

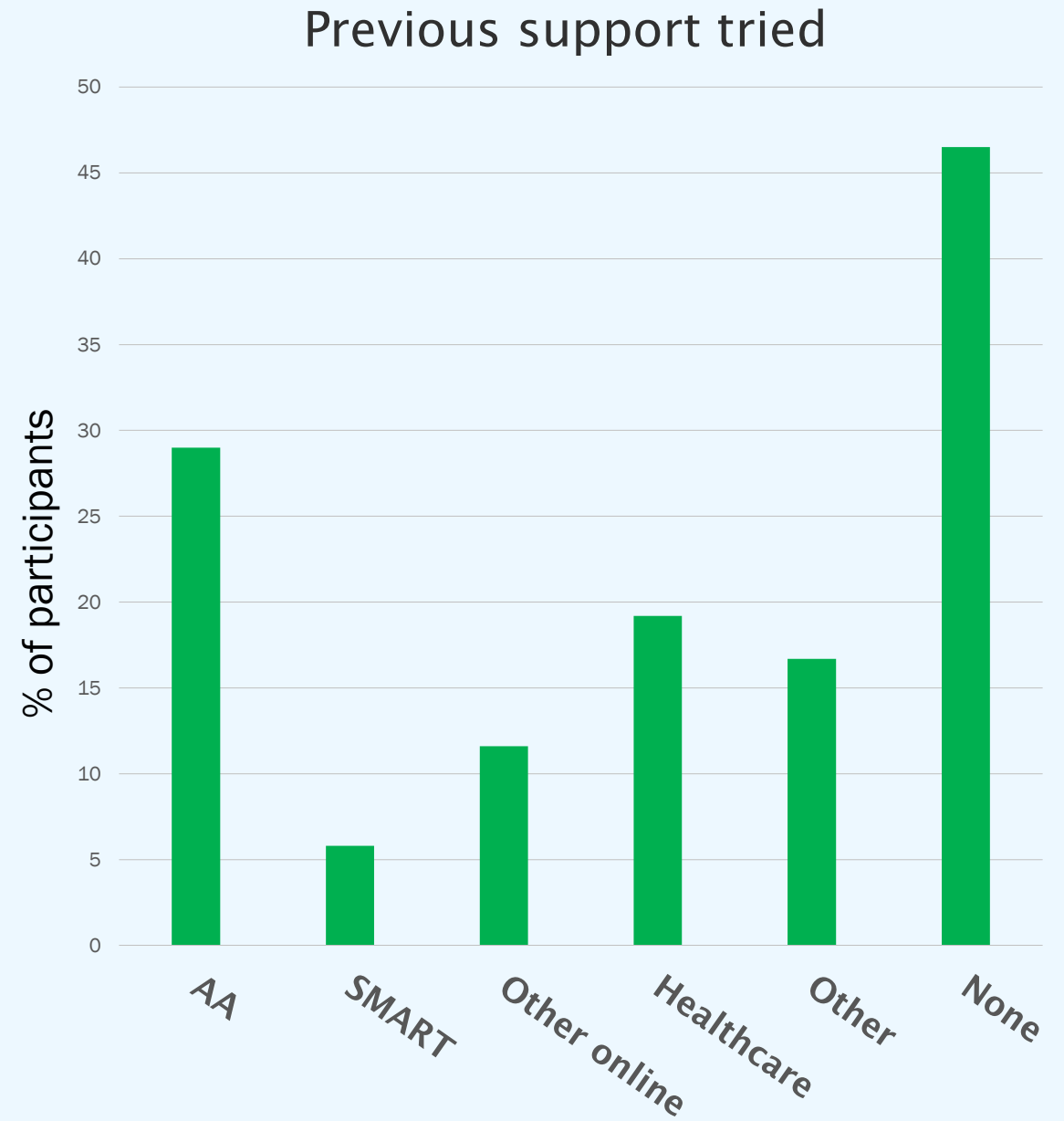
