

TSNW

TRADING STANDARDS NORTH WEST

Young Persons' Alcohol, Tobacco and E-Cigarette Survey 2017 Wirral Local Authority Report



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

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

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1. Introduction to the study



Background and methodology

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

Questionnaire format



- 20 Trading Standards Services in the North West participated in the 2017 survey. Each assumed responsibility for the distribution of the survey in their own Local Authority area.
- Schools were given the option to administer the survey either online or on paper. The majority of respondents chose the latter option.
- A total of 9173 questionnaires were completed (sample breakdown is included in the Appendix), of which 82 were from Wirral Local Authority.
- Mustard assumed responsibility for collating and verifying all the data and information provided, and producing a report summarising the key research findings. Separate local authority area reports are also being produced to inform local understanding and initiatives.
- This report summarises the results for Wirral Local Authority to inform local understanding and initiatives. Results are compared against those from previous years, although you did not participate in the study in 2015.



2. Current trends

Drinking alcohol seems to be losing appeal among young people.



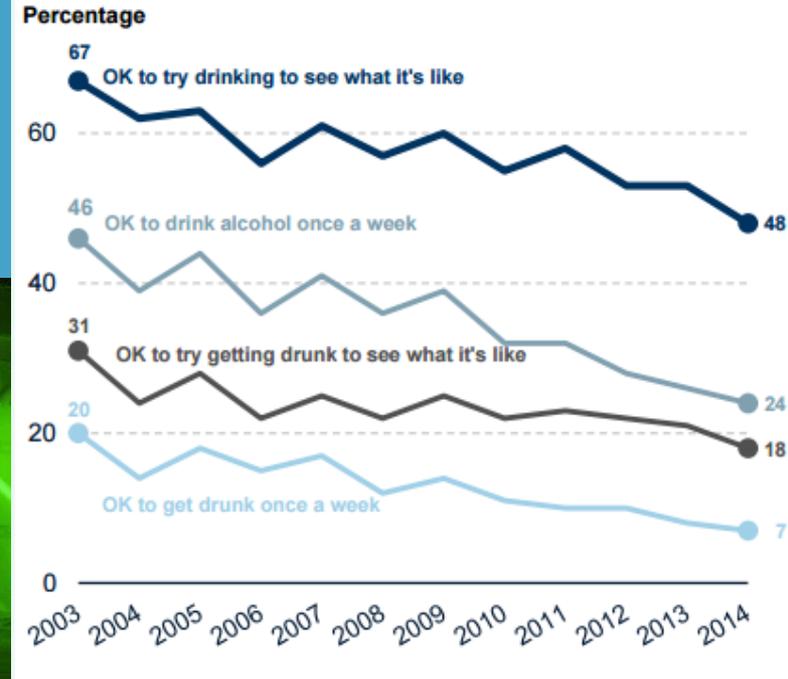
“A number of factors – less disposable income, a reaction to the overindulgence of the previous generation, the prominence of social media – have apparently converged to call time at the bar for Britain's young people.”

Oscar Quine, The Independent, January 2016



“Dips in alcohol consumption traditionally follow recessions.”

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



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



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

*Public Health England
September 2016*

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

*Public Health England
September 2016*

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

*Nielsen
September 2016*

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



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

National Centre for Social Research 2016

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

Damien Gayle, The Guardian, December 2016

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



HUFFPOST



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

Younger Consumers Are Trending Toward More Health-Conscious Eating

By Elwood D. Watson

Younger Americans Embrace Healthier Eating Options

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



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



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

Top Universities 2017

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

Office for National
Statistics 2016

the guardian

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

economics banking retail markets eurozone

Beer prices rise amid sobering threat of Brexit-related inflation

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

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

News > Business > Business News

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

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

Sources: <https://www.topuniversities.com/student-info/student-finance/how-much-does-it-cost-study-uk>,
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/unemployment/bulletins/youngpeoplenotinwork/youngpeoplenotinwork/unemploymentortraining/next/feb2017>,
<http://www.independent.co.uk/news/business/news/philip-hammond-cigarettes-pack-smokers-price-tax-increase-882-budget-2017-a7619896.html>



3. Alcohol consumption amongst young people in Wirral

Key Headlines - Alcohol Consumption



Results suggest young people in the Wirral are drinking more frequently

A quarter claim to be drinking alcohol once a week or more and fewer claim to be not drinking at all. The sample profile, however, is older than in 2013.

The majority of young people in the Wirral identified themselves as infrequent binge drinkers

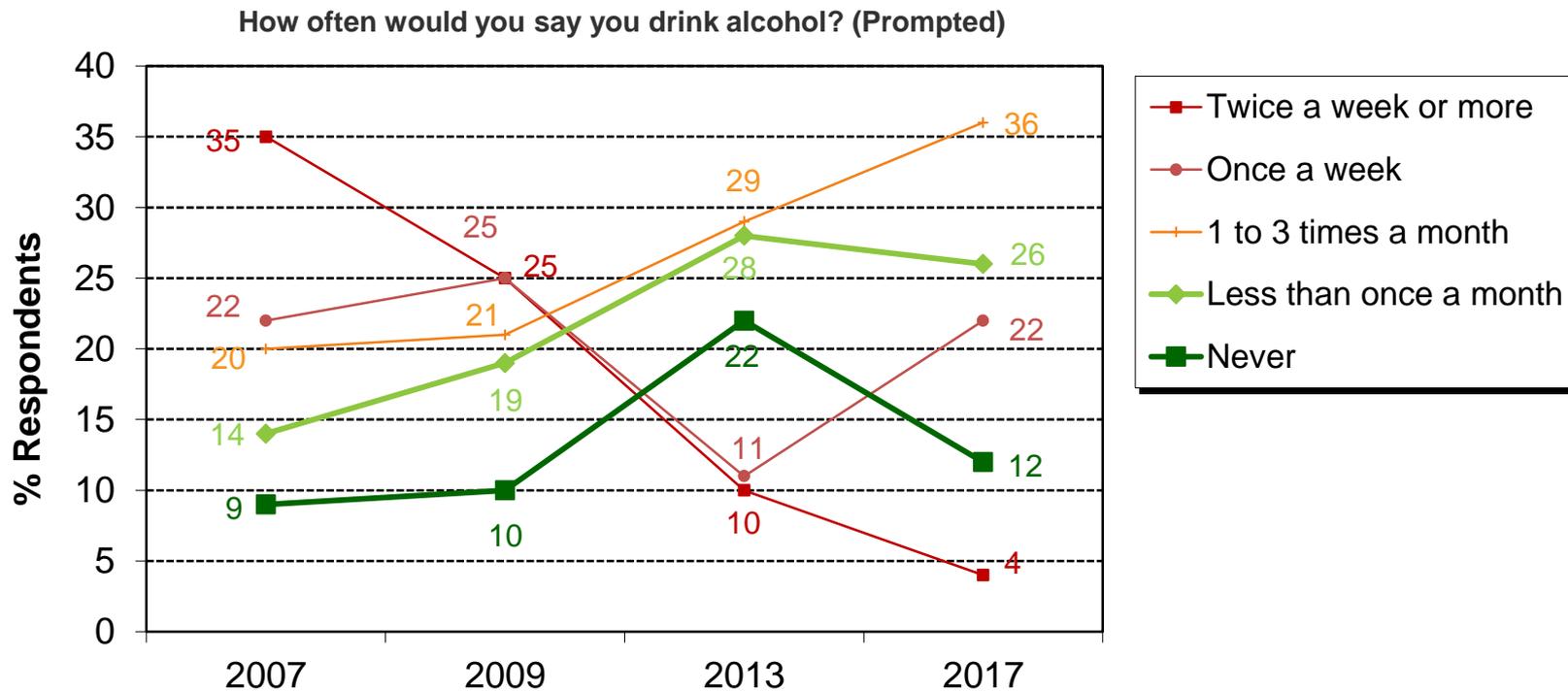
Approximately 1 in 8 claimed to be regular binge drinkers, which is low in comparison to 4 years ago given the older age profile of this year's sample.

The percentage of young people in the Wirral claiming to drink in pubs and clubs has increased

Again this reflects the older age profile of respondents surveyed in the Wirral compared to the North West overall, which is more weighted towards 14-15 year olds. The regional results show that where young people choose to drink alcohol has changed significantly over the last 10 years, with more drinking at home or in their friends' homes under parental supervision.



Frequency of alcohol consumption



Wirral Base: 2007 = 356; 2009 = 181; 2013 = 357; 2017 = 82
Level of data not available to this detail for 2005.
Balance: Not specified

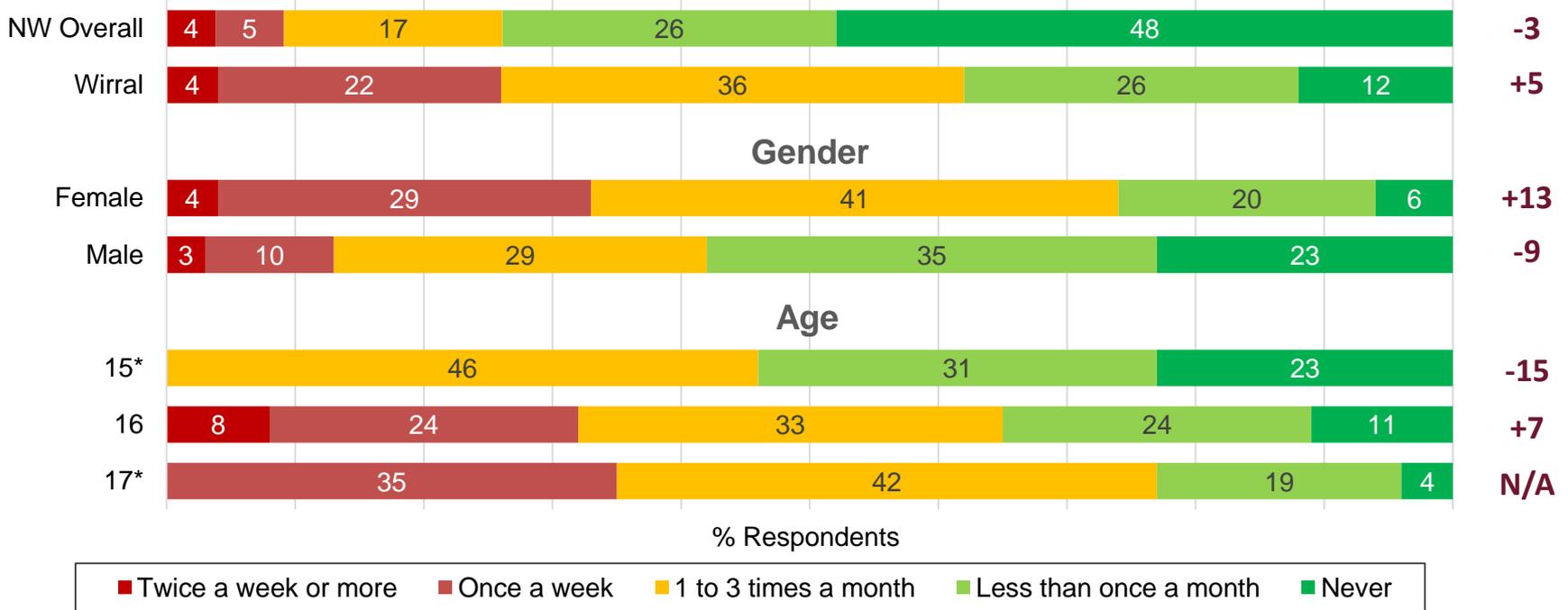
Frequency of alcohol consumption

Analysis by gender and age



How often would you say you drink alcohol? (Prompted)

