Drinkaware Monitor 2026

Technical Report

August 2026

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Introduction

Drinkaware is a charity providing impartial, evidence-based information, advice and practical resources to help people make better choices about their drinking. To support its mission, Drinkaware commissions the annual Drinkaware Monitor survey to measure alcohol consumption and assess attitudes towards drinking in the UK population. Evidence provided by this research assists Drinkaware's efforts to reduce alcohol-related harm and informs where the charity should focus its efforts to maximise impact.

The 2026 Drinkaware Monitor survey was designed to meet a number of objectives, including tracking standard measures which have been asked in each year of the Monitor study, as well as exploring several topical areas. The standard measures cover:

- Drinking behaviour in the UK, measuring drinking frequency and quantity of drinking among UK adults and AUDIT/AUDIT-C classification
- Drinking motivations and occasions
- Moderation techniques and motivations for moderating drinking

The topical areas for 2026 included:

- Sources of alcohol consumption
- Reasons for drinking alcohol
- Impact of cutting down alcohol consumption on personal relationships
- Perceptions of drinking moderation
- Impact of drinking on the menopause/perimenopause
- Concern around someone else's drinking
- Seeking support
- Perceptions and experiences of drink spiking
- Impact of drinking on health (including future health concerns)

The Drinkaware Monitor survey is a long running research project conducted for Drinkaware by YouGov (in 2017-2026) and by Ipsos MORI (2009-2014). This technical report sets out the methodology used by YouGov to collect and collate the data and the analysis applied to the results.

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Description of standardised tools and terminology

Similar to the 2025 survey, the following standardised tools and/or definitions were included in the survey and analysis process:

Alcohol Use Disorder Identification Test (AUDIT)

The Alcohol Use Disorder Identification Test was developed by the World Health Organisation (WHO) and is used to screen alcohol harm[1]. The version used in the Drinkaware Monitor has been adapted for use in the UK and involves ten questions designed to measure alcohol consumption. Each question carries a score of 0-4, which are totalled, and depending on their responses, drinkers are then classified as low risk, increasing risk, higher risk or possible dependence. The full list of questions can be found in the questionnaire in the appendix.

Table 1: AUDIT scores

AUDIT SCORE	
Low risk	0 to 7
Increasing risk	8 to 15
Higher risk	16 to 19
Possible dependence	20+

Alcohol Use Disorder Identification Test – Consumption (AUDIT-C)

AUDIT-C is a condensed version of the AUDIT tool comprising of three key questions measuring: frequency of drinking, units consumed on a typical occasion, and frequency of drinking 6 units or more (for women) or 8 units or more (for men). This gives each individual an AUDIT-C score between 0 and 12. The AUDIT-C measure has been used in previous Drinkaware Monitor surveys as a key metric for assessing alcohol risk.

[1] https://www.who.int/publications/i/item/audit-the-alcohol-use-disorders-identification-test-guidelines-for-use-in-primary-health-care

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Table 2: AUDIT-C scores

AUDIT-C SCORE	
Under 5	0 to 4
Increasing risk	5 to 7
Higher risk	8 to 10
Possible dependence	11 or 12

The Drinking Motive Questionnaire: Revised Short Form (DMQ-R SF)

The Drinking Motive Questionnaire: Revised Short Form (DMQ-R SF)[2] consists of 12 motivations for drinking and a five-point response scale. Responses are used to determine the extent to which people drink for social reasons, enhancement reasons, conformity, or coping reasons. This measure was included in the survey to enable responses to be analysed according to the different motivations.

The full list of reasons are:

Social

- Because it helps you to enjoy a party
- Because it makes social gatherings more fun
- Because it improves parties and celebrations

Coping

- Because it helps you when you feel depressed or nervous
- To cheer up when you are in a bad mood
- To forget about your problems

[2] Kuntsche, E. & Kuntsche, S. (2009). Development and validation of the Drinking Motive Questionnaire Revised Short Form (DMQ-R SF). *Journal of Clinical Child and Adolescent Psychology, 38*:6, 899-908.

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Enhancement

- Because you like the feeling
- To get a buzz
- Because it's fun

Conformity

- To fit in with a group you like
- To be liked
- So you won't feel left out

Respondents are asked to indicate whether they do so:

1. Almost never / Never
2. Some of the time
3. Half of the time
4. Most of the time
5. Almost always / Always

Responses are then grouped to 'never / almost never / some of the time' (1,2), 'most of the time / always' (4,5) or 'ever' (2,3,4,5).

Drinking occasions

The drinking occasions tool was developed for the 2017 Drinkaware Monitor survey to identify the extent to which respondents engaged in any of a list of key typical drinking occasions (identified by Ally et al., 2016[3]) and has been used in subsequent Drinkaware Monitor surveys. The occasions included in the tool are:

[3] Ally, A. K., Lovatt, M., Meier, P. S., Brennan, A., & Holmes, J. (2016). Developing a social practice-based typology of British drinking culture in 2009–2011: implications for alcohol policy analysis. *Addiction*, 111: 1568–1579. doi: 10.1111/add.13397.

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- Drinking at home alone
- A small number of drinks at home with people in my household
- Several drinks at home with people in my household
- Getting together at your or someone else's house
- Going out for a meal
- Evening or night out with friends
- Going out for a couple of drinks in the afternoon
- Drinking at events

Respondents are asked to indicate whether they do so:

1. 5+ times per week
2. 2-4 times per week
3. Once a week
4. 1-3 times a month
5. Once every 2-3 months or less often
6. Never

NICE/HSE weekly unit consumption

The National Institute of Health and Care Excellence (NICE) draws on the alcohol risk classification captured in the Health Survey for England, which is based on number of alcohol units consumed in a typical (or previous) week. This classification is based around the Chief Medical Officers' low-risk drinking guidelines. This is scored as below:

- Low risk: 0 – 14 units a week for both men and women
- Increasing risk or hazardous drinking: more than 14 units a week, but less than 35 units for women and more than 14 units a week, but less than 50 units for men
- Higher risk or harmful drinking: consuming over 50 alcohol units per week for men or over 35 units per week for women

Measuring mechanisms of social norm reproduction in alcohol consumption

A tool was developed for this year's Drinkaware Monitor to measure social norms relating to alcohol consumption. Following an initial systematic review, candidate items were

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developed and compared with existing Monitor items to ensure they reflected distinct social factors rather than individual-level attitudes and beliefs. To create a clearly differentiated set of items, each candidate item was linked to one social norm area. The social norms included are:

Perceived descriptive norms

- In my social circle, drinking alcohol is a normal part of most social occasions

Perceived injunctive norms

- In my social circle, drinking alcohol is generally expected when people get together

Social reinforcement/ conditional belonging

- I feel more included in social situations when I am drinking alcohol

Social sanctioning

- It would feel awkward not to drink alcohol in some of my usual social situations
- Even if no one says anything, there is sometimes an expectation to drink

Ritualisation and routine

- Drinking alcohol is a regular part of how I unwind at the end of the day or week

Identity and role expectations

- Drinking alcohol fits with how I see myself in social situations

Normalisation of risk

- My current drinking feels similar to that of other people like me

Media/ visibility

- I often see alcohol being part of everyday socialising (e.g. online, TV, or advertising)

Respondents are asked to indicate whether they:

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree

97. Don't know
98. Prefer not to say

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Responses are then grouped to ‘agree’ (1,2) or ‘disagree’ (4,5). The items in this scale are not designed to be combined into a single overall score. Instead, each item is intended to measure a different aspect of how social norms are formed, reinforced, or maintained.

