

**Men aged 35-75 who drink alcohol  
due to social pressure**

November 2017

## Background and objectives

### *Background*

This report presents some of the findings from research conducted by YouGov in March-April 2017, into UK adults' behaviour and attitudes in relation to alcohol. The larger findings will be published in the Drinkaware Monitor 2017 in late 2017.

### *Objectives*

This report has been created to present specific data on men 35-75 who drink alcohol due to social pressures such as drinking to fit in, to not feel left out, and to be liked.

This data has been obtained from the larger Drinkaware Monitor 2017 dataset. The main objectives of the Drinkaware Monitor 2017 research were:

- To provide an overview of adults' drinking behaviour in the UK, including how frequently and how much they are drinking
- To explore attitudes towards alcohol, drinking occasions, motivations for drinking, harmful drinking behaviour, and strategies people use to moderate their drinking
- To investigate drinking behaviour among different demographic groups and explore which groups may be at higher risk of alcohol-related harm
- To provide profiles of different types of drinkers, to help Drinkaware to target its communications and tailor its messages effectively

## Method

YouGov interviewed a representative sample of 6,174 UK adults aged 18-75 online between 27<sup>th</sup> March and 18<sup>th</sup> April 2017. Data has been weighted to be representative of the UK adult population (aged 18-75) according to gender, age, social grade, and region.

### *Standardised tool*

The following standardised tool was used to calculate the data in this report:

Alcohol Use Disorder Identification Test (AUDIT)

The AUDIT tool, developed by the World Health Organisation<sup>1</sup>, is used to measure an individual's level of risk and/or harm in relation to their alcohol consumption patterns. The test consists of ten questions, each of which carries a score of 0-4, depending on the answer given. This gives each individual an overall AUDIT score between 0 and 40. Scores for this tool have been grouped as shown in Table 1.

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<sup>1</sup> Babor et al. (2001). AUDIT; The Alcohol Use Disorders Identification Test: Guidelines for use in primary care. Second Edition. *World Health Organisation: Department of Mental Health and Substance Dependence.*

**Table 1: AUDIT categories**

Category	AUDIT score
Low risk	0-7
Increasing risk	8-15
Higher risk	16-19
Possible dependence	20+

## *Interpreting the data*

Where differences between sub-groups are discussed, only those differences that are statistically significant are reported (unless otherwise stated). These differences are statistically significant to a confidence level of 95%.

## **Findings**

In line with findings from the Drinkaware Monitor 2014, motivations for drinking remain an important aspect of drinking behaviour. Specifically, almost a third of all drinkers (31.2%) report that they drink to fit in with another group, 28.2% to avoid feeling left out, and around a fifth (18.3%) to be liked (Table 2). Perhaps a more concerning difference between men and women is that men are significantly more likely also to drink to conform to others.

**Table 2: All drinkers who drink to fit in, not feel left out and to be liked**

Conformity Reason	All drinkers (18-75)	Men (18-75)	Women (18-75)
Drinking to fit in	31.2%	37.1%	25.5%
Drinking to not feel left out	28.2%	22.9%	13.7%
Drinking to be liked	18.3%	31.5%	25%

Specifically looking at the majority of men between 35-75 years old who drink, almost half (47.3%) do so for conformity reasons; compared to only just over a third (35.6%) of women the same age (Table 3). Of the 47.3% of men aged 35-75 who drink to conform, almost half (49.1%) drink at harmful levels (Table 4). This compares to 37.5% of all men in this age group who drink at harmful levels (Table 5).

**Table 3: Men and women drinking for conformity reasons and non-conformity reasons**

Age and Gender	Any Conformity reasons	No Conformity reasons	Total
Men: 18-24	59%	41%	N=364
Men: 25-34	59.9%	40.1%	N=519
Men: 35-75	47.3%	52.7%	N=1861
Women: 18-24	59.6%	40.4%	N=324
Women: 25-34	52.7%	47.3%	N=493
Women: 35-75	35.6%	64.4%	N=1847

**Table 4: Men and women who drink to conform by AUDIT score risk category**

Age and Gender	Lower risk (AUDIT score 0-7)	Increasing risk/higher risk/possible dependence (AUDIT score 8+)	Total
Men: 18-24	28.4%	71.6%	N=204
Men: 25-34	36.7%	63.3%	N=311
Men: 35-75	50.9%	49.1%	N=881
Women: 18-24	50.8%	49.2%	N=193
Women: 25-34	61.9%	38.1%	N=260
Women: 35-75	65.8%	47.7%	N=657

**Table 5: All male and female drinkers by AUDIT score risk category**

Age and Gender	Lower risk (AUDIT score 0-7)	Increasing risk/higher risk/possible dependence (AUDIT score 8+)	Total
Men: 18-24	48.1%	51.9%	N=397
Men: 25-34	49.8%	50.2%	N=3586
Men: 35-75	62.5%	37.5%	N=2075
Women: 18-24	61.7%	38.3%	N=384
Women: 25-34	71.2%	28.8%	N=586
Women: 35-75	80.6%	19.4%	N=2147