

# Drinkaware Monitor 2025

**Spotlight on: Northern Ireland**

**Research Report: August 2025**



**drinkaware**

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# Introducing the research

**Monitor research**

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# Introducing the report

## Introducing the research

The full UK report<sup>1</sup> is based on the findings from the annual Drinkaware Monitor – a UK representative survey to find out who's drinking, how much and why.

## What does this 'Spotlight' report cover?

This report provides a summary of Northern Ireland specific data from the Drinkaware Monitor 2025, looking specifically at what alcohol consumption and frequency looks like for Northern Ireland in 2025.

## What does the full UK report cover?

The full UK report<sup>1</sup> looks at the state of UK drinking and topics such as moderation techniques, concerns, health and public attitudes towards drinking.. The Drinkaware Monitor 2025 survey covers more topics than are covered in this report. The full data tables and an interactive library of historical Monitor data will be published on the Drinkaware website in Autumn 2025. Drinkaware welcomes secondary analysis of its data, please contact [research@drinkaware.co.uk](mailto:research@drinkaware.co.uk). The technical report<sup>2</sup>, produced by YouGov, includes a copy of the questionnaire.

## Acknowledgements

Drinkaware would like to thank YouGov for conducting the survey and PS Research for analysing the survey data, conducting and analysing the qualitative research, and for writing this report; and the participants of the qualitative research for giving their time and being so open and honest.

## How to cite this report

Pearson A., & Slater, E. (2025). Spotlight on Northern Ireland. Drinkaware Monitor 2025. PS Research and Drinkaware.

### Viewing the charts

Many of the analysis charts in this report are interactive.



#### Hover

Hover over bars or maps to display data and hover over legend labels to highlight one set



#### Select

Click on a legend label to select or de-select data in the chart you are viewing

# Understanding the language

Throughout the report a number of technical terms are used to analyse the results of the Monitor. A [glossary](#) is included in the Appendix. The most commonly used are:

- **Social Grades** are reported using a [classification system](#) based on occupation (AB are managerial and professional occupations; DE are semi and unskilled manual workers)<sup>3</sup>
- The **Index of Multiple Deprivation** is a [measure of relative deprivation](#) for small areas (neighbourhoods) across the UK<sup>4</sup>. Throughout the report, analysis by deprivation refers to the 'least deprived' and 'most deprived' areas. These are based on Index of Multiple Deprivation quintiles, with the 'least deprived' being those living in areas in the lowest 20% of deprivation and 'most deprived' being those who live in areas in the highest 20% of deprivation.
- We have used [the Cabinet Office's advice for writing about ethnicity](#)<sup>5</sup>. When analysing findings by ethnicity, we use the term 'ethnic minorities' to refer to all ethnic groups except any white categories, including white British.
- [AUDIT and AUDIT-C](#)<sup>6</sup> are methods of screening to assess alcohol use and identify individuals at risk of alcohol-related problems, developed by the World Health Organization.

Where drinking risk levels are referred to when analysing differences across this report, these are based on the [UK Chief Medical Officers' low risk weekly drinking guidelines](#)<sup>7</sup>.

Where differences between sub-groups and changes over time are discussed in this report, only those differences that are statistically significant are reported (unless otherwise stated). These differences are statistically significant to a confidence level of 95%. Please also note that throughout the report we use rounded percentages. Figures may not always sum to 100% due to this rounding, but will remain within a percentage point.

# Drinkaware Monitors



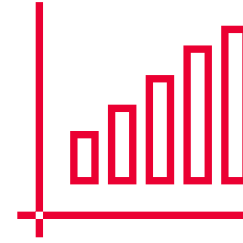
## What is the Monitor?

Drinkaware is committed to ensure our work is informed by up-to-date evidence on UK drinking attitudes and behaviours.

Every year, Drinkaware commissions a representative survey to understand the UK's drinking behaviours and motivations. A core subset of questions are included in the questionnaire every year to understand changes in key variables over time. Other questions are developed to reflect that year's theme.

Since 2017, the Monitors have been conducted by YouGov on behalf of Drinkaware, and before that by Ipsos Mori (2009-14). Where appropriate, findings from the 2025 Monitor have been reported in the context of those from previous waves.

Drinkaware welcomes secondary analysis of its data, please contact the research team on [research@drinkaware.co.uk](mailto:research@drinkaware.co.uk) to find out more.



## Monitor Methodology

- UK wide sample of 7,256 adults aged 18 to 85 were interviewed, including 4,671 in England, 1,031 in Wales, 1,038 in Scotland and 516 in Northern Ireland
- The sample was drawn from the YouGov research panel, with responses collected during June 2025
- Using data from the Office for National Statistics, the results were weighted to be representative of the UK adult population according to age, gender, social grade and region
- The sampling and weighting process is exactly consistent with that used in previous Drinkaware Monitors
- When compared to population-level sales data, self-reported surveys typically underestimate population alcohol consumption by between 30% and 60% <sup>8 9 10</sup>.

More information on the Methodology can be found in the [technical report](#)<sup>2</sup>.

# What did we find across the UK in 2024?



## **Positive drinking trends continued and moderation was on the rise**

- People were drinking less often and when they did they were drinking fewer units and binge drinking less
- Use of moderation techniques was on the rise but understanding of drinking guidelines was mixed at best



## **But there were mixed signals around drinking concern**

Majority of drinkers had no concerns over their own drinking but concern for other people's drinking had increased



## **Some drinkers were worried about being labelled**

UK adults were more likely than not to feel someone with a drinking problem is different and not respected  
Concerns about being labelled could deter drinkers from seeking help if they were worried about their drinking



## **Very few people had assessed their drinking or sought help**

One in four adults had been asked to complete an alcohol assessment and very few drinkers had ever sought help or advice for their drinking

# UK summary

Summary of key findings from the full 2025 UK report

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# Drinking behaviours



## Overall drinking trends are a continuation of what was found in 2024

- No overall change in drinking levels
- When people drink, they are typically drink less than in previous years
- They are increasingly drinking within the weekly unit guidelines
- No change in the frequency of binge drinking or drinking at home alone



## People drink to unwind and feel more relaxed in social settings

- Younger drinkers more likely than others to drink for social experiences and confidence, whilst those in middle age groups are more likely to drink to unwind and escape
- People with lower life satisfaction are more likely to drink to unwind too



## Buying alcohol from shops appears to be 'all or nothing'

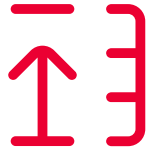
- A third (33%) of drinkers get all their alcohol from shops and off-licences, whilst just over a third (36%) get none of it from shops
- And one in five (22%) start drinking shop-bought alcohol later the same day



## Use of low/no alcohol has risen hugely over the last few years

45% of drinkers consumed low or no alcohol in the last 12 months, up from 22% in 2021

# Moderation and reducing drinking



## The majority of drinkers moderate but it is down on the previous year

- 87% of UK drinkers moderate their drinking, down from 90% in 2024
- Drinkers who successfully reduce their drinking are more likely to moderate by drinking within the guidelines, staying off alcohol for a fixed period and using non-alcoholic drinks (compared to those who are unsuccessful)



## Reasons for moderating vary at different life stages

Younger drinkers aged 18-34 do so to save money (44%) and avoid hangovers (43%), whilst those aged 35-54 are more likely than others to moderate to avoid getting drunk and to get better sleep (both 31%); moderators aged 55+ are more likely to do it to reduce long-term health risks (36%)



## More than a third (36%) of drinkers have tried to cut back in the last 12 months

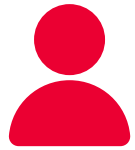
- And three in ten (29%) have successfully reduced their drinking
- One in four (26%) drinkers have felt hungover in the last year and this is the biggest single reason given to want to cut down on drinking



## Knowing someone who is cutting back has a positive impact on their own drinking

More than half (57%) of drinkers who have someone in their social circle who is cutting back have tried to reduce their own drinking and close to half (46%) have successfully reduced their drinking, compared to 30% and 24% respectively if they do not have someone in their social circle who is cutting back

# Attitudes and concern



## **57% of UK drinkers feel they are a "fairly normal drinker"**

- It is higher for those who drink 2-3 times a week, binge drink monthly or drink at home alone at least once a week
- But the actual data on the UK's drinking reveals that these habits are not "normal"



## **Most do not think there is anything wrong with their drinking and 77% do not think they need to change**

But nearly three in ten (28%) UK adults are concerned about someone else's drinking, mainly due to how much and how often they drink



## **If someone has had a concern raised about their drinking, they are more likely to recognise that they are a "problem drinker" and need to change**

- One in ten (11%) drinkers have had a concern raised about their drinking
- One in five (22%) of these drinkers recognise that they are a "problem drinker" and two in five (40%) think that they need to change their drinking



## **Few (6%) drinkers have ever sought help or advice about their own drinking**

- And two thirds (67%) have never been asked to complete an alcohol assessment
- Two in five (42%) drinkers would not reach out for support or advice

# Health



## There is a link between health and reducing drinking

- Close to half (47%) identified a reason to cut down relating to their health, particularly the risk of liver and heart disease
- Those who have tried to cut down are more likely to feel their current drinking will lead to future health problems and to have seen health risks associated with alcohol



## Only smoking is considered a bigger public health burden than alcohol

- Those who see information about the health risks of alcohol are more likely to feel this way
- Infrequent heavy drinking considered more damaging than regularly drinking smaller amounts



## There has been a drop in drinkers feeling their current drinking will lead to future health problems

15% feel it is very or fairly likely, down from 18% in 2024 and as low as it has been over the past 7 years

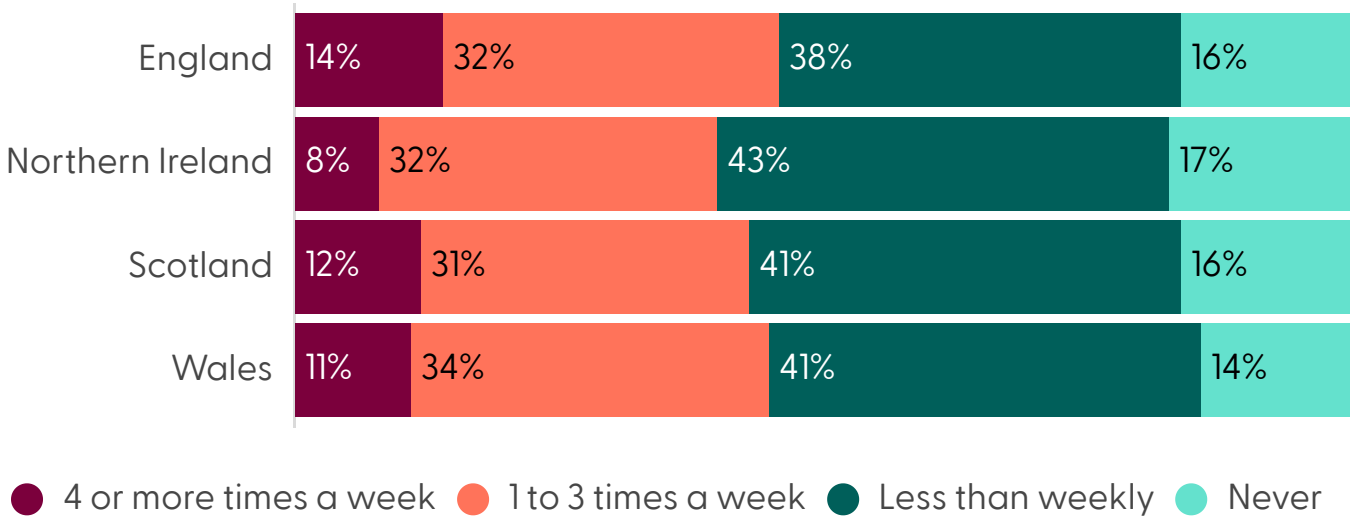


## And people may underestimate alcohol's role in having a healthy lifestyle

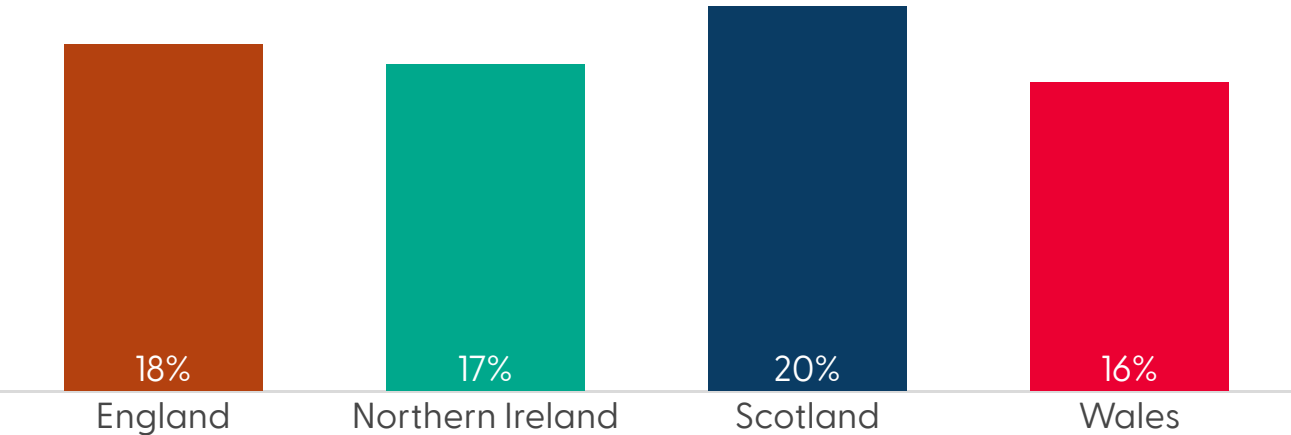
When it comes to feeling that they have a healthy lifestyle, there is no significant difference between people who drink regularly and less frequently, whereas there are big differences when it comes to physical activity and diet in particular

