

# Using social practice theory to measure British drinking culture

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# What can alcohol consumption data tell us?

- How much drinking takes place at mealtimes?
- Who pre-loads, when did it start and how has it changed over time?
- To what extent has youth drinking shifts from bars to the home?
- What proportion of alcohol is sold to the intoxicated?
- What proportion of people are binge drinkers?
- How does Scotland's drinking culture differ from England's?



# What can alcohol consumption data tell us?



How much  
How often



Where      When  
Why      How  
Who with





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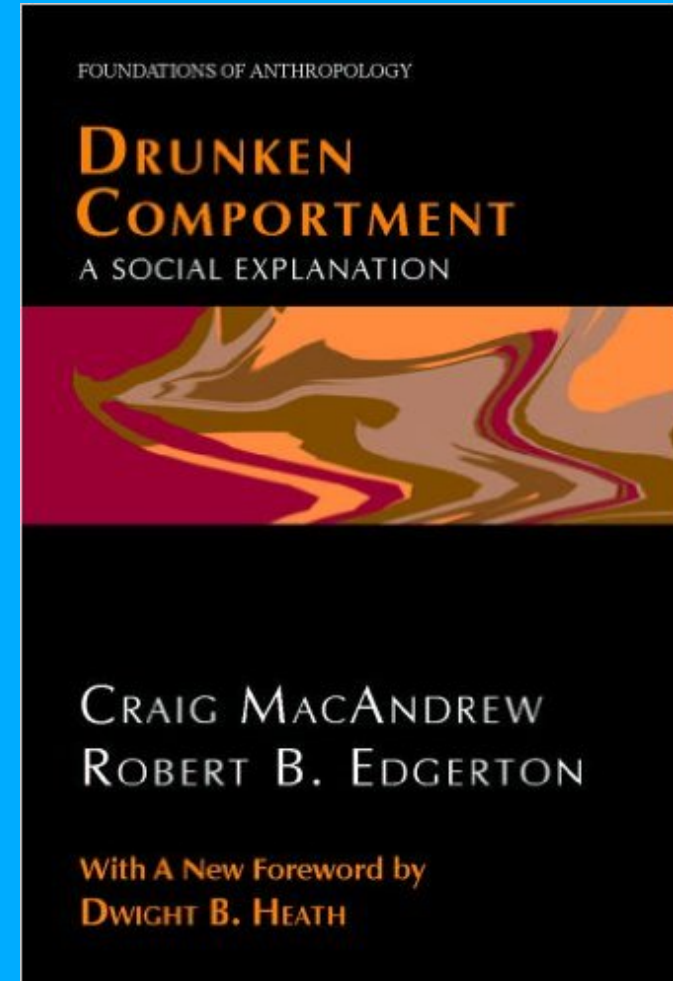
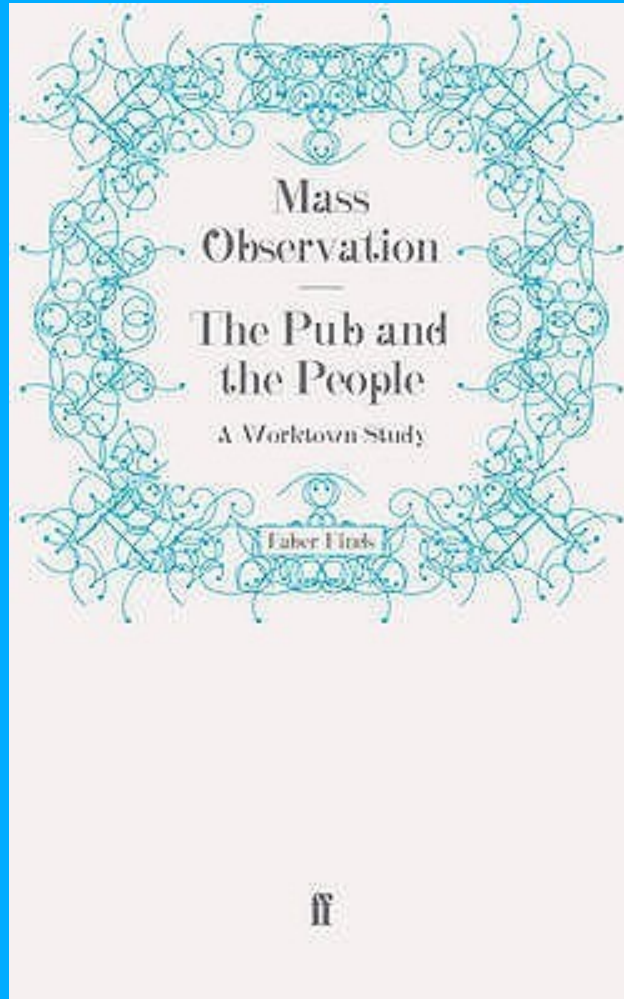
# Our data can't distinguish between...





