

drinkaware

Drinking in 2026: Wales

Conducted annually by YouGov, the Drinkaware Monitor is the only nationally representative survey of UK adults' drinking habits and behaviour.

The Drinkaware Monitor is based on a sample of 7,210 UK adults in 2026 (of which 6,080 drink alcohol) and 1,075 adults in Wales (of which 922 drink alcohol).

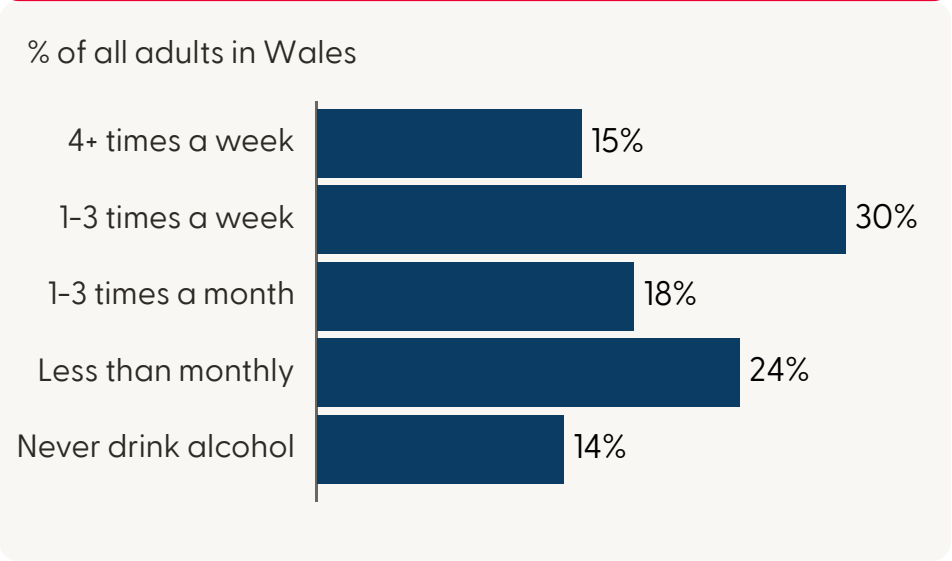
All differences highlighted in the report are statistically significant.



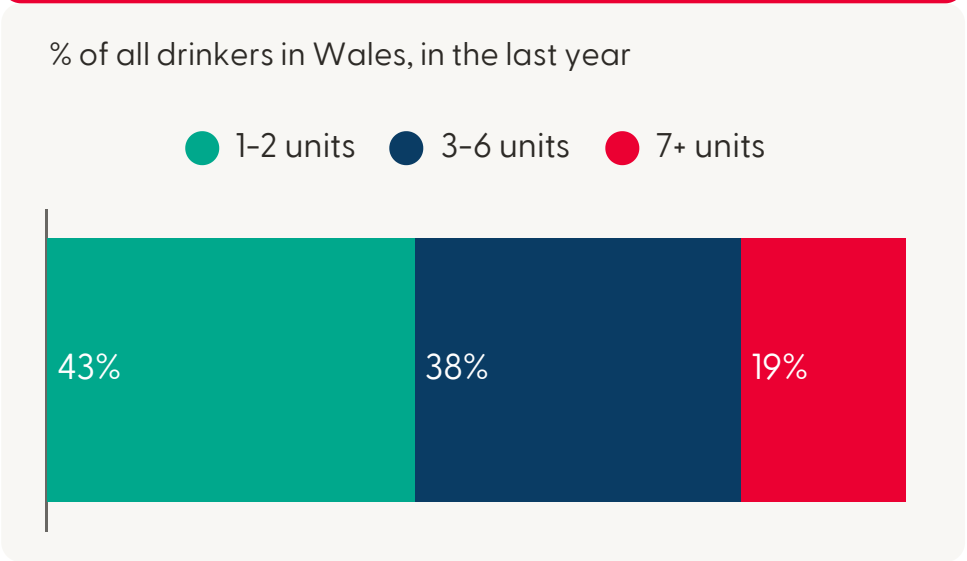
ps research

Drinking in 2026: a snapshot of Wales

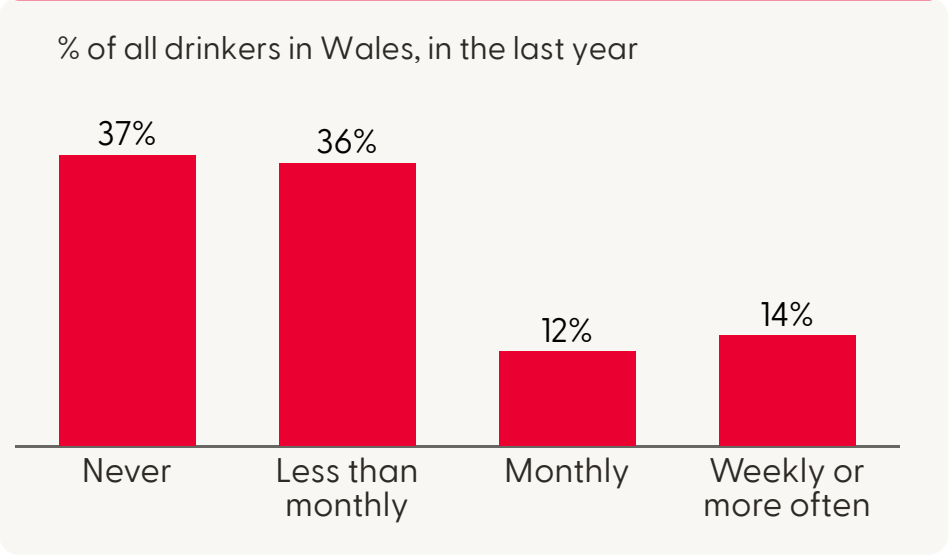
How often do adults in Wales drink?



