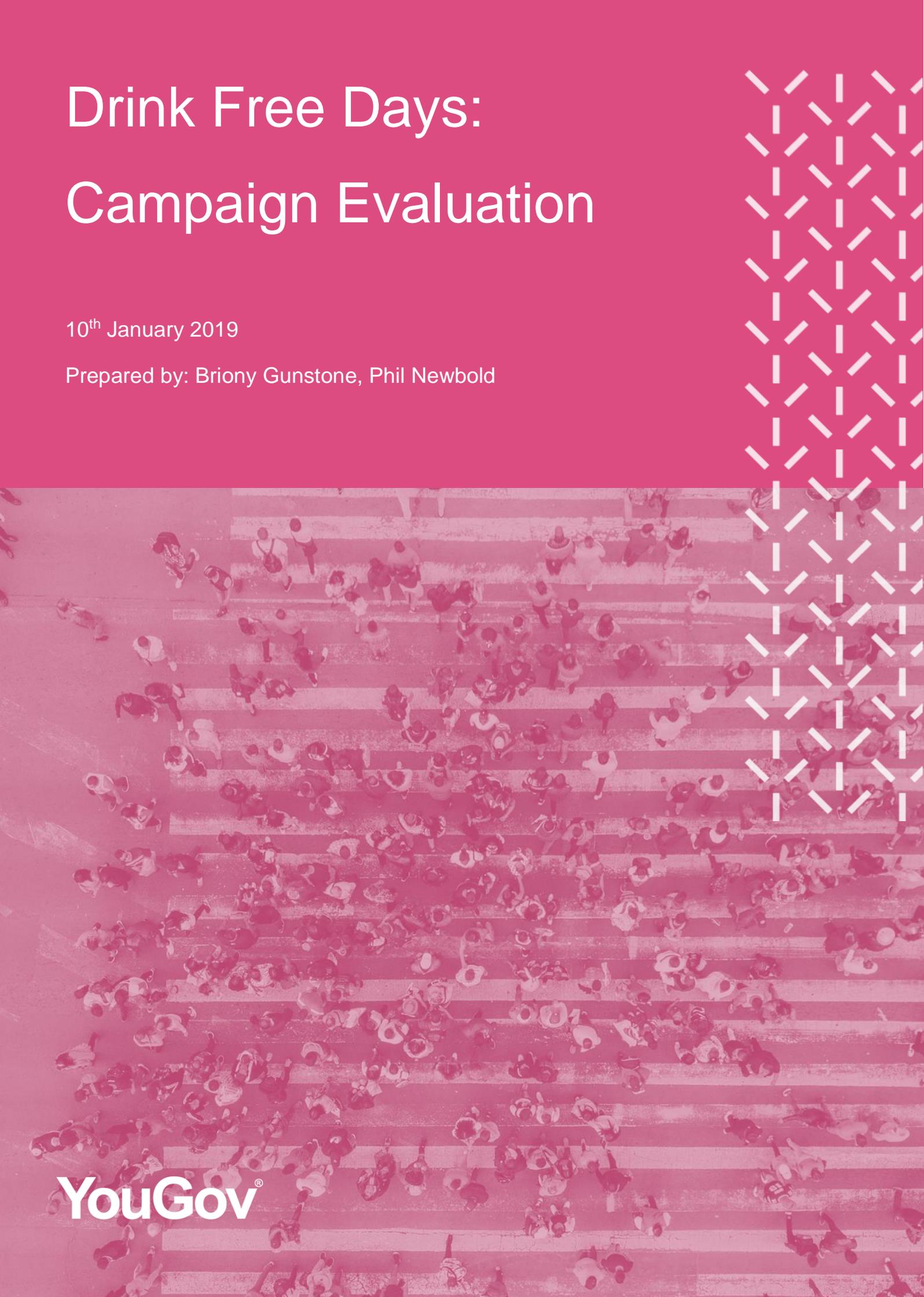


Drink Free Days: Campaign Evaluation

10th January 2019

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YouGov[®]



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Summary of key findings: England

Campaign recall

One in twenty drinkers in England recalled advertising about alcohol reduction and were able to name Drinkaware as the source of the campaign; similar to 2018. Around a sixth recalled advertising and recognised the message 'Drink Free Days' when prompted with a list of potential messages, while one in ten recalled 'No Alcohol days'.

When prompted with the campaign materials, around a third (33%) of male drinkers and a quarter of female drinkers (23%) recalled seeing/hearing any element of the campaign. For women this is significantly lower than 2018, while for men it is similar. Among the individual campaign items, the radio ads saw higher recall than did the social media ads.

Campaign perceptions

The radio ads were generally found clearer and more attention-grabbing than the social media ads, but there was less difference between the ads for interest or personal relevance. Generally, response to the ads was more positive among female drinkers than male drinkers.

The ads were generally found slightly more noticeable than were the ads in 2018. However, despite greater noticeability, interest in the ads appears slightly lower than last year. This is true among both men and women, but the difference is greater among women. In 2018 the 'breast cancer' radio ad performed particularly strongly (47% interest) whereas the 2019 radio ads, which did not cover breast cancer, were of interest to around a third. It was noted in 2018 that breast cancer appears to be a particularly resonant issue for female drinkers, and these results appear to reinforce this.

Over a quarter of male drinkers found each of the ads relevant to them personally, and generally the relevance of the ads to males appears similar to that seen in 2018. However, female relevance appears slightly lower overall than last year. For example, the weight radio ad in 2018 was found relevant by 29% of female drinkers, which compares with 22% for the weight radio ad in 2019. Again, the non-inclusion of breast cancer as a radio topic is a factor here, since this was found particularly relevant in 2018.

Campaign influence

Close to three-fifths (57%) of those who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits, however this is a decrease from the 2018 evaluation when 67% reported the same. Over two-fifths said they were influenced to make a plan to take more drink-free days.

Approximately half (46%) of campaign recallers said they were influenced to actually take more drink-free days; again this is lower than seen in 2018 (52%). This decrease has been driven predominantly by male drinkers, whereas female drinkers show little change year-on-year. Two-fifths (39%) were influenced to cut down on their drinking in other ways and again this is a significant decrease since 2018 (45%).

As seen previously, female drinkers were more likely to feel influenced by the campaign than male drinkers, and those drinking 15+ units per week were more likely than those drinking lower amounts.

Campaign messages

Around half (48%) felt that the 'No Alcohol days' message clearly explained how they could reduce alcohol consumption, while slightly over half thought the same of the message 'Drink Free Days' (54%). For 'Drink Free Days' this is a significant decrease since 2018; this is evident among both men and women with a drop of around ten percentage points.

Around a quarter thought each of the two messages relevant to them. Compared with 2018, men in England were significantly less likely to feel the 'Drink Free Days' message was relevant to them, while among women the change is not significant.

Campaign impacts: awareness of health harms

Among men, there was no improvement in spontaneous awareness of health harms linked to alcohol following the campaign. This is in contrast to the 2018 campaign which did show an improvement in spontaneous awareness of heart problems. Prompted awareness of health harms also showed no significant changes following the campaign.

Among women there was also no significant change in spontaneous awareness of health harms linked to alcohol following the campaign (although there was an indicative improvement in awareness of cancer). However, when prompted, significantly more women could remember the link between breast cancer and alcohol post-campaign (32%) than pre-campaign (28%) suggesting that this campaign message may have cut through.

Campaign impacts: attitudes

There was no significant change from pre to post-campaign in the perception that taking drink-free days is a good way to cut down, or that cutting back on a few drinks is a good way to improve your health. However, for the second statement, the 2019 result is higher than that seen in 2018, possibly suggesting longer term improvement.

Readiness to Change scores also showed no significant change, among men or women.

Campaign impacts: behaviour

Following the campaign, one in six (16%) drinkers reported having tried to cut down their drinking in the past 6 months, however this is unchanged compared with the pre wave (17%). It is also consistent with the proportion seen during the 2018 evaluation. Eighteen percent reported after the campaign that they are changing their drinking habits right now; this is in fact a decrease from the proportion seen in the pre-wave (21%).

There was no significant change in the proportion taking one or more drink-free days in a week. However, there was a small increase in those who had not drunk on any day in the last week (from 23% to 26%). The average number of drink-free days shows a slight (but not significant) increase from 4.5 to 4.7.

Positively, there was an increase in women scoring under 5 on the AUDIT-C measure (54% post wave compared with 49% pre wave), although there is little specific evidence to link this to the campaign.

The proportion 'binge drinking' has reduced: 35% reported that they never drink 6/8+ units in a single occasion, compared with 32% before the campaign. However there is no difference between campaign recognisers and non-recognisers, and again there is no particular evidence to suggest that this is due to the campaign.

Summary of key findings: Scotland

Campaign recall

One in twenty drinkers in Scotland recalled advertising about alcohol reduction and were able to name Drinkaware as the source of the campaign; similar to 2018. Around a fifth recalled the message 'Drink Free Days' while far fewer recalled the message 'No Alcohol days'. Women were more likely to remember these messages than men.

When shown the campaign materials, 28% of male drinkers and 25% of female drinkers remembered seeing or hearing *any* element of the Drinkaware campaign. Overall male recall in Scotland is significantly lower than in 2018 when 34% remembered the campaign. Overall female recall is consistent with the 2018 results. Female recall in Scotland is significantly higher than in the South West where the advertisements were not shown. More respondents were able to recall the radio advertisements than the social media materials.

Campaign perceptions

Most believed that the radio campaign was clearer and more noticeable than the social media campaign. Generally, female drinkers were more positive about the campaign than male drinkers with almost all women believing that the radio ads were clear and recognisable. Results are broadly in line with the 2018 findings.

Around one-in-three men and around a third of women reported being interested in the ads; slightly lower than the proportions seen in 2018. This is true among both men and women, but the difference is greater among women. In 2018 the 'breast cancer' radio ad performed particularly strongly (45% interest) whereas the 2019 radio ads, which did not cover breast cancer, were of interest to 33-35%. It was noted in 2018 that breast cancer appears to be a particularly resonant issue for female drinkers, and these results appear to reinforce this.

Between one-fifth and one-third agreed that the ads were relevant to themselves. Among men, results are broadly similar to the 2018 evaluation while among women relevance appears a little lower, which may be related to the non-inclusion of breast cancer as a radio topic, since this was found particularly relevant in 2018.

Campaign influence

Almost two-thirds (65%) of drinkers in Scotland who remembered any of the campaign materials agreed that they had been influenced to consider their drinking habits as a result. This is consistent with the 2018 result. Over two-fifths (42%) were influenced to make a plan to take more drink free days; again consistent with 2018.

Over half (54%) of drinkers who recalled the campaign reported that they were influenced to take more drink-free days. This is significantly higher than in 2018 where only 45% reported the same. The increase has mainly come about due to more female drinkers being influenced in this way: 56% said they were influenced compared with 42% in the 2018 evaluation, while men are not significantly more likely to report this.

Campaign messages

Three in ten agree that the 'Drink Free Days' and 'No Alcohol days' messages would encourage them to take more drink-free days. This is in line with the 2018 results. Heavier drinkers were more likely to agree that both messages are motivating

Fewer drinkers agreed that the 'Drink Free Days' message clearly explained how they can reduce their alcohol consumption than in 2018. The percentage agreeing decreased from 64% in 2018 to 55% in 2019, with both genders less likely to agree than they were last year.

Campaign impacts: awareness of health harms

There was no increase among male drinkers in spontaneous awareness of the link between obesity and alcohol pre to post campaign. Unlike in 2018, there was also no overall increase in awareness of the connection between alcohol and high blood pressure, although this did increase among heavier drinkers (from 4% pre-campaign to 10% post-campaign).

The post-campaign survey saw a significant increase among male drinkers in prompted awareness of high blood pressure; (from 73% pre- to 78% post-campaign). Prompted awareness of obesity did not change. There were no significant changes among women, for either spontaneous or prompted awareness.

Campaign impacts: attitudes

The vast majority (84%) agree that drink-free days are a good way of cutting down, and this showed a significant increase from before the campaign (81%). Most drinkers (89%) in Scotland also agree that cutting back on a few drinks can improve your health, and while this did not change pre to post, the proportion in agreement has increased significantly from 2018 (85%).

Readiness to Change scores showed no significant change, regardless of gender or levels of alcohol consumption.

Campaign impacts: behaviour

One in six drinkers in Scotland have tried to cut down on their alcohol consumption in the past 6 months. Those who recognised at least one campaign item were significantly more likely to have tried this (19% of recallers vs. 14% of non-recallers).

Around one in five (19%) say they are actively changing their drinking habits right now; this is the same in both the pre- and the post-campaign survey. Those who drink 15 or more units a week are more likely to report changing their drinking habits than those drinking lower amounts.

The vast majority (96%) of Scots took a drink free day in the week before they took the survey. However the average amount of drink-free days taken was consistent before and after the campaign (5.1 in both phases).

There were no differences in self-reported alcohol consumption between before and after the survey and little change in AUDIT-C scores. Unit consumption in the previous week was also at a similar level both before and after the campaign and there were no significant changes in either measure compared to the 2018 survey.

Similarly, there was no change in binge-drinking habits in Scotland between before and after the survey with a fifth of drinkers reporting drinking 6/8+ units at least once a week both before and after the campaign.

Introduction

Background and method

The report details findings from a pre- and post-campaign evaluation study, with the purpose of measuring the impact of Drinkaware's 2019 'Drink Free Days' campaign on middle aged adults' awareness, attitudes and behaviour in relation to alcohol. The campaign aims to raise awareness of health harms associated with alcohol consumption, and encourages people to take more 'drink free days' as a means of reducing their overall consumption. The 2019 iteration of the campaign used the concept and tagline 'No Alcohol days' to bring a light-hearted and positive tone to the message.

Sampling and fieldwork

Between 16th August and 4th September 2019 YouGov conducted a survey regarding the awareness, attitudes and behaviour of adults (aged 40-64) in England and Scotland in relation to alcohol (the pre-wave). The survey was conducted using an online interview administered to members of the YouGov panel of individuals who have agreed to take part in surveys.

Between 31st October and 17th November 2019 YouGov conducted a further survey on the above topics and again targeting adults (aged 40-64) in England and Scotland, using an online interview administered to members of the YouGov panel (the post-wave).

Respondents were split into three groups based on region: England excluding the South West, Scotland and the South West. As the campaign was not run in the South West region, this allowed for the region to be used as a control to measure the impact of the intervention.

In total, 4,531 adults aged 40-64 were surveyed in the pre-wave, and 4,534 in the post-wave, as shown in the tables below. In deciding on the sample size we considered two particular points:

- Margin of error: the total sample size of over 1,500 (per country) gives a maximum margin of error of around 2.5% for analysis based on the whole sample - bringing a good chance of finding significant differences.
- The importance of identifying campaign recallers: we estimated (informed by last year's Drink Free Days campaign) that around a quarter to a third of the sample may recall the campaign. Therefore the proposed sample size of over 1,500 per country could be expected to deliver over 100 respondents of each gender who recalled the campaign.
- Those drinking at higher levels are a key target group for the campaign and for analysis. From previous experience we knew that reaching women drinking 15+ units per week is relatively difficult due to lower average consumption among women. In consideration of the need to also analyse by country, the sample was designed to deliver enough women (and men) drinking at each level in each country.

