



Opinions (Omnibus) Survey Report No. 39

Drinking: adults' behaviour and knowledge in 2008

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

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Table of contents

List of tables	iii
List of figures.....	vi
Conventions and symbols.....	vii
Summary of key findings	1
1 Introduction	4
Background	4
2 What people drink.....	5
Estimates of alcohol consumption.....	5
Consumption of different types of drink.....	8
3 Patterns of drinking and drinking in the last week.....	16
How often people drink.....	16
Drinking in the last week	17
Maximum daily amount drunk in the last week	17
Circumstances in which people drank last week	19
4 Drinking-related knowledge and behaviour	45
Knowledge of units.....	45
Keeping a check on alcohol consumption.....	48
Knowledge of daily benchmarks	48
Discussion of drinking with health professionals.....	49
5 Purchase of alcoholic drink.....	69
Purchases in the last twelve months.....	69
Purchases in the previous week	71
Awareness of unit labelling	73
Visits to pubs after the smoking ban.....	73
6 Awareness of the effect of drinking	85
Appendix A: Estimating alcohol consumption	89
Appendix B: The NS Opinions (Omnibus) Survey.....	92
The sample	92
Weighting	92
Fieldwork.....	93
Questions.....	93
Response rates.....	93

Appendix C: The Questions	95
Appendix D: Bibliography/reference	123

List of tables

Table 2.1	Average weekly alcohol consumption: by sex: 1997 – 2008	10
Table 2.2	Average weekly alcohol consumption of different types of drink, by sex: 1997 – 2008	11
Table 2.2	Average weekly alcohol consumption of different types of drink, by sex: 1997 – 2008 - Continued	12
Table 2.3	Average weekly alcohol consumption of different types of drink, by sex and age: 2008.....	13
Table 2.4	Average weekly alcohol consumption of different types of drink, by socio-economic classification: 2008	14
Table 2.5	Average weekly alcohol consumption of different types of drink, by sex and average weekly alcohol consumption: 2008	15
Table 3.1	Self-reported drinking frequency, by sex: 1997 – 2008	23
Table 3.2	Self-reported drinking frequency, by sex and age: 2008	24
Table 3.3	Self-reported drinking frequency, by sex and socio-economic classification: 2008.....	25
Table 3.4	Number of drinking days in the last week, by sex: 2007 and 2008	26
Table 3.5	Number of drinking days in the last week, by sex and age: 2008	27
Table 3.6	Number of drinking days in the last week, by sex and socio-economic classification: 2008	28
Table 3.7	Whether daily amount varies, by sex and age: 2008.....	29
Table 3.8	Maximum daily amount last week, by sex: 2007 and 2008	30
Table 3.9	Maximum daily amount last week, by sex and age: 2008	31
Table 3.10	Maximum daily amount last week, by sex and socio-economic classification: 2008	32
Table 3.11	Where drinkers drank on their heaviest drinking day in the last week, by sex: 2006-2008	33
Table 3.12	Where drinkers drank on their heaviest drinking day in the last week, by sex and age: 2008	34
Table 3.13	Where drinkers drank on their heaviest drinking day in the last week, by sex and socio- economic classification: 2008.....	35
Table 3.14	Where drinkers drank on their heaviest drinking day in the last week, by sex and amount drunk that day: 2008	36
Table 3.15	Number of drinking companions on the heaviest drinking day last week, by sex: 2006- 2008	37
Table 3.16	Number of drinking companions on the heaviest drinking day last week, by sex and age: 2008	38
Table 3.17	Number of drinking companions on the heaviest drinking day last week, by sex and socio- economic classification: 2008.....	39

Table 3.18 Number of drinking companions on the heaviest drinking day last week, by amount drunk that day: 2008	40
Table 3.19 Drinking companions on the heaviest drinking day last week: 2006-2008	41
Table 3.20 Drinking companions on the heaviest drinking day last week, by sex and age: 2008	42
Table 3.21 Drinking companions on the heaviest drinking day last week, by sex and socio-economic classification: 2008.....	43
Table 3.22 Drinking companions on the heaviest drinking day last week, by sex and amount drunk that day: 2008	44
Table 4.1 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and average weekly consumption: 1997 – 2008.....	50
Table 4.2 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and age: 1997 – 2008.....	51
Table 4.3 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and socio-economic classification: 2008.....	52
Table 4.4 Knowledge of beer units, by sex: 1997-2008.....	53
Table 4.5 Knowledge of wine units, by sex: 1997 – 2008.....	54
Table 4.6 Knowledge of spirits units, by sex: 1997 – 2008	55
Table 4.7 Knowledge of fortified wine units, by sex: 1997 – 2008.....	56
Table 4.8 Knowledge of alcopops units, by sex: 2007 and 2008	57
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 – 2008.....	58
Table 4.10 Whether keeps a check on units drunk, by sex: 1997 – 2008	59
Table 4.11 Whether keeps a check on units drunk, by sex and average weekly alcohol consumption: 1997 – 2008	60
Table 4.12 Whether had heard of daily benchmarks, by sex: 1997 – 2008	61
Table 4.13 Percentage who had heard of daily benchmarks, by sex and average weekly alcohol consumption: 1997 – 2008.....	62
Table 4.14 Knowledge of recommended daily benchmark levels, by sex: 1997 – 2008	63
Table 4.15 Men's knowledge of recommended daily benchmark levels for men, by average weekly alcohol consumption: 2008	64
Table 4.16 Women's knowledge of recommended daily benchmark levels for women, by average weekly alcohol consumption: 2008	65
Table 4.17 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex: 2000 – 2008	66
Table 4.18 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex and age: 2008.....	67
Table 4.19 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex and average weekly alcohol consumption: 2008.....	68

Table 5.1	How often respondents bought alcohol from various outlets in the last year: 1998 – 2008..	75
Table 5.2	How often respondents bought alcohol from various outlets in the last year, by sex: 2008..	76
Table 5.3	Percentage who had bought alcohol from various outlets in the last week, by sex: 1998 - 2008	77
Table 5.4	Percentage who had bought alcohol at the four main types of outlet in the last week, by sex and age: 2008.....	78
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: 2008.....	79
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: 2008.....	80
Table 5.7	Percentage of drinkers who had seen unit labelling, by sex: 2000 – 2008	81
Table 5.8	Where drinkers had seen unit labelling, by sex: 2000 – 2008	82
Table 5.9	Frequency of visits to pubs since smoking ban, by sex and age: 2008	83
Table 5.10	Frequency of visits to pubs since smoking ban, by sex and average weekly alcohol consumption: 2008.....	84
Table 6.1	Views on whether or not drinking increases the risk of certain medical conditions, by sex and age: 2008.....	86
Table 6.2	Views on whether or not drinking increases the risk of certain medical conditions, by socio-economic classification: 2008.....	87
Table 6.3	Views on whether or not drinking increases the risk of certain medical conditions, by average weekly alcohol consumption: 2008.....	88
Table A.1	Conversion of volumes of different types of drink into alcohol units	90
Table B.1	Household level response to the Opinions (Omnibus) Survey for the months in which the drinking questions were asked (March and April, 2008).....	94

List of figures

Figure 2.1 Average weekly alcohol consumption of different types of drink by sex, 2008	7
Figure 3.1 Percentage of people who drink almost every day, by sex and age, 2008	16
Figure 3.2 Percentage of drinkers who drank at home in the past week by sex and age, 2008	20
Figure 3.3 Percentage of drinkers who drank alone in the past week by sex and age, 2008.....	21
Figure 4.1 Percentage who said they had heard of measuring alcohol consumption in units, by sex: 1997 – 2008	45
Figure 4.2 Percentage of drinkers who knew what a unit of each type of drink was, 1997 – 2008.....	47
Figure 5.1 Percentage of respondents who bought alcohol from various outlets, in the past year: 1998 – 2008	70
Figure 5.2 Percentage of respondents who bought alcohol from various outlets, in the past week: 1998 – 2008	71

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.

Due to changes in the design of the NS Opinions (Omnibus) survey, the sample size from 2005 was approximately two-thirds of that in previous years. Some tables which were shown in previous reports are therefore not included here because they contain too many small bases. The tables have been renumbered accordingly and so do not always correspond with table numbers in previous reports.

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 for 2008 figures 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 the 2008 estimates and bases weighted to population totals, and the bases are also shown unweighted.

The tables in this report showing time-series data also give 2008 estimates weighted only for unequal probability of selection (as in previous years) to give an indication of the effect of the revised weighting system. There appeared to be little effect on the estimates by introducing the new weighting system. When comparing the 2008 estimates and those from previous years, the 2008 figures used in the commentary are those based on the old weighting system unless figures from previous years aren't quoted. Care should be taken when comparing 2008 estimates based on the new weighting system with those from previous reports using the old weighting system.

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 Household Survey¹ is a more robust source of detailed information about how much people drink.

Total average weekly alcohol consumption was 12.7 units. Of this, over two fifths (45 per cent) was beers and a slightly lower proportion was wine (39 per cent). Spirits accounted for 13 per cent, and alcopops for 2 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 drink much less than men overall, they drank about the same amount of wine (4.6 units compared with 5.1 for men). Women's beer consumption, however, was very much lower than men's - an average of 1.3 units a week, compared with 10.3 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 27 per cent said that they drank on at least three days a week, a similar proportion to that found in previous surveys. One in ten 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, 16 per cent had not drunk any alcohol at all in the last year.

Drinking in the last week (Chapter 3)

Sixty seven per cent of men and 53 per cent of women said they had had an alcoholic drink in the previous seven days, and 17 per cent of men and 11 per cent of women had had a drink on five or more days. Those aged 65 and over were much more likely than younger people to have had a drink every day in the last week.

Maximum amount drunk on any one day in the last week (Chapter 3)

Overall, 38 per cent of men and 25 per cent of women had exceeded the recommended daily benchmarks².

¹ Robinson S and Lader D *General Household Survey: Smoking and drinking among adults, 2007* See Appendix D for details

² Daily intake should not regularly exceed three to four units for men and two to three units for women.

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 five per cent of men and 60 per cent of women had drunk alcohol in their own home in the previous week, and 9 per cent of male drinkers and 11 per cent of female drinkers had been drinking in someone else's home. Just over one third of men drinkers (35 per cent) had been in a pub or bar, compared with only 17 per cent of women drinkers.

Among those who had had an alcoholic drink in the previous week, 10 per cent of men and 12 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 (38 per cent of male drinkers and 44 per cent of female drinkers) and friends (41 per cent and 33 per cent respectively).

Knowledge of units (Chapter 4)

Asked whether they had heard of measuring alcohol consumption in units, 86 per cent of respondents said that they had, compared with 79 per cent 11 years earlier.

Unlike in previous years, men were more likely than women to have heard of alcohol units: 89 per cent of men had heard of them compared with 84 per cent of women.

Knowledge of units among both men and women has increased substantially over the decade since 1997. For example, the proportion of men who drank beer who knew that half a pint of beer is one unit has increased from 49 per cent in 1997 to around 60 per cent since 2004.

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, 15 per cent of men and 16 per cent of women who had heard of units did so.

The percentage of men and of women who kept a daily or a weekly check on the number of units drunk has remained similar over the 11-year period covered by the surveys.

Knowledge of daily benchmarks (Chapter 4)

There has been an increase from 54 per cent in 1997 to 70 per cent in 2008 in the proportion of the sample who had heard of daily benchmarks.

Having heard of daily recommended levels did not necessarily mean that people knew what they were - 12 per cent thought that the recommended daily maximum for men was five units or more, and 8 per cent thought that, for women, it was four units or more. There was no significant change in the knowledge of benchmark levels between 1997 and 2008.

Discussion of drinking with health professionals (Chapter 4)

Eleven per cent of male drinkers and 8 per cent of female drinkers had discussed their drinking with a GP or other medical person during the last year.

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

People were most likely to have bought alcohol in supermarkets in the last year at 69 per cent), followed by licensed bars (65 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 28 per cent in 2008, but purchases at a restaurant increased from 57 per cent to 61 per cent. The percentages buying alcohol from a licensed bar, from a branch of 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, 25 per cent of respondents had bought alcohol from a licensed bar, and 25 per cent from a supermarket. Other outlets were much less likely to have been used in the previous week – 15 per cent of people had bought alcohol in a restaurant, 7 per cent in an off-licence and 2 per cent had done so abroad or from a duty free shop.

The percentage of people who had bought alcohol from a licensed bar in the past week was stable between 1998 and 2002, but has since appeared to fall slightly. 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)

About two fifths (40 per cent) of drinkers who had heard of units had seen unit labelling on alcohol, a significant increase from 23 per cent in 2000 (but no change since 2007).

The most frequently mentioned place where unit labelling had been seen was a supermarket (87 per cent). Off-licences were mentioned by 23 per cent and pubs by 20 per cent of those who said they had seen unit labelling.

Visits to pubs after the smoking ban (Chapter 5)

About four-fifths (79 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. Those who said their behaviour had changed were as likely to say that they go to pubs more often than before the restrictions (10 per cent) as they were to say that they go less often (11 per cent).

Awareness of the effect of drinking (Chapter 6)

People appeared to be the 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). Ninety one per cent were aware of the risk of alcohol poisoning, with only 5 per cent saying they did not know. The majority of people were aware that alcohol increases the risk of depression (82 per cent), hypertension (78 per cent), coronary heart disease (73 per cent), stroke (66 per cent) and pancreatitis (59 per cent). People were much less aware of deafness and arthritis (16 per cent and 9 per cent).

1 Introduction

Background

This report is the eighth 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 most recently in March and April 2008. 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.

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. This will await the availability of data from the General Household Survey (GHS) and the Health Survey for England (HSE).

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.

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 two units, and a large 250ml glass as three units: as a result overall wine consumption has been 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 two units rather than 1.5.

The updated method for estimating consumption is described in detail in a methodological report (Goddard, 2007). In future, questions about size of wine glasses will be routinely included on the GHS and the HSE as well as the Opinions (Omnibus) survey (they are already included in the 2007 HSE and will be added to the 2008 GHS). Until wine glass size becomes available, the GHS and the HSE will use a proxy measure which takes a glass of wine (size unspecified) as two units. The changes to the beer estimates do not rely on additional questions, so they can be revised immediately.

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.

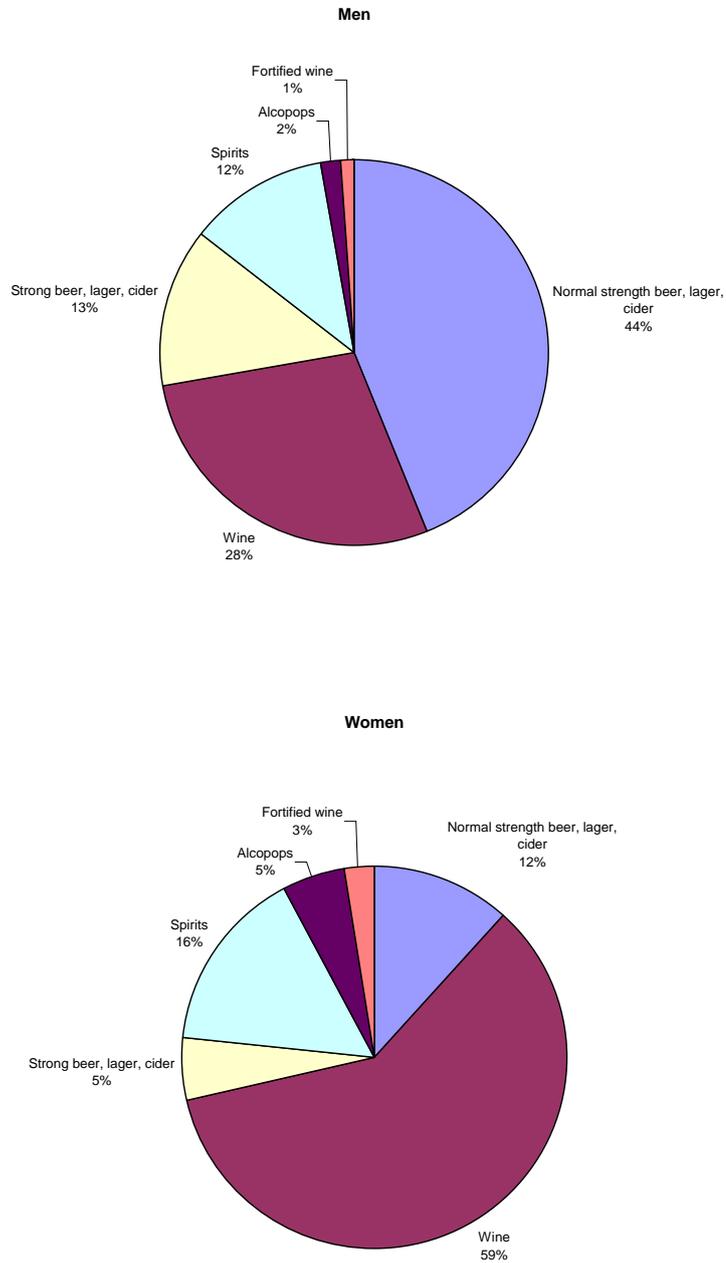
As discussed previously, the weighting system used for 2008 figures adjusts for some non-response bias by calibrating the Opinions (Omnibus) sample to ONS population totals. The tables in this report showing time-series data also give 2008 estimates weighted only for unequal probability of selection (as in previous years) to give an indication of the effect of the revised weighting system. When comparing the 2008 estimates and those from previous years, the 2008 figures used in the commentary are those based on the old weighting system.

