

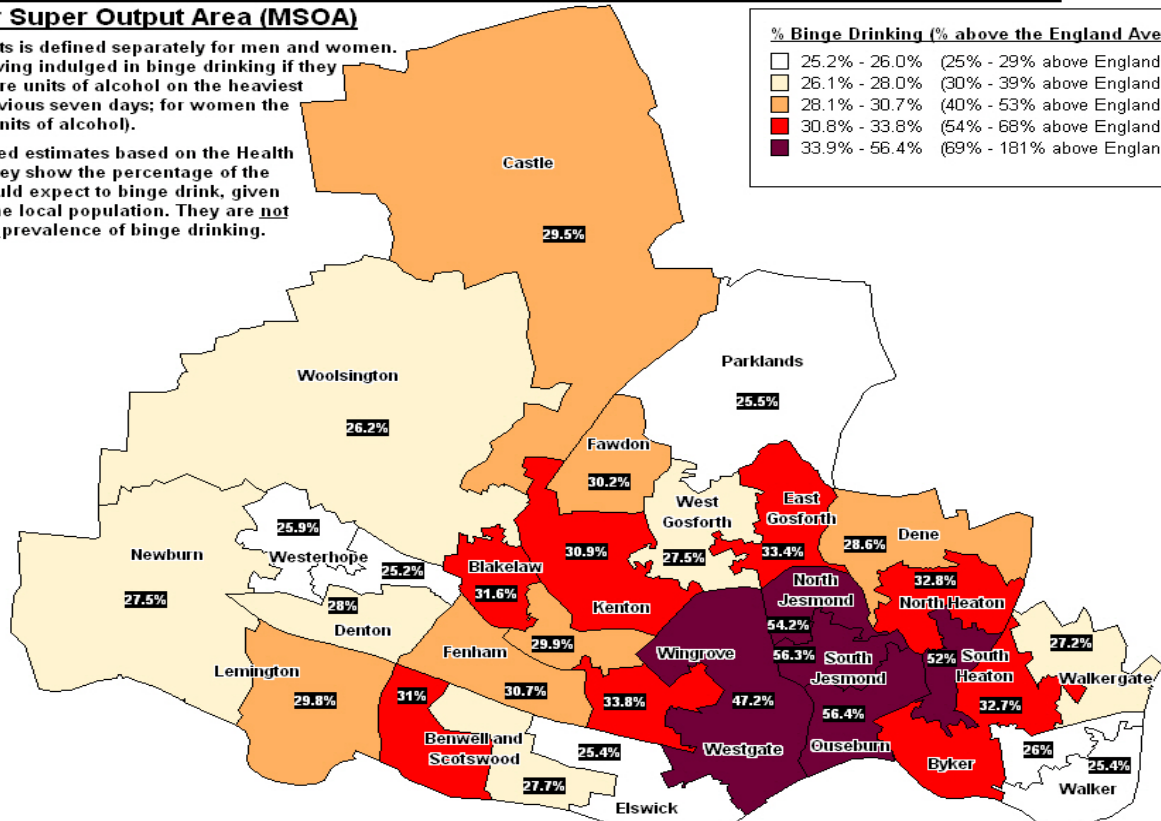
Binge drinking

Expected Prevalence of Binge Drinking Among Adults (16 years and above) in Newcastle, 2006-08 by Middle Layer Super Output Area (MSOA)

(Binge drinking in adults is defined separately for men and women. Men are defined as having indulged in binge drinking if they had consumed 8 or more units of alcohol on the heaviest drinking day in the previous seven days; for women the cut-off was 6 or more units of alcohol).

These data are modelled estimates based on the Health Survey for England. They show the percentage of the population that we would expect to binge drink, given the characteristics of the local population. They are not estimates of the actual prevalence of binge drinking.

% Binge Drinking (% above the England Average)	
25.2% - 26.0%	(25% - 29% above England average)
26.1% - 28.0%	(30% - 39% above England average)
28.1% - 30.7%	(40% - 53% above England average)
30.8% - 33.8%	(54% - 68% above England average)
33.9% - 56.4%	(69% - 181% above England average)

