

2024

ALCOHOL SURVEY

AN ONLINE SURVEY IN
JERSEY, GUERNSEY,
ISLE OF MAN & GIBRALTAR



Island Global Research

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This report presents findings from a survey on Alcohol completed by 4,249 residents across Jersey, Guernsey, Isle of Man & Gibraltar in October and November 2024.

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About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

Island Global Research is part of the BWCI Group.

ALCOHOL SURVEY 2024: INTRODUCTION AND PROFILE OF RESPONDENTS

About the survey

We undertook a survey to understand people's views towards the consumption of alcohol, its impact and measures in improving the overall health of people in the community.

Online data collection took place 5 October until 6 November 2024. Members of the Island Global Research Panel were invited to participate and it was promoted on social media. Residents aged 18+ were eligible to participate.

1264 Jersey residents, 1393 Guernsey residents, 1516 Isle of Man residents and 76 residents from Gibraltar took part. Survey weights were used to adjust for age and gender differences between the sample and the resident population. Thus, they compensate for different patterns of non-response from different sub-groups of the population, such that survey results can be generalised from the sample back to the population from which they are drawn. The largest weights have been applied to males aged 18-24 and these do not exceed 3 in Jersey, Guernsey or the Isle of Man. Percentages in this report refer to weighted results, unless indicated otherwise.

This survey is part of our public health series about the consumption of substances in our communities, which will continue throughout 2025. Future surveys will ask about smoking, vaping and cannabis use.

About Island Global Research

Island Global Research is a market research and consultancy company with experience in both quantitative and qualitative research methods. We regularly conduct market research for clients in the Crown Dependencies.

From time to time, we also undertake our own research that we hope will be of interest to people living in Jersey, Guernsey and the Isle of Man. This is one of our surveys, and is an opportunity for us to give back to the Island Communities who participate in our market research.

We are very grateful to everyone who completes our surveys. If you would like to participate in our surveys or hear more from us, please go to our website to find out more: www.islandglobalresearch.com.

Profile of respondents after weighting

	Jersey N=1264	Guernsey N=1393	Isle of Man N=1516	Gibraltar N=76
Age Group				
18 - 39	33%	33%	29%	21%
40 – 64	46%	42%	44%	50%
65+	20%	25%	27%	29%
Gender				
Female	50%	50%	51%	48%
Male	49%	48%	49%	51%
Self-describe	<1%	1%	<1%	0%
Prefer not to answer	<1%	1%	<1%	<1%
Do you have children under 18 in your household?				
Yes	26%	26%	24%	27%
No	74%	74%	75%	70%
Prefer not to answer	<1%	1%	1%	3%
Do you drink alcohol?				
Yes	64%	66%	63%	55%
Occasionally e.g. special occasions	23%	21%	24%	26%
No	13%	14%	13%	19%
Highest Qualification (or equivalent including professional qualifications)				
None	5%	6%	4%	7%
GCSE / A-Level	39%	38%	40%	28%
Graduate	51%	51%	49%	54%
Prefer not to answer	5%	5%	6%	10%

ALCOHOL SURVEY 2024: SUMMARY OF KEY FINDINGS JERSEY

Attitudes towards alcohol consumption

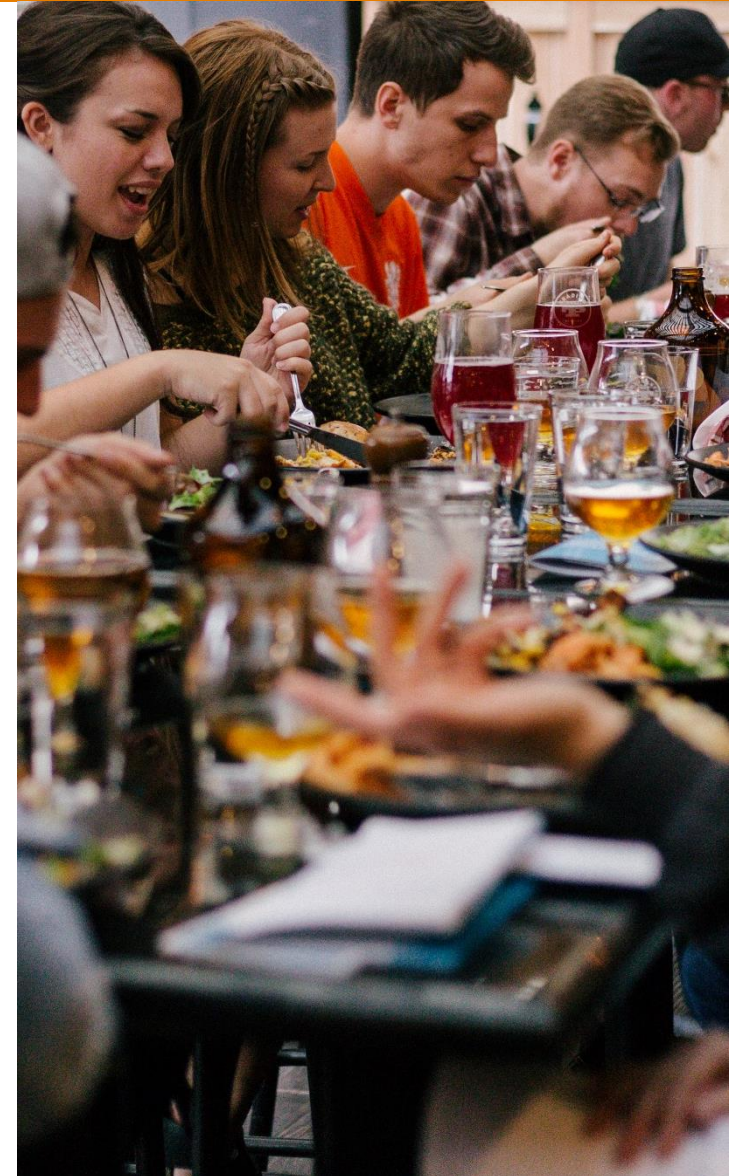
- 91% agree that drinking alcohol in moderation is socially acceptable behaviour and there are no notable differences by age.
- 33% agree that getting drunk is socially acceptable behaviour. This ranges from 58% of under 40s, to 25% of those aged 40-64 down to 8% of those aged 65+.
- There is greatest concern about antisocial behaviour due to alcohol consumption (53% very concerned), followed by the cost implications of alcohol consumption to the healthcare system (38% very concerned) and the impact of alcohol consumption on the health of people who drink (31% very concerned).
- Those aged 65+ are slightly more concerned than younger people about the first two noted above.

Support in the community

- 56% think more should be done to reduce harm caused by alcohol in Jersey, including 20% who said much more.
- 36% say someone else's alcohol consumption has impacted their life in a negative way to some extent (24%) or a great deal (13%). Those aged 18-39 are much more likely to say this (49%) than those aged 40-64 (35%) or those aged 65+ (20%).
- 31% would not know where to go for support cutting back on or giving up alcohol.