Using the updated estimates and the new weighting system, the 2008 survey found that men were drinking 18.0 units of alcohol a week on average – just under nine pints of beer or the equivalent in other types of drink. Women's consumption was much lower, at 7.7 units, on average.

The 2008 estimates using the old weighting system of 17.8 units for men were not significantly different from the results from the 2007 Opinions (Omnibus) survey using the updated method (18.6 units), and are broadly similar to the latest data available from the General Household 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.

Figure 2.1 Table 2.1

Figure 2.1 Average weekly alcohol consumption of different types of drink by sex, 2008



Consumption of different types of drink

The change in the method of converting volumes of alcohol into units has inevitably altered the apparent relative popularity of different types of drink. Of the total average weekly alcohol consumption of 12.7 units, over two fifths was beer and a similar proportion was wine or fortified wine. Spirits accounted for 13 per cent, and alcopops³ for 2 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 drink much less than men overall, they drank about the same amount of wine (4.6 units compared with 5.1 for men). Women's beer consumption, however, was very much lower than men's - an average of 1.3 units a week, compared with 10.3 units.

Table 2.2

Beers are the most popular drink among men of all ages, but decline with increasing age as a proportion of total alcohol consumed, from 64% of the alcohol drunk by those aged under 25 to 44% 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 alcohol drunk by young men aged 16-24 but only 13 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, at 20 per cent, among those aged 65 and over. Similarly, the amount of wine as a proportion of total consumption was highest among men aged 45 and over (34 per cent).

The pattern of women's drinking in relation to age was slightly different to that of men. Among women aged 16-24, wine and spirits were the most popular type of drink, followed by alcopops. The amount of fortified wine as a proportion of women's total consumption was highest, at 7 per cent, among those aged 65 and over. Among women aged 45 to 64, wine accounted for 71 per cent of average weekly alcohol consumption.

The consumption of alcopops showed the opposite association with age, accounting for a greater proportion of young people's alcohol consumption compared with that of older people: alcopops accounted for 18 per cent of the alcohol consumption of women aged 16-24 compared with less than one half 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. Those in managerial and professional occupations were less likely to drink beers and more likely to drink wines: 39 per cent of the alcohol drunk by men in managerial and professional occupations was wine, compared with only 15 per cent of the consumption of men in routine and manual occupations.

³ The term 'alcopops' is used to describe flavoured alcoholic drinks and pre-mixed spirits such as Hooper's Hooch, 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.

Nevertheless, beers were still the most popular type of drink among men in all occupational groups - even in managerial and professional occupations, nearly half (47 per cent) of the alcohol drunk by men was beer.

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 and spirits: 73 per cent of their consumption was wine, compared with 44 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 16 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.

Table 2.5

2 What people drink

Drinking: adults' behaviour and knowledge in 2008

Table 2.1 Average weekly alcohol consumption: by sex: 1997 – 2008

<i>All persons</i>										
Average weekly alcohol consumption	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%	%
Men										
non-drinker	10	8	9	9	12	9	11	11	14	14
Less than 1 unit	12	10	12	11	11	11	11	10	11	11
1 - 10 units	33	35	34	32	34	34	36	30	28	27
11 - 21 units	21	22	22	23	20	23	21	22	20	20
22 - 35 units	13	14	13	15	12	13	11	12	14	14
36 - 50 units	6 ²⁴	4 ²⁴	6 ²⁴	5 ²⁶	5 ²³	5 ²³	5 ²¹	7 ²⁷	5 ²⁸	5 ²⁸
51 units and over	5	6	5	6	6	5	5	8	8	9
Mean consumption	15.9	15.7	15.5	16.2	15.2	16.0	15.2	18.6	17.8	18.0
Standard error of mean	--	0.40	0.53	0.49	0.54	0.76	0.82	1.01	0.74	0.77
<i>Unweighted base</i> ¹										1,000
<i>Weighted base (000s)</i> ²										22,477
<i>Weighted base</i> ³	1,707	2,550	1,616	1,729	1,580	1,124	1,029	1,029	1,060	
	%	%	%	%	%	%	%	%	%	%
Women										
non-drinker	14	13	13	13	15	14	17	17	16	17
Less than 1 unit	24	24	22	23	21	24	21	19	23	23
1-7 units	35	36	33	34	37	35	35	27	30	30
8 - 14 units	14	15	16	15	14	13	13	15	13	13
15 - 25 units	9	9	8	9	8	9	10	12	10	10
26 - 35 units	2 ¹⁴	2 ¹³	3 ¹⁵	3 ¹⁵	2 ¹³	3 ¹⁴	2 ¹⁴	5 ²²	3 ¹⁷	3 ¹⁷
36 units and over	2	2	4	3	2	2	2	6	3	4
Mean consumption	6.9	6.4	7.9	7.5	7.0	7.0	6.8	9.9	7.7	7.7
Standard error of mean	--	0.18	0.34	0.27	0.28	0.36	0.37	0.47	0.37	0.36
<i>Unweighted base</i> ¹										1,240
<i>Weighted base (000s)</i> ²										24,148
<i>Weighted base</i> ³	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

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

² weighted to population totals

³ weighted for unequal chance of selection

2 What people drink

Drinking: adults' behaviour and knowledge in 2008

Table 2.2 Average weekly alcohol consumption of different types of drink, by sex: 1997 – 2008

<i>All persons</i>											
Type of drink	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 ³	2008 ²	
Men											
<i>Mean number of units per week</i>											
Strong beer, lager, cider	2.6	2.5	2.3	1.8	2.6	2.0	2.4	3.2	2.4	2.4	
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	
Spirits	2.1	2.2	2.1	2.1	2.0	2.0	2.2	2.2	2.1	2.1	
Fortified wine	0.3	0.2	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	
Wine	2.0	2.2	2.3	2.7	2.4	2.9	2.5	5.2	5.0	5.1	
Alcopops	0.5	0.2	0.2	0.7	0.5	0.3	0.3	0.3	0.3	0.3	
Total units ⁴	15.9	15.7	15.5	16.2	15.2	16.0	15.2	18.6	17.8	18.0	
	%	%	%	%	%	%	%	%	%	%	
Strong beer, lager, cider	17	16	15	11	17	13	16	17	13	13	
Normal strength beer, lager, cider	53	53	53	54	48	54	50	41	44	44	
Spirits	13	14	14	13	13	13	14	12	12	12	
Fortified wine	2	1	1	1	1	1	2	1	1	1	
Wine	12	14	15	17	16	18	17	28	28	28	
Alcopops	3	1	1	4	3	2	2	1	2	2	
<i>Unweighted base¹</i>											1,000
<i>Weighted base (000s)²</i>											22,477
<i>Weighted base³</i>	1,707	2,550	1,617	1,729	1,580	1,125	1,029	1,029	1,060		
Women											
<i>Mean number of units per week</i>											
Strong beer, lager, cider	0.9	0.5	0.7	0.4	0.6	0.3	0.4	0.5	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	
Spirits	1.4	1.6	1.9	1.7	1.5	1.7	1.7	1.7	1.3	1.2	
Fortified wine	0.5	0.4	0.3	0.3	0.3	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	
Alcopops	0.3	0.2	0.7	0.9	0.7	0.4	0.5	0.5	0.4	0.4	
Total units ⁴	6.9	6.4	7.9	7.5	7.0	7.0	6.8	9.9	7.7	7.7	
	%	%	%	%	%	%	%	%	%	%	
Strong beer, lager, cider	13	8	9	5	9	4	6	6	5	5	
Normal strength beer, lager, cider	22	23	22	17	19	19	16	11	12	12	
Spirits	20	25	24	23	21	24	25	17	17	16	
Fortified wine	7	7	4	4	4	3	3	2	3	3	
Wine	33	34	33	37	37	43	40	57	60	60	
Alcopops	4	3	9	12	10	6	8	5	5	5	
<i>Unweighted base¹</i>											1,240
<i>Weighted base (000s)²</i>											24,148
<i>Weighted base³</i>	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

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

² weighted to population totals

³ weighted for unequal chance of selection

⁴ Includes 'other' drinks for example cocktails.

2 What people drink

Drinking: adults' behaviour and knowledge in 2008

Table 2.2 Average weekly alcohol consumption of different types of drink, by sex:
1997 – 2008 - Continued

<i>All persons</i>										
Type of drink	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 ³	2008 ²
All persons	<i>Mean number of units per week</i>									
Strong beer, lager, cider	1.7	1.4	1.5	1.1	1.5	1.1	1.3	1.8	1.3	1.4
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
Spirits	1.7	1.9	2.0	1.9	1.7	1.9	1.9	1.9	1.6	1.6
Fortified wine	0.4	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Wine	2.2	2.2	2.5	2.7	2.5	2.9	2.6	5.4	4.8	4.9
Alcopops	0.4	0.2	0.5	0.8	0.6	0.4	0.4	0.4	0.3	0.3
Total units ⁴	11.1	10.7	11.5	11.7	10.7	11.1	10.7	13.9	12.5	12.7
	%	%	%	%	%	%	%	%	%	%
Strong beer, lager, cider	15	13	13	9	14	10	12	13	10	11
Normal strength beer, lager, cider	43	43	42	41	37	42	38	30	34	34
Spirits	15	17	17	16	16	17	18	14	13	13
Fortified wine	3	3	3	2	2	2	2	2	2	2
Wine	19	21	22	23	23	26	25	39	38	39
Alcopops	3	2	4	7	6	4	4	3	2	2
<i>Unweighted base</i> ¹										2,240
<i>Weighted base (000s)</i> ²										46,625
<i>Weighted base</i> ³	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

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

² weighted to population totals

³ weighted for unequal chance of selection

⁴ Includes 'other' drinks for example cocktails.

Table 2.3 Average weekly alcohol consumption of different types of drink, by sex and age: 2008

<i>All persons</i>										
Type of drink	Men					Women				
	16-24	25-44	45-64	65 and over	Total	16-24	25-44	45-64	65 and over	Total
	<i>Mean number of units per week</i>					<i>Mean number of units per week</i>				
Strong beer, lager, cider	5.4	2.2	2.1	1.1	2.4	0.1	0.6	0.4	0.1	0.4
Normal strength beer, lager, cider	9.5	7.4	9.6	4.4	7.9	0.7	1.5	0.8	0.2	0.9
Spirits	3.3	1.2	2.1	2.5	2.1	2.5	1.1	0.9	1.1	1.2
Fortified wine	0.3	0.1	0.2	0.3	0.2	0.1	0.1	0.1	0.4	0.2
Wine	3.2	4.5	7.1	4.2	5.1	3.3	4.6	5.9	3.7	4.6
Alcopops	1.4	0.2	0.0	0.0	0.3	1.5	0.5	0.1	0.0	0.4
Total units ³	23.4	15.7	21.1	12.5	18.0	8.2	8.4	8.3	5.5	7.7
	%	%	%	%	%	%	%	%	%	%
Strong beer, lager, cider	23	14	10	9	13	1	7	5	2	5
Normal strength beer, lager, cider	41	47	45	35	44	9	18	10	4	12
Spirits	14	8	10	20	12	30	13	11	20	16
Fortified wine	1	1	1	2	1	1	1	1	7	3
Wine	14	29	34	34	28	40	55	71	67	60
Alcopops	6	1	0	0	2	18	6	1	0	5
<i>Unweighted base</i> ¹	100	330	330	240	1,000	110	400	380	350	1,240
<i>Weighted base (000s)</i> ²	3,383	7,709	7,328	4,056	22,477	3,371	8,127	7,581	5,061	24,148

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

² weighted to population totals

³ Includes 'other' drinks for example cocktails.

2 What people drink

Drinking: adults' behaviour and knowledge in 2008

Table 2.4 Average weekly alcohol consumption of different types of drink, by socio-economic classification: 2008

<i>All persons</i>								
Types of drink	Men				Women			
	Managerial and professional	Intermediate	Routine and manual	Total ⁴	Managerial and professional	Intermediate	Routine and manual	Total ⁴
	<i>Mean number of units per week</i>				<i>Mean number of units per week</i>			
Strong beer, lager, cider	2.4	1.7	2.8	2.4	0.3	0.7	0.5	0.4
Normal strength beer, lager, cider	7.2	9.1	8.7	7.9	0.8	0.9	1.2	0.9
Spirits	2.6	1.8	1.6	2.1	1.1	1.4	1.1	1.2
Fortified wine	0.3	0.0	0.1	0.2	0.2	0.2	0.1	0.2
Wine	8.1	5.8	2.3	5.1	6.9	5.7	2.7	4.6
Alcopops	0.1	0.2	0.2	0.3	0.1	0.3	0.6	0.4
Total units ³	20.6	18.9	15.7	18.0	9.4	9.2	6.2	7.7
	%	%	%	%	%	%	%	%
Strong beer, lager, cider	12	9	18	13	3	8	8	5
Normal strength beer, lager, cider	35	48	55	44	9	10	19	12
Spirits	13	10	10	12	12	15	18	16
Fortified wine	1	0	1	1	2	2	2	3
Wine	39	31	15	28	73	62	44	60
Alcopops	0	1	1	2	1	3	10	5
<i>Unweighted base</i> ¹	370	160	380	1,000	390	240	460	1,240
<i>Weighted base (000s)</i> ²	8,275	3,579	8,187	22,477	7,466	4,730	8,395	24,148

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

² weighted to population totals

³ Includes 'other' drinks for example cocktails.

⁴ 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.

Table 2.5 Average weekly alcohol consumption of different types of drink, by sex and average weekly alcohol consumption: 2008

<i>Drinkers</i>										
Types of drink	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
	<i>Mean number of units per week</i>					<i>Mean number of units per week</i>				
Strong beer, lager, cider	0.0	0.4	0.8	7.8	2.8	0.0	0.1	0.2	2.0	0.5
Normal strength beer, lager, cider	0.1	2.7	7.5	20.1	9.2	0.0	0.4	1.8	3.2	1.1
Spirits	0.0	0.7	2.1	5.1	2.4	0.1	0.9	1.8	4.3	1.5
Fortified wine	0.0	0.1	0.3	0.4	0.2	0.0	0.2	0.3	0.3	0.2
Wine	0.1	1.6	4.8	13.2	5.9	0.1	2.1	7.1	18.0	5.6
Alcopops	0.0	0.1	0.5	0.6	0.3	0.0	0.3	0.3	1.5	0.5
Total units ³	0.3	5.5	16.0	47.4	20.9	0.3	3.9	11.5	29.3	9.3
	%	%	%	%	%	%	%	%	%	%
Strong beer, lager, cider	0	7	5	16	13	0	3	2	7	5
Normal strength beer, lager, cider	33	49	47	42	44	0	10	16	11	12
Spirits	0	13	13	11	11	33	23	16	15	16
Fortified wine	0	2	2	1	1	0	5	3	1	2
Wine	33	29	30	28	28	33	54	62	61	60
Alcopops	0	2	3	1	1	0	8	3	5	5
<i>Unweighted base</i> ¹	110	270	200	280	860	300	360	170	200	1,030
<i>Weighted base (000s)</i> ²	2,372	6,128	4,592	6,291	19,383	5,541	7,288	3,067	4,139	20,034

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

² weighted to population totals

³ Includes 'other' drinks for example cocktails.

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 27 per cent said that they drank on at least three days a week, a similar proportion to that found in previous surveys. One in ten of those interviewed said they had had a drink almost every day. At the other end of the frequency scale, 16 per cent had not drunk any alcohol at all in the last year.

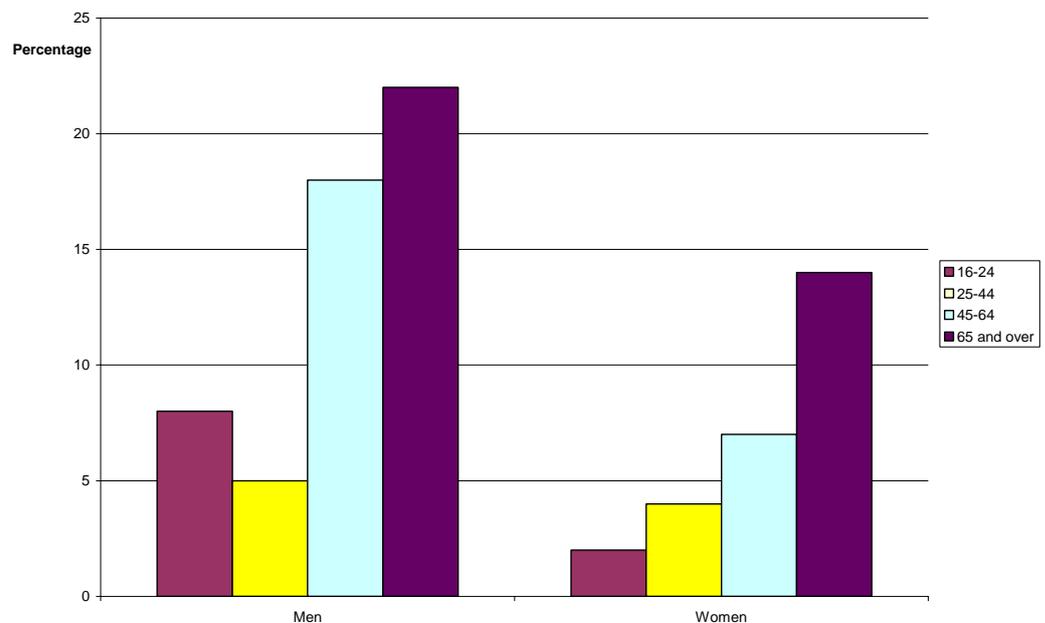
Men were more likely than women to drink frequently – 34 per cent said that they drank on at least three days a week, compared with 19 per cent of women. Men were also more likely to drink almost every day (13 per cent of men compared with 7 per cent of women) and less likely to not have drunk at all in the last year (14 per cent and 18 per cent respectively).

