

Drinkaware Monitor 2023

Spotlight on: Northern Ireland

November 2023

 Prepared by
PS Research



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Introducing the research

Monitor and qualitative research

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Introducing the report

Introducing the research

The full UK report brings together two key research sources to look at drinking in the UK:

Monitor - a UK representative survey to find out who's drinking, how much and why

Qualitative research - individual interviews and focus groups with 29 UK adults

The [UK Drinkaware Monitor report](#) has more information on the methodology of these research sources.

What does this 'Spotlight' report cover?

This report provides a summary of [Northern Ireland specific data](#) from the Drinkaware Monitor 2023, looking specifically at what alcohol consumption and frequency looks like for Northern Ireland in 2023.

What does the full UK report cover?

The [full UK report](#)¹ looks at the state of UK drinking and topics such as concerns, conversations, health and public attitudes. .

The Drinkaware Monitor 2023 survey covers more topics than are covered in this report. For example, the survey asks more questions about alcohol screening and drink spiking. The full data tables and an interactive library of historical Monitor data will be published on the Drinkaware website in Winter 2023. Drinkaware welcomes secondary analysis of its data, please contact research@drinkaware.co.uk. The [technical report](#)², produced by YouGov, includes a copy of the questionnaire.

Acknowledgements

Drinkaware would like to thank YouGov for conducting the survey; PS Research for analysing the survey data, conducting and analysing the qualitative research, and for writing this report; and the participants of the qualitative research for giving their time and being so open and honest.

How to cite this report

Pearson A., & Slater, E. (2023, November). Spotlight on Northern Ireland. Drinkaware Monitor 2023. PS Research and Drinkaware.

Viewing the charts

Many of the analysis charts in this report are interactive.



Hover

Hover over bars or maps to display data and hover over legend labels to highlight one set



Select

Click on a legend label to select or de-select data in the chart you are viewing

Understanding the language

Throughout the report a number of technical terms are used to analyse the results of the Monitor. A [glossary](#) is included in the Appendix.

The most commonly used are:

We have used [the Cabinet Office's advice for writing about ethnicity](#). When analysing findings by ethnicity, we use the term 'ethnic minorities' to refer to all ethnic groups except any white categories, including white British.

[AUDIT and AUDIT-C](#) are methods of screening for excessive drinking developed by the World Health Organization³. AUDIT is a 10-question method of screening for excessive drinking and to assist in brief assessment.

The **Index of Multiple Deprivation** is a [measure of relative deprivation](#) for small areas (neighbourhoods) across the UK⁴. Throughout the report, analysis by deprivation refers to the 'least deprived' and 'most deprived' areas. These are based on Index of Multiple Deprivation quintiles, with the 'least deprived' being those living in areas in the lowest 20% of deprivation and 'most deprived' being those who live in areas in the highest 20% of deprivation.

Social Grades are reported using a classification system based on occupation (AB are managerial and professional occupations; DE are semi and unskilled manual workers)⁵

Where differences between sub-groups and changes over time are discussed in this report, only those differences that are statistically significant are reported (unless otherwise stated). These differences are statistically significant to a confidence level of 95%. Please also note that throughout the report we use rounded percentages. Figures may not always sum to 100% due to this rounding, but will remain within a percentage point.

Drinkaware Monitors



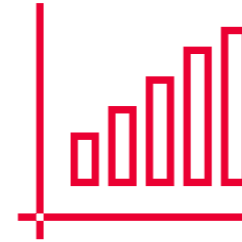
What is the Monitor?

Drinkaware is committed to ensure our work is informed by up-to-date evidence on UK drinking attitudes and behaviours.

Every year, Drinkaware commissions a representative survey to understand the UK's drinking behaviours and motivations. A core subset of questions are included in the questionnaire every year to understand changes in key variables over time. Other questions are developed to reflect that year's theme.

Since 2017, the Monitors have been conducted by YouGov on behalf of Drinkaware, and before that by Ipsos Mori (2009-14). Where appropriate, findings from the 2023 Monitor have been reported in the context of those from previous waves.

Drinkaware welcomes secondary analysis of its data, please contact the research team on research@drinkaware.co.uk to find out more.



Monitor Methodology

- UK wide sample of 10,473 adults aged 18 to 85 were interviewed, including 6,948 in England, 1,302 in Wales, 1,565 in Scotland and 658 in Northern Ireland
- The sample was drawn from the YouGov research panel, with responses collected during July 2023
- Using data from the Office for National Statistics, the results were weighted to be representative of the UK adult population according to age, gender, social grade and region
- The sampling and weighting process is exactly consistent with that used in previous Drinkaware Monitors
- When compared to population-level sales data, self-reported surveys typically underestimate population alcohol consumption by between 30% and 60%.

More information on the Methodology can be found in the [technical report](#)².

What did we find in 2022?



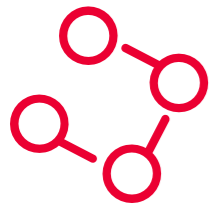
There was no significant change in how often UK adults drink alcohol or the amount of alcohol being consumed in a typical day/week since 2021

- But the number of UK drinkers who were binge drinking was rising, particularly amongst younger adults
- Understanding of government low risk drinking guidelines was low, but those who understood the guidelines did not necessarily drink less alcohol



The drinking of other people was having a negative impact on many UK adults

- Three in ten UK adults were concerned about someone else's drinking
- The drinking of a partner, close friend or relative was most likely to have a negative impact when they regularly drink to excess



Drinking behaviours are interdependent with other factors

The research identified that lifestage, social life, people around you and demographics influence drinking habits and that drinking habits have an impact on health and life satisfaction, other risky behaviours and the people around you.

UK summary

Summary of key findings from full UK report

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There are some encouraging trends around drinking in the UK



Whilst the proportion of non-drinkers in the UK has not changed in the last year, **drinkers appear to be drinking less frequently**: 39% drink alcohol less often than weekly compared to 33% in 2019.



UK drinkers are **increasingly drinking within low risk drinking guidelines**, set by the UK Chief Medical Officers, of 14 units per week.



There has been a **significant fall in people drinking at home alone** (but if they do drink at home alone it is likely that they do it regularly).



But those struggling the most financially were most likely to have changed their drinking habits over the last 12 months due to the cost of living crisis

One in ten drinkers struggling financially report drinking more alcohol in the last year whilst four in ten have been drinking less.

Different life stages impact on people's drinking habits

We see significant differences by age across key drinking behaviours

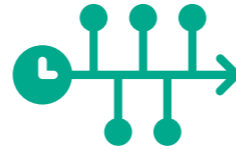


18 to 34

Younger age groups are more likely to drink the **least often** or **not at all**

BUT

If they do drink, they are more likely to **binge drink**, particularly monthly or less often



35 to 54

Drink **more often than younger adults**, although not as much as the older age group

BUT

The proportion **binge drinking weekly or more often has fallen** to the lowest it has ever been



55 and over

This is the age group that drinks the **most often**, drinking on more days than anyone else

BUT

When they do drink, **they drink less**

The majority of UK drinkers think they 'drink responsibly'

And they tend not to worry about their drinking



9 in 10

Agree that they 'drink responsibly'



3 in 5

Never worry about their drinking



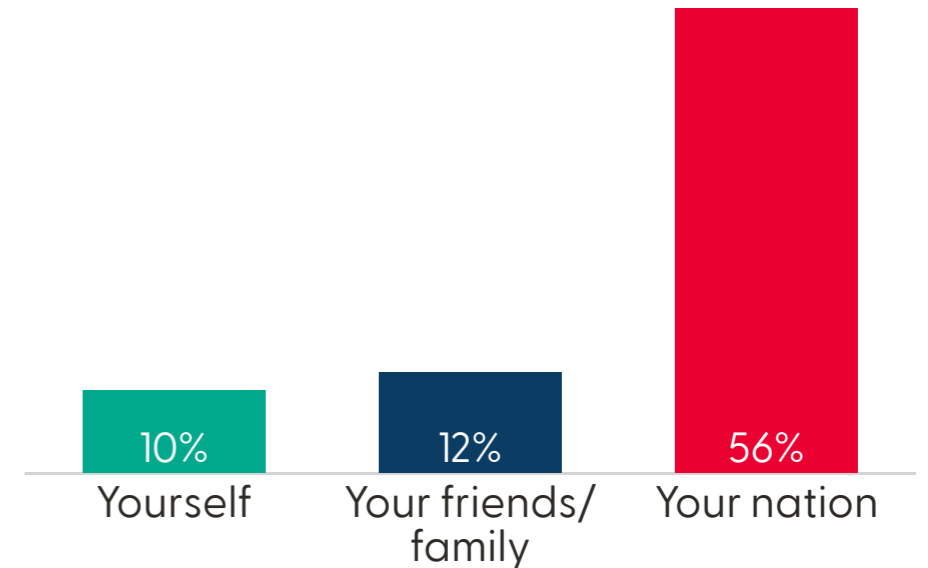
4 in 5

Feel it is unlikely that they will have future health problems as a result of their drinking



UK drinkers are much more likely to feel the nation has an unhealthy relationship with alcohol compared to themselves and their friends/family

% selecting unhealthy



But one in four UK adults are concerned about someone else's drinking

Although this is lower than in 2022 (26% down from 29%)



Concern is most likely to be for a friend's drinking

36% of those with a concern indicate it relates to a friend, rising to 44% amongst males



UK adults are less comfortable having a conversation with friends or family about their drinking

Only 29% would feel very comfortable starting a conversation with family and 24% with friends, compared to 45% with a partner



One in five people who are concerned about someone else's drinking have not said anything or taken any action



When it comes to their own drinking...

One in ten (11%) UK drinkers report that family, friends or a health professional have expressed concern about their drinking

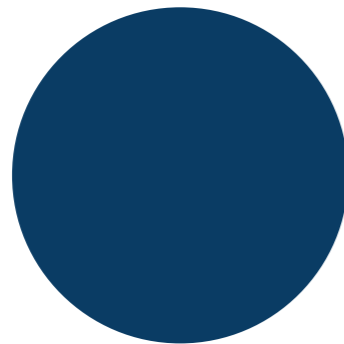
Meaningful conversations about alcohol matter

A third (35%) of people who had a concern raised about their drinking indicated that they made changes as a result

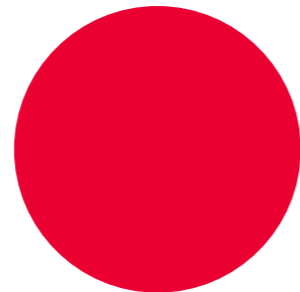


Starting a conversation about someone's drinking is more effective than just making a comment

% of those who had a concern raised about their drinking indicating that they took actions as a result



44%



32%

- Someone had a conversation with them
- Someone just made a comment



The qualitative research revealed that comments may be a pre-cursor to having a more-in depth conversation.

Participants in the qualitative research often described these conversations as difficult and emotional, and feel that ultimately the impact of the conversations largely depend on how willing the person is to accept that they may be drinking in a harmful or problematic way.

The headlines from the qualitative research (1)

What did we learn about the conversations people are having over concerns for someone else's drinking?



Although the findings in the quantitative Monitor data suggest most people say they would feel comfortable about starting a conversation with someone because they are concerned about their drinking, the qualitative research found that actually **having these conversations can be difficult and emotional.**



The qualitative research revealed that some of the **key barriers** that may prevent people from initiating a conversation about their concerns are:

- expecting denial or an argument
- the conversation feels pointless
- not knowing how to broach the subject
- fear of damaging relationships
- they don't feel it is their place
- they are not 100% sure there is a problem



Denial and **defensiveness** are the most common reactions during initial conversations from the person whose drinking is a concern, particularly if the person is not expecting this conversation and feels 'ambushed'.

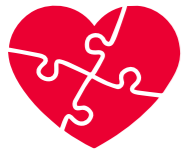


Challenging perceptions of what constitutes 'problematic drinking' may help in overcoming defensiveness and denial. It can also be helpful to forewarn the person about the conversation to allow them time to digest the concerns.

The headlines from the qualitative research (2)



Participants who have had conversations with people because they are concerned about their drinking often use **different strategies** to try to get the person to see that their drinking may be problematic, including being accusatory, being supportive or providing 'evidence' about their drinking habits or behaviours.



Strategies used differ depending on the relationship and on how problematic their drinking is deemed to be, and some people have used **multiple strategies during multiple conversations**.



Conversations often **focus on how often or how much someone is drinking** and the impact of this, but less often on the reasons why people feel the need to drink in this way.



