

Measuring and Understanding Public Opinion: Alcohol Brand Loyalty October 2013

This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, October 2011".

You may also find the following related items of interest:

<http://blog.nemsmr.co.uk/post/Alcohol-Brand-Loyalty-Its-not-only-what-you-you-drink-but-also-where-you-drink-it.aspx>

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE								
Q01 Do you drink alcohol?																
Yes	60.6%	591	67.1%	311	54.6%	281	59.7%	190	68.9%	233	52.5%	168	70.2%	328	51.7%	263
No	39.5%	385	32.9%	152	45.4%	233	40.3%	129	31.1%	105	47.5%	152	29.8%	140	48.3%	246
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

DRK Drinking preferences: [MR]

Those who drink alcohol

Beer, lager, stout or cider	69.2%	409	85.9%	267	50.7%	142	78.2%	149	71.7%	167	55.4%	93	66.7%	219	72.2%	190
Spirits or liqueurs	47.8%	283	47.9%	149	47.7%	134	51.9%	99	46.2%	108	45.6%	76	51.6%	169	43.1%	113
Wine	65.5%	387	54.1%	168	78.1%	219	64.6%	123	62.6%	146	70.6%	118	69.6%	229	60.4%	159
Alcopops	4.7%	28	2.8%	9	6.8%	19	8.6%	16	3.9%	9	1.6%	3	5.4%	18	3.8%	10
Sherry or Martini	2.9%	17	2.6%	8	3.3%	9	2.4%	5	4.1%	10	1.8%	3	3.8%	12	1.8%	5
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

DRK Drinking preferences: [MR]

Those who drink beer, spirits or wine

Beer, lager, stout or cider	69.3%	409	85.9%	267	50.9%	142	78.2%	149	72.0%	167	55.4%	93	66.7%	219	72.5%	190
Spirits or liqueurs	47.9%	283	47.9%	149	47.9%	134	51.9%	99	46.4%	108	45.6%	76	51.6%	169	43.2%	113
Wine	65.6%	387	54.1%	168	78.4%	219	64.6%	123	62.8%	146	70.6%	118	69.6%	229	60.6%	159
Alcopops	4.6%	27	2.8%	9	6.5%	18	8.6%	16	3.5%	8	1.6%	3	5.4%	18	3.5%	9
Sherry or Martini	2.9%	17	2.6%	8	3.3%	9	2.4%	5	4.1%	10	1.8%	3	3.8%	12	1.9%	5
Weighted base:		590		311		280		190		232		168		328		262
Sample:		600		314		286		75		274		251		313		287

DRK Drinking preferences: [MR]

Those who mainly drink either beer, spirits or wine

Beer, lager, stout or cider	48.9%	96	79.0%	71	23.4%	25	64.3%	31	50.5%	39	36.5%	26	38.8%	40	59.8%	56
Spirits or liqueurs	8.6%	17	3.3%	3	13.1%	14	2.3%	1	10.7%	8	10.7%	8	9.8%	10	7.3%	7
Wine	42.5%	84	17.7%	16	63.5%	68	33.3%	16	38.8%	30	52.8%	37	51.3%	52	32.9%	31
Alcopops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherry or Martini	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		197		90		106		49		77		71		102		94
Sample:		219		102		117		20		92		107		101		118

Mean score; [1=low preference, 10=high preference]

Q02 Out of a total of ten, what proportion of your alcohol consumption would you assign to each of the following alcohol types? For example, if you only drank beer and spirits and favoured beer more, you may score beer as 8 and spirits as 2 [PR]

Those who drink alcohol

Lager / Beer / Stout

1	3.2%	19	3.9%	12	2.3%	7	2.0%	4	4.1%	10	3.2%	5	3.5%	11	2.8%	7
2	7.9%	47	7.0%	22	8.9%	25	8.3%	16	8.3%	19	6.9%	12	11.0%	36	4.1%	11
3	4.8%	29	6.8%	21	2.7%	7	5.0%	9	6.6%	15	2.2%	4	4.2%	14	5.6%	15
4	3.9%	23	4.2%	13	3.6%	10	2.7%	5	4.0%	9	5.2%	9	5.4%	18	2.1%	5
5	4.8%	28	7.3%	23	1.9%	5	2.0%	4	7.4%	17	4.3%	7	3.7%	12	6.1%	16
6	3.9%	23	6.0%	19	1.6%	4	5.4%	10	2.8%	7	3.8%	6	5.0%	16	2.6%	7
7	5.8%	35	10.5%	33	0.7%	2	7.8%	15	5.6%	13	3.9%	7	5.3%	18	6.5%	17
8	7.4%	44	10.6%	33	3.8%	11	10.4%	20	5.6%	13	6.4%	11	4.4%	14	11.1%	29
9	2.8%	17	5.4%	17	0.0%	0	1.3%	2	5.1%	12	1.4%	2	3.3%	11	2.2%	6
10	12.7%	75	17.0%	53	8.0%	22	12.3%	23	13.1%	31	12.7%	21	10.4%	34	15.6%	41
(None)	36.6%	216	17.6%	55	57.6%	162	35.5%	67	32.2%	75	43.9%	74	39.6%	130	32.8%	86
(Not applicable)	6.1%	36	3.6%	11	8.9%	25	7.5%	14	5.1%	12	6.0%	10	4.2%	14	8.5%	22
Mean:		6.09		6.41		5.28		6.29		5.93		6.13		5.60		6.69
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE								
Cider																
1	5.1%	30	7.0%	22	3.0%	8	7.7%	15	4.4%	10	3.1%	5	5.8%	19	4.3%	11
2	5.1%	30	4.7%	15	5.4%	15	4.4%	8	6.0%	14	4.4%	7	5.4%	18	4.6%	12
3	2.3%	13	2.8%	9	1.7%	5	1.6%	3	3.4%	8	1.6%	3	1.9%	6	2.7%	7
4	1.4%	8	1.2%	4	1.6%	5	1.0%	2	1.8%	4	1.2%	2	1.7%	6	1.0%	3
5	4.2%	25	3.3%	10	5.2%	15	9.6%	18	2.3%	5	0.9%	1	3.2%	11	5.5%	14
6	0.3%	2	0.2%	1	0.4%	1	0.0%	0	0.8%	2	0.0%	0	0.2%	1	0.5%	1
7	1.0%	6	1.5%	5	0.5%	1	0.0%	0	2.5%	6	0.0%	0	0.6%	2	1.5%	4
8	1.9%	11	1.2%	4	2.7%	7	4.8%	9	0.3%	1	0.7%	1	1.5%	5	2.3%	6
9	0.8%	5	0.7%	2	0.9%	2	0.8%	2	1.3%	3	0.0%	0	1.3%	4	0.2%	0
10	1.7%	10	2.3%	7	1.0%	3	2.8%	5	2.0%	5	0.0%	0	1.1%	4	2.4%	6
(None)	64.0%	378	63.1%	196	64.9%	182	55.4%	105	61.9%	144	76.6%	129	67.8%	223	59.2%	156
(Not applicable)	12.3%	73	11.9%	37	12.8%	36	11.9%	23	13.4%	31	11.5%	19	9.5%	31	15.9%	42
Mean:	4.06		3.86		4.32		4.49		4.09		2.65		3.74		4.44	
Weighted base:	591		311		281		190		233		168		328		263	
Sample:	601		314		287		75		275		251		313		288	
Wine (inc. sparkling)																
1	4.8%	28	6.3%	20	3.1%	9	4.2%	8	6.3%	15	3.3%	6	5.6%	18	3.8%	10
2	8.6%	51	8.9%	28	8.3%	23	12.0%	23	8.1%	19	5.5%	9	6.1%	20	11.8%	31
3	5.7%	34	8.4%	26	2.7%	8	9.4%	18	3.5%	8	4.6%	8	5.4%	18	6.1%	16
4	3.4%	20	2.9%	9	4.0%	11	3.7%	7	1.8%	4	5.3%	9	4.9%	16	1.6%	4
5	6.8%	40	6.2%	19	7.5%	21	9.9%	19	5.9%	14	4.5%	8	6.3%	21	7.5%	20
6	4.7%	28	3.1%	10	6.5%	18	1.9%	4	5.9%	14	6.3%	11	5.8%	19	3.4%	9
7	5.6%	33	4.8%	15	6.4%	18	6.1%	12	5.5%	13	5.1%	9	6.8%	22	4.0%	11
8	6.2%	37	2.6%	8	10.2%	29	5.5%	10	5.5%	13	8.0%	13	7.5%	25	4.6%	12
9	4.1%	24	3.8%	12	4.4%	12	3.3%	6	4.0%	9	5.0%	8	3.8%	13	4.4%	12
10	14.2%	84	5.1%	16	24.2%	68	8.5%	16	13.0%	30	22.3%	37	16.0%	52	12.0%	32
(None)	29.1%	172	40.7%	126	16.4%	46	26.8%	51	33.3%	78	26.1%	44	26.6%	87	32.4%	85
(Not applicable)	6.7%	40	7.1%	22	6.3%	18	8.6%	16	7.1%	17	4.0%	7	5.2%	17	8.6%	22
Mean:	5.97		4.80		6.83		5.17		5.95		6.82		6.19		5.65	
Weighted base:	591		311		281		190		233		168		328		263	
Sample:	601		314		287		75		275		251		313		288	
Alcopops																
1	2.6%	15	1.4%	4	3.9%	11	6.1%	12	1.3%	3	0.4%	1	2.9%	9	2.3%	6
2	1.2%	7	0.9%	3	1.5%	4	1.6%	3	1.0%	2	0.9%	2	1.6%	5	0.6%	2
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1
5	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.4%	1	0.0%	0	0.1%	0	0.2%	1
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.5%	1	0.0%	0	0.2%	1	0.2%	0
9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.4%	1
(None)	79.0%	467	79.1%	246	79.0%	222	74.6%	142	79.0%	184	84.0%	141	81.4%	267	76.0%	200
(Not applicable)	16.6%	98	18.3%	57	14.7%	41	17.7%	34	17.1%	40	14.7%	25	13.7%	45	20.1%	53
Mean:	2.12		2.21		2.08		1.21		3.72		1.70		1.76		2.70	
Weighted base:	591		311		281		190		233		168		328		263	
Sample:	601		314		287		75		275		251		313		288	

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		
Spirits (inc. liqueurs)																
1	12.4%	73	16.2%	50	8.2%	23	10.2%	19	15.5%	36	10.6%	18	13.2%	43	11.3%	30
2	13.1%	78	12.9%	40	13.4%	38	17.3%	33	10.1%	24	12.4%	21	13.9%	46	12.1%	32
3	4.9%	29	5.1%	16	4.8%	13	6.1%	12	5.3%	12	3.1%	5	6.4%	21	3.1%	8
4	3.9%	23	3.1%	9	4.8%	14	6.1%	12	2.5%	6	3.3%	5	5.0%	16	2.6%	7
5	3.7%	22	3.7%	11	3.7%	10	5.0%	10	3.5%	8	2.5%	4	2.0%	7	5.8%	15
6	1.4%	8	2.1%	7	0.5%	2	0.0%	0	2.5%	6	1.3%	2	1.5%	5	1.2%	3
7	2.2%	13	2.5%	8	2.0%	6	3.3%	6	1.6%	4	1.9%	3	2.1%	7	2.4%	6
8	1.0%	6	0.3%	1	1.7%	5	0.0%	0	0.8%	2	2.2%	4	1.0%	3	0.8%	2
9	0.3%	2	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.2%	1	0.4%	1
10	3.4%	20	1.0%	3	6.0%	17	0.6%	1	3.5%	8	6.3%	11	3.7%	12	3.0%	8
(None)	44.2%	262	42.4%	132	46.2%	130	41.9%	80	43.4%	101	48.2%	81	43.3%	142	45.4%	120
(Not applicable)	9.5%	56	10.4%	32	8.6%	24	9.4%	18	11.2%	26	7.4%	12	7.8%	25	11.8%	31
Mean:		3.35		2.85		3.94		2.92		3.25		4.04		3.27		3.47
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Other																
1	0.7%	4	1.0%	3	0.4%	1	1.6%	3	0.5%	1	0.0%	0	1.3%	4	0.0%	0
2	0.8%	5	0.7%	2	0.9%	3	0.0%	0	2.1%	5	0.0%	0	0.8%	2	0.9%	2
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0
5	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0	0.1%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.3%	2	0.0%	0	0.6%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
10	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.2%	1
(None)	80.1%	474	80.6%	250	79.6%	224	76.4%	145	79.6%	186	85.1%	143	83.0%	273	76.5%	201
(Not applicable)	17.7%	105	17.1%	53	18.4%	52	21.2%	40	17.0%	40	14.6%	25	14.0%	46	22.3%	59
Mean:		3.56		3.29		3.92		3.68		3.06		10.00		3.53		3.63
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [A lot more=2, A lot less=1, Remains the same=0, A little less=-1, A lot less=-2]

Q03 During the Christmas seasonal period, do you drink more or less of the following alcohol types? [PR]