Compared with younger people, older people were more likely to drink every day – among those aged 65 and over, 22 per cent of men and 14 per cent of women said they drank nearly every day, compared with only 8 per cent of men and 2 per cent of women aged 16-24.

Among both men and women, those in managerial and professional occupations were more likely to be frequent drinkers than were those in routine and manual occupations.

Figure 3.1 and Tables 3.1- 3.3

Figure 3.1 Percentage of people who drink almost every day, by sex and age, 2008



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 benchmarks 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 week⁴.

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 seven per cent of men and 53 per cent of women said that they had had an alcoholic drink in the previous seven days, and 17 per cent of men and 11 per cent of women had had a drink on five or more days. These percentages were very similar to those found in 2007. 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 (81 per cent compared with 58 per cent). The pattern was similar among women: 66 per cent of women in managerial and professional occupations had had a drink in the past week, compared with 44 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: 51 per cent of men and 41 per cent of women said that the daily amount had varied. Older people were the least likely to say that the amount varied: 28 per cent of men aged 65 and over and 24 per cent of women in this age group drank different amounts on each day when they had a drink, compared with 56 per cent of men and 50 per cent of women aged 25-44.

Table 3.7

⁴ The GHS and the HSE also use this method

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.

The rest of this section concentrates on two measures of daily consumption:

- the proportions exceeding the recommended daily benchmarks, 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 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 10 per cent of women had drunk heavily (more than eight units for men and four units for women) on at least one day in the last week.

There was no change in the percentage of men who had exceeded the daily benchmarks and who had drunk heavily on at least one day in the last week compared with 2007. Among women, however, there was a reduction in the percentage of women who drank heavily on at least one day in the last week from 17 per cent in 2007 to 10 per cent 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 the recommended number of daily units on at least one day. About one half (48 per cent) of men aged 16-24 had exceeded four units on at least one day in the previous week, compared with only 16 per cent of men aged 65 and over. The corresponding difference among women was slightly different: the 25-44 age group were the most likely to have drunk more than three units on at least one day (35 per cent), compared with 12 per cent of those aged 65 and over.

Men were twice as likely as women to have drunk heavily: 21 per cent of men compared with 10 per cent of women had drunk more than eight units (men) and six units (women).

Percentages who drank heavily on at least one day in the last week varied with age, falling from 33 per cent of men aged 16-24 to just 5 per cent of men aged 65 and over. Among women, the equivalent figures were 16 per cent and 2 per cent.

Table 3.9

It was shown previously that men in managerial and professional occupations were much more likely to be frequent drinkers than were men in other occupations (Table 3.3). Table 3.10 shows that they were also more likely to have drunk more than four units on any one day in the last week – 42 per cent of men in managerial and professional and in

intermediate occupational groups had done so compared with 32 per cent of men in the routine and manual occupational group.

Similarly, among women, those in managerial and professional and intermediate occupations were more likely than those in routine and manual occupations to have exceeded the daily recommended limit of three units on at least one day: 34 per cent of women in managerial and professional occupations, 30 per cent of women in the intermediate group and 20 per cent of those classified as routine and manual had done so.

Table 3.10

Circumstances in which people drank last week

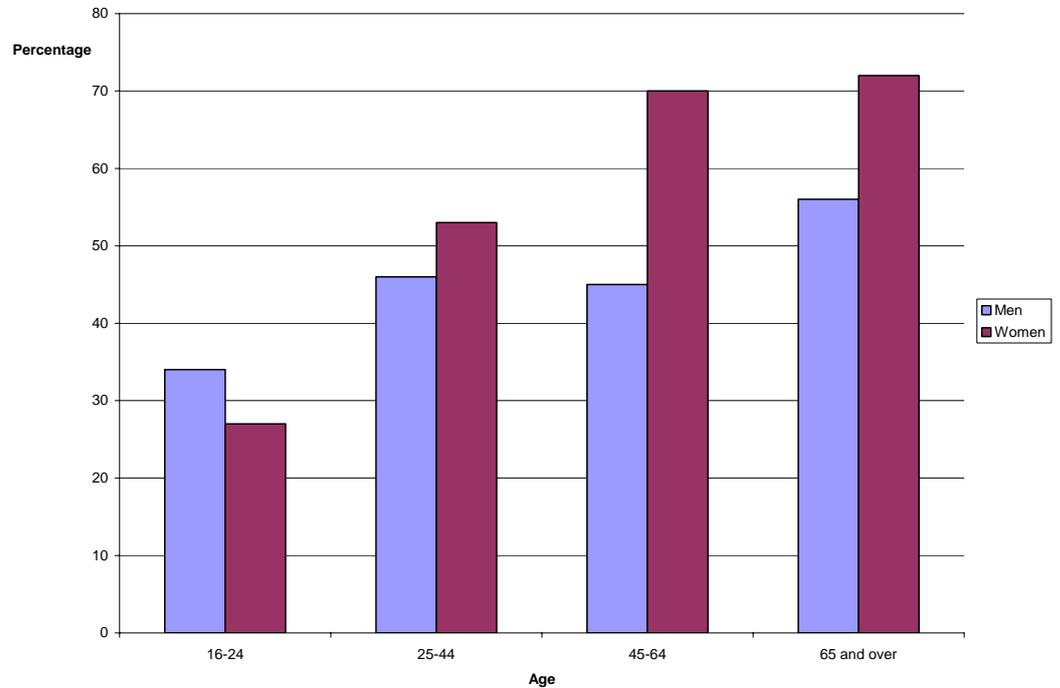
People who drank last week (59 per cent of all those interviewed) were asked several questions about where they were and who they were with at the time. The questions in their current form were first asked in 2006.

People who had said previously 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 five per cent of men and 60 per cent of women had drunk alcohol in their own home in the previous week, and 9 per cent of male drinkers and 11 per cent of female drinkers had been drinking in someone else's home. Just over one third of men (35 per cent) had been in a pub or bar, compared with only 17 per cent of women drinkers. These figures were similar to those found in 2006 and 2007.

Figure 3.2 Percentage of drinkers who drank at home in the past week by sex and age, 2008



There was marked variation by age in the places drinkers tended to drink: older people were more likely to drink at home and correspondingly less likely to drink on licensed premises. For example, among men aged 25-44, 52 per cent had been drinking at their own or someone else's home, and 39 per cent in a pub or bar. The corresponding figures among men drinkers aged 65 and over were 64 per cent and 23 per cent respectively. A similar pattern was evident among women.

Among men, there was no clear pattern of variation in drinking at home according to socio-economic classification, but those in professional and managerial occupations were less likely to have been drinking in a pub or bar than others (29 per cent compared with 38 per cent of men in intermediate and 41 per cent of those in routine and manual occupations). Among women, those in managerial and professional occupations were more likely to have been drinking at home and less likely to have been drinking in a pub or bar than women in routine and manual occupations.

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.

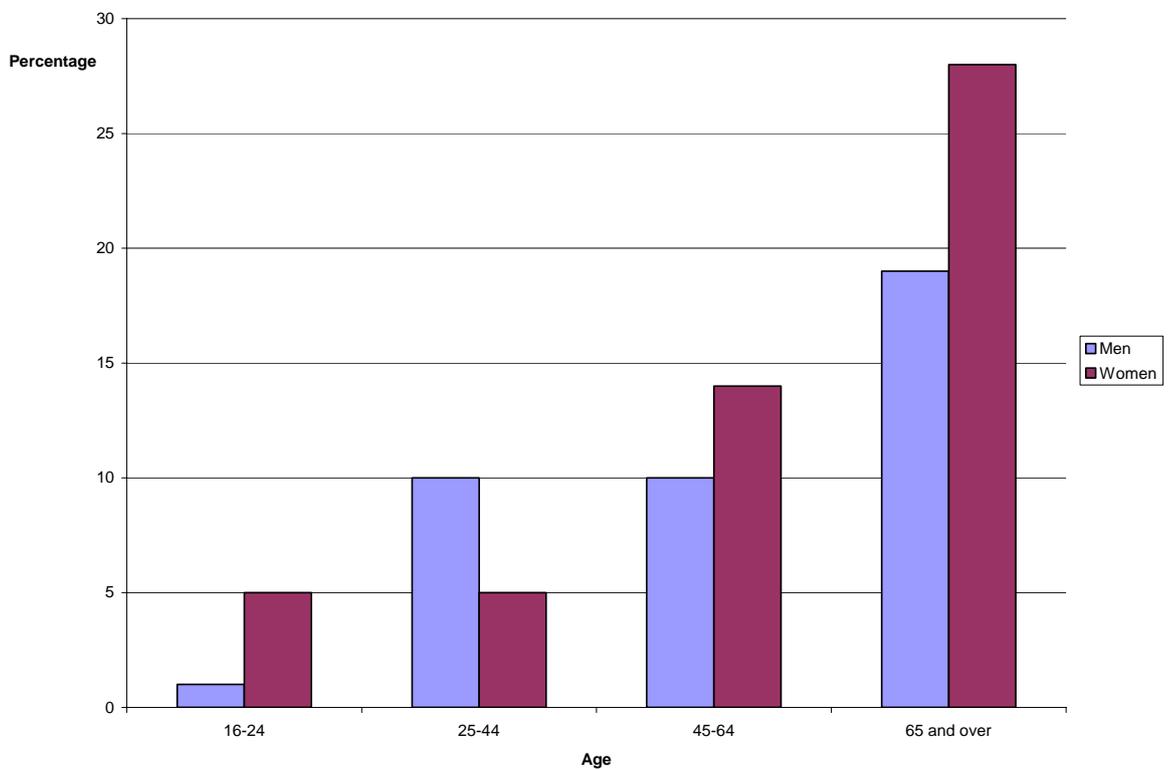
Tables 3.11-3.14

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 34 per cent had been with one other person. A similar pattern was found among women drinkers: 12 per cent had been drinking alone, and 42 per cent had been drinking with one other person. About one 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 Percentage of drinkers who drank alone in the past week by sex and age, 2008



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, 19 per cent of men aged 65 or over drank alone and 46 per cent drank with one other person, but hardly any men aged 16-24 had been drinking alone, and only 9 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. Among women the difference in relation to age was similar. There was no statistically significant variation in size of drinking group among people of 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 37 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 (41 per cent of those who drank last week), and a spouse or partner (38 per cent). Eighteen per cent said they had been with their family when they had been drinking in the last week, 6 per cent had been with work colleagues and 3 per cent had been with a boyfriend or girlfriend.

Women drinkers were most likely to have been drinking with a spouse or partner on the day on which they had most to drink (44 per cent of those who had drunk alcohol in the previous week), or with friends (33 per cent). A fifth (21 per cent) had drunk with their family, 4 per cent had been with a boyfriend or girlfriend and 4 per cent had been with work colleagues.

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.

Men drinkers in managerial and professional occupations were less likely than others to have been drinking with their friends, and more likely to have been drinking with their spouse or partner. The pattern among women drinkers from different occupational classes was not clear as most of the apparent differences were not statistically significant. Among both men and women, those who had drunk most that day were more likely than lighter drinkers to have been drinking with friends.

Tables 3.19-3.22

Table 3.1 Self-reported drinking frequency, by sex: 1997 – 2008

<i>All persons</i>									
Drinking frequency	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
Men	%	%	%	%	%	%	%	%	%
Almost every day	14	14	12	16	12	14	13	13	13
5 or 6 days a week	5 35	4 36	5 35	5 38	4 34	6 37	4 35	4 34	4 34
3 or 4 days a week	16	18	18	16	17	17	18	18	18
Once or twice a week	33	36	34	32	34	31	30	30	30
Once or twice a month	10	12	11	12	10	13	12	11	11
Once every couple of months	6	4	5	5	5	5	5	4	4
Once or twice a year	5	4	5	4	6	4	5	6	6
Not at all in last year	11	8	10	9	13	10	12	14	14
<i>Unweighted base</i> ¹									1,000
<i>Weighted base (000s)</i> ²									22,434
<i>Weighted base</i> ³	1,690	2,550	1,608	1,728	1,570	1,122	1,027	1,061	
Women	%	%	%	%	%	%	%	%	%
Almost every day	9	9	8	9	8	9	7	7	7
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 or 4 days a week	9	11	12	13	10	12	12	9	9
Once or twice a week	32	30	31	29	29	26	29	26	26
Once or twice a month	16	16	15	15	16	15	15	17	17
Once every couple of months	9	9	9	9	9	8	8	9	9
Once or twice a year	9	10	9	8	9	11	9	10	10
Not at all in last year	15	13	13	14	16	15	18	18	18
<i>Unweighted base</i> ¹									1,240
<i>Weighted base (000s)</i> ²									24,104
<i>Weighted base</i> ³	1,926	2,959	1,829	1,881	1,940	1,345	1,197	1,179	
All	%	%	%	%	%	%	%	%	%
Almost every day	11	11	10	13	10	11	10	10	10
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 or 4 days a week	12	14	14	15	13	14	14	13	13
Once or twice a week	32	33	33	30	31	28	29	28	28
Once or twice a month	13	14	13	14	13	14	14	14	14
Once every couple of months	8	6	7	7	7	7	7	7	7
Once or twice a year	7	7	7	6	7	8	7	8	8
Not at all in last year	13	11	12	12	15	13	15	16	16
<i>Unweighted base</i> ¹									2,240
<i>Weighted base (000s)</i> ²									46,538
<i>Weighted base</i> ³	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

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

² weighted to population totals

Table 3.2 Self-reported drinking frequency, by sex and age: 2008

All persons

Drinking frequency	16-24	25-44	45-64	65 and over	Total
Men	%	%	%	%	%
Almost every day	8	5	18	22	13
5 or 6 days a week	2	5	4	3	4
3 or 4 days a week	13	19	20	14	18
Once or twice a week	35	36	29	19	30
Once or twice a month	18	13	7	10	11
Once every couple of months	3	5	4	4	4
Once or twice a year	10	3	6	8	6
Not at all in last year	12	14	11	20	14
<i>Unweighted base</i> ¹	100	320	330	240	1,000
<i>Weighted base (000s)</i> ²	3,383	7,677	7,318	4,056	22,434
Women	%	%	%	%	%
Almost every day	2	4	7	14	7
5 or 6 days a week	1	2	5	5	3
3 or 4 days a week	4	10	11	7	9
Once or twice a week	30	29	28	17	26
Once or twice a month	28	19	15	10	17
Once every couple of months	9	10	10	7	9
Once or twice a year	5	7	11	16	10
Not at all in last year	21	18	14	24	18
<i>Unweighted base</i> ¹	110	400	380	350	1,240
<i>Weighted base (000s)</i> ²	3,341	8,127	7,581	5,046	24,104

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

² weighted to population totals

Table 3.3 Self-reported drinking frequency, by sex and socio-economic classification: 2008

All persons

Drinking frequency	Managerial and professional	Intermediate	Routine and manual	Total ³
	%	%	%	%
Men				
Almost every day	17	14	10	13
5 or 6 days a week	6	2	2	4
3 or 4 days a week	25	23	12	18
Once or twice a week	29	28	34	30
Once or twice a month	10	12	11	11
Once every couple of months	4	2	5	4
Once or twice a year	3	6	7	6
Not at all in last year	7	14	19	14
<i>Unweighted base</i> ¹	370	160	380	1,000
<i>Weighted base (000s)</i> ²	8,242	3,568	8,187	22,434
	%	%	%	%
Women				
Almost every day	9	8	5	7
5 or 6 days a week	5	4	2	3
3 or 4 days a week	16	7	6	9
Once or twice a week	30	35	24	26
Once or twice a month	15	19	17	17
Once every couple of months	6	9	10	9
Once or twice a year	8	9	15	10
Not at all in last year	12	10	21	18
<i>Unweighted base</i> ¹	390	240	460	1,240
<i>Weighted base (000s)</i> ²	7,466	4,730	8,351	24,104

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

² weighted to population totals

³ 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.

Table 3.4 Number of drinking days in the last week, by sex: 2007 and 2008

All persons

Drinking days last week	2007	2008 ³	2008 ²
Men	%	%	%
0	32	33	33
1	17	16	16
2	15	16	16
3	13	11	11
4	6	7	7
5	6	4	4
6	3	3	3
7	9	10	10
Unweighted base ¹			990
Weighted base (000s) ²			22,342
Weighted base ³	1030	1055	
Women	%	%	%
0	43	47	47
1	19	20	20
2	13	11	11
3	9	7	7
4	5	5	4
5	2	3	3
6	2	2	2
7	6	6	6
Unweighted base ¹			1,230
Weighted base (000s) ²			23,795
Weighted base ³	1197	1165	

2007 percentages and bases weighted for unequal chance of selection

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 3.5 Number of drinking days in the last week, by sex and age: 2008

All persons

Drinking days last week		16-24	25-44	45-64	65 and over	Total
Men		%	%	%	%	%
0		37	34	27	39	33
1		22	16	14	12	16
2		15	19	15	11	16
3		10	13	12	8	11
4		9	7	8	2	7
5		2	4	3	5	4
6		4	2	5	1	3
7		2	4	14	20	10
<i>Unweighted base</i> ¹		100	320	330	240	990
<i>Weighted base (000s)</i> ²		3,383	7,640	7,308	4,012	22,342
Women		%	%	%	%	%
0		54	47	42	51	47
1		26	23	20	13	20
2		8	12	14	9	11
3		8	6	7	6	7
4		-	4	7	4	4
5		1	4	4	3	3
6		-	2	2	2	2
7		2	4	4	12	6
<i>Unweighted base</i> ¹		110	400	380	340	1,230
<i>Weighted base (000s)</i> ²		3,307	8,049	7,498	4,932	23,795

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

² weighted to population totals

Table 3.6 Number of drinking days in the last week, by sex and socio-economic classification: 2008

All persons

Drinking days last week	Managerial and professional	Intermediate	Routine and manual	Total ³
Men	%	%	%	%
0	19	34	42	33
1	16	11	17	16
2	16	17	15	16
3	16	11	8	11
4	8	8	5	7
5	5	3	3	4
6	5	5	2	3
7	15	10	7	10
<i>Unweighted base</i> ¹	370	160	380	990
<i>Weighted base (000s)</i> ²	8,214	3,568	8,140	22,342
Women	%	%	%	%
0	34	40	56	47
1	19	23	20	20
2	15	15	8	11
3	11	6	4	7
4	7	4	3	4
5	5	4	2	3
6	2	2	1	2
7	8	5	5	6
<i>Unweighted base</i> ¹	390	240	450	1,230
<i>Weighted base (000s)</i> ²	7,437	4,675	8,166	23,795

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

² weighted to population totals

³ 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.

