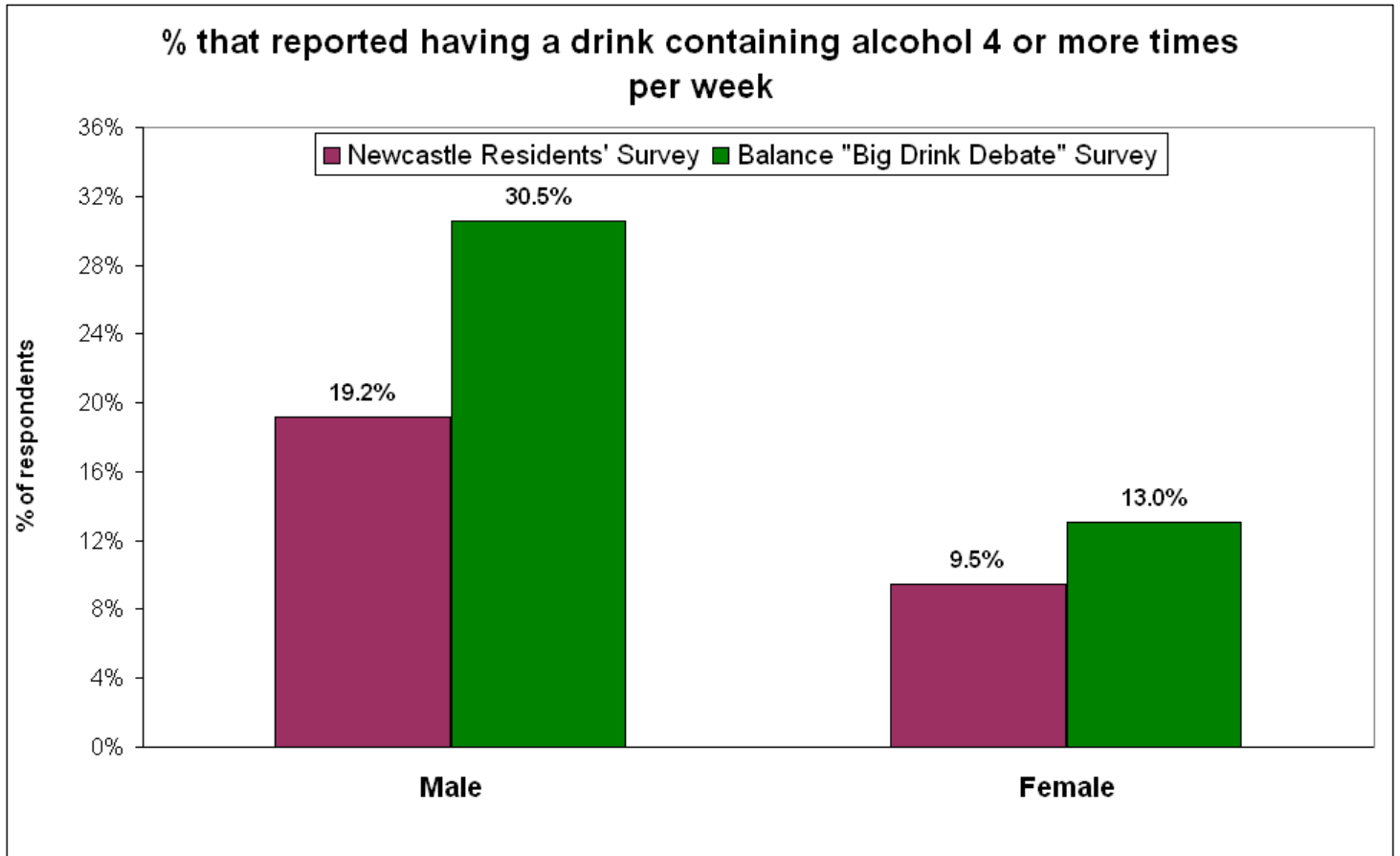


A note on survey sources

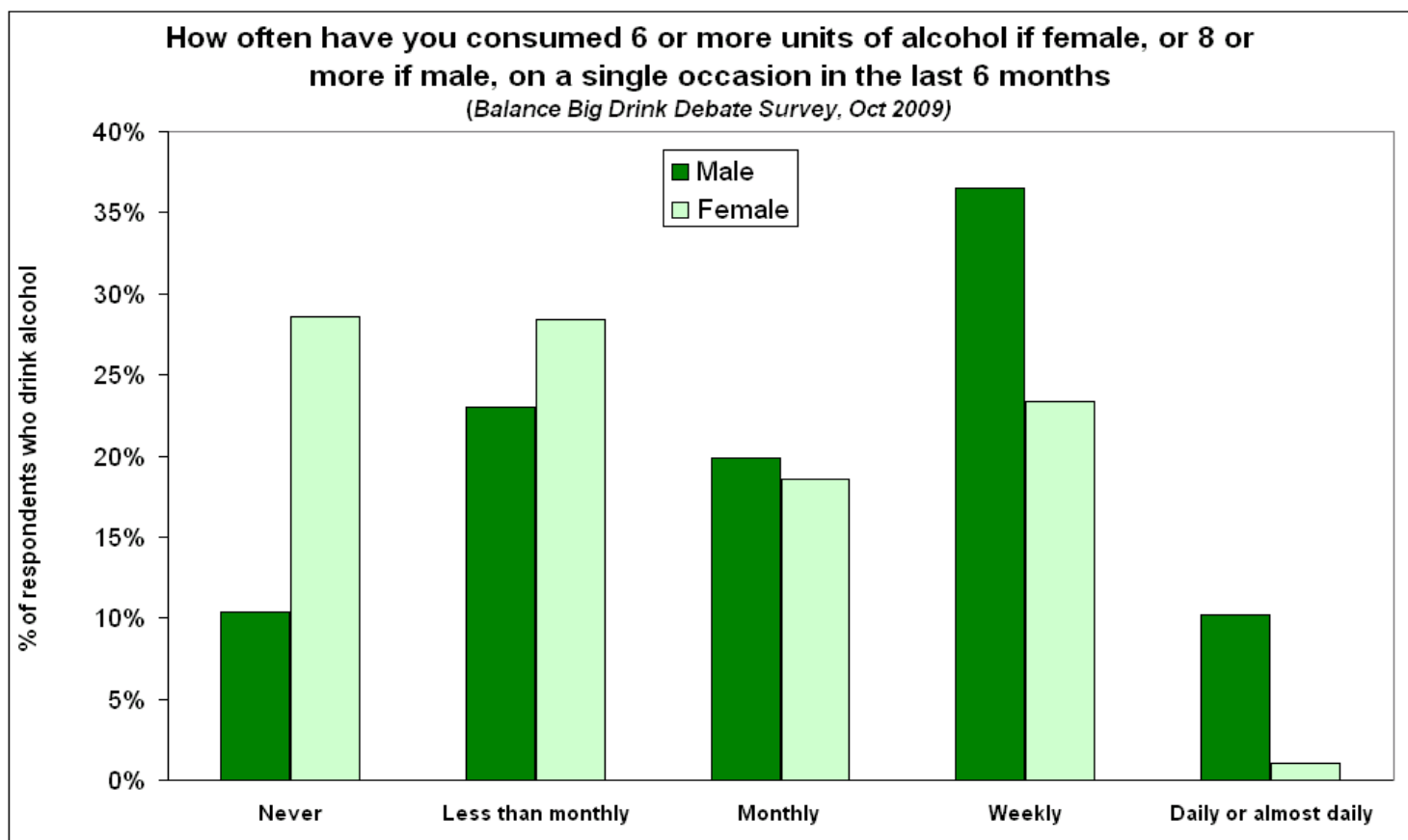
We have used two different sets of information in relation to adult drinking patterns.

- 1. The Newcastle Residents' Survey** - a survey conducted by Newcastle City Council in Autumn 2010 seeking information from residents on their perceptions of the Council and public services and residents' views of their local area. Respondents were also asked a set of health and lifestyle questions including questions relating to alcohol which are reported here. 16,688 questionnaires were posted to a random sample of households across the City, with oversampling in some wards to overcome potential low response rates. It was also possible for residents to complete the questionnaire online if they preferred. 5,224 (31%) questionnaires were completed. The response rate varied by gender, age group, ethnicity and electoral ward. However, the data were not weighted (other than by ward) to reflect this and so certain groups will be over- or under-represented in the survey findings. Most noteworthy is the level of over- and under-representation in terms of age. Those aged 16-39 years are under-represented, particularly those aged under 25. Those aged 40 and above are over-represented, particularly those aged 65 and above. This needs to be taken into account when interpreting the data.
- 2. The North East Big Drink Debate survey** - an online survey carried out by Balance (The North East Alcohol Office) between June and August 2009. The survey was part of a high profile campaign to get people talking about alcohol and its place in the community. As part of the Debate, residents were invited to take part in a survey. In total of 1,034 Newcastle residents responded to the survey and it is their data which is reported here. The data were weighted by gender, ethnicity, socio-economic group and location to ensure the findings were representative of the socio-demographic profile of the city. It should be noted that since the sample was self-selecting, this may have led to a biased sample and we have no way of knowing how that impacts on the results.