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Method

Sampling

As with previous Drinkaware Monitor surveys, the sample for the 2026 project was drawn from the YouGov panel. YouGov maintains a research panel of over 5 million people worldwide including over 1 million in the UK. These panel members cover a wide range of ages, genders, social grades, ethnicities, locations and other demographics. Our panel is large enough to enable us to select nationally representative samples that reflect the actual breakdown of the population on key demographic information. In this way, we can ensure that the sample we are surveying is representative of all four countries of the UK.

Members of the YouGov panel were selected based on already known demographic characteristics (age, gender, social grade, region) and then sent an email inviting them to take part in the survey. Once they click on the link, they are taken to YouGov's online data collection platform to provide their answers. Each link is unique and can only be answered by the person it was intended for.

Sample

In 2026, n=7,210 UK adults aged 18-85 were surveyed.

This included 4,628 in England, 1,075 in Wales, 1,001 in Scotland and 506 in Northern Ireland. The devolved nations were proportionally over-sampled, relative to their population size, to allow for more robust analysis at a nation level.

Data processing: data cleaning and weighting

Data cleaning

Several checks are applied to ensure the quality of the survey data. During panel registration, checks for participant identification and authentication are conducted. Such checks are designed to ensure that the survey is being completed by real respondents (as opposed to chatbots), that demographic information provided is accurate, and that the same individual cannot complete the survey more than once.

Following the survey closing, further quality measures are conducted resulting in respondents being removed from the data for any of the following reasons:

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- Review of speeders (e.g. taking the survey in a time less than a third of the median length of interview time)
- Providing inconsistent, contradictory, incoherent, or incomplete responses
- Review of duplicate IP addresses
- Review based on geographical location

Weighting

Weighting is used to make survey results more representative of the target population. It does this by giving more or less influence to certain respondents so that the sample better reflects the wider population. The weighting happens at the tail end of the data processing phase and was applied on cleaned data.

The data were weighted by age, gender, region and social grade to be representative of the national populations of the four countries of the United Kingdom. A total weight was also applied to ensure aggregate results are representative of the national UK population aged 18-85. This approach is consistent with previous years of the Drinkaware Monitor survey.

The weighting targets for age, gender and region were based on demographic information from the UK Census, sourced from the Office for National Statistics (ONS). Social grade is taken from the National Readership Survey (NRS).

Table 3 provides a breakdown of the sample for the 2026 Drinkaware Monitor.

Table 3: Unweighted and weighted sample breakdown

Sample	Unweighted N	Unweighted %	Weighted N	Weighted %
Male	3,456	48%	3,513	49%
Female	3,754	52%	3,697	51%
18 to 24	919	13%	776	11%
25 to 34	1,145	16%	1,249	17%
35 to 44	1,145	16%	1,241	17%
45 to 54	1,273	18%	1,171	16%
55 to 64	1,163	16%	1,203	17%
65 to 75	1,065	15%	991	14%

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76+	500	7%	578	8%
North East	222	3%	289	4%
North West	608	8%	800	11%
Yorkshire and Humber	471	7%	590	8%
East Midlands	414	6%	529	7%
West Midlands	491	7%	632	9%
East of England	516	7%	676	9%
London	651	9%	946	13%
South East	773	11%	993	14%
South West	482	7%	622	9%
Wales	1,075	15%	338	5%
Scotland	1,001	14%	597	8%
Northern Ireland	506	7%	197	3%
ABC1	3,975	55%	4,039	56%
C2DE	3,235	45%	3,171	44%

Fieldwork timing

This year, additional analysis was carried out to examine the potential impact of the late May bank holiday on reported alcohol consumption. The Monitor measures weekly alcohol consumption by asking respondents to report the number of alcohol units consumed in the past seven days. As fieldwork took place shortly after the late May bank holiday, a large proportion of respondents' seven-day recall period included the bank holiday weekend. Previous patterns from the Monitor (2018) indicate that respondents whose recall period included a bank holiday were less likely to report drinking within the weekly guidelines than those recalling a standard week. Therefore, the timing of fieldwork may have contributed to higher reported alcohol consumption than in other years of the Monitor. The particularly warm weather and the Champions League Final during the bank holiday period may also have increased opportunities for socialising and drinking.

Analysis

After completing the fieldwork, data were weighted as outlined above and results were collated in a series of data tables and in YouGov's own analysis software: Crunch. These outputs allowed for data to be compared across a series of bivariate crossbreaks including standard demographics such as age, region and gender, but also by alcohol consumption.

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Appendix

Full questionnaire

Base: All
Question type: ***Single***

[S1_new] At birth were you described as:

We are asking this question because the effects of alcohol consumption, and some other health matters covered in this survey, are affected by your sex.

<1>	Male
<2>	Female
<97>	Prefer not to say

Base: All
Question type: ***Single***

[S2_new] Do you consider yourself to be transgender (or trans), non-binary or gender diverse?

<1>	Yes
<2>	No
<97>	Prefer not to say

Base: All
Question type: ***Single***

[A1] How often do you have a drink containing alcohol?

<1>	6 or more times a week
<2>	4 to 5 times a week
<3>	2 to 3 times a week
<4>	Once a week
<5>	2-3 times a month
<6>	Once a month

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<7>	Once every couple of months
<8>	Once or twice a year
<9>	Less often
<99 fixed xor>	Never

Base: All non-drinkers
Question type: ***Single***

[A1a] Which, if any, of the following best applies to you?

<1>	I used to drink alcohol but have given up
<2>	I have never drunk alcohol
<95>	Other (open [A1a_other]) [open] please specify

Base: All drinkers
Question type: ***Dyngrid***

[New_P3] Please think about your current situation and drinking habits. Read each statement below carefully and then indicate to what extent you agree or disagree with each of the following statements.