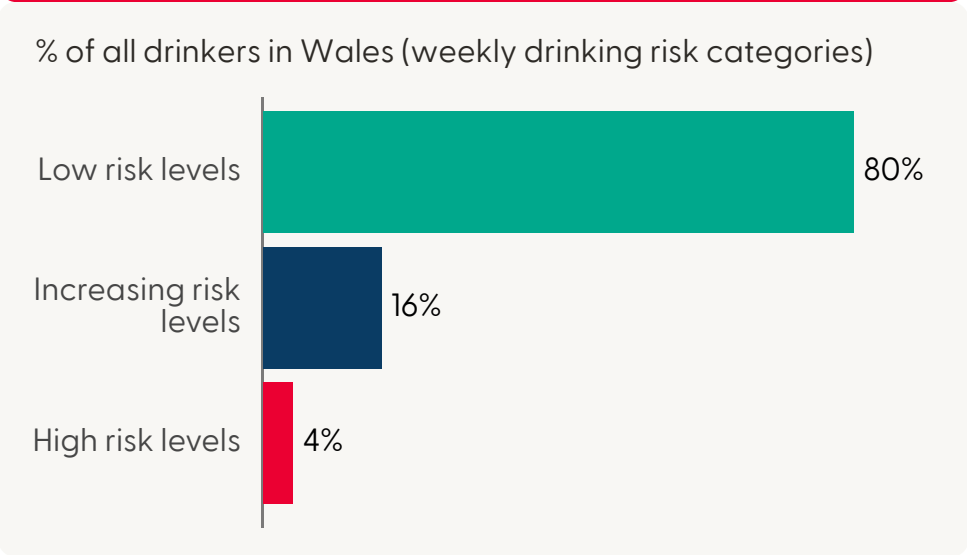
How many units are drunk in a typical drinking day?



How often do drinkers binge drink? *



How many units did drinkers consume in the last week?



What's a unit?

-  Single 25ml spirit measure (40% ABV)
-  Small 125ml glass of wine (12% ABV) = 1.5 units
-  Pint of beer (4% ABV) = 2.3 units

* Binge drinking

Drinking 6 or more units for women, or 8 or more units for men, on one drinking occasion

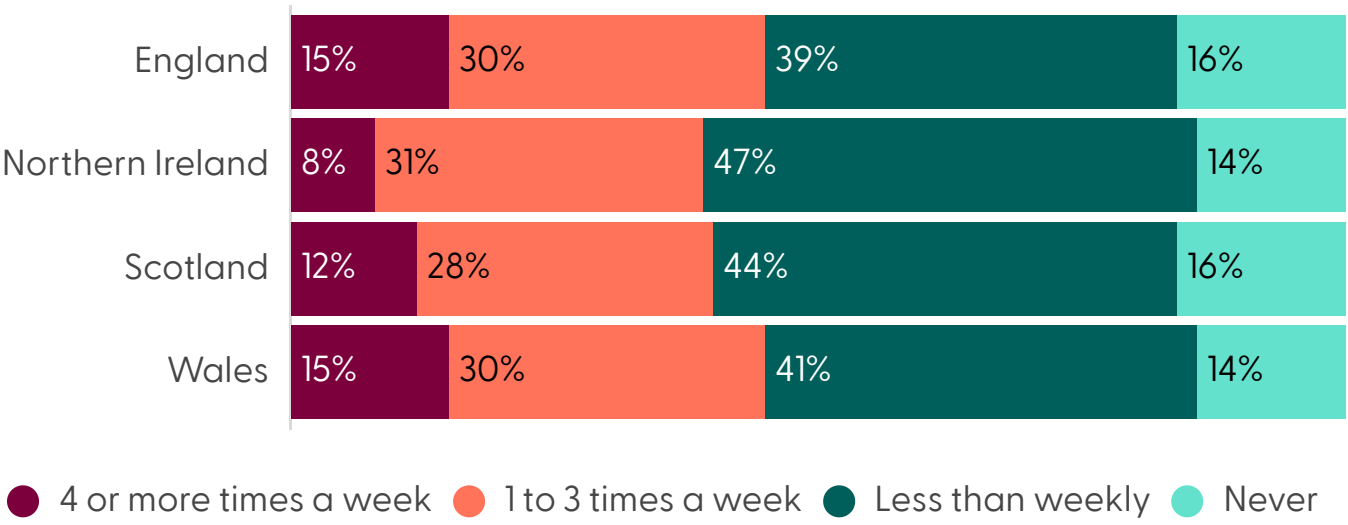
Weekly drinking risk categories

Based on reported units consumed in the last week and the UK Chief Medical Officers' low risk drinking guidelines:

