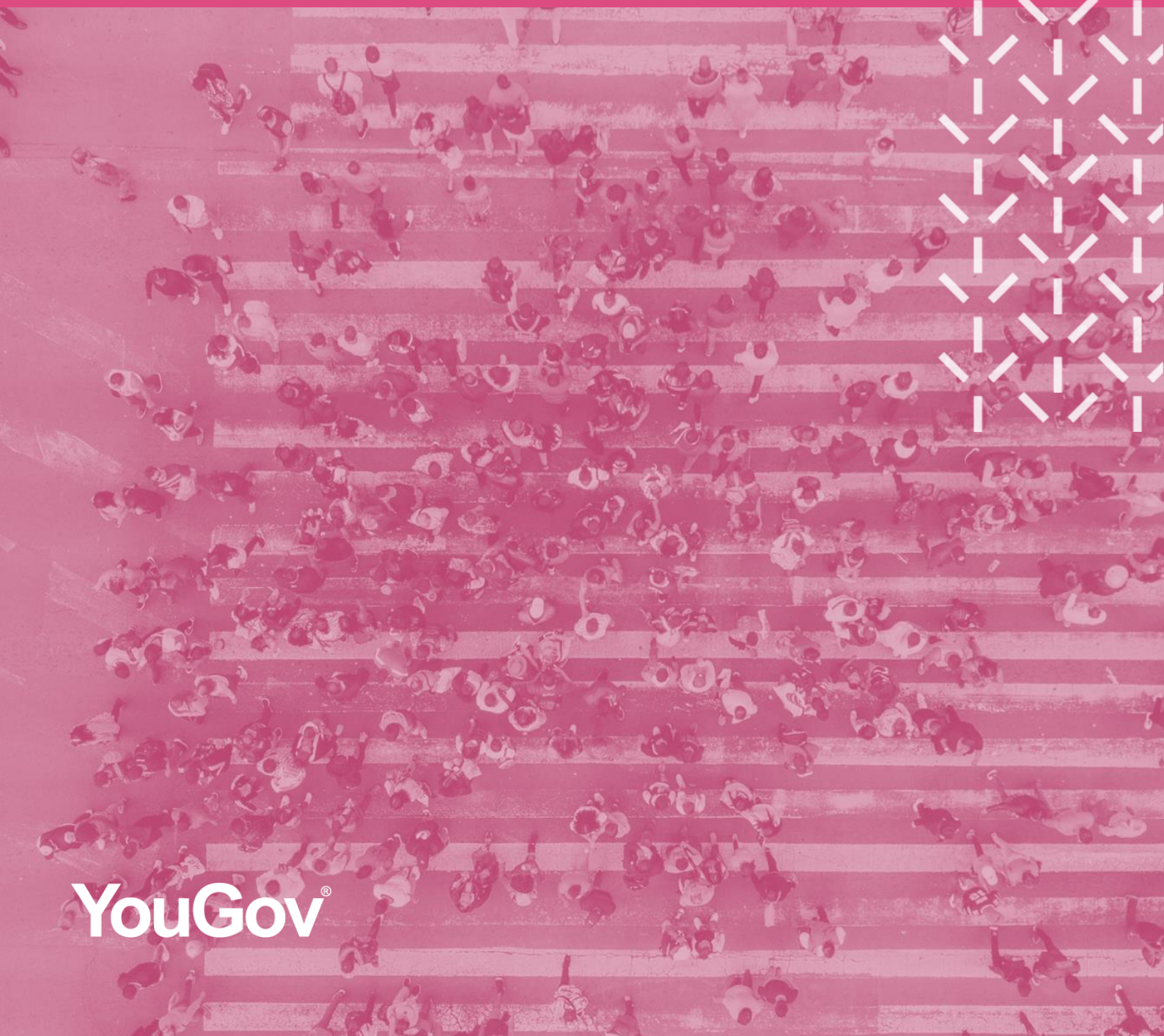
Drinkaware Monitor 2024

Technical Report

June 2024



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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 2024 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 covered:

