AB InBev – Alcohol-free beer at Christmas and New Year

METHODOLOGY NOTE

ComRes interviewed 2,061 GB adults online between 12th and 14th December 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 1

Q.1 Do you ever drink alcohol (including beers, wines and spirit-based drinks)?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Yes	1644	851	793	165	267	278	305	263	368	431	631	461	463	370	350	220	740
	80%	84%B	75%	67%	77%c	80%CI	83%CdI	86%CDeI	82%CI	73%	84%CDI	84%N	81%N	82%N	72%	81%	84%
No	399	144	255	72	76	67	62	41	80	149	121	86	103	75	136	49	137
	19%	14%	24%A	30%EFGHJ	22%Gj	19%g	17%	13%	18%	25%eFGHJ	16%	16%	18%	17%	28%KLM	18%	15%
Don't know	17	15	2	8	4	2	1	2	-	12	2	4	6	4	3	3	5
	1%	1%B	*	3%eFgHJ	1%h	1%	*	1%	-	2%FHJ	*	1%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 1

Q.1 Do you ever drink alcohol (including beers, wines and spirit-based drinks)?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Yes	1644	158	84	1402	64	184	146	144	122	174	192	224	153	1644	-	-	378	1267
	80%	85%Jk	82%	79%	77%	81%j	79%	77%	84%J	84%J	72%	78%	82%J	100%N	-	-	100%Q	75%
No	399	28	18	353	16	42	39	42	23	32	70	62	29	-	399	-	-	399
	19%	15%	18%	20%	20%	18%	21%	23%	16%	15%	26%AeHIL	21%	16%	-	100%M	-	-	24%P
Don't know	17	-	*	17	2	1	1	-	-	1	6	2	4	-	-	17	-	17
	1%	-	*	1%	3%ag	1%	*	-	-	*	2%	1%	2%a	-	-	100%	-	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 2

Q.2 After the Christmas festivities, which of the following do you anticipate doing in January?
Base: All respondents who ever drink alcohol

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	1645	956	689	120	224	273	324	300	404	344	704	473	474	285	413	189	685
Weighted base	1644	851	793	165*	267	278	305	263	368	431	631	461	463	370	350	220	740
NET: Any	628	311	317	77	134	113	126	89	90	211	178	176	179	136	137	92	306
	38%	37%	40%	47%GHJ	50%efGHJ	41%HJ	41%HJ	34%H	24%	49%efGHJ	28%	38%	39%	37%	39%	42%	41%
Start a diet	361	146	215	43	75	54	70	56	62	118	118	88	99	85	88	45	173
	22%	17%	27%A	26%h	28%eHJ	20%	23%h	21%	17%	27%eHJ	19%	19%	21%	23%	25%k	20%	23%
Reduce my alcohol intake during January	316	170	146	41	65	66	59	49	36	106	85	105	87	65	59	52	153
	19%	20%	18%	25%HJ	24%HJ	24%HJ	19%HJ	19%Hj	10%	25%HJ	13%	23%n	19%	18%	17%	24%	21%
Give up alcoholic drinks during January	97	58	39	9	30	23	14	14	7	38	21	25	33	17	23	14	52
	6%	7%	5%	5%	11%FGHJ	8%HJ	5%	5%H	2%	9%fHJ	3%	5%	7%	4%	6%	7%	7%
Join a gym	75	37	38	12	24	18	16	1	4	36	5	21	28	13	13	7	53
	5%	4%	5%	7%GHJ	9%GHJ	7%GHJ	5%GHJ	*	1%	8%GHJ	1%	4%	6%	4%	4%	3%	7%o
Reduce my alcohol intake during January and drink alcohol-free beer instead	51	35	16	12	14	9	7	5	5	26	9	22	12	7	10	11	28
	3%	4%B	2%	7%fGHJ	5%gHJ	3%	2%	2%	1%	6%fGHJ	1%	5%m	3%	2%	3%	5%	4%
Give up alcoholic drinks for January and drink alcohol-free beer instead	22	18	4	5	9	4	1	2	1	14	3	6	6	4	6	2	15
	1%	2%B	1%	3%fHJ	3%FgHJ	2%h	*	1%	*	3%FHJ	*	1%	1%	1%	2%	1%	2%
NET: Reducing/ giving up alcohol in January and drink alcohol-free beer in stead	67	48	19	14	20	13	8	7	5	35	12	26	16	11	15	13	39
	4%	6%B	2%	9%FGHJ	8%FGHJ	5%HJ	2%	3%	1%	8%FGHJ	2%	6%	4%	3%	4%	6%	5%
NET: Reducing/ giving up alcohol in January	378	210	168	44	84	79	68	60	43	128	103	117	110	73	78	62	184
	23%	25%	21%	27%HJ	32%FgHJ	28%HJ	22%Hj	23%HJ	12%	30%fHJ	16%h	25%	24%	20%	22%	28%	25%
None of the above	1016	540	476	87	133	165	179	174	278	220	452	286	283	234	213	128	434
	62%	63%	60%	53%	50%	59%di	59%di	66%CDI	76%CDEFGI	51%	72%CDEFI	62%	61%	63%	61%	58%	59%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
*** small base**

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Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 2
Q.2 After the Christmas festivities, which of the following do you anticipate doing in January?
Base: All respondents who ever drink alcohol

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	1645	157	95	1393	73	181	164	130	125	156	156	240	168	1645	-	-	362	1283
Weighted base	1644	158	84*	1402	64*	184	146	144*	122*	174	192	224	153	1644	-**	-**	378	1267
NET: Any	628	65	29	534	22	76	54	60	46	64	90	77	46	628	-	-	378	250
	38%	41%l	34%	38%	35%	41%l	37%	42%l	38%	37%	47%KL	34%	30%	38%	-	-	100%Q	20%
Start a diet	361	38	15	308	13	41	30	32	24	37	59	44	26	361	-	-	133	228
	22%	24%	18%	22%	21%	22%	21%	22%	20%	22%	31%bfhKL	20%	17%	22%	-	-	35%Q	18%
Reduce my alcohol intake during January	316	36	12	268	8	51	27	25	20	34	47	35	21	316	-	-	316	-
	19%	23%l	14%	19%	13%	28%BDfgHKL	18%	17%	16%	19%	24%dkL	16%	14%	19%	-	-	84%Q	-
Give up alcoholic drinks during January	97	15	2	81	4	6	6	14	5	13	16	14	2	97	-	-	97	-
	6%	9%beL	2%	6%	7%L	3%	4%	10%beL	4%	8%L	8%eL	6%L	1%	6%	-	-	26%Q	-
Join a gym	75	5	6	64	2	10	6	9	8	5	10	14	2	75	-	-	29	46
	5%	3%	7%L	5%	3%	5%l	4%	6%l	6%l	3%	5%	6%L	1%	5%	-	-	8%Q	4%
Reduce my alcohol intake during January and drink alcohol-free beer instead	51	10	*	40	2	8	2	6	1	5	12	4	*	51	-	-	51	-
	3%	6%CbfhKL	1%	3%	4%l	4%L	1%	4%l	1%	3%	6%bfhKL	2%	*	3%	-	-	13%Q	-
Give up alcoholic drinks for January and drink alcohol-free beer instead	22	5	1	16	-	4	-	3	1	2	3	3	-	22	-	-	22	-
	1%	3%cfl	1%	1%	-	2%l	-	2%	1%	1%	2%	1%	-	1%	-	-	6%Q	-
NET: Reducing/ giving up alcohol in January and drink alcohol-free beer in stead	67	14	1	52	2	11	2	9	2	6	12	7	*	67	-	-	67	-
	4%	9%CbFHKL	1%	4%	4%l	6%fL	1%	6%fL	2%	4%l	6%fL	3%l	*	4%	-	-	18%Q	-
NET: Reducing/ giving up alcohol in January	378	47	13	317	13	55	30	35	25	38	54	44	23	378	-	-	378	-
	23%	30%cBKL	16%	23%	20%	30%BfKL	20%	24%l	20%	22%	28%bkL	20%	15%	23%	-	-	100%Q	-
None of the above	1016	93	56	868	42	108	92	84	75	110	103	148	107	1016	-	-	-	1016
	62%	59%	66%	62%	65%	59%	63%	58%	62%	63%	53%	66%J	70%aegJ	62%	-	-	-	80%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

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Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 3

Q.3 Which, if any, of the following statements about alcohol-free beer apply to you?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
NET: Any	250 12%	154 15%B	96 9%	31 12%h	69 20%cFGHJ	51 15%gHJ	38 10%	28 9%	34 7%	100 17%FGHJ	61 8%	86 16%MN	71 12%	41 9%	52 11%	43 16%	142 16%
I am more likely to drink alcohol-free beer during the Christmas holidays than I was five years ago	88 4%	58 6%B	30 3%	15 6%	17 5%	16 5%	14 4%	11 3%	16 4%	32 5%	26 4%	34 6%M	26 4%	10 2%	19 4%	17 6%	39 4%
I am more likely to drink alcohol-free beer instead of alcoholic drinks in January than I was five years ago	84 4%	51 5%b	33 3%	10 4%	23 7%gHJ	15 4%	14 4%	10 3%	12 3%	33 6%hJ	22 3%	32 6%Mn	26 5%	10 2%	16 3%	9 3%	50 6%
I intend to drink alcohol-free beer during the Christmas holidays	63 3%	40 4%b	23 2%	9 4%	16 5%f	11 3%	6 2%	11 3%	10 2%	25 4%f	20 3%	20 4%	17 3%	15 3%	11 2%	8 3%	36 4%
I am more likely to drink alcohol-free beer during the Christmas holidays than the rest of the year	58 3%	34 3%	24 2%	9 4%	15 4%hJ	14 4%hJ	7 2%	5 2%	8 2%	24 4%hJ	13 2%	19 3%	15 3%	12 3%	12 2%	11 4%	34 4%
I am more likely to drink alcohol-free beer in January than during other months of the year	49 2%	27 3%	22 2%	4 2%	13 4%FHJ	19 5%cFHJ	3 1%	8 3%H	1 *	17 3%fHj	10 1%	13 2%	10 2%	18 4%In	8 2%	6 2%	32 4%
None of the above	1811 88%	856 85%	955 91%A	214 88%d	278 80%	296 85%	330 90%DI	278 91%DeI	415 93%cDEI	492 83%	693 92%DEI	465 84%	500 88%	408 91%K	438 89%K	229 84%	740 84%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

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Absolutes/col percents

Table 3

Q.3 Which, if any, of the following statements about alcohol-free beer apply to you?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
NET: Any	250 12%	26 14%l	9 8%	216 12%	9 10%	30 13%l	25 13%l	23 12%	18 12%	23 11%	44 16%L	33 12%	13 7%	213 13%N	32 8%	5 27%	123 33%Q	127 8%
I am more likely to drink alcohol-free beer during the Christmas holidays than I was five years ago	88 4%	10 6%	3 3%	75 4%	3 4%	5 2%	9 5%	3 2%	4 3%	7 3%	20 8%EG	15 5%	8 4%	77 5%	10 2%	2 12%	45 12%Q	44 3%
I am more likely to drink alcohol-free beer instead of alcoholic drinks in January than I was five years ago	84 4%	6 3%	2 2%	76 4%	2 3%	11 5%	6 3%	7 4%	7 5%	7 3%	15 6%	16 5%	6 3%	71 4%	11 3%	3 15%	48 13%Q	36 2%
I intend to drink alcohol-free beer during the Christmas holidays	63 3%	6 3%	2 2%	55 3%	3 3%	9 4%	2 1%	4 2%	3 2%	9 5%f	14 5%fl	8 3%	2 1%	52 3%	10 2%	1 7%	29 8%Q	34 2%
I am more likely to drink alcohol-free beer during the Christmas holidays than the rest of the year	58 3%	5 3%	2 2%	52 3%	2 2%	6 3%	5 3%	6 3%	8 6%l	6 3%	8 3%	8 3%	2 1%	45 3%	13 3%	- -	28 7%Q	31 2%
I am more likely to drink alcohol-free beer in January than during other months of the year	49 2%	9 5%ChkL	1 1%	39 2%	- -	6 3%	6 3%	6 3%	1 1%	8 4%l	5 2%	5 2%	1 1%	44 3%	4 1%	1 5%	30 8%Q	18 1%
None of the above	1811 88%	160 86%	94 92%	1557 88%	74 90%	197 87%	161 87%	163 88%	126 88%	184 89%	224 84%	255 88%	173 93%aefJ	1431 87%	367 92%M	13 73%	254 67%	1556 92%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

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Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 4

Q.4 Which of the following, if any, describes your main reasons for choosing an alcohol-free beer during the Christmas holidays?
Base: All respondents who intend to/are likely to drink alcohol-free beer during the Christmas holidays/ January

