

Drinkaware website user feedback 2016

Combined seasonal variation survey findings

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Executive summary

Methodology

This report presents feedback from 4,110 visitors of the Drinkaware website who completed an online survey about their experience and views having used the website. The survey was delivered during four periods of the year to capture seasonal differences in visitors' motivations for coming to the website with questions about alcohol:

- 4th July to 12th July 2016 (n=764)
- 13th October to 21st October 2016 (n=890)
- 8th December to 22nd December 2016 (n= 1,620)
- 4th January 2017 to 11th January 2017 (n=836)

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

All data for this 2016 report was collected after April 2016 following the launch of a new Drinkaware website platform allowing the introduction of a consistent recruitment methodology. The survey invitation was delivered to all website visitors during the four stated time periods via a website pop-up. The sample for this survey was self-selected, and due to this methodological limitation caution is advised when seeking to generalise findings to all users of the website. In order to examine variations between each of the four survey periods percentage differences of 5% or more are highlighted in this report. Due to changes in the pop-up recruitment methodology introduced in 2016 comparisons are not made to the 2015 website user feedback findings.

Respondent profile

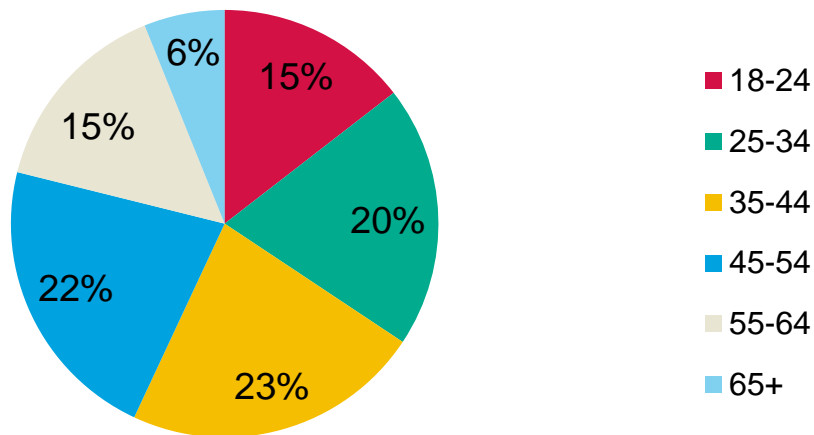
Gender and age

59% (n=2,425) of respondents said that they were female, 40% (n=1,644) said that they were male and 1% (n=58) selected 'prefer not to say'. Compared with Google Analytics data, women appeared to be over-represented in the website user survey sample, with this data indicating that 54% of website visitors in 2016 were female.

Figure 1 presents the age profile of the survey sample. A comparison with Google Analytics data suggests that 18-24 and 25-34 year old age groups were underrepresented in the survey sample compared with visitors to the website.

Figure 1: Age of survey respondents

n=3,846



Deprivation

We profiled the survey respondents who provided English postcodes against the index of multiple deprivation deciles (the level of deprivation in the population divided up into 10 equal groups, with the 10% most deprived at one end of the scale and the 10% least deprived at the other). For multiple deprivation Decile 2 to 10, the proportion of website user survey respondents who fell in these categories was within +/- 1 percentage point of 10%. Only 7% of respondents however fell within Decile 1. Hence, our data suggests a good socioeconomic diversity among website survey respondents as indicated by the multiple deprivation deciles.

Drinker types

In 2015, Drinkaware developed a segmentation of UK adult drinkers which identified five different groups of drinkers based on the level of alcohol consumption, their motivations for drinking, level of engagement in alcohol moderation activity and self-reported wellbeing.¹ All UK-based respondents (n= 3598, 87% of total sample) who completed the segmentation profiling questions in the survey were assigned to one of these drinker segments based on their responses (n=3,205) – see Table 1. 5% of the UK based sample (n=3,598) said that they “never” drank alcohol.

¹ Ipsos MORI (2015): *Drinkaware Monitor 2014: UK adult drinkers' attitudes and behaviours*. London: Ipsos MORI and Drinkaware.

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

	UK-based website user survey respondents (n=3,359)	UK population (including non-drinkers)
Controlled Home Drinker	19%	20%
Comfortable Social Drinker	31%	15%
Risky Career Drinker	19%	20%
Risky Social and Coping Drinker	17%	14%
Self-contained Moderate Drinker	9%	19%
Non-drinkers	5%	11%

Compared to the UK population segment proportions, Comfortable Social Drinkers were over-represented in the website user survey sample (31% vs. 15%) and Self-contained Moderate Drinkers were underrepresented (9% vs. 19%). Non-drinkers were also underrepresented in the survey sample (5% vs. 11%).

Self-contained Moderate Drinkers are characterised as being low risk, infrequent drinkers who are not actively moderating their drinking. It would therefore follow that the underrepresentation of this segment in the website user survey population is a reflection of a lower need for information or tools about alcohol for this segment.

Comfortable Social Drinkers generally drink fairly frequently but are predominantly low-risk drinkers who moderate their drinking to medium degree. One hypothesis for the over-representation of this segment is that visiting the Drinkaware website forms part of the moderation strategy for this Comfortable Social Drinkers segment.

The website user survey proportions of the remaining three segments (Controlled Home Drinkers, Risky Career Drinkers and Risky Social and Coping Drinkers) mirror the population level segment proportions fairly closely. While there are limitations with the website user survey sample, it is encouraging to see that the high risk 'Risky Career Drinkers' segment, who have lower levels of moderation strategies, are not substantially underrepresented within the website user survey sample.

Reasons for visiting the Drinkaware website

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

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

- I want to find out about the health impact of alcohol (29%, n=1,178)
- I want to better understand my own drinking (28%, n=942)²
- I want to get help to reduce the amount I'm drinking (23%, n=961)

There was some variation according to time of year. While these three were also the most frequently selected reasons in the December 2016 survey, a lower proportion of respondents during this time cited these as a reason for visiting the website. For example, 31% of respondents in both the October 2016 and January 2017 surveys said that they were visiting the website to find out about the health impact of alcohol, compared with 24% of respondents in December. This difference is likely to reflect seasonality patterns in the motivations of website visitors.

Looking for specific information

Almost a third (30%, n=1,240) of respondents said that they were visiting the Drinkaware website looking for specific information. Of these respondents, just over half (52%, n=640) said that they found the information that they were looking for, 28% (n=347) said they did not find it and the remaining fifth of respondents (20%, n=248) said that they didn't know.

Relevance, Trustworthiness, Objectivity and Impartiality

Respondents were asked how relevant, trustworthy, objective and impartial they thought the Drinkaware website was:

- 84% (n=3,451) of respondents said that the website was relevant. 5% (n=183) said that the website it was not relevant and 12% (n=475) selected 'I don't know'.
- 86% (n=3,528) of respondents said that the website was trustworthy. 1% (n=57) did not think it was trustworthy and 13% (n=524) selected 'I don't know'.
- 79% (n=3,248) of respondents said that the website was objective and impartial. 4% (n=173) said this was not the case, and 17% (n=688) selected 'I don't know'.

Change in understanding about alcohol

Respondents were asked if their understanding of alcohol had changed having visited the Drinkaware website:

- 56% of respondents said that their knowledge about alcohol and the law was 'better' (42%, n=1,726) or 'much better' (14%, n=565) after visiting the Drinkaware website.
- 64% of respondents said that they had a 'better' (48%, n=1,969) or 'much better' (16%, n=673) understanding of the guidance on low risk drinking having visited the Drinkaware website.
- 65% of all respondents said that they had a 'better' (44%, n=1,815) or 'much better' (21%, n=846) understanding of the effects of alcohol having visited the Drinkaware website.

² This option was not included in the July 2016 survey, therefore this sample n for this question is 3,346.

- 60% said that they had a 'better' (42%, n=1,742) or 'much better' (18%, n=744) understanding of what to do to prevent harm to themselves from visiting the Drinkaware website.
- 57% of all respondents said that they had a 'better' (41%, n=1,689) or 'much better' (16%, n=674) understanding of what to do to prevent harm to others after visiting the Drinkaware website.

There was some variation in results according to time of year. For example 58% of respondents in December said that they had a better understanding of alcohol and the law compared with 53% in July and October.

In contrast, a higher proportion of respondents in the January survey reported having a better understanding of the low risk drinking guidelines compared with those at other times of year – 69% of respondents in January said that they had a better understanding of low risk drinking guidelines compared to 62-64% at other times of year.

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

Potential wider impact of visiting the Drinkaware website

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

- 75% said that they were more likely to return to the Drinkaware website for more advice and support
- 68% said that they were more likely to try to find out more on the subject
- 67% of respondents, for whom it was applicable to (n=3,566), said that they were more likely to adopt one or more tips and tools to help reduce their alcohol consumption

While three-quarters of respondents said that they were more likely to return to the Drinkaware website, we know from Google Analytics data that around 17% of traffic to the website is from return users. While it is positive that intent to return is high amongst survey respondents, the comparison with Google Analytics suggests there is an opportunity to convert more of those who intend to return into actual return visitors.

Comparing results from different times of year, a higher proportion of respondents in January reported being 'a bit more likely' or 'much more likely' to take action than respondents at other times of year. Again, this may be due to time of year with respondents in January perhaps intending to undertake lifestyle changes as part of New Year resolutions.

Recommending to others

Nine in ten respondents (90%, n=2,993) said that they would recommend the Drinkaware website to friends or family in the future.

Discussion

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

Approximately four in five respondents said that they felt that the Drinkaware website was relevant, trustworthy, objective and impartial. In addition, the majority of respondents said that they would recommend the Drinkaware website to friends or family who wanted to find out more about alcohol in future.

