



# ALCOHOL SURVEY REPORT



## AUGUST 2023





# An Introduction to LANDED

**LANDED Peer Education Service** is a young persons' health promotion charity based in Lanarkshire, Scotland.

We work with young people across Scotland to promote harm reduction messages on topics such as; drugs, alcohol, cannabis, tobacco, positive relationships and sexual health. We do this by facilitating informal topic-based workshops to groups of young people and providing training opportunities to staff members who work directly with young people. This increases their knowledge and confidence on these topics, enabling them to have informed conversations around the aforementioned risk-taking behaviours and ensures that messages are consistent.

Young people play a significant role in our organisation. We regularly consult with current and past volunteers and partner organisations when developing or improving our services to keep them relevant, exciting and engaging. You can find out more about us by visiting [www.landed.info](http://www.landed.info).

## About this consultation

**NHS Lanarkshire** commissioned **LANDED Peer Education Service** to adapt their wider population alcohol survey to be *young person friendly* and to use our existing contacts & networks in Youth Work to encourage participation in this research from 12-25 year olds living in Lanarkshire. This document outlines the key findings from this survey.

More information on the wider population survey & the aims and objectives of this can be obtained by contacting Clare McCool at [Clare.McCool@lanarkshire.scot.nhs.uk](mailto:Clare.McCool@lanarkshire.scot.nhs.uk).





# **Advertisement of this consultation**

A combination of four methods were used for advertising and encouraging participation in the consultation.

The consultation went live on the 2nd of June and ended on the 1st of August 2023 (61 days)

## **In-person promotion**

Over the duration of the consultation, LANDED arranged visits to projects across Lanarkshire to promote the survey in person. This included the North Lanarkshire Council Community Learning & Development Friday & Saturday Night Projects, Summer Projects and visits to meet with staff members at the Universal Connections Projects of South Lanarkshire Council Youth Family & Community Learning Service.

### ***Outcome***

17 events were attended by a LANDED staff member, which resulted in 139 completed surveys.

## **Support from partner organisations**

When the consultation launched, over 200 key partners were contacted via our regular network email contacts. Partners were encouraged to share our social media posts about the survey and support us to disseminate the survey to eligible service users that they work with.

### ***Outcome***

84 completed surveys were received.





## QR Code Posters

We designed and printed *QR Code Alcohol Survey Posters* in four different colourways which were placed in areas with a high footfall of 11-25-year-olds. They were printed on waterproof gloss paper to withstand the elements to ensure they remained in place for the duration of the consultation. The designs were influenced by summer, bright and bold colours were used to attract attention. You can view a sample of these posters below.

### **Outcome**

250 posters were displayed across Lanarkshire, which resulted in 120 completed surveys



## Social Media Posts

Graphics similar to that of the above poster design were created and optimised for Twitter and Facebook. The graphics were posted throughout the consultation at different times and days to increase post reach. There was also a small budget allocated to boost two posts as Ads on Facebook. Partner organisations also helped us to reach more respondents online by sharing these posts or posting their own.

### **Outcome**

360 completed surveys were received.







# Consultation Questions

When developing the questions for the consultation, we aimed to make them simple, easy to read, easy to understand and quick to answer.

The final set of questions was split into sections, noted below, to use the branching feature on Microsoft Forms. The branching feature was used to screen the users' eligibility to take part and end the survey if they were not of the correct age or did not live in Lanarkshire.

## **Section 1 - Eligibility Questions**

- Do you live in North or South Lanarkshire?
- What town do you live in?
- How old are you?
- How do you identify?
- How did you find out about this survey?

## **Section 2 - Alcohol & You**

- Do you drink alcohol? (asked to everyone)
- What do you prefer to drink?
  - (only asked to those who responded YES to "Do you drink alcohol?")
- How do you get your drink?
  - (only asked to those who responded YES to "Do you drink alcohol?")

## **Section 3 - Alcohol Attitudes**

- Do the people closest to you drink alcohol?
- How do you feel about the following statements?
  - *Drinking alcohol regularly is normal for the people of Lanarkshire*
  - *Alcohol can harm people, their families and local communities*
  - *I am worried about my own drinking*
  - *I am worried about a loved one's drinking*
  - *Alcohol is easy to get in my community*
  - *Alcohol is too cheap to buy*
  - *I feel judged by my friends if I choose not to drink*





### Section 3 - Alcohol Attitudes

- How harmful do you think alcohol is compared to other substances?
- If you or someone you know had a problem with their alcohol use, do you know where to go for help?
- If you answered yes to the previous question, where would you suggest they go for help?
- Which of the following do you think would help tackle alcohol problems in Lanarkshire?
  - *More information for young people on the impact of alcohol*
  - *Information for parents on how to have a conversation about alcohol*
  - *More for young people to do*
  - *Reduce the number of places you can buy alcohol*
  - *Make alcohol more expensive*
  - *Information on no-alcohol and low-alcohol products*
  - *I don't think there are any issues in Lanarkshire*
  - *None of the above*
  - *All of the above*
- Is there anything else you would like to add you think would be relevant?

### Section 4 - Signposting & Thank You Message

**END OF QUESTIONS**





# Consultation Responses

There was a total of 743 responses to the consultation. Due to the eligibility criteria enforced by the question branching outlined in the previous section, the true **total number of responses was 703**.

|                                 |            |
|---------------------------------|------------|
| Total Responses                 | 743        |
| Under 11                        | -7         |
| Over 25                         | -11        |
| Not from Lanarkshire            | -22        |
| <b>TOTAL ELIGIBLE RESPONSES</b> | <b>703</b> |

|                        |     |
|------------------------|-----|
| <b>TOTAL RESPONSES</b> | 703 |
| North Lanarkshire      | 444 |
| South Lanarkshire      | 259 |





