

Ipsos MRBI



Alcohol Diary Study 2013 Technical Report

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Report

1. Introduction

In May 2013, following a competitive tendering process, the Health Research Board commissioned Ipsos MRBI to undertake the National Alcohol Diary Survey. The main objective of this study was to estimate personal consumption of and expenditure on alcohol amongst the general Irish population aged 18 to 75 years living in private households. As part of this, the study needed to identify general drinking patterns and to allow for estimates of alcohol drunk at dependent, harmful, hazardous and low-risk drinking levels.

In order to provide a robust dataset that facilitated analysis by gender, age groups and employment status, the study was required to interview a minimum of 5,400 adults at no less than 400 sampling points throughout the Republic of Ireland.

In designing the study it was crucial to be cognisant of the inherent difficulty in accurately measuring alcohol consumption through survey research. As such, the award of the contract was followed by a detailed project set-up stage that included questionnaire design, testing and piloting in order to identify an approach that maximised both the survey participation rate and the level of accuracy in the information provided by respondents relating to their alcohol consumption patterns.

This was followed by the main fieldwork stage which took place between July and October 2013 and included 5,991 interviews, representing a household response rate of 67.2%.

2. Development of Survey Instruments

2.1 Challenges In Collecting Accurate Data On Alcohol Consumption

A significant advantage of survey-based data in developing policies that inform the safe consumption of alcohol is that it demonstrates consumption patterns and facilitates analysis within specific population groups. This offers significant advantages over other sources of information such as alcohol sales data.

However in developing a survey measurement it is important to be conscious of a number of significant challenges that exist in collecting accurate information. This is no different to survey measurements in other areas (for example, voting behaviour and sports participation) where claimed behaviour by respondents may differ somewhat from actual behaviour. A number of factors determine these differences, and are discussed widely across a number of different studies including Smith and Foxcroft (2009) and Catto (2008).

Table 2.1 Challenges in survey measurement of alcohol consumption

Respondent tendency to underestimate the number of drinks consumed	This can arise for a number of reasons; including social desirability biases or recall difficulties (due to forgetfulness or the effects of over-consumption).
Difficulties in estimating the size of drink/number of standard drinks	Due to variations in strengths of alcoholic drinks and differing sizes of drinks, it can be difficult for respondents to provide accurate estimations of the volume of alcohol consumed.
Under-representation of particular population groups within survey research	Survey research (particularly when using an in-home, face-to-face methodology) will often under-represent those groups who are not readily available for interviewing due to them not being at home. This has a particular impact on this study as the alcohol consumption behaviour of these groups may be noticeably different from the wider population.

The result of these, and other, factors is that a significant gulf can exist between data arising from alcohol sales and surveys. The UK General Lifestyle Survey reports alcohol consumption that accounts for approximately half of all alcohol sales (i.e. twice as much alcohol is being sold in the country than people are claiming to drink). This difference has remained broadly consistent across twenty years of survey measurement and likely demonstrates that neither sales nor survey data can produce a truly accurate picture of alcohol consumption.

In advance of conducting a study of this nature it is critical to consider these factors in detail and adopt specific strategies to minimise the impact that they may have on the quality and robustness of the dataset that is produced by the study. On this basis a carefully considered survey design process was undertaken in order to develop and refine survey instruments and methodologies.

2.2 Questionnaire Design

An initial questionnaire draft was designed by the Health Research Board which was structured as follows:

Table 2.2 Overview of questionnaire structure

Topic	Purpose
Gender/age	To collect demographic information about the respondent.
Lifetime consumption	To identify whether the respondent has consumed alcohol and the age at which he/she started drinking.
Past year consumption	To identify types of alcohol consumed in the past year (beer, spirits, wine) and the number of standard drinks consumed on a typical day on which each type of alcohol is consumed. It also asks about the highest number of standard drinks consumed on a single day in the past year.
Perceptions of own drinking behaviour	Identifying whether the respondent considers themselves to be a light, binge, moderate or heavy drinker.
Alcohol diary	Identifying consumption of alcohol on each day within the previous week. This firstly identified the days in the past week on which alcohol was consumed and the number of “sessions” each day. For each session it identified the type, format and number of drinks consumed, as well as the locations in which drinks were purchased and consumed. It also identified who the respondent drank with.
Purchasing behaviour	Spend on alcohol at on/off-trade locations and whether any of it was on special offer.
RAPS	Asked of all who have consumed alcohol in the past 12 months.
DSM-IV	
Harms from drinking	Harms from own drinking asked of all who have consumed alcohol in the past 12 months, and harms from other people’s drinking asked of all respondents.
Demographic details	Marital status, relationship to primary carer within household, employment status, household income, days missed from work due to alcohol consumption, (if unemployed) whether lost previous job due to alcohol use.

In advance of formal questionnaire testing, a number of alterations were made to the questionnaire. These were done in consultation between the Health Research Board and Ipsos MRBI. The key purpose of these alterations was to ensure that the questionnaire was structured in a way that maximised the ability and willingness of respondents to provide accurate and comprehensive information about their drinking behaviour. Furthermore the changes sought to enhance the survey experience and ensure questions are asked in an efficient way that minimised the overall interview length.

Below is shown a summary of the most significant changes that were introduced at this stage.

Table 2.3 Overview of pre-test questionnaire changes

Change	Purpose
Asking alcohol diary questions earlier in the questionnaire	As this is the core element of the study it was decided to introduce these questions earlier in order to minimise the potential of them being biased by answers to earlier questions (for example being reluctant to answer that they have drunk on more times in the past week than they already indicated as being their perceived “normal” drinking behaviour).
Restructuring alcohol diary section	A number of changes were made to the start of the alcohol diary section. These included identifying on which of the seven days the respondent had an alcoholic drink before identifying the number of occasions on each day. Furthermore, the questions relating to mealtimes were removed in order to avoid potentially biasing respondents to focus on alcohol consumed with meals.
Changing references of “drinking sessions” to “drinking occasions”	In order to avoid potential confusion caused by using the word “session”, which can have alternative connotations in terms of alcohol consumption, this term was changed to “occasion” and further clarification was provided.
Addition of further drinking locations	A number of additional drinking locations were added to the questionnaire, including “At a sports event”, “On the move” and “At a music event”.
Addition of further purchase locations	Duty free shops were added as a purchase location and “Drink was purchased by someone else” was changed to “Received it as a gift” in order to avoid confusion.
Refinement of drink formats	A number of drink formats were revised, including merging “longneck bottle” with “330ml can”.
Addition to questions on wine consumption to clarify whether price given is that for the bottle or glass	As wine is often purchased in bottle format and consumed in individual glasses, an option was included for respondents to provide the price of the bottle that was consumed from rather than requiring the respondent to manually calculate the cost of each glass.

Addition of sense checks to number of drinks consumed	In order to minimise the potential of interviewer error a sense check was included at each question that asked respondents to identify the number of drinks consumed. For example, if the questionnaire recorded that the respondent had more than ten beers or eight glasses/bottles of wine in a single occasion, the interviewer was prompted to confirm that this was the correct answer. This has the effect of minimising data entry errors.
Clarification of the amount of alcohol purchased on special offer/promotion	A scale was added to indicate whether all, most, some or none of the alcohol that was purchased was on special offer or promotion.
Inclusion of RAPS, DSM-IV and questions relating to harms from own drinking on a self-completion questionnaire	In order to maximise respondent honesty and to improve the efficiency of the survey process, these questions were moved to a paper-based self-completion questionnaire to be provided to all respondents who had consumed alcohol within the previous 12 months.
Inclusion of questions on self-completion questionnaire to identify whether the respondent was dishonest with any of the answers they provided or found particular questions to be uncomfortable	In order to enhance the credibility of the data all respondents completing the self-completion questionnaire were asked whether they were dishonest in their answering or felt uncomfortable about any of the questions. Those indicating that they were dishonest/uncomfortable were provided with an opportunity to reveal the nature of this dishonesty/discomfort.
Changing reference from “primary carer” to “person mainly responsible for managing day-to-day household tasks such as grocery shopping, cooking etc.”	In order to avoid confusion with “carer” in the context of medical needs, this reference was changed to refer to management of household tasks.

2.3 Cognitive Testing

Cognitive testing is a technique that is routinely used to evaluate questionnaire content to ensure that questions are being understood by respondents in the way that is intended by the researchers. In this format, quantitative questionnaires are administered to respondents within a qualitative interview to identify how respondents understand, retrieve information for, decide upon and ultimately arrive at answers to the intended questions.

The approach used in this testing phase involved “think-aloud interviewing” whereby the respondent is asked to talk through their thought process as they arrive at an answer, and “verbal probing” which required the respondent to provide further information on their answer (for example - Why did you hesitate

when answering that question? How did you decide that you had three rather than four drinks?).

The key output from this stage in the process is an evaluation of the questionnaire on a question-by-question basis indicating potential shortcomings and sources of confusion as well as strategies to overcome these.

In implementing this process, six cognitive interviews were undertaken by Ipsos MRBI researchers on the 4th and 5th of June 2013. Participants were sourced by an Ipsos MRBI recruiter who was instructed to identify a mixture of respondents based on age, gender, working status, lifestage and social class. In addition the recruiter was requested to ensure that all participants consumed alcohol regularly. The respondents that were interviewed had consumed alcohol across each of the key drinks categories including beer, wine, spirits, and had done so in at-home and out-of-home settings. Interviews were conducted using a paper-based questionnaire.

The results of this stage identified that participants generally found the process of identifying their drinking behaviour over the past seven days to be quite straightforward, however they were less confident in terms of longer-term and “typical” drinking behaviour. In terms of the latter, participants reported that it was particularly difficult to identify a typical weekly spend indicating that this could fluctuate widely on a week by week basis. As such their answers to these questions tended to relate to their most common behaviour.

This stage also involved testing survey tools such as showcards and other stimulus material (see Appendix C). As it was expected that survey respondents may have a low level of understanding of the size of a standard drink, it was expected that stimulus material would be required in order to demonstrate this to respondents. As such, respondents were provided with showcards identifying the size of a standard drink. To further enhance understanding, participants who had consumed wine within the previous seven days were provided with a plastic wine glass which had markings to indicate the size of a standard drink of wine.

The outcomes of the pilot stage are provided in Appendix A, however a broad summary of the key changes implemented as a result of this stage are outlined below.

Table 2.4 Overview of questionnaire changes as a result of cognitive testing

Finding	Change made
Participants that drank once a week felt that the answer category of “1 to 2 times a week” did not accurately reflect their behaviour	Frequency bands revised to include categories for “Once a week”, “2 to 3 times a week”
The term “drinking occasion” caused confusion as it led respondents to consider specific social events and exclude drinking before/after that event (for example, drinks consumed before attending a wedding). Confusion also existed over whether changing the drinking location constituted a new drinking occasion.	Further clarification included within question wording, and question wording changed to: “We are interested in how many types and the number of locations you had a drink at. For example, if you had a drink at home and then went to the pub this would be two locations. If you then had another drink at home, this would be three locations. However, if you had a drink in one pub and then went directly to a different pub, this would only be counted as one location.”
Confusion over categorisation of specific types of drinks/locations (for example, late bars, shots, cocktails, pre-mixed spirits)	Additional response categories added to questions and some existing answers reworded to improve respondent’s ability to answer the question
Ease of contradiction within survey (for example, respondents indicating that the highest number of standard drinks consumed on a single occasion in the past year is lower than a particular drinking occasion within the past week)	Development of CAPI mechanisms to ensure contradictions are replaced in the data by the higher answer
Whilst some participants felt that they were binge drinkers, they felt this term more accurately described occasional behaviour rather than typical behaviour	In categorising drinking behaviour, binge drinking was removed as a discrete category and instead shown in conjunction with other categories (i.e. light, moderate or heavy)

A copy of the final questionnaire is provided in Appendix B.

2.4 CAPI Scripting

Following agreement on changes to be implemented following the cognitive testing stage, the questionnaire was converted into a CAPI script suitable for interviewing.

In setting up this study, the following procedures were put in place to ensure that the data was suitably validated, further enhancing the quality of the data. Examples of key procedures used were as follows:

- Survey routing to ensure that respondents are only asked those questions relevant to them (for example, only asked about days of the week that they have indicated they have consumed alcohol and types of drinks they say they have consumed)
- Text substitutions in question wording to ensure questions are worded effectively and easily understood (for example, referring to exact type of drink in questions wording: “How many pints of beer did you have?”)
- Not allowing contradictions at certain questions (for example, ensuring the start time of one drinking occasion is later than the finish time of a previous occasion)
- Including a summary screen to provide interviewer/respondent with an overview of past week’s drinking before proceeding to detailed questions about types/numbers of drinks consumed

The survey used Dimensions software which is designed with ease of use and minimal training in mind. Question wording and instructions were clearly displayed at the top of the screen, and answer options at the bottom of the screen.

2.5 Pilot Survey

In advance of the main survey stage, a pilot survey was conducted in order to get an understanding of how the survey operates in an in-field setting and how well the survey content and material is received by respondents. In particular it allows for testing of survey material such as advance letters, consent forms and interviewer introductions.

In undertaking this stage, 50 interviews were conducted between 20th and 25th June 2013. Interviews were conducted across four locations (two urban and two rural):

1. Dublin (Swords) – 14 interviews
2. Wexford (Courtown – rural) – 13 interviews
3. Kilkenny (Thomastown – rural) – 12 interviews
4. Cork (Midleton) – 11 interviews

All households were sent an advance letter. The interviews were conducted through CAPI, with all relevant supporting documentation (i.e. contact sheets, self-completion questionnaires and consent forms). All interviewers received an in-person briefing from the Project Manager at Ipsos MRBI. In administering the pilot study, four interviewers were provided with 35 addresses (selected from GeoDirectory) at each of the four locations (140 addresses in total) and asked to conduct 10 to 20 interviews each, with multiple interviews conducted at individual households.

In order to be compatible with the methodology for the main stage fieldwork, all individuals aged 18 to 75 in each of the 42 participating households were eligible for interview. Within eight households, more than one person was interviewed, with the remaining interviews conducted across 34 households.

