

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Gender		Socgrade		Region								Education age					
	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	15 or under	16	17-18	19	20+	Still at school/Full time student

q2. Do you currently drink alcohol?

Unweighted Base	2100	983	1117	1152	948	461	312	210	270	472	126	196	53	274	465	438	90	676	131	20	
<b>Base</b>	2100	1021	1079	1155	945	502	338	195	260	464	103	176	61	243	472	437	86	660	168	28	
Yes																					
No																					
Would rather not say																					

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	846	874	970	750	388	254	167	214	396	100	163	38	206	378	367	79	577	102	5	
<b>Base</b>	1710	863	847	966	743	422	268	151	204	391	85	147	42	181	383	368	76	566	125	5	
10-12	3%																				
13-15	26%																				
16-17	44%																				
18 and over	24%																				
Can't remember																					
Would rather not say																					

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	846	874	970	750	388	254	167	214	396	100	163	38	206	378	367	79	577	102	5	
<b>Base</b>	1710	863	847	966	743	422	268	151	204	391	85	147	42	181	383	368	76	566	125	5	
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.																					
Drinking alcohol is a strong part of my social life	27%																				
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family																					
I go for drinks after work with colleagues	13%																				
I go for drinks after school/college																					
I go for drinks after lectures at university																					
I only drink alcohol when others are also drinking																					
I never drink alcohol when alone																					
I drink alcohol when I am on my own																					
None of these																					

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	marital_stat							housing_stat						
	Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know
<b>q2. Do you currently drink alcohol?</b>														
Unweighted Base	2100	1078	214	59	154	70	505	16	736	759	130	299	83	85
Base	2100	967	230	59	138	63	600	18	654	763	150	329	92	105
Yes														
No														
Would rather not say														
<b>q3. At what age did you start drinking alcohol?</b>														
Unweighted Base	1720	888	183	49	119	55	410	13	629	635	90	246	58	54
Base	1710	811	202	48	106	48	478	14	550	641	105	273	69	64
10-12	3%													
13-15	26%													
16-17	44%													
18 and over	24%													
Can't remember														
Would rather not say														
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>														
Unweighted Base	1720	888	183	49	119	55	410	13	629	635	90	246	58	54
Base	1710	811	202	48	106	48	478	14	550	641	105	273	69	64
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%													
Drinking alcohol is a strong part of my social life														
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family														
I go for drinks after work with colleagues	13%													
I go for drinks after school/college														
I go for drinks after lectures at university														
I only drink alcohol when others are also drinking														
I never drink alcohol when alone														
I drink alcohol when I am on my own														
None of these														

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	household_size									
Total	1	2	3	4	5	6	7	8 or more	Don't know	Prefer not to say

q2. Do you currently drink alcohol?

Unweighted Base	2100	335	903	361	334	95	26	7	10	3	20
<b>Base</b>	2100	326	819	389	369	112	33	9	11	3	24
Yes											
No											
Would rather not say											

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	271	757	294	274	79	19	4	8	1	7
<b>Base</b>	1710	265	690	314	301	89	24	5	9	1	6
10-12											
13-15											
16-17											
18 and over											
Can't remember											
Would rather not say											

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	271	757	294	274	79	19	4	8	1	7
<b>Base</b>	1710	265	690	314	301	89	24	5	9	1	6
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.											
Drinking alcohol is a strong part of my social life											
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family											
I go for drinks after work with colleagues											
I go for drinks after school/college											
I go for drinks after lectures at university											
I only drink alcohol when others are also drinking											
I never drink alcohol when alone											
I drink alcohol when I am on my own											
None of these											

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Fieldwork: 19 - 23 May 2011

	gross_household										gross_household							
	Total	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer
<b>q2. Do you currently drink alcohol?</b>																		
Unweighted Base	2100	36	103	146	156	158	149	139	116	107	71	123	68	79	24	9	130	382
Base	2100	39	104	145	151	154	142	143	115	108	77	126	65	74	24	9	151	361
Yes																		
No																		
Would rather not say																		
<b>q3. At what age did you start drinking alcohol?</b>																		
Unweighted Base	1720	23	78	108	135	126	121	122	95	99	62	108	63	72	21	7	98	296
Base	1710	25	79	105	129	122	114	125	94	101	68	112	61	68	21	6	110	276
10-12	3%																	
13-15	26%																	
16-17	44%																	
18 and over	24%																	
Can't remember																		
Would rather not say																		
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>																		
Unweighted Base	1720	23	78	108	135	126	121	122	95	99	62	108	63	72	21	7	98	296
Base	1710	25	79	105	129	122	114	125	94	101	68	112	61	68	21	6	110	276
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%																	
Drinking alcohol is a strong part of my social life																		
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family	27%																	
I go for drinks after work with colleagues	13%																	
I go for drinks after school/college																		
I go for drinks after lectures at university																		
I only drink alcohol when others are also drinking																		
I never drink alcohol when alone																		
I drink alcohol when I am on my own																		
None of these																		

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	Age						Gender/ Age								Frequency of drinking						
	Total	Under 18	18-24	25-39	40-54	55+	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	At least once a day	Several times during the week	Every weekend	Some weekends	Only on special occasions	Very rarely	
<b>q2. Do you currently drink alcohol?</b>																					
Unweighted Base	2100	42	171	469	523	895	96	193	262	432	117	276	261	463	172	525	303	476	144	100	
<b>Base</b>	2100	66	245	510	548	731	160	254	271	336	151	256	277	395	152	504	327	489	145	93	
Yes																					
No																					
Would rather not say																					
<b>q3. At what age did you start drinking alcohol?</b>																					
Unweighted Base	1720	23	148	372	434	743	74	162	228	382	97	210	206	361	172	525	303	476	144	100	
<b>Base</b>	1710	28	212	415	454	601	115	214	237	297	125	202	217	303	152	504	327	489	145	93	
10-12	3%																				
13-15	26%																				
16-17	44%																				
18 and over	24%																				
Can't remember																					
Would rather not say																					
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>																					
Unweighted Base	1720	23	148	372	434	743	74	162	228	382	97	210	206	361	172	525	303	476	144	100	
<b>Base</b>	1710	28	212	415	454	601	115	214	237	297	125	202	217	303	152	504	327	489	145	93	
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%																				
Drinking alcohol is a strong part of my social life																					
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family																					
I go for drinks after work with colleagues	13%																				
I go for drinks after school/college																					
I go for drinks after lectures at university																					
I only drink alcohol when others are also drinking																					
I never drink alcohol when alone																					
I drink alcohol when I am on my own																					
None of these																					

