



Channel 4 News – Drinking habits survey

METHODOLOGY NOTE

ComRes interviewed 509 British people aged 16-30 and 610 British people aged 60 and over online on the 24th and 25th September 2014. Data were weighted to be representative of GB adults in each age group. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a regular newsletter update on the polls, please email: pollwatch@comres.co.uk

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 1

Q.1 In the last week, on how many of those seven days did you drink an alcoholic drink?

Base: All respondents

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
0	393 18%	141 13%	252 23%	64 21%	64 18%	69 20%	71 19%	52 17%	73 16%	98 19%	94 16%	94 17%	98 17%	84 18%	116 22%	46 15%	143 16%
1	379 18%	171 16%	208 19%	69 22%	62 18%	72 21%	75 20%	42 14%	58 13%	105 20%	73 13%	85 15%	112 19%	82 18%	100 19%	69 23%	150 17%
2	300 14%	162 15%	138 13%	40 13%	55 15%	59 17%	43 12%	50 17%	52 11%	66 13%	71 12%	78 14%	92 16%	69 15%	60 12%	58 19%	148 17%
3	238 11%	136 13%	102 9%	30 10%	47 13%	34 10%	46 13%	32 11%	49 11%	61 12%	60 10%	64 11%	58 10%	65 14%	50 10%	30 10%	116 13%
4	134 6%	78 7%	57 5%	18 6%	16 4%	21 6%	27 7%	16 5%	37 8%	29 6%	42 7%	54 10%	41 7%	21 4%	18 4%	14 5%	66 8%
5	109 5%	63 6%	46 4%	9 3%	8 2%	26 7%	9 3%	19 6%	38 8%	14 3%	47 8%	38 7%	26 4%	26 6%	19 4%	14 5%	53 6%
6	78 4%	48 5%	30 3%	3 1%	10 3%	12 3%	14 4%	14 5%	26 6%	9 2%	28 5%	23 4%	14 2%	26 5%	15 3%	10 3%	28 3%
7	151 7%	99 9%	51 5%	2 1%	10 3%	9 2%	31 8%	31 10%	68 15%	5 1%	84 15%	54 10%	36 6%	28 6%	32 6%	13 4%	42 5%
I never drink alcohol	363 17%	151 14%	212 19%	76 25%	84 24%	50 14%	52 14%	46 15%	54 12%	128 25%	80 14%	75 13%	111 19%	68 14%	109 21%	46 15%	124 14%
Mean	2.00	2.39	1.63	1.23	1.53	1.81	2.06	2.30	2.81	1.36	2.68	2.40	1.86	2.09	1.65	1.84	2.05
Standard deviation	2.18	2.28	2.01	1.52	1.81	1.92	2.22	2.35	2.54	1.64	2.53	2.31	2.07	2.16	2.10	1.94	2.03
Standard error	0.05	0.07	0.06	0.09	0.10	0.11	0.11	0.13	0.12	0.07	0.10	0.09	0.08	0.12	0.09	0.11	0.07

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 1

Q.1 In the last week, on how many of those seven days did you drink an alcoholic drink?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
0	393 18%	38 20%	18 17%	337 18%	14 15%	41 17%	43 23%	31 16%	38 24%	40 19%	43 16%	52 17%	36 19%
1	379 18%	39 21%	18 16%	322 17%	12 13%	52 21%	39 21%	31 16%	23 14%	47 23%	40 15%	45 15%	34 18%
2	300 14%	23 12%	13 12%	264 14%	17 18%	35 14%	28 15%	36 19%	20 12%	26 12%	32 12%	47 16%	22 12%
3	238 11%	20 11%	7 7%	210 11%	13 13%	26 10%	22 12%	19 10%	22 14%	20 10%	30 11%	39 13%	19 10%
4	134 6%	18 10%	8 7%	109 6%	4 4%	13 5%	9 5%	10 5%	7 4%	8 4%	21 8%	21 7%	16 9%
5	109 5%	7 4%	4 3%	98 5%	5 6%	12 5%	12 6%	6 3%	12 8%	10 5%	13 5%	20 7%	8 4%
6	78 4%	2 1%	7 6%	69 4%	6 7%	8 3%	6 3%	6 3%	7 4%	8 4%	9 3%	9 3%	11 6%
7	151 7%	10 6%	12 11%	129 7%	6 7%	16 7%	9 5%	16 8%	9 5%	14 7%	18 7%	23 8%	17 9%
I never drink alcohol	363 17%	26 14%	22 20%	314 17%	16 17%	43 18%	21 11%	37 19%	22 14%	35 17%	68 25%	44 15%	27 14%
Mean	2.00	1.84	2.20	2.01	2.23	1.92	1.88	1.95	2.01	1.86	1.90	2.19	2.23
Standard deviation	2.18	2.01	2.46	2.18	2.24	2.13	2.03	2.17	2.18	2.16	2.19	2.20	2.34
Standard error	0.05	0.15	0.23	0.05	0.23	0.13	0.14	0.15	0.18	0.17	0.14	0.12	0.16

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 2
Q.2 Do you agree or disagree with the following statements?
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
<u>It's embarrassing when someone my age gets really drunk</u>																	
Agree	1393	669	724	111	177	197	273	229	405	209	506	397	377	270	349	195	500
	65%	64%	66%	36%	50%	56%	74%	76%	89%	40%	87%	70%	64%	58%	67%	65%	58%
Neither agree nor disagree	330	157	173	75	75	64	54	37	26	119	37	67	88	92	83	39	162
	15%	15%	16%	24%	21%	18%	15%	12%	6%	23%	6%	12%	15%	20%	16%	13%	19%
Disagree	421	223	198	125	105	90	41	36	23	189	36	100	124	107	89	66	207
	20%	21%	18%	40%	29%	26%	11%	12%	5%	37%	6%	18%	21%	23%	17%	22%	24%
<u>There's nothing wrong with getting drunk sometimes</u>																	
Agree	1087	548	539	184	225	237	205	126	109	316	152	256	307	256	267	167	518
	51%	52%	49%	59%	63%	67%	56%	42%	24%	61%	26%	45%	52%	55%	51%	56%	60%
Neither agree nor disagree	416	188	229	64	46	41	80	78	107	93	141	109	107	84	117	49	157
	19%	18%	21%	21%	13%	12%	22%	26%	24%	18%	24%	19%	18%	18%	22%	16%	18%
Disagree	641	314	327	62	85	74	84	98	238	107	286	200	175	129	137	84	194
	30%	30%	30%	20%	24%	21%	23%	32%	52%	21%	49%	35%	30%	28%	26%	28%	22%
<u>Getting so drunk that you vomit is a standard part of growing up</u>																	
Agree	527	274	253	93	111	91	94	68	69	153	96	146	144	125	112	77	244
	25%	26%	23%	30%	31%	26%	25%	23%	15%	30%	17%	26%	24%	27%	21%	26%	28%
Neither agree nor disagree	323	159	164	80	51	48	53	42	49	107	59	81	88	80	74	40	134
	15%	15%	15%	26%	14%	14%	14%	14%	11%	21%	10%	14%	15%	17%	14%	13%	15%
Disagree	1294	615	679	138	194	212	222	192	336	256	423	338	357	264	335	182	491
	60%	59%	62%	44%	54%	60%	60%	64%	74%	50%	73%	60%	61%	56%	64%	61%	56%

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Absolutes/col percents

Table 2

Q.2 Do you agree or disagree with the following statements?**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
<u>Drunkenness is fine unless you behave aggressively</u>																	
Agree	777	407	370	149	186	174	131	80	58	256	88	186	205	186	200	110	387
	36%	39%	34%	48%	52%	50%	36%	26%	13%	50%	15%	33%	35%	40%	38%	37%	45%
Neither agree nor disagree	447	229	218	70	65	65	102	68	78	110	99	100	124	103	120	66	193
	21%	22%	20%	22%	18%	18%	28%	23%	17%	21%	17%	18%	21%	22%	23%	22%	22%
Disagree	919	412	507	93	106	113	135	154	319	150	393	279	260	180	201	124	289
	43%	39%	46%	30%	30%	32%	37%	51%	70%	29%	68%	49%	44%	38%	39%	41%	33%
<u>Getting drunk to the point when you throw up is never acceptable</u>																	
Agree	1493	726	767	145	194	222	277	245	410	249	521	402	411	310	370	212	546
	70%	69%	70%	47%	54%	63%	75%	81%	90%	48%	90%	71%	70%	66%	71%	71%	63%
Neither agree nor disagree	368	181	188	86	89	76	58	31	29	138	36	81	101	100	86	47	177
	17%	17%	17%	28%	25%	22%	16%	10%	6%	27%	6%	14%	17%	21%	17%	16%	20%
Disagree	283	142	141	80	73	54	34	26	15	129	22	82	77	59	64	41	146
	13%	14%	13%	26%	21%	15%	9%	9%	3%	25%	4%	15%	13%	13%	12%	14%	17%
<u>I prefer socialising online to drinking with friends</u>																	
Agree	330	164	165	85	86	61	49	21	28	133	36	76	84	75	94	53	143
	15%	16%	15%	27%	24%	17%	13%	7%	6%	26%	6%	13%	14%	16%	18%	18%	17%
Neither agree nor disagree	593	283	310	82	95	89	103	95	128	133	177	137	163	138	155	69	224
	28%	27%	28%	26%	27%	25%	28%	32%	28%	26%	30%	24%	28%	29%	30%	23%	26%
Disagree	1222	602	620	144	176	202	217	185	298	251	367	352	342	256	272	177	502
	57%	57%	57%	46%	49%	57%	59%	61%	66%	49%	63%	62%	58%	55%	52%	59%	58%

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Table 2

Q.2 Do you agree or disagree with the following statements?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
<u>It's embarrassing when someone my age gets really drunk</u>													
Agree	1393 65%	117 63%	67 63%	1209 65%	64 68%	167 68%	121 64%	120 63%	107 67%	137 66%	166 61%	209 70%	117 61%
Neither agree nor disagree	330 15%	30 16%	14 13%	286 15%	14 15%	23 9%	25 13%	32 17%	22 13%	34 16%	54 20%	47 16%	35 18%
Disagree	421 20%	37 20%	26 25%	357 19%	15 16%	56 23%	43 23%	39 20%	32 20%	37 18%	54 20%	43 14%	39 20%
<u>There's nothing wrong with getting drunk sometimes</u>													
Agree	1087 51%	86 47%	58 55%	942 51%	52 55%	132 54%	114 60%	116 61%	69 43%	98 47%	113 41%	151 50%	98 51%
Neither agree nor disagree	416 19%	46 25%	12 11%	359 19%	18 19%	47 19%	24 13%	28 15%	33 21%	43 21%	65 24%	67 22%	33 17%
Disagree	641 30%	52 28%	37 34%	552 30%	25 27%	67 27%	50 27%	47 25%	58 36%	67 32%	96 35%	82 27%	60 31%
<u>Getting so drunk that you vomit is a standard part of growing up</u>													
Agree	527 25%	38 21%	36 33%	453 24%	23 25%	55 22%	44 23%	52 27%	30 18%	70 34%	59 22%	76 25%	45 24%
Neither agree nor disagree	323 15%	31 17%	15 14%	277 15%	14 15%	39 16%	18 10%	31 16%	20 12%	30 14%	40 15%	43 14%	42 22%
Disagree	1294 60%	116 63%	56 52%	1123 61%	56 60%	152 62%	127 67%	108 57%	111 69%	108 52%	175 64%	181 60%	104 55%

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Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
<u>Drunkenness is fine unless you behave aggressively</u>													
Agree	777 36%	60 32%	40 37%	678 37%	41 44%	88 36%	73 39%	90 47%	59 37%	67 32%	96 35%	101 34%	62 32%
Neither agree nor disagree	447 21%	52 28%	18 17%	377 20%	18 19%	53 22%	39 21%	35 18%	39 24%	43 21%	45 17%	65 22%	40 21%
Disagree	919 43%	73 39%	49 46%	798 43%	36 38%	105 43%	76 40%	66 34%	63 39%	97 47%	132 48%	134 45%	89 47%
<u>Getting drunk to the point when you throw up is never acceptable</u>													
Agree	1493 70%	128 70%	73 68%	1292 70%	68 72%	170 69%	134 71%	123 65%	119 74%	146 70%	178 65%	223 74%	130 68%
Neither agree nor disagree	368 17%	32 17%	18 17%	318 17%	13 14%	43 17%	24 13%	32 17%	30 19%	33 16%	57 21%	50 17%	37 19%
Disagree	283 13%	24 13%	16 15%	243 13%	13 14%	33 14%	30 16%	35 18%	11 7%	28 14%	40 15%	27 9%	24 12%
<u>I prefer socialising online to drinking with friends</u>													
Agree	330 15%	16 9%	16 15%	298 16%	12 13%	40 16%	20 11%	29 15%	31 19%	38 18%	64 23%	43 14%	20 10%
Neither agree nor disagree	593 28%	54 29%	33 31%	505 27%	30 32%	67 27%	51 27%	44 23%	37 23%	57 27%	70 26%	78 26%	71 37%
Disagree	1222 57%	114 62%	58 54%	1050 57%	52 55%	139 56%	118 63%	117 62%	92 57%	113 54%	140 51%	179 60%	99 52%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 3

