App user survey: Report

Introduction

The primary aim of this survey was to act as a recruitment tool to invite participants to follow-up telephone interviews. A secondary function was to provide valuable feedback of users' perceptions and opinions on the Drinkaware app.

Methods

This survey was sent to all apps users who signed up to the MyDrinkaware mailing list between 1st September and 5th October 2015 (n=3491). The opportunity to sign up to the mailing list was offered to all app users who either newly downloaded the app on or after 1st September, or who updated the app software on or after this date.

The survey was distributed via SmartSurvey on Monday 12th October, with a reminder sent on Thursday 15th to all who had not yet completed the survey and had not opted out of receiving the reminder.

A prize draw for a £50 Amazon voucher was offered as an incentive to survey completion. It should be recognised that all respondents were self-selected which limits the ability to generalise from these findings.

Results

There were a total of 189 survey completions. Most survey completions occurred on the 12th October, when the initial email was sent out. There was a second spike of survey completions on the 15th when the reminder email was sent out [*Fig 1*].

Figure 1

Survey completions by date n=189
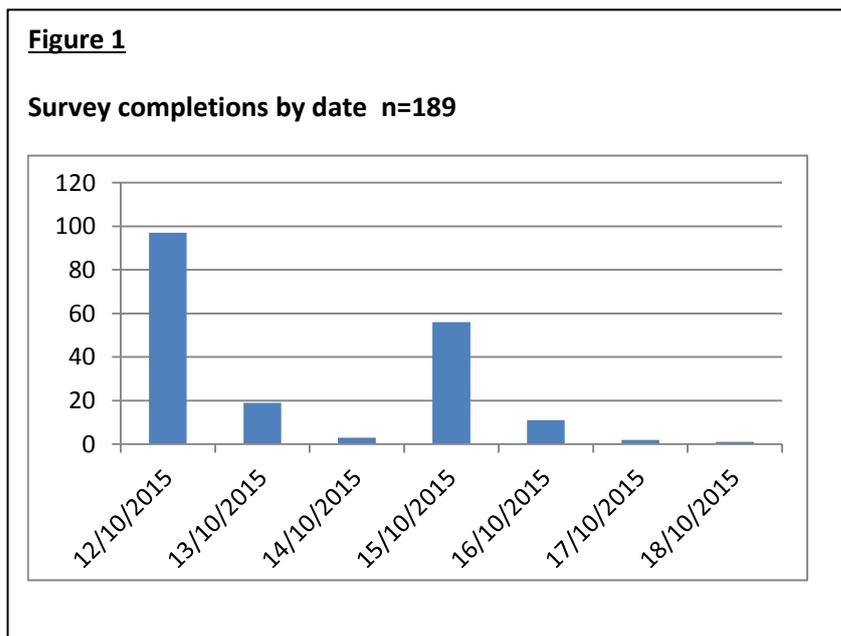
Respondent demographics

By gender, there were slightly more female respondents than male (54% vs 46%) [*Fig. 2*]. The majority of respondents were White English/Welsh/Scottish/Northern Irish/British (87%) [*Fig. 3*].

Half of respondents were in full-time employment (51%), whilst the remainder were predominantly in part-time employment (14%); retired (13%); or self-employed (13%) [*Fig. 4*]. Half of all respondents were educated to degree level or higher (50%)[*Fig. 5*].

Almost all respondents lived in the UK (97%) [*Fig. 6*]. When asked which region of the UK respondents lived in, one in three reported living in Greater London or the South East (34%). Five regions had less than ten respondents, these were: East Midlands (n=9); North East (n=8); Scotland (n=8); Wales (n=7); and Northern Ireland (n=3) [*Fig. 7*].

