



**Facts** &

**Impacts**

**drinkaware**

Impact Report 2015

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## Message from the Chair

### Facts

**Sir Leigh Lewis KCB**  
Chair



I am pleased to present my second annual report as Chair of the Trust. I am indebted to my fellow trustees and to the Chief Executive and her staff for their sustained support and leadership throughout the year.

Drinkaware's vision is to reduce alcohol-related harm by helping people make better choices about their drinking. To do that we need the active help and support of many partners in industry, in the public health and academic communities, in the public services and in government. At the same time we are as an organisation proudly independent in determining the information we provide, the campaigns we undertake, the research and evaluation we commission and the priorities we adopt. I have been much heartened during the past year by the degree to which that independence has been increasingly recognised by those with whom we work.

The year has also been one of sustained achievement across the range of our activities. Use of the Drinkaware website and app reached a new record level with nearly 10 million unique visitors to our website alone. More organisations than ever before gave us financial support including non-traditional funders such as the England & Wales Cricket Board. Our ground-breaking 'if you wouldn't sober don't do it drunk' campaign of cinema advertising, alongside our piloting of 'Drinkaware crew' embedded within a number of our partners' nightclubs, took us into new territory in tackling

excessive drinking in the night-time economy. Our contribution to academic research on the effects of alcohol increased still further with the publication of the new Drinkaware Monitor providing a wealth of data on alcohol consumption and harms. And we built a more detailed evidence base than ever before on patterns of alcohol consumption amongst the older male population in preparation for our 2016 'Drink a little less, feel a lot better' campaign.

Looking forward both the challenges and opportunities are formidable. We take heart from the sustained falls in alcohol consumption, particularly amongst the young, and from some tentative indicators suggesting that many people are drinking alcohol more responsibly with greater awareness of its risks. At the same time the incidence of alcohol related disease continues to rise especially in regard to liver disease. Drinkaware as a non-judgemental, evidence-based source of information has never been more important in giving people the evidence with which to make better decisions on what and when they choose to drink. Our strapline 'Drinkaware – for the facts' will continue to guide everything we do.

In closing, I would like to thank our funders and partners; our dedicated staff team; and our Chief Executive in delivering a very successful year for the Trust.

## Message from the Chief Executive

### Impacts

**Elaine Hindal**  
Chief Executive



I joined Drinkaware in 2013 with a passionate conviction in the potential of social marketing to help people make better, more informed choices for themselves and their families.

Today, two years into a programme of transformative change for Drinkaware, we are beginning to demonstrate that social marketing applied to alcohol can make a difference to people's health, wellbeing and relationships.

Marketing is sometimes wrongly equated with communications campaigns. At Drinkaware, we start with a unique understanding of consumer attitudes and behaviours, and test alternative narratives and tools to help people reflect upon their behaviour, set goals, and determine to make a change.

But communications alone are rarely enough; increasingly, Drinkaware is committed to developing, testing and expanding practical tools and local interventions to support people to make a change. Social marketing programmes, in their broadest sense, must work alongside and complement wider messages in society and the work of professionals, practitioners and Government, if they are to be effective in reducing alcohol harm.

2015 was the first year of a three-year strategy supported by our funders and by Government in 2014. Our strategy is grounded in a deep understanding of UK drinking behaviours, and we have continued to focus on issues where Drinkaware

can make most difference: programmes tackling under-age drinking; reducing the harm and costs of 'drunken nights out', and equipping people who are drinking to excess to moderate their drinking.

We also recognise that how we behave is as important as what we do, and in 2015, we launched four 'Drinkaware values' across the organisation, to ensure we continue to be driven to make a difference, are evidence-led, resourceful and work positively with others across the spectrum of organisations who share a common goal to reduce alcohol-related harm.

In this latter respect, I am deeply grateful to our many partners who have helped us move forward to 2015; and to my staff team for their tremendous commitment and support. Together, we have begun an exciting journey for Drinkaware and I look forward to another challenging year ahead.



