

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

Which ONE of the following statements BEST applies to you?

	Unweighted base									
	1290	-	1290	17	115	208	330	620	741	549
	Base: All GB mothers	-	1377	24	156	237	317	643	793	584
All my children are 18 or under and live with me	34%	-	34%	66%	98%	83%	28%	1%	34%	33%
All my children are 18 or under and do not live with me (e.g. they live with their other guardian)	1%	-	1%	17%	0%	3%	0%	0%	1%	1%
All my children are 18 or over and live with me	8%	-	8%	-	1%	2%	19%	7%	9%	6%
All my children are 18 or over and have left home (e.g. gone to university, moved out to start work etc.)	42%	-	42%	-	-	2%	25%	77%	43%	41%
None of these	15%	-	15%	16%	1%	10%	28%	15%	13%	19%

For the following questions, we would now like to ask you about drinking alcohol.***By 'alcohol', we mean all types of alcoholic drinks (e.g. lager, wine, cider, spirits etc.).**Do you **ever** drink alcohol?

	Unweighted base									
	4271	2100	2171	466	554	679	937	1635	2423	1848
	Base: All GB adults	2050	2221	512	696	731	838	1495	2349	1922
Yes, I do	84%	86%	82%	77%	83%	85%	86%	86%	88%	80%
No, I don't	16%	14%	18%	23%	17%	15%	14%	14%	12%	20%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We will provide you with a "Prefer not to say" option where applicable, which you can select if you do not wish to share your opinion**

**By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about an average week...**

Approximately how many alcoholic drinks would you say you drink per week? (If you are unsure, please give your best estimate)

	Unweighted base									
	455	-	455	-	-	2	61	392	282	173
	All GB mothers who drink alcohol and whose children have all left home	-	471	-	-	2	65	405	291	181
Less than 1 drink per week	34%	-	34%	-	-	-	51%	32%	33%	37%
1 to 2 drinks per week	19%	-	19%	-	-	-	12%	21%	22%	16%
3 to 5 drinks per week	17%	-	17%	-	-	100%	11%	18%	15%	20%
6 to 8 drinks per week	13%	-	13%	-	-	-	13%	12%	12%	13%
9 to 10 drinks per week	7%	-	7%	-	-	-	6%	7%	10%	3%
More than 10 drinks per week	8%	-	8%	-	-	-	5%	9%	7%	10%
Don't know/ prefer not to say	1%	-	1%	-	-	-	3%	1%	1%	1%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which ONE of the following statements BEST applies to you?

	Unweighted base	353	303	656	8	378	42	206	786	132	204	71	97
Base: All GB mothers	1377	377	336	713	10	396	53	205	856	146	200	71	105
All my children are 18 or under and live with me	34%	46%	44%	45%	65%	1%	45%	51%	36%	48%	13%	2%	55%
All my children are 18 or under and do not live with me (e.g. they live with their other guardian)	1%	1%	1%	1%	-	-	7%	1%	1%	2%	2%	1%	1%
All my children are 18 or over and live with me	8%	13%	8%	11%	-	5%	5%	6%	7%	2%	11%	13%	11%
All my children are 18 or over and have left home (e.g. gone to university, moved out to start work etc.)	42%	23%	29%	26%	9%	83%	32%	24%	43%	30%	50%	70%	18%
None of these	15%	17%	18%	17%	26%	11%	12%	18%	13%	17%	25%	13%	14%

For the following questions, we would now like to ask you about drinking alcohol.***By 'alcohol', we mean all types of alcoholic drinks (e.g. lager, wine, cider, spirits etc.).**Do you **ever** drink alcohol?

	Unweighted base	1793	552	2345	229	1070	192	435	2090	511	420	136	1114
Base: All GB adults	4271	1821	569	2390	246	990	219	426	2059	531	370	129	1181
Yes, I do	84%	88%	85%	87%	77%	85%	72%	75%	86%	91%	76%	81%	81%
No, I don't	16%	12%	15%	13%	23%	15%	28%	25%	14%	9%	24%	19%	19%

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**By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about an average week...**

Approximately how many alcoholic drinks would you say you drink per week? (If you are unsure, please give your best estimate)

	Unweighted base	70	75	145	2	261	11	36	283	34	82	41	15
All GB mothers who drink alcohol and whose children have all left home	471	73	81	154	1	267	12	37	307	38	75	40	11
Less than 1 drink per week	34%	46%	33%	39%	52%	30%	59%	37%	33%	37%	42%	28%	35%
1 to 2 drinks per week	19%	20%	18%	19%	-	22%	4%	9%	21%	18%	12%	24%	4%
3 to 5 drinks per week	17%	8%	21%	15%	-	19%	3%	20%	17%	12%	16%	24%	23%
6 to 8 drinks per week	13%	9%	17%	13%	48%	11%	-	21%	12%	8%	15%	13%	13%
9 to 10 drinks per week	7%	7%	4%	6%	-	9%	7%	3%	8%	11%	2%	7%	4%
More than 10 drinks per week	8%	10%	7%	8%	-	8%	11%	8%	7%	14%	11%	6%	5%
Don't know/ prefer not to say	1%	-	-	-	-	1%	16%	1%	1%	-	2%	-	17%

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

Which ONE of the following statements BEST applies to you?

