



INCISIVE HEALTH – LIVER DISEASE PUBLIC POLLING – MAY 2019

Methodology: ComRes interviewed 2,016 British adults online between 24th and 27th May 2019. Data were weighted to be demographically representative of all GB adults aged 18+ by key demographics including age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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.

For information about commissioning research please contact info@comresglobal.com or call +44 (0)20 7871 8660.

To register for Pollwatch, featuring commentary and insight from the ComRes team, please email: pollwatch@comresglobal.com

REPUTATION | COMMUNICATIONS | PUBLIC POLICY

Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51/F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 1
Q1. Which of the following best describes your awareness of the symptoms of liver disease?
Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber-side (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
I am aware of all the symptoms of liver disease	44 2%	24 2%	20 2%	23 4% ^d E	14 2% ^e	7 1%	19 3% ^g i	8 1%	9 2%	7 1%	4 3%	1 1%	38 2%	4 5% ^R sU	8 3% ^{ru}	8 5% ^L RSTU	5 3%	3 2%	1 1%	4 1%	4 1%	1 *
I am aware of most symptoms of liver disease	162 8%	97 10% ^B	64 6%	38 7%	57 8%	66 9%	49 9% ^g	34 6%	33 8%	46 9% ^G	14 8%	5 5%	142 8%	14 17% ^j KLNo	18 8%	15 9%	26 15% ^q jKLnQ	9 6%	11 6%	19 7%	17 6%	12 7%
I am aware of a few symptoms of liver disease	977 48%	457 46%	521 50% ^a	239 42%	357 53% ^C	381 50% ^C	255 46%	303 53% ^F hI	193 47%	226 46%	79 45%	52 51%	847 49% ^p	38 45%	127 55% ^j Ps	82 48%	72 40%	74 50% ^p	95 49%	124 45%	142 50% ^P	93 52% ^P
I am not aware of any symptoms of liver disease	753 37%	365 37%	388 38%	250 44% ^D E	226 33%	276 36%	205 37%	202 36%	152 37%	194 40%	75 43% ^m no	36 36%	642 37%	25 30%	75 32%	56 33%	70 39%	58 39%	77 40%	108 40%	108 38%	65 36%
Don't know	80 4%	41 4%	39 4%	22 4%	25 4%	34 4%	22 4%	19 3%	21 5%	17 4%	3 2%	7 7% ^J N	71 4% ⁿ	4 4%	3 1%	9 5% ^j N	6 3%	4 3%	8 4% ⁿ	18 7% ^J IN	11 4% ⁿ	8 4% ⁿ
NET: Aware of all/ most symptom	206 10%	121 12% ^B	84 8%	61 11%	71 10%	73 10%	68 12% ^G	42 7%	42 10%	53 11% ^g	19 11%	6 6%	181 10%	18 21% ^j JKLN	26 11%	23 14% ^k RtU	32 18% ^j KLQR	12 8%	13 7%	23 8%	21 7%	13 7%
NET: Aware of at least a few symptoms	1183 59%	578 59%	605 59%	300 52%	428 63% ^C	455 59% ^C	323 59%	345 61%	236 58%	279 57%	98 56%	58 57%	1027 59%	56 66% ^s	154 66% ^j iRS	105 62%	103 58%	86 58%	108 56%	147 54%	163 58%	107 59%
NET: Not aware/ don't know	833 41%	406 41%	427 41%	272 48% ^D E	251 37%	310 41%	227 41%	222 39%	173 42%	211 43%	78 44% ⁿ	43 43%	712 41% ⁿ	29 34%	78 34%	64 38%	76 42%	62 42%	86 44% ^N	126 46% ^m N	120 42% ⁿ	73 41%

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 2

Q1. Which of the following best describes your awareness of the symptoms of liver disease?

Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)					
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
I am aware of all the symptoms of liver disease	44	44	-	16	8	8	9	3	9	15	4	40	1	10	33	6	18	4	15	12	32	7	17	5	15
	2%	4%B	-	5%	2%DEF	2%	2%	1%	4%L	2%	1%	2%	1%	2%	3%	2%	3% _m	1%	3%	1%	3% _{SuW}	1%	4% _{SuW}	1%	3% _s
I am aware of most symptoms of liver disease	162	162	-	29	33	33	41	26	28	65	39	154	7	58	84	35	51	23	33	72	80	47	45	26	35
	8%	14%B	-	8%	6%	8%	9% _d	10% _d	12% _l	7%	9%	8%	6%	10% _R	7%	12% _{NR}	9% _R	8%	6%	8%	8%	10% _{WX}	9%	6%	6%
I am aware of a few symptoms of liver disease	977	977	-	138	269	222	236	114	107	482	231	922	44	302	545	147	256	155	289	433	487	217	220	217	267
	48%	83%B	-	39%	50% _C	52% _{Cg}	53% _{CG}	45%	47%	51%	53%	50% _L	37%	51%	48%	48%	46%	53% _p	50%	50%	47%	47%	46%	53% _v	49%
I am not aware of any symptoms of liver disease	753	-	753	151	201	155	144	102	77	354	147	662	61	203	437	102	211	101	226	319	392	168	178	151	215
	37%	-	90% _A	43% _{eF}	37%	36%	32%	40% _f	34%	37%	34%	36%	52% _K	34%	39% _m	33%	38%	34%	39% _m	37%	38%	37%	37%	37%	39%
Don't know	80	-	80	16	28	12	15	10	8	37	11	66	6	24	32	14	16	10	16	32	35	18	19	14	16
	4%	-	10% _A	5%	5% _e	3%	3%	4%	4%	4%	3%	4%	5%	4%	3%	5%	3%	3%	3%	4%	3%	4%	4%	3%	3%
NET: Aware of all/ most symptom	206	206	-	45	41	41	50	29	37	80	43	194	8	68	117	41	69	27	48	84	112	53	62	31	50
	10%	17%B	-	13% _D	8%	9%	11% _d	11%	16% _{LJ}	8%	10%	11%	6%	11% _r	10%	14% _R	12% _R	9%	8%	10%	11% _w	12% _w	13% _{sWx}	7%	9%
NET: Aware of at least a few symptoms	1183	1183	-	183	310	263	285	142	144	562	274	1116	51	371	662	188	325	182	337	518	599	270	282	248	317
	59%	100%B	-	52%	58%	61% _C	64% _{CDG}	56%	63%	59%	63%	61% _L	43%	62%	59%	62%	59%	62%	58%	60%	58%	59%	59%	60%	58%
NET: Not aware/ don't know	833	-	833	167	228	167	158	112	86	391	158	728	67	227	469	116	227	111	242	351	427	186	196	164	231
	41%	-	100% _A	48% _{EF}	42% _F	39%	36%	44% _F	37%	41%	37%	39%	57% _K	38%	41%	38%	41%	38%	42%	40%	42%	41%	41%	40%	42%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 3
Q3. To the best of your knowledge, which, if any, of the following are the three main causes of liver disease?
Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Drinking harmful levels of alcohol	1793 89%	863 88%	930 90%	472 83%	609 90%C	712 93%CD	481 87%	513 91%	358 88%	441 90%	160 91%p	89 88%	1544 89%	76 89%	207 89%	147 87%	151 84%	130 89%	177 91%p	238 87%	253 90%	165 92%P
Obesity	813 40%	427 43%B	386 37%	257 45%E	286 42%E	270 35%	243 44%l	230 41%	165 40%	174 35%	68 39%	36 36%	708 41%	37 44%	83 36%	76 45%n	65 36%	70 47%Np	76 39%	114 42%	118 42%	69 39%
Contracting viral hepatitis	703 35%	308 31%	394 38%A	121 21%	228 34%C	354 46%CD	175 32%	203 36%	134 33%	191 39%Fh	56 32%	38 38%P	609 35%P	29 35%	88 38%P	59 35%P	43 24%	48 33%	76 39%P	105 39%P	102 36%P	57 32%
Smoking	515 26%	272 28%B	243 24%	193 34%DE	182 27%E	140 18%	157 29%	142 25%	99 24%	116 24%	39 22%	24 24%	451 26%	27 32% <i>s</i>	52 22%	42 25%	54 30% <i>s</i>	47 32% <i>j</i> nS	49 25%	60 22%	74 26%	47 26%
Inherited, genetic factors	493 24%	203 21%	290 28%A	163 29%E	178 26%E	151 20%	111 20%	164 29%Fh	98 24%	120 25%	48 27%	31 31%qt	414 24%	18 22%	61 26%	39 23%	44 25%	28 19%	50 26%	65 24%	60 21%	48 27%
Blockages to the gallbladder	277 14%	106 11%	170 16%A	77 13%	91 13%	109 14%	78 14%	83 15%	60 15%	56 11%	22 13%	7 7%	247 14%k	8 9%	46 20% <i>j</i> KLM	23 14%	23 13%	14 10%	27 14%	42 16%k	35 12%	28 16%k
Lack of iron in the diet	243 12%	138 14%B	106 10%	73 13%	79 12%	91 12%	72 13%	66 12%	47 11%	59 12%	25 14%q	19 19%LnpQ	199 11%	9 11%	26 11%	22 13%	18 10%	12 8%	24 12%	28 10%	44 16% <i>l</i> QsU	16 9%
Sleep deprivation	23 1%	16 2%b	7 1%	11 2%E	9 1%E	3 *	14 3%gHI	5 1%	1 *	3 1%	1 1%	1 1%	21 1%	4 5% <i>j</i> LNop	2 1%	1 1%	2 1%	1 1%	2 1%	3 1%	4 2%	1 1%
None of the above	11 1%	6 1%	4 *	9 2%DE	2 *	- -	7 1%GI	1 *	2 *	* *	1 1%	- -	9 1%	1 1%t	1 *	- -	2 1%t	- -	2 1%	2 1%	- -	2 1%
Don't know	122 6%	70 7%b	52 5%	49 9%DE	34 5%	39 5%	36 7%	28 5%	26 6%	32 7%	11 6%	7 7%	104 6%	3 3%	13 6%	12 7%	20 11% <i>Lmn</i> RS	12 8%	8 4%	14 5%	16 6%	7 4%
NET: Selected all 3 main causes	218 11%	112 11%	106 10%	45 8%	67 10%	106 14%CD	59 11%	69 12%	40 10%	51 10%	19 11%p	16 16%P	184 11%p	9 10%	27 12%p	18 11%p	10 5%	23 16% <i>l</i> Pu	19 10%	28 10%p	34 12%P	16 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/q/r/s/t/u
 * small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 4

Q3. To the best of your knowledge, which, if any, of the following are the three main causes of liver disease?

Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Drinking harmful levels of alcohol	1793	1095	698	305	470	373	416	229	200	854	398	1670	91	557	990	281	470	276	520	801	895	416	405	385	490
	89%	93%B	84%	87%	87%	87%	94% ^{CDE}	90%	87%	90%	92% ^h	91% ^L	77%	93% ^{NPR}	88%	92% ^{NP}	85%	94% ^{NPR}	90% ^P	92% ^{TVx}	87%	91% ^{TV}	85%	94% ^{TVX}	89% ^V
Obesity	813	510	302	130	208	189	187	98	100	375	194	769	36	248	458	137	239	111	220	374	407	207	205	167	202
	40%	43%B	36%	37%	39%	44% ^c	42%	38%	43%	39%	45% ⁱ	42% ^L	30%	41%	41%	45% ^{qr}	43% ^r	38%	38%	43% ^X	40%	45% ^{tX}	43% ^x	41%	37%
Contracting viral hepatitis	703	519	184	134	168	144	158	98	73	342	141	672	23	223	399	98	176	124	223	291	371	140	149	151	223
	35%	44%B	22%	38% ^D	31%	34%	36%	38% ^d	32%	36%	33%	36% ^L	20%	37% ^p	35%	32%	32%	42% ^{NOP}	38% ^{oP}	34%	36% ^{uv}	31%	31%	37% ^u	41% ^{SUV}
Smoking	515	284	231	103	148	115	109	39	74	227	104	477	29	112	332	60	172	52	160	197	289	111	148	86	141
	26%	24%	28% ^a	29% ^G	27% ^G	25% ^G	15%	15%	32% ^{iJ}	24%	24%	26%	25%	19%	29% ^{MOQ}	20%	31% ^{MOQ}	18%	28% ^{MOQ}	23%	28% ^{SW}	24%	31% ^{SUWx}	21%	26%
Inherited, genetic factors	493	320	173	89	140	109	107	49	51	237	109	462	26	131	289	61	116	71	173	215	251	96	96	119	155
	24%	27%B	21%	25% ^g	26% ^G	25% ^g	24%	19%	22%	25%	25%	25%	22%	22%	26% ^{op}	20%	21%	24%	30% ^{MnOP}	25% ^v	24% ^v	21%	20%	29% ^{UV}	28% ^{UV}
Blockages to the gallbladder	277	204	72	48	77	62	69	20	33	129	60	266	8	80	158	30	64	50	94	116	144	52	50	65	94
	14%	17%B	9%	14% ^G	14% ^G	14% ^G	16% ^G	8%	14%	14%	14%	14% ^L	6%	13%	14% ^o	10%	12%	17% ^{OP}	16% ^{OP}	13%	14% ^v	11%	10%	16% ^{uV}	17% ^{sUV}
Lack of iron in the diet	243	142	101	29	64	57	59	34	42	107	59	226	14	77	136	44	77	33	59	109	124	64	66	45	58
	12%	12%	12%	8%	12%	13% ^C	13% ^C	13% ^c	18% ^l	11%	14%	12%	12%	13%	12%	15% ^r	14% ^r	11%	10%	13%	12%	14%	14%	11%	11%
Sleep deprivation	23	16	7	5	7	3	7	1	6	9	2	20	2	5	15	5	9	-	6	7	15	7	7	-	7
	1%	1%	1%	1%	1%	1%	2%	*	3% ^{ij}	1%	*	1%	1%	1%	1% ^q	2% ^Q	2% ^Q	-	1% ^q	1% ^w	1% ^W	2% ^W	2% ^W	-	1% ^w
None of the above	11	5	5	2	6	2	1	-	3	3	1	8	1	1	6	-	5	1	2	3	4	1	3	2	1
	1%	*	1%	1%	1%	*	*	-	1% ^j	*	*	*	1%	*	1%	-	1%	*	*	*	*	*	1%	*	*
Don't know	122	27	95	24	39	23	15	22	10	58	19	91	14	28	66	18	41	9	24	38	64	26	39	13	25
	6%	2%	11% ^A	7% ^F	7% ^F	5%	3%	9% ^F	4%	6%	4%	5%	12% ^K	5%	6%	6%	7% ^{mQR}	3%	4%	4%	6% ^W	6% ^w	8% ^{SWX}	3%	5%
NET: Selected all 3 main causes	218	174	45	36	48	52	56	27	19	111	52	212	4	75	126	35	67	40	59	95	116	49	59	47	57
	11%	15%B	5%	10%	9%	12%	13% ^d	11%	8%	12%	12%	11% ^L	3%	13%	11%	12%	12%	14%	10%	11%	11%	11%	12%	11%	10%

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 5

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary table

	<u>True</u>	<u>False</u>
Unweighted base	2016	2016
Weighted base	2016	2016
Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change	1824 90%	192 10%
It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments	1687 84%	329 16%
Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average	1607 80%	409 20%
In the UK, the disease burden and deaths caused by liver disease are falling year-on-year	646 32%	1370 68%
Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle	264 13%	1752 87%
NET: All correct	158 8%	158 8%

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 6

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary table - True

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change	1824	884	939	498	610	716	508	511	361	444	150	86	1588	75	216	152	164	135	180	244	255	167
	90%	90%	91%	87%	90%	94%CD	92%h	90%	88%	91%	85%	85%	91%JK	89%	93%JK	90%	91%	92%	93%JK	90%	90%	93%JK
It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments	1687	824	864	453	574	660	469	477	335	406	141	89	1458	66	202	129	145	120	166	225	243	161
	84%	84%	84%	79%	85%C	86%C	85%	84%	82%	83%	80%	88%mo	84%O	78%	87%mo	76%	81%	81%	86%O	83%	86%mo	90%JLMOPQs
Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average	1607	793	814	427	558	622	428	459	336	383	145	78	1384	64	200	132	145	115	152	217	223	135
	80%	81%	79%	75%	82%C	81%C	78%	81%	82%	78%	83%	77%	80%	75%	86%kLMO	78%	81%	78%	79%	80%	79%	75%
In the UK, the disease burden and deaths caused by liver disease are falling year-on-year	646	331	315	224	213	209	192	157	142	155	65	27	555	26	72	57	69	39	64	87	91	48
	32%	34%	31%	39%DE	31%	27%	35%G	28%	35%G	32%	37%qu	27%	32%	31%	31%	34%	39%kQU	27%	33%	32%	32%	27%
Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle	264	132	133	106	105	54	58	67	76	62	30	22	212	9	22	25	30	19	28	27	32	20
	13%	13%	13%	18%E	15%E	7%	11%	12%	19%FGI	13%	17%INS	22%LmNq	12%	11%	9%	15%	17%NS	13%	15%	10%	11%	11%

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

* small base

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 6

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary table - True

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: All correct	158	79	79	50	51	57	45	37	35	40	15	4	139	9	19	21	14	17	13	23	16	7
	8%	8%	8%	9%	7%	7%	8%	6%	9%	8%	9%u	4%	8%u	10%ku	8%u	12%KITU	8%	12%KTU	7%	9%u	6%	4%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 7

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary table - True

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change	1824	1072	752	318	477	389	402	238	206	855	402	1689	96	550	1018	279	493	271	525	787	933	414	428	373	505
	90%	91%	90%	91%	89%	90%	91%	94%D	90%	90%	93%i	92%L	81%	92%	90%	92%	89%	92%	91%	91%	91%	91%	90%	90%	92%
It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments	1687	1009	678	281	444	359	386	217	193	792	379	1556	94	509	939	254	462	255	477	732	852	379	400	353	452
	84%	85%B	81%	80%	83%	84%	87%Cd	85%	84%	83%	88%i	84%	79%	85%	83%	84%	84%	87%r	82%	84%	83%	83%	84%	86%	82%
Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average	1607	962	645	269	426	348	366	199	178	764	358	1480	88	477	907	247	449	230	457	703	815	375	382	328	433
	80%	81%b	77%	77%	79%	81%	82%c	78%	78%	80%	83%	80%	75%	80%	80%	81%	81%	78%	79%	81%	79%	82%	80%	80%	79%
In the UK, the disease burden and deaths caused by liver disease are falling year-on-year	646	376	270	117	169	147	145	69	88	305	118	564	58	179	379	99	200	80	179	261	345	146	171	115	174
	32%	32%	32%	33%	31%	34%g	33%	27%	39%j	32%j	27%	31%	49%K	30%	33%q	32%	36%MQr	27%	31%	30%	34%w	32%	36%SW	28%	32%
Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle	264	146	118	53	79	57	54	21	45	114	45	226	24	59	162	25	89	34	73	104	142	50	75	54	67
	13%	12%	14%	15%G	15%G	13%g	12%	8%	19%j	12%	11%	12%	21%K	10%	14%MO	8%	16%MOq	11%	13%o	12%	14%	11%	16%u	13%	12%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Prepared by ComRes



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 7

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary table - True

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: All correct	158	78	80	39	42	27	29	21	15	67	35	143	9	48	89	27	41	21	48	71	80	40	37	31	43
		8%	7%	10%A	11%EF	8%	6%	7%	8%	7%	7%	8%	8%	8%	8%	9%	7%	7%	8%	8%	8%	9%	8%	8%	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/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 8

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary - False

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle	1752 87%	852 87%	900 87%	467 82%	574 85%	711 93%CD	492 89%H	499 88%H	333 81%	428 87%H	145 83%	79 78%	1528 88%jK	76 89%k	210 91%jKP	145 85%	149 83%	128 87%k	165 85%	245 90%jKP	250 89%K	159 89%K
In the UK, the disease burden and deaths caused by liver disease are falling year-on-year	1370 68%	653 66%	717 69%	348 61%	466 69%C	556 73%C	358 65%	410 72%FH	267 65%	335 68%	110 63%	74 73%p	1185 68%	58 69%	160 69%	112 66%	110 61%	108 73%jP	129 67%	185 68%	191 68%	132 73%jP
Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average	409 20%	191 19%	218 21%	146 25%DE	121 18%	142 19%	122 22%	107 19%	73 18%	107 22%	30 17%	23 23%n	356 20%N	21 25%N	32 14%	37 22%N	34 19%	32 22%n	41 21%N	55 20%n	59 21%N	44 25%N
It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments	329 16%	160 16%	168 16%	120 21%DE	105 15%	104 14%	81 15%	89 16%	74 18%	84 17%	34 20%U	12 12%	282 16%U	19 22%kntU	30 13%	40 24%KLNR TU	34 19%U	28 19%U	27 14%	47 17%u	39 14%	18 10%
Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change	192 10%	99 10%	93 9%	74 13%E	69 10%E	48 6%	42 8%	56 10%	48 12%f	46 9%	26 15%LNURU	15 15%lNRU	152 9%	10 11%	15 7%	17 10%	16 9%	12 8%	14 7%	28 10%	28 10%	12 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/q/r/s/t/u
* small base

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 8

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary - False

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: All correct	158	79	79	50	51	57	45	37	35	40	15	4	139	9	19	21	14	17	13	23	16	7
	8%	8%	8%	9%	7%	7%	8%	6%	9%	8%	9%u	4%	8%u	10%ku	8%u	12%KITU	8%	12%KTU	7%	9%u	6%	4%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 9

