



Smoking, alcohol and drugs on television

A content analysis

Conducted by Dr Guy Cumberbatch
and Sally Gauntlett on behalf of Ofcom

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Section 1

Introduction

Section 319 (1) of the Communications Act 2003 (“The Act”) requires Ofcom to set a Code which contains standards for the content of television and radio services. The Ofcom Broadcasting Code, published on 25 May 2005, took effect on 25 July 2005¹. The Code, with certain exceptions in the case of the BBC (Sections Five, Six, Nine and Ten) and S4C (part of Section Six), applies to all broadcasters regulated by Ofcom.

This independent research was commissioned by Ofcom from The Communications Research Group to assist in the consideration of points raised by the public consultation on the Ofcom Broadcasting Code which began in July 2004.

The Act requires that those under eighteen should be protected and Section One of the Broadcasting Code concerns the protection of the under-eighteens. It contains a rule regarding drugs, smoking, solvent abuse and alcohol abuse.

We were aware that there was no recent content analysis on this subject. We thought it would be appropriate, in the light of lack of information and the clear public policy steer on smoking in the Government white paper on health, to see if smoking featured in programmes popular with 10-15 year olds and if so, how it was treated. We chose this age range because by the age of 15, 23% of young people smoke. (It is legal to buy cigarettes from the age of 16.) We also asked the researchers to undertake content analysis on the depiction of alcohol and drug abuse.

The research conclusions were part of the information taken into account by Ofcom in reaching a decision about the final wording of rule regarding drugs, smoking, solvent abuse and alcohol abuse.

This research is a snap shot of a particular time. It should be borne in mind that where, for example, a long running soap is concerned, it is not possible to deduce from one incident what the overall tenor of a storyline might be regarding e.g. the misuse of alcohol. In other words events may occur in a later episode as a result of the abuse of alcohol which is not apparent in the episode analysed.

At the time of the research the former Independent Television Programme Code required that

“Smoking and drinking should be avoided in children's programmes, and included only when there is a strong editorial case for their inclusion. In other programmes likely to be widely seen by children and young people, smoking and drinking should be included only where context or dramatic veracity requires it. In such programmes smoking should not be prominently featured as a normal and attractive activity. The same concerns apply and particular care is needed with any programme dealing with or involving representations of drug abuse (see also 5.8 and 5.9).

Tobacco and alcohol can constitute health risks. It is therefore desirable that programmes generally should not include smoking and drinking unless the context or

¹ with the exception of rule 10.17 which took effect on July 1st 2005

dramatic veracity requires it. (Tobacco advertising is specifically banned from television.) Particular care is needed with programmes likely to be seen by children and young people.

Drug taking and solvent abuse

Care needs to be taken to avoid any impression that illegal drugs are an acceptable feature of modern British society, particularly in programmes of special appeal to children and young people. The same caution should be applied to solvent abuse, and detailed demonstrations of methods of illegal drug-taking that could easily be imitated should be avoided.

Drug and solvent abuse should not be shown in such a way as to appear problem-free or glamorous.”

The former Broadcasting Standards Commission Code of Standards required that:

“While it is entirely right for programme-makers to explore the style and prevalence of the drugs culture in our society in both factual and fictional programmes, no individual programme, taken in its entirety, should promote or encourage the use of illegal drugs.....

Neither smoking nor the abuse of alcohol should be promoted, particularly in programmes directed mainly towards young people.”

Section 2

Summary of the Key Research Findings

The focus of this content analysis is the top ten programmes most watched by 10-15 year olds. The sample covered a three month period in August, September and October 2004 and comprised 256 programmes, over two thirds (70%) of which were soaps and were broadcast pre-watershed.

All scenes were logged where alcohol or smoking or drug-related (both illegal and legal drugs were coded) material was featured (including references to and discussions about these). In total 2099 such scenes were noted.

Alcohol-related scenes were the most frequent occurring at a rate equivalent to 12.0 incidences per hour. Smoking-related scenes were far less frequent occurring at a rate of 3.4 incidences per hour while drug-related incidences occurred at half this rate, at 1.7 scenes per hour.

4% of programmes did not contain any of the target material. These were almost entirely in the genre Reality Game Show.

Overt or implied alcohol drinkers (an implied drinker would for example be holding an alcoholic drink in the scene, but not shown drinking it) represented one in five (21%) of the television population in the sample. This compares with the government estimate of just over 90% of the total UK adult population that drinks alcohol to some degree varying from 'social drinkers' to 'dependant drinkers'.²

Overt or implied smokers represented almost 2% of characters, compared to the government estimate of smokers representing just over a quarter of the total UK adult population.³

Overt or implied drug users comprised 0.4% of the television characters counted. It is harder to identify a comparable figure for the prevalence of drug use in the UK as this research included both the use of legal and illegal drugs, whereas government figures focus primarily on the use of illegal drugs only.

Drinkers and smokers both had relatively prominent roles. Thus, among major characters a larger proportion were drinkers (37%) or smokers (4%) than at other levels of appearance.

Overall messages about alcohol were predominantly neutral (84% of scenes). Only 4% were positive compared with 6% negative and 6% mixed.

² NHS Health Development Agency, 2004

³ Office of National Statistics, 2003/04

Overall, 7% of all scenes with drinking portrayals were judged to depict alcohol misuse (drunkenness or dependency) and all but one scene portrayed a negative message.

Smoking scenes were even more likely to provide a neutral message (91% of scenes, although should be noted that 62% of these neutral smoking scenes, N=259, involved visuals such as cigarette packets displayed in shops and pubs and No Smoking signs.) Only 1% were positive compared with 4% with a negative message and 4% mixed.

Drug scenes were most likely to provide an anti-drugs message (57% of scenes carried a negative message) with 40% neutral and 3% mixed. There were no drug scenes that carried a positive message about drugs.

As the vast majority of references to and portrayals of, drugs on television involve illegal drugs, a reference to the illegal nature of the drugs would not provide a useful criterion for judging a scene to carry a negative message about drugs. Instead, consistent with the coding of smoking and alcohol, some endorsement was essential to allow the scene to be coded as positive while some disapproval was needed for a scene to be coded as negative. Otherwise scenes were coded as neutral and 93 (40%) scenes were coded as carrying a neutral message.

A large proportion of these neutral scenes (more than eight in ten scenes) occurred in the context of police activity, especially drug busts (examples provided later in this report).

Section 3

Sample Details and Coding Frame

Sample Details

The sample covered a three month period (12 weeks through August, September and October 2004) and contained all TV programmes in the top ten most watched by young people aged 10-15 in each month, sourced from BARB data.

A total of 256 programmes were captured. Not surprisingly, well over two thirds (70%) of these were Soap Operas (*Coronation Street*, *Emmerdale* and *EastEnders*). Less than one in five (17%) were Contemporary Drama or Police/Detective (*Bad Girls*, *Casualty*, *Holby City* and *The Bill*) while Reality TV contributed 6%. Overall, two thirds (66%) of the programmes were transmitted on ITV1 and one third (34%) on BBC1. Channel 4 registered only with *Big Brother*.

Table 1 provides the sample details. Since programme series vary in duration, their contribution to the sample is given as a proportion of the total transmission time.