A profile of the participating respondents is shown below.

Table 2.5 Profile of respondents participating in pilot survey

	Number Of Respondents
Age	
18 to 25	5
26 to 35	10
36 to 45	6
46 to 55	4
56 to 65	11
66 and over	14
Gender	
Male	17
Female	33
Working status	
Working as an employee	26
Self-employed	2
Unemployed	3
Retired	9
Full-time homemaker	9
Student	1
Frequency of drinking in past 12 months	
Everyday	1
5-6 times a week	0
4 times a week	0
3 times a week	4
Twice a week	16
Once a week	3
2-3 times a month	3
Once a month	5
6-11 times a year	4
2-5 times a year	1
Once in the last 12 months	3
Did not drink in the last 12 months but drank longer ago	1
Have never drank alcohol	9

The average length of interview at the pilot stage was 13.4 minutes, with the longest interview taking 38 minutes to administer.

The pilot study validated many of the findings from the cognitive testing stage with a generally positive reaction to the study by most respondents, and relative ease in completing the alcohol diary element of the survey. Having received an advance letter, most respondents had been expecting an interviewer to contact the household which resulted in a low level of refusal.

Each interviewer completed a feedback questionnaire following each interview, and reported back to the Project Manager during a follow-up debrief session after completion of the pilot stage.

A number of learnings arose from this stage, which led to changes in survey administration for the main stage of fieldwork. These included:

Table 2.6 Key learnings from pilot survey

Learning	Action taken
A perception existed amongst some non-drinkers that the survey was not relevant to them, and as a result excluded themselves from participation.	An emphasis was placed in the survey communications that the survey needed to include both drinkers and non-drinkers, and interviewers were briefed to maximise the participation levels regardless of drinking behaviour
Before each interview, the interviewer read out the text of a consent form to the respondent which the respondent was then required to sign. This was found to be disruptive to the flow of the interview which could lead to increased survey abandonments	The requirement for interviewers to read out the consent form was removed before the main stage, and respondents read the consent form themselves before signing it
No difficulties were reported in respondent indicating the price of drinks, and the tendency amongst wine drinkers was to do this by dividing the price of a bottle of wine by four in order to calculate the price of a glass	None
In calculating the average weekly spend on alcohol, respondents typically conducted a rough addition of a couple of weeks of spend to calculate an average	None
In one case, two respondents in the same household identified themselves as the key person responsible for managing day-to-day tasks	None

3. Sample Design

The contract for this study indicated that a nationally representative probability sample of the Irish population aged 18-75 was to be used. The sampling process used involved the selection of households throughout Ireland with an attempt to interview all eligible adults living in each household.

The objective of this study was to deliver an overall sample size of 5,400 respondents. In calculating the sample design for this study, a number of assumptions were made regarding eligibility and participation rates, and these are shown in table 3.1 below. This table also shows the assumptions made regarding design effect and intra-cluster correlation in order to estimate the likely effective sample size in advance of conducting the study.

This section outlines in more detail the way in which the sample was designed as well as the procedures used to identify respondents.

3.1 Sampling Frame

The key objective in selecting a sampling frame for a study of this nature is to select one that comprehensively represents all members of the target population for the study. On this basis, the An Post/Ordnance Survey Ireland GeoDirectory database was used to select households in which an interview was sought with all eligible adults. GeoDirectory offers a number of significant advantages over alternative sources such as the electoral register, most importantly in terms of comprehensive coverage of addresses. The sampling frame is presented in Appendix F.

3.2 Identifying The Number Of Sampling Points To Be Selected

In order to identify the number of sampling points to be selected for a probability based study, it is first necessary to identify the desired cluster size. This generally involves the balancing of three competing requirements:

1. Impact on precision of survey estimates (larger clusters tend to be associated with larger design effects and hence lower precision)
2. Impact on response rate (if clusters are too small, response rates can fall because the interviewer is likely to visit the area on fewer occasions. This may translate into greater non-response bias)
3. Costs (costs per interview tend to be lower with larger clusters due to factors such as reduced travel expenses)

Having considered these three factors, it was decided to issue the sample in clusters of 16 addresses.

The target number of achieved interviews was 5,400 which meant that 405 sample points were required to complete the study. These calculations were based on assumed ineligibility and response rates of 15% and 60% respectively, with an average of 1.95 adults per household (source: Census 2011). Furthermore as interviews were to be sought with all eligible adults living in each household, it was necessary to assume a participation rate within households, and based on similar studies this was set at 81% for the purposes of calculating the required sample size.

A summary of the assumptions made for sampling purposes is shown below.

Table 3.1 Overview of sample design

Number of clusters	405
Number of addresses per cluster	16
Gross sample of addresses	6,480
Estimated number eligible (85% eligible, i.e. not vacant, eligible adult living there)	5,508
Household participation (60% response rate)	3,304
No. of individuals within participating households	6,682
Completed interviews (81% response rate within households)	5,412
Completed per cluster (average)	13.36
ICC (rho)	0.01
Design effect due to clustering (Deff_c)	1.12
Total design effect (Deff-tot)	1.29
Effective sample size (n_eff)	4,188

3.3 Selecting Sampling Points And Addresses

A two-stage approach to selecting sample addresses was taken, with the first stage involving the selection of geographical areas for surveying and the second stage involving the selection of specific addresses within those areas.

The first stage in selecting geographical areas was to ensure that all Electoral Divisions were of sufficient size to allow for meaningful selection. In order to do so, all Electoral Divisions with fewer than 150 addresses were combined with another Electoral Division with less than 150 addresses in the same rural or town district. This was repeated until all Electoral Divisions in all rural/town districts had at least 150 addresses. This process reduced from 3,409 to 2,956 the number of potential sampling points available for selection.

The second stage in this process involved stratifying the sampling frame to ensure the selected points were representative of the target population. Two variables were used to stratify the sampling frame – the degree of urbanity and social class (the proportion employed in roles categorised as professional, managerial or technical).

The required number of sampling points (405) was then selected by using a random start point and a systematic skip. As some of the Electoral Divisions were substantially larger than the systematic skip, this resulted in six Electoral Divisions being selected twice and one Electoral Division being selected three times. As a result of this multiple sampling points were established in these areas. A list of the 431 Electoral Divisions used within the study is shown in Appendix F.

GeoDirectory was then used to select addresses within each sampling point. In doing so, the full list of addresses within each selected Electoral Division (or multiple Electoral Divisions in cases where these were combined), and the required number of addresses (16) were selected using a random start point and a systematic skip.

As a result of this process, sixteen addresses in each of 405 sampling points were available for interviewing.

As there are a high number of non-unique addresses in Ireland, it naturally followed that there were certain sampling points where a lot of the addresses that were selected were non-unique (either sharing an address with another selected household, or another household that was not selected). In these situations, the interviewer was required to randomly select one of the households that shared the same address. This was done using a Kish Grid that accompanied each sampling point, and once selected, interviewers were not permitted to replace this selected household with any other household with that address.

3.4 Selecting Survey Respondents

All addresses that were selected by this sampling process were required to be visited during the fieldwork period. Multiple visits (on different days and at different times of day) were required in order to achieve an outcome at each address (either interview, refusal or ineligible). If no response was received at an address, a minimum of five visits was required before that address could be considered to be unsuccessful.

Interviewers made an attempt to interview all adults aged 18 to 75 living at each address.

4. Fieldwork Procedures

4.1 Briefing And Training Of Interviewers

A series of four one day briefing sessions were held between 17th July and 7th August 2013 at four locations throughout Ireland. All interviewers working on the project attended one of these sessions. The key objective of these sessions was to ensure that interviewers were briefed on information specific to this project, as all interviewers had previous experience and training working with Ipsos.

Details of these briefing sessions are below.

Table 4.1 Interviewer briefing sessions

Date	Location
17 th July	Dublin
23 rd July	Cork
25 th July	Athlone
7 th August	Kilkenny

An agenda for each briefing session is shown below.

Table 4.2 Agenda for interviewer briefing sessions

Time	Subject	Speaker
10:00	Introduction	Ipsos MRBI
10:15	Sampling	Ipsos MRBI
11:00	Administrative issues	Ipsos MRBI
11:30	Questionnaire & role play	Ipsos MRBI
13:00	Lunch	
14:00	Maximising survey response	Ipsos MRBI
15:00	Research context	Health Research Board
15:20	Wrap-up, questions and issuing of initial workload	Ipsos MRBI

In total, 100 interviewers were trained to work on the project with 97 subsequently completing at least one interviewing assignment. All interviews were conducted between 18th July and 11th October 2013.

In addition to this in-person briefing, all interviewers were issued with an Interviewer Manual. This included detail on all of the topics covered at the verbal briefing session. Interviewers also had access to telephone and email support with Field Management staff throughout the fieldwork period.

4.2 Interviewer Materials

Upon completion of interviewer training, all interviewers were issued with their initial assignment of sixteen addresses as well as workpack containing the necessary fieldwork materials. This workpack included:

- Survey materials
 - Interviewer manual
 - A paper copy of the CAPI questionnaire (see Appendix B)
 - Assignment sheets
 - Contact sheets (see Appendix E)
 - KISH grid
 - Showcards (see Appendix C)
 - Self-completion questionnaire (See Appendix D)
 - Envelopes for self-completion questionnaire
- Advance communications
 - Letter of introduction for each household (2 copies of each letter) (see Appendix G)
 - Envelopes and postage stamps for each letter
 - Call back cards
 - Appointment cards
 - Garda introduction and form
 - Copy of HRB letter to household (see Appendix H)
- Respondent materials
 - Consent form(see Appendix I)
 - Survey information sheet (see Appendix J)
 - Leaflet from HSE (see Appendix K)
 - Thank you slips

4.3 Undertaking Survey Fieldwork

Whilst the interviewing methodology is relatively straightforward to administer, ensuring it is done in the correct manner requires the implementation of specific strategies to ensure respondents understand what is involved in the survey and can provide informed consent. Details on the specific strategies used on this study are provided below.

4.3.1 *Sending advance letters to potential respondents*

Two advance letters were provided to all households that were selected to take part in the study. One letter was sent on Health Research Board headed paper to inform the householder that it had commissioned Ipsos MRBI to undertake this study and that their household had been selected to take part (see Appendix H). It also provided an overview of what was involved in taking part in the study. The second letter was issued on Ipsos MRBI headed paper and provided further detail on the survey process and a respondent information sheet providing information on the household selection process, survey content, the voluntary nature of participation and support services should they require help on issues relating to the problems caused by alcohol (see Appendix K).

Both letters were sent separately in advance of the interviewer commencing work on an assignment. The letter from the Health Research Board was despatched centrally, with interviewers themselves delivering the letters from Ipsos MRBI by post or hand. In addition, as those living in households that share addresses with other households would not have received a letter from the Health Research Board (due to insufficient address details for delivery through the postal system), the interviewer had a copy of this letter to show to respondents in those households.

This practical step provides reassurance to the occupants of the household, as they will be forewarned about the survey and had both Ipsos MRBI's and HRB's details. It also formalises the process lending weight to the notion of a 'pre-selected address' where no other address could be substituted in its place.

A copy of each advance letter and survey information sheet is provided in the Appendices G, H and J.

4.3.2 *Informing the Garda Siochana*

In advance of commencing the fieldwork Ipsos MRBI sent a letter to the Garda Headquarters to inform them of the nature of the survey and that interviewers would be working throughout the country. In addition, interviewers were required to visit local Garda stations in the areas they were working in and deliver a form that informed the local Gardai that they would be working in the area during a particular time period. This form provided information about their car as well as contact details for the interviewer and the Project Manager. This was accompanied by a copy of the letter that was sent to Garda Headquarters.

This step ensured that Gardai could provide reassurances about interviewers visiting their area, in particular given that a car they do not recognise may be driving around the area and visiting different households.

4.3.3 Informed consent

Signed consent was obtained from all participants. In providing this consent, respondents were informed that their participation in the survey was voluntary, that they are free to refuse to answer any particular question, to stop the interview at any point and to request that all data they provided to Ipsos MRBI be destroyed.

A copy of the consent form that was used in this study is provided in Appendix I.

4.3.4 Additional forms of communication

In addition to the information provided to respondents through a variety of written and verbal communication from the Health Research Board, Ipsos MRBI and the interviewer, respondents could request further information through a variety of forms of contact. All materials provided to respondents included a telephone number and email address to make contact with the project management team. In addition, the Ipsos MRBI website included a dedicated section with an outline of the study and a contact form should further detail be required.

4.3.5 Multiple contacts with households

Interviewers carried out up to five calls – an initial call, plus four call-backs – at each address for each potential respondent in each household, at different times and days. In practice, some addresses would have received more calls in order to convert “soft refusals” and to follow-up on appointments with other members of the household.

Interviewers also left appointment cards at households where a respondent was not at home. This card provided brief details of the study and a name and telephone number to call either to arrange an interview at a time most convenient to them or to find out more about the study.

4.4 Fieldwork quality controls

Ipsos MRBI's ISO 9001 certified fieldwork management procedures were used to ensure timely and effective completion of interviewing. This involved a number of specific procedures:

- Ongoing contact with interviewers and supervisors to monitor progress across individual sampling points and regions;
- Completed interviews were uploaded by interviewers on a daily basis to ensure that interim data files could be produced to check the quality and integrity of the data;
- Interviewers had the support of supervisors and head office field management staff throughout the project, ensuring a swift resolution to any problems that emerged.

In order to monitor progress, and calculate response rates, interviewers completed a contact sheet for each address that was issued to them (see Appendix E). These contact sheets were prefilled with household address and sample identifier numbers, and required interviewers to record details of each visit to the household and outcomes for individual household members.

A key element of the quality control process involves randomly selecting 10% of all assignments and contacting each household. In doing so, householders are asked a series of questions including:

- Whether an interviewer has called to their house recently
- What the subject of the survey was
- How long the survey took in total
- Overall rating of the interviewer
- Whether respondent consumed alcohol at any time in the last 12 months
- Whether respondent was asked to complete a self-completion questionnaire

A total of 40 interviewing assignments were randomly selected. In order to maximise the number of households contacted, each telephone number was attempted up to three times. As part of this process 260 households were contacted, all of which verified that the survey information that was collected. As such no changes were made to the data as a result of these quality checks.