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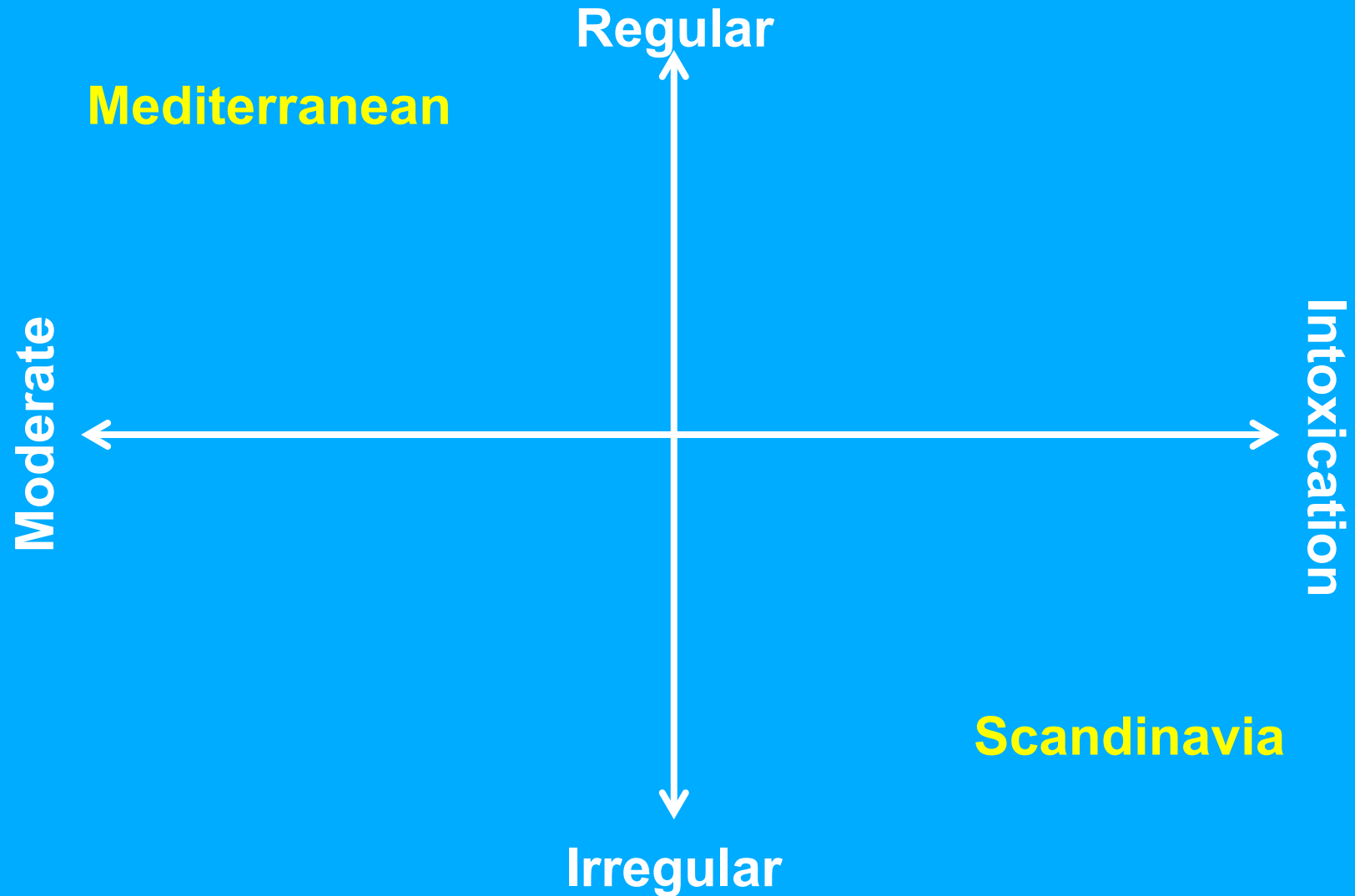
# Characterising drinking cultures







