

# Opinions Survey Report No. 42

## Drinking: adults' behaviour and knowledge in 2009

A report on research using the National Statistics  
Opinions Survey produced on behalf of the  
NHS Information Centre for health and social care

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## Conventions and symbols

### Presentation of data

A percentage may be quoted in the text for a single category that is identifiable in the tables only by summing two or more component percentages. In order to avoid rounding errors, the percentage has been recalculated for the single category and therefore may differ by 1 percentage point from the sum of the percentages derived from the tables.

The row or column percentages may add to 99 per cent or 101 per cent because of rounding.

0 per cent in the tables indicates that fewer than 0.5 per cent of people gave this answer. Instances where no answers for a particular response were given are indicated in the tables by '-'.

A few people failed to answer some questions. These 'no answers' have been excluded from the analysis, and so tables that describe the same population have slightly varying bases.

Small bases are associated with relatively high sampling errors and this affects the reliability of estimates. In general, the percentage is shown if the base is 50 or more. Where the base is smaller than this, actual numbers are shown within square brackets. Where estimates are considered unreliable due to relatively high sampling error, figures in the tables are presented with a turquoise shaded background.

### Sampling error

Since the data in this report were obtained from a sample of the population, they are subject to sampling error. The Opinions (Omnibus) Survey has a multi-stage sample design, and this has been taken into account when identifying statistically significant differences in the report.

Any differences mentioned in the report are statistically significant at the 95 per cent confidence level, unless otherwise stated. Sampling errors and design effects were calculated for age or sex comparisons and were usually between 1.0 and 1.2. For other comparisons, an estimated design effect of 1.2 was used.

It is important to remember that factors other than sampling errors can affect the reliability of the results obtained from any survey. Other sources of inaccuracy include, for example, non-response bias and under-reporting, which are more difficult to quantify.

### Weighting

Because only one household member is interviewed at each address, people in households containing few adults have a higher probability of selection than those in households with many. Where the unit of analysis is individual adults, as it is for this module, a weighting factor is applied to correct for this unequal probability of selection. This was the weighting system used for previous reports.

The weighting system used from 2008 also adjusts for some non-response bias by calibrating the Opinions (Omnibus) sample to ONS population totals. The weighting ensures that the weighted sample distribution across regions and across age-sex groups matches that in the population. Tables in this report show estimates and bases from 2008 onwards weighted to population totals, and the bases are also shown unweighted.

The tables in this report showing time-series data also give estimates for 2008 weighted only for unequal probability of selection (as in previous years) to give an indication of the effect of the revised weighting system. It appeared that introducing the new weighting system had little effect on the estimates.

## Summary of key findings

The main topics covered by this report are patterns of drinking, knowledge of alcohol units, and awareness of current advice on drinking. Each topic is analysed in the chapter indicated in relation to respondents' sex, age, socio-economic status and level of alcohol consumption.

### Alcohol consumption (Chapter 2)

Alcohol consumption was included in the survey because it is likely to be related to other aspects of people's drinking-related behaviour, but is not analysed in detail because the sample size is insufficient. The General Lifestyle Survey<sup>1</sup> is a more robust source of detailed information about how much people drink.

Total average weekly alcohol consumption was 12.4 units. Of this 45 per cent was beers and a slightly lower proportion was wine (38 per cent). Spirits accounted for 14 per cent, and alcopops for 3 per cent of all alcohol consumed. These figures were not significantly different to those found in 2008.

The 2009 estimate of 15.6 units for men was not significantly different from the results from the 2008 estimate (18.0 units), and is broadly similar to the latest data available from the General Lifestyle Survey. The amount of alcohol consumed a week by women was 9.5 units in 2009, an increase from 7.7 units in 2008 and similar to the 2007 figure of 9.9 units.

There were marked differences in the drink preferences of men and women. Compared with men, women were proportionately less likely to have drunk beers and more likely to have drunk wine, fortified wine, spirits and alcopops. In terms of amounts drunk, even though women drank much less than men overall, they drank a similar amount of wine (5.4 units compared with 4.0 for men). Women's beer consumption, however, was very much lower than men's - an average of 1.9 units a week, compared with 9.3 units among men.

### How often people drink (Chapter 3)

Respondents were asked how often, overall, they had had an alcoholic drink over the previous 12 months, and 26 per cent said that they drank on at least three days a week, a similar proportion to that found in previous surveys. Nine per cent of those interviewed said they had had a drink almost every day in the last year, but at the other end of the frequency scale, 15 per cent had not drunk any alcohol at all in the last year.

### Drinking in the last week (Chapter 3)

Sixty nine per cent of men and 54 per cent of women said they had had an alcoholic drink in the previous seven days, and 15 per cent of men and 10 per cent of women had had a drink on five or more days out of the previous seven. Those aged 65 and over were much more likely than younger people to have had a drink every day in the last week: 20 per cent of men and 14 per cent of women aged 65 and over said they had a drink every day compared with 1 per cent of those aged 16–24.

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<sup>1</sup> Robinson S and Bugler C *General Household Survey: Smoking and drinking among adults, 2008* See Appendix D for details

### **Maximum daily amount drunk in the last week (Chapter 3)**

Overall, 39 per cent of men and 31 per cent of women had exceeded the daily sensible drinking limit<sup>2</sup>.

### **Circumstances in which people drank last week (Chapter 3)**

Home was the most frequently mentioned place where those who drank last week drank on their heaviest (or most recent) drinking day. Forty six per cent of men and 57 per cent of women had drunk alcohol in their own home in the previous week, and 8 per cent of male drinkers and 15 per cent of female drinkers had been drinking in someone else's home. A third of male drinkers (33 per cent) had been in a pub or bar, compared with only one fifth (20 per cent) of female drinkers.

Among those who had had an alcoholic drink in the previous week, 10 per cent of men and 9 per cent of women had been drinking alone on the most recent drinking day or the day when they had the most to drink. The most common companions for those drinking with other people were their spouse or partner (37 per cent of male drinkers and 44 per cent of female drinkers) and friends (48 per cent and 43 per cent respectively).

### **Knowledge of units (Chapter 4)**

Asked whether they had heard of measuring alcohol consumption in units, 90 per cent of respondents said that they had, a steady increase from 79 per cent when the survey was first carried out in 1997.

On the whole, the more people drank, the more likely they were to have heard of units: 95 per cent of those with the highest average weekly consumption (22 units and over for men and 15 units and over for women) had heard of units, compared with only 71 per cent of those who did not drink at all.

Knowledge of units among both men and women has increased substantially over the period since 1997. For example, the proportion of men who drank beer who knew that half a pint of beer is one unit increased from 49 per cent in 1997 to 59 per cent in 2004 since when it has remained fairly stable.

### **Keeping a check on alcohol consumption (Chapter 4)**

Although men are somewhat more likely than women to drink heavily, they were not significantly more likely to keep a check in terms of units on how much they drank—overall, 12 per cent of men and 14 per cent of women who had heard of units did so in 2009.

The percentage of people who kept a daily or a weekly check on the number of units drunk has remained similar over the period covered by the surveys at between 11 and 16 per cent.

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<sup>2</sup> The NHS recommends that men should not regularly drink more than three to four units of alcohol per day and women should not regularly drink more than two to three units of alcohol per day.

### **Knowledge of daily drinking limit (Chapter 4)**

There has been an increase from 54 per cent in 1997 to 75 per cent in 2009 in the proportion of people who had heard of daily drinking limits.

Having heard of daily levels did not necessarily mean that people knew what they were – although 44 percent of people thought correctly that, for men, drinking three or four units a day was within the guidelines, and 52 per cent said correctly that, for women, drinking two or three units a day was a recommended maximum, 13 per cent thought that the recommended daily maximum for men was five units or more, and 9 per cent thought that, for women, it was four units or more. The percentage of people who gave the correct answer increased significantly between 1997 and 2009 from 35 per cent to 44 per cent for men's guidelines and from 39 per cent to 52 per cent for women's guidelines. The percentage of people who said they had heard of but did not know the limits decreased from around 44 per cent in 1997 to around 30 per cent in 2009.

### **Purchases of alcohol in the last twelve months (Chapter 5)**

People were most likely to have bought alcohol in supermarkets in the last year (72 per cent), followed by licensed bars (68 per cent), and restaurants (62 per cent).

The percentage of people who had bought alcohol from an off-licence in the past year had fallen from 37 per cent in 1998 to 27 per cent in 2009, but purchases at a restaurant increased from 57 per cent to 62 per cent over the same time period. The percentages buying alcohol from a licensed bar, from a supermarket or from other retail outlets changed little over the period.

### **Purchases of alcohol in the previous week (Chapter 5)**

In the week prior to the survey, 29 per cent of respondents had bought alcohol from a licensed bar, and 29 per cent from a supermarket. Other outlets were much less likely to have been used in the previous week—17 per cent of people had bought alcohol in a restaurant, 6 per cent in an off-licence and 1 per cent had done so abroad or from a duty free shop.

The percentage of respondents who had bought alcohol from a licensed bar in the last week (29 per cent) is significantly higher than the percentage recorded in 2008 (25 per cent). It is, however, worth noting that this figure is similar to that recorded in 2007 and is lower than the figures recorded between 1998 and 2002. The percentage of people who purchased alcohol from a supermarket in the last week has shown a significant increase in the last year from 25 per cent in 2008 to 29 per cent in 2009. There was very little change over time in the percentages of people who had bought alcohol from the other outlets in the previous week.

### **Awareness of unit labelling (Chapter 5)**

Almost a half (49 per cent) of drinkers who had heard of units had seen unit labelling on alcohol, a significant increase from 23 per cent in 2000.

The most frequently mentioned place where unit labelling had been seen was a supermarket (93 per cent). Off-licences were mentioned by 22 per cent and pubs by 19 per cent of those who said they had seen unit labelling.

### **Visits to pubs after the smoking ban (Chapter 5)**

Three-quarters (75 per cent) of drinkers who go to pubs said the legislation banning smoking in enclosed public places had not affected how often they went to the pub. Drinkers who go to pubs were as likely to say that they go to pubs more often than before the restrictions (12 per cent) as they were to say that they go less often (13 per cent).

### **Awareness of the effect of drinking (Chapter 6)**

People appeared to be most aware of the effect of drinking on the risk of accidents or liver disease (96 per cent were aware and only 2 per cent said they did not know if drinking had any effect). Ninety one per cent were aware of the effect of drinking on the risk of alcohol poisoning, with only 4 per cent saying they did not know if there was any effect. The majority of people were aware that alcohol increases the risk of depression (85 per cent), hypertension (82 per cent), coronary heart disease (77 per cent), stroke (68 per cent) and pancreatitis (64 per cent). People were much less aware of the effect of alcohol on the risk of arthritis and deafness (19 per cent and 9 per cent respectively).

There was a small increase in awareness of the effect of drinking on the risk of depression, hypertension, coronary heart disease and pancreatitis between 2008 and 2009.

# 1 Introduction

## Background

This is the ninth report presenting results from questions about drinking which have been included on the ONS Opinions (Omnibus) Survey at the request of the Department of Health and the NHS Information Centre for health and social care. The first report (Goddard, 1997) covered questions that were included on the Opinions (Omnibus) Survey in February and March 1997. The main topics were patterns of drinking, drunkenness, knowledge of alcohol units, and awareness of current advice on drinking. Questions on drinking were subsequently included in 1998 and then every two years until 2006, in February and March 2007, and then in March and April 2008 and April and May 2009. Over this period the topics covered have remained substantially the same, but some new topics have been included, for example, in relation to unit labelling of alcoholic drinks and awareness of the health effects of drinking.

Respondents are also asked about their alcohol consumption, because how much people drink is likely to be an important determinant of their answers to questions on the other drinking-related topics covered by the survey. The 2007 report introduced an updated method of converting volumes of alcohol drunk into alcohol units. This is described in Appendix A, but because of the small sample size of the Opinions (Omnibus) Survey, it is not appropriate to use this survey to carry out a detailed analysis of the effect of the changes.

Chapter 2 presents a limited amount of information about alcohol consumption, and all tables shown in that chapter show two sets of figures for 2007, based on both the original and the updated methods for estimating units. Information for 2008 onwards is based on the updated method. In other chapters, alcohol consumption variables are derived using the updated method.

Appendix B gives a brief description of the Opinions (Omnibus) Survey, which is carried out throughout Great Britain each month with a representative sample of adults aged 16 and over. The relevant questions are included as Appendix C. A list of published Opinions (Omnibus) Survey reports on drinking is given in Appendix D.

The results presented in this report are based on the information provided by 2,110 respondents (957 men and 1,153 women).



## 2 What people drink

### Estimates of alcohol consumption

Since drinking surveys were first carried out in the 1970s, it has been assumed that one unit of alcohol (10ml) is contained in a half pint of beer, a glass of table wine, a small glass of fortified wine, and a single measure of spirits. For many years, this was a reasonable approximation, but in recent years it has become apparent that the conversion of volumes of alcohol drunk into units needed updating: this is particularly the case for table wine, but also for strong beers, lagers and ciders - defined as having an ABV (alcohol by volume) greater than 6%.

As a result of a review of methods of estimating alcohol consumption from survey data, the Opinions (Omnibus) Survey included new questions about size of wine glasses from 2007, and these, together with a more up-to-date estimate of the average ABV of wine, have been used to give a more accurate estimate of wine consumption. A small glass (125ml) is counted as 1.5 units, a standard 175ml glass as 2 units, and a large 250ml glass as 3 units: as a result the estimate of overall wine consumption more than doubled. The other drink for which estimates have increased is strong beers, because more accurate account is taken of the ABV and the size of can or bottle consumed: as a result, for example, a half pint of strong beer is taken as 2 units rather than 1.5.

The updated method for estimating consumption is described in detail in a methodological report (Goddard, 2007). Questions about size of wine glasses have been included on the General Lifestyle Survey since 2008 and the Health Survey for England since 2007 as well as the Opinions (Omnibus) Survey.

A major change such as this clearly presents difficulties for analysis of trend data, because different types of drinker are differentially affected by the changes. In the 2007 report, it was shown that the effect of the updated estimates was to increase alcohol consumption as measured by the Opinions (Omnibus) Survey by about 30 per cent overall. The effect was disproportionately greater for women, because a higher proportion of women's than of men's consumption is wine: men's average weekly consumption increases by 23 per cent, and women's by 45 per cent.

Using the updated estimates, the 2009 survey found that men were drinking 15.6 units of alcohol a week on average—just under eight pints of beer or the equivalent in other types of drink. Women's consumption was much lower, at 9.5 units, on average.

The 2009 estimate of 15.6 units for men was not significantly different from the results from the 2008 estimate (18.0 units), and is broadly similar to the latest data available from the General Lifestyle Survey. However, the amount of alcohol consumed a week by women appears to have fallen from 9.9 units in 2007 to 7.7 units in 2008 and then increased again to 9.5 units in 2009. Although these changes are statistically significant, it is likely to be due to fluctuations in the data rather than any trend.

*Table 2.1*

### Consumption of different types of drink

Of the total average weekly alcohol consumption of 12.4 units, over two-fifths was beer and just under two-fifths was wine or fortified wine. Spirits accounted for 14 per cent, and alcopops<sup>3</sup> for 3 per cent of all alcohol consumed.

There were marked differences in the drink preferences of men and women. Compared with men, women were proportionately less likely to drink beers and more likely to drink wine, fortified wine, spirits and alcopops. In terms of amounts drunk, even though women drank much less than men overall, they drank about the same amount of wine (5.4 units compared with 4.0 for men). Women's beer consumption, however, was very much lower than men's - an average of 1.9 units a week, compared with 9.3 units among men.

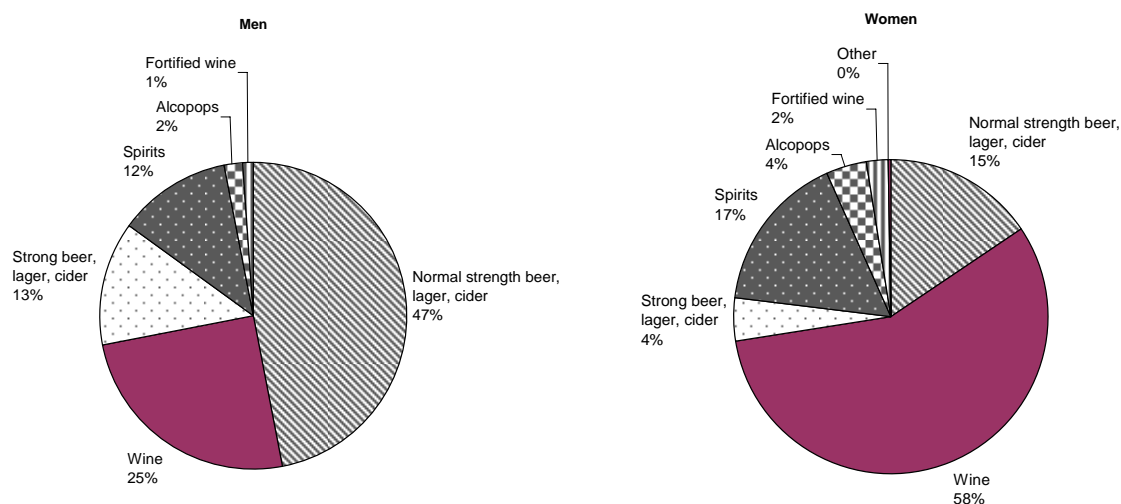
Figure 2.1 and Table 2.2

### Figure 2.1

#### Average weekly alcohol consumption of different types of drink: by sex, 2009

##### Great Britain

##### Percentages



Source: Opinions Survey, Office for National Statistics

<sup>3</sup> The term 'alcopops' is used to describe flavoured alcoholic drinks and pre-mixed spirits such as WKD, Reef, Bacardi Breezers and Smirnoff Ice, and some ciders such as Schotts Cranberry Shock Cider. A comprehensive list was included in the briefing information given to interviewers.

Beers were the most popular drink among men of all ages, but decline with increasing age as a proportion of total alcohol consumed, from 68 per cent of the alcohol drunk by those aged under 25 to 43 per cent of that drunk by those aged 65 and over. Most of this variation is contributed by strong beer, lager and cider, which accounted for 23 per cent of the units consumed by young men aged 16–24 but only 8 per cent of alcohol drunk by men aged 65 and over.

The amount of spirits as a proportion of men's total consumption was highest among those aged 16–24 and 65 and over. The amount of wine as a proportion of total consumption was highest among men aged 45 and over (32–35 per cent).

The pattern of women's drinking in relation to age was slightly different to that of men. Among women aged 16–24, spirits and wine were the most popular type of drink, followed by alcopops, whereas among older women wine was by far the most popular drink.

Among women aged 45–64, wine accounted for 70 per cent of average weekly alcohol consumption. The amount of fortified wine as a proportion of women's total consumption was highest, at 9 per cent, among those aged 65 and over.

Alcopops accounted for a greater proportion of young people's alcohol consumption compared with that of older people: alcopops accounted for 16 per cent of the alcohol consumption of women aged 16–24 compared with less than half of 1 per cent for those aged 65 and over.

*Table 2.3*

The total amounts drunk by men in different socio-economic classes were similar, but there were differences in what they drank. Beers were the most popular type of drink among men in all occupational groups - even in managerial and professional occupations, over half (53 per cent) of the alcohol drunk by men was beer. Those in managerial and professional occupations were less likely to drink strong beers or spirits and more likely to drink wines: 36 per cent of the alcohol drunk by men in managerial and professional occupations was wine, compared with only 16 per cent of the consumption of men in routine and manual occupations.

Wine was the most popular drink among women in all three socio-economic classes, but those in the managerial and professional class were comparatively more likely than others to drink wine and less likely to drink beers: 68 per cent of their consumption was wine, compared with 54 per cent of the consumption of women in the routine and manual class.

*Table 2.4*

The popularity of different drinks varies greatly according to how much people drink. Beer - in particular strong beers - tended to be a greater proportion of the alcohol consumption of heavier drinkers of both sexes. Thus, strong beers accounted for 17 per cent of the alcohol drunk by men who were drinking more than 21 units a week in total, but among men drinking 1–10 units a week, strong beers accounted for only 7 per cent of the alcohol drunk. Conversely, spirits made up a smaller proportion of the alcohol consumption of heavier drinkers.

*Table 2.5*

## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

### Table 2.1

#### Average weekly alcohol consumption: by sex: 1997–2009

Great Britain											
	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>	Percentages										
Non-drinker	10	8	9	9	12	9	11	11	14	14	10
Less than 1 unit	12	10	12	11	11	11	11	10	11	11	14
1 - 10 units	33	35	34	32	34	34	36	30	28	27	32
11 - 21 units	21	22	22	23	20	23	21	22	20	20	22
22 - 35 units	13	14	13	15	12	13	11	12	14	14	11
36 - 50 units	6 <sup>24</sup>	4 <sup>24</sup>	6 <sup>24</sup>	5 <sup>26</sup>	5 <sup>23</sup>	5 <sup>23</sup>	5 <sup>21</sup>	7 <sup>27</sup>	5 <sup>28</sup>	5 <sup>28</sup>	5 <sup>22</sup>
51 units and over	5	6	5	6	6	5	5	8	8	9	6
Mean consumption	15.9	15.7	15.5	16.2	15.2	16.0	15.2	18.6	17.8	18.0	15.6
Standard error of mean	--	0.40	0.53	0.49	0.54	0.76	0.82	1.01	0.74	0.77	1.12
<i>Unweighted base</i> <sup>3</sup>										1,000	960
<i>Weighted base (000s)</i> <sup>2</sup>										22,477	23,414
<i>Weighted base</i> <sup>1</sup>	1,707	2,550	1,616	1,729	1,580	1,124	1,029	1,029	1,060		
<b>Women</b>	Percentages										
Non-drinker	14	13	13	13	15	14	17	17	16	17	18
Less than 1 unit	24	24	22	23	21	24	21	19	23	23	21
1-7 units	35	36	33	34	37	35	35	27	30	30	27
8 - 14 units	14	15	16	15	14	13	13	15	13	13	12
15 - 25 units	9	9	8	9	8	9	10	12	10	10	12
26 - 35 units	2 <sup>14</sup>	2 <sup>13</sup>	3 <sup>15</sup>	3 <sup>15</sup>	2 <sup>13</sup>	3 <sup>14</sup>	2 <sup>14</sup>	5 <sup>22</sup>	3 <sup>17</sup>	3 <sup>17</sup>	3 <sup>22</sup>
36 units and over	2	2	4	3	2	2	2	6	3	4	6
Mean consumption	6.9	6.4	7.9	7.5	7.0	7.0	6.8	9.9	7.7	7.7	9.5
Standard error of mean	--	0.18	0.34	0.27	0.28	0.36	0.37	0.47	0.37	0.36	0.48
<i>Unweighted base</i> <sup>3</sup>										1,240	1,150
<i>Weighted base (000s)</i> <sup>2</sup>										24,148	24,641
<i>Weighted base</i> <sup>1</sup>	1,931	2,962	1,834	1,883	1,948	1,350	1,197	1,197	1,181		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

### Table 2.2

## Average weekly alcohol consumption of different types of drink: by sex, 1997–2009

Great Britain											
	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>											
Mean number of units per week											
Strong beer, lager, cider	2.6	2.5	2.3	1.8	2.6	2.0	2.4	3.2	2.4	2.4	2.0
Normal strength beer, lager, cider	8.4	8.3	8.2	8.7	7.3	8.7	7.6	7.6	7.8	7.9	7.3
Spirits	2.1	2.2	2.1	2.1	2.0	2.0	2.2	2.2	2.1	2.1	1.8
Fortified wine	0.3	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1
Wine	2.0	2.2	2.3	2.7	2.4	2.9	2.5	5.2	5.0	5.1	4.0
Alcopops	0.5	0.2	0.2	0.7	0.5	0.3	0.3	0.3	0.3	0.3	0.3
Total units <sup>3</sup>	15.9	15.7	15.5	16.2	15.2	16.0	15.2	18.6	17.8	18.0	15.6
Percentages											
Strong beer, lager, cider	17	16	15	11	17	13	16	17	13	13	13
Normal strength beer, lager, cider	53	53	53	54	48	54	50	41	44	44	47
Spirits	13	14	14	13	13	13	14	12	12	12	12
Fortified wine	2	1	1	1	1	1	2	1	1	1	1
Wine	12	14	15	17	16	18	17	28	28	28	25
Alcopops	3	1	1	4	3	2	2	1	2	2	2
Unweighted base <sup>4</sup>										1,000	960
Weighted base (000s) <sup>2</sup>										22,477	23,414
Weighted base <sup>1</sup>	1,707	2,550	1,617	1,729	1,580	1,125	1,029	1,029	1,060		
<b>Women</b>											
Mean number of units per week											
Strong beer, lager, cider	0.9	0.5	0.7	0.4	0.6	0.3	0.4	0.5	0.4	0.4	0.4
Normal strength beer, lager, cider	1.5	1.5	1.7	1.3	1.3	1.3	1.1	1.1	0.9	0.9	1.5
Spirits	1.4	1.6	1.9	1.7	1.5	1.7	1.7	1.7	1.3	1.2	1.6
Fortified wine	0.5	0.4	0.3	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Wine	2.3	2.2	2.6	2.8	2.6	3.0	2.7	5.6	4.6	4.6	5.4
Alcopops	0.3	0.2	0.7	0.9	0.7	0.4	0.5	0.5	0.4	0.4	0.4
Total units <sup>3</sup>	6.9	6.4	7.9	7.5	7.0	7.0	6.8	9.9	7.7	7.7	9.5
Percentages											
Strong beer, lager, cider	13	8	9	5	9	4	6	6	5	5	4
Normal strength beer, lager, cider	22	23	22	17	19	19	16	11	12	12	15
Spirits	20	25	24	23	21	24	25	17	17	16	16
Fortified wine	7	7	4	4	4	3	3	2	3	3	2
Wine	33	34	33	37	37	43	40	57	60	60	57
Alcopops	4	3	9	12	10	6	8	5	5	5	4
Unweighted base <sup>4</sup>										1,240	1,150
Weighted base (000s) <sup>2</sup>										24,148	24,641
Weighted base <sup>1</sup>	1,931	2,962	1,833	1,883	1,948	1,349	1,197	1,197	1,181		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Includes 'other' drinks for example cocktails.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics

## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

### Table 2.2

## Average weekly alcohol consumption of different types of drink: by sex, 1997–2009 - Continued

Great Britain											
	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>All persons</b>	Mean number of units per week										
Strong beer, lager, cider	1.7	1.4	1.5	1.1	1.5	1.1	1.3	1.8	1.3	1.4	1.2
Normal strength beer, lager, cider	4.8	4.6	4.8	4.8	4.0	4.7	4.1	4.1	4.2	4.3	4.3
Spirits	1.7	1.9	2.0	1.9	1.7	1.9	1.9	1.9	1.6	1.6	1.7
Fortified wine	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1
Wine	2.2	2.2	2.5	2.7	2.5	2.9	2.6	5.4	4.8	4.9	4.7
Alcopops	0.4	0.2	0.5	0.8	0.6	0.4	0.4	0.4	0.3	0.3	0.4
Total units <sup>3</sup>	11.1	10.7	11.5	11.7	10.7	11.1	10.7	13.9	12.5	12.7	12.4
	Percentages										
Strong beer, lager, cider	15	13	13	9	14	10	12	13	10	11	10
Normal strength beer, lager, cider	43	43	42	41	37	42	38	30	34	34	35
Spirits	15	17	17	16	16	17	18	14	13	13	14
Fortified wine	3	3	3	2	2	2	2	2	2	2	1
Wine	19	21	22	23	23	26	25	39	38	39	38
Alcopops	3	2	4	7	6	4	4	3	2	2	3
<i>Unweighted base</i> <sup>4</sup>										2,240	2,110
<i>Weighted base (000s)</i> <sup>2</sup>										46,625	48,055
<i>Weighted base</i> <sup>1</sup>	3,638	5,510	3,450	3,612	3,528	2,474	2,226	2,226	2,243		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Includes 'other' drinks for example cocktails.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

**Table 2.3**

### Average weekly alcohol consumption of different types of drink: by sex and age, 2009

Great Britain										
	Men					Women				
	16-24	25-44	45-64	65 and over	Total	16-24	25-44	45-64	65 and over	Total
	Mean number of units per week									
Strong beer, lager, cider	4.1	1.6	2.0	1.0	2.0	1.2	0.4	0.3	0.2	0.4
Normal strength beer, lager, cider	7.9	8.2	7.7	4.4	7.3	1.3	1.9	1.7	0.5	1.5
Spirits	3.3	1.3	1.4	2.3	1.8	4.0	1.6	0.8	0.9	1.6
Fortified wine	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.5	0.2
Wine	0.7	3.8	5.5	4.4	4.0	2.5	5.9	7.4	3.7	5.4
Alcopops	1.4	0.1	0.2	0.2	0.3	1.7	0.3	0.1	0.0	0.4
Total units <sup>1</sup>	17.5	15.0	16.8	12.5	15.6	11.0	10.2	10.5	5.8	9.5
	Percentages									
Strong beer, lager, cider	23	10	12	8	13	11	4	3	3	4
Normal strength beer, lager, cider	45	54	46	35	47	12	18	17	9	15
Spirits	19	9	8	18	12	37	16	8	15	16
Fortified wine	0	0	1	1	1	2	1	1	9	2
Wine	4	25	32	35	25	22	58	70	63	57
Alcopops	8	1	1	2	2	16	3	1	0	4
<i>Unweighted base</i> <sup>2</sup>	80	300	340	240	960	80	380	390	300	1,150
<i>Weighted base (000s)</i> <sup>3</sup>	3,633	8,182	7,419	4,181	23,414	3,484	8,290	7,681	5,186	24,641

<sup>1</sup> Includes 'other' drinks for example cocktails.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid.

Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

### Table 2.4

#### Average weekly alcohol consumption of different types of drink: by sex and socio-economic classification, 2009

Great Britain								
	Men				Women			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
	Mean number of units per week							
Strong beer, lager, cider	1.2	1.7	2.3	2.0	0.3	0.2	0.2	0.4
Normal strength beer, lager, cider	7.9	8.1	6.4	7.3	1.3	1.4	1.6	1.5
Spirits	1.5	2.2	2.0	1.8	1.6	1.4	1.4	1.6
Fortified wine	0.1	0.0	0.1	0.1	0.2	0.3	0.1	0.2
Wine	6.3	5.2	2.1	4.0	7.9	6.4	4.2	5.4
Alcopops	0.2	0.9	0.3	0.3	0.2	0.3	0.2	0.4
Total units <sup>2</sup>	17.2	18.2	13.2	15.6	11.6	10.0	7.9	9.5
	Percentages							
Strong beer, lager, cider	7	9	17	13	3	2	2	4
Normal strength beer, lager, cider	46	45	49	47	11	14	21	15
Spirits	9	12	15	12	14	14	18	16
Fortified wine	1	0	1	1	2	3	1	2
Wine	36	29	16	25	68	64	54	57
Alcopops	1	5	2	2	2	3	3	4
<i>Unweighted base</i> <sup>3</sup>	360	150	380	960	360	240	430	1,150
<i>Weighted base (000s)</i> <sup>4</sup>	8,447	3,446	9,131	23,414	7,536	4,977	8,528	24,641

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Includes 'other' drinks for example cocktails.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*



## 2 What people drink

Drinking: adults' behaviour and knowledge in 2009

### Table 2.5

#### Average weekly alcohol consumption of different types of drink: by sex and average weekly alcohol consumption, 2009

Drinkers, Great Britain										
	Men					Women				
	Less than 1 unit	1–10 units	11–21 units	22 units and over	All drinkers	Less than 1 unit	1–7 units	8–14 units	15 units and over	All drinkers
	Mean number of units per week									
Strong beer, lager, cider	0.0	0.4	0.8	7.7	2.2	0.0	0.2	0.4	1.5	0.5
Normal strength beer, lager, cider	0.1	2.9	8.3	20.7	8.1	0.0	0.5	1.7	5.0	1.8
Spirits	0.1	0.7	2.2	5.1	2.0	0.1	0.9	1.3	5.2	1.9
Fortified wine	0.0	0.0	0.2	0.2	0.1	0.0	0.2	0.4	0.5	0.2
Wine	0.1	1.5	4.5	11.4	4.4	0.1	1.9	7.2	18.3	6.6
Alcopops	0.0	0.1	0.2	1.1	0.4	0.0	0.3	0.2	1.3	0.5
Total units <sup>1</sup>	0.4	5.6	16.3	46.1	17.2	0.3	4.0	11.1	31.9	11.6
	Percentages									
Strong beer, lager, cider	13	7	5	17	13	3	4	3	5	4
Normal strength beer, lager, cider	40	51	51	45	47	9	14	15	16	15
Spirits	23	13	14	11	12	28	22	12	16	16
Fortified wine	2	1	1	0	1	4	4	3	2	2
Wine	17	26	28	25	25	48	49	64	57	57
Alcopops	5	2	1	2	2	7	6	2	4	4
<i>Unweighted base</i> <sup>2</sup>	120	300	210	220	850	260	300	140	250	950
<i>Weighted base (000s)</i> <sup>3</sup>	3,295	7,544	5,167	5,117	21,123	5,200	6,709	2,847	5,433	20,189

<sup>1</sup> Includes 'other' drinks for example cocktails.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

## 3 Patterns of drinking and drinking in the last week

### How often people drink

Respondents were asked how often, on average, they had had an alcoholic drink over the previous 12 months, and 26 per cent said that they drank on at least three days a week, a similar proportion to that found in previous surveys. Nine per cent of those interviewed said they had had a drink almost every day. At the other end of the frequency scale, 15 per cent had not drunk any alcohol at all in the last year. The most common answer was two or three days a week (29 per cent).

Men were more likely than women to drink frequently—31 per cent said that they drank on at least three days a week, compared with 21 per cent of women. Men were less likely than women to not have drunk at all in the last year (12 per cent and 19 per cent respectively).

Compared with younger people, older people were more likely to drink every day—among those aged 65 and over, 20 per cent of men and 14 per cent of women said they drank nearly every day, compared with only 1 per cent of men and women aged 16–24.

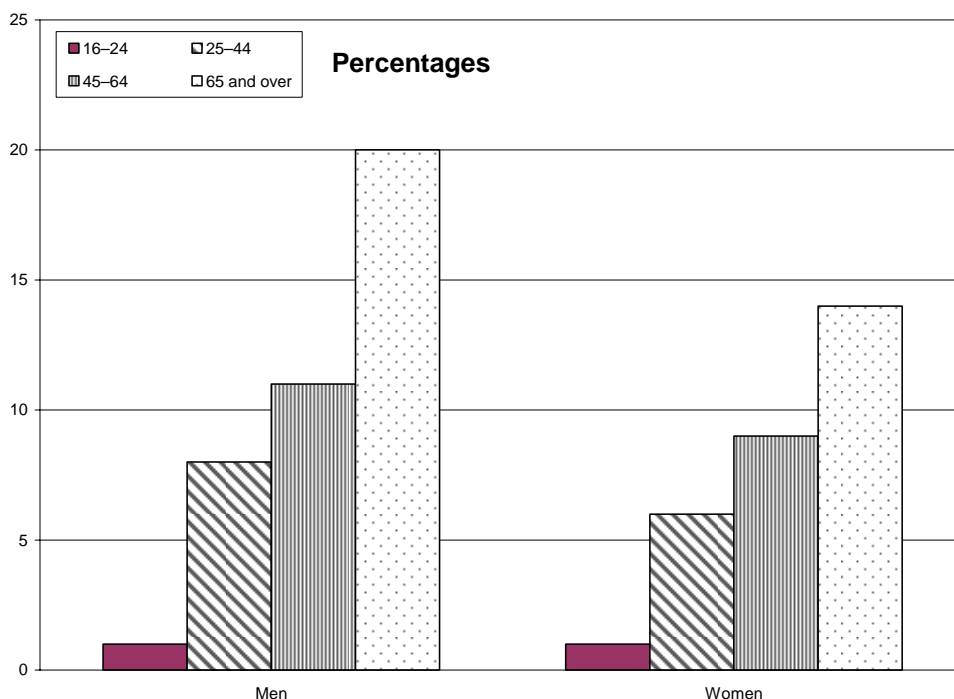
Among both men and women, those in managerial and professional occupations were more likely to be frequent drinkers (that is, to drink on at least three days a week) than those in routine and manual occupations.

*Figure 3.1 and Tables 3.1–3.3*

**Figure 3.1**

**People who drink almost every day: by sex and age, 2009**

Great Britain



Source: Opinions Survey, Office for National Statistics

**Drinking in the last week**

*Sensible drinking*, the 1995 report of an inter-departmental review of the scientific and medical evidence on the effects on health of drinking alcohol, concluded that daily drinking limits could help individuals decide how much to drink on single occasions. The government's advice on sensible drinking is that daily intake should not regularly exceed three to four units for men and two to three units for women.

People vary greatly in their susceptibility to the effects of drink, but as a rough guide, more than eight units on one day for men, and six units for women, might be considered likely to lead to intoxication and have unwelcome consequences such as hangovers and reduced ability to concentrate.

Ideally, information would have been collected enabling all heavy drinking days in the previous week to be identified. However, detailed questions about each of seven days' drinking are beyond

the scope of this survey, and an alternative approach was taken of establishing what was the most people had drunk on any one day in the previous week<sup>4</sup>.

People who said they had drunk alcohol in the last year were asked if they had drunk in the past week, and, if so, on how many days.

Sixty nine per cent of men and 54 per cent of women said that they had had an alcoholic drink in the previous seven days, and 15 per cent of men and 10 per cent of women had had a drink on five or more days out of the previous seven. These percentages were very similar to those found in 2007 and 2008. Those aged 65 and over were much more likely than younger people to have had a drink every day in the last week.

Men in managerial and professional occupations were more likely than those in routine and manual occupations to have had a drink in the last week (78 per cent compared with 64 per cent). The pattern was similar among women: 64 per cent of women in managerial and professional occupations had had a drink in the past week, compared with 43 per cent of those in routine and manual occupations.

*Tables 3.4–3.6*

#### **Maximum daily amount drunk in the last week**

Those who had drunk alcohol on more than one day in the last week were asked whether the amount they drank had varied from day to day, or had been about the same on each day when they had a drink: 54 per cent of men and 50 per cent of women said that the daily amount had varied. Older people were the least likely to say that the amount varied: 27 per cent of men aged 65 and over and 22 per cent of women in this age group drank different amounts on each day when they had a drink, compared with 65 per cent of men and 58 per cent of women aged 25–44.

*Table 3.7*

People who said the amount they drank had varied from day to day were asked about the day on which they had the most to drink. They were asked how much of each of the six types of drink (strong beers, normal strength beers, table wine, fortified wine, spirits and alcopops) they had drunk on their heaviest drinking day in the previous week. These amounts were added to give an estimate of the most that these respondents had drunk on any one day in the week. Those who said the amount had not varied from day to day were asked similar questions about the most recent day on which they had a drink.

As with the estimates of average weekly consumption presented in Chapter 2, the estimates for wines and beers were revised in 2007 to take better account of volumes drunk and alcoholic strength.

Although looking at how many men drank over four units a day and how many women drank over three units a day does not measure the government recommendations, it is useful to look at the proportion of men and women who drank over these amounts on their heaviest drinking day. The rest of this section concentrates on two measures of daily consumption:

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<sup>4</sup> The General Lifestyle Survey and the Health Survey for England also use this method

- the proportions exceeding the recommended daily sensible drinking limits, that is more than four units a day for men and three for women
- those who had drunk heavily, defined as more than eight units for men and more than six for women.

Men were more likely than women to have drunk heavily on at least one day in the last week: 21 per cent of men and 14 per cent of women had drunk heavily (more than eight units for men and six units for women) on at least one day in the last week.

There was no change in the percentage of men who had exceeded four units a day and who had drunk heavily on at least one day in the last week compared with 2007 and 2008. Although the percentage of women who drank heavily on at least one day in the last week had fallen between 2007 (17 per cent) and 2008 (10 per cent) the percentage had risen towards 2007 levels again in 2009 (14 per cent).

Nearly two-fifths of men (39 per cent) had exceeded more than 4 units a day and just under a third of women (31 per cent) had exceeded more than 3 units. Again, there was no change over time among men, and among women the 2009 figure was similar to the 2007 figure after a fall in 2008.

*Table 3.8*

It was shown earlier that young people had drunk less often during the previous week than older people (Table 3.5). However when they did drink, men aged 16–24 were generally more likely than older men to have exceeded four units on at least one day. Just over a half (52 per cent) of men aged 16–24 had exceeded four units on at least one day in the previous week, compared with only 21 per cent of men aged 65 and over, although the figure for men aged 16–24 is based on a small sample size and should be treated with caution. The corresponding difference among women was slightly different: the 16–64 age group were the most likely to have drunk more than three units on at least one day (35–36 per cent), compared with 13 per cent of those aged 65 and over.

*Table 3.9*

It was shown previously that men in routine and manual occupations were much less likely to be frequent drinkers than were men in other occupations (Table 3.3). Table 3.10 shows that these men were also less likely to have drunk more than four units on any one day in the last week - 34 per cent of men in the routine and manual occupational group had done so compared with 44 per cent of men in managerial and professional and in intermediate occupational groups.

Similarly, among women, those in routine and manual occupations were less likely than those in managerial and professional and intermediate occupations to have exceeded three units on at least one day: 26 per cent of those classified in routine and manual occupations and 36 per cent of women in managerial and professional or intermediate occupations had done so.

*Table 3.10*

#### **Circumstances in which people drank last week**

People who drank last week (59 per cent of all those interviewed) were asked several questions about where they were and who they were with at the time. The questions in their current form were first asked in 2006.

People who said that they drank the same amount on each drinking day in the past week were asked to think about their most recent drinking day. Those whose drinking pattern tended to vary were asked to think about their heaviest drinking day in the last week.

*Where people drank last week*

Home was the most frequently mentioned place where drinkers who drank last week drank alcohol. Forty six per cent of men and 57 per cent of women had drunk alcohol in their own home on their heaviest drinking day in the previous week, and 8 per cent of male drinkers and 15 per cent of female drinkers had been drinking in someone else's home. A third of men (33 per cent) had been in a pub or bar, compared with only 20 per cent of female drinkers. These figures were similar to those found in previous years.

There was some variation by age in the places drinkers tended to drink: in particular, older people were less likely to drink on licensed premises. For example, among men aged 25–44, 35 percent had been drinking in a pub or bar compared with 21 per cent among male drinkers aged 65 and over. A similar pattern was evident among women.

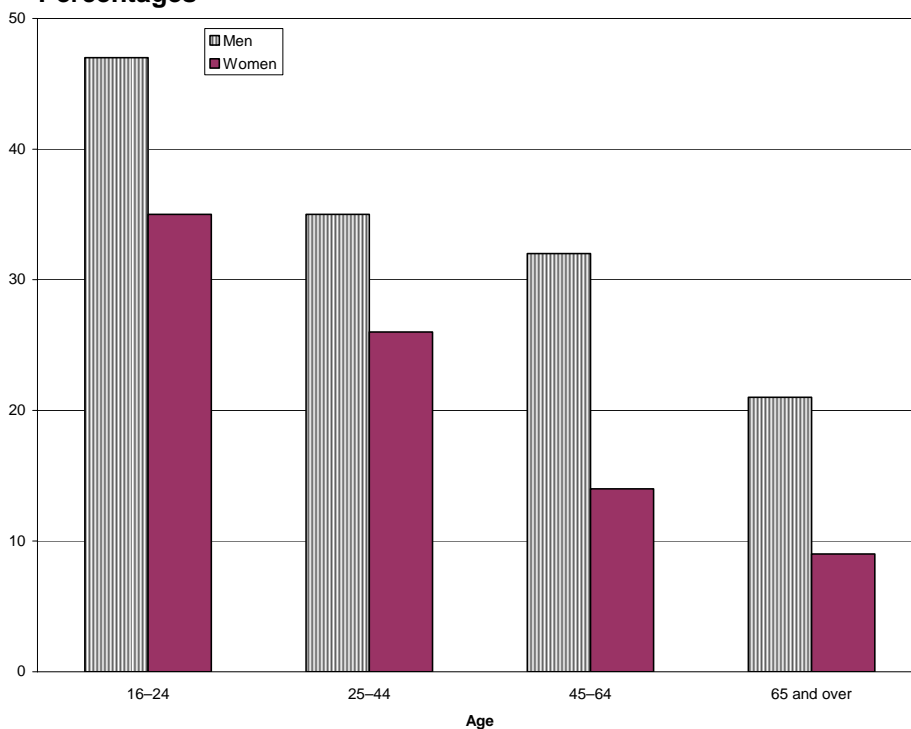
Tables 3.11–3.12

**Figure 3.2**

**Drinkers who drank in a pub or bar on their heaviest drinking day in the last week: by sex and age, 2009**

Great Britain

Percentages



Source: Opinions Survey, Office for National Statistics

There was no clear pattern of variation in drinking at home or in a pub or bar according to socio-economic classification. Men who had drunk most on their heaviest (or most recent) drinking day were more likely than others to have been drinking in a pub or bar, and correspondingly less likely to have been drinking in their own home. For example, 44 per cent of men who had drunk eight units or more on their heaviest drinking day said they had drunk in a pub or bar compared with only 20 per cent of men who had drunk three or fewer units of alcohol. Among women, although those who had drunk most on their heaviest (or most recent) drinking day were more likely than others to have been drinking in a pub or bar, and correspondingly less likely to have been drinking in their own home, home was the most popular venue.

*Tables 3.13–3.14*

#### *Who people drank with last week*

Those who had drunk alcohol in the last week were asked how many people they were with on their most recent (or heaviest) drinking occasion, and, if they had been drinking with others, who those people were.

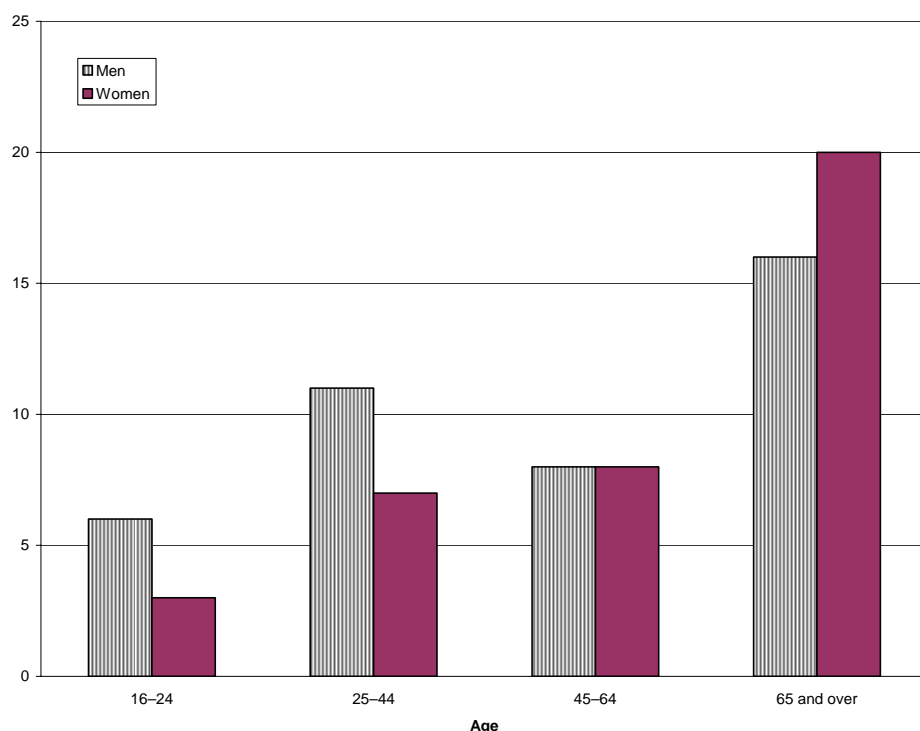
Among male drinkers, 10 per cent had drunk alone and 32 per cent had been with one other person. A similar pattern was found among female drinkers: 9 per cent had been drinking alone, and 36 per cent had been drinking with one other person. About a tenth of drinkers of both sexes had been drinking in a group with more than ten other people. This was similar to the pattern in previous years.

Figure 3.3

### Drinkers who drank alone on their heaviest drinking day in the last week: by sex and age, 2009

Great Britain

Percentages



Source: *Opinions Survey, Office for National Statistics*

Generally, older drinkers were more likely to drink alone or with one other person, and younger drinkers were more likely to drink in groups. For example, 16 per cent of male drinkers aged 65 and over drank alone and 45 per cent drank with one other person, but only 6 per cent of men drinkers aged 16–24 had been drinking alone, and only 8 per cent had been drinking with just one other person. It should be noted, however, that the figures for 16–24 year olds should be treated with caution due to small sample size.

There was no statistically significant variation in size of drinking group among drinkers from different socio-economic class. Those who had drunk the least (up to four units for men, up to three units for women) were more likely than heavier drinkers to have been drinking alone. In contrast, those who had drunk the most were the most likely to have been drinking in groups of six or more people: 45 per cent of men who had drunk more than eight units and 36 per cent of women who had drunk more than six units said that this was the case.

*Tables 3.15–3.18*

As noted above, about one in ten men and women who had drunk alcohol in the previous week had drunk alone on their heaviest (or most recent) drinking day. The most common drinking



companions of men who had drunk with other people were friends (48 per cent of those who drank last week), and a spouse or partner (37 per cent). Eighteen per cent said they had been with their family when they had been drinking in the last week, 5 per cent had been with work colleagues and 3 per cent had been with a boyfriend or girlfriend.

Female drinkers were most likely to have been drinking with a spouse or partner on the day on which they had the most to drink (44 per cent of those who had drunk alcohol in the previous week), or with friends (43 per cent). Over a quarter (27 per cent) had drunk with their family, 5 per cent had been with a boyfriend or girlfriend and 1 per cent had been with work colleagues.

The percentage of drinkers who had been drinking with friends had increased from 41 per cent in 2008 to 48 per cent in 2009 among men, and from 33 per cent to 43 per cent among women. The percentage of female drinkers who had been drinking with family had also increased from 21 per cent in 2008 to 27 per cent in 2009, although there was no change among male drinkers.

Young drinkers were more likely than older drinkers to have been drinking with friends or a boyfriend or girlfriend, and correspondingly less likely to have been drinking with their spouse or partner.

Male drinkers in managerial and professional occupations were more likely than those in routine and manual occupations to have been drinking with their spouse or partner (43 per cent and 33 per cent respectively). Female drinkers in intermediate occupations were more likely than those women in managerial and professional occupations to have been drinking with their family (36 per cent and 23 per cent respectively). The other apparent differences were not statistically significant.

