

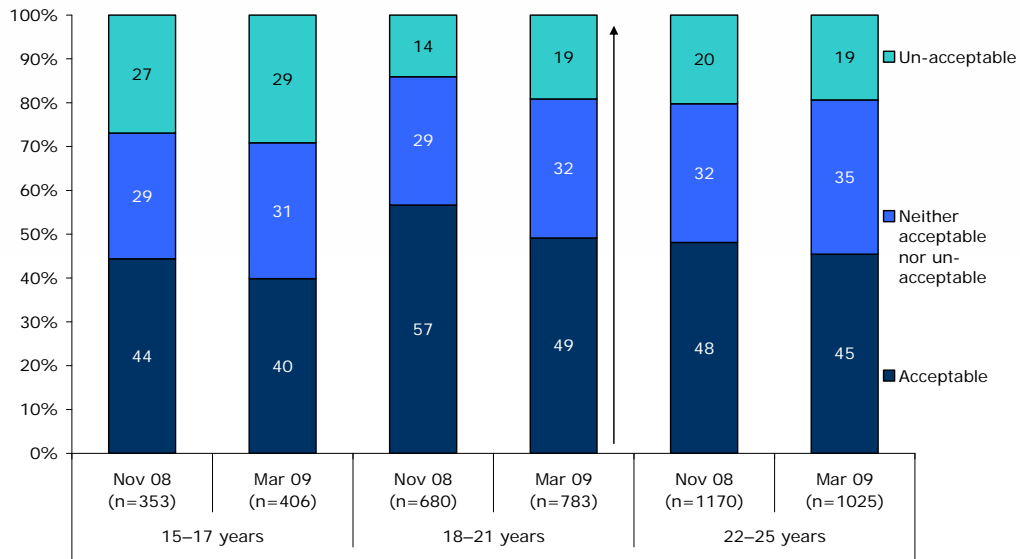
ATTITUDES

Young people aged 15–25 years were asked a range of questions to quantify their attitudes towards excessive alcohol consumption and its consequences. In general, 15–25 year-olds agree that drinking too much alcohol can lead to a variety of consequences and this agreement has remained high (and in some cases has increased) across the two survey waves. The extent to which young people believe that they would be susceptible to these consequences as a result of drinking is more variable, but has likewise remained relatively stable across the two survey waves.

6.1 Acceptability of drunkenness

Young people aged 15–25 years who drank alcohol in the previous three months were asked to indicate how acceptable they believed their closest friends, people to whom they are attracted, and their immediate family would find it if they got drunk. In general, 15–25 year olds indicated that their closest friends would be more accepting of their drunkenness than would people to whom they are attracted. Family members were not perceived to be accepting of drunkenness. Figure 44 to Figure 46 (overleaf and page 74), illustrate responses to these questions in greater detail.

Figure 44. Perceived acceptance of drunkenness by closest friends (15–25 year-olds who drank alcohol in last three months)



As Figure 44 shows, less than half of 15–17 year-olds (40%), 18–21 year-olds (49%) and 22–25 year-olds (45%) indicated in April 2009 that their closest friends would find it acceptable if they got very drunk. Young people aged 18–21 years were less inclined in April 2009 than in November 2008 to indicate that their own drunkenness would be acceptable to their closest friends (Kendall's tau-b, $p=0.019$).

Figure 45. Perceived acceptance of drunkenness by people to which one is attracted (15–25 year-olds who drank alcohol in last three months)

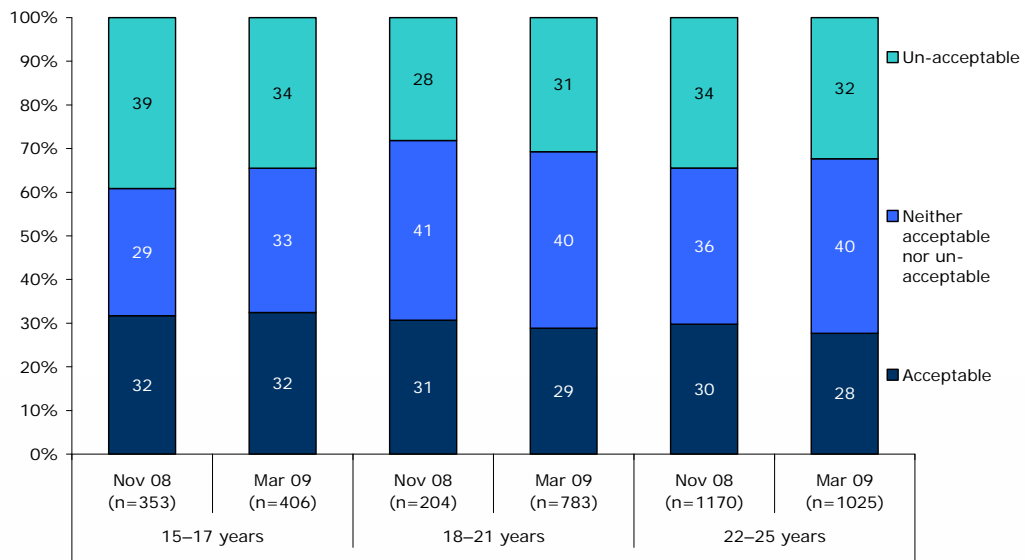
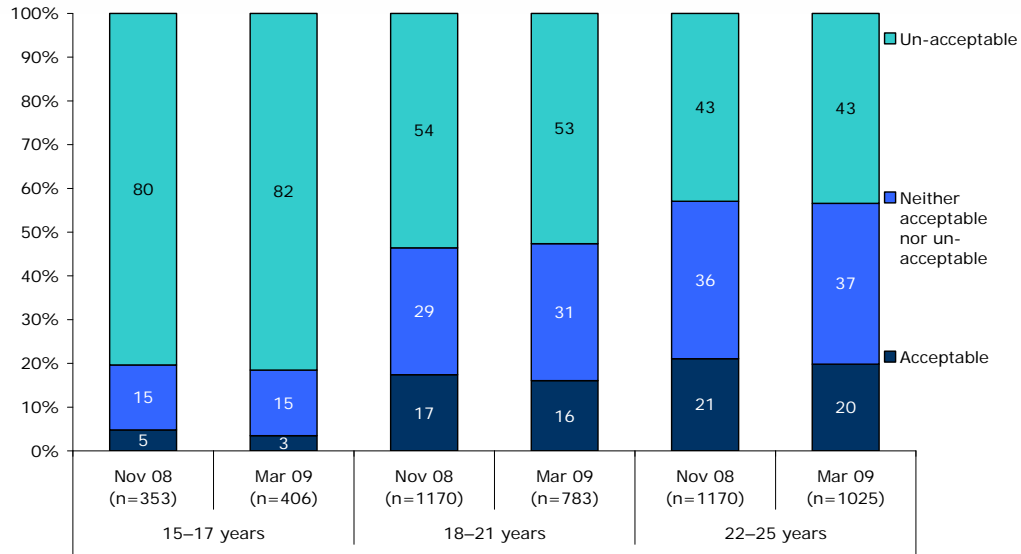


Figure 45 (previous page) shows that 15–25 year-olds who drank alcohol in the last three months believe that people to whom they are attracted would find their drunkenness less acceptable than their peers would. Around three in ten surveyed in April 2009 indicated that people to whom they were attracted would find it acceptable if they were drunk (32% of 15–17 year-olds, 29% of 18–21 year-olds and 28% of 21–25 year-olds).

Figure 46. Perceived acceptance of drunkenness by immediate family (15–25 year-olds who drank alcohol in last three months)

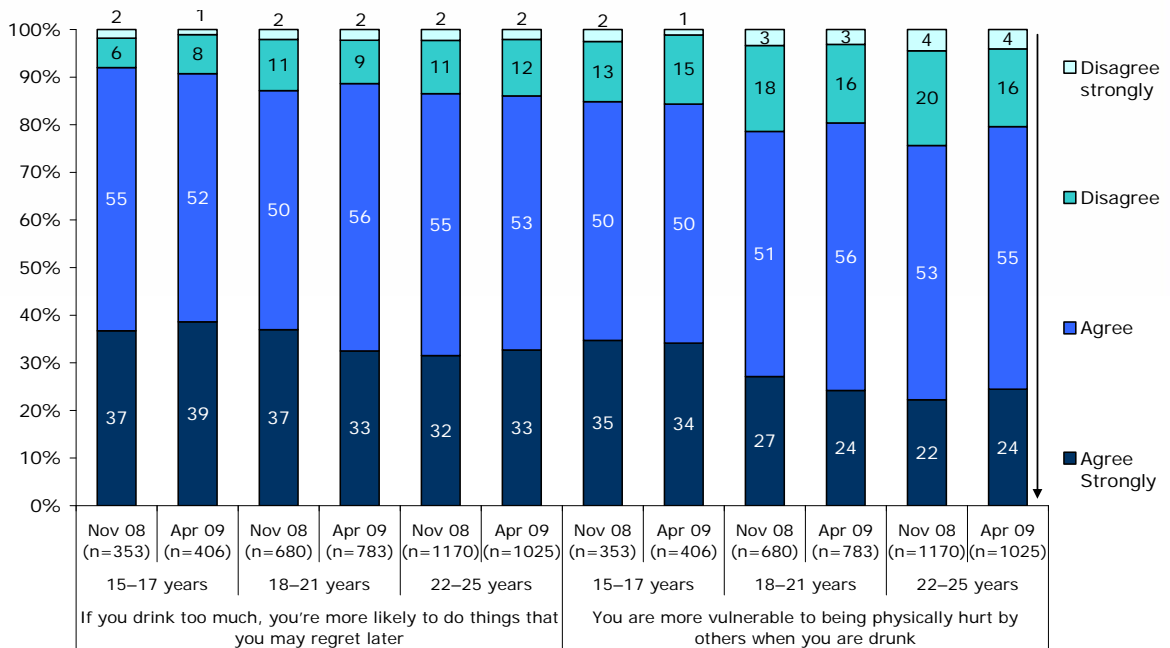


As Figure 46 shows that drunkenness is perceived to be far less acceptable among one’s family members than among peers and people to whom one is attracted. The largest proportion of 15–25 year-olds who drank alcohol in the last three months surveyed in April 2009 indicated that their families would find it unacceptable if they were drunk, with 82% of 15–17 year-olds, 53% of 18–21 year-olds and 43% of 22–25 year-olds in April 2009 indicating this.

6.2 Acknowledgement of consequences of drinking too much

Young people aged 15–25 years were asked to indicate the extent to which they agreed or disagreed with a series of attitude statements regarding the consequences of getting drunk for people of their own age. Responses against each statement are displayed by age group and ranked according to overall level of agreement, from most to least, with the results displayed in Figure 47 to Figure 51 (overleaf, and pages 75 to 79).

Figure 47. Consequences of drinking too much alcohol (1st, 2nd) (15–25 year-olds)



As can be seen in Figure 47, the most commonly perceived consequence of getting drunk among 15–25 year-olds who have drunk alcohol in the last three months was the increased likelihood of doing things you may later regret. Around nine in ten 15–17 year-olds (91%), 18–21 year-olds (89%) and 22–25 year-olds (86%) who drank alcohol in the last three months agreed that this was a consequence of drinking too much alcohol. Young people who had consumed alcohol in the last three months also commonly perceived increased vulnerability to being physically hurt by others as a consequence of being drunk (with 84% of 15–17 year-olds, 80% of 18–21 year-olds and 79% of 22–25 year-olds in agreement).

There were no significant differences between November 2008 and April 2009 in level of agreement that if you drink too much, you are more likely to do things that you may regret later among 15–17 year-olds, 18–21 year-olds and 22–25 year-olds. Young people aged 22–25 years were significantly more likely to agree that you are more vulnerable to being physically hurt by others when you are drunk in April 2009 than in November 2008 (Kendall's tau-b, $p < 0.001$). Agreement with this statement did not significantly change between November 2008 and April 2009 among 15–17 year-olds and 18–21 year-olds.

