

TSNW
TRADING STANDARDS NORTH WEST

Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017

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TSNW would like to thank all of the officers from Trading Standards Services across the region who have helped with the co-ordination of this survey. We would also like to thank all of the schools which have taken part

For further information about this report, please contact Kate Pike (Regional Co-ordinator) by email at kpikew@warrington.gov.uk

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1. Introduction to the study





Background and methodology

- The Young Persons' Alcohol and Tobacco Survey has been conducted in the North West every two years since 2005.
- Fieldwork for the latest survey took place between January and April 2017.
- The survey questionnaire was largely the same as that used in previous surveys to enable tracking of results. Additional questions about e-cigarettes were included this year.
- We encouraged pupils to be open and honest when completing the questionnaires, and assured them that all responses would be treated confidentially.

Questionnaire format



- 20 Trading Standards Services in the North West participated in the 2017 survey. Each assumed responsibility for the distribution of the survey in their own Local Authority area.
- Schools were given the option to administer the survey either online or on paper. The majority of respondents chose the latter option.
- A total of 9173 questionnaires were completed. A breakdown of the sample is included in the Appendix.
- Mustard assumed responsibility for collating and verifying all the data and information provided, and producing a report summarising the key research findings. Separate local authority area reports are also being produced to inform local understanding and initiatives.



2. Current trends

Drinking alcohol seems to be losing appeal among young people.



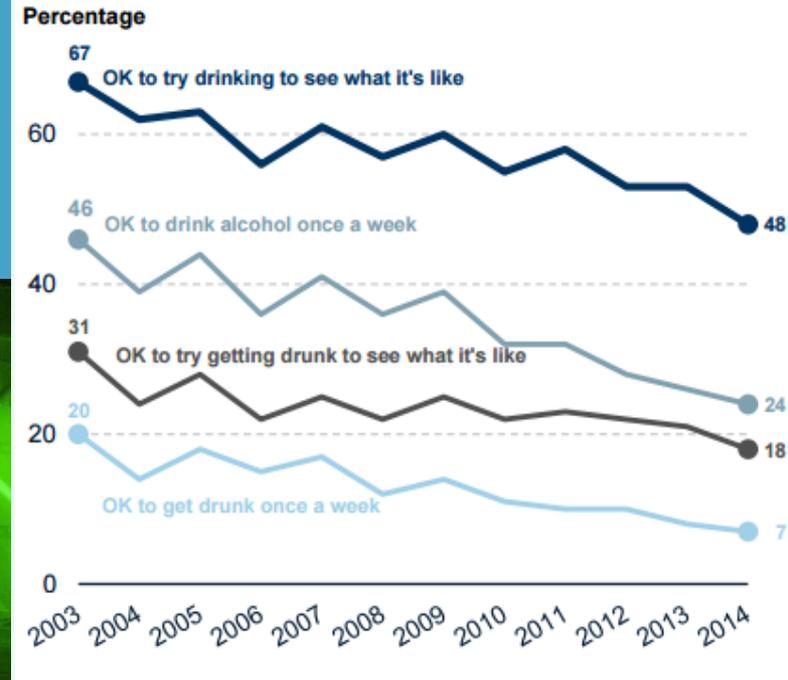
“A number of factors – less disposable income, a reaction to the overindulgence of the previous generation, the prominence of social media – have apparently converged to call time at the bar for Britain's young people.”

Oscar Quine, The Independent, January 2016



“Dips in alcohol consumption traditionally follow recessions.”

Dr James Nicholls, Director of Research and Policy Development, Alcohol Research UK



At a national level, smoking also seems to be falling out of favour amongst the population as a whole. Quit rates have increased and cigarette sales are down.



1 in 6 UK adults
now smoke, the
lowest level
ever seen

*Public Health England
September 2016*

2.5 million people tried to
give up smoking last year. Of those 2.5
million would-be quitters, **one in
five succeeded** – the best-
ever rate. That was up from the 13.6%
success rate seen as recently as 2010.

*Public Health England
September 2016*

The number of
cigarettes sold in
England and Wales
has plunged by
20% in the past
two years

*Nielsen
September 2016*

There is also a downward shift in levels and perceptions of smoking among young people.



Fewer than 5% of children aged eight to 15 in England have smoked, the lowest level on record.

National Centre for Social Research 2016

“The dramatic fall in the number of young smokers follows a cultural shift in the perception of smoking”.

Damien Gayle, The Guardian, December 2016

Young people today are more likely to prioritise their health, fitness and wellness. Of course alcohol and cigarettes are the antithesis of this.



HUFFPOST



THE BLOG 02/09/2015 09:57 am ET | Updated Apr 10, 2015

Younger Consumers Are Trending Toward More Health-Conscious Eating

By Elwood D. Watson

Younger Americans Embrace Healthier Eating Options

Does being younger than 30 translate to a predilection for healthier eating habits? This rhetorical question may very well be true. A recent report conducted by the [Nielsen Global Health and Wellness Survey](#) offered surprising and detailed information about the culinary habits of young people.



A tough job market means young people have other priorities for which they require a clear head!
Also, finances are poor so the rising cost of alcohol and cigarettes is a further deterrent.



Institutions in England
can charge up to
£9,250 per year
for undergraduate
degree programs

Top Universities 2017

There were
826,000 young
people (aged 16 to 24)
in the UK who were not
in education,
employment or training

Office for National
Statistics 2016

the guardian

world sport football opinion culture business lifestyle fashion environment tech travel all sections

economics banking retail markets eurozone

Beer prices rise amid sobering threat of Brexit-related inflation

Heineken and Carlsberg follow makers of Carling and Budweiser in hiking cost of their beers in face of weak pound

INDEPENDENT News InFact Election 2017 Voices Indy/Life Business Sport Tech Culture

News > Business > Business News

Philip Hammond's budget to hit smokers as price of pack of cigarettes will cost at least £8.82

A new minimum excise tax will raise prices of the cheapest cigarettes



3. Alcohol consumption amongst young people in the North West



Key Headlines - Alcohol Consumption



Young people in the North West are drinking less

The percentage who have never drunk alcohol continues to rise, where they are drinking they are consuming less units of alcohol per week, and the percentage claiming to drink alcohol once a week or more continues to fall (although is slightly higher amongst 17 year olds).

The percentage identifying themselves as regular binge drinkers continues to fall

Although we have seen an increase in the level of occasional binge drinking compared to two years ago.

Where young people choose to drink has changed significantly over the last 10 years

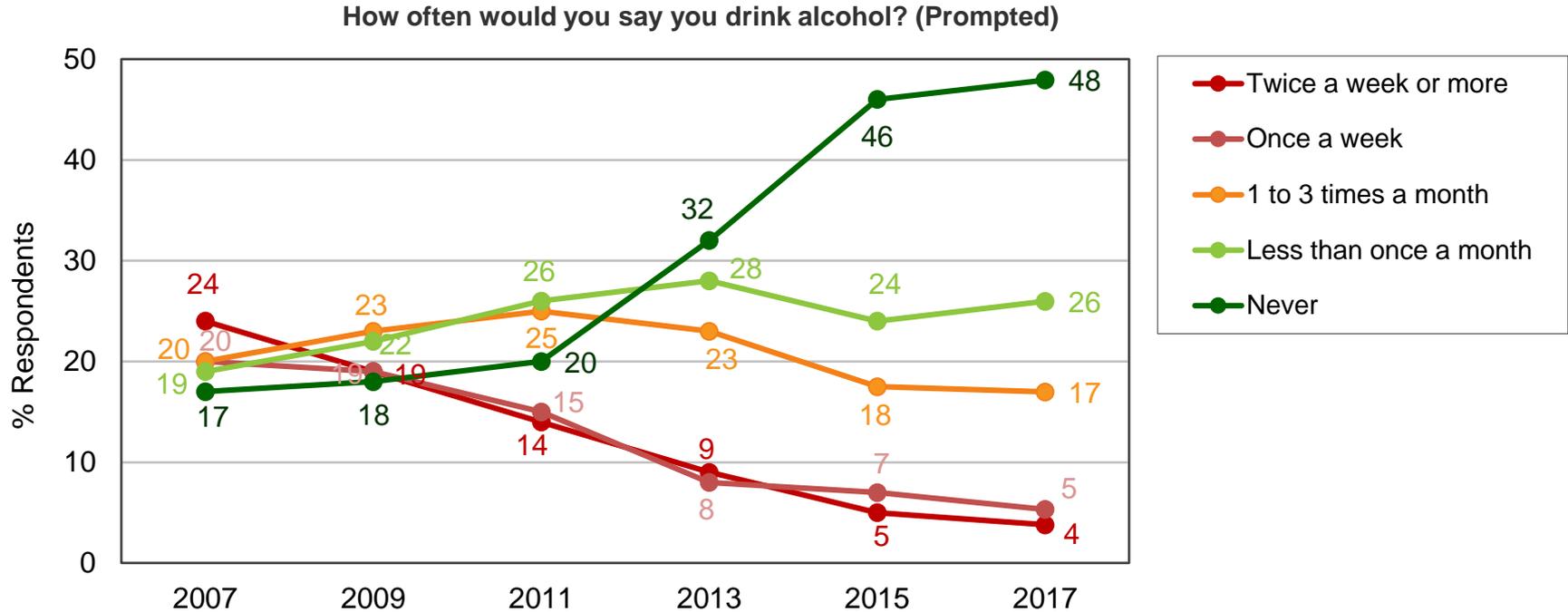
Fewer are drinking in pubs and clubs or outside (although the percentage drinking outside has increased slightly in the last two years), and more are drinking at home or in their friends' homes under parental supervision.



Frequency of alcohol consumption



The percentage of young people in the North West drinking alcohol once a week or more continues to fall.