% change
Once a week or more
Wirral: Since 2013

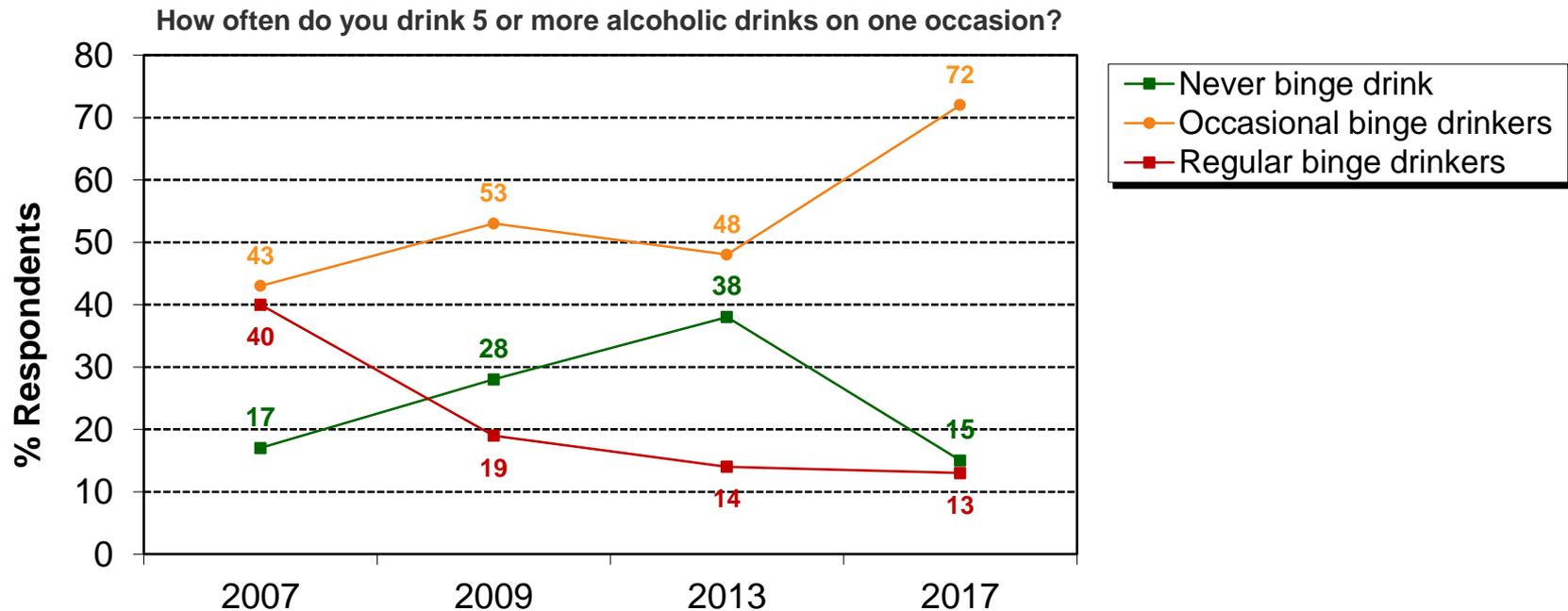


Base NW Overall: 9173 Respondents

Base Wirral: 82 Respondents

Balance: Not specified; * denotes low sample size; treat results with caution

Frequency of binge drinking



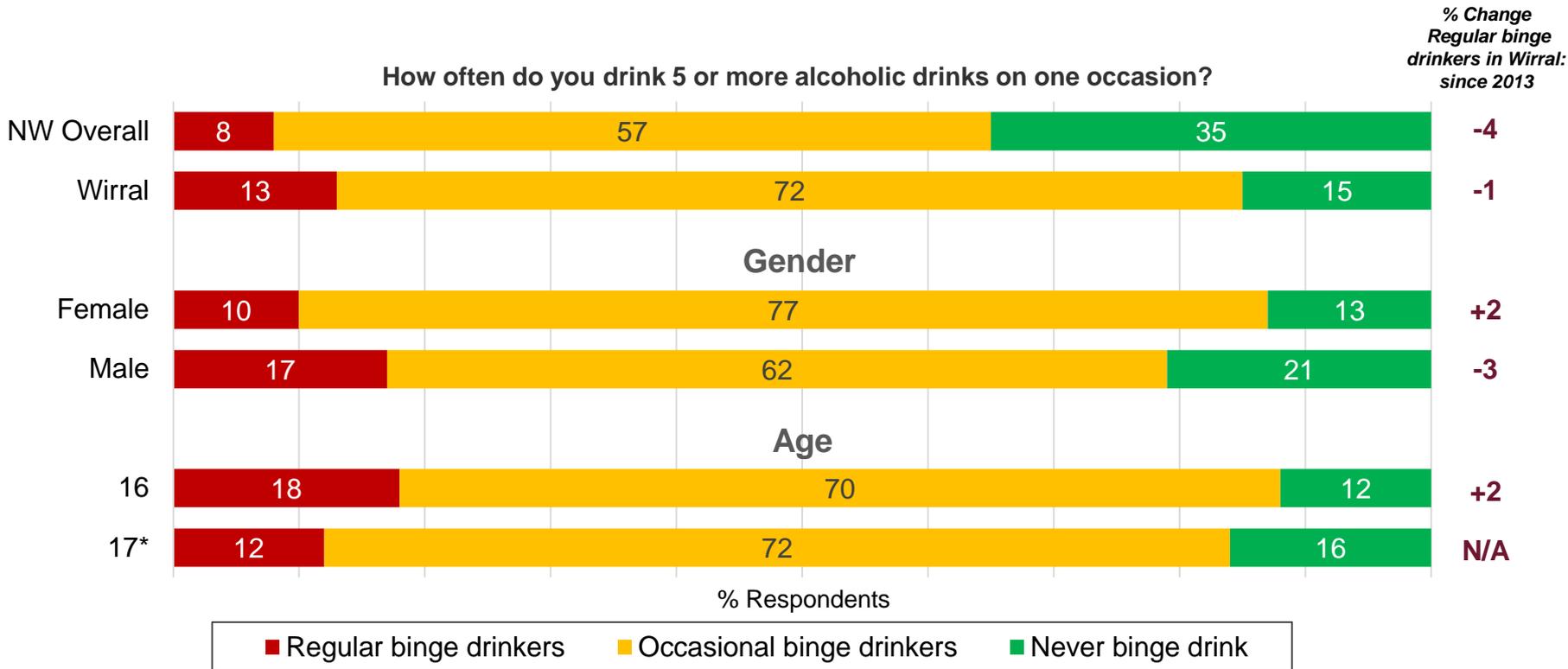
Wirral Base: 2007 = 353; 2009 = 179; 2013 = 356 ; 2017 = 72

Question not asked in 2005

Binge drinking defined as having five drinks or more on one occasion

Frequency of binge drinking

Analysis by gender and age



NW Overall Base: 4794 Respondents

Wirral Base: 72 Respondents

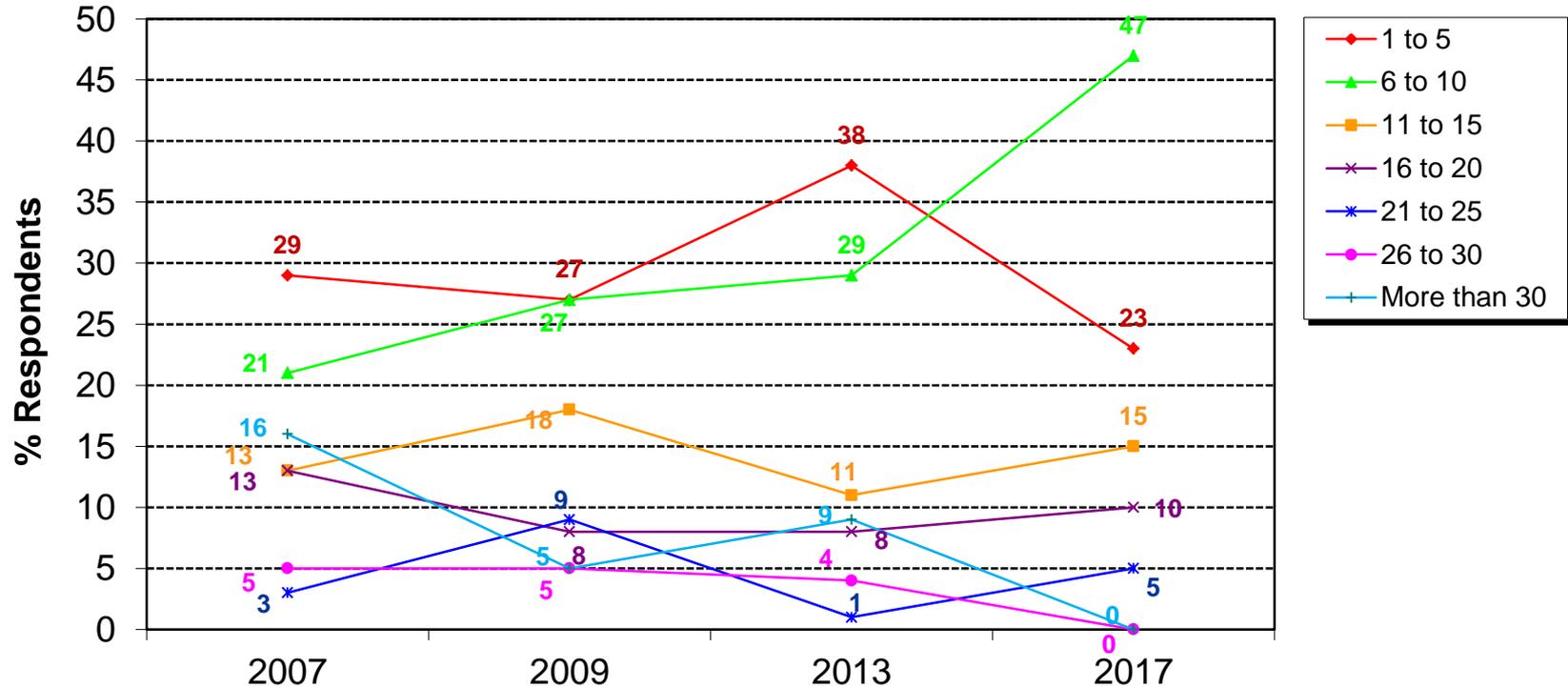
Binge drinking defined as having five drinks or more on one occasion

