

Drinkaware website user feedback 2018

Combined survey findings

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March 2019

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This report should be cited as: Catterall, E. and Larsen, J. (2019). *Drinkaware website user feedback 2018: Combined survey findings*. London: Drinkaware.

Executive Summary

Methodology

This report presents feedback from 1,752 visitors of the Drinkaware website who completed an online survey about their experience and views having visited the website in 2018.

The 2018 surveys ran on the following dates:

- 5th January 2018 to 12th January 2018 (n=899)
- 19th April 2018 to 23rd April 2018 (n=310)
- 27th November 2018 to 4th December 2018 (n=543)

The survey invitation was delivered to all website visitors during the three stated time periods via a website pop-up. As the sample for this survey was self-selected, caution is advised when seeking to generalise findings to all users of the website. Where possible, respondent profiles are compared against Google Analytics data¹ to indicate how representative the survey sample is against the total website user population. Furthermore, where relevant, comparisons are made to findings from 2017 (James and Larsen, 2018).

Respondent profile

Gender

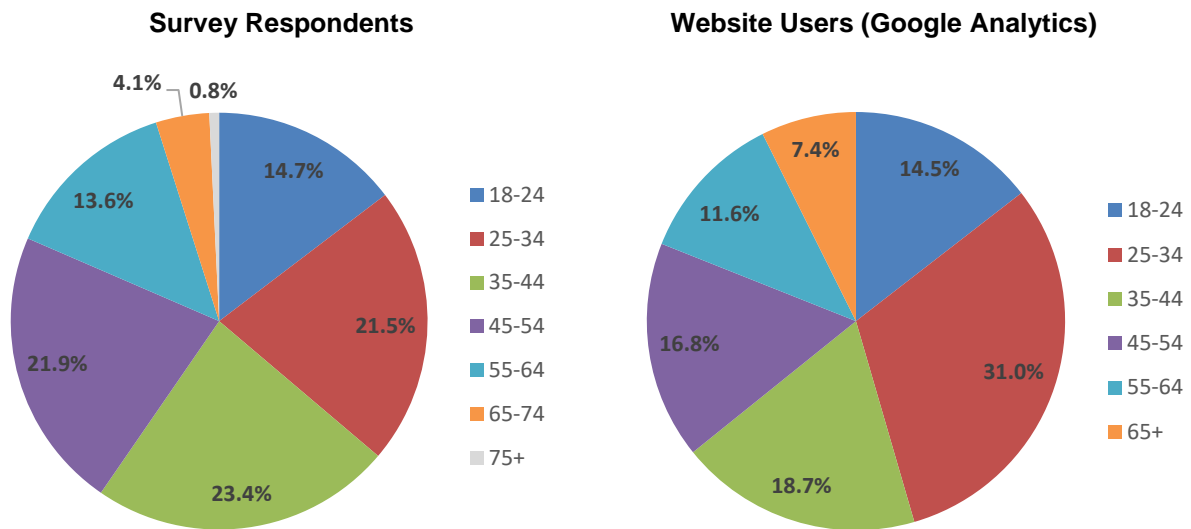
The survey sample was made up of 60.4% female respondents (n=1,059), 38.4% male respondents (n=673), and 1.1% respondents who selected 'prefer not to say' (n=20). According to Google Analytics data, an estimated 52% of website visitors in 2018 were female compared to 48% males, suggesting female respondents are overrepresented in the survey sample.

Age

Figure 1 presents the age profile of the survey sample compared with website user data derived from Google Analytics for the 10,493,952 unique visitors of the Drinkaware website in 2018. While a good spread of respondents across age groups was achieved, respondents aged 35-54 are overrepresented (comprising 23.4% and 21.9% of the survey sample respectively, compared to 18.7% and 16.8% of estimated data from Google Analytics). Respondents aged 24-34 are underrepresented (21.5% compared to 31.0%).

¹ Note: Google Analytics does not track individuals per se, but users—defined as unique devices/web browser combinations of visitors to the site.

Figure 1: Age of respondents (Survey Respondents vs. Website Users)
(n=1,713, excludes 'under 18' respondents, n=39)



Deprivation

The Index of Multiple Deprivation divides the level of deprivation in the population into 10 equal groups, with the 10% most deprived at one end of the scale (Decile 1) and the 10% least deprived at the other (Decile 10). Survey respondents who provided English postcodes were profiled against multiple deprivation deciles.

For multiple deprivation Deciles 2 to 10, the proportion of website user survey respondents who fell into these categories was within +/- 2 percentage points of 10%. This would suggest a good socioeconomic diversity among website survey respondents. However, only 6% of respondents fell within the most deprived Decile 1, indicating that this group is underrepresented in the survey sample.

Segmentation

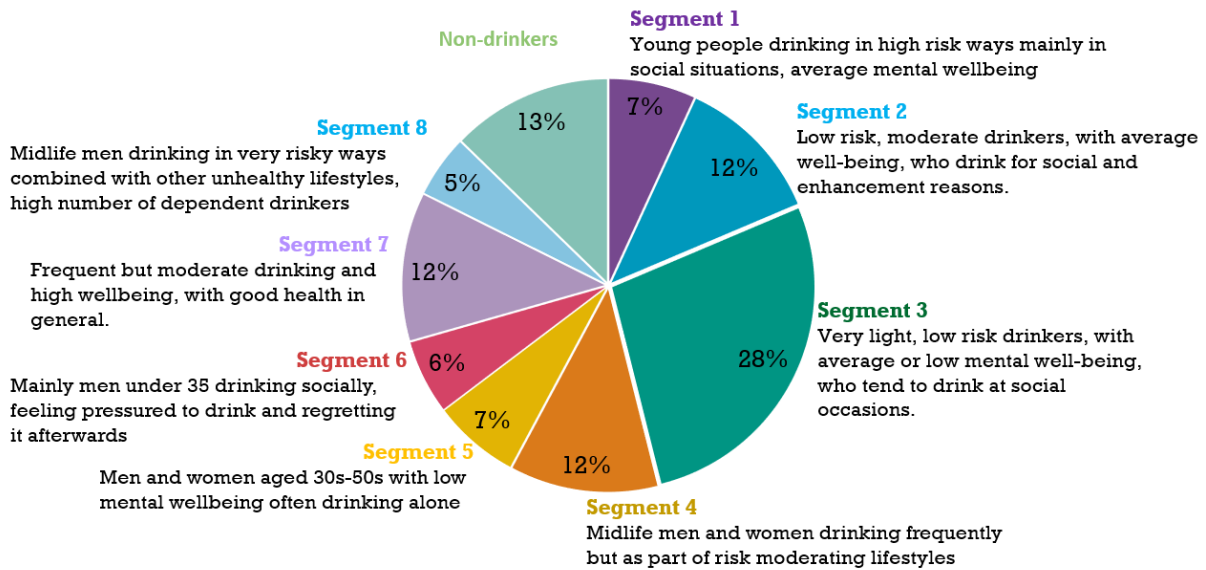
In 2017, Drinkaware developed a new segmentation of UK adult drinkers which identified eight distinct categories of drinkers based on the level of alcohol consumption (AUDIT-C), their motivations for drinking, typical drinking occasions and perceived likelihood of having increased health problems in the future.²

In 2018, these segments were refined. Figure 2 presents an overview of the segmentation from the 2018 Drinkaware Monitor³ and includes a brief profile of each segment.

² Gunstone, B and Butler, B. (2017). *Drinkaware monitor 2017: UK adult drinkers' behaviours and attitudes*. London: YouGov and Drinkaware.

³ 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.

Figure 2. Segmentation of the UK population (2018)



All UK-based respondents who completed the segmentation profiling questions (n=1,341) in the website user survey were assigned to one of the eight drinker segments (Table 1). 5.1% of this UK-based sample (n=69) stated that they “never” drank alcohol.

While the segmentation profiles of visitors to the website would not be expected to reflect the broader UK population, it is useful to explore which segments are over- and underrepresented in the survey sample. This provides an indication of whether specific segments targeted by Drinkaware campaigns (specifically segments 1, 4, and 8) are finding their way to the Drinkaware website.

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

	2018 UK-based survey respondents (n=1,341 ⁴)	2017 UK-based survey respondents (n=2,153 ⁵)	2018 UK population (n=8,333 ⁶)
Segment 1	13.4%	11%	7%
Segment 2	9.5%	8%	12%
Segment 3	12.5%	18%	28%
Segment 4	11.9%	13%	12%
Segment 5	12.2%	9%	7%
Segment 6	12.3%	8%	6%
Segment 7	13.2%	15%	12%
Segment 8	9.8%	8%	5%
Non-drinkers	5.1%	6%	13%

⁴ Unable to assign segments to 411 cases due to incomplete data.

⁵ Figures derived from Drinkaware Website User Survey Feedback 2017.

⁶ Sample taken from the 2018 Drinkaware Monitor.

Compared to the UK population, Segments 1 (13.4% vs 7%), 5 (12.2% vs 7%), 6 (12.3% vs 6%) and 8 (9.8% vs 5%) are overrepresented in the survey sample, while Segments 2 (9.5% vs 12%) and 3 (12.5% vs 28%), as well as non-drinkers (5.1% vs 13%) are underrepresented. The remaining two segments (4 and 7) mirror the population level segment proportions closely.

Compared to the 2017 survey, the proportion of respondents categorised as Segments 1, 2, 5, 6, and 8 all increased in the 2018 survey, with a lower proportion of respondents from Segments 3, 4, 7 and non-drinkers. Except for the trend for Segment 4, which was part of the targeted audience for Drinkaware in 2018, this may indicate better targeting of Drinkaware campaigns.

Reasons for visiting the Drinkaware website

All respondents (n=1,752) were asked a multi-choice question⁷ about why they were visiting the Drinkaware website.

The top four reasons for visiting the website were:

1. To find out about the health impact of alcohol (31.2%, n=546).
2. To better understand my own drinking (29.1%, n=510).
3. To get help to reduce the amount I'm drinking (24%, n=421).
4. To find out about the effects of alcohol (24%, n=420).

Looking for specific information

One-third of respondents (33.8%, n=593) stated that they were visiting the Drinkaware website looking for specific information. Of these respondents, over half (56.2%, n=333) said that they found the information they were looking for, just under one-quarter of respondents (23.9% (n=142) said that they did not find what they were looking for, and the remaining fifth of respondents (19.9%, n=118) stated 'I don't know'.

Reputation






Respondents were asked how relevant, trustworthy, and objective/impartial they thought the information on the Drinkaware website was. Table 2 presents the findings, specified for responses both including and excluding the 'don't know' answer option.⁸

Overall, the vast majority of respondents view the information on the Drinkaware website (Y/N only) as relevant (96%, n=1,482), trustworthy (99%, n=1,506), and objective/impartial (95%, n=1,353)—a finding consistent with the 2017 survey.

⁷ Respondents could select more than one answer.

⁸ See Appendix A for explanation on how to deal with 'don't know' answers.






Table 2: Views on Drinkaware’s reputation 2017/18 comparison⁹

Reputation	2017		2018		Percentage point change	
	All respondents (n=3,722)	Respondents who gave a Y/N response	All respondents (n=1,752)	Respondents who gave a Y/N response	All	Y/N
Information on the Drinkaware website is Relevant	82%	95%	85%	96%		
Information on the Drinkaware website is Trustworthy	84%	98%	86%	99%		
Information on the Drinkaware website is Objective/ impartial	77%	96%	77%	95%	No Change	

Change in understanding about alcohol

Respondents were asked if their understanding of alcohol had changed after having visited the Drinkaware website. Results presented in Table 3 demonstrate that the level of understanding on key topics has remained similar to 2017.

Table 3: Change in understanding about alcohol 2017/18 comparison

“Better” and “Much better” understanding on...	2017 (n=3,722)	2018 (n=1,752)	Percentage point change
Alcohol and the law	54%	51%	
Guidance on low risk drinking	63%	64%	
The effect of drinking	63%	65%	
What to do to prevent harm from alcohol to myself	58%	60%	
What to do to prevent harm from alcohol for others	58%	55%	

Potential wider impact of visiting the Drinkaware website

All respondents were asked which of a list of actions they would be more or less likely to do after having visited the Drinkaware website.¹⁰ Respondents were most likely to return to the Drinkaware website for advice and support following their visit to the website, with over almost

⁹ Percentages have been rounded to the nearest figure.
¹⁰ Excludes those who answered, ‘Not applicable to me’.

four in five respondents selecting this answer (78.9%). Respondents were least likely to state that they would talk to their GP or other professional following their visit to the website (27.1%).

Table 4: Likelihood of taking action following visit to Drinkaware website

Action	Much/A bit less likely	No different	A bit/Much more likely
Return to the Drinkaware website for more advice and support (n=1,719)	4.1%	17.0%	78.9%
Reduce my alcohol consumption (n=1,518)	4.1%	24.6%	71.2%
Adopt one or more of the tips and tools to help reduce my alcohol consumption (n=1,501)	2.4%	26.4%	71.2%
Track / monitor how much I'm drinking (n=1,508)	2.3%	27.9%	69.8%
Check the units in my drinks (n=1,525)	2.5%	30.3%	67.2%
Try to find out more on the subject (1,714)	4.1%	32.3%	63.6%
Talk to my children about alcohol (n=903)	3.2%	38.1%	58.7%
Go alcohol free (n=1,548)	11.7%	39.5%	48.8%
Talk to my GP or other professional about the issues (n=1,637)	9.5%	63.3%	27.1%

While almost four in five respondents said that they were more likely to return to the Drinkaware website, Google Analytics data indicates that 17% of traffic to the website is from return users within a 24-month period.