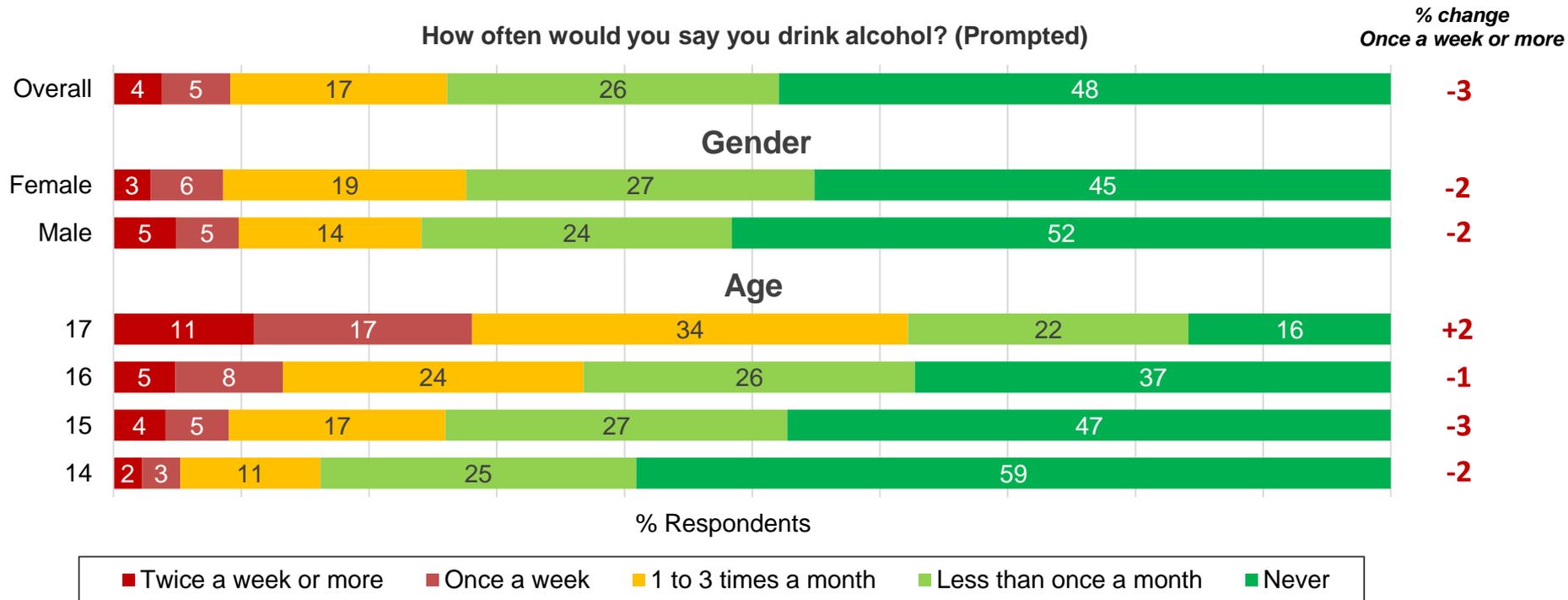


Frequency of alcohol consumption

Analysis by gender and age



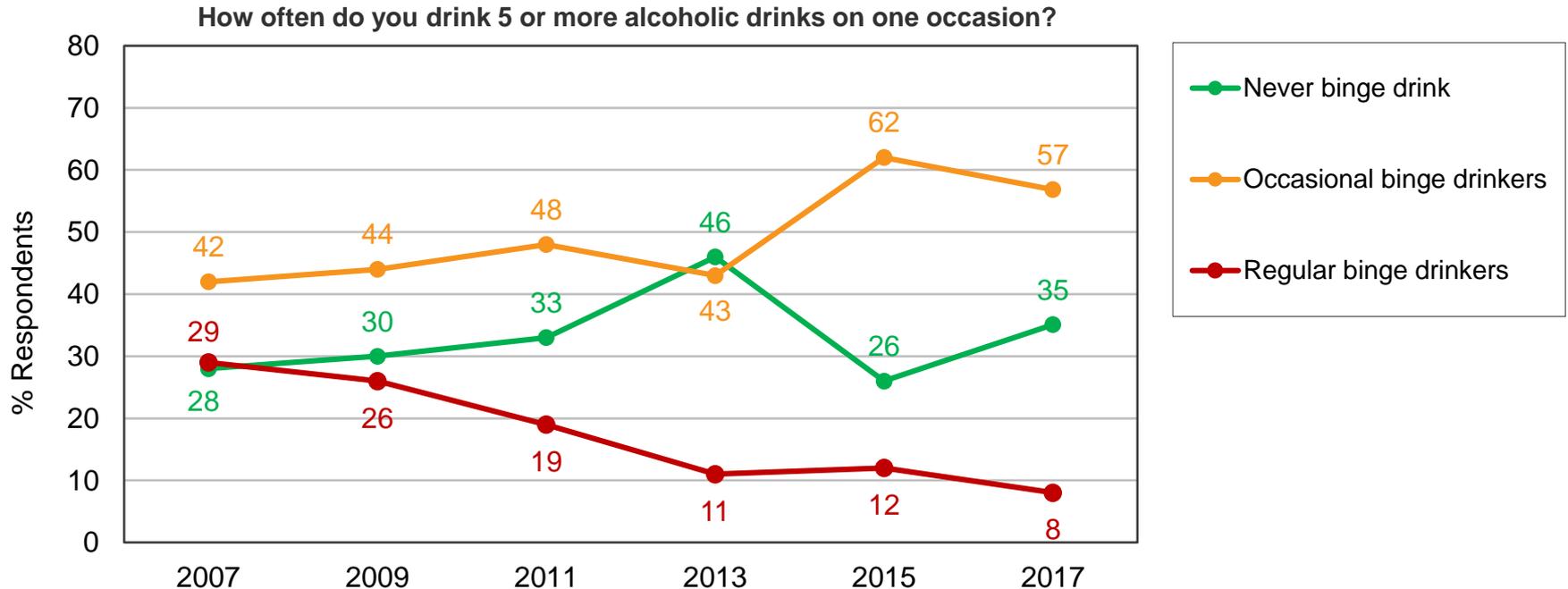
The percentage drinking alcohol once a week or more has only increased amongst 17 year olds.



Frequency of binge drinking



Regular and occasional binge drinking levels have also fallen in the last two years amongst young people in the North West.



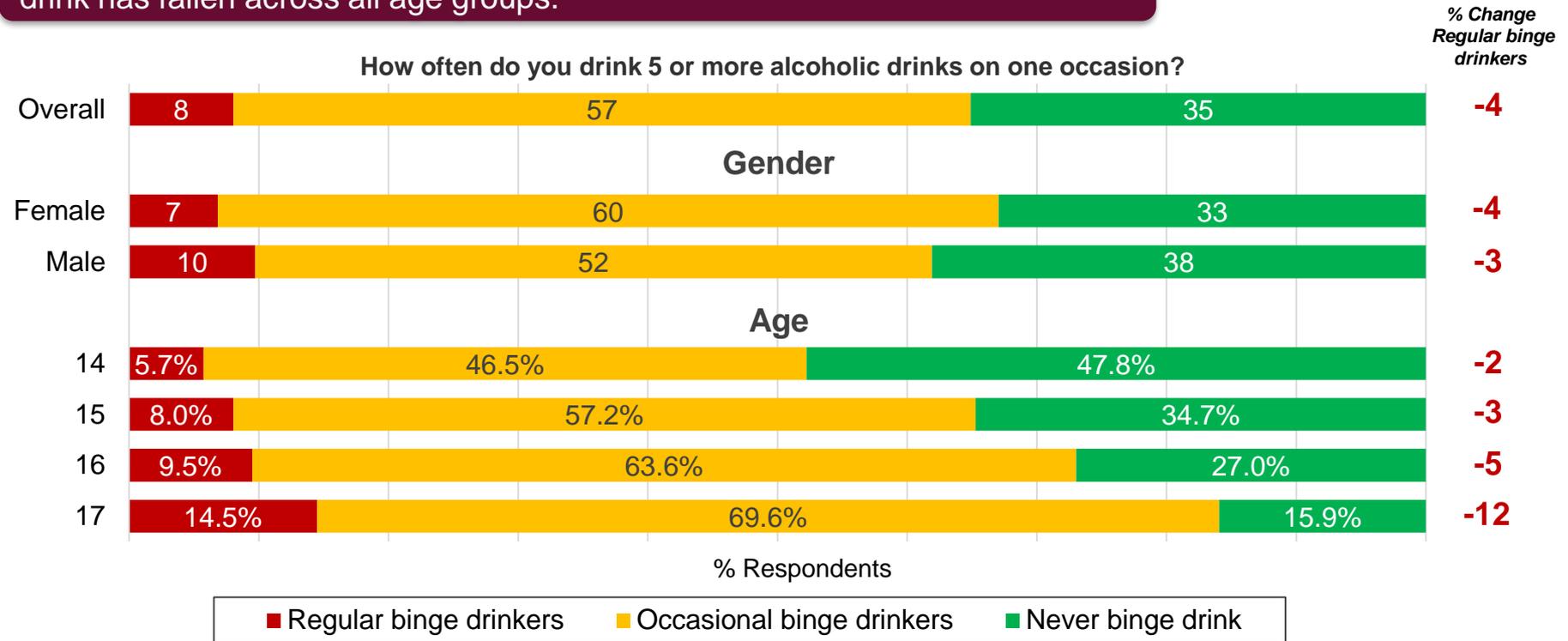
Base: 2007 = 11524; 2009 = 13390; 2011 = 12789 , 2013 = 17933, 2015 = 3813, 2017 = 4751
Question not asked in 2005
Binge drinking defined as having five drinks or more on one occasion



Frequency of binge drinking

Analysis by gender and age

The percentage of young people in the North West claiming to regularly binge drink has fallen across all age groups.

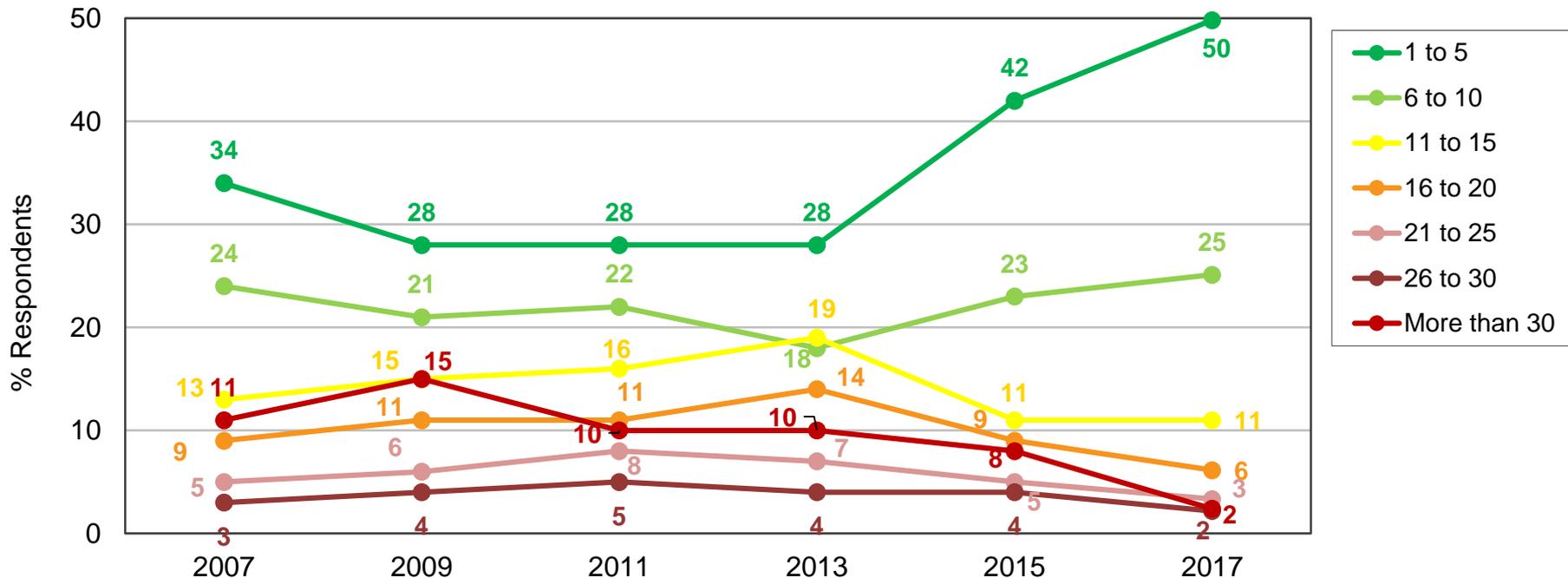


Alcohol consumption levels



Latest figures also indicate that young people in the North West are drinking less alcohol per week compared to previous years.

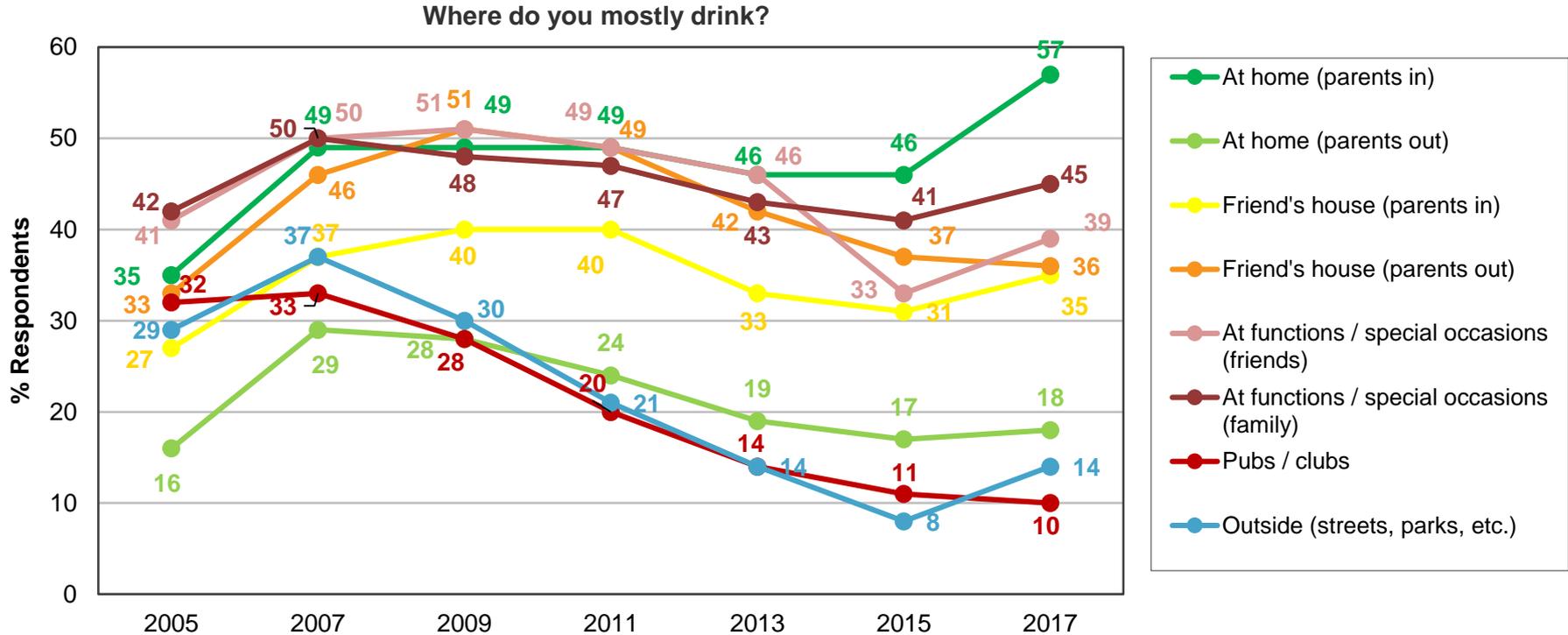
In a typical week, how many units of alcohol do you drink?



