

## YouGov-Cambridge Survey Results

Sample Size: 64303 GB Adults  
Fieldwork: 13th April - 20th May 2011

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
<b>Male</b>	<b>5239</b>	5239	0	1714	1760	1765	2792	2447	1291	891	473	637	1164	261	522
Unweighted Sample	5486	5486	0	1311	1829	2346	3419	2067	1227	846	545	595	1458	293	522
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A unit of alcohol is roughly the same as a small glass of wine, half a pint of beer, or a single measure of spirits. How often would you say you drink eight or more units of alcohol in a single drinking session?

Never	<b>29</b>	29	0	18	25	44	30	27	24	31	34	30	33	28	23
Between one to four times a year	<b>21</b>	21	0	19	25	19	22	20	21	21	24	20	20	19	23
Between five and eleven times a year	<b>11</b>	11	0	14	12	9	13	10	11	12	12	11	11	8	14
Between one and three times a month	<b>17</b>	17	0	26	15	12	16	19	18	15	13	16	19	20	21
Between one and three times a week	<b>13</b>	13	0	15	15	9	12	14	17	14	10	11	10	10	12
More than three times a week	<b>5</b>	5	0	3	7	6	5	6	7	6	4	6	4	9	5
Don't know	<b>3</b>	3	0	6	2	1	2	5	3	2	2	7	2	6	3

<b>Female</b>	<b>5541</b>	0	5541	1688	1784	2068	3352	2189	1361	877	562	743	1304	278	416
Unweighted Sample	5294	0	5294	1708	1906	1680	3444	1850	1172	772	552	693	1407	259	439
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

A unit of alcohol is roughly the same as a small glass of wine, half a pint of beer, or a single measure of spirits. How often would you say you drink six or more units of alcohol in a single drinking session?

Never	<b>42</b>	0	42	23	38	60	42	42	40	43	48	42	42	41	30
Between one to four times a year	<b>24</b>	0	24	25	27	19	24	23	23	23	22	22	25	25	24
Between five and eleven times a year	<b>10</b>	0	10	15	9	6	10	9	9	9	13	12	9	9	9
Between one and three times a month	<b>13</b>	0	13	23	11	7	13	14	15	13	10	12	12	9	21
Between one and three times a week	<b>7</b>	0	7	9	9	3	6	8	7	6	4	6	7	9	11
More than three times a week	<b>3</b>	0	3	2	3	3	3	3	4	3	1	2	3	3	2
Don't know	<b>2</b>	0	2	3	2	2	2	3	2	3	1	4	2	3	3

	Gender		Age and Gender			Social Grade		Region							
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
<b>Split C</b>	<b>10780</b>	5239	5541	3403	3544	3833	6145	4635	2652	1768	1035	1380	2469	539	938
Unweighted Sample	<b>10780</b>	5486	5294	3019	3735	4026	6863	3917	2399	1618	1097	1288	2865	552	961
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How many units on average would you say you drink in a normal week?**

None, I do not drink alcohol	<b>18</b>	13	23	19	18	18	16	21	18	18	22	21	17	19	14
1 unit (half a pint, a small glass of wine, a single measure of spirits)	<b>18</b>	13	22	18	18	17	17	19	16	18	18	20	18	18	19
2 - 4 units	<b>19</b>	18	20	19	18	19	19	18	18	21	19	17	21	19	16
5 - 7 units	<b>11</b>	11	11	12	9	12	13	9	10	11	12	10	12	10	12
8 - 10 units	<b>8</b>	10	6	8	8	7	8	7	8	8	7	8	8	7	9
11 – 13 units	<b>4</b>	4	4	4	4	4	4	3	4	3	4	3	4	4	6
14 – 16 units	<b>5</b>	7	4	5	5	6	6	5	6	5	5	4	5	5	5
17-19 units	<b>2</b>	3	1	2	2	2	2	2	2	2	2	2	2	2	4
20 – 22 units	<b>4</b>	6	2	3	4	4	4	4	5	4	2	3	4	4	4
23 units or more	<b>6</b>	10	2	4	7	6	6	6	8	6	4	6	5	6	6
Don't know	<b>5</b>	6	5	7	5	4	4	7	5	5	4	7	5	6	6

**People give different reasons for why they drink alcohol. Which of the following is the most common reason for you drinking alcohol?**