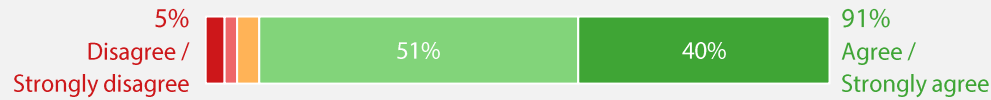
Views on the availability of alcohol

- 84% believe the number of units in a product should be shown on the packaging as a legal requirement.
- There is greatest support for more controls around alcohol advertising. For example, 70% would support a health warning on advertising while 57% would support more controls on where it is advertised, including around 1 in 3 who would strongly support each measure.
- 30% would support minimum unit pricing on alcohol in shops, including 13% who would strongly support this.

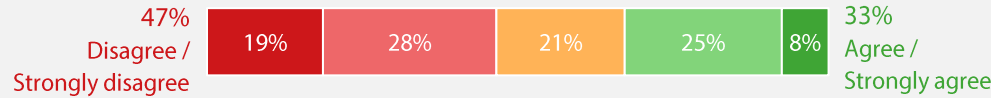


ATTITUDES TOWARDS ALCOHOL CONSUMPTION: JERSEY

Drinking alcohol in moderation is socially acceptable behaviour



Getting drunk is socially acceptable behaviour



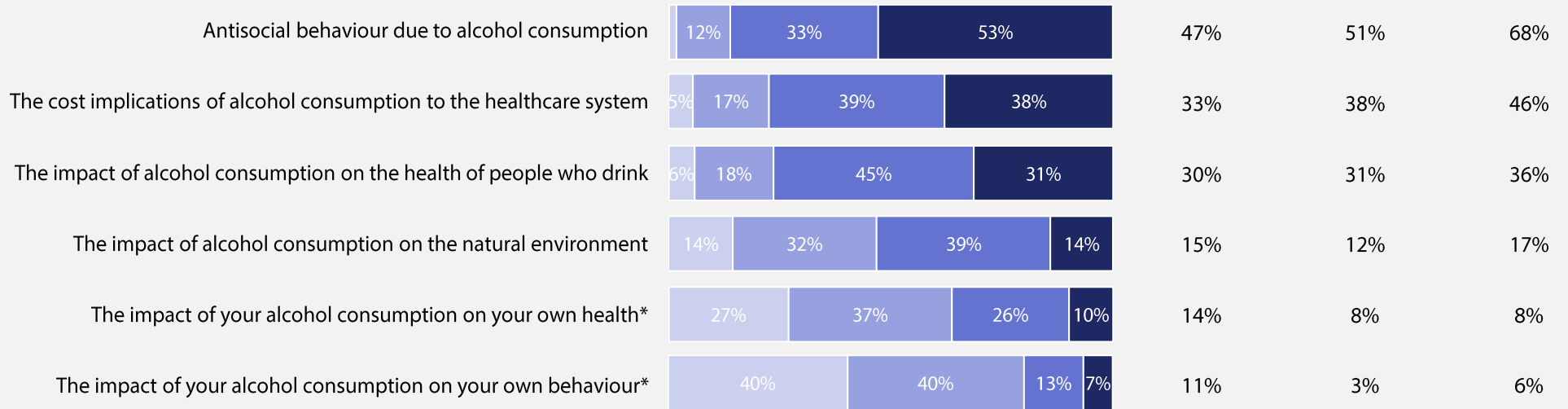
% agree / strongly agree by age

	18-39	40-64	65+
Drinking alcohol in moderation is socially acceptable behaviour	90%	91%	94%
Getting drunk is socially acceptable behaviour	58%	25%	8%



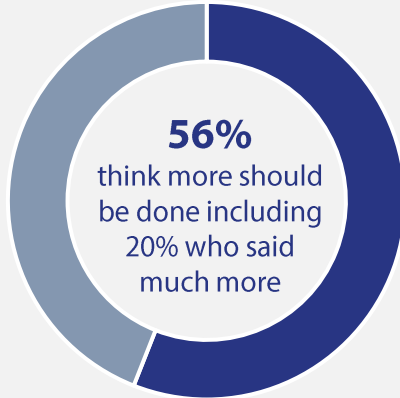
To what extent are you concerned about the following?

% very concerned by age

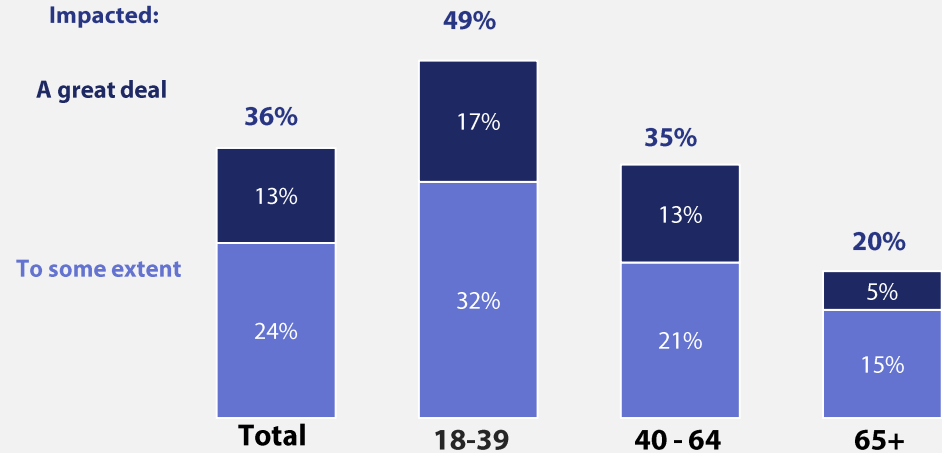


SUPPORT IN THE COMMUNITY: JERSEY

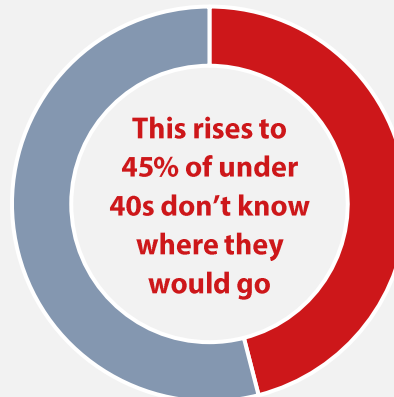
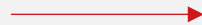
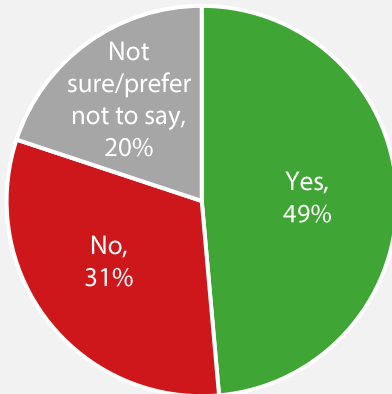
Do you think the right amount is being done in Jersey to reduce harm caused by alcohol? This may include actions to prevent and to treat the harms of alcohol.



In the last 12 months, has someone else's alcohol consumption impacted your life in a negative way?



Would you know where to go if you or someone you know needed help cutting back on or giving up alcohol?