5. Fieldwork Response

Table 5.1 below details the response rate for each household that was sampled. This information is shown at household level – i.e. households indicated as being successful may also include other potential respondents who refused to participate.

Table 5.1 Overview of fieldwork response

Category	Outcome	Cases
Complete interview	Full interview	3,897
Unproductive address	No reply after five contacts	529
	Address not found	72
	Address inaccessible/dangerous	50
	Partial interview	4
	Appointment not maintained by respondent	4
	Other reason unproductive	181
Refusal	Upfront refusal to interviewer	747
	Respondent refusal by contacting head office	314
Ineligible	Property vacant	292
	No eligible respondents at address	185
	Non-residential address	115
	Occupied, but not main residence (e.g. holiday home)	51
	Language difficulties	39
	Total	6,480

The response rate is calculated by dividing the number of complete interviews by the sum of refusals plus unproductive addresses. The response rate therefore is 3,897 divided by 5,798 which equals 67.2%.

A total of 5,991 interviews were achieved across the 3,897 successful households, equating to an average of 1.54 interviews per successful household. As indicated in table 5.2 below, 2,208 households produced one interview and 1,689 households produced multiple interviews.

Table 5.2 Number of achieved interviews within successful households

Number of interviews within household	Number of households
1	2,208
2	1,385
3	200
4	80
5+	24
Total	3,897

The research identified a total of 10,559 adults eligible to participate in the research meaning that interviews were achieved with 56.7% of all adults. The proportion of known eligible adults interviewed in successful households (i.e. where at least one successful interview was achieved) was 77.1%.

Further analysis of the response rate indicates a much lower response rate in Dublin compared to other regions (50.7% within Dublin compared to 73.1% outside Dublin). This is comparable to other surveys and is addressed through the post-survey weighting structure that is applied.

Table 5.3 Fieldwork response by region

Category	Outcome	Dublin	Rest of Leinster	Munster	Connacht /Ulster
Complete interview	Full interview	769	1,010	1,157	961
Unproductive address	No reply after five contacts	257	105	110	57
	Address not found	22	21	20	9
	Address inaccessible/dangerous	14	12	20	4
	Partial interview	1	1	2	0
	Appointment not maintained by respondent	1	1	1	1
	Other reason unproductive	55	38	63	25
Refusal	Upfront refusal	279	209	171	88
	Respondent refusal by contacting head office	119	49	126	20
Ineligible	Property vacant	53	74	82	83
	No eligible respondents at address	62	41	56	26
	Non-residential address	53	26	21	15
	Occupied, but not main residence (e.g. holiday home)	1	18	13	19
	Language difficulties	10	11	14	4
	Total	1,696	1,616	1,856	1,312
	Valid sample	1,517	1,446	1,670	1,165
	Response rate	50.7%	69.8%	69.3%	82.4%

Over the course of the fieldwork period, 15,888 contacts were made to the 6,480 households that were selected. This equates to an average of 2.45 contacts per household, with 910 households being contacted at least five times before a final outcome was achieved.

Table 5.4 Number of contacts made to each selected household

Number of contacts made to household	Number of households
1	2,641
2	1,416
3	935
4	578
5	505
6	197
7	120
8 or more	88
Total	6,480

6. Data Preparation

6.1 Data Processing

Data processing was conducted on an ongoing basis during survey fieldwork. This involved a number of tasks:

- Data entry of contact sheets
- Data entry of self-completion questionnaires
- Merging and validation checks between different data sources (CAPI interview, self-completion questionnaire and contact sheet)
- Logic checking of data
- Formatting of values for missing, don't know and refused answers
- Review and recoding of other specify codes
- Creating derived variables to facilitate data analysis (for example, variables indicating total amount consumed by day of week, total spend across the week etc.)
- Formatting of variable names to ensure they appear in a sensible manner in the dataset
- Converting final data into SPSS format and checking that transition was made correctly

Whilst some of this process was semi-automated, it also involved an extensive amount of manual checking of data and comparisons between different data sources. Extensive analysis was also conducted at this stage and compared to other population studies and national statistics to ensure comparability with other datasets.

All data processing was conducted by Ipsos MRBI's specialist data management team and data was delivered in SPSS format.

6.2 Survey Non-Response

Whilst extensive efforts are made to minimise the level of non-response on a survey of this nature, there will always be a degree of non-response, and this will differ across population sub-groups. For example, it is common in survey research that young males are less likely to respond than older members of the population. As such it is important to examine differences between the unweighted survey sample profile and the general population in order to identify weighting strategies that are needed to address any discrepancies.

Tables 6.1 and 6.2 below provide a comparison between the profiles of the unweighted survey sample and the population. This indicates particular population groups which are under- and over-represented in the survey sample due to variations in response rates, particularly:

- An under-representation of those living in the Dublin region, with a corresponding over-representation of those in Connacht/Ulster
- An under-representation of males, particularly younger males
- An under-representation of the under 35 age group (both males and females), with a corresponding over-representation of the over 55 age groups

Table 6.1 Unweighted survey sample compared to population profile (region)

Province	Total		Male		Female	
	Population	Survey	Population	Survey	Population	Survey
Dublin	28.8%	18.6%	14.0%	8.6%	14.8%	10.0%
Rest of Leinster	26.2%	27.1%	13.0%	12.8%	13.2%	14.3%
Munster	27.1%	28.3%	13.5%	13.3%	13.5%	15.0%
Connacht/Ulster	18.0%	26.0%	9.0%	12.1%	9.0%	13.9%
Total	100.0%	100.0%	49.6%	46.8%	50.4%	53.2%

Table 6.2 Unweighted survey sample compared to population profile (age)

Age-group	Total		Male		Female	
	Population	Survey	Population	Survey	Population	Survey
18-24	12.7%	11.1%	6.3%	5.3%	6.4%	5.9%
25-34	23.4%	17.5%	11.4%	7.6%	12.0%	9.9%
35-44	21.5%	21.8%	10.8%	9.8%	10.7%	12.0%
45-54	18.0%	18.3%	8.9%	8.6%	9.1%	9.6%
55-64	14.4%	16.3%	7.2%	7.4%	7.2%	8.9%
65-75	10.1%	14.7%	5.0%	8.0%	5.1%	6.7%
Total	100.0%	100.0%	49.6%	46.8%	50.4%	53.2%

6.3 Data Weighting

In order to address the discrepancies outlined above, the results have been weighted to ensure the sample is representative of the population of adults aged 18 to 75. The weighting strategy involved the following steps:

- Weighting to correct for household non-response
- Weighting to correct for individual non-response within responding households
- Calibration weighting to ensure responders match the profile of the wider population

Each of these steps is dealt with individually below.

6.3.1 Household non-response weighting

It is likely that the characteristics of households agreeing to take part in surveys are different from those that refuse, so the survey results are weighted for non-response. A logistic regression model was used to weight responders to the profile of the issued eligible sample. Ineligible addresses (such as businesses) were omitted from the sample and a logistic regression was used to estimate the probability a selected eligible household would respond to the survey. Variables considered for inclusion in the model were:

- Province (Dublin, Rest of Leinster, Munster, Connacht/Ulster)
- An urban/rural indicator derived from Electoral Division/Ward identifiers
- A measurement of the percentage of adults in the Electoral Division in one of seven employment categories (professional, managerial/technical, non-managers, skilled manual, semi-skilled manual, unskilled, other)

The final model included just three variables: the stratum (a fifteen-category variable combining province and the percentage of adults in a professional or managerial/technical role), the urban/rural indicator, and the percentage of the population in unskilled or other roles (this variable was put in quintiles and treated as a categorical variable).

The household non-response weight was then taken as the reciprocal of the predicted probability of response.

6.3.2 Individual non-response

Every adult in a selected address was invited for interview, so no additional individual selection weight was needed. However, in households containing two or more adults, some of those invited for interview were non-responders, so an additional weighting step was needed to weight the responding adults to match the profile of all adults in the responding households.

Another logistic regression model was created to correct for individual non-response within responding households. One-adult households were excluded from the modelling, as by definition, these were all responders.

Variables could only be included in the model if they were available both for responders and non-responders. This restricts the number of variables that can be used (age and gender information were not available for all non-responders so these variables could not be used). The model used the same three variables in the household non-response model, and two additional variables: the number of adults in the household, and the gender of the person answering the door.

For responders in households containing two or more adults, the individual non-response weight was taken as the reciprocal of the predicted probability of response. For those in single-adult households it was taken as equal to one. The individual and household non-response weights were then multiplied together to give a pre-calibration weight.

6.3.3 Calibration weighting

The final step of the weighting was to calibrate the data to population totals on age, gender and province.

The dataset weighted by the pre-calibration weights is representative of the population on the variables used for stratification and the variables used in the non-response weighting. However, variables such as age and gender were not used in non-response weighting so this was dealt with in the calibration. The calibration step also made an additional correction to ensure that the regional distribution of the sample matched known population totals.

Calibration was done to:

- Age-groups within gender (Eleven age-groups were used).
- Province (Dublin & Rest of Leinster, Munster, Ulster, Connacht) by gender.

6.3.4 Missing values

Each of the three weighting steps above suffered from some missing data. In each case only a few records were missing, so although this might have some effects on the final weight it is likely to be small.

6.3.5 Effect of the weighting

The effect of the weighting can be measured by the spread of the weights. A large spread can be an indicator of an inefficient design as they can result in large standard errors and wide confidence intervals. In this case the weights were not highly spread out; they ranged from a minimum of 0.21 to a maximum of 4.83. Some summary statistics of the weights, the sample size, mean, standard deviation, minimum, maximum, and first, 25th, 50th, 75th and 99th percentiles are tabulated below (table 6.3).

The efficiency of the weighting is sometimes estimated by $1/(1 + (SD/mean)^2)$. This gives an efficiency of 85.4%.

Table 6.3 Summary of post-survey weighting

Statistic	Value
Sample	5,988
Mean	1.00
Standard deviation	0.41
Minimum	0.21
1 st percentile	0.36
25 th percentile	0.74
50 th percentile	0.92
75 th percentile	1.18
99 th percentile	2.42
Maximum	4.83

6.3.6 Confidence intervals

Ninety-five percent confidence intervals for key statistics were calculated using the survey commands of Stata 13. This takes into account the effects of the weighting, stratification and clustering. The confidence intervals are shown in table 6.4.

Table 6.4 Confidence intervals

Survey measurement	Mean	Standard Error	Lower Limit	Upper Limit
Population measures				
Ever drank	87.4%	0.7%	86.0%	88.6%
Drank in last 12 months	79.3%	0.7%	77.9%	80.8%
Did not drink in last 12 months	20.7%	0.7%	19.2%	22.1%
Past year drinkers				
Binge drink at least once a month	37.3%	0.9%	35.5%	39.2%
AUDIT-C positive score	54.3%	0.9%	52.5%	56.1%
RAPS positive score	14.9%	0.7%	13.5%	16.4%
DSM-IV positive score	6.9%	0.5%	6.0%	7.9%

7. Appendices

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Appendix A Outcomes of Pilot

13-036490 – HRB Alcohol Diary – Summary of Pilot Testing

Fifty interviews were conducted between 20th and 25th June 2013. Interviews were conducted across four locations (two urban and two rural):

- Dublin (Swords)
- Cork (Midleton)
- Wexford (Courtown – rural)
- Kilkenny (Thomastown – rural)

Interviewers were provided with 35 addresses at each location (selected from GeoDirectory) and asked to conduct up to 20 interviews each, with multiple interviews conducted at individual households¹. All households were sent an advance letter. The interviews were conducted on CAPI, with all relevant supporting documentation (i.e. contact sheets, self-completion questionnaires, consent forms). All interviewers received an in-person briefing from the Project Manager at Ipsos MRBI.

Approximately five interviews were conducted with 18-24 year olds. More than one person was interviewed in eight households (in seven of these situations, these were the only two people eligible to be interviewed).

¹ Due to the timeframe of the pilot study, interviewers were unable to fully exhaust all addresses and maximise the number of interviews achieved. As such not all households were contacted, and further interviews could have been achieved if appointments were set beyond the end-date of the pilot study

Initial observations

- The study was positively received by most respondents, with the advance letter meaning they were expecting the interviewer to call. As such the incidence of refusal was relatively low
- There was a perception amongst non-drinkers that the survey was not relevant to them, and as such were excluding themselves from the survey
- The consent form took a long time for the respondent to read, and was felt to be an obstacle to commencing the interview disrupting the rapport that had developed
- There were no difficulties identified with mapping out the previous week's drinking behaviour, or times/types of drinks consumed
- Respondents had no difficulties indicating the price of drinks, and for wine drinkers this was done by dividing the price of a bottle of wine by four in order to calculate the price of a glass
- Whilst all respondents who drank spirits did so in a pub environment, the interviewers felt a reference sheet would be advantageous to assisting respondents calculate the content of a bottle of spirits
- In calculating the average weekly spend on alcohol, respondents typically added together a couple of weeks of spend to calculate an average
- Interviewers perceived that respondents may not be completely honest in identifying whether any heavy drinkers lived in the household
- In one case, two respondents in the same household identified themselves as the key person responsible for managing day-to-day tasks
- Respondents appeared comfortable with the concept of standard drinks, however often responded to standard drinks questions by indicating the number of pints or bottles that they drank. In some cases the interviewer conducted the conversion herself without requesting the respondent to conduct the conversion

Appendix B Final Questionnaire

HRB National Alcohol Diary Survey

Q.1 Day of interview (Coded by CAPI script)

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6
Sunday.....	7

SECTION 1: INTRODUCTION

Q.2 Interviewer: Please code gender of respondent

Male	1
Female.....	2

Q.3a What age are you?