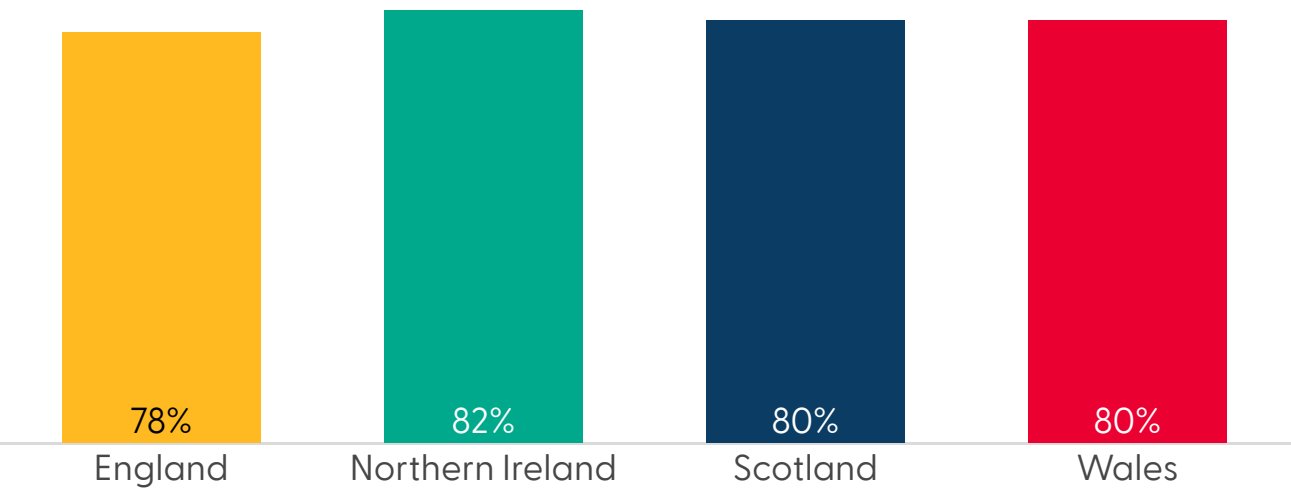
- **Low risk** - drinking within the low risk guidelines of 14 units per week
- **Increasing risk** - between 15 and 34 units per week for women, and between 15 and 49 units for men
- **High risk** - 35+ units per week for women, and 50+ units for men

How do drinking behaviours look across UK countries?

