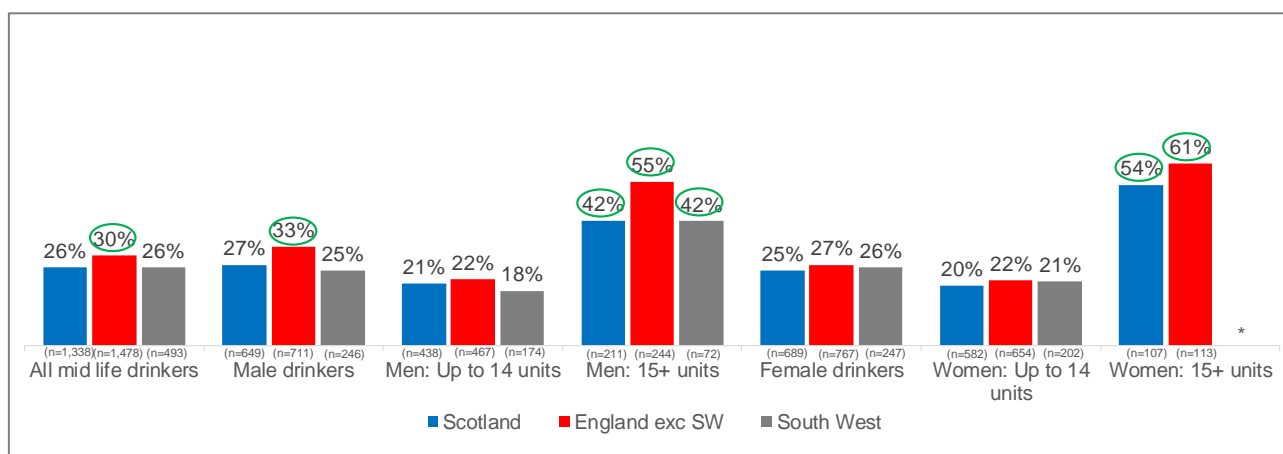
Base: mid life drinkers in Scotland, England (exc SW), South West

Perceived relevance

4.5.18 Over a quarter across all regions thought the campaign message was relevant to themselves (measured by those disagreeing with the statement 'It does not feel relevant to me'). These proportions were higher among drinkers overall in England (30%) compared to Scotland (26%), and also among male drinkers in England (33%) compared to Scotland (27%).

4.5.19 Women drinking 15 units or more in England (61%) and Scotland (54%) were significantly more likely than those drinking up to 14 units per week to perceive the campaign message to be relevant (22% and 20% respectively). These proportions were also significantly higher for men who drink 15 or more units compared to those drinking 14 units or less in all regions (55% in England and 42% in Scotland, compared to 22% and 21%).

Figure 15: % disagree – It does not feel relevant to me



Base: mid life drinkers in Scotland, England (exc SW), South West

5 Campaign impacts

5.1.1 The following section outlines the impact of the campaign on people's awareness, attitudes and behaviour. Whilst it is difficult to conclusively point to specific changes as a result of the campaign, there are noticeable differences in how the public think about alcohol before and after the campaign.

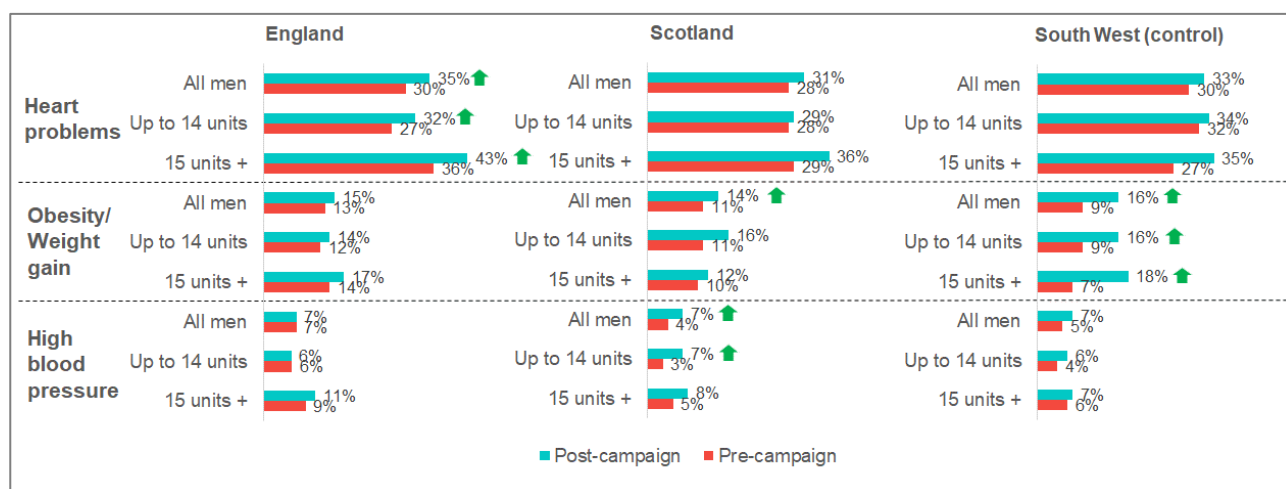
5.2 Impact of campaign on awareness of health harms

Awareness among men

5.2.1 Amongst men, spontaneous recollection of health harms was significantly higher after the campaign but the increase was split by region. In England, the proportion able to spontaneously recall the link between alcohol consumption and heart problems increased from 30% before the campaign to 35% post-campaign. In comparison, men in Scotland were more likely to recognise the connection between obesity and alcohol (11% pre-campaign; 14% post-campaign) and high blood pressure and alcohol (4% pre-campaign; 7% post-campaign).

5.2.2 Men in the South West were also more likely to be able to spontaneously remember the connection between obesity and alcohol consumption after the campaign (9% pre-campaign; 16% post-campaign). This suggests that caution should be applied to the results to avoid overstating the campaign's impact in England and Scotland.

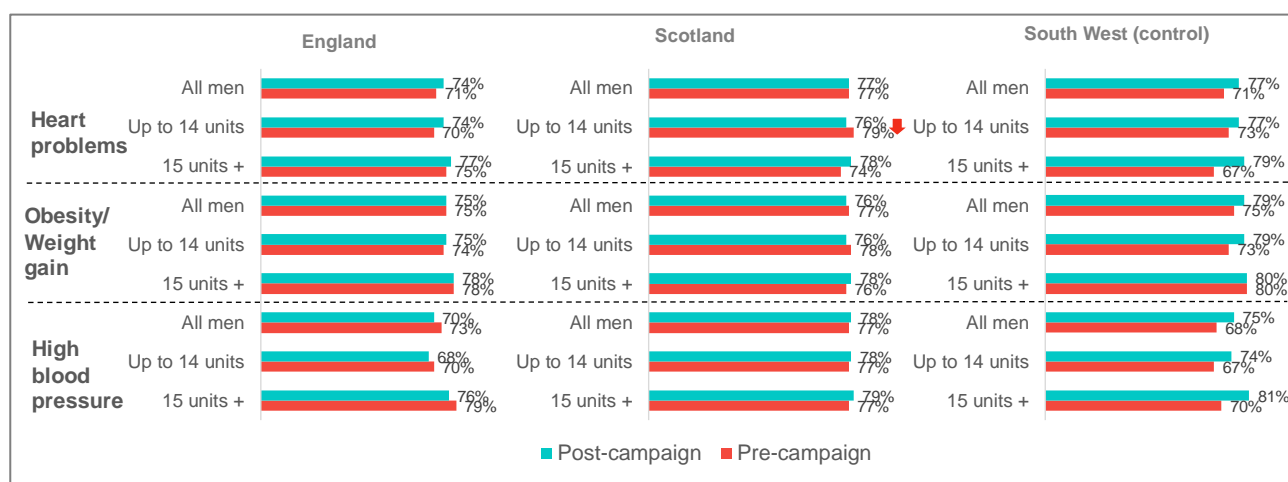
Figure 16: Spontaneous recollection of health conditions caused by alcohol (men only)



Base: all male 40-64s in England (excluding SW), Scotland, South West.

5.2.3 When prompted with a list of health conditions caused by alcohol consumption, there were few significant changes in the results from before and after the campaign. Encouragingly, the majority were able to correctly identify the impacts of alcohol: in England around three-quarters of men recognised the connection between alcohol and heart problems (74%), obesity (75%) and high blood pressure (70%) with results for Scotland and the South West broadly similar.

Figure 17: Prompted recollection of health conditions caused by alcohol (men only)



Base: all male 40-64s in England (excluding SW), Scotland, South West.

5.2.4 Most men have at least some understanding of how alcohol can affect health conditions, although results have changed little pre- and post-campaign. In England, 30% post-campaign had no understanding of how alcohol can affect heart problems or did not know that the condition was linked and 26% reporting the same regarding obesity. There were limited differences between regions, with 28% of Scottish men and 28% of men in the South West stating post-campaign that they had no understanding or awareness of how alcohol can affect heart conditions and 27% and 24% no understanding or awareness of how it affects obesity.