Table 3.7 Whether daily amount varies, by sex and age: 2008

Those who drank on more than one day last week

	16-24	25-44	45-64	65 and over	Total
<i>Percentage whose daily amounts varied</i>					
Men	[31]	56	48	28	51
Women	[13]	50	38	24	41
<i>Unweighted base ¹</i>					
Men	40	160	190	110	500
Women	20	130	150	110	400
<i>Weighted base (000s) ²</i>					
Men	1,394	3,788	4,263	1,943	11,388
Women	654	2,478	2,870	1,768	7,770

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

² weighted to population totals

Table 3.8 Maximum daily amount last week, by sex: 2007 and 2008

All persons

Maximum daily amount	2007	2008 ³	2008 ²
	%	%	%
Men			
Drank nothing last week	33	34	34
Up to 4/3 units	31	29	28
More than 4/3, up to 8/6 units	17	17	17
More than 8/6 units	20	20	21
	37	37	38
<i>Unweighted base</i> ¹			1,000
<i>Weighted base (000s)</i> ²			22,477
<i>Weighted base</i> ³	1,018	1,062	
	%	%	%
Women			
Drank nothing last week	43	48	48
Up to 4/3 units	23	27	26
More than 4/3, up to 8/6 units	17	16	15
More than 8/6 units	17	10	10
	34	25	25
<i>Unweighted base</i> ¹			1,240
<i>Weighted base (000s)</i> ²			24,139
<i>Weighted base</i> ³	1,192	1,182	

2007 percentages and bases weighted for unequal chance of selection

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

Table 3.9 Maximum daily amount last week, by sex and age: 2008

All persons

Maximum daily amount	16-24	25-44	45-64	65 and over	Total
Men	%	%	%	%	%
Drank nothing last week	37	35	28	40	34
Up to 4/3 units	15	23	31	44	28
More than 4/3, up to 8/6 units	15 ⁴⁸	18 ⁴²	20 ⁴¹	11 ¹⁶	17 ³⁸
More than 8/6 units	33	24	21	5	21
<i>Unweighted base</i> ¹	100	330	330	240	1,000
<i>Weighted base (000s)</i> ²	3,383	7,709	7,328	4,056	22,477
Women	%	%	%	%	%
Drank nothing last week	56	47	43	53	48
Up to 4/3 units	19	18	33	34	26
More than 4/3, up to 8/6 units	10 ²⁶	19 ³⁵	17 ²⁴	11 ¹²	15 ²⁵
More than 8/6 units	16	16	7	2	10
<i>Unweighted base</i> ¹	110	400	380	350	1,240
<i>Weighted base (000s)</i> ²	3,371	8,127	7,581	5,061	24,139

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

² weighted to population totals

Table **3.10** Maximum daily amount last week, by sex and socio-economic classification: 2008

All persons who had a drink last week

Maximum daily amount	Managerial and professional	Intermed-iate	Routine and manual	Total ³
Men	%	%	%	%
Drank nothing last week	20	34	42	34
Up to 4/3 units	37	25	26	28
More than 4/3, up to 8/6 units	21 42	19 41	15 32	17 38
More than 8/6 units	22	23	17	21
<i>Unweighted base</i> ¹	370	160	380	1,000
<i>Weighted base (000s)</i> ²	8,275	3,579	8,187	22,477
Women	%	%	%	%
Drank nothing last week	35	41	57	48
Up to 4/3 units	32	29	23	26
More than 4/3, up to 8/6 units	23 34	17 30	11 19	15 25
More than 8/6 units	11	13	8	10
<i>Unweighted base</i> ¹	390	240	460	1,240
<i>Weighted base (000s)</i> ²	7,466	4,730	8,395	24,139

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

² weighted to population totals

³ 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.

Table 3.11 Where drinkers drank on their heaviest drinking day in the last week, by sex: 2006-2008

Drinkers who drank last week

Where drank on heaviest/most recent drinking day	2006	2007	2008 ³	2008 ²
<i>Percentages</i>				
Men				
At home	46	50	46	45
In a pub or bar	36	33	34	35
At someone else's home	9	7	9	9
In a restaurant	8	9	9	9
In a club	9	10	8	8
Outside in a public place	0	0	2	2
Other	3	2	4	4
<i>Unweighted base</i> ¹				660
<i>Weighted base (000s)</i> ²				14,915
<i>Weighted base</i> ³	782	698	703	
<i>Percentages</i>				
Women				
At home	58	52	61	60
In a pub or bar	22	22	17	17
At someone else's home	8	13	10	11
In a restaurant	13	13	9	9
In a club	4	7	6	7
Outside in a public place	0	0	0	0
Other	3	4	2	2
<i>Unweighted base</i> ¹				650
<i>Weighted base (000s)</i> ²				12,623
<i>Weighted base</i> ³	752	680	622	

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

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

² weighted to population totals

³ weighted for unequal chance of selection

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

Table 3.12 Where drinkers drank on their heaviest drinking day in the last week, by sex and age: 2008

Drinkers who drank last week

Where drank on heaviest/most recent drinking day	16-24	25-44	45-64	65 and over	Total
<i>Percentages</i>					
Men					
At home	34	46	45	56	45
In a pub or bar	47	39	31	23	35
At someone else's home	23	6	7	8	9
In a restaurant	4	9	11	7	9
In a club	21	5	4	7	8
Outside in a public place	10	-	-	-	2
Other	2	4	5	4	4
<i>Unweighted base</i> ¹	60	220	240	140	660
<i>Weighted base (000s)</i> ²	2,140	5,020	5,314	2,442	14,915
<i>Percentages</i>					
Women					
At home	27	53	70	72	60
In a pub or bar	29	23	13	8	17
At someone else's home	32	10	5	10	11
In a restaurant	8	10	11	6	9
In a club	30	5	2	5	7
Outside in a public place	1	-	-	-	0
Other	3	4	1	2	2
<i>Unweighted base</i> ¹	50	220	220	160	650
<i>Weighted base (000s)</i> ²	1,521	4,301	4,374	2,426	12,623

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

² weighted to population totals

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

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.

Table 3.13 Where drinkers drank on their heaviest drinking day in the last week, by sex and socio-economic classification: 2008

Drinkers who drank last week

Where drank on heaviest/ most recent drinking day	Managerial and professional	Intermediate	Routine and manual	Total ³
<i>Percentages</i>				
Men				
At home	50	39	43	45
In a pub or bar	29	38	41	35
At someone else's home	8	12	8	9
In a restaurant	12	8	7	9
In a club	8	10	4	8
Outside in a public place	2	-	-	2
Other	5	3	3	4
<i>Unweighted base</i> ¹	300	100	220	660
<i>Weighted base (000s)</i> ²	6,643	2,365	4,721	14,915
<i>Percentages</i>				
Women				
At home	67	56	57	60
In a pub or bar	14	15	25	17
At someone else's home	9	15	7	11
In a restaurant	11	10	7	9
In a club	4	10	6	7
Outside in a public place	-	-	-	0
Other	3	-	3	2
<i>Unweighted base</i> ¹	260	140	200	650
<i>Weighted base (000s)</i> ²	4,942	2,814	3,606	12,623

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

² weighted to population totals

³ 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.

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

Table 3.14 Where drinkers drank on their heaviest drinking day in the last week, by sex and amount drunk that day: 2008

Drinkers who drank last week

Where drank on heaviest/most recent drinking day	Amount drunk on heaviest drinking day			Total
	Up to 4/3 units	4/3 but less than 8/6 units	8/6 units or more	
<i>Percentages</i>				
Men				
At home	56	43	32	45
In a pub or bar	23	34	52	35
At someone else's home	6	14	10	9
In a restaurant	9	8	10	9
In a club	4	5	15	8
Outside in a public place	-	1	4	2
Other	4	-	8	4
<i>Unweighted base</i> ¹	290	180	190	660
<i>Weighted base (000s)</i> ²	6,408	3,788	4,669	14,915
<i>Percentages</i>				
Women				
At home	69	61	34	60
In a pub or bar	13	12	37	17
At someone else's home	7	11	21	11
In a restaurant	9	9	12	9
In a club	2	8	17	7
Outside in a public place	0	-	-	0
Other	2	2	4	2
<i>Unweighted base</i> ¹	330	190	120	650
<i>Weighted base (000s)</i> ²	6,346	3,727	2,417	12,623

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

² weighted to population totals

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

Table 3.15 Number of drinking companions on the heaviest drinking day last week, by sex: 2006-2008

Drinkers who drank last week

Number of drinking	2006	2007	2008 ³	2008 ²
Men	%	%	%	%
None - drank alone	10	10	11	10
One other person	36	35	34	34
2-5 people	34	30	30	30
6-10 people	12	16	14	14
More than 10 people	8	8	11	11
Other	0	0	1	1
<i>Unweighted base¹</i>				660
<i>Weighted base (000s)²</i>				14,915
<i>Weighted base³</i>	782	697	705	
Women	%	%	%	%
None - drank alone	9	9	13	12
One other person	40	39	42	42
2-5 people	29	28	25	26
6-10 people	14	15	11	11
More than 10 people	7	10	8	9
Other	0	0	1	1
<i>Unweighted base¹</i>				650
<i>Weighted base (000s)²</i>				12,623
<i>Weighted base³</i>	753	680	621	

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

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 3.16 Number of drinking companions on the heaviest drinking day last week, by sex and age: 2008

Drinkers who drank last week

Number of drinking companions	16-24	25-44	45-64	65 and over	Total
Men	%	%	%	%	%
None - drank alone	1	10	10	19	10
One other person	9	35	37	46	34
2-5 people	43	28	30	23	30
6-10 people	24	16	12	7	14
More than 10 people	16	11	12	5	11
Other	7	-	-	-	1
<i>Unweighted base</i> ¹	60	220	240	140	660
<i>Weighted base (000s)</i> ²	2,140	5,020	5,314	2,442	14,915
Women	%	%	%	%	%
None - drank alone	5	5	14	28	12
One other person	30	44	46	38	42
2-5 people	35	26	25	21	26
6-10 people	15	12	11	8	11
More than 10 people	16	13	4	5	9
Other	-	1	-	1	1
<i>Unweighted base</i> ¹	50	220	220	160	650
<i>Weighted base (000s)</i> ²	1,521	4,301	4,374	2,426	12,623

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

² 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.

Table 3.17 Number of drinking companions on the heaviest drinking day last week, by sex and socio-economic classification: 2008

Drinkers who drank last week

Number of drinking companions	Managerial and professional	Intermediate	Routine and manual	Total ³
	%	%	%	%
Men				
None - drank alone	7	13	14	10
One other person	39	30	34	34
2-5 people	30	34	26	30
6-10 people	16	8	13	14
More than 10 people	9	14	12	11
Other	-	2	1	1
<i>Unweighted base</i> ¹	300	100	220	660
<i>Weighted base (000s)</i> ²	6,643	2,365	4,721	14,915
	%	%	%	%
Women				
None - drank alone	12	15	11	12
One other person	43	39	45	42
2-5 people	28	24	21	26
6-10 people	7	16	14	11
More than 10 people	10	5	8	9
Other	0	1	1	1
<i>Unweighted base</i> ¹	260	140	200	650
<i>Weighted base (000s)</i> ²	4,942	2,814	3,606	12,623

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

² weighted to population totals

³ 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.

Table 3.18 Number of drinking companions on the heaviest drinking day last week, by amount drunk that day: 2008

Drinkers who drank last week

Number of drinking companions	Amount drunk on heaviest drinking day			Total
	Up to 4/3 units	4/3 but less than 8/6 units	8/6 units or more	
	%	%	%	%
Men				
None - drank alone	14	10	5	10
One other person	43	37	19	34
2-5 people	31	31	28	30
6-10 people	6	17	24	14
More than 10 people	7	5	21	11
Other	-	-	3	1
<i>Unweighted base</i> ¹	290	180	190	660
<i>Weighted base (000s)</i> ²	6,408	3,788	4,669	14,915
	%	%	%	%
Women				
None - drank alone	18	8	4	12
One other person	49	41	24	42
2-5 people	20	31	31	26
6-10 people	7	9	23	11
More than 10 people	6	10	14	9
Other	-	1	3	1
<i>Unweighted base</i> ¹	330	190	120	650
<i>Weighted base (000s)</i> ²	6,346	3,727	2,417	12,623

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

² weighted to population totals

Table 3.19 Drinking companions on the heaviest drinking day last week: 2006-2008

Drinkers who drank last week

Drinking companion(s)	2006	2007	2008 ³	2008 ²
<i>Percentages</i>				
Men				
Friends	44	45	41	41
Spouse/partner	40	41	39	38
Family	16	17	18	18
Work colleagues	4	4	6	6
Boyfriend/girlfriend	4	3	2	3
Other	1	0	1	1
Drank alone	11	10	11	10
<i>Unweighted base</i> ¹				660
<i>Weighted base (000s)</i> ²				14,915
<i>Weighted base</i> ³	782	698	703	
<i>Percentages</i>				
Women				
Friends	37	38	32	33
Spouse/partner	47	40	45	44
Family	27	23	20	21
Work colleagues	2	3	4	4
Boyfriend/girlfriend	4	6	4	4
Other	1	1	0	0
Drank alone	9	9	13	12
<i>Unweighted base</i> ¹				650
<i>Weighted base (000s)</i> ²				12,623
<i>Weighted base</i> ³	752	680	622	

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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

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

Table 3.20 Drinking companions on the heaviest drinking day last week, by sex and age: 2008

Drinkers who drank last week

Drinking companion(s)	16-24	25-44	45-64	65 and over	Total
<i>Percentages</i>					
Men					
Friends	76	41	36	25	41
Spouse/partner	11	38	44	48	38
Family	18	15	20	18	18
Work colleagues	8	12	3	1	6
Boyfriend/girlfriend	7	2	2	1	3
Other	-	0	1	1	1
Drank alone	1	10	10	19	10
<i>Unweighted base</i> ¹	60	220	240	140	660
<i>Weighted base (000s)</i> ²	2,140	5,020	5,314	2,442	14,915
<i>Percentages</i>					
Women					
Friends	64	37	24	20	33
Spouse/partner	10	53	50	38	44
Family	17	20	20	26	21
Work colleagues	12	7	2	-	4
Boyfriend/girlfriend	17	4	1	1	4
Other	-	-	-	1	0
Drank alone	5	5	14	28	12
<i>Unweighted base</i> ¹	50	220	220	160	650
<i>Weighted base (000s)</i> ²	1,521	4,301	4,374	2,426	12,623

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

² 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

Table 3.21 Drinking companions on the heaviest drinking day last week, by sex and socio-economic classification: 2008

Drinkers who drank last week

Drinking companion(s)	Managerial and professional	Intermediate	Routine and manual	Total ³
<i>Percentages</i>				
Men				
Friends	31	42	46	41
Spouse/partner	44	42	31	38
Family	22	16	16	18
Work colleagues	10	3	4	6
Boyfriend/girlfriend	2	3	5	3
Other	1	2	-	1
Drank alone	7	13	14	10
<i>Unweighted base</i> ¹	300	100	220	660
<i>Weighted base (000s)</i> ²	6,643	2,365	4,721	14,915
<i>Percentages</i>				
Women				
Friends	31	34	33	33
Spouse/partner	48	41	44	44
Family	19	19	22	21
Work colleagues	6	6	2	4
Boyfriend/girlfriend	3	4	5	4
Other	-	-	1	0
Drank alone	12	15	11	12
<i>Unweighted base</i> ¹	260	140	200	650
<i>Weighted base (000s)</i> ²	4,942	2,814	3,606	12,623

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

² weighted to population totals

³ 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.