# Do you live in North or South Lanarkshire?

South Lanarkshire  
259



North Lanarkshire  
444

South Lanarkshire  
36.8%



North Lanarkshire  
63.2%

TOTAL RESPONSES

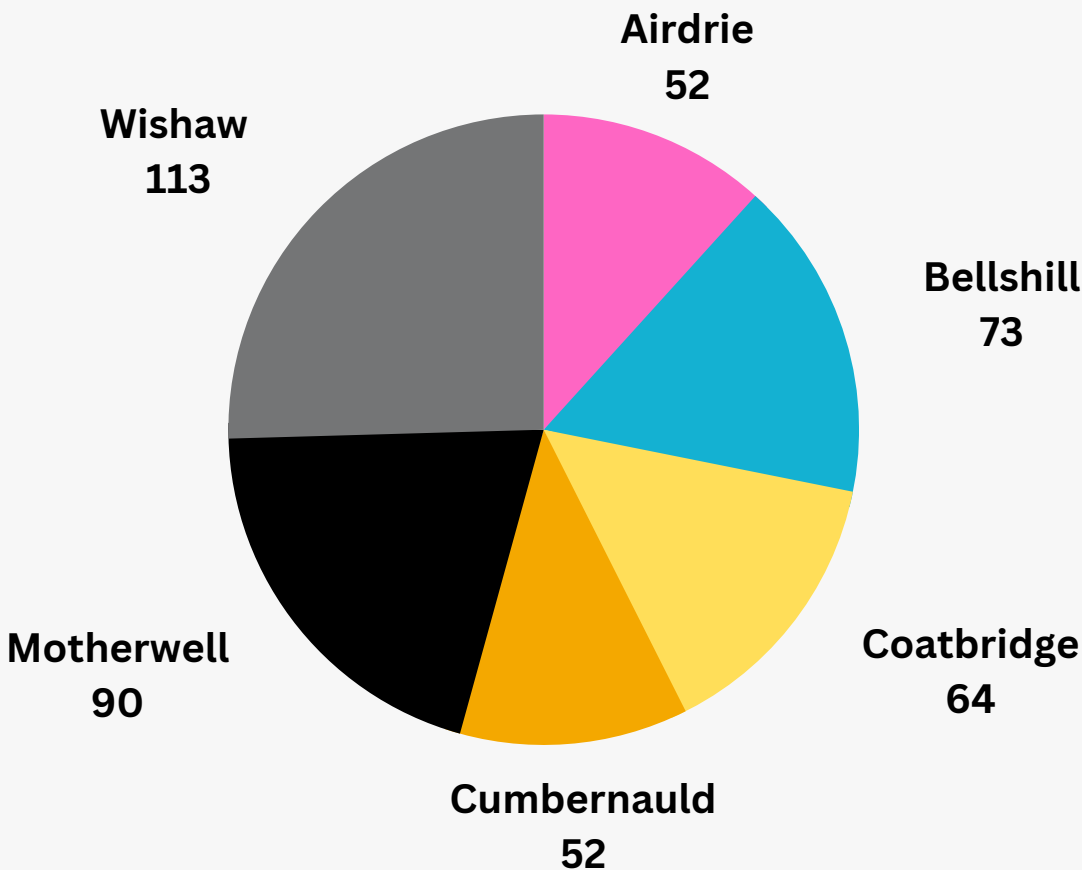
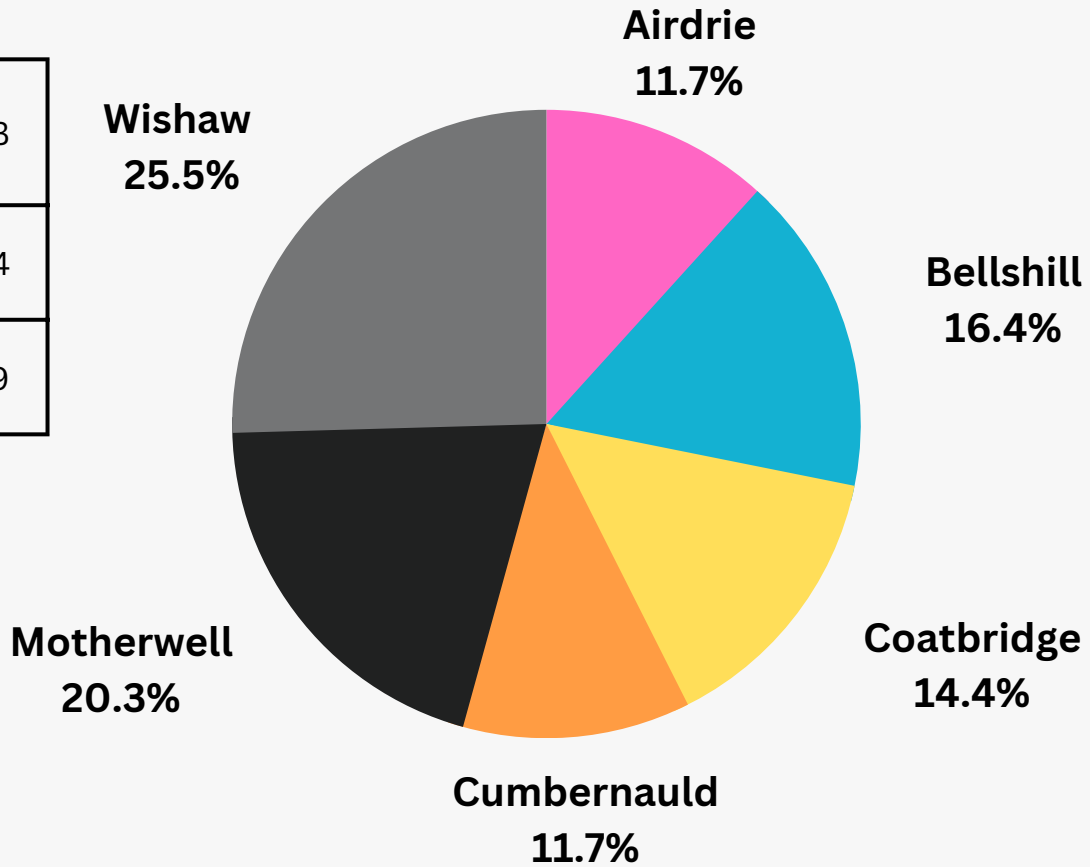
703





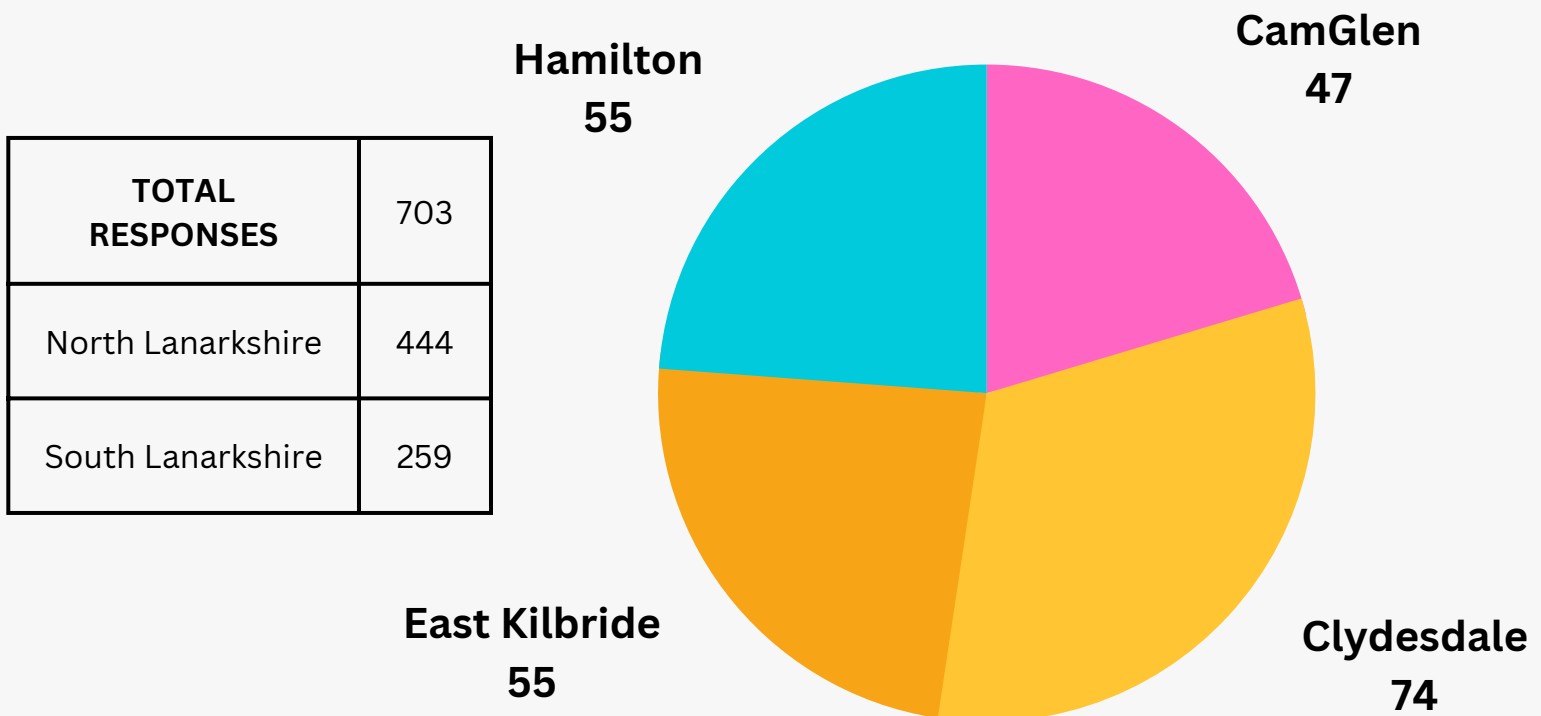
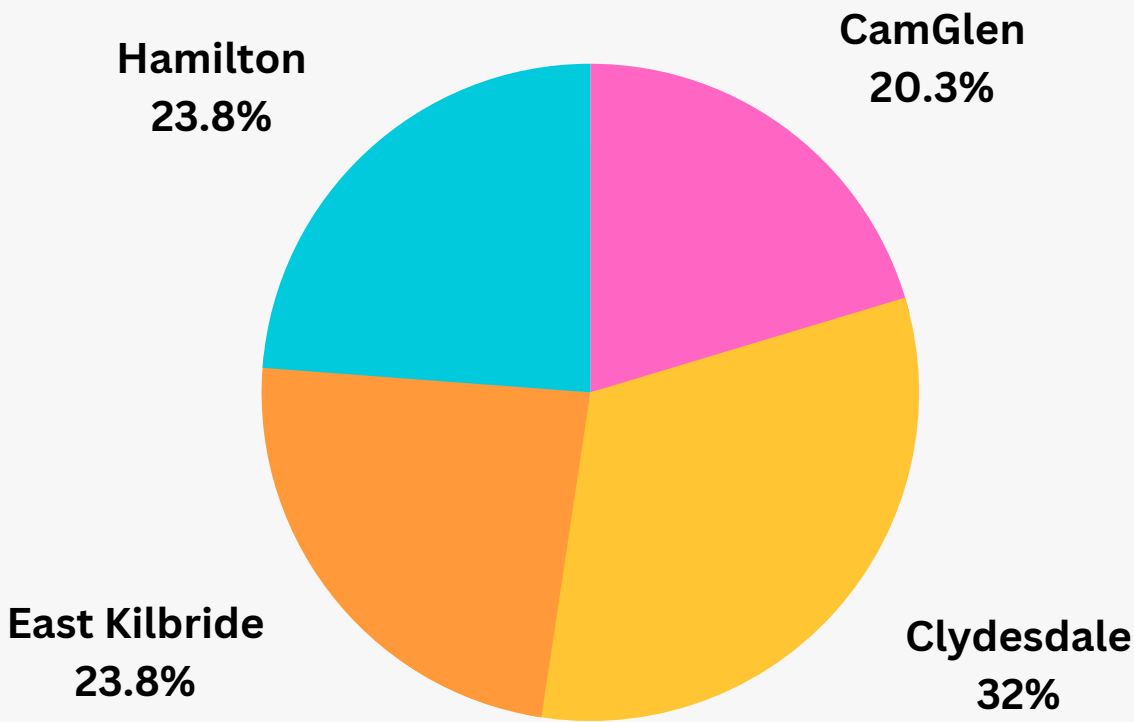
# What town do you live in/closest to? (North)

|                        |     |
|------------------------|-----|
| <b>TOTAL RESPONSES</b> | 703 |
| North Lanarkshire      | 444 |
| South Lanarkshire      | 259 |