Organisations most commonly mentioned

1. Alcoholics Anonymous
2. Doctors (GP)
3. Silkworth
4. Alcohol & Drug Service

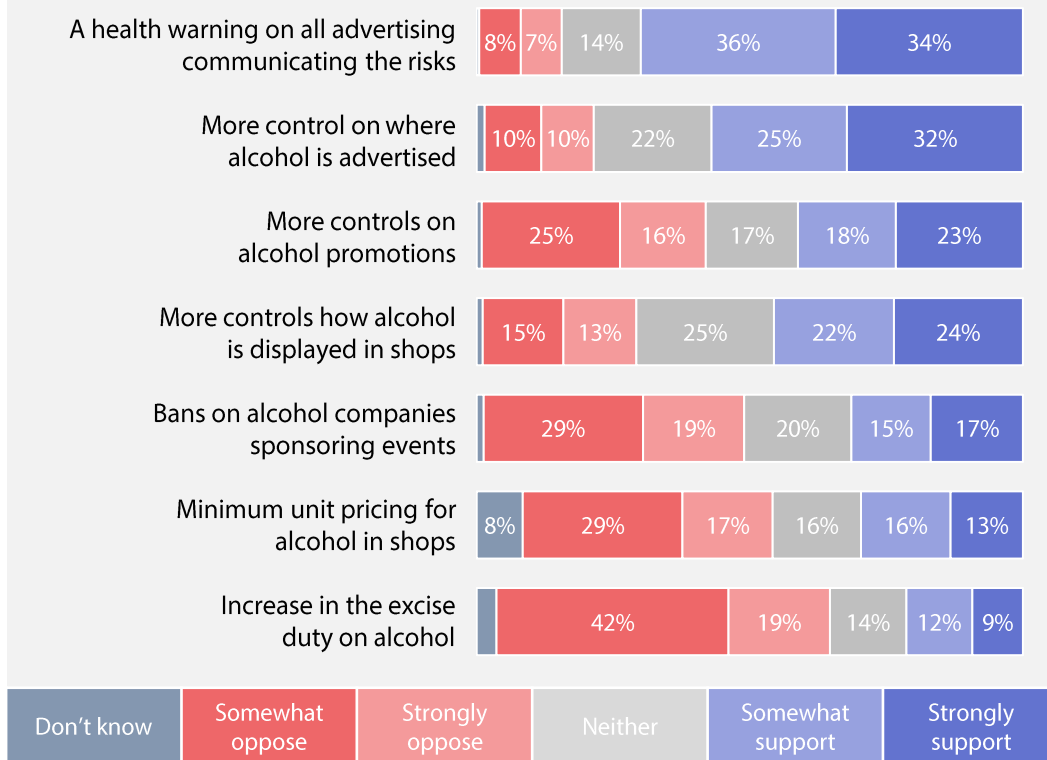
VIEWS ON THE AVAILABILITY OF ALCOHOL: JERSEY

Which, if any, of the following pieces of information do you think should be legally required to include on the labels/packageaging of alcoholic drinks?



Support for showing nutritional information, calories and ingredients decreases with age (each selected by 56-63% of under 40s vs 43-50% of those aged 40-64 vs 32-36% of those aged 65+). Otherwise, there were no notable differences by age for these two questions.

If at all, do you support or oppose the following being introduced in?



FINAL COMMENTS: JERSEY

Key themes

The main themes to arise from the final comments section were...

- A number of respondents feel people should take responsibility for themselves, and believe that if someone has an alcohol dependency then they will find a way to get it regardless of any price increases or changes in legislation.
- Respondents felt that improving education regarding alcohol consumption was important.
- Requests for more support for those struggling with alcohol addiction/dependency.
- Some respondents felt that the prices on alcohol have had an impact on people socially; causing them to go out less and drink at home instead.
- A few respondents said that changing legislation along with raising alcohol prices is unfair and affects those who drink responsibly, while people with an alcohol dependency will continue to drink regardless.

"More support to be provided easily and in various ways to people who struggle from their alcohol consumption and their families."

"I think education is key. If people drink alcohol excessively adding labelling or limiting pricing and promotions will not stop that."

"Jersey has already taxed alcohol consumption far too high and has ruined the night-time economy with its stringent rules. If people want to risk their health drinking let them drink and come down heavily on them if their drinking causes harm to others."

"Most people enjoy an alcoholic drink. And do not abuse it. The majority shouldn't suffer because of the minority."

"Having been married to an alcoholic no amount of government control initiatives will stop someone drinking. In some cases, it makes it worse, e.g. raising taxes on alcohol doesn't stop the person drinking but it has an impact on the family because they have less money to live on."

ALCOHOL SURVEY 2024: SUMMARY OF KEY FINDINGS GUERNSEY

Attitudes towards alcohol consumption

- 92% agree that drinking alcohol in moderation is socially acceptable behaviour and there are no notable differences by age.
- 30% agree that getting drunk is socially acceptable behaviour. This ranges from 50% of under 40s, to 26% of those aged 40-64 down to 9% of those aged 65+.
- There is greatest concern about antisocial behaviour due to alcohol consumption (55% very concerned), followed by the cost implications of alcohol consumption to the healthcare system (35% very concerned).
- Those aged 65+ are slightly more concerned than younger people about these issues, while those aged 18-39 are slightly more concerned about the impact of alcohol consumption on the natural environment (e.g. waste generated) than other age groups.

Support in the community

- 52% think more should be done to reduce harm caused by alcohol in Guernsey, including 16% who said much more.
- 34% say someone else's alcohol consumption has impacted their life in a negative way to some extent (24%) or a great deal (11%).
- 39% would not know where to go for support cutting back on or giving up alcohol.

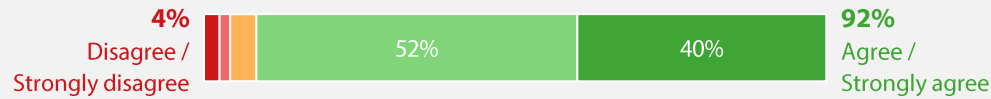
Views on the availability of alcohol

- 83% believe the number of units in a product should be shown on the packaging as a legal requirement.
- There is greatest support for more controls around alcohol advertising. For example, 67% would support a health warning on advertising while 58% would support more controls on where it is advertised, including around 1 in 3 who would strongly support each measure.
- 34% would support minimum unit pricing on alcohol in shops, including 13% who would strongly support this.

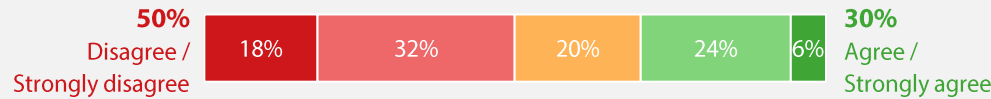


ATTITUDES TOWARDS ALCOHOL CONSUMPTION: GUERNSEY

Drinking alcohol in moderation is socially acceptable behaviour



Getting drunk is socially acceptable behaviour



% agree / strongly agree by age

	18-39	40-64	65+
Drinking alcohol in moderation is socially acceptable behaviour	90%	93%	91%
Getting drunk is socially acceptable behaviour	50%	26%	9%

Strongly disagree Disagree Neither Agree Strongly agree

To what extent are you concerned about the following?

