YouGov
June 6 - 9, 2014

YouGov

1. Frequency of drinking
How frequently do you drink alcoholic beverages?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Several times a day	2%	3%	2%	3%	2%	3%	2%	2%	2%	3%
Once a day	5%	7%	2%	4%	5%	3%	9%	7%	3%	6%
A few times a week	15%	19%	11%	13%	17%	16%	11%	19%	14%	11%
Once a week or less	40%	39%	41%	33%	41%	41%	46%	37%	40%	45%
Never	36%	30%	42%	44%	34%	35%	33%	35%	40%	31%
Prefer not to say	2%	2%	1%	3%	1%	2%	—	2%	1%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(475)	(522)	(178)	(276)	(381)	(162)	(325)	(445)	(227)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Several times a day	2%	3%	—	2%	3%	1%	1%	2%	3%	3%	2%	2%
Once a day	5%	5%	0%	6%	3%	5%	5%	11%	4%	4%	3%	10%
A few times a week	15%	17%	10%	8%	10%	22%	23%	19%	21%	16%	13%	13%
Once a week or less	40%	40%	40%	40%	36%	42%	53%	46%	38%	42%	41%	39%
Never	36%	34%	47%	40%	47%	28%	18%	21%	33%	34%	42%	32%
Prefer not to say	2%	1%	2%	4%	1%	1%	—	1%	1%	1%	1%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(751)	(121)	(125)	(355)	(301)	(77)	(103)	(172)	(212)	(382)	(231)

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2. Ever been drunk
In your lifetime, have you ever been drunk?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	71%	76%	67%	53%	70%	80%	79%	72%	71%	71%
No	26%	22%	31%	46%	26%	17%	20%	24%	27%	27%
Prefer not to say	3%	3%	2%	1%	3%	4%	1%	4%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(474)	(522)	(176)	(277)	(381)	(162)	(325)	(444)	(227)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	71%	76%	57%	57%	70%	76%	90%	78%	68%	72%	69%	76%
No	26%	21%	41%	41%	29%	21%	10%	19%	29%	27%	28%	20%
Prefer not to say	3%	3%	1%	2%	1%	3%	—	3%	3%	1%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(749)	(121)	(126)	(354)	(302)	(77)	(103)	(170)	(212)	(383)	(231)

