

Market research report for:

in conjunction with

Sefton Council



TSNW

Trading Standards North West

Produced by:

Ci Research Ltd

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TSNW would like to thank the TSNW Alcohol Focus Group Representatives from across the region for their efforts in assisting with the co-ordination of this survey.

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INTRODUCTION

Background and objectives



- Ci was re-commissioned by Trading Standards North West (TSNW) to conduct a regional study to monitor and evaluate the behaviour and attitudes of 14-17 year olds towards alcohol and tobacco.
- This study was first completed in 2005, and again in 2007, and covers the majority of local authorities in the North West region.
- The findings of the study are used to:
 - Inform strategies for dealing with the sale of alcohol and tobacco to young people who are under age;
 - Monitor changes in behaviour and attitudes regarding alcohol consumption;
 - Identify key areas to focus efforts in addressing issues related to the sale of alcohol and tobacco to those who are underage.
- This report details the results for Sefton, highlighting the changes in attitudes and behaviour over time within the local authority region, and significant differences by age and gender.



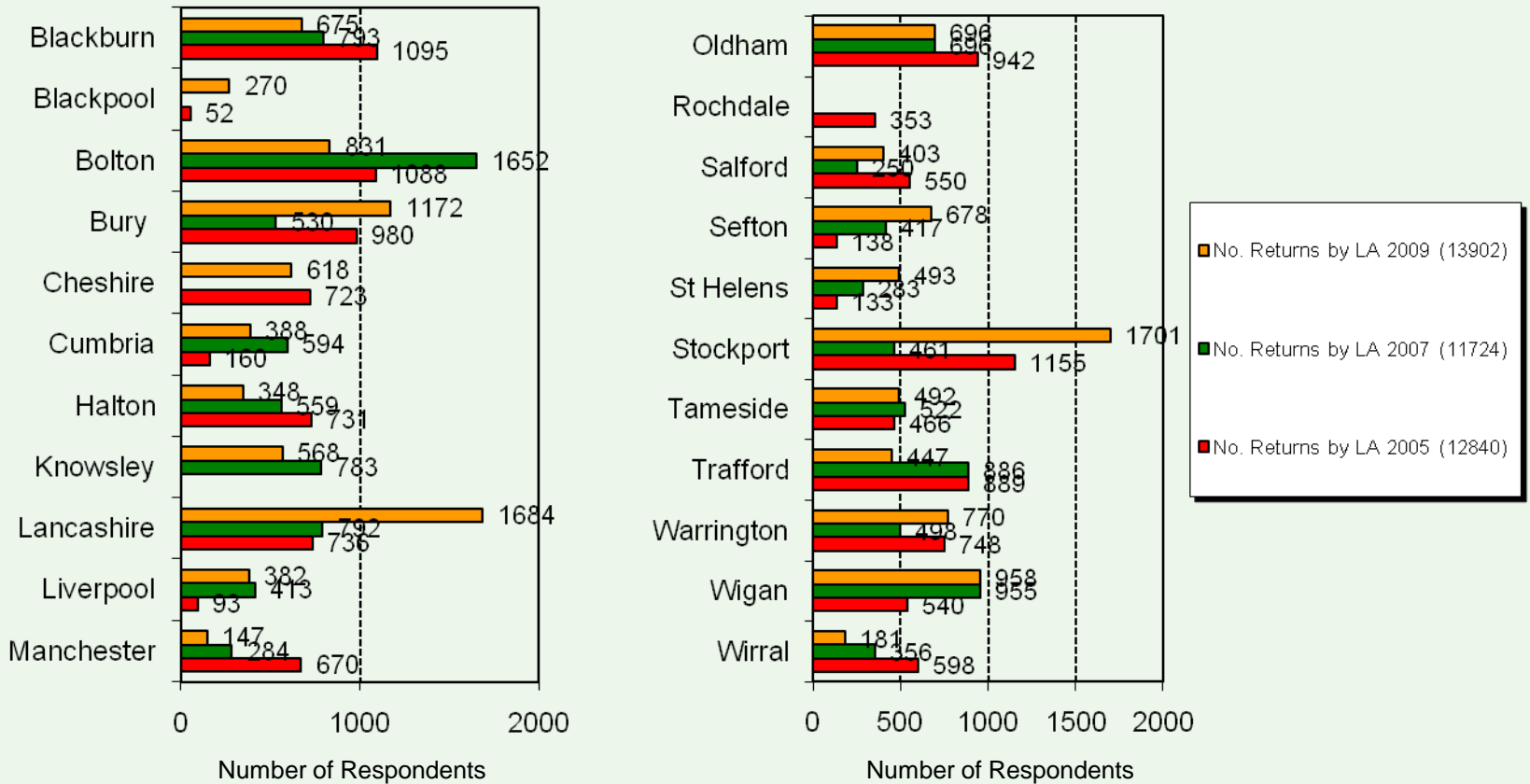
Methodology overview

- Fieldwork took place during March and April 2009.
- The self-completion questionnaire used for the latest survey was similar to the one used in 2007 to enable a comparison of the results against the previous study.
- 21 Trading Standards Services in the North West participated in the 2009 survey.
- Individual Trading Standards Services assumed responsibility for the distribution and collection of questionnaires to and from schools.
- Local Trading Standards Services liaised with local schools to obtain survey responses.
- The survey highlighted that pupils should be open and honest when completing the questionnaires, and assured that all responses would be anonymous.
- A total of 13,902 questionnaires were completed and returned to Ci. Of these, 678 (5%) were from young people based in schools within the Sefton local authority.
- Ci assumed responsibility for collating and verifying all the data and information provided, and producing an overall and separate local authority reports summarising the key research findings.

SAMPLE PROFILE

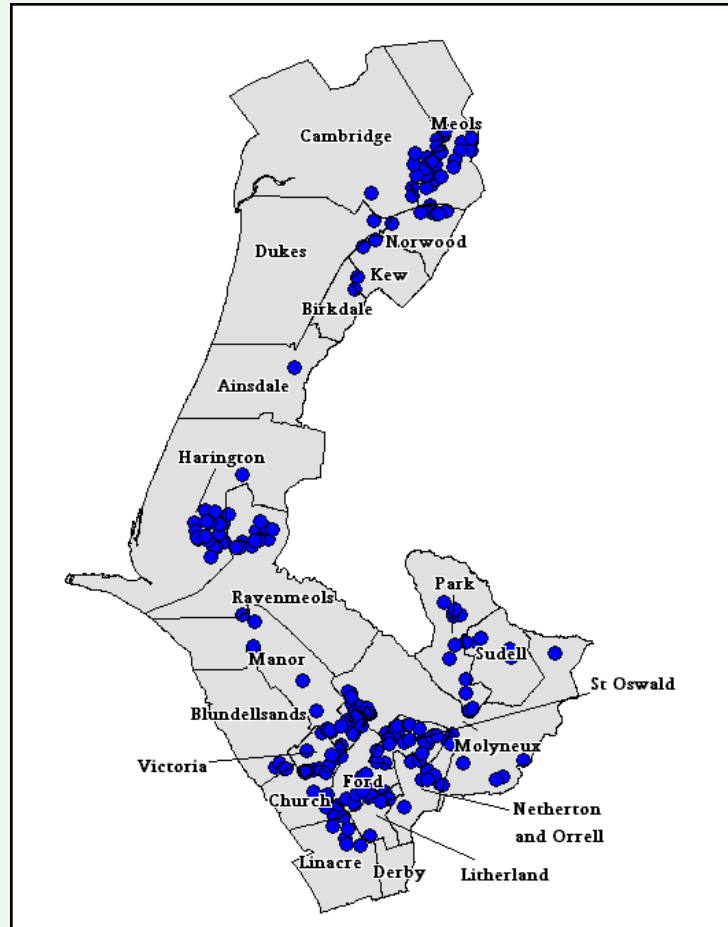
678 young people from Sefton took part in the 2009 survey, ensuring that overall results for the local authority were accurate to between +/-2.3% and +/-3.8%, based on a 95% confidence level.

Sample breakdown by Local Authority



Base: In brackets - see legend

The map below provides a geographical illustration of who took part in the survey in Sefton. Approximately two-thirds (63%) provided a postcode, of which three-fifths (60%) could be matched for mapping purposes. Just over a third (37%) did not disclose their postcode.



Base: 255 Respondents (38% of sample)

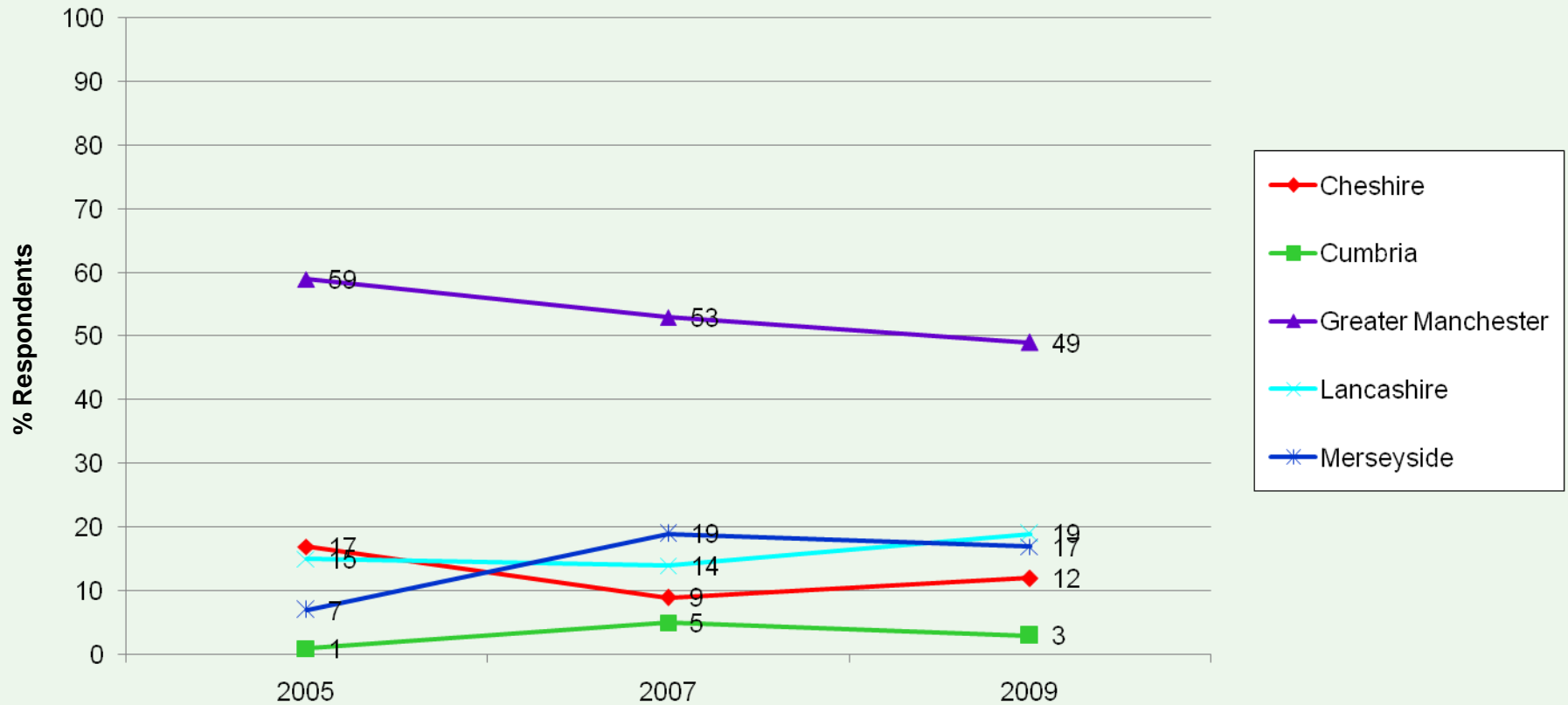
Balance: 108 Respondents (16% of sample) – Only provided postcode for first 2-3 characters

63 Respondents (9% of sample) – Provided 4+ characters, but postcode could not be identified

252 Respondents (37% of sample) – Did not enter a postcode

The majority of the North West sample overall still falls under the Greater Manchester Police Authority. Merseyside respondents account for nearly one-fifth (17%) of the overall sample.

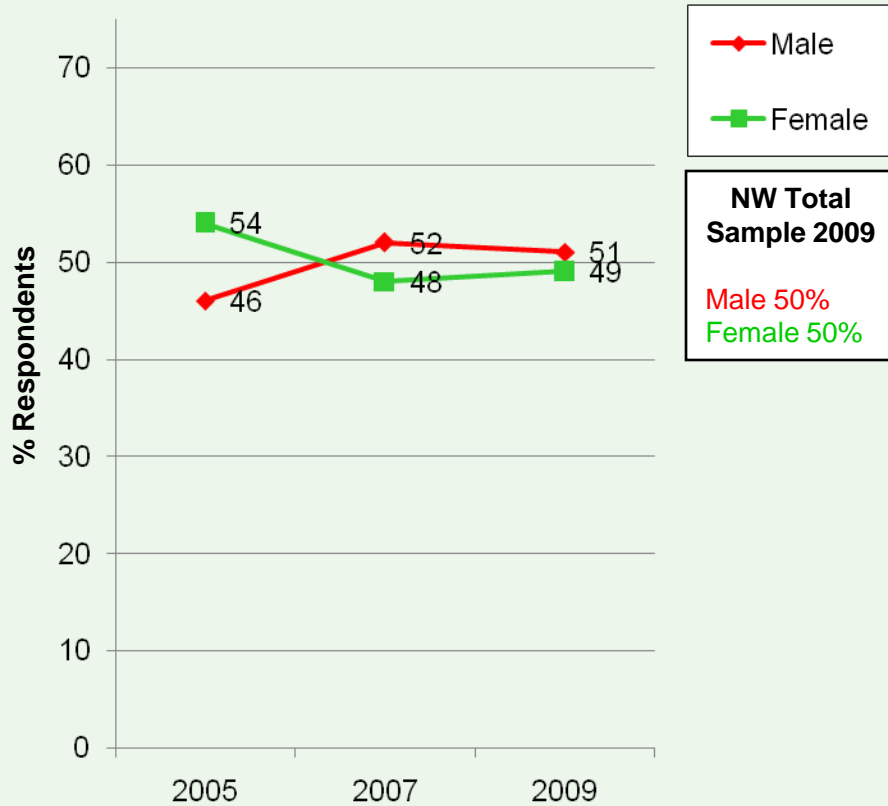
Sample breakdown by Police Authority



Base: 2005 - 12840 ; 2007 - 11724; 2009 - 13902

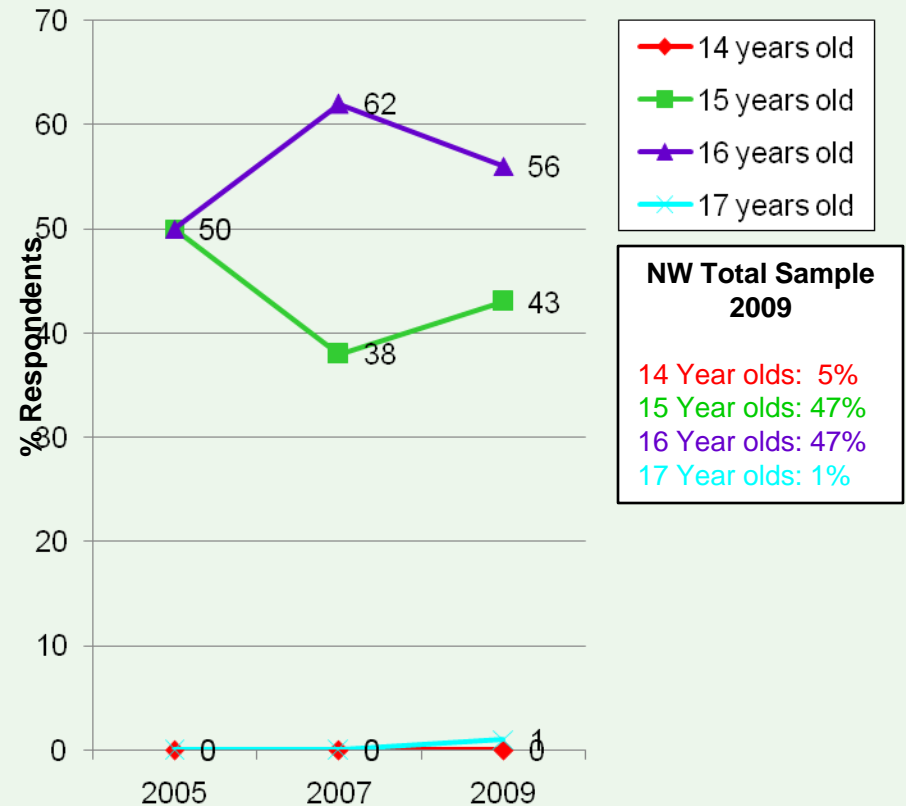
In line with the North West regional data, the Sefton sample is equally split by gender, and is comprised predominantly of 15 and 16 year olds.

**Sample breakdown by Gender
Sefton**



Base: 2005 - 131; 2007 - 262; 2009 - 616
Balance: Not stated

**Sample breakdown by Age
Sefton**



Base: 2005 - 137; 2007 - 401; 2009 - 616
Balance: Not stated

The table below provides an estimate of the statistical accuracy of results for Sefton based on the samples achieved, and assuming 95% confidence levels. These figures will differ from question to question as not all respondents answered every question.