Table 1: Sample details

Programme*	N	Genre	Channel	Duration (mins)	Sample Time %
<i>Emmerdale</i>	71	Soap	ITV1	1561	19
<i>EastEnders</i>	47	Soap	BBC1	1377	17
<i>Coronation Street</i>	60	Soap	ITV1	1345	16
<i>The Bill</i>	22	Police	ITV1	1044	13
<i>Casualty</i>	12	Contemp Drama	BBC1	601	7
<i>The X Factor</i>	12	Reality Game	ITV1	582	7
<i>Holby City</i>	7	Contemp Drama	BBC1	403	5
<i>Ant and Dec's Saturday Night Takeaway</i>	5	Variety	ITV1	269	3
<i>All About Me</i>	8	Sitcom	BBC1	230	3
<i>Bad Girls</i>	3	Contemp Drama	ITV1	161	2
<i>Bad Lads' Army</i>	3	Documentary	ITV1	143	2
<i>Indiana Jones and the Temple of Doom</i>	1	Fantasy	BBC1	149	2
<i>Die Another Day</i>	1	Action Adventure	ITV1	123	2
<i>Guinness World</i>	2	Quiz and Game	ITV1	95	1
<i>Celebrity Awards</i>	1	Pop Arts	ITV1	64	<1
<i>Big Brother Winners</i>	1	Reality Game	C4	49	<1
Total	256			8196	100

* A full list of programmes is available in Appendix 1

Coding Frame

All scenes were logged where alcohol, smoking or drug-related material was featured (including references to and discussions about these).

Programme schedule and population count. These schedules were used to record details for each programme such as genre, length and transmission time and to note

whether any of the target material was present. Target material comprised any alcohol, smoking or drug-related behaviour (observed or implied), any discussions about or references to smoking, alcohol or drugs and any visual representation pertaining to these. Additionally a log was made of all major, minor and incidental characters in the programme so that the proportion of those engaging in the target behaviours could be established.

Scene descriptions were completed to capture each incident of target material to illuminate the nature of the representation, and any relevant references or discussions. Information logged included the characters involved (such as level of appearance in the programme) and the prominence of any visual representations. Such visuals included target material that was incidental (for example a packet of cigarettes or a bottle that does not obviously belong to someone or advertising hoardings). Additionally, coders provided a summary of the key points about each scene and made a judgement on whether the message about the target material was positive, neutral, negative or mixed.

Section 4

Overall Frequencies

Overall frequencies

The prevalence of the target material is shown in table 2. Alcohol was almost ubiquitous: 93% of programmes included alcohol in some form, while 62% included smoking portrayals or related material. The frequency of drug-related content was much lower but discussions about or references to drugs meant that, overall, just over one in five (21%) programmes were coded for this.

Table 2

Programmes containing target material	Alcohol	Smoking	Drugs
	%	%	%
Overt portrayal	84	33	2
Implied portrayal	4	4	6
Discussion/references/visuals	87	53	21
None of above	7	38	79

Overall, 96% of all programmes contained some of the target material. Only one in twenty five (4%) did not. These target-free programmes comprised seven editions of *The X Factor*, one edition of *Guinness World Records* and one episode of *Emmerdale*.

As might be expected, there is a notable variation in the incidence of target material due to programme type. Table 3 shows the breakdown by the main genres.

Table 3: Programmes with target material by genre

Target material	Soap Opera (N = 178)		Contemporary Drama plus Police/Detective (N = 44)		Other (N = 34)	
	N	%	N	%	N	%
Alcohol						
Behaviour (<i>overt or implied</i>)	173	97	33	75	19	56
Discussion/references/visuals	173	97	32	73	22	65
Smoking						
Behaviour (<i>overt or implied</i>)	60	34	20	45	14	41
Discussion/references/visuals	83	47	36	82	15	44
Drugs						
Behaviour (<i>overt or implied</i>)	2	1	18	41	--	--
Discussion/references/visuals	13	7	37	84	3	9

The most evident feature in table 3 is the considerably higher representation of drugs in Everyday Contemporary Drama and Police compared with Soaps, while smoking also occurs frequently in discussions and references. On the other hand, alcohol was most prevalent in the Soaps, occurring in some form in almost every programme.

The tables below show the proportion of programmes containing alcohol, smoking and drug-related material in those series containing the most episodes.

Table 4: Soaps: Proportion of programme series with target material

Target material	Coronation St (N=60 progs)		EastEnders (N=47 progs)		Emmerdale (N=71 progs)	
	N	%	N	%	N	%
Alcohol						
Behaviour (<i>actual or implied</i>)	60	100	44	94	69	97
Discussion/references/visuals	58	97	45	96	70	99
Smoking						
Behaviour (<i>actual or implied</i>)	27	45	27	57	6	8
Discussion/references/visuals	40	67	31	66	12	17
Drugs						
Behaviour (<i>actual or implied</i>)	1	2	1	2	--	--
Discussion/references/visuals	4	7	8	17	1	1

Despite the prevalence of alcohol in the soaps, *Emmerdale* appears to contain relatively little material related to smoking with more than nine out of ten (92%) episodes not showing any smoking behaviour.

Although Everyday Contemporary Drama was combined with Police in table 3, this simple summary should not imply that they are considered to belong to a common genre. However the three programme series do have some commonalities – such as their realism and institutional settings which contribute to some similarities. The programmes are shown in table 5.

The notably higher frequency of drug-related material in these programmes is largely due to the link with crime (in *The Bill*) or the hospital treatment of drug users (in *Casualty* and *Holby City*).

Table 5: Police and Everyday Contemporary Drama: Proportion of programme series with target material.

Target material	The Bill (N=22 progs)		Casualty (N=12 progs)		Holby City (N=7 progs)	
	N	%	N	%	N	%
Alcohol						
Behaviour (<i>actual or implied</i>)	18	82	8	67	4	57
Discussion/references/visuals	17	77	9	75	4	57
Smoking						
Behaviour (<i>actual or implied</i>)	11	50	4	33	2	29
Discussion/references/visuals	21	95	6	50	6	86
Drugs						
Behaviour (<i>actual or implied</i>)	6	27	5	42	5	71
Discussion/references/visuals	21	95	7	58	6	86

The programme series with the lowest frequency of target material was the Reality Game show *The X Factor*. One of the judges was portrayed smoking.

Table 6: Other programme series: Proportion with target material.

Target material	The X Factor (12 progs)		All About Me (8 progs)		Ant and Dec (5 progs)	
	N	%	N	%	N	%
Alcohol						
Behaviour (<i>actual or implied</i>)	1	8	7	88	4	80
Discussion/references/visuals	2	17	8	100	5	100
Smoking						
Behaviour (<i>actual or implied</i>)	4	33	4	50	1	20
Discussion/references/visuals	2	17	5	63	4	80
Drugs						
Behaviour (<i>actual or implied</i>)	--	--	--	--	--	--
Discussion/references/visuals	--	--	1	13	--	--

Scene details

There were 2,099 scenes involving target material in total.

- Alcohol-related material occurred in 1,636 (78%) scenes (averaging 12 scenes per hour)
- Smoking-related material occurred in 459 (22%) scenes (averaging 3.4 scenes per hour)
- Drug-related material occurred in 235 (11%, 1.7 scenes per hour).