	Unweighted base	768	251	198	54	503	19	1002	160	145	283	15	455
Base: All GB mothers	1377	781	273	225	67	564	33	1078	173	172	311	22	471
All my children are 18 or under and live with me	34%	2%	69%	82%	85%	76%	45%	37%	46%	33%	49%	89%	-
All my children are 18 or under and do not live with me (e.g. they live with their other guardian)	1%	1%	2%	2%	2%	2%	-	1%	-	2%	1%	-	-
All my children are 18 or over and live with me	8%	13%	1%	1%	-	1%	10%	7%	6%	6%	5%	-	-
All my children are 18 or over and have left home (e.g. gone to university, moved out to start work etc.)	42%	71%	1%	3%	4%	2%	41%	40%	33%	47%	29%	-	100%
None of these	15%	14%	27%	11%	9%	18%	4%	14%	15%	13%	17%	11%	-

For the following questions, we would now like to ask you about drinking alcohol.***By 'alcohol', we mean all types of alcoholic drinks (e.g. lager, wine, cider, spirits etc.).**Do you **ever** drink alcohol?

	Unweighted base	3122	484	403	129	1016	133	3121	893	471	1351	404	455
Base: All GB adults	4271	2956	538	441	171	1150	165	3200	857	511	1335	441	471
Yes, I do	84%	86%	82%	84%	81%	83%	72%	86%	92%	81%	87%	100%	100%
No, I don't	16%	14%	18%	16%	19%	17%	28%	14%	8%	19%	13%	-	-

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We will provide you with a "Prefer not to say" option where applicable, which you can select if you do not wish to share your opinion**

**By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about an average week...**

Approximately how many alcoholic drinks would you say you drink per week? (If you are unsure, please give your best estimate)

	Unweighted base	439	1	7	2	10	6	333	52	56	75	-	455
All GB mothers who drink alcohol and whose children have all left home	471	450	1	8	3	11	10	352	54	64	83	-	471
Less than 1 drink per week	34%	33%	-	53%	100%	61%	62%	35%	49%	59%	40%	-	34%
1 to 2 drinks per week	19%	20%	-	12%	-	8%	-	18%	16%	15%	26%	-	19%
3 to 5 drinks per week	17%	17%	-	-	-	-	38%	17%	11%	12%	6%	-	17%
6 to 8 drinks per week	13%	12%	100%	28%	-	27%	-	14%	14%	10%	15%	-	13%
9 to 10 drinks per week	7%	7%	-	7%	-	5%	-	7%	3%	3%	6%	-	7%
More than 10 drinks per week	8%	9%	-	-	-	-	-	8%	7%	2%	6%	-	8%
Don't know/ prefer not to say	1%	1%	-	-	-	-	-	1%	-	-	-	-	1%

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

WRM_q3. **You previously said that all of your children aged 18 or over have left home (e.g. gone to university, moved out to start work etc.)...**

In general, would you say you drink more or less alcohol now than you did when your child(ren) were still living at home, or do you drink about the same amount?

Unweighted base	455	-	455	-	-	2	61	392	282	173
All GB mothers who drink alcohol and whose children have all left home	471	-	471	-	-	2	65	405	291	181
Much more	7%	-	7%	-	-	-	2%	7%	8%	4%
A little more	18%	-	18%	-	-	-	19%	19%	20%	17%
About the same amount	45%	-	45%	-	-	34%	62%	42%	47%	40%
A little less	9%	-	9%	-	-	-	4%	10%	9%	10%
Much less	18%	-	18%	-	-	66%	10%	19%	14%	25%
Don't know/ prefer not to say	3%	-	3%	-	-	-	3%	3%	3%	3%
Net: More	25%	-	25%	-	-	-	21%	26%	28%	21%
Net: Less	27%	-	27%	-	-	66%	14%	29%	22%	35%

As a reminder, by 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.**

Thinking about your child aged 18 or over who has most recently left home...

Approximately how many alcoholic drinks do you think they drink per week? (If you are unsure, please give your best estimate)

Unweighted base	455	-	455	-	-	2	61	392	282	173
All GB mothers who drink alcohol and whose children have all left home	471	-	471	-	-	2	65	405	291	181
0 - my child doesn't drink alcohol in an average week	13%	-	13%	-	-	-	10%	13%	14%	10%
Less than 1 drink per week	12%	-	12%	-	-	-	15%	11%	9%	16%
1 to 2 drinks per week	17%	-	17%	-	-	-	15%	17%	16%	18%
3 to 5 drinks per week	17%	-	17%	-	-	-	25%	16%	18%	17%
6 to 8 drinks per week	13%	-	13%	-	-	-	19%	12%	12%	15%
9 to 10 drinks per week	4%	-	4%	-	-	-	-	5%	4%	3%
More than 10 drinks per week	4%	-	4%	-	-	-	-	5%	4%	5%
Don't know	20%	-	20%	-	-	100%	17%	20%	23%	16%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

WRM_q3. **You previously said that all of your children aged 18 or over have left home (e.g. gone to university, moved out to start work etc.)...**

In general, would you say you drink more or less alcohol now than you did when your child(ren) were still living at home, or do you drink about the same amount?