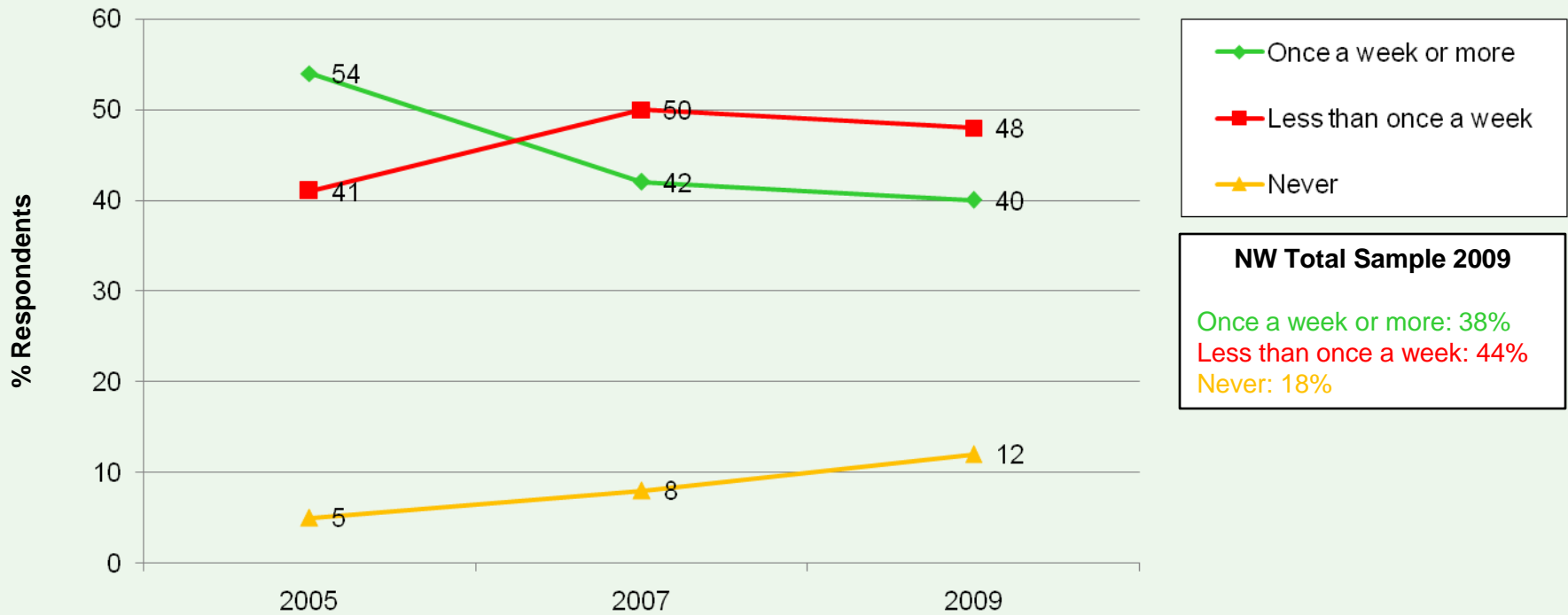
Sample Confidence Intervals - Sefton

Local Authority	Number of respondents	Confidence Interval based on 95% confidence levels – Results accurate to...
Sefton	678	+/- 2.26% to 3.76%
Gender		
Male	314	+/- 3.32% to 5.53%
Female	302	+/- 3.38% to 5.64%
Age		
14	4	Not applicable
15	263	+/- 3.63% to 6.04%
16	343	+/- 3.17% to 5.29%
17	6	Not applicable

ALCOHOL CONSUMPTION

Results indicate a steady decline since 2005 in the percentage of 14-17 year olds in Sefton claiming to drink alcohol once a week or more. The proportion claiming never to drink alcohol has steadily increased, from 5% in 2005 to 12% in 2009. This figure remains lower than for the North West overall (18%).

How often do you drink alcohol? (prompted) Sefton

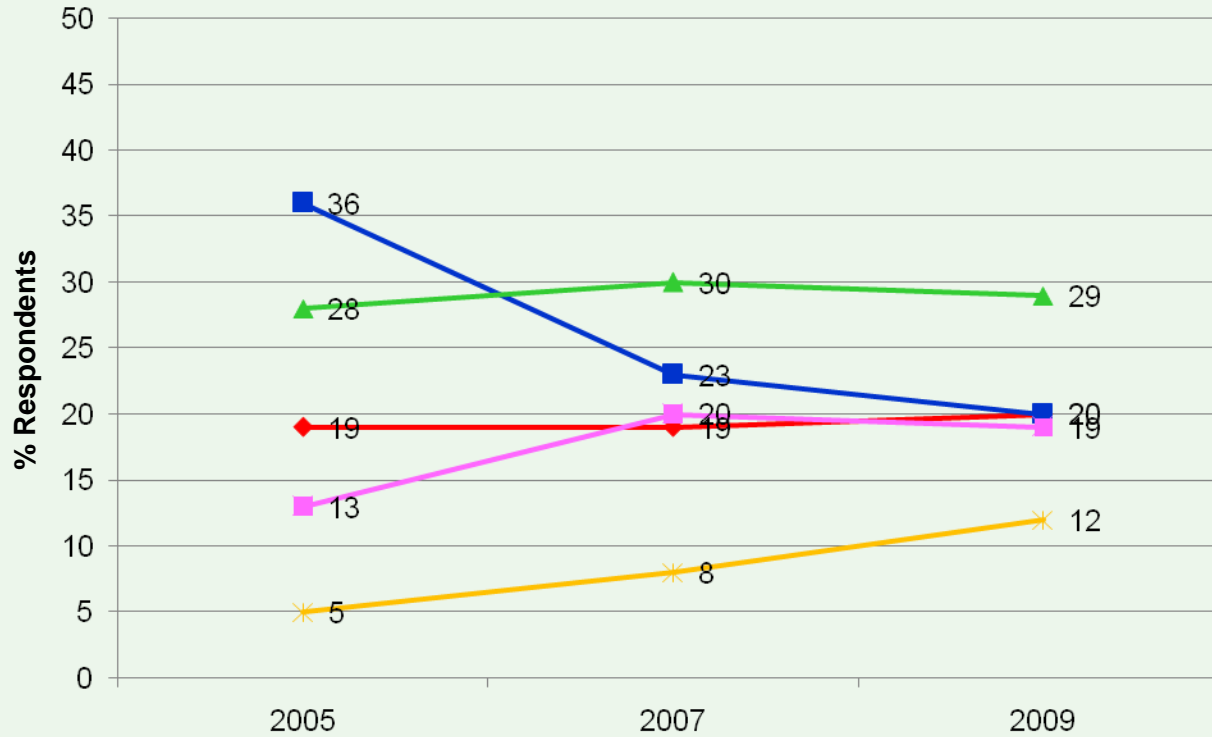


Base: 2005 - 138; 2007 - 412; 2009 - 676

Balance: Not stated

Analysing the results for Sefton at a more detailed level reveals that the percentage of 14-17 year olds who drink at least once a week has fallen by 15% since 2005, although less significantly since 2007.

How often do you drink alcohol? (prompted) Sefton



“How often do you drink alcohol” findings available at a more detailed level in 2007 and 2009 only. Not available to this level for 2005.

- ◆ Twice a week or more
- Once a week
- ▲ 1 to 3 times a month
- Less than once a month
- * Never

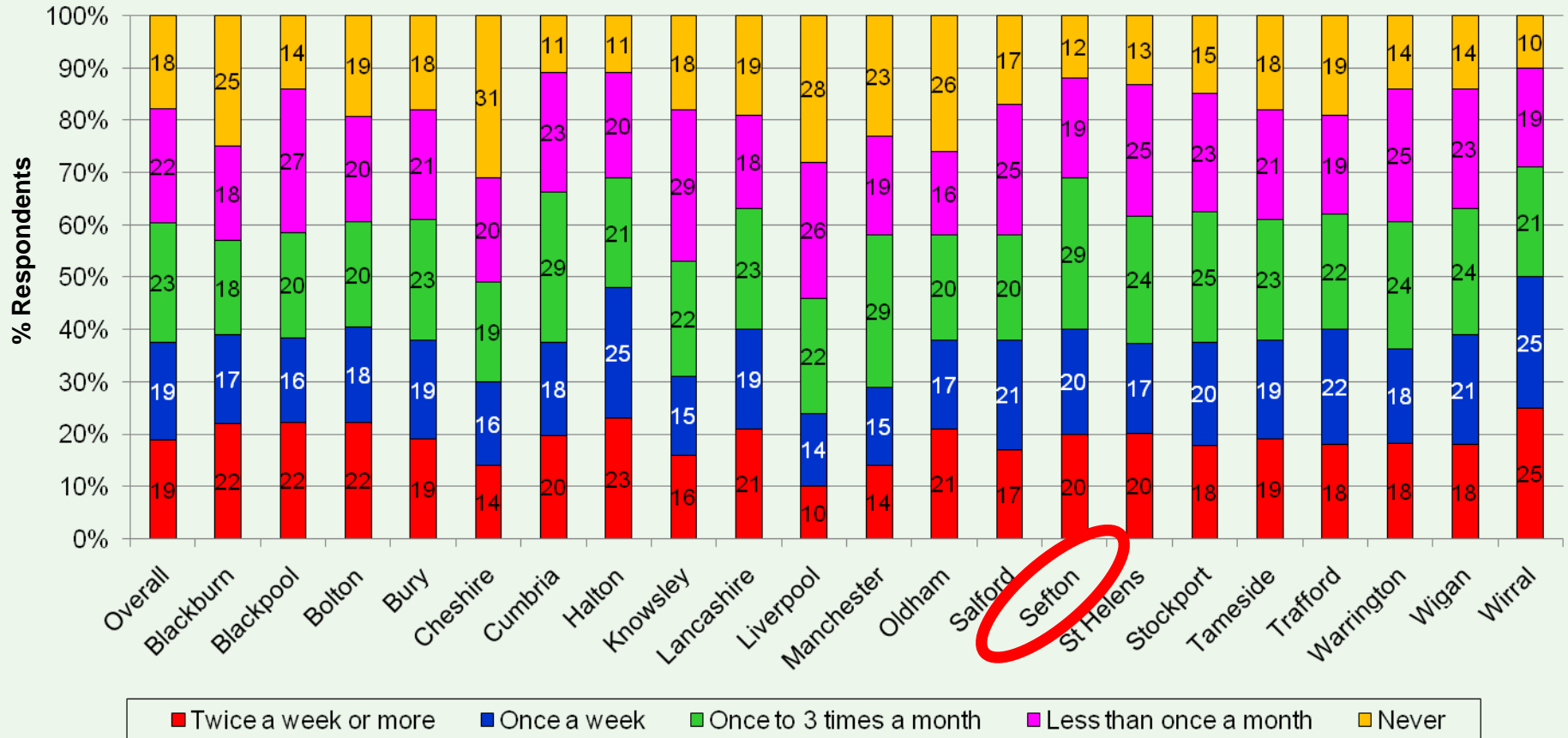
NW Total Sample 2009

- Twice a week or more: 19%
- Once a week: 19%
- 1 to 3 times a month: 23%
- Less than once a month: 22%
- Never: 18%

Base: 2005 - 138; 2007 - 412; 2009 - 676
Balance: Not stated

Results for Sefton are broadly in line with those for the North West as a whole. However, only three other local authority areas (Cumbria, Halton and the Wirral) have a lower proportion of young people claiming never to drink alcohol.

How often do you drink alcohol? (Analysis by Local Authority) Overall NW 2009

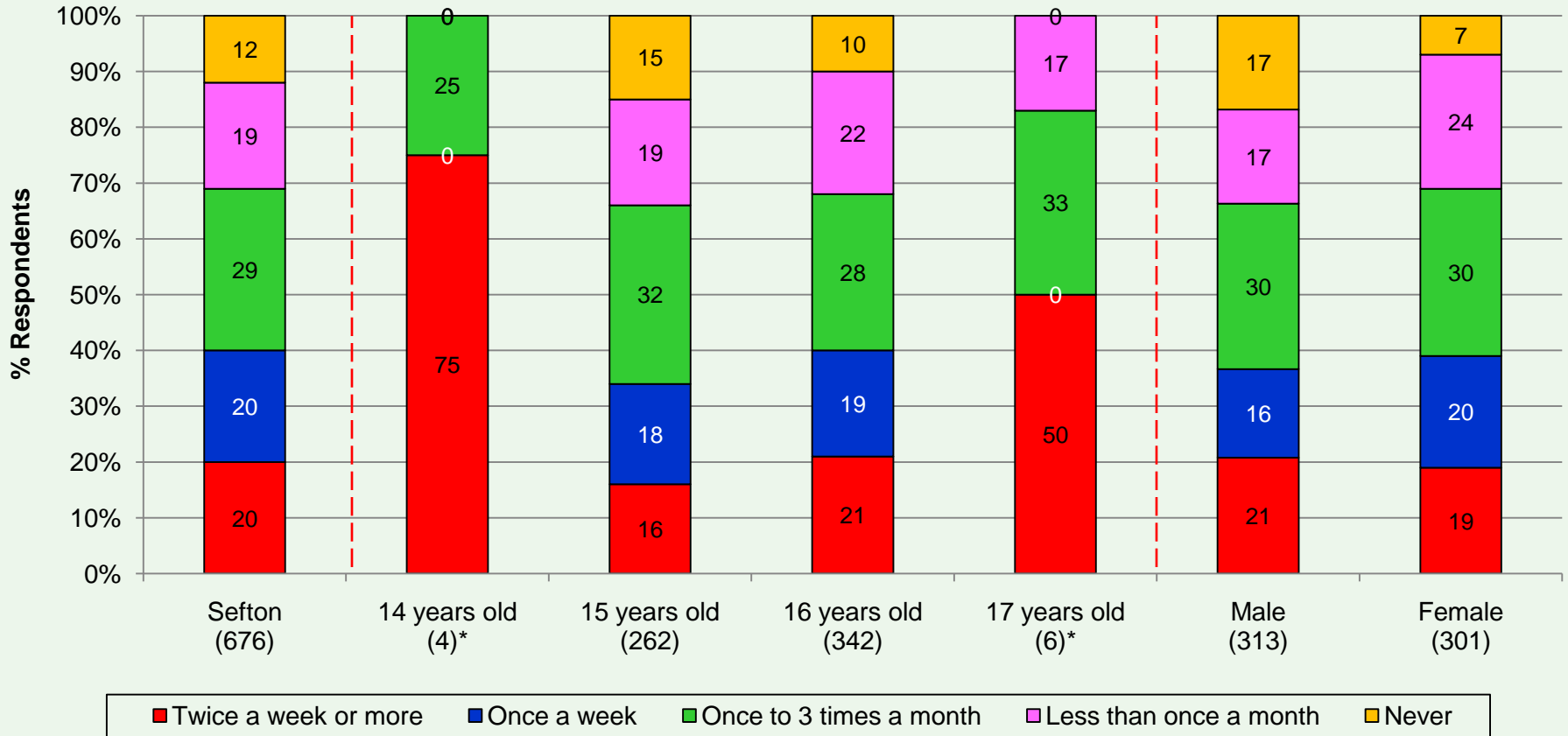


Base: 13519 respondents

Balance: Not stated

Likelihood to never drink alcohol in Sefton is notably more pronounced amongst males than females.

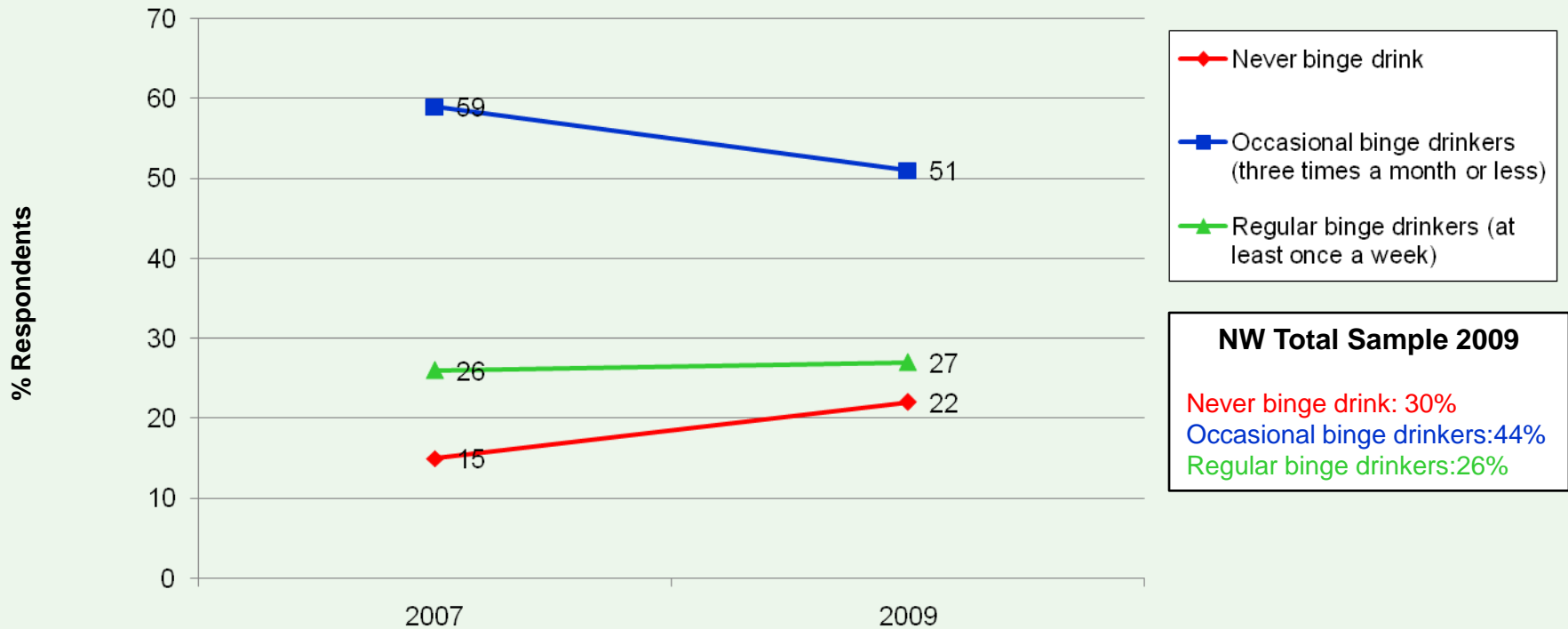
How often do you drink alcohol? (Analysis by age and gender) Sefton: 2009



Base: In brackets
Balance: Not stated. * denotes small base size

The proportion of 14-17 year olds in Sefton identified as regular binge drinkers is similar to 2007. However the percentage of occasional binge drinkers has fallen, corresponding to an increase in the percentage who never binge drink.