Recommending to others

Nine in ten respondents (91.1%, n=1,596) stated that they would recommend the Drinkaware website to friends or family in the future—a figure that has remained the same since 2016.

Discussion

Overall, results from the 2018 website user surveys suggest that visitors to the Drinkaware website have a positive experience and are able to find relevant information. Moreover, a large majority of respondents felt that the information on the Drinkaware website was trustworthy, objective/impartial and would recommend the website to friends or family who wanted to find out more about alcohol in the future.

Survey findings also indicate that, generally, the Drinkaware website is increasingly attracting targeted segments, with a higher proportion of respondents from Segments 1, 2, 5, 6 and 8 in the 2018 survey, compared to 2017.

The most common reasons for visiting the website were 'to find out about the health impact of alcohol' and to 'better understand my own drinking', with approximately one-third of

respondents selecting these categories. Of all respondents, one-third came to the Drinkaware website seeking specific information, with most of these respondents able to find what they were looking for.

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

Four in five survey respondents said that they were 'a bit more likely' or 'much more likely' to revisit the Drinkaware website.

More detail is provided in the full report, as well as analysis of open-text responses of the 2018 website user survey.

Methodology

Over the course of three surveys, a total of 1,752 Drinkaware website users were surveyed online. The 2018 surveys ran on the following dates:

- 5th January 2018 to 12th January 2018 (n=899)
- 19th April 2018 to 23rd April 2018 (n=310)
- 27th November 2018 to 4th December 2018 (n=543)

The survey invitation was delivered to all website visitors during the three stated time periods via a website pop-up. The visitors could accept or decline the invitation. If the visitor accepted the invitation, an icon would appear in the bottom corner of the screen asking to answer the survey when they had finished looking around the website. The survey ran for a full week to ensure any weekly patterns of website usage were accounted for (e.g. motivations for visiting the website are typically different on a Friday when many are preparing for a party or night out, compared to a Sunday when some may be suffering from negative effects from drinking). However, due to technical difficulties, the April survey was live for just four days.

The sample for this survey was self-selected, and as such, caution is advised when seeking to generalise findings to all users of the website.

Data from each survey has been combined to create one dataset representing website usage in 2018. Where relevant, comparisons are made to 2017 survey findings (James and Larsen, 2018). However, variation in data collection should be noted. In 2017 (and in 2016), the survey was delivered at four points throughout the year (January, April, July, and December) to capture seasonal differences in visitors' motivations for coming to the website with questions about alcohol. Due to technical difficulties delivering the pop-up survey invitation the survey was in 2018 only run three times and undertaken at different periods of the years.

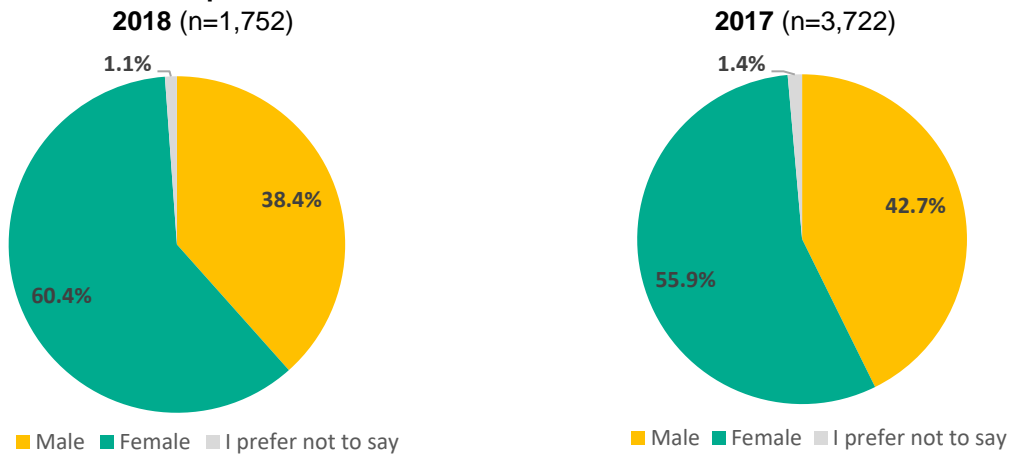
Respondent profiles

Gender

The survey sample was made up of 60.4% female respondents (n=1,059), 38.4% male respondents (n=673), and 1.1% respondents who selected 'prefer not to say' (n=20). According to Google Analytics data, an estimated 52% of website visitors in 2018 were female compared to 48% males, suggesting an overrepresentation of female respondents in the survey sample. However, as illustrated in Figure 3, the gender breakdown of respondents in 2018 reflects the 2017 survey sample, with a slightly higher proportion of female respondents.

There were few gender differences in the reasons that brought visitors to the Drinkaware website. Where gender differences exist, they were related to 'being worried about someone else's drinking' (8.6% men, 12.5% women), 'looking for information to help patients/clients' (2.8% men, 5.8% women), 'using the drinks tracker' (14.4% men, 11.0% women), and 'understanding own drinking behaviour' (33.6% men, 26.5% women).

Figure 3: Gender of respondents



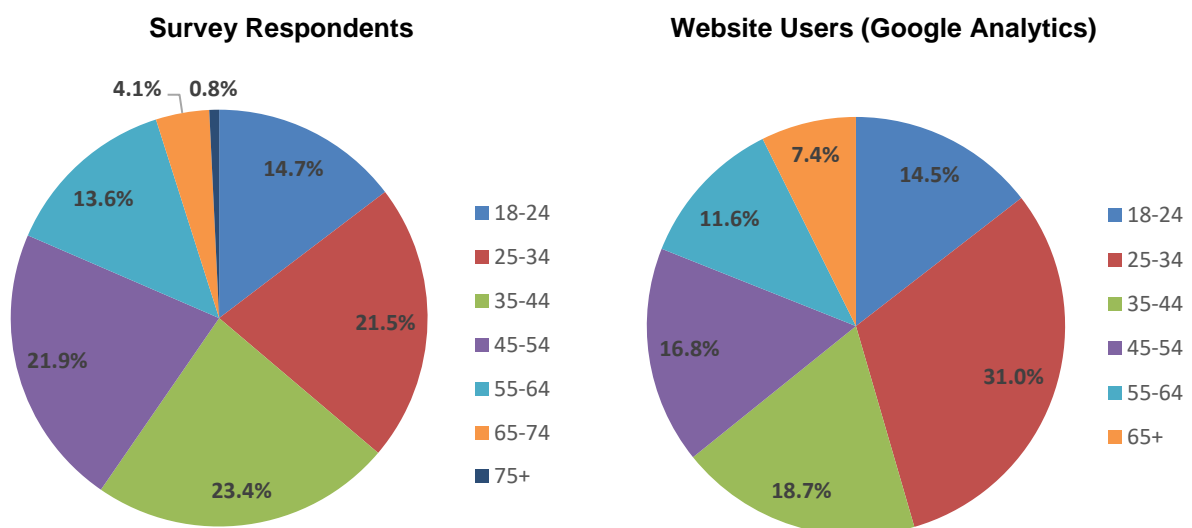
Age

Figure 4 presents the age range of the survey sample. Approximately one-fifth of respondents were categorised within the 25-34 (21.5%) and 45-54 (21.5%) categories, with a quarter within the 35-44 (23.4%) age category. The age group least represented is those aged 65 and over, comprising just 4.9% of the survey sample.

Compared to Google Analytics data for the 10,493,952 unique visitors of the Drinkaware website in 2018, respondents aged 35-54 are overrepresented, comprising 23.4% and 21.9% of the survey sample respectively, compared to 18.7% and 16.8% of estimated data from Google Analytics. Respondents aged 25-34 are underrepresented (21.5% compared to 31.0%) in the survey sample.

Figure 4: Age of respondents (Survey vs. Website Users (Google Analytics))

(n=1,713, excludes 'under 18' respondents, n=39)

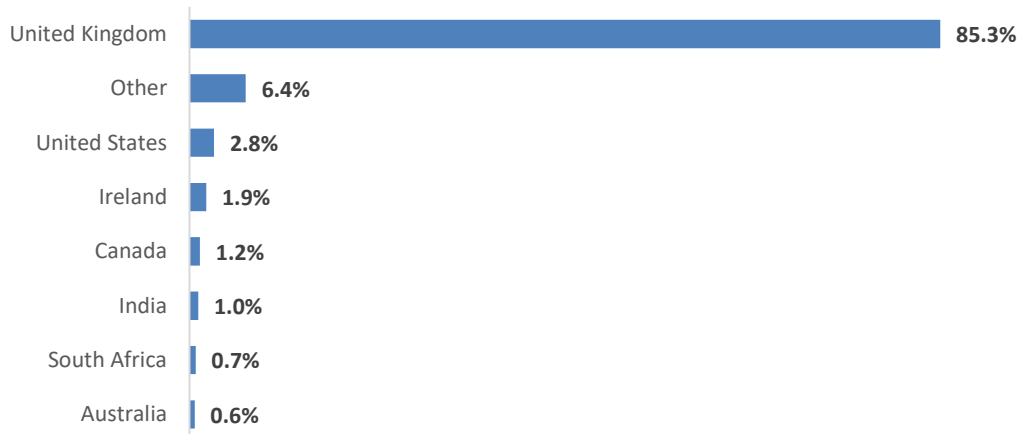


There were several age differences in the reasons why respondents visited the website. Specifically, respondents aged ‘under 18’ and 18-24 were far more likely to visit the website for information about ‘alcohol and the law’ than other age groups (41.0% and 28.7% compared to between 5-9% for other age groups). In addition, there was a positive trend among respondents increasing in age and those seeking to use the online drinks tracker (MyDrinkaware). Finally, there were differences in respondents’ age and those seeking help to reduce the amount they are drinking, with approximately one-third of those aged 35-44 (33.2%), 45-54 (26.7%) and 55-64 (28.3%) selecting this option, compared to less than one-fifth of respondents in other age groups.

Country of Residence

The majority of survey respondents were UK-based (85.3%), with the largest remaining proportion of respondents based in the United States (2.8%), Ireland (1.9%), Canada (1.2%), India (1%), South Africa (0.7%) and Australia (0.6%) (Figure 5).

Figure 5. Country of residence



Compared to Google Analytics data, UK-based respondents are overrepresented in the survey sample (85.3% to 56.9% in Google Analytics); however, the countries of residence of non-UK-based website users reflect Google Analytic website traffic.

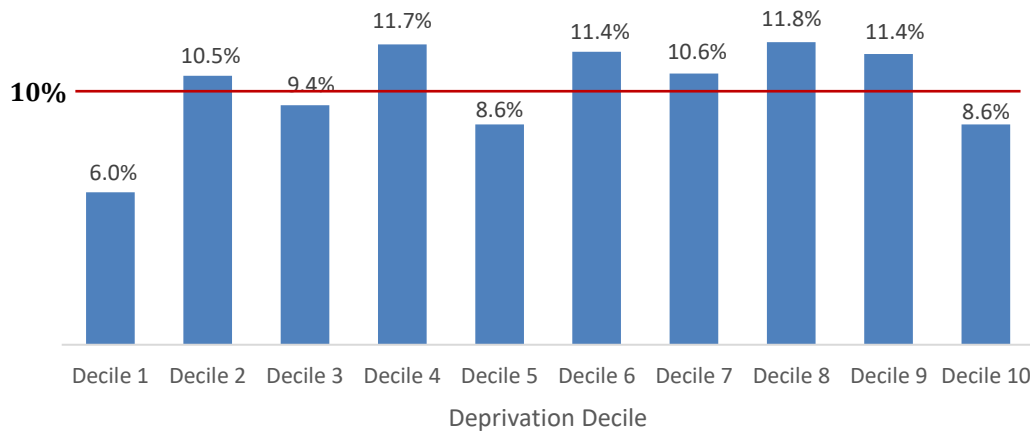
Deprivation

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

Figure 6 presents the distribution of website user survey respondents who provided English postcodes across the index of multiple deprivation deciles (the level of deprivation in the population divided up into 10 equal groups, with the 10% most deprived at one end of the scale and the 10% least deprived at the other).

For multiple deprivation Deciles 2 to 10, the proportion of website user survey respondents who fell into these categories was within +/- 2 percentage points of 10%. This would suggest a good socioeconomic diversity among website survey respondents. However, only 6% of respondents fell within the most deprived Decile 1, indicating that this group is underrepresented in the survey sample.