- Drinking behaviour in the UK, measuring drinking frequency and quantity of drinking among UK adults and AUDIT/AUDIT-C classification
- Drinking motivations and occasions
- Openness to moderation techniques

The topical areas for 2024 included:

- Concern around own and someone else's drinking
- Perceptions of drinking moderation
- Awareness of drinking guidelines
- Seeking support
- Perceptions among parents concerning allowing their 11–17-year-olds to drink alcohol
- Perceptions of risky drinking
- Relationships with alcohol
- Stigma towards those that have a drinking problem

The Drinkaware Monitor survey is a long running research project conducted for Drinkaware by YouGov (in 2017-2024) 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

Consistent with the 2023 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.

Table 2: AUDIT-C scores

[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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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.

Scoring:

- 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

Patient Health Questionnaire-4 (PHQ-4)

The 'Patient Health Questionnaire-4' (PHQ-4)[1] is a 4-item inventory rated on a 4-point Likert-type scale. Its items are drawn from the first two items of the 'Generalized Anxiety Disorder–7 scale' (GAD–7) and the 'Patient Health Questionnaire-8' (PHQ-8). Its purpose is to allow for very brief and accurate measurement of depression and anxiety.

Over the last 2 weeks, how often have you been bothered by the following problems?

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1. Little interest or pleasure in doing things [Depression subscale]
2. Feeling down, depressed, or hopeless [Depression subscale]
3. Feeling nervous, anxious, or on edge [Anxiety subscale]
4. Not being able to stop or control worrying [Anxiety subscale]

- Not at all (0)
- Several days (1)
- More than half the days (2)
- Nearly every day (3)

Scoring:

PHQ-4 scores are summed and categorised as following:

- Normal (0 –2)
- Mild (3–5)
- Moderate (6 – 8)
- Severe (9 –12)

Depression subscale: a score of 3 or more indicates potential cases of depression.
Anxiety subscale: a score of 3 or more indicates potential cases of anxiety.

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Method

Sampling

As with previous Drinkaware Monitor surveys, the sample for the 2024 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.

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Sample

This year, the sample was smaller than in the 2023 Monitor and in total, 5,143 UK adults were surveyed.

This included 2,540 in England, 1,035 in Wales, 1,049 in Scotland and 519 in Northern Ireland. The devolved nations were proportionally over-sampled, relative to their population size, to allow for more robust analysis at nation level.

Data weighting

Weighting adjusts the contribution of individual respondents to aggregated figures and is used to make surveyed populations more representative of a project-relevant and typically the larger population, by forcing it to mimic the distribution of that larger population's significant characteristics. 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 as a whole. 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 of National Statistics (ONS). Social grade is taken from the National Readership Survey (NRS).

Table 3 provides a breakdown of the sample for the 2024 Drinkaware Monitor.

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Table 3: Unweighted and weighted sample breakdown

Sample	Unweighted N	Unweighted %	Weighted N	Weighted %
Male	2522	49%	2526	49%
Female	2621	51%	2617	51%
18 to 24	616	12%	604	12%
25 to 34	863	17%	907	18%
35 to 44	819	16%	861	17%
45 to 54	892	17%	945	18%
55 to 64	829	16%	765	15%
65 to 75	719	14%	699	14%
76+	405	8%	363	7%
North East	121	2%	207	4%
North West	325	6%	566	11%
Yorkshire and Humber	259	5%	423	8%
East Midlands	223	4%	376	7%
West Midlands	267	5%	453	9%
East of England	283	5%	475	9%
London	399	8%	682	13%
South East	403	8%	700	14%
South West	260	5%	436	8%
Wales	1035	20%	245	5%
Scotland	1049	20%	436	8%
Northern Ireland	519	10%	143	3%
ABC1	2648	51%	2730	53%
C2DE	2495	49%	2413	47%

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.