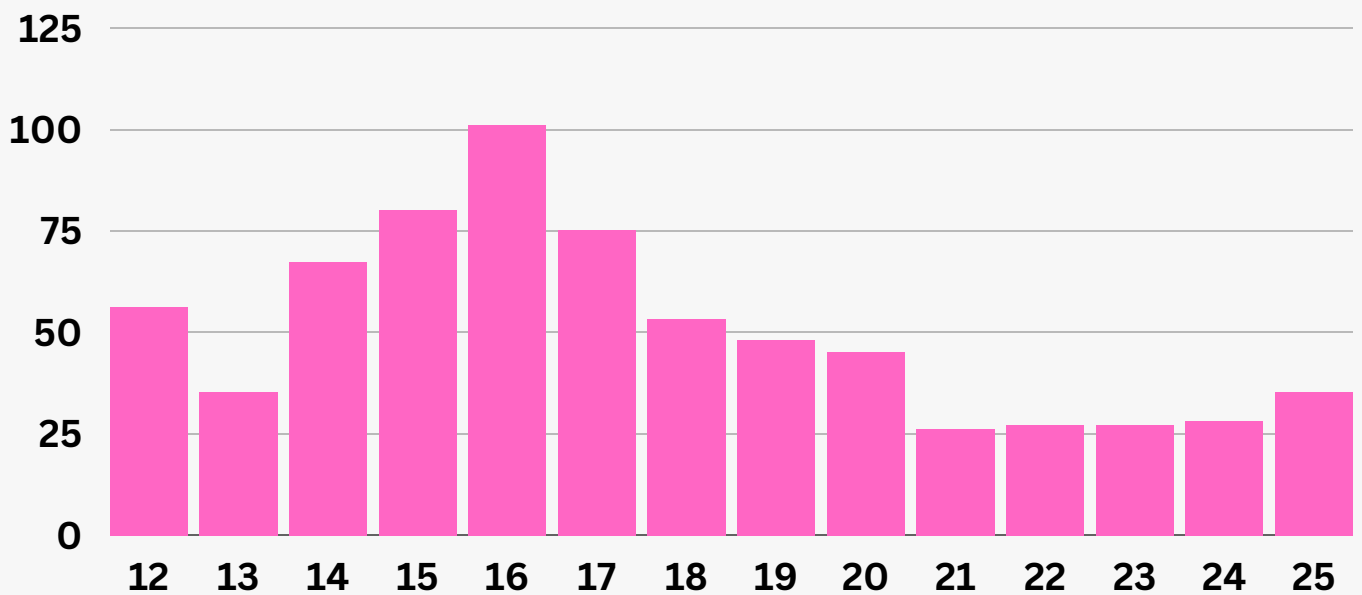
# What town do you live in/closest to? (South)



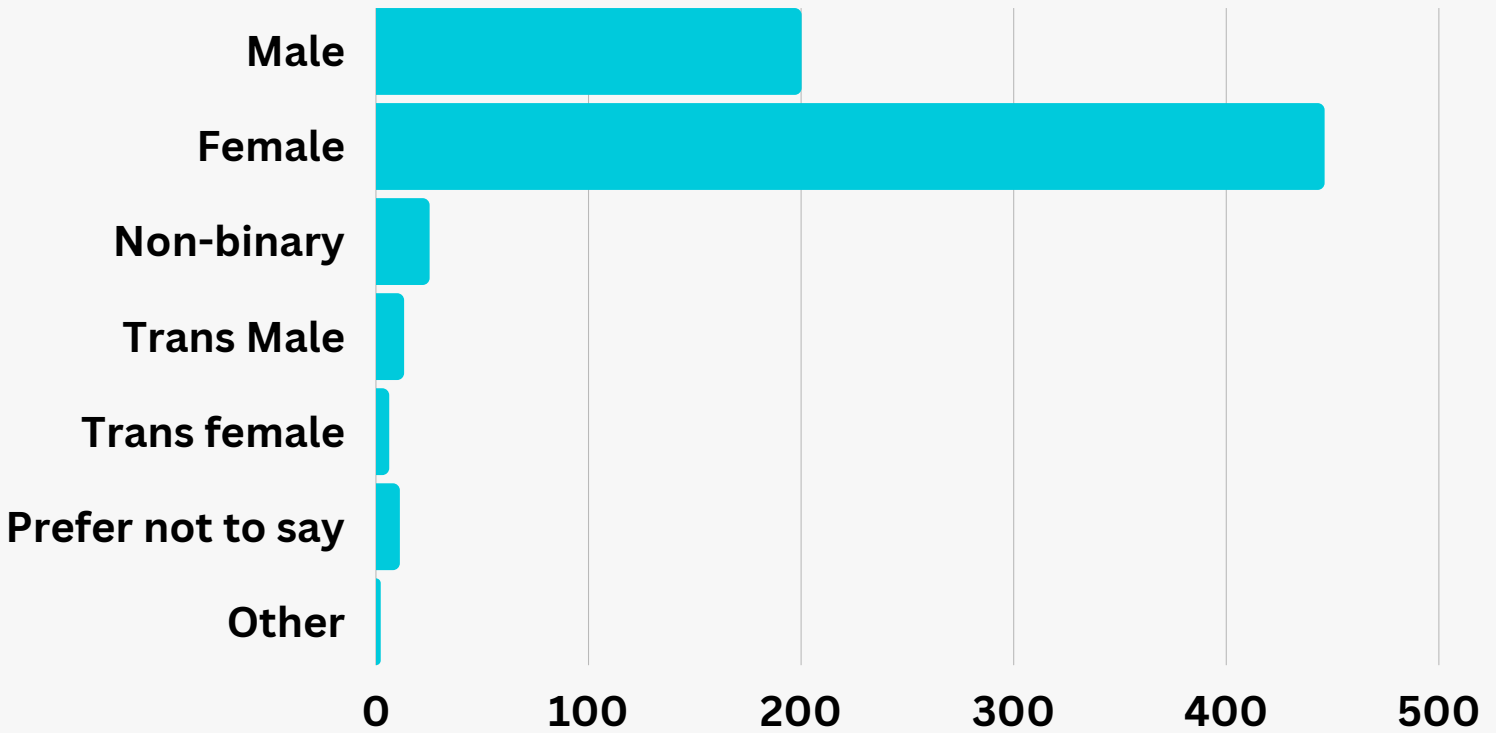
|                        |     |
|------------------------|-----|
| <b>TOTAL RESPONSES</b> | 703 |
| North Lanarkshire      | 444 |
| South Lanarkshire      | 259 |

# How old are you?

| Age          | Number of respondants |
|--------------|-----------------------|
| 12           | 56                    |
| 13           | 35                    |
| 14           | 67                    |
| 15           | 80                    |
| 16           | 101                   |
| 17           | 75                    |
| 18           | 53                    |
| 19           | 48                    |
| 20           | 45                    |
| 21           | 26                    |
| 22           | 27                    |
| 23           | 27                    |
| 24           | 28                    |
| 25           | 35                    |
| <b>Total</b> | <b>703</b>            |