# How do drinking behaviours look across UK countries?

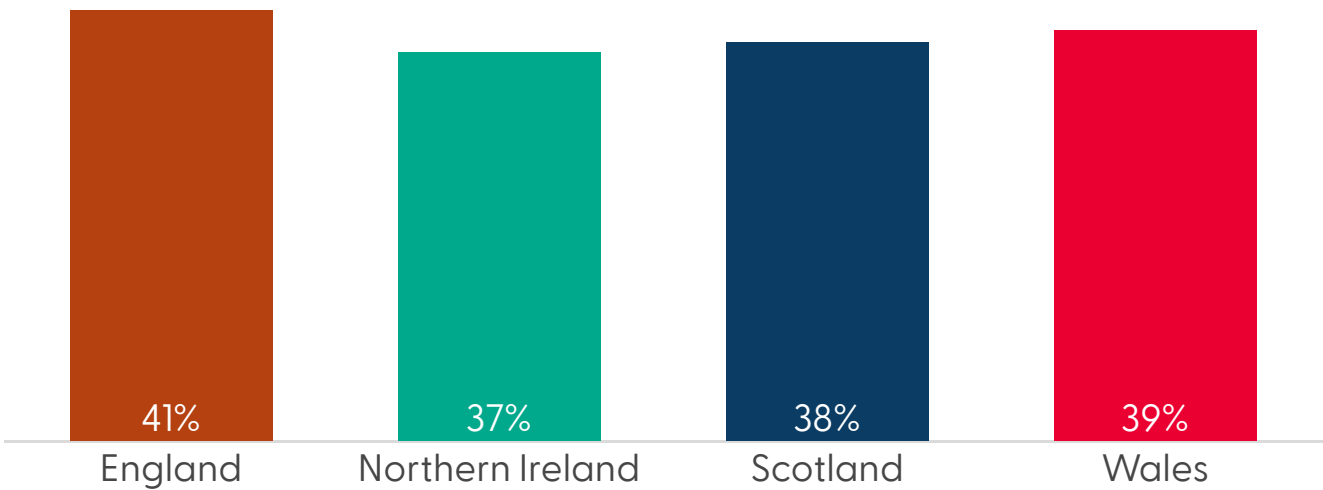
## How frequently all adults drink alcohol



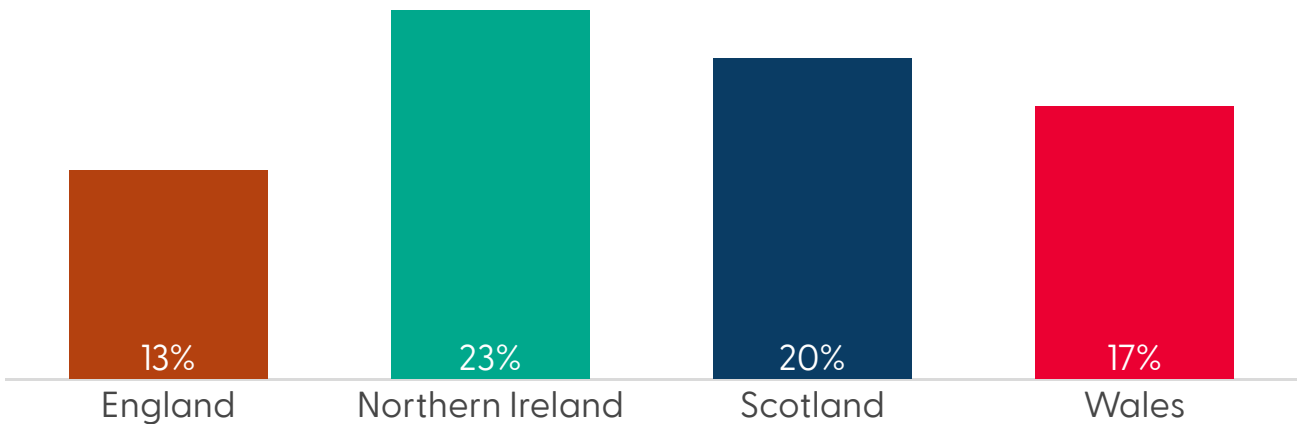
## % of drinkers who drink more than the Chief Medical Officers' low risk drinking guidelines of 14 units per week<sup>7</sup>



## % of drinkers who never binge drink



## % of drinkers who drink 7+ units in a typical drinking day



# Drinking in Northern Ireland in 2025

## Alcohol consumption and comparisons

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# 2025: the Northern Ireland story in a nutshell



Adults in N Ireland drink less frequently compared to all UK adults and those drinking 4+ times a week has dropped from 12% in 2018 to 8% in 2025; but when they do drink, they drink more units



Drinkers in N Ireland are more likely to unwind or destress when drinking compared to all UK drinkers (43% vs 37%); they are also more likely find it helps them feel more relaxed in social situations (42% vs 37%)



Nine in ten drinkers (91%) in N Ireland use at least one moderation technique (higher than the UK overall; 87%); they are more likely to take drink-free days during the week and avoid drinking on a 'school/work night' than drinkers across all of the UK



Like the rest of the UK, use of alcohol-free and low-alcohol drinks has risen significantly amongst drinkers in N Ireland



Two in five (40%) drinkers in N Ireland have tried to reduce their drinking in the last 12 months (similar to all UK; 36%) and they are more likely to do so if they know someone who is also reducing their drinking



Half (52%) of adults in N Ireland consider alcohol a burden on public health services (similar to all UK adults) and two in five (39%) have seen information on the associated health risks (also 39% of all UK adults)

# Drinking frequency has not significantly changed

Three in ten (29%) adults in Northern Ireland drink more than once a week, less than the third (33%) of UK adults

Frequency of drinking amongst adults in N Ireland in 2025 compared to adults in the UK



- 4 or more times a week
- 2-3 times a week
- Once a week
- 1 to 3 times a month
- Less often than monthly
- Never

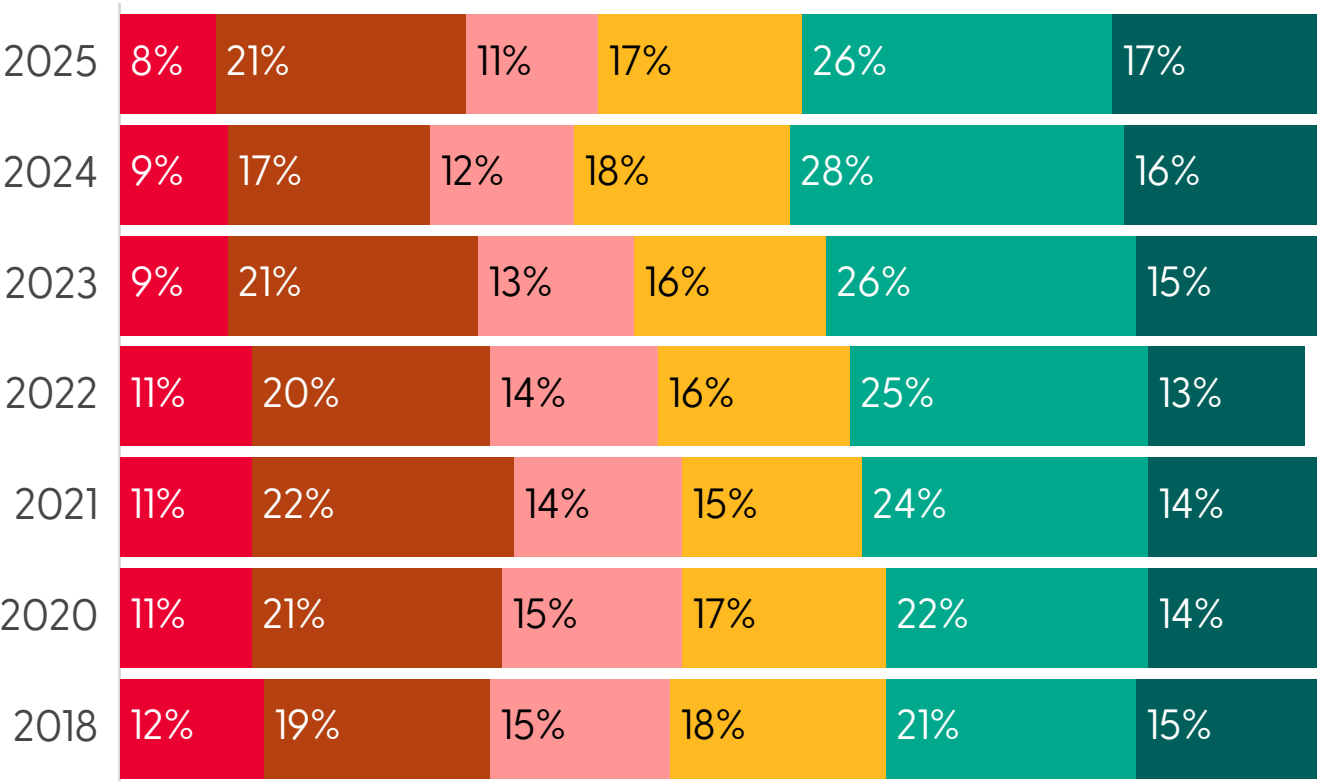
Previous Monitor reports <sup>11</sup>



Drinking frequency. Base: all N Ireland adults (n=516); all UK adults (n=7,256)

Those drinking 4+ times a week in N Ireland has dropped from 12% in 2018 to 8% in 2025

Change in frequency of drinking amongst adults in N Ireland over time



- 4 or more times a week
- 2-3 times a week
- Once a week
- 1 to 3 times a month
- Less often than monthly
- Never

Previous Monitor reports <sup>11</sup>



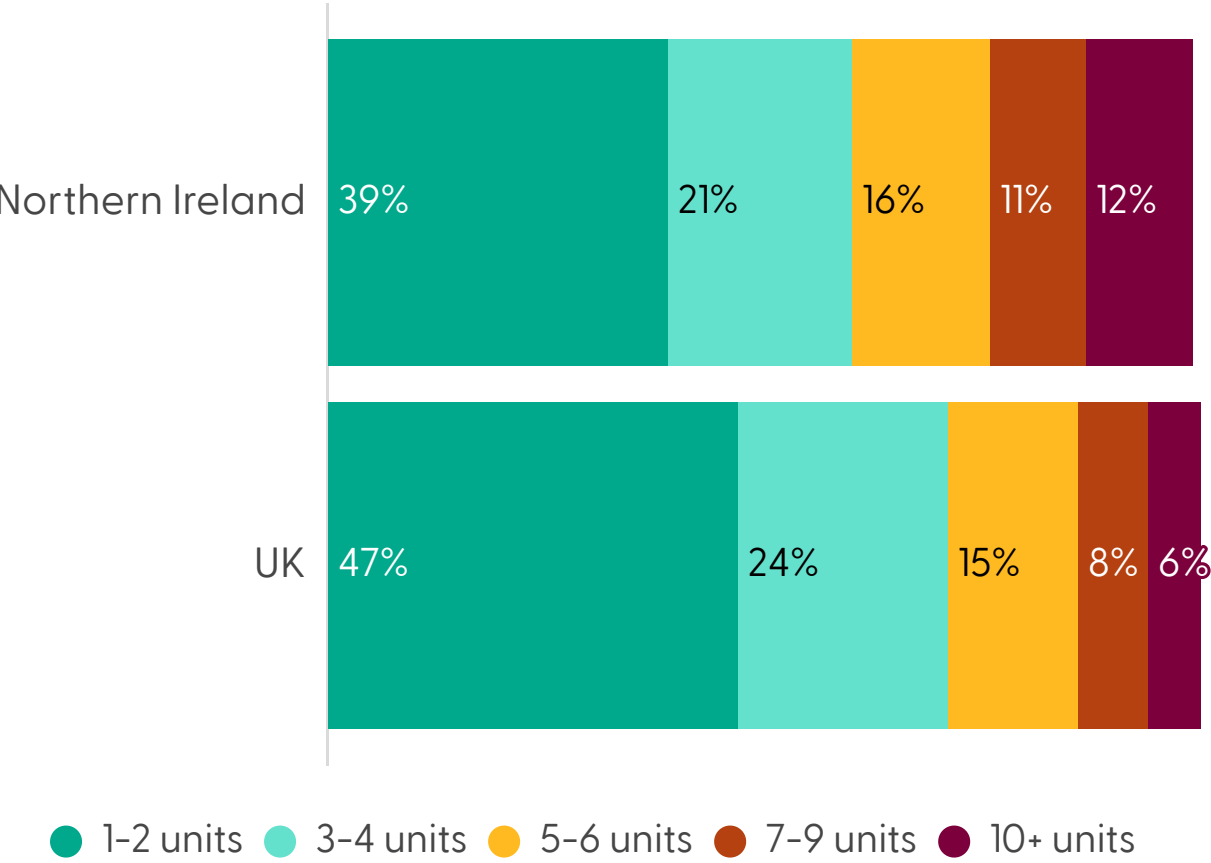
Drinking frequency. Base: all N Ireland adults. 2025 (n=516); 2024 (n=519), 2023 (n=658); 2022 (n=612), 2021 (n=609); 2020 (n=608), 2018 (n= 593)