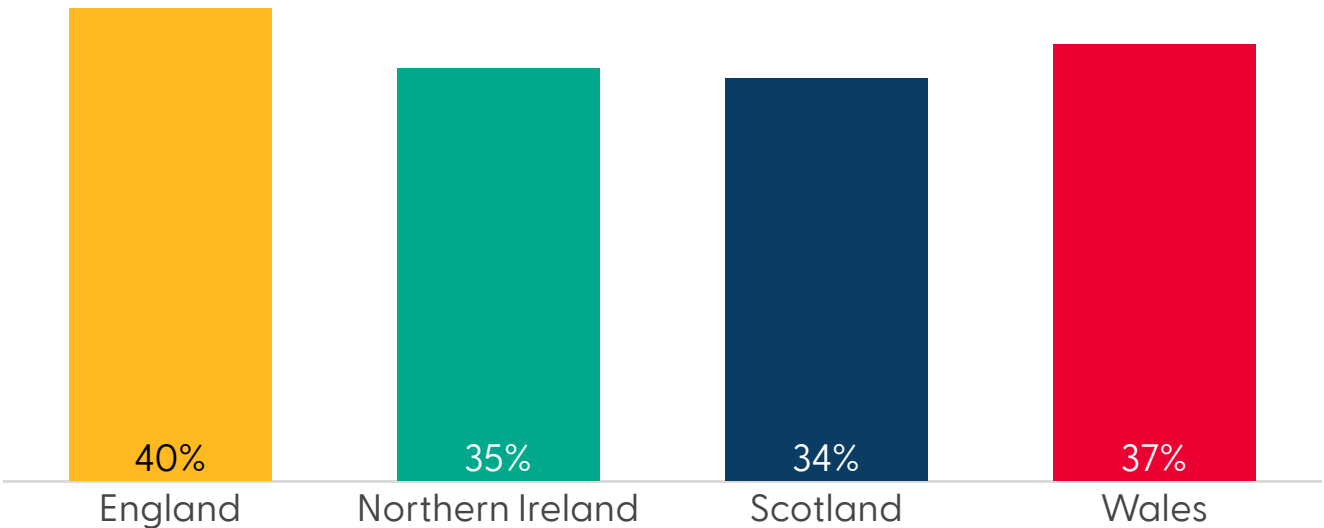
How frequently all adults drink alcohol



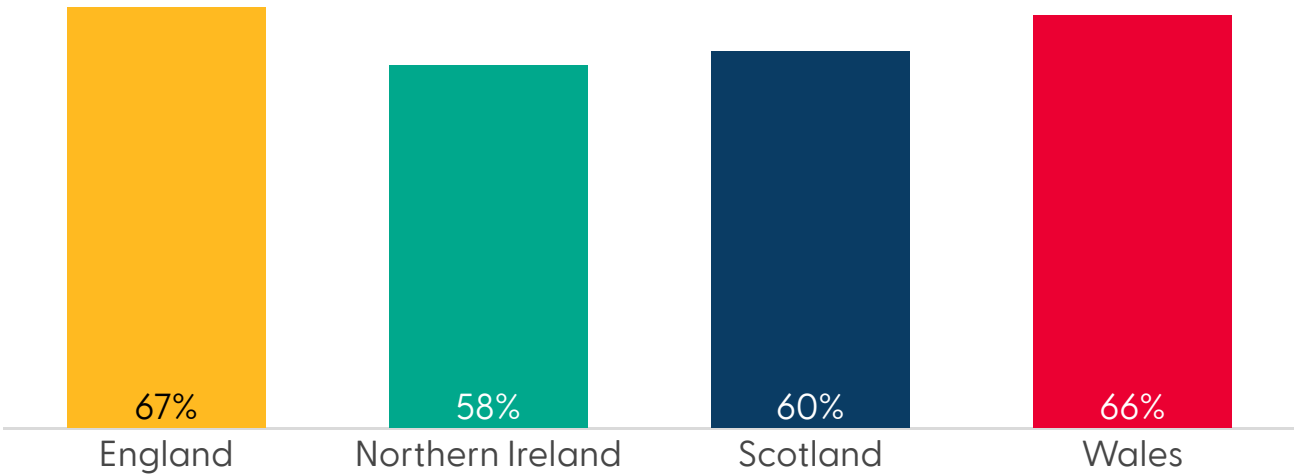
% of drinkers who drank within the low risk weekly guidelines in the last week