Those men who had drunk most that day were more likely than lighter drinkers to have been drinking with friends and less likely to have been drinking with their spouse or partner. Those women who had drunk most that day were more likely than lighter drinkers to have been drinking with friends.

*Tables 3.19–3.22*

### 3 Patterns of drinking and drinking in the last week

Drinking: adults' behaviour and knowledge in 2009

**Table 3.1**

#### Self-reported drinking frequency: by sex, 1997–2009

Great Britain	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	Percentages 2009 <sup>2</sup>
<b>Men</b>										
Almost every day	14	14	12	16	12	14	13	13	13	10
5 or 6 days a week	5   35	4   36	5   35	5   38	4   34	6   37	4   35	4   34	4   34	4   31
3 or 4 days a week	16	18	18	16	17	17	18	18	18	17
Once or twice a week	33	36	34	32	34	31	30	30	30	32
Once or twice a month	10	12	11	12	10	13	12	11	11	14
Once every couple of months	6	4	5	5	5	5	5	4	4	6
Once or twice a year	5	4	5	4	6	4	5	6	6	5
Not at all in last year	11	8	10	9	13	10	12	14	14	12
<i>Unweighted base</i> <sup>3</sup>									1000	960
<i>Weighted base (000s)</i> <sup>2</sup>									22,434	23,390
<i>Weighted base</i> <sup>1</sup>	1,690	2,550	1,608	1,728	1,570	1,122	1,027	1,061		
<b>Women</b>										
Almost every day	9	9	8	9	8	9	7	7	7	8
5 or 6 days a week	2   19	2   22	3   22	3   25	3   21	3   24	3   22	3   20	3   19	3   21
3 or 4 days a week	9	11	12	13	10	12	12	9	9	10
Once or twice a week	32	30	31	29	29	26	29	26	26	26
Once or twice a month	16	16	15	15	16	15	15	17	17	15
Once every couple of months	9	9	9	9	9	8	8	9	9	9
Once or twice a year	9	10	9	8	9	11	9	10	10	10
Not at all in last year	15	13	13	14	16	15	18	18	18	19
<i>Unweighted base</i> <sup>3</sup>									1240	1150
<i>Weighted base (000s)</i> <sup>2</sup>									24,104	24,606
<i>Weighted base</i> <sup>1</sup>	1,926	2,959	1,829	1,881	1,940	1,345	1,197	1,179		
<b>All</b>										
Almost every day	11	11	10	13	10	11	10	10	10	9
5 or 6 days a week	4   27	3   29	4   28	4   32	3   26	5   30	3   28	3   26	4   27	3   26
3 or 4 days a week	12	14	14	15	13	14	14	13	13	13
Once or twice a week	32	33	33	30	31	28	29	28	28	29
Once or twice a month	13	14	13	14	13	14	14	14	14	15
Once every couple of months	8	6	7	7	7	7	7	7	7	8
Once or twice a year	7	7	7	6	7	8	7	8	8	8
Not at all in last year	13	11	12	12	15	13	15	16	16	15
<i>Unweighted base</i> <sup>3</sup>									2240	2110
<i>Weighted base (000s)</i> <sup>2</sup>									46,538	47,996
<i>Weighted base</i> <sup>1</sup>	3,616	5,510	3,438	3,606	3,508	2,468	2,224	2,240		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics

Table 3.2

## Self-reported drinking frequency: by sex and age, 2009

Great Britain	Percentages				
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
Almost every day	1	8	11	20	10
5 or 6 days a week	3	4	4	3	4
3 or 4 days a week	12	20	18	13	17
Once or twice a week	38	32	34	24	32
Once or twice a month	18	17	9	14	14
Once every couple of months	10	7	5	5	6
Once or twice a year	7	4	5	6	5
Not at all in last year	11	8	13	15	12
<i>Unweighted base</i> <sup>1</sup>	80	300	340	240	960
<i>Weighted base (000s)</i> <sup>2</sup>	3,633	8,157	7,419	4,181	23,390
<b>Women</b>					
Almost every day	1	6	9	14	8
5 or 6 days a week	-	3	4	4	3
3 or 4 days a week	4	11	14	6	10
Once or twice a week	39	31	25	11	26
Once or twice a month	21	15	15	11	15
Once every couple of months	12	8	9	7	9
Once or twice a year	6	9	10	16	10
Not at all in last year	17	18	14	30	19
<i>Unweighted base</i> <sup>1</sup>	80	380	390	300	1150
<i>Weighted base (000s)</i> <sup>2</sup>	3,484	8,290	7,659	5,174	24,606

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.3

## Self-reported drinking frequency: by sex and socio-economic classification, 2009

Great Britain	Percentages			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
<b>Men</b>				
Almost every day	12	13	10	10
5 or 6 days a week	5	5	2	4
3 or 4 days a week	23	19	12	17
Once or twice a week	31	33	33	32
Once or twice a month	14	10	15	14
Once every couple of months	4	4	9	6
Once or twice a year	3	5	6	5
Not at all in last year	8	11	13	12
<i>Unweighted base</i> <sup>2</sup>	360	150	380	960
<i>Weighted base (000s)</i> <sup>3</sup>	8,447	3,446	9,106	23,390
<b>Women</b>				
Almost every day	10	9	6	8
5 or 6 days a week	5	4	2	3
3 or 4 days a week	16	11	7	10
Once or twice a week	30	28	20	26
Once or twice a month	13	16	17	15
Once every couple of months	7	7	10	9
Once or twice a year	9	9	14	10
Not at all in last year	10	15	23	19
<i>Unweighted base</i> <sup>2</sup>	360	240	430	1150
<i>Weighted base (000s)</i> <sup>3</sup>	7,501	4,977	8,528	24,606

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 3.4

## Number of drinking days in the last week: by sex, 2007– 2009

Great Britain	Percentages			
	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>				
0	32	33	33	31
1	17	16	16	18
2	15	16	16	18
3	13	11	11	10
4	6	7	7	8
5	6	4	4	3
6	3	3	3	3
7	9	10	10	9
<i>Unweighted base</i> <sup>3</sup>			990	940
<i>Weighted base (000s)</i> <sup>2</sup>			22,342	23,001
<i>Weighted base</i> <sup>1</sup>	1030	1055		
<b>Women</b>				
0	43	47	47	46
1	19	20	20	19
2	13	11	11	12
3	9	7	7	8
4	5	5	4	4
5	2	3	3	3
6	2	2	2	2
7	6	6	6	5
<i>Unweighted base</i> <sup>3</sup>			1230	1140
<i>Weighted base (000s)</i> <sup>2</sup>			23,795	24,348
<i>Weighted base</i> <sup>1</sup>	1197	1165		

2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 3.5

## Number of drinking days in the last week: by sex and age, 2009

Great Britain	Percentages				
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
0	36	30	27	35	31
1	20	16	18	19	18
2	21	20	19	12	18
3	11	11	12	6	10
4	8	9	8	6	8
5	3	4	3	5	3
6	2	4	3	2	3
7	-	7	11	15	9
<i>Unweighted base</i> <sup>1</sup>	70	300	330	240	940
<i>Weighted base (000s)</i> <sup>2</sup>	3,561	8,073	7,264	4,102	23,001
<b>Women</b>					
0	47	45	40	58	46
1	29	23	14	12	19
2	15	13	14	6	12
3	5	8	12	5	8
4	3	4	5	2	4
5	-	3	4	4	3
6	1	1	4	2	2
7	-	4	6	10	5
<i>Unweighted base</i> <sup>1</sup>	80	370	390	290	1140
<i>Weighted base (000s)</i> <sup>2</sup>	3,484	8,158	7,614	5,092	24,348

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.6

### Number of drinking days in the last week: by sex and socio-economic classification, 2009

Great Britain	Percentages			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
<b>Men</b>				
0	22	24	36	31
1	15	16	22	18
2	20	18	18	18
3	14	12	7	10
4	10	10	6	8
5	6	3	2	3
6	4	2	2	3
7	10	15	7	9
<i>Unweighted base</i> <sup>2</sup>	360	150	380	940
<i>Weighted base (000s)</i> <sup>3</sup>	8,291	3,402	8,917	23,001
<b>Women</b>				
0	36	37	57	46
1	17	22	17	19
2	15	14	10	12
3	10	10	6	8
4	6	4	3	4
5	5	5	1	3
6	4	3	1	2
7	7	6	5	5
<i>Unweighted base</i> <sup>2</sup>	360	240	420	1140
<i>Weighted base (000s)</i> <sup>3</sup>	7,450	4,933	8,388	24,348

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

**Table 3.7**

**Whether daily amount drunk varied: by sex and age, 2009**

	Those who drank on more than one day last week, Great Britain				Percentages	
	16-24	25-44	45-64	65 and over	Total	
Men	79	65	46	27	54	
Women	62	58	54	22	50	
<i>Unweighted base</i> <sup>1</sup>						
Men	40	160	180	110	480	
Women	20	130	170	80	410	
<i>Weighted base (000s)</i> <sup>2</sup>						
Men	1,579	4,365	4,051	1,899	11,895	
Women	828	2,665	3,493	1,521	8,501	

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*



**Table 3.8**

**Maximum amount drunk on any one day last week: by sex, 2007– 2009**

Great Britain	Percentages			
	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>				
Drank nothing last week	33	34	34	32
Up to 4 units	31	29	28	29
More than 4, up to 8 units	17   37	17   37	17   38	18   39
More than 8 units	20	20	21	21
<i>Unweighted base</i> <sup>3</sup>			1,000	960
<i>Weighted base (000s)</i> <sup>2</sup>			22,477	23,414
<i>Weighted base</i> <sup>1</sup>	1,018	1,062		
<b>Women</b>				
Drank nothing last week	43	48	48	48
Up to 3 units	23	27	26	21
More than 3, up to 6 units	17   34	16   25	15   25	16   31
More than 6 units	17	10	10	14
<i>Unweighted base</i> <sup>3</sup>			1,240	1,150
<i>Weighted base (000s)</i> <sup>2</sup>			24,139	24,641
<i>Weighted base</i> <sup>1</sup>	1,192	1,182		

2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 3.9

## Maximum amount drunk on any one day last week: by sex and age, 2009

Great Britain	Percentages				
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
Drank nothing last week	37	32	28	37	32
Up to 4 units	11	25	35	42	29
More than 4, up to 8 units	19	18	18	15	18
More than 8 units	33	26	19	6	21
		44	37	21	39
<i>Unweighted base</i> <sup>1</sup>	80	300	340	240	960
<i>Weighted base (000s)</i> <sup>2</sup>	3,633	8,182	7,419	4,181	23,414
<b>Women</b>					
Drank nothing last week	53	46	41	60	48
Up to 3 units	11	19	23	27	21
More than 3, up to 6 units	16	16	20	12	16
More than 6 units	19	19	16	2	14
		35	36	13	31
<i>Unweighted base</i> <sup>1</sup>	80	380	390	300	1,150
<i>Weighted base (000s)</i> <sup>2</sup>	3,484	8,290	7,681	5,186	24,641

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid.

Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey*, Office for National Statistics

Table 3.10

**Maximum amount drunk on any one day last week: by sex and socio-economic classification, 2009**

Great Britain	Percentages			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
<b>Men</b>				
Drank nothing last week	23	24	38	32
Up to 4 units	33	32	28	29
More than 4, up to 8 units	18   44	21   44	16   34	18   39
More than 8 units	26	23	17	21
<i>Unweighted base</i> <sup>2</sup>	360	150	380	960
<i>Weighted base (000s)</i> <sup>3</sup>	8,447	3,446	9,131	23,414
<b>Women</b>				
Drank nothing last week	38	41	57	48
Up to 3 units	26	23	16	21
More than 3, up to 6 units	19   36	18   36	15   26	16   31
More than 6 units	17	19	11	14
<i>Unweighted base</i> <sup>2</sup>	360	240	430	1,150
<i>Weighted base (000s)</i> <sup>3</sup>	7,536	4,977	8,528	24,641

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

**Table 3.11**

**Where drinkers drank on their heaviest <sup>1</sup> drinking day in the last week: by sex, 2006– 2009**

Drinkers who drank last week, Great Britain	Percentages				
	2006	2007	2008 <sup>2</sup>	2008 <sup>3</sup>	2009 <sup>3</sup>
<b>Men</b>					
At home	46	50	46	45	46
In a pub or bar	36	33	34	35	33
At someone else's home	9	7	9	9	8
In a restaurant	8	9	9	9	8
In a club	9	10	8	8	8
Outside in a public place	0	0	2	2	1
Other	3	2	4	4	4
<i>Unweighted base</i> <sup>4</sup>				660	650
<i>Weighted base (000s)</i> <sup>3</sup>				14,915	15,939
<i>Weighted base</i> <sup>2</sup>	782	698	703		
<b>Women</b>					
At home	58	52	61	60	57
In a pub or bar	22	22	17	17	20
At someone else's home	8	13	10	11	15
In a restaurant	13	13	9	9	11
In a club	4	7	6	7	5
Outside in a public place	0	0	0	0	0
Other	3	4	2	2	4
<i>Unweighted base</i> <sup>4</sup>				650	610
<i>Weighted base (000s)</i> <sup>3</sup>				12,623	13,091
<i>Weighted base</i> <sup>2</sup>	752	680	622		

2006 and 2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Weighted for unequal chance of selection.

<sup>3</sup> Weighted to population totals.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.12

Where drinkers drank on their heaviest <sup>1</sup> drinking day in the last week: by sex and age, 2009

Drinkers who drank last week, Great Britain	Percentages				
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
At home	21	51	47	55	46
In a pub or bar	47	35	32	21	33
At someone else's home	27	7	5	4	8
In a restaurant	1	9	10	10	8
In a club	13	6	6	11	8
Outside in a public place	4	0	1	-	1
Other	2	4	6	2	4
<i>Unweighted base</i> <sup>2</sup>	50	210	240	150	650
<i>Weighted base (000s)</i> <sup>3</sup>	2,294	5,644	5,337	2,664	15,939
<b>Women</b>					
At home	33	60	60	64	57
In a pub or bar	35	26	14	9	20
At someone else's home	29	14	11	13	15
In a restaurant	6	10	16	8	11
In a club	14	2	3	7	5
Outside in a public place	-	-	0	-	0
Other	6	2	5	3	4
<i>Unweighted base</i> <sup>2</sup>	40	220	230	120	610
<i>Weighted base (000s)</i> <sup>3</sup>	1,855	4,527	4,552	2,156	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.13

### Where drinkers drank on their heaviest <sup>1</sup> drinking day in the last week: by sex and socio-economic classification, 2009

Drinkers who drank last week, Great Britain				Percentages
	Managerial and professional	Intermediate	Routine and manual	Total <sup>2</sup>
<b>Men</b>				
At home	52	44	44	46
In a pub or bar	32	36	34	33
At someone else's home	8	6	5	8
In a restaurant	11	6	8	8
In a club	5	7	10	8
Outside in a public place	0	2	2	1
Other	5	5	4	4
<i>Unweighted base</i> <sup>3</sup>	270	110	240	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,478	2,602	5,724	15,939
<b>Women</b>				
At home	61	59	51	57
In a pub or bar	17	23	22	20
At someone else's home	15	13	13	15
In a restaurant	9	14	14	11
In a club	2	5	8	5
Outside in a public place	0	-	-	0
Other	5	3	3	4
<i>Unweighted base</i> <sup>3</sup>	230	150	180	610
<i>Weighted base (000s)</i> <sup>4</sup>	4,740	3,113	3,640	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.14

### Where drinkers drank on their heaviest<sup>1</sup> drinking day in the last week: by sex and amount drunk that day, 2009

Drinkers who drank last week, Great Britain	Amount drunk on heaviest <sup>1</sup> drinking day			Percentages Total
	Amount drunk on heaviest <sup>1</sup> drinking day			
	Up to 4/3 units <sup>2</sup>	4/3 but less than 8/6 units <sup>2</sup>	8/6 units or more <sup>2</sup>	
<b>Men</b>				
At home	59	40	34	46
In a pub or bar	20	42	44	33
At someone else's home	4	9	14	8
In a restaurant	9	7	8	8
In a club	5	5	13	8
Outside in a public place	1	2	1	1
Other	5	3	4	4
<i>Unweighted base</i> <sup>3</sup>	300	170	190	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,785	4,108	4,988	15,939
<b>Women</b>				
At home	68	56	46	57
In a pub or bar	9	18	37	20
At someone else's home	10	14	21	15
In a restaurant	11	10	12	11
In a club	2	4	8	5
Outside in a public place	0	-	-	0
Other	4	4	5	4
<i>Unweighted base</i> <sup>3</sup>	250	190	160	610
<i>Weighted base (000s)</i> <sup>4</sup>	5,149	4,013	3,550	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Number of units drunk by men/women.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.15

**Number of drinking companions on drinkers' heaviest <sup>1</sup> drinking day in the last week: by sex, 2006–2009**

Drinkers who drank last week, Great Britain	Percentages				
	2006	2007	2008 <sup>2</sup>	2008 <sup>3</sup>	2009 <sup>3</sup>
<b>Men</b>					
None - drank alone	10	10	11	10	10
One other person	36	35	34	34	32
2-5 people	34	30	30	30	32
6-10 people	12	16	14	14	15
More than 10 people	8	8	11	11	10
Other	0	0	1	1	0
<i>Unweighted base</i> <sup>4</sup>				660	650
<i>Weighted base (000s)</i> <sup>3</sup>				14,915	15,939
<i>Weighted base</i> <sup>2</sup>	782	697	705		
<b>Women</b>					
None - drank alone	9	9	13	12	9
One other person	40	39	42	42	36
2-5 people	29	28	25	26	32
6-10 people	14	15	11	11	12
More than 10 people	7	10	8	9	11
Other	0	0	1	1	0
<i>Unweighted base</i> <sup>4</sup>				650	610
<i>Weighted base (000s)</i> <sup>3</sup>				12,623	13,091
<i>Weighted base</i> <sup>2</sup>	753	680	621		

2006 and 2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Weighted for unequal chance of selection.

<sup>3</sup> Weighted to population totals.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*



Table 3.16

### Number of drinking companions on drinkers' heaviest <sup>1</sup> drinking day in the last week: by sex and age, 2009

Drinkers who drank last week, Great Britain	Percentages				
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
None - drank alone	6	11	8	16	10
One other person	8	33	34	45	32
2-5 people	49	26	36	23	32
6-10 people	27	15	13	9	15
More than 10 people	10	13	9	7	10
Other	-	1	-	-	0
<i>Unweighted base</i> <sup>2</sup>	50	210	240	150	650
<i>Weighted base (000s)</i> <sup>3</sup>	2,294	5,644	5,337	2,664	15,939
<b>Women</b>					
None - drank alone	3	7	8	20	9
One other person	17	42	37	38	36
2-5 people	33	29	36	26	32
6-10 people	19	12	9	9	12
More than 10 people	28	9	9	7	11
Other	-	1	-	-	0
<i>Unweighted base</i> <sup>2</sup>	40	220	230	120	610
<i>Weighted base (000s)</i> <sup>3</sup>	1,855	4,527	4,552	2,156	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.17

### Number of drinking companions on drinkers' heaviest <sup>1</sup> drinking day in the last week: by sex and socio-economic classification, 2009

	Drinkers who drank last week, Great Britain			Percentages
	Managerial and professional	Intermediate	Routine and manual	Total <sup>2</sup>
<b>Men</b>				
None - drank alone	10	5	13	10
One other person	33	36	33	32
2-5 people	31	36	28	32
6-10 people	14	12	16	15
More than 10 people	12	10	10	10
Other	-	1	1	0
<i>Unweighted base</i> <sup>3</sup>	270	110	240	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,478	2,602	5,724	15,939
<b>Women</b>				
None - drank alone	8	6	12	9
One other person	40	35	35	36
2-5 people	33	31	30	32
6-10 people	9	14	13	12
More than 10 people	9	13	10	11
Other	1	-	0	0
<i>Unweighted base</i> <sup>3</sup>	230	150	180	610
<i>Weighted base (000s)</i> <sup>4</sup>	4,740	3,113	3,640	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 3.18

### Number of drinking companions on drinkers' heaviest<sup>1</sup> drinking day in the last week: by sex and amount drunk that day, 2009

	Amount drunk on heaviest <sup>1</sup> drinking day			Percentages Total
	Up to 4/3 units <sup>2</sup>	4/3 but less than 8/6 units <sup>2</sup>	8/6 units or more <sup>2</sup>	
<b>Men</b>				
None - drank alone	17	9	3	10
One other person	44	28	18	32
2-5 people	28	39	33	32
6-10 people	7	18	23	15
More than 10 people	4	6	22	10
Other	-	-	1	0
<i>Unweighted base</i> <sup>3</sup>	300	170	190	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,785	4,108	4,988	15,939
<b>Women</b>				
None - drank alone	15	6	3	9
One other person	45	31	33	36
2-5 people	28	41	27	32
6-10 people	7	12	19	12
More than 10 people	5	10	17	11
Other	1	-	0	0
<i>Unweighted base</i> <sup>3</sup>	250	190	160	610
<i>Weighted base (000s)</i> <sup>4</sup>	5,149	4,013	3,550	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Number of units drunk by men/women.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 3.19

**Drinking companions on drinkers' heaviest<sup>1</sup> drinking day in the last week: 2006–2009**

Drinkers who drank last week, Great Britain	Percentages				
	2006	2007	2008 <sup>2</sup>	2008 <sup>3</sup>	2009 <sup>3</sup>
<b>Men</b>					
Friends	44	45	41	41	48
Spouse/partner	40	41	39	38	37
Family	16	17	18	18	18
Work colleagues	4	4	6	6	5
Boyfriend/girlfriend	4	3	2	3	3
Other	1	0	1	1	0
Drank alone	11	10	11	10	10
<i>Unweighted base<sup>4</sup></i>				660	650
<i>Weighted base (000s)<sup>3</sup></i>				14,915	15,939
<i>Weighted base<sup>2</sup></i>	782	698	703		
<b>Women</b>					
Friends	37	38	32	33	43
Spouse/partner	47	40	45	44	44
Family	27	23	20	21	27
Work colleagues	2	3	4	4	1
Boyfriend/girlfriend	4	6	4	4	5
Other	1	1	0	0	-
Drank alone	9	9	13	12	9
<i>Unweighted base<sup>4</sup></i>				650	610
<i>Weighted base (000s)<sup>3</sup></i>				12,623	13,091
<i>Weighted base<sup>2</sup></i>	752	680	622		

2006 and 2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> weighted for unequal chance of selection.

<sup>3</sup> weighted to population totals.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.20

**Drinking companions on drinkers' heaviest<sup>1</sup> drinking day in the last week: by sex and age, 2009**

	Drinkers who drank last week, Great Britain				Percentages
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
Friends	69	50	44	33	48
Spouse/partner	10	39	41	47	37
Family	17	14	23	15	18
Work colleagues	7	8	3	-	5
Boyfriend/girlfriend	8	4	2	-	3
Other	-	1	0	1	0
Drank alone	6	11	8	16	10
<i>Unweighted base</i> <sup>2</sup>	50	210	240	150	650
<i>Weighted base (000s)</i> <sup>3</sup>	2,294	5,644	5,337	2,664	15,939
<b>Women</b>					
Friends	80	40	39	25	43
Spouse/partner	18	47	52	44	44
Family	29	23	30	28	27
Work colleagues	2	2	1	-	1
Boyfriend/girlfriend	16	8	1	-	5
Other	-	-	-	-	-
Drank alone	3	7	8	20	9
<i>Unweighted base</i> <sup>2</sup>	40	220	230	120	610
<i>Weighted base (000s)</i> <sup>3</sup>	1,855	4,527	4,552	2,156	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.21

**Drinking companions on drinkers' heaviest<sup>1</sup> drinking day in the last week: by sex and socio-economic classification, 2009**

Drinkers who drank last week, Great Britain	Percentages			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>2</sup>
<b>Men</b>				
Friends	45	54	45	48
Spouse/partner	43	41	33	37
Family	17	18	18	18
Work colleagues	7	4	4	5
Boyfriend/girlfriend	3	-	4	3
Other	1	-	0	0
Drank alone	10	5	14	10
<i>Unweighted base</i> <sup>3</sup>	270	110	240	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,478	2,602	5,724	15,939
<b>Women</b>				
Friends	37	41	46	43
Spouse/partner	53	43	43	44
Family	23	36	26	27
Work colleagues	2	1	0	1
Boyfriend/girlfriend	5	5	4	5
Other	-	-	-	-
Drank alone	8	6	12	9
<i>Unweighted base</i> <sup>3</sup>	230	150	180	610
<i>Weighted base (000s)</i> <sup>4</sup>	4,740	3,113	3,640	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 3.22

**Drinking companions on drinkers' heaviest<sup>1</sup> drinking day in the last week: by sex and amount drunk that day, 2009**

Drinkers who drank last week, Great Britain	Amount drunk on heaviest <sup>1</sup> drinking day			Percentages Total
	Up to 4/3 units <sup>2</sup>	4/3 but less than 8/6 units <sup>2</sup>	8/6 units or more <sup>2</sup>	
	<b>Men</b>			
Friends	28	55	69	48
Spouse/partner	47	33	26	37
Family	16	18	20	18
Work colleagues	4	4	6	5
Boyfriend/girlfriend	2	3	6	3
Other	0	-	1	0
Drank alone	17	9	3	10
<i>Unweighted base</i> <sup>3</sup>	300	170	190	650
<i>Weighted base (000s)</i> <sup>4</sup>	6,785	4,108	4,988	15,939
<b>Women</b>				
Friends	25	46	62	43
Spouse/partner	47	44	45	44
Family	26	31	24	27
Work colleagues	0	2	2	1
Boyfriend/girlfriend	3	4	11	5
Other	-	-	-	-
Drank alone	15	6	3	9
<i>Unweighted base</i> <sup>3</sup>	250	190	160	610
<i>Weighted base (000s)</i> <sup>4</sup>	5,149	4,013	3,550	13,091

<sup>1</sup> Respondents who drank similar amounts on each occasion they drank in the last week were asked about their most recent drinking day.

