BALLYMUN
ALCOHOL STRATEGY

Seeing in the Years

Alcohol Attitudes and Behaviours in
Ballymun from 2011 to 2023

Ballymun Community Alcohol Strategy (2010-2023) was coordinated by Ballymun Local Drug and Alcohol Task Force in collaboration with residents, services/groups, local businesses, and public representatives.

Citation:

Ballymun Local Drugs and Alcohol Task Force & Ipsos B&A (2024) *Alcohol Attitudes and Behaviours in Ballymun 2011-2023*. Dublin: Ballymun Local Drugs and Alcohol Task Force.

Contents

Acknowledgements

Our sincere thanks to Ipsos MORI and Ipsos B&A for the work undertaken on data collection and analysis over the four time periods.

Appreciation also to Dr Ann Hope for her input, guidance and further analysis and for her overall support for the Strategy implementation over the years.

We thank Dublin City Council for contribution towards funding for earlier waves of research and acknowledge funding received also under the National Drug Strategy.

Thank you to the community of Ballymun for its continued participation and support with the roll out of the various actions and collection of data since 2011.

Our Logo

In 2017, a community alcohol strategy logo was developed by the girl's group (13 yrs) in Ballymun Regional Youth Resource in collaboration with their Youth Arts Worker.

- Circle represents the Ballymun Community
- Change represented by the caterpillar & butterfly
- Arch to represent Ballymun

Finding our way......

At the first Alcohol Roundtable Event in Ballymun (2009), there was an agreement to collectively address alcohol related harm in Ballymun. In June 2010, the first Ballymun Community Alcohol Strategy 'A Road to Change' was launched. This sought to reduce the amount of harm caused by alcohol use in the Ballymun area by lowering local consumption levels and altering harmful drinking behaviour. A *community mobilisation approach* was adopted based on local needs, evidence base (as well as input from national experts) and resources available. The Strategy was initiated and developed by the Ballymun Local Drugs and Alcohol Task Force and the Safer Ballymun Community Safety Forum. The implementation of this Strategy took place from 2010-2016, with a range of actions delivered in collaboration with local agencies/partners and community members. It also drew on a wide body of Irish and international learning on public health and alcohol in its design, overall approach, and specific actions. A new community alcohol strategy was developed for the period 2017-2020 with funding received through the Dormant Accounts Fund (2016). This built on the actions from 2010-2016 strategy and new areas of work were also identified. This was extended to cover the years 2021 and 2022 due to Covid. This second strategy (like the strategy 2010-2016) sought to bring about community level systemic change by mobilizing the community to address the impact of alcohol-related harms. As well as implementing the local action plan, work and learning was undertaken and shared with other communities implementing their own community alcohol strategies across Ireland. This inter-community cooperative work was facilitated by ICAAN (the Irish Community Action on Alcohol Network) since its establishment in 2017.
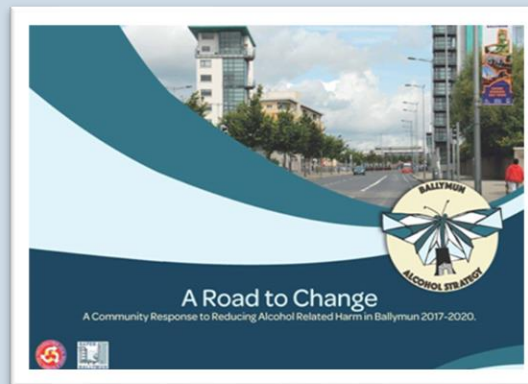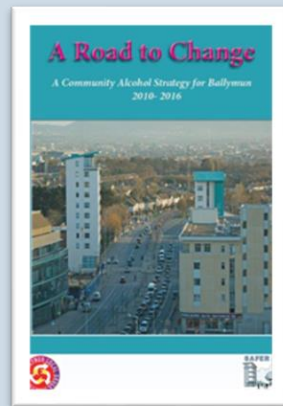
2010–2016	2017–2020	2021–2023
•First strategy	•Second strategy	•Sustained action….

Key themes and goals

- **Supply Reduction, Availability and Enforcement**

    Goal: Reduce consumption of alcohol at local level, limit its availability and affordability.

- **Prevention and Intervention**

    Goal: Delay the early onset of drinking and encourage changes in risky drinking behaviors.

- **Treatment and Rehabilitation**

    Goal: Ensure that effective treatment services are available and accessible to those with alcohol dependency and their families.

- **Communications and Advocacy**

    Goal: Influence community perceptions & norms and obtain community support for systemic change at local /national policy level.

- **Policy and Research**

    Goal: Ensure that the work of the Ballymun Community Alcohol Strategy is underpinned by research, evidence-based practice/policy.

One Measure

'When responding to alcohol problems, there is thus always somewhere to start, always a layer to be strengthened'.

Babor (2003:275)[1]

One of the key considerations of the Ballymun Community Alcohol Strategy was to not only to gather process data on its multi-component approach as it unfolded, but also to develop a system of data collection by which the Strategy's overall aims and objectives could be measured over time. Essentially, to explore how and to what extent has implementing the various measures (taken together) contributed to reducing alcohol-related harms. One such measure was to devise a method of local data collection which would allow comparable data to be analyzed over the years and to also introduce any further additional questions which may be required at these times to reflect new or shifting trends. A representative household study was selected in this regard.

- To undertake data collection on current attitudes, awareness, and behaviours in relation to alcohol use and alcohol related harm in Ballymun.
- To analyse and present findings in relation to current alcohol attitudes and behaviours
- To detail the way the fieldwork was undertaken to ensure that the same methodology could be applied later.
- To compare findings with those from previous Ballymun studies and highlight any main areas of change over the 4 periods of previous data collection.

Methodology

Following public tender processes (in 2011, 2015, 2019 and 2023), Ballymun Local Drugs and Alcohol Task Force commissioned IPSOS to conduct a representative household survey on alcohol attitudes and behaviours in Ballymun; to compile a report for each data collection period; and to assess any changes over these periods. The surveys conducted in 2011, 2015 and 2019 were undertaken by Ipsos MORI (Northern Ireland) and the 2023 survey by Ipsos B&A. Additional questions were added across years to capture changing consumption trends, community issues and policy context. In this regard, not all the information is available for each year in question. Survey findings are based on interviews conducted by Ipsos amongst a representative sample of the Ballymun population aged 15+, using a 2 staged approach to sampling. Fieldwork was conducted between August-September 2011, 2015, 2019 and 2023. Prior to conducting any fieldwork, social media posts/local paper adverts were placed, the local Gardaí were informed of the survey, when and where interviewers would be working. A list of local support services was also developed and provided to fieldworkers should any interviewee request this information following the interview. A telephone helpline was also available for interviewers and participants to handle queries, refusals, and requests for information from participants. This helped reassure participants that the survey was genuine. A thoroughly briefed member of the support team handled any calls from the public.

[1] Babor, T. F., Caetano, R., Casswell, S., Edwards, G., Giesbrecht, N., Graham, K., Grube, J., Gruenewald, P., Hill, L., Holder, H., Homel, R., Österberg, E., Rehm, J., Room, R. & Rossow, I. (2003) *Alcohol: No Ordinary Commodity—Research and Public Policy*. Oxford and London: Oxford University Press.

Sample Profiles by Year

Sample profile — 2011

%

		%
Gender+	Male	49
	Female	51
Age+	15 to 24	17
	25 to 34	28
	35 to 54	31
	55+	24
Marital status	Single	42
	Married/Co-habiting	44
	Sep/Div/Widowed	14
Children at home	None	55
	1 to 3	38
	4+	6
Employment+	Working	48
	Not working	52
DED+	A	10
	B	21
	C	29
	D	16
	E	9
	F	15
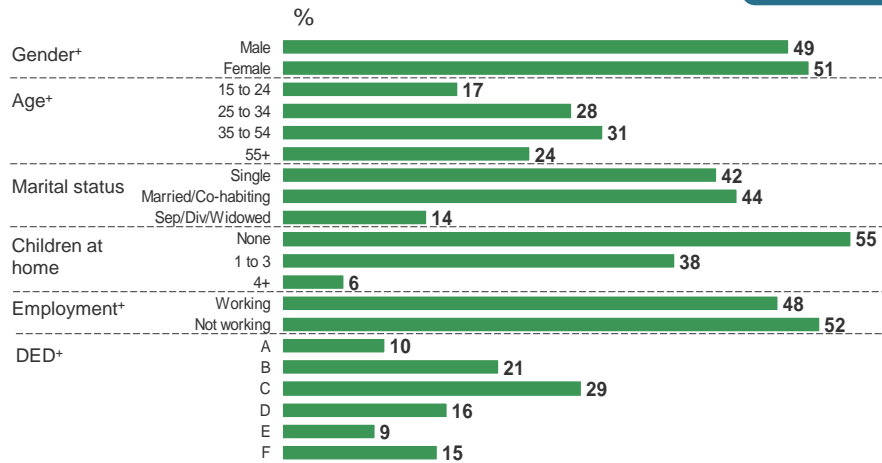
Base: 355 (All respondents), FW: 12th to 28th September 2011

