

Children, Young People and Alcohol Segmentation Report

**A research report for COI and Department
for Children, Schools and Families**

Provided by: GfK NOP Social Research

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1 Introduction

1.1 Background

Alcohol misuse is a serious issue amongst children and young people and something that the Government is committed to reducing. In June 2008, the Government published a Youth Alcohol Action Plan, and the main aims of this plan were to:

- Establish a national consensus on young people and drinking;
- Create a new offence of persistent possession of alcohol in a public place by a young person (under 18);
- Work with the Chief Medical Officer to develop a set of guidelines regarding young people and alcohol;
- Develop a communications campaign for parents and young people;
- Work with the alcohol industry to continue to reduce underage sales;
- Reduce the level of alcohol consumption by those young people who do drink.

In order to assist and inform this plan, DCSF commissioned a large scale research study of parents and young people, to investigate attitudes and behaviours to do with alcohol. The specific research objectives were:

1. To validate understanding around young people/parents and alcohol;
2. To understand the relationship between attitudes and motivations and associated alcohol consumption behaviour for both children/young people and parents/ carers;
3. Provide baseline data for KPIs in terms of attitudes and behaviour for future tracking during the lifetime of the programme;
4. To understand whether and how the attitudes and behaviours of children and young people and parents/carers are related within the same household.

The full findings of the research can be found in the Children, Young People & Alcohol report which is aimed to provide baseline data for the KPIs, as well as describe each question in detail and to highlight any differences by key demographic group.

This research report focuses on research objectives 1 and 2: to validate current understanding around young people/parents and alcohol; and to understand the relationship between attitudes and motivations and their associated alcohol consumption behaviour.

The scoping study which fed into this research suggested that parents and young people may be segmented into a number of groups based on their attitudes and behaviours. Segmenting target audiences is a very practical approach to understanding key differences between groups, and also appreciating how services and communications can be targeted more efficiently to reach these groups.

The scoping study identified a number of potential groups which had been segmented on the following two key axes:

- Perceptions of risk, and the extent to which the P&C or CYP feels that the risk from drinking is real and relevant to them
- Whether they have a strategy in place to deal with alcohol (for P&C) or whether they have the confidence to deal with alcohol (CYP)

The aim of this research study was to segment parents and young people, and the resulting segments were used to plan and monitor communication campaigns and to evaluate and refine KPIs.

1.2 Technical details of the research

The survey was conducted in England only amongst young people in school years 6-13 and their parents. The sample was drawn using random location sampling methods: following stratification by Government Office Region and IMD, parliamentary constituencies were selected, from which output areas were drawn. In total, 289 sampling points were selected and each sampling point consisted of 3 adjacent output areas.

Linked interviews for parents/carers and children and young people were conducted face to face, in home, using Computer Assisted Personal Interviewing (CAPI). Parental interviews were conducted first, followed by the children/young person interviews. Interviewers were asked to try to ensure that there was some privacy for both parts of the interview to ensure that respondents felt able to answer as honestly as possible.

Quotas were set in each of the selected sampling points. Parent/carer quotas were set on age and gender of the child/young person and a minimum quota was set to ensure we achieved a minimum of 600 interviews with fathers/male carers, and a representative number of working parents. Children and young people quotas were set on age and gender interlocked.

A total of 2,017 45 minute interviews were conducted with parents/carers and 2,017 30 minute interviews were conducted amongst children and young people between 12th August and 13th September 2009.

The data were weighted at the analysis stage to ensure the samples were representative of the English populations in question: children aged 9-17 years, and parent or carers of children aged 9-17. Final weights were applied for region, gender and school year of child, gender and working status of parent, and social grade of household.

1.3 Notes on reading this report

The following points explain the way in which the results have been commented upon in this report.

- Where the term “parent” is used, this refers to the parent or carer of the child. “mother” refers to female parents or carers and “father” refers to male parents or carers, regardless of their biological relationship with the child;
- Where the term “child” is used, this refers to the child of the relevant parent;
- Within the children/young people’s data, “child/children” and “young person/young people” are used to refer to the sample of young people in Years 6-13 interviewed;
- All data (other than the base figures) are weighted;
- All of the differences which have been commented upon within this report are statistically significant;
- The significance tests which have been used are two-tailed and are based on a 95% confidence interval. This means that we are 95% certain of detecting a difference where one exists in the population;
- In this report we have not commented on findings based on sub-groups of less than 50 as we feel these data are not sufficiently reliable;
- Throughout this report “**” indicates a proportion of less than 0.5% but greater than 0. ‘-’ indicates a 0 proportion.

2 Segmentation: Parents/Carers

There are seven parent and carer segments, developed using cluster analysis based on seven key dimensions and a number of key behaviours. The key behaviours were:

- Age parent/carer had their first alcoholic drink
- Whether parent has spoken to child about drinking alcohol

The key dimensions were:

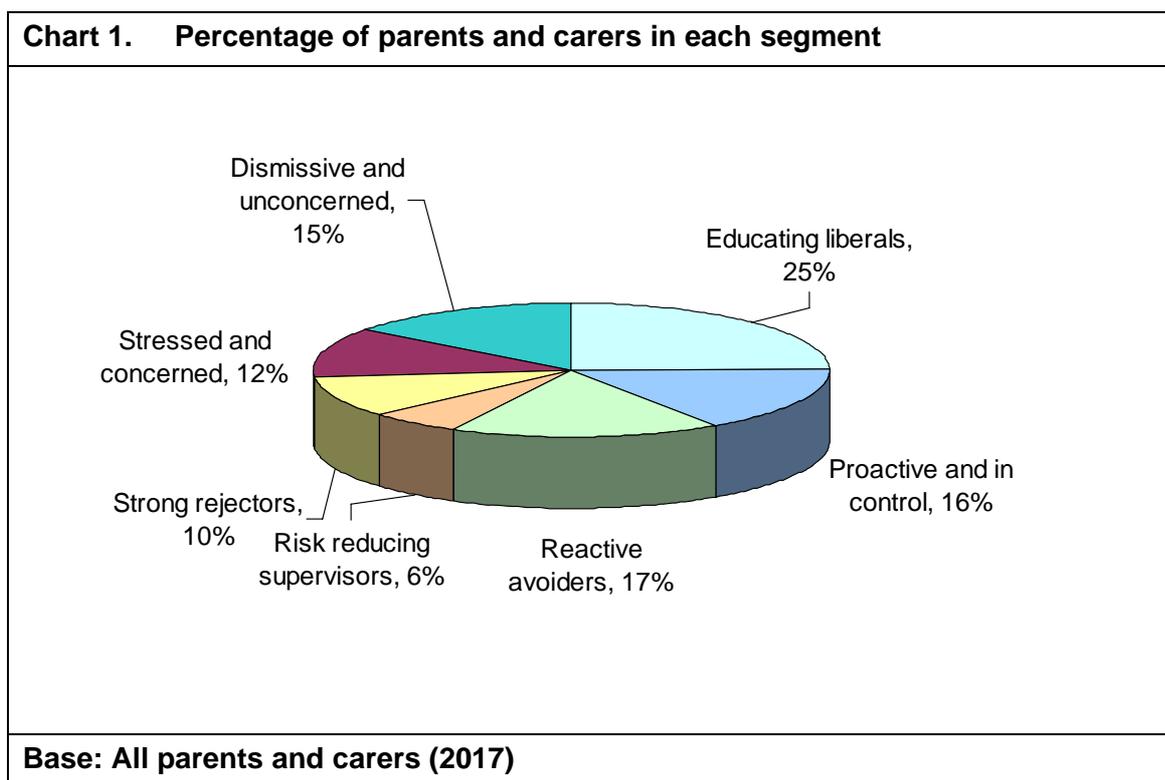
- Low spontaneity
- Not feeling stressed/ no low self esteem
- Alcohol risks not exaggerated
- Alcohol makes young vulnerable
- Positive communication
- Under-age drinking is bad
- Other

Each of these dimensions comprised one or more variables from the survey as described in Table 1.

Spontaneity	Disagree: I like taking risks
	Disagree: I often do things on the spur of the moment
Not feeling stressed/ no low self esteem	Disagree: I feel under stress all of the time
	Agree: In general I feel very positive about myself
Alcohol risks not exaggerated	Disagree: People in England today tend to drink alcohol sensibly
	Disagree: Alcohol isn't as bad for you as some people say it is
	Disagree: The Government really talks down to me when telling me about the risks of drinking alcohol
Alcohol makes young vulnerable	Agree: Alcohol makes young people more vulnerable to risk or harm
Positive communication	Comfortable: How comfortable would you personally feel talking with your child about the risks of drinking alcohol?
	Confident: Confidence that child will have a safe and sensible relationship with alcohol
	Agree: It's up to me to set my child a good example through my own drinking
	Agree: I like to talk about or discuss difficult topics like drinking alcohol with my child before it becomes an issue
Under-age drinking is bad	Agree: It is never right for someone aged under 18 to drink alcohol. By that I mean a whole drink and not just having a sip
	Agree: I think it's safer to just say not to my child drinking any alcohol until they are 18
	Disagree: I think it's safer to introduce my child to alcohol gradually, like they do in Europe.

Table 1. Key dimensions and variables in the adult segmentation	
Other	Disagree: The best way of learning your limits is through experience
	Disagree: The worst you can suffer from drinking too much is being sick or a hangover
	Disagree: I think discussing issues such as drinking alcohol with child would just put ideas in their head
	Disagree: Discussing other issues like drugs and sex with my child is more important than discussing alcohol

The proportion of parents falling into each of the seven resulting segments is shown in Chart 1.



Each of the seven segments is described in more detail in the remainder of this chapter. The segments are ordered based on the average age of their children (from youngest to oldest).

For each segment, we have indicated what their percentage represents in terms of actual population numbers, which we calculated using a combination of the latest ONS estimates for the number of households with children aged 10 to 17 as well as an estimate of the proportion of households who are single parents (therefore equating to around 6.8 million parents/carers of children aged 10 to 17).

2.1 Proactive and in Control

The Proactive and in Control segment makes up 16% of the total parent sample, which equates to just under 1.1 million parents in England.

Pen Portrait

The Proactive and in Control tend to hold the most negative attitudes towards alcohol and youth drinking: they are the least likely to subscribe to the Continental model of introducing their child to alcohol gradually: instead thinking it's safer to say no until their child is 18.

They tend to live in households with rules and routine, but are no more likely than other parents to have set their child rules about alcohol: perhaps because their children tend to be younger than average. They are, however, the most likely to feel that it is important to speak with their child about alcohol before it becomes an issue.

The Proactive & in Control have the highest penetration of ethnic minorities, and in particular Muslim parents. They are the most likely of all parent segments to be teetotal and they have the lowest levels of alcohol consumption.

2.1.1 Characteristics

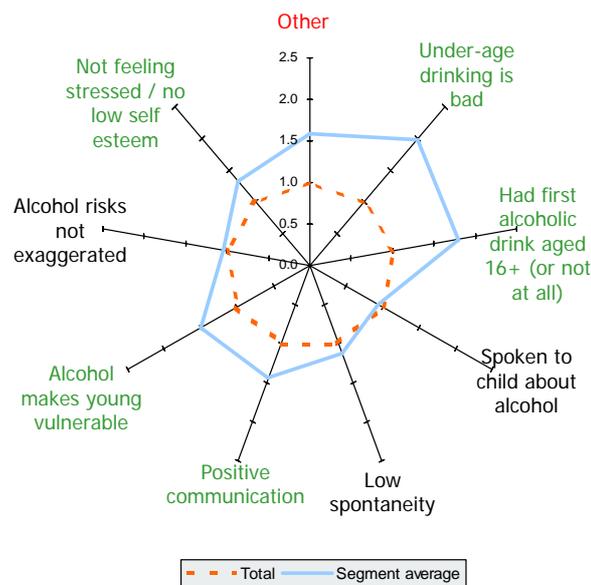
Chart 2 shows that members of the Proactive and in Control segment have a conservative attitude to alcohol and youth drinking, as they are by far the most likely of all segments to agree that underage drinking is bad and that alcohol makes young people vulnerable.

They themselves were the latest to start drinking alcohol, with 94% saying they had their first alcoholic drink after the age of 16 OR they have never had an alcoholic drink at all.

Although they are the segment most likely to score highly on positive communication, they are actually no more likely than average to have spoken with their children about alcohol.

Proactive and in Control have fairly low levels of stress and high levels of self esteem.

Chart 2. Key Inputs – Proactive and in Control



Base: All Parents (2017), All Proactive and in Control (314)

2.1.2 Attitudes to alcohol

Conservative

The Proactive and in Control are by far the most likely to condemn underage drinking: they are the most likely to agree that it is never right for someone aged under 18 to drink alcohol (83%, compared with 43% on average) and they are the least likely to think that the best way to learn one's limits is through experience (34%, compared with 54% on average). It is therefore not a surprise that they are the least likely segment to subscribe to the Continental model of introducing children to alcohol gradually (42%, compared with 72% on average). They believe instead that it is safer not to allow their children to drink at all until they are 18 (8%, compared with 38% on average).

Dangers associated with drinking

Proactive and in Control are well aware of the risks associated with drinking. They are more likely than average to agree that there are more bad things than good things about young people drinking alcohol (87%, compared with 74% on average) and are also less likely than average to agree that the worst that one can suffer from drinking too much is being sick or a hangover (8%, compared with 14% on average). However, they are no less likely than average to think that:

- People in England drink alcohol sensibly (6%, compared with 8% on average)
- Alcohol is not as bad for you as some people say it is (11%, 14% on average)

Talking with their child about alcohol

Almost all of the Proactive and in Control say they feel comfortable talking with their children about the risks associated with drinking alcohol, and 90% feel very comfortable, compared with 83% on average. However, they are no more likely than average to have spoken with their child about the risks of drinking at an earlier age, as 45% (41% on average) first spoke to their child about drinking alcohol when they were 11 years or younger. This is largely due to the fact that the Proactive and in Control tend to have younger than average children (61% are in school years 6-9, compared with 48% on average).

The main reason given for having the conversation with their child was because of something they saw on television or in the media (28%, compared with 19% on average). The second reason is because they thought it was the right time (20%, 27% on average). Interestingly, a significant minority explained that they did not have the conversation with their children because they (the parents) are non drinkers (8%, 3% on average).

When conversations about alcohol occur, they are more likely to be limited to the parents telling their children that they should not/are not allowed to drink (46%, compared with 25% on average). They are also more likely to be about cultural and religious aspects (18%, compared with 12% on average), reflecting the fact that they are more likely than average to be from an ethnic minority.

Proactive and in Control are less likely than other segments to have talked about a wide range of alcohol-related topics with their children:

- Drinking in moderation (36%, compared with 60% on average)
- Drinking behaviour of the adults in the household (24%, compared with 33% on average)
- Why adults like to drink alcohol (22%, compared with 33% on average)
- How alcohol makes you feel (33%, compared with 42% average)
- Different types of alcohol and strengths (26%, compared with 44% average)

When asked about what sources they would suggest their children should use if they want information about alcohol, the Proactive and in Control are less likely than average to say that

they would want their children to talk to their friends about it (2%, 6% average), or talk to another family member outside of the household (14%, 20% average) but they are more likely than average to recommend a GP/Doctor (46%, 40% average) and most likely to suggest a telephone helpline (14%, 10% average).

'Zero tolerance'

The Proactive and in Control parents are more likely than average to live in a household with rules and routine that are stuck to (40%, compared with 27%). They are also more likely to have set strict rules about alcohol; the main one being that their child is not allowed to drink alcohol at all (57%, compared with 32% on average). As a result, they are much less likely than average to say their child is:

- Allowed to drink alcohol on special occasions, like family parties (13%, compared with average of 29%)
- Allowed to drink alcohol with a meal, at a restaurant, at home (5%, compared with average of 14%)
- Allowed to drink alcohol with adult supervision (6%, compared with average of 17%)

Because Proactive and in Control parents tend not to allow alcohol at all, they are less likely to have set specific rules about what their child can or cannot drink:

- Rules about what alcohol they are allowed to drink (3% compared with average of 11%)
- Rules about how much alcohol they are allowed to drink (3% compared with average of 15%)

2.1.3 Drinking behaviour

The Proactive and in Control are amongst the most likely to be teetotal (54%, compared with 32% on average) and, when they drink, tend to be the lightest drinkers of all of the parent segments. The average number of units drunk per week amongst those who do drink was 3.8, compared with 8.9 amongst parents as a whole and they are the most likely to classify themselves as very light or occasional drinkers (73%, compared with 54% on average).

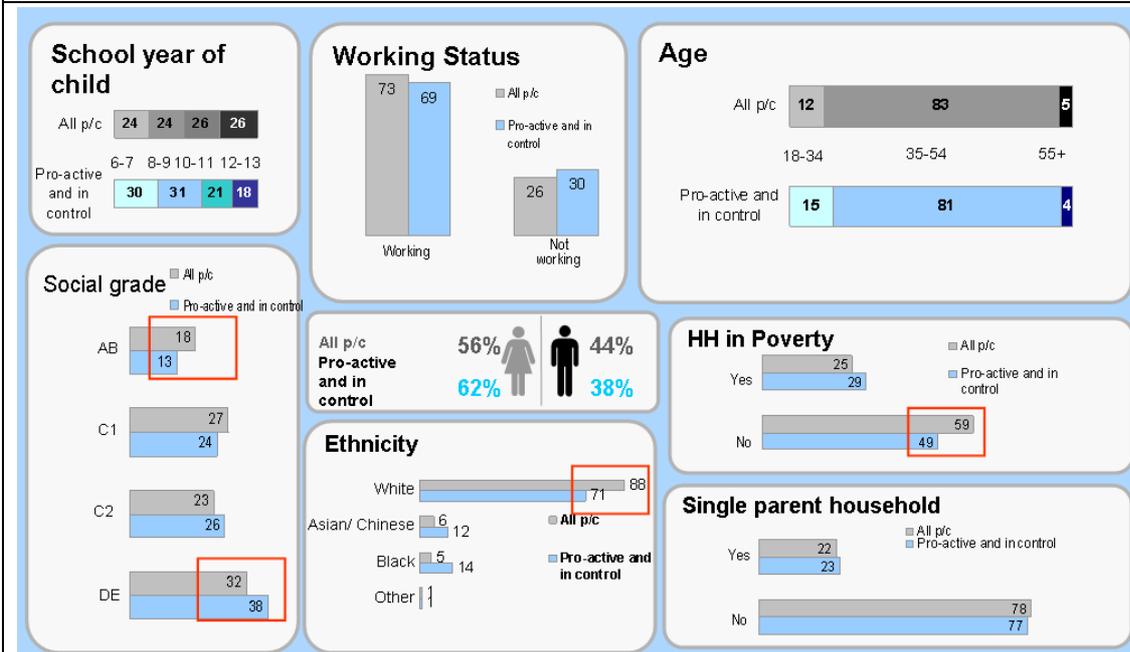
The children of Proactive and in Control are much less likely than others to say that they have ever had an alcoholic drink (26%, compared with 49% on average). Again, this is likely to be due to the fact that they are younger.

