

GLOBAL DRUG SURVEY

EARLY RESULTS OF THE HEADLINE FINDINGS FROM GDS 2012

14^h February 2012



Caveats

- No raw data provided
- Results usually provided to the nearest full or half percent
- In the time frame and resources provided only these preliminary analyses are provided
- Stories represent preliminary findings and are subject to change on further analyses.
- A total of 15,500 responses were received from around the world
- Given enormous data we gathered, composite results on key issues are provided
- Only robust, defensible results are being provided to ensure credibility and authority
- GDS will be publishing a set of exclusive results on March 15th 2012



Methodology: please see accompanying PDF

- ◆ GDS conducts on-line anonymous self-complete surveys that tailor themselves automatically based on an individual's responses to an initial drug use screen. Although limited by the self-nominating nature of the sample, the methodology adopted by GDS has a proven track record in being able to track trends over time and identify new drug classes such as the synthetic cathinones (mephedrone)
- ◆ Identifying such trends among sentinel drug using populations allows pre-emptive service planning and informed policy development. Over the last decade these methods have successfully identified new drug trends and has supported the widespread dissemination of essential information both to people who use drugs through our media partners and to the medical profession through academic papers in high profile publications (such as the BMJ, the Lancet and Addiction), presentation at international conferences and expert advisory meetings



Methodology

- ◆ Although the findings cannot be said to be representative of the wider population they do provide a useful snapshot of what drugs are being used and how they are impacting upon people's lives
- ◆ The findings can inform policy, health service development and most importantly those who drink, smoke and/or take drugs. is going on in the world today
- ◆ Our findings are less than 3 months old
- ◆ Some of these papers and publications are listed at the end of this document
- ◆ The founder of GDS Dr Adam R Winstock is a Consultant Addiction Psychiatrist and researcher based in London
- ◆ The views presented here are entirely his own and have no relationship to those of his current employers or affiliate academic organisations.



DEMOGRAPHICS
ACCESSING THE SURVEY
LEISURE, DRUGS AND CLUBBING
DRUG USE PREVALENCE
MDMA
COCAINE
MEPHEDRONE
COMPARING MEPHEDRONE, COCAINE AND MDMA
SYNTHETIC CANNABIS
PRESCRIPTION MEDICATION
ALCOHOL
DRUGS AND THE LAW
SPECIALIST TOPICS
WORRYING ABOUT YOUR MATES
HAPPINESS AND WELLBEING
WHAT TO TELL YOUR DOCTOR

AND A SELECTION OF THE ABOVE FINDINGS FOR THE USA

Country	%	n
UK	52%	7700
USA	23%	3360
Canada	5.5%	815
Australia	2.8%	413
Ireland	2.0%	302
Finland	1.9%	288
Netherlands	1.2%	174
Germany	1.2%	180
France	0.9%	131
Spain	0.8%	115
New Zealand	0.6%	94
Norway	0.6%	86
S Africa	0.6%	83
Poland	0.6%	82
Sweden	0.4%	60
Mexico	0.4%	60
Belgium	0.4%	52
Denmark	0.3%	47
Italy	0.3%	45
Brazil	0.3%	44
Others 20-40 persons	Estonia China Argentina Austria Columbia Czech Greece Hungary India Japan Switzerland Portugal (10-20 Romania	



