

Children, Young People and Alcohol

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GfK NOP Social Research



**Research Report No
DCSF-RR195**

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ISBN 978 1 84775 632 9

January 2010

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1 Executive Summary

1.1 Introduction and survey method

In 2009, the Department for Children, Schools and Families commissioned GfK NOP to conduct research to investigate young people and alcohol. Specifically, the research was designed to better understand parents' and young people's attitudes and behaviour towards alcohol and alcohol consumption. The research was also designed to investigate how children's behaviour may be influenced by their parent's attitudes and behaviour towards alcohol.

Interviews were conducted face to face, in home and the sample was drawn using random location sampling. Linked interviews were conducted with children/young people and their parents or carers, and a total of 2017 linked interviews were completed. Data were weighted at the analysis stage to be representative of children aged 9-17 and parents / carers of children aged 9-17 years old in England.

1.2 Parents and Carers

1.2.1 Presence of rules and routines

While most parents (80%) said that they have rules and routines related to their child, over half (54%) said that they don't always stick to them. Unsurprisingly, rules and routines were more likely to be applied to younger children, with children in school Years 12-13 more likely to be given a lot of freedom. Parents from ethnic minority groups were more likely to enforce rules and routine for their child.

1.2.2 Conversations and rules about alcohol

Almost all (97%) of parents said that they would feel comfortable discussing the risks of drinking alcohol with their children, though Asian parents were less likely than other parents to say that they would feel very comfortable (66%, compared with 83% on average). Those who said they would feel comfortable discussing the risks of drinking alcohol with their child were more likely to actually have done so.

Overall, one in five (21%) of parents have yet to speak with their child about drinking alcohol: this ranged from 36% of parents of children in Year 6 to 12% of parents of children in Year 13. Parents who would feel less comfortable discussing the issue were also less likely to have done so, including Asian parents and more specifically Muslim parents. The main reasons given by those who have not yet had a conversation were that the subject has not come up yet (mentioned by 48% of those who had not had a conversation) or that the child is too young (30%).

Amongst those who had had a conversation about alcohol, the most common prompts to these conversations were that the parent thought it was the right time (27%), or that the child asked about it (21%). Around a quarter (23%) of conversations came about because the child saw someone who was drunk. Parents who said they would feel comfortable discussing alcohol with their child were more likely to have raised the subject. In a small number of cases (5%) the conversation was reactive and brought about because the child drank more than they should.

Three-fifths (60%) of conversations discussed drinking in moderation, and a quarter (25%) said that the child was not allowed to drink at all. The risks of drinking alcohol were also commonly discussed: 61% discussed the risks to the child's health and 54% the risks to the child's safety from drinking alcohol. A half (50%) discussed the risks of the child getting involved in crime or violence after drinking alcohol.

A third (33%) of parents had set their child a rule that they were not allowed to drink alcohol at all, and unsurprisingly parents of younger children were more likely to say this, whereas parents of older children were more likely to set specific rules about what, when, where and how much they could drink.

In general, parents felt fairly comfortable with the rules they had set, as only one in five (18%) agreed that they find it difficult to strike the right balance with their child. However, a third (33%) agreed that if they come down too hard on their child's drinking it would make them want to do it even more.

Where Asian parents had had a conversation about alcohol with their child, these conversations tended to be when the child was older, and to cover less subjects than conversations had by other parents - discussions centred around not drinking alcohol at all and cultural / religious aspects of alcohol consumption, and rules set were focussed on the child not drinking alcohol at all.

1.2.3 Views on parenting style and alcohol

The majority of parents said that they would be proactive in dealing with the issue of alcohol and their child: nine in ten (90%) agreed that it is up to them to set a good example through their drinking and the same proportion that they like to discuss difficult topics like drinking with their child before it becomes an issue.

Slightly fewer (70%) agreed that it is safer to introduce their child to alcohol gradually, like they do in Europe: though Black or Asian parents were much less likely to agree than White parents. Black or Asian parents were instead significantly more likely to agree that it's safer to just say no to their child drinking any alcohol until they are 18: two in five (38%) of all parents agreed, but the view was held by three quarters of Black parents (77%) or Asian parents (75%).

Parents were asked whether they had pre-planned strategies or thought about what they would do if their child is not sensible with alcohol, and 17% of parents said they had already thought about this issue, though 80% would just deal with it when it happens.

However, nine in ten (89%) parents said that they were confident that the things they have done (e.g. talking with their child about alcohol or setting rules) would help their child to have a safe and sensible relationship with alcohol. It is interesting to note that Black and Asian parents were most likely to say that they felt very confident, despite being less likely to have had conversations with their child about alcohol, or setting rules other than simply not to drink at all.

Detailed information about young people and alcohol including information on the facts around alcohol (e.g. number of units in drinks) and about the dangers of alcohol to young people were most commonly mentioned by parents as useful to them, or to make them feel more confident about their strategies with their child.

1.2.4 Views on youth drinking

The majority of parents (74%) felt that there are more bad things than good things about youth drinking, with only 4% thinking that there are more good things than bad things. This may be linked to the fact that over nine in ten (93%) of parents agreed that drinking alcohol makes young people more vulnerable to risk or harm.

While nine in ten (88%) parents agreed that too many young people in England drink alcohol, a lower proportion (43%) agreed that it is never right for someone aged under 18 to drink alcohol. Black (75%) and Asian parents (80%) were more likely than White parents (39%) to agree with the latter statement.

Peer pressure (66%) and stress or other problems (38%) were most likely to be mentioned when parents were asked to say in their own words why some young people aged under 18 drink alcohol, though a quarter (22%) mentioned some aspect of their home life (e.g. bad parenting, copying what they see at home, 'forbidden fruit'). It is interesting to note that parents were more likely to mention negative reasons for youth drinking than positive reasons such as fun or enjoyment.

Parents were also asked to say in their own words what they thought were the main dangers to young people drinking, and health risks were most commonly mentioned (by 63%). It is interesting to note that longer term health risks were more commonly mentioned than shorter-term health risks such as alcohol poisoning, being sick or a hangover. Two fifths (38%) of parents said that the main dangers of youth drinking involved crime, violence/fighting, or sexual attack.

1.2.5 At what age is it appropriate for young people to start drinking alcohol?

Parents tend to feel that it is most appropriate for children to start drinking at a younger age in settings where the risks to the child are minimised: for example when there is an adult present, or when taken with a meal. The average age at which it was felt appropriate for children to start drinking on special occasions such as family parties was just over 16 years, and this age was also felt to be appropriate for drinking at home with a meal.

The supervision of an adult was a key factor in determining when parents thought it would be appropriate for children to start drinking: while the average age deemed appropriate to start drinking while socialising with adult supervision was just under 17 years, this rose to 18 years when parents considered the same situation but without adult supervision.

In general, White parents, heavier drinkers and AB parents were more likely to think that it is acceptable for children to start drinking at a younger age.

1.2.6 Parents' perceptions of their own child's drinking

Half of parents (50%) thought that their child had ever had an alcoholic drink, though this ranged from less than a fifth (17%) of parents of children in Year 6 to over three quarters (80%) of parents of children in Years 12-13. When cross-checked against the responses given by children, around two fifths of parents were correct in their response, but 9% of children had drunk alcohol without their parent knowing, and the same proportion of parents (9%) thought that their child had drunk alcohol when the child said they had not. Older children were more likely than their younger counterparts to have drunk alcohol without their parent knowing.

In addition, a significant minority (11%) of children had been drunk without their parent being aware, with the same proportion (11%) having ever been drunk with their parent's knowledge.

Half (49%) of parents who thought that their child had ever been drunk said that their child had felt ill or vomited as a result, but small minorities said that their child had had other negative experiences such as being in trouble with the police or taken an illegal drug while drunk (each 5%).

The majority (76%) of parents whose child has drunk alcohol thought that their child drinks less than others of their age. They also tended to hold more positive views of the drinking behaviour of their child's friends compared with the wider peer group of other children of their child's age: while 46% of parents thought that 10% or fewer of their child's friends drink alcohol regularly, only 24% thought this in relation to their child's friends. Perceptions varied considerably based on the age of their child: while parents of children in Year 6 thought that an average of 4% of their child's friends drink regularly, this was as high as 48% amongst parents of children in Years 12-13, and parents of children in this older age group thought that 65% of children of that age in the wider population drink alcohol regularly.

1.2.7 Parental views of their own child's drinking

A third (33%) of parents who knew their own child had already started drinking alcohol indicated that they were not at all happy about it, while six in ten (61%) said that they don't mind as long as their child doesn't drink too much. Unsurprisingly, parents of older children were more likely to express the latter view.

Many parents whose child had had an alcoholic drink trusted them - with 58% agreeing that their child is sensible enough to know their own limits, and this was as high as 81% amongst parents of girls in Years 12-13.

Amongst parents whose child had not yet had an alcoholic drink (or at least who did not know about it), the majority said that they would not like their child drinking at all: this is unsurprising given the fact that these tended to be parents of younger children.

1.2.8 Information and advice on young people and alcohol

Two in five (40%) parents would go to a GP, doctor or nurse if they wanted information or advice about young people and alcohol, and 28% would go to a website, with official websites such as Department of Health, NHS Direct and Department for Children, Schools and Families websites most commonly mentioned (20%).

When thinking about sources of information they would suggest their child goes to, over four-fifths (84%) said that they would deal with it themselves, and around two-fifths would suggest their child goes to a health professional or website.

ABC1 parents tended to mention more sources of information or advice that they would use or send their child to, with Asian parents more likely than others to say that they didn't know where they would go, or to say they would speak with a friend or family member or deal with the issue themselves.

While seven in ten (70%) parents agreed that it is easy to find information about alcohol, a half (57%) agreed that the information tells them what they need to know and even fewer (35%) feel that the information is aimed at people like them.

Parents from ethnic minorities and from C2DE social grades tended to answer less positively about the information available on young people and alcohol, perhaps suggesting that more could be done to target information at these groups.

1.2.9 General attitudes towards alcohol

As well as asking specifically about young people and alcohol, we also asked parents to consider alcohol more generally, and many felt that alcohol is a problem in this country: only 8% agreed that people in England tend to drink alcohol sensibly, with three-quarters (74%) disagreeing and 23% definitely disagreeing.

However, few felt that the dangers of drinking alcohol were exaggerated, with only one in seven (14%) agreeing that alcohol isn't as bad for you as some people say it is.

Views were more mixed when thinking about communications about alcohol, with as many disagreeing (37%) as agreeing (33%) that the Government talks down to them about the risks of drinking.

1.2.10 Parents' drinking behaviour

Levels of claimed drinking behaviour amongst parents were somewhat lower than those indicated by other national surveys such as the Health Survey for England. After collecting detailed information on the number of units of alcohol drunk each week, one in six parents (15%) indicated that they had drunk more than the guideline amount of alcohol in the past week: having drunk an average of 8.35 units. A similar proportion (15%) had never drunk, or never drink nowadays. By comparison, the Health Survey for England suggests that 24% of adults drank more than the guideline amounts of alcohol in the past week.

Black and Asian parents were less likely to drink than White parents. A small group of parents (2% of all parents) claim that their child has seen them drunk at least once a week.

One in three parents said that they smoked cigarettes - slightly higher than the national average of 22%¹, and 3% claimed to have taken any illegal drugs in the past 12 months (lower than the national average of 8%²).

Taking into account others in the household (in addition to the parent) who may also undertake these risk behaviours, in over half of households (52%) children were living with at least one person who was smoking, drinking heavily or taking illegal drugs.

1.3 Children and Young People

1.3.1 Household environment

The large majority of young people felt happy with their life in general with six in ten (57%) saying they felt 'very happy' and a further four in ten (40%) feeling 'quite happy'. Just 2% claimed they were 'not happy'.

Most children said they get on well with their parents - half (50%) said 'very well' and a further four in ten (40%) 'fairly well'. Girls in Years 10-13 and those who had ever smoked or taken illegal drugs were less likely to get on well with their parents and were also less likely to say they were happy.

One in four (26%) said that their parents have general rules and routine at home that they always stick to and just over half (52%) said they have rules but do not always stick to them. For a fifth of young people (17%) there were no rules. Younger children and those from ethnic minorities were more likely to have rules which their parents expected them to stick to.

¹ Health Survey for England (2006)

² British Crime Survey (2006/07)

1.3.2 Discussions and rules about alcohol

One in four (26%) children interviewed said that their parent had never talked to them about alcohol. Those from ethnic minorities and C1C2DE households were significantly less likely than average to have had discussions with their parent about alcohol.

Amongst those who had talked with a parent about alcohol, issues young people most commonly recalled discussing were risks to their safety (55%) and health (43%) after drinking, and the general message not to drink too much (43%)

A third (33%) of young people had been told they are 'not allowed to drink alcohol at all'. This declines with the age of the child, from 54% of children in Year 6 to 13% in Year 13. Children from ethnic minorities (particularly Asian families - 77%) and those from low income households were more likely to have been banned from drinking than White children and those from more affluent households.

Other rules children reported having been set include only drinking on special occasions (26%), only drinking alcohol that parents supply (14%) and rules about the quantity they can drink (13%). Older children were more likely than their younger counterparts to have been set rules about what, when and how much they can drink, and less likely to have been told not to drink at all.

1.3.3 Young people's drinking behaviour

Half of young people in the sample (49%) claimed to have ever had an alcoholic drink. This increases with age: from less than one in ten (8%) in Year 6 through to nine in ten (90%) in Year 13. Groups with a higher propensity to have ever had an alcoholic drink include:

- White children (54%) compared with Asian (10%) and Black (16%) children;
- Young people who lived in more affluent households (52%) compared with 45% of those who live in poor households;
- Young people who lived in households where other people smoke (57%) or drink heavily (68%);
- Young people who smoked cigarettes (87%) or have taken illegal drugs (94%).

Amongst the youngest age groups (Years 6-9) drinking alcohol is a very infrequent occurrence, most of those who have had a drink say they do so 'only a few times a Year'. Around one in four young people in Years 10-11 said they drink at least once a month and this increases to over half of people in Years 12-13.

Claimed frequency measures may under represent actual drinking habits. When asked about their behaviour over the past 7 days just over one in seven (15%) of young people claimed to have had a drink. This compares with 9% of children overall who said they drink at least once a week.

Regular strength beer / lager / bitter / cider was the most popular drink amongst young people: one in ten of all young people had drunk this over the past 7 days. The most popular drink amongst girls was alcopops: 9% of girls and a fifth of all girls who had drunk in the past week had drunk alcopops.

On average, young people had drunk 2.6 units of alcohol over the past 7 days: looking only at those who had drunk over this period the average was just under 17 units.

The number of alcohol units drunk varied by age, from under 4 amongst those in Years 7-8 who had drunk in the past week, to over 20 amongst those in Years 12-13. Amongst boys in Years 12-13 who had drunk in the past 7 days, the average number of units was just under 24.

Half (50%) of children who had ever had an alcoholic drink said they have been drunk at some stage in the past. This equates to one in four young people overall and increased with age, from a handful of children in Years 6-8 through to 64% of those in Year 13.

When asked why young people in general drink alcohol, the most common theme was peer pressure or to fit in with friends (54%), however when asked about their own behaviour the most commonly mentioned reason for drinking was 'it tastes nice' (41%).

Young people saw the main dangers of drinking heavily to be risks to your health (58%) and a greater likelihood of getting involved in crime or violence (27%). Older boys were the most likely to mention crime related risks.

The majority of drinking reported by young people in the survey was in private households, with young people who had drunk alcohol saying they had done so in their own homes (62%) or other people's (41%). Fewer claimed to drink on licensed premises, with 17% of young drinkers saying they 'usually' drank at a pub or bar and 11% at a club or disco.

Over half (53%) of under 18s who drink said they are given alcohol by their parents, and this was the most common answer given by children of all ages, although for older children other sources such as friends and purchasing it themselves become more important.

The majority of young people thought that they personally drink less than both their friends and other people of their own age. Over half (56%) believed their friends drink more than them and more than one in three said that their friends drink *a lot* more than them. Three-quarters (75%) of those who drink alcohol assume that other people of their own age drink more than them.

Nearly nine in ten young people (87%) who had ever had an alcoholic drink said that their parents knew they have had alcohol. Children from DE households and those classed as 'in poverty' were significantly more likely to say that their parents didn't know they drank (9% and 10% respectively) than others.

1.3.4 Information and advice about young people and alcohol

The results show the huge importance of the parent's role in educating their child about alcohol - parents were most likely to introduce alcohol to their children in their own homes, to set the rules and guidelines for drinking and the large majority of young people would go to their parents first for more information or advice about alcohol (65% would go to their mother, 51% to their father).

1.4 Segmentation

The purpose of the segmentation was to understand the relationships between attitudes (general and alcohol) and alcohol related behaviour for both parents and children.

The first segmentation aims to understand parent and carer attitudes towards alcohol and their associated behaviours; in particular how these may influence parenting styles.

The second segmentation looks at the attitudes and behaviours of children and young people and how these may be influenced by the different types of parenting and household environments.

The segments were identified using cluster analysis based on key attitudinal dimensions and key behaviours. Seven parents segments and seven child segments were identified, each having similar responses along the key dimensions. The names of the segments are as follows:

Parents and Carers	Children & Young People
Proactive and in Control	Balanced and Sensible
Reactive Avoiders	Not on the Radar
Stressed and Concerned	Resilient Rejectors
Dismissive and Unconcerned	Estranged and Inconsistent
Strong Rejectors	Informed Experimenters
Risk Reducing Supervisors	Risk Taking Rebels
Educating Liberals	Uninformed Drinkers

2 Introduction

2.1 Background

Substance misuse is a serious issue amongst children and young people and something that the Government is committed to reducing, via delivery of local education, prevention, treatment and enforcement programmes. The Government has signalled its commitment to tackling substance misuse with a new national indicator (NI 115 Substance misuse by young people) in the Public Service Agreement 14: to increase the number of children and young people on the path to success.

Alcohol consumption amongst young people was identified as a key priority in the Department of Health updated Alcohol Strategy: Safe. Sensible. Social (2007).

In 2008, 52% of 11-15 year olds reported that they had drunk alcohol which is a significant decrease from the 1988 figure of 62%. Similarly, 13% of young people (aged 11-15 years) reported that they drank at least once a week which is a 7% decrease since 2001³.

While these decreases are encouraging there are other factors that need to be recognised: most notably that while the overall proportion that have drunk alcohol may have decreased, there has been an increase in consumption levels amongst those people who have drunk alcohol. In 1994, the average number of units consumed per week, by people who drank alcohol, was 6.4 by 2007 this had increased to 12.7 units per week⁴.

This large increase in alcohol consumption was evident across all age groups but the largest increase was amongst 14 year olds whose consumption levels rose from 6.1 units to 9.9 units per week. It is worth noting that this increase was not gender specific and this large increase was evident for both boys and girls.

Around a quarter of 14 year olds who drank reported consuming over 10 units of alcohol on their last drinking occasion. This proportion increased to one in three by the age of 15³.

Further investigation of the data in 2001 identified that young people's drinking tends to be confined to fewer occasions than adults, and in particular at the weekend, identifying that children and young people are more likely to be binge drinking⁵. These research findings conclude that younger people (11-15 year olds) who drink alcohol, tend to do so less frequently but at a higher intensity than adults, again indicating a binge drinking norm.

The Government has issued guidelines on alcohol consumption for adults which recommends that females should not consume more than 14 units of alcohol per week and men 21 units of alcohol. It is not clear at this stage whether the acceptable levels of alcohol are pertinent for younger people or whether there is the potential for health risks even at the lower levels due to their on-going physical, mental and emotional development.

³ Smoking, Drinking and Drug Use by Young People in England 2008

⁴ Fuller E, (Ed). Drug use, smoking and drinking among young people in England in 2007: National Centre for Social Research, National Foundation for Education Research

⁵ Newburn T, Shiner M. Teenage Kicks? Young people and alcohol: a review of the literature. York Joseph Rowntree Foundation: 2001

2.2 Youth Alcohol Action Plan

In June 2008 the Government published a Youth Alcohol Action Plan. In summary the aims of the plan are to:

- establish a national consensus on young people and drinking;
- create a new offence of persistent possession of alcohol in a public place by a young person (under 18);
- work with the Chief Medical Officer to develop a set of guidelines regarding young people and alcohol;
- develop a communications campaign for parents and young people;
- work with the alcohol industry to continue to reduce underage sales;
- reduce the level of alcohol consumption by those young people who do drink.

In order to achieve these objectives and provide parents / carers and children / young people with the right information they need to make informed decisions, the Plan identified 3 main steps that the Government needs to follow. These are:

- Working with police and the courts to stop it, making it clear that unsupervised drinking by young people under-18 in public places is unacceptable;
- Recognising that drinking by young people in the home is clearly the responsibility of parents and families, but also providing clearer health information for parents and young people about how consumption of alcohol can affect children and young people. The Action Plan announced that the Chief Medical Officer would produce clear guidelines for families;
- Working with the alcohol industry to continue the good progress made to reduce the sale of alcohol to under-18s, but also in marketing and promoting alcohol in a more responsible way.

2.3 Research objectives

The specific research objectives of the young people and alcohol study were:

1. To validate understanding around young people / parents and alcohol;
2. To understand the relationship between attitudes and motivations and associated alcohol consumption behaviour for both children / young people and parents / carers;
3. Provide baseline data for KPIs in terms of attitudes and behaviour for future tracking during the lifetime of the programme;
4. To understand whether and how attitudes and behaviours of children and young people and parents / carers are related within the same household.

This research report will focus on research objective 3: to provide baseline data on attitudes and behaviours towards alcohol, for both children/young people and their parents and carers.

2.3.1 Research method and fieldwork

The survey was conducted in England only and sample was drawn using random location sampling methods. The sample was stratified by Government Office Region and IMD, and then parliamentary constituencies were selected, from which output areas were drawn. In total, 289 sampling points were selected and each sampling point consisted of 3 adjacent output areas.

Quotas were set in each of the selected sampling points. Parent / carer quotas were set on age and gender of the child / young person and a minimum quota was set to ensure we achieved a minimum of 600 interviews with fathers / male carers, and a representative number of working parents. Children and young people quotas were set on age and gender interlocked.

Linked interviews for parents / carers and children and young people were conducted face to face, in home, using Computer Assisted Personal Interviewing (CAPI). Parental interviews were conducted first, followed by the children / young person interviews. Interviewers were asked to try to ensure that there was some privacy for both parts of the interview to ensure that respondents felt able to answer as honestly as possible. In order to further facilitate privacy a self completion section was included in the survey to allow respondents to answer the most sensitive questions on their own using the laptop if they felt comfortable doing so. Respondents were also given the option of listening to the self completion section through headphones in an attempt to reduce the number of refusals to the self completion section by making it as accessible as possible to all. The audio version was a shortened version of the self completion section that contained the key questions.

A total of 2,017 45 minute interviews were conducted with parents / carers and 2,017 30 minute interviews were conducted amongst children and young people between 12th August and 13th September 2009.

2.3.2 Questionnaires

The questionnaires were developed by DCSF, COI and GfK NOP following detailed discussions.

When designing the questionnaires, there were a number of things which were taken into consideration:

- A short question set which allowed the research to be linked back to the DCSF Families' Segmentation was included, to enable accurate allocation of the final sample to the segments;
- Where possible, tried and tested behaviours questions were used to allow comparisons with other datasets e.g. Health Survey for England, NHS Smoking, Drinking and Drug Use survey, etc.

A cognitive pilot of the questionnaires was conducted to test suitability of language and content. A total of seven children and young people interviews were completed and four parent / carer interviews. As a result of the pilot, a small number of questions were adapted to improve comprehension.

2.3.3 Weighting

Data were weighted at the analysis stage to ensure the samples were representative of the English populations in question: children aged 9-17 years, and parent or carers of children aged 9-17. Final weights were applied for region, gender and school year of child, gender and working status of parent, and social grade of household. The weights applied can be seen in Table 19 in Appendix 1 of this report.

2.4 The segmentations

After fieldwork for the study was completed, segmentations of the parent and child samples were developed. Technical details are provided in a separate report.

2.5 Notes on reading this report

The following points explain the way in which the results have been commented upon in this report.

- Where the term “parent” is used, this refers to the parent or carer of the child. “mother” refers to female parents or carers and “father” refers to male parents or carers, regardless of their biological relationship with the child;
- Where the term “child” is used, this refers to the child of the relevant parent;
- Within the children / young people’s data, “child / children” and “young person / young people” are used to refer to the sample of young people in Years 6-13 interviewed;
- All data (other than the base figures) are weighted;
- All of the differences which have been commented upon within this report are statistically significant;
- The significance tests which have been used are two-tailed and are based on a 95% confidence interval. This means that we are 95% certain of detecting a difference where one exists in the population;
- In this report we have not commented on findings based on sub-groups of less than 50 as we feel these data are not sufficiently reliable;
- Throughout this report ‘*’ indicates a proportion of less than 0.5% but greater than 0. ‘-’ indicates a 0 proportion.

3 Views of parents and carers

The survey aimed to explore parents' views towards young people and alcohol, and specifically related to the child interviewed as part of the linked interview. This chapter of the report looks at parents' views and opinions, and details their behaviours - both in relation to their child, as well as their own behaviours related to alcohol. In order to give as full a picture as possible, questions were also asked which look in general at parents' views and behaviours relating to parenting in general, and these form the first part of this chapter.

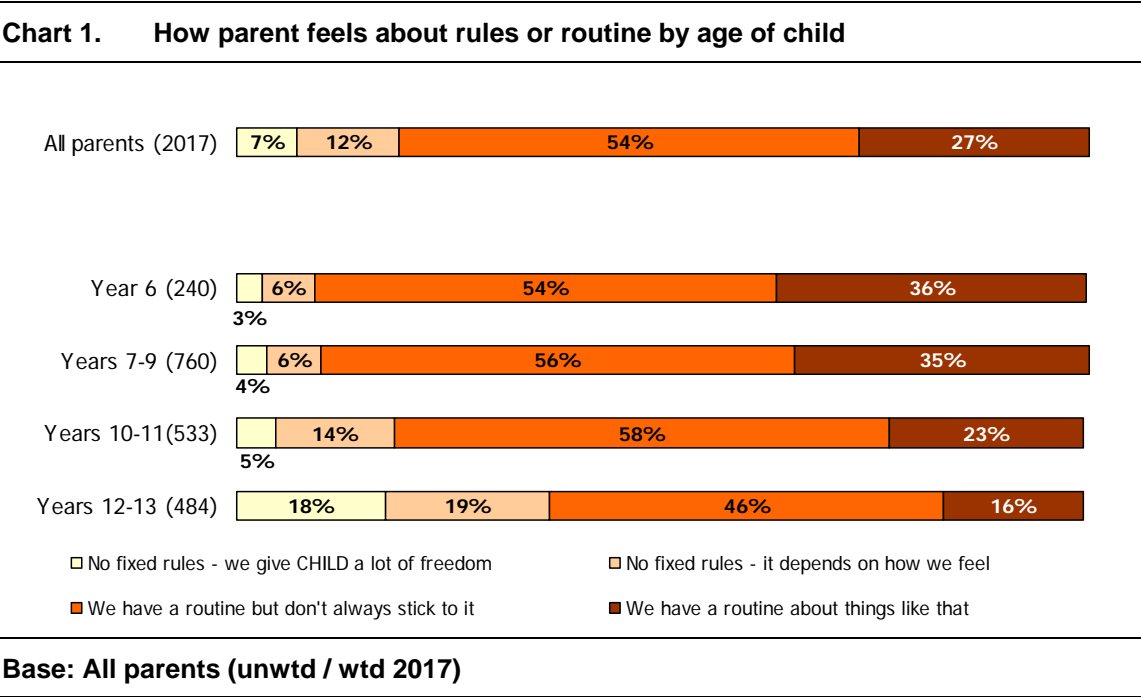
3.1 Perceptions of parenting style

In order to give a backdrop to later sections which ask parents specifically about alcohol, earlier sections of the interview looked in some detail at parents' views on parenting in general, and how they communicate with their child.

All parents were shown a list of possible parenting styles and asked which best described how they (and their partner) felt about their child's rules and routines. Parents were asked to think about routine related to things like what time their child goes to bed, when he / she should do their homework, etc.

Four in five parents (80%) said that they had rules and routine about these things, and a quarter (27%) indicated that these were usually stuck to. However over half of parents (54%) said that they do not always stick to this routine. Unsurprisingly, parents of younger children were more likely to say that they have a routine, and that it is usually stuck to - a third of parents of children in school Years 6-9 said that they have a routine they usually stick to (36% of parents of children in Year 6, 35% of parents of children in Years 7-9), compared with 23% of parents of children in Years 10-11 and 16% of parents of children in Years 12-13 (Chart 1).

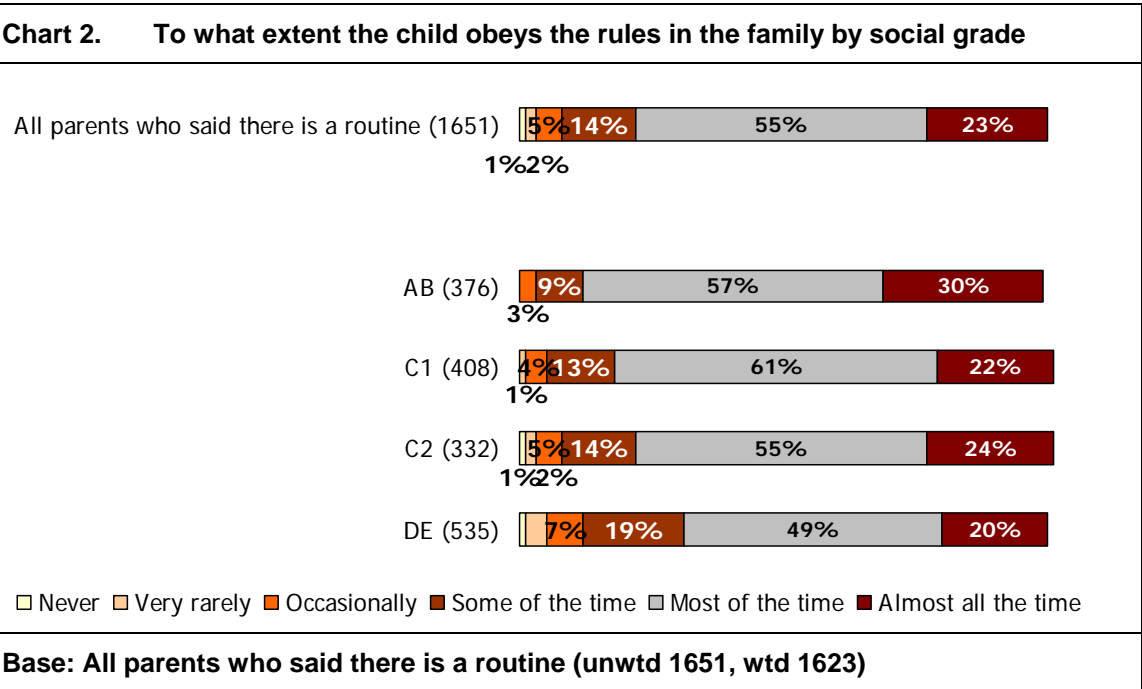
Conversely, parents of older children were the most likely to say that they give their child a lot of freedom (18% of parents of children in Years 12-13, compared with only 3% of parents of children in Year 6).



White parents (25%) were less likely than parents from ethnic minority groups (42%) to say that they have a routine that they stick to, despite the fact that there were no significant differences in the average ages of their children. Black parents did tend to have younger children (21% of Black parents in our sample had children in Year 6, compared with 12% on average), and it is therefore not surprising that Black parents were the most likely to say that they have a routine that they stick to (46%).

Single parents (23%) and those with only one child in the household (26%) were more likely than average to say they have no fixed rules: this compares with 7% on average.

All parents who said they had some kind of routine or rules were asked how often their child obeyed the rules. Around four-fifths (78%) said that their child obeys the rules at least most of the time, with a quarter (23%) saying that their child obeys the rules almost all of the time (Chart 2).



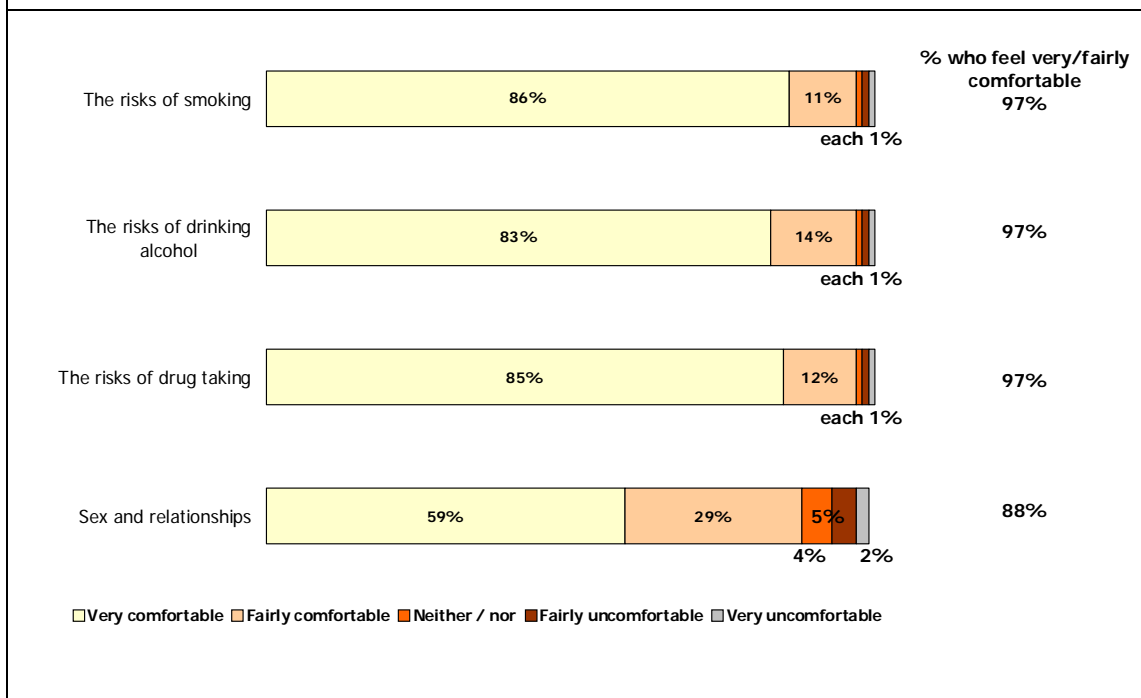
There were few differences by demography although parents from AB households were more likely to say that their child obeys the rules ‘almost all the time’ (30%) than those from lower social grades (20% parents from DE households). In addition, parents of boys were less likely than parents of girls of a similar age to say that their child almost always obeys the rules (for example, 11% of parents of boys in Year 6, compared with 31% of parents of girls in Year 6).

3.1.1 Communicating with their child

It was felt that parents who felt more comfortable communicating with their child about alcohol would be more likely to have done so. The questionnaire therefore asked parents how comfortable they would feel talking to their child about various health issues, including the risks of drinking alcohol.

At a general level, almost all parents said they would feel comfortable talking with their child about alcohol, smoking or drugs, but fewer (88%) parents would feel comfortable discussing sex and relationships with their child (Chart 3). Two per cent of parents said that they would feel uncomfortable talking with their child about alcohol, smoking or drugs, but 7% would feel uncomfortable discussing sex and relationships with their child.

Chart 3. How comfortable parents would feel talking to their child about different subjects



Base: All parents (unwtd/wtd 2017)

Mothers were significantly more likely to say that they would feel comfortable talking to their child about all of the subjects shown above than fathers, for example 86% of mothers would feel ‘very comfortable’ talking with their child about alcohol compared with 80% of fathers. The gender difference in comfort levels is greatest when thinking about conversations about sex and relationships: 68% of mothers said they would feel very comfortable, compared with 47% of fathers.

In addition, Asian parents were significantly less likely to say that they would feel comfortable compared with White or Black parents: on the subject of alcohol 66% of Asian parents said they would feel ‘very comfortable’ compared with 81% of Black parents and 85% of White parents.

There is no evidence to show that parents feel more comfortable talking to their child as he / she gets older or if they have an older child with whom they may have already talked as there are no differences by age (or gender) of child, or by number of children in the household. This suggests that differences in levels of comfort are more related to parents’ own culture, background and attitude, rather than the characteristics of their child.

There does appear to be a link between feeling comfortable having a conversation about the risks of drinking alcohol, and actually having had a conversation with their child:

- 76% of who would feel very comfortable having a conversation had done so;
- 62% of those who would feel quite comfortable;
- but only 44% of those who would feel uncomfortable.

3.1.2 Conversations with their child about alcohol

All parents were asked to recall how old their child was when they first spoke to them about drinking alcohol, if they had at all.

One in five parents (21%) had yet to speak to their child about alcohol. These tended to be parents with younger children, and the proportion that had spoken to their child rises with the age of the child, from 60% of parents of children in Year 6 to 82% of parents of children in Year 13 (Table 1). However, it is worth noting that 12% of parents of children in Year 13 had still not had a conversation with their child about alcohol.

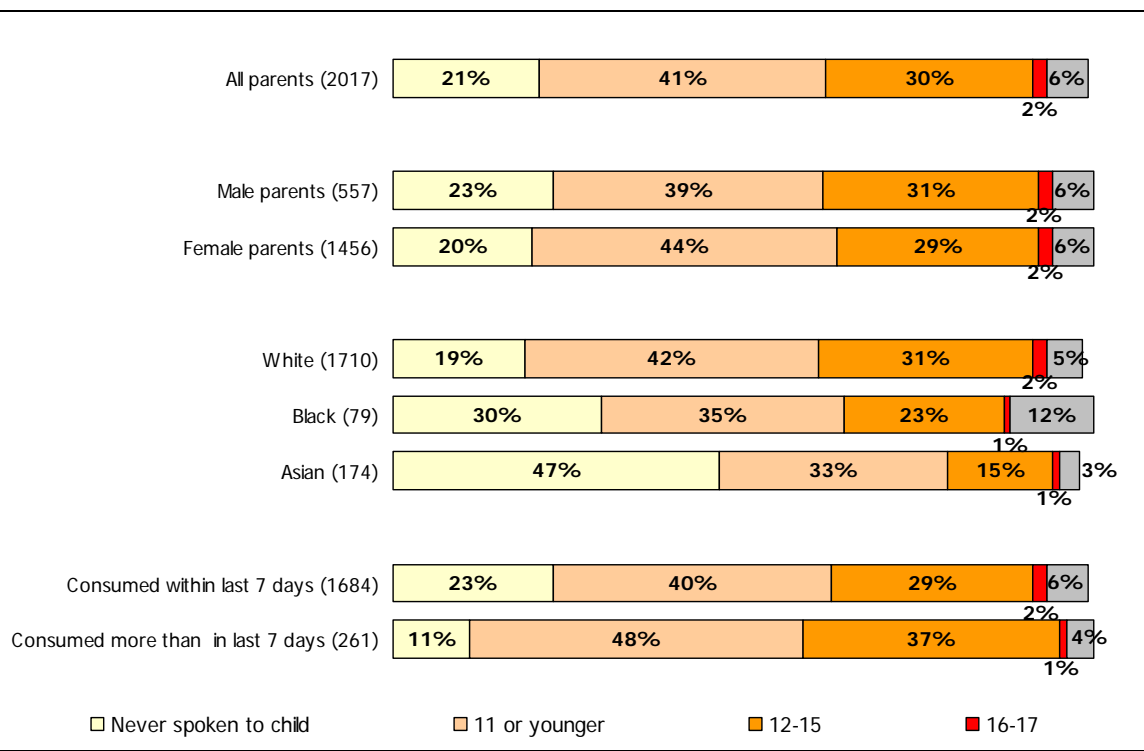
School year of child	Base (unwtd)	Base (wtd)	Yes %	No %	Don't know %
Year 6	240	240	60	36	4
Year 7	251	244	62	33	5
Year 8	273	244	71	23	5
Year 9	236	244	69	23	7
Year 10	268	252	79	16	5
Year 11	265	256	79	16	5
Year 12	288	266	81	12	7
Year 13	196	270	82	12	6
Base: All parents (unwtd / wtd 2017)					

Further, parents of younger girls were less likely to have had a conversation with them about alcohol than parents of younger boys: while 65% of parents of boys in Year 6 had had a conversation, only 54% of parents of girls of the same age had had a conversation. This pattern continued until school Years 10-11, when there were no significant differences in the proportions of parents of boys and girls who had had a conversation about alcohol.

Given that those who said that they would feel comfortable discussing the risks of alcohol with their children were more likely to have done so, it is not surprising that parents who were less likely to say that they would feel comfortable were also less likely to have had a conversation with their child. Fathers (71%, compared with 75% mothers) and parents from ethnic minorities (57%, compared with 76% of White parents) were less likely to have had a conversation: and Asian parents were the least likely to have done so (50%). These differences may also be related to religion, as only 47% of Muslim parents have had a conversation with their child about alcohol, compared with 76% of Christian parents.

Parents were also asked how old their child was when they first spoke with them about alcohol (Chart 4). While the youngest age category shown on the chart is labelled 11 years or younger, it is worth noting that very few parents (only 1%) had spoken with their child before the age of 5 years. Around two-fifths (41%) of parents had spoken with their child when their child was aged 12-15 years, and a further three in ten had had this conversation at ages 16-17 years.

Chart 4. Age of child when first talked about alcohol



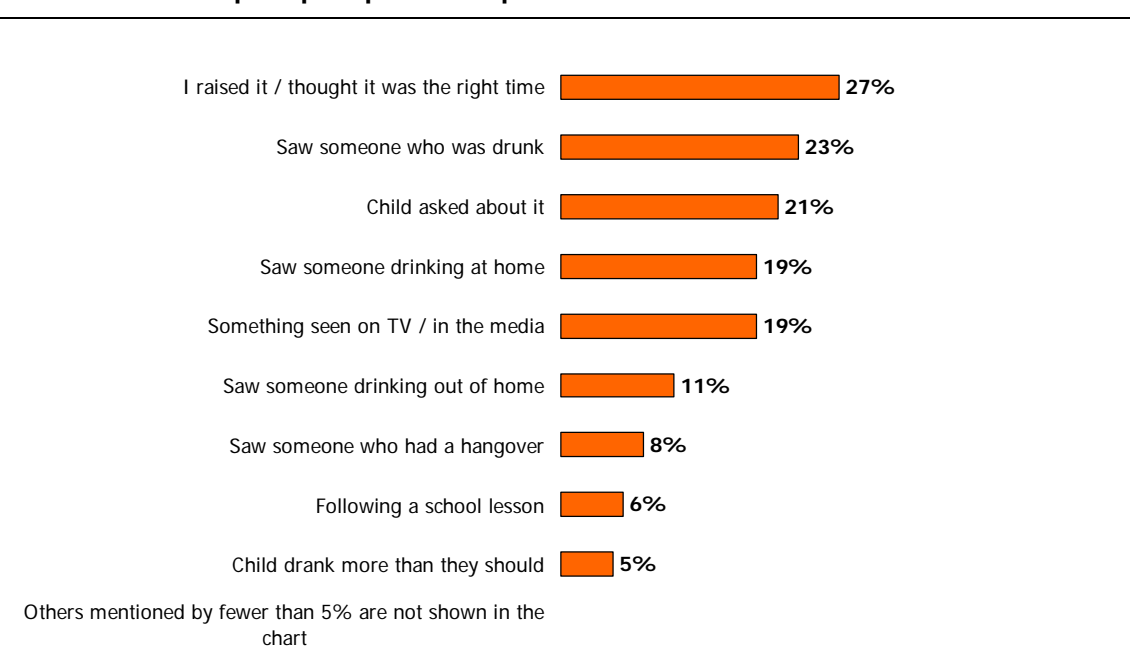
Base: All parents (unwtd / wtd 2017)

Amongst parents who had spoken to their child about alcohol the average age of their child at which parents claim to have first had a conversation about alcohol is 10.9 (approximately 10 years and 11 months).

While Asian parents were less likely than other parents to have spoken to their child about alcohol, the Asian parents who *had* spoken to their child tended to have this conversation at a similar average age (10.2 years, compared with 10.9 years across the sample as a whole).

Parents who had spoken to their child were shown a list of possible stimuli and asked what had prompted this discussion (Chart 5 shows responses given by at least 5% of those who had had a conversation about alcohol with their child).

Chart 5. What prompted parent to speak to child about alcohol



Base: All parents who have spoken to their child about alcohol (unwtd 1477, wtd 1475)

More than a quarter (27%) of parents who had had a conversation about alcohol said that it came about because they raised it or thought it was the right time, and a fifth (21%) said that their child had asked about the subject. Parents of older children were more likely to say that they had raised the subject: 35% of parents of children in Years 12-13 who had had a conversation said that they had raised the subject, compared with 12% of their counterparts with children in Year 6.

Parents who said they would feel comfortable discussing the risks of alcohol with their children were slightly more likely than others to have raised the subject (20% compared with 12% who would not feel comfortable), and linked to this, the following groups were also more likely than average to have raised the subject themselves:

- AB parents (33%, compared with 26% of others);
- Working parents (29% compared with 22% of non-working parents);
- Those in two-parent households (28%, compared with 23% of single parents).

