

ALCOHOL IN THE UK: NATIONAL TRENDS AND LOCAL VARIATIONS

The vast majority of people drink responsibly in the UK and the national trends are encouraging. Consumption of alcoholic drinks has been falling over the last ten years and the number of adults drinking within recommended guidelines is increasing.

UK PER ADULT CONSUMPTION HAS FALLEN

from 11.5 to 10 litres per person aged 15 and over per annum between 2004 and 2011.

11.6 Litres

9.4L

Source: BBPA & HMRC

THE MAJORITY OF ADULTS ENJOY SOCIABLE DRINKING WITHIN GOVERNMENT GUIDELINES

with 70% of adults drinking within government daily guidelines on their heaviest drinking day in 2013

70%
2013

Source: ONS, Opinions and Lifestyle Survey

There are areas in the UK that do not reflect national trends for example, in the North East and North West of England, levels of binge drinking are almost twice the national average and alcohol-specific mortality rates at three times the national average respectively.

BINGE DRINKING DOWN

in 2011, 18% of men drank more than 8 units on their heaviest drinking day (2007: 24%) and 12% of women drank over 6 units (down from 15% in 2007)



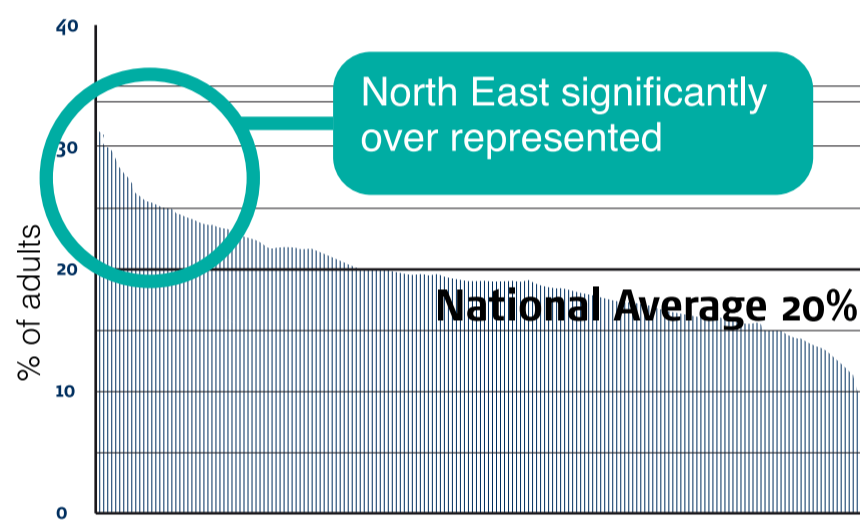
2007 **24%** → 2013 **19%**



2007 **15%** → 2013 **15%**

Source: ONS, Opinions and Lifestyle Survey

BINGE DRINKING BY LOCAL AUTHORITY



Source: Public Health England

DRINKING AT HARMFUL LEVELS FALLING

in 2013 5% of men drank more than 50 units p/w (2005: 9%) with the equivalent for women down to 3% from 5%



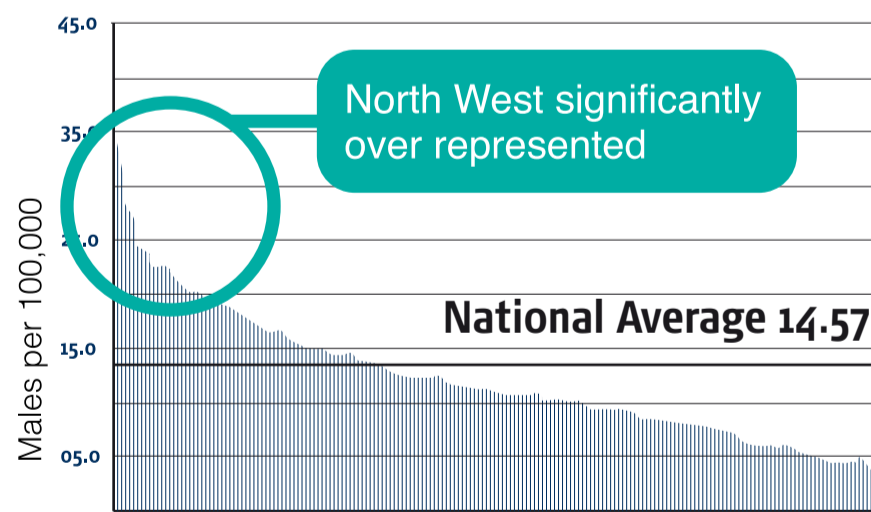
2005 **9%** → 2013 **5%**



2005 **5%** → 2013 **3%**

Source: HSCIC, Health Survey for England

MALE SPECIFIC MORTALITY BY LOCAL AUTHORITY



Source: Public Health England

FEWER 11-15 YEAR OLDS DRINKING

the proportion of 11-15s who have ever tried alcohol has dropped to the lowest levels on record and the percentage reporting past week drinking falling by over half from 25% to 9% since 2003

36% **11-15 YEARS OLD**
DROP IN DRINKERS SINCE 2003



Source: HSCIC, Smoking, Drinking and Drug Use among Young People