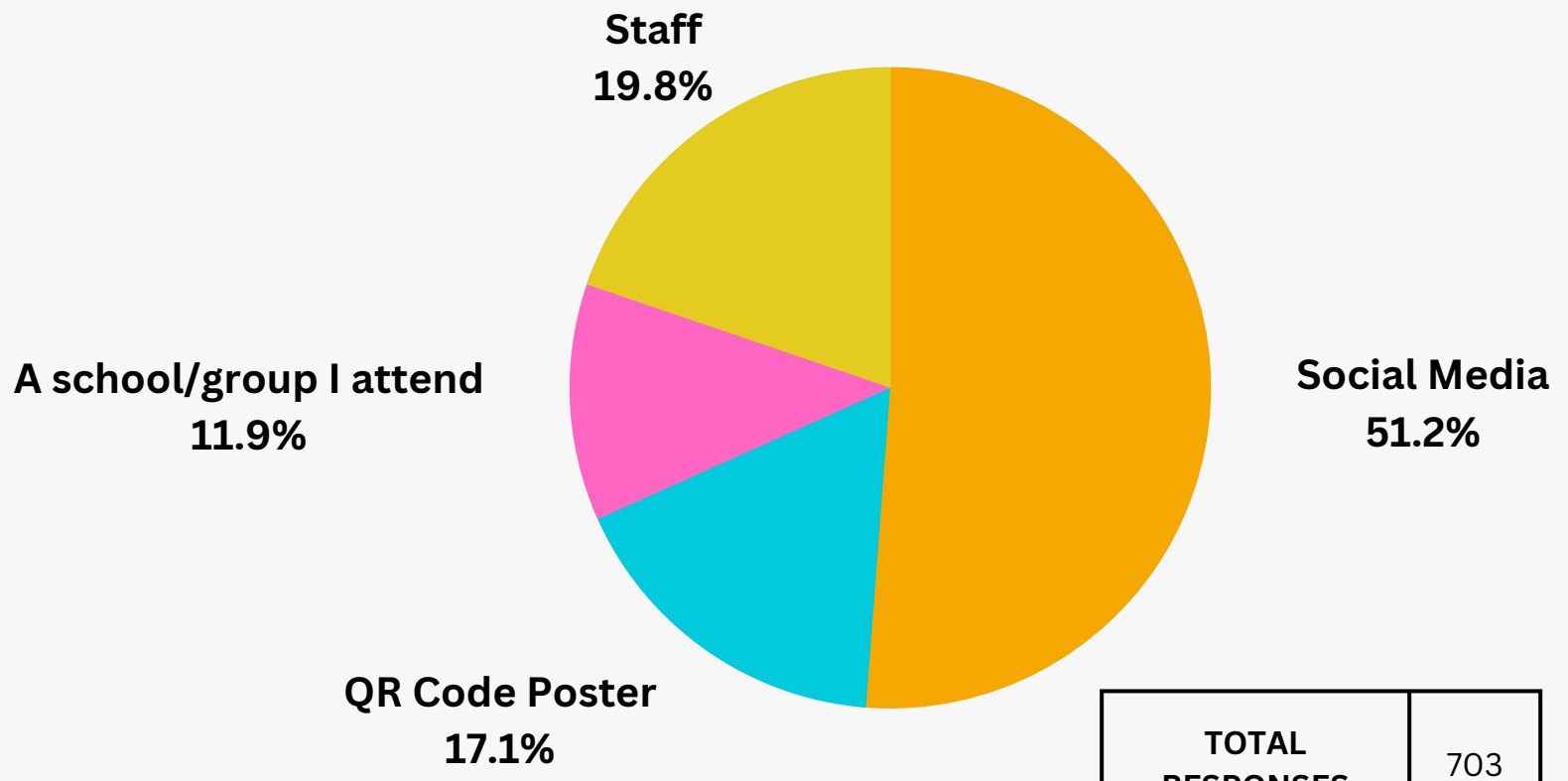
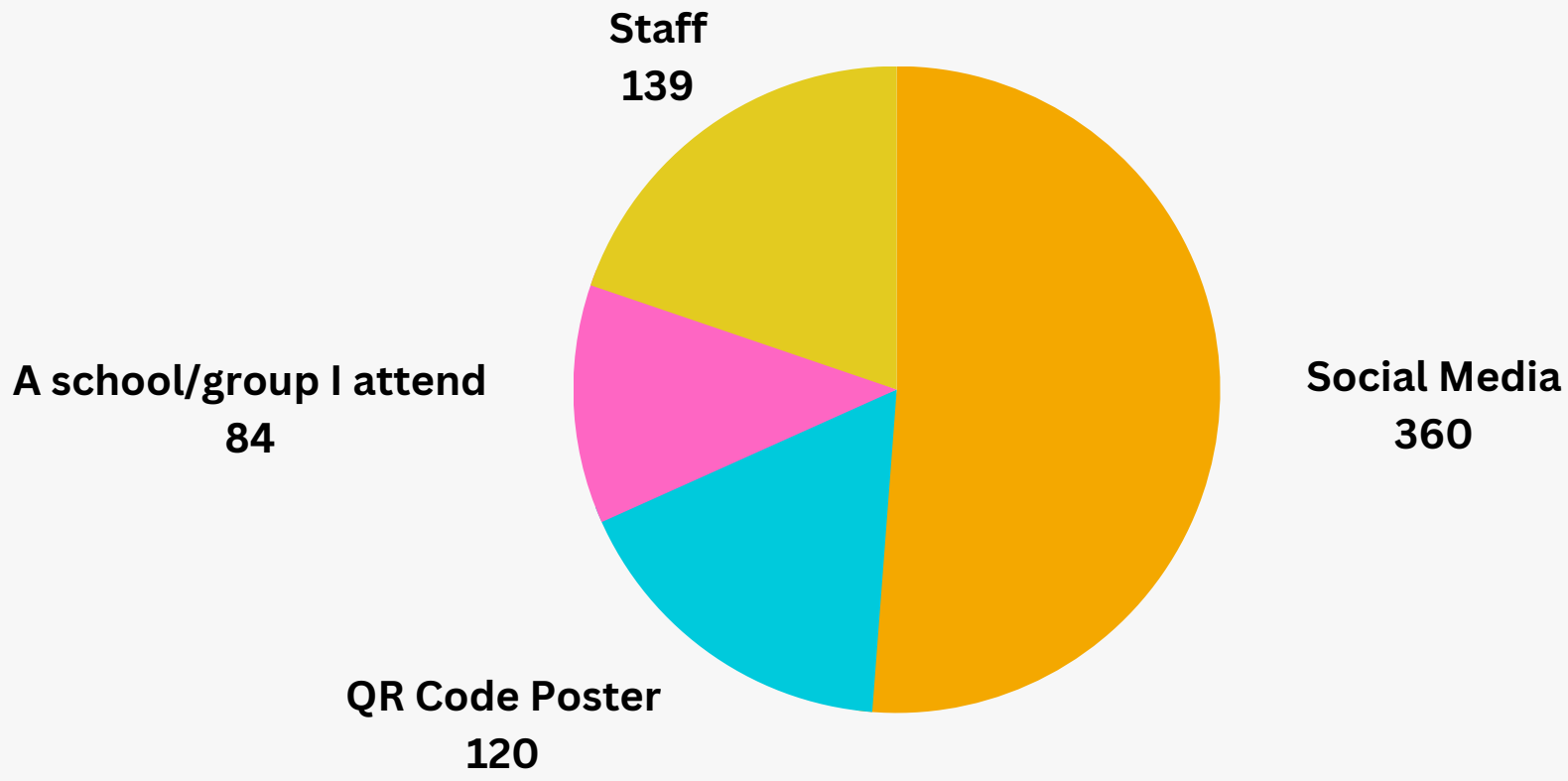
# How do you identify?



|                          |            |
|--------------------------|------------|
| <b>Male</b>              | 200        |
| <b>Female</b>            | 446        |
| <b>Non-binary</b>        | 25         |
| <b>Trans Male</b>        | 13         |
| <b>Trans female</b>      | 6          |
| <b>Prefer not to say</b> | 11         |
| <b>Other</b>             | 2          |
| <b>Total</b>             | <b>703</b> |



# How did you find out about this survey?

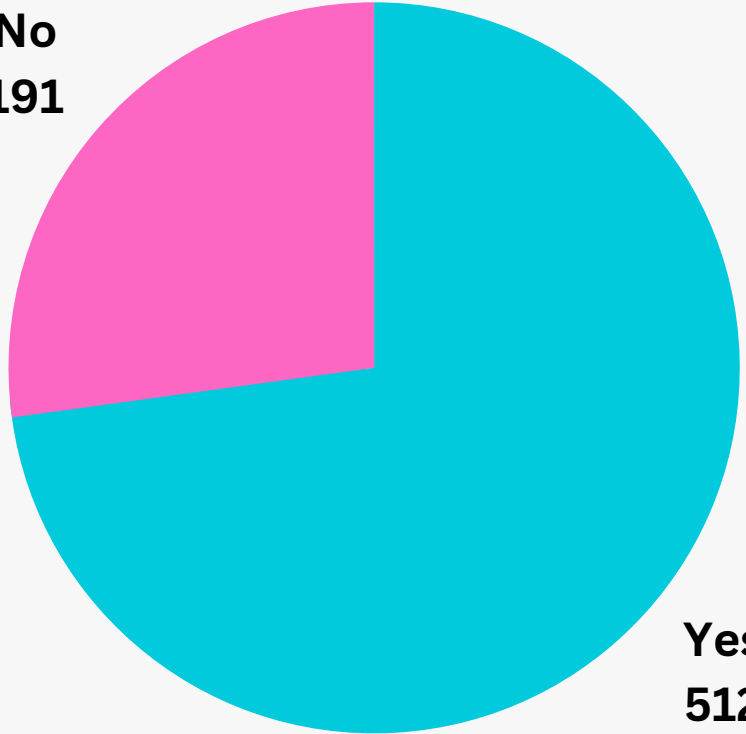


|                        |     |
|------------------------|-----|
| <b>TOTAL RESPONSES</b> | 703 |
|------------------------|-----|