UK DEMOGRAPHICS

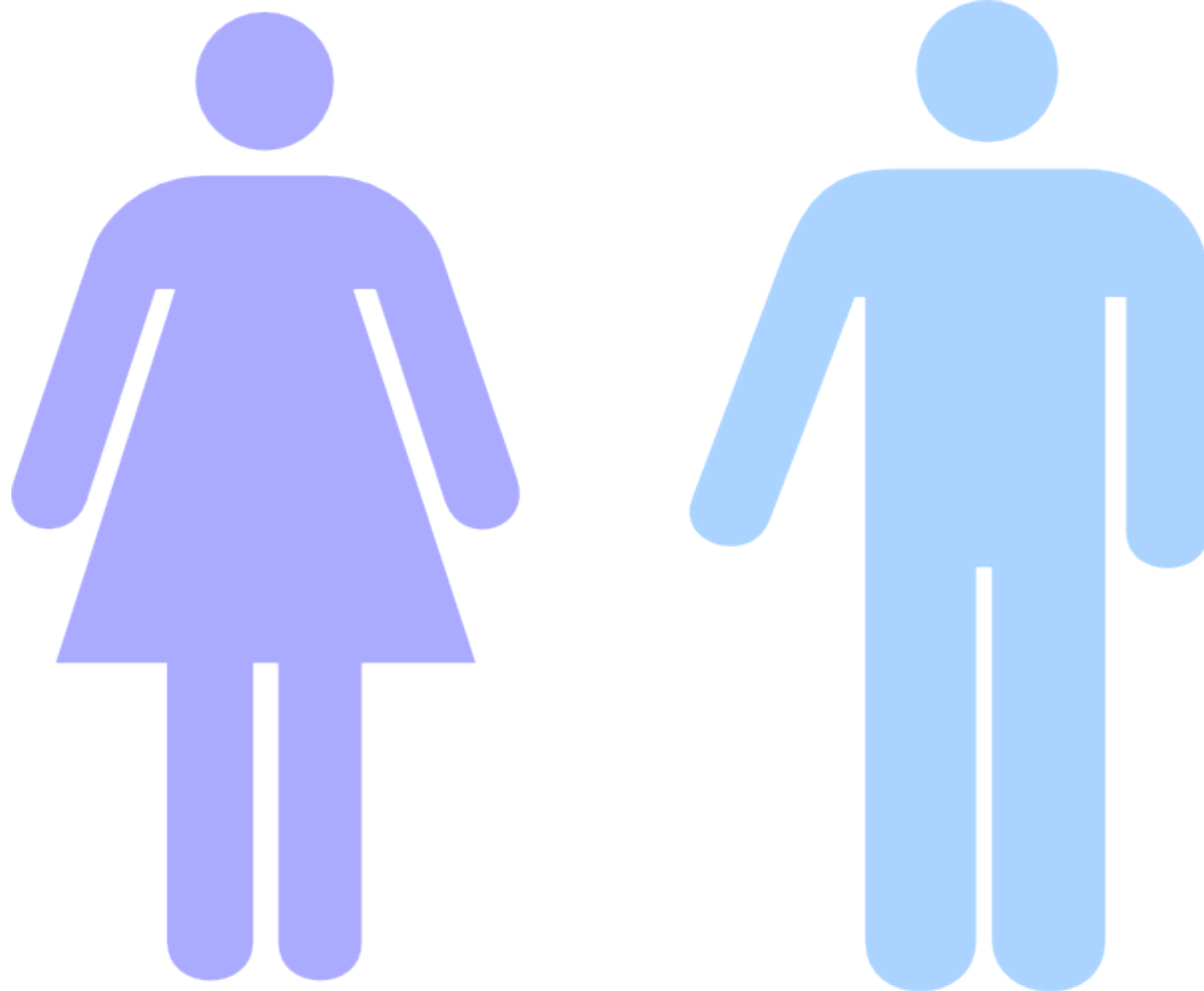
Demographics overview

We asked about -

- Gender
- Age
- Income bracket
- Geographical location (with breakdown to county/state for UK/USA and Australia)
- Sexual orientation
- Musical preference
- Other recreational activities (clubbing, cinema, eating out, going abroad and exercise)