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary - False

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle	1752	1037	715	297	460	373	389	233	185	839	387	1619	94	538	968	279	462	260	506	765	884	406	403	358	481
	87%	88%	86%	85%	85%	87%	88%	92% ^{CD}	81%	88% ^H	89% ^H	88% ^L	79%	90% ^{NP}	86%	92% ^{NPr}	84%	89% ^p	87%	88% ^v	86%	89% ^V	84%	87%	88%
In the UK, the disease burden and deaths caused by liver disease are falling year-on-year	1370	807	563	233	369	283	299	185	141	648	314	1281	61	418	752	205	352	213	400	607	681	310	307	297	374
	68%	68%	68%	67%	69%	66%	67%	73% ^e	61%	68% ^h	73% ^{Hi}	69% ^L	51%	70% ^P	67%	68%	64%	73% ^{nP}	69% ^p	70% ^V	66%	68%	64%	72% ^{tV}	68%
Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average	409	221	188	81	112	83	78	55	51	190	74	364	30	120	224	57	102	63	122	165	211	81	97	84	115
	20%	19%	23% ^a	23% ^f	21%	19%	18%	22%	22%	20%	17%	20%	25%	20%	20%	19%	19%	22%	21%	19%	21%	18%	20%	20%	21%
It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments	329	174	155	69	94	71	58	37	36	162	54	288	25	88	192	50	89	38	102	136	175	77	78	59	97
	16%	15%	19% ^A	20% ^F	17% ^f	16%	13%	15%	16%	17% ^J	12%	16%	21%	15%	17%	16%	16%	13%	18% ^q	16%	17%	17%	16%	14%	18%
Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change	192	111	81	32	61	41	42	16	24	98	30	155	22	48	113	25	59	22	54	81	94	42	50	39	43
	10%	9%	10%	9%	11% ^G	10%	9%	6%	10%	10% ^j	7%	8%	19% ^K	8%	10%	8%	11%	8%	9%	9%	9%	9%	10%	10%	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/q/r - s/t/u/v/w/x



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 9

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Summary - False

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: All correct	158	78	80	39	42	27	29	21	15	67	35	143	9	48	89	27	41	21	48	71	80	40	37	31	43
	8%	7%	10%A	11%EF	8%	6%	7%	8%	7%	7%	8%	8%	8%	8%	8%	9%	7%	7%	8%	8%	8%	9%	8%	8%	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/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 10

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	264 13%	132 13%	133 13%	106 18%E	105 15%E	54 7%	58 11%	67 12%	76 19%FGI	62 13%	30 17%INS	22 22%LmNq	212 12%	9 11%	22 9%	25 15%	30 17%NS	19 13%	28 15%	27 10%	32 11%	20 11%
False	1752 87%	852 87%	900 87%	467 82%	574 85%	711 93%CD	492 89%H	499 88%H	333 81%	428 87%H	145 83%	79 78%	1528 88%jK	76 89%k	210 91%JKP	145 85%	149 83%	128 87%k	165 85%	245 90%JKP	250 89%K	159 89%K

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 11

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Liver disease, and its causes, are determined largely by inherited, genetic factors, and not lifestyle

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	264 13%	146 12%	118 14%	53 15%G	79 15%G	57 13%g	54 12%	21 8%	45 19%J	114 12%	45 11%	226 12%	24 21%K	59 10%	162 14%MO	25 8%	89 16%MOq	34 11%	73 13%o	104 12%	142 14%	50 11%	75 16%SU	54 13%	67 12%
False	1752 87%	1037 88%	715 86%	297 85%	460 85%	373 87%	389 88%	233 92%CD	185 81%	839 88%H	387 89%H	1619 88%L	94 79%	538 90%NP	968 86%	279 92%NP	462 84%	260 89%p	506 87%	765 88%v	884 86%	406 89%V	403 84%	358 87%	481 88%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 12

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1607	793	814	427	558	622	428	459	336	383	145	78	1384	64	200	132	145	115	152	217	223	135
	80%	81%	79%	75%	82% ^C	81% ^C	78%	81%	82%	78%	83%	77%	80%	75%	86% ^k	78% ^{LMO}	81%	78%	79%	80%	79%	75%
False	409	191	218	146	121	142	122	107	73	107	30	23	356	21	32	37	34	32	41	55	59	44
	20%	19%	21%	25% ^{DE}	18%	19%	22%	19%	18%	22%	17%	23% ⁿ	20% ^N	25% ^N	14%	22% ⁿ	19%	22% ⁿ	21% ^N	20% ⁿ	21% ^N	25% ^N

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 13

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Survival rates for people with later-stage liver cancer are extremely poor, and even with treatment patients live for less than two years on average

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1607	962	645	269	426	348	366	199	178	764	358	1480	88	477	907	247	449	230	457	703	815	375	382	328	433
	80%	81% ^b	77%	77%	79%	81%	82% ^c	78%	78%	80%	83%	80%	75%	80%	80%	81%	81%	78%	79%	81%	79%	82%	80%	80%	79%
False	409	221	188	81	112	83	78	55	51	190	74	364	30	120	224	57	102	63	122	165	211	81	97	84	115
	20%	19%	23% ^a	23% ^f	21%	19%	18%	22%	22%	20%	17%	20%	25%	20%	20%	19%	19%	22%	21%	19%	21%	18%	20%	20%	21%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 14

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1687	824	864	453	574	660	469	477	335	406	141	89	1458	66	202	129	145	120	166	225	243	161
	84%	84%	84%	79%	85% ^C	86% ^C	85%	84%	82%	83%	80%	88% ^{mO}	84% ^O	78%	87% ^{mO}	76%	81%	81%	86% ^O	83%	86% ^{mO}	90% ^{JLMOPQs}
False	329	160	168	120	105	104	81	89	74	84	34	12	282	19	30	40	34	28	27	47	39	18
	16%	16%	16%	21% ^{DE}	15%	14%	15%	16%	18%	17%	20% ^U	12%	16% ^U	22% ^{kntU}	13%	24% ^{KLNR}	19% ^U	19% ^U	14%	17% ^u	14%	10%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 15

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

It is possible to reverse liver disease if you adopt a healthy lifestyle and take advantage of the latest medical treatments

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1687	1009	678	281	444	359	386	217	193	792	379	1556	94	509	939	254	462	255	477	732	852	379	400	353	452
	84%	85%B	81%	80%	83%	84%	87%Cd	85%	84%	83%	88%I	84%	79%	85%	83%	84%	84%	87%r	82%	84%	83%	83%	84%	86%	82%
False	329	174	155	69	94	71	58	37	36	162	54	288	25	88	192	50	89	38	102	136	175	77	78	59	97
	16%	15%	19%A	20%F	17%f	16%	13%	15%	16%	17%J	12%	16%	21%	15%	17%	16%	16%	13%	18%q	16%	17%	17%	16%	14%	18%

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 16

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1824 90%	884 90%	939 91%	498 87%	610 90%	716 94% ^{CD}	508 92% ^h	511 90%	361 88%	444 91%	150 85%	86 85%	1588 91% ^{JK}	75 89%	216 93% ^{JK}	152 90%	164 91%	135 92%	180 93% ^{JK}	244 90%	255 90%	167 93% ^{JK}
False	192 10%	99 10%	93 9%	74 13% ^E	69 10% ^E	48 6%	42 8%	56 10%	48 12% ^f	46 9%	26 15% ^{LN}	15 15% ^{NR}	152 9%	10 11%	15 7%	17 10%	16 9%	12 8%	14 7%	28 10%	28 10%	12 7%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 17

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

Almost all of the deaths from liver disease could be avoided through earlier diagnosis and lifestyle change

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1824	1072	752	318	477	389	402	238	206	855	402	1689	96	550	1018	279	493	271	525	787	933	414	428	373	505
	90%	91%	90%	91%	89%	90%	91%	94%D	90%	90%	93%i	92%L	81%	92%	90%	92%	89%	92%	91%	91%	91%	91%	90%	90%	92%
False	192	111	81	32	61	41	42	16	24	98	30	155	22	48	113	25	59	22	54	81	94	42	50	39	43
	10%	9%	10%	9%	11%G	10%	9%	6%	10%	10%j	7%	8%	19%K	8%	10%	8%	11%	8%	9%	9%	9%	10%	10%	10%	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/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 18

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

In the UK, the disease burden and deaths caused by liver disease are falling year-on-year

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	646 32%	331 34%	315 31%	224 39%DE	213 31%	209 27%	192 35%G	157 28%	142 35%G	155 32%	65 37%qu	27 27%	555 32%	26 31%	72 31%	57 34%	69 39%kQU	39 27%	64 33%	87 32%	91 32%	48 27%
False	1370 68%	653 66%	717 69%	348 61%	466 69%C	556 73%C	358 65%	410 72%FH	267 65%	335 68%	110 63%	74 73%p	1185 68%	58 69%	160 69%	112 66%	110 61%	108 73%jP	129 67%	185 68%	191 68%	132 73%jP

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 19

Q4. Below are some true or false statements about liver disease. To the best of your knowledge, please select which ones you think are true and which are false.

Base: All respondents

In the UK, the disease burden and deaths caused by liver disease are falling year-on-year

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	646	376	270	117	169	147	145	69	88	305	118	564	58	179	379	99	200	80	179	261	345	146	171	115	174
	32%	32%	32%	33%	31%	34%g	33%	27%	39%iJ	32%j	27%	31%	49%K	30%	33%q	32%	36%MQr	27%	31%	30%	34%w	32%	36%SW	28%	32%
False	1370	807	563	233	369	283	299	185	141	648	314	1281	61	418	752	205	352	213	400	607	681	310	307	297	374
	68%	68%	68%	67%	69%	66%	67%	73%e	61%	68%h	73%Hi	69%L	51%	70%P	67%	68%	64%	73%nP	69%p	70%V	66%	68%	64%	72%tV	68%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 20
Q5. Approximately how often, if at all, do you consume an alcoholic drink?
Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Never	350 17%	117 12%	232 23%A	112 20%	108 16%	130 17%	81 15%	76 13%	61 15%	132 27%FGH	38 22%ku	12 12%	299 17%	11 13%	38 16%	31 19%	32 18%	23 16%	33 17%	53 19%	54 19%	25 14%
Monthly or less often	538 27%	218 22%	320 31%A	181 32%E	192 28%E	165 22%	114 21%	158 28%F	117 29%F	148 30%F	57 32%lP	30 30%	451 26%	24 28%	59 26%	46 27%	38 21%	40 27%	49 25%	69 25%	71 25%	56 31%p
2-4 times per month	430 21%	231 23%B	200 19%	146 26%E	152 22%E	132 17%	130 24%l	138 24%hl	78 19%	84 17%	30 17%	18 18%	381 22%	17 20%	57 24%	33 20%	49 27%Js	31 21%	44 23%	52 19%	57 20%	41 23%
2-3 times per week	444 22%	253 26%B	191 18%	112 20%	147 22%	185 24%c	150 27%Gl	119 21%l	103 25%l	71 15%	33 19%	25 25%u	386 22%u	27 32%Jlno	48 21%	36 21%	43 24%u	39 27%U	40 20%	60 22%	64 23%	29 16%
4+ times per week	254 13%	165 17%B	89 9%	22 4%	80 12%C	152 20%CD	75 14%	74 13%	50 12%	55 11%	17 10%	15 14%	222 13%	6 7%	30 13%	22 13%	18 10%	13 9%	29 15%lm	38 14%	37 13%	29 16%mq
NET: Drink any alcohol	1666 83%	866 88%B	800 77%	461 80%	571 84%	634 83%	469 85%l	490 87%l	348 85%l	358 73%	137 78%	89 88%j	1440 83%	74 87%	194 84%	138 81%	148 82%	124 84%	160 83%	219 81%	229 81%	155 86%j
NET: Drink 2-4 times per month or more often	1128 56%	648 66%B	480 46%	280 49%	379 56%C	469 61%CD	355 64%gHI	332 59%l	231 57%l	210 43%	80 46%	58 58%j	989 57%J	50 59%j	134 58%J	92 54%	110 61%J	84 57%j	112 58%J	150 55%j	158 56%j	99 55%
NET: Drink 2-3 times per week or more often	698 35%	418 42%B	280 27%	134 23%	228 34%C	337 44%CD	225 41%Gl	193 34%l	153 37%l	126 26%	50 29%	40 40%j	608 35%	33 39%	78 34%	58 34%	61 34%	52 36%	68 35%	98 36%	101 36%	58 32%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 21
Q5. Approximately how often, if at all, do you consume an alcoholic drink?
Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Never	350	183	167	350	-	-	-	-	-	-	-	321	18	-	350	-	117	-	232	-	350	-	117	-	232
	17%	15%	20%A	100%DEFG	-	-	-	-	-	-	-	17%	15%	-	31%MOPQ	-	21%MOQ	-	40%MNOPO	-	34%SUUV	-	25%SUW	-	42%STUVW
Monthly or less often	538	310	228	-	538	-	-	-	123	326	76	492	31	4	343	3	146	1	198	43	394	15	168	28	226
	27%	26%	27%	-	100%CEFG	-	-	-	53%J	34%J	17%	27%	26%	1%	30%MOQ	1%	26%MOQ	*	34%MOPQ	5%	38%SUW	3%	35%SUW	7%U	41%SUvW
2-4 times per month	430	263	167	-	-	430	-	-	59	277	84	387	33	28	317	15	168	12	149	180	239	76	149	103	90
	21%	22%	20%	-	-	100%CDFG	-	-	26%j	29%J	20%	21%	28%k	5%	28%MOQ	5%	30%MOQ	4%	26%MOQ	21%x	23%UX	17%	31%STUw	25%SUx	16%
2-3 times per week	444	285	158	-	-	-	444	-	30	248	152	415	21	312	120	121	120	191	-	391	44	200	44	191	-
	22%	24%B	19%	-	-	-	100%CDEG	-	13%	26%H	35%HI	23%	18%	52%NOPR	11%R	40%NPR	22%NR	65%MNOPR	-	45%TVX	4%X	44%TVX	9%TX	46%TVX	-
4+ times per week	254	142	112	-	-	-	-	254	18	102	120	230	15	254	-	165	-	89	-	254	-	165	-	89	-
	13%	12%	13%	-	-	-	100%CDEF8%	100%	8%	11%	28%HI	12%	13%	43%NPQR	-	54%MNPQR	-	30%NPR	-	29%TVWX	-	36%STVWX	-	22%TVX	-
NET: Drink any alcohol	1666	1000	666	-	538	430	444	254	230	953	432	1524	101	597	781	304	434	293	347	868	676	456	361	412	316
	83%	85%B	80%	-	100%C	100%C	100%C	100%	100%	100%	100%	83%	85%	100%NPR	69%R	100%NPR	79%NR	100%NPR	60%	100%TVX	66%X	100%TVX	75%TX	100%TVX	58%
NET: Drink 2-4 times per month or more often	1128	690	437	-	-	430	444	254	107	627	357	1032	70	593	437	301	288	293	149	825	283	441	193	384	90
	56%	58%B	53%	-	-	100%CD	100%CD	100%CD	47%	66%H	83%HI	56%	59%	99%NPR	39%R	99%NPR	52%NR	100%NPR	26%	95%TVX	28%X	97%TVWX	40%TX	93%TVX	16%
NET: Drink 2-3 times per week or more often	698	428	270	-	-	-	444	254	48	350	272	645	36	566	120	285	120	280	-	645	44	365	44	280	-
	35%	36%	32%	-	-	-	100%CDE	100%CDE	21%	37%H	63%HI	35%	31%	95%NPR	11%R	94%NPR	22%NR	96%NPR	-	74%TVWX	4%X	80%STVWX	9%TX	68%TVX	-

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 22

Q6. The chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. With this in mind, please provide your best guess at how many units of alcohol do you estimate you drink in a typical week?

Base: All respondents who drink alcohol

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	1660	868	792	458	531	671	396	506	367	391	133	83	1444	69	191	132	132	126	179	212	243	160
Weighted base	1666	866	800	461	571	634	469	490	348	358	137	89*	1440	74*	194	138	148	124	160	219	229	155
None	207 12%	76 9%	130 16%A	65 14%	68 12%	73 12%	47 10%	58 12%	40 12%	61 17%FGH	21 16%	14 15%	172 12%	7 9%	21 11%	13 9%	19 13%	15 12%	16 10%	23 11%	31 14%	26 17%lor
1-2 units	376 23%	156 18%	220 28%A	124 27%E	127 22%	126 20%	94 20%	113 23%	82 23%	87 24%	26 19%	14 15%	336 23%	11 15%	43 22%	30 22%	28 19%	33 27%km	43 27%km	49 22%	56 24%	43 28%km
3-4 units	168 10%	75 9%	93 12%a	60 13%dE	53 9%	54 9%	53 11%	55 11%	29 8%	30 8%	16 11%	11 12%	141 10%	8 10%	20 10%	15 11%	11 8%	11 9%	25 16%LPSTu	17 8%	19 8%	14 9%
5-6 units	145 9%	81 9%	64 8%	45 10%	56 10%	45 7%	45 10%	44 9%	35 10% <i>i</i>	22 6%	13 10%	11 12% <i>u</i>	121 8%	4 5%	22 12% <i>ru</i>	9 6%	14 10%	15 12% <i>ru</i>	10 6%	19 9%	19 8%	8 5%
7-9 units	146 9%	65 7%	81 10% <i>a</i>	33 7%	54 9%	59 9%	49 11% <i>l</i>	46 9%	29 8%	22 6%	12 9%	5 6%	129 9%	8 11%	14 7%	12 9%	13 9%	11 9%	15 9%	20 9%	24 10%	11 7%
10+ units	506 30%	349 40%B	157 20%	92 20%	173 30%C	241 38%CD	156 33%	142 29%	103 30%	105 29%	42 31%	26 29%	437 30% <i>q</i>	25 33%	62 32% <i>q</i>	45 33% <i>q</i>	48 32%	28 23%	47 29%	72 33% <i>q</i>	67 29%	44 28%
Don't know	118 7%	65 8%	53 7%	41 9% <i>e</i>	41 7%	37 6%	25 5%	32 7%	30 9% <i>f</i>	30 8%	6 5%	9 10% <i>R</i>	104 7% <i>R</i>	11 15% <i>JLNRs</i>	11 10% <i>R</i>	14 10% <i>R</i>	14 10% <i>R</i>	11 9% <i>R</i>	4 2%	17 8% <i>R</i>	12 5%	9 6%
Mean	9.64	12.58B	6.48	6.43	10.39C	11.23C	9.96	9.25	10.48	8.95	9.25	10.05	9.66q	10.52q	10.60Q	10.51Q	8.90	7.20	8.60	10.22Q	10.09	9.71
Standard deviation	13.47	15.72	9.59	9.49	14.90	14.14	11.83	12.85	15.66	14.11	11.38	14.65	13.59	15.40	14.90	12.96	10.83	8.57	10.76	13.13	16.33	15.79
Standard error	0.34	0.56	0.35	0.46	0.67	0.56	0.61	0.59	0.85	0.75	1.01	1.70	0.37	2.01	1.11	1.18	0.99	0.80	0.82	0.94	1.08	1.28

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 23

Q6. The chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. With this in mind, please provide your best guess at how many units of alcohol do you estimate you drink in a typical week?
Base: All respondents who drink alcohol

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	1660	993	667	-	541	422	436	261	227	945	431	1514	104	599	777	311	429	288	348	869	660	458	353	411	307
Weighted base	1666	1000	666	**	538	430	444	254	230	953	432	1524	101*	597	781	304	434	293	347	868	676	456	361	412	316
None	207 12%	115 11%	92 14%	-	197 37% EFG	9 2% FG	1 *	-	52 23% J	130 14% J	21 5%	188 12%	11 11%	1 *	119 15% MOPQ	-	47 11% MOQ	1 *	72 21% MNOPOQ	20 2%	122 18% SUW	5 1%	52 14% SUW	15 4% U	71 22% SUWV
1-2 units	376 23%	230 23%	146 22%	-	223 41% EFG	144 33% FG	10 2% G	-	79 34% J	240 25% J	51 12%	344 23%	26 25%	10 2% o	280 36% MOPQ	1 *	123 28% MOQ	9 3% O	158 45% MNOPOQ	32 4% U	334 49% SUVW	5 1%	148 41% SUW	27 7% SU	187 59% STUVW
3-4 units	168 10%	115 12% B	52 8%	-	40 7% G	89 21% DFG	36 8% G	2 1%	27 12% J	113 12% J	25 6%	150 10%	16 16% k	30 5% O	113 14% MOQ	6 2%	55 13% MOq	24 8% mO	57 17% MOQ	68 8% U	99 15% SU	14 3%	61 17% SUx	54 13% SU	38 12% SU
5-6 units	145 9%	91 9%	55 8%	-	12 2%	59 14% DG	68 15% DG	7 3%	21 9%	92 10%	30 7%	143 9% L	2 2%	56 9% OR	77 10% OR	14 5%	59 14% MnOR	41 14% MnOR	18 5%	101 12% TX	44 6% X	40 9% X	40 11% TX	60 15% TUX	4 1%
7-9 units	146 9%	85 9%	61 9%	-	6 1%	54 13% DG	78 18% DeG	8 3% d	12 5%	93 10% H	38 9%	139 9%	6 6%	67 11% nOR	63 8% Or	12 4%	46 11% OR	56 19% MNOPR	17 5%	121 14% TUVX	23 3% X	43 9% TvX	20 6% X	79 19% STUVX	3 1%
10+ units	506 30%	309 31%	197 30%	-	6 1%	59 14% D	229 52% DE	212 83% DEF	20 9%	231 24% H	237 55% HI	463 30%	31 31%	389 65% NPQR	99 13% R	248 81% MNPQ	85 20% NR	142 48% NPR	14 4%	476 55% TVWX	22 3% X	322 71% STVWX	21 6% tX	155 38% TVX	* *
Don't know	118 7%	55 6%	63 9% A	-	55 10% EF	16 4%	22 5%	25 10% EF	20 9%	54 6%	31 7%	97 6%	9 9%	43 7% NpR	31 4%	24 8% NpR	19 4%	19 7% nr	11 3%	50 6%	33 5%	28 6%	19 5%	22 5%	14 4%
Mean	9.64	9.95	9.16	-	1.35	5.37D	12.61DE	29.43DEF	4.81	6.99H	17.96HI	9.65	8.95	19.72NPQ	4.40R	25.72MNP	5.85NR	13.58NPR	2.61	16.10TVW	2.47X	20.68STV	3.29TX	11.09TVX	1.55
Standard deviation	13.47	13.62	13.23	-	2.09	4.97	8.80	21.14	12.35	8.58	18.68	13.48	11.37	17.33	5.33	19.25	6.16	12.44	3.29	15.66	3.05	17.55	3.78	11.35	1.43
Standard error	0.34	0.44	0.54	-	0.10	0.25	0.43	1.38	0.86	0.29	0.93	0.36	1.17	0.74	0.19	1.14	0.30	0.76	0.18	0.55	0.12	0.85	0.21	0.57	0.08

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



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 24

Q7. As before, the chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. Now thinking specifically about a typical day when you are drinking, how many units of alcohol do you normally drink?