Figure 6. Distribution of respondents across multiple deprivation deciles, England only.
(n=1,057)

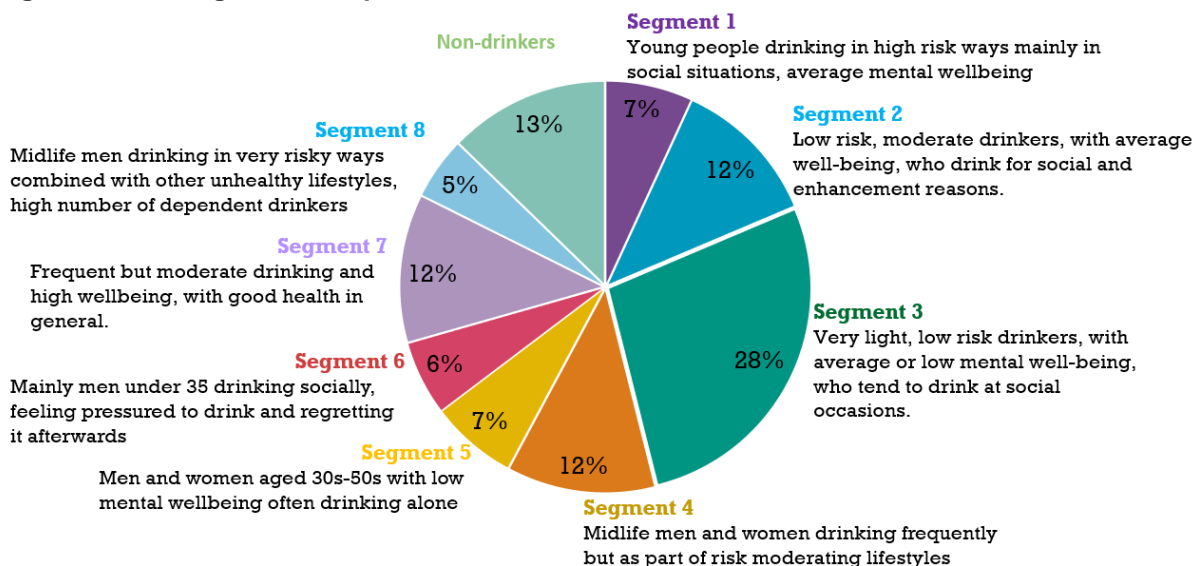


Drinker types

In 2017, Drinkaware developed a new segmentation of UK adult drinkers which identified eight distinct categories of drinkers based on the level of alcohol consumption, their motivations for drinking, typical drinking occasions and perceived likelihood of developing future health problems due to drinking.¹¹ In 2018, these segments were refined. Figure 7 presents an overview of the segmentation from the 2018 Drinkaware Monitor¹² and includes a brief profile of each segment.

All UK-based respondents (n=1,341, 76.5% of the total sample) who completed the segmentation profiling questions were assigned to one of these drinker segments based on their responses. 5.1% of this UK-based sample said that they “never” drank alcohol.

Figure 7: 2018 segmentation profiles



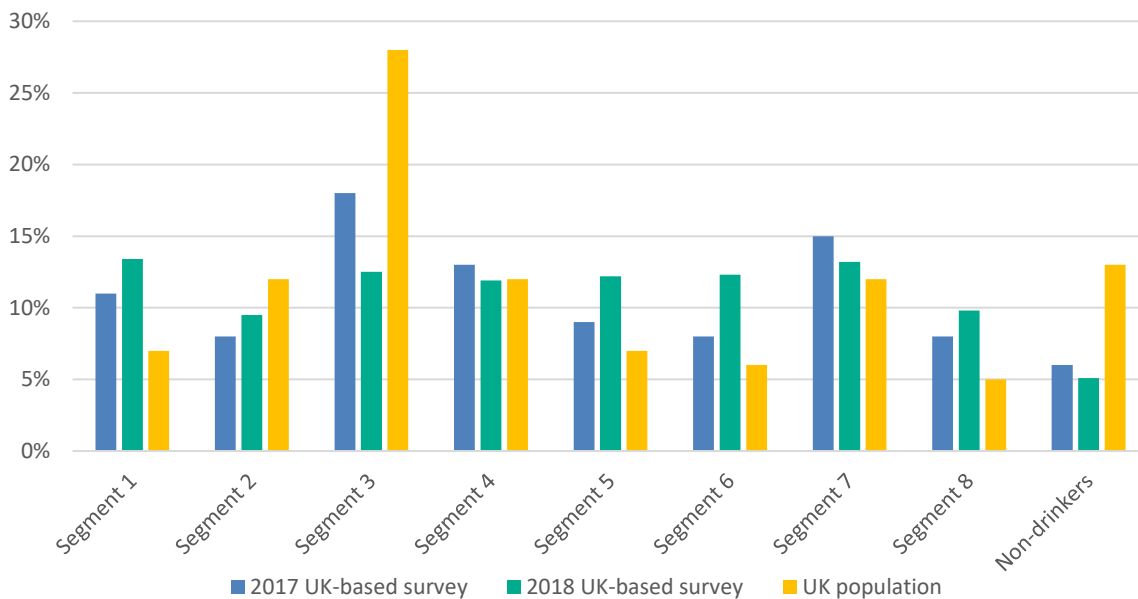
¹¹ Gunstone, B. and Butler, B. (2017). *Drinkaware Monitor 2017: UK adult drinkers' behaviours and attitudes*. London: YouGov and Drinkaware.

¹² 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.

Figure 8 presents the segmentation profiles of the 2018 website user survey respondents versus 2017 survey respondents and the population segmentation profiles identified in the 2018 Drinkaware Monitor.¹³ All analysis of segmentation profiles from the website user survey should bear in mind the limitations of a self-selected sample, as well as the inconsistency in data collection between the 2017 and 2018 surveys.

Figure 8: Segmentation profile of UK-based website user survey respondents vs. population segmentation profiles

2017 respondents (n=2,153¹⁴), 2018 respondents (n=1,341¹⁵), UK population 2018 (n=8,906¹⁶)



The segmentation profiles of visitors to the website would not be expected to reflect the broader UK population, as not all segments are targeted equally by Drinkaware campaigns. Those segments that are over- and underrepresented in the survey sample can provide an indication of whether specific segments targeted by Drinkaware campaigns are finding their way to the website.

Compared to the UK population, Segments 1 (13.4% vs 7%), 5 (12.2% vs 7%), 6 (12.3% vs 6%) and 8 (9.8% vs 5%) are overrepresented in the survey sample, while Segments 2 (9.5% vs 12%) and 3 (12.5% vs 28%), as well as non-drinkers (5.1% vs 13%) are underrepresented. The remaining two segments (4 and 7) mirror the population level segment proportions closely.

The overrepresentation of Segment 1 could reflect their higher level of drinking, whereas the overrepresentation of Segment 8 (comprised older age groups and the most risky segment of drinkers) could reflect their awareness of having a higher support need. The high 'readiness-to-change' score of Segments 5 and 6 could explain their overrepresentation, with the Drinkaware website forming part of their coping strategy. In contrast, the underrepresentation

¹³ 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

¹⁴ Figures derived from Drinkaware Website User Survey Feedback 2017.

¹⁵ Unable to assign segments to 411 cases due to incomplete data.

¹⁶ Sample taken from the Drinkaware Monitor 2018.

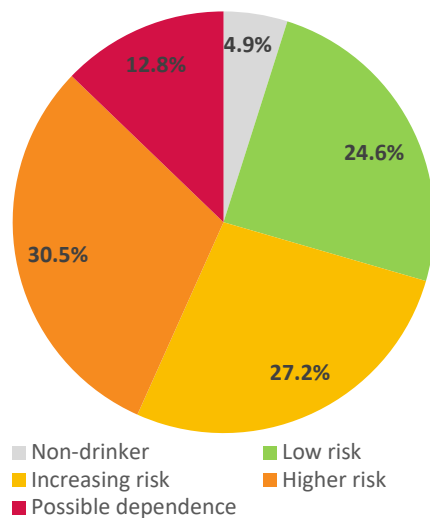
of Segments 2, 3 and non-drinkers could reflect their low level of drinking/abstention, as they may have less need to visit the website.

Compared to the 2017 survey, the proportion of respondents categorised as Segments 1, 2, 5, 6, and 8 all increased in the 2018 survey, with a lower proportion of respondents from Segments 3, 4, 7 and non-drinkers. This may indicate better targeting of Drinkaware campaigns.

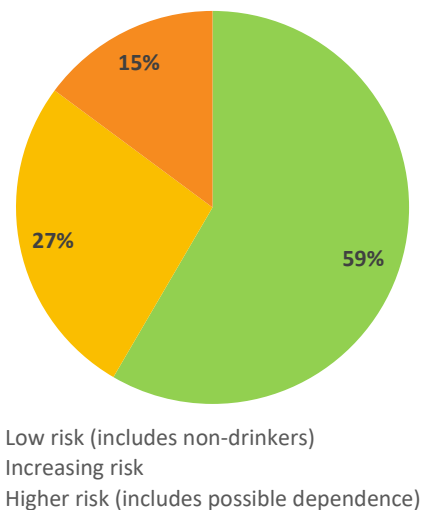
Harmful drinking levels

As illustrated in Figure 9, there is a discrepancy between the harmful drinking levels, based on AUDIT-C scores, of the 2018 survey sample and those that would be expected in the general population (as derived from the 2018 Drinkaware Monitor¹⁷).

Figure 9. Audit-C Categories
Survey Sample



UK adults aged 18-85
(2018 Drinkaware Monitor)



The AUDIT-C is a three-item alcohol screening tool that can help identify harmful drinking. Scored on a scale from 0-12, a score of 0 to 4 indicates 'low risk', 5 to 7 indicates 'increasing risk', 8 to 10 indicates 'higher risk', and 11 to 12 indicates 'possible dependence'.¹⁸ Website user survey respondents comprise a higher proportion of 'higher risk' and 'possible dependence' drinkers, and almost half the proportion of non/low risk drinkers. This finding may indicate that the Drinkaware website is attracting targeted users.

Awareness of Drinkaware

Respondents were asked whether they had heard of Drinkaware before visiting the website. Just under three-quarters of respondents (73.5%) had previously heard of Drinkaware, with just under one-quarter (22.9%) stating that they had not heard of Drinkaware before visiting the website (Figure 10).

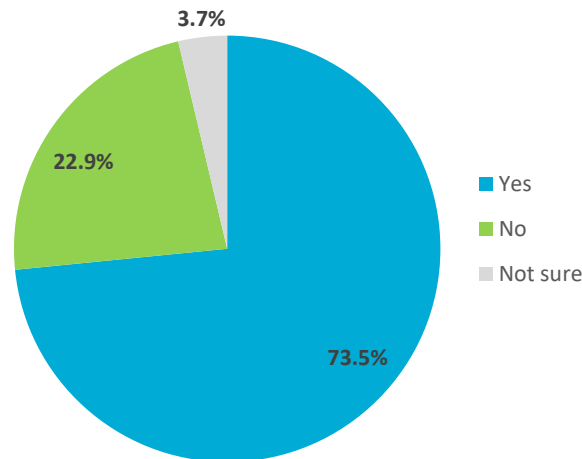
¹⁷ Gunstone, B., Piggott, L., Butler, B., Appleton, A. and Larsen, J. (2018) *Drinking behaviours and moderation among UK adults: Findings from Drinkaware Monitor 2018*. London: YouGov and Drinkaware.

¹⁸ Guidelines can be viewed at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/684826/Alcohol_use_disorders_identification_test_for_consumption_AUDIT_C.pdf

Note: Participants with a score of zero on every question in the AUDIT-C have been categorised as 'non-drinkers'

Figure 10. Proportion of respondents that had heard of Drinkaware

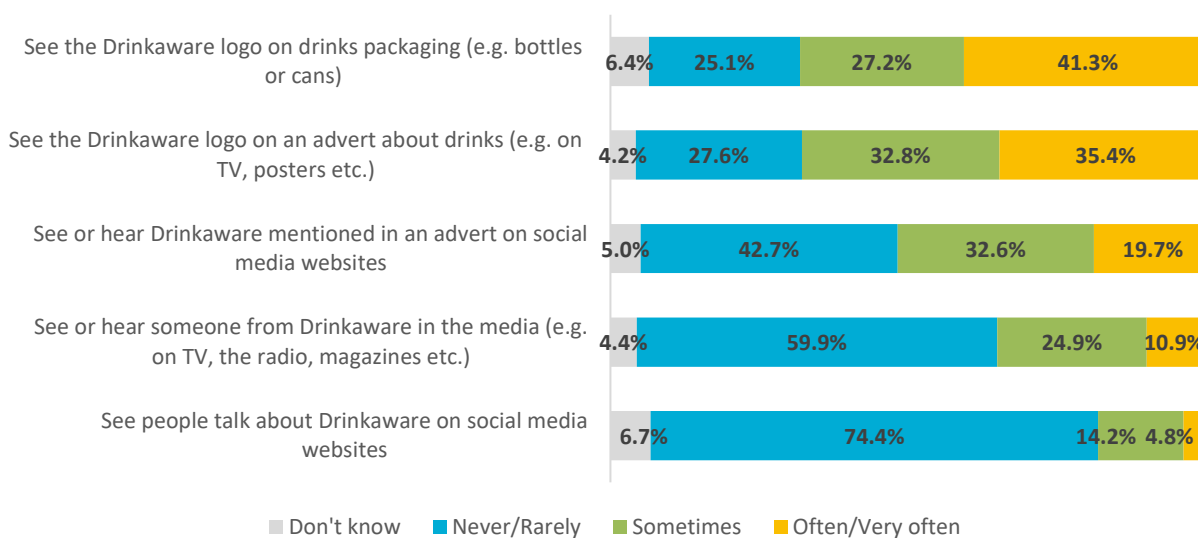


Respondents who had heard of Drinkaware before completing the survey were asked ‘How often, if at all, do you tend to do each of the following?’