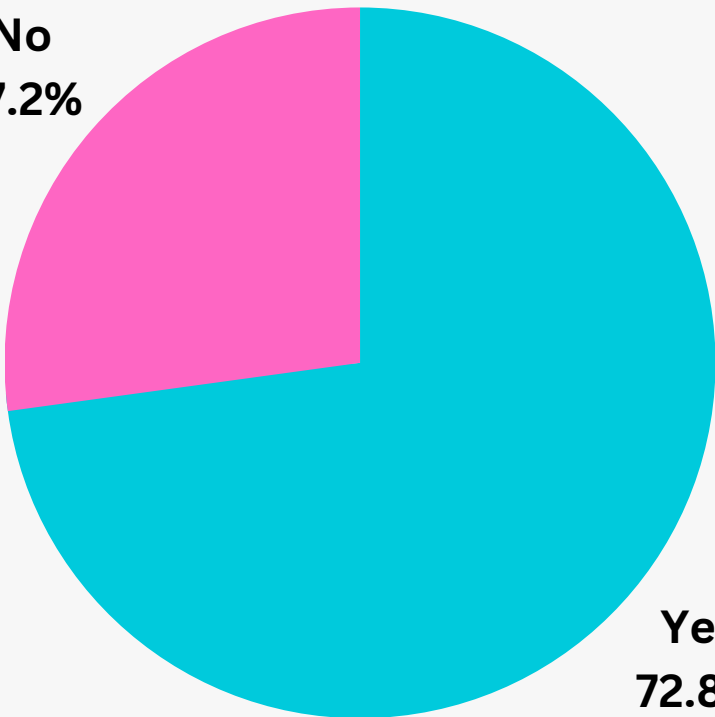
# Do you drink alcohol?