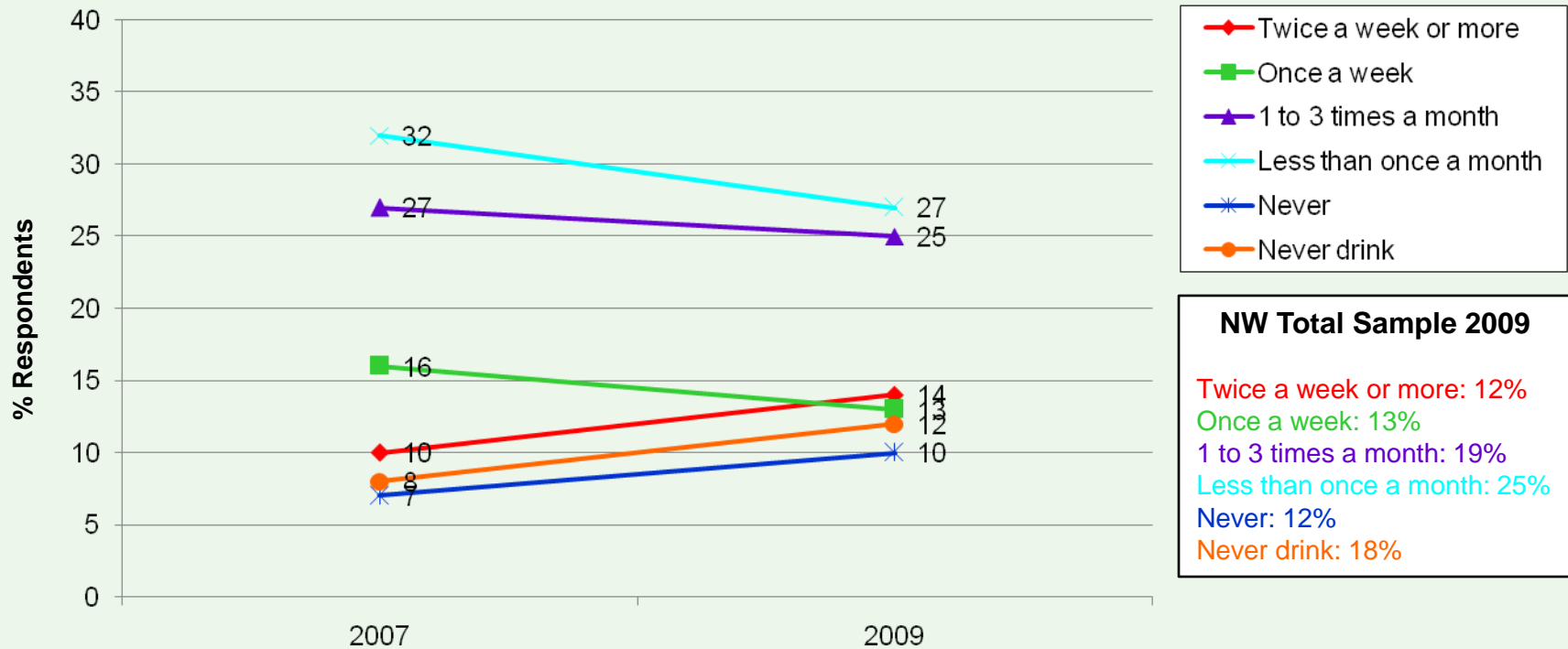
Frequency of binge drinking (5 or more alcoholic drinks on one occasion) Sefton



Base: 2007 – 409; 2009 – 670
Balance: Not stated. Not asked in 2005

Analysing the results for Sefton to a more detailed level highlights that the proportion claiming to binge drinking twice a week or more has increased by 4%, whereas the percentage who never drink or binge drink has also increased by 7%.

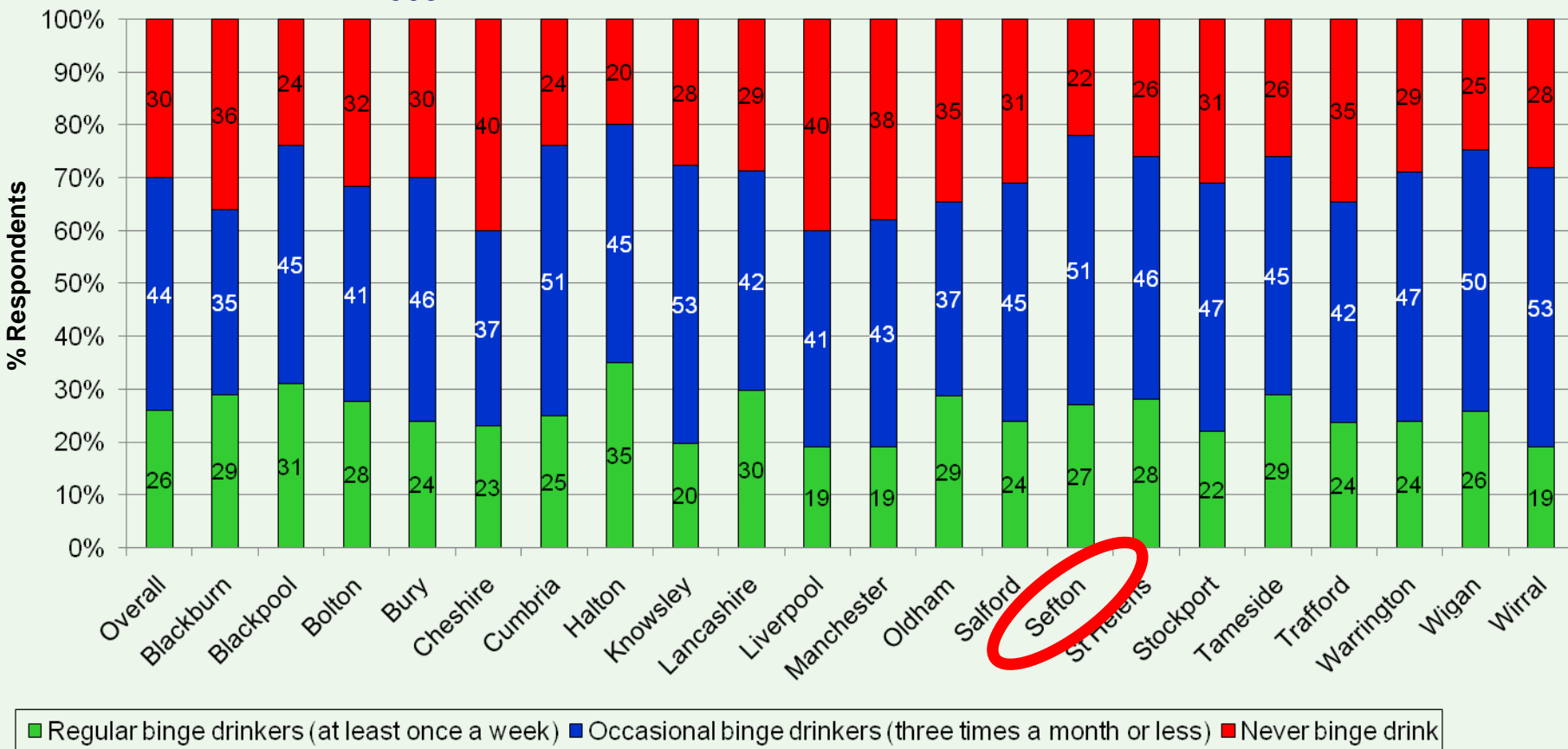
Frequency of binge drinking (5 or more alcoholic drinks on one occasion) Sefton



Base: 2007 – 409; 2009 – 670
Balance: Not stated. Not asked in 2005

Analysing the results by local authority reveals that Sefton has the second lowest percentage of 14-17 year olds claiming to never binge drink (22% compared to 20% in Cumbria).

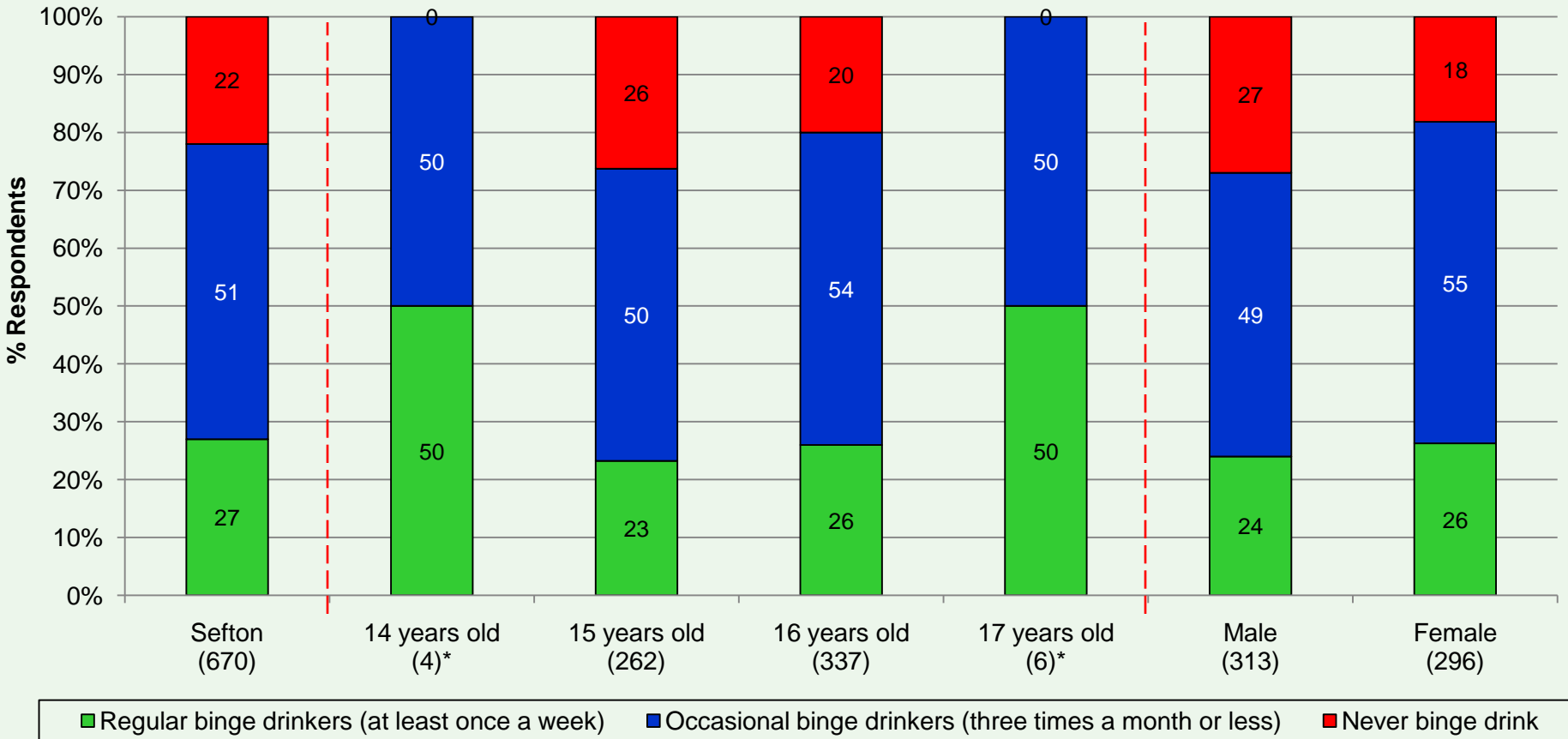
Frequency of binge drinking (Analysis by Local Authority) 2009



Base: 13390 respondents
Balance: Not stated

Within Sefton, results show that young females are more likely to binge drink than young males.

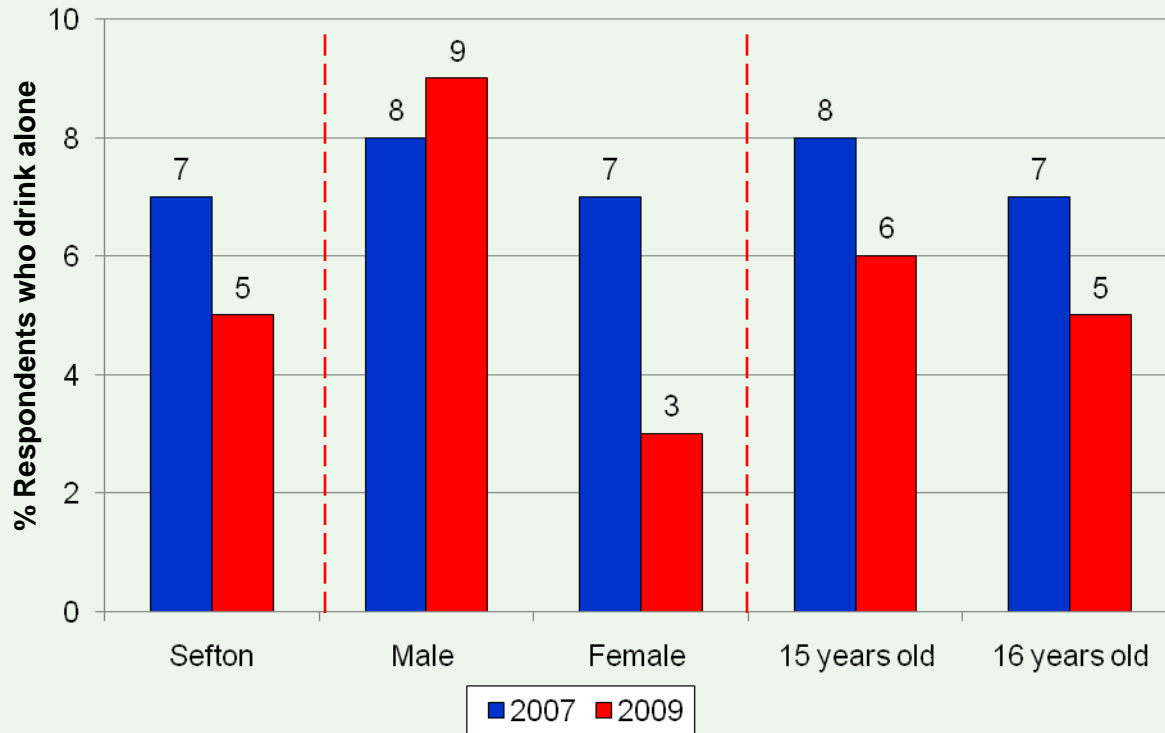
Frequency of binge drinking (Analysis by age and gender) Sefton: 2009



Base: see brackets
 Balance: Not stated
 *NB small base size

5% of young people in Sefton claim to drink when alone, rising to 9% amongst young males.

Do you tend to drink alone or in groups? (% who drink alone) Sefton

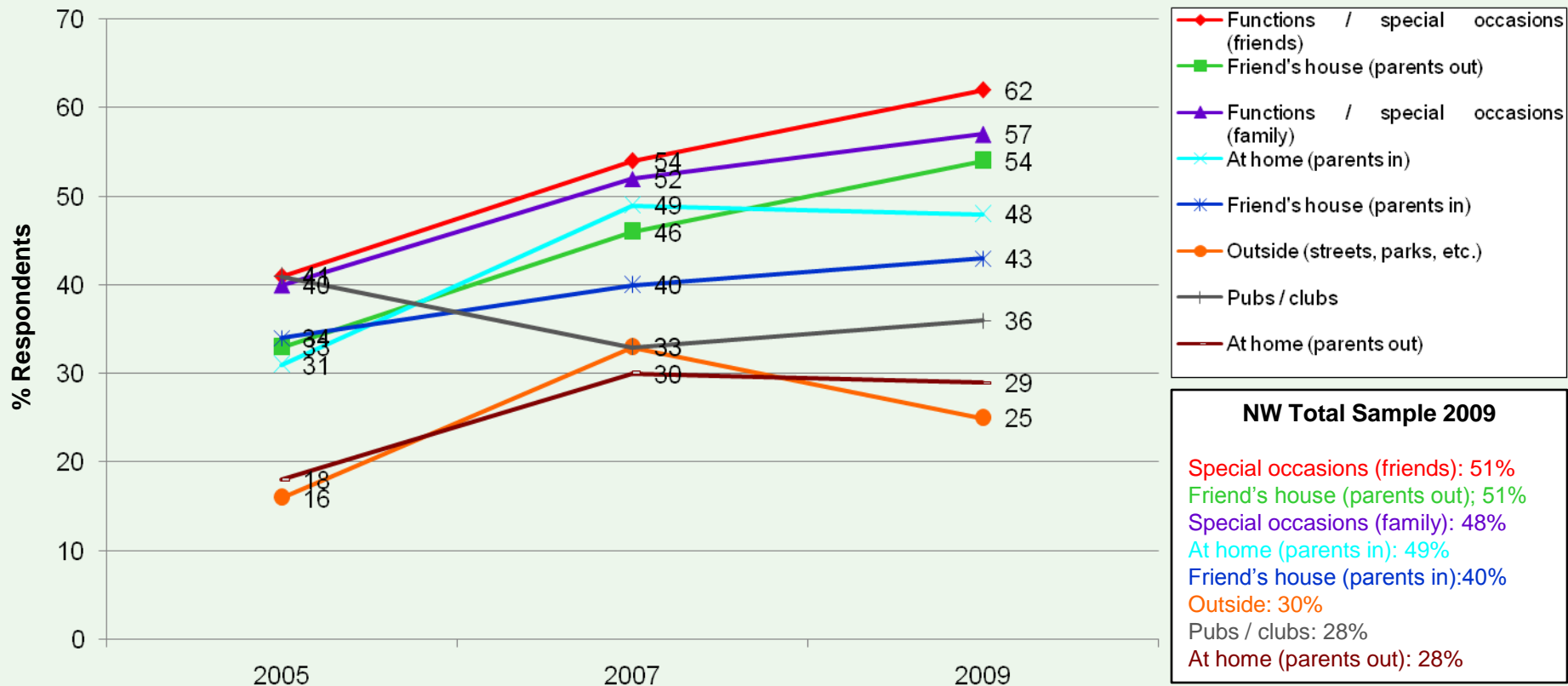


NW Total Sample 2009
Drink alone: 5%

Base: 2007 – 123; 2009 – 565
Balance: Not stated, Do not drink alcohol
Not asked in 2005

The proportion of 14-17 year olds in Sefton drinking alcohol outside has fallen from 33% in 2007 to 25%; however this is still higher than in 2005 (16%). The percentage claiming to drink alcohol in pubs or clubs in Sefton has risen slightly, from 33% in 2007 to 36% in 2009, but this is not as high as in 2005 (41%).