Base: All respondents who drink alcohol

Summary table

	1-2 units	3-4 units	5-6 units	7-9 units	10+ units	Don't know
Unweighted base	1660	1660	1660	1660	1660	1660
Weighted base	1666	1666	1666	1666	1666	1666
On weekdays (Monday-Thursday)	921 55%	198 12%	94 6%	71 4%	62 4%	320 19%
On weekends (Friday-Sunday)	623 37%	333 20%	191 11%	177 11%	202 12%	140 8%

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 25

Q7. As before, the chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. Now thinking specifically about a typical day when you are drinking, how many units of alcohol do you normally drink?

Base: All respondents who drink alcohol
On weekdays (Monday-Thursday)

	Gender			Age			Social Grade				Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	1660	868	792	458	531	671	396	506	367	391	133	83	1444	69	191	132	132	126	179	212	243	160
Weighted base	1666	866	800	461	571	634	469	490	348	358	137	89*	1440	74*	194	138	148	124	160	219	229	155
1-2 units	(1.5) 55%	428 49%	494 62%A	281 61%DE	307 54%	334 53%	257 55%	290 59%i	186 53%	190 53%	64 46%	51 57%	807 56%JS	34 46%	115 59%JmS	69 50%	78 53%	75 60%JmS	95 59%JmS	104 47%	136 60%JmS	101 65%JLMOpS
3-4 units	(3.5) 12%	138 16%B	61 8%	46 10%	65 11%	87 14%c	66 14%	55 11%	41 12%	36 10%	19 14%tU	7 8%	173 12%tU	10 13%u	23 12%u	26 19%KLPqT U	13 9%	14 11%	21 13%tU	38 17%kLPTU	18 8%	9 6%
5-6 units	(5.5) 6%	70 8%B	23 3%	22 5%	33 6%	38 6%	34 7%	26 5%	15 4%	18 5%	6 4%	9 11%jInqr	79 5%	5 6%	8 4%	6 5%	10 7%	5 4%	7 4%	16 7%	12 5%	10 7%
7-9 units	(8) 4%	48 6%B	23 3%	12 3%	30 5%C	29 5%c	13 3%	22 5%	20 6%f	15 4%	7 5%	5 6%	59 4%	3 4%	9 4%	9 6%	6 4%	5 4%	5 3%	10 5%	8 3%	5 3%
10+ units	(11) 4%	47 5%B	15 2%	5 1%	25 4%C	31 5%C	15 3%	14 3%	15 4%	18 5%	5 4%	2 3%	55 4%	4 5%	7 4%	4 3%	7 5%	4 3%	5 3%	11 5%	8 3%	5 3%
Don't know	320 19%	136 16%	184 23%A	94 20%	111 19%	114 18%	85 18%	83 17%	71 20%	81 23%G	38 27%kLNo qRsU	14 16%	268 19%	19 26%	32 16%	23 17%	33 22%	22 18%	28 17%	39 18%	47 21%	25 16%
Mean	2.85	3.30B	2.32	2.34	3.02C	3.07C	2.78	2.71	3.01	3.00	3.02	2.93	2.83	3.18	2.77	3.02	3.01	2.63	2.59	3.25lqR TU	2.65	2.54
Standard deviation	2.50	2.77	2.03	1.86	2.68	2.69	2.32	2.36	2.69	2.75	2.61	2.48	2.50	2.76	2.49	2.46	2.73	2.36	2.24	2.71	2.42	2.30
Standard error	0.07	0.10	0.08	0.10	0.13	0.11	0.13	0.11	0.16	0.16	0.27	0.29	0.07	0.38	0.20	0.24	0.27	0.23	0.18	0.21	0.17	0.20

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 26

Q7. As before, the chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. Now thinking specifically about a typical day when you are drinking, how many units of alcohol do you normally drink?

Base: All respondents who drink alcohol
On weekdays (Monday-Thursday)

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	1660	993	667	-	541	422	436	261	227	945	431	1514	104	599	777	311	429	288	348	869	660	458	353	411	307	
Weighted base	1666	1000	666	**	538	430	444	254	230	953	432	1524	101*	597	781	304	434	293	347	868	676	456	361	412	316	
1-2 units	(1.5)	921 55%	563 56%	358 54%	-	322 60%IG	292 68%DFG	237 53%G	70 28%	143 62%J	561 59%J	199 46%	847 56%	61 60%	187 31%O	735 94%MOPQ	35 11%	393 90%MOQ	152 52%MO	342 99%MNOP	422 49%U	495 73%SUW	174 38%	249 69%SUW	248 60%SU	245 78%SUWV
3-4 units	(3.5)	198 12%	122 12%	76 11%	-	17 3%	29 7%D	88 20%DE	64 25%DE	17 7%	110 11%h	65 15%Hi	181 12%	12 12%	156 26%NPQR	42 5%R	100 33%MNPQR	38 9%NR	56 19%NPR	5 1%	151 17%TVwX	45 7%X	96 21%TVWX	40 11%TX	55 13%TX	6 2%
5-6 units	(5.5)	94 6%	61 6%	32 5%	-	4 1%	12 3%D	41 9%DE	37 15%DEF	8 3%	40 4%	43 10%HI	83 5%	9 9%	90 15%NPQR	4 *	66 22%MNPQR	4 1%	23 8%NPR	-	87 10%TVWX	7 1%	64 14%STVWX	6 2% ^x	23 6%TVX	1 *
7-9 units	(8)	71 4%	48 5%	23 3%	-	1 *	7 2%D	23 5%DE	39 16%DEF	3 1%	21 2%	40 9%HI	67 4%	2 2%	71 12%NPqR	-	48 16%NPQR	-	23 8%NPR	-	67 8%TVX	4 1%	46 10%TVWX	2 1%	21 5%TVX	2 1%
10+ units	(11)	62 4%	38 4%	24 4%	-	3 *	4 1%	24 5%DE	32 12%DEF	5 2%	19 2%	35 8%HI	55 4%	3 3%	62 10%NPQR	-	47 15%MNPQR	-	15 5%NPR	-	57 7%TVWX	1 *	43 9%STVWX	1 *	14 3%TVX	-
Don't know		320 19%	168 17%	152 23%A	-	191 35%EFG	86 20%FG	32 7%	11 4%	54 24%J	202 21%J	49 11%	291 19%	14 14%	32 5%NoPR	-	8 3%NPR	-	24 8%NOPR	-	84 10%	125 18%SUW	33 7%	63 17%SUW	51 12%U	62 20%SUW
Mean		2.85	2.90	2.78	-	1.73	2.06D	3.23DE	4.93DEF	2.22	2.43	3.84HI	2.84	2.71	4.54NPQ	1.63R	5.63MNP	1.71NR	3.35NPR	1.53	3.57TVW	1.77X	4.23STV	1.92IX	2.80TVX	1.61
Standard deviation		2.50	2.53	2.46	-	1.06	1.62	2.65	3.22	1.91	2.02	3.12	2.49	2.30	3.10	0.53	3.01	0.67	2.73	0.23	2.90	0.95	3.11	1.10	2.42	0.68
Standard error		0.07	0.09	0.11	-	0.06	0.09	0.13	0.20	0.14	0.07	0.16	0.07	0.24	0.13	0.02	0.17	0.03	0.17	0.01	0.10	0.04	0.15	0.06	0.13	0.04

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 27

Q7. As before, the chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. Now thinking specifically about a typical day when you are drinking, how many units of alcohol do you normally drink?

Base: All respondents who drink alcohol

On weekends (Friday-Sunday)

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	1660	868	792	458	531	671	396	506	367	391	133	83	1444	69	191	132	132	126	179	212	243	160
Weighted base	1666	866	800	461	571	634	469	490	348	358	137	89*	1440	74*	194	138	148	124	160	219	229	155
1-2 units	(1.5) 37%	623 33%	337 42%A	156 34%	210 37%	258 41%C	161 34%	188 38%	130 37%	145 40%f	41 30%	28 32%	554 38%jS	24 33%	79 41%jS	45 33%	51 34%	55 44%kJoS	69 43%JoS	65 29%	94 41%jS	73 47%JKimOPS
3-4 units	(3.5) 20%	333 20%	163 20%	113 25%DE	102 18%	117 19%	115 25%HI	101 21%i	61 17%	56 16%	31 23%	13 15%	288 20%	15 20%	41 21%	31 22%	23 15%	27 22%	31 19%	47 21%	49 22%	26 17%
5-6 units	(5.5) 11%	191 13%B	77 10%	50 11%	79 14%E	62 10%	62 13%i	55 11%	43 12%	31 9%	13 10%Q	17 19%jLNO Qu	161 11%NQ	9 13%nQ	10 5%	9 6%	21 15%NOQ	4 3%	26 16%lNOQ Qu	38 17%jLNO Qu	28 12%NoQ	16 10%Q
7-9 units	(8) 11%	177 12%	77 10%	41 9%	74 13%c	62 10%	50 11%	58 12%	31 9%	38 11%	11 8%	11 12%	155 11%	6 8%	24 12%	17 13%	21 14%u	13 10%	14 9%	26 12%	24 10%	11 7%
10+ units	(11) 12%	202 16%B	62 8%	56 12%	76 13%	70 11%	47 10%	56 12%	57 16%Fgi	41 12%	26 19%LRST	13 14%rt	163 11%rt	12 16%RT	28 14%RT	20 14%RT	18 12%	17 14%rT	11 7%	23 10%	16 7%	19 12%
Don't know	140 8%	57 7%	83 10%A	44 10%D	30 5%	66 10%D	35 7%	31 6%	27 8%	47 13%FGH	15 11%	7 8%	119 8%	8 10%	12 6%	17 12%nr	14 10%	8 7%	9 6%	21 10%	18 8%	11 7%
Mean	4.45	4.93B	3.90	4.44	4.69E	4.22	4.37	4.41	4.72	4.32	5.04LRT U	4.97RTu	4.36	4.80rt	4.49	4.75RT	4.75RT	4.22	3.89	4.69RTu	3.96	4.03
Standard deviation	3.32	3.49	3.03	3.27	3.38	3.30	3.12	3.29	3.55	3.40	3.63	3.40	3.28	3.54	3.52	3.50	3.36	3.50	2.90	3.14	2.95	3.34
Standard error	0.09	0.12	0.11	0.16	0.15	0.13	0.16	0.15	0.19	0.18	0.34	0.39	0.09	0.45	0.26	0.33	0.31	0.32	0.22	0.23	0.20	0.28

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 28

Q7. As before, the chart below gives an indication of how many 'units' of alcohol are contained in each beverage. This is the number presented on each drink. Now thinking specifically about a typical day when you are drinking, how many units of alcohol do you normally drink?

**Base: All respondents who drink alcohol
On weekends (Friday-Sunday)**

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	1660	993	667	-	541	422	436	261	227	945	431	1514	104	599	777	311	429	288	348	869	660	458	353	411	307	
Weighted base	1666	1000	666	**	538	430	444	254	230	953	432	1524	101*	597	781	304	434	293	347	868	676	456	361	412	316	
1-2 units	(1.5)	623 37%	377 38%	247 37%	-	315 58%EFG	185 43%FG	85 19%	38 15%	138 60%IJ	403 42%J	72 17%	579 38%	35 35%	97 16%O	430 55%MOpQ	32 11%	213 49%MOQ	64 22%MO	217 63%MNOpQ	80 9%U	544 80%SUvw	19 4%	267 74%SUW	60 15%SU	277 88%STUVW
3-4 units	(3.5)	333 20%	208 21%	125 19%	-	65 12%	101 23%D	116 26%Dg	51 20%D	32 14%	215 23%HJ	76 18%	300 20%	24 24%	134 22%	166 21%	54 18%	93 22%	80 27%nOr	73 21%	214 25%TUX	119 18%x	89 20%X	80 22%IX	125 30%STUV X	39 12%
5-6 units	(5.5)	191 11%	113 11%	78 12%	-	24 4%	50 12%D	69 15%D	49 19%DE	14 6%	109 11%H	64 15%H	172 11%	11 11%	104 17%NPR	73 9%R	56 18%NPR	54 12%R	48 16%NR	19 5%	177 20%TVX	14 2%X	101 22%TVX	14 4%X	77 19%TVX	-
7-9 units	(8)	177 11%	101 10%	76 11%	-	14 3%	46 11%D	72 16%DE	45 18%DE	10 4%	80 8%H	82 19%HI	163 11%	13 13%	105 18%NPR	56 7%	61 20%NPR	33 7%	44 15%NPR	24 7%	177 20%TVX	-	100 22%TVX	-	77 19%TVX	-
10+ units	(11)	202 12%	124 12%	77 12%	-	20 4%	36 8%D	85 19%DE	61 24%DE	12 5%	72 8%	109 25%HI	188 12%	9 9%	133 22%NPQR	52 7%	89 29%MNPQR	37 9%	44 15%NPR	14 4%	202 23%TVWX	-	140 31%STVWX	-	62 15%TVX	-
Don't know		140 8%	78 8%	63 9%	-	101 19%EFG	12 3%	17 4%	10 4%	24 10%	73 8%	31 7%	123 8%	8 8%	24 4%NPR	5 1%	12 4%NPR	4 1%	12 4%NPR	*	18 2%TVX	-	7 2%TVX	-	11 3%TVX	-
Mean		4.45	4.43	4.47	-	2.65	4.00D	5.67DE	6.30DEF	2.95	3.86H	6.41HI	4.45	4.40	6.10NPQ R	3.41R QR	6.89MNP QR	3.75nR	5.28NPR	2.98	6.45TVW X	1.93X WX	7.20STV WX	2.10TX	5.60TVX	1.74
Standard deviation		3.32	3.33	3.32	-	2.36	3.02	3.37	3.39	2.64	2.95	3.51	3.34	3.15	3.39	2.79	3.34	2.97	3.25	2.49	3.18	0.92	3.07	1.07	3.09	0.66
Standard error		0.09	0.11	0.14	-	0.11	0.15	0.16	0.21	0.19	0.10	0.18	0.09	0.32	0.14	0.10	0.19	0.14	0.20	0.13	0.11	0.04	0.14	0.06	0.15	0.04

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 29

Q8. How, if at all, do you consider your current level of alcohol consumption to impact your health?**Base: All respondents who drink alcohol**

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	1660	868	792	458	531	671	396	506	367	391	133	83	1444	69	191	132	132	126	179	212	243	160
Weighted base	1666	866	800	461	571	634	469	490	348	358	137	89*	1440	74*	194	138	148	124	160	219	229	155
NET: Positive impact	230	115	114	72	86	72	49	69	52	59	24	8	198	14	24	23	25	20	15	17	42	18
	14%	13%	14%	16%e	15%e	11%	10%	14%	15%f	17%F	18%kRS	9%	14%S	18%rS	12%	16%rS	17%rS	16%rS	9%	8%	18%klRS	12%
+2 Very positive impact	120	60	60	35	44	41	30	31	18	41	14	2	104	5	14	18	12	11	4	6	20	14
	7%	7%	7%	8%	8%	6%	6%	6%	5%	11%FGH	10%KRS	2%	7%RS	7%	7%rS	13%KLRS	8%rS	9%kRS	3%	3%	9%kRS	9%kRS
+1 Somewhat positive impact	110	55	54	37	41	32	19	39	34	18	10	6	94	9	10	5	13	9	10	11	21	5
	7%	6%	7%	8%e	7%	5%	4%	8%F	10%FI	5%	7%	7%	7%	12%nOsU	5%	4%	9%ou	8%	6%	5%	9%oU	3%
0 No impact	953	479	475	273	313	367	275	281	197	200	66	64	823	36	113	73	89	72	106	119	122	94
	57%	55%	59%	59%	55%	58%	59%	57%	57%	56%	48%	72%JLMn	57%j	49%	59%j	53%	60%j	58%	66%JLMO	54%	53%	61%j
												OpqST							ST			
-1 Somewhat negative impact	343	204	138	91	127	125	110	106	67	61	37	12	294	16	43	26	24	24	28	58	44	30
	21%	24%B	17%	20%	22%	20%	23%l	22%	19%	17%	27%KPr	14%	20%	22%	22%	19%	16%	19%	18%	27%KIPr	19%	20%
																			t			
-2 Very negative impact	89	36	53	11	25	52	22	18	22	28	8	3	78	8	9	8	6	6	7	12	13	9
	5%	4%	7%A	2%	4%	8%CD	5%	4%	6%g	8%fG	6%	3%	5%	10%	5%	6%	4%	5%	4%	5%	6%	6%
NET: Negative impact	432	241	191	102	153	177	132	123	88	89	45	15	372	24	53	33	30	30	36	70	57	39
	26%	28%b	24%	22%	27%	28%C	28%	25%	25%	25%	33%KPr	17%	26%	33%Kp	27%	24%	20%	24%	22%	32%KIPr	25%	25%
Don't know	51	32	20	13	20	18	13	17	11	10	2	2	47	*	4	9	4	3	4	13	8	3
	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	1%	2%	6%jlmnu	3%	2%	3%	6%jlmnu	3%	2%
Mean	-0.11	-0.12	-0.09	-0.02E	-0.09e	-0.19	-0.16	-0.09	-0.12	-0.05	-0.11s	-0.10s	-0.11S	-0.18	-0.13s	-0.01S	0.01S	-0.03S	-0.15	-0.28	-0.04S	-0.11s
Standard deviation	0.89	0.87	0.90	0.84	0.90	0.91	0.85	0.84	0.87	1.01	1.00	0.66	0.89	1.00	0.87	1.02	0.87	0.91	0.72	0.78	0.95	0.91
Standard error	0.02	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.09	0.07	0.02	0.12	0.06	0.09	0.08	0.08	0.05	0.06	0.06	0.07

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

Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 30

Q8. How, if at all, do you consider your current level of alcohol consumption to impact your health?
Base: All respondents who drink alcohol

