

Ballymun Alcohol Survey

**Report commissioned and funded by
Ballymun Local Drugs Task Force and
Safer Ballymun Community Safety Forum**

September 2012

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Contents

. Executive Summary	2
. Background and objectives	6
.1. Background.....	6
.2. Objectives	6
. Methodology.....	8
.1. Sample design	8
.2. Analysis	9
.3. Questionnaire.....	10
.4. Fieldwork	11
. Alcohol consumption.....	14
.1. Prevalence of alcohol use in Ballymun	14
.2. Frequency of alcohol consumption	15
.3. Age at which alcohol is first consumed	16
.4. Where alcohol is consumed.....	17
.5. Levels of alcohol consumption	18
.6. Delivery services.....	20
. Personal and social consequences of alcohol use	22
.1. Binge drinking	22
.2. Impact of drinking.....	23
.3. Consequences of drinking	24
.4. Consequences of other people's drinking	25
.5. Reasons for drinking	26
. Attitudes towards alcohol	28
.1. Attitudes towards regular alcohol consumption.....	28
.2. Children and alcohol	29
.3. Pricing and advertising of alcohol	31
.1. Alcohol- related problems	33

.2.	How the Gardaí deal with problems	34
.3.	Problems caused by heavy drinkers	35
.4.	Seeking help in relation to problems with alcohol	37
	. Alcohol consumption - comparison with NACD data.....	39
	. Appendices.....	42
	A: Questionnaire	42
	B: Map of electoral divisions	51

1. Executive Summary

1. Executive Summary

- 92% of Ballymun residents have ever consumed alcohol. 83% have drunk alcohol in the last year and 66% in the last month.
- Over nine in ten people (94%) in Ballymun (aged 15-64) have ever drunk alcohol. This is higher than the Irish population overall (90%)¹. The proportion of Ballymun residents (aged 15-64) who have drunk alcohol in the last year is 85% which is the same as the overall population (aged 15-64).
- Nearly six in ten people (57%) in Ballymun consumed alcohol before they were 18. Men are more likely to have drunk alcohol at a young age (66%). A quarter first drunk alcohol before the age of 15. Drinking on or before the age of 15 is more prevalent among residents living in district electoral divisions A-D (29%) than those in Ballymun areas E-F (16%).
- Among people who have consumed alcohol in the last month, the number of standard drinks consumed in a typical day when drinking is 6.7. This figure increases to 8.3 standard drinks for men and to 10.2 for 15-24 year olds.
- One third of residents report drinking the equivalent of four pints of beer or cider, seven measures of spirits or a bottle of wine in one session on a weekly basis during the last twelve months. This is higher among men, 15-34 year olds and people living in deds A-D.
- At home is the **main** location for drinking alcohol for Ballymun residents (41%) although 81% **ever** drink at home. People under 34, however, tend to mainly drink alcohol in pubs and bars.
- Services that deliver alcohol to people's homes are widely used in Ballymun particularly by younger people with over a third of 15-24s having ever used such delivery services.
- One in five residents of Ballymun (who have consumed alcohol in the last twelve months) has ever felt that they should cut down on their drinking and the same proportion have felt that drinking harms their health. Men are more likely to agree with both of these statements than women.

¹ Source NACD Drug Prevalence Survey 2010/11

- However, a considerable proportion of Ballymun residents have experienced negative consequences as a result of their own drinking in the last twelve months including forgetting something they said or did while drinking, failing to do what was expected of them while drinking or feeling guilt or remorse after drinking. These consequences are much higher among 15-24 year olds, particularly doing or saying something they cannot remember after drinking (58%).
- Other people's drinking has also resulted in negative consequences for Ballymun residents; three in ten have had family problems/relationship difficulties due to someone else's drinking and 18% have had property vandalized by someone who had been drinking.
- Attitudes to alcohol consumption vary considerably. Almost half of Ballymun residents do not agree that it acceptable to drink alcohol most nights as long as it does not harm anyone else but almost the same number agree that it is acceptable.
- Over half of residents think it acceptable to allow children aged 16 or 17 to drink alcohol in the home. For children aged 15 almost a quarter of residents view this as acceptable. However, over eight in ten people do not consider it acceptable to buy alcohol for a child aged 16 or 17.
- The majority of residents (90%) believe that alcohol advertising should be confined until after 9pm and over eight in ten residents think that alcohol advertising that appeals to young people should be banned.
- More people than not think that there should be a minimum price for alcohol and that price promotions that encourage excessive drinking should be banned. Women are much more in favour of minimum pricing than men.
- Residents believe that alcohol consumption causes a number of problems in Ballymun. Underage drinking is viewed as the biggest problem followed by teenagers drinking on the streets/parks and also alcohol-related violence. More people in district electoral divisions A-D consider these to be problems than people in deds E and F.
- Generally the Gardaí are considered to be doing a good job in preventing drink driving but residents tend to be less positive regarding how successful they have

been in relation to enforcing laws on drinking alcohol in public places and preventing the sale of alcohol to under 18s.

- Nearly four in five people in Ballymun know someone that they would consider to be a heavy drinker and of these 42% have been affected negatively by their drinking in the last twelve months. This rises to almost half of women who have been affected negatively.
- The main source from where people would seek help for problems with alcohol, either for themselves or for someone else, would be a support group such as the AA followed by a doctor or GP.

2. Background and objectives

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2.1. Background

Following consultations with local people, community leaders, statutory organisations, political representatives and local alcohol retailers, the Ballymun Local Drugs Task Force and the Safer Ballymun Community Safety Forum initiated and developed the Ballymun Community Alcohol Strategy which was launched by the Minister for Community, Equality and Gaeltacht Affairs in June 2010.

The strategy has a number of key aims; “to reduce the overall level of alcohol consumption in the community, modify local drinking patterns and change community attitudes on alcohol and alcohol-related harm. This includes regulating the number/density of alcohol retail outlets, policing and enforcement, community awareness and attitude change, education, treatment and harm reduction. The Ballymun Strategy consists of 41 *Actions* allocated under these headings with a timeline for implementation from September 2010 to 2016”².

In order to monitor progress over time in relation to the strategy, the steering group of the Ballymun Community Alcohol Strategy commissioned research to obtain information on behaviours, attitudes and awareness in relation to alcohol use in Ballymun. This research was designed to provide baseline information that can be collected again in the future in order to assess any changes over time.

2.2. Objectives

The specific objectives of the research were as follows;

- To report on current attitudes, awareness and behaviours in relation to alcohol use and alcohol-related harm in Ballymun;
- To assess the relationship between particular population attributes and various attitudes and behaviours in relation to alcohol use.

² Information is cited from tender documentation

3. Methodology

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3.1. Sample design

A total of 355 interviews were conducted with residents of Ballymun between and September 2011. In order to be sure that those interviewed were representative of the overall population of the Ballymun area a two staged approach to the sampling was conducted.

- Stage 1 involved a stratified random selection of geographical points; and
- Stage 2 focused on the selection of respondents within geographical points.

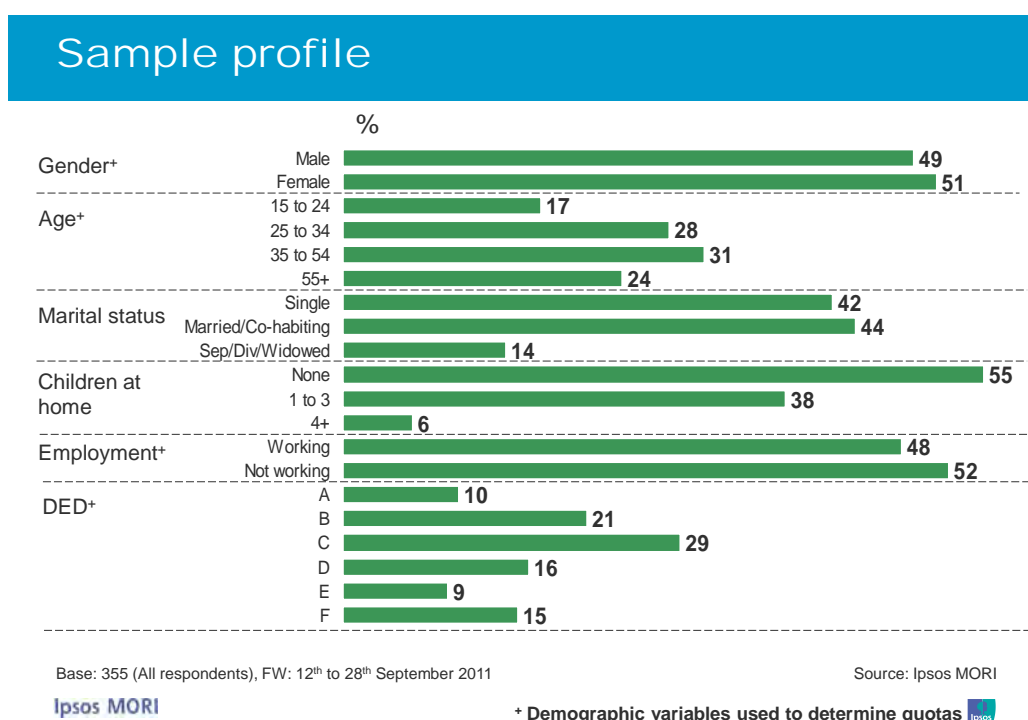
In the first instance, the six district electoral divisions in Ballymun, A-F, were used to create a list of primary sampling units. Within each of these six areas, quotas were set to ensure that the age, gender and working status of the sample matched the population profiles (aged 15 plus) of the Ballymun divisions according to the 2006 census as detailed below:

ED level	Age %			Gender %		Working status %	
	15-34	35-54	55 plus	Male	Female	Working	Not working
015 Ballymun A	50	30	20	52	48	48	52
016 Ballymun B	51	26	23	46	54	50	50
017 Ballymun C	47	30	22	46	54	47	53
018 Ballymun D	54	31	16	48	52	45	55
019 Ballymun E	28	30	42	48	52	47	53
020 Ballymun F	32	34	35	53	47	48	52
Total Ballymun	45	30	25	48	52	48	52

*The 2011 Census had taken place on April and results were not available at the time of the study to inform the sampling process

The number of interviews conducted within each of the district electoral divisions A-F was proportionate to the size of the population in each of the areas relative to the overall population of Ballymun. This means that the sample achieved is representative of all adults in Ballymun, and the findings from the survey can be extrapolated to the wider population of Ballymun. We can be confident that the significant differences noted in the body of the report are in fact differences that occur between different demographic groups in Ballymun.

The chart below shows the demographic profile of the sample.



There are some very minor differences between the achieved profile and the quotas set but these were considered too insignificant to require any corrective weighting to be conducted.