Drinking by adults - by gender



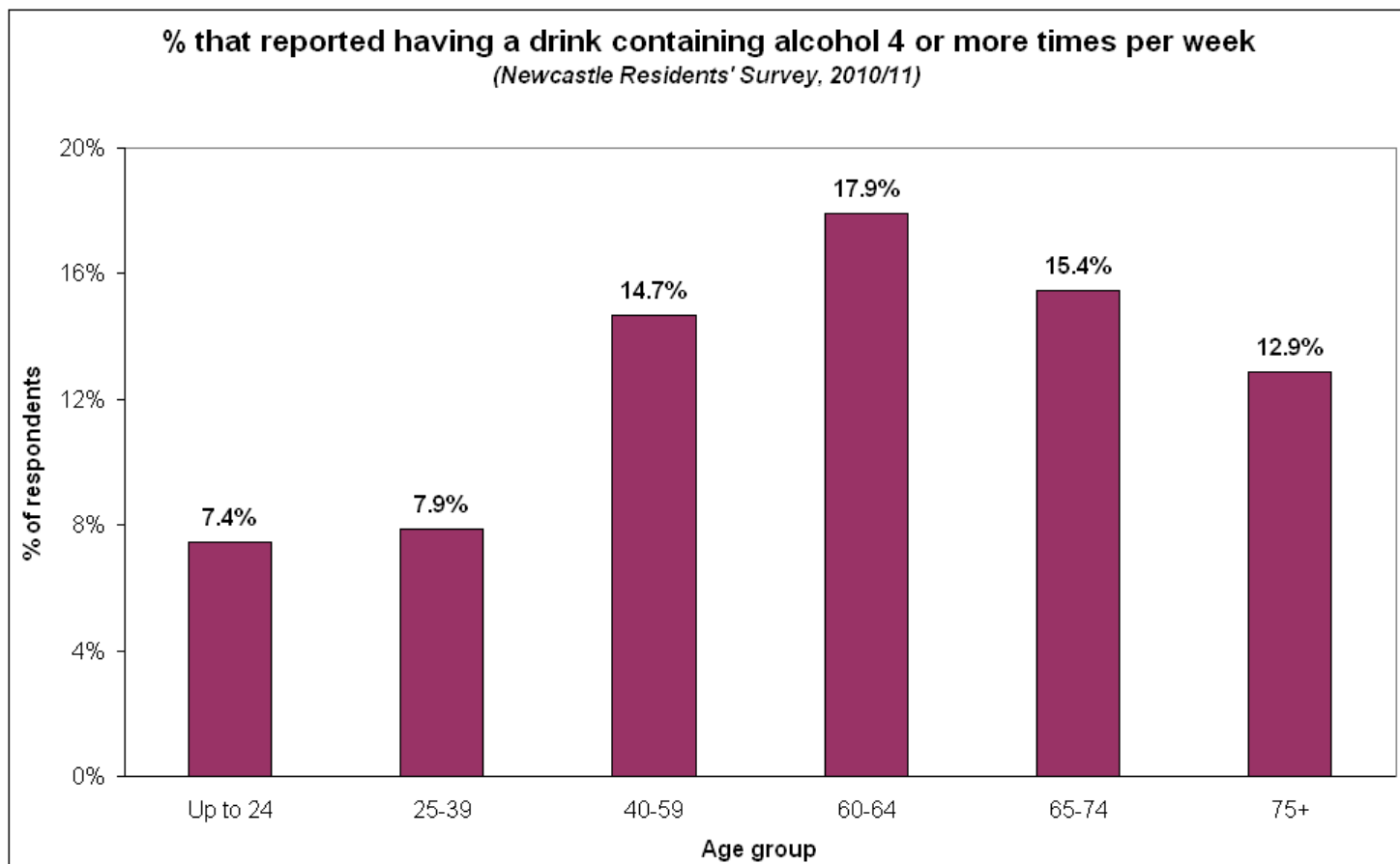
How much adults drink - by gender



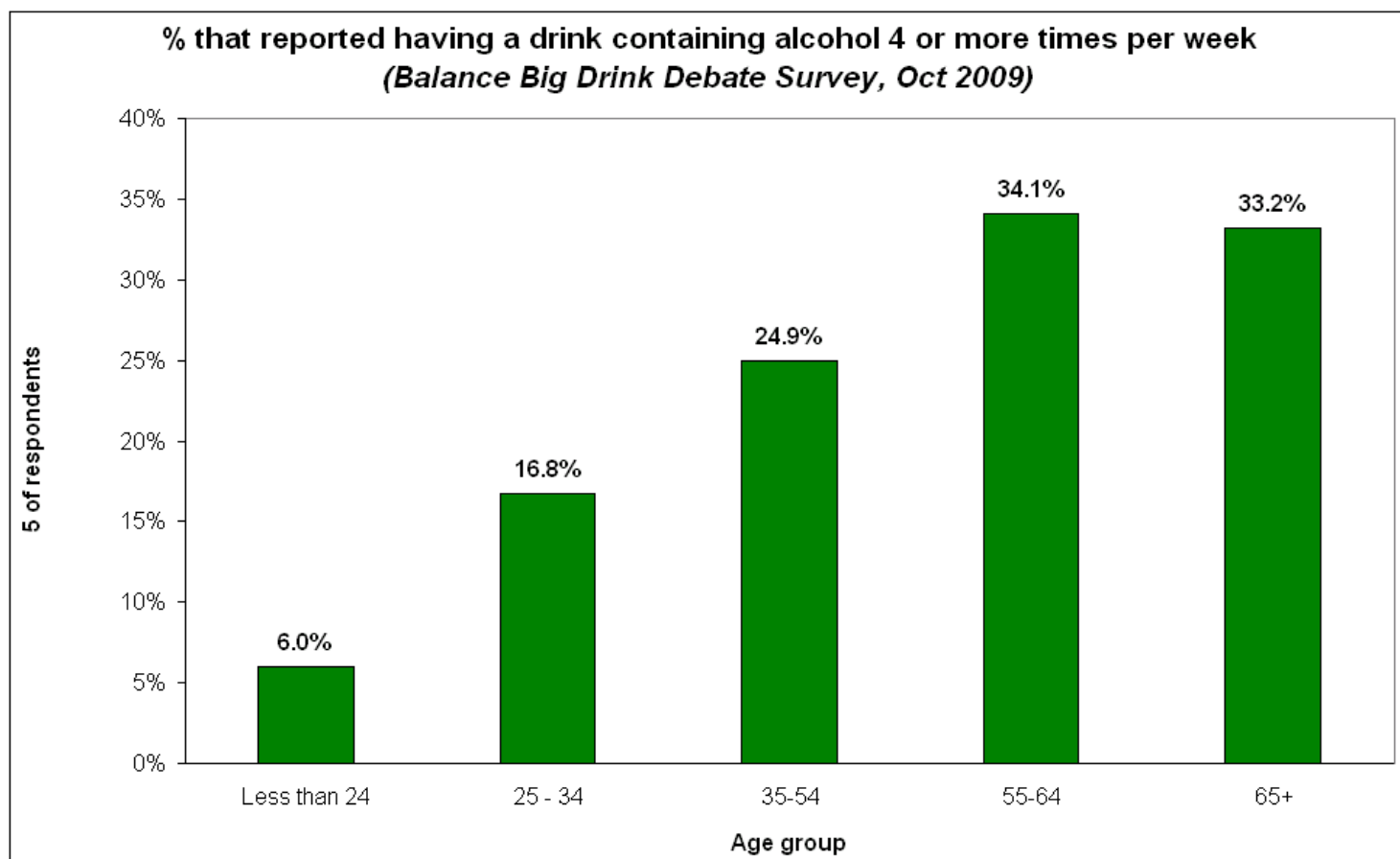
Department of Health Guidelines:

Risk level	Adult men	Adult women
Lower	No more than 3-4 units a day on a regular basis	No more than 2-3 units a day on a regular basis
Increasing	Over 3-4 units a day on a regular basis	Over 2-3 units a day on a regular basis
Higher	More than 50 units per week (or more than 8 units a day) on a regular basis	More than 35 units per week (or more than 6 units a day) on a regular basis