For the pleasure of drinking	<b>44</b>	47	41	39	43	49	47	39	44	43	44	41	45	39	48
It helps me to relax	<b>17</b>	17	17	13	21	17	18	16	17	18	16	13	18	19	17
It makes me feel more sociable	<b>10</b>	10	10	14	9	8	10	11	10	12	12	11	9	10	9
I think it's fun	<b>3</b>	3	3	7	2	1	2	4	3	2	3	5	3	1	3
It helps me forget my problems	<b>2</b>	2	1	2	2	1	1	2	2	2	1	1	2	1	2
It makes me feel more confident	<b>2</b>	1	2	3	1	0	1	2	1	2	1	2	1	2	3
It makes me feel happy	<b>2</b>	2	2	1	2	1	2	1	1	2	1	2	2	3	2
It helps me sleep	<b>1</b>	1	1	1	2	2	1	1	1	2	1	1	1	1	1
I use it for pain relief	<b>1</b>	1	1	0	1	1	1	1	1	1	0	1	1	2	0
It means I can do things I would not normally do	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/don't drink	<b>19</b>	15	22	19	18	21	17	22	19	17	21	23	18	23	15

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
<b>Split C</b>	<b>10780</b>	5239	5541	3403	3544	3833	6145	4635	2652	1768	1035	1380	2469	539	938
Unweighted Sample	10780	5486	5294	3019	3735	4026	6863	3917	2399	1618	1097	1288	2865	552	961
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means 'no threat' and 10 means 'a serious threat', to what extent, if at all, do you feel your drinking alcohol represents a threat to your health?

0- No threat	<b>34</b>	27	41	26	35	41	34	34	34	35	38	30	35	35	32
1	<b>10</b>	10	10	9	10	11	11	9	10	11	9	11	11	12	6
2	<b>10</b>	10	9	10	9	9	10	10	10	11	7	8	10	9	9
3	<b>8</b>	8	7	10	8	6	8	7	7	6	8	9	8	8	8
4	<b>5</b>	6	4	6	4	4	5	5	4	5	5	5	5	4	6
5	<b>10</b>	12	8	12	11	8	10	10	10	9	9	11	9	9	14
6	<b>8</b>	9	7	9	9	6	9	7	9	6	9	7	9	7	9
7	<b>6</b>	7	4	7	6	5	5	6	6	6	6	7	5	6	6
8	<b>4</b>	4	4	4	4	4	4	4	5	6	3	4	3	2	3
9	<b>2</b>	2	2	2	2	1	2	1	1	2	2	3	2	1	1
10- Serious threat	<b>3</b>	3	2	3	3	3	2	4	3	2	3	4	2	4	3
Don't know	<b>1</b>	2	1	2	1	1	1	2	1	1	2	2	1	2	2

Here are some things people have said about drinking alcohol in their free time. For each one please state if you agree or disagree

'Drinking alcohol recreationally is seriously irresponsible because it stops people from acting sensibly and safely'

Agree	<b>26</b>	23	28	25	21	31	23	29	25	26	28	26	26	30	21
Disagree	<b>59</b>	64	54	59	64	55	63	54	61	58	58	57	58	54	66
Don't know	<b>15</b>	13	18	17	15	15	14	17	14	15	15	18	16	16	13

'Drinking alcohol recreationally damages your health just as much as drinking alcohol at any other time'

Agree	<b>55</b>	53	57	57	52	56	56	53	56	54	53	56	54	60	52
Disagree	<b>29</b>	33	26	25	33	30	29	29	30	30	31	26	28	23	33
Don't know	<b>16</b>	15	17	19	16	14	15	18	13	16	16	18	18	16	15

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<b>Split C</b>	<b>10780</b>	5239	5541	3403	3544	3833	6145	4635	2652	1768	1035	1380	2469	539	938
Unweighted Sample	10780	5486	5294	3019	3735	4026	6863	3917	2399	1618	1097	1288	2865	552	961
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**'Drinking alcohol is fine, provided it is only in your own time'**

Agree	<b>62</b>	65	59	59	64	62	61	62	64	62	64	55	62	62	62
Disagree	<b>22</b>	21	23	22	21	23	23	21	21	21	22	26	21	21	22
Don't know	<b>16</b>	15	18	19	16	15	16	17	15	17	14	19	18	17	16

**'Drinking alcohol recreationally is fine, provided it doesn't become a dominant influence on your life'**

Agree	<b>88</b>	88	88	84	90	89	89	86	88	90	91	83	87	90	87
Disagree	<b>5</b>	5	5	6	4	5	5	5	5	4	4	7	5	5	6
Don't know	<b>7</b>	7	7	10	7	6	6	9	7	7	6	9	8	5	7

**'Society generally overreacts to people drinking alcohol'**

Agree	<b>39</b>	44	33	41	39	36	37	42	44	40	41	33	34	42	39
Disagree	<b>45</b>	41	49	41	46	48	48	42	42	45	45	50	48	45	45
Don't know	<b>16</b>	14	17	17	14	16	15	17	15	16	14	17	18	14	16