3.2. Analysis

All of the findings have been analysed by the key demographic variables but have only been mentioned in this report if the result is statistically significant. An explanation of what is meant by statistical significance is provided below.

Sampling tolerances and statistical reliability

The table overleaf illustrates the representative nature of a sample of 355 interviews and other sample sizes. For example, the results of this survey of 355 people show that approximately 90% have ever drunk alcohol, the range within which the true figure would lie, if **all** adults in Ballymun had been interviewed, would be ± 3 points, 95 times out of 100. In fact, the "true" figure is more likely to lie at the mid-point of the range, rather than at either extreme.

Sample size	Sampling tolerances applicable to results at or near these percentages (based on 95% confidence level)		
	10/90%	30/70%	50%
	±%	±%	±%
355	3	5	5
200	4	6	7
100	6	9	10

Strictly speaking the tolerances shown here apply only to random samples; in practice good quality quota sampling has been found to be as accurate.

Within this report the findings at an overall level are for the total sample i.e. for Ballymun DED's A-F. In order to facilitate comparisons with the 2007 alcohol survey in Ballymun, a separate dataset was compiled which excluded divisions E-F as the 2007 was only conducted in electoral divisions A-D.

NOTE: Responses may not always add up to 100% due to rounding of numbers, multi-coded answers or codes accounting for a small proportion of answers that have not been charted.

3.3. Questionnaire

The questionnaire used for all interviewing was designed in collaboration with the Steering Group and is provided as an appendix to this report.

With the permission of NACD, the following questions from the Drug Prevalence Survey 2010/2011 were included:

- Q1: Have you ever drunk alcohol?
- Q2: At what age did you first drink alcohol 'beyond sips or tastes'?
- Q3: How often have you consumed alcohol in the last twelve months?
- Q4: During the last twelve months, how many standard drinks containing alcohol have you drunk on a typical day when you were drinking?
- Q5: During the last twelve months, how often have you consumed (drunk) the equivalent of 4 pints of beer/cider or more or 7 pub measures of spirits or pre-mixed spirit drinks (alcopops) or 1 bottle of wine on one drinking occasion?
- Q13: I am just going to ask a few questions about alcohol and its consequences. During the last twelve months:

- Have you had a feeling of guilt or remorse after drinking?
 - Has a friend or family member ever told you about things you said or did while you were drinking that you could not remember?
 - Have you failed to do what was normally expected of you because of drinking?
 - Do you sometimes take a drink when you first get up in the morning
- Q14: During the last twelve months, have you:
 - Got into a physical fight when you had been drinking?
 - Been in an accident when you had been drinking?
 - Ever felt that you should cut down on your drinking?
 - Felt that your drinking harmed your friendships or social life?
 - Felt that your drinking harmed your home life or marriage?
 - Felt that your drinking harmed your work or studies?
 - Felt that your drinking harmed your health?

Comparisons are made with data from the NACD Drug Prevalence Survey 2010/2011 where this information is publicly available.

With the permission of Alcohol Action Ireland, questions around price and advertising of alcohol were largely based on those from various studies conducted by Alcohol Action Ireland although the exact question wording/categories of coding used for the Ballymun survey may have differed.

3.4. Fieldwork

Ballymun residents aged under 15 were excluded from the research as in the NACD Drug Prevalence Survey 2010/2011. Under Market Research Society guidelines, it is only permissible to interview 15 year olds with the written consent of a parents or guardian. Given the nature of the topic, it was decided to extend this request for consent to 17; therefore written consent was obtained for all respondents aged 15-17. It should be noted that the parent/guardian also had the right to sit in on the interview.

All interviewing was carried out by Ipsos MORI interviewers who have been trained and work to the standards of ISO 20252.

Prior to conducting any fieldwork, interviewers contacted the local Garda station to tell them about the survey, when and where they would be working and their car registration number.

A telephone help-line was set-up for interviewers and respondents to handle queries, refusals, and requests for information from respondents. This helped reassure respondents that this was a genuine survey. A thoroughly briefed member of the support team handled any calls.

A minimum of 10% of completed interviews was backchecked using a combination of telephone call or postal check card. This was to ensure that the interviewers conducted the interviews professionally and in line with survey specifications. Respondents were asked to comment on the duration of the interview, their recollection of being asked specific questions, being shown interviewer identification and their reaction to both the interview and the interviewer.

4. Alcohol consumption

4. Alcohol consumption

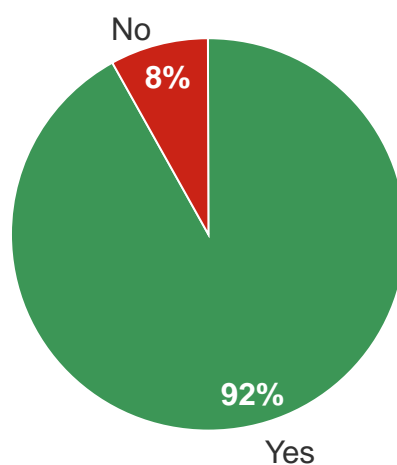
This chapter presents an overview of alcohol consumption in Ballymun³.

4.1. Prevalence of alcohol use in Ballymun

The vast majority (92%) of Ballymun residents have ever consumed alcohol.

Alcohol consumption

Q.1 Have you ever drunk alcohol?



Base: 355 (All respondents), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI



Those with children are more likely than those without to have ever consumed alcohol (96% versus 89%). There are no differences by age, gender or individual district electoral division.

³ NOTE: Responses may not always add up to 100% due to rounding of numbers, multi-coded answers or codes accounting for a small proportion of answers that have not been charted.

83% of Ballymun residents have consumed alcohol in the last year. 66% have drunk alcohol in the last month.

	Ballymun 2011	Gender		Age	
	DEDs A-F, 15 years +	Male	Female	15-34 yrs	35+ yrs
<i>Base:</i>	(355)	(173)	(182)	(159)	(196)
Lifetime	92%	92%	92%	92%	92%
Last year	83%	84%	81%	86%	80%
Last month	66%	68%	64%	70%	63%

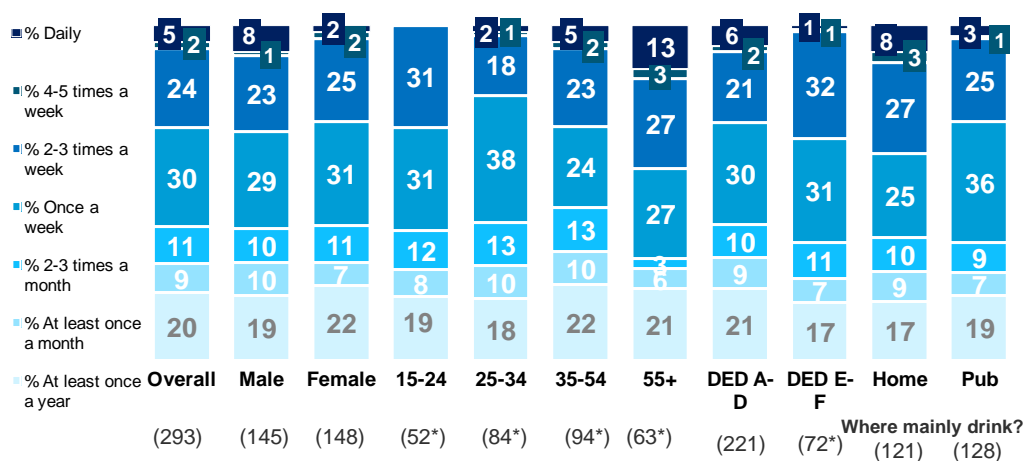
There are no major differences in consumption of alcohol ever, in the last year or in the last month by gender or age.

4.2. Frequency of alcohol consumption

Only one in five (20%) Ballymun residents drinks occasionally i.e. less often than once a month but at least once a year. There are no major differences in the proportion of occasional drinkers by gender, age or DEDs.

Frequency of alcohol consumption – those who have consumed alcohol in the last twelve months

Q.3 How often have you consumed alcohol in the last 12 months?



Base: 293 (All respondents who consumed alcohol in the last year), FW: 12th to 28th September 2011

Ipsos MORI

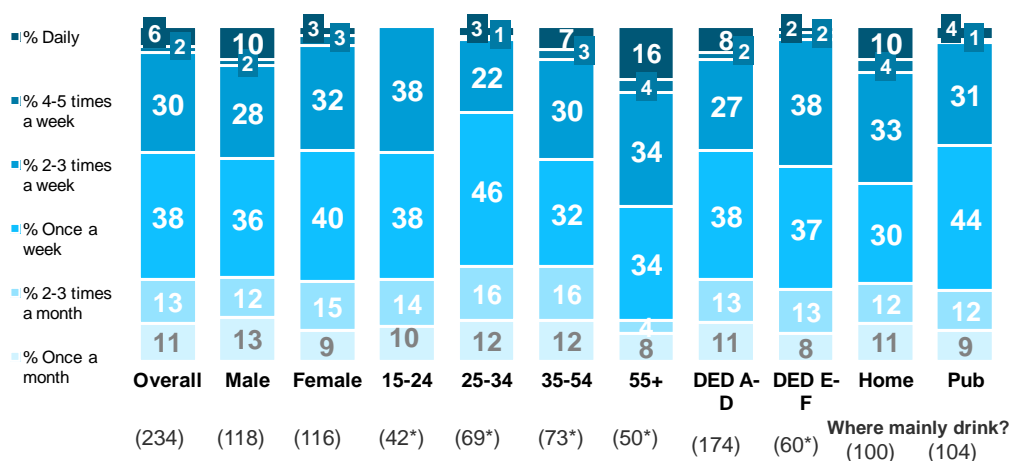
Source: Ipsos MORI

* Caution: small base

Among those who have drunk alcohol in the last month, three quarters (76%) do so on at least a weekly basis. 6% report that they drink alcohol daily. This, however, varies by gender, age and location with men (10%) and those living in electoral divisions A-D (8%) drinking alcohol on a daily basis.

Frequency of alcohol consumption – those who have consumed alcohol in the last month

Q.3 How often have you consumed alcohol in the last 12 months?



