

## Drinkaware Launches “Measure Don’t Guess” Christmas Campaign to Encourage Moderation when Socialising at Home

**Tuesday, 10th December 2024**—Drinkaware, the national independent charity working to prevent and reduce alcohol misuse, today launched its Christmas campaign ‘**Measure Don’t Guess**’ to encourage moderation when socialising at home over the festive period. This initiative highlights the importance of accurately measuring alcohol servings at home, where the majority of adult drinking occasions now take place.

According to the recently published Drinkaware Barometer 2024, 39% of adults who drink are interested in monitoring and adapting their relationship with alcohol. This year’s findings<sup>1</sup> also reveal the growing centrality of the home as a key drinking environment:

- Almost one-third (32%) of adults who currently drink now report that drinking alone at home is their most common drinking occasion (at least once a week).
- This is followed closely by 30% who drink with family or housemates over mealtimes and 27% who drink with a partner or housemate outside of mealtimes.
- Additionally, 45% of adult drinkers are more likely to drink at home now compared to the past 12 months, up from 38% in 2023.

To help ensure that people are making informed choices about their alcohol intake, Drinkaware is encouraging people to follow the simple rule: ‘**Measure, Don’t Guess**’. It’s easy to overpour alcohol, especially when pouring for yourself or others during social gatherings, and this can unintentionally exceed recommended drinking limits. The [HSE weekly low-risk alcohol guidelines](#) recommend having no more than six standard drinks on any one occasion. The HSE low-risk weekly guidelines for Women are less than 11 standard drinks (110g pure alcohol) spread out over the week, with at least two alcohol-free days, and for Men, less than 17 standard drinks (170g pure alcohol) spread out over the week, with at least two alcohol-free days. The HSE also advises drinking no more than six standard drinks on any one occasion; this equates to binge drinking. The HSE low-risk weekly guidelines are for adults. There is no safe amount of alcohol for children and young people under age 18.

**Dearbhla O’Brien, CEO of Drinkaware**, emphasised the importance of the campaign, saying, “*The festive season should be a time for joy and connection, but it’s also a period when drinking can easily get out of hand—especially when socialising in homes, where people are less likely to measure their drinks accurately. Our ‘Measure Don’t Guess’ campaign encourages people to take small, practical steps to ensure that if they are consuming alcohol, they are aware of how much they have had so they can enjoy their festive celebrations.*”

Drinkaware also highlights the critical dangers of driving after consuming alcohol, particularly during the festive season when visiting family and friends is more frequent. Findings from the Drinkaware Barometer 2024 reveal that 89% of adults now recognise that any amount of alcohol can impair your ability to drive—a slight rise from 86% in 2023. Despite this increasing awareness, drink driving remains a significant threat to road safety in 2024, and between January and September 2024, 3,508 drivers were caught driving under the influence of alcohol.<sup>2</sup>

**Dearbhla O’Brien added:** “*The risks of drink driving cannot be overstated. Even a small amount of alcohol can reduce reaction times, impair judgment, and increase the likelihood of serious accidents. This festive season, we encourage everyone to plan ahead and never drink and drive—and remember the only way to remove alcohol from your system is time. It is positive that our [Drinks Calculator](#) and [Drink Driving in Ireland](#) pages are among the most visited sections on our website, with over 194,900 uses in 2024, showing a strong desire for knowledge and a commitment to keeping communities safe.*”

# DRINKAWARE

## Some Practical Tips to Avoid Overpouring at Home include:

1. Use a Measuring Tool: Invest in a simple measuring cup such as the [Drinkaware measuring cup](#) to ensure accurate wine, spirits, or beer servings.
2. [Follow Standard Drink Guidelines](#): A standard drink is approximately 100ml of wine (12.5% ABV), 35.5ml of spirits (37.5% ABV), or half a pint (284ml) of beer (4.5% ABV).
3. Choose Lower ABV Options: Opt for drinks with lower alcohol content to reduce overall intake.
4. Take Breaks: Alternate alcoholic drinks with water or non-alcoholic beverages to pace yourself.
5. Set a Limit: Decide in advance how many drinks you'll have and stick to your plan.

The rising trend of drinking at home is reshaping Ireland's drinking culture, and it comes with unique challenges. Without the oversight of professional bartenders or standard measures, it is easier for adults to overpour unintentionally. Drinkaware's 'Measure Don't Guess' campaign provides adults with the tools and information needed to make informed choices during festive gatherings or quiet evenings at home.

Speaking about the recent findings published in the Drinkaware Barometer, **Dearbhla O'Brien concludes**, *"It is interesting to see how Irish drinking culture is changing, with our research showing that drinking at home is now the most common occasion for alcohol consumption. However, this normalisation of at-home drinking underscores the need for greater awareness about portion control and responsible drinking behaviours. By taking simple steps like measuring your drinks, you can safeguard your health and make this Christmas a safe and memorable occasion."*

Drinkaware is committed to supporting adults in making informed choices about alcohol, particularly during this festive season. To learn more about safe alcohol consumption, visit [www.drinkaware.ie](http://www.drinkaware.ie).

## Ends

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### Notes to the editor:

About Drinkaware: Drinkaware is a national charity working to prevent and reduce alcohol misuse in Ireland. It is governed by an independent board and regulated by the Charities Regulator. Registered Charity Number: 20204601

For more information on research projects and publications, visit [www.drinkaware.ie/research](http://www.drinkaware.ie/research)

## References

1. The Drinkaware Barometer 2024 is a national population-based survey of 1,045 adults aged 18+ conducted by Ipsos B&A in July and August 2024. It included a series of internationally recognised modules on alcohol consumption and mental health.
2. An Garda Síochána. Figures from drink and drug driving from January to September 2024.