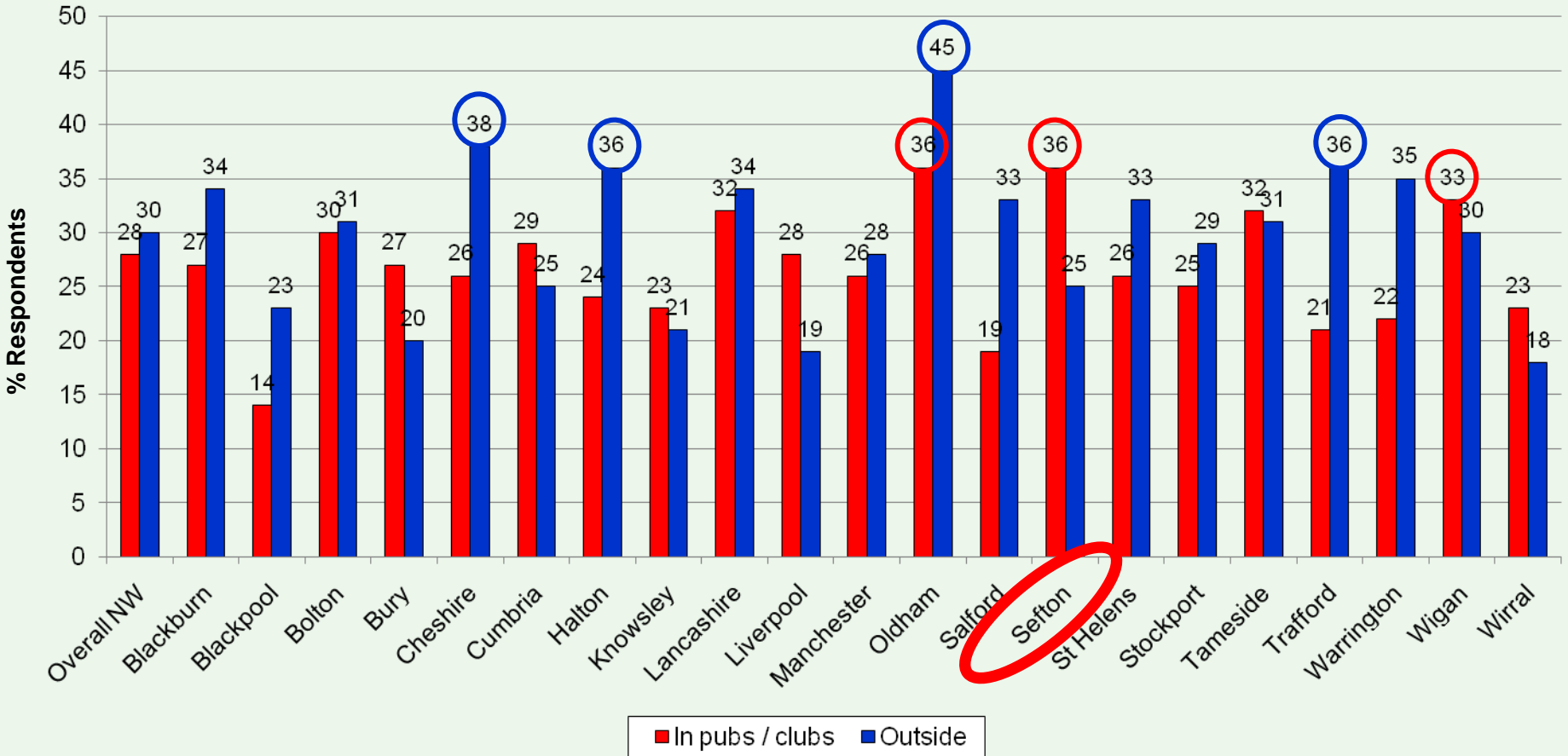
Where do you mostly drink? (prompted) Sefton



Base: 2005 – 131; 2007 – 381; 2009 – 597
Balance: Not stated. Do not drink alcohol.

The proportion of respondents from Sefton who stated that they drink in pubs or clubs is 8% above the average for the North West as a whole, whereas drinking outdoors is 5% below North West average.

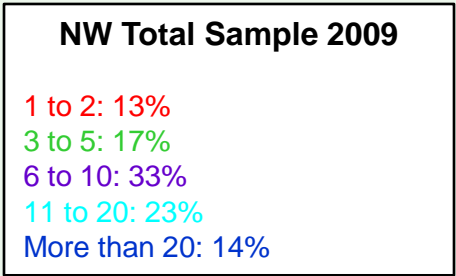
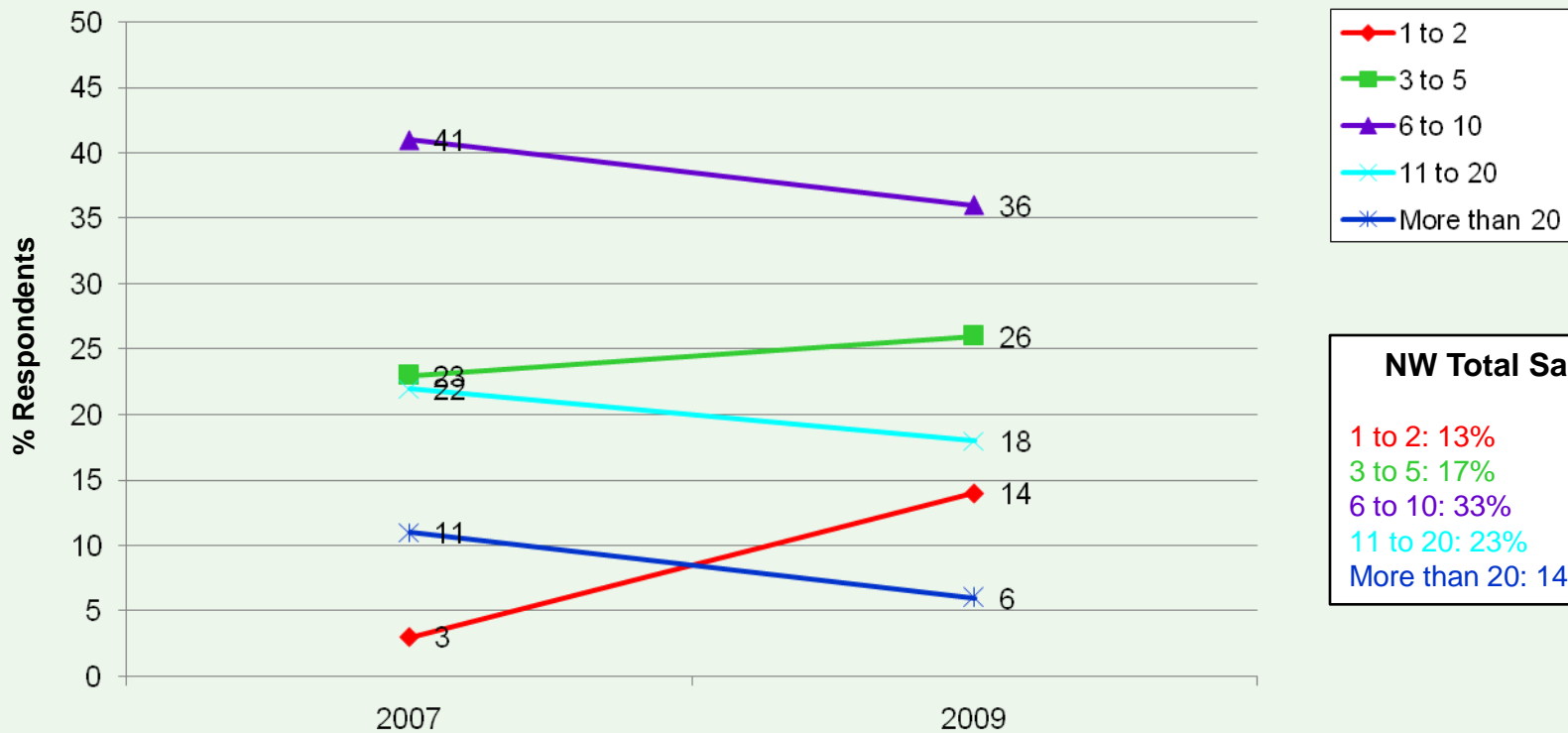
Percentage drinking outside / in pubs or clubs - Analysis by Local Authority 2009



Base: 13390 respondents
Balance: Not stated. Do not drink

Where drinking outdoors, the figures for Sefton show a fall in the percentage drinking in groups of more than 10 (24%, cf. 33% in 2007). This figure is lower than for the North West region overall (37%).

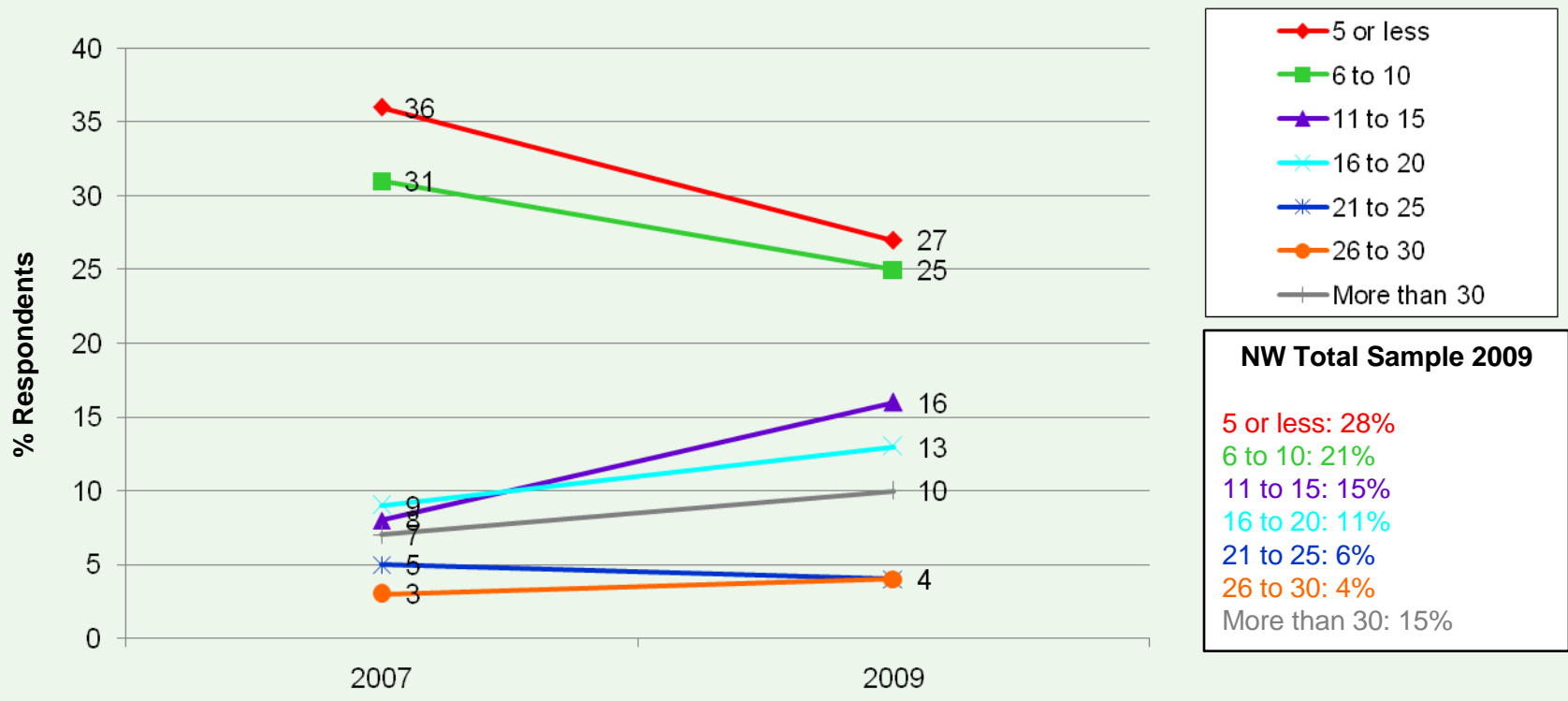
If you drink outside, approximately how many other people do you usually drink with? Sefton



Base: 2007 – 123; 2009 – 152
 Balance: Do not drink alcohol outside, Not stated.
 Not asked in 2005

Amongst those 14-17 year olds that drink alcohol in Sefton, a slightly higher percentage (10%) than in 2007 (7%) claim to consume more than 30 units of alcohol per week, although this figure is lower than for the North West overall (15%).

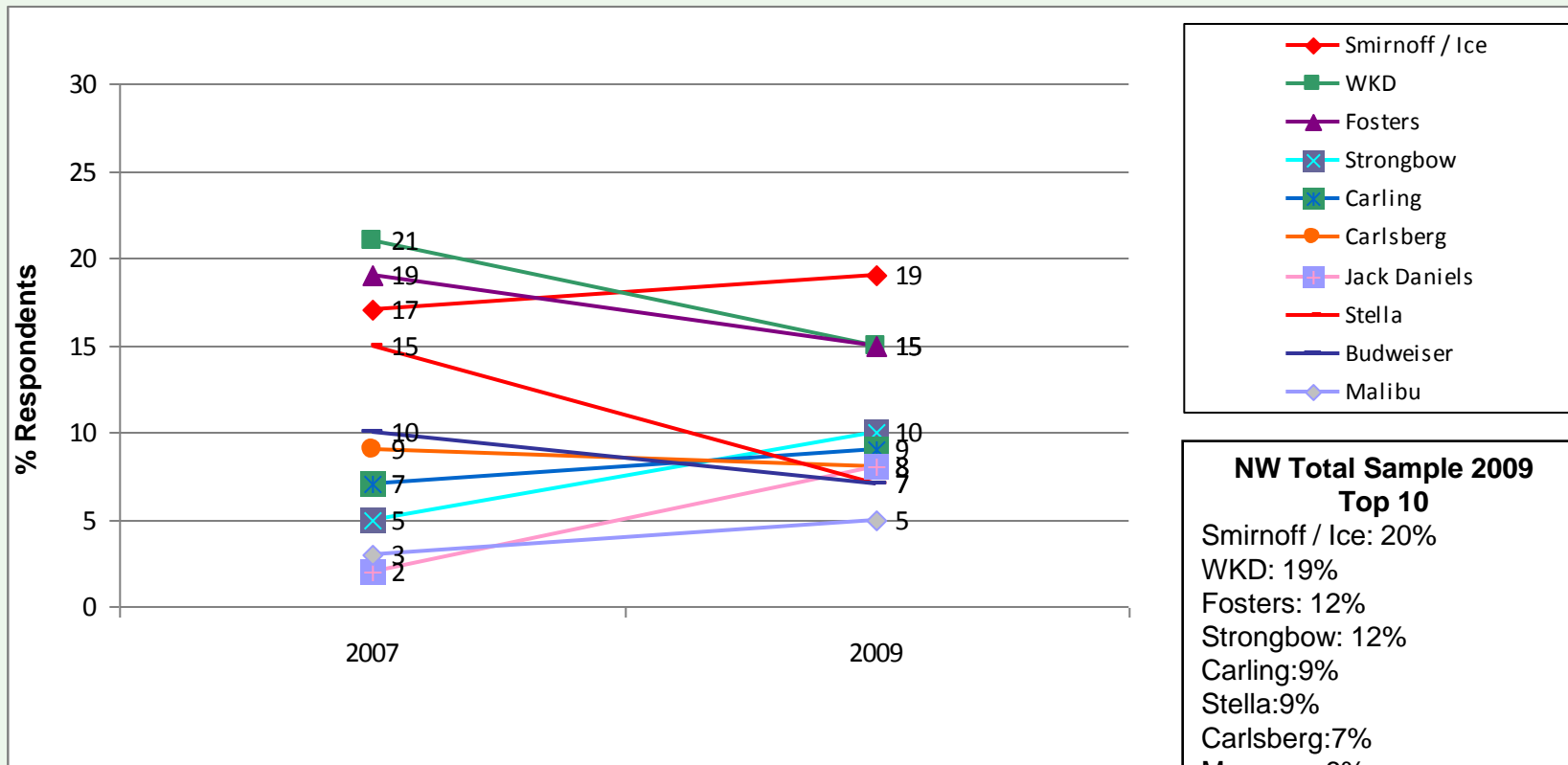
In a typical week, how many units of alcohol do you drink? Sefton



Base: 2007 – 272; 2009 – 407
 Balance: Do not drink alcohol, Not stated.
 Not asked in 2005.

The popularity of Smirnoff, Strongbow and Jack Daniels has increased since 2007, whilst WKD, Fosters and Stella have experienced a notable fall in popularity amongst young people in Sefton.

Preferred brands Sefton



**NW Total Sample 2009
Top 10**

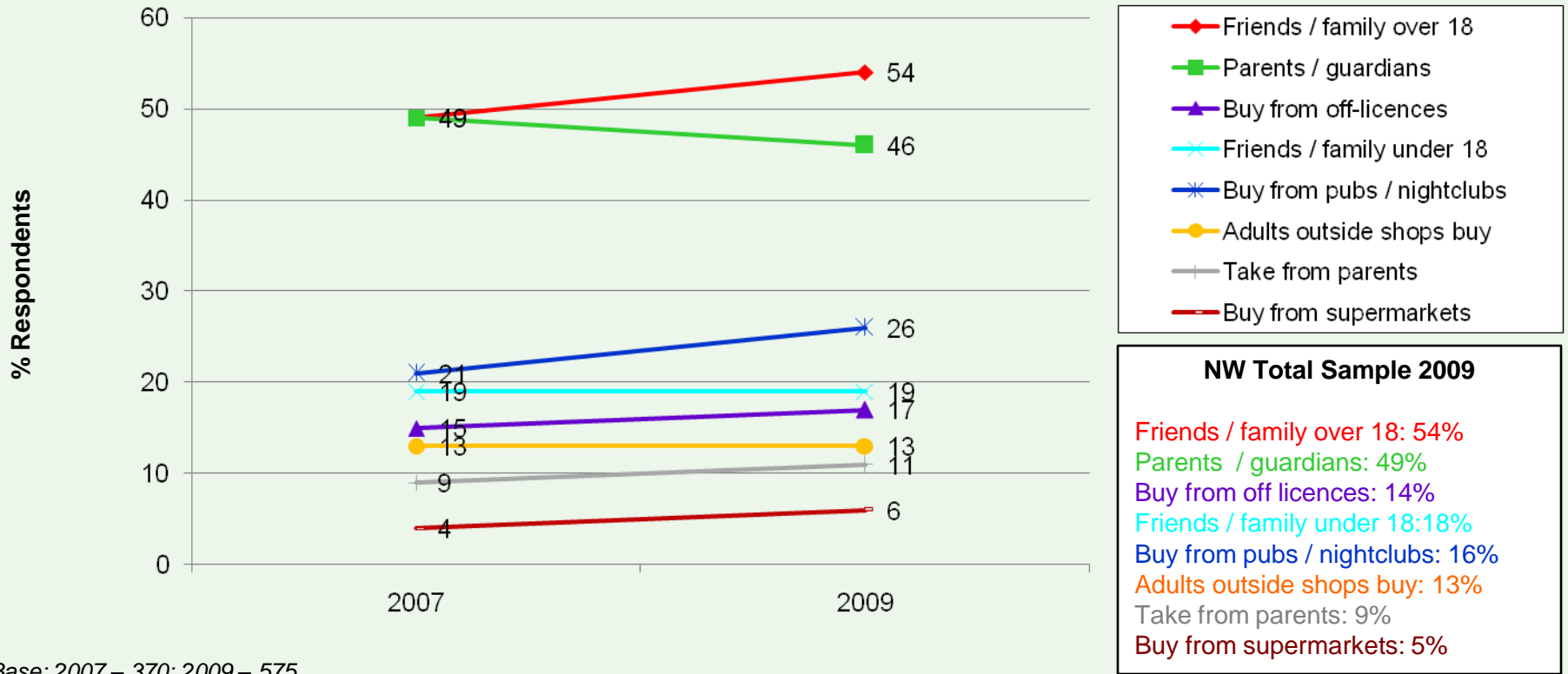
- Smirnoff / Ice: 20%
- WKD: 19%
- Fosters: 12%
- Strongbow: 12%
- Carling: 9%
- Stella: 9%
- Carlsberg: 7%
- Magners: 6%
- Budweiser: 4%
- Jack Daniels: 4%

Base: 2007 – 172; 2009 – 283
 Balance: Do not drink alcohol, Not stated
 Not asked in 2005
 Multiple response allowed

PURCHASING ALCOHOL

In line with the North West results, most 14-17 year olds in Sefton claim to get alcohol from their friends and family. The proportion claiming to buy alcohol themselves has marginally increased.