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

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

	England exc. South West	Scotland	South West
Male	1,111	736	369
Female	1,145	785	385
Total	2,256	1,521	754

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

	England exc. South West	Scotland	South West
Male	1,098	723	367
Female	1,168	787	391
Total	2,266	1,510	758

Data processing and weighting

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

Methodological strengths and limitations

We consider the particular strengths of the approach to be:

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

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

Notes for interpretation

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

In charts, significant differences between survey waves (i.e. pre and post) have been indicated with a green arrow (significantly higher) or red arrow (significantly lower).

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

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

Campaign recall, perceptions and influence

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

Campaign recall: unprompted

Around half of drinkers recalled any advertising about alcohol reduction in the last two years (not necessarily the Drinkaware campaign) without prompting. This proportion was higher in Scotland (53%) than England (46%), which may reflect greater activity on the part of the Scottish government in this arena. The lowest recall of advertising was seen in the South West (43%). The proportions recalling any advertising are similar to those recorded in 2018. Those drinking 15+ units per week were more likely to recall advertising than those drinking lower amounts, but there was little difference between men and women.

Among those recalling any advertising, around 11% mentioned Drinkaware as the organisation behind the campaign; as shown in the table below this equates to around four percent to five percent of all drinkers who both recalled advertising and associated it with Drinkaware. This proportion was consistent across locations and by gender. Again, these proportions are similar to those seen in the 2018 evaluation.

Among those recalling any advertising, two in five (39%) associated the message 'Drink Free Days' with the campaign (when prompted with a list of potential messages). This equates to 18% of all drinkers who both recalled advertising and recalled the message 'Drink Free Days'. Female drinkers in Scotland were most likely to recall this phrase (23% compared with 18% of male drinkers) whereas in England there was no difference by gender. Both Scotland and England showed higher recall of the phrase than the South West.

Additionally, seven percent of all drinkers recalled the phrase 'No Alcohol days'. This proportion was significantly higher among men than women in England (nine percent vs. six percent) whereas in Scotland this pattern was reversed (six percent of men and nine percent of women), although in this case the difference is not statistically significant. Both Scotland and England showed higher recall of 'No Alcohol days' than the South West.

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

	Scotland		England exc South West		South West	
	Men (n=644)	Women (n=701)	Men (n=1,005)	Women (1,021)	Men (n=340)	Women (n=359)
Recall any advertising about alcohol reduction	52%	54%	47%	45%	42%	44%
Recall Drinkaware as being behind advertising (based on all drinkers)	5%	4%	5%	4%	4%	4%
Recall the message 'Drink Free Days' (based on all drinkers)	18%	23%	17%	18%	15%	16%
Recall the message 'No Alcohol days' (based on all drinkers)	6%	9%	9%	6%	6%	3%

Campaign recall: prompted

Male drinkers

When prompted with the campaign materials, over a quarter of male drinkers in Scotland (28%) and a third in England (33%) recalled seeing/hearing any element of the campaign. The proportion in England is significantly higher than that seen in the South West control region where the ads were not shown (25%), while in Scotland it is only indicatively higher. Overall male recall in Scotland is also significantly lower than the equivalent recall recorded during the 2018 evaluation (34%), whereas for England it is similar (35%).

Among the individual campaign items, the radio ads were recognised by over a fifth in England (24% for the blood pressure ad and 22% for the weight ad), and the weight ad by around a fifth in Scotland (19%). The notable outlier is the blood pressure ad's performance in Scotland: only 15% of male drinkers recognised this. While caution should be applied to any comparisons since the ads are different to 2018, we note that this is significantly lower than the blood pressure radio ad in 2018 (23%), and not significantly higher than the South West control region (13%). This appears to be the biggest single contributor to the lower overall recall in 2019.

The social media ads were recognised by seven percent to nine percent of male drinkers in England and Scotland; this is slightly lower than the proportions recorded for social media in 2018 (but the ads are sufficiently dissimilar that comparisons are not advisable). Drinkers in England and Scotland were not significantly more likely to recall these ads than those in the South West.

Table 4: Male prompted campaign recall

	Scotland (n=634)	England exc South West (n=981)	South West (n=339)
Blood pressure (male) radio ad	15%	24%	13%
Weight (male) radio ad	19%	22%	15%
Jogging (male) digital	7%	9%	8%
Walking/football (male) digital	9%	9%	8%
Combined recall (any campaign item)	28%	33%	25%

Male drinkers consuming 15 or more units per week were not significantly more likely to recognise any campaign item than those drinking up to 14 units, in either country. In Scotland, 29% of those drinking 15+ units recalled the campaign, compared with 27% of those drinking up to 14 units, while for England the equivalent figures are 35% and 32%. This is a departure from the pattern seen in 2018 in England, when heavier drinkers were much more likely to recall the campaign, although Scotland showed little difference by this metric in 2018.

Female drinkers

Among female drinkers, around a quarter in Scotland (25%) and England (23%) recalled seeing/hearing any element of the campaign. In the case of Scotland, this is significantly higher than the proportion seen in the South West control region where the ads were not shown (19%), although the difference is not significant for England. Overall female recall is significantly lower than that seen in 2018, for both Scotland (30%) and England (35%).

Among the individual campaign items, the two radio ads unsurprisingly saw much higher recall (around 13% to 15%) than did the social media ads (around five percent to seven percent). While any comparison with 2018 should be made with caution since the ads are different, it seems to be the radio ads which are less recognised this year, whereas social media recall looks similar. For example, 22% in both countries recalled the weight radio ad in 2018.

Table 5: Female prompted campaign recall

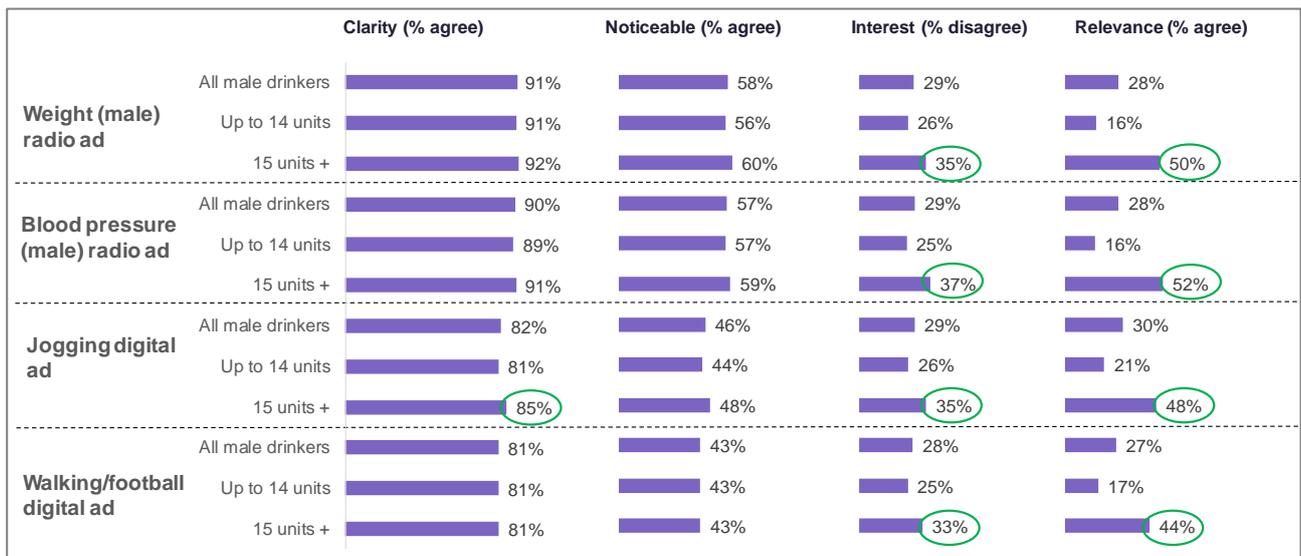
	Scotland (n=692)	England exc South West (n=1012)	South West (n=358)
Blood pressure (female) radio ad	14%	13%	8%
Weight (female) radio ad	15%	13%	9%
Powerwalking digital ad	6%	6%	5%
Trampolining digital ad	7%	5%	5%
Breast cancer digital ad	6%	6%	6%
Combined recall (any campaign item)	25%	23%	19%

In Scotland, those drinking 15 or more units per week were significantly more likely to recognise any campaign item than those drinking up to 14 units (35% compared with 23%). In England, the same pattern appears to exist however the difference is not significant (27% of those drinking 15+ units; 22% of those drinking up to 14 units).

Campaign perceptions

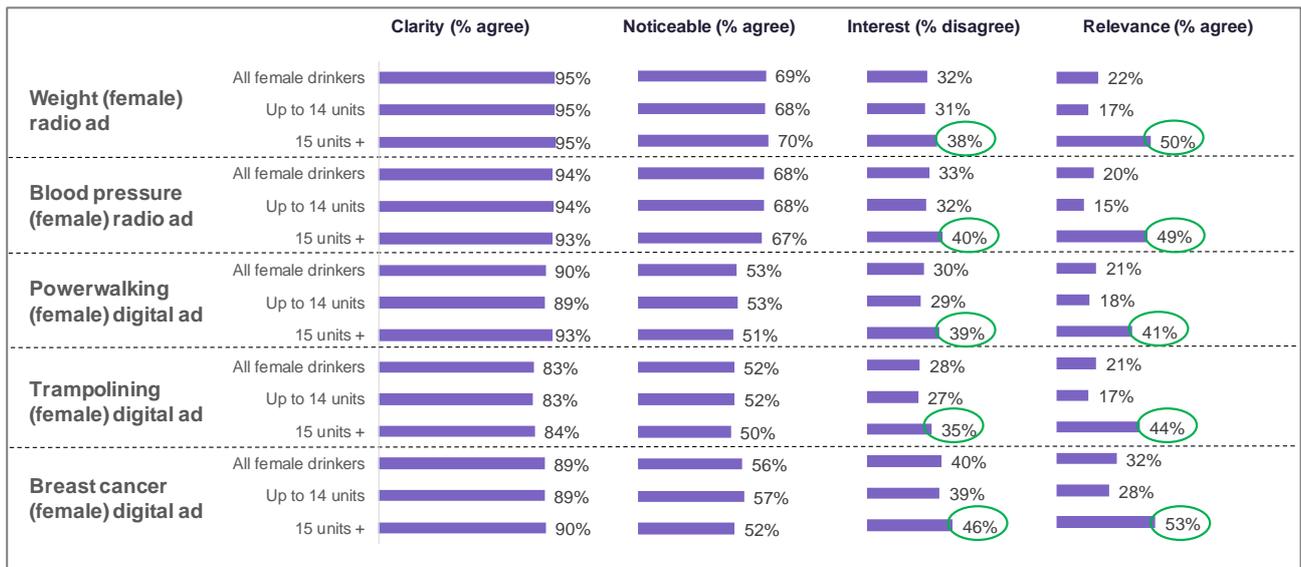
After respondents were shown the campaign materials during the survey, they were asked to rate them according to a number of attributes; these perceptions are set out in this section. Results are based on campaign recallers only, and the questions asked respondents to think back to when they saw the materials in ‘real life’.

Figure 1. % agreement with ad attributes (male drinkers)



Base: male drinkers aged 40-64 (all n=1,954, under 14 units n=1,279, 15+ units n=675)

Figure 2. % agreement with ad attributes (female drinkers)



Base: female drinkers aged 40-64 (all n=2,081, under 14 units n=1,775, 15+ units n=306)

Clarity

The vast majority of male drinkers felt that the radio ads were clear: around 90% agreed with this perception. Most (around eight in ten) also thought the social media ads were clear, although this was slightly less overwhelming than the proportions seen in relation to the radio ads. There was little difference between countries or by consumption levels, although those drinking 15+ units were more likely to find the 'Jogging' social media ad clear. The proportions rating the ads as clear appear to be roughly consistent with those seen during the 2018 evaluation.

Similarly, the vast majority of female drinkers in all countries/regions thought the radio ads were clear (around 95%). Most female drinkers also thought the social media ads were clear; slightly higher than the levels seen among male drinkers. The 'Powerwalking' and 'Breast Cancer' ads seem to be rated slightly higher for clarity than the 'Trampolining' ad. Again, there was little difference between countries or by consumption levels, and the proportions rating the ads as clear appear similar to those seen in the 2018 evaluation.

Noticeable

Close to three-fifths of male drinkers agreed that the radio ads caught their attention (58% for the 'weight' ad and 57% for the 'blood pressure' ad). These proportions are slightly higher than those seen for the radio ads in 2018, when around half of male drinkers said that the ads caught their attention. Over two-fifths found that each of the social media ads caught their attention. There was little difference between countries or by consumption level.

Among female drinkers, around two-thirds agreed that each of the radio ads caught their attention; this is significantly higher than the proportions seen among male drinkers. This is a similar level to that seen in 2018 for the 'Breast Cancer' radio ad, but higher than the 2018 'Weight' radio ad, which was found noticeable by around three-fifths.

Around half found the 'Powerwalking' and 'Trampolining' social media ads noticeable, and 56% found the 'Breast Cancer' social media ad noticeable. It was noted in 2018 that breast cancer appears to be a particularly resonant issue for female drinkers, and the strong attention scores for both the radio ad and social media ad on this topic seem to support this view. Again, there was little difference between countries or by consumption level.

Interest

Respondents were asked about their level of agreement with the statement 'I'm not interested in this type of message'. Results presented relate to those disagreeing with the statement (i.e. expressing some level of interest in the message of the ads).

Among male drinkers, around three in ten expressed interest in the message of the ads, with little difference between the individual ads, or between countries. Overall, male interest appears slightly lower than that recorded in the 2018 evaluation, e.g. over a third expressed interest in each of the radio ads in 2018, while in 2019 the equivalent figure is 29% for both radio ads.

Those drinking at higher levels expressed greater interest in the ads: typically over a third of those drinking 15+ units said they were interested in the message, compared with around a quarter of those drinking up to 14 units. This pattern is evident in both countries, but more strongly so in England. One notable difference between the countries relates to interest in the 'Blood Pressure' radio ad: 39% of those drinking 15+ units in England expressed interest in this ad, compared with only 29% of their counterparts drinking 15+ units in Scotland.

Among female drinkers, around a third expressed interest in the message of the radio ads, and slightly fewer in the 'Powerwalking' and 'Trampolining' social media ads. Interest was highest for the 'Breast Cancer' social media ad (40%), again demonstrating the greater resonance of breast cancer compared to the other themes. Overall, female interest appears lower than that recorded in the 2018 evaluation: all the ads in 2018 recorded interest of over a third, and the two radio ads 39% and 47% for weight and breast cancer respectively, compared with 32% and 33% for weight and blood pressure in 2019.

As might be expected, those drinking at higher levels greater interest in the ads: a third or more of those drinking 15+ units were interested, compared with around a quarter of those drinking up to 14 units.