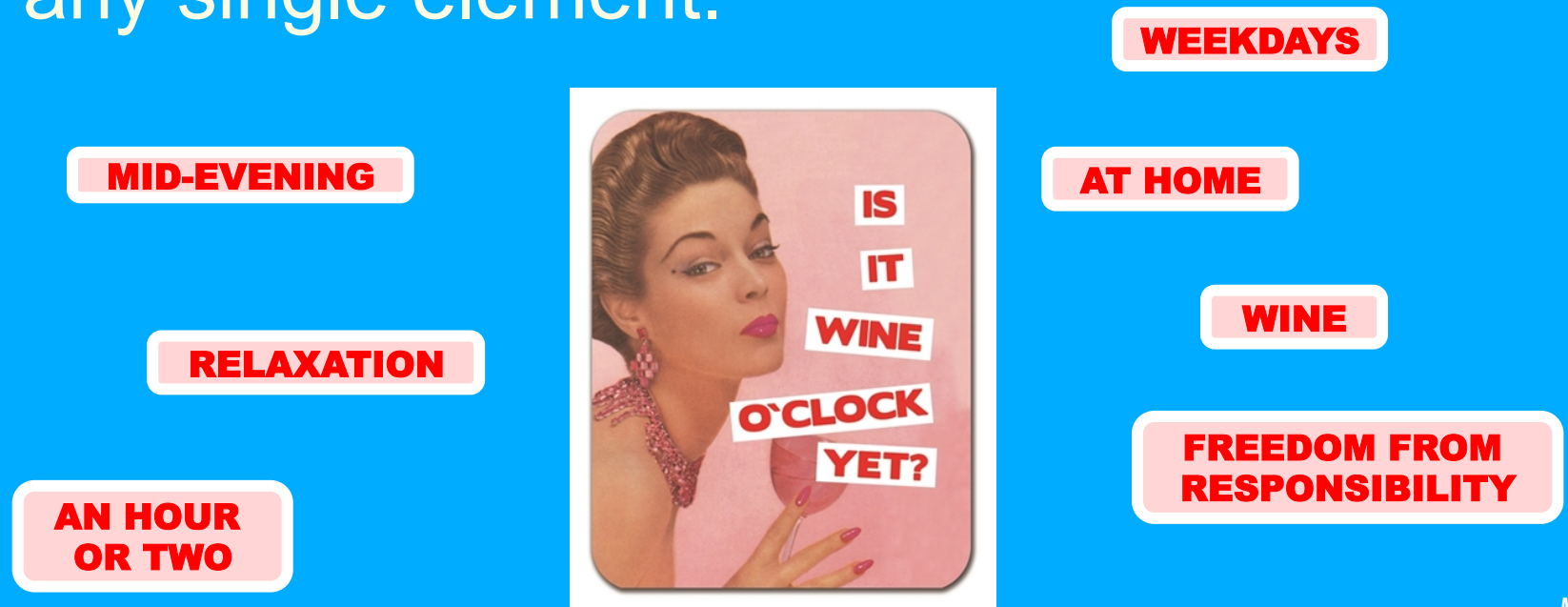
# Dimensional characterisation of drinking cultures





# A social practice approach to drinking cultures

- **Social practices:** A routinised type of behaviour consisting of several interconnected elements and irreducible to any single element.



# Aims of our research

- To develop a detailed statistical characterisation of British drinking culture informed by social practice theory
- To build a typological model of British drinking occasions, 2009-2011





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# METHODS

- Market research data:
  - Kantar Alcovision survey
  - One-week alcohol consumption diaries (cross-sectional)
  - Collection from 1<sup>st</sup> Jan 2009 to 31<sup>st</sup> Dec 2011
  - 90,000 respondents (30,000 per year)
  - 60,609 drunk in diary week

# Variables in the dataset

## Occasion characteristics for 187,878 occasions

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| <b>Day, time and duration</b>       | <b>Who with (sex, relationship)</b> |
| <b>Location (type and urbanity)</b> | <b>Motivation and Purpose</b>       |
| <b>Quantity consumed</b>            | <b>Type of drink</b>                |
| <b>Gender</b>                       | <b>Age</b>                          |
| <b>Social grade</b>                 |                                     |



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# RESULTS



# Headline results for 8-class typology of occasions

|                                                                                                                |                                                                                                                   |                                                                                                                  |                                                                                                          |
|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Mixed location heavy drinking</b><br><br>10% of occasions<br>Mean: 14 units<br><br><div>Low Inc. High</div> | <b>Heavy drinking at home with a partner</b><br><br>9% of occasions<br>Mean: 12 units<br><br><div>Inc. High</div> | <b>Get togethers at someone's house</b><br><br>14% of occasions<br>Mean: 9 units<br><br><div>Low Inc. High</div> | <b>Going out with friends</b><br><br>11% of occasions<br>Mean: 9 units<br><br><div>Low Inc. High</div>   |
| <b>Going out for a meal</b><br><br>9% of occasions<br>Mean: 5 units<br><br><div>Low Inc.</div>                 | <b>Drinking at home alone</b><br><br>14% of occasions<br>Mean: 5 units<br><br><div>Low Inc.</div>                 | <b>Light drinking at home with a partner</b><br><br>20% of occasions<br>Mean: 3 units<br><br><div>Low</div>      | <b>Light drinking at home with family</b><br><br>13% of occasions<br>Mean: 3 units<br><br><div>Low</div> |



# All drinking is not equal

- **Epidemiology:**
  - Different occasions, different risks
- **Policy:**
  - Different occasions, different effects
- **Politics:**
  - Which bits of the drinking culture do you want to change?
  - What would an unproblematic drinking culture look like?

# Further information

Thankyou



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