Section 5

Alcohol

The prevalence of alcohol-related incidences might be predicted given the popularity of the pub as a setting in many soap operas. The Queen Vic (*EastEnders*), Rovers Return (*Coronation Street*) and The Woolpack (*Emmerdale*) provide regular meeting points and opportunities for both plot and character development. However, surprisingly, pub, club and wine bar settings provided the slight minority (46%, N= 752) of alcohol-related scenes across the sample of programmes with the slight majority (54%, N= 884) located elsewhere.

The picture changes when focussing only on scenes where alcohol drinkers are portrayed. In total there were 881 drinking portrayal scenes and here pubs feature strongly, as shown in table 7.

Table 7: Location of drinking portrayals

Location of drinking	% of scenes
Pub/wine bar	58
At home	22
Club	5
Outdoors	4
Restaurant	3
Other	8
Total N= 881	100

The alcohol consumed was most often beer (46% of drinks identified) followed by spirits and wine in fairly equal proportions (26% and 25% respectively). Out of 1,180 alcoholic drinks identified, just 10 were thought to be Alco pops and these were not associated with younger people.

It is worth adding here that a log was kept of the number of scenes in which *exclusively* non-alcoholic drinks were seen or mentioned such as 'let's have a cuppa'. In total there were 1108 such scenes. Thus alcohol was considerably more prevalent than other beverages.

Overall, the consumption of alcohol was a quite mundane event. Drinkers' reactions to imbibing were overwhelmingly neutral (in 91% of scenes) and only in a small minority did they show pleasure (8% of scenes). However the reactions of others to the drinking, while usually neutral (77% of scenes), was almost equally likely to be critical (4% of scenes) as encouraging (5% of scenes).

The predominance of community pub settings in the Soaps is also reflected in the pattern of relationships observed where friends and family predominated. See table 8. Note that in the following tables, the base N may vary and be higher than the number of scenes since more than one option could be selected.

Table 8: Company of drinkers

Company	% of drinking scenes
Friends	35
Family	15
Partner	14
Alone	14
Colleagues	7
Mixed	6
Acquaintances	6
Strangers	1
Total N= 1136*	98

*Scenes could contain more than one group of people.

Note % may not equal 100 due to rounding.

Consistent with this theme of alcohol being associated with friends and family, are the apparent reasons for drinking. Socialising was the most frequent reason. See table 9.

Table 9: Reasons for drinking

Reasons for drinking	% of scenes
To socialise	41
To relieve stress	13
To celebrate	13
To chill out	12
As habit	9
To calm down	6
To escape	2
Other	5
Total N= 1099	101

The list of reasons for drinking suggests that at least some degree of inebriation might be the goal of some drinkers. This effect was observed in around one in ten scenes, as table 10 shows.

Table 10: Effects of alcohol

Effects of alcohol	% of scenes
No effect	90
Merry/tipsy	5
Quite drunk	4
Very drunk	2
Comatose	--
Total N= 907	101

One question asked on the scene details was: *Does anyone in the scene appear to have a drink problem?* In total 63 scenes were identified as representing some form of alcohol abuse. Such cases therefore accounted for just fewer than 4% (3.8%) of all scenes where alcohol-related material was observed and 7% of all scenes where drinking was portrayed. All but one scene involving misuse was thought to carry a negative message. The one scene thought to carry a positive message occurred in Emmerdale (12/8/04) where Chas gives Carl a bottle of Tequila from her holiday. She fondly refers to a time in the past when they finished off a whole bottle between them, whereupon he suggests they go home and drink it.

Alcohol messages

In more than eight scenes in ten, alcohol consumption was portrayed as a normal activity with no indication that there was any message of the activity being positive or negative. Only a minority of the 1636 alcohol-related scenes carried some kind of message, as shown below:

- A total of 68 scenes (4% of all alcohol scenes) carried a positive message
- A total of 1,368 scenes (84% of all alcohol scenes) carried a neutral message
- A total of 104 scenes (6% of all alcohol scenes) carried a negative message
- A total of 96 scenes (6% of all alcohol scenes) carried a mixed message

Positive messages

Positive messages were largely to do with characters seeming happy or celebrating with alcohol as illustrated below:

Emmerdale (3/1900/20/09) – Diane is having coffee in the café with Louise after her wedding rehearsal and says enthusiastically that when they finish, she is off to the pub to “open a bottle of bubbly.”

Coronation Street (3/1930/20/09) – At Candice’s birthday party, Fizz arrives with a bottle of vodka and says, “Let’s get into the party spirit. And by spirit, I mean vodka!”

Celebrity Awards (3/2000/29/09) – In a clip from *Coronation Street*, Fred and his girlfriend are portrayed with a glass of champagne, toasting each other.

Emmerdale (3/1900/23/08) – Jimmy and Sadie enter Zoe’s lounge with glasses of champagne. Holding the bottle, Jim says, “Nice touch, bringing that” to which Sadie replies that she found it in Zoe’s fridge. He comments, “Let’s drink to Zoe then!” They touch glasses.

EastEnders (1/1930/17/08) – Sasha is told by her colleagues that they would like her to be the new manager at the taxi office. She then suggests going to the pub for a drink, and tells them that, as she is now the boss, they will have to obey her.

EastEnders (1/1930/10/08) – Jim walks into the Queen Vic and says to Alfie, “How about a pint to lubricate my joints before I start work?” whereupon Alfie starts to pour and replies, “Oh, yes! We don’t want you working unlubricated!”

Emmerdale (3/1900/20/10) – Solomon and Zak are taking part in a drinking contest, with family and friends shouting encouragement as they down a ‘wellyfull’ of ale each.

Negative messages

Examples include:

Emmerdale (3/1900/06/09) - Jimmy and Sadie are seeing the doctor and talking about lifestyle factors in their failure to conceive a child. Jimmy says, “Neither of us smoke and we have cut down on drink...”

The Bill (3/2000/23/09) - Terry argues with Ben who leaves the car and goes to his car. Terry follows him and tells him, “Step away from the car! You have been

drinking..”

Coronation Street (3/1930/22/09) – In trying to explain why he slept with Sarah, Jason tells Eileen, “We had too much to drink at a party.” She replies, “Nobody has so much to drink that they don’t realize they’re doing something so terrible...”

EastEnders (1/2000/06/09) – Sonia asks Martin about his night out. He tells her it was really nothing – just a load of boys getting wasted.

EastEnders (1/1930/21/09) - In the last episode, Ronny crashed his car while drunk and got arrested. At home at the breakfast table:

Kareena: “What’s wrong?”

Addie: “Nothing – your brother’s just got done for drink driving, that’s all!”

Kareena: “You’re joking! Are you gonna lose your license?”

Ronny: “I don’t know yet.”

Tariq: “He’s got to go and see the magistrate next week.”

Bad Lads’ Army (3/2100/19/08) – Private Chris Andrew is talking about a field exercise and his name is in caption on screen along with his offence – ‘binge drinker’.

EastEnders (1/2000/03/08) - Dot has just told Jim she has cancer and he is begging her to change her mind about not having the treatment which might cure her. He tells her that if she leaves him he will “end up in the pub all day, every day, coming home singing and waking the neighbours.”