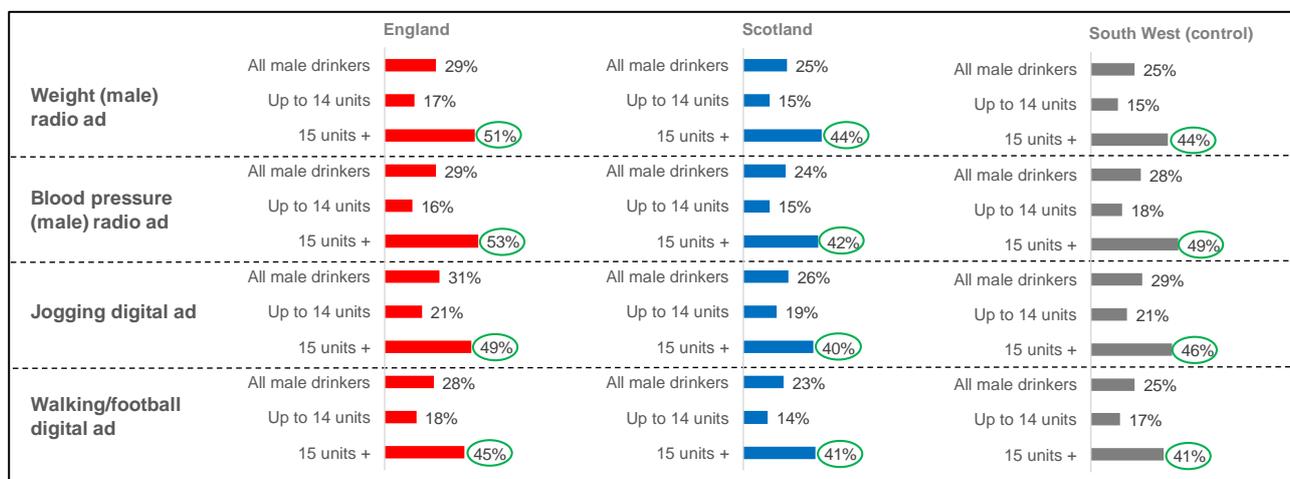
Relevance

Over a quarter of male drinkers found each of the ads relevant to them personally. Among men overall, the highest perceived relevance was for the ‘Jogging’ digital ad (30%).

However among men drinking 15+ units per week, the blood pressure (52%) and weight (50%) radio ads were found the most relevant. As might be expected, all the ads were found more relevant by those drinking 15+ units than by those drinking at lower levels. Generally the perceived relevance of the ads appears similar to that seen in the 2018 evaluation.

Interestingly, the ads were generally found more relevant by male drinkers in England than their counterparts in Scotland. The differences are significant in the case of the blood pressure radio ad (29% England vs. 24% Scotland), ‘Jogging’ digital ad (31% vs. 26%) and ‘Walking/football’ digital ad (28% vs. 23%), while for the weight radio ad the difference is indicative only. The same general pattern between England and Scotland seemed to exist in the 2018 evaluation, although differences were mostly not statistically significant.

Figure 3. % agreement with ‘The ad is relevant to me’ (male drinkers)

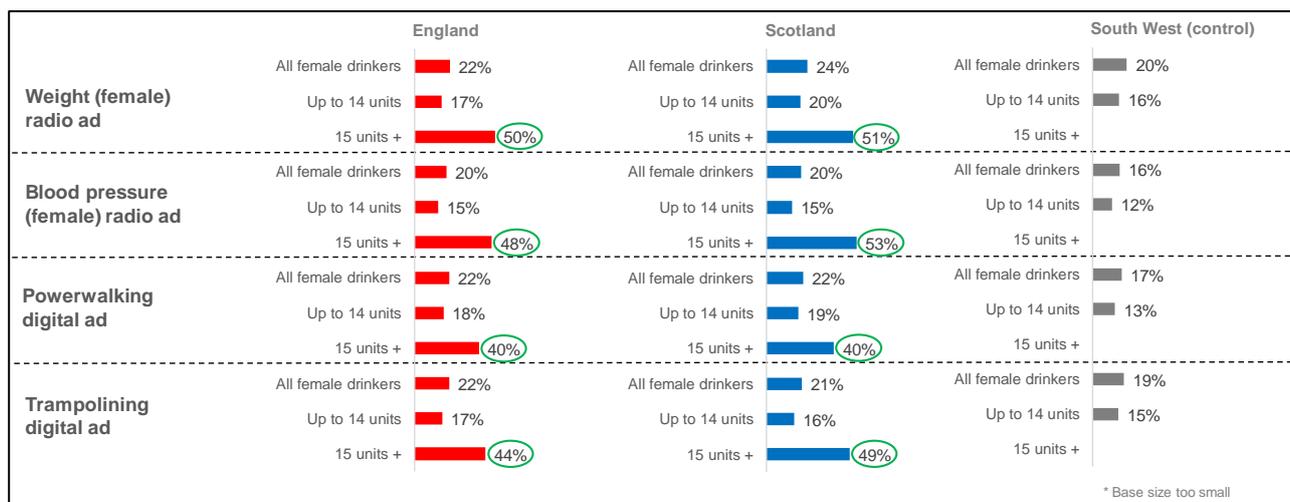


Base: male drinkers aged 40-64 in Scotland (all n=634, under 14 units n=422, 15+ units n=212); England (all n=981, under 14 units n=631, 15+ units n=350); South West (all n=340, under 14 units n=227, 15+ units n=113)

Among female drinkers, around a fifth found each of the ads personally relevant, with the exception of the breast cancer digital ad, which was found relevant by a third (32%). Again, this demonstrates the greater resonance of breast cancer compared with other topics used in the female ads. As expected, all the ads were seen as significantly more relevant by those drinking 15+ units per week, but there was no difference between women in England and those in Scotland.

Female relevance appears slightly lower overall than that recorded during the 2018 evaluation. For example, the weight radio ad in 2018 was found relevant by 29% of female drinkers, which compares with 22% for the weight radio ad in 2019. The online and social media ads in 2018 were found relevant by 30% and 28% respectively, while the social media ads in 2019 (excluding the breast cancer one) were found relevant by 21%. Naturally, some caveats apply to these comparisons since the ads are different year on year.

Figure 4. % agreement with ‘The ad is relevant to me’ (female drinkers)



Base: female drinkers aged 40-64 in Scotland (all n=692, under 14 units n=597, 15+ units n=95); England (all n=1,012, under 14 units n=853, 15+ units n=159); South West (all n=358, under 14 units n=311)

Campaign influence

Considering drinking habits

In Scotland, around two-thirds of drinkers who remembered any campaign material agreed that the campaign influenced them to consider their drinking habits (65%), while fewer held this opinion in England (57%).

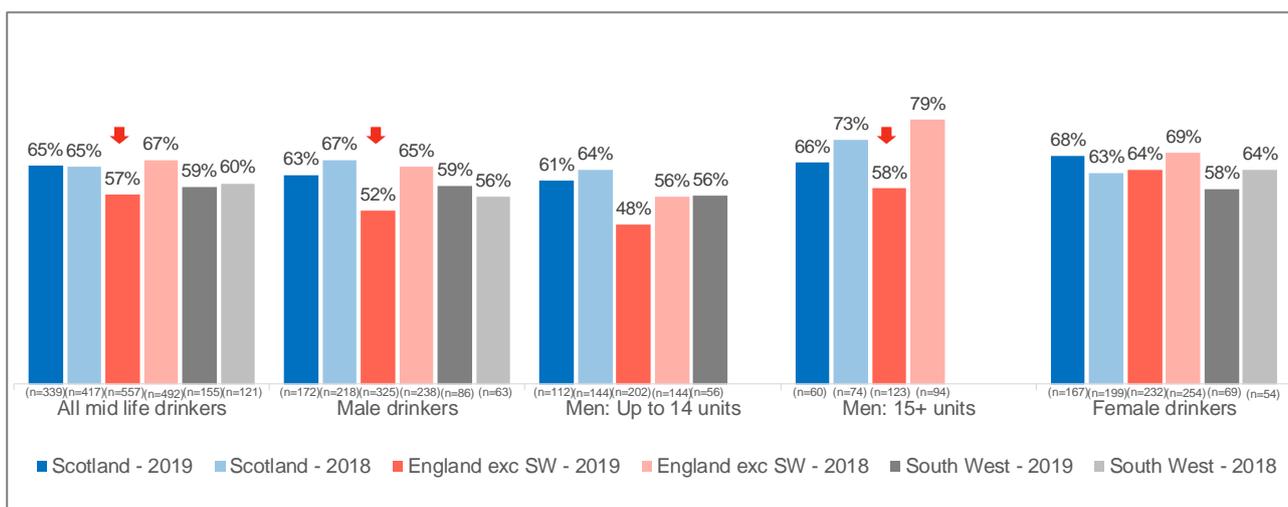
As seen previously, female drinkers were more likely to feel influenced to consider their habits than male drinkers. However, in the case of Scotland the difference is quite small and not statistically significant (63% of male drinkers and 68% of female drinkers), whereas in England there is a more dramatic difference: almost two-thirds (64%) of female drinkers were influenced, compared with just over half (52%) of male drinkers.

As expected, men drinking 15 or more units per week were more likely to agree that they were influenced to consider their drinking habits than those drinking up to 14 units. This difference is particularly prominent in England (48% of those drinking up to 14 units vs. 58% of those drinking 15+ units), while in Scotland the difference is indicative only (61% vs. 66%).

Generally, the differences between Scotland and England are quite notable among men, whereas there is little difference among women. The results suggest that the campaign has been less well received among men in England in particular.

Comparison with the 2018 evaluation also shows that the campaign's perceived impact in England is significantly lower this year, whereas in Scotland it is broadly in line. In 2018, two-thirds (67%) of midlife drinkers were influenced to consider their habits, which has fallen to 57% in 2019. The drop has happened mainly among male drinkers (65% were influenced in 2018, falling to 52% in 2019) whereas among female drinkers the difference between years is not significant (69% in 2018; 64% in 2019).

Figure 5. % of drinkers influenced to consider how healthy their drinking habits are (a lot/a little combined)



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

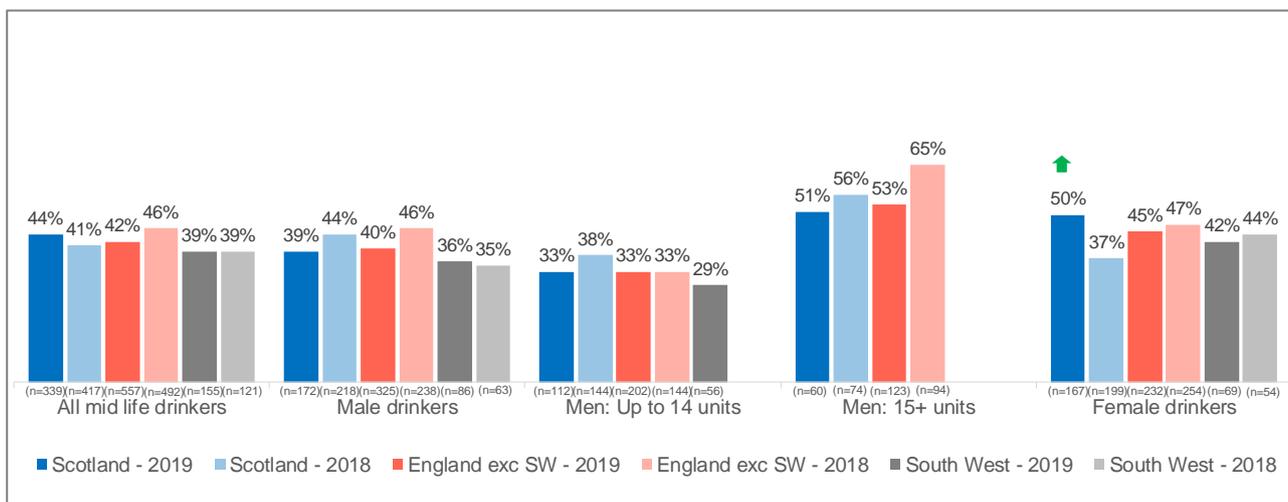
Making a plan to take more drink free days

Over two-fifths of campaign recallers in Scotland and England said they were influenced to make a plan to take more drink free days (44% and 42% respectively), along with 39% in the South West. Interestingly, in the light of the findings discussed in the previous section, there was no difference between male drinkers in Scotland and those in England (39% and 40%). Among female drinkers, those in Scotland were indicatively, but not significantly, more likely to say they had been influenced (50% vs. 45%).

As would be expected, men drinking 15 units or more in Scotland (51%) and England (53%) were significantly more likely than those drinking up to 14 units per week to make a plan take more drink-free days (33% in both countries).

The proportions making a plan to take more drink free days appear slightly lower than those seen in 2018, however the differences are not statistically significant. One exception to this general rule is women in Scotland, who were significantly more likely to say they had been influenced to make a plan (50% in 2019; 37% in 2018).

Figure 6. % of drinkers influenced to make a plan to take more drink-free days (a lot/a little combined)



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

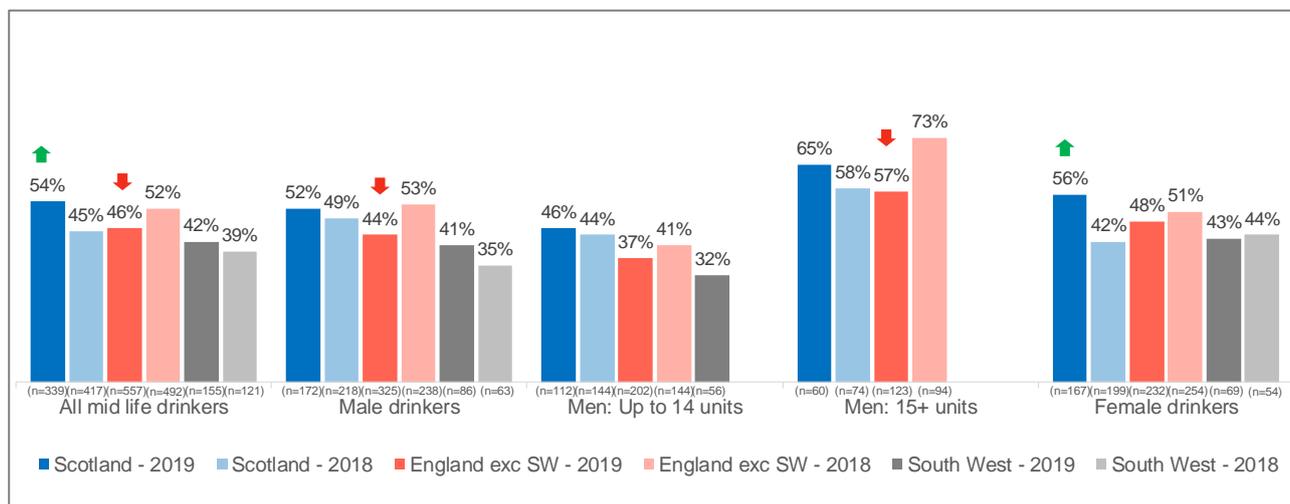
Taking more drink free days

Over half (54%) of drinkers in Scotland who recalled any campaign material were influenced to actually take more drink free days, significantly higher than the proportion seen in England (46%). The same pattern of a greater impact in Scotland than England appears to exist both among male and female drinkers.

Comparison with the 2018 evaluation shows that this year, drinkers in Scotland are significantly more likely to say they were influenced to take more drink free days (45% in 2018 rising to 54% in 2019). This change has been driven predominantly by female drinkers in Scotland: 56% said they were influenced to take more drink free days compared with 42% in the 2018 evaluation, while men are not significantly more likely to report this.

By contrast, drinkers in England are significantly less likely to say they were influenced in this way (52% in 2018 falling to 46% in 2019). This decrease has been driven predominantly by change among male drinkers in England (53% in 2018 falling to 44% in 2019), whereas among female drinkers there has been little change year-on-year.

Figure 7. % of drinkers influenced to take more drink-free days (a lot/a little combined)



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

Talking to friends and family

Around a quarter (26%) in England and one in three (30%) in Scotland were influenced to talk to family or friends about their drinking habits. In the case of England this is significantly lower than the proportion seen in 2018 (32%), while for Scotland the difference is not significant (33%).

In both countries, female drinkers were more likely to speak to a family member or a friend than their male counterparts. In England, 34% of women were influenced to talk to their friends or family about their drinking compared with 21% of men, while in Scotland the equivalent figures are 36% and 24%.