Q.3 For which, if any, of the following reasons do you drink alcohol?**Base: All respondents who ever drink alcohol**

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	1781	865	916	236	262	259	327	279	418	387	523	552	524	278	427	271	753
Weighted base	1781	898	884	235	272	302	317	256	400	388	499	490	478	401	412	254	745
It is part of my social life	942 53%	493 55%	449 51%	142 61%	148 54%	167 56%	164 52%	131 51%	190 47%	231 60%	239 48%	290 59%	264 55%	202 50%	186 45%	143 56%	417 56%
It helps me de-stress after a bad day	561 31%	272 30%	289 33%	82 35%	96 35%	118 39%	122 39%	80 31%	62 15%	132 34%	87 18%	146 30%	165 35%	119 30%	131 32%	102 40%	289 39%
I have a drink with my evening meal	554 31%	298 33%	255 29%	50 21%	65 24%	81 27%	75 24%	91 35%	192 48%	80 21%	230 46%	212 43%	152 32%	104 26%	86 21%	81 32%	205 27%
It marks the end of the day	297 17%	169 19%	128 15%	27 11%	34 12%	61 20%	53 17%	50 20%	72 18%	41 11%	94 19%	102 21%	75 16%	65 16%	55 13%	53 21%	133 18%
It helps me forget about my problems	208 12%	108 12%	100 11%	34 14%	36 13%	35 12%	48 15%	38 15%	17 4%	54 14%	35 7%	46 9%	56 12%	47 12%	59 14%	27 11%	102 14%
It helps relieve physical pain	129 7%	77 9%	52 6%	14 6%	22 8%	18 6%	34 11%	23 9%	17 4%	23 6%	26 5%	32 7%	32 7%	36 9%	28 7%	12 5%	56 8%
I drink when I am lonely	125 7%	72 8%	54 6%	19 8%	20 7%	30 10%	25 8%	19 7%	13 3%	29 7%	18 4%	24 5%	34 7%	28 7%	39 10%	23 9%	52 7%
None of these	297 17%	120 13%	177 20%	40 17%	47 17%	43 14%	52 17%	47 18%	67 17%	67 17%	84 17%	55 11%	80 17%	61 15%	101 24%	26 10%	114 15%

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Q.3 For which, if any, of the following reasons do you drink alcohol?

Base: All respondents who ever drink alcohol

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1781	156	95	1530	82	211	171	164	130	137	188	276	171
Weighted base	1781	158	85	1538	78	203	168	154	138	172	206	256	163
It is part of my social life	942 53%	73 46%	45 53%	824 54%	48 62%	107 53%	88 52%	91 59%	74 53%	84 49%	129 63%	132 51%	72 44%
It helps me de-stress after a bad day	561 31%	50 32%	28 33%	483 31%	27 35%	57 28%	62 37%	46 30%	45 32%	61 35%	60 29%	76 30%	50 30%
I have a drink with my evening meal	554 31%	41 26%	32 38%	481 31%	16 21%	59 29%	48 28%	45 29%	49 36%	42 24%	68 33%	98 38%	55 34%
It marks the end of the day	297 17%	25 16%	17 20%	255 17%	16 20%	35 17%	35 21%	27 18%	23 17%	20 12%	22 11%	48 19%	28 17%
It helps me forget about my problems	208 12%	12 7%	10 12%	187 12%	10 12%	23 11%	17 10%	28 18%	10 8%	21 12%	29 14%	30 12%	18 11%
It helps relieve physical pain	129 7%	10 6%	6 7%	113 7%	5 6%	11 6%	12 7%	12 8%	7 5%	8 5%	20 10%	24 10%	13 8%
I drink when I am lonely	125 7%	6 4%	3 3%	117 8%	6 8%	10 5%	6 4%	14 9%	3 2%	16 9%	26 12%	25 10%	11 7%
None of these	297 17%	38 24%	13 15%	246 16%	12 15%	34 17%	32 19%	23 15%	18 13%	36 21%	28 14%	29 11%	33 20%

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Table 4

Q.3 For which, if any, of the following reasons do you drink alcohol?**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
It is part of my social life	942 44%	493 47%	449 41%	142 46%	148 42%	167 48%	164 44%	131 43%	190 42%	231 45%	239 41%	290 51%	264 45%	202 43%	186 36%	143 48%	417 48%
It helps me de-stress after a bad day	561 26%	272 26%	289 26%	82 26%	96 27%	118 34%	122 33%	80 27%	62 14%	132 26%	87 15%	146 26%	165 28%	119 25%	131 25%	102 34%	289 33%
I have a drink with my evening meal	554 26%	298 28%	255 23%	50 16%	65 18%	81 23%	75 20%	91 30%	192 42%	80 16%	230 40%	212 37%	152 26%	104 22%	86 17%	81 27%	205 24%
It marks the end of the day	297 14%	169 16%	128 12%	27 9%	34 9%	61 17%	53 14%	50 17%	72 16%	41 8%	94 16%	102 18%	75 13%	65 14%	55 11%	53 18%	133 15%
It helps me forget about my problems	208 10%	108 10%	100 9%	34 11%	36 10%	35 10%	48 13%	38 13%	17 4%	54 10%	35 6%	46 8%	56 10%	47 10%	59 11%	27 9%	102 12%
It helps relieve physical pain	129 6%	77 7%	52 5%	14 4%	22 6%	18 5%	34 9%	23 8%	17 4%	23 5%	26 4%	32 6%	32 5%	36 8%	28 5%	12 4%	56 6%
I drink when I am lonely	125 6%	72 7%	54 5%	19 6%	20 6%	30 8%	25 7%	19 6%	13 3%	29 6%	18 3%	24 4%	34 6%	28 6%	39 8%	23 8%	52 6%
None of these	297 14%	120 11%	177 16%	40 13%	47 13%	43 12%	52 14%	47 16%	67 15%	67 13%	84 15%	55 10%	80 14%	61 13%	101 19%	26 9%	114 13%
I never drink alcohol	363 17%	151 14%	212 19%	76 25%	84 24%	50 14%	52 14%	46 15%	54 12%	128 25%	80 14%	75 13%	111 19%	68 14%	109 21%	46 15%	124 14%

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Absolutes/col percents

Table 4

Q.3 For which, if any, of the following reasons do you drink alcohol?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
It is part of my social life	942 44%	73 40%	45 42%	824 44%	48 51%	107 44%	88 46%	91 48%	74 46%	84 40%	129 47%	132 44%	72 38%
It helps me de-stress after a bad day	561 26%	50 27%	28 26%	483 26%	27 29%	57 23%	62 33%	46 24%	45 28%	61 29%	60 22%	76 25%	50 26%
I have a drink with my evening meal	554 26%	41 22%	32 30%	481 26%	16 17%	59 24%	48 25%	45 24%	49 31%	42 20%	68 25%	98 33%	55 29%
It marks the end of the day	297 14%	25 14%	17 16%	255 14%	16 17%	35 14%	35 19%	27 14%	23 15%	20 10%	22 8%	48 16%	28 15%
It helps me forget about my problems	208 10%	12 6%	10 9%	187 10%	10 10%	23 9%	17 9%	28 15%	10 6%	21 10%	29 11%	30 10%	18 10%
It helps relieve physical pain	129 6%	10 5%	6 6%	113 6%	5 5%	11 5%	12 6%	12 6%	7 5%	8 4%	20 7%	24 8%	13 7%
I drink when I am lonely	125 6%	6 3%	3 3%	117 6%	6 7%	10 4%	6 3%	14 7%	3 2%	16 8%	26 9%	25 8%	11 6%
None of these	297 14%	38 20%	13 12%	246 13%	12 12%	34 14%	32 17%	23 12%	18 11%	36 17%	28 10%	29 10%	33 17%
I never drink alcohol	363 17%	26 14%	22 20%	314 17%	16 17%	43 18%	21 11%	37 19%	22 14%	35 17%	68 25%	44 15%	27 14%

Drinking Habits Survey

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Absolutes/col percents

Table 5

Q.4 Which, if any, of the following factors prevents you from drinking alcohol?**Base: All respondents**

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
NET: Any	1441	679	762	235	284	239	241	186	256	394	336	402	383	316	340	222	581
	67%	65%	70%	75%	80%	68%	65%	62%	56%	76%	58%	71%	65%	67%	65%	74%	67%
My health and fitness	968	440	529	125	184	165	157	128	209	221	268	293	250	203	223	143	389
	45%	42%	48%	40%	52%	47%	43%	42%	46%	43%	46%	52%	42%	43%	43%	48%	45%
It is too expensive	682	319	363	115	122	125	125	105	90	185	133	150	191	157	184	98	278
	32%	30%	33%	37%	34%	35%	34%	35%	20%	36%	23%	27%	32%	33%	35%	33%	32%
I don't want it to affect my judgment	567	257	310	86	77	95	92	91	125	135	172	171	167	103	126	87	215
	26%	24%	28%	28%	22%	27%	25%	30%	28%	26%	30%	30%	28%	22%	24%	29%	25%
I worry about getting addicted	196	94	102	37	38	38	30	18	35	62	44	62	47	39	47	38	70
	9%	9%	9%	12%	11%	11%	8%	6%	8%	12%	8%	11%	8%	8%	9%	13%	8%
I worry what my family will think of me if I drink too much	152	75	77	32	20	27	24	28	20	46	35	54	38	28	32	23	57
	7%	7%	7%	10%	6%	8%	7%	9%	4%	9%	6%	9%	6%	6%	6%	8%	7%
I worry what my friends will think of me if I drink too much	131	63	69	22	19	28	20	18	23	34	30	45	34	32	21	21	53
	6%	6%	6%	7%	5%	8%	5%	6%	5%	7%	5%	8%	6%	7%	4%	7%	6%
Avoiding drunken pictures of me appearing on social media	128	53	74	47	29	20	12	10	10	68	14	43	43	19	23	26	46
	6%	5%	7%	15%	8%	6%	3%	3%	2%	13%	2%	8%	7%	4%	4%	9%	5%
In case it damages my future career prospects	108	55	53	37	31	18	12	8	1	55	6	37	31	25	15	28	41
	5%	5%	5%	12%	9%	5%	3%	3%	*	11%	1%	6%	5%	5%	3%	9%	5%
My own religious beliefs	103	39	65	34	29	14	11	7	8	50	12	37	25	17	24	19	39
	5%	4%	6%	11%	8%	4%	3%	2%	2%	10%	2%	7%	4%	4%	5%	6%	4%
My family's religious beliefs	41	19	22	17	13	8	*	2	1	22	1	15	5	16	6	2	25
	2%	2%	2%	6%	4%	2%	*	1%	*	4%	*	3%	1%	3%	1%	1%	3%
My friends' religious beliefs	25	13	12	9	7	4	3	*	1	15	1	9	1	7	8	4	11
	1%	1%	1%	3%	2%	1%	1%	*	*	3%	*	2%	*	1%	2%	1%	1%
None of these	703	370	333	76	72	113	128	116	198	122	243	163	206	153	181	78	288
	33%	35%	30%	25%	20%	32%	35%	38%	44%	24%	42%	29%	35%	33%	35%	26%	33%