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	252	170	82	24	62	53	42	28	43	86	71	86	68	37	61	40	131
Weighted base	250	154	96*	31**	69*	51*	38**	28**	34*	100*	61*	86*	71*	41**	52*	43**	142*
I will be driving (for example to visit friends/ family or for days/ nights out)	100 40%	71 46%B	29 30%	7 22%	19 27%	20 39%	16 42%	17 60%	22 66%DEI	25 25%	39 63%DEI	38 44%	25 35%	20 49%	16 32%	14 32%	54 38%
NET: Create a good impression	72 29%	45 29%	27 28%	15 50%	31 45%HJ	16 31%HJ	6 15%	3 11%	1 2%	47 47%HJ	4 6%	28 32%	13 19%	14 33%	17 33%	13 29%	55 39%
I want to create a good impression with work colleagues	42 17%	26 17%	16 17%	11 35%	18 26%HJ	9 17%HJ	3 8%	2 7%	- -	29 29%HJ	2 3%	18 21%l	6 9%	10 24%	8 16%	10 22%	33 23%
I want to create a good impression with my partner's family	37 15%	26 17%	11 11%	10 34%	14 20%HJ	8 16%HJ	3 7%	1 4%	1 2%	24 25%HJ	2 3%	16 18%	7 10%	4 9%	11 20%	7 16%	26 18%
I choose to never drink alcohol for personal/ religious reasons (including pregnancy)	48 19%	25 16%	24 25%	8 26%	17 24%	12 23%	5 12%	1 5%	6 19%	24 24%	8 12%	12 14%	12 17%	13 31%	12 23%	6 14%	29 21%
I prefer the taste of alcohol-free beer compared to alcoholic drinks	27 11%	21 14%b	5 6%	3 10%	9 13%	6 12%	4 12%	2 6%	3 8%	12 12%	4 7%	8 9%	10 15%	4 11%	4 7%	2 5%	21 14%
None of the above	54 21%	22 14%	31 32%A	5 15%	15 21%	12 24%	10 26%	7 25%	5 15%	20 20%	12 20%	15 18%	22 31%	3 8%	13 25%	15 34%	23 17%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

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Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 4

Q.4 Which of the following, if any, describes your main reasons for choosing an alcohol-free beer during the Christmas holidays?
Base: All respondents who intend to/are likely to drink alcohol-free beer during the Christmas holidays/ January

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	252	25	13	214	10	31	28	23	17	17	36	38	14	209	38	5	118	134
Weighted base	250	26**	9**	216	9**	30**	25**	23**	18**	23**	44**	33**	13**	213	32*	5**	123*	127*
I will be driving (for example to visit friends/ family or for days/ nights out)	100 40%	9 33%	5 57%	86 40%	6 70%	16 54%	12 50%	12 54%	6 31%	11 50%	11 25%	9 28%	3 20%	91 42%	9 28%	- -	51 42%	48 38%
NET: Create a good impression	72 29%	7 29%	3 37%	61 28%	2 20%	5 16%	4 16%	6 25%	3 16%	8 35%	19 43%	14 42%	2 12%	61 29%	7 22%	3 73%	45 36%Q	27 21%
I want to create a good impression with work colleagues	42 17%	2 8%	1 9%	39 18%	1 12%	1 2%	4 14%	3 11%	2 11%	5 22%	13 29%	11 34%	1 7%	36 17%	5 15%	2 44%	24 20%	18 14%
I want to create a good impression with my partner's family	37 15%	6 23%	2 28%	29 13%	1 8%	4 14%	* 2%	3 14%	1 5%	3 13%	11 25%	5 14%	1 5%	33 16%	2 8%	1 29%	28 23%Q	9 7%
I choose to never drink alcohol for personal/ religious reasons (including pregnancy)	48 19%	3 13%	- -	45 21%	2 28%	3 9%	2 8%	9 39%	4 22%	6 25%	10 22%	7 21%	3 24%	29 14%	19 59%M	1 12%	19 16%	29 23%
I prefer the taste of alcohol-free beer compared to alcoholic drinks	27 11%	5 21%	1 8%	21 10%	- -	4 15%	1 4%	4 16%	1 3%	1 3%	8 19%	1 4%	1 5%	23 11%	3 10%	- -	16 13%	11 8%
None of the above	54 21%	3 12%	1 16%	49 23%	- -	5 17%	7 27%	1 5%	8 44%	7 31%	6 15%	9 27%	6 45%	49 23%	3 11%	1 15%	28 23%	26 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 5
Gender
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Male	1010	1010	-	96	158	185	175	163	233	254	397	298	247	242	223	120	493
	49%	100%B	-	39%	46%	53%CI	47%	53%CI	52%CI	43%	53%CdI	54%LN	43%	54%LN	46%	44%	56%O
Female	1051	-	1051	149	189	162	193	143	215	338	358	253	324	207	267	152	389
	51%	-	100%A	61%EGHJ	54%j	47%	53%	47%	48%	57%EGHJ	47%	46%	57%KM	46%	54%KM	56%P	44%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 5
Gender
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Male	1010	100	50	860	54	122	87	89	71	94	122	141	81	851	144	15	210	800
	49%	54%l	48%	49%	65%bFghIJ KL	54%l	47%	48%	49%	45%	45%	49%	44%	52%N	36%	86%	56%Q	48%
Female	1051	86	53	912	29	105	98	97	73	113	146	147	104	793	255	2	168	883
	51%	46%	52%d	51%	35%	46%	53%D	52%d	51%d	55%D	55%D	51%D	56%aDe	48%	64%M	14%	44%	52%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 6

Age

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
18-24	245	96	149	245	-	-	-	-	-	245	-	64	92	31	58	26	108
	12%	9%	14%A	100%DEFGHIJ	-	-	-	-	-	41%DEFGHJ	-	12%M	16%kMn	7%	12%M	10%	12%
25-34	347	158	189	-	347	-	-	-	-	347	-	110	95	60	82	76	192
	17%	16%	18%	-	100%CEFGHIJ	-	-	-	-	59%CEFGHJ	-	20%M	17%	13%	17%	28%	22%
35-44	347	185	162	-	-	347	-	-	-	-	-	92	92	90	74	52	220
	17%	18%	15%	-	-	100%CDFGHIJ	-	-	-	-	-	17%	16%	20%	15%	19%	25%
45-54	367	175	193	-	-	-	367	-	-	-	-	84	98	105	81	70	209
	18%	17%	18%	-	-	-	100%CDEGHIJ	-	-	-	-	15%	17%	23%KIN	16%	26%	24%
55-64	306	163	143	-	-	-	-	306	-	-	306	60	87	66	93	39	118
	15%	16%	14%	-	-	-	-	100%CDEFHIJ	-	-	41%CDEFHI	11%	15%k	15%	19%K	14%	13%
65+	448	233	215	-	-	-	-	-	448	-	448	141	107	98	102	9	34
	22%	23%	20%	-	-	-	-	-	100%CDEFGIJ	-	59%CDEFGI	26%L	19%	22%	21%	3%	4%
Average age	47.39	48.62B	46.21	21.78	30.10CI	40.17CDI	49.71CDEI	59.42CDEFI	70.26CDEFGIJ	26.66CI	65.86CDEFGI	47.19	45.68	49.22L	47.96I	41.48	41.72

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 6
Age
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
18-24	245	13	6	226	5	18	27	25	15	12	49	42	32	165	72	8	44	201
	12%	7%	5%	13%ab	6%	8%	14%AbeI	13%abI	11%	6%	18%ABDEhIl	15%ABEI	17%ABdEI	10%	18%M	46%	12%	12%
25-34	347	39	18	291	10	38	18	41	19	28	66	48	22	267	76	4	84	263
	17%	21%FL	17%	16%	13%	17%f	10%	22%FhiL	13%	14%	25%deFHIk L	17%f	12%	16%	19%	25%	22%Q	16%
35-44	347	44	17	287	11	33	38	34	23	42	49	37	21	278	67	2	79	268
	17%	24%CEKL	16%	16%	13%	15%	20%kL	18%	16%	20%kL	18%l	13%	11%	17%	17%	13%	21%q	16%
45-54	367	26	25	316	14	44	32	30	29	35	40	51	43	305	62	1	68	300
	18%	14%	25%aj	18%	16%	19%	17%	16%	20%	17%	15%	18%	23%Aj	19%	16%	3%	18%	18%
55-64	306	31	16	260	16	34	29	22	25	32	37	40	25	263	41	2	60	246
	15%	16%	15%	15%	20%	15%	16%	12%	17%	15%	14%	14%	14%	16%N	10%	14%	16%	15%
65+	448	33	22	393	26	60	42	34	34	57	27	70	42	368	80	-	43	406
	22%	18%J	21%J	22%	32%agJ	26%aJ	23%J	18%j	23%J	28%agJ	10%	24%J	23%J	22%	20%	-	11%	24%P
Average age	47.39	46.89J	49.35GJ	47.33	52.69AGJkl	49.83GJ	48.18gJ	44.29	49.31GJ	50.20aGJ	41.44	47.69gJ	47.35J	48.23N	44.68	30.95	43.84	48.19P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 7
Social Grade
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
AB	551	298	253	64	110	92	84	60	141	174	201	551	-	-	-	97	238
	27%	29%B	24%	26%	32%FG	26%g	23%	20%	32%FG	29%fG	27%G	100%LMN	-	-	-	36%P	27%
C1	571	247	324	92	95	92	98	87	107	187	194	-	571	-	-	110	244
	28%	24%	31%A	38%dEFgHJ	27%	26%	27%	28%	24%	32%Hj	26%	-	100%KMN	-	-	40%P	28%
C2	449	242	207	31	60	90	105	66	98	90	164	-	-	449	-	36	246
	22%	24%B	20%	12%	17%	26%CDI	29%CDghIJ	22%CI	22%CI	15%	22%CI	-	-	100%KLN	-	13%	28%O
DE	490	223	267	58	82	74	81	93	102	140	195	-	-	-	490	29	153
	24%	22%	25%	24%	24%	21%	22%	30%EFHi	23%	24%	26%	-	-	-	100%KLM	11%	17%O

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 7
Social Grade
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
AB	551	46	17	488	24	63	46	59	32	37	85	86	55	461	86	4	117	434
	27%	25%	17%	28%B	29%	28%bi	25%	32%BI	22%	18%	32%BhI	30%BI	30%BI	28%N	21%	24%	31%q	26%
C1	571	55	30	486	17	60	39	46	40	59	92	79	53	463	103	6	110	461
	28%	30%	29%	27%	21%	27%	21%	25%	28%	29%	34%dFg	27%	29%	28%	26%	36%	29%	27%
C2	449	41	37	371	19	44	54	37	31	56	43	57	30	370	75	4	73	376
	22%	22%	36%CAEGHJKL	21%	24%	20%	29%egJKL	20%	22%	27%JkL	16%	20%	16%	23%	19%	21%	19%	22%
DE	490	44	19	427	21	59	46	44	41	53	48	67	47	350	136	3	78	411
	24%	24%	18%	24%	26%	26%j	25%	24%	28%J	26%j	18%	23%	26%j	21%	34%M	19%	21%	24%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 8
GO Region
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Scotland	185	100	86	13	39	44	26	31	33	52	64	46	55	41	44	22	89
	9%	10%	8%	5%	11%c	13%CFHj	7%	10%	7%	9%	8%	8%	10%	9%	9%	8%	10%
North East	82	54	29	5	10	11	14	16	26	16	42	24	17	19	21	16	24
	4%	5%B	3%	2%	3%	3%	4%	5%i	6%cI	3%	6%cI	4%	3%	4%	4%	6%p	3%
North West	227	122	105	18	38	33	44	34	60	56	94	63	60	44	59	20	97
	11%	12%	10%	7%	11%	10%	12%	11%	13%c	9%	12%	11%	11%	10%	12%	7%	11%
Yorkshire & Humberside	185	87	98	27	18	38	32	29	42	44	72	46	39	54	46	15	85
	9%	9%	9%	11%d	5%	11%D	9%	10%d	9%d	7%	10%D	8%	7%	12%L	9%	6%	10%
West Midlands	185	89	97	25	41	34	30	22	34	66	56	59	46	37	44	24	87
	9%	9%	9%	10%	12%ghJ	10%	8%	7%	8%	11%j	7%	11%	8%	8%	9%	9%	10%
East Midlands	144	71	73	15	19	23	29	25	34	35	58	32	40	31	41	14	61
	7%	7%	7%	6%	5%	7%	8%	8%	7%	6%	8%	6%	7%	7%	8%	5%	7%
Wales	103	50	53	6	18	17	25	16	22	23	38	17	30	37	19	20	37
	5%	5%	5%	2%	5%	5%	7%ci	5%	5%	4%	5%	3%	5%	8%KN	4%	7%	4%
Eastern	206	94	113	12	28	42	35	32	57	40	89	37	59	56	53	28	84
	10%	9%	11%	5%	8%	12%CI	10%	10%c	13%CdI	7%	12%CI	7%	10%k	13%K	11%K	10%	10%
London	268	122	146	49	66	49	40	37	27	115	64	85	92	43	48	47	134
	13%	12%	14%	20%FGHJ	19%FGHJ	14%HJ	11%H	12%H	6%	20%eFGHJ	9%	15%MN	16%MN	10%	10%	17%	15%
South East	289	141	147	42	48	37	51	40	70	91	110	86	79	57	67	29	119
	14%	14%	14%	17%e	14%	11%	14%	13%	16%e	15%	15%	16%	14%	13%	14%	11%	14%
South West	185	81	104	32	22	21	43	25	42	54	68	55	53	30	47	37	66
	9%	8%	10%	13%DE	6%	6%	12%DE	8%	9%	9%	9%	10%	9%	7%	10%	14%P	7%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 8
GO Region
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Scotland	185	185	-	-	-	-	-	-	-	-	-	-	-	158	28	-	47	138
	9%	100%CBDEFGHIJKL	-	-	-	-	-	-	-	-	-	-	-	10%	7%	-	13%Q	8%
North East	82	-	-	82	82	-	-	-	-	-	-	-	-	64	16	2	13	70
	4%	-	-	5%Ab	100%ABEFGHIJKL	-	-	-	-	-	-	-	-	4%	4%	14%	3%	4%
North West	227	-	-	227	-	227	-	-	-	-	-	-	-	184	42	1	55	172
	11%	-	-	13%AB	-	100%ABDFGHIJKL	-	-	-	-	-	-	-	11%	10%	8%	15%Q	10%
Yorkshire & Humberside	185	-	-	185	-	-	185	-	-	-	-	-	-	146	39	1	30	156
	9%	-	-	10%AB	-	-	100%ABDEGHIJKL	-	-	-	-	-	-	9%	10%	4%	8%	9%
West Midlands	185	-	-	185	-	-	-	185	-	-	-	-	-	144	42	-	35	151
	9%	-	-	10%AB	-	-	-	100%ABDEFHIJKL	-	-	-	-	-	9%	10%	-	9%	9%
East Midlands	144	-	-	144	-	-	-	-	144	-	-	-	-	122	23	-	25	120
	7%	-	-	8%AB	-	-	-	-	100%ABDEFGIJKL	-	-	-	-	7%	6%	-	7%	7%
Wales	103	-	103	-	-	-	-	-	-	-	-	-	-	84	18	*	13	90
	5%	-	100%CADEFGHIJKL	-	-	-	-	-	-	-	-	-	-	5%	5%	3%	4%	5%
Eastern	206	-	-	206	-	-	-	-	-	206	-	-	-	174	32	1	38	168
	10%	-	-	12%AB	-	-	-	-	-	100%ABDEFGHJKL	-	-	-	11%	8%	4%	10%	10%
London	268	-	-	268	-	-	-	-	-	-	268	-	-	192	70	6	54	213
	13%	-	-	15%AB	-	-	-	-	-	-	100%ABDEFGHIKL	-	-	12%	18%M	32%	14%	13%
South East	289	-	-	289	-	-	-	-	-	-	-	289	-	224	62	2	44	245
	14%	-	-	16%AB	-	-	-	-	-	-	-	100%ABDEFGHIJL	-	14%	15%	14%	12%	15%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 8
GO Region
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
South West	185	-	-	185	-	-	-	-	-	-	-	-	185	153	29	4	23	162
	9%	-	-	10%AB	-	-	-	-	-	-	-	-	100%ABDEFGHIJK	7%	21%		6%	10%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 9