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	Frequency of getting drunk						Drinking alcohol					
	Total	All the time	Most of the time	Some of the time	Rarely	Never	I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	Drinking alcohol is a strong part of my social life	I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family	I go for drinks after work with colleagues	I go for drinks after school/college	I go for drinks after lectures at university
<b>q2. Do you currently drink alcohol?</b>												
Unweighted Base	2100	18	113	398	701	490	1301	426	1117	190	12	25
<b>Base</b>	2100	23	141	449	673	424	1304	461	1152	231	14	34
Yes												
No												
Would rather not say												
<b>q3. At what age did you start drinking alcohol?</b>												
Unweighted Base	1720	18	113	398	701	490	1301	426	1117	190	12	25
<b>Base</b>	1710	23	141	449	673	424	1304	461	1152	231	14	34
10-12			3%									
13-15			26%									
16-17			44%									
18 and over			24%									
Can't remember												
Would rather not say												
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>												
Unweighted Base	1720	18	113	398	701	490	1301	426	1117	190	12	25
<b>Base</b>	1710	23	141	449	673	424	1304	461	1152	231	14	34
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.												
Drinking alcohol is a strong part of my social life			27%									
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family												
I go for drinks after work with colleagues			13%									
I go for drinks after school/college												
I go for drinks after lectures at university												
I only drink alcohol when others are also drinking												
I never drink alcohol when alone												
I drink alcohol when I am on my own												
None of these												

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Fieldwork: 19 - 23 May 2011

	Drinking alcohol					Stocking alcohol					
	Total	I only drink alcohol when others are also drinking	I never drink alcohol when alone	I drink alcohol when I am on my own	None of these	I typically stock/keep a supply of alcohol at home (e.g. beer, wine, spirits, etc.)	My parents stock/keep a supply of alcohol at home that I have access to	I only buy alcohol for special occasions	I buy most of my alcoholic drinks out-of-home, e.g. in pubs, clubs, restaurants, etc.	I do not have alcohol in my house	None of these
<b>q2. Do you currently drink alcohol?</b>											
Unweighted Base	2100	376	507	600	67	1206	128	274	353	67	87
<b>Base</b>	2100	371	506	589	58	1154	161	281	392	80	83
Yes											
No											
Would rather not say											
<b>q3. At what age did you start drinking alcohol?</b>											
Unweighted Base	1720	376	507	600	67	1206	128	274	353	67	87
<b>Base</b>	1710	371	506	589	58	1154	161	281	392	80	83
10-12	3%										
13-15	26%										
16-17	44%										
18 and over	24%										
Can't remember											
Would rather not say											
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>											
Unweighted Base	1720	376	507	600	67	1206	128	274	353	67	87
<b>Base</b>	1710	371	506	589	58	1154	161	281	392	80	83
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%										
Drinking alcohol is a strong part of my social life											
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family	27%										
I go for drinks after work with colleagues	13%										
I go for drinks after school/college											
I go for drinks after lectures at university											
I only drink alcohol when others are also drinking											
I never drink alcohol when alone											
I drink alcohol when I am on my own											
None of these											

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		Obtaining alcohol underage							
Total		From my parent's/guardian's house with parental consent	From my parent's/guardian's house without parental consent	From my friend's house with parental consent	From my friend's house without parental consent	Got/get an adult to buy it for me from an off license/newsagent	Got/get a friend who looked older to buy it	Bought it myself from an off license with fake ID	Bought it myself from an off license without ID
<b>q2. Do you currently drink alcohol?</b>									
Unweighted Base	2100	480	154	170	156	130	216	29	278
<b>Base</b>	2100	503	159	195	166	160	240	31	303
Yes									
No									
Would rather not say									
<b>q3. At what age did you start drinking alcohol?</b>									
Unweighted Base	1720	480	154	170	156	130	216	29	278
<b>Base</b>	1710	503	159	195	166	160	240	31	303
10-12	3%								
13-15	26%								
16-17	44%								
18 and over	24%								
Can't remember									
Would rather not say									
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>									
Unweighted Base	1720	480	154	170	156	130	216	29	278
<b>Base</b>	1710	503	159	195	166	160	240	31	303
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%								
Drinking alcohol is a strong part of my social life									
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

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		Obtaining alcohol underage							
		Bought it myself from a supermarket with fake ID	Bought it myself from a supermarket without ID	Bought it myself from a licensed venue, e.g. pub, club, restaurant with fake ID	Bought it myself from a licensed venue, e.g. pub, club, restaurant without ID	Stole it from a shop	Other	None of these/prefer not to say	
<b>q2. Do you currently drink alcohol?</b>									
	Unweighted Base	2100	12	89	66	548	11	99	53
	<b>Base</b>	2100	12	106	71	550	13	84	56
	Yes								
	No								
	Would rather not say								
<b>q3. At what age did you start drinking alcohol?</b>									
	Unweighted Base	1720	12	89	66	548	11	99	53
	<b>Base</b>	1710	12	106	71	550	13	84	56
	10-12	3%							
	13-15	26%							
	16-17	44%							
	18 and over	24%							
	Can't remember								
	Would rather not say								
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>									
	Unweighted Base	1720	12	89	66	548	11	99	53
	<b>Base</b>	1710	12	106	71	550	13	84	56
	I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.								
	Drinking alcohol is a strong part of my social life	27%							
	I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family								
	I go for drinks after work with colleagues	13%							
	I go for drinks after school/college								
	I go for drinks after lectures at university								
	I only drink alcohol when others are also drinking								
	I never drink alcohol when alone								
	I drink alcohol when I am on my own								
	None of these								

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	Places drink whilst underage						Places drink whilst underage					
	Total	In clubs	In pubs	In the park, open fields, etc.	On the street	House parties	At a friend's house with parental consent	At a friend's house without parental consent	At parent's house with consent	At parent's house without consent	Other	None of these/prefer not to say
<b>q2. Do you currently drink alcohol?</b>												
Unweighted Base	2100	182	595	249	92	418	202	157	367	68	37	23
Base	2100	192	590	290	101	466	243	173	379	73	29	23
Yes												
No												
Would rather not say												
<b>q3. At what age did you start drinking alcohol?</b>												
Unweighted Base	1720	182	595	249	92	418	202	157	367	68	37	23
Base	1710	192	590	290	101	466	243	173	379	73	29	23
10-12												
13-15												
16-17												
18 and over												
Can't remember												
Would rather not say												
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>												
Unweighted Base	1720	182	595	249	92	418	202	157	367	68	37	23
Base	1710	192	590	290	101	466	243	173	379	73	29	23
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.												
Drinking alcohol is a strong part of my social life												
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family												
I go for drinks after work with colleagues												
I go for drinks after school/college												
I go for drinks after lectures at university												
I only drink alcohol when others are also drinking												
I never drink alcohol when alone												
I drink alcohol when I am on my own												
None of these												

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		Why started drinking								
Total	All of my friends were doing it	It seems like a natural thing to do	I wanted to fit in with everyone else	I'm quite shy and it helps/helped me feel more confident	Because it makes/made it easier to deal with problems in my life	My parents said it was OK	I was curious	I like(d) the taste of alcohol		
<b>q2. Do you currently drink alcohol?</b>	Unweighted Base	2100	525	517	253	168	42	211	410	319
	<b>Base</b>	2100	538	532	256	186	44	218	424	344
	Yes									
	No									
	Would rather not say									
<b>q3. At what age did you start drinking alcohol?</b>	Unweighted Base	1720	525	517	253	168	42	211	410	319
	<b>Base</b>	1710	538	532	256	186	44	218	424	344
	10-12		3%							
	13-15		26%							
	16-17		44%							
	18 and over		24%							
	Can't remember									
	Would rather not say									
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>	Unweighted Base	1720	525	517	253	168	42	211	410	319
	<b>Base</b>	1710	538	532	256	186	44	218	424	344
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.										
Drinking alcohol is a strong part of my social life	27%									
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family										
I go for drinks after work with colleagues	13%									
I go for drinks after school/college										
I go for drinks after lectures at university										
I only drink alcohol when others are also drinking										
I never drink alcohol when alone										
I drink alcohol when I am on my own										
None of these										

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Why started drinking							
Total	I wanted to be more attractive to the opposite sex	I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink	My older siblings did it, and I wanted to hang out with them	I was always allowed wine with dinner, so drinking more socially seemed like a natural progression	I wanted to be a grown-up	Other	None of these

q2. Do you currently drink alcohol?