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	1660	993	667	-	541	422	436	261	227	945	431	1514	104	599	777	311	429	288	348	869	660	458	353	411	307
Weighted base	1666	1000	666	**	538	430	444	254	230	953	432	1524	101*	597	781	304	434	293	347	868	676	456	361	412	316
NET: Positive impact	230	144	86	-	123	59	30	18	230	-	-	212	14	43	134	19	78	24	56	63	144	28	80	35	65
	14%	14%	13%	-	23% ^{EFG}	14% ^{FG}	7%	7%	100% ^{IJ}	-	-	14%	14%	7%	17% ^{MOQ}	6%	18% ^{MOQ}	8%	16% ^{MOQ}	7%	21% ^{SUW}	6%	22% ^{SUW}	9%	20% ^{SUW}
+2 Very positive impact	120	64	56	-	89	20	6	5	120	-	-	111	6	9	75	5	42	4	33	15	85	10	43	5	42
	7%	6%	8%	-	16% ^{EFG}	5% ^F	1%	2%	52% ^{IJ}	-	-	7%	6%	2%	10% ^{MOQ}	2%	10% ^{MOQ}	1%	10% ^{MOQ}	2%	13% ^{SUW}	2%	12% ^{SUW}	1%	13% ^{SUW}
+1 Somewhat positive impact	110	80	30	-	34	39	24	13	110	-	-	102	8	33	59	14	36	20	23	48	59	18	37	30	22
	7%	8% ^B	4%	-	6%	9% ^{fg}	5%	5%	48% ^{IJ}	-	-	7%	8%	6%	8% ^o	5%	8% ^o	7%	7%	6%	9% ^{SU}	4%	10% ^{SU}	7% ^U	7% ^u
0 No impact	953	562	391	-	326	277	248	102	-	953	-	869	62	285	481	131	262	154	219	446	440	217	235	229	205
	57%	56%	59%	-	61% ^G	64% ^{FG}	56% ^G	40%	-	100% ^{HJ}	-	57%	61%	48%	62% ^{MOQ}	43%	60% ^{MOq}	53% ^O	63% ^{MOQ}	51%	65% ^{SUW}	48%	65% ^{SUW}	56% ^U	65% ^{SUW}
-1 Somewhat negative impact	343	223	120	-	36	67	139	101	-	-	343	319	20	215	112	122	74	93	38	290	49	173	31	117	19
	21%	22% ^b	18%	-	7%	16% ^D	31% ^{DE}	40% ^{DEF}	-	-	79% ^{HI}	21%	19%	36% ^{NPR}	14%	40% ^{NPQR}	17% ^R	32% ^{NPR}	11%	33% ^{TVwX}	7%	38% ^{TVWX}	8%	28% ^{TVX}	6%
-2 Very negative impact	89	52	38	-	40	18	13	19	-	-	89	82	3	31	36	15	11	16	25	39	33	17	11	22	22
	5%	5%	6%	-	7% ^{EF}	4%	3%	8% ^{eF}	-	-	21% ^{HI}	5%	3%	5% ^P	5%	5% ^p	3%	5% ^p	7% ^P	4%	5%	4%	3%	5%	7% ^{uV}
NET: Negative impact	432	274	158	-	76	84	152	120	-	-	432	400	22	247	148	137	85	109	63	329	82	190	42	139	40
	26%	27%	24%	-	14%	20% ^D	34% ^{DE}	47% ^{DEF}	-	-	100% ^{HI}	26%	22%	41% ^{NPR}	19%	45% ^{NPqR}	20%	37% ^{NPR}	18%	38% ^{TVX}	12%	42% ^{TVWX}	12%	34% ^{TVX}	13%
Don't know	51	20	31	-	14	9	14	14	-	-	-	42	3	22	17	17	9	5	8	30	10	21	4	9	6
	3%	2%	5% ^A	-	3%	2%	3%	5% ^{dE}	-	-	-	3%	3%	4%	2%	6% ^{NPQR}	2%	2%	2%	3% ^{Tv}	2%	5% ^{TVwx}	1%	2%	2%
Mean	-0.11	-0.12	-0.09	-	0.18 ^{EF}	-0.05 ^{FG}	-0.30 ^G	-0.48	1.52 ^{IJ}	0.00 ^J	-1.21	-0.11	-0.05	-0.39	0.03 ^{MO}	-0.45	0.06 ^{MO}	-0.34 ^o	0.01 ^{MO}	-0.35	0.17 ^{SU}	-0.39	0.20 ^{SU}	-0.30 ^u	0.15 ^{SUW}
					^G									^Q		^Q		^Q		^W		^W			
Standard deviation	0.89	0.88	0.91	-	1.04	0.78	0.68	0.81	0.50	0.00	0.41	0.89	0.80	0.75	0.90	0.75	0.87	0.75	0.93	0.74	0.92	0.73	0.87	0.74	0.97
Standard error	0.02	0.03	0.04	-	0.05	0.04	0.03	0.05	0.03	0.00	0.02	0.02	0.08	0.03	0.03	0.04	0.04	0.04	0.05	0.03	0.04	0.04	0.05	0.04	0.06

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 31

Q9. The UK Chief Medical Officers' guidance advises it is safest that men and women drink no more than a certain number of units of alcohol a week on a regular basis in order to minimise health risks. The number of weekly units is the same for both men and women. How many units do you think that is?
Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
0-5 units	310 15%	122 12%	188 18%A	142 25%DE	97 14%E	71 9%	81 15%	89 16%	65 16%	75 15%	27 16%K	6 6%	277 16%K	11 13%	38 17%K	27 16%K	26 14%K	22 15%K	29 15%K	38 14%k	59 21%KIS	27 15%K
6-12 units	469 23%	227 23%	243 24%	150 26%E	170 25%E	148 19%	121 22%	139 24%	106 26%	104 21%	36 21%	30 30%R	402 23%	18 21%	55 24%	39 23%	43 24%	35 24%	35 18%	67 25%	72 25%r	38 21%
13 units	6 *	1 *	5 *	1 *	3 *	3 *	2 *	1 *	-	3 1%	-	2 2%Lnr	4 *	-	-	1 1%	-	-	-	3 1%l	1 *	-
14 units	313 16%	136 14%	177 17%a	53 9%	91 13%C	169 22%CD	98 18%h	88 16%	55 13%	72 15%	44 25%KLoP qRST	10 10%	259 15%T	16 19%T	42 18%kpT	29 17%T	20 11%	24 17%T	24 12%	41 15%T	24 9%	38 21%KLPRT
15 units	47 2%	33 3%B	14 1%	9 2%	18 3%	19 3%	28 5%GHI	9 2%	5 1%	5 1%	5 3%	2 2%	40 2%	-	5 2%	1 1%	1 1%	10 7%LMNOP3% stU	6 3%	8 3%	7 3%	2 1%
16-19 units	31 2%	22 2%B	9 1%	3 *	12 2%c	17 2%C	9 2%	3 1%	9 2%G	10 2%G	1 *	5 5%JLqrS t	26 1%	1 2%	4 2% s	2 1%	6 3%jS	1 1%	2 1%	1 *	4 1%	3 2%
20+ units	181 9%	126 13%B	54 5%	33 6%	62 9%c	86 11%C	55 10%hi	67 12%HI	26 6%	33 7%	7 4%	13 13%Ju	161 9%J	14 16%JIQT U	23 10%J	16 10%j	17 9%j	10 7%	18 9%J	28 10%J	23 8%j	11 6%
NET: Less than 14 units	786 39%	350 36%	435 42%A	293 51%DE	270 40%E	222 29%	204 37%	229 40%	171 42%	182 37%	64 36%	38 38%	684 39%r	29 34%	93 40%	67 40%	69 39%	58 39%	64 33%	107 39%	131 46%jLmR U	66 37%
NET: 13-15 units	366 18%	171 17%	196 19%	63 11%	112 16%C	191 25%CD	128 23%GHI	99 17%	59 14%	80 16%	49 28%KLoP RST	14 13%	304 17%pT	16 19%t	47 20%PT	31 18%t	21 12%	34 23%kIPr T	30 16%	52 19%pT	32 12%	39 22%PT
NET: More than 14 units	259 13%	181 18%B	78 8%	45 8%	92 14%C	122 16%C	92 17%HI	80 14%HI	39 10%	48 10%	12 7%	20 20%Jlot U	227 13%J	15 18%Ju	33 14%J	20 12%	24 14%j	21 14%J	27 14%J	37 14%J	34 12%	16 9%

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

Prepared by ComRes



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 31

Q9. The UK Chief Medical Officers' guidance advises it is safest that men and women drink no more than a certain number of units of alcohol a week on a regular basis in order to minimise health risks. The number of weekly units is the same for both men and women. How many units do you think that is?

Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Don't know	658 33%	316 32%	342 33%	181 32%	226 33%	251 33%	156 28%	169 30%	144 35% _{Fg}	189 38% _{FG}	55 31%	33 33%	570 33%	25 29%	64 27%	54 32%	66 37% _n	44 30%	79 41% _{oQSt}	86 32%	92 33%	60 34%
Mean	11.26	12.44 _B	10.11	9.10	11.34 _C	12.84 _{CD}	11.41	11.63 _i	11.11	10.71	10.66	13.30 _{JL} nopRsTu	11.20 _T	12.73 _{Jr}	11.44 _t	11.31	11.23	12.12 _t	10.98	11.31 _t	9.96	11.17
Standard deviation	7.33	8.38	5.92	5.94	6.76	8.29	5.87	7.00	10.62	5.75	4.96	7.01	7.53	6.24	6.87	6.76	6.06	14.12	5.96	6.60	6.31	7.24
Standard error	0.20	0.33	0.23	0.30	0.33	0.36	0.32	0.35	0.64	0.32	0.47	0.88	0.22	0.84	0.54	0.64	0.59	1.40	0.53	0.49	0.44	0.64

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 32

Q9. The UK Chief Medical Officers' guidance advises it is safest that men and women drink no more than a certain number of units of alcohol a week on a regular basis in order to minimise health risks. The number of weekly units is the same for both men and women. How many units do you think that is?

Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
0-5 units	310 15%	186 16%	124 15%	54 15%FG	142 26%CEFG	77 18%FG	25 6%	12 5%	60 26%J	134 14%	58 13%	287 16%	16 14%	35 6%O	220 19%MOQ	8 3%	94 17%MOQ	27 9%MO	126 22%MOPQ	74 9%U	223 22%SUW	23 5%	93 20%SUW	50 12%SU	130 24%SUW
6-12 units	469 23%	304 26%B	165 20%	57 16%	125 23%CG	139 32%CDIG	115 26%CG	33 13%	50 22%	248 26%	109 25%	438 24%	28 23%	121 20%	284 25%MO	55 18%	141 26%MO	66 22%	143 25%MO	215 25%	235 23%	109 24%	110 23%	106 26%	125 23%
13 units	6 *	5 *	1 *	2 1%	2 *	1 *	1 *	- -	- -	3 *	1 *	6 *	- -	1 *	4 *	- -	1 *	1 *	3 *	2 *	3 *	- -	1 *	2 *	2 *
14 units	313 16%	209 18%B	105 13%	38 11%	67 12%	57 13%	94 21%CDE	56 22%CDE	28 12%	169 18%h	73 17%	304 16%L	5 4%	124 21%NOPR	153 13%	45 15%	76 14%	79 27%mnOP	77 13%	174 20%TVX	125 12%	77 17%TV	54 11%	97 24%TUVX	71 13%
15 units	47 2%	29 2%	17 2%	6 2%	11 2%	13 3%	9 2%	7 3%	4 2%	24 3%	13 3%	44 2%	3 3%	17 3%q	28 2%	14 5%nQR	18 3%QR	3 1%	9 2%	25 3%X	20 2%	19 4%TWX	14 3%x	6 1%	6 1%
16-19 units	31 2%	23 2%	9 1%	2 1%	1 *	5 1%d	15 3%CDe	9 3%CDe	4 2%	13 1%	12 3%i	29 2%	3 2%	19 3%NpR	9 1%	13 4%NPR	8 1%r	6 2%nR	2 *	26 3%TVX	4 *	19 4%TVWX	2 *	6 2%Tx	2 *
20+ units	181 9%	115 10%	66 8%	19 6%	27 5%	23 5%	56 13%CDE	56 22%CEDEF	19 8%	69 7%	66 15%HI	166 9%	14 12%	96 16%NPQR	77 7%	73 24%MNPQR	47 3%R	23 8%	30 5%	116 13%TVWX	61 6%	86 19%STVWX	37 8%XX	30 7%xx	23 4%
NET: Less than 14 units	786 39%	495 42%B	291 35%	113 32%G	270 50%CFG	217 50%CFG	141 32%G	45 18%	110 48%IJ	384 40%	168 39%	731 40%	44 37%	157 26%o	508 45%MOQ	63 21%	236 43%MOQ	94 32%MO	272 47%MOQ	290 33%	461 45%SUW	133 29%	205 43%SU	158 38%U	257 47%SUW
NET: 13-15 units	366 18%	243 21%B	123 15%	46 13%	81 15%	71 17%	105 24%CDE	63 25%CDE	32 14%	196 21%H	87 20%h	353 19%L	8 7%	142 24%NPR	184 16%	59 19%	96 17%	82 28%NOPR	88 15%	200 23%TVX	148 14%	95 21%TVX	69 15%	105 25%TVX	78 14%
NET: More than 14 units	259 13%	167 14%b	92 11%	27 8%	39 7%	41 9%	80 18%CDE	72 28%CEDEF	27 12%	106 11%	91 21%HI	238 13%	20 16%	132 22%NPQR	114 10%r	100 33%MNPQR	73 13%nR	32 11%r	41 7%	166 19%TVWX	84 8%xx	124 27%STVWX	53 11%tX	43 10%X	31 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/q/r - s/t/u/v/w/x



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 32

Q9. The UK Chief Medical Officers' guidance advises it is safest that men and women drink no more than a certain number of units of alcohol a week on a regular basis in order to minimise health risks. The number of weekly units is the same for both men and women. How many units do you think that is?
Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Don't know	658 33%	313 26%	345 41%A	171 49%DEFG	163 10%	115 27%	128 29%	81 32%	65 28%	294 31%J	100 23%	572 31%	50 42%K	184 31%	357 32%	95 31%	166 30%	89 30%	190 33%	237 27%	356 35%SUW	123 27%	166 35%SUW	115 28%	190 35%SUW
Mean	11.26	11.44	10.94	10.91D	8.83	9.78D	13.25CD	15.96CDE	9.59	11.06H	12.56HI	11.26	11.68	14.25NP	10.10r	16.05MN	10.98R	12.41NpR	9.23	13.10TVW	9.59	14.47ST	10.38X	11.57TvX	8.91
Standard deviation	7.33	7.65	6.69	11.69	5.42	5.17	6.05	7.46	5.97	5.92	7.25	7.34	7.31	6.94	7.44	7.16	8.81	6.20	5.65	6.54	7.75	6.66	9.58	6.07	5.62
Standard error	0.20	0.26	0.30	0.88	0.28	0.29	0.34	0.57	0.47	0.23	0.40	0.21	0.87	0.34	0.27	0.50	0.45	0.43	0.29	0.26	0.30	0.37	0.55	0.35	0.30

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 33

Q10. According to The UK Chief Medical Officers' guidance it is safest that men and women drink no more than 11 units of alcohol a week on a regular basis in order to minimise health risks. Drinking more than this on a regular basis would be considered a harmful level of alcohol consumption. Thinking about any people around you (e.g. your friends, family and colleagues), to what extent, if at all, do you think they are aware of the health damage caused by drinking harmful levels of alcohol?

Base: All respondents

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Aware to a great extent	200 10%	81 8%	120 12%A	71 12%E	63 9%	66 9%	60 11%H	60 11%h	28 7%	52 11%h	15 9%	5 5%	180 10%	6 7%	25 11%	13 8%	21 12%	12 8%	18 9%	30 11%	35 12%k	19 10%
Aware to some extent	1189 59%	602 61%b	587 57%	323 56%	411 61%	454 59%	331 60%l	343 61%l	254 62%l	260 53%	104 59%	58 58%	1027 59%	59 70%l	138 OPR 59%	93 55%	94 53%	87 59%	104 54%	166 61%	172 61%	114 63%pr
Not at all aware	330 16%	175 18%	155 15%	94 16%	127 19%E	109 14%	97 18%	83 15%	62 15%	87 18%	34 19%	20 20%	276 16%	11 13%	39 17%	35 21%st	30 17%	24 16%	34 18%	38 14%	38 13%	27 15%
I do not know anyone who seems to regularly drink harmful levels of alcohol	298 15%	127 13%	171 17%A	84 15%	79 12%	135 18%D	62 11%	79 14%	65 16%f	92 19%Fg	23 13%	17 17%	258 15%	8 10%	30 13%	29 17%	34 19%mu	25 17%	37 19%mtU	38 14%	37 13%	20 11%
NET: Aware to at least some extent	1389 69%	682 69%	706 68%	394 69%	474 70%	521 68%	391 71%l	404 71%l	282 69%	312 64%	119 68%	63 63%	1206 69%or	65 77%kOp	163 R70%	106 63%	116 64%	99 67%	122 63%	196 72%oR	207 73%kOp	132 74%kOpR

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 34

Q10. According to The UK Chief Medical Officers' guidance it is safest that men and women drink no more than 11 units of alcohol a week on a regular basis in order to minimise health risks. Drinking more than this on a regular basis would be considered a harmful level of alcohol consumption. Thinking about any people around you (e.g. your friends, family and colleagues), to what extent, if at all, do you think they are aware of the health damage caused by drinking harmful levels of alcohol?
Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4	2-3	4+	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
						times per month (e)	times per week (f)	times per week (g)																	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Aware to a great extent	200 10%	140 12%B	61 7%	40 11%	55 10%	43 10%	35 8%	27 11%	32 14%l	78 8%	48 11%	187 10%	10 8%	55 9%	125 11%	26 9%	46 8%	28 10%	79 14%MOP	78 9%	111 11%	37 8%	39 8%	41 10%	72 13%SUW
Aware to some extent	1189 59%	753 64%B	435 52%	162 46%	285 53%c	271 63%CD	295 67%CD	175 69%CD	144 63%	570 60%	284 66%i	1114 60%L	58 49%	406 68%NPR	630 56%r	206 68%NpR	335 61%nR	200 68%NPR	295 51%	589 68%TVX	543 53%	312 68%TVX	271 57%X	277 67%TVX	272 50%
Not at all aware	330 16%	171 14%	159 19%A	56 16%	106 20%G	67 16%	70 16%	30 12%	33 14%	158 17%	76 18%	297 16%	21 18%	85 14%	199 18%mQ	49 16%	102 19%mQ	36 12%	96 17%	126 14%	182 18%sw	76 17%w	87 18%W	50 12%	95 17%W
I do not know anyone who seems to regularly drink harmful levels of alcohol	298 15%	119 10%	179 21%A	92 26%DEFG	91 17%EFG	48 11%	44 10%	22 9%	20 9%	147 15%HJ	24 6%	247 13%	29 25%K	51 9%	177 16%MOpQ	23 7%	68 12%mo	29 10%	109 19%MOPQ	75 9%	190 19%SUW	31 7%	82 17%SUW	44 11%u	108 20%SUW
NET: Aware to at least some extent	1389 69%	893 75%B	496 60%	201 58%	341 63%	315 73%CD	330 74%CD	202 80%CD	176 77%l	648 68%	332 77%l	1301 71%L	68 57%	461 77%NPR	755 67%	232 76%NPR	381 69%	229 78%NPR	374 65%	667 77%TVX	654 64%	349 77%TVX	310 65%	318 77%TVX	345 63%

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



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 35

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table

	True	False
Unweighted base	2016	2016
Weighted base	2016	2016
When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking	1485 74%	531 26%
You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health	1228 61%	788 39%
Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period	992 49%	1024 51%
If you exercise and eat healthily after a drinking episode, you can avoid health damage	478 24%	1538 76%
NET: All correct	355 18%	355 18%

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 36

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking	1485 74%	709 72%	776 75%	389 68%	491 72%	604 79%CD	397 72%	408 72%	304 74%	376 77%g	127 72%	78 77%	1280 74% _s	63 74%	175 76% _s	130 77% _s	136 76%	113 77% _s	145 75%	185 68%	207 73%	126 70%
You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health	1228 61%	616 63%	612 59%	371 65% _{dE}	406 60%	451 59%	342 62%	350 62%	248 61%	288 59%	107 61%	61 60%	1061 61% _{mu}	43 51%	148 64% _{mu}	108 64% _{mu}	104 58%	95 65% _{mu}	119 62%	179 66% _{MU}	167 59%	97 54%
Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period	992 49%	459 47%	533 52% _A	270 47%	341 50%	381 50%	251 46%	275 49%	218 53% _F	248 51%	93 53%	50 49%	849 49%	41 49%	113 49%	75 45%	90 50%	69 47%	98 50%	131 48%	147 52%	85 47%
If you exercise and eat healthily after a drinking episode, you can avoid health damage	478 24%	295 30% _B	183 18%	172 30% _{DE}	155 23%	151 20%	122 22%	123 22%	120 29% _{FGI}	112 23%	47 27%	28 28%	403 23%	17 21%	57 24%	45 27%	46 26%	31 21%	42 22%	65 24%	63 22%	37 21%
NET: All correct	355 18%	189 19% _b	166 16%	95 17%	113 17%	146 19%	113 20% _{gH}	91 16%	59 14%	92 19% _h	24 14%	16 15%	315 18%	13 15%	39 17%	31 18%	23 13%	34 23% _{JP}	43 22% _{JP}	55 20% _p	47 17%	29 16%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 37

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)				Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking	1485 74%	878 74%	607 73%	280 80% ^d	401 74%	312 73%	310 70%	183 72%	171 74%	678 71%	320 74%	1375 75% ^L	76 64%	425 71%	848 75%	214 70%	401 73%	212 72%	448 77% ^{MO}	625 72%	772 75% ^u	320 70%	350 73%	305 74%	422 77% ^{sU}
You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health	1228 61%	728 62%	500 60%	203 58%	297 55%	259 60%	288 65% ^{cD}	180 71% ^{CDE}	130 57%	581 61%	278 64% ^h	1127 61%	75 63%	404 68% ^{NPR}	667 59%	211 69% ^{NPR}	337 61%	193 66% ^{nR}	330 57%	573 66% ^{TVX}	589 57%	306 67% ^{TVX}	284 60%	267 65% ^{TX}	305 56%
Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period	992 49%	578 49%	414 50%	200 57% ^d	273 51% ^g	208 48%	200 45%	111 44%	121 53% ⁱ	435 46%	209 48%	908 49%	56 47%	268 45%	580 51% ^{MO}	122 40%	281 51% ^{mO}	146 50% ^O	299 52% ^{MO}	400 46%	530 52% ^{SU}	193 42%	241 50% ^U	207 50% ^U	289 53% ^{SU}
If you exercise and eat healthily after a drinking episode, you can avoid health damage	478 24%	292 25%	186 22%	65 19%	110 21%	108 25% ^C	130 29% ^{CD}	64 25% ^c	76 33% ^{LJ}	219 23%	105 24%	414 22%	49 42% ^k	161 27% ^R	262 23% ^R	98 32% ^{NQR}	173 31% ^{NQR}	63 22% ^R	89 15%	231 27% ^{TwX}	223 22% ^X	142 31% ^{TWX}	143 30% ^{TWX}	90 22% ^X	80 15%
NET: All correct	355 18%	212 18%	142 17%	62 18%	91 17%	60 14%	86 19% ^e	56 22% ^E	28 12%	177 19% ^h	79 18% ^h	336 18%	14 12%	125 21% ^{NR}	180 16%	69 23% ^{NpR}	95 17%	56 19%	85 15%	167 19% ^x	168 16%	93 20% ^{tX}	85 18%	73 18%	83 15%