Focus

1

# Drinking in moderation

The demographics of drinking are shifting. Harmful drinking is becoming more prevalent among older drinkers. So while young people are still more likely to suffer accidents and injury by drinking to excess, older people now risk greater health harms through cumulative drinking.

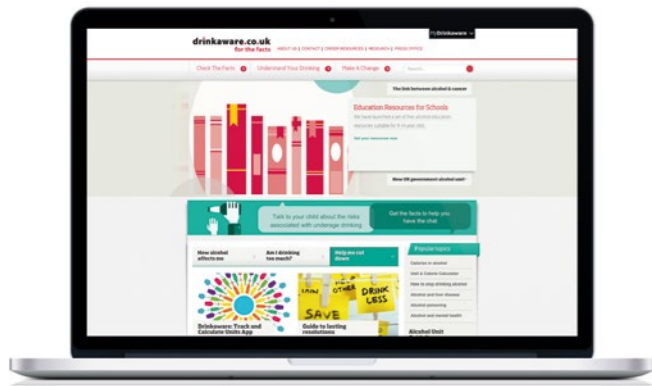
Hence our first focus for 2015, **supporting adult drinkers to moderate their alcohol consumption**, targets mainly the over 35s. Through our website, app and Cut Back Feel Better campaign, we equipped them with tools to track and check ingrained drinking habits.



## Facts

*drinkaware.co.uk* helps millions of people from all walks of life to monitor and change their behaviour around alcohol. The site features helpful advice and tools for drinkers, with an engaging user experience and the latest guidelines on low-risk alcohol unit consumption.

But there is always room for improvement. We began overhauling *drinkaware.co.uk* in June 2015, not only to keep the site fresh and relevant for the public, but also to give our funders, partners and other stakeholders the best digital experience of Drinkaware.



### Always on: Social

Our Facebook posts were liked, shared or commented on **250,284** times in 2015. Our tweets were liked or retweeted **110,790** times.

### drinkaware.co.uk in 2015

**9,384,336** unique visitors

**12%** more visitors than 2014

**19,000** MyDrinkaware drink tracking tool users

**1.3 million** completions of our unit and calorie calculator

**17%** increase in people assessing their alcohol consumption in 2015

**52%** increase in people assessing alcohol's impact on their lives

## Impacts



**“The Drinkaware website provides an informed perspective... It’s useful, informative and socially responsible.”**

**Susan Harding** used *drinkaware.co.uk* to learn more about the signs and symptoms of alcohol dependency, in order to start an important conversation with friends.

“I’m an occasional drinker myself, but I was concerned about levels of alcohol consumption in my social circle. I wanted some factual information I could share with someone I know and their family.

“I came to the site wanting to learn more about the correlation between alcohol and liver disease. I also found some helpful information about the symptoms of alcoholism, which enabled me to broach the subject of an individual’s excessive drinking with those who care about them.

“The site provides an informed perspective. The help it contains is useful, informative and socially responsible. I believe it’s important that people are reminded of the effects alcohol can have on long-term health and wellbeing... not just for themselves but for their friends and family.”

This and subsequent quotes are edited from interview transcripts.

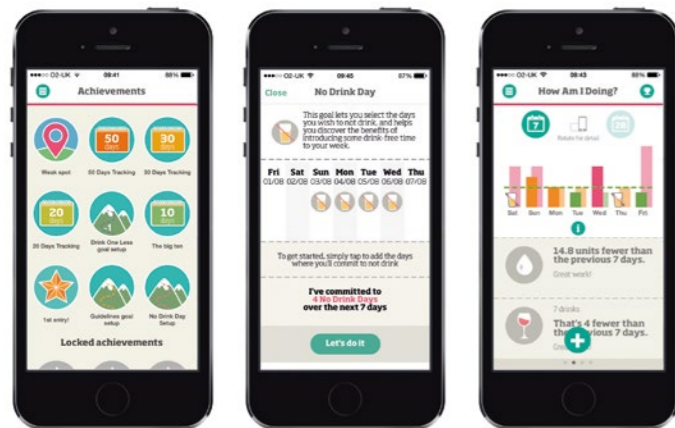


# Facts

Our *Drinkaware: Track & Calculate Units* app allows people to track what they drink, see how many units and calories they're consuming, and set personal goals to moderate their drinking... all from the convenience of their mobile device.