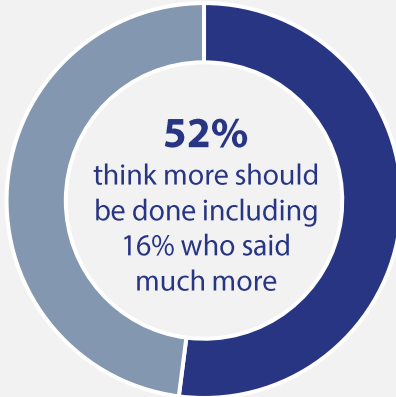
% very concerned by age

	18-39	40-64	65+
Antisocial behaviour due to alcohol consumption	50%	53%	67%
The cost implications of alcohol consumption to the healthcare system	30%	36%	42%
The impact of alcohol consumption on the health of people who drink	25%	26%	27%
The impact of alcohol consumption on the natural environment	20%	9%	13%
The impact of your alcohol consumption on your own health*	16%	8%	5%
The impact of your alcohol consumption on your own behaviour*	9%	4%	2%

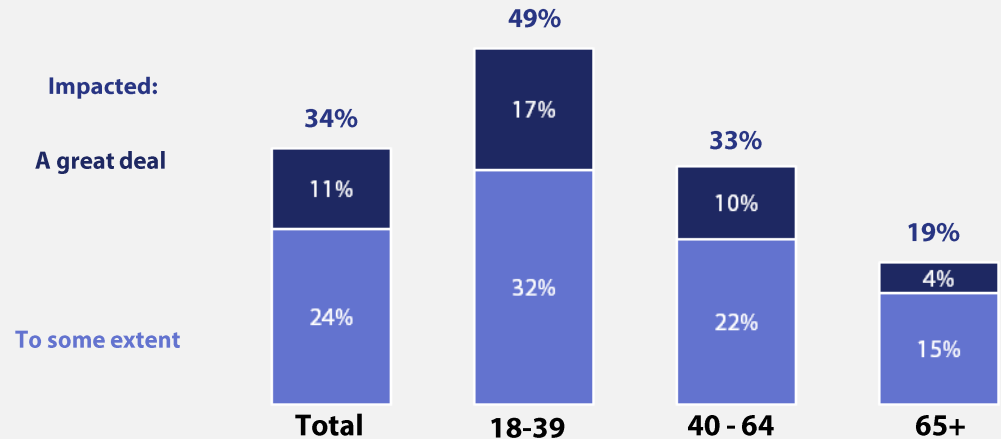
Not at all concerned Not very concerned Somewhat concerned Very concerned

SUPPORT IN THE COMMUNITY: GUERNSEY

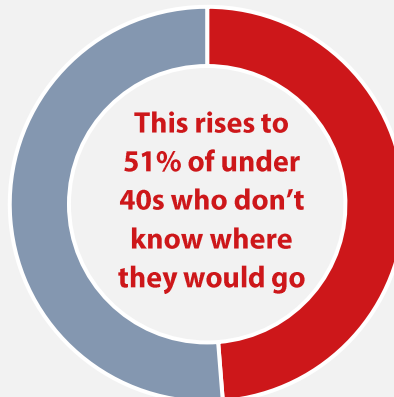
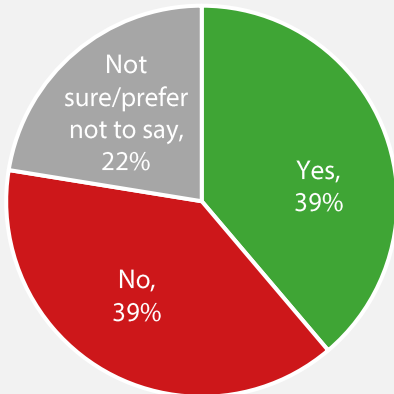
Do you think the right amount is being done in Guernsey to reduce harm caused by alcohol? This may include actions to prevent and to treat the harms of alcohol.



In the last 12 months, has someone else's alcohol consumption impacted your life in a negative way?



Would you know where to go if you or someone you know needed help cutting back on or giving up alcohol?