Unweighted Base	2100	55	45	42	196	202	55	49
<b>Base</b>	2100	60	51	48	201	191	52	55
Yes								
No								
Would rather not say								

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	55	45	42	196	202	55	49
<b>Base</b>	1710	60	51	48	201	191	52	55
10-12		3%						
13-15		26%						
16-17		44%						
18 and over		24%						
Can't remember								
Would rather not say								

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	55	45	42	196	202	55	49
<b>Base</b>	1710	60	51	48	201	191	52	55
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.								
Drinking alcohol is a strong part of my social life		27%						
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family								
I go for drinks after work with colleagues		13%						
I go for drinks after school/college								
I go for drinks after lectures at university								
I only drink alcohol when others are also drinking								
I never drink alcohol when alone								
I drink alcohol when I am on my own								
None of these								

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Total	Injuries incurred through drinkin							Injuries incurred through drinkin				
	Bump to the head	Bruised knees	Glass in my foot	Cuts to the face from falling over	Gone to A&E to get stitches	Been hospitalized overnight for being sick with alcohol	Broken bones	Broken teeth	Sprained wrist	Alcohol poisoning	Other	None of these/prefer not to say

q2. Do you currently drink alcohol?

Unweighted Base	2100	239	272	57	81	50	28	50	37	47	82	84	1507
Base	2100	276	307	67	96	59	31	62	40	56	86	84	1449
Yes													
No													
Would rather not say													

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	215	242	53	75	44	20	42	33	37	64	64	1199
Base	1710	248	277	61	91	52	22	53	36	45	69	65	1135
10-12		3%											
13-15		26%											
16-17		44%											
18 and over		24%											
Can't remember													
Would rather not say													

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	215	242	53	75	44	20	42	33	37	64	64	1199
Base	1710	248	277	61	91	52	22	53	36	45	69	65	1135
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.													
Drinking alcohol is a strong part of my social life		27%											
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family													
I go for drinks after work with colleagues		13%											
I go for drinks after school/college													
I go for drinks after lectures at university													
I only drink alcohol when others are also drinking													
I never drink alcohol when alone													
I drink alcohol when I am on my own													
None of these													

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Sample Size: 2100

Fieldwork: 19 - 23 May 2011

	Early experiences of drinking									
Total	I used to drink solely to get drunk	Every time I drank, I would get into a bad state, e.g. would be sick from drinking too much	I used to do stupid things that I regret when I'd have a drink	I took part in vandalism	I got into fights and/or arguments that I wouldn't normally get into	It led to me taking illegal substances	I was involved in anti-social behavior	I put myself in dangerous and/or vulnerable situations when I had a drink	I kissed someone that I wouldn't have done if I hadn't been drunk	I would have a few drinks but remain in control of myself

q2. Do you currently drink alcohol?

Unweighted Base	2100	239	97	252	31	101	52	46	179	413	519
<b>Base</b>	2100	273	111	270	36	125	59	53	193	452	510
Yes											
No											
Would rather not say											

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	239	97	252	31	101	52	46	179	413	519
<b>Base</b>	1710	273	111	270	36	125	59	53	193	452	510
10-12	3%										
13-15	26%										
16-17	44%										
18 and over	24%										
Can't remember											
Would rather not say											

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	239	97	252	31	101	52	46	179	413	519
<b>Base</b>	1710	273	111	270	36	125	59	53	193	452	510
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%										
Drinking alcohol is a strong part of my social life											
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family											
I go for drinks after work with colleagues	13%										
I go for drinks after school/college											
I go for drinks after lectures at university											
I only drink alcohol when others are also drinking											
I never drink alcohol when alone											
I drink alcohol when I am on my own											
None of these											

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

		Early experiences of drinking										
Total	I didn't like the taste of alcohol but I drank it anyway	Drinking alcohol underage affected my academic performance in school/college	I had a really great time when I was underage drinking	It was a really good laugh getting drunk when I was young	Drinking underage helped me to build better friendships	I got to kiss more boys/girls	Drinking underage helped me to have intimate relationships with the opposite sex	I ended up in hospital as a result of drinking too much	I started smoking when I started drinking	Other	None of these/prefer not to say	
<b>q2. Do you currently drink alcohol?</b>												
Unweighted Base	2100	128	33	358	393	130	165	71	16	190	20	185
Base	2100	137	38	392	439	152	188	80	16	201	16	181
Yes												
No												
Would rather not say												
<b>q3. At what age did you start drinking alcohol?</b>												
Unweighted Base	1720	128	33	358	393	130	165	71	16	190	20	185
Base	1710	137	38	392	439	152	188	80	16	201	16	181
10-12	3%											
13-15	26%											
16-17	44%											
18 and over	24%											
Can't remember												
Would rather not say												
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>												
Unweighted Base	1720	128	33	358	393	130	165	71	16	190	20	185
Base	1710	137	38	392	439	152	188	80	16	201	16	181
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%											
Drinking alcohol is a strong part of my social life												
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family	13%											
I go for drinks after work with colleagues												
I go for drinks after school/college												
I go for drinks after lectures at university												
I only drink alcohol when others are also drinking												
I never drink alcohol when alone												
I drink alcohol when I am on my own												
None of these												

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Drinking alcohol is part of our national culture : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q2. Do you currently drink alcohol?

Unweighted Base	2100	463	1098	340	119	49	31	1561	168
<b>Base</b>	2100	467	1088	346	113	48	38	1555	161
Yes									
No									
Would rather not say									

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	419	947	275	65	8	6	1366	73
<b>Base</b>	1710	427	944	269	57	6	7	1371	63
10-12									
13-15									
16-17									
18 and over									
Can't remember									
Would rather not say									

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	419	947	275	65	8	6	1366	73
<b>Base</b>	1710	427	944	269	57	6	7	1371	63
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.									
Drinking alcohol is a strong part of my social life	27%								
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I know the recommended alcohol unit consumption levels for men and women : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q2. Do you currently drink alcohol?

Unweighted Base	2100	333	880	403	361	73	50	1213	434
<b>Base</b>	2100	331	872	393	380	70	54	1202	451
Yes									
No									
Would rather not say									

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	294	769	331	279	40	7	1063	319
<b>Base</b>	1710	291	759	320	293	38	9	1050	331
10-12									
13-15									
16-17									
18 and over									
Can't remember									
Would rather not say									

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	294	769	331	279	40	7	1063	319
<b>Base</b>	1710	291	759	320	293	38	9	1050	331
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.									
Drinking alcohol is a strong part of my social life	27%								
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Had I known the recommended alcohol unit consumption levels when I started drinking, I would have drunk less' : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q2. Do you currently drink alcohol?