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

Table 3.22 Drinking companions on the heaviest drinking day last week, by sex and amount drunk that day: 2008

Drinkers who drank last week

Drinking companion(s)	Amount drunk on heaviest drinking day			Total
	Up to 4/3 units	4/3 but less than 8/6 units	8/6 units or more	
<i>Percentages</i>				
Men				
Friends	22	42	68	41
Spouse/partner	45	40	26	38
Family	21	15	16	18
Work colleagues	6	8	6	6
Boyfriend/girlfriend	2	4	2	3
Other	1	1	-	1
Drank alone	14	10	5	10
<i>Unweighted base</i> ¹	290	180	190	660
<i>Weighted base (000s)</i> ²	6,408	3,788	4,669	14,915
<i>Percentages</i>				
Women				
Friends	20	34	61	33
Spouse/partner	48	47	31	44
Family	20	22	21	21
Work colleagues	3	5	6	4
Boyfriend/girlfriend	3	4	7	4
Other	-	-	1	0
Drank alone	18	8	4	12
<i>Unweighted base</i> ¹	330	190	120	650
<i>Weighted base (000s)</i> ²	6,346	3,727	2,417	12,623

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

² weighted to population totals

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

4 Drinking-related knowledge and behaviour

Knowledge of units

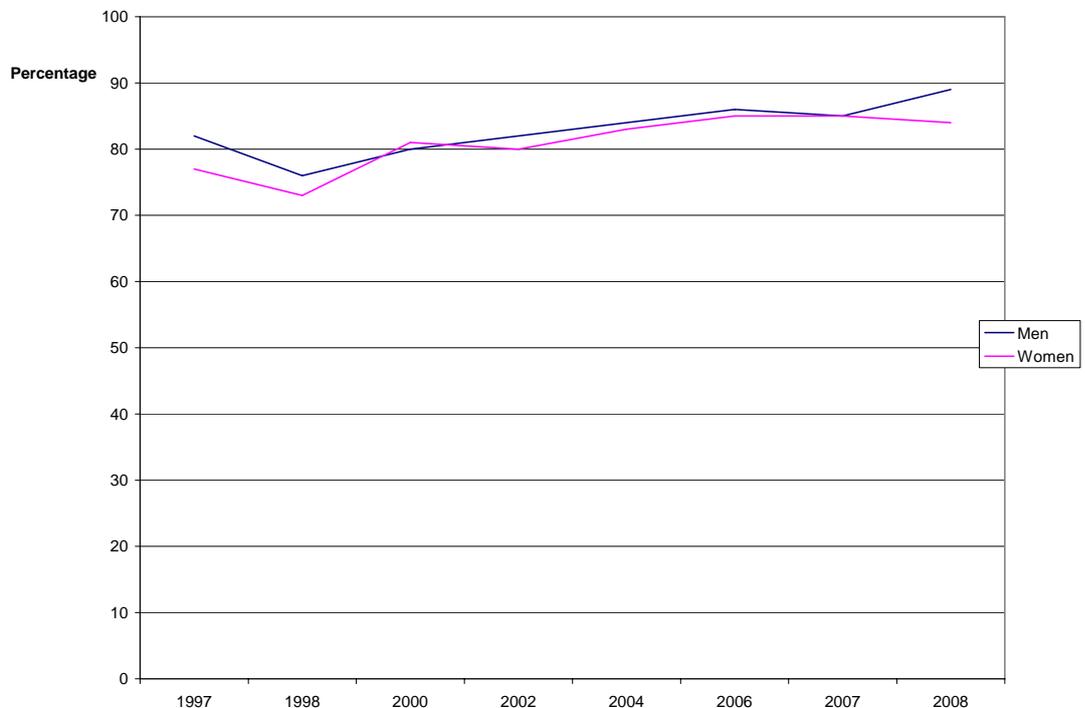
Advice on the amount people should drink has to be given in such a way that it applies to the wide range of different types of alcohol people may drink, which can have very different alcohol contents. Advice on drinking is therefore given in terms of units, and for people to be able to monitor how much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

Asked whether they had heard of measuring alcohol consumption in units, 86 per cent of respondents said that they had, compared with 79 per cent 11 years earlier.

Unlike in previous years, men were more likely than women to have heard of alcohol units: 89 per cent of men had heard of them compared with 84 per cent of 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 63 per cent of those who did not drink at all.

Figure 4.1 and Table 4.1

Figure 4.1 Percentage who said they had heard of measuring alcohol consumption in units, by sex: 1997 – 2008



Awareness of units was also associated with age. Those aged 65 and over were less likely to have heard of alcohol units: 76 per cent had done so, compared with 91 per cent of those aged 45-64 and 84 per cent of the youngest age group.

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, and those in routine and manual occupations the least likely to have done so.

Tables 4.2-4.3

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 2008, 60 per cent of those who had drunk beer in the last year knew that a unit of beer is half a pint, but 17 per cent gave an amount that was wrong. The most common wrong answer (given by 13 per cent of those who drank beer in the last year) was that a unit of beer was one pint - twice the correct amount. Nearly one quarter (23 per cent) of beer drinkers either had not heard of units, or couldn't say what a unit of beer was.

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 anything up to about three units.

In 2008, 14 per cent of respondents said, correctly, that a unit is contained in less than a small glass of wine, and 54 per cent thought that one small glass was one unit, so a total of 68 per cent were relatively well-informed. This was similar to the 69 per cent found in 2007.

Awareness of the alcohol content of spirits was at a similar level: 66 per cent of those who drank spirits were aware that a single measure was one unit. However, only 58 per cent of those who drank fortified wines (such as sherry or martini) knew that a small glass was one 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%, and are mainly sold in 275ml bottles, giving about 1.5 units of alcohol. In 2008, only 28 per cent of alcopops drinkers correctly said that one unit was less than a bottle. A further 31 per cent thought that a bottle was one unit, and 27 per cent either couldn't say, or had not heard of units.

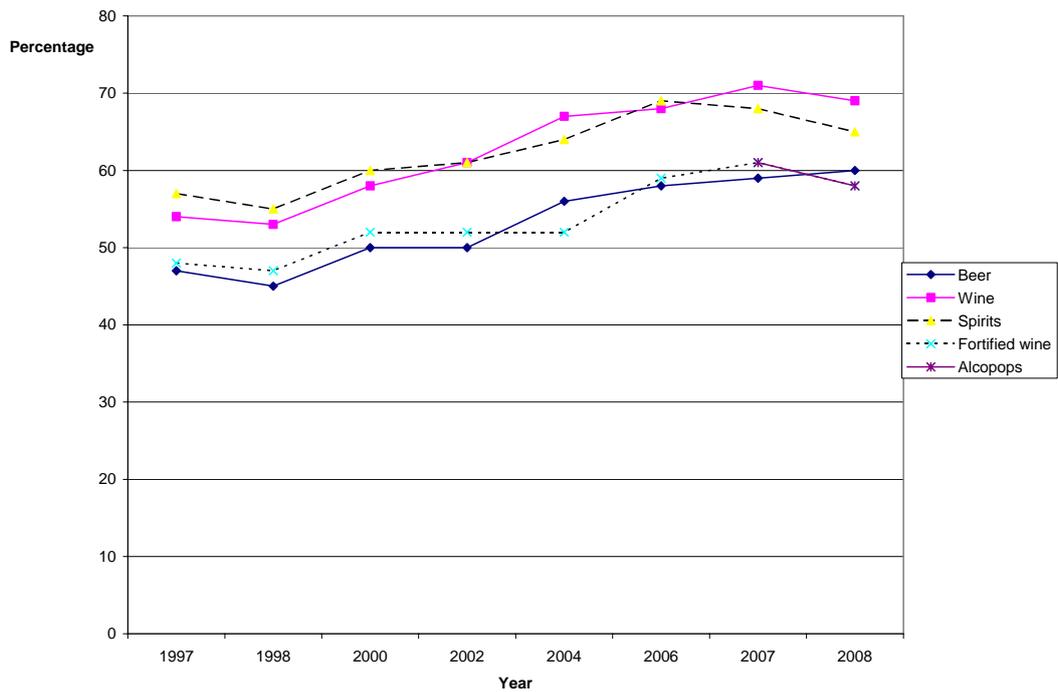
Knowledge among both men and women has increased substantially since 1997: for example, the proportion of men who drank beer who knew that a unit of beer is half a pint has increased from 49 per cent in 1997 to around 60 per cent since 2004.

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 quarter 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 4.2 and Tables 4.4-4.9

Figure 4.2 Percentage of drinkers who knew what a unit of each type of drink was, 1997 – 2008



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: 16 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. (Since most individuals drink more than one type of alcohol, it is not feasible to assess this directly from the survey data).

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, 15 per cent of men and 16 per cent of women who had heard of units did so. Those who did keep a check on units were slightly more likely to do so on a weekly basis than on the daily basis suggested by the government's current advice on sensible drinking. Although the difference is too small to be statistically significant, a similar slight difference has been evident in six out of the seven previous surveys in which the questions were included.

The percentage of men who kept a daily or a weekly check on the number of units drunk has remained similar over the ten-year period covered by the surveys. In contrast, the percentage of women who kept a check has increased slightly (but statistically significantly) from 12 per cent in 1997 and 1998 to 16 per cent in 2008.

Among both men and women, those who drank less than one unit a week were less likely than others to keep a daily or weekly check on the number of units drunk.

Tables 4.10-4.11

Knowledge of daily benchmarks

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 70 per cent in 2008 in the proportion of the sample who had heard of daily benchmarks. Throughout the period, differences between men and women have been slight.

Men non-drinkers were much less likely to have heard of daily benchmarks than were heavier drinkers. The percentage of men who drank very little who had heard of daily benchmarks increased significantly from 49 per cent in 2007 to 70 per cent in 2008.

Among women, non-drinkers and those who drank very little were much less likely to have heard of daily benchmarks than were heavier drinkers. For example, 63 per cent of women who drank less than one unit a week had heard of daily consumption levels compared with 80 per cent of those who drank more than 15 units a week.

Tables 4.12-4.13

Having heard of daily recommended levels did not necessarily mean that people knew what they were - indeed, about two fifths of respondents who said they had heard of them could not attempt an answer. Thirty eight percent of people thought that, for men, drinking three or four units a day was within the guidelines, and 44 per cent said that for women, drinking a two or three units a day was a recommended maximum. However, 12 per cent thought that the recommended daily maximum for men was five units or more, and 8 per cent thought that for women, it was four units or more. The percentage of people who said they did not know the benchmark levels decreased from 44 per cent in 1997 to 39 per cent in 2008.

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 or someone else at the surgery, or another doctor or other medical person.

About one tenth of male drinkers (11 per cent), and 8 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. Among women, those aged 65 and over were more likely than those aged 16-24 to have discussed drinking with a health professional.

Heavier drinkers were no 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 2008

Table 4.1 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and average weekly consumption: 1997 – 2008

All persons

Average weekly alcohol consumption	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 ³	2008 ²	2008 Weighted base ³	2008 Weighted base (000s) ²	2008 Unweighted base ¹
<i>Percentage who had heard of units</i>													
Men													
Non-drinker	55	53	56	51	55	56	56	56	66	67	146	3,084	140
Less than 1 unit	71	56	72	65	72	79	71	70	86	87	113	2,382	110
1-10 units	83	76	80	86	85	89	89	87	91	91	291	6,128	270
11-21 units	88	83	86	88	94	93	94	94	93	94	218	4,592	200
22 units and over	91	86	88	91	93	91	93	94	96	96	294	6,291	280
Total	82	76	80	82	84	86	85	85	89	89	1,062	22,477	1,000
Women													
Non-drinker	52	42	52	49	55	60	54	54	63	60	194	4,084	210
Less than 1 unit	71	64	75	72	75	81	84	82	79	79	272	5,526	300
1-7 units	81	80	86	88	91	91	92	90	90	90	358	7,288	360
8-14 units	90	86	91	91	93	94	97	97	94	94	152	3,067	170
15 units and over	89	90	92	90	91	95	95	96	94	94	202	4,139	200
Total	77	73	81	80	83	85	85	85	84	84	1,178	24,104	1,240
All													
Non-drinker	53	46	54	50	55	58	55	55	64	63	341	7,169	350
Less than 1 unit	71	61	74	70	74	81	80	78	81	81	386	7,908	400
1-10/1-7 units	82	78	83	87	88	90	90	89	91	90	650	13,415	630
11-21/8-14 units	89	85	88	89	93	94	95	95	94	94	369	7,659	370
22/15 units and over	90	88	90	90	92	93	94	95	95	95	496	10,430	490
Total	79	75	80	81	83	86	85	85	86	86	2,242	46,581	2,240

Bases for earlier years can be found in Omnibus reports for each year

1997-2007 percentages weighted for unequal chance of selection

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

² weighted to population totals

³ weighted for unequal chance of selection

4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2008

Table 4.2 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and age: 1997 – 2008

All persons

Age	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²	2008 Weighted base ³	2008 Weighted base (000s) ²	2008 Unweighted base ¹
<i>Percentage who had heard of units</i>												
Men												
16-24	92	81	81	81	85	85	84	88	87	152	3,383	100
25-44	86	86	88	89	89	88	87	89	90	339	7,709	330
45-64	83	76	80	85	87	90	89	93	93	351	7,328	330
65 and over	63	55	66	65	70	76	76	81	82	220	4,056	240
Total	82	76	80	82	84	86	85	89	89	1,062	22,477	1,000
Women												
16-24	86	83	84	79	81	82	88	84	81	139	3,341	110
25-44	86	83	87	90	87	91	89	89	88	392	8,127	400
45-64	79	76	85	84	87	89	86	90	89	382	7,581	380
65 and over	50	47	59	55	66	71	74	71	71	264	5,046	350
Total	77	73	81	80	83	85	85	84	84	1,178	24,095	1,240
All												
16-24	89	82	82	80	83	84	86	85	84	292	6,725	210
25-44	86	84	87	89	88	90	88	89	88	731	15,836	730
45-64	81	76	82	85	87	89	88	91	91	735	14,909	720
65 and over	56	50	62	60	68	73	75	76	76	483	9,102	590
Total	79	75	80	81	83	86	85	86	86	2,242	46,581	2,240

Bases for earlier years can be found in Omnibus reports for each year

1997-2007 percentages weighted for unequal chance of selection

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 4.3 Percentage of respondents who said they had heard of measuring alcohol consumption in units, by sex and socio-economic classification: 2008

All persons

	Managerial and professional	Intermediate	Routine and manual	Total ³
<i>Percentage who had heard of units</i>				
Men	96	87	86	89
Women	94	89	77	84
All	95	88	81	86
<i>Unweighted base¹</i>				
Men	370	160	380	1,000
Women	390	240	460	1,240
All	760	410	840	2,240
<i>Weighted base (000s)²</i>				
Men	8,275	3,579	8,187	22,477
Women	7,466	4,730	8,351	24,104
All	15,741	8,308	16,538	46,581

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

² weighted to population totals

³ 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.

Table 4.4 Knowledge of beer units, by sex: 1997-2008

Those who drank beer in the last year

Amount equal to one unit	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%
Men									
A half pint	49	48	50	52	59	61	59	62	62
A pint	14	13	13	17	16	14	14	12	12
Any other amount	5	5	5	6	3	4	3	5	5
Don't know	21	17	18	15	14	15	13	14	14
Not heard of units	12	17	13	12	8	6	10	7	7
<i>Unweighted base</i> ¹									770
<i>Weighted base (000s)</i> ²									17,423
<i>Weighted base</i> ³	1,359	2,135	1,335	1,444	1,229	899	782	819	
	%	%	%	%	%	%	%	%	%
Women									
A half pint	44	42	50	49	52	53	56	56	56
A pint	14	18	16	20	16	18	13	14	14
Any other amount	4	4	4	3	3	3	3	2	3
Don't know	25	23	21	18	20	19	21	20	19
Not heard of units	13	14	9	10	8	6	8	8	8
<i>Unweighted base</i> ¹									450
<i>Weighted base (000s)</i> ²									9,216
<i>Weighted base</i> ³	968	1,481	902	825	804	559	509	448	
	%	%	%	%	%	%	%	%	%
All									
A half pint	47	45	50	50	56	58	58	60	60
A pint	14	15	14	18	16	16	14	13	13
Any other amount	5	5	5	5	3	4	3	4	4
Don't know	22	19	19	16	16	17	16	16	16
Not heard of units	12	16	11	11	8	6	9	7	7
<i>Unweighted base</i> ¹									1,220
<i>Weighted base (000s)</i> ²									26,638
<i>Weighted base</i> ³	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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

Table 4.5 Knowledge of wine units, by sex: 1997 – 2008

Those who drank wine in the last year

Amount equal to one unit	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%
Men									
Less than a small glass ⁴	19	13	13
One (small) glass ⁴	57	54	56	61	68	68	50	57	57
Any other amount	15	14	15	13	11	13	11	13	13
Don't know	18	16	16	15	13	13	14	12	12
Not heard of units	10	15	12	10	7	6	6	5	5
<i>Unweighted base</i> ¹									620
<i>Weighted base (000s)</i> ²									14,390
<i>Weighted base</i> ³	1,126	1,850	1,149	1,172	998	755	625	668	
	%	%	%	%	%	%	%	%	%
Women									
Less than a small glass ⁴	17	16	15
One (small) glass ⁴	51	51	60	61	66	68	52	52	52
Any other amount	13	12	12	11	10	8	10	8	8
Don't know	22	20	18	16	15	16	16	15	15
Not heard of units	14	16	10	12	8	7	6	9	10
<i>Unweighted base</i> ¹									830
<i>Weighted base (000s)</i> ²									16,321
<i>Weighted base</i> ³	1,409	2,161	1,344	1,358	1,331	954	848	799	
	%	%	%	%	%	%	%	%	%
All									
Less than a small glass ⁴	18	14	14
One (small) glass ⁴	54	53	58	61	67	68	51	54	54
Any other amount	14	13	13	12	11	10	10	10	10
Don't know	20	18	18	16	14	15	15	14	14
Not heard of units	12	16	11	11	8	7	6	7	7
<i>Unweighted base</i> ¹									1,450
<i>Weighted base (000s)</i> ²									30,710
<i>Weighted base</i> ³	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