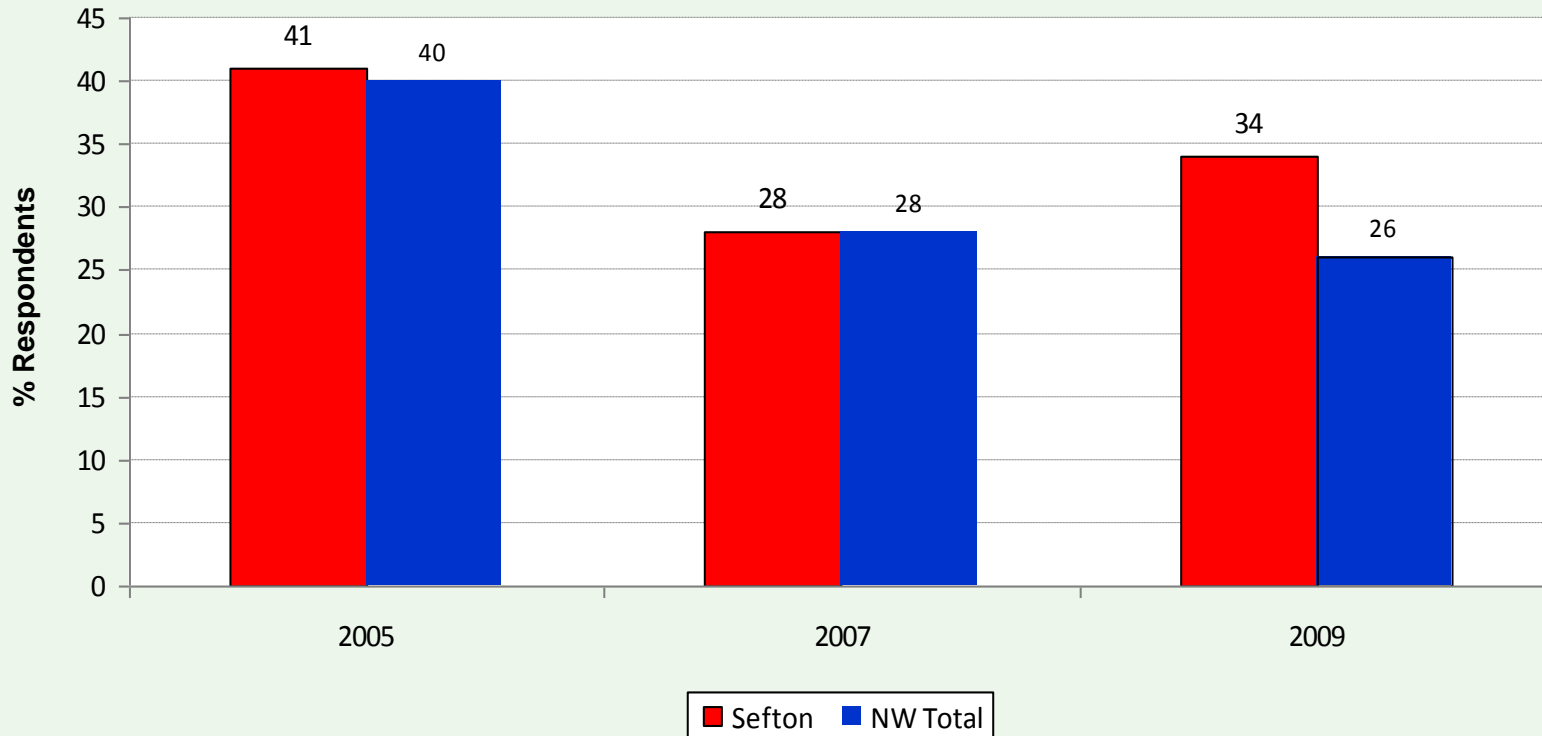
Where do you get your alcohol from? - Sefton



Base: 2007 – 370; 2009 – 575
 Balance: Do not drink alcohol, Not stated
 Multiple response allowed

The percentage of 14-17 year olds in Sefton claiming to buy their own alcohol has increased by 6% since the 2007 survey, but is still lower than reported in 2005.

Percentage claiming to buy themselves Sefton

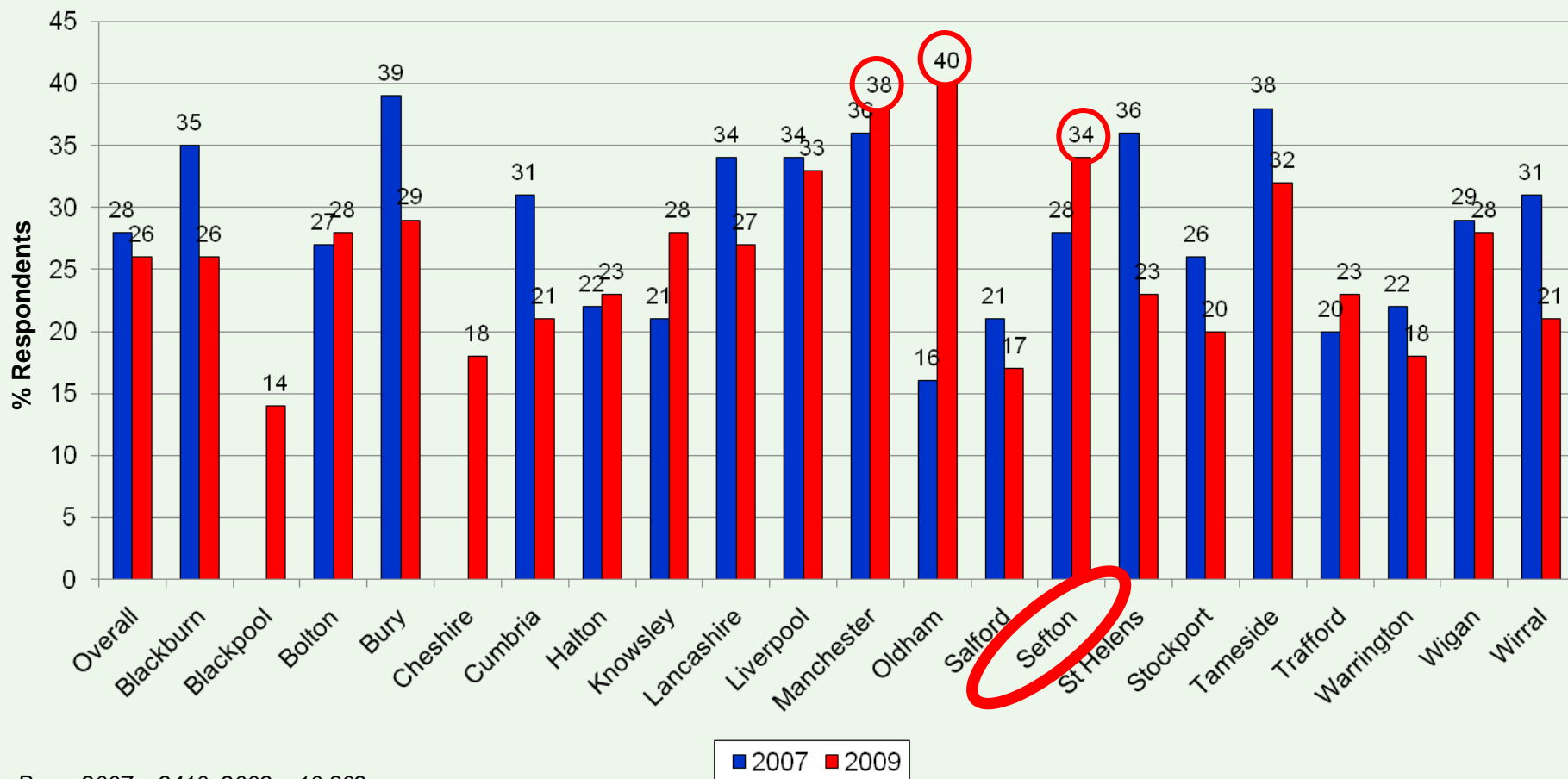


Base: 2005 – 130; 2007 – 370; 2009 – 575

Balance: Do not drink alcohol, Not stated

In 2007 the proportion of 14-17 year olds purchasing their own alcohol in Sefton was in line with the regional average at 28%. In 2009 this figure has risen to 34%, 8% higher than the regional average. Across the North West, Sefton has the third highest incidence of 14-17 year olds purchasing their own alcohol.

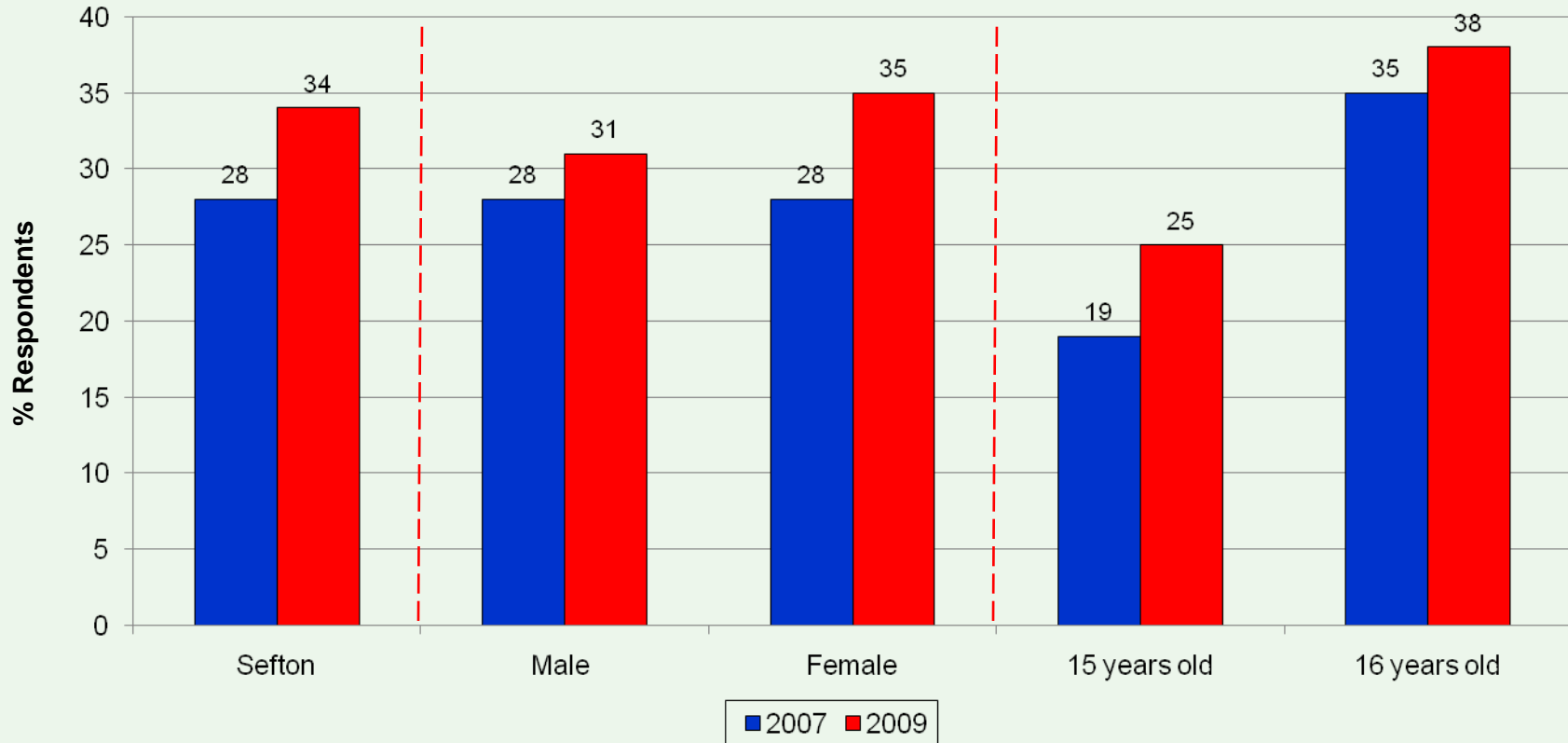
Percentage buying alcohol themselves - Analysis by Local Authority



Base: 2007 – 9410; 2009 – 10,802
 Balance: Do not drink alcohol, Not stated

The findings suggest that young females are more likely to purchase their own alcohol than young males in Sefton. The proportion of 15 year olds claiming to buy their own alcohol has increased by 6% since 2007, slightly higher than the rise amongst 16 year olds (3%).

Percentage buying alcohol themselves - Analysis by age and gender Sefton

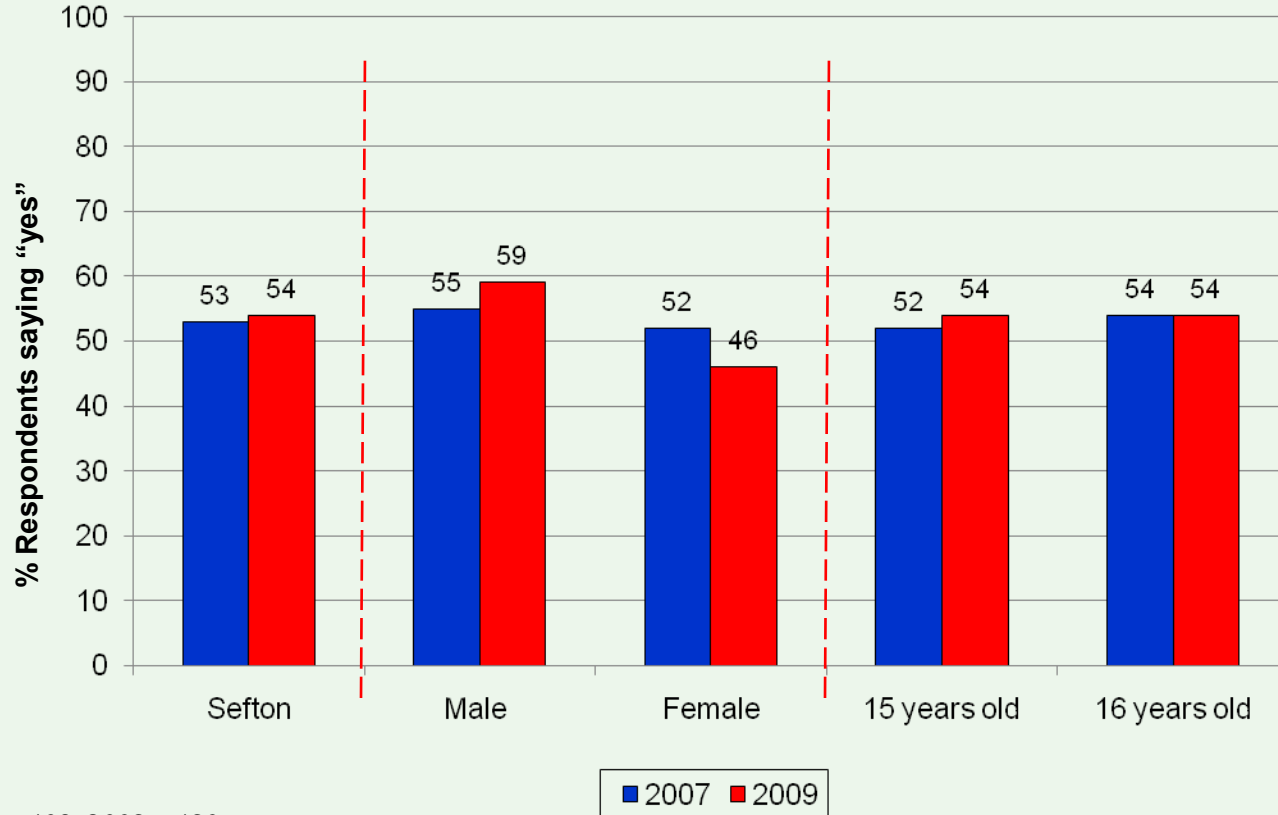


Overall Base: 2005 – 130; 2007 – 417; 2009 – 575

Balance: Do not drink alcohol. Not stated. Results not given where base size is <10

Of the 14-17 year olds surveyed in Sefton, over half (54%) state that have been asked for ID when buying alcohol themselves. This figure is slightly higher amongst young males (59%), but no different by age.