Base: 234 (All respondents who consumed alcohol in the last month), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

* Caution: small base

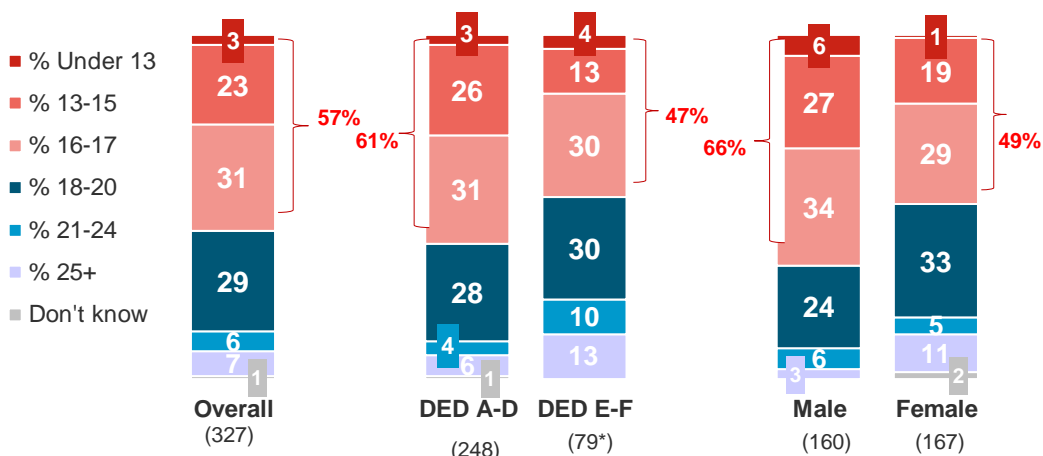
Those who mainly drink at home tend to drink more frequently than those who mainly drink at a pub or bar.

4.3. Age at which alcohol is first consumed

Nearly six in ten (57%) people in Ballymun first consumed alcohol, beyond sips or tastes, below the legal drinking age of 18. Significantly more men (66%) than women (49%) report to have first drunk alcohol before the age of 18. There are differences in those living in district electoral divisions A-D and E-F in terms of the age they first consumed alcohol; significantly more of those living in ded A-D consumed alcohol before the age of 18 compared to those living in ded E-F (61% versus 47%). The main difference is that more people in ded A-D first drank alcohol between the ages of 13 and 15 compared to those in ded E-F (26% versus 13%).

Age of first consumption of alcohol

Q.2 At what age did you first drink alcohol 'beyond sips or tastes'?



Base: 327 (All respondents who have ever drunk alcohol), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI

* Caution: small base

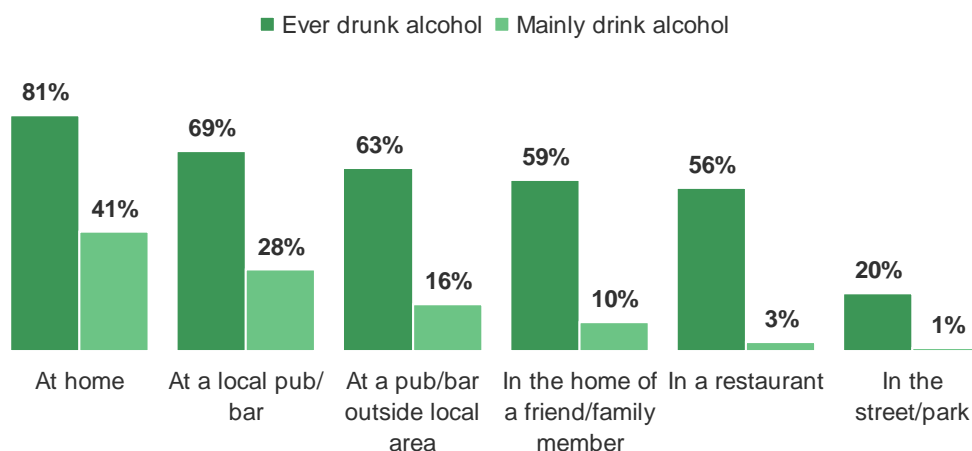
There are also differences by age; as age increases, the proportion of residents that first drank alcohol under the age of 15 decreases; 48% of 15-24 year olds, 27% of 25-34 year olds, 23% of 35-54s and 13% of over 55s.

4.4. Where alcohol is consumed

Eight in ten people (81%) have **ever** drunk alcohol at home, seven in ten (69%) have **ever** drunk in a local pub and six in ten (63%) have **ever** drunk in a pub outside of the local area.

More people in Ballymun tend to drink alcohol at home than in a local pub or bar

Q.6a/b Where have you ever drunk alcohol? Where did you mainly drink alcohol in the past 12 months?



Base: 293 (All respondents who have consumed alcohol in the last 12 months), FW 12th to 28th September

Source: Ipsos MORI

Ipsos MORI

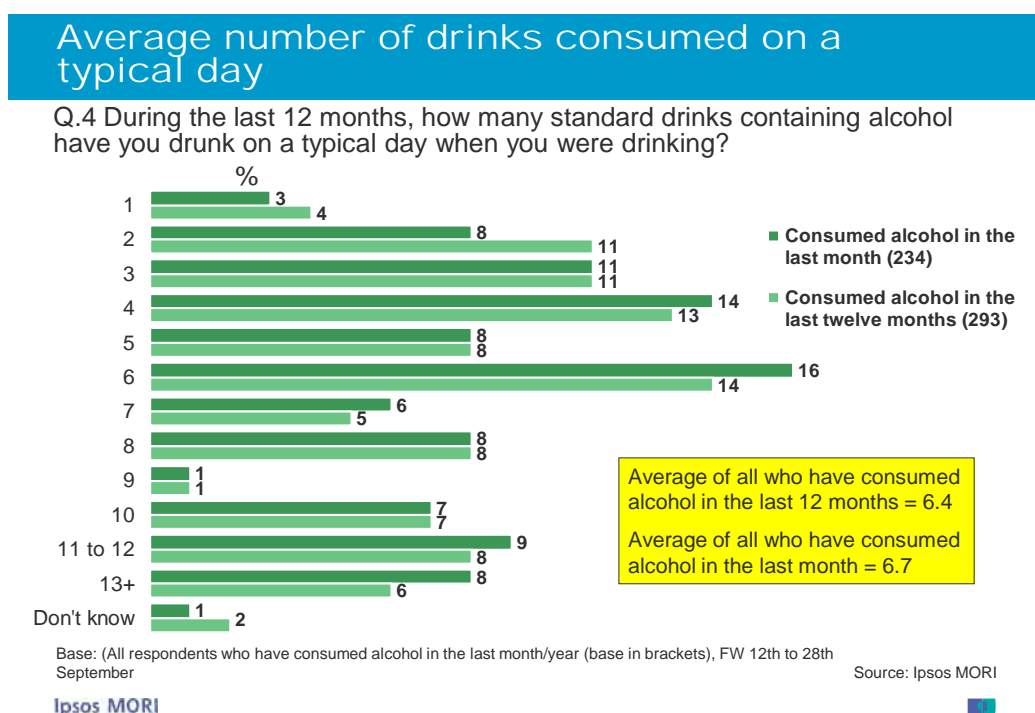
Patterns are similar with regard to where Ballymun residents **mainly** drink; 41% report that they **mainly** drink at home, 28% **mainly** drink in a local pub or bar and 16% **mainly** drink in a pub outside of the local area.

People aged 55 and over are more likely to mainly drink at home (57%) while those aged 15-24 are much less likely to do so (23%). In contrast, those aged 15-34 (54%) tend to be more likely than average to mainly drink alcohol in a pub or a bar. 15-24 year olds are also more likely to drink in a pub or bar outside of Ballymun compared to the average (31% compared to 16% overall).

There are no differences by gender or Ballymun area in terms of consumption of alcohol in pubs and bars.

4.5. Levels of alcohol consumption

People living in Ballymun who have consumed alcohol in the last month have consumed an average of 6.7 standard drinks on a typical day when drinking. This is higher than the average of those who have consumed alcohol in the last twelve months (6.4). The maximum number of drinks consumed in a typical day when drinking is 25.



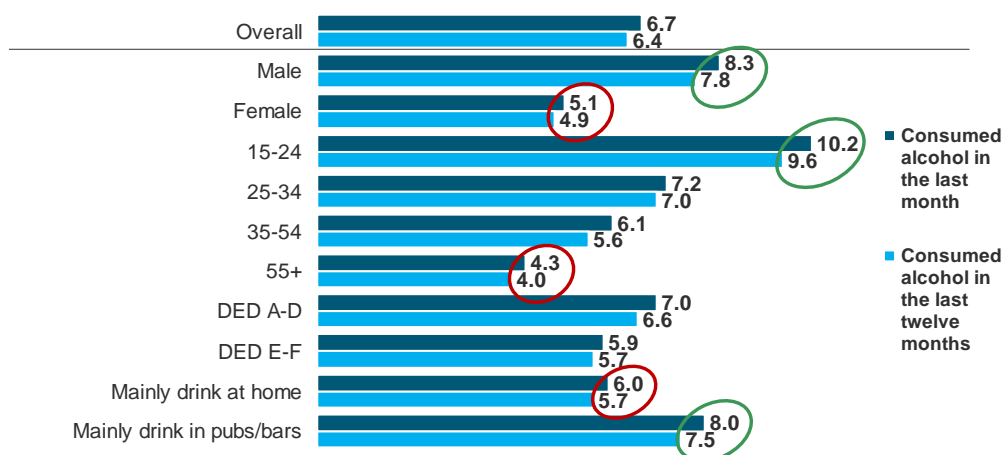
5% of residents in Ballymun who in a typical day when they were drinking in the last twelve months, have exceeded the weekly recommended low risk guidelines by the HSE (17

standard drinks for men and 11 standard drinks for women)⁴. There are no significant differences between the proportion of men and women who have exceeded this limit.

There is significant variation in alcohol consumption by gender and age. Men consume a higher number of drinks on a typical day than women (8.3 drinks of those who have consumed alcohol in the last month compared to 5.1). The average number of drinks consumed on a typical day decreases as age increases; those aged 15-24 drink more on a typical day when they are drinking (10.2) than those aged 55 and over (4.3).

Average number of drinks consumed on a typical day

Q.4 During the last 12 months, how many standard drinks containing alcohol have you drunk on a typical day when you were drinking?



Base: All respondents who have consumed alcohol in the last month (234), all who have consumed alcohol in the last 12 months (293), FW 12th to 28th September

Source: Ipsos MORI

Ipsos MORI



Those mainly drinking at home tend to drink fewer drinks on a typical day than those who mainly drink in pubs or bars (6.0 compared to 8.0).

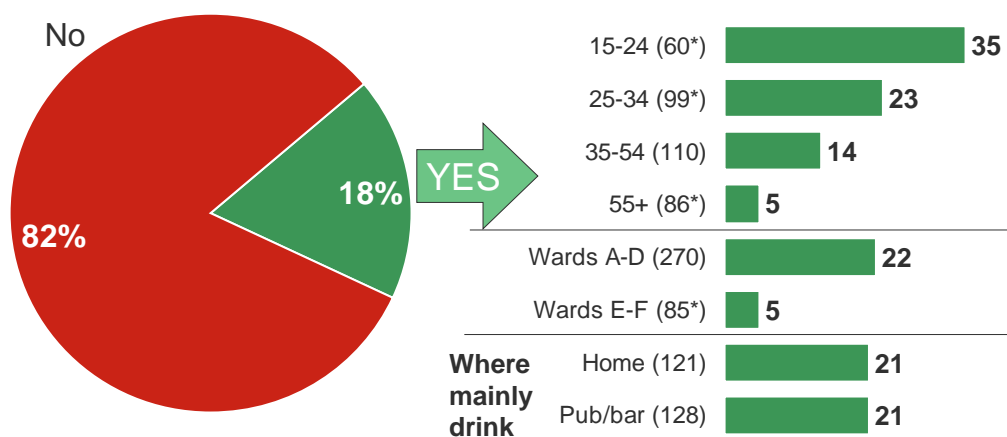
⁴ Hope A. (2009). A Standard Drink in Ireland: What strength? Health Service Executive – Alcohol Implementation Group.

