

YouGov Survey Results

Sample Size: 2070 in UK

Fieldwork: 22nd - 26th May 2020

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please look at the image below before answering. Thinking about before the UK went into lockdown due to Coronavirus (i.e. before 23rd March)...On average, how many units of alcohol, if any, would you say you drank per week? (Please select the option that best applies. If you did not drink alcohol prior to the lockdown, please select the 'Not applicable' option)

Unweighted base	2070	978	1092	176	307	350	345	892	1240	830
Base: All UK adults	2070	1004	1066	230	316	353	335	836	1180	890
Up to 7 units	33%	29%	35%	38%	37%	36%	33%	28%	36%	27%
More than 7 units, up to 14 units	14%	13%	14%	13%	12%	12%	14%	15%	15%	12%
More than 14 units, up to 21 units	9%	11%	7%	7%	8%	8%	10%	11%	11%	7%
More than 21 units, up to 28 units	5%	6%	4%	3%	5%	3%	5%	5%	5%	4%
More than 28 units, up to 35 units	3%	4%	1%	1%	3%	4%	3%	3%	3%	3%
More than 35 units, up to 49 units	2%	3%	1%	1%	1%	1%	2%	3%	2%	1%
More than 49 units	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%
Don't know/ can't recall	3%	4%	2%	3%	3%	3%	3%	3%	2%	4%
Not applicable - I did not drink alcohol prior to the lockdown	29%	25%	33%	30%	27%	30%	26%	31%	23%	37%
Prefer not to say	2%	2%	1%	2%	3%	2%	3%	1%	2%	2%
Net: Up to 14 units	46%	43%	49%	51%	49%	48%	47%	43%	51%	40%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Now please think about since the lockdown was imposed (i.e. since 23rd March)... Would you say you have been drinking more or less alcohol since the lockdown was imposed compared to before, or would you say you have been drinking about the same amount? (Please select the option that best applies)

Unweighted base	1433	719	714	122	215	242	246	608	938	495
Base: All UK adults who drank alcohol before the lockdown	1429	732	697	156	221	242	239	570	892	537
Much more	7%	8%	7%	6%	9%	11%	10%	4%	8%	7%
A little more	28%	27%	29%	24%	39%	26%	31%	23%	29%	25%
About the same	38%	35%	40%	20%	28%	38%	34%	48%	38%	37%
A little less	11%	11%	10%	14%	10%	10%	13%	10%	12%	9%
Much less	11%	11%	11%	23%	10%	7%	11%	10%	9%	14%
I have stopped drinking alcohol all together	5%	6%	4%	11%	4%	5%	1%	5%	4%	6%
Don't know	1%	1%	0%	1%	1%	2%	0%	0%	0%	1%
Prefer not to say	0%	0%	-	-	-	-	0%	-	0%	-
Net: More	35%	35%	35%	30%	48%	38%	41%	28%	37%	32%
Net: Less	22%	23%	21%	37%	20%	17%	23%	20%	21%	23%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please look at the image below before answering. You previously said you are drinking more alcohol since lockdown. Thinking about your total alcohol consumption, on average, how many units of alcohol have you been drinking per week?

Unweighted base	501	252	249	40	101	92	101	167	346	155
Base: All UK adults who have drunk more alcohol since lockdown	501	254	247	47	106	91	99	157	330	171
Up to 7 units	15%	9%	21%	19%	20%	16%	15%	11%	15%	15%
More than 7 units, up to 14 units	29%	27%	31%	35%	29%	27%	29%	28%	29%	29%
More than 14 units, up to 21 units	22%	20%	24%	22%	18%	19%	25%	25%	21%	23%
More than 21 units, up to 28 units	13%	18%	9%	8%	13%	11%	13%	17%	13%	14%
More than 28 units, up to 35 units	8%	8%	7%	-	9%	9%	8%	8%	9%	6%
More than 35 units, up to 49 units	6%	7%	5%	4%	5%	10%	7%	4%	5%	8%
More than 49 units	4%	7%	2%	10%	3%	5%	2%	4%	4%	4%
Don't know/ can't recall	3%	3%	2%	3%	5%	2%	2%	2%	3%	2%
Prefer not to say	0%	-	0%	-	-	-	-	1%	-	1%
Net: Up to 14 units	44%	37%	52%	54%	49%	43%	44%	39%	45%	44%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please look at the image below before answering. You previously said you are drinking less alcohol since lockdown... Thinking about your total alcohol consumption, on average, how many units of alcohol have you been drinking per week?