Figure 48. Consequences of drinking too much alcohol (3rd, 4th) (15–25 year-olds)

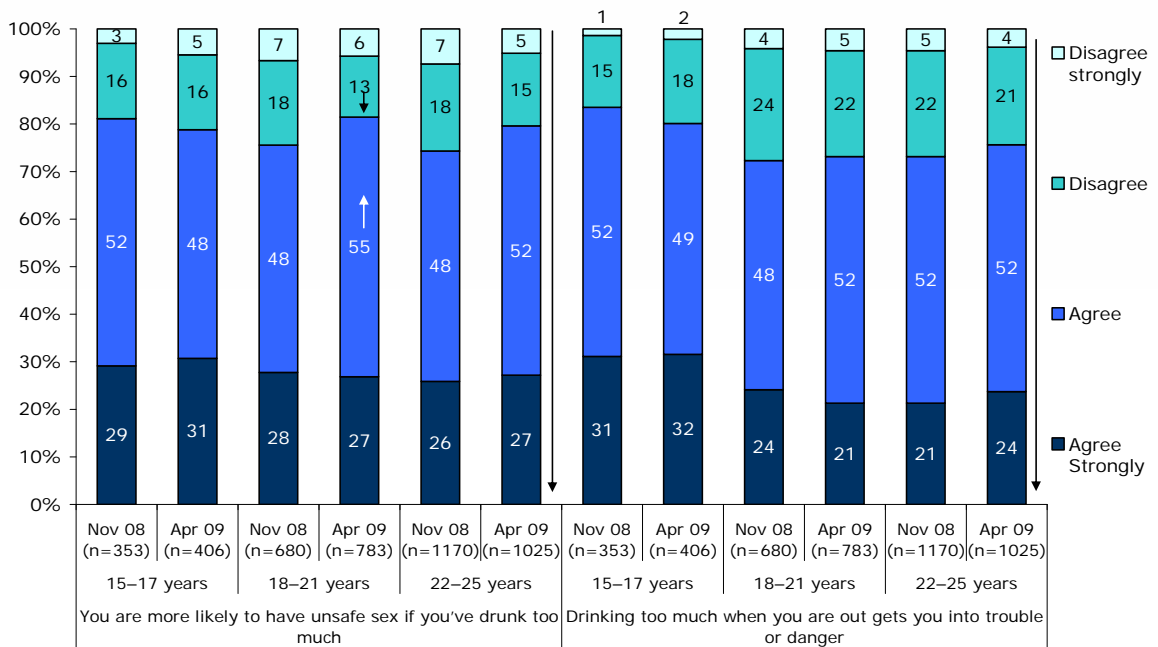


Figure 48 shows that, in April 2009, other commonly perceived consequences of drinking too much or being drunk among young people who had consumed alcohol in the last three months were being more likely to have unsafe sex (with 79% of 15–17 year-olds, 82% of 18–21 year-olds and 79% of 22–25 year-olds in agreement) and getting into trouble or danger when you are out (with 81% of 15- 17 year-olds, 73% of 18–21 year-olds and 76% of 22–25 year-olds in agreement).

Young people aged 18–21 years who drank alcohol in the last three months were significantly more likely to agree in April 2009 (55%, compared to 48%, chi-square $p=0.020$) and significantly less likely to disagree (13%, compared to 18%, chi-square, $p=0.020$) that you are more likely to have unsafe sex if you've drunk too much than they were in November 2008. Overall, 22–25 year-olds who drank alcohol in the last three months tended more towards agreement with this statement in April 2009 than in November 2008 (Kendall's tau-b, $p=0.027$). Young people aged 22–25 years also tended more towards agreement that drinking too much when you are out gets you into trouble or danger in April 2008 than in November 2009 (Kendall's tau-b, $p<0.001$).

Figure 49. Consequences of drinking too much alcohol (5th, 6th) (15–25 year-olds)

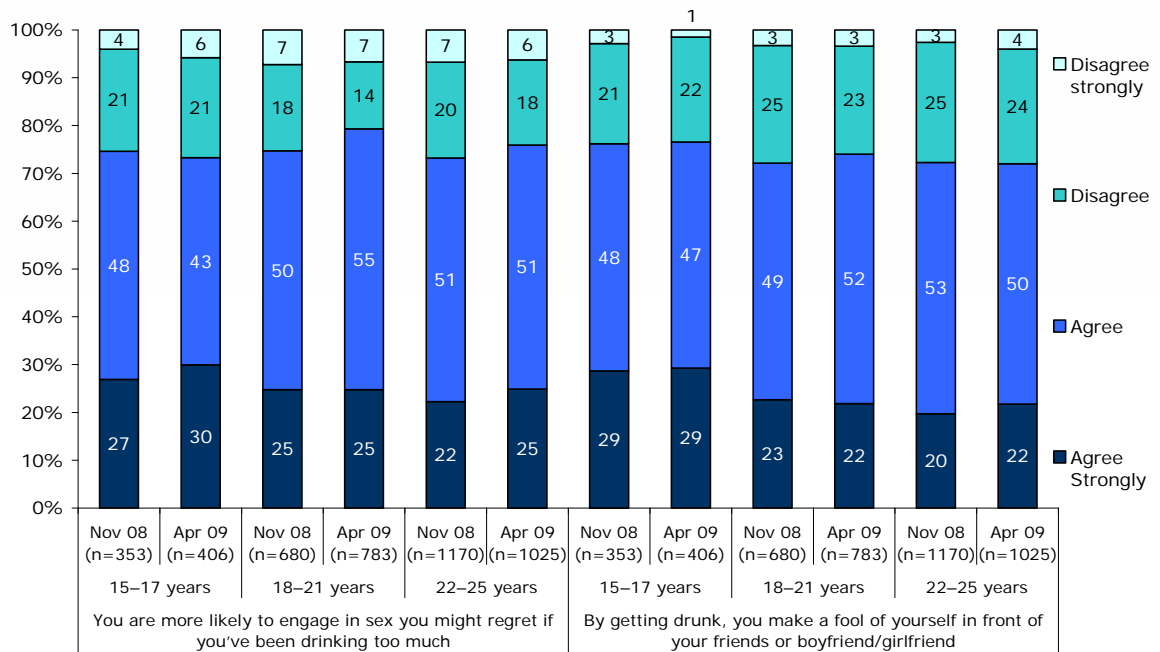
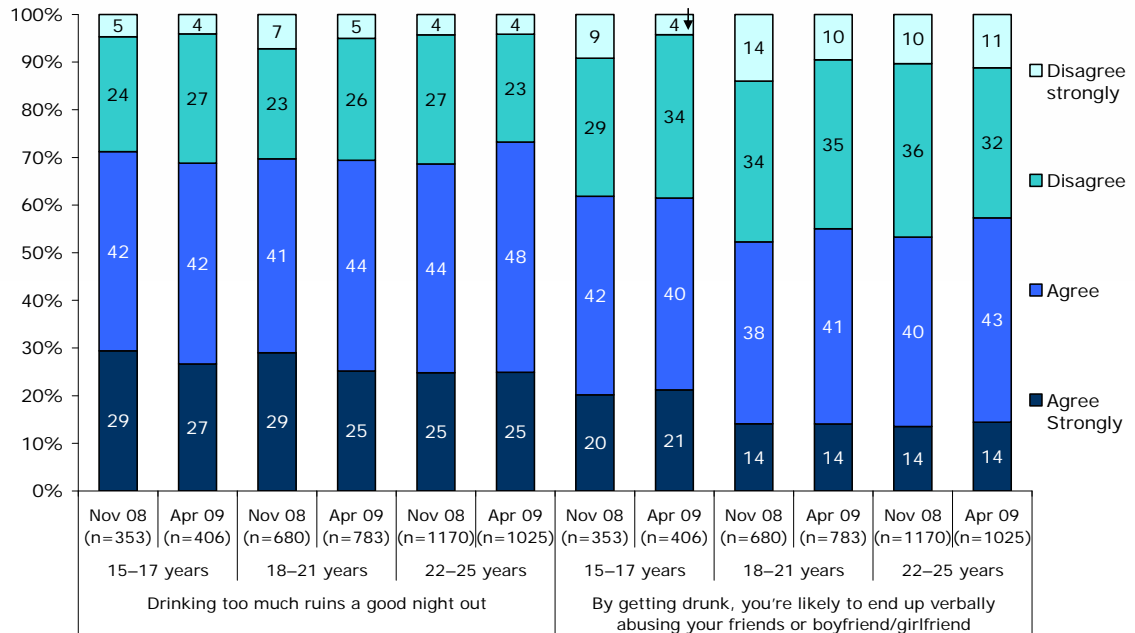


Figure 49 indicates that, in April 2009, more than seven in ten 15–25 year-olds agree that you are more likely to engage in sex you might regret (with 73% of 15–17 year-olds, 80% of 18–21 year-olds and 76% of 22–25 year-olds in agreement) or to make a fool of yourself in front of your friends or your boyfriend/girlfriend if you have been drinking too much (with 76% of 15–17 year-olds, 74% of 18–21 year-olds and 72% of 22–25 year-olds in agreement). Agreement with these statements remained unchanged between November 2008 and April 2009 among 15–17 year-olds, 18–21 year-olds and 22–25 year-olds.

Figure 50. Consequences of drinking too much alcohol (7th, 8th) (15–25 year-olds)



As shown in Figure 50, more than two-thirds of 15–25 year-olds surveyed in April 2009 agreed that drinking too much ruins a good night out (69% of 15–17 year-olds, 69% of 18–21 year-olds and 73% of 22–25 year-olds). Agreement with this statement did not significantly change between November 2008 and April 2009. A smaller majority of 15–25 year-olds agreed that, by getting drunk, you are likely to end up verbally abusing your friends or your boyfriend/girlfriend (61% of 15–17 year-olds, 55% of 18–21 year-olds and 57% of 22–25 year-olds).

The proportions of 18–21 and 22–25 year-olds agreeing that by getting drunk, you are likely to end up verbally abusing your friends or boyfriend/girlfriend did not change from November 2008 to April 2009. However, the proportion of 15–17 year-olds that strongly disagreed with this statement did decrease significantly from 9% in November 2008 to 4% in April 2009 (chi-square $p=0.032$).

Figure 51. Consequences of drinking too much alcohol (9th, 10th) (15–25 year-olds)

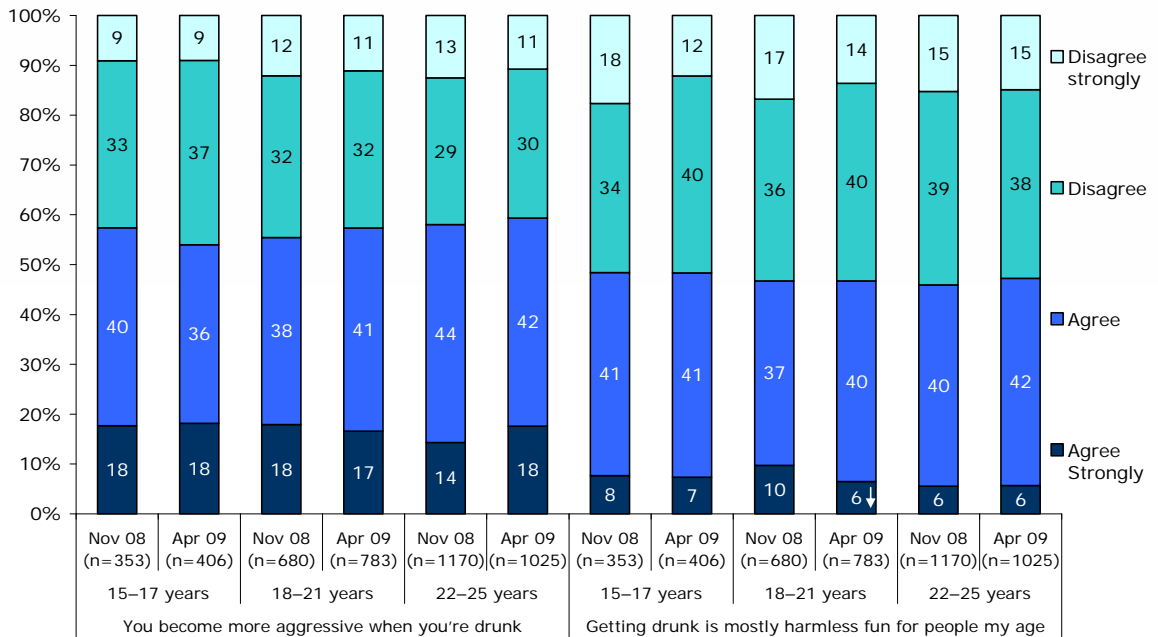


Figure 51 shows that, in April 2009, more than half of 15–25 year-olds agreed that you become more aggressive when you are drunk (54% of 15–17 year-olds, 58% of 18–21 year-olds and 60% of 22–25 year-olds). Agreement among 15–17 year-olds, 18–21 year-olds and 22–25 year-olds with this statement did not differ significantly in April 2009 from November 2008.

In April 2009, the majority of 15–25 year-olds disagreed that 'getting drunk is mostly harmless fun for people my age', with less than half agreeing or strongly agreeing with this statement (48% of 15–17 year-olds, 46% of 18–21 year-olds and 48% of 22–25 year-olds). There was a significant decrease in the proportion of 18–21 year-olds strongly agreeing that, from 10% in November 2008 to 6% in and April 2009 (chi-square, $p=0.027$).