Table 6: Understanding of how health harms are related to alcohol (men only)

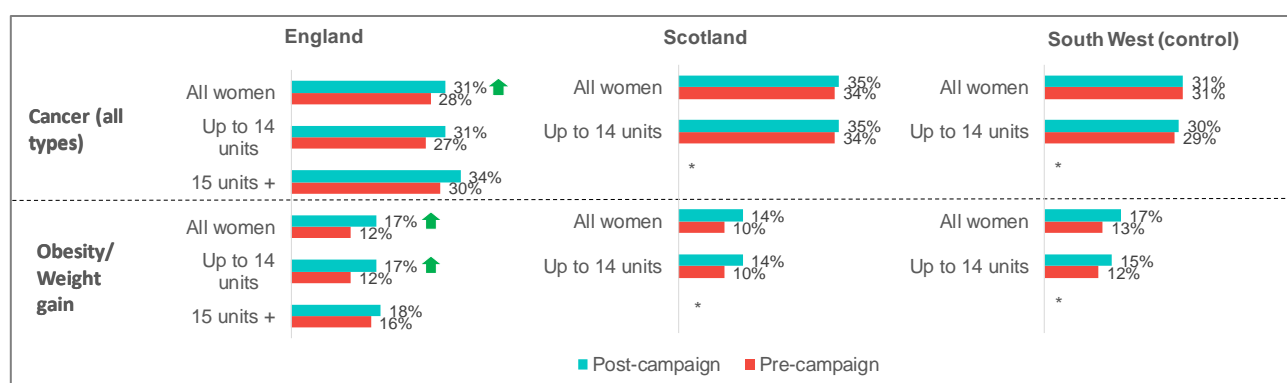
	England – pre campaign (n=1,475)	England – post campaign (n=775)	Scotland – pre campaign (n=337)	Scotland – post campaign (n=734)	SW – pre campaign (n=270)	SW – post campaign (n=259)
<i>Heart problems</i>						
Good understanding	12%	11%	15%	13%	13%	9%
Some understanding	37%	38%	41%	39%	38%	44%
Little understanding	18%	21%	18%	20%	17%	19%
No understanding/ unaware of link	32%	30%	26%	28%	32%	28%
<i>Obesity/weight gain</i>						
Good understanding	23%	24%	23%	24%	25%	18%
Some understanding	39%	39%	43%	39%	40%	45%
Little understanding	10%	11%	10%	10%	9%	13%
No understanding/ unaware of link	27%	26%	24%	26%	26%	24%
<i>High blood pressure</i>						
Good understanding	15%	13%	14%	15%	13%	9%
Some understanding	37%	34%	40%	42%	34%	41%
Little understanding	18%	18%	19%	17%	16%	18%
No understanding/ unaware of link	31%	34%	27%	27%	36%	31%

Awareness among women

- 5.2.5 Spontaneous recollection among women in England was also higher post-campaign, with more able to recall the link with obesity post-campaign (17%) than pre-campaign (12%). They were also more likely to mention cancer as connected to alcohol (31% post-campaign; 28% pre-campaign).
- 5.2.6 There was no difference in cancer awareness in Scotland, however: 35% of women recalled cancer spontaneously after the campaign compared with 34% before the campaign. There was also no difference in the South West

5.2.7 Only 1% of women across all regions spontaneously mentioned the connection between breast cancer and alcohol. However, this does not necessarily mean that they were unaware of the link as they may have included breast cancer when commenting generically on all types of cancer. Some awareness of breast cancer is likely to be included in the overall cancer awareness but cannot be individually drawn out.

Figure 18: Spontaneous recollection of health conditions caused by alcohol (women only)



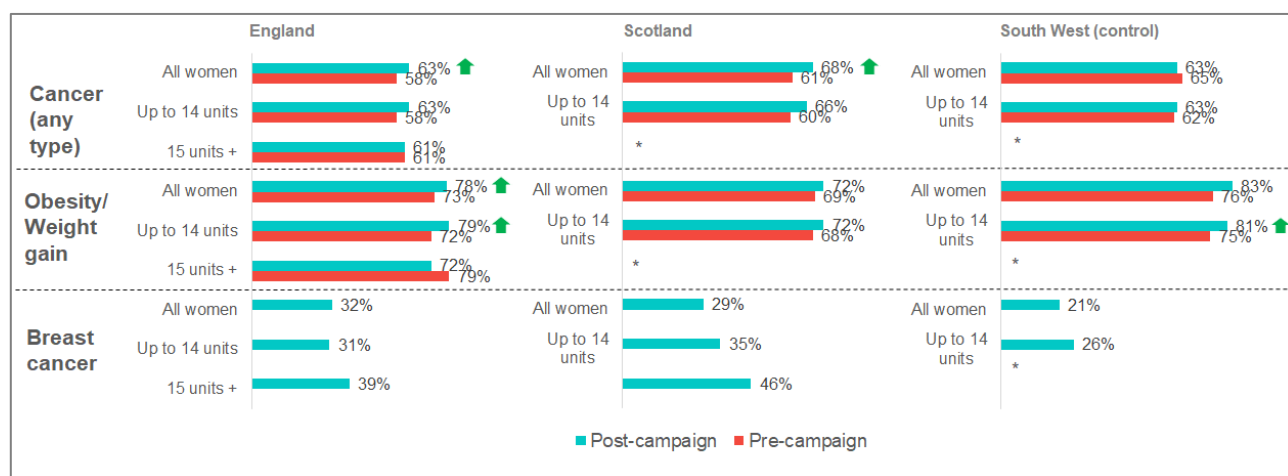
Base: all female 40-64s in England (excluding SW), Scotland, South West.

5.2.8 Post-campaign prompted recollection of cancer was significantly higher among women than men across all regions. However, while awareness among men did not change, post-campaign awareness among women has increased: in England the proportion able to recognise the link increased from 58% pre-campaign to 63% post. There was an increase in Scotland (61% to 68%) but not in the South West where the proportion fell slightly from 65% to 63%.

5.2.9 Prompted awareness of obesity among women increased in England from 73% to 78%, with the increase primarily driven by those drinking less than 14 units per week (79% post-campaign; 72% pre-campaign). Women in Scotland and the South West were more likely to recognise the link post-campaign, but not significantly so.

5.2.10 In England, 32% of women correctly identified the link between alcohol consumption and breast cancer when prompted. Awareness was significantly higher however in Scotland where 36% recognised alcohol as a cause. As awareness of breast cancer was not measured in the baseline study, comparisons before and after the campaign are not possible.

Figure 19: Prompted recollection of health conditions caused by alcohol (women only)



Base: all female 40-64s in England (excluding SW), Scotland, South West.

5.2.11 As with men, most women have at least some knowledge of the links between alcohol and health conditions and, as with men, there are few significant differences between the pre- and post-campaign studies or between regions. Post-campaign two-fifths (41%) in England had no understanding of how alcohol and cancer are linked, with 36% in Scotland and 41% in the South West reporting the same. In England one in ten (10%) understand the link with cancer well; a similar number in Scotland (11%) and the South West (10%) reported the same.

Table 7: Understanding of how health harms are related to alcohol (women only)

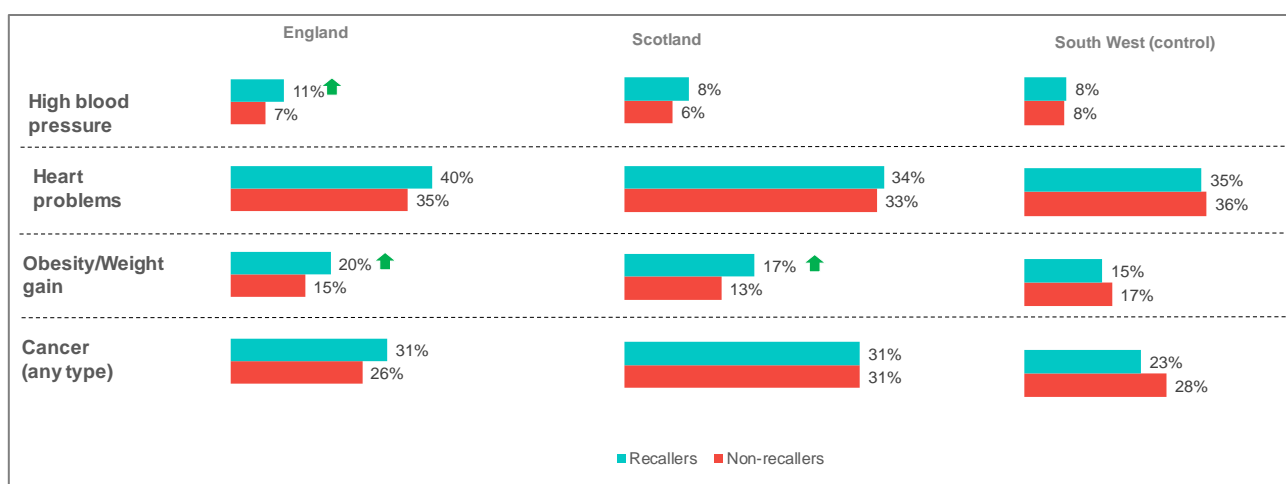
	England – pre campaign (n=1,470)	England – post campaign (n=868)	Scotland – pre campaign (n=324)	Scotland – post campaign (n=792)	SW – pre campaign (n=283)	SW – post campaign (n=274)
<i>Cancer (any)</i>						
Good understanding	10%	10%	10%	11%	11%	10%
Some understanding	30%	31%	36%	33%	36%	30%
Little understanding	16%	17%	13%	19%	15%	19%
No understanding/ unaware of link	44%	41%	41%	37%	38%	41%
<i>Obesity/weight gain</i>						
Good understanding	23%	24%	25%	21%	25%	26%
Some understanding	39%	40%	33%	38%	43%	41%
Little understanding	10%	11%	9%	11%	7%	14%
No understanding/ unaware of link	28%	25%	33%	30%	25%	19%
<i>Breast cancer (post-campaign only)</i>						
Good understanding	*	4%	*	6%	*	5%
Some understanding	*	15%	*	14%	*	13%
Little understanding	*	10%	*	12%	*	10%
No understanding/ unaware of link	*	71%	*	68%	*	71%

Awareness among campaign recallers

5.2.12 Encouragingly, spontaneous awareness of health conditions was higher among those who recognised at least one campaign item, especially in England. Of those in England who remembered at least one campaign item, 31% were able to spontaneously recall the connection with cancer compared with 26% of those who could not recall a campaign item. This is an indicative rather than significant difference, however it is notable that 35% of *female* campaign recallers were able to recall the connection with cancer, compared with 28% of those who did not recall a campaign. Awareness of high blood pressure and obesity was also significantly higher among campaign recallers in England, as shown by Figure 20.

