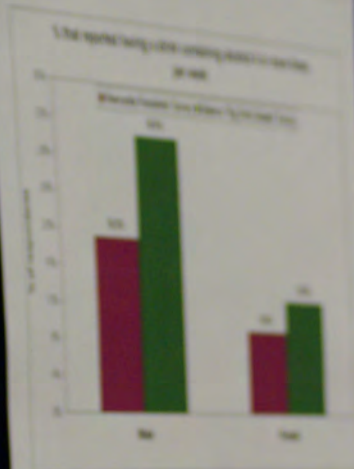


## A note on survey sources

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



## Drinking by adults - by age group



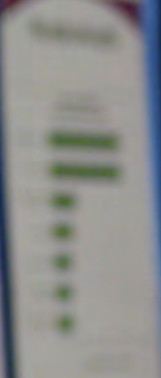
## Drinking by adults - by ethnicity



## Drinking by adults - by ward



## Drinking by adults - by ward



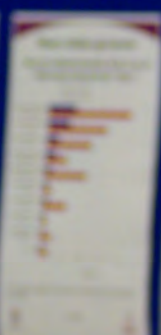
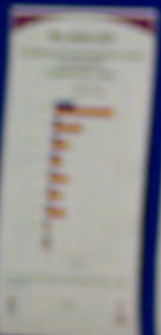




# The harm caused by alcohol

People at increased risk

## Drinking by children and young people



### Consequences of drinking identified by children

These parents reported consequences to their 11 year olds of drinking alcohol

Consequence	Yes	No
Drinking alcohol is bad for you	85%	15%
Drinking alcohol can make you sick	80%	20%
Drinking alcohol can make you feel bad	75%	25%
Drinking alcohol can make you feel embarrassed	70%	30%
Drinking alcohol can make you feel stupid	65%	35%
Drinking alcohol can make you feel like you are a failure	60%	40%
Drinking alcohol can make you feel like you are a loser	55%	45%
Drinking alcohol can make you feel like you are a nobody	50%	50%
Drinking alcohol can make you feel like you are a waste of money	45%	55%
Drinking alcohol can make you feel like you are a disappointment	40%	60%
Drinking alcohol can make you feel like you are a failure	35%	65%
Drinking alcohol can make you feel like you are a waste of money	30%	70%
Drinking alcohol can make you feel like you are a disappointment	25%	75%
Drinking alcohol can make you feel like you are a failure	20%	80%
Drinking alcohol can make you feel like you are a waste of money	15%	85%
Drinking alcohol can make you feel like you are a disappointment	10%	90%
Drinking alcohol can make you feel like you are a failure	5%	95%

### Presentations at accident and emergency (A&E)

Number of presentations to A&E for alcohol-related injuries

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

### Hospital admissions for alcohol-specific conditions - under 18s

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

### Hospital admissions for alcohol-attributable conditions - all ages

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

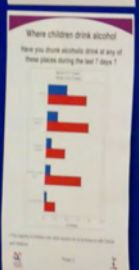
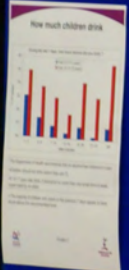
### Hospital admissions for alcohol-specific conditions - under 18s

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

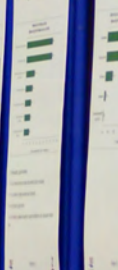
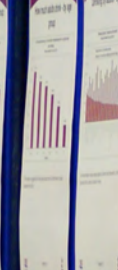
### Hospital admissions for alcohol-attributable conditions - all ages

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

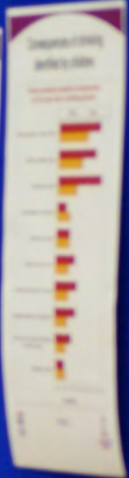
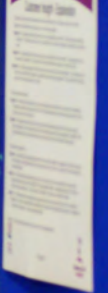
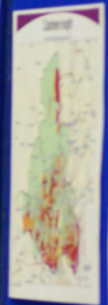
# Drinking by children and young people



# Drinking adults

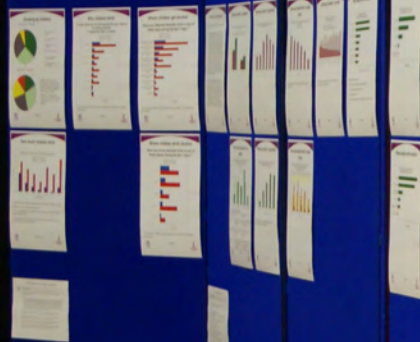


# People at increased risk

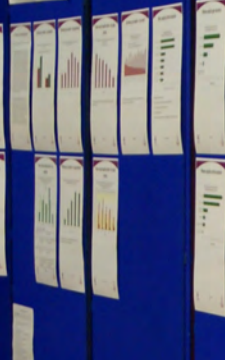




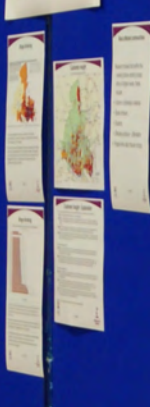
### Drinking by children and young people



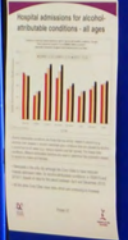
### Young adults



### People at increased risk



### The harm caused by alcohol



Feedback from