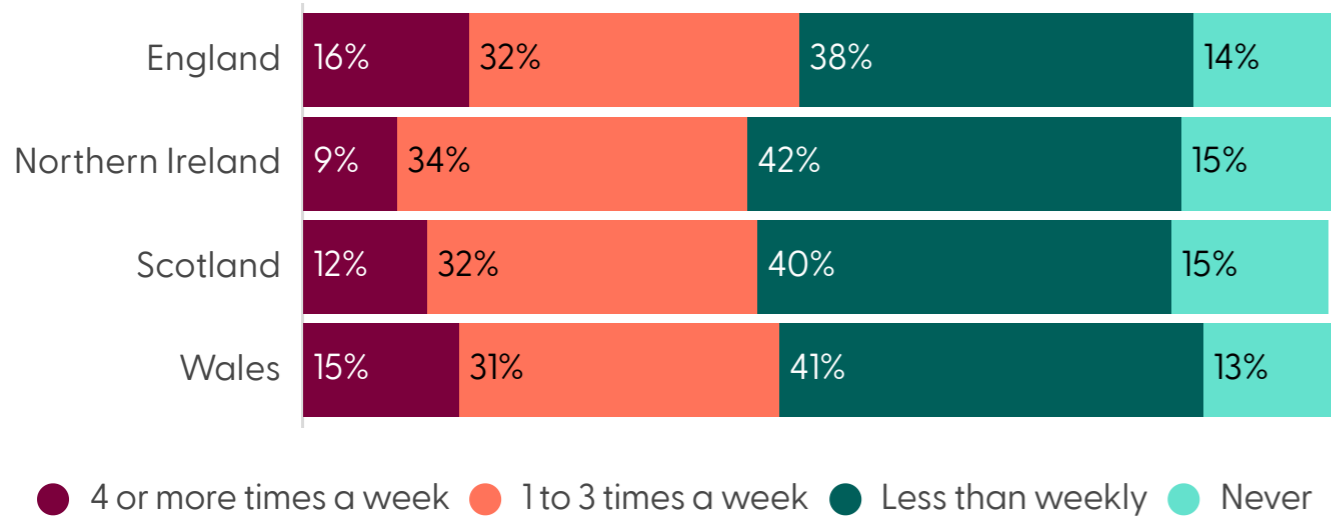
Conversations can have an **impact** on the person's drinking, or on their perceptions of their drinking, although this **may take some time** and may only occur after having multiple conversations.



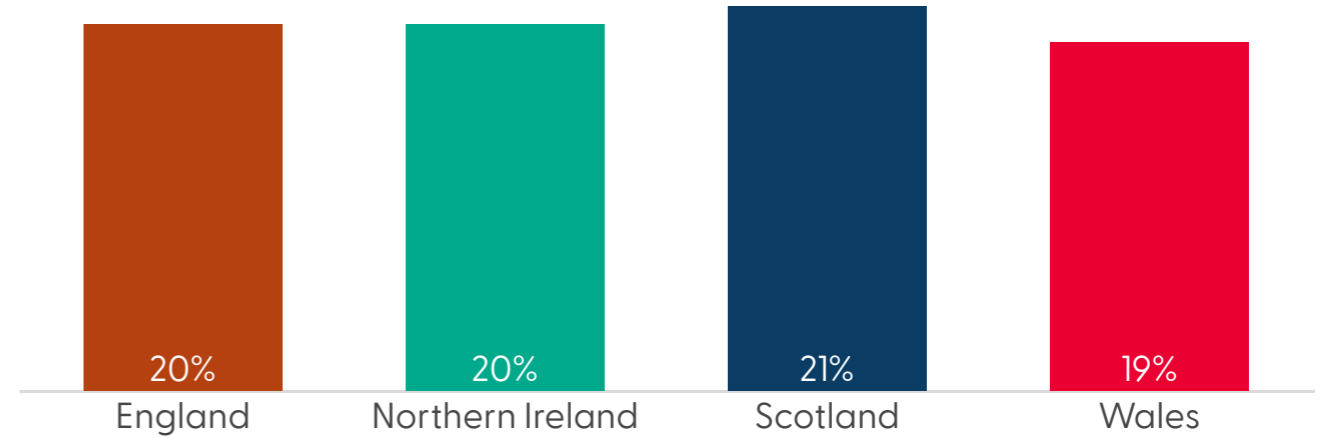
Ultimately, the impact of the conversations seems to largely depend on **how open the drinker is to accepting that their drinking may be harmful or problematic**.

How do drinking behaviours look across UK countries?

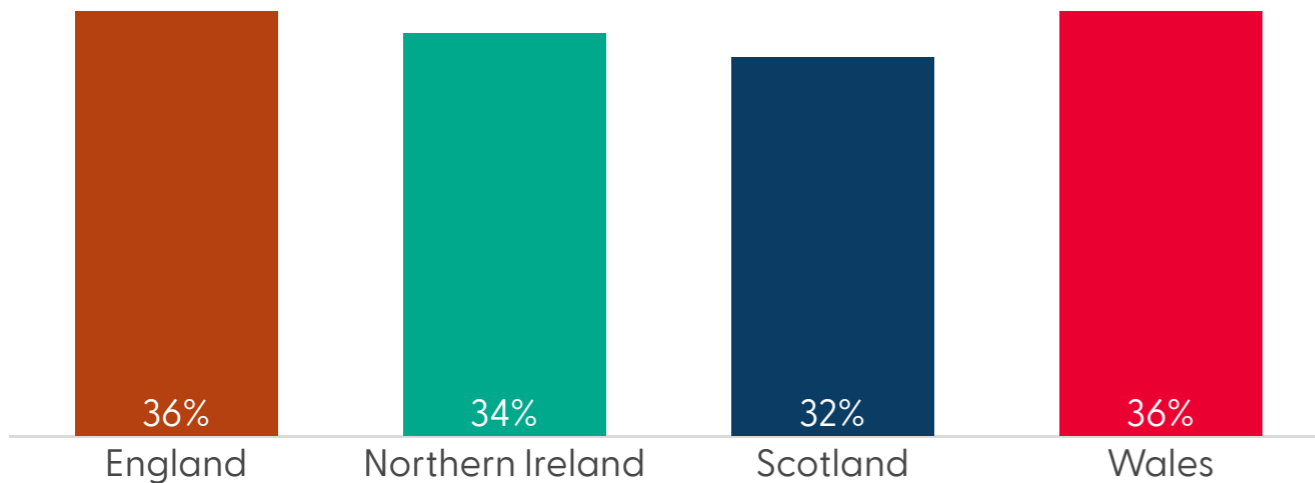
How frequently all adults drink alcohol



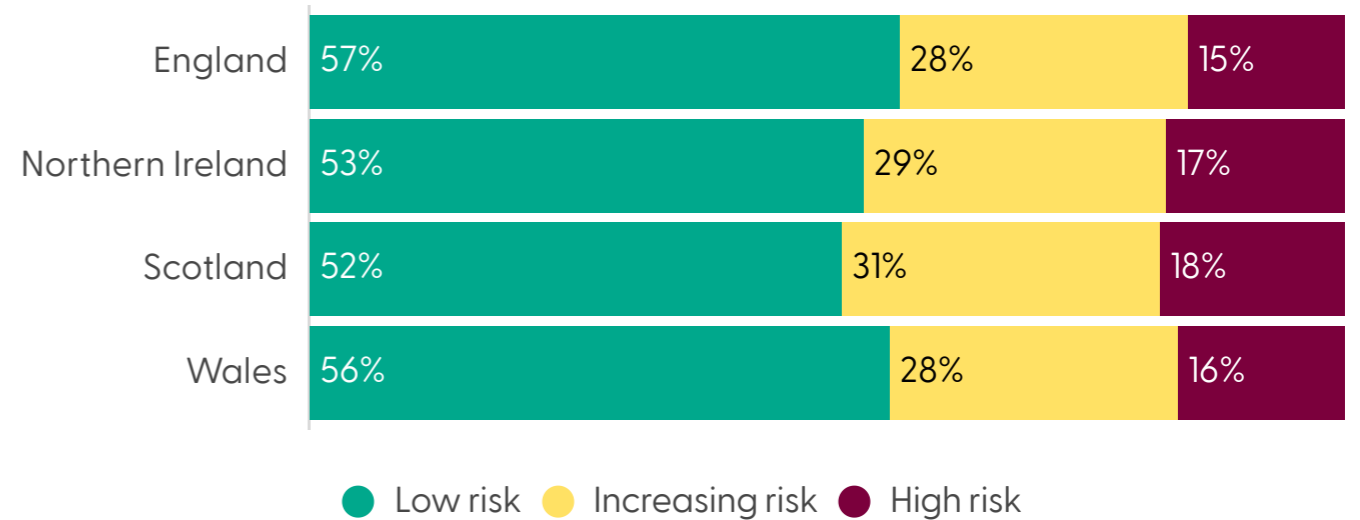
% of drinkers who drink more than the Chief Medical Officers' low risk drinking guidelines of 14 units per week⁶



% drinkers who never binge drink



AUDIT-C assessment³ alcohol risk classifications (% drinkers)



Drinking in Northern Ireland in 2023

Alcohol consumption and comparisons

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2023: the Northern Ireland story in a nutshell



Fewer adults in Northern Ireland drink four or more times a week compared to adults across all the UK; however, drinkers in Northern Ireland are more likely to report that they drink more units on a typical day when drinking compared to UK drinkers



As across all UK, the proportion of drinkers drinking at home at least once a week has fallen significantly in Northern Ireland compared to 2022



The majority of drinkers in Northern Ireland feel they 'drink responsibly'; proportions are similar to all UK adults (85% agree they drink responsibly in N. Ireland; 87% in all UK)



63% of drinkers in Northern Ireland feel their nation has an unhealthy relationship with alcohol; this is higher than drinkers in England and Wales (56% and 38% respectively)



31% of adults in Northern Ireland have been concerned about someone else's drinking in the last 12 months (higher than all UK; 26%); half have spoken to them about this concern



How comfortable people feel starting conversations with others about their drinking depends on relationships; people are most comfortable starting conversations with their partner or spouse

How often do adults in Northern Ireland have a drink containing alcohol?

Fewer adults in N. Ireland drink four or more times a week compared to adults in all UK

Frequency of drinking amongst adults in N. Ireland in 2023 compared to adults in the UK

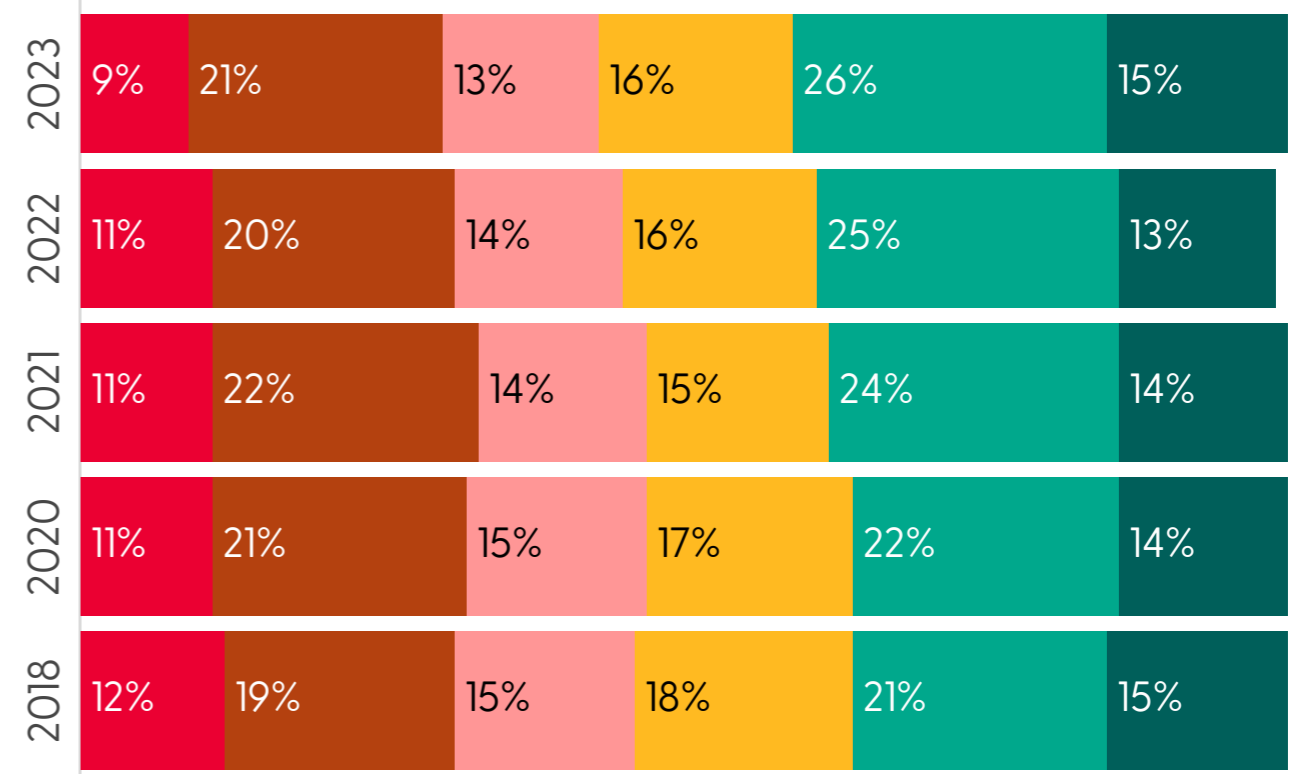


- 4 or more times a week
- 2-3 times a week
- Once a week
- 1 to 3 times a month
- Less often than monthly
- Never

Drinking frequency. Base: all N.Ireland adults (n=658); all UK adults (n=10,473)

The proportion of adults in N. Ireland drinking less often than monthly has increased since 2018

Change in frequency of drinking amongst adults in N. Ireland over time



- 4 or more times a week
- 2-3 times a week
- Once a week
- 1 to 3 times a month
- Less often than monthly
- Never