Users can access a huge database of alcohol brands to record their intake accurately, and unlock achievements when they make positive changes. The 'weak spot' feature even lets users pinpoint specific locations where extra help is needed (e.g. local pub or off-licence).

January 2015 saw the release of the Android app, following 2014's original iOS version. All year round, we analysed numerous elements to optimise the user experience. And proving that we don't mark our own homework, we commissioned an independent evaluation into the app's efficacy for users.



### Always on: PR

In January, we promoted the app with a story highlighting the link between drinking and stress at the start of the year, when work, family and money worries can lead to broken resolutions. Based on insights from an ICM poll, our story made national and regional news.

# Impacts



**“The ability of the app to promote mindful consumption of alcohol is perhaps where its greatest value lies.”**

**Sophie Attwood is one of the researchers from the Behavioural Sciences Group conducting an independent evaluation of Drinkaware: Track & Calculate Units.**

“The app offers an easy overview of drinking habits – raising awareness to inform any decisions regarding behaviour change. For someone already motivated to reduce drinking, it's a useful tool to actualise intentions. “Feedback is attractive and specific, including calorie and monetary equivalents of an individual's alcohol consumption. Such feedback is a key ingredient for regulating drinking over time.

“We can see how the app may play a useful role in making users more aware of their drinking habits. It represents a relatively non-intrusive, ‘light touch’ intervention, yet many users have talked of engaging comprehensively with the app. Some are quite attached to the newfound habit of recording their drinking. This ability to promote mindful consumption is perhaps where the app's greatest value lies.”

## Drinkaware app in 2015

**Target audience**  
Drinkers aged 25–45 regularly exceeding lower risk guidelines



Reported reduction in regular users' drinking, compared to pre-app use

## 2015 updates



**39,339** Quality Downloads  
(= download + setup + 3 days' tracking in Week 1)

**70%** of all goals set = No Drink Days

**500,000+** achievements unlocked





# Facts

Cutting out just one drink can make a big difference to health and wellbeing. That's the message of our *Cut Back Feel Better* campaign, which brought the benefits of behaviour change to the public through outdoor advertising, paid social media and richly appreciated funder support.

The aim of the campaign was to drive people to download the Drinkaware: Track & Calculate Units app. We targeted 30,000 quality downloads\* in 2015. By the end of the year the campaign had over-delivered by almost 25%.

\* A quality download = Download + setup + 3 days' tracking in Week 1



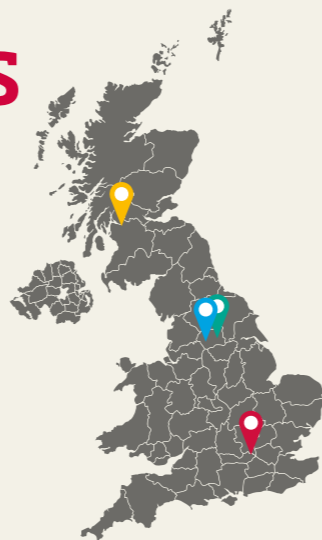
**Always on: PR**

Findings from the 2014 Drinkaware Monitor, regarding the increase in middle-aged drinkers and the health harms they face, reached almost 27.5 million people. This owed to coverage in The Times and The Daily Mail, as well as over 50 regional websites and newspapers.