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

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

The 2016 website user survey series has also identified areas that could be further developed or improved. For example, just over half of respondents who were looking for specific information found what they were looking for. Analysis of the July survey results suggests that respondents who did not find what they were looking for were looking for information across of range of topics rather than one specific area. Given the proportion of people were looking for something specific but could not find it, there may be value in further investigating the barriers these website visitors faced when trying to find the information.

Three quarters of survey respondents said that they were 'a bit more likely' or 'much more likely' to revisit the Drinkaware website. However, Google Analytics data suggest that only 17% of traffic is from return users. Given that there is such high intention to return, it may be worthwhile investigating why these users may not actually return to the website in the future.

Further analysis of the 2016 website survey series data and the open-text responses could provide a more in-depth understanding of website visitors' experiences. There may also be value in conducting further analysis based on segmentation profiles.

Overall, the 2016 website user surveys have provided an indication that users are having positive experiences of the website. Given the findings and methodological learnings from 2016, Drinkaware can continue to learn from and improve the user experience in 2017.

Methodology

Over the course of four surveys, a total of 4,142 Drinkaware website users were surveyed online. Following data cleaning procedures, data for 32 respondents were removed – as such, the data presented here is based on the remaining 4,110 respondents. To ensure methodological consistency with previous years, we are including the January 2017 data within this report. The surveys were scheduled to capture feedback at different times of year. The surveys ran during the following time periods:

- 4th July to 12th July 2016 (n=764)
- 13th October to 21st October 2016 (n=890)
- 8th December to 22nd December 2016 (n= 1,620)
- 4th January 2017 to 11th January 2017 (n=836)³

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

All data for this 2016 report was collected after April 2016 following the launch of a new Drinkaware website platform allowing the introduction of a consistent recruitment methodology. During the four time periods specified above, all visitors to any page of the Drinkaware website were served a "pop-up" survey invitation. The visitors could accept or decline the invitation. If the visitor accepted the invitation, they were asked to answer the survey when they had finished looking around the website.

2016 was the first year in which the pop-up invitation was consistent across all surveys, decreasing the risk of observed differences between surveys being due to methodological differences.⁴ In addition, this improved method resulted in the recruitment of a greater number of respondents in a shorter period of time compared to 2015, where recruitment of an adequate sample size in each data collection period could take up to four weeks. The survey ran for full week circles to ensure any weekly patterns of website usage were accounted for.

However, the self-selecting sample of this survey is a limitation of this research. Due to this, it is not possible to conduct robust significant testing between data from different times of year. However, in order to gain some indication as to whether there may be seasonal differences, percentage differences of 5% or more between surveys are highlighted in this report.

Due to several methodological differences, it is not possible to make meaningful comparisons between 2015 and 2016 website user survey results. While the pop-up invitation method was

³ As in previous years, a survey was run in early January 2017 to track activity over the New Year period.

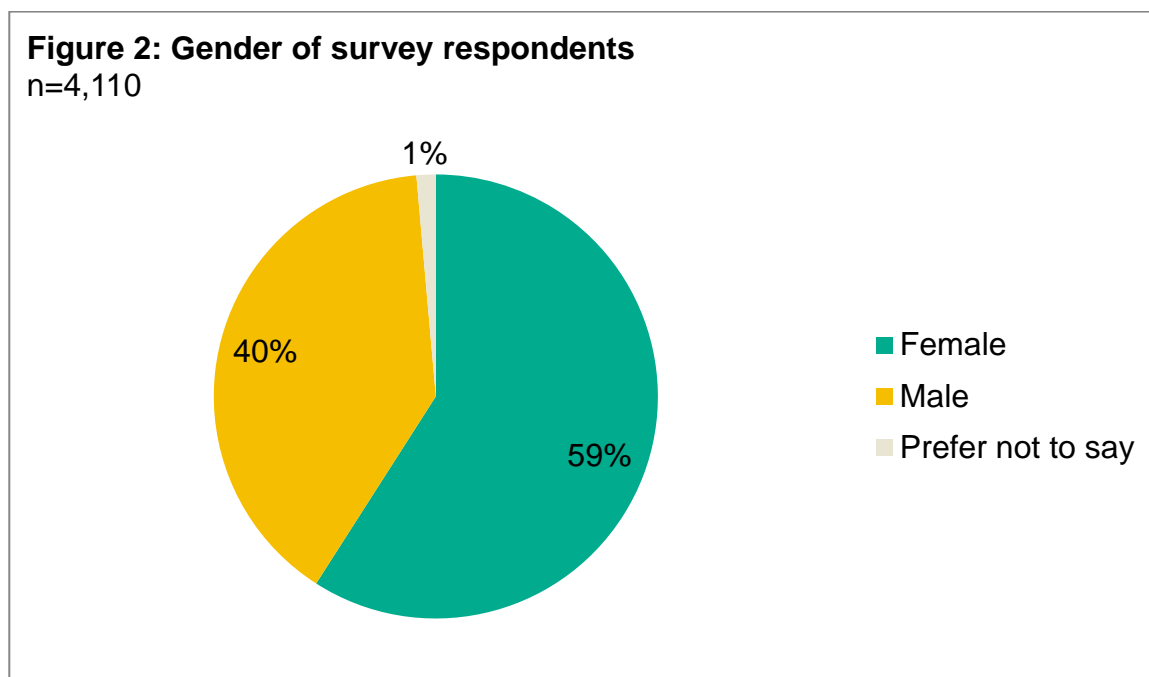
⁴ Pre-2016, the survey pop-up was in a development phase so there were differences in method between surveys.

consistent throughout 2016, it was different to the methods used in 2015 where only those who landed on the home page were served the invitation. In addition, the survey question wording was refined between 2015 and 2016, including for key questions about relevance, transparency, change in understanding and intention to act questions. For these reasons it is not possible to make comparisons to previous years' findings.⁵

Respondent profiles

Gender

Across 2016, 59% of respondents reported that they were female and 40% said that they were male (Figure 2).



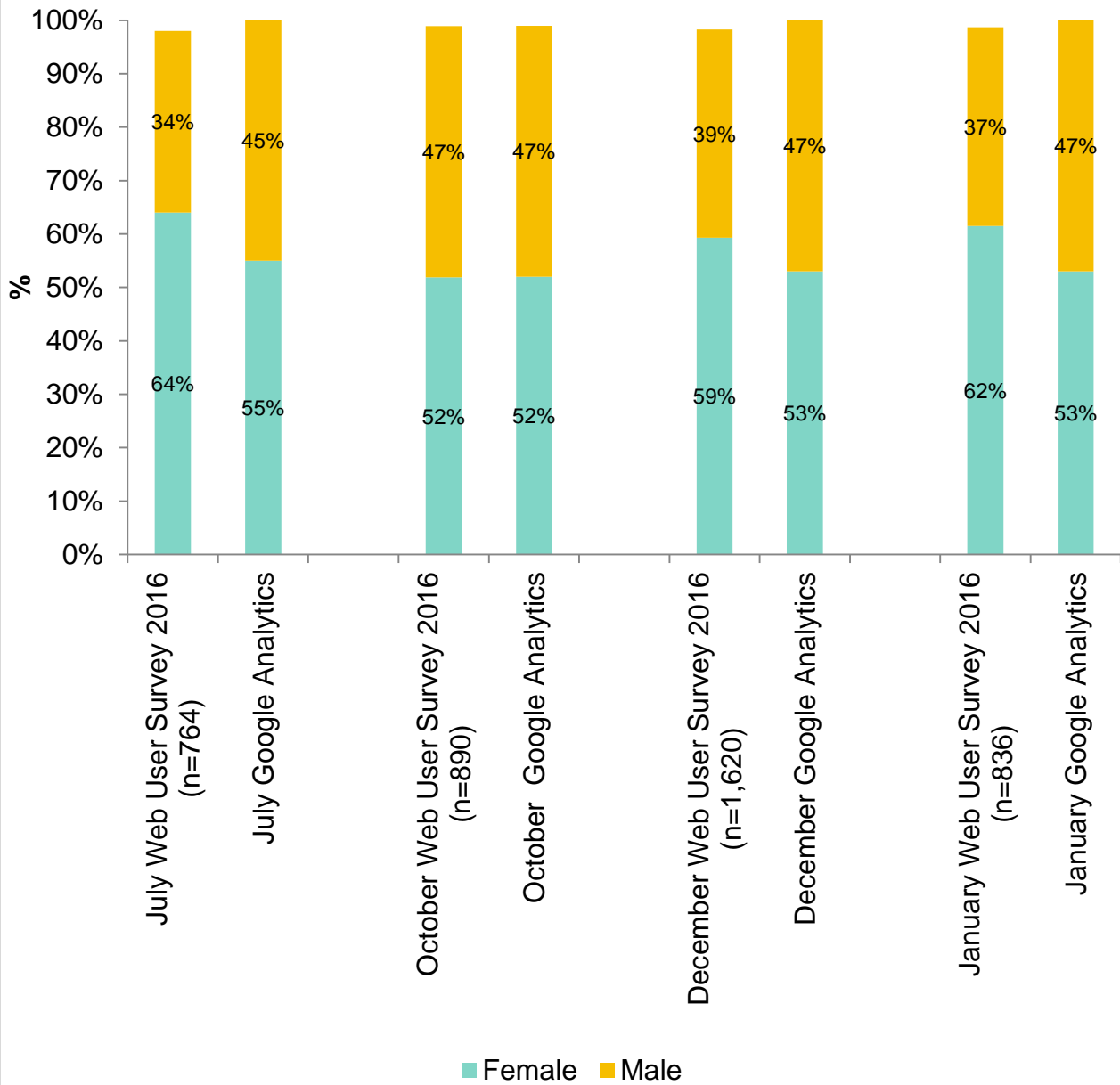
Using Google Analytics data⁶, we can compare the demographics of survey respondents with the demographic of all those who visited the website in the same time periods. This data indicates that 54% of visitors to the website were female and 46% were male, suggesting that women are overrepresented in the website user survey sample.