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 38

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - False

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
If you exercise and eat healthily after a drinking episode, you can avoid health damage	1538 76%	689 70%	849 82%A	401 70%	524 77% C	613 80% C	428 78% H	443 78% H	289 71%	378 77% H	128 73%	73 72%	1337 77%	67 79%	175 76%	124 73%	133 74%	116 79%	152 78%	207 76%	220 78%	142 79%
Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period	1024 51%	525 53% B	500 48%	302 53%	338 50%	384 50%	299 54% H	292 51%	192 47%	242 49%	82 47%	51 51%	891 51%	44 51%	119 51%	94 55%	89 50%	79 53%	96 50%	141 52%	135 48%	94 53%
You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health	788 39%	368 37%	420 41%	201 35%	273 40% c	314 41% C	208 38%	216 38%	161 39%	202 41%	69 39%	40 40%	679 39%	42 49% lnoq	84 36%	61 36%	75 42%	52 35%	74 38%	93 34%	116 41%	82 46% lnoqS
When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking	531 26%	275 28%	256 25%	183 32% E	188 28% E	160 21%	153 28%	159 28% i	105 26%	114 23%	48 28%	23 23%	460 26%	22 26%	57 24%	40 23%	43 24%	34 23%	48 25%	87 32% lnoq	75 27%	53 30%
NET: All correct	355 18%	189 19% b	166 16%	95 17%	113 17%	146 19%	113 20% gH	91 16%	59 14%	92 19% h	24 14%	16 15%	315 18%	13 15%	39 17%	31 18%	23 13%	34 23% JP	43 22% JP	55 20% p	47 17%	29 16%

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

Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 39

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

**Base: All respondents
Summary table - False**

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
If you exercise and eat healthily after a drinking episode, you can avoid health damage	1538 76%	891 75%	647 78%	285 81%EF	428 79%F	322 75%	314 71%	190 75%	153 67%	735 77%H	327 76%H	1431 78%L	69 58%	436 73%	869 77%OP	206 68%	379 69%	230 78%OP	490 85%MNO	637 73%	803 78%SU	637 69%	314 70%	335 78%UV	322 78%UV	468 85%STUW
Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period	1024 51%	605 51%	419 50%	150 43%	266 49%c	222 52%C	244 55%C	143 56%Cd	108 47%	518 54%h	223 52%	937 51%	63 53%	330 55%Np	550 49%	182 60%NP	271 49%	148 50%	280 48%	468 54%TX	496 48%	263 58%TVW	238 50%	206 50%	259 47%	
You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health	788 39%	455 38%	333 40%	146 42%fG	241 45%FG	171 40%G	155 35%	74 29%	99 43%j	372 39%	154 36%	717 39%	44 37%	194 32%	463 41%MO	93 31%	214 39%MO	100 34%	249 43%MO	295 34%	437 43%SU	150 33%	194 40%SU	145 35%	243 44%SUW	
When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking	531 26%	305 26%	226 27%	70 20%	138 26%c	118 27%C	134 30%C	71 28%C	59 26%	276 29%	112 26%	470 25%	43 36%K	172 29%R	282 25%	90 30%R	151 27%r	82 28%	131 23%	243 28%x	254 25%	136 30%tX	128 27%	107 26%	126 23%	
NET: All correct	355 18%	212 18%	142 17%	62 18%	91 17%	60 14%	86 19%e	56 22%E	28 12%	177 19%H	79 18%h	336 18%	14 12%	125 21%NR	180 16%	69 23%Np	95 17%	56 19%	85 15%	167 19%x	168 16%	93 20%tX	85 18%	73 18%	83 15%	

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



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 40

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1228	616	612	371	406	451	342	350	248	288	107	61	1061	43	148	108	104	95	119	179	167	97
	61%	63%	59%	65% ^d	60%	59%	62%	62%	61%	59%	61%	60%	61% ^{mu}	51%	64% ^{mu}	64% ^{mu}	58%	65% ^{mu}	62%	66% ^{MU}	59%	54%
False	788	368	420	201	273	314	208	216	161	202	69	40	679	42	84	61	75	52	74	93	116	82
	39%	37%	41%	35%	40% ^c	41% ^C	38%	38%	39%	41%	39%	40%	39%	49% ^{lnoq}	36%	36%	42%	35%	38%	34%	41%	46% ^{lnoqS}

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 41

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

You can drink higher than recommended levels of alcohol for years without noticing any apparent harm to your health

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1228 61%	728 62%	500 60%	203 58%	297 55%	259 60%	288 65% ^{cD}	180 71% ^{CDE}	130 57%	581 61%	278 64% ^h	1127 61%	75 63%	404 68% ^{NPR}	667 59%	211 69% ^{NPR}	337 61%	193 66% ^{nR}	330 57%	573 66% ^{TVX}	589 57%	306 67% ^{TVX}	284 60%	267 65% ^{TX}	305 56%
False	788 39%	455 38%	333 40%	146 42% ^{fG}	241 45% ^{FG}	171 40% ^G	155 35%	74 29%	99 43% ^j	372 39%	154 36%	717 39%	44 37%	194 32%	463 41% ^{MOq}	93 31%	214 39% ^{MO}	100 34%	249 43% ^{MOQ}	295 34%	437 43% ^{SUW}	150 33%	194 40% ^{SU}	145 35%	243 44% ^{SUW}

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 42

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	992 49%	459 47%	533 52%A	270 47%	341 50%	381 50%	251 46%	275 49%	218 53%F	248 51%	93 53%	50 49%	849 49%	41 49%	113 49%	75 45%	90 50%	69 47%	98 50%	131 48%	147 52%	85 47%
False	1024 51%	525 53%B	500 48%	302 53%	338 50%	384 50%	299 54%H	292 51%	192 47%	242 49%	82 47%	51 51%	891 51%	44 51%	119 51%	94 55%	89 50%	79 53%	96 50%	141 52%	135 48%	94 53%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 43

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Spreading your drinking evenly over a number of days is no safer than drinking the same amount over a shorter period

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	992 49%	578 49%	414 50%	200 57% ^d	273 EFG 51% ^g	208 48%	200 45%	111 44%	121 53% ⁱ	435 46%	209 48%	908 49%	56 47%	268 45%	580 51% ^{MO}	122 40%	281 51% ^{mO}	146 50% ^O	299 52% ^{MO}	400 46%	530 52% ^{SU}	193 42%	241 50% ^U	207 50% ^U	289 53% ^{SU}
False	1024 51%	605 51%	419 50%	150 43%	266 49% ^c	222 52% ^C	244 55% ^C	143 56% ^{Cd}	108 47%	518 54% ^h	223 52%	937 51%	63 53%	330 55% ^{NpR}	550 49%	182 60% ^{NPQR}	271 49%	148 50%	280 48%	468 54% ^{TX}	496 48%	263 58% ^{TVWX}	238 50%	206 50%	259 47%

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 44

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1485	709	776	389	491	604	397	408	304	376	127	78	1280	63	175	130	136	113	145	185	207	126
	74%	72%	75%	68%	72%	79%CD	72%	72%	74%	77%g	72%	77%	74% _s	74%	76% _s	77% _s	76%	77% _s	75%	68%	73%	70%
False	531	275	256	183	188	160	153	159	105	114	48	23	460	22	57	40	43	34	48	87	75	53
	26%	28%	25%	32% _E	28% _E	21%	28%	28% _i	26%	23%	28%	23%	26%	26%	24%	23%	24%	23%	25%	32% _{lnoq}	27%	30%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 45

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

When it comes to the risk of contracting certain serious diseases, there is no level of 'safe' drinking

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)				Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1485	878	607	280	401	312	310	183	171	678	320	1375	76	425	848	214	401	212	448	625	772	320	350	305	422
	74%	74%	73%	80%	74%	73%	70%	72%	74%	71%	74%	75%	L	64%	71%	75%	70%	73%	72%	77%	75%	70%	73%	74%	77%
False	531	305	226	70	138	118	134	71	59	276	112	470	43	172	282	90	151	82	131	243	254	136	128	107	126
	26%	26%	27%	20%	26%	27%	30%	28%	26%	29%	26%	25%	K	29%	25%	30%	27%	28%	23%	28%	25%	30%	27%	26%	23%

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 46

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

If you exercise and eat healthily after a drinking episode, you can avoid health damage

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	478 24%	295 30%B	183 18%	172 30%DE	155 23%	151 20%	122 22%	123 22%	120 29%FGI	112 23%	47 27%	28 28%	403 23%	17 21%	57 24%	45 27%	46 26%	31 21%	42 22%	65 24%	63 22%	37 21%
False	1538 76%	689 70%	849 82%A	401 70%	524 77%C	613 80%C	428 78%H	443 78%H	289 71%	378 77%H	128 73%	73 72%	1337 77%	67 79%	175 76%	124 73%	133 74%	116 79%	152 78%	207 76%	220 78%	142 79%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 47

Q11. Below are some true or false statements about alcohol. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

If you exercise and eat healthily after a drinking episode, you can avoid health damage

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4	2-3	4+	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
						times per month (e)	times per week (f)	times per week (g)																	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	478	292	186	65	110	108	130	64	76	219	105	414	49	161	262	98	173	63	89	231	223	142	143	90	80
	24%	25%	22%	19%	21%	25% C	29% CD	25% c	33% LJ	23%	24%	22%	42% K	27% R	23% R	32% NQR	31% NQR	22% R	15%	27% TwX	22% X	31% TWX	30% TWX	22% X	15%
False	1538	891	647	285	428	322	314	190	153	735	327	1431	69	436	869	206	379	230	490	637	803	314	335	322	468
	76%	75%	78%	81% EFg	79% F	75%	71%	75%	67%	77% H	76% H	78% L	58%	73%	77% OP	68%	69%	78% OP	85% MNOP	73% Q	78% SUV	69%	70%	78% sUV	85% STUVW

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 48

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Summary table

	<u>NET: Agree</u>	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>NET: Disagree</u>	<u>Don't know</u>
Unweighted base	2016	2016	2016	2016	2016	2016	2016	2016
Weighted base	2016	2016	2016	2016	2016	2016	2016	2016
It is unethical for the alcohol industry to target messaging at underage people	1569 78%	1117 55%	452 22%	239 12%	61 3%	69 3%	130 6%	78 4%
Cheap high-strength alcohol, sold mainly in supermarkets and newsagents, significantly contribute to alcohol-related health damage	1485 74%	719 36%	767 38%	288 14%	94 5%	60 3%	155 8%	89 4%
The actions of the alcohol industry (e.g. advertising, sponsorships, lobbying) encourage harmful levels of drinking	1062 53%	335 17%	727 36%	536 27%	242 12%	88 4%	330 16%	88 4%
More calorie information on labels of alcoholic drinks would help consumers make more informed choices	1051 52%	367 18%	684 34%	472 23%	265 13%	128 6%	393 20%	100 5%
Labels on alcoholic drinks contain enough information on health risks for the public to make informed choices	860 43%	249 12%	610 30%	434 22%	388 19%	179 9%	567 28%	156 8%
There are too many alcohol adverts, both online and on TV	820 41%	342 17%	477 24%	682 34%	275 14%	118 6%	394 20%	121 6%

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 49

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Summary table - NET: Agree

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
It is unethical for the alcohol industry to target messaging at underage people	1569 78%	801 81%B	768 74%	409 71%	525 77%C	636 83%CD	450 82%HI	445 79%	303 74%	371 76%	139 79%M	74 74%	1356 78%M	53 63%	183 79%M	128 75% <i>m</i>	141 79%M	114 78%M	144 75% <i>m</i>	217 80%M	223 79%M	152 85%KLMOR
Cheap high-strength alcohol, sold mainly in supermarkets and newsagents, significantly contribute to alcohol-related health damage	1485 74%	733 74%	753 73%	387 68%	499 74%C	599 78%CD	420 76% <i>h</i>	413 73%	289 71%	363 74%	122 70%	66 66%	1297 75% <i>kM</i>	54 64%	174 75% <i>m</i>	120 71%	137 76% <i>km</i>	115 78% <i>KM</i>	139 72%	201 74%	213 75% <i>km</i>	143 80% <i>JKMor</i>
The actions of the alcohol industry (e.g. advertising, sponsorships, lobbying) encourage harmful levels of drinking	1062 53%	524 53%	538 52%	302 53%	335 49%	425 56%D	304 55%	289 51%	219 53%	250 51%	93 53% <i>k</i>	40 40%	929 53% <i>K</i>	42 50%	122 52% <i>k</i>	82 48%	99 55% <i>K</i>	83 56% <i>K</i>	94 49%	158 58% <i>KoR</i>	150 53% <i>K</i>	100 56% <i>K</i>
More calorie information on labels of alcoholic drinks would help consumers make more informed choices	1051 52%	480 49%	571 55%A	320 56%E	365 54%E	366 48%	324 59% <i>gl</i>	298 53% <i>l</i>	217 53% <i>l</i>	212 43%	87 50%	47 47%	916 53%	48 56%	117 51%	96 56%	101 56%	71 49%	107 55%	133 49%	147 52%	96 54%
Labels on alcoholic drinks contain enough information on health risks for the public to make informed choices	860 43%	451 46%B	408 40%	239 42%	304 45%	317 41%	232 42%	256 45% <i>i</i>	182 44%	191 39%	76 43%	55 54% <i>LMoR</i> SIU	729 42% <i>m</i>	27 32%	111 48% <i>Mr</i>	70 42%	77 43%	65 44% <i>m</i>	76 39%	110 40%	120 42%	73 41%

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



Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 49

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Summary table - NET: Agree

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
There are too many alcohol adverts, both online and on TV	820 41%	394 40%	425 41%	230 40% ^d	233 34%	357 47% ^{CD}	214 39%	228 40%	169 41%	208 43%	72 41%	39 39%	708 41%	34 40%	101 43%	66 39%	71 40%	59 40%	70 36%	120 44%	108 38%	79 44%

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

Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 50

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Summary table - NET: Agree

	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
It is unethical for the alcohol industry to target messaging at underage people	1569	943	626	266	407	347	357	192	170	742	359	1467	82	463	893	246	454	217	439	690	792	378	387	313	405
	78%	80%B	75%	76%	76%	81% ^d	80% ^d	75%	74%	78%	83% ^{HI}	80% ^L	69%	78%	79% ^q	81% ^{qr}	82% ^{mQR}	74%	76%	80% ^X	77%	83% ^{TWX}	81% ^{wX}	76%	74%
Cheap high-strength alcohol, sold mainly in supermarkets and newsagents, significantly contribute to alcohol-related health damage	1485	899	586	283	396	316	320	171	173	682	326	1404	63	408	876	215	427	193	449	617	789	335	367	282	422
	74%	76%B	70%	81% ^{DEFG}	74% ^g	73%	72%	67%	75%	72%	76%	76% ^L	53%	68%	78% ^{MOQ}	71%	77% ^{MOQ}	66%	78% ^{MOQ}	71%	77% ^{SW}	73%	77% ^{SW}	69%	77% ^{SW}
The actions of the alcohol industry (e.g. advertising, sponsorships, lobbying) encourage harmful levels of drinking	1062	657	406	220	298	226	221	97	124	469	236	1009	45	263	653	131	329	132	324	404	596	211	288	193	308
	53%	56%B	49%	63% ^{DEFG}	55% ^G	53% ^G	50% ^G	38%	54%	49%	55% ⁱ	55% ^L	38%	44%	58% ^{MOQ}	43%	60% ^{MOQ}	45%	56% ^{MOQ}	47%	58% ^{SUW}	46%	60% ^{SUW}	47%	56% ^{SUW}
More calorie information on labels of alcoholic drinks would help consumers make more informed choices	1051	660	390	168	274	239	256	114	134	472	255	988	47	317	592	136	285	181	307	477	520	224	236	253	284
	52%	56%B	47%	48%	51%	56% ^{CG}	58% ^{CdG}	45%	58% ^l	49%	59% ^l	54% ^L	40%	53% ^O	52% ^O	45%	52% ^o	62% ^{MNOP}	53% ^O	55% ^{tuv}	51%	49%	49%	61% ^{STUV}	52% ^X
Labels on alcoholic drinks contain enough information on health risks for the public to make informed choices	860	511	349	114	203	197	211	135	118	412	200	791	56	300	447	168	229	132	218	424	400	242	195	183	205
	43%	43%	42%	33%	38%	46% ^{CD}	48% ^{CD}	53% ^{CDe}	52% ^l	43%	46%	43%	47%	50% ^{NPR}	40%	55% ^{NPQR}	41%	45% ^r	38%	49% ^{TVX}	39%	53% ^{TVWX}	41%	44% ^{lX}	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/q/r - s/t/u/v/w/x



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 50

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Summary table - NET: Agree

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
There are too many alcohol adverts, both online and on TV	820 41%	507 43%B	313 38%	200 57%DEF	247 46%G	159 37%G	150 34%G	65 26%	103 45%I	337 35%	165 38%	777 42%L	35 30%	179 30%	517 46%MOQ	85 28%	259 47%MOQ	94 32%	258 45%MOQ	275 32%	490 48%SUW	144 32%	228 48%SUW	131 32%	262 48%SUW

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 51

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

There are too many alcohol adverts, both online and on TV

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Agree	820 41%	394 40%	425 41%	230 40% ^d	233 34%	357 47% ^{CD}	214 39%	228 40%	169 41%	208 43%	72 41%	39 39%	708 41%	34 40%	101 43%	66 39%	71 40%	59 40%	70 36%	120 44%	108 38%	79 44%
Strongly agree (+2)	342 17%	166 17%	176 17%	89 16%	96 14%	158 21% ^{CD}	96 17%	87 15%	59 14%	101 21% ^{GH}	29 17%	22 21%	291 17%	11 14%	36 15%	33 20%	30 17%	24 17%	29 15%	48 18%	51 18%	28 16%
Somewhat agree (+1)	477 24%	228 23%	249 24%	141 25% ^d	137 20%	199 26% ^D	118 22%	140 25%	111 27% ^{fi}	108 22%	42 24%	18 17%	417 24%	22 26%	65 28% ^{kkot}	33 19%	41 23%	35 24%	41 21%	72 26%	57 20%	51 29% ^{kot}
Neither agree nor disagree (0)	682 34%	365 37% ^B	317 31%	162 28%	245 36% ^C	276 36% ^C	188 34%	202 36%	136 33%	157 32%	60 34%	40 40% ^S	582 33% ^S	28 33%	71 31%	64 38% ^S	56 31%	53 36% ^{as}	70 36% ^S	73 27%	107 38% ^S	60 33%
Somewhat disagree (-1)	275 14%	120 12%	155 15% ^a	90 16% ^E	127 19% ^E	59 8%	86 16% ^l	80 14%	55 13%	54 11%	18 10%	10 10%	248 14% ^O	11 13%	40 17% ^{jo}	12 7%	28 16% ^O	19 13% ^o	27 14% ^O	47 17% ^{jo}	35 13% ^o	28 16% ^o
Strongly disagree (-2)	118 6%	62 6%	56 5%	48 8% ^E	42 6% ^e	29 4%	34 6%	27 5%	30 7%	27 6%	10 6% ^U	7 7% ^U	102 6% ^U	7 8% ^U	9 4% ^u	17 10% ^{INRU}	13 7% ^U	7 5% ^U	9 5% ^U	18 7% ^U	20 7% ^U	1 1%
NET: Disagree	394 20%	182 18%	212 21%	137 24% ^E	168 25% ^E	88 11%	120 22% ⁱ	107 19%	85 21%	82 17%	28 16%	17 17%	349 20%	18 21%	49 21%	28 17%	41 23%	26 18%	36 19%	65 24% ^{ju}	56 20%	30 17%
Don't know	121 6%	43 4%	78 8% ^A	44 8% ^d	33 5%	44 6%	28 5%	30 5%	19 5%	43 9% ^{FGH}	16 9% ^{IT}	5 5%	100 6%	5 6%	11 5%	11 6%	11 6%	8 6%	17 9% ^{IT}	14 5%	11 4%	10 6%
Mean	0.34	0.34	0.35	0.25	0.18	0.55 ^{CD}	0.30	0.34	0.29	0.45 ^{fh}	0.40	0.39	0.33	0.25	0.36	0.34	0.28	0.36	0.31	0.33	0.31	0.45
Standard deviation	1.12	1.11	1.13	1.19	1.11	1.04	1.14	1.07	1.12	1.14	1.10	1.16	1.12	1.14	1.08	1.20	1.17	1.08	1.08	1.17	1.14	0.98
Standard error	0.03	0.04	0.04	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.09	0.12	0.03	0.13	0.07	0.10	0.10	0.09	0.08	0.07	0.07	0.07