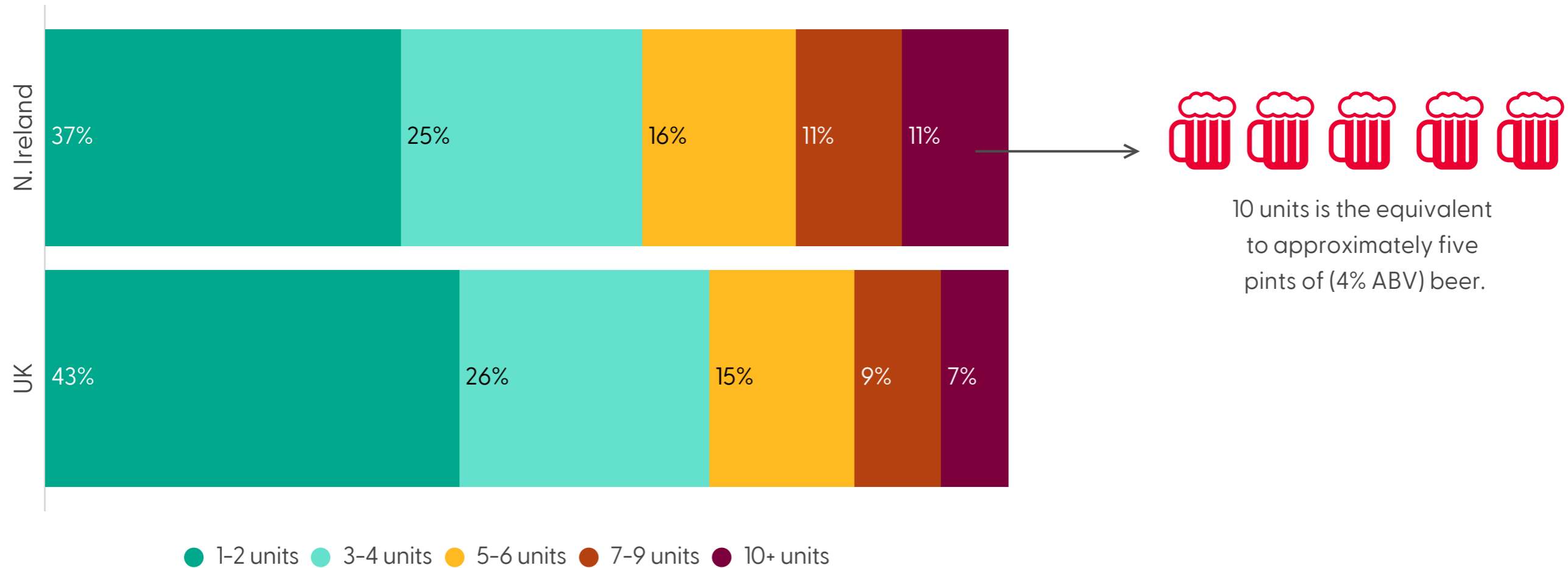
[Previous Monitor reports](#)²

Drinking frequency. Base: all N.Ireland adults , 2023 (n=658); 2022 (n=612), 2021 (n=609); 2020 (n=608), 2018 (n= 593)

How many units of alcohol do people drink in a typical day when drinking?

Higher proportions of drinkers in N. Ireland report drinking more units on a typical day compared to UK drinkers; 22% of drinkers in N. Ireland drink 7+ units in a typical day compared to 16% of UK drinkers

Breakdown of units in a typical day in 2023

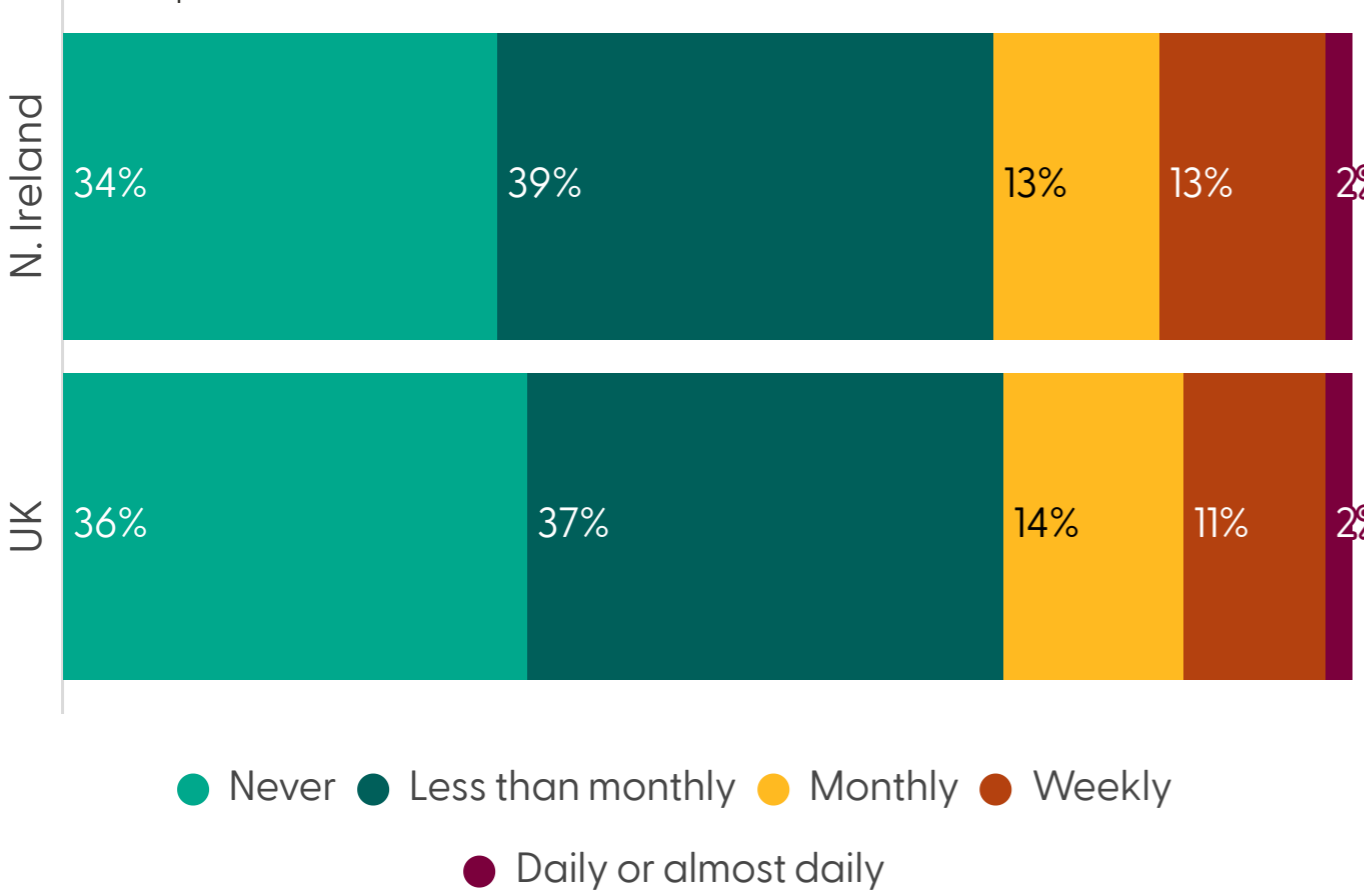



Units in a typical day. Base: all N. Ireland adults who drink alcohol (n=563); all UK adults who drink alcohol (n=9,035)

How often do drinkers in Northern Ireland binge drink?

Levels of binge drinking (drinking more than 6/8 units* in a single occasion) amongst drinkers in Northern Ireland is similar to all UK drinkers

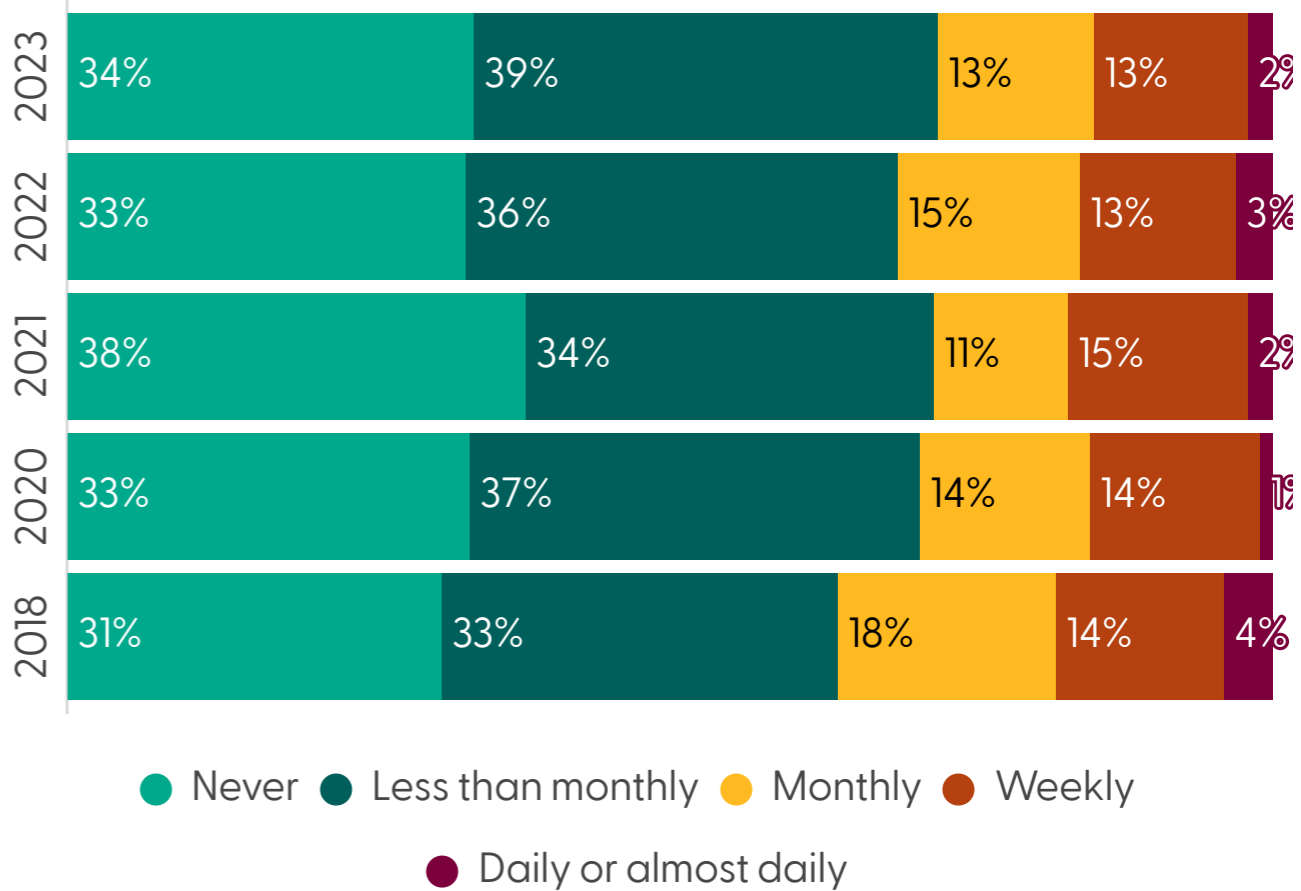
Frequency of binge drinking (6 units for females, 8 for males) in the last year in Northern Ireland compared to all UK in 2023




 Frequency binge drinking in the last year. Base: all N. Ireland adults who drink alcohol (n=563); all UK adults who drink alcohol (n=9,035)

The proportion of drinkers in N. Ireland who never binge drink* has remained consistent, with the exception of the spike seen in 2021

Change in binge drinking amongst adults in N. Ireland over time:

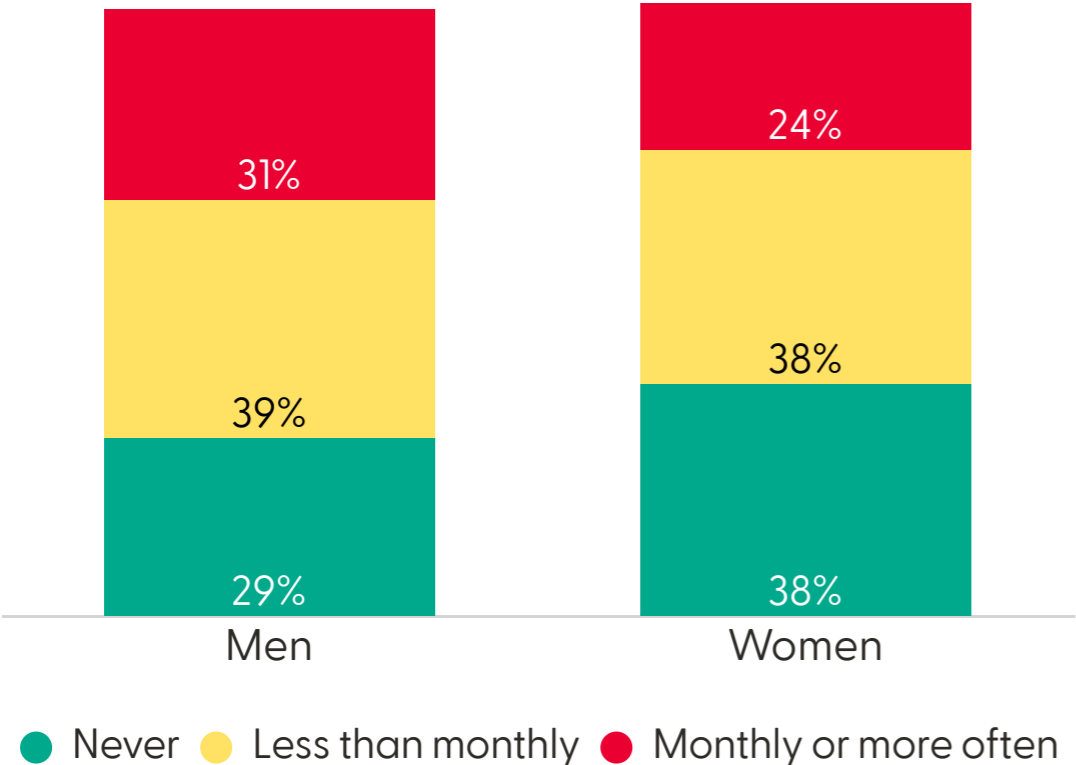


 *6 units for females; 8 units for males. Frequency binge drinking in the last year. Base: all N. Ireland adults who drink alcohol, 2023 (n=563); 2022 (n=531), 2021 (n=529); 2020 (n=518), 2018 (n= 503)