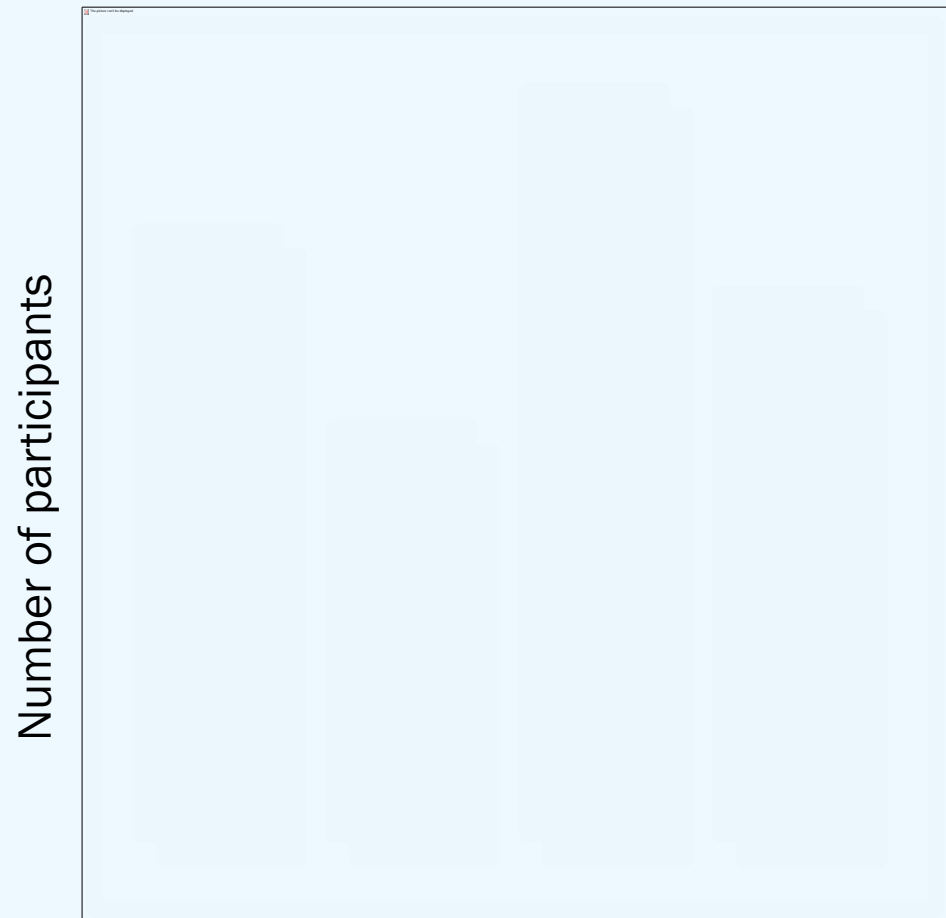
The Soberistas Survey of Members