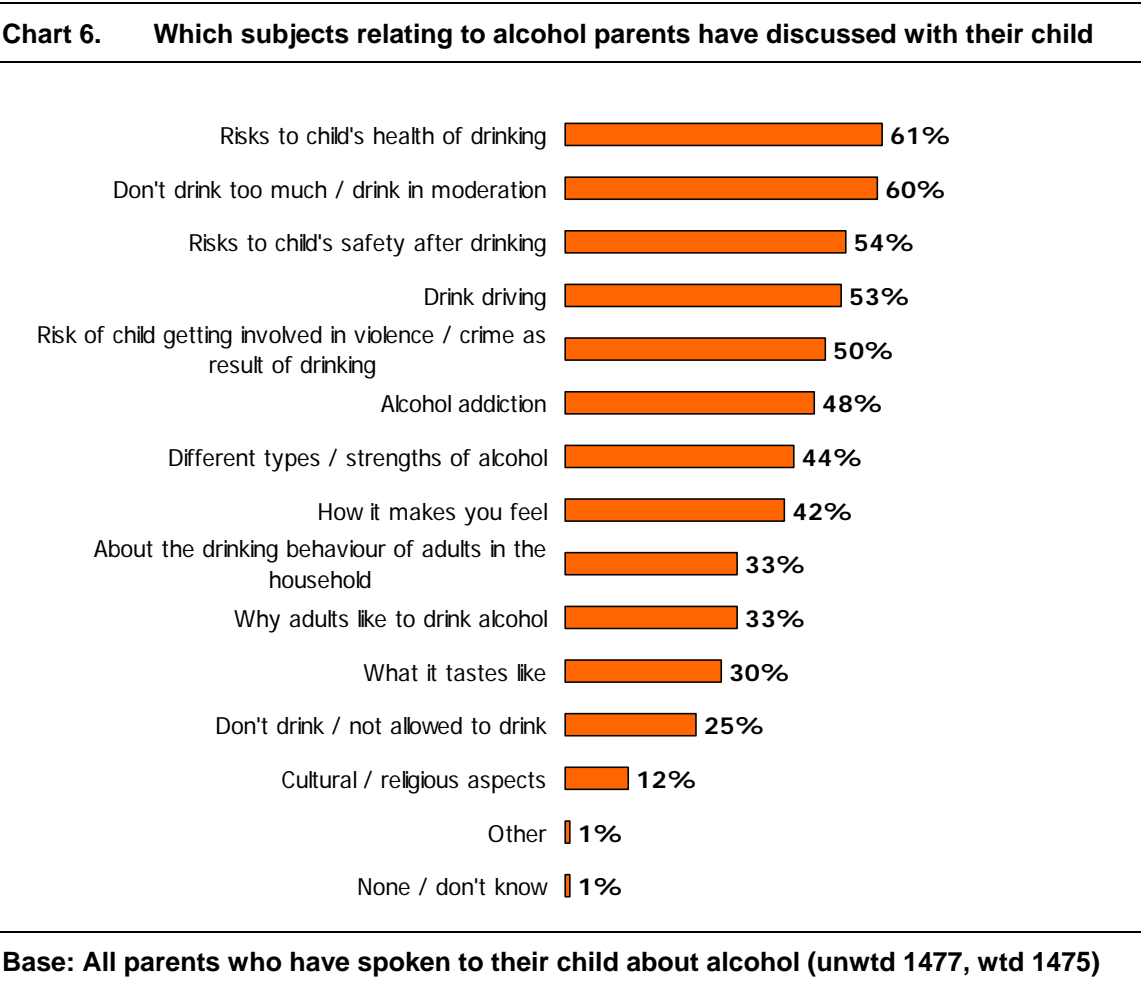
External prompts were also important, as a quarter (23%) of parents who had had a conversation said that it was prompted by seeing someone drunk, and similar proportions had seen someone drinking at home (19%) or something on TV or in the media (18%). It is interesting to note that these external prompts were particularly important for parents of younger children: for example, 32% of parents of children in Year 6 who had had a conversation said that it was prompted by seeing someone drunk, compared with 18% of parents of children in Years 12-13.

A small proportion (5%) said that this first conversation was prompted by their child drinking more than they should: the majority (86%) of the parents giving this response had a child in Year 10 or above, but 4 parents of children in Year 6 and 4 parents of children in Years 7-9 said that their conversation had been prompted in this way.

In order to understand the scope of the discussion parents have had with their children about alcohol, parents were prompted with a list of subjects related to drinking and asked which they had talked about (Chart 6).

Potential risks to the child's health were most frequently mentioned, with three-fifths (61%) of parents who had had a conversation about alcohol saying that they had discussed this, and half (54%) had discussed the risks to their child's safety after drinking. A similar proportion (50%) had discussed the risk of getting involved in violence or crime after drinking, with their child.

Three-fifths (60%) of parents who had had a conversation said that they had discussed drinking in moderation with their child, and a quarter (25%) said that they had said that the child was not allowed to drink at all.



One in four (25%) parents who had spoken to their child told them they were not allowed to drink. This response was particularly prevalent amongst parents from ethnic minorities who had had a conversation (58% compared to 21% of White parents), and as many as 65% of Asian / Asian British parents and 70% of Muslim parents. For parents from ethnic minorities, this was the most common response (58%) followed by the risks to the child's health and cultural or religious aspects, which were both mentioned by two-fifths (each 47%) of parents who had had a conversation. This perhaps suggests that there is little discussion or negotiation around the issue.

Further, Asian and Muslim parents who have had a conversation with their child about alcohol were the most likely to have discussed cultural or religious aspects with them: 55% of Asian / Asian British parents had done so, and 60% of Muslim parents, compared with 12% on average.

Perhaps unsurprisingly, those groups which were more likely to say that they would feel comfortable discussing the risks of drinking alcohol with their children were more likely to have discussed these risks with their children, for example:

- 61% of parents who said they would feel comfortable discussing the risks of drinking alcohol with their children said that they had had a conversation and discussed the risks to their child's health, compared with 30% of those who would feel uncomfortable;
- 55% of 'comfortable' parents had discussed the risks to their child's safety after drinking, compared with 40% of those who would be uncomfortable.

Given that mothers and more affluent parents were more likely to say that they would feel comfortable discussing this subject with their children, it is not surprising to note that they tended to have discussed more subjects with their child, and in particular were more likely to say that their child should drink in moderation, and less likely to say that the child should not drink at all.

The subject of discussions also varied significantly by age of child, and by whether the parent thinks that the child has drunk alcohol. Parents of older children tended to have discussed more subjects with their child than parents of younger children, although parents of younger children were more likely to have covered 'basic' subjects as part of this conversation, such as why adults like to drink alcohol and what it tastes like (Table 2). Parents of younger children were also more likely to have said that their child is not allowed to drink (mentioned by 34% of parents of children in Year 6 who have had a conversation, compared with 16% of their counterparts with children in Years 12-13).

Perceptions of whether their child has drunk alcohol are strongly correlated with the child's age, so it is not surprising to note parents who think that their child has ever drunk alcohol tended to have discussed more subjects with them, and were particularly more likely to have discussed the risks to their child's safety and health with them, and also to have discussed drinking in moderation.

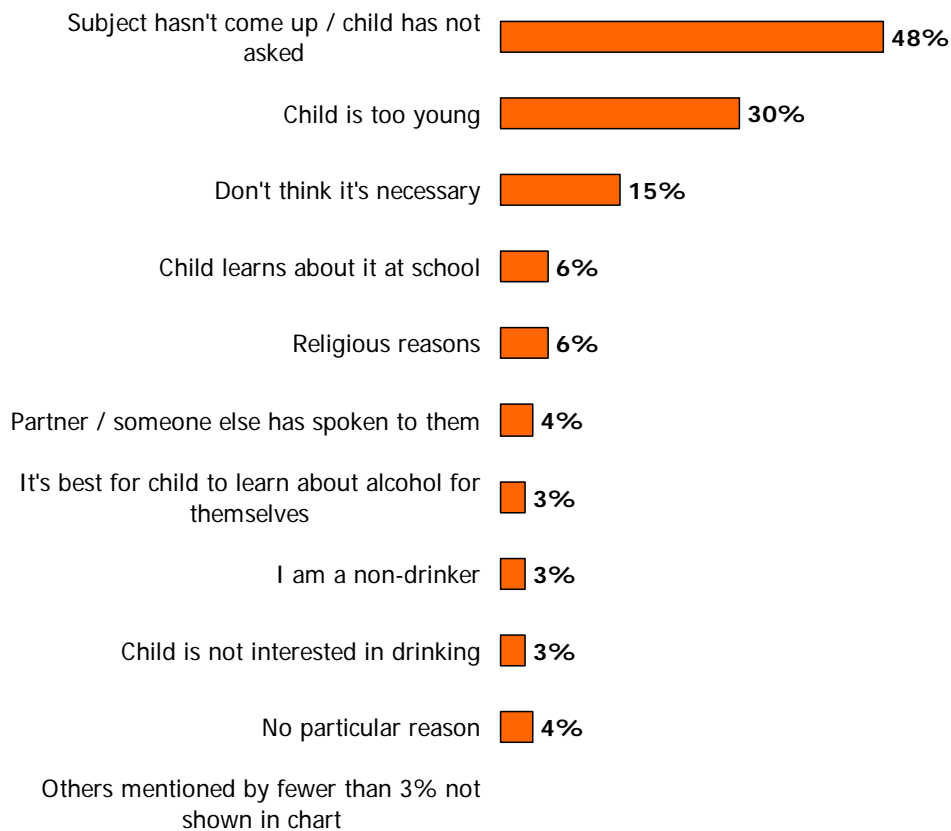
Parents who are themselves drinkers and had had an alcoholic drink in the last 7 days were also significantly more likely than non-drinkers (in the last 7 days) to have talked about drinking in moderation to their children (69% compared to 47% respectively).

Table 2. Subjects discussed in conversation with child about alcohol							
	Child's school year					Whether parent thinks child has ever drunk alcohol	
	Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13	Yes	No
Unwtd base	147	353	169	418	390	929	1010
Wtd base	143	326	169	400	438	819	617
	%	%	%	%	%	%	%
Risks to child's health of drinking	57	57	69	60	62	65	56
Don't drink too much / drink in moderation	42	53	55	62	71	71	45
Risks to child's safety after drinking	38	50	58	58	58	60	47
Drink driving	53	59	55	50	51	54	54
Risk of child getting involved in violence / crime after drinking	37	49	50	49	57	57	43
Alcohol addiction	37	49	47	49	49	51	44
Different types of alcohol / strengths	32	39	43	46	50	55	33
How it makes you feel	37	46	47	41	40	44	40
About drinking behaviour of the adults in the household	33	37	36	33	30	35	31
Why adults like to drink alcohol	41	39	33	36	22	32	35
What it tastes like	32	42	31	30	21	28	34
Don't drink / not allowed to drink	34	30	26	26	16	18	32
Cultural / religious aspects	12	14	11	11	13	10	14
Other	4	1	-	2	1	1	1
None/don't know	1	1	4	1	1	1	2
Base: All parents who have had a conversation with their child about alcohol (unwtd 1477, wtd 1475)							

Parents who had not yet talked to their child about alcohol were shown a list of possible reasons and asked whether there were any particular reasons why they had not done so: reasons mentioned by at least 3% of parents who had not had a conversation are shown in Chart 7.

Almost half (48%) of parents who have not had a discussion about alcohol with their child said that the subject hasn't come up yet or their child hasn't asked about it: perhaps surprisingly, this response was not concentrated amongst parents of younger children, as over two-fifths of parents of children in Years 10-13 gave this response, and they were no less likely than parents of younger children to give this reason. Working parents (54%) and those from ABC1 households (56%) who had not had a conversation were more likely to give this reason than non-working parents (32%) or those from C2DE households (44%).

Chart 7. Reasons why not yet spoken to child about alcohol



Base: All parents who have not spoken to their child about alcohol (unwtd 431, wtd 436)

Three in ten (30%) of parents who had not had a conversation said this was because their child is too young, and this reason was predominantly given by parents of children in Years 6-9 (42%).

Perhaps of more concern are responses which indicate that parents don't think that conversations about alcohol are their responsibility:

- 15% of those who had not had a conversation said this was because they didn't think it was necessary: this response is linked to age, with parents of older children perhaps giving this answer because they feel that their child already knows enough about alcohol. However it is of interest to note that AB parents who had not had a conversation were significantly less likely than DEs to say this was because it is not necessary: 11% of ABs who had not had a conversation said it was for this reason, compared with 38% of DEs;
- 6% because the child learns about it at school;
- 3% because they think it's best for the child to learn about alcohol for themselves: no AB parents gave this answer.

The 6% of parents who said they had not had a conversation for religious reasons were almost exclusively Asian or Black parents: 21 of the 24 parents who gave this response were Black or Asian.

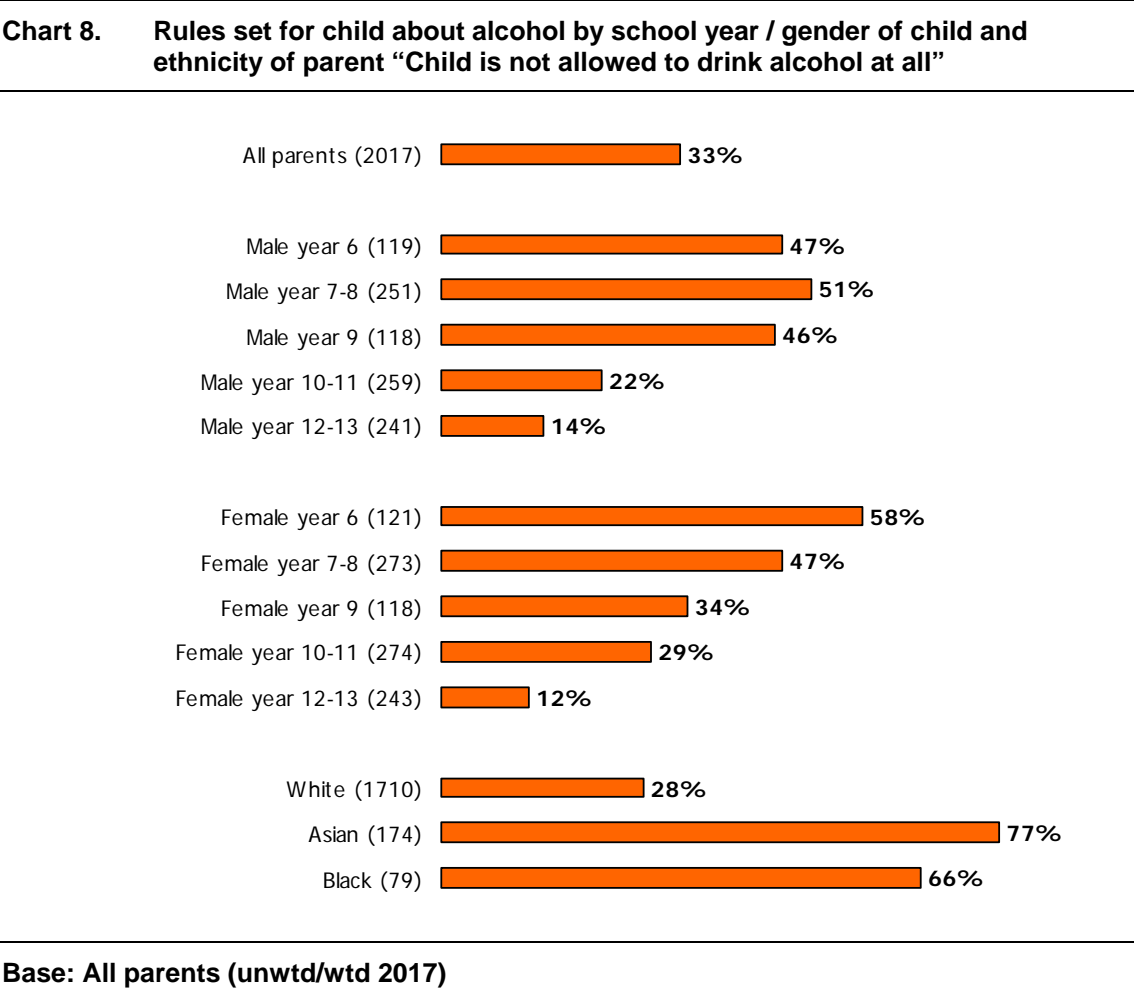
3.1.3 Rules and strategies about alcohol

Aside from talking generally about alcohol with their child, parents were asked what rules, if any, they had set their child around drinking alcohol. Parents were asked to focus on whole alcoholic drinks rather than children just having a sip.

One in three (33%) parents said that their child is not allowed to drink alcohol at all. Chart 8 shows the proportions saying that they have set the rule that their child is not allowed to drink alcohol at all.

Around half of parents of children in Years 6-8 said that they forbid them from drinking alcohol at all, and this drops to about one in seven for those with children in Years 12-13. Parents of girls in the youngest age group (Year 6), were more likely than parents of boys to forbid their child from drinking at all (58% parents of girls in Year 6, 42% parents of boys in Year 6, 42% parents of boys in the same year), but there were no consistent patterns by gender amongst parents of older children.

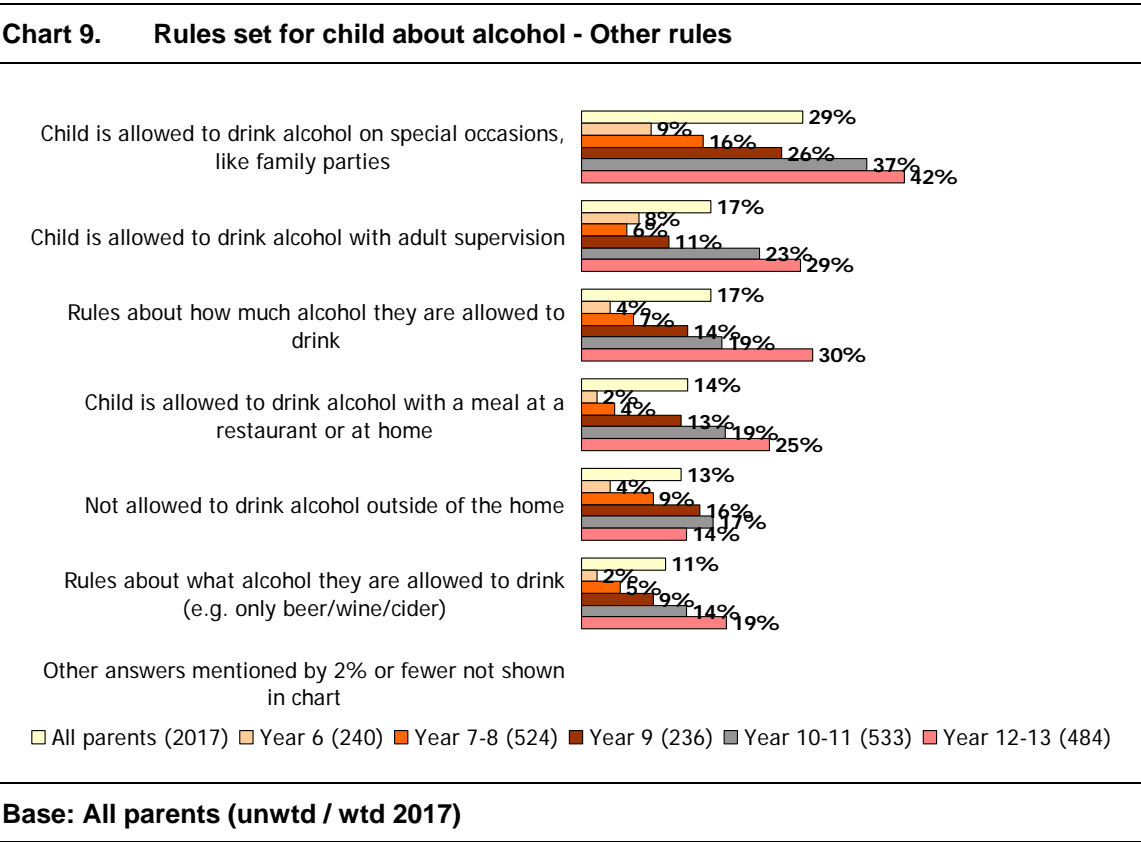
Asian parents (77%) and Black parents (66%) were significantly more likely to ban their children from drinking altogether than White parents (28%).



Looking at rules more broadly, parents of younger children in Years 6-8 were less likely to set other rules than parents of older children. Similar rules were set for boys and girls within Year group, so Chart 9 shows the incidence of each rule by school Year of child: only rules mentioned by 2% or more of parents are shown in the chart.

Three in ten (29%) of parents said that they had set the rule that their child is only allowed to drink on special occasions, and one in six (17%) said that their child has been set the rule that they are only allowed to drink alcohol with adult supervision, or that there are rules about how much alcohol they are allowed.

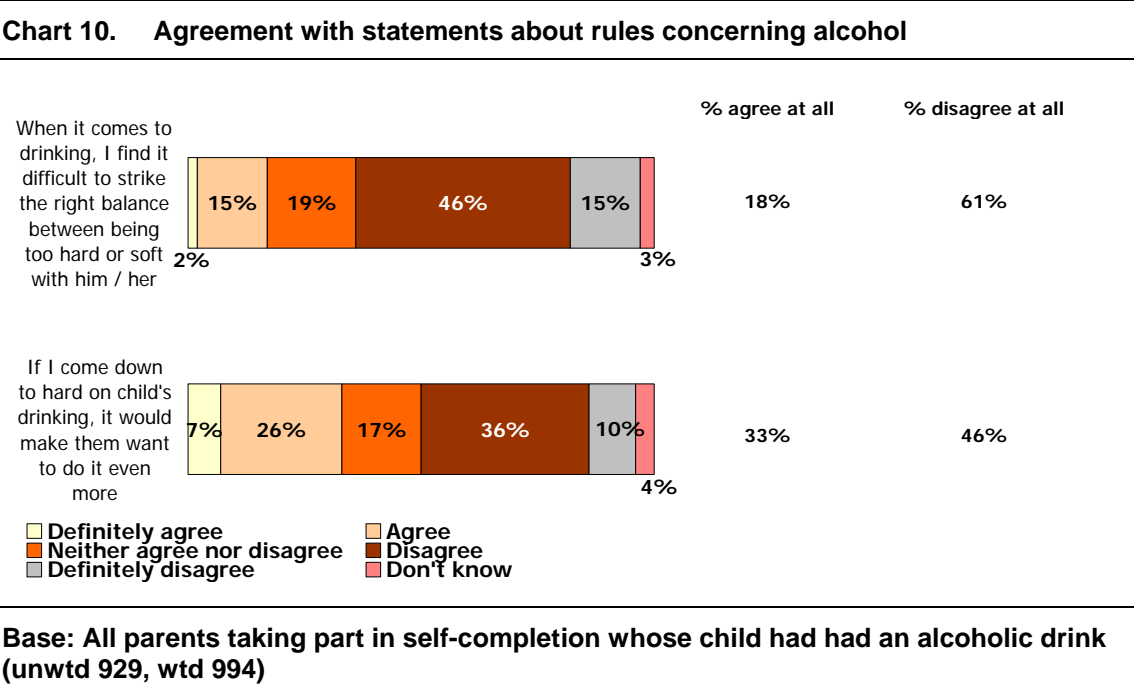
The chart clearly shows that specific rules about where, when, what and how much alcohol young people are allowed to drink are more likely to have been mentioned by parents of older children. Less than one in ten parents of children in Year 6 said that they had set any of these rules for their children.



In order to understand how parents feel about rules related to alcohol, parents of children who had already had an alcoholic drink were asked to say how much they agreed or disagreed with statements related to rules. These questions were asked as part of the self-completion section of the interview to enable parents to answer honestly and without embarrassment (Chart 10).

Three-fifths (61%) of parents whose child had ever had an alcoholic drink disagreed that when it comes to drinking they find it difficult to strike the right balance between being too hard or too soft with their child, with 15% definitely disagreeing. However, one in five (18%) agreed, and 15% definitely agreed that they find it difficult to strike the right balance. There were few differences by demographic group, although parents of boys in Years 12-13 were more likely to agree that they find it hard: 24%, compared with 18% on average. There were no differences based on whether parents had had a conversation with their child about alcohol, or whether they had set any rules, though it is interesting to note that parents who

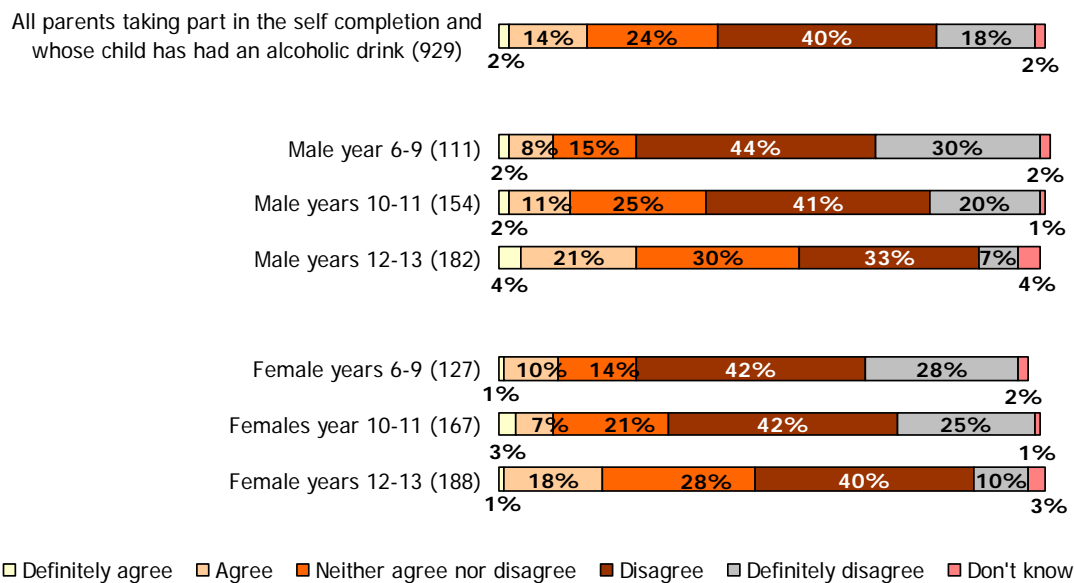
said they would feel uncomfortable discussing the risks of drinking alcohol with their children were more likely to agree that they find it hard to strike the right balance (50%, compared with 17% of those who would feel comfortable).



Opinion was more divided related to whether being too strict about their child's drinking would make them want to do it more. Whilst almost half (46%) of parents whose child had had an alcoholic drink disagreed, around one in six (17%) neither agreed nor disagreed, and a third (33%) agreed. Again there were no marked demographic differences, although parents who said they would feel uncomfortable discussing the risks of drinking with their child were more likely to agree (66%, compared with 31% of those who would not feel comfortable).

In order to further investigate parental attitudes towards their child's drinking, those whose children had had an alcoholic drink were asked how much they agreed or disagreed with the statement "Having a drink with my child would be a nice way of spending time with them" (Chart 11). Three-fifths of parents (58%) disagreed that this would be a nice way of spending time with their children, and a quarter (24%) neither agreed nor disagreed. One in six parents (16%) agreed that having a drink would be a nice way of spending time with their child and the proportion saying this increases with the child's age. Fathers (22%) were more likely than mothers (11%) to agree that having a drink with their child would be a nice way of spending time with them.

Chart 11. Agreement with “Having a drink with [CHILD] would be a nice way of spending time with them



Base: All parents taking part in the self completion and whose child has had an alcoholic drink (unwtd 929, wtd 994)

3.2 Views on parenting style and alcohol

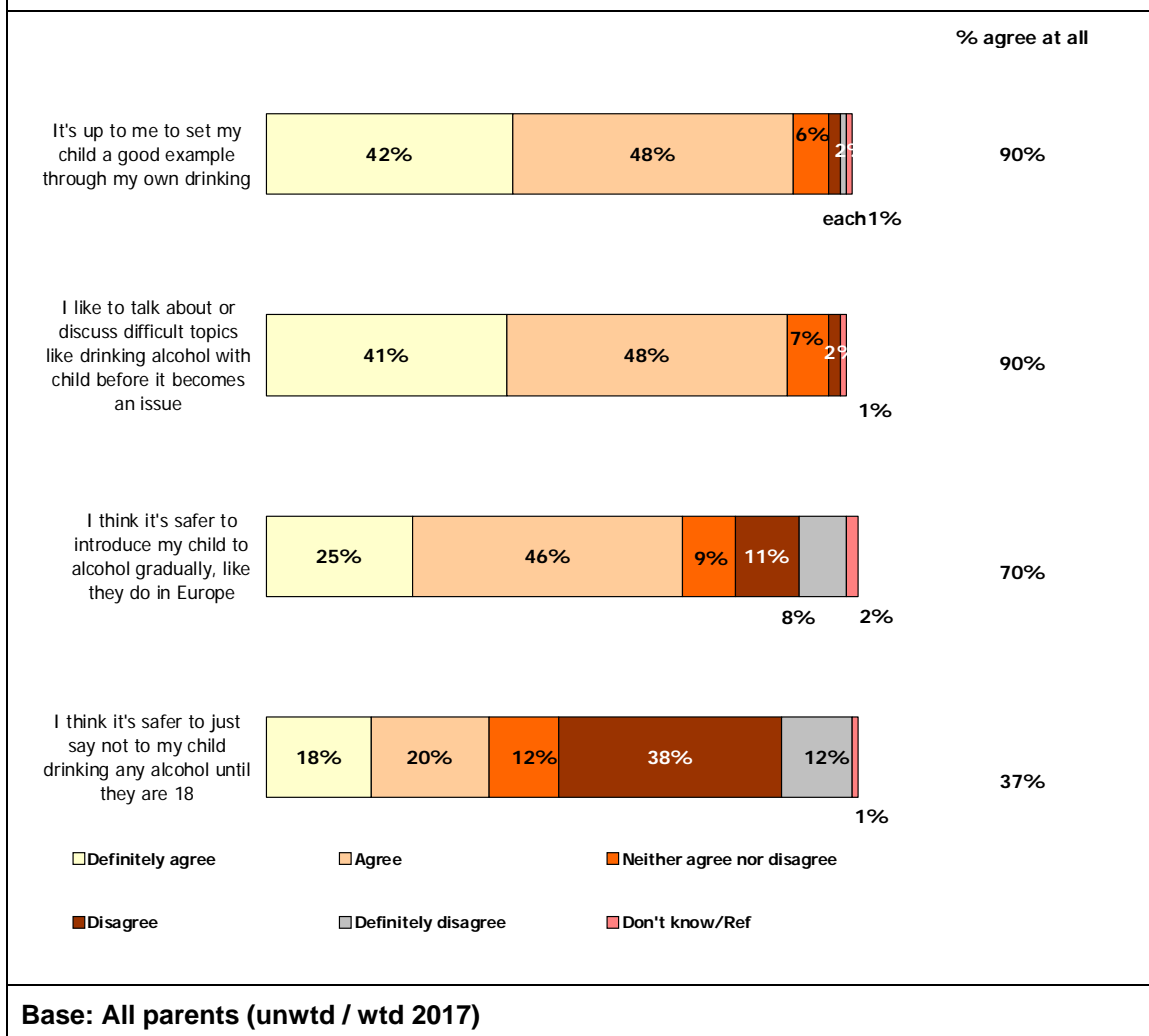
Other sections in the interview investigated parents’ general views relating to alcohol, and to young people and alcohol from a more ‘arm’s length’ perspective. Specific questions were included to enable us to understand how parents felt about their own child and drinking alcohol (Chart 12).

The vast majority of parents (90%) agreed that it was up to them to set their child a good example through their own drinking, and mothers (92%) were more likely than fathers (88%) to agree with this. Parents who appear to have a pro-active approach to alcohol were also more likely to agree: parents who had spoken to their children about alcohol (91%) and parents who had rules regarding alcohol (91%) were also more likely to agree.

Parents’ own relationship with alcohol also appeared to play a role in whether they felt that it is up to them to set a good example:

- **Ethnicity** - White parents were more likely to agree that it was up to them to set a good example through their own drinking (92%) than parents from Black (85%) or Asian (73%) backgrounds. This is not surprising as 66% of Asian parents and 32% of Black parents have never had an alcoholic drink.
- **Consumption levels** - Parents who were drinking within the recommended guidelines were more likely to agree that it’s up to them to set a good example through their own drinking behaviour (91%) than parents drinking outside of the guidelines (86%). In particular, parents who classified themselves as heavy drinkers (quite or very heavy) were the least likely to agree (69%).

Chart 12. Agreement with statements about alcohol and own child



Nine in ten parents (90%) agreed that they like to discuss difficult topics like drinking alcohol with their child before it becomes an issue. Similar patterns of response were seen to the answers given to setting a good example through their own drinking: Women (91%), parents who had rules regarding alcohol (91%) and parents drinking within the recommended guidelines (90%) were all more likely to agree that they like to talk or discuss things before it becomes an issue. As might be expected, the most marked difference was between parents who *had* spoken to their child about alcohol (93%) and those who *had not* spoken to their child about alcohol (78%).

Slightly fewer parents (70%) agreed that they think it's safer to introduce their child to alcohol gradually, like they do in Europe. Parents of older children (Years 10-13, 76%) were more likely to agree with this statement than those with younger children (Years 6-9, 64%). Parents who said that they drank more than the recommended guidelines were also more likely to agree that they think it's safer to introduce their child to alcohol gradually (85%) than those who said they drank within the recommended guidelines (68%). Linked to this, Black (23%) or Asian parents (18%) were less likely to agree with this 'continental model' than White parents (77%).

Around two in five parents (37%) agreed that it was safer just to say no to their child drinking any alcohol until they are 18, and unsurprisingly this stricter view was held more widely amongst Black (77%) or Asian (75%) parents. Parents of younger children (44% Years 6-9)

were also more likely to agree that it was safer just to say no to their child drinking alcohol until they were 18, than parents of older children (31% Years 10-13).

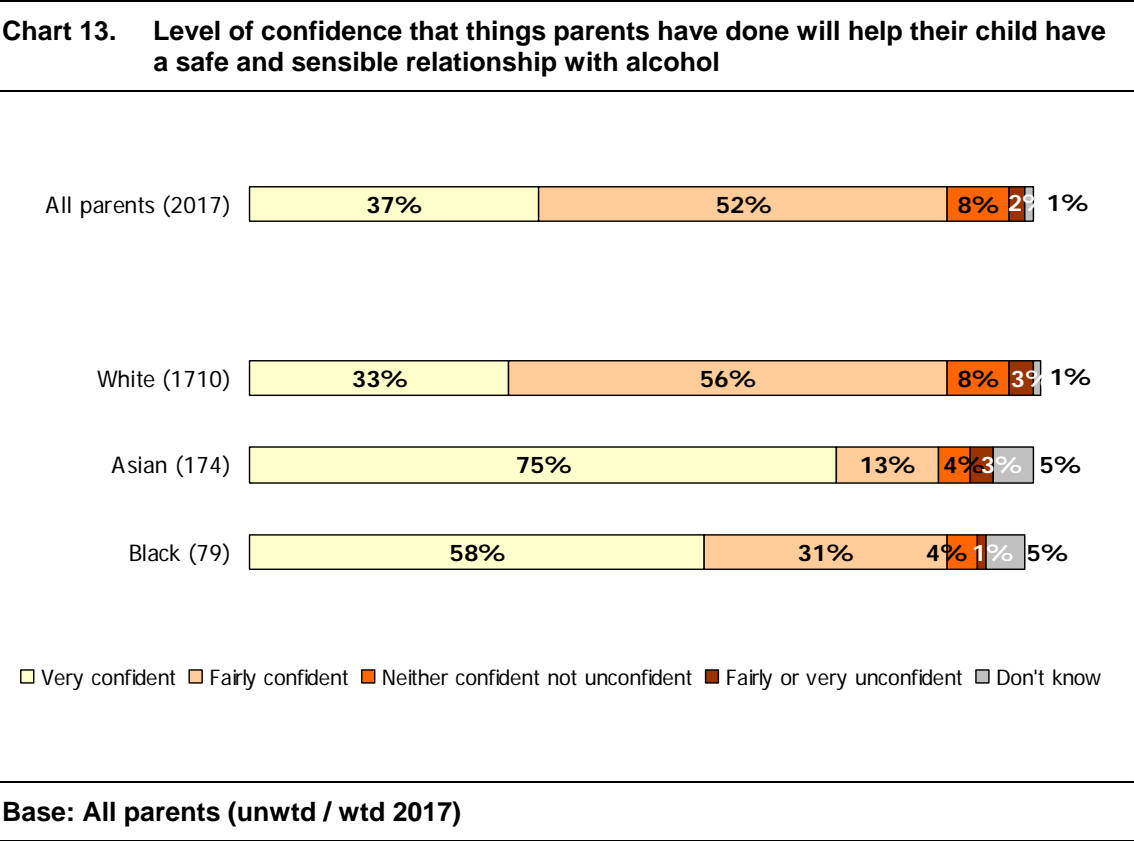
3.2.1 Confidence in parenting skills around alcohol

Parents were asked if they had thought about what they would do if their child was not sensible with alcohol.

One in six (17%) parents said that they had already thought about the issue, but the majority (80%) said they would deal with it when it happens. Those who had already talked to their children about alcohol (20%) or set rules about alcohol (18%) were significantly more likely to say that they had thought about it, which may imply in setting the rules or discussing the issue they had thought about their reactions if problems arose. There were no differences in response based on the age or gender of child, or by social grade.

All parents were asked how confident they felt that the things they had done such as talking to their child about alcohol or setting rules would help their child have a safe and sensible relationship with alcohol.

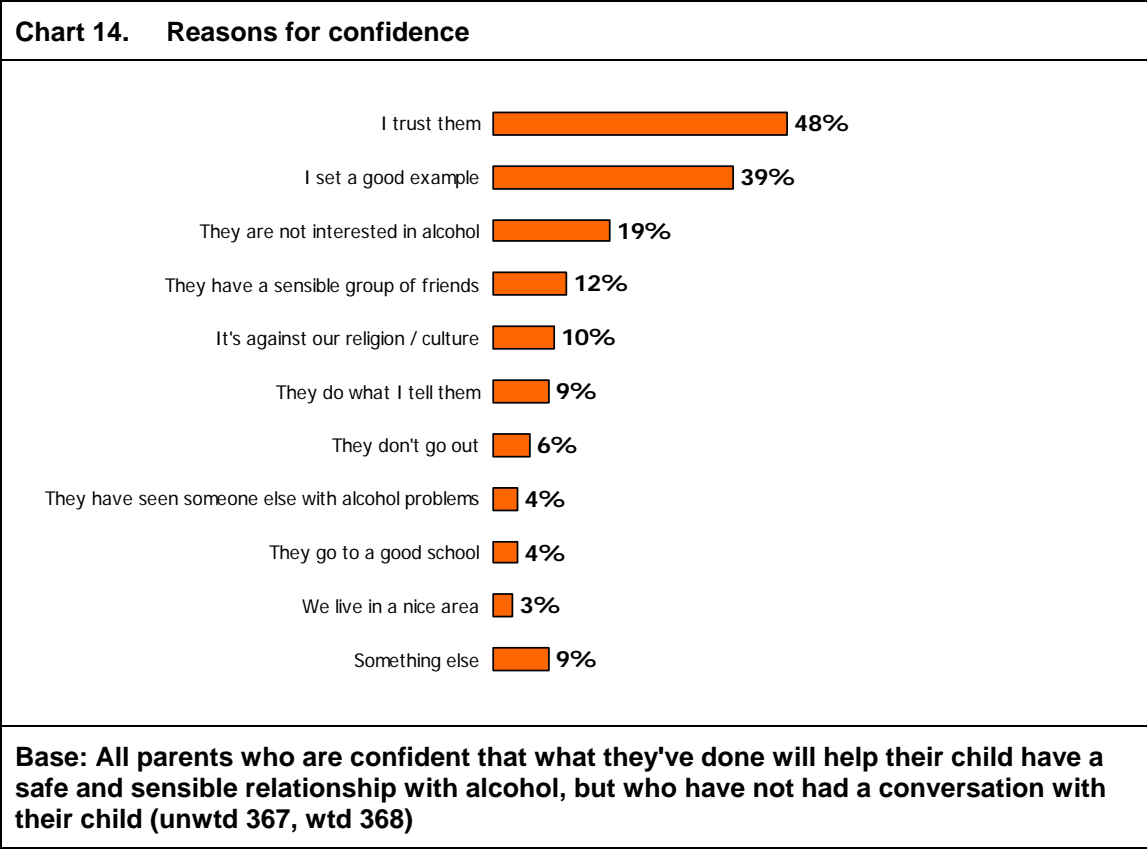
The majority of parents (89%) said that they were confident, with 37% very confident. Only 2% said that they did not feel confident that their actions would help their child have a safe and sensible relationship with alcohol (Chart 13).



It is interesting to note that levels of confidence were highest amongst Black and Asian parents - three quarters (75%) of Asian parents said they were very confident, and 58% of Black parents, compared with 33% of White parents. This is despite the fact that Black and Asian parents were less likely to have had a conversation with their child about alcohol, or set rules about it. Bearing in mind that Black and Asian parents were the most likely to say that they don't allow their child to drink at all, they may feel that this unambiguous message

is the most effective. Taken as a whole, parents who had set their child a rule that they cannot drink alcohol at all were no more likely to feel confident than those who had not set this rule: 88% of those who had set this rule felt confident, compared with 89% who had not set this rule. It may therefore be that Black and Asian parents are also considering other cultural or religious factors in coming to their more confident view.

Parents who had discussed alcohol with their child, or who had set rules about it, were no more likely than their counterparts who had not to say that they felt confident that their actions would help their child have a safe and sensible relationship with alcohol. Further, it is interesting to note that one in five of the parents who claimed to be confident about what they'd done to help their child with respect to alcohol, had never actually talked about alcohol with their child. These parents were asked to say why they nevertheless felt confident (Chart 14).



The main reason for feeling confident amongst those parents who have not had a conversation with their child is that they trust them: half (48%) of these parents gave that answer. A further two-fifths (39%) said that they set a good example to their child: and very few of those parents giving this answer had drunk more than the recommended amount of alcohol for adults over the past 7 days.

A fifth (19%) said that their child was not interested in alcohol, though it is interesting to note that this response was not concentrated amongst parents of younger children.

Other responses centred on the fact that their child has a sensible group of friends, or that they tend to do as they are told. One in ten (10%) said that they felt confident because it is against their religion or culture, and once again this response was concentrated amongst Black and Asian parents.

The research also aimed to assess which types of information or advice parents would find useful or would make them more confident in helping their child to have a safe and sensible relationship with alcohol (Table 3). The evidence would suggest that detailed information about young people and alcohol was felt to be most useful and would help unconfident parents to feel more confident.

Table 3. Information found useful / which would make unconfident parents feel more confident		
	Found useful	Would make feel more confident
Base: all parents who feel that what they have done will help their child to have a safe and sensible relationship with alcohol	Confident	Unconfident
Unwtd base	1326	227
Wtd base	1323	231
	%	%
Information on the facts about alcohol (e.g. number of units in drinks)	35	27
Detailed information about the dangers of alcohol to young people	32	39
Information about the Guidance and the law	20	13
Talking to another parents who have been through it with their child	19	13
Own personal experience	8	-
Something else	4	5
None of these	25	27
Don't know	1	7

Around a third (35%) of parents who said they feel confident that what they have done will help their child to have a safe and sensible relationship with alcohol said that information on the facts about alcohol had been useful to them, and a similar proportion (32%) said that information about the dangers of alcohol to young people had been useful. A fifth felt that information about the Guidance and the law (20%) and talking it through with other parents (19%) had been useful.

Amongst those who felt unconfident, two-fifths (39%) said that detailed information about the dangers of alcohol to young people would help them to feel more confident, and information on the facts about alcohol was also commonly mentioned (by 27%). However, a similar proportion (27%) said that nothing would make them feel more confident.

3.3 Views on young people drinking

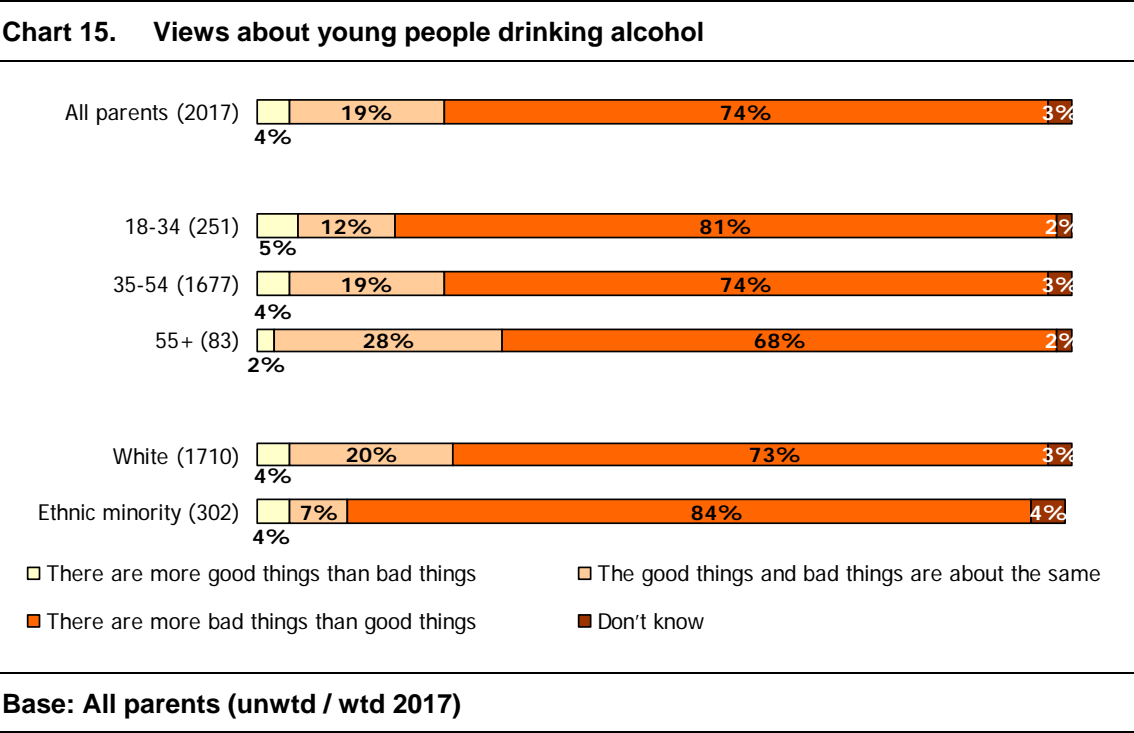
Having discussed parental views on conversations with their child, rules and information, parents were asked about their views on young people drinking alcohol.

3.3.1 General views about youth drinking

Parents were shown a list of statements and asked which best described their views (Chart 15). At a general level the majority of parents (74%) felt that there were more bad things than good things about young people drinking alcohol, although a fifth (19%) thought the good and the bad things were about the same. Older parents and parents from White backgrounds

were more likely to think that the good things and the bad things were about the same when it comes to young people drinking alcohol.

One in twenty (4%) parents felt that there were more good things than bad things, and parents who were not working (6%) were more likely to think this than working parents (3%).

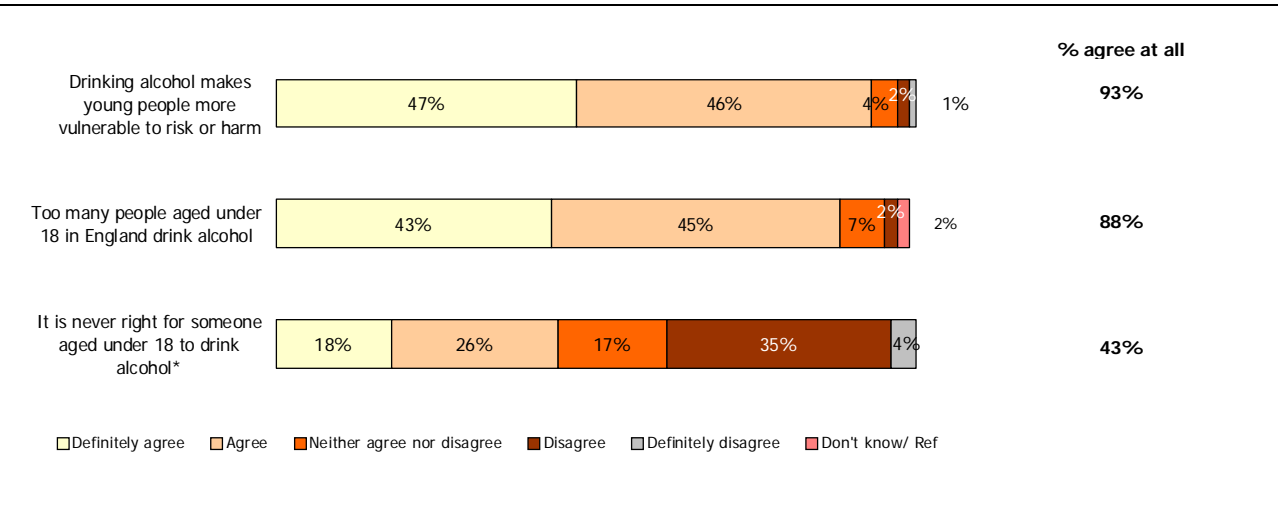


Further, parents were asked to consider youth drinking in detail, and to comment on whether youth drinking is acceptable or dangerous (Chart 16).