Men and younger drinkers are more likely to binge drink

Men in N. Ireland are more likely to binge drink than women, with 71% reporting binge drinking in the last year compared to 62% of females

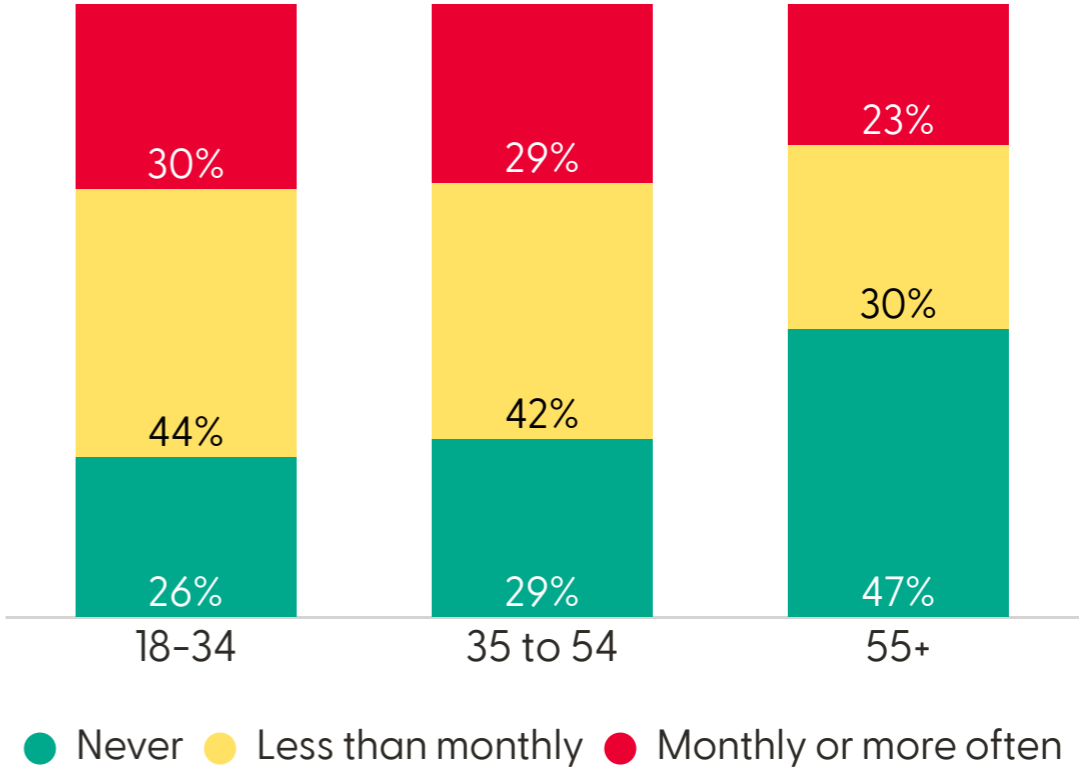
Frequency of binge drinking (6 units for females, 8 for males) in the last year in N. Ireland in 2023 by gender



*6 units for females; 8 units for males. Frequency binge drinking in the last year. Base: all N. Ireland adults who drink alcohol, Males (n=259), Females (n=304)

Almost three-quarters (74%) of 18-34 year olds in N. Ireland report binge drinking in the last year compared to around half (53%) of those aged 55 and over

Frequency of binge drinking (6 units for females, 8 for males) in the last year in N. Ireland in 2023 by age group



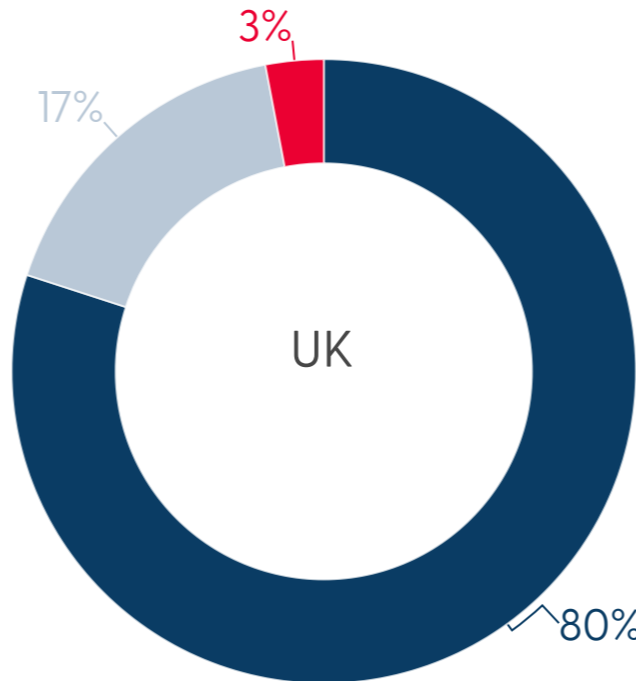
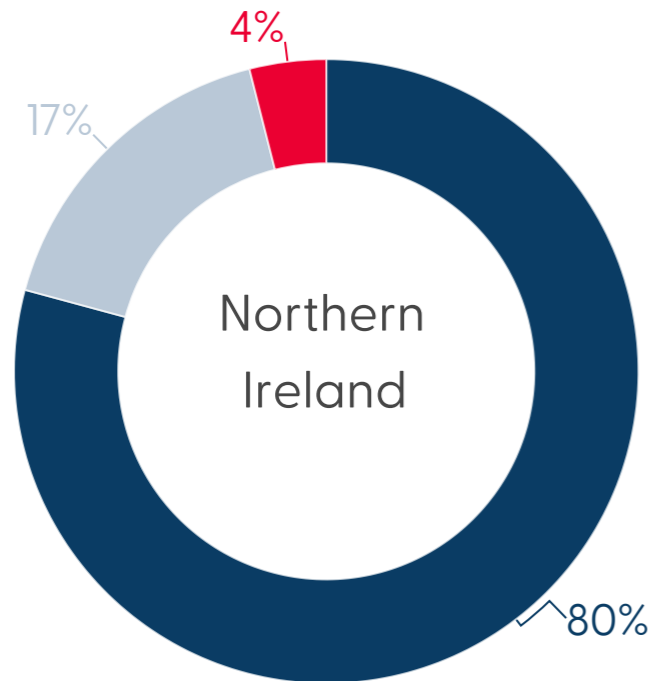
Frequency binge drinking in the last year. Base: all N. Ireland adults who drink alcohol, 18-34 (n=146); 35-54 (n=208), 55+ (n=209)

How many units do drinkers in N. Ireland consume in a week?

In 2023, four in five drinkers in N. Ireland (80%) report that they drink within the UK Chief Medical Officers' low risk drinking guidelines of 14 units per week⁸; the same as in all UK



The proportion of drinkers in N. Ireland drinking within the UK Chief Medical Officer's low risk guidelines of 14 units of alcohol a week is largely unchanged from 2018 (75% in 2018; this difference is not statistically significant)



● Low risk (0-14) ● Increasing risk (15-34 / 15-49)
● High risk (35+ / 50+)

● Low risk (0-14) ● Increasing risk (15-34 / 15-49)
● High risk (35+ / 50+)

Weekly units score. Base: all N. Ireland adults who drink alcohol (n=563); all UK adults who drink alcohol (n=9,035)



Useful to know

Weekly units of alcohol are grouped into three risk categories: low, increasing and high. Low risk is 0 to 14 units while increasing and high risk differs by gender:

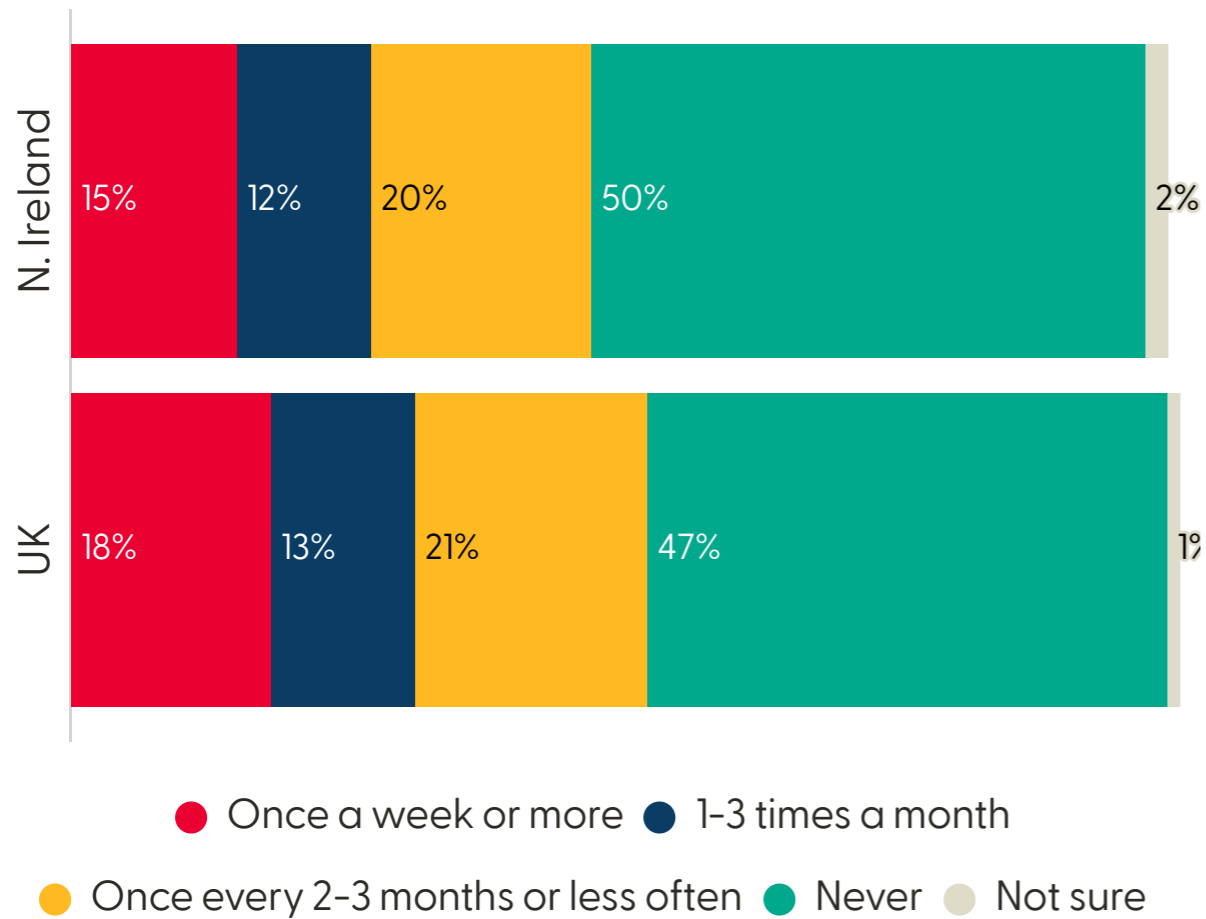
- **Females** who drink between 15 and 34 units are increasing risk, 35+ are high risk
- **Males** who drink between 15 and 49 units are increasing risk, 50+ are high risk

'Risk' refers to risk of harm from alcohol

There has been a significant drop in people drinking at home alone

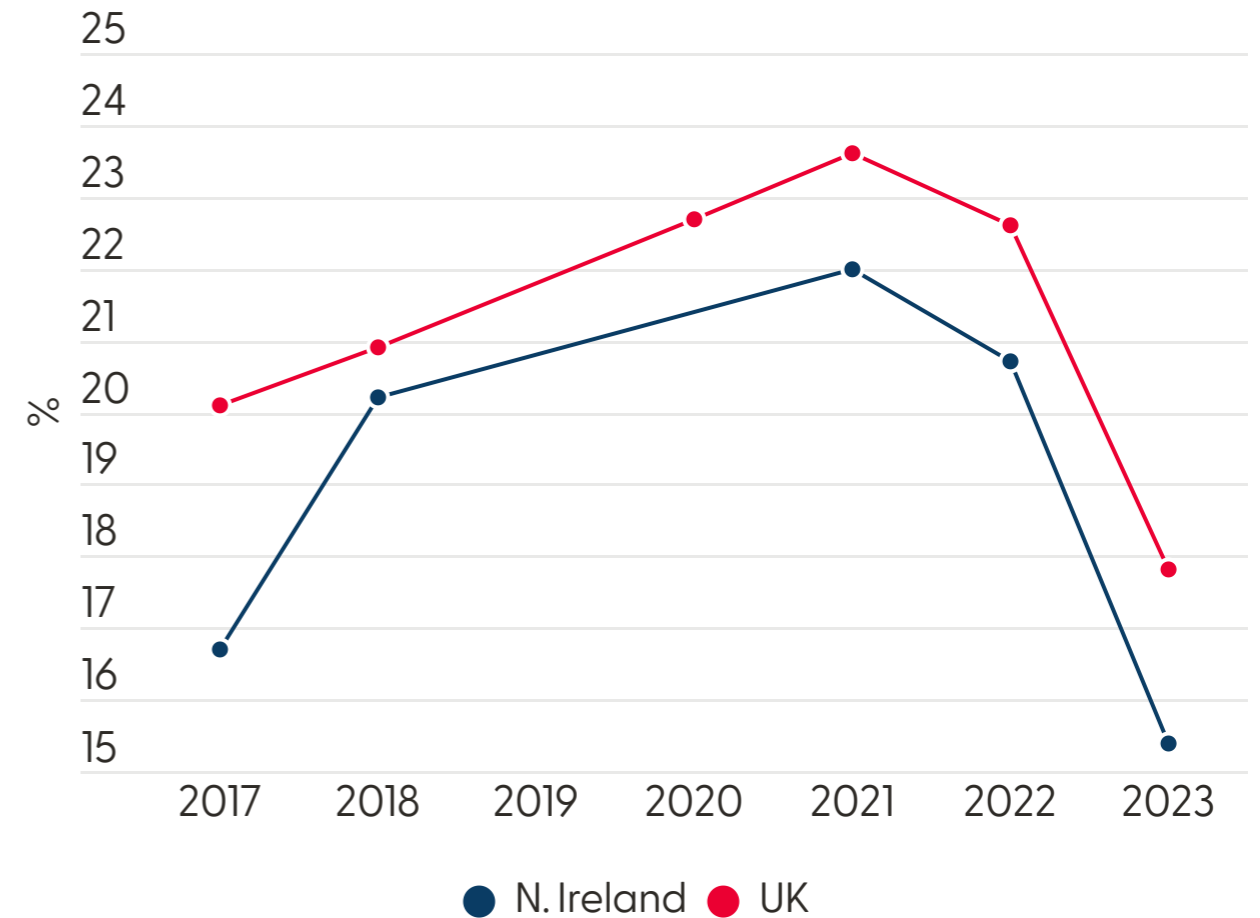
The proportion of drinkers in N. Ireland who drink at home alone is similar to the UK

