



DRINK SPIKING

HAPPENING TOO MUCH AND REPORTED TOO LITTLE

DATA, INTELLIGENCE AND PLANNING 2024

61%

61%

61%

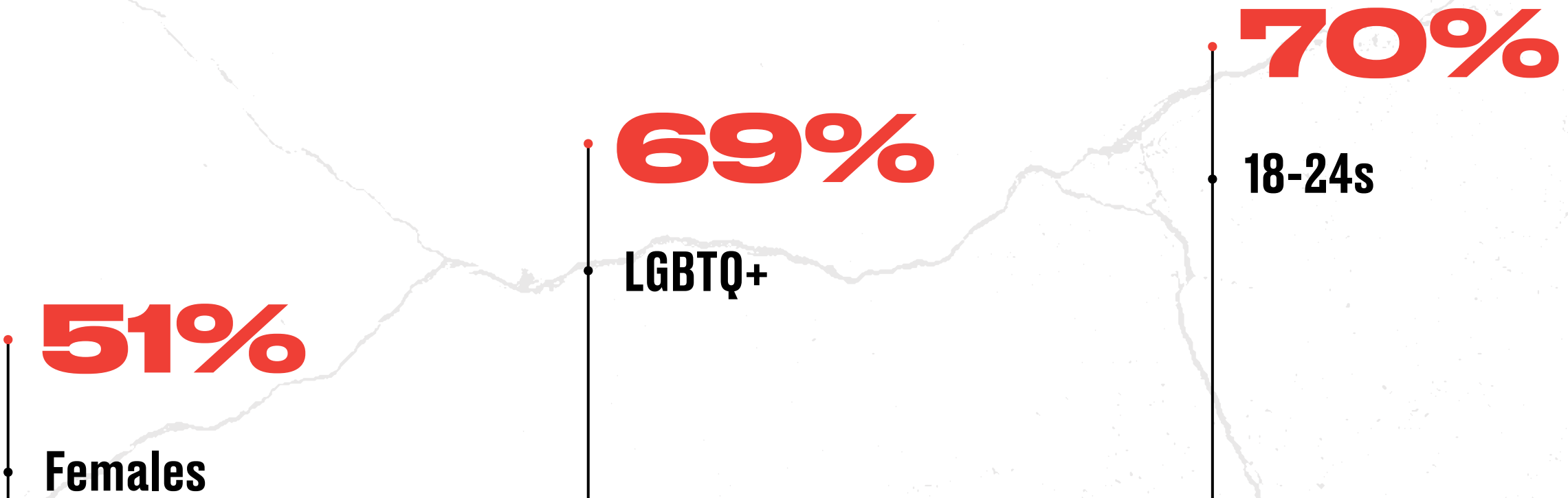
61%

***OF OUR LADBIBLE
AUDIENCE HAVE
EITHER BEEN SPIKED
OR WITNESSED A
SPIKING INCIDENT***



SOURCE: LADnation Survey Dec 2023 (n=2063 Total LADbible Group audience)

HAVE EITHER BEEN A VICTIM OR A WITNESS OF SPIKING: AUDIENCE BREAKDOWN



WE ASKED **LAD NATION** ABOUT THEIR EXPERIENCES WITH SPIKING IN TWO PHASES FOR GREATER DEPTH

FIRST WITH A SURVEY

NOVEMBER / DECEMBER 2023

2063 SAMPLE 18-44

LADNATION SAMPLE

CLOSED AND OPEN RESPONSES

Survey analysed by victims and witnesses of spiking as well as women, 18-24s and those in LGBTQ+ communities

THEN A DISCUSSION GROUP

DECEMBER 2023

254 SAMPLE

LADNATION MEMBERS

OPEN RESPONSES TO PROMPTS:

- Have you been worried recently about your drink being spiked? What did you do to prevent it?
- Have you had your drink spiked recently? Who did you go to for help?
- What experience have you had with venue staff after reporting a possible drink spiking?
- What role do you feel venue staff have in spotting drink spikers and those who've potentially had their drink spiked?
- Let us know if you work in a bar, restaurant, club or venue where drink spiking could occur.

WE'VE DISCOVERED...

01

SPIKING IS **VERY COMMON** AND A BIG WORRY ON A NIGHT OUT

02

IT'S BEING CHRONICALLY **UNDER REPORTED**

03

CURRENT LAWS ARE **NOT BEING UNDERSTOOD**

01 | DRINK SPIKING IS ADDING TO A LIST OF WORRIES AHEAD OF A NIGHT OUT...

01

46%

46%

46%

47%

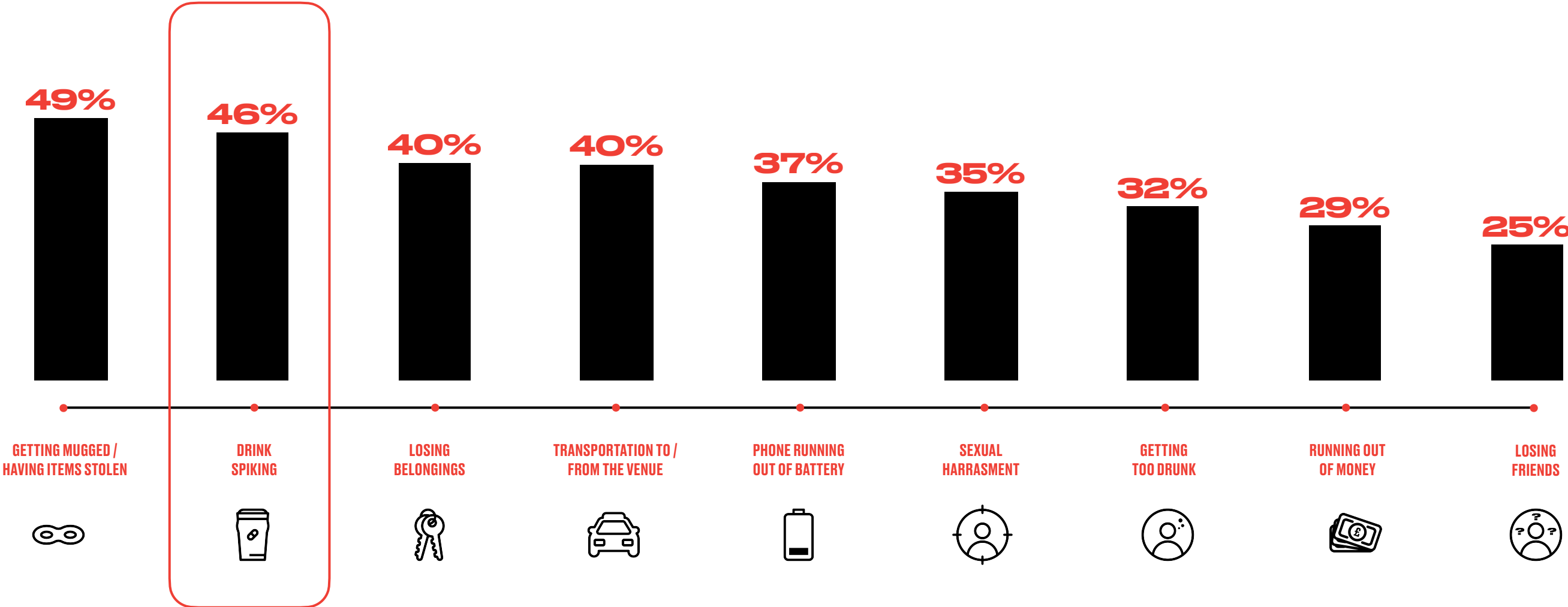
***WORRY ABOUT DRINK
SPIKING ON A NIGHT
OUT***