5.2.13 In Scotland, spontaneous recollection for obesity was higher among recallers (17%) than non-recallers (13%) but other health conditions did not see a difference. Similarly, there were no significant differences between recallers and non-recallers in the South West. This supports the theory that the campaign managed to increase awareness of different health conditions.

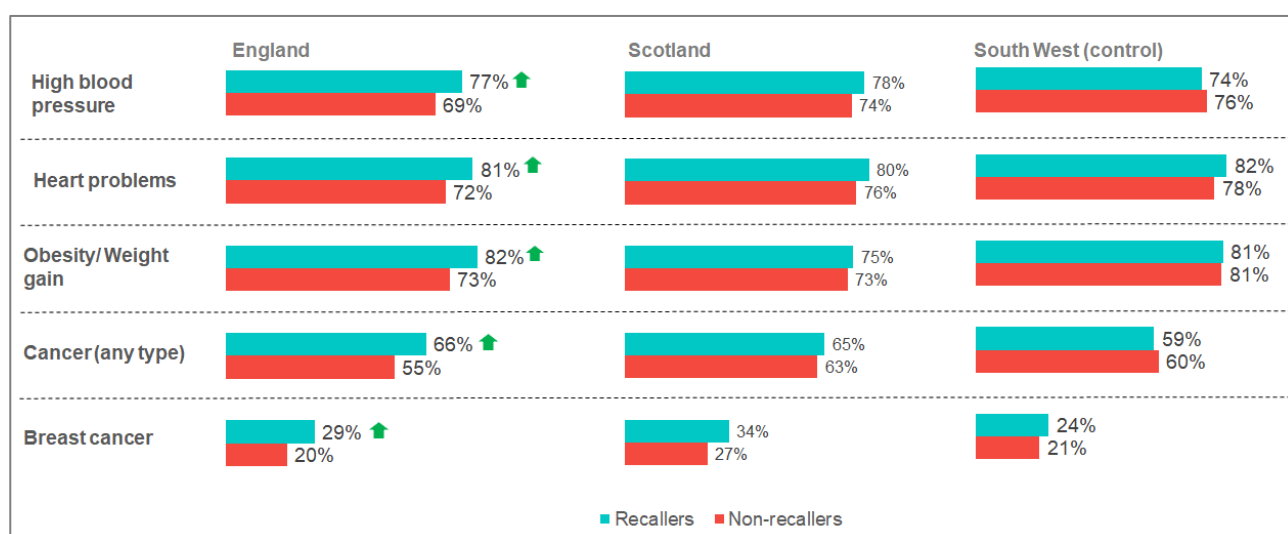
Figure 20: Spontaneous recollection of health conditions caused by alcohol



Base: all respondents England (excluding SW), Scotland, South West

5.2.14 As with spontaneous recollection, there were few differences at overall level in prompted awareness between recallers and non-recallers in Scotland and the South West. In England, however, prompted recollection of all health conditions was higher among those who remembered a campaign: 82% of recallers were able to correctly identify the link between obesity and alcohol consumption compared with 73% of non-recallers, and a similar pattern is evident for the other health conditions, suggesting that the campaign had a positive impact in that region. Figure 21 shows these findings in more detail.

Figure 21: Prompted recollection of health conditions caused by alcohol



Base: all respondents England (excluding SW), Scotland, South West

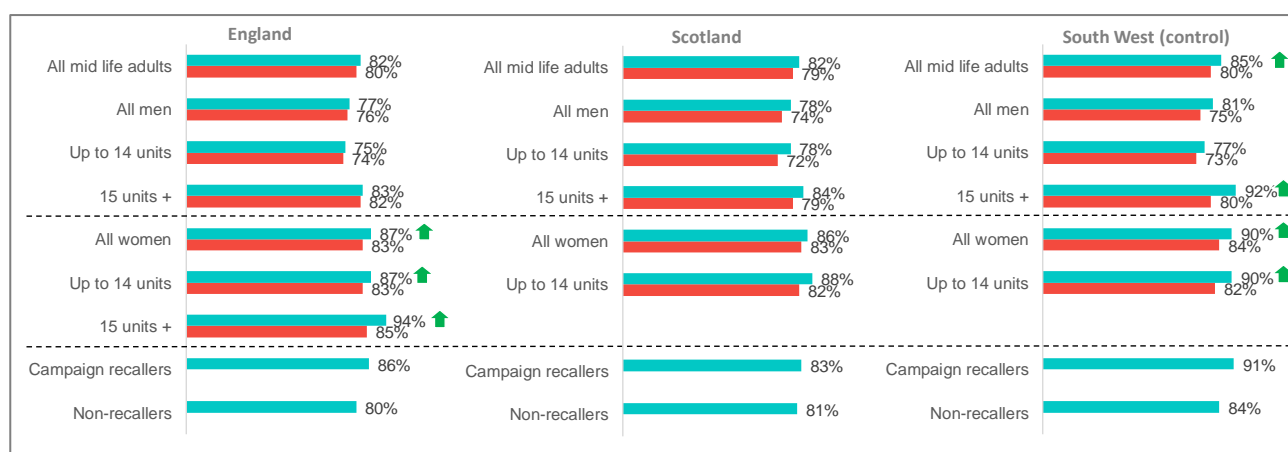
- 5.2.15 Analysis by gender within the group of campaign recallers reveals further variations. In England, prompted awareness of cancer was significantly higher amongst women who remembered a campaign (70%) than those without any recall (59%). For breast cancer specifically, 39% of women in England who recalled the campaign were aware of the link, compared with 28% of non-recallers.
- 5.2.16 In Scotland, there was little difference by campaign recall in overall association of cancer with alcohol (70% of women who remembered the campaign were aware of the link with cancer, compared to 68% those who did not recall it). However when prompted with breast cancer specifically, 43% of women in Scotland who recalled the campaign were aware of the link, compared with 34% of non-recallers.
- 5.2.17 Men in England who remembered a campaign were more likely to be aware of alcohol as a cause of obesity than non-recallers: 81% knew the link when prompted compared to 72%. Similarly, 76% were aware of the link between alcohol and high blood pressure, compared with 66% of non-recallers. In Scotland, the same pattern was evident although the differences are smaller: 81% of recallers were aware of high blood pressure and 79% of obesity, compared with 76% and 74% respectively for non-recallers. It is worth noting that campaign recallers were generally aware of more health risks than non-recallers, including ones that were not covered by the campaign.

5.3 Impact of campaign on attitudes

5.3.1 Most continue to agree that cutting back on a few drinks is a good way to improve health. However there were no changes between before and after the campaign or between those who remember the campaign and those that do not. There were also no differences between regions with 84% in England, 85% in Scotland and 87% in the South West agreeing in the post-campaign survey that cutting back on a few drinks is a good way to improve health.

5.3.2 However, there has been a significant increase when respondents were asked whether they thought taking drink-free days specifically is a good way to cut down. In England, women were more likely to agree post-campaign: 87% of those asked after the campaign agreed compared to 83% before. Figure 22 sets out these findings.

Figure 22: Percentage agreeing with the statement: taking drink-free days is a good way to cut down



Base: all respondents England (excluding SW), Scotland, South West

5.3.3 It should be noted however that there was also an increase in the South West where the campaigns were not aired. The number in the South West agreeing with the statement increased from 80% pre-campaign to 85% afterwards – an increase driven by significantly more women agreeing post-campaign (90%) than pre-campaign (84%).

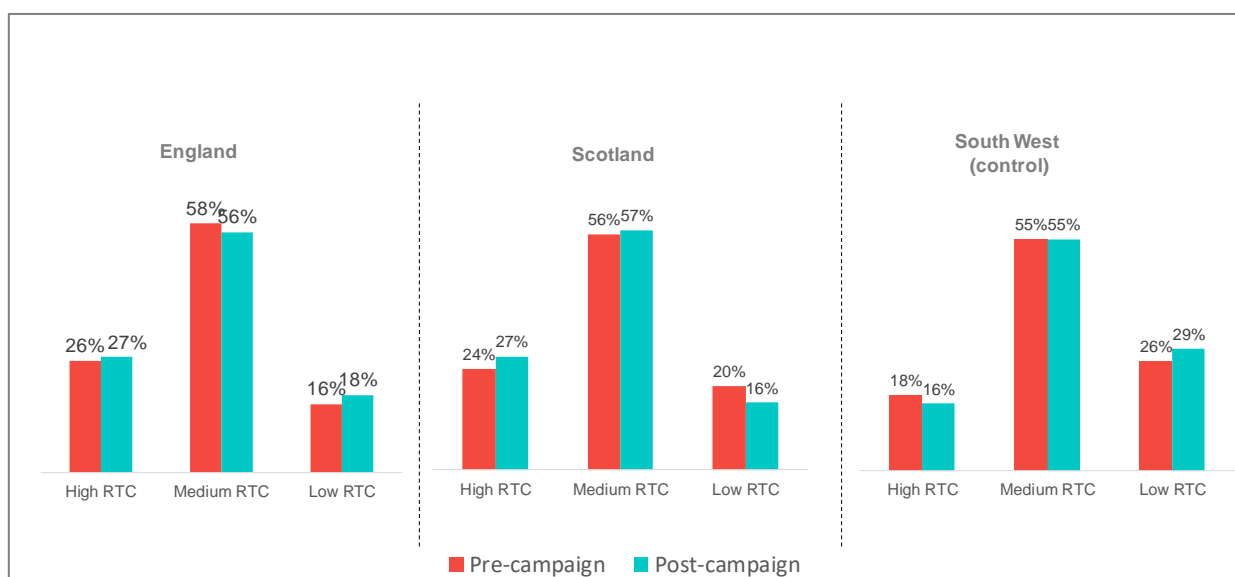
- 5.3.4 In total, drink-free days are popular amongst 40-64 year olds: only 4% of those surveyed in the post-campaign study disagreed that taking drink-free days is a good way to cut down. These respondents were not asked to comment on alternative ways of cutting down so we do not know what their preferred option, if any, would be. An examination of the data however, shows that disagreement with the proposition is more common among males (5%) than females (3%), those drinking over 35 units (for women) or 50 units (for men) weekly (13%) and those 'binge' drinking regularly (11%).
- 5.3.5 Campaign recallers were more likely to agree that taking a drink-free day was a good way to cut down. Of those who had seen a campaign advert, 86% agreed with the statement compared with 81% of those who had not seen an advert.