4.6. Delivery services

Services such as Dial-A-Can that deliver alcohol to people's homes have been used by one in five (18%) residents of Ballymun. There is a strong relationship between the usage of Dial-a-Can and age, with just over a third (35%) of 15-24 year olds in Ballymun ever having used alcohol delivery services compared to just 5% of those aged 55 and over. Usage is much greater among those living in district electoral divisions A-D (22%) compared to those living in DEDs E and F (5%).

Delivery via Dial-a-Can

Q.7 Have you ever had alcohol delivered to your home via one of the services such as Dial a Can?



Base: 355 (All respondents), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

* Caution: small base

There are no differences by usage of Dial-a-Can by gender, nor by whether people mainly drink at home or in pubs and bars.

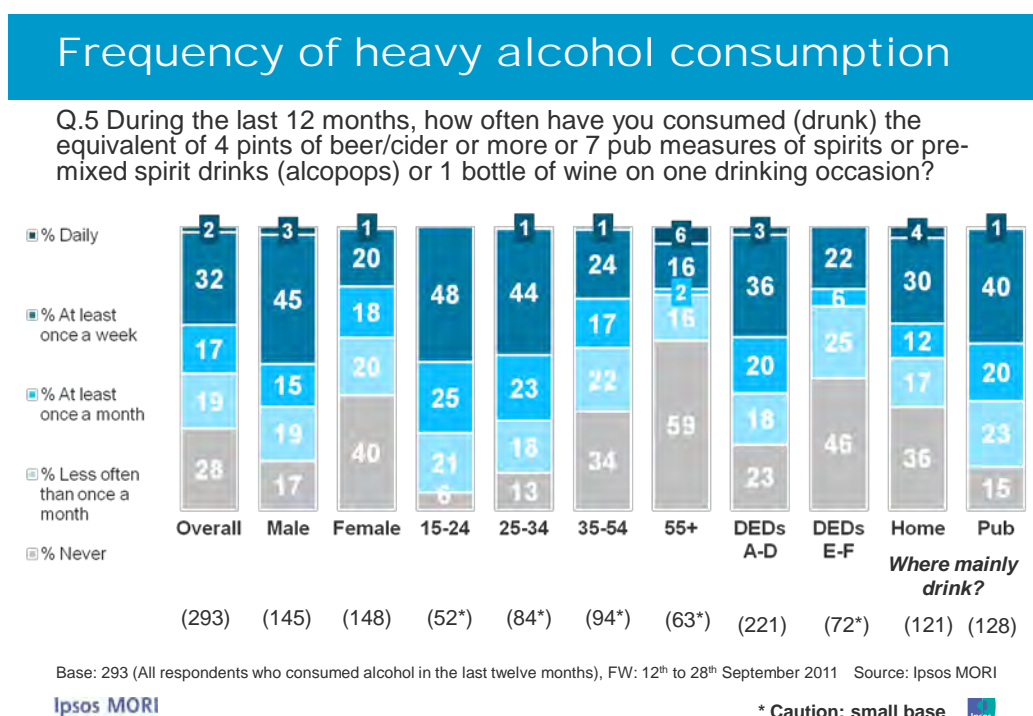
5. Behaviour

5. Personal and social consequences of alcohol use

The following section looks at how levels of alcohol consumption in Ballymun affect people's behaviour⁵.

5.1. Binge drinking

A third of Ballymun residents (34%) who have drunk alcohol in the past year report that they consume the equivalent of four pints of beer or cider, seven measures of spirits or a bottle of wine in one drinking session on a weekly basis. 2% do so on a daily basis.



The patterns of heavy alcohol consumption are similar to the alcohol consumption patterns generally. Men and those living in DEDs A-D binge drink much more frequently than average (48% and 39% respectively, binge drinking on a weekly basis).

More 15-34 year olds binge drink on a weekly basis (46%) compared to other age groups. While older people tend to drink more frequently, those aged 55 and over are polarised in terms of binge drinking behaviour. They are the group that are most likely to never binge

⁵ NOTE: Responses may not always add up to 100% due to rounding of numbers, multi-coded answers or codes accounting for a small proportion of answers that have not been charted.

drink (59%), yet they are also the group that has the highest levels of binge drinking on a daily basis (6%).

A greater proportion of those who mainly drink at home say they binge drink on a daily basis compared to those who mainly drink in pubs (4% compared to 1%). However, the reverse is true for binge drinking on a weekly basis; 41% of those who mainly drink in pubs binge drink weekly compared to 30% who binge drink at least weekly at home.

5.2. Impact of drinking

One in five (20%) residents in Ballymun who have drunk alcohol in the past year have ever felt that they should cut down on their drinking and the same proportion feel that drinking harms their health (18%). Agreement with both of these statements rises to 25% among men. There are no differences by DED for either statement. In terms of age, a greater proportion of 15-24 year olds (35%) feel that they should cut down on their drinking. There are no differences by age as to whether they reported that their drinking harmed their health.

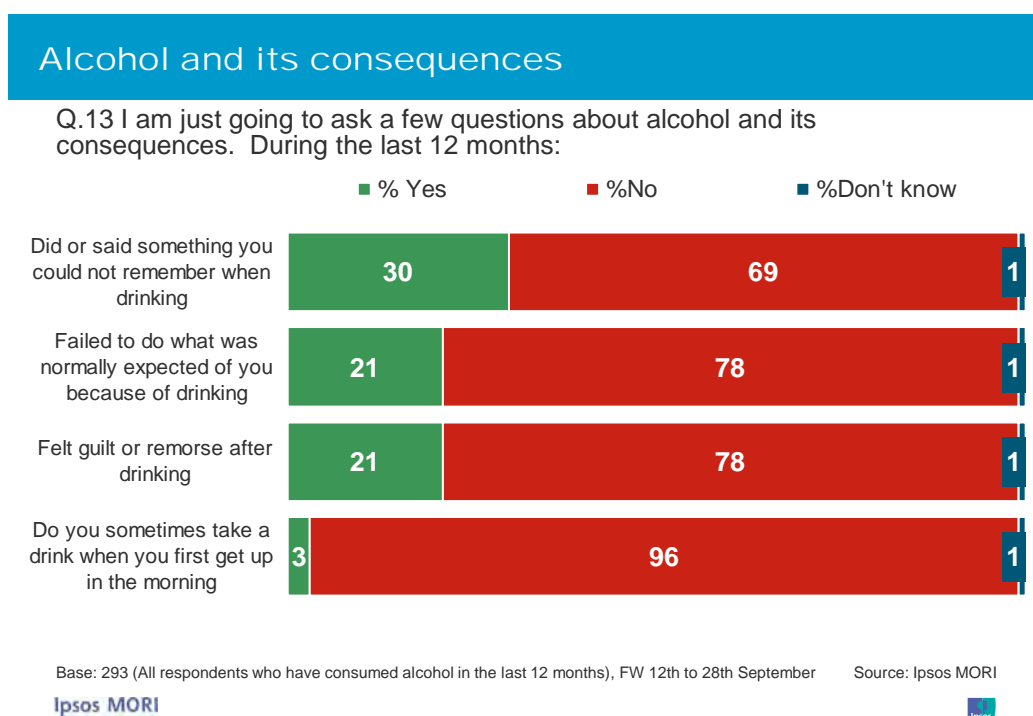


In terms of impact of alcohol on people's everyday lives, during the last twelve months 8% of residents report that their drinking has harmed friendships or social life, 7% report that drinking has harmed their work or studies and 5% report that drinking has harmed their home life. Men and 15-24 year olds are much more likely to report that drinking has harmed friendships (12% and 17% respectively) and that it has affected their work or studies (12% and 13% respectively). There are no differences by district electoral division.

During the last twelve months, 7% report that they have got into a physical fight while drinking and 3% have been in an accident when they have been drinking. Again, this tends to be men (10% and 6% respectively) and 15-24 year olds (15% and 8%) more than any other demographic groups. There are no differences by district electoral division.

5.3. Consequences of drinking

There is a sizeable proportion of Ballymun residents for whom drinking has consequences in terms of their behaviour. During the last twelve months, three in ten (30%) of those who consumed alcohol in the last year report that they did or said something that they could not remember when drinking. Two in ten (21%) failed to do what is normally expected of them because of drinking and the same proportion have felt remorse or guilt after drinking.



Alcohol has a much greater impact on the behaviour of 15-24 year olds than any other group; during the last twelve months among this age group 58% have done or said something they cannot remember when drinking, 42% have failed to do something normally expected of them because of drinking and 38% have felt remorse or guilt after drinking.

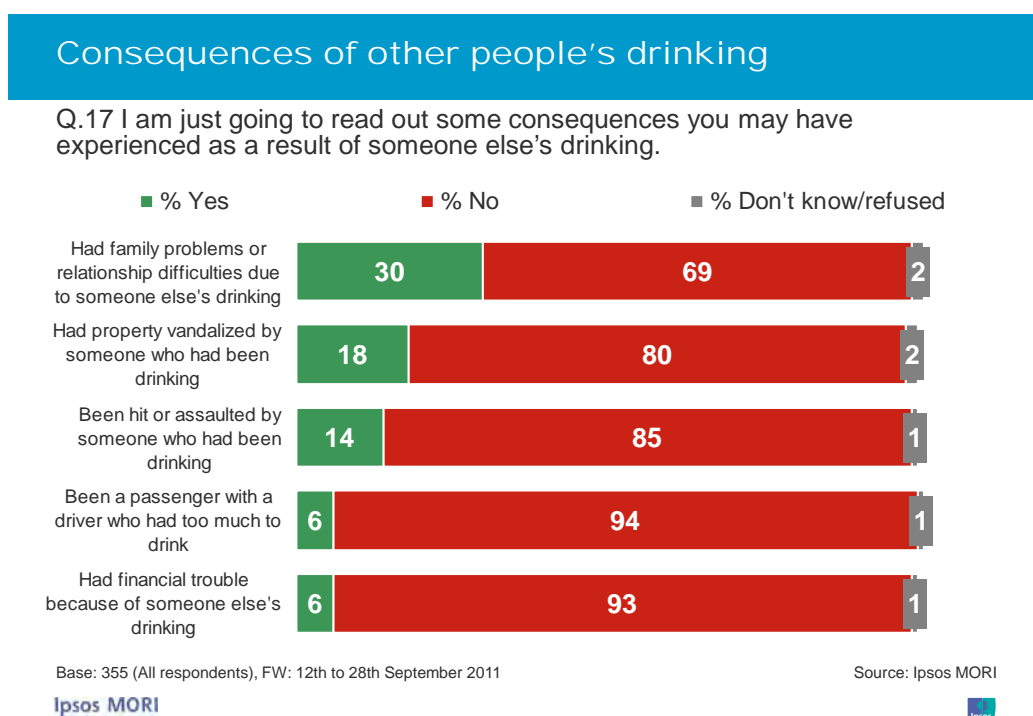
Men are more likely than women to do something they don't remember when drinking (37% compared to 24%) and fail to do something normally expected of them because of drinking (26% compared to 16%). There are no differences by gender in terms of feeling guilty or remorseful after drinking (22% of men compared to 20% of women).