SOURCE: LADnation Survey Dec 2023 (n= 2063 18-44)

DRINK SPIKING IS THE 2ND BIGGEST SPECIFIC CONCERN ON A NIGHT OUT

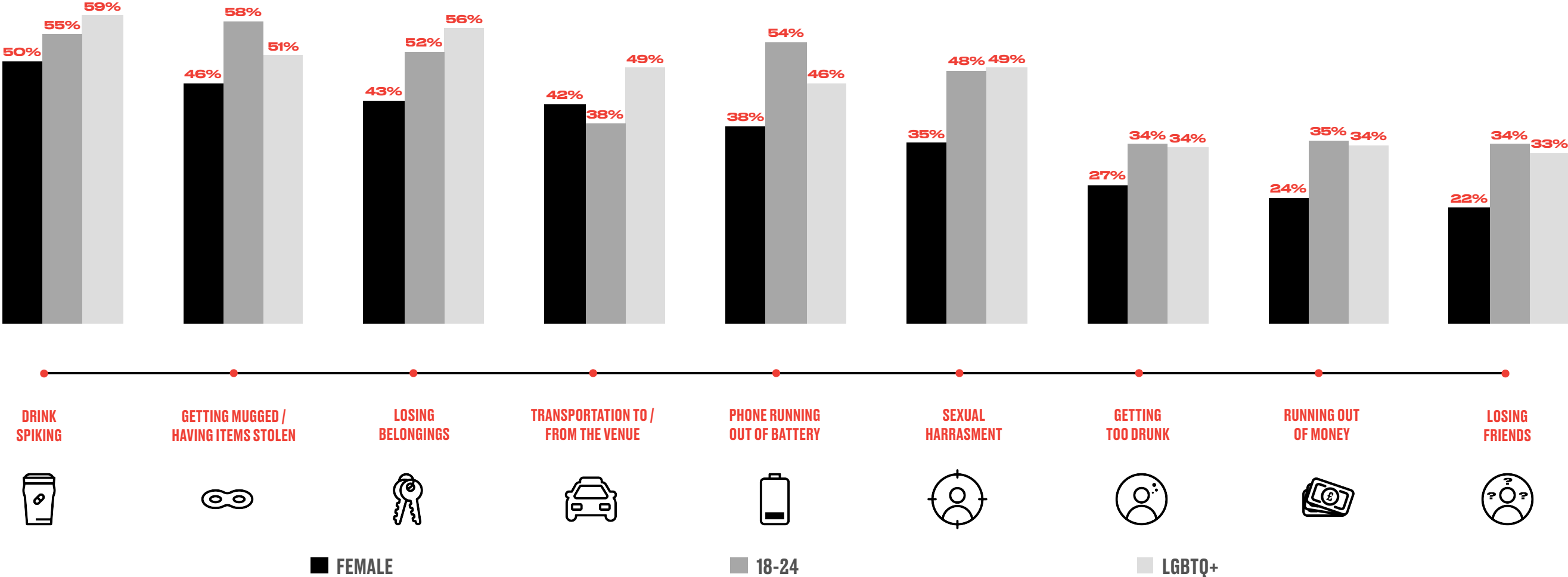
THINKING ABOUT GOING ON A NIGHT OUT... WHICH OF THE BELOW, IF ANY, ARE YOU CONCERNED ABOUT?



SOURCE: LADnation Survey Dec 2023 (n= 2063 18-44)

RISING TO 1ST AMONG WOMEN, 18-24S AND THE LGBTQ+ COMMUNITY

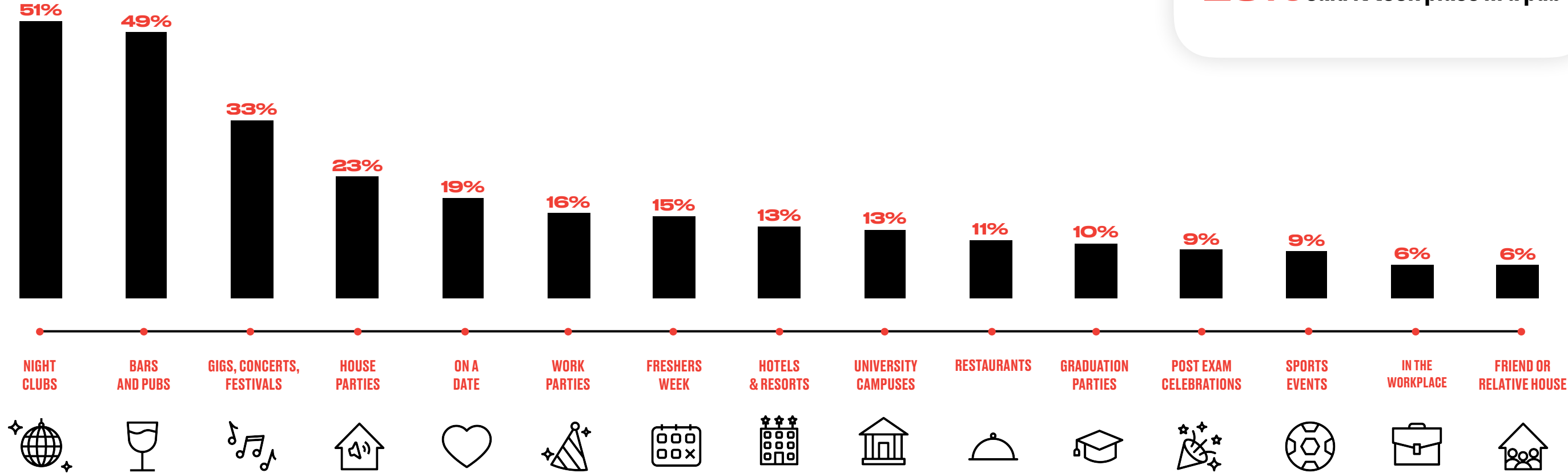
THINKING ABOUT GOING ON A NIGHT OUT... WHICH OF THE BELOW, IF ANY, ARE YOU CONCERNED ABOUT?