Source: Ipsos MORI

Ipsos MORI

+ Demographic variables used to determine quotas

Sample Profile — 2015

%

		%
Gender+	Male	47
	Female	53
Age+	15 to 24	19
	25 to 34	23
	35 to 54	34
	55+	23
Marital status	Single	41
	Married/Co-habiting	50
	Sep/Div/Widowed	9
Children at home	None	65
	1 to 3	30
	4+	3
Employment+	Working	46
	Not Working	54
DED+	A	17
	B	19
	C	27
	D	13
	E	10
	F	13
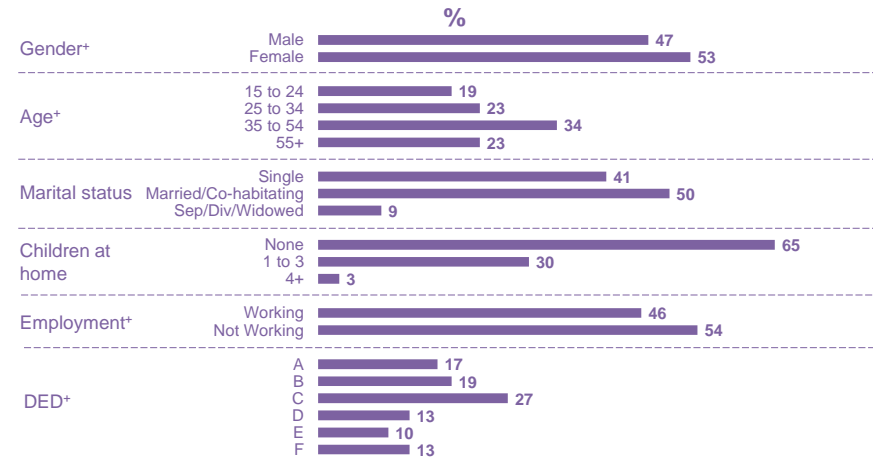
Base: 359 (all adults)

Ipsos MORI
Public Affairs
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+ Demographic variables used to determine quotas
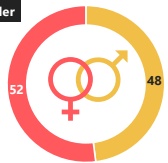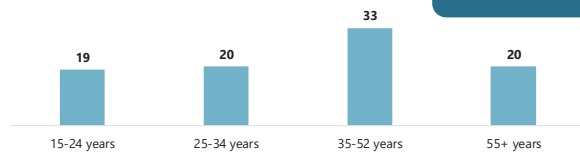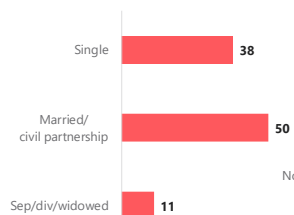
2019

Gender

Male 48
Female 52

Age	
15-24 years	19
25-34 years	20
35-52 years	33
55+ years	20

Marital status

Single	38
Married/civil partnership	50
Sep/div/widowed	11

Working status

Working	54
Not working	46

DED

A	20
B	20
C	31
D	11
E	8
F	9

Base: 359 adults aged 15+

2023

GENDER

Female 54%   Male 46%

AGE

15-24	16%
25-34	20%
35-54	36%
55+	28%

MARITAL STATUS

Single	41%
Married/ co-habiting/ civil partnership	46%
Divorced/widowed	12%

WORKING STATUS

Working	57%
Not working	43%

DED

A	20%
B	20%
C	30%
D	10%
E	7%
F	13%
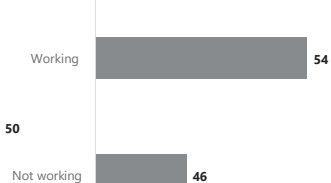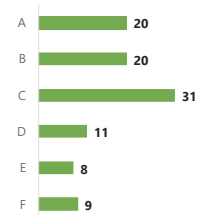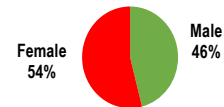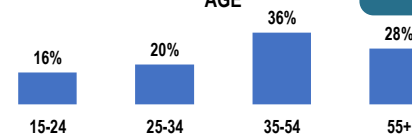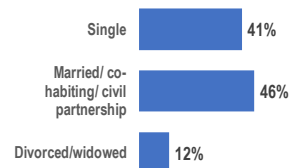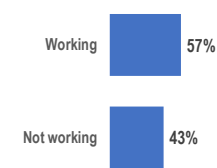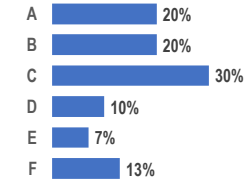
Base: All Respondents: 360

Implementation Context - 'Wallpaper Group' Reflection

To reflect on the changing contexts within which the data was collected over this time, Ballymun Local Drugs and Alcohol Task Force convened a meeting of residents, agency/community workers and those involved in area initiatives or networks which it called the 'wallpaper group'. The Wallpaper Group provided information on the trends, patterns and environment at the time of the data collection periods. Nine people participated in this process.

Those present were asked in advance to give thought to the period 2010-2023, what was going on, of issue/concern, what was new or different in terms of community infrastructure, environment, local factors as well as the national picture and how it may have been related to or have impacted on alcohol use or harms (positively or negatively). Newspapers, community bulletins, newsletters were provided to aid the discussion on the day. Points were categorized accordingly following the group process.

Looking at 2010-2023:	Shared Perceptions and Reflections

Physical/Social Landscape of Area

- Highrise/flats and shopping centre no longer present, remaining regeneration of area, additional student complexes.
- Greater visibility of areas, more open spaces
- Shopping centre which had two pubs, supermarket, and off licence are gone
- Off licences largely located within community neighbourhoods, very few pubs/bars in comparison
- Change in prevalence of alcohol litter prevalence and type (perceived less alcohol litter and more related to nitrous oxide)
- Proximity to city centre for bars and clubs
- Post economic crash, national debt, spending cuts, impact on service/local development and community resources

Alcohol Accessibility & Availability

- Increase in off licences outlets and sale of alcohol in garages
- Increase in role of social media and supply and promotion of alcohol
- Alcohol as a component for marketing around celebratory/family occasions (e.g. personalised flutes for communions/confirmations)
- Apps for online payment
- Deals and promotions, cheap alcohol pre minimum unit pricing introduction
- Alcohol obtained from non-licensed sources 24 hours
- Convenience of alcohol supply
- Perceived local reduction in adults purchasing for those underage, greater age verification processes in supermarkets (Challenge 21; scanning alcohol checks for ID), proactive local responses developed by off licenses (voluntary measures in place such as refusal books)

Advances in Technology

- Social media use by industry as a mechanism for enhanced alcohol marketing and promotional styles
- Scanning of QR codes
- Consumers as active agents in marketing of brands/products (posting photos on facebook; free gifts by companies – hats/teeshirts etc)
- Influencers posting on social media

Diversification & Use of Alcohol Products

- Increase in use of spirits among young people as initial drinking choice as opposed to bottles of beer and cider.
- Pre drinking trend, house parties, alcohol and gaming
- Shift in location for drinking (increased alcohol use within home environments rather than in pubs), in town rather than locally
- Increase in promotion and range available of low alcohol or alcohol-free products and related branding and marketing strategies
- Increased use of other drugs; cocaine, tablets, cannabis, nitrous oxide, vaping (and/or instead)
- Increase in alcopops, wine, spirits
- Alcohol as mixers for drinks
- Shift in drinking alcohol free products accepted as a choice

Covid & Alcohol

- Increase in home drinking, garden bars
- Trend in cocktails (making/premixed/drinking/delivery), cocktail machines for hire
- More delivery and online sales from off licences
- Further development of unlicensed delivery/online services and sales
- Alcohol and mental health
- Restrictions in treatment/care and support services and interventions during Covid, increased demand and focus on alcohol treatment/support options post Covid.

Health & Wellness

- Increase in health related social media apps, wellness trends
- Extension of health-related initiatives locally (Park runs, health and fitness festival)
- National initiatives (Healthy Ireland)
- More targeted focussed alcohol messaging in areas of health, education, and prevention
- Increased understanding or perceptions of what a harmful relationship with alcohol can look like at an individual or community level

Role of Alcohol Culturally

- International visits to Ireland, Industry led initiatives (e.g. Arthurs Day 2009-2013)

National Alcohol Policy/Practice Context

Key Areas: National Substance Misuse Strategy Steering Group and Strategy Report 2012, Role of Local and Regional Drugs Task Force expanded to include alcohol, Public Health Alcohol Bill/Act 2018 (structural separation, MUP, restrictions on advertising/promotion, health labelling); Sale of Alcohol Bill 2022.

SURVEY FINDINGS

2011-2023

Surveys conducted in 2011, 2015 and 2019 were undertaken by Ipsos MORI (Northern Ireland).
The 2023 survey was conducted, and findings compiled by Ipsos B&A.
A representative sample of the Ballymun population aged 15+was surveyed, using a 2 staged quota based sampling methodology.
(Stratified random selection of geographical points; selection of respondents within geographical points)
Fieldwork was conducted between August-September 2011, 2015, 2019 and 2023. Additional questions were added across years to reflect on changing consumption trends, community issues and policy context. In this regard, not all information is available for each year in question.

Summary of Key Findings

- Lifetime, last year and last month use of alcohol has decreased in the period from 2011 to 2023. Lifetime, last year and last month use of alcohol has also decreased for those aged 15-35 years, this also observed for lifetime and last year use of alcohol for those aged 35+ while last month prevalence for those aged 35+ has remained the same from 2011 to 2023.

- Some of the progress made in the period 2011-2019 has reverted possibly due to the impact of COVID. However there remains substantial changes across the period 2011-2023.

- The average number of drinks consumed (in a single day) in the past 12 months has risen to 6.5 from 5.4 in 2019. Results are now back to levels seen in 2015, yet are lower than that in 2011 at 6.8.

- Of those who consumed alcohol in the past 12 months (2023), just under half (46%) consume 6 or more standard drinks on a typical occasion at least monthly and therefore can be categorised as "heavy episodic drinkers". A marked increase is noted compared to 2019 results (36%), however this is a reduction from 2011 levels (51%).