Where young people drink alcohol



There appears to be a continuing fall in young people drinking in pubs and clubs, instead choosing to drink supervised at home or their friends' houses.



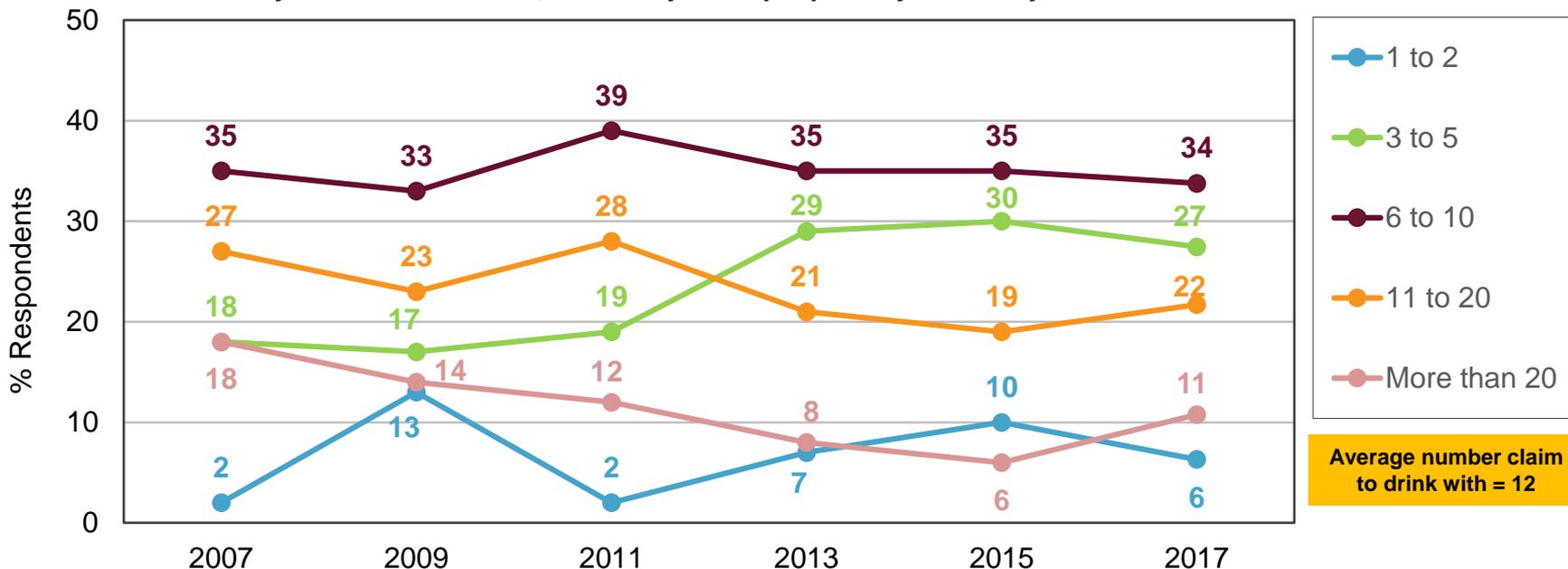
Base: 2005 = 10691; 2007 = 9584; 2009 = 11041; 2011 = 10254; 2013 = 12300; 2015 = 3808; 2017 = 4727
 Balance: Never drink alcohol or not stated. Multiple responses allowed

Drinking in groups



Where young people are drinking alcohol outside, latest results suggest that slightly more are doing so in larger groups compared with two years ago.

If you do drink outside, how many other people do you usually drink with?





4. Purchasing alcohol



Key Headlines – Purchasing Alcohol



Young people mainly getting alcohol from family

This fits with young people increasingly drinking at home or in their friends' homes

Overall no change in percentage of young people buying alcohol themselves

However figures are up slightly amongst 14-16 year olds, and they are buying mostly from off licences and shops. Very low percentage claiming to buy alcohol online.

Significant fall in percentage of young people claiming that they are asked for ID when buying alcohol themselves

Appears to be consistent across all regions

1 in 7 claimed to have used someone else's ID to buy alcohol

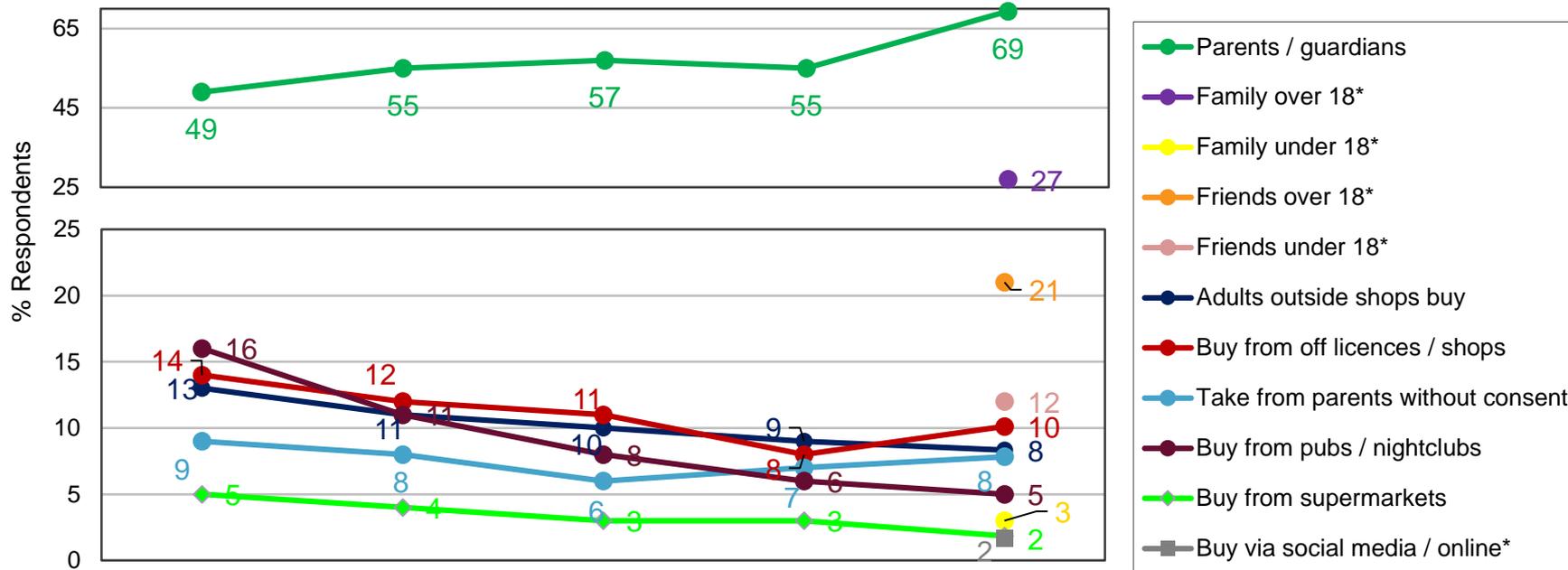
Increases to over a third amongst 17 year olds

Where young people get their alcohol



Mostly getting alcohol from family. Less so from adults outside shops, pubs / nightclubs and supermarkets. Slight increase in percentage claiming to buy themselves from off licences and shops.

Where do you get your alcohol from?



Base: 2007 = 9410; 2009 = 10802; 2011 = 10004; 2013 = 11839; 2015 = 3780, 2017 = 4508

Multiple responses allowed

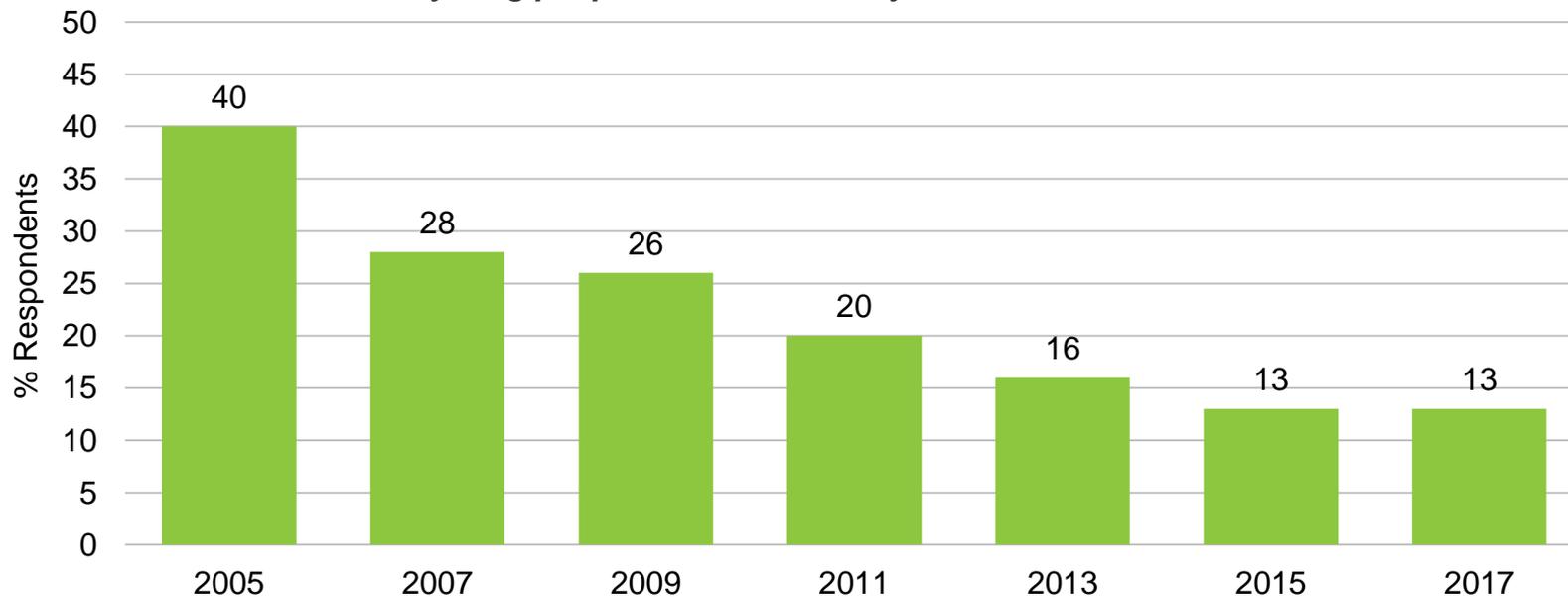
* New codes added in 2017

Where young people get their alcohol



The percentage of young people in the North West claiming to purchase alcohol themselves is unchanged, and they are most often buying from off licences and shops.