Those who drink alcohol

Lager / Beer / Stout																
A lot more	8.2%	48	12.8%	40	3.0%	8	11.4%	22	10.1%	24	1.8%	3	9.5%	31	6.5%	17
A lot less	25.8%	153	32.5%	101	18.4%	52	31.5%	60	27.0%	63	17.7%	30	27.7%	91	23.4%	62
Remains the same	21.6%	128	30.1%	94	12.1%	34	15.7%	30	22.4%	52	27.1%	45	19.5%	64	24.2%	64
A little less	3.8%	22	5.0%	16	2.3%	7	6.5%	12	2.0%	5	3.1%	5	2.1%	7	5.8%	15
A lot less	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	2	0.0%	0	0.2%	1	0.4%	1
(Not applicable)	39.3%	232	18.6%	58	62.1%	174	34.9%	66	35.9%	84	48.9%	82	39.8%	131	38.6%	102
(Don't know)	1.2%	7	0.9%	3	1.4%	4	0.0%	0	1.9%	4	1.4%	2	1.2%	4	1.1%	3
Mean:		0.63		0.66		0.57		0.74		0.70		0.36		0.75		0.50
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Cider																
A lot more	3.6%	21	4.2%	13	2.8%	8	6.5%	12	3.7%	9	0.0%	0	3.8%	13	3.2%	8
A lot less	10.9%	65	12.9%	40	8.7%	25	18.3%	35	10.5%	24	3.2%	5	9.1%	30	13.2%	35
Remains the same	7.7%	45	8.2%	26	7.1%	20	5.9%	11	10.1%	24	6.4%	11	8.9%	29	6.1%	16
A little less	1.7%	10	0.5%	2	3.0%	9	2.9%	5	1.6%	4	0.6%	1	1.3%	4	2.2%	6
A lot less	0.2%	1	0.2%	1	0.2%	0	0.0%	0	0.5%	1	0.0%	0	0.1%	0	0.3%	1
(Not applicable)	72.8%	431	71.9%	223	73.9%	208	62.4%	119	71.2%	166	87.0%	146	72.7%	239	73.0%	192
(Don't know)	3.1%	18	2.1%	6	4.2%	12	4.1%	8	2.4%	6	2.9%	5	4.1%	13	1.9%	5
Mean:		0.66		0.78		0.51		0.85		0.58		0.25		0.65		0.67
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		
Wine (inc. sparkling)																
A lot more	12.7%	75	14.6%	45	10.6%	30	16.3%	31	14.7%	34	6.0%	10	12.6%	42	12.9%	34
A lot less	36.9%	218	30.2%	94	44.5%	125	34.7%	66	36.8%	86	39.7%	67	41.9%	138	30.7%	81
Remains the same	19.1%	113	14.9%	46	23.7%	67	17.2%	33	14.9%	35	27.0%	45	19.5%	64	18.5%	49
A little less	1.0%	6	0.3%	1	1.8%	5	1.5%	3	0.9%	2	0.6%	1	1.9%	6	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	27.6%	163	36.5%	113	17.7%	50	25.4%	48	30.5%	71	26.0%	44	21.3%	70	35.3%	93
(Don't know)	2.7%	16	3.6%	11	1.7%	5	4.9%	9	2.2%	5	0.7%	1	2.7%	9	2.6%	7
Mean:		0.88		0.99		0.79		0.94		0.97		0.70		0.86		0.91
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288
Alcopops																
A lot more	1.0%	6	1.0%	3	1.0%	3	2.8%	5	0.3%	1	0.0%	0	1.6%	5	0.2%	1
A lot less	4.0%	24	2.2%	7	6.0%	17	9.9%	19	1.9%	4	0.4%	1	4.2%	14	3.7%	10
Remains the same	1.0%	6	1.0%	3	1.0%	3	0.0%	0	1.8%	4	1.0%	2	1.0%	3	1.0%	3
A little less	0.5%	3	1.0%	3	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.9%	3	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	90.7%	536	92.4%	287	88.8%	249	83.0%	158	92.3%	215	97.2%	163	88.9%	292	93.0%	245
(Don't know)	2.8%	16	2.4%	7	3.2%	9	2.8%	5	3.7%	9	1.4%	2	3.4%	11	2.0%	5
Mean:		0.84		0.62		1.00		0.97		0.60		0.26		0.84		0.84
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288
Spirits (inc. liqueurs)																
A lot more	8.9%	52	11.2%	35	6.3%	18	15.0%	28	7.5%	17	4.0%	7	9.5%	31	8.1%	21
A lot less	28.6%	169	26.0%	81	31.5%	88	30.8%	59	34.2%	80	18.3%	31	28.9%	95	28.3%	74
Remains the same	16.1%	95	15.9%	49	16.3%	46	13.3%	25	12.2%	28	24.7%	41	16.9%	56	15.1%	40
A little less	0.5%	3	0.4%	1	0.7%	2	0.0%	0	1.1%	3	0.3%	1	1.0%	3	0.0%	0
A lot less	0.3%	2	0.2%	1	0.4%	1	0.0%	0	0.5%	1	0.4%	1	0.5%	2	0.0%	0
(Not applicable)	42.7%	253	42.9%	133	42.4%	119	37.8%	72	41.8%	97	49.6%	83	39.6%	130	46.6%	122
(Don't know)	2.9%	17	3.3%	10	2.4%	7	3.1%	6	2.8%	7	2.7%	5	3.5%	12	2.0%	5
Mean:		0.83		0.89		0.77		1.03		0.85		0.53		0.81		0.86
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288
Other																
A lot more	0.7%	4	0.0%	0	1.4%	4	1.5%	3	0.0%	0	0.6%	1	0.9%	3	0.4%	1
A lot less	1.8%	11	3.3%	10	0.2%	1	4.7%	9	0.6%	1	0.3%	0	2.9%	9	0.5%	1
Remains the same	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
A little less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	93.7%	554	93.3%	290	94.1%	264	90.4%	172	93.7%	219	97.4%	163	91.6%	301	96.3%	253
(Don't know)	3.7%	22	3.2%	10	4.3%	12	3.4%	7	5.6%	13	1.4%	2	4.6%	15	2.6%	7
Mean:		1.22		0.95		1.87		1.24		1.00		1.25		1.23		1.17
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		
Mean score: [Units of Alcohol]																
ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):																
<i>Those who drink alcohol TOTAL SAMPLE</i>																
Up to 10 units	48.4%	286	35.1%	109	63.1%	177	52.3%	100	47.7%	111	44.7%	75	44.6%	146	53.1%	140
11 to 20	26.5%	157	26.1%	81	26.9%	75	24.3%	46	27.1%	63	28.1%	47	29.2%	96	23.1%	61
21+	25.2%	149	38.8%	121	10.1%	28	23.3%	44	25.2%	59	27.2%	46	26.2%	86	23.8%	63
Up to 7 units	31.0%	184	22.1%	69	40.9%	115	28.2%	54	33.5%	78	30.9%	52	28.2%	93	34.6%	91
Up to 14 units	60.5%	358	45.9%	142	76.8%	216	64.7%	123	61.2%	143	54.9%	92	58.4%	192	63.2%	166
14.1 - 21 units	14.9%	88	15.8%	49	13.9%	39	12.0%	23	14.4%	34	19.0%	32	16.1%	53	13.4%	35
21.1 - 50 units	19.8%	117	29.9%	93	8.7%	24	18.5%	35	19.7%	46	21.5%	36	21.2%	70	18.2%	48
50.1 - 100 units	4.5%	27	8.0%	25	0.7%	2	4.8%	9	4.4%	10	4.4%	7	4.3%	14	4.8%	13
More than 100 units	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.4%	1
Mean:		16.61		22.06		10.58		16.69		16.48		16.71		16.78		16.39
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [Units of Alcohol]																
ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):																
<i>Those who drink alcohol MALE SAMPLE</i>																
Up to 10 units	35.1%	109	35.1%	109	0.0%	0	41.4%	40	32.0%	40	32.4%	28	35.2%	62	34.9%	47
11 to 20	26.1%	81	26.1%	81	0.0%	0	19.6%	19	30.3%	38	27.5%	24	26.2%	46	26.0%	35
21+	38.8%	121	38.8%	121	0.0%	0	39.1%	38	37.7%	47	40.1%	35	38.6%	68	39.1%	53
Up to 7 units	22.1%	69	22.1%	69	0.0%	0	20.0%	19	22.1%	28	24.5%	22	21.1%	37	23.4%	32
Up to 14 units	45.9%	142	45.9%	142	0.0%	0	47.2%	46	46.8%	59	43.1%	38	45.0%	79	47.0%	63
14.1 - 21 units	15.8%	49	15.8%	49	0.0%	0	13.7%	13	16.4%	21	17.4%	15	17.0%	30	14.3%	19
21.1 - 50 units	29.9%	93	29.9%	93	0.0%	0	29.7%	29	29.6%	37	30.6%	27	30.5%	53	29.2%	39
50.1 - 100 units	8.0%	25	8.0%	25	0.0%	0	9.4%	9	6.7%	8	8.3%	7	7.5%	13	8.6%	12
More than 100 units	0.4%	1	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.9%	1
Mean:		22.06		22.06		0.00		22.90		21.63		21.75		21.57		22.69
Weighted base:		311		311		0		97		125		88		176		135
Sample:		314		314		0		33		132		149		159		155

Mean score: [Units of Alcohol]																
ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):																
<i>Those who drink alcohol FEMALE SAMPLE</i>																
Up to 10 units	63.1%	177	0.0%	0	63.1%	177	63.8%	59	66.0%	71	58.2%	47	55.4%	85	72.2%	92
11 to 20	26.9%	75	0.0%	0	26.9%	75	29.3%	27	23.3%	25	28.7%	23	32.6%	50	20.0%	26
21+	10.1%	28	0.0%	0	10.1%	28	6.9%	6	10.7%	12	13.1%	10	12.0%	18	7.8%	10
Up to 7 units	40.9%	115	0.0%	0	40.9%	115	36.7%	34	46.7%	50	38.0%	30	36.3%	55	46.4%	59
Up to 14 units	76.8%	216	0.0%	0	76.8%	216	82.9%	77	78.0%	84	67.9%	54	73.8%	113	80.3%	103
14.1 - 21 units	13.9%	39	0.0%	0	13.9%	39	10.2%	9	12.0%	13	20.7%	17	15.1%	23	12.4%	16
21.1 - 50 units	8.7%	24	0.0%	0	8.7%	24	6.9%	6	8.2%	9	11.4%	9	10.5%	16	6.5%	8
50.1 - 100 units	0.7%	2	0.0%	0	0.7%	2	0.0%	0	1.8%	2	0.0%	0	0.6%	1	0.8%	1
More than 100 units	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		10.58		0.00		10.58		10.19		10.49		11.16		11.27		9.75
Weighted base:		281		0		281		93		108		80		153		128
Sample:		287		0		287		42		143		102		154		133

Total Male Female 18 to 34 35 to 54 55+ ABC1 C2DE

Mean score: [12.5, 25, 50, 75, 87.5, 100]

Q05 What proportion of this is consumed in the home? [PR]

Those who drink alcohol

Less than a quarter	9.2%	54	11.4%	35	6.8%	19	7.4%	14	11.0%	26	8.7%	15	8.4%	28	10.2%	27
About a quarter	9.2%	54	12.2%	38	5.8%	16	15.6%	30	7.6%	18	4.0%	7	11.7%	38	6.0%	16
About half	11.0%	65	13.4%	42	8.4%	24	11.8%	22	12.4%	29	8.2%	14	10.7%	35	11.4%	30
About three quarters	7.3%	43	9.4%	29	4.9%	14	7.2%	14	8.0%	19	6.3%	11	8.6%	28	5.6%	15
Almost all	18.3%	108	15.9%	49	21.0%	59	17.1%	32	18.4%	43	19.6%	33	19.0%	62	17.5%	46
All	28.9%	171	22.1%	69	36.4%	102	16.9%	32	31.4%	73	39.1%	66	30.1%	99	27.4%	72
(None)	15.3%	91	15.0%	47	15.7%	44	22.9%	44	11.2%	26	12.5%	21	10.8%	36	20.9%	55
(Don't know)	0.8%	5	0.5%	2	1.1%	3	1.0%	2	0.0%	0	1.7%	3	0.8%	2	0.9%	2
Mean:		70.74		64.24		78.03		63.11		70.91		78.16		70.64		70.88
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [Increases significantly=2, Increases slightly=1, Remains the same=0, Decreases slightly=-1, Decreases significantly=-2]

Q06 During the seasonal Christmas period, does your consumption in the home go up or down? [PR]

Those who drink alcohol

Increases significantly	13.4%	79	16.8%	52	9.6%	27	18.6%	35	13.8%	32	6.9%	12	12.8%	42	14.1%	37
Increases slightly	51.1%	302	46.9%	146	55.8%	157	45.4%	86	56.7%	132	49.9%	84	58.0%	190	42.5%	112
Remains the same	30.9%	183	30.7%	95	31.0%	87	31.4%	60	26.4%	62	36.5%	61	24.5%	80	38.8%	102
Decreases slightly	1.8%	11	1.7%	5	2.0%	6	1.8%	3	2.2%	5	1.4%	2	1.7%	6	2.0%	5
Decreases significantly	1.1%	7	1.6%	5	0.5%	2	1.5%	3	0.0%	0	2.2%	4	1.6%	5	0.5%	1
(Don't know)	1.7%	10	2.3%	7	1.0%	3	1.4%	3	0.9%	2	3.1%	5	1.4%	4	2.1%	6
Mean:		0.75		0.77		0.73		0.79		0.83		0.60		0.80		0.69
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q07 How much do you agree or disagree with the following statements about your favourite type of alcohol? [PR]

Those who drink alcohol

When it comes to alcohol I stick to specific brands

Strongly agree	36.6%	216	43.1%	134	29.4%	83	38.6%	74	35.9%	84	35.2%	59	33.5%	110	40.5%	107
Slightly agree	18.9%	112	20.7%	64	17.0%	48	15.3%	29	19.5%	46	22.2%	37	18.7%	61	19.3%	51
Neither agree nor disagree	2.0%	12	1.0%	3	3.1%	9	1.4%	3	2.0%	5	2.6%	4	1.8%	6	2.2%	6
Slightly disagree	22.4%	133	16.1%	50	29.4%	83	26.9%	51	23.3%	54	16.2%	27	23.4%	77	21.2%	56
Strongly disagree	20.1%	119	19.2%	60	21.1%	59	17.8%	34	19.3%	45	23.8%	40	22.7%	74	16.8%	44
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.30		0.52		0.04		0.30		0.30		0.29		0.17		0.46
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

