

# YouGov / The Sun Survey Results



Sample Size: 1549 GB Adults  
Fieldwork: 31st May - 1st June 2010

	Gender		Age			Social grade		Region					
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1549</b>	744	805	457	550	542	852	697	198	503	331	381	135
Unweighted Sample	1549	692	857	385	509	655	919	630	228	521	322	342	136
	%	%	%	%	%	%	%	%	%	%	%	%	%

A unit of alcohol is roughly equivalent to a single measure of spirits or half a pint of beer. A standard glass of wine is roughly two units.

## How many units of alcohol do you drink in the average week?

None at all	<b>24</b>	18	30	19	26	27	21	28	23	27	27	19	25
Less than 4 units	<b>24</b>	20	27	22	25	23	24	23	25	22	26	21	29
Between 4 and 7 units	<b>15</b>	14	16	20	12	13	15	15	13	17	13	15	12
Between 8 and 14 units	<b>16</b>	17	15	14	16	17	16	15	15	16	15	17	11
Between 15 and 21 units	<b>9</b>	12	7	11	11	7	10	9	8	8	8	14	8
Between 22 and 29 units	<b>5</b>	8	2	5	3	6	5	5	4	4	4	6	9
Between 30 and 40 units	<b>3</b>	5	1	2	3	3	4	1	2	3	3	4	1
Between 41 and 60 units	<b>1</b>	2	1	2	1	1	1	1	2	1	1	1	1
More than 60 units	<b>1</b>	1	1	1	1	0	0	1	1	1	1	0	0
Don't know	<b>3</b>	3	2	5	2	2	3	2	7	2	2	2	5

## How much do you drink at home in the average week?

None at all	<b>32</b>	28	37	33	33	32	28	38	33	34	35	28	29
Less than 4 units	<b>26</b>	24	28	28	27	24	27	25	26	25	26	26	29
Between 4 and 7 units	<b>15</b>	14	15	16	13	15	16	13	10	18	14	14	13
Between 8 and 14 units	<b>13</b>	15	11	10	14	14	13	12	15	12	13	13	10
Between 15 and 21 units	<b>6</b>	8	4	5	6	7	6	6	6	4	5	10	6
Between 22 and 29 units	<b>3</b>	5	1	2	2	4	3	2	2	3	3	4	4
Between 30 and 40 units	<b>2</b>	3	1	1	1	2	2	1	1	1	2	3	1
Between 41 and 60 units	<b>1</b>	1	0	1	0	1	0	1	1	1	0	0	1
More than 60 units	<b>0</b>	0	1	0	1	0	1	0	0	0	1	0	0
Don't know	<b>3</b>	3	2	4	3	2	3	2	7	1	2	2	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%

**How much would you drink on a typical weekend night out?**

None at all	<b>30</b>	27	33	17	30	40	28	32	24	36	30	25	30
Less than 4 units	<b>24</b>	19	28	13	25	31	27	20	26	24	30	18	22
Between 4 and 7 units	<b>19</b>	19	19	20	20	16	20	17	22	17	18	21	13
Between 8 and 14 units	<b>14</b>	18	11	23	16	5	14	14	13	12	11	20	16
Between 15 and 21 units	<b>5</b>	7	3	11	4	1	4	6	4	4	4	6	4
Between 22 and 29 units	<b>3</b>	4	1	7	1	0	1	4	3	2	3	3	2
Between 30 and 40 units	<b>1</b>	1	0	2	0	0	0	1	0	1	0	0	1
Between 41 and 60 units	<b>0</b>	0	0	1	0	0	0	1	0	0	0	1	0
Don't know	<b>5</b>	5	5	6	4	6	6	4	8	3	3	6	12

**The government recommends that men should not exceed three to four units per day on a regular basis and women should not exceed two to three units per day on a regular basis**

**Do you think you drink more or less than the healthy limit for alcohol?**

I drink far more alcohol than is healthy	<b>6</b>	8	5	10	6	3	6	6	7	6	5	8	4
I drink a little more alcohol than is healthy	<b>19</b>	22	16	22	19	17	20	19	21	16	19	22	21
I drink about the healthy limit	<b>18</b>	19	17	16	17	20	18	17	15	19	16	20	14
I drink below the healthy limit	<b>37</b>	35	39	36	38	37	39	35	39	38	38	34	38
I do not drink alcohol at all	<b>17</b>	14	21	14	17	21	15	20	16	19	20	13	19
Don't know	<b>2</b>	3	2	2	2	2	2	3	2	2	2	2	4

**Which, if any, of the following have you done when you are drunk? Please tick all that apply.**

Been physically sick	<b>53</b>	56	50	75	55	32	53	53	48	52	50	60	52
Had a sexual encounter that I later regretted	<b>12</b>	14	11	22	13	3	12	12	18	11	10	12	15
Been unfaithful to a spouse or partner	<b>7</b>	9	6	15	7	1	7	7	9	7	5	8	9
Been involved in a physical fight	<b>6</b>	10	3	9	9	1	5	8	4	5	3	10	9
Been arrested by the police	<b>3</b>	5	1	4	4	1	2	4	1	3	2	3	2
None of these	<b>43</b>	39	47	21	41	65	44	43	44	46	48	36	41
Don't know	<b>1</b>	1	1	2	1	1	1	1	2	1	1	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about how you personally behave when you drink,  
Which, if any, of the following apply to you? Please tick all that apply.