Frequency of drinking at home alone in the last year



As across all UK, drinking at home alone at least once a week has fallen significantly in N. Ireland

% who drink home alone at least once a week over time



Drinking occasions: drinking at home alone. Base: all N. Ireland adults who drink alcohol (n=563); all UK adults who drink alcohol (n=9,035)

Drinking behaviours can be used to assess risk of harm from alcohol

The Alcohol Use Disorders Identification Test (AUDIT)³ is a series of questions used to understand someone's alcohol use.

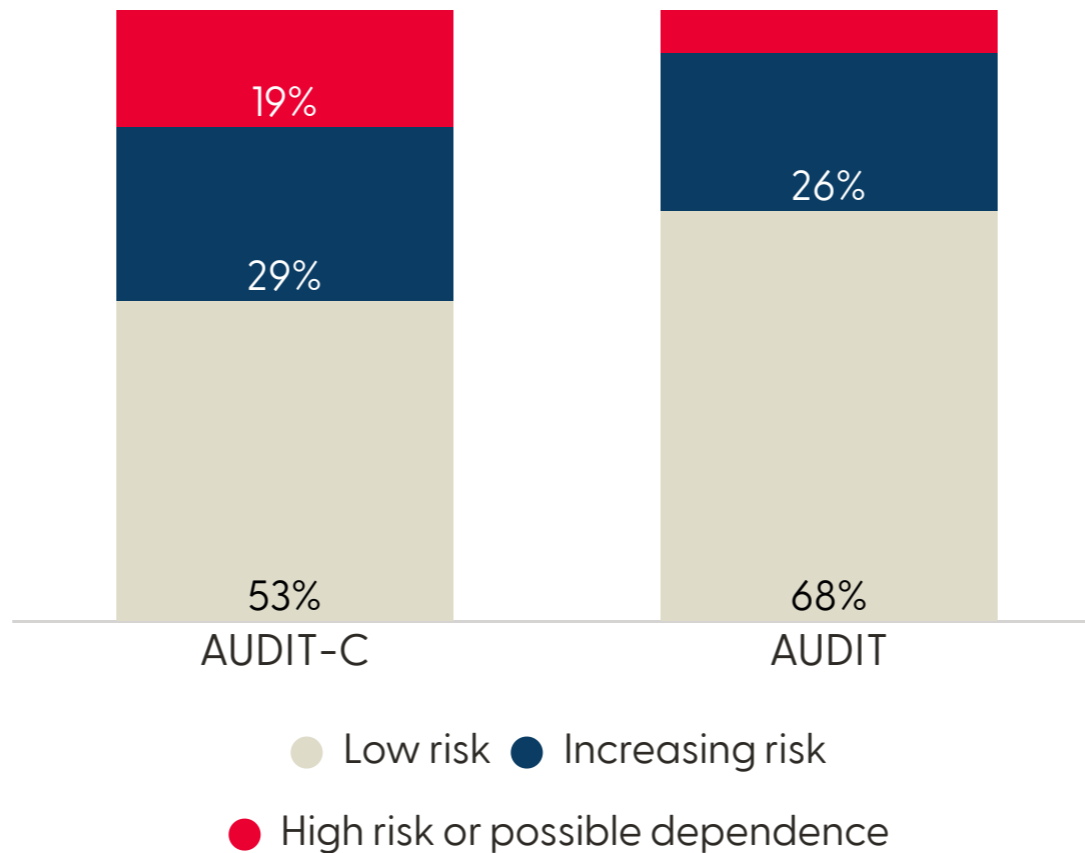
The AUDIT was developed by the World Health Organization (WHO) as a simple, 10-question method of screening for excessive drinking and to assist in brief assessment.

The AUDIT assesses three domains: alcohol intake, dependence, and adverse consequences. Each item receives a score of 0–4, with a total possible score of 40.

A score of 0–7 indicates low risk, 8–15 indicates increasing risk, 16–19 indicates higher risk and a score of 20 or more indicates possible dependence.

The AUDIT-C is a shortened version of the 10-item AUDIT and asks the three consumption-related questions only. 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.

How levels of risk amongst drinkers in Northern Ireland compare between AUDIT-C screening and the full AUDIT assessment



Base: all N. Ireland adults who drink alcohol (n=563)



AUDIT Risk Classifications

Low risk

Low risk of causing future harm to themselves

Increasing risk

Drinking at a level that increases the risk of damaging their health and could lead to serious medical conditions

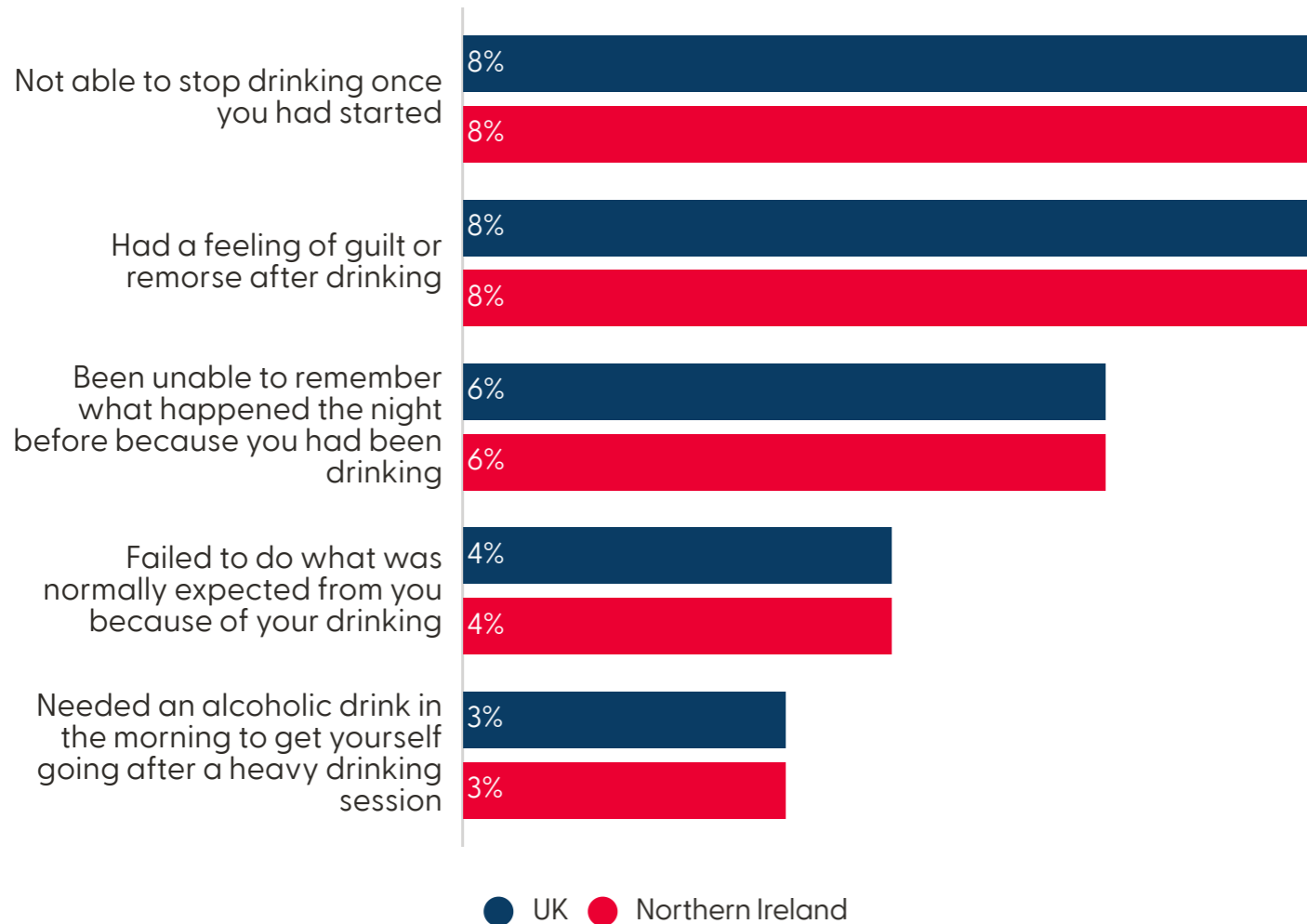
High risk (or possible dependence)

This level of drinking has the greatest risk of health problems

Risky behaviour when drinking in N. Ireland appears similar to the UK

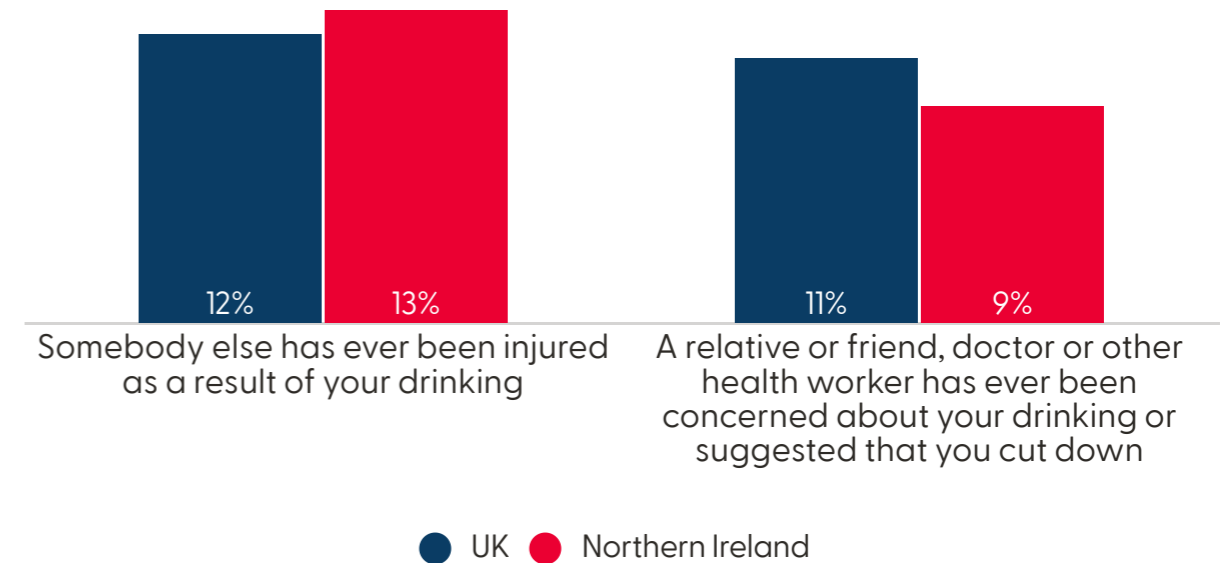
Close to one in ten drinkers in N. Ireland have felt guilty after drinking over the last 12 months; similar to across all UK

Questions from full AUDIT assessment (% monthly or more often over the last 12 months)



13% of drinkers in N. Ireland revealed somebody else has been injured as a result of their drinking; similar to all UK

Questions from full AUDIT assessment (% ever)



AUDIT assessment questions T1-T7. Base: all UK adults who drink alcohol (n = 9,035); all N. Ireland adults who drink alcohol (n = 563)