* denotes low sample size; treat results with caution

Alcohol consumption levels



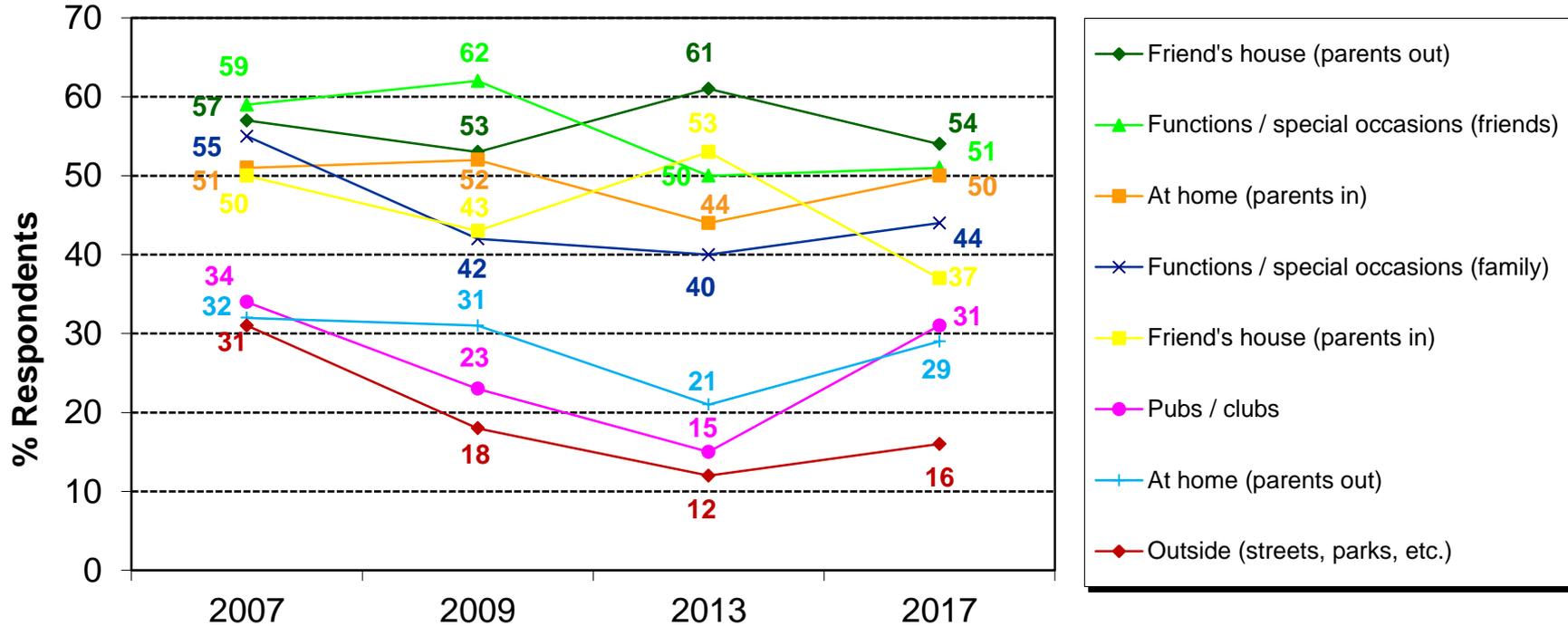
In a typical week, how many units of alcohol do you drink?



Where young people drink alcohol



Where do you mostly drink?



Wirral Base: 2007 = 318; 2009 = 163; 2013 = 280; 2017 = 70

Balance: Never drink alcohol or not stated. Multiple responses allowed; * denotes low sample size, treat results with caution



4. Purchasing alcohol

Key Headlines – Purchasing Alcohol

Young people are mainly getting alcohol from family

A relatively higher percentage in the Wirral are buying alcohol from pubs, clubs and off-licences, reflecting the older age profile of your sample

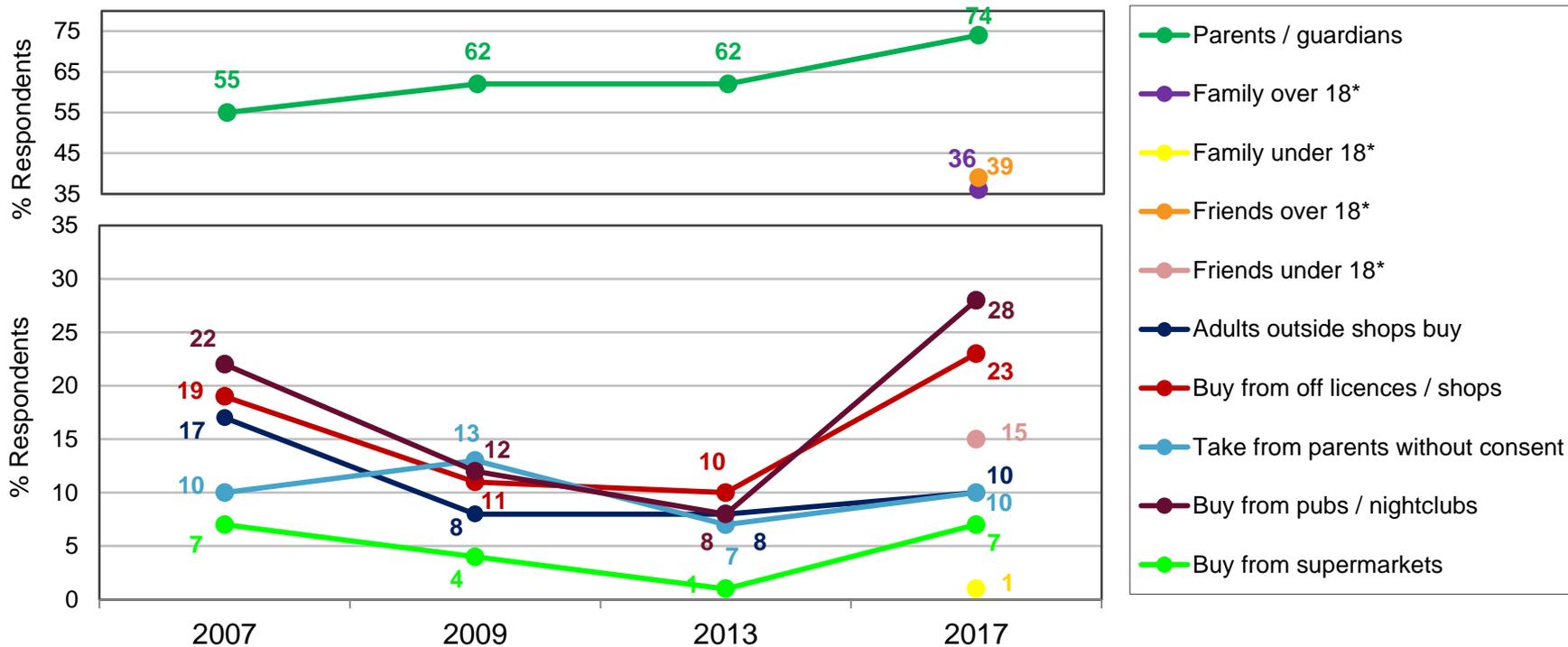
A significantly higher percentage of young people in the Wirral claim to be buying alcohol themselves

Again this reflects the older age profile of respondents compared to four years ago. Results are similar for males and females in your area

Where young people get their alcohol



Where do you get your alcohol from?



