



Edge Hill University

# Drinking at home: how do socioeconomic factors influence self-pouring behaviours?

Anna Tovmasyan, PhD Student (Edge Hill University)  
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## Introduction

- ❖ When drinking at home, measuring alcohol consumption may be difficult (Gill & O'May, 2007).
- ❖ Little is known about the extent to which this varies as a function of sociodemographic factors.
- ❖ Aim: to investigate whether sociodemographic factors impact self-pouring behaviours

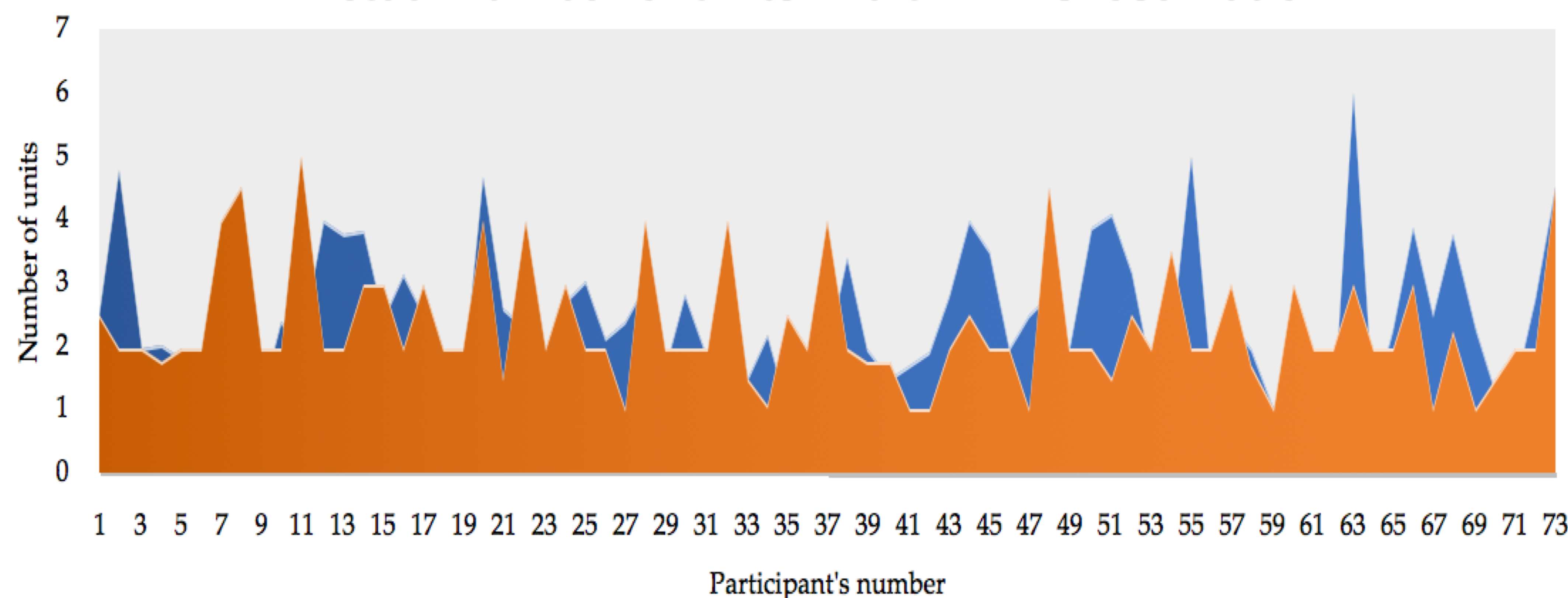
## Methods & Procedure

- ❖ 74 participants (30 males, 44 females)
- ❖ "Choose a glass, a simulated alcoholic drink, and pour however much you would at home".
- ❖ "Estimate how many units of alcohol you think a drink contains"
- ❖ "Please fill in a brief demographic questionnaire and AUDIT-C (Babor et al., 2001)"
- ❖ Deprivation measure – Lower Layer Support Output Area (LSOA) rank (Ministry of Housing, 2018)

## Results

- ❖ People underestimate the number of units they pour.
- ❖ Mean<sub>general</sub> = 2.56, SD = 1.08
- ❖ Mean male = 2.93, SD=1.02; Mean female = 2.36, SD = 1.09
- ❖ People who reported higher AUDIT-C scores both poured more units and tended to come from more deprived areas.
- ❖ Age, ethnicity, or religion were not correlated with the number of units poured

### Actual number of units in a drink vs. estimation



■ Number of units in a drink   ■ Participants' unit estimation

M=2.56  
SD=1.08  
Range=0.98-6

M=2.32  
SD=0.95  
Range=1-5

## Conclusions

- ❖ When drinking at home, people underestimate how much alcohol they consume
- ❖ People from more economically deprived areas tend to score higher on AUDIT-C
- ❖ People who score higher on AUDIT-C tend to pour more units in a drink

## References

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- ❖ Ministry of Housing, C. and L. G. (2018, February 26). English Indices of Deprivation 2015 - LSOA Level. Retrieved 23 August 2018, from <https://data.gov.uk/dataset/8f601edb-6974-417e-9c9d-85832dd2bbf2/english-indices-of-deprivation-2015-lsoa-level>

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