Have you ever been asked for ID when buying alcohol? (% answering yes) Sefton



**NW Total
Sample 2009**

Yes: 55%

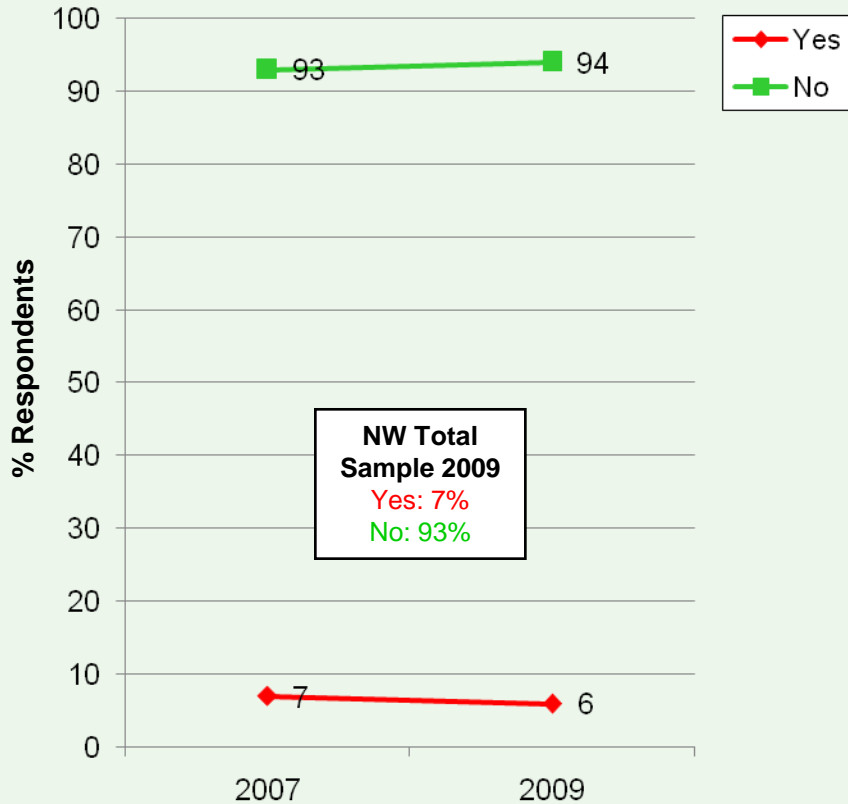
Base: 2007 – 103; 2009 – 190

Balance: Have not bought alcohol themselves. Not stated. Results not given where base size is <10

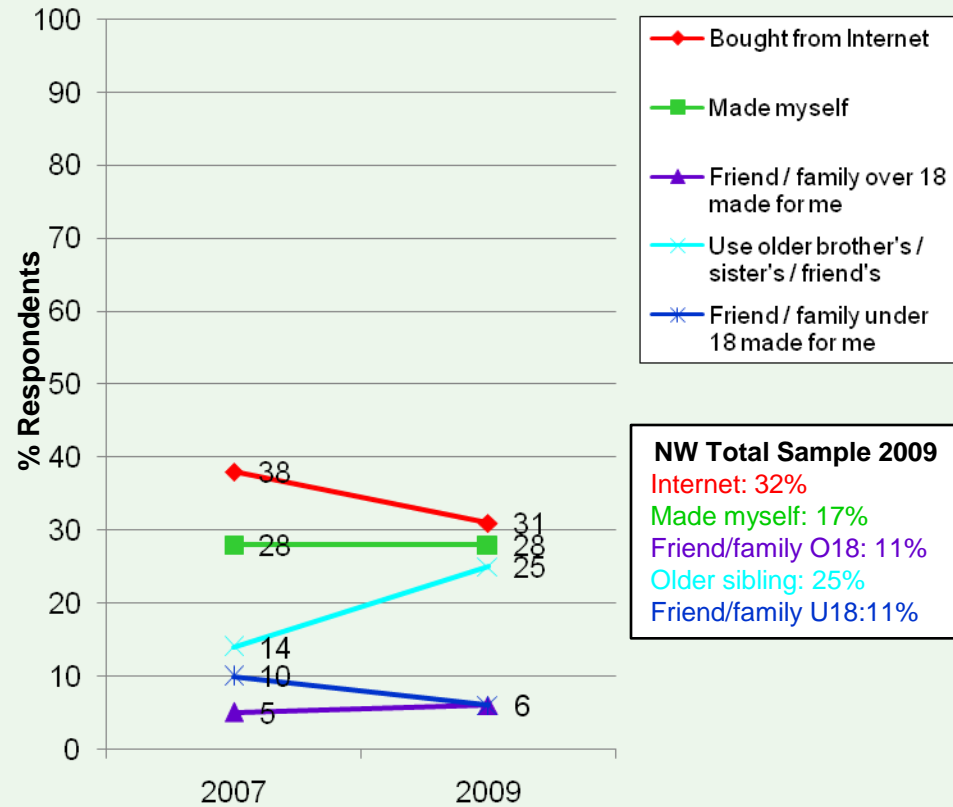
Not asked in 2005

6% of 14-17 year olds in Sefton claim to have fake ID, almost a third of whom stated that they bought this on the internet, which is similar to the North West average. Amongst those that have fake ID, higher percentages claim to be using an older sibling's identification.

Do you have fake ID? Sefton



Where did you get your fake ID from? Sefton



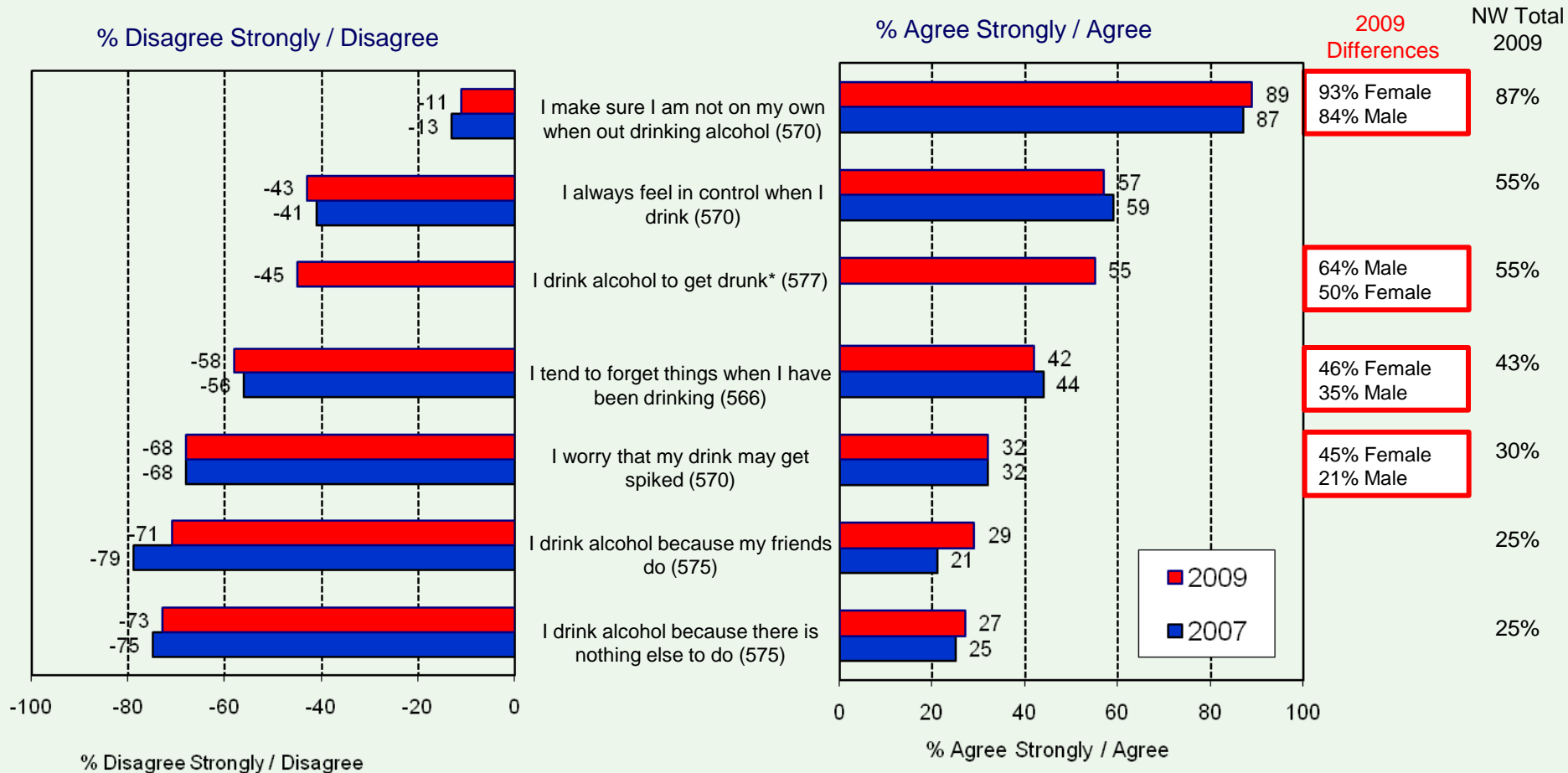
Base: 2007 – 375; 2009 – 496
Balance: Not stated.
Not asked in 2005

Base: 2007 – 21; 2009 – 32
Balance: Do not have fake ID, Other, Not stated
Not asked in 2005

GENERAL ATTITUDES AND BEHAVIOUR

General attitudes and behaviour relating to alcohol have not changed considerably for Sefton since 2007. The only significant difference is that 8% more 14-17 years olds agree that they drink alcohol because their friends do. Some variation in attitudes and behaviour was apparent, particularly by gender.

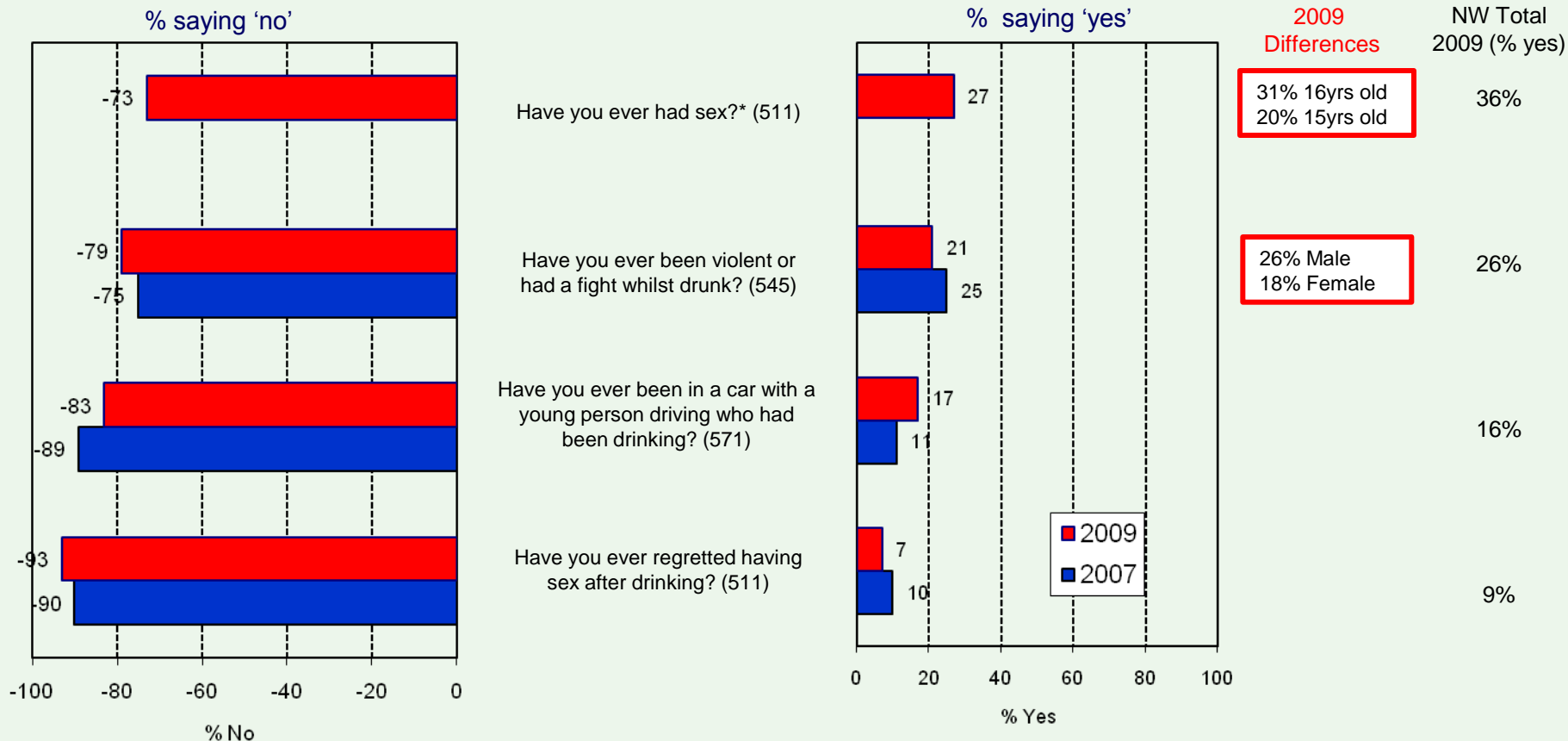
Attitudes and behaviour relating to alcohol - Sefton



Base: 2007 – 369 (Avg); 2009 - see brackets above
 Balance: Not stated. Do not drink. Not asked in 2005. *Not asked in 2007

For Sefton, the percentages of 14-17 year olds claiming to have had sex, regretted having sex after drinking, and be violent or have a fight whilst drunk are lower than for the North West overall.

Behaviour relating to alcohol

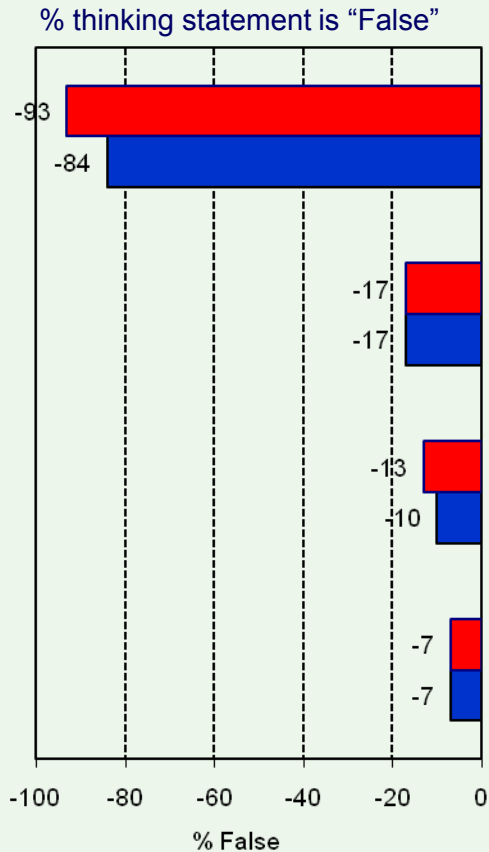


Base: 2007 – 360 (Avg); 2009 – See brackets above
 Balance: Not stated. Not asked in 2005 *Not asked in 2007

UNDERSTANDING OF LEGISLATION

In Sefton, understanding of legislation with regards to alcohol was relatively consistent with the previous survey. A slightly higher percentage correctly identified that it is not a criminal offence for under 18s to drink alcohol at home, and slightly lower percentage that it is a criminal offence for U18s to buy alcohol.

Understanding of legislation regarding alcohol Sefton

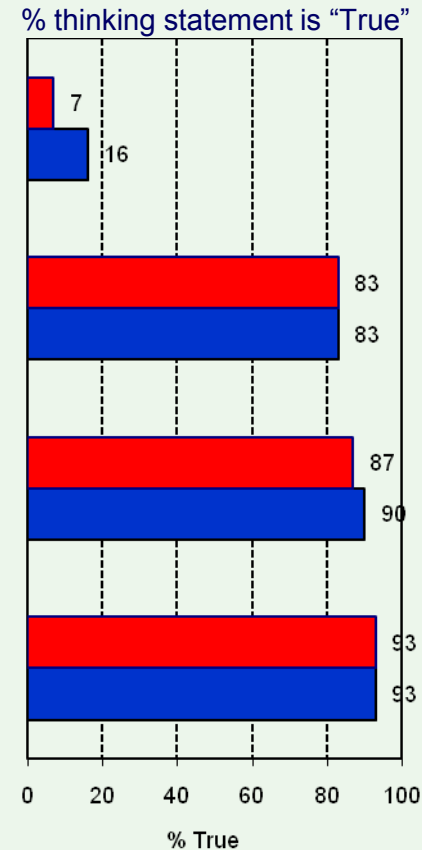


It is a criminal offence for U18s to drink alcohol at home (623)

It is a criminal offence for O18s to buy alcohol for U18s (619)

It is a criminal offence for U18s to buy alcohol (628)

It is a criminal offence to sell alcohol to U18s (616)



NW Total
2009

10%

84%

92%

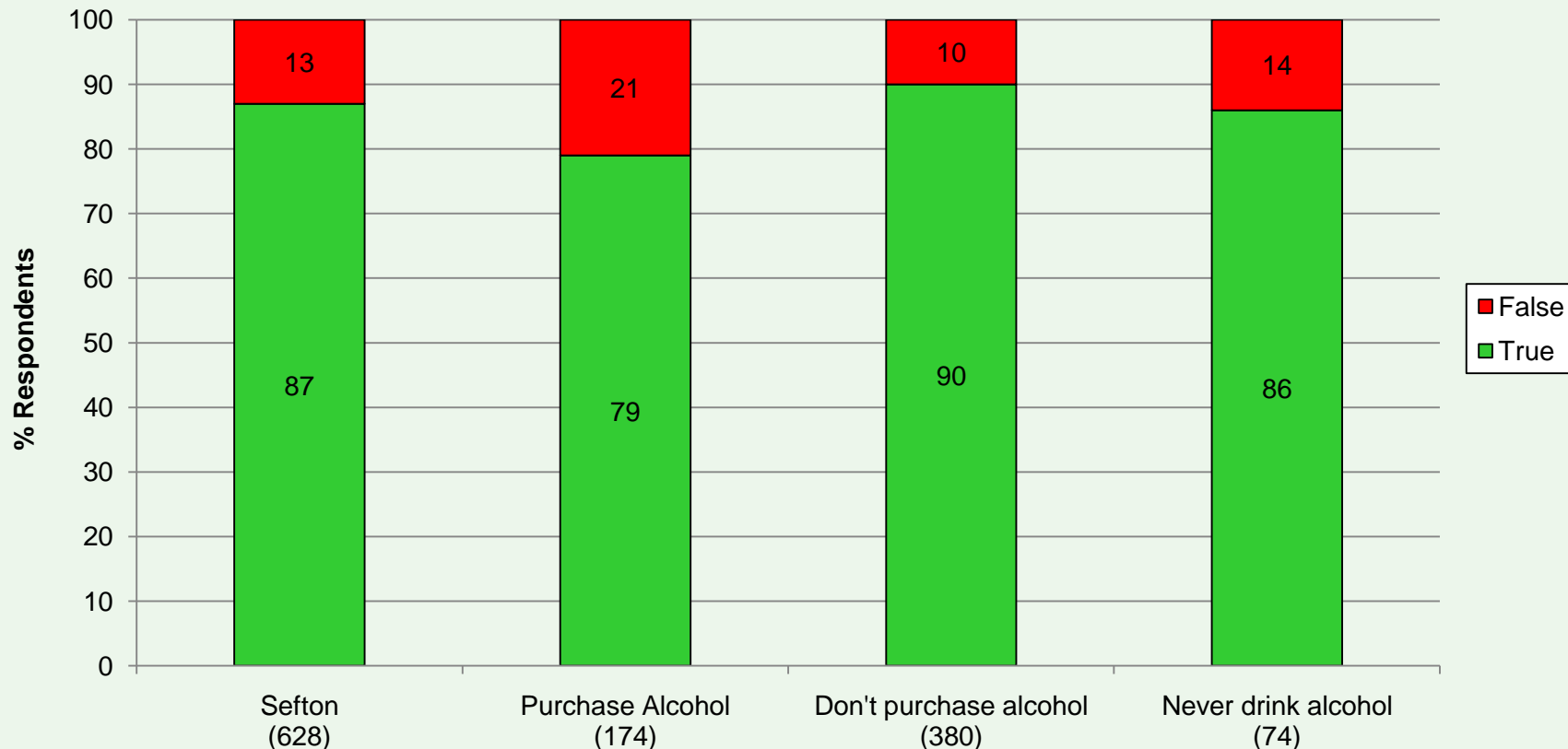
94%



Base: 2007 – 397 (Avg); 2009 – see brackets above
Balance: Not stated.