What people in N. Ireland think about their drinking

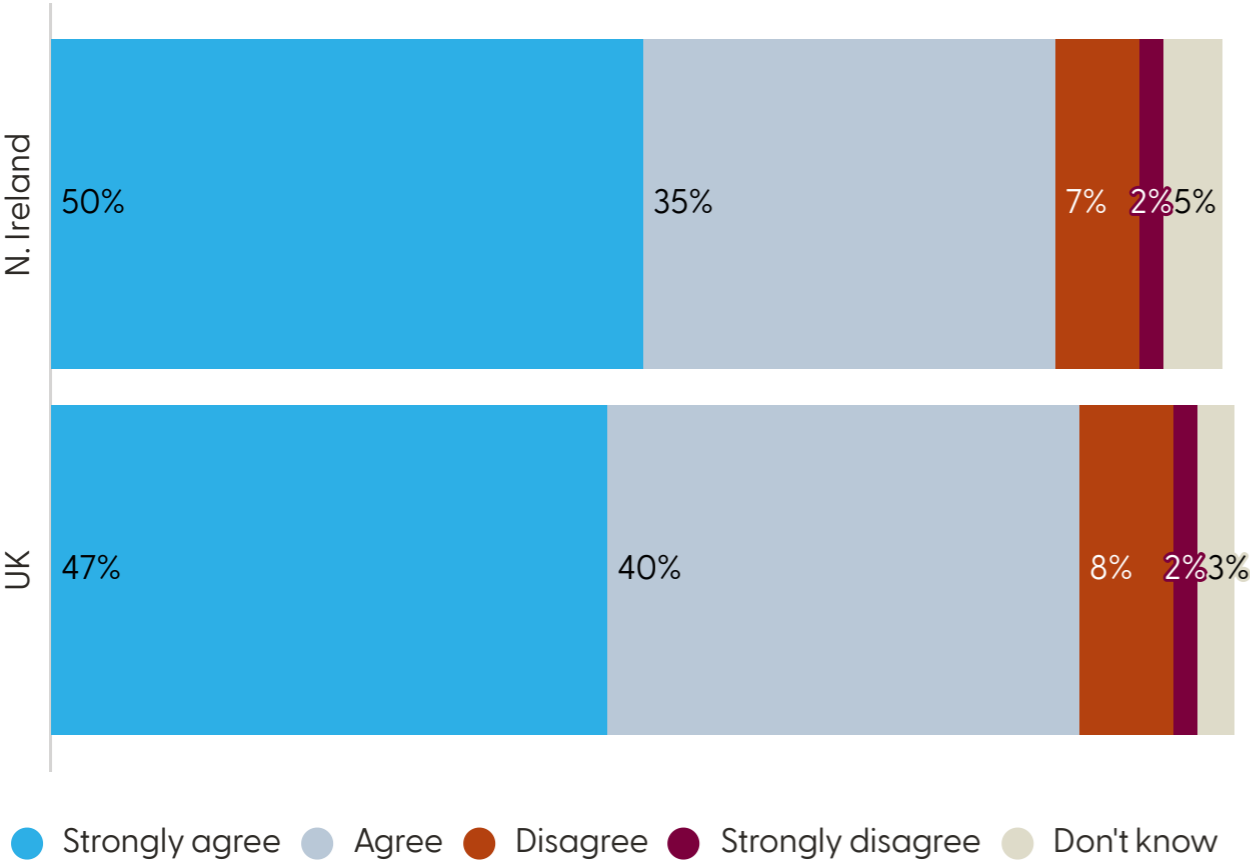
Responsible drinking and health

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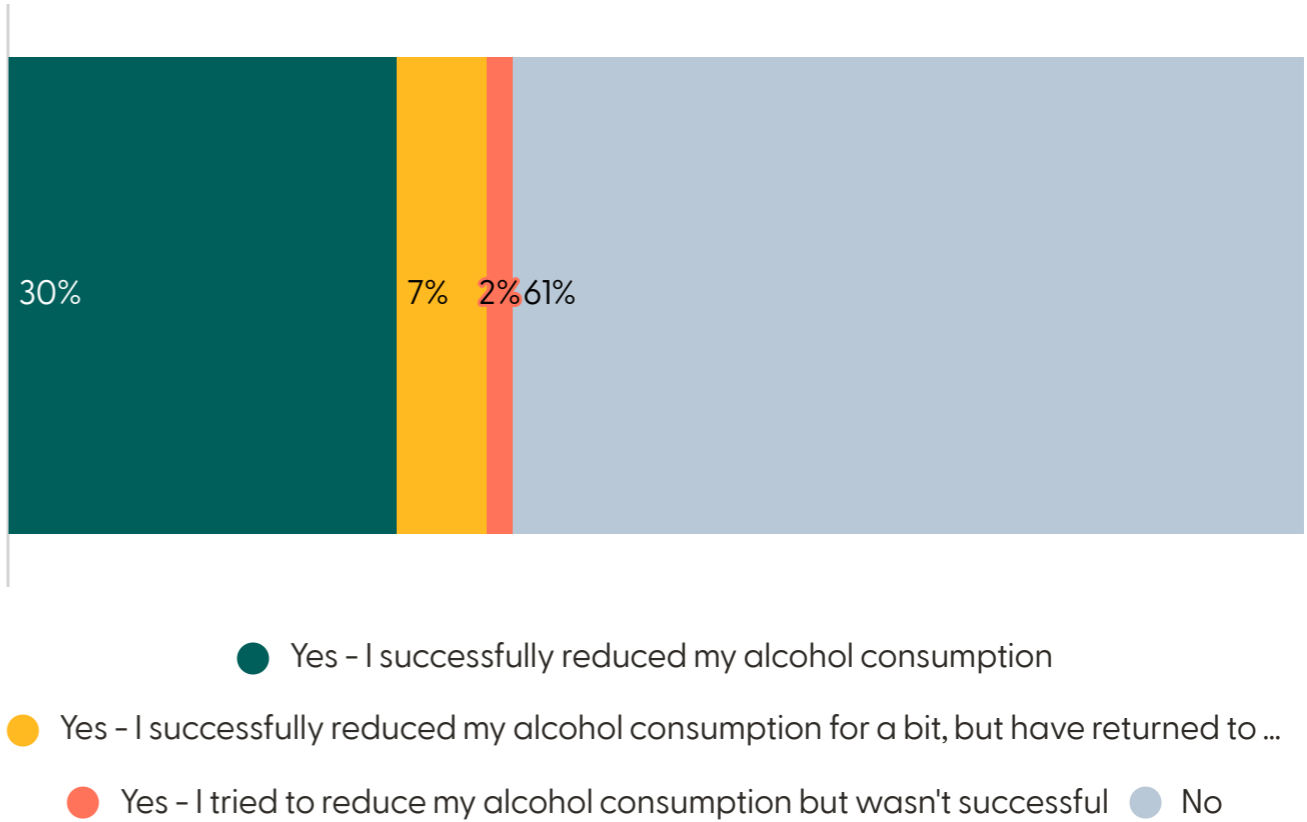
The proportion of drinkers in Northern Ireland who feel that they 'drink responsibly' is similar to across all UK

85% of adults in Northern Ireland who drink strongly agree or agree that they 'drink responsibly'; similar to across all UK (87%)



Base: all N. Ireland adults who drink alcohol (n=563); all UK adults who drink alcohol (n=9,035)

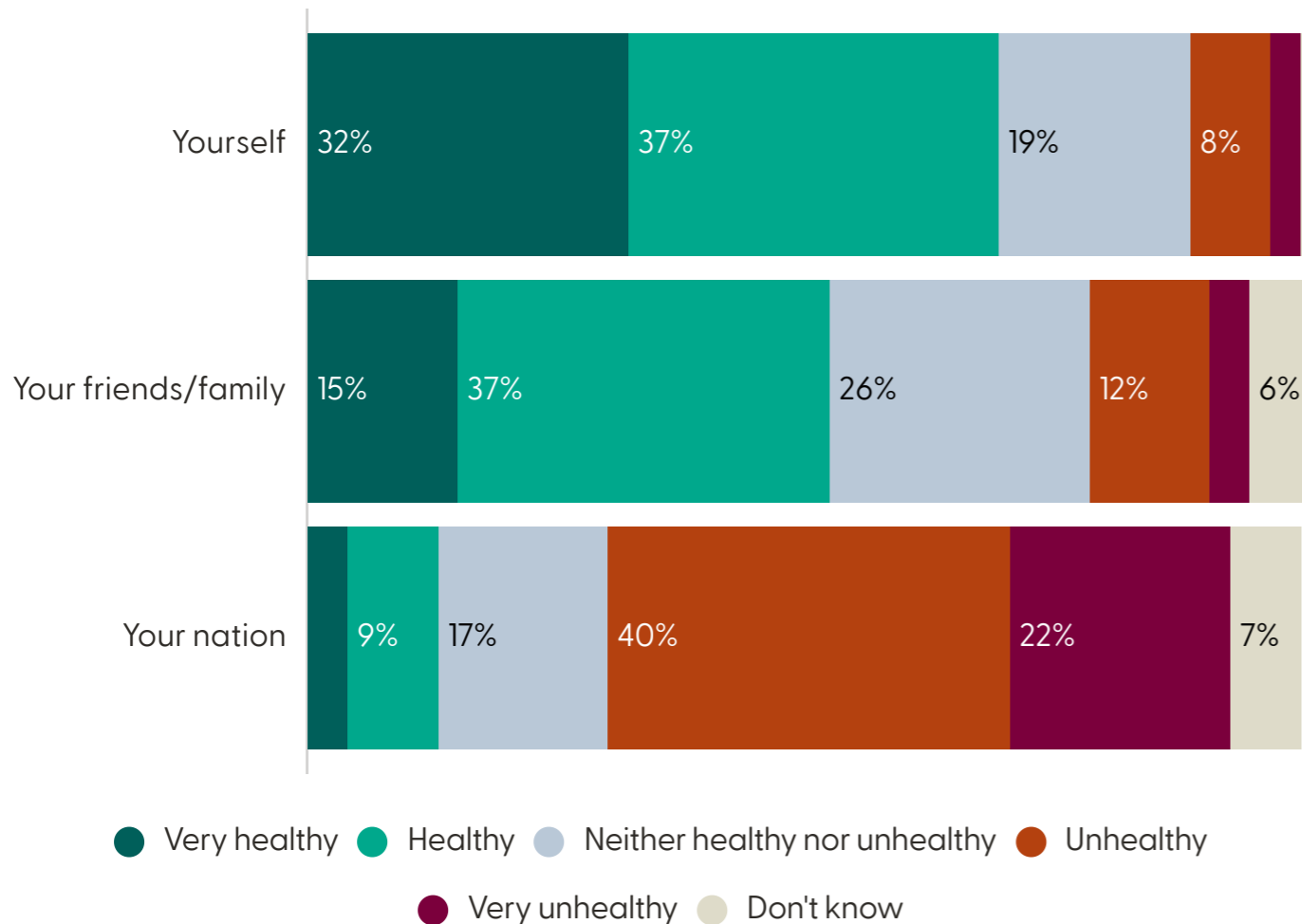
39% of drinkers in Northern Ireland indicated that they have tried to reduce their alcohol consumption in the last 12 months (same all UK), with the majority successfully reducing the amount they drink



Attempted to reduce alcohol consumption. Base: all N. Ireland adults who drink alcohol (n = 563)

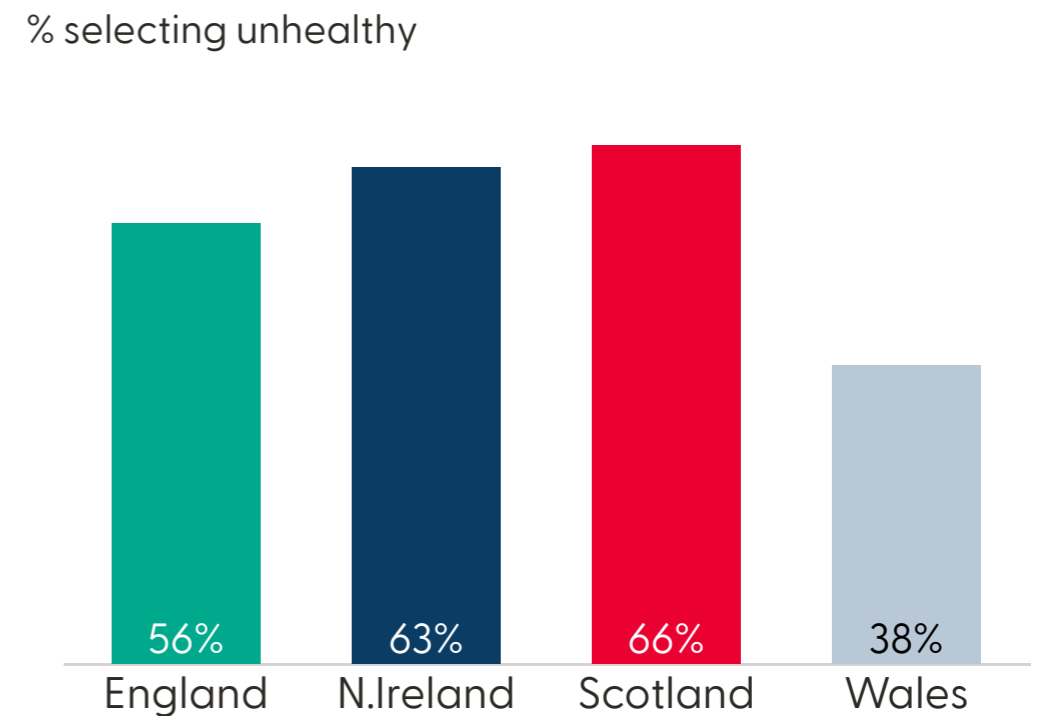
1 in 10 drinkers feel they have an unhealthy relationship with alcohol

Drinkers in N. Ireland feel the majority of their nation has an unhealthy relationship with alcohol, but they are much less likely to feel this is the case about themselves or their friends and family



Relationship with alcohol. Base: all N. Ireland adults who drink alcohol (n = 563)

Adult drinkers in N. Ireland are more likely to feel their nation has an unhealthy relationship with alcohol than drinkers in England or Wales