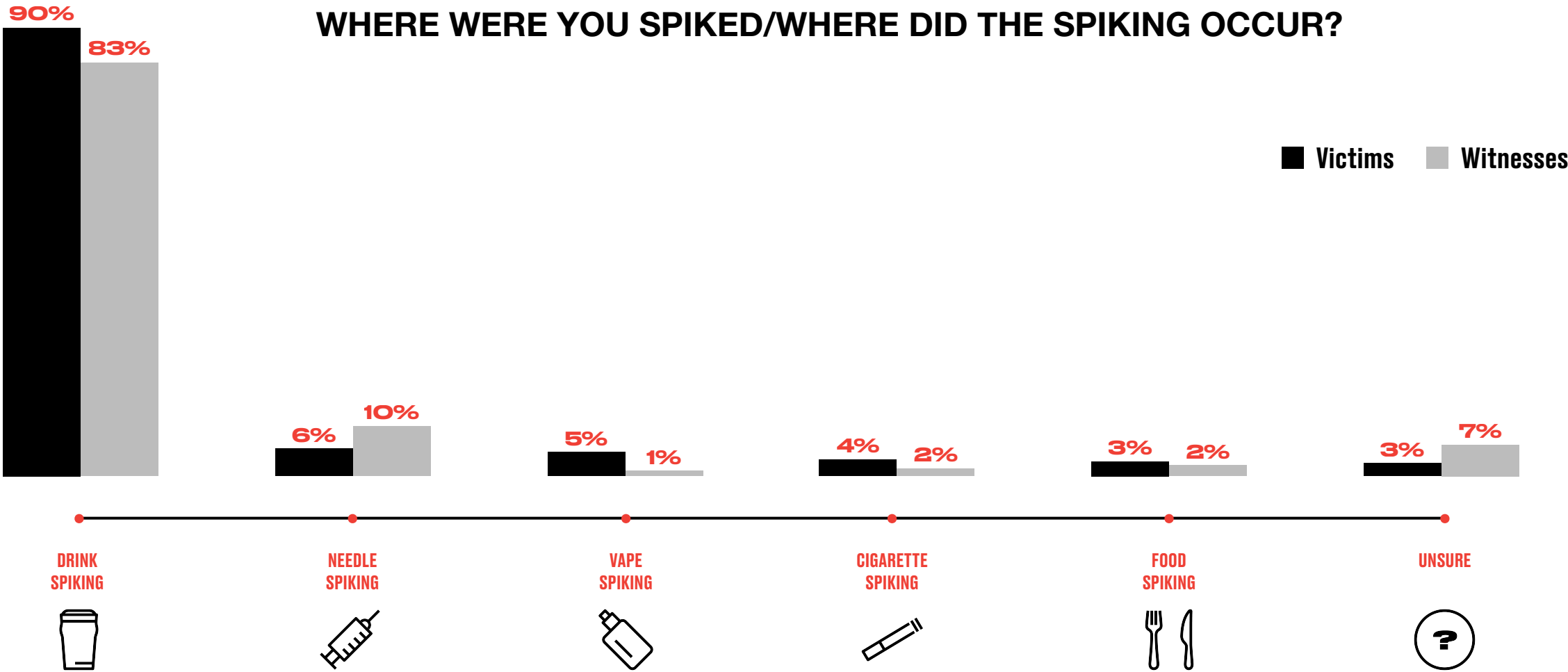
CLUBS AND BARS ARE SEEN AS THE MOST COMMON PLACE FOR SPIKING TO OCCUR

WHERE DO YOU THINK SPIKING OCCURS?

FOR VICTIMS OF SPIKING:
46% said it took place in a club
20% said it took place in a pub



AND DRINK SPIKING IS BY FAR THE MOST COMMON WAY FOR THE SPIKING TO OCCUR



GOING OUT HAS GOTTEN A LOT HARDER AND MORE ANXIETY INDUCING FOR YOUNG PEOPLE

“This is one of the reasons **I’d rather stay at home** and have friends round rather than going out. I feel like it’s on the increase and there’s little awareness about what to do.”

“I think if you happen to go out take someone with you like a friend so you can **keep each other safe**. Stay safe guys!”

“I’ve **bought straw covers** because my friend was spiked.”

“Terrified of being spiked, **i don’t go out anymore** partially because of fear of what could happen”

“I’m **always conscious** when out in bars especially if it is crowded”

“It’s happened to me, it’s horrific. Spaced out, sickness, confusion, passing out intermittently. After 2 beers. Not a chance! **I don’t go out anymore.**”