Wirral Base: 2007 = 323; 2009 = 161; 2013 = 277; 2017 = 69

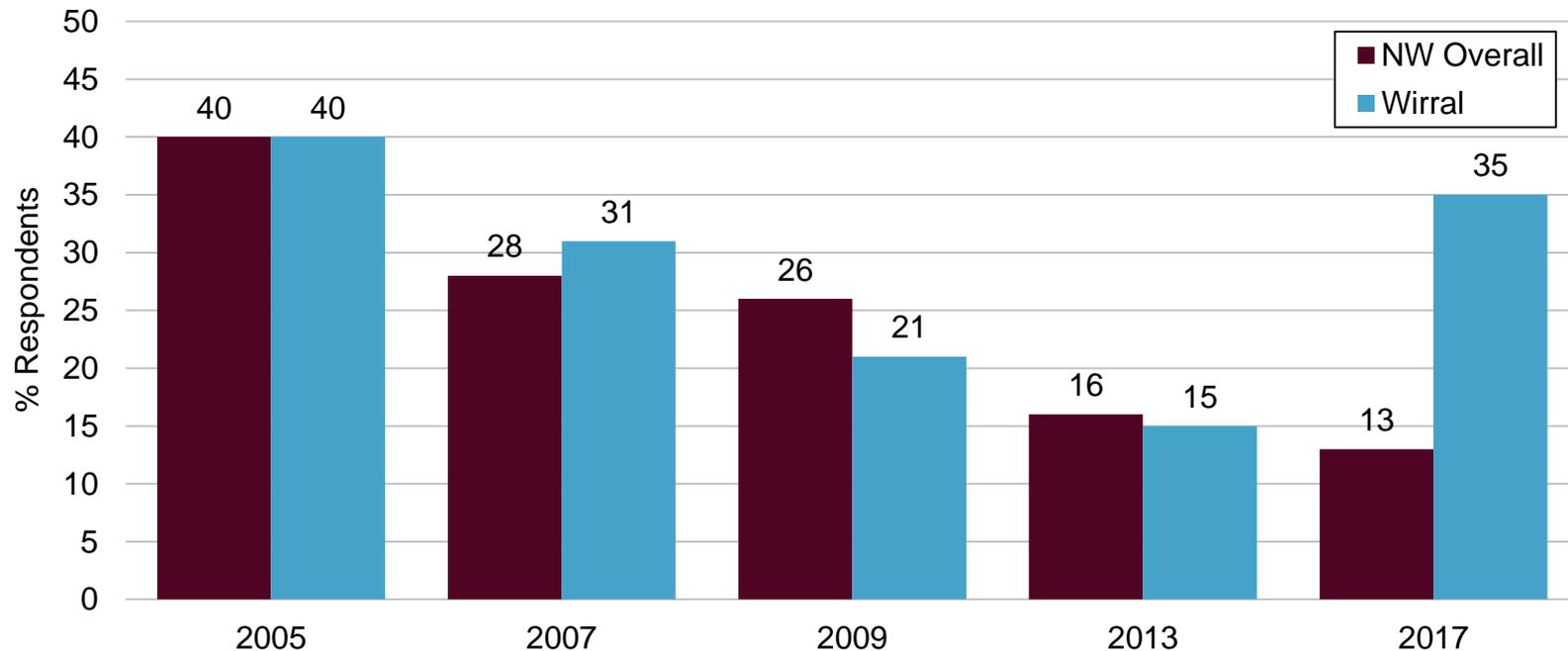
Balance: Not specified; Multiple responses allowed

* New codes added in 2017

Where young people get their alcohol



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



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

Wirral Base: 2005 = 543; 2007 = 323; 2009 = 161; 2013 = 277; 2017 = 69

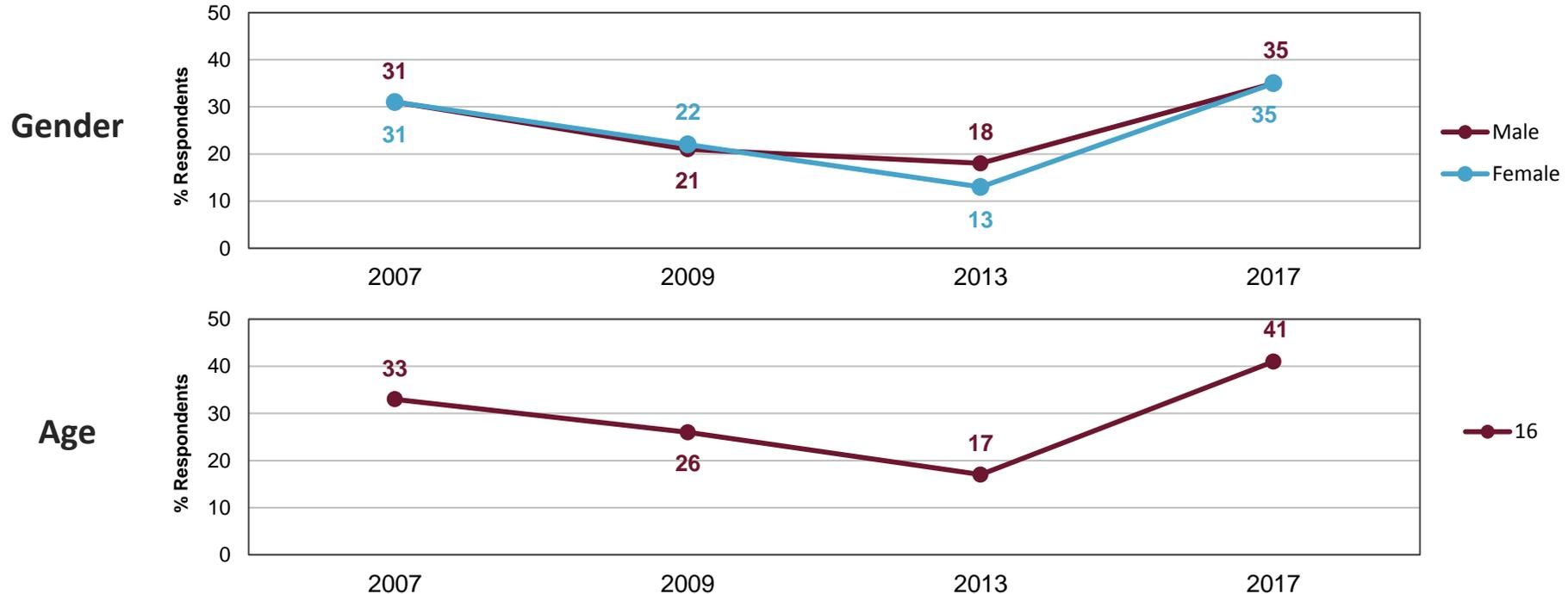
Balance: Not specified; Multiple responses allowed

Where young people get their alcohol

Analysis by gender and age



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





5. Alcohol attitudes, behaviour and understanding

Key Headlines – Attitudes, Behaviour and Understanding



No significant shift in attitudes to drinking alcohol amongst young people in the Wirral

Whereas in the North West overall young people appear to be becoming more sensible towards alcohol. Attitudes towards drinking do change significantly amongst 17 year olds, which explains why we have not seen the same shift in attitudes in the Wirral.

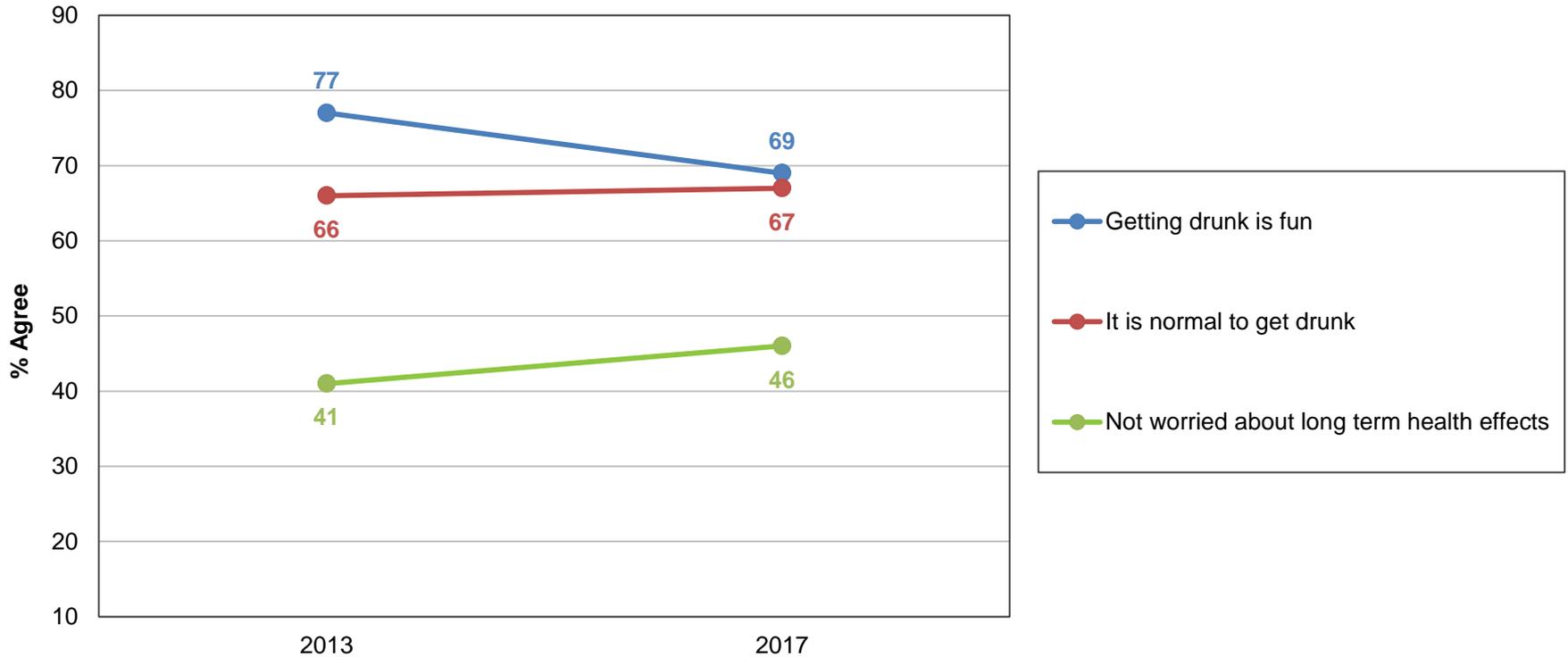
Clear differences in behaviour in the Wirral by gender

Young girls are more conscious of the need to drink in groups and more concerned about their drinks being spiked.

Young people's understanding of legislation in the Wirral have not changed significantly

Were more likely to correctly answer questions regarding whether it was a criminal offence to drink and buy alcohol compared to the region as a whole.