Where do you get your alcohol from? (Prompted)
% young people who claim to buy alcohol themselves



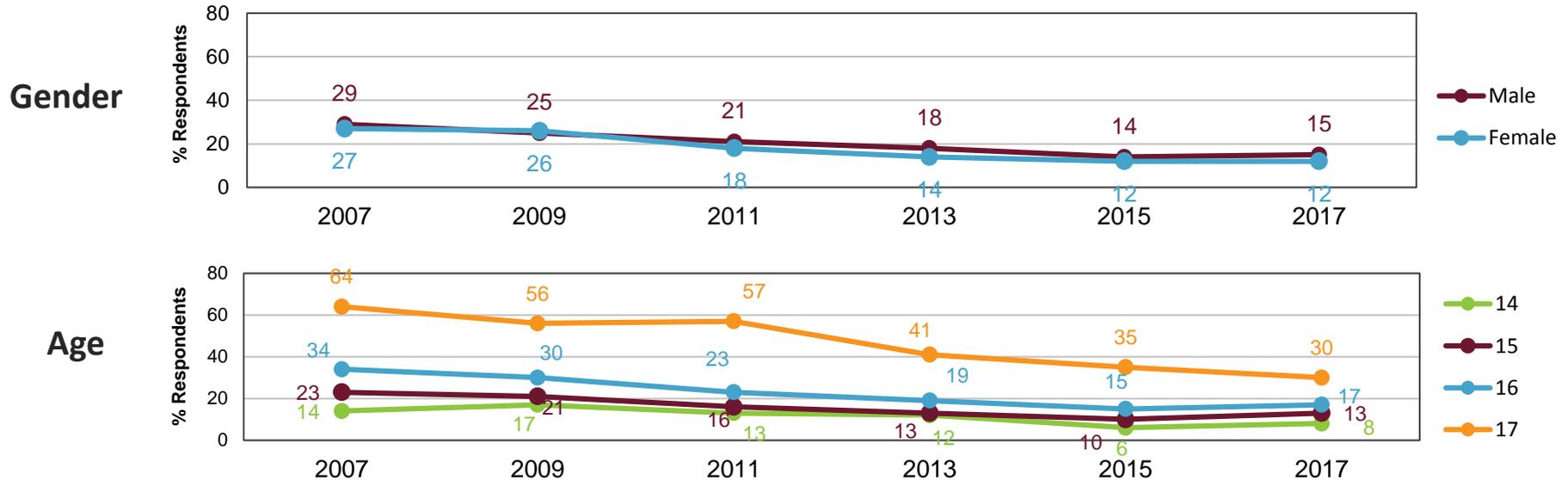
Where young people get their alcohol

Analysis by gender and age



Analysis by age, however, indicates that a slightly higher percentage of 14-16 year olds are buying alcohol themselves compared with two years ago.

Where do you get your alcohol from? (Prompted)
% young people who claim to buy alcohol themselves



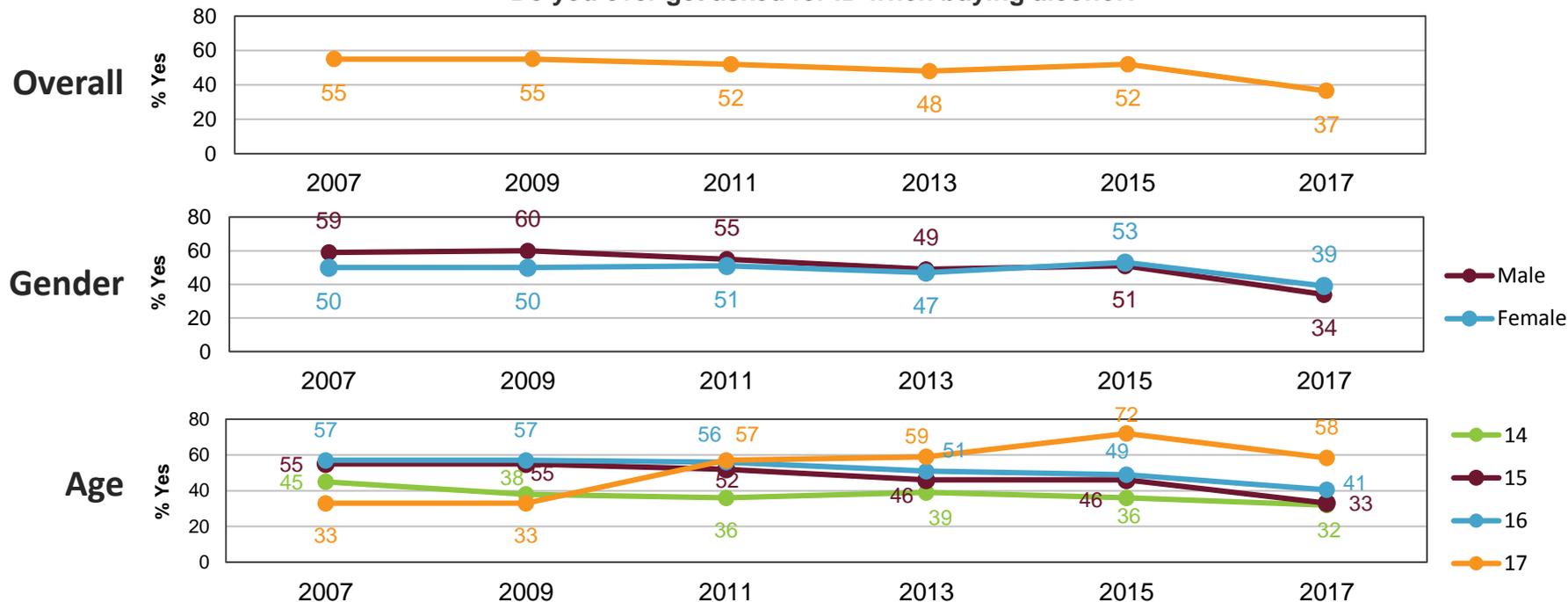
Being asked for ID when buying alcohol

Analysis by gender and age



There appears to have been a significant fall in the percentage of young people in the North West being asked for ID when buying alcohol.

Do you ever get asked for ID when buying alcohol?

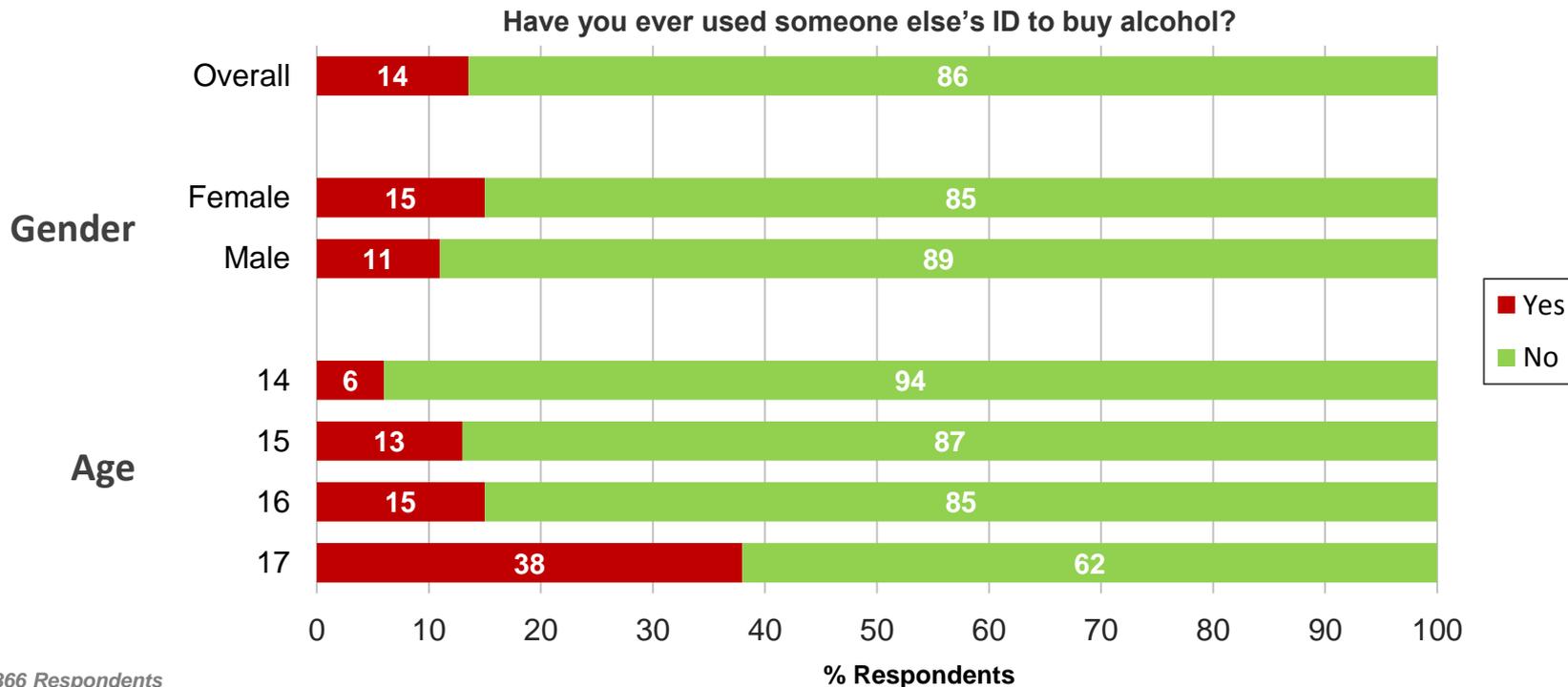


Using someone else's ID to buy alcohol

Analysis by gender and age



Where they have bought alcohol themselves, 1 in 7 young people claim to have used someone else's ID. Increases significantly amongst 17 year olds.



Base: 1366 Respondents
All young people who claim to have bought alcohol themselves at some point



5. Alcohol attitudes, behaviour and understanding



Key Headlines – Attitudes, Behaviour and Understanding



Young people appear to becoming more sensible towards alcohol

Big falls in the percentage who think that getting drunk is normal and fun, although attitudes towards drinking do change significantly amongst 17 year olds

Clear differences in behaviour by age and gender

Young girls are more conscious of the need to drink in groups and more concerned about their drinks being spiked. The most significant shifts in behaviour amongst young people appear to occur between the ages of 16 and 17.

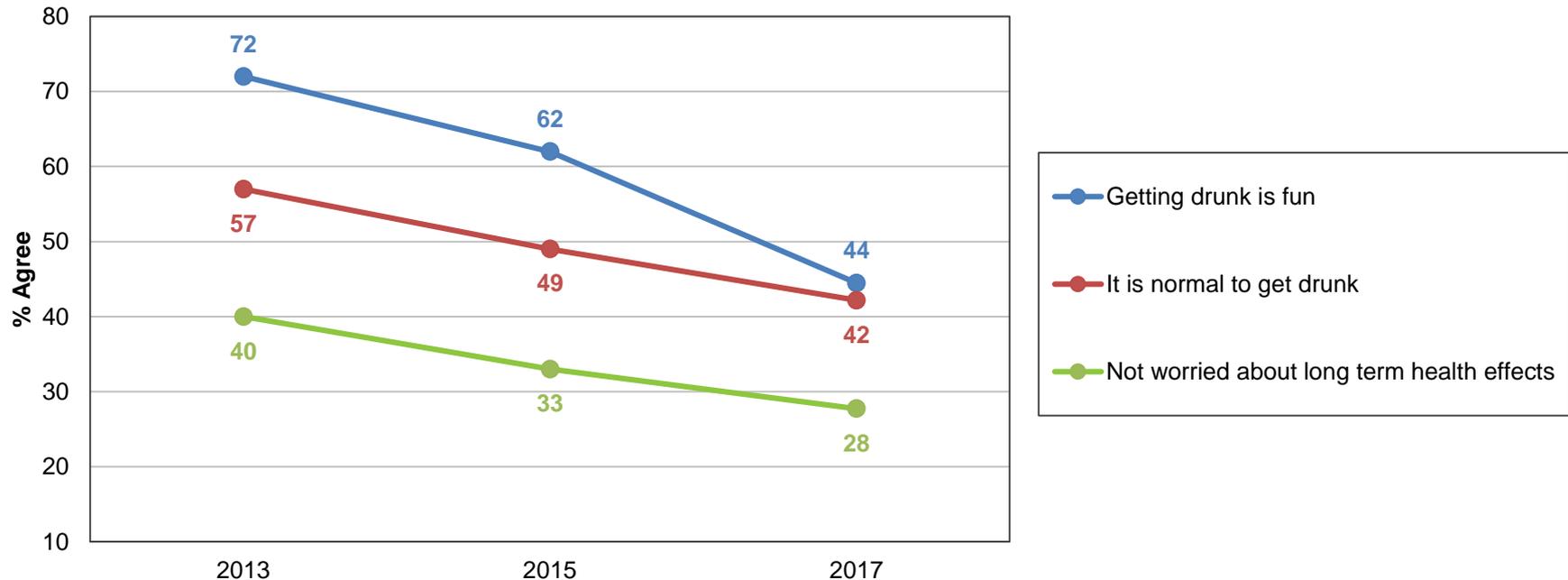
Young people's understanding of legislation has fallen

Lower percentages were able to correctly answer questions regarding whether it was a criminal offence to drink and buy alcohol

Attitudes to drinking alcohol



Results over time highlight a positive shift change in attitudes towards drinking alcohol amongst young people in the North West



Attitudes to drinking alcohol

Analysis by gender and age



Attitudes towards drinking alcohol clearly change as young people get older.