3. Describes you when drunk
Which of the following words describe you when you have been drunk? > Select all that apply.

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Never been drunk	27%	22%	31%	47%	27%	17%	20%	25%	28%	28%
Happy	36%	39%	33%	28%	40%	43%	26%	40%	33%	37%
Weepy	8%	5%	10%	7%	11%	6%	5%	9%	6%	8%
Loud	21%	23%	19%	24%	21%	23%	13%	22%	22%	18%
Quiet	11%	17%	6%	4%	11%	12%	19%	10%	13%	10%
Chatty	30%	31%	30%	27%	38%	34%	16%	33%	28%	32%
Withdrawn	7%	11%	3%	5%	9%	7%	7%	6%	8%	6%
Brave	11%	11%	12%	13%	16%	11%	3%	14%	11%	8%
Silly	34%	35%	33%	28%	32%	41%	31%	38%	32%	32%
Serious	5%	8%	2%	4%	6%	5%	7%	6%	5%	5%
Rude	8%	10%	6%	7%	8%	9%	7%	9%	8%	6%
Funny	28%	31%	24%	25%	30%	32%	19%	31%	24%	29%
Messy	10%	11%	9%	12%	12%	11%	3%	12%	9%	9%
Hungry	10%	13%	8%	12%	16%	7%	6%	11%	10%	10%
Annoying	13%	17%	11%	15%	16%	13%	10%	15%	14%	10%
Slow	13%	16%	10%	11%	13%	12%	17%	11%	16%	10%
Hyper	9%	7%	11%	16%	12%	8%	0%	11%	10%	6%
Angry	8%	8%	8%	6%	9%	10%	5%	10%	7%	7%
Aggressive	11%	14%	8%	8%	10%	15%	9%	12%	10%	12%
Mean	6%	7%	5%	4%	7%	7%	5%	7%	5%	7%
None of the above	3%	2%	4%	0%	3%	4%	7%	4%	3%	3%
Totals	(971)	(458)	(513)	(173)	(269)	(369)	(160)	(316)	(434)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Never been drunk	27%	22%	42%	42%	29%	22%	10%	20%	30%	27%	29%	20%
Happy	36%	38%	23%	37%	38%	39%	40%	37%	29%	39%	34%	43%
Weepy	8%	9%	1%	5%	7%	9%	9%	9%	5%	7%	9%	7%
Loud	21%	23%	14%	18%	21%	22%	23%	28%	15%	23%	23%	21%
Quiet	11%	13%	10%	4%	8%	14%	17%	18%	15%	10%	9%	13%
Chatty	30%	33%	21%	24%	28%	31%	38%	39%	21%	34%	33%	30%
Withdrawn	7%	7%	9%	4%	6%	10%	7%	8%	9%	4%	7%	6%
Brave	11%	12%	10%	9%	16%	10%	10%	9%	7%	15%	9%	16%
Silly	34%	37%	23%	26%	36%	33%	44%	31%	28%	35%	34%	37%
Serious	5%	6%	6%	2%	4%	8%	10%	3%	6%	5%	4%	6%
Rude	8%	9%	3%	5%	9%	10%	10%	3%	6%	9%	9%	7%
Funny	28%	29%	23%	26%	29%	29%	36%	23%	26%	26%	29%	28%
Messy	10%	11%	6%	6%	8%	11%	13%	10%	8%	11%	12%	7%
Hungry	10%	12%	6%	5%	10%	9%	21%	8%	11%	13%	9%	9%
Annoying	13%	15%	8%	10%	15%	15%	18%	11%	13%	11%	14%	15%
Slow	13%	14%	10%	10%	12%	17%	18%	9%	7%	17%	13%	13%
Hyper	9%	9%	10%	8%	12%	8%	10%	10%	6%	9%	11%	9%
Angry	8%	9%	3%	8%	10%	9%	8%	6%	4%	11%	8%	10%
Aggressive	11%	13%	6%	7%	15%	10%	13%	8%	7%	13%	12%	11%
Mean	6%	7%	2%	6%	7%	7%	10%	3%	3%	8%	7%	6%
None of the above	3%	4%	3%	2%	2%	5%	4%	3%	4%	4%	3%	4%
Totals	(971)	(728)	(119)	(124)	(350)	(294)	(77)	(100)	(166)	(210)	(373)	(222)

4. Apologize the next day
Have you ever had to apologize the next day for doing something while you were drunk?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Never been drunk	27%	22%	31%	47%	27%	17%	20%	25%	28%	28%
Yes	31%	35%	26%	25%	29%	37%	26%	32%	28%	34%
No	42%	42%	42%	27%	43%	44%	54%	44%	43%	38%
Prefer not to say	1%	1%	0%	1%	0%	1%	—	0%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(968)	(456)	(512)	(173)	(266)	(369)	(160)	(315)	(433)	(220)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Never been drunk	27%	22%	42%	42%	29%	22%	10%	20%	30%	27%	29%	20%
Yes	31%	34%	20%	23%	34%	30%	35%	30%	22%	33%	31%	36%
No	42%	44%	38%	33%	36%	47%	54%	49%	47%	39%	40%	44%
Prefer not to say	1%	1%	0%	1%	0%	1%	—	1%	1%	1%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(968)	(725)	(119)	(124)	(348)	(293)	(77)	(100)	(166)	(209)	(372)	(221)

5. Apologize but don't remember

Have you ever apologized for something that you didn't remember doing while you were drunk?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Never been drunk	27%	22%	31%	47%	27%	17%	21%	25%	28%	28%
Yes	23%	25%	21%	23%	23%	27%	14%	22%	21%	26%
No	50%	52%	48%	30%	49%	55%	65%	52%	50%	46%
Prefer not to say	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(966)	(455)	(511)	(172)	(267)	(368)	(159)	(314)	(433)	(219)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Never been drunk	27%	22%	42%	43%	29%	22%	10%	20%	30%	27%	29%	20%
Yes	23%	25%	14%	20%	27%	22%	26%	16%	16%	24%	24%	25%
No	50%	53%	44%	36%	43%	55%	63%	64%	52%	48%	47%	54%
Prefer not to say	1%	1%	—	2%	1%	1%	—	—	2%	1%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(966)	(725)	(119)	(122)	(349)	(291)	(77)	(99)	(164)	(210)	(372)	(220)