	Unweighted base	455	70	75	145	2	261	11	36	283	34	82	41	15
All GB mothers who drink alcohol and whose children have all left home	471	73	81	154	1	267	12	37	307	38	75	40	11	
Much more	7%	6%	7%	6%	-	7%	-	5%	7%	-	10%	5%	5%	
A little more	18%	13%	24%	19%	48%	18%	8%	26%	16%	29%	22%	19%	26%	
About the same amount	45%	61%	45%	53%	52%	40%	44%	43%	45%	52%	41%	49%	19%	
A little less	9%	5%	6%	5%	-	12%	17%	5%	12%	1%	7%	5%	-	
Much less	18%	15%	17%	16%	-	20%	15%	15%	17%	15%	20%	21%	34%	
Don't know/ prefer not to say	3%	-	1%	1%	-	3%	16%	6%	3%	3%	-	2%	17%	
Net: More	25%	19%	30%	25%	48%	25%	8%	31%	23%	29%	31%	24%	31%	
Net: Less	27%	19%	23%	21%	-	32%	33%	20%	29%	16%	28%	26%	34%	

As a reminder, by 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.**

Thinking about your child aged 18 or over who has most recently left home...

Approximately how many alcoholic drinks do you think they drink per week? (If you are unsure, please give your best estimate)

	Unweighted base	455	70	75	145	2	261	11	36	283	34	82	41	15
All GB mothers who drink alcohol and whose children have all left home	471	73	81	154	1	267	12	37	307	38	75	40	11	
0 - my child doesn't drink alcohol in an average week	13%	14%	4%	9%	-	14%	10%	23%	10%	11%	22%	15%	8%	
Less than 1 drink per week	12%	3%	16%	10%	52%	12%	4%	17%	14%	12%	8%	1%	23%	
1 to 2 drinks per week	17%	25%	23%	24%	-	14%	17%	11%	18%	16%	15%	15%	10%	
3 to 5 drinks per week	17%	28%	18%	23%	-	14%	20%	17%	17%	18%	16%	23%	9%	
6 to 8 drinks per week	13%	15%	13%	14%	-	13%	4%	13%	12%	16%	15%	15%	4%	
9 to 10 drinks per week	4%	3%	4%	4%	-	4%	-	5%	4%	-	4%	5%	-	
More than 10 drinks per week	4%	5%	2%	4%	48%	5%	5%	4%	4%	2%	6%	10%	4%	
Don't know	20%	7%	19%	13%	-	24%	45%	9%	21%	25%	14%	16%	42%	

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

WRM_q3. **You previously said that all of your children aged 18 or over have left home (e.g. gone to university, moved out to start work etc.)...**

In general, would you say you drink more or less alcohol now than you did when your child(ren) were still living at home, or do you drink about the same amount?

Unweighted base	455	439	1	7	2	10	6	333	52	56	75	-	455
All GB mothers who drink alcohol and whose children have all left home	471	450	1	8	3	11	10	352	54	64	83	-	471
Much more	7%	6%	-	7%	-	5%	18%	5%	5%	1%	3%	-	7%
A little more	18%	18%	-	55%	-	37%	20%	19%	18%	18%	24%	-	18%
About the same amount	45%	45%	100%	27%	19%	30%	23%	44%	53%	42%	47%	-	45%
A little less	9%	9%	-	-	81%	20%	11%	10%	7%	12%	8%	-	9%
Much less	18%	18%	-	11%	-	8%	28%	20%	18%	25%	19%	-	18%
Don't know/ prefer not to say	3%	3%	-	-	-	-	-	2%	-	3%	-	-	3%
Net: More	25%	24%	-	62%	-	42%	38%	24%	22%	19%	26%	-	25%
Net: Less	27%	27%	-	11%	81%	28%	39%	30%	24%	36%	26%	-	27%

As a reminder, by 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.**

Thinking about your child aged 18 or over who has most recently left home...

Approximately how many alcoholic drinks do you think they drink per week? (If you are unsure, please give your best estimate)

Unweighted base	455	439	1	7	2	10	6	333	52	56	75	-	455
All GB mothers who drink alcohol and whose children have all left home	471	450	1	8	3	11	10	352	54	64	83	-	471
0 - my child doesn't drink alcohol in an average week	13%	13%	-	6%	-	4%	19%	12%	18%	13%	15%	-	13%
Less than 1 drink per week	12%	11%	100%	15%	-	17%	18%	11%	9%	19%	10%	-	12%
1 to 2 drinks per week	17%	17%	-	-	81%	20%	23%	19%	22%	13%	20%	-	17%
3 to 5 drinks per week	17%	17%	-	39%	19%	31%	20%	16%	28%	24%	23%	-	17%
6 to 8 drinks per week	13%	12%	-	41%	-	28%	21%	13%	13%	9%	14%	-	13%
9 to 10 drinks per week	4%	4%	-	-	-	-	-	4%	2%	2%	3%	-	4%
More than 10 drinks per week	4%	5%	-	-	-	-	-	5%	4%	3%	3%	-	4%
Don't know	20%	21%	-	-	-	-	-	19%	5%	19%	13%	-	20%

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

Still thinking about your child aged 18 or over who has most recently left home...**

In general, would you say you drink more or less alcohol than your child, or do you drink about the same amount?