A further comparison by time of year suggests that female respondents were overrepresented in the July, December and January surveys in particular (Figure 3).

⁵ No major changes are expected between 2016 and 2017 surveys, which will allow for comparison in the future.

⁶ Google Analytics is an analytic service that reports on website traffic and presents demographic information about website visitors such as gender and age.

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



Age

Figure 13 presents age range of survey sample. Approximately one fifth of respondents were categorised within the 25-34, 35-44 and 45-54 age categories respectively.

Figure 4: Age of survey respondents
n=3,846

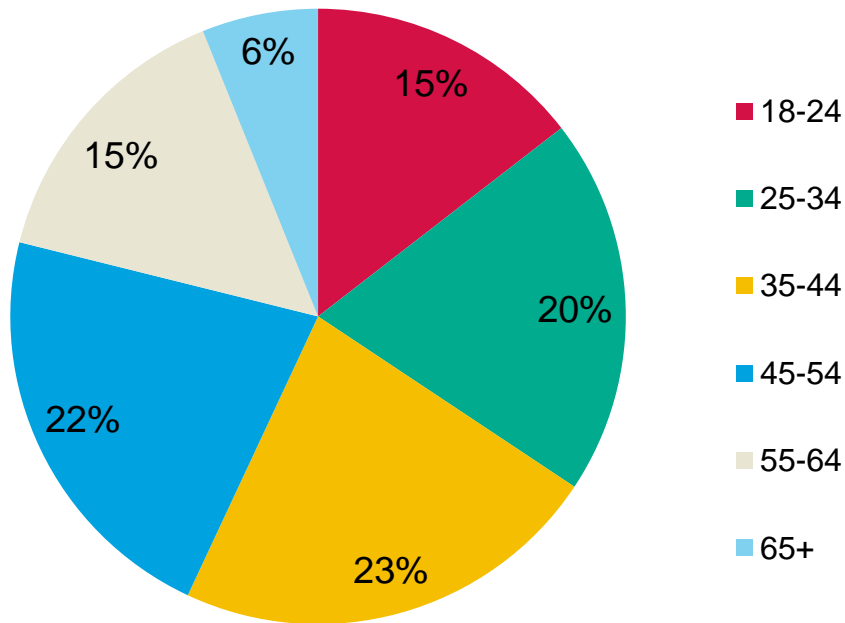
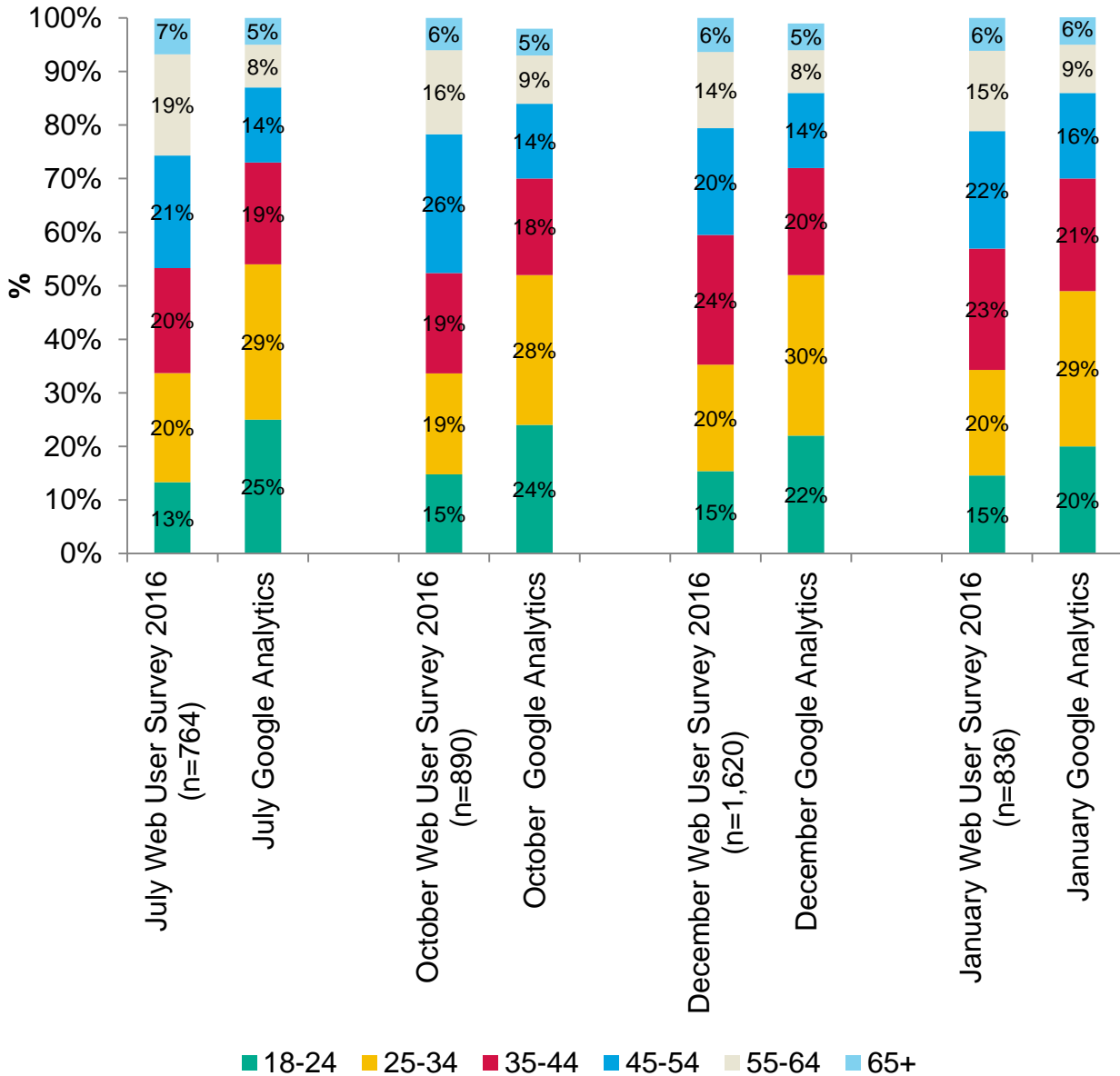


Figure 5 presents proportion of respondents who fall within each age category versus Google Analytics data, by survey. As this figure demonstrates, 18-24 and 25-34 year old categories were underrepresented in the survey sample compared with visitors to the website.

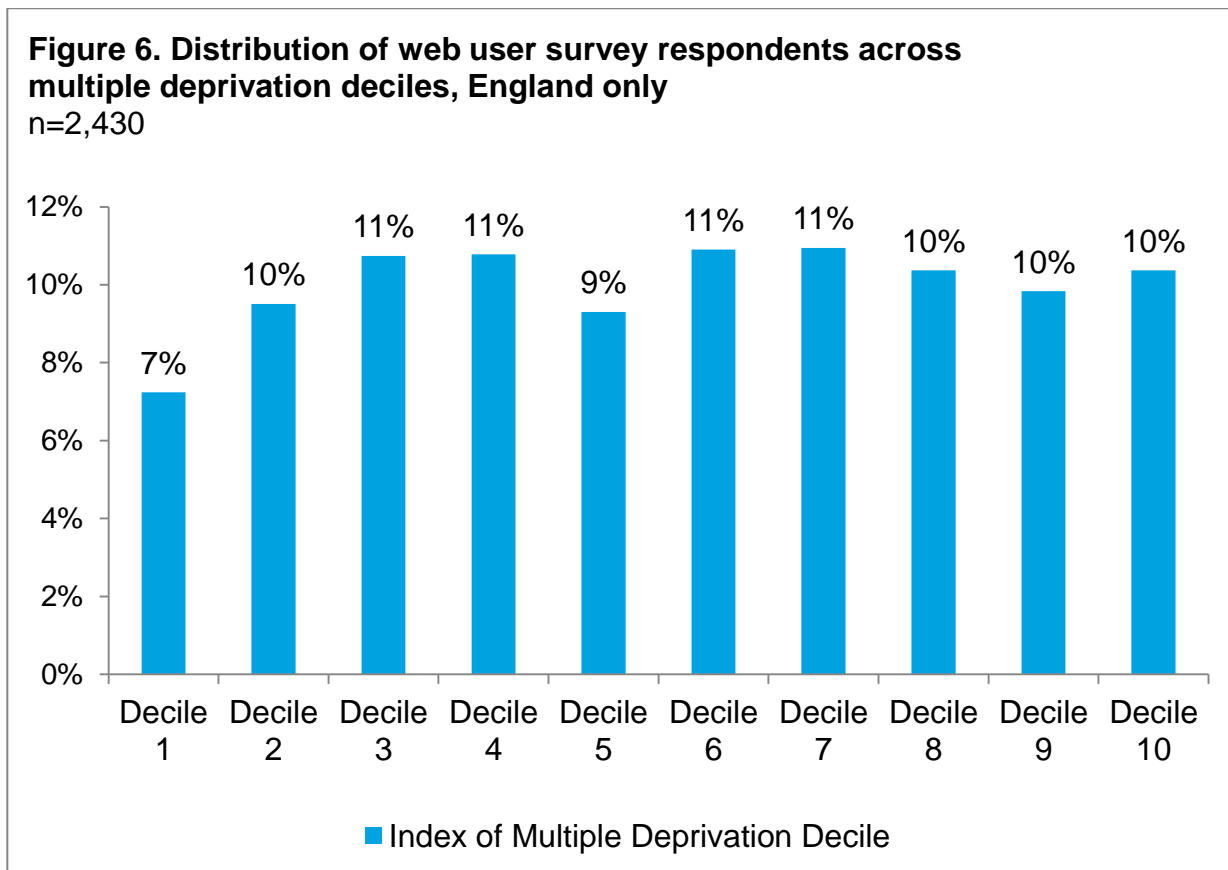
Figure 5: Web user survey gender proportions vs. Google Analytics gender proportions, by survey



Deprivation

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

Figure 6 presents the distribution of website user survey respondents who provided English postcodes across the index of multiple deprivation deciles (the level of deprivation in the population divided up into 10 equal groups, with the 10% most deprived at one end of the scale and the 10% least deprived at the other). For multiple deprivation Decile 2 to 10, the proportion of website user survey respondents who fell in these categories fell within +/- 1 percentage point of 10%. Only 7% of respondents however fell within Decile 1. A potential contributing factor to this under-representation may be lower levels of internet access amongst those in the most deprived areas. With this exception, our data suggests a good spread of website usage across multiple deprivation deciles.