All parents were asked whether they agreed or disagreed that drinking alcohol makes young people more vulnerable to risk or harm. The majority of parents (93%) agreed, with just under half (47%) definitely agreeing with the statement. Around one in twenty (4%) neither agreed nor disagreed with this statement and 3% disagreed. Parents from C2DE households (50%, compared with 43% of ABC1s), and Asian (63%) or Black parents (55%) were more likely to definitely agree than White parents (45%). Linked to this, parents who classified themselves as very light or light drinkers were more likely to definitely agree (47%) than heavier drinkers (43%).

Around nine in ten parents (88%) agreed that too many people aged under 18 in England drink alcohol, and 43% definitely agreed. Here, there were no differences in opinion by parental ethnicity, though parents from ABC1 households (39%) were less likely to definitely agree than those from C2DE households (47%). There were few other demographic differences, or differences by parental drinking behaviour.

Chart 16. Agreement with statements about young people and alcohol



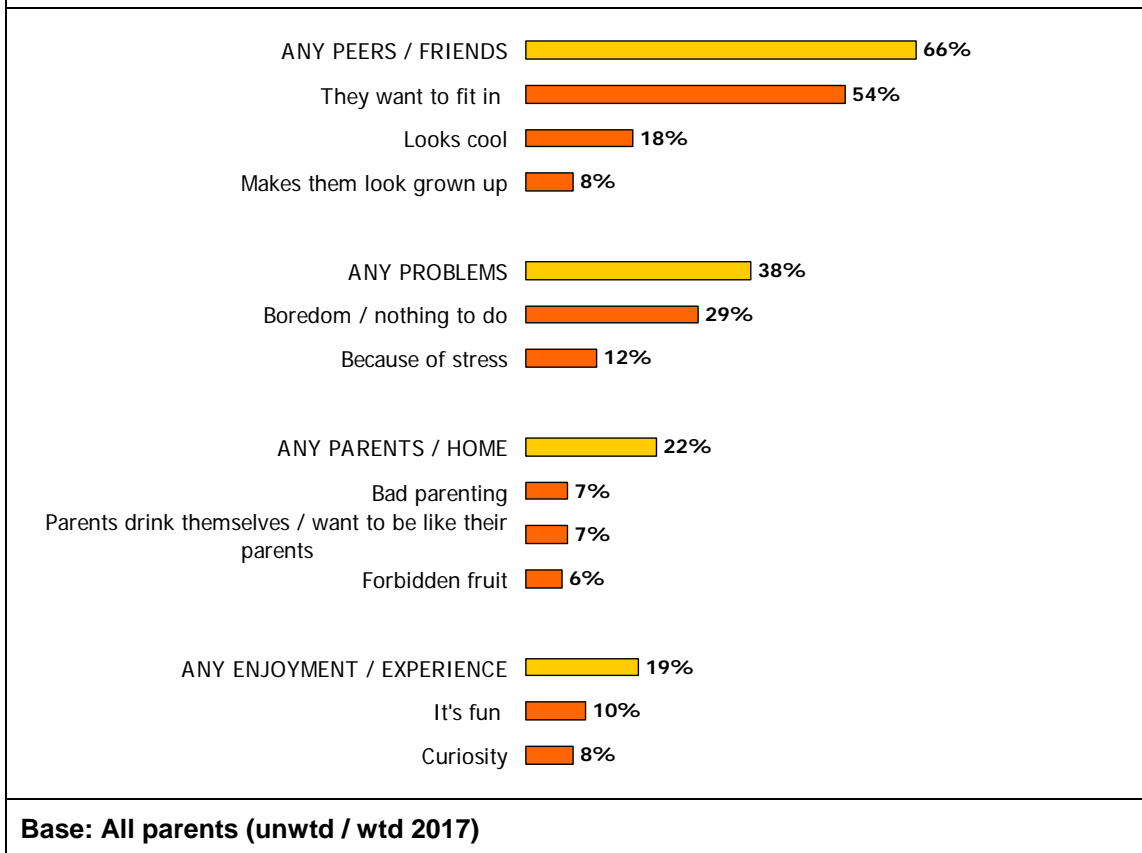
Base: All parents (unwtd / wtd 2017)

Parents' responses were more mixed when they were asked to comment on whether they think "it is never right for someone aged under 18 to drink alcohol⁶": two-fifths (43%) agreed, including 18% who definitely agreed. A similar proportion disagreed (39%) and one in six said that they neither agreed or disagreed (17%). Parents from Asian (80%) and Black (75%) backgrounds were more likely to agree that it is never right for someone aged under 18 to drink alcohol than parents from White backgrounds (39%). Parents who personally started drinking before 18 (48%) were more likely to disagree that it is never right for someone aged under 18 to drink alcohol, compared with parents who started drinking aged 18 or over (21%).

As well as asking parents to comment in a structured way on why young people drink, they were also asked to say in their own words what they thought were the main reasons why some young people aged under 18 drink alcohol. The responses were grouped into themes and the responses given by at least 5% of parents are shown in Chart 17.

⁶ Drinking alcohol refers to a whole drink and not just a sip.

Chart 17. Parents' perceptions of reasons why some young people aged under 18 drink alcohol



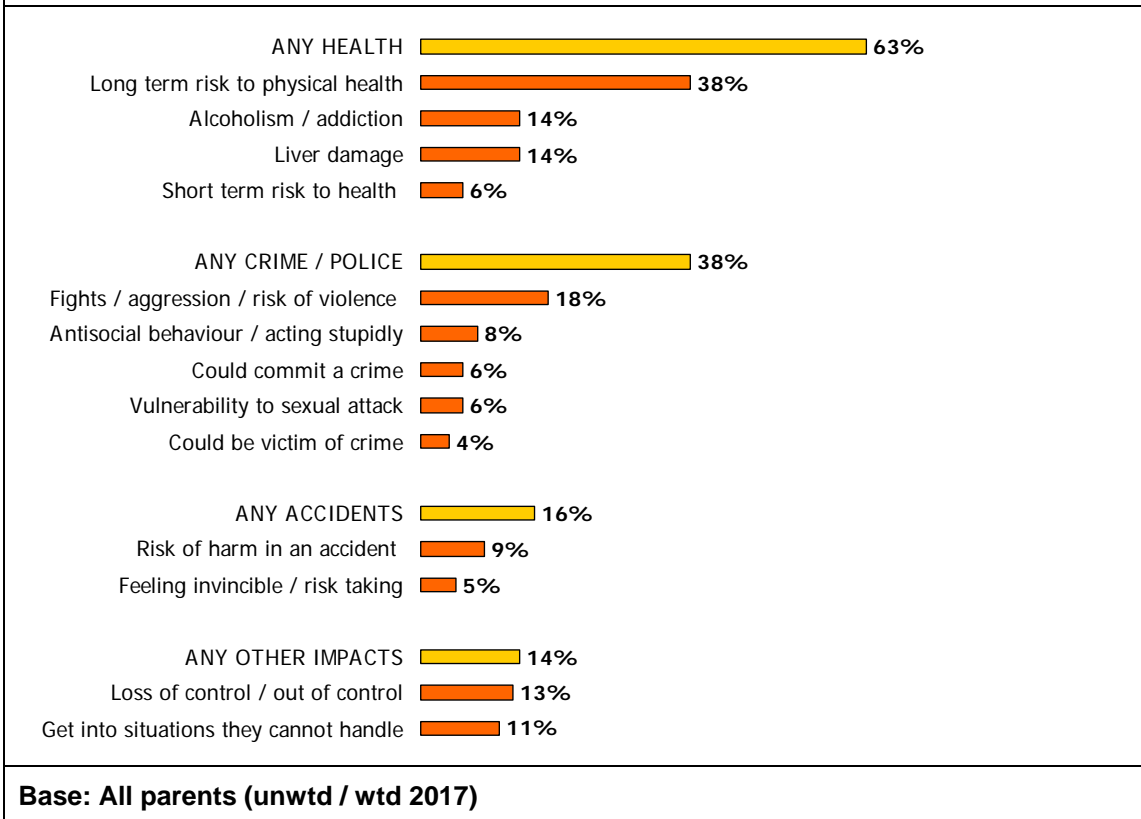
The influence of friends and peers was most commonly mentioned as a reason for young people aged under 18 drinking alcohol: some aspects of this were mentioned by two thirds (66%) of parents. Parents from ABC1 households (73%) were significantly more likely to say this than those from C2DE households (61%), but there were no differences in response based on age or gender of child. Within this, a half (54%) of parents felt that young people drink to fit in, and 18% because it looks cool.

Two-fifths (38%) of parents felt that young people drink alcohol to escape from boredom or other problems (e.g. stress). Parents from poor households (42%), single parents (44%) and White parents (40%) were all more likely to think that young people drink alcohol for these reasons.

A fifth of parents (22%) felt that the influence of parents or home led young people to drink alcohol. It is interesting to note that only a fifth (19%) of parents thought that young people drink because they enjoy it or for the experience: negative reasons for youth drinking were much more likely to be noted than positive reasons.

In the same way parents were asked to say what they thought were the main *dangers* of young people aged under 18 drinking heavily. Once again, responses were gathered verbatim and grouped into themes at the analysis stage (Chart 18).

Chart 18. Parents' perceptions of the main dangers to young people aged under 18 of drinking heavily



Over six in ten (63%) of parents mentioned some aspect of danger to the young person's health, with long term risks much more likely to be mentioned than short-term risks (38% mentioned long term risks, and only 6% mentioned short-term risks). It therefore appears that there is scope to educate parents on the short-term risks from alcohol to young people's health.

The danger of becoming a perpetrator or victim of crime was mentioned by two-fifths (38%) of parents, and primary within this was the risk of violence (e.g. fights). Far fewer (4%) mentioned the danger of the young person becoming the victim of crime, and 6% mentioned that young drinkers could be vulnerable to sexual attack.

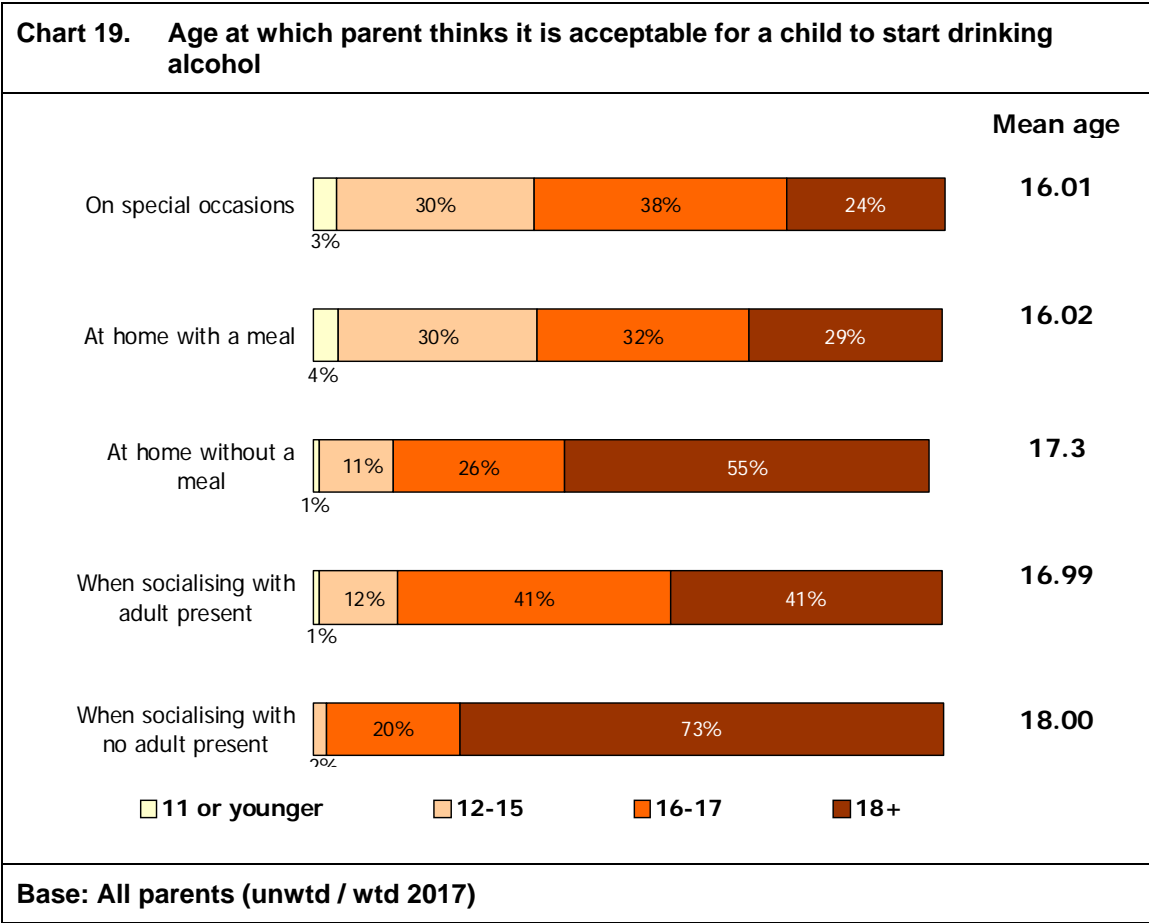
The risk of accidents or other impacts were less frequently mentioned, with around one in six parents mentioning each of these possible dangers.

There were few significant patterns in response by demographics, although AB parents tended to mention more risks than others, and parents of girls were more likely to mention risks of sexual attack and other sexual danger (e.g. irresponsible sexual activity/being taken advantage of) or of unwanted pregnancy than parents of boys. Parents of boys were instead more likely to mention the risks of fighting or violence than parents of girls.

3.3.2 When is it appropriate for young people to start drinking alcohol

People's views on the age at which it would be appropriate for young people to start drinking alcohol would be likely to vary based on setting, levels of supervision, etc. Parents were therefore asked to consider a range of circumstances and asked when they thought it would be appropriate for a child or young person to start drinking in each situation (Chart 19). The

column on the right hand side of the chart shows the mean average age at which parents thought that it would be appropriate for a child to start drinking in those circumstances.



The lowest age group of the chart is shown as 11 or younger, but it should be noted that only a handful of parents thought that it would be appropriate for a child to start drinking alcohol before the age of 9 years in any of the circumstances listed.

It appears that parents feel that it is most appropriate for children to drink at a younger age in settings where the risks to the child are minimised - for example when there is an adult present, or when taken with a meal.

Parents felt that it would be most appropriate for children to start drinking alcohol at the youngest age on special occasions, such as family parties. The wording of the question implied that this was both an infrequent event ('special occasion') and the use of the example of 'family parties' also implied that family members would supervise the young person's drinking. A third (33%) of parents thought that it would be acceptable for children aged under 16 to start drinking alcohol in these circumstances, and the mean age at which it was deemed acceptable was just over the age of 16.

Similar proportions (34%) felt that it would be appropriate for a child to start drinking alcohol before the age of 16 at home with a meal, and the average age recorded was also similar at 16.1 years.

The average age felt appropriate for a child to start drinking at home without a meal was considerably higher at 17.3 years, and only 12% felt that it would be appropriate for under 16s to start drinking in these circumstances.

The supervision of an adult was a key factor in determining when parents felt that it was appropriate for children to start drinking while socialising. While 13% of parents felt it would be appropriate for children to start drinking while socialising before the age of 16 if an adult were present, only 2% felt this would be appropriate if an adult were not present. Three-quarters (73%) felt that it is appropriate for a child to wait until they are 18 before they are allowed to while socialising unsupervised.

There are a number of factors which appear to influence parents' views on the age at which they feel it is appropriate for a child to start drinking. These hold true across all the different settings investigated.

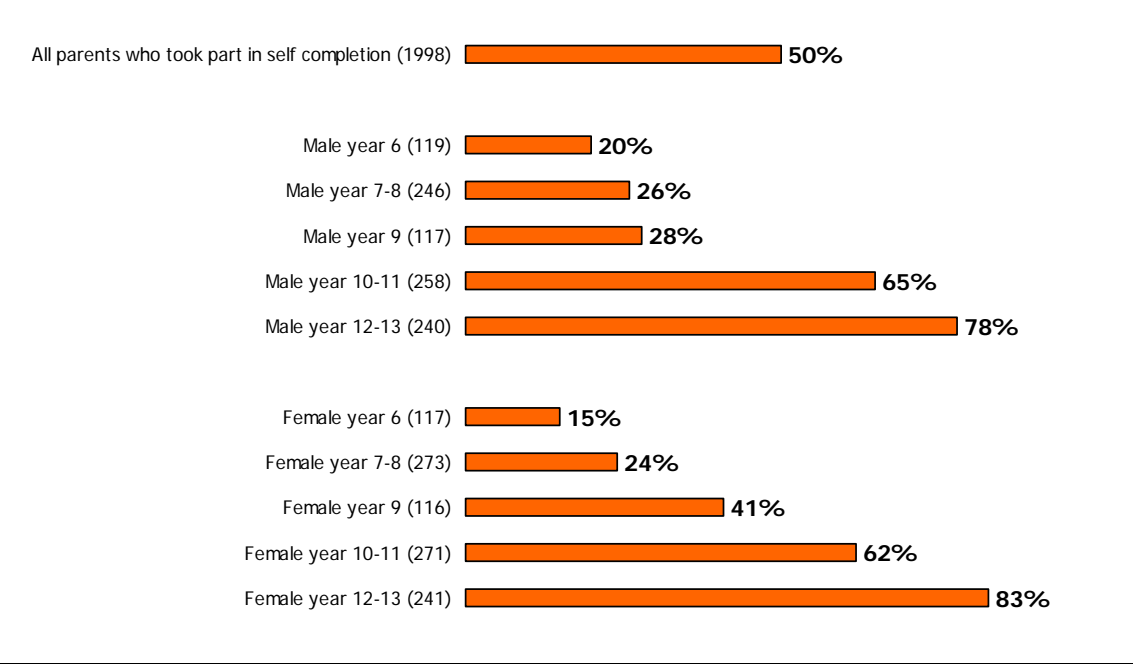
- **Parents' own relationship with alcohol** - Parents who drink regularly or more heavily tended to say that it is acceptable for a child to start drinking at a younger average age than light or non-drinkers. The age at which the parent started drinking themselves also had a direct relationship with their view of an appropriate age to start: the younger the parent started drinking, the younger they deemed it is acceptable for a child to start.
- **Ethnic origin of the parent** - White parents said they think it is appropriate for children to start drinking at an earlier age than Black parents and the average age given by Asian parents was even higher. This is likely to be linked to cultural and religious views. Due to the higher penetration of parents from ethnic minorities in London, the average age given by Londoners was significantly higher than that given by parents in other parts of the country.
- **Deprivation and poverty** - Parents living in households in poverty, in the lowest annual household income band, and in the most deprived areas on the Index of Multiple Deprivation tended to think that children should start drinking alcohol at a higher average age than parents from wealthier and less deprived households. This may in some part be linked to the drinking behaviour of the parent as those in poverty were more likely to be light or non-drinkers. Parents from DE households and those who were not working also followed this pattern and believed that children should start drinking later than parents from AB households and those who are working.

3.4 Parents' perceptions of child's drinking behaviour

Parents were questioned on their perceptions of whether and how their child drinks alcohol as part of the self-completion section of the interview in order to maximise honesty and reduce any potential embarrassment. Only 1% of parents declined to complete the self-completion section of the questionnaire.

Half of parents (50%) thought that their child had ever had an alcoholic drink (phrased as a whole drink rather than just having a sip) (Chart 20).

Chart 20. Whether parent believes that child has ever had an alcoholic drink by school Year / gender of child



Base: All parents who took part in the self completion section (unwtd 1998, wtd 2001)

While the overall pattern indicates that parents of younger children were less likely to think that their child had ever had an alcoholic drink than parents of older children, there are also clear differences by the child’s gender. While there were no differences in perception between the parents of boys and girls up until the end of Year 8, there is a clear difference amongst parents of children in Year 9: parents of girls (41%) are much more likely than parents of boys (28%) to think that their child has ever drunk alcohol.

There appears to be more of a gradual increase moving up the age groups in the proportion of parents of girls who are thought to have ever had an alcoholic drink, but there is a marked jump in relation to boys: while three in ten (28%) of parents of boys in Year 9 think that their child has ever had an alcoholic drink, this rises steeply to 65% amongst parents of boys in Years 10-11.

Parents’ own experience of alcohol is linked to their perceptions of their child’s behaviour - those who drink regularly or more heavily and those who themselves started drinking at a young age were significantly more likely than average to think that their child has ever tried alcohol. It should be noted that these groups tended to believe it is acceptable for a child to start drinking at an earlier age than lighter drinkers.

White parents were significantly more likely to think that their child has ever had an alcoholic drink (54%) than Black (22%) or Asian (11%) parents.

There were also links between parents’ perceptions of their child’s drinking and other risk-taking behaviour in parents:

- parents who smoke cigarettes were significantly more likely to say their child has had alcohol (55%) than non-smokers (47%);

- parents who have taken illegal drugs in the past 12 months were also particularly likely to think that their child has drunk alcohol (81%, albeit on a very small base).

It is interesting to note that only 3% of parents didn't know whether or not their child had ever drunk alcohol, and there were no particular demographic groups who were more likely to give this response.

Given that young people were also asked if they had ever drunk alcohol, we are able to look at whether parents are always fully aware of their child's drinking behaviour (Table 4).

Table 4. Whether parents are fully aware of their child's drinking behaviour	
Child says they have ever drunk alcohol and parent is aware	41%
Child says they have ever drunk alcohol but parent is not aware	9%
Child says they have never drunk alcohol and parent is aware	41%
Child says they have never drunk alcohol but parent thinks he / she has	9%
Base: All parents answering (unwtd 1998, wtd 2001)	

While the majority of parents are fully aware of their child's drinking behaviour, around one in ten (9%) of parents are unaware that their child has ever drunk alcohol, and the same proportion think that their child has drunk alcohol when the child says they have not.

One might argue that the former group are of more interest: parents who are not aware of their child's drinking behaviour. Perhaps unsurprisingly, parents of older children were more likely to fall into this group than parents of younger children: 5% of parents of children in Year 6 do not know that their child has ever drunk alcohol, and this rises to 15% of parents of children in Years 12-13. There were no differences by gender of child, though mothers were more likely to be unaware that their child has drunk alcohol than fathers (10% mothers, 7% fathers). There were no differences by social grade or deprivation.

Parents who thought their child had ever had an alcoholic drink were also asked to say how often they think that their child drinks alcohol. A fifth (21%) thought that their child had only had an alcoholic drink once or twice, and two-fifths thought that this happened only a few times a year. Around one in six (15%) thought that their child drank alcohol weekly or more often (Table 5).

	All parents taking part in self completion whose child has had an alcoholic drink (929)	Male			Female		
		Yr 6-9 (111)	Yr 10-11 (154)	Yr 12-13 (182)	Yr 6-9 (127)	Yr 10-11 (167)	Yr 12-13 (188)
		Child has only had alcoholic drink once or twice	21%	39%	24%	5%	43%
Only a few times a year	40%	47%	45%	34%	43%	39%	36%
About once a month	11%	3%	14%	9%	6%	14%	18%
About once a fortnight	7%	3%	8%	9%	2%	5%	11%
About once a week	10%	3%	6%	19%	0%	6%	14%
More often	5%	1%	2%	13%	1%	2%	8%
Don't know /refused	6%	4%	1%	10%	6%	7%	4%
MEAN FREQUENCY (every xx days/ weeks)	115/ 16.4	171/ 24.4	124/ 17.7	61/ 8.7	183/ 26.1	134/ 19.1	74/ 10.6
Base: All parents taking part in self completion whose child has had an alcoholic drink (unwtd 929, wtd 994)							

On average, parents who thought that their child had ever had an alcoholic drink thought that their child drank alcohol every 115 days, every 16.4 weeks, or around three times a year, but there were significant variations by age. While parents of older children tended to think that their child drank alcohol more frequently, within each age group, parents of boys tended to think that their child drank alcohol more frequently than parents of girls. For example, parents of boys in Years 12-13 who thought they had ever drunk said that their children drank approximately every 61 days, or once every 2 months. In comparison, their counterparts with girls thought that their children drank every 74 days on average, or every 2 ½ months.

One in four parents whose child had ever had an alcoholic drink (26%) said that their child had been drunk in the last 12 months (again only 4% say they don't know). The socio-demographic patterns are quite similar to those for children having had an alcoholic drink albeit at a lower level, therefore penetration increases with the age of the child and is greater amongst White parents and heavier drinkers. It is interesting to note that while these groups tended to feel that it is appropriate for children to start drinking at a higher average age than other groups, they were also significantly more likely than average to say that their child has been drunk.

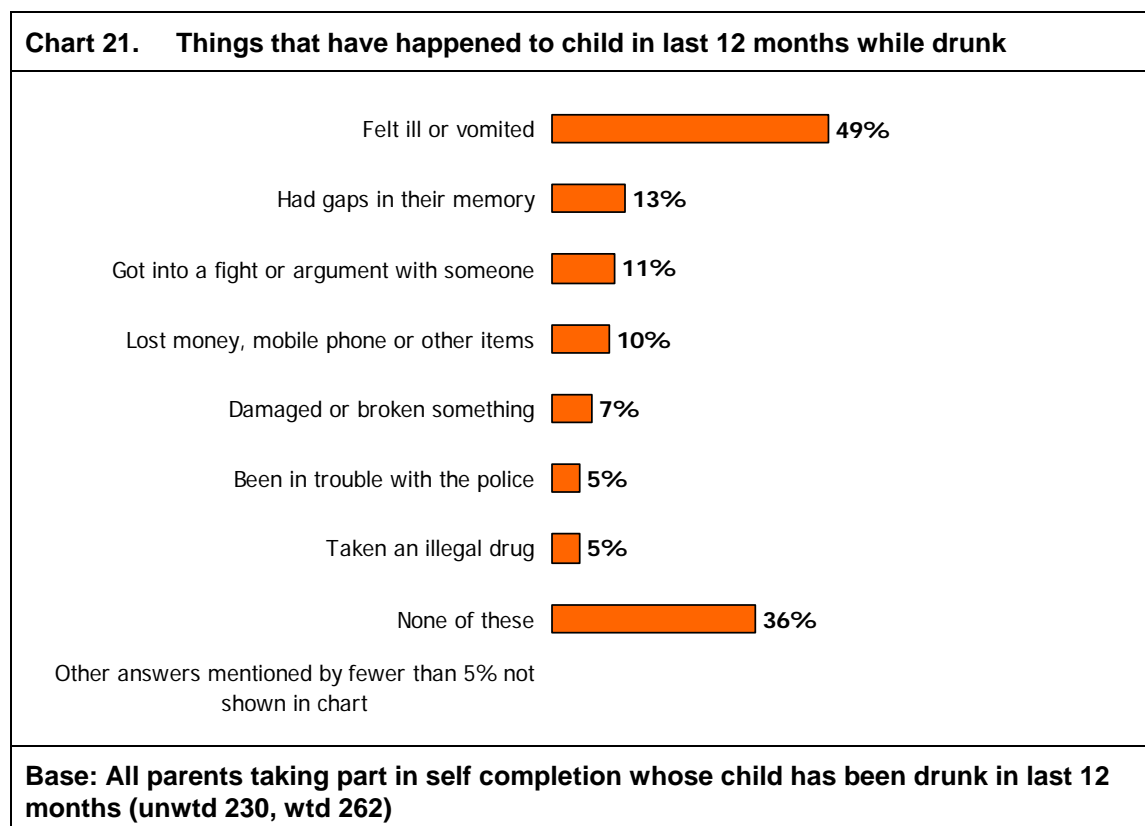
Once again, parents were not always aware that their children had ever been drunk: when we look at children's responses against those of parents, we can see that amongst young people who have ever been drunk, as many parents don't know about it as do know about it (11% of parents in each case) (Table 6).

Table 6. Whether parents are aware that their child has ever been drunk	
Child says they have ever been drunk and parent is aware	11%
Child says they have ever been drunk but parent is not aware	11%
Child says they have never been drunk and parent is aware	76%
Child says they have never been drunk but parent thinks he / she has	2%
Base: All parents answering (unwtd 1998, wtd 2001)	

For the majority of parents who said their child has been drunk (73%) it has only been 'a few times in the last year'. Base sizes are too small to identify the characteristics of parents who claim their children regularly get drunk.

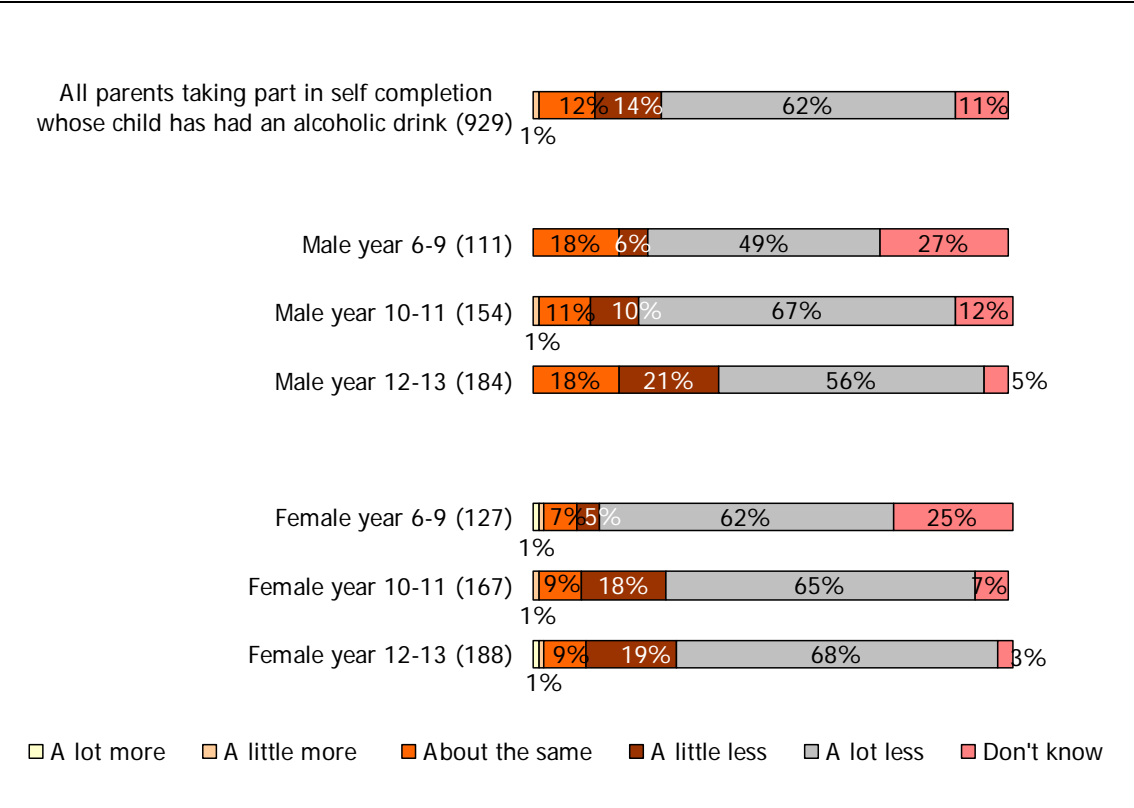
Parents with children who had been drunk in the last 12 months were also asked whether they thought that their child had suffered various ill-effects of drinking in that time.

Responses mentioned by at least 5% of those asked are shown in Chart 21. Feeling ill or vomiting was by far the most commonly reported experience (mentioned by 49% of parents who were aware that their child had been drunk in the past 12 months), but small minorities of parents said that their child had had very negative experiences, with 5% saying that their child had been in trouble with the police and the same proportion saying that their child had taken an illegal drug while drunk: these were almost exclusively parents of children in Years 10-13.



Parents were also asked about their perception of how much their child drinks in relation to other people of the same age. Three-quarters said that they think their child drinks less than other children of the same age, 12% thought they drink about the same as others and only 1% believe they drink more. Of course, all these parents cannot possibly be right! Those with girls in Years 10-13 (85%) were more likely to believe their child drinks less than their peers, compared with those with boys in Years 10-13 (77%) (Chart 22).

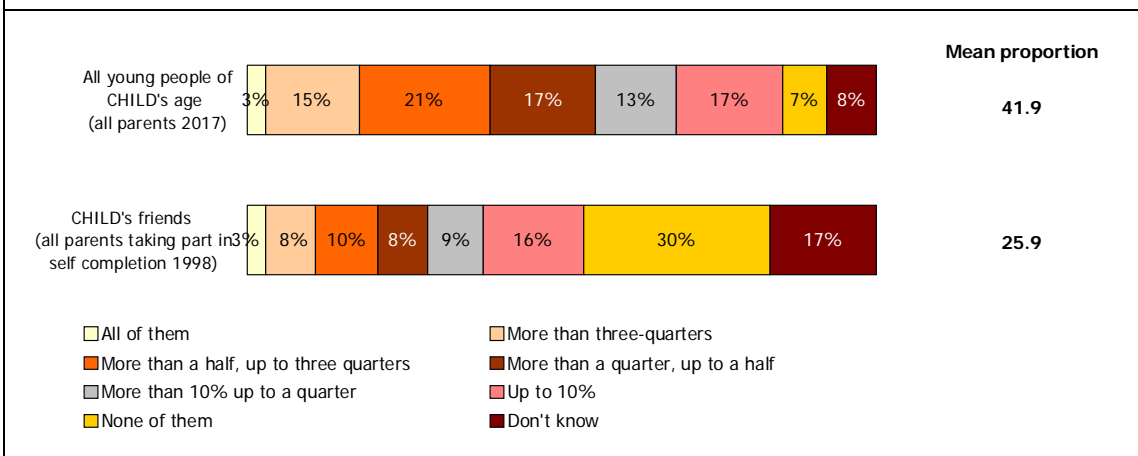
Chart 22. Parents' perception of how much their child drinks compared with other people of his / her age



Base: All parents taking part in self completion whose child has had an alcoholic drink (unwtd 929, wtd 994)

The survey also aimed to assess whether parents felt that drinking was widespread within their child's peer group, or amongst other young people of a similar age. They were therefore asked to estimate what proportion of young people of their child's age drink alcohol regularly and what proportion of their child's friends drink regularly (Chart 23). Please note that the latter question was asked as part of the self-completion section of the interview to enable the parent to answer in private.

Chart 23. Parents' perception of how many people of their child's age drink alcohol regularly nowadays



Base: All parents (unwtd 2017, wtd 2017) / all parents completing the self-completion (unwtd 1998, wtd 2001)

Parents estimated a higher proportion of children generally than the proportion of their own child's friends - again perhaps seeing their own child's circle of friends' behaviour through slightly rose-tinted spectacles. While 46% of parents thought that 10% or fewer of their child's friends drink alcohol regularly, only 24% thought this in relation to young people as a whole. It is also interesting to note that parents were much more likely to express an opinion related to young people in general, compared with when answering about their child's friends specifically: while 8% said they didn't know how widespread regular drinking was amongst their child's peer group, 17% didn't know when asked specifically about their child's friends.

As might be expected, perceptions varied significantly based on the age of their child, with far fewer parents of younger children thinking that regular use of alcohol was widespread amongst their child's peer group and friends, compared with parents of older children (Table 7). While parents of children in Year 6 thought that an average of 14% of children of their child's age drink alcohol regularly, parents of children in Years 12-13 thought that an average of 65% of those of the same age as their child drink alcohol regularly.

Table 7. How widespread is regular drinking perceived to be amongst other young people of child's age and child's friends?										
	Other people of child's age					Child's friends				
	Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13	Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13
Unwtd base	240	524	236	533	484	236	519	233	529	481
Wtd base	240	488	244	508	537	237	485	240	505	534
	%	%	%	%	%	%	%	%	%	%
None	22	16	3	1	*	62	53	28	14	9
Up to 10%	40	29	18	7	2	14	18	23	17	10
10-49%	21	35	39	38	16	4	9	15	25	22
50% or more	8	8	29	46	77	3	1	15	25	46
Don't know	9	12	11	7	5	17	19	20	18	13
<i>Mean proportion</i>	<i>14%</i>	<i>20%</i>	<i>35%</i>	<i>47%</i>	<i>65%</i>	<i>4%</i>	<i>5%</i>	<i>19%</i>	<i>32%</i>	<i>48%</i>
Base: All parents (unwtd / wtd 2017) / all parents taking part in the self-completion (unwtd 1998, wtd 2001) taking part in self completion whose child has had an alcoholic drink (unwtd 929, wtd 994)										

3.5 Parental views of their own child's drinking

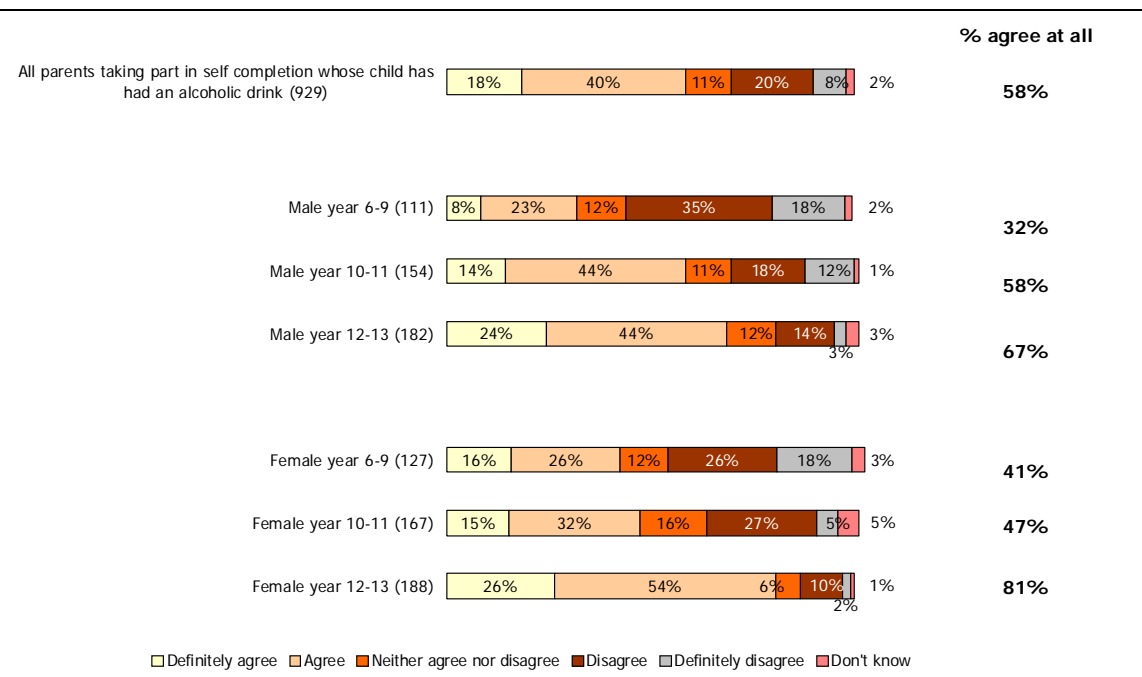
One of the aims of the self-completion section was to get parents to give an honest opinion of how they feel about their child drinking, how much they trust their child to 'be sensible' or for those whose children had yet to have an alcoholic drink, how they would feel about them starting.

A third of those who knew their child had already started drinking (33%) were not at all happy about it. Understandably this view was expressed more by those with younger children (54% of those with children in Years 6-8) than those with children in Years 12-13 who are closer to the legal age for drinking (17%). The view was also significantly more likely to be expressed by women (37%), parents from DE households (43%) and those in poverty (41%).

Six in ten (61%) parents expressed the view that 'I don't mind as long as my child doesn't drink too much'. Parents who started drinking at a younger age themselves, along with regular and heavier drinkers were more likely than average to fall into this group. For example, 72% of those who had themselves exceeded the recommended number of units of alcohol in the last seven days said this in relation to their child's drinking, compared with 58% of parents who drank within the recommended guidelines.

Less than 1% of parents chose the option 'I let my child drink as much as he/she likes': though it is somewhat surprising that one parent of a drinking child in Year 6 said this. The issue of trust was dealt with as part of a battery of attitude statements in the self-completion section. Parents whose children had ever had an alcoholic drink were asked how much they agreed or disagreed with "My child is sensible enough to know their own limits" (Chart 24).

Chart 24. Agreement with statement "My child is sensible enough to know their own limits"



Base: All parents taking part in self completion whose child has had an alcoholic drink (unwtd 929, wtd 994)

Almost six in ten (58%) of all parents with a child who had ever drunk alcohol agreed that their child is sensible enough to know their own limits, and a fifth (18%) definitely agreed. Agreement, and definite agreement, increased with the child’s age: while 37% of parents of children in Years 6-9 who have drunk alcohol agreed, this rises to 74% of parents of children in Years 12-13. It is also interesting to note that levels of trust are higher amongst parents of girls in Years 12-13 (81%) than amongst parents of boys in the same school Year (67%). Parents from AB households were significantly more likely to agree (67%) that their child is sensible enough to know their own limits than parents from lower social grades (e.g. 58% of parents in DE households).

All parents who claim their child had not yet had an alcoholic drink were asked how they would feel if their child started drinking. The large majority (81%) said they ‘wouldn’t like their child drinking alcohol at all’, and the proportion saying this was higher amongst parents of younger children (85% of parents of children in Year 6) compared with parents of older children (55% of parents of children in Years 12-13). Unsurprisingly levels were particularly high amongst Asian parents (93%), and amongst parents from DE households (86%).

Around one in eight parents (12%) said that they ‘would not mind as long as the child didn’t drink too much’, and unsurprisingly this view was more widely held by parents of older children - while 39% of parents of non-drinking children in Years 12-13 said they wouldn’t mind their child drinking as long as they didn’t drink too much, only 6% of their counterparts with children in Year 6 said this.

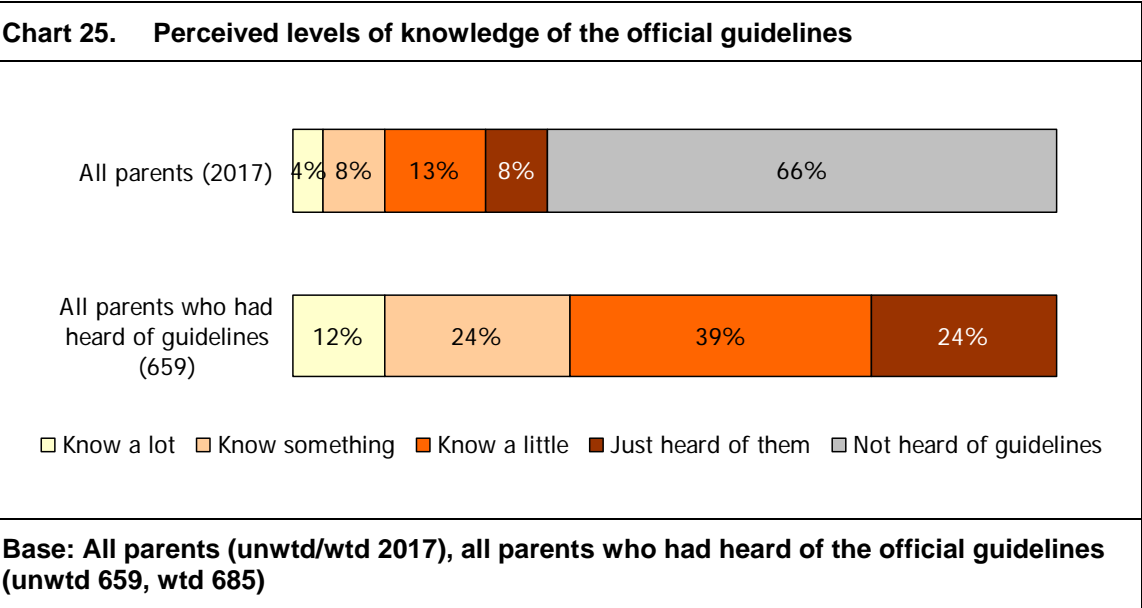
3.6 Information and advice on young people and alcohol

3.6.1 Awareness and knowledge of the Guidelines

In June 2008 the Government asked the Chief Medical Officer to develop Guidelines for young people and parents on the risks of drinking alcohol under the age of 18. These Guidelines were launched in the UK in January 2009. In order to measure baseline levels of awareness of the Guidelines and their content, parents were asked specific questions about the subject. It is worth noting that these questions were asked *after* they were asked detailed questions about their own and their child’s drinking behaviour, so that awareness of the Guidelines did not bias earlier answers.

One in three parents (34%) said that they had heard of the ‘official guidelines or limits for sensible drinking for young people aged under 18’. There were relatively few demographic differences in levels of awareness, although men (37%) were more likely to say they had heard of them than women (31%).

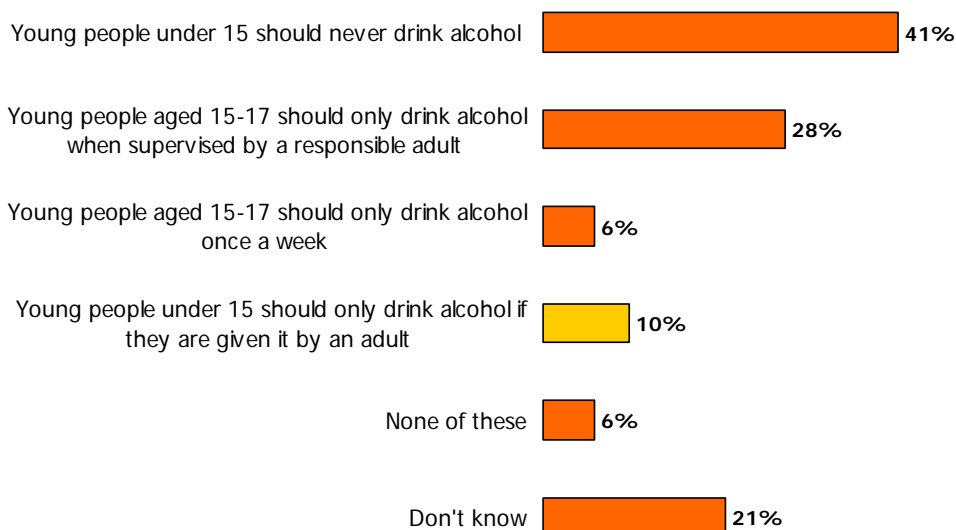
However, amongst those who had heard of the Guidelines, very few said that they know much about them. While one in eight (12%) of parents aware of the Guidelines said that they know a lot, a quarter said that they had just heard of them (Chart 25). Taken as a whole, only 4% of all parents interviewed said that they know a lot about the Guidelines, and over seven in ten (72%) have just heard of them or do not know about them at all. These results indicate that there may be some scope to increase parents’ levels of awareness and knowledge.