Drinking by adults - by age group

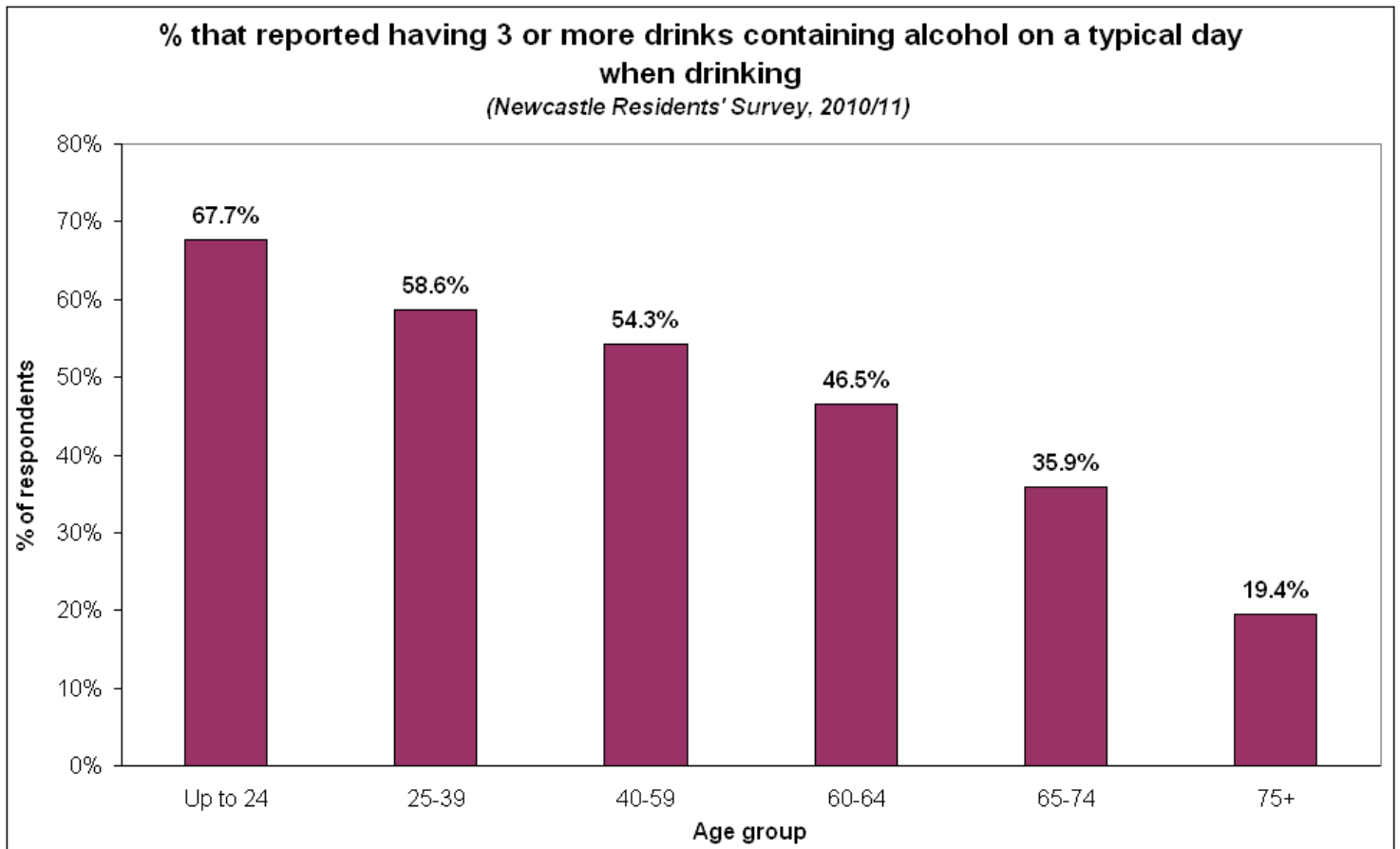


Drinking by adults - by age group



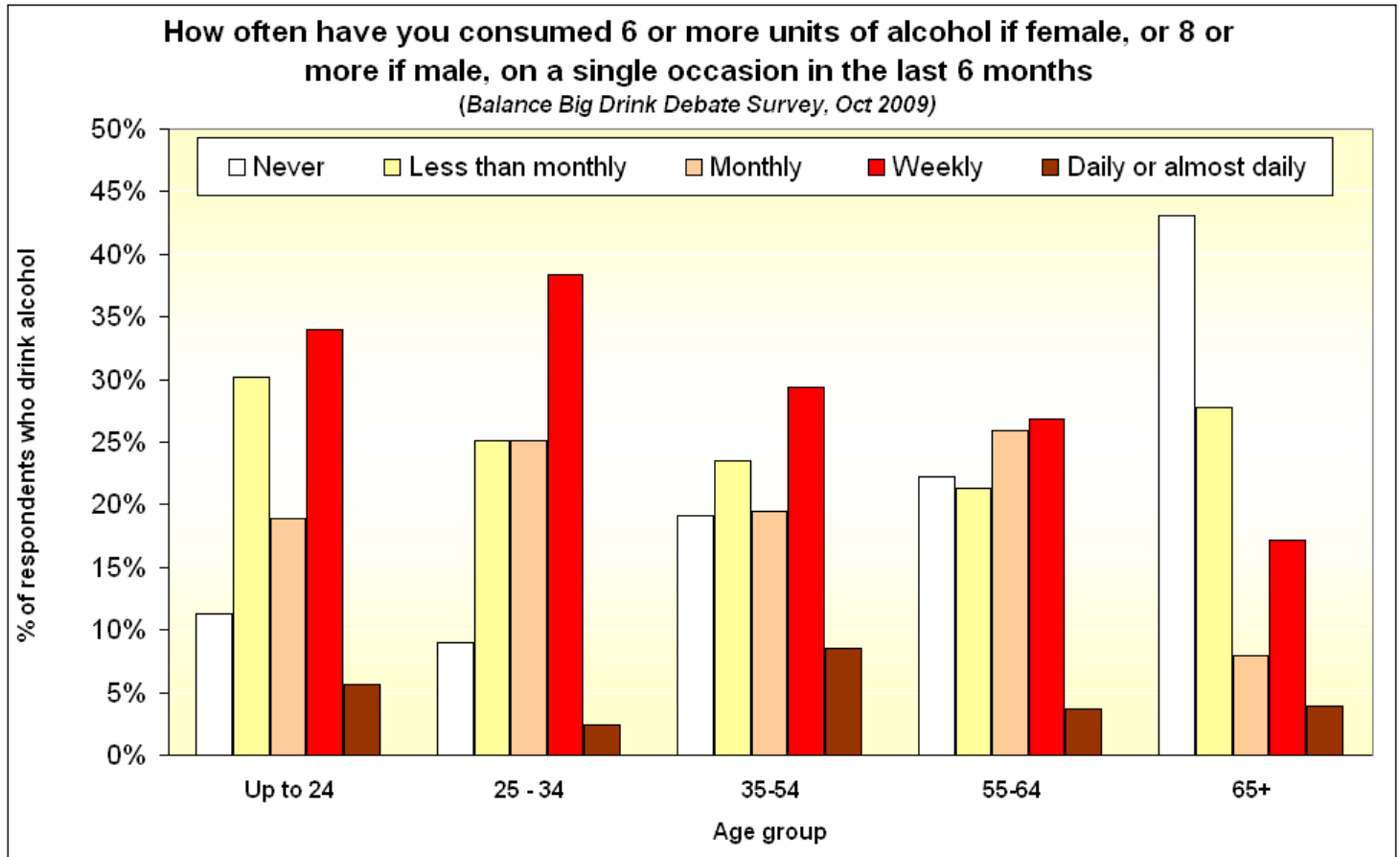
- The pattern we see is one of increasing frequency of drinking with increasing age, tailing off in the 65+ age group.