Drinking Habits Survey

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Absolutes/col percents

Table 5

Q.4 Which, if any, of the following factors prevents you from drinking alcohol?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
NET: Any	1441	125	72	1244	59	149	118	137	106	135	194	210	135
	67%	68%	67%	67%	62%	61%	63%	72%	66%	65%	71%	70%	71%
My health and fitness	968	87	49	833	39	90	76	94	73	83	131	155	92
	45%	47%	46%	45%	41%	36%	40%	49%	46%	40%	48%	52%	48%
It is too expensive	682	59	37	586	29	70	66	68	57	64	65	98	69
	32%	32%	34%	32%	31%	29%	35%	36%	36%	31%	24%	33%	36%
I don't want it to affect my judgment	567	40	25	502	18	50	40	55	48	64	69	100	58
	26%	22%	23%	27%	19%	20%	21%	29%	30%	31%	25%	33%	31%
I worry about getting addicted	196	15	14	166	8	14	16	13	16	19	36	25	19
	9%	8%	13%	9%	9%	6%	9%	7%	10%	9%	13%	8%	10%
I worry what my family will think of me if I drink too much	152	8	9	135	6	14	16	15	10	14	21	26	14
	7%	4%	8%	7%	6%	6%	9%	8%	6%	7%	8%	9%	7%
I worry what my friends will think of me if I drink too much	131	10	6	115	6	14	7	11	14	14	15	16	18
	6%	6%	5%	6%	6%	6%	4%	6%	9%	7%	6%	5%	9%
Avoiding drunken pictures of me appearing on social media	128	9	6	113	3	13	9	12	9	13	21	17	15
	6%	5%	6%	6%	4%	5%	5%	6%	6%	6%	8%	6%	8%
In case it damages my future career prospects	108	5	6	97	5	11	6	14	8	7	20	13	14
	5%	3%	6%	5%	5%	4%	3%	7%	5%	3%	7%	4%	7%
My own religious beliefs	103	6	4	93	2	11	12	12	8	6	28	13	1
	5%	3%	4%	5%	2%	4%	6%	7%	5%	3%	10%	4%	*
My family's religious beliefs	41	4	1	36	1	1	1	7	-	7	15	4	1
	2%	2%	1%	2%	1%	1%	*	4%	-	3%	6%	1%	*
My friends' religious beliefs	25	6	-	19	2	1	2	3	1	2	7	1	1
	1%	3%	-	1%	2%	*	1%	2%	1%	1%	2%	*	*
None of these	703	59	35	609	36	97	70	53	55	72	80	90	55
	33%	32%	33%	33%	38%	39%	37%	28%	34%	35%	29%	30%	29%

Drinking Habits Survey

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Absolutes/col percents

Table 6
Q.5 Which, if any, of the following statements do you agree with?
Compared to 15 years ago, I believe that young adults today...
Base: All respondents

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Binge drink more	1533 72%	698 67%	836 76%	194 62%	215 60%	231 66%	278 75%	237 78%	377 83%	321 62%	477 82%	389 69%	414 70%	342 73%	388 75%	210 70%	591 68%
Take more illegal drugs	1300 61%	601 57%	699 64%	154 50%	189 53%	181 51%	236 64%	210 69%	329 73%	265 51%	420 72%	316 56%	334 57%	297 63%	353 68%	166 55%	504 58%
Are less community-minded	1031 48%	508 48%	523 48%	124 40%	158 44%	159 45%	179 48%	164 54%	247 54%	201 39%	314 54%	253 45%	275 47%	233 50%	270 52%	139 46%	392 45%
Resort to violence more	998 47%	463 44%	535 49%	116 37%	150 42%	156 44%	189 51%	138 46%	248 55%	206 40%	310 54%	238 42%	256 44%	209 45%	294 57%	123 41%	376 43%
Are better educated	352 16%	167 16%	184 17%	78 25%	42 12%	53 15%	46 13%	54 18%	79 17%	106 21%	106 18%	109 19%	110 19%	69 15%	63 12%	53 18%	127 15%
Are more aware of the impact their actions have on society	302 14%	134 13%	168 15%	44 14%	53 15%	44 13%	59 16%	44 15%	57 13%	74 14%	80 14%	87 15%	92 16%	66 14%	57 11%	55 18%	105 12%
Are more polite	78 4%	45 4%	34 3%	19 6%	11 3%	15 4%	11 3%	8 3%	15 3%	22 4%	19 3%	26 5%	15 2%	26 6%	12 2%	10 3%	32 4%
None of the above	206 10%	119 11%	87 8%	52 17%	40 11%	37 10%	22 6%	20 6%	36 8%	79 15%	43 7%	57 10%	72 12%	33 7%	43 8%	29 10%	91 10%

Drinking Habits Survey

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Absolutes/col percents

Table 6

Q.5 Which, if any, of the following statements do you agree with?

Compared to 15 years ago, I believe that young adults today...

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Binge drink more	1533 72%	129 70%	79 73%	1326 72%	74 78%	182 74%	139 74%	130 68%	122 76%	167 80%	156 57%	218 73%	140 73%
Take more illegal drugs	1300 61%	107 58%	66 62%	1126 61%	60 64%	159 65%	126 67%	117 61%	97 60%	137 66%	134 49%	182 61%	115 60%
Are less community-minded	1031 48%	81 44%	60 56%	890 48%	45 47%	125 51%	91 48%	86 45%	90 56%	119 57%	102 37%	153 51%	79 41%
Resort to violence more	998 47%	75 41%	49 45%	874 47%	44 47%	125 51%	90 48%	75 39%	82 51%	112 54%	115 42%	139 46%	92 48%
Are better educated	352 16%	25 14%	18 17%	308 17%	12 13%	40 16%	38 20%	29 15%	20 12%	33 16%	57 21%	47 16%	32 17%
Are more aware of the impact their actions have on society	302 14%	21 11%	13 12%	268 14%	14 15%	33 13%	29 15%	27 14%	14 9%	29 14%	54 20%	41 14%	26 14%
Are more polite	78 4%	7 4%	4 4%	67 4%	1 1%	3 1%	14 8%	7 4%	3 2%	4 2%	20 7%	8 3%	7 4%
None of the above	206 10%	17 9%	13 12%	176 10%	10 11%	21 8%	16 8%	16 8%	17 11%	12 6%	38 14%	26 9%	20 11%

Drinking Habits Survey

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Absolutes/col percents

Table 7
Gender
Base: All respondents

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Male	1049	1049	-	110	166	177	177	148	270	199	331	301	254	251	243	129	478
	49%	100%	-	35%	47%	50%	48%	49%	59%	39%	57%	53%	43%	54%	47%	43%	55%
Female	1095	-	1095	201	190	174	192	154	184	317	248	265	335	218	278	170	391
	51%	-	100%	65%	53%	50%	52%	51%	41%	61%	43%	47%	57%	46%	53%	57%	45%

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Absolutes/col percents

Table 7
Gender
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Male	1049 49%	84 46%	52 49%	912 49%	54 57%	119 48%	85 45%	107 56%	88 55%	92 44%	136 50%	144 48%	86 45%
Female	1095 51%	100 54%	55 51%	940 51%	40 43%	127 52%	103 55%	84 44%	73 45%	116 56%	138 50%	155 52%	104 55%

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Absolutes/col percents

Table 8
Age
Base: All respondents

	Gender			Age							Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
16-17	18 1%	4 *	14 1%	18 6%	-	-	-	-	-	18 3%	-	5 1%	2 *	-	10 2%	-	6 1%
18-24	294 14%	106 10%	188 17%	294 94%	-	-	-	-	-	294 57%	-	62 11%	102 17%	70 15%	60 11%	35 12%	106 12%
25-34	356 17%	166 16%	190 17%	-	356 100%	-	-	-	-	205 40%	-	105 19%	98 17%	72 15%	81 16%	67 23%	195 22%
35-44	352 16%	177 17%	174 16%	-	-	352 100%	-	-	-	-	-	84 15%	101 17%	91 19%	76 15%	72 24%	193 22%
45-54	369 17%	177 17%	192 17%	-	-	-	369 100%	-	-	-	-	65 12%	88 15%	94 20%	122 23%	60 20%	173 20%
55-64	302 14%	148 14%	154 14%	-	-	-	-	302 100%	-	-	125 22%	65 11%	94 16%	64 14%	80 15%	51 17%	132 15%
65+	454 21%	270 26%	184 17%	-	-	-	-	-	454 100%	-	454 78%	180 32%	104 18%	78 17%	93 18%	13 4%	64 7%
Average age	46.11	48.46	43.86	21.16	29.95	39.54	49.79	58.95	69.43	23.82	67.77	48.57	44.50	45.05	46.22	42.14	42.15

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Absolutes/col percents

Table 8
Age
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
16-17	18 1%	- -	1 1%	17 1%	1 1%	6 2%	2 1%	1 1%	1 *	4 2%	1 *	1 *	- -
18-24	294 14%	21 11%	10 9%	262 14%	10 10%	28 11%	27 14%	25 13%	19 12%	33 16%	58 21%	31 10%	32 17%
25-34	356 17%	34 18%	19 17%	304 16%	8 9%	34 14%	36 19%	31 16%	19 12%	26 12%	71 26%	50 17%	29 15%
35-44	352 16%	31 17%	18 17%	304 16%	18 20%	44 18%	29 16%	36 19%	30 18%	30 14%	54 20%	41 14%	22 12%
45-54	369 17%	26 14%	23 21%	320 17%	19 21%	33 13%	30 16%	36 19%	32 20%	41 20%	35 13%	60 20%	34 18%
55-64	302 14%	39 21%	17 16%	247 13%	16 17%	34 14%	30 16%	32 17%	21 13%	27 13%	18 6%	42 14%	28 14%
65+	454 21%	34 19%	20 19%	400 22%	21 22%	67 27%	35 19%	31 16%	39 24%	47 23%	38 14%	75 25%	46 24%
Average age	46.11	46.91	47.26	45.96	48.78	47.61	45.15	45.39	48.44	46.25	39.53	48.42	46.81

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Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
AB	565 26%	301 29%	265 24%	67 22%	105 29%	84 24%	65 18%	65 21%	180 40%	133 26%	207 36%	565 100%	-	-	-	95 32%	216 25%
C1	589 27%	254 24%	335 31%	105 34%	98 28%	101 29%	88 24%	94 31%	104 23%	159 31%	136 24%	-	589 100%	-	-	130 43%	250 29%
C2	469 22%	251 24%	218 20%	70 22%	72 20%	91 26%	94 26%	64 21%	78 17%	102 20%	108 19%	-	-	469 100%	-	43 14%	247 28%
DE	521 24%	243 23%	278 25%	69 22%	81 23%	76 22%	122 33%	80 26%	93 20%	123 24%	128 22%	-	-	-	521 100%	32 11%	156 18%

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Absolutes/col percents

Table 9
Social Grade
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
AB	565 26%	47 26%	24 23%	494 27%	22 24%	60 24%	41 22%	66 35%	35 22%	51 24%	80 29%	98 33%	41 22%
C1	589 27%	46 25%	33 31%	510 28%	23 25%	67 27%	54 28%	53 28%	38 23%	51 25%	95 35%	66 22%	62 32%
C2	469 22%	45 25%	24 23%	399 22%	22 23%	39 16%	52 28%	34 18%	40 25%	52 25%	53 19%	61 20%	46 24%
DE	521 24%	46 25%	25 23%	450 24%	27 28%	80 32%	42 22%	37 20%	48 30%	54 26%	46 17%	75 25%	41 22%