Unweighted Base	2100	38	111	536	753	377	285	149	1130
<b>Base</b>	2100	36	119	521	760	382	282	155	1142
Yes									
No									
Would rather not say									

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	27	95	465	694	340	99	122	1034
<b>Base</b>	1710	28	101	452	700	340	90	129	1039
10-12		3%							
13-15		26%							
16-17		44%							
18 and over		24%							
Can't remember									
Would rather not say									

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	27	95	465	694	340	99	122	1034
<b>Base</b>	1710	28	101	452	700	340	90	129	1039
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.									
Drinking alcohol is a strong part of my social life	27%								
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I try to stick to the recommended alcohol unit intake per week : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q2. Do you currently drink alcohol?

Unweighted Base	2100	244	406	549	391	167	343	650	558
<b>Base</b>	2100	218	394	552	418	174	344	612	592
Yes									
No									
Would rather not say									

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	214	388	489	378	142	109	602	520
<b>Base</b>	1710	194	375	487	401	150	103	569	551
10-12									
13-15									
16-17									
18 and over									
Can't remember									
Would rather not say									

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	214	388	489	378	142	109	602	520
<b>Base</b>	1710	194	375	487	401	150	103	569	551
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.									
Drinking alcohol is a strong part of my social life	27%								
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I drink more than I should : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q2. Do you currently drink alcohol?

Unweighted Base	2100	94	267	288	443	831	177	361	1274
<b>Base</b>	2100	94	275	309	454	783	184	370	1237
Yes									
No									
Would rather not say									

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	86	266	268	420	659	21	352	1079
<b>Base</b>	1710	88	273	285	430	614	20	361	1044
10-12		3%							
13-15		26%							
16-17		44%							
18 and over		24%							
Can't remember									
Would rather not say									

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	86	266	268	420	659	21	352	1079
<b>Base</b>	1710	88	273	285	430	614	20	361	1044
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.									
Drinking alcohol is a strong part of my social life	27%								
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family									
I go for drinks after work with colleagues	13%								
I go for drinks after school/college									
I go for drinks after lectures at university									
I only drink alcohol when others are also drinking									
I never drink alcohol when alone									
I drink alcohol when I am on my own									
None of these									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Attitudes towards underage drinking							Attitudes towards underage drinking					
	Underage drinking doesn't really do anyone any harm	I wouldn't like my own children to do what I did as a teenager	Underage drinking is a rite of passage	Underage drinking is a nuisance to society	I feel threatened by teenagers drinking on the street	People who drink underage aren't doing anyone any harm	Underage drinking encourages drug taking	Underage drinking encourages promiscuity	Underage drinking encourages anti-social behavior	Drinking underage builds up tolerance for later life	Underage drinking was not a problem when I was growing up, like it is now	Drinking underage leads to alcohol dependency in adulthood	None of these

q2. Do you currently drink alcohol?

Unweighted Base	2100	130	389	393	1091	1101	101	625	1110	1425	211	1175	536	142
Base	2100	132	418	398	1055	1063	105	603	1050	1374	220	1100	499	154
Yes														
No														
Would rather not say														

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	122	336	369	834	875	95	457	864	1124	170	1021	353	109
Base	1710	126	368	376	803	838	99	437	818	1087	177	957	324	109
10-12		3%												
13-15		26%												
16-17		44%												
18 and over		24%												
Can't remember														
Would rather not say														

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	122	336	369	834	875	95	457	864	1124	170	1021	353	109
Base	1710	126	368	376	803	838	99	437	818	1087	177	957	324	109
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.														
Drinking alcohol is a strong part of my social life		27%												
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family														
I go for drinks after work with colleagues		13%												
I go for drinks after school/college														
I go for drinks after lectures at university														
I only drink alcohol when others are also drinking														
I never drink alcohol when alone														
I drink alcohol when I am on my own														
None of these														

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Drinking alcohol habits							
Total	When I am out drinking with friends, I go out to get really drunk	I enjoy having a few drinks but don't like losing control of myself	I normally don't remember anything when I have a few drinks	When I am out I tend to stick to one type of drink, e.g. wine or cider	When I am out I tend to drink anything and everything	When I am out I tend to stick to one drink but may do some shots	None of these

q2. Do you currently drink alcohol?

Unweighted Base	2100	79	1223	48	1063	59	210	171
<b>Base</b>	2100	105	1229	58	1027	72	239	148
Yes								
No								
Would rather not say								

q3. At what age did you start drinking alcohol?

Unweighted Base	1720	79	1223	48	1063	59	210	171
<b>Base</b>	1710	105	1229	58	1027	72	239	148
10-12		3%						
13-15		26%						
16-17		44%						
18 and over		24%						
Can't remember								
Would rather not say								

q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.

Unweighted Base	1720	79	1223	48	1063	59	210	171
<b>Base</b>	1710	105	1229	58	1027	72	239	148
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.								
Drinking alcohol is a strong part of my social life		27%						
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family								
I go for drinks after work with colleagues		13%						
I go for drinks after school/college								
I go for drinks after lectures at university								
I only drink alcohol when others are also drinking								
I never drink alcohol when alone								
I drink alcohol when I am on my own								
None of these								

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

	Attitudes towards alcohol							Bingers	Underage	Deeply	At what age did you start drinking alcohol?						
	Total	I use alcohol as an escape from day-to-day life	Alcohol makes me feel more confident when I'm in a large group	Alcohol makes a night out a lot more enjoyable	I drink too much	Too much emphasis is put drinking rather than other activities, e.g. cinema, museums, etc.	Bigger measures in pubs and bars encourage you to drink more without realising	None of these	Bingers	Underage drinkers	Deeply disgusted	10-12	13-15	16-17	18 and over	Can't remember	Would rather not say
<b>q2. Do you currently drink alcohol?</b>																	
Unweighted Base	2100	149	354	781	174	497	319	460	58	23	2	56	416	757	453	36	2
Base	2100	162	404	824	173	487	302	423	71	28	2	53	450	757	416	32	2
Yes																	
No																	
Would rather not say																	
<b>q3. At what age did you start drinking alcohol?</b>																	
Unweighted Base	1720	149	354	781	174	497	319	460	58	23	1	56	416	757	453	36	2
Base	1710	162	404	824	173	487	302	423	71	28	1	53	450	757	416	32	2
10-12	3%																
13-15	26%																
16-17	44%																
18 and over	24%																
Can't remember																	
Would rather not say																	
<b>q7. Which of the following statements about drinking alcohol, if any, apply to you? Please ignore any statements that are irrelevant to you.</b>																	
Unweighted Base	1720	149	354	781	174	497	319	460	58	23	1	56	416	757	453	36	2
Base	1710	162	404	824	173	487	302	423	71	28	1	53	450	757	416	32	2
I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	27%																15%
Drinking alcohol is a strong part of my social life																	
I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family																	
I go for drinks after work with colleagues	13%																7%
I go for drinks after school/college																	
I go for drinks after lectures at university																	
I only drink alcohol when others are also drinking																	
I never drink alcohol when alone																	
I drink alcohol when I am on my own																	
None of these																	