No  
191



Yes  
512

No  
27.2%

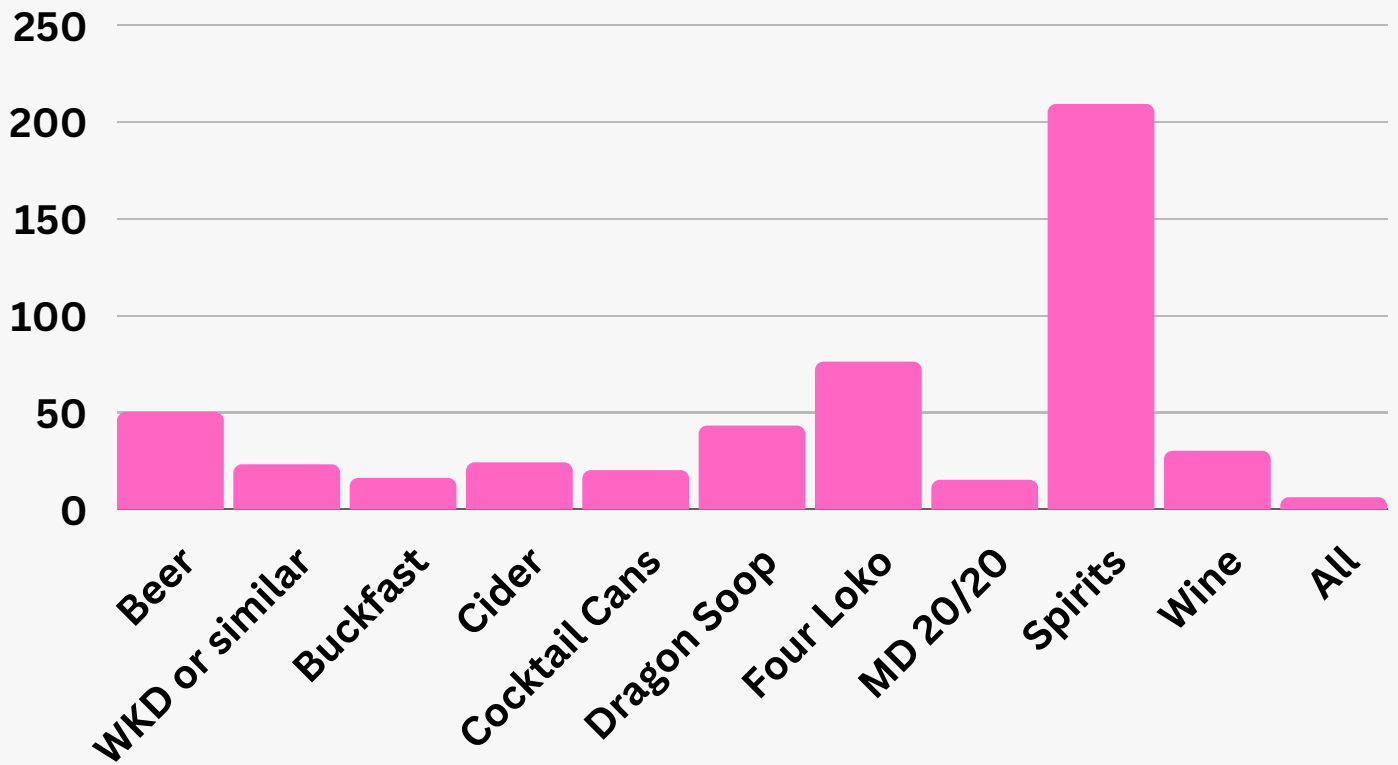


Yes  
72.8%

|                 |     |
|-----------------|-----|
| TOTAL RESPONSES | 703 |
|-----------------|-----|

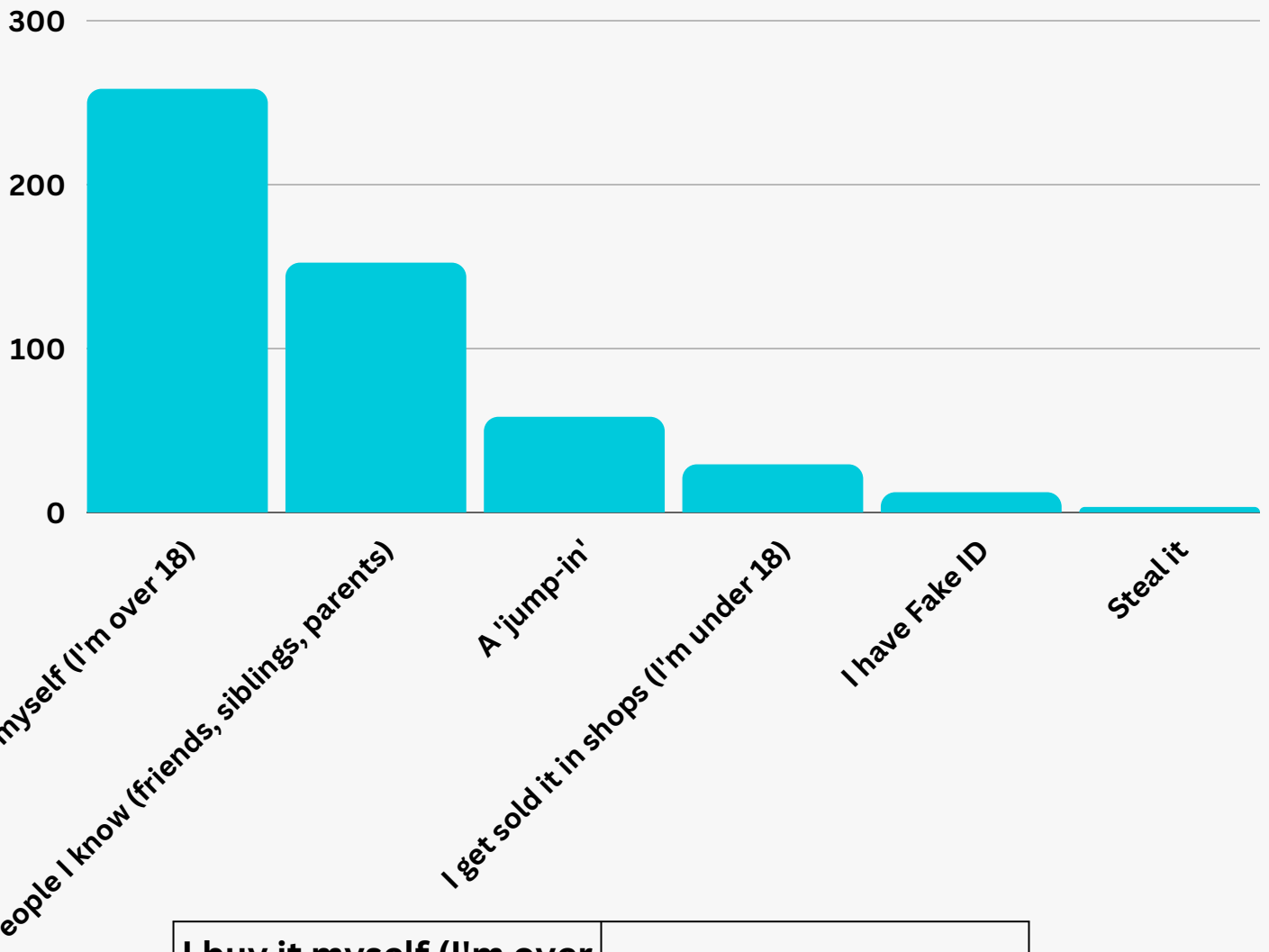


# What do you prefer to drink?



|                |            |
|----------------|------------|
| Beer           | 50         |
| WKD or similar | 23         |
| Buckfast       | 16         |
| Cider          | 24         |
| Cocktail Cans  | 20         |
| Dragon Soop    | 43         |
| Four Loko      | 76         |
| MD 20/20       | 15         |
| Spirits        | 209        |
| Wine           | 30         |
| All            | 6          |
| <b>TOTAL</b>   | <b>512</b> |

# How do you get your drink?



|   |            |
|---|------------|
| <b>I buy it myself (I'm over 18)</b>              | 258        |
| <b>People I know (friends, siblings, parents)</b> | 152        |
| <b>Jump-in</b>                                    | 58         |
| <b>I get sold it in shops (I'm under 18)</b>      | 29         |
| <b>I have Fake ID</b>                             | 12         |
| <b>Steal it</b>                                   | 3          |
| <b>TOTAL</b>                                      | <b>512</b> |

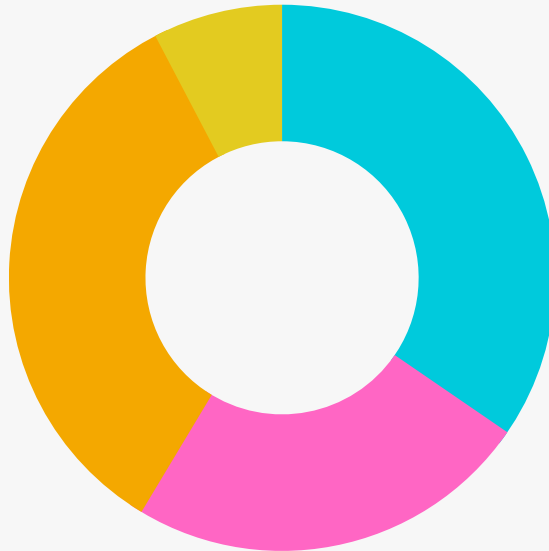


# Do the people closest to you drink alcohol?

Nobody  
7.7%

Household & Friends  
34.6%

Just Household  
33.7%



Just Friends  
24%

Nobody  
54

Household & Friends  
243

Just Household  
237



Just Friends  
169

TOTAL  
RESPONSES

703



# How do you feel about the following statements?

**Drinking alcohol regularly is normal for the people of Lanarkshire.**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 643 | 91% |
| <b>Disagree</b> | 60  | 9%  |

**Alcohol can harm people, their families and local communities.**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 645 | 92% |
| <b>Disagree</b> | 58  | 8%  |

**I am worried about my own drinking.**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 73  | 10% |
| <b>Disagree</b> | 630 | 90% |

**I am worried about a loved one's drinking (e.g., family, friend or anyone close to you).**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 239 | 34% |
| <b>Disagree</b> | 464 | 66% |

# How do you feel about the following statements? Continued

**Alcohol is easy to get in my community.**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 611 | 87% |
| <b>Disagree</b> | 92  | 13% |

**Alcohol is too cheap to buy.**

|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 171 | 24% |
| <b>Disagree</b> | 532 | 76% |

**I feel judged by my friends if I choose not to drink.**


|                 |     |     |
|-----------------|-----|-----|
| <b>Agree</b>    | 236 | 34% |
| <b>Disagree</b> | 467 | 66% |

**END OF STATEMENTS**

**TOTAL  
RESPONSES**

703





**How harmful do you think alcohol is compared to other substances? (cannabis, vaping, cocaine etc.)**

**1 2 3 4 5**



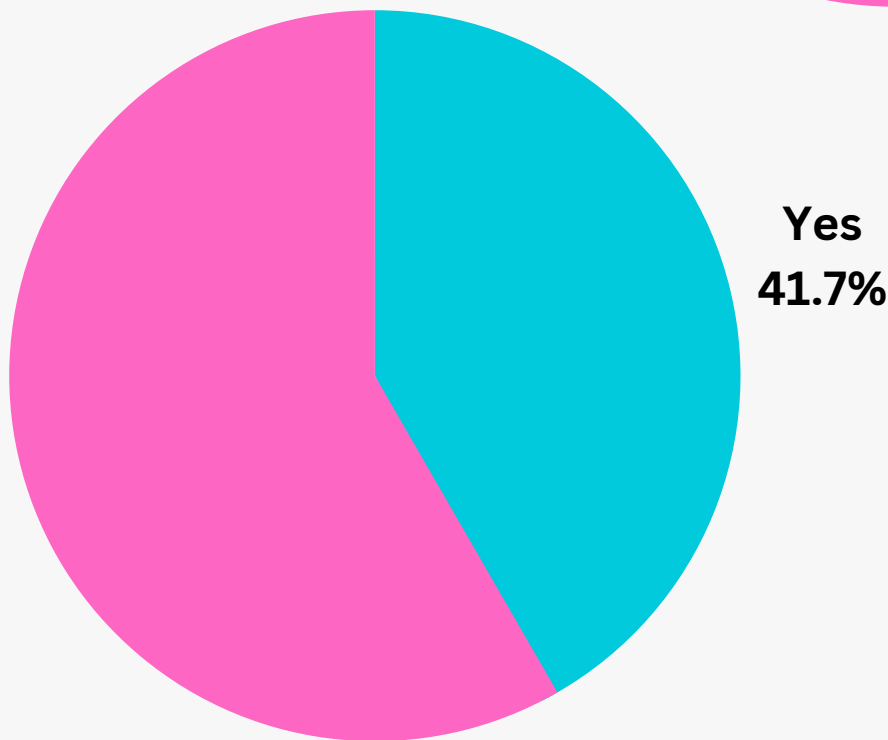
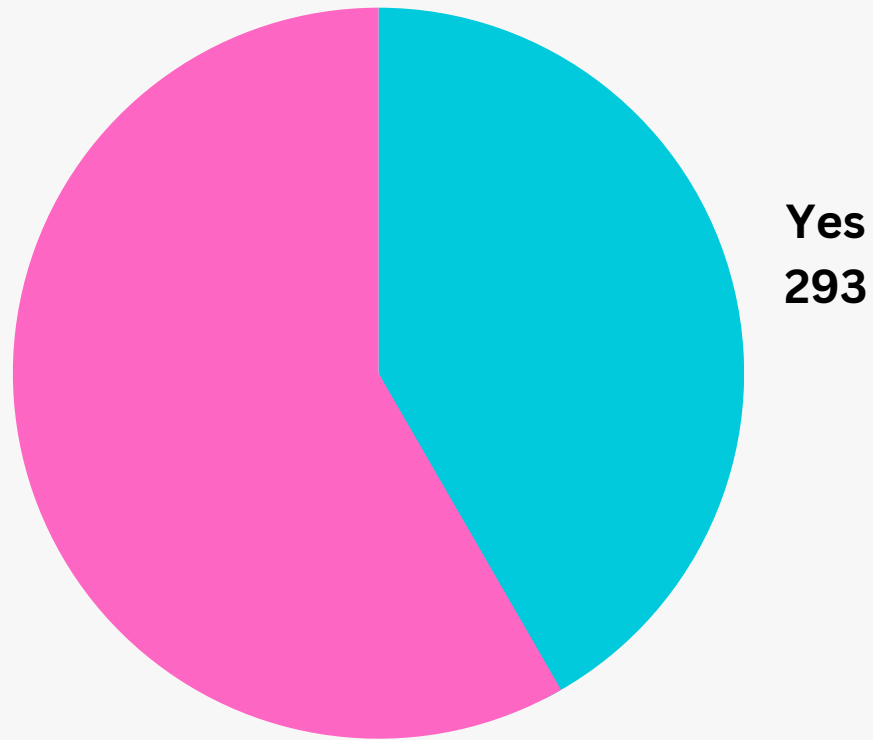
**AVERAGE HARM SCORE = 2.98**

|                        |     |
|------------------------|-----|
| <b>TOTAL RESPONSES</b> | 703 |
|------------------------|-----|



