

Alcohol consumption amongst young people

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*This presentation is based upon undergraduate and doctoral research carried out by Richard Ward

Research questions

- Are students like other young people?
 - Do students change?
 - Do young people understand
 - drinking behaviours?
 - safe drinking behaviours?
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Research strategy

- Quantitative component

	18-22	23-29
Working	300	300
Studying	300	300

- equal M/F split; 6 cities; quota sampled
- pilot: 120 individuals, one city

- Qualitative component

- follow-up focus groups

Students: what are they like, eh?

- Results from pilot:
 - students are not like others
 - students not like themselves

Students and safe drinking

Tables 4 & 5 from *How can I drink safely?*

	Official guidelines	Actual above limit	Actual below limit
Males	Perceived above limit	45.0%	--
	Perceived below limit	45.0%	10.0%
Females	Perceived above limit	93.3%	--
	Perceived below limit	5.0%	1.7%

	Self-defined guidelines	Actual above limit	Actual below limit
Males	Perceived above limit	53.7%	--
	Perceived below limit	35.2%	11.1%
Females	Perceived above limit	89.8%	--
	Perceived below limit	8.5%	1.7%

Students and safe drinking

- Males less aware of heavy drinking
 - Females aware but not bothered
 - Safety = physical safety
 - especially for females
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Responses

- Revised marketing messages
 - “one drink=two units”
 - safety = inner safety
 - Preliminary discussions with WG
 - Student crib card
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References


“A good night out: alcohol-related behaviours in young adults”, *Worldwide Hospitality and Tourism Themes* (2009) v1:2 pp169-193

“How can I drink safely? Perception versus the reality of alcohol consumption”, *Service Industries Journal* (2009) v29:10 pp1397-1411

“Young UK Women and Wine: Pre-loading is Safe Drinking!” 2011 Conference paper

All by C. Ritchie, F. Ritchie & R.T. Ward

Intermediate Certificate

Premium Larger 5.2%abv	X	1 pint (568ml)	=	3
Spirit 40%abv	X	25ml	=	1
		35ml		1.4
		50ml		2
Ready Mixed Drink 5.0%abv	X	275ml	=	1.4