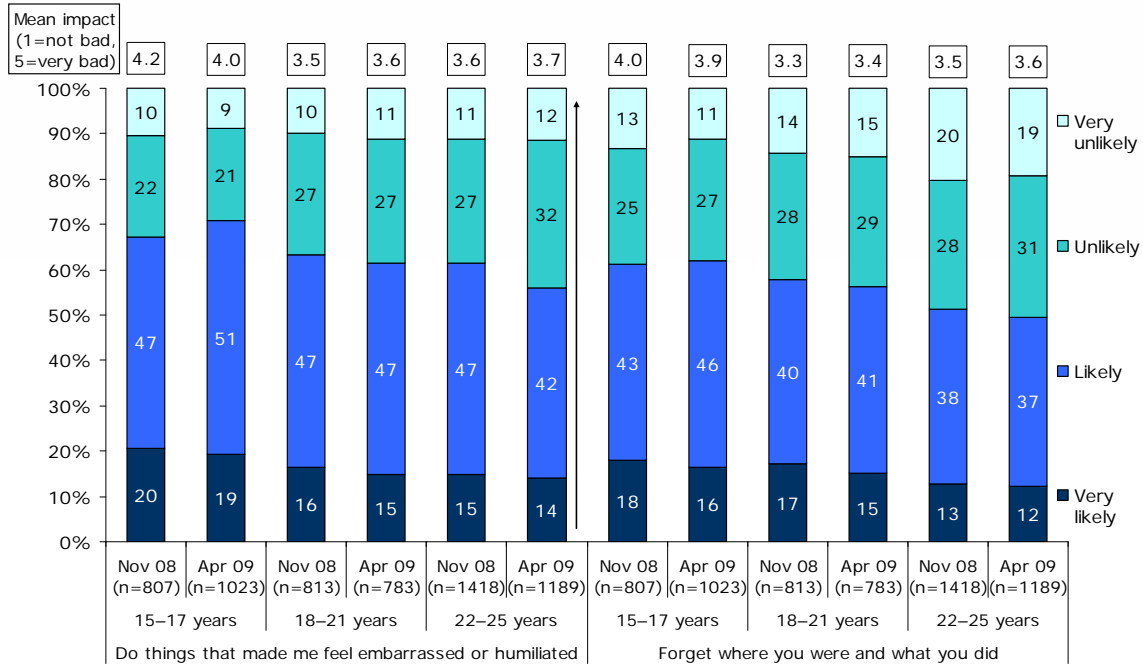
6.3 Perceived susceptibility to and severity of impact of consequences of getting drunk

Young people aged 15–25 years were asked to rate how likely or unlikely they felt they would be to experience each of a list of 13 possible consequences if they were to drink too much alcohol. Those who had not consumed alcohol before were encouraged to imagine how likely each of these things would be to occur to them based on what they know about themselves and alcohol. All 15–25 year-olds were then asked to rate how they would feel about each of these things, if they were to experience them. This perceived severity was rated on a scale from 1, “not bad”, to 5, “very bad” and the mean rating for each age group on each consequence was calculated.

As in November 2008, 15–25 year-olds surveyed in April 2009 perceived more extreme consequences of drunkenness as less likely to occur to them personally and, as a general trend, events perceived as more likely to occur had a lower mean impact. For all consequences, the mean negative impact tended also to be higher among those of younger ages than those of older ages.

The perceived personal susceptibility of young people and mean rating for each consequence is displayed in Figure 52 to Figure 58 (pages 81 to 87). Consequences are ordered from that perceived by the total sample of 15 to 25 year-olds to be most likely to occur to that perceived as least likely to occur.

Figure 52. Perceived susceptibility to and severity of impact of consequences of getting drunk (1st, 2nd) (15–25 year-olds)

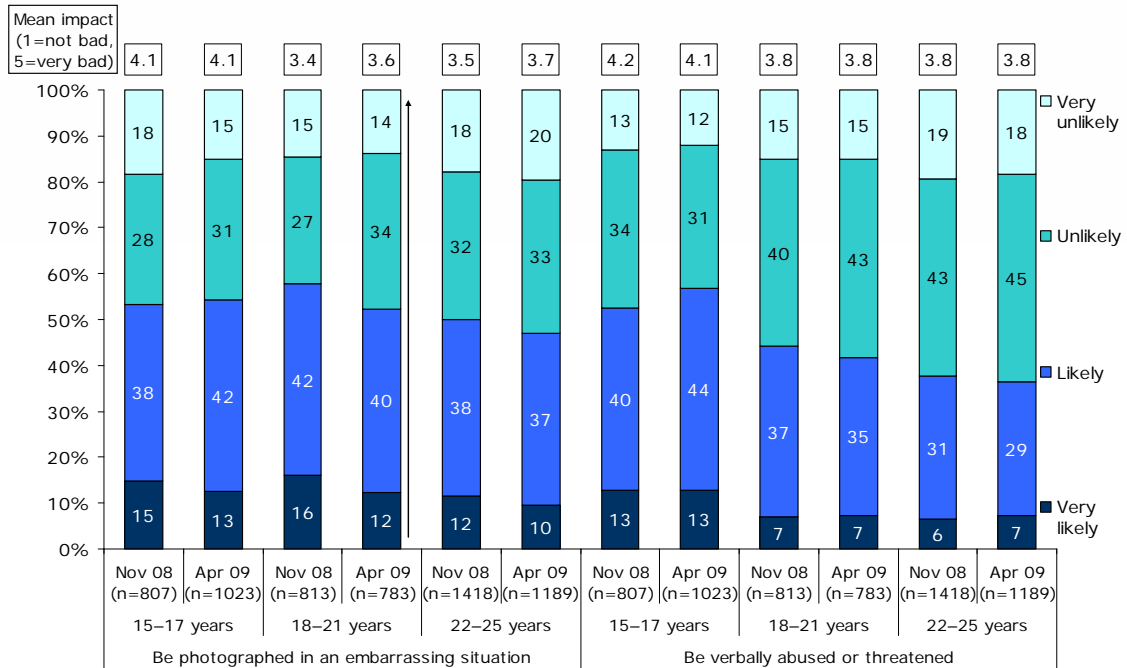


As illustrated in Figure 52, seven in ten 15–17 year-olds (70%), six in ten 18–21 year-olds (62%) and more than half of 22–25 year-olds (56%) surveyed in April 2009 perceived themselves as likely or very likely to do things that made them feel embarrassed as a result of drinking too much. Young people aged 15–17 years (62%), 18–21 years (56%) and 22–25 years (49%) surveyed in April 2009 considered themselves to be slightly less susceptible to forgetting where they were or what they did as a result of getting drunk.

Overall, 22–25 year-olds surveyed in April 2009 tended to perceive themselves as less susceptible to doing things that might make them feel embarrassed or humiliated as a result of drunkenness than those surveyed in November 2008 (Kendall's tau-b, $p=0.029$).

No significant differences were found between November 2008 and in April 2009 in the average ratings given by 15–17 year-olds, 18–21 year-olds and 22–25 year-olds to the severity of doing things that made them feel embarrassed or humiliated (with mean impact ratings ranging from 3.6 to 4.0) or forgetting where they are or what they did as a result of getting drunk (with mean impact ratings ranging from 3.4 to 3.9).

Figure 53. Perceived susceptibility to and severity of impact of consequences of getting drunk (3rd, 4th) (15–25 year-olds)

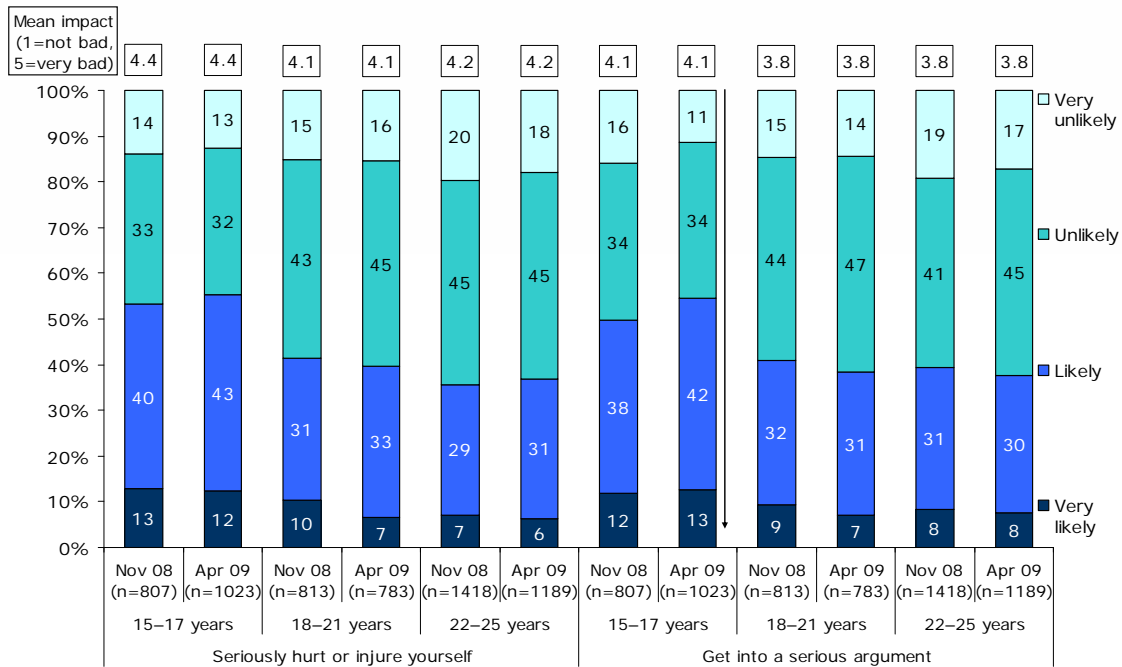


As Figure 53 illustrates, around half of 15–25 year-olds surveyed in April 2009 perceived themselves to be likely or very likely to be photographed in an embarrassing situation if they were to drink too much alcohol (55% of 15–17 year-olds, 52% of 18–21 year-olds and 47% of 22–25 year-olds). Young people aged 18–21 years surveyed in April 2009 were significantly less likely overall to consider themselves to be susceptible to this consequence of drunkenness than in November 2008 (Kendall's tau-b, $p=0.023$).

In April 2009, more than half of 15–17 year olds (57%), two-fifths of 18–21 year olds (42%) and one third of 22–25 year-olds (36%) perceived themselves as likely or very likely to be verbally abused or threatened as a result of drinking too much alcohol.

The mean perceived impact of being photographed in an embarrassing situation and being verbally abused or threatened also did not change significantly from November 2008 to April 2009, with the former ranging from 3.6 to 4.1, and the latter ranging from 3.8 to 4.1, in April 2009.

Figure 54. Perceived susceptibility to and severity of impact of consequences of getting drunk (5th, 6th) (15–25 year-olds)



As can be seen in Figure 54, in April 2009, 55% of 15–17 year-olds, 40% of 18–21 year-olds and 37% of 22–25 year olds perceived themselves to be likely or very likely to seriously hurt or injure themselves as a result of drinking too much. Similar proportions perceived themselves as likely or very likely to get into a serious argument as a result of drinking too much (55% of 15–17 year-olds, 38% of 18–21 year-olds and 38% of 22–25 year olds). Young people aged 15–17 years surveyed in April 2009 perceived themselves as significantly more likely to experience this consequence than did those surveyed in November 2008 (Kendall's tau-b, $p=0.021$).

In April 2009, the average perceived impact ratings of seriously hurting or injuring oneself ranged from 4.1 to 4.4 and from 3.8 to 4.1 for getting into a serious argument as a result of drinking too much.