Figure 2

Are you: n=189

		Response Percent	Response Total
Male		46.03%	87
Female		53.97%	102
I prefer not to say		0.00%	0

Figure 3

How would you describe your ethnicity? n=189

		Response Percent	Response Total
White English/Welsh/Scottish/Northern Irish/British		87.30%	165
White Irish		4.76%	9
Any other White background		2.65%	5
White and Black Caribbean		0.53%	1
White and Black African		0.53%	1
White and Asian		0.53%	1
Any other Mixed/Multiple ethnic background		1.06%	2
Any other ethnic group		1.06%	2
I prefer not to say		1.59%	3

Figure 4

How would you describe your employment status? n=189

		Response Percent	Response Total
Employed full-time (more than 30 hours)		50.79%	96
Employed part-time (less than 30 hours)		14.29%	27
Retired		13.23%	25
Self-employed		12.70%	24
Unemployed and not looking for a job / Long-term sick or disabled / Housewife		3.17%	6
Unemployed but looking for a job		2.12%	4
Pupil / Student / In full time education		2.12%	4
I prefer not to say		1.59%	3

Figure 5

What is the highest level of qualification you have? n=189

		Response Percent	Response Total
Left school without sitting exams		2.12%	4
O Levels/O Grades/GSCE/Standard Grades		16.40%	31
A-Levels/Highers		10.05%	19
Further Education		17.99%	34
Undergraduate degree or higher		49.74%	94
I prefer not to say		3.70%	7

Figure 6

What is your country of residence? n=189

		Response Percent	Response Total
United Kingdom		96.82%	183
Afghanistan		1.06%	2
South Africa		0.53%	1
Spain		1.59%	3

Figure 7

Which region of UK do you live in? n=174

		Response Percent	Response Total
South East		18.97%	33
Greater London		15.52%	27
South West		12.07%	21
North West		10.92%	19
Yorkshire and Humberside		9.77%	17
East Anglia		6.90%	12
West Midlands		5.75%	10
East Midlands		5.17%	9
North East		4.60%	8
Scotland		4.60%	8
Wales		4.02%	7
Northern Ireland		1.72%	3
I prefer not to say		0.00%	0

Drinking profiles

All respondents were asked the three AUDIT-C questions in order for risk level to be ascertained. The three AUDIT C questions are: 1) "How often do you have a drink containing alcohol?"; 2)"How many standard drinks containing alcohol do you have on a typical day when drinking?"; 3) "How often do you have six or more drinks on one occasion?". 83% of respondents met the AUDIT-C criteria for increasing or higher risk drinking [*Fig. 8*].

Figure 8

AUDIT-C results
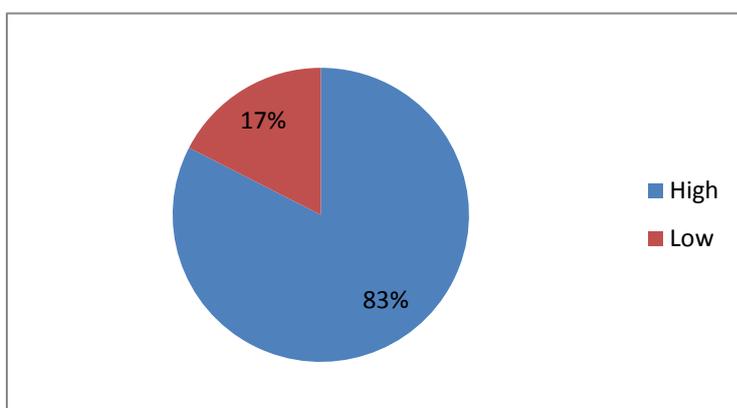
All respondents were also asked about their drinking motivations. The series of three questions asked respondents how often they drank: "to forget about your problems"; "because it makes social gatherings more fun"; and "to be liked". Almost half of respondents said they almost never drink to forget about their problems (46%), whilst almost one in three said they did this some of the time (30%) [*Fig. 9*]. When asked about drinking to make social gatherings more fun, one in three said this was the case most of the time (32%), with only 12% saying they almost never did this [*Fig. 10*]. Lastly, drinking to be liked was reported to be almost never the case for 4 in 5 respondents (80%) [*Fig. 11*].

