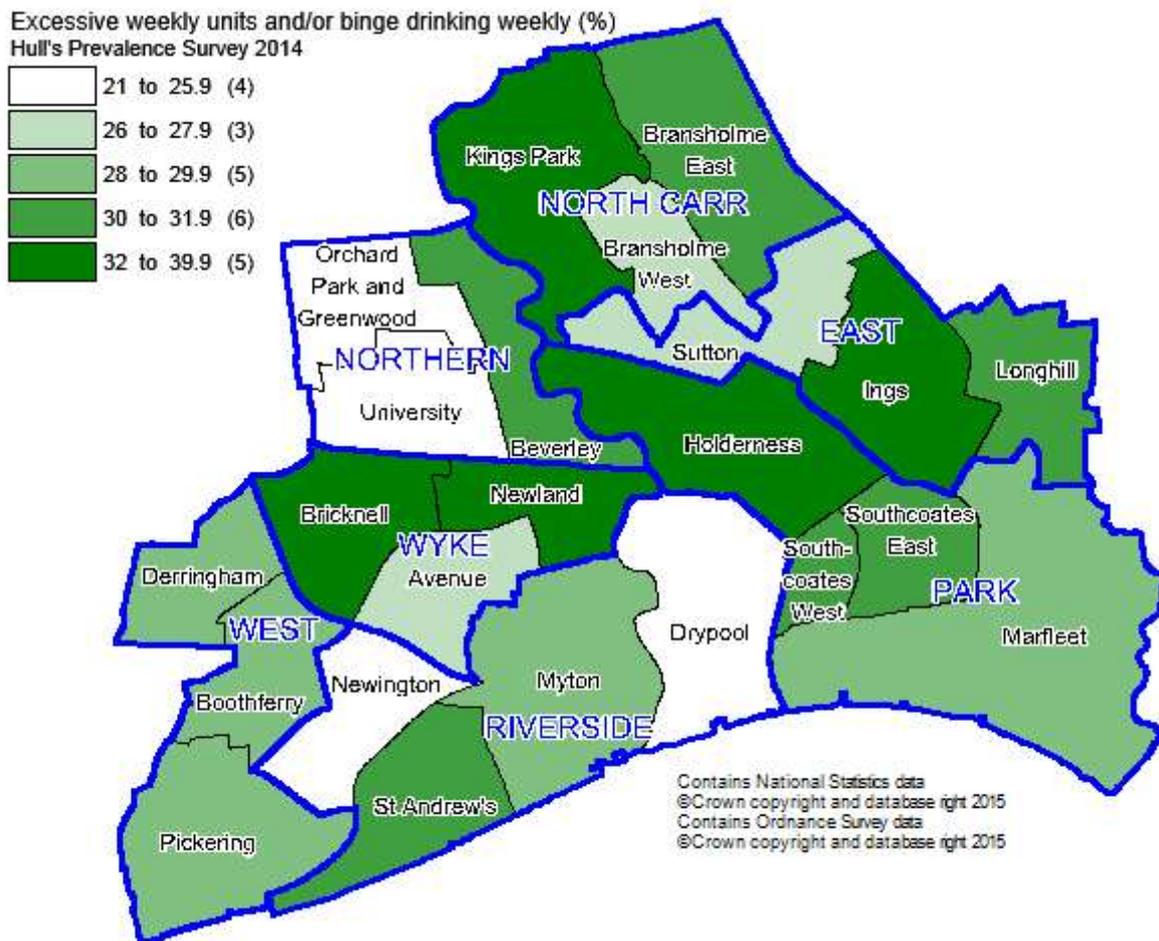


Hull's Adult Prevalence Survey 2014

Alcohol Update



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January 2016

(Version 2 – additional information presented following introduction of 2016 alcohol guidelines).

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1. WHY IS THE ALCOHOL IMPORTANT?

- It is estimated that there are around 2,000 alcohol-related primary diagnosis or alcohol-related external cause admissions in Hull every year (modelled data based on diagnoses codes and how 'likely' admission with that diagnosis code is associated with alcohol).
- From the Local Alcohol Profiles for England, it is estimated that in Hull, 15.0 months of life are lost to alcohol for men and 6.4 months of life are lost to alcohol for women. Life expectancy would increase by 1.25 years for men and 0.5 years for women if all alcohol-related deaths (among under 75s) were prevented. The alcohol-specific mortality rates are estimated to be 18.0 and 6.9 per 100,000 men and women respectively (alcohol is totally implicated such as alcoholic liver disease). The alcohol-related mortality rates are estimated to be 79.1 and 27.7 per 100,000 men and women respectively (alcohol-specific causes plus other causes were alcohol is causally implicated in some but not all cases, such as hypertensive diseases, various cancers, falls and accidents). It is estimated that there are 8.2 alcohol-related recorded crimes per 100,000 population each year. Hull is ranked in the bottom 35% of local authorities for all these indicators.
- The effects of harmful alcohol use do not just influence individual's health, but has a large impact on other areas of society in relation to crime, domestic violence, the economy (days of sick and loss of productivity), sexual health, etc.
- It is estimated that the cost of harmful use of alcohol costs the NHS in England around £3.5 billion a year. However, there are further sizeable costs to the police and economy, and other non-financial costs to society in general.
- Alcohol related admission to hospital is a performance indicator included in Hull's Health and Wellbeing Strategy 2014-2020.
- Alcohol related admissions to hospital and deaths from liver disease (of which a high proportion will be alcohol-related) are both indicators within the Public Health Outcomes Framework.

2. KEY POINTS

- ❖ Over five thousand adults in Hull, representative of the population, were asked about behaviours, including alcohol consumption, between September and December 2014.
- ❖ Overall 24% of survey responders never drank alcohol and a further 29% had not drunk alcohol during the previous week. Based on the 1995 alcohol guidelines (in existence until December 2015), 34% drank within acceptable safe limits, 9.3% drank excessively and a further 2.3% dangerous levels. One-quarter of all survey responders were defined as binge drinkers (32% of men and 19% of women). In summary, 28% had exceeded the recommended weekly alcohol during the previous week and/or usually binge drink weekly (35% of men and 22% of women) increasing to 30% (39% of men) following introduction of the 2016 guidelines which reduced men's maximum weekly suggested intake. It is estimated that around 60,000 people in Hull drink too much alcohol and/or binge drink weekly, which includes 4,700 who drink too much (at dangerous levels) increasing to 61,600 and 7,700 respectively with the 2016 guidelines.
- ❖ Six key points were noted:
 1. Men drank alcohol more frequently and at higher levels than women, and women were more likely to never drink alcohol compared to men.
 2. People in their middle years (35-54 years) were more likely to drink excessively or dangerously, although there were relatively few differences in binge drinking across the ages (with the exception of the oldest who were the least likely to binge drink).
 3. People living in the most deprived areas of Hull were more likely to never drink alcohol compared to those in the least deprived areas. People in the least deprived areas were also more likely to drink excessively, although there were relatively small differences in the percentages binge drinking.
 4. The prevalence of drinking excessively and/or binge drinking decreased between 2007 (26%) and 2011-12 (22%), but increased in 2014 (28%). This was predominantly due to increases in binge drinking rather than changes in those drinking excessively, and mainly due to changes for middle and older age groups and those living in the least deprived areas.
 5. Whilst the prevalence of drinking excessively had halved between 2007 and 2014 among those aged 16-34 years, there was relatively small changes for those aged 35-64 years and an increase among those aged 65+ years. The prevalence of binge drinking increased between 2007 and 2014 for all age groups.
 6. The prevalence of drinking excessively had decreased between 2007 and 2014 among people living in the three most deprived fifths of areas, but remained unchanged for those living in the two least deprived fifths of areas. Binge drinking levels reduced between 2007 and 2011-12 and increased in 2014 to 2007 levels for the four most deprived fifths, but increased over the time period for people living in the least deprived fifth of areas.

3. INTRODUCTION

This is an update in relation to the prevalence of alcohol consumption in Hull from the Prevalence Survey 2014. A total of 5,334 questionnaires were completed among Hull residents aged 16+ years (2.6% of population) between September and December 2014. Survey responders were broadly representative of Hull's population in terms of age, gender, area, deprivation and employment.

The aim of the 2014 Prevalence Survey was to examine health status, and health related behaviour in a representative sample of Hull's adult (16 years and over) population. The intention is that commissioners can use the findings to help improve health services and reduce inequalities for the people of Hull.

Surveys examining health and lifestyles have been completed in Hull every 3-4 years since 2003. The current Prevalence Survey 2014 used a similar survey methodology and questionnaire so that trends over time could be compared.

4. METHODS

4.1. *Survey methodology*

Quota sampling was used to ensure that the survey responders were broadly similar to Hull's overall population. An assisted self-completion ('knock and drop') approach was used where teams of fieldwork staff called on residents in their own homes, and invited them to complete a questionnaire. They arranged to call back at an agreed time to collect the completed questionnaire. Assistance was available to complete the questionnaire if required. A total of 5,334 questionnaires were completed (representing around 2.6% of Hull's 16+ population).

4.2. *Alcohol definitions*

Survey responders were asked about the frequency of drinking alcohol, and those that drank alcohol were asked about the number of drinks of different types of alcohol and the different quantities they had drunk in the previous week. Using some assumptions regarding the average strength of these drinks, the number of alcoholic units consumed the previous week was calculated. Men and women who drank alcohol were also asked about the frequency of drinking 8 or more units and 6 or more units respectively on a single day (with examples of what number and size of drinks constituted these number of units).

The 1995 government guidelines on sensible drinking, which were in existence until December 2015, recommend that men should not consume more than 21 units of alcohol per week, and women not more than 14 units per week, and these limits were used to define excessive alcohol units over the previous week. Drinking 'dangerously' was also defined as drinking more than 50 and 35 units per week for men and women

respectively*. In January 2016, the national guidelines changed. The fundamental change to the guidelines is that there are no safe levels of alcohol consumption, and the main change to impact on the information presented in this report is a change to the maximum recommended weekly units for men – which were made the same to those for women – changing to a maximum of 14 units (dangerous drinking was defined as drinking more than 35 units).

Furthermore, there are national alcohol recommendations on the number of alcohol units consumed in a single day. It is recommended that men do not drink in excess of four units of alcohol and women do not drink in excess of three units of alcohol on a single day. In the local survey, binge drinking is defined as drinking eight or more alcohol units for men or drinking six or more alcohol units for women at least once a week.

5. RESULTS

5.1. *Comparison with general population (representativeness)*

Survey responders were broadly representative of Hull's population in terms of age, gender, area, deprivation and employment.