Unweighted base	306	156	150	44	44	41	57	120	190	116
Base: All UK adults who have drunk less alcohol since lockdown	310	165	146	58	43	41	55	113	186	125
Up to 7 units	69%	62%	78%	82%	70%	83%	60%	62%	66%	74%
More than 7 units, up to 14 units	12%	15%	8%	2%	13%	5%	16%	18%	15%	8%
More than 14 units, up to 21 units	6%	9%	3%	8%	2%	5%	7%	6%	7%	5%
More than 21 units, up to 28 units	4%	6%	2%	-	2%	5%	7%	5%	5%	2%
More than 28 units, up to 35 units	2%	1%	3%	-	4%	2%	3%	2%	4%	-
More than 35 units, up to 49 units	-	-	-	-	-	-	-	-	-	-
More than 49 units	1%	1%	-	-	-	-	4%	-	1%	-
Don't know/ can't recall	5%	5%	5%	6%	4%	-	2%	7%	2%	9%
Prefer not to say	1%	1%	1%	2%	4%	-	2%	-	1%	2%
Net: Up to 14 units	81%	77%	86%	84%	83%	88%	75%	80%	81%	82%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, please look at the image below before answering. You previously said about the same amount of alcohol since lockdown... Thinking about your total alcohol consumption on average, how many units of alcohol have you been drinking per week?

Unweighted base	550	263	287	23	60	92	83	292	360	190
Base: All UK adults who have drunk about the same alcohol since lockdown	536	260	277	31	62	92	80	272	336	200
Up to 7 units	51%	42%	59%	73%	64%	58%	52%	43%	53%	48%
More than 7, up to 14 units	21%	21%	21%	14%	15%	18%	20%	25%	21%	21%
More than 14 units, up to 21 units	10%	12%	7%	4%	3%	10%	9%	12%	10%	10%
More than 21 units, up to 28 units	6%	7%	5%	-	5%	4%	7%	7%	7%	4%
More than 28 units, up to 35 units	4%	6%	2%	5%	5%	4%	-	5%	3%	5%
More than 35 units, up to 49 units	3%	4%	1%	-	-	2%	4%	3%	2%	3%
More than 49 units	2%	2%	2%	-	4%	-	2%	2%	1%	3%
Don't know/ can't recall	4%	5%	2%	4%	5%	4%	5%	3%	2%	7%
Prefer not to say	0%	0%	-	-	-	-	1%	-	0%	-

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about since lockdown (i.e. 23rd March)... Which, if any, of the following measures have you used to moderate your weekly alcohol consumption? (Please select all that apply. If any of your answer(s) do not show in the list below, please type them in the "Other" box)

	Unweighted base	306	156	150	44	44	41	57	120	190	116
Base: All UK adults who have drunk less alcohol since lockdown		310	165	146	58	43	41	55	113	186	125
Limiting my purchase of alcohol at shops (e.g. supermarkets, off licences etc.)		18%	19%	16%	17%	26%	18%	15%	16%	20%	14%
Switching to lower-strength drinks (i.e. weaker ABV than my average preferred beverage but above 1.2% ABV)		2%	1%	4%	-	4%	2%	5%	2%	4%	-
Substituting regular alcohol with low (below 1.2% ABV) and no alcohol drinks / mocktail alternatives		2%	2%	2%	-	4%	5%	2%	1%	3%	-
Incorporating alcohol-free days into my week		10%	8%	12%	-	15%	7%	15%	11%	13%	5%
Joining friends for 'virtual drinks' but choosing not to drink alcohol		4%	2%	7%	11%	9%	2%	2%	2%	5%	4%
Downloading alcohol tracking apps (e.g. Drinkaware app)		-	-	-	-	-	-	-	-	-	-
Keeping track of my overall alcohol consumption without an app (e.g. keeping a written diary)		3%	3%	3%	-	2%	5%	3%	3%	4%	1%
Defining days, times of day or occasions when I don't drink		10%	11%	9%	6%	13%	10%	14%	9%	14%	4%
Other		10%	12%	9%	2%	4%	14%	14%	15%	10%	11%
Don't know		1%	1%	1%	-	2%	-	2%	2%	1%	2%
Not applicable – I have not done anything in particular to moderate my weekly alcohol consumption		56%	57%	54%	75%	48%	49%	49%	55%	51%	63%

Cell Contents (Column Percentages)