- See the Drinkaware logo on an advert about drinks (e.g. on TV, posters etc.).
- See the Drinkaware logo on drinks packaging (e.g. bottles or cans).
- See people talk about Drinkaware on social media websites.
- See or hear Drinkaware mentioned in an advert on social media websites.
- See or hear someone from Drinkaware in the media (e.g. on TV, the radio, magazines).

Results are presented in Figure 11 below. Respondents were most often likely to have heard of Drinkaware from ‘seeing the Drinkaware logo on drinks packaging’ (41.3%) or ‘on an advert about drinks’ (35.4%). Respondents were least likely to see Drinkaware on social media, with only 19% of respondents selecting ‘sometimes’ or ‘often/very often’ for this option.

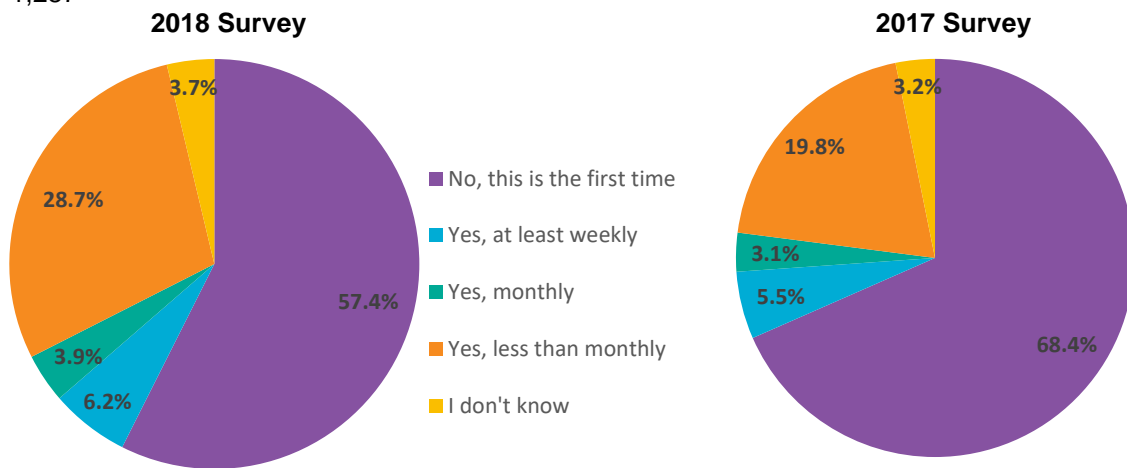
Figure 11. Awareness of Drinkaware (n=1,752)



Frequency of visit

Comparing 2017 and 2018 survey respondents' frequency of visits to the Drinkaware website (Figure 12), demonstrates that there has been an increase in the proportion of respondents who have visited the website more than once. Indeed, 2018 had a lower proportion of 'first time' visitors (57.4%), compared to 2017 survey respondents (68.4%), with a higher proportion of survey respondents visiting the website on a 'less than monthly' basis (28.7% compared to 19.8%).

Figure 12: Distribution of answers to, "Have you visited the Drinkaware website before?"
n=1,287



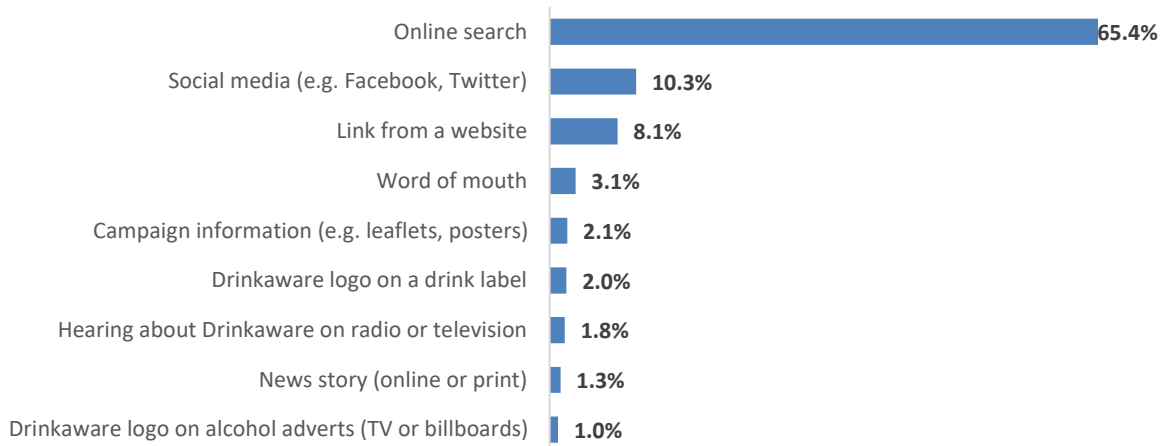
Google Analytics data indicates that approximately 83% of sessions on the Drinkaware website in 2018 were from 'new users' (i.e. those accessing the website from a single device/browser within a 24-month period),¹⁹ suggesting that 'returning visitors' are overrepresented in the survey sample.

Respondents path to the Drinkaware website

Respondents primarily visit the Drinkaware website via an online search (65.2%), followed by social media (10.3%) and a link from website (8.1%) (Figure 13). Website users are much less likely to visit the website through word of mouth (3.1%), campaign information (2.1%), logos on drink labels (2.0%), or other advertisements (e.g. radio and television, 1.8%; news story, 1.3%; alcohol adverts, 1.0%).

¹⁹ This is based on the definition of "new visitors" in Google Analytics. If someone has visited the Drinkaware website within the past two years and returns on the same device/browser, they are "return visitors" in Google Analytics. If it has been more than two years, or if they return on another device/browser, they will be marked as "new visitors".

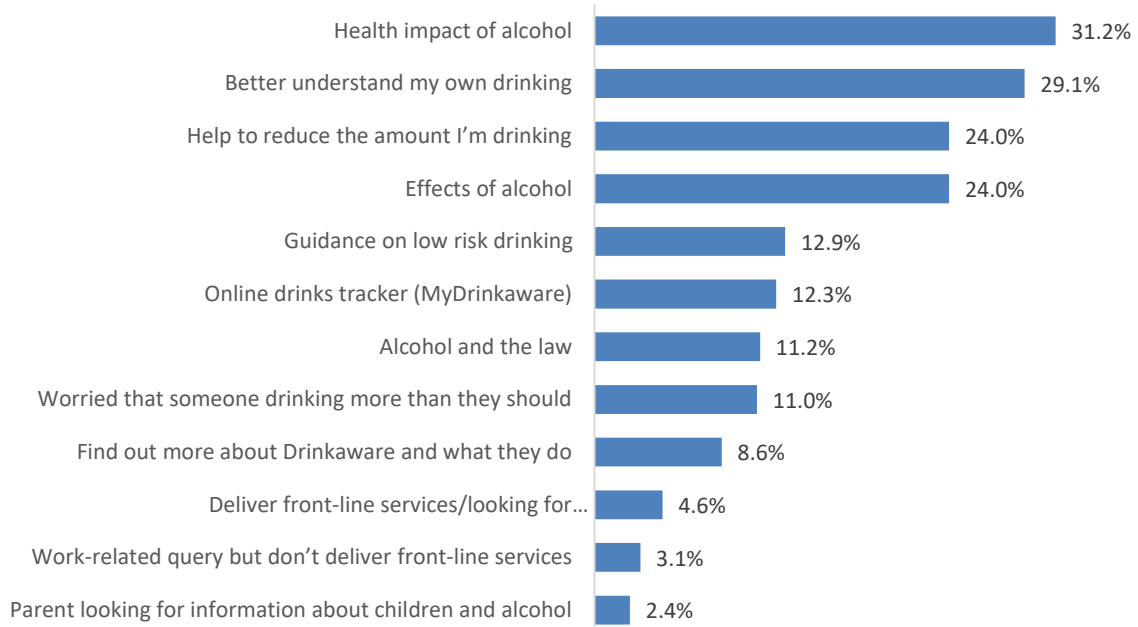
Figure 13. Paths to the Drinkaware website (n=1,752)



Reasons for visiting the Drinkaware website

Respondents were asked why they were visiting the Drinkaware website on this occasion, being presented with multiple response options (as they may have more than one reason for visiting). As illustrated in Figure 14, the most common reasons for visiting the Drinkaware website are “to find out about the health impact of alcohol” (31.2%), “to better understand my own drinking” (29.1%), “to find out about the effects of alcohol” (24.0%), and “to get help to reduce the amount I’m drinking” (24.0%).

Figure 14: Reason for visiting the Drinkaware website (n=1,752)



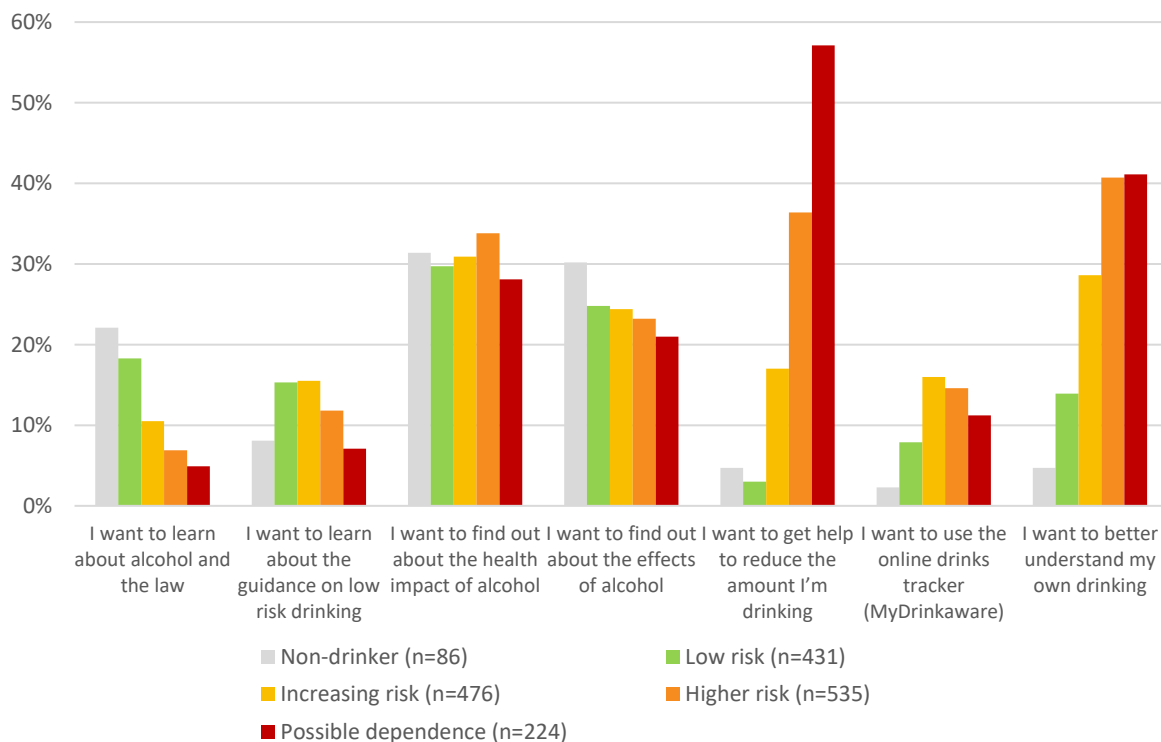
The proportion of respondents visiting the website for these reasons has remained broadly the same since 2016 (Table 5).

Table 5: Top reasons given for visiting the website by respondents, 2016 – 2018

	2016 (n=4,110)	2017 (n=3,722)	2018 (n=1,752)
I want to better understand my own drinking	28%	29%	29%
I want to find out about the health impact of alcohol	29%	28%	31%
I want to find out about the effects of alcohol	21%	22%	24%
I want to get help to reduce the amount I'm drinking	23%	20%	24%

Figure 15 presents the reasons for visiting the Drinkaware website according to respondents' AUDIT-C Score.²⁰ As could be expected, respondents with lower risk scores visited the website for more informational purposes (e.g. to learn about 'alcohol and law', the 'health impact of alcohol', and 'effects of alcohol'), whereas respondents with higher risk scores visited the website to understand, track and reduce the amount they drink. Such findings would indicate that individuals targeted by Drinkaware campaigns are finding their way to the website to help them cut back.