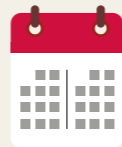
## Cut Back Feel Better in 2015

### Posters in...

- 📍 London
- 📍 Glasgow
- 📍 Bradford
- 📍 Leeds



### 2-month social media campaign



Campaign supported by

**18** funders

The Co-op Group, The Co-op Channel Islands, Tesco, Sainsbury's, Asda, Booker, SABMiller, SHS Drinks, Spar, JD Wetherspoon, Inver House, Distell International, Molson Coors, Enterprise Inns, Charles Wells, The Racecourse Association, Heineken and Waitrose.

Alcohol unit and calorie measurement resources supplied to

**87**

Tesco stores



**12,720**

shoppers received unit measurement cups

# Impacts

We joined forces with Tesco and Diageo on an in-store promotion to get more people thinking about units, calories and drink-related health risks. Shoppers were enthusiastic in their response.

"It's very interesting but also a little alarming how much I consume in a week! It's a real eye opener."

"I drink far too much in the week, especially when it's been a tough day at work, so this is perfect to help me measure my drink."

"I have a liver complaint and my doctor has told me to cut back - this will be so beneficial."





Focus

2

# Drunken nights out

The UK's night drinking culture is deep-rooted. Among 18-24s, roughly 40% agree that 'I really enjoy going out to get drunk' – an intention associated with drinking more, getting drunk more often and a greater chance of experiencing or causing harm.

Our second focus for 2015, **reducing harm in the night-time economy**, targets 18-24s whose safety and wellbeing is at risk from excessive drinking. Our high-impact Wouldn't Shouldn't campaign tackles drunken sexual harassment, while our mould-breaking Drinkaware Crew initiative takes much-needed support directly into clubs.



# Facts

Our 2014 research report, 'Drunken Nights Out: Motivations, Norms and Rituals in the Night-time Economy', highlighted sexual harassment among young people on drunken nights out. In 2015, we set out to alter this unwelcome cultural norm through our hard-hitting *Wouldn't Shouldn't* campaign.

Our goal was to give young people social strategies to begin challenging the prevailing culture of unwanted drunken sexual attention. We targeted 18-24s in the North West and South West with a two-pronged strategy: advertising to raise awareness, and social media engagement to encourage discussion online.



**Always on: PR**

In September, we tied the campaign to Freshers' Week with a PR push on UK-wide students' experiences of sexual harassment. Featured in The Independent and more than 20 regional TV and radio stations, the story achieved a circulation of **6,959,440**.

# Impacts



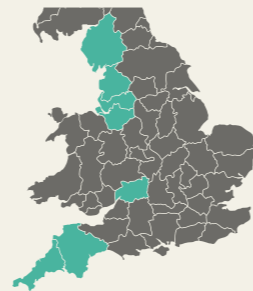
## Wouldn't Shouldn't in 2015

### Target audience



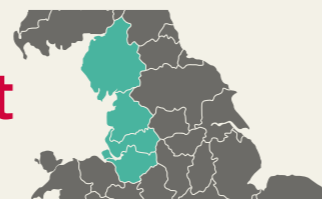
### Campaign reach

North West, Devon, Cornwall, Gloucestershire



Watched **281,261**  times on YouTube

### In the North West



**39,800** people learned more about the effects of drinking  
**46,500** more people discussing sexual harassment





# Facts

Information alone isn't always enough to change behaviour. There are times when on-the-ground support is needed. The *Drinkaware Crew* project, piloted for six months from November 2015, is the perfect example.

We're training people to work in large nightclubs and venues, promoting a positive social atmosphere and helping out vulnerable young people who've drunk too much. From dealing with injuries, to getting people home safely, to offering a shoulder to cry on, Crew are a welcome presence in all seven pilot venues. As well as saving clubbers from harm, they're helping clubs run more safely by freeing up managers and security to deal with more serious issues.



### Always on: Social

Over the year, our videos were viewed on YouTube a total of **930,427** times.