3% admit to have sometimes taken a drink during the last twelve months when they first get up in the morning. This rises to 5% of men. There are no differences in the levels of early morning drinking by age or district electoral division.

5.4. Consequences of other people's drinking

Other people's drinking has had consequences on residents of Ballymun. During the last twelve months, three in ten (30%) residents report that they have had family problems due to someone else's drinking. This tends to be women rather than men (35% compared to 24%) and DEDs A-D compared to DEDs E-F (33% compared to 18%). There are no significant differences by age.

Vandalism of property by those who had been drinking is an issue for almost two in ten (18%), although much less so for those aged 55 and over (8%).



During the last twelve months, one in seven (14%) reported that they have been assaulted by someone who has been drinking, and this is significantly greater among 15-24 year olds (20%), those living in DEDs A-D (17%) and those who know heavy drinkers (17%). There are no differences by gender in terms of being hit or assaulted by someone who has been drinking.

6% of people in Ballymun say they have had financial trouble because of someone else's drinking, and the same proportion say they have been a passenger with a driver that has had too much to drink. Men (9%) and 15-24 year olds (12%) are more likely to be the passenger of a car with a driver that has had too much to drink.

5.5. Reasons for drinking

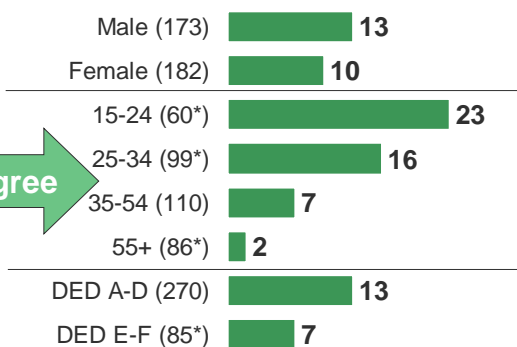
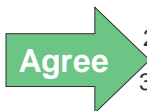
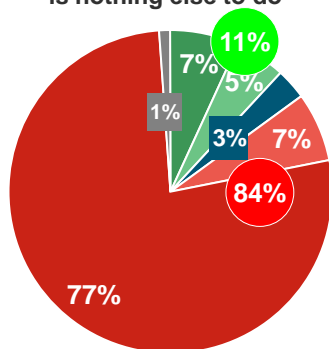
Lack of things to do in the area is not a reported reason that people attribute to their drinking, with more than eight in ten (84%) disagreeing with this statement. Just 11% agree that they drink because there is nothing else to do. Younger people are much more likely than older people to agree with this (23% of 15-24 year olds versus 2% of over 55s).

I often drink alcohol because there is nothing else to do

Q.9 How much do you agree with these statements

■ % Agree strongly ■ % Agree a little ■ % Neither / nor ■ % Disagree a little ■ % Disagree strongly

I often drink alcohol because there is nothing else to do



Base: 355 (All respondents), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

* Caution: small base

6. Attitudes towards alcohol

6. Attitudes towards alcohol

The following section examines the attitudes of Ballymun residents towards alcohol, especially in relation to children drinking⁶.

6.1. Attitudes towards regular alcohol consumption

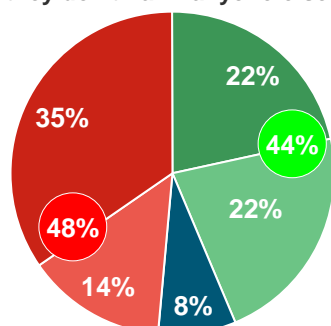
Views vary as to whether or not it is acceptable to drink alcohol most nights as long as it does not harm anyone else; 44% agree with this statement while 48% disagree. Levels of agreement are higher among men than women (53% compared to 36%). There are no significant differences by age or area. People who know someone whom they consider to be a heavy drinker are more likely to strongly disagree that it is acceptable to drink most nights provided it does not cause harm to anyone else (38% compared to 24%).

It is OK for someone to drink alcohol most nights as long as they don't harm anyone else

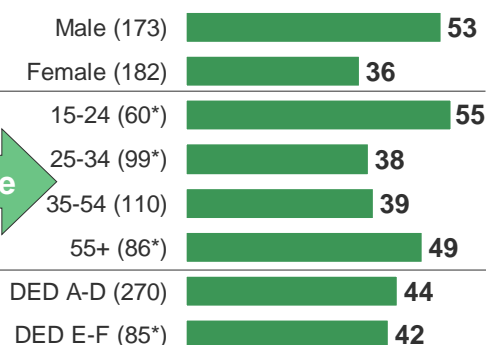
Q.9 How much do you agree with these statements

■ % Agree strongly ■ % Agree a little ■ % Neither / nor ■ % Disagree a little ■ % Disagree strongly

It's OK for someone to drink alcohol most nights as long as they don't harm anyone else



Agree



Base: 355 (All respondents), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

* Caution: small base



⁶ NOTE: Responses may not always add up to 100% due to rounding of numbers, multi-coded answers or codes accounting for a small proportion of answers that have not been charted.

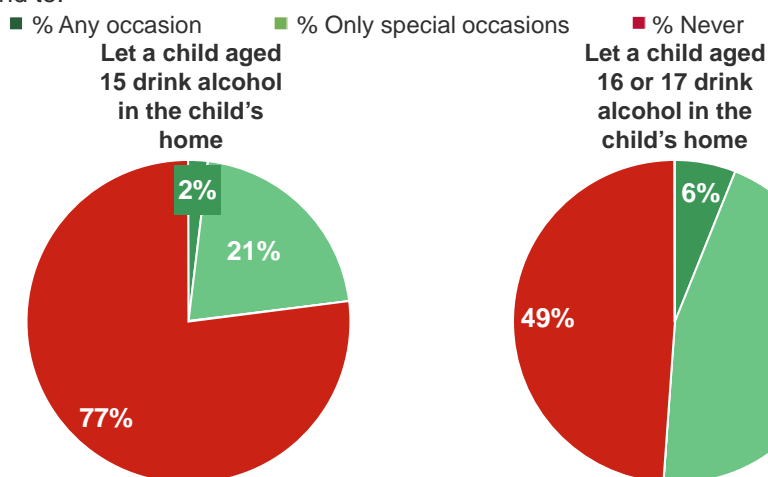
6.2. Children and alcohol

Attitudes towards children drinking differ depending on the age of the child and whether or not the child is being allowed to drink in their own home or whether alcohol is being purchased for the child.

Almost a quarter (23%) think that it is acceptable to let a child aged 15 drink alcohol in the home, with 2% reporting that it is acceptable on any occasion to do so. Acceptance is much higher of 16 or 17 year olds drinking in the home; 45% report that it is acceptable to let a 16 or 17 year old drink in the home on special occasions and 6% report that it is acceptable on any occasion. Acceptance is highest among 15-24 year olds and lowest among those aged 55 and over.

Attitudes towards letting a child drink in the home

Q.11 Do you feel that it is acceptable or OK for parents/relations or a family or friend to:



Base: 355 (All respondents), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

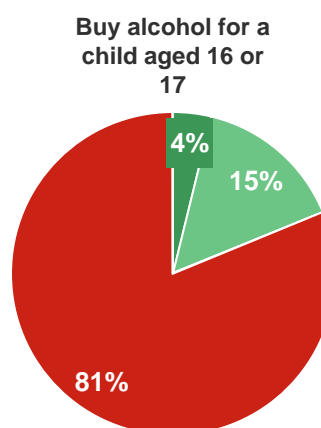
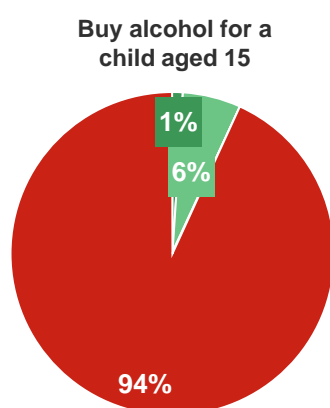


Far fewer people think that it is acceptable to buy alcohol for children; only 6% think that it is acceptable to buy alcohol for a child aged 15 on any/special occasion and 19% think it is acceptable to buy alcohol for a 16 or 17 year old. Again, the main differences are by age; those aged 15-24 are more likely to think that buying alcohol for children is acceptable (22% for 15s and 43% for 16-17s). There are no differences by DED, gender or between parents and non-parents.