I purchase whichever brand is on offer at the time

Strongly agree	25.1%	149	19.8%	62	31.0%	87	24.7%	47	20.8%	48	31.8%	53	22.9%	75	28.0%	74
Slightly agree	29.0%	172	27.2%	84	31.1%	87	36.6%	70	26.0%	61	24.6%	41	32.1%	105	25.3%	66
Neither agree nor disagree	2.2%	13	2.3%	7	2.1%	6	1.6%	3	2.5%	6	2.5%	4	2.1%	7	2.4%	6
Slightly disagree	13.7%	81	15.2%	47	12.1%	34	11.7%	22	17.4%	41	10.9%	18	12.9%	42	14.7%	39
Strongly disagree	29.4%	174	34.9%	108	23.2%	65	25.5%	48	32.8%	77	29.0%	49	29.8%	98	28.8%	76
(Don't know)	0.5%	3	0.6%	2	0.5%	1	0.0%	0	0.4%	1	1.3%	2	0.3%	1	0.8%	2
Mean:		0.07		-0.18		0.35		0.23		-0.16		0.20		0.05		0.09
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE								
During the Christmas period I tend to drink alcohol I wouldn't normally consume																
Strongly agree	15.1%	90	14.1%	44	16.3%	46	18.4%	35	16.2%	38	10.0%	17	13.2%	44	17.5%	46
Slightly agree	22.5%	133	24.1%	75	20.7%	58	25.7%	49	21.3%	50	20.5%	34	23.9%	79	20.7%	54
Neither agree nor disagree	1.5%	9	0.9%	3	2.2%	6	1.0%	2	1.4%	3	2.3%	4	1.5%	5	1.5%	4
Slightly disagree	20.5%	121	20.7%	64	20.3%	57	20.6%	39	21.0%	49	19.7%	33	18.6%	61	22.8%	60
Strongly disagree	40.0%	236	40.0%	124	40.0%	112	33.4%	64	40.1%	93	47.2%	79	42.0%	138	37.5%	99
(Don't know)	0.4%	2	0.2%	1	0.7%	2	1.0%	2	0.0%	0	0.3%	1	0.8%	2	0.0%	0
Mean:		-0.48		-0.48		-0.47		-0.25		-0.47		-0.74		-0.53		-0.42
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE								
Alcohol brand is more important to me then price																
Strongly agree	5	159	30.7%	95	22.6%	64	26.9%	51	26.2%	61	27.7%	46	20.9%	69	34.2%	90
Slightly agree	19.4%	114	23.3%	72	15.1%	42	21.9%	42	19.8%	46	15.8%	26	20.1%	66	18.5%	49
Neither agree nor disagree	4.7%	28	5.2%	16	4.0%	11	4.2%	8	5.1%	12	4.6%	8	5.6%	18	3.5%	9
Slightly disagree	19.9%	118	18.3%	57	21.6%	61	22.6%	43	18.5%	43	18.8%	32	21.0%	69	18.5%	49
Strongly disagree	28.4%	168	22.0%	68	35.5%	100	24.3%	46	29.6%	69	31.4%	53	31.5%	103	24.5%	65
(Don't know)	0.9%	5	0.5%	2	1.3%	4	0.0%	0	0.9%	2	1.8%	3	0.9%	3	0.8%	2
Mean:		-0.04		0.22		-0.33		0.05		-0.05		-0.11		-0.22		0.20
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [1=respondent chooses, 3=equal responsibility, 5=no responsibility]

Q08 On a scale of 1 to 5, where 1 is I choose and 5 is someone else chooses, who is responsible for the alcohol you purchase to consume at home (i.e. alcohol purchased in a supermarket or off-licence)? [PR]

Those who drink alcohol

1 - I choose	71.0%	420	70.6%	219	71.5%	201	72.8%	138	69.4%	162	71.3%	120	69.2%	227	73.3%	193
2 -	4.2%	25	5.8%	18	2.5%	7	4.8%	9	5.4%	13	1.9%	3	6.0%	20	2.1%	5
3 - about equally responsible	14.1%	83	13.9%	43	14.3%	40	13.5%	26	15.6%	36	12.8%	21	12.6%	41	16.0%	42
4 -	3.1%	18	3.0%	9	3.2%	9	5.0%	9	2.7%	6	1.4%	2	5.1%	17	0.5%	1
5 - Someone else chooses	6.3%	37	4.7%	14	8.2%	23	3.9%	7	6.6%	15	8.7%	15	6.7%	22	5.9%	16
(Don't know / varies)	1.2%	7	2.0%	6	0.4%	1	0.0%	0	0.3%	1	3.9%	7	0.5%	2	2.2%	6
Mean:		1.68		1.63		1.74		1.62		1.71		1.69		1.74		1.61
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Mean score: [All the time=100, Very often=75, Often=50, Sometimes=25, Not very often=12.5, Not at all=0]

Q09 How often do you promote your alcohol brand preference among others you drink with? [PR]

Those who drink alcohol

All the time	2.5%	15	3.2%	10	1.8%	5	2.2%	4	2.8%	7	2.5%	4	1.9%	6	3.3%	9
Very often	4.9%	29	5.3%	17	4.5%	13	7.8%	15	4.0%	9	3.0%	5	5.7%	19	4.1%	11
Often	6.5%	38	6.1%	19	6.8%	19	9.4%	18	4.3%	10	6.2%	10	6.0%	20	7.0%	18
Sometimes	11.9%	70	13.2%	41	10.4%	29	15.9%	30	11.9%	28	7.3%	12	11.6%	38	12.3%	32
Not very often	20.5%	121	17.6%	55	23.7%	67	19.8%	38	24.0%	56	16.3%	27	21.5%	71	19.3%	51
Not at all	52.7%	312	53.2%	165	52.2%	146	44.9%	85	52.6%	123	61.7%	104	53.2%	175	52.1%	137
(Don't know)	1.0%	6	1.4%	4	0.5%	1	0.0%	0	0.4%	1	2.9%	5	0.2%	1	2.0%	5
Mean:		15.15		15.93		14.29		19.15		14.01		12.10		14.74		15.68
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Q10 When it comes to your favourite alcohol type, are you:

Those who drink alcohol

Loyal to only one brand	13.2%	78	14.4%	45	11.9%	34	7.1%	14	12.9%	30	20.7%	35	11.6%	38	15.3%	40
Loyal to a handful of brands	33.2%	197	36.8%	114	29.3%	82	39.8%	76	35.4%	83	22.7%	38	32.4%	106	34.3%	90
Loyal to a variety of brands	17.7%	105	18.7%	58	16.5%	46	17.5%	33	17.2%	40	18.6%	31	18.5%	61	16.7%	44
Not loyal, but there are certain brands I wouldn't purchase	14.7%	87	12.8%	40	16.7%	47	17.9%	34	15.6%	36	9.8%	16	17.0%	56	11.8%	31
Have no preference for brand	19.8%	117	17.0%	53	23.0%	65	16.2%	31	18.1%	42	26.2%	44	19.4%	64	20.3%	53
(Don't know)	1.4%	8	0.3%	1	2.6%	7	1.5%	3	0.8%	2	2.1%	3	1.2%	4	1.6%	4
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Total Male Female 18 to 34 35 to 54 55+ ABC1 C2DE

Mean score: [Very loyal=4, Quite loyal=2, Not very loyal=2, Not at all loyal=1]

Q11 How loyal would you say you are to your favourite brand(s) of alcohol? [PR]

Those who drink alcohol

Very loyal	24.4%	144	26.9%	84	21.6%	61	13.4%	26	28.0%	65	31.9%	54	21.6%	71	27.9%	73
Quite loyal	41.2%	244	44.9%	140	37.1%	104	58.1%	110	36.3%	85	29.0%	49	42.4%	139	39.8%	105
Not very loyal	16.3%	96	15.4%	48	17.2%	48	13.5%	26	17.5%	41	17.7%	30	18.6%	61	13.3%	35
Not at all loyal	15.9%	94	11.1%	34	21.2%	60	14.3%	27	17.1%	40	16.0%	27	14.5%	48	17.6%	46
(Don't know)	2.2%	13	1.6%	5	2.9%	8	0.7%	1	1.1%	3	5.4%	9	2.9%	10	1.3%	3
Mean:		2.76		2.89		2.61		2.71		2.76		2.81		2.73		2.79
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Q12 In the last 3 months have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who drink alcohol

Yes - tried other brands	38.3%	227	42.3%	131	33.9%	95	46.7%	89	35.3%	82	32.9%	55	43.8%	144	31.4%	83
Yes - switched brands	3.6%	21	2.3%	7	5.0%	14	4.6%	9	2.9%	7	3.4%	6	2.6%	9	4.8%	13
No	58.1%	344	55.4%	172	61.1%	172	48.7%	93	61.8%	144	63.6%	107	53.6%	176	63.8%	168
Weighted base:		591		311		281		190		233		168		328		263
Sample:		601		314		287		75		275		251		313		288

Q13 In the last year have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who have not tried other alcohol brands in the last 3 months

Yes - tried other brands	19.0%	65	19.8%	34	18.1%	31	13.7%	13	21.4%	31	20.2%	22	20.9%	37	16.9%	28
Yes - switched brands	3.9%	13	5.6%	10	2.1%	4	10.6%	10	0.5%	1	2.6%	3	0.2%	0	7.7%	13
No	77.2%	265	74.6%	128	79.8%	137	75.7%	70	78.0%	112	77.3%	83	78.8%	139	75.4%	126
Weighted base:		344		172		172		93		144		107		176		168
Sample:		368		187		181		36		171		161		179		189

Q14 What prompted to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have tried other alcohol brands in the last 3-6 months

TV / Press adverts	1.6%	1	1.6%	1	1.6%	1	0.0%	0	4.0%	1	0.0%	0	3.4%	1	0.0%	0
Point of sale promotional material	4.9%	4	2.1%	1	8.5%	3	5.6%	1	2.8%	1	7.0%	2	5.8%	2	4.1%	2
Multibuy promotions	3.6%	3	3.4%	2	3.8%	1	0.0%	0	5.7%	2	4.1%	1	2.4%	1	4.7%	2
Other promotion (i.e. reduced promotional price)	34.3%	27	22.8%	10	48.9%	17	55.3%	12	24.2%	8	28.0%	7	35.7%	13	33.0%	14
Need for something new / a change	10.9%	9	14.0%	6	7.0%	2	0.0%	0	17.5%	6	12.4%	3	10.6%	4	11.1%	5
Influenced by others	14.7%	12	13.0%	6	16.8%	6	13.7%	3	14.1%	4	16.2%	4	18.4%	7	11.3%	5
Other	2.9%	2	4.5%	2	1.0%	0	0.0%	0	7.2%	2	0.0%	0	5.3%	2	0.8%	0
While abroad / on holiday	1.4%	1	2.6%	1	0.0%	0	0.0%	0	3.5%	1	0.0%	0	3.0%	1	0.0%	0
Availability at the time	17.5%	14	26.4%	12	6.3%	2	25.4%	6	12.5%	4	16.7%	4	12.4%	5	22.1%	9
Given as a gift	0.7%	1	0.0%	0	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	1
Beer Festival / Wine Club	2.1%	2	2.6%	1	1.6%	1	0.0%	0	3.5%	1	2.2%	1	0.0%	0	4.0%	2
Fancied a change	1.0%	1	1.8%	1	0.0%	0	0.0%	0	1.4%	0	1.4%	0	1.2%	0	0.8%	0
(Don't know)	7.5%	6	5.3%	2	10.4%	4	0.0%	0	3.4%	1	19.9%	5	4.1%	2	10.7%	4
Weighted base:		78		44		35		23		32		24		37		41
Sample:		90		46		44		10		41		39		41		49

Q15 What would prompt to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have not tried other alcohol brands in the last 3-6 months

TV / Press adverts	0.9%	2	0.3%	0	1.5%	2	0.0%	0	1.8%	2	0.4%	0	1.1%	1	0.7%	1
Point of sale promotional material	2.5%	7	1.9%	2	3.1%	4	0.0%	0	3.9%	4	2.8%	2	2.5%	3	2.5%	3
Multibuy promotions	3.4%	9	0.9%	1	5.7%	8	2.4%	2	2.2%	2	5.9%	5	1.8%	3	5.1%	6
Other promotion (i.e. reduced promotional price)	17.7%	47	19.0%	24	16.4%	23	6.6%	5	22.6%	25	20.3%	17	19.9%	28	15.3%	19
The need for something new / a change	1.9%	5	3.5%	4	0.4%	1	0.0%	0	0.5%	1	5.4%	4	2.0%	3	1.8%	2
Influence of others	16.5%	44	12.8%	16	20.0%	27	24.7%	17	14.5%	16	12.2%	10	19.1%	26	13.6%	17
Other	0.4%	1	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.9%	1
(Don't know)	44.0%	117	45.6%	58	42.5%	58	49.2%	35	39.7%	45	45.4%	38	40.4%	56	48.0%	61
Weighted base:		265		128		137		70		112		83		139		126
Sample:		278		141		137		26		130		122		138		140