Drinker types

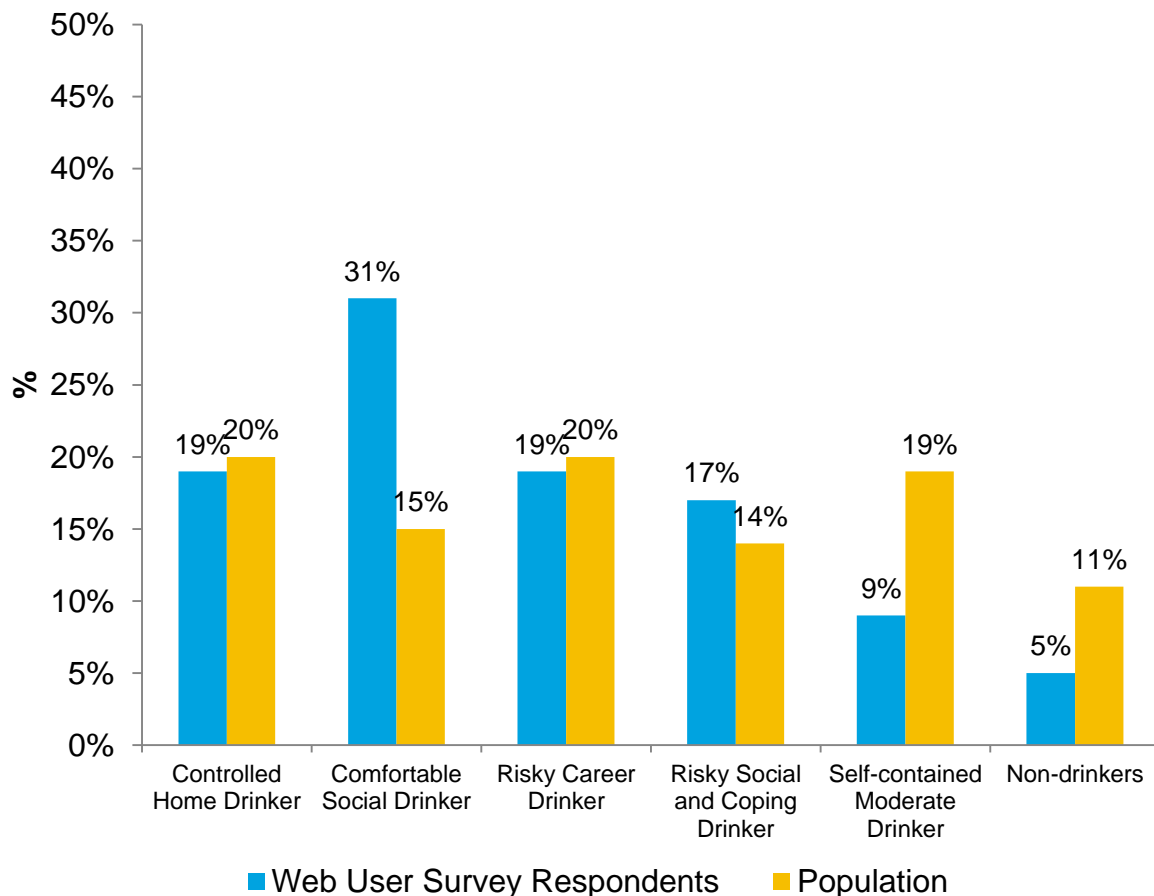
In 2015, Drinkaware developed a segmentation of UK adult drinkers which identified five different groups of drinkers based on the level of alcohol consumption, their motivations for

drinking, level of engagement in alcohol moderation activity and self-reported wellbeing.⁷ All UK-based respondents who completed the segmentation profiling questions were assigned to a segment based on their responses (n=3,205). 5% of the UK based sample (n=3,597) said that they “never” drank alcohol.

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

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

Website user survey n=3,359 (those who completed all profiling questions only)



Compared to the UK population segment proportions, Comfortable Social Drinkers are over-represented in the website user survey sample (33% vs. 15%) and Self-contained Moderate Drinkers were underrepresented (10% vs. 19%). This over- and under-representation is likely to reflect the characteristics of these two segments.

⁷ Ipsos MORI (2015): *Drinkaware Monitor 2014: UK adult drinkers' attitudes and behaviours*. London: Ipsos MORI and Drinkaware.

Self-contained Moderate Drinkers are characterised as being low risk, infrequent drinkers who are not making active use of drink moderation techniques. It would therefore follow that the underrepresentation of this segment in the website user survey population is a reflection of a low need for information or tools about alcohol for this segment.

Comfortable Social Drinkers generally drink fairly frequently but are predominantly low-risk drinkers who moderate their drinking to medium degree. One hypothesis for the overrepresentation of this segment is that visiting the Drinkaware website forms part of the moderation strategy for this Comfortable Social Drinkers Segment.

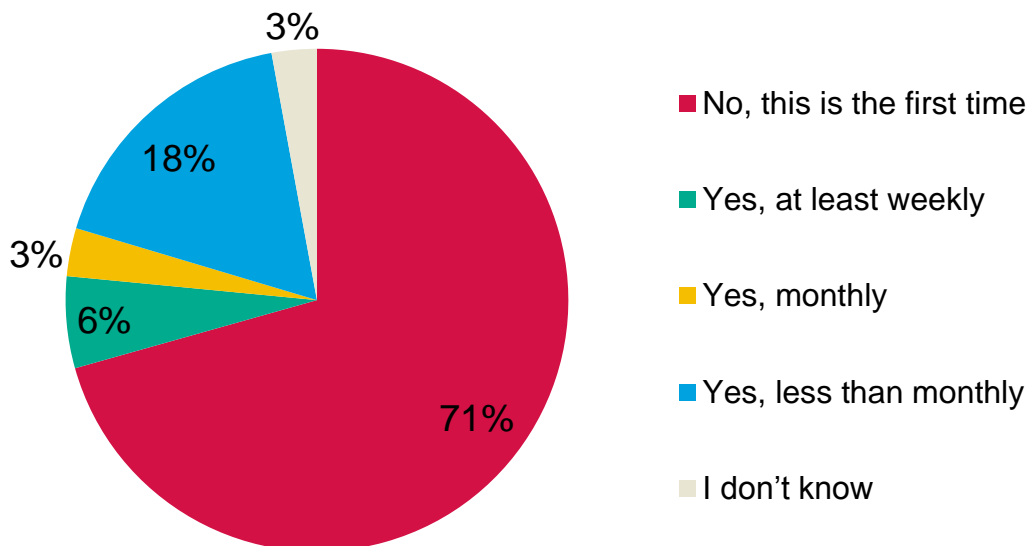
The website user survey proportions of the remaining three segments (Controlled Home Drinkers, Risky Career Drinkers and Risky Social and Coping Drinkers) mirror the population level segment proportions fairly closely (Figure 8). While there are limitations with the website user survey sample, it is encouraging to see that the high risk 'Risky Career Drinkers' segment is not substantially underrepresented.

Frequency of visit

Seven in ten survey respondents in 2016 were visiting the Drinkaware website for the first time (Figure 8).

Figure 8: Disatribution of previous visiting frequecy to the Drinkaware website among respondents

n=4,110



Google Analytics data indicates that approximately 82% of sessions on the Drinkaware website in 2016 were from new visitors. This suggests that returning visitors are overrepresented in the survey sample.

Reasons for visiting the Drinkaware website

Respondents were asked why they were visiting the Drinkaware website on this occasion. More than one in five respondents cited the following as reasons for visiting the Drinkaware website:

1. "I want to find out about the health impact of alcohol" (29%)
2. "I want to better understand my own drinking" (28%)⁸
3. "I want to get help to reduce the amount I'm drinking" (23%)
4. "I want to find out about the effects of alcohol" (21%)

For the first three of these reasons, there was variation depending on time of year (Table 2). There was not a substantial difference according to time of year for 'I want to find out about the effects of alcohol'.

Compared to surveys conducted at other times of the year, a smaller proportion of respondents in the December survey cited these three reasons for visiting the website. For example, 31% of respondents in both the October and January '17 surveys said that they were visiting the website to find out about the health impact of alcohol, compared with 24% of respondents in December (Table 2). Seasonality may account for some of this difference, with visitors in December perhaps being less concerned about health impacts and reducing alcohol consumption during the Christmas period.