Figure 9 **How often would you say you drink to forget about your problems n=188**		Response Percent	Response Total
Almost never		45.7%	86
Some of the time		29.8%	56
Half of the time		10.6%	20
Most of the time		10.6%	20
Almost always		3.2%	6

Figure 10 **How often would you say you drink because it makes social gatherings more fun n=188**		Response Percent	Response Total
Almost never		12.2%	23
Some of the time		26.1%	49
Half of the time		15.4%	29
Most of the time		32.4%	61
Almost always		13.8%	26

Figure 11 **How often would you say you drink to be liked n=188**		Response Percent	Response Total
Almost never		79.8%	150
Some of the time		10.6%	20
Half of the time		6.9%	13
Most of the time		1.6%	3
Almost always		1.1%	2

All respondents were asked whether they had ever tried any of a range of common techniques for reducing alcohol consumption. The 3 strategies they were asked about were: staying off alcohol for a fixed period of time; drinking smaller glasses of wine or bottles of beer; and setting a drinking limit. 45% of respondents had at some point (either past or present) tried staying off alcohol for a fixed time; 36% had tried drinking smaller volumes; and 68% had tried setting themselves a drinking limit [*Figs. 12-14*].

Figure 12 Have you tried: Stay off alcohol for a fixed period of time n=187		Response Percent	Response Total
I have been doing this for a while		15.5%	29
I started doing this recently (last two or three months)		24.1%	45
I have done this in the past but I no longer do it		25.1%	47
I am not doing this but would be willing to do so		25.1%	47
I could never see myself doing this		10.2%	19

Figure 13 Have you tried: Drink smaller glasses of wine or smaller bottles of beer n=187		Response Percent	Response Total
I have been doing this for a while		13.9%	26
I started doing this recently (last two or three months)		24.6%	46
I have done this in the past but I no longer do it		11.8%	22
I am not doing this but would be willing to do so		34.2%	64
I could never see myself doing this		15.5%	29

Figure 14 Have you tried: Set myself a drinking limit, e.g. just a glass/bottle n=187		Response Percent	Response Total
I have been doing this for a while		23.0%	43
I started doing this recently (last two or three months)		32.6%	61
I have done this in the past but I no longer do it		12.3%	23
I am not doing this but would be willing to do so		25.7%	48
I could never see myself doing this		6.4%	12

Initial experiences of the Drinkaware app

Two in five respondents (41%) first started using the app between 3 and 4 weeks prior to survey completion. One in five first used the app one to two months ago (22%), and one in four (25%) first used the app one to two weeks ago [*Fig 15*].

Most people found out about the app either through an app store (45%), or through reading about it somewhere (33%) [*Fig. 16*]. Other answers provided as free text are summarised in *Figure 17*.

For two in three respondents (67%), the main motivation for downloading the app was to reduce their drinking [*Fig. 18*]. Other motivations provided as free text are summarised in *Figure 19*.

Figure 15

When did you first use the Drinkaware app? n=189

		Response Percent	Response Total
In the last week		2.12%	4
1 to 2 weeks ago		24.87%	47
3 to 4 weeks ago		40.74%	77
1 to 2 months ago		22.22%	42
3 to 5 months ago		4.23%	8
6 or more months ago		5.82%	11

Figure 16

How did you find out about the Drinkaware app? n=189

		Response Percent	Response Total
I found it on an app store		44.97%	85
I read about it somewhere (eg online, in a newspaper or magazine)		32.80%	62
Through a friend or family member		6.35%	12
Through a professional		1.06%	2
Through poster advertising		0.53%	1
Other (please specify):		14.29%	27

Figure 17

Other ways of finding the Drinkaware app (free text responses) n=27

- Social media (n=7), predominantly Twitter and Facebook
- Internet searching (n=6), predominantly Google searches
- Signposted from Cancer Research Dryathlon (n=2)
- Drinkaware website (n=2)
- Can't remember (n=5)
- Other (n=5): via work; on radio; through forum on another app