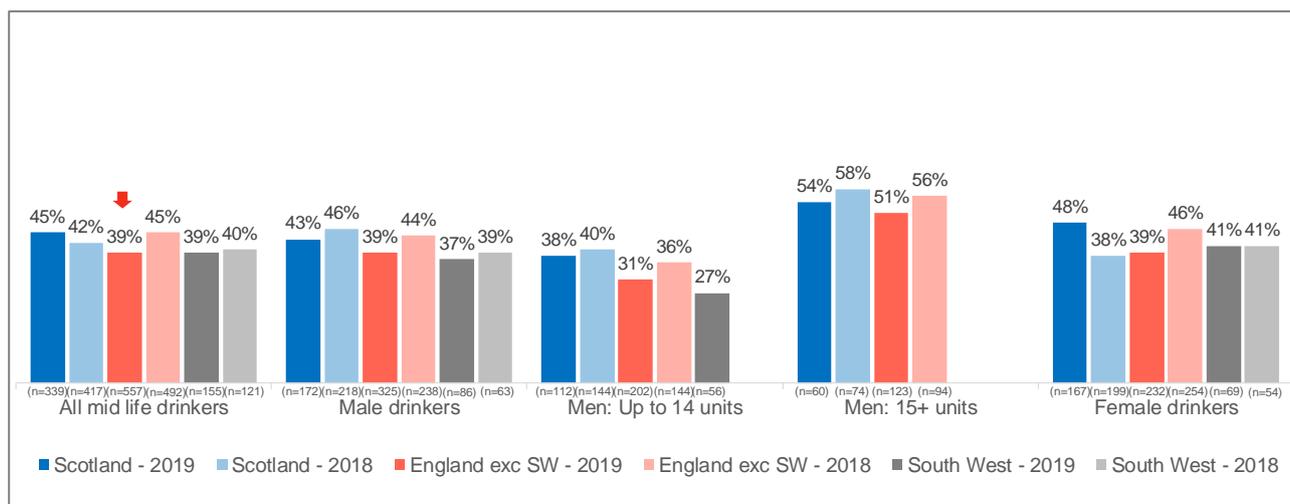
Cutting down in other ways

As well as taking more drink free days, 45% of midlife drinkers in Scotland who recognised any campaign material, and 39% in England, were influenced to cut down on their drinking in other ways. For Scotland this proportion is roughly in line with that seen during the 2018 evaluation (42%), however, England shows a significant decrease since 2018 (45%).

Figure 8 shows that this decrease in England appears to have happened across genders and across drinking categories, with reasonable consistency.

In Scotland, male drinkers show no significant difference since 2018, while female drinkers appear indicatively more likely to say they were influenced to cut down in other ways. This continues the pattern seen with earlier findings, whereby women in Scotland appear to have been more positively influenced by the campaign than men in Scotland, or by men or women in England.

Figure 8. % of drinkers influenced to cut down drinking in other ways than taking more drink-free days (a lot/a little combined)



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

Seeking information

Among those who remembered any campaign material, around one-third stated that the campaign influenced them to seek additional information about the dangers of excessive alcohol consumption (37% and 30% in Scotland and England respectively). This compares with 34% in Scotland and 35% in England who reported the same in 2018. While these differences at overall level are not significant, the results do show a significant decrease among men in England drinking 15+ units (from 36% in 2018 to 23% in 2019). This is in keeping with the general pattern seen elsewhere, whereby men drinking at this level in England appear to be less influenced by the campaign this year.

Around a quarter of recallers in Scotland (28%) and England (25%) said they were influenced to look for information on how to have more drink free days, along with 20% in the South West. These proportions are similar to those seen during the 2018 evaluation (29% Scotland; 25% England; 23% South West).

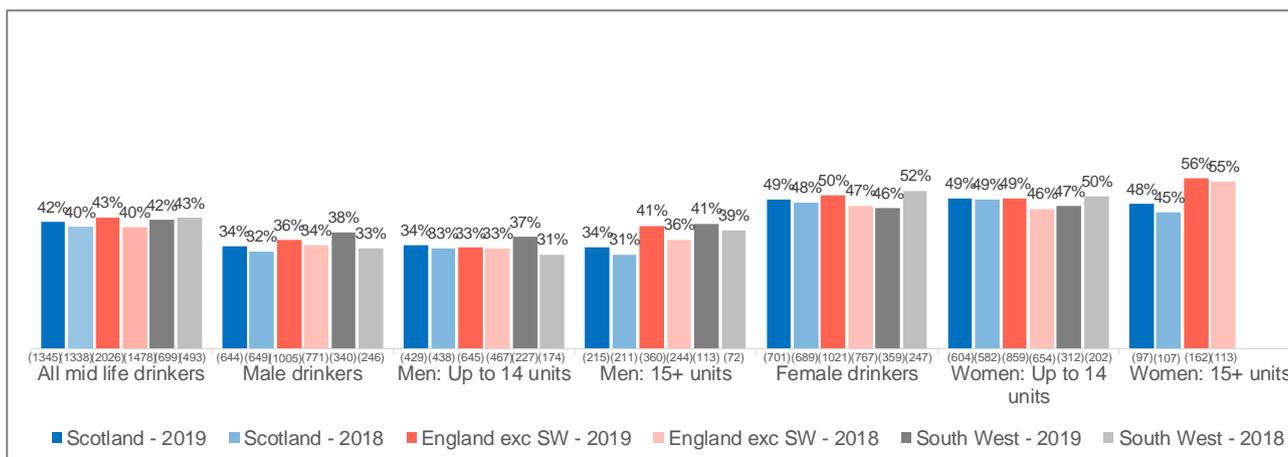
Wider campaign influence

Around two-in-five in each location (42% in Scotland and the South West; 43% in England) believe that the campaign will prompt people in their age group and gender to take more drink free days. Female drinkers across all regions were significantly more likely to have a positive view than male drinkers (49% vs. 34% in Scotland, 50% vs. 36% in England, and 46% vs. 38% in the South West).

In Scotland, there was little difference by consumption level, among either men or women. However, in England, both men and women drinking 15+ units per week were more likely to think the campaign will influence those in their gender and age group than their counterparts drinking up to 14 units (41% vs. 33% for men; 56% vs. 49% for women).

Comparison with the 2018 evaluation shows no significant differences in the view that the campaign will influence others, in either country. This is of interest in the context of the findings outlined earlier in this chapter, which showed lower scores in England across various measures. With drinkers feeling less influenced by the campaign themselves, in comparison to last year, it might have been anticipated that the expected effect on others would also be lower, but the results do not appear to bear this out.

Figure 9. Likelihood that this campaign will prompt [gender] in your age group to take more drink-free days - % likely



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

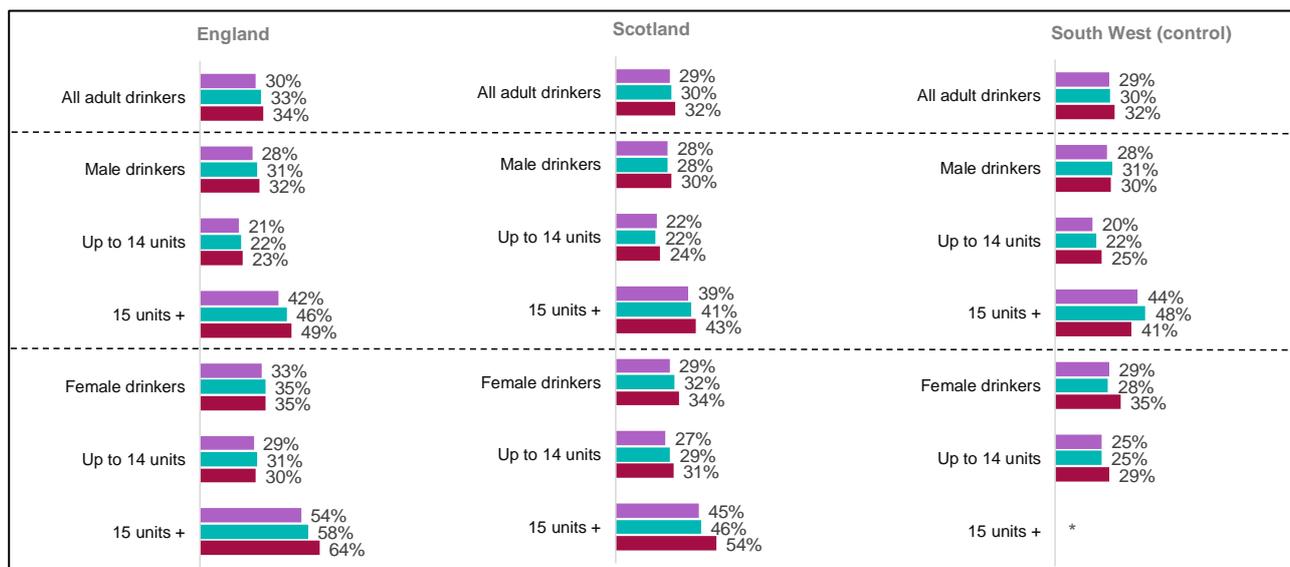
Motivation to take more drink-free days

Around one in three drinkers agree that they want to take more drink-free days as a result of each of the campaign messages ('Drink Free Days' and 'No Alcoholidays'). There are no significant differences between the two messages, but the proportions agreeing are higher among those drinking 15+ units per week. For example, 41% of men in Scotland drinking 15+ units agreed that the 'Drink Free Days' message made them want to take more drink free days, and 39% for 'No Alcoholidays', compared with 22% of those drinking up to 14 units for both messages. Similar variations were evident in England, where 46% and 42% of men drinking 15+ units (for the two messages respectively) agreed, compared to 22% and 21% among those who drink 14 units or less.

Women who drink 15+ units per week were also considerably more likely than those who drink up to 14 units to want to take more drink free days due to the campaign messages (58% vs. 31% in England and 46% vs. 29% in Scotland for 'Drink Free Days'; 54% vs. 29% and 45% vs. 27% for 'No Alcoholidays').

There are no statistically significant differences in this measure when compared with the 2018 evaluation, but some figures appear indicatively lower this year. For example, 46% of men in England drinking 15+ units found 'Drink Free Days' motivating in 2018, compared with 49% in 2019, and among women in England drinking at the same level the equivalent figures are 64% and 58%. Taken in conjunction with the results discussed earlier in this chapter, this may indicate lower impact from this year's campaign.

Figure 10. Agreement with “It makes me want to take more drink free days” - % agree



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

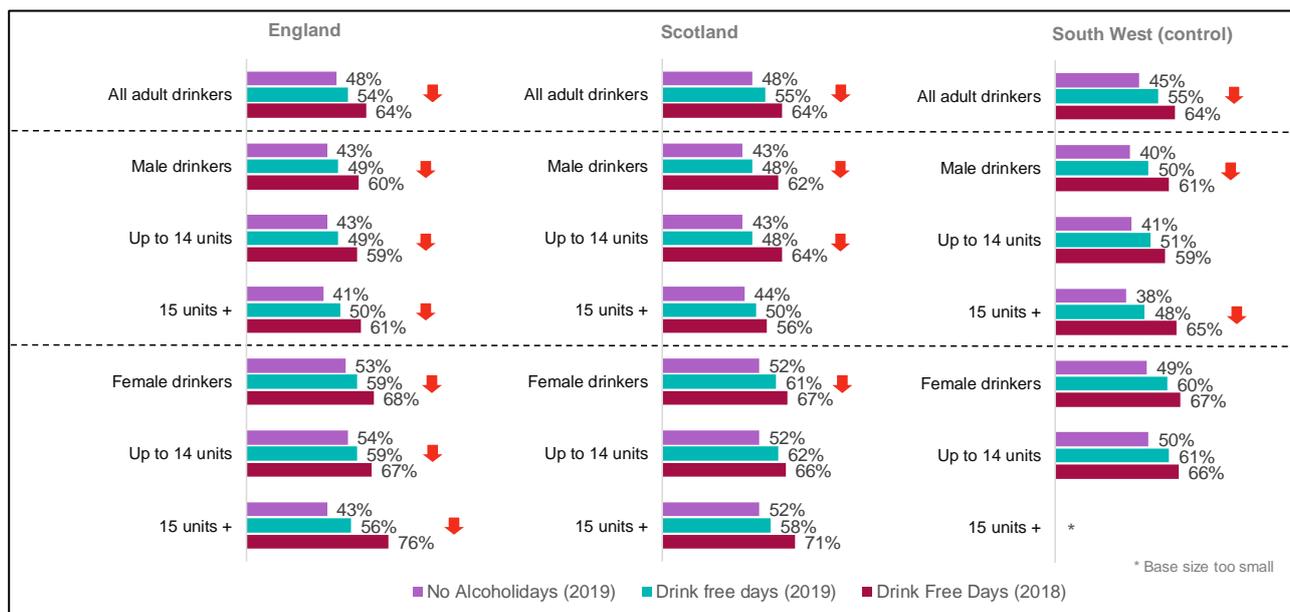
Clearly explaining how to cut down drinking

Around half (48% in Scotland and England, 45% in South West) felt that the ‘No Alcohol days’ message clearly explained how they could reduce alcohol consumption, while slightly over half felt the same way about the message ‘Drink free days’ (55% in Scotland and the South West, 54% in England).

Notably, drinkers in all locations were less likely this year to agree that the ‘Drink free days’ message clearly explained how they could reduce alcohol consumption, compared with the 2018 evaluation. This view has typically reduced by around ten percentage points when comparing the two years. The changes are statistically significant for all categories in England, and for drinkers overall, men, women, and men drinking up to 14 units in Scotland.

These fairly large differences may to some extent explain some of the lower scores discussed earlier in this chapter, in England in particular. For example, drinkers in England who recalled the campaign were less likely to say they felt influenced to consider their drinking habits, or to take more drink free days, compared with 2018. However, it is worth noting that drinkers in Scotland were also less likely to agree that the message clearly explained how to cut down than in 2018, and yet those recalling the campaign (particularly women) showed positive change on certain impact measures across the two years.