All parents, regardless of whether they were aware of the Guidelines, were asked to look at four statements about alcohol and under 18s and were asked to say which they thought were part of the Guidelines. Three of the statements referred to actual Guidelines, and one (Under 15s should only drink alcohol if they are given it by an adult) did not form part of the Guidelines but was added to test levels of over claiming (this is shown as a lighter bar in Chart 26).

Since many parents had not heard of the Guidelines, many parents are likely to have guessed or picked the statements that they thought were most likely to be in the Guidelines.

Chart 26. Which of these do the guidelines say about young people and alcohol?



Base: All parents (unwtd / wtd 2017)

Two in five parents (41%) knew (or assumed) that the Guidelines say that children under the age of 15 should not drink alcohol at all, and almost three in ten (28%) correctly thought that 15-17s should only drink under adult supervision. However only 6% thought that the Guidelines say that 15-17s should only drink alcohol once a week. This is actually lower than the proportion thinking that the 'dummy' Guideline is true - that is that under 15s should only drink alcohol if they are given it by an adult (10%).

There were no particular patterns in knowledge amongst parents within different socio-demographic groups. Further, in general, parents who said that they knew about the Guidelines, and knew a lot about them, were no more likely than average to know the detailed content of the Guidelines. The only exception was the guideline that young people under age 15 should never drink alcohol: 48% of parents who said they had heard of the Guidelines thought that this was contained in the document, compared with 38% of those who had not heard of the Guidelines.

3.6.2 Awareness of advertising / publicity about young people and alcohol

All parents were asked if they recalled seeing, hearing or reading any advertising, publicity or information relating to young people and alcohol. Although there had not been any specific communication apart from PR around the launch of the Guidelines and the section relating to young people on the 'Know your limits' website, more than six in ten parents (62%) said that they were aware of something. The following groups were more likely to say that they were aware of any publicity:

- As is often seen on other surveys, parents from AB households were significantly more likely than others to say that they were aware of any publicity (67%, compared with 59% of DE parents);
- Older parents (70% of parents aged 55+) and, linked to this, parents of older children (67% of parents of children in Years 12-13).

Asian parents were significantly less likely than others to say that they were aware of any publicity (53%, compared with 61% of Black parents and 63% of White parents). Parents aware of any publicity were asked to say (without prompting) where they have seen or heard or read this advertising, publicity or information: responses in Table 8 are shown based on all parents to show the penetration of each medium across the population as a whole.

It is very common for people when asked where they had seen or heard advertising or information to misattribute it to television, and it is no surprise that was the most commonly mentioned medium, though it should be noted that parents may have been recalling documentaries or news items relating to young people and alcohol. In addition, parents may have recalled the adult 'Know your limits' campaign that had been aired on TV. Half of all parents (53%) said that they had seen some publicity about young people and alcohol on TV.

The next most frequently mentioned source of advertising or information was newspaper, mentioned by 14% of parents: as is often seen on similar surveys, fathers (18%) were more likely than mothers (10%) to say that they had seen publicity in the newspaper.

Table 8. Where seen, heard or read advertising, publicity or information about young people and alcohol	
	%
Seen, heard or read any	62
TV	53
Newspaper	14
Radio	8
Magazine	3
Leaflet / booklet	3
School	3
GP / doctor	2
Work	2
Posters / billboards	2
Friend or family member	1
Official websites (e.g. DH, NHS Direct, NHS Choices, DCSF website)	1
Other website	1
Parent of your child's friend	1
Talktofrank.co.uk / KnowYourLimits.co.uk	1
BBC website	1
In shops / supermarkets	1
Courses / course materials	*
Parenting websites e.g. mums.net, netmums etc	*
School nurse	*
Letter addressed to you in post	*
Somewhere else	1
Not seen heard or read any	38
Base: All parents (unwtd / wtd 2017)	

3.6.3 Information about alcohol for parents

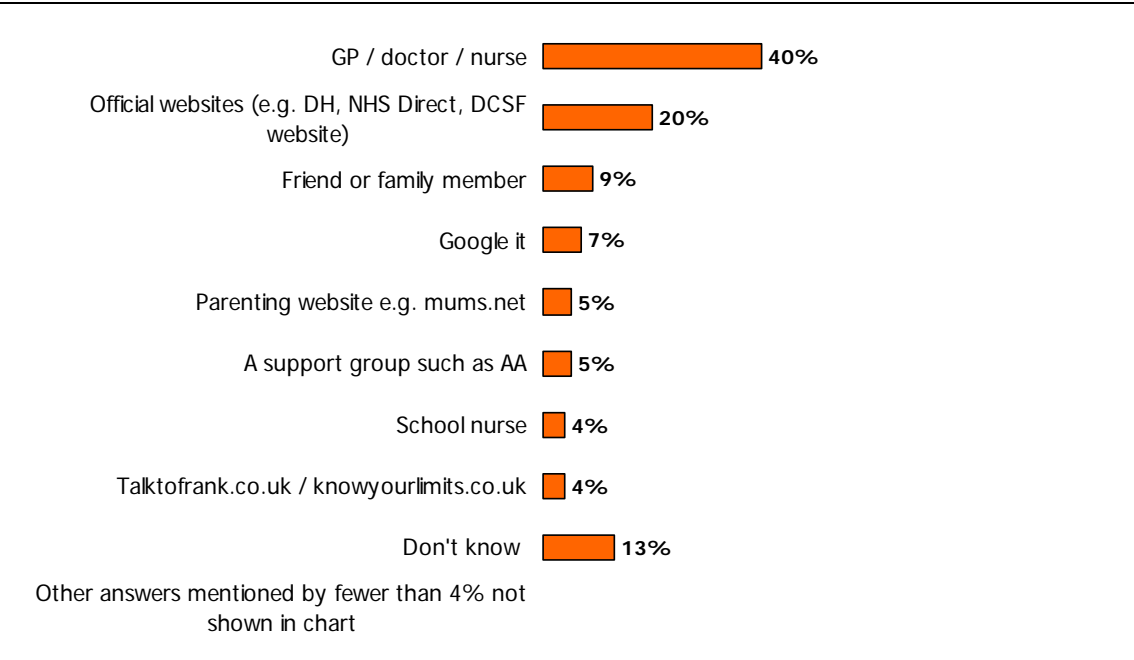
As parents have a great deal of influence over young people it is important that they feel equipped with the right information and advice about alcohol. Consequently, a section of the interview was devoted to sources of information and advice about young people and alcohol and how parents feel about them.

First parents were asked to say, without prompting, where they themselves would go if they wanted information or advice. A large number of different sources were mentioned, including medical professionals, friends and family, other professionals such as counsellors or care workers and a number of different online sources of information. Responses mentioned by at least 4% of parents are shown in Chart 27.

Two in five (40%) said they would talk to a GP, doctor or nurse: women (42%) were significantly more likely to mention this than men (37%).

A wide range of websites and online sources of information were mentioned, but by far the most popular was 'official' websites such as Department of Health, NHS Direct, Department for Children, Schools & Families etc. mentioned by one in five (20%) parents. Parents from ABC1 households and those who are working were significantly more likely to say that they would use online information sources: for example 24% of ABC1 parents would use an official website, and 22% of working parents. Overall, 28% of parents mentioned any online source, and this was as high as 33% of ABC1 parents.

Chart 27. Places parents would personally go if they wanted information and advice about young people and alcohol (unprompted)



Base: All parents (unwtd / wtd 2017)

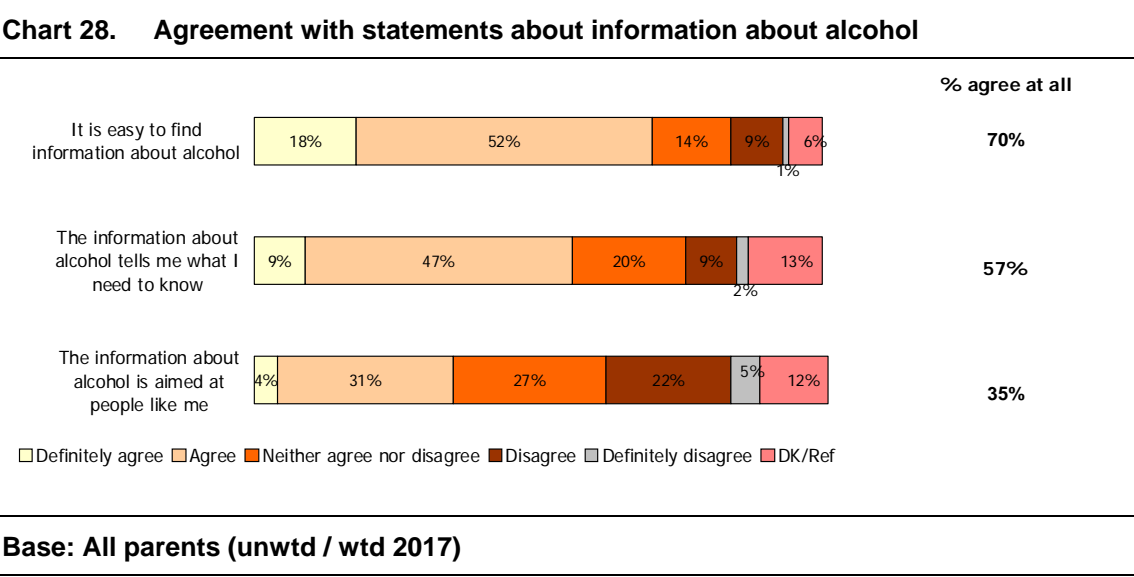
Overall, parents from ABC1 households tended to mention a wider range of information sources compared with their counterparts in C2DE households, and one in seven (15%) of C2DE parents did not know where they would go to find out information about young people and alcohol.

Asian parents (24%) were more likely than average (9%) to say that they would speak to a friend or family member, but almost a quarter (22%) of Asian parents were unable to say where they would go for advice on this topic.

Parents were read statements about information about young people and alcohol and asked how much they agreed with each (Chart 28).

Seven in ten parents agreed that it is easy to find information about alcohol, and a fifth (18%) definitely agreed. Parents from ABC1 households (74%) were more likely to agree than C2DEs (66%). In addition, and linked to this, parents who had talked to their child about alcohol (73%) or who had set rules about alcohol (71%) were more likely than average to agree that it is easy to find information about alcohol.

Opinion was more divided on the statement “The information about alcohol tells me what I need to know” with significantly more parents agreeing (57%) than disagreeing (10%) but with one in five parents in the middle being unable to agree or disagree. Parents from C2DE households (12%) and those in areas of highest deprivation (12%) were more likely to disagree, suggesting that more could be done to target information at these people.



There is also more of a spread of opinion on the third statement “The information about alcohol is aimed at people like me” with around a third (35%) of parents agreeing and a quarter (27%) disagreeing. Parents from ethnic minorities (35%) were significantly more likely to disagree than White parents (25%) but there were no other real differences between socio-demographic groups.

The results would therefore suggest that there is a significant minority of parents who do not feel well served by the information that is available to them on alcohol. Two per cent of all parents (42 parents in total) disagreed with all 3 of these statements, and C2DE parents (3%) and parents from ethnic minorities (3%) were more likely to disagree with all 3 statements.

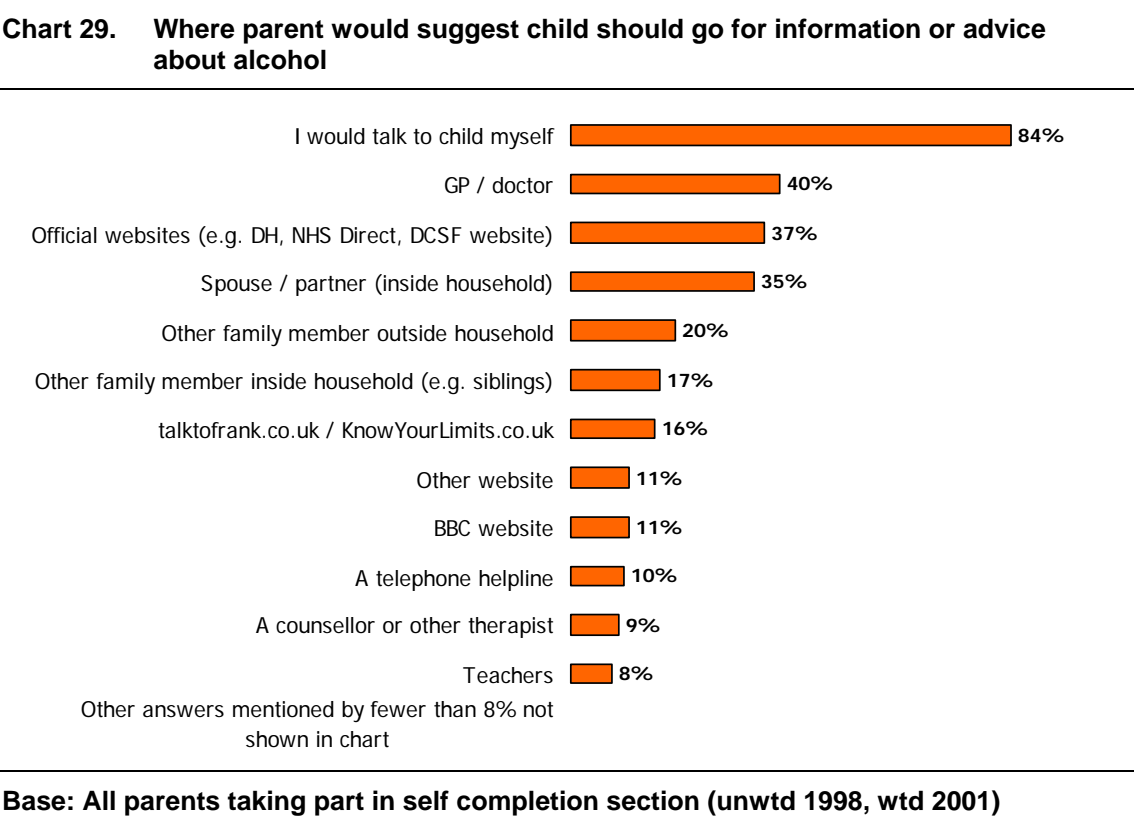
3.6.4 Information and advice about alcohol for their child

Parents were also asked where they would suggest their child should go for advice or information if they were to ask, and Chart 29 shows responses given by 8% or more of parents.

The vast majority (84%) of parents said they would talk to their child themselves: there were no particular patterns in response by demographics, although White parents (86%) were more likely than parents from ethnic minorities (68%) to say that they would speak with their child themselves.

Other sources that parents most commonly recommended are similar to those they would use themselves such as GP / Doctor (40%), official websites (37%), talktofrank.co.uk etc.

However many parents gave responses which suggested that they think it's important to keep the subject within the family, as parents also commonly said that they would recommend children speak to other members of the family, whether within or outside of the household. Fathers were significantly more likely to say they would refer the child to his / her mother (43%), than mothers were to say that the child should speak to his / her father (28%). Fathers of daughters were particularly likely to say that they would refer their child to her mother (47%, compared with 39% of fathers of sons).



Overall, White parents tended to mention more sources of information that they would pass their child onto compared with parents from ethnic minorities. Parents from ethnic minorities were more likely to say that they didn't know where they would suggest their child goes, or that they wouldn't give them any advice at all (9% Asian parents, 4% Black parents, compared with 1% White parents).

Other groups which tended to mention fewer sources were:

- Non-working parents;
- Smokers;
- Parents from DE households.

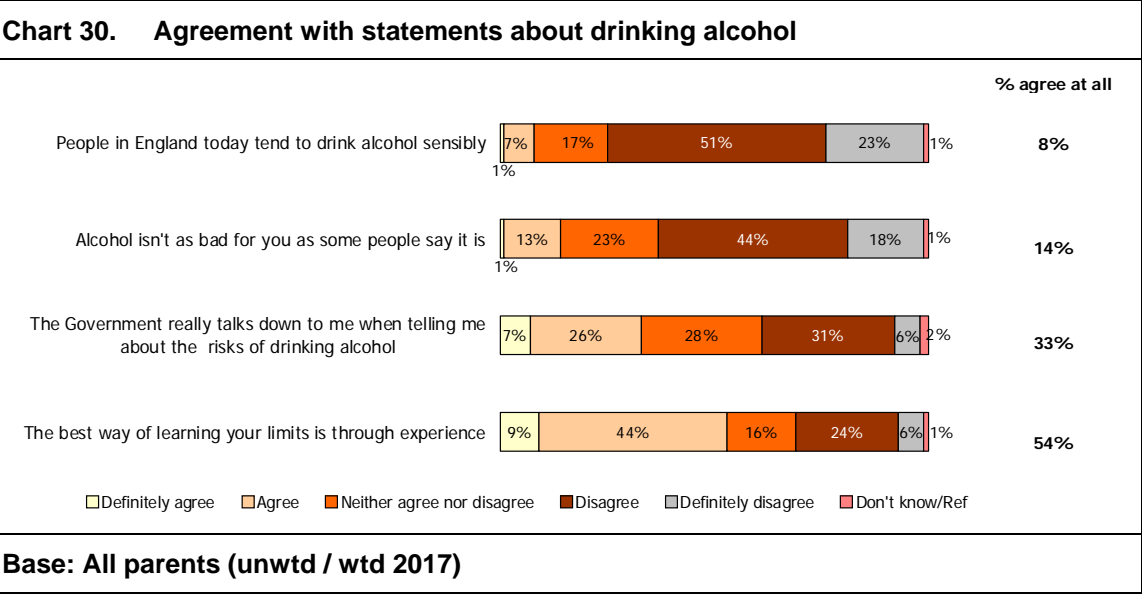
This suggests that there are a number of particular socio-demographic groups which may benefit from knowing about more choices in terms of sources of advice and information for their children.

3.7 General attitudes towards alcohol

As well as asking parents specifically about young people and alcohol, they were also asked to think about alcohol more generally. All were read a number of positive and negative statements about alcohol and asked to what extent they agreed or disagreed with each (Chart 30), and across all of these statements we found that men and heavier drinking parents held more pro-alcohol views.

Only a small proportion (8%) of parents agreed that people in England today tend to drink alcohol sensibly, and only 1% definitely agreed. Levels of agreement were higher amongst fathers (11%) compared with mothers (6%), and parents who drank more than the recommended guidelines were more likely to agree (12%) than those who drank within the guidelines (7%). Parents from ethnic minorities were also more likely to agree (15%, compared with 7% of White parents).

Three-quarters of parents (74%) disagreed, and 23% definitely disagreed.



Only one in seven (14%) of parents agreed that alcohol isn't as bad for you as some people say it is, although only 1% definitely agreed. Again, fathers (21%) and parents who drink more than the recommended guidelines (23%) were more likely than average to agree with this statement. Parents from ethnic minorities were also more likely than average to agree (20%, compared with 14% White parents).

Views were more mixed when considering whether the Government really talks down to people when telling them about the risks of drinking alcohol: a third of parents (33%) agreed and a similar proportion disagreed (37%). Fathers (43%) and parents who drink more than the recommended guidelines (45%) were more likely than average to agree with this statement but this is not surprising given their other responses. There were no differences in views expressed by ethnicity.

The final statement related to what parents thought was the best way to learn about alcohol: over half of parents (54%) agreed that the best way to learn your limits is through experience. Again, fathers (57%) and parents who drink more than the guidelines (64%) were more likely than average to agree with this statement. Parents from ethnic minorities (38%) and in particular Black parents (39%) were more likely to disagree that the best way of learning is through experience, compared with White parents (29%).

3.8 Parents' own drinking behaviour

It can already be seen that parents' own drinking behaviour and attitudes towards alcohol can be influential on a child's behaviour, therefore parents were asked to give a frank and honest account of their use of alcohol within the self completion section of the interview. Responses are based on parents who completed this section (99% of parents).

More than nine in ten (92%) of parents had ever had an alcoholic drink, with the following linked groups less likely to have ever drunk alcohol:

- Asian (29%) or Black (67%) parents;
- Non-working parents (87%);
- Parents from DE households (88%);
- Those living in poverty (89%);
- Those living in the most deprived areas (85%).

Parents in these groups who had had an alcoholic drink were older than average when they had their first drink.

The average age at which parents who have ever drunk had their first alcoholic drink was 15.3 (approximately 15 years 3.5 months). Fathers started drinking at a slightly younger age than mothers (15.0 compared to 15.5) and the average age increased with the age of the parent, so younger parents (those aged 18-34) had their first drink at an average age of 14.9 compared to 16.6 for parents who are aged 55+. Other risk behaviours such as smoking, taking illegal drugs or drinking heavily were all associated with starting drinking at an earlier average age.

Parents were asked about the frequency with which they drink. Results shown in Table 9 are based on all parents to enable comparisons to be made, and are broken down by the age at which the parent had their first alcoholic drink.

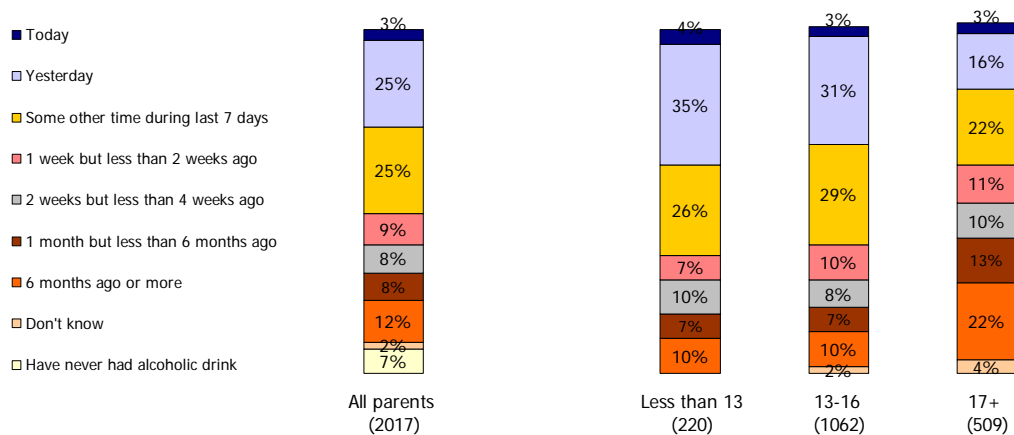
Table 9. Frequency with which parents drink alcohol by age when parent had first alcoholic drink				
	All parents (2017)	Age when parent had first alcoholic drink		
		Less than 13 (229)	13-16 (1116)	17+ (505)
Unwtd base	2017	220	1062	509
Wtd base	2017	229	1116	505
	%	%	%	%
Every day or almost every day	13	23	17	5
About twice a week	21	19	27	16
About once a week	13	12	15	15
About once a fortnight	9	14	9	10
About once a month	10	11	10	12
Only a few times a year	17	15	15	27
Never drink alcohol nowadays	8	6	7	15
Have never had alcoholic drink	7	-	-	-
MEAN FREQUENCY AMONGST PARENTS WHO DRINK (parent has a drink every xx days / weeks)	27/3.9	24/3.4	23/3.3	40/5.7
Base: All parents taking part in self completion section (unwtd 1998, wtd 2001)				

Around one in three (33%) of parents said they drink alcohol more than once a week and more than one in eight (13%) drink every day or almost every day. Fathers said they drink more frequently than mothers, with 17% of fathers claiming to drink almost every day compared with 10% of mothers. Table 9 shows a clear relationship between age of first alcoholic drink and frequency of drinking - the earlier the age at which the parent started to drink alcohol, the more frequently they reported drinking nowadays: for example parents who started drinking before the age of 16 said that they drink on average every 23 days, or just over every 3 weeks. This compares with an average of a drink every 40 days amongst parents who started drinking at age 17 or older, and 15% of this group never drink alcohol at all.

Parents were also asked when they had their last alcoholic drink, and almost three in ten parents had had a drink in the last 24 or so hours, with a total of 53% having drunk alcohol in the last week. This is similar to the 47% who claimed to drink about once a week or more often (see Table 9).

With these results in mind, it is not surprising to note that parents who started drinking at an earlier age tended to have had their last drink more recently (Chart 31): around two-thirds of those who started drinking before the age of 16 had drunk alcohol in the past week, compared with two-fifths (41%) of those who started drinking at age 17 or older.

Chart 31. When last had an alcoholic drink by age when parent had first alcoholic drink



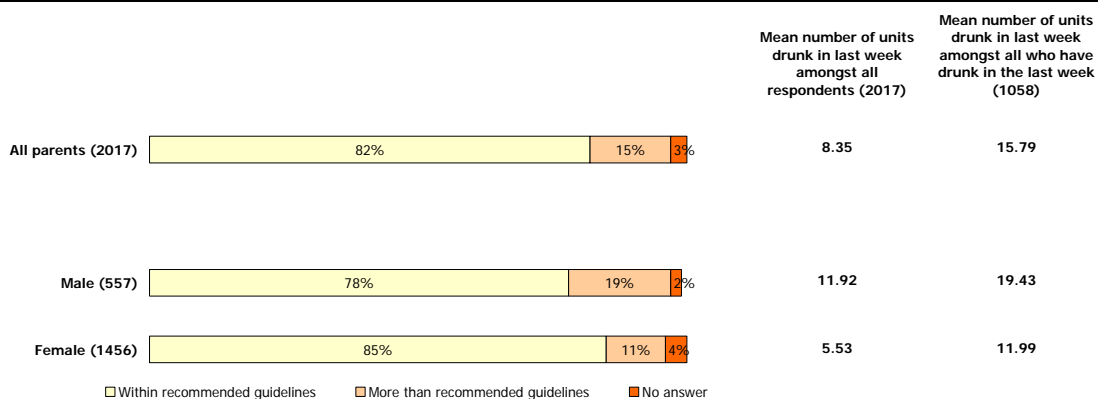
Base: All parents (unwtd / wtd 2017)

All parents who had drunk alcohol in the past 7 days were asked to think back over that period and recall how many alcoholic drinks they had had. They were prompted with different categories of drink e.g. pints of normal strength beer, pints of extra strong beer, glasses of wine, single measures of spirits, alcopops etc. to aid their memory. This enabled us to estimate the total number of units of alcohol each parent had drunk in the last week, as shown in Chart 32.

Taking 14 units a week as the recommended maximum number of units for a woman, and 21 units for a man, the data indicated that 11% of mothers and 19% of fathers had exceeded the recommended guidelines for alcohol consumption in the last 7 days.

The mean (average) number of units consumed by fathers in the past week was just under 12, though when we remove those fathers who have not drunk in the past week from the calculation, the mean number of units amongst drinkers rises to over 19. Mothers drank just over half of the number of units as fathers.

Chart 32. Whether drunk within or above the recommended maximum weekly units by gender



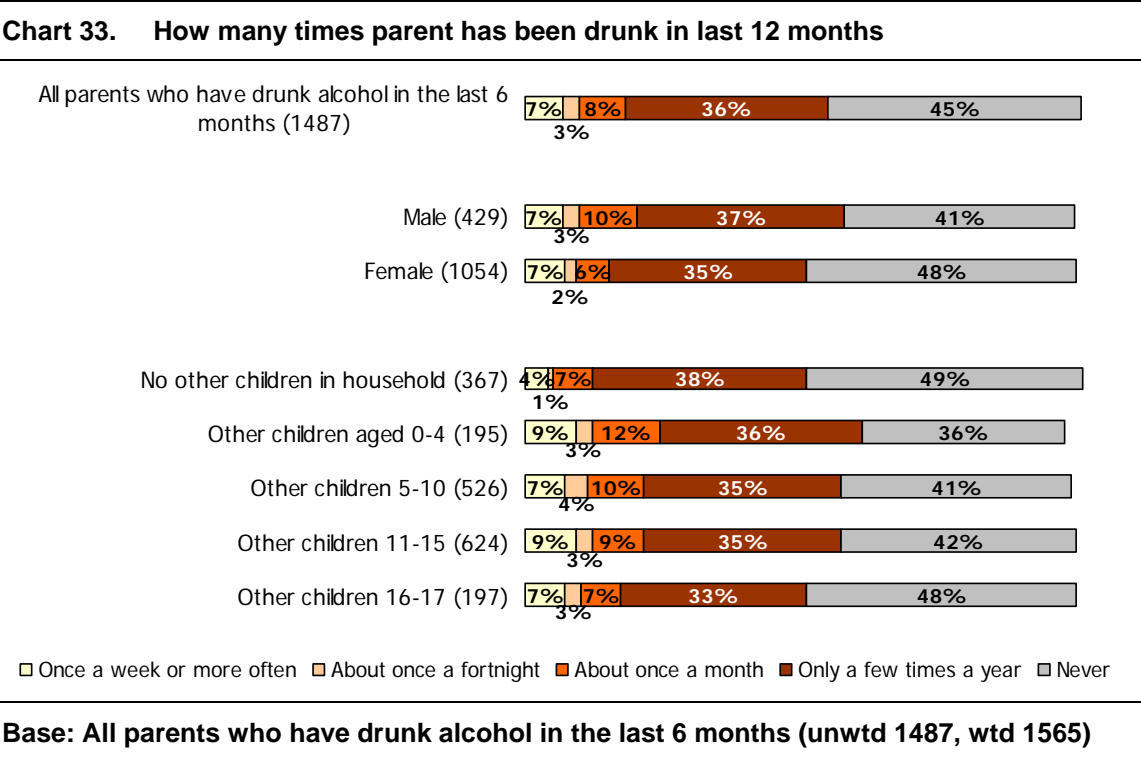
Base: All parents (unwtd / wtd 2017)

Overall, 15% of parents indicated that they had exceeded the recommended number of alcohol units in the past week. This is somewhat lower than the 24% recorded on the most recent Health Survey for England survey, though it should be noted that this includes all adults in England, and is not specifically focussed on parents.

The guidelines now recommend a maximum number of units of alcohol per day rather than per week. Therefore still thinking about the past week, parents were asked whether they spread their drinking out over several days or whether they drank all or most of their alcohol on one day. Nearly one in four parents (23%) who had had a drink in the last 7 days said that their total consumption of alcohol was on one day whilst almost two in three (65%) said it was spread over a few days.

Unsurprisingly, parents who were lighter drinkers were more likely to have drunk all of these units in a shorter space of time: 40% of those drinking less than 7 units in the past week said they had done this on one day, compared with 9% of parents who had drunk 14 units or more. However, there were 7 respondents we interviewed who had drunk 35 or more units of alcohol in the past week, drinking most on the same day.

Those who had drunk in the last week were also asked where they usually drink alcohol. Almost two in three (64%) said they drink mainly at home with one in five (19%) mainly outside of the home and a further 16% said both equally. Single parents (25%) and drinkers from C2DE households (25%) had a higher propensity to drink mainly outside the home. Setting a good example for their children in terms of drinking behaviour is extremely important. Parents who had had an alcoholic drink in the last 6 months were asked how many times they had been drunk in the last 12 months (Chart 33).

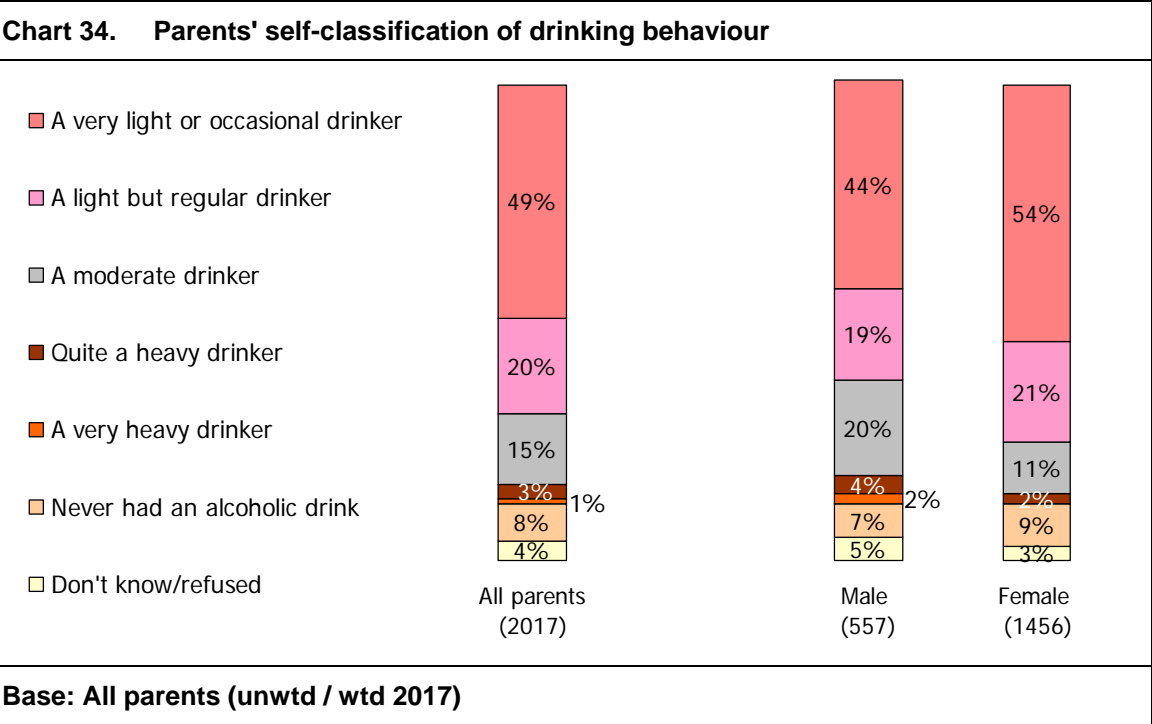


Seven per cent of parents who have drunk alcohol in the past 6 months said that they had been drunk at least once a week over the last 12 months, and one in ten (11%) said they had been drunk about once a month or once a fortnight. Almost half (45%) claim they have not been drunk in the last 12 months. There were no differences in responses given by mothers and fathers, or based on the age of their child, or the age of their youngest child.

Looking at this across all parents interviewed, 35% said that they had not been drunk in the past 12 months, and a further 22% had not drunk alcohol. This leaves 41% of all parents who had been drunk at all over this period.

Those admitting to having been drunk in the last year were asked how often their child had seen them drunk. Whilst half (50%) of those who had been drunk said that their child had not seen it, and almost four in ten (37%) said only a few times a year, there is a small group of parents who admit to regularly being drunk in front of their child. Four percent (equivalent of almost 2% of all parents) claim their child has seen them drunk at least once a week. Most of these 35 parents have spoken with their child about alcohol (26/35) and set rules for their child about drinking alcohol (25/35).

Parents who drink were asked to classify themselves on a scale according to the amount of alcohol they drink nowadays (Chart 34).



Nearly half (49%) of all parents classified themselves as 'a very light or occasional' drinker and a further one in five (20%) classified themselves as 'light but regular drinkers'. Clearly a sizeable proportion of these parents are being overly optimistic - around one in seven of those classifying themselves as 'very light or occasional' told us that they had drunk more than 7 units in the last week (an average of more than one unit a day), and a third of those classifying themselves as 'light but regular' reported they had drunk more than 14 units in the last week.

Linked to their lower levels of drinking, it is unsurprising to note that mothers tended to classify themselves as lighter drinkers than fathers.

3.8.1 Other risk behaviours

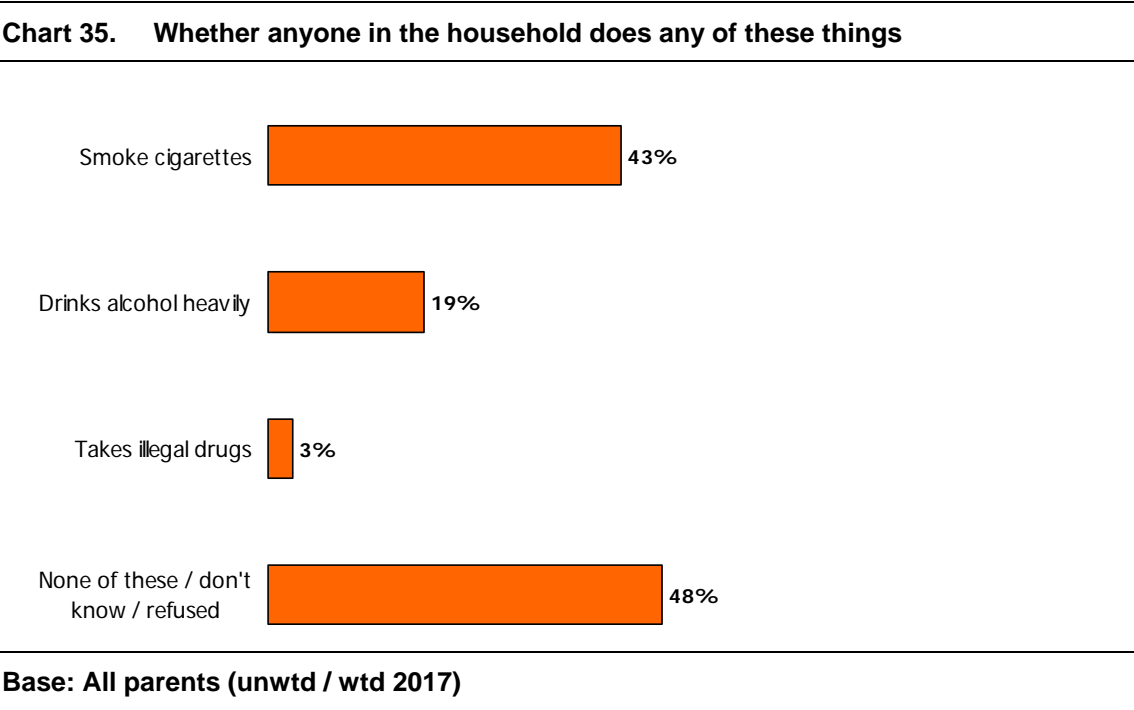
Other research has indicated that individuals demonstrating at least one risk behaviour are often at risk from other types of behaviour. In addition, it was of interest to see whether children in the household were exposed to multiple risk behaviours by their parents or others

in the household. Therefore part of the self completion section was designed to ascertain whether parents or anyone else in the household smoked or took illegal drugs.

One in three (32%) parents said that they smoke cigarettes, which was in line with smoking penetration recorded in other surveys. Following similar patterns to other surveys, there was a strong relationship between smoking and social grade - the incidence amongst ABs is 12%, 22% amongst C1s, 34% amongst C2s and 50% amongst DEs; and also with income - the penetration of smoking drops as income rises. Forty-five per cent of parents living in households in poverty smoke.

There were also strong relationships between smoking and other types of risk behaviour - parents who exceeded the recommended drinking guidelines in the last week were more likely to be smokers (39%) than those who did not (31%), and almost all (94%) those who admitted to taking illegal drugs in the last year were also smokers.

Three per cent (3%) of parents in the total sample admitted to taking illegal drugs in the last 12 months. The majority had taken cannabis but almost one in five of those who had taken drugs claimed to have taken stimulants such as cocaine, ecstasy or amphetamines. In order to understand other possible influences on the child, parents were asked whether anyone else in the household (such as their partner or possibly an older child) smokes, drinks heavily or takes illegal drugs (Chart 35).



Around a half (48%) of parents lived in a household where no-one smoked, drank heavily or took drugs, but two-fifths (43%) lived in a household with a smoker, a fifth (19%) with a heavy drinker and 3% with someone who took drugs (including themselves). This means that in over half (52%) of households, children were living with at least one person who was exhibiting one of these negative behaviours.

4 Views of children and young people

As far as possible, similar questions were asked of children and young people as were asked of parents - this enabled segmentations which could be compared on a like-for-like basis as much as possible, as well as enabling detailed analysis of the similarities and differences between parents' and children's attitudes and reported behaviours. The segmentations and individual level analysis have been reported on separately, but where relevant we have commented on aggregate level differences in responses from children and parents.

This chapter is therefore structured in a similar way to the previous chapter and looks at children's views and opinions related to alcohol as well as their own behaviours around alcohol. Questions were also asked which aimed to assess children's relationships with their parents and reactions to parenting style, and these form the first part of this chapter.

4.1 Household environment

To help set the context, young people were asked to say how happy they felt about their life in general today. The large majority (97%) said that they felt happy, with almost six in ten (57%) saying they felt 'very happy' and a further four in ten (40%) saying 'quite happy'. Just 3% claimed they were 'not happy' - either 'I don't feel very happy' (2%) or 'I'm not happy at all' (1%).

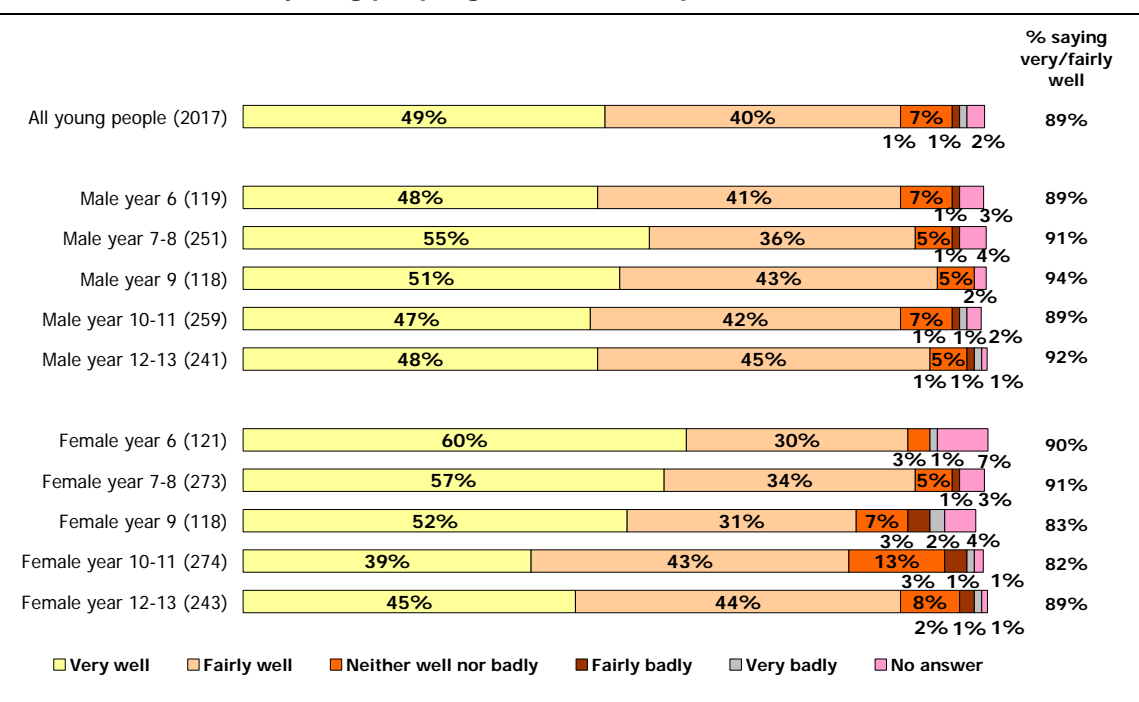
While there were no significant differences in levels of happiness by age, gender or ethnicity, young people from households in the C2DE social grades were more likely to feel unhappy (4%, compared with 1% of ABC1s). Young people in lower income households and more deprived areas were also more likely than average to feel unhappy.

Further, and linked to low income and deprivation, feeling unhappy was correlated with negative health behaviours amongst young people:

- 4% of young people who had drunk alcohol in the past week felt unhappy, and this rose to 5% amongst young people who were the heaviest drinkers (i.e. who had drunk more than 7 alcohol units in the past week);
- 4% of young smokers felt unhappy;
- 5% of young people who had taken illegal drugs in the past 12 months felt unhappy.

A good relationship with parents is extremely important for a happy and healthy start in life. Young people were asked how they get on with their parents as part of the self completion section of the interview to enable them to answer honestly about the relationship - even if a parent was in the room. Less than 1% of children did not complete this section of the interview therefore results are based on all young people (Chart 36).

Chart 36. How well young people get on with their parents



Base: All young people (unwtd / wtd 2017)

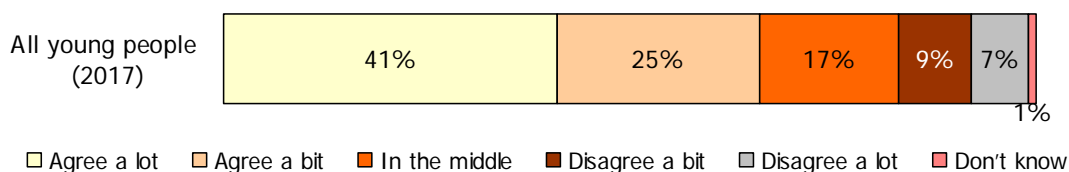
Around nine in ten (89%) young people said that they get on well with their parents, with almost half (49%) saying they get on very well and a further four in ten (40%) saying they get on fairly well.

As Chart 36 shows, results do vary by age and gender: girls tended to be more variable in their opinion, with girls in Years 9-11 least likely to say they get on well with their parents (around four-fifths of girls in this age group said this, compared with nine in ten of those in other age groups). Boys' opinions varied less, with around nine in ten of boys within each age group saying that they get on well with their parents.

There were no differences in perception based on social grade, income or deprivation, but negative health behaviours were associated with a poor relationship with their parents: young people who said they had ever smoked (3%, compared with 1% who had never smoked) or taken illegal drugs (5%, compared with 2% who never had) were significantly less likely to say that they get on well with their parents.

Further, two-thirds (66%) of children agreed that they thought of their parent as a friend, and two-fifths (41%) agreed a lot (Chart 37). Levels of overall agreement didn't vary greatly by age, though younger children (49% in Years 6-9) were more likely to agree a lot than older children (34% in Years 10-13). It's also interesting to note that those answering in relation to their father were less likely to agree a lot (38%) than those answering in relation to their mothers (43%). There were no differences in response based on the gender of the child, though girls were more likely to agree a lot that they see their mother as a friend (46%) than say this about their father (36%).

Chart 37. Agreement with “You think of [PARENT] as a friend”



Base: All young people (unwtd / wtd 2017)

4.1.1 General rules and routine

Young people were asked whether their parents have rules about things like what time they go to bed and when they do their homework. Around a quarter (26%) of young people said that their parents have rules that they always stick to and just over half (52%) said they have rules but do not always stick to them. One in six (17%) said that there are no rules in their household.