Have you taken a foreign holiday in the last 3 years?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Yes	1257	617	640	153	237	193	199	191	284	390	475	404	370	257	227	178	555
	61%	61%	61%	62%	68%EF	56%	54%	62%f	63%eF	66%EF	63%EF	73%LMN	65%mN	57%N	46%	65%	63%
No	804	393	411	92	110	154	168	116	164	203	280	147	202	192	263	94	327
	39%	39%	39%	38%	32%	44%DhIJ	46%DgHIJ	38%	37%	34%	37%	27%	35%K	43%Kl	54%KLM	35%	37%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 9
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Yes	1257	118	56	1083	51	150	107	117	80	121	182	175	100	1085	163	9	284	974
	61%	64%l	55%	61%	62%	66%hL	58%	63%	56%	59%	68%bfHL	61%	54%	66%N	41%	51%	75%Q	58%
No	804	67	47	690	31	77	78	69	64	85	86	114	85	559	236	8	94	710
	39%	36%	45%j	39%	38%	34%	42%j	37%	44%eJ	41%	32%	39%	46%aEJ	34%	59%M	49%	25%	42%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 10
Tenure
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
NET: Homeowners	1340	641	699	82	165	211	257	245	381	246	626	416	392	291	241	181	532
	65%	63%	67%	33%	47%C	61%CDI	70%CDEI	80%CDEFI	85%CDEFI	42%	83%CDEFI	76%LMN	69%N	65%N	49%	66%	60%
Owned outright - without mortgage	680	328	351	39	24	37	95	168	316	63	484	216	197	135	132	57	166
	33%	33%	33%	16%D	7%	11%	26%CDEI	55%CDEFI	70%CDEFGIj	11%	64%CDEFGI	39%MN	34%N	30%	27%	21%	19%
Owned with a mortgage or loan	660	312	348	43	141	173	161	77	65	183	142	201	195	155	109	124	366
	32%	31%	33%	17%	41%CGHIJ	50%CDGHIJ	44%CGHIJ	25%cHJ	15%	31%CHJ	19%h	36%N	34%N	35%N	22%	45%	41%
NET: Renters	682	354	328	143	173	136	108	59	64	316	122	120	176	147	239	89	334
	33%	35%	31%	58%EFGHJ	50%EFGHJ	39%FGHJ	29%GHJ	19%	14%	53%EFGHJ	16%	22%	31%K	33%K	49%KLM	33%	38%
Rented from the council	289	154	134	54	60	62	51	33	29	114	62	39	52	74	123	33	140
	14%	15%	13%	22%FGHJ	17%GHJ	18%GHJ	14%HJ	11%h	6%	19%fGHJ	8%	7%	9%	17%KL	25%KLM	12%	16%
Rented from a housing association	119	59	60	16	25	27	24	9	17	42	26	11	32	29	47	12	48
	6%	6%	6%	7%	7%GhJ	8%GHJ	7%gJ	3%	4%	7%GhJ	3%	2%	6%K	7%K	10%KL	4%	5%
Rented from someone else	274	141	133	73	87	47	32	17	17	160	34	70	92	43	69	44	145
	13%	14%	13%	30%EFGHJ	25%EFGHJ	14%fGHJ	9%HJ	6%	4%	27%EFGHJ	5%	13%	16%M	10%	14%m	16%	16%
Rent free	40	16	24	20	9	-	3	2	4	30	6	15	4	12	9	2	16
	2%	2%	2%	8%DEFGHJ	3%Ej	-	1%	1%	1%	5%EFGHJ	1%	3%L	1%	3%L	2%	1%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 10
Tenure
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
NET: Homeowners	1340	115	64	1160	55	158	126	122	96	143	147	188	125	1106	226	7	240	1099
	65%	62%	63%	65%	66%	70%J	68%J	66%j	67%j	69%J	55%	65%J	67%J	67%N	57%	41%	64%	65%
Owned outright - without mortgage	680	57	39	584	26	77	72	57	54	70	70	98	59	558	117	4	99	580
	33%	31%	38%j	33%	31%	34%	39%J	31%	37%j	34%	26%	34%j	32%	34%	29%	22%	26%	34%P
Owned with a mortgage or loan	660	58	25	576	29	81	54	65	43	72	77	90	65	548	109	3	141	519
	32%	31%	25%	33%	35%	36%b	29%	35%	30%	35%	29%	31%	35%	33%n	27%	19%	37%Q	31%
NET: Renters	682	71	36	575	28	64	58	54	45	62	117	91	57	511	163	7	133	549
	33%	38%e	35%	32%	34%	28%	32%	29%	31%	30%	44%EFGHIKL	31%	31%	31%	41%M	43%	35%	33%
Rented from the council	289	37	24	227	15	18	24	19	22	26	50	38	16	208	78	3	57	231
	14%	20%CEGikL	24%CEFGIKL	13%	18%El	8%	13%	10%	15%e	12%	18%EgL	13%	9%	13%	19%M	20%	15%	14%
Rented from a housing association	119	12	3	104	3	15	6	13	7	18	24	11	6	77	41	1	18	101
	6%	7%	3%	6%	4%	7%	3%	7%	5%	9%fkl	9%fKL	4%	3%	5%	10%M	8%	5%	6%
Rented from someone else	274	21	8	245	9	30	28	23	16	18	43	43	35	227	45	3	57	217
	13%	11%	8%	14%	11%	13%	15%	12%	11%	9%	16%bi	15%	19%aBl	14%	11%	16%	15%	13%
Rent free	40	-	3	37	-	5	1	9	3	2	4	10	4	27	9	3	5	35
	2%	-	2%a	2%a	-	2%a	*	5%AFij	2%a	1%	1%	3%Af	2%a	2%	2%	16%	1%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 11

What is the highest educational level that you have achieved to date?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
No formal education	18 1%	10 1%	7 1%	5 2%df	* *	2 1%	1 *	1 *	8 2%df	5 1%	9 1%	2 *	3 1%	1 *	11 2%KLM	- -	4 *
Primary	11 1%	4 *	7 1%	1 *	5 1%	1 *	1 *	3 1%	2 *	6 1%	5 1%	1 *	- -	3 1%	8 2%KL	1 *	2 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1168 57%	555 55%	613 58%	90 37%	140 40%	192 55%CDI	248 68%CDEI	212 69%CDEI	285 64%CDEI	230 39%	497 66%CDEI	184 33%	299 52%K	334 74%KL	350 72%KL	113 41%	501 57%O
University degree or equivalent professional qualification, NVQ level 4, etc.	564 27%	297 29%b	267 25%	53 22%	118 34%CFGJ	104 30%cg	92 25%	72 23%	125 28%	171 29%	196 26%	221 40%LMN	184 32%MN	87 19%	72 15%	101 37%p	257 29%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	198 10%	100 10%	99 9%	26 11%ghJ	69 20%CEFGHJ	37 11%GHJ	25 7%	17 5%	25 6%	95 16%eFGHJ	42 6%	112 20%LMN	41 7%m	18 4%	27 5%	50 18%P	99 11%
Still in full time education	69 3%	26 3%	43 4%	62 25%DEFGHIJ	6 2%efgHJ	1 *	* *	- -	- -	68 12%DEFGHJ	- -	22 4%M	36 6%MN	- -	11 2%M	2 1%	3 *
Don't know	9 *	8 1%b	1 *	2 1%	- -	4 1%df	- -	1 *	2 *	2 *	3 *	4 1%	2 *	1 *	2 *	1 *	4 *
Prefer not to answer	24 1%	10 1%	13 1%	6 2%FhJ	9 3%FgHJ	6 2%fhJ	* *	1 *	2 *	15 2%FgHJ	3 *	5 1%	5 1%	5 1%	8 2%	5 2%	11 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 11
What is the highest educational level that you have achieved to date?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
No formal education	18 1%	2 1%	- -	16 1%	- -	7 3%hK	1 1%	3 2%k	- -	2 1%	3 1%	- -	1 1%	10 1%	8 2%M	- -	3 1%	15 1%
Primary	11 1%	- -	1 1%	11 1%	1 1%	1 1%	1 1%	3 2%	2 1%	1 *	- -	* *	1 1%	9 1%	3 1%	- -	1 *	10 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1168 57%	97 52%	57 56%	1013 57%	49 59%j	127 56%J	114 62%J	97 52%	82 57%j	146 71%ABEGHJKL	120 45%	170 59%J	107 58%J	929 57%	231 58%	7 43%	200 53%	967 57%
University degree or equivalent professional qualification, NVQ level 4, etc.	564 27%	61 33%l	32 31%	471 27%	23 27%	64 28%	51 27%	53 28%	36 25%	44 22%	79 29%	76 26%	45 24%	470 29%n	93 23%	1 6%	112 30%	452 27%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	198 10%	17 9%l	8 8%	173 10%	8 10%i	15 7%	14 7%	19 10%l	14 10%l	7 3%	46 17%abEFhIK	28 10%l	22 12%el	156 9%	37 9%	5 31%	49 13%Q	149 9%
Still in full time education	69 3%	6 3%	4 4%	59 3%	1 1%	7 3%	2 1%	7 4%	6 4%fi	2 1%	17 6%FI	10 3%	8 4%fi	51 3%	17 4%	2 10%	12 3%	58 3%
Don't know	9 *	* *	* *	8 *	- -	1 *	- -	1 1%	4 3%efikl	- -	1 *	1 *	- -	5 *	4 1%	- -	- -	9 1%
Prefer not to answer	24 1%	2 1%	- -	22 1%	2 2%	5 2%	3 2%	1 1%	- -	4 2%	3 1%	3 1%	1 *	15 1%	7 2%	2 10%	1 *	23 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 12

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Yes - responsible for half or more of the items bought	1905 92%	898 89%	1006 96%A	186 76%	326 94%CI	333 96%CHI	357 97%CdgHIJ	288 94%CI	415 93%CI	512 86%C	703 93%CI	493 89%	533 93%K	428 95%K	450 92%	256 94%	833 94%
No - not responsible for most of the items bought	156 8%	112 11%B	44 4%	59 24%DEFGHIJ	21 6%f	14 4%	11 3%	18 6%f	33 7%eF	81 14%DEFGHJ	51 7%F	59 11%LM	38 7%	21 5%	39 8%	16 6%	49 6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 12

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Yes - responsible for half or more of the items bought	1905 92%	174 94%	96 93%	1635 92%	79 95%	205 91%	178 96%egKl	167 90%	136 95%k	196 95%K	250 93%k	255 88%	167 90%	1533 93%N	357 90%	14 80%	349 92%	1556 92%
No - not responsible for most of the items bought	156 8%	12 6%	7 7%	138 8%	4 5%	21 9%f	7 4%	18 10%f	8 5%	10 5%	17 7%	33 12%FhIj	18 10%f	111 7%	42 10%M	3 20%	29 8%	127 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 13
How many cars are there in your household?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
No cars in the household	433 21%	181 18%	252 24%A	87 36%EFGHJ	94 27%fGHJ	75 22%GHJ	74 20%HJ	45 15%	57 13%	182 31%EFGHJ	102 13%	73 13%	140 25%KM	64 14%	155 32%KLM	50 18%	188 21%
NET: Any	1628 79%	829 82%B	799 76%	158 64%	253 73%	272 78%CI	293 80%CdI	261 85%CDEI	392 87%CDEFI	410 69%	653 87%CDEFI	478 87%LN	431 75%N	385 86%LN	334 68%	222 82%	694 79%
1	866 42%	424 42%	442 42%	38 15%	133 38%CI	165 47%CDFI	139 38%CI	149 49%CDFI	243 54%CDFI	171 29%C	392 52%CDFI	210 38%	252 44%k	202 45%k	202 41%	104 38%	367 42%
2	577 28%	309 31%B	268 26%	64 26%	105 30%	95 27%	109 30%	87 28%	118 26%	169 28%	205 27%	195 35%LN	153 27%N	144 32%N	85 17%	87 32%	260 29%
3+	185 9%	97 10%	89 8%	56 23%DEFGHIJ	15 4%	12 3%	46 13%DEHJ	26 8%dE	31 7%e	71 12%DEHJ	57 8%E	72 13%Lm	26 5%	40 9%L	47 10%L	32 12%	67 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 13
How many cars are there in your household?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
No cars in the household	433 21%	41 22%	20 20%	372 21%	17 20%	42 19%	34 18%	30 16%	24 17%	32 16%	115 43%ABDEFGHIKL	45 15%	33 18%	329 20%	97 24%	7 40%	77 20%	356 21%
NET: Any	1628 79%	145 78%J	83 80%J	1400 79%	66 80%J	185 81%J	151 82%J	156 84%J	120 83%J	174 84%J	153 57%	244 85%J	153 82%J	1316 80%	302 76%	10 60%	300 80%	1328 79%
1	866 42%	89 48%GJ	38 37%	739 42%	43 52%Gj	95 42%	77 41%	65 35%	65 45%	94 46%gj	97 36%	120 42%	83 45%	697 42%	164 41%	5 27%	162 43%	704 42%
2	577 28%	46 25%j	31 30%dJ	500 28%	13 15%	75 33%DJ	69 37%ADJkl	62 33%DJ	45 31%DJ	61 30%dJ	43 16%	82 29%dJ	50 27%J	474 29%	101 25%	2 12%	98 26%	479 28%
3+	185 9%	10 6%	14 13%aeFJ	161 9%	10 13%FJ	14 6%	5 3%	29 16%AEFhiJ	11 7%f	18 9%F	12 4%	41 14%AEFhJ	20 11%aFJ	145 9%	37 9%	4 21%	40 11%	145 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 14