<sup>2</sup> Number of units drunk by men/women.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Weighted to population totals.

Percentages sum to more than 100% as people could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

## 4 Drinking-related knowledge and behaviour

### Knowledge of units

Advice on the amount people should drink has to be given in such a way that it applies to the wide range of different types of alcohol people may drink, which can have very different alcohol contents. Advice on drinking is therefore given in terms of units, and for people to be able to monitor how much they drink, they need to understand what is meant by a unit of alcohol, and how many units different drinks contain.

When asked whether they had heard of measuring alcohol consumption in units, 90 per cent of respondents said that they had. This has steadily increased from 79 per cent in 1997.

Men and women were equally likely to have heard of alcohol units and the increase in knowledge since 1997 has occurred among both men and women.

On the whole, the more people drank, the more likely they were to have heard of units: 95 per cent of those with the highest average weekly consumption (22 units and over for men and 15 units and over for women) had heard of units, compared with only 71 per cent of those who did not drink at all.

*Table 4.1*

Awareness of units was also associated with age. Those aged 65 and over were less likely to have heard of alcohol units: 80 per cent had done so, compared with 96 per cent of those aged 45–64 and 88 per cent of the youngest age group (16–24).

Although average weekly alcohol consumption is not strongly related to socio-economic classification, there were marked differences in awareness of units between those in different occupations. Those in managerial and professional occupational groupings were the most likely to have heard of measuring alcohol in units (96 per cent), and those in routine and manual occupations the least likely to have done so (87 per cent).

*Tables 4.2 and 4.3*

It is especially important that people are aware of the alcohol content of drinks they themselves drink, so for each of the most common types of drink, people who had drunk that particular drink in the last year were asked if they knew what a unit of that drink was.

In 2009, 63 per cent of those who had drunk beer in the last year knew that a unit of beer is half a pint, but 20 per cent gave an amount that was wrong. The most common wrong answer (given by 14 per cent of those who drank beer in the last year) was that a unit of beer was one pint - twice the correct amount. Seventeen per cent of beer drinkers either had not heard of units, or couldn't say what a unit of beer was. Knowledge among both men and women has increased substantially since 1997: for example, the proportion of men who drank beer who knew that a unit of beer is half a pint has increased from 47 per cent in 1997 to 59 per cent in 2004 since when it has remained fairly stable. Conversely the percentage of people who said that they did not know what a unit of beer was has decreased from 22 per cent in 1997 to 12 per cent in 2009.

Awareness of the alcohol content of wine is more difficult to assess, because the information given to the general public has changed over time. Until fairly recently, people were told that a unit of wine was a small glass, whereas in fact a 125ml glass (the smallest size sold on licensed premises) of wine at 12.5% ABV contains more than 1.5 units. The most prevalent size of wine



glass used on licensed premises is now probably 175ml, and since 250ml glasses are often available, a glass of wine can contain over 3 units.

In 2009, 27 per cent of respondents correctly said that a unit is less than a small glass of wine. Just over half (51 per cent) thought that one small glass was 1 unit. This was higher than that found in previous years (in 2008, 14 per cent said a unit was less than a small glass of wine and 54 per cent said it was one small glass).

Awareness of the alcohol content of spirits and fortified wine was slightly lower: 69 per cent of those who drank spirits were aware that a single measure was 1 unit and 62 per cent of those who drank fortified wines (such as sherry or martini) knew that a small glass was 1 unit.

Those who drank alcopops were asked about their alcoholic strength for the first time in the 2007 survey. Alcopops generally have an ABV of about 5.5 per cent, and are mainly sold in 275ml bottles, giving about 1.5 units of alcohol. In 2009, only 37 per cent of alcopops drinkers correctly said that 1 unit was less than a bottle. A further 28 per cent thought that a bottle was 1 unit, and 18 per cent either couldn't say, or had not heard of units.

Knowledge of alcopop units had fallen between 2007 and 2008, but appears to have increased again in 2009 to higher than the 2007 level.

It is perhaps particularly desirable that those who frequently drink a particular type of alcohol should be aware of its alcohol content. Those who drank beer and those who drank wine at least once a week were much more likely to know what a unit of that drink was than were those who seldom drank these drinks, but even so, about a third of frequent beer drinkers and a sixth of frequent wine drinkers were not aware of the number of units in what they were drinking. Differences according to frequency of consumption were much less marked for those who drank spirits and fortified wine.

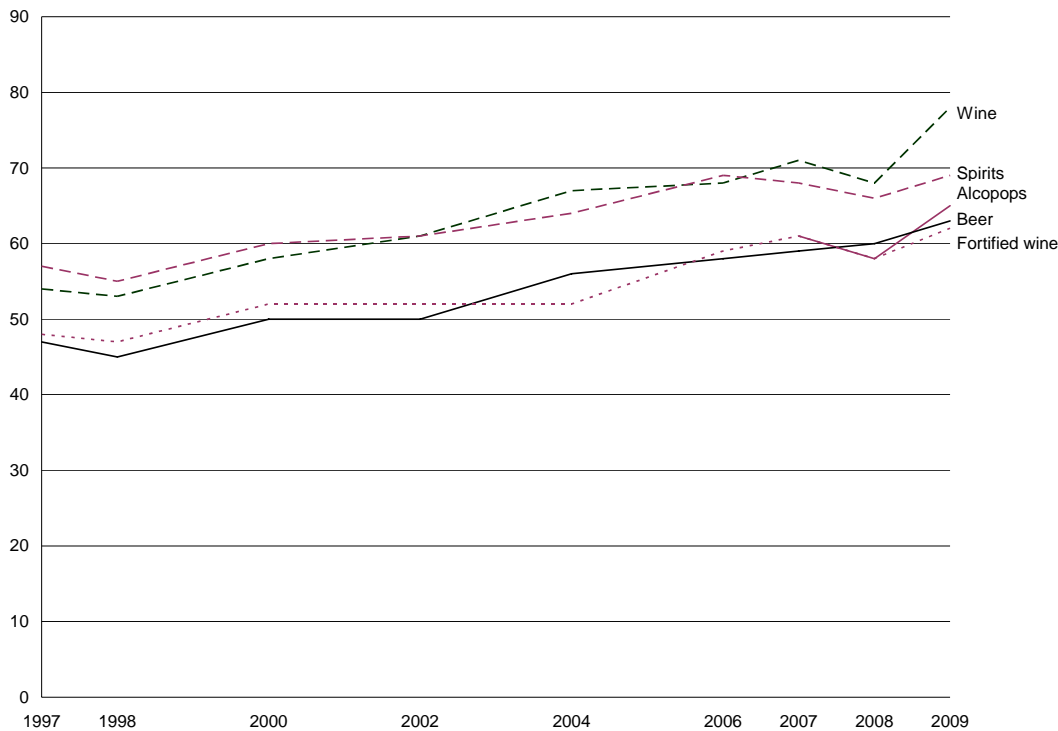
*Figure 4.1 and Tables 4.4–4.9*

**Figure 4.1**

**Drinkers who knew what a unit of each type of drink was: 1997–2009**

Great Britain

Percentages



Source: *Opinions Survey, Office for National Statistics*

**Keeping a check on alcohol consumption**

Drinkers who had heard of units were asked whether or not they kept a check on the number of units they drank: 13 per cent said that they did. It should be noted, however, that since by no means everyone who drank each type of drink knew what a unit of that drink was, it is likely that in some cases the check they were keeping was inaccurate.

Although men were somewhat more likely than women to drink heavily, they were not significantly more likely to keep a check in terms of units on how much they drank—overall, 12 per cent of men and 14 per cent of women who had heard of units did so. Women who did keep a check on units were slightly more likely to do so on a weekly basis (6 per cent) than on the daily basis (2 per cent) suggested by the government’s current advice on sensible drinking, but there was no difference among men.

The percentage of people who kept a daily or a weekly check on the number of units drunk has remained similar over the period covered by the surveys at between 11 and 16 per cent.

Among men who had heard of units, those who drank less than 10 units a week were less likely than others to keep a daily or weekly check on the number of units drunk. Among women, those who drank less than 1 unit a week were least likely to keep a check.

*Tables 4.10 and 4.11*

### **Knowledge of daily drinking limits**

As noted earlier, current government advice on drinking (Department of Health, 1995 and Department of Health, 2004) is that daily intake should not regularly exceed three to four units a day for men and two to three units for women. All people, regardless of how much they drank, or whether they drank at all, were asked if they had ever heard of the recommended maximum number of alcohol units that people should drink in a day. Those who had heard of it were asked to say what this was for men and for women.

There has been an increase from 54 per cent in 1997 to 75 per cent in 2009 in the proportion of people who had heard of daily drinking limits. Throughout the period, differences between men and women have been slight.

Male non-drinkers and those who drank very little were less likely to have heard of daily drinking limits than were heavier drinkers. The percentage of men who drank very little who had heard of daily drinking limits increased significantly from 49 per cent in 2007 to 65 per cent in 2009.

Among women, non-drinkers were the least likely to have heard of daily drinking limits and heavier drinkers the most likely. For example, 70 per cent of women who drank less than 1 unit a week had heard of daily consumption levels compared with 86 per cent of those who drank more than 15 units a week.

*Tables 4.12 and 4.13*

Having heard of daily recommended levels did not necessarily mean that people knew what they were—indeed, just under a third of respondents who said they had heard of them did not attempt an answer. Forty four percent of people thought correctly that, for men, drinking three or four units a day was within the guidelines, and 52 per cent said correctly that for women, drinking two or three units a day was a recommended maximum. These percentages have increased significantly from 35 per cent and 39 per cent respectively in 1997. However, 13 per cent thought that the recommended daily maximum for men was five units or more, and 9 per cent thought that for women, it was four units or more. The percentage of people who said they had heard of but did not know the limits decreased from around 44 per cent in 1997 to around 30 per cent in 2009.

Tables 4.15 and 4.16 show how men's and women's awareness of the guidelines for themselves varied according to their average weekly alcohol consumption. Generally, heavier drinkers were more likely to know the recommended daily maximum amounts than were those who drank little or nothing.

*Tables 4.14–4.16*

### **Discussion of drinking with health professionals**

As well as being asked about their awareness of general advice on how much people should drink, people were asked, if, in the last year, they had had any discussions about drinking with their GP, someone else at the surgery, another doctor or another medical person.

Ten per cent of male drinkers and 7 per cent of female drinkers, had had such discussions in the last year, the majority of these with their GP. This question was first asked in 2000, and the proportions having such discussions have changed little since then.

Although it appeared that older men were more likely than younger men to have discussed drinking with a health professional, the difference was not statistically significant due to a small sample size. There were no significant differences by age among women.

Those with the higher weekly alcohol consumption were more likely than other drinkers to have discussed their drinking with their GP or other medical person in the last year. However, these results should be interpreted with caution because some drinkers may have altered their drinking habits since these discussions.

*Tables 4.17–4.19*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.1**

### Percentage of respondents who said they had heard of measuring alcohol consumption in units: by sex and average weekly consumption, 1997–2009

Great Britain								Percentages					
	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>	2009 Weighted base (000s) <sup>2</sup>	2009 Unweighted base <sup>3</sup>
<b>Men</b>													
Non-drinker	55	53	56	51	55	56	56	56	66	67	79	2,291	110
Less than 1 unit	71	56	72	65	72	79	71	70	86	87	81	3,295	120
1–10 units	83	76	80	86	85	89	89	87	91	91	93	7,544	300
11–21 units	88	83	86	88	94	93	94	94	93	94	96	5,166	210
22 units and over	91	86	88	91	93	91	93	94	96	96	94	5,117	220
Total	82	76	80	82	84	86	85	85	89	89	91	23,414	960
<b>Women</b>													
Non-drinker	52	42	52	49	55	60	54	54	63	60	68	4,429	200
Less than 1 unit	71	64	75	72	75	81	84	82	79	79	87	5,200	260
1–7 units	81	80	86	88	91	91	92	90	90	90	95	6,709	300
8–14 units	90	86	91	91	93	94	97	97	94	94	96	2,847	140
15 units and over	89	90	92	90	91	95	95	96	94	94	96	5,433	250
Total	77	73	81	80	83	85	85	85	84	84	89	24,618	1,150
<b>All</b>													
Non-drinker	53	46	54	50	55	58	55	55	64	63	71	6,720	310
Less than 1 unit	71	61	74	70	74	81	80	78	81	81	85	8,495	380
1–10/1–7 units <sup>4</sup>	82	78	83	87	88	90	90	89	91	90	94	14,253	610
11–21/8–14 units <sup>4</sup>	89	85	88	89	93	94	95	95	94	94	96	8,014	340
22/15 units and over <sup>4</sup>	90	88	90	90	92	93	94	95	95	95	95	10,551	470
Total	79	75	80	81	83	86	85	85	86	86	90	48,033	2,110

Bases for earlier years can be found in Opinions (Omnibus) reports for each year.

1997-2007 percentages weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> Number of units drunk by men/women.

Source: Opinions Survey, Office for National Statistics

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.2**

**Percentage of respondents who said they had heard of measuring alcohol consumption in units: by sex and age, 1997–2009**

Great Britain											Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>	2009 Weighted base (000s) <sup>2</sup>	2009 Unweighted base <sup>3</sup>
<b>Men</b>												
16–24	92	81	81	81	85	85	84	88	87	86	3,633	80
25–44	86	86	88	89	89	88	87	89	90	94	8,182	300
45–64	83	76	80	85	87	90	89	93	93	95	7,419	340
65 and over	63	55	66	65	70	76	76	81	82	81	4,181	240
Total	82	76	80	82	84	86	85	89	89	91	23,414	960
<b>Women</b>												
16–24	86	83	84	79	81	82	88	84	81	90	3,484	80
25–44	86	83	87	90	87	91	89	89	88	88	8,290	380
45–64	79	76	85	84	87	89	86	90	89	96	7,659	390
65 and over	50	47	59	55	66	71	74	71	71	78	5,186	300
Total	77	73	81	80	83	85	85	84	84	89	24,618	1,150
<b>All</b>												
16–24	89	82	82	80	83	84	86	85	84	88	7,117	160
25–44	86	84	87	89	88	90	88	89	88	91	16,472	680
45–64	81	76	82	85	87	89	88	91	91	96	15,078	730
65 and over	56	50	62	60	68	73	75	76	76	80	9,366	540
Total	79	75	80	81	83	86	85	86	86	90	48,033	2,110

Bases for earlier years can be found in Opinions (Omnibus) reports for each year.

1997-2007 percentages weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics

Table 4.3

**Percentage of respondents who said they had heard of measuring alcohol consumption in units: by sex and socio-economic classification: 2009**

Great Britain	Percentages			
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
Men	96	95	86	91
Women	96	93	88	89
All	96	94	87	90
<i>Unweighted base<sup>2</sup></i>				
Men	360	150	380	960
Women	360	240	430	1,150
All	720	390	810	2,110
<i>Weighted base (000s)<sup>3</sup></i>				
Men	8,447	3,446	9,131	23,414
Women	7,513	4,977	8,528	24,618
All	15,960	8,423	17,659	48,033

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.4**

### Knowledge of beer units: by sex, 1997– 2009

Those who drank beer in the last year, Great Britain									Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>										
A half pint <sup>3</sup>	49	48	50	52	59	61	59	62	62	63
A pint	14	13	13	17	16	14	14	12	12	14
Any other amount	5	5	5	6	3	4	3	5	5	6
Don't know	21	17	18	15	14	15	13	14	14	11
Not heard of units	12	17	13	12	8	6	10	7	7	6
<i>Unweighted base</i> <sup>4</sup>									770	760
<i>Weighted base (000s)</i> <sup>2</sup>									17,423	18,775
<i>Weighted base</i> <sup>1</sup>	1,359	2,135	1,335	1,444	1,229	899	782	819		
<b>Women</b>										
A half pint <sup>3</sup>	44	42	50	49	52	53	56	56	56	62
A pint	14	18	16	20	16	18	13	14	14	14
Any other amount	4	4	4	3	3	3	3	2	3	6
Don't know	25	23	21	18	20	19	21	20	19	14
Not heard of units	13	14	9	10	8	6	8	8	8	3
<i>Unweighted base</i> <sup>4</sup>									450	460
<i>Weighted base (000s)</i> <sup>2</sup>									9,216	10,265
<i>Weighted base</i> <sup>1</sup>	968	1,481	902	825	804	559	509	448		
<b>All</b>										
A half pint <sup>3</sup>	47	45	50	50	56	58	58	60	60	63
A pint	14	15	14	18	16	16	14	13	13	14
Any other amount	5	5	5	5	3	4	3	4	4	6
Don't know	22	19	19	16	16	17	16	16	16	12
Not heard of units	12	16	11	11	8	6	9	7	7	5
<i>Unweighted base</i> <sup>4</sup>									1,220	1,210
<i>Weighted base (000s)</i> <sup>2</sup>									26,638	29,040
<i>Weighted base</i> <sup>1</sup>	2,327	3,616	2,238	2,269	2,033	1,458	1,291	1,267		

1997-2007 percentages and bases weighted for unequal chance of selection

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Correct answer.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics



#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.5**

### Knowledge of wine units: by sex, 1997–2009

Those who drank wine in the last year, Great Britain									Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>										
Less than a small glass <sup>3 4</sup>	..	..	..	..	..	..	19	13	13	25
One (small) glass <sup>3</sup>	57	54	56	61	68	68	50	57	57	53
Any other amount	15	14	15	13	11	13	11	13	13	10
Don't know	18	16	16	15	13	13	14	12	12	8
Not heard of units	10	15	12	10	7	6	6	5	5	3
<i>Unweighted base</i> <sup>5</sup>									620	570
<i>Weighted base (000s)</i> <sup>2</sup>									14,390	13,875
<i>Weighted base</i> <sup>1</sup>	1,126	1,850	1,149	1,172	998	755	625	668		
<b>Women</b>										
Less than a small glass <sup>3 4</sup>	..	..	..	..	..	..	17	16	15	28
One (small) glass <sup>3</sup>	51	51	60	61	66	68	52	52	52	49
Any other amount	13	12	12	11	10	8	10	8	8	7
Don't know	22	20	18	16	15	16	16	15	15	11
Not heard of units	14	16	10	12	8	7	6	9	10	5
<i>Unweighted base</i> <sup>5</sup>									830	780
<i>Weighted base (000s)</i> <sup>2</sup>									16,321	16,356
<i>Weighted base</i> <sup>1</sup>	1,409	2,161	1,344	1,358	1,331	954	848	799		
<b>All</b>										
Less than a small glass <sup>3 4</sup>	..	..	..	..	..	..	18	14	14	27
One (small) glass <sup>3</sup>	54	53	58	61	67	68	51	54	54	51
Any other amount	14	13	13	12	11	10	10	10	10	8
Don't know	20	18	18	16	14	15	15	14	14	10
Not heard of units	12	16	11	11	8	7	6	7	7	4
<i>Unweighted base</i> <sup>5</sup>									1,450	1,340
<i>Weighted base (000s)</i> <sup>2</sup>									30,710	30,230
<i>Weighted base</i> <sup>1</sup>	2,535	4,011	2,495	2,530	2,329	1,709	1,473	1,467		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> The response options were changed in 2007: see text for details

<sup>4</sup> Correct answer.

<sup>5</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.6**

### Knowledge of spirits units: by sex, 1997–2009

Those who drank spirits in the last year, Great Britain	Percentages									
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>										
Single measure <sup>3</sup>	62	57	60	63	66	69	71	69	70	71
Any other amount	9	8	9	9	8	8	7	8	8	10
Don't know	18	18	18	17	18	18	14	17	16	15
Not heard of units	11	17	13	11	8	6	9	6	6	4
<i>Unweighted base</i> <sup>4</sup>									580	530
<i>Weighted base (000s)</i> <sup>2</sup>									12,978	13,455
<i>Weighted base</i> <sup>1</sup>	1,039	1,783	713	1,120	975	710	615	609		
<b>Women</b>										
Single measure <sup>3</sup>	53	53	61	59	62	69	63	62	62	66
Any other amount	8	8	6	7	7	6	6	6	6	9
Don't know	24	23	23	22	22	20	22	23	23	21
Not heard of units	14	16	11	12	9	6	9	10	9	3
<i>Unweighted base</i> <sup>4</sup>									680	630
<i>Weighted base (000s)</i> <sup>2</sup>									13,371	13,725
<i>Weighted base</i> <sup>1</sup>	1,152	1,861	1,175	1,155	1,132	795	729	656		
<b>All</b>										
Single measure <sup>3</sup>	57	55	60	61	64	69	67	66	66	69
Any other amount	9	8	7	8	7	7	6	7	7	10
Don't know	21	20	20	20	20	19	18	20	20	18
Not heard of units	13	17	12	11	9	6	9	8	8	4
<i>Unweighted base</i> <sup>4</sup>									1,260	1,160
<i>Weighted base (000s)</i> <sup>2</sup>									26,349	27,180
<i>Weighted base</i> <sup>1</sup>	2,191	3,644	2,244	2,275	2,107	1,505	1,344	1,265		

1997-2007 percentages and bases weighted for unequal chance of selection

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Correct answer.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.7**

### Knowledge of fortified wine units: by sex, 1997–2009

Those who drank fortified wine in the last year, Great Britain									Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>										
One glass <sup>3</sup>	53	50	54	50	59	58	64	56	57	61
Any other amount	15	16	14	14	12	14	12	18	18	19
Don't know	23	20	22	24	21	21	16	24	22	18
Not heard of units	9	14	10	12	8	6	8	3	3	2
<i>Unweighted base</i> <sup>4</sup>									190	160
<i>Weighted base (000s)</i> <sup>2</sup>									4,435	3,718
<i>Weighted base</i> <sup>1</sup>	435	696	429	371	300	234	183	204		
<b>Women</b>										
One glass <sup>3</sup>	45	45	51	54	48	59	55	60	59	62
Any other amount	12	11	10	11	11	11	8	6	6	11
Don't know	29	25	28	23	28	22	27	24	25	18
Not heard of units	15	29	12	13	13	8	9	10	10	9
<i>Unweighted base</i> <sup>4</sup>									290	230
<i>Weighted base (000s)</i> <sup>2</sup>									5,301	4,711
<i>Weighted base</i> <sup>1</sup>	743	1,203	618	597	509	354	331	265		
<b>All</b>										
One glass <sup>3</sup>	48	47	52	52	52	59	58	58	58	62
Any other amount	13	13	11	12	11	12	10	11	12	15
Don't know	27	23	26	24	26	22	24	24	24	18
Not heard of units	13	17	11	12	11	7	9	7	7	6
<i>Unweighted base</i> <sup>4</sup>									480	400
<i>Weighted base (000s)</i> <sup>2</sup>									9,735	8,429
<i>Weighted base</i> <sup>1</sup>	1,178	1,899	1,049	968	809	588	514	469		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Correct answer.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 4.8

## Knowledge of alcopops units: by sex, 2007–2009

Those who drank alcopops in the last year, Great Britain	Percentages			
	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>				
Less than one small bottle <sup>3</sup>	40	25	27	29
One small bottle (275ml)	30	38	36	33
More than one small bottle	6	15	15	16
Any other amount	0	2	2	6
Don't know	16	15	16	11
Not heard of units	7	5	5	5
<i>Unweighted base</i> <sup>4</sup>			90	80
<i>Weighted base (000s)</i> <sup>2</sup>			2,521	2,819
<i>Weighted base</i> <sup>1</sup>	94	117		
<b>Women</b>				
Less than one small bottle <sup>3</sup>	28	27	28	43
One small bottle (275ml)	30	29	27	24
More than one small bottle	9	13	12	10
Any other amount	2	-	-	2
Don't know	25	22	23	17
Not heard of units	7	9	9	4
<i>Unweighted base</i> <sup>4</sup>			160	130
<i>Weighted base (000s)</i> <sup>2</sup>			3,687	3,621
<i>Weighted base</i> <sup>1</sup>	222	174		
<b>All</b>				
Less than one small bottle <sup>3</sup>	32	26	28	37
One small bottle (275ml)	30	32	31	28
More than one small bottle	8	14	13	13
Any other amount	1	1	1	4
Don't know	22	20	20	14
Not heard of units	7	8	7	4
<i>Unweighted base</i> <sup>4</sup>			250	210
<i>Weighted base (000s)</i> <sup>2</sup>			6,208	6,441
<i>Weighted base</i> <sup>1</sup>	316	291		

2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Correct answer.

<sup>4</sup> Figures for unweighted sample have been rounded independently.