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

² weighted to population totals

³ weighted for unequal chance of selection

⁴ The codes were changed in 2007: see text for details

Table 4.6 Knowledge of spirits units, by sex: 1997 – 2008

Those who drank spirits in the last year

Amount equal to one unit	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%
Men									
Single measure	62	57	60	63	66	69	71	69	70
Any other amount	9	8	9	9	8	8	7	8	8
Don't know	18	18	18	17	18	18	14	17	16
Not heard of units	11	17	13	11	8	6	9	6	6
<i>Unweighted base¹</i>									580
<i>Weighted base (000s)²</i>									12,978
<i>Weighted base³</i>	1,039	1,783	713	1,120	975	710	615	609	
	%	%	%	%	%	%	%	%	%
Women									
Single measure	53	53	61	59	62	69	63	62	62
Any other amount	8	8	6	7	7	6	6	6	6
Don't know	24	23	23	22	22	20	22	23	23
Not heard of units	14	16	11	12	9	6	9	10	9
<i>Unweighted base¹</i>									680
<i>Weighted base (000s)²</i>									13,371
<i>Weighted base³</i>	1,152	1,861	1,175	1,155	1,132	795	729	656	
	%	%	%	%	%	%	%	%	%
All									
Single measure	57	55	60	61	64	69	67	66	66
Any other amount	9	8	7	8	7	7	6	7	7
Don't know	21	20	20	20	20	19	18	20	20
Not heard of units	13	17	12	11	9	6	9	8	8
<i>Unweighted base¹</i>									1,260
<i>Weighted base (000s)²</i>									26,349
<i>Weighted base³</i>	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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

Table 4.7 Knowledge of fortified wine units, by sex: 1997 – 2008

Those who drank fortified wine in the last year

Amount equal to one unit	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%
Men									
One glass	53	50	54	50	59	58	64	56	57
Any other amount	15	16	14	14	12	14	12	18	18
Don't know	23	20	22	24	21	21	16	24	22
Not heard of units	9	14	10	12	8	6	8	3	3
<i>Unweighted base¹</i>									190
<i>Weighted base (000s)²</i>									4,435
<i>Weighted base³</i>	435	696	429	371	300	234	183	204	
	%	%	%	%	%	%	%	%	%
Women									
One glass	45	45	51	54	48	59	55	60	59
Any other amount	12	11	10	11	11	11	8	6	6
Don't know	29	25	28	23	28	22	27	24	25
Not heard of units	15	29	12	13	13	8	9	10	10
<i>Unweighted base¹</i>									290
<i>Weighted base (000s)²</i>									5,301
<i>Weighted base³</i>	743	1,203	618	597	509	354	331	265	
	%	%	%	%	%	%	%	%	%
All									
One glass	48	47	52	52	52	59	58	58	58
Any other amount	13	13	11	12	11	12	10	11	12
Don't know	27	23	26	24	26	22	24	24	24
Not heard of units	13	17	11	12	11	7	9	7	7
<i>Unweighted base¹</i>									480
<i>Weighted base (000s)²</i>									9,735
<i>Weighted base³</i>	1,178	1,899	1,049	968	809	588	514	469	

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

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 4.8 Knowledge of alcopops units, by sex: 2007 and 2008

Those who drank alcopops in the last year

Amount equal to one unit	2007	2008 ³	2008 ²
	%	%	%
Men			
Less than one bottle	40	25	27
One bottle (275ml)	30	38	36
More than one bottle	6	15	15
Any other amount	0	2	2
Don't know	16	15	16
Not heard of units	7	5	5
<i>Unweighted base</i> ¹			90
<i>Weighted base (000s)</i> ²			2,521
<i>Weighted base</i> ³	94	117	
Women			
Less than one bottle	28	27	28
One bottle (275ml)	30	29	27
More than one bottle	9	13	12
Any other amount	2	-	-
Don't know	25	22	23
Not heard of units	7	9	9
<i>Unweighted base</i> ¹			160
<i>Weighted base (000s)</i> ²			3,687
<i>Weighted base</i> ³	222	174	
All			
Less than one bottle	32	26	28
One bottle (275ml)	30	32	31
More than one bottle	8	14	13
Any other amount	1	1	1
Don't know	22	20	20
Not heard of units	7	8	7
<i>Unweighted base</i> ¹			250
<i>Weighted base (000s)</i> ²			6,208
<i>Weighted base</i> ³	316	291	

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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

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.

4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2008

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 – 2008

Those who drank each drink in the last year

Type of drink	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²	2008 Weighted base ³	2008 Weighted base (000s) ²	2008 Unweighted base ¹
<i>Percentage of drinkers who knew what a unit of each type of drink was</i>												
Beer												
At least once a week	54	51	54	54	61	64	63	66	66	627	13,238	590
Less than once a week	41	40	46	48	54	53	59	59	59	436	9,125	420
Only once or twice a year	34	34	44	42	45	49	46	45	44	202	4,230	210
Total	47	45	50	50	56	58	59	60	60	1,265	26,593	1,220
Wine⁴												
At least once a week	67	63	69	70	75	77	77	77	77	708	14,812	700
Less than once a week	48	48	56	57	62	64	67	67	67	493	10,380	490
Only once or twice a year	31	36	35	42	48	48	57	50	49	264	5,519	260
Total	54	53	58	61	67	68	71	69	68	1,465	30,710	1,450
Spirits												
At least once a week	57	57	63	59	66	72	72	65	66	400	8,088	400
Less than once a week	60	57	62	66	65	70	69	70	70	557	11,807	550
Only once or twice a year	50	46	51	54	58	62	61	58	58	310	6,454	310
Total	57	55	60	61	64	69	68	65	66	1,267	26,349	1,260
Fortified wine												
At least once a week	50	44	51	51	59	56	68	57	55	63	1,268	60
Less than once a week	50	50	54	52	48	57	59	64	66	159	3,301	160
Only once or twice a year	44	44	50	52	51	60	59	54	54	250	5,166	260
Total	48	47	52	52	52	59	61	58	58	472	9,735	480
Alcopops⁵												
At least once a week	55	58	[25]	55	1,144	40
Less than once a week	62	50	50	132	2,808	110
Only once or twice a year	65	68	70	105	2,255	100
Total	61	58	58	292	6,208	250

Bases for earlier years can be found in Omnibus reports for each year

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

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

² weighted to population totals

³ weighted for unequal chance of selection

⁴ 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

⁵ 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.

Table 4.10 Whether keeps a check on units drunk, by sex: 1997 – 2008

Drinkers who had heard of units

Type of check kept	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
<i>Percentage who kept a check</i>									
Men									
Daily	5	3	5	2	4	4	5	5	5
Weekly	4	5	5	3	5	4	6	6	6
Both daily and weekly	2	2	1	2	1	1	2	1	1
Other	3	3	3	3	3	4	3	4	4
All who kept a check	14	13	14	10	13	12	16	15	15
<i>Unweighted base¹</i>									790
<i>Weighted base (000s)²</i>									17,923
<i>Weighted base³</i>	1,284	1,832	1,211	1,342	1,212	912	809	847	
Women									
Daily	3	3	2	2	4	3	3	3	4
Weekly	5	5	6	6	4	5	6	7	7
Both daily and weekly	2	2	2	1	2	2	2	2	2
Other	2	2	3	4	3	3	3	4	4
All who kept a check	12	12	13	13	13	13	14	16	16
<i>Unweighted base¹</i>									900
<i>Weighted base (000s)²</i>									17,721
<i>Weighted base³</i>	1,341	2,016	1,352	1,374	1,438	1,036	908	875	
All									
Daily basis	4	3	4	2	4	3	4	4	4
Weekly basis	5	5	5	4	4	5	6	6	6
Both daily and weekly	2	2	2	1	2	2	2	1	1
Other	2	3	3	4	3	3	3	4	4
All who kept a check	13	12	13	11	13	13	15	15	16
<i>Unweighted base¹</i>									1,690
<i>Weighted base (000s)²</i>									35,645
<i>Weighted base³</i>	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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

Table 4.11 Whether keeps a check on units drunk, by sex and average weekly alcohol consumption: 1997 – 2008

Drinkers who had heard of units

Type of check kept	Average weekly alcohol consumption				Total
	Less than 1 unit	1-10/1-7 units	11-21/8-14 units	22/15 units and over	
<i>Percentage who kept a check</i>					
Men					
Daily	2	3	6	7	5
Weekly	2	7	5	6	6
Both daily and weekly	-	1	-	1	1
Other	4	6	3	3	4
All who kept a check	8	17	14	17	15
<i>Unweighted base</i> ¹	90	240	190	270	790
<i>Weighted base (000s)</i> ²	2,054	5,552	4,293	6,025	17,923
Women					
Daily	1	4	6	3	4
Weekly	1	6	8	13	7
Both daily and weekly	1	1	2	3	2
Other	3	5	1	4	4
All who kept a check	6	16	18	23	16
<i>Unweighted base</i> ¹	230	330	160	190	900
<i>Weighted base (000s)</i> ²	4,368	6,557	2,892	3,904	17,721
All					
Daily basis	1	4	6	5	4
Weekly basis	1	7	6	9	6
Both daily and weekly	0	1	1	2	1
Other	4	6	2	4	4
All who kept a check	7	17	16	20	16
<i>Unweighted base</i> ¹	320	570	340	460	1,690
<i>Weighted base (000s)</i> ²	6,422	12,109	7,186	9,928	35,645

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

² weighted to population totals

Table 4.12 Whether had heard of daily benchmarks, by sex: 1997 – 2008

All persons

Whether had heard of daily benchmarks	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
	%	%	%	%	%	%	%	%	%
Men									
Yes	54	59	62	59	62	68	68	72	72
No	38	32	32	30	29	22	24	18	18
Not sure	8	9	6	10	9	9	8	10	9
<i>Unweighted base</i> ¹									1,000
<i>Weighted base (000s)</i> ²									22,478
<i>Weighted base</i> ³	1,707	2,550	1,613	1,729	1,572	1,125	1,029	1,062	
	%	%	%	%	%	%	%	%	%
Women									
Yes	54	57	66	61	61	69	70	68	67
No	37	35	27	30	29	22	22	22	23
Not sure	9	8	8	9	9	10	8	10	10
<i>Unweighted base</i> ¹									1,240
<i>Weighted base (000s)</i> ²									24,119
<i>Weighted base</i> ³	1,930	2,960	1,829	1,884	1,939	1,347	1,196	1,180	
	%	%	%	%	%	%	%	%	%
All									
Yes	54	58	64	60	61	69	69	70	70
No	37	34	29	30	29	22	23	20	21
Not sure	8	8	7	10	9	9	8	10	10
<i>Unweighted base</i> ¹									2,240
<i>Weighted base (000s)</i> ²									46,596
<i>Weighted base</i> ³	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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2008

Table 4.13 Percentage who had heard of daily benchmarks, by sex and average weekly alcohol consumption: 1997 – 2008

All persons

Average weekly alcohol consumption	1997	1998	2000	2002	2004	2006	2007 original	2007 updated	2008 ³	2008 ²	2008 Weighted base ³	2008 Weighted base (000s) ²	2008 Unweighted base ¹
<i>Percentage who had heard of daily benchmarks</i>													
Men													
Non-drinker	33	45	42	39	40	45	44	44	48	49	147	3,084	140
Less than 1 unit	41	39	56	43	51	61	49	49	70	71	114	2,382	110
1-10 units	54	58	62	60	62	70	70	69	71	72	291	6,128	270
11-21 units	62	66	65	67	70	73	79	77	78	78	218	4,592	200
22 units and over	64	67	70	66	71	75	74	75	81	81	294	6,291	280
Total	54	59	62	59	62	68	68	68	72	72	1,062	22,477	1,000
Women													
Non-drinker	43	36	43	39	37	46	45	45	46	44	195	4,084	210
Less than 1 unit	47	49	64	54	57	64	63	62	64	63	273	5,541	300
1-7 units	55	62	70	69	66	74	78	76	73	72	359	7,288	360
8-14 units	63	65	74	67	68	77	82	81	76	76	152	3,067	170
15 units and over	68	72	71	70	74	80	82	83	80	80	202	4,139	200
Total	54	57	66	61	61	69	70	70	68	67	1,180	24,119	1,240

Bases for earlier years can be found in Omnibus reports for each year
1997-2007 percentages and bases weighted for unequal chance of selection

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

² weighted to population totals

³ weighted for unequal chance of selection

4 Drinking-related knowledge and behaviour

Drinking: adults' behaviour and knowledge in 2008

Table 4.14 Knowledge of recommended daily benchmark levels, by sex: 1997 – 2008

Those who had heard of daily benchmarks

Knowledge of daily benchmark levels	1997	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
Men	%	%	%	%	%	%	%	%	%
Number of units for men									
1	1	2	1	1	1	2	1	1	1
2	7	10	10	9	15	11	12	13	13
3	20	22	18	24	24	22	24	24	24
4	18	16	14	16	16	15	13	12	13
5 and over	15	12	12	15	11	14	14	13	13
Don't know	38	38	43	36	32	36	36	36	35
	%	%	%	%	%	%	%	%	%
Number of units for women									
1	6	8	7	7	12	10	10	12	12
2	25	27	24	28	33	28	28	30	30
3	11	12	11	11	9	13	11	10	11
4 and over	12	10	10	12	9	10	12	8	9
Don't know	45	42	48	41	36	39	39	40	39
<i>Unweighted base¹</i>									720
<i>Weighted base (000s)²</i>									16,274
<i>Weighted base³</i>	927	1,498	994	1,022	971	770	693	765	
Women	%	%	%	%	%	%	%	%	%
Number of units for men									
1	0	1	0	1	1	0	0	1	1
2	4	6	6	6	7	7	5	10	9
3	20	19	20	20	24	28	26	28	28
4	12	12	12	14	13	12	11	10	10
5 and over	16	14	16	14	15	15	14	10	10
Don't know	47	47	46	46	38	37	43	42	42
	%	%	%	%	%	%	%	%	%
Number of units for women									
1	4	4	5	6	6	6	5	8	8
2	28	32	31	31	36	40	37	39	39
3	13	11	11	13	12	9	9	6	7
4 and over	11	10	12	10	11	10	11	8	8
Don't know	43	43	42	40	34	34	38	38	38
<i>Unweighted base¹</i>									840
<i>Weighted base (000s)²</i>									16,171
<i>Weighted base³</i>	1,050	1,698	1,200	1,156	1,186	927	837	805	
All	%	%	%	%	%	%	%	%	%
Number of units for men									
1	1	1	1	1	1	1	1	1	1
2	5	8	8	7	11	9	8	11	11
3	20	21	19	22	24	25	25	26	26
4	15	14	13	15	14	13	12	11	12
5 and over	16	13	14	14	14	15	14	11	12
Don't know	43	43	45	41	36	37	40	39	38
	%	%	%	%	%	%	%	%	%
Number of units for women									
1	5	6	6	6	8	8	7	10	11
2	27	30	28	30	35	34	33	35	35
3	12	11	11	12	11	11	10	8	9
4 and over	12	10	11	11	10	10	12	8	8
Don't know	44	43	45	40	35	36	38	39	38
<i>Unweighted base¹</i>									1,560
<i>Weighted base (000s)²</i>									32,445
<i>Weighted base³</i>	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

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 4.15 Men's knowledge of recommended daily benchmark levels for men, by average weekly alcohol consumption: 2008

All men

Knowledge of daily benchmark level for men	Average weekly alcohol consumption					Total
	Non-drinkers	Less than 1 unit	1-10 units	11-21 units	22 units and over	
	%	%	%	%	%	%
Number of units						
1	0	-	1	1	1	1
2	6	8	13	10	8	10
3	7	9	17	24	23	18
4	2	2	10	10	15	9
5 and over	7	14	5	12	11	9
Don't know	26	38	25	23	24	26
Had not heard of daily benchmarks	51	29	28	22	19	28
<i>Unweighted base</i> ¹	140	110	270	200	280	1,000
<i>Weighted base (000s)</i> ²	3,084	2,382	6,107	4,592	6,291	22,456

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

² weighted to population totals

Table 4.16 Women's knowledge of recommended daily benchmark levels for women, by average weekly alcohol consumption: 2008

All women

Knowledge of daily benchmark level for women	Average weekly alcohol consumption					Total
	Non-drinkers	Less than 1 unit	1-7 units	8-14 units	15 units and over	
	%	%	%	%	%	%
Number of units						
1	2	7	5	10	6	6
2	17	17	27	34	41	26
3	2	3	6	6	5	4
4 and over	2	6	4	6	9	5
Don't know	20	31	30	20	19	26
Had not heard of daily benchmarks	56	37	28	24	20	33
<i>Unweighted base</i> ¹	210	300	360	170	200	1,240
<i>Weighted base (000s)</i> ²	4,060	5,570	7,288	3,067	4,139	24,123

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

² weighted to population totals

Table 4.17 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex: 2000 – 2008

All drinkers

With whom drinking was discussed	2000	2002	2004	2006	2007	2008 ³	2008 ²
<i>Percentage who had discussed drinking</i>							
Men							
GP	8	8	8	11	8	8	8
Someone else at the surgery	1	1	1	2	1	1	1
Doctor elsewhere	2	1	1	1	1	2	2
Other medical person elsewhere	1	2	1	2	1	1	1
Not discussed drinking	90	89	89	86	89	89	89
<i>Unweighted base</i> ¹							860
<i>Weighted base (000s)</i> ²							19,383
<i>Weighted base</i> ³	1,461	1,572	1,384	1,017	912	915	
Women							
GP	4	4	5	5	4	6	6
Someone else at the surgery	1	1	1	1	2	0	0
Doctor elsewhere	0	1	1	1	0	1	1
Other medical person elsewhere	1	1	1	1	1	1	1
Not discussed drinking	94	94	92	92	93	92	92
<i>Unweighted base</i> ¹							1,030
<i>Weighted base (000s)</i> ²							20,011
<i>Weighted base</i> ³	1,585	1,628	1,645	1,156	994	984	

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

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

² weighted to population totals

³ weighted for unequal chance of selection

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

Table 4.18 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex and age: 2008

All drinkers

With whom drinking was discussed	16-24	25-44	45-64	65 and over	Total
<i>Percentage who had discussed drinking</i>					
Men					
GP	4	5	12	10	8
Someone else at the surgery	-	-	1	2	1
Doctor elsewhere	4	3	0	2	2
Other medical person elsewhere	-	1	0	2	1
Not discussed drinking	92	91	87	86	89
<i>Unweighted base</i> ¹	90	280	300	190	860
<i>Weighted base (000s)</i> ²	2,979	6,654	6,491	3,258	19,383
Women					
GP	3	4	6	9	6
Someone else at the surgery	-	0	0	1	0
Doctor elsewhere	-	0	2	1	1
Other medical person elsewhere	-	2	1	0	1
Not discussed drinking	97	93	92	89	92
<i>Unweighted base</i> ¹	90	340	330	270	1,030
<i>Weighted base (000s)</i> ²	2,685	6,767	6,621	3,937	20,011

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

² weighted to population totals

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

Table 4.19 Whether drinking had been discussed with a health professional in the last year and if so, with whom, by sex and average weekly alcohol consumption: 2008

Drinkers

With whom drinking was discussed	Average weekly alcohol consumption				Total
	Less than 1 unit	1-10/ 1-7 units	11-21/ 8-14 units	22/ 15 units and over	
<i>Percentage who had discussed drinking</i>					
Men					
GP	3	8	9	9	8
Someone else at the surgery	1	1	0	0	1
Doctor elsewhere	4	2	2	2	2
Other medical person elsewhere	1	1	1	1	1
Not discussed drinking	92	89	87	89	89
<i>Unweighted base</i> ¹	110	270	200	280	860
<i>Weighted base (000s)</i> ²	2,372	6,128	4,592	6,291	19,383
Women					
GP	3	6	6	9	6
Someone else at the surgery	0	0	1	0	0
Doctor elsewhere	0	1	1	2	1
Other medical person elsewhere	1	2	0	1	1
Not discussed drinking	95	92	92	90	92
<i>Unweighted base</i> ¹	300	360	170	200	1,030
<i>Weighted base (000s)</i> ²	5,526	7,288	3,067	4,139	20,011

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

² weighted to population totals

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

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 can vary from less than 3% to more than 9%. 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% 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 are addressed to non-drinkers as well as drinkers. Alcohol purchased by someone else for the respondent to drink is not included.