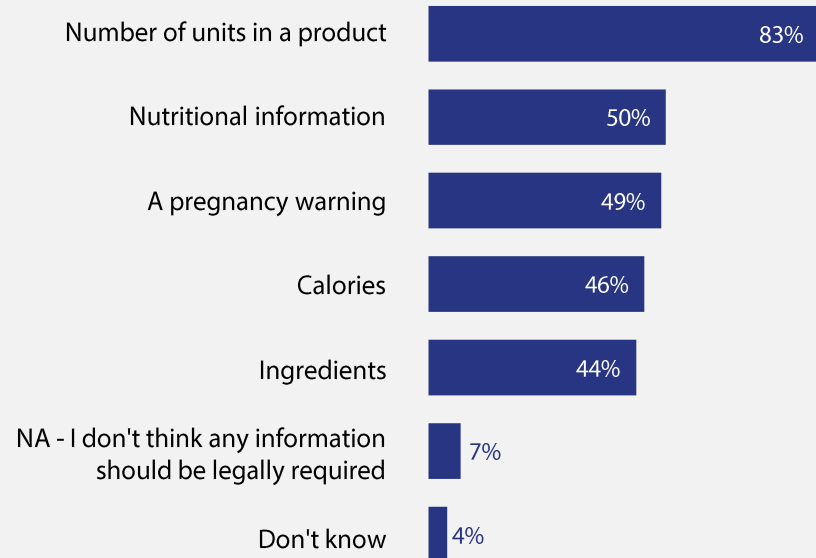


Organisations most commonly mentioned

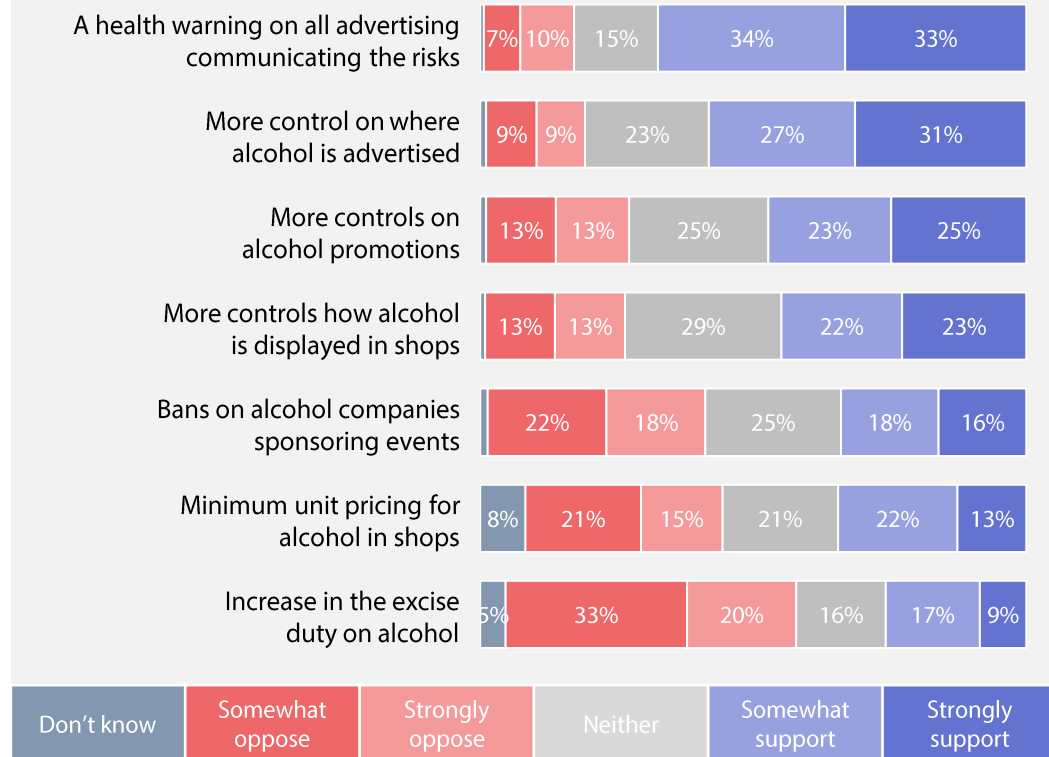
1. Alcoholics Anonymous
2. Doctors (GP)
3. Independence
4. Community Health & Alcohol Team (CDAT)
5. The Guernsey Alcohol and Drug Abuse Council (GADAC) / Health Connections

VIEWS ON THE AVAILABILITY OF ALCOHOL: GUERNSEY

Which, if any, of the following pieces of information do you think should be legally required to include on the labels/package of alcoholic drinks?



If at all, do you support or oppose the following being introduced in?



Young people were slightly more likely to have selected nutritional information, pregnancy warning, calories and ingredients (each selected by 50-64% of under 40s vs 31-41% of those aged 65+), but otherwise there were relatively few differences by age for these two questions.

FINAL COMMENTS: GUERNSEY

Key themes

The main themes to arise from the final comments section were...

- Saw there was some frustration that non-alcoholic drinks are the same price or close to the same price as alcoholic drinks.
- Some respondents felt that alcohol is a bad thing; others saw it is a positive and normal way to socialise.
- There was some concern regarding the strain on medical/police services due to alcohol related health problems, injury & violence. In particular under 40s were concerned about excess drinking and the negative health impact it has on the system and those affected.
- There was call from some respondents for more to be taught in schools regarding the dangers of alcohol consumption.
- Some feel that changes to legislation won't make a difference. As they feel if someone is an alcoholic, they will source it regardless of pricing or legislation changes.
- The term 'nanny state' was used a lot with respondents feeling that people should be left to make their own decisions.
- Concerns about the cost of alcohol was raised, particularly amongst those aged 40+. There were also people saying they are now drinking at home more instead of going out due to the cost of going out in town or not liking the environment.
- Requests for more support for heavy drinkers, this was a view that came across particularly strongly amongst those aged 65+.

"People are old enough to make up their own minds and take responsibility for themselves."

"More awareness on mental health and alcohol use and abuse."

"I think the price in pubs is outrageous. For many people, especially people alone, the pub is a social space, to meet friends. People should not be penalized for this and neither should landlords."

"Night-life culture is very much associated with alcohol consumption and consequently socially unacceptable behaviour by a significant minority. This is placing unnecessary demands on an already pressurised police force."

ALCOHOL SURVEY 2024: SUMMARY OF KEY FINDINGS ISLE OF MAN

Attitudes towards alcohol consumption

- 89% agree that drinking alcohol in moderation is socially acceptable behaviour and there are no notable differences by age.
- 32% agree that getting drunk is socially acceptable behaviour. This ranges from 60% of those aged 18-39, to 27% of those aged 40-64 down to 9% of those aged 65+.
- There is greatest concern about antisocial behaviour due to alcohol consumption (50% very concerned), followed by the cost implications of alcohol consumption to the healthcare system (39% very concerned).
- Those aged 65+ are more concerned than younger people about these issues. Under 40s are slightly more concerned than older people about the impact of alcohol on their own health & behaviour.

Support in the community

- 57% think more should be done to reduce harm caused by alcohol in Isle of Man, including 20% who said much more.
- 33% say someone else's alcohol consumption has impacted their life in a negative way to some extent (23%) or a great deal (9%).
- 34% would not know where to go for support cutting back on or giving up alcohol.

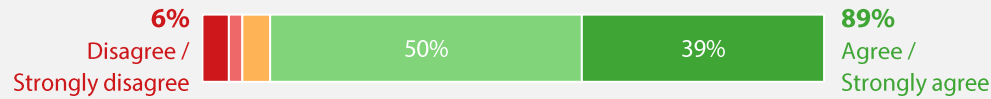
Views on the availability of alcohol

- 83% believe the number of units in a product should be shown on the packaging as a legal requirement.
- There is greatest support for more controls around alcohol advertising. For example, 69% would support a health warning on advertising while 58% would support more controls on where it is advertised, including just over 1 in 3 who would strongly support each measure.
- 36% would support minimum unit pricing on alcohol in shops, including 15% who would strongly support this.

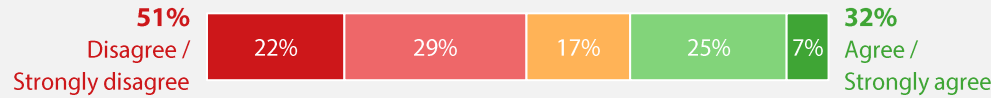


ATTITUDES TOWARDS ALCOHOL CONSUMPTION: ISLE OF MAN

Drinking alcohol in moderation is socially acceptable behaviour



Getting drunk is socially acceptable behaviour



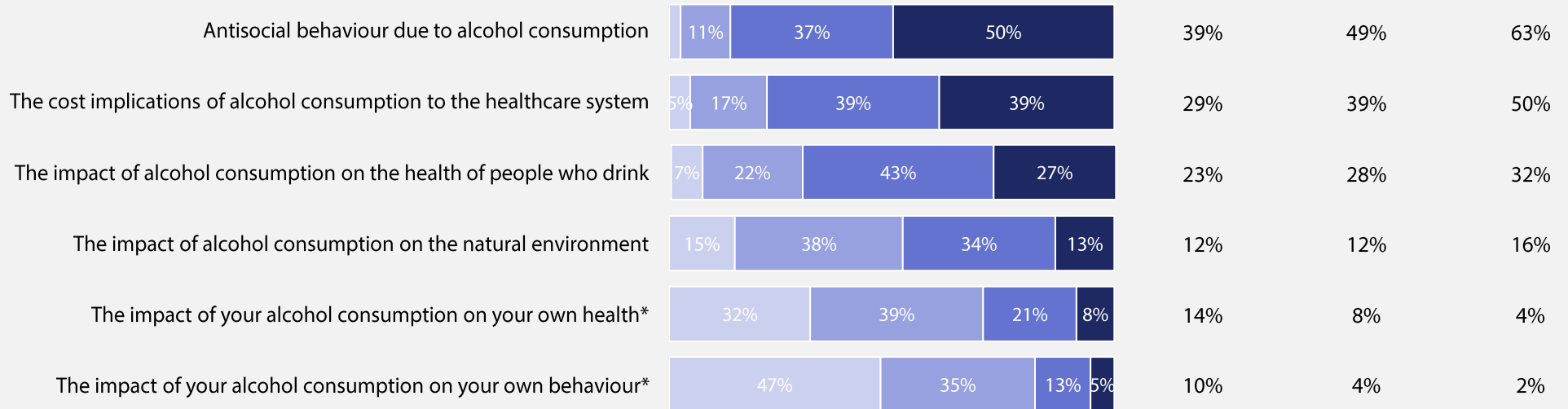
% agree / strongly agree by age

	18-39	40-64	65+
Drinking alcohol in moderation is socially acceptable behaviour	88%	89%	90%
Getting drunk is socially acceptable behaviour	60%	27%	9%