Figure 55. Perceived susceptibility to and severity of impact of consequences of getting drunk (7th, 8th) (15–25 year-olds)

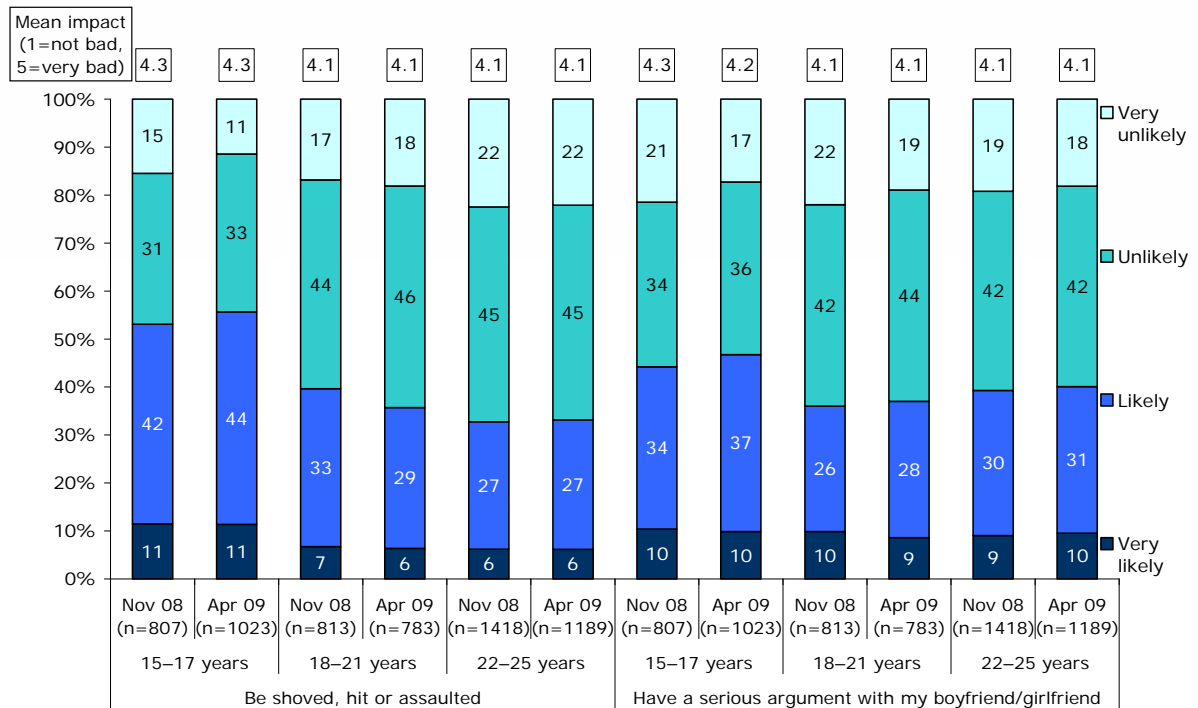
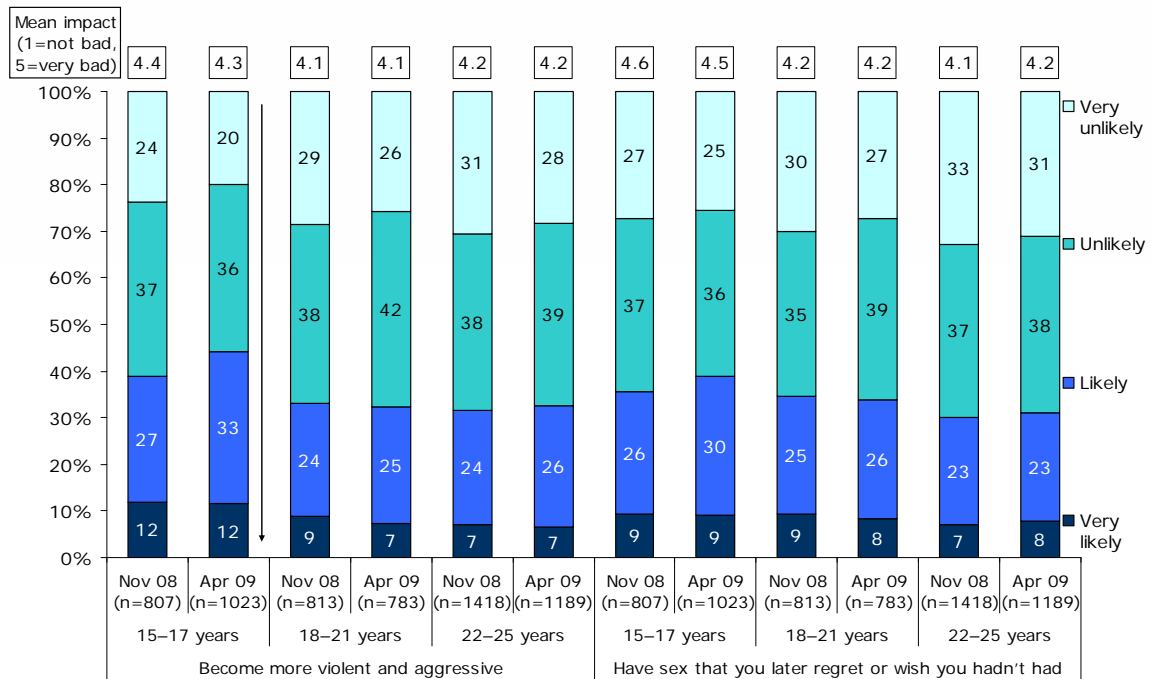


Figure 55 indicates that, in April 2009, over half of 15–17 year-olds (55%) and one third of 18–21 year olds (35%) and 22–25 year-olds (33%) perceived themselves to be likely or very likely to be hit, shoved or assaulted as a result of drinking too much alcohol.

In the latest survey wave, a minority of 15–17 year-olds (47%), 18–21 year olds (37%) and 22–25 year-olds (41%) perceived it likely or very likely that they would have a serious argument with their boyfriend or girlfriend if they were to drink too much alcohol.

In April 2009, the average severity rating of being shoved, hit or assaulted as a consequence of getting drunk ranged from 4.1 to 4.3, and the rating of having a serious argument with one's boyfriend or girlfriend ranged from 4.1 to 4.2.

Figure 56. Perceived susceptibility to and severity of impact of consequences of getting drunk (9th, 10th) (15–25 year-olds)

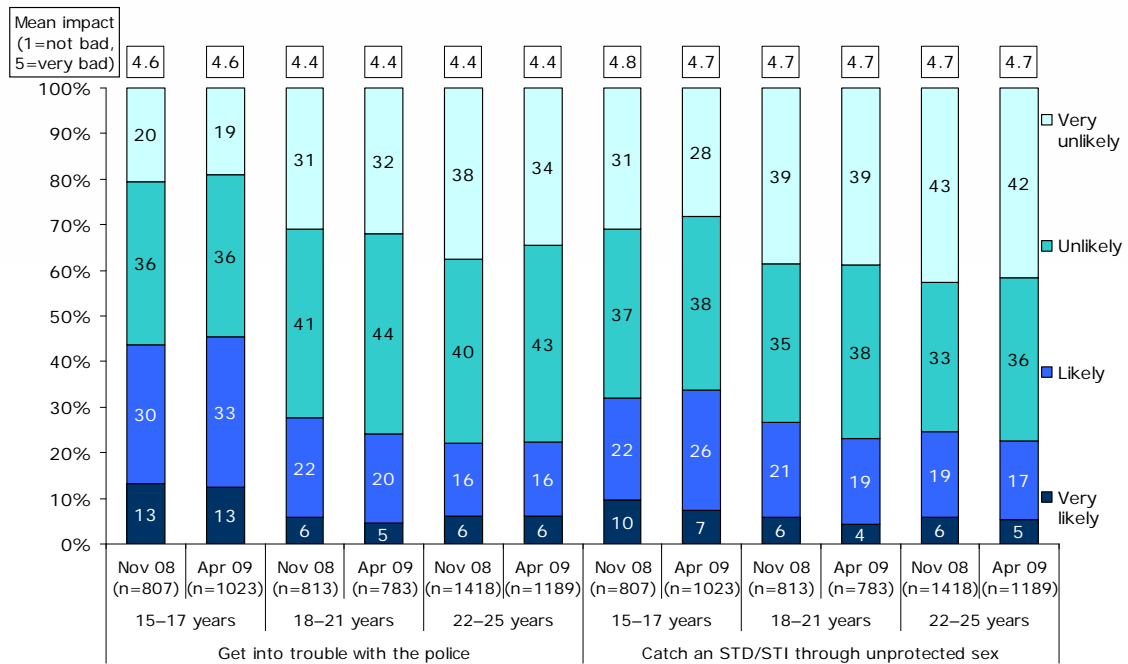


As is shown in Figure 56, close to half of 15–17 year-olds (45%), and one third of 18–21 year-olds (32%) and 21–25 year-olds (33%) surveyed in April 2009 believe themselves to be susceptible to becoming more violent and aggressive as a result of drinking too much alcohol. Young people aged 15–17 years surveyed in April 2009 were more likely to believe themselves to be susceptible to this consequence than did those surveyed in November 2008 (Kendall's tau-b, $p=0.028$).

Around one third of 15–17 year-olds (39%), 18–21 year-olds (34%) and 21–25 year-olds (31%) surveyed in April 2009 perceived themselves to be likely or very likely to have sex that they later regret or wish they hadn't as a result of drinking too much.

In the latest survey wave, the average impact rating of becoming more violent or aggressive ranged from 4.1 to 4.3 and from 4.2 to 4.5 for having sex that one later regrets or wishes they hadn't had.

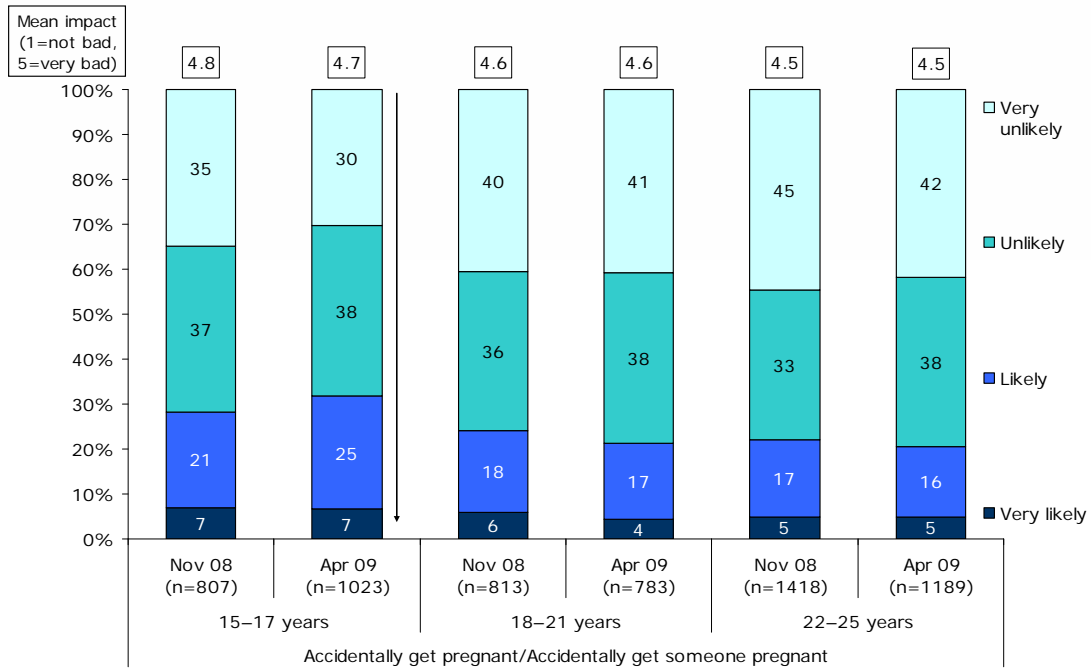
Figure 57. Perceived susceptibility to and severity of impact of consequences of getting drunk (11th, 12th) (15–25 year-olds)



As Figure 57 illustrates, the minority of 15–25 year olds perceive it likely or very likely that they will get into trouble with the police or catch an STD/STI through unprotected sex as a result of drinking too much alcohol. In April 2009, close to half of 15–17 year-olds (46%), one quarter of 18–21 year-olds (25%) and one fifth of 22–25 year-olds (22%) perceive themselves as susceptible to getting into trouble with the police, and one third of 15–17 year-olds (33%), one quarter of 18–21 year-olds (23%) and one fifth of 22–25 year-olds (22%) perceive themselves as susceptible to catching an STD or STI through unprotected sex.

The mean perceived impact of getting into trouble with the police ranged from 4.4 to 4.6 and catching an STD/STI through unprotected sex ranged from 4.7 to 4.8.

Figure 58. Perceived susceptibility to and severity of impact of consequences of getting drunk (13th) (15–25 year-olds)



As shown in Figure 58, 15–25 year-olds perceive themselves as least likely to accidentally get pregnant or get someone else pregnant as a result of drinking too much alcohol. In April 2009, one third of 15–17 year-olds (32%), and one fifth of 18–21 year olds (21%) and 22-25 year olds (21%) indicated this as a likely or very likely consequence of drunkenness. Young people aged 15–17 years were significantly more likely to perceive themselves as susceptible to accidentally getting pregnant or getting someone else pregnant in April 2009 than in November 2008 (Kendall's tau-b, $p=0.044$).

The mean impact rating of getting pregnant or getting someone else pregnant remained high in April 2009, ranging from 4.5 to 4.7.

Perceived susceptibility to consequences of drunkenness and ratings of their impact were also analysed by the risk level of 15–25 year-olds' alcohol consumption over the three months prior to the survey. Figure 59 to Figure 71 (pages 88 to 100) show these analyses for both survey waves, ordered from those perceived most likely to occur to those perceived as least likely.