5.2. *Latest estimate of frequency of alcohol consumption in Hull*

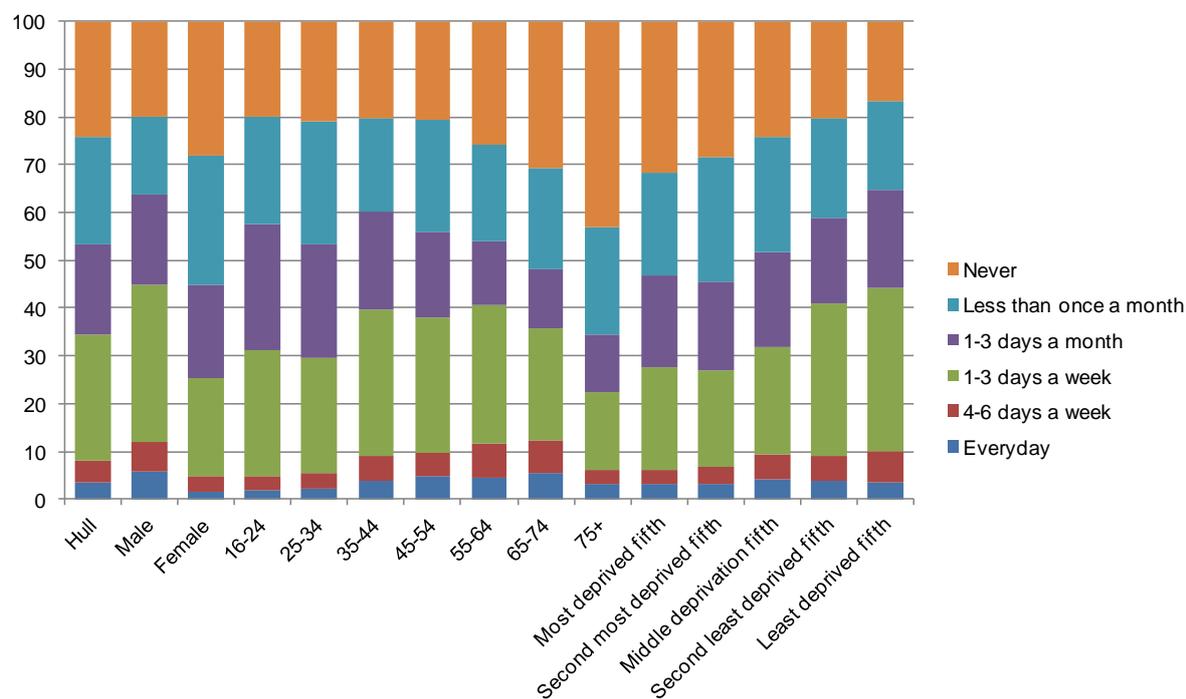
Overall, 3.6% drank alcohol every day (5.8% of men and 1.7% of women), 4.6% drank 4-6 days a week, 26.1% drank 1-3 days a week, 19.2% drank 1-3 days a month, 22.3% drank less than once a month and 24.3% never drank alcohol (**Figure 1**). Men drank alcohol more frequently than women, and women were more likely to never drink alcohol (28.0%) compared to men (19.9%). Except those aged 75+ years, older people were more likely to drink alcohol every day or most days with 4.9% of those aged 16-24 years drinking alcohol four or more days a week compared to 12.3% of those aged 65-74 years. With the exception of those aged 65-74 and 75+ years, older people were more likely to drink alcohol once a week with 31.0% of 16-24 year olds drinking alcohol weekly compared to 40.6% of 55-64 year olds. Around 20% of those aged 16-54 years never drank alcohol, and this increased slightly in the older age groups to 25.9%, 30.6% and 43.2% for those aged 55-64, 65-74 and 75+ years respectively.

Whilst similar percentages (range 3.2% to 4.1%) drank alcohol every day across the five deprivation fifths, people living in the least deprived areas were more likely to drink alcohol 4-6 days a week and 1-3 days a week, and they were also less likely to never drink alcohol. Twice as many survey responders living in the least deprived areas drank alcohol 4-6 days a week compared to those living in the most deprived areas (6.7% versus 2.8%) and half as many again drank alcohol 1-3 days a week (33.9% versus 21.5%). Just under one-third of people (31.7%) living in the most

* Thus 'safe' drinking was defined as drinking 0.1-21 units for men and 0.1-14 units for women, 'excessive' drinking as 21.1-50 units for men and 14.1-35 units for women, and 'dangerous' drinking as more than 50 units for men and more than 35 units for women in the last week.

deprived fifth of areas of Hull never drank alcohol compared to 16.6% among those living in the least deprived fifth of areas.

Figure 1: Frequency of drinking alcohol, 2014



5.3. Latest estimate of excessive weekly alcohol consumption in Hull (1995 guidelines)

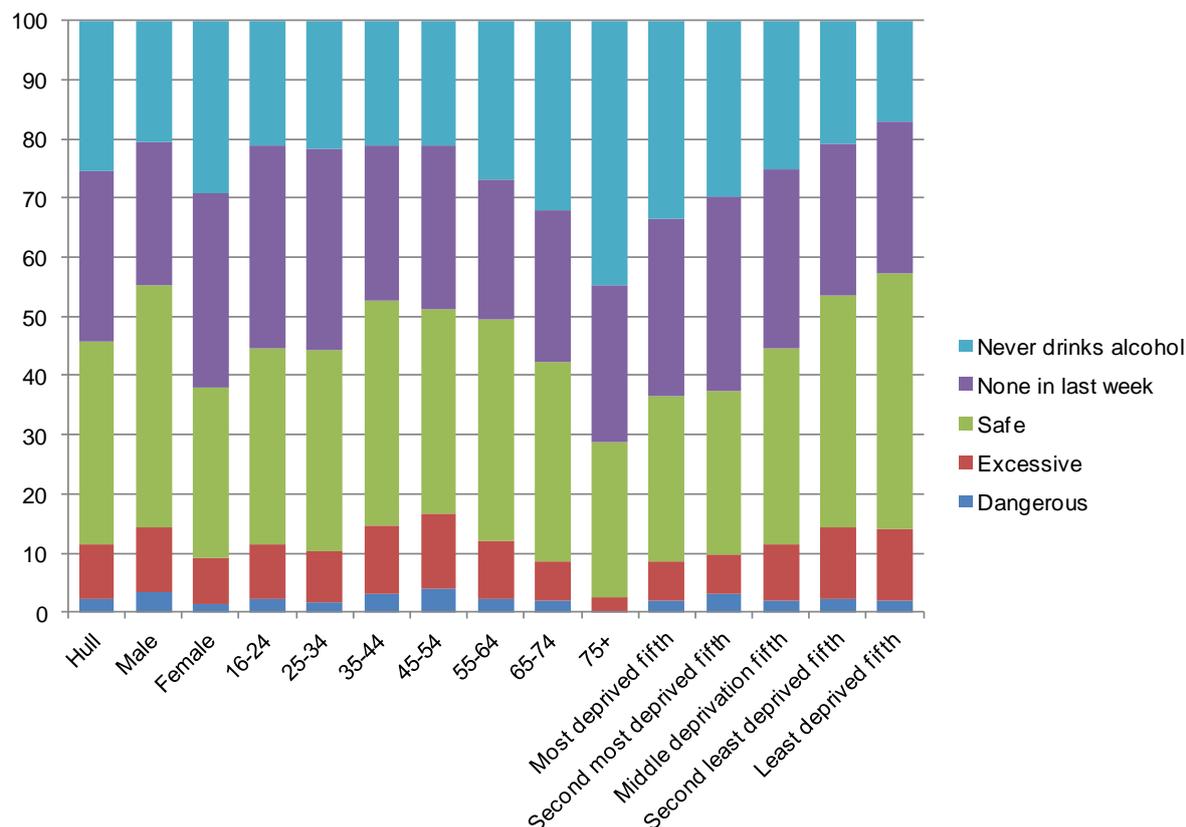
Due to the different number of survey responders answering both the frequency question and providing information about their weekly alcohol consumption, there were slight difference in the estimates of the survey responders never drinking (25.3%) compared to the estimate presented in **section 5.2** (24.3%). A further 28.8% had not drunk alcohol during the previous week, 34.3% drank within acceptable safe limits, 9.3% drank excessively and a further 2.3% drank dangerous levels of alcohol (11.6% excessive or dangerous levels) as illustrated in **Figure 2**. Men were more likely to drink too much alcohol compared to women with 10.8% of men drinking excessively and a further 3.4% drinking dangerous levels compared to 7.9% and 1.3% for women respectively.

Just over one-quarter of those aged 35+ years had had no alcohol in the previous week (although figure was slightly lower at 23.5% among those aged 55-64 years) compared to around one-third of those aged 16-34 years. People in their middle years were more likely to drink excessively or dangerously, with 16.5% of those aged 45-54 years drinking too much (12.5% excessively and 4.1% dangerously) and 14.7% of those aged 35-44 years (11.6% excessively and 3.1% dangerously). Between 10% and 12% of those aged 16-24, 25-34 and 55-64 years drank too much (2.2% or lower drinking dangerously). Older people were less likely to drink too much (8.6% among those aged 65-74 years and 2.6% among those aged 75+ years).

There was a relatively strong association with deprivation with people living in the least deprived and second least deprived fifth of areas more likely to drink too much

(14.0% and 14.2% respectively) compared to those in the most and second most deprived fifths of areas (8.5% and 9.7% respectively). Similar percentages had drunk dangerous levels of alcohol units in the previous week (between 2.0% and 2.2% for four of the five deprivation groups and 3.2% among those in the second most deprived fifth), so the difference was in the percentage drinking excessive alcohol units (but not to dangerous levels).

Figure 2: Prevalence of excessive alcohol consumption, 2014 (1995 guidelines)



5.4. Latest estimate of excessive weekly alcohol consumption in Hull (2016 guidelines)

As mentioned earlier, 25.3% of survey responders never drank alcohol and a further 28.8% had not drunk alcohol during the previous week. Based on the new 2016 alcohol guidelines, 29.9% drank low levels of alcohol (14 or fewer units last week), 12.2% drank excessively (14-35 units last week) and a further 3.7% drank dangerous levels of alcohol (more than 35 units last week), so 15.9% drank excessive or dangerous levels as illustrated in **Figure 3**. Based on the 2016 guidelines, 17.2% men drank excessively and a further 6.5% drank at dangerous levels giving a total of 23.8% drinking too much alcohol (compared to 9.3% for women – same percentages as those presented earlier in relation to 1995 guidelines).