Segmentation

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The same approach to 2023's segmentation was produced, which focused upon people who drink alcohol at increasing or higher risk levels (AUDIT scores of 8-19), with the aim of grouping people based on their consumption habits. This includes how often people drink, where they drink and when they drink. A total of n=1,032 people who drink were included in the segmentation.

The segments we produced were:

- Segment 1 - Solo home drinkers - 17%
- Segment 2 – Family home drinkers - 19%
- Segment 3 – Weekend binge drinkers - 24%
- Segment 4 – Reliant drinkers -16%
- Segment 5 – Now and again drinkers - 24%

The segmentation used the k-means algorithm. The process works by putting observations into clusters and ensuring that 1) observations *within* each cluster are as similar as possible and 2) the *separate* clusters are as different as possible.

In 2023, we produced a 13 statement option of golden questions, which can be used where there is limited space for the full segmentation:

- **A4_2** Reasons for drinking: Because it helps you when you feel depressed or nervous
- **A4_4** Reasons for drinking: Because you like the feeling
- **A4_5** Reasons for drinking: To get a buzz
- **A4_6** Reasons for drinking: Because it makes social gatherings more fun
- **A4_7** Reasons for drinking: To fit in with a group you like
- **A4_8** Reasons for drinking: Because it improves parties and celebrations
- **A4_9** Reasons for drinking: To forget about your problems
- **A4_10**Reasons for drinking: Because it's fun
- **A4_12**Reasons for drinking: So you won't feel left out
- **A5_new_1_rec** Drinking occasion: Drinking at home alone
- **A5_new_2_rec** Drinking occasion: A small number of drinks at home with people in my household
- **A5_new_3_rec** Drinking occasion: Several drinks at home with people in my household
- **A5_new_8_rec** Drinking occasion: Going out for a couple of drinks in the afternoon

Where space is even more limited, we can re-create the segments from 10 of these statements (still with high overall accuracy):

- **A4_2** Reasons for drinking: Because it helps you when you feel depressed or nervous

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- **A4_4** Reasons for drinking: Because you like the feeling
- **A4_5** Reasons for drinking: To get a buzz
- **A4_8** Reasons for drinking: Because it improves parties and celebrations
- **A4_9** Reasons for drinking: To forget about your problems
- **A4_12** Reasons for drinking: So you won't feel left out
- **A5_new_1_rec** Drinking occasion: Drinking at home alone
- **A5_new_2_rec** Drinking occasion: A small number of drinks at home with people in my household
- **A5_new_3_rec** Drinking occasion: Several drinks at home with people in my household
- **A5_new_8_rec** Drinking occasion: Going out for a couple of drinks in the afternoon

However, in 2024, all segmentation questions were included in the survey, so the full segmentation was used.

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Appendix

Full questionnaire

Base: All

Question type: ***Single***

[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

Question type: ***Single***
#Question display logic:
if profile_work_stat in [1,2,3] and pdl.employee_status.last > days(100) and updated

[employee_status] Are you employed by someone else, or are you self-employed? If both are true, then please think about the one that occupies more of your time.

<1>	Employee
<2>	Self-employed

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

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#Question display logic:
if profile_work_stat in [6,7]

[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: Those unemployed or not working
Question type: ***Multiple***
#row order: randomize #Columns: 2
#Question display logic:
if profile_work_stat in [6,7]

[reasons_not_working] You previously mentioned that you are not working or are unemployed at the moment. For what reasons, if any, are you not working? Please select all that apply.

<1>	I have a health condition that means that I cannot work	<9>	I normally do seasonal work that isn't currently available
<2>	I can work, but it is difficult to find work which allows me to manage my health condition	<10>	I don't have a permanent place to live
<3>	I have caring responsibilities that mean that I cannot work	<12>	I am waiting to hear back from jobs that I have applied for
<4>	I can work, but it is difficult to find work which allows me to manage my caring responsibilities	<13>	I want some time out of the employment market

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<5>	Lack of affordable or available childcare means I cannot work	<95 fixed>	Other (open [not_working_other]) [open] please specify
<6>	Lack of affordable or available care for the adult I care for means I cannot work	<999 fixed xor>	Not applicable – there is no particular reason that I am not working
<7>	I have tried to find work but haven't been successful	<977 fixed xor>	Don't know
<8>	I am looking a specific type of role or job that I haven't found or hasn't been available	<933 fixed xor>	Prefer not to say

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

[S1] At birth were you described as:

A later question gives the option to tell us if your gender is different from your sex registered at birth, and, if different, to record your gender.