Figure 11. % agree – it clearly explains how I can cut back my drinking



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

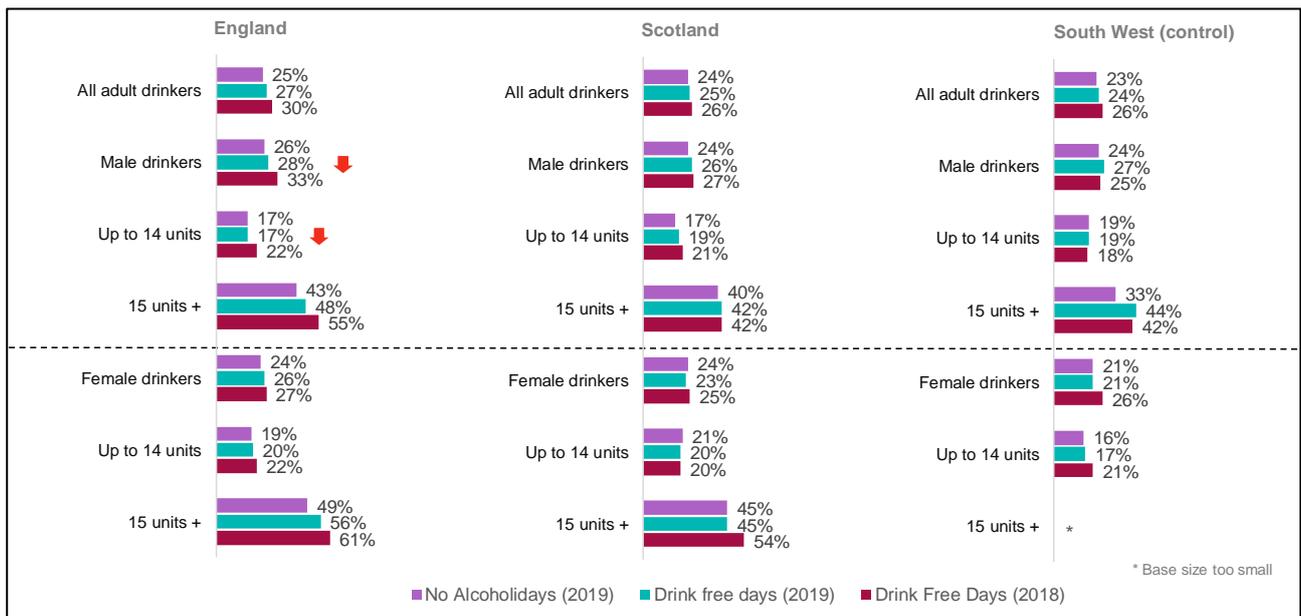
Perceived relevance

Around a quarter in each location thought each of the two messages relevant to them (measured by those disagreeing with the statement ‘It does not feel relevant to me’). There was generally little difference between the two messages, but in a few categories the perceived relevance of ‘No Alcohol days’ appears indicatively lower than ‘Drink Free Days’.

Comparison with the 2018 evaluation shows that men in England were significantly less likely to feel the message ‘Drink Free Days’ was relevant to them, compared with 2018. By contrast, Scotland shows no particular change between the two years. This seems to accord with earlier findings showing that those in England found the campaign less impactful than in 2018, whereas this was not the case in Scotland.

As might be expected, those drinking at higher levels were more likely to find both messages relevant than those drinking less per week. There was little difference between men and women in perceived relevance of the messages.

Figure 12. % disagree – It does not feel relevant to me



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

Campaign impacts

As in the 2018 survey, we explored the impact of the Drink Free Days campaign on people's awareness, attitudes and behaviour.

Impact of campaign on awareness of health harms

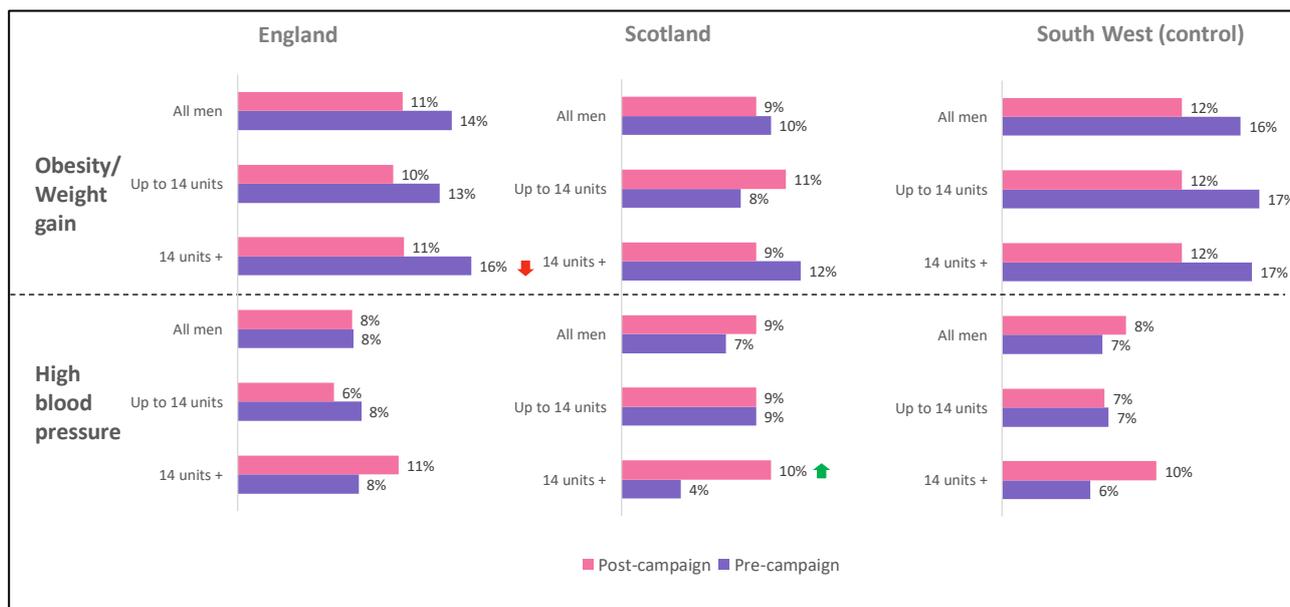
Awareness among men

Among men, there was little change in spontaneous recollection of health harms from before to after the campaign. Among male drinkers in England the proportion able to recall the link between obesity and alcohol decreased (but not significantly so) from 14% to 11%. Similarly, the proportion in Scotland decreased from 10% to nine percent - a statistical score draw.

There was also no difference in spontaneous recollection regarding the link between alcohol and high blood pressure from before to after the campaign in England (eight percent both pre-and post-campaign) and the South West (seven percent pre-campaign; eight percent post-campaign). In Scotland however, although at an overall level there was no change there was an increase in awareness among heavier drinkers from four percent pre-campaign to 10% post-campaign. This suggests that the campaign may have had an impact amongst this key target group in this region.

The 2018 survey did see an increase in spontaneous awareness for some measurements that were not replicated in 2019. For example, in England there was a significant increase in the number remembering heart problems (30% pre-campaign; 35% post-campaign) and in Scotland there were increases for the proportion spontaneously recalling the link between high blood pressure (four percent pre-campaign; seven percent post-campaign) and obesity (11% pre-campaign; 14% post-campaign).

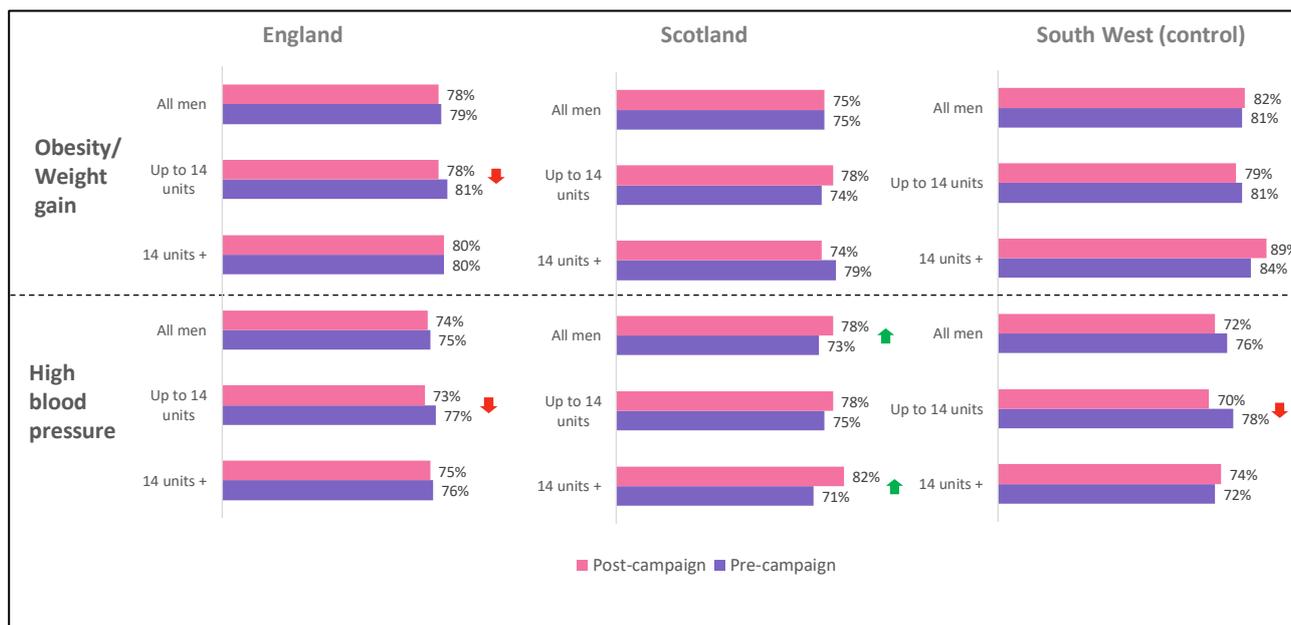
Figure 13. Spontaneous recollection of health conditions caused by alcohol (men only)



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

Respondents were then prompted with a list of health conditions and asked which, if any, they thought were connected to alcohol consumption. As shown in Figure 14, there were no differences in prompted awareness of obesity/weight gain between before and after the campaign. However, in Scotland the post-campaign survey saw a significant increase among male drinkers for awareness of high blood pressure; this rose from 73% pre-campaign to 78% post-campaign. The increase was driven by heavier drinkers with the proportion of those who drink 14+ units a week increase from 71% to 82%. These findings suggest that the campaign may have had greater impact in this region and among this target group than the others.

Figure 14. Prompted recollection of health conditions caused by alcohol (men only)



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

Most men have at least some understanding of how alcohol can affect health conditions. Only around a quarter are unaware that alcohol and obesity are linked and slightly more are unaware of the link with high blood pressure. In England and the South West there were few changes between before and after the campaign. In Scotland however, significantly more are aware of the link between high blood pressure and alcohol post-campaign than were before, with the proportion reporting *any* understanding of the link increasing significantly from 68% to 74%.

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

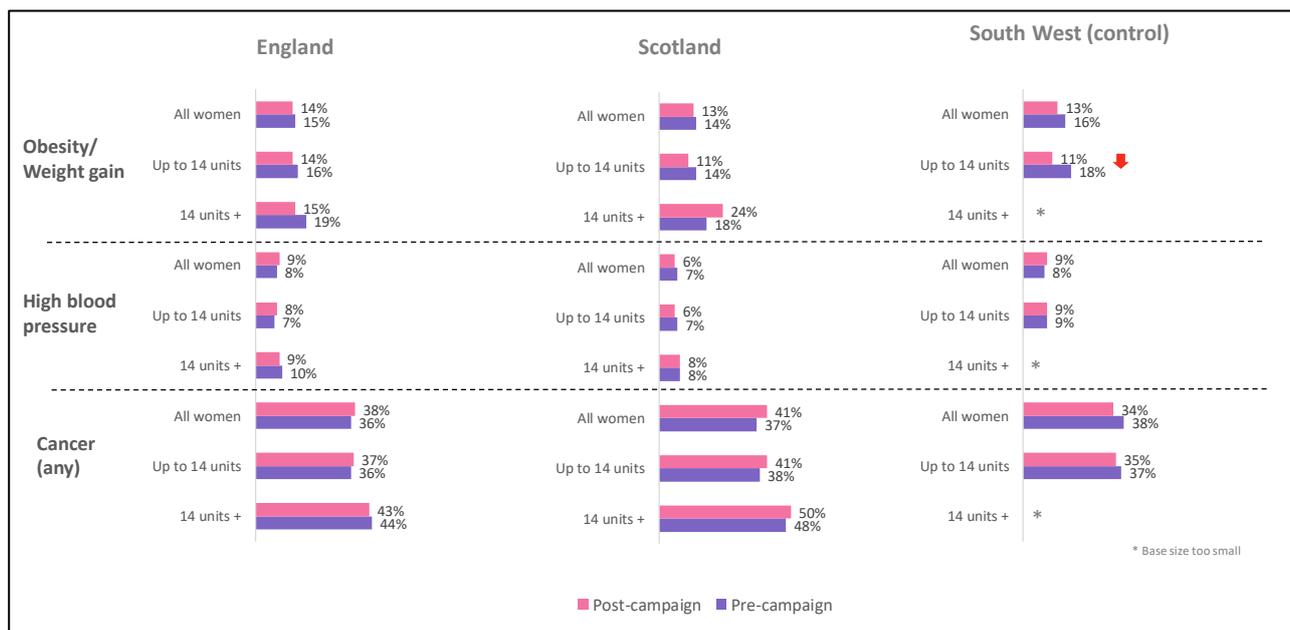
	England – pre campaign (n=1111)	England – post campaign (n=1098)	Scotland – pre campaign (n=736)	Scotland – post campaign (n=723)	SW – pre campaign (n=369)	SW – post campaign (n=367)
Obesity/weight gain						
Good understanding	24%	23%	20%	23%	27%	26%
Some understanding	41%	41%	39%	39%	39%	42%
Little understanding	12%	11%	14%	12%	13%	12%
No understanding/unaware of link	23%	24%	27%	26%	21%	20%
High blood pressure						
Good understanding	14%	14%	12%	15%	14%	15%
Some understanding	38%	38%	36%	39%	38%	34%
Little understanding	19%	17%	20%	20%	17%	17%
No understanding/unaware of link	29%	30%	32%	26%	30%	34%

Awareness among women

Spontaneous recollection among women changed little between before and after the campaign. In all three locations, the proportion able to recall the link between high blood pressure and cancer without prompting remained steady. There were some small, but not significant increases in the proportion able to spontaneously recall the connection between alcohol and cancer in England and Scotland; the increase was most pronounced in Scotland rising from 37% pre-campaign to 41% post-campaign.

Similarly, the proportion aware of the link with obesity remained statistically flat at 13-14% post-campaign. This is in contrast to the 2018 evaluation, which saw an increase in those aware of this link in England following the campaign (12% pre-campaign; 17% post-campaign). There were no differences by unit consumption in any of the regions.

Figure 15. Spontaneous recollection of health conditions caused by alcohol (women only)



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

When prompted, most women are broadly aware of the connection between high blood pressure and alcohol and between obesity and alcohol. Awareness is slightly lower in Scotland than in England, but in all regions almost three-quarters are aware of the link between both health conditions and alcohol. There were no differences however in awareness of these health conditions before and after the campaign, in any of the regions.

Fewer are aware of the connection between breast cancer and alcohol. In England, 72% of those surveyed post-campaign were unaware that there was any link. However, significantly more women in England could remember the link between breast cancer and alcohol post-campaign (32%) than pre-campaign (28%) suggesting that the campaign message may have cut through in this region.