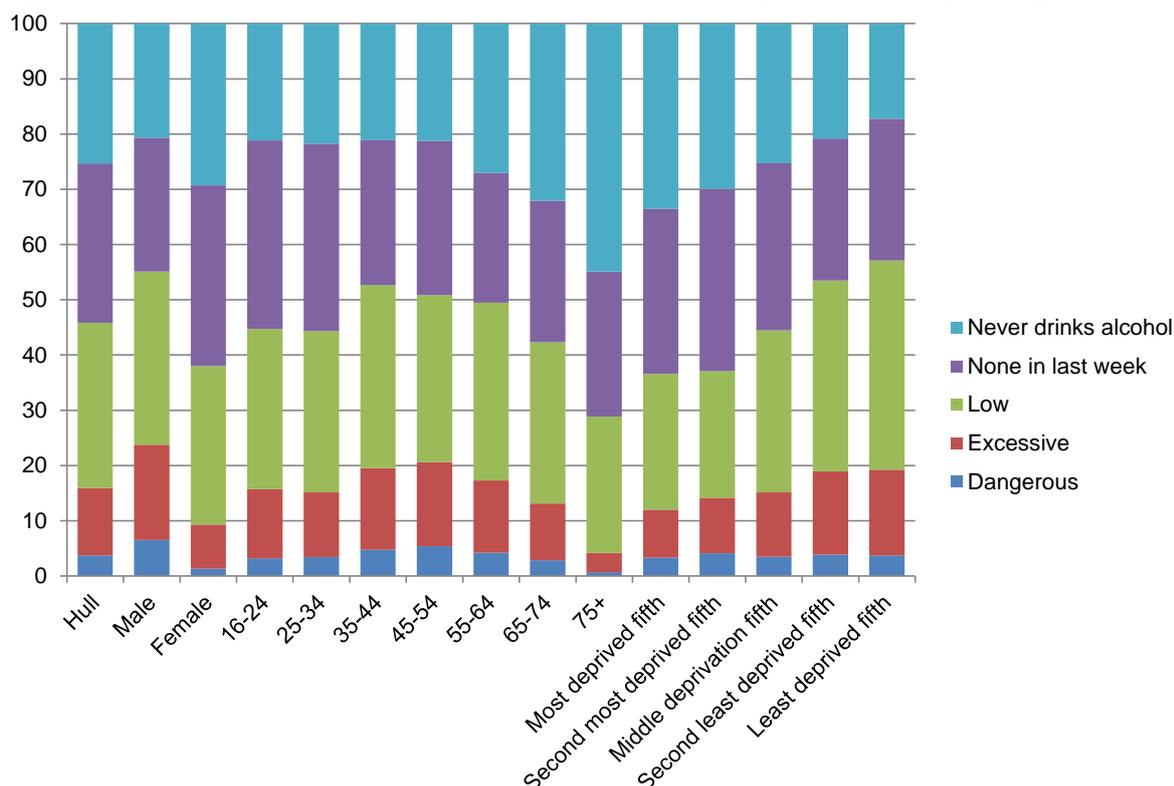
People in their middle years were more likely to drink excessively or dangerously, with 20.6% of those aged 45-54 years drinking too much (15.2% at excessive and 5.4% at dangerous levels), 19.6% among those aged 35-44 years (14.8% at excessive and 4.8% at 4.8% dangerous levels) and 17.3% among those aged 55-64 years (13.0% at

excessive and 4.2% at dangerous levels). Among the younger age groups, 15.7% of those aged 16-24 years and 15.1% of those aged 25-34 years drank too much (around 12-13% at excessive and 3% at dangerous levels). The percentages were lowest among the older age groups at 13.2% for those aged 65-74 years (10.3% at excessive and 2.9% at dangerous levels) and 4.2% for those aged 75+ years (3.4% at excessive and 0.7% at dangerous levels).

There was a relatively strong association with deprivation with people living in the least deprived and second least deprived fifth of areas more likely to drink too much (19.0% and 19.2% respectively) compared to those in the most deprived fifths of areas (12.0%). The change in the percentages following the change in the recommended alcohol units across the deprivation fifths was similar increasing by around 5 percentage points for each of the deprivation fifths.

Based on the 2016 guidelines, the percentages drinking at dangerous levels (more than 35 units previous week) were 3.3%, 4.1%, 3.5%, 3.9% and 3.7% for the most, second most, middle, second least and least deprived fifths respectively.

Figure 3: Prevalence of excessive alcohol consumption, 2014 (2016 guidelines)



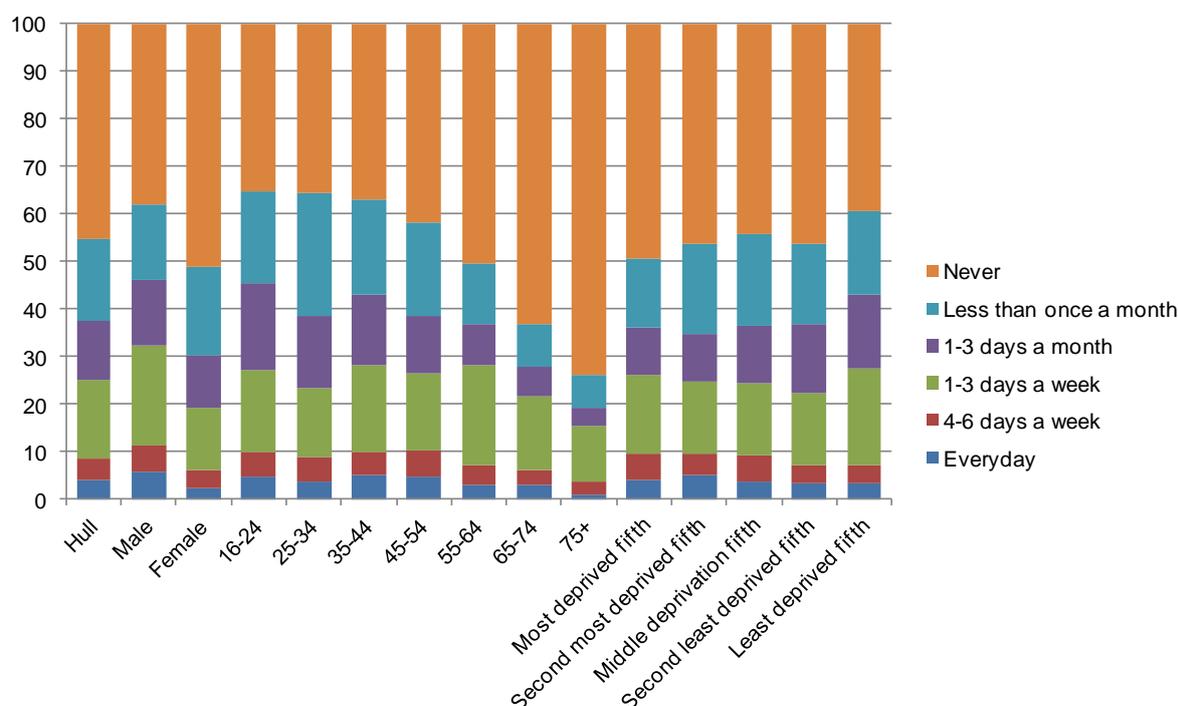
5.5. Latest estimate of binge drinking in Hull

Forty-five percent of all survey responders never binge drink (37.9% of men and 51.2% of women) as illustrated in **Figure 4**. A further 17.4% binge drink less frequently than once a month and 12.4% binge drink 1-3 days a month. Overall, 25.1% of all survey responders were defined as binge drinkers as they usually exceeded twice the recommended daily units at least once a week (32.2% of men and 19.1% of women).

Just over one-third of all survey responders aged 16-34 years never binge drink compared to almost three-quarters of those aged 75+ years. Similar percentages, just over one-quarter of all survey responders, were defined as binge drinkers among those aged under 65 years (range 26.5% to 28.2% although slightly lower at 23.5% among those aged 25-34 years), but the percentages were slightly lower among those aged 65-74 years (21.7%) and 75+ years (15.3%).

There was a relatively small difference in the percentage of binge drinkers among the five deprivation fifths. There was a trend across the most deprived four groups with the lowest prevalence among those living in the second least deprived fifth of areas (22.5%) and the highest among those living in the most deprived fifth of areas (26.0%), but the trend was not linear across all five deprivation groups as those living in the least deprived areas had the highest prevalence of binge drinking (27.6%). So overall, the prevalence of binge drinking across the deprivation fifths is not entirely straightforward.

Figure 4: Frequency of binge drinking, 2014



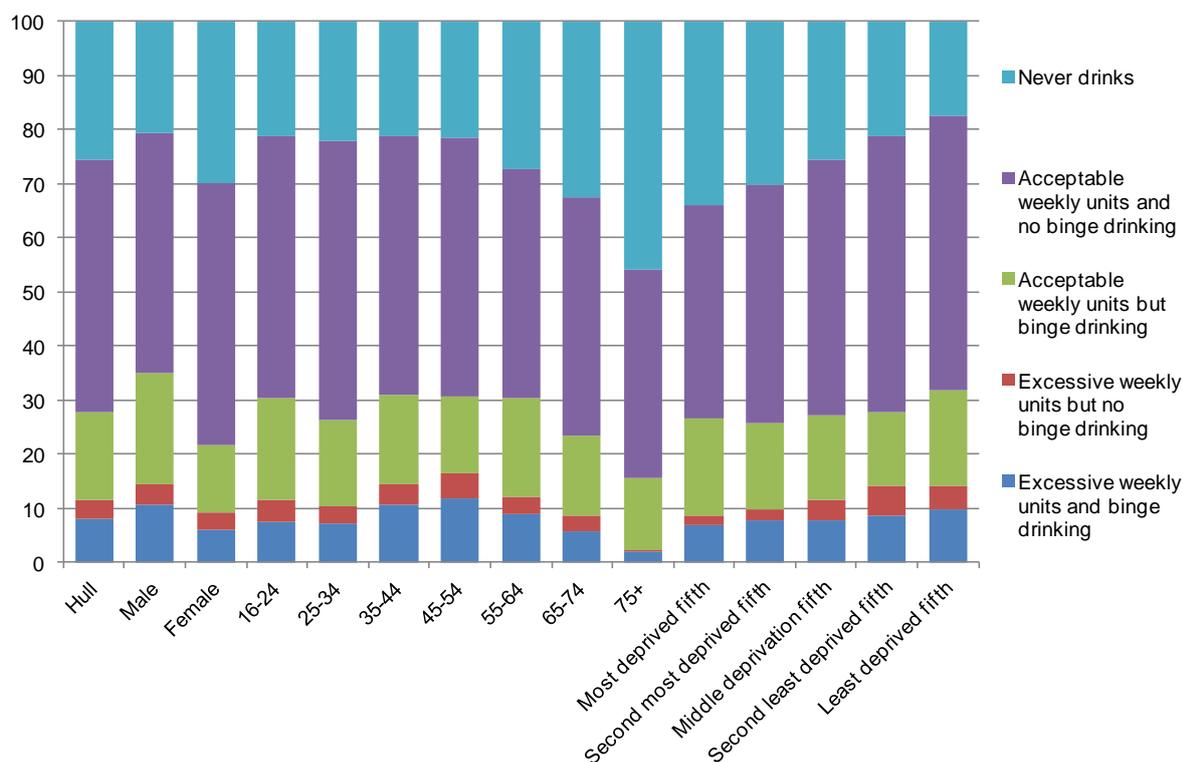
5.6. Latest estimate of harmful alcohol consumption in Hull (1995 guidelines)

The overall prevalence of harmful alcohol consumption is given in **Figure 5**. Overall, 27.8% had exceeded the recommended weekly alcohol during the previous week and/or usually binge drink at least once a week (35.1% of men and 21.6% of women). Overall, 16.2% had drunk within the acceptable safe weekly alcohol units limits the previous week but did usually binge drink at least once a week, 3.4% had exceeded the weekly units the previous week but did not usually binge drink weekly, and 8.2% both exceed the weekly recommended units and usually binge drink weekly.

Around 30% of those aged 16-64 years had drunk too much alcohol the previous week and/or usually binge drink weekly (slightly lower at 26.4% for 25-34 year olds), but older people were less likely to do so (23.4% among those aged 65-74 years and 15.7% among those aged 75+ years). Survey responders aged 35-44 years (10.7%) and 45-54 years (11.7%) were the most likely to have both exceeded the recommended weekly alcohol units the previous week and usually binge drink at least once a week. The percentage was slightly lower for those aged 55-64 years (9.0%), 16-24 years (7.5%) and 25-34 years (7.2%), and lowest among those aged 65-74 years (5.8%) and 75+ years (1.9%).