How much adults drink - by age group

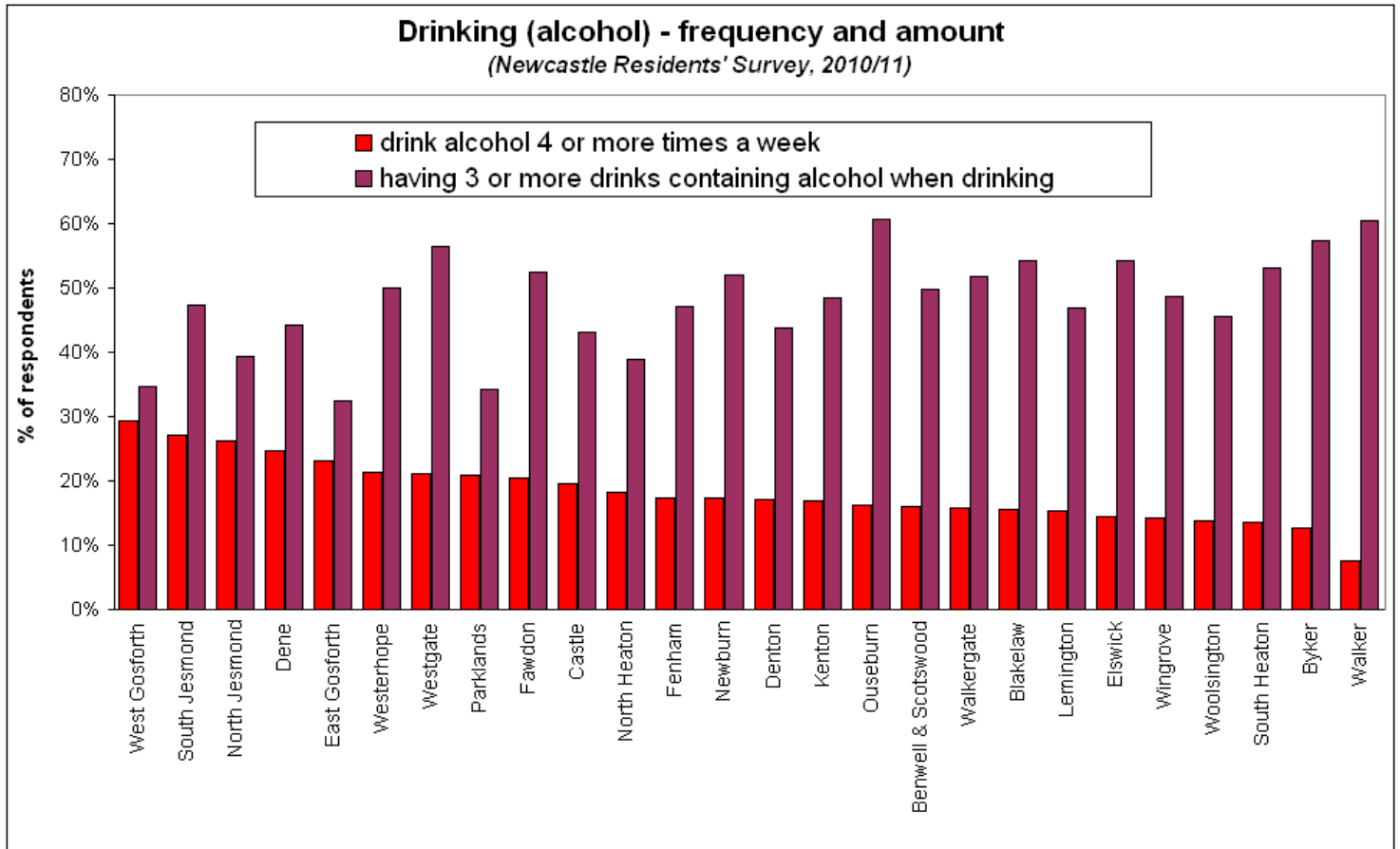


- The pattern suggests that older age groups tend to drink less on each occasion they drink.

How much adults drink - by age group

