

## The situation

In 2009, the Department for Children, Schools and Families (now Department for Education) commissioned GfK NOP to conduct research to investigate issues related to young people and alcohol. The research aimed to better understand parents' and young people's attitudes and behaviours towards alcohol and alcohol consumption, and how children may be influenced by their parents' attitudes and behaviours.

## The approach

Interviews were conducted face to face, in home, using computer assisted personal interviewing (CAPI), and the sample was drawn using random location sampling. Linked interviews were conducted with children/young people and their parents or carers, and a total of 2,017 linked interviews were completed.

The questionnaires, which were built on desk research and hypotheses generated by Oxford Strategic Marketing, covered attitudes towards alcohol in general and underage drinking, own drinking behaviour, drinking behaviour of parent/child as well as rule setting and conversations about alcohol. A self-completion section was included for the most sensitive questions.

## The outcome

Two comprehensive segmentations (consisting of 7 segments each) were produced using cluster analysis based on key attitudinal dimensions and key behaviours:

- One segmentation aimed to understand parent and carer attitudes towards alcohol and their associated behaviours; in particular how these may influence parenting styles (in relations to rule setting and conversations about alcohol).
- The other segmentation looked at the attitudes and behaviours of children and young people, and how these may be influenced by the different types of parenting and household environments.

This segmentation was linked with DCSF general parenting segmentation to enable understanding of interactions. It also fed into the development of the "*Why Let Drink Decide?*" campaigns aimed at parents and young people.



To read the full published report, please use the link: [http://www.alcoholhelpline.org.uk/\\_library/DCSF-RR195.pdf](http://www.alcoholhelpline.org.uk/_library/DCSF-RR195.pdf)

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