

Research shows 48% of adults envisage “a sober night out” as part of their efforts to moderate drinking

Drinkaware is encouraging adults to consider alcohol-free socialising this bank holiday weekend, as research highlights high levels of interest in reducing alcohol consumption

- 37% of adults now agree they would like to drink alcohol less often and the same percentage of adults (37%) state that they have made small positive changes to their drinking habits in the past 30 days (i.e. drinking less) in 2024.
- Social habits are also evolving, with 48% of respondents stating they would embrace a sober night out as part of their efforts to moderate drinking.
- 63% of adults now feel comfortable drinking no or low alcohol drinks when those they are with are drinking alcohol.¹

28th May 2025 – Drinkaware, the national independent charity working to prevent and reduce alcohol misuse, is providing the public with valuable information and advice to help ensure a safe June Bank Holiday weekend on our roads for everyone.

As the long weekend approaches, Drinkaware is encouraging adults to consider alcohol-free socialising and alternative events, as their research shows an increased interest in reducing alcohol consumption. Data from the Drinkaware Barometer 2024 reveals a growing awareness of alcohol’s effects on health and well-being. 37% of adults in 2024 agreed they would like to drink less often and the same percentage of adults (37%) reported that they have made small changes to their drinking habits in the last 30 days.¹

Ahead of the long weekend, Drinkaware is reminding adults who will be drinking to never ever drink and drive and leave the car at home. Drinkaware is also urging adults to understand the risks of driving the morning after consuming alcohol and that any amount of alcohol impairs the ability to drive. Data shows that 89% of adults agree that any amount of alcohol impairs your ability to drive, an increase from 86% of adults in 2023. However only 80% of adults believe driving the morning after drinking is just as dangerous as drink-driving.¹ Drinkaware is reminding adults to never ever drink and drive even with any amount of alcohol and also urging the public to understand the dangers of driving the morning after a night out.

Drinkaware CEO Dearbhla O’Brien commented:

“As we head into the Bank Holiday weekend, it’s important to remember that alcohol can stay in your system longer than you might think. Even if you feel fine the next morning, you could still be over the

legal limit – and driving under the influence puts lives at serious risk. We need to debunk myths about sobering up and remind the public that the only way to remove alcohol from the body is time and it is therefore essential to be aware of how much you have had to drink the night before. Our free online drinks calculator can help you assess when it's safe to drive after drinking."

To help adults drink safely over the long weekend, Drinkaware is offering the following tips:

- **'Zebra Stripe' or Alternate with Non-Alcoholic Drink-** The 'Zebra Stripe' method (alternating each alcoholic drink with a non-alcoholic one) helps you pace yourself and reduces the risk of overconsumption.

- **Moderation:** Don't top up your glass; let yourself finish the drink before pouring another.

- **Self-Awareness:** Ask yourself, 'Do I really want this drink?'

- **Make safe plans:** Before you go out, plan a safe route home. Double-check public transport, and remember that it will be a busy weekend for taxis.

Know Your Limits – Be aware of how much alcohol your body can tolerate and monitor how you're feeling throughout the evening. Drinkaware provides a free and easy-to-use [drinks calculator](#), a helpful tool to monitor alcohol intake and estimate the time required for the body to process alcohol.

Try some alcohol-free events over the long weekend:

- Check out your local area for different events (hikes, family festivals and much more).
- Check out Drinkaware's [Dry Vibe Hub](#) , a page for promoting sober events across Ireland. The page is updated regularly with exciting opportunities to socialise in supportive, sober settings.
- There are a number of events/things to do across the country this weekend including:

Dublin:

[Chester Beatty](#)

[Walking Doughnut Tour](#)

[Helios Sauna](#)

[Dublin Castle](#)

Cork:

[Walking Doughnut Tour](#)

[Garretstown Surf School](#)

[Marina Market](#)

[The Sauna Snug](#)

For more information please visit <http://www.drinkaware.ie>

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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

* Binge drinking (or heavy episodic drinking) is defined by The World Health Organization (WHO) as the consumption of 60 grams of pure alcohol or six standard drinks in one sitting. Binge drinking is when you drink faster than your liver's ability to process alcohol. Common standard drinks include a half pint of 4.5% lager, 100 ml glass of 12.5% wine and a pub measure of 40% spirits.

**It takes a minimum of one hour to process one standard drink. This is a guide for information purposes only. Many factors will affect this time including age, gender, weight, alcohol strength, the speed of your metabolism and the number of drinks consumed. Find out more [here](#)

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.