-[New_P3_1]	It's a waste of time thinking about my drinking because I do not have a problem
-[New_P3_2]	There is nothing seriously wrong with my drinking
-[New_P3_3]	I am a fairly normal drinker
-[New_P3_4]	There is nothing I really need to change about my drinking
-[New_P3_5]	Trying to change my drinking is pretty much a waste of time
-[New_P3_6]	I do not think of myself as a problem drinker
<1>	Strongly agree
<2>	Tend to agree
<3>	Neither agree nor disagree
<4>	Tend to disagree
<5>	Strongly disagree
<97>	Don't know

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<98>	Prefer not to say

Question type: ***Text***

[IMAGE x1unit_jpg]

Base: All drinkers
Question type: ***Single***

[Q6B] How many units of alcohol do you drink on a typical _day_ when drinking? Please use the above guidance to complete your answer.

<1>	1 or 2
<2>	3 or 4
<3>	5 or 6
<4>	7 to 9
<5>	10 or more

Question type: ***Text***

[IMAGE x1unit_jpg]

Base: All drinkers
Question type: ***Single***

[Q6C] How often have you had $Units or more units on a single occasion in the last year? Again, please use the above guidance to complete your answer.

<1>	Never
<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers

Question type: ***Single***

[WeekDay] which day of the week is it?

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<1>	Sunday
<2>	Saturday
<3>	Friday
<4>	Thursday
<5>	Wednesday
<6>	Tuesday
<7>	Monday

Question type: ***Text***

[IMAGE x1unit_jpg]

Base: All drinkers
Question type: ***Grid-Open***
#row order: rotate($qr)

[A3] Thinking about the seven days leading up to yesterday, please enter how many units you drank on each _day_. For days where you had no alcohol, please enter 0.

-[A3_1]	Sunday
-[A3_2]	Saturday
-[A3_3]	Friday
-[A3_4]	Thursday
-[A3_5]	Wednesday
-[A3_6]	Tuesday
-[A3_7]	Monday
<1>	Enter value below

Base: All drinkers
Question type: ***Multiple***
#row order: randomize #Columns: 2

[Q6B_more_A] You just said that you **typically** drink $Unit_text when drinking. However, the amount we drink can change depending on **where we are**, and **what we are doing**.Thinking about times when you drink alcohol, in which of the following situations, if any, do you tend to drink **more** than you would on a typical drinking day? Please select all that apply.

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<1>	On an evening or night out with friends	<9>	If my partner/housemate or I have cooked a special meal
<2>	Out for a meal	<10>	I'm on holiday
<3>	At home by myself	<11>	It is the festive period (e.g. around Christmas and New Year)
<4>	The weather is particularly nice that day	<12>	When I don't have any plans or responsibilities the next day
<5>	Attending a sporting event, or watching sport on TV (e.g. watching football)	<99 fixed xor>	None of the above
<6>	Attending a music concert or show	<97 fixed xor>	Don't know
<7>	If there are some drinks (e.g. half a bottle of wine, or a few cans) leftover at home	<98 fixed xor>	Prefer not to say
<8>	At a work event or when socializing with colleagues		

Base: All drinkers
Question type: ***Multiple***
#row order: randomize

[Q6B_more_B] You just said that you **typically** drink $Unit_text when drinking. However, the amount we drink can change depending on how we are feeling, or who we are with.Thinking about times when you drink alcohol, in which of the following situations, if any, do you tend to drink **more** than you would on a typical drinking day? Please select all that apply.

<1>	I'm having a good time with friends or family	<8>	I'm bored, or have no plans
<2>	I'm socialising with people who are drinking heavily	<9>	I've exercised or eaten healthily earlier in the day
<3>	I feel I've earned it after being productive (e.g. work, housework, exercise)	<10>	I'm feeling nervous or anxious in a group setting (e.g. at an event or party)
<4>	I've had a stressful day at work	<99 fixed xor>	None of the above
<5>	I've had a demanding or difficult day with my children	<97 fixed xor>	Don't know

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<6>	I'm feeling anxious or depressed that day	<98 fixed xor>	Prefer not to say
<7>	I'm feeling happy that day		

Base: All drinkers
Question type: ***Grid***
#row order: randomize

[A4] The following are reasons that people sometimes give for drinking alcohol. Thinking of all the times you drink, how often would you say that you drink for the following reasons? Please tick the answer of your choice to each question.

-[A4_1]	Because it helps you to enjoy a party	-[A4_7]	To fit in with a group you like
-[A4_2]	Because it helps you when you feel depressed or nervous	-[A4_8]	Because it improves parties and celebrations
-[A4_3]	To cheer up when you are in a bad mood	-[A4_9]	To forget about your problems
-[A4_4]	Because you like the feeling	-[A4_10]	Because it's fun
-[A4_5]	To get a buzz	-[A4_11]	To be liked
-[A4_6]	Because it makes social gatherings more fun	-[A4_12]	So you won't feel left out

<1>	Almost never/never
<2>	Some of the time
<3>	Half of the time
<4>	Most of the time
<5>	Almost always/always

Base: All drinkers
Question type: ***Dyngrid***
#row order: randomize

[A5_new_] How often, if at all, in the last year did you drink alcohol on occasions that are similar to the descriptions below?

-[A5_new_1]	Drinking at home alone
-[A5_new_2]	A small number of drinks at home with people in my household

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-[A5_new_3]	Several drinks at home with people in my household
-[A5_new_4]	Getting together at your or someone else's house
-[A5_new_5]	Going out for a meal
-[A5_new_6]	Evening or night out with friends
-[A5_new_8]	Going out for a couple of drinks in the afternoon
-[A5_new_9]	Drinking at events
<1>	5+ times per week
<2>	2-4 times per week
<3>	Once a week
<4>	1-3 times a month
<5>	Once every 2-3 months or less often
<6>	Never
<7>	Not sure

Base: All drinkers
*Question type: **Single***
#row order: randomize

[A6_new] In which of these situations do you **typically** drink the largest amount of alcohol (i.e. number of units) on a single occasion? Please select one option.

<1>	Drinking at home alone
<2>	Drinking at home with people in my household
<3>	Getting together at your or someone else's house
<4>	Going out for a meal
<5>	Evening or night out with friends
<6>	Going out for a couple of drinks in the afternoon
<7>	Drinking at events
<97 fixed xor>	None of these – the amount I drink doesn't really vary between occasions
<99 fixed xor>	Don't know

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Base: All drinkers
Question type: ***Grid-Check***
#row order: randomize

[Occasion_new] People drink for different reasons in different situations. For each of the following occasions, which of the following are reasons why you might drink there? Please select all that apply.

-[Occasion_new_1]	Drinking at home alone
-[Occasion_new_2]	Drinking at home with people in my household
-[Occasion_new_3]	Drinking on an evening or night out with friends
<1>	To unwind or de-stress
<2>	As a reward after a long day
<3>	To feel more at ease
<4>	To help when I feel depressed or nervous
<5>	To make the experience more enjoyable
<6>	To feel more confident
<7>	Because I like the taste of certain alcoholic drinks
<95>	Don't know
<97 xor>	None of these

Base: All drinkers
Question type: ***Dyngrid***
#row order: randomize

[Occasion_new2] Compared with 12 months ago, would you say you do each of the following more often, less often, or about the same?