I get flirty when I'm drunk	<b>22</b>	23	20	36	20	10	21	23	21	19	25	25	16
I often regret the amount I drink the next day	<b>21</b>	21	21	34	19	12	21	22	22	19	22	25	17
My personality changes when I am drinking	<b>16</b>	18	14	28	14	6	14	18	14	15	13	19	17
I often forget what I have done when I am drunk	<b>14</b>	18	10	26	12	6	12	16	11	11	14	19	17
I often regret my behaviour when I am drunk	<b>12</b>	12	11	22	9	5	10	13	13	11	10	15	7
I get aggressive when I am drunk	<b>4</b>	4	3	8	3	1	3	4	4	3	1	6	3
None of these	<b>53</b>	49	56	31	53	70	54	51	53	56	53	48	51
Don't know	<b>3</b>	2	3	2	2	3	3	2	3	3	2	2	3

How often, if ever, have you had a "one-night stand" when drunk?

Never	<b>69</b>	64	74	54	65	86	68	70	61	73	72	67	67
Once	<b>10</b>	9	11	17	8	5	10	9	9	9	12	9	8
2 to 5 times	<b>13</b>	16	10	19	16	5	13	13	14	11	13	15	15
6 to 10 times	<b>4</b>	5	3	5	5	1	3	4	7	4	1	4	5
11 to 20	<b>1</b>	2	0	2	1	0	1	1	2	1	1	1	1
21 to 30	<b>0</b>	0	0	1	0	0	0	0	1	0	0	0	2
More than 30	<b>0</b>	1	0	0	1	0	1	0	1	0	0	1	1
Don't know	<b>3</b>	3	2	3	3	2	3	2	5	2	2	3	3

At what age did you first drink alcohol?

11 or under	<b>8</b>	8	8	12	8	5	11	5	12	7	7	9	6
12 to 13	<b>14</b>	17	10	19	15	8	11	17	12	16	12	13	12
14 to 15	<b>25</b>	25	26	30	27	20	28	22	23	28	23	27	18
16 to 17	<b>29</b>	27	31	21	31	35	29	31	23	28	32	33	28
18 to 19	<b>14</b>	13	14	8	13	19	12	16	15	11	15	12	21
20 to 21	<b>2</b>	1	3	0	1	5	2	2	2	1	3	1	5
22 or older	<b>1</b>	1	2	1	1	2	1	1	2	1	1	1	1
I have never drunk alcohol	<b>4</b>	5	4	4	3	5	4	5	5	5	4	1	7
Don't know	<b>2</b>	2	3	4	2	2	3	2	6	2	3	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%

**And at what age did you first get drunk?**

11 or under	1	1	1	2	1	0	1	1	1	1	1	2	0
12 to 13	5	6	4	11	3	1	4	6	6	6	3	5	5
14 to 15	17	19	16	27	20	5	16	19	20	16	12	21	19
16 to 17	28	32	25	31	29	25	30	26	20	30	31	30	21
18 to 19	22	23	21	17	25	23	21	23	21	18	25	22	25
20 to 21	5	4	7	1	6	8	6	5	4	4	6	7	6
22 or older	6	4	7	2	3	12	6	5	7	7	6	3	5
I have never been drunk	13	9	16	7	8	22	13	13	15	15	13	7	17
Don't know	3	2	4	2	3	5	3	3	6	3	4	3	1

**Do you think is more or less acceptable for women to get drunk than men?**

It is less acceptable for women to get drunk	20	20	20	20	20	20	17	25	18	18	24	20	25
It is less acceptable for men to get drunk	1	1	0	0	1	0	0	1	3	0	1	0	1
It is equally acceptable for men or women to get drunk	29	32	26	49	29	12	29	28	30	28	27	33	24
It is equally unacceptable for men or women to get drunk	45	42	49	23	45	64	49	41	44	50	42	43	47
Don't know	5	5	5	7	4	4	4	6	6	4	7	5	4

**And you do you think young women get drunk more or less than young men these days?**

Young women get drunk more than young men	31	39	24	33	30	32	29	34	25	33	35	28	34
Young women get drunk less than young men	3	4	3	3	4	2	4	3	7	3	3	2	1
Young women get drunk about as much as young men	53	43	62	53	56	50	55	51	51	52	49	60	54
Don't know	12	14	11	11	10	16	13	12	17	12	13	10	11

**Which, if any, of the following do you think are to blame for Britain's drinking culture? Please tick all that apply.**

24 hour drinking laws	36	29	42	22	34	49	37	35	30	42	38	32	24
Supermarkets selling cheap alcohol	49	43	54	37	50	58	52	45	45	51	54	45	44
Celebrities setting bad role models	40	38	42	32	36	51	42	38	39	45	37	38	37
Advertising	24	23	24	18	21	30	25	21	20	26	25	22	19
Drink promotions (e.g. happy hours)	46	41	51	34	47	56	47	45	39	49	49	47	31
Peer pressure	59	54	65	57	61	60	64	53	52	61	60	59	63
Lack of self control amongst younger people	67	68	66	61	67	73	67	67	62	71	62	71	63
None of these	7	9	6	12	8	2	8	7	12	7	4	8	6
Don't know	3	4	3	6	3	2	3	4	5	1	6	3	4