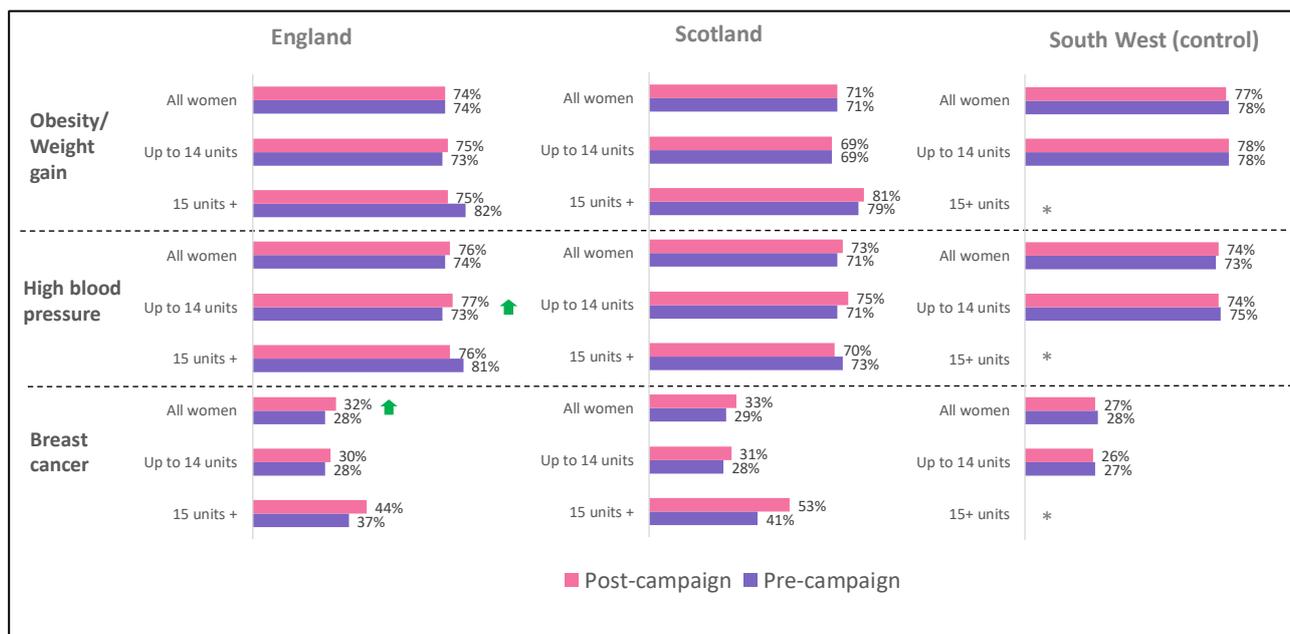
This was not the case in Scotland or the South West however where neither area saw a statistically significant increase. However, when examining the results for those who were unaware of the link or who said they had no understanding of how the two were linked we see a statistically significant decrease in Scotland: pre-campaign nearly three-quarters (73%) were unaware of the connection but post-campaign this figure had fallen to 68%.

There was also an increase in England in awareness of how alcohol can affect high blood pressure among women who drink up to 14 units a week. Pre-campaign 73% were aware of the link; post-campaign this had risen to 77%.

In 2018, we saw an increase over the campaign period in the number of women in England aware of the link between alcohol and weight gain. However, in 2019 this was not present with three-quarters (74%) aware of the link both pre- and post-campaign.

The proportion aware of the link between breast cancer and alcohol has not changed since 2018 when 32% of women correctly identified the link post-campaign.

Figure 16. Prompted recollection of health conditions caused by alcohol (women only)



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

In all three regions, around a fifth report having a good understanding of how alcohol relates to obesity and weight gain, with around two-fifths reporting having ‘some understanding’. Far fewer knew much about how alcohol relates to breast cancer; only about one in twenty said they had a good understanding.

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

	England – pre campaign (n=1,145)	England – post campaign (n=1,168)	Scotland – pre campaign (n=785)	Scotland – post campaign (n=787)	SW – pre campaign (n=385)	SW – post campaign (n=391)
Obesity/weight gain						
Good understanding	27%	21%	19%	21%	20%	23%
Some understanding	36%	41%	37%	35%	47%	40%
Little understanding	9%	10%	13%	12%	10%	12%
No understanding/unaware of link	28%	28%	31%	32%	23%	26%
High blood pressure						
Good understanding	15%	14%	13%	16%	9%	13%
Some understanding	35%	39%	35%	33%	42%	31%
Little understanding	19%	20%	19%	20%	20%	25%
No understanding/unaware of link	29%	28%	34%	31%	29%	31%
Breast cancer						
Good understanding	4%	5%	4%	6%	4%	4%
Some understanding	14%	15%	13%	16%	14%	12%
Little understanding	8%	9%	10%	10%	10%	9%
No understanding/unaware of link	73%	71%	73%	68%	73%	74%

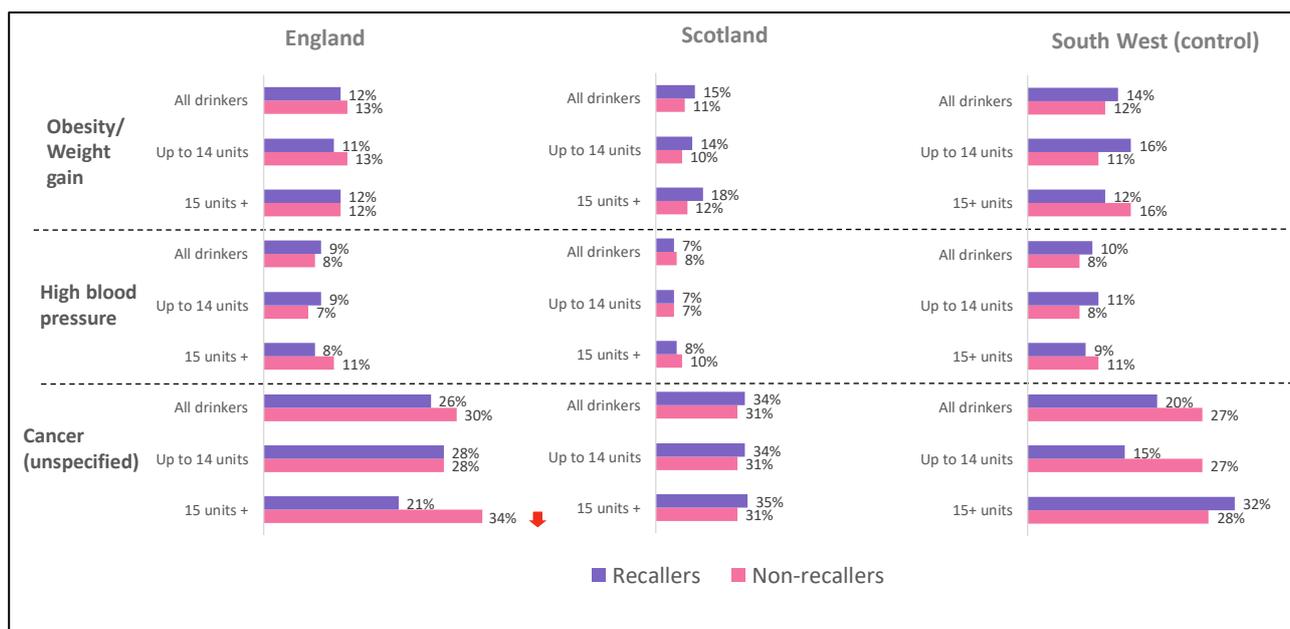
Awareness among campaign recallers

There were no significant differences between those who remembered the campaign and those who did not when it came to spontaneous recollection of health conditions. In England, 12% of drinkers who remembered at least one of the campaign materials spontaneously mentioned obesity or weight gain, but so did 13% of those who did not remember any campaign materials. Similarly in Scotland seven percent of recallers spontaneously mentioned high blood pressure but eight percent of drinkers who did not remember the campaign did so as well.

There were some indicative, but not significant, differences between drinkers who remembered the campaign and those who did not in Scotland. In total, 15% of recallers spontaneously mentioned obesity or weight gain compared to 11% of non-recallers and over a third (34%) mentioned cancer compared to 31% of non-recallers. The difference was particularly pronounced among heavier drinkers; 18% of recallers who drink 15 units or more per week compared to just 12% of non-recallers.

This contrasts with the 2018 evaluation when spontaneous awareness of health conditions was higher among those who recognised the campaign. In 2018 in England 31% of recallers were able to spontaneously recall the connection with cancer compared with 26% of those who did not remember the campaign. Awareness of high blood pressure and obesity were also much higher among campaign recallers in England.

Figure 17. Spontaneous recollection of health conditions caused by alcohol

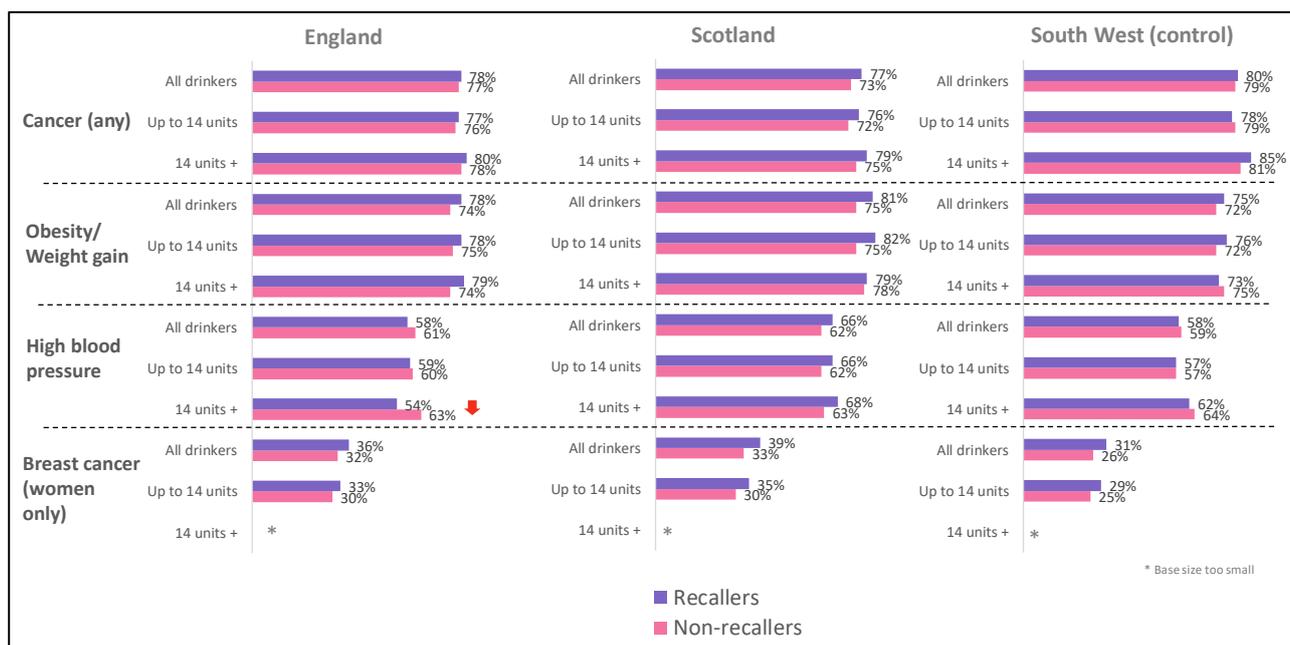


Base: all drinkers England (excluding SW), Scotland, South West

There were also few differences in prompted awareness between those who remembered the campaign and those who did not. Around three-quarters or more of campaign recallers were aware of the connection between cancer and obesity and alcohol in all three regions, but the results were very similar for those who did not remember any campaign items.

There was a small, but not significant, difference in awareness of the link between breast cancer and alcohol. In England, 36% of female drinkers who remembered a campaign item were aware of the connection compared to 32% of those who did not and in Scotland 39% of female campaign recallers were aware compared to 33% of those who did not. There was also a small increase in the control region however meaning it is difficult to draw inference from the campaign on these results.

Figure 18. Prompted recollection of health conditions caused by alcohol



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

There were some significant differences in the results by gender. Male drinkers in England who remembered the campaign were much more likely to demonstrate awareness of the link between high blood pressure and alcohol than those who did not (79% vs 71%), although this was not the case in Scotland or the South West.

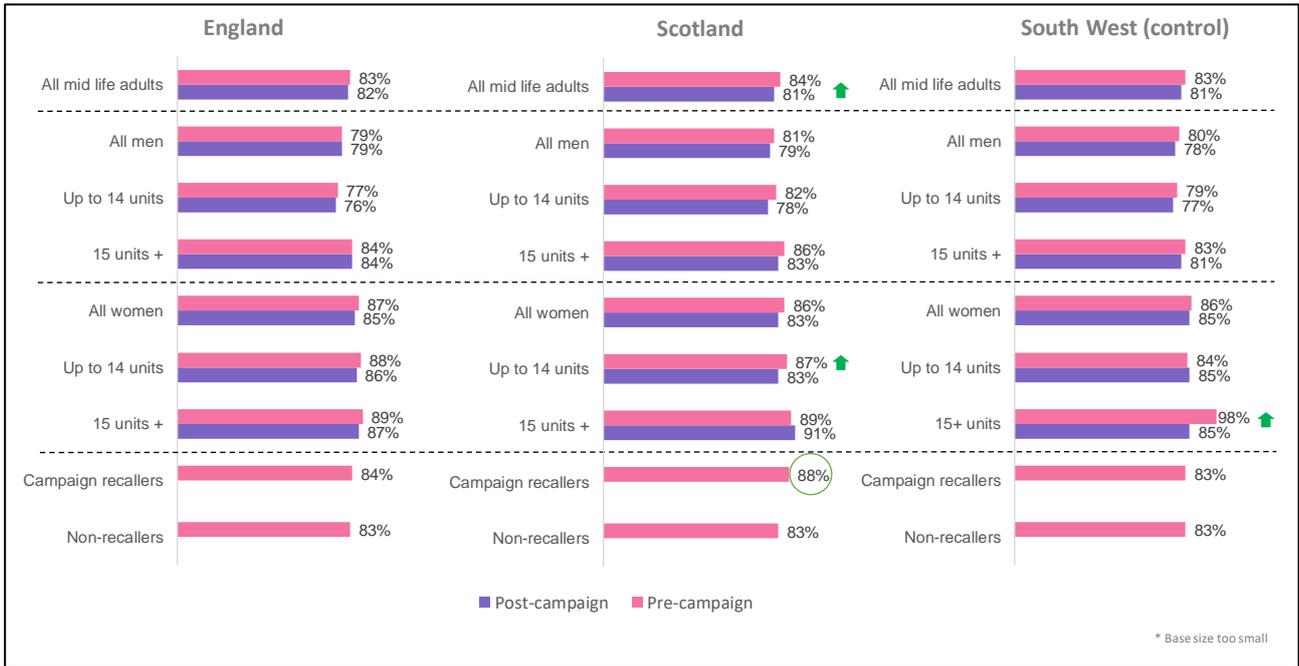
When focussed on only the male high blood pressure advertisement the gap widens to 80% of recallers, although there is still no significant difference in awareness in Scotland. There were no significant differences in awareness of obesity or weight gain by those who remembered the advertisement focussed on that health condition. In England, 81% of drinkers who remembered the advertisement were aware of the connection compared to 78% of those who did not – an increase, but not a significant one – while there was no difference at all among drinkers in Scotland (76% of recallers vs 77% of non-recallers). This suggests that the male high blood pressure campaign advertisement may have had greater impact in England than the other advertisements.

Impact of campaign on attitudes

Respondents were asked in both the pre- and post-campaign whether they agreed that taking drink-free days is a good way to cut down on the amount of alcohol they drink. Drink-free days continue to prove popular: over four-fifths in England, Scotland and the South West agreed they are a good method of reducing alcohol intake, a similar proportion to 2018. Although there were no differences in attitudes in England between and after the campaign, in Scotland the proportion in agreement increased significantly from 81% to 84%. This increase was particularly pronounced among women who were drinking up to 14 units a day. The results in Scotland from this wave are particularly encouraging in light of the 2018 results where there were no significant increases in agreement in this region.

Furthermore, there was a significant difference in Scotland between those who remembered the campaign and those who did not. The vast majority (88%) of those who remembered a campaign item agreed with the statement; significantly more than those who did not recall the campaign (83%). However, it may be that those who are more likely to agree with drink-free days are also more likely to remember campaigns about the topic and so caution must be applied when interpreting this finding. There were no differences by campaign recall in England or the South West.