To which of the following ethnic groups do you consider you belong?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
White	1839	913	926	173	273	305	342	304	442	446	746	473	502	418	445	228	748
	89%	90%	88%	71%	79%c	88%CDI	93%CDEI	99%CDEFI	99%CDEFI	75%	99%CDEFI	86%	88%	93%KL	91%K	84%	85%
NET: Non-white	193	82	111	62	68	35	23	1	3	130	4	68	63	21	41	44	114
	9%	8%	11%	25%EFGHJ	20%EFGHJ	10%GHJ	6%GHJ	*	1%	22%EFGHJ	1%	12%Mn	11%M	5%	8%m	16%	13%
Mixed	30	13	17	8	7	5	10	-	-	15	-	11	9	3	7	8	18
	1%	1%	2%	3%GHJ	2%GHJ	1%gHJ	3%GHJ	-	-	3%GHJ	-	2%	2%	1%	1%	3%	2%
Asian	98	47	51	31	43	15	9	-	-	74	-	37	27	11	24	23	50
	5%	5%	5%	13%EFGHJ	12%EFGHJ	4%GHJ	2%GHJ	-	-	12%EFGHJ	-	7%M	5%	2%	5%	8%	6%
Black	44	15	29	20	11	6	3	1	3	31	4	16	19	3	6	12	30
	2%	1%	3%a	8%DEFGHJ	3%fGHJ	2%j	1%	*	1%	5%EFGHJ	1%	3%M	3%Mn	1%	1%	4%	3%
Chinese	16	4	12	1	7	6	1	-	-	9	-	3	6	5	3	1	13
	1%	*	1%	1%	2%fGHJ	2%fGHJ	*	-	-	1%gHJ	-	1%	1%	1%	1%	1%	2%
Other ethnic group	4	3	1	1	-	3	1	-	-	1	-	1	2	-	1	-	2
	*	*	*	*	-	1%J	*	-	-	*	-	*	*	-	*	-	*
Prefer not to answer	30	16	14	10	6	7	2	1	3	16	4	9	6	10	4	1	20
	1%	2%	1%	4%FGHJ	2%	2%j	1%	*	1%	3%FGhJ	1%	2%	1%	2%	1%	*	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 14
To which of the following ethnic groups do you consider you belong?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
White	1839	180	102	1558	80	209	176	154	134	188	172	260	185	1523	304	12	339	1500
	89%	97%CGiJK	99%CeGhIJK	88%	97%GJ	92%GJ	95%GJk	83%J	93%GJ	91%gJ	64%	90%gJ	100%aEFGHIJK	93%N	76%	71%	90%	89%
NET: Non-white	193	3	1	188	2	16	8	28	9	15	90	20	-	107	81	4	35	158
	9%	2%	1%	11%AB	3%I	7%AbL	4%L	15%ABDEFHiKL	6%aL	7%AbL	34%ABDEFGHIKL	7%AbL	-	7%	20%M	25%	9%	9%
Mixed	30	-	1	29	1	4	1	6	2	2	11	3	-	25	5	-	6	24
	1%	-	1%	2%	1%	2%	*	3%aL	1%	1%	4%AFKL	1%	-	2%	1%	-	2%	1%
Asian	98	3	-	95	2	8	5	20	5	2	43	10	-	42	53	4	23	74
	5%	1%	-	5%AB	2%	4%L	3%L	11%ABdEFHIKL	3%L	1%	16%ABDEFHIKL	4%L	-	3%	13%M	21%	6%	4%
Black	44	-	-	44	-	2	1	1	3	6	29	4	-	22	22	-	-	44
	2%	-	-	2%a	-	1%	*	*	2%	3%aL	11%ABDEFGHIKL	1%	-	1%	5%M	-	-	3%P
Chinese	16	1	*	15	-	2	-	1	-	5	5	3	-	15	1	1	4	12
	1%	*	*	1%	-	1%	-	1%	-	2%fI	2%	1%	-	1%	*	4%	1%	1%
Other ethnic group	4	-	-	4	-	-	1	-	-	-	3	-	-	3	1	-	1	3
	*	-	-	*	-	-	1%	-	-	-	1%	-	-	*	*	-	*	*
Prefer not to answer	30	3	-	27	-	1	1	4	1	3	6	9	1	15	14	1	4	25
	1%	2%	-	2%	-	1%	1%	2%	1%	2%	2%	3%el	*	1%	4%M	4%	1%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 15

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Christian	1034	493	541	69	108	159	197	197	304	177	501	260	283	252	239	134	374
	50%	49%	52%	28%	31%	46%CDI	54%CDeI	64%CDEFI	68%CDEFI	30%	66%CDEFI	47%	50%	56%KIn	49%	49%	42%
NET: Other	168	79	89	39	50	34	21	6	18	89	24	54	36	28	50	29	84
	8%	8%	8%	16%eFGHJ	14%FGHJ	10%fGHJ	6%Gj	2%	4%	15%eFGHJ	3%	10%I	6%	6%	10%Lm	11%	10%
Muslim	61	28	33	25	20	12	4	-	-	45	-	24	15	5	17	16	25
	3%	3%	3%	10%EFGHJ	6%FGHJ	3%fGHJ	1%HJ	-	-	8%EFGHJ	-	4%M	3%	1%	3%m	6%p	3%
Hindu	19	10	9	4	11	3	1	-	-	15	-	9	5	3	2	5	12
	1%	1%	1%	2%gHJ	3%FGHJ	1%hJ	*	-	-	2%FGHJ	-	2%	1%	1%	*	2%	1%
Jewish	18	9	9	-	2	4	4	1	6	2	8	10	3	-	5	-	11
	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%	2%IM	1%	-	1%	-	1%
Sikh	10	6	4	1	6	-	2	-	-	8	-	1	1	4	3	-	8
	*	1%	*	1%	2%EGHJ	-	1%j	-	-	1%egHJ	-	*	*	1%	1%	-	1%
Buddhist	18	10	9	1	1	5	4	1	6	2	7	4	3	10	1	2	11
	1%	1%	1%	*	*	2%	1%	*	1%	*	1%	1%	1%	2%IN	*	1%	1%
Other	42	17	25	8	9	10	5	4	6	18	10	6	8	6	22	6	17
	2%	2%	2%	3%	3%	3%	1%	1%	1%	3%j	1%	1%	1%	1%	4%KLM	2%	2%
None	797	407	390	111	179	144	144	100	119	290	219	213	229	160	195	104	379
	39%	40%	37%	45%GHJ	52%EFGHJ	41%GHJ	39%HJ	33%	27%	49%eFGHJ	29%	39%	40%	36%	40%	38%	43%
Prefer not to say	63	32	31	25	11	11	6	4	7	36	10	23	24	9	6	5	44
	3%	3%	3%	10%DEFGHJ	3%	3%j	2%	1%	2%	6%FGHJ	1%	4%N	4%N	2%	1%	2%	5%o

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 15
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Christian	1034 50%	88 48%	62 60%agjL	884 50%	39 48%	122 54%L	95 51%l	87 47%	83 57%jL	105 51%	123 46%	152 53%L	77 42%	863 52%N	164 41%	8 45%	209 55%q	825 49%
NET: Other	168 8%	10 5%	4 4%	154 9%	1 1%	17 8%	9 5%	26 14%ABDFhiK L	9 6%	14 7%	54 20%ABDEFHIl KL	15 5%	8 4%	89 5%	75 19%M	4 25%	41 11%q	127 8%
Muslim	61 3%	2 1%	- -	59 3%	1 1%	7 3%L	5 3%L	13 7%ABIKL	4 3%l	2 1%	24 9%ABdEFHI KL	3 1%	- -	11 1%	45 11%M	4 25%	7 2%	54 3%
Hindu	19 1%	1 *	- -	18 1%	- -	- -	- -	1 1%	- -	1 1%	11 4%AbEFgHi L	4 2%	- -	11 1%	8 2%m	- -	9 2%Q	10 1%
Jewish	18 1%	- -	2 2%	16 1%	- -	1 *	1 *	- -	- -	1 1%	11 4%AEFGHiK L	1 *	1 *	13 1%	5 1%	- -	1 *	17 1%
Sikh	10 *	- -	- -	10 1%	- -	- -	- -	7 4%AEFIjKL	1 1%	- -	2 1%	- -	- -	8 *	2 *	- -	4 1%	6 *
Buddhist	18 1%	2 1%	2 2%	14 1%	- -	4 2%	- -	- -	- -	4 2%fl	4 2%	1 *	- -	14 1%	4 1%	- -	4 1%	14 1%
Other	42 2%	5 3%	1 1%	36 2%	- -	5 2%	3 2%	4 2%	4 3%	5 2%	1 1%	5 2%	7 4%J	31 2%	11 3%	- -	16 4%Q	26 2%
None	797 39%	88 47%Cbeghk	36 35%j	673 38%	41 50%J	84 37%J	79 43%J	67 36%J	52 36%J	83 40%J	62 23%	109 38%J	97 52%BEfGHI JK	668 41%N	124 31%	5 30%	123 33%	674 40%P
Prefer not to say	63 3%	- -	1 1%	62 3%A	1 1%	3 1%	2 1%	6 3%A	1 1%	5 2%a	28 11%ABDEFGH IKL	13 %Aefh	3 2%	25 2%	37 9%M	- -	5 1%	58 3%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 16

Which of the following best describes where you live?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
NET: Urban	1611	788	823	204	305	284	284	220	314	509	534	439	464	336	373	216	724
	78%	78%	78%	83%GHJ	88%eFGHJ	82%GHJ	77%HJ	72%	70%	86%FGHJ	71%	80%	81%Mn	75%	76%	79%	82%
Urban - Population over 10,000	874	450	424	134	189	145	157	110	139	323	250	258	267	167	182	138	422
	42%	45%	40%	55%EFGHJ	54%EFGHJ	42%HJ	43%HJ	36%	31%	54%EFGHJ	33%	47%MN	47%MN	37%	37%	51%	48%
Town and Fringe	738	338	399	71	116	139	127	110	175	187	285	181	197	169	191	77	302
	36%	33%	38%a	29%	33%	40%CI	35%	36%	39%CI	32%	38%ci	33%	35%	38%	39%k	28%	34%
NET: Rural	450	222	228	40	42	63	84	86	134	83	220	112	107	113	117	57	158
	22%	22%	22%	17%	12%	18%d	23%DI	28%CDEI	30%CDEFI	14%	29%CDEFI	20%	19%	25%L	24%l	21%	18%
Village	383	195	188	34	42	55	65	71	115	76	186	88	95	95	105	50	133
	19%	19%	18%	14%	12%	16%	18%di	23%CDEI	26%CDEFI	13%	25%CDEFI	16%	17%	21%k	21%kl	18%	15%
Hamlet & Isolated Dwelling	67	27	40	6	-	8	18	15	19	6	34	25	12	18	12	7	25
	3%	3%	4%	3%D	-	2%D	5%DI	5%DI	4%DI	1%	4%DI	4%l	2%	4%	3%	3%	3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 16
Which of the following best describes where you live?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
NET: Urban	1611	136	63	1413	66	192	130	157	95	144	267	229	133	1279	318	14	310	1301
	78%	73%b	61%	80%aB	81%Bh	85%ABFHIL	70%	85%ABFHIL	66%	70%	100%ABDEFG HIKL	79%BfHIl	72%	78%	80%	82%	82%q	77%
Urban - Population over 10,000	874	72	22	780	36	92	65	92	48	58	227	94	69	701	161	11	179	695
	42%	39%Bi	21%	44%B	44%BI	41%BI	35%B	49%aBFHIK L	33%b	28%	85%ABDEFG HIKL	32%b	37%B	43%	40%	65%	47%q	41%
Town and Fringe	738	64	41	633	30	100	65	66	47	86	39	135	64	578	157	3	131	606
	36%	35%J	39%J	36%	37%J	44%ahJl	35%J	35%J	33%J	42%J	15%	47%AFGHJL	35%J	35%	39%	18%	35%	36%
NET: Rural	450	50	41	359	16	35	55	28	49	62	1	60	53	366	81	3	67	382
	22%	27%cEGJ	39%CaDEGJK	20%	19%J	15%J	30%EGJk	15%J	34%dEGJK	30%EGJK	*	21%J	28%EGJk	22%	20%	18%	18%	23%p
Village	383	37	30	316	14	32	53	24	49	55	1	51	36	305	74	3	51	332
	19%	20%J	29%CEGJK	18%	17%J	14%J	28%aEGJKl	13%J	34%ADEGJK L	27%EGJk	*	18%J	19%J	19%	19%	18%	13%	20%P
Hamlet & Isolated Dwelling	67	13	10	44	2	3	3	4	-	7	-	8	17	60	7	-	17	50
	3%	7%CEFgHJk	10%CEFGHiJK	2%	2%j	1%	1%	2%j	-	4%hJ	-	3%hJ	9%EFGHiJK	4%n	2%	-	4%	3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 17