Emmerdale (3/1900/0/809) – a number of scenes deal with Alan Turner’s drinking problem. In one of these, Steph complains to him, “You used to be a pillar of this community – now you’re just an old soak. You were so drunk last night you forgot you were having dinner with your own daughter!”

Section 6

Smoking

Smoking messages

In the case of scenes involving smoking-related material (N= 459), the large majority were considered to provide neutral messages since there were no cues that the behaviour was considered attractive or desirable, nor that the reverse was true. However, compared with alcohol scenes, positive messages were less prevalent as shown below.

- A total of 4 scenes (1% of all smoking scenes) carried a positive message
- A total of 418 scenes (91% of all smoking scenes) carried a neutral message
- A total of 17 scenes (4% of all smoking scenes) carried a negative message
- A total of 20 scenes (4% of all smoking scenes) carried a mixed message

Positive messages

The only positive messages are listed below:

All About Me (1/2030/10/09) - Colin and Rupinda are at an Asian society function. Colin takes out a cigar whereupon Rupinda asks what he is doing as he doesn't smoke. Colin says that he is using it as a prop so that he looks the part of a businessman.

Coronation Street (3/2030/23/08) – Karen is talking to her priest, saying she is contented with her lifestyle. She adds, “in fact I think I'll get myself a fag and a drink...”

Coronation Street (3/1930/06/09) – In the Rovers Return at lunchtime, Karen has mineral water as she has given up smoking and drinking while Janice has a pint and a cigarette. She proceeds to goad the former, taking a drag on her cigarette and saying, “Mmmmm, that's heavenly!”

Casualty (1/2000/12/09) – where a hospital visitor is offered tea and says, “Tea – my grandad always swore by it, that and his cigarettes.....I wish I hadn't quit smoking...”

Negative messages

EastEnders (1/1930/28/10) - Darren (aged 13) and his mates (aged 14) are smoking in the park. Darren's sister Demi (aged 13) arrives and asks Darren for a puff of his cigarette, but he refuses, worried that the cigarette might harm the baby which Demi is expecting.

Coronation Street (3/1930/10/10) - Steve has his daughter with him in the taxi office. Dev says that 'A dingy, smoky office is not the place for a child'.

The Bill (3/2000/13/10) - Peter Charles is questioned by the police at home about a break-in. He appears dishevelled and unwashed, there are bottles scattered around the room and ashtrays are overflowing. PC Suzi refers to Peter Charles 'smoking heavily'.

Casualty (1/2020/18/09) - Mr Swaine tells Comfort that the fire was started by the

boys who had been smoking.

Emmerdale (3/1900/23/08) - Charity is taking her child to the pub to meet Chastity. Debbie reprimands her, saying that she should not take a baby to the pub where it's 'all smoky'.

Casualty (1/2115/21/08) - Simon introduces himself to the real wife of the heart patient. She says: 'It's a heart attack, isn't it? I keep telling him to stop smoking'.

It should be noted here that 138 scenes contained *No Smoking* signs. These represent one quarter (30%) of all scenes where smoking-related material was observed. Although *No Smoking* signs might be considered to provide negative messages about smoking, they were coded here as neutral. After some deliberation, such signs were considered to communicate a message more about the location than the activity. Thus the simple message is 'smoking is not allowed here', as might be found at a fuel station. The analogy would be *No eating or drinking* signs on public transport which cannot be taken as a negative message about sustenance as such, but only the inappropriateness of its consumption in this location. However, if *No Smoking* signs contained other messages such as *Stop smoking* or health related advice, then they would be coded as providing a negative message about smoking. Table 11 shows where *No Smoking* signs occurred:

Table 11: Proportion of smoking scenes containing *No Smoking* signs by programme series

Programme series	N of scenes with <i>No Smoking</i> signs
The Bill	47
EastEnders	41
Coronation Street	19
Holby City	11
Casualty	7
Ant and Dec: SNT	5
Emmerdale	4
Bad Girls	4
Total	No smoking 138

The relatively high number of *No Smoking* signs in *The Bill* is due to their location in Sun Hill police station and, similarly, public areas of the hospital in *Holby City* regularly featured similar signs. As to be expected, in *EastEnders*, Ian's café and the launderette, where chain smoker Dot works, both contained *No Smoking* signs.

Section 7

Drugs

Drug messages

Both legal and illegal drugs were coded as follows: 204 scenes (87%) involved illegal drugs; 20 scenes (9%) involved abuse of prescribed drugs and 11 scenes (5%) were categorised as 'other'. Of the latter, 4 referred to solvent abuse and these appeared as references in *Casualty* (BBC1, 9/10/04) containing 3 scenes and *All About Me* (BBC1, 15/10/04) containing 1 scene. The remaining 'other' scenes involved references to drugs in general and it was therefore not possible to assign them to a specific category.

In the case of scenes involving drug-related material (N=235), messages were predominantly negative as shown below.

- No scenes involving drugs were thought to carry a positive message
- A total of 93 scenes (40% of all drug scenes) carried a neutral message
- A total of 135 scenes (57% of all drug scenes) carried a negative message
- A total of 7 scenes (3% of all drug scenes) carried a mixed message

Negative messages

Examples include:

Bad Girls (3/2100/23/08) - After an encounter with Karen, a worried Fenner gets into a car with Di and is seen to take a tablet. Di remarks: "You want to go careful with those Diazepam". He replies: "And you want to mind your own business."

Holby City (1/2000/10/08) - Gabby is in hospital after taking too many drugs and consequently gave birth three months early. The baby is on life support and unlikely to survive. Her boyfriend Leo blames her for taking the drugs and himself for supplying them. Gabby says she can't think straight and wants Leo to ask the doctors for some drugs so she can say yes to turning off the life support machine. Leo says that he cannot believe she is more bothered about her next fix than her dying baby.

Casualty (1/2115/21/08) - On his stag night, Simon is in the toilets at a club washing his face in the sink. He reaches into his pocket for a bag of pills [implied to be speed]. As he puts one into his mouth, Abs walks in and exclaims: "I don't believe you, mate! Why?" Simon answers: "Because I want to. Because I feel like it. Because you and Lara keep telling me I shouldn't. Alright?" Simon walks out while Abs shakes his head.

EastEnders (1/1930/17/08) – Ian Beale overhears his two ten year old children talking about some older kids smoking cannabis in the community centre where Paul organizes a football team. Ian storms round to see Paul who is having a meal with his father, Patrick, and Yolande. Ian says he will report Paul to Social Services. Patrick becomes concerned that this will lead to him and Yolande being barred from fostering children. Paul tells him he did not know the kids were going to smoke a joint and asks "do you think I am that stupid?" Later, when he tries to persuade Ian not to contact the Social Services, Ian tells him "if my kids were yours, they'd probably be junkies by now".

Neutral messages in *The Bill*

(3/2000/15/09)- Andrea, an undercover journalist, enquires of a colleague, "Brett Jenkins - small-time dealer - did you come across him when you did that drugs feature?"

(3/2000/26/08)- During a police raid on a pet shop the officers are joking at the situation. For example, Gary quips, "Are these tortoises on crack or what?"

(3/2000/18/08)- Superintendent Okaro is being interviewed by DCI Meadows when he explains, "I was stopped on the way home and the officer said he had reason to believe I was carrying a large amount of cannabis".