UK Gender and sexuality



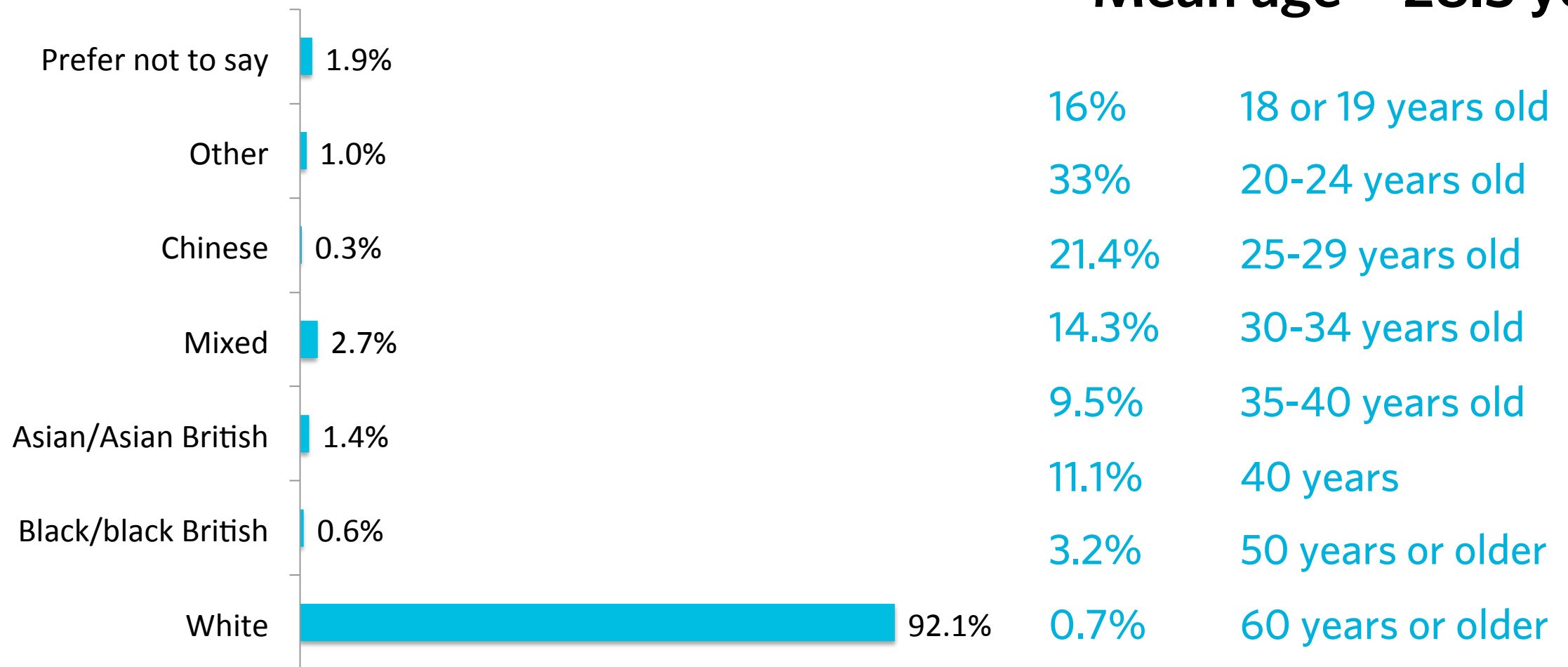
N for analysis =7770

Male	69.7%
Female	30.3%
Heterosexual	82.7%
Bisexual	8.2%
Homosexual	6.0%
Prefer not to say	3.1%