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Gender		Socgrade		Region								Education age					
	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	15 or under	16	17-18	19	20+	Still at school/Full time student

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	628	601	678	551	277	183	125	137	292	67	115	33	132	258	264	53	424	93	1	
All of my friends were doing it	43%																					
It seems like a natural thing to do																						
I wanted to fit in with everyone else																						
I'm quite shy and it helps/helped me feel more confident																						
Because it makes/made it easier to deal with problems in my life																						
My parents said it was OK																						
I was curious																						
I like(d) the taste of alcohol																						
I wanted to be more attractive to the opposite sex																						
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink																						
My older siblings did it, and I wanted to hang out with them																						
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression																						
I wanted to be a grown-up																						
Other																						
None of these																						

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	297	246	270	183	105	64	39	68	98	29	45	5	69	109	98	23	142	9	1	
I didn't want to break the law	Base	416	199	217	252	163	107	61	33	60	91	21	38	5	59	106	91	22	125	10	1	
I didn't want to disobey my parents																						
I focused more on sport than socializing																						
None of my friends did it	30%																					
I didn't like the way my friends acted when they were drinking																						
I wasn't cool enough																						
I worried about what it would feel like																						
I worried about situations I could get into																						
I couldn't afford to buy alcohol																						
I didn't know how to get hold of alcohol																						
My parents drink/drank too much and it put me off																						
Other																						
None of these/prefer not to say																						

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	marital_stat							housing_stat					
	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

Unweighted Base	1229	604	158	32	79	27	318	6	388	498	59	198	40	41
43%														
All of my friends were doing it														
It seems like a natural thing to do														
I wanted to fit in with everyone else														
I'm quite shy and it helps/helped me feel more confident														
Because it makes/made it easier to deal with problems in my life														
My parents said it was OK														
I was curious														
I like(d) the taste of alcohol														
I wanted to be more attractive to the opposite sex														
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink														
My older siblings did it, and I wanted to hang out with them														
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression														
I wanted to be a grown-up														
Other														
None of these														

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

Unweighted Base	453	265	25	17	33	24	84	5	224	125	27	43	18	13
Base	416	226	25	17	29	22	94	4	185	122	31	43	19	13
30%														
I didn't want to break the law														
I didn't want to disobey my parents														
I focused more on sport than socializing														
None of my friends did it														
I didn't like the way my friends acted when they were drinking														
I wasn't cool enough														
I worried about what it would feel like														
I worried about situations I could get into														
I couldn't afford to buy alcohol														
I didn't know how to get hold of alcohol														
My parents drink/drank too much and it put me off														
Other														
None of these/prefer not to say														

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

	household_size									
Total	1	2	3	4	5	6	7	8 or more	Don't know	Prefer not to say

**q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.**

	Unweighted Base	1229	174	513	220	221	66	16	3	7	1	5
All of my friends were doing it	43%											
It seems like a natural thing to do												
I wanted to fit in with everyone else												
I'm quite shy and it helps/helped me feel more confident												
Because it makes/made it easier to deal with problems in my life												
My parents said it was OK												
I was curious												
I like(d) the taste of alcohol												
I wanted to be more attractive to the opposite sex												
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink												
My older siblings did it, and I wanted to hang out with them												
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression												
I wanted to be a grown-up												
Other												
None of these												

**q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.**

	Unweighted Base	453	82	229	68	51	13	3	1	1	-	2
I didn't want to break the law	30%	416	79	192	70	50	15	4	1	1	-	1
I didn't want to disobey my parents												
I focused more on sport than socializing												
None of my friends did it												
I didn't like the way my friends acted when they were drinking												
I wasn't cool enough												
I worried about what it would feel like												
I worried about situations I could get into												
I couldn't afford to buy alcohol												
I didn't know how to get hold of alcohol												
My parents drink/drank too much and it put me off												
Other												
None of these/prefer not to say												

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	gross_household										gross_household						
	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	18	54	66	93	84	86	85	73	76	45	87	54	61	17	6	77	193	
All of my friends were doing it	43%																		
It seems like a natural thing to do																			
I wanted to fit in with everyone else																			
I'm quite shy and it helps/helped me feel more confident																			
Because it makes/made it easier to deal with problems in my life																			
My parents said it was OK																			
I was curious																			
I like(d) the taste of alcohol																			
I wanted to be more attractive to the opposite sex																			
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink																			
My older siblings did it, and I wanted to hang out with them																			
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression																			
I wanted to be a grown-up																			
Other																			
None of these																			

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	3	20	37	39	39	33	36	22	23	16	20	9	11	4	1	15	95	
I didn't want to break the law	Base	416	2	19	32	36	34	27	38	23	20	19	17	8	8	4	1	17	82
I didn't want to disobey my parents																			
I focused more on sport than socializing																			
None of my friends did it	30%																		
I didn't like the way my friends acted when they were drinking																			
I wasn't cool enough																			
I worried about what it would feel like																			
I worried about situations I could get into																			
I couldn't afford to buy alcohol																			
I didn't know how to get hold of alcohol																			
My parents drink/drank too much and it put me off																			
Other																			
None of these/prefer not to say																			

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Age					Gender/ Age							Frequency of drinking					
	Under 18	18-24	25-39	40-54	55+	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+	At least once a day	Several times during the week	Every weekend	Some weekends	Only on special occasions

**q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.**

	Unweighted Base	23	133	297	344	432	67	123	192	246	89	174	152	186	114	372	237	334	98	74	
All of my friends were doing it	43%																				
It seems like a natural thing to do																					
I wanted to fit in with everyone else																					
I'm quite shy and it helps/helped me feel more confident																					
Because it makes/made it easier to deal with problems in my life																					
My parents said it was OK																					
I was curious																					
I like(d) the taste of alcohol																					
I wanted to be more attractive to the opposite sex																					
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink																					
My older siblings did it, and I wanted to hang out with them																					
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression																					
I wanted to be a grown-up																					
Other																					
None of these																					

**q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.**

	Unweighted Base	453	-	13	73	81	286	5	39	34	129	8	34	47	157	53	142	64	130	41	23	
I didn't want to break the law	Base	416	-	18	84	85	229	9	53	38	99	9	30	47	131	47	124	60	125	40	20	
I didn't want to disobey my parents																						
I focused more on sport than socializing																						
None of my friends did it	30%																					
I didn't like the way my friends acted when they were drinking																						
I wasn't cool enough																						
I worried about what it would feel like																						
I worried about situations I could get into																						
I couldn't afford to buy alcohol																						
I didn't know how to get hold of alcohol																						
My parents drink/drank too much and it put me off																						
Other																						
None of these/prefer not to say																						

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Frequency of getting drunk					Drinking alcohol					
	All the time	Most of the time	Some of the time	Rarely	Never	I drink alcohol on special occasions, e.g. birthday parties, weddings, etc.	Drinking alcohol is a strong part of my social life	I drink alcohol when going out, e.g. to clubs, bars, with my friends and/or family	I go for drinks after work with colleagues	I go for drinks after school/college	I go for drinks after lectures at university