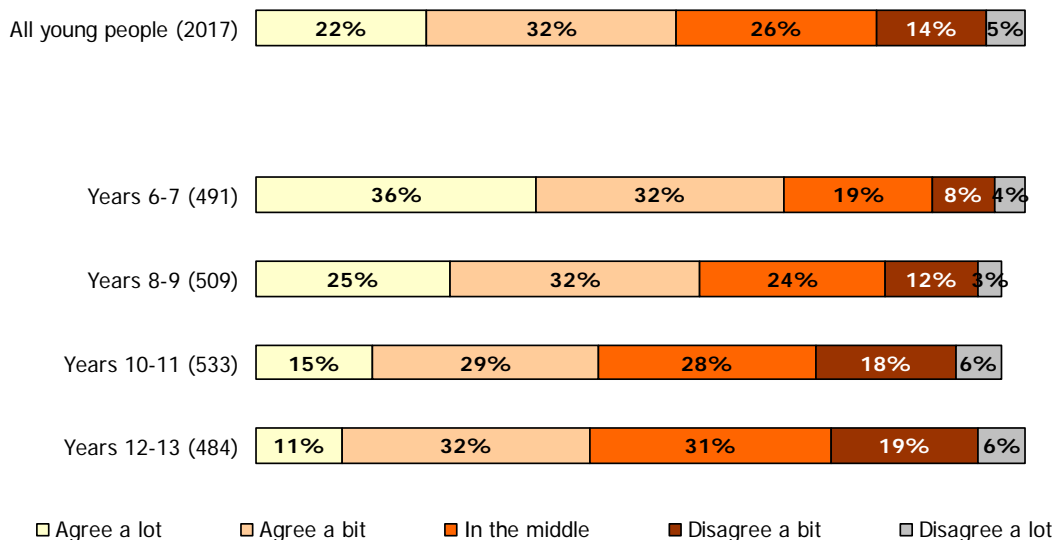
These responses were very similar to those given by parents in relation to rules and routine: as 26% of parents said they had rules that were always stuck to and 54% said they don't always stick to the rules. However, when looking at responses given by children and parents within a household, it is notable that there are fairly low levels of correlation related to perceptions of the rules and routine in the household. While responses are significantly correlated, correlation coefficients are not very strong, and none stand at higher than 0.3 (see Table 20 for more details).

Younger children in Years 6-9 (37%) were much more likely to live in a household where there are rules or routine which are stuck to than those in Years 10-13 (14%). Older children were more likely to live in households where the rules are not always stuck to (57% of those in Years 10-13) or where there are no rules at all (24%).

Young people from ethnic minorities were significantly more likely to say their parents set rules that they always stick to (33%) than young White people (24%).

All children were asked how much they agreed or disagreed that children should *always* do what their parents tell them. Around half of children agreed (54%) but this differed widely by age. Children in school Years 6-9 were more likely to agree that children should always do what their parents tell them than their older counterparts (Chart 38).

Chart 38. Agreement with “Children should always do what their parents tell them”



Base: All young people (unwtd / wtd 2017)

Perhaps unsurprisingly, children from Black (82%) or Asian backgrounds (68%) were more likely to agree that children should always do what their parents tell them compared with children from White backgrounds (52%).

It is also notable that there were fairly low levels of correlation between responses given by children and parents in the same household: the correlation coefficient was only 0.18, reflecting the fact that parents were more likely than their children to agree that children should always do what their parents tell them. Overall, 59% of parents agreed that children should always do what their parents tell them, compared with 54% of young people.

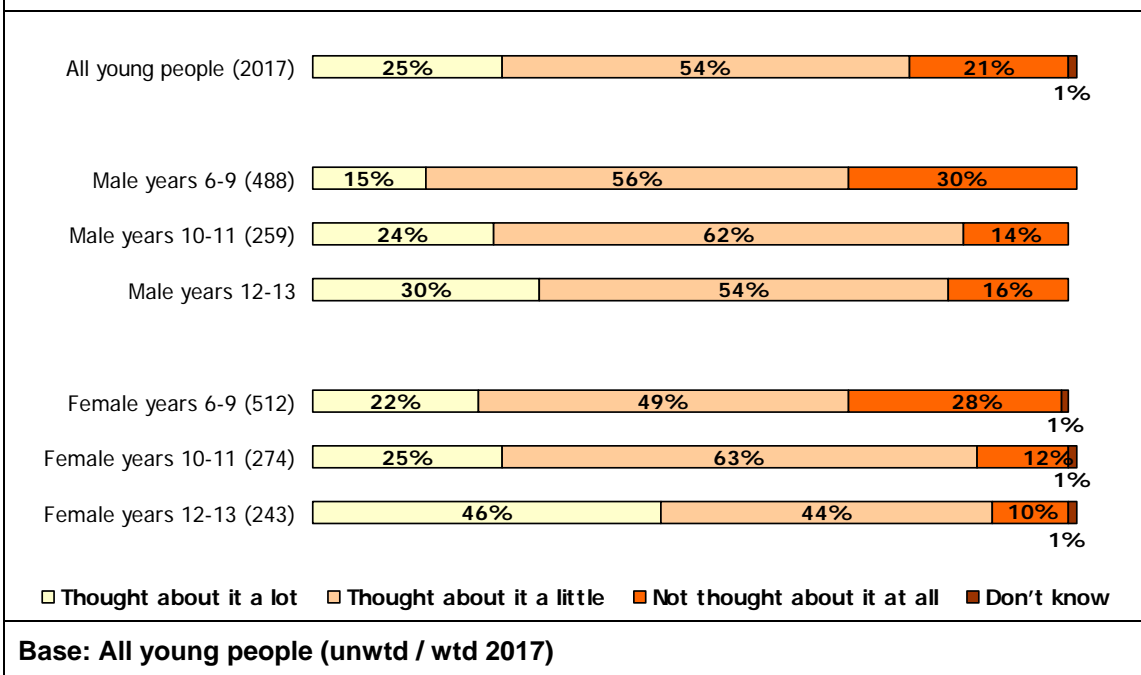
Thinking more personally, all young people were asked to say how much they agreed or disagreed that they always obey the rules in their family. Once again, younger children were more likely to indicate an obedient mindset, as those in Years 6-9 at school (56%) were more likely to agree, and to agree a lot (25%), that they always obey their family’s rules compared with 48% of those in Years 10-13 agreeing and only 15% agreeing a lot. AB children (58%) and those from Black (68%) or Asian backgrounds (73%) were more likely than average to agree that they always follow the rules in their family.

4.2 General attitudes towards alcohol

Before children were asked any questions about their general views and attitudes towards alcohol, they were asked how much they had thought about alcohol before they were interviewed, as the survey pilot indicated that some children had never considered the topic of alcohol, and it was not appropriate to ask children detailed questions about a topic they had never thought of before.

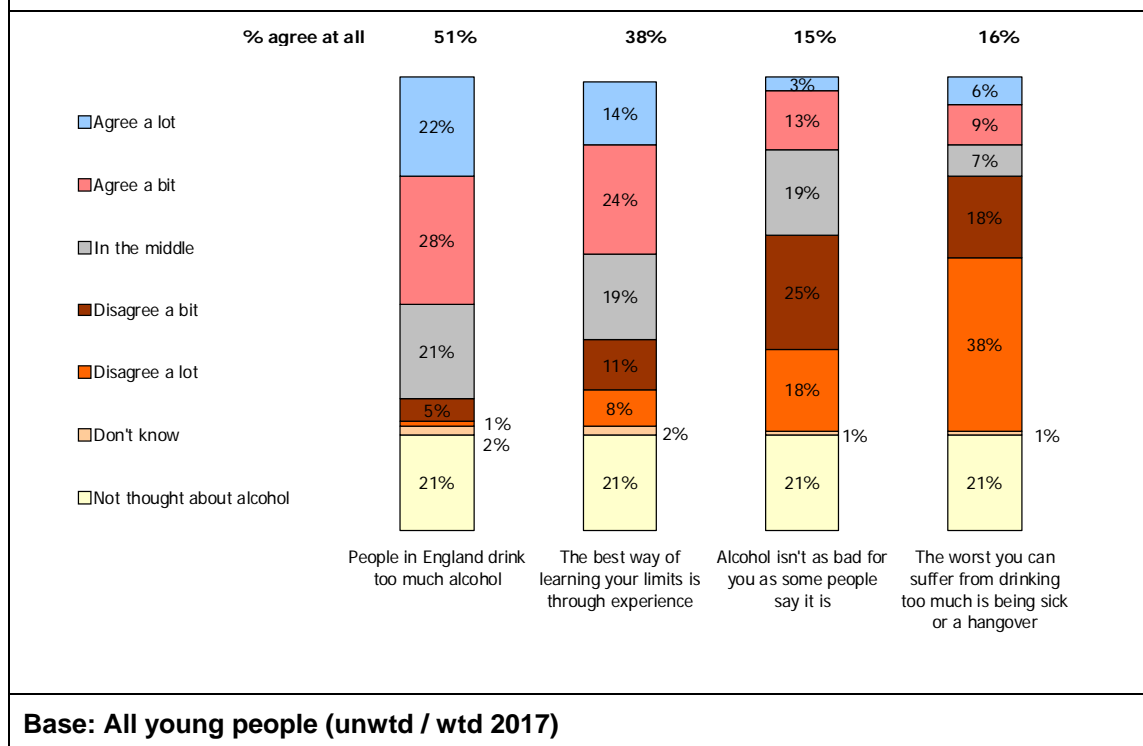
Four-fifths (79%) of children had thought about alcohol at all, and the proportion who had thought about it a lot increased with age, particularly from Year 10 onwards and amongst girls (Chart 39).

Chart 39. How much young people have thought about alcohol



Children in Year 6 at school (44%) were the least likely to have thought about alcohol at all, along with children from Asian (34%) and Black backgrounds (38%). Children who had not thought about alcohol at all were not asked the detailed questions about their attitudes towards alcohol, although results shown below have been re-calculated based on all young people to enable us to look at the penetration of each view across the population as a whole. The literature review which informed the survey suggested a number of constructs related to alcohol use which were investigated in the survey. All young people were read a number of negative statements about alcohol and asked to what extent they agreed or disagreed with each (Chart 40).

Chart 40. Agreement with statements about drinking alcohol



Half of children (51%) agreed that people in England tend to drink too much alcohol, with around a fifth (22%) agreeing a lot. Children who were more informed and experienced about alcohol were more likely to agree that people in England drink too much alcohol:

- 60% of children in Years 12-13, compared with 46% in school Years 6-11;
- Children who had drunk alcohol were more likely to agree (56%) than those who had not drunk alcohol (46%);
- Children whose parents had spoken to them about alcohol were more likely to agree (59%) than those whose parents hadn't spoken to them (36%).

Clearly, these groups are inter-linked, as older children were more likely to have ever drunk alcohol and to have spoken with their parents about the subject. Similar patterns were observed in relation to other attitudinal statements about alcohol.

A lower proportion (38%) of young people agreed that the best way of learning your limits is through experience, and only 14% agreed a lot. Once again, older children were more likely to agree (47% Years 12-13, 43% Years 10-11 compared with 29% in Years 6-9).

There was not a high degree of cynicism related to information about alcohol, as only one in six (16%) of young people agreed that alcohol isn't as bad for you as some people say it is: it is interesting to note that similar proportions of parents (14%) agreed. Amongst the sample of young people, older children were again the most likely to agree (21% in Years 12-13, compared with 11% in Years 6-11).

Similarly, there were low levels of agreement that the worst you can suffer from drinking too much is being sick or a hangover: only one in six agreed (15%), and over half (55%) disagreed, with 38% disagreeing a lot. Children in the older age groups, who appear to be

more informed, were more likely to disagree with this statement: almost three-quarters of children (74%) in Years 12-13 and 69% in Years 10-11 disagreed, compared with 37% in school Years 6-9.

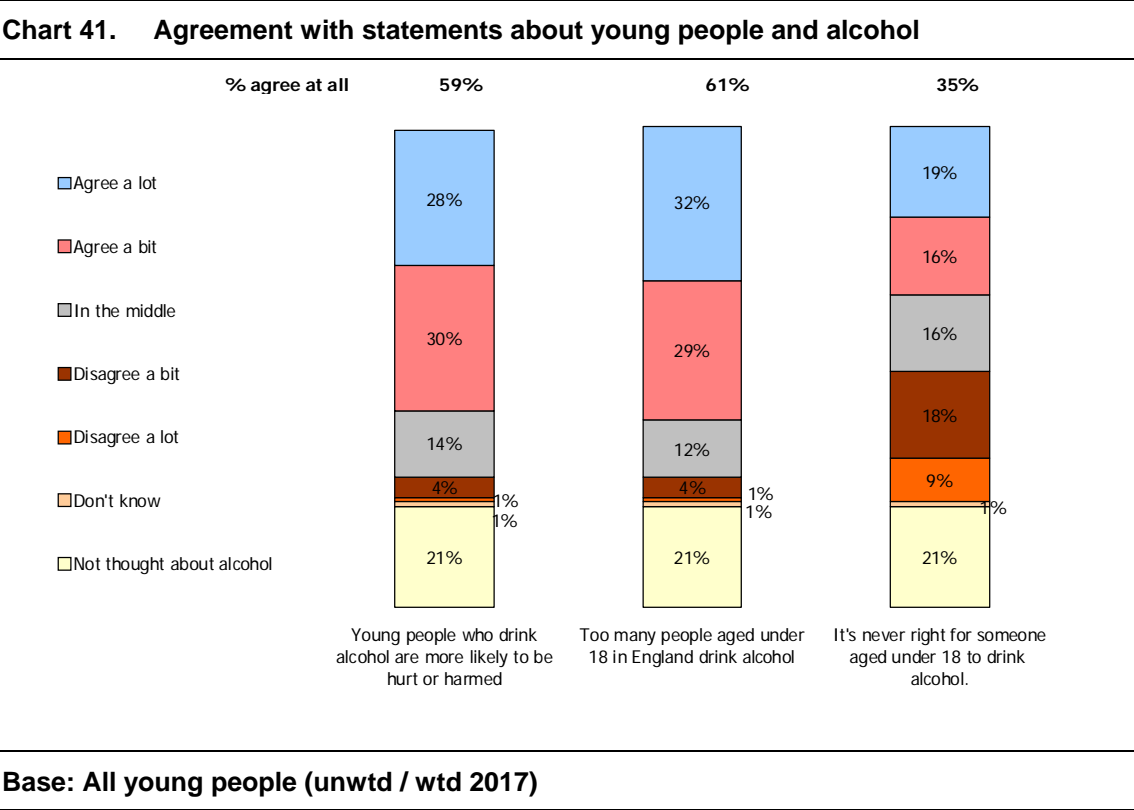
4.2.1 Attitudes to young people drinking alcohol

As well as looking at more general attitudes towards alcohol, young people were also asked to comment on a number of statements specifically related to the subject of young people aged under 18 drinking alcohol.

Three-fifths of children (59%) agreed that young people who drink alcohol are more likely to be hurt or harmed, and 28% agreed a lot: only 5% disagreed.

Younger children were more likely to agree a lot (33% in Years 6-9) compared with their older counterparts (24% Years 10-13). We feel that this difference is likely to be related to levels of experience of alcohol, as some older children may feel that they have (or know others who have) drunk alcohol without negative experiences: those who had ever drunk alcohol were less likely to agree that young people who drink alcohol are more likely to be hurt or harmed (23%, compared with 30% who have never drunk alcohol). When looking amongst young people who have drunk alcohol specifically, those who have not had any negative experiences after drinking over the past 12 months were less likely to agree a lot that young people who drink alcohol are more likely to be hurt or harmed (23%) compared with 30% of those who have had negative experiences after drinking. It may therefore appear that a small minority of young people need to see or experience negative things after drinking before they will believe this message.

Comparing these results with those given by parents, young people were much less likely than parents to agree that young people who drink alcohol are more vulnerable, as 93% of parents agreed, compared with 59% of young people.



Three-fifths (61%) of young people agreed that too many people aged under 18 in England drink alcohol, with a third (32%) agreeing a lot. Again, young people were less likely than parents to agree (88%). Here, older children were more likely to agree than their younger counterparts (69% Years 10-13, 53% Years 6-9).

Responses were more mixed when considering the statement 'it is never right for someone aged under 18 to drink alcohol⁷'. Around a third (35%) of young people agreed, but a similar proportion (27%) disagreed. Although, parents were more likely than young people to agree, the difference is less marked: 43% of parents agreed. Looking within households, there were fairly high levels of correlation between responses given by parents and children - the correlation coefficient was 0.36, which was higher than for any of the other attitudinal variables examined (see Table 20 for more details).

Levels of disagreement increased with age (46% of those in Years 12-13 disagreed, compared with 9% in Year 6), and in particular amongst young people who had drunk alcohol in the past 7 days (68% disagreed).

Young people from Black (34%) or Asian backgrounds (43%) were particularly likely to agree that it is never right for under 18s to drink alcohol

4.2.2 Children's perceptions of young people drinking alcohol

All children who had thought about alcohol were read a list of statements or phrases and asked whether they agreed or disagreed that each statement / phrase described young people who drink alcohol. Once again responses are shown based on all young people to enable tracking over time.

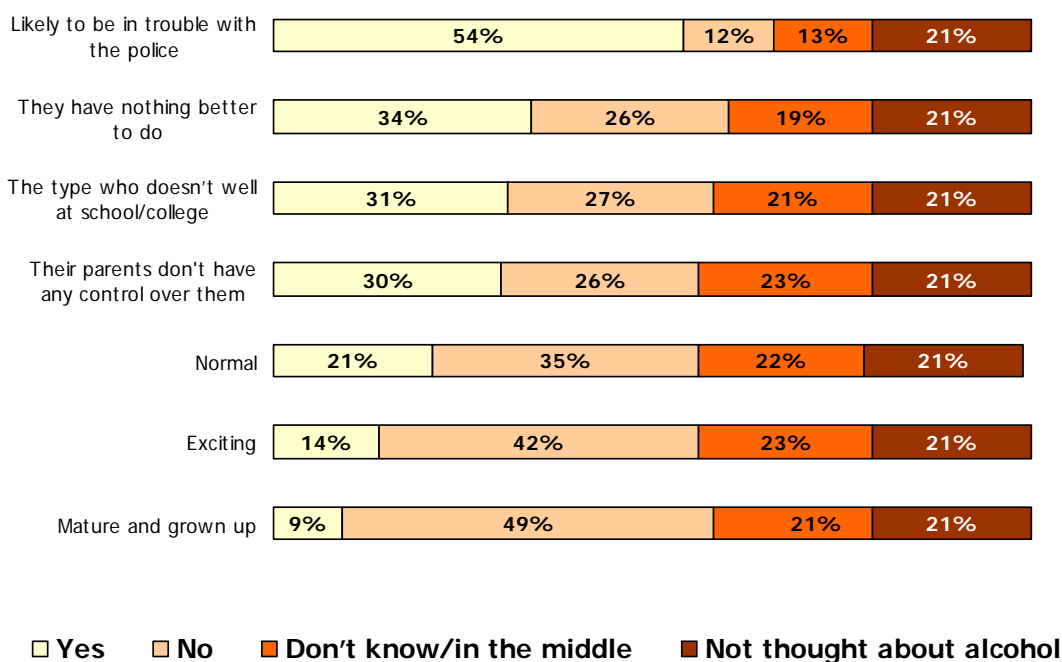
Older children (13+) were asked to answer on a 5 point agreement scale where 1 indicated that young people of their age who drink alcohol are definitely like that and 5 that they are definitely *not* like that. Children aged twelve or younger were asked to answer simply yes or no after the pilot indicated that they had some difficulties interacting with the more detailed scale. To enable comparisons across age groups, responses have been combined: older children giving an answer of 1 or 2 were considered to have answered 'yes', and those giving a rating of 4 or 5 were considered to have answered 'no'. The middle (3) response given by older children was combined with the don't know response to enable comparison across the two age groups.

Chart 42 shows the overall scores for each of the statements and phrases, and has been ranked according to the proportion stating "yes". As can be clearly seen, the negative statements about young drinkers cluster at the top of the chart, while the positive statements sit towards the bottom of the chart.

Over half of children (54%) said that young people who drink alcohol are more likely to be in trouble with the police, and this was by far the most common perception. Around a third said that young drinkers have nothing better to do (34%), don't do well at school or college (31%) or their parents don't have any control over them. In contrast, just a fifth (21%) said that young drinkers are 'normal' and only around one in ten that they are exciting or mature/grown up.

⁷ A whole drink and not just a sip

Chart 42. Whether these words / phrases describe young people of [CHILD]'s age who drink alcohol



Base: All young people (unwtd / wtd 2017)

Views varied considerably based on age and gender, with older children holding much more positive images of young people of their age who drink alcohol compared with their younger counterparts (Table 10). This may be, in part, to older children thinking that people in their age group drinking is more acceptable, though it may also be because older children tend to hold more positive views of alcohol in general.

Table 10. Perceptions of young people of CHILD's age who drink alcohol				
Chart shows proportion thinking that the description applies				
	School Year		Gender	
	Yr 6-9	Yr 10-13	Male	Female
Unwtd base	996	1016	988	1029
Wtd base	966	1043	1035	982
	%	%	%	%
Likely to be in trouble with the police	60	49	54	54
They have nothing better to do	34	35	32	37
The type who doesn't do well at school / college	41	22	31	31
Their parents don't have any control over them	35	25	30	30
Normal	11	31	23	19
Exciting	7	20	15	13
Mature and grown up	6	12	11	7
Base: All young people				

There were no consistent differences in views between boys and girls, although girls were more likely to think that drinkers of their age have nothing better to do (37%, compared with 32% of boys), and are less likely to think they are normal (19%, compared with 23% of boys).

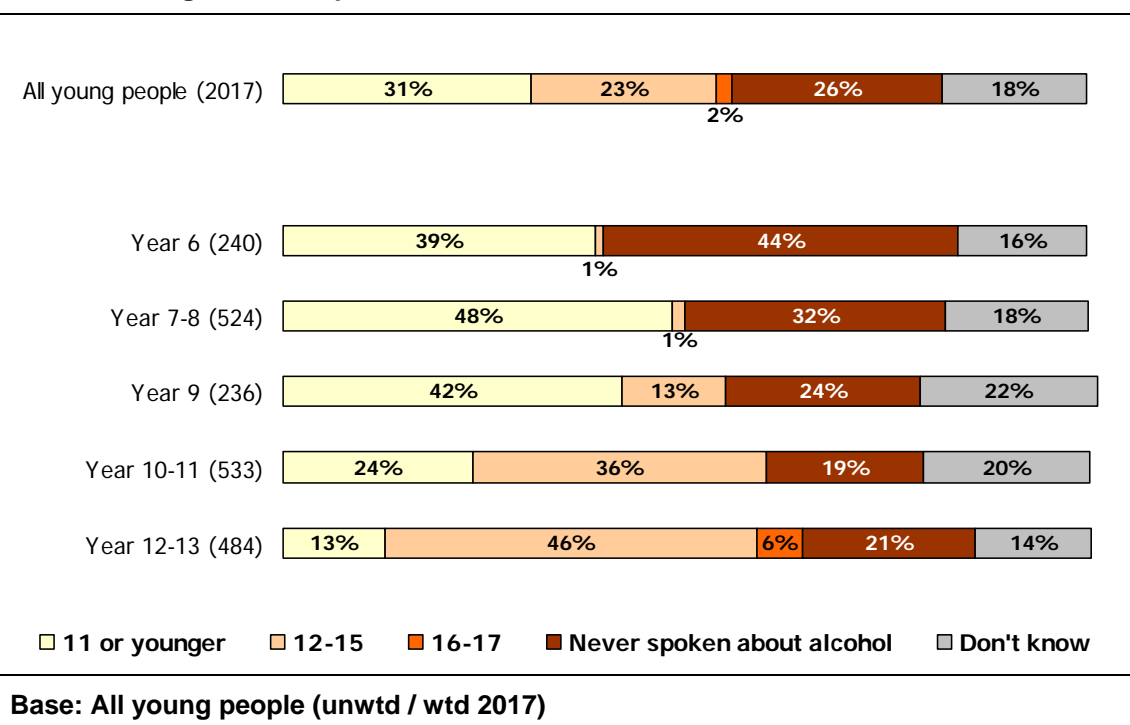
4.2.3 Discussions and rules about alcohol

All children were asked whether their parents had spoken to them about alcohol and if so, to answer in detail about the conversations that took place.

Around a quarter (26%) of all children said that their parent had *never* talked to them about alcohol, with younger children more likely to say this: two-fifths of children in Year 6 said that they had never had a discussion, compared with around a quarter to a fifth of children in Years 9 and above (Chart 43). However, it is interesting to note that 21% of children in Years 12-13 said that their parent had never had a conversation with them about alcohol.

There were fairly high levels of consensus between parents and children on this measure: 21% of parents said that they had never spoken with their child about alcohol. In addition, there was a fairly high level of within-household correlation on this measure, with a correlation coefficient of 0.57, indicating that parents and children have similar levels of recall on whether these conversations have taken place.

Chart 43. Age at which parent first talked about alcohol



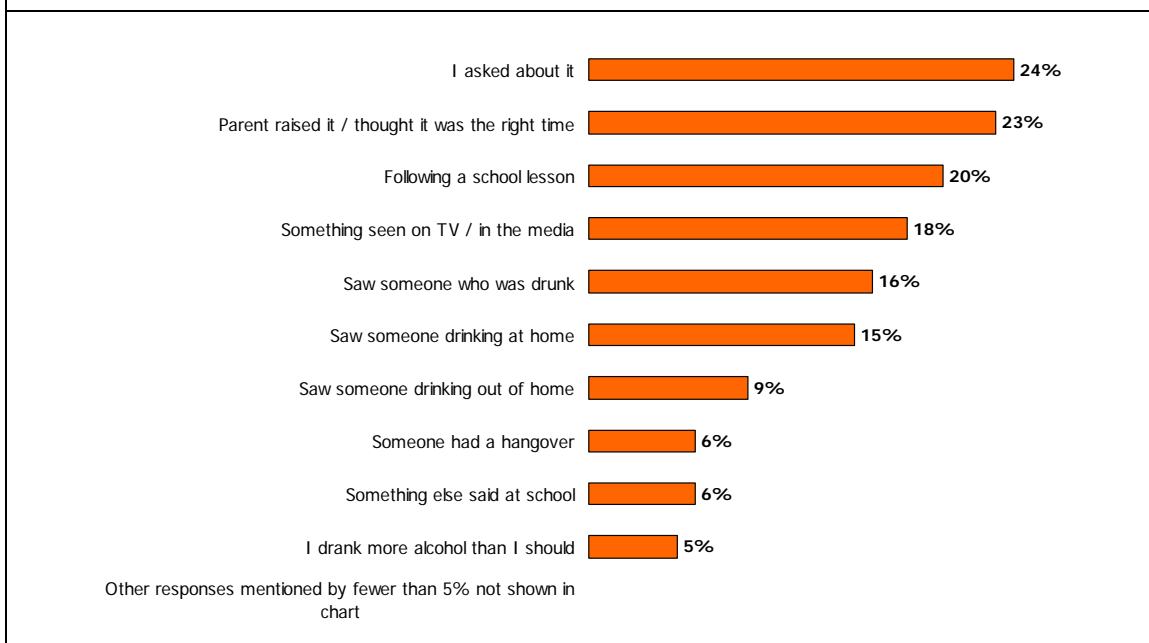
The average age at which children said their parents first spoke with them about alcohol increases with the age of the child, but overall around three in ten (31%) of young people said that their parent spoke with them at age 11 or younger, and a quarter (23%) when they were aged 12-15. Only a minority (2%) of conversations happened when the child was aged 16-17, though it's interesting to note that 6% of those in Years 12-13 at school said that these conversations had happened recently at age 16-17.

White children were significantly more likely to have spoken about alcohol with their parent than those from ethnic minorities (only 24% of White children had *not* had a conversation, compared with 51% of Asian children and 47% of Black children). This reflects the pattern shown amongst parents, with Black and Asian parents less likely to say that they had ever had a conversation with their children.

In addition, and also reflecting patterns amongst parents, children from AB households were significantly more likely to have ever talked about alcohol with their parent (59%) compared to those from C1C2DE households (54%), although amongst those who had had a conversation these tended to happen at a similar average age of around 10 years and 2 months.

When asked what prompted the discussion, around a quarter (24%) of children who had had a discussion said that they asked about it, and a similar proportion (23%) said that their parent raised it: Chart 44 shows responses given by at least 5% of children who had had a conversation with their parent about alcohol.

Chart 44. What prompted discussion with parent about alcohol



Base: All young people who have talked to their parent about drinking alcohol (unwtd 1132, wtd 1123)

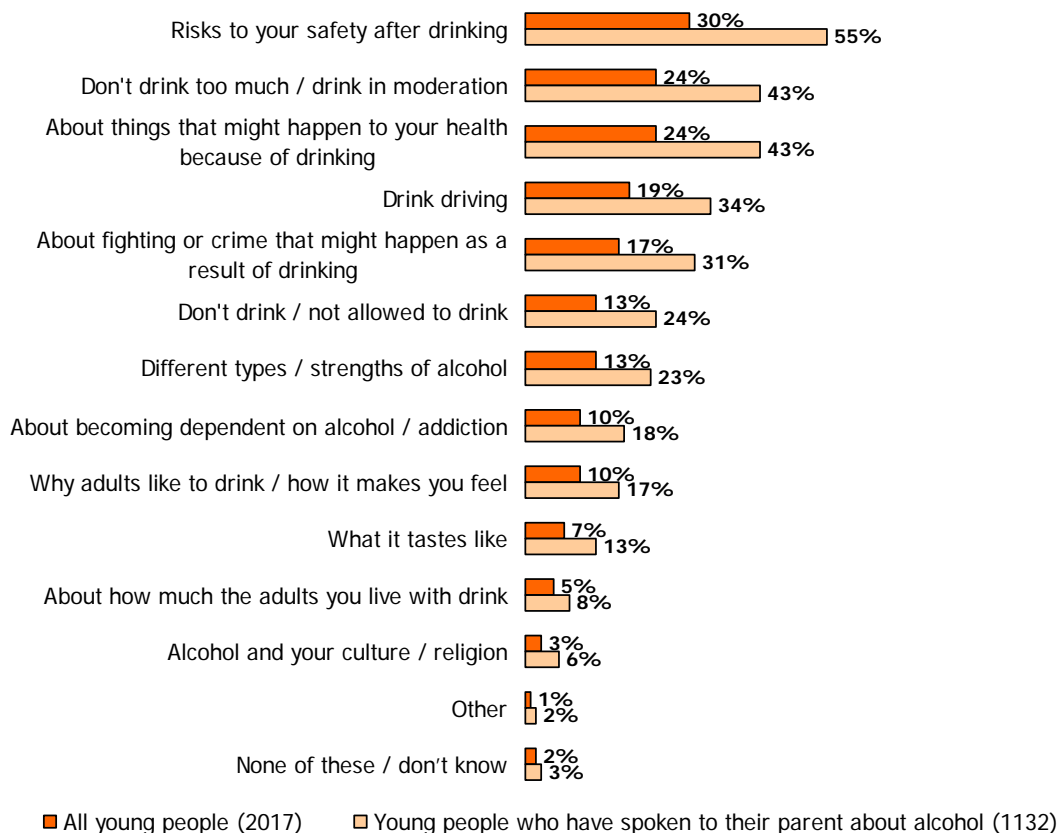
It is interesting to note that parents' and children's perceptions of who raised the conversation were fairly similar, although parents were more likely to think that the conversation came about because their child saw someone drunk (23%) whereas only 16% of children who had had a conversation said it was raised in this way. Children were more likely than parents to think that the conversation came about after a lesson at school (20%, compared with just 6% of parents).

The perceptions of parents and children were also very similar in relation to the proportions saying that the conversation came about because the child had drunk more alcohol than they should: 5% of both groups said this, and the profiles of parents and children who said this were very similar with almost all saying this in Years 10 -13.

However, when looking in detail at responses given within households, there were fairly low levels of correlation related to what prompted the conversation, with few correlation coefficients rising above 0.2. The main exception here related to conversations prompted by the child drinking too much - the correlation coefficient for this reason was 0.33 (see Table 20 for more details).

There were few significant differences based on ethnicity, although 3% of Black or Asian children who had had a conversation said that it came about for cultural or religious reasons. Children were also asked what topics they had discussed as part of this conversation about alcohol, and half (55%) of those who had had a conversation with their parent about alcohol said that they had discussed the risks to their safety after drinking: this equates to around three in ten of all children saying that they have had a conversation about this with their parent (Chart 45).

Chart 45. Which subjects relating to alcohol child discussed with their parent



Base: All young people (unwtd / wtd 2017), all young people who have spoken to their parent about alcohol (unwtd 1132, wtd 1123)

Around two-fifths (43%) of those who had had a conversation said that they had discussed not drinking too much, and a similar proportion had discussed things that might happen to their health because of drinking. Drink driving (34%) and the risk of getting involved in crime after drinking (31%) were discussed by around three in ten of those who had had a conversation, which equates to around a fifth of all young people (19% and 17% respectively).

Girls who had had a conversation were more likely than boys to say that they had discussed the risks to their safety after drinking alcohol (59% girls, 51% boys), and the risks to their health (49% girls, 37% boys). In addition, older children, and in particular girls in Year 13 said that they had discussed many more of the topics compared to younger children. The same was true of White young people compared with those from ethnic minorities, and children from AB households compared with others.

Parents were asked a similar question, and responses differed, with parents tending to say that they had discussed more topics than children. For example, 61% of parents who had had a conversation with their child about alcohol said that they had discussed the risks to their child's health of drinking, but only 43% of children recalled this. With this in mind, it is not surprising that there were fairly low levels of correlation between responses given by parents and children in the same household. This may be because parents were better at recalling the content of the conversation, though it may also be 'wishful thinking' or socially acceptable answering on the parent's part.

All young people were asked whether their parents had set them any rules about drinking alcohol, and what those rules were (Table 11).

Table 11. Rules set by parent about drinking alcohol						
	All young people	School year				
		Year 6	Year 7-8	Year 9	Year 10-11	Year 12-13
Unwtd base	2017	240	524	236	533	484
Wtd base	2017	240	488	244	508	537
	%	%	%	%	%	%
Not allowed to drink alcohol at all	33	54	51	37	26	13
Only allowed to drink alcohol on special occasions, like family parties	26	12	18	28	38	26
Only allowed to drink alcohol that parents give to you	14	7	13	19	17	11
Rules about how much alcohol you are allowed (e.g. just one glass)	13	3	9	7	14	24
Only allowed to drink alcohol when there are adults around	11	4	7	9	17	13
Not allowed to drink alcohol outside of home	10	3	9	10	14	9
Rules about what alcohol you are allowed (e.g. only beer, wine, cider)	6	1	4	5	5	12
Only allowed to drink alcohol with a meal at restaurant or at home	6	0	2	5	10	10
To drink sensibly / be careful	1	0	0	0	0	4
I can drink what I like	4	0	0	0	0	15
No set rules	2	2	1	1	1	3
We haven't talked about it	9	20	11	8	6	5
Base: All young people (unwtd / wtd 2017)						

A third (33%) of all young people said that they had been set the rule that they should not drink alcohol at all, and perhaps unsurprisingly this rule was more likely to be mentioned by younger children (54% of those in Year 6), and decreases with age, with only 13% of children in Years 12-13 saying that they have been told not to drink alcohol at all. Asian children (88%) and Black children (77%) were significantly more likely to have been forbidden to drink alcohol than White children (27%), and children in poor households were significantly more likely to have been banned from drinking (40%) than those in more affluent households (28%).

A similar proportion of parents (33%) said that they had set their child a rule that they could not drink alcohol at all, and similar patterns of responses were evident, though it's interesting to note that children of Black and Asian parents were more likely than their parents to say that they had been forbidden from drinking alcohol (for example, while 77% of Asian parents said that they had forbidden their child from drinking alcohol, 88% of Asian children said this). This is the only rule for which there were fairly high levels of correlation between responses given by parents and children in the same household (coefficient of 0.51). Levels of correlation related to other rules were much lower (see Table 20 for more details).

While younger children were more likely than their older counterparts to have been banned from drinking alcohol at all, older children were more likely to have been set rules that involved or implied parental supervision, such as only drinking on special occasions, only allowed to drink alcohol parents give you, when adults are around, not allowed alcohol outside the home. One in seven (15%) of children in Years 12-13 said that they could drink what they like, though only 4% of parents of children in this age group thought that they had set this rule!

4.3 Children's drinking behaviour and attitudes

4.3.1 Children's drinking behaviour

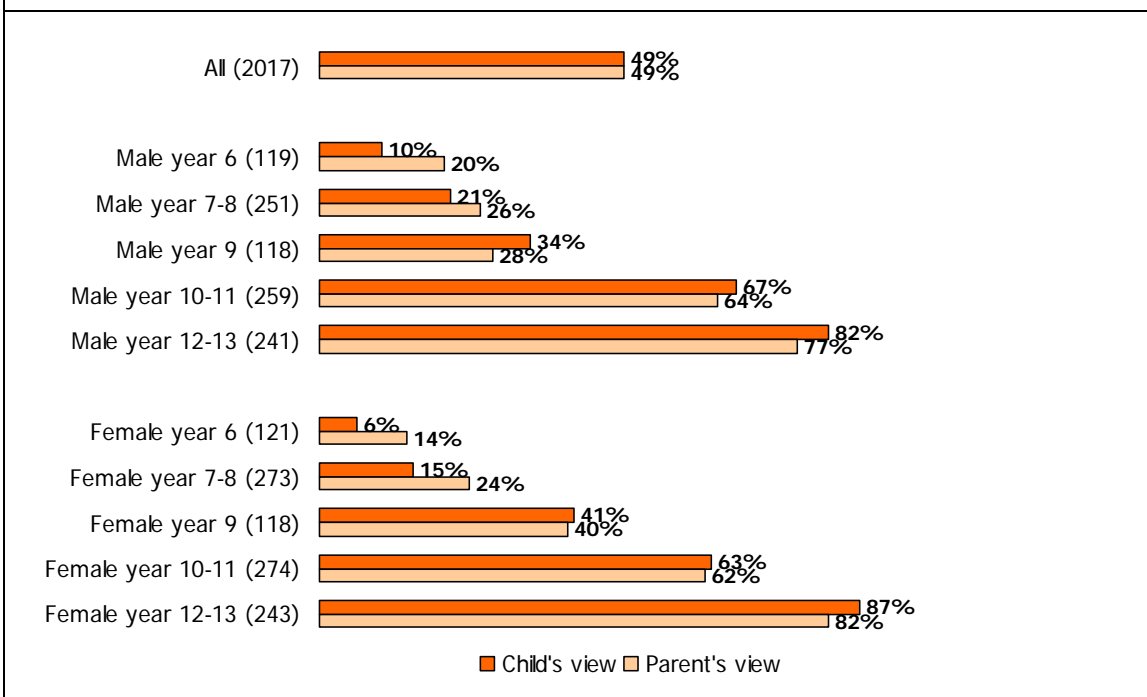
The self completion section of the interview enabled the collection of detailed information on the young person's drinking behaviour without the fear of the parent (or interviewer) listening in, thereby encouraging much more frank and honest responses.

Just under half (49%) of children said that they had ever had an alcoholic drink, and unsurprisingly the proportion saying they had increased with age (Chart 46). The proportion of 11-15 year olds who said that they had ever drunk alcohol was 44%, which is slightly lower than the 54% of 11-15 year olds who said this in the 2008 NHS Smoking, Drinking and Drug Use (SDDU) survey, although it should be noted that the SDDU survey was conducted using self-completion questionnaires in a school setting, so it is not surprising that SDDU prevalence and weight of drinking figures are somewhat higher.

The chart shows that responses given by parents and children were very similar, although parents were more likely than their younger children to think that they had ever had a drink: this may be because of a difference of opinion on what constitutes a 'whole drink'. Linked to this, there were fairly high levels of correlation between the responses given by parents and children in the same household (correlation coefficient 0.64). Parents of boys in Years 9 and above, and of girls in Years 12-13 were less likely than their children to think that their child had ever had an alcoholic drink: it may be here that children are hiding their drinking from their parents.

Taken as a whole, 9% of all children reported having ever drunk alcohol, while their parent does not think they have. Parents also over-estimate their children's drinking to the same degree: 9% thought their child had drunk alcohol when the child said they had not.

Chart 46. Whether child has ever had an alcoholic drink



Base: All young people (unwtd / wtd 2017), All parents (unwtd / wtd 2017)

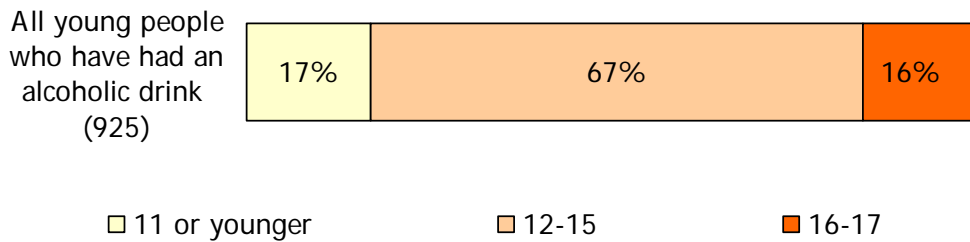
Consistent with findings throughout the study, the following groups of children claimed to have ever had an alcoholic drink:

- White children (54%) compared to Asian (10%) and Black (16%) children;
- Children from one-parent households (53%) compared to two-parent households (48%);
- Children who undertake other risk behaviours, such as smoking (87% of smokers had had an alcoholic drink or taking illegal drugs (94%);
- Young people who live in households where other people smoke (57%) or drink heavily (68%) compared to those who do not (42%).

While there are no differences in this measure by social grade, young people who live in poor households were less likely to have ever drunk alcohol (45%, compared with 52% of those who do not live in poor households).

Amongst young people who had ever had a proper alcoholic drink, one in six (17%) had had their first drink before the age of 11 - although most were at least age 5 before having their first drink. Two-thirds had had their first drink when aged 12-15. The mean average age at which the children we interviewed who had ever had an alcoholic drink had done so was 13.36 years (Chart 47).

Chart 47. Age at which child had first proper alcoholic drink



Base: All young people who have had a proper alcoholic drink (unwtd 925, wtd 984)

Perhaps unsurprisingly, the average age at which young people who had ever had an alcoholic drink had first done so increases with age - amongst those in Years 6-8 the mean age of first drink was 10.91, and this increased to 14.33 amongst those in Years 12-13. There were no other significant differences or patterns in response based on demographic group. Young people from the groups with a higher propensity for having had a drink (mentioned above) were also slightly more likely to start drinking at an earlier age than other groups, but the differences are not pronounced.

Those who had tried alcohol were asked about the frequency of their drinking. Table 12 shows frequency amongst the total sample (including those who have never had an alcoholic drink) broken down by school year and gender.

Most of the young people interviewed said that they drink very infrequently, with less than a quarter (24%) saying that they drink monthly or more frequently and less than one in ten (9%) drinking at least weekly.

	All young people	Male					Female				
		Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13	Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13
Unwtd base	2017	119	251	118	259	241	121	273	118	274	243
Wtd base	2017	123	250	125	260	276	117	238	119	248	260
	%	%	%	%	%	%	%	%	%	%	%
More often	4	-	-	2	2	13	-	-	3	2	8
About once a week	5	-	1	-	5	16	-	-	-	6	12
About once a fortnight	7	2	1	2	10	11	-	1	4	7	17
About once a month	8	1	2	4	7	15	-	2	4	13	19
Only a few times a year	22	6	14	23	39	24	6	9	28	33	25
I never drink alcohol nowadays	3	1	3	4	3	4	-	1	3	3	6
Never had an alcoholic drink	51	90	79	66	33	18	94	86	59	37	13
MEAN FREQUENCY AMONGST YP WHO DRINK (YP has a drink every xx days / weeks)	57/ 8.1	78/ 11.1	81/ 11.6	81/ 11.6	68/ 9.7	40/ 5.7	100/ 14.3	76/ 10.9	77/ 11.0	63/ 9.0	42/ 6.1

Base: All young people (unwtd / wtd 2017)

Amongst the youngest age groups (Years 6-9) drinking alcohol is a very infrequent occurrence, most of those who had ever had a drink claimed it happens 'only a few times a year'. There is no evidence of significant levels of regular drinking until Years 10-11. Around a quarter of young people in Years 10-11 said that they drink at least once a month and this increased to over half of those in Years 12-13. Boys in Years 12-13 were more likely to drink at least once a week (29%) than girls (20%).

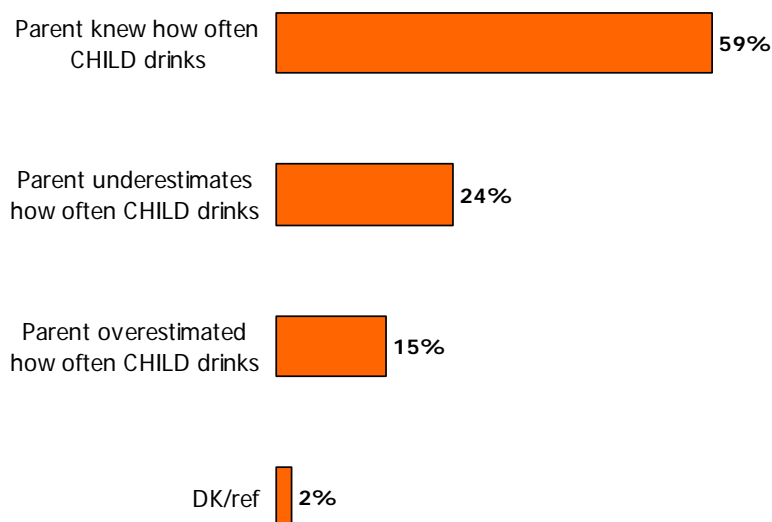
Frequency of drinking was also linked to other risk behaviours, and in particular if young people said they smoke, or had taken illegal drugs: for example, 11% of young smokers said they drink alcohol weekly, and 32% of drug users said they drink weekly. While it should be remembered that these patterns in response are linked to age because older children were more likely to smoke or have taken illegal drugs, differences are still apparent when controlling for age. In addition, young people who said that they live in households with people who drink heavily (8%) or take drugs (7%) were more likely than those who did not (3%) to say that they drank alcohol at least weekly.

Parents were also separately asked how frequently they think their child drinks alcohol and it was possible to overlay the parent data on the child data to assess how many gave a similar answer. To simplify this task some of the categories were collapsed (Chart 48).

In most (59%) cases, parents' perceptions of how frequently their child drinks alcohol were fairly accurate, and overall there were fairly high levels of correlation between responses given by parents and children in the same household (correlation coefficient 0.65 - see Table 20).

However a quarter (24%) of parents underestimated how frequently their child drinks, and 15% made an over-estimate. Where differences were observed, though, these tended to be small in magnitude and seldom differed by more than one category.

Chart 48. Parent's perception of how frequently young person drinks (comparing parent's report to young person's report)



Base: All young people (unwtd / wtd 2017), all parents (unwtd / wtd 2017)

Since it is sometimes difficult to generalise about the frequency of doing something (particularly if it is fairly infrequent), young people were asked about their actual experience of alcohol in the last week as well as the more general question around how often they drink (Table 13).