Unweighted base	455	-	455	-	-	2	61	392	282	173
All GB mothers who drink alcohol and whose children have all left home	471	-	471	-	-	2	65	405	291	181
I drink more than my child	28%	-	28%	-	-	-	20%	29%	28%	27%
I drink about the same amount as my child	15%	-	15%	-	-	-	19%	14%	12%	19%
I drink less than my child	45%	-	45%	-	-	66%	48%	44%	46%	44%
Don't know/ prefer not to say	13%	-	13%	-	-	34%	13%	13%	14%	10%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We will provide you with a "Prefer not to say" option where applicable, which you can select if you do not wish to share your opinion**

By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about how much your mother drinks in an average week...

Approximately how many alcoholic drinks do you think your mother drinks per week? (If you are unsure, please give your best estimate)

Unweighted base	400	178	222	365	35	-	-	-	135	265
All GB adults aged 18-25 who drink alcohol	434	226	208	390	44	-	-	-	150	284
0 - my mother doesn't drink alcohol in an average week	19%	17%	22%	20%	9%	-	-	-	20%	19%
Less than 1 drink per week	14%	15%	13%	14%	15%	-	-	-	15%	14%
1 to 2 drinks per week	16%	14%	19%	16%	20%	-	-	-	15%	17%
3 to 5 drinks per week	15%	18%	13%	15%	20%	-	-	-	12%	17%
6 to 8 drinks per week	11%	9%	13%	11%	9%	-	-	-	12%	10%
9 to 10 drinks per week	2%	2%	2%	2%	-	-	-	-	4%	1%
More than 10 drinks per week	5%	4%	6%	5%	3%	-	-	-	4%	6%
Don't know	8%	10%	5%	7%	17%	-	-	-	10%	7%
Not applicable	9%	10%	7%	9%	6%	-	-	-	7%	10%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Still thinking about your child aged 18 or over who has most recently left home...**

In general, would you say you drink more or less alcohol than your child, or do you drink about the same amount?

	Unweighted base	455	70	75	145	2	261	11	36	283	34	82	41	15
All GB mothers who drink alcohol and whose children have all left home	471	73	81	154	1	267	12	37	307	38	75	40	11	
I drink more than my child	28%	21%	28%	25%	-	30%	21%	30%	28%	26%	30%	27%	27%	
I drink about the same amount as my child	15%	18%	17%	18%	-	12%	-	22%	15%	21%	13%	10%	14%	
I drink less than my child	45%	56%	45%	50%	48%	43%	39%	42%	44%	38%	48%	57%	37%	
Don't know/ prefer not to say	13%	5%	10%	7%	52%	15%	40%	6%	14%	16%	10%	6%	22%	

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We will provide you with a "Prefer not to say" option where applicable, which you can select if you do not wish to share your opinion**

By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about how much your mother drinks in an average week...

Approximately how many alcoholic drinks do you think your mother drinks per week? (If you are unsure, please give your best estimate)

	Unweighted base	400	137	35	172	167	1	45	15	11	56	-	1	332
All GB adults aged 18-25 who drink alcohol	434	153	37	190	173	2	52	16	13	55	-	1	365	
0 - my mother doesn't drink alcohol in an average week	19%	23%	30%	24%	18%	-	11%	-	-	16%	-	-	20%	
Less than 1 drink per week	14%	14%	16%	14%	14%	-	19%	6%	23%	22%	-	100%	13%	
1 to 2 drinks per week	16%	15%	34%	18%	15%	-	13%	15%	29%	12%	-	-	16%	
3 to 5 drinks per week	15%	11%	10%	10%	20%	-	15%	28%	5%	17%	-	-	15%	
6 to 8 drinks per week	11%	10%	3%	9%	16%	-	7%	3%	4%	8%	-	-	12%	
9 to 10 drinks per week	2%	5%	-	4%	1%	-	-	-	-	4%	-	-	2%	
More than 10 drinks per week	5%	5%	3%	5%	4%	-	6%	10%	5%	4%	-	-	5%	
Don't know	8%	12%	-	10%	5%	-	14%	5%	12%	16%	-	-	7%	
Not applicable	9%	6%	3%	5%	8%	100%	15%	33%	21%	1%	-	-	10%	

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

Still thinking about your child aged 18 or over who has most recently left home...**

In general, would you say you drink more or less alcohol than your child, or do you drink about the same amount?

Unweighted base	455	439	1	7	2	10	6	333	52	56	75	-	455
All GB mothers who drink alcohol and whose children have all left home	471	450	1	8	3	11	10	352	54	64	83	-	471
I drink more than my child	28%	28%	100%	7%	-	12%	36%	27%	24%	13%	24%	-	28%
I drink about the same amount as my child	15%	15%	-	6%	-	4%	20%	15%	18%	22%	16%	-	15%
I drink less than my child	45%	44%	-	73%	100%	74%	43%	47%	53%	57%	51%	-	45%
Don't know/ prefer not to say	13%	13%	-	15%	-	10%	-	11%	5%	8%	9%	-	13%

For the following questions, please remember that your answers are always treated confidentially and are never analysed individually. We will provide you with a "Prefer not to say" option where applicable, which you can select if you do not wish to share your opinion**

By 'alcoholic drink', we mean a drink that contains alcohol e.g. a 175ml glass of wine, 1 pint of beer, a shot of spirit with mixer etc.