Figure 18			
What was your main motivation for downloading the app? n=189			
		Response Percent	**Response Total**
To reduce my drinking		67.20%	127
To be healthier		11.11%	21
Just curious		8.99%	17
To lose weight		5.82%	11
Other (please specify):		6.88%	13

Figure 19

Other motivations for downloading the app (free text responses) n=13

- To monitor my drinking (n=6)
- Testing as a professional (n=3)
- Other (n=4): calculate financial savings; to quit drinking; reduce cholesterol; a mixture of all four stated above

Using the Drinkaware app

More than 9 in 10 respondents (93%) continued to use the app after completing the on-boarding ('typical week') process [*Fig. 20*]. Of those who had continued to use the app past on-boarding, 92% had also used the app in the last week [*Fig. 21*].

Over two-thirds of respondents (70%) who were still using the app reported opening up the app every day. With almost all the remaining respondents (28%) opening up the app most days [*Fig 22*].

Figure 20			
Have you used the app since first recording your average 'Typical Week' drinking? n=189			
		Response Percent	**Response Total**
Yes		93.12%	176
No		6.88%	13

Figure 21			
(If app has been used since on-boarding) Have you used the app in the last week? n=176			
		Response Percent	**Response Total**
Yes		92.05%	162
No		7.95%	14

Figure 22			
(If current user) How often do you open up the app? n=162			
		Response Percent	Response Total
Every day		69.75%	113
Most days		27.78%	45
2 to 3 days per week		1.85%	3
Once a week		0.62%	1
Less frequently		0.00%	0

Recording drinking

All current users of the app were asked to rate how often they recorded their drinks in a variety of different ways. For the statement 'I add each drink individually around the time of drinking', one-third (32%) of respondents stated they never did this [*Fig. 23*]. When asked how often respondents 'added drinks at the end of a drinking occasion/session', more than one in four said they sometimes did this, whilst just less than one in four said they never did this [*Fig 24*].

When asked how often respondents 'added their drinks at the end of the day', two-thirds (65%) reported always or usually doing this [*Fig 25*]. Almost half of people said they never 'remembered the drinks they'd had over several days and added them all at once' (49%) or 'added my drinks when the app sent me a reminder to do so' (48%) [*Fig 26 and Fig 27*].

Figure 23 *(If current user)* **How often do you record your drinking in the app?** **I add each drink individually around the time of drinking n=162**		Response Percent	Response Total
Always		13.6%	22
Usually		17.3%	28
Sometimes		21.0%	34
Rarely		16.7%	27
Never		31.5%	51

Figure 24 *(If current user)* **How often do you record your drinking in the app?** **I add my drinks at the end of a drinking occasion/session n=162**		Response Percent	Response Total
Always		16.0%	26
Usually		18.5%	30
Sometimes		28.4%	46
Rarely		13.6%	22
Never		23.5%	38

Figure 25 *(If current user)* **How often do you record your drinking in the app?** **I add my drinks at the end of the day n=162**		Response Percent	Response Total
Always		25.9%	42
Usually		38.9%	63
Sometimes		20.4%	33
Rarely		8.6%	14
Never		6.2%	10

Figure 26 *(If current user)* How often do you record your drinking in the app? I remember the drinks I've had over several days and add them all at once n=162	Response Percent	Response Total
Always	3.1%	5
Usually	11.1%	18
Sometimes	13.6%	22
Rarely	23.5%	38
Never	48.8%	79