# Impacts

**"I think it's really good for the Drinkaware Crew to be here. Everyone has been that girl that's too drunk and just needs someone to reassure them and look after them and make sure they're ok."**

**Customer**  
Rock City, Nottingham

## Drinkaware Crew in 2015

### Locations



**6-month**  
pilot scheme



**20** new crew members trained



### Partnering with:




Focus

3

# Underage drinking

The good news? Fewer young people are drinking in the UK. But with 37% of 11-15s having drunk alcohol, 1 in 5 at least once a week, we're not celebrating yet. Given the well-evidenced links between underage drinking and drug-taking, violence and unprotected sex, we still have a lot to do to help the young make better choices around alcohol.

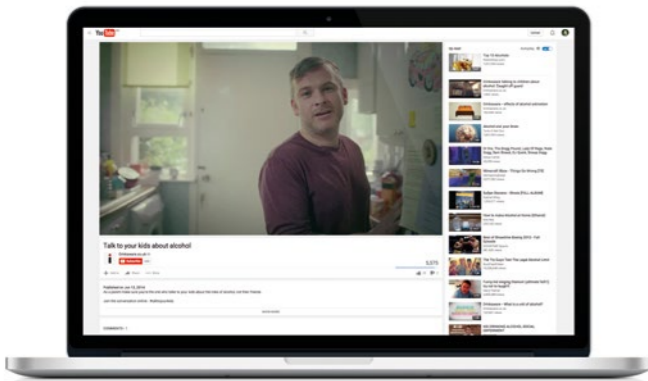
Our focus on underage drinking in 2015, **supporting children and young people not to drink**, was twofold. Our Talk campaign armed parents with the knowledge to discuss and model responsible drinking behaviours. Meanwhile, Drinkaware for Education gave teachers access to valuable alcohol learning resources for students aged 9-14.



# Facts

Research clearly demonstrates the weight of parental influence on children's attitudes towards alcohol. In 2015, we looked to leverage this influence by giving parents tools to talk proactively to their children about the risks of underage drinking.

Our *Talk* campaign, integrated across social, digital and PR channels, directed parents to the underage drinking section of [drinkaware.co.uk](http://drinkaware.co.uk). Here they found a wealth of information and resources to stimulate and support well-informed, productive conversations about alcohol.




### Always on: Social

Over **500,000** people accessed our web pages and videos advising parents of 10-13s on the risks of underage drinking in 2015.

## Talk campaign in 2015

**136,851**   
visited Underage campaign pages on [drinkaware.co.uk](http://drinkaware.co.uk)

**49%**  
of parents more likely to talk to their child about alcohol 

**65%**  
of parents more confident about discussing alcohol 

**79%**  
of parents more likely to start the conversation 

### Supported by:



# Impacts

*"The information is concise, it's factual, it's to the point without hammering it home."*

A mother

*"There's a great deal of positive guidance without a lecturing or hectoring style, which to my mind would put young people and possibly parents off it."*

A father

*"I knew a little about the effects [of alcohol] on adults but hadn't realised there would be so much difference on a younger body."*

A mother

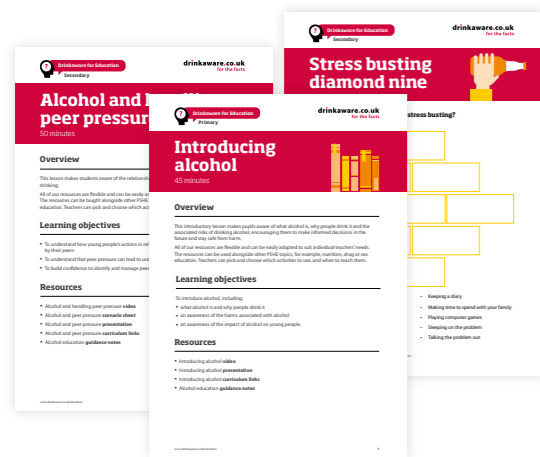


# Facts

Drinkaware for Education is a bank of free, downloadable, curriculum-based learning resources that make it easier for teachers to help students stay safe from alcohol harm.