2.1.4 Demographic profile

Proactive and in Control are the segment most likely to be coming from an ethnic minority background (28%, compared with 12% on average). They are more likely to say that they are Catholic (15%, compared with 11% on average) or Muslim (12%, compared with 5% on average). They are more likely to come from C2DE households (64%, compared with 55% on average), and reflecting this are slightly more likely to live in poverty. Finally, they are also more likely to live in London (23%, compared with 14% on average).

The children of Proactive and in Control tend to be younger than average (61% are in school years 6-9, compared with 48% on average). They are least likely to have tried alcohol and, like their parents, they tend to hold the most negative views of alcohol. They are more likely to be part of the Not on the Radar (29%, 19% average) or Resilient Rejectors segments (22%, 14% average).

Chart 3. Demographic Profile – Proactive and in Control



Base: All Parents (2017), Proactive and in Control (314)

2.2 Reactive Avoiders

The Reactive Avoider segment makes up 17% of the total parent sample, which equates to just over 1.1 million parents in England.

Pen Portrait

The Reactive Avoiders are the least likely to have spoken with their child about alcohol: perhaps because they are the least likely to feel comfortable doing so, and are less likely to say that they like to talk about difficult topics before they become an issue. They are also less likely to say that they have thought about what they would do if their child is not sensible with alcohol.

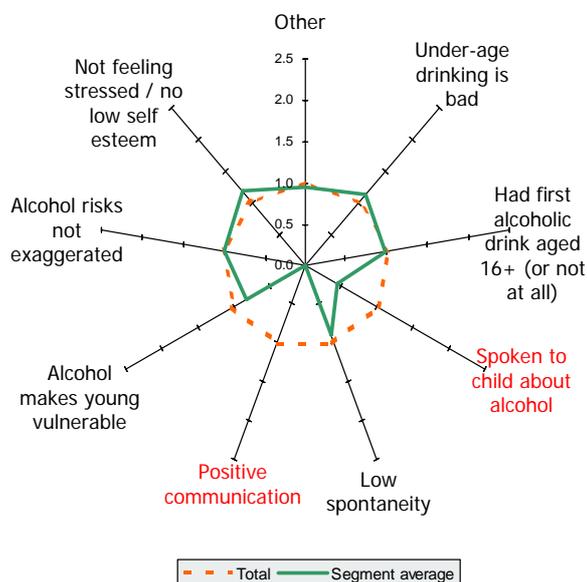
Their children are slightly younger than average, and are therefore less likely to have drunk alcohol, though more likely than average to have drunk and been drunk without their parents knowing.

The Reactive Avoiders' demographic profile is similar to the average, though they have a higher than average penetration of fathers.

2.2.1 Characteristics

Reactive Avoiders are by far the least likely to have spoken to their children about alcohol: around two thirds (68%) reported to have never spoken about it compared with an average of 30% amongst other parents. They are also the segment least likely to score highly for positive communication. These are the key determinants of segment membership as the Reactive Avoiders are very similar to the average on all other measures.

Chart 4. Key Inputs – Reactive Avoiders



Base: All Parents (2017), All Reactive Avoiders (334)

2.2.2 Attitudes to alcohol

Middle-of-the-road

The Reactive Avoiders' views on alcohol tend to be fairly similar to average. For instance, they are no more or less likely than average to agree that underage drinking is bad or that too many

people aged under 18 in England drink alcohol, or that it is safer not to allow their children to drink alcohol until they are 18 (38%, compared to 38% average).

Dangers associated with drinking

Reactive Avoiders appear to be aware of the risks associated with drinking but no more or less than other parents.

For instance, they are no more or less likely than average to think that:

- People in England drink alcohol sensibly (8% compared to 8% average)
- Alcohol is not as bad for you as some people say it is (10% compared to 14% average)
- The worst that one can suffer from drinking too much is being sick or a hangover (13% compared to 14% average)

Talking with their child about alcohol

This is the area where Reactive Avoiders differ most from other parents.

They do not tend to be as comfortable talking with their children about the risks associated with drinking alcohol: only 60% said they would be “very comfortable” against an average of 83%.

They are also the least likely to agree that they like to talk about difficult topics before they become an issue (61% compared with 90% on average).

As a result, a much higher proportion of parents in this segment have never spoken with their child about alcohol (58% compared with 23% on average). And those who have are much less likely than average to have done it when their children were very young: only 26% compared with 54% on average first spoke to their child about drinking alcohol when they were 12 years or younger.

The main two reasons given for not having spoken to their child about alcohol are no different from those given by most other parents, with the top two mentions being:

- The subject has not come up yet (50% compared to 48% average)
- The child is too young (31% compared to 28% average)

When conversations happen, they tend to be in reaction to external stimuli/events rather than proactive: this segment is indeed more likely than average to say that their conversations are prompted by their child drinking more than they should (8% compared with 5% on average), or because the child asked.

Conversations also tend to cover fewer subjects than those of other parents, and they are much less likely to mention the risks of drinking alcohol (38% compared with 61% on average).

Reactive Avoiders are less likely than average to have established a set of rules for their child about alcohol: 31% say they have no rules related to alcohol (compared with an average of 16%). Perhaps as a result of this and being less likely to have spoken about alcohol, they are less likely than other parents to feel confident that the things they have done will help their child have a safe and sensible relationship with alcohol (73% compared with 89% on average).

2.2.3 Drinking behaviour

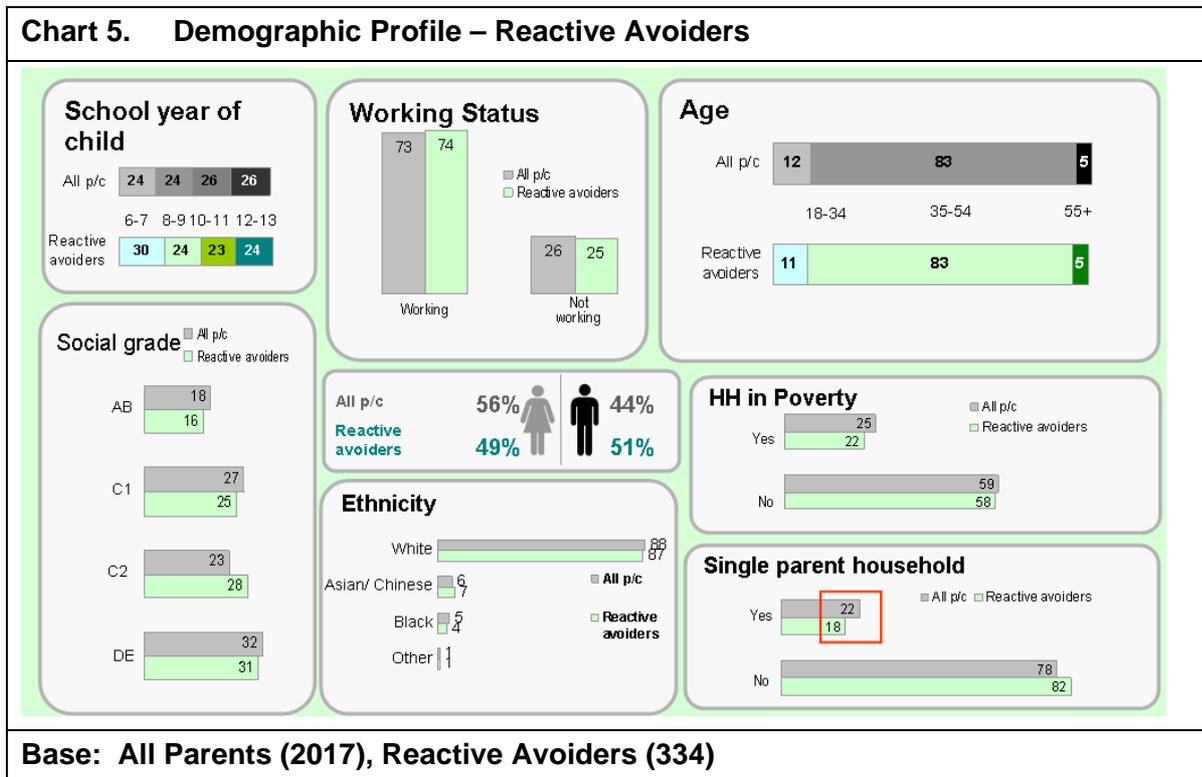
Just under a third of Reactive Avoiders are teetotal, which is around average levels. Alcohol consumption is marginally higher than average amongst Reactive Avoiders. The average number of units drunk per week amongst those who do drink was 10.3 amongst this segment, compared with 8.9 amongst parents as a whole. They are more likely than average to classify themselves as moderate drinkers (24%, compared with 16% on average).

Reactive Avoiders are also the most likely to smoke, and to have taken any illegal drugs in the past 12 months. Interestingly, they are the least likely to think that they should set a good example through their own drinking behaviour.

Perhaps because they are a little younger than average, the children of Reactive Avoiders are more likely than any other segments to have never thought about alcohol at all (30%, compared with 21% on average) and they are also less likely to have ever drunk alcohol (41% compared with 49% on average).

2.2.4 Demographic profile

Reactive Avoiders are a little more likely than average to come from the C2 social grade (28%, compared with average of 23%) and they are more likely to be fathers than mothers (51% compared with 44%) but otherwise their demographic profile is similar to the average.



The children of Reactive Avoiders tend to be slightly younger than average (30% are in school years 6-7 compared with 24% on average). Younger children are more likely to come from the 'Not on the Radar' or 'Resilient Rejectors' segments, and older children to come from the 'Uninformed Drinkers' segment.

2.3 Stressed and Concerned

The Stressed and Concerned segment makes up 12% of the total parent sample, which equates to just over 800,000 parents in England.

Pen Portrait

All of the people in the Stressed and Concerned segment report feeling stressed at some level and very few feel positive about themselves.

They tend to hold positive views about alcohol, and in particular they feel negatively towards messages about alcohol. They are also less likely than average to agree that it's never right for young people to drink alcohol.

This segment tends to have the highest levels of alcohol consumption. They have a fairly mid-market profile.

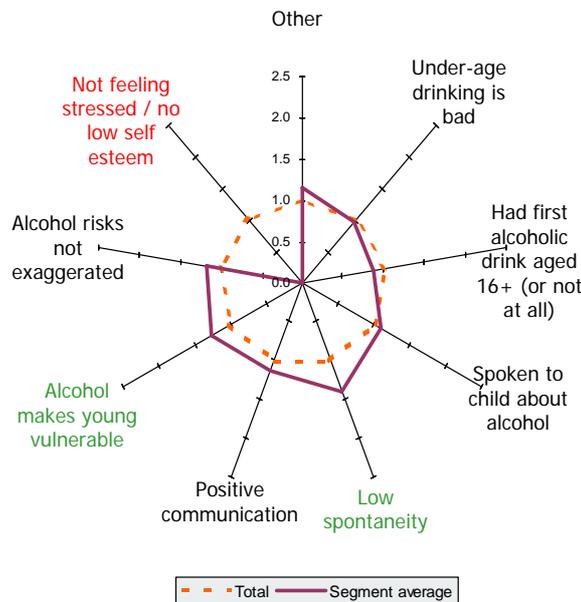
Their children are more likely than average to have drunk alcohol or been drunk, and tend to drink fairly heavily and get drunk more frequently. They are more likely than others to get alcohol from their parents and drink at home.

2.3.1 Characteristics

This segment is characterised by very low levels of self confidence: all of the people in this group report feeling stressed at some level and very few feel positive about themselves:

- They are more likely than average to feel dissatisfied with all aspects of their life including their home, health and the area in which they live
- They are most likely to agree that there is little they can do to change their life (17% compared with 29% on average).

Chart 6. Key Inputs – Stressed and Concerned



Base: All Parents (2017), All Stressed and Concerned (250)

They are also the least spontaneous segment and they do not like doing things on the spur of the moment or taking risks.

Although they are the segment second most likely to think that alcohol can make young people vulnerable, they are no more likely than average to think that under age drinking is bad. They are slightly more likely to think that the risks of drinking are not exaggerated.

2.3.2 Attitudes to alcohol

Middle-of-the-road

The Stressed and Concerned segment differs very little from the average in terms of their views on alcohol. They are no more or less likely than average to say that underage drinking is bad or that it is never right for someone who is less than 18 to drink alcohol (45% compared to 43% average). They are also as likely as the rest of the parents to subscribe to the Continental model of introducing children to alcohol gradually (75%, compared to 72% average).

However, the Stressed and Concerned are more likely than average to be realistic about the risks associated with drinking (second most likely segment after the Educating Liberals), being all more likely than average to agree that:

- People in England drink alcohol sensibly (2% compared with 8% on average)
- Alcohol is not as bad for you as some people say it is (7% compared with 14% on average)
- The worst that one can suffer from drinking too much is being sick or a hangover (8% compared with 14% on average)

In addition, they are more likely than average to think that drinking alcohol makes young people more vulnerable to risk or harm (99% compared with 94% on average).

Talking with their child about alcohol

As noted earlier, this segment is characterised by very high levels of stress and low levels of self-confidence. They also feel less positive about parenting, and are the most likely to agree that they find being a parent frustrating (most of the time: 17% agreed compared with 6% on average).

Despite their low levels of self-confidence though, the Stressed & Concerned parents are a little more likely than average to have discussed the risks of drinking with their child (77% compared with 70% on average), perhaps reflecting the fact that their child is older.

Those who have spoken with their child tend to be reactive as they are more likely than average to say that they have done so because they saw someone drinking/drank and/or with a hangover or because their child drank more than they should (Child drank too much: 10% compared with 5% on average).

Amongst those who have not spoken with their child, they are the most likely to say that they have not done so because their child would not listen to them (8% compared with 2% on average).

When asked about where they would suggest their child goes if they want information about alcohol, Stressed and Concerned parents are the most likely segment to say that they would suggest a GP/doctor (48%, 39% average), a counsellor (13%, 9% average) or a social worker (7%, 4% on average).

Some rules

The Stressed and Concerned parents are as likely as other segments to have set rules about their child drinking alcohol and are as likely to have said that their child cannot drink (31% compared to 32% average). However, they are amongst the most likely to have thought in advance about what they would do if their child started drinking alcohol and was not sensible about it (22% compared with 17% on average).

2.3.3 Drinking behaviour

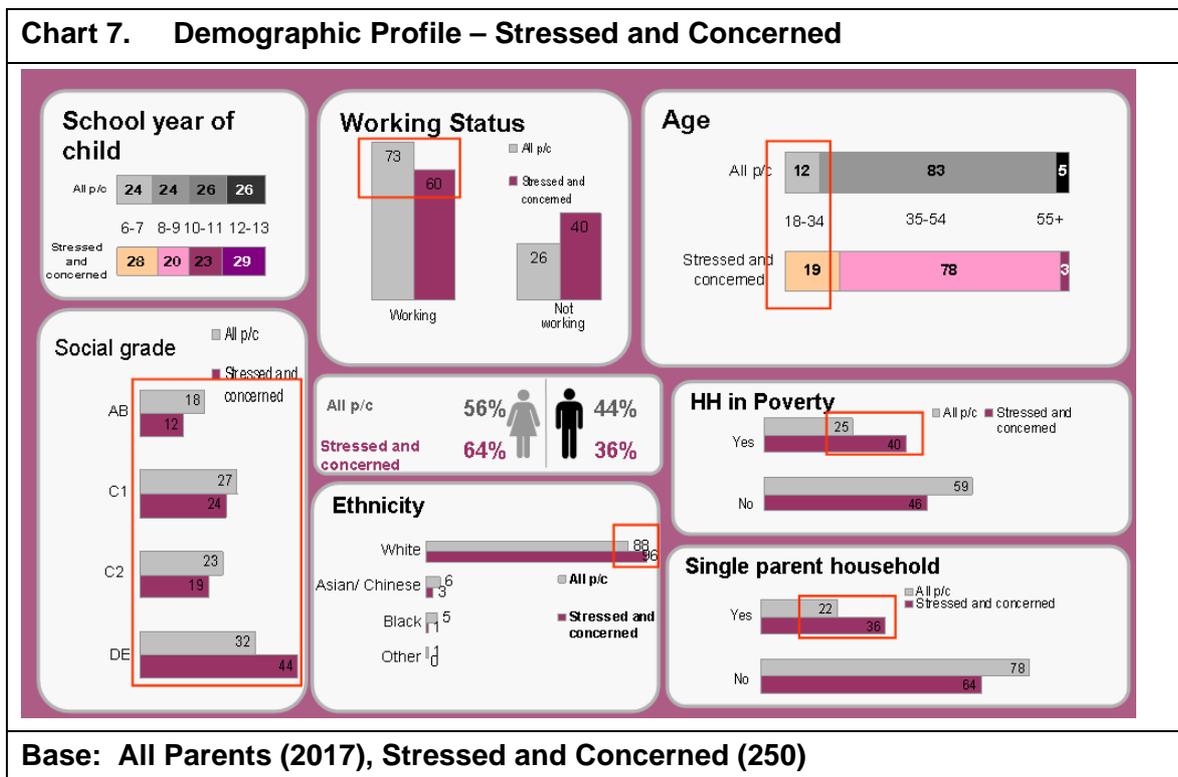
The Stressed and Concerned are slightly more likely than average to be teetotal (37% compared with 32% on average) and those who drink tend to be light drinkers. The average number of units drunk per week amongst those who drink was 7.1, compared with 8.9 amongst parents as a whole. They are more likely than average to classify themselves as very light or occasional drinkers (66%, compared with 54% on average).

The proportion of children of Stressed and Concerned who have ever drunk alcohol tends to be around average (54%, compared to 51% average), as is the proportion of parents who know about it (42% compared to 40% average). However, those who drink tend to drink more heavily than average and drink spirits or liqueur (mean of 7.42 glasses of spirits or liqueur in the past 7 days compared with average mean of 3.93 amongst those who have had an alcoholic drink in the past 7 days).

Those children who have been drunk are less likely than average to say that their parent has ever seen them drunk (50%, compared with 38% on average).

2.3.4 Demographic profile

The Stressed & Concerned have a very low penetration of ethnic minorities (4% compared with 12% on average). They are more likely than average to live in poor households (40% compared with 25% on average), and to be single parents (36% compared with 12% on average). They are more likely than average to be mothers (64% compared with 56% on average). Finally, they tend to be younger than average (16 to 34: 19% compared with 12% on average) and are more likely not to be working (40% compared with 26% on average).



The children of Stressed and Concerned tend to over-index on two opposite ends of the spectrum: the older children are more likely to be Risk Taking Rebels, and the younger children to be Resilient Rejectors.

2.4 Dismissive and Unconcerned

The Dismissive and Unconcerned segment makes up 15% of the total parent sample, which equates to just over 1 million parents in England.

Pen Portrait

The Dismissive and Unconcerned tend to hold positive views about alcohol, and in particular they feel negatively towards messages about alcohol. They are also less likely than average to agree that it's never right for young people to drink alcohol.