% of drinkers who never binge drink

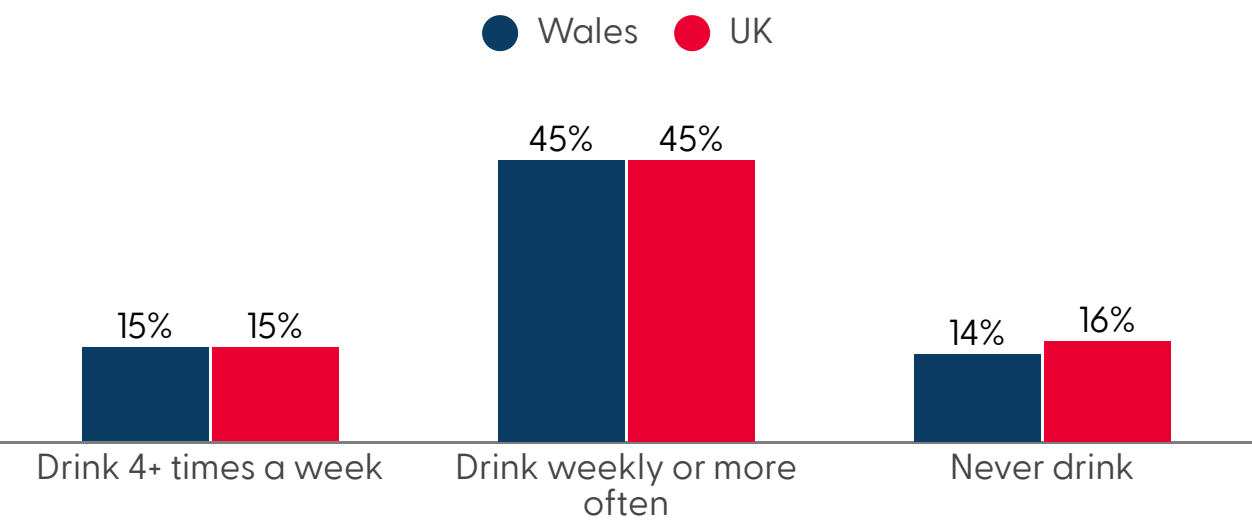


% of drinkers who drink up to 4 units in a typical drinking day

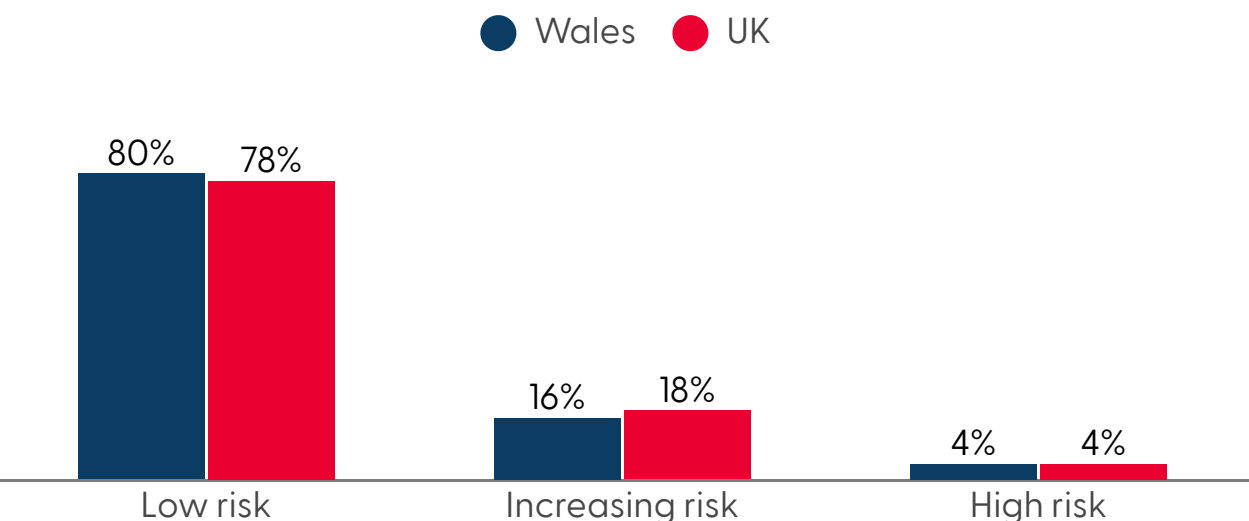


Comparing Wales to the UK in 2026

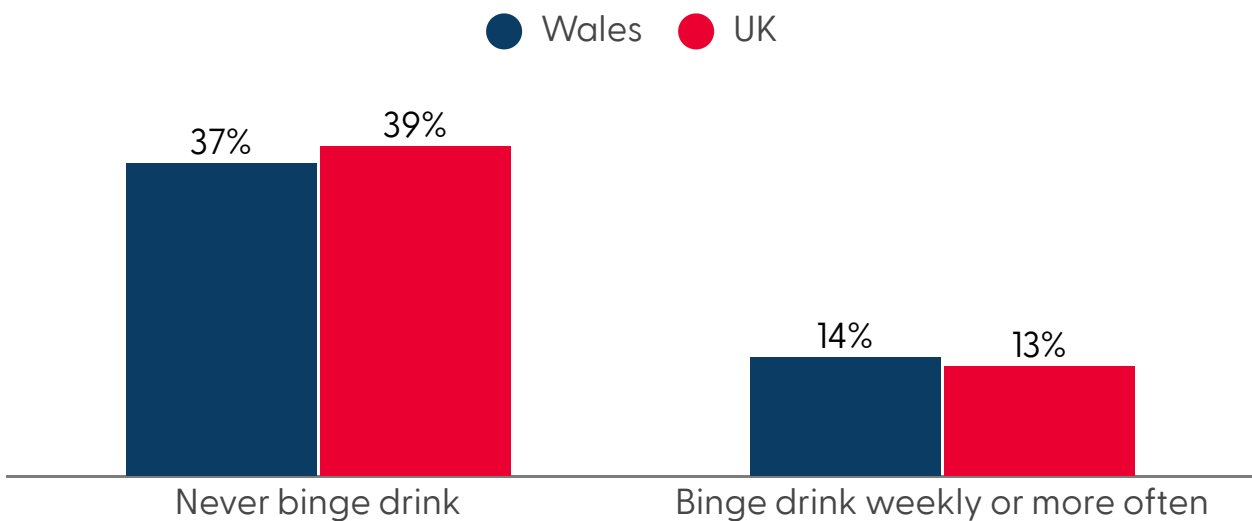
How frequently all adults drink alcohol



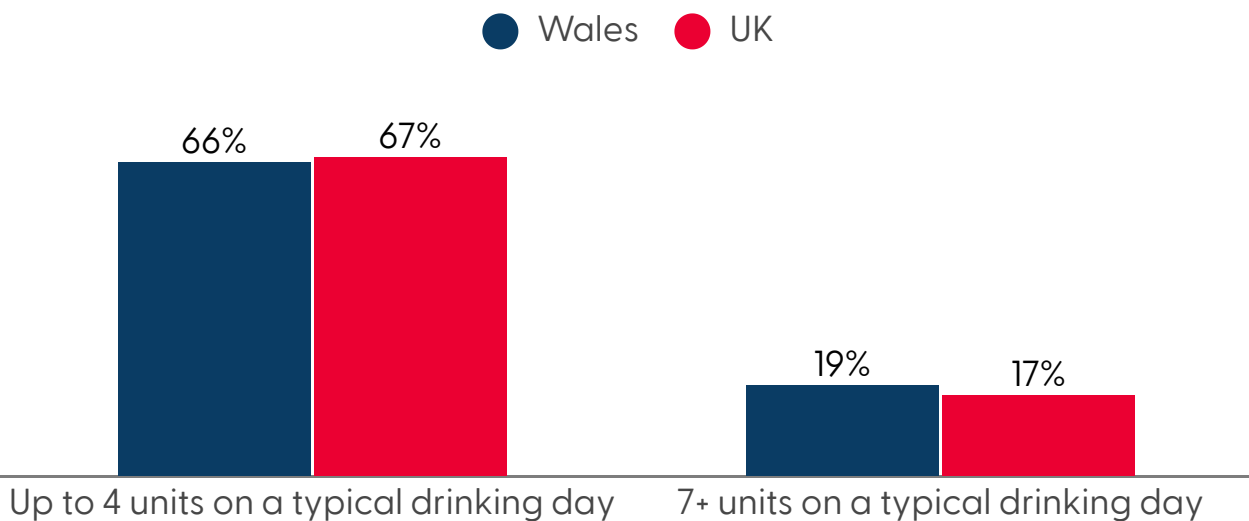
Drank within the low risk weekly guidelines in the last week