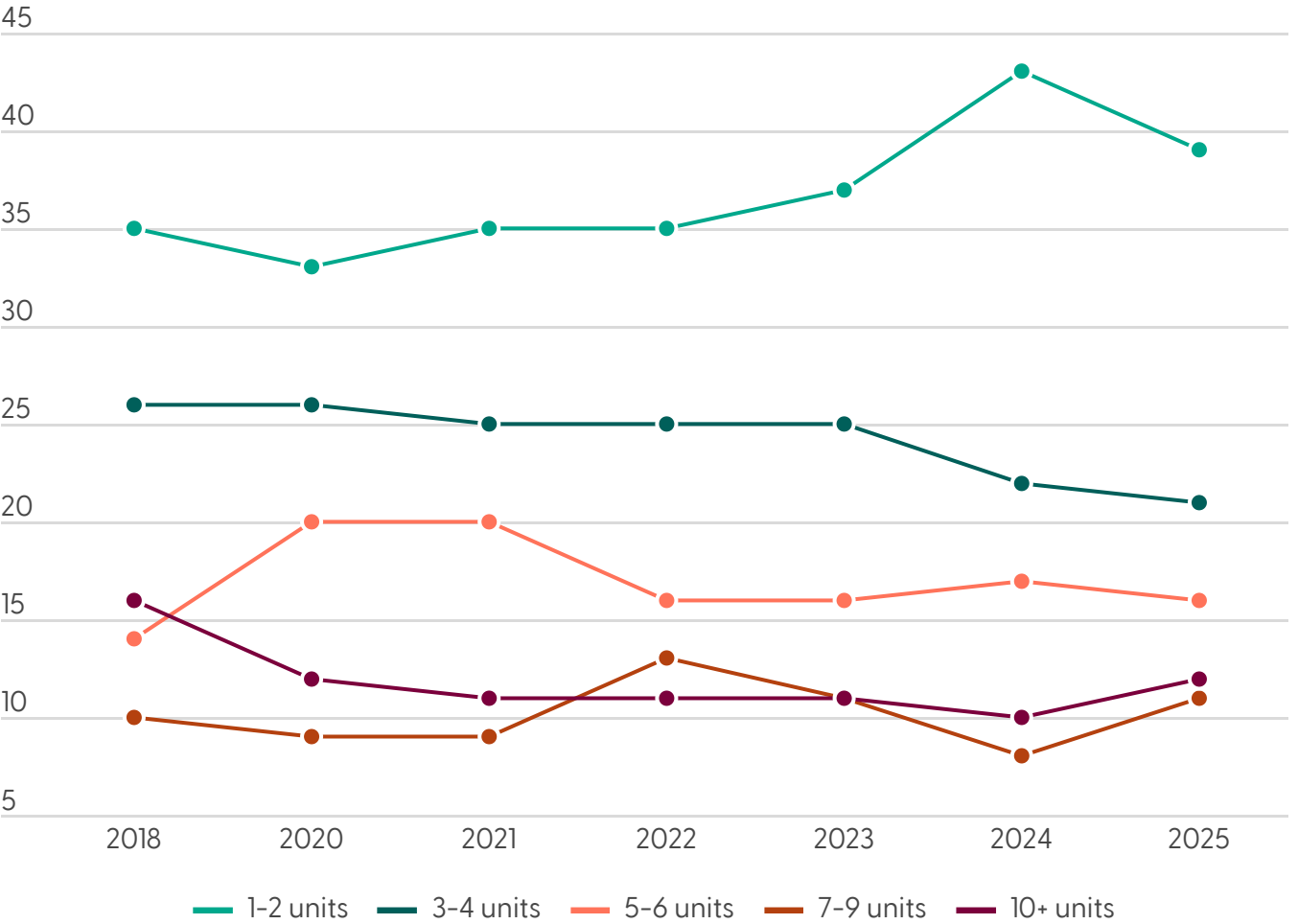
# But when they do drink, drinkers in Northern Ireland consume more units on a typical day than drinkers across all of the UK

Higher proportions of drinkers in N Ireland report drinking more units on a typical day compared to UK drinkers

Breakdown of units in a typical day in 2025 (amongst adults who drink alcohol)



The number of units drinkers in Northern Ireland consume in a typical day has not changed significantly on 2024



Units in a typical day. Base: all N Ireland adults who drink alcohol (n=427); all UK adults who drink alcohol (n=6,074)

Units in a typical day. Base: all N Ireland adults who drink alcohol. 2025 (n=427); 2024 (n=433); 2023 (n=563); 2022 (n=531), 2021 (n=529); 2020 (n=518), 2018 (n=504)

# How many units do drinkers in N Ireland consume in a week?

In 2025, more than four in five drinkers in Northern Ireland (83%) report that they drink within the UK Chief Medical Officers' low risk drinking guidelines of 14 units per week<sup>7</sup>; similar to levels in all UK



The proportion of drinkers in N Ireland drinking within the UK Chief Medical Officer's low risk guidelines of 14 units of alcohol a week has increased since 2018 (75%)

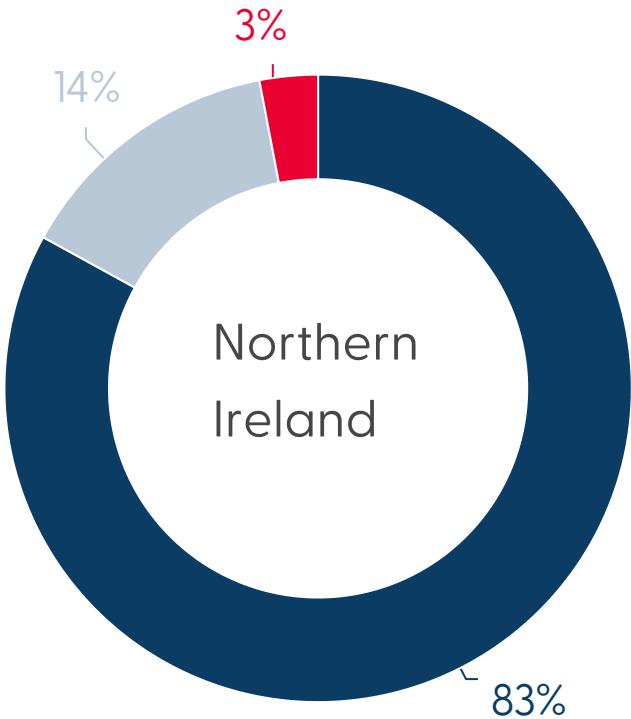


## Useful to know

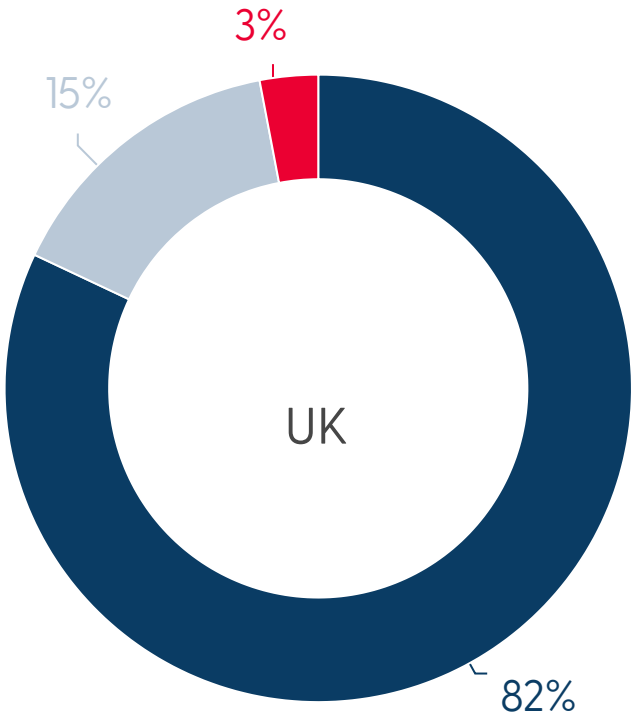
Weekly units of alcohol are grouped into three risk categories: low, increasing and high. Low risk is 0 to 14 units while increasing and high risk differs by gender:

- **Females** who drink between 15 and 34 units are increasing risk, 35+ are high risk
- **Males** who drink between 15 and 49 units are increasing risk, 50+ are high risk

'Risk' refers to risk of harm from alcohol



● Low risk (0-14) ● Increasing risk (15-34 / 15-49)  
● High risk (35+ / 50+)



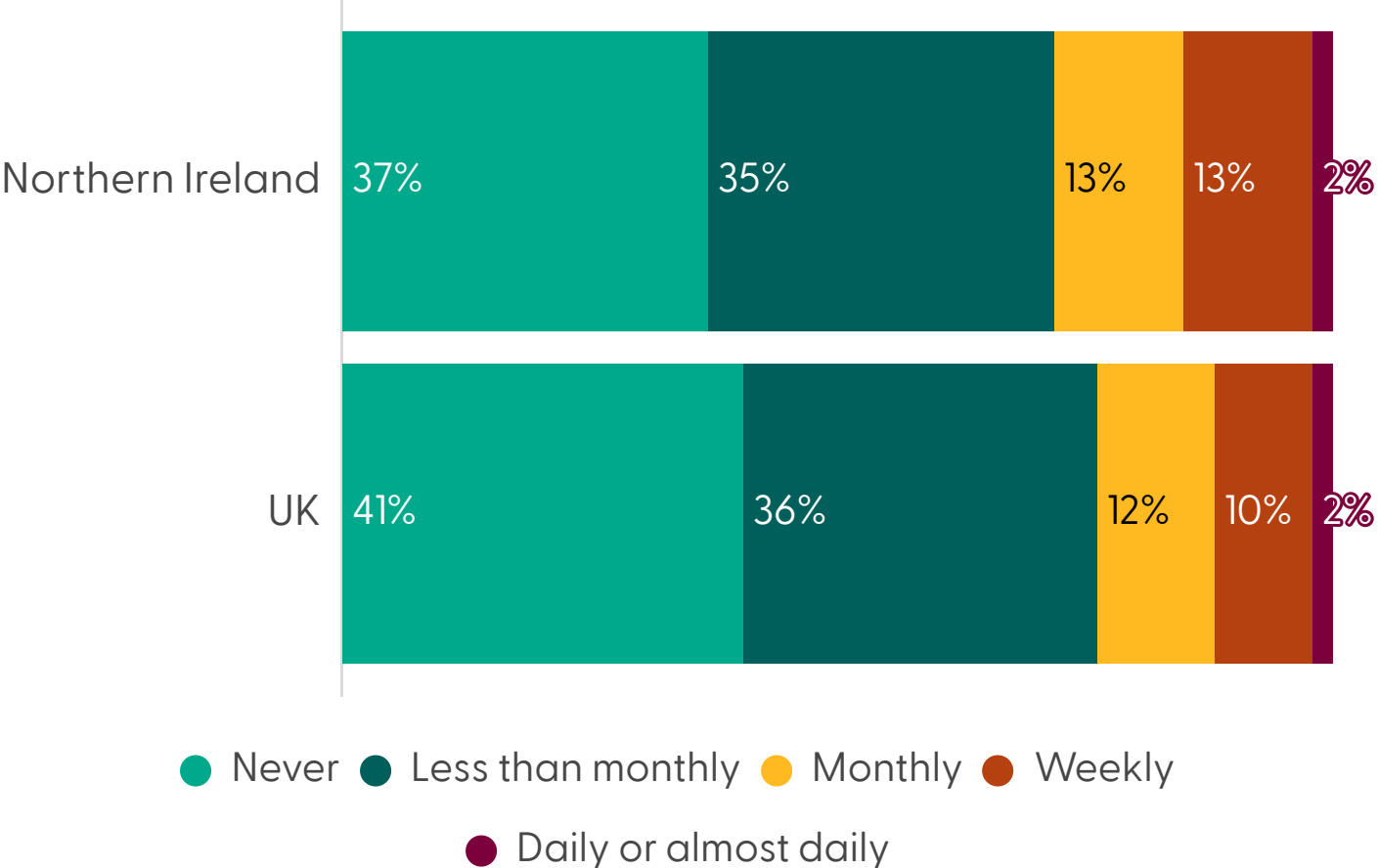
● Low risk (0-14) ● Increasing risk (15-34 / 15-49)  
● High risk (35+ / 50+)