Figure 15. Reasons for visiting the Drinkaware website by AUDIT-C



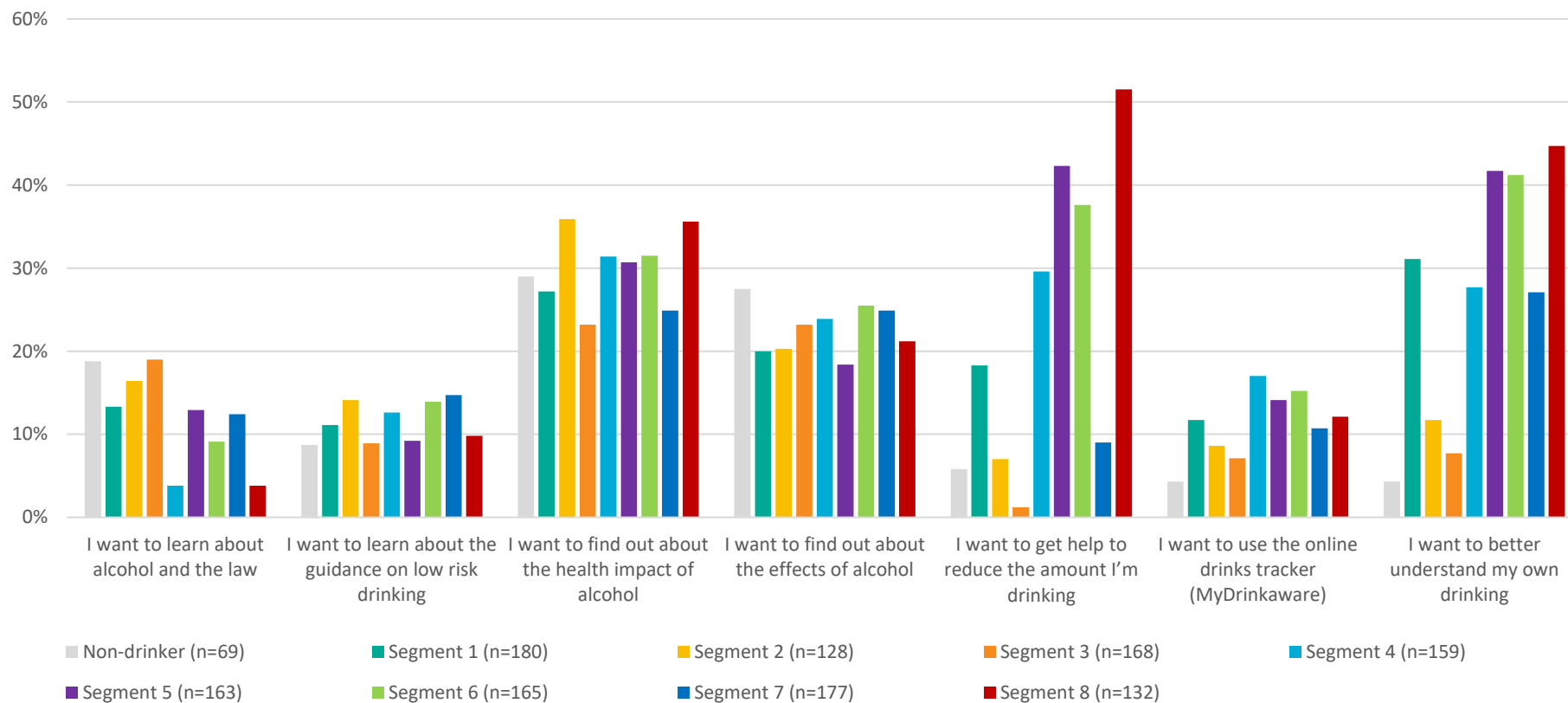
When presented by segmentation (Figure 16), the reasons for visiting the Drinkaware website display a similar distribution to respondents' AUDIT-C scores. Specifically, the segments that routinely and heavily drink (Segments 4, 5, and 8), or exhibit risky drinking behaviour (Segment 1 and 6) cite visiting the website to help them understand or reduce the amount

²⁰ Note: respondents could select more than one answer.

they are drinking. By contrast, segments consisting of light (Segment 3) and moderate drinkers (Segment 2) visit the website for more informational purposes.

Across segments, respondents visit the website to learn about the 'health impact of alcohol', followed by the 'effects of alcohol'.

Figure 16. Reasons for visit by segmentation²¹

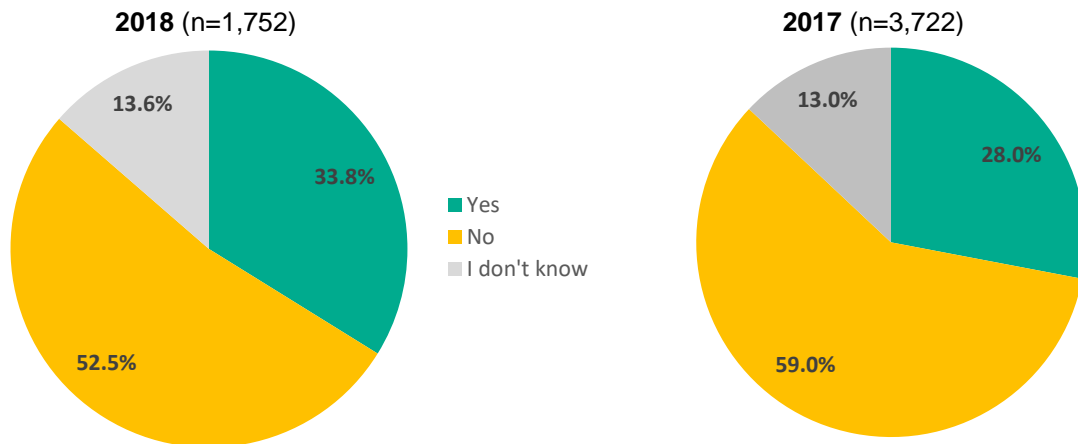


²¹ Note: respondents could select more than one answer.

Looking for specific information

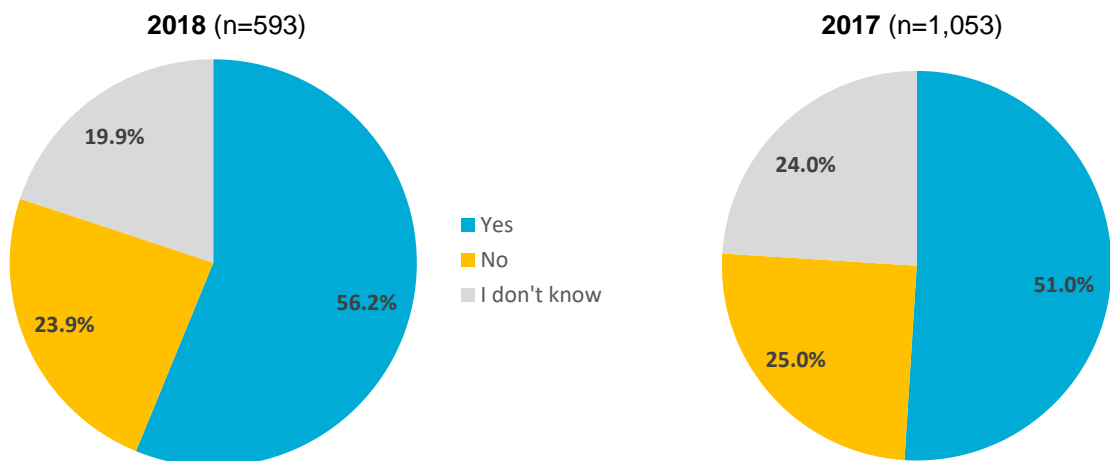
Respondents were asked if they were visiting the Drinkaware website to look for specific information. Overall, approximately one-third (33.8%) of respondents said that they were looking for specific information, compared to 28.0% of respondents in 2017 (Figure 17).

Figure 17: Were you looking for something more specific?



Of those who said that they were looking for something specific, over half (56.2%) said that they found what they were looking for (Figure 18), just under one-quarter (23.9%) said that they did not find what they were looking for and the remaining fifth of respondents (19.9%) said that they did not know. Compared to 2017, a higher proportion of respondents were able to locate the information they were looking for in 2018 (56.2% compared to 51.0%).

Figure 18: Did you successfully find what you were looking for?

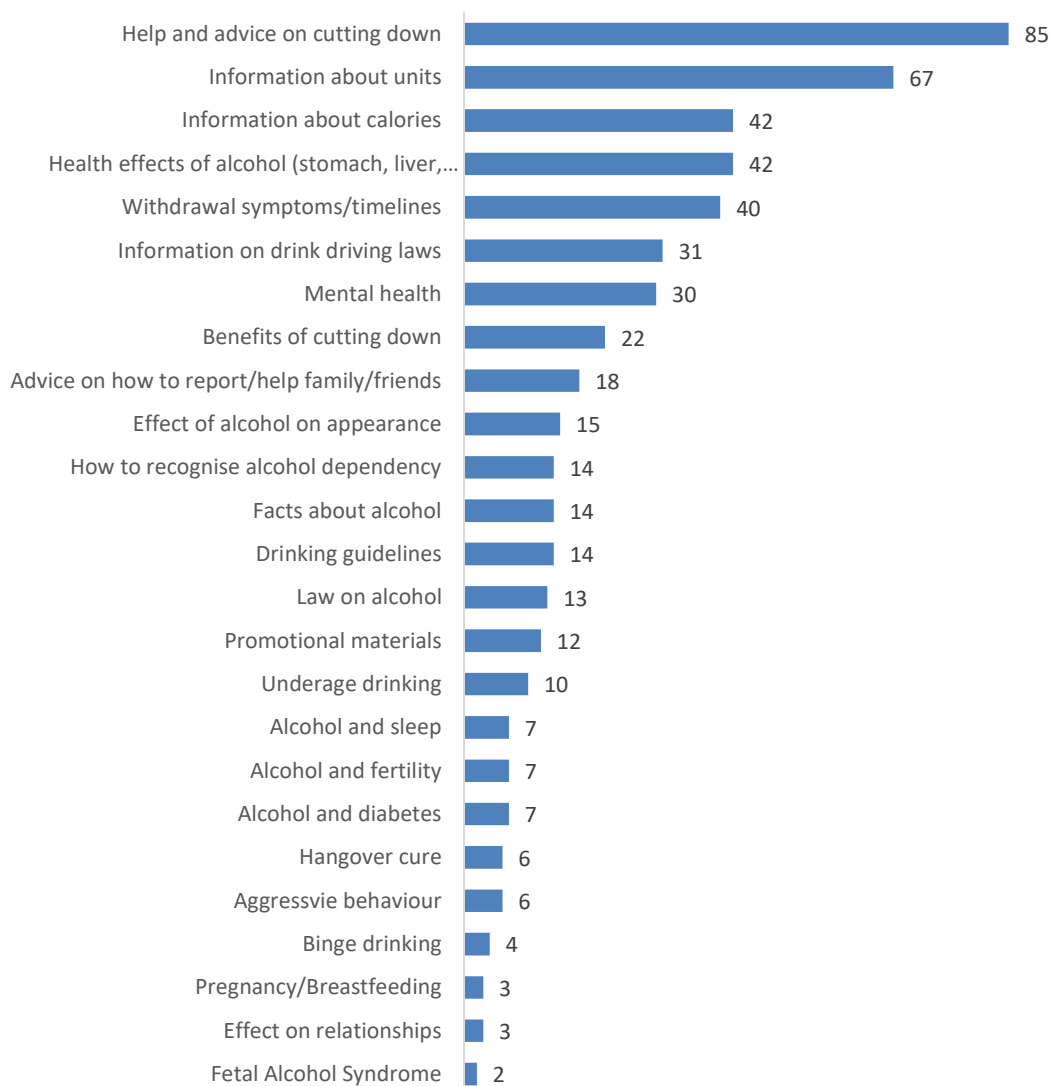


Those respondents who said that they were looking for something specific were asked what it was they were specifically looking for. Open text responses were coded thematically. Of 594²² respondents who said that they were looking for something specific, the coded responses are presented in Figure 19.

²² 514 responses were coded.

The top five information categories were ‘help and advice on cutting down’ (n=85), ‘information about units’ (n=67), ‘information about calories’ (n=42), ‘health effects of alcohol’ (n=42), and ‘withdrawal symptoms/timeline’ (n=40). Open-text responses for the latter category, ‘withdrawal symptoms/timeline’ also tied into the ‘help and advice on cutting down’ (n=85) and ‘benefits of cutting down’ (n=22) categories. Specifically, respondents were seeking a timeline of effects following a reduction/abstention in alcohol consumption, such as when they were likely to see/experience health benefits, at what point the effects of withdrawal would pass, and more generally, a guide that they could refer to in order to keep them from returning to alcohol.

Figure 19. Specific information (n=514)



Of the respondents who were looking for something specific, 56.2% (n=333) said that they had found what they were looking for, 23.9% (n=142) said they did not, and approximately one-fifth of respondents (19.9%, n=118) selected “I don’t know”.