**LANDED**

# If you or someone you know had a problem with their alcohol use, do you know where to go for help?



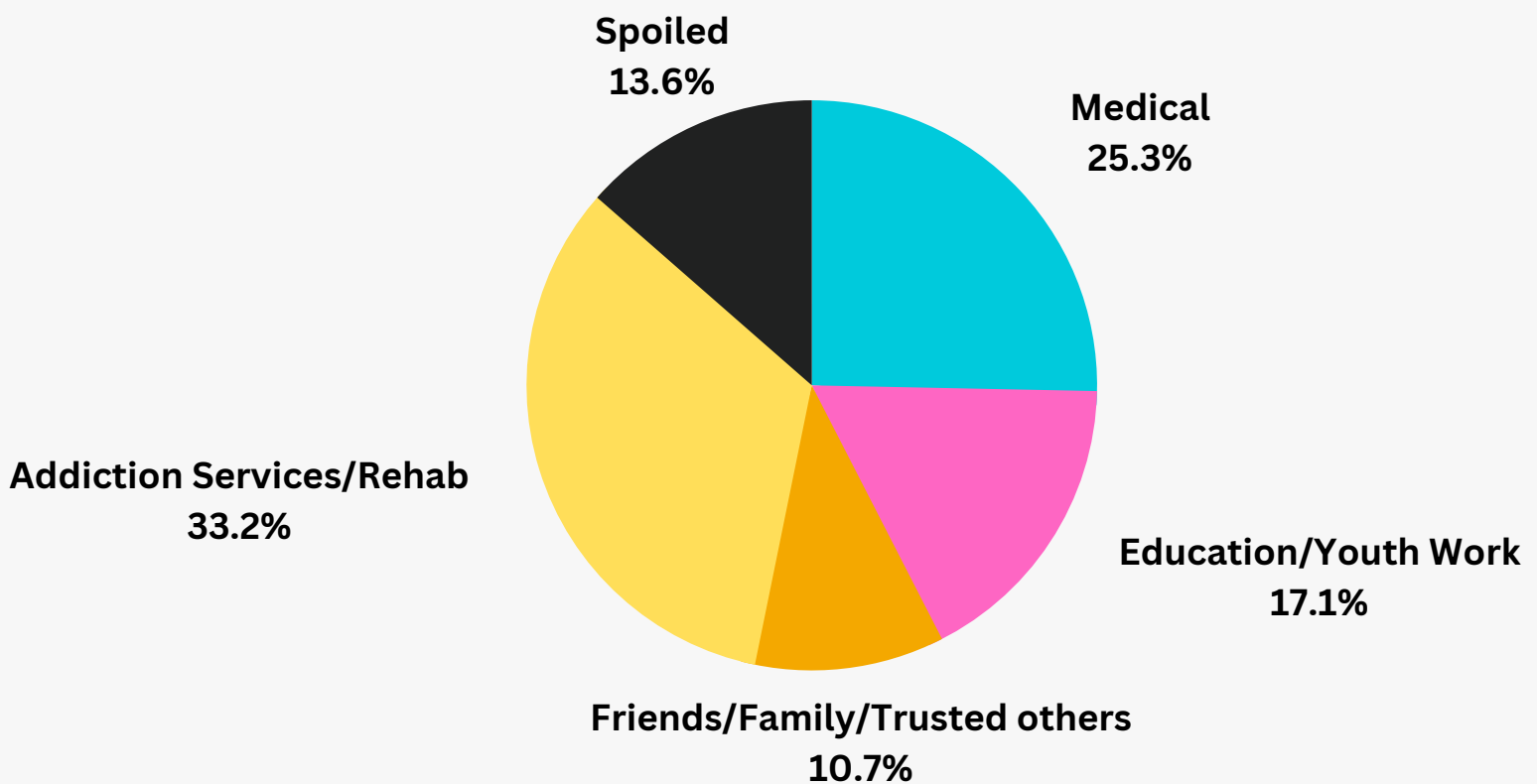
|                 |     |
|-----------------|-----|
| TOTAL RESPONSES | 703 |
|-----------------|-----|

# If you answered yes to the previous question, where would you suggest they go for help?

286 of 293 participants responded to this question, as it was optional.

The responses varied in wording, so we grouped them together based on the keywords the answers mentioned.

- **Medical** includes mentions of: 999, doctor, GP, NHS, nurse or similar
- **Family Friends, or trusted other**
- **Teacher/Educator or Youth Worker**
- **Addiction Services/Rehab**: specific mentions of local or national charities or rehab
- **Spoiled** includes mentions of: "IDK", nonsense or profanities



|                 |     |
|-----------------|-----|
| TOTAL RESPONSES | 286 |
|-----------------|-----|



# Which of the following do you think would help tackle the alcohol problem in Lanarkshire?

This question was multiple choice, the answers below are in order from highest to lowest.

## More information for young people on the impact of alcohol

Votes

365

## More for young people to do

Votes

332

## Information for parents on how to have a conversation about alcohol

Votes

261

## Information on no-alcohol and low-alcohol products

Votes

164

## Alcohol advertising should be banned

Votes

126





# Which of the following do you think would help tackle the alcohol problem in Lanarkshire? Continued

This question was multiple choice, the answers below are in order from highest to lowest.

## Reduce the number of places you can buy alcohol

Votes

124

## Make alcohol more expensive

Votes

94

## I don't think there are any issues in Lanarkshire

Votes

78

## All of the above

Votes

71

## None of the above

Votes

46



# Which of the following do you think would help tackle the alcohol problem in Lanarkshire? Continued

If participants selected the other option for this question, they were shown a blank text box to fill. Some answers have been left out due to them being profanity or nonsense. Answers which contributed to the survey have been supplied below. If you wish to view the answers not included, please contact [robbie@landed.info](mailto:robbie@landed.info).

| Other   |  |    |
|---|--|----|
| <b>Votes</b>  |  | 20 |
| <p>i think alcohol/drug misuse is so common in our areas people turn a blind eye. i lost my dad and step dad to drug overdose but when it all comes down to it in their early teens they started with alcohol. my mum is in the CA program and in only 7.5 months her life and my life has changed for the better. so, i think people need to be made more aware of the toll it takes upon their life, not just about the fact it kills you, but the toll it takes on oneself and family. people in the CA/AA programs with experience and sober time under their belt should be invited into schools to share their experiences.</p> |  |    |
| <p>Tell them to see someone. They talk about the dangers of overconsumption but not often about why they drink. To fill the void, to have a good time ...</p>   |  |    |





# Is there anything else you would like to add that you think might be relevant?

This question allowed participants unlimited space to share their views on alcohol if they wanted to. 74 answers were received and most of these are listed on the pages that follow. Some have been removed due to profanity or nonsense. If you wish to view the answers not included, please contact [robbie@landed.info](mailto:robbie@landed.info).

## Participant Responses

Yea I think the police show stand in front of shops on the weekends on Friday bc that when everyone wants a jump in

people are always going to drink regardless of age, gender, address, price, how easily accessible it is or how advertised it is. It is the most popular substance in the world and it wouldn't be so damaging if it wasn't so normalised, instead of don't do drug pencils when you're 10 give drink responsibly ones. It's about educating people not trying to stop them

Young people can easily hide alcohol addiction/over consumption from their friends and family as going out drinking heavily is a normal thing in Scotland. I think a lot of young people only realise they have a dependence on alcohol as they get older and friends stop going out as much. Particular issue amongst young men who do not want to seek help

Prevent the normalisation of alcohol within society. Drinking alcohol is normal whilst not drinking alcohol is considered unnatural and strange. It should not be this way.

We can't stop people from drinking but we can help teach them how to be safer about it





# Is there anything else you would like to add that you think might be relevant?

More support and rehab services to break the cycle of trauma and alcohol abuse. Young people with issues of alcohol misuse tend to have parents who have or are suffering an alcohol addiction.

there's nothing to do in wishaw. It's quite boring, more stuff to do would decrease the amount of drinking/underage drinking I think.