As some sources of alcohol, such as purchase abroad, are likely to be used relatively infrequently, respondents are 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. In 2004, the question referring to 'somewhere other than a retail outlet (eg boot sale)' was amended to include internet purchases and in 2006 wine clubs were also included in this question. An interviewer instruction was added at the questions referring to specific retail outlets reminding interviewers to exclude internet purchases.

Purchases in the last twelve months

Over two-thirds (69 per cent) of those interviewed had bought alcohol from a supermarket during the last year. Slightly smaller proportions, 65 per cent and 62 per cent respectively, had bought alcohol from a licensed bar and to drink with food at a restaurant, and 29 per cent had done so from an off-licence. Very few (6 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).

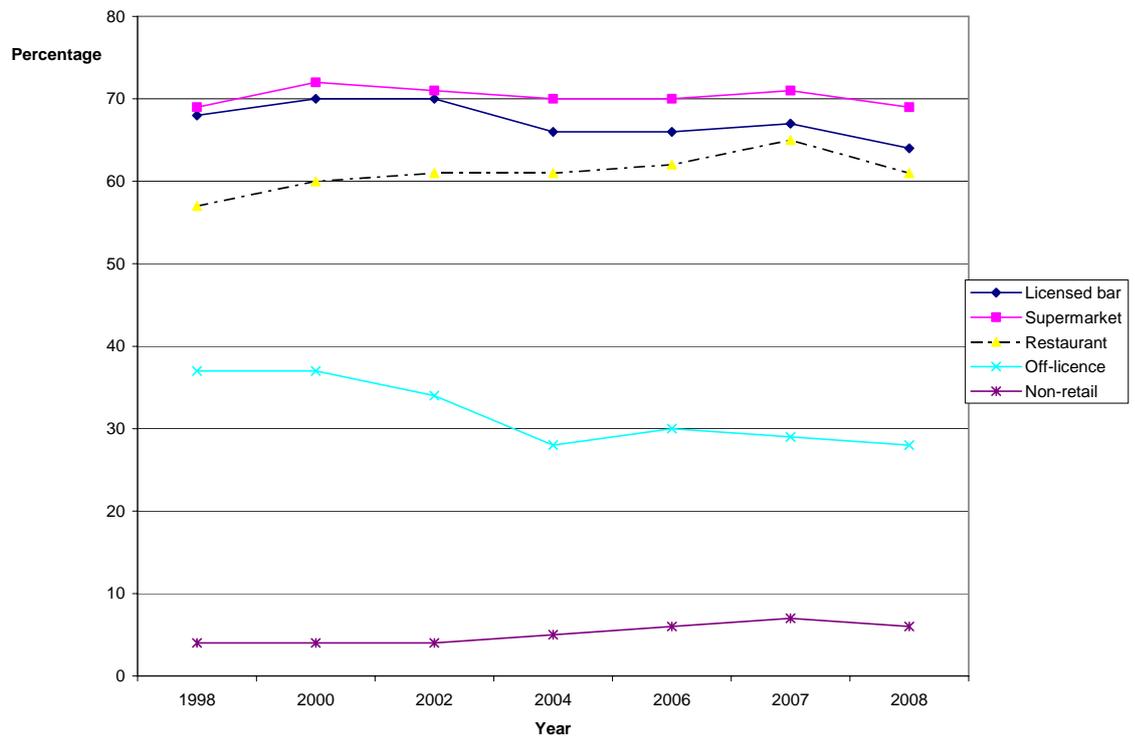
The percentage of people who had bought alcohol from an off-licence in the past year fell from 37 per cent in 1998 to 28 per cent in 2008, but purchases at a restaurant increased from 57 per cent to 61 per cent. The percentages buying from a licensed bar, from a branch of a supermarket or from other retail outlets changed little over the period.

It was found in earlier surveys that nearly all purchases abroad or from a duty free shop were made only a few times a year. Since 2004, therefore, an additional answer category of 'only once in the last year' has been added to this question. Thirty per cent of those interviewed had bought alcohol from duty free outlets or abroad in the past year, and of these, more than half (19 per cent of all respondents) had done so only once.

People were much more likely to make frequent purchases from some types of outlet than from others, and a higher proportion of people frequently bought alcohol from a licensed bar than from any other type of outlet. About a fifth of all people (20 per cent) had purchased alcohol from a bar at least once a week either for themselves or others to drink. Seventeen per cent had bought alcohol from a supermarket at least once a week but rather 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 23 per cent had done so once or twice a month. Men were more three times as likely as women to have bought alcohol from a bar at least once a week (31 per cent of men had done so, compared with 10 per cent of women).

Tables 5.1 -5.2

Figure 5.1 Percentage of respondents who bought alcohol from various outlets, in the past year: 1998 – 2008

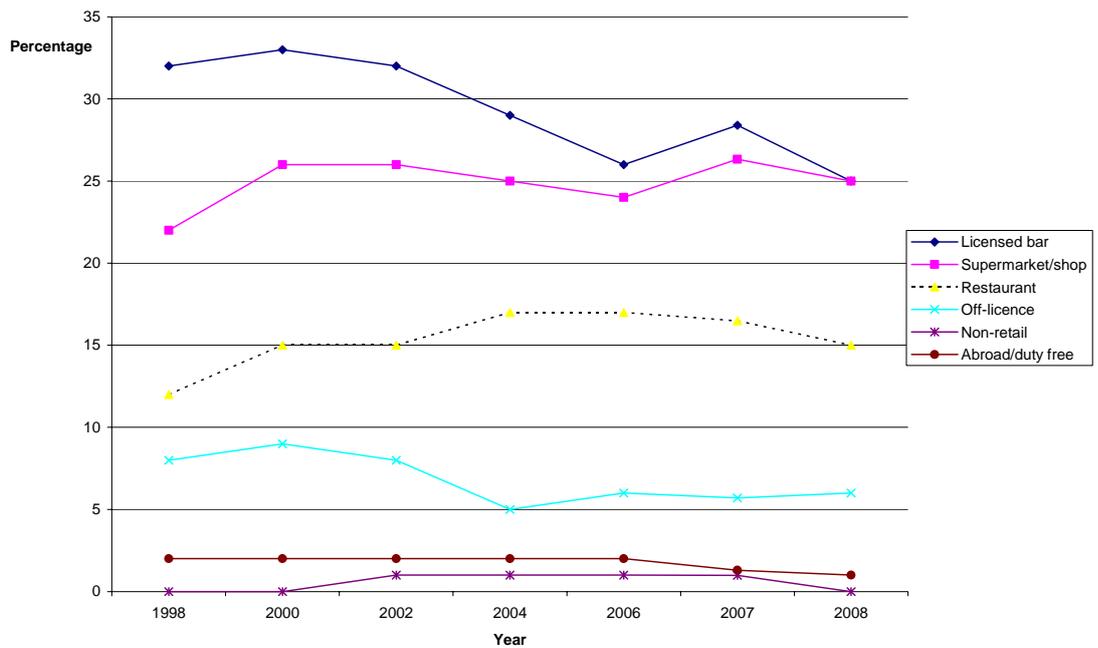


Purchases in the previous week

In the week prior to the survey, 25 per cent of respondents had bought alcohol from a licensed bar, and 25 per cent had done so from a supermarket. Other outlets were much less likely to have been used in the previous week – 15 per cent of people had bought alcohol in a restaurant, 7 per cent in an off-licence and 2 per cent had done so abroad or from a duty free shop.

The percentage of people who had bought alcohol from a licensed bar in the past week was stable between 1998 and 2002, but has since appeared to fall slightly. There was very little change over time in the percentages of people who had bought alcohol from the other outlets in the previous week.

Figure 5.2 Percentage of respondents who bought alcohol from various outlets, in the past week: 1998 – 2008



There were marked differences between men and women in where they had bought alcohol in the previous week. Men were almost twice as likely to have bought alcohol in a licensed bar - 35 per cent of men compared with 16 per cent of women. This may just be because men are more likely than women to drink in bars, but it may also be the case that men are more likely than women to buy drinks if in mixed company. Men were also more likely than women to have bought alcohol at an off-licence or to drink with a meal at a restaurant but similar proportions of men and of women had bought alcohol at a supermarket.

Table 5.3

Purchase 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, 15 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. Although there appeared to be a little variation according to occupation the differences were not statistically significant.

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 - 58 per cent of men and 32 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.

Purchase 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. 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.

Purchase in a restaurant

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 in the last week. Among women, those aged 16-24 were the least likely to have done so. There was considerable variation in relation to occupational group: 31 per cent of men and 17 per cent of women in managerial and professional occupations had bought alcohol in a restaurant in the previous week, compared with only 13 per cent of men and 7 per cent of women in routine and manual occupations. The heaviest group of drinkers were the most likely to have bought alcohol in a restaurant in the previous week: 32 per cent of men drinking more than 21 units a week, and 22 per cent of women drinking more than 14 units, had done so.

Purchase from an off-licence

Men were more likely than women to have bought alcohol from an off-licence in the previous week (11 per cent compared with 3 per cent). The most likely age group to have done so were those aged 16-24: 17 per cent of men, and 6 per cent of women in this age group had bought alcohol at an off-licence last week. 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: 21 per cent of men and 10 per cent of women in the heaviest drinking category had done so.

Tables 5.4-5.6

Awareness of unit labelling

Drinkers who said previously that they had heard of measuring alcohol in units were asked if they had seen any alcoholic drinks with the units of alcohol on the label, and if so, where.

About two fifths (41 per cent) of drinkers who had heard of units had seen unit labelling on alcohol. Using the old weighting scheme for comparability, 40 per cent of drinkers who had heard of units had seen unit labelling on alcohol, a significant increase from 32 per cent in 2006 and 23 per cent in 2000. Men were more likely than women to say they had seen unit labelling (49 per cent compared with 33 per cent), and awareness of unit labelling has increased more among men than among women since 2000.

The most frequently mentioned place where unit labelling had been seen was a supermarket (87 per cent). Off-licences were mentioned by 23 per cent and pubs by 20 per cent. Men were more likely than women to mention off-licences, perhaps because they were more likely than women to buy alcohol from them. The proportions were similar for men and women for other places.

Tables 5.7-5.8

Visits to pubs after the smoking ban

Since the previous survey, legislation has been introduced making enclosed public places smoke-free in England. Similar legislation was introduced from March 2006 in Scotland and from April 2007 in Wales. The questions from previous years asking respondents whether they would visit pubs more or less often if smoking was banned was therefore reworded to reflect this change and the 2008 results are not comparable with those from previous years.

The question was only asked of drinkers and the tables show results for those drinkers who go to pubs. About four-fifths (79 per cent) of drinkers who visited pubs said that the change had not affected how often they went to pubs. Those who said their behaviour had changed were as likely to say that they went to pubs more often now than before the restrictions (10 per cent) as they were to say that they went less often now (11 per cent).

Older drinkers were less likely than others to say that their behaviour was not affected by the smoking ban. There was no consistent pattern of difference according to average weekly alcohol consumption.

Tables 5.9-5.10

5 Purchase of alcoholic drink

Drinking: adults' behaviour and knowledge in 2008

Table 5.1 How often respondents bought alcohol from various outlets in the last year: 1998 – 2008

All persons

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

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

² weighted to population totals

³ weighted for unequal chance of selection

⁴ new code added 2004

Table 5.2 How often respondents bought alcohol from various outlets in the last year, by sex: 2008

All persons

Frequency of purchase	Licensed bar	Supermarket	Restaurant	Off-licence	Non-retail	Abroad/duty free
	%	%	%	%	%	%
Men						
At least once a week	31	19	7	7	0	0
Once or twice a month	22	28	26	11	0	1
A few times a year	20	24	32	18	6	30 ³
Not at all in the last year	27	28	34	65	94	69
Any time in the last year	73	72	66	35	6	31
<i>Unweighted base</i> ¹	1,000	1,000	1,000	1,000	1,000	1,000
<i>Weighted base (000s)</i> ²	22,477	22,477	22,477	22,477	22,477	22,477
	%	%	%	%	%	%
Women						
At least once a week	10	15	4	2	0	-
Once or twice a month	17	22	20	6	-	0
A few times a year	30	30	34	14	5	29 ³
Not at all in the last year	43	33	42	77	95	70
Any time in the last year	57	67	58	23	5	30
<i>Unweighted base</i> ¹	1,240	1,240	1,240	1,240	1,240	1,240
<i>Weighted base (000s)</i> ²	24,148	24,148	24,148	24,148	24,148	24,148
	%	%	%	%	%	%
All						
At least once a week	20	17	5	5	0	0
Once or twice a month	20	25	23	8	0	1
A few times a year	25	27	34	16	5	29 ³
Not at all in the last year	35	31	38	71	94	70
Any time in the last year	65	69	62	29	6	30
<i>Unweighted base</i> ¹	2,240	2,240	2,240	2,240	2,240	2,240
<i>Weighted base (000s)</i> ²	46,581	46,581	46,581	46,581	46,581	46,581

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

² weighted to population totals

³ Includes those who said they bought alcohol abroad once only in the last year

Table 5.3 Percentage who had bought alcohol from various outlets in the last week, by sex: 1998 -2008

All persons

Outlet	1998	2000	2002	2004	2006	2007	2008 ³	2008 ²
<i>Percentage who had bought alcohol in the last week</i>								
Men								
Licensed bar	45	44	43	38	36	37	35	35
Supermarket	22	25	26	26	24	27	26	26
Restaurant	15	19	19	18	19	19	19	20
Off-licence	10	12	10	8	8	10	10	11
Non-retail	1	1	1	1	1	1	1	1
Abroad/duty free	2	2	2	2	2	2	2	2
<i>Unweighted base</i> ¹								1,000
<i>Weighted base (000s)</i> ²								22,477
<i>Weighted base</i> ³	2,550	1,618	1,729	1,581	1,125	1,028	1,062	
Women								
Licensed bar	21	24	22	22	18	21	16	16
Supermarket	22	26	26	24	24	26	24	24
Restaurant	10	12	12	16	16	14	11	11
Off-licence	5	6	6	4	4	2	3	3
Non-retail	0	0	0	1	1	1	0	0
Abroad/duty free	2	2	1	2	1	1	1	1
<i>Unweighted base</i> ¹								1,240
<i>Weighted base (000s)</i> ²								24,148
<i>Weighted base</i> ³	2,960	1,833	1,884	1,948	1,350	1,197	1,178	
All								
Licensed bar	32	33	32	29	26	28	25	25
Supermarket/shop	22	26	26	25	24	26	25	25
Restaurant	12	15	15	17	17	16	15	15
Off-licence	8	9	8	5	6	6	6	7
Non-retail	0	0	1	1	1	1	0	0
Abroad/duty free	2	2	2	2	2	1	1	2
<i>Unweighted base</i> ¹								2,240
<i>Weighted base (000s)</i> ²								46,581
<i>Weighted base</i> ³	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

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

² weighted to population totals

³ weighted for unequal chance of selection

Table 5.4 Percentage who had bought alcohol at the four main types of outlet in the last week, by sex and age: 2008

All persons

Age	Licensed bar	Supermarket	Restaurant	Off-licence	Weighted base (000s) ²	Unweighted base ¹
<i>Percentage who had bought alcohol in the last week</i>						
Men						
16-24	44	18	17	17	3,383	100
25-44	33	29	21	14	7,677	320
45-64	38	31	23	8	7,318	330
65 and over	26	21	12	2	4,056	240
Total	35	26	20	11	22,477	1,000
Women						
16-24	28	17	2	6	3,371	110
25-44	21	29	13	4	8,127	400
45-64	13	29	14	3	7,581	380
65 and over	6	14	8	1	5,046	350
Total	16	24	11	3	24,148	1,240
All						
16-24	36	18	10	12	6,754	210
25-44	27	29	17	9	15,803	730
45-64	25	30	18	6	14,900	720
65 and over	15	17	10	1	9,102	590
Total	25	25	15	7	46,581	2,240

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

² weighted to population totals

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: 2008

All persons

Socio-economic classification	Licensed bar	Supermarket	Restaurant	Off-licence	Weighted base (000s) ²	Unweighted base ¹
<i>Percentage who had bought alcohol in the last week</i>						
Men						
Managerial and professional	38	34	31	10	8,242	370
Intermediate	38	26	17	14	3,568	160
Routine and manual	33	23	13	10	8,187	380
Total ³	35	26	20	11	22,477	1,000
Women						
Managerial and professional	18	31	17	2	7,466	390
Intermediate	20	29	12	1	4,730	240
Routine and manual	14	19	7	6	8,380	460
Total ³	16	24	11	3	24,148	1,240
All						
Managerial and professional	29	33	24	6	15,708	760
Intermediate	28	28	14	6	8,298	410
Routine and manual	23	21	10	8	16,568	840
Total ³	25	25	15	7	46,581	2,240

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

² weighted to population totals

³ 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.