Readiness to Change scores

- 5.3.6 Readiness to Change (RTC) scores are a combined metric of three statements measuring precontemplation, contemplation and action regarding alcohol consumption². The results for men in England changed little before and after the campaign, with the proportion classified with a high RTC score increasing from 26% to 27%. High RTC scores in Scotland fell from 27% to 24% although the difference was not statistically significant.

² 1. 'I don't think I drink too much (Precontemplation)' 2. 'Sometimes I think I should cut down my drinking (Contemplation)' 3. 'I am actually changing my drinking habits right now (Action).'

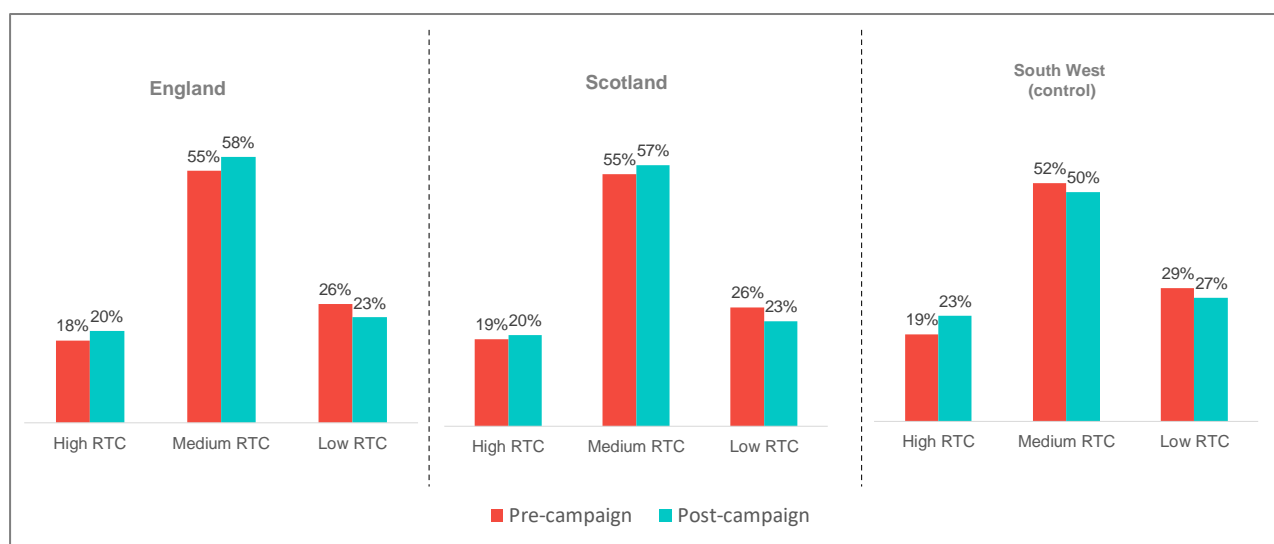
Figure 23: Readiness to Change scores – men



Base: all male drinkers England (excluding SW), Scotland, South West

5.3.7 Similarly, RTC scores among women changed little before and after the survey. As in England, there was little difference between regions: 20% of women in England had a high RTC score, as did 20% in Scotland and 23% in the South West.

Figure 24: Readiness to change scores – women



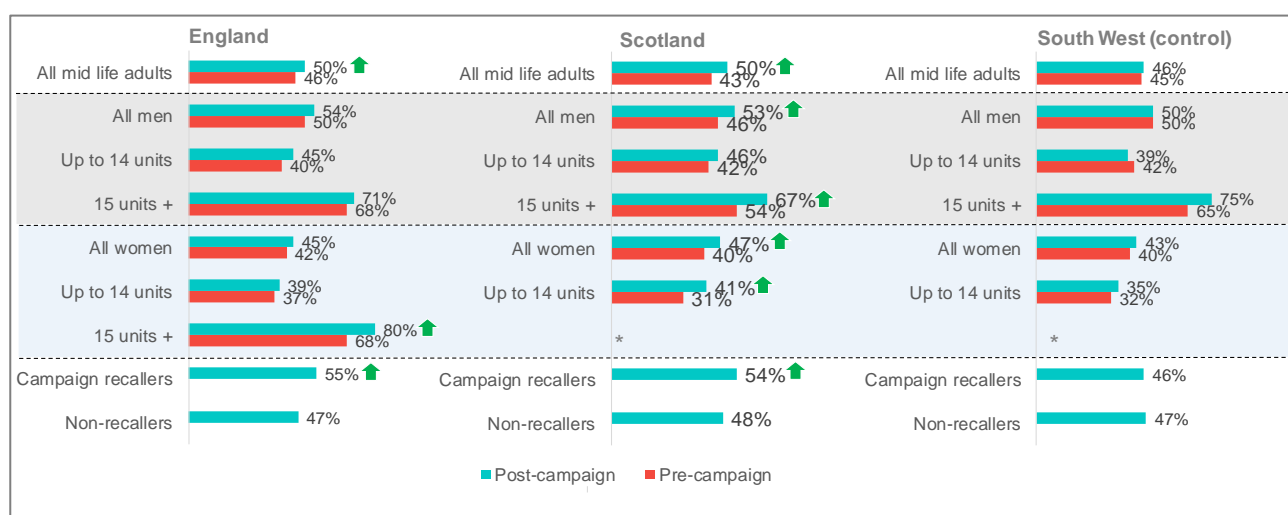
Base: all female drinkers England (excluding SW), Scotland, South West

5.4 Impact of campaign on behaviour

5.4.1 The results from the study show that there was a significant increase in English and Scottish respondents saying they had taken measures to cut down on their drinking (at any point in the past). Scotland saw the largest increases, with 53% of men and 47% of women having cut down their drinking post-campaign compared with 46% of men and 40% of women pre-campaign. In England 50% of all adults post-campaign had taken measures to cut down on their drinking compared to 46% pre-campaign, with the increase most pronounced among women drinking over 15 units a week (80% post-campaign; 68% pre-campaign). Figure 25 shows the changes across the three regions.

5.4.2 There is no specific evidence that this decrease in alcohol consumption was as a result of the campaign, and it is important to remember that these efforts to cut down could have taken place at any time previously, not just since the campaign. However, in England and Scotland those who remembered the campaign were more likely to have tried to cut down on their drinking than those who did not. In England, 55% of campaign recallers had taken measures to cut down on their drinking compared with 47% of non-recallers whereas in Scotland 54% of recallers had tried to cut down compared with 48% of non-recallers. There were no differences between recallers and non-recallers in the South West.

Figure 25: Percentage who have tried to cut down on their drinking

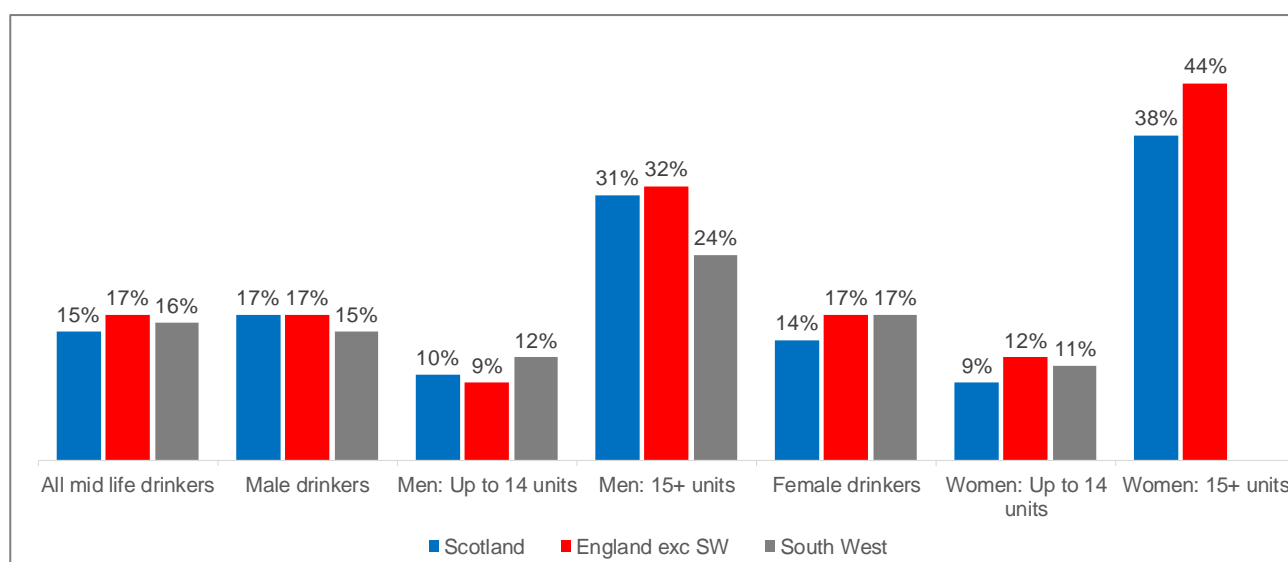


Base: all drinkers England (excluding SW), Scotland, South West

5.4.3 Nearly one-fifth (17%) of drinkers in England have tried to cut down on their drinking in the past six months; results for Scotland (15%) and the South West (16%) were very similar. There were no significant differences between recallers and non-recallers in any region however, and no significant differences compared with the pre wave.