Strongly disagree Disagree Neither Agree Strongly agree

To what extent are you concerned about the following?

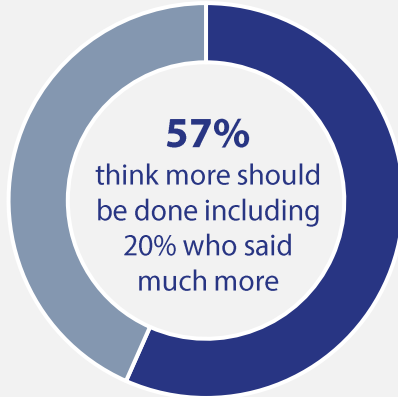
% very concerned by age



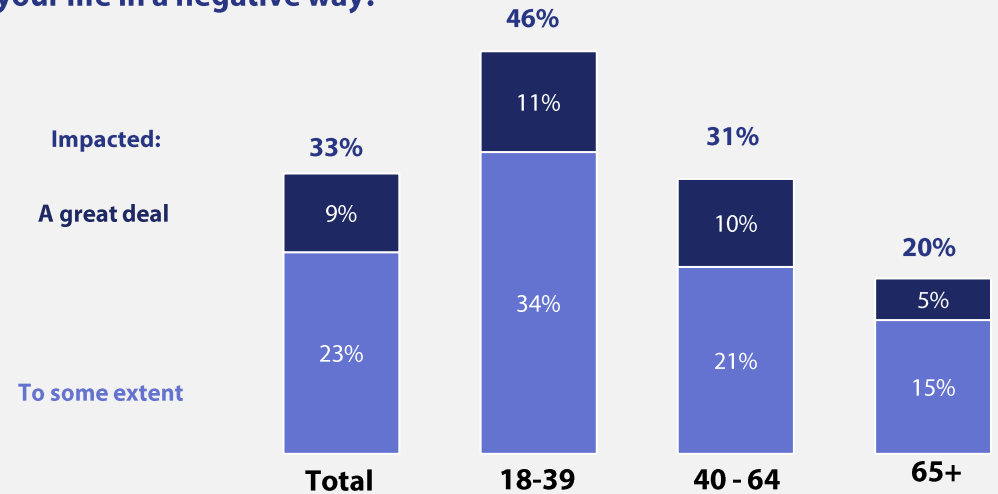
Not at all concerned Not very concerned Somewhat concerned Very concerned

SUPPORT IN THE COMMUNITY: ISLE OF MAN

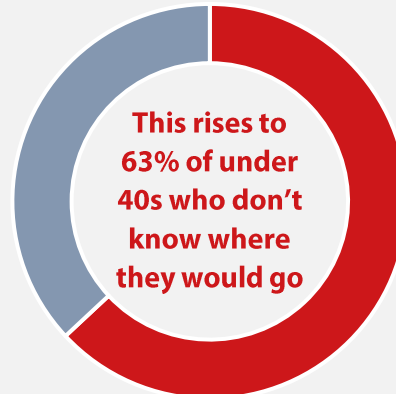
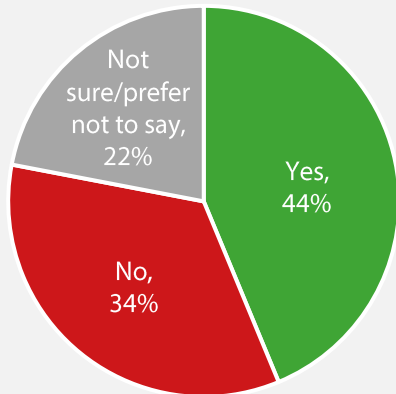
Do you think the right amount is being done in the Isle of Man to reduce harm caused by alcohol? This may include actions to prevent and to treat the harms of alcohol.



In the last 12 months, has someone else's alcohol consumption impacted your life in a negative way?



Would you know where to go if you or someone you know needed help cutting back on or giving up alcohol?