Which of the following best describes your current working status?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
NET: Working	1154	613	541	134	268	272	279	158	43	402	201	335	355	282	182	272	882
	56%	61%B	52%	55%HJ	77%CGHIJ	79%CGHIJ	76%CGHIJ	51%HJ	10%	68%CGHJ	27%H	61%N	62%N	63%N	37%	100%	100%
Working full time - working 30 hours per week or more	907	553	354	91	233	224	222	117	19	324	136	281	275	222	129	222	685
	44%	55%B	34%	37%HJ	67%CGHIJ	65%CGHIJ	61%CGHJ	38%HJ	4%	55%CGHJ	18%H	51%N	48%N	49%N	26%	81%	78%
Working part time - working between 8 and 29 hours per week	247	60	188	43	35	48	57	40	24	78	65	55	79	60	53	51	197
	12%	6%	18%A	17%dHJ	10%H	14%HJ	15%dHJ	13%HJ	5%	13%HJ	9%h	10%	14%k	13%	11%	19%	22%
NET: Not working	907	397	509	111	79	75	89	148	405	190	553	216	217	167	307	-	-
	44%	39%	48%A	45%DEFI	23%	21%	24%	49%DEFI	90%CDEFGIJ	32%DEF	73%CDEFGI	39%	38%	37%	63%KLM	-	-
Not working but seeking work or temporarily unemployed or sick	84	49	35	17	27	15	20	6	-	44	6	5	10	6	63	-	-
	4%	5%	3%	7%GHJ	8%eGHJ	4%HJ	5%GHJ	2%H	-	7%GHJ	1%	1%	2%	1%	13%KLM	-	-
Not working and not seeking work/ student	139	60	80	83	18	15	14	9	-	101	9	27	55	8	50	-	-
	7%	6%	8%	34%DEFGHIJ	5%HJ	4%HJ	4%HJ	3%Hj	-	17%DEFGHJ	1%H	5%M	10%KM	2%	10%KM	-	-
Retired on a state pension only	150	44	106	-	-	-	*	24	126	-	150	16	18	20	96	-	-
	7%	4%	10%A	-	-	-	*	8%CDEFI	28%CDEFGIJ	-	20%CDEFGI	3%	3%	4%	20%KLM	-	-
Retired with a private pension	367	225	141	-	2	-	4	86	274	2	361	151	105	82	28	-	-
	18%	22%B	13%	-	1%	-	1%	28%CDEFI	61%CDEFGIJ	*	48%CDEFGI	27%LMN	18%N	18%N	6%	-	-
House person, housewife, househusband, etc.	167	19	147	12	32	45	50	23	5	43	28	16	29	50	70	-	-
	8%	2%	14%A	5%H	9%HJ	13%CGHIJ	14%CGHIJ	8%HJ	1%	7%HJ	4%H	3%	5%	11%KL	14%KL	-	-

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
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Absolutes/col percents

Table 17
Which of the following best describes your current working status?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
NET: Working	1154 56%	110 59%	57 55%	987 56%	40 49%	116 51%	100 54%	112 60%	75 52%	113 55%	180 67%bDEFHIKL	149 51%	103 55%	960 58%N	186 47%	8 48%	246 65%Q	908 54%
Working full time - working 30 hours per week or more	907 44%	90 49%k	49 47%	768 43%	29 35%	96 42%	78 42%	91 49%k	61 42%	88 42%	134 50%dK	114 40%	76 41%	787 48%N	115 29%	5 28%	208 55%Q	699 42%
Working part time - working between 8 and 29 hours per week	247 12%	20 11%	8 8%	220 12%	11 14%	20 9%	22 12%	20 11%	14 10%	25 12%	46 17%bE	34 12%	27 14%	173 11%	70 18%M	3 20%	39 10%	209 12%
NET: Not working	907 44%	75 41%	46 45%j	785 44%	42 51%J	110 49%J	86 46%J	74 40%	69 48%J	93 45%J	88 33%	140 49%J	83 45%J	684 42%	214 53%M	9 52%	132 35%	775 46%P
Not working but seeking work or temporarily unemployed or sick	84 4%	9 5%g	4 4%	71 4%	3 3%	5 2%	10 5%G	1 1%	6 4%	5 2%	11 4%	18 6%eGi	11 6%eG	50 3%	30 8%M	4 21%	13 3%	71 4%
Not working and not seeking work/ student	139 7%	14 8%d	8 8%	117 7%	1 1%	15 6%	8 4%	12 7%	12 8%di	7 3%	29 11%DfIK	14 5%	18 10%DfIk	95 6%	40 10%M	4 23%	21 6%	118 7%
Retired on a state pension only	150 7%	5 3%	9 9%aJ	136 8%A	12 15%AfGJ	20 9%AJ	12 7%j	9 5%	12 8%aJ	20 10%AJ	7 3%	27 9%AJ	18 10%AJ	107 7%	43 11%M	- -	13 3%	137 8%P
Retired with a private pension	367 18%	33 18%	17 17%	317 18%	20 24%JI	50 22%JI	42 22%JL	31 17%	25 17%	35 17%	31 11%	60 21%JI	25 13%	316 19%N	50 13%	- -	54 14%	313 19%p
House person, housewife, househusband, etc.	167 8%	14 8%	8 8%	144 8%	7 8%	21 9%j	13 7%	20 11%JI	15 10%J	27 13%JkL	11 4%	20 7%	10 5%	115 7%	50 12%M	1 8%	31 8%	136 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 18
Do you work in any of the following occupations?
Base: All respondents who work

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	1059	620	439	86	215	264	296	161	37	301	198	306	346	208	199	238	821
Weighted base	1154	613	541	134*	268	272	279	158	43**	402	201	335	355	282	182	272	882
NET: Public Sector	272 24%	120 20%	152 28%A	26 19%	76 28%E	52 19%	70 25%	39 25%	9 21%	102 25%	49 24%	97 29%MN	110 31%MN	36 13%	29 16%	272 100%P	- -
Central government including all administrative departments and central government agencies such as the Bank of England	30 3%	12 2%	18 3%	2 2%	6 2%	7 3%	10 4%	3 2%	2 4%	8 2%	5 2%	12 4%MN	17 5%MN	1 *	- -	30 11%P	- -
HM Forces	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
National Health Service	72 6%	28 5%	44 8%A	10 8%	26 10%Ef	9 3%	14 5%	10 6%	2 4%	37 9%E	12 6%	26 8%	23 6%	12 4%	10 6%	72 26%P	- -
Universities and Academies funded by government	20 2%	7 1%	14 3%	5 3%	7 3%	5 2%	2 1%	1 1%	- -	12 3%	1 1%	7 2%	10 3%	3 1%	1 *	20 8%P	- -
Courts service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local government administration	40 3%	25 4%	15 3%	- -	7 3%	12 4%c	12 4%c	8 5%Ci	2 4%	7 2%	10 5%ci	6 2%	32 9%KMN	2 1%	1 *	40 15%P	- -
Police service	7 1%	3 *	4 1%	- -	1 *	3 1%	1 *	1 1%	1 1%	1 *	2 1%	- -	7 2%Km	- -	- -	7 2%P	- -
Public sector housing	8 1%	5 1%	3 *	- -	5 2%	1 *	2 1%	- -	- -	5 1%	- -	7 2%L	- -	1 *	- -	8 3%P	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	48 4%	19 3%	30 5%	2 1%	14 5%	6 2%	17 6%E	9 6%	1 2%	16 4%	10 5%	26 8%lM	13 4%m	2 1%	8 5%M	48 18%P	- -

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 18
Do you work in any of the following occupations?
Base: All respondents who work

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Weighted base	1154	613	541	134*	268	272	279	158	43**	402	201	335	355	282	182	272	882
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	7 1%	6 1%	1 *	1 *	1 *	- -	4 1%	2 1%	- -	2 *	2 1%	1 *	1 *	2 1%	3 2%	7 3%P	- -
Bradford and Bingley or Northern Rock Building societies	* *	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -
Other public sector occupation (please specify as much detail as possible)	39 3%	16 3%	24 4%	6 5%	8 3%	8 3%	8 3%	6 4%	3 6%	14 4%	8 4%	12 4%	9 3%	13 5%	5 3%	39 14%P	- -
None of the above (Private Sector)	882 76%	493 80%B	389 72%	108 81%	192 72%	220 81%D	209 75%	118 75%	34 79%	300 75%	153 76%	238 71%	244 69%	246 87%KL	153 84%KL	- -	882 100%O

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p
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Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 18
Do you work in any of the following occupations?
Base: All respondents who work

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	1059	98	62	899	45	110	99	90	74	87	140	149	105	874	177	8	221	838
Weighted base	1154	110*	57*	987	40*	116*	100*	112*	75*	113*	180	149	103*	960	186	8**	246	908
NET: Public Sector	272 24%	22 20%	20 35%aEFhk	231 23%	16 40%AEFgHK	20 17%	15 15%	24 22%	14 19%	28 25%	47 26%	29 20%	37 36%AEFgHK	220 23%	49 26%	3 36%	62 25%	210 23%
Central government including all administrative departments and central government agencies such as the Bank of England	30 3%	2 2%	2 4%	25 3%	3 7%Efghlk	1 1%	1 1%	1 1%	* 1%	- -	8 5%i	2 2%	8 8%aEfghIK	21 2%	8 4%	1 7%	2 1%	28 3%
HM Forces	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *
National Health Service	72 6%	4 3%	8 13%cafk	60 6%	5 13%Afk	8 7%	3 3%	6 6%	4 5%	10 9%	11 6%	7 5%	6 6%	60 6%	9 5%	2 29%	23 9%q	49 5%
Universities and Academies funded by government	20 2%	1 1%	1 2%	18 2%	- -	1 1%	1 1%	2 2%	3 5%	2 1%	3 2%	2 2%	4 4%	15 2%	5 3%	- -	2 1%	18 2%
Courts service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local government administration	40 3%	4 4%	1 2%	35 4%	- -	2 2%	1 1%	7 6%	4 5%	3 2%	5 3%	4 2%	9 9%dEFjK	36 4%	5 2%	- -	10 4%	30 3%
Police service	7 1%	1 1%	- -	5 1%	1 4%eJK	- -	1 1%	1 1%	- -	2 2%	- -	- -	1 1%	5 1%	2 1%	- -	1 *	6 1%
Public sector housing	8 1%	- -	- -	8 1%	- -	5 4%agJKl	2 2%	- -	- -	1 1%	- -	- -	- -	7 1%	1 1%	- -	1 *	7 1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	48 4%	1 1%	2 4%	45 5%	2 5%	2 2%	2 2%	4 4%	* 1%	7 6%	11 6%a	11 7%ah	5 5%	36 4%	13 7%	- -	16 6%	33 4%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

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Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 18
Do you work in any of the following occupations?
Base: All respondents who work

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Weighted base	1154	110*	57*	987	40*	116*	100*	112*	75*	113*	180	149	103*	960	186	8**	246	908
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	7 1%	1 1%	1 1%	5 1%	1 1%	2 1%	- -	- -	- -	2 2%	- -	1 *	1 1%	4 *	2 1%	- -	2 1%	5 1%
Bradford and Bingley or Northern Rock Building societies	* *	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -
Other public sector occupation (please specify as much detail as possible)	39 3%	7 6%E	5 9%CEk	28 3%	4 10%EgiK	- -	3 3%	3 2%	2 2%	2 2%	8 4%e	3 2%	4 3%e	36 4%	3 2%	- -	6 2%	33 4%
None of the above (Private Sector)	882 76%	89 80%bDL	37 65%	757 77%	24 60%	97 83%BDL	85 85%BDL	87 78%dl	61 81%bDL	84 75%	134 74%	119 80%bDL	66 64%	740 77%	137 74%	5 64%	184 75%	698 77%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
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Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 19