Just over one-quarter (range 25.8% to 27.6%) of all survey responders had exceeded the weekly alcohol units the previous week and/or usually binge drink weekly for the four most deprived deprivation fifths, but almost one-third (31.8%) of survey responders had done so among those living in the least deprived fifth of areas. There was a linear trend in the percentage of survey responders who both exceed the weekly units and/or usually binge drink weekly from 7.0% among those living in the most deprived areas to 9.7% among those living in the most deprived areas.

Figure 5: Prevalence of harmful alcohol consumption, 2014 (1995 guidelines)



5.7. Latest estimate of harmful alcohol consumption in Hull (2016 guidelines)

The overall prevalence of harmful alcohol consumption is given in **Figure 6** using the 2016 alcohol guidelines. Overall, 29.5% had exceeded the recommended weekly alcohol during the previous week and/or usually binge drink at least once a week (38.9% of men and 21.6% of women) which represents an increase from 29.5% (35.1% of men) based on the 1995 guidelines. Overall, 25.6% never drank alcohol,

44.8% had drunk at low weekly levels with no weekly binge drinking, 13.6% had drunk at low weekly levels but usually binge drink weekly, 5.1% had drunk excessively over the week but did not usually binge drink weekly, and 10.8% had both drunk excessively over the week and usually binge drink weekly.

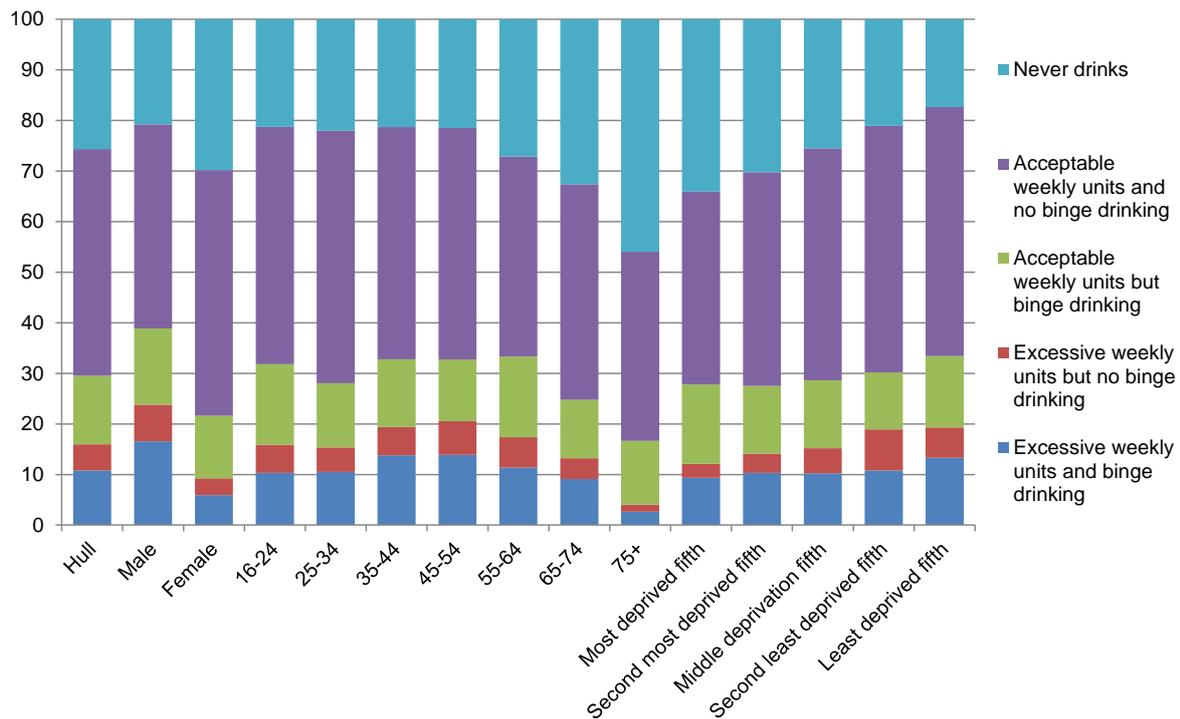
As mentioned above, men were almost twice as likely to drink excessively and/or binge drink than women based on the new alcohol guidelines. However, this difference was not evenly spread across the different risk groups. Men were only slightly more likely to drink low levels over the week and binge drink weekly compared to women (15.0% versus 12.3%), but they were twice as likely than women to drink excessively with no weekly binge drinking (7.2% versus 3.4%) and almost three times more likely to both drink excessively over the week and binge drink weekly (16.6% versus 5.9%). Almost one-quarter of men (23.8%) drink too much over the week compared to one in eleven women (9.3%) and almost one-third of men (31.6%) drank twice the recommended daily number of units at least once a week (binge drinking) compared to fewer than one in five women (18.2%).

Drinking too much over the week was more common in the middle age groups with around one in five or just having drunk more than 14 units of alcohol the previous week (45-54s 20.6%, 35-44s 19.4% and 55-64s 17.4%) compared to around 15% of those in the younger age groups (16-24s 15.9% and 25-34s 15.3%). Drinking too much over the week was less common among men and women who had retired (65-74s 13.2%) and much less common among the oldest age group (75+ 4.0%).

Between 26.0% and 27.3% of those aged 16-64 years (depending on the age group) usually binge drink weekly although the percentage was slightly lower among those aged 25-34 years (23.2%). The percentages among the retired (20.6%) and oldest age group (15.2%) were lower.

The pattern in the percentages of men and women who had drunk excessively over the week and/or usually binge drink weekly across the age groups was very similar to that of binge drinking, but slightly higher. One third or just under of those aged 16-64 years (range 31.8% to 33.3% except those aged 25-34 years where percentage was slightly lower at 28.0%) had drunk excessively the week before the survey and/or usually binge drink weekly. The pattern in the percentages who both drank excessively and binge drink weekly over the age groups followed a similar pattern to that of drinking excessively. The higher percentages of people who drank excessively and binge drink weekly was among those aged 35-44 years (13.8%) and 45-54 years (13.9%) followed by those aged 55-64 years (11.4%) and by the younger age groups (25-34 years 10.5% and 16-24 years 10.3%) with those who had just retired (9.1%) and who were in the oldest age group (2.6%) the least likely to do both of these alcohol behaviours.

Figure 6: Prevalence of harmful alcohol consumption, 2014 (2016 guidelines)



5.8. Prevalence of alcohol consumption across the wards (1995 guidelines)

Table 1 gives the prevalence of alcohol consumption across the wards in Hull. As some of the numbers surveyed within each ward are relatively small, there will be some random variation associated with the estimate (that is, if another survey was completed immediately following the current survey slightly different estimates would be obtained as slightly different people would have been surveyed even though there would have been not true or real change in the underlying prevalence for that ward). A range of values (95% confidence intervals¹) have been given as well as the estimate of the prevalence for each ward. If these ranges do not overlap then the difference in the prevalence estimates will be statistically significant. Thus, for example, the prevalence of excessive weekly units and/or binge drinking in Newland which has the highest prevalence of 35.3% is significantly higher than the prevalence in Newington which has the lowest prevalence of 21.3%.

Newland (35.3%), King’s Park and Bricknell (both 33.3%) and Holderness (32.2%) all have a prevalence of excessive alcohol consumption and/or binge drinking in excess of 30%. These wards are the 14th, 23rd, 22nd and 21st most deprived wards in Hull (out of 23) so there is a clear association with increased prevalence of harmful alcohol consumption among the least deprived wards in Hull. Newland ward has a high

¹ The 95% confidence intervals have been calculated using statistical methods to give a range of likely values for the prevalence. We are 95% confident that the interval obtained (from the survey sample) will contain the true underlying prevalence for that ward. If the CI is wide then there is a degree of uncertainty around the prevalence, and caution should be used when interpreting the findings.

proportion of people aged 18-24 years due to its proximity to the University, and this factor will be influential in its high prevalence.

Note that the percentages who exceed the weekly units and who binge drink in Hull estimated from **Table 1** if estimated by summing two of the percentages in the table will be slightly different to those quoted earlier (in **section 5.3** and **section 5.5**). The percentages in the table are based on a slightly lower number of survey responders as they are only included in the table if they have answered both questions (alcohol units previous week and binge drinking frequency) whereas in **section 5.3** on alcohol units survey responders were included if they answered the questions on alcohol consumed during the previous week but missed out the question on binge drinking. Similarly, in **section 5.5** survey responders were included if they answered the question on binge drinking but missed out the questions on alcohol consumed the previous week.

The estimated population aged 16+ years is presented (from the Office for National Statistics mid-year 2013 estimates) together with an estimate of the number of people in each ward with different alcohol consumption behaviours is given in **Table 2**. The first six 'behaviour' columns give the numbers based on the prevalence estimates in **Table 1**. The final three columns present the estimated numbers of those who drink excessively and dangerously in terms of their units of alcohol in the previous week (ignoring binge drinking) and the estimated numbers of those who binge drink (ignoring units in the previous week).

Overall, it is estimate that around 60,000 people in Hull drink too much alcohol and/or binge drink weekly with the highest numbers in Myton, Newland, Holderness, Ings, King's Park, Avenue and Marfleet.

This includes over 4,700 people in Hull who drink too much at dangerous levels (>50 units per week for men and >35 units per week for women). It is estimated that over 500 people drink to this level in Myton, around 360 in Bricknell and over 280 in Newland. Due to the type of accommodation available in Myton such as hostels, it is not surprising that this ward has the highest number of survey responders drinking to this level.