Working with various education experts, we have developed relatable lesson plans, videos and discussion-based activities. Teachers can select from resources covering alcohol-related risks and harms, emotional health and peer pressure, as part of PSHE education or otherwise.

2015 saw Drinkaware for Education resources uploaded to prestigious resource-sharing websites such as TES and the Guardian Teacher Network.



### Always on: Social

2015 saw us extend our social media presence into Instagram. This has helped us reach out to younger audiences who favour the image-based social platform.

# Impacts

**“There is a strongly collaborative element to the lessons and the resources, and I feel that this is beneficial in a PSHE lesson to break down taboos and encourage students to open up about the topics.”**

**Michael Worth**

Head of Social & Economic Studies, Nower Hill High School

## Drinkaware for Education in 2015

For students aged 9-14



### Lesson plans



4 for primary



5 for secondary

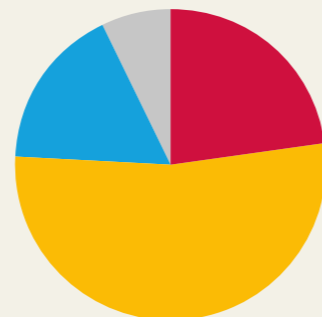
PSHE Quality Mark accredited



**7000+** resources downloaded

Materials downloaded by 210 separate organisations:

- 23% primary schools
- 53% secondary schools
- 17% children's & young people's services
- 7% other





## Evaluating our work, evidencing our impact

### Research and Impact Committee

#### Under the watchful eye of the Drinkaware Research and Impact Committee, we can be certain our work is having a positive impact.

The committee's role is to ensure all of our work is robustly evaluated. It meets three times a year to support strategic decision-making by our Research and Impact Team, helping to focus our efforts in areas where positive outcomes are most likely. The committee also advises on collaborations with leading experts and transparent publication of our findings to contribute to the overall goal of reducing alcohol harm.

#### 2015 highlights

Drinkaware Monitor survey data from 2014 identified midlife men as particularly high-risk drinkers. Informed by this, we worked with academics on a systematic review of research into UK midlife men's drinking experiences and views. Supported by the committee, we also commissioned new empirical research to inform planned campaign and intervention work with deeper, richer evidence-based insights.

#### Committee members

**Prof Anthony Goodman** Professor in Community Justice, Middlesex University

**Dr Anthony C. Moss** Addictive and Health Behaviours Group, London South Bank University

**Dr Paul Nelson** Director with PHAST and Drinkaware Trustee

**Dr Timothy Walker** Chair of the Committee and Drinkaware Trustee

**Prof Paul Wallace** UCL Emeritus Professor of Primary Care and Drinkaware Chief Medical Advisor

**Matthew Walmsley** Head of Planning and Insights, Public Health England

**Dr Matthew Wood** Principal Lecturer in Marketing, University of Brighton

### Medical Advisory Panel

#### The veracity and accuracy of our health advice is underpinned by our dedicated panel of medical experts.

The Medical Advisory Panel reports independently to our Board of Trustees, offering a strategic overview on the medical evidence we draw upon. Every health-based communication we produce, from factsheets to webpages, is reviewed for accuracy by a Panel with impeccable credentials. Chaired by our Chief Medical Advisor, it features specialists in general practice, liver disease, mental health, oral cancer, violence and facial injury, with additional expertise called in when needed.