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	14	102	341	507	265	956	357	854	162	11	20
All of my friends were doing it	43%												
It seems like a natural thing to do													
I wanted to fit in with everyone else													
I'm quite shy and it helps/helped me feel more confident													
Because it makes/made it easier to deal with problems in my life													
My parents said it was OK													
I was curious													
I like(d) the taste of alcohol													
I wanted to be more attractive to the opposite sex													
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink													
My older siblings did it, and I wanted to hang out with them													
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression													
I wanted to be a grown-up													
Other													
None of these													

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	4	11	55	176	207	315	62	244	23	1	4
I didn't want to break the law	Base	416	5	13	59	167	172	290	62	232	29	1	6
I didn't want to disobey my parents													
I focused more on sport than socializing													
None of my friends did it	30%												
I didn't like the way my friends acted when they were drinking													
I wasn't cool enough													
I worried about what it would feel like													
I worried about situations I could get into													
I couldn't afford to buy alcohol													
I didn't know how to get hold of alcohol													
My parents drink/drank too much and it put me off													
Other													
None of these/prefer not to say													

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Drinking alcohol				Stocking alcohol					
	I only drink alcohol when others are also drinking	I never drink alcohol when alone	I drink alcohol when I am on my own	None of these	I typically stock/keep a supply of alcohol at home (e.g. beer, wine, spirits, etc.)	My parents stock/keep a supply of alcohol at home that I have access to	I only buy alcohol for special occasions	I buy most of my alcoholic drinks out-of-home, e.g. in pubs, clubs, restaurants, etc.	I do not have alcohol in my house	None of these

**q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.**

	1229	270	353	462	36	852	117	198	286	49	62
Unweighted Base	1229	270	353	462	36	852	117	198	286	49	62
All of my friends were doing it	43%										
It seems like a natural thing to do											
I wanted to fit in with everyone else											
I'm quite shy and it helps/helped me feel more confident											
Because it makes/made it easier to deal with problems in my life											
My parents said it was OK											
I was curious											
I like(d) the taste of alcohol											
I wanted to be more attractive to the opposite sex											
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink											
My older siblings did it, and I wanted to hang out with them											
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression											
I wanted to be a grown-up											
Other											
None of these											

**q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.**

	453	100	145	126	29	329	8	69	63	15	24
Unweighted Base	453	100	145	126	29	329	8	69	63	15	24
Base	416	89	130	112	24	294	10	65	68	19	22
I didn't want to break the law	30%										
I didn't want to disobey my parents											
I focused more on sport than socializing											
None of my friends did it											
I didn't like the way my friends acted when they were drinking											
I wasn't cool enough											
I worried about what it would feel like											
I worried about situations I could get into											
I couldn't afford to buy alcohol											
I didn't know how to get hold of alcohol											
My parents drink/drank too much and it put me off											
Other											
None of these/prefer not to say											

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

	Obtaining alcohol underage							
Total	From my parent's/guardian's house with parental consent	From my parent's/guardian's house without parental consent	From my friend's house with parental consent	From my friend's house without parental consent	Got/get an adult to buy it for me from an off license/newsagent	Got/get a friend who looked older to buy it	Bought it myself from an off license with fake ID	Bought it myself from an off license without ID

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	480	154	170	156	130	216	29	276
All of my friends were doing it	43%								
It seems like a natural thing to do									
I wanted to fit in with everyone else									
I'm quite shy and it helps/helped me feel more confident									
Because it makes/made it easier to deal with problems in my life									
My parents said it was OK									
I was curious									
I like(d) the taste of alcohol									
I wanted to be more attractive to the opposite sex									
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink									
My older siblings did it, and I wanted to hang out with them									
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression									
I wanted to be a grown-up									
Other									
None of these									

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	480	154	170	156	130	216	29	276
I didn't want to break the law	30%								
I didn't want to disobey my parents									
I focused more on sport than socializing									
None of my friends did it									
I didn't like the way my friends acted when they were drinking									
I wasn't cool enough									
I worried about what it would feel like									
I worried about situations I could get into									
I couldn't afford to buy alcohol									
I didn't know how to get hold of alcohol									
My parents drink/drank too much and it put me off									
Other									
None of these/prefer not to say									

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

	Obtaining alcohol underage						
Total	Bought it myself from a supermarket with fake ID	Bought it myself from a supermarket without ID	Bought it myself from a licensed venue, e.g. pub, club, restaurant with fake ID	Bought it myself from a licensed venue, e.g. pub, club, restaurant without ID	Stole it from a shop	Other	None of these/prefer not to say

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	12	89	66	548	11	99	53
Unweighted Base	1229	12	89	66	548	11	99	53
All of my friends were doing it	43%							
It seems like a natural thing to do								
I wanted to fit in with everyone else								
I'm quite shy and it helps/helped me feel more confident								
Because it makes/made it easier to deal with problems in my life								
My parents said it was OK								
I was curious								
I like(d) the taste of alcohol								
I wanted to be more attractive to the opposite sex								
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink								
My older siblings did it, and I wanted to hang out with them								
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression								
I wanted to be a grown-up								
Other								
None of these								

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	-	-	-	-	-	-	-
Unweighted Base	453	-	-	-	-	-	-	-
Base	416	-	-	-	-	-	-	-
I didn't want to break the law	30%							
I didn't want to disobey my parents								
I focused more on sport than socializing								
None of my friends did it								
I didn't like the way my friends acted when they were drinking								
I wasn't cool enough								
I worried about what it would feel like								
I worried about situations I could get into								
I couldn't afford to buy alcohol								
I didn't know how to get hold of alcohol								
My parents drink/drank too much and it put me off								
Other								
None of these/prefer not to say								

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Places drink whilst underage						Places drink whilst underage				
	In clubs	In pubs	In the park, open fields, etc.	On the street	House parties	At a friend's house with parental consent	At a friend's house without parental consent	At parent's house with consent	At parent's house without consent	Other	None of these/prefer not to say

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	182	595	249	92	418	202	157	367	68	37	23
Unweighted Base	1229	182	595	249	92	418	202	157	367	68	37	23
All of my friends were doing it	43%											
It seems like a natural thing to do												
I wanted to fit in with everyone else												
I'm quite shy and it helps/helped me feel more confident												
Because it makes/made it easier to deal with problems in my life												
My parents said it was OK												
I was curious												
I like(d) the taste of alcohol												
I wanted to be more attractive to the opposite sex												
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink												
My older siblings did it, and I wanted to hang out with them												
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression												
I wanted to be a grown-up												
Other												
None of these												

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	-	-	-	-	-	-	-	-	-	-	-
Unweighted Base	453	-	-	-	-	-	-	-	-	-	-	-
Base	416	-	-	-	-	-	-	-	-	-	-	-
I didn't want to break the law	30%											
I didn't want to disobey my parents												
I focused more on sport than socializing												
None of my friends did it												
I didn't like the way my friends acted when they were drinking												
I wasn't cool enough												
I worried about what it would feel like												
I worried about situations I could get into												
I couldn't afford to buy alcohol												
I didn't know how to get hold of alcohol												
My parents drink/drank too much and it put me off												
Other												
None of these/prefer not to say												