Table 2: Reasons given for visiting the website, by survey - % of respondents

	Total	July '16	Oct '16	Dec '16	Jan '17
I want to find out about the health impact of alcohol (Total, n=4,110; July '16, n=764; Oct '16 n=890; Dec '16, n=1,620; Jan '17, n=836)	29%	33%	31%	24%	31%
I want to better understand my own drinking (Total, n=3,346; Oct '16 n=890; Dec '16, n=1,620; Jan '17, n=836)	28%	n/a	33%	24%	32%
I want to get help to reduce the amount I'm drinking (Total, n=4,110; July '16, n=764; Oct '16 n=890; Dec '16, n=1,620; Jan '17, n=836)	23%	29%	25%	18%	28%
I want to find out about the effects of alcohol (Total, n=4,110; July '16, n=764; Oct '16 n=890; Dec '16, n=1,620; Jan '17, n=836)	21%	21%	23%	20%	23%

Compared with other times of year, respondents in July and December were more likely to say that they were visiting the website to find out information about alcohol and the law (Table 3).

⁸ This option was only presented to respondents in the October, December and January surveys.

Again, this difference may reflect variation in seasonal drinking and reflection/abstinence patterns.

Table 3. Proportion of respondents visiting the Drinkaware website to find out about alcohol and the law

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
I want to learn about alcohol and the law	13%	19%	8%	15%	10%

In addition, in December there was a higher proportion of respondents who said that they were parents looking for information about children and alcohol than in any other time of year (Table 4). Drinkaware's Underage Programme had a campaign burst in December 2016, providing one plausible explanation for this.

Table 4. Proportion of respondents visiting the Drinkaware website to find out about alcohol and children

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
I'm a parent looking for information about children and alcohol	5%	4%	2%	8%	2%

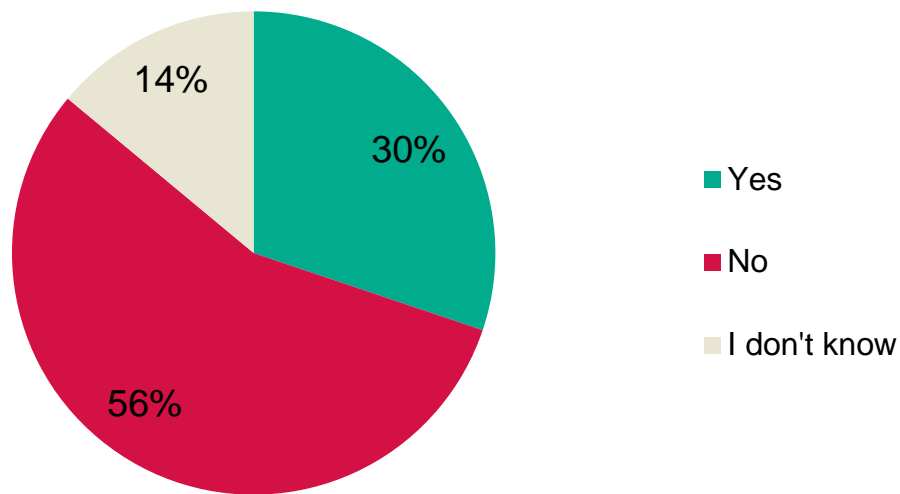
Respondents were able to select more than one reason for visiting the website. Three in five respondents (62%) cited one reason for visiting the website – as such, over a third of respondents had two or more reasons for visiting the website.

Looking for specific information

Respondents were asked if they were visiting the Drinkaware website to look for specific information. At a total level, 30% of respondents said that they were looking for specific information (Figure 9). There was little variation between surveys according to time of year.

Figure 9: Proportion of respondents looking for specific information

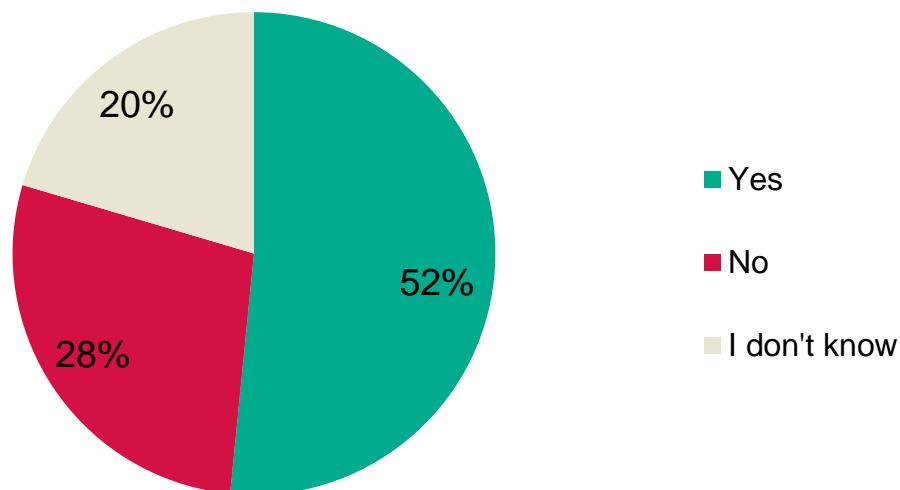
n=4,110



Of those who said that there were looking for something specific, just over half (52%) said that they found what they were looking for (Figure 10). Over a quarter (28%) said that they did not find what they were looking for and the remaining fifth (20%) said that they didn't know.

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

n= 1,240



Those respondents who said that they were looking for something specific were asked what it was they were looking for. Given the high quantity of open text responses that require coding, only responses from July 2016 have been coded into thematic categories.

Of 217 respondents in July 2016 who said that there were looking for something specific, the top five of specific information categories were:

1. Drink driving (n=20)
2. Calories (n=15)
3. Tips and advice (n=13)
4. Children and the law (n=13)
5. Information about units (n=13)

Of respondents in July 2016 who were looking for something specific, 50% (n=107) said that they had found what they were looking for. 18% (n=39) selected “I don’t know” for this question.

32% (n=71) said they did not find the specific information that they were looking for. The thematic information categories were analysed for these respondents to investigate if there were specific information areas that people were unable to find. The top five “not found” information categories were:

1. Tips and advice (n=7)
2. Drink driving (n=7)
3. Unit information (n=4)
4. Help to support someone else reduce their drinking (n=3)
5. Health – general (n=3)

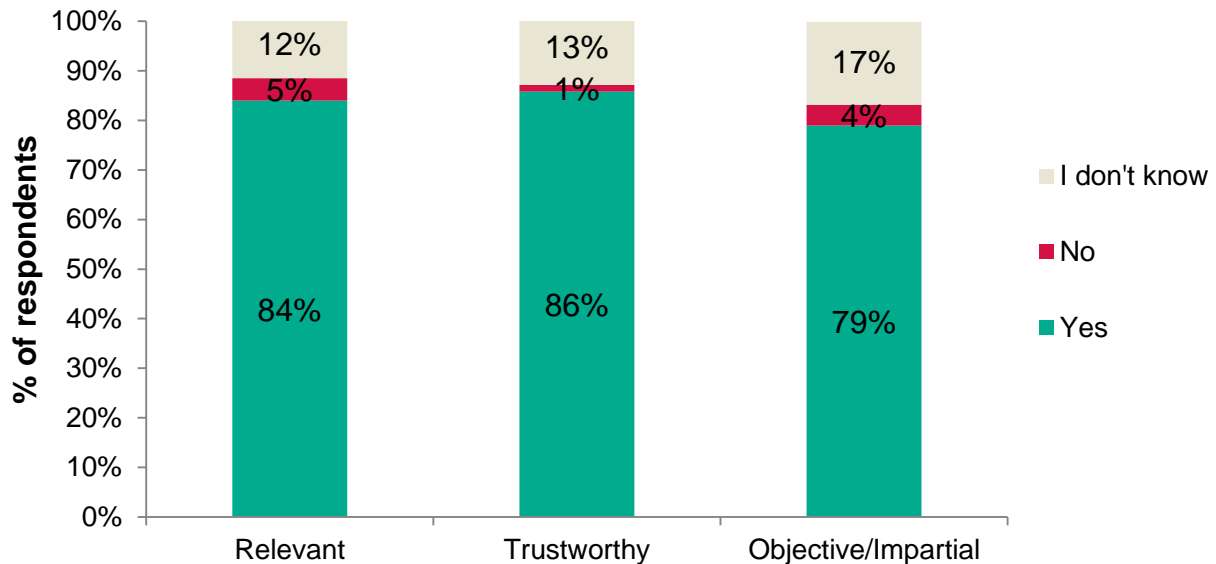
This analysis indicates that it is not an issue of there being a single gap in content on the Drinkaware website. Rather, a small number of visitors have not been able to find information across a range of topic areas.

Relevance, trustworthiness, objectivity and impartiality

All respondents were asked how relevant, trustworthy, objective and impartial they thought the Drinkaware website was. Over four in five respondents said that the website was relevant (84%) and a further 86% said that the website was trustworthy (Figure 11). 79% said that the website was objective and impartial (Figure 11). There was little variation between surveys at different times of year.

Figure 11: Do respondents think the Drinkaware website is relevant, trustworthy, objective and impartial

n=4,110



Change in understanding

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

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

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

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

Knowledge of alcohol and the law

At a total level, 56% of respondents said that their knowledge about alcohol and the law was 'better' (42%) or 'much better' (14%) after visiting the Drinkaware website (Figure 12).