This segment tends to have the highest levels of alcohol consumption. They have a fairly mid-market profile.

Their children are more likely than average to have drunk alcohol or been drunk, and tend to drink fairly heavily and get drunk more frequently. They are more likely than others to get alcohol from their parents and drink at home.

2.4.1 Characteristics

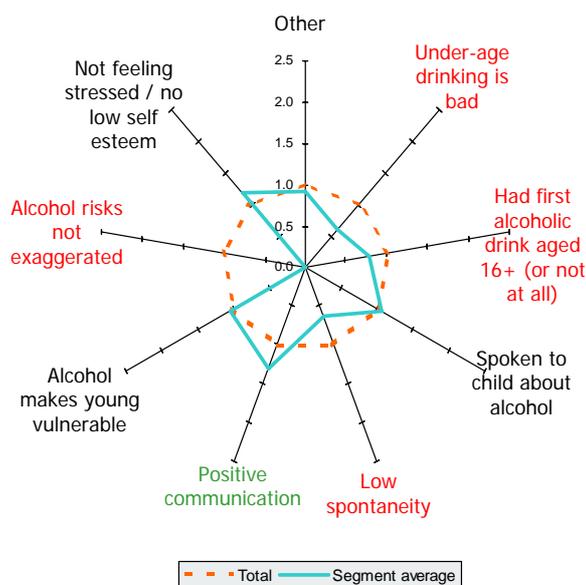
This group has amongst the most positive attitudes towards alcohol: they are the group most likely to think that the risks of young people drinking alcohol are exaggerated and one of the least likely to think that underage drinking is bad. They are however no less likely to think that alcohol makes young people vulnerable.

They are also the most spontaneous group and enjoy taking risks and doing things on the spur of the moment.

While this segment feels confident speaking with their child about alcohol and the risks of drinking, they are no more likely than average to have done so.

They tend to have started drinking earlier in life, with three fifths having had their first alcoholic drink before they were 16.

Chart 8. Key Inputs – Dismissive and Unconcerned



Base: All Parents (2017), All Dismissive and Unconcerned (292)

2.4.2 Attitudes to alcohol

Pro- alcohol views

The Dismissive and Unconcerned tend to hold the most pro-alcohol views: They are more likely than average to agree that the best way to learn is through experience (72% compared with 54% on average) and that it is safer to introduce children to alcohol gradually (90% compared with 72% on average). In addition, they are amongst the least likely segment to agree that it is never right for children under 18 to drink alcohol.

Dangers associated with drinking

Of all of the segments, they are the least likely to feel there are risks associated with drinking. They are the **most** likely to think that:

- People in England drink alcohol sensibly (23%, compared with 8% on average).
- Alcohol is not as bad for you as some people say it is (46%, compared with 14% on average).
- The good things about young people drinking are about the same as the bad things (29% compared with 19% on average).

It is worth noting though that they are no less likely than average to agree that alcohol makes young people vulnerable.

The Dismissive and Unconcerned feel very negative towards communications about the risks of drinking alcohol and they are the most likely to think that the government talks down to them when telling them about the risks of drinking alcohol (73% compared with 34% on average).

Talking with their child about alcohol

While Dismissive and Unconcerned claim to feel comfortable talking with their children about the risks associated with drinking alcohol (91% feel very comfortable, compared with 83% on average), they are no more likely than average to have spoken with their child about the risks of drinking (74% compared to 70% average). This may not be surprising given their liberal views about drinking.

Conversations about alcohol tend to cover a wide range of topics but, overall, Dismissive and Unconcerned are more likely than average to talk to their children about not drinking too much (69% compared with 60% on average). This is the most talked about topic for this segment.

When it comes to additional sources for the child to seek information about alcohol, Dismissive and Unconcerned parents tend to encourage informal talks within the family rather than with external sources:

- 91% say that they would suggest their child speaks to them compared with 84% on average
- Spouse/partner (41% compared with 35% on average)
- Other family inside the household (21% compared with 17% on average)
- Other family outside the household (25% compared with 20% on average)

Some rules

Dismissive and Unconcerned are less likely to have set the rule that their child is not allowed to drink alcohol at all (21%, compared with 32% on average) but they do not differ much from the average when it comes to specific rules about what their child can or cannot do.

2.4.3 Drinking behaviour

This segment started drinking earlier than other parents as 60% had their first alcoholic drink before they were 16 compared with an average of 48% and they tend to have the highest levels

of alcohol consumption (13.4 units compared with 8.9 units on average) and the lowest proportion of teetotals (16% compared with 32%).

However, they are no more likely than average to say that they get drunk or that their child frequently sees them drunk.

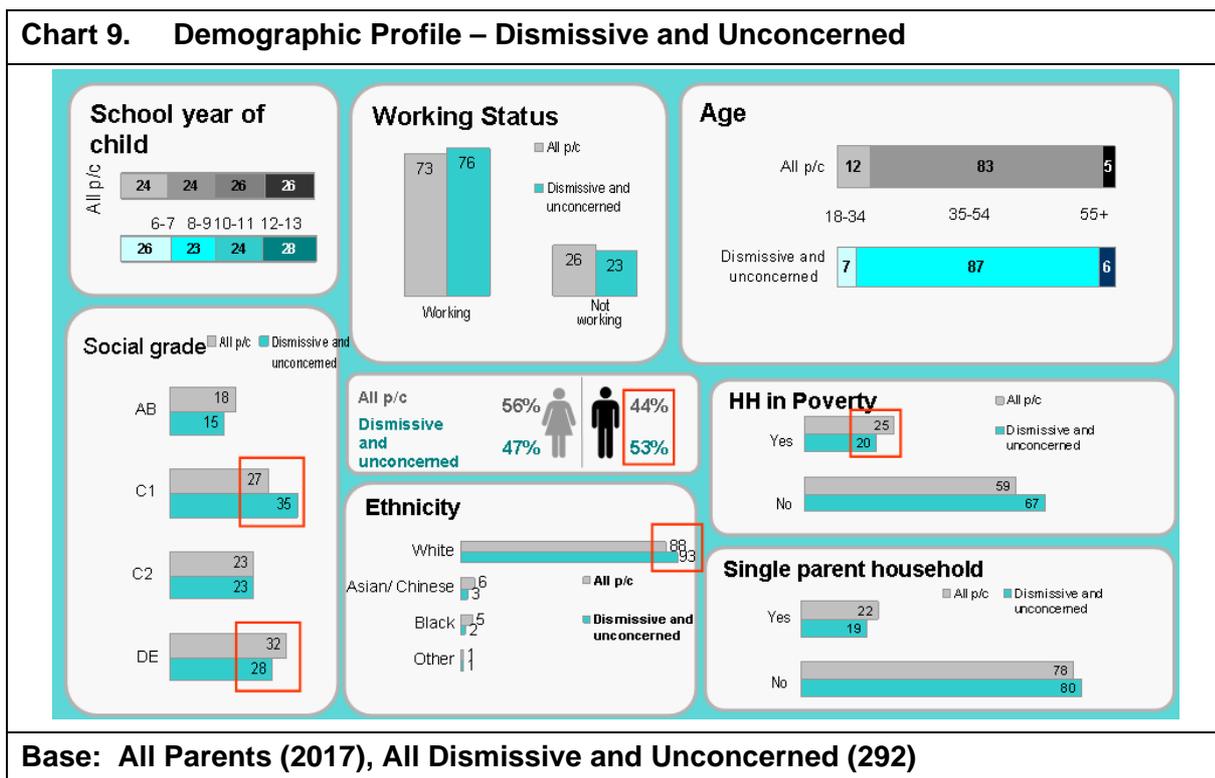
Their children are more likely than average to:

- Have ever drunk alcohol (56% compared with 49% on average)
- Have been drunk (29% compared with 24% on average)
- Get drunk more frequently (“I get drunk most of the times that I drink alcohol” amongst people who have ever been drunk: 23% compared with 16% on average)

They are also more likely than average to get alcohol from their parents (64% compared with 53%), and, finally, they are most likely to drink at home (69% compared with 62% on average).

2.4.4 Demographic profile

This segment is more likely to be white (93% compared with 88% on average) and older (only 7% are aged 16-34 compared with 12% on average). People from this segment are also more likely to come from the C1 social grade (37% compared with 25% on average) and less likely to be living in poverty (20% compared with 25% on average). Finally, they are by far the segment most likely to be living in rural areas (12% compared with 7% on average).



The children of Dismissive and Unconcerned tend to be of average age. They are more likely than average to come from the Risk Taking Rebel segment (25% compared with 19% on average).

2.5 Strong Rejectors

The Strong Rejectors make up 10% of the total parent sample, or just under 680,000 parents in England.

Pen Portrait

The Strong Rejectors hold similarly negative views of alcohol to the Proactive & in Control. However, they are less likely than the Proactive & in Control to have spoken with their child about alcohol, or to feel confident in doing so. Strong Rejectors are the most likely (by a long way) to think that discussing issues like drinking would just put ideas into their child's head.

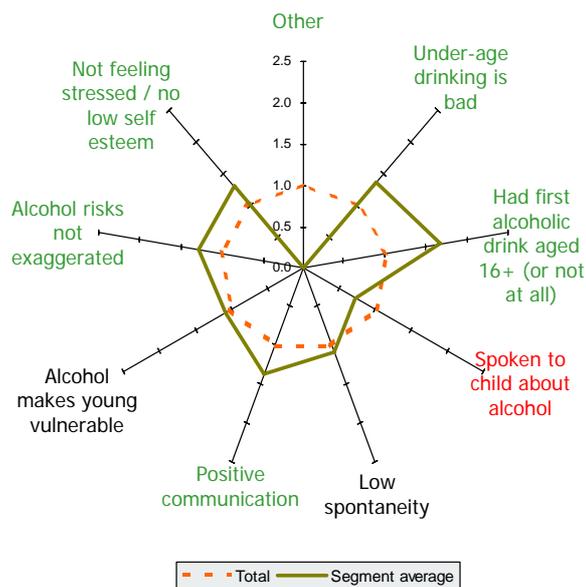
Like the Proactive & in Control, Strong Rejectors are also more likely to come from ethnic minorities: Strong Rejectors are the most likely to come from poor households and poor areas.

While their children are less likely than average to have ever had an alcoholic drink, they are the most likely to have concealed their drinking from their parents.

2.5.1 Characteristics

This group is the second most likely to feel that under age drinking is bad and that the risks of drinking alcohol are not exaggerated.

Chart 10. Key Inputs – Strong Rejectors



Base: All Parents (2017), All Strong Rejectors (206)

While they have a positive attitude towards communication, they feel less comfortable talking about the risks of drinking alcohol with their child. As a result, they are one of the groups least likely to have spoken to their child about alcohol (which is really where they differ from the Proactive and in Control segment), and they are the most likely to think that discussing issues like alcohol is likely to put ideas in their heads. They are actually the most likely to say that discussing other issues such as drugs and sex are more important than talking about alcohol.

They are one of the most confident groups and report very low levels of stress high levels of self esteem. Three quarters of this group have never had an alcoholic drink.

2.5.2 Attitudes to alcohol

Conservative attitudes to alcohol

Strong Rejectors are the second most likely segment (behind the Proactive and in Control) to condemn underage drinking: they are amongst the most likely to agree that too many young people in England drink alcohol (95%, compared with 90% on average) and that it is never acceptable for someone aged under 18 to drink alcohol (71%, compared with 43% on average).

It is therefore somewhat expected that they are less likely than average to subscribe to the Continental model of introducing children to alcohol gradually (53%, compared with 72% on average). Instead, they feel that it is safer not to allow their children to drink until they are 18 (63%, compared with 38% on average).

The Strong Rejector segment is fairly realistic about the risks associated with drinking. They are less likely than average to agree that alcohol is not as bad for you as some people say it is (7% compared with 14% on average). Most of them also agree that alcohol makes young people vulnerable (99% compared with 94% on average). It is worth noting though that their views on alcohol are not as negative as those of the Proactive and in Control segment. For instance, Strong Rejectors are more likely (than the Proactive and in Control) to think that people in England tend to drink alcohol sensibly (10% compared with 2%).

Talking with their child about alcohol

The main difference between Strong Rejectors and Proactive & in Control though lies in the fact that Strong Rejectors are less likely to have spoken with their child about alcohol: 48% have not spoken to their child compared with only 2% of the Proactive & in Control (and 30% on average). In particular, the Strong Rejectors are by far the most likely to agree that discussing the issue with their child would just put ideas into their head (72% compared with 15% on average).

It is therefore not surprising that they tend to be less likely than average to have spoken with their child about the risks of drinking at an earlier age: only 37% (54% on average) first spoke to their child about drinking alcohol when they were 12 years or younger.

This segment is also the most likely to say that they have not discussed alcohol with their child for religious reasons (11% compared with 6% on average), though the main reasons for not discussing it are because it has not come up or because the child is too young (35% compared with 30% on average).

When asked about what sources they would suggest their children should use if they want information about alcohol, Strong Rejectors tend to be less likely to suggest sources, and this is true pretty much across the whole range of sources available:

- They are the least likely to agree that they would talk to their child themselves (72% compared with 83% on average)
- They are the least likely to agree that they would suggest official websites (24% compared with 36% on average)

'Just say no'

Strong Rejectors are more likely to live in a household with rules and routine (37%, compared with 27%). In terms of rules about alcohol, the Strong Rejectors are the most likely to have the rule that their child is not allowed to drink alcohol at all (50%, compared with 32% on average), which is why they are less likely to have rules related to alcohol consumption (as alcohol is simply not allowed):

- Rules about what alcohol they are allowed to drink (2% compared with average of 11%)
- Rules about how much alcohol they are allowed to drink (6% compared with average of 15%)

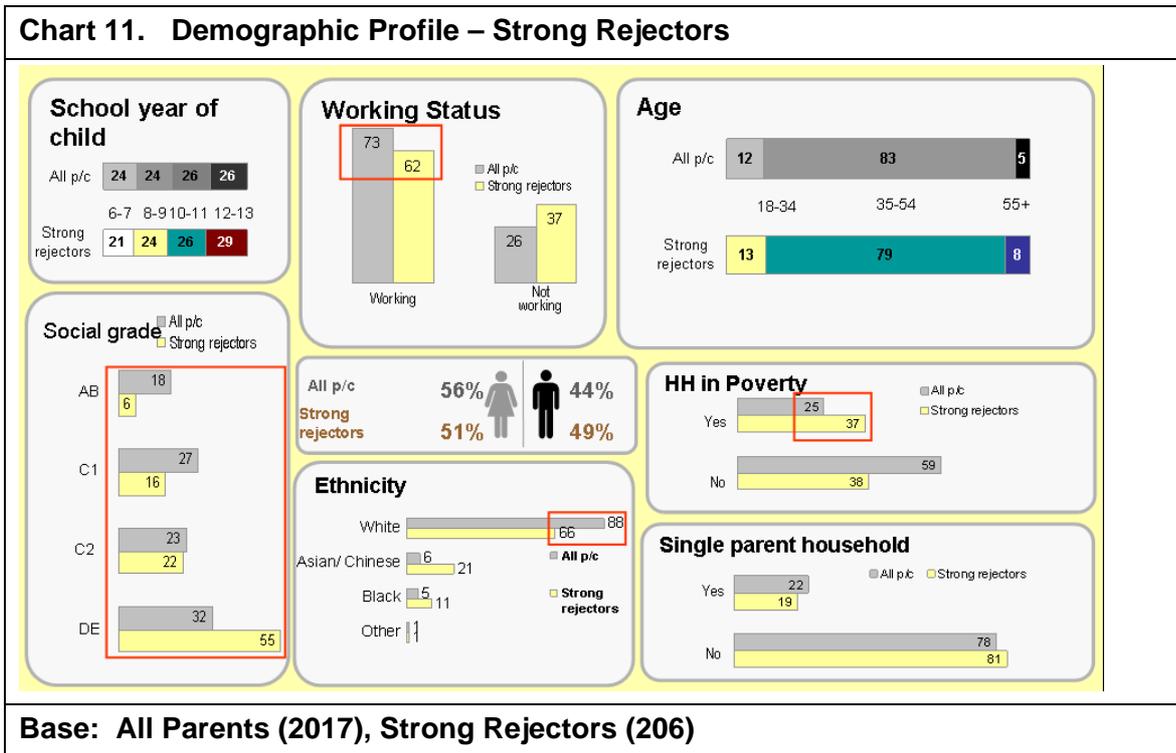
2.5.3 Drinking behaviour

Alcohol consumption amongst members of this segment is low. They are also the most likely to be teetotal (56%, compared with 32% on average) and those who drink tend to classify themselves as very light or occasional drinkers (63%, compared with 54% on average). The average number of units drunk per week amongst those who do drink was 5.4 amongst this segment, compared with 8.9 amongst other parents.

The children of Strong Rejectors are less likely than average to have ever had an alcoholic drink (39%, compared with 49% on average) or have been drunk (17%, compared with 24% on average). Those who have tried alcohol, though, are the most likely to conceal it from their parents (29% know about it, compared with 40% on average). Children who drink are also more likely to get alcohol from older friends (39%, compared with 28% on average) or other family members but not parents (21%, compared with 15% on average). Finally, the children of Strong Rejectors are by far the most likely to drink in parks or other public places (25%, compared with 13% on average).

2.5.4 Demographic profile

This segment is characterised by a high penetration of ethnic minorities (33% compared with 12% on average) and Muslim parents (16% compared with 5% on average). The Strong Rejectors are also the most likely to come from DE households (55% compared with 32% on average), they are amongst the least likely to be working (37% compared with 26% on average), and amongst the most likely to come from poor households and poor areas (37% compared with 25% on average). They are also the most likely to live in London (25% compared with 14% on average).



The children of Strong Rejectors tend to be of average age, and are more likely than average to come from the Not on the Radar (26% compared with 19% on average) or Estranged & Inconsistent (13% compared with 8% on average) segments. As discussed earlier, these children are more likely than average to have been told not to drink at all, and – even where conversations have taken place – are less likely to have been told about the risks of underage drinking.

2.6 Risk Reducing Supervisors

The Risk Reducing Supervisors segment makes up 6% of the total parent sample, which equates to just over 400,000 parents in England. This is the smallest segment.

Pen Portrait

While on the face of it the Risk Reducing Supervisors appear to hold fairly positive attitudes to underage drinking, this appears to be because these parents feel they have close control over their child’s drinking and by doing so can reduce the risks to their child. They are the segment joint most likely to have spoken with their child about alcohol, and are more likely than average to have set their child rules about drinking. Their children appear to drink in more controlled circumstances (e.g. at home, drinking alcohol given to them by their parents), though they are the most likely to have been drunk.