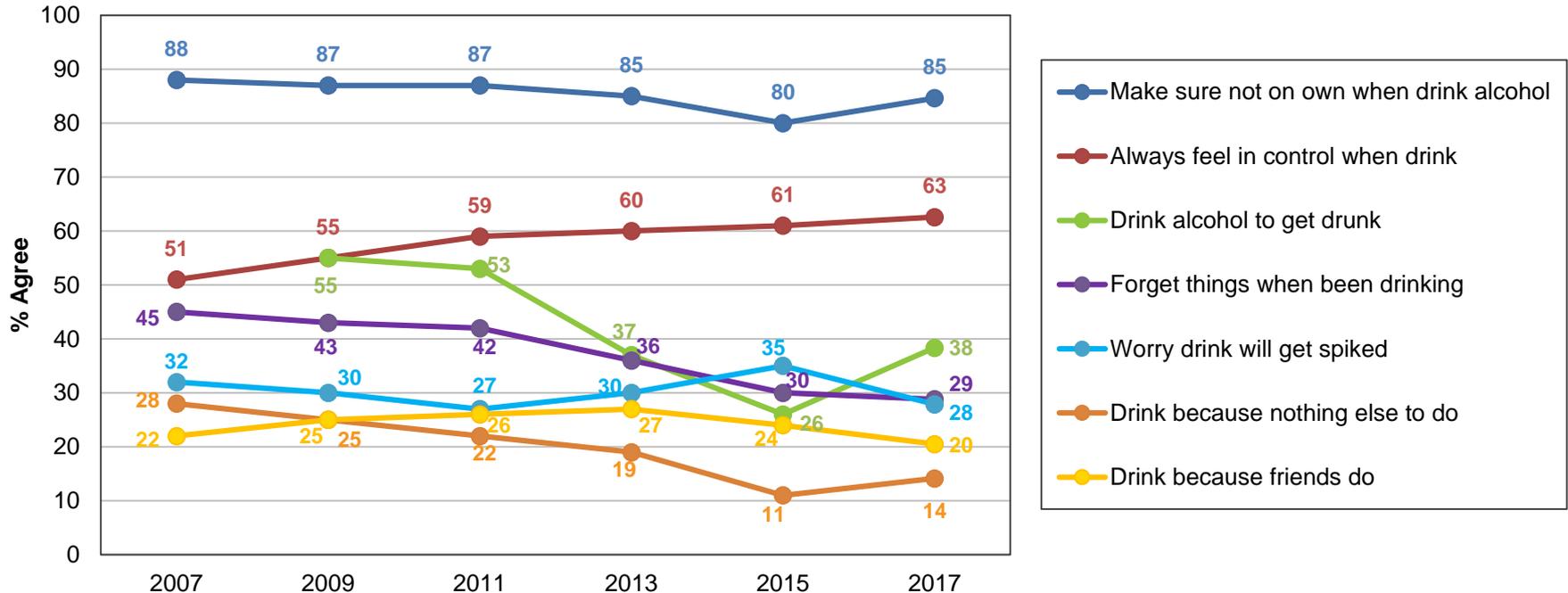
Please indicate whether you agree or disagree with the following statements (% agree)

	Male	Female	14	15	16	17
Getting drunk is fun	41%	47%	33%	46%	53%	71%
It is normal to get drunk	38%	45%	34%	43%	50%	63%
I am not really worried about the long-term health effects of drinking alcohol	29%	27%	23%	28%	32%	48%

Behaviour when drinking alcohol



There is a significant increase in those claiming to drink just to get drunk compared to two years ago.



Average Base: 2007 = 9268; 2009 = 10630; 2011 = 9902; 2013 = 11820; 2015 = 3766, 2017 = 4455
*Not asked in 2007. Only asked to those who indicated that they drink alcohol.

Behaviour when drinking alcohol

Analysis by gender and age (1)



Clear differences in behaviour identified by age and gender.

Please indicate whether you agree or disagree with the following statements (% agree)

	Male	Female	14	15	16	17
I make sure I am not on my own when out drinking alcohol	77%	90%	84%	84%	87%	91%
I always feel in control when I drink	64%	62%	61%	63%	65%	52%
I mainly drink alcohol to get drunk	34%	41%	31%	37%	45%	49%
I forget things when I have been drinking	25%	31%	24%	29%	31%	45%
I worry that my drink may get spiked	18%	35%	24%	28%	29%	43%
I drink alcohol because there is nothing else to do	14%	14%	14%	14%	14%	15%
I drink alcohol because my friends do	20%	21%	18%	21%	22%	28%

Average base = 4455 Respondents
Only asked to those who indicated that they drink alcohol.

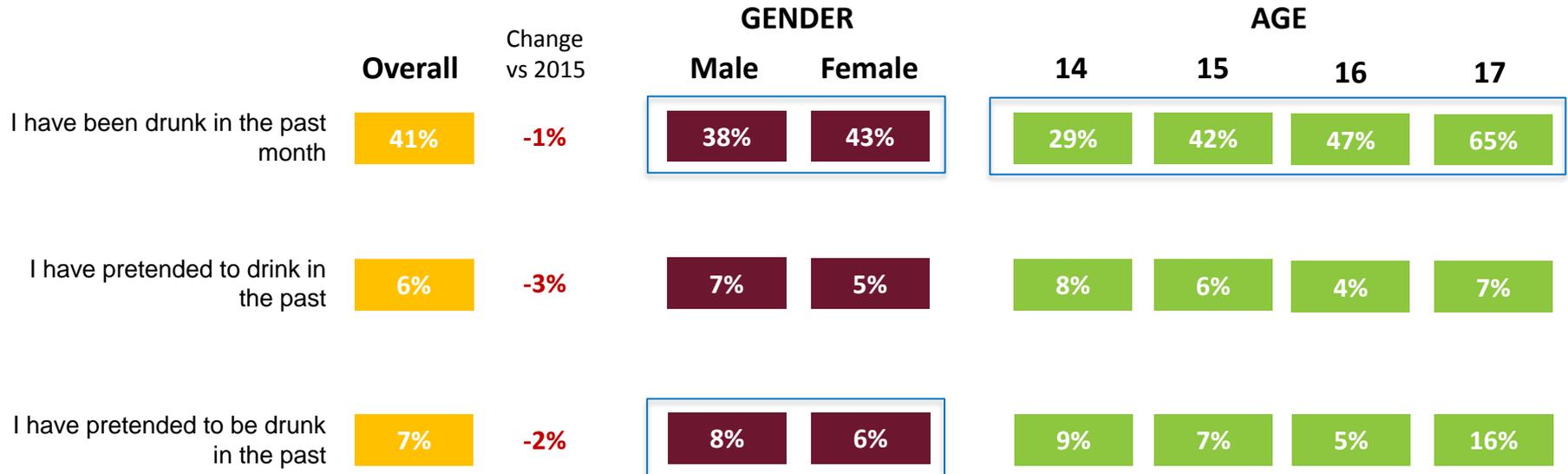
Behaviour when drinking alcohol

Analysis by gender and age (2)



Girls more likely to have been drunk than boys, whereas boys more likely to have pretended to be drunk.

Please indicate whether you agree or disagree with the following statements (% agree)



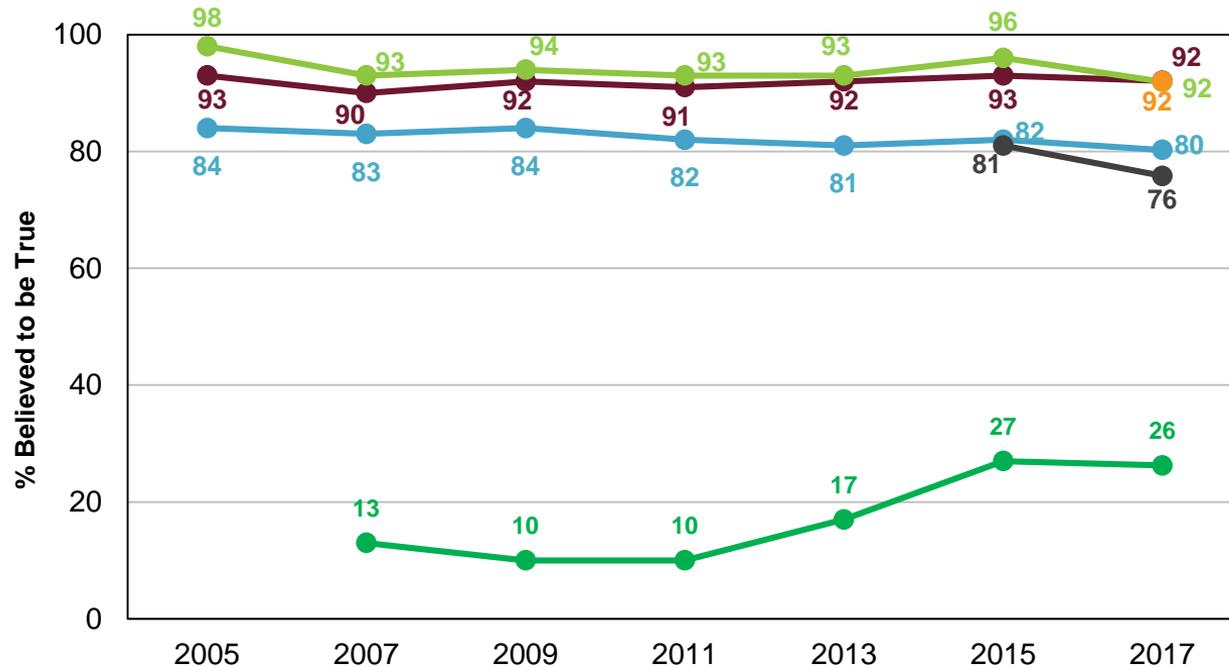
Average base: 2015 = 3765; 2017 = 4433

New question on 2015. Only asked to those who indicated that they drink alcohol.

Understanding of legislation



Young people's understanding of the legislation regarding them buying and drinking alcohol appears to have fallen in the last two years.



"It is a criminal offence..."





6. Smoking behaviour



Key headlines – Smoking behaviour



Fewer young people in the North West are smoking

Three quarters have never smoked, and the percentage claiming to smoke has more than halved in the last 10 years.

Fewer are starting to smoke at a young age

The percentage stating that they first tried or started smoking at 13 or under continues to fall.

They mostly get cigarettes from their friends or try to buy themselves

Where they buy themselves it tends to be from local off licences and shops, or they get adults to buy them.

Where buying illicit cigarettes, the majority are getting them from local shops

More so than any other channel.





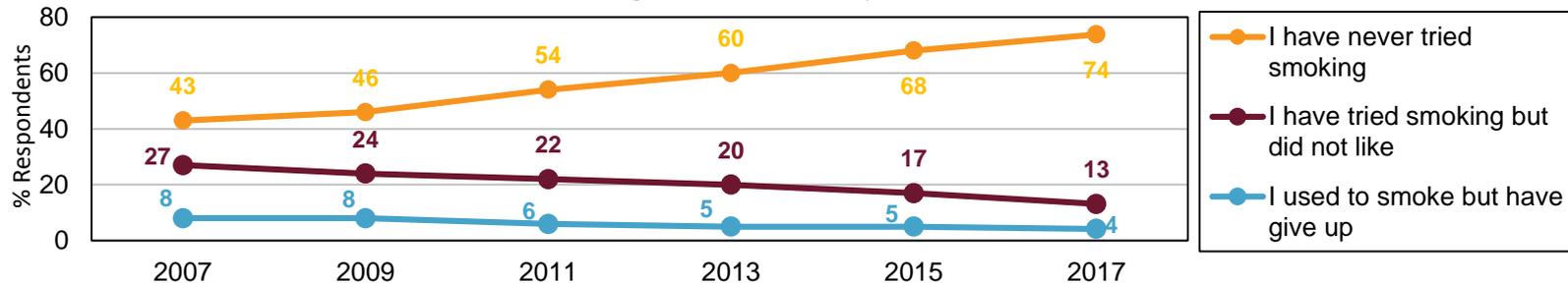
Smoking Behaviour

The percentage of young people claiming to smoke in the North West continues to fall.