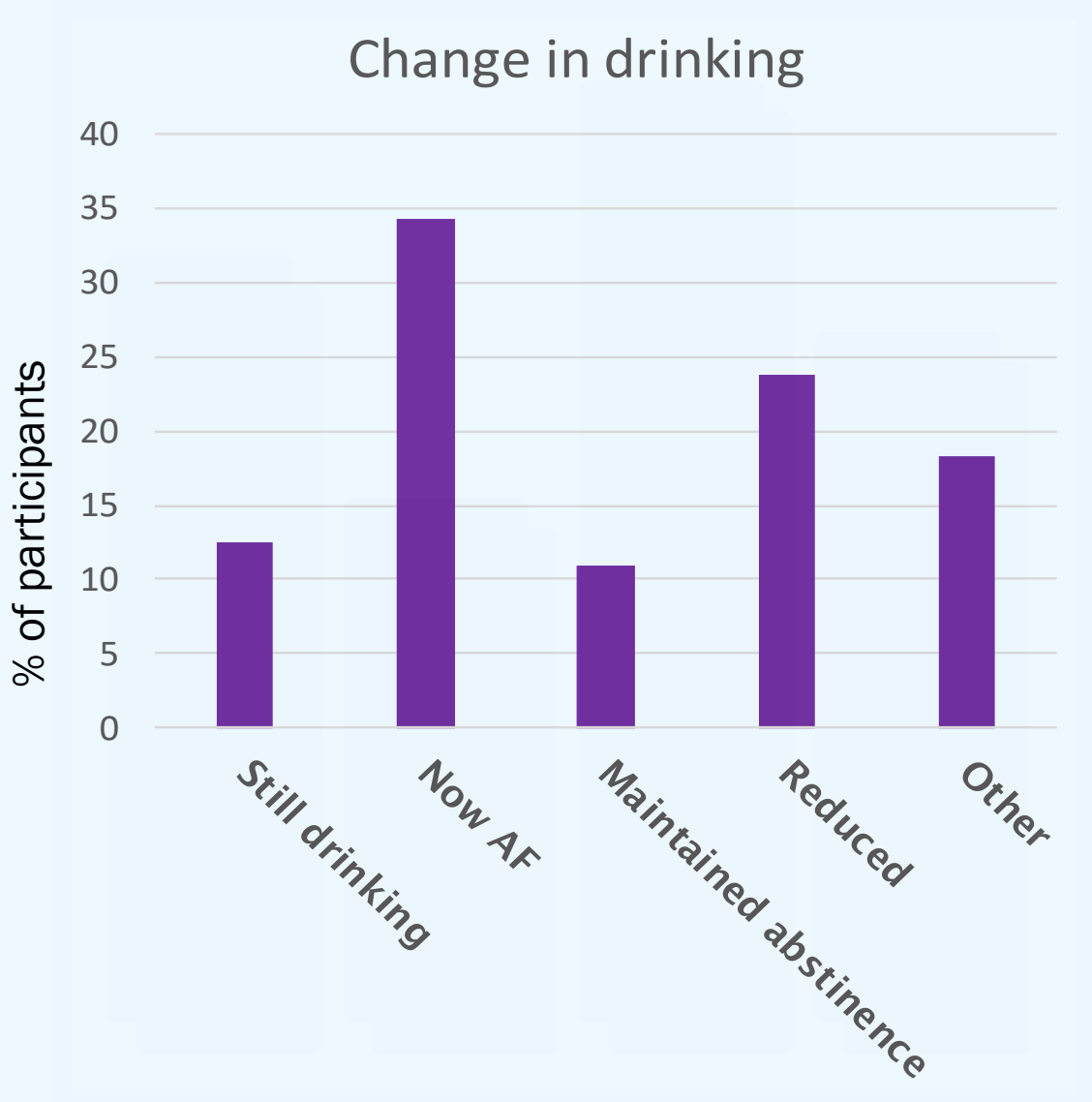
Sinclair et al., 2016

- 32,550 registered users
- 1828 subscription paying members
- 2000 active 'browsers'
 - 438 respondents (11.4%)
 - 280 (64.8%) *fee paying members*
 - 150 (34.7%) *browsers*
- 94% Female
- 26% 35-44 years, 42% 45-54 years, 21% 55-64 years
- 72% UK (13% USA)
- 50% living with children
- 73.4% employed
- 70% post school leaving qualification