5.4.4 Across all regions, those who are drinking over 15 units a week are more likely to have taken recent action to cut down. In England, 32% of men and 44% of women who are heavier drinkers had tried to cut down in the past six months compared with 9% of men and 12% of women drinking at lower levels. The results are similar in Scotland where 31% of men and 38% of women who are heavy drinkers had tried to cut down compared with 10% and 9% of those drinking up to 14 units a week.

Figure 26: Percentage who have tried to cut down on their drinking within the past six months

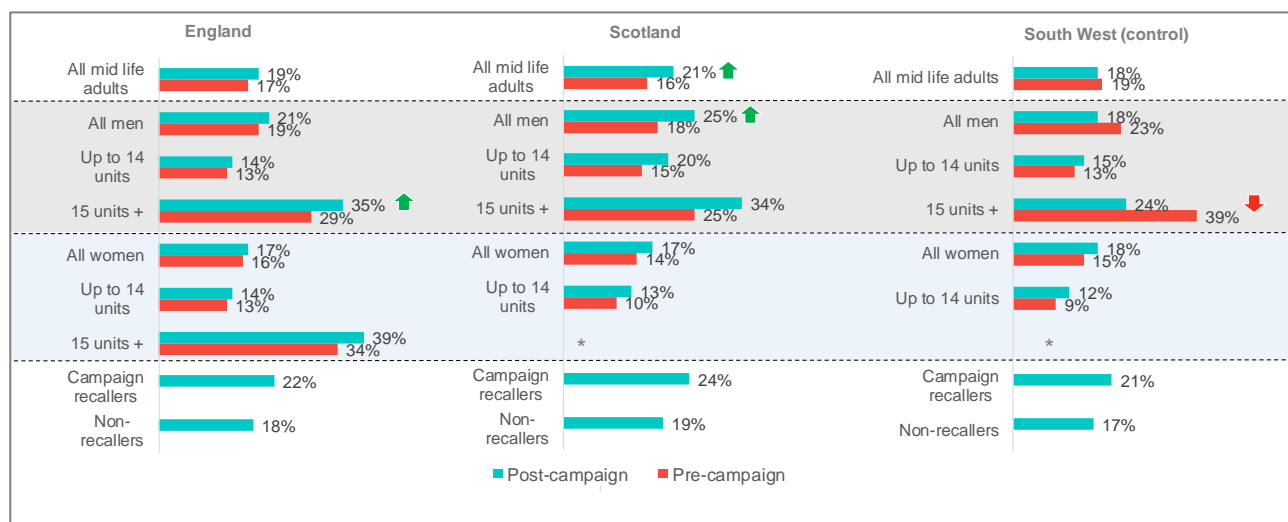


Base: all drinkers England (excluding SW), Scotland, South West

5.4.5 Around one in five (19%) say they are actively changing their drinking habits right now, with those in Scotland (21%) more likely to be taking action than those in England (19%) and the South West (18%). More in England and Scotland say they are actively changing their drinking habits right now than before the campaign, with Scotland seeing the greatest increase: before the campaign only 16% of Scots were changing their drinking habits.

5.4.6 In England, the increase was driven primarily by heavier drinkers. Of those drinking 15 units or more per week the number increased from 30% before the campaign to 36% afterwards whereas among those drinking up to 14 units per week the proportion remained relatively stable with a 1% increase from 13% pre-campaign to 14% afterwards.

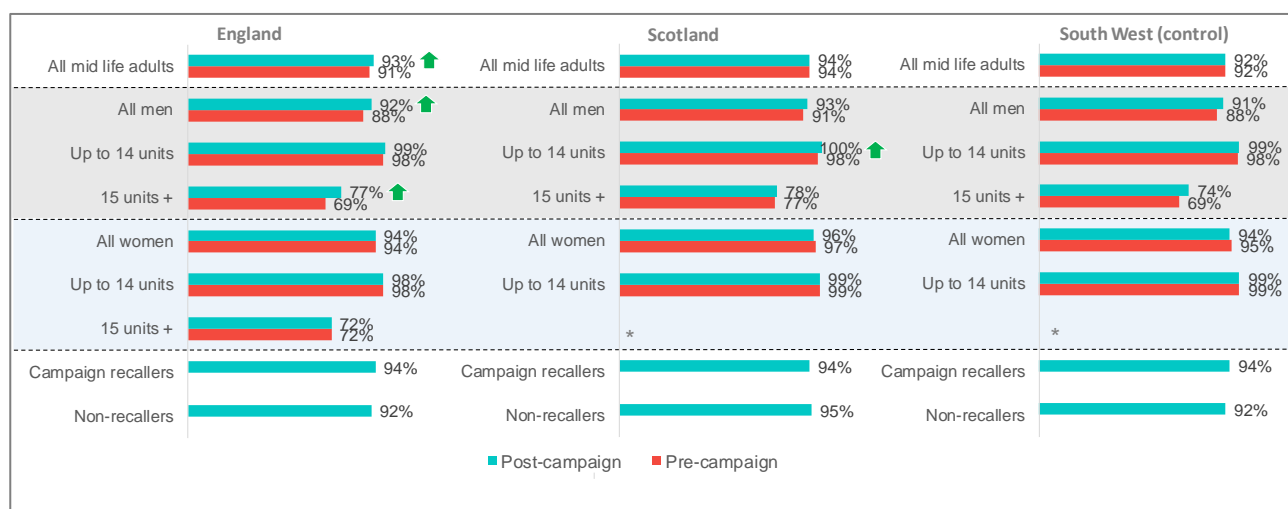
Figure 27: % agreeing with the statement: I am actually changing my drinking habits right now



Base: all drinkers England (excluding SW), Scotland, South West

5.4.7 Most drinkers interviewed after the campaign (93%) took a drink-free day in the week prior to completing the survey. The proportion doing this in Scotland and the South West has remained consistent since before the campaign, but in England there was an increase from 91% to 93%, driven by more men taking a drink free day (88% pre-campaign; 92% post-campaign), and particularly by those in the 15+ units category doing so (69% pre-campaign; 77% post-campaign). There was no discernible difference however among those who remembered a campaign message.

Figure 28: % taking a drink-free day in the week before taking the survey



Base: all drinkers England (excluding SW), Scotland, South West

- 5.4.8 Moreover, respondents were more likely to take four or more drink-free days in a week than just one. In the week before the survey, 27% of those interviewed post-campaign in England had not had an alcoholic drink on any day and 17% had taken six drink-free days. The figures in Scotland were similar: three in ten (29%) had not had an alcoholic drink at all whereas one-in five (21%) had had a six drink-free days.
- 5.4.9 The mean number of drink-free days taken was higher in Scotland than England both before and after the campaign. Across all regions, men were more likely to see an increase in the mean number of drink-free days taken than women. Men in England and the South West saw a greater increase in the mean number of drink-free days taken between the campaigns with the mean score for men increasing from 4.27 to 4.55 in England and from 4.17 to 4.72 in the South West.

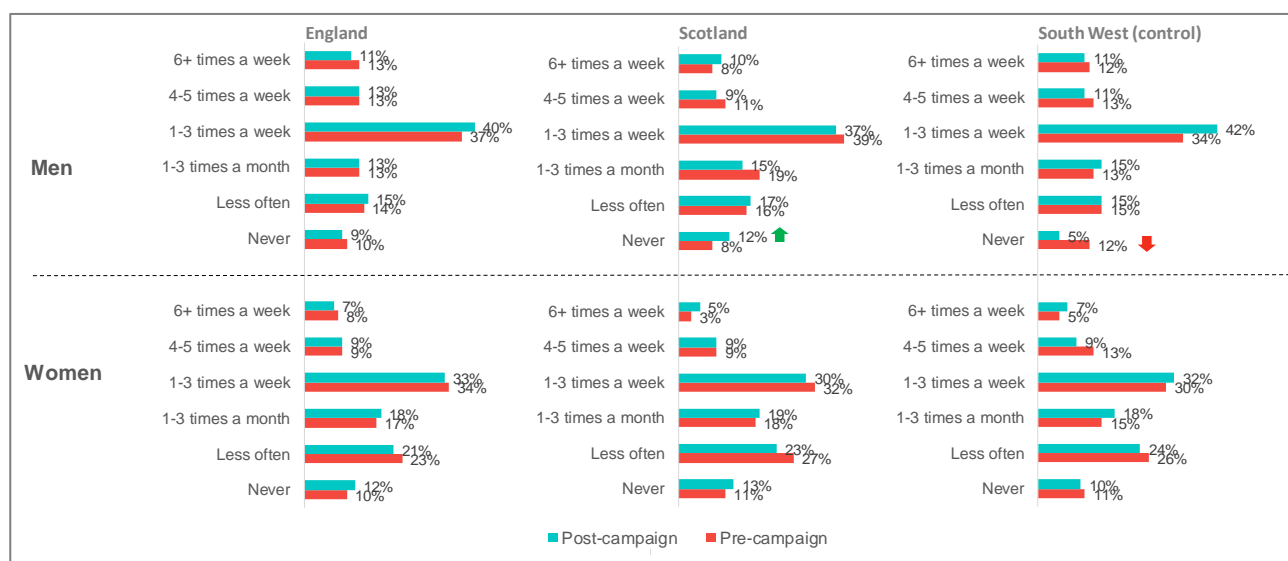
Table 8: Mean number of drink-free days taken per week