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Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Gender		Age							Social Grade				Employment Sector			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Scotland	184 9%	84 8%	100 9%	21 7%	34 9%	31 9%	26 7%	39 13%	34 8%	39 8%	53 9%	47 8%	46 8%	45 10%	46 9%	42 14%	60 7%
North East	94 4%	54 5%	40 4%	11 3%	8 2%	18 5%	19 5%	16 5%	21 5%	16 3%	28 5%	22 4%	23 4%	22 5%	27 5%	11 4%	39 5%
North West	246 11%	119 11%	127 12%	34 11%	34 10%	44 13%	33 9%	34 11%	67 15%	56 11%	79 14%	60 11%	67 11%	39 8%	80 15%	29 10%	89 10%
Yorkshire & Humberside	188 9%	85 8%	103 9%	28 9%	36 10%	29 8%	30 8%	30 10%	35 8%	48 9%	49 8%	41 7%	54 9%	52 11%	42 8%	22 7%	80 9%
West Midlands	191 9%	107 10%	84 8%	26 8%	31 9%	36 10%	36 10%	32 11%	31 7%	44 8%	42 7%	66 12%	53 9%	34 7%	37 7%	28 9%	89 10%
East Midlands	161 7%	88 8%	73 7%	19 6%	19 5%	30 8%	32 9%	21 7%	39 9%	26 5%	47 8%	35 6%	38 6%	40 9%	48 9%	23 8%	64 7%
Wales	107 5%	52 5%	55 5%	11 3%	19 5%	18 5%	23 6%	17 6%	20 4%	13 2%	26 4%	24 4%	33 6%	24 5%	25 5%	25 8%	33 4%
Eastern	208 10%	92 9%	116 11%	37 12%	26 7%	30 8%	41 11%	27 9%	47 10%	59 11%	54 9%	51 9%	51 9%	52 11%	54 10%	32 11%	91 10%
London	274 13%	136 13%	138 13%	59 19%	71 20%	54 15%	35 9%	18 6%	38 8%	106 20%	43 8%	80 14%	95 16%	53 11%	46 9%	30 10%	128 15%
South East	300 14%	144 14%	155 14%	32 10%	50 14%	41 12%	60 16%	42 14%	75 17%	58 11%	97 17%	98 17%	66 11%	61 13%	75 14%	36 12%	112 13%
South West	191 9%	86 8%	104 10%	32 10%	29 8%	22 6%	34 9%	28 9%	46 10%	52 10%	61 11%	41 7%	62 10%	46 10%	41 8%	20 7%	83 10%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 10
GO Region
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Scotland	184 9%	184 100%	-	-	-	-	-	-	-	-	-	-	-
North East	94 4%	-	-	94 5%	94 100%	-	-	-	-	-	-	-	-
North West	246 11%	-	-	246 13%	-	246 100%	-	-	-	-	-	-	-
Yorkshire & Humberside	188 9%	-	-	188 10%	-	-	188 100%	-	-	-	-	-	-
West Midlands	191 9%	-	-	191 10%	-	-	-	191 100%	-	-	-	-	-
East Midlands	161 7%	-	-	161 9%	-	-	-	-	161 100%	-	-	-	-
Wales	107 5%	-	107 100%	-	-	-	-	-	-	-	-	-	-
Eastern	208 10%	-	-	208 11%	-	-	-	-	-	208 100%	-	-	-
London	274 13%	-	-	274 15%	-	-	-	-	-	-	274 100%	-	-
South East	300 14%	-	-	300 16%	-	-	-	-	-	-	-	300 100%	-
South West	191 9%	-	-	191 10%	-	-	-	-	-	-	-	-	191 100%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		Age						Social Grade				Employment Sector				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Yes	1304 61%	625 60%	678 62%	198 64%	239 67%	197 56%	188 51%	161 53%	320 70%	329 64%	382 66%	424 75%	363 62%	283 60%	234 45%	197 66%	548 63%
No	840 39%	424 40%	417 38%	113 36%	117 33%	154 44%	181 49%	141 47%	134 30%	187 36%	197 34%	141 25%	227 38%	186 40%	287 55%	103 34%	321 37%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 11
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Yes	1304 61%	102 55%	63 59%	1138 61%	62 66%	143 58%	112 60%	108 57%	86 54%	129 62%	183 67%	204 68%	112 59%
No	840 39%	82 45%	44 41%	714 39%	32 34%	103 42%	76 40%	82 43%	75 46%	79 38%	91 33%	96 32%	79 41%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Gender		Age									Social Grade				Employment Sector	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
NET: Homeowners	1376	692	684	137	192	214	238	217	378	234	466	453	398	322	203	218	567
	64%	66%	62%	44%	54%	61%	65%	72%	83%	45%	80%	80%	68%	69%	39%	73%	65%
Owned outright - without mortgage	692	369	323	60	57	57	83	122	314	88	375	245	193	147	107	59	222
	32%	35%	29%	19%	16%	16%	22%	40%	69%	17%	65%	43%	33%	31%	21%	20%	26%
Owned with a mortgage or loan	684	323	361	77	135	158	155	95	64	146	91	208	205	175	95	160	345
	32%	31%	33%	25%	38%	45%	42%	32%	14%	28%	16%	37%	35%	37%	18%	53%	40%
NET: Renters	730	340	390	150	160	135	129	84	73	254	109	98	183	142	307	79	287
	34%	32%	36%	48%	45%	38%	35%	28%	16%	49%	19%	17%	31%	30%	59%	26%	33%
Rented from the council	313	145	168	71	42	59	69	33	39	98	54	22	64	67	160	27	95
	15%	14%	15%	23%	12%	17%	19%	11%	9%	19%	9%	4%	11%	14%	31%	9%	11%
Rented from a housing association	130	58	72	22	21	25	24	23	15	39	25	12	31	19	68	16	40
	6%	6%	7%	7%	6%	7%	6%	8%	3%	8%	4%	2%	5%	4%	13%	5%	5%
Rented from someone else	287	137	150	57	97	51	36	27	19	117	31	63	88	56	79	35	152
	13%	13%	14%	18%	27%	14%	10%	9%	4%	23%	5%	11%	15%	12%	15%	12%	18%
Rent free	38	17	21	24	5	3	2	2	3	28	4	14	8	5	11	3	15
	2%	2%	2%	8%	1%	1%	*	1%	1%	5%	1%	2%	1%	1%	2%	1%	2%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 12
Tenure
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
NET: Homeowners	1376 64%	108 59%	74 69%	1194 64%	57 61%	149 61%	132 70%	133 70%	110 69%	138 67%	152 56%	192 64%	130 68%
Owned outright - without mortgage	692 32%	53 29%	30 28%	609 33%	18 19%	90 36%	59 31%	57 30%	61 38%	64 31%	78 28%	116 39%	67 35%
Owned with a mortgage or loan	684 32%	56 30%	43 41%	585 32%	39 41%	60 24%	73 39%	76 40%	50 31%	75 36%	75 27%	75 25%	63 33%
NET: Renters	730 34%	75 40%	32 30%	623 34%	37 39%	92 37%	53 28%	55 29%	46 29%	65 31%	113 41%	106 35%	56 30%
Rented from the council	313 15%	42 23%	19 18%	252 14%	17 18%	38 16%	26 14%	24 12%	25 16%	23 11%	47 17%	40 13%	11 6%
Rented from a housing association	130 6%	11 6%	5 5%	114 6%	6 7%	22 9%	4 2%	11 6%	6 4%	17 8%	19 7%	21 7%	7 4%
Rented from someone else	287 13%	21 12%	8 8%	257 14%	13 14%	32 13%	23 12%	20 10%	15 9%	25 12%	47 17%	45 15%	38 20%
Rent free	38 2%	1 1%	1 1%	36 2%	* *	5 2%	4 2%	2 1%	4 3%	4 2%	9 3%	3 1%	4 2%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 13
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
No formal education	19 1%	10 1%	9 1%	2 1%	4 1%	3 1%	4 1%	2 1%	3 1%	4 1%	3 1%	5 1%	2 *	5 1%	7 1%	1 *	8 1%
Primary	12 1%	8 1%	4 *	3 1%	2 *	1 *	2 1%	2 1%	2 *	4 1%	3 *	2 *	1 *	2 *	7 1%	-	5 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	986 46%	458 44%	528 48%	109 35%	106 30%	171 49%	220 60%	175 58%	206 45%	177 34%	273 47%	144 25%	243 41%	277 59%	322 62%	111 37%	421 48%
University degree or equivalent professional qualification, NVQ level 4, etc.	741 35%	402 38%	339 31%	64 21%	147 41%	123 35%	113 31%	102 34%	192 42%	156 30%	237 41%	274 48%	221 38%	129 27%	117 23%	120 40%	306 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	251 12%	113 11%	138 13%	27 9%	82 23%	50 14%	23 6%	20 7%	49 11%	61 12%	59 10%	115 20%	69 12%	38 8%	29 6%	62 21%	109 13%
Still in full time education	97 5%	29 3%	68 6%	92 30%	4 1%	-	1 *	-	-	94 18%	-	23 4%	45 8%	6 1%	24 5%	2 1%	10 1%
Don't know	13 1%	12 1%	1 *	9 3%	1 *	1 *	-	1 *	1 *	10 2%	1 *	-	1 *	9 2%	3 1%	-	3 *
Prefer not to answer	26 1%	18 2%	8 1%	5 2%	10 3%	3 1%	5 1%	1 *	2 *	10 2%	2 *	3 *	8 1%	4 1%	11 2%	3 1%	7 1%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 13
What is the highest educational level that you have achieved to date?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
No formal education	19 1%	- -	- -	19 1%	1 2%	4 2%	- -	1 1%	3 2%	1 *	3 1%	3 1%	2 1%
Primary	12 1%	- -	1 1%	12 1%	- -	3 1%	1 *	4 2%	- -	- -	- -	2 1%	2 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	986 46%	89 48%	41 39%	856 46%	50 53%	112 46%	98 52%	85 45%	82 51%	106 51%	88 32%	146 49%	88 46%
University degree or equivalent professional qualification, NVQ level 4, etc.	741 35%	67 37%	39 36%	635 34%	23 25%	87 35%	62 33%	73 38%	56 35%	72 35%	90 33%	101 34%	70 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	251 12%	18 10%	19 18%	213 12%	14 15%	24 10%	18 9%	20 10%	14 9%	18 9%	57 21%	34 11%	15 8%
Still in full time education	97 5%	3 2%	6 6%	88 5%	6 6%	15 6%	8 4%	7 4%	3 2%	10 5%	22 8%	7 2%	9 4%
Don't know	13 1%	6 3%	- -	7 *	- -	- -	- -	- -	1 *	- -	5 2%	- -	1 *
Prefer not to answer	26 1%	1 1%	1 1%	24 1%	- -	1 *	2 1%	1 *	2 1%	1 *	8 3%	6 2%	4 2%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 14

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	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Yes - responsible for half or more of the items bought	1882 88%	876 84%	1006 92%	193 62%	329 92%	339 96%	344 93%	280 93%	398 88%	377 73%	515 89%	488 86%	509 86%	424 90%	461 89%	282 94%	787 91%
No - not responsible for most of the items bought	262 12%	172 16%	90 8%	118 38%	27 8%	13 4%	25 7%	22 7%	56 12%	139 27%	64 11%	77 14%	80 14%	45 10%	59 11%	18 6%	82 9%

Drinking Habits Survey

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Absolutes/col percents

Table 14

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												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Yes - responsible for half or more of the items bought	1882 88%	160 87%	91 85%	1631 88%	87 92%	214 87%	172 91%	164 86%	143 89%	183 88%	239 87%	259 86%	170 89%
No - not responsible for most of the items bought	262 12%	24 13%	16 15%	222 12%	7 8%	33 13%	16 9%	27 14%	18 11%	25 12%	35 13%	41 14%	21 11%

Drinking Habits Survey

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Absolutes/col percents

Table 15
How many cars are there in your household?
Base: All respondents

	Gender			Age							Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
No cars in the household	450 21%	209 20%	241 22%	78 25%	89 25%	98 28%	95 26%	51 17%	40 9%	135 26%	61 11%	57 10%	129 22%	76 16%	189 36%	64 21%	174 20%
NET: Any	1694 79%	840 80%	854 78%	233 75%	267 75%	254 72%	273 74%	252 83%	414 91%	381 74%	518 89%	509 90%	460 78%	393 84%	332 64%	236 79%	695 80%
1	888 41%	432 41%	456 42%	75 24%	140 39%	169 48%	158 43%	136 45%	209 46%	155 30%	262 45%	211 37%	261 44%	207 44%	209 40%	125 42%	376 43%
2	608 28%	320 30%	288 26%	100 32%	102 29%	73 21%	81 22%	88 29%	164 36%	154 30%	202 35%	229 41%	150 25%	136 29%	92 18%	78 26%	251 29%
3+	198 9%	88 8%	110 10%	59 19%	25 7%	12 3%	35 9%	27 9%	41 9%	72 14%	54 9%	68 12%	49 8%	50 11%	31 6%	33 11%	68 8%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 15
How many cars are there in your household?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
No cars in the household	450 21%	53 29%	15 14%	383 21%	20 21%	58 24%	38 20%	27 14%	28 18%	31 15%	102 37%	50 17%	28 15%
NET: Any	1694 79%	132 71%	92 86%	1470 79%	74 79%	188 76%	151 80%	164 86%	132 82%	177 85%	172 63%	249 83%	162 85%
1	888 41%	74 40%	45 42%	769 42%	43 46%	106 43%	82 43%	78 41%	72 45%	88 43%	104 38%	121 40%	75 39%
2	608 28%	48 26%	38 36%	521 28%	19 20%	69 28%	51 27%	70 37%	51 32%	59 28%	58 21%	87 29%	58 30%
3+	198 9%	10 5%	9 8%	180 10%	12 13%	13 5%	18 10%	16 9%	9 6%	30 14%	11 4%	41 14%	29 15%

Drinking Habits Survey

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Absolutes/col percents

Table 16
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender		Age									Social Grade				Employment Sector	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
White	1930 90%	957 91%	973 89%	228 73%	293 82%	316 90%	349 95%	296 98%	448 99%	399 77%	572 99%	509 90%	513 87%	424 90%	484 93%	271 90%	784 90%
NET: Non-white	187 9%	75 7%	112 10%	75 24%	53 15%	31 9%	19 5%	3 1%	5 1%	104 20%	5 1%	50 9%	65 11%	42 9%	30 6%	23 8%	75 9%
Mixed	24 1%	7 1%	17 2%	5 2%	8 2%	6 2%	3 1%	1 *	- -	12 2%	1 *	8 1%	7 1%	3 1%	6 1%	2 1%	12 1%
Asian	98 5%	45 4%	52 5%	46 15%	27 8%	15 4%	6 2%	1 *	2 *	65 13%	2 *	29 5%	23 4%	31 7%	14 3%	15 5%	35 4%
Black	48 2%	17 2%	31 3%	19 6%	14 4%	9 2%	4 1%	2 1%	1 *	21 4%	1 *	9 2%	25 4%	7 2%	7 1%	4 1%	20 2%
Chinese	9 *	4 *	5 *	5 2%	2 1%	- -	2 *	- -	- -	6 1%	- -	2 *	5 1%	- -	1 *	* *	4 *
Other ethnic group	8 *	2 *	6 1%	- 2%	2 1%	1 *	3 1%	- -	1 *	- -	1 *	1 *	4 1%	1 *	2 *	2 1%	4 *
Prefer not to answer	27 1%	17 2%	10 1%	8 2%	9 3%	5 1%	1 *	3 1%	1 *	12 2%	1 *	6 1%	12 2%	3 1%	7 1%	5 2%	10 1%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 16

