

Consumption



What is a unit of alcohol?

Units are a simple way of expressing the quantity of pure alcohol in a drink, offering a standardised comparison of the volume of alcohol (ABV) between alcoholic beverages.

In the UK, one unit is equal to eight grams of pure alcohol, which is also equivalent to ten millilitres of pure ethanol (alcohol). The number of grams that make up a unit varies between countries.

Alcohol takes roughly an hour for the average adult to process in the body (although there are many varying factors which mean all drinkers process alcohol differently).

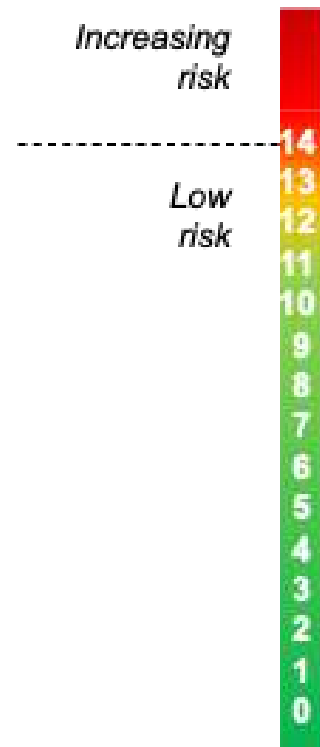
Calculate:
How many units in an
alcoholic drink?



ml x ABV

1,000

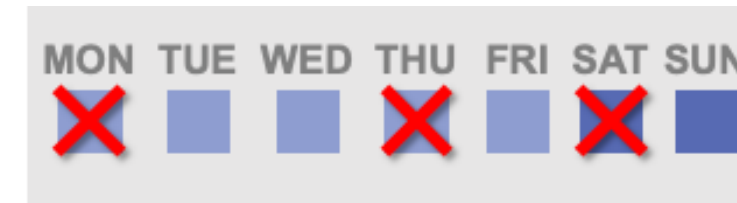
What are the UK Chief Medical Officers' low risk drinking guidelines?



The UK's Chief Medical Officers' low risk guidelines state that you are safest not to drink regularly more than 14 units per week, to keep health risks from alcohol to a low level.



If you are pregnant or planning a pregnancy, the safest approach is not to drink alcohol at all, to keep risks to your baby to a minimum.



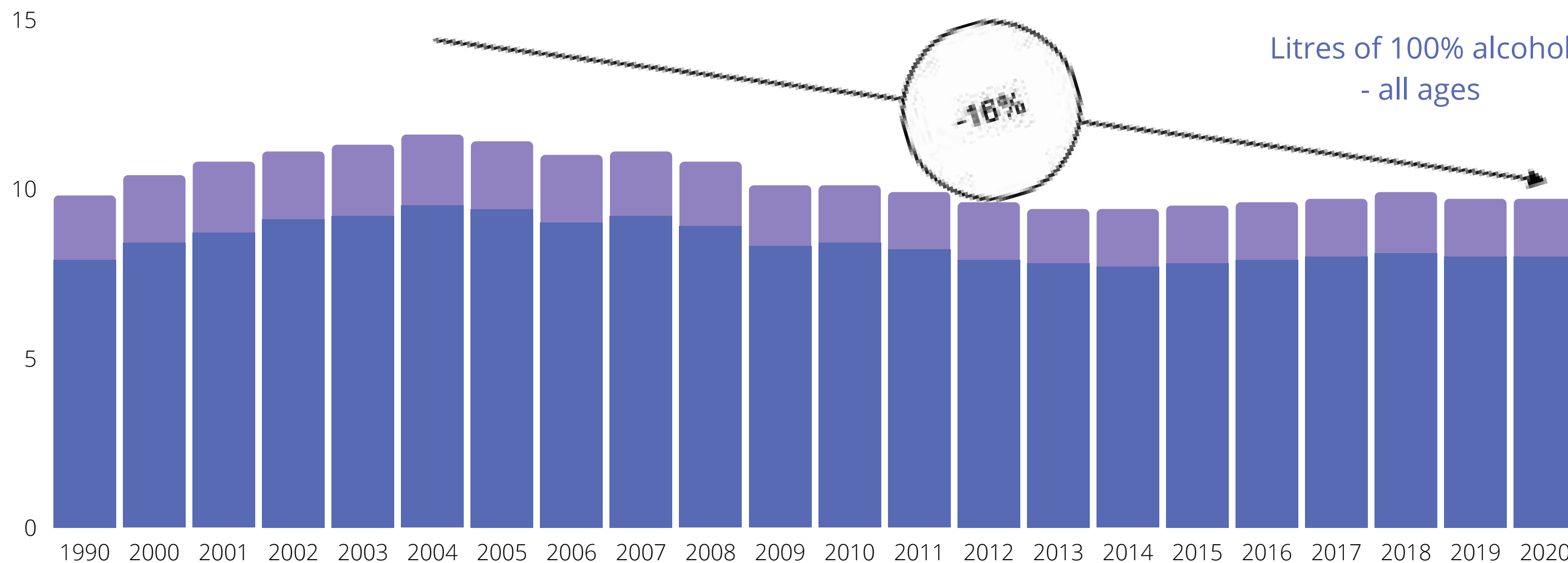
If you drink as much as 14 units in a week, it is advised to spread this evenly over three days or more. If you wish to cut down the amount you are drinking, a good way to help achieve this is to have several drink-free days each week.