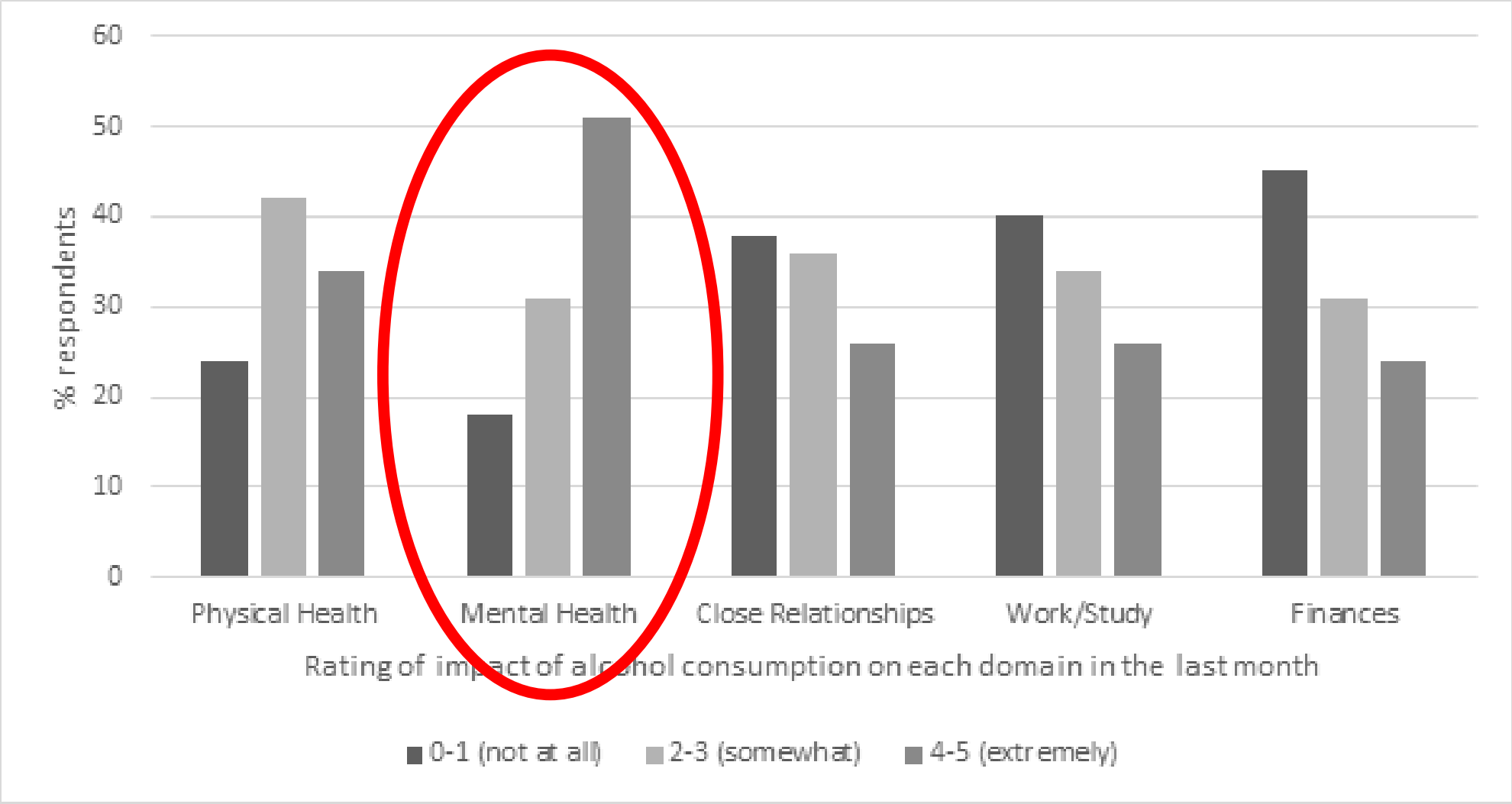
Alcohol Status (1)



Alcohol Status (2)



Impact of alcohol on those still drinking in the last month (n=228)



Use of the site

Website area:	Usefulness (particularly helpful)	Usage (sometimes/ frequently)
Personal stories	81%	91%
Blogs and forums	73%	82%
Webinars (members only)	34.6%	62%
Chat room (members only)	20%	41.4%

Reasons for joining

	%	Example responses
Alcohol-related goals	64.8	<i>“To try and stop drinking alcohol” “To help me stay sober”</i>
Support from others	30.1	<i>“Likeminded support” “To have people who understand to communicate with. Advice.”</i>
Curiosity / Alternative form of support	10.6	<i>“I was looking for online support other than AA.” “I felt it was very accepting and other forms of help available were stigmatizing.”</i>
Media	14.1	<i>“Read about it in a newspaper article then signed up.” “An article of Lucy’s in Good Housekeeping.”</i>
Other	8.8	<i>“Self-awareness.” “Good source of information.”</i>

Reasons for continuing membership

	%	Example responses
Community support	55.9	<i>"The sense of community with people who understand."</i>
Specific features	25.9	<i>"Being able to view webinars." "Interesting articles."</i>
Alcohol goals	20	<i>"I don't think I would still be sober without the site."</i>
Want to give back	6.7	<i>"To support the site, and because it helped me so much."</i>
Other	15.9	<i>"Interest in the subject." "Direct debit! Only look occasionally."</i>
Will not continue	4.4	<i>"I won't be continuing it."</i>