Attitudes to drinking alcohol



Attitudes to drinking alcohol

Analysis by gender and age



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

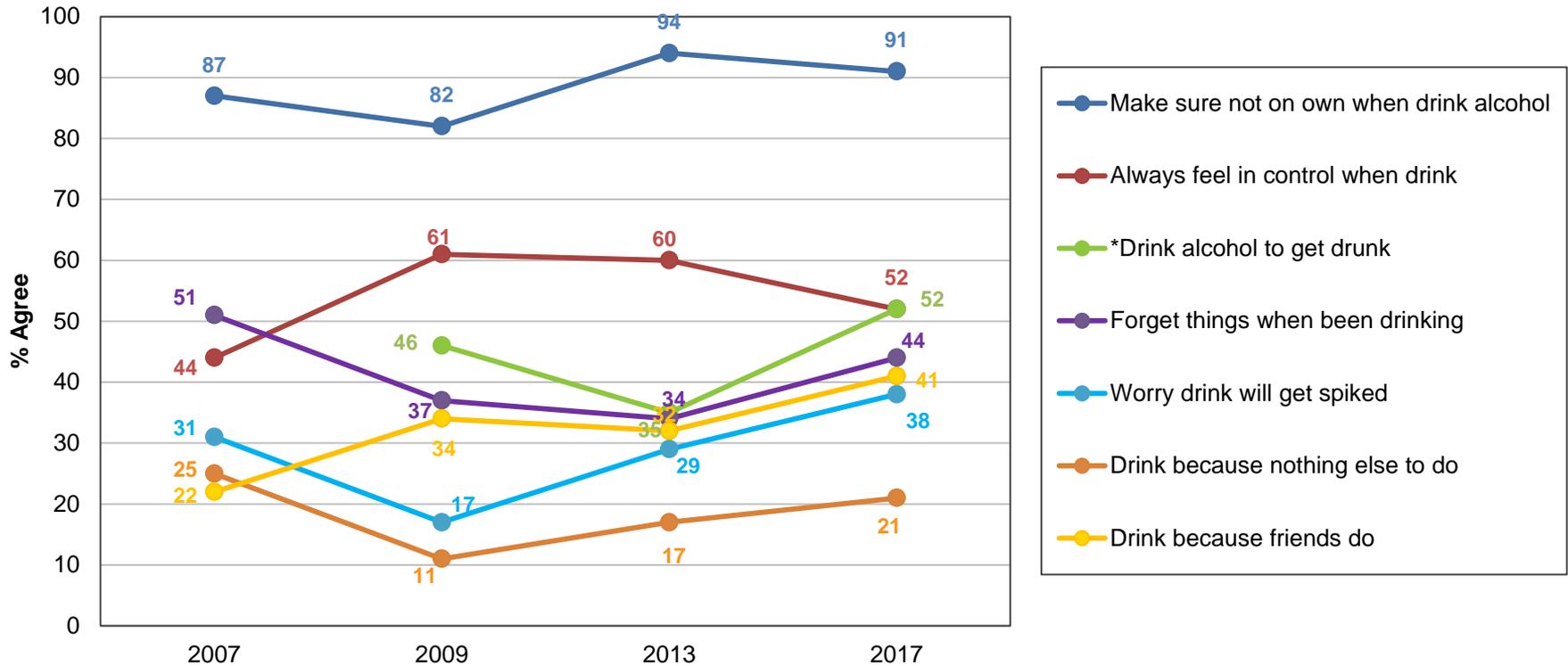
	Male	Female	16	17*
Getting drunk is fun	66%	71%	75%	75%
It is normal to get drunk	59%	72%	81%	60%
I am not really worried about the long-term health effects of drinking alcohol	48%	45%	37%	60%

Average base: 2017 = 78 Respondents

* denotes low sample size; treat results with caution



Behaviour when drinking alcohol (1)



Wirral Average Base: 2007 = 316; 2009 = 158; 2013 = 275; 2017 = 67
Only asked to those who indicated that they drink alcohol.

Behaviour when drinking alcohol (1)

Analysis by gender and age



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

	Male	Female	16	17*
I make sure I am not on my own when out drinking alcohol	82%	96%	90%	100%
I always feel in control when I drink	61%	47%	52%	40%
I mainly drink alcohol to get drunk	41%	58%	63%	52%
I forget things when I have been drinking	23%	54%	48%	44%
I worry that my drink may get spiked	23%	46%	38%	40%
I drink alcohol because there is nothing else to do	18%	23%	14%	28%
I drink alcohol because my friends do	36%	44%	48%	36%

Behaviour when drinking alcohol (2)

Analysis by gender and age

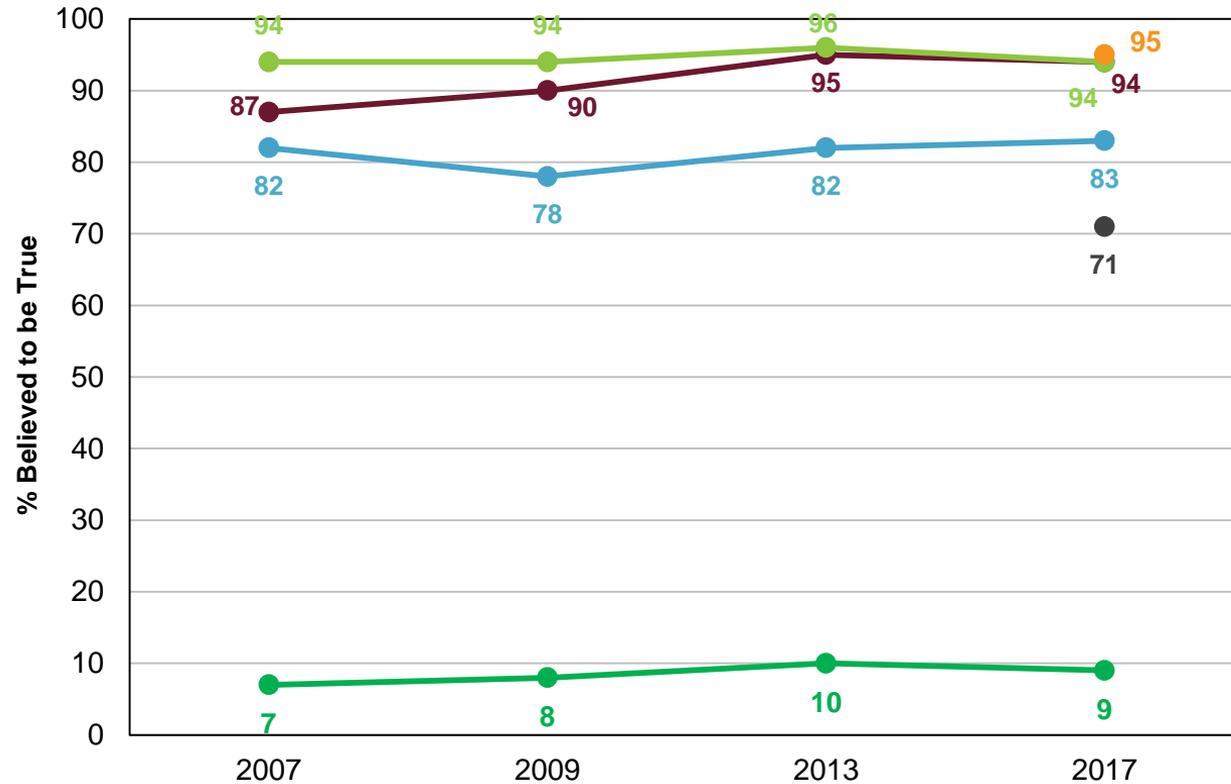


Please indicate whether you agree or disagree with the following statements (% agree)

		GENDER		AGE	
	Wirral	Male	Female	16	17*
I have been drunk in the past month	65%	55%	70%	65%	68%
I have pretended to drink in the past	9%	9%	9%	7%	12%
I have pretended to be drunk in the past	17%	5%	23%	14%	24%



Understanding of legislation



Wirral Average Base: 2007 = 346; 2009 = 177; 2013 = 355; 2017 = 77

*New question 2015 **New question 2017

Balance: Not stated



6. Smoking behaviour

Key headlines – Smoking behaviour



The percentage of young people in the Wirral claiming to smoke has increased

Those who do smoke are mainly smoking 5 or less cigarettes a week, or are only smoking when they drink alcohol.

Fewer are starting to smoke at a younger age

Approaching a quarter of those who have smoked claimed that they first started aged 13 or under, compared to two-fifths 4 years ago.

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

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

A low percentage of smokers claim to have bought illicit cigarettes

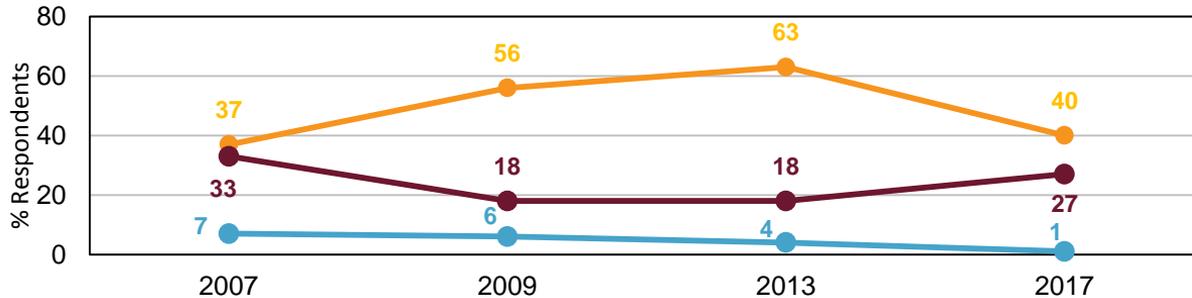
Much lower than reported for the North West overall, although the sample size is relatively low.



Smoking Behaviour

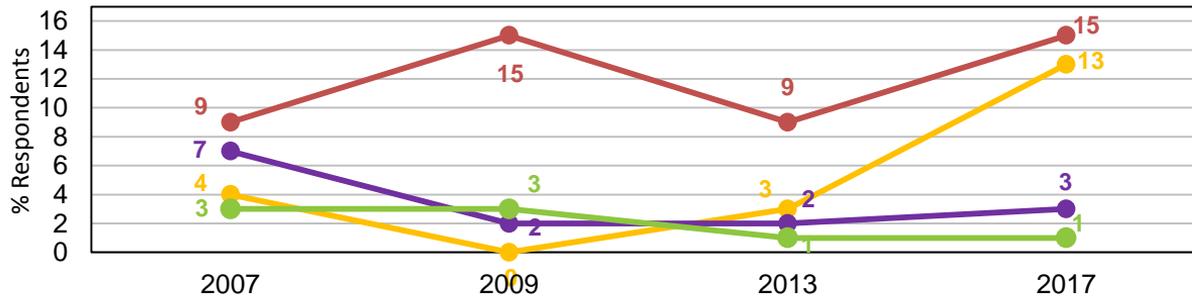


Which of the following best describes you?