Fifteen per cent of young people claimed to have had a drink in the last 7 days: this compares with 9% who said they drink at least once a week. In Years 10-13, a significantly higher proportion claimed to have had a drink in the last 7 days than claimed to drink at least once a week at an earlier question. For example, in Years 12-13, 41% of boys said they had drunk alcohol in the last week compared to 29% claiming to drink at least once a week, and amongst girls in the same school years 32% said they had drunk alcohol in the last week compared to 20% saying they drink at least once a week. This may be because the majority of fieldwork was completed in the school holidays, when older children may have had a little more freedom to drink. Alternatively, young people may in reality drink more frequently than they claim.

The proportion of 11-15 year olds who said that they had drunk alcohol in the past 7 days (22%) was similar to the 18% observed in the 2008 NHS SDDU survey.

	All young people	Male					Female				
		Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13	Yr 6	Yr 7-8	Yr 9	Yr 10-11	Yr 12-13
Unwtd base	2017	119	251	118	259	241	121	273	118	274	243
Wtd base	2017	123	250	125	260	276	117	238	119	248	260
	%	%	%	%	%	%	%	%	%	%	%
Today	1	-	-	1	1	3	-	-	-	1	-
Yesterday	4	-	1	-	4	10	-	-	1	5	9
Some other time during last 7 days	11	2	2	5	12	28	-	1	4	10	23
1 week but less than 2 weeks ago	6	1	1	4	10	11	-	2	1	7	12
2 weeks but less than 4 weeks ago	7	1	2	2	9	7	1	2	10	12	13
1 month but less than 6 months ago	10	1	7	9	13	12	1	5	10	19	17
6 months ago or more	11	6	8	15	18	12	3	3	15	9	13
Have never had alcoholic drink	51	90	79	66	33	18	94	85	59	37	13
MEAN WHEN LAST HAD ALCOHOLIC DRINK AMONGST DRINKERS (YP last had a drink xx days ago / weeks)	70/ 10.0	125/ 17.9	110/ 15.7	113/ 16.1	77/ 11.0	48/ 6.9	137/ 19.6	87/ 12.4	104/ 14.9	65/ 9.3	55/ 7.9
Base: All young people (unwtd / wtd 2017)											

In the same way as in the parent interview, young people who had had a drink in the last 7 days were asked to think back to the week before the interview and recall exactly what alcoholic drinks they had had. They were prompted with different categories of drink e.g. pints of normal strength beer, pints of extra strong beer, glasses of wine, single measures of spirits, alcopops etc. to aid their memory. This enabled us to estimate the total number of units of alcohol each child had drunk in the last week.

Firstly, looking at the types of drinks which had been drunk over the past 7 days, the most popular type of drink was regular strength beer, bitter, lager or cider - which was drunk by 11% of all young people and 72% of those who had drunk alcohol over the past 7 days. Extra-strength beer, bitter, lager or cider, and alcopops were the next most popular drinks - each of which were drunk by 7% of all young people, or 47% of those who had drunk in the past week .

Table 14. Types of drink consumed in past 7 days

Table shows proportion who have had at least one of this type of drink in the past 7 days

	All young people	Year 6	Year 7-8	Year 9	Year 10-11	Year 12-13	Boys	Girls
Unwtd base	2017	240	524	236	533	484	988	1029
Wtd base	2017	240	488	244	508	537	1035	982
	%	%	%	%	%	%	%	%
Regular strength beer/bitter/lager/cider	11	1	2	4	12	27	15	7
Extra strength beer/bitter/lager/cider	7	1	1	3	9	16	10	5
Shandy	4	1	1	3	5	9	6	3
Alcopops	7	1	*	3	9	17	5	9
Wine	3	-	1	-	4	8	3	4
Spirits	6	-	*	1	6	16	5	7

Base: All young people (unwtd / wtd 2017)

Overall, propensity to drink all types of alcohol increases with age, so it is not surprising that young people in the oldest age group were most likely to have drunk all alcohol types.

In addition, boys were more likely than girls to say that they have drunk most types of drink, as shown in the table above: for example 15% of boys had drunk any regular strength beer, bitter, lager or cider in the past week, compared with 7% of girls. The only exception was alcopops: 9% of girls said that they had drunk alcopops in the past week, compared with 5% of boys.

Over half (53%) of boys in Years 12-13 had drunk any regular strength beer/bitter/ lager/cider in the past week, and 22% had drunk any at regular strength. Over a fifth (22%) of girls in Years 12-13 had drunk any alcopops in the past week, and these were the most popular type of drinks for girls in this age category.

Overall, the mean number of units of alcohol consumed by young people who had drunk in the past week was 16.7 (Table 15).

Amongst 11-15 year olds who had drunk alcohol in the past week, the average number of units drunk was just under 9, which is somewhat lower than the 15 units observed in the NHS SDDU survey.

Table 15. Average number of units drunk in past 7 days			
		Amongst those who have drunk alcohol in past 7 days	Amongst all young people
All young people		16.7	2.6
School year	Yr 6	n/a*	0.1
	Yr 7-8	3.9	0.1
	Yr 9	7.1	0.4
	Yr 10-11	12.0	2.0
	Yr 12-13	20.3	7.4
Gender	Boys	18.9	3.2
	Girls	13.7	1.9
Within Year 12-13	Boys	23.7	9.7
	Girls	15.7	5.0
Base: All young people (unwtd / wtd 2017)			
* only 2 Yr 6 children had drunk alcohol in the past week			

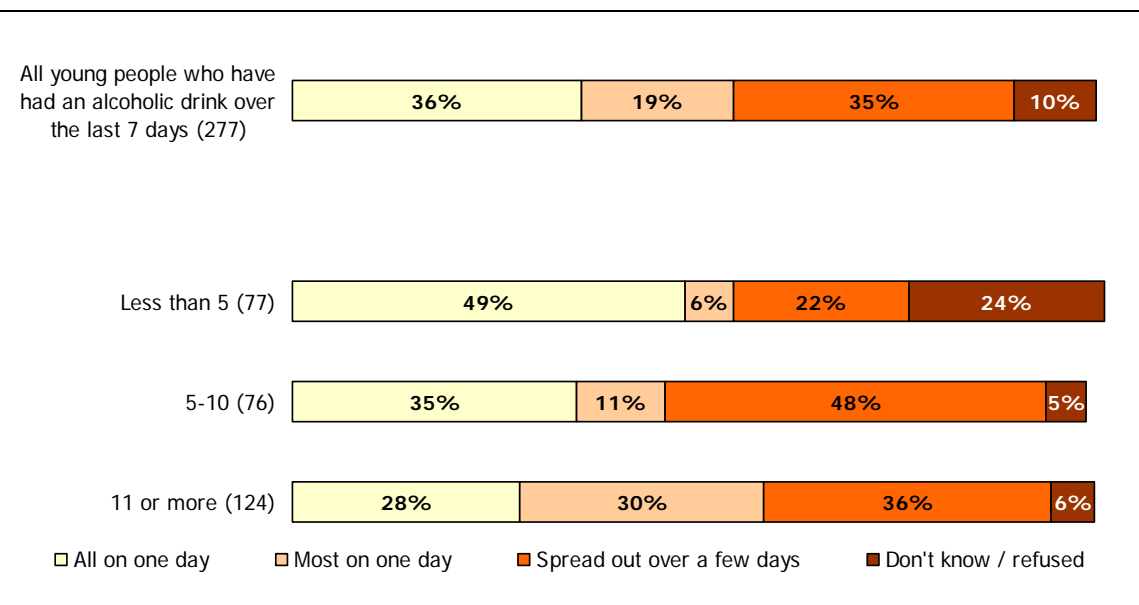
The number of units drunk varied considerably by age, rising from 3.9 amongst those in Years 7-8 , to a somewhat alarming 20.3 amongst children in Years 12-13, including 97 who had drunk 16 or more units in the past 7 days (66 of these 97 were boys).

4.3.2 Whether have ever been drunk

Although the total number of units drunk in the last 7 days has been examined, it is of course important to know how many units were consumed on each day to understand whether children are spreading out their intake or binge drinking. Rather than asking young people who have drunk alcohol to specify how many drinks they had on each day, they were asked whether their last week's intake was 'all on one day', 'most on one day' or 'spread out over a few days'.

Two-fifths (36%) of young people who had had an alcoholic drink over the past 7 days said that they had drunk all of it on one day. However, it may be that they had only had 1 or 2 drinks, so it is important to look at responses based on how many units the young person said they had drunk over the past week (Chart 49). There is mixed news here. Lighter drinkers were more likely to say that they had drunk all of their units on one day (e.g. 49% of those who had consumed less than 5 units in the past week consumed all of these on one day, compared with 28% of those who had consumed 11 or more units), but over half (58%) of young people who had drunk more than 11 units in the past week said these were all or mostly consumed on one day.

Chart 49. Spread of drinking over last 7 days by units drunk



Base: All young people who have had an alcoholic drink over the last 7 days (unwtd 277, wtd 309)

Half (50%) of children who had ever had an alcoholic drink said they have been drunk at some stage in the past. This equates to one in four (24%) young people overall and increased with age: from a handful of children in Years 6-8 through 11% in Year 9, 37% in Year 11 and up to 64% of Year 13.

Apart from age there were few differences in propensity to have been drunk by socio-demographics, although White young people were more likely to say they had ever been drunk (28%) than those from ethnic minorities (5%).

Not surprisingly young people who partake in other risk behaviours were also significantly more likely to have experienced drunkenness than other groups (66% of smokers and 92% of those who have taken illegal drugs).

Parents' perceptions on this matter were quite different to those of their children, although there were fairly high levels of correlation when looking at responses within households (coefficient of 0.44).

Whilst half of young people who have ever had alcohol claim to have been drunk, only one in four parents of children who have had alcohol think their child has been drunk, and 9% of children said they have been drunk without their parent knowing. However, it is worth noting that parents' and children's perceptions of what 'being drunk' entails may not be exactly the same, and this may contribute to differences in how respondents answered.

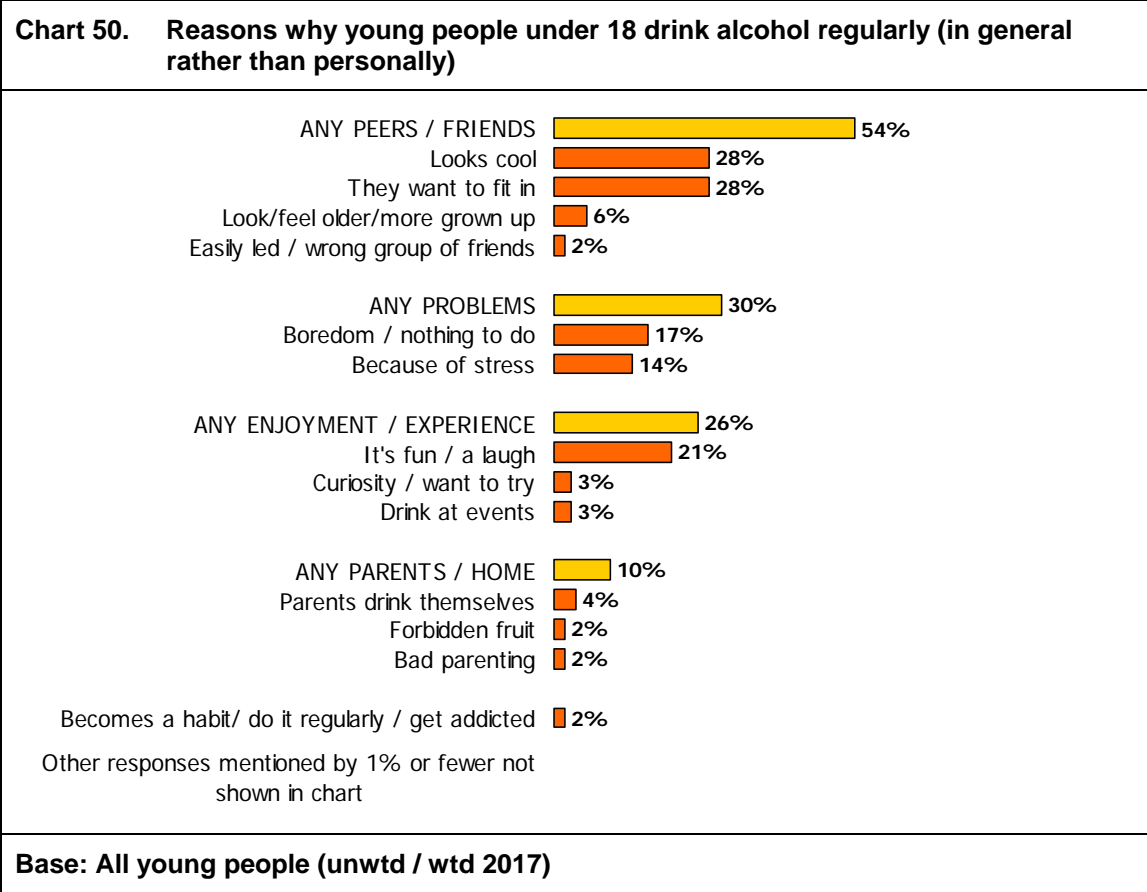
Just over half of the young people who had been drunk (53%) said that it only happened 'now and again when I drink alcohol' but one in five said they get drunk either 'almost every time' (5%) or 'most of the times that I drink alcohol' (16%).

Overall, 15% of all young people said that their parent has seen them drunk, increasing with age up to 41% of those in Year 13. This equates to nearly seven in ten children (68%) who have ever been drunk and whose parent knows they drink.

4.3.3 Reasons for drinking alcohol

In order to explore motivations for drinking alcohol young people were asked why they thought under 18s in general drink alcohol regularly, and why they personally drink. Respondents were also asked what they thought were the main dangers to young people of drinking alcohol.

Chart 50 shows the reasons why young people thought that under 18s drink alcohol regularly.

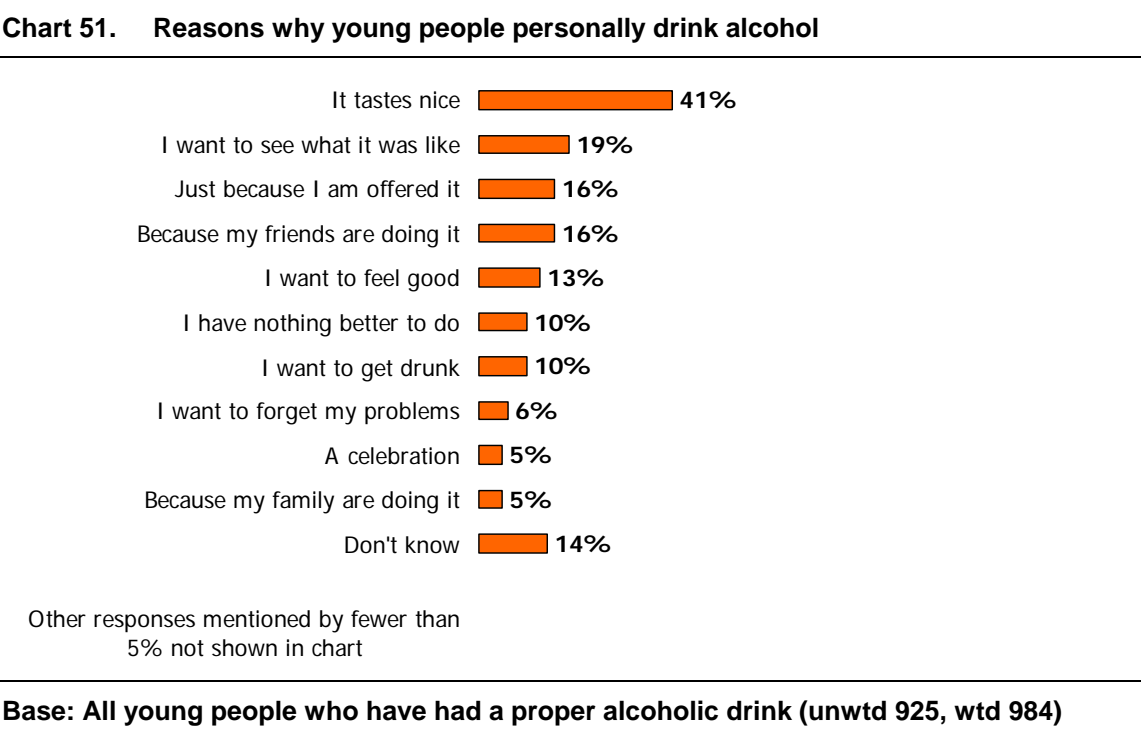


Responses were grouped into themes and the most common responses for each theme are detailed. Answers relating to peer pressure were the most common with the same proportion (28%) of young people saying 'Looks cool / big / clever' i.e. wanting to stand out from the crowd, as 'they want to fit in / to be the same as their friends'. The former was mentioned more by younger children (Years 6-9) and boys and the latter more by older children (Years 10-13) and girls.

The next most popular theme was that of escaping problems: almost one in six (17%) thought young people drink regularly to relieve boredom or having nothing to do, whilst one in seven (14%) talked about people drinking to escape from more serious problems such as stress, depression or problems at home or school. Girls were significantly more likely to talk about problems (35%) than boys (26%).

One in four (26%) young people mentioned aspects of enjoyment or the experience as reasons for drinking regularly. This increased with age, being particularly prevalent amongst children from Year 10-13 (39%, compared with 13% in Years 6-9).

Later on in the interview, young people who had drunk alcohol were asked about their own personal motivations for doing so.



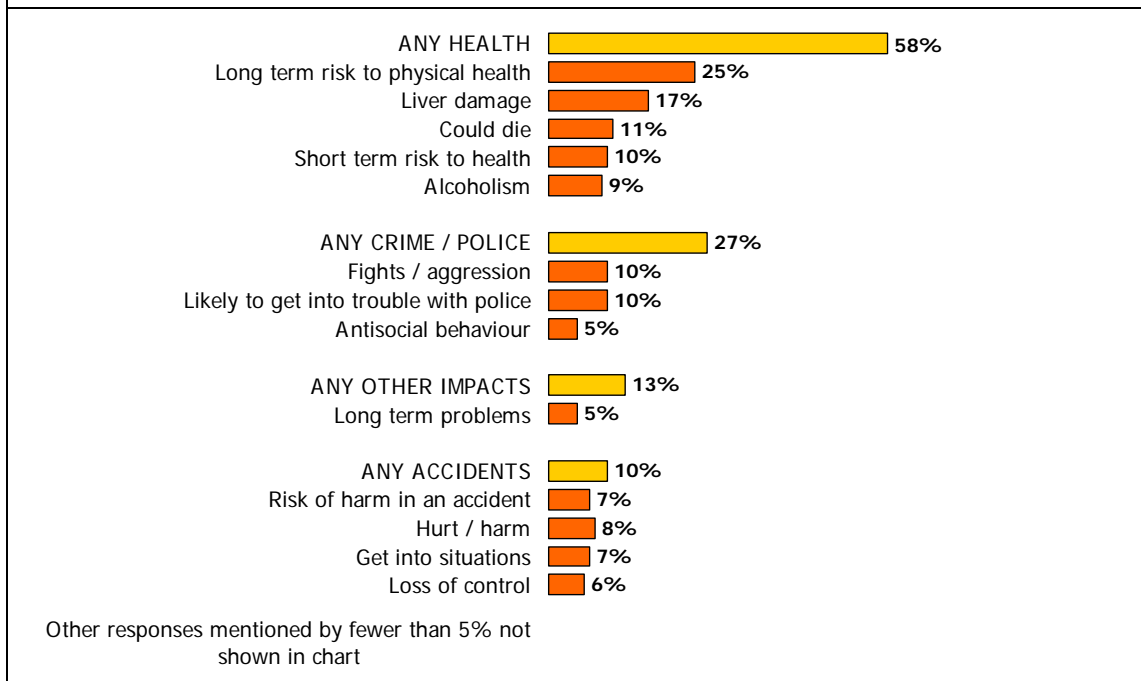
The main reason young people gave for drinking themselves was the taste (41% of young people who had had an alcoholic drink said this). Older children (in Years 10-13) and those from ABC1 households were more likely than average to say this. The same answer 'it tastes nice' was only given by 1% of young people when asked why under 18s in general drink.

The second most common answer, given by almost one in five (19%), was about curiosity - 'I want to see what it was like' - this peaked around Years 7-9 then tailed off amongst older children.

Answers relating to peer pressure (which was thought to be the most common motivation amongst young people in general) came next: because my friends are doing it (16%) and just because I'm offered it (16%). This is a more passive mindset than young people choosing to drink because they like the taste or want to know what it's like, and young people who smoke cigarettes or have taken illegal drugs were particularly likely to mention their friends as a reason for drinking (23% and 32% respectively) suggesting these young people are especially susceptible to peer pressure. These young people who indulge in other risk behaviours were also significantly more likely to say they drink because they want to feel good or get drunk, and because they have nothing better to do or they want to forget their problems.

Chart 52 shows young people's perceptions of the main dangers that face under 18s who drink alcohol regularly. Again the responses were grouped into themes and the responses given by at least 5% of young people are shown.

Chart 52. Young people's perceptions of the main dangers to under 18s of drinking heavily



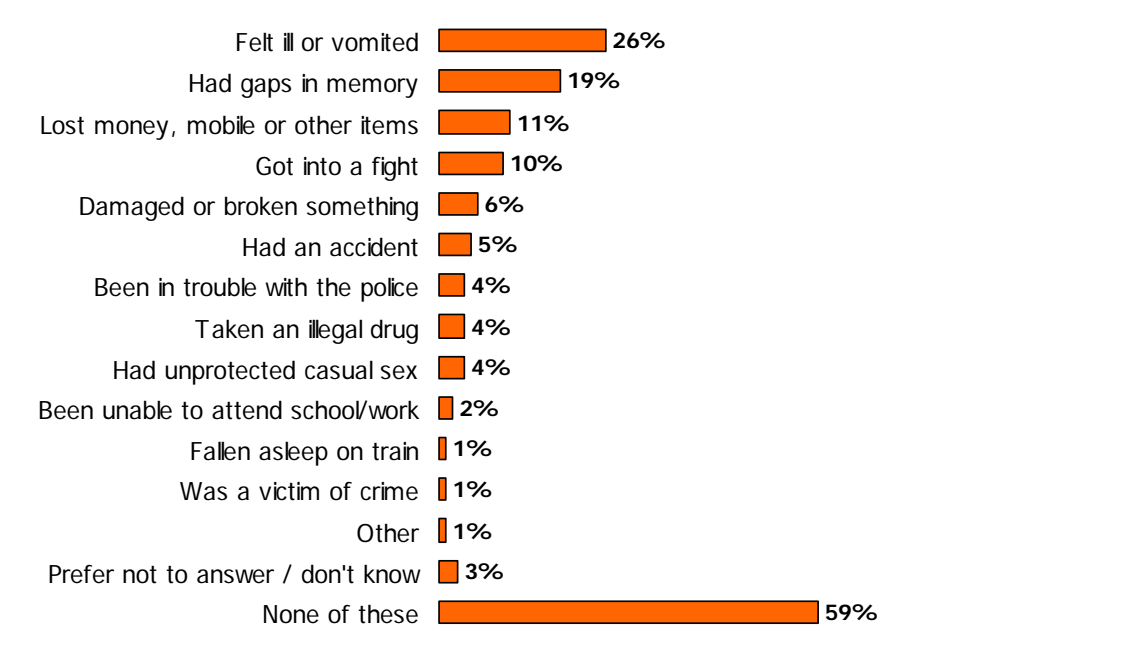
Base: All young people (unwtd / wtd 2017)

Like parents who were asked the same question, young people were most likely to associate the dangers of drink with ill-effects to their health: the three answers given most frequently all fall under this theme - long term risks to health (25%), liver damage (17%) and the danger that they could die (11%). Apart from children in Year 6 (who tended to give fewer answers overall), dangers to health were consistently mentioned by young people of all ages.

Risks related to crime/violence were mentioned as a danger of drinking by around one in four young people (27%). Whilst responses amongst parents under this theme included being a victim of crime, young people were more likely to think about getting into trouble themselves, perhaps reflecting a feeling of 'invincibility' amongst young people. Only 2% mentioned being beaten up or robbed as a danger of drinking alcohol, and the same proportion (2%) mentioned vulnerability to sexual attack (4% and 6% respectively amongst parents). Boys were significantly more likely to mention dangers related to crime or violence than girls (29% compared to 25%), as were children in Years 12-13 (34%) compared with younger children (25%).

Young people who had ever had a 'proper' alcoholic drink were asked about their own experiences. They were prompted with a list of ill-effects and asked if any of them had happened to them as a result of drinking too much alcohol in the past 12 months (Chart 53).

Chart 53. Which things have happened as a result of drinking too much alcohol in the last 12 months



Base: All young people who have had a proper alcoholic drink (unwtd 925, wtd 984)

Feeling ill or vomiting was the most common, experienced by one in four (26%) of children who had an alcoholic drink. Almost one in five (19%) had suffered memory loss and one in ten had lost money or other items (11%) or got into a fight / argument (10%).

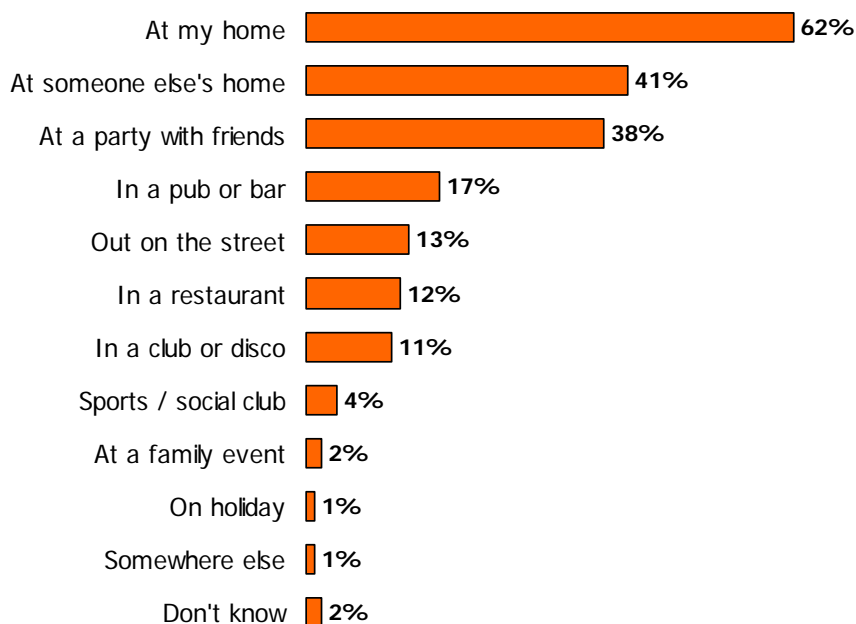
Almost six in ten (59%) young people who had drunk alcohol had not experienced any of the listed ill-effects - this declined as age increased from 83% of those in Years 6-9, to 47% of those in Years 12-13. Indeed all of the experiences were more common amongst young people in Years 10-13 and amongst those who had drunk more than 7 units of alcohol in the last week.

4.3.4 Where drink and where get alcohol from

It is important to understand where young people obtain alcohol from and where they drink it, as unsupervised locations may be more risky for young drinkers compared with, say, supervised drinking in the home.

Most young people who drink alcohol said that they do it in private households: either in their own homes (62%) or in other people's (41%). Younger children who drink were more likely to say that they do so in their own home, but the proportion saying this declines from Year 10 upwards. However, this is still the most common response given by all young people, regardless of age (Chart 54).

Chart 54. Usual location of drinking alcohol



Base: All young people who have had a proper alcoholic drink (unwtd 925, wtd 984)

Older children were more likely to drink alcohol away from their own home: commonly at 'someone else's house' or 'at a party with friends'. Amongst young people in Year 13, broadly similar proportions said they drink alcohol at 'someone else's house' (60%), 'at a party' (56%), or 'at my home' (54%).

Very few young people drink illegally on licensed premises until they reach sixth-form age - only 6% of children in Years 6-11 said they drink in a pub or bar but this rises to 18% of those who drink alcohol in Year 12 and 40% in Year 13. Similar patterns were observed when looking at drinking 'in a club or disco', albeit at a lower level with the highest propensity of 21% found amongst Year 13s.

Close to one in seven (13%) of young people said that they usually drink 'out on the street, in a park or other public area'. Young people with a higher propensity to drink in this location were from DE households (18%) or poor households (19%) or from one-parent households (19%). In addition, young people who said that they practice other risk behaviours were also more likely to say that they drink outside: smokers (23%), and those who have taken illegal drugs in the past 12 months (31%). In terms of age, the use of this type of location peaks in Year 11 and then tails off. This may suggest that these sorts of locations are used by 'covert' drinkers (who may also be trying cigarettes and drugs) who are not allowed to drink at home.

Young people who drink alcohol were asked where they usually get it from. Responses are shown in Table 16, split by school year and gender.

Over half of young people who had drunk alcohol said they are usually given alcohol by their parents. This was the most commonly mentioned source for children of all ages and is the only significant source for children in Years 6-9 who had drunk alcohol. Young people from DE households (48%), those in poverty (44%) and one-parent households (44%) were less likely to say that they obtain alcohol from their parents. These tie in with the parental groups who are likely to set stricter rules or a complete ban on alcohol.

Table 16. Where usually obtain alcohol from							
	All young people who had drunk alcohol	Male			Female		
		Year 6-9	Year 10-11	Year 12-13	Year 6-9	Year 10-11	Year 12-13
Unwtd base	925	102	163	189	95	171	203
Wtd base	984	108	174	227	90	157	226
	%	%	%	%	%	%	%
My mother, father or step-parent	53	73	53	43	68	49	53
A friend older than me	28	4	19	43	9	26	39
A friend of my own age	17	1	15	26	12	15	20
Other family member	15	22	16	8	22	16	14
I buy it myself	12	1	3	30	2	6	14
My brother or sister	7	4	8	9	3	10	7
Someone I knew of, but didn't know personally	4	3	2	7	2	5	4
A stranger	4	0	5	5	2	8	4
At parties / special occasions	1	4	1	1	0	2	*
Parents of friends	1	0	0	1	0	1	3
A friend younger than me	*	0	0	1	0	0	*
Someone else	2	2	2	*	0	3	4
Don't know	6	7	13	4	4	5	6

Base: All young people who have had a proper alcoholic drink (unwtd 925, wtd 984)

One in four (28%) report getting alcohol from friends that are older than them, and this source was commonly mentioned by young people in Years 12-13 (41%).

One in eight (12%) of young people who drink alcohol said that they buy it themselves - and this source was particularly likely to be mentioned by boys from Years 12-13 (30%).

Those who claimed to buy alcohol themselves were asked where they got it. Nearly two in five (38%) said they bought it from an off-licence, and one in three (33%) from a pub or bar. One in five said they purchase it from a shop or supermarket (19%).

4.4 Is drinking alcohol seen as the 'norm'?

Responses given by young people and parents indicate that peer pressure plays a part in encouraging young people to drink alcohol. It is therefore important to establish young people's perceptions on how their own behaviour fits in with the norms of other people - either their own circle of friends, or of young people of their age in general.

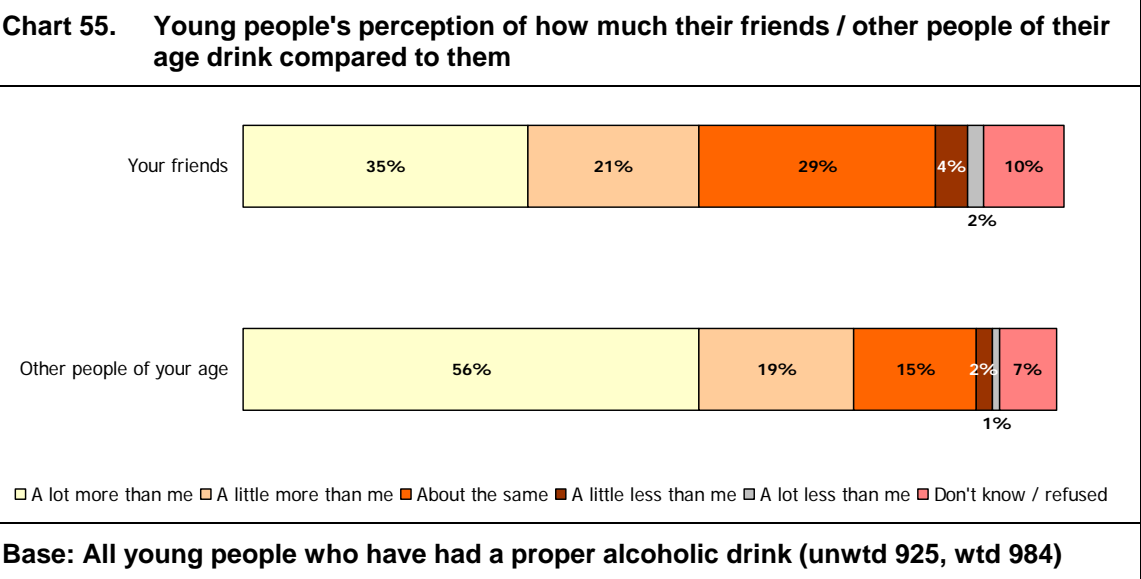
Near the beginning of the interview children were asked to give their 'summary view' of young people drinking alcohol. Nearly half (46%) said 'there are more bad things than good things' about young people drinking alcohol, one in four (25%) thought 'the good things and the bad things are about the same' and 4% said 'there are more good than bad things'.

The remaining one in four (24%) had never thought about alcohol or didn't know - these tended to come from the youngest age groups (29% in Years 6-9, compared with 13% in Years 10-13).

The proportion taking the more negative view about alcohol declined as age increased, but children tended to move towards the middle category ('the good things and bad things are about the same') rather than to the more pro-alcohol view. Children from AB households were significantly more likely to think that there are more bad things than good things (56%) than other social grades (44%), and they were less likely to have *not* thought about alcohol at all.

Parents were more likely than young people to say that there are more bad things than good things about young people drinking alcohol: 74% of parents said this, and there were low levels of correlation between the responses given by parents and children in the same household.

Young people were asked to say how much they thought their friends drink in relation to them, and also how much other young people of their own age drink (Chart 55).



The majority of young people who drink alcohol think that they personally drink less than both their friends and other people of their own age. Over half (56%) thought that their friends drink more than them and more than one in three (35%) thought that their friends drink *a lot* more than them. This view increased with age and was expressed particularly by older girls (from Years 12-13) and those who started drinking later i.e. aged 14 or above.

When thinking about other people of their age, opinion was more extreme. Three-quarters (75%) of young people who drink alcohol thought that other people of their age drink more than them. Even amongst the heavier drinkers (who have drunk more than 11 units of alcohol in the last seven days) 57% thought that other people of their age drink more than them. This may have been caused or at least fuelled by the media portrayal of young people and alcohol.

Young people who have never had an alcoholic drink were asked if they thought their friends drink alcohol and if they thought other people of their age drink alcohol. One in five non-drinkers (21%) said that their friends drank and over half (53%) said they thought that other people of their age drank.

4.4.1 What do children think their parents think?

Parents have a very influential role to play in teaching their children to have a safe and sensible relationship with alcohol. Young people's perceptions of the views of their parents were therefore explored during the interview.

Those who had never had an alcoholic drink were asked to imagine how their parents would feel if they started drinking alcohol. Seven in ten (71%) said their parents 'wouldn't like me drinking at all'. Younger children and those from DE households were much more likely to say this, and children from ethnic minorities were significantly more likely to say this than White children (88% of Black children and 86% of Asian children compared to 67% of White children), reflecting the views expressed by parents from ethnic minorities.

Around one in six non-drinkers (16%) thought their parents 'wouldn't mind as long as I didn't drink too much' and a further 3% claimed their parents would let them drink 'as much as they liked'. Young people from AB households and those in Years 10-13 were more likely to think their parents would be tolerant of them drinking.

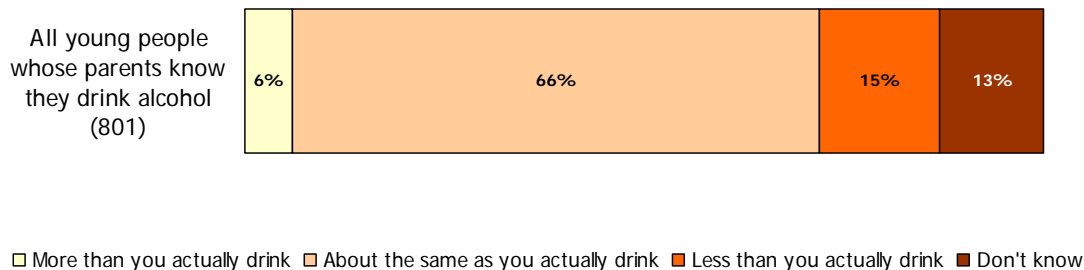
When parents were asked the same question their views were slightly less tolerant than their children believe: 81% said they 'would not be happy at all' about their child starting drinking, and only 12% 'wouldn't mind as long as they didn't drink too much'.

Nearly nine in ten young people (87%) who had had an alcoholic drink said that their parents knew they drink (or have drunk) alcohol. Children from DE households and those classed as 'in poverty' were significantly more likely to drink without their parents knowing (9% and 10% respectively) and this fits with the earlier finding that children from these groups were most likely to drink in the street or park.

The large majority (82%) of children who drink in the knowledge of their parents said they 'don't mind as long as I don't drink too much'. Less than one in ten (9%) said 'they don't like me drinking at all', and a small proportion (2%) said 'they let me drink as much as I like'. It is unsurprising that older children were more likely to say that their parent tolerates their drinking: perceived tolerance is also higher where children say that their parents have set rules about drinking (84%, compared with 74% where parents have not set rules).

Those whose parents know they drink were asked if their parents had an accurate view of the amount they drink. Most (66%) children who think their parents know they drink alcohol said that their parent thinks they drink about the same amount as they actually do.

Chart 56. Young people’s perception of how much parent thinks they drink compared to reality



Base: All young people whose parents know they drink alcohol (unwtd 801, wtd 858)

Only 6% thought their parent over-estimates how much they drink, whilst 15% thought they under-estimate. There are no real differences between socio-demographic groups but those who smoke and have taken illegal drugs are more likely to say that their parent thinks they drink less than they really do (22% and 27% respectively).

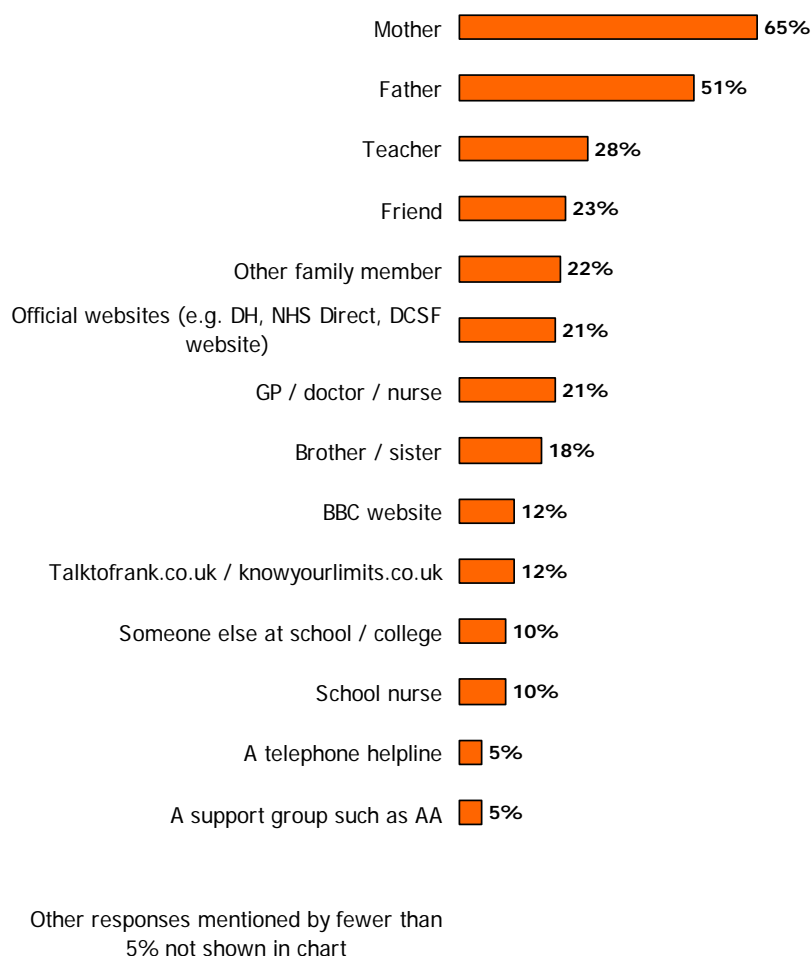
Young people who say they drink (or have had at least one proper alcoholic drink) but whose parents are unaware (c.6% of all young people), were asked to say how they thought their parents would feel about them drinking. More than two in five (43%) thought they would be very unhappy about them drinking but the same proportion (43%) said they wouldn't mind as long as they didn't drink too much. Only 6% thought their parents would let them drink as much as they liked.

4.5 Information and advice about young people and alcohol

Young people were asked where they would go if they wanted any more information or advice about alcohol. This formed part of the self-completion section of the interview therefore respondents were given a list of possible answers. Results given by at least 5% are shown in Chart 57.

The results show the huge importance of the parent's role in educating their child about alcohol - the large majority of young people would go to their parents for more information or advice about alcohol. Most children (65%) said that they would go to their mother and half (51%) would go to their father. These were the top answers for both genders although boys were almost as likely to go to their father as to their mother.

Chart 57. Places young people would personally go if they wanted information and advice about young people and alcohol



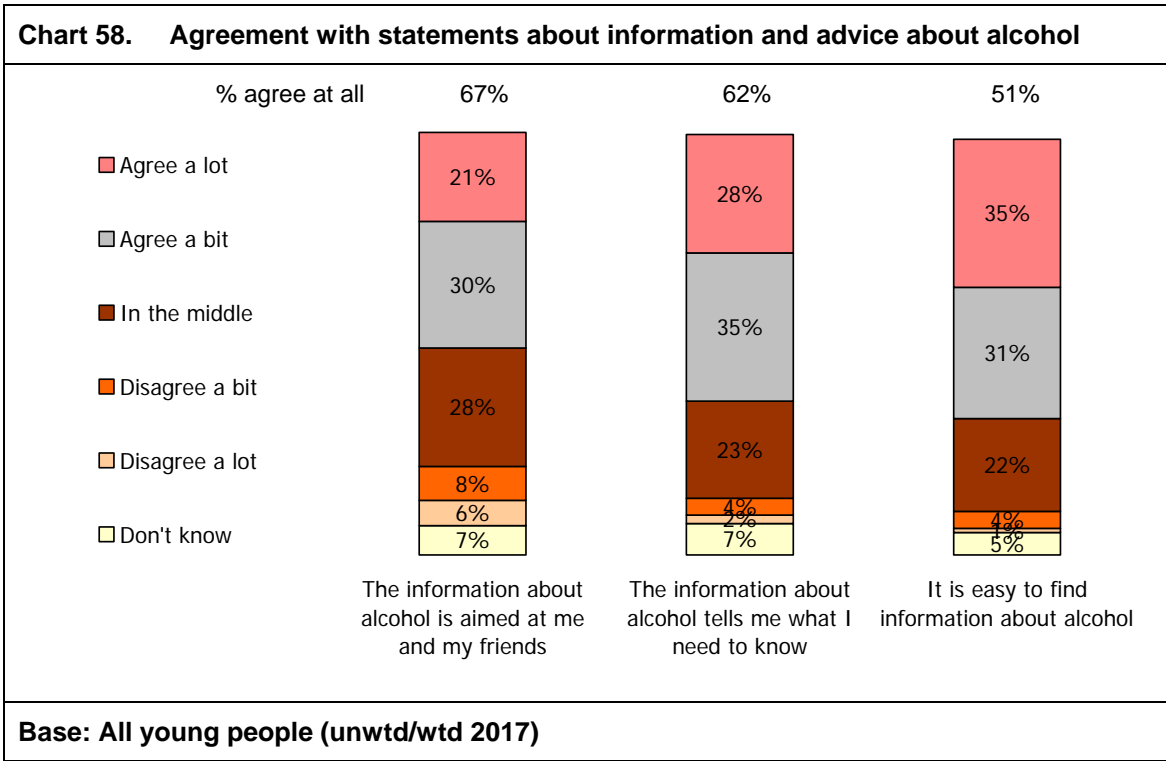
Base: All young people (unwtd / wtd 2017)

Younger children were particularly likely to mention parents as a source of advice or information about alcohol, but propensity to do so declines in Years 12-13 when other sources of information or advice such as friends and websites become more important. White children were significantly more likely to say they would go to their parents for advice (69% mother, 53% father) than those from ethnic minorities (44% mother, 34% father). This is perhaps unsurprising given that parents from ethnic minorities tend to have stricter rules on alcohol.

Just over one in four (28%) of all young people said that they would go to a teacher for advice about alcohol, and this peaked around Years 7-8 (at 39% amongst boys and 34% amongst girls).

The importance of friends as a source of advice and information increased with age rising from 6% in Year 6, through 20% in Year 9, up to 37% in Year 13. A similar pattern can be seen for online sources of information: they are mentioned more by older children, and websites are also more popular amongst children from ABC1 households, compared with those from DE households.

In order to obtain a fuller understanding of how young people feel about the information that is available to them about alcohol, respondents were presented with three statements relating to information about alcohol and were asked to say how much they agreed or disagreed with each one (Chart 58).



Two in three (67%) children agreed that it is 'easy to find information about alcohol'. This increased significantly with age: 46% of Year 6 pupils agreed compared to 83% in the equivalent of Year 13, and agreement was higher amongst boys (70%) than girls (63%). This may be a reflection of the range of sources of information that older children are exposed to, as well as the relative confidence of the child in their ability to find out information. Higher levels of agreement were also observed amongst those who have already spoken to their parent about alcohol (72% compared to 58% amongst those who have not) and those from AB households (76% compared to 61% amongst DE households).

A similar proportion (62%) agreed that 'the information about alcohol tells me what I need to know', and patterns in agreement were very similar with older children, those from AB households and those who had spoken with their parents about alcohol more likely to agree. Opinion was more divided on the statement 'the information about alcohol is aimed at me and my friends'. Whilst half agreed (51%), levels of agreement were not strong (21% agreed a lot), and a 14% disagreed.