-[Occasion_new2_1]	Visit pubs, bars, or restaurants
-[Occasion_new2_2]	Drink alcohol in pubs, bars, or restaurants
-[Occasion_new2_3]	Choose alcohol-free or low-alcohol drinks in pubs, bars, or restaurants (e.g. non-alcoholic beer or wine, or lower-alcohol drinks such as a shandy or low-proof beer)
<1>	Much more often
<2>	Slightly more often
<3>	About the same

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<4>	Slightly less often
<5>	Much less often
<99>	Not applicable - I do not visit these places
<98>	Don't know

Question type: ***Text***

Moving on...

Base: All drinkers
Question type: ***Dyngrid***
#row order: randomize

[A13] Please read each statement below carefully and then indicate to what extent you agree or disagree with each of the following statements.

-[A13_1]	In my social circle, drinking alcohol is a normal part of most social occasions
-[A13_2]	In my social circle, drinking alcohol is generally expected when people get together
-[A13_3]	I feel more included in social situations when I am drinking alcohol
-[A13_4]	It would feel awkward not to drink alcohol in some of my usual social situations
-[A13_5]	Even if no one says anything, there is sometimes an expectation to drink
-[A13_6]	Drinking alcohol is a regular part of how I unwind at the end of the day or week
-[A13_7]	Drinking alcohol fits with how I see myself in social situations
-[A13_8]	My current drinking feels similar to that of other people like me
-[A13_9]	I often see alcohol being part of everyday socialising (e.g. online, TV, or advertising)
<1>	Strongly agree
<2>	Tend to agree
<3>	Neither agree nor disagree
<4>	Tend to disagree

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<5>	Strongly disagree
<97>	Don't know
<98>	Prefer not to say

Base: All drinkers
Question type: ***Single***

[A7] Thinking about your alcohol consumption, how likely or not do you think it is that you will have increased health problems in the future if you continue to drink at your current level?

<1>	Very likely
<2>	Fairly likely
<3>	Not very likely
<4>	Not at all likely
<98>	Don’t know

Base: All drinkers
Question type: ***Single***

[A11] Thinking about your drinking, how concerned are you, if at all, that it could affect your health in the future?

<1>	Very concerned
<2>	Fairly concerned
<3>	Not very concerned
<4>	Not at all concerned
<98>	Don’t know
<99>	Prefer not to say

Base: All drinkers not concerned about their future health
Question type: ***Multiple***
#row order: randomize #max number of choices: 3
#SPD Category: health

[A12] You indicated that you are **not** concerned by your drinking possibly leading to future health problems. Which, if any, of the following are the main reasons why you are **not concerned** about your drinking leading to future health problems? Please select up to three reasons.

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<1>	I don't drink enough for my future health to be affected	<7>	I don't drink as much as other people
<2>	I'm too young for my drinking to affect my future health	<8>	I'm too old to care about the effects of my drinking on my future health
<3>	Any possible risks to my future health do not bother me	<9>	I'm not sure what the health risks from drinking alcohol are
<4>	I do other things which outweigh any negative effects of my drinking on my health (e.g. exercise regularly, eat a healthy diet)	<95 fixed>	Other (open [A12_other]) [open] please specify
<5>	I don't believe that my drinking is bad for my health	<97 fixed xor>	Don't know
<6>	I plan on changing my drinking in the future, so my risk will decrease	<99 fixed xor>	Prefer not to say

Base: All drinkers
Question type: ***Grid***
#row order: randomize

[A10] If you are drinking, how often, if at all, do you drink the following?

-[A10_1]	Beer (e.g. lager, ale, stout)
-[A10_2]	Wine (e.g. red, white, rosé, sparkling)
-[A10_3]	Spirits (e.g. vodka, whiskey, gin, rum)
-[A10_4]	Prepared/ready to serve cocktails (including 'alcopops')
-[A10_5]	Ciders or Perry
<1>	Always
<2>	Often
<3>	Sometimes
<4>	Rarely
<5>	Never

Question type: ***Text***

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The next questions are about moderation techniques when drinking alcohol.

Base: All drinkers
Question type: ***Grid***
#row order: randomize

[A8] Here are some things people have said they do to moderate their drinking. Have you tried any of these?

-[A8_1]	Avoid always having alcohol in the house	-[A8_7]	Avoid drinking alcohol on a 'school/work night'
-[A8_2]	Record how much I am drinking	-[A8_8]	Avoid being in a round of drinks
-[A8_3]	Drink a lower strength alcoholic drink	-[A8_9]	Drink within the guidelines
-[A8_4]	Alternate alcoholic drinks with soft drinks or water	-[A8_10]	Stay off alcohol for a fixed time period
-[A8_5]	Drink smaller glasses of wine or smaller bottles of beer	-[A8_11]	Take drink-free days during the week
-[A8_6]	Set myself a drinking limit e.g. just a glass/bottle	-[A8_12]	Drink non-alcoholic beer, wine or spirit substitutes

<1>	I have been doing this for a while
<2>	I started doing this recently (in the last two or three months)
<3>	I have done this in the past but I no longer do it
<4>	I am not doing this but would be willing to do so
<5>	I could never see myself doing this

Base: Those who currently use one moderation technique
Question type: ***Multiple***
#row order: randomize #Columns: 2

[M3] You indicated that you are currently doing something to moderate your drinking.

For which, if any, of the following reasons do you choose to moderate your drinking? Please select all that apply.

<1>	For better physical health	<10>	To make sure I stay in control of what I do and say

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<2>	For better skin health	<11>	To lose weight/prevent weight gain
<3>	To avoid 'hangxiety' (anxiety after drinking)	<12>	To reduce long-term health risks (e.g. liver disease)
<4>	For better sleep quality	<13>	To avoid hangovers
<5>	To save money	<14>	To try and conceive
<6>	I am concerned about what people think of me when I drink	<15>	Because I think that alcohol affects me differently since going through menopause/perimenopause
<7>	It is part of other health-conscious decisions	<95 fixed>	Other (open [M3_other]) [open] please specify
<8>	To avoid getting drunk	<99 fixed xor>	Not applicable – there are no particular reasons that I moderate my drinking
<9>	Because someone close to me has asked me to cut down	<98 fixed xor>	Prefer not to say

Base: Those who currently use one moderation technique
Question type: ***Multiple***
#row order: randomize

[M4] You indicated that you are currently doing something to moderate your drinking. People may be more likely to use these techniques in some situations than in others.