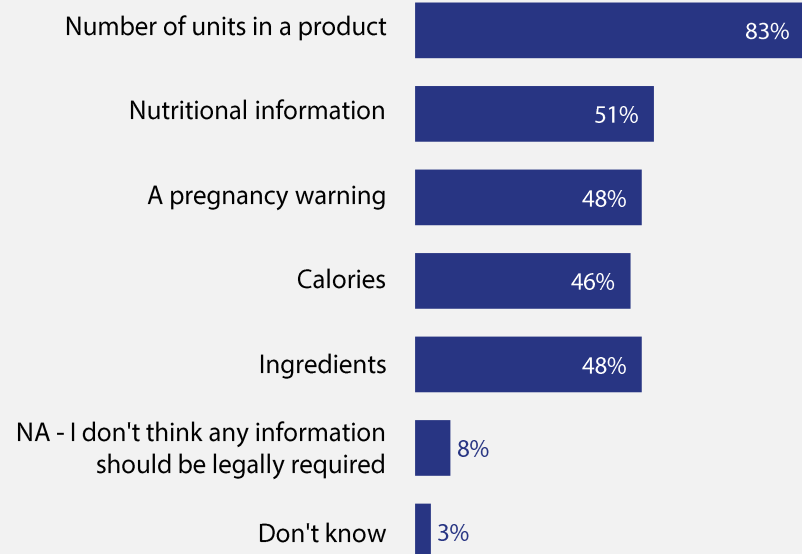


Organisations most commonly mentioned

1. Motiv8
2. Alcoholics Anonymous
3. Doctor / GP
4. Drug & Alcohol Team (DAT)

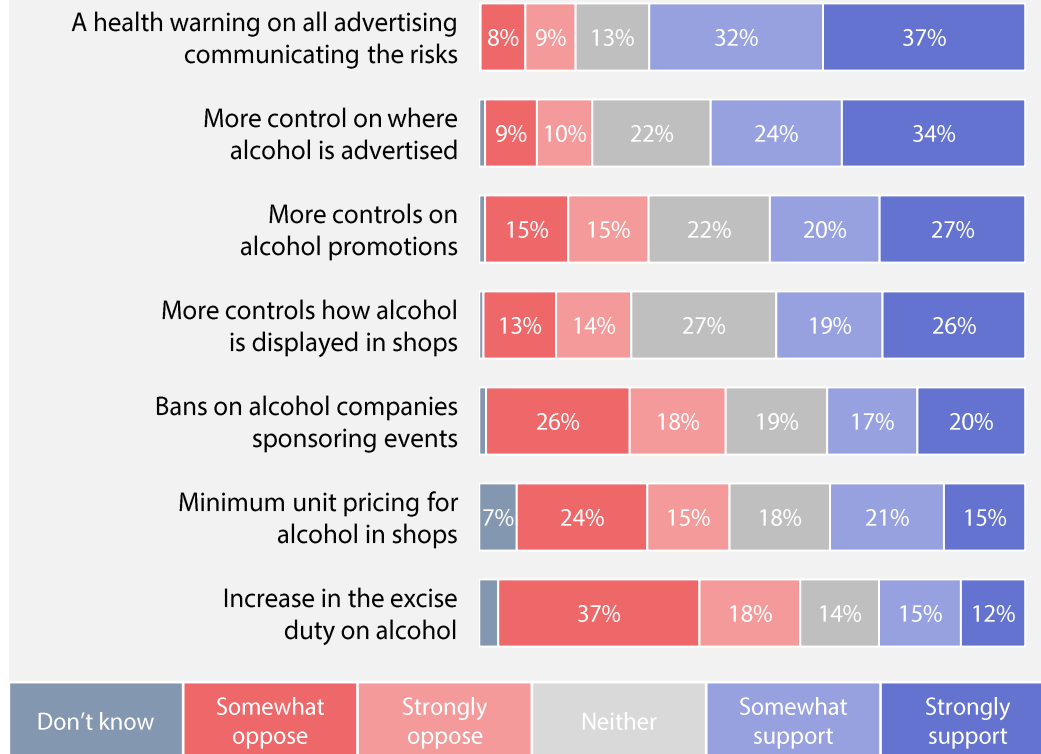
VIEWS ON THE AVAILABILITY OF ALCOHOL: ISLE OF MAN

Which, if any, of the following pieces of information do you think should be legally required to include on the labels/packageaging of alcoholic drinks?



Young people were slightly more likely to have selected nutritional information, pregnancy warning, calories and ingredients (each selected by 52-63% of under 40s vs 31-39% of those aged 65+), but otherwise there were relatively few differences by age for these two questions.

If at all, do you support or oppose the following being introduced in?



FINAL COMMENTS: ISLE OF MAN

Key themes

The main themes to arise from the final comments section were...

- More education needs to be provided on the harmful effects of excess alcohol consumption and where those with a dependency can go for support.
- Concern that alcohol is too normalised on the island and that anti-social behaviour is accepted. Violence caused by alcohol was a concern to a number of respondents.
- Others felt that people should be free to make their own choices regarding alcohol consumption, or that people are going to drink regardless of laws and education. Some people said other drugs should be of higher concern than alcohol.

"Alcohol consumption can cause death, extreme illness, domestic abuse, assaults, child abuse, antisocial behaviour. The cost to the taxpayer includes health care, emergency healthcare, policing, courts and lost productivity."

"My main concern is the antisocial behaviour. It is the people who are unable to "control" themselves who are the issue."

"Support is needed to assist people with issues before they turn to alcohol as a support mechanism."

"Making alcohol more expensive will not stop people drinking it will just make people who drink worse off."

"Better education for young people on the dangers of alcohol! Just because it's legal, doesn't mean it's safe."

"Everyone has a choice and can make their own decision. We don't need the government to tell us that alcohol is harmful and addictive, we can make that decision."

ALCOHOL SURVEY 2024: SUMMARY OF KEY FINDINGS GIBRALTAR

Attitudes towards alcohol consumption

- 84% agree that drinking alcohol in moderation is socially acceptable behaviour.
- 19% agree that getting drunk is socially acceptable behaviour.
- There is some concern about antisocial behaviour due to alcohol consumption (36% very concerned), followed by the impact of alcohol consumption on the health of people who drink (26% very concerned) and the cost implications of alcohol consumption to the healthcare system (23% very concerned).

Support in the community

- 61% think more should be done to reduce harm caused by alcohol in Gibraltar, including 18% who said much more.
- 30% say someone else's alcohol consumption has impacted their life in a negative way to some extent (24%) or a great deal (6%).
- 41% would not know where to go for support cutting back on or giving up alcohol.

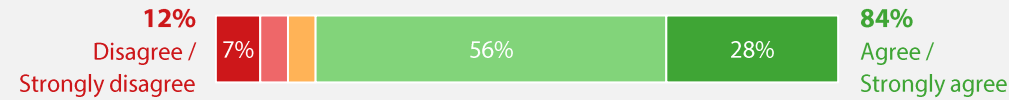
Views on the availability of alcohol

- 77% believe the number of units in a product should be shown on the packaging as a legal requirement.
- 81% would support a health warning on all alcohol advertising communicating the risks, including 40% who would strongly support.

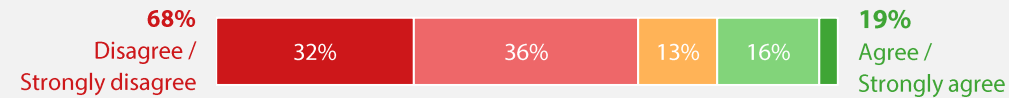


ATTITUDES TOWARDS ALCOHOL CONSUMPTION: GIBRALTAR

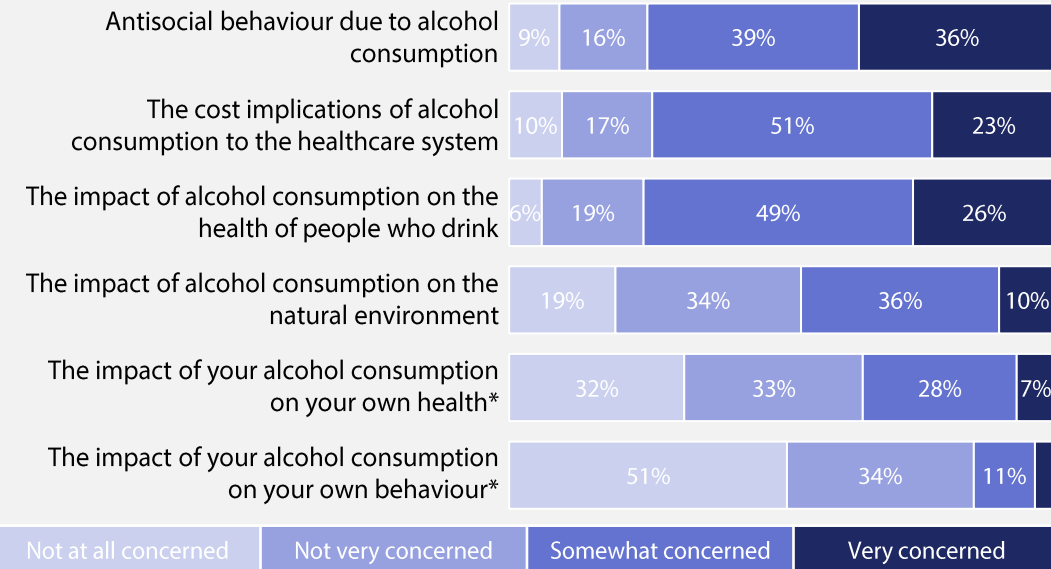
Drinking alcohol in moderation is socially acceptable behaviour