**'Drinking alcohol damages other peoples' lives'**

Agree	<b>58</b>	56	60	55	57	61	58	58	60	59	56	55	56	60	61
Disagree	<b>24</b>	27	21	24	25	23	25	23	23	24	26	23	25	26	22
Don't know	<b>18</b>	17	19	21	18	16	18	19	17	17	19	21	19	15	17

**'Whether somebody drinks alcohol or not is a private matter and nobody else's business'**

Agree	<b>58</b>	63	53	54	59	60	57	59	60	59	58	55	55	64	57
Disagree	<b>28</b>	25	31	29	27	29	30	25	27	26	29	30	31	23	30
Don't know	<b>14</b>	12	16	17	14	11	13	16	13	16	13	15	14	13	13

	Gender		Age and Gender			Social Grade		Region							
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
<b>Split C</b>	<b>10780</b>	5239	5541	3403	3544	3833	6145	4635	2652	1768	1035	1380	2469	539	938
Unweighted Sample	<b>10780</b>	5486	5294	3019	3735	4026	6863	3917	2399	1618	1097	1288	2865	552	961
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Please indicate which of the following you have ever used or taken in any form, if any?

Cannabis / Marijuana / Hash	<b>22</b>	25	20	32	25	11	22	23	22	19	21	28	21	24	26
Speed	<b>8</b>	10	6	10	11	2	8	8	9	7	6	9	7	9	10
Cocaine	<b>7</b>	9	5	12	9	1	7	7	8	5	6	9	7	8	10
Poppers	<b>7</b>	10	5	13	9	1	7	7	9	7	5	9	5	9	8
Skunk	<b>7</b>	9	5	11	8	1	6	7	8	6	6	8	6	9	7
Ecstasy	<b>6</b>	8	5	12	8	1	6	7	7	5	5	8	5	8	9
Tranquilizers (Valium etc)	<b>6</b>	5	7	4	7	8	7	5	6	6	4	8	6	6	6
LSD	<b>5</b>	7	3	4	8	3	5	5	5	4	3	7	4	4	6
Magic Mushrooms	<b>5</b>	7	4	7	8	1	5	5	4	4	4	8	5	8	7
Viagra	<b>5</b>	9	0	3	5	5	4	5	5	6	4	4	4	6	4
MDMA	<b>3</b>	4	2	6	3	0	3	3	3	2	3	6	3	3	3
Ketamine	<b>2</b>	3	1	5	2	0	2	3	2	2	2	4	2	2	3
GHB	<b>1</b>	1	0	1	1	0	1	1	1	1	1	2	0	1	0
Heroin	<b>1</b>	1	1	0	1	0	1	1	1	0	1	2	1	1	1
Mephedrone	<b>1</b>	1	1	2	1	0	1	1	1	0	1	1	1	1	1
Methadone	<b>1</b>	1	1	1	1	0	0	1	1	0	0	1	1	1	1
Opium	<b>1</b>	1	0	1	2	1	1	1	1	1	1	1	1	1	1
Solvents	<b>1</b>	2	1	1	2	0	1	1	1	1	1	1	1	1	2
Anabolic steroids	<b>0</b>	1	0	1	0	0	0	1	1	0	1	0	0	2	0
Chache	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Crystal Meth	<b>0</b>	1	0	1	1	0	0	0	0	0	0	1	0	1	0
Diablo	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ivory Wave	<b>0</b>	0	0	1	0	0	0	0	0	1	0	0	0	0	0
Khat	<b>0</b>	1	0	0	1	0	1	0	0	0	0	1	0	1	0
Naphyrone	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PMA	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	<b>65</b>	60	70	54	63	76	65	66	67	67	68	58	66	62	61
Prefer not to say	<b>5</b>	6	4	9	5	2	5	5	4	4	4	7	5	8	5

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
<b>Split D</b>	<b>452</b>	316	135	180	161	111	264	187	124	84	37	74	73	27	34
Unweighted Sample	451	310	141	139	169	143	270	181	105	65	37	79	97	30	38
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

People give different reasons for why they take drugs. Which of the following is the most common reason for you taking drugs?

'It helps me to relax'	<b>21</b>	19	26	27	16	19	18	26	15	22	15	20	21	48	31
'For the pleasure of taking drugs'	<b>20</b>	19	22	27	22	4	21	17	26	10	9	23	25	17	16
'It means I can do things I would not normally do'	<b>12</b>	15	3	1	12	27	12	10	14	11	23	8	10	8	3
'I use it for pain relief'	<b>9</b>	7	13	3	11	13	10	7	10	16	4	2	9	7	5
'I think it's fun'	<b>8</b>	8	7	13	5	3	4	13	5	5	12	12	8	7	11
'It makes me feel more confident'	<b>6</b>	8	0	9	4	3	7	3	2	6	10	12	1	0	13
'It makes me feel more sociable'	<b>5</b>	7	0	10	3	0	4	7	9	9	2	2	2	0	0
'It helps me sleep'	<b>4</b>	4	6	2	7	5	4	5	4	3	0	6	5	7	8
'It helps me forget my problems'	<b>3</b>	2	7	1	6	1	4	1	3	0	11	3	5	0	0
'It makes me feel happy'	<b>2</b>	3	2	2	3	2	2	3	2	2	3	2	5	0	0
Don't know	<b>11</b>	10	13	3	11	23	13	7	10	15	11	11	8	5	12

On a scale of 0 to 10 where 0 mean no threat and 10 means a serious threat, do you feel your use of drugs represents a threat to your health?