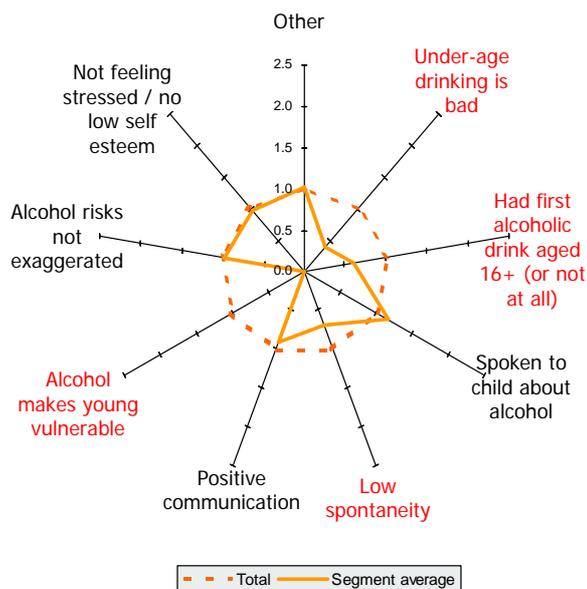
The Risk Reducing Supervisors are more upmarket than average, and more likely than average to be fathers.

2.6.1 Characteristics

Risk Reducing Supervisors tend to hold positive views about alcohol: they are the least likely of all segments to perceive underage drinking as bad and no one in this segment thinks that alcohol makes young people vulnerable. However, it appears that these differences are mainly because they feel they are controlling their child’s drinking rather than because they are encouraging it and they are more likely than average to have spoken to their child about the risks of drinking alcohol. They are no more likely than average to think the risks of drinking alcohol are exaggerated.

They are one of the most spontaneous group and enjoy taking risks and doing things on the spur of the moment. They are also the segment second most likely to have started drinking earlier in life: seven in ten had their first alcoholic drink before the age of 16.

Chart 12. Key Inputs – Risk Reducing Supervisors



Base: All Parents (2017), All Risk Reducing Supervisors (113)

2.6.2 Attitudes to alcohol

Positive views

The Risk Reducing Supervisors appear to be very relaxed about underage drinking. Only one in ten believes that it is never right for someone aged under 18 to drink alcohol and only two thirds agree that too many people aged under 18 in England drink alcohol (compared with 90% on average). It is therefore not surprising that this group is amongst the most likely to subscribe to the continental approach to introduce children to alcohol gradually (90% compared with 72% on average). We shall see later on though that this liberal attitude stems from the fact that parents from this segment tend to feel that they have a close control over their child's drinking.

Dangers associated with drinking

The Risk Reducing Supervisors not only have more liberal attitudes than average to their child drinking, they are also less likely to be worried about the risks associated with drinking:

- They are more likely than average to think that alcohol is not as bad for you as some people say it is (23%, 14% on average).
- They are the most likely to agree that the good things and bad things about young people drinking alcohol are the same (79%, compared with 74% on average).
- In addition, no one in this segment thinks that drinking alcohol makes young people vulnerable to risk or harm (compared with 47% on average).

Talking with their child about alcohol

All Risk Reducing Supervisors say they feel comfortable talking with their children about the risks associated with drinking alcohol and they are also amongst the most likely (with the Educating Liberals) to have spoken to their child about alcohol (82%, compared with 70% on average). They tend to be proactive about it –they are the second most likely segment to say that the conversation came about because they thought it was the right time (34%, compared with 27% on average) and they tend to speak to their child at a relatively young age (9 years old or younger: 28% compared with 22% on average).

Conversations about alcohol tend to cover a wide range of topics but, overall, the Risk Reducing Supervisors are more likely than average to talk to their children about not drinking too much (75% compared with 60% on average). This is by far the most talked about topic amongst this segment.

When asked about where they would suggest their child goes if they want information about alcohol, the Risk Reducing Supervisors are the least likely to say that they would suggest a GP/Doctor (26%, 40% average) and more likely to suggest an official website (44%, 37% average).

Supervised moderate drinking

Although the Risk Reducing Supervisors are the least likely to say that their child is not allowed to drink alcohol at all (10%, compared with 32% on average), they tend to have established a strict set of rules for their child in terms of what they can or cannot do when it comes to alcohol:

- Allowed to drink alcohol on special occasions, like family parties (40% compared with 29% on average)
- Allowed to drink alcohol with a meal, at a restaurant, at home (27% compared with 14% on average)
- Allowed to drink alcohol with adult supervision (28% compared with 18% on average)
- Rules about what alcohol they are allowed to drink (20% compared with 11% on average)

- Rules about how much alcohol they are allowed to drink (28% compared with 15% on average)
- Don't mind if child starts drinking alcohol as long as it's not too much (63% compared with 36% on average)

2.6.3 Drinking behaviour

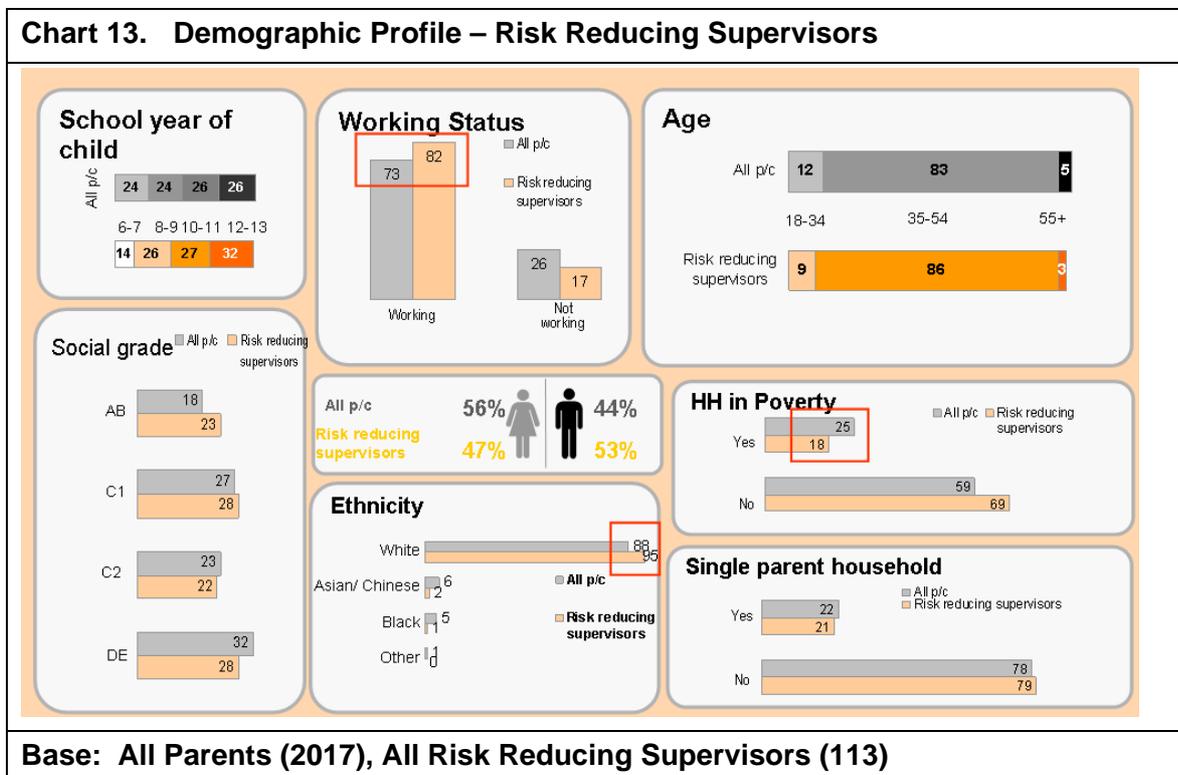
Risk Reducing Supervisors are more likely than average to have had their first alcoholic drink at an earlier age: 69% had their first drink when they were aged less than 16 compared with 48% on average. They are the heaviest drinkers: the average number of units drunk per week amongst those who do drink was 13.5, compared with 8.9 amongst parents as a whole. They are amongst the least likely to be teetotal (19%, compared with 32% on average).

Unsurprisingly, the children of Risk Reducing Supervisors are the most likely to have ever had an alcoholic drink (65%, compared with 49% on average) and their parents are the most likely to know that their children have drunk alcohol (59% compared with 40% on average).

The children of Risk Reducing Supervisors are also more likely than average to say that they drink at home (70% compared with 62% on average) and that they get their alcohol from their parents (69% compared with 53% on average).

2.6.4 Demographic profile

Risk Reducing Supervisors are more likely than average to be fathers (53% compared with 44% on average), and to be working (82% compared with 73% on average). They are slightly more likely to come from AB households (23% compared with 18% on average), and are less likely to live in poor households or poor areas (18% compared with 25% on average). There is a low proportion of ethnic minorities in this segment (5% compared with 12% on average).



The children of Risk Reducing Supervisors tend to be older than average (32% are in school years 12-13, compared with 26% on average). Despite their parents' perception that they are

providing information and discussing the issues with their child, it is somewhat surprising to note that their children are no more likely to be Informed Experimenters but instead are more likely than average to come from the Uninformed Drinkers' segment (19%, compared with 11% average).

2.7 Educating Liberals

The Educating Liberals segment makes up 25% of the total parent sample, which equates to around 1.7 million parents in England. This is the single largest segment group.

Pen Portrait

The Educating Liberals tend to have liberal attitudes to alcohol and to young people drinking alcohol: especially when their child is at home and supervised. They are proactive in speaking with their child about alcohol at an early age, and have discussed the risks with their child.

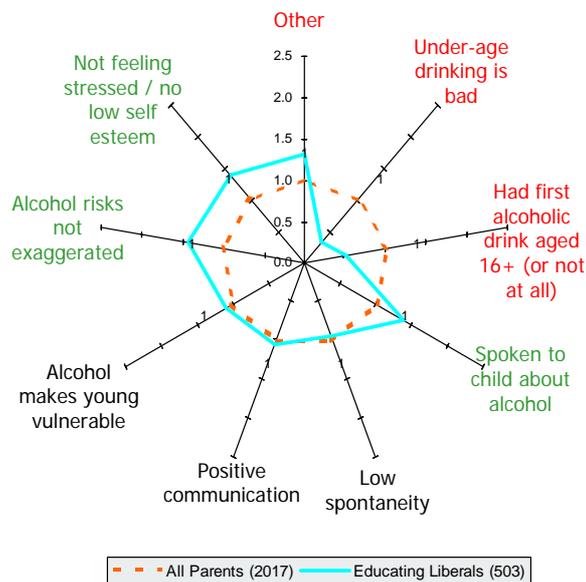
Their children are more likely than average to have drunk alcohol, which may reflect the fact that they tend to be older, and while they are also more likely than average to have been drunk, this happens less frequently than for other segments.

2.7.1 Characteristics

Chart 14 shows how Educating Liberals responded on the key inputs to the segmentation.

Educating Liberals are characterised by a liberal attitude to alcohol, as they are less likely than average to agree that underage drinking is bad. However, they are realistic about the dangers of youth drinking, as they are the least likely to agree that the risks of drinking are exaggerated. They score around average in recognising that young people who drink alcohol are more likely to be hurt or harmed. They score around average in recognising that young people who drink alcohol are more likely to be hurt or harmed.

Chart 14. Key Inputs – Educating Liberals



Base: All Parents (2017), All Educating Liberals (503)

Educating Liberals are the segment most likely to have spoken with their children about alcohol, and they score about average on 'positive communication' (e.g. feeling comfortable talking with their child about alcohol, and setting their child a good example through their own drinking). This segment is, however, the most likely to have started drinking young themselves, with three quarters (73%) having had an alcoholic drink before the age of 16.

The Educating Liberals are the least likely segment to report feeling stressed or have low self esteem.

2.7.2 Attitudes to alcohol

Liberal views

Educating Liberals tend to have a fairly liberal attitude to alcohol in that they are the least likely to condemn underage drinking: only a fifth (21%) agree that it is never right for someone aged under 18 to drink alcohol, compared with 43% of parents on average. They are also amongst the most likely to subscribe to the Continental model of introducing children to alcohol gradually, with 88% agreeing that this is a safer way to introduce their child to alcohol, compared with 70% on average.

This segment also tends to think that it is acceptable for children to start drinking at an earlier age, especially at family parties: the average age at which they think it is acceptable for a child to start drinking in these circumstances is just over 15, compared with over 16 on average. They are, however, not significantly more likely to think it is acceptable for a child to start drinking younger without adult supervision.

Dangers associated with drinking

While they tend to have more liberal attitudes to their child drinking, Educating Liberals are well aware of the risks associated with drinking. Of all of the segments, they are indeed the **least** likely to think that:

- People in England drink alcohol sensibly (2%, compared with 8% on average)
- Alcohol is not as bad for you as some people say it is (5%, 14% on average)
- The worst that one can suffer from drinking too much is being sick or a hangover (2%, 14% on average)

While this segment is no more likely than average to agree that drinking alcohol makes young people more vulnerable to risk or harm (47% strongly agreed, same as average), they are more likely than average to agree that there are more bad things than good things about young people drinking alcohol (79%, compared with 74% on average).

Talking with their child about alcohol

All Educating Liberals claim to feel comfortable talking with their children about the risks associated with drinking alcohol, and 91% feel very comfortable, compared with 83% on average. Educating Liberals tend to have spoken with their child about the risks of drinking at an earlier age, as 58% (41% on average) first spoke to their child about drinking alcohol when they were 11 years or younger.

Educating Liberals are amongst the most likely to say that they had the conversation with their child because they thought it was about the right time (33%, compared with 20% on average), or because the child saw someone drinking at home (21%, 14% on average).

Conversations tended to cover a wide range of topics, including the risks to the child's safety and health of drinking alcohol. Educating Liberals are more likely than other segments to have discussed most subjects with their child, but in particular:

- Risks to their child's health of drinking (69%, compared with 44% on average)
- Risks to their child's safety of drinking (66%, compared with 40% on average)
- Risk of getting involved in violence or crime as a result of drinking (58%, 37% average)
- Different types of alcohol and strengths (62%, 32% average)

When asked about where they would suggest their child goes if they want information about alcohol, the Educating Liberals are more likely than average to say that they would speak to their children themselves (91%, 84% average), or suggest an official website (47%, 37% average).

Supervised moderate drinking

Although open-minded about alcohol consumption, Educated Liberals are still more likely than other parents to have set rules for their child about drinking, and to have set more rules than other parents. In addition, while Educating Liberals are less likely to have set the rule that their child is not allowed to drink alcohol at all (21%, compared with 33% on average), they are more likely to set specific rules about what their child can or cannot do:

- Allowed to drink alcohol on special occasions, like family parties (47% compared with average of 29%)
- Allowed to drink alcohol with a meal, at a restaurant, at home (24% compared with average of 14%)
- Allowed to drink alcohol with adult supervision (28% compared with average of 17%)
- Not allowed to drink alcohol outside of the house (20% compared with average of 13%)
- Don't mind if child starts drinking alcohol as long as it's not too much (49% compared with average of 36%)

2.7.3 Drinking behaviour

The Educating Liberals tend to be heavier drinkers than average: they are less likely to be teetotal (18%, compared with 32% on average), and the average number of units drunk per week amongst those who do drink was 9.4 amongst Educating Liberals, compared with 8.9 amongst parents as a whole. However, despite this, they were no less likely than other parents to classify themselves as very light or light drinkers (78%, compared with 76% on average).

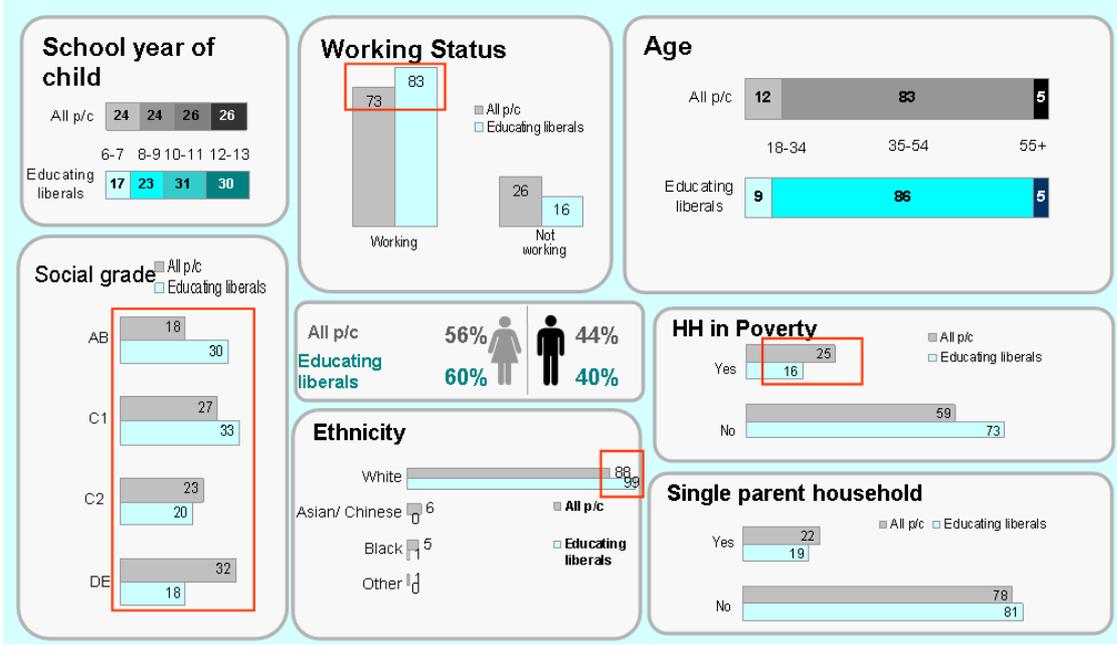
Given their views, as already described, it is unsurprising to note that the children of Educating Liberals are more likely than others to say that they have ever had an alcoholic drink (61%, compared with 49% on average), but nine in ten of them said that their parent knows about it (89%).

2.7.4 Demographic profile

Educating Liberals are the segment most likely to be working (83%, compared with 73% on average), to come from AB households (30%, 18% on average), and are the least likely to be living in poverty (16%, 25% on average). The Educating Liberals are also less likely than average to come from ethnic minority groups (99%, compared with 88% on average).

The children of Educating Liberals tend to be somewhat older than average (61% are in school years 10-13, compared with 52% on average). Children are more likely than average to come from the Informed Experimenters segment (27%, compared with 17% average), and are less likely to come from the Not on the Radar (14%, 19% average), Estranged and Inconsistent (4%, 8% average) or Resilient Rejectors segments (8%, 14% average), most likely because of their age profile.

Chart 15. Demographic Profile – Educating Liberals



Base: All Parents (2017), All Educating Liberals (503)

2.8 Summary

Chart 16 summarises the key differences between the parent segments based on the key input dimensions.