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
<3>	Intersex
<97>	Prefer not to say

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

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[S2] Is the gender you identify with the same as your sex registered at birth?

<1>	Yes
<2>	No

Base: All those with a different gender identity
Question type: ***Open***
#any
#Question display logic:
If [S2] - No is selected [if S2 == 2]

[S2a] How would you describe your current gender identity?

Prefer not to say

Question type: ***Single***

[S3] How would you describe your sexual orientation?

<1>	Bisexual
<2>	Heterosexual
<3>	Queer
<4>	Pansexual
<5>	Unsure
<6>	Lesbian
<7>	Asexual
<8>	Gay
<98>	Another way (open [s3_other]) [open] please specify
<99>	Prefer not to say

Question type: ***Text***

Moving on...

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Question type: ***Pdl***
#Question display logic:
if pdl.parent.last > months(6) and updated

[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: Those with children under 18 years old
Question type: ***Grid***
#Question display logic:
if parent.has_any ([1])

[Y1] Do you have children in any of the following age groups?

-[Y1_1]	Under 5 years
-[Y1_2]	5-10 years
-[Y1_3]	11-14 years
-[Y1_4]	15-17 years
<1>	Yes
<2>	No

Base: Those who have a 11-17 year old child(ren)
Question type: ***Multiple***
#Question display logic:
If [Y1] - 11-14 years, Yes is selected

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Or If [Y1] - 15-17 years, Yes is selected
[if Y1_3 == 1 or Y1_4 == 1]

[Y2_] In the last 12 months, have you ever allowed your child(ren) to have an alcoholic drink? By this, we mean a whole alcoholic drink, not just a sip.

<1>	Yes, I have allowed my 11-14 year old to drink a whole alcoholic drink, not just a sip
<2>	Yes, I have allowed my 15-17 year old to drink a whole alcoholic drink, not just a sip
<3 fixed xor>	No, I have **not** allowed my child(ren) to drink a whole alcoholic drink
<97 fixed xor>	Prefer not to say

#option display logic:
<1> - If [Y1] - 11-14 years, Yes is selected
And <2> - If [Y1] - 15-17 years, Yes is selected
[if Y1_3 == 1 and Y1_4 == 1]

Base: Those who haven't given their 11-17 year old child(ren) an alcoholic drink
Question type: ***Multiple***
#Question display logic:
if Y2_.has_any([3])

[Y3_] Would you allow your child(ren) to have an alcoholic drink before they are 18 years old? By this, we mean a whole alcoholic drink, not just a sip.

<1>	Yes, I would allow my 11-14 year old to drink a whole alcoholic drink, not just a sip
<2>	Yes, I would allow my 15-17 year old to drink a whole alcoholic drink, not just a sip
<3 fixed xor>	No, I would **not** allow my child(ren) to drink a whole alcoholic drink
<98 fixed xor>	Don't know
<97 fixed xor>	Prefer not to say

#option display logic:
<1> - If [Y1] - 11-14 years, Yes is selected

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And <2> - If [Y1] - 15-17 years, Yes is selected
[if Y1_3 == 1 and Y1_4 == 1]

Base: Those who have given their 11-17 year old child(ren) an alcoholic drink
Question type: ***Multiple***
#Question display logic:
if Y2_.has_any([1,2])

[Y4_] In the last 12 months, have you personally ever given your child(ren) an alcoholic drink for them to drink unsupervised (that is, without yourself or another adult present), or not?

