

**DRINKAWARE  
BAROMETER REPORT  
KEY FINDINGS 2017-2018**

**NATIONAL ATTITUDES TOWARDS  
ALCOHOL, HEALTH AND WELLBEING**

A REPORT COMMISSIONED BY

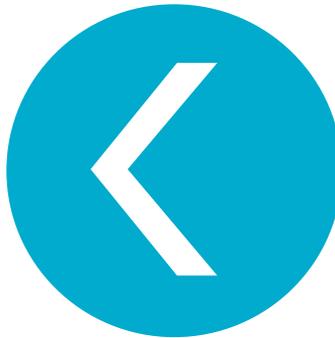
**DRINKAWARE**

# RESEARCH BACKGROUND

Drinkaware is an independent not-for-profit organisation with a vision of an Ireland where alcohol is not misused. Our mission is to work with others to change attitudes and behaviours so that drinking to excess and drinking underage become unacceptable. We do this by raising awareness, creating understanding and supporting behaviour change through evidence-led education and effective communications to support our work in three key areas, each of which is informed by the research we conduct:



**TACKLING  
UNDERAGE  
DRINKING**



**REDUCING  
ALCOHOL  
MISUSE**



**SUPPORTING  
ALCOHOL  
EDUCATION**

## RESEARCH OBJECTIVES

Establish the attitudes of the general population in Ireland towards alcohol, health and wellbeing.

Develop a picture of what motivates people to change behaviour in relation to alcohol.

Provide a benchmark for knowledge of the HSE low-risk guidelines for alcohol consumption.

## RESEARCH SAMPLE AND METHODOLOGY

This research was conducted as part of Behaviour & Attitudes' National Barometer Survey. Face-to-face interviews were carried out in 2017 and again in 2018, with a nationally representative quota sample of 1,000 adults aged 18 years and over.

All interviewing was conducted by fully trained and experienced members of the Behaviour & Attitudes field-force, who work under direct supervision and are subject to rigorous quality controls. All aspects of the B&A Barometer survey operate to the guideline standards established by the company's membership of the MRS and ESOMAR (the international industry representative body). For more information on Behaviour & Attitudes' National Barometer Survey, visit [banda.ie](http://banda.ie).

Within this report, where appropriate, comparisons are made from our 2017 and 2018 research findings.



**THIS REPORT, AND ALL OTHER DRINKAWARE-COMMISSIONED RESEARCH, IS AVAILABLE TO DOWNLOAD AT [DRINKAWARE.IE](http://DRINKAWARE.IE).**

# RESEARCH FINDINGS

## ATTITUDES TO ALCOHOL, HEALTH AND WELLBEING

The sample was asked a series of attitudinal statements to establish the nation's attitudes towards alcohol, health and wellbeing. The table below indicates the total percentage of people who 'agree' with each statement. These findings indicate that having knowledge regarding the impact of excessive drinking on health and wellbeing can result in behaviour change for the individual and lead to positive changes to drinking habits. This is encouraging for Drinkaware as we aim to continue to highlight and educate about the harms associated with drinking to excess through our website, resources, social media channels and programmes.

	Jan '18	Jun '17	Jan '17
Any amount of alcohol impairs your ability to drive.	88%	88%	-
I have become much more aware of how excessive drinking affects my health and wellbeing.	75%	71%	69%
Drinking to excess is just a part of Irish culture.	70%	72%	73%
I have made small positive changes to my drinking.	49%	39%	46%
We all drink to excess at some stage – it's no big deal!	43%	45%	46%
I would like to drink alcohol less often.	33%	31%	33%

A further analysis of these results suggests that the more a person knows about the impacts of drinking to excess, the more likely they are to change their behaviour. Of those that have become much more aware of how excessive drinking affects their health and wellbeing (75%):

**41%** WOULD LIKE TO DRINK ALCOHOL LESS OFTEN.

**61%** HAVE ALREADY MADE SMALL POSITIVE CHANGES TO THEIR DRINKING.

## RESULTS BREAKDOWN BY AGE

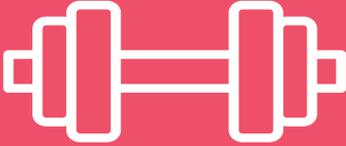
The respondents were grouped into three age categories. Significant attitudinal findings specific to age are outlined below. The result shown below are taken from our most recent Barometer research conducted in January 2018

18 – 34 years	35 – 49 years	50 years +
Respondents in this age bracket were:	Respondents in this age bracket were:	Respondents in this age bracket were:
<ul style="list-style-type: none"> <li>• More likely to agree that we all drink to excess at some stage - it's no big deal! (49%)</li> <li>• More likely to have become much more aware of how excessive drinking affects health and wellbeing (79%)</li> <li>• More likely to have made small positive changes to their drinking (56%)</li> </ul>	<ul style="list-style-type: none"> <li>• More likely to want to drink less often (36%)</li> <li>• Least likely to agree that drinking to excess is just a part of Irish culture (68%)</li> <li>• Least likely to think that we all drink to excess at some stage – it's no big deal! (39%)</li> </ul>	<ul style="list-style-type: none"> <li>• More likely to agree that drinking to excess is just part of Irish culture (71%)</li> <li>• Less likely to have made small positive changes (45%)</li> <li>• Less likely to want to drink less often (30%)</li> </ul>

## INFLUENCES TO CHANGE BEHAVIOUR

Respondents were asked what has, or would be most likely to, influence them to make changes to their drinking habits. Outlined in the table below are those influences identified by respondents who have already made small, positive changes to their drinking habits. The findings clearly show that by far, physical health and fitness provide the strongest motivating factors for people to change their drinking habits.