**02 | YOUNG PEOPLE LACK CONFIDENCE ON WHAT TO
LOOK FOR AND WHAT TO DO IF SPIKING OCCURS...**

02

87%

87%

87%

87%

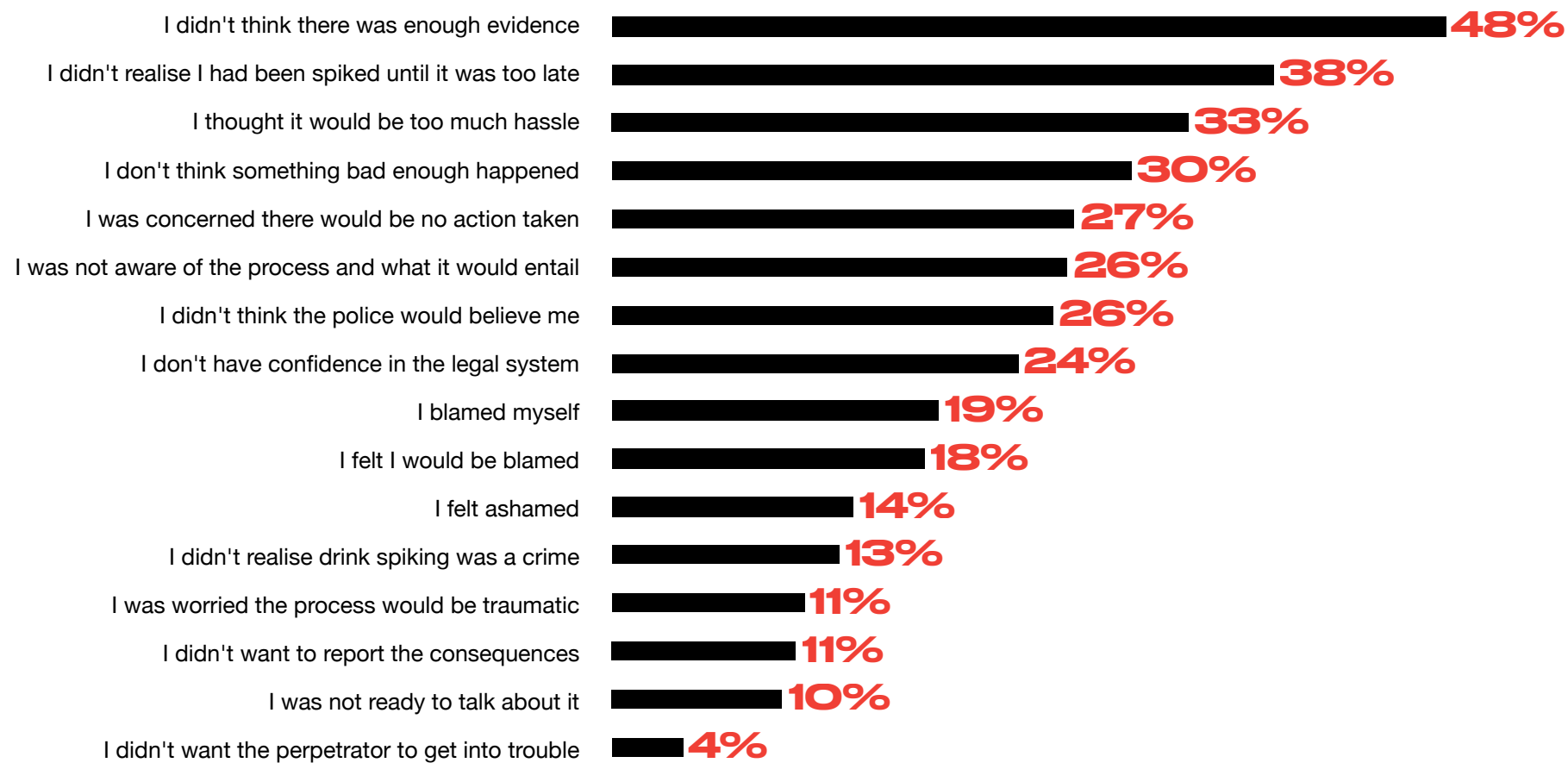
***OF VICTIMS DID NOT
REPORT THEIR
INCIDENT TO THE
POLICE***



SOURCE: LADnation Survey Dec 2023 (n= 2063 18-44)

THERE NOT BEING ENOUGH EVIDENCE AND NOT REALISING IN TIME ARE THE KEY REASONS GIVEN FOR NOT REPORTING TO POLICE

WHY DID YOU NOT REPORT YOUR EXPERIENCE TO THE POLICE?



82%
Of victims agreed they'd be more likely to report to the police if Spiking were made illegal

THERE IS A CLEAR GAP IN KNOWLEDGE AND UNDERSTANDING WHEN IT COMES TO SPIKING

52%

OF VICTIMS SAID OTHERS ASSUMED THEY WERE DRUNK

52%

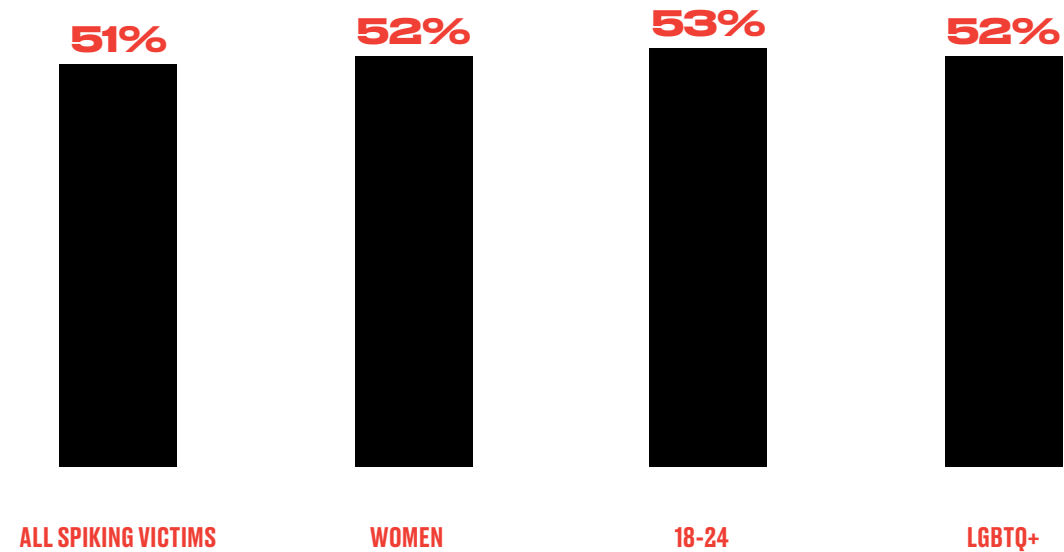
OF VICTIMS SAID THEY WOULDN'T KNOW WHAT TO LOOK FOR TO TELL WHETHER THEIR DRINK HAD BEEN SPIKED