Section 8

Smokers, Drinkers and Drug Users

The convention in describing television populations is to count character appearances in each programme. In any sample various individuals may make a number of appearances in different programmes. In later results individual participants are identified (see Appendix 2). However this unit of character appearances allows an estimate of the proportion of the television population representing drinkers, smokers and drug users.

In total, 6530 character appearances were logged in the programmes. Males represented just over half (54%, N=3524) of the overall population and females 46% (N=3006). Of these, 1463 characters (22%) were profiled because they engaged in target behaviours overtly or by implication. There were 907 males and 556 females profiled, showing a stronger gender imbalance of 62:38 characters involved in target behaviour compared with 54:46 overall.

- **Drinkers** represented 21% of all character appearances
- **Smokers** represented 2% of all character appearances
- **Drug users** represented 0.4% of appearances

Table 12 shows the results for the main categories of programme in the sample, while table 13 shows the figures for the main programme series.

Table 12: Participants who drank, smoked or used drugs by genre

Target material	Soap opera (Population:3959)		Contemporary drama plus police (Population: 1075)		Other (Population:1496)	
	N	% of pop	N	% of pop	N	% of pop
Alcohol						
Drinker	1050	27	83	8	41	3
Implied drinker	142	4	41	4	15	1
Total	1192	30	124	12	56	4
Smoking						
Smoker	71	2	24	2	11	1
Implied smoker	6	*	4	*	11	1
Total	77	2	28	3	22	1
Drugs						
Drug user	1	*	4	*	--	--
Implied drug user	2	*	20	2	--	--
Total	3	*	24	2	--	--

* = less than 0.5%

Table 13: Participants who drank, smoked and used drugs by programme series (including repeat appearances)

Target material	Coronation St (Population:1354)		EastEnders (Population:1057)		Emmerdale (Population:1548)		The Bill (Population:570)	
	N	%	N	%	N	%	N	%
Alcohol								
Drinker	425	31	171	16	454	29	44	8
Implied drinker	23	2	82	8	37	2	20	4
Total	448	33	253	24	491	32	64	11
Smoking								
Smoker	27	2	37	4	7	*	12	2
Implied smoker	3	*	1	*	2	*	--	--
Total	30	2	38	4	9	1	12	2
Drugs								
Drug user	--	--	1	*	--	--	--	--
Implied drug user	--	--	2	*	--	--	7	1
Total	--	--	3	*	--	--	7	1

Despite each having their own pub as a community focus, the three soaps show rather different patterns in the representation of drinkers. In both *Coronation Street* and *Emmerdale*, around one in three of all character appearances are by drinkers while in *EastEnders* it is less than one in four. Moreover, those identified as drinkers because of their overt behaviour were almost twice as frequent in *Emmerdale* and *Coronation Street* (29% and 31% respectively) as in *EastEnders* (16%).

On the other hand, overt smokers were almost invisible in *Emmerdale*, while in *Coronation Street*, they were observed at almost half the rate as in *EastEnders* (2.0% versus 4%).

The general pattern is for characters who are profiled because of their involvement in the target activities to be relatively prominent. Table 14 shows this.

Table 14: Level of appearance of drinkers, smokers and drug users

Level of appearance	All appearances		Drinkers		Smokers		Drug users	
	N	%	N	%	N	%	N	%
Major	1779	27	667	49	72	57	9	33
Minor	2225	34	552	40	32	25	16	59
Incidental	2526	39	153	11	23	18	2	7
Totals	6530	100	1372	100	127	100	27	99

Thus nearly one half (49%) of drinkers were major characters compared with less than one in three (27%) of the overall population. More striking, while smokers were very much a minority, they were particularly prominent being twice as likely to have a major role (57% of smoking appearances were major versus 27% overall). Drug users were infrequently portrayed but occurred most often in minor roles such as transitory hospital patients.

The relative prominence of drinkers and smokers is further revealed by examining the proportion of major characters who were drinkers (37% of all major characters) or smokers (4% of all major characters), compared with minor characters (25% drinkers, 2% smokers). See table 15.

Table 15: Proportion of major, minor and incidentals engaging in target behaviour across the sample

<u>All roles</u>	All appearances		Drinkers		Smokers		Drug users	
			N	%	N	%	N	%
Major	1779	→	667	=37	72	=4.0	9	=0.5
Minor	2225	→	552	=25	32	=1.4	16	=0.7
Incidental	2526	→	153	=6	23	=0.9	2	=0.1

At the level of incidental characters, drinkers and smokers achieved very little representation (only 6% of incidental characters were drinkers, and less than 1% were smokers).

Examining the age and gender pattern of drinkers, smokers and drug users shows that, while males predominate in most age groups for drinking, the exception is 25-34 where numerically there are almost as many female character appearances. The other notable feature shown in table 16 is the number of young drinkers, but drinking portrayals were infrequent.

Table 16: Drinkers and implied drinkers by gender and age group

Age groups	Males		Females	
	% drinkers	% overall TV pop	% drinkers	% overall TV pop
10-15	1	4	*	4
16-24	26	23	23	24
25-34	20	24	37	32
35-44	20	22	17	18
45-54	15	14	13	12
55-64	11	8	4	5
65+	8	5	7	6
Total	101	100	101	101
Base N	857	3302*	515	2939*

* Under 10 year olds removed. Not everyone in the TV population could be aged.

The drinkers in the youngest age band comprised: Leo and Raj in *All About Me* (both major characters); two friends of Darren in *EastEnders* (both incidental characters); Debbie appeared in two episodes of *Emmerdale* (major character) and Darren in *Emmerdale* (minor character).

Although smoking behaviour was far less common than drinking, overall fairly equal numbers of males and female characters were encountered as shown in table 17.

Table 17: Smokers and implied smokers by gender and age group

Age groups	Males		Females	
	% smokers	% overall pop	% smokers	% overall pop
10-15	12	4	--	4
16-24	12	23	2	24

25-34	6	24	25	32
35-44	50	22	15	18
45-54	8	14	30	12
55-64	8	8	2	5
65+	5	5	28	6
Total	101	100	102	101
Base N	66	3302	61	2939

One notable feature in these results is that there is a clustering of males 35-44 but above this age there are twice as many women (36 character appearances compared with only 21 for men). However, in the youngest age bands, smokers are almost exclusively male.

The under 16s who smoked are similar to those who were portrayed drinking: they include Darren in two episodes of *EastEnders* (once in a major role, once in a minor role); two of Darren's friends (both incidental characters); Leo and Raj in *All About Me* (both major roles) and two characters in *Casualty* (Neil in a minor role and Kit, an incidental character).

The age profile of drug users reveals a high proportion in the youngest age band. However the overall numbers involved remain small and therefore defining patterns by age and gender are difficult. In the youngest age group the characters logged include Stephen, Adrian and Liam who were implied glue sniffers in *Casualty* (all minor roles); Koifee (minor character) and Jason (major role) in *EastEnders* who were involved in cannabis smoking; Abby a heart patient in *Holby City* (incidental character) and Shirley who is an implied user of party drugs in *The Bill* (major role).