Attitudes towards buying alcohol for children

Q.11 Do you feel that it is acceptable or OK for parents/relations or a family or friend to:

■ % Any occasion ■ % Only special occasions ■ % Never



Base: 355 (All respondents), FW: 12th to 28th September 2011

Ipsos MORI

Source: Ipsos MORI

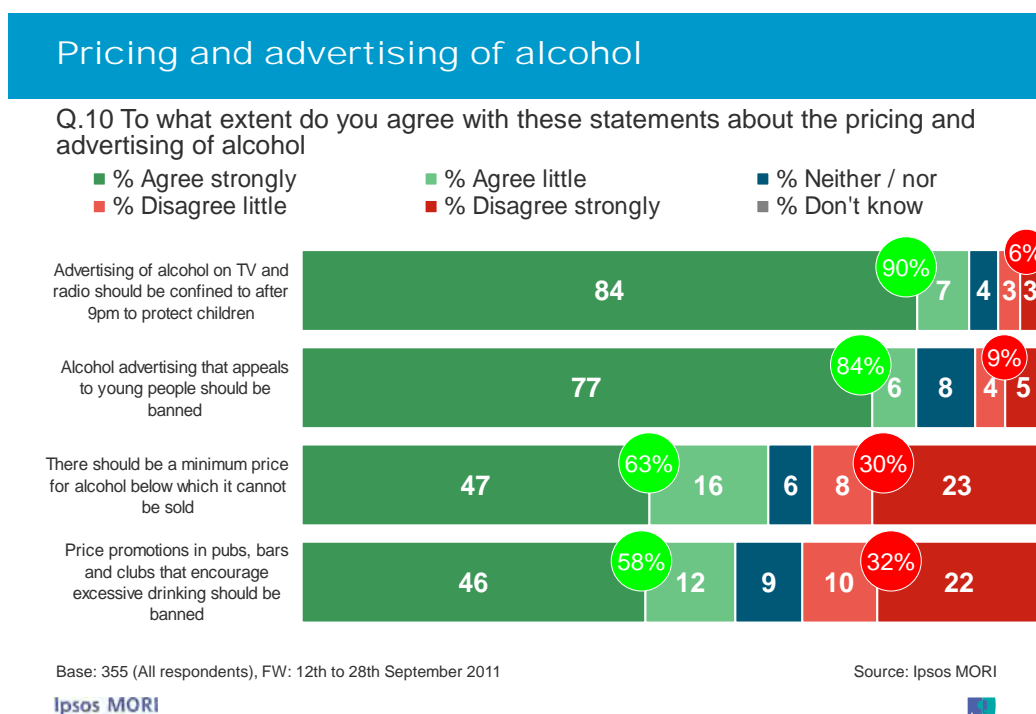


Those who first drank alcohol on or before the age of 15 are more likely to think that letting a child of 16 or 17 drink alcohol is acceptable (38%) or buying alcohol for a child aged 15 (15%). Results are similarly higher than average for those who first drank alcohol before their birthday for letting a child aged 16 or 17 drink alcohol (64%) or buying alcohol for a 16 or 17 year old (29%).

6.3. Pricing and advertising of alcohol

Despite the fact that there is a level of acceptance that children should be allowed to consume alcohol in certain circumstances, there are very strong views on alcohol advertising and children. Nine in ten (90%) say that alcohol advertising should be confined to after 9pm to protect children, with more than eight in ten (84%) strongly agreeing with this statement. 84% think that alcohol advertising that appeals to young people should be banned.

Agreement with the restriction of alcohol advertising to protect younger people is, however, lower among 15-24 year olds. Just seven in ten of this age group (70%) think that alcohol advertising should be shown after 9pm and six in ten (58%) 15-24 year olds think that alcohol advertising should be banned. There are no differences by gender or area.



More people than not think that there should be a minimum price for alcohol and that price promotions should be banned (63% and 58% respectively).

Agreement that there should be a minimum price for alcohol is significantly higher among women than men (74% versus 51%). 15-24 year olds are less likely to support a minimum price for alcohol (52%).

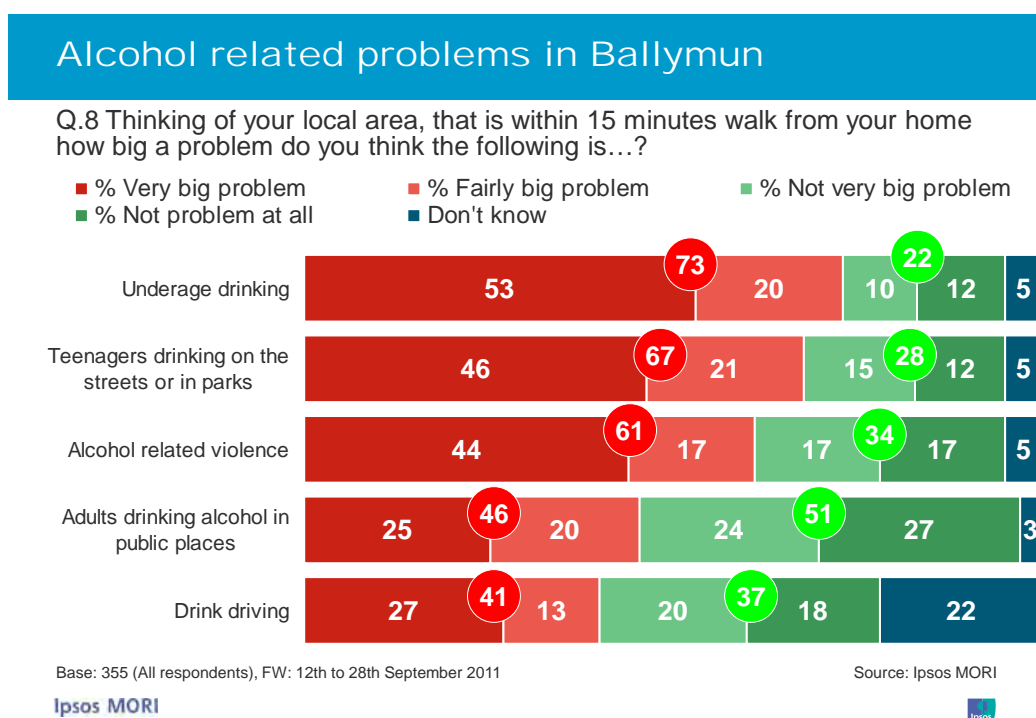
Age differences are much starker for attitudes towards price promotions. While significantly more people aged 35 and over agree than disagree that price promotions should be banned (73% compared to 17%), the reverse is true for those aged 15-24 (18% who agree compared to 73% who disagree). Men (40%) are also more likely to disagree.

7. Issues in relation to alcohol consumption

7. Issues in relation to alcohol consumption

7.1. Alcohol-related problems⁷

Residents in Ballymun clearly report that drinking is quite a big problem in their local area. Underage drinking is perceived as the biggest issue (73%), followed by teenagers drinking on the streets (67%) and alcohol-related violence (61%). Opinions vary as to the extent to which adults drinking in public places and drink driving are perceived to be problems in Ballymun.



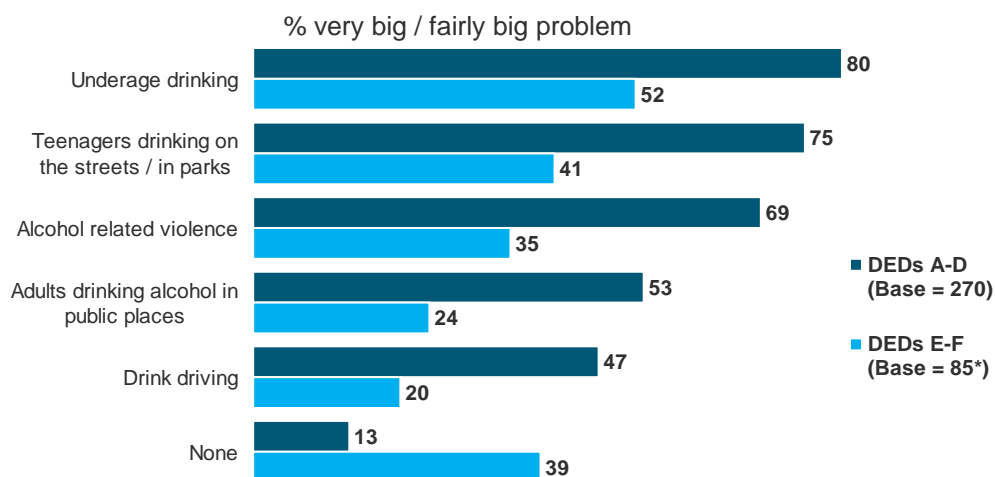
Younger people are more likely to report that each of these issues is either a very big or fairly big problem in Ballymun. Compared to the average, more 15-24 year olds think underage drinking (85%), alcohol-related violence (73%) and drink driving (62%) are problems. Teenagers drinking in public places is identified to be a much bigger problem among 25-34 year olds compared to the average (75%). Those aged 55 and over are much less likely to think that each of these is a problem in Ballymun. There are no differences in perceptions of alcohol-related problems in the area by gender.

⁷ NOTE: Responses may not always add up to 100% due to rounding of numbers, multi-coded answers or codes accounting for a small proportion of answers that have not been charted.

There are, however, major differences by area. Nearly nine in ten (87%) people living in DEDs A-D identify at least one of these issues as a problem in their local area compared to six in ten (61%) in areas E-F. Each problem is more likely to be considered as either a fairly big or very big problem in areas A-D compared to E-F.

Alcohol related problems in Ballymun by ward

Q.8 Thinking of your local area, that is within 15 minutes walk from your home how big a problem do you think the following is...?



Base: All respondents in wards A-D and wards E-F (base in brackets), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI

* Caution: small base

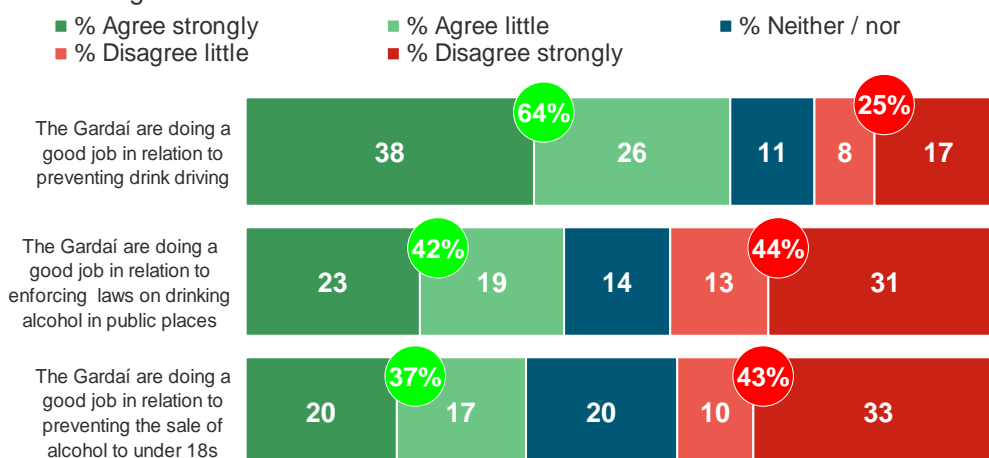


7.2. How the Gardaí deal with problems

Views are mixed as to how successful the Gardaí have been in dealing with alcohol-related problems. Two-thirds (64%) of Ballymun residents think that the Gardaí have done a good job in preventing drink driving. These views are strongest among people aged 55 and over (74%). Similar proportions agree and disagree that the Gardaí has been successful in enforcing laws on drinking alcohol in public places (42% who agree, 44% who disagree) and preventing the sale of alcohol to under 18s (37% who agree and 43% who disagree). There are no significant differences by gender or DED.