How much do Brits drink a year?

Consumption per adult (aged 15 years and over)
first hit double digits in 1997, peaking at 11.6
litres in 2004 before falling to 9.7 litres today.

Litres of 100% alcohol
- age 15+

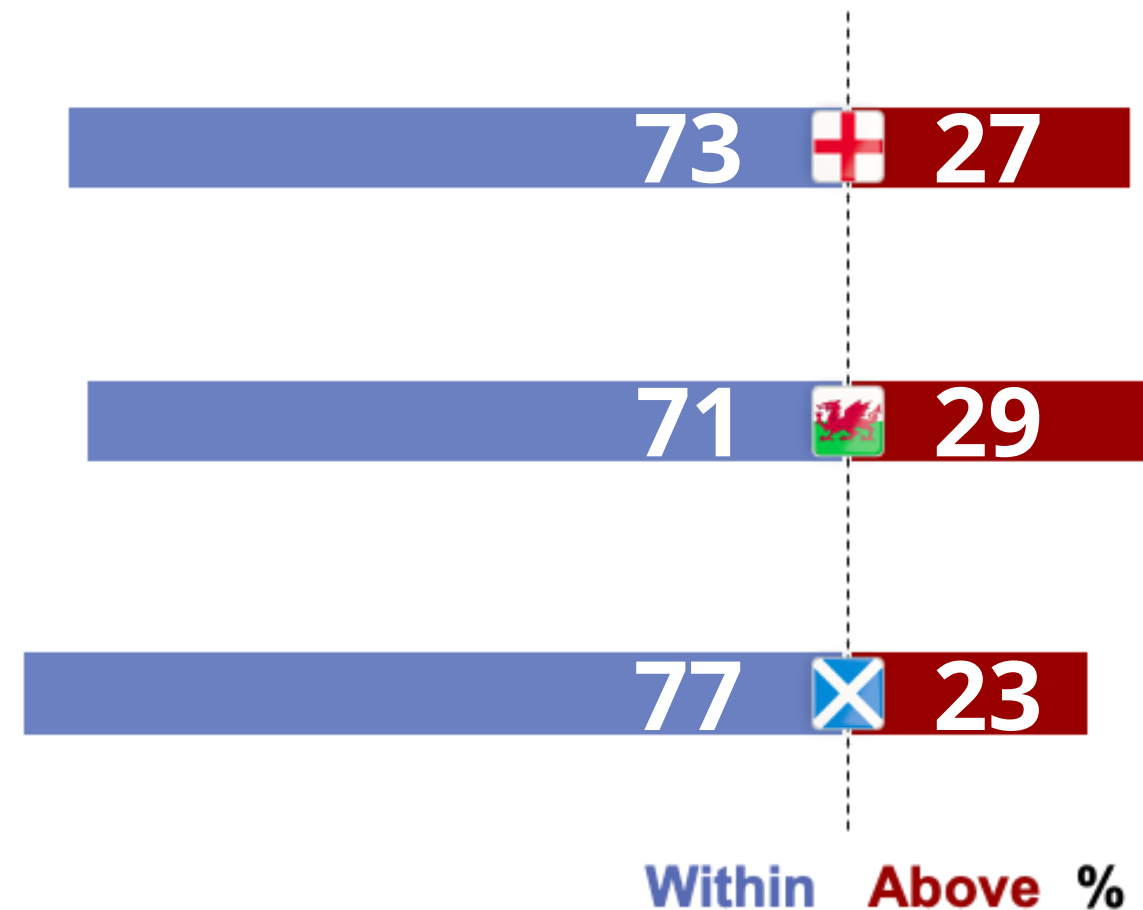
Litres of 100% alcohol
- all ages



What proportion of drinkers drink above the low risk guidelines?