Weekly units score. Base: all N Ireland adults who drink alcohol (n=427); all UK adults who drink alcohol (n=6,074)

# Levels of binge drinking are down

There are no significant differences between the proportion of drinkers in Northern Ireland who binge drink (drinking more than 6/8 units\* in a single occasion) and all UK drinkers

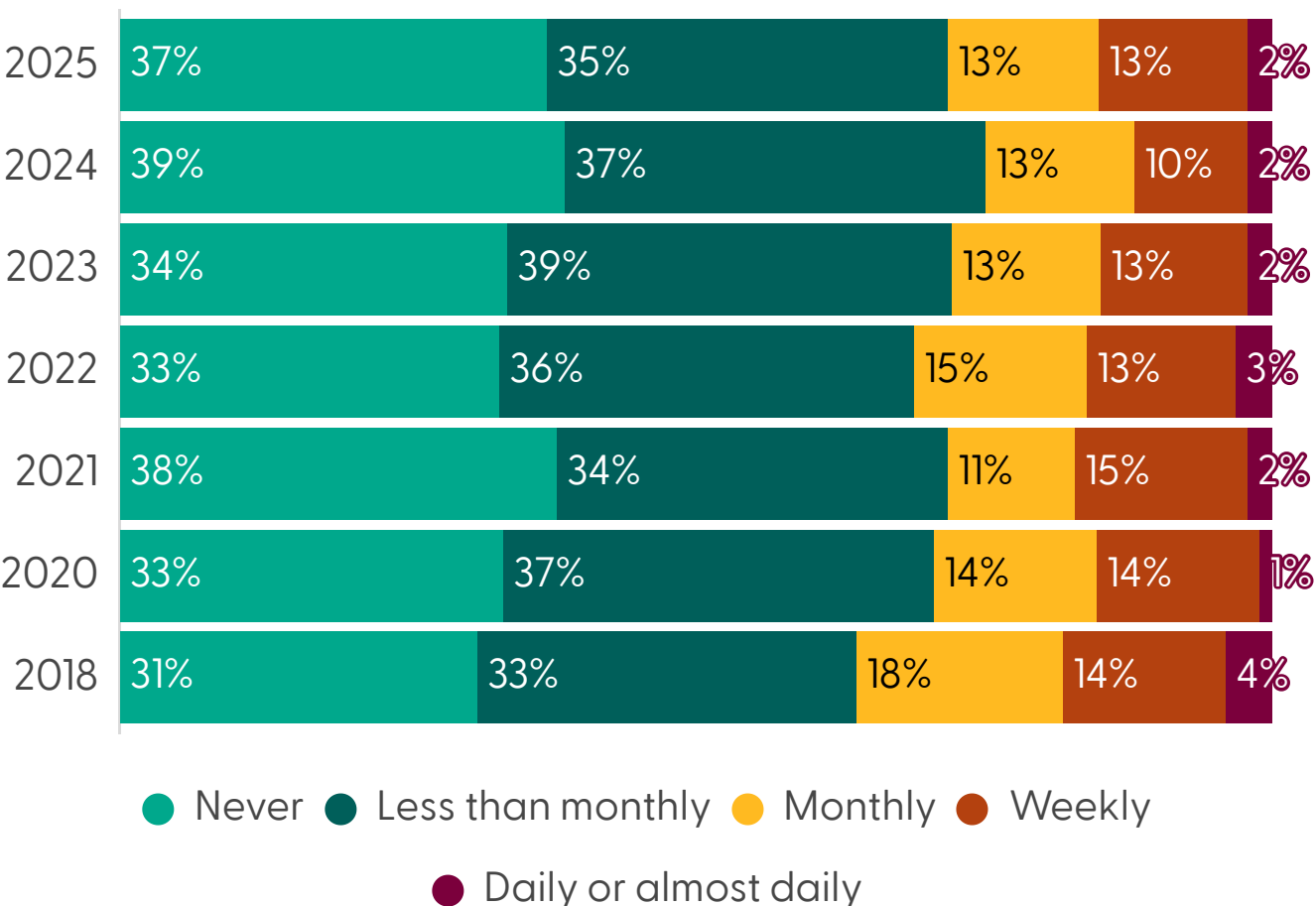
Frequency of binge drinking (6 units for females, 8 for males) in the last year in N Ireland compared to all UK in 2025



\*6 units for females; 8 units for males. Frequency binge drinking in the last year. Base: all N Ireland adults who drink alcohol (n=427); all UK adults who drink alcohol (n=6,074)

The proportion of drinkers in N Ireland who never binge drink\* has risen over time from 31% in 2018 to 37% in 2025

Change in binge drinking amongst adults in N Ireland over time:

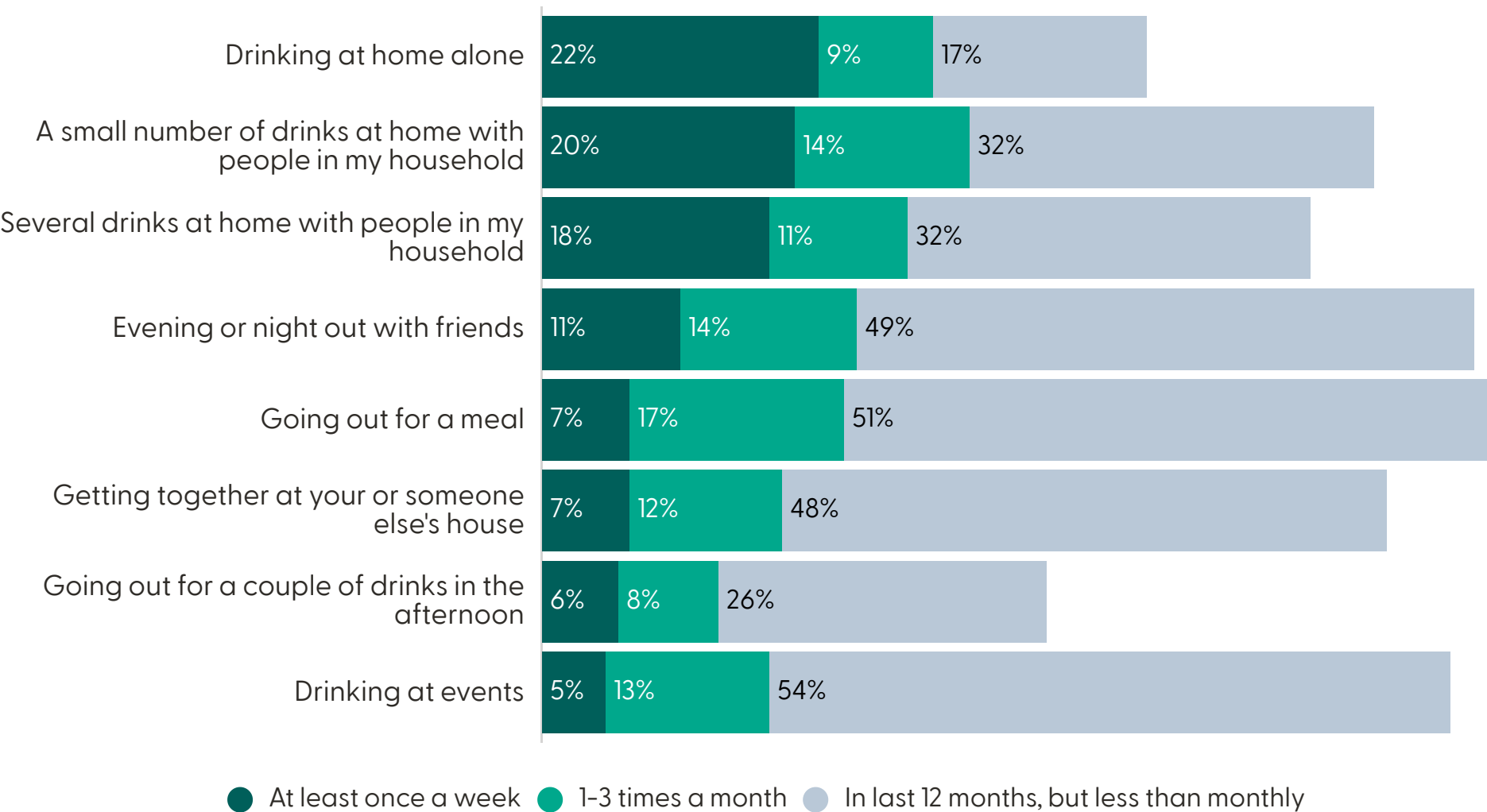


\*6 units for females; 8 units for males. Frequency binge drinking in the last year. Base: all N. Ireland adults who drink alcohol, 2025 (n=427); 2024 (n=433), 2023 (n=563); 2022 (n=531), 2021 (n=529); 2020 (n=518), 2018 (n= 503)

# Adults in Northern Ireland drink most often when they are at home

Drinkers in Northern Ireland are most likely to drink most frequently when at home, similar to all UK drinkers

% who have had alcohol on different occasions at some point in last 12 months: less often than monthly, monthly and weekly



Drinking at home alone in N Ireland has not changed significantly over time

22% of N Ireland drinkers drink at home alone at least once a week, similar to 2024 (21%) and 2020 (21%)

21% of UK drinkers also drink at home at least once a week (2025) and this has been falling since the peak in 2021 (24%)



Drinking at home alone is associated with greater alcohol consumption<sup>12</sup> and experiencing alcohol problems<sup>13,14</sup>

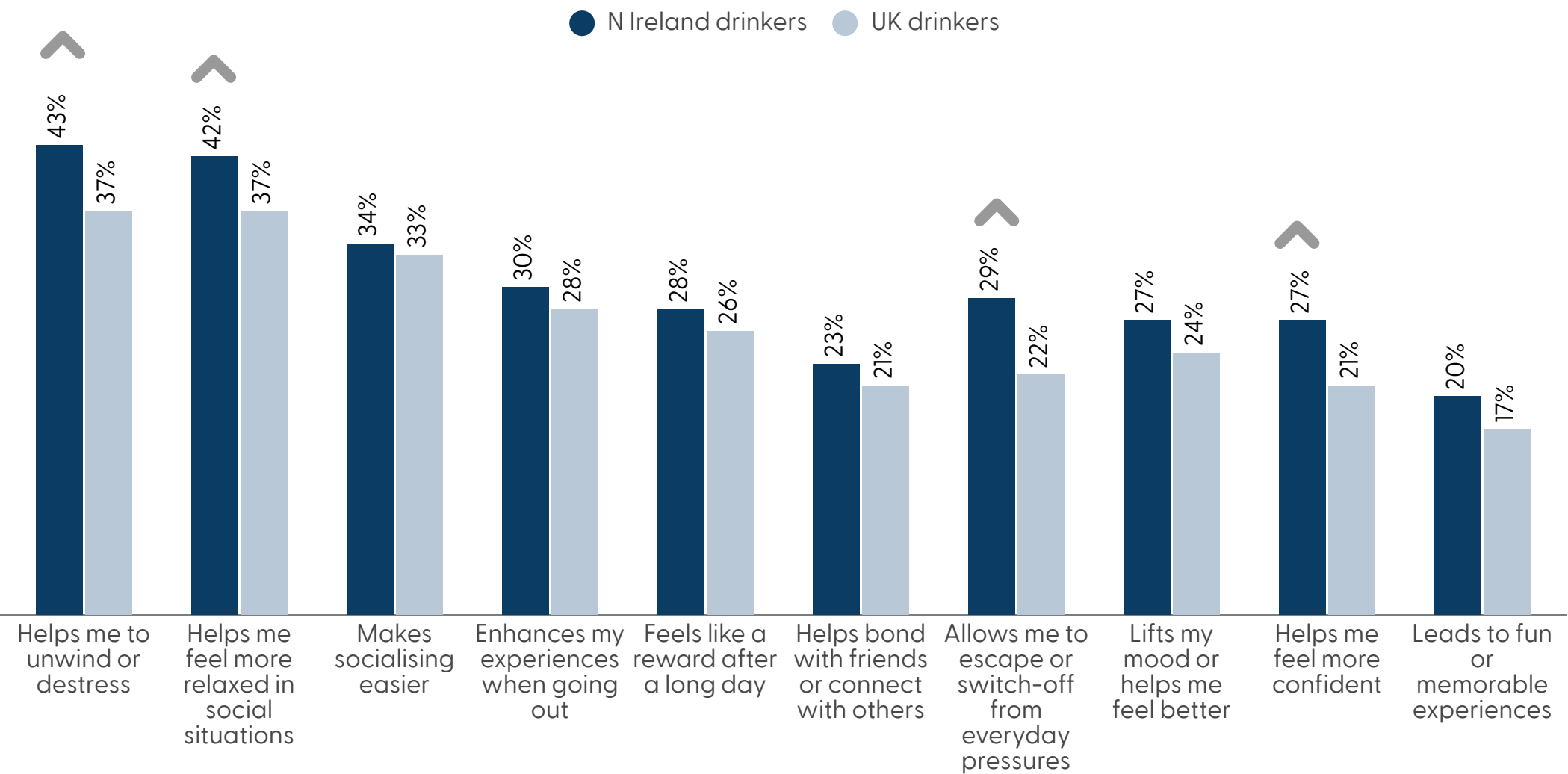


Drinking occasions. Base: all N Ireland adults who drink alcohol (n=427)

# 43% of drinkers in N Ireland unwind or destress when drinking

This is higher than all UK drinkers

What drinkers personally experience when drinking alcohol (top 10):



Indicates a statistically significant difference



Drinking experiences. Base: all N Ireland adults who drink alcohol (n=427); all UK adults who drink alcohol (n=6,074)

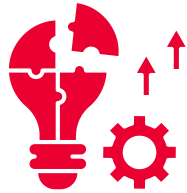
# Moderation and reducing drinking

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# What is meant by moderation?