0- No threat	<b>26</b>	22	34	12	25	48	28	22	32	21	29	27	20	30	18
1	<b>13</b>	15	9	14	11	16	11	16	12	18	8	11	14	19	10
2	<b>10</b>	10	9	7	14	9	11	8	7	16	4	8	12	13	13
3	<b>7</b>	6	9	8	7	4	6	7	5	3	8	2	13	7	16
4	<b>7</b>	7	7	8	7	4	7	7	10	7	12	5	5	2	0
5	<b>9</b>	11	5	12	9	6	7	13	1	10	9	20	7	18	11
6	<b>11</b>	11	10	20	6	3	12	9	15	7	10	6	15	0	12
7	<b>6</b>	5	6	5	9	1	8	3	5	2	10	9	4	6	7
8	<b>4</b>	5	2	6	3	3	5	4	3	11	0	3	1	3	8
9	<b>2</b>	2	2	0	3	2	2	2	1	0	2	1	5	1	3
10- serious threat	<b>5</b>	5	5	7	4	4	3	8	9	3	10	5	2	0	2
Don't know	<b>1</b>	1	2	0	2	1	1	1	0	2	0	3	1	0	0

	Gender		Age and Gender			Social Grade		Region							
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
<b>Split E</b>	<b>3227</b>	1767	1460	1253	1137	838	1895	1332	781	523	278	476	718	157	294
Unweighted Sample	3366	1817	1549	1162	1259	945	2129	1237	697	482	322	495	869	175	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some things people have said about using drugs in their free time. For each one please state how if you agree or disagree:

**'Using drugs recreationally is seriously irresponsible because it stops people from acting sensibly and safely'**

Agree	<b>58</b>	56	60	52	53	72	56	59	56	65	62	52	58	52	55
Disagree	<b>31</b>	35	27	37	35	17	32	30	34	26	27	35	30	36	32
Don't know	<b>11</b>	9	14	11	11	11	12	11	10	9	10	13	13	12	13

**'Using drugs recreationally damages your health just as much as using drugs at any other time'**

Agree	<b>78</b>	77	80	76	76	85	79	78	79	78	81	78	80	75	75
Disagree	<b>13</b>	15	10	15	15	7	13	13	14	14	11	13	10	17	15
Don't know	<b>9</b>	7	10	8	9	8	8	9	7	8	8	9	10	8	10

**'Using drugs is fine, provided it is only in your own time'**

Agree	<b>30</b>	36	23	36	33	18	30	31	34	27	33	31	26	31	32
Disagree	<b>56</b>	51	62	50	53	69	57	55	53	58	55	56	60	57	52
Don't know	<b>14</b>	13	15	14	14	13	13	14	13	14	12	14	14	12	16

**'Using drugs recreationally is fine, provided they don't become a dominant influence on your life'**

Agree	<b>46</b>	50	41	51	50	33	45	47	48	47	43	52	41	46	44
Disagree	<b>44</b>	42	48	38	41	58	46	42	43	45	49	38	48	45	43
Don't know	<b>10</b>	9	11	11	9	9	9	11	9	8	8	10	11	9	13

**'Society generally overreacts to people using drugs'**

Agree	<b>42</b>	49	34	47	47	29	42	42	46	42	39	45	37	45	46
Disagree	<b>48</b>	43	54	42	44	62	48	48	46	49	51	44	54	46	43
Don't know	<b>10</b>	8	12	11	9	9	9	10	9	10	10	11	9	9	11

**'Using drugs damages other peoples' lives'**

Agree	<b>72</b>	70	74	69	71	78	72	72	73	71	77	68	71	72	76
Disagree	<b>15</b>	18	10	17	14	12	14	16	15	17	12	16	13	15	11
Don't know	<b>13</b>	11	15	14	15	10	14	12	12	12	11	15	15	13	13

**'Whether somebody uses drugs or not is a private matter and nobody else's business'**

Agree	<b>38</b>	42	33	44	39	27	36	41	40	38	37	41	32	49	39
Disagree	<b>49</b>	47	52	40	49	63	51	46	47	51	52	46	55	37	47
Don't know	<b>13</b>	11	15	15	12	10	13	13	13	12	11	13	13	14	14