Figure 59. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (1st) (15–25 year-olds)

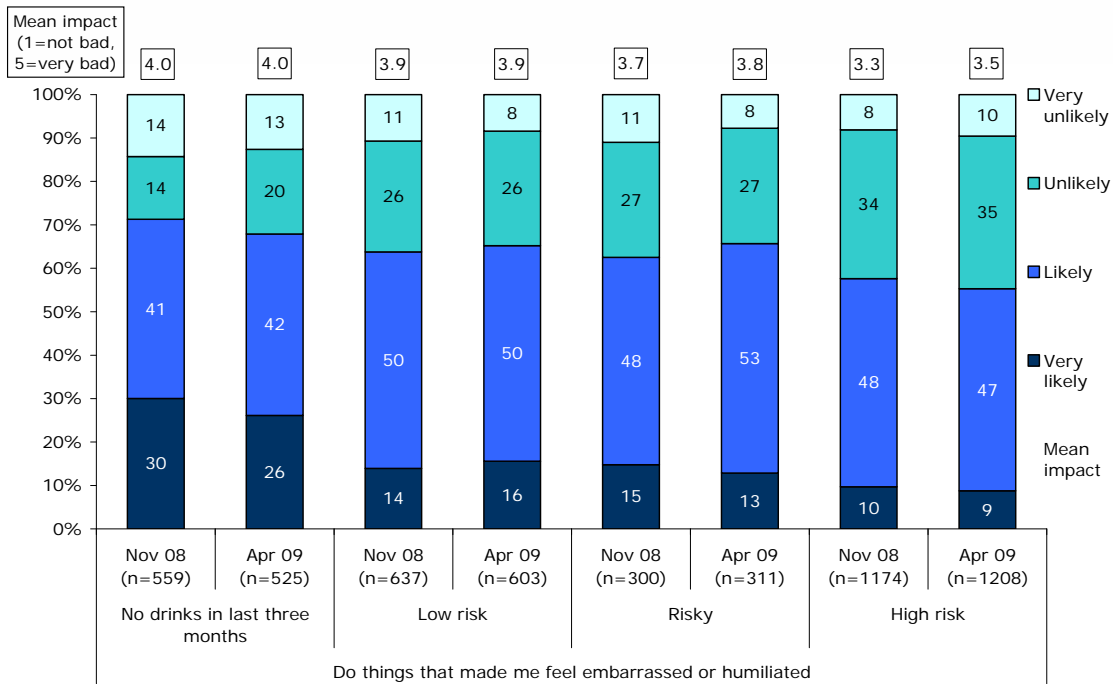
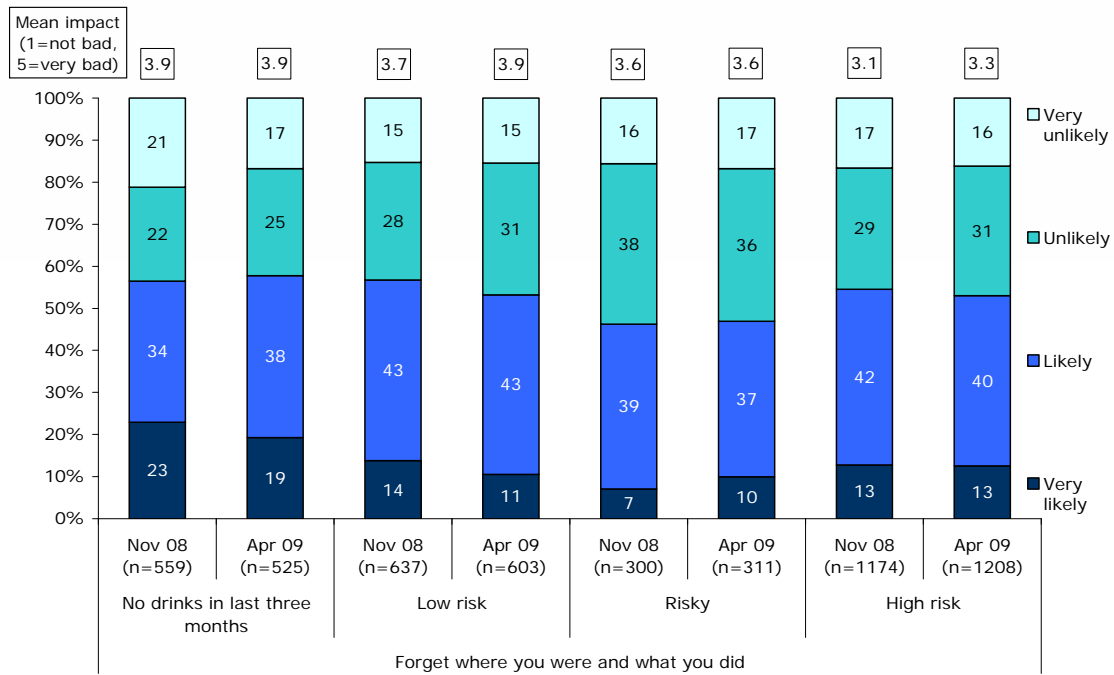


Figure 59 shows that, in April 2009, the majority of 15–25 year-olds that drank at low risk (65%), risky (66%) or high risk (55%) levels in the last three months perceived themselves as likely or very likely to do things that make them feel embarrassed or humiliated as a result of drinking too much. The majority of those that did not drink in the last three months (68%) also considered this a likely or very likely consequence of getting drunk.

In April 2009, the mean impact of being verbally abused or threatened varied from 3.5 for those who drank at a high risk level in the last three months to 4.0 for those who had no alcoholic drinks in this period.

Figure 60. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (2nd) (15–25 year-olds)



As shown in Figure 60, in April 2009, around half of 15–25 year-olds who drank at low risk (53%), risky (47%) or high risk levels (53%), or did not drink at all (57%), over the last three months perceived themselves to be likely or very likely to forget where they were or what they did as a result of drinking too much.

In April 2009, forgetting where you were and what you did was rated as having the least impact of all of the consequences of consuming too much alcohol. The mean impact rating for this consequence varied from 3.3 for those who drank at a high risk level in the previous three months to 3.9 for those who drank at a low risk level or had no drinks in the last three months.

Figure 61. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (3rd) (15–25 year-olds)

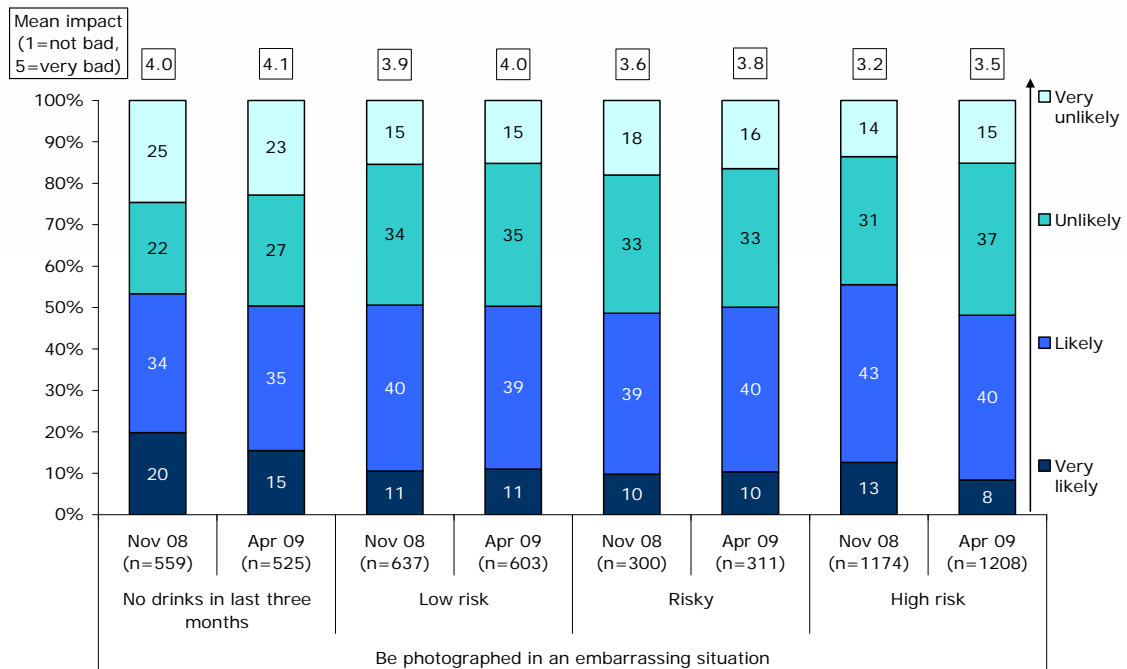
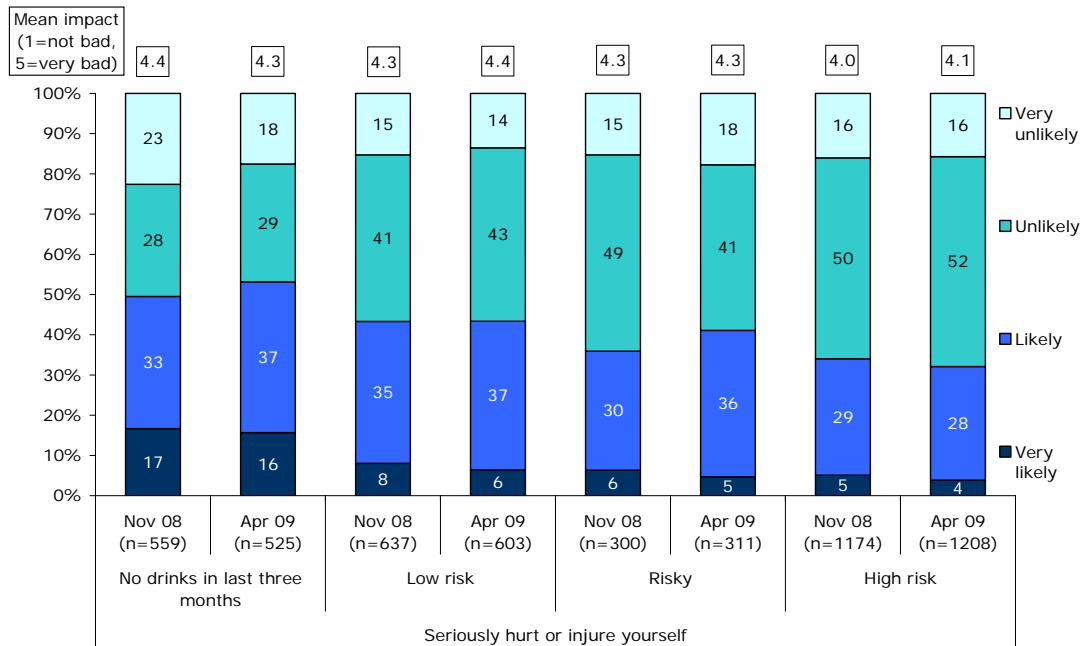


Figure 61 illustrates that, in April 2009, around half of 15–25 year-olds who drank at low risk (50%), risky (50%) or high risk levels (48%), or did not drink at all (50%), over the last three months perceived themselves to be likely or very likely to be photographed in an embarrassing situation as a result of drinking too much.

Young people aged 15–25 years surveyed in April 2009 who drank at high risk levels over the three months prior to being surveyed were less likely overall to perceive themselves as susceptible to being photographed in an embarrassing situation as a result of drinking too much than those surveyed in November 2008 (Kendall's tau-b, $p < 0.001$).

In April 2009, the mean impact of being photographed in an embarrassing situation varied from 3.5 for those who drank at a high risk level in the previous three months to 4.1 for those who had no alcoholic drinks in this period.

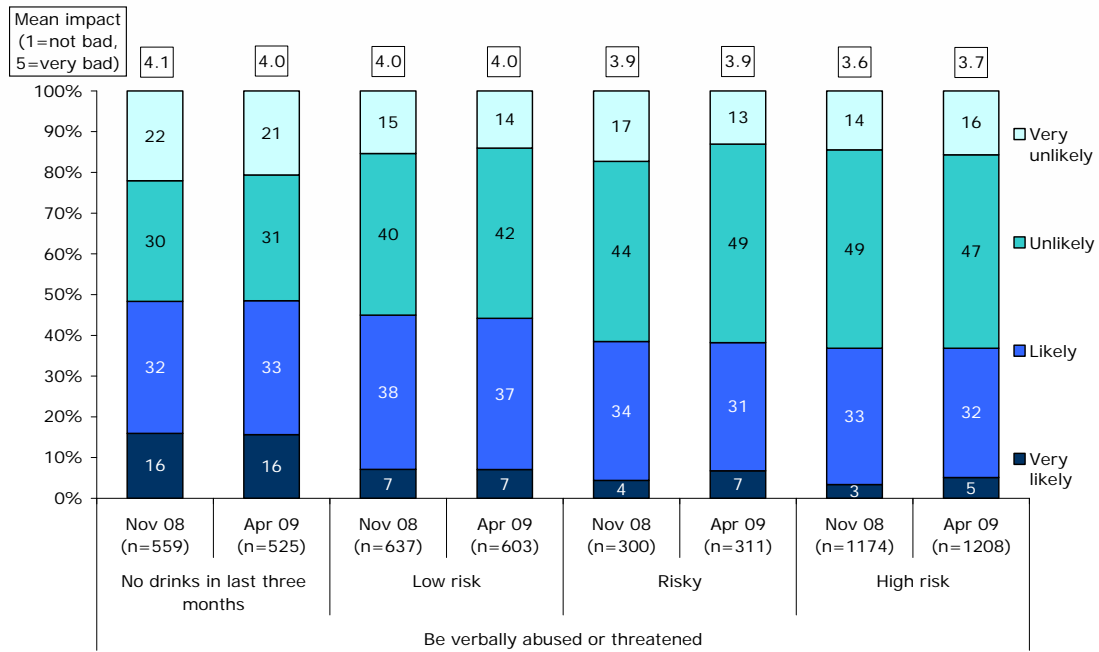
Figure 62. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (4th) (15–25 year-olds)



In April 2009, between one third and one half of 15–25 year-olds who drank at low risk (43%), risky (41%) or high risk levels (32%), or did not drink at all (53%), in the three months prior to being surveyed perceived themselves to be likely or very likely to seriously hurt or injure themselves as a result of drinking too much (see Figure 62).