35%

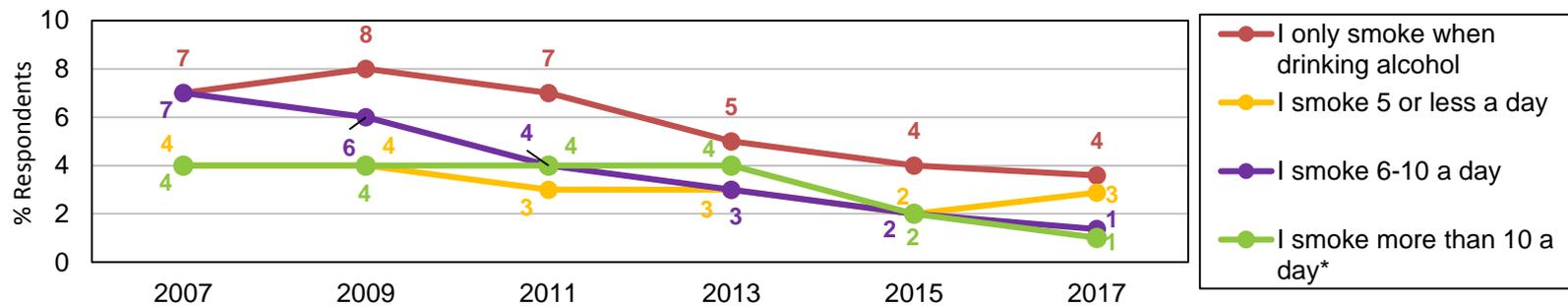
of all respondents stated that their parents/guardians smoke

Which of the following best describes you?



NON-SMOKERS

2007: 78%
 2009: 78%
 2011: 82%
 2013: 85%
 2015: 90%
 2017: 91%



SMOKERS:

2007: 22%
 2009: 22%
 2011: 18%
 2013: 15%
 2015: 10%
 2017: 9%

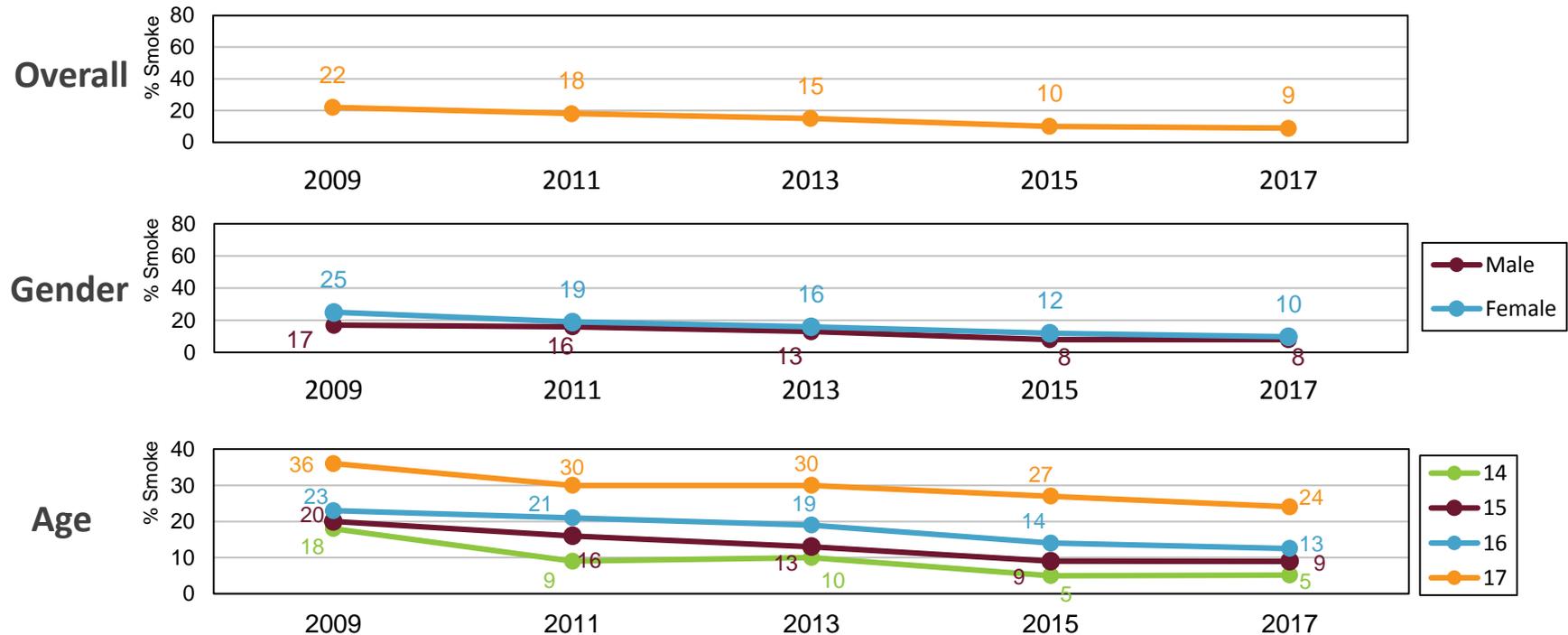
Base: 2007 = 11299; 2009 = 13038; 2011 = 12388; 2013 = 17793; 2015 = 7093, 2017 = 8886
 Not asked in 2005

Smoking behaviour

Analysis by gender and age



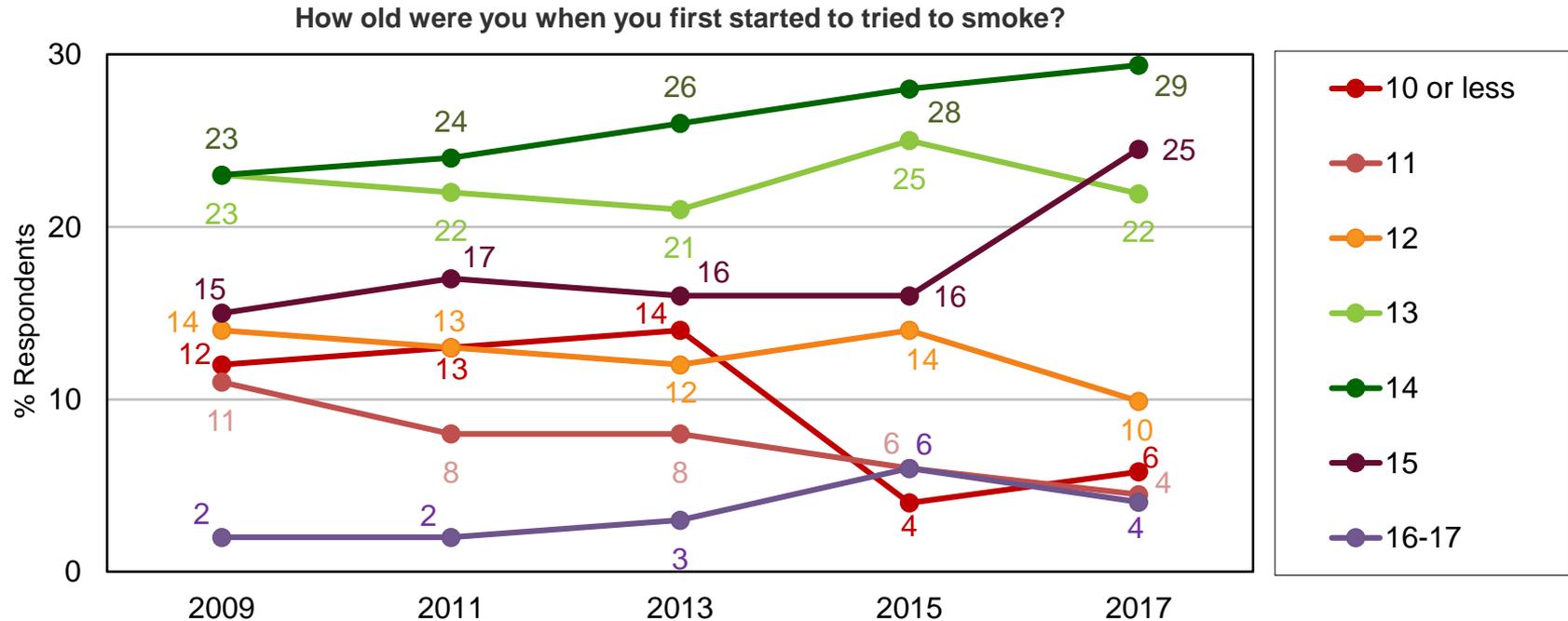
The downward trend in smoking is driven by females and older age groups (15+).



Starting to smoke



The percentage starting to smoke at an early age (i.e. 13 or less) continues to fall.

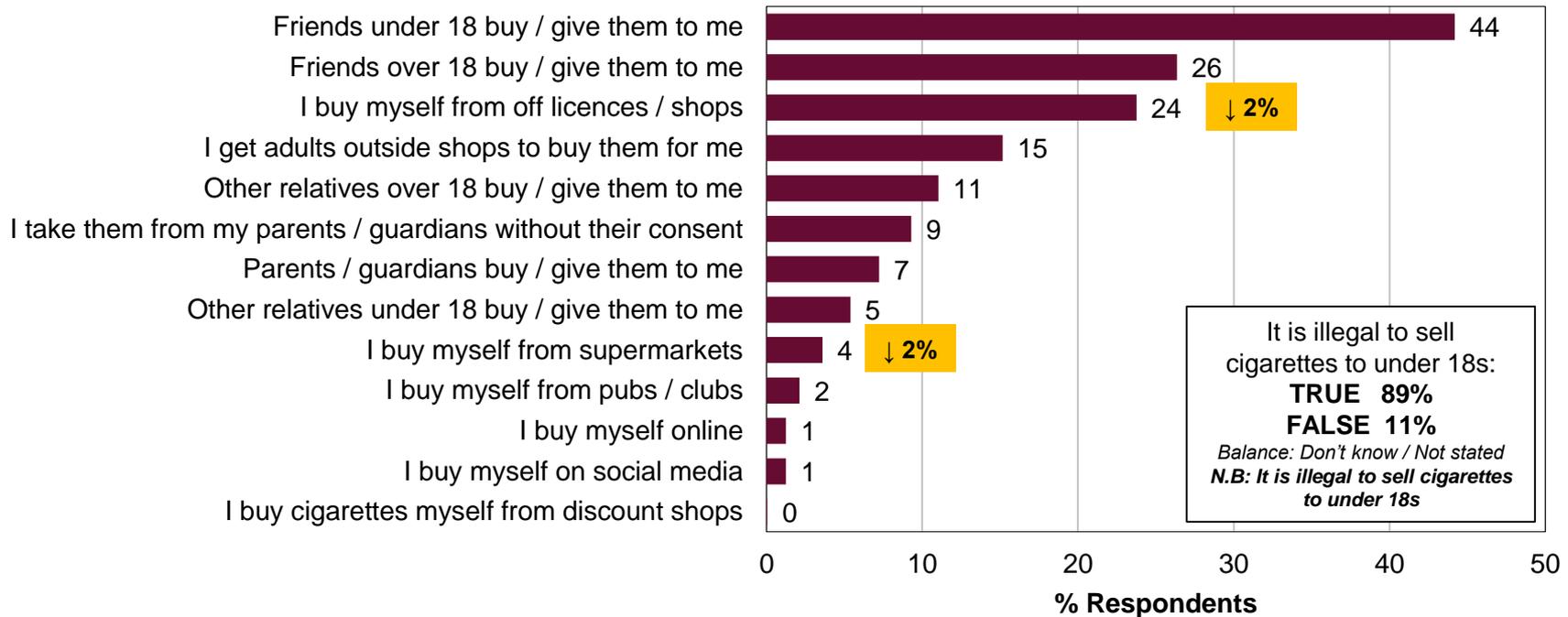


Buying cigarettes



Young people mostly get their cigarettes from friends or buy them in shops and off licences.