#### Panel members

**Prof Paul Wallace** Clinical Director of NIHR Primary Care Network; Emeritus Professor of Primary Care; retired GP; Drinkaware Chief Medical Advisor

**Prof Jonathan Chick** Consultant Psychiatrist; Honorary Professor, Faculty of Health, Life & Social Sciences, Edinburgh Napier University; Medical Director, Castle Craig Hospital

**Dr Sarah Jarvis** Inner city London GP; Fellow of Royal College of General Practitioners; Clinical Consultant to Patient.co.uk; published author and broadcaster

**Prof Graham Ogden** Head of Oral & Maxillofacial Clinical Sciences, University of Dundee Dental Hospital & School; Dean Elect for Dental Faculty; Honorary Consultant Oral Surgeon NHS Tayside

**Iona Lidington** Associate Director of Public Health, Royal Borough of Kingston

**Dr Lynn Owens** Nurse Consultant, Alcohol Services and Hepatology RLBUHT Honorary Research Fellow, University of Liverpool

"It is a great privilege to be the first chair of Drinkaware's Research and Impact Committee. The work that the Committee supports is a vital element of Drinkaware's determination to strengthen its evidence basis and to cooperate with others in the field. I am very pleased that this is producing a number of published papers to make the results widely available."

**Dr Timothy Walker**  
Chair of the Research and Impact Committee

"We are pleased to have been able to work with Drinkaware to co-fund a PhD studentship exploring the feasibility and effectiveness of IBAs in a UK university context. This was an area identified as a key priority through discussions with Drinkaware, academics and a wide range of other stakeholders. We see the decision to commit investment to this work as a positive sign of the Trust's willingness to engage with the academic community, itself a key recommendation from the 2013 Independent Review of their work."

**PhD supervisors:**  
Professor Ian P. Albery, Professor of Psychology, London South Bank University  
Dr Antony C. Moss, Director of Education & Student Experience, School of Applied Sciences, London South Bank University

## Thank you to all our funders in 2015

1. AB-InBev UK Ltd
2. Accolade Wines Limited
3. Admiral Taverns Ltd
4. Aldi UK
5. Armit Wines
6. ASDA Stores Ltd
7. Aspoll Cyder Ltd
8. Aston Manor
9. Bacardi Brown-Forman Brands
10. Bavaria
11. Beam Suntory
12. Bibendum PLB
13. Booker
14. Brakspear
15. C&C group plc
16. Carlsberg UK Ltd
17. Cellar Trends
18. Charles Wells Ltd
19. Cider of Sweden (Kopparberg)
20. Concha y Toro
21. Daniel Thwaites plc
22. Diageo Great Britain Ltd
23. Distill International
24. E & J Gallo Winery Europe
25. England & Wales Cricket Board
26. Enotria Wines
27. Enterprise Inns plc
28. Everards Brewery Ltd
29. Frederic Robinson Ltd
30. Fuller Smith & Turner plc
31. Goedhuis & Co
32. Gordon & Macphail
33. H Weston & Sons
34. Halewood
35. Hall and Woodhouse
36. Hallgarten Druitt & Novus Wines
37. Harvey & Sons
38. Hatch Mansfield
39. Heineken UK
40. Ian Macleod Distillers
41. Inver House Distillers Ltd
42. J D Wetherspoon plc
43. J. Wray & Nephew UK – A Gruppo Campari Company
44. JW Lees & Co (Brewers) Ltd
45. Kato Enterprises
46. Kingsland Wines
47. Laithwaite's Wine (Direct Wines)
48. Lidl
49. London & Scottish International Ltd
50. Majestic Wine Warehouses Ltd
51. Marks & Spencer plc
52. Mast-Jagermeister UK
53. Mitchells and Butlers plc
54. Moet Hennessy UK Ltd
55. Molson Coors Brewing Company UK
56. Negotiants UK
57. NUS Services
58. Nye Timber
59. Origin Wine
60. Pernod Ricard UK
61. Pol Roger
62. Proximo Spirits UK Ltd
63. Punch Taverns plc
64. Quintessential Brands
65. Racecourse Association
66. Remy-Cointreau
67. SABMiller plc
68. Sainsbury's Supermarkets Ltd
69. Shepherd Neame Ltd
70. SHS Drinks Division
71. Spar (UK) Ltd
72. St Austell Brewery Company Ltd
73. Tesco plc (incl One Stop Stores Ltd)
74. The Co-operative Group
75. The Edrington Group Ltd
76. The Kiss Mix Drinks Company
77. The Reformed Spirits Company
78. Theakston
79. Treasury Wine Estates
80. United Wineries
81. Wadworth Co. Ltd
82. Waitrose Ltd
83. Whyte and Mackay Ltd
84. William Grant & Sons
85. WM Morrisons Supermarkets plc
86. Young and Co's Brewery P.L.C