Thinking about how much your mother drinks in an average week...

Approximately how many alcoholic drinks do you think your mother drinks per week? (If you are unsure, please give your best estimate)

Unweighted base	400	284	34	20	11	65	51	365	119	44	224	386	-
All GB adults aged 18-25 who drink alcohol	434	290	44	25	17	86	58	397	131	61	239	415	-
0 - my mother doesn't drink alcohol in an average week	19%	21%	7%	20%	17%	13%	18%	20%	18%	17%	20%	20%	-
Less than 1 drink per week	14%	16%	14%	18%	8%	14%	6%	15%	17%	30%	18%	15%	-
1 to 2 drinks per week	16%	18%	10%	21%	29%	17%	8%	17%	15%	19%	14%	17%	-
3 to 5 drinks per week	15%	12%	29%	19%	15%	24%	19%	15%	18%	9%	16%	16%	-
6 to 8 drinks per week	11%	10%	12%	19%	2%	12%	15%	12%	8%	7%	13%	12%	-
9 to 10 drinks per week	2%	2%	6%	-	-	3%	-	2%	6%	-	4%	2%	-
More than 10 drinks per week	5%	5%	8%	-	15%	7%	4%	5%	4%	4%	6%	5%	-
Don't know	8%	8%	-	2%	13%	3%	17%	8%	8%	3%	4%	8%	-
Not applicable	9%	9%	13%	-	-	7%	13%	5%	7%	10%	6%	5%	-

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

In general, would you say you drink more or less alcohol than your mother, or do you drink about the same amount?

Unweighted base	400	178	222	365	35	-	-	-	135	265
All GB adults aged 18-25 who drink alcohol	434	226	208	390	44	-	-	-	150	284
I drink more than my mother	46%	51%	42%	48%	33%	-	-	-	45%	47%
I drink about the same as my mother	12%	10%	13%	12%	5%	-	-	-	15%	10%
I drink less than my mother	25%	20%	31%	23%	50%	-	-	-	26%	25%
Don't know/ prefer not to say	8%	9%	6%	8%	6%	-	-	-	8%	8%
Not applicable	9%	10%	7%	9%	6%	-	-	-	7%	10%

To what extent do you agree or disagree with the following statement? - 'I tend to downplay how much alcohol I actually drink to my friends and/ or family'

Unweighted base	3618	1830	1788	367	470	575	801	1405	2132	1486
Base: All GB adults who drink alcohol	3598	1772	1826	392	581	620	718	1288	2057	1541
Strongly agree	3%	4%	2%	6%	3%	5%	2%	1%	3%	3%
Tend to agree	11%	13%	8%	16%	11%	12%	9%	9%	11%	10%
Neither agree nor disagree	18%	22%	13%	19%	17%	18%	19%	16%	18%	18%
Tend to disagree	27%	26%	27%	28%	28%	29%	27%	24%	27%	27%
Strongly disagree	41%	35%	48%	30%	39%	35%	43%	48%	42%	41%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
Net: Agree	13%	16%	10%	21%	14%	16%	10%	11%	13%	13%
Net: Disagree	68%	61%	75%	57%	67%	65%	70%	72%	69%	67%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

In general, would you say you drink more or less alcohol than your mother, or do you drink about the same amount?

Unweighted base	400	137	35	172	167	1	45	15	11	56	-	1	332
All GB adults aged 18-25 who drink alcohol	434	153	37	190	173	2	52	16	13	55	-	1	365
I drink more than my mother	46%	45%	59%	47%	55%	-	25%	23%	23%	38%	-	100%	48%
I drink about the same as my mother	12%	15%	6%	14%	9%	-	16%	6%	5%	12%	-	-	12%
I drink less than my mother	25%	25%	25%	25%	25%	-	27%	30%	50%	37%	-	-	23%
Don't know/ prefer not to say	8%	9%	7%	9%	4%	-	17%	9%	-	12%	-	-	7%
Not applicable	9%	6%	3%	5%	8%	100%	15%	33%	21%	1%	-	-	10%

To what extent do you agree or disagree with the following statement? - 'I tend to downplay how much alcohol I actually drink to my friends and/ or family'

Unweighted base	3618	1580	472	2052	185	916	145	320	1804	461	331	108	914
Base: All GB adults who drink alcohol	3598	1603	484	2087	189	845	158	319	1766	484	282	105	960
Strongly agree	3%	3%	3%	3%	4%	1%	4%	2%	2%	4%	2%	1%	4%
Tend to agree	11%	12%	9%	11%	17%	9%	6%	7%	11%	11%	8%	8%	11%
Neither agree nor disagree	18%	20%	13%	18%	23%	16%	17%	16%	17%	16%	15%	13%	21%
Tend to disagree	27%	27%	29%	28%	35%	25%	19%	22%	26%	31%	23%	19%	28%
Strongly disagree	41%	37%	44%	38%	21%	48%	52%	51%	44%	37%	52%	59%	35%
Don't know	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	-	-	1%
Net: Agree	13%	15%	13%	15%	21%	10%	11%	11%	12%	15%	10%	9%	15%
Net: Disagree	68%	64%	73%	66%	55%	73%	71%	72%	69%	68%	74%	78%	63%

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

In general, would you say you drink more or less alcohol than your mother, or do you drink about the same amount?