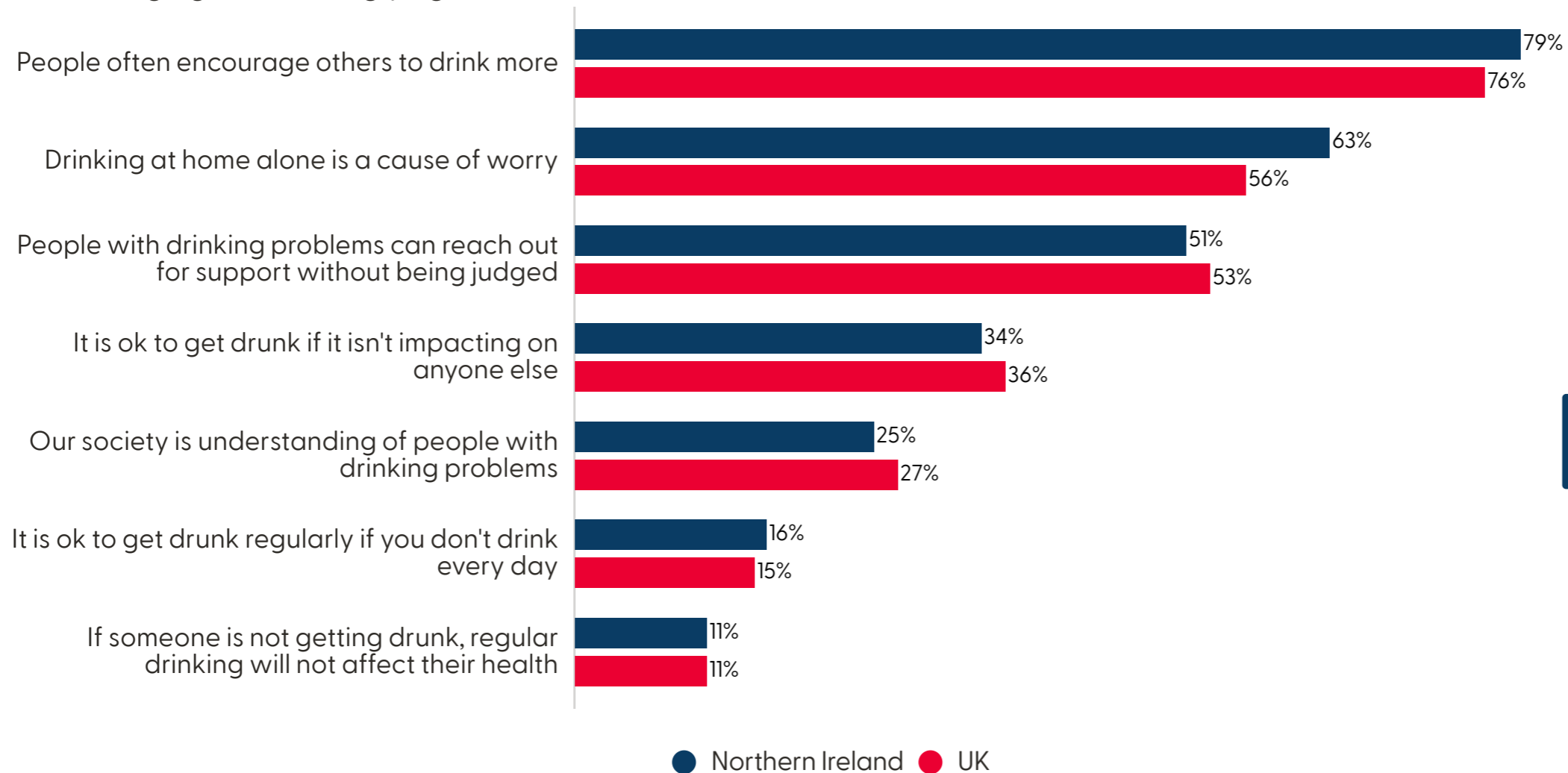


Base: all adults who drink alcohol, England (n = 6,005), N. Ireland (n=563), Scotland (n=1,325), Wales (n=1,142)

Attitudes and perceptions around drinking

People in Northern Ireland have similar attitudes and perceptions to the UK overall, with the exception of views on drinking at home alone

% selecting agree or strongly agree



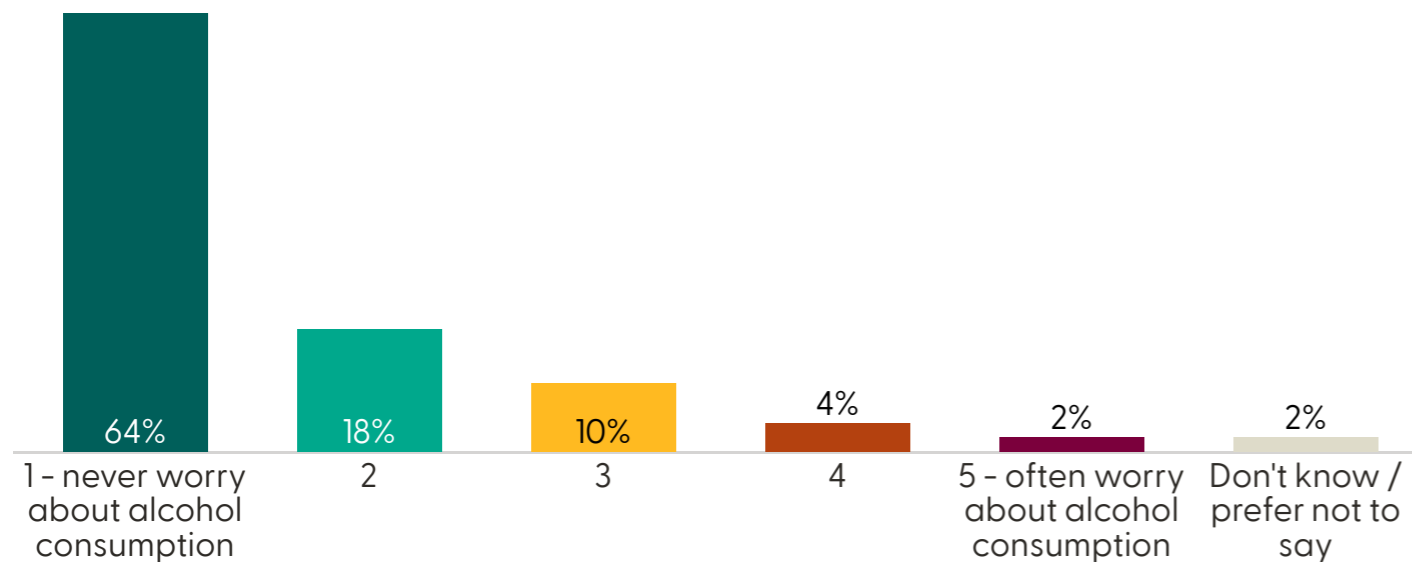
Adults in Northern Ireland are more likely to agree that drinking at home alone is a cause of worry than adults across all UK



Perceptions of drinking. Base: all N. Ireland adults (n=658); all UK adults (n=10,473)

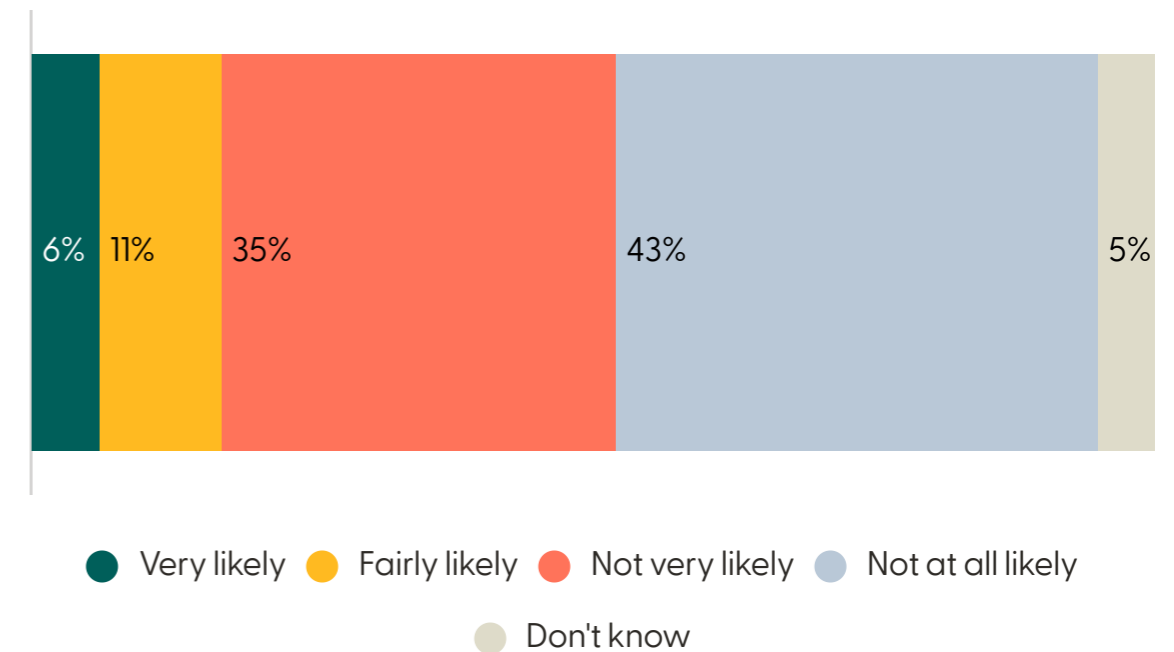
Four in five drinkers in N.Ireland never worry about their drinking

Four-fifths of drinkers in N.Ireland say they do not worry about their alcohol consumption (1 or 2 rating; 82%); similar to across all UK (79%)



Worry about their alcohol consumption. Base: all N. Ireland adults who drink alcohol (n = 563)

Almost four-fifths (79%) of drinkers in N. Ireland do not feel it is likely they will have increased health problems in the future if they continue to drink at their current level; similar to all UK (76%)



Future health. Base: all N. Ireland adults who drink alcohol (n=563)

Concern and conversations

Concern for theirs and others' drinking, actions taken and comfort having conversations

Take me to...

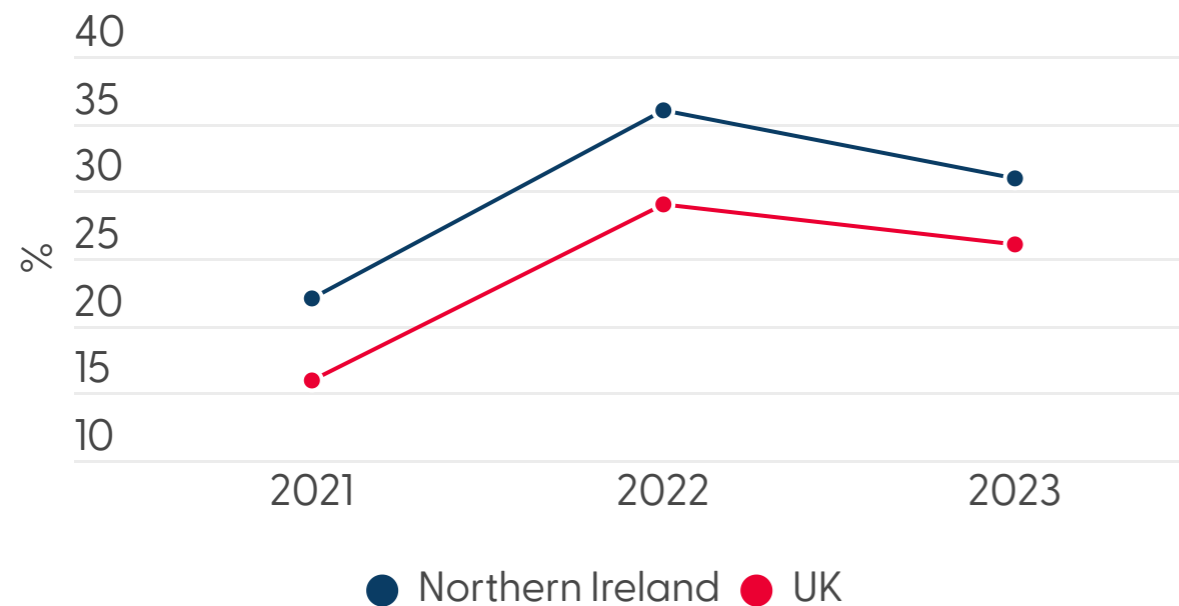
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3 in 10 adults in Northern Ireland are concerned about someone else's drinking

'Someone else' could be family members, friends, work colleagues or other people you know

More adults in N. Ireland have been concerned about someone else's drinking in the past 12 months than all UK adults