- I have never tried smoking
- I have tried smoking but did not like
- I used to smoke but have give up

NON-SMOKERS
 2007: 77%
 2009: 80%
 2013: 85%
 2017: 68%
 NW 2017: 91%



- I only smoke when drinking alcohol
- I smoke 5 or less a day
- I smoke 6-10 a day
- I smoke more than 10 a day*

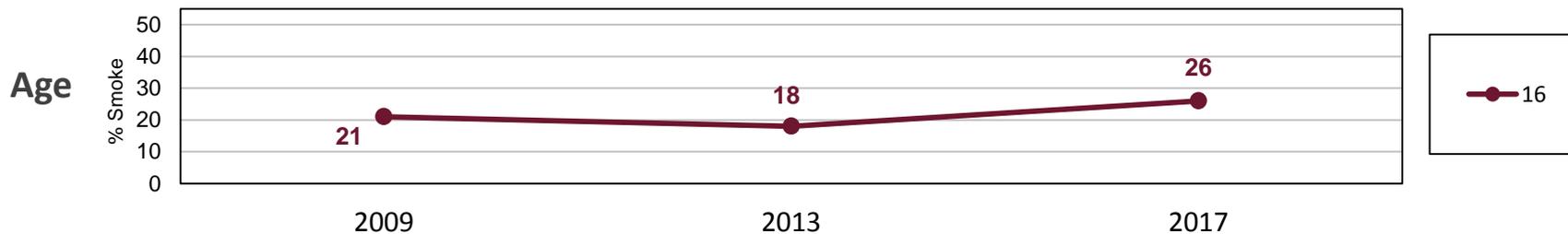
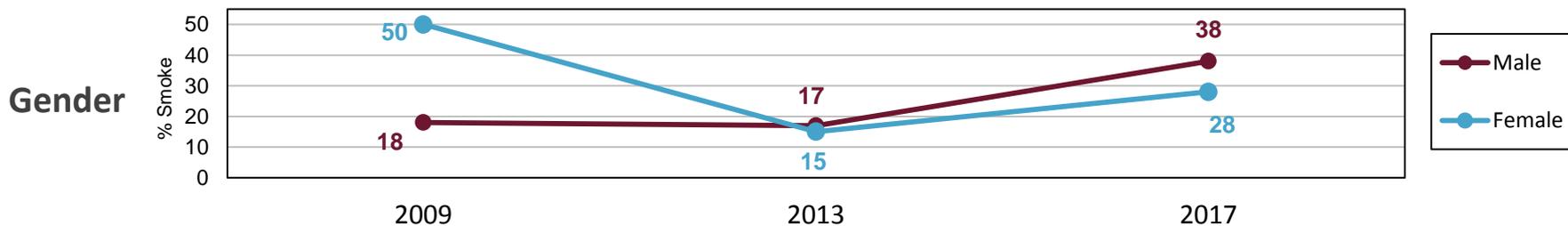
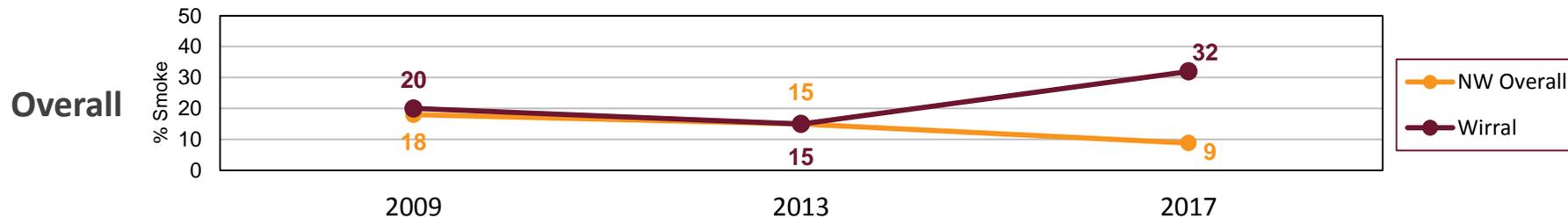
SMOKERS:
 2007: 23%
 2009: 20%
 2013: 15%
 2017: 32%
 NW 2017: 9%

27% claimed that their parents / guardians smoke
 NW Overall (35%)

Not asked in 2005
 Wirral Base: 2007 = 346; 2009 = 180; 2013 = 356; 2017 = 79

Smoking behaviour

Analysis by gender and age



Total NW Base: 2011 = 12388; 2013 = 17793; 2015 = 7093, 2017 = 8886

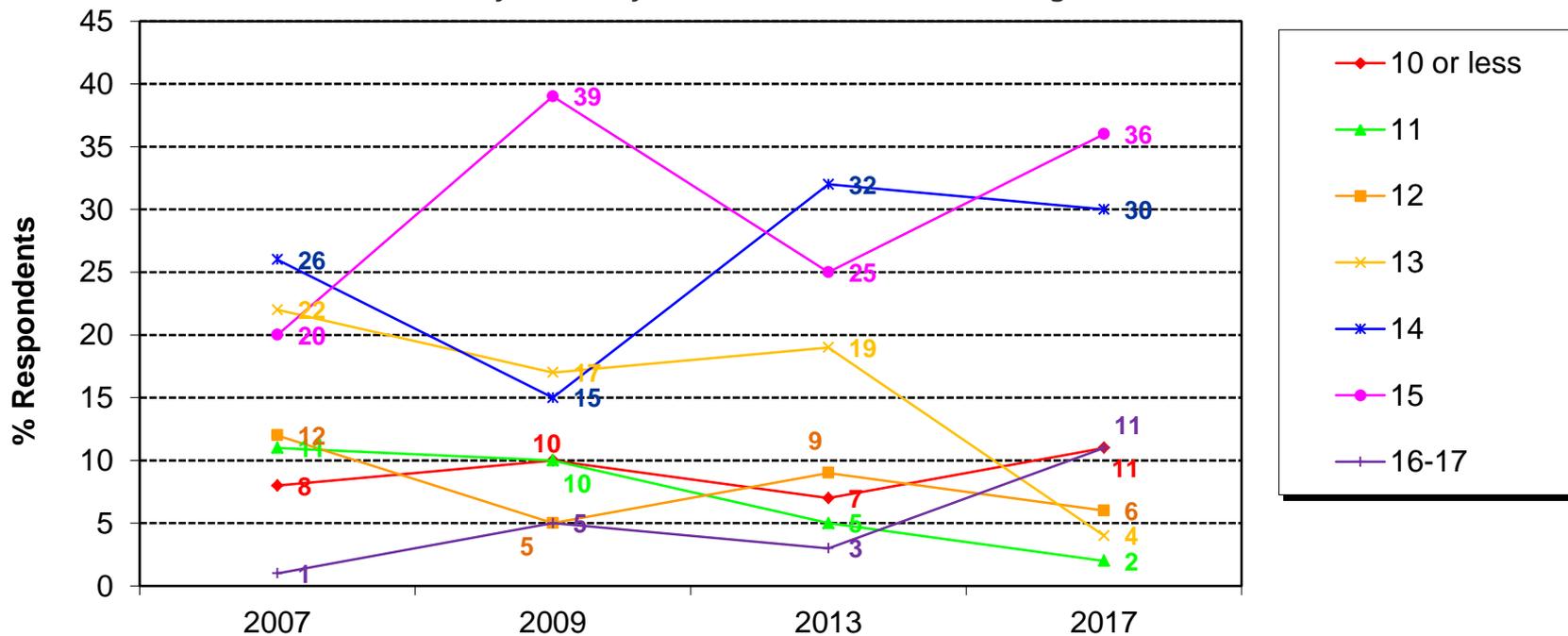
Wirral Base: 2009 = 180; 2013 = 356; 2017 = 79

Balance: Not stated

Starting to smoke



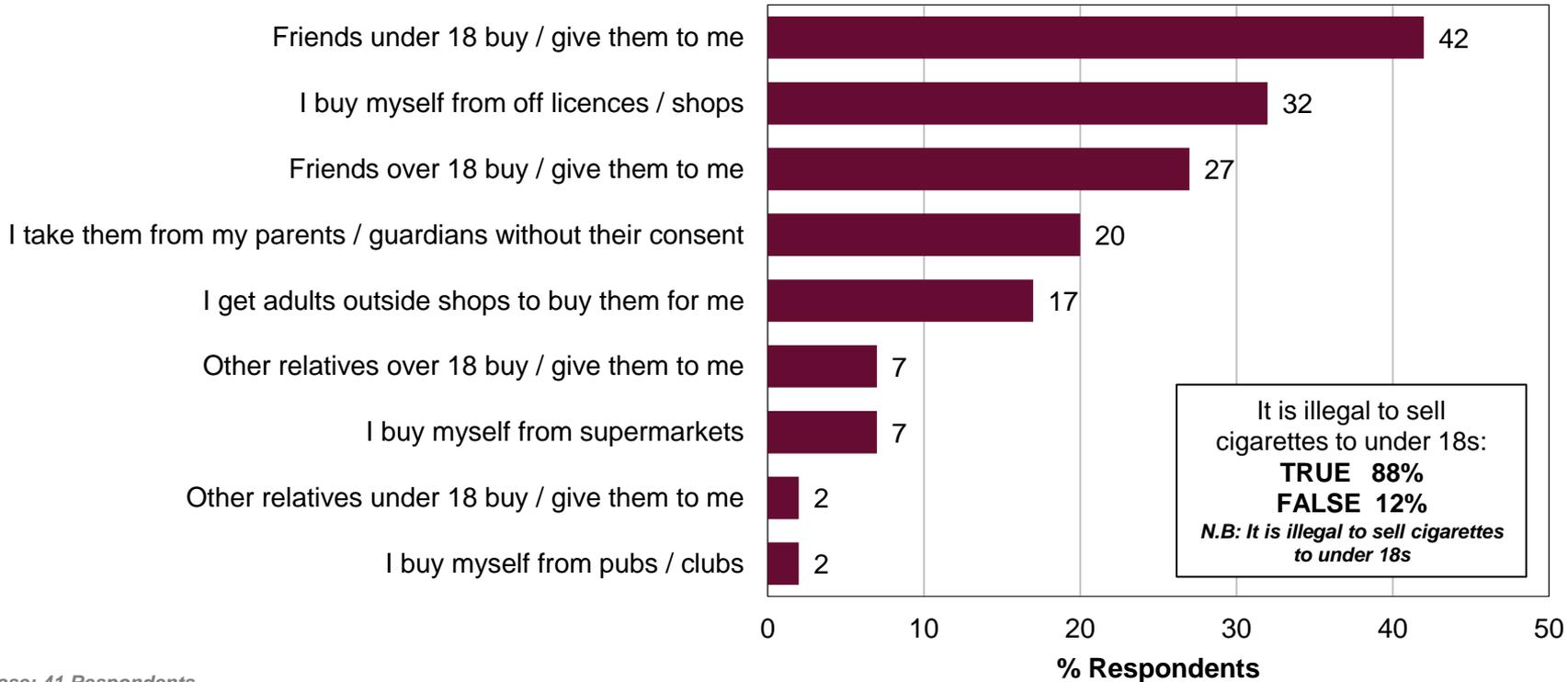
How old were you when you first started or tried smoking?