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
No children aged 18 or under	1509 73%	748 74%	761 72%	194 79%DEFI	199 57%E	158 46%	239 65%dE	271 88%CDEFI	447 100%CDEFGIJ	393 66%DE	718 95%CDEFGI	403 73%M	445 78%M	291 65%	370 76%M	187 69%	547 62%
NET: Yes	544 26%	258 26%	286 27%	50 20%GHJ	143 41%CGHIJ	187 54%CDFGHIJ	128 35%CGHJ	35 12%HJ	1 *	193 33%CGHJ	37 5%H	148 27%I	121 21%	156 35%KLN	119 24%	82 30%	331 38%o
Yes - children aged under 5 years old	190 9%	79 8%	111 11%a	32 13%FGHJ	97 28%CEFGHiJ	51 15%FGHJ	8 2%gHJ	1 *	1 *	128 22%CEFGHJ	2 *	61 11%I	42 7%	43 10%	44 9%	28 10%	114 13%
Yes - children aged 5 to 10 years old	244 12%	121 12%	123 12%	20 8%GHJ	72 21%CFGHJ	118 34%CDFGHIJ	25 7%GHJ	7 2%H	1 *	92 16%CFGHJ	8 1%	75 14%I	56 10%	56 13%	56 12%	32 12%	155 18%o
Yes - children aged 11 to 15 years old	220 11%	99 10%	121 11%	14 6%H	38 11%cHJ	77 22%CDGHIJ	69 19%CDGHIJ	23 7%HJ	- -	51 9%HJ	23 3%H	56 10%	51 9%	74 16%KLN	39 8%	29 11%	133 15%
Yes - children aged 16 to 18 years old	125 6%	63 6%	62 6%	3 1%h	1 *	39 11%CDGHIJ	70 19%CDEGHIJ	12 4%DHIJ	- -	4 1%	12 2%H	30 5%I	16 3%	51 11%KLN	28 6%L	19 7%	73 8%
Refused	8 *	4 *	4 *	1 1%	4 1%HJ	2 1%j	1 *	- -	- -	6 1%hJ	- -	1 *	5 1%	2 *	1 *	3 1%	3 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 19
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
No children aged 18 or under	1509 73%	135 73%f	70 68%	1304 74%	62 75%	170 75%Fj	117 63%	146 79%FJ	109 75%F	148 72%	177 66%	234 81%aBFiJ	143 77%FJ	1221 74%N	273 68%	15 85%	258 68%	1250 74%p
NET: Yes	544 26%	50 27%k	33 32%K	461 26%	21 25%	57 25%	68 37%aEGHiKL	40 21%	36 25%	56 27%k	86 32%gKl	55 19%	43 23%	423 26%	118 30%	3 15%	119 32%Q	425 25%
Yes - children aged under 5 years old	190 9%	13 7%	14 14%Dl	162 9%	1 2%	18 8%	25 13%aDgl	12 7%	14 10%d	20 10%d	32 12%D	28 10%d	12 7%	140 9%	47 12%m	3 15%	43 11%	146 9%
Yes - children aged 5 to 10 years old	244 12%	23 12%L	17 16%KL	204 12%	9 11%	23 10%	27 14%KL	24 13%kL	16 11%	29 14%KL	47 17%eKL	21 7%	10 5%	183 11%	61 15%m	* 3%	64 17%Q	180 11%
Yes - children aged 11 to 15 years old	220 11%	15 8%	13 13%k	191 11%	8 10%	32 14%K	20 11%	18 10%	19 13%K	27 13%K	31 12%k	19 7%	17 9%	171 10%	49 12%	- -	51 14%	169 10%
Yes - children aged 16 to 18 years old	125 6%	16 9%k	4 4%	105 6%	11 14%beGhiJK	13 6%	16 8%k	8 4%	7 5%	11 5%	12 4%	11 4%	17 9%jK	105 6%	20 5%	- -	30 8%	95 6%
Refused	8 *	1 1%	- -	7 *	- -	- -	1 *	- -	- -	2 1%	5 2%ek	- -	- -	- -	8 2%M	- -	- -	8 *

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 20

Which of the following ITV regions do you live in?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Anglia	213	95	119	14	28	46	34	36	56	42	91	38	57	61	56	26	94
	10%	9%	11%	6%	8%	13%CdI	9%	12%ci	12%CI	7%	12%CI	7%	10%	14%K	12%K	10%	11%
Border	27	12	15	3	2	5	10	2	5	6	7	7	7	5	8	-	18
	1%	1%	1%	1%	1%	1%	3%dgiJ	1%	1%	1%	1%	1%	1%	1%	2%	-	2%o
Central	270	146	123	34	46	47	48	40	54	80	94	71	69	55	74	40	110
	13%	14%	12%	14%	13%	14%	13%	13%	12%	14%	12%	13%	12%	12%	15%	15%	12%
Granada	219	115	104	19	37	33	39	32	59	56	91	61	58	45	56	20	89
	11%	11%	10%	8%	11%	10%	11%	11%	13%c	9%	12%	11%	10%	10%	11%	7%	10%
London	369	175	194	58	80	61	61	50	59	137	109	124	117	63	64	59	168
	18%	17%	18%	24%gHJ	23%fgHJ	18%	17%	16%	13%	23%FGHJ	14%	23%MN	21%MN	14%	13%	22%	19%
Meridian	215	99	116	32	43	30	35	29	45	76	75	54	64	40	57	17	97
	10%	10%	11%	13%	12%	9%	9%	10%	10%	13%	10%	10%	11%	9%	12%	6%	11%o
STV	168	92	76	9	38	37	21	29	33	47	62	40	51	39	38	21	78
	8%	9%	7%	4%	11%CF	11%CF	6%	9%C	7%	8%	8%c	7%	9%	9%	8%	8%	9%
Tyne Tees	84	54	30	5	10	11	14	17	27	16	44	26	17	19	21	16	24
	4%	5%B	3%	2%	3%	3%	4%	6%i	6%ceI	3%	6%ceI	5%	3%	4%	4%	6%p	3%
Wales	98	50	49	6	17	17	25	16	18	23	34	16	30	34	19	20	36
	5%	5%	5%	2%	5%	5%	7%ci	5%	4%	4%	4%	3%	5%	7%Kn	4%	7%p	4%
West	64	33	32	12	14	11	12	4	11	27	15	27	18	6	13	9	35
	3%	3%	3%	5%gj	4%g	3%	3%	1%	2%	4%GJ	2%	5%M	3%	1%	3%	3%	4%
Westcountry	116	43	73	22	11	10	30	20	24	33	44	35	32	21	29	29	38
	6%	4%	7%A	9%DE	3%	3%	8%DE	6%de	5%	6%	6%e	6%	6%	5%	6%	11%P	4%
Yorkshire	217	96	120	30	21	39	38	32	57	51	89	51	51	61	54	15	96
	11%	10%	11%	12%D	6%	11%D	10%d	10%d	13%Di	9%	12%D	9%	9%	14%kl	11%	6%	11%O

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 20

Which of the following ITV regions do you live in?

Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Anglia	213 10%	- -	- -	213 12%AB	- -	- -	1 *	- -	18 12%ABDEFGJKL	183 89%ABDEFGHJKL	- -	12 4%AbEFGJL	- -	177 11%	36 9%	1 4%	37 10%	176 10%
Border	27 1%	14 7%CBDFGHIJKL	- -	13 1%	- -	13 6%BdFGHIJKL	- -	- -	- -	- -	- -	- -	- -	16 1%	10 3%M	- -	7 2%	20 1%
Central	270 13%	2 1%	- -	268 15%AB	- -	- -	- -	163 88%ABDEFHIJKL	92 64%ABDEFIJKL	- -	- -	8 3%EFiJ	5 3%EFIJ	221 13%	49 12%	- -	45 12%	224 13%
Granada	219 11%	1 1%	5 5%aFGHIJKL	213 12%Ab	- -	212 94%ABDFGHIJKL	- -	1 *	- -	- -	- -	- -	- -	180 11%	39 10%	1 5%	52 14%q	167 10%
London	369 18%	- -	- -	369 21%AB	- -	- -	- -	- -	1 1%	19 9%ABDEFGHL	268 100%ABDEFGHIKL	81 28%ABDEFGHIL	- -	282 17%	80 20%	7 38%	69 18%	300 18%
Meridian	215 10%	- -	- -	215 12%AB	- -	- -	- -	6 3%AEFJ	3 2%efj	2 1%	- -	188 65%ABDEFGHIJL	17 9%ABDEFGHIJ	156 9%ABDEFGH%	56 14%M	3 17%	37 10%	178 11%
STV	168 8%	168 91%CBDEFGHIJKL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	147 9%N	21 5%	- -	43 11%Q	125 7%
Tyne Tees	84 4%	- -	- -	84 5%Ab	82 100%ABEFGHIJKL	- -	2 1%	- -	- -	- -	- -	- -	- -	65 4%	16 4%	2 14%	14 4%	70 4%
Wales	98 5%	- -	98 95%CADEFGHIJKL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	80 5%	18 5%	* 3%	13 4%	85 5%
West	64 3%	- -	- -	64 4%A	- -	1 1%	- -	14 8%ABdEFHIJK	- -	- -	- -	- -	49 26%ABDEFGHIJK	48 %	14 4%	2 14%	6 1%	59 3%p

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 20
Which of the following ITV regions do you live in?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Westcountry	116	-	-	116	-	-	-	2	-	-	-	-	115	100	16	-	19	98
	6%	-	-	7%AB	-	-	-	1%	-	-	-	-	62%ABDEFGHIJK	6%	4%	-	5%	6%
Yorkshire	217	-	-	217	-	-	183	-	31	2	-	-	-	173	43	1	37	180
	11%	-	-	12%AB	-	-	99%ABDEGHIJKL	-	22%ABDEGIJKL	1%	-	-	-	11%	11%	4%	10%	11%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 21
Marital Status
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Single	582 28%	293 29%	289 28%	193 79%DEFGHIJ	147 42%EFGHJ	99 28%fGHJ	79 22%GHJ	40 13%HJ	24 5%	340 57%DEFGHJ	64 9%h	146 27%M	209 37%KMn	80 18%	147 30%M	97 35%	278 32%
NET: Married/ Civil partnership/ co habiting	1184 57%	613 61%B	570 54%	49 20%	192 55%CI	215 62%CI	226 61%CI	208 68%CDI	294 65%CDI	241 41%C	502 66%CDI	342 62%LN	265 46%	315 70%KLN	262 53%L	141 52%	509 58%
Married	908 44%	468 46%b	441 42%	17 7%	117 34%CI	150 43%CDI	175 47%CDI	171 56%CDEfI	278 62%CDEFI	135 23%C	449 60%CDEFI	264 48%LN	205 36%	245 55%kLN	195 40%	96 35%	351 40%
Civil Partnership	19 1%	14 1%b	5 1%	6 2%GJ	3 1%	6 2%gj	3 1%	- -	3 1%	8 1%gj	3 *	1 *	4 1%	9 2%K	5 1%	1 1%	11 1%
Co Habiting	256 12%	132 13%	124 12%	26 11%H	72 21%CFGHJ	59 17%cHJ	49 13%HJ	37 12%HJ	13 3%	98 17%HJ	50 7%H	77 14%I	56 10%	60 13%	63 13%	44 16%	148 17%
NET: Widowed/ separated/ divorced	283 14%	98 10%	185 18%A	- -	4 1%	32 9%CDI	60 16%CDEI	58 19%CDEI	130 29%CDEFGI	4 1%	188 25%CDEFgI	59 11%	94 16%K	54 12%	77 16%K	34 13%	85 10%
Widowed	64 3%	14 1%	49 5%A	- -	1 *	1 *	4 1%	11 4%CDEfI	47 10%CDEFGI	1 *	57 8%CDEFGI	17 3%	24 4%M	6 1%	16 3%	7 2%p	7 1%
Separated	48 2%	24 2%	24 2%	- -	1 *	12 3%CDI	12 3%CDI	8 3%CDI	15 3%CDI	1 *	23 3%CDI	7 1%	7 1%	15 3%I	19 4%KL	5 2%	18 2%
Divorced	172 8%	60 6%	111 11%A	- -	2 1%	19 6%CDI	44 12%CDEI	39 13%CDEI	68 15%CDEI	2 *	107 14%CDEI	35 6%	62 11%K	33 7%	43 9%	22 8%	60 7%
Prefer not to answer	12 1%	6 1%	6 1%	3 1%j	4 1%j	2 1%	2 1%	- -	1 *	7 1%j	1 *	4 1%	4 1%	1 *	3 1%	1 *	9 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 21
Marital Status
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Single	582 28%	62 33%EFhI	27 26%	494 28%	19 23%	41 18%	42 22%	61 33%EfhI	32 22%	36 17%	111 41%BDEFHIk	93 32%EFhIk	60 32%EfhI	445 27%	126 32%	11 63%	108 29%	474 28%
NET: Married/ Civil partnership/ co habiting	1184 57%	100 54%	64 62%J	1020 58%	47 56%	151 66%AgJKL	119 64%aJKl	104 56%	92 64%JK	137 66%AgJKL	123 46%	149 52%	100 54%	966 59%	214 54%	4 24%	230 61%	954 57%
Married	908 44%	70 38%	55 54%AJkl	783 44%	41 50%J	107 47%J	95 51%AJk	80 43%	67 46%J	106 51%AJk	91 34%	118 41%	78 42%	729 44%	176 44%	4 21%	169 45%	740 44%
Civil Partnership	19 1%	2 1%	- -	18 1%	- -	- -	7 4%bEhKl	3 1%k	* *	3 1%	4 1%	- -	1 1%	17 1%	3 1%	- -	5 1%	14 1%
Co Habiting	256 12%	28 15%	8 8%	220 12%	5 6%	44 19%BDFgJKl	17 9%	21 11%	24 17%df	29 14%	28 10%	31 11%	21 11%	220 13%N	35 9%	* 3%	55 15%	200 12%
NET: Widowed/ separated/ divorced	283 14%	23 12%	10 10%	250 14%	16 20%	34 15%	25 13%	20 11%	20 14%	33 16%	32 12%	44 15%	26 14%	226 14%	55 14%	2 14%	39 10%	244 15%p
Widowed	64 3%	10 5%gI	1 1%	53 3%	4 5%	14 6%bfgIk	4 2%	3 1%	5 3%	2 1%	8 3%	7 2%	7 4%	49 3%	14 4%	- -	10 3%	54 3%
Separated	48 2%	6 3%fj	1 1%	40 2%	5 6%FJl	5 2%	1 1%	4 2%	2 2%	12 6%FJL	2 1%	7 2%	2 1%	41 2%	7 2%	- -	12 3%	36 2%
Divorced	172 8%	6 3%	8 8%	157 9%A	8 9%	15 7%	20 11%A	13 7%	13 9%a	19 9%a	22 8%a	31 11%A	17 9%a	136 8%	34 8%	2 14%	17 4%	155 9%P
Prefer not to answer	12 1%	2 1%	2 2%	8 *	1 1%	1 *	1 *	1 *	- -	1 *	2 1%	3 1%	- -	8 *	4 1%	- -	1 *	11 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 22