Binge drinking frequency in the last year



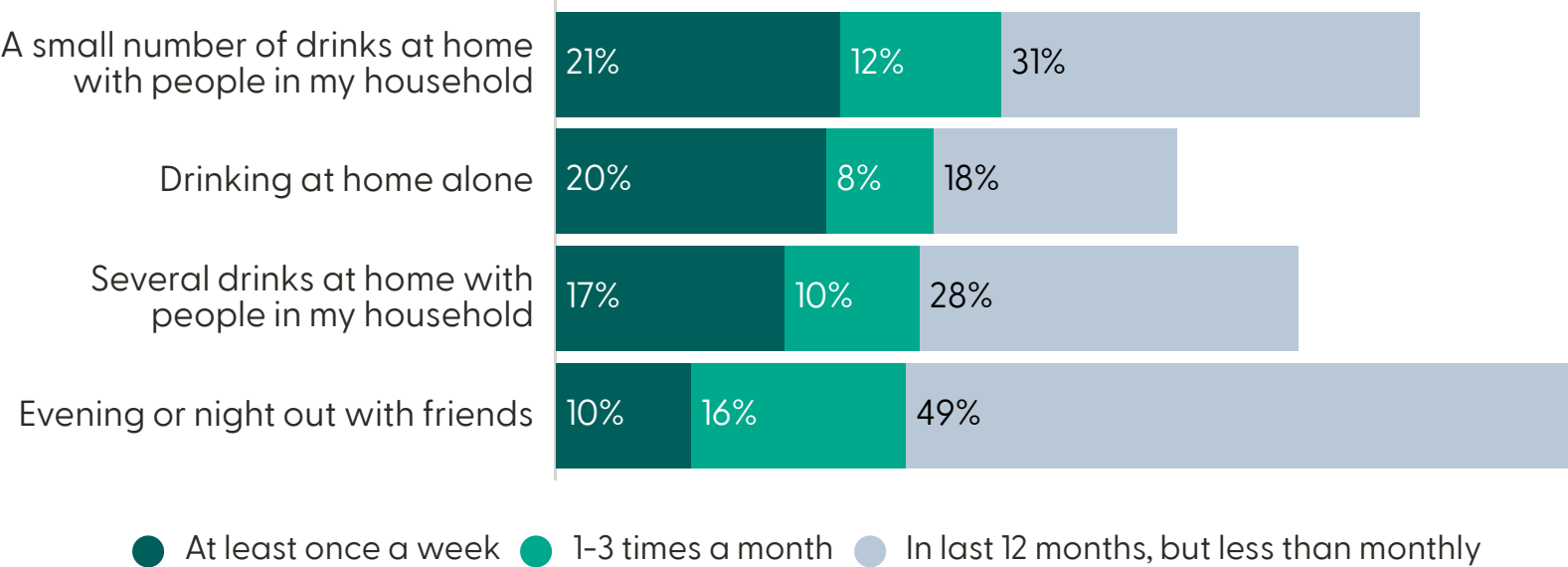
Drinking on a typical drinking day



Drinking occasions

How often do drinkers in Wales drink on different occasions?

% who have had alcohol on different occasions at some point in last 12 months



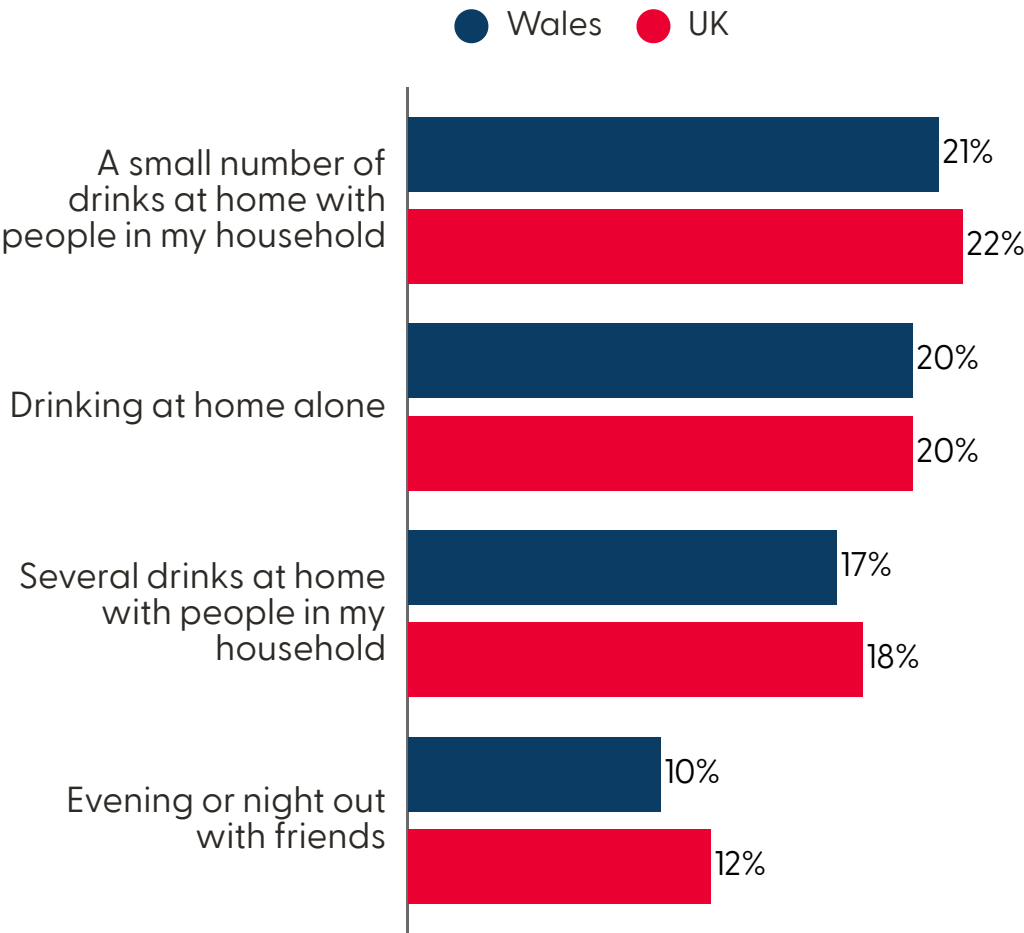
Drinkers in Wales, like all UK drinkers, drink more than they typically would in certain moments

% of drinkers in Wales who drink more than they typically would when...