Of those respondents who were looking for information specifically on this topic, 82% said that their knowledge about the alcohol and the law was 'better' (59%) or 'much better' (23%) (Figure 12).

Understanding of low risk drinking guidelines

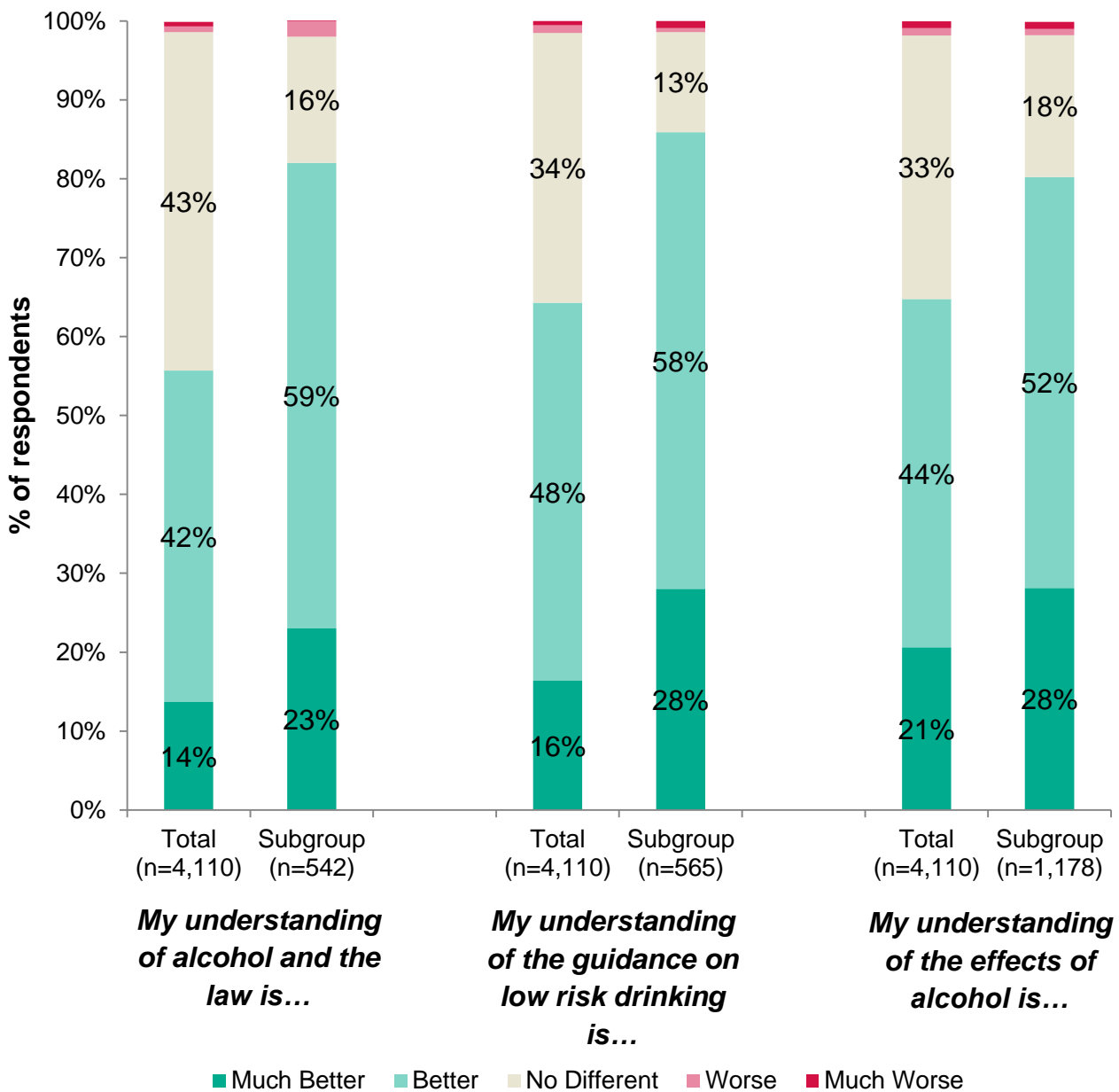
Nearly two-thirds (64%) of respondents said that they had a 'better' (48%) or 'much better'

(16%) understanding of the guidance on low risk drinking having visited the Drinkaware website (Figure 12).

Of respondents who were looking specifically for information on this topic, 86% said that their understanding was 'better' (58%) or 'much better' (28%) (Figure 12).

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

Data labels <3% not shown



Understanding of the effects of drinking

Two-thirds (65%) of all respondents said that they had a 'better' (44%) or 'much better' (21%) understanding of the effects of alcohol having visited the Drinkaware website (Figure 12).

Four in five (80%) of those respondents who were looking for this information said that they had a 'better' (52%) or 'much better' (28%) understanding of the effects of alcohol having visited the website (Figure 12).

Preventing harm to self

Three in five of all respondents (60%) said that they had a 'better' (42%) or 'much better' (18%) understanding of what to do to prevent harm to themselves from visiting the Drinkaware website (Figure 13).

Of those who were specifically looking for information on this topic, 72% said that they had a 'better' (50%) or 'much better' (22%) understanding (Figure 13).

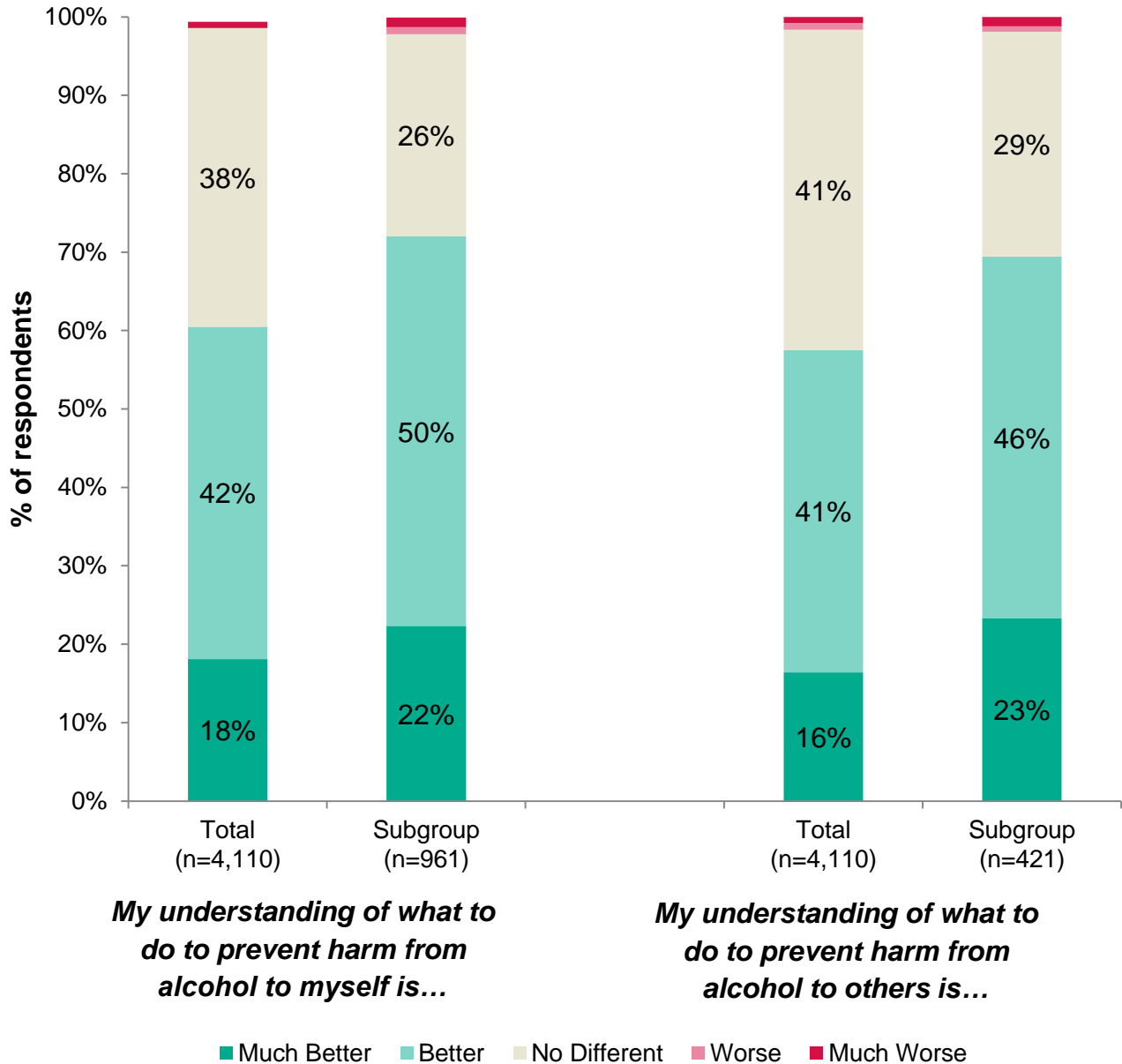
Preventing harm to others

57% of all respondents said that they had a 'better' (41%) or 'much better' (16%) understanding of what to do to prevent harm to others after visiting the Drinkaware website (Figure 13). There was little variation in these results between surveys.

69% of those who were specifically looking for information on this topic said that they had a 'better' (46%) or 'much better' (23%) understanding having visited the Drinkaware website (Figure 13).

Figure 13: Level of agreement with preventing harm statements

Data labels <3% not shown, by total and subgroup who looked for this information specifically



Change in understanding – variation across surveys

Given the self-selecting sample for this survey series, it is not possible to undertake meaningful or reliable statistical significance testing on this data. However, it is useful to identify where there might be differences in changes in understanding according to time of year.⁹

⁹ Differences between surveys for subgroups are not compared due to limitations of small sample size.