## Data sources

PAGE	TOPIC	FACT	DATA SOURCE	SAMPLE SIZE	POPULATION REPRESENTED	DATA QUALITY*
6	Drinkaware website	All	Web analytics	N/A	Web visitors	Robust
8	Drinkaware app	3-5 units reduction	External Quantitative Evaluation (Morton and Attwood 2016)	119,713	App users	Robust
8	Drinkaware app	500,000 achievements unlocked	App analytics	N/A	App users	Robust
8	Drinkaware app	70% of goals set = No Drink Days	App analytics	N/A	App users	Robust
8	Drinkaware app	39,339 Quality Downloads	App analytics	N/A	App users	Robust
10	Cut Back Feel Better	Almost 25% over target of 30,000 quality downloads	App analytics	N/A	App downloaders	Robust
10	PR results (Drinkaware Monitor)	Reach of 2.75 million	Audience reach analytics	N/A	National	Indicative
14	Wouldn't Shouldn't Campaign	Advert watched 281,261 times on YouTube	Web analytics	N/A	Viewers of Drinkaware YouTube advert	Robust
14	Wouldn't Shouldn't Campaign	39,800 people learned more about the effects of drinking	Pre/post campaign evaluation survey	2,045	18-24 year-olds in North West England	Robust
14	Wouldn't Shouldn't Campaign	46,500 more people discussing sexual harassment	Pre/post campaign evaluation survey	2,045	18-24 year-olds in North West England	Robust
14	Wouldn't Shouldn't Campaign	7% increase in gropers confronted	Pre/post campaign evaluation survey	2,045	18-24 year-olds in North West England	Robust
14	PR results (Sexual harassment of students)	Story circulation of 6,959,440	Audience reach analytics	N/A	National	Indicative
16	Social media - YouTube Views	Annual video views: 930,427	Web analytics	N/A	Drinkaware YouTube viewers	Robust
20	Talk campaign	49% of parents more likely to talk to child about alcohol	Web survey	248	Parents visiting Talk webpages	Indicative
20	Talk campaign	65% of parents more confident about discussing alcohol	Web survey	248	Parents visiting Talk webpages	Indicative
20	Talk campaign	79% of parents more likely to start the conversation about alcohol having visited web pages	Web survey	248	Parents visiting Talk webpages	Indicative
20	Talk campaign	500,000 people accessed our web pages and videos for parents of 10-13s	Web analytics	N/A	Parents visiting Talk webpages	Robust
22	Drinkaware for Education	Materials downloaded by 210 organisations	Web analytics	N/A	People who downloaded Drinkaware for Education resources	Robust
22	Drinkaware for Education	7000+ resources downloaded	Web analytics	N/A	People who downloaded Drinkaware for Education resources	Robust

\*Data quality: note that we have indicated the quality of the data presented using these terms:

**Robust:** We consider the data 'robust' when we are basing the figure either on a count of the whole data set using an established methodology or a calculation based on a pre-post survey of a representative sample and ONS data for the size of the relevant population.

**Indicative:** We consider the data 'indicative' when the figure is based on analyses using findings from surveys either using a self-selective recruitment methodology that may not be representative of the total user population or where the sample is small, or when presenting media reach figures which are based on general circulation and readership figures but do not guarantee that users see or engage with the information presented.

# drinkaware

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Company limited by guarantee  
Registered Charity Nos. 1094586 and SC043163



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