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

Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 52

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

There are too many alcohol adverts, both online and on TV

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Agree	820	507	313	200	247	159	150	65	103	337	165	777	35	179	517	85	259	94	258	275	490	144	228	131	262	
	41%	43%B	38%	57%DEF	46%EFG	37%G	34%G	26%	45%I	35%	38%	42%L	30%	30%	46%MOQ	28%	47%MOQ	32%	45%MOQ	32%	48%SUW	32%	48%SUW	32%	48%SUW	
Strongly agree	(+2)	342	212	130	105	96	60	55	26	38	126	69	331	8	70	228	30	119	40	109	105	220	52	106	53	114
		17%	18%	16%	30%DEFG	18%FG	14%	12%	10%	16%	13%	16%	18%L	6%	12%	20%MOQ	10%	22%MOQ	14%	19%MOQ	12%	21%SUW	11%	22%SUW	13%	21%SUW
Somewhat agree	(+1)	477	294	183	94	150	98	95	39	65	211	96	446	27	108	289	55	140	53	149	171	270	92	122	78	148
		24%	25%	22%	27%IG	28%FG	23%G	21%g	15%	28%i	22%	24%	23%	18%	18%	26%MOQ	18%	25%MOQ	18%	26%MOQ	20%	26%SUW	20%	26%SuW	19%	27%SUW
Neither agree nor disagree	(0)	682	389	294	81	159	155	171	115	67	366	146	614	45	243	351	135	178	108	173	339	313	190	159	149	153
		34%	33%	35%	23%	30%c	36%CD	39%CD	45%CDE	29%	38%H	34%	33%	38%	41%NPR	31%	44%NPQR	32%	37%nr	30%	39%TVX	30%	42%TVX	33%ax	36%TX	28%
Somewhat disagree	(-1)	275	180	95	28	64	74	71	37	24	149	69	252	21	99	140	46	65	53	75	146	115	65	52	81	63
		14%	15%B	11%	8%	12%c	17%CD	16%Cd	15%C	11%	16%h	16%h	14%	18%	17%NP	12%	15%	18%NPr	13%	17%TVX	13%	17%TVX	11%	14%	20%TUVX	11%
Strongly disagree	(-2)	118	60	59	14	32	20	35	18	20	51	32	103	12	46	56	25	31	21	25	61	50	35	24	26	26
		6%	5%	7%a	4%	6%	5%	8%Ce	7%	9%ai	5%	7%	6%	10%K	8%NR	5%	8%NR	6%	7%fr	4%	7%t	5%	8%Tx	5%	6%	5%
NET: Disagree		394	239	154	42	96	94	106	55	44	200	101	355	33	145	196	70	96	74	100	207	165	100	107	89	
		20%	20%	19%	12%	18%C	22%C	24%CD	22%C	19%	21%	23%	19%	28%K	24%NPR	17%	23%NpR	17%	25%NPR	17%	24%TVX	16%	22%TVX	16%	26%TVX	16%
Don't know		121	49	72	27	36	22	17	18	15	50	21	98	5	31	66	14	18	48	47	59	22	15	25	43	
		6%	4%	9%A	8%F	7%f	5%	4%	7%f	6%	5%	5%	5%	4%	5%	6%P	5%	3%	6%p	8%MnoP	5%v	6%v	5%	3%	6%v	8%suV
Mean		0.34	0.37	0.30	0.77DEF	0.43EFG	0.26g	0.15	0.08	0.36	0.24	0.25	0.37L	-0.03	0.10	0.46MOQ	0.07	0.47MOQ	0.14	0.46MOQ	0.14	0.51SUW	0.14	0.50SUW	0.13	0.52SUW
Standard deviation		1.12	1.11	1.13	1.12	1.13	1.07	1.10	1.04	1.17	1.06	1.15	1.12	1.07	1.09	1.12	1.05	1.14	1.12	1.11	1.08	1.12	1.07	1.11	1.10	1.12
Standard error		0.03	0.03	0.04	0.06	0.05	0.05	0.05	0.07	0.08	0.04	0.06	0.03	0.10	0.05	0.03	0.06	0.05	0.07	0.05	0.04	0.05	0.05	0.05	0.06	0.05

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 53

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Labels on alcoholic drinks contain enough information on health risks for the public to make informed choices

	Gender			Age			Social Grade					Region										
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Agree	860 43%	451 46%B	408 40%	239 42%	304 45%	317 41%	232 42%	256 45% <i>i</i>	182 44%	191 39%	76 43%	55 54% <i>L</i>	729 42% <i>m</i>	27 32%	111 48% <i>Mr</i>	70 42%	77 43%	65 44% <i>m</i>	76 39%	110 40%	120 42%	73 41%
Strongly agree	(+2) 12%	249 13%	118 11%	70 12%	85 13%	94 12%	65 12%	69 12%	49 12%	66 13%	24 14%	17 17% <i>s</i>	208 12%	10 12%	37 16%	18 11%	23 13%	19 13%	22 11%	27 10%	34 12%	18 10%
Somewhat agree	(+1) 30%	610 33%B	290 28%	169 30%	218 32%	223 29%	167 30%	187 33% <i>l</i>	132 32% <i>l</i>	125 25%	51 29%	37 37% <i>M</i>	522 30% <i>m</i>	16 19%	74 32% <i>M</i>	52 31% <i>m</i>	55 30% <i>m</i>	46 31% <i>m</i>	54 28%	83 30% <i>m</i>	86 30% <i>m</i>	55 31% <i>m</i>
Neither agree nor disagree	(0) 22%	434 22%	218 21%	215 22%	124 21%	145 22%	165 20%	110 23%	128 23%	94 21%	36 20%	20 20%	378 22%	24 29%	50 22%	40 24%	35 19%	36 24%	37 19%	58 21%	57 20%	41 23%
Somewhat disagree	(-1) 19%	388 19%	168 17%	220 21% <i>A</i>	122 21%	128 19%	138 18%	123 22% <i>Hi</i>	113 20%	65 16%	86 18%	31 12%	344 20% <i>k</i>	16 19%	36 16%	33 19%	29 16%	31 21%	46 24% <i>KNp</i>	57 21% <i>k</i>	63 22% <i>Kn</i>	33 19%
Strongly disagree	(-2) 9%	179 9%	90 9%	89 9%	47 8%	64 9%	68 9%	56 10% <i>G</i>	29 5%	41 10% <i>G</i>	52 11% <i>G</i>	16 9%	154 9%	11 14% <i>oQ</i>	24 10%	10 6%	12 7%	7 5%	15 8%	24 9%	27 10%	23 13% <i>lOpQ</i>
NET: Disagree	567 28%	258 26%	308 30% <i>a</i>	168 29%	192 28%	206 27%	179 33% <i>GH</i>	143 25%	106 26%	138 28%	48 27%	21 21%	498 29%	27 32%	60 26%	43 25%	41 23%	38 26%	61 32% <i>kp</i>	80 30%	90 32% <i>kp</i>	57 32% <i>kp</i>
Don't know	156 8%	56 6%	100 10% <i>A</i>	41 7%	38 6%	77 10% <i>cD</i>	29 5%	40 7%	28 7%	60 12% <i>FGH</i>	16 9% <i>n</i>	5 5%	135 8% <i>n</i>	6 8%	10 4%	16 9% <i>n</i>	26 15% <i>KL</i>	8 6% <i>NQT</i>	19 10% <i>Ntu</i>	24 9% <i>n</i>	16 5%	9 5%
Mean	0.20	0.25 ^b	0.14	0.18	0.21	0.20	0.12	0.29 ^{Fi}	0.22	0.15	0.23	0.44 ^{LMr} StU	0.18	-0.02	0.29 ^{mu}	0.23	0.30 ^m	0.28	0.12	0.13	0.14	0.06
Standard deviation	1.19	1.19	1.19	1.18	1.20	1.20	1.21	1.11	1.19	1.25	1.23	1.20	1.19	1.25	1.23	1.12	1.17	1.12	1.19	1.17	1.20	1.22
Standard error	0.03	0.04	0.04	0.05	0.05	0.04	0.06	0.05	0.06	0.06	0.10	0.13	0.03	0.15	0.08	0.09	0.10	0.09	0.09	0.07	0.07	0.09

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 54

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Labels on alcoholic drinks contain enough information on health risks for the public to make informed choices

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: Agree	860	511	349	114	203	197	211	135	118	412	200	791	56	300	447	168	229	132	218	424	400	242	195	183	205
	43%	43%	42%	33%	38%	46%CD	48%CD	53%CD	52%l	43%	46%	43%	47%	50%NPR	40%	55%NPQR	41%	45%r	38%	49%TVX	39%	53%TVWX	41%	44%tX	37%
Strongly agree	(+2)	249	151	98	40	62	58	41	38	114	55	230	15	90	131	50	67	40	64	122	119	70	59	52	61
	12%	13%	12%	11%	9%	15%D	13%d	16%D	17%i	12%	13%	12%	12%	15%nr	12%	16%NR	12%	14%	11%	14%	12%	15%tx	12%	13%	11%
Somewhat agree	(+1)	610	360	250	74	154	134	153	94	298	145	561	41	210	316	118	162	92	154	302	281	172	137	130	144
	30%	30%	30%	21%	29%C	31%C	35%CD	37%CD	35%	31%	34%	30%	35%	35%NPR	28%	39%NPQR	29%	31%	27%	35%TVX	27%	38%TVwX	29%	32%x	26%
Neither agree nor disagree	(0)	434	271	162	67	116	95	102	54	230	76	379	37	125	252	60	134	65	118	183	216	92	109	90	107
	22%	23%b	19%	19%	22%	22%	23%	21%	19%	24%J	18%	21%	31%K	21%	22%	20%	24%	22%	20%	21%	21%	20%	23%	22%	20%
Somewhat disagree	(-1)	388	240	148	55	125	85	84	39	185	97	377	10	106	224	42	102	64	122	164	205	71	89	92	116
	19%	20%	18%	16%	23%CG	20%	19%	15%	18%	19%	22%	20%L	8%	18%	20%O	14%	18%	22%O	21%O	19%	20%u	16%	19%	22%U	21%U
Strongly disagree	(-2)	179	105	74	52	53	30	31	14	71	42	173	3	39	118	18	56	21	61	62	110	33	52	29	58
	9%	9%	9%	15%DEFG	10%G	7%	7%	5%	6%	7%	10%	9%L	3%	7%	10%MO	6%	10%MO	7%	11%MO	7%	11%SUW	7%	11%Suw	7%	11%Suw
NET: Disagree	567	345	221	106	178	114	115	53	55	256	139	550	13	145	342	60	158	85	184	225	316	104	141	122	174
	28%	29%	27%	30%G	33%EFG	27%	26%	21%	24%	27%	32%Hi	30%L	11%	24%	30%MO	20%	29%O	29%O	32%MO	26%	31%SU	23%	30%U	30%U	32%SU
Don't know	156	56	100	63	41	24	15	12	12	55	17	124	12	28	91	16	31	12	60	36	94	18	32	17	62
	8%	5%	12%A	18%DEFG	8%F	6%	3%	5%	5%	6%	4%	7%	10%	5%	8%MpQ	5%	6%	4%	10%MOPQ	4%	9%SUW	4%	7%Su	4%	11%SUW
Mean	0.20	0.19	0.21	-0.01	0.04	0.29CD	0.28CD	0.45CDe	0.40iJ	0.22	0.18	0.17	0.51K	0.36NPR	0.11	0.48NPQ	0.16	0.24r	0.07	0.31TVX	0.10	0.40TVW	0.14	0.21	0.07
							f									R				X					
Standard deviation	1.19	1.19	1.20	1.32	1.17	1.17	1.14	1.12	1.17	1.15	1.22	1.21	0.96	1.15	1.21	1.13	1.20	1.17	1.22	1.16	1.22	1.15	1.22	1.16	1.23
Standard error	0.03	0.04	0.04	0.08	0.05	0.06	0.06	0.07	0.08	0.04	0.06	0.03	0.09	0.05	0.04	0.07	0.05	0.07	0.05	0.04	0.04	0.05	0.06	0.06	0.06

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 55

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Cheap high-strength alcohol, sold mainly in supermarkets and newsagents, significantly contribute to alcohol-related health damage

	Gender			Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Agree	1485 74%	733 74%	753 73%	387 68%	499 74% ^C	599 78% ^{CD}	420 76% ^h	413 73%	289 71%	363 74%	122 70%	66 66%	1297 75% ^{kM}	54 64%	174 75% ^m	120 71%	137 76% ^{km}	115 78% ^{KM}	139 72%	201 74%	213 75% ^{km}	143 80% ^{JKMor}	
Strongly agree	(+2) 36%	719 36%	365 37%	354 34%	176 31%	239 35%	304 40% ^C	204 37%	181 32%	148 36%	186 38% ^g	67 38%	34 34%	618 36%	27 32%	87 38%	53 31%	65 36%	55 37%	66 34%	101 37%	97 35%	67 37%
Somewhat agree	(+1) 38%	767 38%	368 37%	399 39%	212 37%	260 38%	295 39%	216 39%	232 41% ^H	141 34%	177 36%	56 32%	32 32%	679 39% ^j	27 32%	87 38%	67 39%	72 40%	60 41%	74 38%	100 37%	116 41% ^j	76 43% ^j
Neither agree nor disagree	(0) 14%	288 14%	136 14%	152 15%	98 17% ^E	96 14%	94 12%	68 12%	82 15%	69 17% ^f	68 14%	32 18% ^N	18 18%	238 14%	14 17%	24 10%	29 17% ⁿ	21 11%	18 12%	32 17% ⁿ	35 13%	39 14%	26 15%
Somewhat disagree	(-1) 5%	94 5%	42 4%	52 5%	31 5%	31 5%	32 4%	24 4%	30 5%	25 6% ^l	15 3%	5 3%	4 4%	85 5%	4 5%	16 7% ^r	9 5%	9 5%	6 4%	5 3%	15 6%	14 5%	7 4%
Strongly disagree	(-2) 3%	60 3%	37 4% ^b	23 2%	19 3%	25 4% ^e	16 2%	12 2%	21 4%	10 2%	17 3%	5 3% ^{PU}	8 7% ^{LoPIU}	48 3% ^{PU}	8 10% ^{JLNOP}	7 3% ^{PU}	4 3% ^{pU}	-	5 3% ^{PU}	6 3% ^{PU}	10 4% ^{PU}	8 3% ^{PU}	-
NET: Disagree	155 8%	79 8%	75 7%	50 9%	57 8%	48 6%	37 7%	51 9%	35 8%	32 7%	10 6%	12 12% ^{prU}	133 8% ^u	12 15% ^{JLPR}	23 10% ^U	13 8%	9 5%	11 7%	11 6%	25 9% ^u	21 8%	7 4%	
Don't know	89 4%	36 4%	53 5%	38 7% ^{dE}	27 4%	24 3%	25 5%	20 3%	17 4%	27 5%	11 6% ^{qU}	5 5% ^u	72 4% ^u	4 5%	11 5% ^u	8 5% ^u	13 7% ^{lQU}	3 2%	11 6% ^{qU}	11 4%	9 3%	2 1%	
Mean	1.03	1.03	1.03	0.92	1.01	1.13 ^{CD}	1.09 ^G	0.96	1.00	1.08 ^g	1.06 ^m	0.85	1.04 ^{kM}	0.75	1.05 ^m	0.96	1.16 ^{KMo}	1.07 ^m	1.03 ^m	1.03 ^m	1.15 ^{KMo}		
Standard deviation	1.00	1.03	0.97	1.03	1.03	0.94	0.95	1.02	1.02	1.00	1.00	1.19	0.99	1.26	1.04	0.99	0.85	0.99	0.97	1.04	0.98	0.82	
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.05	0.04	0.05	0.04	0.08	0.12	0.02	0.15	0.07	0.08	0.07	0.08	0.07	0.07	0.06	0.06	

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

* small base

Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 56

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

Cheap high-strength alcohol, sold mainly in supermarkets and newsagents, significantly contribute to alcohol-related health damage

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: Agree	1485	899	586	283	396	316	320	171	173	682	326	1404	63	408	876	215	427	193	449	617	789	335	367	282	422
	74%	76%B	70%	81%DEF	74%g	73%	72%	67%	75%	72%	76%	76%L	53%	68%	78%MOQ	71%	77%MOQ	66%	78%MOQ	71%	77%SW	73%	77%SW	69%	77%SW
Strongly agree	(+2)	719	450	269	167	194	144	144	87	294	164	688	22	179	455	93	233	86	222	272	408	147	200	125	209
	36%	38%B	32%	48%DEF	36%G	33%	32%	28%	38%i	31%	38%i	37%L	18%	30%	40%MOQ	30%	42%MOQ	29%	38%MOQ	31%	40%SUW	32%	42%SUW	30%	38%SuW
Somewhat agree	(+1)	767	449	318	117	202	172	176	86	388	162	716	41	229	422	123	194	106	227	345	381	188	167	158	214
	38%	38%	38%	33%	37%	40%c	40%c	40%	38%	41%	38%	39%	34%	38%	37%	40%	35%	36%	39%	40%	37%	41%v	35%	38%	39%
Neither agree nor disagree	(0)	288	157	131	37	84	55	73	23	163	50	246	25	94	144	42	69	52	75	133	135	63	64	71	72
	14%	13%	16%	11%	16%c	13%	16%C	15%	10%	17%h	12%	13%	21%K	16%	13%	14%	12%	18%Npr	13%	15%	13%	14%	13%	17%t	13%
Somewhat disagree	(-1)	94	62	32	5	18	28	26	13	49	24	76	17	42	41	17	22	25	19	54	35	24	17	31	18
	5%	5%	4%	1%	3%c	7%CD	6%Cd	7%Cd	5%	5%	6%	4%	14%K	7%NPR	4%	6%	4%	9%NPR	3%	6%TVX	3%	5%	4%	7%TVX	3%
Strongly disagree	(-2)	60	28	33	8	14	11	10	10	16	10	50	8	28	28	16	19	12	9	31	23	18	15	13	8
	3%	2%	4%a	2%	3%	3%	2%	6%CDEF	4%	3%	4%	3%	7%K	5%NR	3%	5%NR	3%r	4%R	2%	4%X	2%	4%tX	3%	3%	2%
NET: Disagree	155	90	64	13	33	40	37	33	74	40	126	25	70	69	33	41	37	28	85	58	42	32	44	26	
	8%	8%	8%	4%	6%	9%Cd	8%C	13%CDf	10%	8%	9%	7%	21%K	12%NPR	6%	8%r	13%NPR	5%	10%TVX	6%	9%TX	7%	11%TVX	5%	
Don't know	89	37	52	17	26	19	14	12	12	34	15	68	6	26	41	14	14	12	26	32	43	16	15	28	
	4%	3%	6%A	5%	5%	5%	3%	5%	5%	4%	3%	4%	5%	4%	5%	3%	4%	5%p	4%	4%	4%	3%	4%	5%	
Mean	1.03	1.07B	0.97	1.29DEF	1.06G	0.99G	0.97G	0.79	1.04	0.95	1.04	1.08L	0.45	0.86	1.13MOQ	0.89	1.12MOQ	0.82	1.15MOQ	0.92	1.14SUW	0.96	1.12SUW	0.88	1.15SUW
Standard deviation	1.00	0.98	1.02	0.90	0.97	1.01	0.98	1.14	1.06	0.98	1.05	0.97	1.18	1.09	0.96	1.09	1.02	1.10	0.90	1.04	0.94	1.03	1.00	1.04	0.89
Standard error	0.02	0.03	0.04	0.05	0.04	0.05	0.05	0.07	0.07	0.03	0.05	0.02	0.11	0.05	0.03	0.06	0.04	0.07	0.04	0.03	0.05	0.05	0.05	0.05	0.04

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 57

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

The actions of the alcohol industry (e.g. advertising, sponsorships, lobbying) encourage harmful levels of drinking

	Gender			Age			Social Grade					Region										
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Agree	1062 53%	524 53%	538 52%	302 53%	335 49%	425 56%D	304 55%	289 51%	219 53%	250 51%	93 53%k	40 40%	929 53%K	42 50%	122 52%k	82 48%	99 55%K	83 56%K	94 49%	158 58%KoR	150 53%K	100 56%K
Strongly agree	(+2) 17%	160 16%	175 17%	89 16%	104 15%	142 19%	89 16%	83 15%	64 16%	99 20%Gh	23 13%	16 16%m	295 17%M	6 7%	36 15%m	32 19%M	39 22%jMr	24 16%m	28 14%m	51 19%M	49 17%M	32 18%M
Somewhat agree	(+1) 36%	364 37%	363 35%	214 37%	231 34%	283 37%	215 39%l	206 36%i	155 38%l	151 31%	69 39%Ko	24 24%	634 36%Ko	36 43%Ko	86 37%K	50 29%	61 34%	59 40%Ko	66 34%	107 39%KO	100 36%k	69 38%K
Neither agree nor disagree	(0) 27%	265 27%	271 26%	127 22%	197 29%C	212 28%C	136 25%	158 28%	108 26%	135 28%	48 27%	32 32%ps	456 26%	24 28%	63 27%	50 29%	38 21%	38 26%	59 30%pS	60 22%	80 28%	45 25%
Somewhat disagree	(-1) 12%	116 12%	126 12%	71 12%	87 13%	83 11%	61 11%	80 14%	48 12%	52 11%	17 10%	19 19%jlop Qrt	205 12%	10 11%	29 13%	18 11%	18 10%	13 9%	21 11%	40 15%	32 11%	24 13%
Strongly disagree	(-2) 4%	51 5%	37 4%	35 6%E	32 5%e	21 3%	28 5%	24 4%	15 4%	21 4%	6 4%	5 5%	77 4%u	6 7%U	9 4%	12 7%U	8 5%u	6 4%	9 5%u	9 3%	14 5%U	2 1%
NET: Disagree	330 16%	166 17%	163 16%	106 19%E	120 18%E	103 14%	89 16%	104 18%	63 16%	73 15%	24 14%	24 24%jlpq u	282 16%	16 19%	39 17%	30 18%	26 15%	20 13%	30 16%	49 18%	47 17%	26 14%
Don't know	88 4%	29 3%	59 6%A	37 6%e	28 4%	24 3%	22 4%	15 3%	19 5%	32 6%G	11 7%ST	4 4%	73 4%S	3 3%	9 4%	8 5%	16 9%LnST	7 5%	10 5%st	5 2%	6 2%	9 5%S
Mean	0.51	0.49	0.53	0.47	0.44	0.60CD	0.52	0.44	0.52	0.56	0.52	0.29	0.52k	0.32	0.49	0.44	0.63Km	0.57k	0.45	0.57km	0.50	0.61KM
Standard deviation	1.06	1.07	1.05	1.11	1.06	1.01	1.06	1.05	1.03	1.09	0.99	1.11	1.06	1.03	1.04	1.15	1.11	1.03	1.04	1.07	1.07	0.99
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.05	0.04	0.05	0.05	0.08	0.12	0.03	0.12	0.07	0.09	0.09	0.09	0.07	0.07	0.06	0.07