Generally speaking, when do you tend to use moderation techniques? Please select all that apply from the list below.

<1>	When I need to drive later that day, or early the next day	<7>	When I'm approaching my personal drinking limit
<2>	When I have plans or responsibilities the next day	<8>	After a period of heavier drinking (e.g. the previous day or week)
<3>	When I have a long journey home on public transport after drinking	<9>	When I feel myself becoming drunk
<4>	When I'm with my children	<10>	I tend to use them naturally, without thinking about it
<5>	When I'm at a work event or with colleagues	<99 fixed xor>	None of the above

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<6>	When I'm with people who are not drinking, or who are moderating	<97 fixed xor>	Don't know

Base: All drinkers
Question type: ***Multiple***
#row order: randomize

[NEW_RELATIONSHIP_1] Excluding yourself, do you have anyone in your close social circle (e.g. close friends and family) who fit any of the following descriptions? Please select all that apply.

<1>	Someone who has never drunk alcohol
<2>	Someone who is currently trying to cut back or reduce their drinking
<3>	Someone who used to drink but has now stopped completely
<4 fixed xor>	Not applicable - no one I know fits these descriptions
<97 fixed xor>	Don't know / Not sure

Question type: ***Text***

Moving on...

Base: All drinkers
Question type: ***Single***

[T1] How often during the last year have you found that you were not able to stop drinking once you had started?

<1>	Never
<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers
Question type: ***Single***

[T2] How often during the last year have you failed to do what was normally expected from you because of your drinking?

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<1>	Never
<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers
Question type: ***Single***

[T3] How often during the last year have you needed an alcoholic drink in the morning to get yourself going after a heavy drinking session?

<1>	Never
<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers
Question type: ***Single***

[T4] How often during the last year have you had a feeling of guilt or remorse after drinking?

<1>	Never
<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers
Question type: ***Single***

[T5] How often during the last year have you been unable to remember what happened the night before because you had been drinking?

<1>	Never

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<2>	Less than monthly
<3>	Monthly
<4>	Weekly
<5>	Daily or almost daily

Base: All drinkers
Question type: ***Single***

[T6] Have you or somebody else been injured as a result of your drinking?

<1>	No
<2>	Yes, but not in the last year
<3>	Yes, during the last year

Base: All drinkers
Question type: ***Single***

[T7] Has a relative or friend, doctor or other health worker been concerned about your drinking or suggested that you cut down?

<1>	No
<2>	Yes, but not in the last year
<3>	Yes, during the last year

Base: All drinkers
Question type: ***Single***

[T12] In the last 12 months, have you tried to reduce your alcohol consumption?

<1>	Yes - I successfully reduced my alcohol consumption
<2>	Yes - I successfully reduced my alcohol consumption for a bit, but have returned to typical levels of drinking
<3>	Yes - I tried to reduce my alcohol consumption but wasn't successful
<4>	No

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Base: All drinkers that have cut down
Question type: ***Multiple***
#row order: randomize #Columns: 2

[T13] You said you reduced your alcohol consumption in the last 12 months. What, if anything, do you think you have gained from doing this? Please select all that apply.

<1>	More energy than I had before	<10>	Have lost weight as a result
<2>	Sleeping better than I did before	<11>	Feel less reliant on alcohol when socialising
<3>	Spending less money on alcohol	<12>	Better able to fulfill my responsibilities (e.g. contributing more to household chores)
<4>	More productive at work, or find it easier to concentrate	<13>	My relationships with people have improved
<5>	More patient and understanding with my children	<14>	I feel in a better frame of mind (e.g. less anxious)
<6>	More time to spend on my hobbies or interests	<15>	I enjoy the drinks I have more
<7>	Exercise more now than I did before	<95 fixed>	Other (open [T13_open]) [open] please specify
<8>	Have fewer ‘lost days‘ due to hangovers	<99 fixed xor>	Not applicable – I have not gained anything due to reducing my alcohol consumption over the last 12 months
<9>	In general, I feel healthier than I did before	<97 fixed xor>	Don’t know

Base: Those that have not cut back
Question type: ***Multiple***
#row order: randomize #max number of choices: 3 #Columns: 2

[T14] You said you have not reduced your alcohol consumption in the last 12 months. If you were to cut back on your drinking, what effects, if any, would you **most** like to see? Please select up to 3 options.

<1>	Have more energy	<10>	Lose weight
<2>	Sleep better	<11>	Feel less reliant on alcohol when socialising

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<3>	Spend less money on alcohol	<12>	Better able to fulfill my responsibilities (e.g. contributing more to household chores)
<4>	More productive at work, or find it easier to concentrate	<13>	Relationships with people have improved
<5>	More patient and understanding with my children	<14>	Feel in a better frame of mind (e.g. less anxious)
<6>	More time to spend on my hobbies or interests	<15>	Enjoy the drinks you do have more
<7>	Exercise more	<95 fixed>	Other (open [T14_open]) [open] please specify
<8>	Fewer ‘lost days‘ due to hangovers	<99 fixed xor>	Not applicable – I have no interest in reducing my alcohol consumption or I am not interested in any effect it may have
<9>	In general, to feel healthier	<97 fixed xor>	Don’t know

Base: Those that have not cut back
Question type: ***Dyngrid***
#row order: randomize

[T15] You said you have not reduced your alcohol consumption in the last 12 months. Please indicate how much you agree or disagree with each statement.

“I haven’t cut back on my drinking, because...”

-[T15_1]	Drinking is a part of my usual routine and I don’t want to change that
-[T15_2]	Other people drink in similar ways to me, so I don’t feel like I need to
-[T15_3]	I enjoy unwinding or de-stressing with a drink and don’t want to lose this
-[T15_4]	I don’t think I need to reduce my drinking
-[T15_5]	I would find it difficult to cut down my drinking
-[T15_6]	It has never crossed my mind before
-[T15_7]	I’m worried that those around me (friends, family etc.) would judge me for doing so

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-[T15_8]	Social occasions usually involve drinking, so cutting back is difficult
<1>	Strongly agree
<2>	Tend to agree
<3>	Neither agree nor disagree
<4>	Tend to disagree
<5>	Strongly disagree
<97>	Don’t know
<99>	Prefer not to say

Base: All drinkers
Question type: ***Multiple***
#row order: randomize #max number of choices: 3 #Columns: 2

[T17] People may reflect on their drinking for different reasons, even if only briefly. Which of the following, if any, are **most** likely to have made you think about reducing your drinking over the last 12 months? Please select up to three options.