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Why started drinking								
Total	All of my friends were doing it	It seems like a natural thing to do	I wanted to fit in with everyone else	I'm quite shy and it helps/helped me feel more confident	Because it makes/made it easier to deal with problems in my life	My parents said it was OK	I was curious	I like(d) the taste of alcohol

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	525	517	253	168	42	211	410	319
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	-	-	-	-	-	-	-	-
I didn't want to break the law	30%	416	-	-	-	-	-	-	-	-
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Why started drinking							
Total	I wanted to be more attractive to the opposite sex	I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink	My older siblings did it, and I wanted to hang out with them	I was always allowed wine with dinner, so drinking more socially seemed like a natural progression	I wanted to be a grown-up	Other	None of these

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	55	45	42	196	202	55	49
Unweighted Base	1229	55	45	42	196	202	55	49
All of my friends were doing it	43%							
It seems like a natural thing to do								
I wanted to fit in with everyone else								
I'm quite shy and it helps/helped me feel more confident								
Because it makes/made it easier to deal with problems in my life								
My parents said it was OK								
I was curious								
I like(d) the taste of alcohol								
I wanted to be more attractive to the opposite sex								
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink								
My older siblings did it, and I wanted to hang out with them								
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression								
I wanted to be a grown-up								
Other								
None of these								

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	-	-	-	-	-	-	-
Unweighted Base	453	-	-	-	-	-	-	-
Base	416	-	-	-	-	-	-	-
I didn't want to break the law								
I didn't want to disobey my parents								
I focused more on sport than socializing								
None of my friends did it	30%							
I didn't like the way my friends acted when they were drinking								
I wasn't cool enough								
I worried about what it would feel like								
I worried about situations I could get into								
I couldn't afford to buy alcohol								
I didn't know how to get hold of alcohol								
My parents drink/drank too much and it put me off								
Other								
None of these/prefer not to say								

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Injuries incurred through drinkin							Injuries incurred through drinkin				
	Bump to the head	Bruised knees	Glass in my foot	Cuts to the face from falling over	Gone to A&E to get stitches	Been hospitalized overnight for being sick with alcohol	Broken bones	Broken teeth	Sprained wrist	Alcohol poisoning	Other	None of these/prefer not to say

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	197	221	52	69	43	20	35	30	32	58	52	776
Unweighted Base	43%												
All of my friends were doing it													
It seems like a natural thing to do													
I wanted to fit in with everyone else													
I'm quite shy and it helps/helped me feel more confident													
Because it makes/made it easier to deal with problems in my life													
My parents said it was OK													
I was curious													
I like(d) the taste of alcohol													
I wanted to be more attractive to the opposite sex													
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink													
My older siblings did it, and I wanted to hang out with them													
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression													
I wanted to be a grown-up													
Other													
None of these													

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	17	21	1	6	1	-	7	3	5	5	12	387
Unweighted Base	416	20	20	1	9	1	-	8	3	7	6	10	348
I didn't want to break the law													
I didn't want to disobey my parents													
I focused more on sport than socializing													
None of my friends did it	30%												
I didn't like the way my friends acted when they were drinking													
I wasn't cool enough													
I worried about what it would feel like													
I worried about situations I could get into													
I couldn't afford to buy alcohol													
I didn't know how to get hold of alcohol													
My parents drink/drank too much and it put me off													
Other													
None of these/prefer not to say													

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Early experiences of drinking										
Total	I used to drink solely to get drunk	Every time I drank, I would get into a bad state, e.g. would be sick from drinking too much	I used to do stupid things that I regret when I'd have a drink	I took part in vandalism	I got into fights and/or arguments that I wouldn't normally get into	It led to me taking illegal substances	I was involved in anti-social behavior	I put myself in dangerous and/or vulnerable situations when I had a drink	I kissed someone that I wouldn't have done if I hadn't been drunk	I would have a few drinks but remain in control of myself

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

Unweighted Base	1229	239	97	252	31	101	52	46	179	413	519
All of my friends were doing it	43%										
It seems like a natural thing to do											
I wanted to fit in with everyone else											
I'm quite shy and it helps/helped me feel more confident											
Because it makes/made it easier to deal with problems in my life											
My parents said it was OK											
I was curious											
I like(d) the taste of alcohol											
I wanted to be more attractive to the opposite sex											
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink											
My older siblings did it, and I wanted to hang out with them											
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression											
I wanted to be a grown-up											
Other											
None of these											

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

Unweighted Base	453	-	-	-	-	-	-	-	-	-	-
I didn't want to break the law	41%										
I didn't want to disobey my parents											
I focused more on sport than socializing											
None of my friends did it	30%										
I didn't like the way my friends acted when they were drinking											
I wasn't cool enough											
I worried about what it would feel like											
I worried about situations I could get into											
I couldn't afford to buy alcohol											
I didn't know how to get hold of alcohol											
My parents drink/drank too much and it put me off											
Other											
None of these/prefer not to say											

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

							Early experiences of drinking				
Total	I didn't like the taste of alcohol but I drank it anyway	Drinking alcohol underage affected my academic performance in school/college	I had a really great time when I was underage drinking	It was a really good laugh getting drunk when I was young	Drinking underage helped me to build better friendships	I got to kiss more boys/girls	Drinking underage helped me to have intimate relationships with the opposite sex	I ended up in hospital as a result of drinking too much	I started smoking when I started drinking	Other	None of these/prefer not to say

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	128	33	358	393	130	165	71	16	190	20	185
Unweighted Base	1229	128	33	358	393	130	165	71	16	190	20	185
All of my friends were doing it	43%											
It seems like a natural thing to do												
I wanted to fit in with everyone else												
I'm quite shy and it helps/helped me feel more confident												
Because it makes/made it easier to deal with problems in my life												
My parents said it was OK												
I was curious												
I like(d) the taste of alcohol												
I wanted to be more attractive to the opposite sex												
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink												
My older siblings did it, and I wanted to hang out with them												
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression												
I wanted to be a grown-up												
Other												
None of these												

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	-	-	-	-	-	-	-	-	-	-	-
Unweighted Base	453	-	-	-	-	-	-	-	-	-	-	-
Base	416	-	-	-	-	-	-	-	-	-	-	-
I didn't want to break the law	30%											
I didn't want to disobey my parents												
I focused more on sport than socializing												
None of my friends did it												
I didn't like the way my friends acted when they were drinking												
I wasn't cool enough												
I worried about what it would feel like												
I worried about situations I could get into												
I couldn't afford to buy alcohol												
I didn't know how to get hold of alcohol												
My parents drink/drank too much and it put me off												
Other												
None of these/prefer not to say												

