



Club Soda

Mindful Drinking Festival

July 20th 11am to 5pm
Spitalfields Market, London E1

Are hangovers stealing 2 weeks of our summer?

With the help of [OnePoll](#), Club Soda, the Mindful Drinking Movement surveyed 2,000 UK adults and asked them how many hangover days per week they think they will have during the summer (from June to September).

We found that hangovers steal at least two weeks of Brits' summertime, according to our poll - and if they could get that time back, people would spend it on more holidays and travel and catching up on sleep.

Our research shows that **one in three (33%) UK adults who drink will have at least one hangover per week this summer**, adding up to nearly **two whole weeks of hangover days over the summer months**. That's two weeks that could be spent doing something else.

And how many hangover days do people have per week:

- 14% of all adults have 1 per week,
- 7% have 2 per week,
- 4% have 3 per week, and
- 7% have 4 or more per week.

Over the four summer months (122 days, or 17 and a half weeks), this all adds up to an average of 13.5 hangover days for every UK adult - **Hangovers are stealing two weeks of your summer**.

Multiplied by the UK adult population of over 52 million, we have a whopping **706 million hangover days** in the UK this summer!

There was no significant difference in hangover days between men and women - men have just a tiny bit more of them (1.07 vs 1.00).

Younger people are more likely to be alcohol-free:

- 18 to 24-year-olds = 24% say they don't drink,
- 25 to 34-year-olds = 23%
- 35 to 44-year-olds = 17%
- 45 to 54-year-olds = 15%
- 55 and over = 20%.

But of those that do drink alcohol, younger people tend to have more hangovers. The average weekly number of hangover days for all drinkers is just under 1. Segmented by age:

- 18 to 24-year-olds have 1.6 on average

- 25 to 34-year-olds have 1.7
- 35 to 44-year-olds have 1.3
- 45 to 54-year-olds have 0.8, and
- those aged 55 and over have 0.5.

Overall then, the **25 to 34-year-olds have the most hangovers** in the UK per person.

The two **most alcohol-free regions** according to this survey are

- East Midlands (25%)
- South East (24%).

The least alcohol-free people are in Scotland and the South West (both 17%).

And London? Equal to the UK average with 20% of population alcohol-free.

The **regions with the most hangovers** are

- West Midlands (an average of 1.1 hangover days per person per week)
- London (also 1.1)
- Wales (1.0).

The least hungover regions are the South West and East Anglia (an average of only 0.5 hangover days per person per week for both).

What would people want to do instead if they got the time back?

The second question was about what people would do instead, if they got the time spent with a hangover back?

The most popular ways of spending the time would be

- holiday/travel (38%)
- sleep (33%),
- time with family/loved ones (27%),
- hobbies and personal projects (26%),
- socialising (25%),
- sport or fitness - e.g football, yoga etc (25%) and
- dating or sex (21%).

Men would be more keen on dating and sex (26% said so against 15% of women), women on holidays (42% vs 35%), self-care (21% vs 12%), and family time (31% vs 22%).

Online polling details

The study was conducted by OnePoll between 27th June 2018 and 29th June 2018 and polled 2,000 UK Adults (nationally representative). Participants were recruited online and were paid to participate.

The complete response data tables are given on the following pages.

The questions and the full data tables

Question 1. On average, how many days of the week do you typically have a hangover in the summer? (June to end of September) Please select best match

Answers: all and by gender

Choice	% All	% Female	% Male
0	41.80%	41.72%	41.89%
	836	428	408
1	14.35%	14.13%	14.58%
	287	145	142
2	7.15%	7.50%	6.78%
	143	77	66
3	4.30%	4.29%	4.31%
	86	44	42
4	3.40%	3.22%	3.59%
	68	33	35
5	2.05%	1.27%	2.87%
	41	13	28
6	0.90%	0.97%	0.82%
	18	10	8
7	0.95%	0.97%	0.92%
	19	10	9
Don't know	5.40%	5.46%	5.34%
	108	56	52
Not applicable/I do not drink alcohol	19.70%	20.47%	18.89%
	394	210	184
Average excluding don't know / N/A	1.03	1.00	1.07

Answers: by age

Choice	18-24	25-34	35-44	45-54	55+
0	21.95%	22.61%	31.80%	44.57%	58.77%
	45	78	104	160	449
1	15.12%	16.23%	18.96%	19.50%	8.90%
	31	56	62	70	68
2	11.22%	9.86%	10.40%	6.69%	3.66%
	23	34	34	24	28
3	8.78%	8.12%	6.12%	2.51%	1.44%
	18	28	20	9	11
4	7.80%	6.96%	3.06%	2.51%	1.18%
	16	24	10	9	9
5	0.98%	3.77%	3.98%	1.11%	1.18%
	2	13	13	4	9
6	0.98%	1.45%	2.14%	0.84%	0.13%
	2	5	7	3	1
7	1.95%	2.03%	0.61%	0.28%	0.65%
	4	7	2	1	5
Don't know	6.83%	6.38%	6.12%	6.69%	3.66%
	14	22	20	24	28
Not applicable/I do not drink alcohol	24.39%	22.61%	16.82%	15.32%	20.42%
	50	78	55	55	156
Average excluding don't know / N/A	1.74	1.83	1.39	0.81	0.48

Question 2. If you could get the time spent having a hangover in the summer back to yourself, how would you like to spend it instead, without having a hangover?

Answers: all and by gender

Choice	% All	% Female	% Male
Holiday/travel	38.07%	41.57%	34.55%
	252	138	114
Sport or fitness - e.g football, yoga etc	25.38%	23.49%	27.27%
	168	78	90
Hobbies and personal projects	25.98%	26.20%	25.76%
	172	87	85
Volunteering	9.06%	8.43%	9.70%
	60	28	32
Socialising	25.38%	26.20%	24.55%
	168	87	81
Sleep	32.93%	34.64%	31.21%
	218	115	103
Self-care e.g pampering, meditation	16.47%	21.39%	11.52%
	109	71	38
Dating or sex	20.85%	15.36%	26.36%
	138	51	87
Time with family/loved ones	26.89%	31.33%	22.42%
	178	104	74
Education or learning	9.82%	9.04%	10.61%
	65	30	35
Work	4.08%	5.12%	3.03%
	27	17	10
I don't know	9.82%	10.24%	9.39%
	65	34	31
Other	0.60%	0.30%	0.91%
	4	1	3

Regional drinking and hangover statistics

Region	Share of people teetotal	Share of drinkers who have hangovers	Total summer 2018 hangover days*
East Anglia	20.8%	29.2%	42 million
East Midlands	24.5%	29.5%	44 million
London	19.6%	48.4%	132 million
North East	22.0%	42.2%	33 million
North West	17.4%	43.6%	83 million
Northern Ireland	19.0%	29.4%	21 million
Scotland	16.5%	36.4%	43 million
South East	23.7%	35.4%	91 million
South West	16.6%	31.5%	38 million
Wales	22.0%	44.9%	45 million
West Midlands	17.3%	45.3%	92 million
Yorkshire and the Humber	17.6%	38.9%	44 million

The total hangover days by region were calculated from the survey responses by multiplying the declared hangover days by the adult population for each region.