Figure 19. Percentage agreeing with the statement: taking drink-free days is a good way to cut down

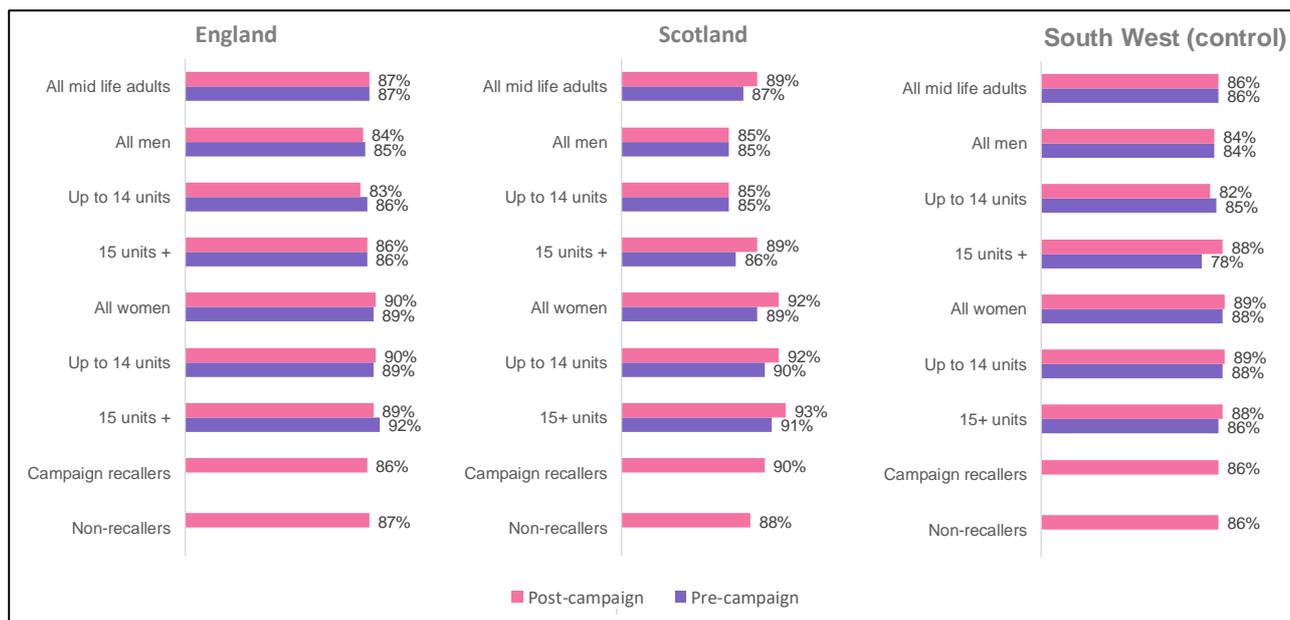


Base: all respondents England (excluding SW), Scotland, South West

The vast majority also agree that cutting back on a few drinks is a good way to improve your health. Although there were no statistically significant differences between before and after the campaign, it is worth noting that agreement has significantly increased since the 2018 survey. Comparing just the post-campaign results, in England the proportion agreeing with the statement has increased from 84% in 2018 to 87% in 2019 whilst in Scotland the proportion in agreement has increased from 85% to 89%. There has not been a statistically significant increase in the South West.

There were no significant differences by campaign recall in any region, with those who remembered the campaign just as likely to agree that drinking a little less can improve your health as those who did not.

Figure 20. Percentage agreeing with the statement: cutting back on a few drinks is a good way to improve your health



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

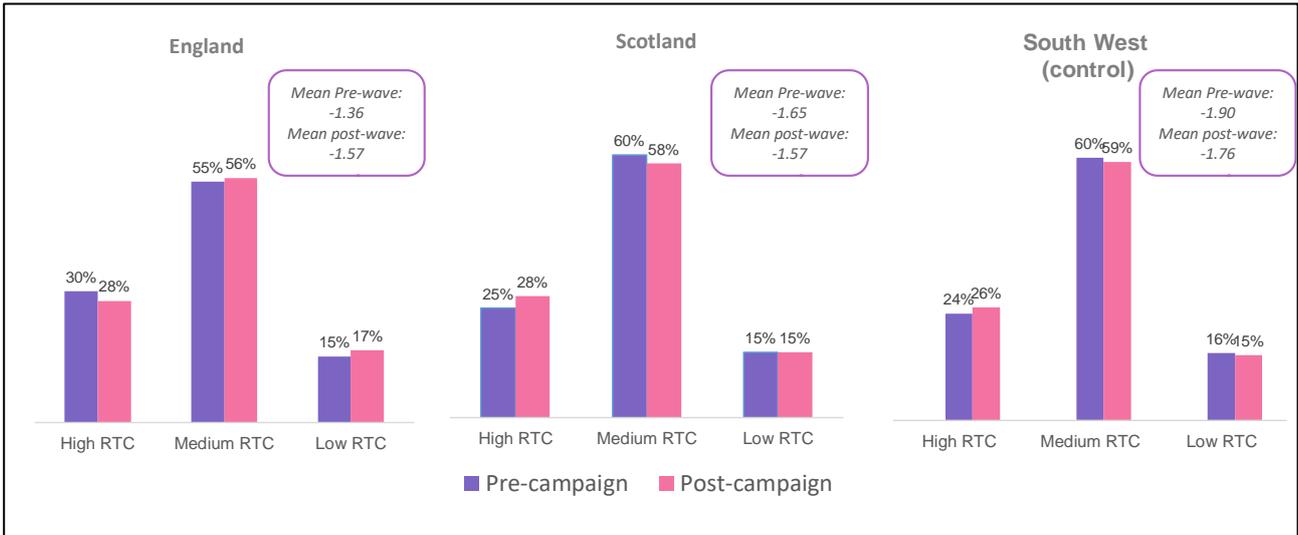
Readiness to Change scores

Readiness to Change (RTC) scores are a combined metric of three statements¹ measuring precontemplation, contemplation and action regarding alcohol consumption. These scores were measured among respondents in both surveys to determine whether the campaign had encouraged any to change their drinking habits.

There was little change between before and after the campaign in RTC scores among male drinkers across all the regions. In England, the proportion reporting a high RTC score decreased slightly while those reporting a low RTC score increased, but neither was statistically significant and so cannot be taken as an indication of campaign impact. Results in Scotland were more positive with high RTC increasing by 3 percentage point and low RTC remaining steady, but again these changes are not statistically significant.

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

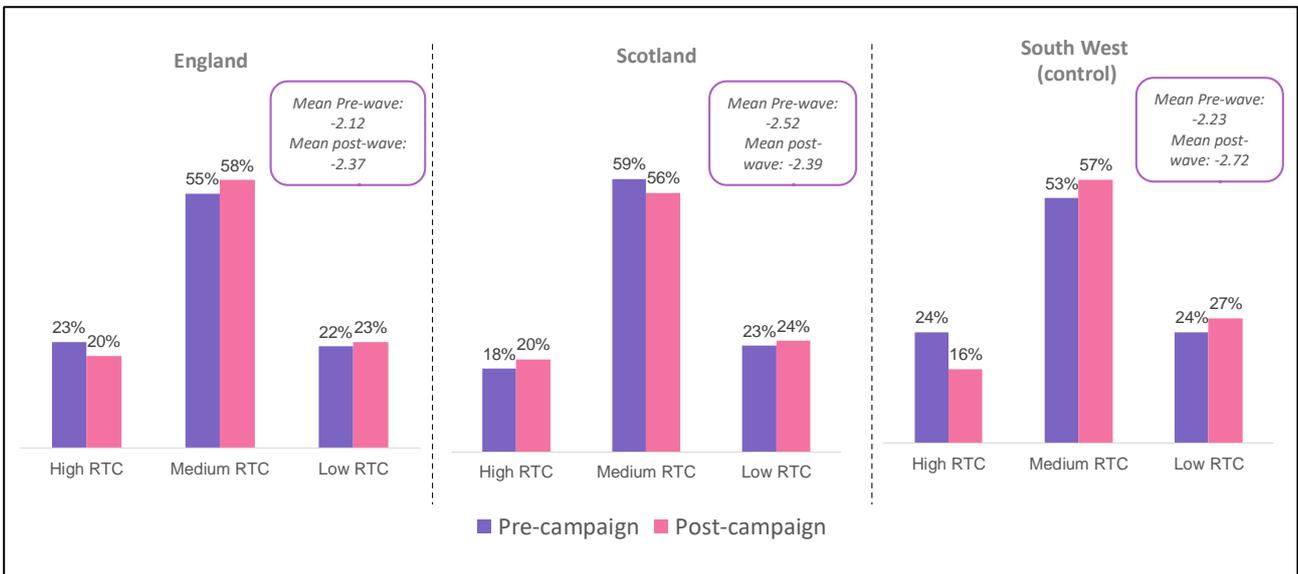
Figure 21. Readiness to Change scores – men



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

Among women, RTC scores also changed little. In England there was a small decrease in high RTC from 23% to 20% while in Scotland the opposite occurred with high RTC increasing from 18% to 20%. Again though, none of these changes were statistically significant and the overall picture is one of stability.

Figure 22. Readiness to change scores – women



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

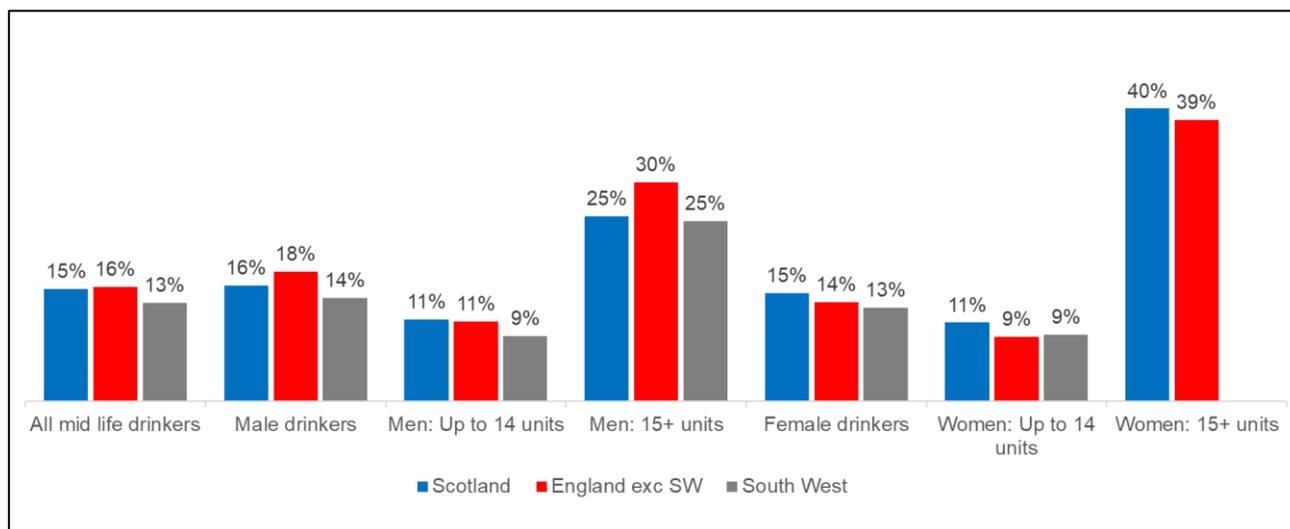
RTC scores have also changed little since 2018. Comparing the post-campaign results, the mean score for men in England was -1.67 in 2018 and -1.57 in 2019 while in Scotland it increased from -1.65 to -1.57. Among women the mean score in 2018 was -2.41 in both England and Scotland; this improved in 2019 to -2.37 in England and -2.39 in Scotland.

Impact of campaign on behaviour

One in six (16%) drinkers in England have tried to cut down their drinking in the past 6 months. This is similar in Scotland (15%) and the South West (13%). In both England and Scotland those who recognised at least one campaign item were significantly more likely to have tried to cut down drinking in the past 6 months (19% compared with 15% in England; 19% compared with 14% in Scotland). There was no significant difference in the South West. However, compared to the pre wave, these proportions are unchanged (17% England, 13% Scotland, 13% South West). The proportions are also consistent with those seen during the 2018 evaluation.

Those who drink over 15 units a week are more likely than those who drink up to 14 units a week to have tried to cut down their drinking in the last 6 months. In England, 30% of men and 39% of women drinking 15+ units had tried to cut down in the past six months compared with 11% of men and nine percent of women drinking at lower levels. This is similar in Scotland where 25% of men and 40% of women drinking 15+ units had tried to cut down compared with 11% of both men and women who drink up to 14 units a week.

Figure 23. Percentage who have tried to cut down on their drinking within the past six months



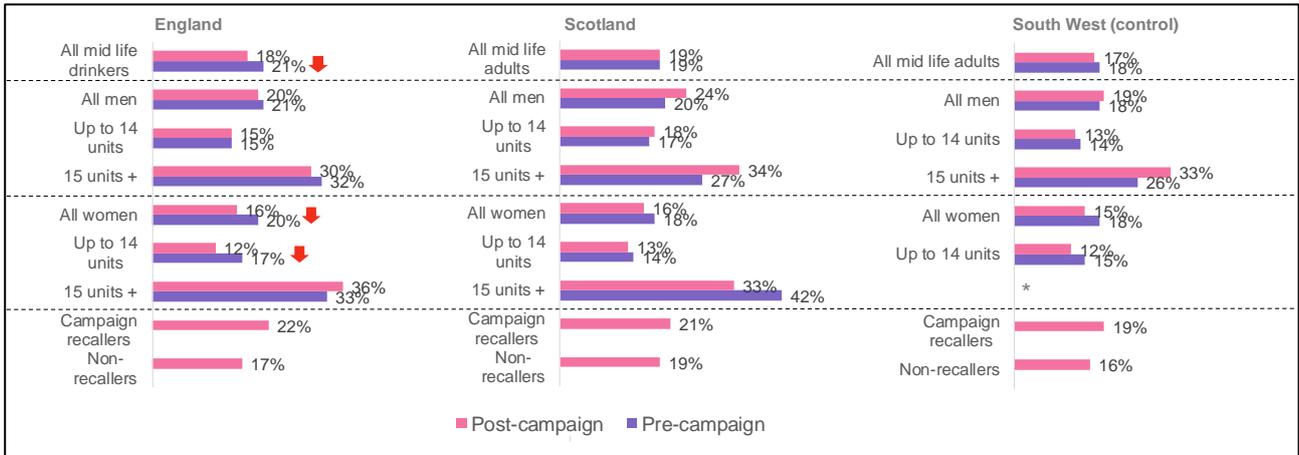
Base: all drinkers England (excluding SW), Scotland, South West

Overall 18% of drinkers report that they are changing their drinking habits right now, consistent with 2018 (19%). This is similar across all regions; 18% England, 19% Scotland and 17% in the South West. These proportions are slightly lower than before the campaign period where 20% of drinkers reported that they are changing their drinking habits right now (21% in England, 19% in Scotland and 18% in the South West). In England, the different (from 21% pre to 18% post) is statistically significant.

Those who recognised at least one part of the campaign are more likely to report that they are changing their drinking habits right now than those who do not recognise the campaign (22% compared with 17%). This appears to be driven mainly by those in England where there is a significant difference (22% compared with 17%).

Across all regions, those who drink 15 or more units a week are more likely to report changing their drinking habits than those drinking lower amounts (32% compared with 13%). The slight decline in the proportion who report they are changing their drinking habits since before the campaign is driven more by those drinking up to 14 units (13% post wave compared with 16% pre wave) whereas this is unchanged among heavier drinkers (32% compared with 32%).