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: 2008

All persons

Weekly alcohol consumption	Licensed bar	Supermarket	Restaurant	Off-licence	Weighted base (000s) ²	Unweighted base ¹
<i>Percentage who had bought alcohol in the last week</i>						
Men						
Non-drinker	1	1	2	-	3,084	140
Less than 1 unit	5	4	2	1	2,339	110
1 - 10 units	27	24	16	8	6,128	270
11 - 21 units	52	35	30	11	4,592	200
22 or more units	58	44	32	21	6,291	280
Total	35	26	20	11	22,477	1,000
Women						
Non-drinker	2	3	1	1	4,084	210
Less than 1 unit	6	7	4	1	5,555	300
1 - 7 units	19	29	13	4	7,288	360
8 - 14 units	28	39	18	2	3,067	170
15 or more units	32	49	22	10	4,139	200
Total	16	24	11	3	24,148	1,240

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

² weighted to population totals

Table 5.7 Percentage of drinkers who had seen unit labelling, by sex: 2000 – 2008

Drinkers who had heard of units

	2000	2002	2004	2006	2007	2008 ³	2008 ²	2008 Weighted base ³	2008 Weighted base (000s) ²	2008 Unweighted base ¹
<i>Percentage who had seen unit labelling</i>										
Men	24	28	35	36	41	48	49	845	17,923	790
Women	23	26	28	30	36	33	33	873	17,721	900
All	23	27	31	32	38	40	41	1,718	35,645	1,690

Bases for earlier years can be found in Omnibus reports for each year

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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

Table 5.8 Where drinkers had seen unit labelling, by sex: 2000 – 2008

<i>Drinkers who had seen unit labelling</i>							
	2000	2002	2004	2006	2007	2008 ³	2008 ²
<i>Percentage who had seen unit labelling</i>							
Men							
Supermarket	78	74	74	85	80	86	86
Off-licence	19	16	14	25	28	28	28
Public house	14	25	20	23	24	20	20
Restaurant	4	5	6	6	11	7	7
Nightclub/club	3	5	5	6	8	6	6
Can't remember/Don't know	11	4	10	5	3	3	3
<i>Unweighted base¹</i>							350
<i>Weighted base (000s)²</i>							8,533
<i>Weighted base³</i>	278	354	409	322	326	392	
Women							
Supermarket	76	78	68	88	82	88	87
Off-licence	15	12	10	17	19	14	16
Public house	19	24	23	22	24	19	20
Restaurant	3	5	6	6	8	7	7
Nightclub/club	3	5	3	6	9	4	5
Can't remember/Don't know	10	5	10	2	2	2	2
<i>Unweighted base¹</i>							290
<i>Weighted base (000s)²</i>							5,850
<i>Weighted base³</i>	302	343	396	303	323	289	
All							
Supermarket	77	76	71	86	81	87	87
Off-licence	17	14	12	21	23	22	23
Public house	16	25	21	22	24	20	20
Restaurant	4	5	6	6	10	7	7
Nightclub/club	3	5	4	6	8	6	6
Can't remember/Don't know	10	4	10	3	3	2	2
<i>Unweighted base¹</i>							650
<i>Weighted base (000s)²</i>							14,383
<i>Weighted base³</i>	580	697	806	625	649	681	

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

¹ Figures for unweighted sample have been rounded independently. The sum of component items does not therefore necessarily add to the totals shown.² weighted to population totals³ weighted for unequal chance of selection

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

Table 5.9 Frequency of visits to pubs since smoking ban, by sex and age: 2008

Drinkers who go to pubs

Frequency of visits since the ban	16-24	25-44	45-64	65 and over	Total
Men	%	%	%	%	%
More often than before	8	10	7	4	8
Less often than before	14	18	12	6	14
About the same	78	72	81	90	79
<i>Unweighted base</i> ¹	70	250	260	140	720
<i>Weighted base (000s)</i> ²	2,346	5,836	5,609	2,391	16,183
Women	%	%	%	%	%
More often than before	20	12	9	7	12
Less often than before	4	11	8	6	9
About the same	76	76	83	86	80
<i>Unweighted base</i> ¹	80	300	260	130	770
<i>Weighted base (000s)</i> ²	2,318	6,083	5,085	2,023	15,509
All persons	%	%	%	%	%
More often than before	14	11	8	5	10
Less often than before	9	15	10	6	11
About the same	77	74	82	88	79
<i>Unweighted base</i> ¹	150	560	510	270	1,490
<i>Weighted base (000s)</i> ²	4,665	11,919	10,694	4,414	31,692

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

² weighted to population totals

Table 5.10 Frequency of visits to pubs since smoking ban, by sex and average weekly alcohol consumption: 2008

Drinkers who go to pubs

Frequency of visits since the ban	Average weekly alcohol consumption				Total
	Less than 1 unit	1-10/1-7 units	11-21/8-14 units	22/15 units and over	
Men	%	%	%	%	%
More often than before	12	9	9	6	8
Less often than before	15	16	10	14	14
About the same	73	75	81	81	79
<i>Unweighted base</i> ¹	60	220	160	260	720
<i>Weighted base (000s)</i> ²	1,203	4,995	4,249	5,736	16,183
Women	%	%	%	%	%
More often than before	8	13	14	11	12
Less often than before	8	7	7	14	9
About the same	84	80	79	75	80
<i>Unweighted base</i> ¹	160	290	140	170	770
<i>Weighted base (000s)</i> ²	3,113	6,104	2,685	3,607	15,509
All persons	%	%	%	%	%
More often than before	9	11	11	8	10
Less often than before	10	11	9	14	11
About the same	81	78	80	79	79
<i>Unweighted base</i> ¹	210	520	330	430	1,490
<i>Weighted base (000s)</i> ²	4,316	11,099	6,934	9,343	31,692

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

² 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.

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 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 or liver disease (96 per cent). These were also the two health problems for which the percentage who could not answer was lowest - 2 per cent. Ninety one per cent were aware of the risk of alcohol poisoning, with only 5 per cent saying they did not know. The majority of people were aware that alcohol increases the risk of depression (82 per cent), hypertension (78 per cent), coronary heart disease (73 per cent), stroke (66 per cent) and pancreatitis (59 per cent).

People appeared to be least aware of the effect of alcohol on the risk of arthritis and deafness. Only a sixth (16 per cent) of people thought that the risk of arthritis would be increased by alcohol and a further 45 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.

Women were more likely than men to be aware that drinking alcohol increases the risk of accidents, liver disease, pancreatitis, depression and stroke. Generally, those aged 25-44 were the most likely to be aware of the risks of alcohol, although some of the differences were not statistically significant.

Table 6.1

Those in routine and manual occupations were less likely than their managerial and professional counterparts to say that drinking increases the risk of stroke and slightly more likely to think it increases the risk of deafness. There was no consistent pattern of difference according to average weekly alcohol consumption.

Tables 6.2 and 6.3

Table 6.1 Views on whether or not drinking increases the risk of certain medical conditions, by sex and age: 2008

All persons aged 16 and over

Whether increases risk	Sex		Age				Total
	Men	Women	16-24	25-44	45-64	65 and over	
<i>Percentage saying drinking alcohol increased the risk of the complaint</i>							
Accidents	95	97	96	97	96	95	96
Liver disease	95	97	95	98	96	94	96
Alcohol poisoning (overdose)	91	92	92	94	91	88	91
Depression	78	84	84	88	82	68	82
Hypertension (high blood pressure)	77	79	82	80	80	69	78
Coronary heart disease	73	73	71	80	71	64	73
Stroke	63	68	57	69	69	60	66
Pancreatitis	53	65	53	63	61	54	59
Arthritis	16	17	17	16	17	16	16
Deafness	10	9	18	11	6	5	9
<i>Percentage saying drinking alcohol did not increase the risk of the complaint</i>							
Accidents	3	1	2	2	3	2	2
Liver disease	2	1	2	0	2	2	2
Alcohol poisoning (overdose)	6	2	3	3	5	6	4
Depression	14	8	12	7	11	16	11
Hypertension (high blood pressure)	12	9	10	9	10	13	10
Coronary heart disease	15	13	12	11	16	17	14
Stroke	18	12	17	12	16	15	15
Pancreatitis	10	7	10	7	10	6	8
Arthritis	41	36	46	40	39	31	39
Deafness	64	61	60	64	63	60	63
<i>Percentage who did not know whether drinking alcohol increased the risk of the complaint or not</i>							
Accidents	2	2	2	2	2	3	2
Liver disease	3	2	3	2	2	4	2
Alcohol poisoning (overdose)	3	6	6	4	4	6	5
Depression	7	8	4	5	7	16	8
Hypertension (high blood pressure)	11	12	8	11	10	18	12
Coronary heart disease	12	14	16	10	13	18	13
Stroke	20	20	26	19	15	25	20
Pancreatitis	37	28	37	29	29	40	32
Arthritis	43	47	37	45	44	53	45
Deafness	26	30	23	24	31	35	28
<i>Unweighted base</i> ¹	1,000	1,240	210	730	710	590	2,240
<i>Weighted base (000s)</i> ²	22,387	24,051	6,725	15,805	14,808	9,092	46,438

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

² weighted to population totals

Table 6.2 Views on whether or not drinking increases the risk of certain medical conditions, by socio-economic classification: 2008

All persons aged 16 and over

Whether increases risk	Socio-economic classification			Total ³
	Managerial and professional occupations	Intermediate occupations	Routine and manual occupations	
<i>Percentage saying drinking alcohol increased the risk of the complaint</i>				
Accidents	96	98	95	96
Liver disease	97	97	95	96
Alcohol poisoning (overdose)	93	92	90	91
Depression	83	82	81	82
Hypertension (high blood pressure)	79	78	78	78
Coronary heart disease	75	75	72	73
Stroke	68	69	62	66
Pancreatitis	61	64	57	59
Arthritis	15	20	15	16
Deafness	6	9	10	9
<i>Percentage saying drinking alcohol did not increase the risk of the complaint</i>				
Accidents	2	2	2	2
Liver disease	2	0	2	2
Alcohol poisoning (overdose)	4	4	4	4
Depression	12	10	10	11
Hypertension (high blood pressure)	10	12	9	10
Coronary heart disease	14	12	15	14
Stroke	15	13	16	15
Pancreatitis	10	6	7	8
Arthritis	41	37	38	39
Deafness	66	64	61	63
<i>Percentage who did not know whether drinking alcohol increased the risk of the complaint or not</i>				
Accidents	1	1	3	2
Liver disease	1	3	3	2
Alcohol poisoning (overdose)	3	4	5	5
Depression	6	8	10	8
Hypertension (high blood pressure)	11	11	13	12
Coronary heart disease	10	13	14	13
Stroke	17	18	21	20
Pancreatitis	29	30	36	32
Arthritis	44	43	47	45
Deafness	28	27	29	28
<i>Unweighted base</i> ¹	760	410	830	2,240
<i>Weighted base (000s)</i> ²	15,731	8,297	16,417	46,438

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

² weighted to population totals

³ 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.

Table 6.3 Views on whether or not drinking increases the risk of certain medical conditions, by average weekly alcohol consumption: 2008

All persons aged 16 and over

Whether increases risk	Average weekly alcohol consumption					Total
	Non-drinker	Less than 1 unit	1-10/1-7 units	11-21/8-14 units	22/15 units and over	
<i>Percentage saying drinking alcohol increased the risk of the complaint</i>						
Accidents	97	98	96	97	93	96
Liver disease	94	96	96	98	96	96
Alcohol poisoning (overdose)	90	92	93	92	89	91
Depression	82	82	79	87	80	82
Hypertension (high blood pressure)	79	74	80	78	78	78
Coronary heart disease	70	69	76	73	73	73
Stroke	62	66	66	68	66	66
Pancreatitis	58	59	60	59	60	59
Arthritis	25	14	16	14	16	16
Deafness	15	10	6	8	9	9
<i>Percentage saying drinking alcohol did not increase the risk of the complaint</i>						
Accidents	1	-	2	2	5	2
Liver disease	0	1	2	1	2	2
Alcohol poisoning (overdose)	2	1	3	6	8	4
Depression	5	7	13	10	16	11
Hypertension (high blood pressure)	6	7	11	12	12	10
Coronary heart disease	9	11	14	18	16	14
Stroke	11	11	18	14	17	15
Pancreatitis	7	4	8	9	12	8
Arthritis	23	28	42	44	50	39
Deafness	50	50	67	68	71	63
<i>Percentage who did not know whether drinking alcohol increased the risk of the complaint or not</i>						
Accidents	2	2	2	1	2	2
Liver disease	5	3	2	1	2	2
Alcohol poisoning (overdose)	8	7	4	3	3	5
Depression	13	11	8	4	4	8
Hypertension (high blood pressure)	15	19	8	10	10	12
Coronary heart disease	21	20	10	9	10	13
Stroke	27	23	17	18	17	20
Pancreatitis	35	37	32	33	28	32
Arthritis	52	59	42	43	35	45
Deafness	36	40	26	24	20	28
<i>Unweighted base</i> ¹	350	400	630	370	490	2,240
<i>Weighted base (000s)</i> ²	7,046	7,898	13,405	7,659	10,430	46,438

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

² weighted to population totals

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 Household 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 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 - particularly for table wine, but also for strong beers, lagers and ciders (defined as having an ABV greater than 6%).

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, have 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 ABV⁵. 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.

⁵ Goddard E (2007) *Estimating alcohol consumption from survey data: updated method of converting volumes to units*, National Statistics Methodological Series No. 37, available at <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*
Normal strength beer, lager, cider	half pint	284	4.0%	1.1	1.0	1.0
Strong beer, lager, cider (ABV > 6%)	half pint	284	6.5%	1.8	1.5	2.0
Table wine	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
Fortified wine	glass	50	17.0%	0.9	1.0	1.0
Spirits	single	25	37.5%	0.9	1.0	1.0
Alcopops/coolers	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 month⁶ 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 or 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 (i.e. employers in large organisations; higher managerial occupations; and higher professional employees/self-employed); and the proportion of people who are aged over 65.

The 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 households⁷. In households with more than one adult member, just one person aged 16 or 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 for 2008 figures in this report 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 30% 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.

⁶ 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.

⁷ The procedure for dealing with multi-household addresses was changed in 2005 to reduce bias caused by the under-representation of multi-household addresses and is now an ONS standard method.

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

Consequently, respondents belonging to sub-groups 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 are 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 March and April 2008 Opinions (Omnibus) surveys was 61 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 (March and April, 2008)

Set sample of addresses	4020	100%
Ineligible addresses	369	9%
Eligible addresses	3648	91%
Eligible Households	3636	100%
No interview – refusal	1087	30%
Unknown eligibility	30	1%
No interview – non-contact	276	8%
Interviews	2243	61%

† Unknown eligibility also includes a proportion of unallocated cases.

†† Ineligible addresses also include a proportion of unallocated cases

Appendix C: The Questions

NATIONAL STATISTICS OPINIONS (OMNIBUS) SURVEY

March 2008 Module 192 - Drinking for DH

ASK ALWAYS :

Intro1

The next set of questions is 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 ^qSetUP.THISMTH ^qSetUP.YEAR1.

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*

AlLem

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*

AlLemAm

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 ^qSetUP.THISMTH ^qSetUP.YEAR1?

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

XAlLemAm

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 ^OTHERDR 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 ^OTHERDR 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) Ahalf A half pint
- (2) Apint 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]

MODDOC.QInter.M192.BDAY

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
(6% or stronger)
- (2) Nmbeer Normal strength Beer/Lager/Cider/Shandy
(Less than 6%)
- (3) Tabwine Wine (including Champagne and Babycham)
- (4) ALemCo 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 Spirits
- (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 Bacardi 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 Ligtning, 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 Bacardi 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 Ligtning, 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

Previous reports in the Opinions (Omnibus) survey drinking series

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