65%

OF VICTIMS DIDN'T KNOW WHAT TO DO ONCE THEY REALISED THEY'D BEEN SPIKED

THERE NOT BEING ENOUGH EVIDENCE AND NOT REALISING IN TIME ARE THE KEY REASONS GIVEN FOR NOT REPORTING TO POLICE

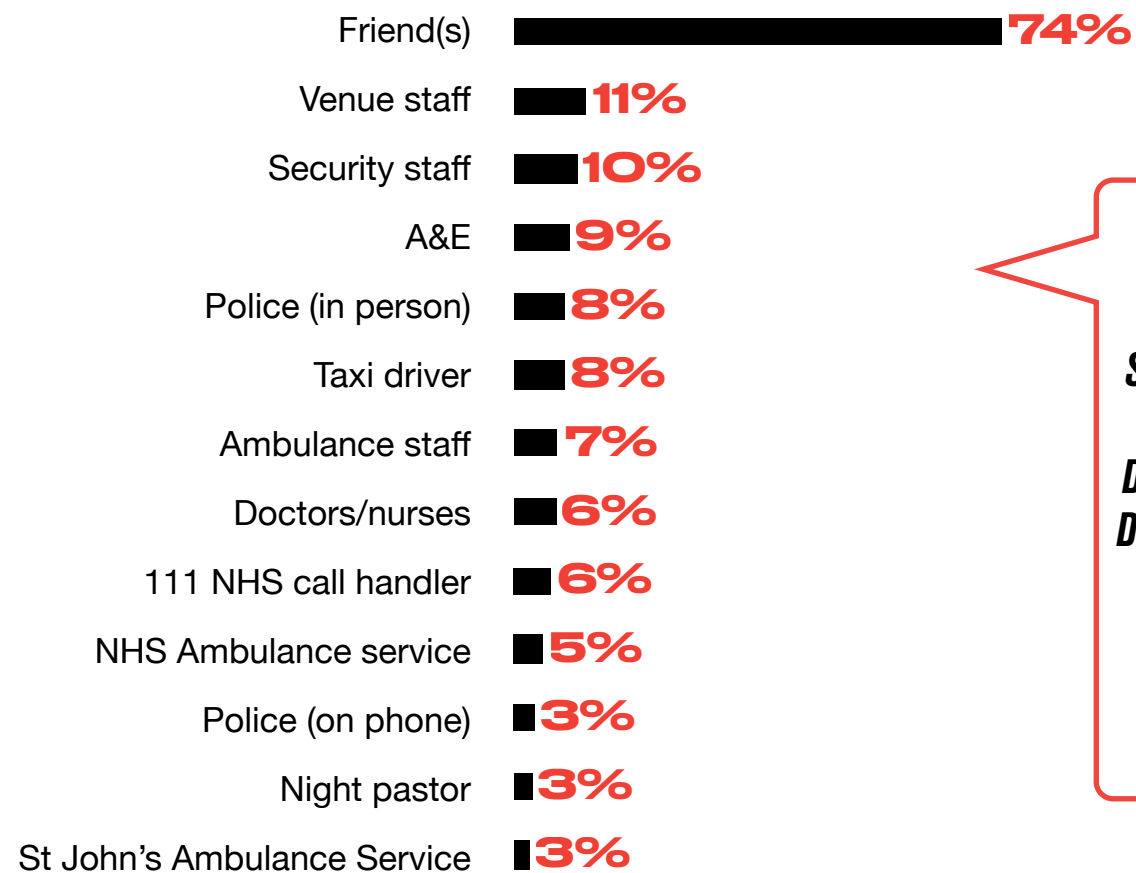
"I WAS SPIKED BUT OTHERS ASSUMED I WAS DRUNK"



"THERE IS THE ISSUE OF PEOPLE MISTAKING SOMEONE WHO IS SPIKED FOR BEING DRUNK, AND PEOPLE NOT TAKING ACCOUNTABILITY SUCH AS BARS, BOUNCERS ETC"

"I THINK VENUE STAFF SHOULD BE BETTER TRAINED ON TELLING THE DIFFERENCE BETWEEN SOMEONE BEING DRUNK AND SOMEONE BEING SPIKED."

ONLY 11% OF VICTIMS RECALLED THE VENUE STAFF BEING THE SOURCE OF SUPPORT FOLLOWING THE INCIDENT AND MANY WANT MORE TO BE DONE IN VENUES



"I GOT SPIKED AND ALL THE DOOR STAFF DID WAS THROW ME OUT ONTO THE ROAD OUTSIDE, THE PUB NEXT DOOR TO IT THE LANDLADY SAW THEM DO THIS AND AS SHE KNEW ME HELPED ME OFF THE ROAD AND PUT ME IN A SAFE SPACE TILL I CAME AROUND."

"WHEN I'VE BEEN SPIKED THE VENUE'S SECURITY HAVE BEEN AWFUL, THEY DON'T CARE AND JUST THROW YOU OUT, ALL THEY CARE ABOUT IS THE BAR/ CLUB LOOKING GOOD. "

IT'S **CLEAR** THERE IS MORE EDUCATION
NEEDED IN THIS SPACE AND OUR AUDIENCE
WOULD LIKE VENUE AND SECURITY STAFF TO
BE ABLE TO **DO MORE** TO SUPPORT