In April 2009, the mean impact of seriously hurting or injuring oneself varied from 4.1 for those who drank at a high risk level in the last three months, to 4.4 for those who drank at a low risk level in the last three months.

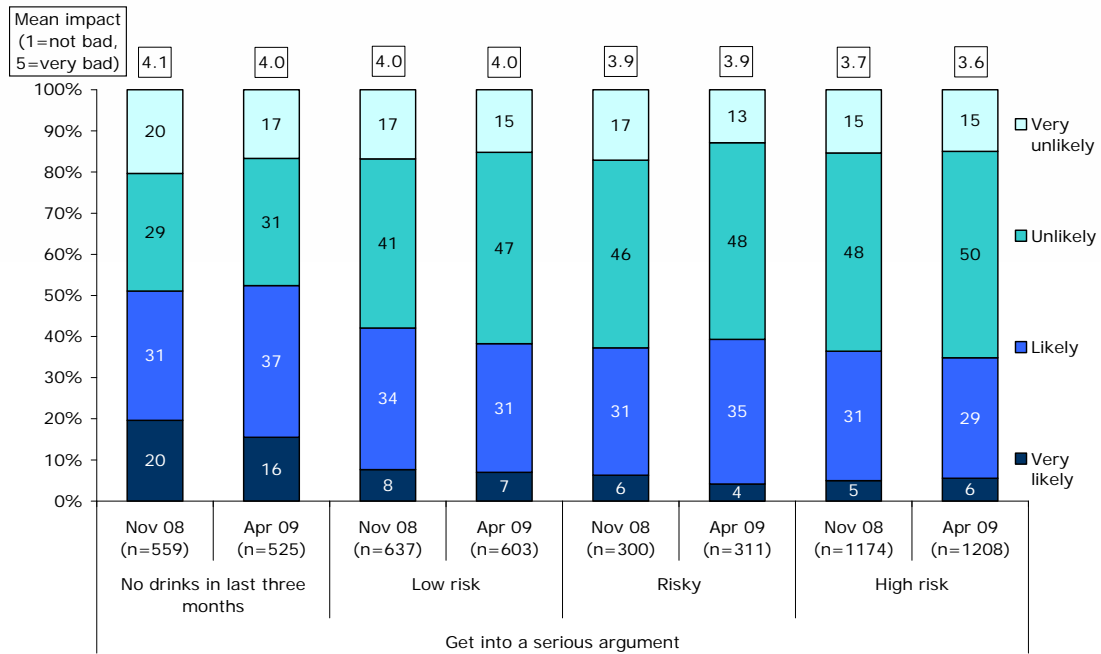
Figure 63. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (5th) (15–25 year-olds)



In April 2009, around two fifths of 15–25 year-olds who drank at low risk (44%), risky (38%) or high risk levels (37%), or did not drink at all (49%), over the last three months perceived themselves to be likely or very likely to be verbally abused or threatened as a result of drinking too much (see Figure 63).

In April 2009, the mean impact of being verbally abused or threatened varied from 3.7 for those who drank at a high risk level in the previous three months to 4.0 for those who had no alcoholic drinks or drank at a low risk level in the same period.

Figure 64. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (6th) (15–25 year-olds)



As shown in Figure 64, more than one third of 15–25 year-olds surveyed in April 2009 who drank at low risk (38%), risky (39%) or high risk levels (35%) over the three months prior to being surveyed perceived themselves as likely or very likely to get into a serious argument if they drank too much alcohol. More than half (53%) of young people aged 15–25 years who did not drink alcohol in the last three months perceived themselves as being likely or very likely to experience this consequence if they were to get drunk.

In April 2009, the mean impact of getting into a serious argument varied from 3.6 for those who drank at a high risk level in the three months prior to being surveyed to 4.0 for those who did not drink alcohol in this period or drank at a low risk level.

Figure 65. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (7th) (15–25 year-olds)

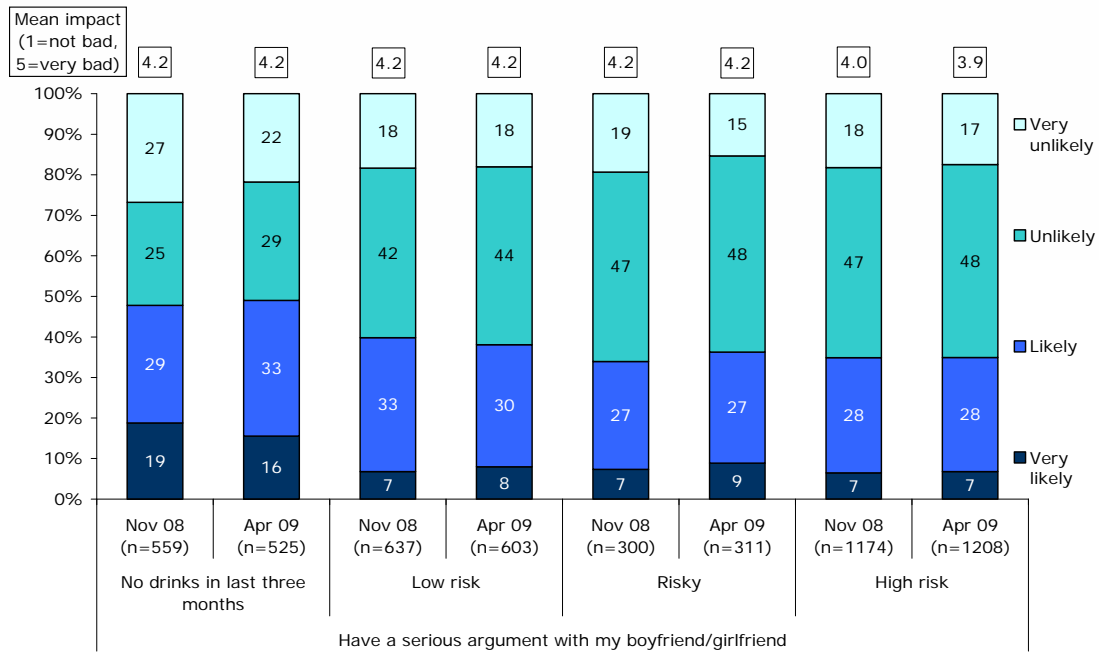


Figure 65 shows that around half of 15–25 year-olds surveyed in April 2009 who did not drink at all (51%), and three in five of those who drank at low risk (62%), risky (64%) or high risk levels (65%) over the three months prior to being surveyed perceived themselves as unlikely or very unlikely to have a serious argument with their boyfriend or girlfriend as a result of drinking too much alcohol.

The mean impact of having a serious argument with my boyfriend/girlfriend varied from 3.9 for those who drank at a high risk level in the last three months to 4.2 for those who had no drinks, or who drank at a low risk or risky level in the last three months, in April 2009.

Figure 66. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (8th) (15–25 year-olds)

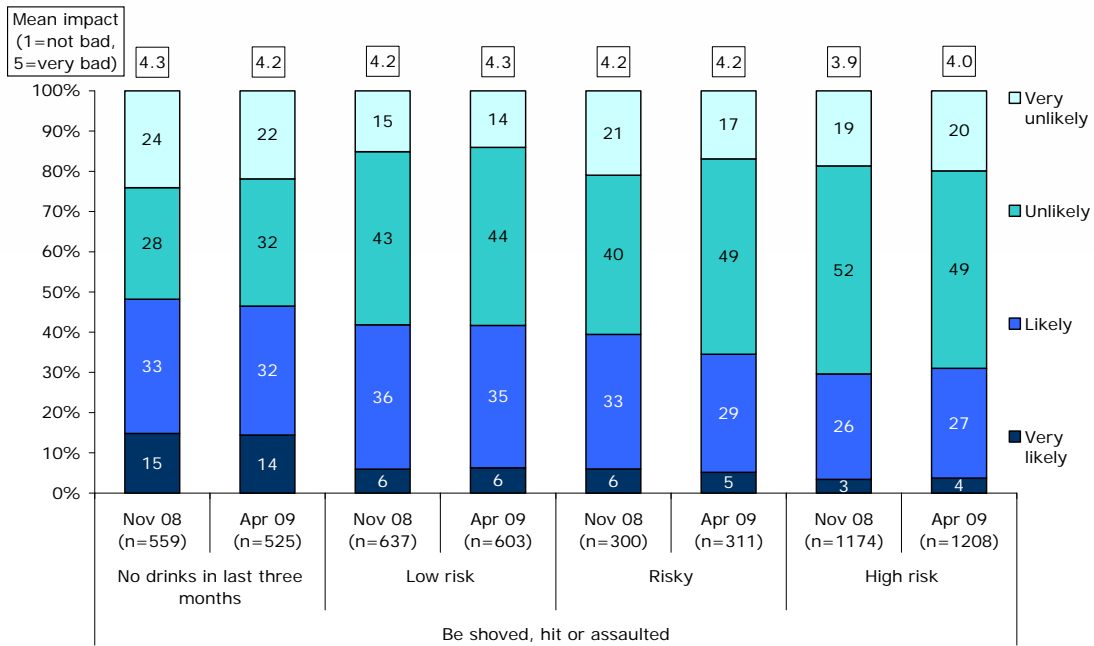
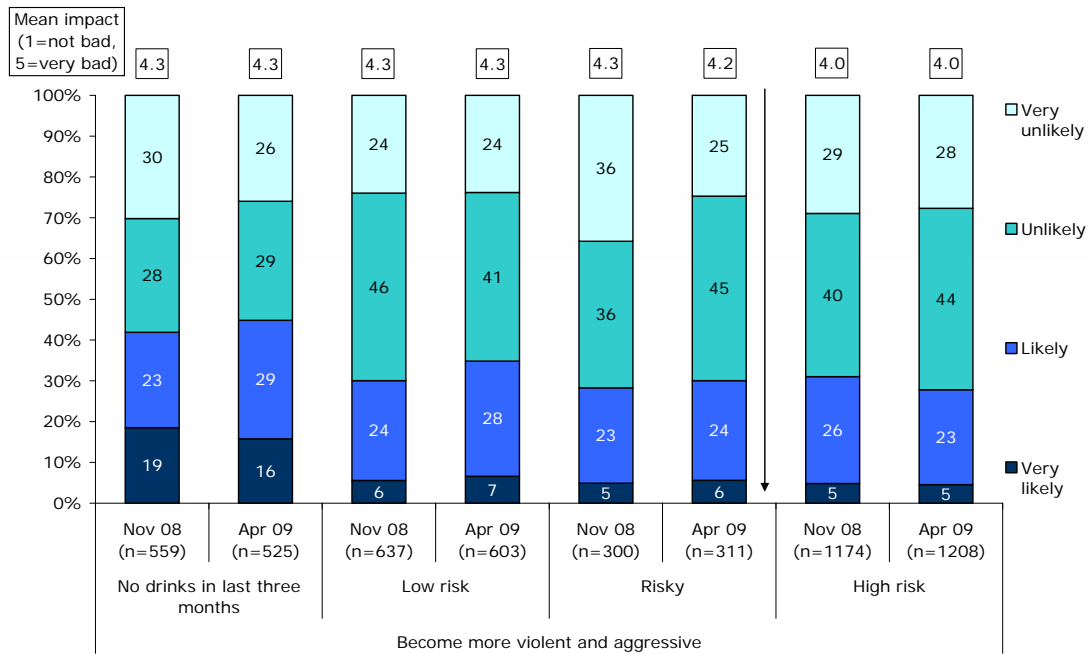


Figure 66 shows that around half of 15–25 year-olds surveyed in April 2009 who did not drink at all (54%) or drank at a low risk level (58%) in the three months prior to being surveyed, and two thirds of those who drank at risky (66%) or high risk levels (69%) over this period perceived themselves as unlikely to be shoved, hit or assaulted as a result of drinking too much alcohol (see).