_____ years

IF REFUSED

Q.3b In which of the age bands on this showcard do you belong? **SHOWCARD 3B**

18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
65-75.....	6

INTERVIEWER READ OUT

I am now going to ask you some questions regarding your drinking behaviour generally

Q.4 Have you ever drunk any of these types of alcoholic beverages? **SHOWCARD 4**

Yes.....	1
No	2
Don't know	3
Refused.....	4

IF YES, CONTINUE. IF NO/DON'T KNOW/REFUSED SELECTED GO TO Q.37

Q.5 Thinking of the last 12 months how often have you consumed alcohol? **SHOWCARD 5**

Everyday	1
5-6 times a week.....	2
4 times a week	3
3 times a week	4
Twice a week	5
Once a week	6
2-3 times a month.....	7
Once a month	8
6-11 times a year.....	9
2-5 times a year.....	10
Once in the last 12 months.....	11
I did not drink in the last 12 months but I drank longer ago.....	12
Don't know	88
.....	
Refused	99

IF CODES 1-11 SELECTED, CONTINUE. OTHERS GO TO Q.37

SECTION 2: IDENTIFYING DRINKING OCCASIONS IN PREVIOUS WEEK

INTERVIEWER READ OUT:

I am now going to ask a few questions about the last seven days, starting with yesterday. It is very important you try to recall the last seven days as clearly as possible. If you wish, you can refer to something that may help trigger your memory, such as your phone, calendar, diary, email or social networking. In order to help, here is a calendar showing the past week.

It may be the case that the past week was unusual in some way, but it is very important for this study that you answer these questions about that week rather than what you might consider to be a normal week.

SHOWCARD A WITH CALENDAR OF CURRENT MONTH

Q6-11 TO BE ASKED ABOUT EACH OF PREVIOUS SEVEN DAYS, STARTING WITH YESTERDAY

INTERVIEWER READ OUT:

I'd like you to think of each day as beginning at 8am in the morning and continuing until 8am the following morning.

Firstly, thinking of yesterday...
Next, thinking of [day of week]...

Q.6 Can you please tell me whether you had a drink at any time [yesterday / on day]?
SINGLE CODE

Yes.....	1
No	2
Don't know	3
Refused.....	4

IF YES AT Q.6, CONTINUE. OTHERS REPEAT Q.6 FOR PREVIOUS DAY

Q.7 I would now like to ask you about the different types of locations that you may have had a drink at [yesterday / on day]. Please look at this card and tell me how many different locations you had a drink at [yesterday / on day].

SHOWCARD 7**DEFINITION**

We are interested in how many types and the number of locations you had a drink at. For example, if you had a drink at home and then went to the pub this would be two locations. If you then had another drink at home, this would be three locations.

However, if you had a drink in one pub and then went directly to a different pub, this would only be counted as one location.

Number of locations _____

Don't know

Refused

Q.8a You mentioned that there were [number] locations that you had an alcoholic drink [yesterday / on day]. Looking at this card, can you tell me where were you when you had your first drink that day? **SHOWCARD 8A**

Pub.....	1
Hotel.....	2
Restaurant	3
Sports Club (e.g. Golf, Rugby, GAA, other).....	4
Night Club/Disco Bar	5
Music event/concert/theatre/show	6
At a sporting event.....	7
Whilst on the move (e.g. train, airplane, bus, taxi)	8
Own home	9
Someone else's home	10
Holiday home/self-catering accommodation.....	11
Outdoors (not at a music/sporting event)	12
Other (specify: _____)	13
Don't know	14
Refused.....	15

Q.8b At about what time did you start your first drink in or at [Insert answer from Q8a]? ____

(Note 24 hour clock – for example, 2pm is 14:00, half past twelve at night is 00:30)

Q.8c At about what time did you finish your final drink in or at [Insert answer from Q8a]?

[IF FURTHER LOCATIONS - This does not include any drinks you may have had later]?

(Note 24 hour clock – for example, 2pm is 14:00, half past twelve at night is 00:30)

CHECK THAT START TIMES/END-TIMES OF MULTIPLE SESSIONS DO NOT OVERLAP

IF >1 OCCASION

Q.9 After the drink that you had in [Insert answer from Q8a], where else did you have a drink that day?

SHOWCARD 9

Pub.....	1
Hotel.....	2
Restaurant	3
Sports Club (e.g. Golf, Rugby, GAA, other).....	4
Night Club/Disco Bar	5
Music event/concert/theatre/show	6
At a sporting event.....	7
Whilst on the move (e.g. train, airplane, bus, taxi)	8
Own home	9
Someone else's home	10
Holiday home/self-catering accommodation.....	11
Outdoors (not at a music/sporting event)	12
Other (specify: _____)	13
Don't know	14
Refused.....	15

Q.10a At about what time did you start your first drink in [Insert answer from Q9]?

(Note 24 hour clock – for example, 2pm is 14:00, half past twelve at night is 00:30)

Q.10b At about what time did you finish your final drink in [Insert answer from Q9]?

[IF FURTHER OCCASIONS - This does not include any drinks you may have had later]? ____

(Note 24 hour clock – for example, 2pm is 14:00, half past twelve at night is 00:30)

CHECK THAT START TIMES/END-TIMES OF MULTIPLE SESSIONS DO NOT OVERLAP

No Q. 11.

Q.9-10 TO BE REPEATED BASED ON THE NUMBER OF DRINKING OCCASIONS IDENTIFIED AT Q.7 UNTIL RESPONDENT IDENTIFIES NO FURTHER LOCATIONS. LIST ON CAPI TO EXCLUDE THE OPTION SELECTED AT PREVIOUS ITERATION.

REPEAT Q6-Q10 FOR EACH PREVIOUS DAY UP TO A TOTAL OF SEVEN DAYS

SECTION 3: DETAILS OF EACH DRINKING OCCASION

ASK Q.12-Q.21D FOR EACH DRINKING OCCASION STARTING WITH MOST RECENT DRINKING DAY AND WORKING THROUGH PREVIOUS DAYS. FOR EACH DAY START WITH THE FIRST DRINKING OCCASION.

You mentioned that you had a drink [yesterday / on day] in the following location[s].
[CAPI to list the locations selected at Q.8/Q.9]

I am now going to ask you about each of these locations in order. Firstly thinking of the drink that you had in [INSERT ANSWER FROM Q.8]...

Next thinking of the drink that you had in [INSERT ANSWER FROM Q.9]

Q.12 In this location, who did you have a drink with?

Interviewer instruction: Single answer. If respondent unsure, please probe for with whom the majority of their time was spent.

SHOWCARD 12

On my own.....	1
With my spouse/partner only	2
With one other person only (not my spouse/partner)	3
In a group of people.....	4
Don't know	5
Refused.....	6

Q.13 And what did you have to drink? **SHOWCARD 13**

MULTICODE

Shandy.....	1
Beer/lager/stout/ale.....	2
Cider	3
Wine.....	4
Buckfast/Fortified Wine.....	5
Champagne/Prosecco	6
Sherry/Martini/Vermouth.....	7
Port	8
Cream liqueurs (e.g. Baileys, Carolans).....	9
Spirits (e.g. brandy/whisky/gin/vodka/rum/tequila)	10
Alcopops/Coolers/Spirit-based mixers (e.g. Smirnoff Ice, Bacardi Breezer, WKd).....	11
Other 1(please specify _____).....	12
Other 2(please specify _____).....	13
Don't know	14
Refused.....	15

IF SHANDY IN Q.13

Q.14a Which of these best describes the shandy you drank? **SHOWCARD 14A**

MULTICODE

Half pint/glass	1
Pint	2

ASK Q.14B-D FOR EACH TYPE OF DRINK SELECTED AT Q.14A

Q.14b How many _____ (s) of shandy did you have?

Answer must be in the range from 1 up to 50

If 10 or more confirm with respondent

Q.14c How much did each [text from 14a] cost in Euro and cent?

INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.14e Where was this drink purchased? **SHOWCARD 14E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u>	7
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF BEER/LAGER/STOUT/ALE IN Q.13

Q.15a Which of these best describes the beer/lager/stout/ale that you drank? **SHOWCARD 15A**
MULTICODE

Glass/half pint	1
Pint	2
330ml long neck bottle/can	3
500ml bottle/can (just under a pint)	4

ASK Q.15B-D FOR EACH TYPE OF DRINK SELECTED AT Q.15A

Q.15b How many _____ (s) of beer/lager/stout/ale did you have?
Answer must be in the range from 1 up to 50

If 10 or more confirm with respondent

Q.15c How much did each [text from 15a] cost in Euro and cent?
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.15e Where was this drink purchased? **SHOWCARD 15E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u>	7
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF CIDER IN Q.13

Q.16a Which of these best describes the cider that you drank? **SHOWCARD 16A**
MULTICODE

Glass/half pint	1
Pint.....	2
Longneck bottle (330ml)	3
Pint bottle	4
500ml Can	5
Flagon	6

ASK Q.16B-D FOR EACH TYPE OF DRINK SELECTED AT Q.16A

Q.16b How many _____ (s) of cider did you have?
 Answer must be in the range from 1 up to 50

If 10 or more confirm with respondent (5 or more flagons)

Q.16c How much did each [text from 16a] cost in Euro and cent?
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.16e Where was this drink purchased? **SHOWCARD 16E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u>	7
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF WINE IN Q.13

Q.17a Which of these best describes the wine that you drank? **SHOWCARD 17A**
MULTICODE

Glass(es)	1
¼ bottle	2
½ bottle	3
Bottle.....	4

ASK Q.17B-E FOR EACH TYPE OF DRINK SELECTED AT Q.17A

Q.17b How many _____ (s) of wine did you have?
 Answer must be in the range from 1 up to 50

If 8 or more confirm with respondent (2 or more bottles)

IF CODE 1 AT Q17a.

Q.17b1 How many _____ (s) of wine did you have, by glass we mean a measurement of 100 millilitres, i.e. about 7 glasses in a full bottle?

Answer must be in the range from 1 up to 50

If 8 or more confirm with respondent (2 or more bottles)

Q.17c How much did each [text from 17a] cost in Euro and cent?
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

IF “GLASS(ES)” SELECTED AT Q.17A ASK Q.17D. DO NOT ASK IF D/K AT Q17c.

Q.17d Is this price for the...? **READ OUT**

- Glass(es) 1
- ¼ bottle 2
- ½ bottle 3
- Bottle 4

Q.17e Where was this drink purchased? **SHOWCARD 17E**
SINGLE ANSWER

- Purchased in Republic of Ireland
- Pub/hotel/restaurant/nightclub/social club/sports club 1
- Supermarket 2
- Convenience shop 3
- Garage forecourt..... 4
- Stand alone off-licence 5
- Duty free shop at an Irish airport 6
- Purchased outside of Republic of Ireland..... 7
- Received it as a gift 8
- Don't know 9
- Other (please specify)_____ 10

IF BUCKFAST/FORTIFIED WINE IN Q.13

Q.18a Which of these best describes the Buckfast/fortified wine that you drank? **SHOWCARD 18A**

MULTICODE

- Glass(es) 1
- Bottle 2

ASK Q.18B-E FOR EACH TYPE OF DRINK SELECTED AT Q.18A

Q.18b How many _____ (s) of Buckfast/fortified wine did you have?
Answer must be in the range from 1 up to 50

If 8 or more confirm with respondent (2 or more bottles)

Q.18c How much did each [text from 18a] cost in Euro and cent?
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

IF “GLASS(ES)” SELECTED AT Q.18A ASK Q.18D. DO NOT ASK IF D/K AT Q18c.

Q.18d Is this price for the...? **READ OUT**

Glass(es) 1
 Bottle..... 2

Q.18e Where was this drink purchased? **SHOWCARD 18E**
SINGLE ANSWER

Purchased in Republic of Ireland
 Pub/hotel/restaurant/nightclub/social club/sports club 1
 Supermarket 2
 Convenience shop 3
 Garage forecourt..... 4
 Stand alone off-licence 5
 Duty free shop at an Irish airport 6
Purchased outside of Republic of Ireland..... 7
 Received it as a gift 8
 Don't know 9
 Other (please specify)..... 10

IF CHAMPAGNE IN Q.13

Q.19a Which of these best describes the champagne or prosecco that you drank?
SHOWCARD 18A
MULTICODE

Glass(es) 1
 ¼ bottle 2
 ½ bottle 3
 Bottle..... 4

ASK Q.19B-E FOR EACH TYPE OF DRINK SELECTED AT Q.19A

Q.19b How many _____ (s) of champagne or prosecco did you have?
 Answer must be in the range from 1 up to 50

If 10 or more confirm with respondent (2 or more bottles)

Q.19c How much did each [text from 19a] cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

IF “GLASS(ES)” SELECTED AT Q.19A ASK Q.19D. DO NOT ASK IF D/K AT Q19c.