- Age of first drinking alcohol 'beyond sips and tastes' for under 13 years has increased from 2011-2023 from 3% to 9%.

- Over six in ten residents mainly consume alcohol with friends (64%) in 2023. One in ten residents report to consume alcohol on their own (10%), a marked increase since 2015 (3%).

- An increase in alcohol consumption at home is also noted (38% vs. 34% in 2019) whereas the proportion drinking in a pub/bar/club in a local area has fallen from 38% in 2019 to 33%.In 2011, 41% of people mainly drank at home in comparison to 38% in 2023; with 28% mainly drinking at local pub, bar or club in area in 2011 rising to 33% in 2023.

- The use of alcohol delivery services such as "dial a can" has declined considerably from 17% in 2019 to 8% in 2023. Results are now back to levels seen in 2015. Those who have reported never having had alcohol delivered has increased from 82% in 2011 to 91% in 2023.

- The proportion of drinkers (last 12 months) who have experienced one or more alcohol related harms has not changed significantly over time (32% in 2011 to 33% in 2023).

- Of those who consumed alcohol in the past 12 months (2023 survey), just under one in ten (9%) have used other drugs while drinking. Among this group, almost three quarters (72%) have taken cannabis and over half (52%) have taken cocaine, in comparison to 2019 figures of 48% for cannabis and 33 % for cocaine *(caution: small base size)*

- In terms of alcohol related problems in Ballymun, decreases reported in those who rated 'underage drinking', 'teenagers drinking on streets', 'alcohol related violence' as, figures for 'adults drinking in the streets' remained the same for this time period and drink driving had increased as a fairly or a very big problem from 2011-2023 (21% to 29%).

- Levels of harms to others as a result of someone's drinking has increased from 2019 to 2023 (29% to 31%), however it is substantially decreased since 2011 (47%).

- Despite some small shifts over the years, strong support for progressive national alcohol policy measures has remained consistent and increased support in some areas.

- Most residents agree that "advertising of alcohol on TV and radio should be confined to after 9pm to protect children" (90%) this has remained consistent from 2011-2023 , while 84% agree that "there should be stronger regulations in place for alcohol delivery services" an increase from 72% in 2019.

- 70% agree that low or alcohol free products should be included in alcohol advertising restrictions.

- One in six residents agree that "minimum unit pricing has changed how much alcohol I buy" (16%).

- Extending the hours at which alcohol can be sold in terms of having a negative effect on public health, public safety and public order was reported by almost 2 in 3 residents (64%).

- Ballymun residents would avail of a variety of sources of support should they, or someone they know, require alcohol support. One third spontaneously mentioned that they would contact a support group such as AA (34%) and three in ten spontaneously mentioned that they would contact a doctor or GP (31%). These have remained consistent popular responses since 2011.

- Around half of Ballymun residents believe that Ballymun has become more alcohol aware over the past two years (49%), which is a slight drop since 2019 (53%) albeit higher than 2015 (46%).

ALCOHOL CONSUMPTION

Alcohol Use in Ballymun (2011-2013) by Gender and Age

Base:	2011 Total (355)	2015 Total (359)	2019 Total (359)	2023 Total (360)
Lifetime	92%	84%	86%	88%
Last year	83%	77%	78%	77%
Last month	66%	61%	63%	63%

	Gender 2011		Gender 2015		Gender 2019		Gender 2023	
	Male	Female	Male	Female	Male	Female	Male	Female
Base:	173	182	168	191	174	185	164	196
Lifetime	92%	92%	89%	81%	89%	83%	90%	86%
Last year	84%	81%	82%	73%	82%	74%	80%	74%
Last month	68%	64%	70%	54%	70%	56%	71%	56%

	Age 2011		Age 2015		Age 2019		Age 2023	
	15-34	35+	15-34	35+	15-34	35+	15-34	35+
Base:	(159)	(196)	(151)	(206)	143	215	130	230
Lifetime	92%	92%	83%	85%	85%	87%	89%	87%
Last year	86%	80%	76%	78%	83%	75%	78%	77%
Last month	70%	63%	60%	63%	70%	58%	62%	63%

Have you ever drunk any type of alcoholic beverage? (%)

2011 — No: 8, Yes: 92

2015 — No: 16, Yes: 84

2019 — No: 14, Yes: 86

2023 — No: 12, Yes: 88

- Yes
- No
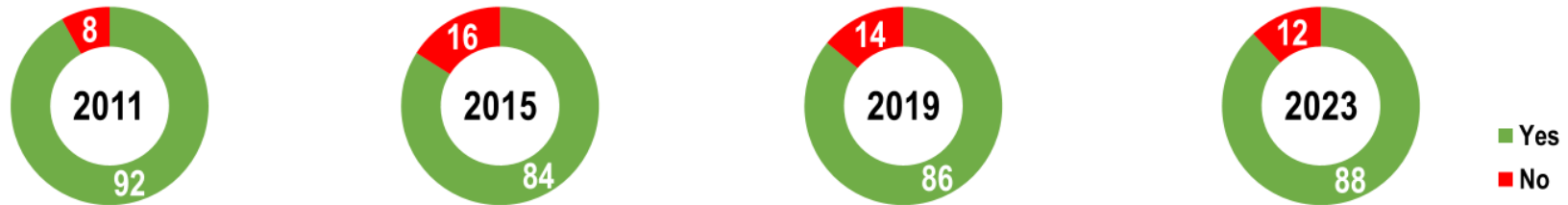
Base: All adults aged 15+ (2011=355, 2015=359, 2019=359, 2023=360)

Frequency of alcohol consumption in past 12 months (%)

Year	Daily	4+ times a week	2-3 times a week	Once a week	2-3 times a month	Once a month	At least once a year	Not in the last year, but longer ago
2023	2	3	19	19	19	9	16	12
2019	4	3	23	23	11	10	18	9

- Daily
- 4+ times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month
- At least once a year
- Not in the last year, but longer ago
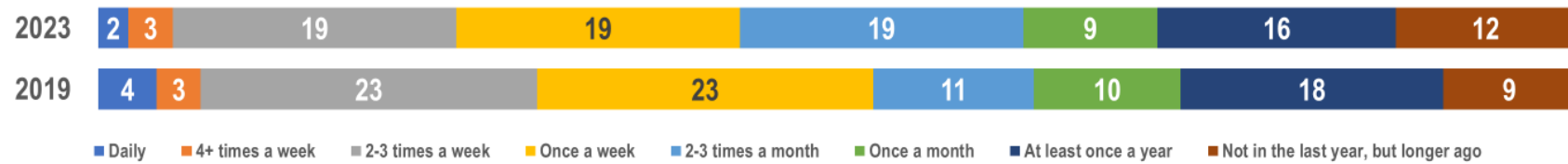
Base: All who have ever drunk alcohol (2019=308, 2023=315)

Average number of drinks consumed (per day) in past 12 months

2011	2015	2019	2023
6.8	6.5	5.4	6.5

Highest number of drinks consumed on a typical occasion

2011	2015	2019	2023
n/a	9.06	8.13	9.07

Base: All who have consumed alcohol in the last 12 months (2011=293, 2015=276, 2019=280, 2023=278)

Frequency of consuming 6 or more standard drinks

Legend: ■ Daily ■ At least once per week ■ At least once per month ■ Less than once per month ■ Never

Year	Daily	At least once per week	At least once per month	Less than once per month	Never
2023	1	23	21	38	16
2019	1	21	14	45	19
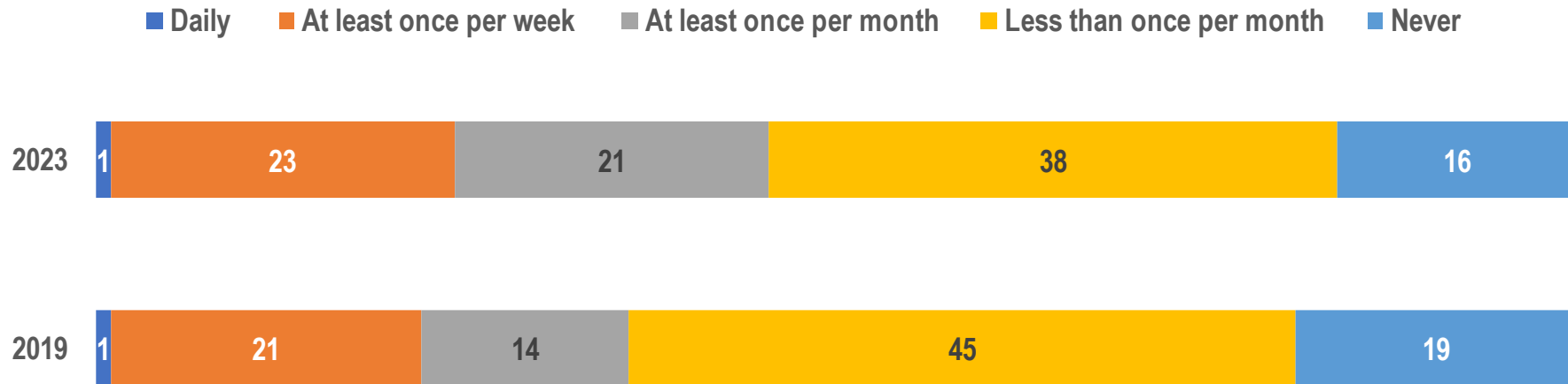
Base: All who have consumed alcohol in the last 12 months (2019=280, 2023=278)