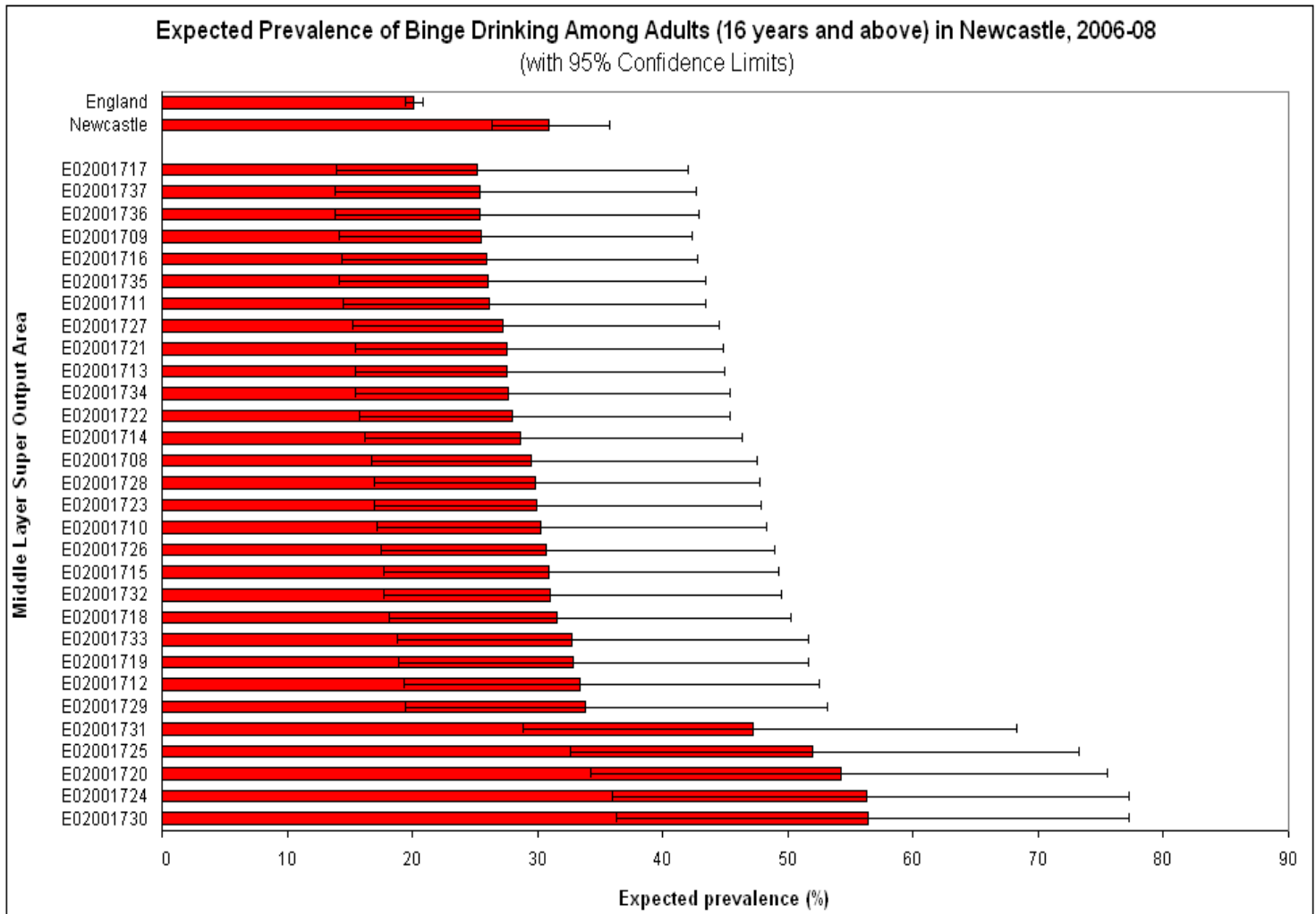


Data Source: Association of Public Health Observatories - Estimates of Adults' Health and Lifestyles.

SOA Boundaries: National Statistics © Crown Copyright 2001. Produced 10/05/2011.

- Given the characteristics of the local population we would expect approximately 30.9% of adults in Newcastle to be binge drinking compared with an estimated 20.1% in England.
- There are some areas of Newcastle where we would expect levels of binge drinking to be significantly higher than the England average. These areas cover all of Ouseburn ward, all of North and South Jesmond wards, most of Westgate ward, and part of South Heaton and Wingrove wards (see confidence intervals on chart below).

Binge drinking



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- “Expected” binge drinking rates do not vary significantly between different parts of the city. However, there are two areas (South Jesmond / Ouseburn) which have expected rates that are statistically significantly higher than the city average.

Target segments

Separate landscape poster

Target segments - continued

Separate landscape poster

Most affected communities

Research shows that within the overall picture certain groups drink at higher levels, these include:

- Victims of domestic violence
- Street drinkers
- Students
- Offenders and ex – offenders
- People who also misuse drugs