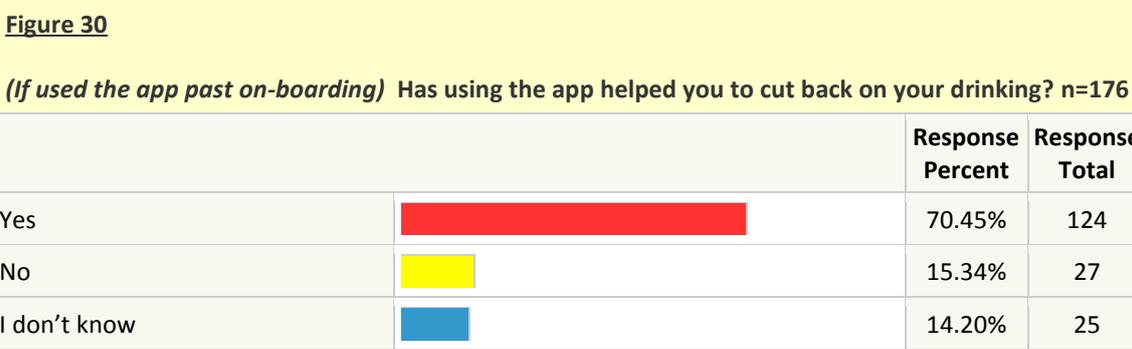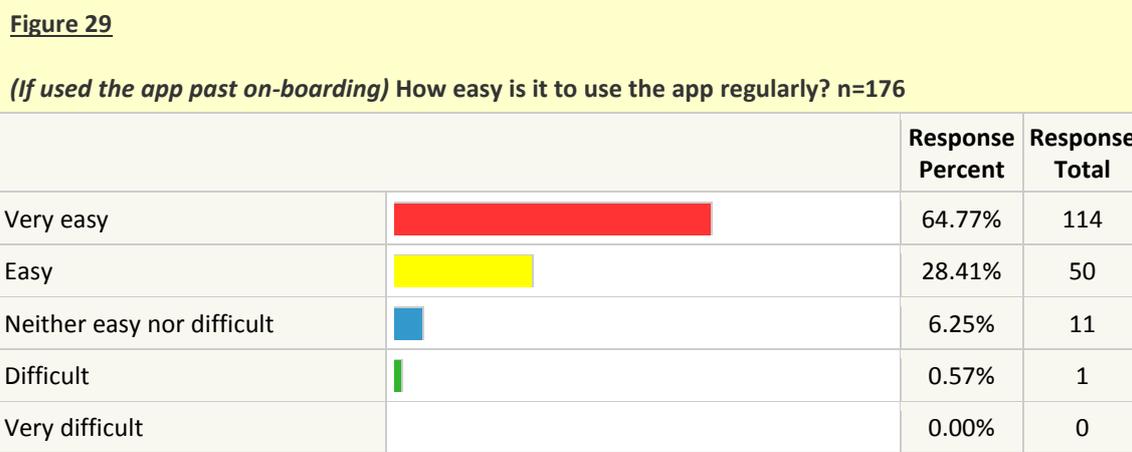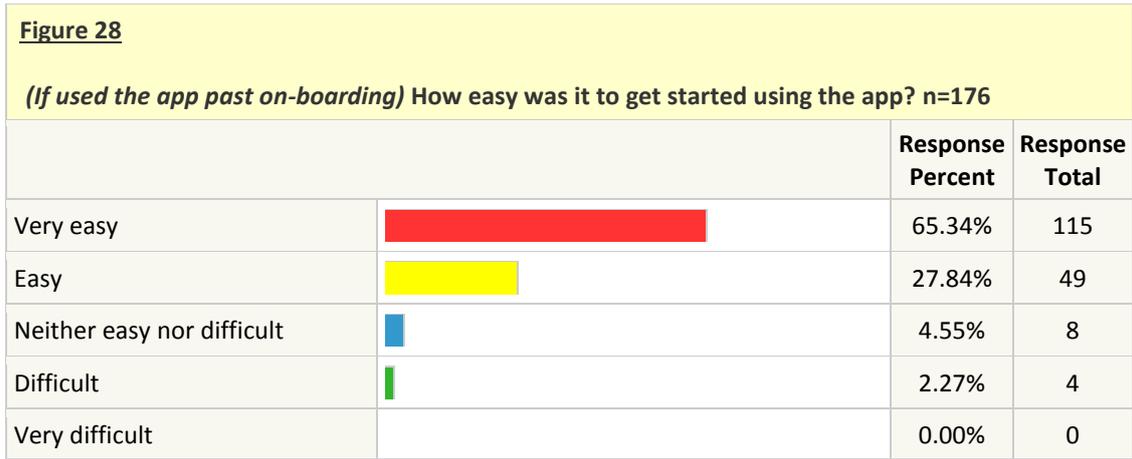| Figure 27 *(If current user)* How often do you record your drinking in the app? I add my drinks when the app sends me a reminder to do so n=162	Response Percent	Response Total
Always	9.3%	15
Usually	9.9%	16
Sometimes	17.3%	28
Rarely	15.4%	25
Never	48.1%	78