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE								
SEX Sex of respondent																
Male	47.4%	463	100.0%	463	0.0%	0	49.0%	156	48.8%	165	44.2%	141	50.1%	234	44.8%	228
Female	52.6%	514	0.0%	0	100.0%	514	51.0%	162	51.2%	173	55.8%	178	49.9%	234	55.2%	281
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	148	15.9%	74	14.4%	74	46.3%	148	0.0%	0	0.0%	0	14.8%	69	15.4%	78
25 to 34	17.5%	171	17.9%	83	17.2%	88	53.7%	171	0.0%	0	0.0%	0	19.1%	89	16.1%	82
35 to 44	18.4%	179	18.9%	87	17.9%	92	0.0%	0	53.0%	179	0.0%	0	19.7%	92	17.1%	87
45 to 54	16.3%	159	16.8%	78	15.8%	81	0.0%	0	47.0%	159	0.0%	0	18.4%	86	14.3%	73
55 to 64	13.1%	128	13.4%	62	12.8%	66	0.0%	0	0.0%	0	40.0%	128	12.8%	60	13.3%	68
65 +	19.6%	192	17.1%	79	21.9%	113	0.0%	0	0.0%	0	60.0%	192	15.1%	71	23.8%	121
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

SEG Socio-economic group

A	4.0%	39	5.4%	25	2.7%	14	6.1%	20	3.0%	10	2.8%	9	8.3%	39	0.0%	0
B	20.5%	200	21.7%	101	19.4%	100	16.6%	53	24.0%	81	20.8%	66	42.8%	200	0.0%	0
C1	23.4%	229	23.6%	109	23.3%	120	27.1%	86	25.7%	87	17.4%	55	48.9%	229	0.0%	0
C2	28.1%	275	28.5%	132	27.7%	143	32.2%	103	31.5%	107	20.4%	65	0.0%	0	54.0%	275
D	9.5%	93	9.9%	46	9.2%	47	9.7%	31	9.2%	31	9.5%	30	0.0%	0	18.2%	93
E	14.5%	141	10.9%	50	17.7%	91	8.2%	26	6.5%	22	29.1%	93	0.0%	0	27.8%	141
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	51.9%	507	48.8%	226	54.7%	281	37.1%	118	69.1%	234	48.6%	155	55.8%	261	48.4%	246
Single	29.5%	289	35.8%	165	23.9%	123	55.3%	176	19.5%	66	14.4%	46	29.8%	139	29.3%	149
Divorced	7.3%	71	7.4%	34	7.2%	37	3.5%	11	6.6%	22	11.8%	38	5.4%	25	9.1%	46
Widowed	9.3%	91	6.3%	29	12.0%	62	2.8%	9	1.4%	5	24.1%	77	6.9%	32	11.5%	58
Separated	1.7%	16	1.5%	7	1.9%	10	1.3%	4	3.4%	11	0.3%	1	1.9%	9	1.5%	8
(Refused)	0.3%	2	0.2%	1	0.3%	2	0.0%	0	0.0%	0	0.8%	2	0.3%	2	0.2%	1
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

IS2 ISBA region

Scotland	8.4%	82	10.1%	47	6.8%	35	8.4%	27	7.8%	26	8.9%	28	8.2%	38	8.5%	43
North / Borders	6.2%	61	5.5%	25	6.8%	35	3.7%	12	6.9%	23	8.0%	26	5.9%	28	6.5%	33
Lancashire	12.1%	118	14.4%	67	9.9%	51	14.0%	45	11.8%	40	10.4%	33	10.4%	49	13.6%	69
Yorkshire	10.0%	97	10.6%	49	9.4%	48	8.8%	28	9.9%	33	11.3%	36	8.8%	41	11.0%	56
Wales & South West	11.1%	108	11.0%	51	11.2%	57	11.1%	35	11.4%	38	10.8%	35	9.6%	45	12.5%	63
Midlands	16.1%	157	13.7%	63	18.2%	94	14.8%	47	17.2%	58	16.2%	52	17.9%	84	14.4%	73
East England	7.3%	71	7.5%	35	7.1%	36	9.0%	29	7.1%	24	5.7%	18	7.7%	36	6.9%	35
London	19.6%	192	16.9%	78	22.1%	113	20.7%	66	18.3%	62	19.9%	64	21.5%	101	17.8%	91
Southern	9.3%	91	10.2%	47	8.5%	44	9.5%	30	9.6%	33	8.8%	28	10.0%	47	8.8%	45
Weighted base:		977		463		514		319		338		319		468		509
Sample:		1002		475		527		121		406		475		450		552

FAV Favourite - beer/cider or wine:

Those who drink and who mostly drink beer or wine

Beer	52.4%	227	74.0%	172	27.3%	55	64.3%	87	53.6%	91	38.3%	49	45.3%	108	61.3%	118
Wine	47.6%	206	26.0%	60	72.7%	145	35.7%	48	46.4%	79	61.7%	78	54.7%	131	38.7%	75
Weighted base:		432		232		200		135		171		127		239		193
Sample:		439		237		202		52		196		191		225		214

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Q01 Do you drink alcohol?				
Yes	60.6% 591	61.5% 220	59.5% 176	60.0% 189
No	39.5% 385	38.5% 138	40.5% 120	40.0% 126
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

DRK Drinking preferences: [MR]

Those who drink alcohol

Beer, lager, stout or cider	69.2% 409	63.6% 140	73.9% 130	71.5% 135
Spirits or liqueurs	47.8% 283	48.8% 107	45.7% 81	47.2% 89
Wine	65.5% 387	62.2% 137	71.9% 127	63.1% 120
Alcopops	4.7% 28	5.7% 12	3.0% 5	3.8% 7
Sherry or Martini	2.9% 17	3.7% 8	2.9% 5	1.8% 3
Weighted base:	591	220	176	189
Sample:	601	271	178	147

DRK Drinking preferences: [MR]

Those who drink beer, spirits or wine

Beer, lager, stout or cider	69.3% 409	63.9% 140	73.9% 130	71.5% 135
Spirits or liqueurs	47.9% 283	49.0% 107	45.7% 81	47.2% 89
Wine	65.6% 387	62.5% 137	71.9% 127	63.1% 120
Alcopops	4.6% 27	5.3% 12	3.0% 5	3.8% 7
Sherry or Martini	2.9% 17	3.8% 8	2.9% 5	1.8% 3
Weighted base:	590	219	176	189
Sample:	600	270	178	147

DRK Drinking preferences: [MR]

Those who mainly drink either beer, spirits or wine

Beer, lager, stout or cider	48.9% 96	51.1% 39	48.5% 26	47.2% 30
Spirits or liqueurs	8.6% 17	7.3% 6	12.3% 7	7.2% 5
Wine	42.5% 84	41.6% 32	39.2% 21	45.6% 29
Alcopops	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Sherry or Martini	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	197	77	54	64
Sample:	219	102	64	52

Mean score; [1=low preference, 10=high preference]

Q02 Out of a total of ten, what proportion of your alcohol consumption would you assign to each of the following alcohol types? For example, if you only drank beer and spirits and favoured beer more, you may score beer as 8 and spirits as 2 [PR]

Those who drink alcohol

Lager / Beer / Stout

1	3.2% 19	3.2% 7	3.1% 5	3.3% 6
2	7.9% 47	6.9% 15	7.4% 13	10.2% 19
3	4.8% 29	4.9% 11	3.6% 6	6.1% 12
4	3.9% 23	4.2% 9	3.3% 6	4.3% 8
5	4.8% 28	6.1% 14	5.4% 10	2.4% 5
6	3.9% 23	2.0% 4	3.0% 5	5.4% 10
7	5.8% 35	6.2% 14	8.2% 14	3.4% 6
8	7.4% 44	5.7% 12	7.4% 13	9.6% 18
9	2.8% 17	3.5% 8	2.1% 4	2.4% 4
10	12.7% 75	12.5% 27	12.8% 23	13.3% 25
(None)	36.6% 216	39.8% 88	41.1% 72	28.7% 54
(Not applicable)	6.1% 36	5.0% 11	2.7% 5	10.9% 21
Mean:	6.09	6.09	6.24	5.94
Weighted base:	591	220	176	189
Sample:	601	271	178	147

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Cider								
1	5.1%	30	7.0%	15	5.4%	9	1.3%	2
2	5.1%	30	5.9%	13	5.5%	10	3.9%	7
3	2.3%	13	0.8%	2	3.5%	6	2.9%	6
4	1.4%	8	1.6%	4	1.9%	3	1.0%	2
5	4.2%	25	1.3%	3	5.2%	9	6.8%	13
6	0.3%	2	0.8%	2	0.0%	0	0.0%	0
7	1.0%	6	1.4%	3	0.9%	2	0.7%	1
8	1.9%	11	0.6%	1	4.1%	7	1.3%	2
9	0.8%	5	0.7%	2	1.2%	2	0.5%	1
10	1.7%	10	1.9%	4	1.1%	2	1.9%	4
(None)	64.0%	378	64.8%	142	65.2%	115	62.0%	118
(Not applicable)	12.3%	73	13.2%	29	6.0%	11	17.7%	33
Mean:		4.06		3.60		4.23		4.66
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Wine (inc. sparkling)								
1	4.8%	28	4.1%	9	4.2%	7	4.7%	9
2	8.6%	51	3.3%	7	13.4%	24	10.7%	20
3	5.7%	34	5.5%	12	6.4%	11	5.4%	10
4	3.4%	20	2.7%	6	5.3%	9	2.9%	6
5	6.8%	40	10.7%	24	7.3%	13	2.0%	4
6	4.7%	28	4.7%	10	5.0%	9	4.7%	9
7	5.6%	33	5.8%	13	6.0%	11	4.6%	9
8	6.2%	37	4.7%	10	6.7%	12	7.7%	15
9	4.1%	24	4.2%	9	3.0%	5	4.8%	9
10	14.2%	84	14.8%	33	12.0%	21	15.5%	29
(None)	29.1%	172	33.3%	73	28.0%	49	25.6%	48
(Not applicable)	6.7%	40	6.2%	14	2.6%	5	11.3%	22
Mean:		5.97		6.34		5.49		6.10
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Alcopops								
1	2.6%	15	2.6%	6	1.1%	2	2.5%	5
2	1.2%	7	1.4%	3	1.9%	3	0.3%	0
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.2%	1	0.0%	0	0.0%	0
5	0.2%	1	0.5%	1	0.0%	0	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.2%	1	0.3%	1	0.0%	0	0.2%	0
9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
10	0.2%	1	0.4%	1	0.0%	0	0.0%	0
(None)	79.0%	467	77.0%	169	90.1%	159	71.7%	136
(Not applicable)	16.6%	98	17.5%	39	6.9%	12	25.3%	48
Mean:		2.12		2.85		1.63		1.64
Weighted base:		591		220		176		189
Sample:		601		271		178		147

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Spirits (inc. liqueurs)								
1	12.4%	73	11.2%	25	17.0%	30	7.6%	14
2	13.1%	78	9.8%	22	9.4%	17	20.8%	39
3	4.9%	29	7.8%	17	4.3%	8	1.9%	4
4	3.9%	23	4.3%	9	3.0%	5	4.5%	8
5	3.7%	22	4.9%	11	1.6%	3	4.0%	8
6	1.4%	8	2.1%	5	0.6%	1	1.2%	2
7	2.2%	13	4.1%	9	1.6%	3	0.7%	1
8	1.0%	6	0.6%	1	0.7%	1	1.6%	3
9	0.3%	2	0.2%	0	0.3%	1	0.3%	1
10	3.4%	20	2.8%	6	4.5%	8	3.1%	6
(None)	44.2%	262	41.3%	91	51.8%	91	41.5%	79
(Not applicable)	9.5%	56	10.9%	24	5.1%	9	12.8%	24
Mean:		3.35		3.60		3.19		3.31
Weighted base:		591		220		176		189
Sample:		601		271		178		147

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Other								
1	0.7%	4	1.6%	4	0.4%	1	0.0%	0
2	0.8%	5	0.8%	2	1.8%	3	0.0%	0
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.0%	0	0.0%	0	0.3%	1
5	0.1%	0	0.2%	0	0.0%	0	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.3%	2	0.7%	2	0.0%	0	0.0%	0
10	0.2%	1	0.2%	1	0.0%	0	0.5%	1
(None)	80.1%	474	79.0%	174	89.9%	158	71.5%	135
(Not applicable)	17.7%	105	17.5%	39	8.0%	14	27.7%	53
Mean:		3.56		3.62		1.82		7.58
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [A lot more=2, A lot less=1, Remains the same=0, A little less=-1, A lot less=-2]

Q03 During the Christmas seasonal period, do you drink more or less of the following alcohol types? [PR]

Those who drink alcohol

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Lager / Beer / Stout								
A lot more	8.2%	48	7.9%	17	6.1%	11	9.0%	17
A lot less	25.8%	153	28.7%	63	22.1%	39	26.3%	50
Remains the same	21.6%	128	18.0%	40	25.6%	45	22.9%	43
A little less	3.8%	22	4.5%	10	4.7%	8	1.7%	3
A lot less	0.3%	2	0.4%	1	0.2%	0	0.2%	0
(Not applicable)	39.3%	232	39.9%	88	40.1%	71	37.8%	72
(Don't know)	1.2%	7	0.5%	1	1.1%	2	2.0%	4
Mean:		0.63		0.66		0.50		0.70
Weighted base:		591		220		176		189
Sample:		601		271		178		147

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Cider								
A lot more	3.6%	21	2.7%	6	3.3%	6	4.9%	9
A lot less	10.9%	65	12.6%	28	8.7%	15	11.7%	22
Remains the same	7.7%	45	6.8%	15	11.2%	20	4.1%	8
A little less	1.7%	10	1.4%	3	3.2%	6	0.8%	1
A lot less	0.2%	1	0.3%	1	0.0%	0	0.2%	0
(Not applicable)	72.8%	431	74.6%	164	68.8%	121	74.9%	142
(Don't know)	3.1%	18	1.6%	4	4.8%	8	3.4%	6
Mean:		0.66		0.67		0.46		0.93
Weighted base:		591		220		176		189
Sample:		601		271		178		147