Table 1: Prevalence of alcohol consumption across the wards in Hull (1995 guidelines)

Area	Number of survey responders	Percentage (95% confidence interval)					
		Never drinks	Acceptable weekly units and no binge drinking	Acceptable weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive weekly units and/or binge drinking
Bransholme East	203	30.0 (24.2, 36.7)	40.4 (33.9, 47.3)	19.7 (14.8, 25.7)	4.4 (2.3, 8.2)	5.4 (3.1, 9.4)	29.6 (23.7, 36.2)
Bransholme West	137	24.1 (17.7, 31.9)	51.8 (43.5, 60.0)	16.8 (11.5, 23.9)	0.7 (0.1, 4.0)	6.6 (3.5, 12.0)	24.1 (17.7, 31.9)
Kings Park	198	11.1 (7.5, 16.2)	55.6 (48.6, 62.3)	17.2 (12.6, 23.0)	4.0 (2.1, 7.8)	12.1 (8.3, 17.4)	33.3 (27.1, 40.2)
Area: North Carr	538	21.6 (18.3, 25.2)	48.9 (44.7, 53.1)	18.0 (15.0, 21.5)	3.3 (2.1, 5.2)	8.2 (6.1, 10.8)	29.6 (25.9, 33.5)
Beverley	169	12.4 (8.3, 18.2)	58.6 (51.0, 65.7)	18.9 (13.7, 25.5)	1.8 (0.6, 5.1)	8.3 (5.0, 13.4)	29.0 (22.7, 36.2)
Orchrd Pk & Grnwd	270	31.9 (26.6, 37.6)	43.3 (37.6, 49.3)	17.0 (13.0, 22.0)	0.7 (0.2, 2.7)	7.0 (4.6, 10.7)	24.8 (20.0, 30.3)
University	269	28.6 (23.6, 34.3)	48.0 (42.1, 53.9)	10.8 (7.6, 15.1)	3.0 (1.5, 5.8)	9.7 (6.7, 13.8)	23.4 (18.8, 28.8)
Area: Northern	708	26.0 (22.9, 29.3)	48.7 (45.1, 52.4)	15.1 (12.7, 17.9)	1.8 (1.1, 3.1)	8.3 (6.5, 10.6)	25.3 (22.2, 28.6)
North Hull	1,246	24.1 (21.8, 26.5)	48.8 (46.0, 51.6)	16.4 (14.4, 18.5)	2.5 (1.8, 3.5)	8.3 (6.9, 9.9)	27.1 (24.7, 29.7)
Ings	218	24.3 (19.1, 30.4)	46.3 (39.8, 53.0)	17.0 (12.6, 22.5)	3.7 (1.9, 7.1)	8.7 (5.7, 13.2)	29.4 (23.7, 35.7)
Longhill	212	27.8 (22.2, 34.2)	43.9 (37.4, 50.6)	18.4 (13.8, 24.2)	1.4 (0.5, 4.1)	8.5 (5.4, 13.0)	28.3 (22.7, 34.7)
Sutton	247	27.9 (22.7, 33.8)	46.2 (40.0, 52.4)	17.0 (12.8, 22.2)	3.6 (1.9, 6.8)	5.3 (3.1, 8.8)	25.9 (20.8, 31.7)
Area: East	677	26.7 (23.5, 30.2)	45.5 (41.8, 49.3)	17.4 (14.8, 20.5)	3.0 (1.9, 4.5)	7.4 (5.6, 9.6)	27.8 (24.5, 31.3)
Holderness	239	19.7 (15.1, 25.2)	48.1 (41.9, 54.4)	18.0 (13.6, 23.4)	5.4 (3.2, 9.1)	8.8 (5.8, 13.1)	32.2 (26.6, 38.4)
Marfleet	232	26.7 (21.4, 32.8)	46.6 (40.2, 53.0)	17.2 (12.9, 22.6)	3.0 (1.5, 6.1)	6.5 (4.0, 10.4)	26.7 (21.4, 32.8)
Southcoates East	173	26.0 (20.0, 33.0)	45.1 (37.9, 52.5)	18.5 (13.4, 24.9)	2.9 (1.2, 6.6)	7.5 (4.4, 12.4)	28.9 (22.7, 36.1)
Southcoates West	126	19.0 (13.1, 26.8)	52.4 (43.7, 60.9)	16.7 (11.2, 24.1)	3.2 (1.2, 7.9)	8.7 (4.9, 15.0)	28.6 (21.4, 37.0)
Area: Park	770	23.1 (20.3, 26.2)	47.7 (44.2, 51.2)	17.7 (15.1, 20.5)	3.8 (2.6, 5.4)	7.8 (6.1, 9.9)	29.2 (26.1, 32.5)
Drypool	233	30.9 (25.3, 37.1)	44.2 (38.0, 50.6)	16.7 (12.5, 22.1)	3.0 (1.5, 6.1)	5.2 (3.0, 8.8)	24.9 (19.8, 30.8)
East Hull	1,680	25.7 (23.6, 27.8)	46.3 (43.9, 48.7)	17.4 (15.7, 19.3)	3.3 (2.6, 4.3)	7.3 (6.1, 8.6)	28.0 (25.9, 30.2)
Myton	306	35.9 (30.8, 41.5)	37.3 (32.0, 42.8)	16.7 (12.9, 21.3)	2.0 (0.9, 4.2)	8.2 (5.6, 11.8)	26.8 (22.1, 32.0)
Newington	230	38.7 (32.6, 45.1)	40.0 (33.9, 46.4)	14.8 (10.8, 19.9)	0.4 (0.1, 2.4)	6.1 (3.7, 10.0)	21.3 (16.5, 27.0)

Area	Number of survey responders	Percentage (95% confidence interval)					
		Never drinks	Acceptable weekly units and no binge drinking	Acceptable weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive weekly units and/or binge drinking
St Andrew's	144	34.7 (27.4, 42.8)	35.4 (28.1, 43.5)	18.8 (13.2, 25.9)	0.0 (0.0, 2.6)	11.1 (7.0, 17.3)	29.9 (23.0, 37.8)
Area: Riverside	913	35.2 (32.1, 38.3)	39.4 (36.3, 42.6)	16.5 (14.3, 19.1)	1.5 (0.9, 2.6)	7.3 (5.8, 9.2)	25.4 (22.7, 28.3)
Boothferry	196	17.3 (12.7, 23.3)	56.6 (49.6, 63.4)	13.8 (9.6, 19.3)	5.1 (2.8, 9.1)	7.1 (4.3, 11.6)	26.0 (20.4, 32.6)
Derringham	223	19.7 (15.0, 25.4)	53.4 (46.8, 59.8)	16.1 (11.9, 21.5)	4.0 (2.1, 7.5)	6.7 (4.1, 10.8)	26.9 (21.5, 33.1)
Pickering	270	23.3 (18.7, 28.7)	48.9 (43.0, 54.8)	17.0 (13.0, 22.0)	4.1 (2.3, 7.1)	6.7 (4.3, 10.3)	27.8 (22.8, 33.4)
Area: West	689	20.5 (17.6, 23.6)	52.5 (48.8, 56.2)	15.8 (13.3, 18.7)	4.4 (3.1, 6.1)	6.8 (5.2, 9.0)	27.0 (23.8, 30.4)
Avenue	261	26.4 (21.5, 32.1)	47.9 (41.9, 53.9)	12.3 (8.8, 16.8)	6.5 (4.1, 10.2)	6.9 (4.4, 10.6)	25.7 (20.8, 31.3)
Bricknell	168	19.0 (13.8, 25.7)	47.6 (40.2, 55.1)	10.7 (6.9, 16.3)	6.5 (3.7, 11.3)	16.1 (11.3, 22.4)	33.3 (26.6, 40.8)
Newland	289	21.8 (17.4, 26.9)	42.9 (37.3, 48.7)	15.9 (12.2, 20.6)	6.6 (4.2, 10.0)	12.8 (9.4, 17.1)	35.3 (30.0, 41.0)
Area: Wyke	718	22.8 (19.9, 26.1)	45.8 (42.2, 49.5)	13.4 (11.1, 16.1)	6.5 (5.0, 8.6)	11.4 (9.3, 14.0)	31.3 (28.1, 34.8)
West Hull	2,087	26.5 (24.7, 28.5)	45.4 (43.3, 47.6)	15.2 (13.7, 16.8)	4.0 (3.3, 5.0)	8.8 (7.7, 10.1)	28.0 (26.1, 30.0)
HULL	5,014	25.6 (24.5, 26.9)	46.5 (45.2, 47.9)	16.2 (15.2, 17.3)	3.4 (2.9, 3.9)	8.2 (7.4, 8.9)	27.8 (26.6, 29.1)

Table 2: Estimated total number of people in Hull with different alcohol consumption behaviours (1995 guidelines)

Area	Population aged 16+ years	Never drinks	Acceptable weekly units and no binge drinking	Acceptable weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive and/or binge	Excessive (not dangerous)	Dangerous	Binge drinker
Bransholme East	7,681	2,308	3,103	1,513	341	416	2,270	588	147	1,939
Bransholme West	6,423	1,547	3,329	1,078	47	422	1,547	279	186	1,514
Kings Park	8,637	960	4,798	1,483	349	1,047	2,879	1,166	216	2,510
Area: North Carr	22,741	4,815	11,230	4,075	736	1,885	6,696	2,033	549	5,963
Beverley	7,268	903	4,258	1,376	129	602	2,107	595	128	2,059
Orchard Pk & Grnwd	10,141	3,230	4,394	1,728	75	714	2,516	592	222	2,518
University	8,396	2,403	4,026	905	250	812	1,966	803	247	1,780
Area: Northern	25,805	6,537	12,678	4,009	454	2,127	6,590	1,990	597	6,356
North Hull	48,546	11,351	23,908	8,084	1,190	4,012	13,287	4,023	1,146	12,319
Ings	9,917	2,411	4,595	1,683	364	864	2,911	992	225	2,579
Longhill	9,261	2,577	4,063	1,704	131	786	2,621	692	216	2,568
Sutton	10,172	2,842	4,695	1,730	371	535	2,636	656	246	2,426
Area: East	29,350	7,830	13,352	5,116	866	2,186	8,168	2,340	688	7,573
Holderness	10,734	2,111	5,165	1,931	584	943	3,458	1,396	131	2,880
Marfleet	10,605	2,834	4,937	1,828	320	686	2,834	861	136	2,629
Southcoates East	6,365	1,656	2,870	1,177	184	478	1,840	655	36	1,714
Southcoates West	6,419	1,223	3,362	1,070	204	560	1,834	713	51	1,751
Area: Park	34,123	7,823	16,334	6,007	1,292	2,668	9,966	3,625	354	8,973
Drypool	10,676	3,299	4,719	1,787	321	550	2,658	753	177	2,481
East Hull	74,149	18,952	34,405	12,910	2,478	5,403	20,792	6,719	1,219	19,027
Myton	13,561	4,875	5,052	2,260	266	1,108	3,634	828	523	3,487
Newington	8,940	3,459	3,576	1,322	39	544	1,905	308	270	1,995

Area	Population aged 16+ years	Never drinks	Acceptable weekly units and no binge drinking	Acceptable weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive and/or binge	Excessive (not dangerous)	Dangerous	Binge drinker
St Andrew's	6,572	2,282	2,328	1,232	0	730	1,962	492	224	2,091
Area: Riverside	39,749	13,915	15,675	6,601	626	2,932	10,159	2,382	1,194	10,054
Boothferry	9,879	1,714	5,595	1,361	504	706	2,571	1,103	150	2,163
Derringham	9,369	1,849	5,000	1,512	378	630	2,521	825	165	2,122
Pickering	9,279	2,165	4,536	1,581	378	619	2,578	822	171	2,185
Area: West	28,527	5,727	15,131	4,454	1,260	1,954	7,669	2,750	487	6,470
Avenue	11,074	2,928	5,304	1,358	721	764	2,843	1,216	252	2,174
Bricknell	6,794	1,294	3,235	728	445	1,092	2,265	1,199	360	1,825
Newland	10,280	2,241	4,411	1,636	676	1,316	3,628	1,702	284	2,995
Area: Wyke	28,148	6,463	12,950	3,722	1,842	3,172	8,736	4,117	895	6,994
West Hull	85,748	22,806	39,036	12,990	3,407	7,509	23,906	8,496	2,398	21,037
HULL	208,443	53,110	97,349	33,984	7,075	16,924	57,984	19,238	4,763	52,383

5.9. Prevalence of alcohol consumption across the wards (2016 guidelines)

Table 3 and **Table 4** give the equivalent information presented in **section 5.8**, but based on the 2016 alcohol guidelines rather than the 1995 guidelines. There was still a statistically significant difference among the wards, and the differences between the wards with the lowest and highest prevalence of harmful drinking was even greater with the 2016 guidelines (38.8% in Newland compared to 21.7% in Newington).