UK Ethnicity and age

Mean age = 28.3 years

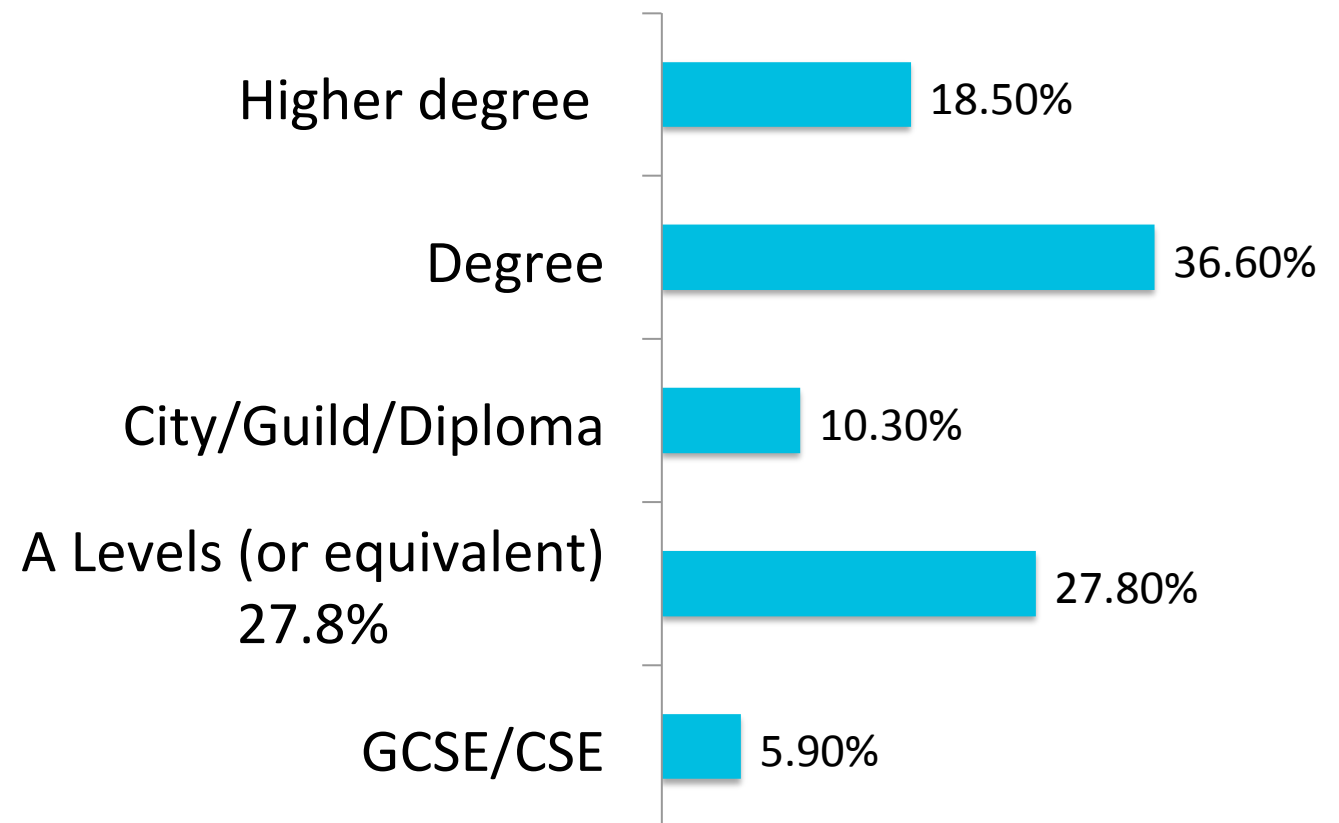


UK Education and employment

Employment status

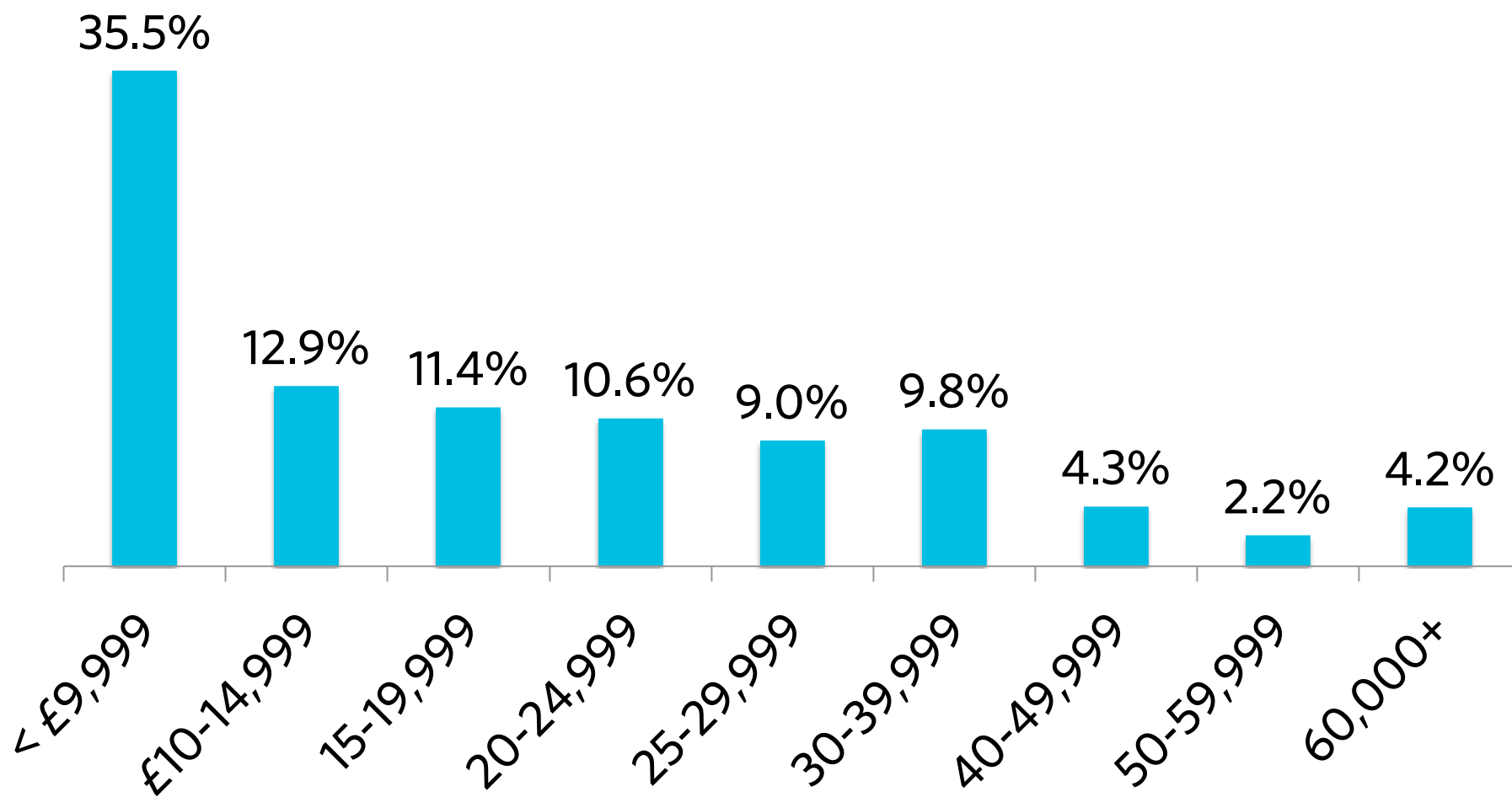
Working	72.9%
Studying	39.5%
Unemployed	23.8%