	England	Scotland	South West
<i>All (pre-campaign)</i>	4.64	4.99	4.59
<i>All (post-campaign)</i>	4.75	5.02	4.84
<i>Men (pre-campaign)</i>	4.27	4.73	4.17
<i>Men (post-campaign)</i>	4.55	4.78	4.72
<i>Women (pre-campaign)</i>	5.00	5.26	5.00
<i>Women (post-campaign)</i>	4.95	5.25	4.96

Base: all respondents England (excluding SW), Scotland, South West

- 5.4.10 The number taking no drink-free days in a week remained consistent before and after the campaign in Scotland (6% post-campaign; 6% pre-campaign) and the South West (8% post-campaign; 8% pre-campaign). However, in England the number decreased from 9% to 7%.
- 5.4.11 Unsurprisingly, not taking a drink free day was more common behaviour among heavier drinkers (24% among those drinking 15+ units in England) and among those who disagree with drink-free days in principle (14%). Among those who had tried to cut down in the past 6 months, 15% had also not taken a drink-free day in the past week. This may suggest that some individuals are trying to cut down using other methods than drink free days.
- 5.4.12 There were no significant differences between those who remembered a campaign message and those who did not when it came to having taken a drink-free day in the past seven days.
- 5.4.13 Overall, there was little change in respondent's self-reported frequency of drinking alcohol. The number of male non-drinkers in Scotland increased post-campaign (12% post-campaign; 8% pre-campaign) whilst the number in the South West decreased (5% post-campaign; 12% pre-campaign). Elsewhere, no statistically significant changes were observed.

Figure 29: Overall drinking frequency

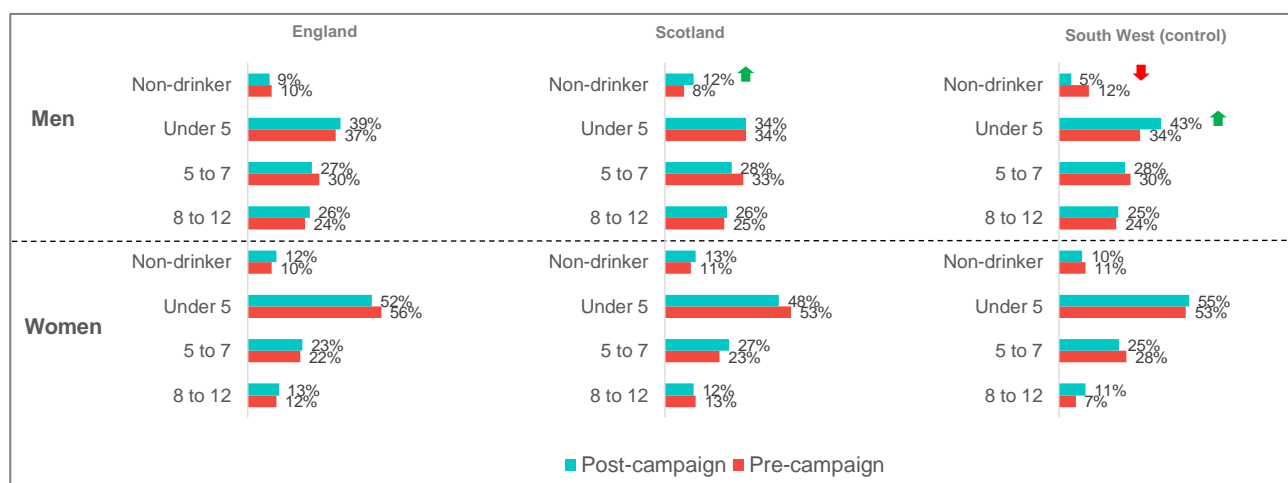


Base: all respondents England (excluding SW), Scotland, South West

Measurements of alcohol consumption

5.4.14 There was little change in AUDIT-C scores before and after the campaign in England. As discussed above, the number of male non-drinkers in Scotland increased post-campaign whilst the number in the South West decreased. Aside from this, AUDIT-C scores show a consistent picture across the two waves of research.

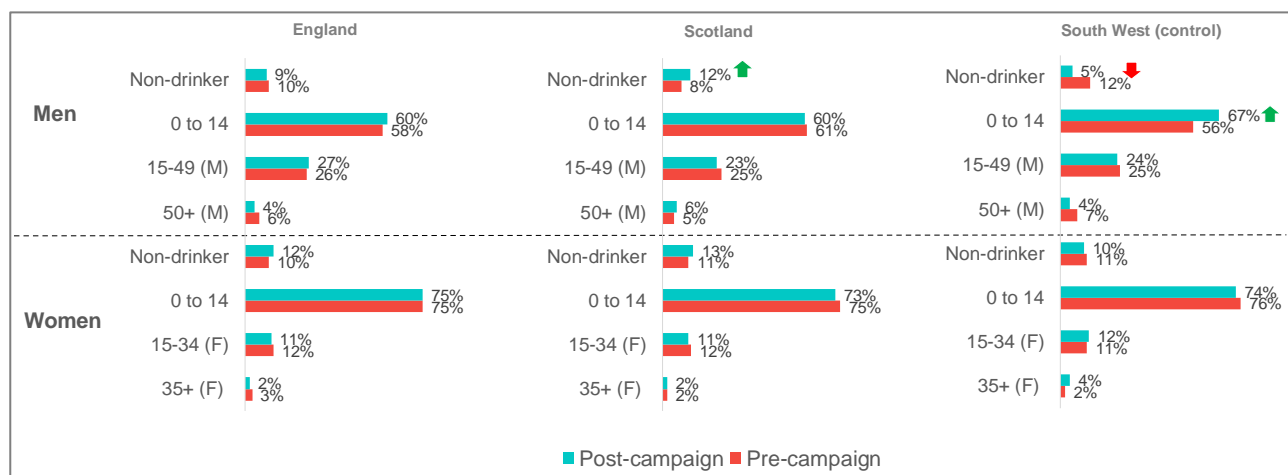
Figure 30: AUDIT-C scores



Base: all respondents England (excluding SW), Scotland, South West

5.4.15 Unit consumption was largely consistent between the two waves of research. More respondents in Scotland were non-drinkers after the campaign, but there is no evidence to suggest this is due to the campaign. As shown by Figure 31, most are drinking between 0 and 14 units per week with very few drinking at dangerous levels.

Figure 31: Units consumed in the last week

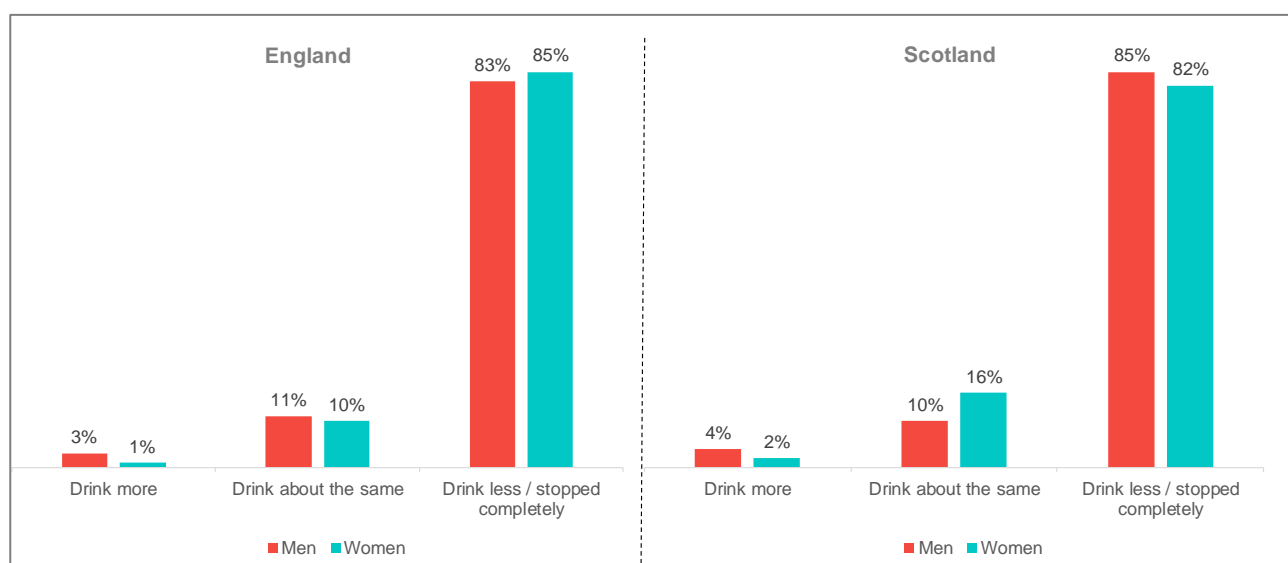


Base: all respondents England (excluding SW), Scotland, South West

5.4.16 There was also no evidence that the campaign affected binge-drinking habits. The proportion who drink 6 or 8 units once a week or more often remained steady between the two surveys with no regional differences. There were also no significant differences between those who remembered a campaign and those who did not. Around a fifth (21%) of campaign recallers in England were drinking 6/8 units weekly or more often compared to a similar number of non-recallers (17%).