Using the Drinkaware app

All respondents who reported using the app past on-boarding were asked a series of questions about how they found the Drinkaware app to use. When asked how easy it was to get started using the app, two in three (65%) stated it was very easy, with only 7% stating it was anything other than easy or very easy [*Fig. 28*].

When asked how easy it was to use the app regularly, 93% stated it was very easy or easy to use regularly [*Fig. 29*]. When asked whether they felt the app had helped them cut down on their drinking, 70% stated that they felt it had [*Fig. 30*]. Whilst 98% of respondents who used the app past on-boarding stated that the app had made them think about how much they drink [*Fig. 31*].

Figure 28

(If used the app past on-boarding) **How easy was it to get started using the app? n=176**

		Response Percent	Response Total
Very easy		65.34%	115
Easy		27.84%	49
Neither easy nor difficult		4.55%	8
Difficult		2.27%	4
Very difficult		0.00%	0

Figure 29

(If used the app past on-boarding) **How easy is it to use the app regularly? n=176**

		Response Percent	Response Total
Very easy		64.77%	114
Easy		28.41%	50
Neither easy nor difficult		6.25%	11
Difficult		0.57%	1
Very difficult		0.00%	0

Figure 30

(If used the app past on-boarding) **Has using the app helped you to cut back on your drinking? n=176**

		Response Percent	Response Total
Yes		70.45%	124
No		15.34%	27
I don't know		14.20%	25

Figure 31

(If used the app past on-boarding) **Has using the app made you think about how much you drink? n=176**

		Response Percent	Response Total
Yes		97.73%	172
No		2.27%	4
I don't know		0.00%	0

Drinkaware app features

All respondents who had continued using the app past on-boarding were asked which of a list of app features they had tried. The most widely tried out feature was 'No Drink Day' which was tried by 3 out of 4 respondents (76%). Just less than half of respondents reported trying out 'Drink One Less' (46%), whilst two in five tried out 'Drink Within Guidelines' (40%). The least tried out feature was the 'Weak Spot' setting which was tried by less than one in three respondents (29%) [*Fig. 32*].

All respondents who indicated they had tried the 'No Drink Day' feature were asked to rate how helpful they found it. Almost 9 in 10 (89%) found it either extremely helpful, or helpful, with half of all respondents rating it extremely helpful [*Fig. 33*].

Similarly, all respondents who reported trying 'Drink One Less' were asked to rate it, with 72% rating it either extremely helpful or helpful [*Fig. 34*]. For 'Drink within guidelines' 85% rated it extremely helpful or helpful [*Fig. 35*]. Lastly, for 'weak spot' 55% reported they found it either extremely helpful or helpful [*Fig. 36*].

Respondents were then asked which of these features they used regularly. 'No Drink Day' was the feature to be most widely used on a regular basis, with 70% reporting regular use of this feature. One in five respondents (20%) stated they did not regularly use any of the listed features [*Fig. 37*].