03 | LAWS AROUND SPIKING ARE NOT BEING UNDERSTOOD OR UTILISED

03

86%

86%

86%

86%

***DID NOT KNOW
THERE WAS NO
SPECIFIC LAW TO
CONVICT AGAINST
SPIKING***

84%

84%

84%

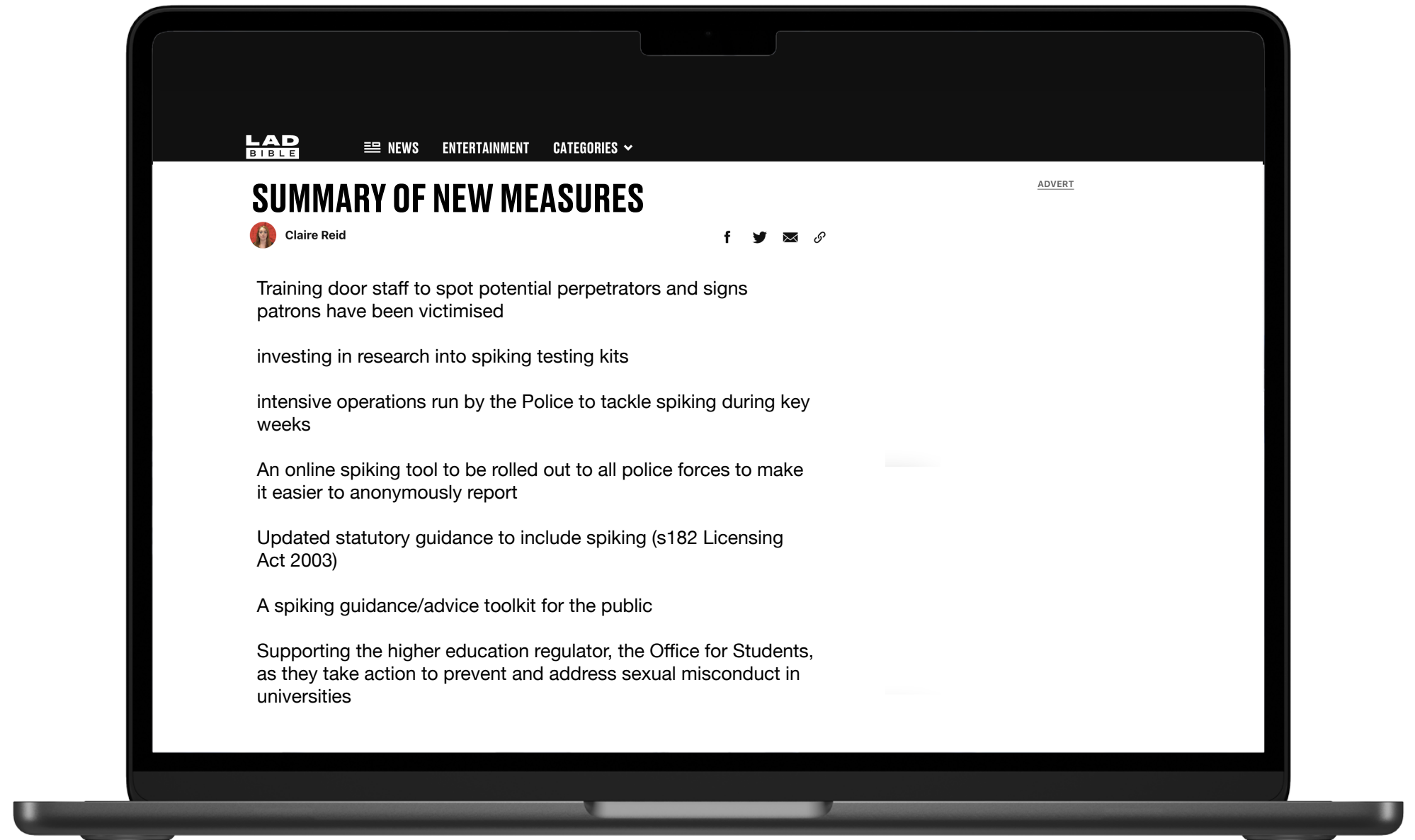
84%

***OF OUR LADBIBLE
AUDIENCE DON'T
BELIEVE THE ISSUE IS
BEING TAKEN
SERIOUSLY ENOUGH
BY GOVERNMENT AND
POLICE***



SOURCE: LADnation Survey Dec 2023 (n= 2063 18-44)

**NEW MEASURES WERE
ANNOUNCED BY THE
GOVERNMENT IN
NOVEMBER...**



29%

29%

29%

29%

***LESS THAN A THIRD
HAD HEARD ABOUT
THE NEW
AMENDMENTS TO
THE CRIMINAL
JUSTICE BILL***



SOURCE: LADnation Survey Feb 2024 (n= 244 18-44)

**ALTHOUGH 9 OUT
OF 10 AGREE THIS
IS A GOOD
CHANGE**

**ONLY 17% FEEL
IT GOES FAR
ENOUGH TO
MAKE VICTIMS
FEEL PROTECTED**

TWO THIRDS OF OUR AUDIENCE THINK THE NEW LEGISLATION WILL HAVE LITTLE TO NO IMPACT A CULTURE SHIFT TO EMPOWER VICTIMS IS WHAT WILL CURB SPIKING

HOW, IF AT ALL, DO YOU THINK THIS LAW CHANGE
WILL IMPACT ANY CASES OF DRINK SPIKING?

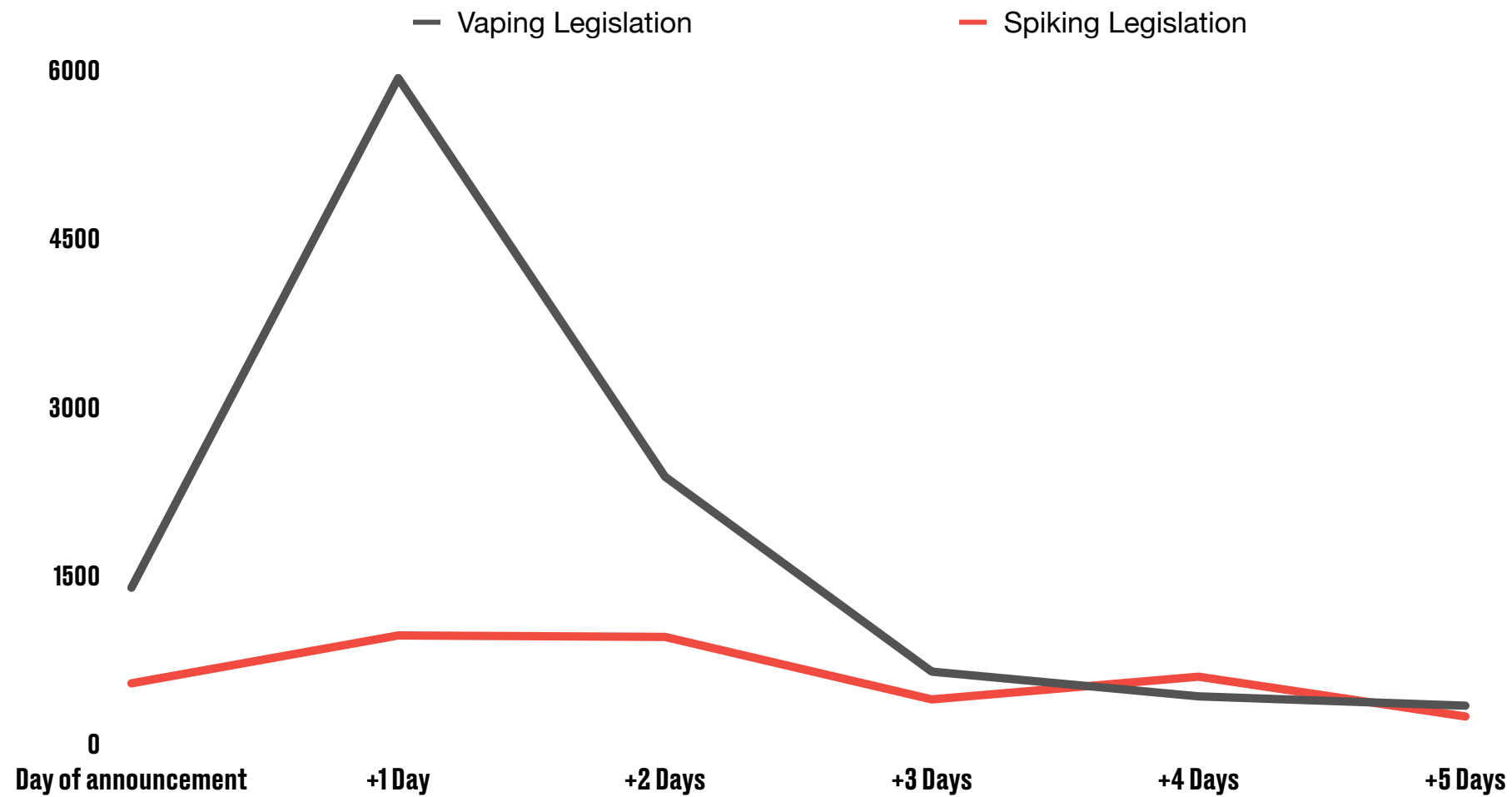
*"IT'S A START BUT THE
ATTITUDES OF POLICE AND STAFF
NEED TO CHANGE"*

*"I THINK IT'S A STEP IN THE RIGHT DIRECTION
BUT WE STILL NEED TO CHANGE THE
MINDSETS OF PEOPLE ASSUMING VICTIMS
ARE JUST DRUNK"*