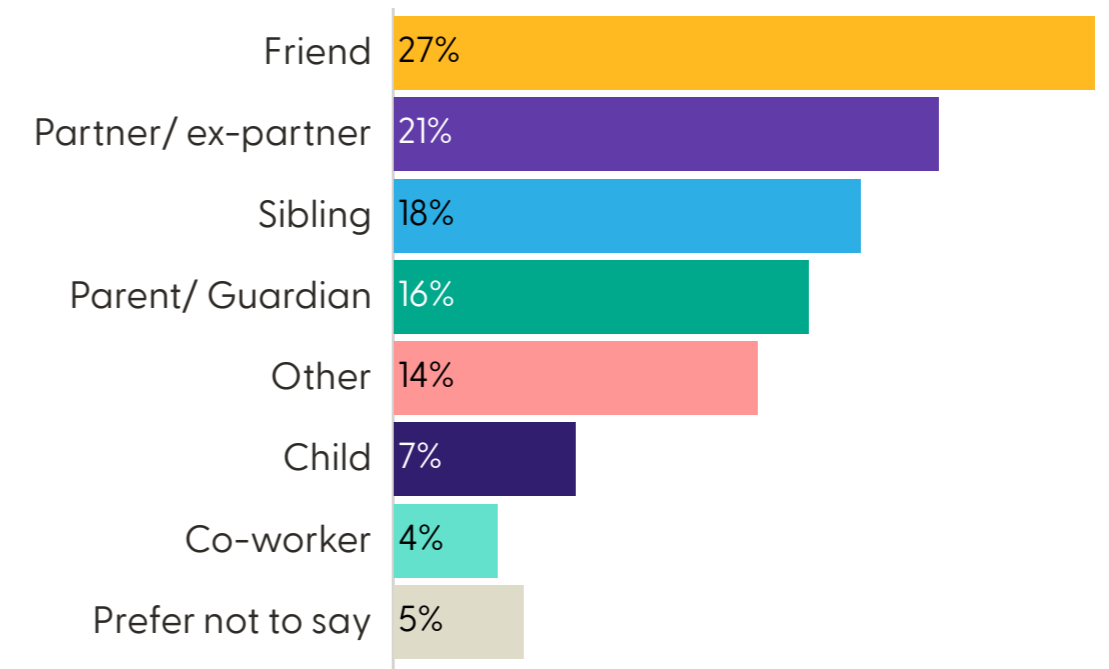
% concerned about someone else's drinking in past 12 months



Concern for someone else's drinking in the last 12 months. Base: all UK adults (2023=10,473; 2022=6,318; 2021=9,137); all N. Ireland adults (2023=658; 2022=612; 2021=609). In 2021, the question wording included 'during the pandemic' compared to 'in the last 12 months' in 2022 and 2023

As across the UK, people in N. Ireland are most likely to be concerned about drinking of their friends and partner

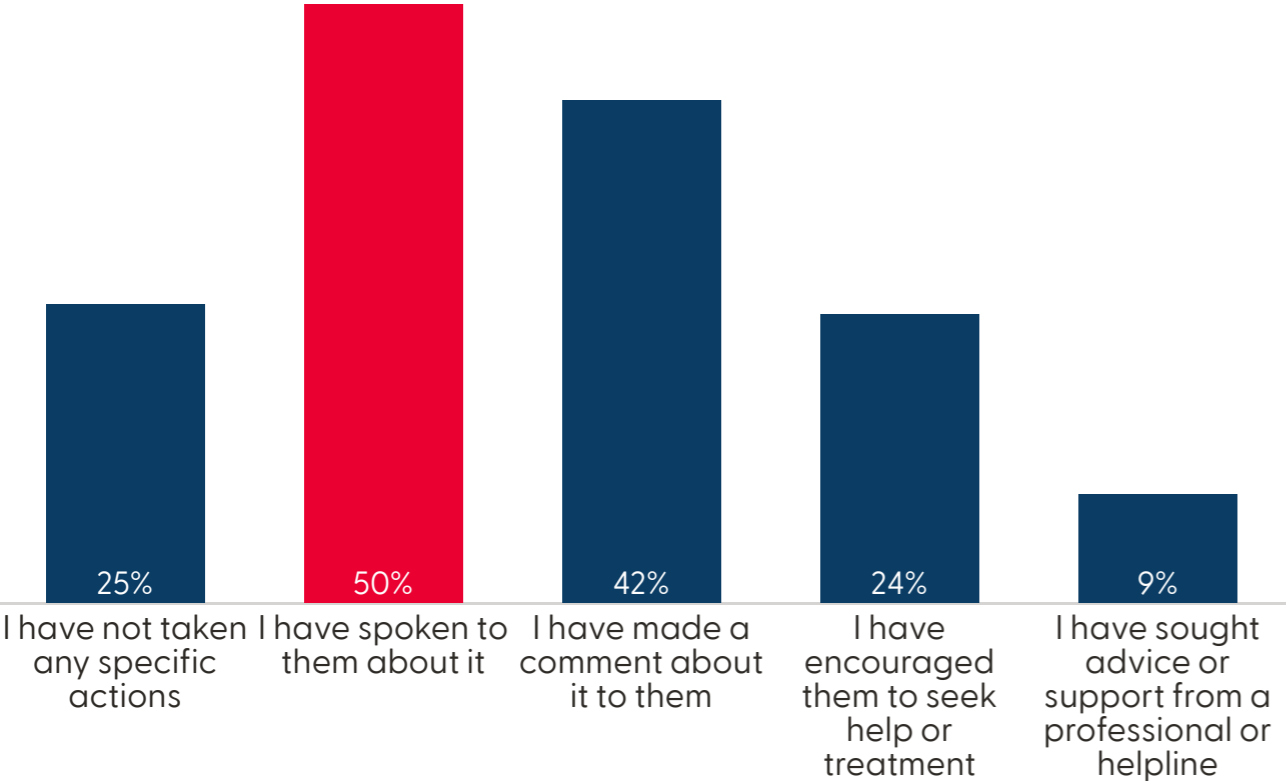
% of those concerned about someone else's drinking (N. Ireland adults)



Whose drinking are you concerned about? Base: all N. Ireland adults who have been concerned about someone else's drinking in last 12 months (n=202)

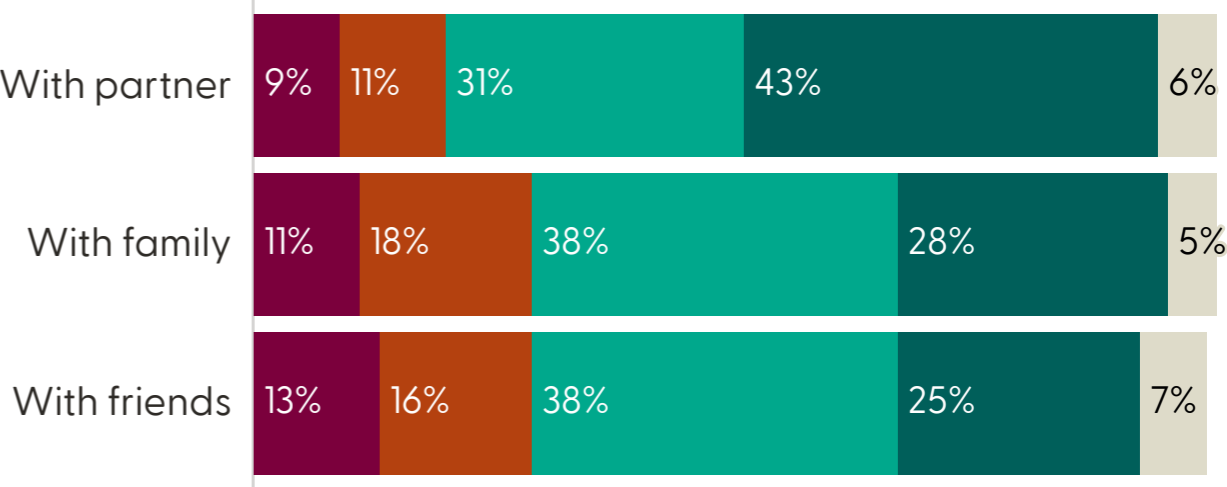
Half of adults in Northern Ireland who have been concerned about someone else's drinking have spoken to them about this

31% of adults in N. Ireland have been concerned about someone else's drinking in the last 12 months and of these, half (50%) have spoken to the person about this



Actions to address drinking concern. Base: all N. Ireland adults who have been concerned about someone else's drinking in last 12 months (n=202)

Around three in four (74%) of adults in N. Ireland would feel comfortable starting a conversation with their partner about their drinking



● Not at all comfortable ● Not very comfortable ● Fairly comfortable ● Very comfortable ● Don't know

Comfort starting conversations about drinking. Base: all N. Ireland adults excluding 'not applicable'. With partner (n=544); With family (n=613); With friend (n=613)

Qualitative research revealed barriers to having conversations

 **25% of adults in Northern Ireland concerned about someone else's drinking in the last 12 months**
'have not taken any specific action' (similar to all UK at 20%)

Qualitative research revealed various barriers to starting conversations with someone about their drinking



Expecting denial / an argument

Knowing or suspecting that the person will deny they have an unhealthy or problematic relationship with alcohol and will become angry and defensive



Conversation feels pointless

Low expectations, sometimes based on previous experiences, that the conversation will have an impact on the person's drinking habits



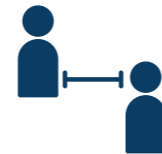
Not knowing how to broach the subject

Don't know how to start the conversation or what to say without sounding judgemental or accusatory



Fear of damaging relationships

People worry the conversation could have a detrimental impact on their relationship with the person



Don't feel it is their place to raise concerns

Some feel they are not close enough to raise their concerns or that someone else closer to the person should be the one to have this conversation



Need to be 100% sure there is a problem

If the concern is about someone they do not live with, some people are reluctant to start a conversation in case they are 'blowing things out of proportion'

Find more data on drinking habits by nation

Access a wide range of data across nations and over time in the Drinkaware Monitor data libraries



[Go to the Drinking Behaviours data library.](#)

This includes data on drinking frequency, binge drinking and daily and weekly units



[Go to the Drinking Motivations data library.](#)

This includes data on the top reasons people give for drinking alcohol



[Go to the Future Health and Moderation data library.](#)

This includes data on future health perceptions and how people moderate their drinking



[Go to the Drinking Risk data library.](#)

This includes data on the AUDIT-C and AUDIT methods of screening alcohol risk



[Go to the Non-Drinkers data library.](#)

This includes data on people who do not drink alcohol and why people stop drinking alcohol

Interested to find out more?



More on Drinkaware



About Drinkaware

Drinkaware is an independent charity which aims to reduce alcohol-related harm.

<https://www.drinkaware.co.uk/about-us>



**More on the 2023
Drinkaware Monitor**



Research and Impact | Drinkaware

Drinkaware ensures our work is founded in research and evidence to further promote how to reduce alcohol misuse and harm in the UK.

<https://www.drinkaware.co.uk/research>



More Drinkaware research



Advice and support

We can help you learn about the impact of alcohol on you, your family or friends. Here we'll support you with advice, information and strategies to help reduce alcohol consumption and improve your health.

<https://www.drinkaware.co.uk/advice>



Advice and support



About PS Research

Introducing PS Research

We're Adam and Emma: two experienced research specialists based in the North of England.

Adam specialises in quantitative research. He spent almost a decade working in local authorities and delivering research projects across the public sector. Adam is a Certified Member of the MRS (Market Research Society) and was named the UK's New Freelancer of the Year in 2019 by IPSE (the Association of Independent Professionals and the Self-Employed).

Emma specialises in qualitative research. She spent several years working agency-side for a couple of large, international market research agencies. Emma is a member of the AQR (Association of Qualitative Research).



PS Research is an accredited Market Research Society Company Partner, demonstrating our commitment to quality research and compliance, working to the MRS Code of Conduct.

In 2023, we were shortlisted as a Finalist in the MRS Awards (Independent Consultants category - winner to be announced Dec '23)



Appendix

Take me to...

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References

- 1: <https://infogram.com/drinkaware-monitor-2023-research-report-1hxr4zx85j59q6y?live>
- 2: <https://media.drinkaware.co.uk/media/ttqn0iab/drinkaware-monitor-2023-technical-report.pdf>
- 3: <https://www.who.int/publications/i/item/audit-the-alcohol-use-disorders-identification-test-guidelines-for-use-in-primary-health-care>
- 4: <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>
- 5: <http://www.nrs.co.uk/nrs-print/lifestyle-and-classification-data/social-grade/>
- 6: <https://www.drinkaware.co.uk/research/drinkaware-monitors/drinkaware-monitor-2021>
- 7: <https://www.drinkaware.co.uk/research/drinkaware-monitors>
- 8: <https://www.drinkaware.co.uk/facts/alcoholic-drinks-and-units/low-risk-drinking-guidelines#thecmoguidelines>

Glossary

Alcohol dependence: This is a medical definition. Alcohol dependence is defined as behavioural, cognitive and physiological factors that typically include a strong desire to drink alcohol and difficulties in controlling its use. Someone who is alcohol-dependent may persist in drinking, despite harmful physical and mental health consequences.

AUDIT: The Alcohol Use Disorders Identification Test (AUDIT) was developed by the World Health Organization (WHO) as a simple, 10-question method of screening for excessive drinking and to assist in brief assessment. It provides a framework for intervention to help hazardous and harmful drinkers to reduce their drinking, or to stop drinking. AUDIT is designed to help health practitioners in particular identify hazardous drinking, harmful drinking and possible dependence. Drinkaware's Alcohol Self-Assessment is based on the AUDIT screening questionnaire.

AUDIT-C: This refers to the three consumption-related questions on the AUDIT questionnaire that relate to drinking frequency, units consumed on a typical occasion and frequency of drinking six units or more (for women) or eight units or more (for men) at a single session. 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.

Binge drinking: This term has a medical definition. Binge drinking is defined by the NHS for men as drinking more than eight units of alcohol in a single session, and more than six units for women.

Harmful drinking: 'Harmful drinking' means drinking in a way that is likely to cause or has already caused harm, i.e. a strong likelihood that damage to health – physical or mental – has already been caused.

Hazardous drinking: 'Hazardous drinking' means drinking in a way that may put your mental and/or physical health at serious risk; depending on patterns of drinking and other factors, this can include social consequences.

Increasing and high risk: These terms have specific meanings in relation to an AUDIT-C score. 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. Note these scores are indicative as a screening tool and not diagnostic.