Gardaí's success in dealing with problems as a result of alcohol

Q.12 To what extent do you agree with these statements about what the Gardaí are doing in relation to alcohol



Base: 355 (All respondents), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI



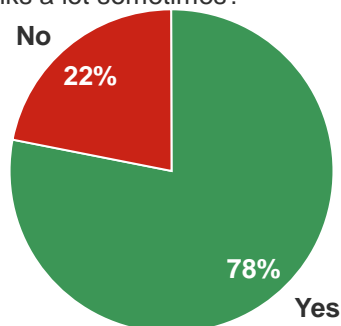
Those who consider drink driving to be a problem in Ballymun are less likely to think that the Gardaí is doing a good job in preventing it (58% compared to 69% of those who do not consider drink driving to be a problem). There are no significant differences in views as to how the Gardaí deals with drinking in public places and underage drinking among those who consider each to be a problem.

7.3. Problems caused by heavy drinkers

The majority of people in Ballymun (78%) know someone whom they would consider to be a heavy drinker. Those aged 55 and over are also less likely to know someone whom they would consider to be a heavy drinker (64%).

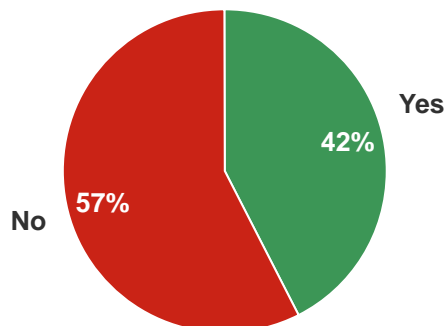
Knowing people who drink heavily

Q.15a Thinking about the last 12 months, do you know some people who you would consider to be fairly heavy drinkers or someone who drinks a lot sometimes?



Base: 355 (All respondents), FW: 12th to 28th September 2011

Q.15b Did their drinking negatively affect you in some way in the last 12 months?



Base: 276 (All respondents who know someone they consider to be a heavy drinker), FW: 12th to 28th September 2011

Source: Ipsos MORI

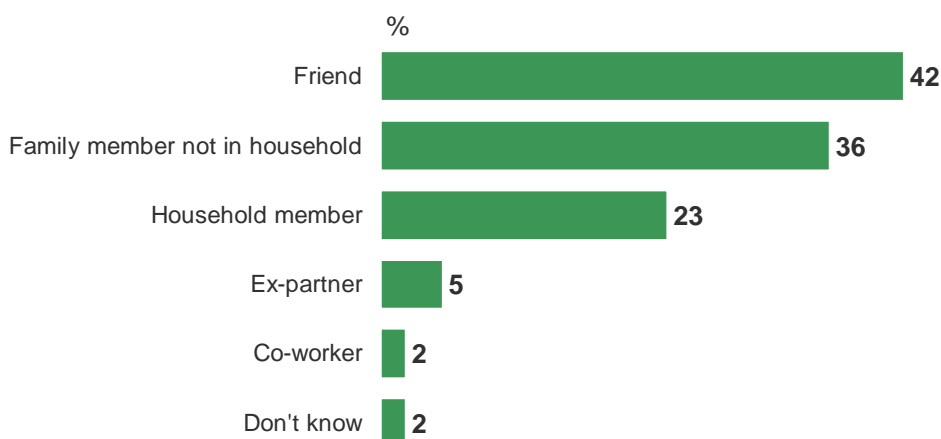
Ipsos MORI



Of those that know someone who is a heavy drinker, four in ten (42%) say that their drinking has affected them negatively in the last twelve months, rising to almost five in ten (49%) women.

It is mainly friends who have caused the negative affect but also family members not in the household

Q.16 What are the relationships to you of those people whose drinking negatively affected you in some way in the last 12 months?



Base: 116 (All respondents who have been negatively affected by someone's drinking), FW: 12th to 28th September 2011

Ipsos MORI



It tends to be friends (42%) and family members not living in the household (36%) whose drinking has the greatest negative effect on people. Those aged 15-24 report they are much more likely to be affected by the drinking of friends (67%) and ex-partners (19%). More

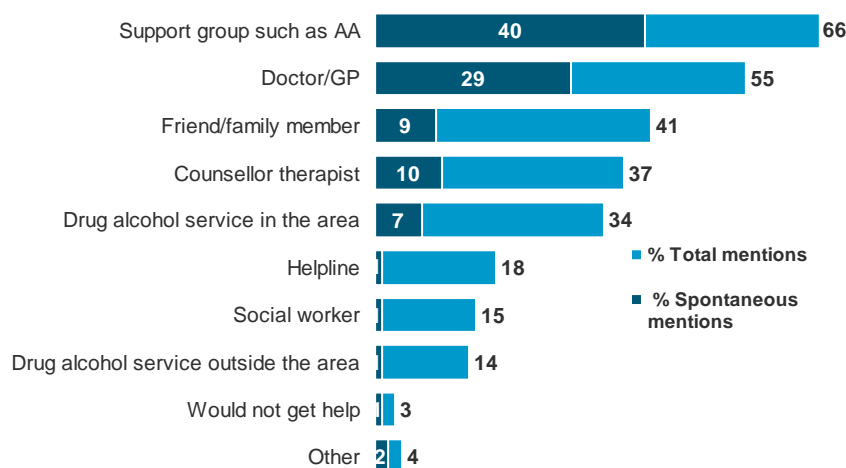
people with dependent children report that they are affected by the drinking of a family member who is not in the household.

7.4. Seeking help in relation to problems with alcohol

People in Ballymun would use a variety of sources of help if they or someone they know needed help in relation to problems with alcohol. Four in ten (40%) spontaneously mentioned that they would consult a support group such as the AA and three in ten would consult a doctor or GP (29%). Men (23%) and those aged between 15 and 24 (13%) are considerably less likely to consult a doctor. When asked spontaneously, 12% do not know where they would go to, and again this is highest among men (16%) and 15-24 year olds (23%).

Seeking help in relation to problems with alcohol

Q.18a/b To which of the following would you go if you or someone close to you needed help in relation to problems with alcohol?



Base: 355 (All respondents), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI



After prompting, support groups (66%) and doctors (55%) remain the sources that people would most likely call upon. Around four in ten would go to a friend or family member (41%) or a counsellor or therapist (37%), while more than three in ten (34%) would go to a drug or alcohol service in the local area. There are no differences by area as to where people in Ballymun would consider going to if they or someone else needed help in relation to problems with alcohol.

8. Alcohol consumption - comparison with NACD data

8. Alcohol consumption - comparison with NACD data

The following section compares the alcohol consumption figures for Ballymun from this research study with the figures from the Ballymun Drugs and Alcohol Prevalence Study 2006/07 (which used the same methodology as the National Advisory Committee on Drugs (NACD) Drug Prevalence Survey) and also the national prevalence figures taken from the NACD Drug Prevalence Survey 2010/11.

As this study surveyed adults aged 15+ and the NACD data is based on 15-64 year olds only, the figures from this survey were recalculated to include only those aged 15-64 so that they are comparable with the 2006/07 Ballymun household prevalence survey and the NACD Drug Prevalence Survey 2010/11⁸. The figures are as follows:

Age: 15-64	Ballymun 2006/07 (DEDs A-D)	Ballymun 2011 (DEDs A-D)	Ballymun 2011 (DEDs A-F)	National NACD figures 2011
Lifetime prevalence⁹	91%	93%	94%	90%
Last year prevalence¹⁰	85%	84%	85%	85%

There has been little change in alcohol consumption levels in Ballymun since 2006/07 with no statistically significant differences over time in the proportion that report to have ever drunk alcohol and the proportion that have reported drinking in the last year.

However, there is some evidence to suggest that Ballymun's alcohol consumption is higher than the national figure. More people in Ballymun district electoral divisions A-F have ever consumed alcohol compared to the national figure (94% versus 90%). However, there are no statistically significant differences between those in Ballymun electoral divisions A-D and the national figures. In terms of alcohol consumption in the last year, there are no statistically significant differences between Ballymun and the rest of the country.

⁸ The figures in this section are comparable as all studies are based on adults aged 15-64. Please note that there are differences in the sampling technique used for these studies; the Ballymun 2011 study used quota sampling, whereas the other studies were pre-selected.

⁹ Lifetime prevalence is having ever consumed alcohol

¹⁰ Last year prevalence is having consumed alcohol in the last twelve months

The rest of this section looks at how lifetime prevalence and last year prevalence changes within gender and age. Lifetime prevalence is higher among women in Ballymun (93%) compared to the national figure (88%). No other differences are statistically significant.

Age: 15-64		Ballymun 2006/07 (DEDs A-D)	Ballymun 2011 (DEDs A-D)	Ballymun 2011 (DEDs A-F)	National NACD figures 2011
Lifetime prevalence	Male	96%	93%	94%	93%
	Female	87%	93%	93%	88%
Last year prevalence	Male	90%	86%	87%	88%
	Female	82%	81%	82%	83%

Lifetime prevalence is also statistically significantly higher among 35-64 year olds (95%) in comparison to the 2006/2007 Ballymun data (86%) and also the national figure (91%).

Age: 15-64		Ballymun 2006/07 (DEDs A-D)	Ballymun 2011 (DEDs A-D)	Ballymun 2011 (DEDs A-F)	National NACD figures 2011
Lifetime prevalence	15-34	95%	91%	92%	89%
	35-64	86%	95%	95%	91%
Last year prevalence	15-34	90%	84%	85%	86%
	35-64	80%	82%	84%	85%

Appendices

9. Appendices

Appendix A: Questionnaire

11-034111

Ipsos MORI

Blackrock Business Park, Carysfort Avenue, Blackrock

92-96 Lisburn Road, Belfast BT9 6AG

Assignment Number:	
Questionnaire Number:	

Name: Mr/Mrs/Miss/Ms	
Address:	

Telephone Number:		
	<i>(STD Code)</i>	<i>(Tel. Number)</i>

In household	1	Refused to say	3
None	2	Yes, but ex-directory	4

O.U.O Job No:

APPROVED BY:

CLASSIFICATION

C.1b What was your age last birthday?

STATE EXACT AGE AND CODE:			
15- 17	1	31 - 34	5
18 - 19	2	35 - 40	6
20 - 24	3	41 - 54	7
25 - 30	4	55 plus	8
		Refused	Y
		Don't know	X

SHOW CARD C2 Which of these describes you?

C.2

Single (never married)	1	Divorced	5
Married	2	Widowed	6
Co-habiting	3	Refused	Y
Separated	4	Don't know	X

C.3 Please circle one of the following:

Male	1
Female	2

C.4 How many children, including children aged 16-18 in full time education, are dependent on you?

0	1	2	3	4	5	6	7	8	9
Refused									Y
									Don't know
									X

SHOW CARD C5

C.5a Which of these best describes you? Just call me out the number from this card if you prefer.

In Paid Job	Self-employed	1
	Working full-time 30 hrs+/week	2
	Working part time	3
No Paid Job	Seeking work for the first time	4
	Unemployed (having lost/given up job)	5
	Home (domestic) duties	6
	Unable to work due to permanent illness/disability	7
	Not working (seeking work)	8
	Not working (not seeking work)	9
	On Government training/education scheme	0

C.5b IF NOT IN PAID JOB: Have you ever had a paid job?