<1>	Spending more money on alcohol than intended	<10>	Starting a fitness or health goal
<2>	Changes in weight or appearance	<11>	Increased cost of living affecting how much I spend on alcohol
<3>	Feeling low or anxious, after drinking	<12>	Someone close to me raising a concern
<4>	Tension or conflict in relationships	<13>	Having a hangover
<5>	Seeing someone else cut down or not drink	<14>	Poor sleep after drinking
<6>	A health concern or scare	<15>	Hearing about the benefits of cutting back in the mainstream media/ social media (e.g. TV, newspaper stories, Facebook, Tik Tok, Instagram etc.)
<7>	Drinking more than intended	<97 fixed xor>	Don’t know

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<8>	Not feeling at my best the next day (e.g. less focused, productive)	<95 fixed>	Other (open [T17_open]) [open] please specify
<9>	Not being as present as I'd like with family or friends	<99 fixed xor>	Not applicable – nothing made me think about reducing my drinking over the past 12 months

Base: All drinkers
Question type: ***Multiple***
#row order: randomize #max number of choices: 3 #Columns: 2

[T17_a] And which of these, if anything, have **led you to reduce your drinking over the past 12 months**, even if it was only temporarily? Please select up to three options.

<1>	Having a hangover	<11>	Not being as present as I'd like with family or friends
<2>	Poor sleep after drinking	<12>	Starting a fitness or health goal
<3>	Spending more money on alcohol than intended	<13>	Increased cost of living affecting how much I spend on alcohol
<4>	Changes in weight or appearance	<14>	Someone close to me raising a concern
<5>	Feeling low or anxious, after drinking	<15>	Hearing about the benefits of cutting back in the mainstream media/ social media (e.g. TV, newspaper stories, Facebook, Tik Tok, Instagram etc.)
<6>	Tension or conflict in relationships	<95 fixed>	Other (open [T17_a_open]) [open] please specify
<7>	Seeing someone else cut down or not drink	<97 fixed xor>	Don't know
<8>	A health concern or scare	<99 fixed xor>	Not applicable – nothing has led me to reduce my drinking, even temporarily in the past 12 months
<9>	Drinking more than intended	<94 fixed xor>	Prefer not to say

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<10>	Not feeling at my best the next day (e.g. less focused, productive)

Question type: ***Text***

The next set of questions are about drinking during the menopause or perimenopause. If you do not want to answer these questions please select the 'prefer not to say' option.

Base: All drinkers that are women
Question type: ***Single***
#SPD Category: health

[MENOPAUSE_1] Which of the following best applies to you?

<1>	I am currently experiencing menopause or perimenopause
<2>	I have been through menopause
<3>	I have not experienced menopause or perimenopause
<4>	Prefer not to say

Base: All drinkers that are women
Question type: ***Single***
#SPD Category: health

[MENOPAUSE_2] Thinking about menopause or perimenopause, to what extent has this changed how much you drink?

<1>	I drink much more than I did before
<2>	I drink slightly more than I did before
<3>	I drink slightly less than I did before
<4>	I drink much less than I did before
<5>	No change to my drinking
<97>	Don’t know
<99>	Prefer not to say

Base: All drinkers that are women
Question type: ***Single***
#SPD Category: health

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[MENOPAUSE_3] Which of the following best describes any changes in your drinking during menopause or perimenopause?

<1>	My drinking has become more regular or routine
<2>	My drinking has become less predictable or more variable
<3>	I have consciously changed how I drink to manage menopause/perimenopause symptoms or wellbeing
<4>	No change to my drinking
<97>	Don't know
<99>	Prefer not to say

Base: All drinkers that are women
Question type: ***Multiple***
#row order: randomize
#SPD Category: health

[MENOPAUSE_4] Which, if any, of the following have influenced your drinking during menopause or perimenopause? Please select all that apply.

<1>	Sleep problems (e.g. night sweats, insomnia)
<2>	Low mood or anxiety
<3>	Stress or life pressures
<4>	Physical symptoms of menopause (e.g. hot flushes)
<5>	Wanting to improve my health
<6>	Advice from a health professional
<7>	Feeling that alcohol affects me differently now (e.g. the effects of alcohol after fewer drinks)
<95 fixed>	Other (open [Menopause_4_open]) [open] please specify
<98 fixed xor>	Not applicable - nothing has influenced my drinking during the menopause or perimenopause
<97 fixed xor>	Don't know
<99 fixed xor>	Prefer not to say

Question type: ***Text***

Moving on...

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Base: All
Question type: ***Single***

[CO_1] In the last 12 months, have you been concerned about someone else's drinking? This could include family members, friends, work colleagues, or other people you know.

<1>	Yes
<2>	No
<3>	Not sure
<99>	Prefer not to say

Base: All drinkers
Question type: ***Single***

[SA_1] Some people seek support for help or advice about alcohol. Thinking about your drinking, do you think that you would benefit from this kind of support?

Support could include things like talking to a health professional, getting advice online, chatting with friends or family, attending a support group, or using an app or helpline.

<1>	Yes
<2>	No
<97>	Don't know
<99>	Prefer not to say

Base: All drinkers
Question type: ***Multiple***
#row order: randomize

[SA_1b] You indicated that you **don't** think you would benefit from support for help or advice about alcohol.

Which of the following, if any, explain why you feel this way? Please select all that apply.

<1>	People who drink like me don't need support
<2>	Support for people who drink like me doesn't exist
<3>	"Support" sounds too formal or intense
<4>	I would prefer to manage my drinking on my own

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<5>	I wouldn't know where to find support for people who drink like me
<6>	I don't feel like it would make a difference
<7>	I have sought support in the past but it didn't help
<98 fixed xor>	None of the above
<97 fixed xor>	Don't know
<99 fixed xor>	Prefer not to say

Base: All
Question type: ***Single***

[SA_3_a] Thinking about services or organisations that provide help or advice about alcohol (e.g. helplines, websites, or support groups), which of the following statements best applies to your experience?

<1>	I have never thought about accessing this kind of support
<2>	I have thought about accessing this kind of support, but I have never looked into it
<3>	I have looked up services or organisations that provide help or advice about alcohol
<99 xor>	Prefer not to say

Base: All
Question type: ***Multiple***

[SA_3_new] Have you ever contacted a service or organisation for help or advice about alcohol, either on your own behalf or on behalf of someone close to you?

<1>	Yes – on my own behalf
<2>	Yes – on behalf of someone else
<3 xor>	No
<99 xor>	Prefer not to say

Base: All drinkers
Question type: ***Multiple***
#row order: randomize

[SA_4a_new] If you needed support or advice about alcohol **on your own behalf**, which, if any, of the following would you reach out to? Please select all that apply.

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<1>	General Practitioner (GP)
<2>	Other health professional (e.g. specialist doctor, nurse etc.)
<3>	Counsellor/therapist
<4>	Alcohol charity/organisation
<5>	App/digital service
<6>	Online community support
<7>	In person support group (e.g. Alcoholics Anonymous)
<8>	Artificial intelligence (AI) tool or chat-bot (e.g. ChatGPT)
<9>	Speak to close friends or family
<97 fixed xor>	Don't know
<99 fixed xor>	None of these

Base: All drinkers
Question type: ***Multiple***
#row order: randomize #Columns: 2

[SA_6] If you needed to find information about how to **reduce your drinking**, where, if anywhere, would you typically get this information from? Please select all that apply.