Kids get extremely bored because theres nothing to do so they go drinking or break stuff to stop the boredom

Please make Lanarkshire have Recovery hubs, and people with trauma

Alcohol is good

I think that if they drink they vape too so if you do all of the above to vaping then you may help that problem too

Alcohol limit eg. Every time you buy alcohol an alcohol point is added to your "account" if it exceeds a particular number in a week. You can be advised help

I've noticed in the last year or two that young people are drinking less and are taking drugs more often.

Alcohol isn't the issue its who is drinking it since there are cunts that just abuse the hell out of it it would be helpful if you implemented a card that old lets you buy a set amount of alcohol per week to minimise the damage other do

I'm a medical student so completely aware of the consequences of alcohol. My family and I only drink alcohol a couple of times perbyyear

It's too expensive and licensing laws are a bit of a joke.





# Is there anything else you would like to add that you think might be relevant?

Alcohol causes the NHS more money and lives than all other drugs combined.

People of all ages, youth and elderly, will continue to drink no matter what. It would appear that alcohol has become a staple in our society and culture and has been utterly normalised through generations of drinking.

Raising the price of alcohol will not encourage people to drink less, it will make them poorer.

My family drinks because that's what they've always done.

My friends drink because realistically there's nothing better for people like us to do.

I drink because screw it, why not?? It's good fun.

Why pay hundreds of pounds to go do simple activities for the weekend, pay for therapy for someone to listen about how bad your life is for an hour a week or buy material things that keep you happy for so long till you have to replace them. Why do any of this when you can go to any shop on the corner and buy a bottle of "happiness" for less than £20.

Alcohol made us.

Alcohol will break us.

And Alcohol will NEVER go away."

Increase number of places where non alcoholic beer, wine etc is sold I.e in pubs

Whilst minimum unit pricing does have its purpose, to further increase cost of alcohol seems pointless. People who want alcohol will still buy it, however it will negatively affect the poorer of the community disproportionately to those who can afford higher prices. Education and reduction of stigma getting help early on is key.





# Is there anything else you would like to add that you think might be relevant?

Alcohol can be seen as a right of passage when you turn a certain age. Maybe we're all going to experiment with it at some point, then it's seen as an experience - good or bad. It's what we do with our experience that matters.

My sister is 15 and she gets sold in all shops

we must do something about the drug misuse epidemic.

stop taking away the things that teenagers do, or places they go to for fun, it's ruining us

This was a fun quiz :)

Bring down alcohol prices please

Instead of kids having to pay for activities make them free so they have something to do rather than go out drinking

i love sooop

Open a place for young people to hang out like a club but with alcohol free drinks.

I only drink when I have no weed

i think that in lanarkshire it isnt that bad of an issue. people drink but not as much as they do in some other places

add more entertainment in forgewood

make alcohol cheaper





# Is there anything else you would like to add that you think might be relevant?

There definitely needs to be more to do in Lanarkshire as I believe drinking is now classed as a hobby. Get people interested in other things. For instance, allow people to have a place for car meets ect ~ if they are driving they aren't drinking.

It's time the government stops trying to remove everything. Play it smart, legalise cannabis, tax it, use the money to develop Scotland's anti drink drug spaces and create activity areas. Coming from someone NOT partial to cannabis, I'd still believe the long term effects are less destructive than alcohol ~ drink driving, violence, alcohol poisoning, brain damage, ect ect.

Also, whilst I agree with the principal of information realistically I can't see it causing any change. Those that don't care about drinking it aren't going to sit and invest time in reading posters etc. Probably the hardest hitting thing to do would be bringing people involved in a drink/driving RTC Into school to talk / do an assembly on how their life has been affected, or see if people would be willing to share how alcohol has affected them from the likes of an AA group / hospital ward dealing with alcohol brain damage. Make it personal, otherwise people won't care about a poster.

All in all, raising the unit cost of alcohol is going to be like pissing into the wind, affecting only those with limited funds and cause them to choose between alcohol and other necessities. Try coming up with a better strategy than just the easiest option.

I disagree with alcohol advertising, in the same way smoking was banned why isn't alcohol?

More being done about young people and peer pressure

To know that alcohol is a drug and still harmful

More help available and accessible for those with addictions





# Is there anything else you would like to add that you think might be relevant?

me and the people i know drink in safe environments such as houses or nights out in which it's a small group and we all look after eachother i think us doing this has helped us not over drink or do anything bad i think alchohol is a safe thing to do in a safe and moderated environment where you have people you know looking over you

I think there should be more info on where to go to get help for loved ones and friends if there are problems

Raising the unit price of alcohol won't change things. There was no significant change when Scotland brought in the minimum unit pricing. Increasing the price will result in teens ect continuing to buy alcohol but having less money for other things. Reducing the number of places to buy alcohol and implementing better check 25s, in coordination with shop security to ensure no proxy buys is the best start.

Change CFE curriculum to include alcohol misuse with drug misuse.

I think increasing prices is by far not the solution , many people with addiction will continue to abuse regardless of the price. You would force these poor people further into poverty

Most people I know started drinking at 15 (including myself), alcohol education for 11 onwards would help them understand the harm

Making sure that places that sell alcohol actually ID young people going in to purchase alcohol & more awareness on the impact of alcohol addiction & excessive drinking

Information on local AA meetings, or where to go for help other than the GP, support groups for families that are concerned about a loved ones alcohol consumption, more education on long term effects of binge drinking, symptoms of alcohol poisoning and alcohol related diseases such as korsakoffs.







# Is there anything else you would like to add that you think might be relevant?

I think young people need to know that just because everyone is doing it doesn't mean it's normal. Substances affect everyone different and if it's causing you difficulties within life or you can't live without it then please get some help in place

i think a good conversation or messages with parents would be great, i have watched a lot of my friends go mental drinking because their parents were very overly strict and had no idea what to expect or who to call when drunk and i think it would be great to inform parents of the damage that being so overly strict and hostile around the subject of alcohol can cause (to a certain extent their kids age 13 shouldn't be allowed out unsupervised drinking of course) i believe alcohol should be brought up in a way whoever is drinking knows how to stay safe and that they can rely on parents if in a bad situation/ environment when intoxicated i have a very large group of friends and those who's parents were very restrictive were the ones that did not know their limits and got themselves in the worst situations when drinking and had no idea who to go to or what to do, in scotland i feel it's so unbelievably common almost normal for underage drinking and alcohol shouldn't be a touchy subject 14/15+ year olds and all parents should be properly educated and feel safe talking about the subject of alcohol. i have witnessed first hand on multiple occasions when my friends have to hide their drinking that's when the real danger and bad accidents can happen, they will stay out later so their parents won't find out they have been drinking leading to a multitude of problems, they will drink in unsafe places because their parents will not allow a safe haven for their child if caught intoxicated ect. my crazy drinking days are over everyone in my year is much more mature now but year after year history repeats itself and my younger friends have the same issues and dangers.

I seriously don't think raising the prices of alcohol will do anything but make the situation worse

UC open 24/7 for young ppl to do something and stop drinking







# Is there anything else you would like to add that you think might be relevant?

Some countries such as Iceland have stores dedicated to only selling alcohol. Alcohol is not available in any other shop but specific shops only selling alcohol. These can be better regulated than supermarkets/corner shops, plus it makes it less available so less likely to buy it if it's convenient.

Alcohol is part and parcel of growing up in Scotland. And the rest of the UK- trying to make it harder to get probably wouldn't deter the younger generation going into their teenage years, they would find a way

You can get really hurt from drinking

I only drink on special occasions

I think there should be a pub for 16-18 year olds to prevent kids drinking on the streets which causes antisocial behaviour and issues with fake ID. The bar man can refuse people who are too under the influence because of their age.

Remember that drinking alcohol when feeling depressed is dangerous alcohol is great

Don't drink if u do be careful and don't drink far to much

Inform teens that although alcohol can be harmful it is not something they should be shamed for, they should be informed of the more relevant risks teens face when drinking and the responsibilities and how to be safe instead of making the teen feel guilty and ashamed for trying something

It's in the culture here in Scotland, alcohol and drugs abuse is now common for most people, theres not enough for kids to do or help them see a way out especially if you come from a poor background you are surrounded by it, too change the outlook on alcohol you have to change the culture behind it.





# Is there anything else you would like to add that you think might be relevant?

Alcohol is normalised where I live in a scary amount, people get popular cause they drink and then they get hurt anti social behaviour is romanticised in my general area and it makes me sick. I wish there was an easy fix to this issue

Drink should be cheaper

More social clubs for young people because there's nothing else to do

I don't drink regularly, only at gaffs really. A lot of my friends are the same, although I can think of a select few people that I'm not friends with that drink very regularly, and they just look daft

I have stated that I drink however I don't drink very often thought this might be helpful

## END OF RESPONCES