Thinking specifically about understanding of legislation around under 18s purchasing alcohol, those 14-17 year olds surveyed in Sefton who claim to buy their own alcohol were less likely to be aware that this is an offence compared to others.

Understanding of legislation: It is a criminal offence for under 18s to buy alcohol? (Analysis by purchasing behaviour) Sefton 2009

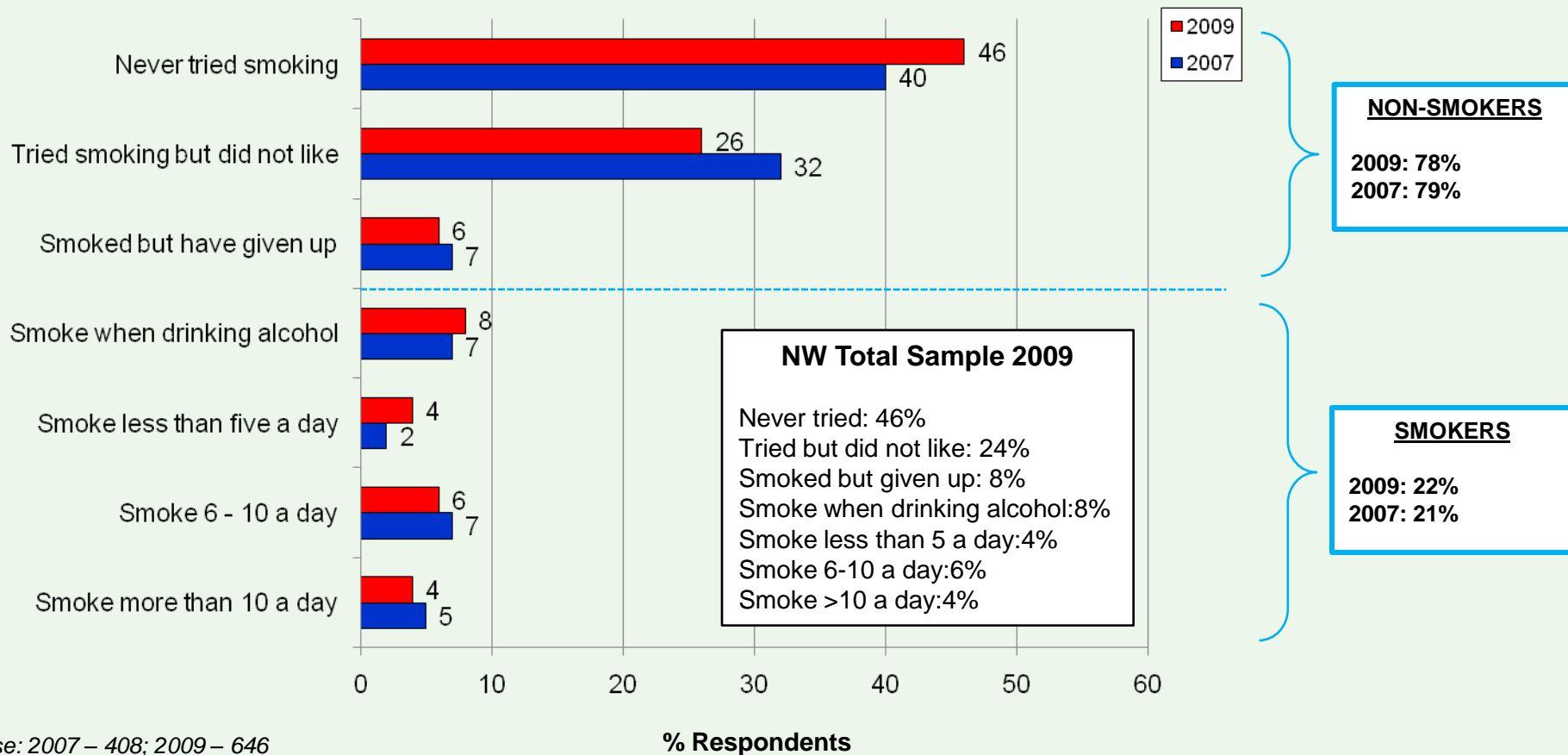


Base: In brackets
Balance: Not stated

SMOKING BEHAVIOUR

Approximately a fifth (22%) of the 14-17 year olds surveyed in Sefton indicated that they smoke, similar to the figure reported in 2007.

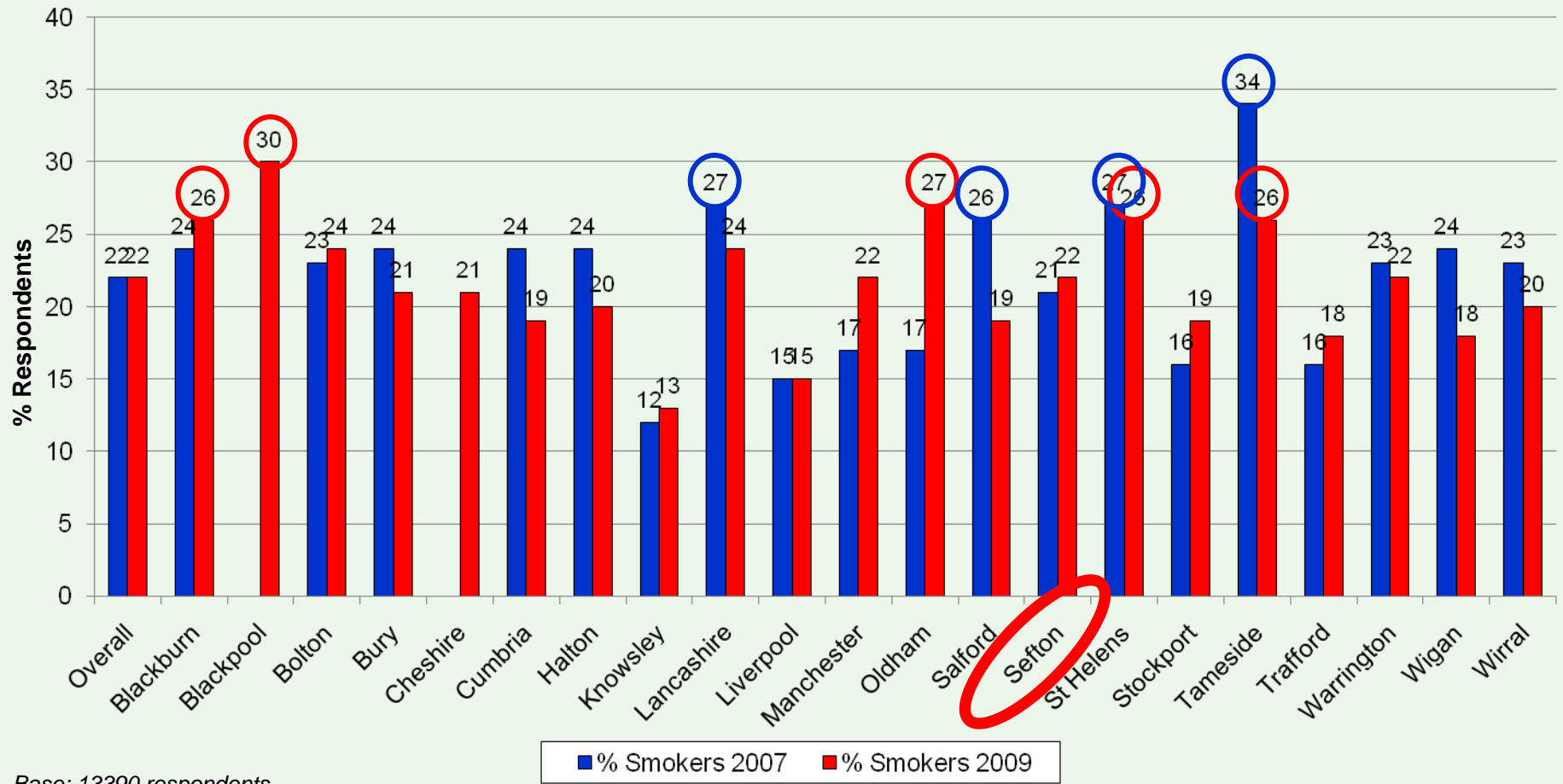
Which of the following best describes your smoking behaviour? (Prompted) Sefton



Base: 2007 – 408; 2009 – 646
Balance: Not stated
Not asked in 2005

The percentage of 14-17 year olds who smoke in Sefton is consistent with the regional average.

Do you smoke? (Analysis by Local Authority)

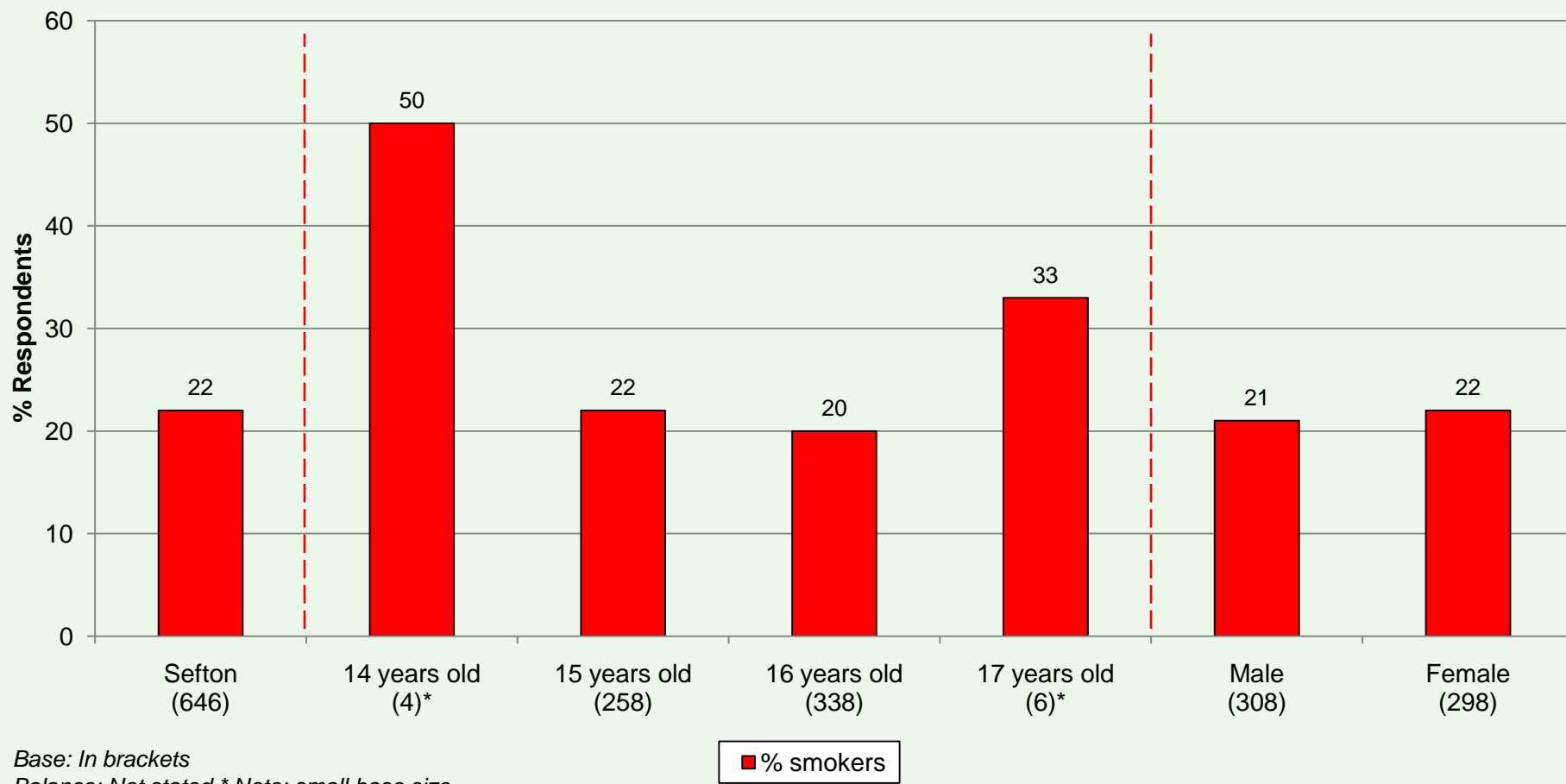


Base: 13390 respondents

Balance: Not stated

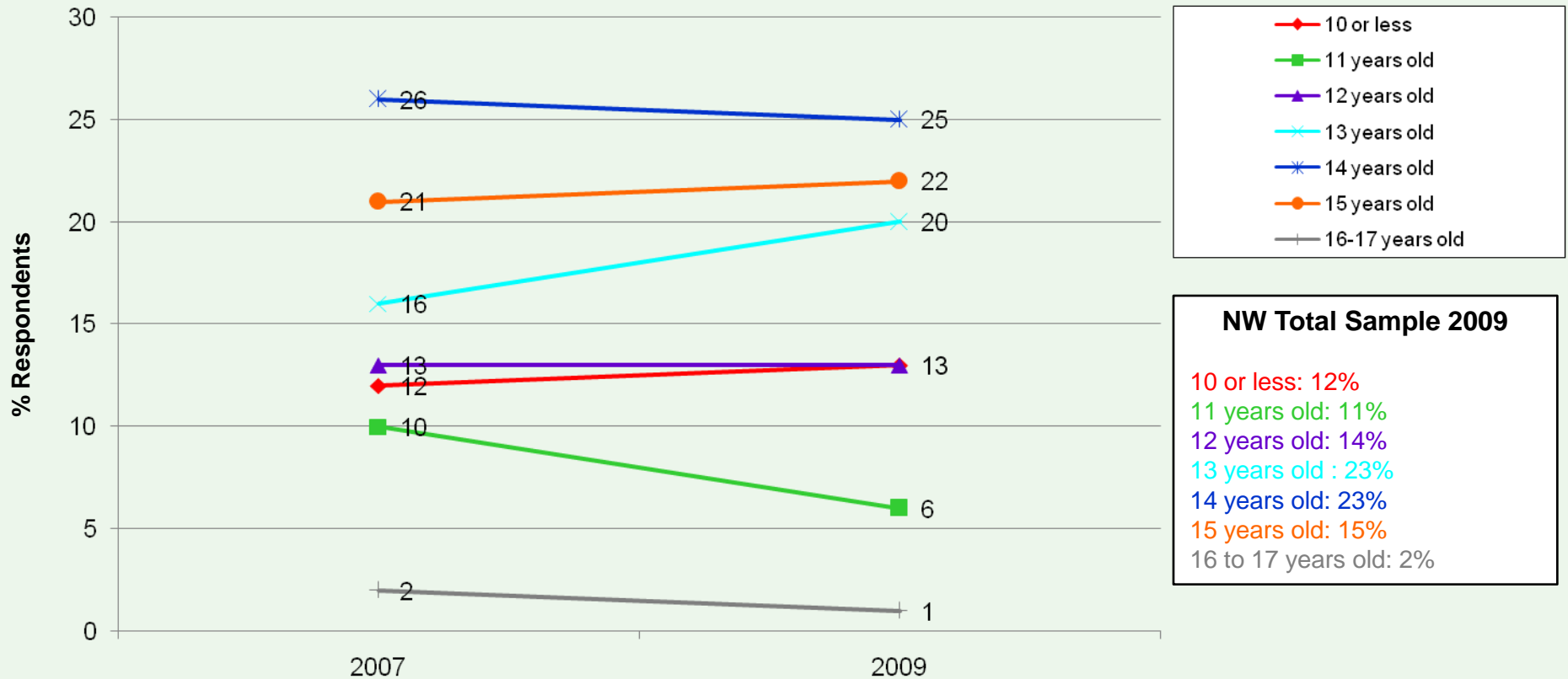
Further analysis reveals that there is little variation in the results by gender and age in Sefton (N.B. the results for 14 and 17 year olds respectively are skewed owing to small sample sizes).

Do you smoke? (Analysis by age and gender) Sefton 2009



Amongst those 14-17 year olds in Sefton who do smoke, the majority claimed to start smoking between the ages of 13 and 15 (67%).

How old were you when you started smoking? Sefton



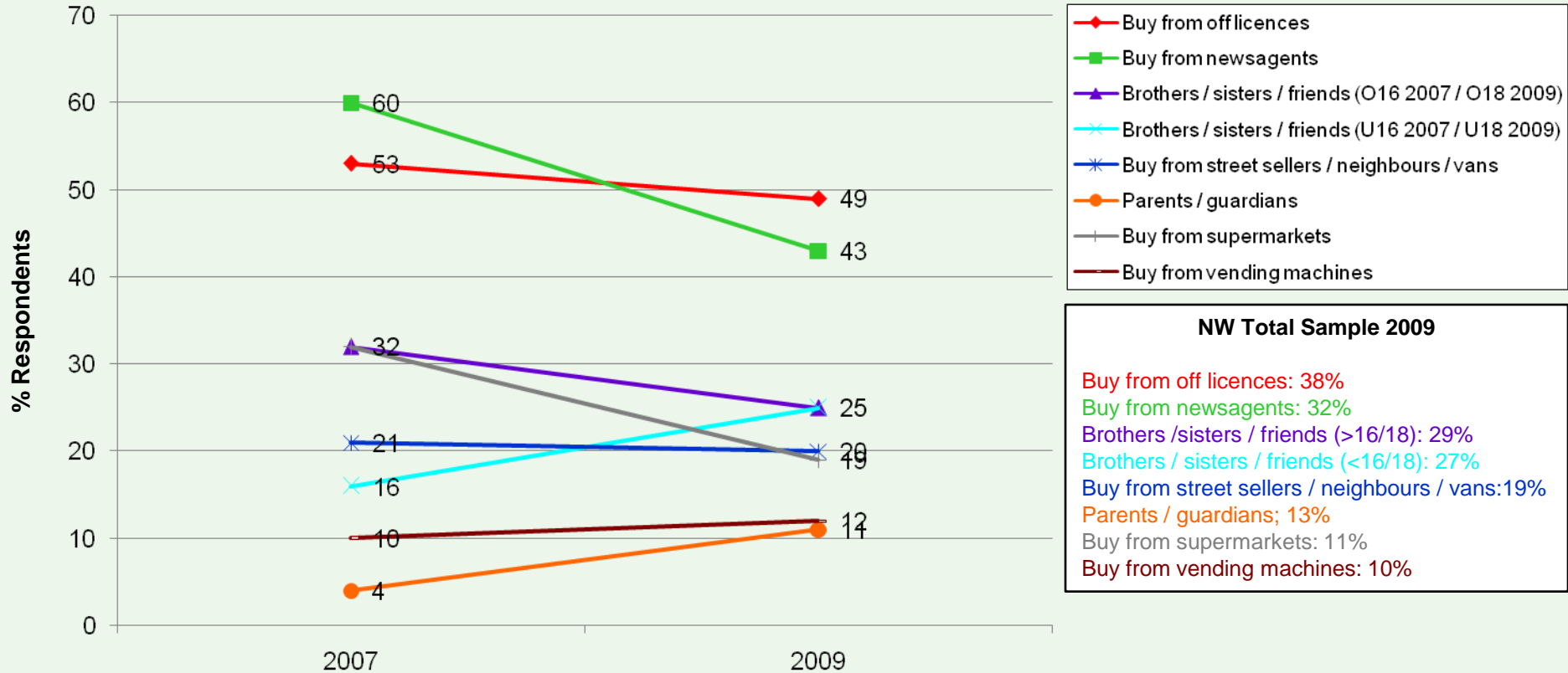
NW Total Sample 2009

- 10 or less: 12%
- 11 years old: 11%
- 12 years old: 14%
- 13 years old: 23%
- 14 years old: 23%
- 15 years old: 15%
- 16 to 17 years old: 2%

Base: 2007 – 104; 2009 – 157
 Balance: Not stated. Do not smoke
 Not asked in 2005

The majority of young smokers in Sefton claim to buy their cigarettes from off licenses or newsagents. The percentages claiming to buy from these outlets are lower than in 2007, but remain higher than for the North West as a whole.