The sum of component items does not therefore necessarily add to the totals shown.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.9**

### Percentage of drinkers of each drink who knew what a unit of each type of drink was: by how often they drank that type of drink, 1997–2009

Those who drank each type of drink in the last year, Great Britain											Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>	2009 Weighted base (000s) <sup>2</sup>	2009 Unweighted base <sup>3</sup>
<b>Beer</b>												
At least once a week	54	51	54	54	61	64	63	66	66	69	14,407	600
Less than once a week	41	40	46	48	54	53	59	59	59	59	9,271	380
Only once or twice a year	34	34	44	42	45	49	46	45	44	53	5,363	230
Total	47	45	50	50	56	58	59	60	60	63	29,040	1,210
<b>Wine<sup>4</sup></b>												
At least once a week	67	63	69	70	75	77	77	77	77	83	14,713	670
Less than once a week	48	48	56	57	62	64	67	67	67	76	10,878	470
Only once or twice a year	31	36	35	42	48	48	57	50	49	65	4,639	200
Total	54	53	58	61	67	68	71	69	68	78	30,230	1,340
<b>Spirits</b>												
At least once a week	57	57	63	59	66	72	72	65	66	67	7,920	340
Less than once a week	60	57	62	66	65	70	69	70	70	70	12,338	520
Only once or twice a year	50	46	51	54	58	62	61	58	58	68	6,922	310
Total	57	55	60	61	64	69	68	65	66	69	27,180	1,160
<b>Fortified wine</b>												
At least once a week	50	44	51	51	59	56	68	57	55	65	1,204	60
Less than once a week	50	50	54	52	48	57	59	64	66	62	2,683	130
Only once or twice a year	44	44	50	52	51	60	59	54	54	61	4,542	210
Total	48	47	52	52	52	59	61	58	58	62	8,429	400
<b>Alcopops<sup>5</sup></b>												
At least once a week	..	..	..	..	..	..	55	58	[25]	77	1,209	40
Less than once a week	..	..	..	..	..	..	62	50	50	63	2,720	80
Only once or twice a year	..	..	..	..	..	..	65	68	70	62	2,511	80
Total	..	..	..	..	..	..	61	58	58	65	6,441	210

Bases for earlier years can be found in Opinions (Omnibus) reports for each year.

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>4</sup> From 2007, includes those who said it was a small glass, as well as those who said, correctly, that it was less than a small glass.

<sup>5</sup> From 2007, includes those who said it was a small bottle, as well as those who said, correctly, that it was less than a small bottle.

.. Question introduced in 2007.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: Opinions Survey, Office for National Statistics

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.10**

### Whether drinkers keep a check on units drunk: by sex, 1997–2009

Drinkers who had heard of units, Great Britain	Percentages									
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>										
Daily	5	3	5	2	4	4	5	5	5	4
Weekly	4	5	5	3	5	4	6	6	6	3
Both daily and weekly	2	2	1	2	1	1	2	1	1	1
Other	3	3	3	3	3	4	3	4	4	3
All who kept a check	14	13	14	10	13	12	16	15	15	12
<i>Unweighted base</i> <sup>3</sup>									790	790
<i>Weighted base (000s)</i> <sup>2</sup>									17,923	19,475
<i>Weighted base</i> <sup>1</sup>	1,284	1,832	1,211	1,342	1,212	912	809	847		
<b>Women</b>										
Daily	3	3	2	2	4	3	3	3	4	2
Weekly	5	5	6	6	4	5	6	7	7	6
Both daily and weekly	2	2	2	1	2	2	2	2	2	2
Other	2	2	3	4	3	3	3	4	4	4
All who kept a check	12	12	13	13	13	13	14	16	16	14
<i>Unweighted base</i> <sup>3</sup>									900	880
<i>Weighted base (000s)</i> <sup>2</sup>									17,721	18,867
<i>Weighted base</i> <sup>1</sup>	1,341	2,016	1,352	1,374	1,438	1,036	908	875		
<b>All</b>										
Daily	4	3	4	2	4	3	4	4	4	3
Weekly	5	5	5	4	4	5	6	6	6	4
Both daily and weekly	2	2	2	1	2	2	2	1	1	2
Other	2	3	3	4	3	3	3	4	4	4
All who kept a check	13	12	13	11	13	13	15	15	16	13
<i>Unweighted base</i> <sup>3</sup>									1,690	1,670
<i>Weighted base (000s)</i> <sup>2</sup>									35,645	38,342
<i>Weighted base</i> <sup>1</sup>	2,625	3,847	2,560	2,716	2,650	1,949	1,718	1,717		

1997-2007 percentages and bases weighted for unequal chance of selection

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals

Source: *Opinions Survey*, Office for National Statistics

Table 4.11

**Whether drinkers keep a check on units drunk: by sex and average weekly alcohol consumption, 2009**

	Average weekly alcohol consumption				Total
	Less than 1 unit	1–10/1–7 units <sup>1</sup>	11–21/8–14 units <sup>1</sup>	22/15 units and over <sup>1</sup>	
Drinkers who had heard of units, Great Britain					
Percentages					
<b>Men</b>					
Daily	2	2	4	7	4
Weekly	1	3	4	3	3
Both daily and weekly	2	1	3	0	1
Other	5	3	2	4	3
All who kept a check	10	9	13	15	12
<i>Unweighted base</i> <sup>2</sup>	100	280	200	210	790
<i>Weighted base (000s)</i> <sup>3</sup>	2,685	6,414	4,934	4,826	19,475
<b>Women</b>					
Daily	2	2	3	3	2
Weekly	-	6	8	10	6
Both daily and weekly	0	3	2	2	2
Other	6	4	3	3	4
All who kept a check	9	15	17	18	14
<i>Unweighted base</i> <sup>2</sup>	230	290	130	230	880
<i>Weighted base (000s)</i> <sup>3</sup>	4,535	6,374	2,730	5,228	18,867
<b>All</b>					
Daily	2	2	4	5	3
Weekly	0	4	6	7	4
Both daily and weekly	1	2	3	1	2
Other	6	4	3	4	4
All who kept a check	9	12	14	16	13
<i>Unweighted base</i> <sup>2</sup>	332	570	330	440	1,670
<i>Weighted base (000s)</i> <sup>3</sup>	7,220	13,404	7,664	10,054	38,342

<sup>1</sup> Number of units drunk by men/women.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.12**

### Percentage who had heard of daily drinking limits: by sex, 1997–2009

Great Britain										Percentages	
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>	
<b>Men</b>											
Yes	54	59	62	59	62	68	68	72	72	74	
No	38	32	32	30	29	22	24	18	18	17	
Not sure	8	9	6	10	9	9	8	10	9	8	
<i>Unweighted base</i> <sup>3</sup>									1,000	960	
<i>Weighted base (000s)</i> <sup>2</sup>									22,478	23,414	
<i>Weighted base</i> <sup>1</sup>	1,707	2,550	1,613	1,729	1,572	1,125	1,029	1,062			
<b>Women</b>											
Yes	54	57	66	61	61	69	70	68	67	75	
No	37	35	27	30	29	22	22	22	23	16	
Not sure	9	8	8	9	9	10	8	10	10	9	
<i>Unweighted base</i> <sup>3</sup>									1,240	1,150	
<i>Weighted base (000s)</i> <sup>2</sup>									24,119	24,641	
<i>Weighted base</i> <sup>1</sup>	1,930	2,960	1,829	1,884	1,939	1,347	1,196	1,180			
<b>All</b>											
Yes	54	58	64	60	61	69	69	70	70	75	
No	37	34	29	30	29	22	23	20	21	17	
Not sure	8	8	7	10	9	9	8	10	10	9	
<i>Unweighted base</i> <sup>3</sup>									2,240	2,110	
<i>Weighted base (000s)</i> <sup>2</sup>									46,596	48,055	
<i>Weighted base</i> <sup>1</sup>	3,637	5,510	3,442	3,613	3,511	2,472	2,225	2,242			

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*



#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.13**

### Percentage who had heard of daily drinking limits: by sex and average weekly alcohol consumption, 1997–2009

Great Britain								Percentages				Weighted base (000s) <sup>2</sup>	2009 Unweighted base <sup>3</sup>
1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>			
<b>Men</b>													
Non-drinker	33	45	42	39	40	45	44	44	48	49	66	2,291	100
Less than 1 unit	41	39	56	43	51	61	49	49	70	71	65	3,295	120
1-10 units	54	58	62	60	62	70	70	69	71	72	72	7,544	300
11-21 units	62	66	65	67	70	73	79	77	78	78	80	5,166	210
22 units and over	64	67	70	66	71	75	74	75	81	81	83	5,117	220
Total	54	59	62	59	62	68	68	68	72	72	74	23,414	960
<b>Women</b>													
Non-drinker	43	36	43	39	37	46	45	45	46	44	58	4,429	200
Less than 1 unit	47	49	64	54	57	64	63	62	64	63	70	5,222	260
1-7 units	55	62	70	69	66	74	78	76	73	72	76	6,709	300
8-14 units	63	65	74	67	68	77	82	81	76	76	84	2,847	140
15 units and over	68	72	71	70	74	80	82	83	80	80	86	5,433	250
Total	54	57	66	61	61	69	70	70	68	67	75	24,641	1,150

Bases for earlier years can be found in Opinions (Omnibus) reports for each year.

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics

## 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.14**

### Knowledge of daily drinking limits: by sex, 1997–2009

Those who had heard of daily drinking limits, Great Britain									Percentages							
	1997	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>						
<b>Men</b>																
Said limit for men was ...																
1 unit	1	2	1	1	1	2	1	1	1	2						
2 units	7	10	10	9	15	11	12	13	13	10						
3 units	20	22	18	24	24	22	24	24	24	25						
4 units	18	16	14	16	16	15	13	12	13	19						
5 units and over	15	12	12	15	11	14	14	13	13	12						
Don't know	38	38	43	36	32	36	36	36	35	32						
Said limit for women was ...																
1 unit	6	8	7	7	12	10	10	12	12	9						
2 units	25	27	24	28	33	28	28	30	30	35						
3 units	11	12	11	11	9	13	11	10	11	14						
4 units and over	12	10	10	12	9	10	12	8	9	9						
Don't know	45	42	48	41	36	39	39	40	39	33						
<i>Unweighted base</i> <sup>3</sup>									720	710						
<i>Weighted base (000s)</i> <sup>2</sup>									16,274	17,441						
<i>Weighted base</i> <sup>1</sup>									927	1,498	994	1,022	971	770	693	765
<b>Women</b>																
Said limit for men was ...																
1 unit	0	1	0	1	1	0	0	1	1	1						
2 units	4	6	6	6	7	7	5	10	9	9						
3 units	20	19	20	20	24	28	26	28	28	31						
4 units	12	12	12	14	13	12	11	10	10	14						
5 units and over	16	14	16	14	15	15	14	10	10	14						
Don't know	47	47	46	46	38	37	43	42	42	31						
Said limit for women was ...																
1 unit	4	4	5	6	6	6	5	8	8	8						
2 units	28	32	31	31	36	40	37	39	39	42						
3 units	13	11	11	13	12	9	9	6	7	13						
4 units and over	11	10	12	10	11	10	11	8	8	10						
Don't know	43	43	42	40	34	34	38	38	38	28						
<i>Unweighted base</i> <sup>3</sup>									840	870						
<i>Weighted base (000s)</i> <sup>2</sup>									16,171	18,440						
<i>Weighted base</i> <sup>1</sup>									1,050	1,698	1,200	1,156	1,186	927	837	805
<b>All</b>																
Said limit for men was ...																
1 unit	1	1	1	1	1	1	1	1	1	1						
2 units	5	8	8	7	11	9	8	11	11	10						
3 units	20	21	19	22	24	25	25	26	26	28						
4 units	15	14	13	15	14	13	12	11	12	16						
5 units and over	16	13	14	14	14	15	14	11	12	13						
Don't know	43	43	45	41	36	37	40	39	38	31						
Said limit for women was ...																
1 unit	5	6	6	6	8	8	7	10	11	8						
2 units	27	30	28	30	35	34	33	35	35	39						
3 units	12	11	11	12	11	11	10	8	9	13						
4 units and over	12	10	11	11	10	10	12	8	8	9						
Don't know	44	43	45	40	35	36	38	39	38	30						
<i>Unweighted base</i> <sup>3</sup>									1,560	1,580						
<i>Weighted base (000s)</i> <sup>2</sup>									32,445	35,881						
<i>Weighted base</i> <sup>1</sup>									1,977	3,196	2,193	2,178	2,157	1,697	1,530	1,569

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: Opinions Survey, Office for National Statistics

Table 4.15

**Men's knowledge of daily drinking limits for men: by average weekly alcohol consumption, 2009**

Men, Great Britain	Average weekly alcohol consumption					Percentages
	Non-drinkers	Less than 1 unit	1–10 units	11–21 units	22 units and over	Total
Said limit was ...						
1 unit	2	3	1	1	1	1
2 units	5	7	6	8	10	8
3 units	15	15	17	20	22	18
4 units	4	13	11	20	17	14
5 units and over	7	8	8	11	10	9
Don't know	33	18	27	19	22	23
Had not heard of daily drinking limits	34	35	28	20	17	26
<i>Unweighted base</i> <sup>1</sup>	100	120	300	210	220	960
<i>Weighted base (000s)</i> <sup>2</sup>	2,291	3,295	7,544	5,166	5,117	23,414

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 4.16

**Women's knowledge of daily drinking limits for women: by average weekly alcohol consumption, 2009**

Women, Great Britain	Average weekly alcohol consumption					Percentages
	Non-drinkers	Less than 1 unit	1-7 units	8-14 units	15 units and over	Total
Said limit was ...						
1 unit	2	5	7	9	5	6
2 units	24	21	32	40	44	32
3 units	4	10	10	10	13	9
4 units and over	4	6	8	10	8	7
Don't know	25	28	19	16	16	21
Had not heard of daily drinking limits	42	30	24	16	14	25
<i>Unweighted base</i> <sup>1</sup>	200	260	300	140	250	1,150
<i>Weighted base (000s)</i> <sup>2</sup>	4,429	5,222	6,709	2,847	5,433	24,641

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

#### 4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2009

**Table 4.17**

### Percentage who had discussed drinking with a health professional in the last year: by sex, 2000–2009

Drinkers, Great Britain	Percentages							
	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>								
GP	8	8	8	11	8	8	8	8
Someone else at the surgery	1	1	1	2	1	1	1	1
Doctor elsewhere	2	1	1	1	1	2	2	1
Other medical person elsewhere	1	2	1	2	1	1	1	2
Not discussed drinking	90	89	89	86	89	89	89	90
<i>Unweighted base</i> <sup>3</sup>							860	850
<i>Weighted base (000s)</i> <sup>2</sup>							19,383	21,123
<i>Weighted base</i> <sup>1</sup>	1,461	1,572	1,384	1,017	912	915		
<b>Women</b>								
GP	4	4	5	5	4	6	6	4
Someone else at the surgery	1	1	1	1	2	0	0	1
Doctor elsewhere	0	1	1	1	0	1	1	1
Other medical person elsewhere	1	1	1	1	1	1	1	2
Not discussed drinking	94	94	92	92	93	92	92	93
<i>Unweighted base</i> <sup>3</sup>							1,030	950
<i>Weighted base (000s)</i> <sup>2</sup>							20,011	20,189
<i>Weighted base</i> <sup>1</sup>	1,585	1,628	1,645	1,156	994	984		

1997-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Percentages sum to more than 100% as respondents could discuss drinking with more than one person.

Source: *Opinions Survey, Office for National Statistics*

Table 4.18

**Percentage who had discussed drinking with a health professional in the last year:  
by sex and age, 2009**

Drinkers, Great Britain	Percentages				
	16-24	25-44	45-64	65 and over	Total
<b>Men</b>					
GP	2	7	11	10	8
Someone else at the surgery	-	0	1	2	1
Doctor elsewhere	3	1	0	1	1
Other medical person elsewhere	2	1	2	2	2
Not discussed drinking	93	92	86	87	90
<i>Unweighted base</i> <sup>1</sup>	70	280	300	210	850
<i>Weighted base (000s)</i> <sup>2</sup>	3,294	7,629	6,575	3,624	21,123
<b>Women</b>					
GP	4	3	7	3	4
Someone else at the surgery	-	1	1	0	1
Doctor elsewhere	-	1	1	2	1
Other medical person elsewhere	-	2	1	3	2
Not discussed drinking	96	93	91	93	93
<i>Unweighted base</i> <sup>1</sup>	70	330	340	210	950
<i>Weighted base (000s)</i> <sup>2</sup>	2,896	6,965	6,632	3,698	20,189

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Percentages sum to more than 100% as respondents could discuss drinking with more than one person.

Source: *Opinions Survey, Office for National Statistics*

Table 4.19

**Percentage who had discussed drinking with a health professional in the last year: by sex and average weekly alcohol consumption, 2009**

Drinkers, Great Britain	Average weekly alcohol consumption				Percentages Total
	Less than 1 unit	1–10/1–7 units <sup>1</sup>	11–21/8–14 units <sup>1</sup>	22/15 units and over <sup>1</sup>	
<b>Men</b>					
GP	3	5	10	13	8
Someone else at the surgery	-	0	2	1	1
Doctor elsewhere	0	-	1	3	1
Other medical person elsewhere	0	2	1	2	2
Not discussed drinking	96	93	88	82	90
<i>Unweighted base</i> <sup>2</sup>	120	300	210	220	850
<i>Weighted base (000s)</i> <sup>3</sup>	3,295	7,544	5,166	5,117	21,123
<b>Women</b>					
GP	1	4	6	8	4
Someone else at the surgery	0	0	0	1	1
Doctor elsewhere	1	0	2	1	1
Other medical person elsewhere	1	1	0	3	2
Not discussed drinking	97	94	92	88	93
<i>Unweighted base</i> <sup>2</sup>	260	300	140	250	950
<i>Weighted base (000s)</i> <sup>3</sup>	5,200	6,709	2,847	5,433	20,189

<sup>1</sup> Number of units drunk by men/women.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Percentages sum to more than 100% as respondents could discuss drinking with more than one person.

Source: *Opinions Survey, Office for National Statistics*

## 5 Purchase of alcoholic drink

As noted earlier, some types of alcoholic drink vary widely in their alcoholic content. This is particularly the case for beers, lagers, and ciders, where the ABV (alcohol by volume) can vary from less than 3 per cent to more than 9 per cent. Since such drinks are now sold in a much wider range of can and bottle sizes than used to be the case, it is not easy for most purchasers to know how much alcohol is in what they are buying.

From 1998, a number of the UK's largest drinks companies introduced unit labelling on a voluntary basis, to support the government's 'Sensible Drinking' messages and to make it easier for drinkers to associate those messages with the actual amount of alcohol they were buying. Initially, unit labelling was introduced on cans and bottles sold in off-licences and retail outlets: it means that, for example, a 440ml can of lager with an ABV of 5.3 per cent will have a label indicating that the can contains 2.3 units of alcohol. The government has supported the manufacturers' initiative by making complementary information about sensible drinking available, including in outlets where the products are sold.

To establish what proportion of drinkers—and which types of drinker—buy alcohol from places which sell unit-labelled drinks, questions have been included since 1998 about the frequency with which people buy alcohol from different types of outlet. People were asked about their purchase of alcohol, regardless of whether or not it was bought for their own consumption, so the questions were addressed to non-drinkers as well as drinkers. Alcohol purchased by someone else for the respondent to drink is not included. The questions were asked to all respondents including 16 and 17 year olds.

As some sources of alcohol, such as purchases abroad, are likely to be used relatively infrequently, respondents were asked how often they had bought alcohol in the last year from each source, and also about where they had bought alcohol in the previous week.

Since use of the internet and membership of wine clubs have been increasing over the survey period, it was felt necessary to clarify where these purchases of alcohol should be coded. From 2004, the question referring to 'somewhere other than a retail outlet (e.g. boot sale)' was amended to include internet purchases and from 2006 wine clubs were also included in this question. An interviewer instruction was added to the questions referring to specific retail outlets reminding interviewers to exclude internet purchases.

### **Purchases in the last twelve months**

Almost three-quarters (72 per cent) of those interviewed had bought alcohol from a supermarket during the last year. Slightly smaller proportions, 68 per cent and 62 per cent respectively, had bought alcohol from a licensed bar and to drink with food at a restaurant, and 27 per cent had done so from an off-licence. Very few (5 per cent) had purchased alcohol from somewhere other than a retail outlet (such as a car boot sale or from the internet or wine clubs).

The percentage of people who had bought alcohol from an off-licence in the past year fell from 37 per cent in 1998 to 27 per cent in 2009, but purchases at a restaurant increased from 57 per cent to 62 per cent over the same period. The percentages buying from a licensed bar, from a supermarket or from other outlets changed little over the period.



It was found in earlier surveys that nearly all purchases abroad or from a duty free shop were infrequent and since 2004 an additional answer category of 'only once in the last year' has been added to this question. The percentage of those interviewed who had bought alcohol from duty free outlets or abroad in the past year, fell from 34 per cent in 2004 to 25 per cent in 2009. Of the 25 per cent who had purchased alcohol from abroad or a duty free shop in the last year, more than half (15 per cent of all respondents) had done so only once.

### Frequency of Purchases

People were much more likely to make frequent purchases from some types of outlet than from others. A higher proportion of people frequently bought alcohol from a licensed bar or a supermarket than from any other type of outlet. Over a fifth of all respondents (21 per cent) had purchased alcohol from a bar at least once a week either for themselves or others to drink. Twenty per cent had bought alcohol from a supermarket at least once a week but slightly more (25 per cent) had done so once or twice a month. Only 5 per cent of respondents had bought alcohol from a restaurant once a week or more often, but almost a quarter (23 per cent) had done so once or twice a month.

Men were more likely than women to have purchased alcohol in the last year from a licensed bar (78 per cent of men compared with 59 per cent of women), from a restaurant (67 per cent and 57 per cent respectively) and from an off licence (32 per cent and 21 per cent respectively). Men were also more than twice as likely as women to have bought alcohol from a bar at least once a week (29 per cent of men had done so, compared with 13 per cent of women).

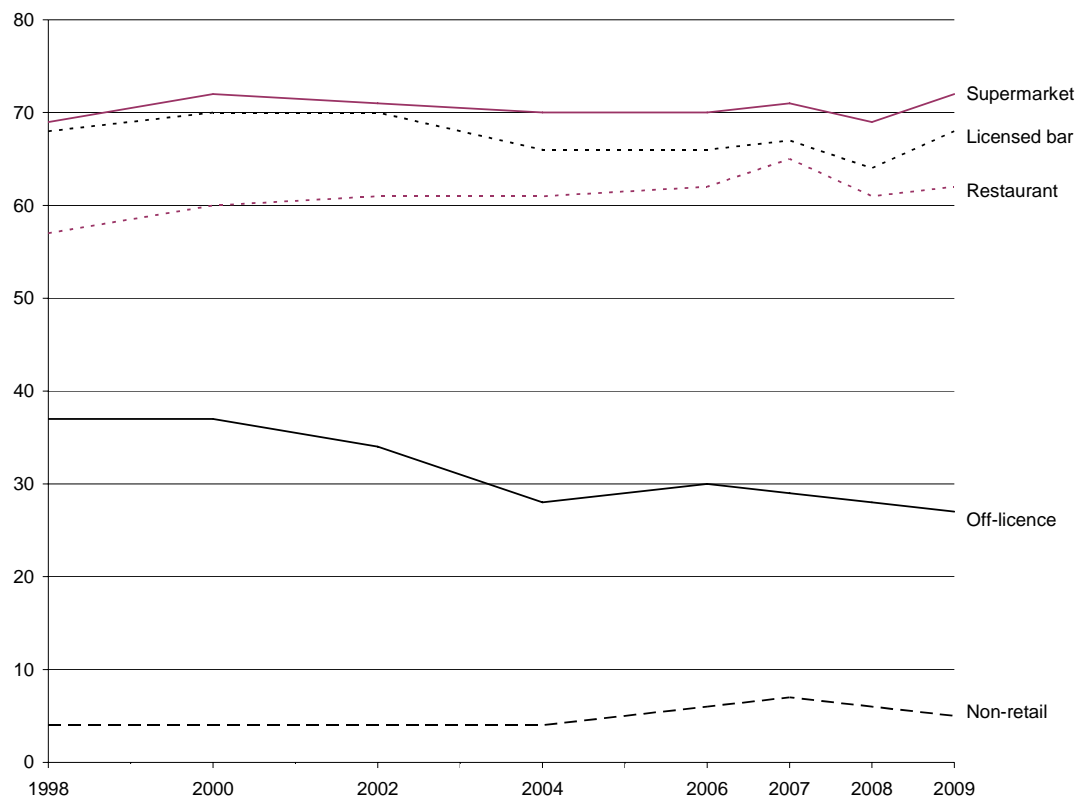
*Tables 5.1–5.2*

Figure 5.1

## Respondents who bought alcohol from various outlets in the past year: 1998–2009

Great Britain

Percentages



Source: *Opinions Survey, Office for National Statistics*

## Purchases in the previous week

In the week prior to the survey, the percentage of respondents who had purchased alcohol from a licensed bar and the percentage of respondents who had purchased alcohol from a supermarket were the same (29 per cent). Other outlets were much less likely to have been used in the previous week—17 per cent of people had bought alcohol in a restaurant, 6 per cent in an off-licence, 1 per cent had done so abroad and 1 per cent from a duty free shop.

The percentage of respondents who had bought alcohol from a licensed bar in the last week (29 per cent) is significantly higher than the percentage recorded in 2008 (25 per cent). It is, however, worth noting that this figure is similar to that recorded in 2007 and is lower than the figures recorded between 1998 and 2002. The percentage of people who purchased alcohol from a supermarket in the last week has also shown a significant increase in the last year. There was little

difference in the percentages of people who had bought alcohol from the other outlets in the previous week compared with previous years.

