

The 2022 Mindful Drinking Survey

Commissioned by Harrogate Spring Water

We want everyone to fully enjoy their experiences and moments together at summer events like Royal Ascot. Drinking mindfully doesn't mean missing out on enjoyment or compromising on time with your friends and family, it's about finding the balance that works for you, so you can make the most of your experiences and Drink life in*— with or without alcohol**.

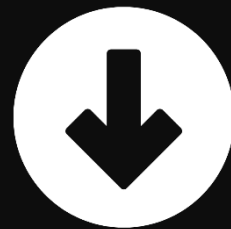
We're seeing a distinct shift in attitude towards drinking following the last two years of intermittent socialising. The below highlights from our survey show the trend for UK consumers choosing a more mindful approach to drinking and that they continue to enjoy events without alcohol**.



38% OF PEOPLE ARE CHOOSING TO BE MORE MINDFUL WHEN IT COMES TO DRINKING



MORE THAN A FIFTH OF PEOPLE SAID THAT THEY HAVE ATTENDED AN EVENT SOBER AND ENJOYED IT



24% OF PEOPLE HAVE CONSCIOUSLY CUT DOWN THEIR INTAKE OF ALCOHOL

WHEN PLANNING TO ATTEND SOCIAL EVENTS THIS SUMMER, MAKING MEMORIES IS THE CLEAR TOP PRIORITY FOR 40% OF PEOPLE AND 37% ARE LOOKING FORWARD TO THE SOCIAL SIDE



AS A RESULT OF NOT DRINKING, MANY HAVE NOTICED THEY HAVE A BETTER MEMORY OF AN EVENT (26%), INCREASED MOTIVATION (18%) AND MORE PRODUCTIVITY (18%).



17% OF THOSE POLLED SAID THAT NOT BEING 'FULLY PRESENT' AT AN EVENT IN THE PAST FROM DRINKING TOO MUCH HAD INFLUENCED THEM TO BE MORE MINDFUL WITH THEIR INTAKE.



*A partner of your life moments since 1571

**Please drink responsibly. <https://www.drinkaware.co.uk/>