HED (heavy episodic drinking)	2011	2015	2019	2023
	Total	Total	Total	Total
	51%	36%	36%	46%

Defined by WHO - HED (heavy episodic drinking) *6 plus standard drinks on typical occasion in last month.*

19

DRINKING CONTEXT

At what age is you first drink alcohol 'beyond sips or tastes'? (%)

Legend: ■ Under 13 ■ 13-15 ■ 16-17 ■ 18-20 ■ 21-24 ■ 25+ ■ Not sure

Year	Under 13	13-15	16-17	18-20	21-24	25+	Not sure
2023	9	25	36	22	3	3	1
2019	4	28	33	24	6	3	1
2015	2	23	30	29	10	5	2
2011	3	23	31	29	6	7	1
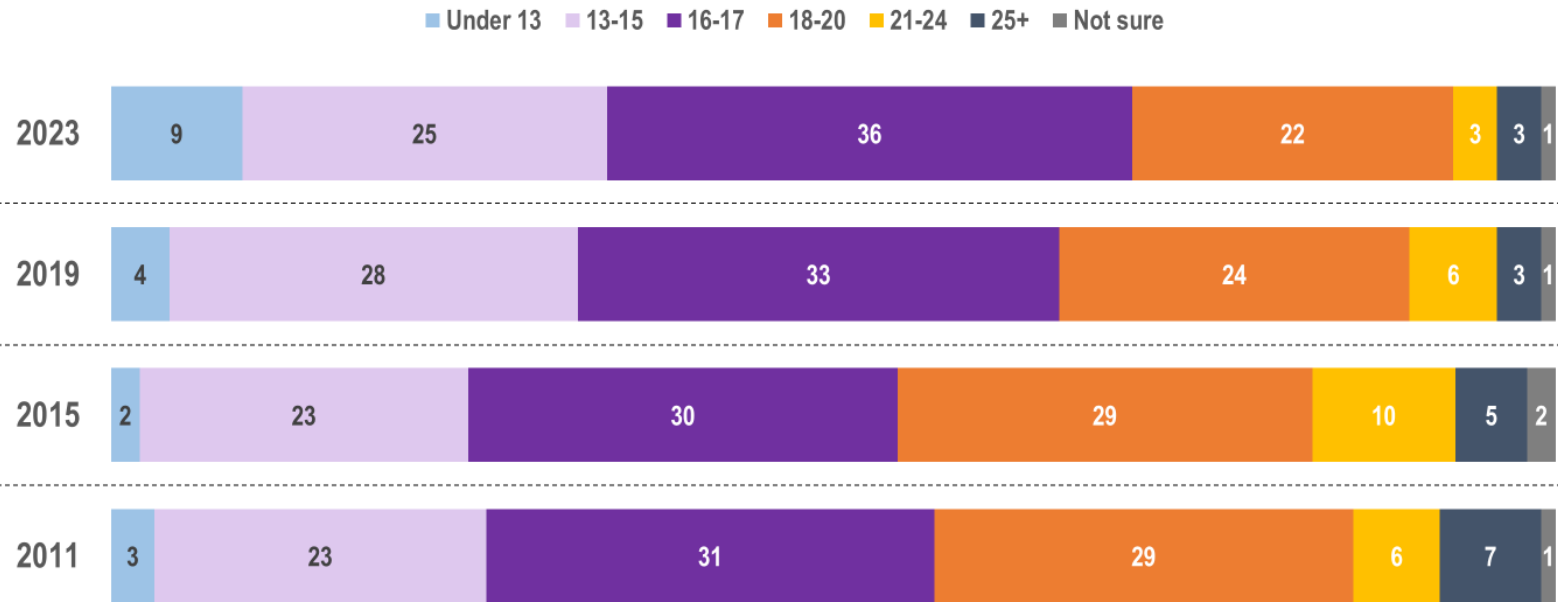
Base: All who have consumed alcohol in the last 12 months (2011=327, 2015=307, 2019=308, 2023=315)

Thinking of a typical day within the last 12 months on which you had a drink, who would you normally have a drink with?

■ 2023   ■ 2019   ■ 2015

With friends
- 64% (2023)
- 68% (2019)
- 64% (2015)

With spouse/partner/other family members
- 23% (2023)
- 20% (2019)
- 31% (2015)

On my own
- 10% (2023)
- 7% (2019)
- 3% (2015)

With parents
- 2% (2023)
- 1% (2019)
- - (2015)

Other
- 1% (2023)
- 2% (2019)
- 2% (2015)
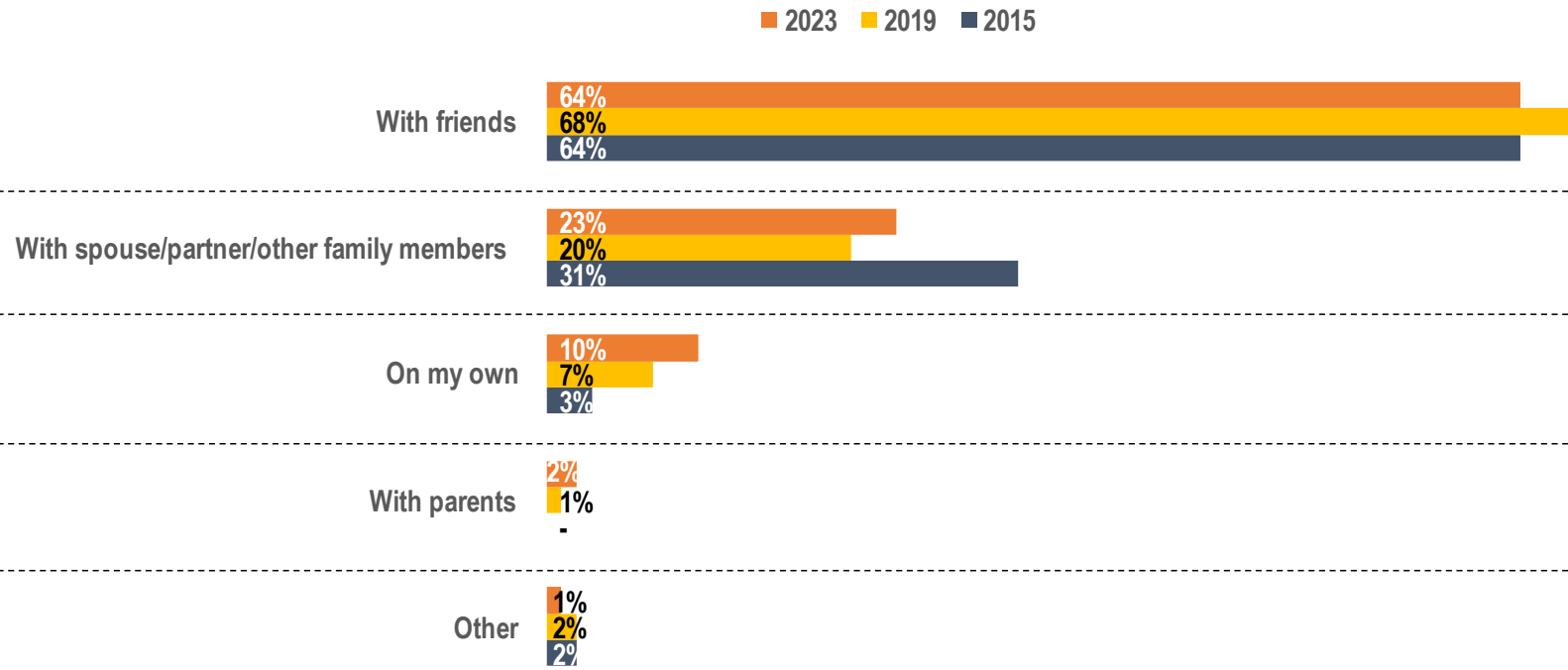
Base: All who have consumed alcohol in the last 12 months (2015=276, 2019=280, 2023=278)