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

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
White	1930 90%	175 95%	104 97%	1652 89%	91 97%	230 93%	172 91%	171 90%	145 90%	199 96%	175 64%	284 95%	184 97%
NET: Non-white	187 9%	9 5%	3 3%	175 9%	3 3%	13 5%	12 7%	17 9%	15 10%	6 3%	90 33%	15 5%	4 2%
Mixed	24 1%	1 *	-	23 1%	1 1%	1 *	3 2%	-	3 2%	-	11 4%	3 1%	-
Asian	98 5%	6 3%	2 2%	89 5%	2 2%	7 3%	4 2%	11 6%	9 6%	5 2%	42 15%	7 2%	2 1%
Black	48 2%	-	-	48 3%	-	3 1%	3 2%	3 2%	3 2%	1 *	32 12%	3 1%	-
Chinese	9 *	1 1%	-	8 *	-	2 1%	1 1%	* *	-	-	4 2%	-	-
Other ethnic group	8 *	1 1%	1 1%	6 *	-	-	-	2 1%	-	-	1 *	1 *	3 1%
Prefer not to answer	27 1%	1 *	-	26 1%	-	4 2%	4 2%	3 2%	-	3 1%	9 3%	1 *	2 1%

Drinking Habits Survey

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Absolutes/col percents

Table 17

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	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Christian	1133 53%	538 51%	595 54%	86 28%	158 44%	177 50%	195 53%	201 66%	316 70%	170 33%	396 68%	307 54%	311 53%	243 52%	273 52%	159 53%	439 51%
NET: Other	151 7%	65 6%	86 8%	45 14%	43 12%	27 8%	14 4%	9 3%	14 3%	74 14%	17 3%	42 7%	33 6%	43 9%	33 6%	21 7%	52 6%
Muslim	58 3%	22 2%	36 3%	28 9%	18 5%	5 1%	4 1%	2 1%	1 *	38 7%	1 *	17 3%	12 2%	18 4%	11 2%	9 3%	20 2%
Hindu	26 1%	18 2%	8 1%	8 3%	9 3%	7 2%	2 1%	- -	- -	15 3%	- -	9 2%	5 1%	10 2%	2 *	5 2%	11 1%
Jewish	9 *	5 1%	4 *	1 *	1 *	1 *	1 *	2 *	3 1%	1 *	4 1%	2 *	3 1%	- -	4 1%	1 *	2 *
Sikh	5 *	4 *	1 *	3 1%	1 *	1 *	- -	- -	- -	4 1%	- -	1 *	- -	4 1%	- -	1 *	2 *
Buddhist	5 *	4 *	2 *	- -	- -	- -	1 *	1 *	4 1%	- -	4 1%	1 *	2 *	1 *	2 *	1 *	* *
Other	48 2%	12 1%	36 3%	5 2%	14 4%	12 3%	7 2%	4 1%	5 1%	16 3%	8 1%	12 2%	12 2%	10 2%	14 3%	4 1%	17 2%
None	795 37%	410 39%	385 35%	159 51%	139 39%	138 39%	152 41%	86 28%	121 27%	242 47%	163 28%	203 36%	213 36%	177 38%	202 39%	111 37%	348 40%
Prefer not to say	65 3%	36 3%	29 3%	22 7%	16 4%	10 3%	7 2%	7 2%	3 1%	30 6%	3 1%	14 2%	32 5%	7 2%	12 2%	9 3%	29 3%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 17

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

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Christian	1133 53%	89 48%	55 51%	989 53%	59 63%	156 63%	98 52%	104 54%	97 60%	97 47%	130 48%	157 53%	91 48%
NET: Other	151 7%	6 3%	2 2%	143 8%	4 4%	16 7%	14 8%	13 7%	9 6%	13 6%	52 19%	15 5%	6 3%
Muslim	58 3%	1 1%	1 1%	56 3%	2 3%	8 3%	4 2%	10 5%	4 2%	5 2%	19 7%	3 1%	-
Hindu	26 1%	4 2%	-	22 1%	-	-	1 1%	-	3 2%	-	14 5%	3 1%	1 1%
Jewish	9 *	-	-	9 *	-	1 *	-	-	-	1 *	6 2%	1 *	-
Sikh	5 *	1 *	-	4 *	-	-	1 1%	1 *	-	-	2 1%	-	-
Buddhist	5 *	-	1 1%	5 *	-	1 *	-	1 1%	-	1 *	1 *	1 *	-
Other	48 2%	1 *	1 1%	47 3%	2 2%	6 2%	8 4%	1 1%	3 2%	6 3%	10 4%	7 2%	4 2%
None	795 37%	86 47%	49 46%	660 36%	31 33%	72 29%	71 38%	67 35%	51 32%	95 46%	66 24%	118 39%	88 46%
Prefer not to say	65 3%	3 1%	1 1%	61 3%	-	2 1%	4 2%	7 4%	4 2%	3 2%	26 9%	9 3%	6 3%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 18
Which of the following best describes where you live?
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
NET: Urban	1688	825	863	244	308	300	302	223	310	423	398	435	480	345	428	246	683
	79%	79%	79%	79%	87%	85%	82%	74%	68%	82%	69%	77%	81%	74%	82%	82%	79%
Urban - Population over 10,000	870	472	398	143	182	160	137	108	139	256	180	240	252	168	209	134	376
	41%	45%	36%	46%	51%	45%	37%	36%	31%	50%	31%	43%	43%	36%	40%	45%	43%
Town and Fringe	818	352	466	102	126	140	165	115	171	167	218	194	228	177	219	112	307
	38%	34%	43%	33%	35%	40%	45%	38%	38%	32%	38%	34%	39%	38%	42%	37%	35%
NET: Rural	456	224	232	67	48	52	66	79	144	94	181	130	109	124	93	53	186
	21%	21%	21%	21%	13%	15%	18%	26%	32%	18%	31%	23%	19%	26%	18%	18%	21%
Village	387	190	197	62	48	50	54	58	115	89	141	108	80	118	82	44	156
	18%	18%	18%	20%	13%	14%	15%	19%	25%	17%	24%	19%	14%	25%	16%	15%	18%
Hamlet & Isolated Dwelling	69	34	35	5	-	2	12	21	28	5	40	23	30	6	11	9	30
	3%	3%	3%	2%	-	1%	3%	7%	6%	1%	7%	4%	5%	1%	2%	3%	3%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 18
Which of the following best describes where you live?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
NET: Urban	1688	135	66	1487	83	211	136	161	121	147	264	223	141
	79%	73%	61%	80%	89%	86%	72%	85%	75%	71%	96%	74%	74%
Urban - Population over 10,000	870	82	31	756	38	97	71	83	47	58	213	89	60
	41%	45%	29%	41%	40%	39%	38%	43%	29%	28%	78%	30%	32%
Town and Fringe	818	53	34	731	45	115	65	79	74	89	50	133	81
	38%	29%	32%	39%	48%	46%	35%	41%	46%	43%	18%	45%	42%
NET: Rural	456	49	42	365	11	35	52	29	40	61	11	77	49
	21%	27%	39%	20%	11%	14%	28%	15%	25%	29%	4%	26%	26%
Village	387	38	33	316	7	29	50	27	37	47	11	69	38
	18%	21%	31%	17%	7%	12%	27%	14%	23%	22%	4%	23%	20%
Hamlet & Isolated Dwelling	69	12	8	49	4	6	2	2	3	14	-	8	11
	3%	6%	7%	3%	4%	2%	1%	1%	2%	7%	-	3%	6%

Drinking Habits Survey

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Absolutes/col percents

Table 19
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
NET: Working	1168	607	561	147	262	265	234	184	77	293	138	311	380	290	188	300	869
	54%	58%	51%	47%	74%	75%	63%	61%	17%	57%	24%	55%	64%	62%	36%	100%	100%
Working full time - working 30 hours per week or more	911	531	381	93	239	224	184	142	29	222	69	252	302	234	124	236	675
	42%	51%	35%	30%	67%	64%	50%	47%	6%	43%	12%	45%	51%	50%	24%	79%	78%
Working part time - working between 8 and 29 hours per week	257	76	181	53	23	41	49	42	48	72	69	59	78	56	64	63	194
	12%	7%	17%	17%	7%	12%	13%	14%	11%	14%	12%	10%	13%	12%	12%	21%	22%
NET: Not working	976	442	534	164	94	87	135	119	377	223	441	254	209	179	333	-	-
	46%	42%	49%	53%	26%	25%	37%	39%	83%	43%	76%	45%	36%	38%	64%	-	-
Not working but seeking work or temporarily unemployed or sick	174	91	83	27	41	28	55	24	-	51	5	13	15	32	113	-	-
	8%	9%	8%	9%	11%	8%	15%	8%	-	10%	1%	2%	3%	7%	22%	-	-
Not working and not seeking work	182	65	117	128	16	13	16	9	-	137	4	31	68	22	61	-	-
	8%	6%	11%	41%	4%	4%	4%	3%	-	27%	1%	6%	12%	5%	12%	-	-
Retired on a state pension only	98	38	59	-	-	-	-	12	86	-	98	7	9	9	73	-	-
	5%	4%	5%	-	-	-	-	4%	19%	-	17%	1%	1%	2%	14%	-	-
Retired with a private pension	339	224	115	-	-	-	5	52	283	-	319	176	88	59	16	-	-
	16%	21%	11%	-	-	-	1%	17%	62%	-	55%	31%	15%	13%	3%	-	-
House person, housewife, househusband, etc.	183	23	160	10	38	46	59	22	8	34	16	26	30	57	70	-	-
	9%	2%	15%	3%	11%	13%	16%	7%	2%	7%	3%	5%	5%	12%	13%	-	-

Drinking Habits Survey

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Absolutes/col percents

Table 19
Which of the following best describes your current working status?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
NET: Working	1168	102	58	1008	50	118	103	117	87	123	158	148	103
	54%	56%	54%	54%	53%	48%	54%	61%	54%	59%	58%	49%	54%
Working full time - working 30 hours per week or more	911	83	50	778	40	82	78	89	67	100	130	113	79
	42%	45%	46%	42%	42%	33%	42%	47%	42%	48%	48%	38%	41%
Working part time - working between 8 and 29 hours per week	257	19	8	230	11	36	24	28	20	24	28	35	24
	12%	10%	8%	12%	11%	15%	13%	15%	13%	11%	10%	12%	13%
NET: Not working	976	82	49	845	44	128	86	74	73	85	116	152	87
	46%	44%	46%	46%	47%	52%	46%	39%	46%	41%	42%	51%	46%
Not working but seeking work or temporarily unemployed or sick	174	24	14	135	7	17	11	14	11	7	22	34	12
	8%	13%	13%	7%	7%	7%	6%	7%	7%	3%	8%	11%	6%
Not working and not seeking work	182	16	9	157	7	26	14	12	11	17	36	20	15
	8%	9%	8%	8%	8%	10%	7%	6%	7%	8%	13%	7%	8%
Retired on a state pension only	98	7	1	90	9	22	4	6	8	8	6	15	10
	5%	4%	1%	5%	10%	9%	2%	3%	5%	4%	2%	5%	5%
Retired with a private pension	339	26	19	295	13	39	33	28	27	33	32	53	35
	16%	14%	17%	16%	14%	16%	17%	15%	17%	16%	12%	18%	18%
House person, housewife, househusband, etc.	183	9	6	168	7	24	24	13	17	19	19	30	15
	9%	5%	6%	9%	8%	10%	13%	7%	11%	9%	7%	10%	8%