Which of the following cities do you live in, or nearest to?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Glasgow	90	45	44	5	25	15	12	17	16	30	33	18	25	21	25	7	48
	4%	4%	4%	2%	7%CFh	4%	3%	6%c	4%	5%	4%	3%	4%	5%	5%	3%	5%
Edinburgh	72	43	29	7	13	21	7	11	12	21	23	21	25	15	12	14	27
	4%	4%	3%	3%	4%	6%FHJ	2%	4%	3%	3%	3%	4%	4%	3%	2%	5%	3%
Newcastle	83	54	29	6	11	8	18	15	26	17	40	23	20	20	20	16	25
	4%	5%B	3%	2%	3%	2%	5%	5%	6%Ei	3%	5%Ei	4%	4%	4%	4%	6%p	3%
Leeds	94	41	53	10	9	21	11	22	21	19	43	27	18	24	25	5	47
	5%	4%	5%	4%	3%	6%dfi	3%	7%DFI	5%	3%	6%dfi	5%	3%	5%	5%	2%	5%O
Hull	30	16	14	4	2	2	5	2	16	6	18	9	9	9	4	5	6
	1%	2%	1%	2%	*	1%	1%	1%	3%DEGI	1%	2%de	2%	2%	2%	1%	2%	1%
Sheffield	53	27	26	5	7	11	13	5	12	12	18	13	16	11	14	6	24
	3%	3%	2%	2%	2%	3%	3%	2%	3%	2%	2%	2%	3%	3%	3%	2%	3%
Manchester	153	82	71	10	29	26	25	22	41	39	62	44	40	30	38	15	66
	7%	8%	7%	4%	8%	8%	7%	7%	9%c	7%	8%c	8%	7%	7%	8%	6%	7%
Liverpool	67	35	32	7	9	7	17	10	17	16	27	14	22	17	15	7	26
	3%	3%	3%	3%	3%	2%	5%e	3%	4%	3%	4%	3%	4%	4%	3%	3%	3%
Nottingham	83	38	46	19	9	15	17	9	14	28	23	20	20	19	24	12	38
	4%	4%	4%	8%DGHJ	3%	4%	5%	3%	3%	5%	3%	4%	4%	4%	5%	4%	4%
Birmingham	168	85	83	24	39	31	24	18	32	64	50	57	41	33	37	21	84
	8%	8%	8%	10%	11%fGJ	9%	7%	6%	7%	11%fGJ	7%	10%l	7%	7%	8%	8%	10%
Norwich	93	40	53	4	12	27	11	16	23	17	39	16	25	28	24	12	41
	5%	4%	5%	2%	3%	8%CDFI	3%	5%	5%	3%	5%ci	3%	4%	6%K	5%	5%	5%
Milton Keynes	57	22	35	9	11	12	5	10	10	20	21	10	15	18	14	2	29
	3%	2%	3%	4%	3%	3%	1%	3%	2%	3%	3%	2%	3%	4%k	3%	1%	3%o
Brighton	49	19	30	2	7	7	10	10	12	9	22	11	16	10	12	3	24
	2%	2%	3%	1%	2%	2%	3%	3%	3%	1%	3%	2%	3%	2%	2%	1%	3%
Oxford	24	11	13	2	5	1	7	3	6	7	9	2	6	5	10	3	12
	1%	1%	1%	1%	1%	*	2%e	1%	1%	1%	1%	*	1%	1%	2%K	1%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 22

Which of the following cities do you live in, or nearest to?

Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
London	451	214	237	69	97	75	75	61	74	166	135	142	146	84	79	67	211
	22%	21%	23%	28%fgHJ	28%fGHJ	22%	20%	20%	17%	28%eFGHJ	18%	26%MN	26%MN	19%	16%	25%	24%
Southampton	68	40	28	13	12	10	7	5	21	25	27	24	16	10	18	8	24
	3%	4%	3%	5%fg	4%	3%	2%	2%	5%Fg	4%f	4%	4%	3%	2%	4%	3%	3%
Bristol	73	38	35	12	15	9	17	8	12	27	21	28	21	13	11	18	31
	4%	4%	3%	5%	4%	2%	5%	3%	3%	5%	3%	5%N	4%	3%	2%	7%p	4%
Plymouth	68	24	44	10	4	3	17	18	16	15	34	19	20	10	19	17	18
	3%	2%	4%A	4%dE	1%	1%	5%DE	6%DEI	4%dE	2%	4%DE	3%	4%	2%	4%	6%P	2%
Cardiff	70	37	33	4	16	10	18	8	13	21	20	12	18	23	16	17	25
	3%	4%	3%	2%	5%	3%	5%	3%	3%	4%	3%	2%	3%	5%k	3%	6%P	3%
None of these	213	98	115	19	17	35	52	35	55	36	90	39	53	49	73	18	76
	10%	10%	11%	8%	5%	10%Di	14%cDI	12%DI	12%DI	6%	12%DI	7%	9%	11%k	15%KL	7%	9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 22
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Glasgow	90 4%	90 48%CBDEFGHIJKL	-	-	-	-	-	-	-	-	-	-	-	81 5%N	9 2%	-	23 6%	66 4%
Edinburgh	72 4%	72 39%CBDEFGHIJKL	-	-	-	-	-	-	-	-	-	-	-	58 4%	14 4%	-	21 6%Q	51 3%
Newcastle	83 4%	-	-	83 5%Ab	74 90%ABEFGHIJKL	8 4%AfGhIJK	1 *	-	-	-	-	-	-	62 4%	18 5%	2 14%	15 4%	68 4%
Leeds	94 5%	-	-	94 5%AB	4 5%AbEGHIJKL	-	90 49%ABDEGHIJKL	-	-	-	-	-	-	72 4%	22 6%	-	16 4%	78 5%
Hull	30 1%	-	-	30 2%	-	-	24 13%ABDEGHIJKL	-	6 4%AbEGIJKL	-	-	-	-	25 2%	5 1%	-	4 1%	26 2%
Sheffield	53 3%	-	-	53 3%A	-	-	48 26%ABDEGHIJKL	-	6 4%AbEGIJKL	-	-	-	-	44 3%	9 2%	1 4%	9 2%	44 3%
Manchester	153 7%	-	1 1%k	151 9%AB	-	143 63%ABDFGHIJKL	3 2%jK	3 2%jk	2 1%k	-	-	-	-	121 7%	32 8%	-	37 10%q	115 7%
Liverpool	67 3%	-	13 13%CADFGHIJKL	54 3%A	-	54 24%AbDFGHIJKL	-	-	-	-	-	-	-	57 3%	9 2%	1 8%	15 4%	52 3%
Nottingham	83 4%	-	-	83 5%Ab	-	-	6 3%AEGJKL	-	76 52%ABDEFGHIJKL	2 1%	-	-	-	73 4%	10 3%	-	21 5%	63 4%
Birmingham	168 8%	-	-	168 9%AB	-	-	1 *	154 83%ABDEFHIJKL	13 9%ABDEFIJKL	-	-	-	-	132 8%	36 9%	-	29 8%	139 8%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 22
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Norwich	93	-	-	93	-	-	-	-	*	93	-	-	-	80	13	-	11	82
	5%	-	-	5%AB	-	-	-	-	*	45%ABDEFGH JKL	-	-	-	5%	3%	-	3%	5%
Milton Keynes	57	-	-	57	-	-	-	-	17	28	-	12	-	41	15	1	10	47
	3%	-	-	3%A	-	-	-	-	12%ABDEFG JKL	14%ABDEFGJ KL	-	4%AbEFGJL	-	3%	4%	4%	3%	3%
Brighton	49	-	-	49	-	-	-	-	-	-	-	49	-	39	9	1	9	39
	2%	-	-	3%a	-	-	-	-	-	-	-	17%ABDEFGH IJL	-	2%	2%	4%	2%	2%
Oxford	24	-	-	24	-	-	-	3	1	-	-	16	4	18	6	-	6	18
	1%	-	-	1%	-	-	-	1%	1%	-	-	6%ABdEFgH IJ	2%aEfiJ	1%	1%	-	2%	1%
London	451	-	-	451	-	-	-	-	1	51	268	131	-	346	98	7	87	364
	22%	-	-	25%AB	-	-	-	-	1%	25%ABDEF GHL	100%ABDEFG HIKL	46%ABDEFGH IL	-	21%	25%	42%	23%	22%
Southampton	68	-	-	68	-	-	-	-	-	-	-	50	18	48	19	2	11	58
	3%	-	-	4%Ab	-	-	-	-	-	-	-	17%ABDEFG HIJL	10%ABDEFGH% IJ		5%	10%	3%	3%
Bristol	73	-	-	73	-	-	-	2	-	-	-	-	72	59	14	-	15	58
	4%	-	-	4%Ab	-	-	-	1%	-	-	-	-	39%ABDEFGH% IJK		4%	-	4%	3%
Plymouth	68	-	-	68	-	-	-	-	-	-	-	-	68	60	9	-	9	59
	3%	-	-	4%Ab	-	-	-	-	-	-	-	-	37%ABDEFGH% IJK		2%	-	2%	4%
Cardiff	70	-	70	-	-	-	-	-	-	-	-	-	-	59	10	*	12	57
	3%	-	68%CADEFGH IJKL	-	-	-	-	-	-	-	-	-	-	4%	2%	3%	3%	3%
None of these	213	24	19	171	5	22	13	23	23	32	-	30	23	169	43	2	16	197
	10%	13%J	18%CDeFJk	10%	6%J	10%J	7%J	12%J	16%dFJ	16%dFJ	-	11%J	13%J	10%	11%	12%	4%	12%P

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 23

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

			Gender		Age								Social Grade				Employment Sector	
		Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base		2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base		2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Up to £7,000	(3.5)	89	40	49	36	15	11	9	11	6	51	17	5	35	5	44	3	31
		4%	4%	5%	15%DEFGHiJ	4%H	3%h	3%	4%h	1%	9%dEFGHJ	2%	1%	6%KM	1%	9%KM	1%	3%
£7,001 to £14,000	(10.5)	292	109	183	31	41	42	49	48	81	72	129	32	58	40	162	16	93
		14%	11%	17%A	13%	12%	12%	13%	16%	18%DEfI	12%	17%deI	6%	10%K	9%	33%KLM	6%	11%o
£14,001 to £21,000	(17.5)	380	170	210	24	46	64	68	55	123	70	178	79	109	86	106	32	146
		18%	17%	20%	10%	13%	18%CI	19%CI	18%CI	27%CDEFGI	12%	24%CDfgI	14%	19%k	19%	22%K	12%	17%
£21,001 to £28,000	(24.5)	390	199	192	31	58	54	68	74	104	90	178	86	125	104	75	61	155
		19%	20%	18%	13%	17%	16%	19%	24%CdEI	23%CdEI	15%	24%CDEfI	16%	22%KN	23%KN	15%	22%	18%
£28,001 to £34,000	(31)	349	176	173	22	53	58	84	67	66	75	133	128	90	79	52	72	162
		17%	17%	17%	9%	15%c	17%C	23%CDeHIj	22%CdHI	15%c	13%	18%CI	23%LmN	16%N	18%N	11%	26%P	18%
£34,001 to £41,000	(37.5)	165	97	68	14	30	38	33	25	25	44	50	57	49	49	10	30	93
		8%	10%B	6%	6%	9%	11%cHJ	9%	8%	6%	7%	7%	10%N	9%N	11%N	2%	11%	10%
£41,001 to £48,000	(44.5)	96	46	50	17	24	17	24	6	7	42	13	31	24	34	7	13	61
		5%	5%	5%	7%GHJ	7%GHJ	5%gHJ	6%GHJ	2%	1%	7%GHJ	2%	6%N	4%N	8%IN	1%	5%	7%
£48,001 to £55,000	(51.5)	55	35	20	3	26	11	4	4	5	30	9	29	18	3	4	15	26
		3%	3%b	2%	1%	8%CEFGHJ	3%hj	1%	1%	1%	5%cFGHJ	1%	5%MN	3%MN	1%	1%	5%	3%
£55,001 to £62,000	(58.5)	39	25	14	10	16	5	6	2	-	27	2	20	12	6	1	16	19
		2%	2%b	1%	4%GHJ	5%EFGHJ	1%Hj	2%HJ	1%	-	4%EFGHJ	*	4%mN	2%N	1%	*	6%P	2%
£62,001 to £69,000	(65.5)	17	13	4	-	3	9	5	-	-	3	-	11	1	5	-	2	16
		1%	1%b	*	-	1%J	3%CGHIJ	1%gHJ	-	-	1%	-	2%LN	*	1%n	-	1%	2%
£69,001 to £76,000	(72.5)	11	9	2	-	7	4	-	-	-	7	-	5	1	5	-	2	9
		1%	1%b	*	-	2%FGHJ	1%fgHJ	-	-	-	1%fhJ	-	1%n	*	1%n	-	1%	1%
£76,001 to £83,000	(79.5)	6	5	1	-	4	1	-	1	-	4	1	5	1	-	-	1	4
		*	*	*	-	1%hJ	*	-	*	-	1%	*	1%n	*	-	-	*	*
£83,001 or more	(86)	27	17	10	5	4	9	5	1	3	9	4	15	10	1	-	2	15
		1%	2%	1%	2%	1%	2%ghJ	1%	*	1%	2%	1%	3%MN	2%mN	*	-	1%	2%
Prefer not to answer		146	72	74	50	19	23	13	13	28	69	41	48	38	31	30	8	52
		7%	7%	7%	21%DEFGHIJ	5%	6%	4%	4%	6%	12%DEFGHJ	5%	9%	7%	7%	6%	3%	6%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 23
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
Average income (£000's)	26.44	28.54B	24.41	24.69	31.24CFGHJ	29.38CGHJ	27.08GHJ	24.13h	22.29	28.80cGHJ	23.04	33.29LMN	26.56N	27.79N	17.57	31.65	29.46