Chart 16. Parent and Carers Segment Summary

	Educating liberals	Pro-active & in control	Reactive avoiders	Risk reducing supervisors	Strong rejectors	Stressed & concerned	Dismissive and unconcerned
Low spontaneity				Low		High	Low
Not feeling stressed/no low self esteem	High	High			High	Low	
Alcohol risks not exaggerated	High				High		Low
Alcohol makes young vulnerable		High		Low		High	
Talking through/setting an example		High	Low		High		High
Under age drinking is bad	Low	High		Low	High		Low
Other priorities	Low	Low			High		
Age parent first had an alcoholic drink – 16+ (or never drunk)	Low	High		Low	High		Low
Spoken to child about drinking alcohol	High		Low		Low		

3 Children and young people segmentation

Seven clusters were developed for children and young people, developed using cluster analysis based on nine key dimensions and a number of key behaviours. The key behaviours were:

- Whether child has had an alcoholic drink
- Whether parent has spoken to child about drinking alcohol
- Whether have rules about alcohol
- Household influencers (i.e. living with someone who drinks heavily, smokes or takes illegal drugs)
- School year of child

The key dimensions were:

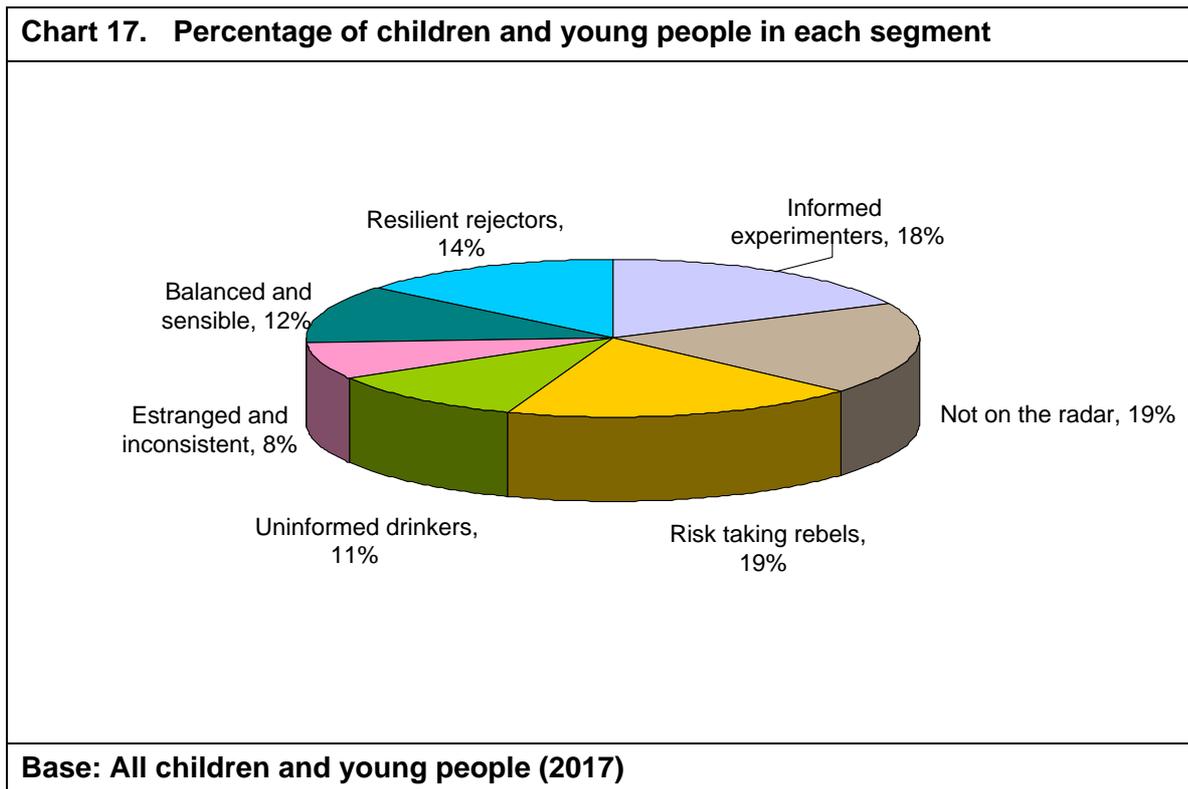
- Low spontaneity
- Self esteem
- Family centred
- Alcohol leads to trouble
- Alcohol is not cool
- Understanding parents
- Alcohol makes young vulnerable
- Alcohol risks not exaggerated
- Pushy parents

Each of these dimensions comprised one or more variables from the survey as described in Table 2.

Spontaneity	Disagree: I like taking risks
	Disagree: I often do things on the spur of the moment
Self esteem	Agree: I am a likeable person
Family centred	Agree: I really like spending time with my family
	Agree: I think of parent as a friend
	Agree: I always obey the rules of this family
Alcohol leads to trouble	Agree: Young people who drink alcohol are likely to be in trouble with the police
	Agree: Young people who drink alcohol have nothing better to do
	Agree: Young people who drink alcohol parents have no control over them
	Agree: Young people who drink alcohol are the type who doesn’t do well at school/college
Alcohol is not cool	Disagree: Young people who drink alcohol are mature and grown up
	Disagree: Young people who drink alcohol are exciting

Table 2. Key dimensions and variables in the children/young people’s segmentation	
	Disagree: Young people who drink alcohol are normal
Understanding parents	Disagree: There is no point talking to parent about things that are important to me (s)he never listens
	Disagree: Parent is always putting me down in some way (for example how I talk or behave)
Alcohol makes young vulnerable	Agree: Alcohol makes young people more vulnerable to risk or harm
Alcohol risks not exaggerated	Disagree: Alcohol isn’t as bad for you as some people say it is
	Disagree: The worst you can suffer from drinking too much is being sick or a hangover
	Disagree: The best way of learning your limits is through experience
Pushy parents	Agree: Parent is always pushing me to do better

The proportion of children and young people falling into each of the seven segments is shown in Chart 17.



Each of the segments from the children/young people segmentation is described below. For each segment, we have indicated what their percentage represents in terms of actual population numbers. These have been calculated using the latest Office for National Statistics (ONS) mid-2008 population estimates (according to the ONS, there are 5,029,600 children/young people aged 10 to 17 year olds in England).

Balanced and Sensible

The Balanced and Sensible segment makes up 12% of the total children sample, which equates to around 600,000 young people (aged 10 to 17) in England.

Pen Portrait

A young segment, which is characterised by a fairly balanced and sensible relationship with alcohol, which may be because their parents have been proactive in having conversations with them about alcohol, and have set clear boundaries for them.

Around one in ten have tried alcohol, but few have ever been drunk and their drinking appears to be closely controlled by their parents.

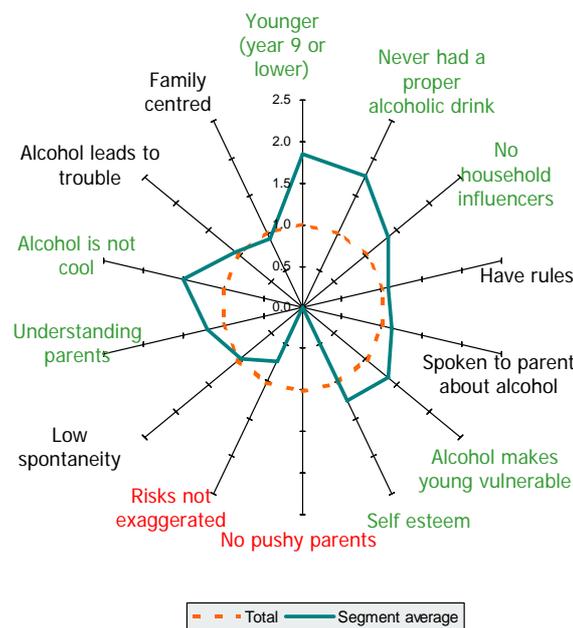
3.1.1 Characteristics

Chart 18 shows how the Balanced and Sensible responded on the key inputs to the young people’s segmentation.

This is the youngest segment with over nine in ten young people (91%) in school years 6-9. They tend to have negative views of alcohol: they are the most likely to think that alcohol is not cool and the second most likely to think that alcohol can make young people vulnerable.

The Balance and Sensible are one of the least likely segments to live with a negative household influencer such as a smoker, heavy drinker or drug user. They are the most likely of the younger segments to say that their parents have spoken to them about alcohol, and one of the most likely to have rules set about drinking alcohol.

Chart 18. Key Inputs – Balanced and Sensible



Base: All children/young people (2017), All Balanced and Sensible (232)

Given their young age, their negative views of alcohol, their proactive parents and the absence of negative role models in their household, it is not particularly surprising that the majority (nine in ten) say that they have never had an alcoholic drink.

They are also one of the groups with the highest self esteem, which might also explain why they might be less susceptible to peer pressure.

3.1.2 Relationship with parents

The Balanced & Sensible are equally as likely as average to say that they get on well with their parents (86%, compared with 89% on average) though they are less likely than the other younger segments to say that they come from a household where rules are always adhered to (33%, compared with 37% amongst the Not on the Radar, 40% amongst the Estranged and Inconsistent and 36% amongst the Resilient Rejectors). They are also less likely than the other younger segments to agree that they always obey the rules in their family (47%, compared with 68% amongst the Not on the Radar, 69% amongst the Estranged and Inconsistent, and 50% amongst the Resilient Rejectors).

3.1.3 Attitudes to alcohol

Negative views

Although they are not as anti-alcohol as the Not on the Radar or the Resilient Rejectors, the Balanced and Sensible tend to have negative views of alcohol and young people who drink it.

They are amongst the least likely to think that young drinkers are:

- Mature and grown up (3% compared with 13% on average)
- Exciting (9% compared with 22% on average)
- Normal (12% compared with 32% on average)

They are around average in terms of thinking that alcohol leads to trouble (60% compared with average of 59%), but they are more likely than average to agree that alcohol makes young people vulnerable (87% compared with average of 75%). They are also more likely than average to agree that there are more bad things than good things about young people drinking alcohol (68% compared with 59% on average). They are as likely as the other younger segments to agree that it is never right for someone aged under 18 to drink alcohol (68%, compared with 67% amongst the Not on the Radar, 67% amongst the Estranged and Inconsistent, and 65% amongst the Resilient Rejectors).

Conversations with their parents about alcohol

Their parents appear to be fairly proactive with them about alcohol as they are the most likely of the younger segments to say that their parent has spoken with them about alcohol (61%, compared with 29% amongst the Not on the Radar, 38% amongst the Estranged and Inconsistent and 51% amongst the Resilient Rejectors).

These discussions happen at a young age and tend to be 'richer' than the discussions amongst other younger segments: for example their parents are more likely than the parents of the other younger segments to have discussed the risks to safety (53%, compared with 49% amongst the Not on the Radar, 45% amongst the Estranged and Inconsistent and 45% amongst the Resilient Rejectors) and health of drinking alcohol (49%, compared with 31% amongst the Not on the Radar, 23% amongst the Estranged and Inconsistent and 40% amongst the Resilient Rejectors).

These discussions are also more proactive than for other segments, with conversations more likely to happen because the parent thought it was about the right time or because the child asked (28%, compared with no more than 25% amongst the other younger segments).

No drinking allowed

The Balanced and Sensible are the most likely of the younger segments to say that their parents have set rules for them related to alcohol ("any rules": 89%, compared with 74% amongst the Not on the Radar 77% amongst the Estranged and Inconsistent and 85% amongst the Resilient Rejectors). However, for most, these rules centre around the fact that they should not drink alcohol at all (45%, compared with 33% on average). In addition, two thirds think that their parents would not allow them to drink at all (65% compared with 43% on average), although a

quarter think that their parents would not mind as long as they did not drink too much (23% compared with 46% on average).

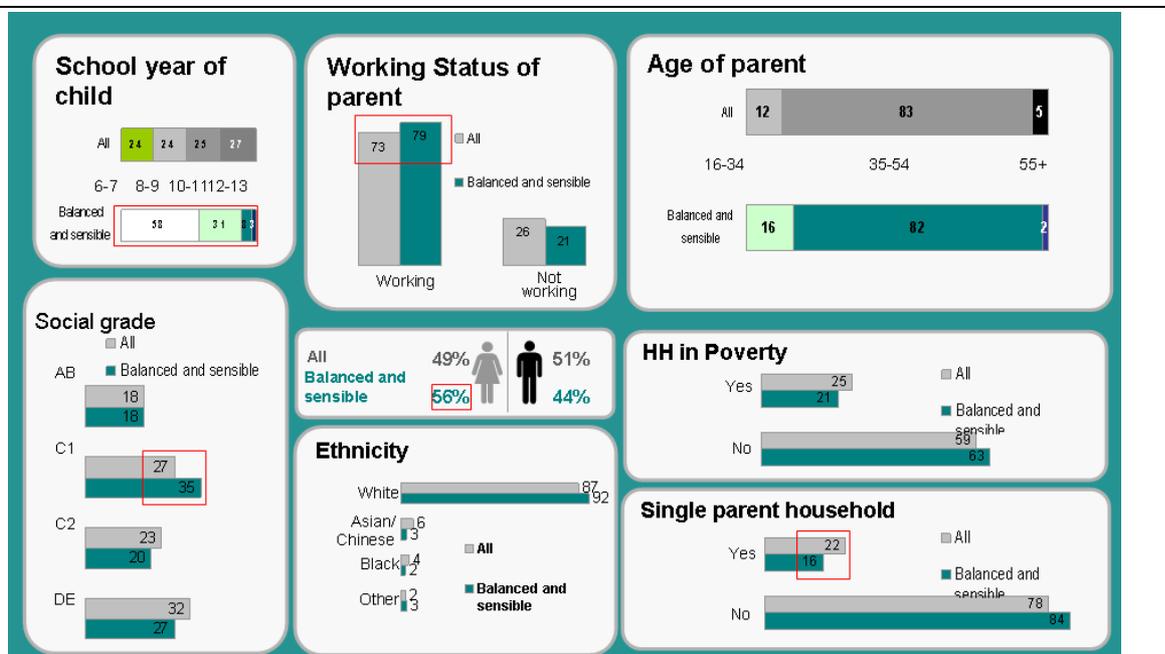
3.1.4 Drinking behaviour

Given their young age, it is unsurprising that only one in ten of the Balanced & Sensible have ever had an alcoholic drink (10%, compared with 3% amongst the Not on the Radar, 34% amongst the Estranged and Inconsistent and 5% amongst the Resilient Rejectors) and only 1% had ever been drunk (compared with 0% amongst the Not on the Radar, 11% amongst the Estranged and Inconsistent and 1% amongst the Resilient Rejectors). Their parents know about their drinking in about half of cases (46%, compared with 43% on average), and seem to control their children’s drinking: 70% who have ever drunk said that they were given the alcohol by their parents (compared with 66% amongst the Not on the Radar, 49% amongst the Estranged and Inconsistent and 68% amongst the Resilient Rejectors) and almost all of their drinking happens at home (83%, compared with no more than 64% amongst the other younger segments).

3.1.5 Demographic profile

As discussed earlier, this is the youngest segment, with 89% in years 6-9 and 58% in years 6 or 7. This segment has also the strongest female bias, with 56% female compared with 49% on average. They are less likely than average to come from an ethnic minority (8%, compared with 13% on average). The Balanced and Sensible also tend to come from slightly more upmarket homes with 35% from C1 households compared with 27% on average, and they are less likely than average to come from poor households (21%, compared with 25% on average) or poor areas. They are also less likely to come from single parent households (16%, compared with 22% on average). There are no particular parent/carer segments which are more likely to have children who are in the Balanced & Sensible segment.

Chart 19. Demographic Profile – Balanced and Sensible



Base: All children/young people (2017), All Balanced and Sensible (232)

3.2 Not on the Radar

The Not on the Radar segment makes up 19% of the total young people’s sample, which equates to around 950,000 young people in England.

Pen Portrait

A young segment which is characterised by being much less likely than average to have thought about alcohol, and less likely to be exposed to the subject through seeing people drinking at home, or through conversations with their parents. They have a broadly negative attitude towards young drinkers, and are the least likely to have ever drunk alcohol themselves.

This segment has the highest penetration of young people from ethnic minorities.

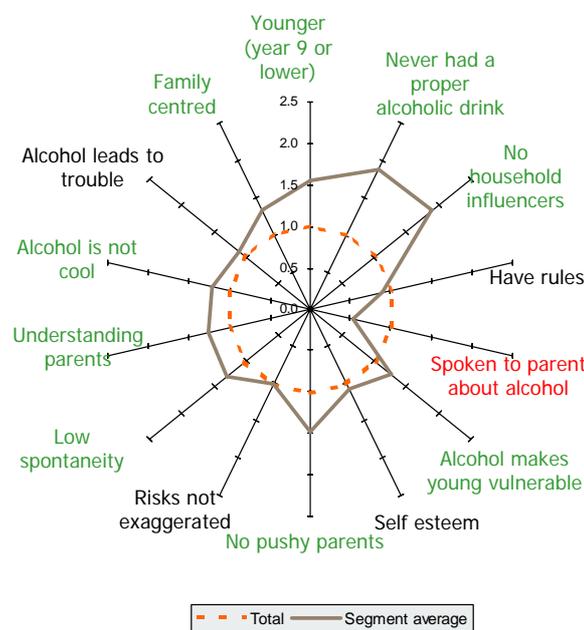
3.2.1 Characteristics

With three quarters of children in school years 6-9, the Not on the Radar are one of the younger segments (though the Balanced and Sensible and Resilient Rejectors tend to be a little younger).

Perhaps unsurprisingly then, they are the least likely to have ever had an alcoholic drink and the second most likely to say that alcohol is not cool. They are also the least likely to have spoken to their parents about alcohol and amongst the least likely to have rules about alcohol.

They have a good relationship with their parents: they are the group second most likely to be family centred and to think that their parents understand them. They are one of the groups least likely to live with negative household influencers (e.g. smokers, heavy drinkers or drug users).

Chart 20. Key Inputs – Not on the Radar



Base: All children/young people (2017), All Not on the Radar (385)

3.2.2 Relationship with parents

The Not on the Radar appear to get on well with their parents:

- They score the most highly on “I really enjoy spending time with my family” (90% compared with 78% on average)
- They are amongst the most likely to disagree that their parents are always putting them down (74% compared with 70% on average) or do not listen to them (83% compared with 75% on average).

With over a third saying that there are rules in their household that are always adhered to (37% compared with 26% on average) and almost seven in ten agreeing that they always obey the rules in their family (69% compared with 52% on average -most likely of all of the segments), the Not on the radar are the most likely to live in a structured environment.

3.2.3 Attitudes to alcohol

Negative views

This segment is the least likely of all to have ever thought about alcohol (13% compared with 25% on average) and they tend to hold negative views about alcohol and young people who drink alcohol, and they score very low on the ‘alcohol is cool’ factor, though not quite as low as the Balanced & Sensible:

- 75% think that young people who drink are not mature and grown up compared with 52% on average.
- 61% think that they are not exciting compared with 42% on average.

This segment is also more likely than average to think that alcohol leads to trouble (70% compared with 59% on average), and that alcohol makes young people vulnerable (85% compared with 75% on average). They are also more likely than average to think that there are more bad things than good things about young people drinking alcohol (69% compared with 59% on average).

Conversations with their parents about alcohol

This segment is the least likely to have engaged with the subject through conversations with their parents (29% compared with 54% on average).