Unweighted base	400	284	34	20	11	65	51	365	119	44	224	386	-
All GB adults aged 18-25 who drink alcohol	434	290	44	25	17	86	58	397	131	61	239	415	-
I drink more than my mother	46%	45%	39%	50%	62%	46%	52%	50%	48%	52%	52%	49%	-
I drink about the same as my mother	12%	14%	-	16%	21%	9%	4%	12%	16%	16%	14%	12%	-
I drink less than my mother	25%	25%	45%	25%	18%	34%	15%	25%	22%	12%	22%	27%	-
Don't know/ prefer not to say	8%	7%	3%	9%	-	4%	16%	8%	7%	10%	6%	8%	-
Not applicable	9%	9%	13%	-	-	7%	13%	5%	7%	10%	6%	5%	-

To what extent do you agree or disagree with the following statement? - 'I tend to downplay how much alcohol I actually drink to my friends and/ or family'

Unweighted base	3618	2671	403	346	102	851	96	2671	819	387	1177	404	455
Base: All GB adults who drink alcohol	3598	2528	441	371	139	951	119	2743	785	412	1155	441	471
Strongly agree	3%	2%	3%	4%	10%	4%	2%	3%	3%	5%	4%	5%	1%
Tend to agree	11%	10%	10%	13%	15%	12%	10%	11%	12%	11%	10%	15%	6%
Neither agree nor disagree	18%	18%	14%	18%	12%	15%	26%	17%	19%	19%	17%	19%	13%
Tend to disagree	27%	27%	27%	26%	24%	26%	24%	28%	29%	23%	28%	27%	24%
Strongly disagree	41%	42%	46%	36%	37%	41%	29%	41%	37%	41%	40%	31%	55%
Don't know	1%	1%	1%	1%	2%	1%	10%	1%	1%	1%	1%	3%	1%
Net: Agree	13%	12%	12%	17%	25%	16%	12%	14%	15%	16%	14%	20%	8%
Net: Disagree	68%	69%	73%	63%	61%	67%	53%	68%	65%	64%	68%	58%	79%

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

To what extent do you agree or disagree with the following statement? - 'The thought of what I am doing the day after (e.g. attending university, going to work, social commitments etc.) alters my decision of whether to have a drink the night before'

Unweighted base	3618	1830	1788	367	470	575	801	1405	2132	1486
Base: All GB adults who drink alcohol	3598	1772	1826	392	581	620	718	1288	2057	1541
Strongly agree	24%	22%	27%	37%	30%	25%	25%	17%	23%	26%
Tend to agree	40%	42%	37%	37%	45%	44%	42%	34%	42%	36%
Neither agree nor disagree	15%	15%	14%	9%	12%	13%	14%	19%	13%	16%
Tend to disagree	11%	10%	11%	8%	6%	10%	10%	14%	11%	11%
Strongly disagree	9%	9%	9%	5%	5%	6%	8%	14%	9%	9%
Don't know	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%
Net: Agree	64%	64%	64%	75%	75%	69%	67%	52%	65%	62%
Net: Disagree	20%	20%	20%	14%	11%	17%	18%	29%	20%	20%

To what extent do you agree or disagree with the following statement? - 'If I feel like I deserve a drink, I won't worry about having one'

Unweighted base	3618	1830	1788	367	470	575	801	1405	2132	1486
Base: All GB adults who drink alcohol	3598	1772	1826	392	581	620	718	1288	2057	1541
Strongly agree	21%	25%	17%	23%	21%	21%	22%	19%	20%	22%
Tend to agree	48%	46%	49%	46%	46%	51%	48%	47%	50%	45%
Neither agree nor disagree	18%	16%	19%	14%	20%	16%	16%	20%	17%	19%
Tend to disagree	8%	7%	8%	9%	7%	7%	9%	8%	8%	7%
Strongly disagree	5%	4%	6%	4%	5%	4%	4%	6%	5%	5%
Don't know	1%	2%	1%	5%	1%	2%	1%	1%	1%	2%
Net: Agree	68%	71%	66%	68%	67%	72%	71%	66%	69%	67%
Net: Disagree	13%	11%	14%	13%	12%	11%	13%	14%	13%	12%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

To what extent do you agree or disagree with the following statement? - 'The thought of what I am doing the day after (e.g. attending university, going to work, social commitments etc.) alters my decision of whether to have a drink the night before'

Unweighted base	3618	1580	472	2052	185	916	145	320	1804	461	331	108	914
Base: All GB adults who drink alcohol	3598	1603	484	2087	189	845	158	319	1766	484	282	105	960
Strongly agree	24%	27%	31%	28%	34%	14%	19%	25%	21%	27%	19%	18%	31%
Tend to agree	40%	43%	40%	42%	40%	35%	37%	34%	40%	45%	38%	35%	38%
Neither agree nor disagree	15%	13%	13%	13%	8%	19%	19%	17%	14%	10%	18%	20%	16%
Tend to disagree	11%	10%	9%	10%	11%	14%	8%	11%	12%	9%	12%	13%	9%
Strongly disagree	9%	6%	5%	6%	7%	16%	15%	10%	11%	7%	13%	13%	6%
Don't know	1%	1%	1%	1%	1%	1%	3%	2%	2%	1%	1%	-	1%
Net: Agree	64%	70%	71%	70%	74%	50%	56%	60%	61%	73%	57%	53%	69%
Net: Disagree	20%	16%	15%	16%	17%	30%	22%	22%	23%	15%	24%	26%	14%