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 58

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

The actions of the alcohol industry (e.g. advertising, sponsorships, lobbying) encourage harmful levels of drinking

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: Agree	1062	657	406	220	298	226	221	97	124	469	236	1009	45	263	653	131	329	132	324	404	596	211	288	193	308
		53%	56%B	49%	63%DEFG	55%G	53%G	50%G	54%	49%	55%i	55%L	38%	44%	58%MOQ	43%	60%MOQ	45%	56%MOQ	47%	58%SUW	46%	60%SUW	47%	56%SUW
Strongly agree	(+2)	335	201	134	102	105	61	45	36	131	64	324	8	58	230	26	113	32	117	90	222	44	106	46	116
		17%	17%	16%	29%DEFG	19%EFG	14%fg	10%	15%	14%	15%	18%L	6%	10%	20%MOQ	9%	20%MOQ	11%	20%MOQ	10%	22%SUW	10%	22%SUW	11%	21%SUW
Somewhat agree	(+1)	727	456	272	118	193	165	177	75	89	338	171	685	38	205	423	105	216	100	207	314	374	167	182	192
		36%	39%B	33%	34%	36%g	38%G	40%cG	29%	39%	36%	40%	37%	32%	34%	37%	34%	39%	34%	36%	36%	37%	38%	36%	35%
Neither agree nor disagree	(0)	536	306	230	69	136	108	121	101	52	284	102	482	33	194	258	99	122	95	136	255	247	140	110	137
		27%	26%	28%	20%	25%c	25%	27%C	40%CDEF	23%	30%hJ	24%	26%	28%	32%NPR	23%	33%NPR	22%	32%NPR	24%	29%TV	24%	31%TVx	23%	28%
Somewhat disagree	(-1)	242	138	104	33	49	60	68	32	20	127	60	216	22	94	121	50	59	45	62	139	95	66	47	48
		12%	12%	12%	9%	9%	14%cD	15%CD	13%	9%	13%h	14%h	12%	19%K	16%NPR	11%	16%NPR	11%	15%Npr	11%	16%TVX	9%	14%TVX	10%	18%TVX
Strongly disagree	(-2)	88	48	40	6	30	20	21	11	18	38	23	71	15	25	52	16	27	9	24	40	41	26	19	22
		4%	4%	5%	2%	6%C	5%C	5%C	4%c	8%i	4%	5%	4%	12%K	4%	5%	5%	5%	3%	4%	5%	4%	6%w	4%	4%
NET: Disagree		330	186	143	38	79	80	90	43	38	165	83	287	37	119	172	66	86	54	86	179	136	92	66	70
		16%	16%	17%	11%	15%	19%CD	20%CD	17%CD	17%	17%	19%	16%	31%K	20%NpR	15%	22%NPR	16%	18%	15%	21%TVX	13%	20%TVX	14%	21%TVX
Don't know		88	34	54	23	26	16	11	12	15	35	11	67	4	21	48	9	15	13	32	30	46	13	17	
		4%	3%	7%A	6%F	5%f	4%	3%	5%	6%iJ	4%	3%	4%	3%	4%	4%	3%	3%	4%	6%oP	3%	4%	3%	4%	
Mean		0.51	0.54	0.46	0.85DEF	0.57FG	0.45G	0.36	0.28	0.48	0.43	0.46	0.55L	0.01	0.31	0.61MOQ	0.26	0.61MOQ	0.36	0.61MOQ	0.33	0.65SUW	0.31	0.66SUW	0.35
					G																				
Standard deviation		1.06	1.04	1.08	1.03	1.09	1.06	1.03	0.96	1.13	1.03	1.08	1.05	1.14	1.00	1.08	1.01	1.09	0.99	1.08	1.03	1.06	1.03	1.06	1.02
Standard error		0.02	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.08	0.03	0.05	0.02	0.10	0.04	0.03	0.06	0.05	0.06	0.05	0.04	0.03	0.05	0.05	0.05

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 59

Q12. To what extent, if at all, do you agree or disagree with each of the following?**Base: All respondents****It is unethical for the alcohol industry to target messaging at underage people**

	Gender			Age			Social Grade					Region										
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Agree	1569 78%	801 81%B	768 74%	409 71%	525 77%C	636 83%CD	450 82%HI	445 79%	303 74%	371 76%	139 79%M	74 74%	1356 78%M	53 63%	183 79%M	128 75%m	141 79%M	114 78%M	144 75%m	217 80%M	223 79%M	152 85%KLMOR
Strongly agree	(+2) 1117 55%	574 58%B	543 53%	264 46%	377 55%C	476 62%CD	316 57%	313 55%	216 53%	272 55%	92 52%	51 50%	975 56%mr	38 45%	136 59%Mr	98 58%m	99 55%	75 51%	95 49%	155 57% m	165 58%MR	113 63% jklMQR
Somewhat agree	(+1) 452 22%	227 23%	225 22%	145 25%e	148 22%	159 21%	134 24%	132 23%	88 21%	99 20%	47 27%o	23 23%	382 22%	15 18%	47 20%	29 17%	42 23%	40 27%o	50 26%o	62 23%	58 21%	39 22%
Neither agree nor disagree	(0) 239 12%	109 11%	130 13%	90 16%E	91 13%E	58 8%	63 11%	66 12%	52 13%	57 12%	24 14%	22 21% QSTU	193 11% LNOP	17 20% LNOP	23 10% qSTU	17 10%	17 10%	16 11%	27 14%	27 10%	30 11%	19 10%
Somewhat disagree	(-1) 61 3%	23 2%	38 4%	15 3%	19 3%	27 4%	11 2%	23 4%f	10 3%	17 3%	1 1%	2 2%	57 3% j	4 5% J	6 3%	8 5% J	4 2%	5 3%	8 4% j	9 3%	7 3%	5 3%
Strongly disagree	(-2) 69 3%	27 3%	42 4%	16 3%	26 4%	27 4%	15 3%	18 3%	18 4%	19 4%	6 3% ku	-	64 4% kU	5 6% KU	13 5% kU	7 4% kU	4 2%	4 3% u	6 3% ku	13 5% KU	10 4% kU	1 *
NET: Disagree	130 6%	50 5%	80 8%A	31 5%	44 7%	54 7%	25 5%	41 7%f	28 7%	36 7%f	7 4%	2 2%	121 7% ku	10 11% JKpU	19 8% ku	15 9% jKU	8 5%	9 6%	14 7% k	22 8% ku	17 6%	6 3%
Don't know	78 4%	23 2%	55 5%A	42 7% DE	19 3%	17 2%	12 2%	14 3%	25 6% FG	26 5% FG	6 3%	3 3%	70 4% u	5 5% u	7 3%	9 6% sU	12 7% SU	8 5% u	9 4% u	6 2%	12 4%	2 1%
Mean	1.28	1.35B	1.22	1.18	1.26	1.38CD	1.35	1.27	1.23	1.27	1.28M	1.25m	1.29M	0.96	1.28M	1.27m	1.36M	1.26m	1.19	1.27m	1.33M	1.46jklMqRs
Standard deviation	1.03	0.97	1.09	1.01	1.05	1.02	0.95	1.04	1.08	1.07	0.97	0.88	1.05	1.23	1.12	1.12	0.95	1.01	1.04	1.09	1.03	0.84
Standard error	0.02	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.08	0.09	0.03	0.14	0.08	0.09	0.08	0.08	0.07	0.07	0.06	0.06

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 60

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

It is unethical for the alcohol industry to target messaging at underage people

	Total	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Agree	1569	943	626	266	407	347	357	192	170	742	359	1467	82	463	893	246	454	217	439	690	792	378	387	313	405	
	78%	80%B	75%	76%	76%	81%d	80%d	75%	74%	78%	83%HI	80%L	69%	78%	79%q	81%qr	82%mQR	74%	76%	80%X	77%	83%TWX	81%wX	76%	74%	
Strongly agree	(+2)	1117	661	456	193	312	242	238	133	124	538	244	1053	48	306	654	156	337	150	317	460	592	253	294	206	298
	55%	56%	55%	55%	58%	56%	54%	52%	54%	56%	57%	57%L	40%	51%	58%Moq	51%	61%MOQR	51%	55%	53%	58%sw	56%	62%SuWX	50%	54%	
Somewhat agree	(+1)	452	282	171	73	96	105	119	59	46	204	115	414	34	157	239	90	117	67	122	231	200	124	93	107	107
	22%	24%	20%	21%	18%	24%D	27%cD	23%cd	20%	21%	27%hl	22%	29%	26%Npr	21%	30%NPQR	21%	23%	21%	27%TVX	19%	27%TVX	19%	26%TVX	19%	
Neither agree nor disagree	(0)	239	138	101	33	72	43	52	38	34	119	45	199	27	81	125	36	60	45	65	105	117	46	56	59	61
	12%	12%	12%	10%	13%	10%	12%	15%Ce	15%	12%	10%	11%	23%K	14%	11%	12%	11%	15%npr	11%	12%	11%	10%	12%	14%u	11%	
Somewhat disagree	(-1)	61	38	23	10	11	14	17	9	4	34	12	56	1	23	28	11	10	12	18	32	26	12	9	20	17
	3%	3%	3%	3%	2%	3%	4%	4%	4%	4%	3%	3%	3%	1%	4%p	2%	3%	2%	4%p	3%	4%v	3%	3%	2%	5%TV	3%
Strongly disagree	(-2)	69	37	32	23	22	11	7	6	8	24	11	67	1	11	48	5	20	6	28	17	51	11	16	6	34
	3%	3%	4%	7%EFG	4%F	3%	2%	2%	2%	2%	2%	4%l	*	2%	4%MO	2%	4%m	2%	5%MOq	2%	5%SUW	2%	3%w	2%	6%SUwW	
NET: Disagree	130	75	55	33	33	25	25	15	12	58	23	123	2	34	76	16	30	18	46	49	76	23	25	26	51	
	6%	6%	7%	9%def	6%	6%	6%	6%	5%	6%	5%	7%L	2%	6%	7%	5%	5%	6%	8%	6%	7%	5%	5%	6%	9%SUV	
Don't know	78	28	50	17	26	15	10	9	14	35	6	56	8	19	37	7	8	13	29	24	41	9	9	14	31	
	4%	2%	6%A	5%f	5%F	4%	2%	4%	6%J	4%J	1%	3%	7%K	3%p	3%P	2%	1%	4%P	5%noP	3%	4%uv	2%	2%	3%	6%SUV	
Mean	1.28	1.29	1.27	1.21	1.30	1.33	1.30	1.24	1.26	1.31	1.34	1.30	1.15	1.25	1.30	1.28	1.36mqr	1.22	1.24	1.28	1.28	1.34x	1.36wX	1.22	1.20	
Standard deviation	1.03	1.01	1.06	1.18	1.07	0.97	0.95	1.00	1.04	1.00	0.95	1.03	0.87	0.97	1.06	0.93	1.00	1.01	1.11	0.96	1.10	0.94	1.00	0.98	1.18	
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.07	0.03	0.05	0.02	0.08	0.04	0.03	0.05	0.04	0.06	0.05	0.03	0.04	0.04	0.05	0.05	0.05	

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 61

Q12. To what extent, if at all, do you agree or disagree with each of the following?**Base: All respondents****More calorie information on labels of alcoholic drinks would help consumers make more informed choices**

	Gender		Age			Social Grade					Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Agree	1051 52%	480 49%	571 55%A	320 56%E	365 54%E	366 48%	324 59%gl	298 53%l	217 53%l	212 43%	87 50%	47 47%	916 53%	48 56%	117 51%	96 56%	101 56%	71 49%	107 55%	133 49%	147 52%	96 54%	
Strongly agree	(+2) 18%	367 17%	168 19%	198 20%	114 19%	126 17%	127 23%GHI	99 18%	70 17%	71 15%	26 15%	18 18%	322 19%	15 17%	48 21%r	30 18%	41 23%jqR	22 15%	27 14%	45 16%	56 20%	38 21%r	
Somewhat agree	(+1) 34%	684 32%	372 36%a	206 36%e	239 35%	239 31%	198 36%l	199 35%l	147 36%l	140 29%	61 35%	29 29%	594 34%	33 39%	69 30%	66 39%n	60 33%	50 34%	80 41%klNs tu	88 32%	91 32%	58 33%	
Neither agree nor disagree	(0) 23%	472 26%B	253 21%	219 19%	107 19%	160 24%c	205 27%C	111 20%	125 22%	102 25%	133 27%FG	49 28%	27 27%	396 23%	20 24%	56 24%	38 22%	38 21%	30 21%	44 23%	64 23%	62 22%	44 24%
Somewhat disagree	(-1) 13%	265 13%	132 13%	132 13%	65 11%	83 12%	117 15%c	61 11%	90 16%F	50 12%	64 13%	16 9%	11 10%	238 14%	9 11%	32 14%	18 10%	20 11%	25 17%J	23 12%	42 15%j	43 15%j	26 15%
Strongly disagree	(-2) 6%	128 8%B	76 5%	52 5%	36 6%	45 7%	47 6%	33 6%	26 5%	22 5%	47 10%FGH	14 8%P	10 10%P	105 6%p	4 5%	15 6%	8 5%	5 3%	12 8%P	10 5%	21 8%P	22 8%P	8 5%
NET: Disagree	393 20%	209 21%b	184 18%	102 18%	128 19%	164 21%	94 17%	117 21%	72 18%	111 23%Fh	30 17%	20 20%	343 20%p	13 16%	47 20%	26 15%	25 14%	37 25%jOPr	33 17%	63 23%oP	65 23%oP	35 19%	
Don't know	100 5%	42 4%	58 6%	44 8%DE	26 4%	30 4%	22 4%	26 5%	18 4%	34 7%f	10 5%	6 6%	85 5%	4 4%	12 5%	10 6%t	16 9%LTU	8 6%	10 5%	13 5%	7 3%	5 3%	
Mean	0.47	0.39	0.55A	0.56E	0.49	0.38	0.61gl	0.471	0.491	0.27	0.42	0.37	0.48	0.55	0.47	0.58qs	0.69JKL nQST	0.32	0.50	0.36	0.42	0.52	
Standard deviation	1.14	1.17	1.12	1.16	1.14	1.13	1.15	1.12	1.10	1.19	1.12	1.21	1.14	1.08	1.18	1.07	1.07	1.19	1.06	1.18	1.21	1.13	
Standard error	0.03	0.04	0.04	0.05	0.05	0.04	0.05	0.05	0.05	0.05	0.09	0.13	0.03	0.12	0.08	0.09	0.09	0.10	0.07	0.07	0.07	0.08	

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 62

Q12. To what extent, if at all, do you agree or disagree with each of the following?

Base: All respondents

More calorie information on labels of alcoholic drinks would help consumers make more informed choices

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Agree	1051	660	390	168	274	239	256	114	134	472	255	988	47	317	592	136	285	181	307	477	520	224	236	253	284	
		52%	56%B	47%	48%	51%	56%CG	58%CdG	45%	58%I	49%	59%I	54%L	40%	53%O	52%O	45%	52%o	62%MNOP	53%O	55%tuv	51%	49%	49%	61%STUV	52% X
Strongly agree (+2)	367	222	145	69	98	77	81	42	50	144	100	357	6	107	215	40	109	66	106	164	184	75	86	89	98	
	18%	19%	17%	20%	18%	18%	18%	16%	22%I	15%	23%I	19%L	5%	18%o	19%O	13%	20%O	23%O	18%o	19%	18%	16%	18%	22%u	18%	
Somewhat agree (+1)	684	438	246	99	176	162	175	72	84	327	154	631	41	210	376	95	176	115	201	313	336	149	150	164	186	
	34%	37%B	29%	28%	33%	38%CG	39%CDG	29%	37%	34%	36%	34%	35%	35%	33%	31%	32%	39%noP	35%	36%	33%	33%	31%	40%TUV	34% x	
Neither agree nor disagree (0)	472	259	213	82	126	91	108	66	44	252	76	426	30	142	253	88	129	55	125	200	242	122	118	79	124	
	23%	22%	26%a	23%	23%	21%	24%	26%	19%	26%HJ	18%	23%	26%	24%	22%	29%NpQR	23%	19%	22%	23%	24%w	27%W	25%w	19%	23%	
Somewhat disagree (-1)	265	161	104	48	67	61	49	40	28	125	63	244	19	76	156	40	75	35	82	114	139	60	66	55	73	
	13%	14%	12%	14%	13%	14%	11%	16%	12%	13%	15%	13%	16%	13%	14%	13%	14%	12%	14%	13%	14%	13%	14%	13%	13%	
Strongly disagree (-2)	128	70	59	22	38	23	22	24	11	64	29	112	15	42	73	30	40	12	33	53	64	38	32	15	33	
	6%	6%	7%	6%	7%	5%	5%	10%EF	5%	7%	7%	6%	12%K	7%	6%	10%nQR	7%q	4%	6%	6%w	6%w	8%W	7%w	4%	6%	
NET: Disagree	393	231	163	70	106	83	71	64	39	190	92	356	33	118	230	70	115	47	115	168	203	98	98	70	106	
	20%	19%	20%	20%	20%	19%	16%	25%dF	17%	20%	21%	19%	28%K	20%	20%	23%Q	21%	16%	20%	19%	20%	22%	20%	17%	19%	
Don't know	100	33	67	31	33	16	10	11	13	40	9	74	7	20	56	10	23	10	33	23	61	12	26	11	34	
	5%	3%	8%A	9%EFG	6%F	4%	2%	4%	6%J	4%j	2%	4%	6%	3%	5%	3%	4%	3%	6%m	3%	6%SUW	3%	6%SUW	3%	6%SUW	
Mean	0.47	0.51b	0.41	0.46g	0.45g	0.51G	0.56G	0.28	0.62I	0.40	0.55I	0.50L	0.04	0.46O	0.47O	0.26	0.45O	0.66MNO	0.48O	0.50u	0.45	0.37	0.43	0.64STU	0.47	
																		PR						VX		
Standard deviation	1.14	1.13	1.16	1.18	1.16	1.12	1.07	1.21	1.12	1.12	1.20	1.14	1.13	1.15	1.16	1.16	1.18	1.10	1.14	1.14	1.15	1.17	1.16	1.08	1.14	
Standard error	0.03	0.03	0.04	0.07	0.05	0.06	0.05	0.08	0.08	0.04	0.06	0.03	0.11	0.05	0.04	0.07	0.05	0.07	0.05	0.04	0.04	0.06	0.05	0.05	0.05	

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 63

Q13. How serious a problem, if at all, do you think obesity is in the UK for population health?**Base: All respondents**

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Serious	1845	887	958	495	624	725	510	513	365	456	159	89	1596	79	211	149	164	135	181	247	256	174
	91%	90%	93%A	87%	92%C	95%CD	93%h	91%	89%	93%H	91%	89%	92%	93%	91%	88%	91%	92%	93%	91%	91%	97%JKLNOPQST
Very serious	(4) 797	376	421	176	242	379	226	210	151	210	62	44	690	31	83	58	69	61	75	106	123	86
	40%	38%	41%	31%	36%c	50%CD	41%	37%	37%	43%gh	35%	44%	40%	36%	36%	34%	38%	41%	39%	39%	44%no	48%JLMNOs
Fairly serious	(3) 1048	510	537	320	382	346	284	303	215	246	97	45	906	48	129	92	95	74	105	141	133	88
	52%	52%	52%	56%E	56%E	45%	52%	54%	52%	50%	55%	45%	52%	57%	56%kt	54%	53%	50%	55%	52%	47%	49%
Not very serious	(2) 104	61	42	49	31	24	23	33	24	24	6	8	90	4	16	10	8	10	6	13	18	5
	5%	6%B	4%	9%DE	5%	3%	4%	6%	6%	5%	3%	8%rU	5%	5%	7%u	6%	4%	7%u	3%	5%	7%u	3%
Not at all serious	(1) 15	12	3	8	5	2	4	5	4	2	1	1	12	-	1	2	3	-	*	4	2	-
	1%	1%B	*	1%E	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	1%	1%	-	*	2%	1%	-
NET: Not serious	119	73	45	57	35	26	26	38	29	26	7	10	102	4	17	12	10	10	7	17	20	5
	6%	7%B	4%	10%DE	5%	3%	5%	7%	7%	5%	4%	10%jRU	6%u	5%	7%U	7%u	6%	7%u	3%	6%u	7%U	3%
Don't know	53	24	29	21	19	13	14	15	16	8	10	2	41	1	3	8	5	2	6	8	7	1
	3%	2%	3%	4%E	3%	2%	3%	3%	4%l	2%	5%LNqtU	2%	2%	1%	2%	5%lnU	3%u	1%	3%u	3%u	2%	*
Mean	3.34	3.30	3.37A	3.20	3.31C	3.47CD	3.37	3.30	3.30	3.38gh	3.33	3.34	3.34	3.31	3.28	3.27	3.32	3.35	3.36	3.32	3.37	3.46JLMNOs
Standard deviation	0.61	0.64	0.58	0.65	0.59	0.58	0.60	0.62	0.63	0.60	0.58	0.69	0.61	0.57	0.61	0.63	0.63	0.61	0.56	0.64	0.63	0.55
Standard error	0.01	0.02	0.02	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.05	0.07	0.01	0.06	0.04	0.05	0.05	0.05	0.04	0.04	0.04	0.04

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 64

Q13. How serious a problem, if at all, do you think obesity is in the UK for population health?