Table 18: Drug users and implied drug users by gender and age group

Age groups	Males		Females	
	% drug users	% overall pop	% drug users	% overall pop
10-15	35	4	20	4
16-24	6	23	40	24
25-34	12	24	30	32
35-44	41	22	10	18
45-54	6	14	--	12
55-64	--	8	--	5
65+	--	5	--	6
Total	100	100	100	101
Base N	17	3302	10	2939

Section 9

Appendix 1

Programme list

Date	Channel	Programme	Time	Genre
12/08/04	ITV1	Bad Lads' Army	2100	Docusoap
19/08/04	ITV1	Bad Lads' Army	2100	Docusoap
26/08/04	ITV1	Bad Lads' Army	2100	Docusoap
09/08/04	ITV1	Bad Girls	2100	Contemporary drama
16/08/04	ITV1	Bad Girls	2100	Contemporary drama
23/08/04	ITV1	Bad Girls	2100	Contemporary drama
15/08/04	C4	Big Brother Winners' Week	2100	Reality Game Show
14/08/04	BBC1	Casualty	2020	Contemporary drama
21/08/04	BBC1	Casualty	2115	Contemporary drama
28/08/04	BBC1	Casualty	2110	Contemporary drama
10/08/04	BBC1	Holby City	2000	Contemporary drama
17/08/04	BBC1	Holby City	2000	Contemporary drama
31/08/04	BBC1	Holby City	2000	Contemporary drama
11/08/04	ITV1	The Bill	2030	Police/Detective
12/08/04	ITV1	The Bill	2000	Police/Detective
18/08/04	ITV1	The Bill	2000	Police/Detective
19/08/04	ITV1	The Bill	2000	Police/Detective
26/08/04	ITV1	The Bill	2000	Police/Detective
9/08/04	ITV1	Coronation Street	1930	Soap Opera
9/08/04	ITV1	Coronation Street	2030	Soap Opera
11/08/04	ITV1	Coronation Street	1930	Soap Opera
13/08/04	ITV1	Coronation Street	1930	Soap Opera
15/08/04	ITV1	Coronation Street	1930	Soap Opera
16/08/04	ITV1	Coronation Street	1930	Soap Opera
16/08/04	ITV1	Coronation Street	2030	Soap Opera
18/08/04	ITV1	Coronation Street	1930	Soap Opera
20/08/04	ITV1	Coronation Street	1930	Soap Opera
22/08/04	ITV1	Coronation Street	1930	Soap Opera
23/08/04	ITV1	Coronation Street	1930	Soap Opera
23/08/04	ITV1	Coronation Street	2030	Soap Opera
25/08/04	ITV1	Coronation Street	1925	Soap Opera
27/08/04	ITV1	Coronation Street	1930	Soap Opera
29/08/04	ITV1	Coronation Street	1930	Soap Opera
30/08/04	ITV1	Coronation Street	1930	Soap Opera
30/08/04	ITV1	Coronation Street	2030	Soap Opera

Date	Channel	Programme	Time	Genre
09/08/04	BBC1	EastEnders	2000	Soap Opera

Broadcasting Code: Smoking, alcohol and drugs on television

10/08/04	BBC1	EastEnders	1930	Soap Opera
11/08/04	BBC1	EastEnders	2000	Soap Opera
12/08/04	BBC1	EastEnders	1930	Soap Opera
16/08/04	BBC1	EastEnders	2000	Soap Opera
17/08/04	BBC1	EastEnders	1930	Soap Opera
19/08/04	BBC1	EastEnders	1930	Soap Opera
20/08/04	BBC1	EastEnders	2000	Soap Opera
23/08/04	BBC1	EastEnders	2000	Soap Opera
24/08/04	BBC1	EastEnders	1930	Soap Opera
26/08/04	BBC1	EastEnders	2100	Soap Opera
30/08/04	BBC1	EastEnders	2000	Soap Opera
31/08/04	BBC1	EastEnders	1930	Soap Opera
09/08/04	ITV1	Emmerdale	1900	Soap Opera
10/08/04	ITV1	Emmerdale	1900	Soap Opera
11/08/04	ITV1	Emmerdale	1900	Soap Opera
12/08/04	ITV1	Emmerdale	1900	Soap Opera
13/08/04	ITV1	Emmerdale	1900	Soap Opera
15/08/04	ITV1	Emmerdale	1900	Soap Opera
16/08/04	ITV1	Emmerdale	1900	Soap Opera
17/08/04	ITV1	Emmerdale	1900	Soap Opera
18/08/04	ITV1	Emmerdale	1900	Soap Opera
19/08/04	ITV1	Emmerdale	1900	Soap Opera
20/08/04	ITV1	Emmerdale	1900	Soap Opera
22/08/04	ITV1	Emmerdale	1900	Soap Opera
23/08/04	ITV1	Emmerdale	1900	Soap Opera
24/08/04	ITV1	Emmerdale	1900	Soap Opera
25/08/04	ITV1	Emmerdale	1855	Soap Opera
26/08/04	ITV1	Emmerdale	1900	Soap Opera
27/08/04	ITV1	Emmerdale	1900	Soap Opera
29/08/04	ITV1	Emmerdale	1900	Soap Opera
30/08/04	ITV1	Emmerdale	1900	Soap Opera
31/08/04	ITV1	Emmerdale	1900	Soap Opera

Date	Channel	Programme	Time	Genre
10/09/04	BBC1	All About Me	2030	Sitcom
17/09/04	BBC1	All About Me	2030	Sitcom
24/09/04	BBC1	All About Me	2030	Sitcom
11/09/04	BBC1	Casualty	2010	Contemporary drama
12/04/09	BBC1	Casualty	2000	Contemporary drama
18/09/04	BBC1	Casualty	2020	Contemporary drama
25/09/04	BBC1	Casualty	2020	Contemporary drama
29/09/04	ITV1	Celebrity Awards	2000	Popular arts
01/09/04	ITV1	Coronation Street	1930	Soap Opera
03/09/04	ITV1	Coronation Street	1930	Soap Opera
05/09/04	ITV1	Coronation Street	1930	Soap Opera
06/09/04	ITV1	Coronation Street	1930	Soap Opera
06/09/04	ITV1	Coronation Street	2030	Soap Opera