## **Moderation refers to the techniques or behaviours a person uses to manage how they drink**

Such as having drink-free days, alternating alcoholic and non-alcoholic drinks, or avoiding keeping alcohol at home.



## **It may be intentional or incidental**

It may be intentional, aimed at avoiding intoxication, staying within personal limits, or reducing consumption (either on a given occasion or over time), or incidental, where drinking is limited but without conscious effort or planning.



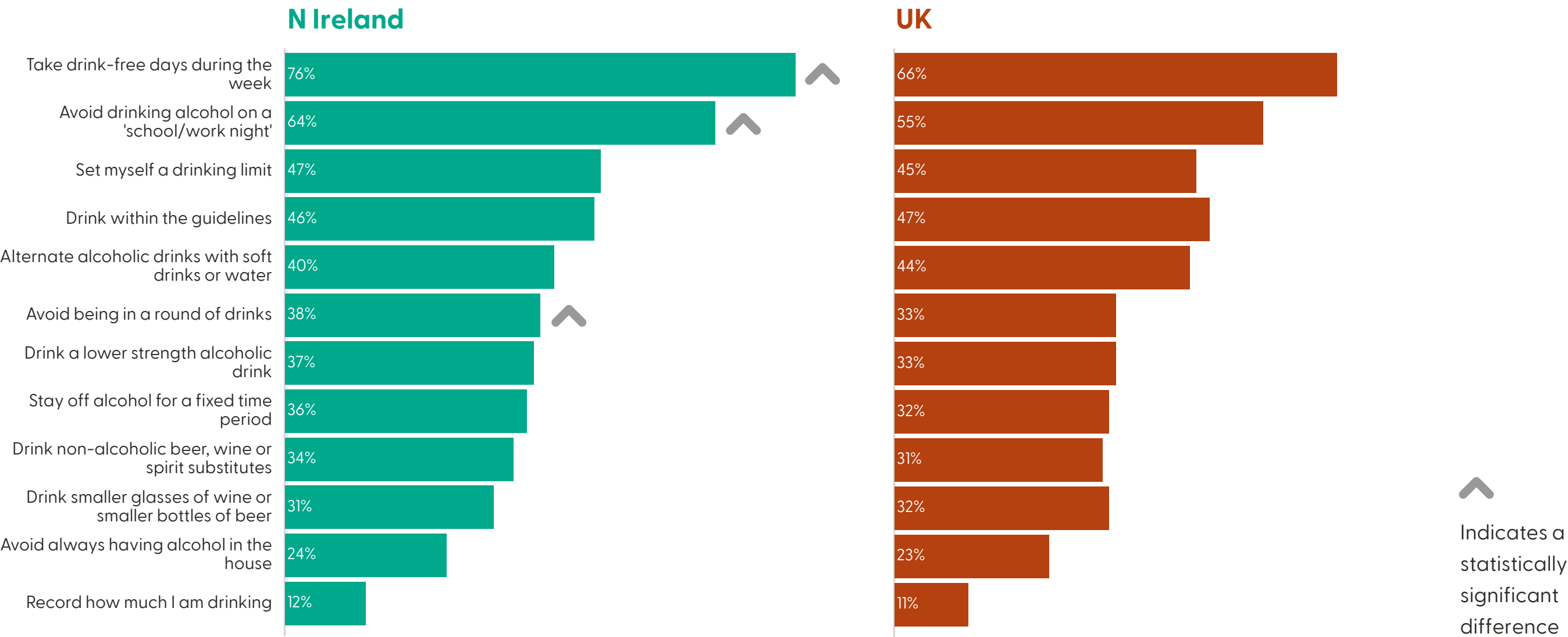
## **Moderation does not necessarily involve a long-term goal or intention to reduce alcohol use**

This descriptive definition reflects how drinkers self-report moderation and differs from the normative public health definition, which frames moderation as drinking within the Chief Medical Officers' low-risk drinking guidelines.

# 91% of drinkers in Northern Ireland use a moderation technique

Higher than 87% of drinkers in the UK; drinkers in N Ireland are most likely to take drink-free days during the week

% of drinkers in N Ireland and all UK currently using the following moderation techniques



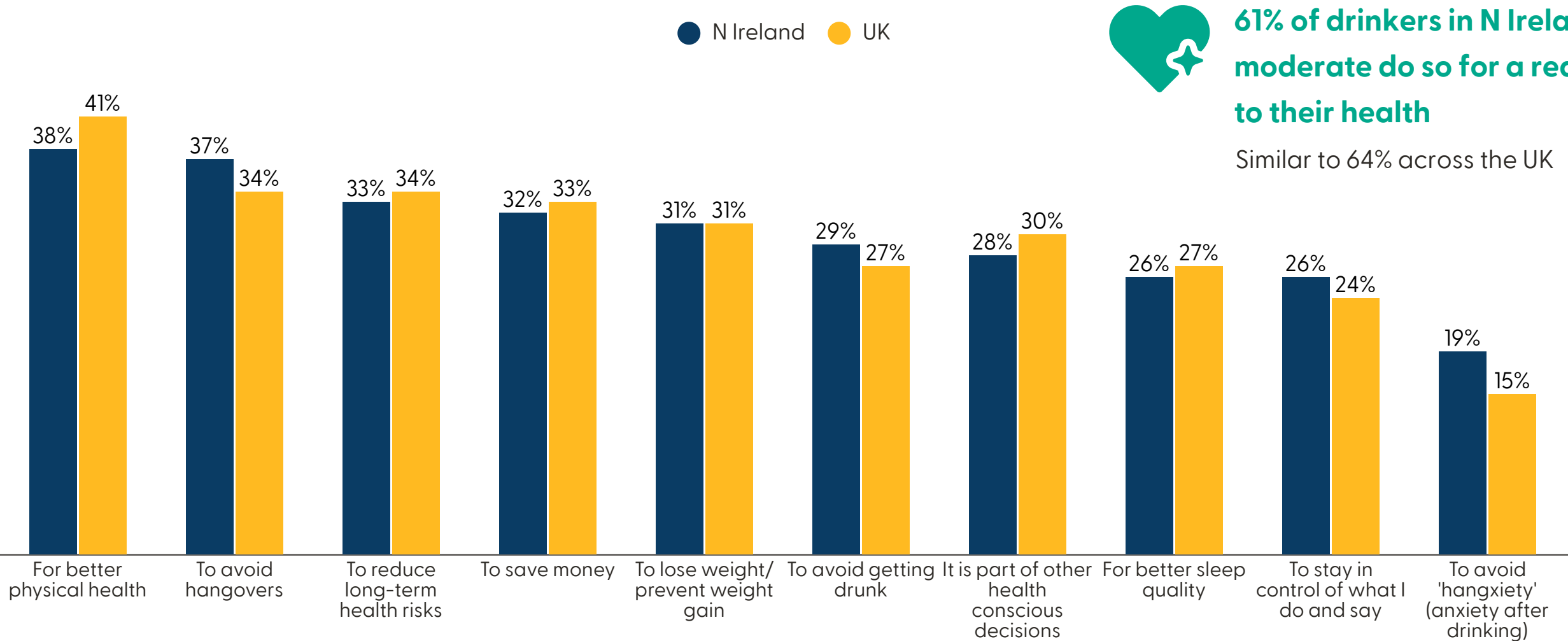
Moderation. Base: all N Ireland adults that drink alcohol. 2025 (n=427); all UK adults that drink alcohol. 2025 (n=6,074);



# The main reasons N Ireland drinkers moderate are for better health and to avoid hangovers

These are the same for all UK drinkers who use moderation techniques

Top 10 reasons that N Ireland drinkers moderate their drinking (% of those who moderate)



61% of drinkers in N Ireland who moderate do so for a reason relating to their health

Similar to 64% across the UK

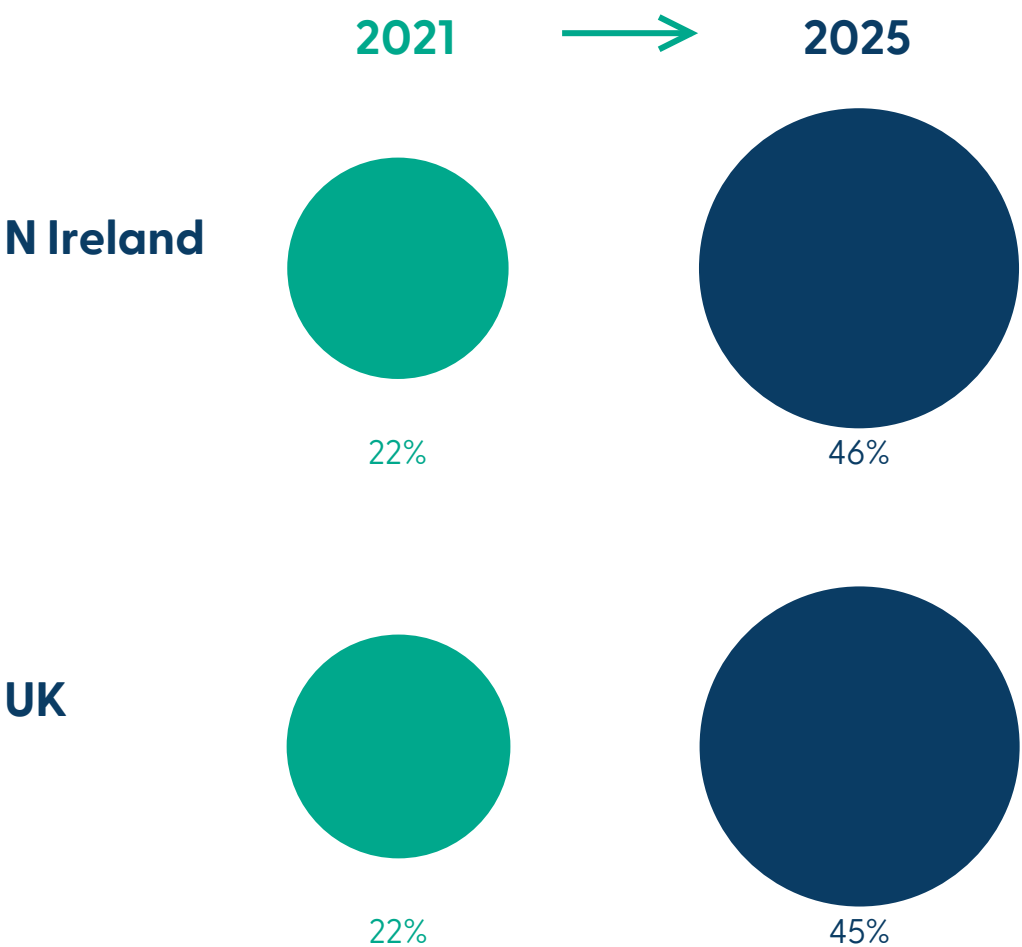
No statistically significant differences

Moderation. Base: all N Ireland adults that use one or more moderation technique (n=387); all UK adults that use one or more moderation technique (n=5,295)

# Use of low/no alcohol in N Ireland has risen over the last few years

Like all UK drinkers, there has been a significant increase in the use of alcohol-free and low alcohol drinks in N Ireland