Newland (38.8%), Bricknell (35.1%), and King's Park and Holderness (both 34.3%) all have a prevalence of excessive alcohol consumption and/or binge drinking in excess of one-third (33%). These wards are the 14th, 22nd, 23rd, and 21st least deprived wards in Hull (out of 23) so there is a clear association with increased prevalence of harmful alcohol consumption among the least deprived wards in Hull. Newland ward has a high proportion of people aged 18-24 years due to its proximity to the University, and this factor will be influential in its high prevalence.

The percentages who had both drunk excessively over the week and usually binge drink weekly was also highest in these wards and was highest in Bricknell (19.0%), Newland (15.6%), King's Park (15.2%), Southcoates West (13.5%), Holderness (12.6%) and St Andrew's (12.5%). The percentages were lowest in Avenue (7.7%), Drypool (7.3%) and Bransholme East (6.9%). There was a statistically significant difference between the prevalence in these three wards and the two wards with the highest prevalence of both alcohol behaviours (Bricknell and Newland).

Overall, it is estimated that around 61,600 people in Hull drink too much alcohol and/or binge drink weekly with more than 3,000 in each of the wards of Newland, Myton, Holderness, Ings and Marfleet.

This includes over 7,700 people in Hull who drink too much at dangerous levels (more than 35 units for men and women). This represents a considerable increase using the new 2016 guidelines as the estimated numbers using the 1995 alcohol guidelines was 4,700 people (based on more than 50 units per week for men and more than 35 units per week for women). It is estimated that around 750 people in Myton and around 600 people in Newland drink to this level. Due to the type of accommodation available in Myton such as hostels, it is not surprising that this ward has the highest number of survey responders drinking to this level.

It is estimated that over 22,500 adults in Hull both drink excessively and binge drink weekly, with the highest numbers in Newland (1,601), Holderness (1,347), Myton (1,330) and King's Park (1,309).

Table 3: Summary of alcohol consumption and harmful drinking across the wards in Hull (2016 guidelines)

Area	Number of survey responders	Percentage (95% confidence interval)					
		Never drinks	Low weekly units and no binge drinking	Low weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive weekly units and/or binge drinking
Bransholme East	203	30.0 (24.2, 36.7)	38.9 (32.5, 45.8)	18.2 (13.5, 24.1)	5.9 (3.4, 10.0)	6.9 (4.2, 11.2)	31.0 (25.1, 37.7)
Bransholme West	137	24.1 (17.7, 31.9)	49.6 (41.4, 57.9)	13.1 (8.5, 19.8)	2.9 (1.1, 7.3)	10.2 (6.2, 16.4)	26.3 (19.6, 34.2)
Kings Park	198	11.1 (7.5, 16.2)	54.5 (47.6, 61.3)	14.1 (10.0, 19.7)	5.1 (2.8, 9.0)	15.2 (10.8, 20.8)	34.3 (28.1, 41.2)
Area: North Carr	538	21.6 (18.3, 25.2)	47.4 (43.2, 51.6)	15.4 (12.6, 18.7)	4.8 (3.3, 7.0)	10.8 (8.4, 13.7)	31.0 (27.3, 35.1)
Beverley	169	12.4 (8.3, 18.2)	56.2 (48.7, 63.5)	16.6 (11.7, 22.9)	4.1 (2.0, 8.3)	10.7 (6.8, 16.2)	31.4 (24.8, 38.7)
Orchrd Pk & Grnwd	270	31.9 (26.6, 37.6)	42.6 (36.8, 48.6)	14.1 (10.4, 18.7)	1.5 (0.6, 3.7)	10.0 (7.0, 14.2)	25.6 (20.7, 31.1)
University	269	28.6 (23.6, 34.3)	47.2 (41.3, 53.2)	8.6 (5.8, 12.5)	3.7 (2.0, 6.7)	11.9 (8.6, 16.3)	24.2 (19.4, 29.6)
Area: Northern	708	26.0 (22.9, 29.3)	47.6 (43.9, 51.3)	12.6 (10.3, 15.2)	3.0 (1.9, 4.5)	10.9 (8.8, 13.4)	26.4 (23.3, 29.8)
North Hull	1246	24.1 (21.8, 26.5)	47.5 (44.8, 50.3)	13.8 (12.0, 15.8)	3.8 (2.8, 5.0)	10.8 (9.2, 12.7)	28.4 (26.0, 31.0)
Ings	218	24.3 (19.1, 30.4)	42.7 (36.3, 49.3)	13.8 (9.8, 19.0)	7.3 (4.6, 11.6)	11.9 (8.3, 16.9)	33.0 (27.1, 39.5)
Longhill	212	27.8 (22.2, 34.2)	41.5 (35.1, 48.2)	17.0 (12.5, 22.6)	3.8 (1.9, 7.3)	9.9 (6.6, 14.7)	30.7 (24.8, 37.2)
Sutton	247	27.9 (22.7, 33.8)	44.9 (38.9, 51.2)	13.0 (9.3, 17.7)	4.9 (2.8, 8.3)	9.3 (6.3, 13.6)	27.1 (22.0, 33.0)
Area: East	677	26.7 (23.5, 30.2)	43.1 (39.4, 46.9)	14.5 (12.0, 17.3)	5.3 (3.9, 7.3)	10.3 (8.3, 12.9)	30.1 (26.8, 33.7)
Holderness	239	19.7 (15.1, 25.2)	46.0 (39.8, 52.4)	14.2 (10.4, 19.2)	7.5 (4.8, 11.6)	12.6 (8.9, 17.4)	34.3 (28.6, 40.5)
Marfleet	232	26.7 (21.4, 32.8)	44.8 (38.6, 51.3)	12.1 (8.5, 16.9)	4.7 (2.7, 8.3)	11.6 (8.1, 16.4)	28.4 (23.0, 34.6)
Southcoates East	173	26.0 (20.0, 33.0)	42.2 (35.1, 49.6)	16.8 (11.9, 23.0)	5.8 (3.2, 10.3)	9.2 (5.8, 14.5)	31.8 (25.3, 39.1)
Southcoates West	126	19.0 (13.1, 26.8)	50.0 (41.4, 58.6)	11.9 (7.3, 18.7)	5.6 (2.7, 11.0)	13.5 (8.6, 20.5)	31.0 (23.5, 39.5)
Area: Park	770	23.1 (20.3, 26.2)	45.5 (42.0, 49.0)	13.8 (11.5, 16.4)	6.0 (4.5, 7.9)	11.7 (9.6, 14.2)	31.4 (28.2, 34.8)
Drypool	233	30.9 (25.3, 37.1)	43.3 (37.1, 49.8)	14.6 (10.6, 19.7)	3.9 (2.0, 7.2)	7.3 (4.6, 11.4)	25.8 (20.6, 31.7)
East Hull	1,680	25.7 (23.6, 27.8)	44.2 (41.9, 46.6)	14.2 (12.6, 15.9)	5.4 (4.4, 6.6)	10.5 (9.2, 12.1)	30.1 (28.0, 32.4)
Myton	306	35.9 (30.8, 41.5)	35.9 (30.8, 41.5)	15.0 (11.5, 19.5)	3.3 (1.8, 5.9)	9.8 (7.0, 13.7)	28.1 (23.4, 33.4)
Newington	230	38.7 (32.6, 45.1)	39.6 (33.5, 46.0)	12.2 (8.6, 17.0)	0.9 (0.2, 3.1)	8.7 (5.7, 13.0)	21.7 (16.9, 27.5)

Area	Number of survey responders	Percentage (95% confidence interval)					
		Never drinks	Low weekly units and no binge drinking	Low weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive weekly units and/or binge drinking
St Andrew's	144	34.7 (27.4, 42.8)	34.0 (26.8, 42.1)	17.4 (12.0, 24.4)	1.4 (0.4, 4.9)	12.5 (8.1, 18.9)	31.3 (24.2, 39.2)
Area: Riverside	913	35.2 (32.1, 38.3)	38.4 (35.3, 41.6)	14.6 (12.4, 17.0)	2.5 (1.7, 3.8)	9.3 (7.6, 11.4)	26.4 (23.6, 29.4)
Boothferry	196	17.3 (12.7, 23.3)	54.1 (47.1, 60.9)	10.7 (7.1, 15.8)	7.7 (4.7, 12.2)	10.2 (6.7, 15.2)	28.6 (22.7, 35.3)
Derringham	223	19.7 (15.0, 25.4)	51.6 (45.0, 58.0)	13.9 (10.0, 19.1)	5.8 (3.4, 9.7)	9.0 (5.9, 13.4)	28.7 (23.2, 35.0)
Pickering	270	23.3 (18.7, 28.7)	47.4 (41.5, 53.4)	14.4 (10.7, 19.1)	5.6 (3.4, 9.0)	9.3 (6.4, 13.3)	29.3 (24.2, 34.9)
Area: West	689	20.5 (17.6, 23.6)	50.7 (46.9, 54.4)	13.2 (10.9, 15.9)	6.2 (4.7, 8.3)	9.4 (7.5, 11.8)	28.9 (25.6, 32.4)
Avenue	261	26.4 (21.5, 32.1)	46.7 (40.8, 52.8)	11.5 (8.2, 15.9)	7.7 (5.0, 11.5)	7.7 (5.0, 11.5)	26.8 (21.8, 32.5)
Bricknell	168	19.0 (13.8, 25.7)	45.8 (38.5, 53.4)	7.7 (4.6, 12.8)	8.3 (5.0, 13.5)	19.0 (13.8, 25.7)	35.1 (28.3, 42.6)
Newland	289	21.8 (17.4, 26.9)	39.4 (34.0, 45.2)	13.1 (9.7, 17.5)	10.0 (7.1, 14.0)	15.6 (11.8, 20.2)	38.8 (33.3, 44.5)
Area: Wyke	718	22.8 (19.9, 26.1)	43.6 (40.0, 47.2)	11.3 (9.2, 13.8)	8.8 (6.9, 11.1)	13.5 (11.2, 16.2)	33.6 (30.2, 37.1)
West Hull	2,087	26.5 (24.7, 28.5)	43.7 (41.6, 45.8)	13.0 (11.6, 14.5)	5.7 (4.8, 6.8)	11.0 (9.7, 12.4)	29.8 (27.8, 31.8)
HULL	5,014	25.6 (24.5, 26.9)	44.8 (43.4, 46.2)	13.6 (12.7, 14.6)	5.1 (4.6, 5.8)	10.8 (10.0, 11.7)	29.5 (28.3, 30.8)

Table 4: Estimated total number of people in Hull with different alcohol consumption behaviours (2016 guidelines)