Where conversations have happened, they tended to cover fewer subjects than those had by other segments, with the parent instead saying that the child should not drink alcohol at all (34% compared with 24% on average), though they were the most likely to discuss alcohol and their culture/religion (13% compared with 6% on average) perhaps related to the high penetration of ethnic minorities in this segment. Where conversations did happen, they were more likely than average to come about because of external stimuli, such as seeing someone who was drunk (28% compared with 16% on average), or something seen in the media (25% compared with 18% on average).

No drinking allowed

The Not on the Radar are also the least likely to have rules set for them about drinking alcohol (“any rules”: 74% compared with 82% on average), and when there are rules, they are mainly about the child not being allowed to drink at all (53% compared with 33% on average).

In addition, they are amongst the least likely to say that their parents would not mind them drinking as long as they did not drink too much (16% compared with 46% on average).

3.2.4 Drinking behaviour

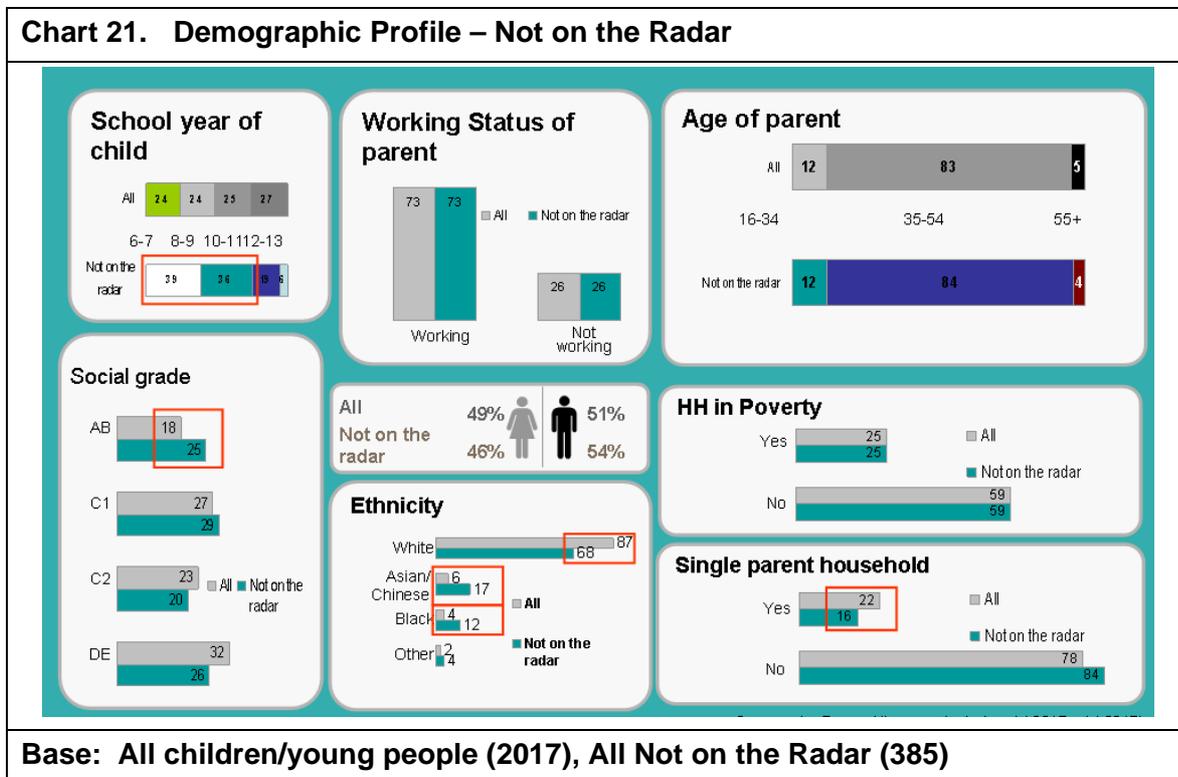
This is therefore not surprising that we have recorded the lowest levels of drinking amongst the Not on the Radar children:

- Only 4% have ever had an alcoholic drink (compared with 49% on average).
- None has ever been drunk (compared with 25% on average)
- Levels of smoking and drug taking are also extremely low amongst this segment.

It is worth noting that the parents of the Not on the Radar themselves tend to be much lighter drinkers than average, therefore setting a good example.

3.2.5 Demographic profile

The Not on the Radar are the most likely to come from an ethnic minority background (32% compared with 13%), with 17% Asian or Chinese and 12% Black. They are also more likely than average to live in a two parent household (84% compared with 78% on average). They are more likely than average to come from AB households (25% compared with 18% on average), and they tend to have fairly high aspirations with over two thirds hoping to study to go to university when they leave school (67% compared with 58% on average).



The parents of the Not on the Radar segment are more likely than average to come from the Proactive & in Control (24% compared with 16% on average) or Strong Rejectors segments (14% compared with 10% on average) perhaps reflecting the higher penetration of ethnic minorities in these segments. They are less likely than average to come from the Educating Liberal segment (18% compared with 25% on average).

3.3 Resilient Rejectors

The Resilient Rejector segment makes up 14% of the total young people’s sample, which equates to around 700,000 young people in England.

Pen Portrait

The Resilient Rejectors have broadly negative views of alcohol and very few of them have ever tried alcohol, despite living in poorer households, poorer areas, and with people who smoke or (they perceive) drink heavily.

They are around average in terms of speaking with their parent about alcohol or rule setting, though these conversations are more likely to have come about because they saw someone drunk or drinking in their home.

3.3.1 Characteristics

This is the second youngest segment (four in five young people in school years 6-9) and members of this segment are the second least likely to have ever had an alcoholic drink.

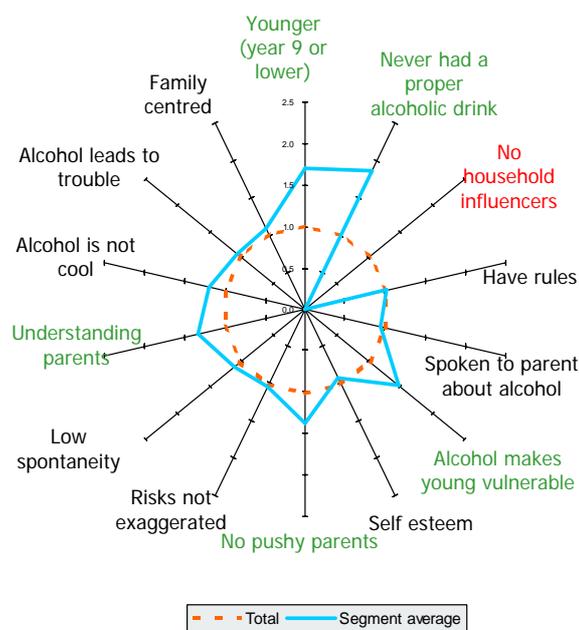
Their views on drinking alcohol are largely negative, being more likely to think that alcohol makes young people vulnerable and that alcohol is not cool.

They have a fairly positive relationship with their parents and are about average in terms of having spoken with their parents about alcohol and having rules about it.

It is interesting to note though that all children in this segment live in a household with negative influencers such as a smokers, drug users or heavy drinkers:

- One in five lives with someone who they think drinks heavily
- Almost all live with a smoker

Chart 22. Key Inputs – Resilient Rejectors



Base: All children/young people (2017), All Resilient Rejectors (287)

3.3.2 Relationship with parents

The Resilient Rejectors get on fairly well with their parents (92% compared with 89% on average) and they score high on being family centred (“I really enjoy spending time with my family”: 87% compared with 78% on average). They are also amongst the most likely to disagree that their parents do not listen to them (84% compared with 75% on average).

Over a third of Resilient Rejectors say that there are rules in their household that are always adhered to (similar to other younger segments) and half agree that they always obey the rules in their family (compared with 57% amongst the Balanced and Sensible and 69% amongst both the Not on the Radar and the Estranged and Inconsistent segments).

3.3.3 Attitudes to alcohol

Negative views

Like the younger segments (except for the Estranged and Inconsistent segment), the Resilient Rejectors tend to have negative perceptions of alcohol:

- They are the most likely to agree that alcohol makes young people vulnerable (91% compared with 75% on average) and less likely to agree that alcohol is not as bad for you as some people say it is (11% compared with 20% on average).
- They are also the least likely to agree that the best way of learning is through experience (36% compared with 48% on average).
- They are the most likely to think that there are more bad things than good things about young people drinking alcohol (70% compared with 59% on average).

They also tend to score quite low on the ‘alcohol is cool’ factor:

- 69% think that young people who drink are not mature and grown up compared with 52% on average.
- 48% think that they are not exciting compared with 42% on average.
- 53% think that they are not normal compared with 32% on average.

Conversations with their parents about alcohol

The Resilient Rejectors are the second most likely of the younger segments (behind the Balanced and Sensible) to have spoken with their parents about alcohol (51%) and conversations are more likely to happen because of external stimuli, such as seeing someone who was drunk (21% compared with 16% on average).

Conversations about alcohol tend to cover fewer subjects than those amongst other segments mainly because they tend to focus on not being allowed to drink at all (40% compared with 24% on average). Risks to the children’s safety (triggered by drinking) are also amongst the most talked about topics though but less so than in other households (45% compared with 54% on average). Potential health issues associated with drinking also tend to be discussed but no more than in other segments (40% compared with 42% on average).

Clear boundaries

The Resilient Rejectors are around average in terms of having rules about alcohol (85% compared with 82% on average): they are more likely than the Not on the Radar to have done so (74% for the latter), but not as likely as the Balanced & Sensible (89% for the latter). Boundaries are clearly laid down, with three quarters thinking that their parent would not like them drinking at all (compared with 43% on average), and 58% (the highest proportion of all the segments –the average is 33%) saying that their parent has made a rule that they should not drink alcohol at all. They are also the least likely to say that their parents would not mind them drinking as long as they did not drink too much (14% compared with 46% on average).

3.3.4 Drinking behaviour

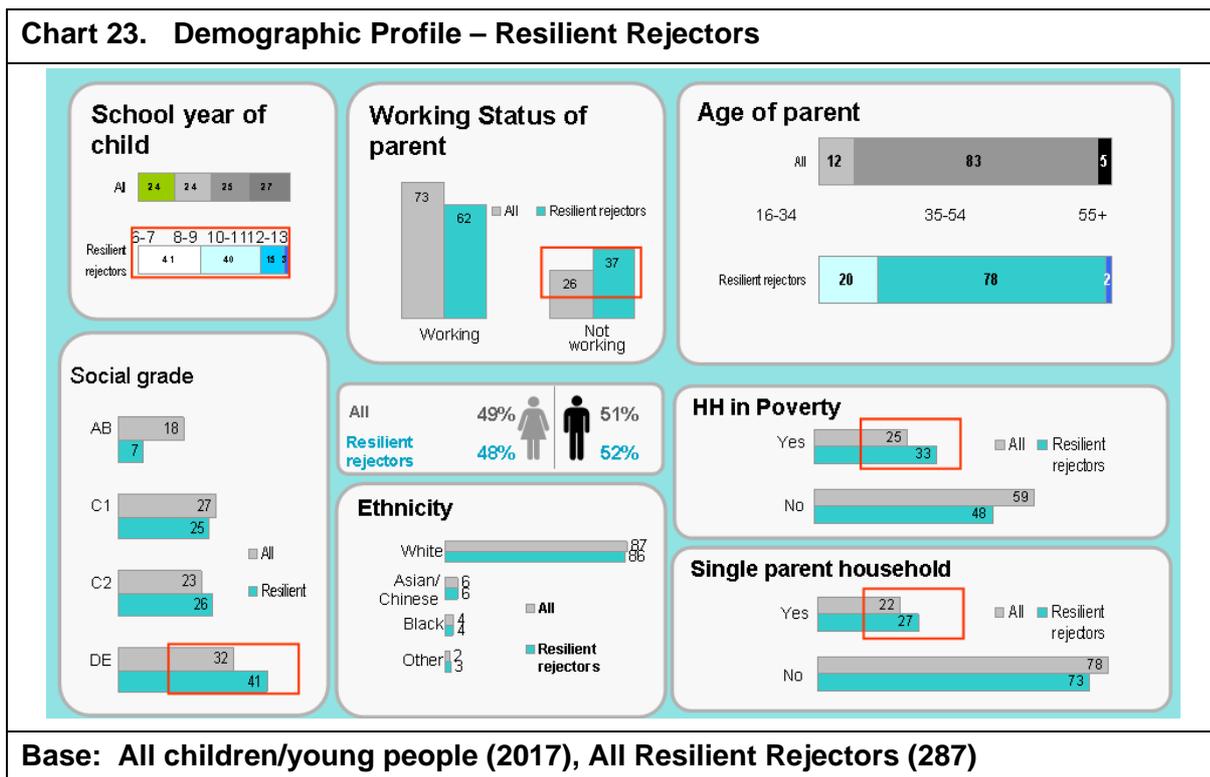
Despite the ‘negative’ environment in which they live, members of this segment are the second least likely to have ever had an alcoholic drink, which is they are called Resilient Rejectors:

- Only 5% have ever had an alcoholic drink (compared with 49% on average).
- Only 1% has ever been drunk (compared with 25% on average)
- Levels of smoking (12% compared with 25% on average) and drug taking (none compared with 7% on average) are also extremely low amongst this segment (it is worth noting though that this segment is still more likely to have ever smoked a cigarette than the other younger Not on the Radar or Balanced & Sensible segments– perhaps reflecting the smoking environment in which they live).

We have seen earlier that a fifth of the Resilient Rejectors think they live with someone who drinks heavily, however it is worth noting that the drinking behaviour of the parent we interviewed was not as extreme, with only 5% drinking 21 or more units in the past week, and half not drinking at all (though it could be someone else in the household who is drinking heavily).

3.3.5 Demographic profile

The Resilient Rejectors tend to come from poorer households (33% compared with 25% on average) and poorer areas, with parents more likely to be in the DE social grade (41% compared with 32% on average) and not working (37% compared with 26% on average).



They are also a little more likely to live in a single parent household (27% compared with 22% on average) and their parent tends to be a little younger than average (16-34: 20% compared with 12% on average).

The parents of the Resilient Rejectors are more likely than average to come from the Proactive & in Control (24% compared with 16% on average) or Stressed & Concerned (17% compared with 12% on average) segments and they are much less likely than average to come from the Educating Liberal segment (15% compared with 25% on average).

3.4 Estranged and Inconsistent

The Estranged and Inconsistent segment makes up 8% of the total young people’s sample, which equates to around 400,000 young people in England.

Pen Portrait

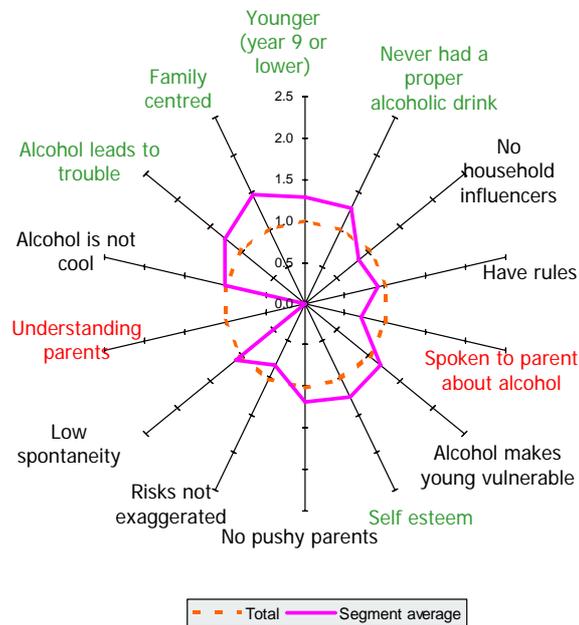
The Estranged & Inconsistent are characterised by a less positive relationship with their parents, and they are amongst the least likely to have discussed alcohol with their parents. They feel that they have fewer rules or boundaries about drinking alcohol.

Their views about alcohol are mixed, but they are significantly more likely than the other younger segments to have drunk alcohol and, amongst drinkers, they have the second highest levels of consumption. Their alcohol consumption is less likely than that of other younger segments to be in a controlled environment, and they are the most likely to be drinking in a public place. They are also the most likely of the younger segments to have had more negative things happen to them after drinking.

3.4.1 Characteristics

With 62% in school years 6-9 (compared with 48% on average), this is a slightly younger group, though not as young as the Balanced and Sensible, Not on the Radar and Resilient Rejectors. While the Estranged and Inconsistent are the most likely to agree that they always obey the rules in their family and that they enjoy spending time with them, they are characterised by a poor relationship with their parents: they are the least likely to feel that their parents understand them and more likely to feel that their parents are always putting them down in some way. They are also less likely than average to have spoken to their parents about alcohol and one of the least likely to have rules about alcohol.

Chart 24. Key Inputs – Estranged and Inconsistent



Base: All children/young people (2017), All Estranged and Inconsistent (163)

Their views of alcohol are mixed: they are the most likely to think that alcohol leads to trouble, but they are as likely as average to think that alcohol is cool. Of the younger segments they are the most likely to have had an alcoholic drink.

3.4.2 Relationship with parents

While the Estranged and Inconsistent are as likely as the other younger segments to agree that they enjoy spending time with their family (85% compared with 90% amongst the Not on the Radar, 75% amongst the Balanced and Sensible and 87% amongst the Resilient Rejectors), their relationship with their parents is less good than amongst the other younger segments:

- They are the most likely to say that their parents do not listen to them (78% compared with 5% or less amongst the younger segments).
- They are also by far the most likely to say that their parents are always putting them down (72% compared with 8% or less amongst the younger segments).

The Estranged and Inconsistent tend to live in quite a structured environment as they are the most likely to say that there are rules in their household that are always adhered to (40% compared with 26% on average) and they are amongst the most likely to agree that they always obey the rules in their family (69% compared with 52% on average).

3.4.3 Attitudes to alcohol

Conflicting views

The segment has been called 'inconsistent' because their views on alcohol are conflicting, and in some ways, more similar to their older counterparts' views.

While the Estranged and Inconsistent are more likely than average to agree that alcohol makes young people vulnerable (84% compared with 75% on average) and that it leads to trouble (27% compared with 19% on average), they were the most likely of all of all segments to say that there are more good things than bad things about young people drinking alcohol (12% compared with 5% on average). In addition, they are equally likely as average to think that alcohol is cool and they have fairly positive views of young drinkers:

- 17% think that young people who drink are mature and grown up compared to 13% average.
- 22% think that young people who drink are exciting compared to 22% average.
- 31% think that young people who drink are normal compared to 32% average.

Conversations with their parents about alcohol

The Estranged and Inconsistent are amongst the least likely to have spoken with their parents about alcohol as only 38% claim to have done so compared with 54% on average (only the Not on the Radar are less likely to have had a conversation about alcohol: 29%).