Where did you mainly drink alcohol in the past 12 months? (%)
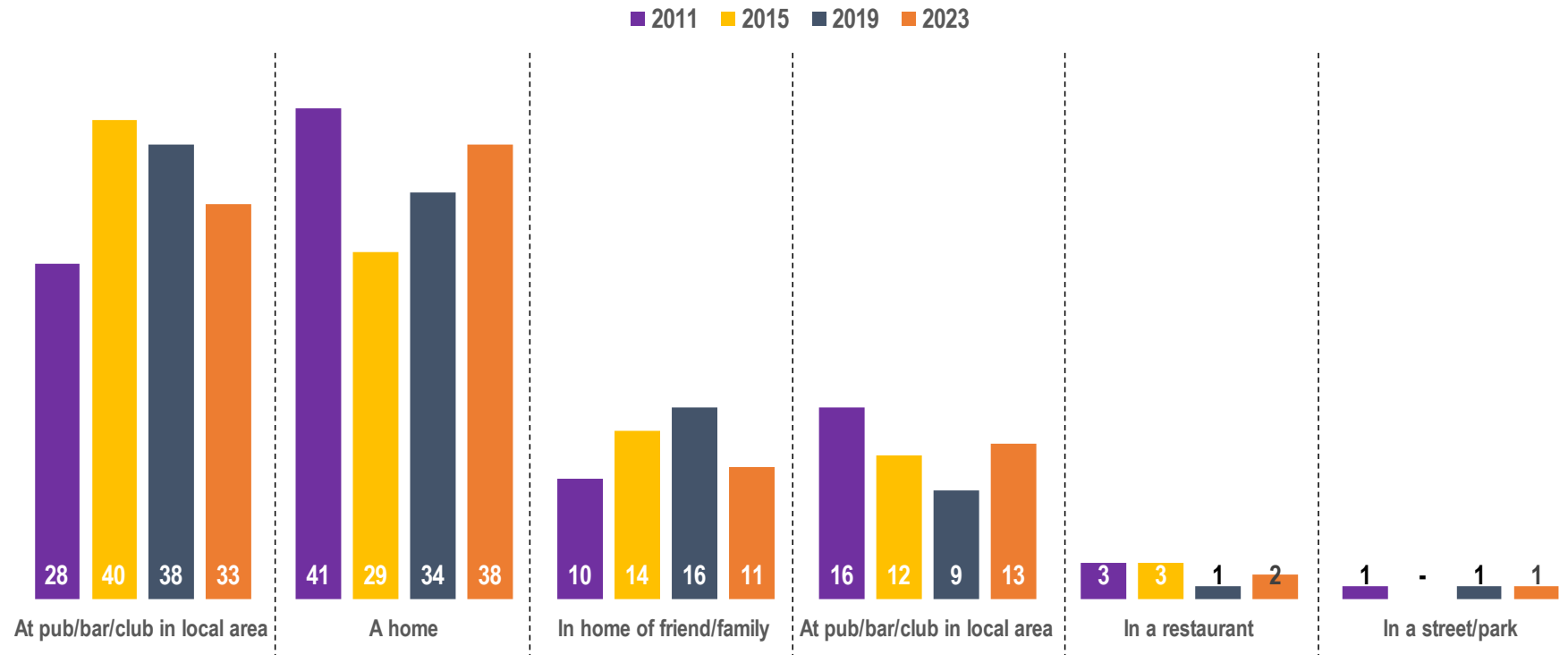
Legend: ■ 2011 ■ 2015 ■ 2019 ■ 2023

Category	2011	2015	2019	2023
At pub/bar/club in local area	28	40	38	33
A home	41	29	34	38
In home of friend/family	10	14	16	11
At pub/bar/club in local area	16	12	9	13
In a restaurant	3	3	1	2
In a street/park	1	-	1	1

Base: All who have consumed alcohol in the last 12 months (2011=293, 2015=276, 2019=280, 2023=278)

23

How often do you have alcohol delivered by one of the services such as 'Dial A Can'? (%)

2011

18

82
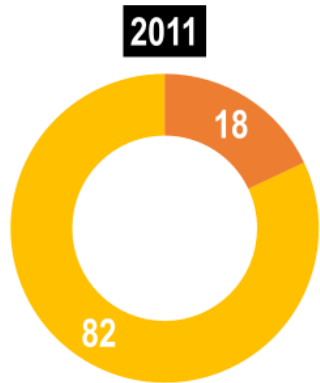
■ Yes ■ No

Base: 355 adults aged 15+

2015

3 4 4

90

Base: 359 adults aged 15+

2019

14 1

3

81
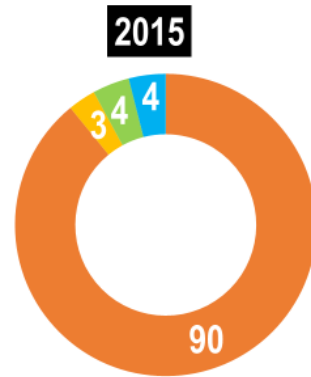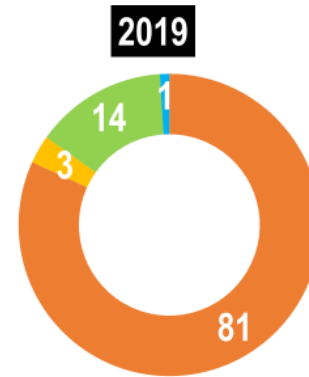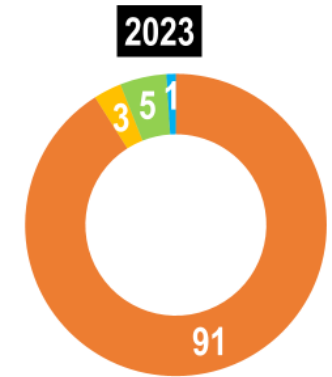
■ Never used alcohol delivery service
■ Used once or twice
■ Used once a year or more
■ Don't know/refused

Base: 355 adults aged 15+

2023

3 5 1

91

Base: 360 adults aged 15+

	2011 Total	2015 Total	2019 Total	2023 Total
Never had alcohol delivered	82	80%	81%	91%

This question did not include any alcohol delivered by supermarkets as part of grocery shopping.

24

24

How you ever bought alcohol through any of these ways?

■ No
%   ■ Yes
%

Street/park
2023   97   3
2019   100   -

Boot of a car
2023   98   2
2019   99   1

WhatsApp/Facebook
2023   99   1
2019   99   1

Somebody's house
2023   99   1
2019   97   3

Other social media platform
2023   98   2
2019   n/a
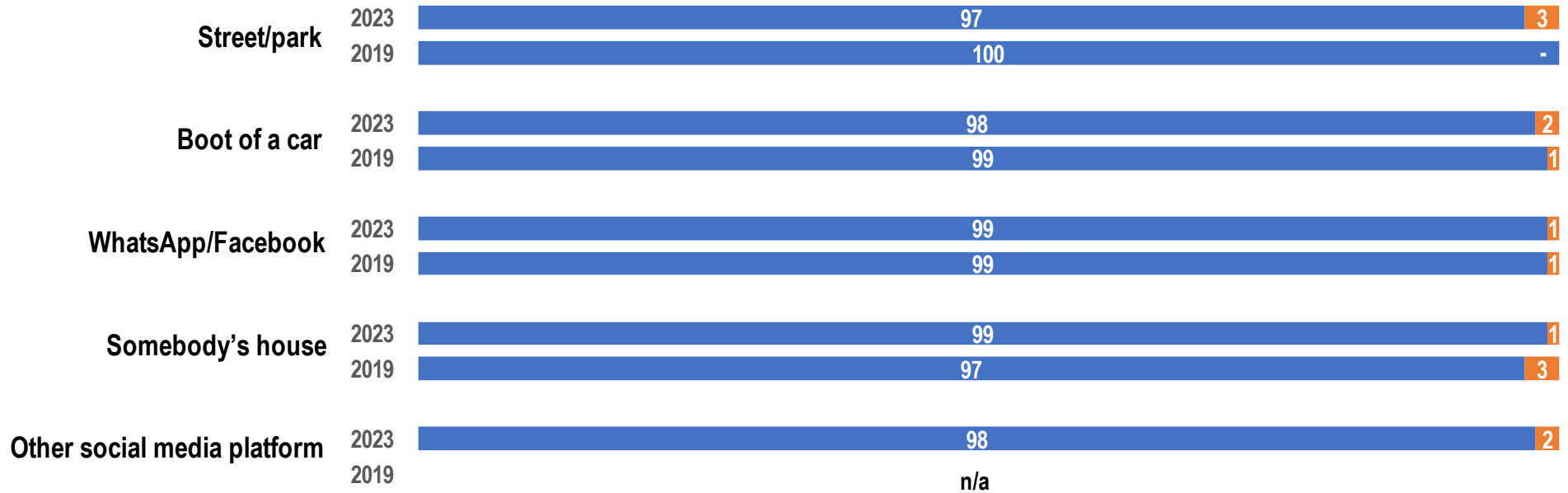
2023 Base: 360 adults aged 15+
2019 Base: 359 adults aged 15+

IMPACT OF DRINKING

Legend: ■ Yes % ■ No % ■ Don't know %

Has a friend or family member ever told you about things you said or did while you were drinking that you could not remember?
- 2023: 24 | 75 | 1
- 2019: 26 | 74 | -
- 2015: 21 | 78 | 1
- 2011: 30 | 69 | 1

Have you had a feeling of guilt or a remorse after drinking?
- 2023: 24 | 76 | -
- 2019: 22 | 78 | -
- 2015: 21 | 78 | 1
- 2011: 21 | 78 | 1

Have you failed to do what was normally expected of you because of drinking?
- 2023: 19 | 80 | 1
- 2019: 12 | 86 | 2
- 2015: 11 | 88 | 1
- 2011: 21 | 78 | 1

Do you sometimes take a drink when you first get up in the morning?
- 2023: 6 | 94 | -
- 2019: 4 | 96 | -
- 2015: 3 | 96 | 1
- 2011: 4 | 96 | 1

Base: All who have consumed alcohol in the last 12 months
[2011 = 293, 2015 = 276, 2019 = 280, 2023 = 278)

	2011	2015	2019	2023
RAPS 1+ alcohol problems	40%	28%	10%	14%
RAPS 2+ alcohol abuse	24%	17%	12%	9%
RAPS 3+ alcohol dependency	11%	8%	9%	10%

Base: all who have consumed alcohol in the past 12 months

27

During the last 12 months, have you …?