5.4.17 Indeed, the majority of those who self-reported taking more drink-free days as a result of the campaign are also drinking less each week than they were before. In England, 83% of men were drinking less per-week since taking more drink-free days while 80% of women reported the same. One in twenty (5%) women in England who were taking more drink-free days had stopped drinking completely. The findings were similar in Scotland where 85% of men and 82% of women who were taking more drink-free days were drinking less or had stopped drinking entirely.

Figure 32: Changes in overall alcohol consumption since taking more drink-free days



Base: all who have taken more drink-free days. England: men (n=125), women (n=131). Scotland: men (106), women (83). South West not shown due to low base size.

6 Appendix A: findings by Drinkaware segment

6.1 Drinkaware's segmentation

6.1.1 A segmentation model of adult drinkers in the UK was created by YouGov for Drinkaware in 2017. Segments were created using cluster analysis. This process brings together clusters of respondents who express similar attitudes or behaviours, based on responses to key questions/metrics. The key questions which define the segments are:

- AUDIT-C score
- Drinking motivations (based on the DMQ-R SF)
- Drinking occasions
- Perceived likelihood of health problems in the future based on current alcohol consumption
- The defining characteristics of each segment are:

Segment 1

6.1.2 Mainly increasing risk or higher risk drinkers, who predominantly drink for social and enhancement reasons but also display some coping and conformity behaviour. They are particularly likely to drink on nights out and get-togethers with friends.

Segment 2

6.1.3 Mainly low risk or increasing risk drinkers, who predominantly drink for social and enhancement reasons. They are most likely to drink a small number of drinks with a partner as a couple, or when out for a meal.

Segment 3

6.1.4 Virtually all low risk drinkers, with low scores for all drinking motivations. When they do drink it is likely to be home-based or when out for a meal.

Segment 4

6.1.5 Most likely to be low risk or increasing risk drinkers, but around a quarter fall into the higher risk category. They drink mainly for social and enhancement reasons, with home-based drinking and going out for a meal being the main occasions.

Segment 5

- 6.1.6 Most likely to be low risk or increasing risk drinkers, but around a quarter fall into the higher risk category. They are particularly likely to drink for coping reasons but also drink for social and enhancement reasons. They are likely to drink at home alone, as well as to engage in home-based drinking with others.

Segment 6

- 6.1.7 This segment is most likely to be low risk or increasing risk drinkers. They are particularly likely to drink for conformity reasons but also drink for social, enhancement and coping reasons. They are most likely to drink at home as a couple, when out for a meal, at home alone or during nights out with friends.

Segment 7

- 6.1.8 Most likely to be low risk or increasing risk drinkers. They have relatively low scores for all drinking motivations. They are most likely to drink when out for a meal, or in a home-based setting.

Segment 8

- 6.1.9 The majority of this segment are higher risk drinkers (with over a quarter falling into the 'possible dependence' category), and most of the remainder are increasing risk drinkers. They are most likely to drink for coping and enhancement motivations. They are most likely to drink at home alone.

6.2 Distribution of segments by study wave

6.2.1 Tables 9 and 10 show the distribution of segments among all male and female drinkers in England and the same for Scotland.

Table 9: Distribution of segments among drinkers, by study wave - England

Segment	Men - pre campaign (n=1,254)	Men - post campaign (n=668)	Women - pre campaign (n=1,234)	Women - post campaign (n=720)
Segment 1	6%	7%	5%	4%
Segment 2	12%	11%	10%	13%
Segment 3	25%	26%	41%	38%
Segment 4	17%	16%	14%	16%
Segment 5	8%	8%	8%	7%
Segment 6	7%	7%	4%	3%
Segment 7	14%	13%	14%	13%
Segment 8	10%	11%	4%	6%

Table 10: Distribution of segments by study wave - Scotland

Segment	Men - pre campaign (n=294)	Men - post campaign (n=603)	Women - pre campaign (n=273)	Women - post campaign (n=609)
Segment 1	6%	6%	7%	4%
Segment 2	14%	16%	10%	15%
Segment 3	30%	26%	38%	36%
Segment 4	17%	19%	19%	19%
Segment 5	7%	7%	5%	9%
Segment 6	5%	5%	4%	4%
Segment 7	9%	9%	11%	7%
Segment 8	13%	12%	6%	5%

6.3 Survey results by Drinkaware segment

6.3.1 The tables in this section show key survey metrics broken down by Drinkaware segment and, where applicable, non-drinkers. We note that the sample sizes for Segments 1 and 6 among women are very small (under 50 respondents) and these results should be used with caution, if at all.

Table 11: Campaign recall by Drinkaware segment and non-drinkers (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)	Non drinker (n=141)
Blood pressure radio ad	23%	21%	17%	25%	25%	18%	34%	22%	17%
Weight (male) radio ad	24%	20%	17%	19%	30%	14%	29%	15%	20%
Online ad collage	12%	7%	9%	15%	16%	13%	13%	9%	8%
Social media collage	11%	3%	11%	10%	15%	10%	14%	9%	7%
Combined recall (any campaign item)	40%	29%	29%	38%	42%	28%	46%	33%	27%

Table 12: Campaign recall by Drinkaware segment and non-drinkers (England and Scotland combined – women only)

Segment	1 (n=49)*	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)*	7 (n=141)	8 (n=72)	Non drinker (n=196)
Breast cancer radio ad	27%	14%	17%	19%	21%	18%	32%	23%	14%
Weight (female) radio ad	25%	19%	22%	24%	22%	20%	25%	30%	22%
Online ad collage	27%	9%	6%	8%	11%	6%	8%	2%	4%
Social media collage	15%	7%	5%	7%	9%	9%	6%	2%	1%
Combined recall (any campaign item)	43%	30%	31%	36%	33%	33%	44%	35%	27%

Table 13: Campaign perceptions by Drinkaware segment and non-drinkers (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)	Non drinker (n=141)
<i>Clarity (The message of this ad is clear - % agree)</i>									
Blood pressure radio ad	94%	96%	92%	92%	96%	79%	88%	92%	88%
Weight (male) radio ad	98%	99%	93%	94%	92%	80%	91%	88%	87%
Online ad collage	77%	89%	84%	85%	84%	83%	88%	85%	80%
Social media collage	76%	80%	75%	75%	80%	72%	78%	83%	68%
<i>Attention grabbing (The ad caught my attention - % agree)</i>									
Blood pressure radio ad	41%	50%	49%	53%	52%	61%	49%	51%	37%
Weight (male) radio ad	44%	56%	46%	58%	55%	63%	53%	51%	38%
Online ad collage	49%	55%	44%	55%	61%	59%	55%	56%	48%
Social media collage	46%	43%	39%	50%	45%	56%	47%	52%	37%
<i>Interest (I'm not interested in this type of message - % disagree)</i>									
Blood pressure radio ad	47%	36%	26%	46%	48%	49%	34%	46%	21%
Weight (male) radio ad	42%	33%	25%	46%	50%	53%	44%	43%	28%
Online ad collage	47%	32%	22%	46%	49%	36%	37%	39%	21%
Social media collage	35%	29%	17%	42%	44%	39%	36%	36%	17%
<i>Relevance (the message of the ad is relevant to me - % agree)</i>									
Blood pressure radio ad	43%	16%	5%	46%	47%	27%	31%	53%	7%
Weight (male) radio ad	43%	27%	7%	47%	52%	33%	33%	52%	8%
Online ad collage	42%	24%	9%	48%	49%	34%	33%	49%	9%
Social media collage	38%	23%	12%	42%	44%	35%	32%	48%	11%

Table 14: Campaign perceptions by Drinkaware segment and non-drinkers (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)	7 (n=141)	8 (n=72)	Non drinker (n=196)
<i>Clarity (The message of this ad is clear - % agree)</i>									
Breast cancer radio ad	99%	100%	96%	98%	98%	99%	96%	97%	97%
Weight (female) radio ad	99%	98%	94%	97%	98%	99%	96%	95%	95%
Online ad collage	85%	93%	90%	93%	94%	86%	87%	89%	90%
Social media collage	80%	85%	82%	83%	81%	76%	73%	77%	77%
<i>Attention grabbing (The ad caught my attention – % agree)</i>									
Breast cancer radio ad	57%	68%	65%	59%	81%	83%	71%	66%	66%
Weight (female) radio ad	56%	60%	57%	53%	68%	67%	64%	64%	59%
Online ad collage	53%	65%	58%	63%	69%	57%	66%	59%	60%
Social media collage	44%	48%	50%	47%	61%	51%	50%	50%	54%
<i>Interest (I'm not interested in this type of message - % disagree)</i>									
Breast cancer radio ad	50%	54%	42%	52%	51%	49%	52%	45%	46%
Weight (female) radio ad	34%	45%	31%	44%	49%	44%	44%	47%	38%
Online ad collage	45%	34%	48%	49%	50%	49%	46%	32%	45%
Social media collage	39%	44%	32%	42%	47%	49%	37%	42%	37%
<i>Relevance (the message of the ad is relevant to me - % agree)</i>									
Breast cancer radio ad	42%	27%	15%	49%	58%	53%	37%	61%	10%
Weight (female) radio ad	35%	20%	11%	45%	61%	42%	34%	57%	4%
Online ad collage	35%	20%	10%	51%	57%	37%	37%	58%	8%
Social media collage	34%	18%	12%	43%	49%	29%	37%	54%	7%

Table 15: Wider campaign influence by Drinkaware segment (England and Scotland combined – men only)