To what extent do you agree or disagree with the following statement? - 'If I feel like I deserve a drink, I won't worry about having one'

Unweighted base	3618	1580	472	2052	185	916	145	320	1804	461	331	108	914
Base: All GB adults who drink alcohol	3598	1603	484	2087	189	845	158	319	1766	484	282	105	960
Strongly agree	21%	22%	19%	21%	24%	19%	22%	19%	19%	22%	21%	20%	22%
Tend to agree	48%	49%	47%	49%	43%	49%	35%	44%	49%	48%	49%	40%	45%
Neither agree nor disagree	18%	16%	19%	17%	16%	18%	20%	25%	17%	15%	18%	26%	19%
Tend to disagree	8%	7%	9%	8%	10%	7%	11%	7%	8%	9%	5%	7%	7%
Strongly disagree	5%	4%	6%	4%	6%	7%	9%	4%	5%	5%	6%	7%	4%
Don't know	1%	2%	1%	1%	2%	0%	4%	1%	1%	1%	1%	-	2%
Net: Agree	68%	71%	66%	70%	67%	68%	57%	64%	68%	70%	70%	60%	68%
Net: Disagree	13%	11%	14%	12%	16%	14%	19%	11%	13%	14%	11%	14%	11%

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

To what extent do you agree or disagree with the following statement? - 'The thought of what I am doing the day after (e.g. attending university, going to work, social commitments etc.) alters my decision of whether to have a drink the night before'

Unweighted base	3618	2671	403	346	102	851	96	2671	819	387	1177	404	455
Base: All GB adults who drink alcohol	3598	2528	441	371	139	951	119	2743	785	412	1155	441	471
Strongly agree	24%	23%	26%	29%	22%	27%	28%	26%	27%	23%	28%	38%	20%
Tend to agree	40%	39%	45%	41%	42%	43%	35%	39%	45%	39%	42%	38%	30%
Neither agree nor disagree	15%	15%	13%	12%	10%	12%	22%	14%	12%	15%	12%	9%	20%
Tend to disagree	11%	12%	7%	10%	10%	8%	1%	11%	9%	8%	10%	8%	13%
Strongly disagree	9%	10%	8%	6%	14%	8%	6%	8%	6%	12%	7%	5%	15%
Don't know	1%	1%	1%	2%	2%	1%	8%	1%	1%	3%	1%	3%	2%
Net: Agree	64%	62%	71%	70%	64%	70%	63%	66%	72%	63%	70%	75%	50%
Net: Disagree	20%	22%	15%	16%	24%	17%	7%	19%	14%	20%	17%	13%	28%

To what extent do you agree or disagree with the following statement? - 'If I feel like I deserve a drink, I won't worry about having one'

Unweighted base	3618	2671	403	346	102	851	96	2671	819	387	1177	404	455
Base: All GB adults who drink alcohol	3598	2528	441	371	139	951	119	2743	785	412	1155	441	471
Strongly agree	21%	21%	21%	22%	23%	22%	16%	21%	23%	21%	23%	23%	13%
Tend to agree	48%	48%	47%	49%	49%	48%	38%	48%	47%	46%	47%	45%	49%
Neither agree nor disagree	18%	18%	19%	13%	16%	16%	22%	17%	16%	16%	16%	14%	21%
Tend to disagree	8%	7%	8%	9%	6%	8%	12%	7%	8%	8%	7%	8%	9%
Strongly disagree	5%	5%	4%	6%	4%	5%	3%	5%	5%	8%	5%	6%	8%
Don't know	1%	1%	1%	1%	2%	1%	10%	1%	1%	2%	1%	5%	0%
Net: Agree	68%	68%	68%	71%	72%	70%	53%	69%	70%	67%	70%	68%	62%
Net: Disagree	13%	12%	12%	15%	10%	13%	15%	12%	13%	16%	13%	14%	16%

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

Thinking generally about the amount of alcohol you currently drink...**How worried, if at all, are you about your level of drinking?

Unweighted base	3618	1830	1788	367	470	575	801	1405	2132	1486
Base: All GB adults who drink alcohol	3598	1772	1826	392	581	620	718	1288	2057	1541
Very worried	1%	2%	1%	1%	2%	2%	0%	1%	1%	1%
Fairly worried	7%	10%	5%	8%	7%	8%	9%	6%	7%	7%
Not very worried	24%	28%	21%	30%	26%	29%	24%	20%	26%	23%
Not at all worried	66%	60%	72%	59%	64%	60%	66%	73%	65%	68%
Don't know	1%	1%	1%	2%	2%	1%	0%	0%	1%	1%
Net: Worried	9%	11%	6%	10%	9%	10%	9%	7%	9%	9%
Net: Not Worried	90%	88%	93%	89%	89%	89%	90%	92%	91%	90%

Still thinking generally about the amount of alcohol you currently drink...**To what extent, if at all, do you consider your level of drinking to be impairing your overall health?