Area	Population aged 16+ years	Never drinks	Low weekly units and no binge drinking	Low weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive and/or binge	Excessive (not dangerous)	Dangerous	Binge drinker
Bransholme East	7,681	2,308	2,989	1,400	454	530	2,384	772	184	1,939
Bransholme West	6,423	1,547	3,188	844	188	656	1,688	605	233	1,514
Kings Park	8,637	960	4,711	1,221	436	1,309	2,966	1,296	432	2,510
Area: North Carr	22,741	4,815	10,888	3,465	1,078	2,495	7,038	2,672	848	5,963
Beverley	7,268	903	4,086	1,204	301	774	2,279	893	170	2,059
Orchard Pk & Grnwd	10,141	3,230	4,319	1,427	150	1,014	2,592	851	333	2,518
University	8,396	2,403	3,964	718	312	999	2,029	1,019	278	1,780
Area: Northern	25,805	6,537	12,369	3,349	763	2,787	6,900	2,762	781	6,356
North Hull	48,546	11,351	23,257	6,815	1,841	5,282	13,937	5,435	1,629	12,319
Ings	9,917	2,411	4,231	1,365	728	1,183	3,275	1,488	406	2,579
Longhill	9,261	2,577	3,844	1,573	349	917	2,839	866	389	2,568
Sutton	10,172	2,842	4,571	1,318	494	947	2,759	1,107	369	2,426
Area: East	29,350	7,830	12,646	4,255	1,572	3,047	8,874	3,460	1,164	7,573
Holderness	10,734	2,111	4,940	1,527	808	1,347	3,683	1,658	480	2,880
Marfleet	10,605	2,834	4,754	1,280	503	1,234	3,017	1,496	227	2,629
Southcoates East	6,365	1,656	2,686	1,067	368	589	2,024	800	182	1,714
Southcoates West	6,419	1,223	3,210	764	357	866	1,987	1,070	153	1,751
Area: Park	34,123	7,823	15,590	4,638	2,036	4,036	10,710	5,024	1,041	8,973
Drypool	10,676	3,299	4,628	1,558	412	779	2,749	975	266	2,481
East Hull	74,149	18,952	32,863	10,451	4,020	7,863	22,333	9,459	2,471	19,027
Myton	13,561	4,875	4,875	2,039	443	1,330	3,811	1,003	741	3,487
Newington	8,940	3,459	3,537	1,088	78	777	1,943	578	270	1,995

Area	Population aged 16+ years	Never drinks	Low weekly units and no binge drinking	Low weekly units but binge drinking	Excessive weekly units but no binge drinking	Excessive weekly units and binge drinking	Excessive and/or binge	Excessive (not dangerous)	Dangerous	Binge drinker
St Andrew's	6,572	2,282	2,236	1,141	91	822	2,054	536	358	2,091
Area: Riverside	39,749	13,915	15,276	5,826	1,025	3,707	10,558	3,092	1,634	10,054
Boothferry	9,879	1,714	5,343	1,058	756	1,008	2,823	1,504	301	2,163
Derringham	9,369	1,849	4,832	1,302	546	840	2,689	1,197	165	2,122
Pickering	9,279	2,165	4,399	1,340	516	859	2,715	1,061	308	2,185
Area: West	28,527	5,727	14,573	3,701	1,818	2,707	8,226	3,763	774	6,470
Avenue	11,074	2,928	5,176	1,273	849	849	2,970	1,258	419	2,174
Bricknell	6,794	1,294	3,114	526	566	1,294	2,386	1,479	400	1,825
Newland	10,280	2,241	4,055	1,352	1,032	1,601	3,984	1,985	638	2,995
Area: Wyke	28,148	6,463	12,345	3,150	2,446	3,743	9,340	4,722	1,457	6,994
West Hull	85,748	22,806	37,567	11,119	4,876	9,379	25,375	10,602	3,600	21,037
HULL	208,443	53,110	93,687	28,385	10,737	22,524	61,646	25,496	7,701	52,383

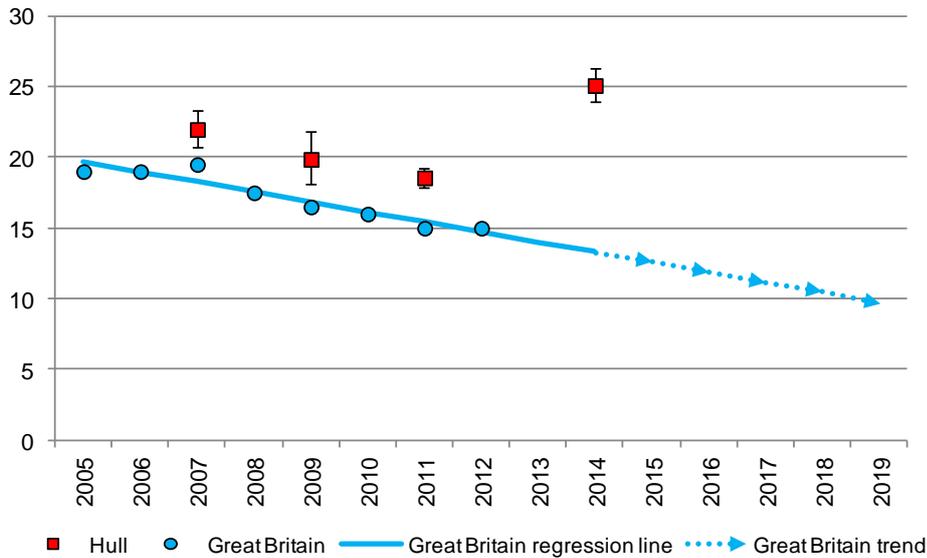
5.10. Trends in prevalence and comparison with Great Britain (1995 guidelines)

Details of alcohol consumption over a week were collected in national surveys, but more recent surveys just collected information on the number of alcohol units drunk on the 'heaviest' drinking day the previous week. Thus it is not possible to compare alcohol consumption locally with the national figures using excessive weekly units as in **Figure 5**. Whilst the definitions used are slightly different in the local and national surveys, as the national data examines units on the 'heaviest' drinking day last week and also presents the information on the percentage of men and women exceeding eight and six units of alcohol (whereas the local survey includes these number of units, i.e. uses eight or more units and six or more units respectively), it is possible to obtain an indication in the prevalence of binge drinking trends in Hull compared to Great Britain.

Figure 7 illustrates the trends over time in the prevalence of binge drinking in Hull from the local surveys and compares the trend with the prevalence of binge drinking (with this slightly different definition of binge drinking) in Great Britain. It is not surprising that the prevalence in Hull is higher than Great Britain as consuming exactly eight and six alcohol units on a single day for men and women respectively is classified as binge drinking locally whereas it is not for the definition for Great Britain. The prevalence of binge drinking in Hull was 22.0% for 2007 decreasing to 19.9% in 2009 and 18.6% in 2011, but since increasing to 25.1% in 2014.

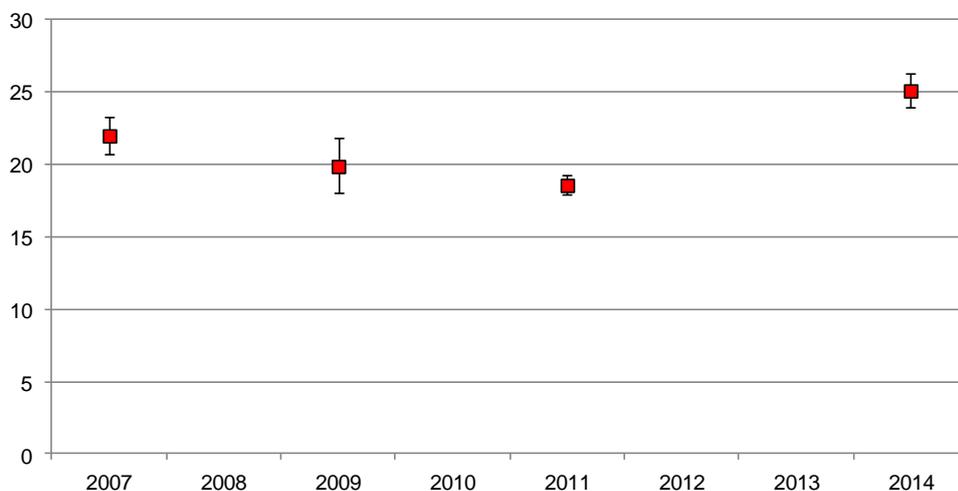
A projection of the future prevalence of binge drinking, if current trends continue at the same rate, is also given for Great Britain. The linear regression line for Hull has not been added to the figure as the trend is non-linear, and there are only four data points which is too few to predict future projections for Hull. There appears to be a decreasing trend in Hull between 2007 and 2011 followed by an increase in 2014. However, with so few data points, it is difficult to assess what the pattern in the trend really is in Hull even though the 95% confidence interval limits illustrate a statistically significant increase in the prevalence for 2014.

Figure 7: Trends in the prevalence of binge drinking and future predictions, Hull versus Great Britain (slightly different definitions used in Hull compared to GB)



Whilst it is not possible to compare harmful drinking (excessive weekly units last week and/or usually binge drinks at least weekly) with Great Britain, it is possible to examine the trends in Hull over time (**Figure 8**). As trend is non-linear with only four data points it is not possible to predict future projections (more than four data points would be necessary to model non-linear trends). The same pattern occurs as **Figure 7**, in that there appears to be a decreasing trend in Hull between 2007 and 2011 followed by an increase in 2014. However, with so few data points, it is difficult to assess what the pattern in the trend really is in Hull even though the 95% confidence interval limits illustrate a statistically significant increase in the prevalence between 2009 or 2011 and 2014. The prevalence of excessive weekly units the previous week and/or binge drinking at least weekly in Hull was 26.2% for 2007 decreasing to 23.8% in 2009 and 22.5% in 2011, but since increasing to 27.8% in 2014.

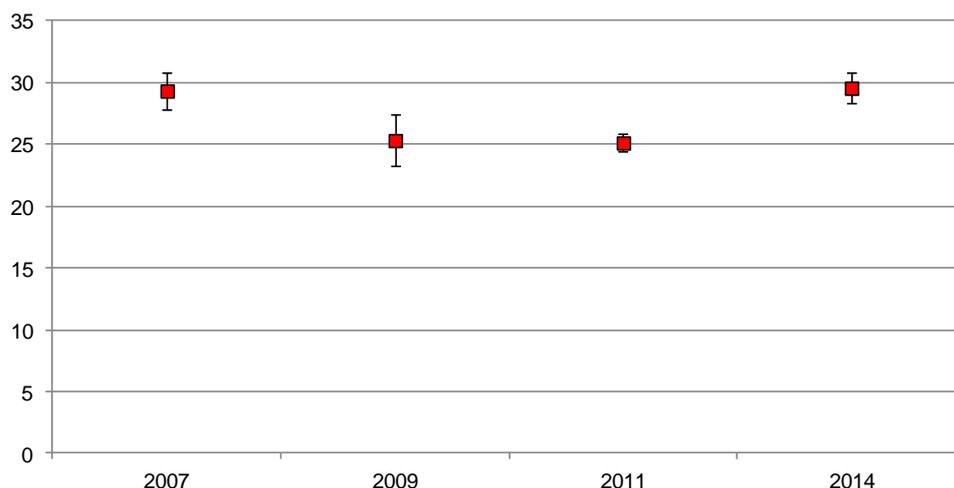
Figure 8: Trends in the prevalence of harmful drinking (excessive weekly units last week and/or usually binge drinks once a week), Hull (1995 guidelines which were in existence until December 2015)



5.11. Trends in prevalence (2016 guidelines)

Based on the 2016 guidelines, the prevalence of excessive weekly units the previous week and/or binge drinking at least weekly in Hull was 29.3% for 2007 decreasing to 25.3% in 2009 and 25.1% in 2011, but since increasing to 29.5% in 2014 (**Figure 9**).