*“It just helped me to not feel really
crap about myself because I could
see that other people had this
problem...other women with children
and jobs”*

(Abby)

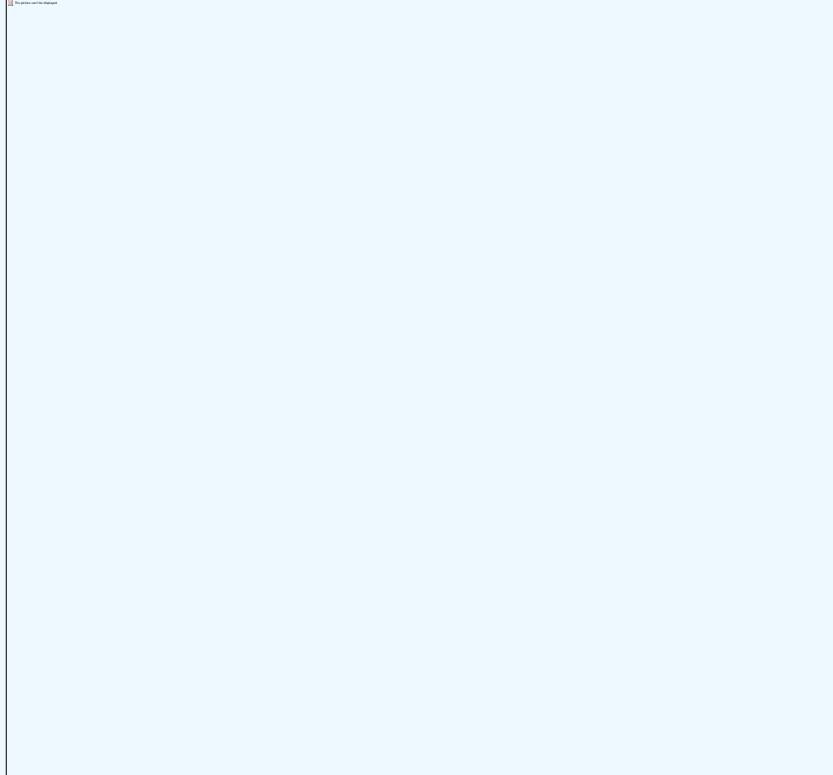
*“I came across the site, and I
thought god this is amazing, you
know absolutely amazing, and
er...everybody was on the site in the
same boat, no-one was
judgemental.”*

(Kevin)

*“We’re just like good friends now...I
feel as though I know these people,
even though we have never met, and I
feel really committed to them...it’s
funny. It’s like a little family.”*

(Sonia)

A hidden identity



“I had this hidden secret that I was a drinker. I presented myself to the world as efficient, a coper...there’s the pride, the secretiveness of it, you're presenting one side but in actual reality, that's not what you're really like.”

(Sarah)

A hidden identity



“You want to keep a lid on it so much, you want to contain it yourself...it’s a huge comfort that you’re shrouded, there’s no spotlight on your real life.”

(Michelle)

*“‘Alcoholic’ tends to stir up discomfort in people...if I think of an alcoholic I would think of someone who would engender pity, and that’s not what it is about...It’s about the **celebration** of not drinking.”*

(Yasmin)

“I just found it easier to talk about the whole subject anonymously...it becomes terribly easy to talk about it in a third person almost, as if you’re somebody else, and I found that very helpful. I found it much easier to admit that I was sitting there at 9 o’clock in the morning with a bottle of vodka in front of me.”

(Ben)

Building an “authentic” identity

*“I thought I’m going to be open, known by my own name...and I was going to stand up and be counted for –
give a face to this hidden group.”*

(Jenny)

*“I am secure in my
sobriety”*

(Caroline)

*“I am my authentic self
not drinking.”*

(Yasmin)

- Taps into a specific population & offers something different
 - Various stages of change
 - Peer support and connection
 - Can manage various 'identities'
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- Early findings
 - Small sample size
 - Cross-sectional