Highest level qualification

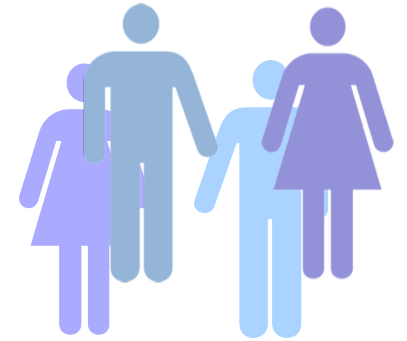


UK Income and living circumstances

Annual UK income



Living with



Partner	32.5%
Friends	32.1%
Alone	12.7%
Parent/s	17.4%
Other	5.2%



ACCESSING THE SURVEY

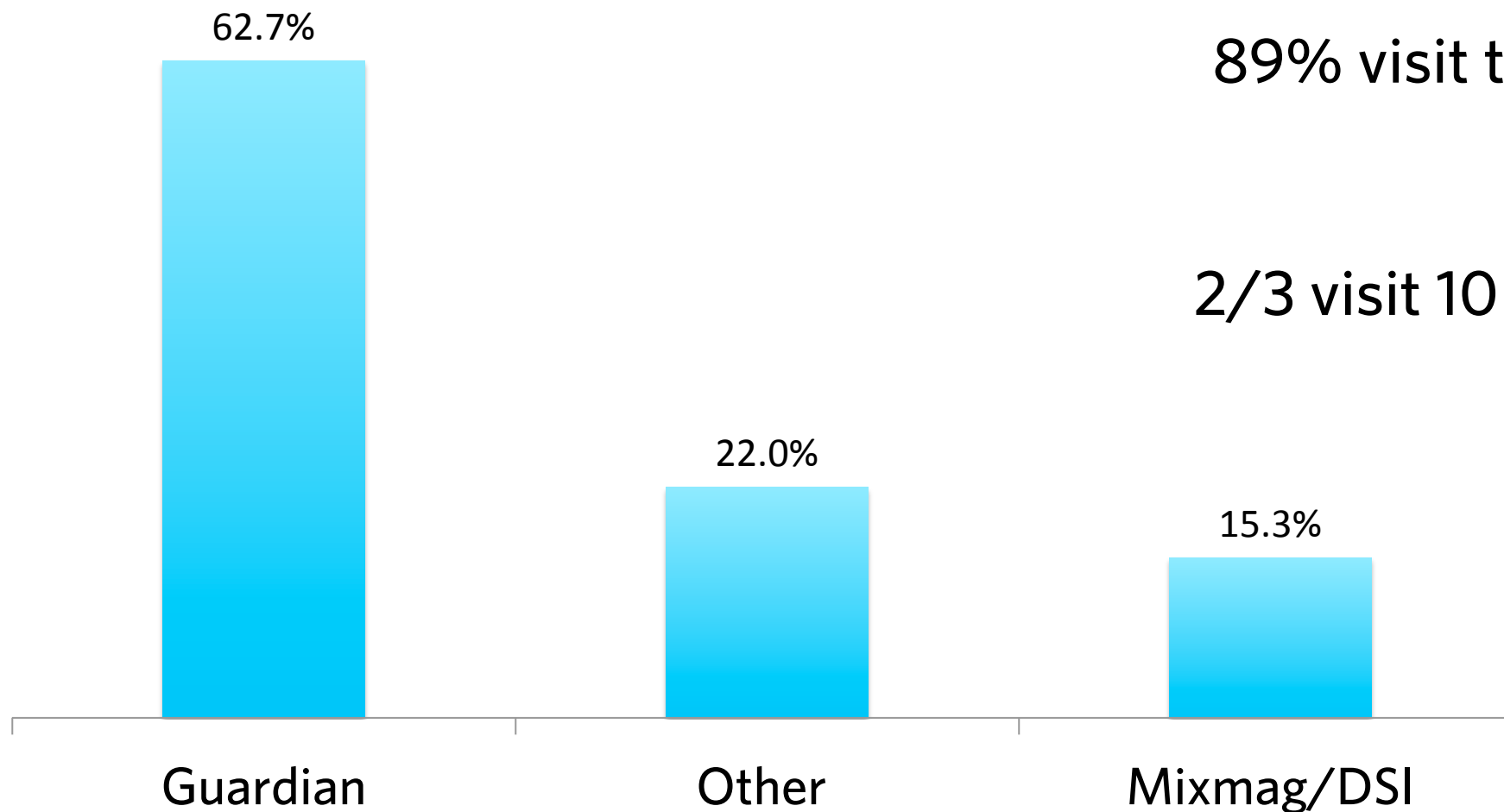
Accessing the survey : UK

16% visit DSI at least once/month

89% visit the Guardian website at least once per month

2/3 visit 10 or more times / month

1/3 visit almost daily



Who wants to know how they compare to each other? This should be read in conjunction with the PDF report of drug use comparisons and the drugs meter: UK

Age group	Yes	Maybe	Total
18-19	69%	19%	88%
20-21	67%	18%	85%
22-25	65%	29%	94%
26-30	62%	19%	81%
>30	57%	21%	78%

67% of last month clubbers said yes and 18% maybe – means comparative drug information appeals to wider audience





LEISURE
DRUGS AND CLUBBING

Leisure in the UK

How often did you go to the cinema in 2011?