In April 2009, the mean impact of being shoved, hit or assaulted varied from 4.0 for those who drank at a high risk level over the previous three months to 4.3 for those who drank at a low risk level in this period.

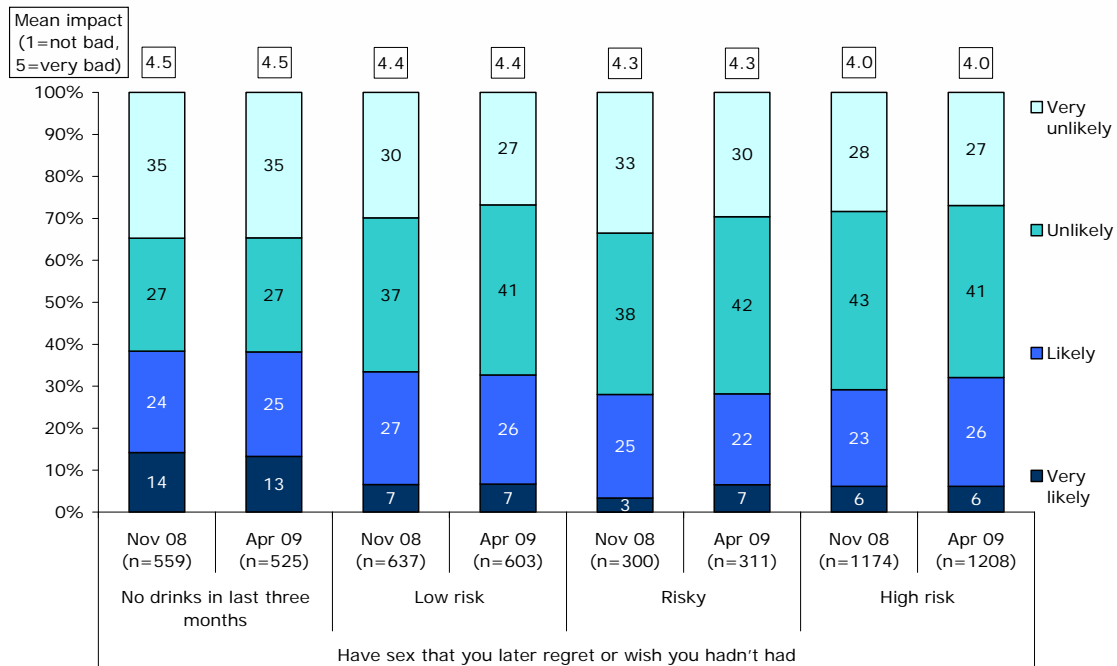
Figure 67. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (9th) (15–25 year-olds)



As shown in Figure 67, 15–25 year-olds who drank at risky levels over the three months prior to being surveyed in April 2009 were more likely overall to perceive themselves as susceptible to becoming more violent and aggressive as a result of drinking too much than were those surveyed in November 2008 (Kendall's tau-b, $p=0.034$). Perceived susceptibility to this consequence did not change significantly from November 2008 to April 2009 among those that did not drink in the three months prior to the survey, or among those who drank at low risk or high risk levels over this period, with the majority of young people continuing to perceive this consequence as unlikely or very unlikely to occur to them if they were to drink too much (55% of those that did not drink in the last three months, 65% of those that drank at a low risk level, 70% of those that drank at a risky level and 72% of those that drank at a high risk level).

In April 2009, the mean impact of becoming more violent and aggressive varied from 4.0 for those who had drunk at a high risk level to 4.3 for those who drank at a low risk levels or had no drinks in the last three months.

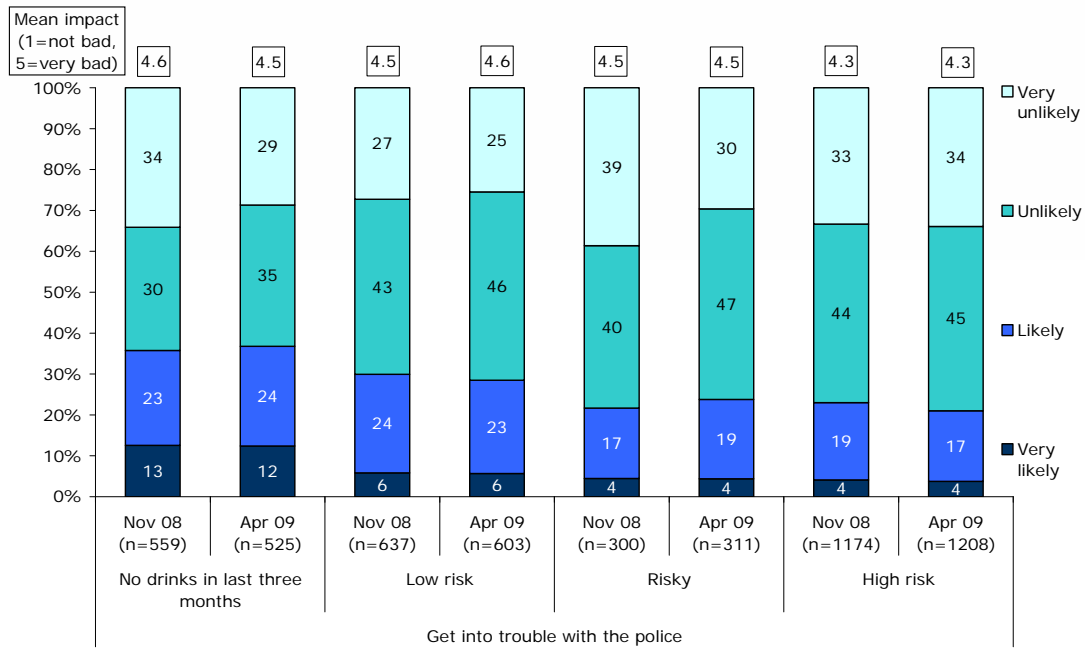
Figure 68. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (10th) (15–25 year-olds)



As Figure 68 shows, that around two thirds of 15–25 year-olds surveyed in April 2009 who drank at low risk (68%), risky (72%) or high risk levels (68%), or did not drink at all (62%), in the three months prior to being surveyed perceived themselves to be unlikely or very unlikely to have sex that they later regretted or wished they hadn't had as a result of drinking too much.

In April 2009, the mean impact of having sex that you later regret or wish you hadn't had varied from 4.0 for those who had drunk at a high risk level in the last three months to 4.5 for those who had no drinks in last three months.

Figure 69. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (11th) (15–25 year-olds)



As Figure 69 illustrates, in April 2009, more than six in ten 15–25 year-olds who did not drink at all (64%) in the three months prior to being surveyed, and between seven and eight in ten of those that drank at low risk (71%), risky (77%) or high risk levels (79%) over this period, perceived themselves as unlikely or very unlikely to get into trouble with the police as a result of drinking too much alcohol.

In April 2009, the mean impact of getting into trouble with the police varied from 4.3 for those who had drunk at a high risk level in the last three months, to 4.6 for those who drank at low risk levels.

Figure 70. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (12th) (15–25 year-olds)

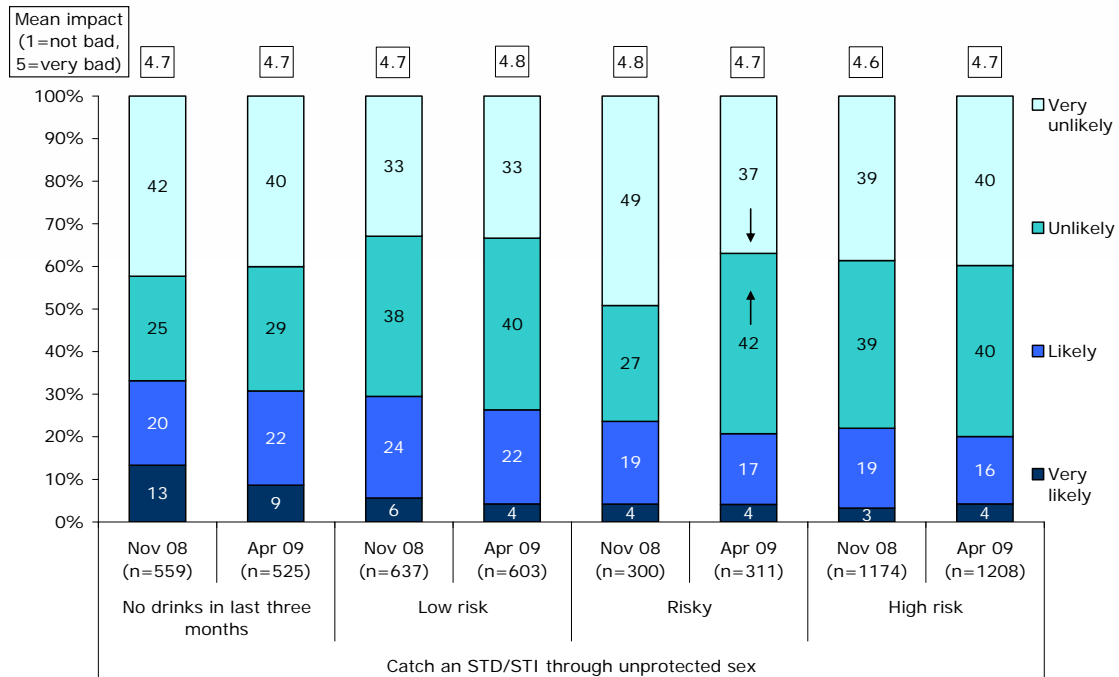


Figure 70 shows that around seven in ten 15–25 year-olds who did not drink at all (69%) or drank at a low risk level in the three months prior to being surveyed (73%), and around eight in ten of those that drank at a risky (79%) or high risk level (80%) over this period, perceived themselves as unlikely or very unlikely to catch an STD/STI through unprotected sex as a result of drinking too much alcohol. A larger proportion of those who drank at risky levels in the three months prior to being surveyed in April 2009 perceived themselves as unlikely to catch an STD/STI through unprotected sex as a result of drinking too much than in November 2008 (42% in April 2009, compared with 27% in November 2008, chi-square, $p=0.002$). This was accompanied by a significant decrease in the proportion of those who drank at risky levels believing this consequence to be very unlikely to happen (decreasing from 49% in November 2008 to 38% in April 2009, chi-square, $p=0.002$).

Catching an STD/STI through unprotected sex was rated the worst consequence of drinking too much by 15–25 year-olds, with an average impact rating of between 4.7 and 4.8 out of 5.

Figure 71. Perceived susceptibility to and severity of impact of consequences of getting drunk by risk level (13th) (15–25 year-olds)