Respondents were also asked to rate how helpful they found the reminders issued by the app. 66% reported finding the reminders either extremely helpful, or helpful [*Fig. 38*].
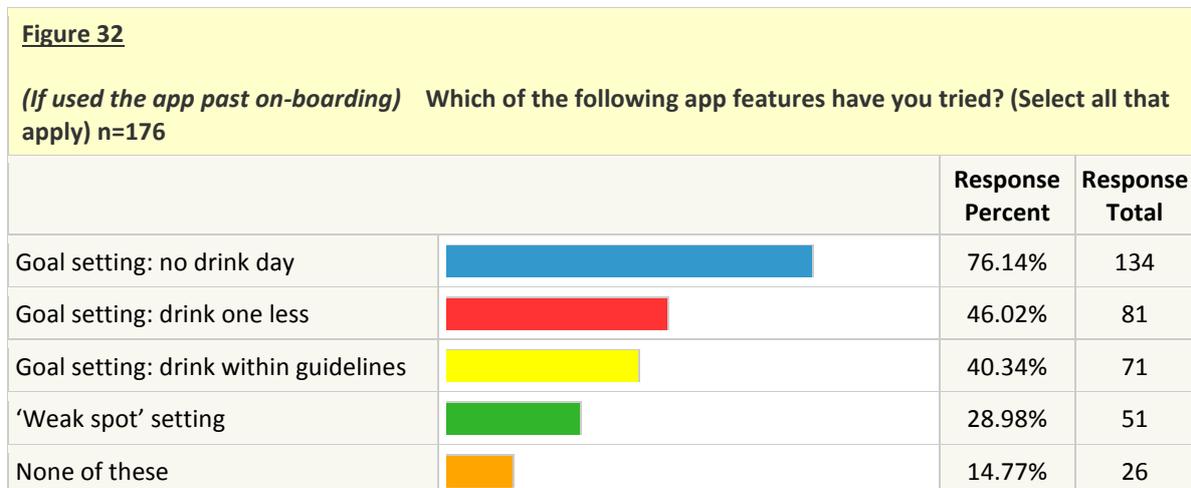
Figure 32 *(If used the app past on-boarding)* **Which of the following app features have you tried? (Select all that apply) n=176**		**Response Percent**	**Response Total**
Goal setting: no drink day		76.14%	134
Goal setting: drink one less		46.02%	81
Goal setting: drink within guidelines		40.34%	71
'Weak spot' setting		28.98%	51
None of these		14.77%	26

Figure 33

(If tried goal setting: no drink day) **How helpful did you find the 'Goal setting: no drink day' feature? n=134**

		Response Percent	Response Total
Extremely helpful		50.75%	68
Helpful		38.06%	51
Neither helpful nor unhelpful		9.70%	13
Unhelpful		1.49%	2
Extremely unhelpful		0.00%	0

Figure 34

(If tried goal setting: drink one less) **How helpful did you find the 'Goal setting: drink one less' feature? n=81**

		Response Percent	Response Total
Extremely helpful		18.52%	15
Helpful		53.09%	43
Neither helpful nor unhelpful		22.22%	18
Unhelpful		4.94%	4
Extremely unhelpful		1.23%	1

Figure 35

(If tried goal setting: drink within guidelines) **How helpful did you find the 'Goal setting: drink within guidelines' feature? n=71**

		Response Percent	Response Total
Extremely helpful		29.58%	21
Helpful		54.93%	39
Neither helpful nor unhelpful		15.49%	11
Unhelpful		0.00%	0
Extremely unhelpful		0.00%	0

Figure 36

(If tried weak spot) How helpful did you find the 'Weak spot' setting feature?

		Response Percent	Response Total
Extremely helpful		30.61%	15
Helpful		24.49%	12
Neither helpful nor unhelpful		34.69%	17
Unhelpful		10.20%	5
Extremely unhelpful		0.00%	0

Figure 37

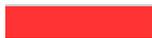*(If used the app past on-boarding)* Which of the following app features have you used on a regular basis? (Select all that apply) n=176

		Response Percent	Response Total
Goal setting: no drink day		70.45%	124
Goal setting: drink one less		30.11%	53
Goal setting: drink within guidelines		28.41%	50
'Weak spot' setting		17.61%	31
None of these		20.45%	36

Figure 38

(If used the app past on-boarding) How helpful did/do you find the reminders sent from the app? n=176

		Response Percent	Response Total
Extremely helpful		18.18%	32
Helpful		47.73%	84
Neither helpful nor unhelpful		28.41%	50
Unhelpful		3.41%	6
Extremely unhelpful		2.27%	4

Recommending the app

All respondents who had used the app past on-boarding were asked whether or not they would recommend the Drinkaware app to others. 95% of respondents said that they would recommend the app to others [*Fig. 39*].