Yes	1	No	2
Refused	Y	Don't know	X

C.6 Interviewer to complete Ballymun DED

A	1
B	2
C	3
D	4
E	5
F	6

I certify that this interview has been Carried out strictly in accordance with your instructions and within the Code of Conduct of the MRS.

Intv. Sign:	<input type="text"/>			
Intv. No:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Date of Interview:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Length of Interview:	<input type="text"/> mins			

--	--	--

IF AGED 15-17 SAY TO

PARENT/RESPONSIBLE ADULT:

Under the rules of the Market Research Society we are not allowed to ask children any questions without an adult's permission. May I have your permission to interview your child about topics such as alcohol? I will explain that he/she does not have to answer any question that he/she doesn't want to.

IF NECESSARY: We need to interview 15 -17 year olds because it is important to understand changes to lifestyles over time

REASSURE AS NECESSARY WITH REGARDS TO CONFIDENTIALITY, FOR RESEARCH PURPOSES ONLY ETC.

HAND STANDARD LETTER TO PARENT OR RESPONSIBLE ADULT.

PERMISSION & SIGNATURE MUST BE OBTAINED FROM A RESPONSIBLE ADULT BEFORE INTERVIEWING ANYONE AGED 15-17

NAME AND SIGNATURE OF ADULT GIVING AUTHORITY FOR INTERVIEW:

PRINT NAME:	
SIGNATURE:	
RELATIONSHIP TO CHILD:	

Interviewer record:

Parent present during interview	1
Parent not present during interview	2

Intervr. Checked	Supervisor Checked	Supervisor Accomp.

11-034111 Ballymun Residents' Survey - Questionnaire FINAL

Good morning, afternoon, evening. My name is from Ipsos MORI, the research organisation, and we are carrying out a survey on people's views on some aspects of living in Ballymun and also attitudes to and consumption of alcohol.

The interview will take about 10 minutes.

IF REQUIRED

We would like to stress that all information you give in the interview will be treated confidentially. No information about you as an individual, including your name and address, will be passed on to anyone outside this research study. All the details collected are purely for the purpose of research and the information is used purely for statistical purposes.

INTERVIEWER NOTE - If in any doubt about respondent's age they check before proceeding and obtain parental permission.

Firstly, I would like to ask you a few short questions about alcohol consumption.

Q1 Have you ever drunk alcohol?

Yes	1	CONTINUE
No	2	
Don't know	X	
Refused	Y	
		GO TO Q7

IF YES TO PREVIOUS QUESTION ASK

Q2 At what age did you first drink alcohol 'beyond sips or tastes'?

Don't know	X
Refused	Y

← INSERT AGE

IF YES TO HAVE EVER DRUNK ALCOHOL ASK

SHOWCARD 3

Q3 How **often** have you consumed alcohol **in the last 12 months**?

Daily	1	CONTINUE
4/5 times a week	2	
2/3 times a week	3	
Once a week	4	
2-3 times a month	5	
Once a month	6	
Less often than once a month	7	
Never	8	GO TO Q7
Don't know	X	
Refused	Y	

SHOW CARD 4

Q4 During the last 12 months, how many **standard drinks** containing alcohol have you drunk on a typical day when you were drinking?

Don't know	X
Refused	Y

←
**INSERT
FIGURE**

A standard drink is (SHOW CARD with pictures depicting measures):

- A half pint or a glass of beer, lager or cider
- A single measure of spirits, for example, whiskey, vodka, gin
- A small glass of wine (100ml)
- A bottle of alcopops (275ml long neck standard bottle)
- A small can/bottle of beer, lager or cider (330 ml)

ASK EVERYONE WHO HAS CONSUMED ALCOHOL IN THE PAST 12 MONTHS**SHOW CARD 5**

Q5 During the last 12 months, how often have you consumed (drunk) the equivalent of **4 pints** of beer/cider **or more** or **7 pub measures** of spirits or pre-mixed spirit drinks (alcopops) or **1 bottle** of wine on one drinking occasion?
READ OUT & (SHOWCARD with these amounts)

Daily	1
4/5 times a week	2
2/3 times a week	3
Once a week	4
2/3 times a month	5
Once a month	6
Less often than once a month	7
Never	8
Don't know	X
Refused	Y

SHOW CARD 6

Q6a Where have you ever drunk alcohol?
PROBE TO PRECODES

CODE ALL THAT APPLY

Q6b Where did you mainly drink alcohol in the past 12 months?
SINGLE CODE ONLY

	6a Ever drink	6b Mainly drink
At home	1	1
In the home of a friend/family member	2	2
At a pub/bar club in your local area	3	3
At a pub/bar club outside your local area	4	4
In the street/park	5	5
In a restaurant	6	6
Elsewhere - specify	7	7

Q7 Have you ever had alcohol delivered to your home via one of the services such as Dial a Can? **Don't include any alcohol delivered by supermarkets as part of your grocery shopping?**

Yes	1
No	2

SHOWCARD 8

Q8 Thinking of your local area, that is within 15 minutes walk from your home how big a problem do you think the following is?

READ OUT. SINGLE CODE ONLY FOR EACH. ROTATE ORDER & TICK START (✓)		Very big problem	Fairly big problem	Not a very big problem	Not a problem at all	Don't know
<input type="checkbox"/>	Teenagers drinking on the streets or in parks	1	2	3	4	5
<input type="checkbox"/>	Adults drinking alcohol in public places	1	2	3	4	5
<input type="checkbox"/>	Underage drinking	1	2	3	4	5
<input type="checkbox"/>	Alcohol related violence (fights/assaults)	1	2	3	4	5
<input type="checkbox"/>	Drink driving	1	2	3	4	5

SHOWCARD 9

Q9 I am going to read out a number of statements. Please tell me to what extent do you agree or disagree with each.

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
It's ok for someone to drink alcohol most nights as long as they don't harm anyone else	5	4	3	2	1
I often drink alcohol because there is nothing else to do	5	4	3	2	1

SHOWCARD 10

Q10 I am going to read out a number of statements about the pricing and advertising of alcohol. Please tell me to what extent do you agree or disagree with each.

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
There should be a minimum price for alcohol below which it cannot be sold	5	4	3	2	1
Price promotions in pubs, bars and clubs that encourage excessive drinking should be banned.	5	4	3	2	1
Alcohol advertising that appeals to young people should be banned.	5	4	3	2	1
Advertising of alcohol on TV and radio should be confined to after 9pm to protect children.	5	4	3	2	1

Q11 Do you feel that it acceptable or ok for parents/relations or a family friend to.....

READ OUT EACH STATEMENT IN TURN. PROBE TO PRECODES	No never	Yes but only on special occasions	Yes on any occasion
Let a child aged 15 drink alcohol in the child's home?	1	2	3
Buy alcohol for a child aged 15?	1	2	3
Let a child aged 16 or 17 drink alcohol in the child's home?	1	2	3
Buy alcohol for a child aged 16 or 17?	1	2	3

SHOWCARD 12

Q12 I am going to read out a number of statements about what the Gardaí are doing in relation to alcohol. Please tell me to what extent do you agree or disagree with each.

	Agree strongly	Agree a little	Neither agree nor disagree	Disagree a little	Disagree strongly
The Gardaí are doing a good job in relation to enforcing laws on drinking alcohol in public places	5	4	3	2	1
The Gardaí are doing a good job in relation to preventing drink driving	5	4	3	2	1
The Gardaí are doing a good job in relation to preventing the sale of alcohol to under 18s	5	4	3	2	1

ASK ALL WHO HAVE CONSUMED ALCOHOL IN THE LAST 12 MONTHS

Q13 I am just going to ask a few questions about alcohol and its consequences. During the last 12 months;

READ OUT EACH IN TURN	Yes	No	Don't know	Refused
Have you had a feeling of guilt or remorse after drinking	1	2	3	4
Has a friend or family member ever told you about things you said or did while you were drinking that you could not remember	1	2	3	4
Have you failed to do what was normally expected of you because of drinking	1	2	3	4
Do you sometimes take a drink when you first get up in the morning?	1	2	3	4

ASK ALL WHO HAVE CONSUMED ALCOHOL IN THE LAST 12 MONTHSQ14 During the **last 12 months**, have you?

READ OUT EACH IN TURN	Yes	No	Don't know	Refused
Got into a physical fight when you had been drinking	1	2	X	Y
Been in an accident when you had been drinking	1	2	X	Y
Ever felt that you should cut down on your drinking	1	2	X	Y
Felt that your drinking harmed your friendships or social life	1	2	X	Y
Felt that your drinking harmed your home life or marriage	1	2	X	Y
Felt that your drinking harmed your work or studies	1	2	X	Y
Felt that your drinking harmed your health	1	2	X	Y

ASK ALL

	Yes	No	
Q15a Thinking about the last 12 months, do you know some people who you consider to be fairly heavy drinkers or someone who drinks a lot sometimes?	1	2	If yes continue, if no, go to Q17
Q15b Did their drinking negatively affect you in some way in the last 12 months?	1	2	If yes continue, if no, go to Q17

Q16 What are the relationships to you of those people whose drinking negatively affected you in some way in the last 12 months? **CODE ALL THAT APPLY**

Household member	1
Family member not in household	2
Friend	3
Ex-partner	4
Co-worker	5
Others known to you, please specify	6

ASK ALL

Q17 I am just going to read out some consequences you may have experienced as a result of someone else's drinking
During the last 12 months have you

	Yes	No	Don't know	Refused
Had family problems or relationship difficulties due to someone else's drinking?	1	2	3	4
Been a passenger with a driver who had too much to drink?	1	2	3	4
Been hit or assaulted by someone who had been drinking?	1	2	3	4
Had financial trouble because of someone else's drinking?	1	2	3	4
Had property vandalized by someone who had been drinking?	1	2	3	4

Q18a If you or someone close to you needed help in relation to problems with alcohol where would you go or advise them to go for help? **DO NOT PROMPT.**

	Q18a UNPROMPTED	Q18b PROMPTED
Doctor / GP	1	1
A counselor/other kind of therapist	2	2
A support group such as AA	3	3
A social worker	4	4
A drug alcohol service in the area	5	5
A drug alcohol service outside the area	6	6
A friend/someone in their family	7	7
A helpline	8	8
Would not get help	9	9
Other _____	10	10
Don't know	11	11

SHOW CARD 18

Q18b To which of the following would you go if you or someone close to you needed help in relation to problems with alcohol? **CODE ALL THAT APPLY IN GRID ABOVE**

THANK RESPONDENT AND CONTINUE TO CLASSIFICATION SECTION

Appendix B: Map of electoral divisions