■ Yes
%

■ No
%

■ Don't know
%

Felt that your drinking harmed your health

2023	23	75	2
2019	14	85	1
2015	12	86	2
2011	18	80	2

Ever felt that you should cut down on your drinking

2023	19	80	1
2019	14	85	1
2015	12	86	2
2011	20	80	

Felt that your drinking harmed your home life or marriage

2023	12	87	1
2019	7	93	1
2015	3	96	1
2011	5	94	1

Felt that your drinking harmed your friendships or social life

2023	10	89	1
2019	9	91	
2015	6	93	1
2011	8	91	1
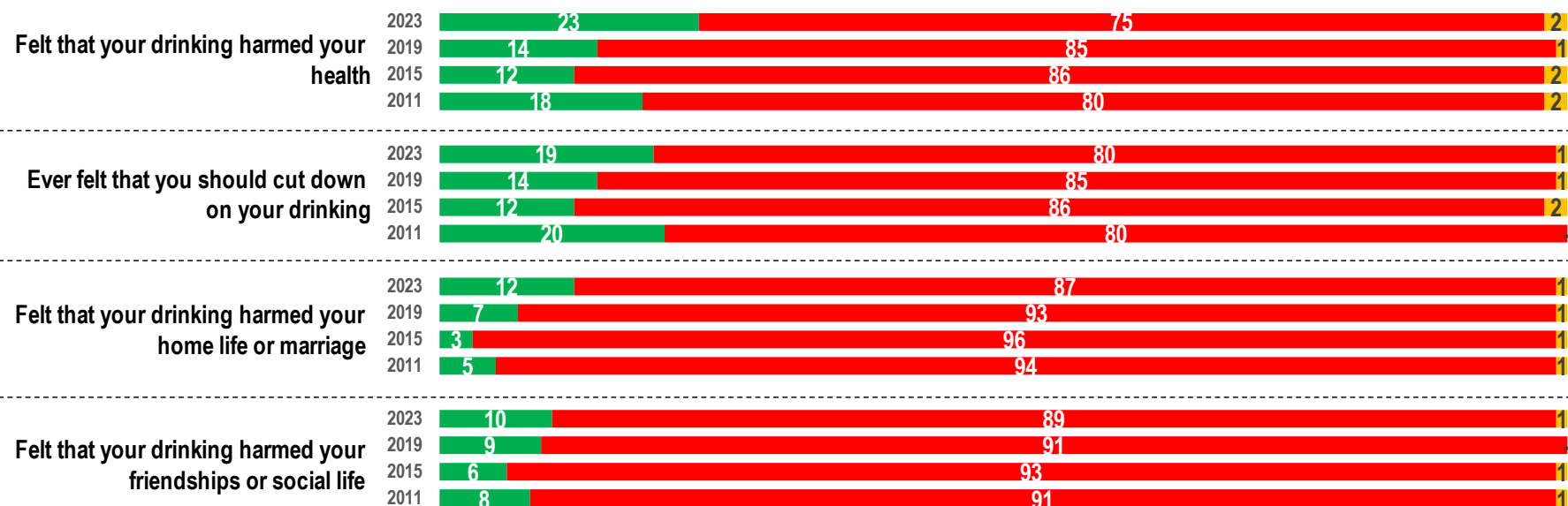
Base: All who have consumed alcohol in the last 12 months
[2011 = 293, 2015 = 276, 2019 = 280, 2023 = 278)

During the last 12 months, have you …?

■ Yes
%

■ No
%

■ Don't know
%

Used other drugs while drinking*

| 2023 | 9 | 89 | 2 |
| 2019 | 10 | 90 | |

Got into a physical fight when you had been drinking

2023	8	91	.
2019	5	94	1
2015	7	92	1
2011	7	92	1

Felt that your drinking harmed your work or studies

2023	7	92	1
2019	5	94	1
2015	4	95	1
2011	7	92	1

Been in an accident when you had been drinking

2023	2	97	.
2019	4	96	.
2015	4	95	1
2011	4	96	.
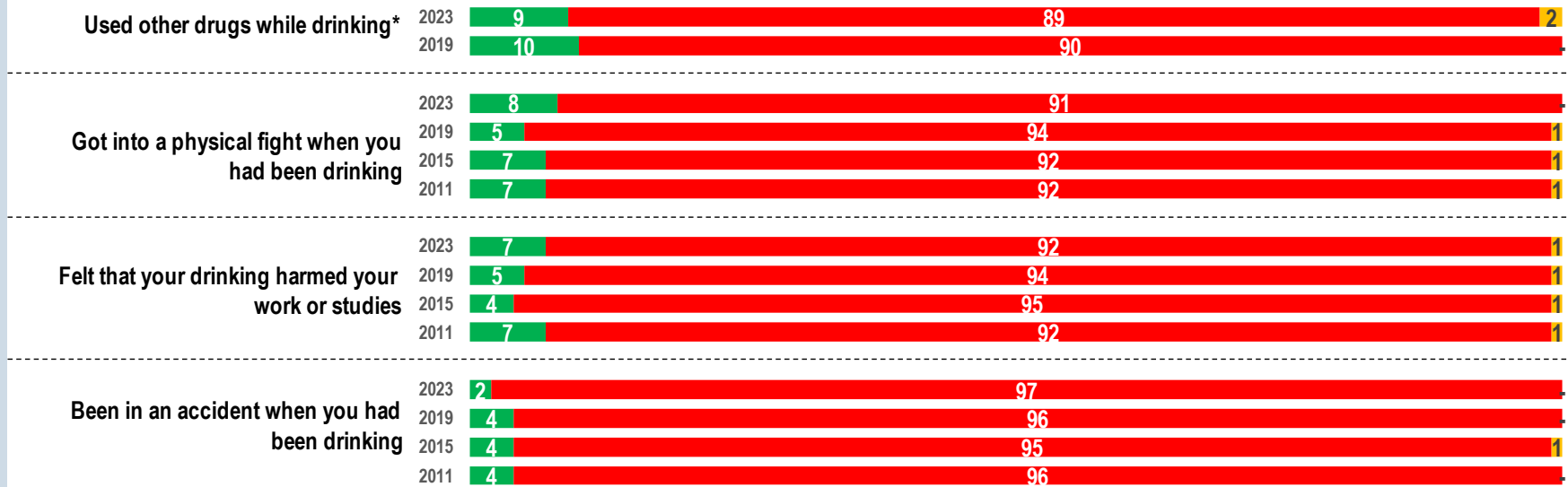
Base: All who have consumed alcohol in the last 12 months
[2011 = 293, 2015 = 276, 2019 = 280, 2023 = 278)

*New statement in 2019

Harm to Drinker	2011	2015	2019	2023
1+ harms	32%	20%	18%	33%

Base: all who have consumed alcohol in the past 12 months

Other drugs used while drinking

Q.15 have you tried other drugs while drinking?
Q.15a What drug(s) have you taken while drinking?

2019

10
90

■ Yes ■ No

2023

1 9
89

■ Yes ■ No ■ D.K.

Cannabis 72% 48%
Cocaine 52% 33%
Ecstacy/MDMA 8% 11%
Meds (valium/xanax) 4% 7%
Others 8% 11%
Don't know 8% 19%

■ 2023
■ 2019

2023 Base: All who have consumed alcohol in the last 12 months (278)
2019 Base: All who have consumed alcohol in the last 12 months (280)
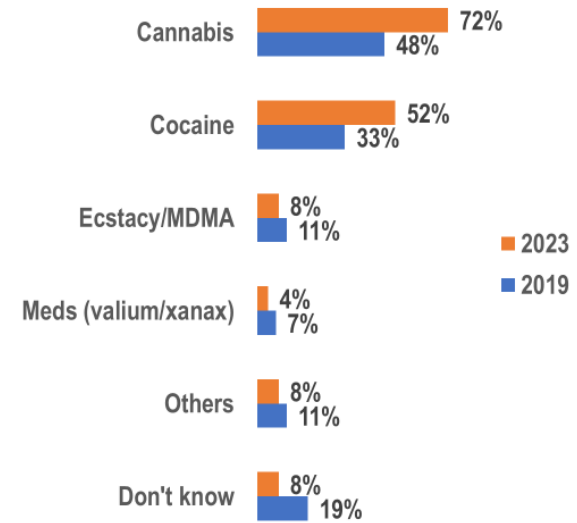
2023 Base: All who tried other drugs while drinking (25)*
2019 Base: All who tried other drugs while drinking (27)*

Caution: Small base size

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Consequences of other people's drinking (2011, 2015, 2019, 2023)

Q.18 During the last 12 months have you ...

■ Yes | ■ No | ■ Don't know
% | % | %

Had family problems due to someone else's drinking
Year	Yes	No	Don't know
2023	19	80	1
2019	22	77	1
2015	17	83	
2011	30	69	2

Had property vandalised by someone who had been drinking
Year	Yes	No	Don't know
2023	15	84	1
2019	6	92	2
2015	11	89	
2011	18	80	2

Had financial trouble because of someone else's drinking
Year	Yes	No	Don't know
2023	12	88	
2019	14	86	
2015	4	96	
2011	6	93	1

Being hit or assaulted by someone who has been drinking
Year	Yes	No	Don't know
2023	12	88	
2019	10	89	1
2015	12	88	
2011	14	85	1

Been a passenger with a driver who had too much to drink
Year	Yes	No	Don't know
2023	5	95	
2019	4	96	
2015	6	94	
2011	4	94	

Base: All adults 15+ [2011 = 355, 2015 = 359, 2019 = 359, 2023 = 360)

Harm to Others	2011	2015	2019	2023
1+ harms	47%	25%	29%	31%

Base: all who have consumed alcohol in the past 12 months

ATTITUDE TOWARDS ALCOHOL

Do you feel that it is acceptable or not for parents/relations or family friends to...? (%)

Legend: ■ Yes, on any occasion   ■ Yes, but only on special occasion   ■ Never

Let a child aged 16 or 17 drink alcohol in the child's home
Year	Yes, on any occasion	Yes, but only on special occasion	Never
2023	1	36	63
2019	3	48	50
2015	2	36	62
2011	6	45	49