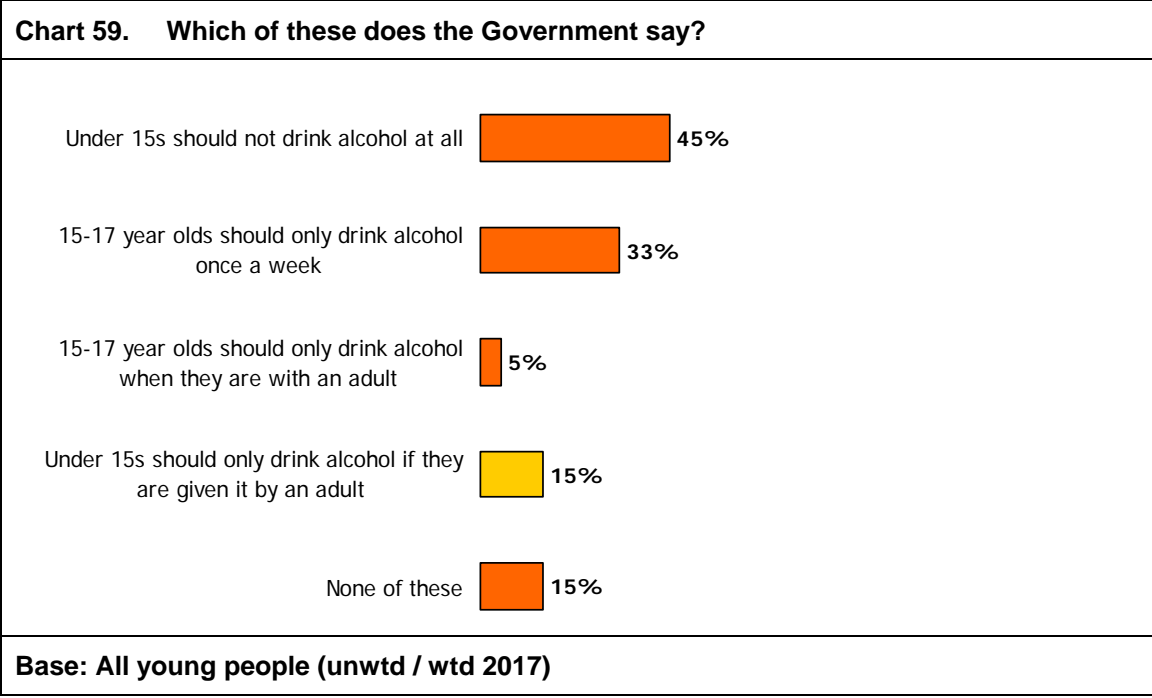
Levels of agreement increased with age, and disagreement was particularly high amongst girls in Year 6 (21% disagreed). People from ethnic minorities were more likely to disagree that the information was aimed at them and their friends: 19% compared to 13% amongst White young people, with disagreement highest amongst Black children (27%).

Children who drink alcohol or have spoken with their parents about drinking (and who are more likely to have been exposed to a number of different sources of information) were more likely to say it was aimed at them and their friends than those who had not.

4.5.1 Awareness of the Guidelines

In order to measure awareness of the new Government guidelines around alcohol and young people, respondents were shown a list of four statements and were asked which reflected Government advice. Three of the statements were true, and one was not true, and was included in the questionnaire to test levels of over-claiming.

Two-fifths (45%) of young people correctly thought that the Government says that under 15s should not drink alcohol at all, and a third (33%) that 15-17 year olds should only drink alcohol once a week. However, there were much lower levels of awareness of the advice that 15-17 year olds should only drink alcohol when they are with an adult. One in seven (15%) incorrectly thought that the Government says that under 15s should only drink alcohol if they are given it by an adult.



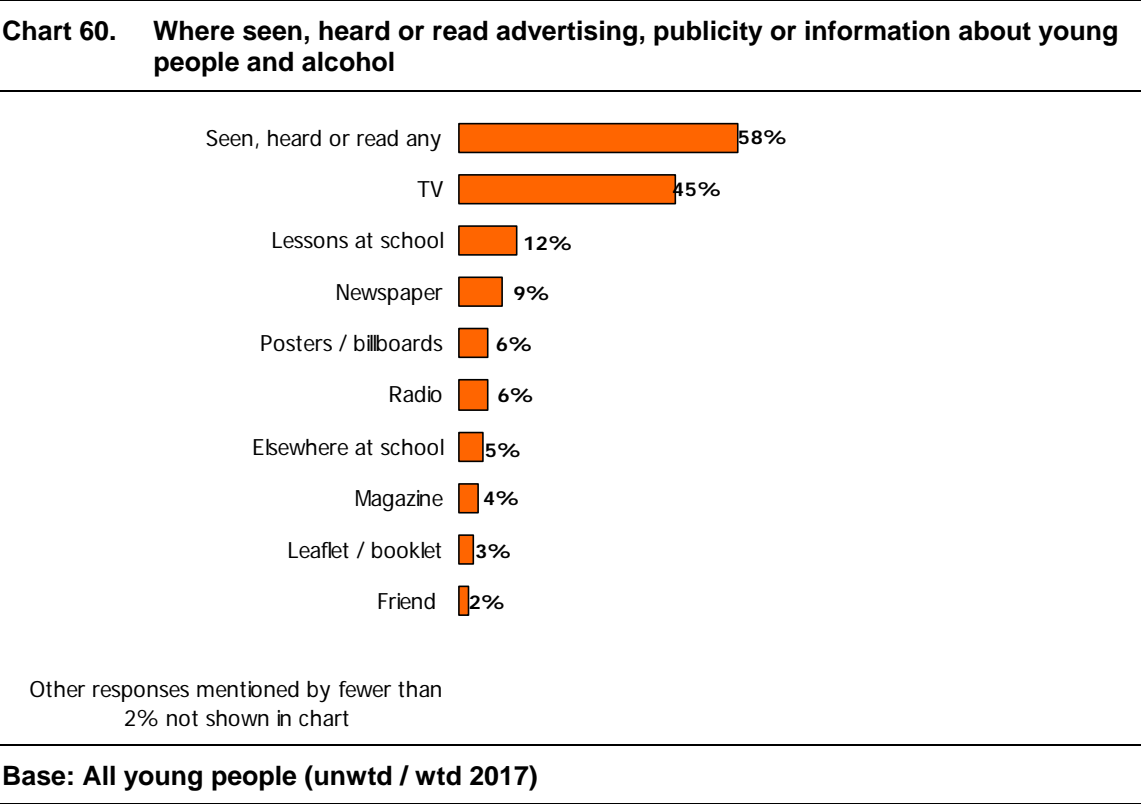
Awareness of the need for adult supervision amongst 15-17s increased with age and was significantly higher amongst those who had drunk alcohol (40%) than those who had not (26%). Young people from AB households were more likely than others to be aware of the guidelines.

4.5.2 Awareness of publicity about young people and alcohol

Almost six in ten young people (58%) claimed to have seen, heard or read some advertising, information or publicity about young people and alcohol recently.

Awareness was significantly higher amongst girls (61%) than boys (55%) and was lower amongst children from Year 6 (50%). Children who had spoken about alcohol with their parent were significantly more likely to say they had seen or heard advertising or information (63%) compared to those who had not (48%): perhaps some information materials formed part of the discussion, or young people who had had a discussion became more observant of publicity or information as a result.

All those aware of advertising, information or publicity were asked (unprompted) to say where they saw or heard it. Chart 60 is based on all young people and shows sources mentioned by at least 2% of young people.



Young people were most likely to have claimed they had seen something on TV (45%) - this may have been the 'Know your limits' campaign, which was primarily aimed at adults, and featured TV advertising. TV news may also have been recalled here.

School-based sources of information were also commonly mentioned, including lessons, the school nurse or elsewhere at school. Girls were more likely to mention school based sources than boys, and there were no consistent patterns in response by age.

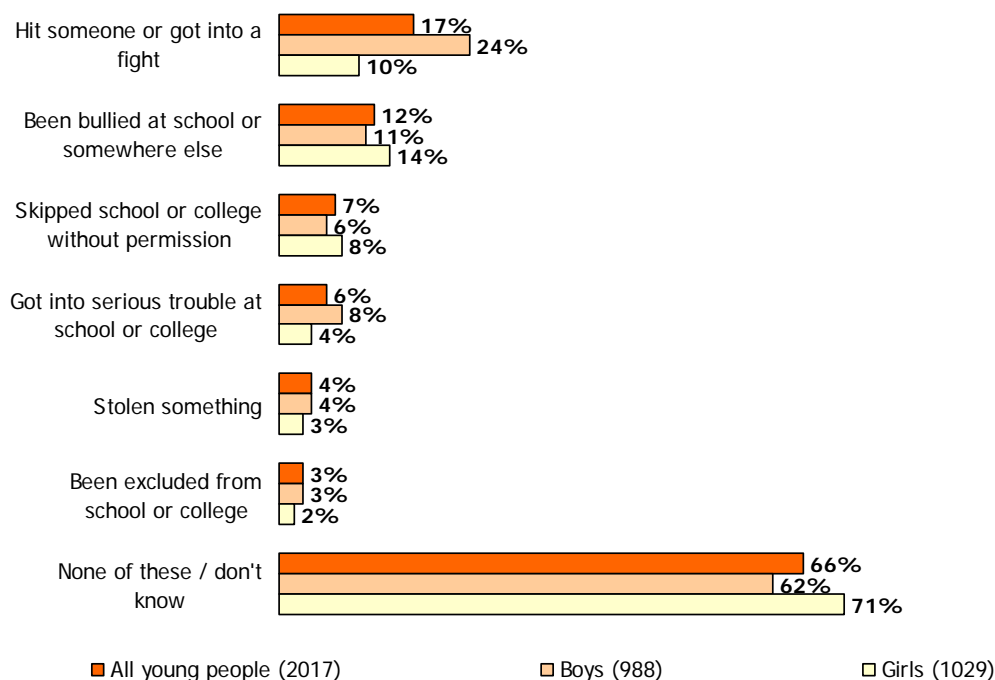
Smaller proportions of young people mentioned other mainstream sources of advertising and information such as newspapers, posters, radio and magazines. The only significant socio-demographic difference was that girls were more likely to have seen something in a magazine (5% compared to 2% of boys).

Those who had spoken to their parents about alcohol were more likely to mention a lot of different sources and subsequently awareness of almost all the individual sources was significantly higher amongst this group than those who had not talked to their parent about alcohol.

4.6 Other risk behaviours

For some young people, there are links between drinking at an early age and other types of risk behaviour such as smoking and taking illegal drugs and generally 'getting into trouble'. Respondents were asked about their experiences in the self-completion section of the interview.

Chart 61. Trouble in the last 12 months



Base: All young people (unwtd / wtd 2017)

One in three young people said they had got into some kind of ‘trouble’ in the last 12 months, although this includes being bullied which is less under the control of the individual. Those in Year 6 were most likely to say they had been bullied, and the prevalence decreased with age.

Most of the other listed behaviours generally increased with age, the notable exception being ‘hit someone or got into a fight’. This was most common amongst boys in Year 6 (42% of them claimed they had got into a fight) and decreased to 20% amongst boys in Years 10-13: girls of all ages were less likely to have been fighting than boys.

Almost all of the undesirable behaviours were more common amongst young people who said they smoke cigarettes, had taken illegal drugs or had drunk alcohol in the past 7 days, compared with those who do not. Children from DE households and those in poverty were also more likely to display at least one of these behaviours.

It is interesting to note that parents were not necessarily aware of the trouble that their child may have got into after drinking, as there were fairly low levels of correlation between the responses given by parents and children in the same household (see Table 20 for more details).

One in four young people claimed to have ever smoked a cigarette. Not surprisingly this increased with age from only 2% of Year 6 to almost half (49%) of those in Year 13. One in six (17%) of 11-15 year olds said that they had ever smoked a cigarette - this is somewhat lower than the 32% claiming this in the 2008 NHS SDDU survey, although again it should be noted that the research methods and settings differed, so these discrepancies are not surprising.

Smoking is linked with other risk behaviours so a higher propensity to have smoked can be found amongst:

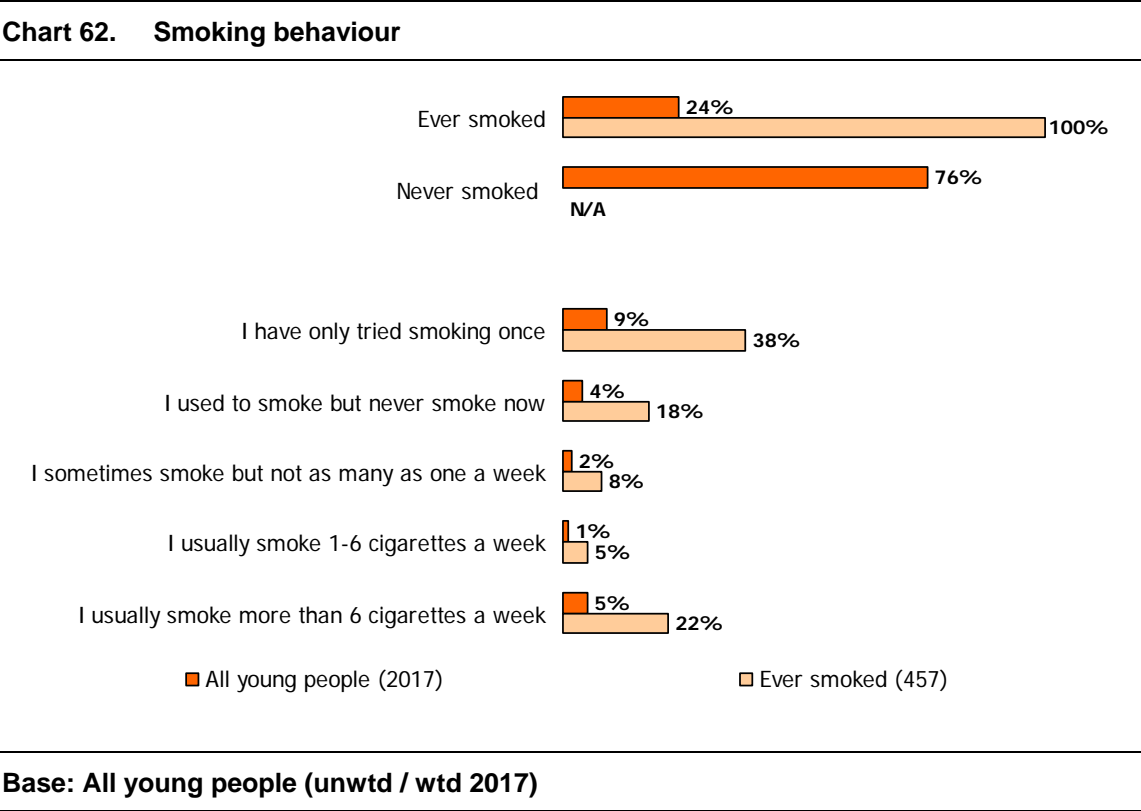
- those who drink alcohol (43%) and particularly those who have drunk in the last week (57%);
- those who admit to having taken illegal drugs in the past 12 months (93% of this group have ever smoked);
- those who live in households where other people smoke (35%).

A higher propensity to have smoked was also associated with the following socio-demographics groups:

- those in one-parent households (32%) compared to two parent households (22%);
- those from DE households (31%) compared to ABC1s (19%);
- those who want to get a job at 16 (27%) compared to those who want to go to university (13%);
- White children (26%) compared to those from ethnic minorities (14%).

About half (56%) of those who had ever smoked said that they do not smoke now, but a fifth usually smoke more than 6 cigarettes a week: this equates to 6% of the total sample.

Generally, the demographic profile of ‘regular smokers’ is similar to that of ‘ever smokers’ albeit at a lower level.



Young people were also asked if they had ever taken any illegal drugs and if so what drugs had they taken. Only 6% of all young people interviewed said they had ever taken drugs, and prevalence was highest amongst boys in Years 12-13 (22%). Those who had drunk alcohol in the previous week (36%), or those who smoked (24%) were also more likely to have taken drugs.

Two per cent of 11-15 year olds said that they had ever taken illegal drugs, which is again somewhat lower than the 22% saying this in the SDDU survey.

The large majority of those who had taken illegal drugs had tried cannabis (96%), but a further one in five (19%) had taken stimulants such as cocaine, ecstasy or amphetamines. One in ten (11%) claimed to have taken psychedelics such as LSD or magic mushrooms.

5 Segmentation

5.1 Segmentation: Parents / Carers

There are seven parent and carer segments, developed using cluster analysis based on seven key dimensions and a number of key behaviours. The key behaviours were:

- Age parent / carer had their first alcoholic drink
- Whether parent has spoken to child about drinking alcohol

The key dimensions were:

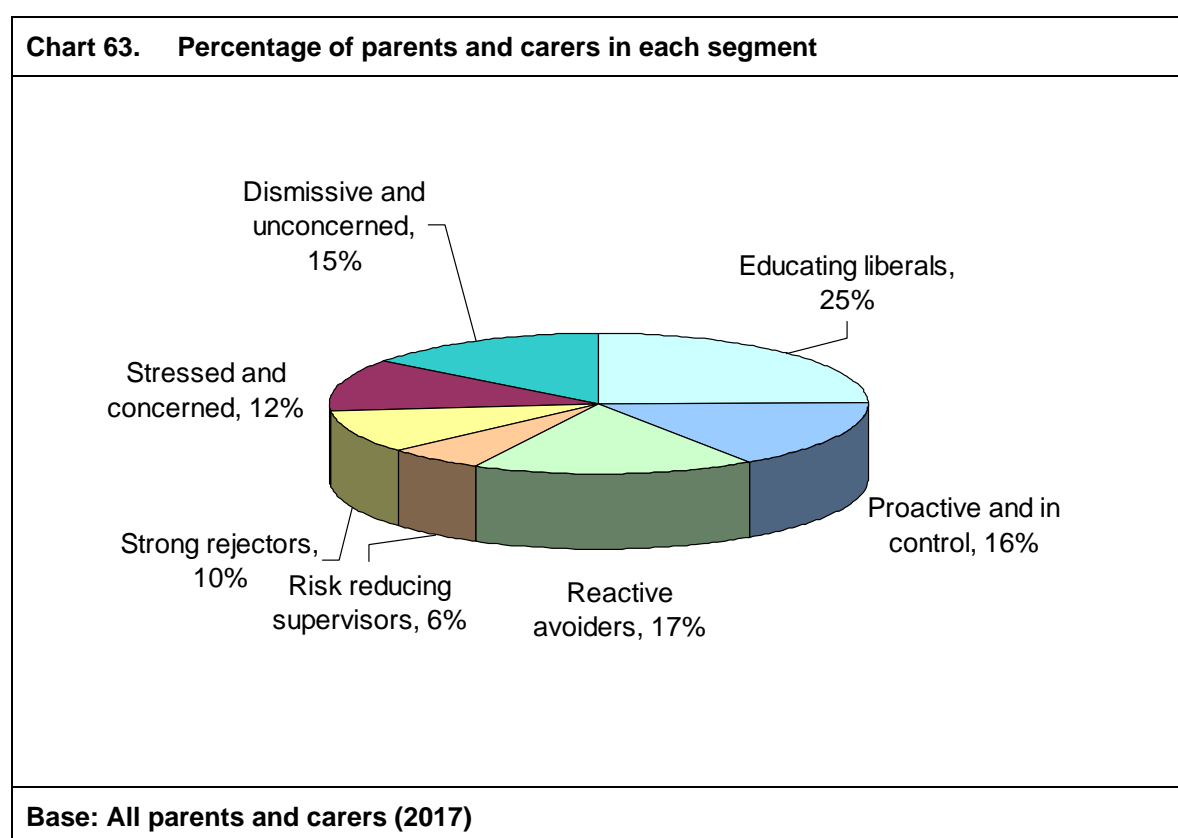
- Low spontaneity
- Not feeling stressed / no low self esteem
- Alcohol risks not exaggerated
- Alcohol makes young vulnerable
- Positive communication
- Under-age drinking is bad
- Other

Each of these dimensions comprised one or more variables from the survey as described in Table 17.

Spontaneity	Disagree: I like taking risks
	Disagree: I often do things on the spur of the moment
Not feeling stressed/ no low self esteem	Disagree: I feel under stress all of the time
	Agree: In general I feel very positive about myself
Alcohol risks not exaggerated	Disagree: People in England today tend do drink alcohol sensibly
	Disagree: Alcohol isn't as bad for you as some people say it is
	Disagree: The Government really talks down to me when telling me about the risks of drinking alcohol
Alcohol makes young vulnerable	Agree: Alcohol makes young people more vulnerable to risk or harm
Positive communication	Comfortable: How comfortable would you personally feel talking with your child about the risks of drinking alcohol?
	Confident: Confidence that child will have a safe and sensible relationship with alcohol
	Agree: It's up to me to set my child a good example through my own drinking
	Agree: I like to talk about or discuss difficult topics like drinking alcohol with my child before it becomes an issue
Under-age drinking is bad	Agree: It is never right for someone aged under 18 to drink alcohol. By that I mean a whole drink and not just having a sip

Table 17. Key dimensions and variables in the adult segmentation	
	Agree: I think it's safer to just say not to my child drinking any alcohol until they are 18
	Disagree: I think it's safer to introduce my child to alcohol gradually, like they do in Europe.
Other	Disagree: The best way of learning your limits is through experience
	Disagree: The worst you can suffer from drinking too much is being sick or a hangover
	Disagree: I think discussing issues such as drinking alcohol with child would just put ideas in their head
	Disagree: Discussing other issues like drugs and sex with my child is more important than discussing alcohol

The proportion of parents falling into each of the seven segments is shown in Chart 63.



The remainder of this section provides a brief introduction to each of the segments. The spider diagrams show how the mean score for each segment on the dimensions shown in Table 17 varies from the overall mean for the total sample.

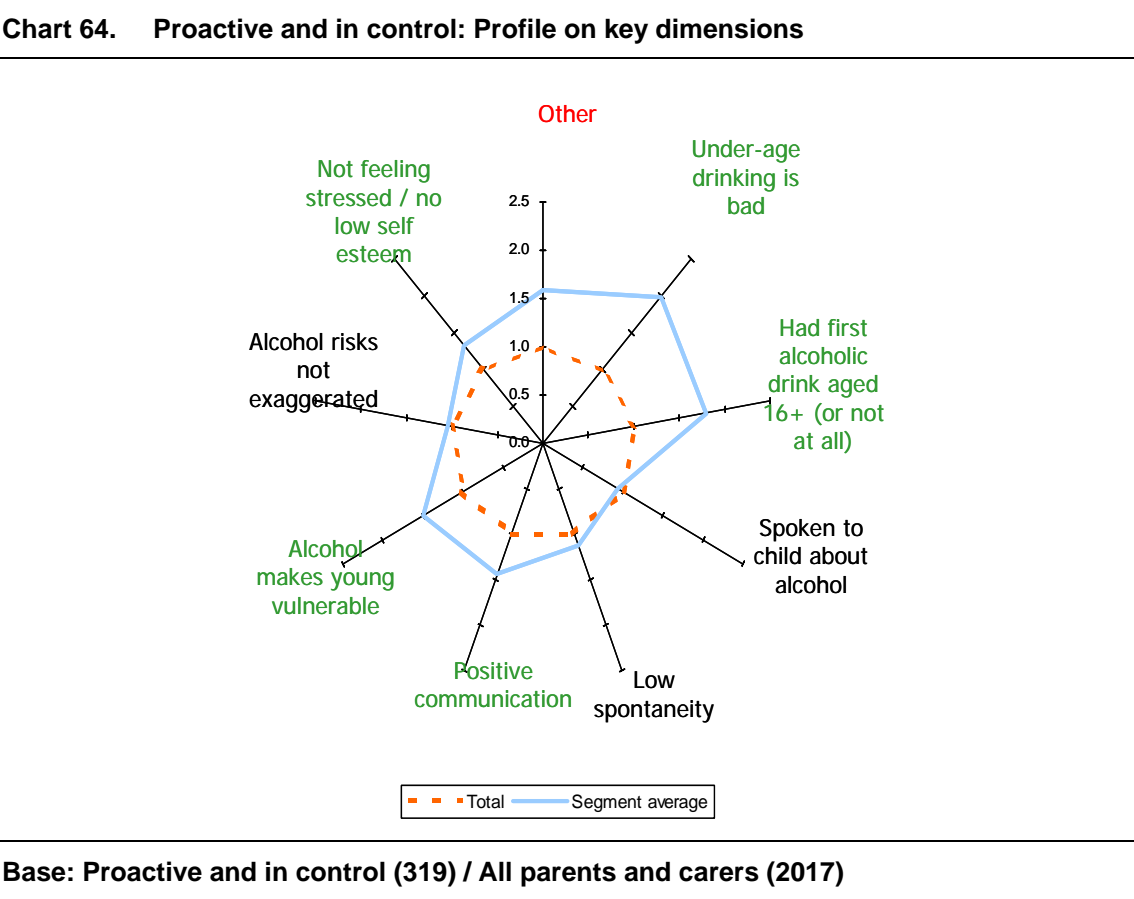
5.1.1 Proactive and in control

The Proactive & in Control were the most likely to feel that it is important to speak with their child about alcohol before it becomes an issue, though they were no more likely to have done so yet: mainly because the subject hasn't come up yet or they think that their child is too young.

They hold very negative attitudes towards alcohol: they were the most likely to think that underage drinking is not acceptable and that alcohol makes young people vulnerable. They tended to think that young people should start drinking later: even when supervised by an

adult, and they were the least likely to subscribe to the 'Continental model' of introducing alcohol gradually, in favour of just saying no until the child is 18.

This group were the latest to personally start drinking alcohol: 94% said they had their first drink after the age of 16 or they have never had an alcoholic drink at all.



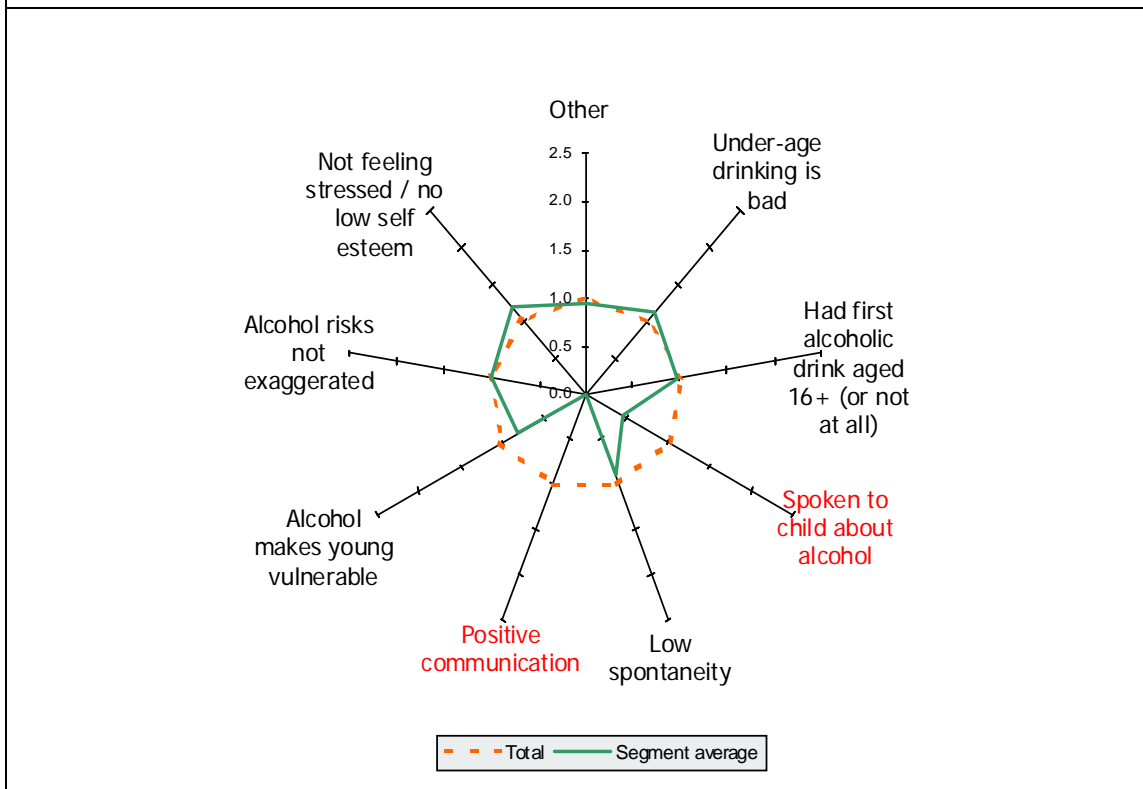
5.1.2 Reactive avoiders

The Reactive Avoiders were the segment least likely to have spoken with their child about alcohol. They were the least likely to agree that they feel comfortable discussing the risks of drinking alcohol with their child (and also to feel comfortable discussing other difficult subjects with them), and also less likely to agree that they like to talk about difficult topics before they become an issue.

Where conversations have happened, these tended to be in reaction to external stimuli / events rather than proactive, and this segment was more likely than average to say that their conversations were prompted by their child drinking more than they should, or because the child asked. Conversations also tended to cover fewer subjects than those of other parent segments, and were much less likely to mention the risks of drinking alcohol.

Their views on alcohol in general were fairly similar to average, although they were amongst the least likely to agree that alcohol makes young people vulnerable.

Chart 65. Reactive avoiders: Profile on key dimensions



Base: Reactive avoiders (334) / All parents and carers (2017)

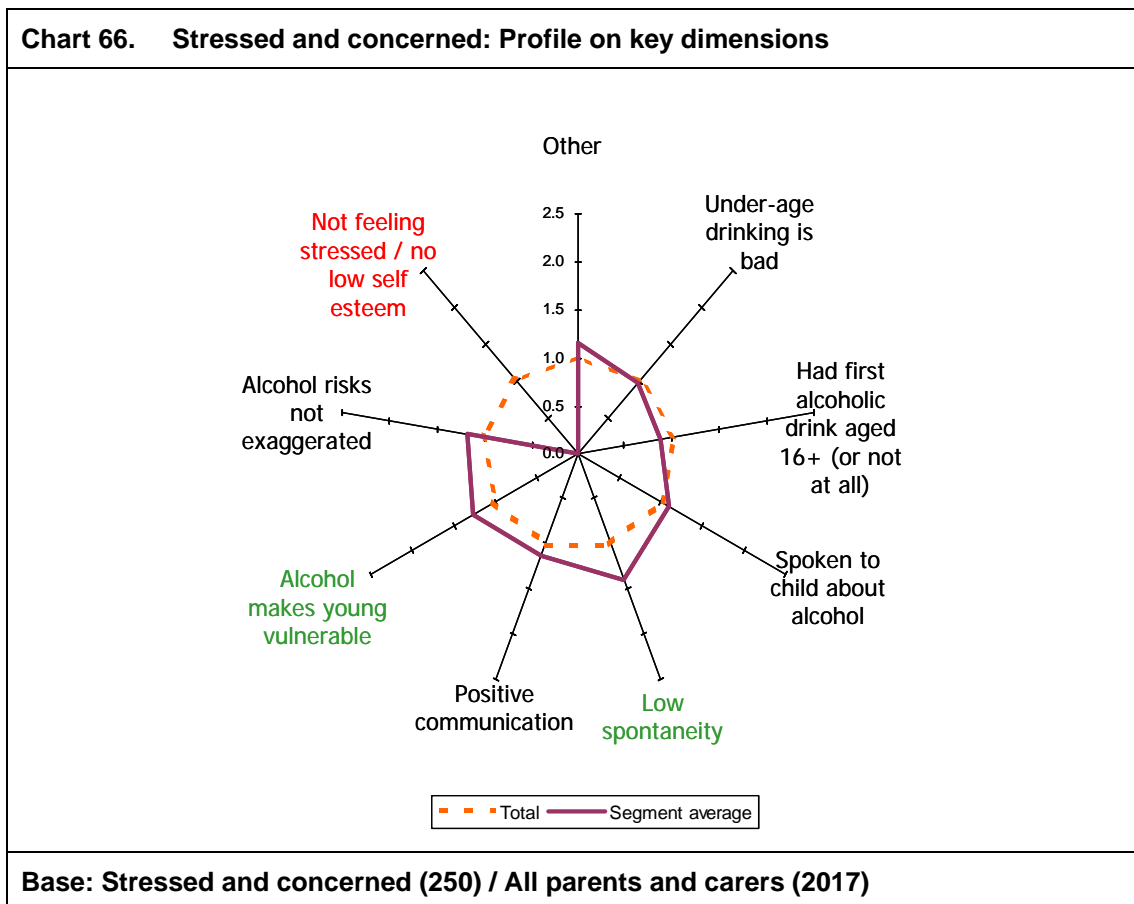
5.1.3 Stressed and concerned

This group was characterised by very low levels of self confidence: all of the people in this group reported feeling stressed at some level and very few felt positive about themselves.

Given their low levels of self-confidence, it is not surprising that the Stressed & concerned also felt less comfortable than average discussing difficult subjects with their children, although they were more likely than average to have discussed the risks of drinking with their child. They tended to do this when their child was older. Amongst those who had not spoken with their child, they were the most likely to say that they haven't done so because their child wouldn't listen to them.

They were the least spontaneous group and were least likely to say that they like doing things on the spur of the moment or taking risks.

Chart 66. Stressed and concerned: Profile on key dimensions



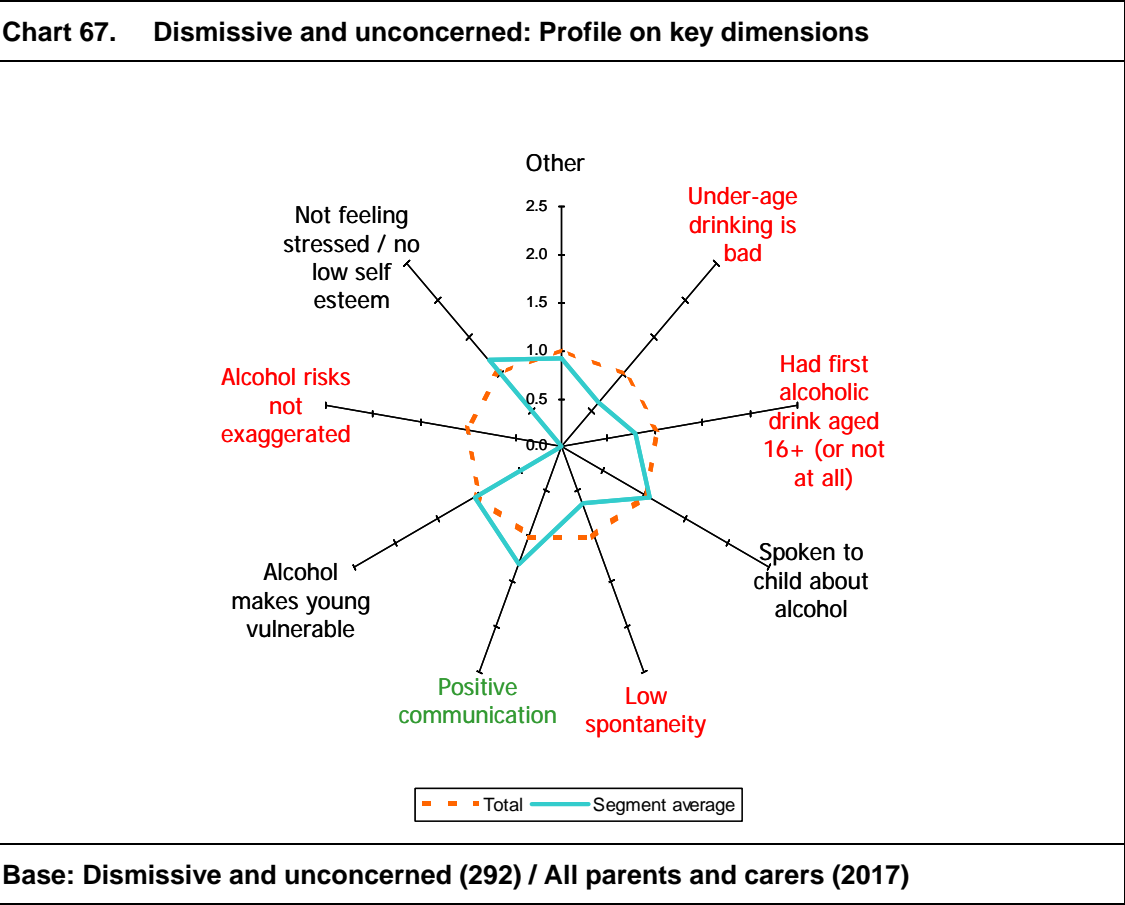
Base: Stressed and concerned (250) / All parents and carers (2017)

5.1.4 Dismissive and unconcerned

The Dismissive and unconcerned tended to hold the most positive attitudes towards alcohol. In particular, they felt very negative towards communications about the risks of drinking alcohol: they were the most likely to agree that alcohol isn't as bad for you as some people say, and that the Government really talks down to them about the dangers of drinking alcohol. In addition, they were the second least likely to agree that it is never right for under 18s to drink alcohol, although they were no less likely to agree that alcohol makes young people vulnerable.

They were the most spontaneous group and enjoyed taking risks and doing things on the spur of the moment.

They started drinking earlier in life with three-fifths having had their first alcoholic drink before they were 16.



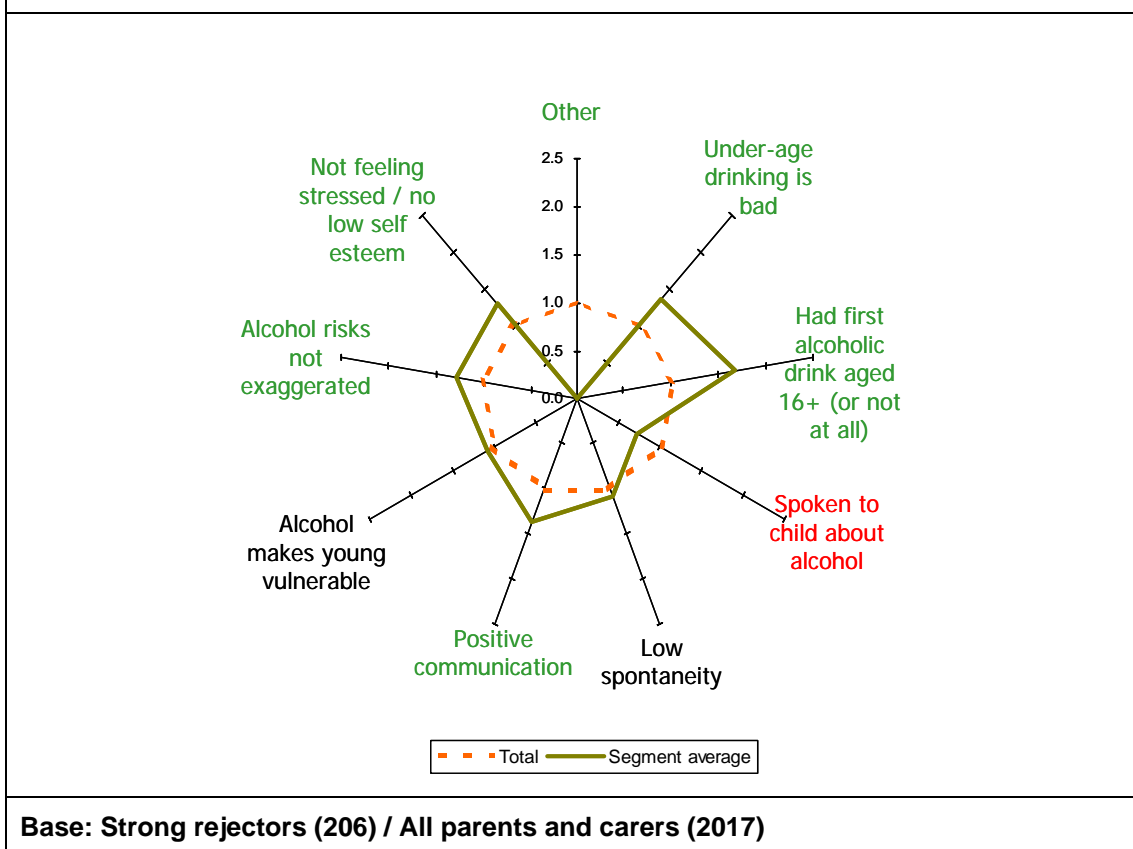
5.1.5 Strong rejectors

The Strong rejectors held very negative views of alcohol: they were amongst the most likely to agree that too many young people in England drink alcohol, and that it is never acceptable for under 18s to drink. Most also agreed that alcohol makes young people vulnerable.

They were the most likely to disagree that the risks of drinking are exaggerated, and second most likely to disagree with the 'Continental model' of introducing young people to alcohol gradually. They were more likely than other segments to agree that it's safer to say no to their child drinking until they are 18. However, their attitudes were not as negative as those of the 'Proactive and in control' segment.

They were less likely to feel confident discussing alcohol with their child, and less likely to agree that they would prefer to discuss it with them before it becomes an issue. Instead, they appeared to be more likely to take a 'Just say no' attitude: in particular they were more likely to agree that discussing the issue with their child would just put ideas into their head. Three-quarters of this group had never had an alcoholic drink.

Chart 68. Strong rejectors: Profile on key dimensions



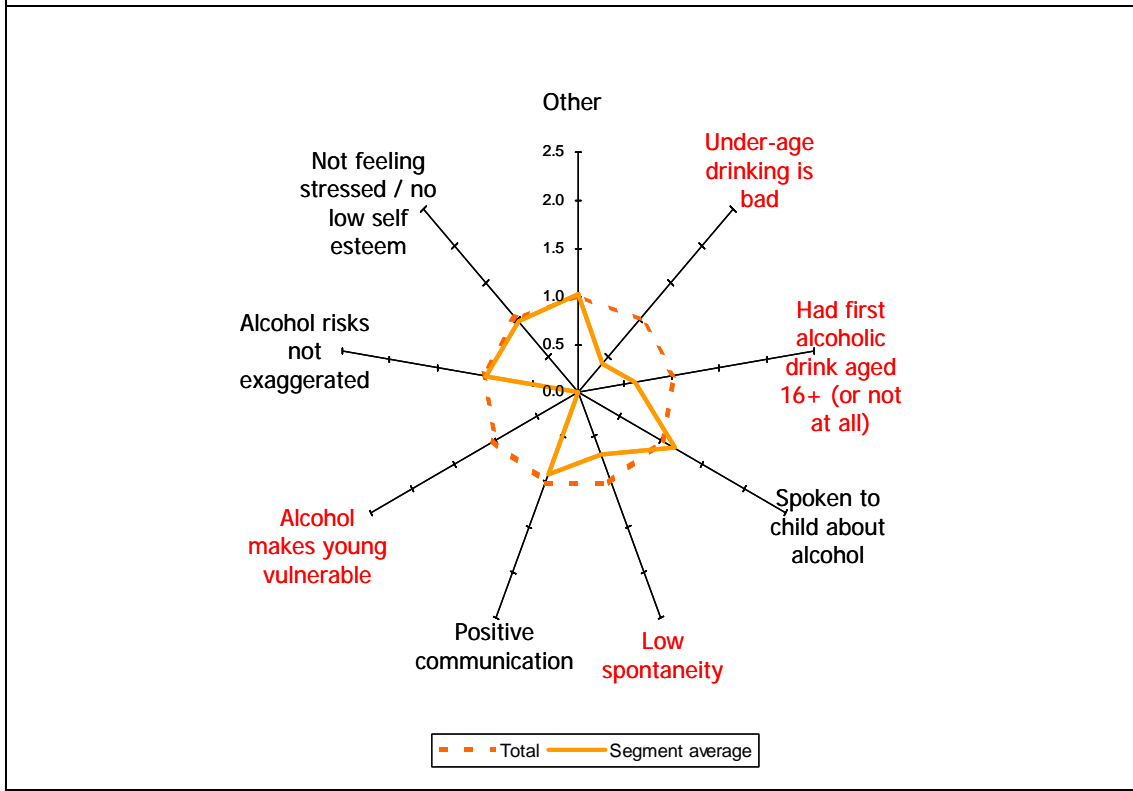
5.1.6 Risk reducing supervisors

On the face of it this segment appears to hold fairly positive attitudes to underage drinking: none of them thought that underage drinking makes young people vulnerable, they were less likely than average to agree that it's safer to just say no until the child is 18, and more likely to subscribe to the 'Continental model' of introducing alcohol gradually.

However, these differences appear to be because these parents felt that they have close control over their child's drinking, and that they can reduce the risks to their child through this close control.

This segment was equally most likely (with the Educating Liberals) to have spoken with their child about alcohol (82% cf 77%): having been fairly proactive in doing so (they are the second most likely to say that the conversation came about because they thought it was the right time), and tending to speak to their child at a relatively young age. However, these conversations were less likely than other segments to focus on the risks to the child from underage drinking, and were instead more likely to focus on the detail of drinking (e.g. drinking in moderation, types of alcohol, how it makes you feel).

Chart 69. Risk reducing supervisors: Profile on key dimensions



Base: Risk reducing supervisors (206) / All parents and carers (2017)

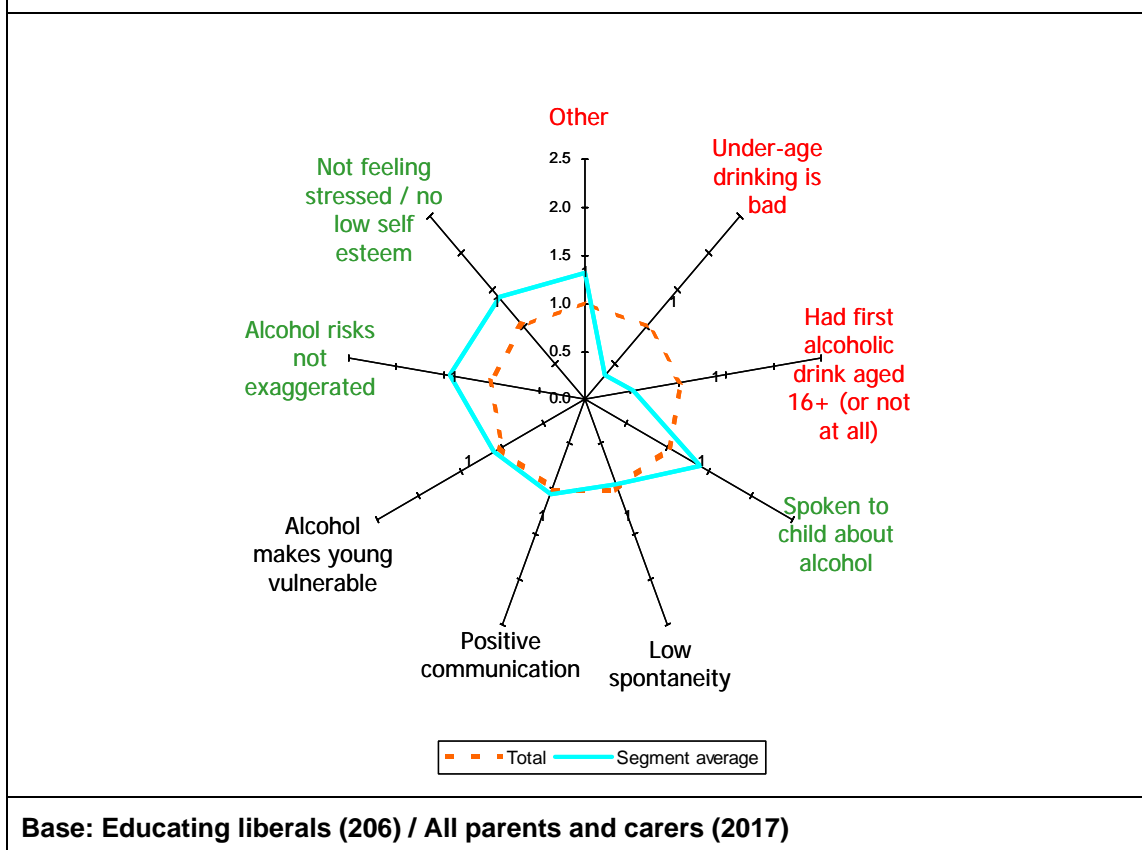
5.1.7 Educating liberals

The Educating liberals tended to have 'liberal' attitudes to alcohol, and have been proactive in speaking with their child about alcohol. They tended to speak to their child at an early age, and to have discussed a wide range of topics with them: in particular the risks to their health and safety related to alcohol. They were also the most proactive in speaking with their child about alcohol: doing so because they thought it was the right time, rather than in response to external stimulus / events. All Educating liberals said they felt comfortable talking with their child about alcohol.