<1>	Yes, I have personally given my 11-14 year old an alcoholic drink for them to drink unsupervised
<2>	Yes, I have personally given my 15-17 year old an alcoholic drink for them to drink unsupervised
<4 fixed xor>	No, I have **not** personally given my child(ren) an alcoholic drink for them to drink unsupervised
<98 fixed xor>	Don't know
<97 fixed xor>	Prefer not to say

#option display logic:
<1> - If [Y1] - 11-14 years, Yes is selected
And <2> - If [Y1] - 15-17 years, Yes is selected
[if Y1_3 == 1 and Y1_4 == 1]

Base: Those who have given their 11-17 year old child(ren) an alcoholic drink
Question type: ***Multiple***
#Question display logic:
if Y2_.has_any ([1,2])

[Y5_] Would you personally ever give your child(ren) an alcoholic drink for them to drink unsupervised in the future (that is, without yourself or another adult present), or not?

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<1>	Yes, I would personally give my 11-14 year old an alcoholic drink for them to drink unsupervised
<2>	Yes, I would personally give my 15-17 year old an alcoholic drink for them to drink unsupervised
<4 fixed xor>	No, I would **not** personally give my child(ren) an alcoholic drink for them to drink unsupervised
<98 fixed xor>	Don't know
<97 fixed xor>	Prefer not to say

#option display logic:
<1> - If [Y1] - 11-14 years, Yes is selected
And <2> - If [Y1] - 15-17 years, Yes is selected
[if Y1_3 == 1 and Y1_4 == 1]

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
<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***

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#Question display logic:
If [A1] - Never is selected [if A1 == 99]

[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: Those who have given up alcohol
Question type: ***Multiple***
#row order: randomize #Columns: 2
#Question display logic:
If [A1a] - I used to drink alcohol but have given up is selected [if A1a == 1]

[A1b] What were your reasons for giving up alcohol? Please select all that apply.

<1>	Religious reasons	<9>	Alcohol wasn't fitting into my lifestyle anymore
<2>	Don't like the taste of alcohol	<10>	Don't like the physical effects it has on me
<3>	Don't like the behavioural effects it has on me	<11>	To perform better at work
<4>	My partner/spouse doesn't drink	<12>	Because of pregnancy
<5>	I felt my drinking was problematic	<13>	Because of family and childcare responsibilities
<6>	To lose weight	<95 fixed>	Other (open [A1b_other]) [open] please specify
<7>	To improve my health generally	<98 fixed xor>	Can't remember
<8>	I was advised to by a healthcare professional	<97 fixed xor>	Prefer not to say

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Base: All non-drinkers
Question type: ***Grid***
#row order: randomize
#Question display logic:
If [A1] - Never is selected [if A1 == 99]

[NEW_P1] Thinking about the last 12 months, how often, if at all, have you experienced the following:

-[NEW_P1_1]	Pressure to drink alcoholic drinks even if others know that you don't drink
-[NEW_P1_2]	Being asked to explain or justify why you aren't drinking alcohol
-[NEW_P1_3]	Not having a non-alcoholic alternative to alcoholic drinks available
-[NEW_P1_4]	Deciding not to attend events because they will serve alcohol
-[NEW_P1_5]	Trying to hide that you do not drink alcohol from others
-[NEW_P1_6]	Feeling like an outsider in a situation where others are drinking alcohol
-[NEW_P1_7]	Feeling that others are avoiding you because you do not drink alcohol
-[NEW_P1_8]	Ending up in an argument because you do not drink
<1>	Always
<2>	Often
<3>	Sometimes
<4>	Rarely
<5>	Never
<97>	Don't know

Base: All drinkers
Question type: ***Single***
#Question display logic:
if drink==1

[New_P2] How would you describe your drinking over the course of the last 12 months?

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<1>	No cause for concern
<2>	Some cause for concern
<3>	A large cause for concern
<98>	Don’t know
<97>	Prefer not to say

#Question display logic:
if drink==1

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.

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

Question type: ***Single***
#Question display logic:
if drink==1

[WeekDay] which day of the week is it?