Q.19d Is this price for the....? **READ OUT**

Glass.....	1
¼ bottle	2
½ bottle	3
Bottle.....	4

Q.19e Where was this drink purchased? **SHOWCARD 19E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop.....	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u> 7	
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF SHERRY/MARTINI/VERMOUTH IN Q.13

Q.20b How many small glasses of sherry/martini/vermouth did you have?
Answer must be in the range from 1 up to 50

If 5 or more confirm with respondent

Q.20c How much did each [text from 20a] cost in Euro and cent?
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.20d Is this price for the....? **READ OUT. DO NOT ASK IF D/K AT Q20b.**

Glass.....	1
Bottle.....	2

Q.20e Where was this drink purchased? **SHOWCARD 20E - SINGLE ANSWER**

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop.....	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u> 7	
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF PORT IN Q.13

Q.21b How many small glasses of port did you have?
 Answer must be in the range from 1 up to 50

If 5 or more confirm with respondent

Q.21c How much did each small glass cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.21d Is this price for the....? **READ OUT. DO NOT ASK IF D/K AT Q21b.**

Glass..... 1
 Bottle..... 2

Q.21e Where was this drink purchased? **SHOWCARD 21E**
SINGLE ANSWER

Purchased in Republic of Ireland
 Pub/hotel/restaurant/nightclub/social club/sports club 1
 Supermarket 2
 Convenience shop 3
 Garage forecourt..... 4
 Stand alone off-licence 5
 Duty free shop at an Irish airport 6
Purchased outside of Republic of Ireland..... 7
 Received it as a gift 8
 Don't know 9
 Other (please specify)..... 10

IF CREAM LIQUEURS IN Q.13

Q.22b How many small glasses of cream liquer did you have?
 Answer must be in the range from 1 up to 50

If 5 or more confirm with respondent

Q.22c How much did each small glass cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.22d Is this price for the....? **READ OUT. DO NOT ASK IF D/K AT Q22b.**

Glass..... 1
 Bottle..... 2

Q.22e Where was this drink purchased? **SHOWCARD 22E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
 <u>Purchased outside of Republic of Ireland</u> 7	
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF SPIRITS IN Q.13

Q.23a Which of these best describes the spirits that you drank? **SHOWCARD 23A**
MULTICODE

Measure/shot	1
Miniature bottle (50ml)	2
Naggin	3
Half bottle/shoulder	4
Bottle.....	5

ASK Q.22B-E FOR EACH TYPE OF DRINK SELECTED AT Q.23A

Q.23b How many _____ (s) of spirits did you have?
 Answer must be in the range from 1 up to 50

If 5 or more pub measures/miniature bottles, 4 naggins, 2 half bottles or 1 bottle confirm
 with respondent

Q.23c How much did each [text from 23a] cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

ASK Q.22D IF “MEASURE/SHOT” SELECTED AT Q.23A. DO NOT ASK IF D/K AT Q23c.
Q.23d Is this price for the....? **READ OUT**

Measure/shot	1
Miniature bottle (50ml)	2
Naggin	3
Half bottle/shoulder	4
Bottle.....	5

Q.23e Where was this drink purchased? **SHOWCARD 23E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u>	7
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF ALCOPOPS/COOLERS/MIXERS IN Q.13

Q.24a Which of these best describes the alcopops/coolers/mixers that you drank?
SHOWCARD 24A
MULTICODE

Long neck bottle (275ml)	1
Large bottle (700ml).....	2

ASK Q.24B-D FOR EACH TYPE OF DRINK SELECTED AT Q.24A

Q.24b How many _____ (s) of alcopops/coolers/mixers did you have?
 Answer must be in the range from 1 up to 50

If 5 or more confirm with respondent

Q.24c How much did each [text from 24a] cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.24e Where was this drink purchased? **SHOWCARD 24E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u>	7
Received it as a gift	8
Don't know	9
Other (please specify).....	10

IF OTHER 1 OR OTHER 2 (CODE 12 or 13) IN Q.13

Q.25a Which of these best describes the [text from Q13] that you drank? **SHOWCARD 25A**
MULTICODE

Half pint/glass	1
.....	
Pint	2
.....	
Measure/shot	3
Miniature bottle (50ml)	4
Naggin	5
Half bottle/shoulder	6
Bottle	7
Glass	8
¼ bottle	9
½ bottle	10
Long neck bottle (275ml)	11
Large bottle (700ml).....	12
Can (500 ml)	13

ASK Q.25B-D FOR EACH TYPE OF DRINK SELECTED AT Q.25A

Q.25b How many _____ (s) of [text from Q13] did you have?
 Answer must be in the range from 1 up to 50

If 5 or more confirm with respondent

Q.25c How much did each [text from 25a] cost in Euro and cent? (best estimate)
INTERVIEWER PLEASE USE DECIMAL.

..... Don't know 88

Q.25e Where was this drink purchased? **SHOWCARD 25E**
SINGLE ANSWER

<u>Purchased in Republic of Ireland</u>	
Pub/hotel/restaurant/nightclub/social club/sports club	1
Supermarket	2
Convenience shop	3
Garage forecourt.....	4
Stand alone off-licence	5
Duty free shop at an Irish airport	6
<u>Purchased outside of Republic of Ireland</u> 7	
Received it as a gift	8
Don't know	9
Other (please specify).....	10

ASK ONLY THOSE WHO STATED THAT THEY BOUGHT ALCOHOL FROM EITHER A SUPERMARKET, CONVENIENCE SHOP, GARAGE FORECOURT LAST WEEK

Q.26 You said that you purchased alcohol from an off-licence or shop. How much of this alcohol was on special offer or promotion when you purchased it?

All of it	1
Some of it.....	2
None of it	3
Don't know	8
Refused.....	9

ASK ONLY THOSE WHO STATED THAT THEY BOUGHT ALCOHOL FROM EITHER A PUB/HOTEL/ RESTAURANT/NIGHTCLUB/SOCIAL CLUB/SPORTS CLUB LAST WEEK?

Q.27 You said that you purchased alcohol in a bar or restaurant. How much of this alcohol was on special offer or promotion when you purchased it?

All of it	1
Some of it.....	2
None of it	3
Don't know	8
Refused.....	9

SECTION 4: FREQUENCY OF DRINKING

I'd now like you to think about your general alcohol consumption.

Q.29 At what age did you first drink alcohol beyond sips or tastes?

INSERT AGE ____ years Confirm with respondent if 8 or less

Don't know	88
Refused	99

I would now like you to think about your general alcohol consumption in relation to the measurement of 'standard' drink. Please take a look at this card which provides examples of 'standard' drink measurements for different types of drinks. Can you please have a look over these examples? Please let me know if you have any questions. Can I confirm that you understand what I mean by 'standard drink'?

Q.30 Thinking of a typical day in the last 12 months on which you had an alcoholic drink, how many standard drinks would you drink? A definition of a "standard drink" for each category of drink is shown on this card.

Please include the total number drinks from **each** category which you would typically have a drink from.

SHOWCARD 30

Don't know	98
Refused.....	99

INSERT FIGURE

A standard drink is (with pictures depicting measures):

- A half pint or a glass of beer, lager or cider
- A single measure of spirits, (e.g. brandy/whisky/gin/vodka/rum/tequila)
- A small glass of wine (100ml)
- A bottle of alcopops (275ml long neck standard bottle)
- A small can/bottle of beer, lager or cider (330 ml) Physical example

Q.31a How often have you consumed beer in the last 12 months **SHOWCARD 31A**

Everyday	1
5-6 times a week.....	2
4 times a week	3
3 times a week	4
Twice a week	5
Once a week	6
2-3 times a month.....	7
Once a month	8
6-11 times a year.....	9
2-5 times a year.....	10
Once in the last 12 months.....	11
I did not drink beer in the last 12 months.....	12
Don't know	88
Refused	99

IF CODE 1-11 AT Q.31A

Q.31b Thinking of a typical day in the last 12 months on which you drunk beer, how many standard drinks of beer did you drink? A definition of “standard drink” is shown on this card.

SHOWCARD 31B

INSERT FIGURE: _____

Don't know	98
Refused.....	99

A standard drink of beer is (with pictures depicting measures):

- A half pint or a glass of beer or lager

Q.32a How often have you consumed spirits, by which I mean brandy, whisky, gin, vodka, rum, tequila in the last 12 months?

SHOWCARD 32a

Everyday	1
5-6 times a week.....	2
4 times a week	3
3 times a week	4
Twice a week	5
Once a week	6
2-3 times a month.....	7
Once a month	8
6-11 times a year.....	9
2-5 times a year.....	10
Once in the last 12 months.....	11
I did not drink sprits in the last 12 months	12
Don't know	88
Refused	99

IF CODE 1-11 AT Q.32A

Q.32b Thinking of a typical day in the last 12 months on which you drunk spirits, how many standard drinks of spirits did you drink? A definition of “standard drink” is shown on this card? **SHOWCARD 32B**

INSERT FIGURE: _____

Don't know	98
Refused.....	99

A standard drink of spirits is (with pictures depicting measures):

- A single pub measure of spirits, (e.g. brandy/whisky/gin/vodka/rum/tequila)

Q.33a How often have you consumed wine in the last 12 months? **SHOWCARD 33A**

Everyday.....	1
5-6 times a week.....	2
4 times a week	3
3 times a week	4
Twice a week	5
Once a week	6
2-3 times a month.....	7
Once a month	8
6-11 times a year.....	9
2-5 times a year.....	10
Once in the last 12 months.....	11
I did not drink wine in the last 12 months	12
Don't know	88
Refused	99

IF CODE 1-11 AT Q.33A

Q.33b Thinking of a typical day in the last 12 months on which you drunk wine, how many standard drinks of wine did you drink? A definition of “standard drink” is shown on this card. **SHOWCARD 33B**

INSERT FIGURE: _____

Don't know	98
Refused.....	99

A standard drink of wine is (with pictures depicting measures):

- A small glass of wine (100ml) – need to provide physical example

Q.34 During the last 12 months, how often have you drunk 6 or more standard drinks?
SHOWCARD 34 (Examples of what consists of 6 standard drinks)

Everyday.....	1
5-6 times a week.....	2
4 times a week	3
3 times a week	4
Twice a week	5
Once a week	6
2-3 times a month.....	7
Once a month	8
6-11 times a year.....	9
2-5 times a year.....	10
Once in the last 12 months.....	11
Never	12
Don't know	88
Refused	99

Q.35 What is the highest number of standard drinks that you have drunk on a single day in the last year?
SHOWCARD 35 (with standard drink amounts)

Q.36 Please look at the statements on this show card and tell me which of them you feel best applies to you
SHOWCARD 36

I am a heavy drinker	1
I am a heavy drinker and sometimes I binge drink.....	2
I am a moderate drinker.....	3
I am a moderate drinker and sometimes I binge drink	4
I am a light drinker	5
I am a light drinker and sometimes I binge drink.....	6
Don't know	7
Refused.....	8

Q.37 During the last 12 months have you?

	No, never	Yes, once	Yes, more than once	Don't know
A1 Had property vandalized by someone who had been drinking	0	1	2	8
A2 Been a passenger with a driver who had too much to drink	0	1	2	8
A3 Been hit or assaulted by someone who had been drinking	0	1	2	8
A4 Had financial trouble because of someone else's drinking	0	1	2	8
A5	0	1	2	8

IF CODE 1 OR 2 AT Q 36, ALL OTHERS AND NONDRINKERS (CODE 2 AT Q4) GO TO Q38a.

Q.38 And would you consider anyone else in this household a heavy drinker?

Yes	1
No	2
Don't know	8
Refused.....	9

IF CODE 3-8 AT Q36 OR CODE 2 AT Q4.

Q.38a And would you consider anyone in this household a heavy drinker?

Yes	1
No	2
Don't know	8
Refused.....	9

ASK ALL

Q.39 On average, how much money would you spend each week on alcohol at off-sales, including drinks that you buy for other people? By off-sales I mean off-licences, supermarkets and other shops

Nothing.....	1
€1 to less than €15	2
€15 to less than €30	3
€30 to less than €45	4
€45 to less than €60	5
€60 to less than €75	6
€75 or more	7
Don't know	88

Q.39a On average, how much money would you spend each week on alcohol in pubs, restaurants, and clubs including drinks that you buy for other people?

Nothing.....	1
Less than €15	2
€15 to less than €30	3
€30 to less than €45	4
€45 to less than €60	5
€60 to less than €75	6
€75 or more	7
Don't know	88

SECTION 5: SOCIO-DEMOGRAPHICS

Finally I just want to ask you a few background questions

Q.40 Which of these best describes your marital status? **SHOWCARD 40**

Married.....	1
Co-habiting (never married).....	2
Single (never married)	3
Separated	4
Divorced.....	5
Widowed	6
Refused	8
Don't know	9

Q.41 Are you the person mainly responsible for managing day-to-day tasks in this household such as grocery shopping, cooking etc.?

Yes	1
No	2
Don't know	8
Refused.....	9

IF NO AT Q.41

Q.42 What is your relationship to the person mainly responsible for managing day-to-day tasks in this household such as grocery shopping, cooking etc.?

- Husband or wife 1
- Partner (incl. same-sex partner) 2
- Son or daughter 3
- Step-child 4
- Brother or sister 5
- Mother or father 6
- Grandparent 7
- Step-mother/-father 8
- Son-/daughter-in-law 9
- Grandchild 10
- Other related 11
- Unrelated (incl. foster child) 12

Q.43 Which of these best describes your current employment status? **SHOWCARD 43**

- Working as an employee (full or part time) 1
- Self-employed 2
- Unemployed/seeking work 3
- Retired 4
- Full-time home maker / Looking after family 5
- Student 6
- Not working due to long term sickness or disability 7

Q.44a Could I ask about your approximate level of net income over the last 12 months? By this I mean your own personal net income.

This means the total income, after tax, PRSI, and income levies. It includes ALL TYPES of income: income from employment, social welfare payments, child benefit, rents, interest, pensions etc. We would just like to know into which broad group your total income falls. I'd like to assure you once again that all information you give me is entirely confidential. Perhaps you could look at this card and tell me the number corresponding to your total income range. You can choose from the amounts per week, per fortnight, per month or per year – whichever is most convenient for you.

SHOWCARD 44a

	Per week	Per fortnight	Per month	Per year
0	€0	€0	€0	€0
1	Under €193	Under €385	Under €834	Under €10,000
2	€193–€384	€385–€769	€834–€1,667	€10,000–€19,999
3	€385–€575	€770–€1,151	€1,668–€2,500	€20,000–€29,999
4	€576–€767	€1,152–€1,535	€2,501–€3,333	€30,000–€39,999
5	€768–€959	€1,536–€1,919	€3,334–€4,167	€40,000–€49,999
6	€960–1,538	€1,920–€3,077	€4,168–€6,666	€50,000–€79,999
7	€1,539 or more	€3,078 or more	€6667 or more	€80,000 or more

- Not applicable 8
- Refused 9
- Don't know 10

Q.44b Could I ask about the approximate level of net household income over the last 12 months?