They tended to be a confident group and were the least likely to report feeling stressed or low self esteem.

Educating liberals tended to start drinking alcohol at a younger age, with almost three-quarters (73%) having had an alcoholic drink before they were 16.

Chart 70. Educating liberals: Profile on key dimensions



5.2 Children and young people segmentation

Seven clusters were developed for children and young people, developed using cluster analysis based on nine key dimensions and a number of key behaviours. The key behaviours were:

- Whether child has had an alcoholic drink
- Whether parent has spoken to child about drinking alcohol
- Whether have rules about alcohol
- Household influencers (i.e. living with someone who drinks heavily, smokes or takes illegal drugs)
- School year of child

The key dimensions were:

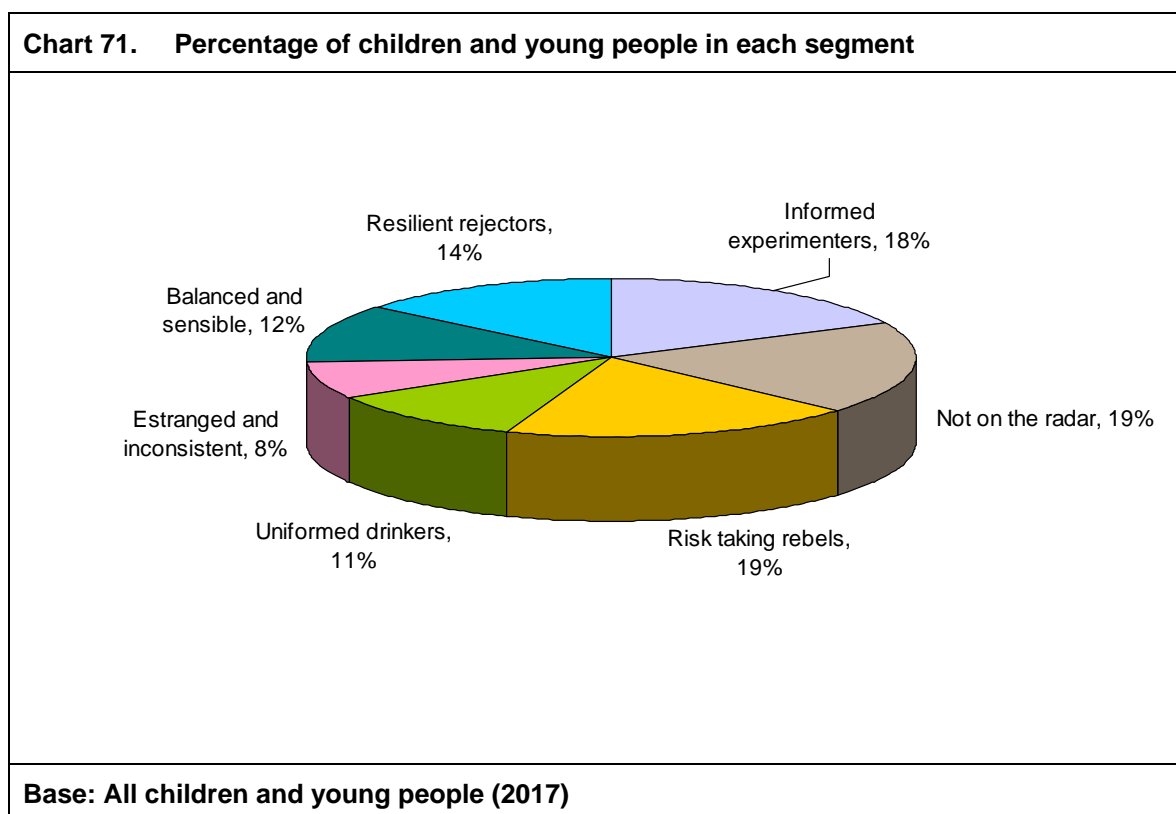
- Low spontaneity
- Self esteem
- Family centred
- Alcohol leads to trouble
- Alcohol is not cool
- Understanding parents
- Alcohol makes young vulnerable
- Alcohol risks not exaggerated
- Pushy parents

Each of these dimensions comprised one or more variables from the survey as described in Table 18.

Spontaneity	Disagree: I like taking risks
	Disagree: I often do things on the spur of the moment
Self esteem	Agree: I am a likeable person
Family centred	Agree: I really like spending time with my family
	Agree: I think of parent as a friend
	Agree: I always obey the rules of this family
Alcohol leads to trouble	Agree: Young people who drink alcohol are likely to be in trouble with the police
	Agree: Young people who drink alcohol have nothing better to do
	Agree: Young people who drink alcohol parents have no control over them
	Agree: Young people who drink alcohol are the type who doesn't do well at school/college
Alcohol is not cool	Disagree: Young people who drink alcohol are mature and grown up

Table 18. Key dimensions and variables in the children/young people's segmentation	
	Disagree: Young people who drink alcohol are exciting
	Disagree: Young people who drink alcohol are normal
Understanding parents	Disagree: There is no point talking to parent about things that are important to me (s)he never listens
	Disagree: Parent is always putting me down in some way (for example how I talk or behave)
Alcohol makes young vulnerable	Agree: Alcohol makes young people more vulnerable to risk or harm
Alcohol risks not exaggerated	Disagree: Alcohol isn't as bad for you as some people say it is
	Disagree: The worst you can suffer from drinking too much is being sick or a hangover
	Disagree: The best way of learning your limits is through experience
Pushy parents	Agree: Parent is always pushing me to do better

The proportion of children and young people falling into each of the seven segments is shown in Chart 71.



The remainder of this section provides a brief introduction to each of the segments. The spider diagrams show how the mean score for each segment on the dimensions shown in Table 18 vary from the overall mean for the total sample.

5.2.1 Balanced and sensible

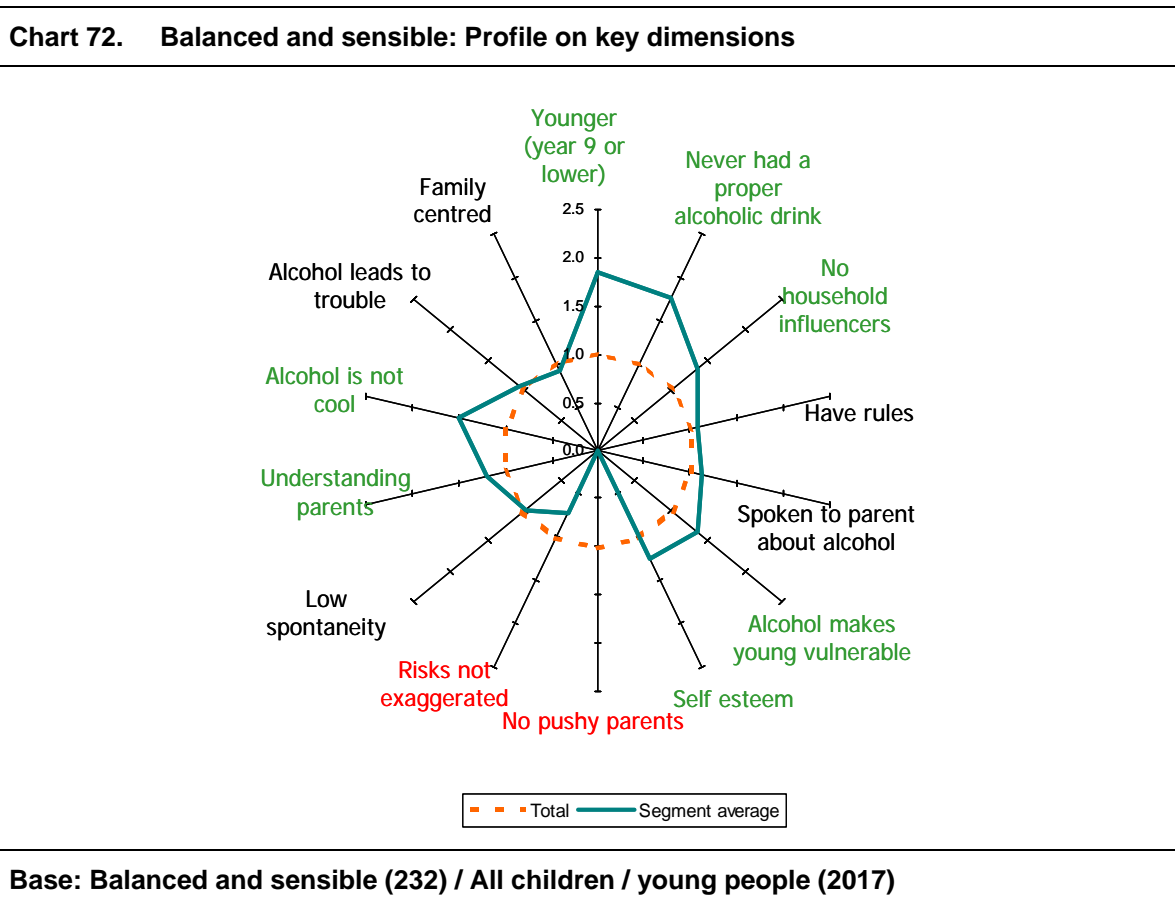
The Balanced and sensible segment is the youngest of all segments, with almost all of them in school Years 6-9, and 58% in Years 6 or 7.

They had high levels of self confidence and self esteem. They had very negative views of alcohol and young people who drink it, although they were no more likely than average to score highly on the factor that alcohol leads to trouble. They were the second most likely to think that alcohol can make young people vulnerable.

They were the most likely of the younger segments to say that their parents had spoken to them about alcohol and that they have rules regarding alcohol.

Around nine in ten had never had an alcoholic drink.

While they were one of the segments least likely to live with a negative household influence, a fifth lived with a smoker and 5% with someone who they think drinks a lot of alcohol.



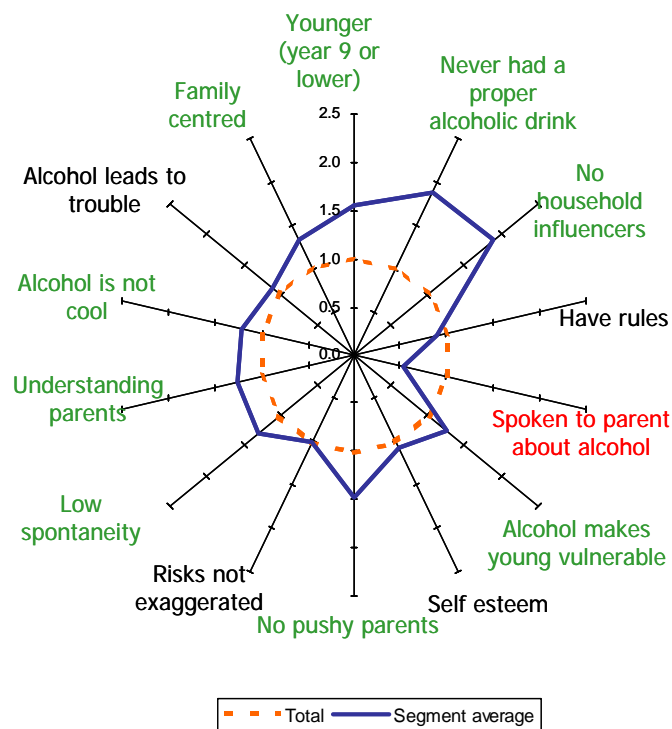
5.2.2 Not on the radar

This was one of the younger segments with around three-quarters in school Years 6-9. They appeared to get on well with their parents, and scored second highest on being ‘family centred’, and lowest on ‘my parents don’t understand me’

This segment was one of the most negative about alcohol: only 4% had ever tried alcohol and they were the most likely to think that alcohol is not cool. Three-quarters thought that young people who drink are not mature and grown up, and six in ten thought they are not exciting. This segment was also more likely than average to think that alcohol leads to trouble and that alcohol makes young people vulnerable.

Three in ten had spoken with their parent about alcohol, and a quarter said that there are no rules for them about drinking: for most of those who have, the rule was that they should not drink at all.

Chart 73. Not on the radar: Profile on key dimensions



Base: Not on the radar (385) / All children / young people (2017)

5.2.3 Resilient rejectors

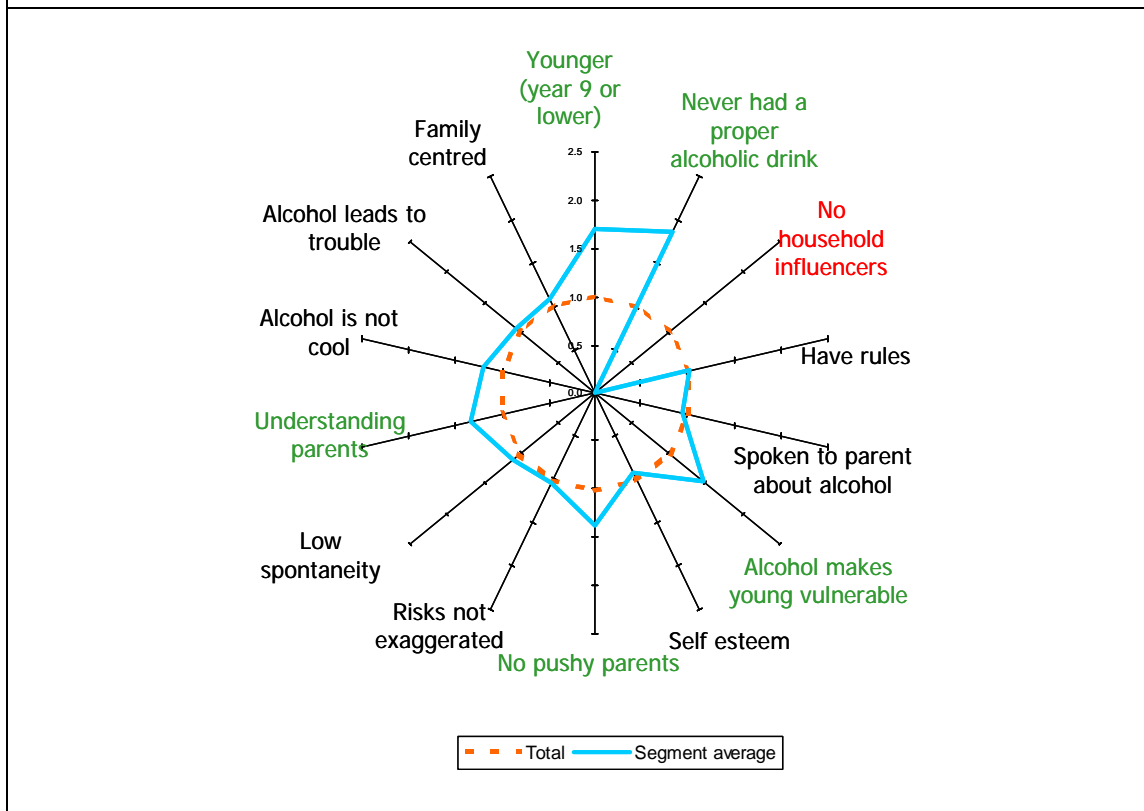
This was the second youngest segment with four in five young people in school Years 6-9.

All of the children in this segment lived in a household with negative influencers: one in five of them lived with someone who they thought drinks heavily and almost all lived with a smoker. This is one of the reasons they have been called resilient rejectors; they lived in environments which could encourage some fairly poor behaviours, but they had relatively negative views on alcohol. They were more likely than the not on the radar segment to think that alcohol makes young people vulnerable and they were slightly more likely than average to think alcohol is not cool, and alcohol leads to trouble.

These attitudes were reflected in their behaviours: they were the second least likely to have ever had an alcoholic drink and very few of them had ever been drunk.

This group got on fairly well with their parents, and were about average in terms of having spoken with their parents about alcohol, or having rules about it: more likely than Not on the Radar to have done so, but not as likely as Balanced and sensible.

Chart 74. Resilient rejectors: Profile on key dimensions



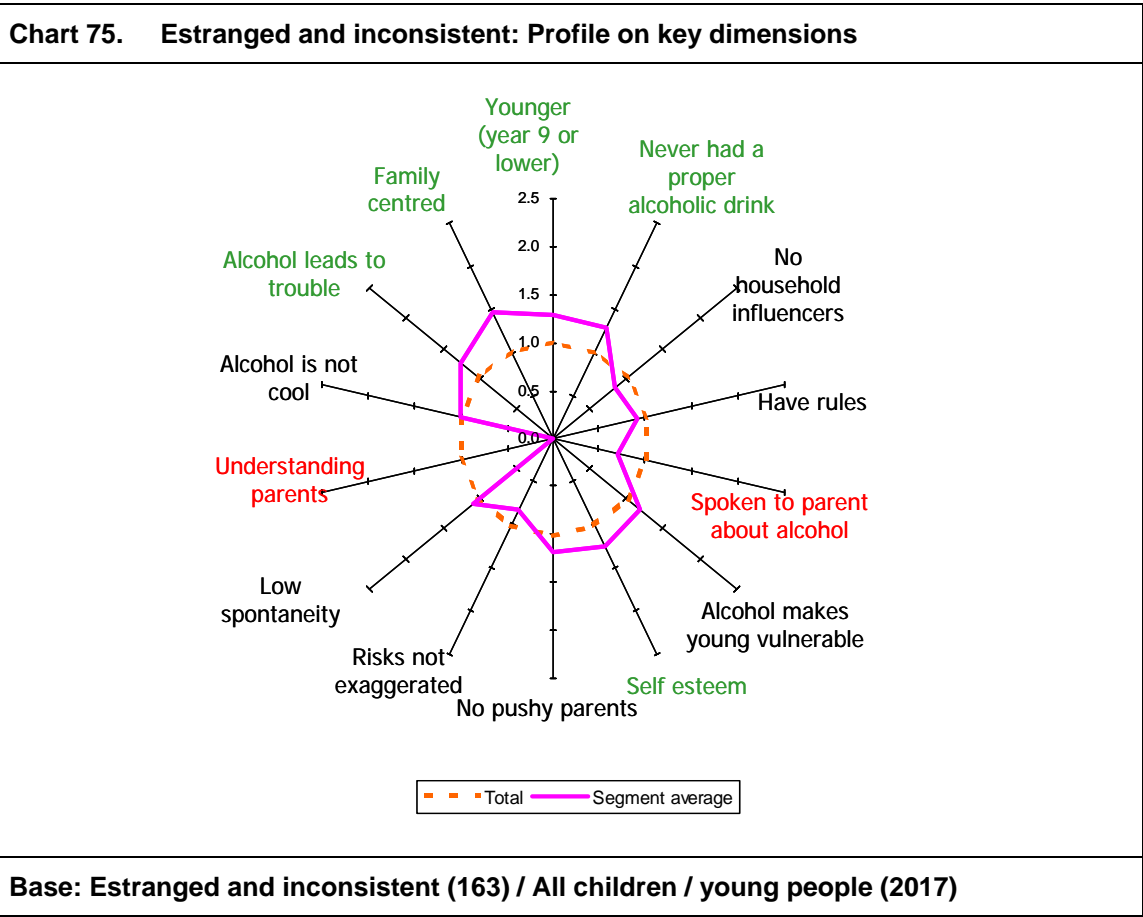
Base: Resilient rejectors (287) / All children / young people (2017)

5.2.4 Estranged and inconsistent

This is the fourth of the younger child segments and they were characterised by having a less good relationship with their parents. While they were the most likely to agree that they always obey the rules in their family and enjoy spending time with them (resulting in a positive family centred dimension score), their relationship with their parents was less positive: they were the least likely to feel that their parents understand them, and were more likely than average to feel that their parents are always putting them down. Their parents were less likely to have spoken with them about alcohol - only 38% had - and they were also one of the least likely to have rules set for them about drinking alcohol.

This segment has been named 'inconsistent' because their views on alcohol were mixed: while they recognised that alcohol makes young people vulnerable and that it leads to trouble, they also factored at around average on the 'alcohol is cool' dimension.

Perhaps as a result of this perceived poor parenting, and the fact that they lived in less positive areas, this was the most likely of the younger segments by a wide margin to have ever had an alcoholic drink - 34% had, compared with 10% of the Balanced and Sensible and 5% or less of the other segments



5.2.5 Informed experimenters

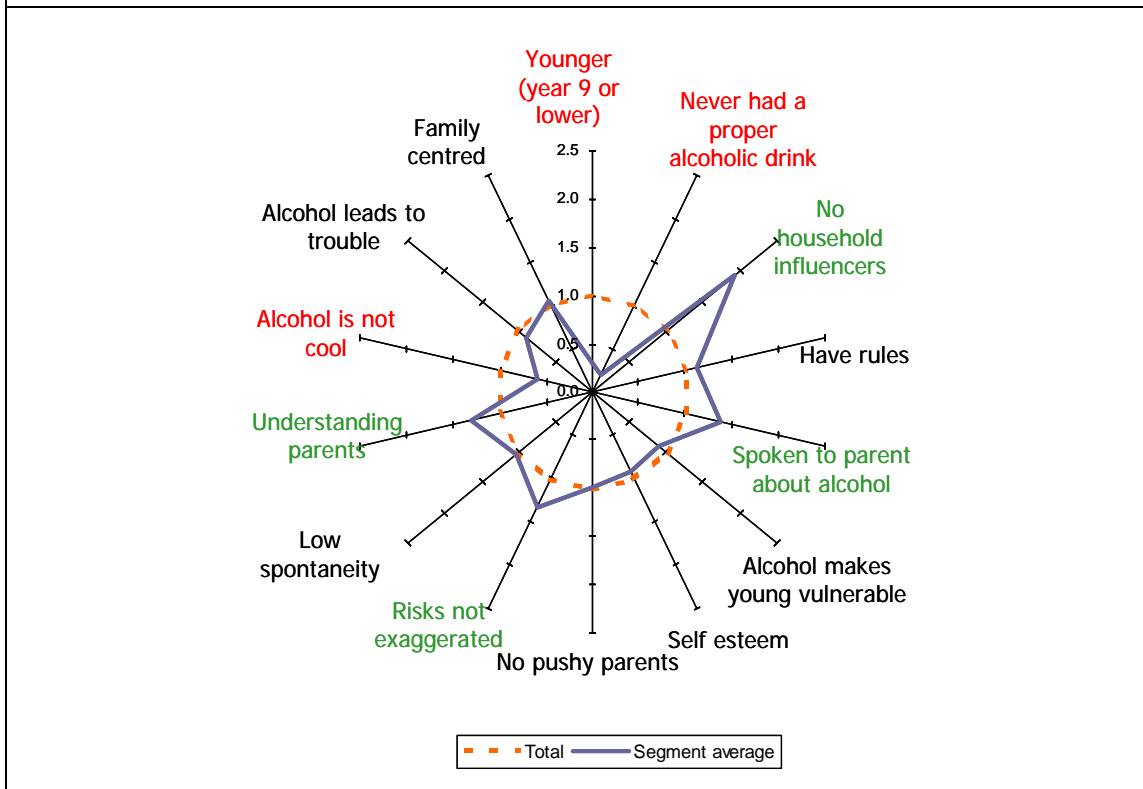
This segment was the second oldest of the children's segments with 86% of young people in school Years 10-13.

Children in this group were likely to have mixed views on drinking alcohol. While they were the segment least likely to think that the risks of alcohol are exaggerated, they were twice as likely as average to think that alcohol is cool, and to have a positive image of young drinkers.

The majority of young people in this segment had a good relationship with their parents, and were one of the segments most likely to say that their parents understand them. This was reflected by the fact they were the segment most likely to have spoken to their parents about alcohol and the majority (96%) had rules about drinking alcohol.

None of the children in this segment lived in households where there are smokers, heavy drinkers or drug users.

Chart 76. Informed experimenters: Profile on key dimensions



Base: Informed experimenters (352) / All children / young people (2017)

5.2.6 Risk taking rebels

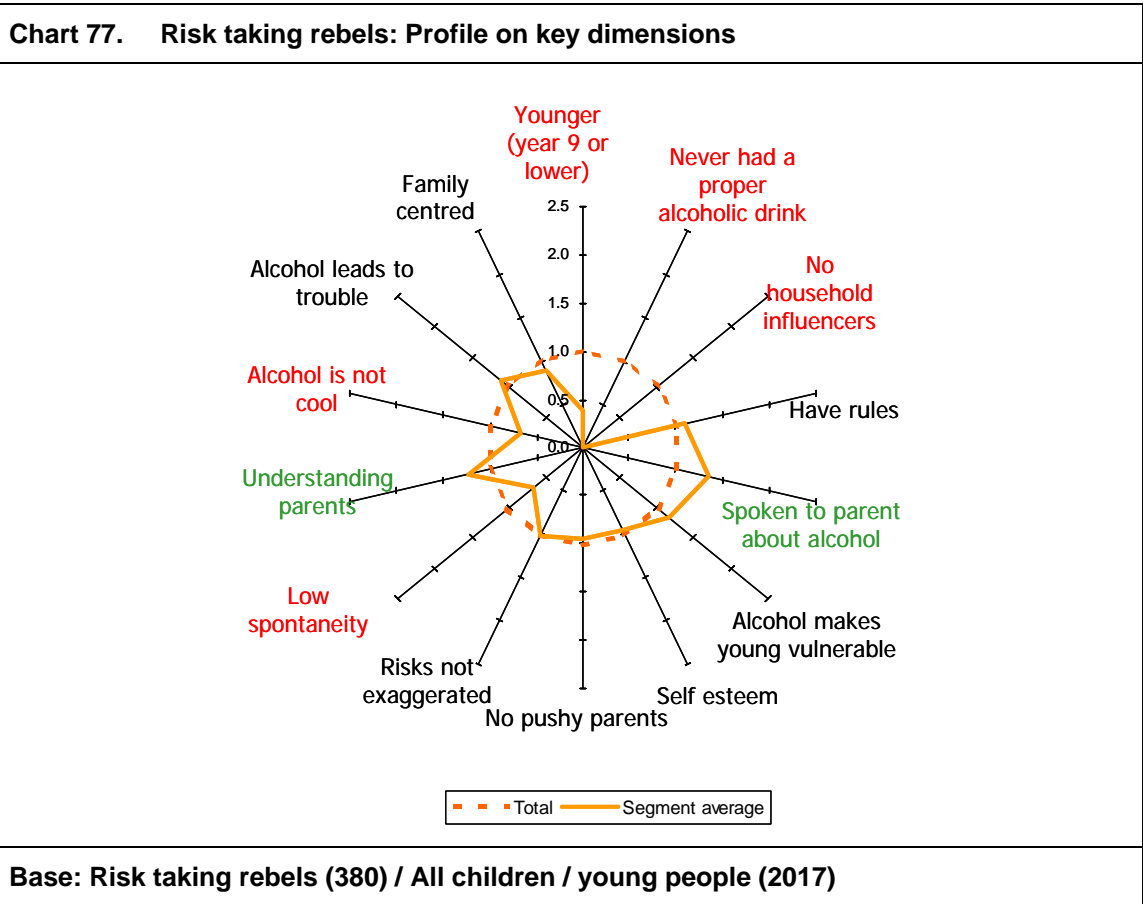
They were one of the oldest segments with four-fifths in school Years 10-13.

Children in this segment were the most likely to have had an alcoholic drink (98%) despite having multiple rules about alcohol, and having spoken to their parents about a wide range of topics relating to alcohol.

While they were less likely than average to agree that alcohol makes young people vulnerable or leads to trouble, they were more likely to think that young people who drink alcohol are cool and the risks are exaggerated.

Children in this group tended to be the most spontaneous and enjoy taking risks and doing things on the spur of the moment.

They generally had a good relationship with their family and were more likely than average to think that their parents understand them. All of the young people in this segment lived with someone who smoked, drank heavily or took illegal drugs and they were the most likely to live with someone that they think drinks heavily.



5.2.7 Uninformed drinkers

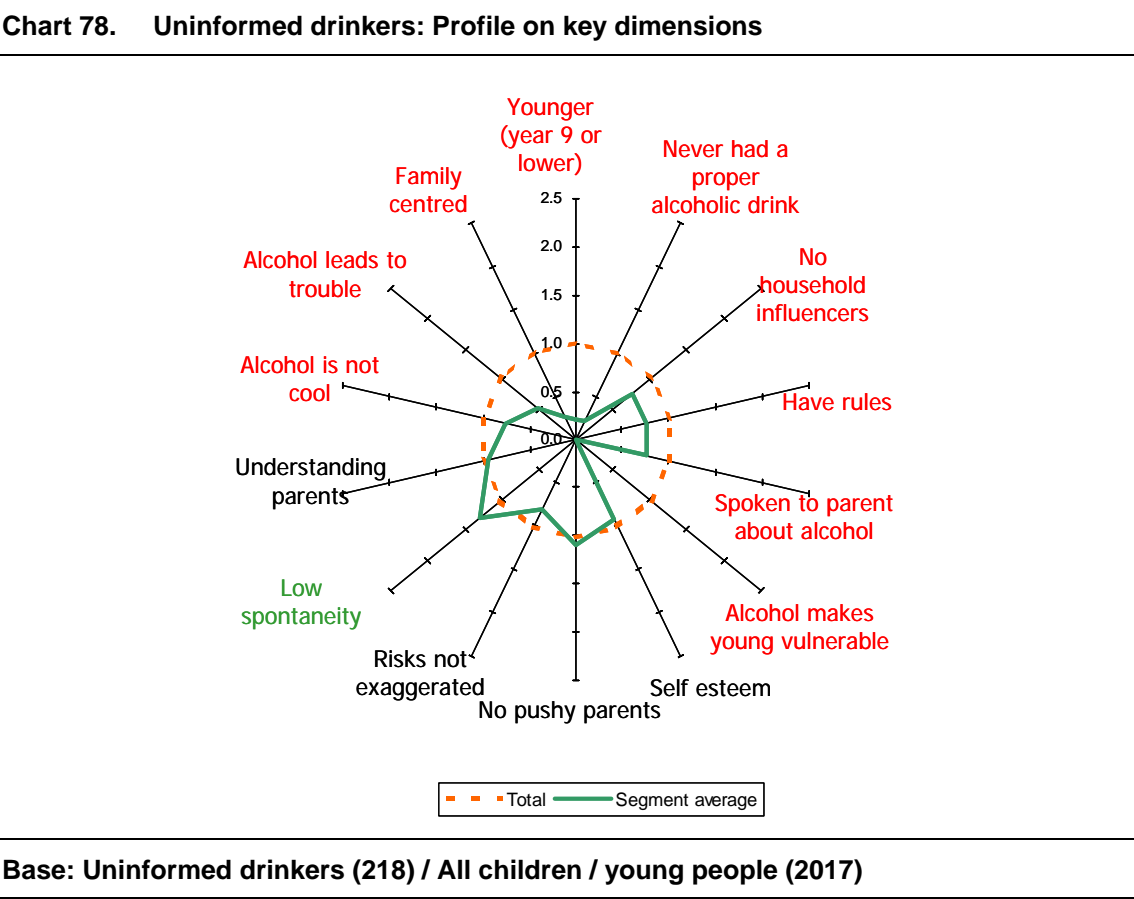
This segment was the oldest of the children’s segments, with nine in ten (91%) children in school Years 10-13.

They were one of the segments least likely to have the right image of, or relationship with alcohol: none thought that drinking alcohol makes young people vulnerable, and they were the least likely to think that alcohol leads to trouble.

They were the least likely of the older segments to have spoken to their parents or carers about alcohol or to have rules about alcohol, and for this reason they have been labelled ‘uninformed’.

In general, they were one of the segments who were least likely to get on with their family: they were less likely than average to be family centred and the most likely to disagree that they enjoy spending time with their family.

They were the second most likely to live with a smoker, heavy drinker or a drug user: one in five said they live with a heavy drinker.



6 Appendices

6.1 Appendix 1: Weighting

The weights applied to the data are shown in Table 19

Table 19. Weighting profile		
Gender and school year of child		
Male	Age	%
Male - Year 6	10	6.1
Male - Year 7	11	6.2
Male - Year 8	12	6.2
Male - Year 9	13	6.2
Male - Year 10	14	6.4
Male - Year 11	15	6.5
Male - Year 12	16	6.8
Male - Year 13	17	6.9
	Total Male	51.3
Female	Age	%
Female - Year 6	10	5.8
Female - Year 7	11	5.9
Female - Year 8	12	5.9
Female - Year 9	13	5.9
Female - Year 10	14	6.1
Female - Year 11	15	6.2
Female - Year 12	16	6.4
Female - Year 13	17	6.5
	Total Female	48.7
Government Office Region (GOR)		%
East Midlands		8.6
Eastern		10.8
London		13.5
North East		5.2
North West		14.5
South East		16.0
South West		9.7
West Midlands		11.2
Yorkshire & Humber		10.4
Working status of parent		%
Men working full time		33.1
Men working not full time		11.3
Women working		38.2
Women not working		17.4
Social Grade of CIE		%
AB		17.6
C1		27.4
C2		22.8
D		15.7
E		16.6
Ethnicity of parent		%
White		87.9

Table 19. Weighting profile	
Black (All)	4.7
Asian (All)	6.3
Other	1.1
Base: All parents / young people (2017)	

6.2 Correlation Matrix: Responses given by Children and Parents in same household

Table 20 shows levels of correlation between responses given by children and parents in the same household. As already mentioned, care was taken to ensure that the questions asked of children and parents were as consistent as possible, to enable us to look at levels of correlation between the responses given by children and their parents. These show whether parents and children in the same household answered in the same way, and for which questions or types of questions, or for which subject areas, there were the most commonalities in the way that the questions were answered.

Both children's and parents' questions are shown in the table, together with correlation coefficients, significance levels and the sample size for each question.

The column (p-value) shows levels of significance:

- A value of 0.00 means that the correlation is significant at more than the 99% level of confidence
- A value higher than 0.05 means that the difference is not significant at the 95% level of confidence

While most of the correlations shown are significant, it is notable that many of the correlation coefficients are not particularly high, with few gaining a coefficient of greater than 0.3 and only 7 of the 129 variables attaining a correlation coefficient of greater than 0.5.

The commentary to this report draws out correlations which are notably high, or where higher levels of correlation might have been expected but were not observed. For ease, these are also shown shaded in Table 20 using the following colour-coding:

- Variables for which the correlation coefficient is greater than 0.5 are shown shaded in yellow
- Variables for which correlations are lower than we might have expected are shaded in turquoise.

Table 20. Correlations between joint questions				
Parent Carer Question	Child / Young Person Question	Correlation	p-value	Sample size
General attitudes				
Agree: I like taking risks	Agree: I like taking risks	0.15	0.00	1998
Agree: I like to enjoy life and don't worry about the future	Agree: I like to enjoy life and don't worry about the future	0.10	0.00	2000
Agree: There is little I can do to change my life	Agree: There is little I can do to change my life	0.13	0.00	1965
Agree: Children should always do what their parents tell them	Agree: Children should always do what their parents tell them	0.18	0.00	2009
Agree: Alcohol isn't as bad for you as some people say it is	Agree: Alcohol isn't as bad for you as some people say it is	0.15	0.00	1555
Agree: The best way to learn your limits is through experience	Agree: The best way to learn your limits is through experience	0.23	0.00	1536
Agree: The worst you can suffer from drinking too much is being sick or a hangover	Agree: The worst you can suffer from drinking too much is being sick or a hangover	0.16	0.00	1542
Views on child's routine: {I/we} have a routine about things like this	Do your parents or carers have rules about things like when you go to bed, when you do your homework and so on? Yes they have rules and always stick to them	0.29	0.00	1899
{I/we} like to have a routine but don't always stick to it	They have rules but do not always stick to them	0.18	0.00	1899
There are no fixed rules	There are no rules	0.27	0.00	1899
Perceptions of youth drinking				
Agree: Drinking alcohol makes young people more vulnerable to risk or harm	Agree: Drinking alcohol makes young people more vulnerable to risk or harm	0.12	0.00	1569
Agree: Too many people aged under 18 in England drink alcohol	Agree: Too many people aged under 18 in England drink alcohol	0.12	0.00	1530
Agree: It is never right for someone aged under 18 to drink alcohol.	Agree: It is never right for someone aged under 18 to drink. I mean a whole drink and not just a sip	0.36	0.00	1569
Perceptions of young people aged under 18 drinking alcohol There are more bad things than good things	Perceptions of young people aged under 18 drinking alcohol There are more bad things than good things	0.12	0.00	1492
Conversations and rule setting about alcohol				
Parent has never spoken to CHILD about alcohol	Parent has never spoken to CHILD about alcohol	0.57	0.00	2017

Parent Carer Question	Child / Young Person Question	Correlation	p-value	Sample size
Prompts to conversations about alcohol: Saw someone drinking at home	Prompts to conversations about alcohol: Saw someone drinking at home	0.09	0.00	2017
Saw someone drinking out of home	*Saw someone drinking out of home	0.07	0.00	2017
Saw someone who was drunk	Saw someone who was drunk	0.24	0.00	2017
*Saw someone who had a hangover	Someone had a hangover	0.17	0.00	2017
Following a school lesson	Following a school lesson	0.20	0.00	2017
Something else said at CHILD's school	Something else said at school	0.16	0.00	2017
Something seen on television / in the media	Something seen on television / in the media	0.17	0.00	2017
I raised it / thought it was the right time	(P) raised it / thought it was the right time	0.24	0.00	2017
Child asked about it	I asked about it	0.20	0.00	2017
Child drank more than they should	I drank more alcohol than I should	0.33	0.00	2017
What discussed in conversation about alcohol Don't drink / not allowed to drink	What discussed in conversation about alcohol Don't drink / not allowed to drink	0.35	0.00	2017
Don't drink too much / drink in moderation	Don't drink too much / drink in moderation	0.29	0.00	2017
About drinking behaviour of the adults in the household	About how much alcohol the adults you live with drink	0.21	0.00	2017
Different types of alcohol / strengths	Different types of alcohol / strengths	0.25	0.00	2017
What it tastes like	What it tastes like	0.23	0.00	2017
Why adults like to drink alcohol	Why adults like to drink alcohol / how it makes you feel	0.16	0.00	2017
Risks to CHILD's safety after drinking	Risks to your safety after drinking	0.24	0.00	2017
Risks to CHILD's health of drinking	About things that might happen to your health because of drinking	0.18	0.00	2017
Getting involved in violence/crime as a result of drinking	About fighting or crime that might happen as a result of drinking	0.19	0.00	2017
Drink driving	Drink driving	0.27	0.00	2017
Alcohol addiction	About becoming dependent on alcohol / addiction	0.19	0.00	2017
Cultural/religious aspects	Alcohol and your culture / religion	0.31	0.00	2017
None of these	None of these	-0.01	0.82	2017
Rules set relating to alcohol: CHILD is not allowed to drink alcohol at all	Rules set relating to alcohol: Not allowed to drink alcohol at all	0.51	0.00	2017
Allowed to drink alcohol on special occasions, like family parties	Only allowed to drink alcohol on special occasions, like family parties	0.34	0.00	2017

Table 20. Correlations between joint questions				
Parent Carer Question	Child / Young Person Question	Correlation	p-value	Sample size
*Allowed to drink alcohol with a meal at a restaurant, at home	*Only allowed to drink alcohol with a meal at a restaurant or at home	0.24	0.00	2017
Not allowed to drink alcohol outside of home	*Not allowed to drink alcohol outside of home	0.21	0.00	2017
CHILD is allowed to drink alcohol with adult supervision	**Only allowed to drink alcohol when there are adults around	0.17	0.00	2017
Rules about what alcohol they are allowed to drink	Rules about what alcohol you are allowed to drink (e.g. only beer, wine and cider)	0.21	0.00	2017
Rules about how much alcohol they are allowed to drink	Rules about how much alcohol you are allowed to drink (e.g. just one glass)	0.25	0.00	2017
Other rules (specify)	Other rules (specify)	0.22	0.00	2017
No rules related to alcohol - they can drink what they want	I can drink what I want	0.22	0.00	2017
*No rules related to alcohol - we haven't talked about it	We haven't talked about it	0.34	0.00	2017
Information about young people & alcohol				
Have you seen, heard or read any advertising, publicity or information about young people and alcohol recently?	Have you seen, heard or read any advertising, publicity or information about young people and alcohol recently?	0.15	0.00	1951
Where seen / heard / read advertising / publicity / information related to alcohol	Where seen / heard / read advertising / publicity / information related to alcohol	0.12	0.00	802
TV	TV			
Radio	Radio	0.25	0.00	802
Newspaper	Newspaper	0.22	0.00	802
Magazine	Magazine	0.08	0.02	802
Work	Work	-0.01	0.82	802
GP/doctor	GP/doctor	0.03	0.35	802
School nurse	School nurse	-0.01	0.76	802
Official websites (DH, NHS Direct, NHS Choices, DCSF website)	Official websites (e.g. DH, NHS Direct, NHS Choices, DCSF website)	-0.01	0.73	802
Talktofrank.co.uk / KnowYourLimits.co.uk	Talktofrank.co.uk / KnowYourLimits.co.uk	0.17	0.00	802
BBC website	BBC website	0.21	0.00	802
Leaflet / booklet	Leaflet / booklet	0.19	0.00	802
Letter addressed to you in post	Letter addressed to you in post	0.00	0.97	802
Awareness of CMO Guidelines about young people and alcohol: Young people UNDER 15 should NEVER DRINK ALCOHOL	Awareness of CMO Guidelines about young people and alcohol: Under 15s should not drink any alcohol at all	0.14	0.00	2017

Table 20. Correlations between joint questions				
Parent Carer Question	Child / Young Person Question	Correlation	p-value	Sample size
*Young people UNDER 15 should only drink alcohol IF THEY ARE GIVEN IT BY AN ADULT	*Under 15s should only drink alcohol if they are given it by an adult	0.08	0.00	2017
*Young people aged 15-17 should ONLY DRINK ALCOHOL ONCE a week	15 to 17 year olds should only drink alcohol once a week	0.01	0.77	2017
Young people aged 15-17 should ONLY drink alcohol when SUPERVISED BY A RESPONSIBLE ADULT	*15 to 17 year olds should only drink alcohol when they are with an adult	0.11	0.00	2017
None of these	None of these	0.22	0.00	2017
Child's drinking behaviour				
As far as you know, has CHILD ever had an alcoholic drink - a whole drink not just having a sip?	Have you ever had a proper alcoholic drink - a whole drink, not just a sip?	0.64	0.00	1934
As far as you know, has CHILD ever had an alcoholic drink û whole drinks not just having a sip?	Can I just check does (parent) know you drink/have drunk alcohol?	0.64	0.00	1886
How often do you think CHILD drinks alcohol nowadays?	How often do you usually have an alcoholic drink?	0.65	0.00	624
And has CHILD been drunk in the last 12 months?	Have you ever been drunk?	0.44	0.00	729
Whether child has done any of these in the past 12 months while drunk	Whether child has done any of these in the past 12 months while drunk	0.32	0.00	983
Felt ill or vomited	Felt ill or vomited			
Got into a fight or argument with someone	Got into a fight or argument with someone	0.28	0.00	983
Had an accident and got hurt	Had an accident and got hurt	0.30	0.00	983
Taken an illegal drug	Taken an illegal drug	0.20	0.00	983
Damaged or broken something	Damaged or broken something	0.35	0.00	983
Was a victim of crime	Was a victim of crime	0.27	0.00	983
Had unprotected casual sex / sex with someone they wouldn't have had sex with otherwise	Had unprotected casual sex / sex with someone I wouldn't have had sex with otherwise	0.18	0.00	983
Had gaps in their memory / can't remember parts of the evening	Had gaps in my memory / can't remember parts of the evening	0.23	0.00	983
Fallen asleep in train / bus / other and not been able to get home	Fallen asleep on train / bus / other and not been able to get home	-0.01	0.81	983
Lost money, mobile phone or other items	Lost money, mobile phone or other items	0.16	0.00	983
Been unable to attend work / school / college	Been unable to attend work / school / college	0.22	0.00	983
Been in trouble with the police	Been in trouble with the police	0.33	0.00	983
How would parent feel if child started drinking alcohol I wouldn't like CHILD drinking alcohol at all	How would your parents or carers feel if you started drinking alcohol? They wouldn't like me drinking alcohol at all	0.17	0.00	821

Table 20. Correlations between joint questions				
Parent Carer Question	Child / Young Person Question	Correlation	p-value	Sample size
I wouldn't mind as long as CHILD didn't drink too much	They wouldn't mind as long as I didn't drink too much	0.19	0.00	821
I would let CHILD drink as much as {he / she} wanted	They would let me drink as much as I liked	-0.02	0.57	821
How parent feels about child drinking alcohol: I don't like CHILD drinking alcohol at all	How do your parents or carers feel about you drinking alcohol? They don't like me drinking alcohol at all	0.20	0.00	724
I don't mind as long as CHILD didn't drink too much	They don't mind as long as I didn't drink too much	0.20	0.00	724
I let CHILD drink as much as {he / she} wants	They let me drink as much as I like	0.25	0.00	724
Compared with other people of his / her age, how much do you think he / she drinks?	Do you think other people of your age drink...?	0.30	0.00	697
Other behaviours				
Smokes cigarettes nowadays	Smokes cigarettes nowadays	0.19	0.00	1958
Taken any illegal drugs in past 12 months	Taken any illegal drugs in past 12 months	0.06	0.01	1953
Someone else in household smokes cigarettes	Someone else in household smokes cigarettes	0.61	0.00	1715
Drinks alcohol heavily	Drink a lot of alcohol	0.24	0.00	1715
Take illegal drugs	Take illegal drugs	0.19	0.00	1715
None of these	None of these	0.51	0.00	1715

6.3 Questionnaires

6.3.1 Parent Questionnaire

Click on the icon to open the questionnaire



Parent/carer
questionnaire

6.3.2 Child / young person Questionnaire

Click on the icon to open the questionnaire



Child/Young person's
questionnaire

Ref: DCSF-RR195

ISBN: 978 1 84775 632 9

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Published by the Department for
Children, Schools and Families