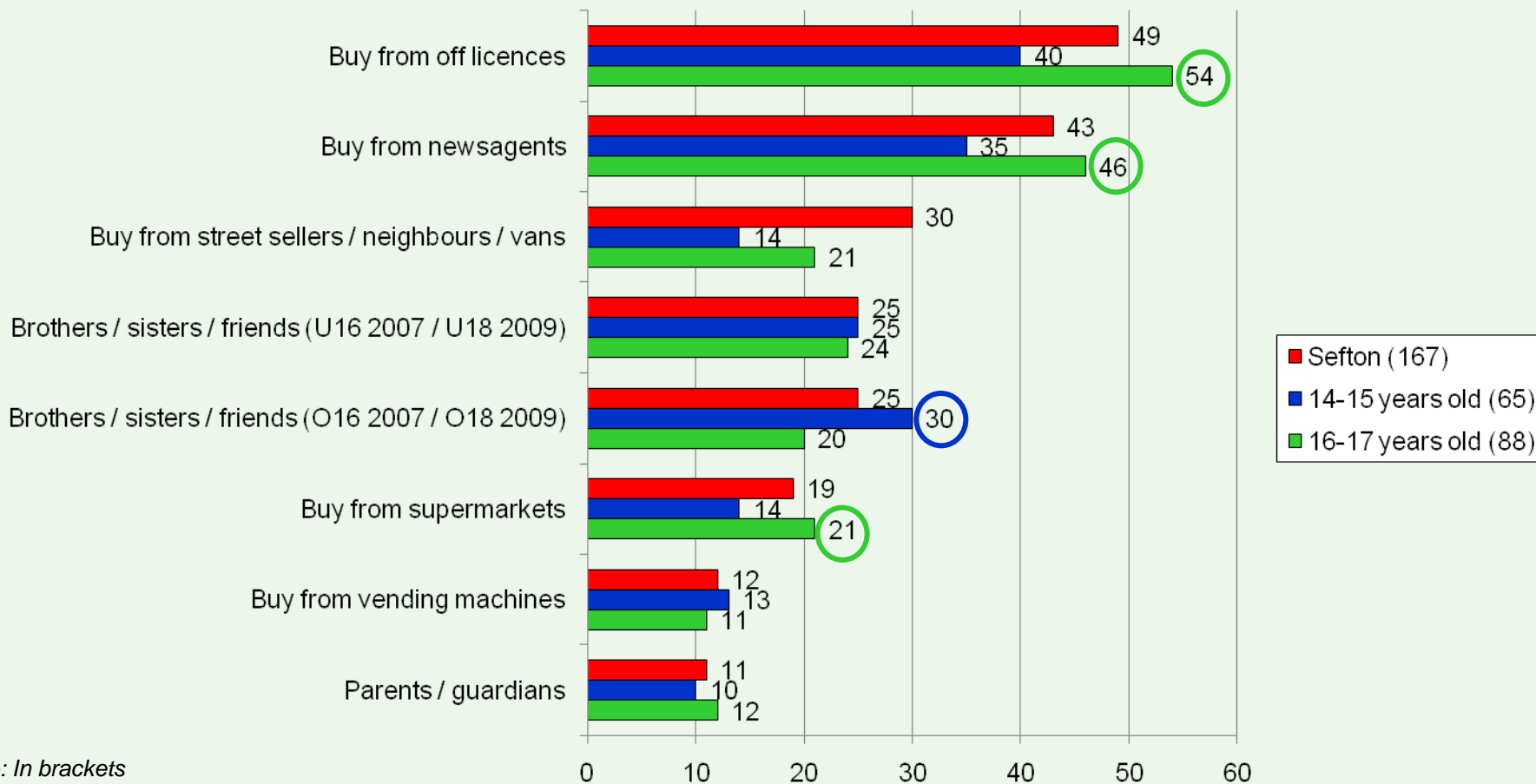
Where do / did you get your cigarettes from? Sefton



Base: 2007 – 108; 2009 – 167
 Balance: Not stated. Do not smoke
 Not asked in 2005. Multiple response allowed

Within Sefton, older respondents (aged 16-17) are more likely than younger respondents (aged 14-15) to purchase their cigarettes from off licences, newsagents and supermarkets. The latter are more likely than their older counterparts to get cigarettes from relatives and friends.

Where do / did you get your cigarettes from? (By Age) Sefton 2009

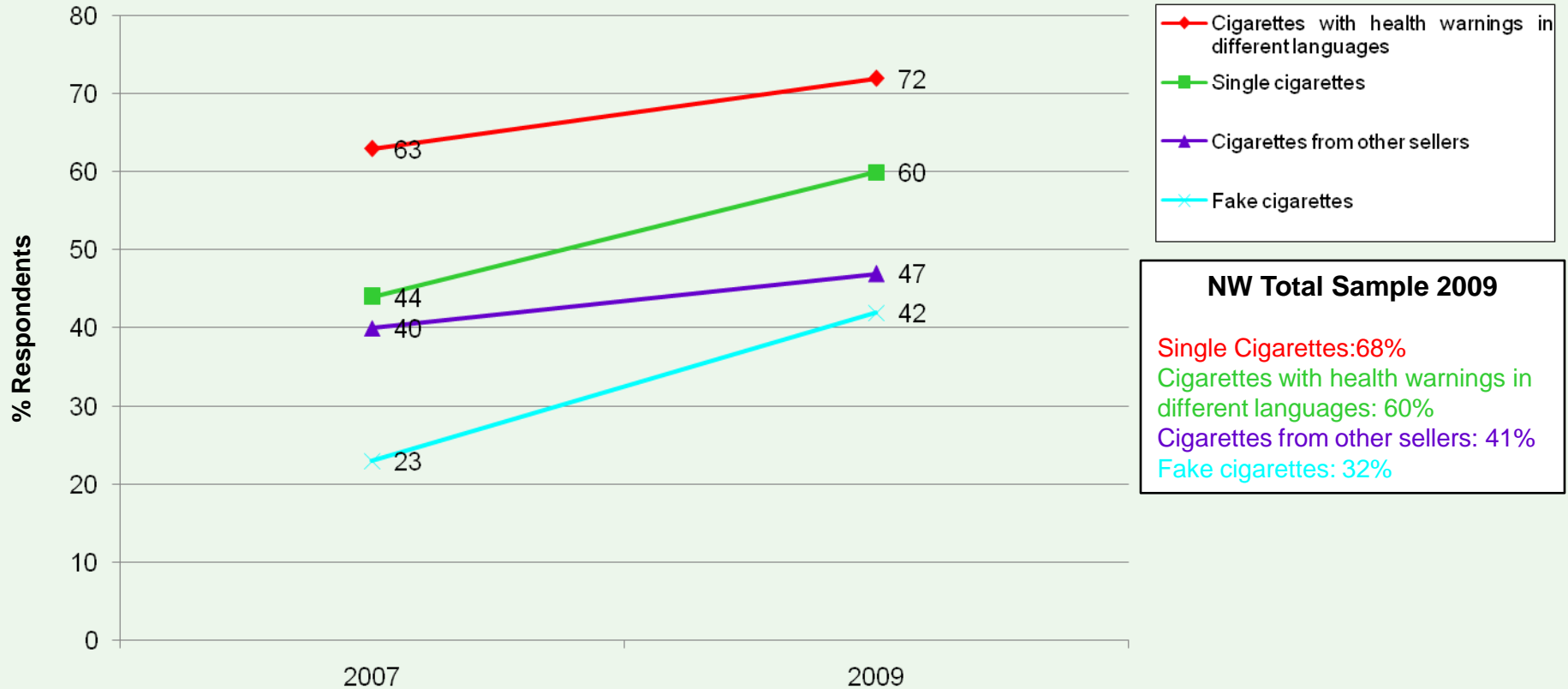


■ Sefton (167)
■ 14-15 years old (65)
■ 16-17 years old (88)

Base: In brackets
 Balance: Not stated. Do not smoke.
 Not asked in 2005

Compared to 2007, there has been a marked increase in the percentage of young people in Sefton claiming to purchase fake cigarettes (+19%), and also notable increases for other types of cigarette purchase.

Have you ever bought...? Sefton



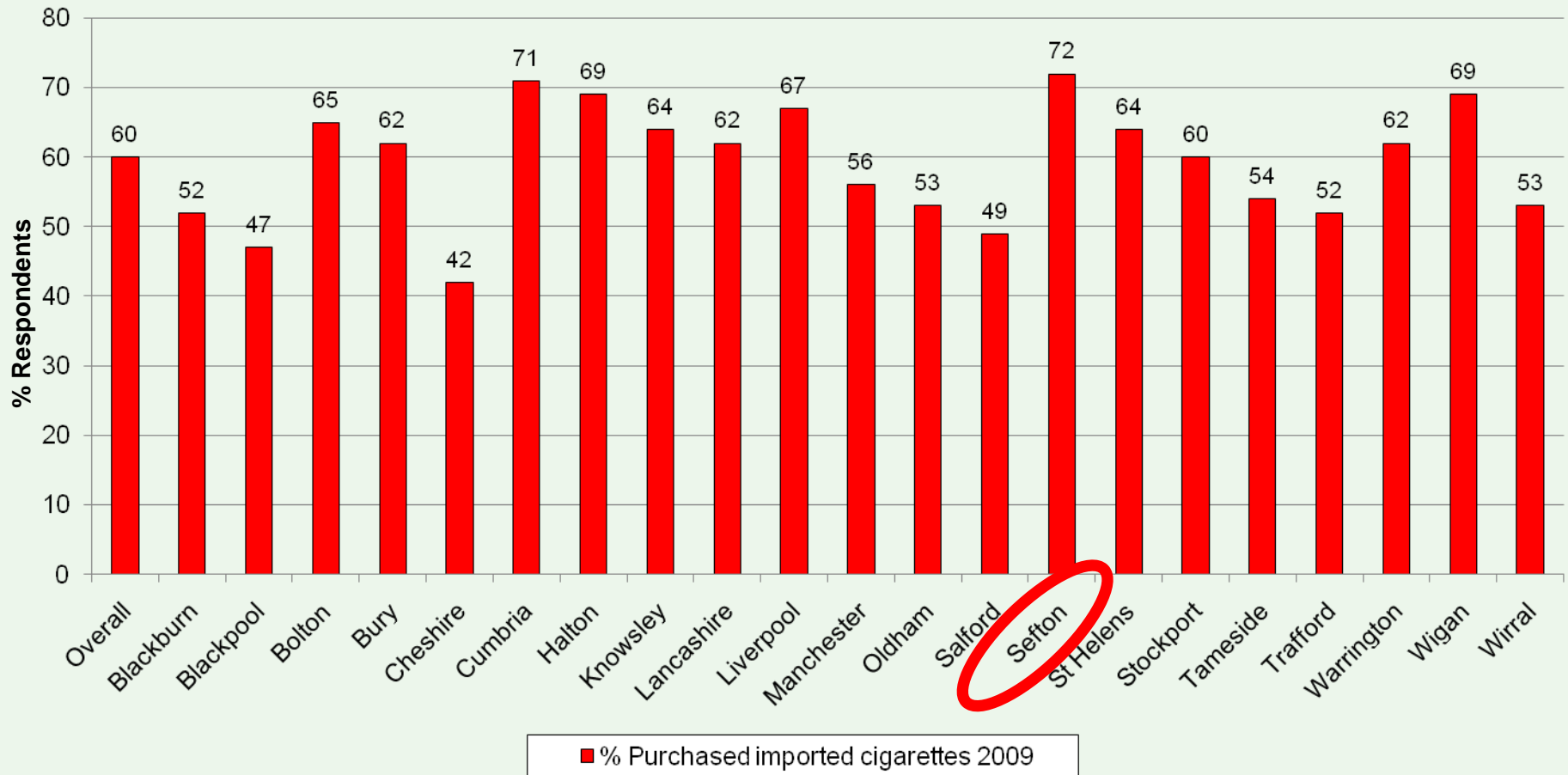
NW Total Sample 2009

Single Cigarettes: 68%
 Cigarettes with health warnings in different languages: 60%
 Cigarettes from other sellers: 41%
 Fake cigarettes: 32%

Base: 2007 – 84; 2009 – 89
 Balance: Not stated. Do not smoke.
 Not asked in 2005

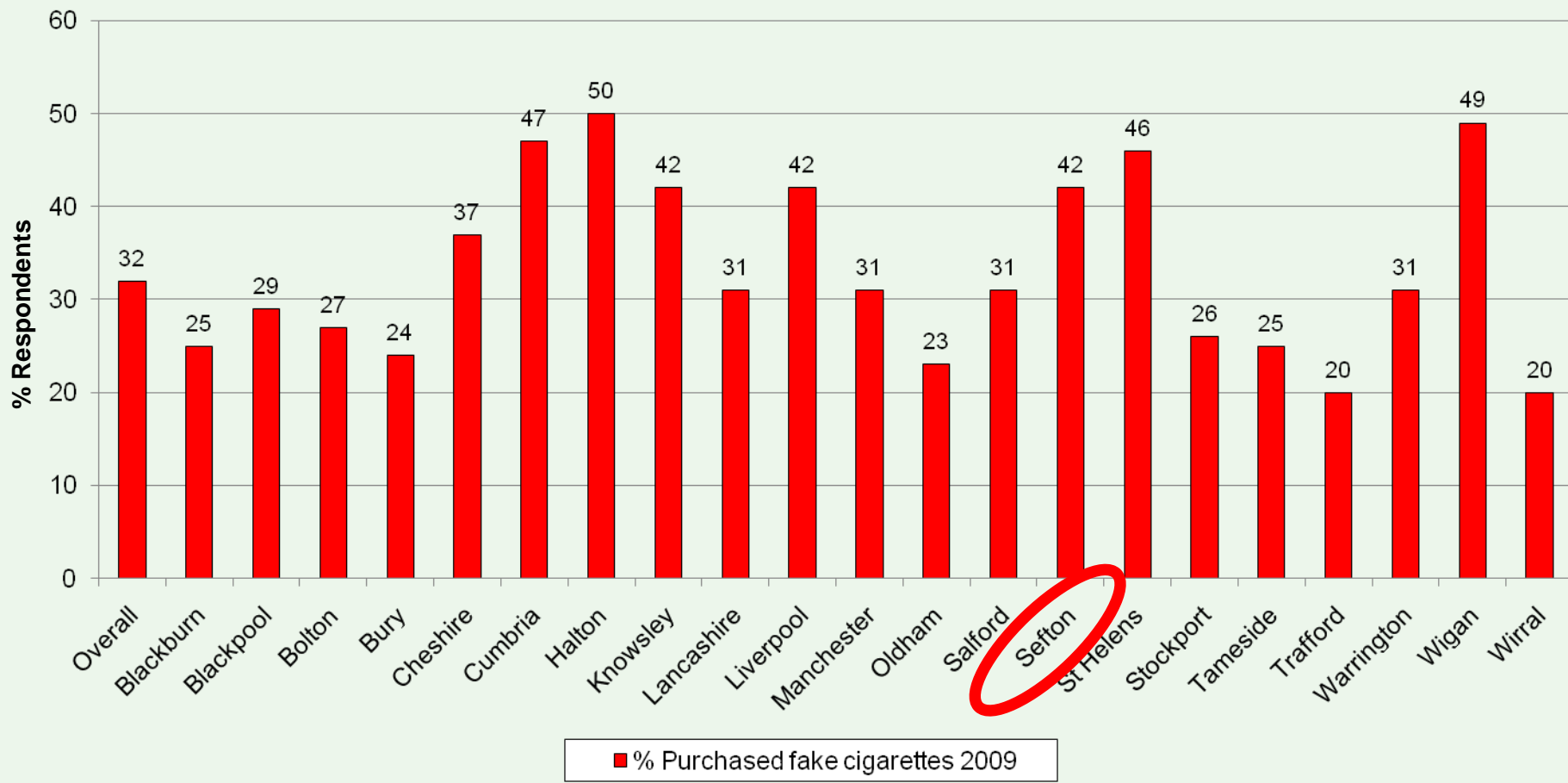
Sefton is highlighted as the local authority where young people in the North West are most likely to have purchased cigarettes with health warnings in different languages, closely followed by Cumbria, Halton, Wigan, Liverpool and Bolton.

Have you ever bought...cigarettes with health warnings in a different language? (Analysis by Local Authority) 2009



The purchasing of fake cigarettes by young people is most evident in Halton, Wigan, Cumbria and St Helens, and less prominent in the Wirral and Trafford. The figure for Sefton is 10 percentage points above the North West average.

Have you ever bought...fake cigarettes? (Analysis by Local Authority) 2009



The latest survey findings highlight that young people are more likely to have bought cigarettes from other sellers in Halton and Knowsley, and less likely to have done so in Liverpool and Bury. The percentage for Sefton is above the figure for the North West as a whole.

Have you ever bought...cigarettes from other sellers? (Analysis by Local Authority) 2009



Base: 13390 respondents
Balance: Not stated. Do not smoke.



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