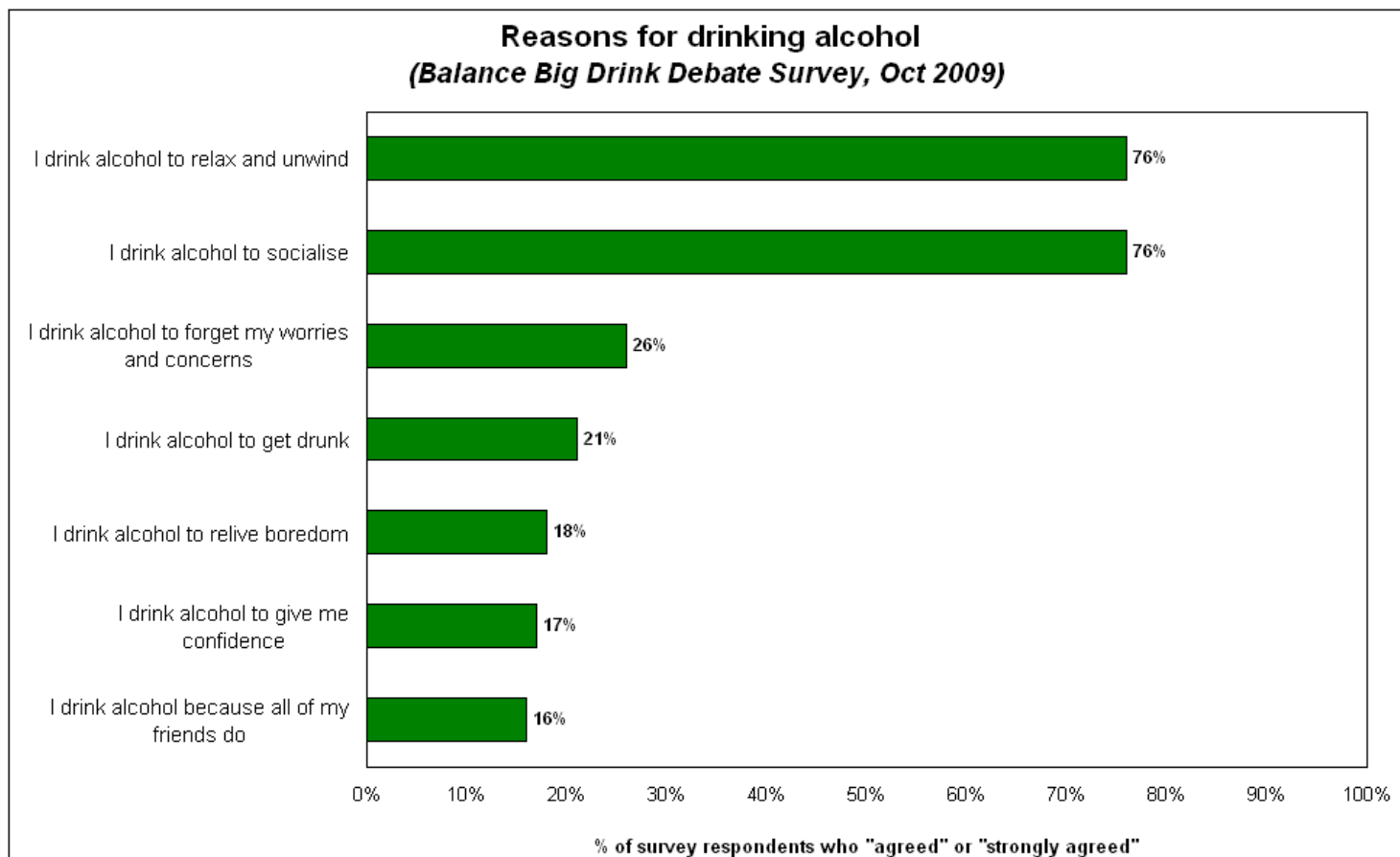


Drinking by adults - by ward



- In more affluent areas people appear to drink more frequently, but the amount drunk on each occasion is less.