Where conversations about alcohol have taken place, they were less likely than average to have covered the risks of drinking alcohol:

- Risks to safety after drinking: 45% compared with 54% on average, and similar to other younger segments).
- Health-related problems because of alcohol: 23% compared with 42% on average, and at least 31% amongst the other younger segments.
- Fighting or crime as a result of drinking: 18% compared with 31% on average, and at least 23% amongst the other younger segments.

Fewer rules about alcohol

We have seen earlier that the Estranged and Inconsistent tend to live in a household with rules which are adhered to, however it is interesting to note that they are amongst the least likely to have any rules set for them about drinking alcohol ('any rules': 77% compared with 82% on average). They are also significantly less likely than the other younger segments to say that their

parent would not like them to drink at all (49% compared with 71% amongst the Not on the Radar, 65% amongst the Balanced and Sensible and 74% amongst the Resilient Rejectors).

3.4.4 Drinking behaviour

Perhaps as a result of their conflicting views about alcohol, their parents' lack of communication when it comes to alcohol, and because they live in less positive environments, this segment is much more likely than the other younger segments to have ever had an alcoholic drink: 34% have, compared with 10% amongst the Balanced & Sensible, 4% amongst the Not on the Radar and 5% amongst the Resilient Rejector segments. They are also more likely than the other younger segments to have ever been drunk (11% compared with 1% amongst the Balanced & Sensible, and none amongst the Not on the Radar or the Resilient Rejector segments). They are also the most likely of the younger segments to have drunk alcohol without their parent knowing (10% have).

They are no more likely than the other younger segments to have had negative things happen to them while drunk. However, while the other young drinkers' negative experiences were mainly feeling ill/vomiting, the Estranged & Inconsistent had a wider range of negative experiences:

- Losing things (9% compared with 0% amongst the Balanced & Sensible, 6% amongst the Not on the Radar and none amongst the Resilient Rejector segments).
- Fighting (3% compared with none of the other younger segments).
- Getting into accidents (3% compared with none amongst both the Balanced & Sensible, and the Not on the Radar and 5% amongst the Resilient Rejector segments).

When asked to say why they drink, the Estranged & Inconsistent are much less likely than other young drinkers (with the exception of the Not on the Radar) to say that they want to see what it is like (11% compared with 34% amongst the Balanced & Sensible, and 33% amongst the Resilient Rejector segments). Instead, they tend to give other reasons such as celebrations, having nothing better to do, and wanting to forget their problems.

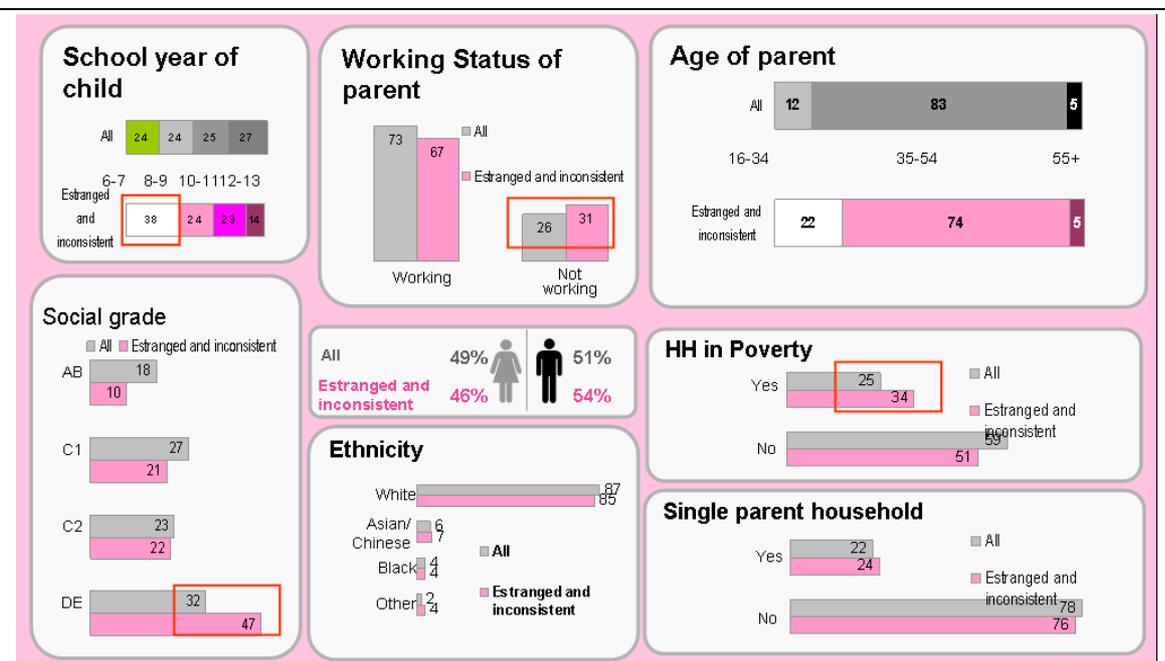
Their drinking is the least controlled of all of the younger segments, and they are the most likely to drink in parks or other public places (19% compared with 6% amongst the Balanced & Sensible, 0% amongst the Not on the Radar and 7% amongst the Resilient Rejector segments), and less likely to get alcohol from their parents (49% compared with 70% amongst the Balanced & Sensible, 66% amongst the Not on the Radar and 68% amongst the Resilient Rejector segments). One in ten said they get their alcohol from a stranger, compared with 2% amongst the Balanced & Sensible and none in both the Not on the Radar and the Resilient Rejector segments.

3.4.5 Demographic profile

The Estranged & Inconsistent tend to live in less positive environments: they are the most likely segment to come from DE households (47% compared with 32% on average), poor households (34% compared with 25% on average) or poor areas. Their parents are the least likely to be working (67% compared with 73% on average) and the most likely to be from a younger age group (16-34: 22% compared with 12% on average).

The parents of the Estranged & Inconsistent are more likely than average to come from the Proactive & in Control (22% compared with 16% on average) or Strong Rejectors (16% compared with 10% on average) segments, which may suggest that these 'stronger' parenting styles may impact negatively on their children's drinking behaviour.

Chart 25. Demographic Profile – Estranged and Inconsistent



Base: All children/young people (2017), All Estranged and Inconsistent (163)

3.5 Informed Experimenters

The Informed Experimenter segment makes up 18% of the total young people’s sample, which equates to around 900,000 young people in England.

Pen Portrait

The Informed Experimenters tend to be older and come from more positive environments. They are characterised by being the most likely to have had a conversation with their parent about drinking alcohol: these conversations tended to happen early, proactively, and to have discussed the risks to safety and health of drinking alcohol. They have a positive relationship with their parent, who has set clear boundaries for them in terms of setting rules about their drinking.

While nine in ten Informed Experimenters have ever drunk alcohol, their drinking is more moderate and moderated than the other older segments, and they are less likely to drink to get drunk.

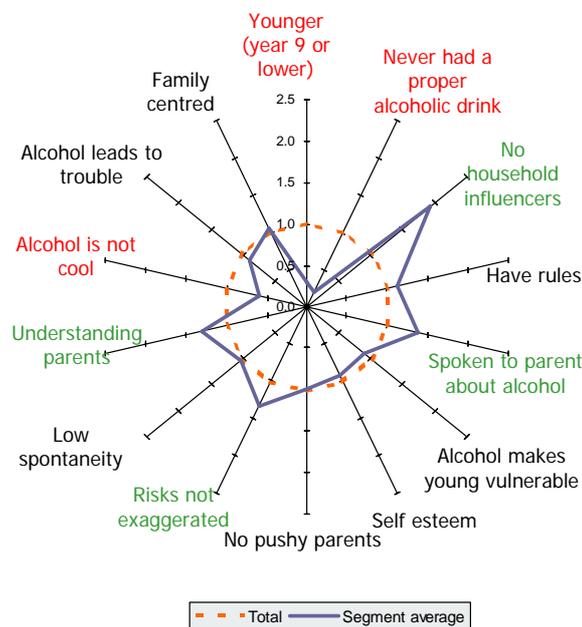
This segment is more likely than average to have positive images of young people who drink alcohol, but they are less positive about alcohol than the other older segments.

3.5.1 Characteristics

This is the second oldest segment with 86% of young people in school years 10-13. Reflecting their older age, nine in ten have ever had an alcoholic drink but this is very similar to the other older segments.

They are one of the groups least likely to think that the risks about alcohol are exaggerated but they are the most likely to think that alcohol is cool.

Chart 26. Key Inputs – Informed Experimenters



Base: All children/young people (2017), All Informed Experimenters (352)

They have a good relationship with their parents and are one of the segments most likely to say that their parents understand them. Seven in ten have spoken to their parents about alcohol and they are the most likely to have rules about alcohol. None live in a household with a smoker, heavy drinker or drug user.

3.5.2 Relationship with parents

The Informed Experimenters have a good relationship with their parents:

- They are equally likely as average to say that they get on with their parents (89% compared with 89% on average).
- They are equally likely as average to say that they really enjoy spending time with their parents (80% compared with 78% on average).
- They are one of the segments least likely to say that their parents do not listen to them (3% compared with 11% on average).
- They are also amongst the least likely to say that their parents are always putting them down (5% compared with 13% on average).

The Informed Experimenters tend to live in an environment which is fairly controlled as they are the most likely to say that their parents have rules but do not always stick to them (60% compared with 53% on average). Of all of the older segments though, they are the most likely to agree that they always obey the rules in their family (57% compared with 42% of the Risk Taking Rebels and 30% of the Uninformed Drinkers).

3.5.3 Attitudes to alcohol

Mixed views

The Informed Experimenters have fairly mixed views on alcohol: they are slightly less likely to think that alcohol leads to trouble and yet they tend to be very realistic about some of the risks associated with drinking:

- Alcohol is not as bad for you as some people say it is (14% agree compared with 20% on average).
- The worst you can suffer from drinking too much is being sick or a hangover (9% agree compared with 20% on average).

They are also more likely than average to think that young people who drink alcohol are cool.

Conversations with their parents about alcohol

The parents of Informed Experimenters tend to be proactive when it comes to discussing alcohol with their children: 75% have spoken with their parents about alcohol (compared with 54% on average), and this segment is the most likely to say that the conversation occurred because their parent thought it was the right time (29% compared with 23% on average), or because the child asked about alcohol (28% compared with 24% on average). They were the least likely of the older segments to have had a conversation because the child had drunk too much alcohol (6% compared with 9% amongst Risk Taking Rebels and 16% amongst Uninformed Drinkers).

The conversations about alcohol tended to cover a range of subjects, and they are more likely than average to have been about risks to safety (64% compared with 54% on average) and risks to health (52% compared with 42% on average) associated with drinking alcohol.

Fewer rules about alcohol

The vast majority of the Informed Experimenters say that their parents have set rules about alcohol (93% compared with 82% on average) and this is the highest of all of the segments.

The rule set tends to be wider for them than for the other older segments, as they are the most likely to have rules on how much they can drink (27% compared with 24% amongst Risk Taking Rebels and 15% amongst Uninformed Drinkers), drinking only if their parents give them alcohol (21% compared with 19% amongst Risk Taking Rebels and 14% amongst Uninformed Drinkers) or only drinking on special occasions (42% compared with 46% amongst Risk Taking Rebels and 15% amongst Uninformed Drinkers).

Their parents are most likely to agree that they prefer to discuss alcohol before it becomes an issue, and to subscribe to the Continental model of introducing alcohol to children gradually.

3.5.4 Drinking behaviour

90% of the Informed Experimenters have ever had an alcoholic drink (compared with 98% amongst Risk Taking Rebels and 88% amongst Uninformed Drinkers) but their drinking is more moderate than the other drinking segments:

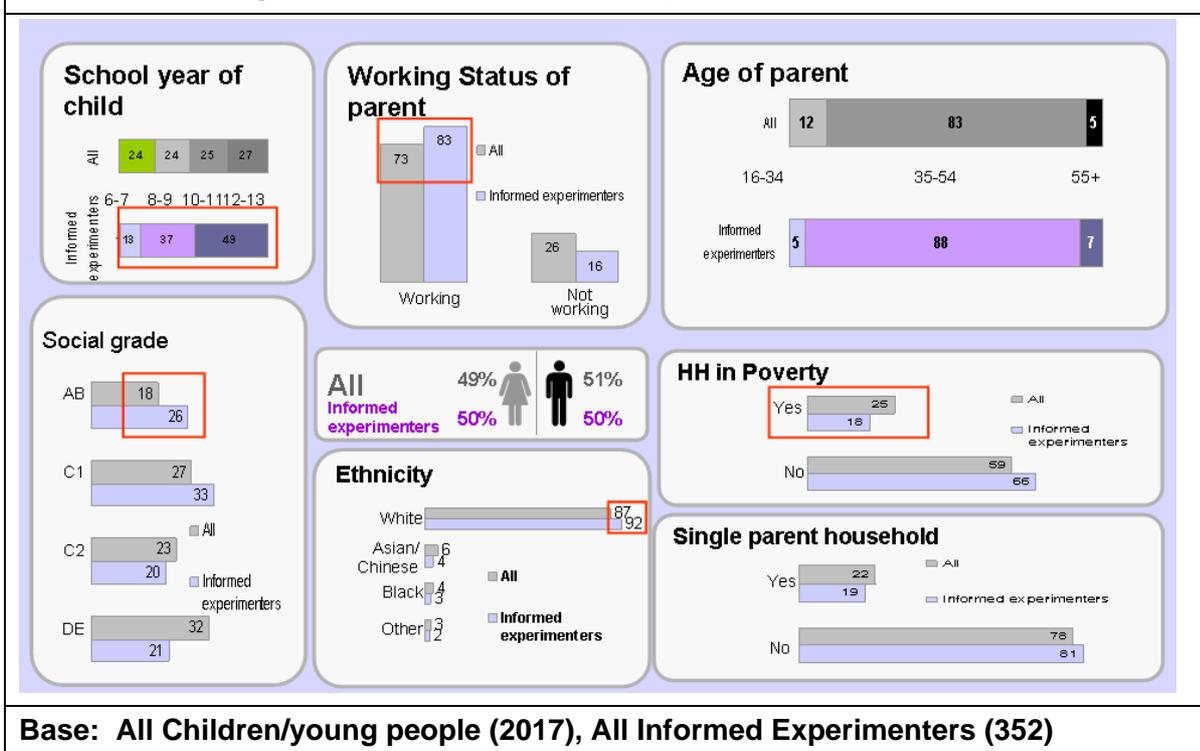
- 38% have ever been drunk compared with 56% amongst both Risk Taking Rebels and Uninformed Drinkers.
- They tend to be the lightest drinkers amongst the older segments: 25% of them drink at least a unit per week compared with 28% amongst the Risk Taking Rebels and 42% amongst Uninformed Drinkers.
- They are the least likely to have had negative things happen to them after drinking (33% compared with 40% amongst Risk Taking Rebels and 51% amongst Uninformed Drinkers).

Looking at why they drink, the Informed Experimenters are more likely than the other older segments to still be at the experimenting stage, and they are the least likely of the older segments to say they drink to get drunk (6% compared with 9% amongst the Risk Taking Rebels and 19% amongst Uninformed Drinkers).

3.5.5 Demographic profile

The Informed Experimenters tend to come from more positive environments, being more likely than average to come from AB households (26% compared with 18% on average) and to have a parent in work (83% compared with 73% on average), and less likely to come from poor households or poor areas (18% compared with 25% on average). None of them live with a smoker, heavy drinker or drug user.

Chart 27. Demographic Profile – Informed Experimenters



3.6 Risk Taking Rebels

The Risk Taking Rebel segment makes up 19% of the total young people's sample, which equates to around 950,000 young people in England.

Pen Portrait

An older segment which, though they have been spoken to about alcohol and set rules, is one of the heaviest drinking. They are spontaneous and like taking risks, and while they understand the risks of drinking alcohol, they still think it is cool. They are also the most likely to say that if their parents come down too hard on their drinking it will make them want to do it even more. The Risk Taking Rebels tend to come from more deprived households and single parent households, and their parents tend to be amongst the heaviest drinkers.

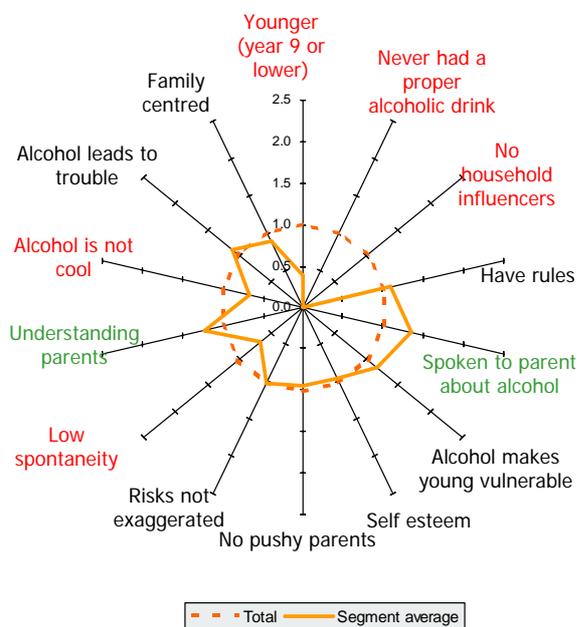
3.6.1 Characteristics

With four fifths in school years 10-13, this is one of the oldest segments. They are the most spontaneous group and enjoy taking risks and doing things on the spur of the moment.

While no less likely than average to agree that alcohol makes young people vulnerable or leads to trouble, the Risk Taking Rebels are more likely than average to think that young people who drink alcohol are cool and that the risks of drinking alcohol are exaggerated. This group are also the second most likely to have spoken to their parents about alcohol and to have rules about alcohol but almost all (98%) have had an alcoholic drink.

They generally have a good relationship with their family and are more likely than average to think that their parents understand them. All of the young people in this segment live with someone who smokes, takes drugs or drinks heavily, and they are the most likely to live with someone that they think drinks heavily.

Chart 28. Key Inputs – Risk Taking Rebels



Base: All children/young people (2017), All Risk Taking Rebels (380)

3.6.2 Relationship with parents

The Risk Taking Rebels tend to have a good relationship with their parents: they are equally likely as average to say that they get on with their parents (90% compared with 89% on average) and that they really enjoy spending time with their parents (75% compared with 78% on average). In addition, they tend to be less likely than average to say that their parents are always

putting them down (8% compared with 13% on average) or do not listen to them (8% compared with 11% on average).

Over a quarter of the Risk Taking Rebels say they live in a household with no rules, which is well above average (27% compared with 17% on average) but not as high as amongst the Uninformed Drinker segment (36%). They are less likely than the Informed Experimenters but more likely than the Uninformed Drinkers to agree that they always obey the rules in their family (42% compared with 57% and 30% respectively).

3.6.3 Attitudes to alcohol

Broadly positive views

The Risk Taking Rebels tend to have fairly positive views on alcohol.