	Total	North (inc. Scotland)		Midlands (inc. Wales)		Southern		
Wine (inc. sparkling)								
A lot more	12.7%	75	10.3%	23	13.1%	23	14.4%	27
A lot less	36.9%	218	34.9%	77	37.3%	66	40.2%	76
Remains the same	19.1%	113	22.8%	50	18.2%	32	15.0%	28
A little less	1.0%	6	0.5%	1	2.9%	5	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	27.6%	137	31.3%	69	24.6%	43	26.2%	50
(Don't know)	2.7%	16	0.3%	1	4.0%	7	4.3%	8
Mean:		0.88		0.80		0.85		0.99
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Alcopops								
A lot more	1.0%	6	1.4%	3	1.6%	3	0.0%	0
A lot less	4.0%	24	4.1%	9	2.8%	5	5.1%	10
Remains the same	1.0%	6	2.3%	5	0.6%	1	0.0%	0
A little less	0.5%	3	0.0%	0	0.0%	0	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	90.7%	536	90.0%	198	93.2%	164	90.5%	172
(Don't know)	2.8%	16	2.3%	5	1.8%	3	4.3%	8
Mean:		0.84		0.88		1.21		1.00
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Spirits (inc. liqueurs)								
A lot more	8.9%	52	8.6%	19	10.3%	18	6.6%	13
A lot less	28.6%	169	31.4%	69	24.4%	43	29.7%	56
Remains the same	16.1%	95	16.7%	37	16.1%	28	15.5%	29
A little less	0.5%	3	0.7%	2	0.0%	0	0.8%	2
A lot less	0.3%	2	0.0%	0	0.2%	0	0.4%	1
(Not applicable)	42.7%	253	40.3%	89	46.7%	82	42.9%	81
(Don't know)	2.9%	17	2.3%	5	2.3%	4	4.1%	8
Mean:		0.83		0.83		0.88		0.78
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Other								
A lot more	0.7%	4	0.0%	0	2.2%	4	0.0%	0
A lot less	1.8%	11	3.6%	8	0.0%	0	1.6%	3
Remains the same	0.1%	1	0.2%	1	0.0%	0	0.0%	0
A little less	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	93.7%	554	91.9%	202	95.7%	169	93.7%	178
(Don't know)	3.7%	22	4.3%	9	2.1%	4	4.7%	9
Mean:		1.22		0.94		2.00		1.00
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Total North (inc. Midlands (inc. Southern
Scotland) Wales)

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol TOTAL SAMPLE

Up to 10 units	48.4%	286	45.9%	101	49.2%	87	50.3%	95
11 to 20	26.5%	157	23.7%	52	31.2%	55	24.6%	47
21+	25.2%	149	30.4%	67	19.5%	34	25.1%	48
Up to 7 units	31.0%	184	30.9%	68	28.7%	50	33.3%	63
Up to 14 units	60.5%	358	55.7%	122	65.5%	115	60.0%	114
14.1 - 21 units	14.9%	88	14.8%	32	15.6%	27	15.2%	29
21.1 - 50 units	19.8%	117	23.1%	51	16.5%	29	19.8%	37
50.1 - 100 units	4.5%	27	6.2%	14	2.1%	4	5.0%	9
More than 100 units	0.2%	1	0.3%	1	0.3%	1	0.0%	0
<i>Mean:</i>		<i>16.61</i>		<i>18.47</i>		<i>14.80</i>		<i>16.34</i>
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol MALE SAMPLE

Up to 10 units	35.1%	109	36.5%	44	33.4%	27	34.6%	36
11 to 20	26.1%	81	20.5%	25	33.0%	27	25.9%	27
21+	38.8%	121	43.0%	52	33.6%	28	39.5%	41
Up to 7 units	22.1%	69	22.7%	27	20.2%	17	22.4%	23
Up to 14 units	45.9%	142	43.7%	53	45.5%	37	46.1%	48
14.1 - 21 units	15.8%	49	13.7%	17	22.2%	18	14.4%	15
21.1 - 50 units	29.9%	93	30.8%	37	27.1%	22	32.3%	34
50.1 - 100 units	8.0%	25	11.3%	14	4.5%	4	7.2%	7
More than 100 units	0.4%	1	0.5%	1	0.7%	1	0.0%	0
<i>Mean:</i>		<i>22.06</i>		<i>24.24</i>		<i>19.92</i>		<i>21.64</i>
Weighted base:		311		121		82		104
Sample:		314		144		86		82

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol FEMALE SAMPLE

Up to 10 units	63.1%	177	57.4%	57	63.1%	59	69.4%	59
11 to 20	26.9%	75	27.5%	27	29.7%	28	22.9%	20
21+	10.1%	28	15.1%	15	7.2%	7	7.7%	7
Up to 7 units	40.9%	115	40.9%	41	36.1%	34	46.5%	40
Up to 14 units	76.8%	216	70.2%	70	83.0%	78	76.9%	66
14.1 - 21 units	13.9%	39	16.1%	16	9.8%	9	16.2%	14
21.1 - 50 units	8.7%	24	13.7%	14	7.2%	7	4.6%	4
50.1 - 100 units	0.7%	2	0.0%	0	0.0%	0	2.3%	2
More than 100 units	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>10.58</i>		<i>11.46</i>		<i>10.30</i>		<i>9.92</i>
Weighted base:		281		99		94		86
Sample:		287		127		92		65

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score: [12.5, 25, 50, 75, 87.5, 100]

Q05 What proportion of this is consumed in the home? [PR]

Those who drink alcohol

Less than a quarter	9.2%	54	9.2%	20	10.5%	19	8.2%	16
About a quarter	9.2%	54	4.1%	9	8.6%	15	14.4%	27
About half	11.0%	65	8.4%	18	11.5%	20	13.4%	25
About three quarters	7.3%	43	7.8%	17	10.6%	19	3.6%	7
Almost all	18.3%	108	18.9%	42	22.1%	39	14.7%	28
All	28.9%	171	30.6%	67	26.3%	46	29.7%	56
(None)	15.3%	91	20.2%	44	9.3%	16	15.4%	29
(Don't know)	0.8%	5	0.7%	2	1.1%	2	0.6%	1
Mean:		70.74		75.16		70.10		67.39
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [Increases significantly=2, Increases slightly=1, Remains the same=0, Decreases slightly=-1, Decreases significantly=-2]

Q06 During the seasonal Christmas period, does your consumption in the home go up or down? [PR]

Those who drink alcohol

Increases significantly	13.4%	79	11.1%	24	15.7%	28	12.7%	24
Increases slightly	51.1%	302	48.4%	106	53.3%	94	53.2%	101
Remains the same	30.9%	183	35.0%	77	28.1%	50	28.8%	55
Decreases slightly	1.8%	11	1.6%	4	0.5%	1	3.4%	6
Decreases significantly	1.1%	7	1.4%	3	1.0%	2	0.8%	2
(Don't know)	1.7%	10	2.5%	5	1.4%	2	1.1%	2
Mean:		0.75		0.68		0.83		0.74
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q07 How much do you agree or disagree with the following statements about your favourite type of alcohol? [PR]

Those who drink alcohol

When it comes to alcohol I stick to specific brands

Strongly agree	36.6%	216	32.7%	72	39.4%	69	38.9%	74
Slightly agree	18.9%	112	14.8%	32	18.0%	32	24.4%	46
Neither agree nor disagree	2.0%	12	1.0%	2	3.2%	6	2.1%	4
Slightly disagree	22.4%	133	21.0%	46	27.4%	48	18.5%	35
Strongly disagree	20.1%	119	30.5%	67	12.0%	21	16.0%	30
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.30		-0.02		0.45		0.52
Weighted base:		591		220		176		189
Sample:		601		271		178		147

I purchase whichever brand is on offer at the time

Strongly agree	25.1%	149	27.8%	61	25.8%	45	20.7%	39
Slightly agree	29.0%	172	25.5%	56	24.8%	44	37.9%	72
Neither agree nor disagree	2.2%	13	3.5%	8	1.4%	2	1.6%	3
Slightly disagree	13.7%	81	11.0%	24	17.7%	31	13.1%	25
Strongly disagree	29.4%	174	31.8%	70	29.6%	52	26.3%	50
(Don't know)	0.5%	3	0.4%	1	0.7%	1	0.5%	1
Mean:		0.07		0.07		-0.01		0.14
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Total North (inc. Scotland) Midlands (inc. Wales) Southern

During the Christmas period I tend to drink alcohol I wouldn't normally consume

Strongly agree	15.1%	90	16.6%	37	8.9%	16	17.8%	34
Slightly agree	22.5%	133	21.7%	48	26.5%	47	20.0%	38
Neither agree nor disagree	1.5%	9	1.6%	4	1.0%	2	1.9%	4
Slightly disagree	20.5%	121	18.6%	41	25.4%	45	18.6%	35
Strongly disagree	40.0%	236	41.3%	91	37.1%	65	41.8%	79
(Don't know)	0.4%	2	0.2%	1	1.1%	2	0.0%	0
Mean:		-0.48		-0.46		-0.56		-0.47
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Alcohol brand is more important to me than price

Strongly agree	26.8%	159	26.4%	58	28.4%	50	26.4%	50
Slightly agree	19.4%	114	21.4%	47	13.7%	24	21.9%	42
Neither agree nor disagree	4.7%	28	4.8%	11	3.9%	7	3.8%	7
Slightly disagree	19.9%	118	14.4%	32	26.0%	46	21.2%	40
Strongly disagree	28.4%	168	32.8%	72	27.5%	48	24.8%	47
(Don't know)	0.9%	5	0.3%	1	0.5%	1	1.9%	4
Mean:		-0.04		-0.06		-0.11		0.04
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [1=respondent chooses, 3=equal responsibility, 5=no responsibility]

Q08 On a scale of 1 to 5, where 1 is I choose and 5 is someone else chooses, who is responsible for the alcohol you purchase to consume at home (i.e. alcohol purchased in a supermarket or off-licence)? [PR]

Those who drink alcohol

1 - I choose	71.0%	420	72.8%	160	68.6%	121	72.0%	136
2 -	4.2%	25	3.1%	7	2.4%	4	7.4%	14
3 - about equally responsible	14.1%	83	15.1%	33	15.2%	27	12.6%	24
4 -	3.1%	18	3.1%	7	3.9%	7	2.3%	4
5 - Someone else chooses	6.3%	37	4.2%	9	7.7%	14	5.7%	11
(Don't know / varies)	1.2%	7	1.6%	4	2.1%	4	0.0%	0
Mean:		1.68		1.61		1.77		1.62
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Mean score: [All the time=100, Very often=75, Often=50, Sometimes=25, Not very often=12.5, Not at all=0]

Q09 How often do you promote your alcohol brand preference among others you drink with? [PR]

Those who drink alcohol

All the time	2.5%	15	3.6%	8	0.7%	1	3.0%	6
Very often	4.9%	29	6.3%	14	3.8%	7	4.6%	9
Often	6.5%	38	6.3%	14	5.9%	10	7.4%	14
Sometimes	11.9%	70	9.8%	22	15.3%	27	9.9%	19
Not very often	20.5%	121	25.4%	56	24.7%	43	10.8%	21
Not at all	52.7%	312	47.2%	104	49.2%	87	63.2%	120
(Don't know)	1.0%	6	1.3%	3	0.5%	1	1.0%	2
Mean:		15.15		17.36		13.44		14.18
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Q10 When it comes to your favourite alcohol type, are you:

Those who drink alcohol

Loyal to only one brand	13.2%	78	16.3%	36	10.9%	19	11.2%	21
Loyal to a handful of brands	33.2%	197	36.2%	80	30.3%	53	33.6%	64
Loyal to a variety of brands	17.7%	105	14.5%	32	18.4%	32	19.3%	37
Not loyal, but there are certain brands I wouldn't purchase	14.7%	87	14.2%	31	18.7%	33	12.0%	23
Have no preference for brand	19.8%	117	17.4%	38	21.3%	38	21.9%	41
(Don't know)	1.4%	8	1.5%	3	0.5%	1	2.1%	4
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score: [Very loyal=4, Quite loyal=2, Not very loyal=2, Not at all loyal=1]

Q11 How loyal would you say you are to your favourite brand(s) of alcohol? [PR]

Those who drink alcohol

Very loyal	24.4%	144	26.1%	57	24.2%	43	22.6%	43
Quite loyal	41.2%	244	42.7%	94	44.1%	78	35.9%	68
Not very loyal	16.3%	96	16.1%	35	13.5%	24	19.4%	37
Not at all loyal	15.9%	94	13.0%	28	15.3%	27	20.3%	38
(Don't know)	2.2%	13	2.1%	5	2.8%	5	1.7%	3
Mean:		2.76		2.84		2.79		2.62
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Q12 In the last 3 months have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who drink alcohol

Yes - tried other brands	38.3%	227	41.2%	91	35.7%	63	36.6%	69
Yes - switched brands	3.6%	21	3.5%	8	3.0%	5	4.3%	8
No	58.1%	344	55.3%	122	61.3%	108	59.1%	112
Weighted base:		591		220		176		189
Sample:		601		271		178		147

Q13 In the last year have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who have not tried other alcohol brands in the last 3 months

Yes - tried other brands	19.0%	65	22.1%	27	18.7%	20	15.7%	18
Yes - switched brands	3.9%	13	3.3%	4	0.7%	1	7.5%	8
No	77.2%	265	74.6%	91	80.6%	87	76.7%	86
Weighted base:		344		122		108		112
Sample:		368		161		114		90