Buy alcohol for a child aged 16 or 17
Year	Yes, on any occasion	Yes, but only on special occasion	Never
2023	1	19	79
2019	3	35	63
2015		18	81
2011	4	15	81

Letter child aged 15 drink alcohol in the child's home
Year	Yes, on any occasion	Yes, but only on special occasion	Never
2023		12	88
2019	2	11	87
2015	1	14	85
2011	2	21	77

Buy alcohol for a child aged 15
Year	Yes, on any occasion	Yes, but only on special occasion	Never
2023		4	96
2019	2	5	93
2015	2		97
2011	1	6	97

Base: All who have consumed alcohol in the last 12 months [2011=355, 2015=359, 2019=359, 2023=360)
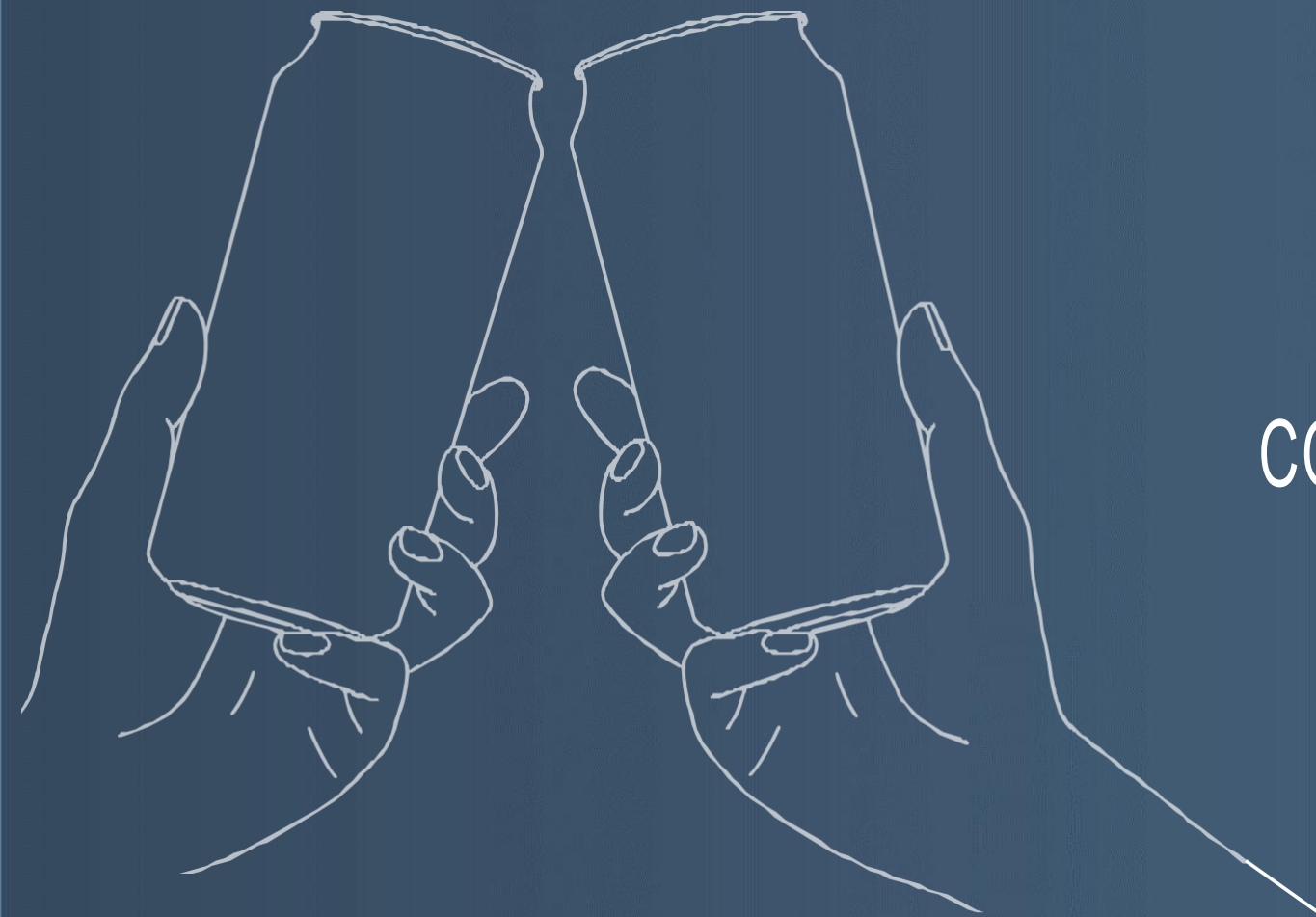
COMMUNITY AND ALCOHOL

Thinking of your local area, that is within a 15-minute walk from your home, how big a problem do you think the following is? (%)

Legend: ■ Very big problem ■ Fairly big problem ■ Not a very big problem ■ No problem at all ■ Not sure

Net Problem

Underage drinking
Year	Very big	Fairly big	Not a very big	No problem	Not sure	Net Problem
2023	30	27	16	14	13	57
2019	24	29	26	15	6	53
2015	39	20	20	16	4	60
2011	53	20	10	12	5	73

Teenagers drinking on the streets or in parks
Year	Very big	Fairly big	Not a very big	No problem	Not sure	Net Problem
2023	26	25	21	19	9	51
2019	18	31	33	15	4	48
2015	35	22	25	16	2	57
2011	46	21	15	12	5	67

Alcohol related violence (fights/ assaults)
Year	Very big	Fairly big	Not a very big	No problem	Not sure	Net Problem
2023	25	23	17	19	16	48
2019	19	32	27	15	6	51
2015	30	16	29	23	3	45
2011	44	17	17	17	5	61

Adults drinking alcohol in public
Year	Very big	Fairly big	Not a very big	No problem	Not sure	Net Problem
2023	26	19	23	22	10	46
2019	10	26	36	24	5	35
2015	19	18	34	27	2	37
2011	25	20	24	27	3	46

Drink driving
Year	Very big	Fairly big	Not a very big	No problem	Not sure	Net Problem
2023	16	12	9	27	36	29
2019	8	18	26	22	26	26
2015	18	10	31	28	13	28
2011	27	13	20	18	22	21

Base: All adults aged 15+ (2011=355, 2015=359, 2019=359, 2023=360)

Over the last two years have people in Ballymun become more alcohol aware? (%)

Legend: ■ Yes ■ No ■ Not sure

2015
- Yes: 44
- No: 33
- Not sure: 22

2019
- Yes: 53
- No: 21
- Not sure: 25

2023
- Yes: 49
- No: 22
- Not sure: 30

Base: All adults 15+ (2019=359, 2019=359, 2023=360)

36

To what extent do you agree or disagree with each of the following statements? (%)

■ Got better　　■ Stayed about the same　　■ Got worse

Young people's (under 18's) awareness of alcohol and drinking behaviour
Year	Got better	Stayed about the same	Got worse
2023	29	40	31
2019	30	50	20
2015	12	62	26

The monitoring of local public places in Ballymun in relation to drinking behaviour
Year	Got better	Stayed about the same	Got worse
2023	25	42	33
2019	32	47	21
2015	21	59	20

The supervision by local adults/parents in relation to young peoples' drinking behaviour
Year	Got better	Stayed about the same	Got worse
2023	23	50	27
2019	31	50	18
2015	16	67	15

Adults/parents awareness of their role in showing good example around drinking behaviour
Year	Got better	Stayed about the same	Got worse
2023	21	51	28
2019	31	54	15
2015	18	66	15

Base: All adults aged 15+ (2015=359, 2019=359, 2023=360)

POLICY ISSUES

To what extent do you agree or disagree with each of the following statements? (%)

■ **Agree strongly** ■ **Agree a little** ■ **Neither agree nor disagree** ■ **Disagree a little** ■ **Disagree strongly**

Net Agree

Advertising of alcohol on TV and radio should be confined to after 9pm to protect children

Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	78	13	4	3	3	90
2019	54	32	11	3		86
2015	68	16	8	6	2	84
2011	84	7	4	3	3	90

There should be stronger regulations in place for alcohol delivery services

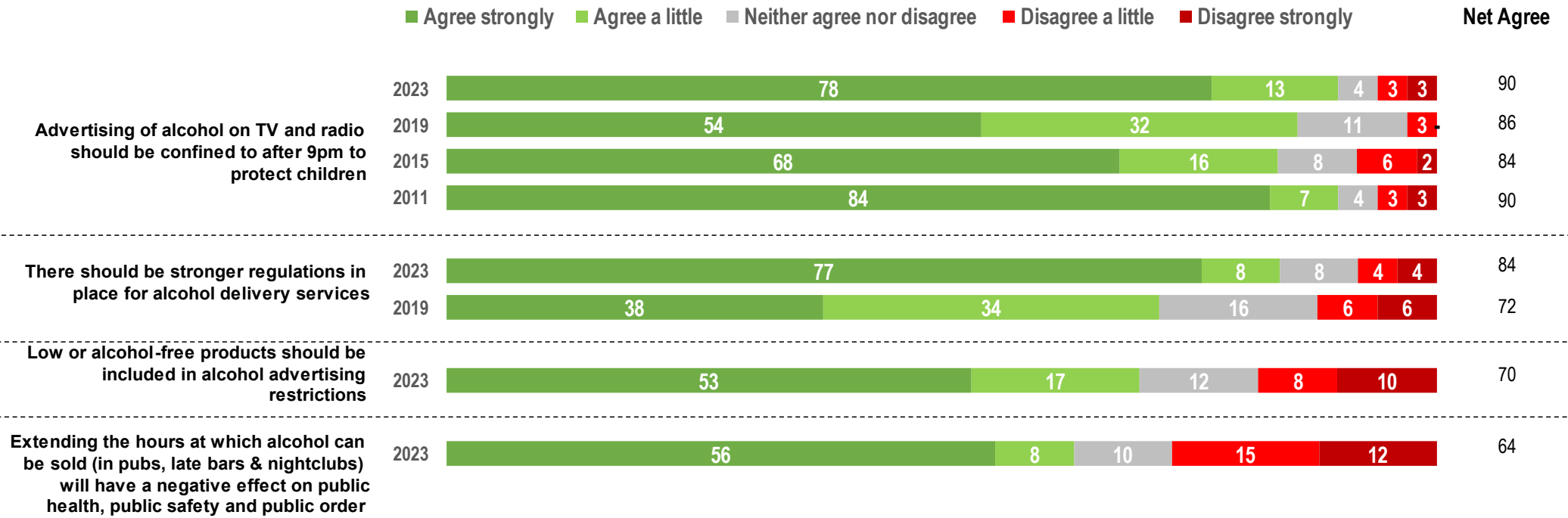| Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	77	8	8	4	4	84
2019	38	34	16	6	6	72