For those respondents who stated they were looking for something specific, but also that they could not find it, the top categories were:

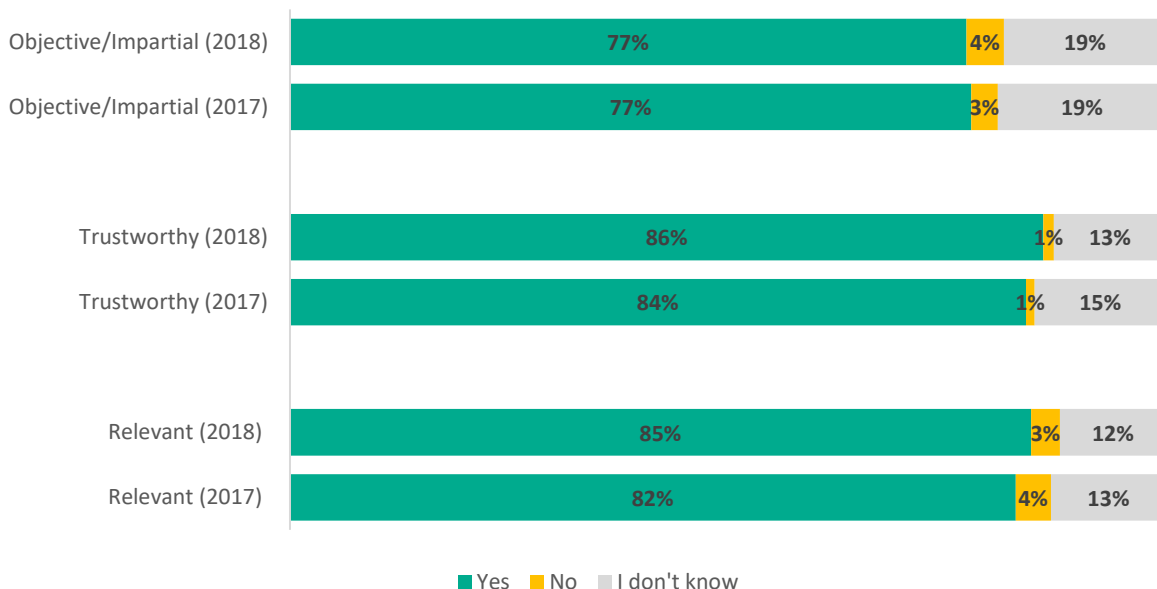
1. Help and advice on cutting down (n=27)
2. Information about units (n=13)
3. Health effects of alcohol (n=12)
4. Withdrawal symptoms/timeline (n=9)
5. Information on drink driving laws (n=9)
6. Advice on how to help/report family/friends (n=7)
7. Information about calories (n=7)

This would indicate that there is not a single issue or piece of content that is missing from Drinkaware website, but instead, a small number of visitors who have not been able to find information across a range of topic areas. Note: respondents who could not find information on units and calories were primarily looking for the information in relation to specific drinks.

Relevance, trustworthiness, and objectivity and impartiality

All respondents were asked how relevant, trustworthy, and objective/impartial they found the information on the Drinkaware website. Three-quarters of respondents (77%) said that the information on the website was objective/impartial, 85% found the information relevant and 86% said it was trustworthy (Figure 20). These findings are broadly similar to findings from the 2017 website user survey, with slight increases in the proportion of respondents that found the information trustworthy and relevant.

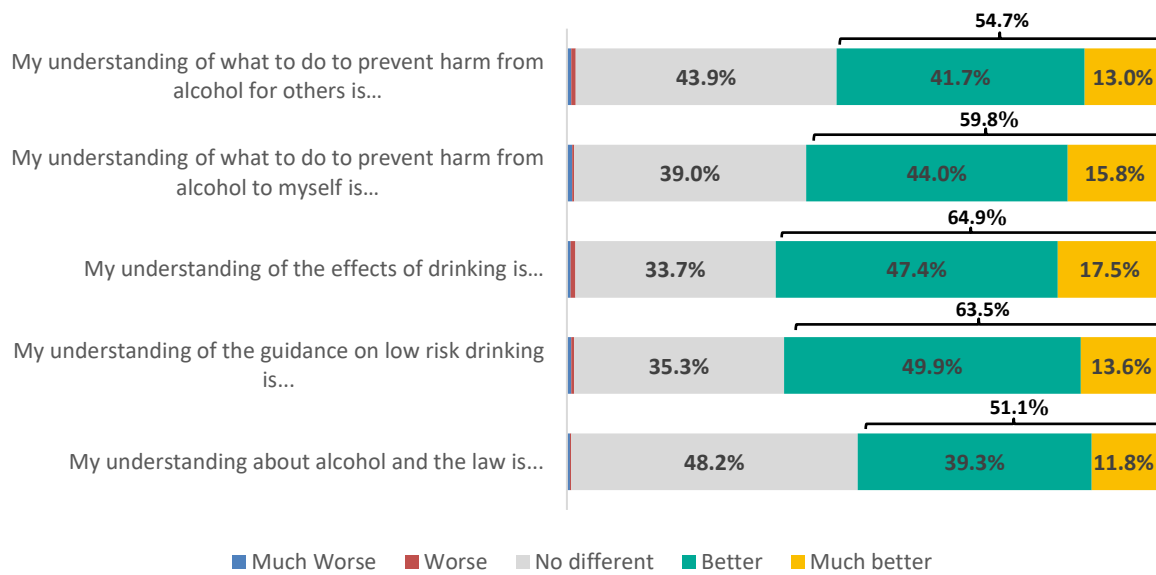
Figure 20: Do respondents think the information on the Drinkaware website is relevant, trustworthy, and objective and impartial? 2017 (n=3,722), 2018 (n=1,752)



Change in understanding

All respondents were asked a series of questions to assess if they perceived their understanding of a range of topics to have changed following their visit to the Drinkaware website. Respondents were asked to rate their change in understanding using a 'Much Worse' to 'Much Better' five-point scale (Figure 21).

Figure 21: Change in understanding (n=1,752)

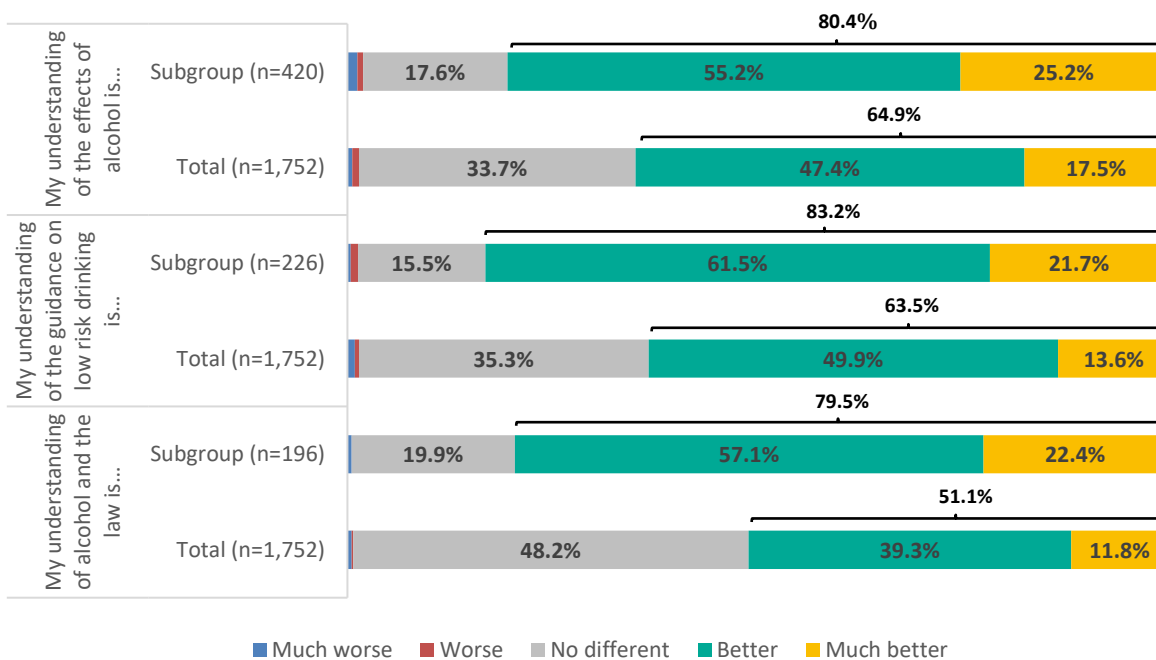


Few respondents stated that their understanding was worse following their visit to the website. Instead, more than half of respondents stated that they had either a 'better' or 'much better' understanding of each topic. The largest change in respondents understanding was in relation to the 'effects of drinking' (64.9%) and 'guidance on low risk drinking' (63.5%).

Understanding of those looking for specific information

Among respondents that were looking for specific information on 'alcohol and law', 'guidance on low risk drinking guidelines' and 'the effects of alcohol', the majority of respondents stated that their understanding was either 'Better' or 'Much Better' (Figure 22).

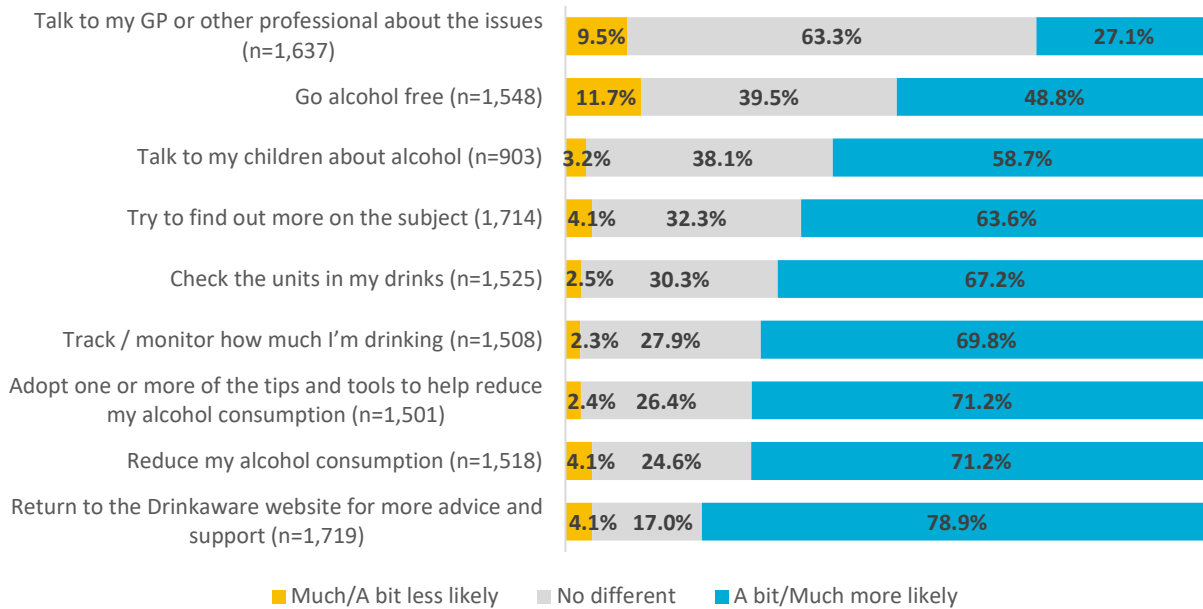
Figure 22. Change in understanding of those looking for specific information



Potential wider impact of visiting the Drinkaware website

All respondents were asked which of a list of actions they would be more or less likely to do after having visited the Drinkaware website (Figure 23).

Figure 23: Impact of visiting the Drinkaware website

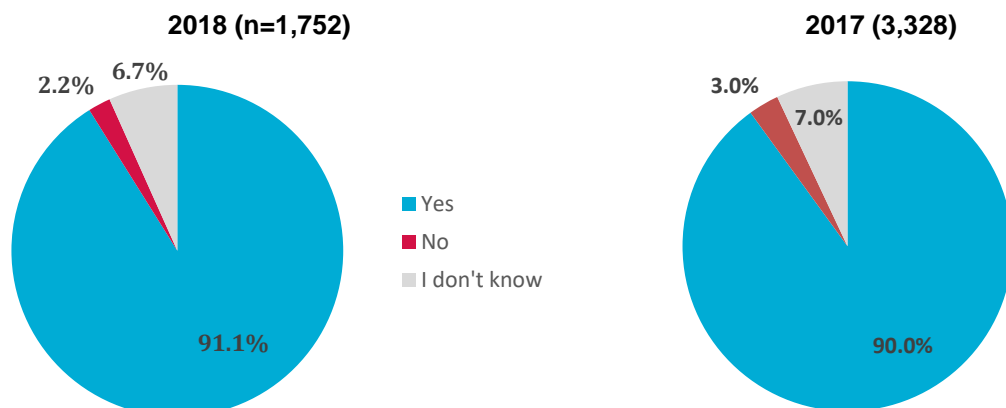


The most common action following a visit to the Drinkaware website was to ‘return to the website for more advice and support’ (78.9%), followed by ‘reducing alcohol consumption’ (71.2%), ‘adopting tips and tools’ (71.2%), and ‘tracking/monitoring drinking’ (69.8%). Respondents were least likely to state that a visit to the website would encourage them to ‘talk to their GP/other health professional about drinking’ (27.1%)

Recommending the website to family and friends

Respondents were asked if they would recommend the Drinkaware website to friends or family in the future. Just over nine in ten respondents (91.1%) would recommend the website—a figure that has remained the same since 2017 (Figure 24).

Figure 24. Recommending Drinkaware website to family and friends



Qualitative Feedback

Respondents were asked if they had any additional feedback regarding the website, and a third (32%, n=557) provided this. These responses were coded thematically and all the critical or negative ones are presented in Appendix B.²³ Feedback could be categorised into four overarching themes:

1. Tools
2. Content
3. Presentation
4. Positive comments

(1) Tools

By far the most common comment regarding website tools was a call to increase their reliability. Quite a number of respondents experienced 'glitches', such as links not working, pages not loading, difficulties of logging in (and staying logged in), 404 errors, and syncing issues between devices. This was followed by a call to add more drinks to the tracker, specifically, making drinks customisable – allowing users an option to input their own % ALC to more accurately track units consumed and to accommodate more 'craft' drinks. There were also comments suggesting more guidance and encouragement within the tools when approaching or progressing towards a goal.