Where do/did you get your cigarettes from?

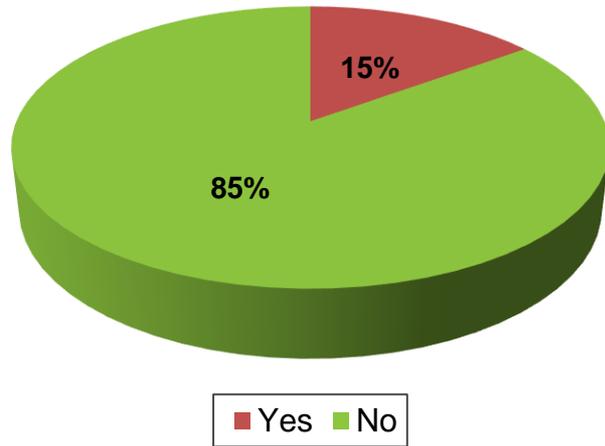


Illicit Cigarettes



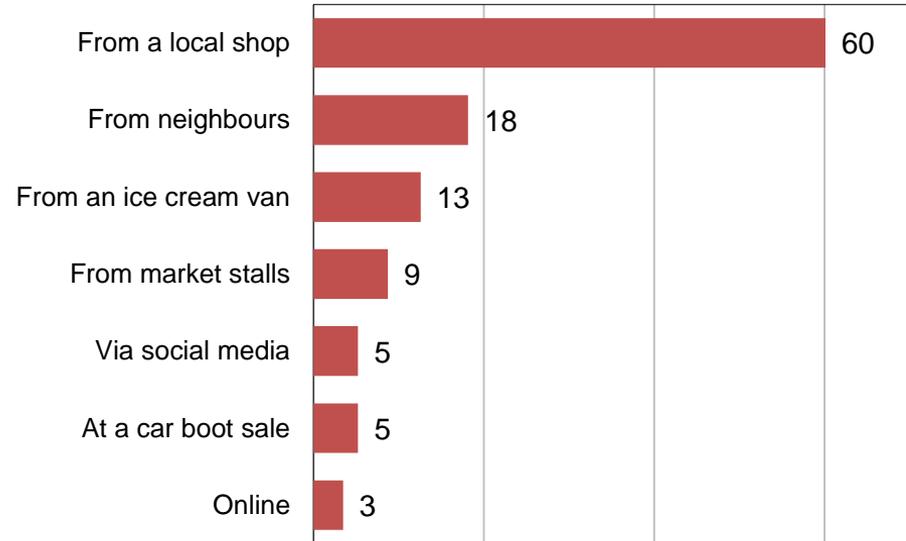
Young people identified local shops as the main source of illicit cigarettes.

In the last 12 months have you bought any illegal cigarettes? (Illegal cigarettes are normally cheaper than usual, and sometimes in packaging with foreign health warnings)



Base: 2067 Respondents
Excludes respondents who have never tried smoking

Where did you buy them from?



% Respondents

Base: 286 Respondents
All who have bought illegal cigarettes in last 12 months



7. E-cigarettes



Key headlines - E-cigarettes



Slight increase in young people in North West claiming to have tried e-cigarettes

More evident and increasing amongst young males in the region.

Results indicate that young people are increasingly trying e-cigarettes before real cigarettes

More so boys; girls still more likely to smoke a real cigarette first

Mostly getting e-cigarettes from friends

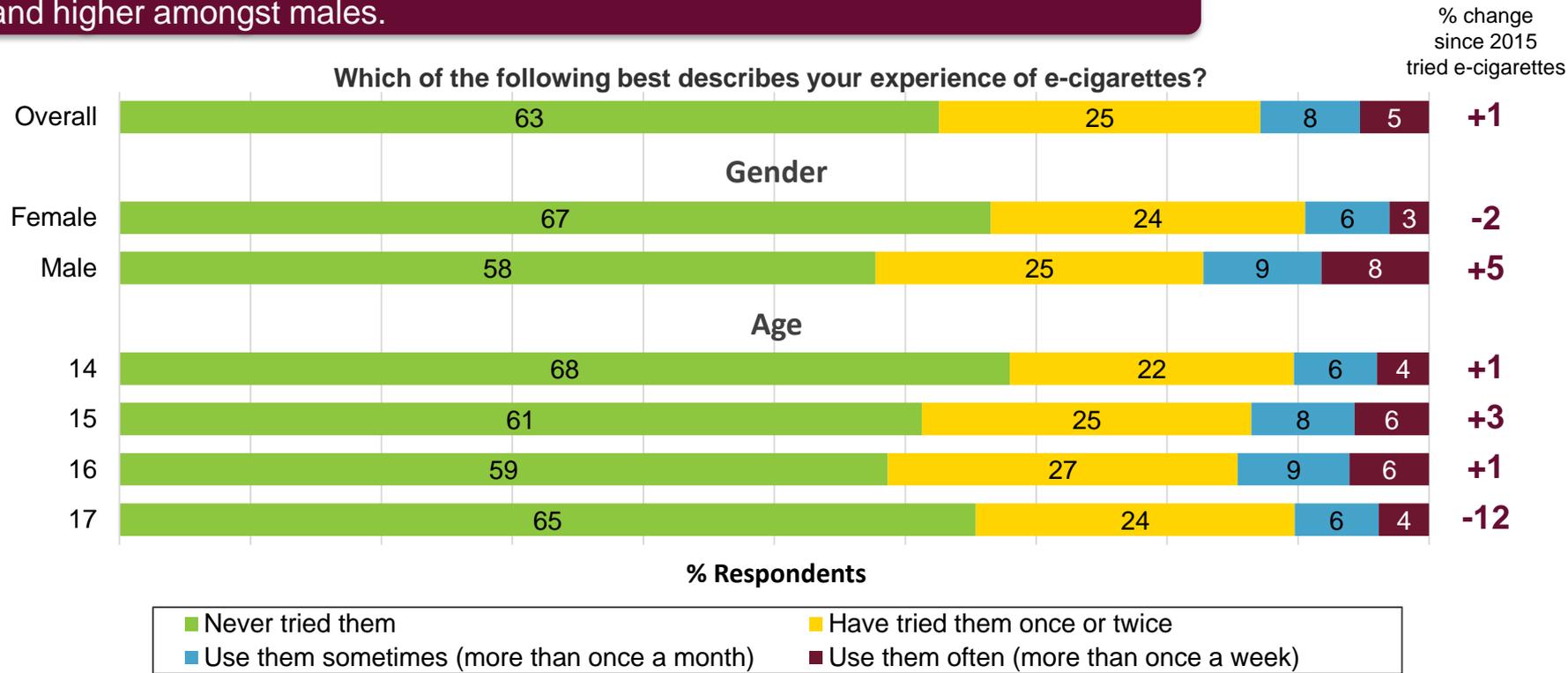
Relatively lower numbers buying themselves, and where they are it is mostly from e-cigarette shops, off-licences and local shops.

Experience of E-Cigarettes

Analysis by gender and age



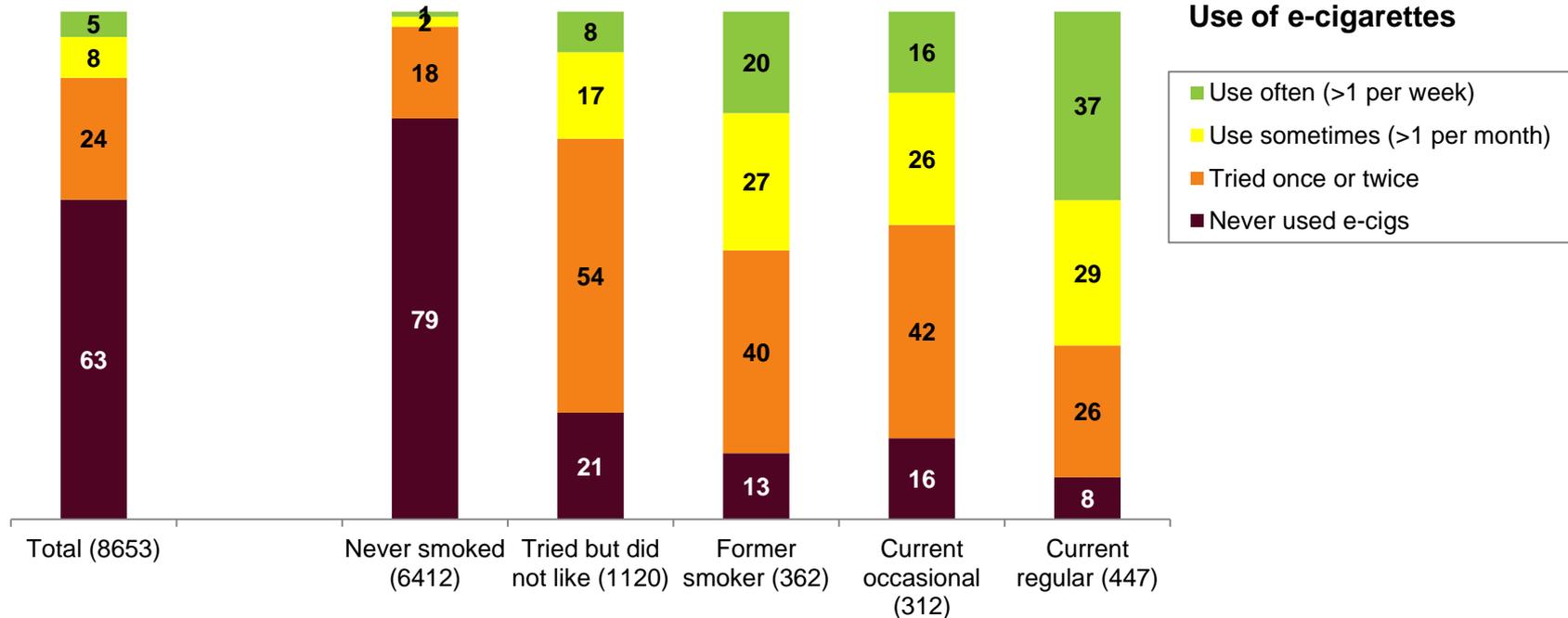
Slight increase in percentage of young people claiming to have tried e-cigarettes, and higher amongst males.





Youth Smoking and E-Cigarette Use

The majority of smokers have also tried e-cigarettes, and over a third of regular smokers also claim to be regular e-cigarette users.



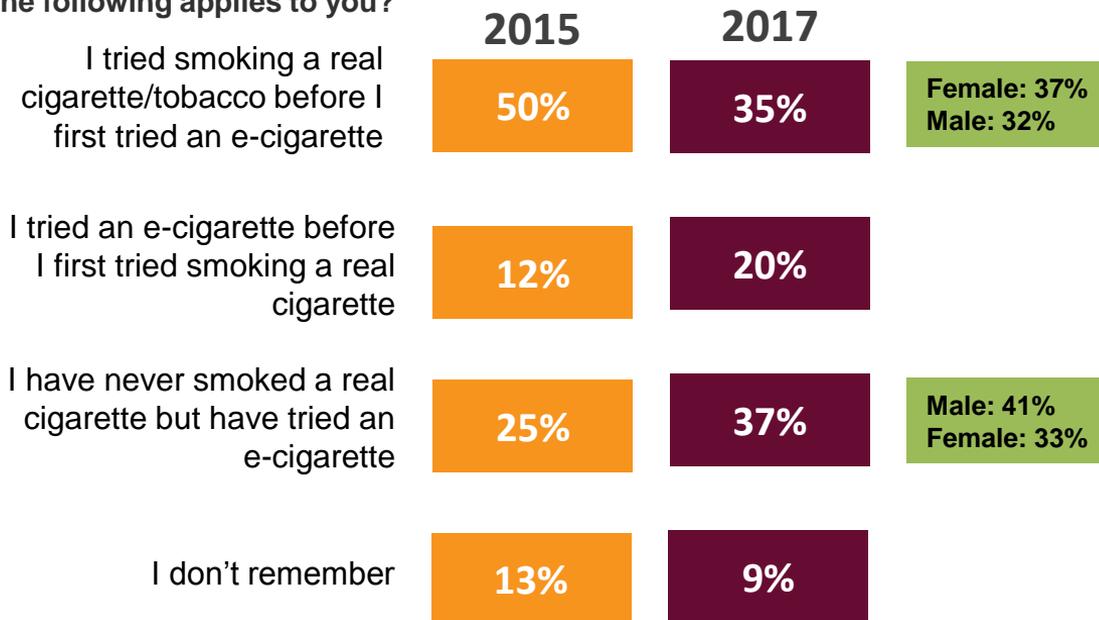
Respondents = 6557
Balance: not specified

Trying e-cigarettes



Latest responses from young people indicate a shift to trying e-cigarettes ahead of real tobacco cigarettes, more so amongst males.