For all except 'understanding of how to prevent harm to others', there were differences in response proportions for the change in understanding questions according to time of year. While it is not possible to establish causal explanations, seasonality may be a contributing factor for these differences.

Comparing results between the surveys, 58% of respondents in December said that they had a better or much better understanding of alcohol and the law compared with 53% in July and October (Table 5). This difference is likely to be due to the increased number of respondents who reported visiting the Drinkaware website to find out more about alcohol and the law in December.

A higher proportion of respondents in the January survey reported having a better understanding of the low risk drinking guidelines compared with those at other times of year. In January, 69% of respondents said that they had a 'better' or 'much better' understanding of the low risk drinking guidelines (Table 6). At other times of year, between 62% and 64% of respondents said that they had an improved understanding of the low risk guidelines after visiting the Drinkaware website (Table 6). Seasonality may again be playing a role, with content on changing alcohol consumption being potentially more relevant in the New Year.

In terms of better understanding the effects of drinking, 62% of respondents in July and 63% in December reported that they had a better understanding of the effects of alcohol having visited the Drinkaware website (Table 7). In contrast, 66% of respondents in October and 69% in January said that they had a better understanding of this topic (Table 7). Again, this may be a reflection of seasonality of interest in content.

Finally, 65% of respondents in January, compared to 59% in July and December, reported that their understanding of how to prevent harm to themselves as a result of alcohol was 'better' or 'much better' (Table 8).

Table 5: Change in understanding about alcohol and the law

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
Much better	13.7%	11.9%	11.9%	14.8%	15.3%
Better	42.0%	41.4%	41.5%	43.6%	40.0%
No different	42.9%	45.8%	44.4%	40.5%	43.4%
Worse	0.7%	0.5%	1.2%	0.6%	0.5%
Much worse	0.6%	0.4%	1.0%	0.4%	0.8%
Combined 'much better' and 'better'	55.7%	53.3%	53.4%	58.4%	55.3%

Table 6: Change in understanding of the guidance on low risk drinking

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
Much better	16.4%	16.8%	14.6%	16.3%	18.1%
Better	47.9%	45.5%	47.8%	47.4%	51.2%
No different	34.2%	36.3%	35.2%	34.9%	29.9%
Worse	0.9%	0.9%	1.2%	1.0%	0.5%
Much worse	0.6%	0.5%	1.2%	0.3%	0.4%
Combined 'much better' and 'better'	64.3%	62.3%	62.4%	63.7%	69.3%

Table 7: Change in understanding of the effects of drinking

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
Much better	20.6%	20.7%	18.9%	21.4%	20.7%
Better	44.2%	40.8%	47.4%	41.9%	48.2%
No different	33.4%	37.2%	31.3%	35.0%	29.1%
Worse	0.9%	0.5%	0.9%	1.1%	1.1%
Much worse	0.9%	0.8%	1.5%	0.6%	0.8%
Combined 'much better' and 'better'	64.7%	61.5%	66.3%	63.3%	68.9%

Table 8: Change in understanding of what to do prevent harm to themselves when drinking

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,620)	Jan '17 (n=836)
Much better	18.1%	17.9%	16.5%	18.6%	18.9%
Better	42.4%	40.6%	45.1%	39.9%	45.9%
No different	38.1%	40.3%	36.3%	40.2%	33.6%
Worse	0.6%	0.4%	0.8%	0.7%	0.6%
Much worse	0.8%	0.8%	1.3%	0.5%	0.1%
Combined 'much better' and 'better'	60.5%	58.5%	61.6%	58.6%	64.8%

Potential wider impact of visiting the Drinkaware website

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

Three quarters (75%) of all respondents said that they were 'a bit more likely' or 'much more likely' to return to the Drinkaware website for more advice and support (Figure 14). While this intent to return is high, Google Analytics data suggests that in 2016, only 17.6% of visitors to the Drinkaware website were return users.

Over two-thirds (68%) of all respondents said that they were 'much more likely' or 'a bit more likely' to try to find out more on the subject after visiting the Drinkaware website (Figure 14).

Of those for whom the option was relevant, 67% said that they were 'a bit more likely' or 'much more likely' to adopt one or more of the tips and tools to help reduce their alcohol consumption having visited the Drinkaware website (n=3,566) (Figure 14).

Similarly, two-thirds (66%) of respondents for whom the option 'track/monitor my drinking' was relevant said that they were 'much more likely' or 'a bit a more likely' to do this (Figure 14).

Comparing results from different times of year, a higher proportion of respondents in January reported being 'a bit more likely' or 'much more likely' to take the following actions ([Appendix 1, Tables A1 to A7](#)):

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

Seasonality may again be playing a role here, with the prominence of resolutions and behaviour change in the New Year. In addition, specific "above the line" campaign activity by Drinkaware in January to encourage people to moderate their drinking may have influenced the motivations of visitors in this period.

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

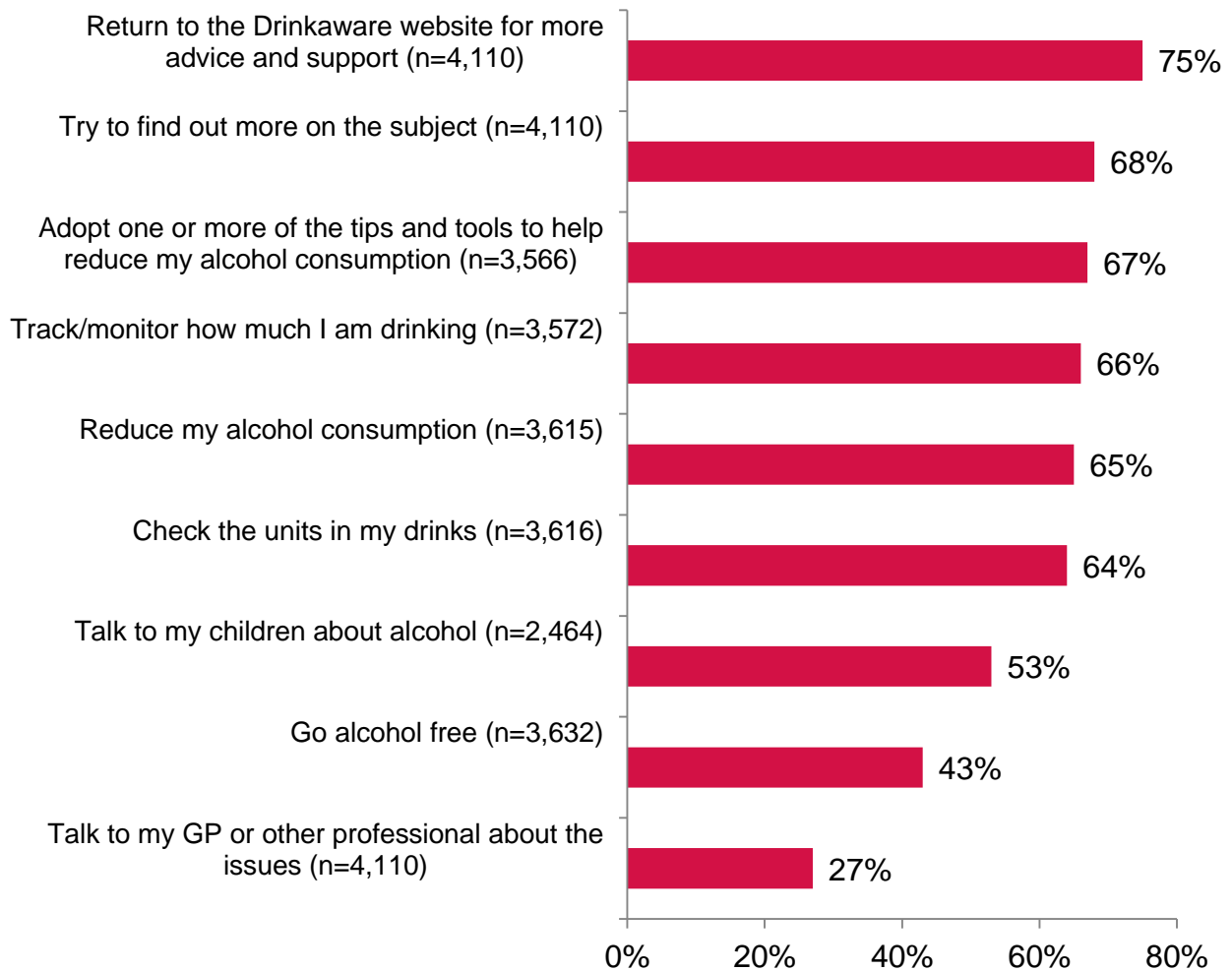


Table 9. Change in likelihood of taking action having visited the Drinkaware website