Q14 What prompted to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have tried other alcohol brands in the last 3-6 months

TV / Press adverts	1.6%	1	4.1%	1	0.0%	0	0.0%	0
Point of sale promotional material	4.9%	4	4.1%	1	0.0%	0	10.0%	3
Multibuy promotions	3.6%	3	3.1%	1	4.5%	1	3.5%	1
Other promotion (i.e. reduced promotional price)	34.3%	27	44.6%	14	19.2%	4	35.0%	9
Need for something new / a change	10.9%	9	6.7%	2	10.6%	2	16.3%	4
Influenced by others	14.7%	12	19.2%	6	24.0%	5	0.0%	0
Other	2.9%	2	0.0%	0	1.6%	0	7.5%	2
While abroad / on holiday	1.4%	1	0.0%	0	5.4%	1	0.0%	0
Availability at the time	17.5%	14	11.8%	4	18.1%	4	24.2%	6
Given as a gift	0.7%	1	1.7%	1	0.0%	0	0.0%	0
Beer Festival / Wine Club	2.1%	2	1.8%	1	5.3%	1	0.0%	0
Fancied a change	1.0%	1	0.0%	0	3.8%	1	0.0%	0
(Don't know)	7.5%	6	5.8%	2	10.2%	2	7.6%	2
Weighted base:		78		31		21		26
Sample:		90		41		27		21

Q15 What would prompt to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have not tried other alcohol brands in the last 3-6 months

TV / Press adverts	0.9%	2	1.9%	2	0.7%	1	0.0%	0
Point of sale promotional material	2.5%	7	2.1%	2	3.7%	3	1.2%	1
Multibuy promotions	3.4%	9	4.8%	4	0.8%	1	4.7%	4
Other promotion (i.e. reduced promotional price)	17.7%	47	22.0%	20	13.6%	12	16.0%	14
The need for something new / a change	1.9%	5	1.2%	1	1.5%	1	3.0%	3
Influence of others	16.5%	44	14.1%	13	27.4%	24	8.3%	7
Other	0.4%	1	0.0%	0	1.3%	1	0.0%	0
(Don't know)	44.0%	117	34.8%	32	43.9%	38	53.6%	46
Weighted base:		265		91		87		86
Sample:		278		120		87		69

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
SEX Sex of respondent				
Male	47.4% 463	52.6% 188	41.5% 123	46.3% 146
Female	52.6% 514	47.4% 169	58.5% 173	53.7% 170
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

AGE To ensure we get a representative sample, could I ask how old you are ?

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
16 to 24	15.1% 148	15.1% 54	12.8% 38	17.1% 54
25 to 34	17.5% 171	16.0% 57	17.5% 52	19.7% 62
35 to 44	18.4% 179	18.4% 66	21.1% 62	16.3% 51
45 to 54	16.3% 159	16.1% 57	16.0% 47	16.3% 51
55 to 64	13.1% 128	15.4% 55	14.1% 42	9.6% 30
65 +	19.6% 192	19.0% 68	18.5% 55	21.1% 67
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

SEG Socio-economic group

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
A	4.0% 39	2.6% 9	4.1% 12	5.5% 17
B	20.5% 200	22.7% 81	19.1% 57	18.2% 57
C1	23.4% 229	18.4% 66	27.6% 82	25.6% 81
C2	28.1% 275	29.5% 105	28.1% 83	27.2% 86
D	9.5% 93	13.2% 47	9.5% 28	5.6% 18
E	14.5% 141	13.8% 49	11.6% 34	17.9% 57
(Refused)	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

MAR Which of these best describes your current marital status ? [PR]

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Married / Living as married	51.9% 507	53.9% 193	58.3% 173	44.2% 140
Single	29.5% 289	27.1% 97	24.5% 73	36.9% 117
Divorced	7.3% 71	7.6% 27	8.0% 24	6.1% 19
Widowed	9.3% 91	8.7% 31	8.1% 24	10.9% 34
Separated	1.7% 16	2.6% 9	1.1% 3	1.1% 3
(Refused)	0.3% 2	0.0% 0	0.0% 0	0.8% 2
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

IS2 ISBA region

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Scotland	8.4% 82	22.8% 82	0.0% 0	0.0% 0
North / Borders	6.2% 61	17.0% 61	0.0% 0	0.0% 0
Lancashire	12.1% 118	32.9% 118	0.0% 0	0.0% 0
Yorkshire	10.0% 97	27.3% 97	0.0% 0	0.0% 0
Wales & South West	11.1% 108	0.0% 0	22.0% 65	10.5% 33
Midlands	16.1% 157	0.0% 0	53.1% 157	0.0% 0
East England	7.3% 71	0.0% 0	23.9% 71	0.0% 0
London	19.6% 192	0.0% 0	0.0% 0	60.6% 192
Southern	9.3% 91	0.0% 0	1.0% 3	28.9% 91
Weighted base:	977	357	296	316
Sample:	1002	442	303	249

FAV Favourite - beer/cider or wine:

Those who drink and who mostly drink beer or wine

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
Beer	52.4% 227	50.9% 78	55.5% 72	50.8% 73
Wine	47.6% 206	49.1% 75	44.5% 58	49.2% 71
Weighted base:	432	153	130	144
Sample:	439	195	132	107

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home
Q01 Do you drink alcohol?						
Yes	60.6%	591 100.0%	171 100.0%	108 100.0%	279 100.0%	109 100.0%
No	39.5%	385 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:		977	171	108	279	109
Sample:		1002	198	113	311	100

DRK Drinking preferences: [MR]

Those who drink alcohol

Beer, lager, stout or cider	69.2%	409 50.0%	85 71.7%	78 58.4%	163 88.2%	96 73.0%
Spirits or liqueurs	47.8%	283 46.4%	79 48.2%	52 47.1%	132 54.7%	59 36.1%
Wine	65.5%	387 75.4%	129 70.0%	76 73.3%	205 54.9%	60 42.5%
Alcopops	4.7%	28 2.8%	5 2.9%	3 2.8%	8 5.9%	6 10.7%
Sherry or Martini	2.9%	17 5.2%	9 3.9%	4 4.7%	13 1.3%	1 1.0%
Weighted base:		591	171	108	279	109
Sample:		601	198	113	311	100

DRK Drinking preferences: [MR]

Those who drink beer, spirits or wine

Beer, lager, stout or cider	69.3%	409 50.2%	85 71.7%	78 58.6%	163 88.2%	96 73.0%
Spirits or liqueurs	47.9%	283 46.7%	79 48.2%	52 47.3%	132 54.7%	59 36.1%
Wine	65.6%	387 75.8%	129 70.0%	76 73.6%	205 54.9%	60 42.5%
Alcopops	4.6%	27 2.3%	4 2.9%	3 2.5%	7 5.9%	6 10.7%
Sherry or Martini	2.9%	17 5.2%	9 3.9%	4 4.7%	13 1.3%	1 1.0%
Weighted base:		590	170	108	278	109
Sample:		600	197	113	310	100

DRK Drinking preferences: [MR]

Those who mainly drink either beer, spirits or wine

Beer, lager, stout or cider	48.9%	96 21.8%	14 50.5%	17 31.6%	30 67.1%	17 72.8%
Spirits or liqueurs	8.6%	17 12.4%	8 6.5%	2 10.4%	10 9.0%	2 7.6%
Wine	42.5%	84 65.9%	42 43.0%	14 58.1%	56 23.9%	6 19.7%
Alcopops	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sherry or Martini	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:		197	64	33	96	26
Sample:		219	82	31	113	32

Mean score; [1=low preference, 10=high preference]

Q02 Out of a total of ten, what proportion of your alcohol consumption would you assign to each of the following alcohol types? For example, if you only drank beer and spirits and favoured beer more, you may score beer as 8 and spirits as 2 [PR]

Those who drink alcohol

Lager / Beer / Stout

1	3.2%	19 6.3%	11 4.2%	5 5.5%	15 0.4%	0 0.5%
2	7.9%	47 10.7%	18 9.3%	10 10.1%	28 12.6%	14 0.0%
3	4.8%	29 2.4%	4 5.6%	6 3.6%	10 11.3%	12 0.6%
4	3.9%	23 3.5%	6 3.6%	4 3.5%	10 3.6%	4 0.0%
5	4.8%	28 6.7%	11 3.2%	4 5.3%	15 5.3%	6 0.6%
6	3.9%	23 1.0%	2 1.8%	2 1.3%	4 10.4%	11 2.1%
7	5.8%	35 1.4%	2 8.0%	9 3.9%	11 9.6%	10 1.2%
8	7.4%	44 3.6%	6 7.1%	8 4.9%	14 12.6%	14 12.9%
9	2.8%	17 2.6%	4 2.6%	3 2.6%	7 3.4%	4 1.8%
10	12.7%	75 6.8%	12 12.9%	14 9.2%	26 12.2%	13 31.4%
(None)	36.6%	216 50.2%	86 41.6%	45 46.9%	131 14.1%	15 34.4%
(Not applicable)	6.1%	36 4.9%	8 0.0%	0 3.0%	8 4.4%	5 14.3%
Mean:		6.09	4.86	5.93	5.34	5.94
Weighted base:		591	171	108	279	109
Sample:		601	198	113	311	100

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home
Cider						
1	5.1%	30	5.0%	9	5.8%	6
2	5.1%	30	3.6%	6	5.9%	6
3	2.3%	13	1.0%	2	4.7%	5
4	1.4%	8	2.6%	4	1.3%	1
5	4.2%	25	1.9%	3	4.8%	5
6	0.3%	2	0.0%	0	0.5%	1
7	1.0%	6	1.2%	2	0.7%	1
8	1.9%	11	0.0%	0	2.5%	3
9	0.8%	5	0.5%	1	0.4%	0
10	1.7%	10	1.1%	2	0.0%	0
(None)	64.0%	378	70.9%	121	65.1%	71
(Not applicable)	12.3%	73	12.1%	21	8.3%	9
Mean:		4.06		3.48		3.49
Weighted base:		591		171		108
Sample:		601		198		113

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home
Wine (inc. sparkling)						
1	4.8%	28	5.4%	9	1.8%	2
2	8.6%	51	2.8%	5	8.1%	9
3	5.7%	34	3.4%	6	7.8%	8
4	3.4%	20	3.0%	5	0.6%	1
5	6.8%	40	9.0%	15	10.2%	11
6	4.7%	28	5.2%	9	8.4%	9
7	5.6%	33	5.2%	9	5.2%	6
8	6.2%	37	7.8%	13	8.0%	9
9	4.1%	24	7.9%	14	4.4%	5
10	14.2%	84	24.5%	42	13.5%	15
(None)	29.1%	172	19.0%	32	28.6%	31
(Not applicable)	6.7%	40	6.8%	12	3.4%	4
Mean:		5.97		7.07		6.18
Weighted base:		591		171		108
Sample:		601		198		113

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home
Alcopops						
1	2.6%	15	0.3%	0	1.8%	2
2	1.2%	7	2.0%	3	1.1%	1
3	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.0%	0	0.0%	0
5	0.2%	1	0.0%	0	0.0%	0
6	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0
8	0.2%	1	0.0%	0	0.0%	0
9	0.0%	0	0.0%	0	0.0%	0
10	0.2%	1	0.5%	1	0.0%	0
(None)	79.0%	467	78.9%	135	88.2%	96
(Not applicable)	16.6%	98	18.3%	31	8.9%	10
Mean:		2.12		3.45		1.37
Weighted base:		591		171		108
Sample:		601		198		113

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home						
Spirits (inc. liqueurs)												
1	12.4%	73	11.9%	20	13.4%	15	12.5%	35	17.1%	19	2.6%	2
2	13.1%	78	9.5%	16	14.4%	16	11.4%	32	15.5%	17	14.4%	13
3	4.9%	29	4.4%	7	2.4%	3	3.6%	10	4.5%	5	4.8%	4
4	3.9%	23	3.3%	6	7.9%	9	5.1%	14	4.8%	5	0.0%	0
5	3.7%	22	2.6%	4	1.4%	2	2.1%	6	1.8%	2	8.9%	8
6	1.4%	8	1.8%	3	0.0%	0	1.1%	3	1.0%	1	0.0%	0
7	2.2%	13	2.1%	4	1.7%	2	1.9%	5	5.1%	5	0.6%	1
8	1.0%	6	2.5%	4	0.4%	0	1.7%	5	0.9%	1	0.0%	0
9	0.3%	2	0.0%	0	1.0%	1	0.4%	1	0.0%	0	0.5%	0
10	3.4%	20	6.1%	10	2.0%	2	4.5%	13	2.5%	3	4.2%	4
(None)	44.2%	262	46.4%	79	48.1%	52	47.1%	132	33.5%	36	54.1%	49
(Not applicable)	9.5%	56	9.5%	16	7.3%	8	8.6%	24	13.3%	14	9.9%	9
Mean:		3.35		3.99		2.96		3.59		3.08		3.93
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home						
Other												
1	0.7%	4	1.8%	3	1.1%	1	1.5%	4	0.0%	0	0.0%	0
2	0.8%	5	0.7%	1	1.8%	2	1.1%	3	0.5%	1	0.0%	0
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4	0.1%	1	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
5	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0
6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
9	0.3%	2	0.9%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0
10	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.6%	1
(None)	80.1%	474	78.8%	135	87.7%	95	82.2%	230	79.3%	86	76.1%	69
(Not applicable)	17.7%	105	17.5%	30	9.4%	10	14.4%	40	19.3%	21	23.0%	21
Mean:		3.56		3.42		1.63		2.82		6.94		7.94
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [A lot more=2, A lot less=1, Remains the same=0, A little less=-1, A lot less=-2]