Broadcasting Code: Smoking, alcohol and drugs on television

08/09/04	ITV1	Coronation Street	1930	Soap Opera
10/09/04	ITV1	Coronation Street	1930	Soap Opera
12/09/04	ITV1	Coronation Street	1930	Soap Opera
13/09/04	ITV1	Coronation Street	1930	Soap Opera
13/09/04	ITV1	Coronation Street	2030	Soap Opera
15/09/04	ITV1	Coronation Street	1930	Soap Opera
17/09/04	ITV1	Coronation Street	1930	Soap Opera
19/09/04	ITV1	Coronation Street	1930	Soap Opera
20/09/04	ITV1	Coronation Street	1930	Soap Opera
20/09/04	ITV1	Coronation Street	2030	Soap Opera
22/09/04	ITV1	Coronation Street	1930	Soap Opera
24/09/04	ITV1	Coronation Street	1930	Soap Opera
26/09/04	ITV1	Coronation Street	1930	Soap Opera
27/09/04	ITV1	Coronation Street	1930	Soap Opera
27/09/04	ITV1	Coronation Street	2030	Soap Opera
29/09/04	ITV1	Coronation Street	1930	Soap Opera
02/09/04	BBC1	EastEnders	1930	Soap Opera
03/09/04	BBC1	EastEnders	2000	Soap Opera
06/09/04	BBC1	EastEnders	2000	Soap Opera
07/09/04	BBC1	EastEnders	1930	Soap Opera
09/09/04	BBC1	EastEnders	1930	Soap Opera
10/09/04	BBC1	EastEnders	2000	Soap Opera
13/09/04	BBC1	EastEnders	2000	Soap Opera
14/09/04	BBC1	EastEnders	1930	Soap Opera
16/09/04	BBC1	EastEnders	1930	Soap Opera
17/09/04	BBC1	EastEnders	2000	Soap Opera
20/09/04	BBC1	EastEnders	2000	Soap Opera
21/09/04	BBC1	EastEnders	1930	Soap Opera
23/09/04	BBC1	EastEnders	1930	Soap Opera
24/09/04	BBC1	EastEnders	2000	Soap Opera
27/09/04	BBC1	EastEnders	2000	Soap Opera
28/09/04	BBC1	EastEnders	1930	Soap Opera
30/09/04	BBC1	EastEnders	1930	Soap Opera

Date	Channel	Programme	Time	Genre
01/09/04	ITV1	Emmerdale	1900	Soap Opera
02/09/04	ITV1	Emmerdale	1900	Soap Opera
03/09/04	ITV1	Emmerdale	1900	Soap Opera
05/09/04	ITV1	Emmerdale	1930	Soap Opera
06/09/04	ITV1	Emmerdale	1900	Soap Opera
07/09/04	ITV1	Emmerdale	1900	Soap Opera
08/09/04	ITV1	Emmerdale	1900	Soap Opera
09/09/04	ITV1	Emmerdale	1900	Soap Opera
10/09/04	ITV1	Emmerdale	1900	Soap Opera
12/09/04	ITV1	Emmerdale	1900	Soap Opera
13/09/04	ITV1	Emmerdale	1900	Soap Opera
14/09/04	ITV1	Emmerdale	1900	Soap Opera
15/09/04	ITV1	Emmerdale	1900	Soap Opera
16/09/04	ITV1	Emmerdale	1900	Soap Opera
17/09/04	ITV1	Emmerdale	1900	Soap Opera

Broadcasting Code: Smoking, alcohol and drugs on television

20/09/04	ITV1	Emmerdale	1900	Soap Opera
21/09/04	ITV1	Emmerdale	1900	Soap Opera
22/09/04	ITV1	Emmerdale	1900	Soap Opera
23/09/04	ITV1	Emmerdale	1900	Soap Opera
24/09/04	ITV1	Emmerdale	1900	Soap Opera
26/09/04	ITV1	Emmerdale	1900	Soap Opera
27/09/04	ITV1	Emmerdale	1900	Soap Opera
28/09/04	ITV1	Emmerdale	1900	Soap Opera
29/09/04	ITV1	Emmerdale	1900	Soap Opera
30/09/04	ITV1	Emmerdale	1900	Soap Opera
11/09/04	ITV1	Guinness World Records	1755	Quiz and game
11/09/04	ITV1	Guinness World Records	1955	Quiz and game
08/09/04	BBC1	Indiana Jones	2000	Action/Adventure
01/09/04	ITV1	The Bill	2000	Police/Detective
02/09/04	ITV1	The Bill	2000	Police/Detective
08/09/04	ITV1	The Bill	2000	Police/Detective
09/09/04	ITV1	The Bill	2000	Police/Detective
15/09/04	ITV1	The Bill	2000	Police/Detective
16/09/04	ITV1	The Bill	2000	Police/Detective
22/09/04	ITV1	The Bill	2030	Police/Detective
23/09/04	ITV1	The Bill	2000	Police/Detective
30/09/04	ITV1	The Bill	2000	Police/Detective
04/09/04	ITV1	The X Factor	1935	Reality Game Show
11/09/04	ITV1	The X Factor	1855	Reality Game Show
18/09/04	ITV1	The X Factor	1910	Reality Game Show
25/09/04	ITV1	The X Factor	1905	Reality Game Show

Date	Channel	Programme	Time	Genre
01/10/04	BBC 1	All About Me	2030	Sitcom
08/10/04	BBC 1	All About Me	2030	Sitcom
15/10/04	BBC 1	All About Me	2030	Sitcom
22/10/04	BBC 1	All About Me	2030	Sitcom
29/10/04	BBC 1	All About Me	2030	Sitcom
02/10/04	BBC 1	Casualty	2020	Contemporary Drama
09/10/04	BBC 1	Casualty	2020	Contemporary Drama
16/10/04	BBC 1	Casualty	2020	Contemporary Drama
23/10/04	BBC 1	Casualty	2010	Contemporary Drama
30/10/04	BBC 1	Casualty	2050	Contemporary Drama
01/10/04	ITV11	Coronation Street	1930	Soap Opera
03/10/04	ITV1	Coronation Street	1930	Soap Opera
04/10/04	ITV1	Coronation Street	1930	Soap Opera
04/10/04	ITV1	Coronation Street	2030	Soap Opera

Broadcasting Code: Smoking, alcohol and drugs on television

06/10/04	ITV1	Coronation Street	1930	Soap Opera
08/10/04	ITV1	Coronation Street	1930	Soap Opera
10/10/04	ITV1	Coronation Street	1930	Soap Opera
11/10/04	ITV1	Coronation Street	1930	Soap Opera
11/10/04	ITV1	Coronation Street	2030	Soap Opera
13/10/04	ITV1	Coronation Street	1930	Soap Opera
15/10/04	ITV1	Coronation Street	1930	Soap Opera
17/10/04	ITV1	Coronation Street	1930	Soap Opera
18/10/04	ITV1	Coronation Street	1930	Soap Opera
18/10/04	ITV1	Coronation Street	2030	Soap Opera
20/10/04	ITV1	Coronation Street	1930	Soap Opera
22/10/04	ITV1	Coronation Street	1930	Soap Opera
24/10/04	ITV1	Coronation Street	1950	Soap Opera
25/10/04	ITV1	Coronation Street	1930	Soap Opera
25/10/04	ITV1	Coronation Street	2030	Soap Opera
27/10/04	ITV1	Coronation Street	1930	Soap Opera
29/10/04	ITV1	Coronation Street	1930	Soap Opera
31/10/04	ITV1	Coronation Street	1930	Soap Opera
27/10/04	ITV1	Die Another Day- Part 1	2100	Action/Adventure
27/10/04	ITV1	Die Another Day-Part 2	2300	Action/Adventure
01/10/04	BBC 1	EastEnders	2000	Soap Opera
04/10/04	BBC 1	EastEnders	2000	Soap Opera
05/10/04	BBC 1	EastEnders	1930	Soap Opera
07/10/04	BBC 1	EastEnders	1930	Soap Opera
08/10/04	BBC 1	EastEnders	2000	Soap Opera
11/10/04	BBC 1	EastEnders	2000	Soap Opera
12/10/04	BBC 1	EastEnders	1930	Soap Opera
14/10/04	BBC 1	EastEnders	1930	Soap Opera
15/10/04	BBC 1	EastEnders	2000	Soap Opera
18/10/04	BBC 1	EastEnders	2000	Soap Opera
Date	Channel	Programme	Time	Genre
19/10/04	BBC 1	EastEnders	1930	Soap Opera
21/10/04	BBC 1	EastEnders	2000	Soap Opera
22/10/04	BBC 1	EastEnders	2000	Soap Opera
25/10/04	BBC 1	EastEnders	2000	Soap Opera
26/10/04	BBC 1	EastEnders	1930	Soap Opera
28/10/04	BBC 1	EastEnders	1930	Soap Opera
29/10/04	BBC 1	EastEnders	2000	Soap Opera
01/10/04	ITV1	Emmerdale	1900	Soap Opera
03/10/04	ITV1	Emmerdale	1900	Soap Opera
04/10/04	ITV1	Emmerdale	1900	Soap Opera
05/10/04	ITV1	Emmerdale	1900	Soap Opera

