

YouGov / Know Your Limits Survey Results

Sample Size: 2421

Fieldwork: 16th - 18th November 2009

Total	Alcohol consumption			Gender		Age				
	Total									
Base	Low	Medium	High	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+

Do you ever drink alcohol?

Unweighted Base	2421	732	838	539	1176	1245	277	426	393	456	869
Base	2421	775	818	495	1177	1244	293	421	391	459	857
Yes, I do	86%	100%	100%	100%	88%	84%	86%	85%	89%	91%	84%
No, I don't	14%	-	-	-	12%	16%	14%	15%	11%	9%	16%

Which, if any, of the following sporting activities do you regularly take part in (i.e. at least five times per year)?

Unweighted Base	2109	732	838	539	1050	1059	242	371	347	413	736
All English Adults that drink	2089	775	818	495	1038	1051	253	356	346	417	717
Sunday league football	2%	1%	2%	4%	4%	0%	8%	3%	3%	1%	0%
Other football	6%	5%	7%	7%	12%	0%	16%	12%	8%	2%	0%
Rugby	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%	-
Cricket	2%	1%	2%	3%	4%	0%	4%	3%	3%	1%	1%
Snooker/pool	8%	6%	8%	10%	13%	2%	16%	11%	7%	7%	4%
Golf	6%	4%	7%	8%	11%	1%	8%	8%	5%	4%	6%
Tennis	4%	3%	3%	6%	5%	3%	12%	6%	3%	2%	2%
Squash	2%	2%	3%	1%	3%	1%	6%	3%	2%	1%	0%
Badminton	3%	4%	3%	3%	3%	3%	10%	3%	3%	4%	0%
Hockey	0%	0%	1%	0%	0%	1%	3%	-	-	0%	-
Aerobics	5%	4%	6%	5%	1%	9%	8%	7%	7%	3%	3%
Dance exercises	6%	5%	7%	7%	1%	11%	10%	11%	4%	5%	4%
Yoga	4%	4%	4%	6%	1%	8%	6%	9%	5%	2%	2%
Swimming	21%	19%	23%	23%	17%	25%	25%	24%	27%	17%	19%
Gym-based training	16%	16%	17%	14%	17%	15%	23%	28%	18%	12%	8%

	Total	Alcohol consumption			Gender		Age				
		Total									
	Base	Low	Medium	High	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+
Running/jogging	13%	10%	17%	11%	16%	10%	30%	26%	12%	9%	3%
Cycling	14%	11%	15%	16%	18%	10%	19%	21%	17%	13%	7%
Other	13%	11%	15%	13%	13%	12%	17%	14%	12%	12%	11%
None – I never take part in any sporting activities	41%	47%	38%	38%	36%	46%	22%	24%	37%	46%	56%
Don't know	1%	1%	1%	2%	2%	1%	5%	2%	1%	0%	1%

How often, if ever, do you ever play sport or take exercise in order to make up for having drunk a lot of alcohol in the previous few days?

	Unweighted Base	1276	398	535	343	678	598	193	284	219	233	347
All English Adults that drink and regularly take part in at least one sporting activity		1228	413	509	306	660	568	198	271	218	227	314
Always	2%	1%	2%	3%	2%	1%	3%	2%	1%	3%	0%	
Often	5%	2%	5%	8%	5%	4%	8%	7%	1%	6%	2%	
Sometimes	12%	8%	14%	17%	15%	9%	21%	17%	14%	8%	5%	
Rarely	17%	10%	17%	24%	19%	14%	21%	21%	18%	14%	11%	
Never	63%	77%	61%	48%	57%	71%	42%	51%	65%	68%	82%	
Don't know	2%	3%	1%	1%	2%	2%	4%	2%	1%	1%	-	

All figures, unless otherwise stated, are from YouGov Plc.