Figure 39

(If used the app past on-boarding)   Would you recommend the Drinkaware app to others? n=176

		Response Percent	Response Total
Yes		94.89%	167
No		0.57%	1
I don't know		4.55%	8

Other comments about the Drinkaware app

All 189 respondents were asked if they had any comments about their experience of the Drinkaware app. 115 respondents provided a response. 49 people told us about something they liked about the app [*Fig. 40*]; 42 people had ideas for how the app could be improved [*Fig. 41*]; and 19 people told us what they didn't like about the app [*Fig. 42*].

Figure 40

What people liked about the Drinkaware app…

"*I think everyone who even has a nagging doubt about whether they drink too much should download this app and enter their details. It's easy to imagine that you [don't]drink much and you are "fine" when in fact a habit is growing or already in place.*" (Male 25-44)

"*I really like using the app, it's easy to use and I find it has made me think a lot more about my drinking habits.*" (Female 25-44)

"*The 'weak spot' feature is really good! It's like my little conscience that pops up in places I am extremely likely to relapse!!*" (Female 25-44)

"*I love it! Have recommended to several people. I actively look forward to entering my day's results at the end of every day, especially when it's a no drink day.*" (Female 25-44)

"*Super app, I recommend it widely to my patients (I'm a GP)*" (Male 45-60)

"*I think this is a great app and it has helped me and is helping me realise just how much I was drinking and the dangers of this.*" (Female 25-44)

"*I look back and realise that the amount I drink can be dangerous. And is affecting my health.*" (Male 61-64)

Figure 41

What people thought could be improved about the Drinkaware app…

- Better ways of adding my drinks (n=22)
  "*When entering my own drinks I would like to be able to put my own measures in not the pre-set ones as I sometimes can't find the drink that matches the measure I drank.*" (Female 45-60)
  "*Input could be a lot easier, I often know exactly how many units I've had, but can't enter 3.4 for eg., also a simple dial system i.e. %abv/ltr for entering alcohol consumption*" (Male 45-60)

- Better ways of displaying my drinking data (n=7)
  "*It would be better if more information was available like drinking over the last month or even a year to see trends*" (Male 61-64)

- Adding notes or providing more context to my drinking (n=5)
  "*It would be good if there was the facility to add notes to each day, then I could add where I was or what was happening that resulted in the level of drinking that day, e.g. On a night out , or stressful day or not drunk enough water etc.*" (Female 45-60)

- Making the app easier to use (n=4)
  "*I'm still learning to use app and think it would be good if there were some simple instruction or tutorial to use the app. I'm still getting confused as to how to use it easily regularly.*" (Female 61-64)

- Encouragement and motivation (n=3)
  "*It would be good for daily motivational quotes.*" (Female 25-44)

- Sync with desktop version (n=2)

Figure 42

What people didn't like about the Drinkaware app

- Goals, weak spots and notifications (n=6)
  "The comment "well done" after every drink free day becomes tiresome, you lose the incentive to stay sober. The app reminders reminds me of alcohol at a time of day when drink is furthest from my mind" (Female 45-60)

- Recording my drinking (n=6)
  "The number of drinks shown is confusing because if you enter 1 half a bottle of wine it counts as 1 drink whilst if you enter 2 glasses of wine it shows as 2 drinks." (Male 65+)

- On-boarding process (n=2)
  "Setting up the typical week's drinking by day when first opening app was a bit strange. Found myself cataloguing what I'd had previous week as I wasn't really sure what was going on." (Male 25-44)

- Design (n=3)
  "Sometimes it seemed to be 'complicated'. The icons were difficult to understand." (Male 45-60)

- Drinking comparisons (n=1)
  "The comparisons re the cost of drinking are a bit out and not relevant for my use, nor the comparison with a burger, would be good to have more choice of comparisons." (Female 25-44)