% of drinkers consuming low/no alcohol in the last 12 months:



Like all UK drinkers, those in N Ireland are more likely to drink alcohol-free than low-alcohol drinks

% of drinkers consuming the following in the last 12 months (2025)



65% of low/no drinkers in N Ireland only drink them as a replacement for alcoholic drinks

Similar to 61% across the UK

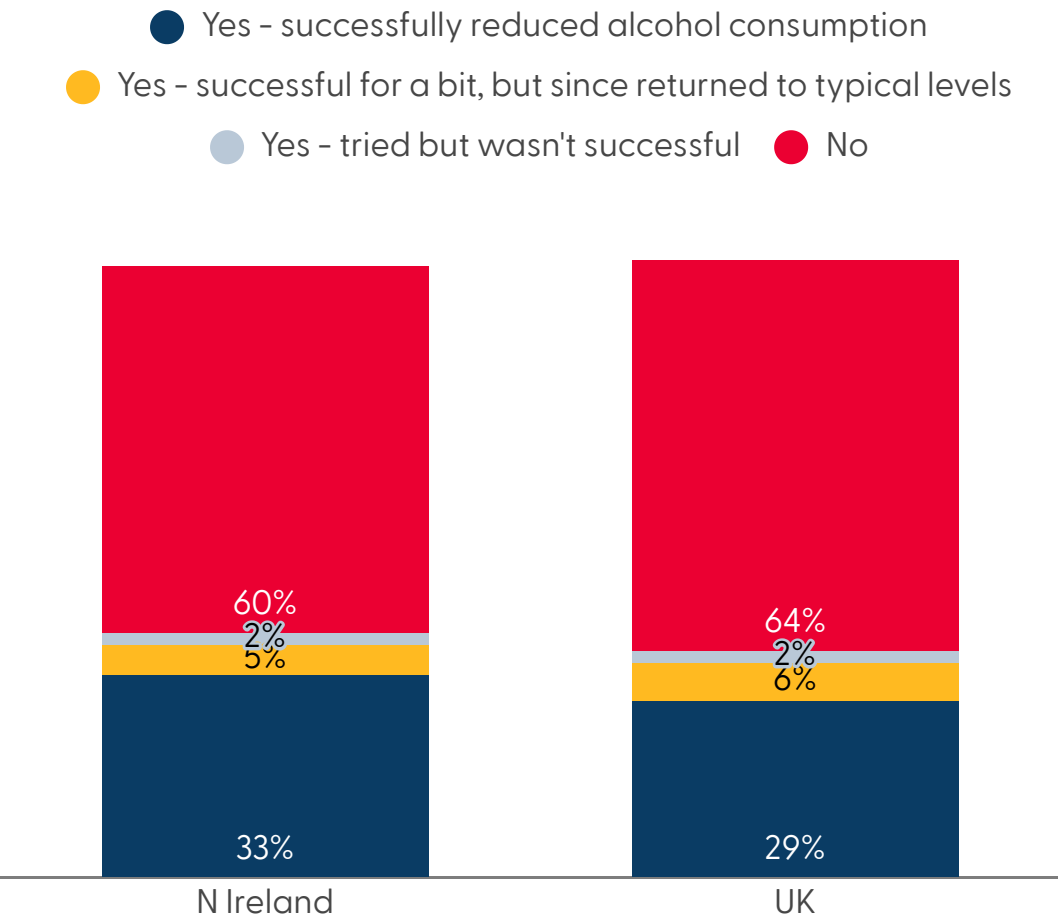


Use of low and no alcohol. Base: all UK adults who drink alcohol. N Ireland: 2025 (n=427); 2021 (482); UK: 2025 (n=6,074); 2021 (7,911). Those who selected 'don't know' are included in the base. Note: in the 2021 Drinkaware Monitor reports, the base size for this statistic excluded those selecting 'Don't know'

# 40% of drinkers in N Ireland have tried to cut back in the last 12 months

This is similar to 36% of UK drinkers

Whether drinkers have tried to reduce their alcohol consumption



Reduce drinking. Base: all UK adults who drink alcohol. N Ireland (n=427); UK (n=6,074)



50% of N Ireland drinkers indicate that a physical health risk would make them want to reduce their drinking

Similar to 47% of UK drinkers



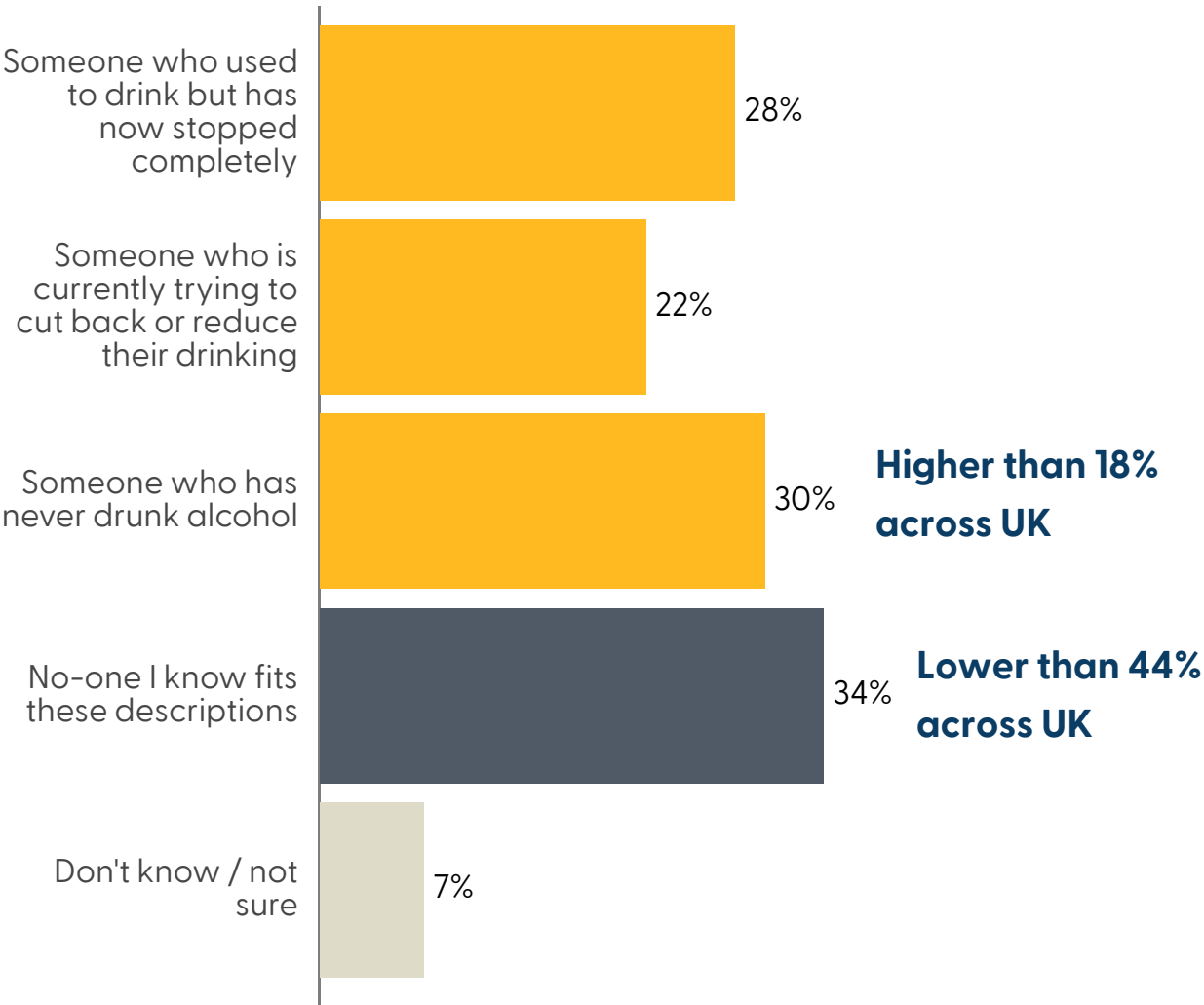
28% of N Ireland drinkers indicate feeling hungover or unwell after drinking would make them want to cut down too

Similar to 29% of UK drinkers

# 44% of drinkers in N Ireland know someone who has cut back or stopped

## Similar to all UK drinkers

Who drinkers know in their close social circle fitting the following descriptions

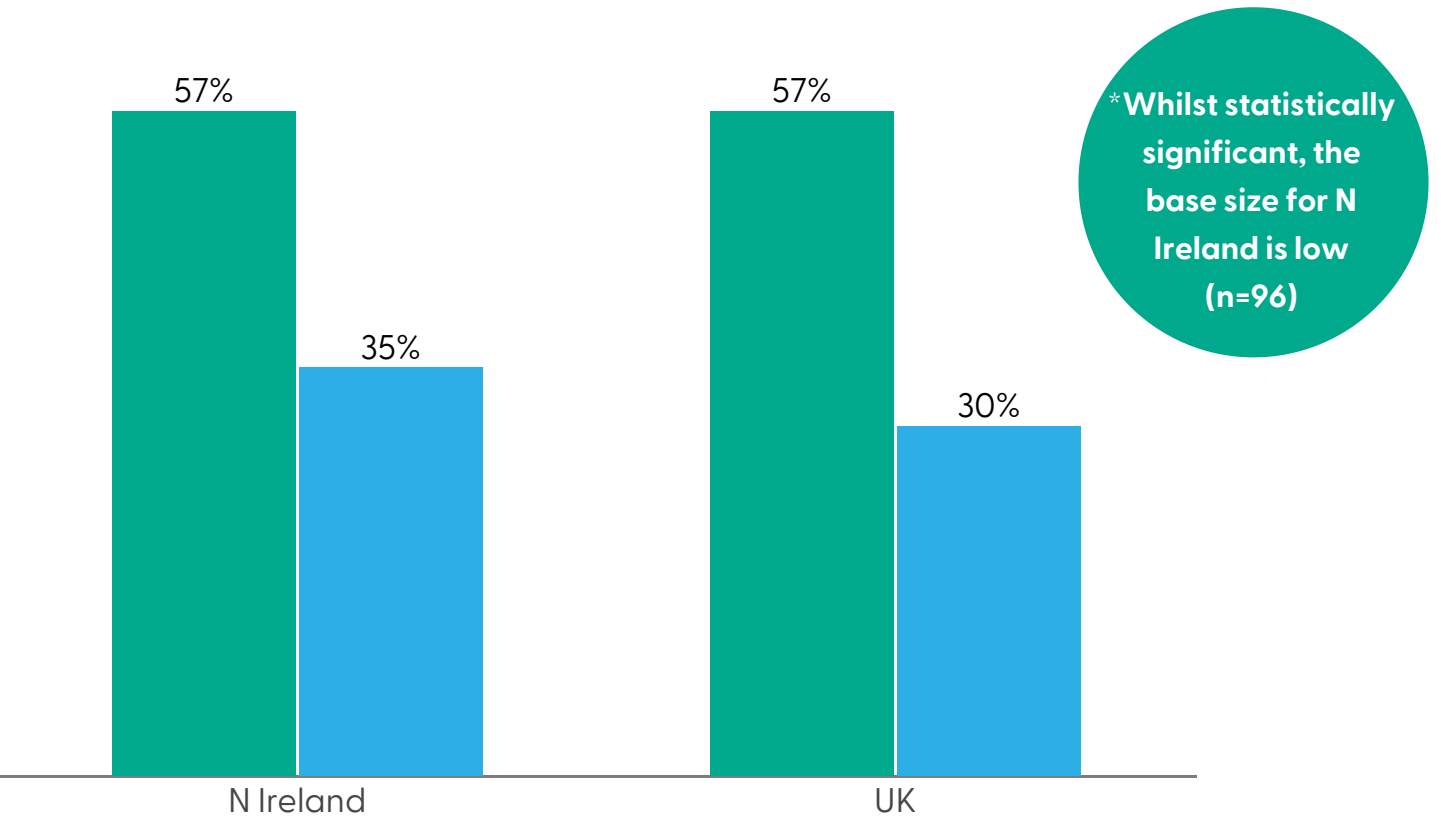



 Social circle. Base: all UK adults who drink alcohol. N Ireland (n=427); UK (n=6,074)

## Like all UK drinkers, those who know someone who is cutting back are more likely to be trying themselves

% who have tried to reduce their own drinking in last 12 months

- Know someone who is currently trying to cut back or reduce their drinking\*
- Don't know someone who is currently trying to cut back or reduce their drinking



 Cutting back by social circle. Base: all adults who drink alcohol and know someone who is trying to cut back. N Ireland (n=96); UK (n=1,376). All adults who drink alcohol and don't know someone who is trying to cut back. N Ireland (n=331); UK (n=1,376)