This means the total income, after tax, PRSI, and income levies. It includes ALL TYPES of income: income from employment, social welfare payments, child benefit, rents, interest, pensions etc. We would just like to know into which broad group the total income of your household falls. I'd like to assure you once again that all information you give me is entirely confidential. Perhaps you could look at this card and tell me the number corresponding to the total income range of your household. You can choose from the amounts per week, per fortnight, per month or per year – whichever is most convenient for you. **SHOWCARD 44a**

SENSE CHECK: ANSWER MUST BE EQUAL TO OR HIGHER THAN 44A

	Per week	Per fortnight	Per month	Per year
0	€0	€0	€0	€0
1	Under €193	Under €385	Under €834	Under €10,000
2	€193–€384	€385–€769	€834–€1,667	€10,000–€19,999
3	€385–€575	€770–€1,151	€1,668–€2,500	€20,000–€29,999
4	€576–€767	€1,152–€1,535	€2,501–€3,333	€30,000–€39,999
5	€768–€959	€1,536–€1,919	€3,334–€4,167	€40,000–€49,999
6	€960–1,538	€1,920–€3,077	€4,168–€6,666	€50,000–€79,999
7	€1,539 or more	€3,078 or more	€6667 or more	€80,000 or more

- Not applicable 8
- Refused..... 9
- Don't know 10

IF Q.43 IS 1, 2, 6

Q.45 In the last 12 months, how many days of work, training or education did you miss because of any type of illness or injury, which may include a hangover? Please provide your best estimate in whole days.

ASK IF Q.43 IS 1, 2, 6 AND HAVE CONSUMED ALCOHOL IN THE LAST 12 MONTHS.

Q.46 In the last 12 months, how many days of work, training or education did you miss because of your own use of alcohol? Please provide your best estimate in whole days

The answer to Q.46 cannot exceed the number at Q.45

ASK IF Q.43 IS 3 AND HAVE CONSUMED ALCOHOL IN THE LAST 12 MONTHS.

Q.47 You said that you are currently unemployed. Did you lose your job as a result of your alcohol use?

- Yes 1
- No 2
- Don't know 3
- Refused..... 4

ASK IF YES AT Q.47

Q.48 Did this happen in the last 12 months?

- Yes 1
- No 2
- Don't know 3
- Refused..... 4

IF CODE 1-11 AT Q5.

Please provide respondent with Self Completion Questionnaire.

Please make sure to write the following details on the front of the Self Completion Envelope:

- 4 digit assignment number from contact sheet
- 2 digit house number from contact sheet
- Individual person letter from contact sheet (A-H)

Appendix C Showcards

SHOW CARD 3b

18-24

25-34

35-44

45-54

55-64

65-75

SHOW CARD 4

Shandy

Beer/lager/stout/ale

Cider

Wine

Buckfast/Fortified Wine

Champagne/Prosecco

Sherry/Martini/Vermouth

Port

Cream liqueurs (e.g. Baileys, Carolans)

**Spirits (e.g. brandy /whisky
/gin/vodka/rum/tequila)**

**Alcopops/Coolers/Spirit-based mixers
(e.g. Smirnoff Ice, Bacardi Breezer, WKd)**

SHOW CARD 5

Everyday

5-6 times a week

4 times a week

3 times a week

Twice a week

Once a week

2-3 times a month

Once a month

6-11 times a year

2-5 times a year

Once in the last 12 month

**I did not drink in the last 12 months but I drank
longer ago**

SHOW CARD 6

JULY 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

SHOW CARD 7

We are interested in how many **types and the number of locations you had a drink at.**

For example, if you had a drink at home and then went to the pub this would be two locations. If you then had another drink at home this would be three locations.

However, if you had a drink in one pub and then went directly to a different pub, this would only be counted as one location.

SHOW CARD 8a

Pub

Hotel

Restaurant

Sports Club (e.g. Golf, Rugby, GAA, other)

Night Club/Disco Bar

Music event/concert/theatre/show

At a sporting event

Whilst on the move (e.g. train, airplane, bus, taxi)

Own home

Someone else's home

Holiday home/self-catering accommodation

Outdoors (not at a music/sporting event)

Other

SHOW CARD 9

Pub

Hotel

Restaurant

Sports Club (e.g. Golf, Rugby, GAA, other)

Night Club/Disco Bar

Music event/concert/theatre/show

At a sporting event

Whilst on the move (e.g. train, airplane, bus, taxi)

Own home

Someone else's home

Holiday home/self-catering accommodation

Outdoors (not at a music/sporting event)

Other

SHOW CARD 12

On my own

With my spouse/partner only

**With one other person only (not my
spouse/partner)**

In a group of people

SHOW CARD 13

Drink Name	Description	Common drinks/Brands
Shandy	Beer mixed with soft drink	
Beer/Lager/ Stout/Ale		
Cider	Fermented alcoholic drink made from fruit	Bulmers, Kopparberg, Druids
Wine	Alcoholic drink made from fermented grapes or other fruit	Does not include port, sherry, Buckfast
Buckfast/ Fortified Wine	Wine containing a spirit	
Champagne/ Prosecco	Sparkling wine	Bellini, Spritz, Mimosa
Sherry/Martini/ Vermouth	Fortified wine/ Aromatized fortified wine	
Port	Portuguese fortified wine	
Cream liqueurs	Liquor that contains dairy cream	Baileys, Carolans
Spirits	Brandy, whisky gin, vodka, rum, tequila	Captain Morgan, Hennessy, Jameson, Huzzar
Alcopops/Coolers/ Spirit-based mixers	Flavoured alcoholic beverage – generally pre-mixed, sweet & served in bottles	Smirnoff Ice, Bacardi Breezer, WKd, Fat Frog

SHOW CARD Q. 14a

Half pint/glass

Pint

SHOW CARD Q. 14e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 15a

Glass/half pint

Pint

330ml bottle/can

500ml bottle/can

SHOW CARD Q. 15e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 16a

Glass/half pint

Pint

Longneck bottle (330ml)

Pint bottle

500ml Can

Flagon

SHOW CARD Q. 16e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 17a

**Glass (approx. 100 millilitres
i.e. 7 glasses in a full bottle)**

$\frac{1}{4}$ bottle

$\frac{1}{2}$ bottle

Bottle

SHOW CARD Q. 17e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 18a

Glass(es)

Bottle

SHOWCARD 18e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 19a

Glass(es)

1/4 bottle

1/2 bottle

Bottle

SHOW CARD Q. 19e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 20e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 21e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 22e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 23a

Measure/shot

Miniature bottle (50ml)

Naggin

Half bottle/shoulder

Bottle

SHOW CARD Q. 23e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 24a

Long neck bottle (275ml)

Large bottle (700 ml)

SHOW CARD Q. 24e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD Q. 25a

Half pint/glass

Pint

Measure/shot

Miniature bottle (50ml)

Naggin

Half bottle/shoulder

Bottle

Glass

¼ bottle

½ bottle

Long neck bottle (275ml)

Large bottle (700ml)

Can (500 ml)

SHOW CARD Q. 25e

Purchased in Ireland

Pub/hotel/restaurant/nightclub/social club/sports club

Supermarket

Convenience shop

Garage forecourt

Stand-alone off-licence

Duty free shop at an Irish airport

Purchased outside of Ireland

Received it as a gift

SHOW CARD 30

Standard Drinks

Did you know: 1 standard drink contains 10g of pure alcohol



...and some drinks are more than one standard drink



SHOW CARD 31a

Everyday

5-6 times a week

4 times a week

3 times a week

Twice a week

Once a week

2-3 times a month

Once a month

6-11 times a year

2-5 times a year

Once in the last 12 month

I did not drink beer in the last 12 months

SHOW CARD 31b

A half pint or a glass of beer, lager or cider



SHOW CARD 32a

Everyday

5-6 times a week

4 times a week

3 times a week

Twice a week

Once a week

2-3 times a month

Once a month

6-11 times a year

2-5 times a year

Once in the last 12 month

I did not drink spirits in the last 12 months

SHOW CARD 32b

A single measure of spirits (35 ml)
(e.g. brandy/whisky/gin/vodka/rum/tequila)



SHOW CARD 33a

Everyday

5-6 times a week

4 times a week

3 times a week

Twice a week

Once a week

2-3 times a month

Once a month

6-11 times a year

2-5 times a year

Once in the last 12 month

I did not drink wine in the last 12 months

SHOW CARD 33b

A small glass of wine (100 ml)



SHOW CARD 34

Everyday

5-6 times a week

4 times a week

3 times a week

Twice a week

Once a week

2-3 times a month

Once a month

6-11 times a year

2-5 times a year

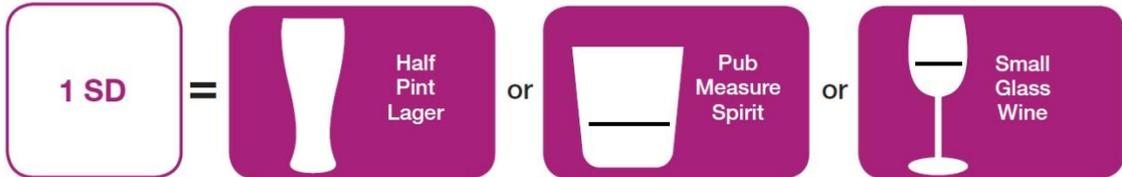
Once in the last 12 month

Never

SHOW CARD 35

6 or more standard drinks may consist of any combination of the following measures.

Did you know: 1 standard drink contains 10g of pure alcohol



...and some drinks are more than one standard drink



Examples of approx. 6 Standard Drinks

<p>3 pints beer, lager, stout (3 x 2 std. drinks)</p>	
<p>2 pints (2 x 2 std. drinks) + 2 shots (2 x 1 std. drinks)</p>	
<p>6 glasses wine (100 ml) (6 x 1 std. drinks)</p>	
<p>Just under 1 bottle of wine (approx. 7-8 std. drinks)</p>	

SHOW CARD 36

I am a heavy drinker

**I am a heavy drinker and sometimes
I binge drink**

I am a moderate drinker

**I am a moderate drinker and sometimes
I binge drink**

I am a light drinker

I am a light drinker and sometimes I binge drink

SHOW CARD 40

Married

Co-habiting (never married)

Single (never married)

Separated

Divorced

Widowed

SHOWCARD 43

Working as an employee (full / part time)

Self-employed

Unemployed/seeking work

Retired

Full-time home maker / Looking after family

Student

**Not working due to long term sickness or
disability**

SHOWCARD 44a

Your own personal net income includes ALL TYPES of income:

- **employment**
- **social welfare payments**
- **child benefit**
- **rents**
- **interest**
- **pensions**

This is your net income after:

- **tax**
- **PRSI**
- **levies**

	Per week	Per fortnight	Per month	Per year
1	€0	€0	€0	€0
2	Under €193	Under €385	Under €834	Under €10,000
3	€193–€384	€385–€769	€834–€1,667	€10,000–€19,999
4	€385–€575	€770–€1,151	€1,668–€2,500	€20,000–€29,999
5	€576–€767	€1,152–€1,535	€2,501–€3,333	€30,000–€39,999
6	€768–€959	€1,536–€1,919	€3,334–€4,167	€40,000–€49,999
7	€960–1,538	€1,920–€3,077	€4,168–€6,666	€50,000–€79,999
8	€1,539 or more	€3,078 or more	€6667 or more	€80,000 or more

SHOWCARD 44b

Your household net income includes ALL TYPES of income:

- **employment**
- **social welfare payments**
- **child benefit**
- **rents**
- **interest**
- **pensions**

This is the household income after:

- **tax**
- **PRSI**
- **levies**

	Per week	Per fortnight	Per month	Per year
1	€0	€0	€0	€0
2	Under €193	Under €385	Under €834	Under €10,000
3	€193–€384	€385–€769	€834–€1,667	€10,000–€19,999
4	€385–€575	€770–€1,151	€1,668–€2,500	€20,000–€29,999
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6	€768–€959	€1,536–€1,919	€3,334–€4,167	€40,000–€49,999
7	€960–1,538	€1,920–€3,077	€4,168–€6,666	€50,000–€79,999
8	€1,539 or more	€3,078 or more	€6667 or more	€80,000 or more

Appendix D Self-Completion Questionnaire

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Ipsos MRBI/13-

036490/13
 Sheet. No.
 (1-5)

(Blank)

Ass. No. _____ (6-9) Add. No. _____ (10-11) Pers. I.D. _____ (12)

Many thanks for taking part in this interview. This short questionnaire will take just a few minutes to complete and includes some additional questions in relation to your general drinking behaviour. Upon completion, please return this questionnaire to the interviewer in the envelope provided. Your participation is greatly appreciated.

ALL RESPONDENTS WHO HAVE HAD AN ALCOHOLIC DRINK IN THE PAST 12 MONTHS SHOULD COMPLETE THESE QUESTIONS

This part of the study will ask you some questions that appear to be eliciting the same information. This is because the researchers want to compare two ways of asking about alcohol use to determine if the shorter method is as good as the longer method. If the shorter method is as good as the longer method, the researchers will use these questions in future surveys. We need your help to do this.

Q. During the last 12 months, have you ...? Please Tick Box

	Yes	No	Don't know	
S1 Had feelings of guilt or remorse after drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(21)
S2 Had a friend or family member tell you about things you said or did while drinking that you did not remember	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(22)
S3 Failed to do what was normally expected from you because of drinking, for example missed days and poor performance at work or school/college; or been suspended or expelled from school/college; or neglected children and/or other family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(23)
S4 Needed a first drink in the morning to get yourself going after a heavy drinking session.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(24)

The next questions are about problems you may have had because of drinking during the past 12 months. Please Tick Box

	Yes	No	Don't know	
S5 During the past 12 months, did you need to drink a larger amount of alcohol to get an effect, or did you find that you could no longer get a "buzz" or a high on the amount you used to drink?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(25)
S6 Did you have times during the past 12 months when you stopped, cut down, or went without drinking and then experienced withdrawal symptoms, for example fatigue, headaches, diarrhoea, the shakes, or emotional problems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(26)
S7 Did you have times during the past 12 months when you took a drink to keep from having problems like these?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(27)
S8 Did you have times during the past 12 months when you started drinking even though you promised yourself you wouldn't, or when you drank a lot more than you intended?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(28)
S9 Were there ever times during the past 12 months when you drank more frequently or for more days in a row than you intended?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(29)
S10 Did you have times during the past 12 months when you started drinking and became drunk when you didn't want to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(30)
S11 Were there times during the past 12 months when you tried to stop or cut down on your drinking and found that you were not able to do so?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(31)
S12 Did you have periods during the past 12 months of several days or more when you spent so much time drinking or recovering from the effects of alcohol that you had little time for anything else?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(32)
S13 Did you have a time during the past 12 months when you gave up or greatly reduced important activities because of your drinking – like sports, work, or seeing friends and family?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(33)
S14 During the past 12 months, did you continue to drink when you knew you had a serious physical or emotional problem that might have been caused by or made worse by drinking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(34)

Q. During the last 12 months, have you ...? Please Tick Box

	No, never	Yes, once	Yes, more than once	Don't know	
S15 Felt that your drinking harmed your home life or marriage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(35)
S16 Felt that your drinking harmed your friendships or social life?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(36)
S17 Felt that your drinking harmed your health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(37)
S18 Felt that your drinking harmed your work or studies for example, missing school/ work, not doing your work/studies well or losing your job/dropping out of school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(38)
S19 Felt that your drinking harmed your finances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(39)
S20 Been in an accident when you had been drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(40)
S21 Got into a physical fight when you had been drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(41)
S22 Have you been stopped by the police because of drunk driving or drunken behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(42)

Finally, we are also interested in getting feedback from respondents as to how they found the survey and the ways in which we can improve the types of questions it asks and the ways in which they are asked.