One or more times / week	2.8%
Once every 2 weeks	7.4%
Once every 3 weeks	20.3%
Once every 3 months	31.4%
Less than once /3 months	25.7%
Not in last year	12.4%

How often did you go abroad in 2011?

Once every 2 weeks	0.5%
Once every 4 weeks	2.5%
Once every 3 months	17.5%
Twice in last year	27.4%
Once in last year	25.7%
Not in last year	26.4%



Leisure in the UK

How often did you play sport/exercise in 2011?

3 or more times /week	23.3%
One/twice/ week	32.2%
Once every 2 weeks	9.7%
Once a month	9.4%
Once every 3 months	6.5%
Less than once /3 months	8.4%
Not in last year	10.5%

How often did you eat out in 2011?

3 or more times /week	3.5%
Once/twice a week	21.6%
Once every 2 weeks	26.7%
Once a month	26.8%
Once every 3 months	13.5%
Less than once every 3 month	6.0%
Not in last year	1.9%



Clubbing in the UK

Where do you go clubbing?

Of 5000 regular clubbers (at least 4 x year)

86.2% licensed venues

12.5% underground event

1.3% other

How often do you go clubbing?

Never 22.6%

< 1/3 months 17.3%

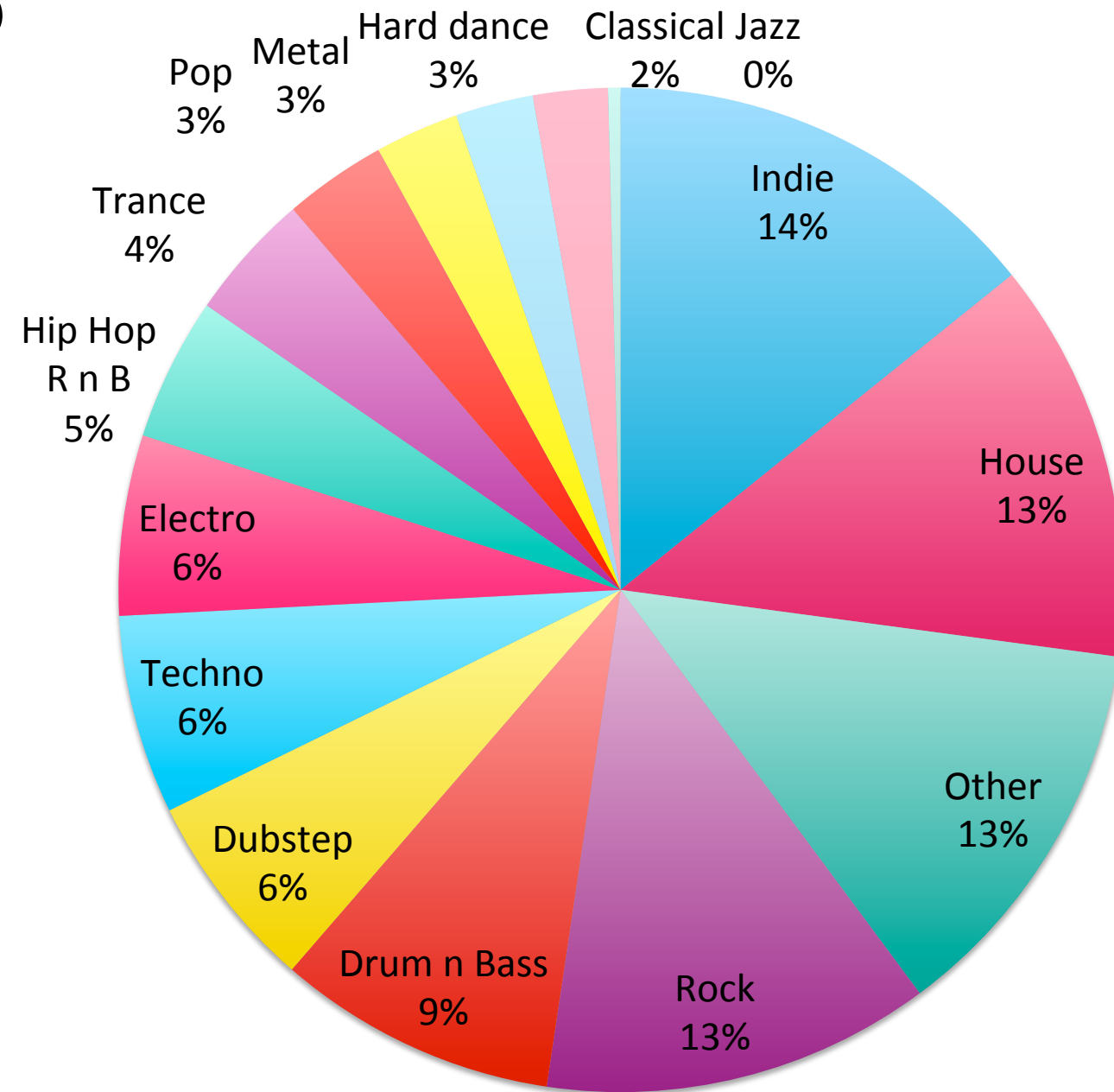
1/3months 14.9%

1/month 15.9%

1/fortnight 14.6%

1-2x/week 13.5%

3 or more/week 1.2%

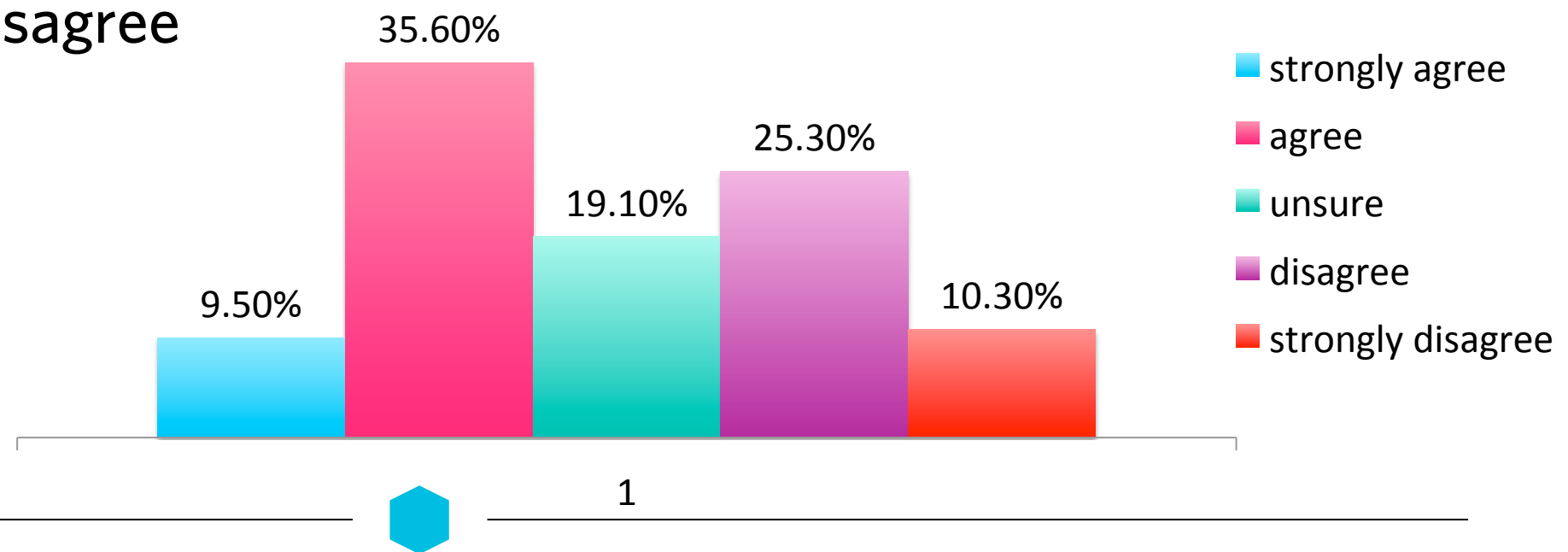


Do you need drugs for a good night out in the UK?