Segment	1 (n=83)	2 (n=166)	3 (n=337)	4 (n=234)	5 (n=92)	6 (n=68)	7 (n=145)	8 (n=146)
It makes me want to take more drink-free days (% agree)	43%	22%	12%	44%	48%	29%	36%	47%
It clearly explains how I can cut back my drinking (% agree)	59%	66%	55%	68%	62%	49%	65%	56%
It makes me want to find out how I can have more drink-free days (% agree)	21%	13%	10%	23%	29%	19%	26%	30%
It does not feel relevant to me (% disagree)	40%	25%	11%	45%	55%	28%	35%	56%

Table 16: Wider campaign influence by Drinkaware segment (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=193)	3 (n=508)	4 (n=241)	5 (n=112)	6 (n=48)	7 (n=144)	8 (n=74)
It makes me want to take more drink-free days (% agree)	38%	23%	22%	50%	59%	48%	43%	54%
It clearly explains how I can cut back my drinking (% agree)	79%	66%	67%	73%	70%	51%	71%	60%
It makes me want to find out how I can have more drink-free days (% agree)	30%	14%	17%	28%	39%	32%	29%	38%
It does not feel relevant to me (% disagree)	34%	24%	9%	46%	56%	19%	28%	47%

Table 17: Awareness of health harms related to alcohol by Drinkaware segment and non-drinkers (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)	Non drinker (n=141)
<i>Spontaneous awareness</i>									
Heart problems	37%	38%	27%	45%	33%	23%	37%	49%	25%
Obesity/weight gain	22%	13%	11%	16%	15%	24%	14%	18%	17%
High blood pressure	14%	11%	3%	8%	5%	9%	2%	12%	7%
<i>Prompted awareness</i>									
Heart problems	80%	76%	72%	77%	78%	66%	76%	85%	66%
Obesity/weight gain	83%	87%	76%	81%	68%	69%	66%	84%	64%
High blood pressure	79%	75%	69%	77%	69%	53%	70%	84%	62%

Table 18: Awareness of health harms related to alcohol by Drinkaware segment and non-drinkers (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)	7 (n=141)	8 (n=72)	Non drinker (n=196)
<i>Spontaneous awareness</i>									
Cancer (any)	46%	30%	24%	44%	33%	42%	27%	46%	26%
Obesity/weight gain	6%	21%	15%	20%	17%	28%	20%	12%	14%
<i>Prompted awareness</i>									
Cancer (any)	72%	65%	56%	74%	61%	68%	63%	76%	63%
Obesity/weight gain	77%	82%	73%	84%	78%	74%	80%	80%	75%
Breast cancer	41%	29%	25%	47%	38%	27%	38%	48%	30%

Table 19: Understanding of how health harms are related to alcohol by Drinkaware segment and non-drinkers (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)	Non drinker (n=141)
<i>Heart problems</i>									
Good understanding	11%	9%	10%	12%	13%	3%	16%	15%	11%
Some understanding	53%	32%	34%	40%	39%	47%	35%	51%	38%
Little understanding	14%	34%	20%	23%	22%	15%	20%	16%	13%
No understanding/ unaware of link	22%	25%	36%	25%	25%	35%	29%	17%	38%
<i>Obesity/weight gain</i>									
Good understanding	37%	26%	17%	27%	31%	19%	20%	34%	19%
Some understanding	40%	45%	42%	44%	28%	36%	38%	41%	34%
Little understanding	6%	16%	14%	9%	9%	11%	8%	6%	10%
No understanding/ unaware of link	26%	17%	13%	27%	20%	32%	33%	34%	18%
<i>High blood pressure</i>									
Good understanding	21%	7%	11%	16%	18%	10%	12%	19%	11%
Some understanding	42%	37%	32%	38%	35%	26%	32%	51%	30%
Little understanding	12%	27%	21%	19%	15%	14%	22%	12%	14%
No understanding/ unaware of link	25%	29%	36%	27%	33%	50%	34%	17%	45%

Table 20: Understanding of how health harms are related to alcohol by Drinkaware segment and non-drinkers (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)	7 (n=141)	8 (n=72)	Non drinker (n=196)
<i>Cancer (any)</i>									
Good understanding	8%	11%	10%	11%	14%	6%	10%	19%	10%
Some understanding	48%	28%	26%	45%	21%	35%	36%	23%	34%
Little understanding	12%	21%	17%	16%	21%	21%	13%	23%	13%
No understanding/ unaware of link	32%	40%	47%	28%	44%	37%	41%	35%	42%
<i>Obesity/weight gain</i>									
Good understanding	19%	28%	21%	27%	41%	10%	24%	26%	21%
Some understanding	46%	40%	38%	48%	29%	47%	39%	47%	38%
Little understanding	9%	12%	11%	8%	8%	11%	17%	5%	11%
No understanding/ unaware of link	26%	21%	30%	17%	22%	32%	21%	22%	30%
<i>Breast cancer</i>									
Good understanding	4%	4%	4%	5%	6%	-	6%	5%	4%
Some understanding	26%	14%	9%	27%	16%	11%	21%	20%	13%
Little understanding	12%	9%	10%	13%	11%	11%	9%	17%	11%
No understanding/ unaware of link	59%	72%	77%	56%	67%	78%	65%	57%	72%

Table 21: Attitudinal statements by Drinkaware segment and non-drinkers (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)	Non drinker (n=141)
Cutting back on a few drinks is a good way to improve your health (% agree)	83%	81%	82%	90%	70%	83%	70%	86%	75%
Taking drink-free days is a good way to cut down (% agree)	86%	73%	72%	93%	83%	73%	73%	81%	70%

Table 22: Attitudinal statements by Drinkaware segment and non-drinkers (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)	7 (n=141)	8 (n=72)	Non drinker (n=196)
Cutting back on a few drinks is a good way to improve your health (% agree)	94%	83%	87%	94%	95%	75%	86%	92%	88%
Taking drink-free days is a good way to cut down (% agree)	95%	87%	84%	95%	94%	80%	87%	90%	79%

Table 23: Alcohol moderation behaviour by Drinkaware segment (England and Scotland combined – men only)

Segment	1 (n=79)	2 (n=162)	3 (n=326)	4 (n=227)	5 (n=86)	6 (n=66)	7 (n=143)	8 (n=141)
Tried to cut down on drinking (at any point in the past)	71%	47%	32%	64%	71%	57%	54%	75%
Tried to cut down on drinking (in the last 6 months)	32%	10%	2%	22%	29%	11%	17%	35%

Table 24: Alcohol moderation behaviour by Drinkaware segment (England and Scotland combined – women only)

Segment	1 (n=49)	2 (n=187)	3 (n=492)	4 (n=229)	5 (n=110)	6 (n=46)	7 (n=141)	8 (n=72)
Tried to cut down on drinking (at any point in the past)	58%	36%	23%	64%	72%	62%	54%	79%
Tried to cut down on drinking (in the last 6 months)	26%	6%	2%	27%	35%	22%	24%	49%

7 Appendix B: alternative age definition

- 7.1.1 We have considered the impact of using an age definition of '45-64' instead of '40-64' as set out in the main part of this report. Previous Drinkaware campaigns targeting the mid-life (male) audience have focused on those aged 45-64.
- 7.1.2 The tables below show key metrics from the pre- and post-campaign surveys, using both age definitions. As shown in the tables, using a definition of 45-64 generally shows a very similar pattern to the '40-64' definition. In a few places, differences between the pre- and post-campaign surveys are seen to be statistically significant with the '40-64' definition where they are not significant with the 45-64 definition. This is largely due to the larger sample size for '40-64', as well as slightly different percentages in places.

Table 25: Key metrics for adults aged 45-64 – by region

Adults aged 45-64	England Pre-campaign	England Post-campaign	Scotland Pre-campaign	Scotland Post-campaign	South West Pre-campaign	South West Post-campaign
Aware of link between alcohol and heart problems (prompted)	70%	75%	73%	78%	72%	77%
Aware of link between alcohol and obesity (prompted)	75%	78%	76%	74%	76%	80%
Aware of link between alcohol and cancer (prompted)	56%	59%	61%	64%	57%	57%
Agree with the statement: <i>"Cutting back on a few drinks is a good way to improve your health"</i>	86%	85%	83%	86%	83%	86%
Agree with the statement: <i>"Taking drink-free days is a good way to cut down"</i>	81%	83%	79%	82%	79%	85%
Tried to cut down on drinking (at any point in the past)	46%	49%	45%	50%	45%	46%
Tried to cut down on drinking (in the last 6 months)	16%	16%	13%	15%	13%	16%
Recognised at least one campaign item	*	34%	*	32%	*	25%
High RTC score	22%	23%	21%	23%	23%	24%

Table 26: Key metrics for adults aged 40-64 – by region

Adults aged 40-64	England Pre-campaign	England Post-campaign	Scotland Pre-campaign	Scotland Post-campaign	South West Pre-campaign	South West Post-campaign
Aware of link between alcohol and heart problems (prompted)	70%	75%	72%	77%	72%	79%
Aware of link between alcohol and obesity (prompted)	74%	76%	73%	74%	76%	81%
Aware of link between alcohol and cancer (prompted)	56%	59%	61%	64%	59%	59%
Agree with the statement: <i>"Cutting back on a few drinks is a good way to improve your health"</i>	85%	84%	84%	85%	83%	87%
Agree with the statement: <i>"Taking drink-free days is a good way to cut down"</i>	80%	82%	79%	82%	80%	85%
Tried to cut down on drinking (at any point in the past)	46%	50%	43%	50%	45%	46%
Tried to cut down on drinking (in the last 6 months)	16%	17%	13%	15%	15%	16%
Recognised at least one campaign item	*	34%	*	32%	*	25%
High RTC score	22%	23%	21%	23%	24%	25%