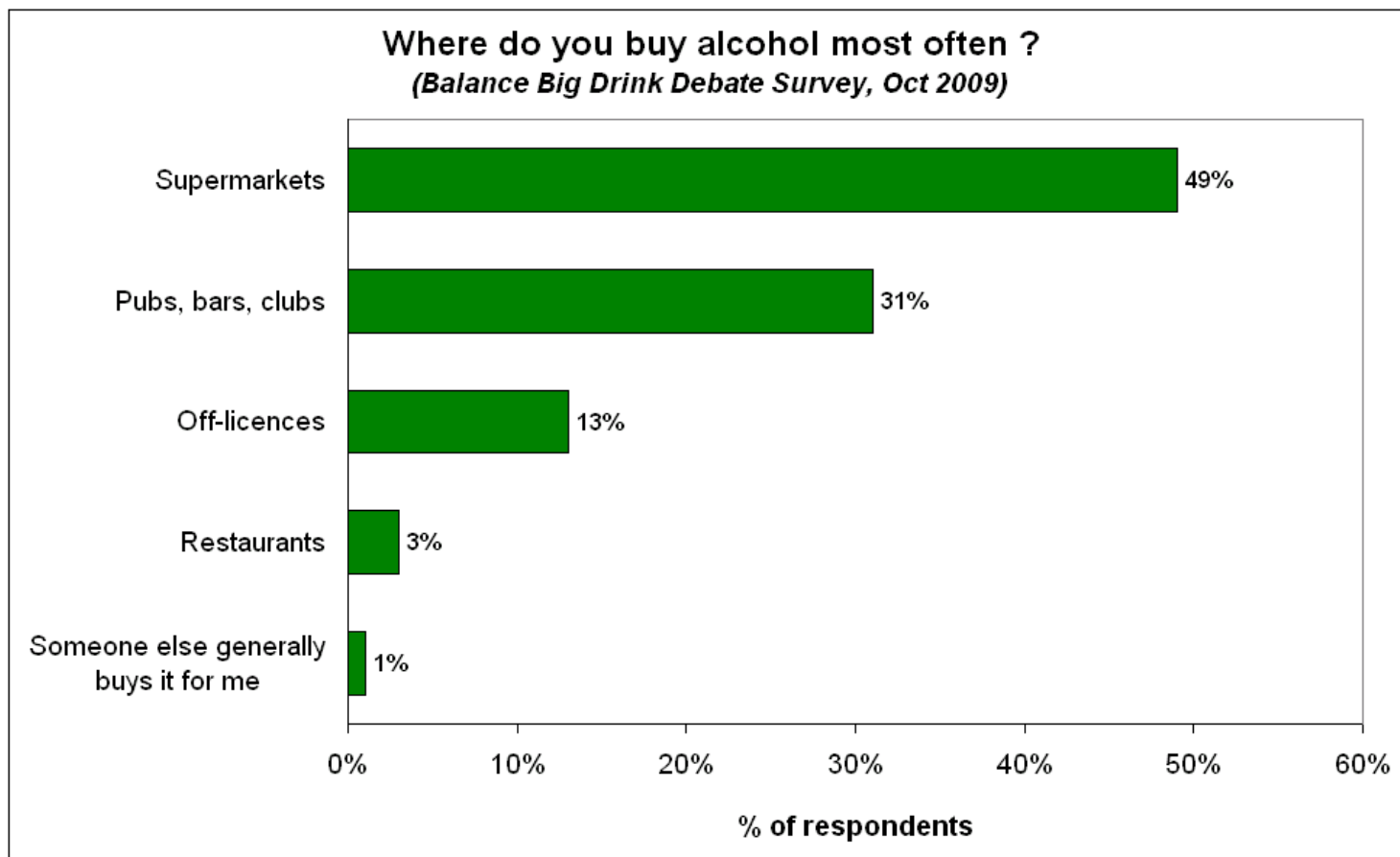
Why adults drink alcohol



In Newcastle, approximately

- 3 in 4 drink alcohol to relax and unwind and to socialise
- 1 in 4 drink to forget worries and concerns
- 1 in 5 drink to get drunk
- 1 in 6 drink to relieve boredom, boost confidence, and because friends do

Where adults get alcohol



Where adults drink alcohol