Unweighted base	3618	1830	1788	367	470	575	801	1405	2132	1486
Base: All GB adults who drink alcohol	3598	1772	1826	392	581	620	718	1288	2057	1541
A lot	2%	2%	1%	1%	3%	3%	2%	1%	2%	2%
A fair amount	7%	9%	5%	7%	9%	8%	6%	5%	7%	6%
Not very much	32%	37%	28%	39%	34%	36%	34%	27%	33%	32%
Not at all	57%	50%	64%	51%	51%	51%	56%	65%	58%	57%
Don't know	2%	2%	2%	3%	3%	2%	1%	2%	1%	3%
Net: Impairing	8%	11%	6%	8%	12%	11%	8%	6%	8%	8%
Net: Not impairing	90%	87%	92%	89%	85%	87%	91%	92%	90%	88%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Thinking generally about the amount of alcohol you currently drink...**How worried, if at all, are you about your level of drinking?

Unweighted base	3618	1580	472	2052	185	916	145	320	1804	461	331	108	914
Base: All GB adults who drink alcohol	3598	1603	484	2087	189	845	158	319	1766	484	282	105	960
Very worried	1%	1%	1%	1%	4%	1%	2%	2%	1%	2%	2%	1%	2%
Fairly worried	7%	9%	7%	8%	7%	6%	8%	6%	8%	8%	5%	6%	8%
Not very worried	24%	28%	23%	27%	33%	20%	10%	20%	23%	27%	23%	13%	28%
Not at all worried	66%	61%	69%	63%	54%	73%	77%	71%	68%	63%	70%	81%	61%
Don't know	1%	1%	0%	1%	1%	0%	3%	2%	1%	1%	0%	-	2%
Net: Worried	9%	10%	8%	9%	11%	6%	10%	8%	8%	10%	7%	6%	9%
Net: Not Worried	90%	89%	92%	90%	87%	94%	87%	91%	91%	89%	92%	94%	89%

Still thinking generally about the amount of alcohol you currently drink...**To what extent, if at all, do you consider your level of drinking to be impairing your overall health?

Unweighted base	3618	1580	472	2052	185	916	145	320	1804	461	331	108	914
Base: All GB adults who drink alcohol	3598	1603	484	2087	189	845	158	319	1766	484	282	105	960
A lot	2%	2%	1%	2%	3%	1%	2%	3%	1%	3%	1%	0%	2%
A fair amount	7%	8%	6%	7%	8%	5%	9%	5%	6%	8%	3%	7%	8%
Not very much	32%	36%	32%	35%	40%	27%	24%	30%	30%	36%	33%	22%	36%
Not at all	57%	52%	60%	54%	46%	66%	62%	59%	60%	52%	61%	69%	52%
Don't know	2%	2%	1%	2%	3%	1%	4%	4%	2%	1%	1%	1%	3%
Net: Impairing	8%	10%	7%	9%	11%	6%	10%	8%	8%	11%	5%	7%	9%
Net: Not impairing	90%	88%	92%	89%	86%	93%	86%	89%	90%	88%	94%	91%	88%

Total	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Children in Household	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Social Media (monthly or more)	Sub Samples	
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter	18-25s with no children who drink alcohol	mothers whose children have left home who drink alcohol

Thinking generally about the amount of alcohol you currently drink... How worried, if at all, are you about your level of drinking?

Unweighted base	3618	2671	403	346	102	851	96	2671	819	387	1177	404	455
Base: All GB adults who drink alcohol	3598	2528	441	371	139	951	119	2743	785	412	1155	441	471
Very worried	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%
Fairly worried	7%	7%	9%	9%	10%	9%	6%	8%	8%	7%	7%	7%	3%
Not very worried	24%	24%	20%	26%	27%	24%	28%	24%	29%	22%	26%	29%	18%
Not at all worried	66%	67%	69%	64%	61%	66%	52%	66%	60%	67%	65%	59%	77%
Don't know	1%	1%	0%	0%	1%	0%	12%	1%	1%	2%	1%	2%	0%
Net: Worried	9%	8%	10%	10%	11%	10%	8%	9%	10%	9%	8%	9%	4%
Net: Not Worried	90%	91%	89%	90%	88%	89%	80%	90%	89%	89%	91%	88%	95%

Still thinking generally about the amount of alcohol you currently drink... To what extent, if at all, do you consider your level of drinking to be impairing your overall health?

Unweighted base	3618	2671	403	346	102	851	96	2671	819	387	1177	404	455
Base: All GB adults who drink alcohol	3598	2528	441	371	139	951	119	2743	785	412	1155	441	471
A lot	2%	2%	1%	3%	3%	2%	2%	2%	2%	3%	2%	2%	1%
A fair amount	7%	7%	8%	5%	9%	7%	3%	7%	7%	7%	6%	6%	4%
Not very much	32%	32%	32%	36%	33%	34%	38%	33%	37%	30%	35%	37%	22%
Not at all	57%	58%	58%	53%	53%	55%	44%	57%	52%	57%	55%	52%	73%
Don't know	2%	2%	1%	2%	3%	2%	12%	2%	2%	3%	2%	3%	1%
Net: Impairing	8%	8%	9%	8%	12%	9%	6%	9%	10%	10%	8%	8%	4%
Net: Not impairing	90%	90%	90%	89%	86%	89%	82%	89%	89%	87%	90%	89%	95%