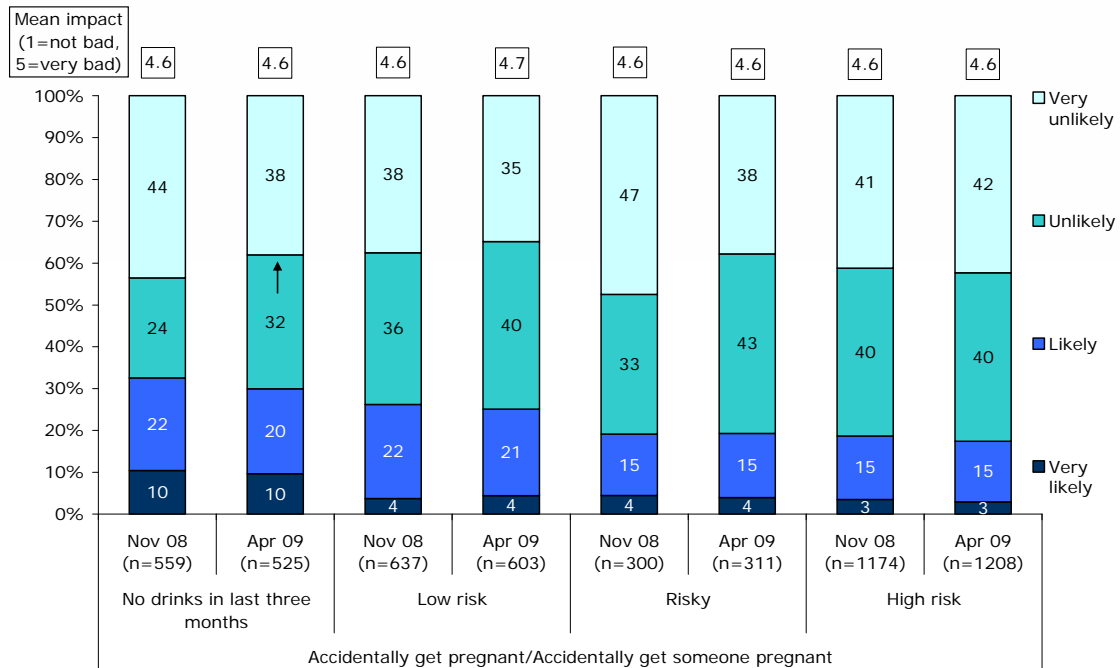
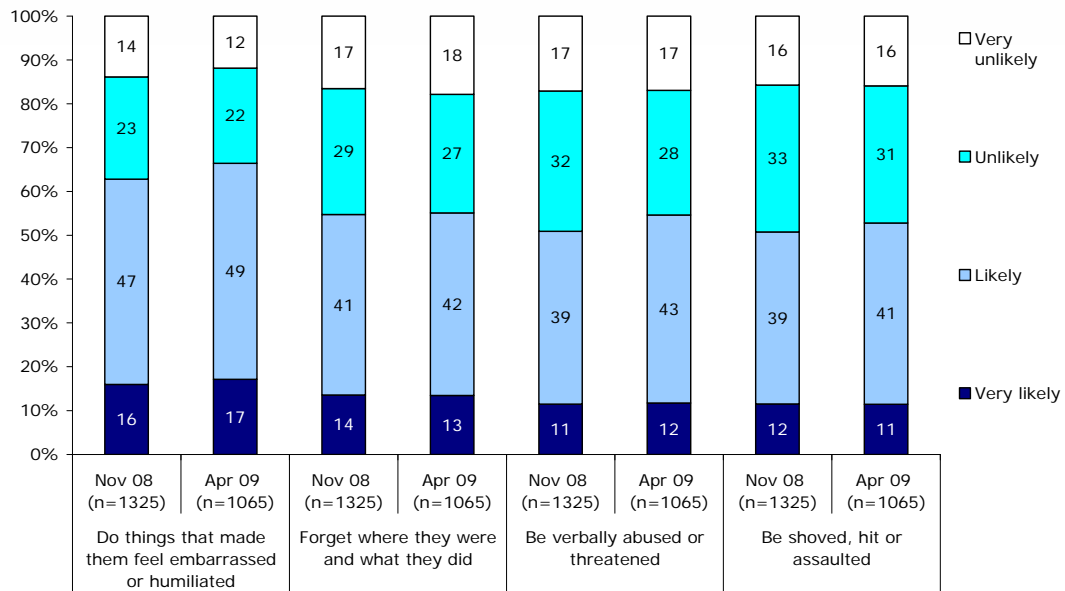


Figure 71 shows that in April 2009, 15–25 year-olds who did not drink alcohol in the last three months, or who drank at low risk, risky or high risk levels over this period perceived themselves as least likely to accidentally get pregnant or get someone else pregnant as a result of drinking too much, with between seven and eight in ten indicating this as unlikely or very unlikely to occur (70% of those that did not drink in the last three months, 75% of those that drank at a low risk level, 81% of those that drank at a risk level and 82% of those that drank at a high risk level).

In April 2009, the mean impact of accidentally getting pregnant or getting someone pregnant was 4.6 for those who had no drinks in the last three months and those who drank at a risky or high risk level in the past three months, and 4.7 for those who drank at low risk levels.

The list of negative consequences of consuming too much alcohol presented to 15–25 year-olds was also shown to parents of 13–17 year-olds, who were asked to indicate how likely they believed it was that their own child would experience these consequences as a result of drinking too much. The results of this question are shown in Figure 72 to Figure 74 (pages 101 to 103).

Figure 72. Child’s susceptibility to consequences of getting drunk (1st-4th) (Parents)



As Figure 72 shows, in April 2009, the consequence parents of 13–17 year-olds predicted their children would most likely experience as a result of drinking too much was doing things that made them feel embarrassed or humiliated, with the two in three parents (66%) indicating it was very likely or likely. More than half of parents also believed it likely or very likely that their child would forget where they were or what they did (55%), be verbally abused or threatened (55%) or be shoved, hit or assaulted (52%) as a result of drinking too much alcohol. There were no significant differences in parents’ rating of their children’s susceptibility to these consequences between November 2008 and April 2009.

Figure 73. Child's susceptibility to consequences of getting drunk (5th-8th) (Parents)

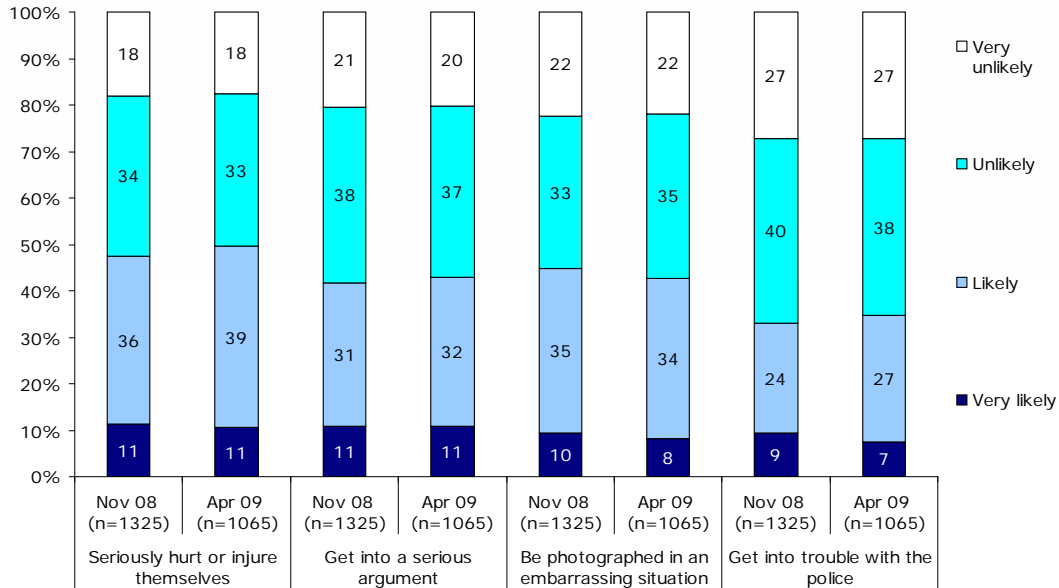


Figure 73 shows that in April 2009, half of parents 13–17 year-olds (50%) felt it was likely or very likely that their teenager would seriously hurt or injure themselves as a result of drinking too much. Around two in five parents thought it likely or very likely that their child would get into a serious argument (43%) or be photographed in an embarrassing situation (42%). Around one third (34%) of parents felt it was likely or very likely that their teenager would get into trouble with the police. There were no significant differences in parents' rating of their children's susceptibility to these consequences between November 2008 and April 2009.

Figure 74. Child's susceptibility to consequences of getting drunk (9th-12th) (Parents)

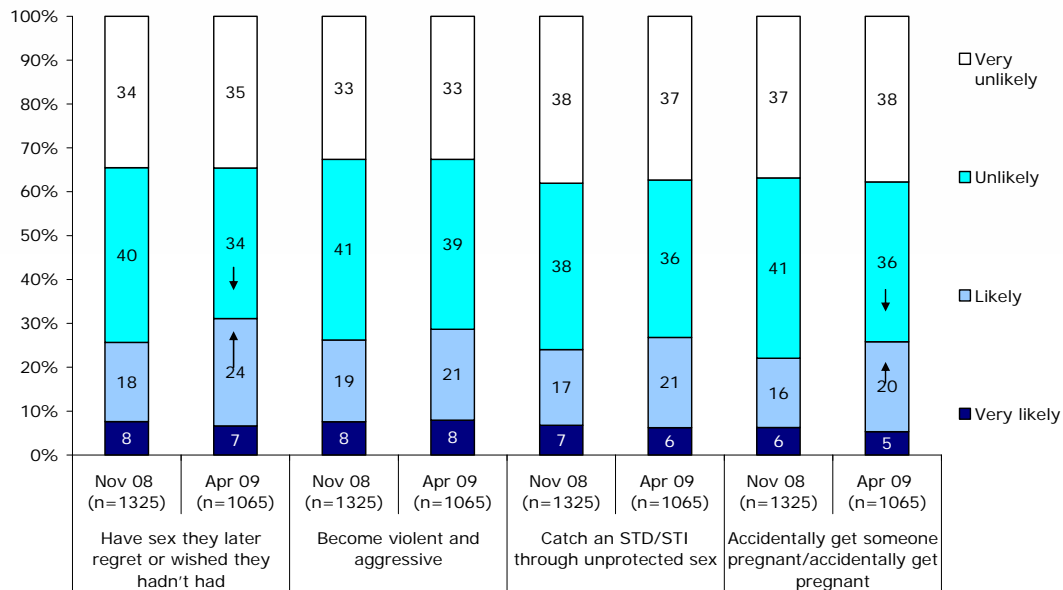
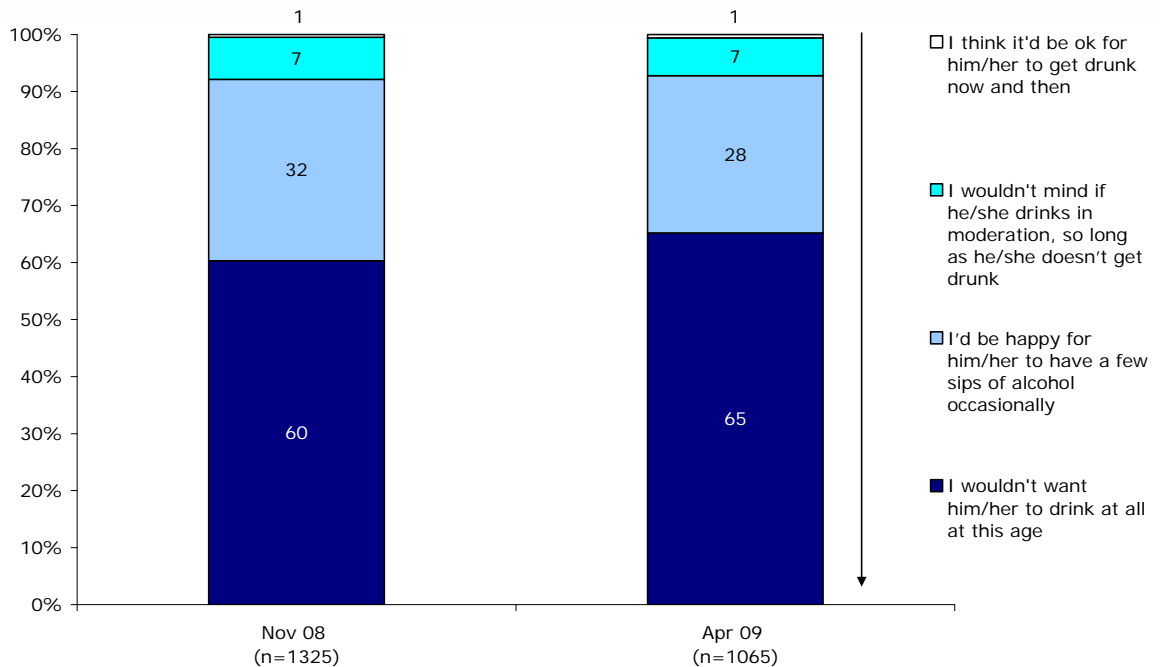


Figure 74 shows some significant differences between November 2008 and April 2009 in parents of 13–17 year-olds' estimation of their children's susceptibility to certain consequences of drinking. A significantly larger proportion of parents surveyed in April 2009 considered their children likely to have sex that they later regret or wished they hadn't had as a result of drinking too much, than in November 2008 (increasing from 18% to 24%, chi-square, $p < 0.001$). There was a corresponding decline in the proportion of parents indicating it unlikely that their child would experience this if drunk (decreasing from 40% to 34%, chi-square, $p < 0.001$). Similarly, the proportion of parents thinking it likely that their child would accidentally get pregnant or accidentally get someone pregnant increased significantly between November 2008 and April 2009 (from 16% to 20%), and this was mirrored by a decrease in the proportion thinking it unlikely (41% in November 2008, decreasing to 36% in April 2009, chi-square, $p = 0.009$). There were no significant changes between November 2008 and April 2009 in parents' estimation of the likelihood of their children becoming violent and aggressive or catching an STD through unprotected sex as a result of drinking too much.

6.4 Parental attitudes

Parents were asked to indicate how they would feel about their child drinking at various levels of consumption, from not drinking at all to getting drunk every now and then. Responses to this question are shown in Figure 75, below.

Figure 75. Attitudes towards own child's drinking (Parents)



As shown in Figure 75, two thirds of parents surveyed in April 2009 (65%) wouldn't want their child to drink at all at his or her current age. A significant negative trend in permissiveness was observed across the two survey waves, with parents surveyed in April 2009 exhibiting a less permissive attitude towards their child's drinking than parents surveyed in November 2008 (Kendall's tau-b, $p=0.017$).