INFLUENCES	I HAVE MADE SMALL POSITIVE CHANGES TO MY DRINKING (49%)
Physical health/fitness	75%
Personal finances	33%
Mental health	29%
Relationships	26%
Career	18%
Other	3%

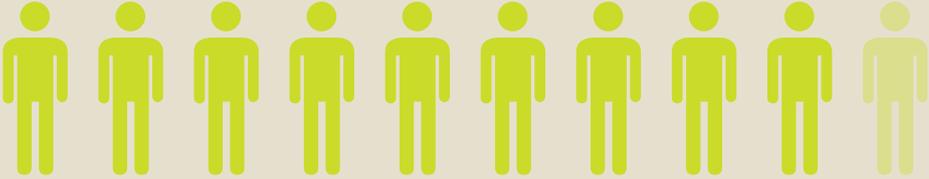


**PHYSICAL HEALTH AND FITNESS PROVIDE THE STRONGEST INFLUENCE FOR PEOPLE TO MAKE CHANGES TO THEIR DRINKING.**

The recognition of alcohol's impact on mental health by almost one-third of the population is of major significance. Drinkaware will continue to emphasise this connection through its resources and support others working in the area of mental health to promote similar messages. Drinkaware has developed a comprehensive booklet, aimed at parents, on recognising the impact of alcohol on a young person's mental health. This booklet and all other Drinkaware health promotion resources can be ordered or downloaded at [drinkaware.ie](http://drinkaware.ie).

## DRINK DRIVING IN IRELAND

**ALMOST 9 OUT OF 10 ADULTS AGREED THAT ANY AMOUNT OF ALCOHOL IMPAIRS YOUR ABILITY TO DRIVE (88%)**



**DRINK DRIVING WAS EVIDENT ACROSS ALL DEMOGRAPHIC GROUPS AND PEAKED AMONG MEN.**

**OF THE 8% OF ADULTS WHO ADMITTED TO DRIVING AFTER CONSUMING ALCOHOL IN THE PAST 12 MONTHS, 70% AGREED THAT ANY AMOUNT OF ALCOHOL IMPAIRS YOUR ABILITY TO DRIVE (COMPARED TO 88% OF ALL ADULTS).**

These findings indicate that knowledge of how alcohol impairs a person's ability to drive is not enough to deter people from taking the risk and driving under the influence of alcohol.

Drinkaware strongly supports official advice from the Road Safety Authority and An Garda Síochána that any amount of alcohol impairs a person's ability to drive. As an organisation we advocate that to keep our roads safe for all road users, people should never ever drink and drive.

## KNOWLEDGE OF STANDARD DRINKS AND LOW-RISK GUIDELINES

**3%** OF IRISH ADULTS CAN CORRECTLY IDENTIFY THE HSE LOW-RISK WEEKLY GUIDELINES FOR MEN AND WOMEN



**45%** ADMITTED NOT KNOWING THE CORRECT HSE LOW-RISK GUIDELINES, 53% GUESSED INCORRECTLY AND 3% GOT IT RIGHT.

**35%** THINK A PINT OF BEER IS EQUAL TO ONE STANDARD DRINK.

**32%** BELIEVE A QUARTER BOTTLE OF WINE (187.5ML) IS ONE STANDARD DRINK.

*For reference, the correct information on standard drinks and the HSE low-risk guidelines for alcohol consumption are below.*

### HSE LOW-RISK GUIDELINES

Up to **11** standard drinks (110g alcohol) spread out over one week

Up to **17** standard drinks (170g alcohol) spread out over one week

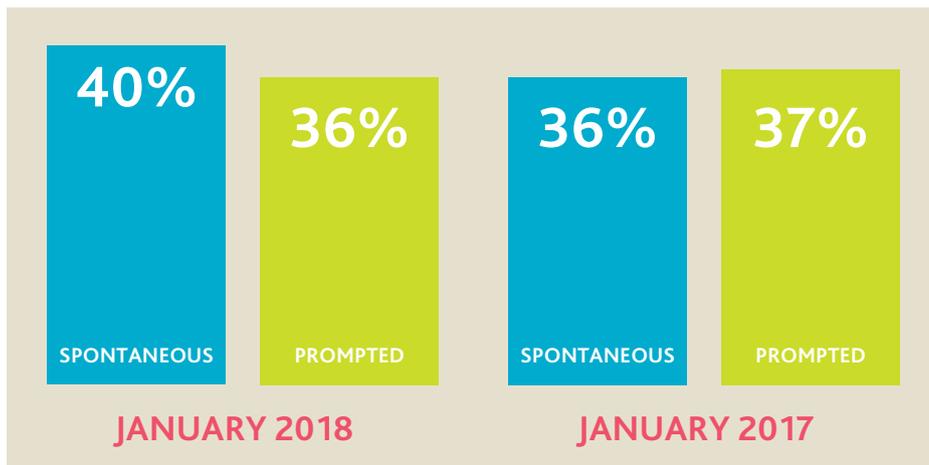
**EXAMPLES OF ONE STANDARD DRINK**

**HALF PINT LAGER**  
(4.5%, 284ml)

**GLASS WINE**  
(12.5%, 100ml)

**PUB MEASURE OF SPIRITS**  
(40%, 35.5ml)

## TOTAL AWARENESS OF DRINKAWARE



**IRISH ADULTS CITE DRINKAWARE AS THE LEADING SOURCE OF TRUSTED ALCOHOL INFORMATION IN IRELAND.**

**76%** OF IRISH ADULTS (POPULATION ESTIMATE OF 2.6 MILLION) ARE AWARE OF DRINKAWARE AND ITS WORK

< VISIT **DRINKAWARE.IE** TO ACCESS  
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**DRINKAWARE**

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