# Attitudes, health and concern

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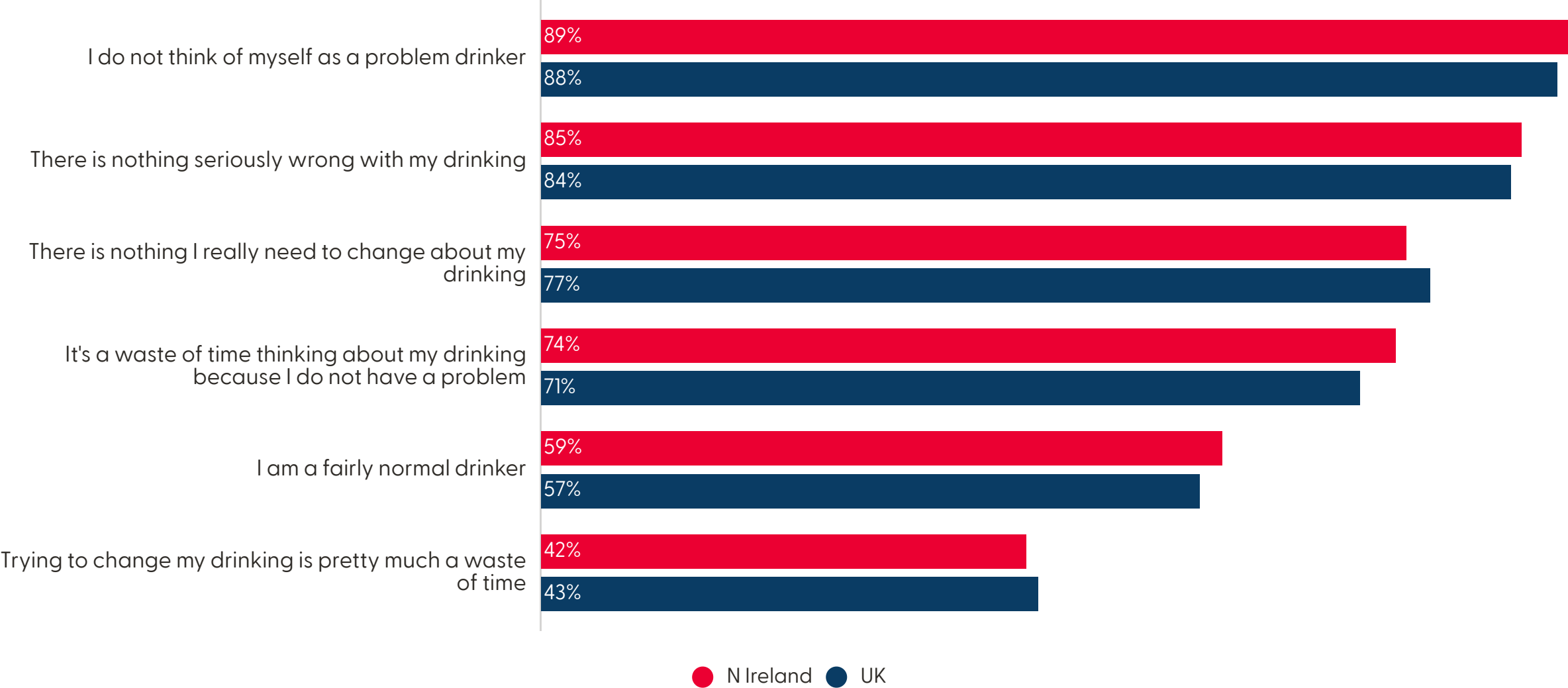
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# 59% of drinkers in N Ireland think they are a "fairly normal drinker"

This is similar to all UK drinkers (no statistically significant differences)

% of drinkers who strongly or tend to agree with the following statements

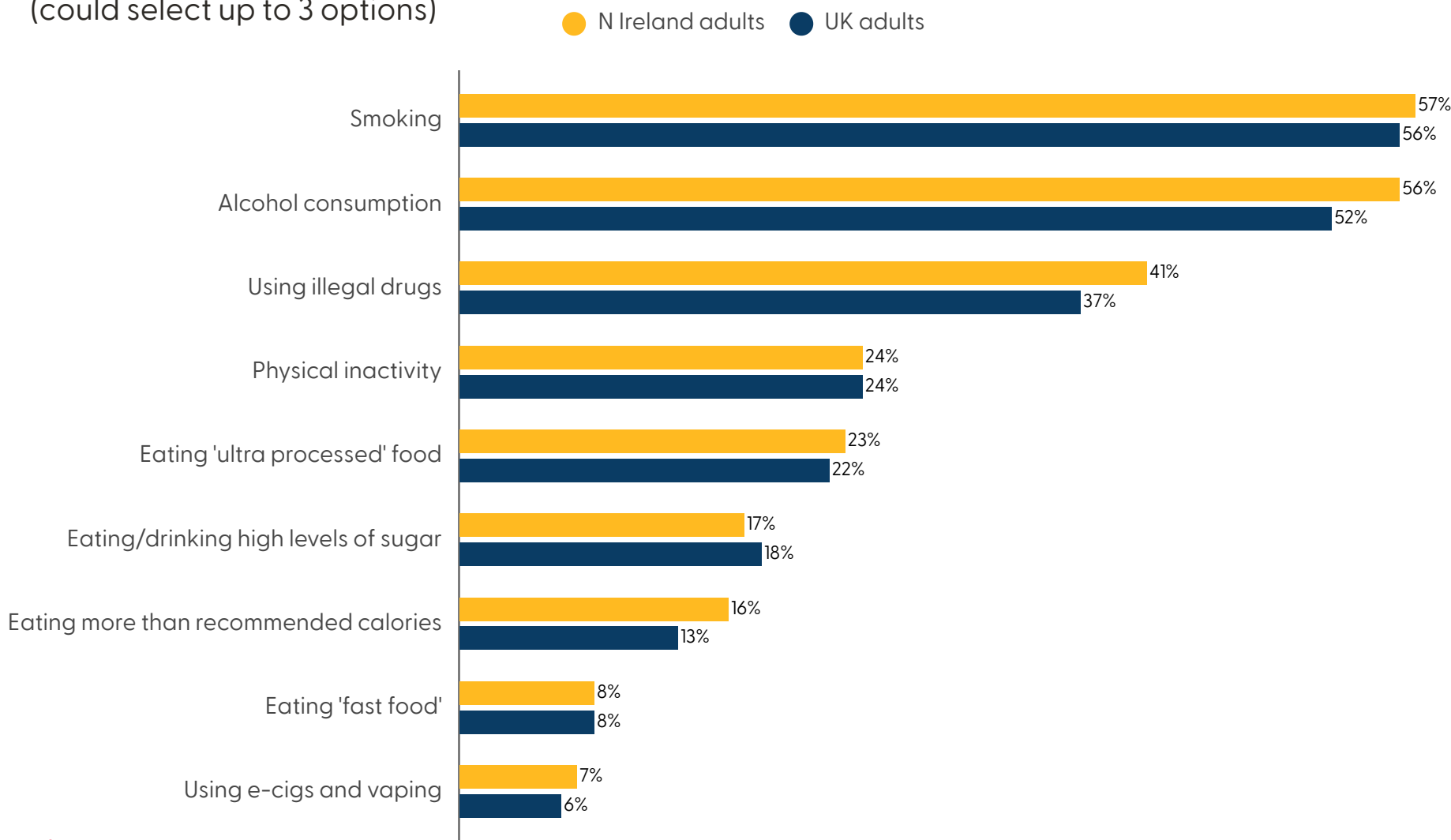


Attitudes to drinking. Base: all UK adults who drink alcohol (n=6,074); All N Ireland adults who drink alcohol (n=427)

# 52% of adults in N Ireland consider alcohol a burden on public health services

## Similar to all UK adults

% selecting the following as placing the greatest burden on public health services  
(could select up to 3 options)



Greatest burden on public health. Base: all UK adults (n=7,256); all N Ireland adults (n=516)

■ ■ ■ When N Ireland adults were asked to choose from a range of behaviours which could damage someone's physical health:

- 43% selected a 'heavy drinking session every few months' (higher than 37% of UK adults)
- 33% selected '1 or 2 drinks a few times a week' (higher than 25% of UK adults)



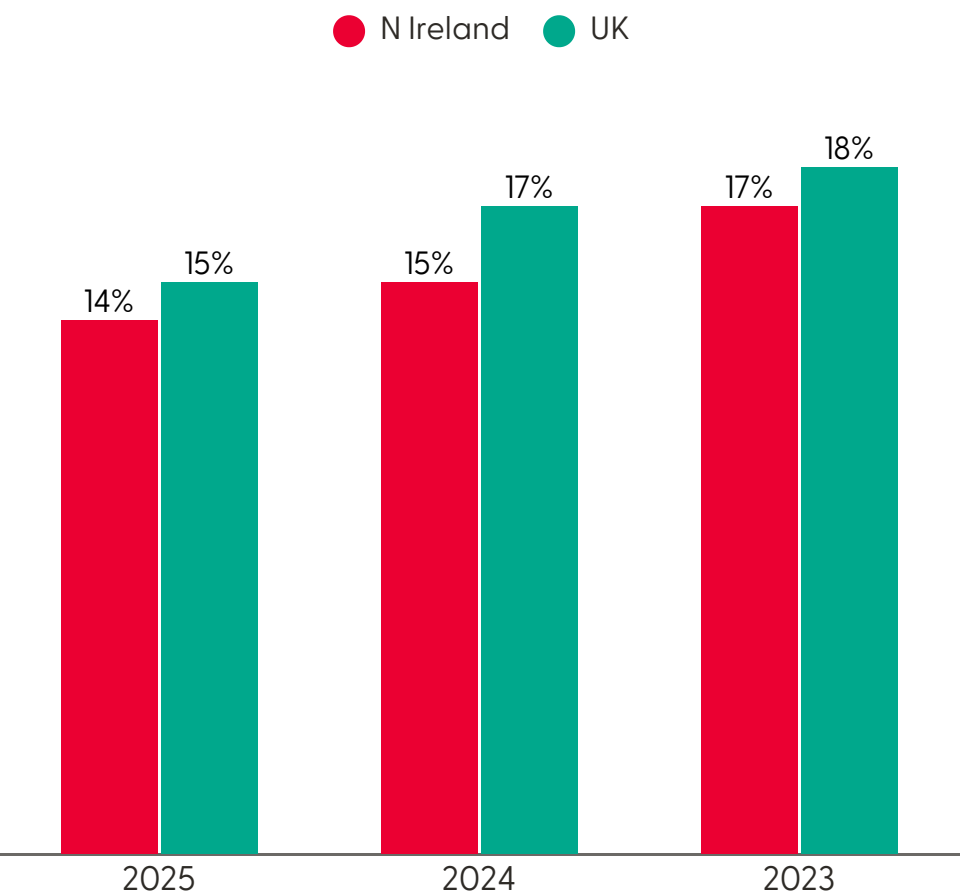
Two in five (43%) of people in N Ireland have seen/heard information about the health risks associated with alcohol in the last 12 months


- Similar to 39% of all UK adults
- 25% heard through Drinkaware which is higher than 21% of all UK adults

# 14% of N Ireland drinkers feel their current drinking levels will lead to future health problems

This is similar to all UK drinkers

% of drinkers who feel it is very or fairly likely that their drinking will lead to future health problems



 Future health problems. Base: all UK adults who drink alcohol, 2025 (n=6,074), 2024 (n=4,376), 2023 (n=9,035); all N Ireland adults who drink alcohol, 2025 (n=427), 2024 (n=433), 2023 (n=563)