<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

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

Base: All drinkers
Question type: ***Grid***
#row order: randomize
#Question display logic:
if drink==1

[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

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Base: All drinkers
Question type: ***Dyngrid***
#row order: randomize
#Question display logic:
if drink==1

[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
-[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***
#Question display logic:
if drink==1

[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?

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

Question type: ***Text***

The next questions are about moderation techniques when drinking alcohol.

Base: All drinkers
Question type: ***Grid***
#row order: randomize
#Question display logic:
if drink==1

[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)

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<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: ***Dyngrid***
#row order: randomize
#Question display logic:
if A8_1 in [1,2,3] or A8_2 in [1,2,3] or A8_3 in [1,2,3] or A8_4 in [1,2,3] or A8_5 in [1,2,3] or A8_6 in [1,2,3] or A8_7 in [1,2,3] or A8_8 in [1,2,3] or A8_9 in [1,2,3] or A8_10 in [1,2,3] or A8_11 in [1,2,3] or A8_12 in [1,2,3]

[M1_] You indicated that you are either currently doing, or have done in the past, an action to moderate your drinking.

Please rate how effective or ineffective each of the following techniques were in helping you to moderate your drinking.

-[M1_1 if A8_1 in [1,2,3]]	Avoid always having alcohol in the house	-[M1_7 if A8_7 in [1,2,3]]	Avoid drinking alcohol on a 'school/work night'
-[M1_2 if A8_2 in [1,2,3]]	Record how much I am drinking	-[M1_8 if A8_8 in [1,2,3]]	Avoid being in a round of drinks
-[M1_3 if A8_3 in [1,2,3]]	Drink a lower strength alcoholic drink	-[M1_9 if A8_9 in [1,2,3]]	Drink within the guidelines
-[M1_4 if A8_4 in [1,2,3]]	Alternate alcoholic drinks with soft drinks or water	-[M1_10 if A8_10 in [1,2,3]]	Stay off alcohol for a fixed time period
-[M1_5 if A8_5 in [1,2,3]]	Drink smaller glasses of wine or smaller bottles of beer	-[M1_11 if A8_11 in [1,2,3]]	Take drink-free days during the week

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-[M1_6 if A8_6 in [1,2,3]]	Set myself a drinking limit e.g. just a glass/bottle	-[M1_12 if A8_12 in [1,2,3]]	Drink non-alcoholic beer, wine or spirit substitutes

<1>	Very effective
<2>	Fairly effective
<3>	Fairly ineffective
<4>	Very ineffective
<97>	Don't know

Base: Those who currently use one moderation technique or would be willing to do so
Question type: ***Dyngrid***
#row order: randomize
#Question display logic:
if A8_1 in [1,2,3,4] or A8_2 in [1,2,3,4] or A8_3 in [1,2,3,4] or A8_4 in [1,2,3,4] or A8_5 in [1,2,3,4] or A8_6 in [1,2,3,4] or A8_7 in [1,2,3,4] or A8_8 in [1,2,3,4] or A8_9 in [1,2,3,4] or A8_10 in [1,2,3,4] or A8_11 in [1,2,3,4] or A8_12 in [1,2,3,4]

[M2_] How supportive or unsupportive do you feel your friends, family or work colleagues are when you use, or talk about using, each of the following moderation techniques?

-[M2_1 if A8_1 in [1,2,3,4]]	Avoid always having alcohol in the house	-[M2_7 if A8_7 in [1,2,3,4]]	Avoid drinking alcohol on a 'school/work night'
-[M2_2 if A8_2 in [1,2,3,4]]	Record how much I am drinking	-[M2_8 if A8_8 in [1,2,3,4]]	Avoid being in a round of drinks