What concerns, if any, did you have in taking part in this survey or in answering particular questions? *(Please Tick As Many As Apply To You ☑)*

I thought some of the questions were very intrusive/personal (43)

I was worried about the confidentiality of my answers..... (44)

I was worried what my answers would make the interviewer think of me (45)

I was concerned that other people in my household would overhear my answers (46)

I was worried I would not understand all the questions (47)

Something else – please describe:

I had no worries at all (48)

Finally, this survey works best if people are completely honest with the answers they give. Were you completely honest in all the answers you gave?

It doesn't matter at this stage whether you were honest or not, we would just like to know

Yes (49)

No

Were you dishonest about any of these issues? *(Please Tick As Many As Apply To You ☑)*

The days on which I have drunk alcohol in the past week

The type of alcohol that I have drunk in the past week

The amount of alcohol that I have drunk on particular days in the past week

Again, many thanks for taking part in this interview and completing this short questionnaire. The information you have provided above is crucial to us improving the way we conduct this survey. Please return this questionnaire to the interviewer in the envelope provided. Please feel free to contact our office should you have any queries or concerns (details are on the letter that the interviewer will leave with you).

Appendix E Contact Sheet

IDENTIFIERS	Ass. No. <input style="width: 50px;" type="text"/>						(6-9)																																																											
	Address No. <input style="width: 50px;" type="text"/>						(10-11)																																																											
	Address <input style="width: 100%; height: 20px;" type="text"/>				No. of adults aged 18-75 living in household <input style="width: 50px;" type="text"/>		(212-214)																																																											
					Telephone No. <input style="width: 100%; height: 20px;" type="text"/>																																																													
INITIAL CONTACT	In the immediate vicinity, how much litter and rubbish is there? (220) Very large amount <input type="checkbox"/> Large amount <input type="checkbox"/> Small amount <input type="checkbox"/> None or almost none <input type="checkbox"/>		In the immediate vicinity, how much vandalism and graffiti is there? (235) Very large amount <input type="checkbox"/> Large amount <input type="checkbox"/> Small amount <input type="checkbox"/> None or almost none <input type="checkbox"/>		Gender of person answering door (231) Male <input type="checkbox"/> Female <input type="checkbox"/>		Age of person answering door (232-233) <input style="width: 50px; height: 20px;" type="text"/>																																																											
	HOUSEHOLD CONTACT																																																																	
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RECONTACT	Please tick box to indicate that all potential contact with this household has been exhausted and no further interviews can be achieved <input type="checkbox"/> (316)				Please tick box if you feel this address should not be contacted by another interviewer and write below the reasons why <input type="checkbox"/> (317) <input style="width: 100%; height: 40px;" type="text"/>																																																													

Appendix F Sampling Frame

A list of all electoral divisions selected for this study is shown below.

Region	County	ED name
Dublin	Dublin	BALLYMUN D
		KILMORE C
		PRIORSWOOD C
		FINGLAS SOUTH A
		BALLYMUN C
		DRUMFINN
		CABRA WEST A
		CLONDALKIN-MOORFIELD
		CLONDALKIN-DUNAWLEY
		INNS QUAY C
		USHERS C
		CRUMLIN E
		MERCHANTS QUAY A
		TALLAGHT-KILTIPPER
		TALLAGHT-SPRINGFIELD
		TALLAGHT-JOBSTOWN
		TALLAGHT-MILLBROOK
		CABRA EAST B
		CRUMLIN B
		KILMORE D
		CRUMLIN C
		GRANGE E
		INNS QUAY B
		ROYAL EXCHANGE A
		AYRFIELD
		CLONDALKIN-MONASTERY
		NORTH CITY
		FINGLAS NORTH C
		CLONDALKIN VILLAGE
		KILMORE A
		KIMMAGE D
		MERCHANTS QUAY B
		GRANGE B
		GRANGE A
		BALBRIGGAN RURAL
		DUN LAOGHAIRE-SALLYNOGGIN WEST
		DUBBER
		PALMERSTON VILLAGE
		TERENURE-CHERRYFIELD

KILMAINHAM C
TEMPLEOGUE-LIMEKILN
BLANCHARDSTOWN-BLAKESTOWN
CABRA WEST D
NORTH DOCK B
CHURCHTOWN-NUTGROVE
DUN LAOGHAIRE-SALLYNOGGIN SOUTH
SAINT KEVIN'S
SWORDS-LISSENHALL
SWORDS-FORREST
NEWCASTLE
THE WARD
LUSK
BALDOYLE
WHITEHALL D
LUCAN-ESKER
BLANCHARDSTOWN-DELWOOD
LUCAN-ST. HELENS
BALLYBRACK
WOOD QUAY B
FIRHOUSE VILLAGE
EDMONDSTOWN
BLANCHARDSTOWN-ROSELAWN
USHERS A
ASHTOWN A
DUN LAOGHAIRE-WEST CENTRAL
BALLINTEER-BROADFORD
CLONSKEAGH-WINDY ARBOUR
SWORDS-SEATOWN
BALLINTEER-LUDFORD
CHAPELIZOD
SOUTH DOCK
SHANKILL-RATHMICHAEL
MANSION HOUSE B
RATHMINES WEST D
CABINTEELY-GRANITEFIELD
RATHFARNHAM-ST. ENDA'S
CASTLEKNOCK-KNOCKMAROON
DUNDRUM-SANDYFORD
PEMBROKE WEST C
TEMPLEOGUE-CYPRESS
GLENCULLEN
RATHFARNHAM
PEMBROKE WEST A
PORTMARNOCK NORTH

		FIRHOUSE-BALLYCULLEN
		RAHENY-ST.ASSAM
		RATHFARNHAM-BALLYROAN
		STILLORGAN-KILMACUD
		MALAHIDE WEST
		DALKEY-BULLOCK
		MALAHIDE EAST
		LUCAN NORTH
		RATHMINES EAST B
		CASTLEKNOCK-PARK
		PEMBROKE EAST B
		TEMPLEOGUE-KIMMAGE MANOR
		STILLORGAN-PRIORY
		RATHFARNHAM VILLAGE
		STILLORGAN-MERVILLE
		RATHMINES EAST C
		FOXROCK-DEANSGRANGE
		STILLORGAN-DEERPARK
Rest of Leinster	Carlow	MUINEBEAG URBAN
		CARLOW RURAL
		AGHA
		RATHORNAN
	Kildare	DROICHEAD NUA URBAN
		KILDARE
		BALLYSAX WEST
		CHURCHTOWN
		MORRISTOWNBILLER
		DREHID
		LULLYMORE
		DOWNINGS
		LEIXLIP
		CELBRIDGE
		MAYNOOTH
		CLONCURRY
		NAAS URBAN
		Kilkenny
	MALLARDSTOWN	
	POLLRONE	
	THOMASTOWN	
	KILKENNY RURAL	
	BALLYCONRA	
	LISDOWNEY	
	KILFANE	
	ULLARD	
	FAMMA	

	WOOLENGRANGE
	GRANGE
	THE ROWER
Laois	PORTLAOIGHISE URBAN
	BORRIS
	PORTLAOIGHISE RURAL
	DURROW
	BALLYCARROLL
	CASTLECUFFE
	ABBEYLEIX
	O'MORESFOREST
	BALLYADAMS
	TIMOGUE
Longford	BALLYMAHON
	NEWTOWN FORBES
	KILGLASS
	CALDRAGH
Louth	DUNDALK NO. 1 URBAN
	DUNDALK RURAL*
	FAIR GATE
	CASTLETOWN*
	DUNDALK NO. 4 URBAN
	TALLANSTOWN
	CLOGHER
	COLLON
	ST. LAWRENCE GATE
	ST. PETER'S*
	DROMIN
	STABANNAN
	MONASTERBOICE
	HAGGARDSTOWN*
Meath	CARRICKLECK
	DULEEK
	ARDCATH
	NAVAN RURAL*
	JULIANSTOWN
	DONAGHMORE
	DUNBOYNE
	TRIM RURAL*
Offaly	EDENDERRY URBAN
	BANAGHER
	SHINRONE
	CLARA
	PORTARLINGTON NORTH
	TULLAMORE URBAN

		LUSMAGH
	Westmeath	ATHLONE EAST RURAL*
		MULLINGAR SOUTH URBAN
		GAYBROOK
		SONNA
	Wexford	TAGHMON
		KILSCORAN
		BALLYHACK
		TINTERN
		NEW ROSS URBAN
		WEXFORD NO. 2 URBAN
		GOREY URBAN
		ENNISCORTHY RURAL*
		BALLYCANEW
		ARDAMINE
		WEXFORD RURAL*
		RATHROE
		THE HARROW
		KILLOUGHRUM
		ARDCOLM
		INCH
		WELLS
		BARRACK VILLAGE
		DUNMAIN
		ROCHESTOWN
	KILLINICK	
	KILPATRICK	
	COURTOWN	
	Wicklow	BALTINGLASS
		OVOCA
		WICKLOW URBAN
		BLESSINGTON
		WICKLOW RURAL
		KILCOOLE
		DELGANY
		BALLINGUILE
		EADESTOWN
		LUGGLASS
		KILMACANOGE*
		BURGAGE
		LACKAN
Munster	Clare	NEWMARKET
		KILMURRY
		CREEGH
		KILRUSH URBAN

	CLENAGH
	MILLTOWN MALBAY
	COORACLARE
	SIXMILEBRIDGE
	TULLA
	CLOONCOORHA
	CARRAN
	DERREEN
	OUGHTMAMA
	CLAREABBAY*
	ENNIS RURAL*
Cork	BALLYARTHUR
	MITCHELSTOWN
	CLOGHDONNELL
	FARAHY
	MARSHALSTOWN
	FAIR HILL C
	TOGHER A
	MIDDLETON URBAN
	BLACKPOOL B
	MALLOW SOUTH URBAN
	GILLABBAY C
	GILLABBAY A
	YOUGHAL URBAN
	MAHON B
	CENTRE B
	MILFORD
	CASTLEHAVEN SOUTH
	DROMORE
	COBH RURAL
	KILMACDONOGH
	MALLOW RURAL
	MOGEELY
	MILLTOWN
	CORKBEG
	BEALANAGEARY
	BLARNEY
	CARRIGALINE
	BISHOPSTOWN*
	ST. MARY'S*
	KINSALE URBAN
	MACROOM URBAN
	MONTENOTTE B
	GLASHEEN B
	RATHCOONEY*

	MIDLETON RURAL	
	TEADIES	
	IGHTERMURRAGH	
	CARRIGALINE	
	BALLYCOTTIN	
	BALLINCOLLIG	
	INISHKENNY	
	COURTMACSHERRY	
	MURRAGH	
	GARRYVOE	
	KILMALODA EAST	
	ROSSMORE	
	CAHERLAG	
	BAWNCROSS	
	BALLYGROMAN	
	DOUGLAS	
	BALLINLOUGH A	
Kerry	COOM	
	KILLORGLIN	
	TRALEE URBAN	
	LISTOWEL URBAN	
	TRALEE RURAL*	
	KILGOBNET	
	KILLEHENNY	
	KILLARNEY RURAL*	
	LISSELTON	
	CAHER	
	CASTLEQUIN	
	DROMIN	
	VALENCIA	
	DARRYNANE	
	DOON	
	BANAWN	
	DROMORE	
	Limerick	NEWCASTLE URBAN
		ABBEYFEALE
		GLENAGOWER
EMLYGRENNAN		
KILLEELY A		
PROSPECT B		
FLEANMORE		
KILMOYLAN		
CAPPAMORE		
LIMERICK NORTH RURAL		
FARRANSHONE		

		CARRIG
		BALLYCUMMIN
		BALLYSIMON
		CLARINA
		DUNNAMAN
		BALLINACURRA A
	Tipperary	MORTLESTOWN
		GAILE
		CLONMEL WEST URBAN
		NENAGH WEST URBAN
		KILPATRICK
		KILMORE
		BALLYBACON
		TULLAGHORTON
		BALLYKISTEEN
		BALLYCLERAHAN
		BALLINA
	Waterford	MORRISSON'S ROAD
		BALLYBEG NORTH
		KINGSMEADOW
		GRANGE NORTH
		BALLYTRUCKLE
		TRAMORE
		CLONEA
		DUNGARVAN NO.2 URBAN
		BALLYDURN
		RATHGORMUCK
		FARRANSHONEEN
		KILBARRY
Ulster	Cavan	BAILIEBOROUGH
		KILLASHANDRA
		CAVAN RURAL
		BALLYHAISE
	Donegal	CARTHAGE
		CLONLEIGH SOUTH
		STRAID
		INVER
		CLONLEIGH NORTH
		BALLYSHANNON URBAN
		BUNDORAN URBAN
		CLOGHAN
		INCH ISLAND
		DUNGLOW
		ALTNAPASTE
		TULLYNAUGHT

		CARNDONAGH
		BURT
		CASTLECARY
		CARRICKBOY
		KILLYGARVAN
		LOUGHKEEL
		RATHMULLAN
		LETTERKENNY RURAL*
		EDENACARNAN*
	Monaghan	BALLYBAY RURAL
		MONAGHAN URBAN
		CARRICKMACROSS RURAL
		CASTLEBLAYNEY RURAL*
		DERRYGORRY
		ENAGH
Connacht	Galway	GORUMNA
		TUAM URBAN
		CLONBROCK
		KILTORMER
		GORT
		PORTUMNA
		KILLURE
		ST. NICHOLAS
		KILLIMOR
		TUAM RURAL
		CAPPALUSK
		KILREEKILL
		KILTARTAN
		ORANMORE
		KILCHREEST
		LACKALEA
		RAHOON
		LOUGH ATALIA
		SALTHILL
		BARNA
		CASTLEGAR
		BALLYBAAN
		MENLOUGH
		WELLPARK
	Leitrim	CARRIGALLEN WEST
		RINN
		KINLOUGH
		KESHCARRIGAN
		AGHALATEEVE
		AGHANLISH

	AGHAVOGHIL
	BALLINAMORE
Mayo	BALLYHAUNIS
	SONNAGH
	BELMULLET
	CASTLEBAR URBAN
	KILCOMMON
	BALLINAMORE
	ISLANDEADY
	BALLA
	WESTPORT URBAN
	BALLYHEAN
	ARDNAREE SOUTH RURAL*
	CLOONKEEN
Roscommon	CARROWREAGH
	AUGHRIM WEST
	BALLYFORMOYLE
	CALTRAGH
	CLOONOWN
	KILLUKIN
	TUMNA SOUTH
Sligo	DROMORE
	BALLYMOTE
	SLIGO NORTH
	BANADA
	CUILMORE
	DROMARD WEST
	SKREEN
	MULLAGHERUSE
	CASTLECONOR WEST
	KNOCKAREE
	DRUMCLIFF EAST

Appendix G Ipsos MRBI Letter of Introduction

Dear Sir/Madam,

Alcohol Study on behalf of the Health Research Board

I am writing to you to invite you to take part in a major study being conducted by Ipsos MRBI, the independent research and opinion polling company, on behalf of the Health Research Board.

