

YouGov Survey Results

Sample Size: 4525

Fieldwork: 22nd - 25th January 2007

Know Your Limits

All GB Adults

Unweighted Sample

	Gender		Age					Social Grade		Region				
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
4525	2172	2353	498	940	711	770	1606	2443	2082	950	905	1086	1177	407
4525	2127	2398	624	1038	730	720	1413	2188	2337	921	1084	1000	1127	393
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Using a scale from 1 to 5 (where 1 = Very able and 5 = Very unable) how able are you to stick to your limits while drinking rather than drinking an amount which you know is too much for you and that you'll regret the next day?

1 Very able	24	20	28	14	16	23	30	30	23	26	20	24	28	24	23
2	14	16	13	17	19	16	12	10	16	13	15	14	13	15	15
3	16	17	16	27	22	18	13	10	18	15	21	16	13	15	19
4	18	20	16	20	24	17	14	15	19	17	18	15	18	19	19
5 Very unable	27	26	28	20	18	27	30	33	25	29	25	29	26	27	24
Don't know	1	1	1	2	1	0	1	1	1	1	1	1	1	1	1