*"HOPEFULLY NOW VICTIMS WILL COME
FORWARD BUT I'M SURE THERE WILL
STILL BE STIGMA AROUND IT"*

*"HOPEFULLY AN INCREASE IN CONVICTIONS BUT WHEN
WOMEN ARE NEVER BELIEVED IN THE FIRST PLACE AND
CCTV DOESN'T ALWAYS CATCH IT PROPERLY IT'S
FRUSTRATINGLY UNDER REPORTED"*

CHANGES TO SPIKING LEGISLATION WAS TALKED ABOUT A LOT LESS THAN CHANGES TO VAPING LEGISLATION



IN THE WEEK FOLLOWING THE ANNOUNCEMENTS, CHANGES TO VAPING LAWS GENERATED **DOUBLE** THE MENTIONS ACROSS SOCIALS

THE CURRENT SITUATION

61% HAVE WITNESSED OR
BEEN A VICTIM OF IT

46% ARE
WORRIED ABOUT IT

ONLY **13%** OF VICTIMS
REPORTED IT

ONLY **17%** THINK NEW
LEGISLATION GOES FAR
ENOUGH

WE NEED TO TALK ABOUT IT



STARTING THE CONVERSATION

WHAT CAN START THE CONVERSATION...

01

CONFIDENCE IN SPOTTING THE SIGNS AND KNOWING WHAT TO DO IF SPIKING OCCURS

55%

of victims say they wouldn't have known what to look for to tell their drink had been spiked

66%

of victims say they didn't know what to do when they realised they'd been spiked

02

MORE PEOPLE TALKING ABOUT IT

1/3

mentioned stigma when asked about the new legislation

1/4

of victims didn't receive immediate support from their friends after being spiked

03

HAVING IMMEDIATE SUPPORT

64%

of victims say the night time economy should have more training on spiking

11%

of victims received support from venue staff after being spiked

SPOTTING THE SIGNS

SIGNS REPORTED IN DRINKS BY VICTIMS



55%

DID NOT KNOW WHAT TO LOOK FOR

SPOTTING THE SIGNS

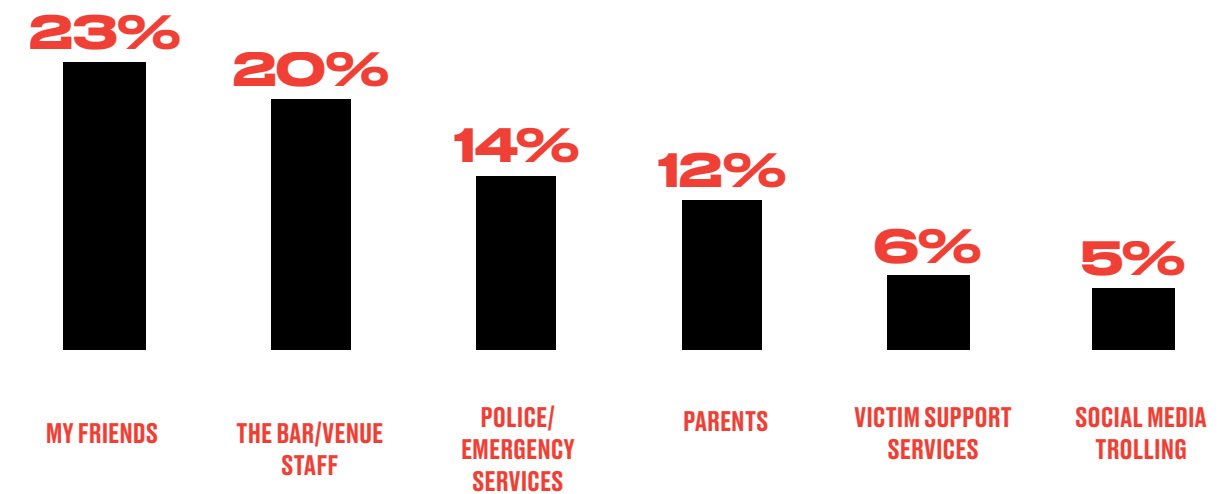
SYMPTOMS VICTIMS FELT AFTER BEING SPIKED



TALKING ABOUT IT

1 IN 5 SPIKING VICTIMS HAVE EXPERIENCED DISBELIEF FROM THEIR FRIENDS OR VENUE STAFF

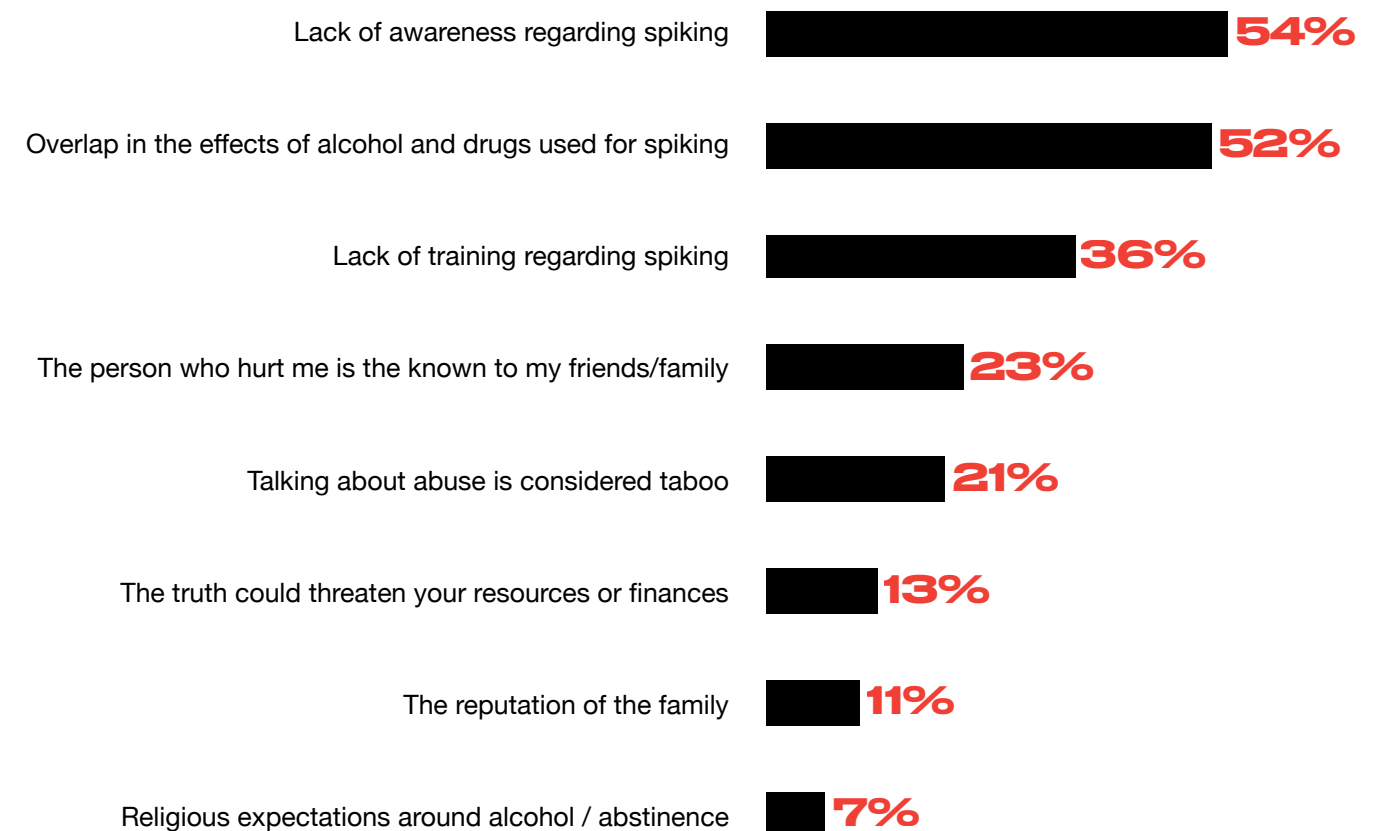
PLEASE SELECT ANY GROUPS THAT YOU HAVE EXPERIENCED DISBELIEF OR VICTIM BLAMING FROM?