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-[M2_3 if A8_3 in [1,2,3,4]]	Drink a lower strength alcoholic drink	-[M2_9 if A8_9 in [1,2,3,4]]	Drink within the guidelines
-[M2_4 if A8_4 in [1,2,3,4]]	Alternate alcoholic drinks with soft drinks or water	-[M2_10 if A8_10 in [1,2,3,4]]	Stay off alcohol for a fixed time period
-[M2_5 if A8_5 in [1,2,3,4]]	Drink smaller glasses of wine or smaller bottles of beer	-[M2_11 if A8_11 in [1,2,3,4]]	Take drink-free days during the week
-[M2_6 if A8_6 in [1,2,3,4]]	Set myself a drinking limit e.g. just a glass/bottle	-[M2_12 if A8_12 in [1,2,3,4]]	Drink non-alcoholic beer, wine or spirit substitute

<1>	Very supportive
<2>	Quite supportive
<3>	Neither supportive nor unsupportive
<4>	Quite unsupportive
<5>	Very unsupportive
<97>	Don’t know
<99>	Not applicable - my friends, family or work colleagues do not know that I use a moderation technique

#Question display logic:
if drink==1

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

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<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?

<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?

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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***

[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
<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

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<2>	Yes, but not in the last year
<3>	Yes, during the last year

Base: All that have had someone else be concerned about their drinking or suggested they cut down
Question type: ***Multiple***
#row order: randomize
#Question display logic:
If [T7] - Yes, but not in the last year or Yes, during the last year, is selected [if T7 in [2,3]]

[T8a] What actions did your friend, relative, doctor or other health worker take to address their concerns about your drinking? Please select all that apply.

<1>	Made a comment about it
<2>	Spoke to me about it / had a conversation
<3>	Sought advice or support for me from a professional or helpline
<4>	Encouraged me to seek help or treatment
<95 fixed>	Other (open [T8a_other]) [open] please specify
<999 fixed xor>	Prefer not to say

Question type: ***Text***

The next questions are about how other people's drinking might have affected you. We understand that this is a sensitive subject, so please use the 'prefer not to say' options if you do not feel comfortable answering the question.

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). If you are in Scotland, you can also contact Drinkline Scotland on 0800 7314 314. Or click here for Drinkaware alcohol support services information.

Or here for We are With You alcohol support services information.

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.

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

Base: Those concerned by someone else's drinking
Question type: ***Multiple***
#row order: randomize
#Question display logic:
If [CO_1] - Yes is selected [if CO_1 == 1]

[CO_5] What actions, if any, have you taken to address your concerns about someone else's drinking? Please select all that apply.

<4>	I have made a comment about it to them
<1>	I have spoken to them about it
<2>	I have sought advice or support from a professional or helpline
<3>	I have encouraged them to seek help or treatment
<95 fixed>	Other (open [CO_5_other]) [open] please specify
<99 fixed xor>	N/A - I have not taken any specific actions
<999 fixed xor>	Prefer not to say

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

[SA_3_] 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

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Base: All drinkers
Question type: ***Multiple***
#row order: randomize
#Question display logic:
if drink==1

[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.

<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)
<97 fixed xor>	Don't know
<99 fixed xor>	None of these

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

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<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.

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

[GU_2] Which of the following do you think the guidelines include? Please tick all that apply.

<1>	A daily limit
<2>	A weekly limit
<3>	Different limits for men and women
<4>	The same limit for everyone
<98 xor>	Don't know

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

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[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

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

[GU_6] Which, if any, of the following do you think is the correct UK Chief Medical Officers' guidance to women who are pregnant or who think they could be pregnant? Please select one option.

<1>	Avoid drinking alcohol in the first 3 months of pregnancy and if you choose to drink have no more than 1-2 UK units once or twice a week and avoid getting drunk or binge drinking
<2>	Avoid drinking alcohol in the first 3 months of pregnancy and if you choose to drink have no more than 5-6 UK units once or twice a week and avoid getting drunk or binge drinking
<3>	The safest approach is not to drink alcohol at all
<4>	It is safe to drink any amount of alcohol
<97>	Don't know
<99>	None of the above

Question type: ***Text***

The next section focuses upon your perceptions of alcohol harms.

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

[PA1] On a scale from 1 to 5, with 1 meaning "not at all risky" to 5 meaning "very risky", how would you rate the risk of experiencing harm associated with each of the following drinking behaviours?