Buying cigarettes



Where do/did you get your cigarettes from?



Base: 41 Respondents

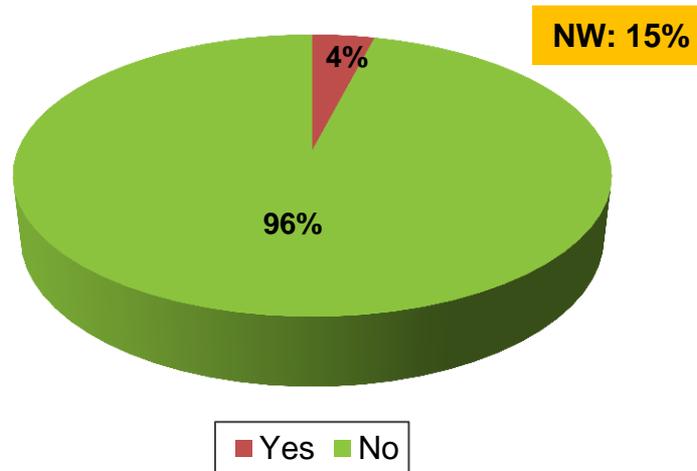
Balance: Not stated / Other; Multiple responses allowed

Shifts over time not shown owing to changes to coding frame

Illicit Cigarettes



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





7. E-cigarettes

Key headlines - E-cigarettes



More than half of young people in the Wirral claimed to have tried e-cigarettes

More evident amongst young males in the region.

Almost a third of young people in the Wirral tried e-cigarettes before real cigarettes

This is similar to the North West region as a whole.

Mostly getting e-cigarettes from friends

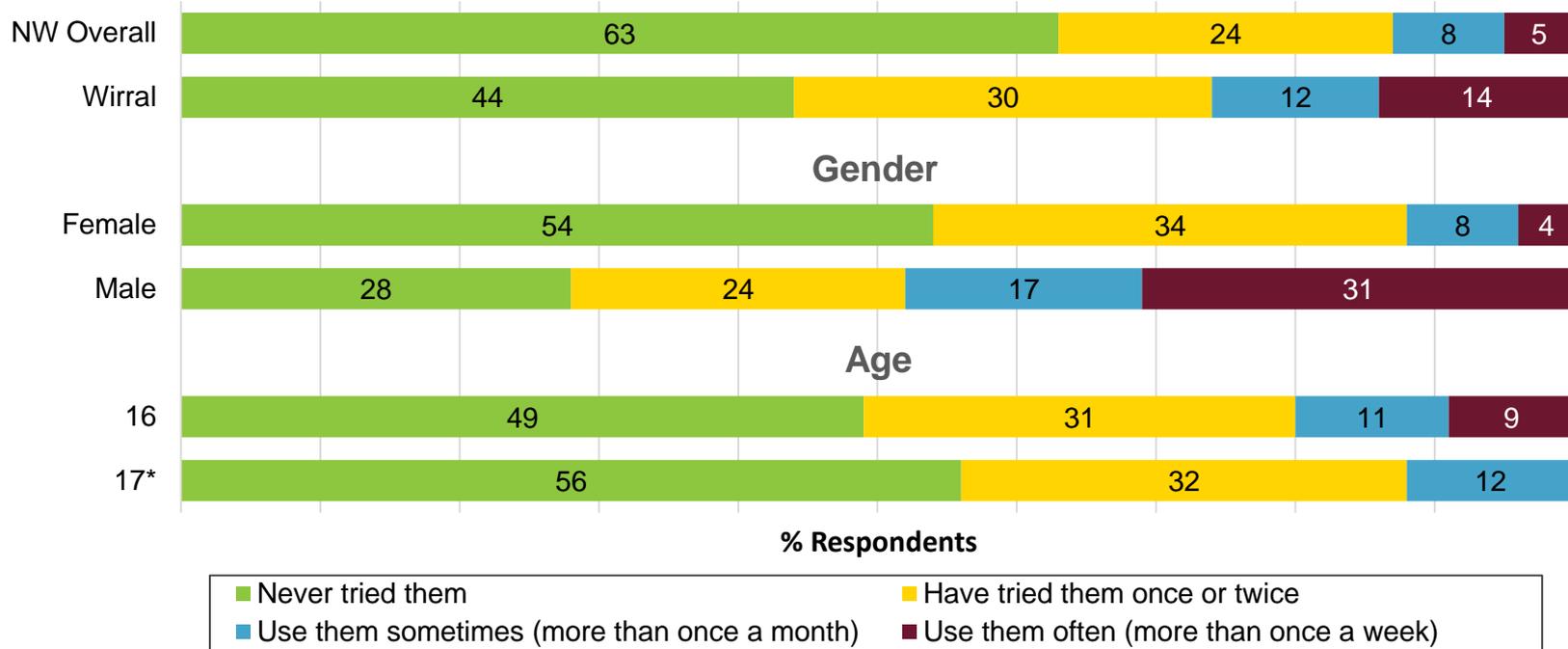
Relatively lower numbers are buying themselves, and where they are it is mostly from off-licences and local shops.

Experience of E-Cigarettes

Analysis by gender



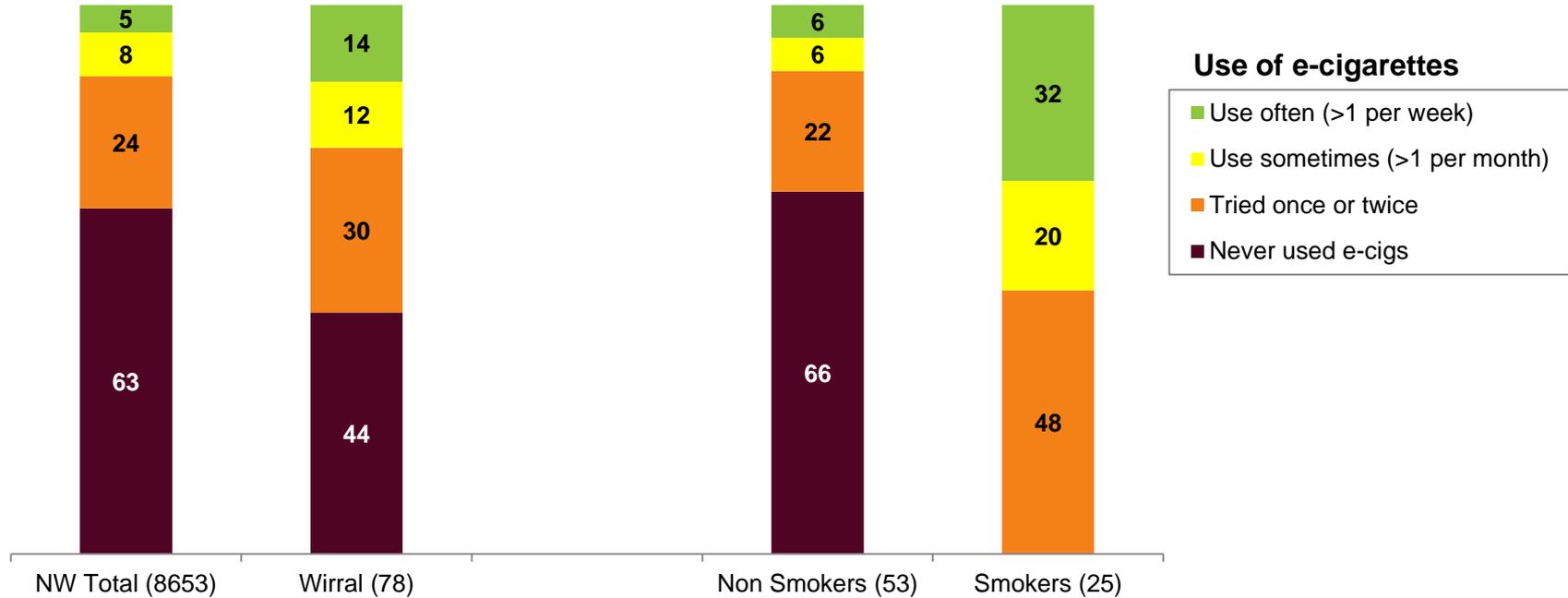
Which of the following best describes your experience of e-cigarettes?



NW Overall Base = 8704 Respondents; Wirral Base: 2017 = 78
 Balance: Not specified; * denotes low sample size; treat results with caution



Youth Smoking and E-Cigarette Use



Base: In brackets

* denotes low sample size, treat results with caution

Trying e-cigarettes



Which of the following applies to you?