**Figure 5.2**

**Respondents who bought alcohol from various outlets in the past week: 1998–2009**

**Great Britain**

**Percentages**



Source: *Opinions Survey, Office for National Statistics*

There were marked differences between men and women in where they had bought alcohol in the previous week. Men were proportionately more likely to have bought alcohol in a licensed bar: 40 per cent of men compared with 18 per cent of women. It should be noted that this percentage includes drinks bought for others. Men were also more likely than women to have bought alcohol at an off-licence (8 per cent of men compared with 3 per cent of women) or to drink with a meal at a restaurant (21 per cent of men compared with 13 per cent of women) but similar proportions of men and of women had bought alcohol at a supermarket.

*Table 5.3*

*Purchases from a licensed bar*

Older people, both men and women, were less likely than others to have bought alcohol from a licensed bar in the week prior to the survey: for example, 18 per cent of those aged 65 and over had done so compared with 36 per cent of those aged 16–24. The difference in relation to age was particularly marked for women. Among both men and women, those working in intermediate occupations were more likely to have purchased alcohol from a licensed bar in the last week than those in routine and manual occupations.

There was more variation in relation to alcohol consumption. Among both men and women, the heaviest drinkers were the most likely to have bought alcohol from a bar – 71 per cent of men and 38 per cent of women with an average weekly alcohol consumption of more than 21 units (men) and 14 units (women) had done so in the previous week.

*Purchases from a supermarket*

Overall, there was no difference in the proportions of men and women who purchased alcohol from a supermarket in the previous week. Among both men and women, those aged 25–64 were the most frequent purchasers. Men and women in routine and manual occupations were less likely than those in other occupational groups to have purchased alcohol from a supermarket in the previous week.

Not surprisingly, men drinking more than 21 units a week, on average, and women drinking more than 14 units were much more likely than those with lower alcohol consumption to have bought alcohol from a supermarket.

It should be noted that people may not have bought the alcohol to drink themselves, and so any differences between subgroups may reflect shopping patterns rather than drinking patterns.

*Purchases in a restaurant*

Men were more likely than women to buy alcohol from a restaurant in the last week (21 per cent of men had done so compared to 13 per cent of women). Among both men and women, those aged 25–64 were more likely than other age groups to have bought alcohol to drink with food in a restaurant. Men and women working in routine and manual occupations were less likely than those working in managerial and professional occupations to have purchased alcohol from a restaurant within the last week. This difference was particularly pronounced among men. Men who reported drinking more than 11 units a week and women who reported drinking more than 8 units a week were the most likely to have said they purchased alcohol from a restaurant in the previous week.

*Purchases from an off-licence*

Men were more likely than women to have bought alcohol from an off-licence in the previous week (8 per cent compared with 3 per cent). Those in the youngest two age groups (16–24 and 25–44) were the most likely to have done so. There was no clear pattern for men or for women in relation to occupational grouping. In relation to alcohol consumption, it was again the heaviest drinkers who were most likely to have bought alcohol from an off-licence in the last week: 17 per cent of men and 8 per cent of women in the heaviest drinking category had done so.

*Tables 5.4–5.6*

### Awareness of unit labelling

As well as looking at what proportion of drinkers buy alcohol from places which sell unit-labelled drinks, it is informative to establish whether drinkers who said previously that they had heard of measuring alcohol in units had seen any alcoholic drinks with the units of alcohol on the label, and if so, where.

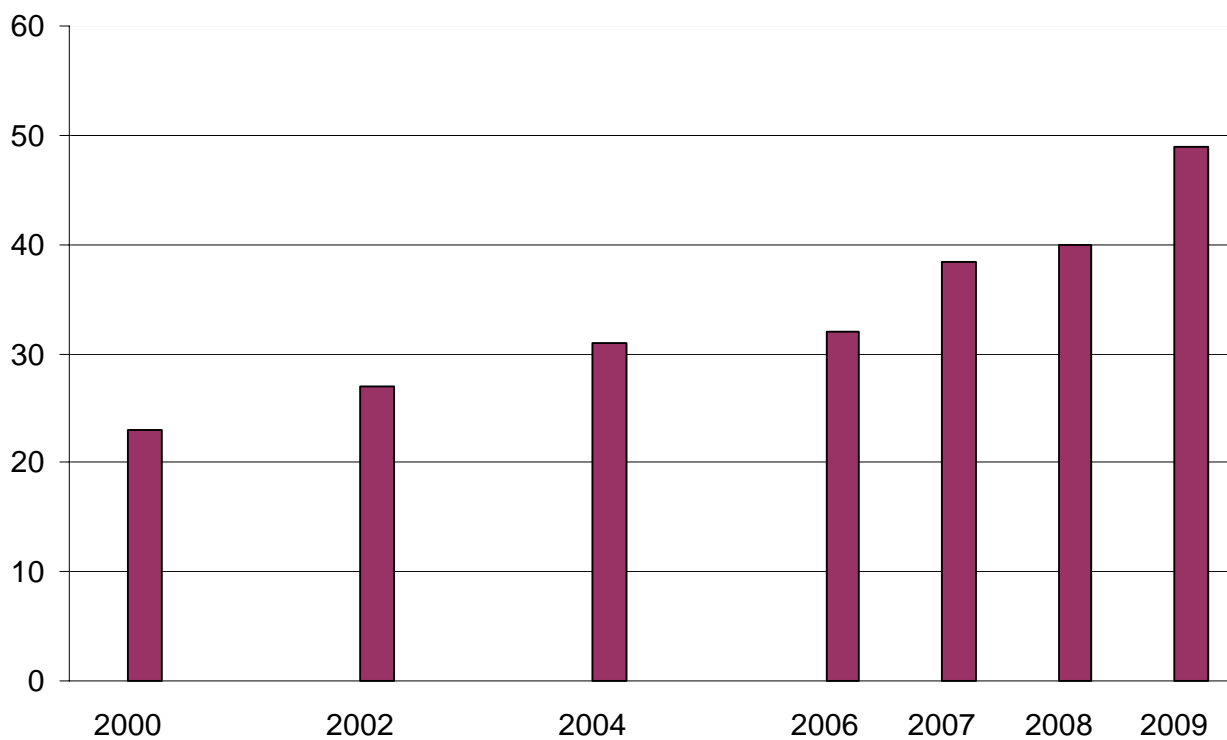
Almost a half (49 per cent) of drinkers who had heard of units had seen unit labelling on alcohol. Men were more likely than women to say they had seen unit labelling (55 per cent compared with 43 per cent), and seeing unit labelling has increased more among men than among women since 2000.

**Figure 5.3**

### Respondents who had heard of alcohol units who had seen labelling on alcohol: 1998–2009

Great Britain

Percentages



Source: *Opinions Survey, Office for National Statistics*

The most frequently mentioned place where unit labelling had been seen was a supermarket (93 per cent). Off-licences were mentioned by 22 per cent and pubs by 19 per cent. It was shown earlier that men were more likely than women to buy alcohol in off-licences, and table 5.8 shows that men were also more likely than women to mention seeing unit labelling in off-licences. Men

were also more likely to mention witnessing unit labelling in restaurants. The proportions were similar for men and women for other places.

*Tables 5.7–5.8*

### **Visits to pubs after the smoking ban**

In July 2007, legislation was introduced making enclosed public places smoke-free in England. This followed similar legislation that was introduced in March 2006 in Scotland and in April 2007 in Wales. The question from previous years asking respondents whether they would visit pubs more or less often if smoking was banned was therefore replaced to reflect this change and the results since 2008 are not comparable with those from previous years.

The question about visiting pubs was only asked of drinkers and the tables show results for those drinkers who go to pubs. Three-quarters (75 per cent) of drinkers who visited pubs said that the change had not affected how often they went to pubs. Respondents were as likely to say that they went to pubs more often now than before the restrictions (12 per cent) as they were to say that they went less often now (13 per cent).

The percentage of women who visited the pub about the same amount since the smoking restrictions were introduced has decreased from 80 per cent in 2008 to 73 per cent in 2009. Conversely, the percentage of women who said they were less likely to go to the pub following the restrictions has increased from 9 per cent to 14 per cent over the same period. Although there were slight differences in frequency of visits to pubs among men between the two years, none were significant.

The pattern of answers was different among the youngest age groups: those aged 16–24 were more likely to say that they visit the pub more often since the restrictions were introduced (25 per cent) than less often (12 per cent) and those aged 45–64 were more likely to visit pubs less often (14 per cent) than more often (8 per cent). In other age groups the percentage who went more often was similar to the percentage who went less often.

Those aged 16–24 were the least likely to report that their frequency of visits to the pub remained about the same following the introduction of the smoking ban. The difference was most pronounced when compared with those aged 65 and over (62 per cent of 16–24 year olds compared with 80 per cent of those 65 and over). Those aged 16–24 were also more likely to have reported that they would visit the pub more often since the ban than all other age groups.

There was no consistent pattern of difference in visiting pubs since the smoking ban according to average weekly alcohol consumption.

*Tables 5.9–5.11*

Table 5.1

## How often people bought alcohol from various outlets in the last year: 1998–2009

Great Britain	Percentages												
	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>				
<b>Licensed bar</b>													
At least once a week	26	26	26	22	22	21	20	20	21				
Once or twice a month	19	20	19	20	20	22	20	20	22				
A few times a year	23	23	24	23	24	24	26	25	26				
Not at all in the last year	32	30	30	34	34	33	36	35	32				
Any time in the last year	68	70	70	66	66	67	64	65	68				
<b>Supermarket</b>													
At least once a week	15	16	17	17	16	16	17	17	20				
Once or twice a month	22	25	25	26	26	27	24	25	25				
A few times a year	33	30	30	27	29	29	28	27	27				
Not at all in the last year	31	28	29	30	30	29	31	31	28				
Any time in the last year	69	72	71	70	70	71	69	69	72				
<b>Restaurant</b>													
At least once a week	3	5	4	5	5	5	5	5	5				
Once or twice a month	17	19	21	21	22	25	22	23	23				
A few times a year	37	36	36	35	35	35	34	34	33				
Not at all in the last year	43	40	39	39	38	35	39	38	38				
Any time in the last year	57	60	61	61	62	65	61	62	62				
<b>Off-licence</b>													
At least once a week	5	6	5	4	4	4	4	5	5				
Once or twice a month	10	12	9	7	8	8	8	8	8				
A few times a year	23	20	20	17	17	17	15	16	14				
Not at all in the last year	63	63	66	72	70	71	72	71	73				
Any time in the last year	37	37	34	28	30	29	28	29	27				
<b>Non-retail</b>													
At least once a week	0	0	0	0	0	0	0	0	0				
Once or twice a month	0	1	1	1	1	1	0	0	1				
A few times a year	3	3	3	4	5	6	5	5	4				
Not at all in the last year	96	96	96	95	94	93	94	94	95				
Any time in the last year	4	4	4	5	6	7	6	6	5				
<b>Abroad or dutyfree</b>													
At least once a week	0	0	0	0	0	0	0	0	0				
Once or twice a month	1	1	1	1	1	0	1	1	1				
A few times a year	28	27	28	12	12	11	10	10	9				
Only once in the last year <sup>3</sup>	..	..	..	20	20	17	19	19	15				
Not at all in the last year	70	72	71	66	67	71	70	70	75				
Any time in the last year	30	28	29	34	33	29	30	30	25				
<i>Unweighted base</i> <sup>4</sup>								2,240	2,110				
<i>Weighted base (000s)</i> <sup>2</sup>								46,581	48,033				
<i>Weighted base</i> <sup>1</sup>							5,510	3,451	3,613	3,530	2,474	2,225	2,242

1998-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> New response option added 2004.

<sup>4</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 5.2

## How often people bought alcohol from various outlets in the last year: by sex, 2009

Great Britain	Percentages					
	Licensed bar	Supermarket	Restaurant	Off-licence	Non-retail	Abroad/ duty free
<b>Men</b>						
At least once a week	29	20	7	6	0	0
Once or twice a month	25	28	27	9	1	1
A few times a year	24	26	33	17	4	25 <sup>1</sup>
Not at all in the last year	22	27	33	68	95	74
Any time in the last year	78	73	67	32	5	26
<i>Unweighted base</i> <sup>2</sup>	960	960	960	960	960	960
<i>Weighted base (000s)</i> <sup>3</sup>	23,414	23,414	23,414	23,414	23,414	23,414
<b>Women</b>						
At least once a week	13	19	4	3	0	0
Once or twice a month	18	23	20	6	0	0
A few times a year	27	28	33	12	4	23 <sup>1</sup>
Not at all in the last year	41	30	43	79	95	76
Any time in the last year	59	70	57	21	5	24
<i>Unweighted base</i> <sup>2</sup>	1,150	1,150	1,150	1,150	1,150	1,150
<i>Weighted base (000s)</i> <sup>3</sup>	24,618	24,618	24,618	24,618	24,618	24,618

<sup>1</sup> Includes those who said they bought alcohol abroad once only in the last year.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*



Table 5.3

### Percentage who had bought alcohol from various outlets in the last week: by sex, 1998 -2009

Great Britain	Percentages								
	1998	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>									
Licensed bar	45	44	43	38	36	37	35	35	40
Supermarket	22	25	26	26	24	27	26	26	30
Restaurant	15	19	19	18	19	19	19	20	21
Off-licence	10	12	10	8	8	10	10	11	8
Non-retail	1	1	1	1	1	1	1	1	1
Abroad/duty free	2	2	2	2	2	2	2	2	1
<i>Unweighted base</i> <sup>3</sup>								1,000	960
<i>Weighted base (000s)</i> <sup>2</sup>								22,477	23,414
<i>Weighted base</i> <sup>1</sup>	2,550	1,618	1,729	1,581	1,125	1,028	1,062		
<b>Women</b>									
Licensed bar	21	24	22	22	18	21	16	16	18
Supermarket	22	26	26	24	24	26	24	24	29
Restaurant	10	12	12	16	16	14	11	11	13
Off-licence	5	6	6	4	4	2	3	3	3
Non-retail	0	0	0	1	1	1	0	0	0
Abroad/duty free	2	2	1	2	1	1	1	1	2
<i>Unweighted base</i> <sup>3</sup>								1,240	1,150
<i>Weighted base (000s)</i> <sup>2</sup>								24,148	24,618
<i>Weighted base</i> <sup>1</sup>	2,960	1,833	1,884	1,948	1,350	1,197	1,178		
<b>All</b>									
Licensed bar	32	33	32	29	26	28	25	25	29
Supermarket/shop	22	26	26	25	24	26	25	25	29
Restaurant	12	15	15	17	17	16	15	15	17
Off-licence	8	9	8	5	6	6	6	7	6
Non-retail	0	0	1	1	1	1	0	0	1
Abroad/duty free	2	2	2	2	2	1	1	2	1
<i>Unweighted base</i> <sup>3</sup>								2,240	2,110
<i>Weighted base (000s)</i> <sup>2</sup>								46,581	48,033
<i>Weighted base</i> <sup>1</sup>	5,510	3,451	3,613	3,529	2,475	2,225	2,242		

1998-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 5.4

**Percentage who had bought alcohol at the four main types of outlet in the last week:  
by sex and age, 2009**

Great Britain	Percentages				Weighted base (000s) <sup>1</sup>	Unweighted base <sup>2</sup>
	Licensed bar	Supermarket	Restaurant	Off-licence		
<b>Men</b>						
16–24	43	22	17	11	3,633	80
25–44	42	35	22	12	8,182	300
45–64	42	31	23	6	7,419	340
65 and over	32	25	16	2	4,181	240
Total	40	30	21	8	23,414	960
<b>Women</b>						
16–24	28	21	10	5	3,484	80
25–44	21	33	15	5	8,290	380
45–64	17	36	16	2	7,659	390
65 and over	8	18	8	0	5,186	300
Total	18	29	13	3	24,618	1,150
<b>All</b>						
16–24	36	22	13	8	7,117	160
25–44	31	34	19	9	16,472	680
45–64	30	34	20	4	15,078	730
65 and over	18	21	12	1	9,366	540
Total	29	29	17	6	48,033	2,110

<sup>1</sup> Weighted to population totals.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid.

Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

Table 5.5

**Percentage who had bought alcohol at the four main types of outlet in the last week:  
by sex and socio-economic classification, 2009**

Great Britain	Percentages				Weighted base (000s) <sup>1</sup>	Unweighted base <sup>2</sup>
	Licensed bar	Supermarket	Restaurant	Off-licence		
<b>Men</b>						
Managerial and professional	44	37	29	8	8,447	360
Intermediate	48	35	21	10	3,446	150
Routine and manual	36	26	15	7	9,131	380
Total <sup>3</sup>	40	30	21	8	23,414	960
<b>Women</b>						
Managerial and professional	18	37	16	3	7,513	360
Intermediate	23	37	19	5	4,977	240
Routine and manual	15	23	10	2	8,528	430
Total <sup>3</sup>	18	29	13	3	24,618	1,150
<b>All</b>						
Managerial and professional	32	37	23	6	15,960	720
Intermediate	33	36	20	7	8,423	390
Routine and manual	26	25	12	5	17,659	810
Total <sup>3</sup>	29	29	17	6	48,033	2,110

<sup>1</sup> Weighted to population totals.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

Source: *Opinions Survey, Office for National Statistics*

Table 5.6

**Percentage who had bought alcohol at the four main types of outlet in the last week:  
by sex and average weekly alcohol consumption, 2009**

Great Britain	Percentages				Weighted base (000s) <sup>1</sup>	Unweighted base <sup>2</sup>
	Licensed bar	Supermarket	Restaurant	Off-licence		
<b>Men</b>						
Non-drinker	5	3	2	1	2,291	110
Less than 1 unit	11	7	9	1	3,295	120
1 – 10 units	32	23	15	6	7,544	300
11 – 21 units	56	41	33	10	5,166	210
22 or more units	71	55	32	17	5,117	220
Total	40	30	21	8	23,414	960
<b>Women</b>						
Non-drinker	1	4	0	1	4,429	200
Less than 1 unit	4	9	2	1	5,200	260
1 – 7 units	17	26	12	2	6,709	300
8 – 14 units	35	49	26	5	2,847	140
15 or more units	38	61	29	8	5,433	250
Total	18	29	13	3	24,618	1,150

<sup>1</sup> Weighted to population totals.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 5.7

## Percentage of drinkers who had seen unit labelling: by sex, 2000–2009

	Percentages								2009	
	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>	Weighted base (000s) <sup>2</sup>	Unweighted base <sup>3</sup>
Men	24	28	35	36	41	48	49	55	19,456	790
Women	23	26	28	30	36	33	33	43	18,805	880
All	23	27	31	32	38	40	41	49	38,261	1,670

Bases for earlier years can be found in Opinions (Omnibus) reports for each year.

2000-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 5.8

## Where drinkers had seen unit labelling: by sex, 2000–2009

Drinkers who had seen unit labelling, Great Britain							Percentages	
	2000	2002	2004	2006	2007	2008 <sup>1</sup>	2008 <sup>2</sup>	2009 <sup>2</sup>
<b>Men</b>								
Supermarket	78	74	74	85	80	86	86	92
Off-licence	19	16	14	25	28	28	28	26
Public house	14	25	20	23	24	20	20	21
Restaurant	4	5	6	6	11	7	7	12
Nightclub/club	3	5	5	6	8	6	6	5
Can't remember/Don't know	11	4	10	5	3	3	3	2
<i>Unweighted base</i> <sup>3</sup>							350	390
<i>Weighted base (000s)</i> <sup>2</sup>							8,533	10,579
<i>Weighted base</i> <sup>1</sup>	278	354	409	322	326	392		
<b>Women</b>								
Supermarket	76	78	68	88	82	88	87	93
Off-licence	15	12	10	17	19	14	16	18
Public house	19	24	23	22	24	19	20	18
Restaurant	3	5	6	6	8	7	7	7
Nightclub/club	3	5	3	6	9	4	5	5
Can't remember/Don't know	10	5	10	2	2	2	2	3
<i>Unweighted base</i> <sup>3</sup>							290	350
<i>Weighted base (000s)</i> <sup>2</sup>							5,850	8,136
<i>Weighted base</i> <sup>1</sup>	302	343	396	303	323	289		
<b>All</b>								
Supermarket	77	76	71	86	81	87	87	93
Off-licence	17	14	12	21	23	22	23	22
Public house	16	25	21	22	24	20	20	19
Restaurant	4	5	6	6	10	7	7	10
Nightclub/club	3	5	4	6	8	6	6	5
Can't remember/Don't know	10	4	10	3	3	2	2	3
<i>Unweighted base</i> <sup>3</sup>							650	750
<i>Weighted base (000s)</i> <sup>2</sup>							14,383	18,714
<i>Weighted base</i> <sup>1</sup>	580	697	806	625	649	681		

2000-2007 percentages and bases weighted for unequal chance of selection.

<sup>1</sup> Weighted for unequal chance of selection.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Percentages sum to more than 100% as respondents could give more than one answer.

Source: *Opinions Survey, Office for National Statistics*

Table 5.9

### Frequency of visits to pubs since smoking ban: by sex, 2008 and 2009

Drinkers who go to pubs, Great Britain	Percentages	
	2008	2009
<b>Men</b>		
More often than before	8	11
Less often than before	14	13
About the same	79	77
<i>Unweighted base</i> <sup>1</sup>	720	720
<i>Weighted base (000s)</i> <sup>2</sup>	16,183	17,943
<b>Women</b>		
More often than before	12	13
Less often than before	9	14
About the same	80	73
<i>Unweighted base</i> <sup>1</sup>	770	730
<i>Weighted base (000s)</i> <sup>2</sup>	15,509	15,875
<b>All persons</b>		
More often than before	10	12
Less often than before	11	13
About the same	79	75
<i>Unweighted base</i> <sup>1</sup>	1,490	1,450
<i>Weighted base (000s)</i> <sup>2</sup>	31,692	33,818

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 5.10

## Frequency of visits to pubs since smoking ban: by sex and age, 2009

	Drinkers who go to pubs, Great Britain				Percentages
	16–24	25–44	45–64	65 and over	Total
<b>Men</b>					
More often than before	27	9	6	7	11
Less often than before	9	13	15	11	13
About the same	64	78	79	82	77
<i>Unweighted base</i> <sup>1</sup>	60	260	250	150	720
<i>Weighted base (000s)</i> <sup>2</sup>	2,826	6,946	5,589	2,583	17,943
<b>Women</b>					
More often than before	23	13	10	11	13
Less often than before	16	16	12	11	14
About the same	60	71	79	78	73
<i>Unweighted base</i> <sup>1</sup>	60	290	270	120	730
<i>Weighted base (000s)</i> <sup>2</sup>	2,398	6,139	5,201	2,137	15,875
<b>All persons</b>					
More often than before	25	11	8	9	12
Less often than before	12	14	14	11	13
About the same	62	75	79	80	75
<i>Unweighted base</i> <sup>1</sup>	120	550	520	260	1,450
<i>Weighted base (000s)</i> <sup>2</sup>	5,224	13,084	10,790	4,720	33,818

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid. Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*



Table 5.11

### Frequency of visits to pubs since smoking ban: by sex and average weekly alcohol consumption, 2009

	Average weekly alcohol consumption				Total
	Less than 1 unit	1–10/1–7 units <sup>1</sup>	11–21/8–14 units <sup>1</sup>	22/15 units and over <sup>1</sup>	
<b>Drinkers who go to pubs, Great Britain</b>					
<b>Percentages</b>					
<b>Men</b>					
More often than before	8	14	9	9	11
Less often than before	11	11	12	16	13
About the same	81	75	79	75	77
<i>Unweighted base</i> <sup>2</sup>	60	260	190	210	720
<i>Weighted base (000s)</i> <sup>3</sup>	1,594	6,627	4,860	4,862	17,943
<b>Women</b>					
More often than before	10	14	19	11	13
Less often than before	11	13	14	18	14
About the same	80	73	67	71	73
<i>Unweighted base</i> <sup>2</sup>	150	250	120	220	730
<i>Weighted base (000s)</i> <sup>3</sup>	2,975	5,482	2,540	4,878	15,875
<b>All persons</b>					
More often than before	9	14	12	10	12
Less often than before	11	12	13	17	13
About the same	80	74	75	73	75
<i>Unweighted base</i> <sup>2</sup>	200	510	320	420	1,450
<i>Weighted base (000s)</i> <sup>3</sup>	4,569	12,109	7,400	9,740	33,818

<sup>1</sup> Number of units drunk by men/women.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Shaded figures indicate the estimates are unreliable and any analysis using these figures may be invalid.

Any use of these shaded figures must be accompanied by this disclaimer.

Source: *Opinions Survey, Office for National Statistics*

## 6 Awareness of the effect of drinking

In 2008 some new questions were introduced to evaluate awareness of the effect of drinking. Respondents were asked whether or not they thought that drinking increased the risk of a range of health risks and medical conditions that are known, or thought, to be caused or exacerbated by drinking. These conditions included:

- Accidents
- Alcohol poisoning (overdose)
- Arthritis
- Coronary heart disease
- Deafness
- Depression
- Hypertension (high blood pressure)
- Liver disease
- Pancreatitis
- Stroke

Of all the health problems covered in the survey, people appeared to be the most aware of the effect of drinking on the risk of accidents and liver disease (96 per cent). These were also the two health problems for which the percentage who did not answer was lowest—2 per cent. Ninety one per cent were aware of the risk of alcohol poisoning, with only 4 per cent saying they did not know. The majority of people were aware that alcohol increases the risk of depression (85 per cent), hypertension (82 per cent), coronary heart disease (77 per cent), stroke (68 per cent) and pancreatitis (64 per cent).