TALKING ABOUT IT

AND LACK OF AWARENESS SEEN AS THE MAIN REASON FOR THIS

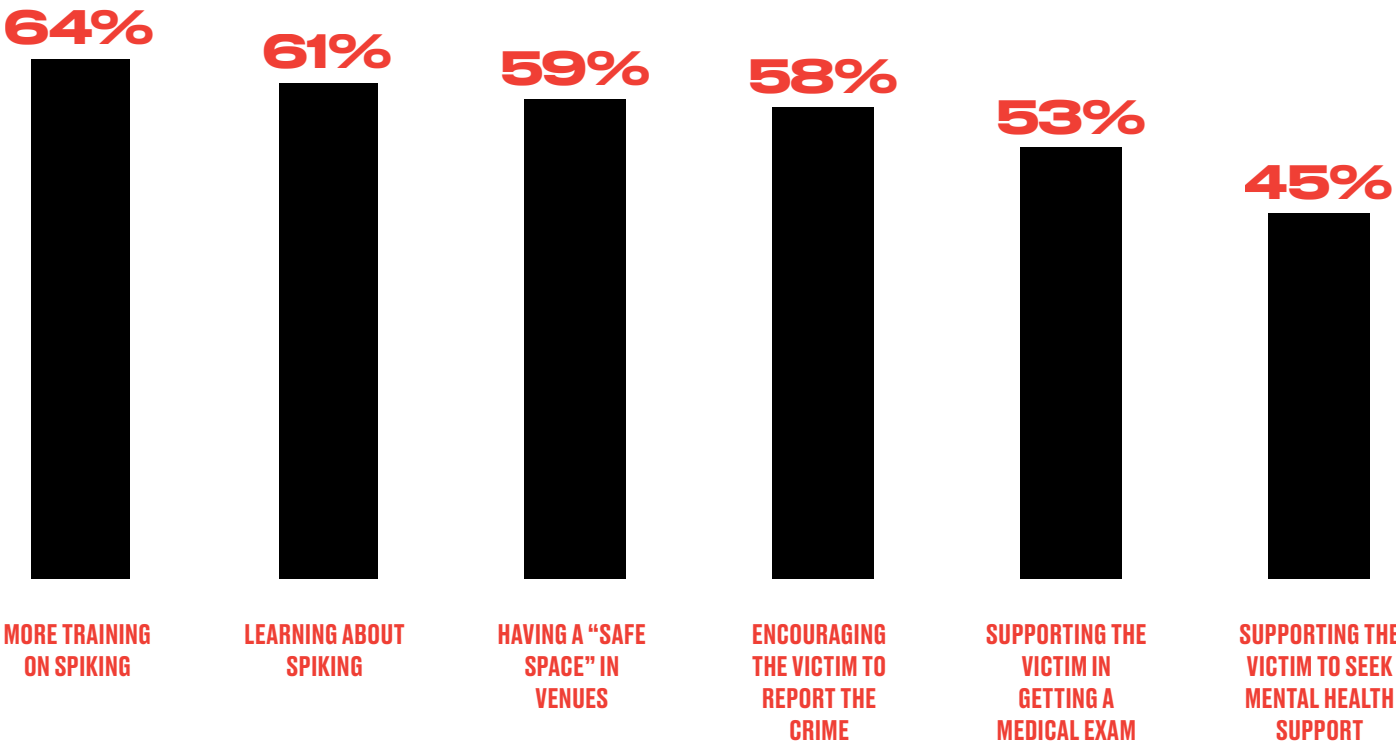
WHAT DO YOU THINK COULD POTENTIALLY BE THE REASON FOR THEIR DOUBT?



IMMEDIATE SUPPORT

YOUNG PEOPLE WANT MORE TRAINING FOR VENUE STAFF

IN WHAT WAYS DO YOU FEEL THE PUBLIC OR THE NIGHT TIME ECONOMY COULD BE MORE SUPPORTIVE OF VICTIMS OF SPIKING?



IMMEDIATE SUPPORT

OUR DISCUSSION GROUP PROVIDED PRACTICAL IDEAS OF HOW VENUES COULD HELP PEOPLE FEEL SAFER

“I THINK VENUE STAFF SHOULD BE BETTER TRAINED ON TELLING THE DIFFERENCE BETWEEN SOMEONE BEING DRUNK AND SOMEONE BEING SPIKED. I ALSO THINK THAT EITHER WAY, IF SOMEONE IS COMPLETELY OUT OF IT, THEY SHOULD BE LOOKED AFTER RATHER THAN THROWN OUT.”

“THE FACT IT HAPPENS SO OFTEN IS TERRIFYING AND I HONESTLY THINK A LOT MORE NEEDS TO BE DONE ABOUT THIS WITHIN CLUBS/ BARS/ PUBS ETC.”

VENUE STAFF SHOULD OFFER FREE DRINK COVERS AND OFFER A SAFE PLACE FOR THOSE WORRIED THEY MAY HAVE BEEN SPIKED. ALSO OFFER A DESIGNATED SAFE PLACE TO LEAVE DRINKS WHEN GOING TO THE TOILET.