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-[PA1_1]	Drinking frequently e.g. drinking on most days of the week
-[PA1_2]	Drinking a lot in a single session
-[PA1_3]	Drinking a lot in a single session often
-[PA1_4]	Not being able to stop drinking once started
-[PA1_5]	Failing to do what was normally expected due to drinking
-[PA1_6]	Feeling the need to drink the morning to get going after a heavy drinking session
-[PA1_7]	Feeling guilt or remorse after drinking
-[PA1_8]	Unable to remember what happened the night before due to drinking
-[PA1_9]	Drinking resulted in injury to themselves or someone else
<1>	Not at all risky 1
<2>	2
<3>	3
<4>	4
<5>	Very risky 5
<97>	Don't know

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

[PA2] If someone close to you told you the following, how likely or not do you think they are to have a problem with alcohol?

-[PA2_1]	They are sometimes worried about meeting their friends again the day after a drinking session

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-[PA2_2]	Their partner/spouse sometimes tries to stop them from having a drink
-[PA2_3]	Their children sometimes criticise their drinking
-[PA2_4]	They are sometimes late to work because of their drinking
-[PA2_5]	They sometimes make excuses about money due to their drinking
-[PA2_6]	They have previously been in trouble with the police due to their drinking
-[PA2_7]	They sometimes are physically sick after drinking
-[PA2_8]	Their drinking has meant they have given up a hobby they used to enjoy
-[PA2_9]	They feel in need of forgiveness after they have been drinking
<1>	Very unlikely
<2>	Somewhat unlikely
<3>	Neither likely nor unlikely
<4>	Somewhat likely
<5>	Very likely
<97>	Don't know

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

[PA3] If you were worried about your drinking, which, if any, of the following might put you off seeking help? Please select all that apply.

<1>	Having to admit to others that I have a problem	<9>	Fear that the process will be too time-consuming
<2>	To be labelled (stigmatisation)	<10>	That I cannot take time off from work

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<3>	Fear of the consequences (e.g. losing a job, not spending time with children)	<11>	I do not know where to seek help
<4>	The belief that I can handle it myself	<12>	That I do not have time
<5>	That others would find out	<95 fixed>	Other (open [PA3_other]) [open] please specify
<6>	The price of treatment (that it is expensive)	<99 fixed xor>	Not applicable – I do not think there is anything that would put me off getting help
<7>	That it will oblige me to change my lifestyle	<97 fixed xor>	Don't know
<8>	The uncertainty about what treatment entails	<98 fixed xor>	Prefer not to say

Question type: ***Text***

The next section focuses upon the issue of stigma relating to alcohol consumption.

Base: All
Question type: ***Scale***

[ST1] How different or not do you think a person with an alcohol problem is, compared to everyone else in the general population?

Range: Not at all different 1 ~ 9 Completely different
Don't know

Base: All
Question type: ***Scale***

[ST2] How respected or not do you think a person with an alcohol problem is, compared to everyone else in the general population?

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Range: Not at all respected 1 ~ 9 Completely respected
Don't know

Base: All
Question type: ***Scale***

[ST3] How responsible or not do you think people with an alcohol problem are for their struggles with alcohol?

Range: Not at all responsible 1 ~ 9 Completely responsible
Don't know

Question type: ***Text***

The following question is about your personal health and wellbeing.

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

[MH_4] Over the last 2 weeks, how often have you been bothered by the following problems?

-[MH_4_1]	Little interest or pleasure in doing things
-[MH_4_2]	Feeling down, depressed, or hopeless
-[MH_4_3]	Feeling nervous, anxious, or on edge
-[MH_4_4]	Not being able to stop or control worrying
<1>	Not at all
<2>	Several days
<3>	More than half the days
<4>	Nearly every day
<5>	Prefer not to say

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

[caring_responsibilities] Do you currently look after, or give any help or support to anyone because they have long-term physical or mental health conditions or illnesses?

<1>	No
<2>	Yes
<97>	Don't know
<999>	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

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