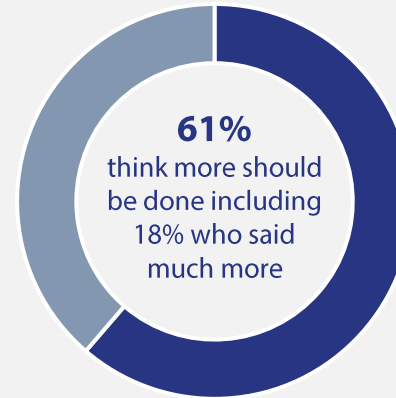
Getting drunk is socially acceptable behaviour



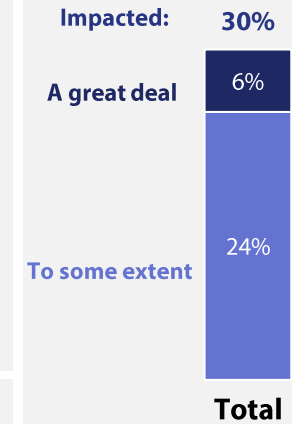
To what extent are you concerned about the following?



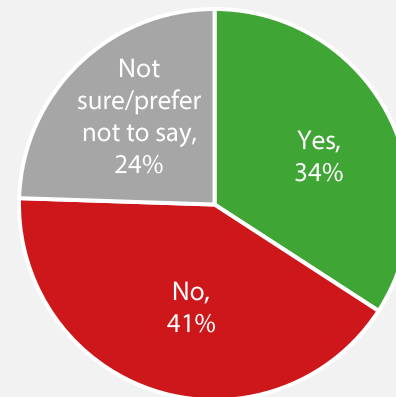
Do you think the right amount is being done to reduce harm caused by alcohol?^



In the last 12 months, has someone else's alcohol consumption impacted your life in a negative way?



Would you know where to go if you or someone you know needed help cutting back on or giving up alcohol?

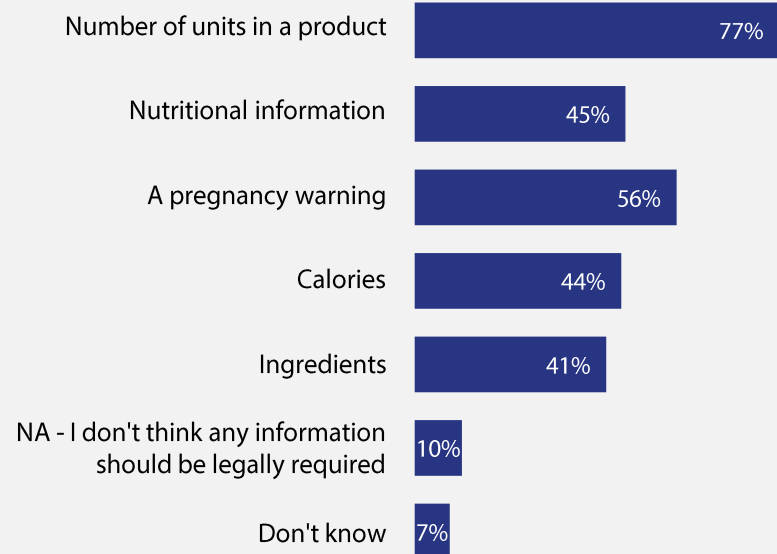


Organisations most commonly mentioned

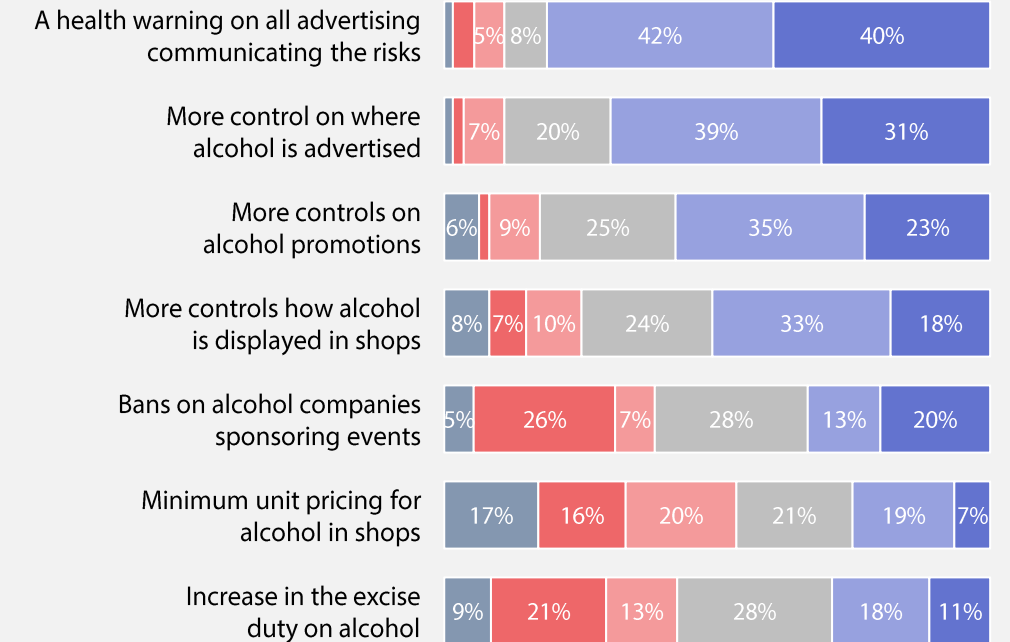
1. Alcoholics Anonymous (AA)
2. Doctor / GP
3. Gibraltar Health Authority
4. Bruce's Farm

VIEWS ON THE AVAILABILITY OF ALCOHOL: GIBRALTAR

Which, if any, of the following pieces of information do you think should be legally required to include on the labels/packaging of alcoholic drinks?



If at all, do you support or oppose the following being introduced in?



FINAL COMMENTS: GIBRALTAR

Key themes

*There were relatively few comments from those located in Gibraltar.
This page shows the range of views expressed.*

"Absolutely not to be sold to under 18 years olds."

"Still find it absurd to be legal and so integral to our lifestyle whilst other narcotics are prohibited, despite alcohol being so harmful in society."

"Alcohol affects every part of the body, it's a socially acceptable drug and if addiction is an issue a very tough habit to break as nearly all family gatherings, social occasions or events usually include alcohol being available. "

"I have seen too many people become addicted to alcohol and ruined their lives."

"Totally opposed to the nanny state."

"Changing public understanding of the dangers of misuse of alcohol should be through education. Increasing the cost only worsens the situation for family members of alcohol abuse."

"Everything in moderation."



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