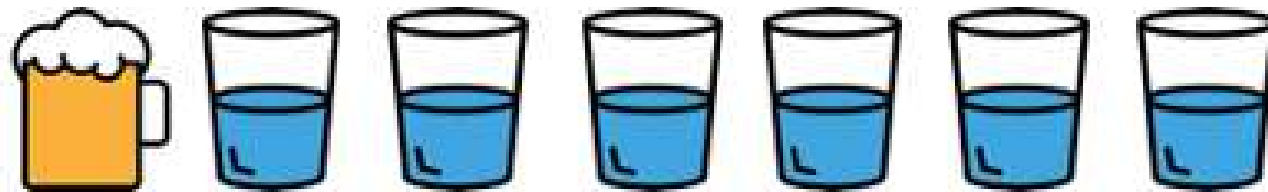
The UK's Chief Medical Officers' guidelines classify drinking up to 14 units in a week as 'low or moderate risk'.

29% of Welsh, 27% of English and 23% of Scottish drinkers consume alcohol at an increasing and higher risk, meaning that they imbibe more than 14 units in a week.



How often do Brits drink?

In 2017:



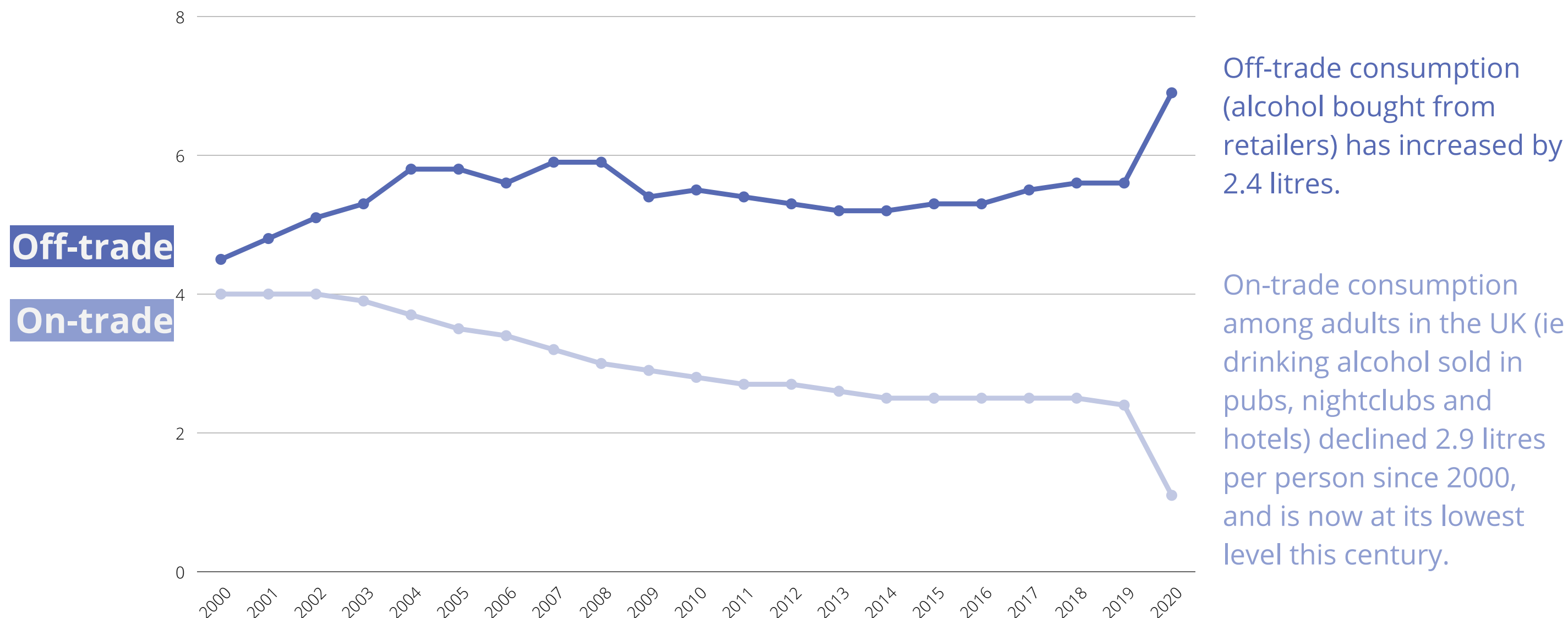
58% of Brits drank on
at least one day in the
last week