<1>	Your General Practitioner (GP)	<8>	AI (artificial intelligence) tool (e.g. ChatGPT)
<2>	Another health professional (e.g. specialist doctor, nurse etc.)	<9>	Social media (e.g. Facebook, Instagram, X (formerly known as Twitter) etc.)
<3>	Alcohol charity/organisation website	<10>	NHS website
<4>	Alcohol app or digital tool (e.g. an online quiz)	<16 fixed>	Other (open [SA_6_other]) [open] please specify
<5>	Online community forum (e.g. Reddit, Mumsnet)	<97 fixed xor>	Don’t know
<6>	Speaking to friends and/or family	<99 fixed xor>	Not applicable – I would never search for information on how to reduce my drinking
<7>	Using a search engine (e.g. Google)		

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Base: All
Question type: ***Single***

[SA_10_a] In the last 12 months, how often, if at all, have you used an AI tool or chatbot (such as ChatGPT), or an AI summary from a search engine, to find information or advice about your health and wellbeing?

<1>	Never
<2>	Once or twice
<3>	A few times
<4>	Several times
<5>	Many times
<97>	Don't know
<99>	Prefer not to say

Base: All those that use AI
Question type: ***Single***
#row order: randomize

[SA_10_b_new] Thinking about how you usually use AI tools and summaries to find health and wellbeing information or advice, which of the following best describes what you typically do? Please select the answer that best applies.

<1>	Use information from AI tools and/or AI summaries, without checking other sources
<2>	Click through to the websites provided by AI tools or AI summaries to find information, or to check the claims they make
<3>	Use information from AI tools or AI summaries as a guide, and check with other websites not provided by AI
<99 fixed xor>	None of these
<97 fixed xor>	Don't know

Base: All drinkers
Question type: ***Single***

[SA_10_c] If you wanted to find information or advice about reducing your drinking, how likely or not would you be to use an AI tool or chatbot (such as ChatGPT)?

<1>	Very likely

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<2>	Fairly likely
<3>	Not very likely
<4>	Not at all likely
<97>	Don’t know

Base: All
Question type: ***Multiple***
#row order: randomize

[SA_5] An alcohol assessment includes questions on how often you drink alcohol and how many units you tend to drink on a typical day.

In which, if any, of the following have you been asked to complete an alcohol assessment? Please select all that apply. If you have never been asked to complete an alcohol assessment, please select the "not applicable" option.

<1>	GP surgery
<2>	Other healthcare setting
<3>	Workplace
<4>	Online website or app
<5>	Substance or addiction treatment centre
<6>	Community health fair or event
<95 fixed>	Other (open [SA_5_other]) [open] please specify
<98 fixed xor>	Not applicable - I have never been asked to complete an alcohol assessment
<99 fixed xor>	Can’t remember

Question type: ***Text***

The next questions are about alcohol guidelines.

Question type: ***Text***

Some drinks contain more alcohol than others. The amount of alcohol in a drink is measured in units. There is a recommended maximum number of alcohol units people should drink, sometimes known as a drinking guideline.

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Base: All
Question type: ***Open***
#integer Only

[GU_3] The Chief Medical Officers' low-risk drinking guidelines were updated in 2016 and became a weekly guideline with the same limit for everyone.

How many units of alcohol per week do you think are in the guideline? Please enter your answer as a number.

Range: 0 ~ 100000
Don't know

Question type: ***Text***

The Chief Medical Officers' low-risk drinking guidelines were updated in 2016 and became a weekly guideline with the same limit, of 14 units per week, for everyone.

Question type: ***Text***

The next few questions are about drink spiking. We understand that this may also be a sensitive topic so please select the "Prefer not to say" option if you would rather not answer the question.

According to the UK Police, drink spiking is giving someone alcohol or drugs without them knowing or agreeing, by any means. This includes giving someone a stronger alcoholic drink than they asked for without them realising.

Base: All
Question type: ***Single***

[DS_8] Do you think you have been a victim of drink spiking in the last year?

<1>	Yes
<2>	No
<98>	Not sure
<99>	Prefer not to say

Base: All that report to be a victim of drink spiking
Question type: ***Single***

[DS_15] Did you report the incident of drink spiking to the police?

<1>	Yes

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<2>	No
<98>	Not sure
<99>	Prefer not to say

Base: All
Question type: ***Single***

[DS_29] Do you think you or someone close to you has ever bought someone a stronger alcoholic drink than they asked for (e.g. a “double” gin & tonic, rather than a “single”), without them realising?

<1>	Yes
<2>	No
<98>	Not sure
<99>	Prefer not to say

Question type: ***Text***

Moving on...

Base: All
Question type: ***Multiple***
#SPD Category: health

[WLD_1_new] Are you currently taking GLP-1 medication, such as Ozempic or Wegovy? These drugs are commonly prescribed to treat diabetes or to promote weight loss but may also have other uses. Please select all that apply.

<1>	Yes, to treat diabetes
<2>	Yes, to promote weight loss
<3>	Yes, to reduce alcohol consumption
<4>	Yes, to reduce the risk of heart problems (e.g. heart attack or stroke)
<5>	Yes, for another reason (open [WLD_1_other]) [open] please specify
<6 fixed xor>	No
<98 fixed xor>	Not sure
<99 fixed xor>	Prefer not to say

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Base: All
Question type: ***Single***
#SPD Category: health

[MH_1] How likely or not are you to actively take steps to improve your mental health?

<1>	Very likely
<2>	Quite likely
<3>	Neither likely nor unlikely
<4>	Quite unlikely
<5>	Very unlikely
<97>	Don't know
<99>	Prefer not to say

Question type: ***Text***

Thank you for completing this survey. If you have been affected by any of the issues discussed then we have listed several organisations below which you can turn to for help or support.

Alcohol
If you are concerned about your own or another person's alcohol consumption, please speak to your GP or contact Drinkline on 0300 123 1110 (Mon-Fri 9 am - 8 pm, weekends 11 am - 4 pm) or click here for Drinkaware alcohol support services information. If you are in Scotland, you can also contact Drinkline Scotland on 0800 7314 314.
We are With You also provide free confidential support with alcohol, drugs or mental health. You can access their website here.

Samaritans
If you would just like to talk to someone about whatever you are going through, you can call Samaritans for free on 116 123 or visit their website here**We Are With You**
You can also talk to We Are With You for information on free confidential support with alcohol, drugs or mental health. You can visit their website here**Victim Support**
If you have experienced a crime and need specialist support to cope and move on, you can visit Victim Support on their website here

Question type: ***Text***

Finally, some demographic questions for our records...