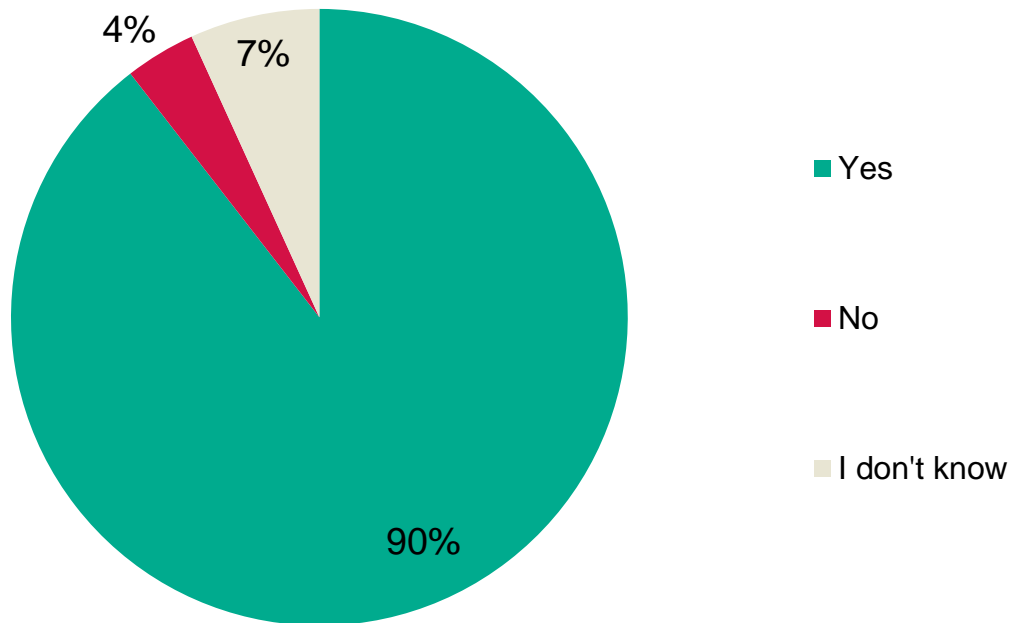
	Much less likely	A bit less likely	No difference	A bit more likely	Much more likely	At least “a bit more likely”
Return to the Drinkaware website for more advice and support (n=4,110)	3%	3%	19%	45%	30%	75%
Try to find out more on the subject (n=4,110)	2%	2%	28%	44%	24%	68%
Adopt one or more of the tips and tools to help reduce my alcohol consumption (n=3,566)	2%	1%	30%	33%	34%	67%
Track/monitor how much I am drinking (n=3,572)	2%	1%	30%	28%	38%	66%
Reduce my alcohol consumption (n=3,615)	2%	2%	31%	33%	32%	65%
Check the units in my drinks (n=3,616)	2%	1%	33%	28%	36%	64%
Talk to my children about alcohol (n=2,464)	3%	1%	43%	24%	29%	53%
Go alcohol free (n=3,632)	7%	5%	45%	23%	20%	43%
Talk to my GP or other professional about the issues (n=4,110)	7%	4%	61%	18%	9%	27%

Recommending the website to others

Survey respondents for the October, December and January surveys were asked if they would recommend the Drinkaware website to friends or family in the future.

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

Figure 15: Recommending Drinkaware website to others
n=3,346 (asked in October, December and January only)



Discussion

Overall, the results from the four 2016 website user surveys suggest that visitors to the Drinkaware website have a positive experience and find relevant information.

Approximately four in five respondents said that they felt that the Drinkaware website was relevant, trustworthy, objective and impartial. In addition, the majority of respondents said that they would recommend the Drinkaware website to friends or family who wanted to find out more about alcohol in the future.

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

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

The 2016 website user survey series has also identified areas what could be further developed or improved. For example, just over half of respondents who were looking for specific information found what they were looking for. Analysis of the July website user survey results suggests that those respondents who did not find what they were looking for, were looking for information across of range of topics rather than one specific area. Given the proportion of people who were looking for something specific but could not find it, there may be value in further investigating the barriers these website visitors faced when trying to find this information.

Three quarters of survey respondents said that they were 'a bit more likely' or 'much more likely' to revisit the Drinkaware website. However, Google Analytics Analysis suggests that only 17% of traffic is from return users. Given that there is such high intention to return, it may be worthwhile investigating why these users may not actually return to the website in the future.

Further analysis of the 2016 website user series data could provide a more in-depth understanding of our website visitors' experiences, particularly analysis of the open-text responses. There may also be value in conducting further analysis based on segmentation profiles.

Overall, the 2016 website user surveys have provided an indication that users are having positive experiences of the website. Given the findings and methodological learnings from 2016, Drinkaware can continue to learn from and improve the user experience in 2017.

Appendix 1: Likelihood of taking action having visited the Drinkaware website

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

	Total (n=2,464)	July '16 (n=456)	Oct '16 (n=567)	Dec '16 (n=976)	Jan '17 (n=465)
Much less likely	3.0%	2.4%	4.9%	2.7%	1.9%
A bit less likely	0.9%	1.1%	1.1%	0.9%	0.2%
No different	43.0%	45.8%	43.4%	41.1%	43.7%
A bit more likely	23.8%	21.7%	23.6%	24.9%	23.7%
Much more likely	29.4%	28.9%	27.0%	30.4%	30.5%
Combined 'much more likely' and 'a bit more likely'	53.2%	50.7%	50.6%	55.3%	54.2%

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

	Total (n=3,615)	July '16 (n=669)	Oct '16 (n=804)	Dec '16 (n=1,395)	Jan '17 (n=747)
Much less likely	1.9%	1.9%	2.5%	2.1%	1.1%
A bit less likely	1.9%	1.6%	2.2%	1.9%	1.9%
No different	31.4%	30.3%	31.0%	35.8%	24.5%
A bit more likely	33.2%	33.9%	32.1%	32.7%	34.7%
Much more likely	31.5%	32.1%	32.2%	27.5%	37.9%
Combined 'much more likely' and 'a bit more likely'	64.7%	66.0%	64.3%	60.2%	72.6%

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

	Total (n=3,566)	July '16 (n=657)	Oct '16 (n=797)	Dec '16 (n=1,378)	Jan '17 (n=734)
Much less likely	1.8%	1.8%	2.8%	1.7%	0.8%
A bit less likely	1.1%	0.9%	1.0%	0.9%	1.8%
No different	30.0%	29.8%	29.5%	33.8%	23.7%
A bit more likely	33.0%	31.7%	33.0%	32.5%	35.1%
Much more likely	34.1%	35.8%	33.8%	31.1%	38.6%
Combined 'much more likely' and 'a bit more likely'	67.1%	67.4%	66.8%	63.6%	73.7%

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

	Total (n=3,572)	July '16 (n=653)	Oct '16 (n=795)	Dec '16 (n=1,380)	Jan '17 (n=744)
Much less likely	1.8%	1.8%	2.3%	2.0%	0.8%
A bit less likely	1.4%	0.8%	2.1%	1.7%	0.8%
No different	30.3%	29.9%	31.1%	32.8%	25.5%
A bit more likely	28.2%	28.9%	26.4%	27.2%	31.2%
Much more likely	38.2%	38.6%	38.1%	36.3%	41.7%
Combined 'much more likely' and 'a bit more likely'	66.4%	67.5%	64.5%	63.6%	72.8%

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

	Total (n=3,616)	July '16 (n=659)	Oct '16 (n=801)	Dec '16 (n=1,407)	Jan '17 (n=749)
Much less likely	2.0%	2.1%	2.2%	2.5%	0.8%
A bit less likely	1.2%	0.9%	1.2%	1.6%	0.7%
No different	32.5%	33.7%	32.3%	33.5%	29.6%
A bit more likely	28.0%	25.6%	28.5%	28.1%	29.2%
Much more likely	36.3%	37.6%	35.7%	34.3%	39.7%
Combined 'much more likely' and 'a bit more likely'	64.3%	63.2%	64.2%	62.4%	68.9%

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

	Total (n=3,632)	July '16 (n=666)	Oct '16 (n=805)	Dec '16 (n=1,411)	Jan '17 (n=750)
Much less likely	7.4%	8.3%	8.4%	7.5%	5.2%
A bit less likely	4.8%	4.5%	5.8%	4.7%	4.4%
No different	44.9%	44.1%	45.3%	48.2%	38.9%
A bit more likely	23.0%	24.8%	23.2%	20.6%	25.9%
Much more likely	19.8%	18.3%	17.1%	19.0%	25.6%
Combined 'much more likely' and 'a bit more likely'	42.8%	43.1%	40.3%	39.6%	51.5%

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

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,1620)	Jan '17 (n=836)
Much less likely	3.3%	2.2%	4.6%	3.6%	2.2%
A bit less likely	2.6%	2.4%	2.9%	2.8%	1.8%
No different	19.4%	21.7%	19.7%	19.5%	16.6%
A bit more likely	44.8%	44.8%	44.4%	44.0%	46.7%
Much more likely	30.0%	28.9%	28.4%	30.1%	32.7%
Combined 'much more likely' and 'a bit more likely'	74.8%	73.7%	72.8%	74.1%	79.4%

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

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,1620)	Jan '17 (n=836)
Much less likely	2.2%	1.8%	3.5%	2.5%	0.8%
A bit less likely	2.4%	2.5%	3.0%	2.2%	2.2%
No different	27.6%	30.8%	25.2%	28.7%	25.4%
A bit more likely	43.6%	42.9%	44.5%	43.6%	43.4%
Much more likely	24.1%	22.0%	23.8%	23.0%	28.3%
Combined 'much more likely' and 'a bit more likely'	67.7%	64.9%	68.3%	66.7%	71.6%

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

	Total (n=4,110)	July '16 (n=764)	Oct '16 (n=890)	Dec '16 (n=1,1620)	Jan '17 (n=836)
Much less likely	7.1%	8.1%	8.2%	7.0%	5.4%
A bit less likely	4.2%	3.9%	4.6%	4.6%	3.2%
No different	61.4%	61.3%	59.4%	61.9%	62.6%
A bit more likely	18.1%	17.5%	19.3%	18.6%	16.3%
Much more likely	9.2%	9.2%	8.4%	7.9%	12.6%
Combined 'much more likely' and 'a bit more likely'	27.3%	26.7%	27.8%	26.5%	28.8%