Q03 During the Christmas seasonal period, do you drink more or less of the following alcohol types? [PR]

Those who drink alcohol

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home						
Lager / Beer / Stout												
A lot more	8.2%	48	3.1%	5	6.8%	7	4.5%	13	10.4%	11	9.8%	9
A lot less	25.8%	153	20.7%	35	21.1%	23	20.9%	58	39.7%	43	24.2%	22
Remains the same	21.6%	128	19.3%	33	27.4%	30	22.4%	63	24.3%	26	18.2%	17
A little less	3.8%	22	1.7%	3	7.0%	8	3.8%	10	7.0%	8	2.0%	2
A lot less	0.3%	2	0.3%	0	0.9%	1	0.5%	1	0.3%	0	0.0%	0
(Not applicable)	39.3%	232	54.5%	93	33.7%	37	46.4%	130	15.8%	17	45.7%	41
(Don't know)	1.2%	7	0.5%	1	3.2%	3	1.5%	4	2.4%	3	0.0%	0
Mean:		0.63		0.55		0.41		0.48		0.65		0.77
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home						
Cider												
A lot more	3.6%	21	2.1%	4	2.7%	3	2.3%	6	3.9%	4	4.8%	4
A lot less	10.9%	65	7.2%	12	8.2%	9	7.6%	21	14.5%	16	14.0%	13
Remains the same	7.7%	45	8.3%	14	9.2%	10	8.7%	24	7.8%	8	3.5%	3
A little less	1.7%	10	0.7%	1	4.8%	5	2.3%	6	0.0%	0	4.2%	4
A lot less	0.2%	1	0.3%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	0
(Not applicable)	72.8%	431	80.8%	138	72.6%	79	77.6%	217	66.2%	72	72.0%	65
(Don't know)	3.1%	18	0.6%	1	2.6%	3	1.4%	4	7.6%	8	1.5%	1
Mean:		0.66		0.55		0.35		0.46		0.85		0.73
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

	Total	Only drink at home	Almost only drink at home	Mostly drink at home	Drink more elsewhere	Never drink at home						
Wine (inc. sparkling)												
A lot more	12.7%	75	9.5%	16	13.0%	14	10.9%	30	13.3%	14	9.7%	9
A lot less	36.9%	218	41.4%	71	35.4%	38	39.1%	109	33.8%	37	24.9%	23
Remains the same	19.1%	113	26.7%	46	16.4%	18	22.7%	64	13.2%	14	16.1%	15
A little less	1.0%	6	0.7%	1	1.0%	1	0.8%	2	1.0%	1	3.2%	3
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	27.6%	163	20.3%	35	26.3%	28	22.6%	63	34.8%	38	45.4%	41
(Don't know)	2.7%	16	1.4%	2	7.9%	9	3.9%	11	4.0%	4	0.6%	1
Mean:		0.88		0.76		0.92		0.82		0.97		0.76
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Alcopops												
A lot more	1.0%	6	0.0%	0	2.7%	3	1.0%	3	0.0%	0	0.7%	1
A lot less	4.0%	24	2.8%	5	0.6%	1	2.0%	5	2.2%	2	8.8%	8
Remains the same	1.0%	6	0.5%	1	1.3%	1	0.8%	2	1.3%	1	1.3%	1
A little less	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	90.7%	536	94.4%	161	92.5%	100	93.6%	262	89.0%	97	87.8%	80
(Don't know)	2.8%	16	2.2%	4	3.0%	3	2.5%	7	4.7%	5	1.5%	1
Mean:		0.84		0.84		1.29		1.05		-0.08		0.94
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Spirits (inc. liqueurs)												
A lot more	8.9%	52	6.4%	11	9.8%	11	7.7%	21	10.8%	12	8.4%	8
A lot less	28.6%	169	26.5%	45	28.6%	31	27.3%	76	26.8%	29	35.0%	32
Remains the same	16.1%	95	19.4%	33	16.2%	18	18.2%	51	19.3%	21	3.6%	3
A little less	0.5%	3	0.7%	1	1.9%	2	1.1%	3	0.0%	0	0.0%	0
A lot less	0.3%	2	0.8%	1	0.0%	0	0.5%	1	0.3%	0	0.0%	0
(Not applicable)	42.7%	253	44.7%	76	41.8%	45	43.6%	122	36.4%	39	52.2%	47
(Don't know)	2.9%	17	1.5%	3	1.8%	2	1.6%	4	6.5%	7	0.9%	1
Mean:		0.83		0.69		0.82		0.74		0.84		1.10
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Other												
A lot more	0.7%	4	0.6%	1	2.7%	3	1.4%	4	0.0%	0	0.0%	0
A lot less	1.8%	11	2.3%	4	0.4%	0	1.6%	4	3.3%	4	0.0%	0
Remains the same	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
A little less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A lot less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable)	93.7%	554	94.6%	162	92.0%	100	93.6%	261	89.1%	97	97.0%	88
(Don't know)	3.7%	22	2.5%	4	4.9%	5	3.4%	10	7.6%	8	2.4%	2
Mean:		1.22		1.20		1.86		1.47		1.00		0.00
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Total Only drink at home Almost only drink at home Mostly drink at home Drink more elsewhere Never drink at home

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol TOTAL SAMPLE

Up to 10 units	48.4%	286	50.1%	86	44.0%	48	47.7%	133	48.2%	52	65.5%	59
11 to 20	26.5%	157	29.3%	50	27.4%	30	28.6%	80	27.6%	30	14.7%	13
21+	25.2%	149	20.6%	35	28.6%	31	23.7%	66	24.2%	26	19.9%	18
Up to 7 units	31.0%	184	29.4%	50	32.7%	35	30.7%	86	27.8%	30	52.8%	48
Up to 14 units	60.5%	358	61.1%	104	57.2%	62	59.6%	166	60.5%	66	75.1%	68
14.1 - 21 units	14.9%	88	19.1%	33	14.9%	16	17.4%	49	15.2%	17	5.1%	5
21.1 - 50 units	19.8%	117	15.0%	26	25.0%	27	18.9%	53	17.5%	19	17.3%	16
50.1 - 100 units	4.5%	27	4.5%	8	2.4%	3	3.7%	10	6.8%	7	2.6%	2
More than 100 units	0.2%	1	0.4%	1	0.5%	1	0.4%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>16.61</i>		<i>15.96</i>		<i>16.44</i>		<i>16.15</i>		<i>17.64</i>		<i>11.76</i>
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol MALE SAMPLE

Up to 10 units	35.1%	109	41.1%	28	36.2%	18	39.0%	46	34.2%	25	45.6%	21
11 to 20	26.1%	81	26.6%	18	23.0%	11	25.1%	30	32.2%	24	18.4%	9
21+	38.8%	121	32.3%	22	40.8%	20	35.9%	42	33.6%	25	35.9%	17
Up to 7 units	22.1%	69	25.7%	18	27.6%	14	26.5%	31	15.0%	11	33.3%	15
Up to 14 units	45.9%	142	52.1%	36	42.1%	21	48.0%	57	49.1%	36	54.1%	25
14.1 - 21 units	15.8%	49	15.5%	11	17.1%	8	16.2%	19	17.4%	13	9.9%	5
21.1 - 50 units	29.9%	93	23.1%	16	34.4%	17	27.8%	33	23.5%	17	30.9%	14
50.1 - 100 units	8.0%	25	8.3%	6	5.3%	3	7.1%	8	10.0%	7	5.1%	2
More than 100 units	0.4%	1	0.9%	1	1.1%	1	1.0%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>22.06</i>		<i>21.26</i>		<i>20.80</i>		<i>21.07</i>		<i>22.13</i>		<i>17.67</i>
Weighted base:		311		69		49		118		73		47
Sample:		314		82		49		131		67		47

Mean score: [Units of Alcohol]

ALC Based on drinking habits for the last year, how much alcohol do you usually drink in a typical week (i.e. when not on holiday or a special occasion):

Those who drink alcohol FEMALE SAMPLE

Up to 10 units	63.1%	177	56.1%	57	50.5%	30	54.1%	87	77.3%	27	86.5%	38
11 to 20	26.9%	75	31.2%	32	31.1%	18	31.2%	50	17.9%	6	10.7%	5
21+	10.1%	28	12.7%	13	18.4%	11	14.8%	24	4.8%	2	2.8%	1
Up to 7 units	40.9%	115	31.9%	33	36.9%	22	33.7%	54	54.6%	19	73.5%	32
Up to 14 units	76.8%	216	67.1%	69	69.8%	41	68.1%	110	84.5%	30	97.2%	43
14.1 - 21 units	13.9%	39	21.4%	22	13.1%	8	18.4%	30	10.7%	4	0.0%	0
21.1 - 50 units	8.7%	24	9.6%	10	17.1%	10	12.3%	20	4.8%	2	2.8%	1
50.1 - 100 units	0.7%	2	1.9%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0
More than 100 units	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>10.58</i>		<i>12.40</i>		<i>12.80</i>		<i>12.54</i>		<i>8.24</i>		<i>5.52</i>
Weighted base:		281		102		59		161		35		44
Sample:		287		116		64		180		33		36

Total Only drink at home Almost only drink at home Mostly drink at home Drink more elsewhere Never drink at home

Mean score: [12.5, 25, 50, 75, 87.5, 100]

Q05 What proportion of this is consumed in the home? [PR]

Those who drink alcohol

Less than a quarter	9.2%	54	0.0%	0	0.0%	0	0.0%	0	50.1%	54	0.0%	0
About a quarter	9.2%	54	0.0%	0	0.0%	0	0.0%	0	49.9%	54	0.0%	0
About half	11.0%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
About three quarters	7.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Almost all	18.3%	108	0.0%	0	100.0%	108	38.8%	108	0.0%	0	0.0%	0
All	28.9%	171	100.0%	171	0.0%	0	61.2%	171	0.0%	0	0.0%	0
(None)	15.3%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91
(Don't know)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>70.74</i>		<i>100.00</i>		<i>87.50</i>		<i>95.15</i>		<i>18.74</i>		<i>0.00</i>
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [Increases significantly=2, Increases slightly=1, Remains the same=0, Decreases slightly=-1, Decreases significantly=-2]

Q06 During the seasonal Christmas period, does you consumption in the home go up or down? [PR]

Those who drink alcohol

Increases significantly	13.4%	79	8.1%	14	13.1%	14	10.0%	28	14.7%	16	9.5%	9
Increases slightly	51.1%	302	61.6%	105	40.5%	44	53.4%	149	58.3%	63	39.6%	36
Remains the same	30.9%	183	28.4%	49	42.2%	46	33.8%	94	19.5%	21	43.4%	39
Decreases slightly	1.8%	11	1.4%	2	1.8%	2	1.5%	4	4.8%	5	0.8%	1
Decreases significantly	1.1%	7	0.0%	0	1.4%	2	0.5%	2	0.9%	1	0.4%	0
(Don't know)	1.7%	10	0.6%	1	1.1%	1	0.8%	2	2.0%	2	6.2%	6
<i>Mean:</i>		<i>0.75</i>		<i>0.77</i>		<i>0.63</i>		<i>0.71</i>		<i>0.83</i>		<i>0.61</i>
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [Strongly agree=2, Slightly agree=1, Neither agree nor disagree=0, Slightly disagree=-1, Strongly disagree=-2]

Q07 How much do you agree or disagree with the following statements about your favourite type of alcohol? [PR]

Those who drink alcohol

When it comes to alcohol I stick to specific brands

Strongly agree	36.6%	216	29.6%	51	33.1%	36	31.0%	86	43.6%	47	40.8%	37
Slightly agree	18.9%	112	19.4%	33	17.8%	19	18.8%	52	21.3%	23	14.6%	13
Neither agree nor disagree	2.0%	12	0.7%	1	1.4%	1	0.9%	3	1.4%	2	3.0%	3
Slightly disagree	22.4%	133	24.9%	43	27.7%	30	26.0%	73	17.8%	19	21.3%	19
Strongly disagree	20.1%	119	25.3%	43	20.0%	22	23.3%	65	15.8%	17	20.3%	18
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.30</i>		<i>0.03</i>		<i>0.16</i>		<i>0.08</i>		<i>0.59</i>		<i>0.34</i>
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

I purchase whichever brand is on offer at the time

Strongly agree	25.1%	149	31.5%	54	32.1%	35	31.7%	89	16.8%	18	21.0%	19
Slightly agree	29.0%	172	30.9%	53	29.1%	32	30.2%	84	38.2%	42	18.4%	17
Neither agree nor disagree	2.2%	13	1.1%	2	0.7%	1	1.0%	3	1.3%	1	5.0%	5
Slightly disagree	13.7%	81	10.9%	19	8.2%	9	9.8%	27	17.6%	19	18.1%	16
Strongly disagree	29.4%	174	25.6%	44	29.6%	32	27.1%	76	25.7%	28	36.5%	33
(Don't know)	0.5%	3	0.0%	0	0.4%	0	0.2%	0	0.3%	0	1.0%	1
<i>Mean:</i>		<i>0.07</i>		<i>0.32</i>		<i>0.26</i>		<i>0.30</i>		<i>0.03</i>		<i>-0.31</i>
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Total Only drink at home Almost only drink at home Mostly drink at home Drink more elsewhere Never drink at home