Drinking Habits Survey

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Absolutes/col percents

Table 20

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

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	1203	589	614	159	263	237	252	205	87	309	150	366	424	208	205	318	885
Weighted base	1168	607	561	147	262	265	234	184	77	293	138	311	380	290	188	300	869
NET: Public Sector	300 26%	129 21%	170 30%	35 24%	67 26%	72 27%	60 26%	51 28%	13 17%	66 22%	29 21%	95 30%	130 34%	43 15%	32 17%	300 100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	29 3%	19 3%	11 2%	3 2%	10 4%	9 3%	5 2%	2 1%	1 1%	6 2%	1 *	12 4%	12 3%	5 2%	-	29 10%	-
HM Forces	6 1%	4 1%	3 *	1 *	5 2%	-	1 *	-	-	2 1%	-	2 1%	-	3 1%	2 1%	6 2%	-
National Health Service	62 5%	21 3%	41 7%	12 8%	13 5%	17 6%	9 4%	8 4%	3 4%	17 6%	6 4%	17 6%	29 8%	7 2%	9 5%	62 21%	-
Universities and Academies funded by government	30 3%	11 2%	19 3%	3 2%	9 3%	7 2%	8 3%	3 2%	-	8 3%	1 *	7 2%	18 5%	3 1%	2 1%	30 10%	-
Courts service	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 *	-	1 *	-
Local government administration	42 4%	16 3%	25 5%	1 *	8 3%	14 5%	7 3%	8 4%	4 6%	4 1%	8 6%	10 3%	27 7%	2 1%	3 1%	42 14%	-
Police service	10 1%	4 1%	6 1%	-	3 1%	2 1%	2 1%	3 2%	-	1 *	-	1 *	8 2%	1 *	-	10 3%	-
Public sector housing	10 1%	8 1%	2 *	-	3 1%	3 1%	1 *	3 2%	-	1 *	2 2%	1 *	7 2%	2 1%	-	10 3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	47 4%	10 2%	38 7%	7 5%	9 3%	8 3%	11 5%	11 6%	3 3%	12 4%	5 4%	25 8%	13 4%	6 2%	3 1%	47 16%	-
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9 1%	8 1%	1 *	1 1%	4 2%	2 1%	1 *	1 1%	-	3 1%	-	3 1%	1 *	2 1%	3 2%	9 3%	-

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Absolutes/col percents

Table 20

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

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Weighted base	1168	607	561	147	262	265	234	184	77	293	138	311	380	290	188	300	869
Bradford and Bingley or Northern Rock Building societies	1 *	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-
Other public sector occupation (please specify as much detail as possible)	52 4%	29 5%	23 4%	7 5%	5 2%	11 4%	15 7%	12 7%	2 3%	11 4%	6 4%	15 5%	15 4%	11 4%	12 6%	52 17%	-
None of the above (Private Sector)	869 74%	478 79%	391 70%	112 76%	195 74%	193 73%	173 74%	132 72%	64 83%	228 78%	109 79%	216 70%	250 66%	247 85%	156 83%	-	869 100%

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Absolutes/col percents

Table 20

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

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1203	103	64	1036	55	126	108	123	85	96	152	172	119
Weighted base	1168	102	58	1008	50	118	103	117	87	123	158	148	103
NET: Public Sector	300	42	25	232	11	29	22	28	23	32	30	36	20
	26%	41%	44%	23%	22%	25%	22%	24%	26%	26%	19%	24%	20%
Central government including all administrative departments and central government agencies such as the Bank of England	29	4	7	19	1	1	3	1	2	7	4	1	-
	3%	3%	11%	2%	1%	1%	3%	*	3%	5%	2%	1%	-
HM Forces	6	-	-	6	1	1	-	1	3	-	1	1	-
	1%	-	-	1%	1%	*	-	1%	3%	-	1%	1%	-
National Health Service	62	1	4	57	4	6	5	10	6	6	9	8	2
	5%	1%	7%	6%	7%	5%	5%	9%	7%	5%	6%	6%	2%
Universities and Academies funded by government	30	3	2	24	2	1	1	6	2	6	3	-	3
	3%	3%	4%	2%	4%	1%	1%	5%	3%	5%	2%	-	3%
Courts service	1	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	-	*	-	-	-	-	-	-	1%	-	-
Local government administration	42	7	4	31	*	1	6	7	1	5	2	5	4
	4%	7%	6%	3%	1%	1%	5%	6%	1%	4%	2%	3%	3%
Police service	10	4	-	6	1	-	1	-	1	-	-	3	-
	1%	4%	-	1%	2%	-	1%	-	1%	-	-	2%	-
Public sector housing	10	1	-	9	-	2	-	2	-	1	4	1	-
	1%	1%	-	1%	-	2%	-	1%	-	*	2%	1%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	47	5	6	36	*	10	2	1	3	5	4	7	3
	4%	5%	11%	4%	1%	9%	2%	1%	3%	4%	2%	4%	3%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	9	2	-	7	1	1	-	*	1	-	-	2	2
	1%	2%	-	1%	2%	1%	-	*	2%	-	-	1%	2%

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Absolutes/col percents

Table 20

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

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	1168	102	58	1008	50	118	103	117	87	123	158	148	103
Bradford and Bingley or Northern Rock Building societies	1 *	-	-	1 *	-	-	1 *	-	-	-	-	-	-
Other public sector occupation (please specify as much detail as possible)	52 4%	16 15%	3 4%	34 3%	1 3%	6 5%	3 3%	1 1%	3 4%	2 2%	2 1%	8 5%	7 7%
None of the above (Private Sector)	869 74%	60 59%	33 56%	776 77%	39 78%	89 75%	80 78%	89 76%	64 74%	91 74%	128 81%	112 76%	83 80%

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Absolutes/col percents

Table 21

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	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
No children aged 18 or under	1541	768	773	253	207	145	229	266	442	377	560	425	442	301	373	199	573
	72%	73%	71%	81%	58%	41%	62%	88%	97%	73%	97%	75%	75%	64%	72%	67%	66%
NET: Yes	578	267	311	45	144	203	140	35	11	122	17	137	134	164	142	96	290
	27%	25%	28%	14%	41%	58%	38%	12%	2%	24%	3%	24%	23%	35%	27%	32%	33%
Yes - children aged under 5 years old	205	80	125	29	99	66	9	-	1	85	1	51	45	58	50	28	97
	10%	8%	11%	9%	28%	19%	2%	-	*	16%	*	9%	8%	12%	10%	9%	11%
Yes - children aged 5 to 10 years old	246	115	131	15	68	113	45	1	5	41	5	74	60	60	52	41	128
	11%	11%	12%	5%	19%	32%	12%	*	1%	8%	1%	13%	10%	13%	10%	14%	15%
Yes - children aged 11 to 15 years old	209	109	100	8	23	87	75	12	4	16	6	46	42	70	51	38	109
	10%	10%	9%	3%	6%	25%	20%	4%	1%	3%	1%	8%	7%	15%	10%	13%	12%
Yes - children aged 16 to 18 years old	131	61	70	3	2	40	58	26	3	3	6	23	28	37	43	19	65
	6%	6%	6%	1%	1%	11%	16%	8%	1%	1%	1%	4%	5%	8%	8%	6%	7%
Refused	25	14	11	13	5	3	1	2	1	17	2	3	12	4	6	4	6
	1%	1%	1%	4%	2%	1%	*	1%	*	3%	*	*	2%	1%	1%	1%	1%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 21

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

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
No children aged 18 or under	1541 72%	138 75%	78 73%	1325 72%	71 75%	178 72%	119 63%	135 71%	114 71%	159 76%	185 67%	222 74%	143 75%
NET: Yes	578 27%	45 25%	28 27%	504 27%	23 25%	63 25%	69 36%	53 28%	45 28%	49 24%	80 29%	76 25%	46 24%
Yes - children aged under 5 years old	205 10%	15 8%	8 7%	182 10%	3 3%	18 7%	24 13%	22 11%	14 9%	16 8%	38 14%	33 11%	15 8%
Yes - children aged 5 to 10 years old	246 11%	18 10%	12 11%	216 12%	11 11%	25 10%	27 14%	25 13%	17 10%	16 8%	46 17%	25 8%	23 12%
Yes - children aged 11 to 15 years old	209 10%	14 8%	12 11%	183 10%	15 16%	23 9%	23 12%	23 12%	11 7%	21 10%	27 10%	27 9%	13 7%
Yes - children aged 16 to 18 years old	131 6%	9 5%	9 8%	113 6%	6 6%	14 6%	13 7%	10 5%	16 10%	19 9%	4 2%	22 7%	10 5%
Refused	25 1%	1 *	1 1%	23 1%	- -	6 2%	1 *	2 1%	1 1%	- -	9 3%	2 1%	2 1%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 22

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age							Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Anglia	208 10%	95 9%	113 10%	43 14%	22 6%	33 10%	39 11%	25 8%	46 10%	59 11%	53 9%	48 9%	52 9%	55 12%	52 10%	30 10%	85 10%
Border	28 1%	11 1%	17 2%	3 1%	- -	7 2%	4 1%	6 2%	8 2%	3 1%	11 2%	7 1%	5 1%	10 2%	6 1%	3 1%	13 2%
Central	289 13%	155 15%	133 12%	35 11%	43 12%	56 16%	60 16%	43 14%	51 11%	55 11%	67 12%	85 15%	78 13%	62 13%	64 12%	47 16%	128 15%
Granada	230 11%	111 11%	119 11%	29 9%	33 9%	40 11%	32 9%	33 11%	64 14%	49 10%	75 13%	56 10%	66 11%	34 7%	74 14%	29 10%	81 9%
London	379 18%	184 18%	196 18%	66 21%	92 26%	75 21%	52 14%	31 10%	64 14%	124 24%	74 13%	117 21%	121 21%	75 16%	67 13%	45 15%	175 20%
Meridian	238 11%	119 11%	119 11%	27 9%	39 11%	26 7%	50 14%	37 12%	59 13%	49 10%	81 14%	71 12%	55 9%	45 10%	67 13%	26 9%	90 10%
STV	167 8%	80 8%	87 8%	19 6%	34 9%	25 7%	24 6%	35 12%	30 7%	37 7%	47 8%	42 7%	43 7%	40 9%	41 8%	37 12%	54 6%
Tyne Tees	92 4%	54 5%	38 4%	10 3%	8 2%	19 5%	18 5%	15 5%	21 5%	16 3%	28 5%	20 4%	23 4%	22 5%	27 5%	10 3%	39 5%
Wales	105 5%	50 5%	55 5%	11 3%	19 5%	18 5%	22 6%	16 5%	19 4%	13 2%	25 4%	23 4%	32 5%	24 5%	25 5%	25 8%	31 4%
West	71 3%	41 4%	30 3%	15 5%	13 4%	6 2%	13 4%	8 3%	16 3%	26 5%	17 3%	20 4%	22 4%	10 2%	19 4%	7 2%	26 3%
Westcountry	105 5%	43 4%	61 6%	21 7%	15 4%	15 4%	19 5%	12 4%	23 5%	30 6%	31 5%	26 5%	29 5%	29 6%	20 4%	14 5%	53 6%
Yorkshire	232 11%	106 10%	127 12%	33 11%	38 11%	32 9%	36 10%	40 13%	54 12%	54 10%	70 12%	50 9%	63 11%	64 14%	56 11%	26 9%	93 11%
UTV	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 22

Which of the following ITV regions do you live in?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Anglia	208 10%	- -	- -	208 11%	1 1%	1 *	- -	- -	18 11%	175 84%	- -	14 5%	- -
Border	28 1%	13 7%	- -	14 1%	1 1%	14 6%	- -	- -	- -	- -	- -	- -	- -
Central	289 13%	3 1%	- -	286 15%	1 1%	1 1%	- -	175 92%	101 63%	1 1%	2 1%	3 1%	2 1%
Granada	230 11%	2 1%	1 1%	227 12%	- -	224 91%	- -	2 1%	- -	- -	- -	1 *	- -
London	379 18%	- -	- -	379 20%	- -	- -	- -	- -	3 2%	26 12%	271 99%	77 26%	3 2%
Meridian	238 11%	- -	- -	238 13%	- -	- -	- -	1 1%	1 *	3 2%	- -	205 68%	28 15%
STV	167 8%	167 90%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tyne Tees	92 4%	- -	- -	92 5%	91 97%	- -	1 1%	- -	- -	- -	- -	- -	- -
Wales	105 5%	- -	105 98%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
West	71 3%	- -	1 1%	70 4%	- -	5 2%	- -	8 4%	- -	- -	- -	- -	57 30%
Westcountry	105 5%	- -	- -	105 6%	- -	- -	- -	4 2%	- -	- -	- -	- -	101 53%
Yorkshire	232 11%	- -	- -	232 13%	1 1%	2 1%	187 99%	- -	39 24%	3 1%	- -	- -	- -
UTV	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 23
Marital Status
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Single	637 30%	321 31%	315 29%	234 75%	149 42%	104 30%	83 23%	49 16%	17 4%	329 64%	34 6%	132 23%	219 37%	112 24%	174 33%	90 30%	297 34%
NET: Married/ Civil partnership/ co habiting	1238 58%	624 59%	615 56%	70 23%	194 55%	229 65%	225 61%	185 61%	335 74%	174 34%	415 72%	376 66%	286 48%	319 68%	258 50%	173 58%	499 57%
Married	923 43%	491 47%	432 39%	22 7%	115 32%	148 42%	175 47%	153 51%	311 68%	77 15%	380 66%	306 54%	214 36%	236 50%	167 32%	128 43%	333 38%
Civil Partnership	14 1%	12 1%	2 *	4 1%	2 1%	3 1%	3 1%	1 *	3 1%	5 1%	3 1%	5 1%	4 1%	5 1%	1 *	2 1%	10 1%
Co Habiting	301 14%	120 11%	181 16%	45 14%	77 22%	78 22%	47 13%	32 11%	22 5%	92 18%	32 5%	65 11%	67 11%	78 17%	91 17%	42 14%	156 18%
NET: Widowed/ separated/ divorced	252 12%	91 9%	160 15%	- -	5 1%	18 5%	61 17%	67 22%	100 22%	1 *	128 22%	57 10%	76 13%	38 8%	80 15%	33 11%	72 8%
Widowed	48 2%	14 1%	35 3%	- -	- -	1 *	5 1%	9 3%	33 7%	- -	36 6%	15 3%	14 2%	4 1%	15 3%	3 1%	8 1%
Separated	39 2%	18 2%	21 2%	- -	2 1%	8 2%	9 2%	10 3%	10 2%	- -	13 2%	9 2%	12 2%	7 2%	11 2%	4 1%	13 1%
Divorced	164 8%	59 6%	105 10%	- -	3 1%	9 3%	47 13%	48 16%	57 13%	1 *	79 14%	33 6%	50 9%	27 6%	54 10%	26 9%	52 6%
Prefer not to answer	17 1%	13 1%	5 *	7 2%	8 2%	- -	- -	1 *	2 *	12 2%	2 *	1 *	8 1%	- -	9 2%	4 1%	1 *