GENDER

AGE

	2017	GENDER		AGE	
		Male*	Female*	16*	17*
I tried smoking a real cigarette/tobacco before I first tried an e-cigarette	65%	54%	74%	74%	55%
I tried an e-cigarette before I first tried smoking a real cigarette	27%	36%	18%	16%	27%
I have never smoked a real cigarette but have tried an e-cigarette	4%	5%	4%	5%	9%
I don't remember	4%	5%	4%	5%	9%

Base: 2017 = 45 Respondents

All who have tried an e-cigarette

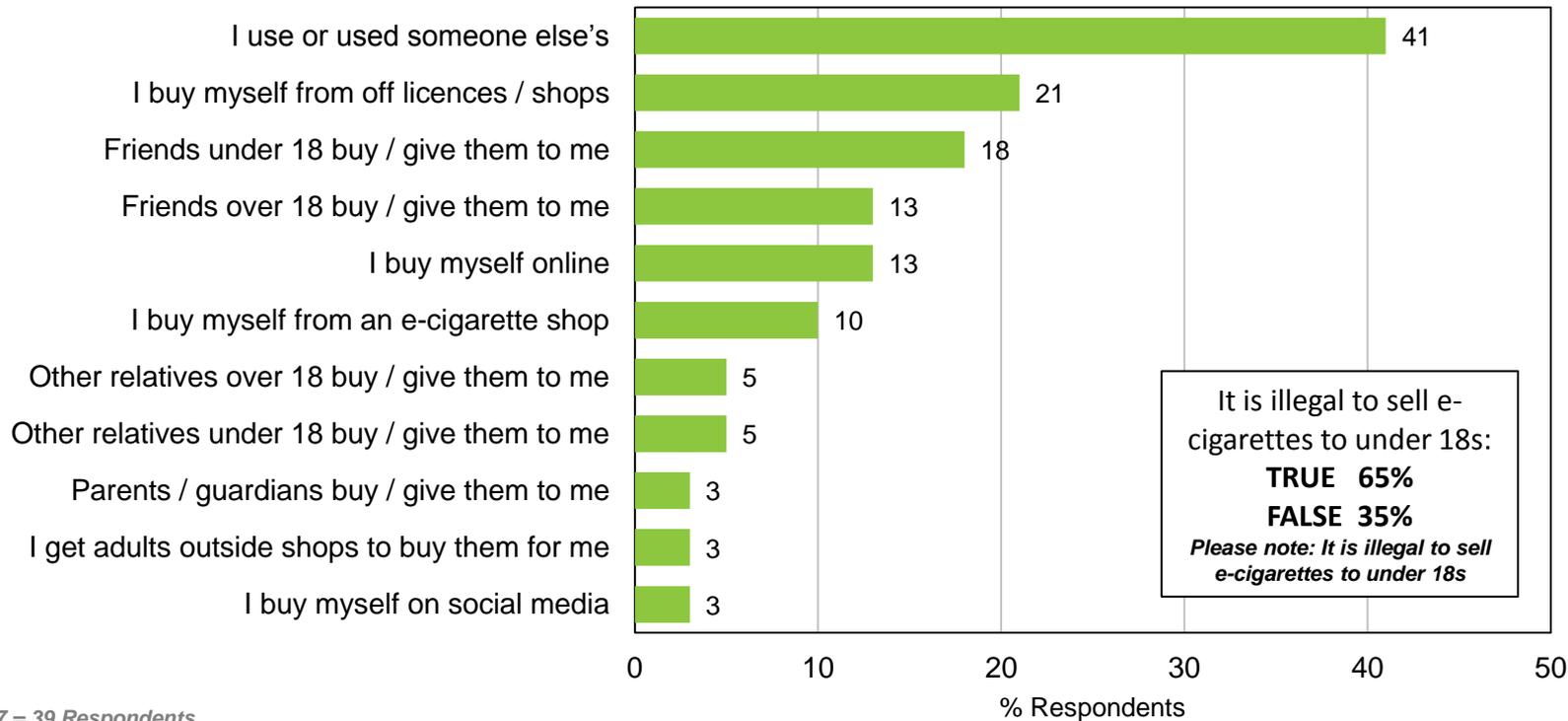
Balance: Not stated; * denotes low sample size, treat results with caution

New question in 2015

Buying e-cigarettes



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



Base: 2017 = 39 Respondents

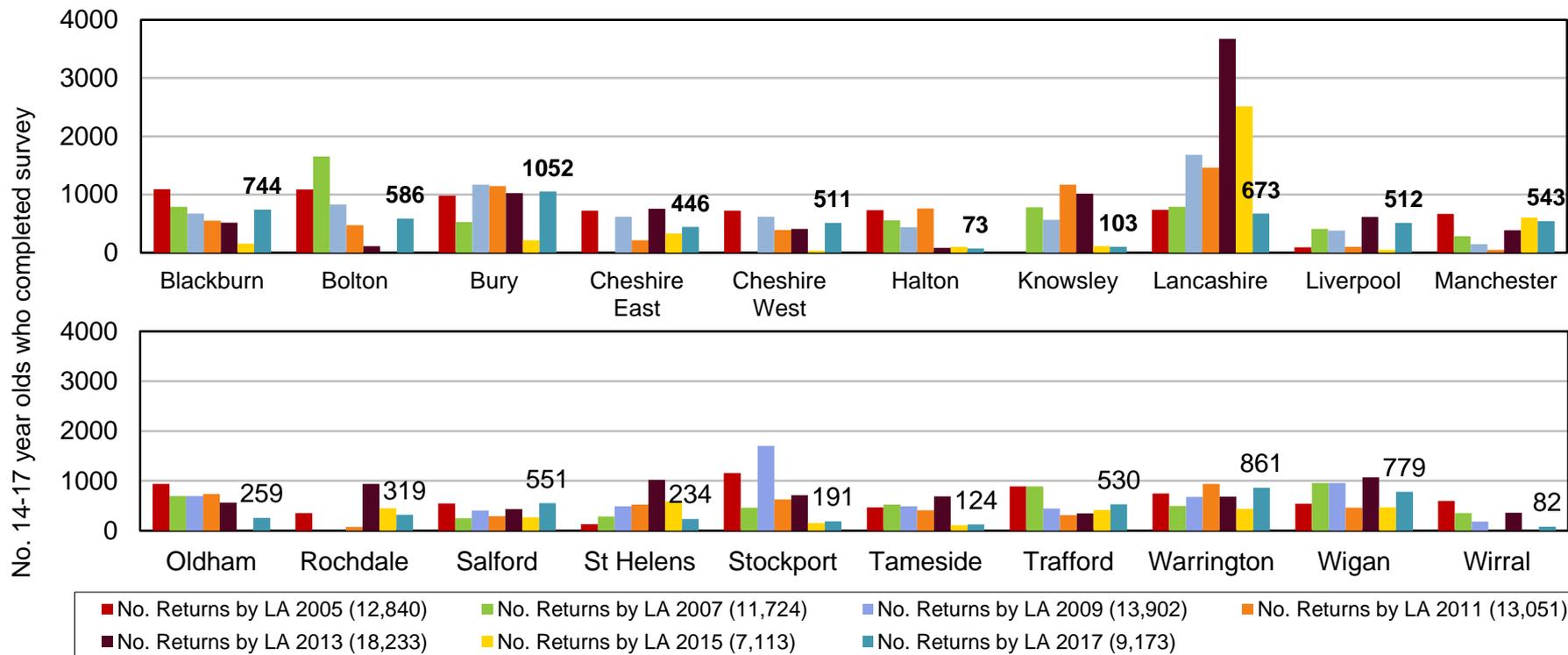
Balance: Not specified / Other

Comparison with 2015 not shown owing to changes to coding frame

8. Appendix

Appendix 1

Sample Breakdown by Local Authority



Total Base for 2017: 9,173 Respondents

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

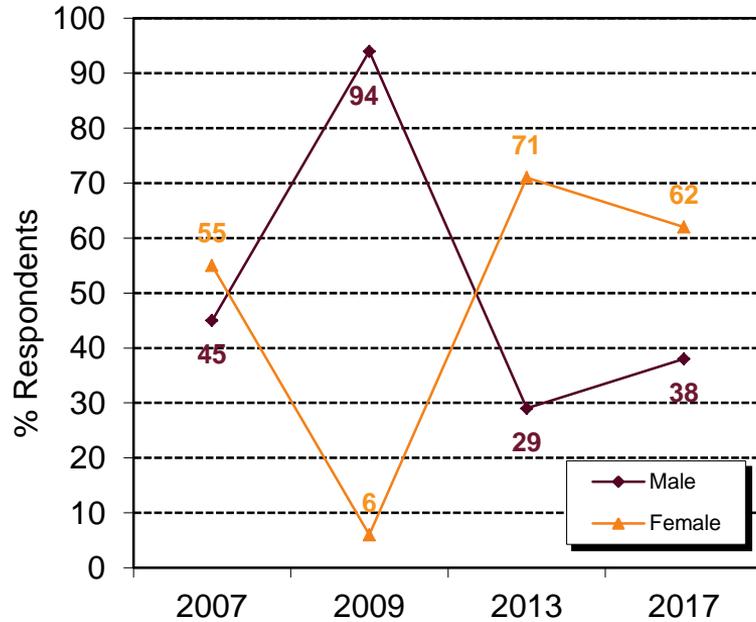
Blackpool, Cumbria and Sefton did not take part in this year's survey.

Appendix 2

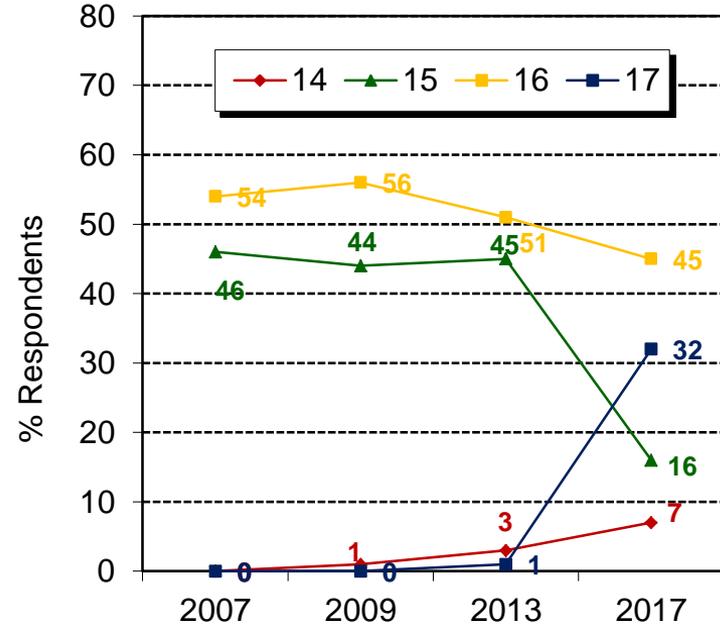
Sample Breakdown by Age and Gender



Gender



Age



Appendix 3

Confidence Intervals



Gender	Number of respondents	Confidence Interval based on 95% confidence levels – Results accurate to...
Male	31	+/-10.56% to +/-17.6%
Female	51	+/-8.23% to +/-13.72%
Age		
14	6	N/A
15	13	N/A
16	37	+/-9.67% to +/-16.11%
17	26	+/-11.53% to +/-19.22%
Local Authority		
Wirral	82	+/- 6.49% to +/-10.82%

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