(2) Content

The most common comment was a recommendation to include testimonials, case studies or blogs from relatable people that have managed to cut down their drinking, including how they did it. Respondents also sought advice for partners/friends/family members on how to help loved ones cut down their drinking, how to identify whether someone has an alcohol problem, and how to deal with someone in denial about their own drinking. Respondents also commented on the usefulness of having some sort of timeline or infographic on what they could expect during the process of cutting down/abstaining from alcohol.

(3) Presentation

Respondents recommended less text and more visuals.

(4) Positive comments

A significant proportion of the feedback received (31%, n=172) was exclusively positive, highlighting the friendly and non-judgemental tone of the website, as well as the ease of finding information. A selection of comments are provided below.

1. Brilliant website packed with information on drinking the risks the laws etc.
2. Clear, informative website with great layout. Doesn't feel "preachy" or condescending. A great resource.
3. DRINK AWARE IS A GREAT SITE, & A GREAT SERVICE SO MUCH INFORMATION & HELP WITH MY DRINKING HABITS! THANK YOU DRINK AWARE!
4. Drinkaware website is great and thoroughly helpful. I feel educated after my visit to the website.
5. Friendly and non-judgmental.

²³ Appendix does not include positive comments for space reasons.

6. I feel that this is a reliable source of information. One that I can trust.
7. I found the information to be objective and impartial and feel that it offers clear and simple guidance on how to reduce intake.
8. I like this site as it is easy to use and presented in a way which informs not judges.
9. I think it is a great and appropriate website for those seeking help. Drinkaware often springs to my mind when I think about what help and support services are out there. Even just for general knowledge it is good to know.
10. I think it is a very good looking, smart, well-functioning website. It has all the information you expect to be on there available. No complaints!
11. I think it's great that the website is so factual and non-judgemental.
12. It is a really useful source of information presented in an accessible way.
13. It is easy to use and doesn't use jargon. It will appeal to everyone.
14. It is non-judgmental. Which I like very much.
15. It was very quick and easy for me to find the info I needed and more.
16. Keep going with the great tips the app helped me to realise how many calories I was consuming.
17. Keep up the good work. It is an excellent resource that has helped me cut down on my drinking.
18. I think that it is a great, clearly laid out and informative website
19. Would just like to say that it is very good - informative, clear, non-judgmental, encouraging - easy to use site where you can move around using links.
20. Very easy to navigate and user friendly. Lots of useful information and common questions answered.
21. You can find relevant information easily, it is objectively and clearly presented.
22. Very informative free site. Has made my mind up for me about my intake of alcohol and educated me further about giving drinking up.

Discussion

Review of respondent profiles, such as segmentation and AUDIT-C scores, suggest that individuals targeted by Drinkaware messaging and campaigns are finding their way to the website, and that this has increased compared to the 2017 survey.

Regarding reputation, just under three-quarters of respondents had previously heard of Drinkaware, with respondents most often likely to have heard of Drinkaware from 'seeing the Drinkaware logo on drinks packaging' or 'on an advert about drinks'.

Compared to 2017, there was a lower proportion of 'first time' visitors to the website, suggesting users are finding reasons to return to the website. The most common path to the website was via an online search, with two-thirds of respondents selecting this option.

The most common reasons for visiting the website among respondents was "to find out about the health impact of alcohol", "to better understand my own drinking", and "to find out about the effects of alcohol", with approximately one-third of respondents selecting each of these options—figures that have remained the consistent since 2016. While few gender differences exist in the reasons that brought respondents to the website, there were several age differences. Specifically, respondents aged 'under 18' and 18-24 were far more likely to visit the website for information about 'alcohol and the law' than other age groups, and middle-age groups (35-64) were more likely to visit the website for 'help in reducing the amount they drink', compared other age groups.

Reasons behind visiting the website also varied according to AUDIT-C and segmentation scores, with respondents in riskier drinking segments and higher AUDIT-C scores visiting the website to understand, track and reduce the amount they drink, and less risky drinkers and lower AUDIT-C scores visiting for more informational purposes—findings which, again, indicate that individuals targeted by Drinkaware messaging are finding their way to the website to help them cut back.

Around one-third of respondents came to the website looking for specific information, which according to open-text feedback, was primarily for ‘help and advice on cutting down’, and ‘information about units’. Of respondents looking for specific information, over half were able to locate the information that they were looking for.

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

Regarding the wider impact of visiting the Drinkaware website, respondents were most likely to state that they would ‘return to the Drinkaware website for more advice and support’, ‘reduce alcohol consumption’, ‘adopt one or more of the tips and tools to help reduce alcohol consumption’ and ‘track/monitor drinking’.

Qualitative feedback from open-text responses suggest several areas of improvement for Drinkaware tools, and website content and presentation. Specifically, to increase the reliability and drink options of tools, and to improve content by providing testimonials, case studies or blogs from relatable people that have managed to cut down their drinking. Positive comments from respondents emphasise the friendly and non-judgemental tone of the website.

Overall, findings would suggest that visitors to the website have a positive experience with a large majority of respondents stating that information was relevant, trustworthy and objective/impartial. Moreover, nine-in-ten respondents would recommend the website to friends or family who wanted to find out more about alcohol in the future.

Appendix A: Dealing with 'I don't know' answers

Answer options for some questions include an 'I don't know' response. During the preliminary analysis the 'I don't know' data is reported alongside the data with the 'I don't know' figures excluded. On secondary analysis inclusion of 'I don't know' data depends on whether it adds value to the response. According to a review of best practice conducted for the Edinburgh People's Survey (2011)²⁴, 'I don't know' responses should always be included when asked for the public's opinion, however should be reported on depending on the context, thus there are several questions that need to be considered before we analyse this data:

- **'I don't know' is a meaningful answer to the question.**
Always report 'I don't know' responses
"Thinking about your alcohol consumption, how likely or not do you think it is that you would have increased health problems in the future if you continue to drink at your current level?" the answer 'I don't know' is an answer that bears weighting itself, and without it the data would not represent those who actually do not know, which is just as important to record.
- **Not opinion-related - When respondents do not have enough information to accurately answer.**
Exclude 'I don't know' responses from the analysis
"Did you successfully find [topic] on our website?" the 'I don't know' answer here is likely to be chosen when the survey is presented to those who have not looked through the website yet. In this case, reporting the 'I don't know' is meaningless because the person has not had the opportunity to find the topic on the site. These responses should be excluded to accurately represent the respondents' answers to this question.
- **Opinion-related - When respondents do not have enough information to accurately answer.**
Report both 'I don't know' responses and data without the 'I don't know' responses
"Did you find the information relevant/trustworthy..." The answer could represent a true lack of knowledge of the answer to this question, so it should be reported firstly. However, when trying to find meaningful results from this question, the data is also reported without the 'I don't know' response. This demonstrates that out of those who have an opinion on this question, X% said 'yes', this would be an accurate representation of the data.

²⁴ Turley, M. (2011) Edinburgh People's Survey – treatment of 'don't know' and neutral responses, the City of Edinburgh Council. [Online] Available at: http://www.edinburgh.gov.uk/download/meetings/id/33314/item_no_8-edinburgh_peoples_survey-treatment_of_dont_know_and_neutral_responses [Accessed 2 March 2018]

Appendix B: Qualitative Feedback

Theme	Feedback
Tools	<ol style="list-style-type: none"> 1. Add more drinks to the tracker and add generic drinks to cover alcohol percentage options 2. branded drinks volumes are not always accurate but otherwise tracker is great 3. Bring back the original line graph from years ago. Much more useful than what there is now - which today is absolutely nothing, for some reason! Why does it say "Oops, something has gone wrong"?! 4. Bring the app to the USA 5. Drinkaware tracker could use a 'custom drink' feature, where user could give alcohol percentage and amount of a drink that he drank. 6. Even though I wanted to use the tracker I could not because it was 'not there'. Please make it more reliable. More/better tools to help with reviewing drinking trends would be helpful. I aim to reduce my drinking continuously and it is not as easy as it might be to monitor this. 7. I am a UX architect so I have some professional views on my personal experience using the calculator. 1) It would be useful to see a live total of units as you enter drinks rather than having to go to a second screen because there are people like me who want to experiment with entering different drinks to plan the right balance, rather than having to go to a ta-da! second screen 2) The calculator does not have the option to enter lower alcohol alternatives such as a lager shandy or wine spritzer. Again as someone who knows my units I want to plan who to decrease them and this option would allow me to see the impact of replacing a proportion of my regular pints with shandys. In summary there are 2 types of users for a calculator, people who want to find out where there stand and those who know where they stand and want to experiment with ways to reduce their units. The calculator doesn't really cater for the latter. 8. I do think the tracker should be more widely advertised as it is a great way to see how much you are drinking and does help you reduce intake 9. I find it extremely useful for calorie information, I am not overweight but would like to lose a stone. It also serves as a "guilt trip" monitor if you are absolutely honest with your log. It is easy to not log in when you have exceeded intake of alcohol. As a tool it could as emphasise the need to be honest and enter every day, not as easy to be in denial then. Also if your partner continues to drink, prompts or "reward stars" if you don't would be good, for example Fitbit gives you positive feedback whenever you achieve. 10. I have been tracking my drinking for several years and fine the site very useful. Although sometimes it says the page I am looking for does not exist 11. I recently downloaded a good app to help to be mindful of drinking - that might be useful for lots of people 12. I specifically wanted to use the unit and calorie tracker but the link is broken. Not particularly helpful. 13. I started using a few months back and at first it didn't always register thinks on my tracking tool - or maybe I wasn't pressing the right buttons. It seems fine now. There's a curious mix of drinks in the dropdown menus ... But you can't list everything. Maybe it would be simpler just to have generic drinks with various percentages for alcohol content. 14. I think the drink aware tracker is good when you have been drinking too much it gives signals to explain this is too much but if you have been reducing your alcohol (like I have been) I think it should celebrate this and explain why this is good ..There are many ways this could be done ..Thank you 15. I tried to do the quiz to see how an anonymous person would compare to the rest of the UK, it was difficult to use as half the screen is taken up by the "drink calculator" it wasn't possible to see or read all the text or icons as if you scrolled down it took you to the calculator and did not reveal the rest of the page 16. I use the app on my phone to record my drinking. In the last 3 months I have halved my weekly consumption. The app just gives me a blanket record of

'increasing risk' with no easy way to see the excellent progress I be made. Whilst still using the app to track my drinking, it is disappointing not to receive encouragement or guidance on how to further improve my reducing levels of alcohol intake. I use Fitbit to track my wellness and get lots of feedback, encouragement & guidance when approaching or progression towards goals. All I get from Drinkaware is a reminder and the same repeated message when I exceed my 3 drink limit.

17. I use the Drinkaware app every day and find it very useful
18. I would like to see the tracker graph cover much more time, months even a year
19. It sometimes is very difficult to login
20. it seems to fall over rather often - showing the 'oops, nothing there' page today again on the monitoring page
21. It would be great if you could get the website to sync with the app so that the MyDrinkaware info was readily available in the app too. The reason I don't use the app is because it doesn't update with the info I've entered via the website so I just stick to using the website.
22. It would be handy when using the tracker to be able to type in the alcohol % and volume, as sometimes the exact drink is not listed
23. it's a great website the unit calculator would be improved by allowing various can sizes, e.g. 440mls
24. Make it easy to print out Drinkaware tracking records
25. Mane have a tool to work out units on your drinking days in the progress section?
26. Need an easier link for unit calculator
27. Not all of the drinks which I like are listed, but I can't find the ABV of them. Perhaps a means of inputting the ABV manually for some drinks would help.
28. Really not to sure, maybe a definitive chart on types of all alcohol and their strengths and units to each. Clear labelling on bottles to how many units. I know some wines do this but spirits no
29. Self assessment tool and online chat unavailable.... disappointed
30. The drink tracker is often off line in the mornings, but maybe it crashes?
31. the drinks tracker doesn't seem to be working today.
32. The unit calculator button wasn't working which is why I couldn't find what I needed. Otherwise the website is useful and easy to navigate
33. The unit calculator should have an individual link on the top of the front page
34. the website is extremely glitchy - I've had constant problems using the personal drink tracker, almost every aspect of it malfunctions and I've given up in exasperation a number of times, i.e.: stopped using it altogether - just logging one drink requires multiple attempts and endless patience - i get the impression that the desktop version is being phased out in favour of the smartphone app (?) - if that's the case it would be great if you could direct users to a desktop site that we can use instead (i don't have and don't plan on getting a smartphone; I'm using Firefox on xubuntu and windows 7)
35. The website is often unreliable and very frustrating. Despite ticking the box 'Remember me' I frequently have to sign in again the next day and this is a frustration. If the site cannot remember me why bother having the tick box? Over recent weeks, when trying to access My Dashboard, all that appears is a screen saying "Oops! There's nothing here". Why? Where has it gone? These Oops messages are tedious and rather flippant. If your awful site is offline or inaccessible for another reason, just say so. That way users will understand and be patient. Bad communications.
36. To fix the link to the calorie counter
37. unable to check units in drink which was why I went to site
38. Unit tracker is showing error 404
39. Website is fine but doesn't always have information about specific drinks so can't know how to enter them on the tracker. Very very frustrating using the tracker to the point when I have given up
40. When I clicked on the units of alcohol link it said Sorry, cannot find this link.... So I didn't bother looking at anything else! Quite disappointing really