During the Christmas period I tend to drink alcohol I wouldn't normally consume

Strongly agree	15.1%	90	17.7%	30	8.3%	9	14.0%	39	19.6%	21	16.9%	15
Slightly agree	22.5%	133	21.0%	36	20.1%	22	20.6%	58	19.3%	21	23.2%	21
Neither agree nor disagree	1.5%	9	0.6%	1	2.2%	2	1.2%	3	0.5%	1	3.4%	3
Slightly disagree	20.5%	121	19.8%	34	21.0%	23	20.2%	57	22.7%	25	17.8%	16
Strongly disagree	40.0%	236	41.0%	70	48.4%	52	43.9%	123	37.9%	41	38.6%	35
(Don't know)	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.48		-0.45		-0.81		-0.59		-0.40		-0.38
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Alcohol brand is more important to me than price

Strongly agree	26.8%	159	17.0%	29	19.7%	21	18.0%	50	30.2%	33	39.2%	36
Slightly agree	19.4%	114	16.0%	27	15.0%	16	15.6%	44	22.3%	24	22.1%	20
Neither agree nor disagree	4.7%	28	4.5%	8	4.9%	5	4.6%	13	7.7%	8	1.7%	2
Slightly disagree	19.9%	118	27.0%	46	20.2%	22	24.3%	68	16.5%	18	14.5%	13
Strongly disagree	28.4%	168	35.6%	61	39.8%	43	37.2%	104	20.5%	22	22.5%	20
(Don't know)	0.9%	5	0.0%	0	0.5%	1	0.2%	1	2.7%	3	0.0%	0
Mean:		-0.04		-0.48		-0.46		-0.47		0.26		0.41
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [1=respondent chooses, 3=equal responsibility, 5=no responsibility]

Q08 On a scale of 1 to 5, where 1 is I choose and 5 is someone else chooses, who is responsible for the alcohol you purchase to consume at home (i.e. alcohol purchased in a supermarket or off-licence)? [PR]

Those who drink alcohol

1 - I choose	71.0%	420	72.9%	125	63.9%	69	69.4%	194	70.0%	76	78.6%	71
2 -	4.2%	25	3.4%	6	3.8%	4	3.5%	10	8.6%	9	0.6%	1
3 - about equally responsible	14.1%	83	15.1%	26	24.3%	26	18.7%	52	9.6%	10	8.3%	7
4 -	3.1%	18	2.2%	4	1.5%	2	1.9%	5	3.1%	3	0.8%	1
5 - Someone else chooses	6.3%	37	6.4%	11	5.6%	6	6.1%	17	7.1%	8	6.8%	6
(Don't know / varies)	1.2%	7	0.0%	0	0.9%	1	0.4%	1	1.7%	2	4.9%	4
Mean:		1.68		1.66		1.80		1.71		1.67		1.49
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Mean score: [All the time=100, Very often=75, Often=50, Sometimes=25, Not very often=12.5, Not at all=0]

Q09 How often do you promote your alcohol brand preference among others you drink with? [PR]

Those who drink alcohol

All the time	2.5%	15	1.4%	2	2.4%	3	1.8%	5	2.9%	3	4.6%	4
Very often	4.9%	29	1.5%	2	3.7%	4	2.3%	7	6.3%	7	8.0%	7
Often	6.5%	38	3.6%	6	4.3%	5	3.9%	11	6.3%	7	4.8%	4
Sometimes	11.9%	70	7.2%	12	9.6%	10	8.2%	23	17.2%	19	15.9%	14
Not very often	20.5%	121	25.4%	43	30.0%	33	27.2%	76	13.2%	14	13.2%	12
Not at all	52.7%	312	60.5%	103	47.9%	52	55.6%	155	51.9%	56	53.5%	48
(Don't know)	1.0%	6	0.4%	1	2.0%	2	1.0%	3	2.2%	2	0.0%	0
Mean:		15.15		9.36		13.82		11.07		17.12		18.61
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Q10 When it comes to your favourite alcohol type, are you:

Those who drink alcohol

Loyal to only one brand	13.2%	78	10.8%	19	9.5%	10	10.3%	29	15.8%	17	19.9%	18
Loyal to a handful of brands	33.2%	197	28.2%	48	25.8%	28	27.3%	76	39.9%	43	33.2%	30
Loyal to a variety of brands	17.7%	105	22.5%	38	21.0%	23	21.9%	61	16.8%	18	17.5%	16
Not loyal, but there are certain brands I wouldn't purchase	14.7%	87	13.6%	23	13.5%	15	13.6%	38	13.4%	15	15.1%	14
Have no preference for brand	19.8%	117	23.7%	41	26.8%	29	24.9%	70	12.4%	13	14.3%	13
(Don't know)	1.4%	8	1.2%	2	3.3%	4	2.0%	6	1.8%	2	0.0%	0
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Total Only drink at home Almost only drink at home Mostly drink at home Drink more elsewhere Never drink at home

Mean score: [Very loyal=4, Quite loyal=2, Not very loyal=2, Not at all loyal=1]

Q11 How loyal would you say you are to your favourite brand(s) of alcohol? [PR]

Those who drink alcohol

Very loyal	24.4%	144	20.5%	35	22.9%	25	21.4%	60	30.2%	33	30.1%	27
Quite loyal	41.2%	244	37.9%	65	33.6%	36	36.2%	101	46.5%	50	31.3%	28
Not very loyal	16.3%	96	21.5%	37	21.7%	24	21.6%	60	9.9%	11	15.9%	14
Not at all loyal	15.9%	94	17.7%	30	20.6%	22	18.9%	53	9.6%	10	21.3%	19
(Don't know)	2.2%	13	2.4%	4	1.1%	1	1.9%	5	3.8%	4	1.4%	1
Mean:		2.76		2.63		2.59		2.61		3.01		2.71
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Q12 In the last 3 months have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who drink alcohol

Yes - tried other brands	38.3%	227	32.2%	55	33.7%	37	32.8%	92	44.4%	48	40.3%	36
Yes - switched brands	3.6%	21	4.1%	7	5.1%	6	4.5%	13	6.7%	7	0.7%	1
No	58.1%	344	63.7%	109	61.1%	66	62.7%	175	48.9%	53	59.0%	53
Weighted base:		591		171		108		279		109		91
Sample:		601		198		113		311		100		83

Q13 In the last year have you tried any different brands of your favourite alcoholic drink, or switched brand preference? [PR]

Those who have not tried other alcohol brands in the last 3 months

Yes - tried other brands	19.0%	65	21.1%	23	18.9%	13	20.3%	36	18.2%	10	12.4%	7
Yes - switched brands	3.9%	13	1.5%	2	3.8%	3	2.3%	4	8.5%	4	1.4%	1
No	77.2%	265	77.4%	84	77.3%	51	77.4%	135	73.4%	39	86.1%	46
Weighted base:		344		109		66		175		53		53
Sample:		368		127		62		189		61		54

Q14 What prompted to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have tried other alcohol brands in the last 3-6 months

TV / Press adverts	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	1
Point of sale promotional material	4.9%	4	6.9%	2	0.0%	0	4.3%	2	6.4%	1	16.9%	1
Multibuy promotions	3.6%	3	3.7%	1	8.7%	1	5.6%	2	0.0%	0	0.0%	0
Other promotion (i.e. reduced promotional price)	34.3%	27	36.2%	9	39.3%	6	37.4%	15	30.0%	4	26.7%	2
Need for something new / a change	10.9%	9	7.3%	2	19.6%	3	12.0%	5	21.2%	3	4.7%	0
Influenced by others	14.7%	12	16.1%	4	13.0%	2	14.9%	6	10.9%	2	25.7%	2
Other	2.9%	2	9.3%	2	0.0%	0	5.8%	2	0.0%	0	0.0%	0
While abroad / on holiday	1.4%	1	0.0%	0	0.0%	0	0.0%	0	8.0%	1	0.0%	0
Availability at the time	17.5%	14	8.0%	2	7.2%	1	7.7%	3	21.1%	3	11.1%	1
Given as a gift	0.7%	1	0.0%	0	3.5%	1	1.3%	1	0.0%	0	0.0%	0
Beer Festival / Wine Club	2.1%	2	2.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Fancied a change	1.0%	1	1.8%	0	2.3%	0	2.0%	1	0.0%	0	0.0%	0
(Don't know)	7.5%	6	12.9%	3	10.1%	2	11.8%	5	2.5%	0	7.3%	1
Weighted base:		78		25		15		40		14		7
Sample:		90		34		16		50		15		9

Q15 What would prompt to you try / switch to a different brand of your favourite alcoholic drink type? [MR]

Those who have not tried other alcohol brands in the last 3-6 months

TV / Press adverts	0.9%	2	0.0%	0	1.4%	1	0.5%	1	0.0%	0	1.1%	1
Point of sale promotional material	2.5%	7	2.1%	2	0.0%	0	1.3%	2	1.4%	1	5.1%	2
Multibuy promotions	3.4%	9	4.7%	4	5.7%	3	5.1%	7	2.4%	1	1.5%	1
Other promotion (i.e. reduced promotional price)	17.7%	47	27.0%	23	14.7%	8	22.3%	30	12.5%	5	5.5%	3
The need for something new / a change	1.9%	5	2.3%	2	2.4%	1	2.3%	3	3.9%	2	0.0%	0
Influence of others	16.5%	44	15.2%	13	20.7%	11	17.3%	23	15.7%	6	15.2%	7
Other	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
(Don't know)	44.0%	117	44.8%	38	52.7%	27	47.8%	65	47.2%	18	39.1%	18
Weighted base:		265		84		51		135		39		46
Sample:		278		93		46		139		46		45

Total **Only drink at home** **Almost only drink at home** **Mostly drink at home** **Drink more elsewhere** **Never drink at home**

SEX Sex of respondent

Male	47.4%	463	40.2%	69	45.6%	49	42.3%	118	67.6%	73	51.4%	47
Female	52.6%	514	59.8%	102	54.4%	59	57.7%	161	32.4%	35	48.6%	44
Weighted base:		977		171		108		279		109		91
Sample:		1002		198		113		311		100		83

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	148	8.0%	14	9.1%	10	8.5%	24	16.4%	18	29.2%	26
25 to 34	17.5%	171	10.8%	18	20.8%	23	14.7%	41	24.0%	26	18.8%	17
35 to 44	18.4%	179	22.7%	39	20.6%	22	21.9%	61	25.6%	28	18.0%	16
45 to 54	16.3%	159	20.1%	34	19.2%	21	19.7%	55	14.4%	16	10.8%	10
55 to 64	13.1%	128	16.0%	27	16.9%	18	16.4%	46	10.1%	11	11.5%	10
65 +	19.6%	192	22.3%	38	13.4%	15	18.9%	53	9.5%	10	11.7%	11
Weighted base:		977		171		108		279		109		91
Sample:		1002		198		113		311		100		83

SEG Socio-economic group

A	4.0%	39	5.5%	9	3.4%	4	4.7%	13	4.1%	4	0.6%	1
B	20.5%	200	25.4%	43	21.1%	23	23.7%	66	27.8%	30	14.3%	13
C1	23.4%	229	27.0%	46	33.1%	36	29.3%	82	28.7%	31	24.2%	22
C2	28.1%	275	21.8%	37	28.4%	31	24.4%	68	28.9%	31	42.7%	39
D	9.5%	93	6.2%	11	4.6%	5	5.6%	16	6.9%	8	7.0%	6
E	14.5%	141	14.2%	24	9.5%	10	12.4%	35	3.6%	4	11.1%	10
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		977		171		108		279		109		91
Sample:		1002		198		113		311		100		83

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	51.9%	507	69.2%	118	71.5%	77	70.1%	196	49.2%	53	35.5%	32
Single	29.5%	289	12.2%	21	19.8%	21	15.2%	42	41.4%	45	50.2%	46
Divorced	7.3%	71	8.8%	15	1.8%	2	6.1%	17	4.9%	5	6.3%	6
Widowed	9.3%	91	8.9%	15	3.6%	4	6.9%	19	2.8%	3	5.1%	5
Separated	1.7%	16	0.9%	2	1.8%	2	1.3%	4	1.7%	2	2.9%	3
(Refused)	0.3%	2	0.0%	0	1.4%	2	0.5%	2	0.0%	0	0.0%	0
Weighted base:		977		171		108		279		109		91
Sample:		1002		198		113		311		100		83

IS2 ISBA region

Scotland	8.4%	82	9.9%	17	9.9%	11	9.9%	28	5.1%	6	8.9%	8
North / Borders	6.2%	61	5.5%	9	7.7%	8	6.3%	18	6.6%	7	11.4%	10
Lancashire	12.1%	118	10.5%	18	11.6%	13	10.9%	30	8.8%	10	21.8%	20
Yorkshire	10.0%	97	13.5%	23	9.2%	10	11.8%	33	6.5%	7	6.8%	6
Wales & South West	11.1%	108	7.1%	12	5.3%	6	6.4%	18	16.5%	18	16.4%	15
Midlands	16.1%	157	13.5%	23	21.0%	23	16.4%	46	16.2%	18	6.7%	6
East England	7.3%	71	8.3%	14	10.6%	11	9.2%	26	6.8%	7	4.1%	4
London	19.6%	192	20.4%	35	20.6%	22	20.4%	57	19.2%	21	19.1%	17
Southern	9.3%	91	11.3%	19	4.1%	4	8.5%	24	14.3%	16	4.8%	4
Weighted base:		977		171		108		279		109		91
Sample:		1002		198		113		311		100		83

FAV Favourite - beer/cider or wine:

Those who drink and who mostly drink beer or wine

Beer	52.4%	227	26.4%	31	48.1%	40	35.4%	71	74.5%	58	71.2%	50
Wine	47.6%	206	73.6%	87	51.9%	43	64.6%	129	25.5%	20	28.8%	20
Weighted base:		432		118		82		200		78		71
Sample:		439		137		84		221		72		66