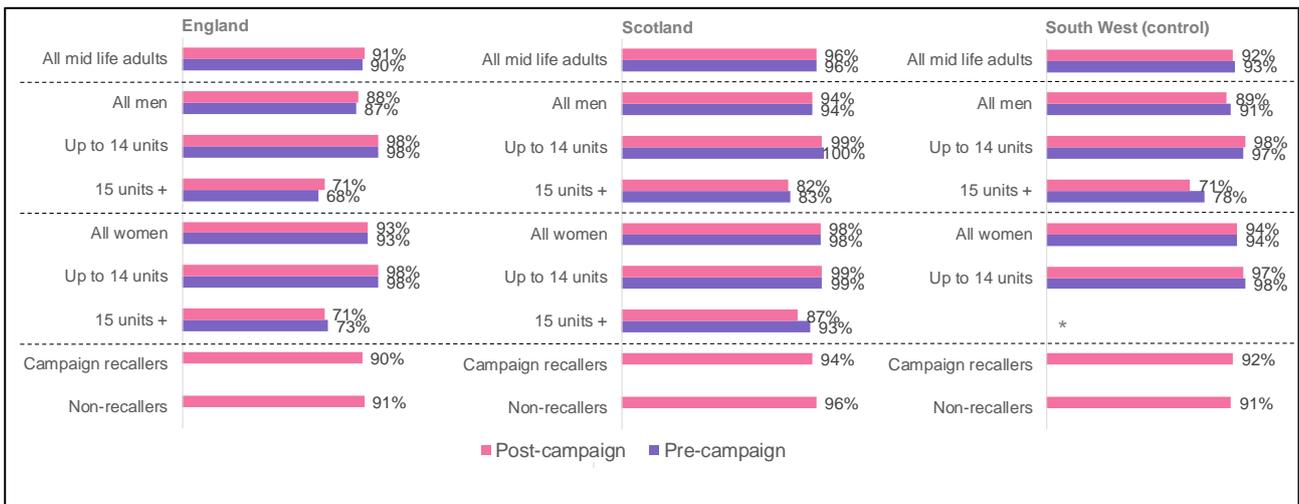
Figure 24. % agreeing with the statement: I am actually changing my drinking habits right now



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

In the week before the survey the vast majority of drinkers (91%) took a drink-free day, the same as before the campaign (91%) and similar to the same period in 2018 (93%). A slightly higher proportion of drinkers in Scotland had drink-free days than those in England (96% compared with 91%). However, across regions there was no change in the proportion of drinkers taking a drink-free day across the campaign period. In all locations, women are more likely than men to take drink-free days, as are lighter drinkers compared with those who drink 15 units or more a week. There was no difference among those who remembered the campaign and those who did not.

Figure 25. % taking a drink-free day in the week before taking the survey



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

Most drinkers had taken four or more drink-free days in the previous week. In Scotland three in ten (30%) had not had an alcoholic drink on any day, and one in five (19%) had taken six drink-free days. In England a quarter (26%) did not drink on any day in the previous week, an increase from before the campaign (23%), and one in five (19%) had taken six drink-free days.

As seen in the 2018 evaluation, the mean number of drink-free days taken in the week before the survey was higher in Scotland than in England before and after the campaign. In both Scotland and the South West the mean stayed the same over the campaign period (5.2 and 4.7), however in England there was a slight (but not significant) increase from 4.5 to 4.7.

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

	England		Scotland		South West	
	Pre	Post	Pre	Post	Pre	Post
All mid life drinkers	4.5	4.7	5.1	5.1	4.7	4.7
Men	4.2	4.4	4.8	4.8	4.3	4.4
Men: up to 14 units	5.5	5.5	5.7	5.7	5.1	5.5
Men: 15+ units	2.2	2.3	3.1	2.9	2.5	2.2
Women	4.9	5.0	5.3	5.4	5.0	5.0
Women: up to 14 units	5.5	5.5	5.8	5.8	5.5	5.5
Women: 15+ units	2.2	2.3	2.8	2.8	*	*

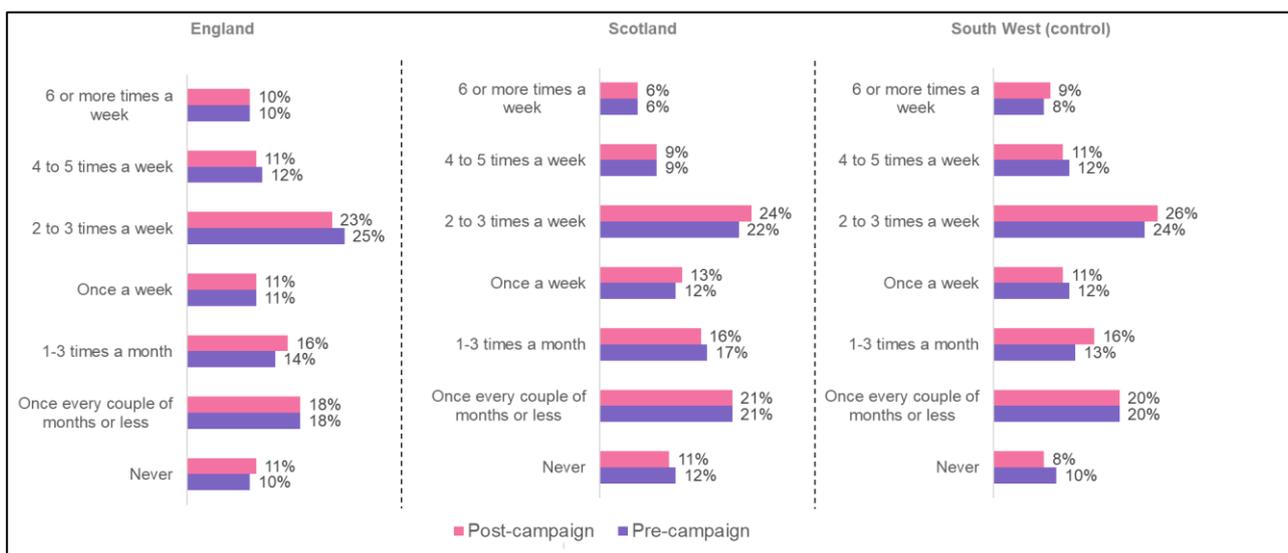
Base: all respondents England (excluding SW), Scotland, South West

The number taking no drink-free days in the last week was unchanged over the campaign period in all regions (nine percent post and 10% pre in England, four percent both post and pre wave in Scotland, eight percent and seven percent in the South West). These proportions are also similar to those seen in 2018.

There was no difference in the number of drink-free days taken between those who recognised the campaign and those who did not. Unsurprisingly, not taking a drink-free day was more common among those drinking 15+ units per week (29% among those drinking at this level in England and 16% in Scotland, compared with two percent and one percent respectively of lighter drinkers).

There was also no difference in self-reported frequency of drinking alcohol both overall and across the three regions. Across all regions around a quarter report drinking two to three times a week (23% England, 24% Scotland, 26% South West). This is consistent with before the campaign, as well as with the proportions seen during the 2018 evaluation.

Figure 26. Overall drinking frequency

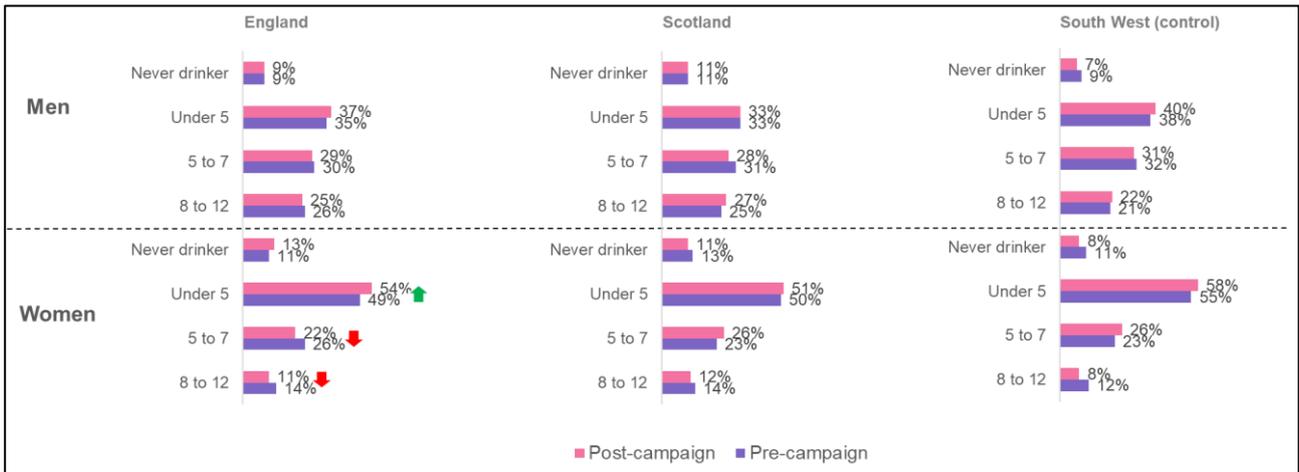


Base: all respondents England (excluding SW), Scotland, South West

Measurements of alcohol consumption

There was little change in AUDIT-C scores before and after the campaign. In England there was an increase in women scoring under 5 (54% post wave compared with 49% pre wave) with fewer scoring 5 to 7 (22% compared with 26%) or 8 to 12 (11% compared with 14%). Aside from this, AUDIT-C scores show a consistent picture across the two waves of research and are similar to those seen in 2018.

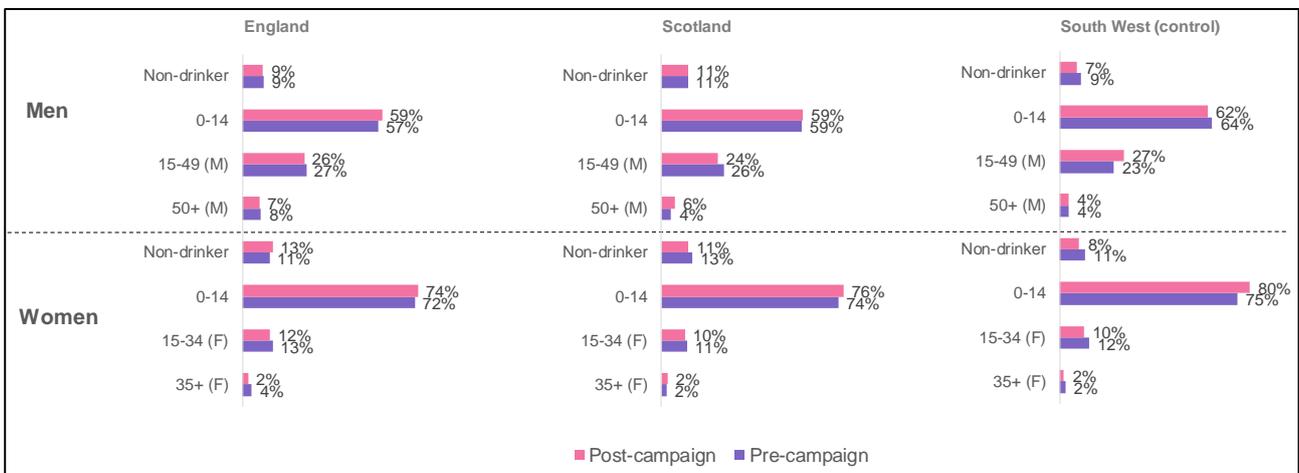
Figure 27. AUDIT-C scores



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

Unit consumption in the last week was also reported as similar before and after the campaign. Reported levels are consistent with 2018 and show that most adults drink up to 14 units per week.

Figure 28. Units consumed in the last week

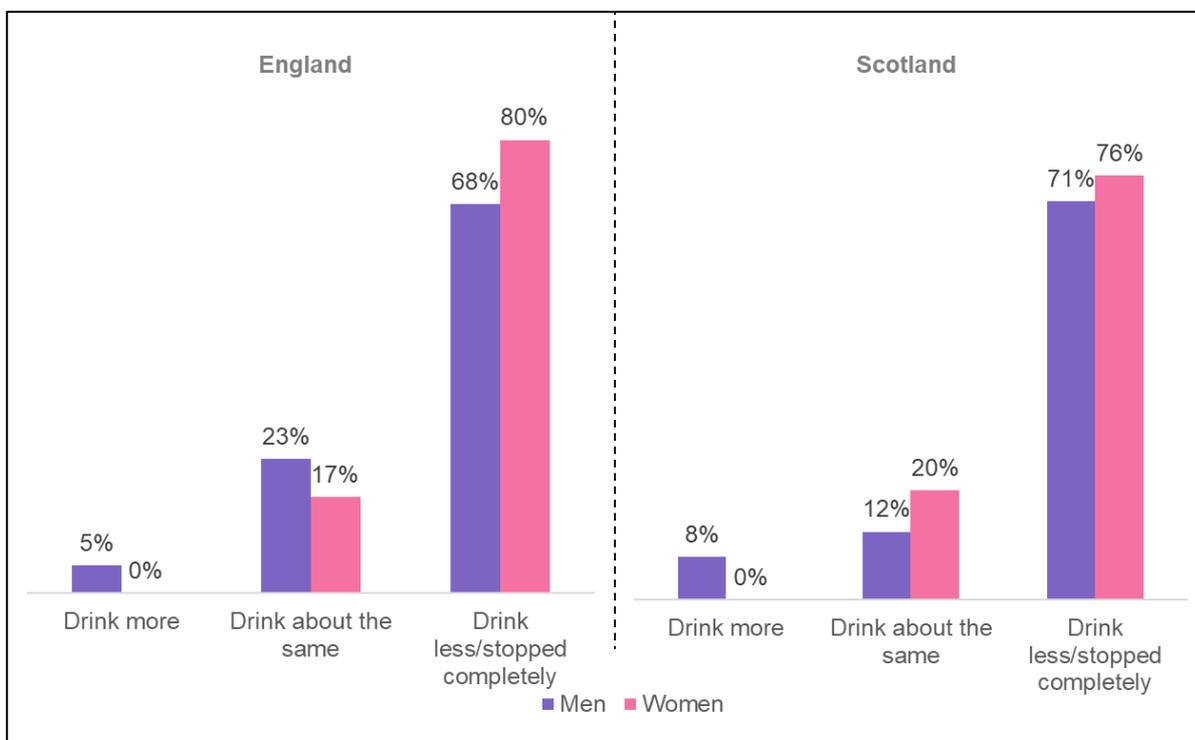


Base: all respondents England (excluding SW), Scotland, South West

In addition to no change in overall unit consumption, there was also no change in binge-drinking habits in Scotland. A fifth of drinkers reported drinking 6/8+ units at least once a week, both pre (19%) and post (20%) the campaign. In England, the proportion has reduced slightly from 19% pre campaign to 17% post campaign, with those reporting they never drink 6/8+ units on a single occasion increasing to 35% from 32% (the latter difference is significant). However there is no particular evidence to suggest that this is due to the campaign as there is no difference between campaign recognisers and non-recognisers reporting this (19% compared with 17%).

The majority of those who reported taking more drink-free days due to the campaign stated that they now drink less per week in total (or have stopped completely). In Scotland, similar proportions of men and women report doing so (71% men and 76% women). However in England, the proportion of women reporting drinking less was significantly higher among women than men (80% compared with 68%). Whilst showing a majority reducing alcohol consumption in a week, these proportions are lower than those seen after the 2018 campaign, after which the equivalent proportions were 82%-85%.

Figure 29. Changes in overall alcohol consumption since taking more drink-free days



Base: all who have taken more drink-free days. England: men (n=144), women (n=111). Scotland: men (90), women (92). South West not shown due to low base size.