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 five years and the number of adults drinking within recommended guidelines is increasing.

**UK Per Capita Consumption has Fallen**

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

**The Majority of Adults Enjoy Sociable Drinking within Government Guidelines**

With 78% drinking within Government weekly guidelines in 2010.

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, 16% 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).

**Binge Drinking by Local Authority**

North East significantly over represented

**Drinking at Harmful Levels Falling**

In 2011, 6% of men drank more than 50 units p/w (2005: 9%) with the equivalent for women down to 3% from 5%)

**Male Specific Mortality by Local Authority**

North West significantly over represented

**Fewer 11-15 Year Olds Drinking**

In 2011, 59% classed themselves as non-drinkers, (2001: 41%) with the percentage reporting past week drinking falling by over half from 26% to 13%.

**59% 11-15 Years Old Non-Drinkers**