86.4% agree drugs can make a good night out better

76.2% don't think they need drugs for a really good night out

Can drugs make a bad night out good?
45.1% agree and 35.6% disagree



Do you need drugs for a good night out? (UK clubbers v non-clubbers)

	Clubbers	Non clubbers
I need drugs for a really good night out <small>(statistically significantly more clubbers agree with statement)</small>	3.0% strongly agree 14.7% agree 9.5% unsure 42.3% disagree 30.5% strongly disagree	2.4% strongly agree 10.7% agree 8.2% unsure 37.0% disagree 41.4% strongly disagree
Drugs can make a bad night out good <small>(statistically significantly more clubbers agree with statement)</small>	11.8% strongly agree 41.0% agree 18.7% unsure 22.2% disagree 6.3% strongly disagree	7.6% strongly agree 31.4% agree 19.5% unsure 27.8% disagree 13.7% strongly disagree
Drugs can make a good night out better <small>(statistically significantly more clubbers agree with statement)</small>	27.0% strongly agree 52.0% agree 11.6% unsure 6.8% disagree 2.6% strongly disagree	15.2% strongly agree 44.6% agree 19.0% unsure 12.6% disagree 8.6% strongly disagree





GLOBAL DRUG SURVEY

RESULTS OF THE HEADLINE FINDINGS FROM GDS 2012

USA EDITS

Feb 14

All results in this section are based on a USA data set of 3300





DEMOGRAPHICS

Demographics overview

We asked about -

- Gender
- Age
- Income bracket
- Geographical location (with breakdown to county/state for UK/USA and Australia)
- Sexual orientation
- Musical preference
- Other recreational activities (clubbing, cinema, eating out, going abroad and exercise)



Gender, age and sexuality

N = 3350

M = 70%

F = 30%

Heterosexual 78.7%

Bisexual 13.0%

Homosexual 6.0%

Prefer not to say 2.3%

Mean age = 28.1 years

Modal age 18 years

12.5% 18 or 19 years old

33.4% 20-24 years old

22.5% 25-29 years old

12.3% 30-34 years old

6.7% 35-40 years old

7.5% 40-49 years

3.9% 50 years or older

1.2% 60 years or older



Education and employment

Employment status

Working	73.5%
Studying	48.6%
Unemployed	27.4%

Highest level qualification

Diploma	34.5%
Degree	38.3%
Higher degree	18.7%



Income and living circumstances

Annual USA income (USD)		Living with		White 85.9%	
< \$9,999	30.2%	Partner	31.9%	Black	1.6%
\$10-14,999	10.7%	Friends	24.3%	Asian	1.5%
15-19,999	6.6%	Alone	16.9%	Mixed	4.8%
20-24,999	7.5%	Parent/s	21.5%	Chinese	0.5%
25-29,999	7.0%	Other	5.5%	Other	3.8%
30-39,999	9.1%			Prefer not to say	2.0%
40-49,999	7.3%				
50-59,999	4.6%				
60,000+	17.1%				





ACCESSING THE SURVEY

Accessing the survey

4% visit DSI at least once/month

40% visit the Guardian website at least once per month

10% visit 10 or more times / month

5% visit almost daily

Accessing the survey

Mixmag/DSI 7.6%

Guardian 11.0%

Word of mouth 8.8%

Web based search engine 5.2%

GDS 1.8%

Other 65.6%

(facebook, blogs, dancesafe, gawker)





LEISURE
DRUGS AND CLUBBING

Leisure 1

How often did you go to the cinema in 2011?

One or more times / week	1.3
Once every 2 weeks	7.8%
Once a month	22%
Once every 3 months	31.0%
Less than once /3 months	26.4%
Not in last year	9.7%

How often did you go abroad in 2011?

Once every 2 weeks	0.3%
Once every 4 weeks	1.0%
Once every 3 months	3.7%
Twice in last year	10%
Once in last year	18%
Not in last year	67%



Leisure 2

How often did you play sport/exercise in 2011?

How often did you eat out in 2011?

3 or more times /week	29.5%
One/twice/ week	27.9%
Once every 2 weeks	10.4%
Once a month	11.5%
Once every 3 months	5.9%
Less than once /3 months	7.3%
Not in last year	7.6%

3 or more times /week	21.0%
Once/twice a week	41.4%
Once every 2 weeks	17.7%
Once a month	13.3%
Once every 3 months	3.9%
Less than once every 3 months	2.2%
Not in last year	0.5 %



Clubbing in the USA

Where do you go clubbing
Of over a 1000 regular clubbers
(at least 4 x year)

84.8% licensed venues
13.0% underground event
2.2% other

How often do you go clubbing

Never	51.2%
< 1/3 months	18.7%
1/3months	9.4%
1/month	8.5%
1/fortnight	6.5%
1-2x/week	4.7%
3 or more/week	1.0%

Musical preference n = 3300

Rock	24%
Indie	16.3%
Other	10.6%
Dubstep	7.5%
House	7.0%
Hip Hop R n B	6.6%
Electro	4.9%
Metal	4.8%
Pop	4.2%
Trance	3.2%
Techno	3.1%
Classical	2.5%
Jazz	2.1%
Hard dance	1.7%
Drum n bass/ jungle	1.5%