There are no statistically significant differences in drinking on these occasions at least once a week in Wales compared to the UK

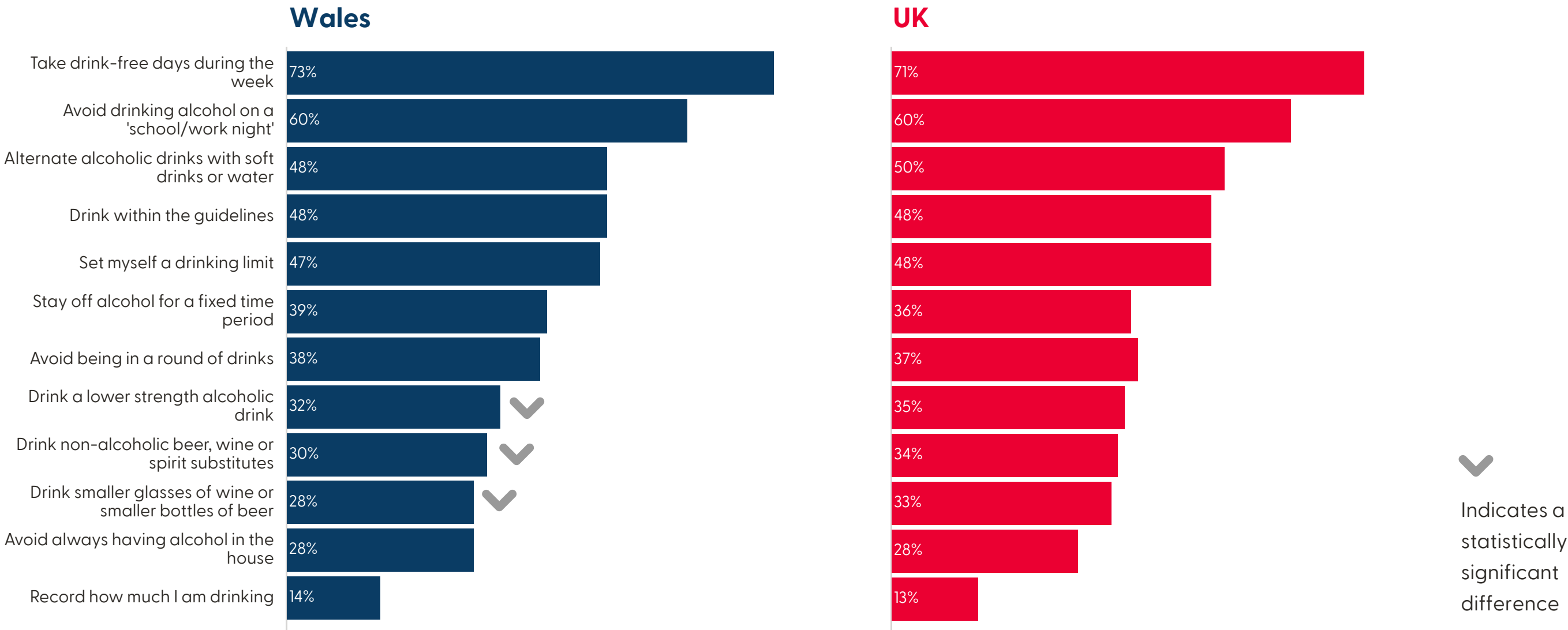
% who had alcohol on different occasions at least once a week



Moderation techniques

92% of drinkers in Wales used at least one moderation technique in 2026, similar to all UK drinkers (91%)