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Base: All

Question type: ***Pdl***
#Question display logic:
if pdl.profile_work_stat.last > days(100) and updated

[profile_work_stat] Which of these applies to you?

<1>	Working full time (30 or more hours per week)
<2>	Working part time (8-29 hours a week)
<3>	Working part time (Less than 8 hours a week)
<4>	Full time student
<5>	Retired
<6>	Unemployed
<7>	Not working
<8>	Other

Base: Those unemployed or not working
Question type: ***Single***

[work_stat_pt2] You previously mentioned that you are not working or are unemployed at the moment. Which, if any, of the following best applies to your current situation?

<1>	I am unemployed/not working and not looking for work
<2>	I am unemployed/not working and looking for work
<97>	Don’t know
<98>	Prefer not to say
<99>	None of the above

Base: All employed
Question type: ***Single***

[profile_work_type] Which of the following best describes the time you spend at work?

<1>	For most of the working day I am sat down (e.g. at a desk)
<2>	For most of the working day I am on my feet, but my job would not usually be classed as physically demanding (e.g. a teacher)

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<3>	For most of the working day I am on my feet doing a physically demanding job (e.g. bricklaying)
<4>	For most of the working day I am travelling (e.g. to meetings, or driving a taxi)
<5>	Other (open [work_type_other]) [open] please specify
<97>	Don't know

Base: All

Question type: ***Single***

[S3] How would you describe your sexual orientation?

<1>	Bisexual
<2>	Heterosexual
<3>	Queer
<4>	Pansexual
<5>	Lesbian
<6>	Asexual
<7>	Gay
<98>	Another way (open [s3_other]) [open] please specify
<97>	Unsure
<99>	Prefer not to say

Base: All

Question type: ***Pdl***

[ethnicity_new] What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

<1>	English / Welsh / Scottish / Northern Irish / British	<11>	Bangladeshi
<2>	Irish	<12>	Chinese
<3>	Gypsy or Irish Traveller	<13>	Any other Asian background
<4>	Any other White background	<14>	African

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<5>	White and Black Caribbean	<15>	Caribbean
<6>	White and Black African	<16>	Any other Black / African / Caribbean background
<7>	White and Asian	<17>	Arab
<8>	Any other Mixed / Multiple ethnic background	<18 fixed>	Any other ethnic group
<9>	Indian	<19 fixed>	Prefer not to say
<10>	Pakistani		

Base: All

Question type: ***Pdl***

[profile_marital] What is your current marital or relationship status?

<7>	Divorced
<2>	In a civil partnership
<5>	In a relationship, but not living together
<4>	Living with a partner but neither married nor in a civil partnership
<1>	Married
<3>	Separated but still legally married or in a civil partnership
<6>	Single
<8>	Widowed

Base: All

Question type: ***Pdl****:*

[profile_household_size] How many people, including yourself, are there in your household? Please include both adults and children.

<1>	1
<2>	2
<3>	3
<4>	4
<5>	5

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<6>	6
<7>	7
<8>	8 or more
<9>	Don't know
<10>	Prefer not to say

Base: All

Question type: ***Pdl***

[parent] Are you a parent or guardian? Please select all that apply

<1>	Yes, of at least one child younger than 18 years old
<2>	Yes, of at least one child 18 years old or older
<97 xor>	No, I am neither a parent or guardian
<98 xor>	Don't know/Prefer not to say

Base: All

Question type: ***Pdl***

[profile_education_level] What is the highest educational or work-related qualification you have?

<1>	No formal qualifications	<11>	GCE A level or Higher Certificate
<2>	Youth training certificate/skillseekers	<12>	Scottish Higher Certificate
<3>	Recognised trade apprenticeship completed	<13>	Nursing qualification (e.g. SEN, SRN, SCM, RGN)
<4>	Clerical and commercial	<14>	Teaching qualification (not degree)
<5>	City & Guilds certificate	<15>	University diploma
<6>	City & Guilds certificate - advanced	<16>	University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
<7>	ONC	<17>	University or CNAA higher degree (e.g. M.Sc, Ph.D)

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<8>	CSE grades 2-5	<18>	Other technical, professional or higher qualification
<9>	CSE grade 1, GCE O level, GCSE, School Certificate	<19>	Don't know
<10>	Scottish Ordinary/ Lower Certificate	<20>	Prefer not to say

Base: All

Question type: ***Pdl***

[profile_household_children] How many of the people in your household are under 18?

<1>	0
<2>	1
<3>	2
<4>	3
<5>	4
<6>	5 or more
<8>	Don't know
<9>	Prefer not to say

Base: All

Question type: ***Pdl****:*

[household_type_UK] Which, if any, of the following best describes your current living arrangements? Please select all that apply.

<100 xor>	I live alone
<1>	Living with a spouse or partner
<2>	Living with friend(s) or housemate(s)
<3>	Living with parent(s)
<4>	Living with brother(s) or sister(s)
<5>	Living with child(ren) who are over 18
<6>	Living with child(ren) who are below 18
<7>	Living with other adult family members, e.g., Grandparents, Cousins, etc.

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<8>	Living with grandchild(ren) (by grandchildren we mean the children of your children, whether by birth, adoption, or relationship)
<999 xor>	Prefer not to say
<99 xor>	None of these

Base: All

Question type: ***Pdl***

[disability] Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

<1>	Yes, limited a lot
<2>	Yes, limited a little
<3>	No

Base: All

Question type: ***Pdl***

[profile_religion_stat] Do you regard yourself as belonging to any particular religion?

<1>	Yes
<2>	No
<3>	Don't know
<4>	Prefer not to say

Base: All

Question type: ***Pdl***

[profile_religion_denom] If so, which denomination?

<1>	None	<9>	Brethren
<2>	Church of England/Anglican/Episcopal	<10>	Jewish
<3>	Roman Catholic	<11>	Hindu
<4>	Presbyterian/Church of Scotland	<12>	Islam/Muslim
<5>	Methodist	<13>	Sikh
<6>	Baptist	<14>	Buddhist
<7>	United Reformed Church	<15>	Other

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<8>	Free Presbyterian	<16>	Prefer not to say

Base: All

Question type: ***Pdl***

[work_industry_shortlist] Which ONE of the following industry sectors does your business mainly operate in?

<1>	Manufacturing	<8>	IT & telecoms
<2>	Construction	<9>	Media/ marketing/ advertising/ PR & sales
<3>	Retail	<10>	Medical & health services
<4>	Financial services	<11>	Education
<5>	Hospitality and leisure	<12>	Transportation & distribution
<6>	Accountancy	<13>	Real estate
<7>	Legal	<97 fixed>	Other

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