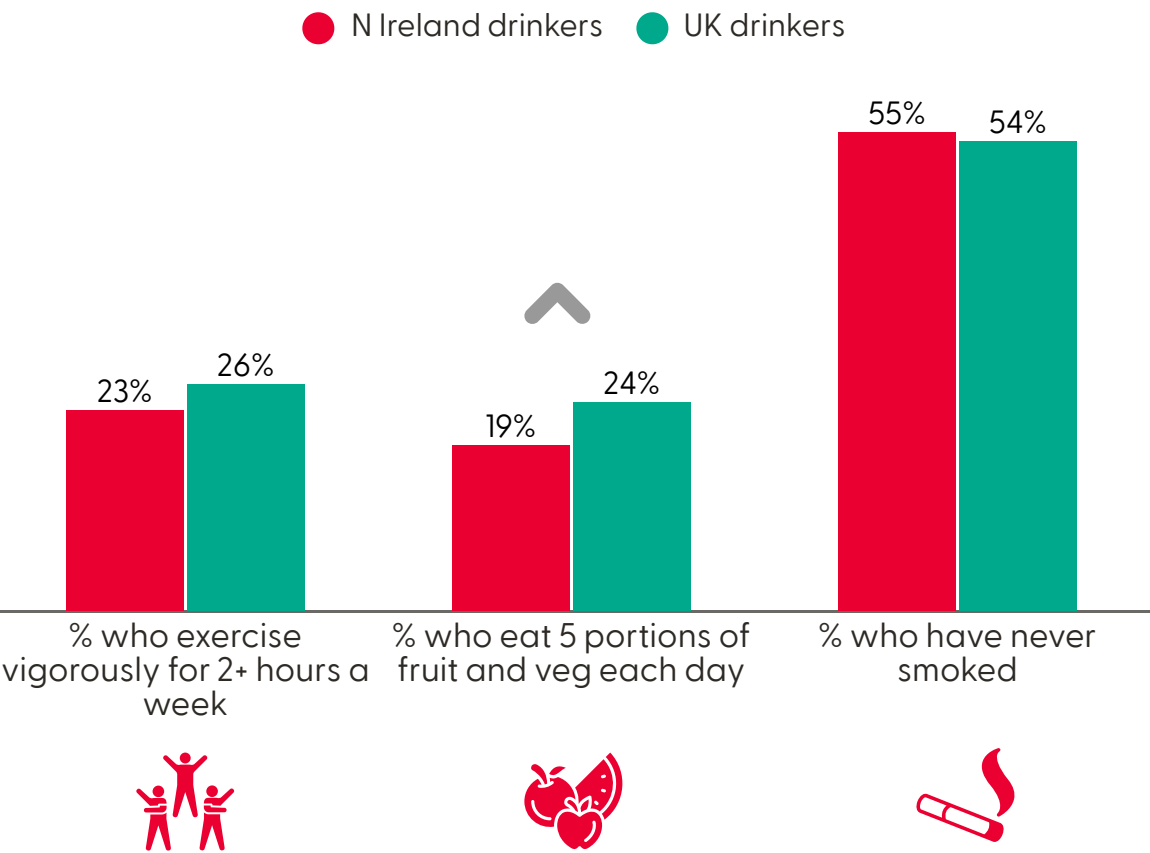
48%

Of drinkers in Northern Ireland feel they have a very or fairly healthy lifestyle

Which is lower than the 55% of UK drinkers



What about other aspects of a drinker's lifestyle?

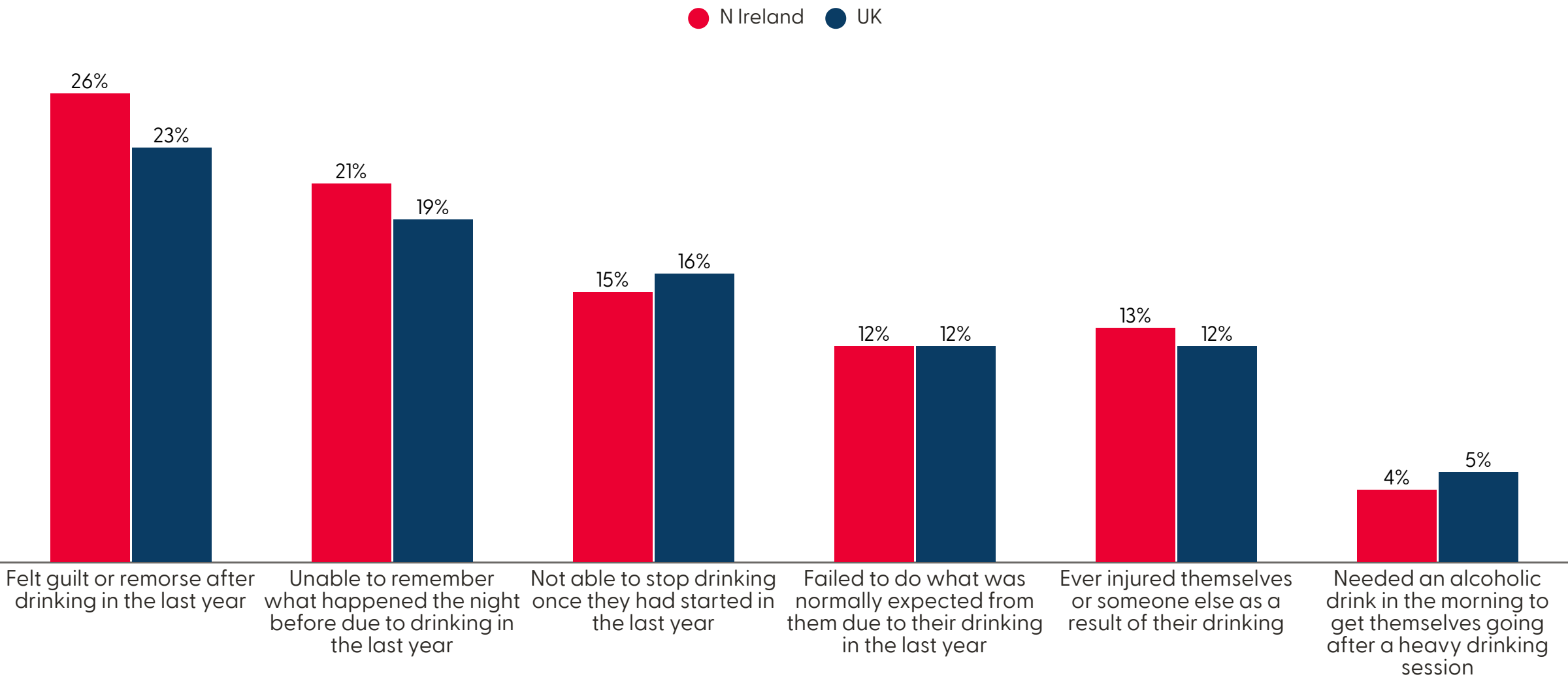




# How risky behaviours compare between drinkers in N Ireland and UK

There are no significant differences between drinkers in N Ireland and all UK drinkers

% of drinkers who report doing any of the following risky behaviours

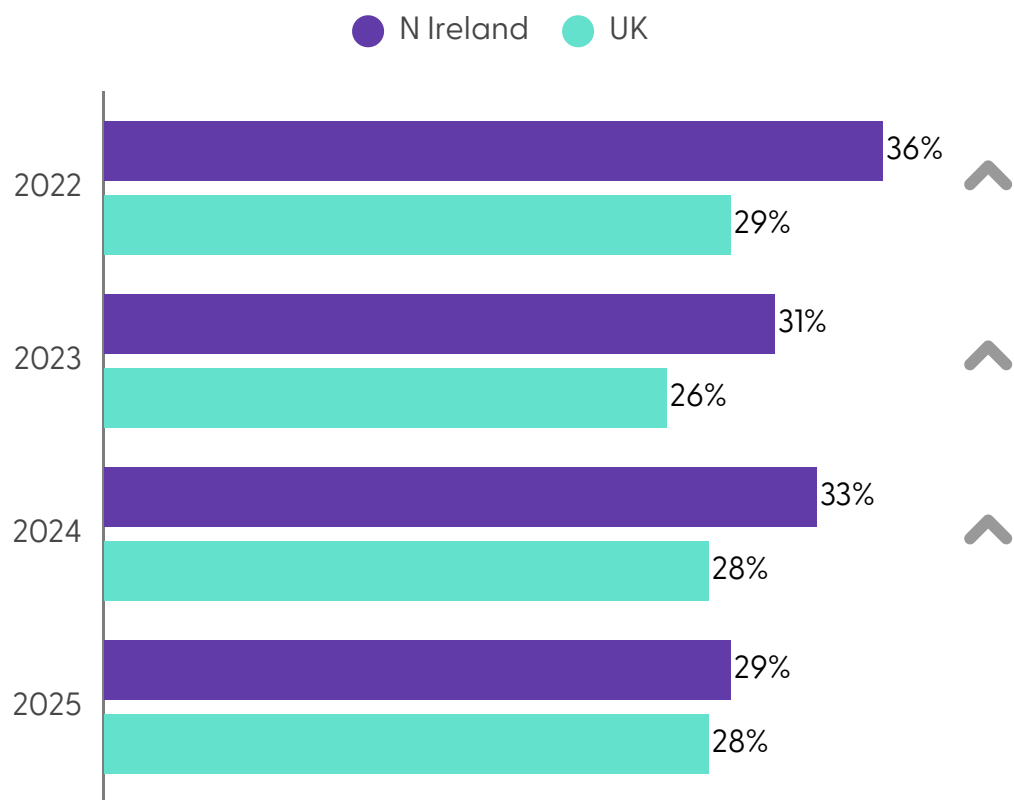


AUDIT questions. Base: all UK adults who drink alcohol. 2025 (n=6,074); All N Ireland adults who drink alcohol (n=427)

# 29% of N Ireland adults are concerned about someone else's drinking

The proportion of adults in N Ireland concerned about someone else's drinking is similar to all UK adults

% of adults concerned about someone else's drinking over time



Concern for someone else's drinking. Base: all N Ireland adults, 2025 (n=516), 2024 (n=519); 2023 (n=658); 2022 (n=612); all UK adults. 2025 (n=7,256), 2024 (n=5,143); 2023 (n=10,473); 2022 (n=6,318)



**11% of drinkers in N Ireland have had a concern raised about their own drinking**

Similar to 11% of drinkers across the UK



**8% of drinkers in N Ireland have ever contacted a service or organisation for help or advice about alcohol**

Similar to 6% of drinkers across the UK



**23% of adults in N Ireland have been asked to complete an alcohol assessment**

This is lower than the 29% of adults across the UK



Statistically significant difference

# Appendix

And how to find out more

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**Take me to...**

[Introducing the research](#) | [UK summary](#) | [Drinking in Northern Ireland in 2025](#) | [Moderation and reducing drinking](#) | [Attitudes, health and concern](#) | [Appendix](#)

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# Glossary

**Alcohol dependence:** This is a medical definition. Alcohol dependence is defined as behavioural, cognitive and physiological factors that typically include a strong desire to drink alcohol and difficulties in controlling its use. Someone who is alcohol-dependent may persist in drinking, despite harmful physical and mental health consequences.

**AUDIT:** The Alcohol Use Disorders Identification Test (AUDIT) was developed by the World Health Organization (WHO) as a simple, 10-question method of screening for excessive drinking and to assist in brief assessment. It provides a framework for intervention to help hazardous and harmful drinkers to reduce their drinking, or to stop drinking. AUDIT is designed to help health practitioners in particular identify hazardous drinking, harmful drinking and possible dependence. Drinkaware's Alcohol Self-Assessment is based on the AUDIT screening questionnaire.

**AUDIT-C:** This refers to the three consumption-related questions on the AUDIT questionnaire that relate to drinking frequency, units consumed on a typical occasion and frequency of drinking six units or more (for women) or eight units or more (for men) at a single session. A score of 0 to 4 indicates low risk; 5 to 7 indicates increasing risk; 8 to 10 indicates higher risk; and 11 to 12 indicates possible dependence.

**Binge drinking:** This term has a medical definition. Binge drinking is defined by the NHS for men as drinking more than eight units of alcohol in a single session, and more than six units for women.

**Harmful drinking:** 'Harmful drinking' means drinking in a way that is likely to cause or has already caused harm, i.e. a strong likelihood that damage to health – physical or mental – has already been caused.

**Hazardous drinking:** 'Hazardous drinking' means drinking in a way that may put your mental and/or physical health at serious risk; depending on patterns of drinking and other factors, this can include social consequences.

**Increasing and high risk drinking:** Those who drink more than the UK Chief Medical Officers' low risk drinking guidelines of 14 units per week, which represents a pattern of alcohol consumption that increases someone's risk of harm.

# Interested to find out more?



## More on Drinkaware



### About Drinkaware

Drinkaware is an independent charity which aims to reduce alcohol-related harm.

<https://www.drinkaware.co.uk/about-us>



## More Drinkaware research



### Research and Impact | Drinkaware

Drinkaware ensures our work is founded in research and evidence to further promote how to reduce alcohol misuse and harm in the UK.

<https://www.drinkaware.co.uk/research>



## Advice and support



### Advice and support

We can help you learn about the impact of alcohol on you, your family or friends. Here we'll support you with advice, information and strategies to help reduce alcohol consumption and improve your health.

<https://www.drinkaware.co.uk/advice>

# About PS Research

## Introducing PS Research

We're Adam and Emma: two experienced research specialists based in the North of England.

**Adam** specialises in quantitative research. He spent almost a decade working in local authorities and delivering research projects across the public sector. Adam is a Certified Member of the MRS (Market Research Society) and was named the UK's New Freelancer of the Year in 2019 by IPSE (the Association of Independent Professionals and the Self-Employed).

**Emma** specialises in qualitative research. She spent several years working agency-side for a couple of large, international market research agencies. Emma is a member of the AQR (Association of Qualitative Research).



PS Research is an accredited Market Research Society Company Partner, demonstrating our commitment to quality research and compliance, working to the MRS Code of Conduct.

In 2023, we were Highly Commended at the MRS Awards.