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Drinking alcohol is part of our national culture : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	329	677	184	33	3	3	1006	36
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	66	252	79	31	4	2	337	35
I didn't want to break the law	30%	416	81	233	70	26	3	2	314	29
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I know the recommended alcohol unit consumption levels for men and women : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	208	562	217	210	27	5	770	237
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	63	194	97	67	11	1	277	76
I didn't want to break the law	30%	416	68	184	88	64	11	2	252	74
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Had I known the recommended alcohol unit consumption levels when I started drinking, I would have drunk less' : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	20	70	276	544	285	32	90	829
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	6	25	169	141	51	61	31	192
I didn't want to break the law	30%	416	5	26	157	132	43	54	31	175
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I try to stick to the recommended alcohol unit intake per week : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	147	251	355	299	114	63	398	413
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	64	132	119	73	24	41	196	97
I didn't want to break the law	30%	416	53	122	106	76	22	37	175	97
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

I drink more than I should : Please indicate your level of agreement with the following statements.								
Total	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Would rather not say/not applicable	Agree	Disagree

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	1229	75	212	196	301	433	12	287	734
All of my friends were doing it	43%									
It seems like a natural thing to do										
I wanted to fit in with everyone else										
I'm quite shy and it helps/helped me feel more confident										
Because it makes/made it easier to deal with problems in my life										
My parents said it was OK										
I was curious										
I like(d) the taste of alcohol										
I wanted to be more attractive to the opposite sex										
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink										
My older siblings did it, and I wanted to hang out with them										
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression										
I wanted to be a grown-up										
Other										
None of these										

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	453	10	51	66	109	210	7	61	319
I didn't want to break the law	30%	416	9	46	65	102	188	6	55	290
I didn't want to disobey my parents										
I focused more on sport than socializing										
None of my friends did it										
I didn't like the way my friends acted when they were drinking										
I wasn't cool enough										
I worried about what it would feel like										
I worried about situations I could get into										
I couldn't afford to buy alcohol										
I didn't know how to get hold of alcohol										
My parents drink/drank too much and it put me off										
Other										
None of these/prefer not to say										

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Attitudes towards underage drinking							Attitudes towards underage drinking					
	Underage drinking doesn't really do anyone any harm	I wouldn't like my own children to do what I did as a teenager	Underage drinking is a rite of passage	Underage drinking is a nuisance to society	I feel threatened by teenagers drinking on the street	People who drink underage aren't doing anyone any harm	Underage drinking encourages drug taking	Underage drinking encourages promiscuity	Underage drinking encourages anti-social behavior	Drinking underage builds up tolerance for later life	Underage drinking was not a problem when I was growing up, like it is now	Drinking underage leads to alcohol dependency in adulthood	None of these

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	113	314	332	472	556	88	283	548	718	132	704	166	87
43%	1229													
All of my friends were doing it														
It seems like a natural thing to do														
I wanted to fit in with everyone else														
I'm quite shy and it helps/helped me feel more confident														
Because it makes/made it easier to deal with problems in my life														
My parents said it was OK														
I was curious														
I like(d) the taste of alcohol														
I wanted to be more attractive to the opposite sex														
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink														
My older siblings did it, and I wanted to hang out with them														
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression														
I wanted to be a grown-up														
Other														
None of these														

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	9	20	32	341	299	7	169	299	390	36	293	179	17
30%	453													
I didn't want to break the law	416	11	24	31	312	266	9	148	264	336	33	253	160	16
I didn't want to disobey my parents														
I focused more on sport than socializing														
None of my friends did it														
I didn't like the way my friends acted when they were drinking														
I wasn't cool enough														
I worried about what it would feel like														
I worried about situations I could get into														
I couldn't afford to buy alcohol														
I didn't know how to get hold of alcohol														
My parents drink/drank too much and it put me off														
Other														
None of these/prefer not to say														

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Drinking alcohol habits							
Total	When I am out drinking with friends, I go out to get really drunk	I enjoy having a few drinks but don't like losing control of myself	I normally don't remember anything when I have a few drinks	When I am out I tend to stick to one type of drink, e.g. wine or cider	When I am out I tend to drink anything and everything	When I am out I tend to stick to one drink but may do some shots	None of these

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	1229	71	900	42	760	54	184	100
Unweighted Base	1229	71	900	42	760	54	184	100
All of my friends were doing it	43%							
It seems like a natural thing to do								
I wanted to fit in with everyone else								
I'm quite shy and it helps/helped me feel more confident								
Because it makes/made it easier to deal with problems in my life								
My parents said it was OK								
I was curious								
I like(d) the taste of alcohol								
I wanted to be more attractive to the opposite sex								
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink								
My older siblings did it, and I wanted to hang out with them								
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression								
I wanted to be a grown-up								
Other								
None of these								

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	453	7	297	6	278	5	25	65
Unweighted Base	453	7	297	6	278	5	25	65
Base	416	8	283	9	254	5	25	53
I didn't want to break the law	30%							
I didn't want to disobey my parents								
I focused more on sport than socializing								
None of my friends did it								
I didn't like the way my friends acted when they were drinking								
I wasn't cool enough								
I worried about what it would feel like								
I worried about situations I could get into								
I couldn't afford to buy alcohol								
I didn't know how to get hold of alcohol								
My parents drink/drank too much and it put me off								
Other								
None of these/prefer not to say								

**YouGov/Sixthsense Survey Results**

Sample Size: 2100

Fieldwork: 19 - 23 May 2011

Total	Attitudes towards alcohol						Bingers	Underage	Deeply	At what age did you start drinking alcohol?					
	I use alcohol as an escape from day-to-day life	Alcohol makes me feel more confident when I'm in a large group	Alcohol makes a night out a lot more enjoyable	I drink too much	Too much emphasis is put drinking rather than other activities, e.g. cinema, museums, etc.	Bigger measures in pubs and bars encourage you to drink more without realising	None of these	Bingers	Underage drinkers	Deeply disgusted	10-12	13-15	16-17	18 and over	Can't remember

q11. Which of the following reasons, if any, best describe why you first started drinking alcohol? Please choose all that apply.

	Unweighted Base	124	294	610	149	338	208	299	58	23	1	56	416	757	-	-	-
All of my friends were doing it	43%																
It seems like a natural thing to do																	
I wanted to fit in with everyone else																	
I'm quite shy and it helps/helped me feel more confident																	
Because it makes/made it easier to deal with problems in my life																	
My parents said it was OK																	
I was curious																	
I like(d) the taste of alcohol																	
I wanted to be more attractive to the opposite sex																	
I wanted to be more intimate with the opposite sex, and it was easier if I have/had a drink																	
My older siblings did it, and I wanted to hang out with them																	
I was always allowed wine with dinner, so drinking more socially seemed like a natural progression																	
I wanted to be a grown-up																	
Other																	
None of these																	

q14. Which of the following reasons, if any, stopped you from drinking underage? Please choose all that apply.

	Unweighted Base	24	57	162	22	146	106	145	-	-	-	-	-	-	453	-	-
I didn't want to break the law	Base	416	22	63	153	19	128	93	128	-	-	-	-	-	416	-	-
I didn't want to disobey my parents																	
I focused more on sport than socializing																	
None of my friends did it	30%																
I didn't like the way my friends acted when they were drinking																	
I wasn't cool enough																	
I worried about what it would feel like																	
I worried about situations I could get into																	
I couldn't afford to buy alcohol																	
I didn't know how to get hold of alcohol																	
My parents drink/drank too much and it put me off																	
Other																	
None of these/prefer not to say																	