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 23
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

			Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
		Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base		2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base		2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Up to £7,000	(3.5)	89	7	5	77	5	10	4	6	7	5	28	8	6	51	35	3	6	83
		4%	4%	4%	4%	6%	5%	2%	3%	5%	2%	10%AeFGIKL	3%	3%	3%	9%M	15%	2%	5%P
£7,001 to £14,000	(10.5)	292	27	16	248	15	26	39	27	23	30	25	37	27	215	73	4	39	253
		14%	15%	16%	14%	18%	11%	21%EJK	15%	16%j	14%	9%	13%	14%	13%	18%M	21%	10%	15%P
£14,001 to £21,000	(17.5)	380	34	17	330	12	53	38	28	27	42	31	56	43	297	80	3	53	328
		18%	18%	17%	19%	14%	23%gJ	20%J	15%	19%j	20%J	12%	19%J	23%gJ	18%	20%	16%	14%	19%P
£21,001 to £28,000	(24.5)	390	35	27	329	26	47	38	41	26	36	38	42	35	321	67	3	82	308
		19%	19%	26%JK	19%	31%ahiJKl	21%	21%	22%jk	18%	18%	14%	15%	19%	20%	17%	17%	22%	18%
£28,001 to £34,000	(31)	349	35	16	299	17	46	25	39	22	36	37	50	27	294	56	-	65	284
		17%	19%	16%	17%	20%	20%	14%	21%	15%	18%	14%	17%	15%	18%	14%	-	17%	17%
£34,001 to £41,000	(37.5)	165	14	7	144	6	14	15	11	6	20	28	24	20	150	14	*	47	118
		8%	7%	7%	8%	7%	6%	8%	6%	4%	10%	11%h	8%	11%h	9%N	4%	3%	12%Q	7%
£41,001 to £48,000	(44.5)	96	6	3	87	*	10	7	7	13	11	15	16	8	87	9	-	24	72
		5%	3%	3%	5%	*	4%	4%	4%	9%aDg	5%	5%	5%	5%	5%N	2%	-	6%	4%
£48,001 to £55,000	(51.5)	55	4	4	46	-	8	2	2	3	4	12	13	2	52	2	-	13	42
		3%	2%	4%	3%	-	4%	1%	1%	2%	2%	4%g	5%fgl	1%	3%N	1%	-	3%	2%
£55,001 to £62,000	(58.5)	39	4	2	32	2	6	2	2	2	1	12	3	3	24	15	-	13	26
		2%	2%	2%	2%	2%	3%	1%	1%	1%	*	5%gIK	1%	2%	1%	4%M	-	4%Q	2%
£62,001 to £69,000	(65.5)	17	5	-	12	-	1	-	-	1	2	3	6	-	16	1	-	5	12
		1%	3%Cefgl	-	1%	-	*	-	-	*	1%	1%	2%fl	-	1%	*	-	1%	1%
£69,001 to £76,000	(72.5)	11	2	-	9	-	-	-	5	1	-	2	1	-	11	-	-	3	8
		1%	1%	-	1%	-	-	-	3%EfiKL	1%	-	1%	*	-	1%	-	-	1%	*
£76,001 to £83,000	(79.5)	6	-	-	6	-	-	-	-	-	-	4	-	2	5	1	-	1	5
		*	-	-	*	-	-	-	-	-	-	1%	-	1%k	*	*	-	*	*
£83,001 or more	(86)	27	2	-	25	-	1	-	3	-	5	8	7	-	22	5	-	5	21
		1%	1%	-	1%	-	1%	-	2%	-	2%fl	3%FhL	2%fl	-	1%	1%	-	1%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by ComRes

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 23
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
Prefer not to answer	146 7%	13 7%E	6 6%	127 7%	1 1%	5 2%	15 8%dE	15 8%E	13 9%dE	16 8%E	24 9%dE	25 9%dE	13 7%E	99 6%	42 11%M	5 29%	23 6%	123 7%
Average income (£000's)	26.44	26.73F	24.43	26.52	22.80	25.78f	23.09	26.79F	24.76	26.61F	30.47aBDEFHiL	28.48bDeFhL	25.06	27.40N	22.65	14.89	30.05Q	25.62

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Free Beer Survey

ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 24

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

		Gender		Age								Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	Under 35s (i)	55+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Public (o)	Pri-vate (p)
Unweighted base	2061	1134	927	178	293	347	408	349	486	471	835	558	589	352	562	238	821
Weighted base	2061	1010	1051	245	347	347	367	306	448	592	754	551	571	449	490	272	882
NET: Yes	412	220	192	26	46	53	84	71	132	72	203	74	84	75	179	36	89
	20%	22%b	18%	10%	13%	15%	23%CDEI	23%CDEI	30%CDEfgI	12%	27%CDEI	13%	15%	17%	37%KLM	13%	10%
Yes - physical condition	256	140	116	8	14	31	53	48	102	22	150	38	53	53	112	18	49
	12%	14%	11%	3%	4%	9%CDI	14%CDEI	16%CDEI	23%CDEFGI	4%	20%CDEfI	7%	9%	12%K	23%KLM	6%	6%
Yes - disability	165	96	69	6	17	17	41	36	49	23	85	24	38	27	77	13	30
	8%	10%B	7%	2%	5%	5%	11%CDEI	12%CDEI	11%CDEI	4%	11%CDEI	4%	7%	6%	16%KLM	5%	3%
Yes - mental condition	115	61	54	17	27	24	29	10	7	44	18	18	16	17	63	11	28
	6%	6%	5%	7%HJ	8%GHJ	7%gHJ	8%GHJ	3%	2%	7%GHJ	2%	3%	3%	4%	13%KLM	4%	3%
Yes - other	18	14	5	-	1	2	3	5	7	1	12	4	3	2	9	1	*
	1%	1%b	*	-	*	1%	1%	2%I	2%I	*	2%I	1%	1%	*	2%	*	*
No	1616	778	838	217	290	291	279	228	311	506	539	467	482	371	296	234	784
	78%	77%	80%	88%FGHJ	83%FGHJ	84%FGHJ	76%h	75%	69%	86%FGHJ	72%	85%N	84%N	83%N	60%	86%	89%
Prefer not to say	33	13	20	3	11	3	4	7	5	14	12	11	5	3	15	3	9
	2%	1%	2%	1%	3%eh	1%	1%	2%	1%	2%	2%	2%	1%	1%	3%LM	1%	1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p

Alcohol Free Beer Survey
ONLINE Fieldwork: 12th-14th December 2014

Absolutes/col percents

Table 24

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

		Region												Ever Drink Alcohol			Reducing/ giving up alcohol in January	
	Total	Scotland (a)	Wales (b)	NET: England (c)	North East (d)	North West (e)	Yorkshire & Humberside (f)	West Midlands (g)	East Midlands (h)	Eastern (i)	London (j)	South East (k)	South West (l)	Yes (m)	No (n)	Don't know (o)	Yes (p)	No (q)
Unweighted base	2061	187	118	1756	86	226	206	166	146	193	220	309	204	1645	399	17	362	1699
Weighted base	2061	185	103*	1772	82*	227	185	185	144	206	268	289	185	1644	399	17**	378	1683
NET: Yes	412	45	22	344	23	52	40	36	31	41	20	50	52	301	108	2	68	343
	20%	24%J	22%J	19%	28%Jk	23%J	21%J	20%J	21%J	20%J	7%	17%J	28%JK	18%	27%M	14%	18%	20%
Yes - physical condition	256	26	12	218	15	27	25	25	18	33	10	32	32	188	66	2	33	222
	12%	14%J	11%J	12%	18%J	12%J	13%J	14%J	13%J	16%J	4%	11%J	17%Jk	11%	16%M	14%	9%	13%p
Yes - disability	165	18	10	138	11	32	14	14	11	9	11	19	18	111	54	1	23	143
	8%	10%ij	10%	8%	13%IJ	14%fgIJK	7%	7%	8%	4%	4%	7%	10%iJ	7%	14%M	4%	6%	8%
Yes - mental condition	115	17	7	91	5	6	12	9	10	10	8	12	19	84	29	2	27	88
	6%	9%CEJk	6%	5%	6%	3%	7%	5%	7%	5%	3%	4%	10%EgiJK	5%	7%	10%	7%	5%
Yes - other	18	1	1	16	2	*	1	1	3	4	2	2	2	12	6	-	3	15
	1%	1%	1%	1%	2%	*	1%	*	2%	2%	1%	1%	1%	1%	2%	-	1%	1%
No	1616	138	78	1400	58	171	141	145	111	163	243	235	133	1324	278	14	304	1312
	78%	74%	76%	79%	71%	75%	76%	78%	77%	79%	91%ABDEFG HIKL	81%L	72%	80%N	70%	82%	81%	78%
Prefer not to say	33	3	3	28	1	4	5	4	2	1	5	4	1	20	13	1	5	28
	2%	1%	3%	2%	1%	2%	3%	2%	2%	1%	2%	1%	1%	1%	3%M	4%	1%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/c - b/c - a/b/d/e/f/g/h/i/j/k/l - m/n/o - p/q
*** small base; ** very small base (under 30) ineligible for sig testing**

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Do you ever drink alcohol (including beers, wines and spirit-based drinks)?	Base: All respondents	2061
●	2	1	Q.1 Do you ever drink alcohol (including beers, wines and spirit-based drinks)?	Base: All respondents	2061
●	3	2	Q.2 After the Christmas festivities, which of the following do you anticipate doing in January?	Base: All respondents who ever drink alcohol	1645
●	4	2	Q.2 After the Christmas festivities, which of the following do you anticipate doing in January?	Base: All respondents who ever drink alcohol	1645
●	5	3	Q.3 Which, if any, of the following statements about alcohol-free beer apply to you?	Base: All respondents	2061
●	6	3	Q.3 Which, if any, of the following statements about alcohol-free beer apply to you?	Base: All respondents	2061
●	7	4	Q.4 Which of the following, if any, describes your main reasons for choosing an alcohol-free beer during the Christmas holidays?	Base: All respondents who intend to/are likely to drink alcohol-free beer during the Christmas holidays/ January	252
●	8	4	Q.4 Which of the following, if any, describes your main reasons for choosing an alcohol-free beer during the Christmas holidays?	Base: All respondents who intend to/are likely to drink alcohol-free beer during the Christmas holidays/ January	252
●	9	5	Gender	Base: All respondents	2061
●	10	5	Gender	Base: All respondents	2061
●	11	6	Age	Base: All respondents	2061
●	12	6	Age	Base: All respondents	2061
●	13	7	Social Grade	Base: All respondents	2061
●	14	7	Social Grade	Base: All respondents	2061
●	15	8	GO Region	Base: All respondents	2061

	Page	Table	Title	Base Description	Base
●	16	8	GO Region	Base: All respondents	2061
●	17	8	GO Region	Base: All respondents	2061
●	18	9	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2061
●	19	9	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2061
●	20	10	Tenure	Base: All respondents	2061
●	21	10	Tenure	Base: All respondents	2061
●	22	11	What is the highest educational level that you have achieved to date?	Base: All respondents	2061
●	23	11	What is the highest educational level that you have achieved to date?	Base: All respondents	2061
●	24	12	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2061
●	25	12	Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?	Base: All respondents	2061
●	26	13	How many cars are there in your household?	Base: All respondents	2061
●	27	13	How many cars are there in your household?	Base: All respondents	2061
●	28	14	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2061
●	29	14	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2061

	Page	Table	Title	Base Description	Base
●	30	15	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2061
●	31	15	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2061
●	32	16	Which of the following best describes where you live?	Base: All respondents	2061
●	33	16	Which of the following best describes where you live?	Base: All respondents	2061
●	34	17	Which of the following best describes your current working status?	Base: All respondents	2061
●	35	17	Which of the following best describes your current working status?	Base: All respondents	2061
●	36	18	Do you work in any of the following occupations?	Base: All respondents who work	1059
●	37	18	Do you work in any of the following occupations?	Base: All respondents who work	1154
●	38	18	Do you work in any of the following occupations?	Base: All respondents who work	1059
●	39	18	Do you work in any of the following occupations?	Base: All respondents who work	1154
●	40	19	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2061
●	41	19	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2061
●	42	20	Which of the following ITV regions do you live in?	Base: All respondents	2061
●	43	20	Which of the following ITV regions do you live in?	Base: All respondents	2061

	Page	Table	Title	Base Description	Base
●	44	20	Which of the following ITV regions do you live in?	Base: All respondents	2061
●	45	21	Marital Status	Base: All respondents	2061
●	46	21	Marital Status	Base: All respondents	2061
●	47	22	Which of the following cities do you live in, or nearest to?	Base: All respondents	2061
●	48	22	Which of the following cities do you live in, or nearest to?	Base: All respondents	2061
●	49	22	Which of the following cities do you live in, or nearest to?	Base: All respondents	2061
●	50	22	Which of the following cities do you live in, or nearest to?	Base: All respondents	2061
●	51	23	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2061
●	52	23	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2061
●	53	23	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2061
●	54	23	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2061
●	55	24	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2061

	Page	Table	Title	Base Description	Base
●	56	24	Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?	Base: All respondents	2061