Supplementary material: Survey questions

Baseline survey

#Base: All
(single) Do you ever drink alcohol nowadays, including drinks you brew or make at home?
<1>Yes
<2>No
{exit status=screenout if ==2}

#BASE: All
(single) What is your gender?
<1>Male
<2>Female
<3>Other gender identity

#BASE: All
(open-intrange 16 150) What was your age at your last birthday?

#BASE: All
(single) The next set of questions are about drinking alcohol. We know that people often drink more over the festive period, so for the following questions please think about your USUAL drinking habits, for example during the month of November. Typically, how often do you drink alcohol?
<1>Never
<2>Monthly or less
<3>2 to 4 times a month
<4>2 to 3 times a week
<5>4 or more times a week
<6>Prefer not to answer

#BASE: All

(single) Still thinking about your usual/ non festive drinking behaviour, how many units of alcohol did you drink on a TYPICAL DAY when you were drinking?
<1>1 or 2
<2>3 or 4
<3>5 or 6
<4>7, 8, or 9
<5>10 or more
And thinking about your usual/ non-festive drinking behaviour, how often do you have or have you had [6 or more units (for women)/ 8 or more units (for men)] on a single drinking occasion?

<1> Never
<2> Less than once a month
<3> Monthly
<4> Weekly
<5> Daily or almost daily
<6> Don’t know/ can’t remember

Please enter your current home postcode in the box below. We require an up to date postcode for all of our members to allow us to analyse the data geographically. We will use this information to report aggregate survey results in terms of where people live, e.g. "69% of people in the North East are aware of Cancer Research UK". We will never share your postcode with anyone else.**

What is your postcode?

Follow up survey

Some drinks contain more alcohol than others. The amount of alcohol in a drink is measured in units. Before this survey, have you ever heard of there being a recommended maximum number of alcohol units people should drink in a day or a week? This is sometimes known as a drinking guideline.

<1> Yes
<2> No
<3> Don’t know

Are you aware that new drinking guidelines were recently announced?

<1> Yes
<2> No

Which of the following do you think the new guidelines included? Please tick all that apply.

<1> A daily limit
<2> A weekly limit
<95> Other
<98 xor> Not sure

How many units of alcohol per day are in the new guidelines for women?

How many units of alcohol per day are in the new guidelines for men?

How many units of alcohol per week are in the new guidelines for women?

How many units of alcohol per week are in the new guidelines for men?
#BASE: unaware of new guidelines

(open-intrange 0 25) In your opinion, what is the maximum number of units of alcohol per week that women should drink to limit their health risks?

(open-intrange 0 25) In your opinion, what is the maximum number of units of alcohol per week that men should drink to limit their health risks?

#BASE: aware of new guidelines

Do you think you will use these guidelines to keep track of your own drinking?

<1> Always
<2> Often
<3> Sometimes
<4> Rarely
<5> Never
<98> Not sure

#BASE: all (aware and unaware)

To what extent do you agree or disagree with the following statement:

The government has a responsibility to release guidance on how drinkers can minimise health risks

<1> Strongly agree
<2> Agree
<3> Neither agree or disagree
<4> Disagree
<5> Strongly disagree
<6> Don’t know

#BASE: aware of new guidelines

Which of the following best describes you?

<1> I am not planning to cut down my drinking following the release of the new alcohol guidelines
<2> I think I should cut down my drinking following the release of the new alcohol guidelines but I probably won’t
<3> I am planning to cut down my drinking following the release of the new alcohol guidelines
<4> Other

#BASE: aware of new guidelines

(multiple order=randomize) Where have you seen, read or heard the new alcohol guideline recommended units mentioned in the last month? Please tick all that apply.

<1> TV or radio
<2> Newspapers or magazines
<3> Websites or social media (such as Facebook or Twitter)
<4> In shops or supermarkets
<5> In pubs, bars, restaurants and nightclubs (including on drinks mats or glassware)
<6> Product labels (such as on bottles or cans)
<7> At your place of work or study
<8> When talking to health professionals (such as a doctor, GP, nurse or dentists)
<9> Displayed on posters or in booklets available at a health service (e.g. GP surgery, hospital, dentist, pharmacy etc.)
When talking with friends, family or colleagues

Apart from the guideline consumption level, do you remember any of the other messages that formed part of the advice?

Do you recall hearing any of the following messages in relation to the new guidelines?
1. There is no safe level of drinking
2. Alcohol causes cancer
3. Alcohol does not protect against heart disease
4. Alcohol protects against heart disease but only for older women
5. Low levels of drinking are associated with an increased risk of Alzheimer’s
6. It is important not to mix wine, spirits and beer when drinking on a night out

Do you recall hearing any of the following messages in the last month? Please tick all that apply.
1. There is no safe level of drinking
2. Alcohol causes cancer
3. Alcohol does not protect against heart disease
4. Alcohol protects against heart disease but only for older women
5. Low levels of drinking are associated with an increased risk of Alzheimer’s
6. It is important not to mix wine, spirits and beer when drinking on a night out

To what extent do you agree or disagree with the following statements?

- [A21_1] The guidelines don’t represent an absolutely safe amount to drink; they’re intended to keep a person’s health risks from alcohol to a minimum.
- [A21_2] The risk associated with regularly drinking 14 units per week is similar to the harms of other routine activities, such as driving a car.
- [A21_3] If you wish to cut down the amount you’re drinking, a good way to achieve this is to have several drink-free days a week.
- [A21_4] Drinking alcohol regularly is linked to long term risks such as cancer.
- [A21_5] If you are pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all.

1. Strongly agree
2. Agree
3. Neither agree or disagree
4. Disagree
5. Strongly disagree
6. Don’t know