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 23
Marital Status
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Single	637 30%	59 32%	24 23%	553 30%	22 23%	71 29%	42 22%	61 32%	38 24%	67 32%	118 43%	77 26%	57 30%
NET: Married/ Civil partnership/ co habiting	1238 58%	102 55%	64 60%	1073 58%	57 60%	147 60%	121 64%	111 58%	107 67%	115 56%	119 43%	187 62%	108 57%
Married	923 43%	78 42%	45 42%	800 43%	47 50%	114 46%	93 49%	79 42%	79 49%	89 43%	92 34%	128 43%	78 41%
Civil Partnership	14 1%	- -	- -	14 1%	1 1%	- -	4 2%	1 *	- -	1 *	3 1%	1 *	3 2%
Co Habiting	301 14%	24 13%	18 17%	259 14%	9 10%	33 13%	23 12%	30 16%	28 18%	26 12%	24 9%	58 19%	27 14%
NET: Widowed/ separated/ divorced	252 12%	21 11%	17 16%	213 12%	15 16%	27 11%	25 13%	19 10%	14 9%	25 12%	27 10%	35 12%	25 13%
Widowed	48 2%	4 2%	2 2%	43 2%	4 4%	8 3%	4 2%	3 2%	4 3%	3 2%	2 1%	9 3%	4 2%
Separated	39 2%	1 *	5 5%	33 2%	3 3%	4 2%	3 1%	4 2%	2 1%	2 1%	6 2%	3 1%	5 3%
Divorced	164 8%	16 9%	10 10%	137 7%	8 9%	15 6%	17 9%	12 6%	8 5%	20 9%	19 7%	23 8%	16 8%
Prefer not to answer	17 1%	2 1%	1 1%	13 1%	- -	1 *	1 1%	1 *	1 *	- -	10 3%	1 *	- -

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender		Age								Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Glasgow	95 4%	39 4%	56 5%	13 4%	20 6%	16 5%	15 4%	17 6%	13 3%	21 4%	21 4%	22 4%	24 4%	24 5%	25 5%	19 6%	28 3%
Edinburgh	70 3%	32 3%	38 3%	7 2%	12 4%	7 2%	9 2%	20 7%	16 4%	18 3%	26 4%	20 4%	21 4%	15 3%	14 3%	18 6%	27 3%
Newcastle	91 4%	51 5%	39 4%	10 3%	8 2%	17 5%	19 5%	16 5%	22 5%	15 3%	28 5%	19 3%	23 4%	24 5%	25 5%	9 3%	37 4%
Leeds	93 4%	39 4%	55 5%	16 5%	13 4%	13 4%	15 4%	20 7%	16 3%	23 4%	27 5%	23 4%	30 5%	21 5%	19 4%	11 4%	39 5%
Hull	40 2%	22 2%	18 2%	3 1%	9 3%	4 1%	6 2%	6 2%	11 2%	8 2%	13 2%	7 1%	16 3%	10 2%	7 1%	4 1%	20 2%
Sheffield	61 3%	29 3%	32 3%	4 1%	10 3%	16 4%	9 2%	5 2%	17 4%	11 2%	18 3%	13 2%	15 3%	16 3%	17 3%	11 4%	18 2%
Manchester	166 8%	74 7%	92 8%	24 8%	24 7%	31 9%	21 6%	25 8%	42 9%	35 7%	49 8%	49 9%	43 7%	21 4%	53 10%	23 8%	68 8%
Liverpool	81 4%	42 4%	40 4%	10 3%	12 3%	14 4%	12 3%	8 3%	25 5%	20 4%	30 5%	15 3%	24 4%	15 3%	27 5%	8 3%	20 2%
Nottingham	103 5%	53 5%	50 5%	18 6%	14 4%	14 4%	19 5%	11 4%	27 6%	22 4%	31 5%	22 4%	23 4%	30 6%	28 5%	20 7%	40 5%
Birmingham	171 8%	98 9%	74 7%	25 8%	29 8%	33 9%	33 9%	24 8%	26 6%	43 8%	35 6%	58 10%	50 9%	34 7%	29 6%	29 10%	79 9%
Norwich	83 4%	38 4%	45 4%	18 6%	10 3%	10 3%	16 4%	10 3%	18 4%	27 5%	22 4%	14 2%	24 4%	27 6%	19 4%	8 3%	43 5%
Milton Keynes	59 3%	33 3%	27 2%	9 3%	7 2%	12 4%	10 3%	9 3%	11 2%	12 2%	12 2%	21 4%	13 2%	10 2%	16 3%	4 1%	26 3%
Brighton	54 3%	28 3%	26 2%	1 *	7 2%	3 1%	18 5%	11 4%	14 3%	7 1%	20 3%	14 3%	18 3%	9 2%	13 3%	5 2%	26 3%
Oxford	22 1%	9 1%	13 1%	7 2%	6 2%	3 1%	2 *	3 1%	2 *	8 2%	4 1%	6 1%	3 1%	7 1%	7 1%	4 1%	10 1%
London	473 22%	226 22%	247 23%	82 26%	102 29%	94 27%	67 18%	38 13%	89 20%	147 28%	103 18%	147 26%	138 24%	98 21%	90 17%	61 20%	199 23%
Southampton	91 4%	45 4%	46 4%	8 3%	19 5%	12 4%	14 4%	12 4%	26 6%	18 4%	29 5%	31 5%	22 4%	18 4%	21 4%	8 3%	36 4%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age							Social Grade				Employment Sector		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
Bristol	89 4%	41 4%	48 4%	16 5%	18 5%	8 2%	15 4%	12 4%	20 4%	31 6%	24 4%	19 3%	29 5%	20 4%	20 4%	10 3%	36 4%
Plymouth	52 2%	20 2%	32 3%	9 3%	6 2%	5 1%	13 4%	9 3%	10 2%	11 2%	16 3%	13 2%	14 2%	14 3%	10 2%	9 3%	28 3%
Cardiff	79 4%	42 4%	37 3%	10 3%	16 5%	13 4%	17 5%	12 4%	10 2%	11 2%	11 2%	17 3%	21 4%	22 5%	18 3%	16 5%	31 4%
None of these	170 8%	88 8%	82 8%	21 7%	12 3%	26 7%	38 10%	33 11%	41 9%	26 5%	60 10%	37 7%	38 6%	34 7%	61 12%	21 7%	61 7%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Glasgow	95 4%	95 51%	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	70 3%	69 38%	-	1 *	1 1%	-	-	-	-	-	-	-	-
Newcastle	91 4%	-	-	91 5%	87 92%	4 2%	* *	-	-	-	-	-	-
Leeds	93 4%	-	-	93 5%	2 2%	2 1%	89 47%	-	-	-	-	-	-
Hull	40 2%	-	-	40 2%	-	-	34 18%	-	5 3%	-	-	-	-
Sheffield	61 3%	-	-	61 3%	-	-	49 26%	-	12 7%	-	-	-	-
Manchester	166 8%	-	1 1%	165 9%	1 1%	155 63%	-	8 4%	-	-	-	-	1 *
Liverpool	81 4%	-	10 9%	71 4%	-	71 29%	-	1 *	-	-	-	-	-
Nottingham	103 5%	-	-	103 6%	1 1%	-	4 2%	1 1%	92 57%	6 3%	-	-	-
Birmingham	171 8%	-	2 2%	169 9%	-	-	-	160 84%	8 5%	-	-	-	* *
Norwich	83 4%	-	-	83 5%	-	-	-	-	1 1%	81 39%	1 *	-	-
Milton Keynes	59 3%	-	-	59 3%	-	-	-	2 1%	21 13%	22 11%	-	13 4%	1 *
Brighton	54 3%	-	-	54 3%	-	-	-	-	-	2 1%	1 *	52 17%	-
Oxford	22 1%	-	-	22 1%	-	-	-	-	-	2 1%	-	17 6%	3 2%
London	473 22%	-	-	473 26%	-	-	-	-	-	69 33%	272 99%	130 43%	2 1%
Southampton	91 4%	-	-	91 5%	1 1%	-	-	-	-	-	-	60 20%	31 16%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 24
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
Bristol	89 4%	-	1 1%	88 5%	-	-	-	2 1%	-	-	-	-	86 45%
Plymouth	52 2%	-	-	52 3%	-	-	-	-	-	-	-	-	52 27%
Cardiff	79 4%	-	78 73%	1 *	-	-	-	1 *	-	-	-	-	-
None of these	170 8%	20 11%	16 15%	134 7%	2 2%	14 6%	12 6%	14 8%	21 13%	26 13%	-	29 10%	15 8%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 25

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	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885	
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869	
Up to £7,000	(3.5) 4%	91 4%	40 4%	51 5%	34 11%	15 4%	12 3%	17 4%	8 3%	5 1%	46 9%	11 2%	4 1%	23 4%	11 2%	53 10%	2 1%	14 2%
£7,001 to £14,000	(10.5) 14%	302 14%	140 13%	163 15%	46 15%	31 9%	53 15%	63 17%	57 19%	53 12%	67 13%	73 13%	31 6%	60 10%	40 9%	171 33%	14 5%	101 12%
£14,001 to £21,000	(17.5) 19%	408 19%	193 18%	214 20%	30 10%	51 14%	72 20%	83 22%	66 22%	106 23%	58 11%	143 25%	54 10%	139 24%	98 21%	117 22%	49 17%	164 19%
£21,001 to £28,000	(24.5) 18%	389 18%	210 20%	179 16%	39 13%	73 20%	60 17%	79 21%	63 21%	75 17%	74 14%	97 17%	78 14%	129 22%	111 24%	70 13%	83 28%	184 21%
£28,001 to £34,000	(31) 11%	235 11%	118 11%	117 11%	24 8%	43 12%	45 13%	36 10%	36 12%	51 11%	50 10%	67 12%	86 15%	60 10%	49 10%	40 8%	42 14%	118 14%
£34,001 to £41,000	(37.5) 7%	149 7%	80 8%	69 6%	25 8%	27 8%	31 9%	18 5%	12 4%	36 8%	40 8%	40 7%	49 9%	39 7%	50 11%	11 2%	23 8%	70 8%
£41,001 to £48,000	(44.5) 5%	102 5%	59 6%	43 4%	9 3%	19 5%	20 6%	26 7%	11 3%	17 4%	25 5%	18 3%	49 9%	20 3%	29 6%	5 1%	18 6%	46 5%
£48,001 to £55,000	(51.5) 4%	90 4%	48 5%	42 4%	10 3%	26 7%	7 2%	16 4%	10 3%	21 5%	23 4%	24 4%	53 9%	17 3%	16 4%	4 1%	19 6%	37 4%
£55,001 to £62,000	(58.5) 3%	55 3%	32 3%	23 2%	8 3%	18 5%	11 3%	6 2%	5 2%	8 2%	17 3%	12 2%	28 5%	14 2%	13 3%	- -	8 3%	28 3%
£62,001 to £69,000	(65.5) 2%	42 2%	28 3%	14 1%	8 3%	8 2%	8 2%	4 1%	7 2%	7 2%	12 2%	9 1%	28 5%	6 1%	6 1%	1 *	11 4%	18 2%
£69,001 to £76,000	(72.5) 1%	22 1%	9 1%	14 1%	2 1%	4 1%	4 1%	2 *	2 1%	8 2%	7 1%	8 1%	16 3%	5 1%	2 *	- -	6 2%	8 1%
£76,001 to £83,000	(79.5) 1%	16 1%	11 1%	5 *	8 3%	3 1%	- -	1 *	- -	4 1%	8 2%	4 1%	7 1%	6 1%	1 *	1 *	3 1%	4 *
£83,001 or more	(86) 2%	44 2%	22 2%	21 2%	5 2%	10 3%	14 4%	5 1%	4 1%	5 1%	8 2%	8 1%	30 5%	12 2%	1 *	- -	6 2%	25 3%
Prefer not to answer	199 9%	58 6%	141 13%	64 20%	29 8%	14 4%	14 4%	21 7%	57 13%	81 16%	65 11%	53 9%	58 10%	41 9%	47 9%	16 5%	53 6%	
Average income (£000's)	28.17	29.30	27.00	27.69	32.21	29.18	25.70	25.34	28.48	29.07	27.45	39.65	27.27	27.94	16.95	33.00	30.07	