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



Trying to reduce their drinking



of drinkers in Wales have tried to reduce their drinking in the last 12 months

This is the same as all UK drinkers



Finances are a key aspect of cutting back

51%

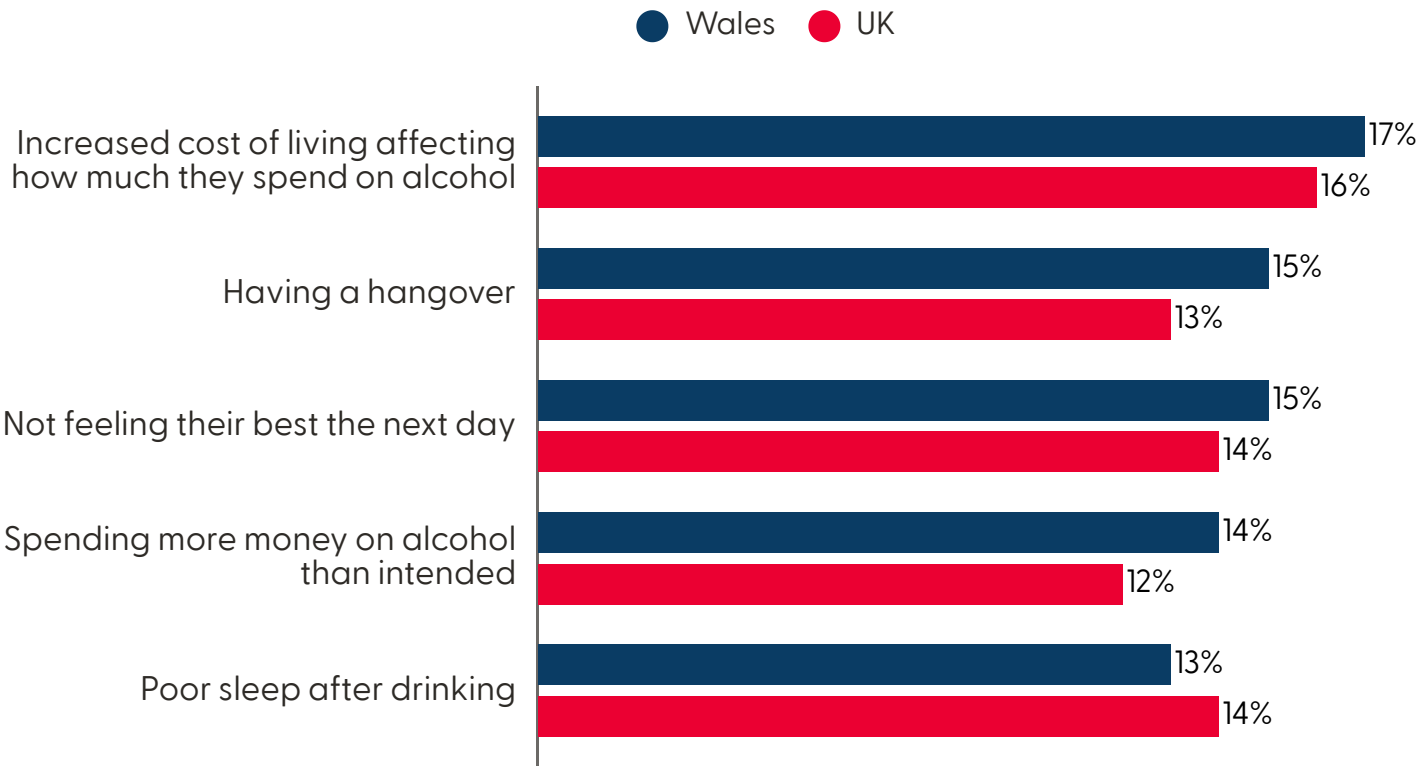
of those who have cut back over the last 12 months say they spend less money on alcohol

This is the same as all UK drinkers who reduced their alcohol consumption over that period



Like all UK drinkers, increased cost of living is the most common reason given for people in Wales to think about reducing their drinking

Top reasons for thinking about reducing their drinking over the last 12 months:
(No statistically significant differences compared to UK)



33%

of drinkers in Wales indicated that nothing made them think about reducing their drinking in the last 12 months

Similar to all UK drinkers (34%)

Drinking in Wales: a recap



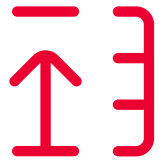
Adults in Wales drink at similar levels to all UK adults

In terms of drinking frequency, units consumed in a typical day and binge drinking



Four in five (80%) drinkers in Wales drank within the low risk weekly guidelines of 14 units in the last week

Similar to the UK overall (78%)



Nine in ten drinkers (92%) in Wales use at least one moderation technique (similar to the UK overall; 91%)

Drinkers in Wales are less likely to drink lower strength alcoholic drinks, non-alcoholic drinks and smaller glasses/bottles compared to all UK



Two in five (39%) drinkers in Wales have tried to reduce their drinking in the last 12 months (same as all UK)

Like the rest of the UK, they are most likely to cite finances as a key aspect of cutting back

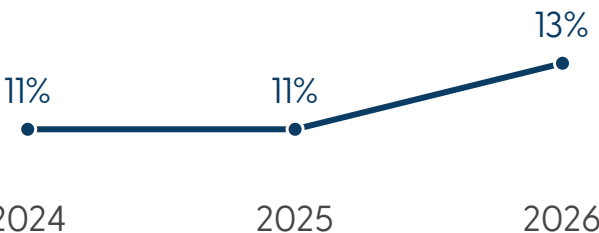
The UK story: drinking behaviours in 2026



UK drinkers are drinking more when they drink

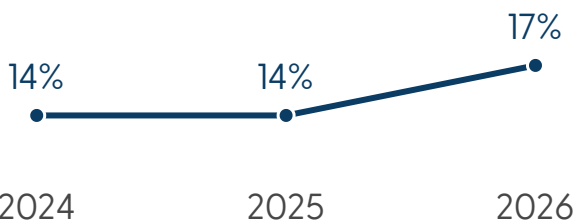
Binge drinking is up

% of UK drinkers binge drinking weekly or more often



Units on a typical drinking day are up

% drinking 7+ units on a typical day when drinking



Drinking within the low risk drinking guidelines has fallen

78%, down from 82% in 2025 and 81% in 2024



Drinking varies across different moments and contexts

With drinkers highlighting that they drink more in moments that include...

- Being out with friends
- Being on holiday
- When the weather is nice
- Having no responsibilities or plans the next day



Sunny May Bank Holiday

Drinkers were less likely to drink within the low risk weekly guidelines over the week including the bank holiday



At the same time, more drinkers are trying to manage their drinking



91%

Moderate their drinking

With use of at least one moderation technique up from 87% in 2025



39%

Have tried to cut down

And this has increased from 36% in 2025



Read our [2026 UK trends report](#)

Find out more



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