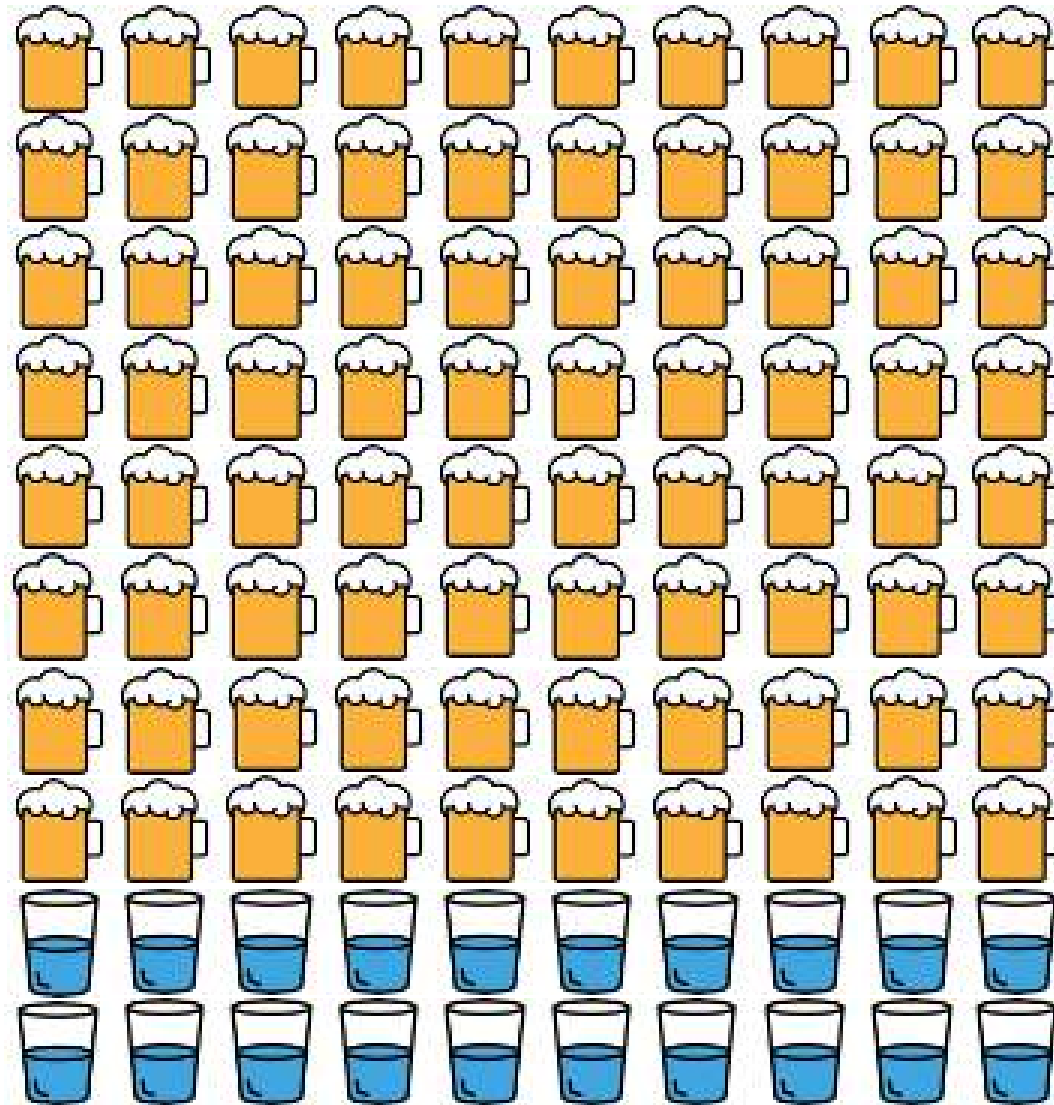
10% of drinkers drank
on at least five days in
the week

Do Brits drink more out, or at home?

The disparity between on and off-trade consumption among adults has widened since 2000.



How many Brits don't drink?



In 2017, 20% of adult Britons declared themselves teetotal