People appeared to be least aware of the effect of alcohol on the risk of arthritis and deafness. Just under a fifth (19 per cent) of people thought that the risk of arthritis would be increased by alcohol and a further 42 per cent were unable to say whether it would or not. Similarly, only 9 per cent of people thought alcohol increased the risk of deafness, and a further 28 per cent said they did not know.

There was an increase in awareness of the effect of drinking on the risk of depression, hypertension, coronary heart disease and pancreatitis between 2008 and 2009.

*Table 6.1*

Women were more likely than men to be aware that drinking alcohol increases the risk of liver disease, depression and pancreatitis. Generally, those aged 65 and over were the least likely to be aware of the risks of alcohol, although some of the differences were not statistically significant.

*Table 6.2*

Those in routine and manual occupations were less likely than those in managerial and professional occupations to say that drinking increases the risk of alcohol poisoning or coronary heart disease. There was no consistent pattern of difference according to average weekly alcohol consumption.

*Tables 6.3 and 6.4*

Table 6.1

### Knowledge of whether or not drinking increases the risk of certain medical conditions: 2008 and 2009

Great Britain	Percentages	
	2008	2009
<b>Said that drinking alcohol increased the risk of the condition</b>		
Accidents	96	96
Liver disease	96	96
Alcohol poisoning (overdose)	91	91
Depression	82	85
Hypertension (high blood pressure)	78	82
Coronary heart disease	73	77
Stroke	66	68
Pancreatitis	59	64
Arthritis	16	19
Deafness	9	9
<b>Said that drinking alcohol did not increase the risk of the condition</b>		
Accidents	2	2
Liver disease	2	2
Alcohol poisoning (overdose)	4	5
Depression	11	10
Hypertension (high blood pressure)	10	9
Coronary heart disease	14	11
Stroke	15	16
Pancreatitis	8	8
Arthritis	39	39
Deafness	63	63
<b>Said they did not know</b>		
Accidents	2	2
Liver disease	2	2
Alcohol poisoning (overdose)	5	4
Depression	8	5
Hypertension (high blood pressure)	12	9
Coronary heart disease	13	11
Stroke	20	17
Pancreatitis	32	27
Arthritis	45	42
Deafness	28	28
<i>Unweighted base</i> <sup>1</sup>	2,240	2,110
<i>Weighted base (000s)</i> <sup>2</sup>	46,438	48,008

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 6.2

### Knowledge of whether or not drinking increases the risk of certain medical conditions: by sex and by age, 2009

Great Britain	Percentages						Total
	Men	Women	16–24	25–44	45–64	65 and over	
<b>Said that drinking alcohol increased the risk of the condition</b>							
Accidents	96	96	96	96	96	95	96
Liver disease	95	97	97	98	97	91	96
Alcohol poisoning (overdose)	91	92	91	93	93	88	91
Depression	83	87	94	87	86	71	85
Hypertension (high blood pressure)	81	83	83	85	83	75	82
Coronary heart disease	77	77	77	85	77	65	77
Stroke	66	69	63	71	71	61	68
Pancreatitis	60	68	61	71	65	55	64
Arthritis	17	20	13	22	20	17	19
Deafness	9	8	15	11	6	6	9
<b>Said that drinking alcohol did not increase the risk of the condition</b>							
Accidents	3	2	2	2	2	3	2
Liver disease	2	1	-	1	2	4	2
Alcohol poisoning (overdose)	6	3	5	4	5	5	5
Depression	11	9	5	9	9	18	10
Hypertension (high blood pressure)	11	7	8	8	10	10	9
Coronary heart disease	11	11	10	9	13	15	11
Stroke	17	14	18	14	15	17	16
Pancreatitis	10	6	10	7	8	8	8
Arthritis	39	39	51	42	35	31	39
Deafness	63	63	68	63	64	57	63
<b>Said they did not know</b>							
Accidents	1	2	-	2	2	2	2
Liver disease	3	2	3	1	1	6	2
Alcohol poisoning (overdose)	3	5	4	3	3	7	4
Depression	6	4	1	3	5	12	5
Hypertension (high blood pressure)	9	9	9	7	7	15	9
Coronary heart disease	12	11	13	7	10	20	11
Stroke	17	17	19	15	14	22	17
Pancreatitis	30	25	29	21	27	38	27
Arthritis	44	41	37	37	45	51	42
Deafness	28	28	17	26	30	37	28
<i>Unweighted base</i> <sup>1</sup>	960	1,150	160	680	730	540	2,110
<i>Weighted base (000s)</i> <sup>2</sup>	23,390	24,618	7,117	16,447	15,078	9,366	48,008

<sup>1</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>2</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

Table 6.3

### Knowledge of whether or not drinking increases the risk of certain medical conditions: by socio-economic classification, 2009

Great Britain	Socio-economic classification			Percentages
	Managerial and professional	Intermediate	Routine and manual	Total <sup>1</sup>
<b>Said that drinking alcohol increased the risk of the condition</b>				
Accidents	97	94	96	96
Liver disease	98	96	96	96
Alcohol poisoning (overdose)	94	91	90	91
Depression	86	78	85	85
Hypertension (high blood pressure)	83	82	81	82
Coronary heart disease	80	75	75	77
Stroke	70	64	68	68
Pancreatitis	65	67	64	64
Arthritis	19	15	21	19
Deafness	7	5	10	9
<b>Said that drinking alcohol did not increase the risk of the condition</b>				
Accidents	1	2	2	2
Liver disease	1	2	2	2
Alcohol poisoning (overdose)	4	4	5	5
Depression	10	14	10	10
Hypertension (high blood pressure)	10	9	9	9
Coronary heart disease	11	14	11	11
Stroke	17	16	15	16
Pancreatitis	9	9	8	8
Arthritis	39	44	36	39
Deafness	66	66	61	63
<b>Said they did not know</b>				
Accidents	1	2	2	2
Liver disease	1	2	2	2
Alcohol poisoning (overdose)	2	5	5	4
Depression	4	8	5	5
Hypertension (high blood pressure)	7	9	10	9
Coronary heart disease	9	11	14	11
Stroke	14	19	17	17
Pancreatitis	26	24	28	27
Arthritis	41	42	43	42
Deafness	27	30	29	28
<i>Unweighted base</i> <sup>2</sup>	720	390	810	2,110
<i>Weighted base (000s)</i> <sup>3</sup>	15,960	8,423	17,635	48,008

<sup>1</sup> Those who could not be classified (full-time students, those who had never worked or were long-term unemployed, and those whose occupation was not stated or inadequately described) are not shown as separate categories, but are included in the total.

<sup>2</sup> Weighted to population totals.

<sup>3</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

Source: *Opinions Survey, Office for National Statistics*

Table 6.4

### Knowledge of whether or not drinking increases the risk of certain medical conditions: by average weekly alcohol consumption, 2009

Great Britain	Average weekly alcohol consumption					Percentages
	Non-drinker	Less than 1 unit	1–10/1–7 units <sup>1</sup>	11–21/8–14 units <sup>1</sup>	22/15 units and over <sup>1</sup>	Total
<b>Said that drinking alcohol increased the risk of the condition</b>						
Accidents	95	99	98	92	96	96
Liver disease	95	96	98	95	96	96
Alcohol poisoning (overdose)	89	94	94	86	91	91
Depression	86	89	84	83	83	85
Hypertension (high blood pressure)	83	81	82	81	84	82
Coronary heart disease	80	80	77	76	75	77
Stroke	71	68	68	66	66	68
Pancreatitis	63	68	63	66	63	64
Arthritis	29	19	15	16	19	19
Deafness	16	9	9	7	6	9
<b>Said that drinking alcohol did not increase the risk of the condition</b>						
Accidents	1	1	1	6	3	2
Liver disease	0	0	2	4	2	2
Alcohol poisoning (overdose)	3	1	4	10	5	5
Depression	4	6	12	13	13	10
Hypertension (high blood pressure)	3	7	10	13	9	9
Coronary heart disease	6	8	12	15	14	11
Stroke	9	15	17	16	18	16
Pancreatitis	5	6	11	8	7	8
Arthritis	26	36	42	40	45	39
Deafness	52	59	66	66	67	63
<b>Said they did not know</b>						
Accidents	4	1	1	2	1	2
Liver disease	5	4	1	1	2	2
Alcohol poisoning (overdose)	8	5	2	4	3	4
Depression	10	5	4	4	4	5
Hypertension (high blood pressure)	14	12	8	7	6	9
Coronary heart disease	14	12	11	9	11	11
Stroke	19	17	15	18	16	17
Pancreatitis	32	26	26	26	29	27
Arthritis	45	45	43	44	37	42
Deafness	32	33	25	27	27	28
<i>Unweighted base</i> <sup>2</sup>	310	380	610	340	470	2,110
<i>Weighted base (000s)</i> <sup>3</sup>	6,720	8,495	14,253	7,979	10,551	48,008

<sup>1</sup> Number of units drunk by men/women.

<sup>2</sup> Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.

<sup>3</sup> Weighted to population totals.

Source: *Opinions Survey, Office for National Statistics*

## Appendix A: Estimating alcohol consumption

Obtaining reliable information about drinking is difficult, and surveys record lower levels of alcohol consumption than would be expected from data on alcohol sales. In addition to deliberate or unconscious under-reporting of consumption, the amount of alcohol drunk at home is likely to be under-estimated because the quantities are not measured and are likely to be larger than those dispensed on licensed premises.

There are alternative ways of obtaining survey information to provide estimates of how much people drink: the most appropriate depends on the requirements of the survey. This survey required two measures of alcohol consumption, not to provide precise estimates, but rather to enable people to be classified into broad groups according to how much they drank:

- average weekly alcohol consumption;
- maximum amount drunk on the heaviest drinking day last week.

These measures are also used by the General Lifestyle Survey and by the Health Survey for England, although there are some differences between the three surveys at a detailed level.

### Estimating alcohol units for different types of drink

Since drinking surveys were first carried out in the 1970s, it has been assumed that 1 unit of alcohol (10ml) is contained in a half pint of beer, a glass of table wine, a small glass of fortified wine, and a single measure of spirits. For many years, this was a reasonable approximation, but in recent years it became apparent that the conversion of volumes of alcohol drunk into units needed updating - particularly for table wine, but also for strong beers, lagers and ciders (defined as having an ABV greater than 6 per cent).

Since 2007, the Opinions (Omnibus) Survey has included new questions about size of wine glass, and this additional information, together with a more up-to-date estimate of the average ABV of wine, has been used to give updated estimates of wine consumption. The other drink for which estimates have been updated is strong beers, because more accurate account is taken of the ABV<sup>5</sup>. The number of units contained in each type of drink using the original and updated methods of conversion of volumes into units is shown in Table A1 below.

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<sup>5</sup> Goddard E (2007) *Estimating alcohol consumption from survey data: updated method of converting volumes to units*, National Statistics Methodological Series No. 37, available at [www.statistics.gov.uk/statbase/product.asp?vlnk=15067](http://www.statistics.gov.uk/statbase/product.asp?vlnk=15067)



Table **A.1** Conversion of volumes of different types of drink into alcohol units

Type of drink		Volume (ml)	Estimate of average ABV	Actual units	Units using original method	Units using updated method*
<b>Normal strength beer, lager, cider</b>	half pint	284	4.0%	1.1	1.0	1.0
<b>Strong beer, lager, cider (ABV &gt; 6%)</b>	half pint	284	6.5%	1.8	1.5	2.0
<b>Table wine</b>	glass	125	12.5%	1.6	1.0	1.5
	glass	175	12.5%	2.2	1.0	2.0
	glass	250	12.5%	3.1	1.0	3.0
<b>Fortified wine</b>	glass	50	17.0%	0.9	1.0	1.0
<b>Spirits</b>	single	25	37.5%	0.9	1.0	1.0
<b>Alcopops/coolers</b>	bottle	275	5.0%	1.4	1.5	1.5

\* Note that the actual units have been rounded to the nearest half-unit

## Average weekly alcohol consumption

People were asked how often over the last year they had drunk each of the six different types of drink (strong beers, normal strength beers, table wine, fortified wine, spirits, and alcopops), and how much they had usually drunk on any one day.

The method used for calculating alcohol consumption is to multiply the number of units of each type of drink drunk on a usual drinking day by the usual frequency of consumption, using the factors shown below and totalling across all drinks to give the individual's average weekly alcohol units.

<i>Drinking frequency</i>	<i>Multiplying factor</i>
Almost every day	7.0
5 or 6 days a week	5.5
3 or 4 days a week	3.5
Once or twice a week	1.5
Once or twice a month	0.375 (1.5 ÷ 4)
Once every couple of months	0.115 (6 ÷ 52)
Once or twice a year	0.029 (1.5 ÷ 52)

In tables where average alcohol consumption is banded, values are rounded down to the nearest integer.

## Maximum amount drunk on any one day last week

Ideally, information would have been collected enabling all heavy drinking days in the previous week to be identified. However, detailed questions about each of seven days' drinking are beyond the scope of this survey, and an alternative approach was taken of establishing what was the most people had drunk on any one day in the previous week.

People who said they had drunk alcohol in the last year were asked if they had done so in the past week, and if so on how many days they had drunk. Those who had drunk alcohol on more than one day in the last week were asked whether the amount they drank had varied from day to day, or had been about the same on each day when they had a drink.

Respondents who said the amount had varied from day to day were asked about the day on which they had the most to drink: they were asked how much of each of the six types of drink (strong beers, normal strength beers, table wine, fortified wine, spirits and alcopops) they had drunk on their heaviest drinking day in the previous week. These amounts were added to give an estimate of the most that these respondents had drunk on any one day in the week. Those who said the amount had not varied from day to day were asked similar questions about the most recent day on which they had had a drink.

## Appendix B: The NS Opinions (Omnibus) Survey

The Opinions (Omnibus) Survey is a multi-purpose survey carried out by the Office for National Statistics for use by government departments and other public or non-profit making bodies. Interviewing is carried out every month<sup>6</sup> and each month's questionnaire covers a variety of topics, reflecting different users' requirements.

### The sample

Interviews are conducted with approximately 1,200 adults (aged 16 and over) in private households in Great Britain each month. The Opinions (Omnibus) Survey uses the Postcode Address File of small users as its sampling frame; all private household addresses in Great Britain are included in this frame. A new sample of 67 postal sectors is selected for each month and is stratified by: region; the proportion of households where the household reference person is in the National Statistics Socio-economic Classification (NS-SEC) categories 1 to 3 (that is employers in large organisations; higher managerial occupations; and higher professional employees/self-employed); and the proportion of people who are aged over 65.

Postal sectors are selected with probability proportionate to size and, within each sector, 30 addresses (delivery points) are selected randomly.

If an address contains more than one household, the interviewer uses a standard ONS procedure to randomly select where to interview—this may be at one or more households<sup>7</sup>. In households with more than one adult member, just one person aged 16 and over is selected for interview with the use of a Kish grid. Proxy interviews are not taken.

### Weighting

Because only one household member is interviewed at each address, people in households containing few adults have a higher probability of selection than those in households with many. Where the unit of analysis is individual adults, as it is for this module, a weighting factor is applied to correct for this unequal probability of selection.

The weighting system used from 2008 also adjusts for some non-response bias by calibrating the Opinions (Omnibus) sample to ONS population totals. Despite the considerable efforts made by interviewers to maximize response rates, approximately 35 per cent of selected individuals decline to take part or cannot be contacted. Differential non-response among key subgroups in the population is especially problematic because it can result in biased estimates being produced.

The weighting ensures that the weighted sample distribution across regions and across age-sex groups matches that in the population.

---

<sup>6</sup> The Opinions (Omnibus) survey was previously conducted in eight months of the year, with a larger monthly set sample size of 3,000 addresses, and an achieved monthly sample of about 1,800 interviews.

<sup>7</sup> The procedure for dealing with multi-household addresses was changed in 2005 to reduce bias caused by the under-representation of multi-household addresses.

Consequently, respondents belonging to subgroups that are prone to high levels of non-response are assigned higher weights. For example, young males living in London have a lower response rate and are therefore assigned higher weights than males living in other regions.

Grossing up the data by age and sex and by region to ONS population totals will reduce the standard errors of survey estimates if the survey variable is correlated with age, sex and region.

## Fieldwork

Interviews are carried out in people's homes by interviewers who have been trained to carry out a range of ONS surveys. Advance letters are sent to all addresses giving a brief explanation of the survey. Interviewers must make at least three calls at an address at different times of the day and week.

As with all ONS surveys, a quality check on fieldwork is carried out by re-interviewing a proportion of respondents.

## Questions

The module of questions (which are shown in Appendix C) was developed in conjunction with the Department of Health and the NHS Information Centre.

## Response rates

The small users' Postcode Address File includes some business addresses and other addresses, such as new and empty properties, at which no private households are living. The expected proportion of such addresses, which are classified as ineligible, is about 9–10 per cent. They are eliminated from the set sample before the response rate is calculated.

The response rate for the combined April and May 2009 Opinions (Omnibus) Surveys was 58 per cent, as shown in table B.1.

**Table B.1 Household level response to the Opinions (Omnibus) Survey for the months in which the drinking questions were asked (April and May, 2009)**

<b>Set sample of addresses</b>	<b>4020</b>	<b>100%</b>
Ineligible addresses	385	10%
Eligible addresses	3633	90%
<b>Eligible Households</b>	<b>3628</b>	<b>100%</b>
No interview – refusal	1084	30%
Unknown eligibility	22	1%
No interview – non-contact	412	11%
<b>Interviews</b>	<b>2110</b>	<b>58%</b>

† Ineligible addresses also include a proportion of unallocated cases

†† Unknown eligibility also includes a proportion of unallocated cases.

## Appendix C: The questions

### NATIONAL STATISTICS OPINIONS (OMNIBUS) SURVEY

#### April 2009 Module 192 - Drinking for DH

---

**ASK ALWAYS:**

### Intro1

The next set of questions are about drinking alcohol.

- (1) Continue      Press <1> to continue
- 

**ASK ALWAYS:**

### M192\_1

Do you ever drink alcohol nowadays, including drinks you brew or make at home?

- (1) Yes      Yes  
(2) No      No
- 

**ASK IF:** *Does not drink alcohol nowadays*

### M192\_2

Could I just check, does that mean you never have an alcoholic drink nowadays, or do you have an alcoholic drink very occasionally, perhaps for medicinal purposes or on special occasions like Christmas Day or New Year?

- (1) VeryOc    Very occasionally  
(2) Nev      Never
- 

**ASK IF:** *Does drink or drinks occasionally*

### Stbrew

I'm now going to ask you about the different alcoholic drinks you have drunk over the last 12 months and I'd like to ask you first about strong beer which has 6% or more alcohol. How often have you had a drink of strong beer, lager, stout, cider during the last 12 months, that is since .....?

Strong = 6% and over alcohol by volume.

- (1) Every    Almost every day  
(2) D56w    5 or 6 days a week  
(3) D34w    3 or 4 days a week  
(4) D12w    Once or twice a week  
(5) M12      Once or twice a month  
(6) Mhalf    Once every couple of months  
(7) Y12      Once or twice a year  
(8) Notatall Not at all in last 12 months
-

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk Stbrew in last 12 months*

## Stbrewam

How many half pints of strong beer, lager, stout, cider have you usually drunk on any one day during the last 12 months, that is since .....

Strong = 6% and over alcohol by volume

Enter no. of half pints (code pints as 2 halves)

If no. of half pints is not known, code 97 and specify type and no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk Stbrew in last 12 months*  
*AND: Some other amount*

## specstb

Specify amount of strong beer, lager, stout, cider usually drunk on any one day during the last 12 months, that is since month/year.

Specify no. and type of units - if bottle or can - record size

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*

## Nmbrew

How often have you had a drink of normal strength beer, lager, stout, cider and shandy (Exclude cans and bottles of shandy) during the last 12 months, that is since .....? By normal strength, I mean beer/lager/stout/cider/shandy which has less than 6% alcohol by volume.

Exclude any non-alcoholic drinks.

- |     |          |                              |
|-----|----------|------------------------------|
| (1) | Every    | Almost every day             |
| (2) | D56w     | 5 or 6 days a week           |
| (3) | D34w     | 3 or 4 days a week           |
| (4) | D12w     | Once or twice a week         |
| (5) | M12      | Once or twice a month        |
| (6) | Mhalf    | Once every couple of months  |
| (7) | Y12      | Once or twice a year         |
| (8) | Notatall | Not at all in last 12 months |

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk nmbrew in last 12 months*

## Nmbrewam

How many half pints of normal strength beer, lager, stout, cider and shandy (Exclude cans and bottles of shandy) have you usually drunk on any one day during the last 12 months, that is since .....

Normal strength = less than 6% alcohol by volume

Enter no. of half pints (Code pints as 2 halves)

If no. of half pints is not known, code 97 and specify type & no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk nmbrew in last 12 months*  
*AND: Some other amount*

## SPECNMB

Specify amount of normal strength beer, lager, stout, cider and shandy (exclude cans and bottles of shandy) usually drunk on any one day during the last 12 months, that is since .....

Specify no. & type of units - if bottle or can - record size.

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*

## Spirit

How often have you had a drink of spirits or liqueurs (e.g. gin, whisky, rum, brandy, vodka, advocaat, Bailey's, Archer's, tequila) during the last 12 months, that is since .....

Exclude any non-alcoholic drinks, any low-alcoholic drinks.

- |     |          |                              |
|-----|----------|------------------------------|
| (1) | Every    | Almost every day             |
| (2) | D56w     | 5 or 6 days a week           |
| (3) | D34w     | 3 or 4 days a week           |
| (4) | D12w     | Once or twice a week         |
| (5) | M12      | Once or twice a month        |
| (6) | Mhalf    | Once every couple of months  |
| (7) | Y12      | Once or twice a year         |
| (8) | Notatall | Not at all in last 12 months |
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk spirits in last 12 months*

## SpiritAm

How much spirits or liqueurs (eg gin, whisky, rum, brandy, vodka, advocaat, Bailey's, Archer's, tequila) have you usually drunk on any one day during the last 12 months, that is since .....

Enter no. of singles (Code doubles as 2 singles)

If no. of singles is not known, code 97 and specify type & no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk spirits in last 12 months*  
*AND: Some other amount*

## **XSpirtAm**

Specify amount of spirits or liqueurs (eg gin, whisky, rum, brandy, vodka, advocaat, Bailey's, Archer's, tequila) usually drunk on any one day during the last 12 months, that is since .....

Specify no. & type of units - if bottle - record size.

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*

## **Sherry**

How often have you had a drink of sherry or martini (including port, vermouth, cinzano, dubonnet) during the last 12 months, that is since .....

Exclude any non-alcoholic drinks, any low-alcohol drinks.

- |     |          |                              |
|-----|----------|------------------------------|
| (1) | Every    | Almost every day             |
| (2) | D56w     | 5 or 6 days a week           |
| (3) | D34w     | 3 or 4 days a week           |
| (4) | D12w     | Once or twice a week         |
| (5) | M12      | Once or twice a month        |
| (6) | Mhalf    | Once every couple of months  |
| (7) | Y12      | Once or twice a year         |
| (8) | Notatall | Not at all in last 12 months |
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk sherry in last 12 months*

## **SherryAm**

How much fortified wine such as sherry, martini, port, vermouth, cinzano and dubonnet have you usually drunk on any one day during the last 12 months, that is since .....

Enter no. of small glasses

If no. of small glasses is not known, code 97 and specify type & no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk sherry in last 12 months*  
*AND: Some other amount*

## **XSheryAm**

Specify amount of fortified wine such as sherry, martini, port, vermouth, cinzano and dubonnet usually drunk on any one day during the last 12 months, that is since .....

Specify no. & type of units - if bottle - record size)

STRING[20]

---



*ASK IF: Does drink or drinks occasionally*

## Wine

How often have you had a drink of wine (inc. babycham, champagne) during the last 12 months, that is since .....

Exclude any non-alcoholic drinks, any low-alcohol drinks

- (1) Every Almost every day
- (2) D56w 5 or 6 days a week
- (3) D34w 3 or 4 days a week
- (4) D12w Once or twice a week
- (5) M12 Once or twice a month
- (6) Mhalf Once every couple of months
- (7) Y12 Once or twice a year
- (8) Notatall Not at all in last 12 months

---

*ASK IF: Does drink or drinks occasionally*

*AND: Has drunk wine in last 12 months*

## WineAm

How much wine (inc. babycham, champagne) have you usually drunk on any one day during the last 12 months, that is since .....

Enter no. of glasses

If no. of glasses is not known, code 97 and specify type & no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*

*AND: Has drunk wine in last 12 months*

## WineAm2

Were those ...

Running prompt.

- (1) small ...Small Glasses (approx. 125ml)
- (2) med ...Standard (approx. 175ml)
- (3) large ...Or Large Glasses (approx. 250ml)?
  
- (4) bottle Bottles (Spontaneous Only)
- (5) Dont Don't Know (Spontaneous Only)

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk wine in last 12 months*  
*AND: WineAm2 = bottle*

### **WineAm3**

What was the average bottle size? Was it ...

Running prompt.