Low or alcohol-free products should be included in alcohol advertising restrictions

Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	53	17	12	8	10	70

Extending the hours at which alcohol can be sold (in pubs, late bars & nightclubs) will have a negative effect on public health, public safety and public order

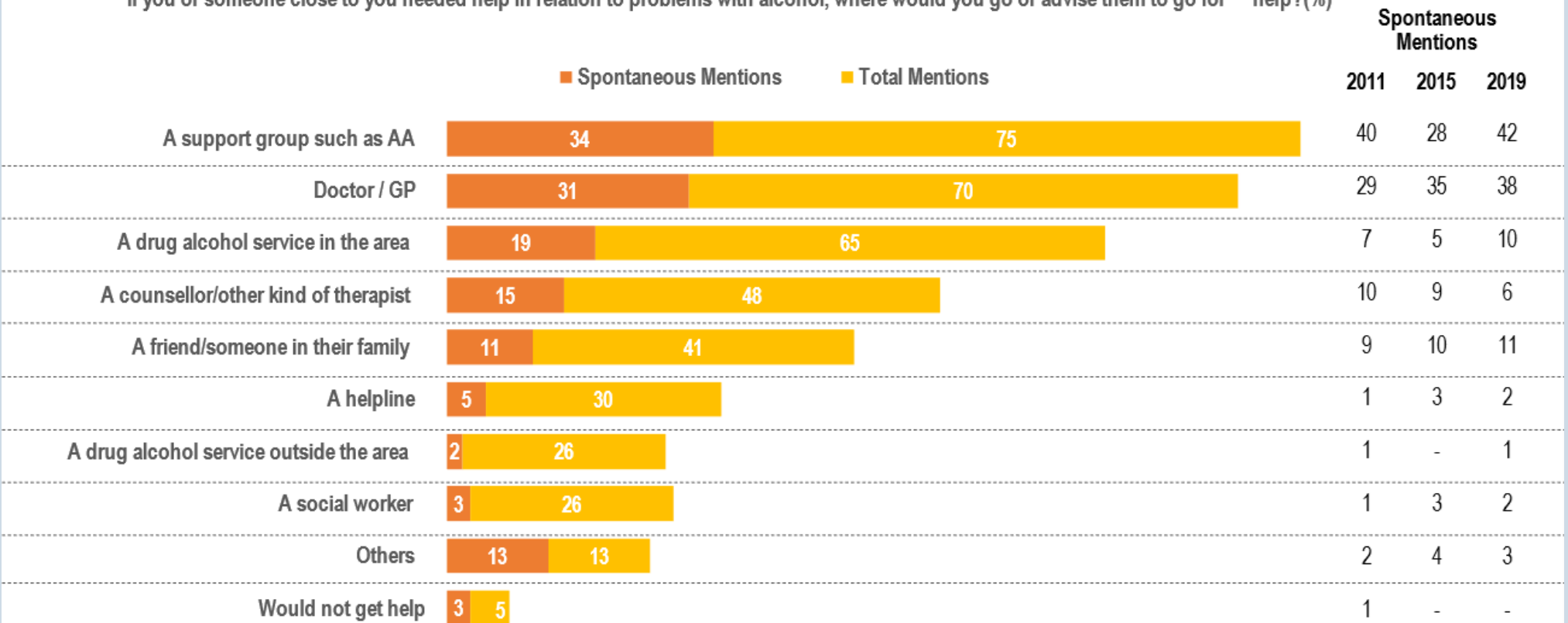| Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	56	8	10	15	12	64

Base: All adults aged 15+ (2011=355, 2015=359, 2019=359, 2023=360)

To what extent do you agree or disagree with each of the following statements? (%)

■ Agree strongly   ■ Agree a little   ■ Neither agree nor disagree   ■ Disagree a little   ■ Disagree strongly

Net Agree

There should be a minimum price for alcohol below which it cannot be sold

Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	48	13	11	12	16	61
2019	36	30	15	11	8	66
2015	38	20	13	13	16	58
2011	47	16	6	8	23	63

Minimum unit pricing has changed how often I buy alcohol

Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	12	7	34	18	28	19

Minimum unit pricing has changed how much alcohol I buy

Year	Agree strongly	Agree a little	Neither	Disagree a little	Disagree strongly	Net Agree
2023	11	6	37	18	28	16

Base: All adults aged 15+ (2023=360)

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If you or someone close to you needed help in relation to problems with alcohol, where would you go or advise them to go for help?(%)

	Spontaneous Mentions		
	2011	2015	2019
A support group such as AA — Spontaneous 34, Total 75	40	28	42
Doctor / GP — Spontaneous 31, Total 70	29	35	38
A drug alcohol service in the area — Spontaneous 19, Total 65	7	5	10
A counsellor/other kind of therapist — Spontaneous 15, Total 48	10	9	6
A friend/someone in their family — Spontaneous 11, Total 41	9	10	11
A helpline — Spontaneous 5, Total 30	1	3	2
A drug alcohol service outside the area — Spontaneous 2, Total 26	1	-	1
A social worker — Spontaneous 3, Total 26	1	3	2
Others — Spontaneous 13, Total 13	2	4	3
Would not get help — Spontaneous 3, Total 5	1	-	-

■ Spontaneous Mentions   ■ Total Mentions

Base: All who have consumed alcohol in the last 12 months (2019=359, 2023=360)

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Conclusions

Despite its limitations, this study has reaffirmed how patterns, characteristics, and consequences of alcohol use can shift and alter over time and are always vulnerable to changes in various physical, economic, legislative and social elements. It also indicates the importance for continued focus and where specific responses need to be strengthened.

A coherent national alcohol policy would reinforce local actions & progress other complementary systems change. Reducing and preventing alcohol-related harm would profoundly contribute to improving wellbeing, reducing crime, improving health, and building stronger communities.

Consideration of various limitations and observations when referring to the data findings;

- It is possible to look at trends across data collection waves (2011, 2015, 2019 and 2023), however the data does not illustrate or draw any association between implementation of the Strategy and study findings.
- This is one source of data collection through a household survey, other sources of data can illustrate other perspectives locally (e.g. alcohol treatment or service demand (e.g. NDTRS), community indicators (alcohol litter), An Garda Síochána (underage sales, secondary supply, public order), qualitative feedback on current situation (alcohol roundtable events, community consultation sessions, training for local workers).
- There have been considerable local, national, and international factors which may have had an impact positively and/or negatively on levels of alcohol use and harms (pp 10-12).
- It is also very early to see any impact from recent progressive national policy measures – (e.g. Public Health Alcohol Act (2018), which adopted a public health response to alcohol). Some provisions have only recently been enacted (Minimum Unit Pricing - January 2022 and others are yet to commence (e.g. Alcohol advertising broadcast watershed - January 2025).
- Existing national alcohol measures can increase alcohol use/harms (e.g. the non-increase in excise duty; appropriate regulation of alcohol deliveries) and impending legislation aimed at increased hours and places of sale (Sale of Alcohol Bill 2022).

Way Forward

Building SAFER Communities: Preventing & Reducing Alcohol Harm Project

This Project is funded over a three-year period through the Department of Health, new Drug Prevention and Education Funding Scheme. The Project is one of 5 successful projects announced in May 2023 by the Minister for Public Health, Wellbeing and the National Drugs Strategy, Hildegarde Naughton, following an application by the Irish Community Action on Alcohol, supported by the Alcohol Forum.[2]

Ballymun is one of the 12 participating communities working collaboratively alongside other communities (through Local and Regional Drug and Alcohol Task Forces) in 'Building SAFER Communities through Evidence-Based Environmental Prevention at a Community Level'. The national launch of the Project takes place in March 2024, with a local launch to follow.

Local implementation of SAFER will present opportunities for strengthening existing work, a renewed focus, and the relevant support and implementation structures required to underpin the implementation of 'best buys' on reducing alcohol harms.

"SAFER" is an acronym for WHO 'best buys' or most cost-effective interventions to reduce alcohol related harm.
* Strengthen restrictions on alcohol availability
* Advance and enforce drink driving countermeasures
* Facilitate access to screening, brief interventions, and treatment.
* Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion
* Raise prices on alcohol through excise taxes and pricing policies

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[2] https://www.gov.ie/en/press-release/92172-minister-naughton-announces-successful-projects-for-15-million-drug-prevention-and-education-funding-scheme/

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