While they understand the dangers of alcohol to young people in terms of potential trouble and vulnerability (85% compared with 75% on average), they are still amongst the most likely to think that alcohol is cool, and those who have thought about alcohol at all tend to have fairly positive views of young drinkers:

- 14% think that young people who drink are mature and grown up compared to 13% average.
- 22% think that young people who drink are exciting compared to 22% average.
- 36% think that young people who drink are normal compared to 32% average.

Conversations with their parents about alcohol

The Risk Taking Rebels are the second most likely segment to have spoken about alcohol with their parents (73% compared with 54% on average), which is linked to the fact that they are one of the oldest segments. They are more likely than average though to say that the conversation occurred because they had drunk too much alcohol (9% compared with 5% on average) but not as likely as the Uninformed Drinkers (16%).

Conversations about alcohol tended to cover a range of subjects, the most common being risks to safety (63% compared with 54% on average), risks to health (46% compared with 42% on average) and drinking in moderation (49% compared with 43% on average).

It is interesting to note that the parents of Risk Taking Rebels (who are heavy drinkers themselves) are the most likely of all segments to have spoken about the danger of addiction to their children (24% compared with 18% on average).

Rules about alcohol

Although the Risk Taking Rebels are more likely than average to live in households with no 'general' rules, almost all of them say that their parents have set rules about alcohol (90% compared with 82% on average) and the set of rules tends to be wider for them than average but quite similar to the Informed Experimenter segment, for example:

- How much they can drink (24%, compared with 27% amongst Informed Experimenter, compared with 13% on average).
- Drinking only if their parents give them alcohol (19%, compared with 21% amongst Informed Experimenter, compared with 14% on average), if adults are around (23%, compared with 20% amongst Informed Experimenter, compared with 11% on average), with a meal (12%, compared with 14% amongst Informed Experimenter, compared with 6% on average), or on special occasions (46%, compared with 42% amongst Informed Experimenter, compared with 26% on average).
- Not to drink outside of their home (16%, compared with 17% amongst Informed Experimenter, compared with 10% on average).

3.6.4 Drinking behaviour

Despite having had conversations about alcohol with their parents and rules about alcohol, the Risk Taking Rebels are the most likely to have ever had an alcoholic drink (98% compared with 90% amongst Informed Experimenters and 88% amongst Uninformed Drinkers), perhaps reflecting their risk taking attitude.

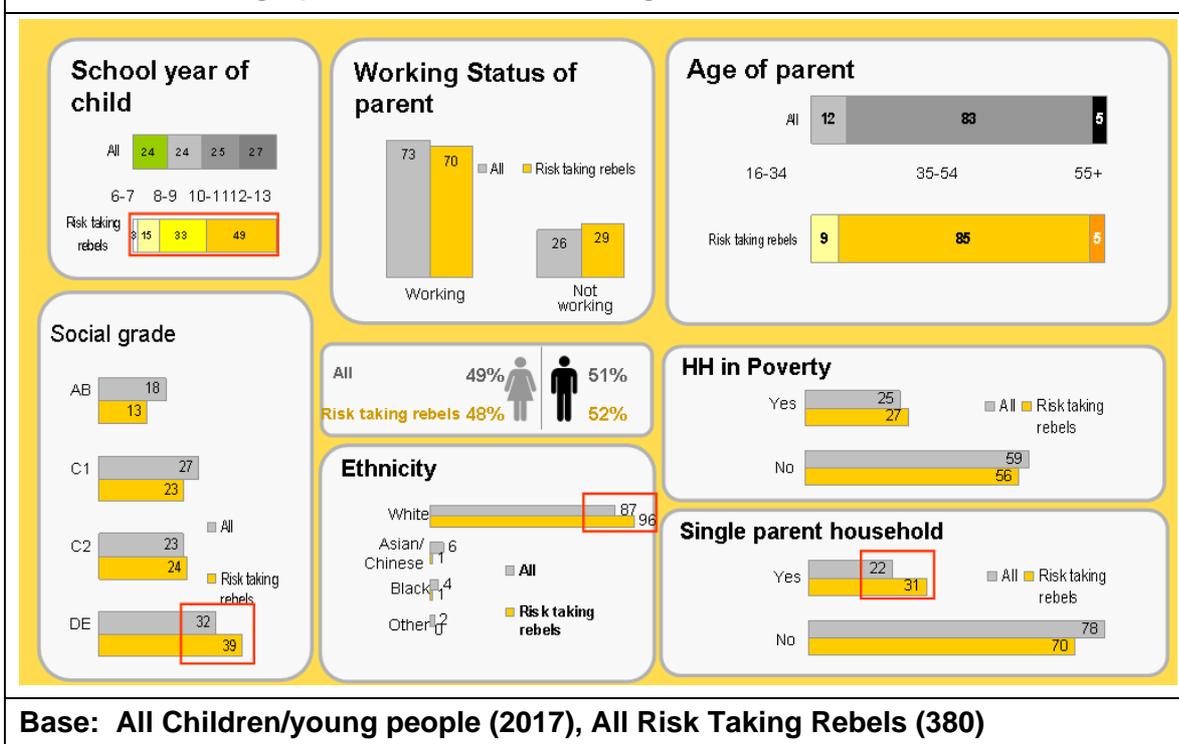
With the Uninformed Drinkers, they are the most likely to have ever got drunk (56% compared with 38% amongst Informed Experimenters and 56% amongst Uninformed Drinkers), and have had negative things happen as a result (40% compared with 33% amongst Informed Experimenters and 51% amongst Uninformed Drinkers). They also tend to drink more heavily than the Informed Experimenters, though not to the same extent as the Uninformed Drinkers (28% of them drink at least a unit per week compared with 25% amongst the Risk Taking Rebels and 42% amongst Uninformed Drinkers).

When asked why they drink, the Risk Taking Rebels' answers indicate that they are still at the experimenting stage. They tend to drink in a variety of places, and to get alcohol from a variety of sources.

3.6.5 Demographic profile

The Risk Taking Rebels tend to have a less upmarket profile. They are more likely than average to come from DE households (39% compared with 32% on average), and are the most likely to come from single parent households (31% compared with 22% on average). They are also the most likely to be living with negative influences, and in particular someone who drinks heavily. Finally, they are less likely than average to be from an ethnic minority background (4% are from an ethnic minority compared with 13% on average).

Chart 29. Demographic Profile – Risk Taking Rebels



The parents of the Risk Taking Rebels are more likely than average to come from the Stressed and Concerned (17% compared with 12% on average) or Dismissive and Unconcerned (19% compared with 14% on average) segments and they are less likely to come from the Proactive and in Control segment (6% compared with 16% on average).

3.7 Uninformed Drinkers

The Uninformed Drinker segment makes up 11% of the total young people’s sample, which equates to around 550,000 young people in England.

Pen Portrait

An older segment, the Uninformed Drinkers tend to be the heaviest drinkers, and the most likely to have been drunk or had negative things happen after drinking. They are also the most likely to have taken illegal drugs. The Uninformed Drinkers are much less likely than the other segments to see the negative side of underage drinking: they are less likely than others to think that alcohol leads to trouble and none think that drinking makes young people vulnerable.

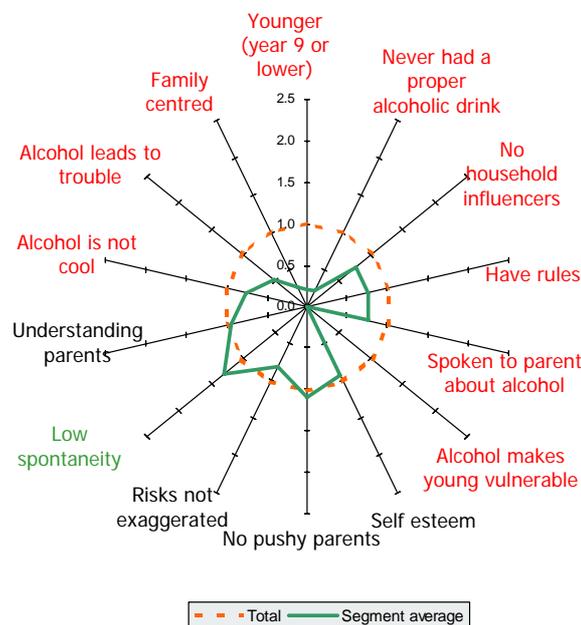
They have received much less direction about alcohol from their parents, and are less likely to have had conversations with parents, or had rules set about drinking. They live in fairly unstructured households in average areas.

3.7.1 Characteristics

With nine in ten (91% compared with 52% on average) in school years 10-13, this is the oldest segment. Almost nine in ten (88%) have had an alcoholic drink.

None of this group believe that drinking alcohol can make young people vulnerable, and they are the least likely to think that alcohol leads to trouble. They are also the least likely of the older segments to have spoken to their parents about alcohol or to have rules set for them about drinking.

Chart 30. Key Inputs – Uninformed Drinkers



Base: All children/young people (2017), All Uninformed Drinkers (218)

They are also less likely than average to be family centred and are the most likely to disagree that they enjoy spending time with their family.

They are the second most likely to live with a smoker, heavy drinker or a drug user: one in five say they live with a heavy drinker.

3.7.2 Relationship with parents

Their relationship with their parents is slightly less good than average: 82% say that they get on well with their parent compared with 89% on average and only half say that they really enjoy spending time with their family (51% compared with 78% on average).

This segment tends to live in the most unstructured families, with over a third saying that they have no rules (36% compared with 17% on average). They are also by far the least likely to agree that they always obey the rules in their family (30% compared with 52% on average).

3.7.3 Attitudes to alcohol

Positive views

The Uninformed drinkers have the most positive views of alcohol: none of them agree that drinking alcohol can make young people vulnerable, and they are the least likely to agree that alcohol leads to trouble. They are also more likely to think that there are more good things than bad things about young people drinking alcohol (11% compared with 5% on average) and that the risks are exaggerated: 36% agree that alcohol is not as bad for you as some people say it is compared with 20% on average.

The Uninformed drinkers tend to have a favourable opinion of young drinkers: they are more likely than average to think that young people who drink are mature and grown up (19% compared to 13% on average), exciting (29% compared to 22% on average) and normal (36% compared to 32% on average).

Conversations with their parents about alcohol

This segment is called 'Uninformed' because they are the least likely of the older groups to have spoken to their parent about alcohol (41% compared with 75% amongst Informed Experimenters and 73% amongst Risk Taking Rebels). And where conversations about alcohol have happened, they tend to be fairly limited: they are amongst the least likely to have discussed the risks to safety and health of drinking and this even amongst the youngest segments (34% compared with 54% on average had discussed risks to safety and 28% compared with 42% on average had discussed risks to health). Instead, most conversations focus on not drinking too much (45%). This segment is by far the most likely to say that the conversation came up because they had drunk too much (16% compared with 5% on average).

Fewest rules about alcohol

The parents of Uninformed Drinkers are not only the least likely to have talked about alcohol to their children, they are also the least likely to have set rules about it (65% compared with 83% on average) despite their older age and reflecting the less structured environment in which they live.

They are also more likely than the other older segments to say that their parents would let/let them drink as much as they like (5% compared with 1% amongst the Informed Experimenters and 3% amongst Risk Taking Rebels).

3.7.4 Drinking behaviour

Perhaps as a result of their positive perceptions of alcohol and the lack of parental guidance, the Uninformed Drinkers are amongst the heaviest drinkers: 88% have ever had an alcoholic drink (compared with 49% on average), and they are the most likely to have ever been drunk (58% compared with 25% on average) and have had negative things happen to them after drinking (51% compared with 38% on average):

- Gaps in their memory (28% compared with 19% on average).
- Lost things (17% compared with 11% on average).
- Got into fights after drinking (14% compared with 10% on average).

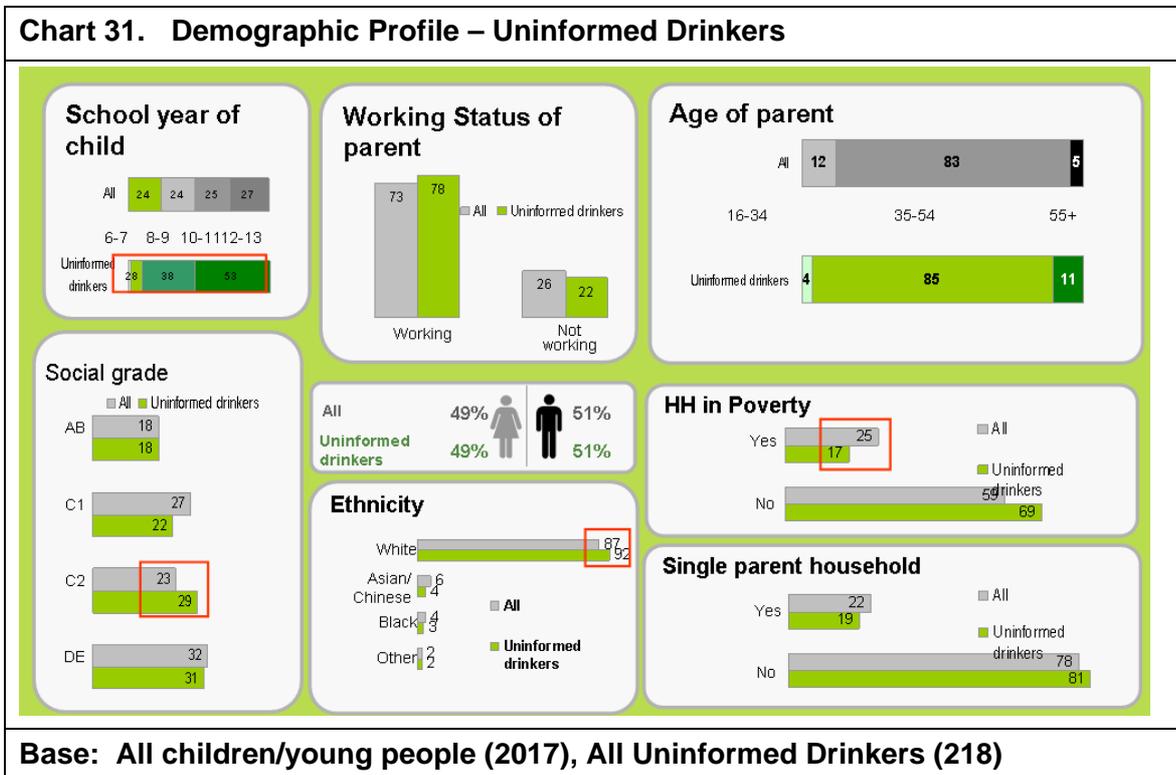
They are also much more likely than any other segment to have taken illegal drugs (21% compared with 7% on average).

Looking at their reasons for drinking, the Uninformed Drinkers appear to have a fairly poor relationship with alcohol: they are the most likely to drink to get drunk (19% compared with 10% on average), to feel good (22% compared with 13% on average), forget their problems (10% compared with 6% on average) or because they have nothing better to do (14% compared with 10% on average). They are more likely than average to get alcohol from friends older than them (40% compared with 28% on average), or to buy it themselves (19% compared with 12% on average).

3.7.5 Demographic profile

Their demographic profile is very similar to the average, although they are more likely than average to come from the C2 social grade (29% compared with 23% on average) and are less likely than average to come from poor households or poor areas (17% compared with 25% on average). They are also a little less likely to come from an ethnic minority background (8% compared with 13% on average) and their parents are the most likely to be older (55+: 11% compared with 5% on average).

Chart 31. Demographic Profile – Uninformed Drinkers



Base: All children/young people (2017), All Uninformed Drinkers (218)

The parents of the Uninformed Drinkers are more likely than average to come from the Reactive Avoider segment (24% compared with 17% on average) and less likely to come from the Proactive and in Control (7% compared with 16% on average).

3.8 Summary

Chart 32 summarises the key differences between the children/young people’s segments.

Chart 32. Young Person Segment Summary

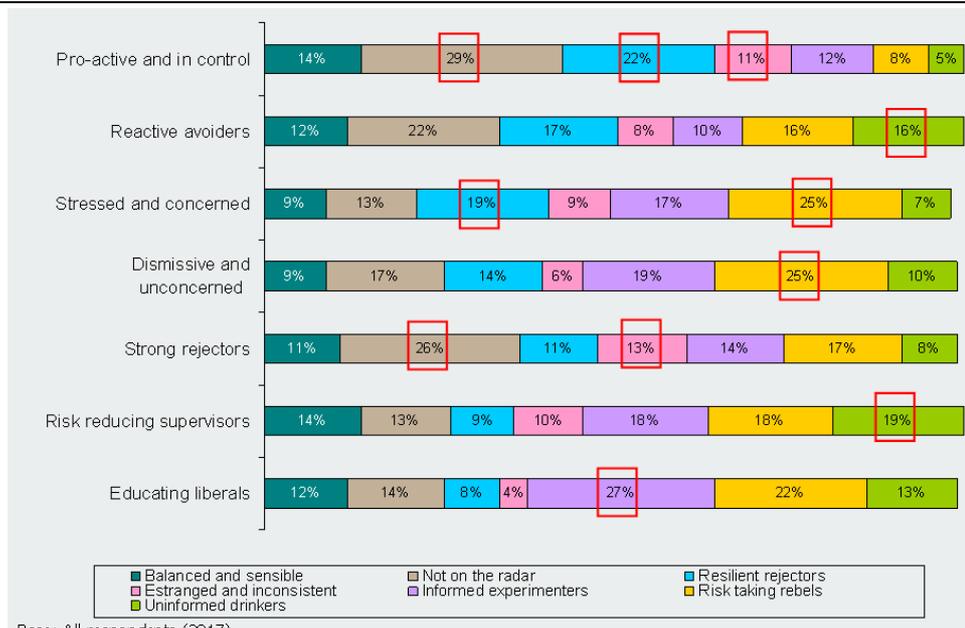
	Informed experimenters	Not on the radar	Risk taking rebels	Uninformed drinkers	Estranged & inconsistent	Balanced & sensible	Resilient rejectors
Family centred		High		Low	High		
Alcohol leads to trouble				Low	High		
Alcohol is not cool	Low	High	Low	Low		High	
Understanding parents	High	High	High		Low	High	High
Low spontaneity		High	Low	High			
Risks not exaggerated	High					Low	
No pushy parents		High				Low	High
Self esteem					High	High	
Alcohol makes young vulnerable		High		Low		High	High
Spoken to parent about alcohol	High	Low	High	Low	Low		
Have rules				Low			

4 Overlap between Parents/Carers and Children/Young People segments

Charts 33 and 34 show the Young People and Parents/Carers segments and how they interact. Red squares on the charts show significant differences from the average.

Parents in the Proactive and in Control segment are more likely than average to have children in the Not on the Radar, Resilient Rejectors or Estranged and Inconsistent segments, whereas parents in the Reactive Avoiders segment are more likely to have children in the Uninformed Drinkers segment.

Chart 33. Parents/Carers segmentation and overlap with Children/Young People segments



Base: All respondents (2017)
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Chart 34 shows the penetration of parent segments amongst children/young people and shows that the children in the Not on the Radar, Resilient Rejector and Estranged and Inconsistent segments are more likely than average to have parents in the Proactive and in Control segment.