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 25

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

Base: All respondents

	Total	Region												
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203	
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191	
Up to £7,000	(3.5) 4%	91 4%	15 8%	5 5%	71 4%	2 2%	16 6%	5 3%	6 3%	8 5%	8 4%	15 6%	5 2%	7 3%
£7,001 to £14,000	(10.5) 14%	302 14%	23 12%	17 16%	262 14%	19 20%	44 18%	21 11%	24 13%	27 17%	32 15%	31 11%	37 12%	27 14%
£14,001 to £21,000	(17.5) 19%	408 19%	31 17%	23 21%	353 19%	25 27%	44 18%	44 23%	38 20%	36 22%	41 20%	40 15%	51 17%	34 18%
£21,001 to £28,000	(24.5) 18%	389 18%	43 23%	17 16%	330 18%	19 20%	45 18%	38 20%	31 16%	34 21%	37 18%	45 17%	55 18%	26 14%
£28,001 to £34,000	(31) 11%	235 11%	13 7%	11 11%	210 11%	9 10%	21 9%	21 11%	24 13%	13 8%	28 13%	30 11%	40 14%	23 12%
£34,001 to £41,000	(37.5) 7%	149 7%	8 4%	6 6%	135 7%	4 4%	16 6%	19 10%	15 8%	11 7%	12 6%	15 6%	23 8%	20 10%
£41,001 to £48,000	(44.5) 5%	102 5%	11 6%	2 2%	89 5%	6 6%	12 5%	7 4%	12 6%	7 5%	13 6%	11 4%	10 3%	11 6%
£48,001 to £55,000	(51.5) 4%	90 4%	9 5%	6 5%	76 4%	3 3%	9 3%	7 4%	8 4%	4 3%	8 4%	16 6%	13 4%	9 5%
£55,001 to £62,000	(58.5) 3%	55 3%	6 3%	3 2%	47 3%	2 2%	7 3%	5 3%	4 2%	2 2%	2 1%	6 2%	15 5%	4 2%
£62,001 to £69,000	(65.5) 2%	42 2%	5 3%	1 1%	35 2%	- -	7 3%	- -	5 3%	3 2%	2 1%	8 3%	6 2%	5 2%
£69,001 to £76,000	(72.5) 1%	22 1%	- -	5 4%	18 1%	- -	1 *	- -	2 1%	1 1%	2 1%	5 2%	3 1%	4 2%
£76,001 to £83,000	(79.5) 1%	16 1%	* *	1 1%	15 1%	- -	1 1%	1 *	2 1%	- -	5 2%	3 1%	2 1%	1 1%
£83,001 or more	(86) 2%	44 2%	3 1%	2 1%	39 2%	- -	2 1%	5 3%	2 1%	2 1%	7 4%	10 4%	10 3%	1 1%
Prefer not to answer	199 9%	18 10%	9 8%	172 9%	6 6%	22 9%	15 8%	18 10%	12 8%	12 6%	38 14%	32 11%	17 9%	
Average income (£000's)	28.17	26.73	27.88	28.33	23.05	25.88	27.48	29.08	25.06	28.74	31.08	30.74	29.13	

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 26

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	Female	16-24	25-34	35-44	45-54	55-64	65+	16-30	60+	AB	C1	C2	DE	Public	Private
Unweighted base	2144	1008	1136	308	339	308	383	330	476	509	610	638	637	328	541	318	885
Weighted base	2144	1049	1095	311	356	352	369	302	454	516	579	565	589	469	521	300	869
NET: Yes	448 21%	235 22%	213 19%	24 8%	65 18%	55 16%	92 25%	71 23%	140 31%	62 12%	173 30%	92 16%	94 16%	89 19%	172 33%	38 13%	111 13%
Yes - physical condition	267 12%	141 13%	126 11%	7 2%	23 6%	25 7%	55 15%	51 17%	106 23%	19 4%	128 22%	62 11%	58 10%	49 10%	98 19%	17 6%	60 7%
Yes - disability	165 8%	84 8%	81 7%	7 2%	17 5%	19 5%	44 12%	29 10%	48 11%	15 3%	64 11%	25 4%	32 5%	38 8%	70 14%	15 5%	33 4%
Yes - mental condition	130 6%	70 7%	60 5%	14 5%	29 8%	24 7%	43 12%	14 5%	5 1%	34 7%	11 2%	21 4%	19 3%	22 5%	68 13%	9 3%	35 4%
Yes - other	24 1%	11 1%	13 1%	3 1%	7 2%	1 *	6 2%	3 1%	5 1%	5 1%	5 1%	3 1%	6 1%	3 1%	11 2%	3 1%	5 1%
No	1635 76%	783 75%	852 78%	274 88%	281 79%	288 82%	258 70%	226 75%	308 68%	437 85%	397 69%	466 83%	481 82%	363 77%	325 62%	258 86%	738 85%
Prefer not to say	61 3%	31 3%	30 3%	13 4%	10 3%	9 2%	18 5%	6 2%	6 1%	18 4%	9 2%	7 1%	14 2%	17 4%	23 5%	4 1%	19 2%

Drinking Habits Survey

ONLINE Fieldwork: 24th-25th September 2014

Absolutes/col percents

Table 26

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												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2144	181	117	1846	95	259	196	204	153	170	245	321	203
Weighted base	2144	184	107	1853	94	246	188	191	161	208	274	300	191
NET: Yes	448 21%	38 21%	25 23%	385 21%	20 21%	55 22%	38 20%	31 16%	35 22%	45 22%	41 15%	80 27%	40 21%
Yes - physical condition	267 12%	23 12%	16 15%	228 12%	13 14%	31 13%	29 15%	23 12%	17 11%	27 13%	18 7%	45 15%	24 13%
Yes - disability	165 8%	11 6%	5 5%	149 8%	11 12%	22 9%	13 7%	9 5%	13 8%	18 8%	13 5%	38 13%	11 6%
Yes - mental condition	130 6%	14 8%	6 6%	109 6%	4 4%	16 7%	9 5%	8 4%	11 7%	12 6%	15 6%	24 8%	10 5%
Yes - other	24 1%	1 1%	1 1%	21 1%	- -	1 1%	1 *	1 1%	5 3%	2 1%	4 2%	4 1%	3 1%
No	1635 76%	143 78%	78 72%	1414 76%	69 73%	186 75%	144 76%	152 80%	121 75%	158 76%	222 81%	213 71%	150 79%
Prefer not to say	61 3%	3 2%	4 4%	54 3%	6 6%	5 2%	6 3%	8 4%	5 3%	4 2%	12 4%	7 2%	1 *

	Page	Table	Title	Base Description	Base
	1	1	Q.1 In the last week, on how many of those seven days did you drink an alcoholic drink?	Base: All respondents	2144
	2	1	Q.1 In the last week, on how many of those seven days did you drink an alcoholic drink?	Base: All respondents	2144
	3	2	Q.2 Do you agree or disagree with the following statements? / It's embarrassing when someone my age gets really drunk / There's nothing wrong with getting drunk sometimes / Getting so drunk that you vomit is a standard part of growing up	Base: All respondents	2144
	4	2	Q.2 Do you agree or disagree with the following statements? / Drunkenness is fine unless you behave aggressively / Getting drunk to the point when you throw up is never acceptable / I prefer socialising online to drinking with friends	Base: All respondents	2144
	5	2	Q.2 Do you agree or disagree with the following statements? / It's embarrassing when someone my age gets really drunk / There's nothing wrong with getting drunk sometimes / Getting so drunk that you vomit is a standard part of growing up	Base: All respondents	2144
	6	2	Q.2 Do you agree or disagree with the following statements? / Drunkenness is fine unless you behave aggressively / Getting drunk to the point when you throw up is never acceptable / I prefer socialising online to drinking with friends	Base: All respondents	2144
	7	3	Q.3 For which, if any, of the following reasons do you drink alcohol?	Base: All respondents who ever drink alcohol	1781
	8	3	Q.3 For which, if any, of the following reasons do you drink alcohol?	Base: All respondents who ever drink alcohol	1781
	9	4	Q.3 For which, if any, of the following reasons do you drink alcohol?	Base: All respondents	2144
	10	4	Q.3 For which, if any, of the following reasons do you drink alcohol?	Base: All respondents	2144
	11	5	Q.4 Which, if any, of the following factors prevents you from drinking alcohol?	Base: All respondents	2144
	12	5	Q.4 Which, if any, of the following factors prevents you from drinking alcohol?	Base: All respondents	2144
	13	6	Q.5 Which, if any, of the following statements do you agree with? Compared to 15 years ago, I believe that young adults today...	Base: All respondents	2144
	14	6	Q.5 Which, if any, of the following statements do you agree with? Compared to 15 years ago, I believe that young adults today...	Base: All respondents	2144
	15	7	Gender	Base: All respondents	2144
	16	7	Gender	Base: All respondents	2144

	Page	Table	Title	Base Description	Base
	17	8	Age	Base: All respondents	2144
	18	8	Age	Base: All respondents	2144
	19	9	Social Grade	Base: All respondents	2144
	20	9	Social Grade	Base: All respondents	2144
	21	10	GO Region	Base: All respondents	2144
	22	10	GO Region	Base: All respondents	2144
	23	11	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2144
	24	11	Have you taken a foreign holiday in the last 3 years?	Base: All respondents	2144
	25	12	Tenure	Base: All respondents	2144
	26	12	Tenure	Base: All respondents	2144
	27	13	What is the highest educational level that you have achieved to date?	Base: All respondents	2144
	28	13	What is the highest educational level that you have achieved to date?	Base: All respondents	2144
	29	14	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	2144
	30	14	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	2144
	31	15	How many cars are there in your household?	Base: All respondents	2144
	32	15	How many cars are there in your household?	Base: All respondents	2144
	33	16	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2144
	34	16	To which of the following ethnic groups do you consider you belong?	Base: All respondents	2144
	35	17	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2144
	36	17	To which of the following religious groups do you consider yourself to be a member of?	Base: All respondents	2144
	37	18	Which of the following best describes where you live?	Base: All respondents	2144

	Page	Table	Title	Base Description	Base
	38	18	Which of the following best describes where you live?	Base: All respondents	2144
	39	19	Which of the following best describes your current working status?	Base: All respondents	2144
	40	19	Which of the following best describes your current working status?	Base: All respondents	2144
	41	20	Do you work in any of the following occupations?	Base: All respondents who work	1203
	42	20	Do you work in any of the following occupations?	Base: All respondents who work	1168
	43	20	Do you work in any of the following occupations?	Base: All respondents who work	1203
	44	20	Do you work in any of the following occupations?	Base: All respondents who work	1168
	45	21	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2144
	46	21	Do you have any children aged 18 or under? If so, how old are they?	Base: All respondents	2144
	47	22	Which of the following ITV regions do you live in?	Base: All respondents	2144
	48	22	Which of the following ITV regions do you live in?	Base: All respondents	2144
	49	23	Marital Status	Base: All respondents	2144
	50	23	Marital Status	Base: All respondents	2144
	51	24	Which of the following cities do you live in, or nearest to?	Base: All respondents	2144
	52	24	Which of the following cities do you live in, or nearest to?	Base: All respondents	2144
	53	24	Which of the following cities do you live in, or nearest to?	Base: All respondents	2144
	54	24	Which of the following cities do you live in, or nearest to?	Base: All respondents	2144
	55	25	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2144
	56	25	What is the combined annual income of your household, prior to tax being deducted?	Base: All respondents	2144
	57	26	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	2144
	58	26	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	2144