Figure 9: Trends in the prevalence of harmful drinking (excessive weekly units last week and/or usually binge drinks once a week), Hull (2016 guidelines)



5.12. Qualitative research

A number of qualitative research projects have also been undertaken in Hull such as 'reflector groups' following the local health and lifestyle surveys. The following gives a flavour of some of the quotes from Hull residents from previous qualitative research regarding alcohol consumption in relation to:

- Alcohol consumption in adult reflector groups
 - "Who doesn't drink?"
 - "I think there are far more people in Hull who now drink wine, beer, at home and because they get used to it, their tolerance increases, it's only half a bottle of wine but it's every day. It's going to be every day for 10 or 15 years."
 - "Yes. Just not on a school night."
 - "I drink too much."
 - "[...] lots of people who go out and don't drink nowadays, there's lots of people who drink Diet Coke."
 - "I am not a drinker as such."
 - "I don't drink at all, I used to but I found that it was affecting my medication."
- Alcohol consumption in young people reflector groups
 - "My mum gave me alcopops so I wouldn't be a lightweight and embarrass myself when I got older. She didn't want me to do daft things"

- so she gave me it to make me more immune.*" (16-18 year old group, all female)
- *"I drink every night if I'm at my friends. We'll drink anything; normally we go through 3 big bottles of Lambrini. When I go out with my mum we share a bottle of wine, I'm hammered after about 4 glasses but sometimes have a few more afterwards."* (16-18 year old group, mixed male and female)
 - *"I drink as much as I can; it's more of a laugh when you get hammered."* (16-18 year old group, all male)
 - *"If we don't get served we ask people outside shops to go in for us. We know who to ask, it's always the squaddies or the young lads that will go in and buy it for you. If you ask girls or old people they'll say no."* (16-18 year old group, mixed male and female)
 - *"Girls know they can drink more because when they go out with a guy they know they can drink more and he'll look after them."* (16-18 year old group, mixed male and female)
 - *"Girls hang around with older crowds and if people offer you beer you can't be the only one not drinking."* (16-18 year old group, all male)
 - *"No-one worries about what drink does to you. Nothing would work to stop people because drink is associated with a good time, like at meals and Christmas. No-one thinks about people fighting and stealing."* (16-18 year old group, all male)
 - *"I always drink with my mum and dad because my auntie banned my cousin from drinking and he snuck out and got hammered. They think if I'm allowed a bit it will deter me from drinking too much."* (Year 11; aged 15-16)
 - *"I drink every week usually. I normally have vodka or 5 or 6 cans of Stella so I sometimes feel drunk. I only ever drink when I'm with my dad."* (Year 11; aged 15-16)
 - *"The media always show pictures of celebrities falling out of clubs drunk and looking a mess so that puts me off drinking."* (Year 11; aged 15-16)
 - *"When I go to parties I get nervous and alcohol gives me confidence. I normally drink vodka straight and then double vodka and coke. I've been so drunk that I couldn't stand up but that hasn't put me off drinking."* (Year 11; aged 15-16)
 - *"Once you have one drink you want another so you end up drinking it like pop."* (Year 11; aged 15-16)
- Confusion over alcohol units for some but understanding from others
 - *"I really have no idea what it is."*
 - *"I don't understand how they work, I don't get it. It's like jumping from feet and inches to centimetres I think woooo hold up do you know what I mean, what's going on here. I'm still old school, I'm doing feet and inches and everybody is doing centimetres, it doesn't register at all."*
 - *"I find it hard to get my head round the fact that the units in a bottle varies due to the alcohol level."*
 - *"I didn't realise it went on the strength, I thought it was just the glass."*
 - *"I don't know. Sometimes I get a bit fed up of these statistics and I think well if I enjoy a glass I enjoy a glass."*
 - *"You just dismiss it, you know what you can drink, you know what you like, you know what your limits are so you just do it and how many units [...]"*

- Yes, it's the amount you can drink, is 21 for a male and 18 for a female per week?"
- "2-3 units per day for a female and 3-4 for a male. A lot of people don't really understand what a unit is."
- Binge drinking and getting drunk
 - "Drinking all day and night and not going home."
 - "People should not go into pubs if they didn't like drunks". Pubs were for "getting drunk in" and if you wanted to socialise "you should go to the pictures or the bowling alley."
- Social aspects, habit and culture
 - "If I was gardening I would have a bottle of lager and with my meal I would have a glass of red wine."
 - "Isn't it like smoking, it's peer pressure, when I was younger and in the forces, 30 of us would go out for a drink and someone would get a round in and you felt obliged to get your round in and 9 pints later some have gone and you are still there."
 - "I used to go on the docks early, 6am, just doing casual work, the guys there in the 60's and 70's and at lunch they would go and get 6 pints down them in an hour and then go back but it was just automatically where we were going and after you had finished work you had another couple to set you up for your tea and it was getting into that habit, it was what you do. You have to have a couple of pints before you go home and build a hunger up."
 - "Where I live there are a lot of teachers and they would come home and open bottle of wine and drink it while they are cooking, maybe put a little in the food and then a bottle of wine with the meal and then one to finish the night off. They would go through three bottles of wine between the two of them. So when I have been round it's four bottles of wine. They are doing that most nights of the week."
 - "I haven't been invited to parties when I was working because I didn't drink [...] and even my own family don't invite me to things, they say 'oh you don't drink, we won't invite you, you won't enjoy yourself' and I think, you know I can enjoy myself laughing at you falling over and acting stupid."
- Pre-loading and access to alcohol among younger people
 - "What I find worrying is that youngsters, if they're going out for a night out, they feel they have to be drunk to enjoy themselves, and they will buy cheap drink to go, before they go out, I mean, I can remember my daughter and her friends doing that, all getting together, getting dolled up together and drinking."
 - "The other thing that's happening is, my children are 20 and 17, 18 next month, the elder one is at university. When they go out they tend to meet somewhere for pre-drinks first. They don't go out 'til 11 o'clock. Pre drinks, they can't afford to drink pub prices so they'll meet somewhere for pre drinks and then go out at 12 o'clock."
 - "The other thing that gets me is we would go to a pub that closes at half 10 or 11 and then on to a nightclub that closes at 2 but they're out all night now. Weatherspoons for breakfast at 9 o'clock. Somehow it just doesn't seem right."
- Changes over time

- *"It's much cheaper by comparison disposable income than it was."*
- *"And I think there's some very strong alcohols, isn't there, which is far more accessible today that they were twenty years ago."*
- Stopping or reducing consumption
 - *"Once you get into your 30's you should have been to a pub enough times and drunk enough times to realise a glass of beer and a glass of wine is enough and that is a safe amount for you. If you are getting hammered every night then there is something seriously wrong, not just physically but mentally as well but after you get to a certain age you realise those days are gone because the hangovers last that much longer so you can't drink as much."*
 - *"[...] apart from if you want Diet Coke, you cannot get any sugar free drink in a pub, apart from Diet Coke, it's the only drink you can get which is sugar free."*
 - *"[...] I've found out it's cheaper to go out and drink than it is to go out and not drink. I always sit down and think why does it cost me more not to drink [...]?"*
 - *"I have started having a few nights off; it was getting just a habit really. Get in from work, open the fridge and pour a drink. I never put the kettle on, just went for the glass."*
- Employment and zero tolerance
 - *"My grandson's in the army, and is in the barracks, and when they go back on duty on Sunday teatime [...] all the squaddies have to stop there at the barrier, and they have to blow in that every time they go back. But until they blow zero they are not allowed over that barrier."*
 - *"I spent years working for Stagecoach, and we was like that, we had to have breathalyser. I could understand for like the drivers obviously, but I worked in the garage cleaning the buses and I had to have a breathalyser, even though everyone in that garage knew I was teetotal, but I still had to have one every single morning before I started work."*
- Calories in alcoholic drinks
 - *"Actually do you know when I go out for a meal, I never think...I think of the calories in a desert, like Yorkshire pudding or whatever. So if I went to have both, my brain never says calories for drink. Now you've said it, I will think about that."*
 - *"I heard on the TV on program about healthy lifestyles people quit drinking because they want to lose weight."*
- Young people on health and other risks related to alcohol consumption
 - *"I don't think people care too much at this age; the coolness beats the health issues." (Year 9; aged 13-14)*
 - *"It can't hurt us now as we are too young; I will worry about it when I'm out of school." (Year 9; aged 13-14)*
 - *"It's quite bad for you as you see all these teenagers falling out of pubs and it's bad for their health." (Year 8; aged 12-13)*
 - *"It all depends on how much you drink. Like if you drink all week and then drink loads on the weekend then it's not good for you." (Year 9; aged 13-14)*
 - *"It's bad for you but so is chocolate so it's all about moderation." (Year 10; aged 14-15)*

- *“My uncle used to be an alcoholic and he has a heart problem and has to have 7 tablets a day.”* (Year 8; aged 12-13)
- *“I know a person that was 19 and they went out and drank too much and they came home and fell to sleep, chocked on their sick and died.”* (Year 8; aged 12-13)
- *“More education at school about the damage that alcohol does to you is needed.”* (Year 10; aged 14-15)

6. FURTHER INFORMATION

More detailed information will be available in the main Prevalence Survey 2014 report which is due to be finalised early Summer 2015. Further information is available around alcohol consumption such as alcohol consumption, frequency of getting drunk and where alcohol is purchased from the local Young People Health and Lifestyle Survey, hospital admissions and mortality rates are available from other reports produced by the Public Health Sciences team. The key reports as follows which are (or will be) available at www.hullpublichealth.org:

- Joint Strategic Needs Assessment (JSNA) Toolkit: Alcohol Consumption report
- Prevalence Survey 2014 main report
- Local analysis of Public Health Outcomes Framework indicators
- Hull’s JSNA Atlas
- Adult Health and Lifestyle Survey 2011-12 main report
- Adult Health and Lifestyle Survey 2011-12 Reflector report
- Alcohol Use in Hull Report 2013
- Alcohol Report 2007
- Young People Health and Lifestyle Survey 2012 main report
- Young People Health and Lifestyle Survey 2012 Reflector report
- Health and Lifestyle Survey 2009 Veterans report
- Attitudes to Health Survey 2007

The JSNA Toolkit: Alcohol Consumption report provides a summary of all the alcohol consumption information available locally. The survey reports provide detailed information on the prevalence of alcohol consumption and the reflector reports on the opinions and attitudes towards alcohol. The Alcohol Report 2007 provides information on which factors predict alcohol consumption. The Alcohol Use Report 2013 includes a summary of prevalence of alcohol consumption among both young people and adults as well as information on hospital admissions and mortality from excessive alcohol consumption, and information on the local Alcohol Strategy.