Broadcasting Code: Smoking, alcohol and drugs on television

06/10/04	ITV1	Emmerdale	1900	Soap Opera
07/10/04	ITV1	Emmerdale	1900	Soap Opera
08/10/04	ITV1	Emmerdale	1900	Soap Opera
10/10/04	ITV1	Emmerdale	1900	Soap Opera
11/10/04	ITV1	Emmerdale	1900	Soap Opera
12/10/04	ITV1	Emmerdale	1900	Soap Opera
13/10/04	ITV1	Emmerdale	1900	Soap Opera
14/10/04	ITV1	Emmerdale	1900	Soap Opera
15/10/04	ITV1	Emmerdale	1900	Soap Opera
17/10/04	ITV1	Emmerdale	1900	Soap Opera
18/10/04	ITV1	Emmerdale	1900	Soap Opera
19/10/04	ITV1	Emmerdale	1900	Soap Opera
20/10/04	ITV1	Emmerdale	1900	Soap Opera
21/10/04	ITV1	Emmerdale	1900	Soap Opera
21/10/04	ITV1	Emmerdale	2030	Soap Opera
22/10/04	ITV1	Emmerdale	1900	Soap Opera
25/10/04	ITV1	Emmerdale	1900	Soap Opera
26/10/04	ITV1	Emmerdale	1900	Soap Opera
27/10/04	ITV1	Emmerdale	1900	Soap Opera
28/10/04	ITV1	Emmerdale	1900	Soap Opera
29/10/04	ITV1	Emmerdale	1900	Soap Opera
31/10/04	ITV1	Emmerdale	1900	Soap Opera
05/10/04	BBC 1	Holby City	2000	Contemporary Drama
12/10/04	BBC 1	Holby City	2000	Contemporary Drama
19/10/04	BBC 1	Holby City	2000	Contemporary Drama
26/10/04	BBC 1	Holby City	2000	Contemporary Drama
02/10/04	ITV1	Sat Night Takeaway	1905	Variety
09/10/04	ITV1	Sat Night Takeaway	1905	Variety
16/10/04	ITV1	Sat Night Takeaway	1905	Variety
23/10/04	ITV1	Sat Night Takeaway	1915	Variety
30/10/04	ITV1	Sat Night Takeaway	1915	Variety
06/10/04	ITV1	The Bill	2000	Police/Detective
07/10/04	ITV1	The Bill	2000	Police/Detective
Date	Channel	Programme	Time	Genre
13/10/04	ITV1	The Bill	2000	Police/Detective
14/10/04	ITV1	The Bill	2000	Police/Detective
20/10/04	ITV1	The Bill	2000	Police/Detective
21/10/04	ITV1	The Bill	1930	Police/Detective
27/10/04	ITV1	The Bill	2000	Police/Detective
28/10/04	ITV1	The Bill	2000	Police/Detective
02/10/04	ITV1	The X Factor	1800	Reality game Show

Broadcasting Code: Smoking, alcohol and drugs on television

09/10/04	ITV1	The X Factor	1800	Reality Game Show
09/10/04	ITV1	The X Factor	2110	Reality Game Show
16/10/04	ITV1	The X Factor	1800	Reality Game Show
23/10/04	ITV1	The X Factor	1800	Reality Game Show
23/10/04	ITV1	The X Factor	2115	Reality Game Show
30/10/04	ITV1	The X Factor	1800	Reality Game Show
30/10/04	ITV1	The X Factor	2125	Reality Game Show

Section 10**Appendix 2****Repeat appearances - drinkers**

Total overt plus implied N=1372
 Appeared once N= 132
 Appeared more than once N= 167 (who made up remaining 1240 appearances)

Drinkers appearing 10 times or more:

<u>Emmerdale</u>	<u>N app</u>	<u>Coronation Street</u>	<u>N app</u>	<u>EastEnders</u>	<u>N app</u>
Zac Dingle	30	Karen MacDonald	20	Jim Branning	17
Carl King	21	Charlie Stubbs	20	Billy Mitchell	15
Sid	20	Fizz Brown	20	Minty Peterson	14
Jimmy King	19	Janice Battersby	19		
Rodney Blackstock	19	Steve MacDonald	18		
Chloe Atkinson	19	Jason Grimshaw	17		
Len Reynolds	18	Sonia Marshall	14		
Chastity Dingle	17	Tracey Barlow	14		
Scott Windsor	17	Dev Alahan	13		
Danny Daggert	16	Kirk Sutherland	12		
Shadrack Dingle	16	Jamie Baldwin	12		
Cain Dingle	15	Fred Elliott	12		
Alan Turner	13	Mike Baldwin	12		
Marlon Dingle	12	Tyrone Dobbs	11		
Andy Sugden	11	Deirdre Rashid	10		
Jarvis Skelton	11	Frankie Baldwin	10		
Ashley Underwood	10	Kelly Crabtree	10		
Sadie King	10				

Repeat appearances – smokers

Total overt plus implied N=127
 Appeared once N= 48
 Appeared more than once N= 16 (who made up remaining 79 appearances)

Smokers appearing more than twice:

Dot Branning (<i>EastEnders</i>)	17 appearances
Karen MacDonald (<i>Coronation Street</i>)	10 appearances
Paul Truman (<i>EastEnders</i>)	9 appearances
Liz MacDonald (<i>Coronation Street</i>)	8 appearances

Fred Elliott (<i>Coronation Street</i>)	5 appearances
Janice Battersby (<i>Coronation Street</i>)	4 appearances
Deidre Rashid (<i>Coronation Street</i>)	3 appearances
Val Lambert (<i>Emmerdale</i>)	4 appearances
Kristen (<i>Bad Girls</i>)	3 appearances
Jerome Taylor (<i>The Bill</i>)	3 appearances
Gina Gold (<i>The Bill</i>)	3 appearances
Simon Cowell (<i>The X Factor</i>)	3 appearances

Repeat appearances - drug users

Total overt plus implied	N=27
Appeared once	N=16
Appeared more than once appearances)	N= 4 (who made up remaining 11

These were:

Donna (<i>Holby City</i>)	3 appearances
Michaela (<i>Holby City</i>)	3 appearances
Simon (<i>Casualty</i>)	3 appearances
Jim Fenner (<i>Bad Girls</i>)	2 appearances