The aim of this research is to gain a better understanding about the number of people who drink alcohol, how much and when they drink and what is the effect of their drinking, if any, on their family, friends and community.

Who is carrying out this research?

This important research has been commissioned by the Health Research Board, a state body that has responsibility for supporting and funding health research in Ireland. It has commissioned Ipsos MRBI to conduct over 5,000 interviews over the coming months to identify behaviour and spending on alcohol consumption amongst the Irish population.

An interviewer may call to your door in the coming weeks and will ask you and other members of your household to take part in the study. It does not matter whether or not you consume alcohol, and your participation in the research is completely voluntary. However, we would encourage you to take part as the information that you provide will be very important in shaping policies on alcohol consumption.

About this survey

- Your interviewer will ask you for your name and address, but this information will not be kept or stored with any other information you give us in this survey, and your name will not be used in any research report. **We will not store your personal details with your answers, or give information about you to anyone else for any purpose.**
- This is a genuine research project and no-one will try to sell you anything or send you any follow-up junk mail as a result of this interview.
- All our interviewers carry identity cards and local Gardaí have been informed of our presence in the area.

Any questions?

Further information about the survey is provided on the accompanying information sheet and we ask that you read this before the interviewer calls. If you do not wish to participate in this study, or have any queries in relation to it, please contact Ipsos MRBI on 01-4389000, or by email on hrb@ipsos.com.

Yours sincerely,



Kieran O'Leary
Research Director

Appendix H HRB Letter of Introduction

Dear Sir/Madam,

The Health Research Board has commissioned Ipsos MRBI to complete a national household study to gain a better understanding of about the number of people who drink alcohol, how much and what they drink and what is the effect of their drinking, if any, on their family, friends and community.

As Ireland's longest established research company, Ipsos MRBI has an excellent reputation for high quality impartial research and has conducted many similar studies over the past fifty years.

The aim of this research is to gain a better understanding about the number of people who drink alcohol, how much and when they drink and what is the effect of their drinking, if any, on their family, friends and community.

Over five thousand households were randomly selected, from An Post's list of all addresses in Ireland, to take part in the study and your household was one of those selected. I hope you will consider taking part in this important research.

I would like to assure you that the data collected will remain confidential at all times and it will not be possible to identify you or any other member of your household from the published information.

The data collection at the selected households will start in July 2013 and will finish in October 2013. Prior to the data collection exercise you will receive a letter from Ipsos MRBI providing you with more detailed information. There is no need for you to do anything at this stage.

I would like to thank you for taking the time to read this letter and ask that you consider the request to participate by Ipsos MRBI.

Yours sincerely



Dr Jean Long

Head of Unit

Appendix I Consent Form

Respondent Consent Form

What is this research about?

This research is being carried out by Ipsos MRBI on behalf of the Health Research Board. The aim of this research is to gain a better understanding about the number of people who drink alcohol, how much and when they drink and what is the effect of their drinking, if any, on their family, friends and community.

Who can take part?

As part of this research we would like to interview all members of your household aged between 18 and 75.

What will my responsibilities be if I take part?

A researcher from Ipsos MRBI will ask a series of questions about your alcohol use and attitudes towards and experience of alcohol and we ask you to answer them as accurately as possible.

What if I decide not to take part?

Your participation in the study is entirely voluntary. If you decide to take part but then change your mind you are free to withdraw at any time without having to give a reason and any information that you have given will not be used. You are also entitled to refuse to answer specific questions.

What will happen to the information I give?

Any information that you tell the interviewer will be strictly confidential. It will not be possible to identify you or any other member of your household from the published information, research data or the retained anonymised dataset.

The first results of the research will be published in 2014. In addition, the anonymised dataset (that is the dataset without the alpha-numeric identifier) will be retained for 25 years for additional public health analysis, including comparisons with future surveys. These data will not be used for commercial purposes or given to commercial entities for analysis. The Health Research Board will be the Data Controller and the body responsible for the secure holding/retention of the data.

We have provided additional detail as an appendix to your survey letter and would advise that you read it carefully.

I confirm that I have been provided with the information I need to inform my decision to take part in this research. I also confirm that I am willing for the information I provide to be analysed by Ipsos MRBI and the Health Research Board.

Signed by respondent _____

For interviewer use:

Assignment number				
Address number				
Person ID				

Appendix J Information Sheet

Household Study On Behalf Of The Health Research Board

You are invited to take part in this research study. Before you decide it is important for you to understand why this research is being done and what it will involve. We would like you to read this information sheet carefully before you take part in the study.

How was my household selected?

In order to ensure the research covers a representative spread of the population, over 400 electoral areas in Ireland were selected. The selected areas are located in every county around the country and include both urban and rural areas. Your household was randomly selected from all the addresses in the Republic of Ireland. As part of the research we would like to interview all members of your household aged between 18 and 75.

What is this research about?

This research is being carried out by Ipsos MRBI on behalf of the Health Research Board. The aim of this research is to gain a better understanding about the number of people who drink alcohol, how much and when they drink and what is the effect of their drinking, if any, on their family, friends and community. This will identify gaps in policy and services for alcohol users or others affected by alcohol use.

What if I don't drink alcohol?

In order to get a full understanding of the Irish population we need to interview both drinkers and non-drinkers, so we would encourage you to take part in the research regardless of the amount of alcohol you drink.

What will my responsibilities be if I take part?

A researcher from Ipsos MRBI will ask a series of questions about your alcohol use and attitudes towards and experience of alcohol and we ask you to answer them as accurately as possible. The interview should take no longer than 20 minutes.

What if I decide not to take part?

Your participation in the study is entirely voluntary. If you decide to take part but then change your mind you are free to withdraw at any time without having to give a reason and any information that you have given will not be used. You are also entitled to refuse to answer specific questions.

What will happen to the information I give?

Any information that you tell the interviewer will be strictly confidential. The survey data will be encrypted, both when stored on the laptop and transmitted back to Ipsos MRBI. The confidential information you provide will not be disclosed to anyone outside the research team. The research team includes Ipsos MRBI and the Health Research Board.

The research data will remain confidential at all times and it will not be possible to identify you or any other member of your household from the published information or the retained anonymised dataset. The alpha-numeric link between your questionnaire and the household information sheet will be deleted once the data collection supervisor has reviewed and verified the data.

A supervisor in Ipsos MRBI may contact you to check that the interviewer called and to verify the answers to a small number of the questions. The household information sheet will also be destroyed once the data are reviewed and validated.

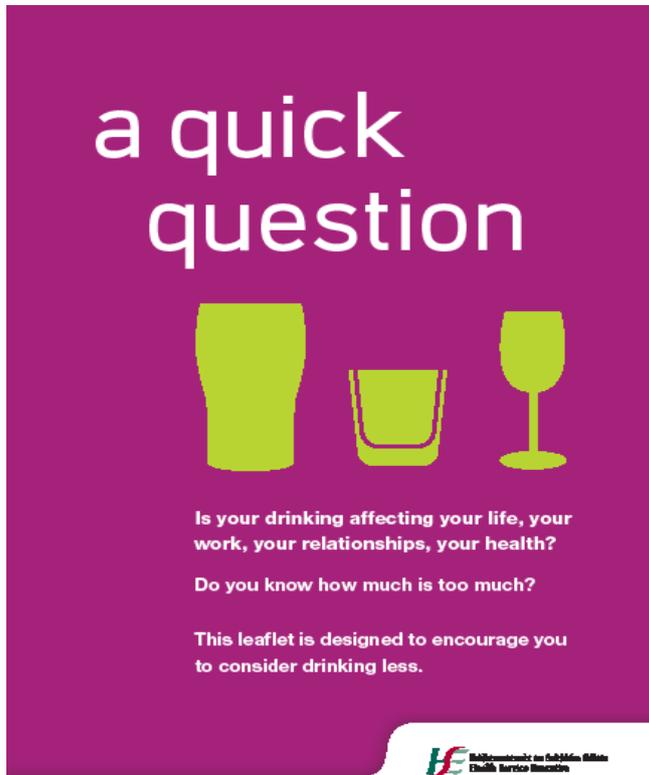
The first results of the research will be published in 2014. In addition, the anonymised dataset (that is the dataset without the alpha-numeric identifier) will be retained for 25 years for additional public health analysis, including comparisons with future surveys. These data will not be used for commercial purposes or given to commercial entities for analysis. The Health Research Board will be the Data Controller and the body responsible for the secure holding/retention of the data.

If I have any questions or problems, who can I call?

If you have any questions or problems regarding this research you can contact Ipsos MRBI on (01) 4389000 or by email at hrb@ipsos.com.

It is important to note that whilst Ipsos MRBI interviewers are experienced data collectors and have received specific training relating to this project, they are not experts on alcohol and will not be able to provide individual advice on the topic. If you have any questions with respect to alcohol consumption, please contact your GP, call the HSE infoline on 1850 24 1850 or visit www.drugs.ie.

Appendix K HSE Leaflet



Did you know: 1 standard drink contains 10g of pure alcohol



...and some drinks are more than one standard drink



ARE YOU AT RISK FROM DRINKING ALCOHOL?

Risk	Men	Women	Common effects
Low risk	17 standard drinks or fewer per week with two alcohol-free days	11 standard drinks or fewer per week with two alcohol-free days	<ul style="list-style-type: none"> Increased relaxation Sociability
Increased risk	18 to 40 standard drinks per week	12 to 28 standard drinks per week	<ul style="list-style-type: none"> Less energy Depression/stress Insomnia Impotence Risk of injury High blood pressure
High risk	41 or more standard drinks per week	29 or more standard drinks per week	All of the above and... <ul style="list-style-type: none"> Memory loss Risk of liver disease Risk of cancer Risk of alcohol dependence

How many standard drinks do you drink in a week?

For drinking to be considered "low-risk", the HSE advises:

11 Adult women should drink less than 11 standard drinks per week

17 Adult men should drink less than 17 standard drinks per week

How do you feel?
Your screening score suggests you appear to be drinking at a rate that increases your risk of harm and you might be at risk of problems in the future. What do you think?

The benefits of cutting down:

<p>Physical</p> <ul style="list-style-type: none"> Reduced risk of injury Reduced risk of high blood pressure. Reduced risk of cancer Reduced risks of liver disease Reduced risks of brain damage Sleep better More energy Lose weight No hangovers Improved memory Better physical shape 	<p>Psychological/Social/Financial</p> <ul style="list-style-type: none"> Improved mood Improved relationships Reduced risk of drink driving Save money <p>Improved mood due to</p> <ul style="list-style-type: none"> Less stress Clearer thinking Better judgement Meeting more of my own personal standards
--	---

Party Safely

We all make mistakes and do things we regret from time to time. It is important to learn from these mistakes and start afresh. Try to take control of the situation the next time by following some safety measures:

- Be aware of the risks of getting drunk; hangover, injury, embarrassment and unsafe sex;
- Try not to drink when you're feeling angry, sad or confused, as it's more likely to make matters worse;
- If you are trying to cut down, avoid social situations where drinking is the main focus of the evening, or choose soft drinks.

Plan your Evening

- Decide your limit and stick to it. If you usually drink until the money runs out, take less cash and leave the credit cards at home.
- List your trigger situations and work out how to handle them.
- Go out later so you start drinking later.
- If you drink at home, control the measures (use smaller glasses or a spirit measure).
- Make arrangements to get home safely with friends or pre-book a taxi.
- Pace yourself, eat before you drink to slow down the rate your body absorbs the alcohol in your drink and switch between non alcoholic and alcoholic drinks.
- Avoid situations that are likely to get you drunk fast such as rounds, drinking games, or mixing drinks of different strengths.
- Avoid sexual situations that you may regret later. If you do have sex, use a condom.
- Don't drive, swim or use machinery after drinking.
- Mixing alcohol with medicine or drugs is very dangerous. The effects of each mix are unpredictable and could lead to overdose.

If you have any concerns having read this leaflet contact your local HSE Drugs and Alcohol Service. Look at www.hse.ie, call the HSE infoline on 1850 24 1850 or log onto www.drugs.ie