41. When I try and log in the site regularly reports that the page I want can't be found. When I've tried to contact you in the past I've never had any response - I'd appreciate a reply to this if only because it would show that someone is reading what I write.
42. When you save it to your bookmarks in Firefox (on desktop), it saves the date. So you can't really bookmark it and come back everyday, it's like Groundhog Day. I have to retype it every time. It's not a huge problem but it makes it that little bit harder for people. Also I don't like the rolling last 28 days as if I am trying to compare month-to-month it keeps changing. For example, I know I had a bad December, but as I've not drunk much in January, it looks a lot better as the last 28 days includes to dry weeks. That will then go up again on the 1st Feb, as the whole of December becomes one 28 day period and will then start coming down again. It makes no sense...
43. Why does my Drink aware programme not sync with my app on my phone? I am using the same e mail address and password. I contacted you last year on the same subject - not even an acknowledgement - Inspiring confidence ??? i
44. Why does the online drinks tracker not work all the time. Again today I get the message I'm looking for something that is not there.
45. Would like to be able to print out Drinktracker Records easily.
46. Yes it regularly crashes with the message 'oops nothing there'
47. Yes. Please try to upgrade the online drink tracker with other features. For example annual reports of drinks consumed with details related to number of days with and without alcohol, comparison with other years, tools that could find patterns in drinking etc.
48. You need to alter the dashboard tracker to allow people to input their own % alc ABVs to more accurately track units consumed. I know a lot of people who frequently drink 'craft' beers where the alcohol level is 10% 11% or more. The difference in units consumed between a 330ml bottle of lager at 4.4% or a 330ml bottle of Belgian beer at 11.5% is significant.
49. You need to update the website with latest drinks - as so dated. For example; create a new section on low / zero alcohol drinks. Likes of Prosecco and modern vodkas (Ciroc) and some Gin are not included.
50. Your Drinkaware app is limited in terms of the brands listed and the ability to calculate units from individual drinks. Very disappointing and frustrating app. Will unfortunately be forced to look for an alternative app elsewhere.
51. Your unit calculator is not accurate enough. Not everyone drinks beer in halves or pints. Nor do they only drink 4 or 5% beer. I might drink 200ml of 6.7% beer then 250ml of 8% beer and I want a more accurate figure of how many units I have consumed. I have made my own spreadsheet which I can enter the ml and ABV in order to calculate the units for this reason. This has successfully helped me reduce my drinking - which using various apps over the past year has not. Now I want to add calorie information to my spreadsheet but I can't find a formula to do it.

Content

1. A better impact statement about drunk drivers
2. A small quiz that would allow people to gauge whether they were suffering from alcohol related addiction/Withdrawal symptoms
3. Add Canadian beers and wines and Canadian measurements And how about Baileys and Brandy etc?
4. Add links or practical tools to help with anxiety and stress
5. Amounts that are the safest to drink and alternatives
6. As many times before I have suggested it should include the full range of low alcohol drinks. I use at least twelve brands to help me enjoy healthy drinking and yet only two or three feature on this website. I believe low alcohol is key in reduction. The website is a means of monitoring the success of cutting down over time but it does not show enough low alcohol brands to encourage users to intersperse low alcohol with normal.

7. As someone who doesn't drink at all I expected some clarity as to which spirits were worse than others due to their content but couldn't find anything like that
8. Before & after photos of people who used to drink & have now stopped
9. Case studies of people we can relate to. Real stories
10. compare UK alcohol safe limits with other countries
11. explain why alcohol effects health, I was looking up blood pressure, but the site just says alcohol can increase BP, but not why
12. First person stories that are positive Age and gender relevant articles
13. Give drink and driving and law info first on website.
14. Give the short term effects but very difficult to find the absorption time scales
15. Have someone online to chat to for help and guidance if financially possible
16. I am actually considering not drinking alcohol at all anymore and was looking for information on how omitting alcohol from my diet would affect my body in the short and long term...a bit like the timeline diagram you often see for stopping smoking "in 1 month you..." etc.
17. I do like how you focus on facts and pure effects. More information of what alcohol abuse actually is You do help destigmatise the use But I would like to see even more so. More highlight and out in social media, on workplaces I, to GP's and in schools of WHY it's not a good idea to let teenagers social drink, that alcohol consumption and school fairs doesn't mix well for future use, more on alcohols negative effect on physical and mental health even in lower levels. Why risks how. I like the information on your website it's great and stays away from judging people but is helpful Keep it up
18. I may have missed it but better guidance on acceptable drinking levels, translated into language that could be understood would be useful.
19. I think it would be a good idea to have other methods of quitting/cutting down E.g. hypnotherapy, Allen Carr's easyway
20. I think it would be good to say if you for example drink 10 pints a week and reduce it to 5 over 2 weeks how much weight you'd lose. I think relating some to weight on first page before logging in would help a lot of people feel motivated to stop mindless habitual drinking.
21. I think that having time marked improvements to your health will help people maintain zero or low alcohol lifestyles. ie after 8 weeks. 16 weeks etc
22. I was looking for a more day to day time scale of what to expect
23. I was looking for something very specific and that may not have been researched fully so I was not disappointed when I could not find he information I was looking for. This would be a good area to research in the future and see how many people are alcohol dependant to control anxiety, nerves and stress and whether switching to a non-alcohol beer helps them with their anxiety issues.
24. I was looking for something very specific as my son is 16 and wondered if he was legally allowed a drink with his meal if he wished to do so... Found what I was looking for so can't really offer any constructive advice regarding the rest of your website.
25. I was specifically looking for help in identifying the signs of someone who may have a drink problem but isn't drinking openly. I couldn't find any information on this.
26. I would have liked more information on how to stop cold turkey and sustain that.
27. I would like a bit more detail about how to stop a loved one from being affected by alcohol and more on how it affects a young body!!! Many thanks xx ;)
28. I would like to see an on-line chat line.
29. I would like to see information on what to expect when someone stops drinking approximate timelines and how you can help them eg vitamins fluids etc and when to get medical help However the sit was well laid out and easy to navigate it also gave information that I was not in possession of before
30. I would of liked to see information about the effects of stopping alcohol straight away without visiting a dr. As i have seen my step brother become very ill with alcohol abuse. And now is having seizures and is on medication. Would it be

the same if i stopped now? Overall a good knowledge has been read on the Drinkaware website

31. If possible show reviews of low alcohol drinks eg price, taste availability.
32. If you could also include a calorific comparison I think it could be helpful to people not wanting to gain or lose weight.
33. It would be useful to have pictures of various strength of alcohol and number of units per pint. I will have to look elsewhere for the number of units of 5%alcohol in a pint
34. Links on some pages do not work correctly. Please run a spellcheck. Lager is spelt as Larger on one page.
35. List more health benefits.
36. Make people understand the effects of drinking to excess and blacking out and forgetting what's happened.
37. MAKE SURE THAT DRINKS ARE QUOTED IN ML and not in fluid ounces... thanks
38. Maybe after the risk test, some advice on how to approach your doctor and the steps forward to cutting down alcohol.
39. Maybe have links to AA websites
40. Maybe the social aspect of drinking. Group pressure, social norms etc. I feel lonely not drinking, is it worth it
41. more articles on how to restore health after being a heavy drinker
42. More blogs from people that have stopped drinking for good
43. More food equivalents examples/calories in alcohol
44. More information about how your body becomes healthier if you stop drinking, eg liver/skin etc
45. More information targeted at women. Make stopping alcohol more appealing
46. More real-life examples. New techniques that I haven't heard before
47. More specific information on certain drinks
48. More tips to reduce cravings. Section in the app for notes /weight would help me to track my mood/cravings and how I dealt with it
49. Need a button to emergency report an active drink driver who is aware of how the law works
50. No clear advice about how to deal with someone who denies that there is a problem? Do I have to just deal with it until they recognise there is a problem or should the family confront them?
51. Not sure if allows for/acknowledges different age range characteristics? Focus is on young people?
52. Not sure if you can provide this given the nature of the site, but it would be useful to understand a grading of how bad drinking is for your health in greater amounts. I find it difficult to keep below recommended limits but don't really understand how bad the amount I drink is to me health relative to national / acceptable levels. A lot of people drink too much (me included) but I don't know whether my drinking is just bad or really bad if that makes sense.
53. Perhaps a specialized list of pros and cons for various types of alcohol, whiskey(malt, blend etc), vodka, gin, wine(white, red, rose, etc)
54. Perhaps tips on what to do instead of drinking alcohol. I've only looked at the website briefly though so this could be on the website already!
55. Possible testimonials from public on how Drinkware has changed their lives
56. Promote calories on alcoholic drinks as per food packaging
57. Some of your statistics could be more up to date. I know it is only just gone 2018 though however, so it is excusable that some of the stats are from 2015/16 as I'm assuming the 2016/17 stats aren't out yet. However there were a few from 2014 on there still which could do with an update. Thanks though! :)
58. Sources could be clearer. I wanted to better understand how the £21bn cost to society was calculated. Source 26 on this page <https://www.drinkaware.co.uk/research/data/consequences/?fbclid=IwAR2JWy20ekrTiGrSrBlitU0RfW-QyHWZVQuNPYXPKGs3SMI6TmYVSPDb6QCc> led to <http://www.ias.org.uk/Alcohol-knowledge-centre/Economic-impacts/Factsheets/Estimates-of-the-cost-of-alcohol.aspx> and this page had

more details but was not the original source of the data. It led to page 5 of https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/157763/ia-minimum-unit-pricing.pdf which again is not an original source and just cites the Home Office and Department of Health, so I couldn't find the methodology leading to the £21bn figure. While this was overall a dissatisfying experience, I appreciate that this is probably a fairly fringe use of the website and that it need not be a priority for a charity with more pressing goals. There is the concern that biases could reduce the credibility of the website, however.

59. Story/test cases can be more helpful
60. Stunned to find so little that is useful. e.g. a person who is chronically depressed and copes well to very well much of the year but binges over several days at intervals varying from weeks to months is not addressed.
61. Testimonials from drinkers and evidence based case studies.
62. The advice to stay abstinent if you have an alcohol-related liver disease is too short in the video.
63. The website is helpful, but resources and pages are clearly tailored to an adult audience. Young people in their teens and early 20's may find the information a little prescriptive, and less tailored to their needs (i.e. peer pressure, social media image, the desire to appear 'cool').
64. There are no strategies to help cut down alcohol, just reasons why you should do it. Helpful and informative but misleading. More support/structure/tips needed. The flow of the website is confusing. There are so many hyperlinks per page that you want to read them but lose either the general flow (arrows at bottom) or can't rediscover the correct page to continue with the original information. Too much pushing of tools on each page (apps, tests) to make it meaningful.
65. Update your statistics. They are from 2013
66. Videos Case histories (anonymous)
67. Was looking for support and motivation, had a bad bender and haven't felt as bad before, now 8 days dry, how do I keep it up?
68. What are the affects alcohol can make to blood pressure when your already taking high blood pressure medication - my Blood pressure seems to come down
69. yes there is nothing about the effects of alcohol on neurons, the brain, and nerves. There should be more on these areas.
70. Yes as I say every time put in Canadian beers wines etc measured by Canadian measurements
71. Yes I could not seem to find advice on how many units you can drink per day. It always showed you per week.
72. yes, it seems aimed at people younger than me who go out and get drunk. I am over 60 woman who drinks a lot of wine associated with boredom and loneliness. these didn't seem to get much attention on your website (or if they do I missed it)

Presentation

1. A more interactive site with better graphics.
2. I found one or two links a little vague. One in particular took me to a page of adverts
3. I like the way there are three "headline" links at the top of the page that will presumably take visitors to the site to the main frequently asked questions....
4. It might be difficult for some young people to figure out what part of the site will include the information they are looking for. Even though headings are clear they might get confused. It may be good to pull out the top three things people search for and give them their own link/icon from the start page.
5. It's a good site, although sometimes it does crash
6. Less blocks of text. Condense the information into short sharp facts.
7. link in to more current forms of social media such as Instagram or WhatsApp and promote safe drinking to the younger demographic of the population in a preventative move.
8. Lots of repetition

9. make contact details a bit more visible (banner?)
10. Make the information more understandable to younger people
11. Minor - the smartphone app icon on the side doesn't work on chrome
12. More visuals
13. NHS often blocks access to this webpage which is unhelpful. It would be easier if there was a quicker link to alcohol content per drink type to estimate patient's drinking. I would prefer a link from home page to a page with pictures of drinks and average units on them. Thanks!
14. Perhaps make it more mobile friendly for teenagers and younger people on smartphones.
15. Show a picture of what it does to you on adverts or on the website
16. Show more health risks to scare people from binge drinking and drinking at a young age
17. That someone has checked all the link. The one to the calculator does not work.
18. The infographics used are helpful in breaking up large or complex pieces of information
19. There are not enough pictures which ideally need to be shocking to the viewer as to the effect of drinking to access
20. Very informative and easy to understand most of the topics. Found I got lost on the website going down different paths. A more directional website would be easier to use in my view. This would ensure that all aspects of the presented information were not missed.