- (1) stand ...a Standard Size bottle (approx. 750ml),
- (2) large ...Or a Large bottle (approx. 1 litre)?
- (3) dont Don't know (Spontaneous Only)

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk wine in last 12 months*  
*AND: WineAm2 = bottle*  
*AND: WineAm3 = dont*

### **XWineAm1**

Specify amount of wine (inc. babycham, champagne) usually drunk on any one day from a bottle during the last 12 months, that is since .....

Please record the amount of bottle/s drunk in numbers. Half = 0.5, Quarter = 0.25, A Third = 0.33, 1.5, 2.25 etc -  
Prompt for amount if necessary

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk wine in last 12 months*  
*AND: WineAm2 = Dont*

### **XWineAm2**

Specify amount of wine (inc. babycham, champagne) usually drunk on any one day during the last 12 months, that is since .....

Please record the amount, type of units and size of drink.

STRING[20]

*ASK IF: Does drink or drinks occasionally*

## **ALem**

How often have you had a drink of alcopops (i.e. Alcoholic lemonades, alcoholic colas or other alcoholic fruit-or-herb flavoured drinks eg Bacardi Breezer, Smirnoff Ice, Hooch, Archers Aqua, WKD or Reef) during the last 12 months, that is since .....

- (1) Every Almost every day
  - (2) D56w 5 or 6 days a week
  - (3) D34w 3 or 4 days a week
  - (4) D12w Once or twice a week
  - (5) M12 Once or twice a month
  - (6) Mhalf Once every couple of months
  - (7) Y12 Once or twice a year
  - (8) Notatall Not at all in last 12 months
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk alcopops in last 12 months*

## **ALemAm**

How much alcopops (i.e. alcoholic lemonades, alcoholic colas or other alcoholic fruit-or-herb flavoured drinks eg Bacardi Breezer, Smirnoff Ice, Hooch, Archers Aqua, WKD or Reef) have you usually drunk on any one day during the last 12 months, that is since .....

Enter no. of bottles

If no. of bottles is not known, code 97 and specify type & no. of units at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk alcopops in last 12 months*  
*AND: Some other amount*

## **XALemAm**

Specify amount of alcopops (inc. alcoholic lemonades, alcoholic colas) usually drunk on any one day during the last 12 months, that is since .....

Specify no. & type of units - record size.

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*

## **IfOther**

Have you had any other alcoholic drinks during the last 12 months, that is since .....

Exclude any non-alcoholic drinks, any low-alcohol drinks

- (1) Yes Yes
- (2) No No

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk other drink in last 12 months*

## OtherDr

Interviewer, please specify other drink(s).

STRING[40]

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Has drunk other drink in last 12 months*

## OtherD

How often have you had a drink of (inserted text for other drink) during the last 12 months, that is since.....?

- (1) Every Almost every day
  - (2) D56w 5 or 6 days a week
  - (3) D34w 3 or 4 days a week
  - (4) D12w Once or twice a week
  - (5) M12 Once or twice a month
  - (6) Mhalf Once every couple of months
  - (7) Y12 Once or twice a year
  - (8) Notatall Not at all in last 12 months
- 

*WARN IF: Does drink or drinks occasionally*  
*AND: Has drunk other drink in last 12 months*  
**OtherD <> Notatall**

This code not allowed here. See answer to IfOther

---

*ASK IF: Does drink or drinks occasionally*  
*AND: OtherD IN [Every .. Y12]*

## OtherAm

How much of (inserted text for other drink) have you usually drunk on any one day during the last 12 months, that is since .....

Enter amount

Specify number & type of units

STRING[20]

---

*COMPUTE IF: Does drink or drinks occasionally*  
*AND: Not had a drink in the last 12 months*

**Notall := 1**

---

*COMPUTE IF: Does drink or drinks occasionally*  
*AND: Not had a drink in the last 12 months*

**DrOften := Notatall**

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *NOT (Not had a drink in the last 12 months)*

## DrOften

Thinking now about all kinds of drinks how often have you had an alcoholic drink of any kind during the last 12 months?

- (1) Every Almost every day
  - (2) D56w 5 or 6 days a week
  - (3) D34w 3 or 4 days a week
  - (4) D12w Once or twice a week
  - (5) M12 Once or twice a month
  - (6) Mhalf Once every couple of months
  - (7) Y12 Once or twice a year
  - (8) Notatall Not at all in last 12 months
- 

**WARN IF:** *Does drink or drinks occasionally*  
**AND:** *NOT (Not had a drink in the last 12 months)*  
**DrOften <> Notatall**

Has already said had a drink in the last 12 months

---

**ASK ALWAYS:**

## M192\_40

In the last 12 months, that is since ....., how often have you bought alcohol in each of the following places.

...licensed bar (in a pub, hotel, club, wine bar)

Include alcohol bought for others to drink

Exclude alcohol bought by others for you to drink

- (1) W1d At least once a week, on average
  - (2) M12d Once or twice a month, on average
  - (3) YFewd A few times a year
  - (4) YNever Not at all in the last year
- 

**ASK IF:** *Has bought alcohol at a licensed bar in the last year*

## M192\_41

May I just check, have you bought alcohol from a licensed bar in the last week?

- (1) Yes Yes
- (2) No No

**ASK IF:** ((M192\_1 = Yes) OR (M192\_2 = VeryOc))

## M192\_41a

Smoking is no longer allowed in enclosed public places and workplaces by law. Since these smoking restrictions came into place, do you visit pubs ....

Running Prompt

- (1) More More often than you used to,
- (2) Less Less often than you used to,
- (3) Same Or about the same as you used to?
- (4) Dont Don't visit pubs (Spontaneous only)

---

**ASK ALWAYS:**

## M192\_42

(In the last 12 months, that is since ....., how often have you bought alcohol)  
...to drink with food at a restaurant?

Include hotel restaurants

- (1) W1d At least once a week, on average
- (2) M12d Once or twice a month, on average
- (3) YFewd A few times a year
- (4) YNever Not at all in the last year

---

**ASK IF:** *Has bought alcohol to drink with food in a restaurant in the last year*

## M192\_43

May I just check, have you bought alcohol to drink with food at a restaurant in the last week?

- (1) Yes Yes
- (2) No No

---

**ASK ALWAYS:**

## M192\_44

N S2

(In the last 12 months, that is since ....., how often have you bought alcohol)  
...at a branch of a supermarket chain?

Do not include Internet purchases

- (1) W1d At least once a week, on average
- (2) M12d Once or twice a month, on average
- (3) YFewd A few times a year
- (4) YNever Not at all in the last year

*ASK IF: Has bought alcohol at a branch of a supermarket chain in the last year*

### **M192\_45**

May I just check, have you bought alcohol from a branch of a supermarket chain in the last week?

Do not include Internet purchases

- (1) Yes Yes
- (2) No No

---

*ASK ALWAYS:*

### **M192\_46**

(In the last 12 months, that is since ....., how often have you bought alcohol)  
...at an off-licence?

Do not include Internet purchases

- (1) W1d At least once a week, on average
- (2) M12d Once or twice a month, on average
- (3) YFewd A few times a year
- (4) YNever Not at all in the last year

---

*ASK IF: Has bought alcohol at a off-licence in the last year*

### **M192\_47**

May I just check, have you bought alcohol from an off-licence in the last week?

Do not include Internet purchases

- (1) Yes Yes
- (2) No No

---

*ASK ALWAYS:*

### **M192\_50**

(In the last 12 months, that is since ....., how often have you bought alcohol)  
... abroad / from a duty free shop?

Do not include Internet purchases

- (1) W1d At least once a week, on average
- (2) M12d Once or twice a month, on average
- (3) YFewd A few times a year
- (4) Once Only once
- (5) YNever Not at all in the last year

*ASK IF: Has bought alcohol abroad / duty free in the last year*

## M192\_51

May I just check, have you bought alcohol abroad / from a duty free shop in the last week?

Do not include Internet purchases.

- (1) Yes Yes
- (2) No No

---

**ASK ALWAYS:**

## M192\_48

(In the last 12 months, that is since ....., how often have you bought alcohol)  
...somewhere-else (e.g boot sale, Internet, Wine Club)?

- (1) W1d At least once a week, on average
- (2) M12d Once or twice a month, on average
- (3) YFewd A few times a year
- (4) YNever Not at all in the last year

---

*ASK IF: Has bought alcohol off the back of a lorry / at a car boot sale/  
somewhere other than a retail outlet in the last year*

## M192\_49

May I just check, have you bought alcohol somewhere-else (e.g boot sale, Internet, Wine Club) in the last week?

- (1) Yes Yes
- (2) No No

---

**ASK ALWAYS:**

## M192\_10

Some drinks contain more alcohol than others. The amount is sometimes measured in terms of 'units of alcohol'. Have you heard about measuring alcohol in units?

- (1) Yes Yes
- (2) No No
- (3) Notsu Not Sure / Don't know



*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Has drunk BEER in last 12 months*

## M192\_11

Approximately how much beer/lager/cider do you think makes up one unit of alcohol?

The correct answer is response option 1.

Record other answers as appropriate.

- (1) A half A half pint
- (2) A pint A pint
- (3) Q30any Any other amount
- (4) Q30oth Don't know

---

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Has drunk WINE in last 12 months*

## M192\_12

Approximately how much wine do you think makes up one unit of alcohol?

The correct answer is response option 1.

Record other answers as appropriate.

- (1) Ongl Less than a small glass
- (2) Q31sml A small glass (125ml)
- (3) Q31any Any other amount
- (4) Q31oth Don't know

---

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Has drunk SPIRIT in the last 12 months*

## M192\_13

Approximately how much spirit do you think makes up one unit of alcohol?

The correct answer is response option 1.

Record other answers as appropriate.

- (1) sing Single measure
- (2) q32any Any other amount
- (3) q32oth Don't know

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Has drunk SHERRY in the last 12 months*

## M192\_14

Approximately how much fortified wine, such as sherry and port, do you think makes up one unit of alcohol?

The correct answer is response option 1.

Record other answers as appropriate.

- (1) on gla One glass
- (2) q33any Any other amount
- (3) q33oth Don't know

---

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Has drunk ALCOPOP in the last 12 months*

## M192\_15

Approximately how much Alcopop do you think makes up one unit of alcohol?

The correct answer is response option 1.

Record other answers as appropriate.

- (1) q33bot Less than one bottle
- (2) Q331bo One bottle (275ml)
- (3) Q33mor More than one bottle
- (4) q33any Any other amount
- (5) q33oth Don't know

---

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

## M192\_52

Have you seen any alcoholic drinks for sale with the units of alcohol on the label?

- (1) Yes Yes
- (2) No No

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Seen alcoholic drinks with the units of alcohol on the label*

## M192\_53

Where have you seen these alcoholic drinks for sale?

Code all that apply

SET [6] OF

- (1) super In a supermarket
- (2) offy In an off-licence
- (3) pub In a pub
- (4) rest In a restaurant
- (5) club In a night club/club
- (6) q53oth Other (specify)

---

*ASK IF: Does drink or drinks occasionally*

*AND: Heard about or not sure if heard about measuring alcohol in units*

*AND: Seen alcoholic drinks with the units of alcohol on the label*

*AND: Other specified in M192\_53*

## Spec53

What other place have you seen these alcoholic drinks?

STRING[200]

---

*ASK IF: Does drink or drinks occasionally*

*AND: Drinks alcohol at least once or twice a year*

## M192\_20

You have told me what you have drunk over the last 12 months, but we know that what people drink can vary a lot from week to week, so I'd like to ask you a few questions about last week.

Did you have an alcoholic drink in the seven days ending yesterday?

- (1) Yes Yes
- (2) No No

---

*ASK IF: Does drink or drinks occasionally*

*AND: Drinks alcohol at least once or twice a year*

*AND: Had a drink last week*

## M192\_23

On how many days out of the last seven did you have a drink?

1..7

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: M192\_23 > 1*

## M192\_24

Did you drink more on some days than others, or did you drink about the same on each of those days?

- (1) varied The amount varied from day to day
  - (2) Wasame The amount was the same every day
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drink varied from day to day*

## M192\_25

On which day did you have your drink/most to drink?

- (1) Sunday Sunday
  - (2) Monday Monday
  - (3) Tuesday Tuesday
  - (4) Wednesda Wednesday
  - (5) Thursday Thursday
  - (6) Friday Friday
  - (7) Saturday Saturday
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*

## M192\_54

Thinking about the most recent drinking day, where did you have your drink(s)?

Code all that apply

SET [7] OF

- (1) home At home
- (2) elses At someone else's home
- (3) pub In a pub/pubs
- (4) rest In a restaurant
- (5) club In a night club/club
- (6) outside Outside in a public place (eg park, street)
- (7) q25aoth Other

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week

## M192\_55

Thinking about the most recent drinking day, with how many people did you have your drink(s)?

- (1) alone Alone
- (2) one One other person
- (3) two 2 - 5 people
- (4) six 6 - 10 people
- (5) ten More than 10
- (6) q55oth Other

---

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week  
**AND:** (((M192\_55 = one) OR (M192\_55 = two)) OR (M192\_55 = six)) OR (M192\_55 = q55oth)) OR (M192\_55 = ten)

## M192\_56

And with whom did you have your drink(s)?

Code all that apply

SET [6] OF

- (1) spouse Spouse/partner
- (2) boy Boy/girlfriend
- (3) friend With friends
- (4) rels Family
- (5) work Work colleagues
- (6) q56oth Other (specify)

---

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week  
**AND:** (((M192\_55 = one) OR (M192\_55 = two)) OR (M192\_55 = six)) OR (M192\_55 = q55oth)) OR (M192\_55 = ten)  
**AND:** Other specified in M192\_25c

## Spec56

With who else did you have your drinks?

STRING[200]

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*

## M192\_26

Thinking about the most recent drinking day, what types of drink did you have that day?

Code all that apply

Press <F9> for help with definitions.

SET [7] OF

- |     |          |   |
|-----|----------|---|
| (1) | Stbeer   | Strong Beer/Lager/Cider<br>(6% or stronger)   |
| (2) | Nmbeer   | Normal strength Beer/Lager/Cider/Shandy<br>(Less than 6%)   |
| (3) | Tabwine  | Wine (including Champagne and Babycham)   |
| (4) | AllEmCo  | Alcopops (i.e. alcoholic lemonades, alcoholic colas or other alcoholic fruit-or-herb flavoured drinks eg Bacardi Breezer, Smirnoff Ice, Hooch, Archers Aqua, WKD or Reef) |
| (5) | Sprits   | Sprits  |
| (6) | SherFort | Sherry/Fortified wines  |
| (7) | LowAlc   | Low alcohol drinks only   |

---

*WARN IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: LowAlc IN M192\_26*  
**M192\_26.CARDINAL = 1**

Low alcohol drinks only, should be single-coded.

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks strong brew*

## Bstam

How many half pints of strong beer, lager, stout and cider did you drink that day?

Strong = 6% and over alcohol by volume

Enter no. of half-pints, or code 97 and specify at next question.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks strong brew*  
*AND: Some other amount*

## Bspecst

Specify amount of strong beer, lager, stout, cider you drank that day.

STRING[20]

---

---

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week  
**AND:** Drinks normal strength brew

## Bnmam

How many half pints of normal strength beer, lager, stout, cider and shandy (exclude cans and bottles of shandy) did you drink that day?

Normal strength = less than 6% Alcohol by volume.

Enter no. of half pints (code pints as 2 halves)

If no. of half pints is not known, code 97 and specify type & no. of units at next question.

1..97

---

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week  
**AND:** Drinks normal strength brew  
**AND:** Some other amount

## Bspecnm

Specify amount of normal strength beer, lager, stout, cider and shandy (Exclude cans and bottles of shandy) you drank that day.

Specify no. & type of units.

STRING[20]

---

**ASK IF:** Does drink or drinks occasionally  
**AND:** Drinks alcohol at least once or twice a year  
**AND:** Had a drink last week  
**AND:** Drinks wine

## BWine

How much wine (inc. babycham, champagne) did you drink that day?

Enter no. of glasses

If glasses, were these small glasses (125ml), standard (175ml) or large glasses (250ml), Enter size in ml

If bottles, were the bottles 750ml or 1 litre (or other size)?. Enter size in ml.

If no. of glasses is not known, please use CTRL + K or 'Don't Know' from the Answer menu above.

1..97

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks wine*

## BWine2

Were those ...

Running prompt.

- (1) small ...Small Glasses (approx. 125ml)
- (2) med ...Standard (approx. 175ml)
- (3) large ...Or Large Glasses (approx. 250ml)?
- (4) bottle Bottles (Spontaneous Only)
- (5) Dont Don't Know (Spontaneous Only@)

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks wine*  
*AND: BWine2 = bottle*

## BWine3

What was the average bottle size? Was it ...

Running prompt.

- (1) stand ...a Standard Size bottle (approx. 750ml),
- (2) large ...Or a Large bottle (approx. 1 litre)?
- (3) dont Don't know (Spontaneous Only)

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks wine*  
*AND: BWine2 = bottle*  
*AND: BWine3 = dont*

## BspecW1

Specify amount of wine (inc. babycham, champagne) usually drunk on any one day from a bottle during the last 12 months, that is since .....

Please record the amount of bottle/s drunk in numbers. Half = 0.5, Quarter = 0.25, A Third = 0.33, 1.5, 2.25 etc -  
Prompt for amount if necessary

STRING[20]



**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks wine*  
**AND:** *BWine2 = Dont*

## **BSpecW**

Specify amount of wine (inc babycham, champagne) you drank that day.

Specify no. & type of units. If no. of units is not known, please use CTRL + K or 'Don't Know' from the Answer menu above.

STRING[20]

---

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks ALCOPOPS*

## **BLem**

How much alcopops (i.e. alcoholic lemonades, alcoholic colas or other alcoholic fruit-or-herb flavoured drinks eg Bacardi Breezer, Smirnoff Ice, Hooch, Archers Aqua, WKD or Reef) did you drink that day?

Enter no. of bottles

If no. of bottles is not known, code 97 and specify type & no. of units at next question

'Alcopops' include cooler/mixer/blender drinks such as Barcardi Breezer, Smirnoff Ice, Hooch, Archers Aqya, WKD or Reef. Alcola Alcoholic Cola, Castaway, Diamond Zest Decoda Soda, MA Alcoholic Springwater, Hoolahams, Hoopers Ginger Brew, Hoopers Hooch, Jammins Alcoholic Caribbean Crush, Jealous Lover, Jeffs Lime Clear Beer, Moo Macaulays, Max Black, Mrs Puckers Citrus Brew, Pulse Cider, Schotts Cranberry Shock Cider, Shooter, Skinny Puckers Citrus Brew, Sunstroke, TNT Cider, Two Dogs, Vault Alcoholic Cider, White Lightening, Woody's Pink Grapefruit Drink, Zanzibi Sling.

1..97

---

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks ALCOPOPS*  
**AND:** *Some other amount*

## **BSpecLem**

Specify amount of alcopops (i.e. alcoholic lemonades, alcoholic colas or other alcoholic fruit-or-herb flavoured drinks eg Bacardi Breezer, Smirnoff Ice, Hooch, Archers Aqua, WKD or Reef) you drank that day?

Specify no. & type of units 'Alcopops' include cooler/mixer/blender drinks such as Barcardi Breezer, Smirnoff Ice, Hooch, Archers Aqya, WKD or Reef. Alcola Alcoholic Cola, Castaway, Diamond Zest Decoda Soda, MA Alcoholic Springwater, Hoolahams, Hoopers Ginger Brew, Hoopers Hooch, Jammins Alcoholic Caribbean Crush, Jealous Lover, Jeffs Lime Clear Beer, Moo Macaulays, Max Black, Mrs Puckers Citrus Brew, Pulse Cider, Schotts Cranberry Shock Cider, Shooter, Skinny Puckers Citrus Brew, Sunstroke, TNT Cider, Two Dogs, Vault Alcoholic Cider, White Lightening, Woody's Pink Grapefruit Drink, Zanzibi Sling.

STRING[20]

---

---

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks spirits*

## **BSpirit**

How much spirits or liqueurs (eg gin, whisky, rum, brandy, vodka, advocaat, Bailey's, Archer's, tequila) did you drink that day?

Enter no. of singles (Count doubles as 2 singles)

If no. of singles is not known, code 97 and specify no. & type of units at next question

1..97

---

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks spirits*  
**AND:** *Some other amount*

## **BSpecSp**

Specify amount of spirits or liqueurs (eg gin, whisky, rum, brandy, vodka, advocaat, Bailey's, Archer's, tequila) you drank that day.

Specify no. & type of units

STRING[20]

---

**ASK IF:** *Does drink or drinks occasionally*  
**AND:** *Drinks alcohol at least once or twice a year*  
**AND:** *Had a drink last week*  
**AND:** *Drinks sherry/fortified*

## **BSherry**

How much fortified wine such as sherry, martini, port, vermouth, cinzano and dubonnet did you drink that day?

Enter no. of small glasses.

If no. of small glasses is not known, use code 97 and specify no. and type of units at next question.

1..97

*ASK IF: Does drink or drinks occasionally*  
*AND: Drinks alcohol at least once or twice a year*  
*AND: Had a drink last week*  
*AND: Drinks sherry/fortified*  
*AND: Some other amount*

## **BSpecSh**

Specify amount of fortified wine such as sherry, martini, port, vermouth, cinzano and dubonnet you drank on that day.

Specify no. & type of units.

STRING[20]

---

*ASK IF: Does drink or drinks occasionally*  
*AND: Heard about or not sure if heard about measuring alcohol in units*

## **M192\_35**

You told me earlier that you have heard /may have heard about measuring alcohol in units. Do you keep a check of how many units of alcohol you drink?

- (1) Yes Yes
  - (2) No No
- 

*ASK IF: Does drink or drinks occasionally*  
*AND: Heard about or not sure if heard about measuring alcohol in units*  
*AND: keeps a count of units*

## **M192\_36**

Do you keep this check on the amount of alcohol you drink on a ...

Running prompt

- (1) dail daily basis,
  - (2) Weekly a weekly basis,
  - (3) BOTH or both daily and weekly?,
  - (4) Q37oth Other (Spontaneous Only)
- 

*ASK ALWAYS:*

## **M192\_37**

Have you ever heard of the recommended maximum number of alcohol units that people should drink in a day?

- (1) Yes Yes
- (2) No No
- (3) Unsure Not sure / don't know
- (4) Pwek Only know a weekly figure (Spontaneous only)

---

**ASK IF:** *Has heard about recommended units per DAY*  
**AND:** *Ask women about females first*

### **M192\_38**

Can you tell me how many units per day is that for women?

Code 999 for don't know

0..999

---

**ASK IF:** *Has heard about recommended units per DAY*  
**AND:** *Ask women about females first*

### **M192\_39**

Can you tell me how many units per day is that for men?

Code 999 for don't know

0..999

---

**ASK IF:** *Has heard about recommended units per DAY*  
**AND:** *NOT (Ask women about females first)*

### **M192\_39A**

Can you tell me how many units per day is that for men?

Code 999 for don't know

0..999

---

**ASK IF:** *Has heard about recommended units per DAY*  
**AND:** *NOT (Ask women about females first)*

### **M192\_38A**

Can you tell me how many units per day is that for women?

Code 999 for don't know

0..999

**ASK ALWAYS:**

## M192\_57M

In the last year, have you discussed drinking alcohol with your GP, another member of staff at your GP's surgery or with a doctor or other medical person elsewhere?

Code all that apply

SET [4] OF

- (1) yesgp Yes, GP
- (2) yesoth Yes, other member of staff at surgery
- (3) yeselse Yes, doctor elsewhere
- (4) yesmed Yes, other medical person elsewhere, eg nurse
- (5) no No

---

**WARN IF: no IN M192\_57M**

**M192\_57M.CARDINAL = 1**

You cannot use 'No' alongside other codes.

---

**ASK ALWAYS:**

## M192\_58a

Do you think that drinking alcohol increases the risk of accidents?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

---

**ASK ALWAYS:**

## M192\_58b

Do you think that drinking alcohol increases the risk of alcohol poisoning (overdose)?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

---

**ASK ALWAYS:**

## M192\_58c

Do you think that drinking alcohol increases the risk of arthritis?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

**ASK ALWAYS:**

### **M192\_58d**

Do you think that drinking alcohol increases the risk of coronary heart disease?

- (1) Increases risk
  - (2) Does not increase risk
  - (3) Don't know
- 

**ASK ALWAYS:**

### **M192\_58e**

Do you think that drinking alcohol increases the risk of deafness?

- (1) Increases risk
  - (2) Does not increase risk
  - (3) Don't know
- 

**ASK ALWAYS:**

### **M192\_58f**

Do you think that drinking alcohol increases the risk of depression?

- (1) Increases risk
  - (2) Does not increase risk
  - (3) Don't know
- 

**ASK ALWAYS:**

### **M192\_58g**

Do you think that drinking alcohol increases the risk of hypertension (high blood pressure)?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

**ASK ALWAYS:**

### **M192\_58h**

Do you think that drinking alcohol increases the risk of liver disease?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

---

**ASK ALWAYS:**

### **M192\_58i**

Do you think that drinking alcohol increases the risk of pancreatitis (inflammation of the pancreas)?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

---

**ASK ALWAYS:**

### **M192\_58j**

Do you think that drinking alcohol increases the risk of stroke?

- (1) Increases risk
- (2) Does not increase risk
- (3) Don't know

## Appendix D: Bibliography/reference

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