Which of the following applies to you?



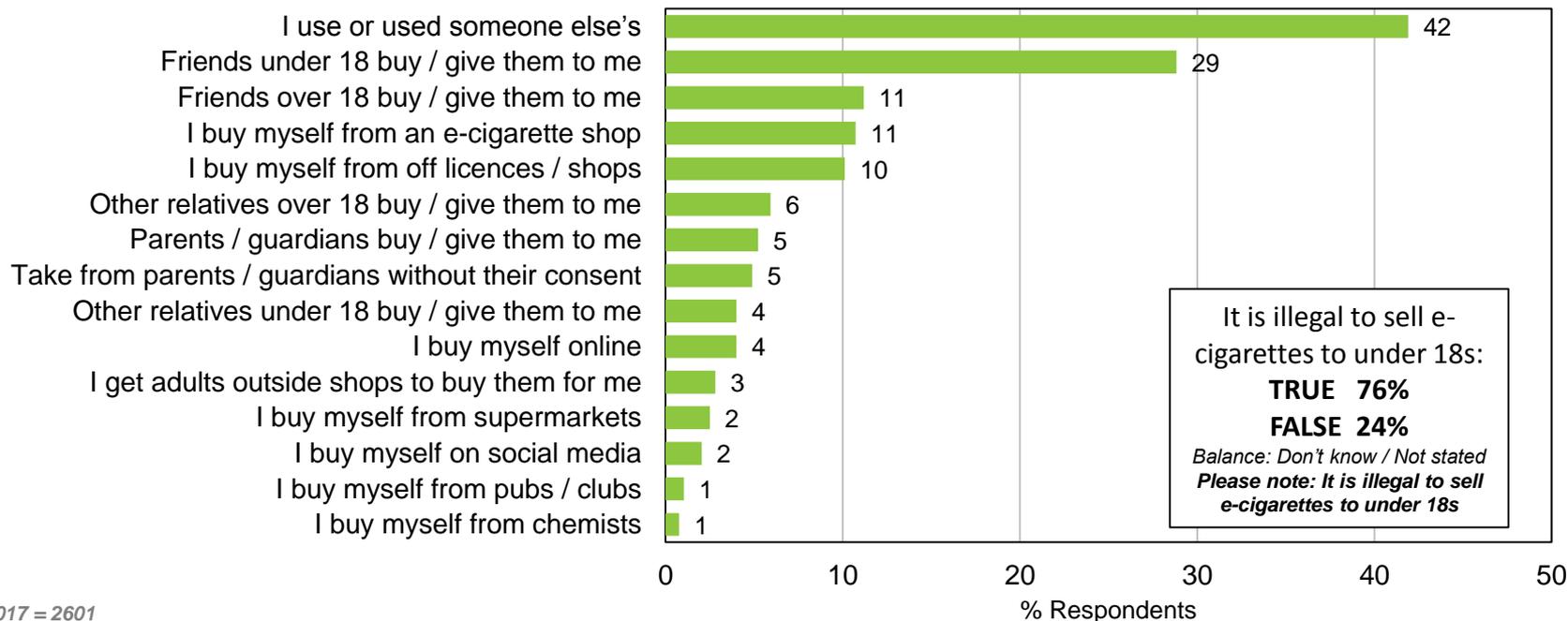
Base: 2015 = 1976, 2017 = 3167
All who have tried an e-cigarette
New question in 2015

Buying e-cigarettes



Where they are or have used e-cigarettes, most claim to get them via friends rather than buy their own

Where do / did you get your e-cigarettes from?



Base: 2017 = 2601

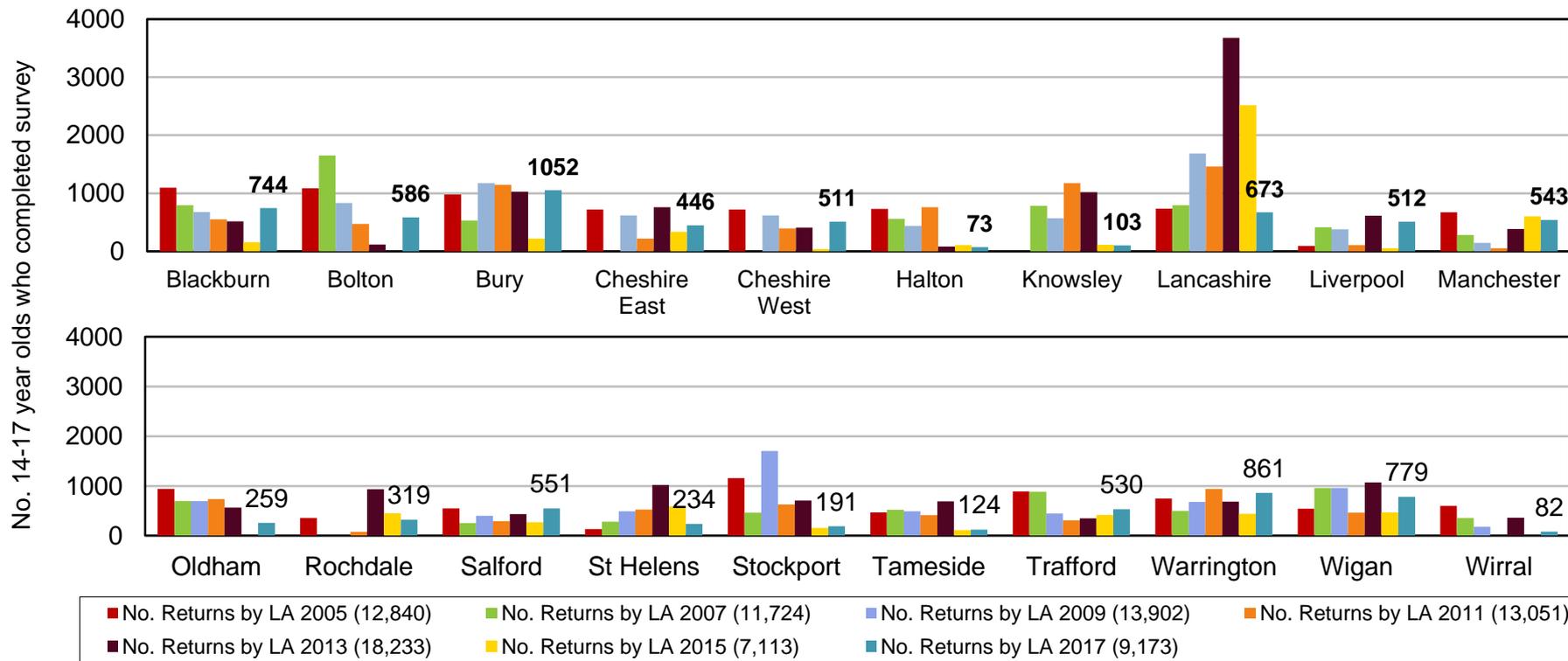
Balance: not specified & 'other'

Comparison with 2015 not shown due to changes in codes

8. Appendix

Appendix 1

Sample Breakdown by Local Authority



Total Base for 2017: 9,173 Respondents

N.B Cheshire East and West reported separately for first time in 2011. Previous data for these local authorities shown at aggregated level.

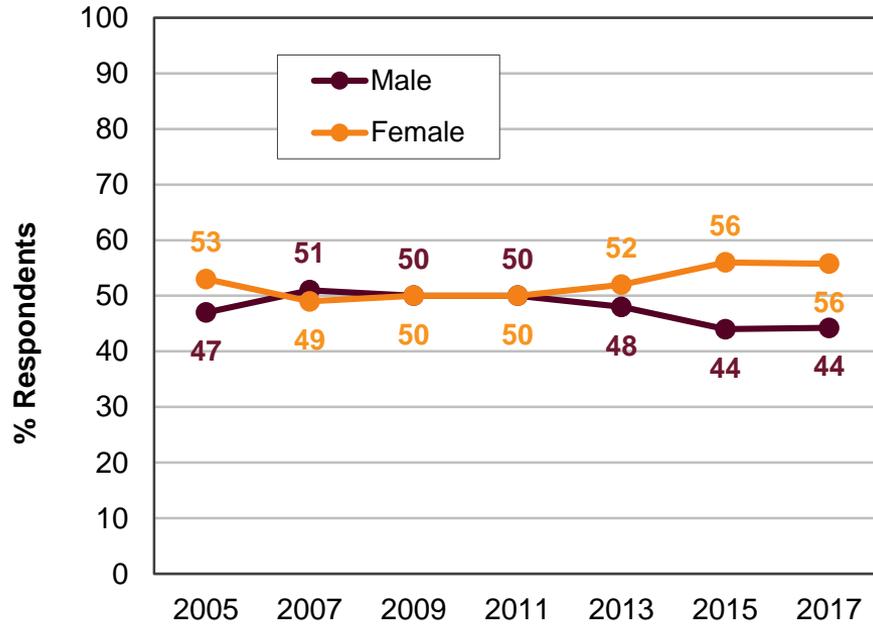
Blackpool, Cumbria and Sefton did not take part in this year's survey.

Appendix 2

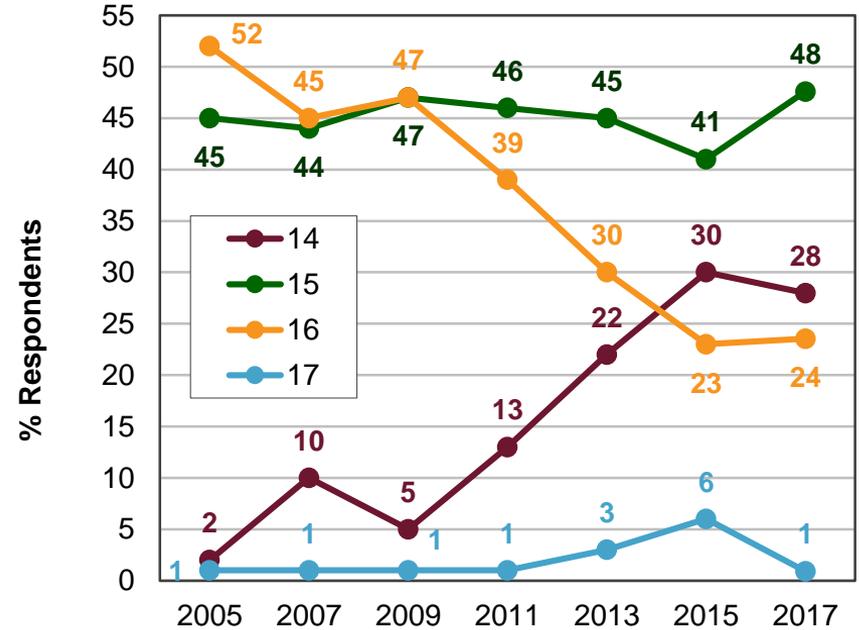
Sample Breakdown by Age and Gender



Gender



Age



Base (Gender): 2005 = 12727; 2007 = 11116 ; 2009 = 12757; 2011 = 12221; 2013 = 18089; 2015 = 7105; 2017 = 9107

Base (Age): 2005 = 12840; 2007 = 11029 ; 2009 = 12733; 2011 = 12047; 2013 = 18233; 2015 = 7113; 2017 = 9173

Appendix 3

Confidence Intervals



Gender	Number of respondents	Confidence Interval based on 95% confidence levels – Results accurate to...
Male	4029	+/- 0.93% to 1.54%
Female	5078	+/- 0.83% to 1.38%
Age		
14	2566	+/- 1.16% to 1.93%
15	4365	+/- 0.89% to 1.48%
16	2159	+/- 1.27% to 2.11%
17	83	+/- 6.45% to 10.76%
Local Authority		
Highest represented LA: Bury	1052	+/- 1.81% to 3.52%
Lowest represented LA: Halton	73	+/-6.88% to 11.47%

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