Base: All respondents

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Serious	1845	1116	728	321	492	387	415	230	212	869	400	1845	-	554	1031	272	499	282	532	802	938	419	425	382	513	
		91%	94%B	87%	92%	91%	90%	94%e	92%	91%	93%	100%L	-	93%	91%	89%	90%	96% R	92% N	92% P	91%	92%	89%	93% v	94% V	
Very serious	(4)	797	494	303	163	222	156	158	99	92	354	173	797	-	223	465	109	210	114	255	325	431	173	185	152	245
		40%	42%B	36%	46%EFg	41%f	36%	36%	39%	40%	37%	40%	43%L	-	37%	41%	36%	38%	39%	44% M	37% O	42% sw	38%	39%	37%	45% SUW
Fairly serious	(3)	1048	622	425	158	270	231	258	131	121	515	227	1048	-	331	566	163	289	168	277	476	507	246	240	230	267
		52%	53%	51%	45%	50%	54% C	58% CD	52%	53%	54%	53%	57% L	-	55% NR	50%	54%	52%	57% NR	48% M	55% TX	49%	54%	50%	56% TX	49%
Not very serious	(2)	104	46	58	17	24	33	17	13	13	52	19	-	104	23	68	18	35	4	32	39	56	20	35	19	21
		5%	4%	7%A	5%	4%	8% dF	4%	5%	5%	5%	4%	-	88% K	4% q	6% mQ	6% Q	6% mQ	2%	6% Q	5%	5%	4%	7% SuX	5%	4%
Not at all serious	(1)	15	6	9	1	7	1	4	2	1	10	3	-	15	5	10	5	7	-	3	8	7	5	1	2	
		1%	*	1%	*	1% e	*	1%	1%	1%	1%	1%	-	12% K	1%	1%	2% Qr	1% q	*	1%	1%	1% wx	1%	1%	*	*
NET: Not serious	119	51	67	18	31	33	21	15	14	62	22	-	119	28	77	24	42	4	35	47	64	27	40	20	23	
		6%	4%	8%A	5%	6%	8% f	5%	6%	7%	5%	-	100% K	5% Q	7% Q	8% mQ	8% MQ	2%	6% Q	5%	6%	6%	8% SwX	5%	4%	
Don't know	53	15	37	12	15	10	7	9	3	22	10	-	-	15	23	8	10	7	13	19	25	10	12	10	12	
		3%	1%	5%A	3%	3%	2%	2%	4%	2%	2%	-	-	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	
Mean	3.34	3.37B	3.29	3.43EFg	3.35	3.29	3.30	3.33	3.34	3.30	3.35	3.43L	1.88	3.33	3.34	3.27	3.30	3.38Op	3.38OP	3.32	3.36	3.31	3.30	3.33	3.41SUWV	
Standard deviation	0.61	0.59	0.65	0.60	0.64	0.61	0.59	0.62	0.61	0.62	0.60	0.50	0.33	0.59	0.63	0.66	0.65	0.52	0.62	0.60	0.62	0.63	0.66	0.57	0.59	
Standard error	0.01	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.04	0.02	0.03	0.01	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 65

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table

	<u>True</u>	<u>False</u>
Unweighted base	2016	2016
Weighted base	2016	2016
Alcohol contains a lot of calories, and can contribute to obesity	1909 95%	107 5%
Being overweight/ obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes	1894 94%	122 6%
Diabetes is the UK's leading cause of preventable sight loss	1634 81%	382 19%
If a person stores more fat around their stomach area, this can cause a higher cancer risk	1536 76%	480 24%
Obesity is one of the major preventable causes of cancer in the UK	1519 75%	497 25%
Obesity can lower cancer survival rates	1394 69%	622 31%
Obesity, in isolation, is not a key cause of cancer	1024 51%	992 49%
Genetic factors, beyond our control, are a leading cause of diabetes	750 37%	1266 63%
So long as you use more energy than you consume, it is not important to have a healthy diet	324 16%	1692 84%

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 65
Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.
Base: All respondents
Summary table

	<u>True</u>	<u>False</u>
Weighted base	2016	2016
NET: All correct	358 18%	358 18%



Liver disease public polling 2019 ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 66

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Alcohol contains a lot of calories, and can contribute to obesity	1909 95%	933 95%	976 95%	525 92%	639 94%	744 97%CD	526 96%	536 95%	386 94%	462 94%	165 94%	95 94%	1649 95%	78 92%	221 95%	158 93%	166 93%	139 95%	185 95%	254 93%	272 96%	176 98%jIMOPS
Being overweight/ obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes	1894 94%	919 93%	975 94%	509 89%	642 95%C	743 97%CD	513 93%	529 93%	382 93%	469 96%	166 94%	94 93%	1634 94%p	82 96%	220 95%	157 93%	162 90%	136 92%	189 98%L	256 94%OPQ	266 94%	168 94%
Diabetes is the UK's leading cause of preventable sight loss	1634 81%	798 81%	835 81%	436 76%	561 83%C	637 83%C	439 80%	464 82%	335 82%	396 81%	134 76%	86 85%o	1415 81%o	70 83%	194 84%jO	127 75%	152 85%jO	127 87%JOt	157 81%	219 81%	222 79%	146 81%
If a person stores more fat around their stomach area, this can cause a higher cancer risk	1536 76%	775 79%B	761 74%	413 72%	528 78%C	595 78%C	455 83%GHI	430 76%I	313 76%I	338 69%	132 75%	78 77%	1326 76%	65 76%	184 79%	129 76%	138 77%	116 79%	146 76%	200 73%	213 76%	136 76%
Obesity is one of the major preventable causes of cancer in the UK	1519 75%	773 79%B	746 72%	434 76%	525 77%e	560 73%	445 81%HI	437 77%I	296 72%	340 69%	131 74%	72 72%	1316 76%M	55 65%	177 76% <i>m</i>	124 73%	143 80%M	120 82% <i>k</i> M	150 78%M	198 73%	211 75%	138 77% <i>m</i>
Obesity can lower cancer survival rates	1394 69%	715 73%B	679 66%	392 69%	465 69%	536 70%	388 71% <i>i</i>	401 71% <i>i</i>	285 70%	319 65%	119 68%	66 65%	1208 69%O	52 62%	168 73% <i>m</i> O	104 61%	124 69%	113 77% <i>k</i> IMO	138 71% <i>o</i>	193 71% <i>o</i>	187 66%	128 71% <i>o</i>
Obesity, in isolation, is not a key cause of cancer	1024 51%	463 47%	561 54%A	280 49%	326 48%	418 55% <i>c</i> D	272 49%	288 51%	214 52%	251 51%	86 49%	49 49%	889 51%	43 50%	113 49%	85 50%	92 51%	77 52%	94 49%	150 55%	143 51%	92 51%

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 66

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Genetic factors, beyond our control, are a leading cause of diabetes	750 37%	360 37%	391 38%	252 44%E	269 40%E	229 30%	195 35%	202 36%	165 40%	188 38%	71 41%Qs	43 43%Qs	636 37%q	34 41%q	86 37%	73 43%QSt	84 47%LnQr STU	42 29%	72 37%	87 32%	96 34%	61 34%
So long as you use more energy than you consume, it is not important to have a healthy diet	324 16%	188 19%B	137 13%	124 22%E	124 18%E	76 10%	92 17%	94 17%	75 18%l	63 13%	25 14%	15 15%	284 16%u	23 27%JkLN QRSTU	30 13%	42 25%JkLN QRStU	36 20%nU	21 14%	25 13%	41 15%	47 17%	19 11%
NET: All correct	358 18%	203 21%B	156 15%	78 14%	132 19%C	148 19%C	117 21%gl	95 17%	70 17%	77 16%	27 16%	9 9%	322 19%K	10 11%	47 20%Km	22 13%	27 15%	40 27%JKLM OPRu	34 17%k	54 20%Kmo	56 20%K	33 19%K

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 67

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Alcohol contains a lot of calories, and can contribute to obesity	1909 95%	1125 95%	784 94%	335 96%	502 93%	405 94%	425 96%	242 95%	215 93%	903 95%	412 95%	1775 96%L	97 82%	571 96%	1067 94%	283 93%	528 96%	287 98% mNOR	540 93%	830 96% x	968 94%	430 94%	457 96%	400 97% TuX	511 93%
Being overweight/ obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes	1894 94%	1124 95% B	770 92%	321 92%	504 94%	400 93%	425 96% Ce	244 96% C	212 92%	900 94%	419 97% Hi	1770 96% L	90 76%	573 96% nr	1057 94%	285 94%	517 94%	288 98% mNOR	540 93%	825 95%	963 94%	431 94%	447 93%	394 96%	516 94%
Diabetes is the UK's leading cause of preventable sight loss	1634 81%	994 84% B	639 77%	279 80%	445 83%	347 81%	358 81%	204 80%	185 81%	780 82%	355 82%	1525 83% L	78 66%	480 80%	909 80%	238 78%	452 82%	242 83%	457 79%	694 80%	843 82%	363 80%	397 83%	332 80%	445 81%
If a person stores more fat around their stomach area, this can cause a higher cancer risk	1536 76%	924 78% B	612 73%	263 75%	396 74%	328 76%	355 80% D	194 76%	161 70%	741 78% H	338 78% H	1436 78% L	72 61%	470 79% R	867 77%	241 79% r	442 80% R	229 78%	425 73%	679 78% x	784 76%	364 80% X	379 79% x	315 76%	405 74%
Obesity is one of the major preventable causes of cancer in the UK	1519 75%	916 77% B	603 72%	248 71%	408 76%	322 75%	343 77% c	196 77%	168 73%	724 76%	339 79%	1423 77% L	74 62%	456 76% r	859 76% r	234 77%	444 81% NR	222 76%	415 72%	667 77%	775 76%	365 80% tWX	376 79% wX	302 73%	399 73%
Obesity can lower cancer survival rates	1394 69%	824 70%	570 68%	238 68%	359 67%	295 69%	332 75% CDe	171 67% G	151 66%	680 71%	294 68%	1297 70% L	67 56%	427 72% R	777 69%	226 74% nR	399 72% R	201 69%	379 65%	624 72% tX	696 68%	337 74% TX	347 73% tX	287 70% x	350 64%
Obesity, in isolation, is not a key cause of cancer	1024 51%	588 50%	436 52%	171 49%	283 53%	207 48%	227 51%	137 54%	118 52%	486 51%	210 49%	919 50%	72 61% K	310 52% p	554 49%	143 47%	258 47%	167 57% NOP	296 51%	454 52% uv	496 48%	214 47%	222 47%	240 58% sTUV	274 50% X

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 67

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - True

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Genetic factors, beyond our control, are a leading cause of diabetes	750 37%	422 36%	328 39%	143 41%	193 36%	161 37%	163 37%	92 36%	93 41%j	348 37%	141 33%	659 36%	64 54%k	222 37%	423 37%	106 35%	214 39%	116 39%	209 36%	326 38%	380 37%	160 35%	185 39%	165 40%	195 36%
So long as you use more energy than you consume, it is not important to have a healthy diet	324 16%	192 16%	132 16%	46 13%	102 19%Ce	63 15%	82 18%cg	32 12%	59 26%lJ	145 15%	61 14%	267 14%	41 35%k	95 16%	187 17%r	54 18%r	113 21%mn	41 QR14%	74 13%	138 16%	173 17%x	79 17%x	103 22%STW	59 14%	70 13%
NET: All correct	358 18%	241 20%B	117 14%	57 16%	97 18%	76 18%	79 18%	49 19%	39 17%	174 18%	85 20%	351 19%L	5 4%	106 18%	211 19%	62 20%q	114 21%q	43 15%	97 17%	147 17%	198 19%W	93 20%W	103 22%SW	54 13%	94 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 68

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - False

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
So long as you use more energy than you consume, it is not important to have a healthy diet	1692	796	896	448	555	688	458	473	334	427	150	86	1456	61	202	128	144	126	168	231	236	160
	84%	81%	87%A	78%	82%	90%CD	83%	83%	82%	87%H	86%MO	85%mo	84%MO	73%	87%MOp	75%	80%	86%MO	87%MO	85%MO	83%Mo	89%IMOP
Genetic factors, beyond our control, are a leading cause of diabetes	1266	624	642	320	410	535	355	364	245	302	104	57	1104	50	146	97	96	105	122	185	186	118
	63%	63%	62%	56%	60%	70%CD	65%	64%	60%	62%	59%	57%	63%P	59%	63%p	57%	53%	71%JKlm	63%p	68%jkOP	66%oP	66%P
Obesity, in isolation, is not a key cause of cancer	992	521	471	292	353	346	278	279	195	240	90	51	851	42	118	85	87	70	99	122	139	88
	49%	53%B	46%	51%e	52%E	45%	51%	49%	48%	49%	51%	51%	49%	50%	51%	50%	49%	48%	51%	45%	49%	49%
Obesity can lower cancer survival rates	622	269	353	180	214	228	162	165	124	171	56	35	531	32	63	65	55	34	56	79	95	51
	31%	27%	34%A	31%	31%	30%	29%	29%	30%	35%fg	32%	35%q	31%q	38%nQ	27%	39%LNQR	31%	23%	29%	29%	34%Q	29%
Obesity is one of the major preventable causes of cancer in the UK	497	211	286	138	154	205	105	130	113	150	45	29	424	29	54	46	37	27	44	74	71	42
	25%	21%	28%A	24%	23%	27%d	19%	23%	28%F	31%FG	26%	28%q	24%	35%LnPQ	24%	27%q	20%	18%	22%	27%q	25%	23%
If a person stores more fat around their stomach area, this can cause a higher cancer risk	480	209	271	159	151	169	95	136	97	152	43	23	414	20	48	41	42	31	47	73	69	44
	24%	21%	26%A	28%DE	22%	22%	17%	24%F	24%F	31%FGH	25%	23%	24%	24%	21%	24%	23%	21%	24%	27%	24%	24%
Diabetes is the UK's leading cause of preventable sight loss	382	185	197	137	118	127	112	103	74	94	42	15	325	15	38	43	27	20	37	53	60	34
	19%	19%	19%	24%DE	17%	17%	20%	18%	18%	19%	24%npQ	15%	19%	17%	16%	25%kNP	15%	13%	19%	19%	21%q	19%

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 68

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - False

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Being overweight/ obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes	122 6%	64 7%	58 6%	64 11%DE	37 5%E	22 3%	37 7%	37 7%	27 7%	21 4%	10 6%	7 7%	106 6%R	3 4%	12 5%	12 7%R	18 10%lR	12 8%R	5 2%	17 6%r	16 6%r	11 6%r
Alcohol contains a lot of calories, and can contribute to obesity	107 5%	51 5%	56 5%	47 8%E	40 6%E	20 3%	24 4%	31 5%	24 6%	28 6%	10 6%u	6 6%	91 5%u	7 8%U	11 5%	11 7%U	13 7%U	8 5%	9 5%	18 7%U	10 4%	4 2%
NET: All correct	358 18%	203 21%B	156 15%	78 14%	132 19%C	148 19%C	117 21%gl	95 17%	70 17%	77 16%	27 16%	9 9%	322 19%K	10 11%	47 20%Km	22 13%	27 15%	40 27%JKLM	34 17%k	54 20%Kmo	56 20%K	33 19%K

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 69

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - False

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
So long as you use more energy than you consume, it is not important to have a healthy diet	1692 84%	991 84%	701 84%	304 87%Df	436 81%	367 85%d	362 82%	222 88%Df	170 74%	809 85%H	371 86%H	1577 86%L	78 65%	503 84%p	943 83%p	250 82%	438 79%	252 86%P	505 87%noP	730 84%V	853 83%V	377 83%	375 78%	353 86%V	478 87%tuV
Genetic factors, beyond our control, are a leading cause of diabetes	1266 63%	761 64%	505 61%	207 59%	346 64%	269 63%	281 63%	163 64%	136 59%	605 63%	291 67%h	1186 64%L	55 46%	375 63%	707 63%	198 65%	338 61%	177 61%	370 64%	542 62%	647 63%	296 65%	294 61%	247 60%	353 64%
Obesity, in isolation, is not a key cause of cancer	992 49%	595 50%	397 48%	179 51%	255 47%	224 52%	217 49%	117 46%	111 48%	467 49%	222 51%	925 50%L	47 39%	287 48%	577 51%Q	161 53%Q	294 53%mq	126 43%	283 49%	414 48%w	530 52%W	242 53%sw	256 53%sw	172 42%	274 50%W
Obesity can lower cancer survival rates	622 31%	359 30%	263 32%	112 32%F	180 33%F	135 31%f	112 25%	83 33%F	78 34%	273 29%	138 32%	547 30%	52 44%K	170 28%	353 31%o	78 26%	153 28%	92 31%	200 35%MOP	245 28%	330 32%SUv	119 26%	131 27%	126 30%	198 36%SUvw
Obesity is one of the major preventable causes of cancer in the UK	497 25%	267 23%	230 28%A	102 29%f	130 24%	108 25%	100 23%	58 23%	61 27%	229 24%	93 21%	421 23%	45 38%K	141 24%	272 24%P	71 23%	107 19%	71 24%	164 28%mnP	201 23%	251 24%u	91 20%	102 21%	110 27%Uv	149 27%UV
If a person stores more fat around their stomach area, this can cause a higher cancer risk	480 24%	259 22%	221 27%A	87 25%	142 26%F	102 24%	89 20%	60 24%	69 30%J	213 22%	94 22%	408 22%	46 39%K	127 21%	264 23%	63 21%	110 20%	64 22%	154 27%MoP	189 22%	242 24%	92 20%	99 21%	97 24%	143 26%SUv
Diabetes is the UK's leading cause of preventable sight loss	382 19%	189 16%	194 23%A	70 20%	93 17%	83 19%	86 19%	50 20%	44 19%	173 18%	78 18%	320 17%	40 34%K	117 20%	221 20%	66 22%	100 18%	51 17%	122 21%	174 20%	184 18%	93 20%	81 17%	81 20%	103 19%

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 69

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Summary table - False

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Being overweight/ obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes	122	59	63	29	34	30	18	10	18	54	13	75	28	25	73	19	34	5	39	43	63	25	31	18	32
	6%	5%	8%A	8%FG	6%	7%f	4%	4%	8%J	6%j	3%	4%	24%K	4%q	6%Q	6%Q	6%Q	2%	7%Q	5%	6%	6%	7%	4%	6%
Alcohol contains a lot of calories, and can contribute to obesity	107	58	49	15	36	25	19	12	15	50	20	70	22	27	63	21	24	6	39	38	58	26	21	12	37
	5%	5%	6%	4%	7%	6%	4%	5%	7%	5%	5%	4%	18%K	4%q	6%Q	7%Q	4%	2%	7%Q	4%	6%W	6%w	4%	3%	7%SW
NET: All correct	358	241	117	57	97	76	79	49	39	174	85	351	5	106	211	62	114	43	97	147	198	93	103	54	94
	18%	20%B	14%	16%	18%	18%	18%	19%	17%	18%	20%	19%L	4%	18%	19%	20%q	21%q	15%	17%	17%	19%W	20%W	22%SWx	13%	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/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 70

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

So long as you use more energy than you consume, it is not important to have a healthy diet

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	324 16%	188 19%B	137 13%	124 22%E	124 18%E	76 10%	92 17%	94 17%	75 18%l	63 13%	25 14%	15 15%	284 16%u	23 27%JKLN QRSTU	30 13%	42 25%JKLN QRSTU	36 20%nU	21 14%	25 13%	41 15%	47 17%	19 11%
False	1692 84%	796 81%	896 87%A	448 78%	555 82%	688 90%CD	458 83%	473 83%	334 82%	427 87%H	150 86%MO	86 85%mo	1456 84%MO	61 73%	202 87%MOp	128 75%	144 80%	126 86%MO	168 87%MO	231 85%MO	236 83%Mo	160 89%IMOP

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 71

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

So long as you use more energy than you consume, it is not important to have a healthy diet

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	324	192	132	46	102	63	82	32	59	145	61	267	41	95	187	54	113	41	74	138	173	79	103	59	70
	16%	16%	16%	13%	19%CeG	15%	18%cg	12%	26%IJ	15%	14%	14%	35%K	16%	17%r	18%r	21%mnQR	14%	13%	16%	17%x	17%x	22%STWX	14%	13%
False	1692	991	701	304	436	367	362	222	170	809	371	1577	78	503	943	250	438	252	505	730	853	377	375	353	478
	84%	84%	84%	87%Df	81%	85%d	82%	88%Df	74%	85%H	86%H	86%L	65%	84%p	83%p	82%	79%	86%P	87%noP	84%V	83%V	83%	78%	86%V	87%tuV

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 72

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity can lower cancer survival rates

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1394 69%	715 73%B	679 66%	392 69%	465 69%	536 70%	388 71%i	401 71%i	285 70%	319 65%	119 68%	66 65%	1208 69%O	52 62%	168 73%mo	104 61%	124 69%	113 77%klMO	138 71%o	193 71%o	187 66%	128 71%o
False	622 31%	269 27%	353 34%A	180 31%	214 31%	228 30%	162 29%	165 29%	124 30%	171 35%fg	56 32%	35 35%q	531 31%q	32 38%nQ	63 27%	65 39%LNQR	55 31%	34 23%	56 29%	79 29%	95 34%Q	51 29%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 73

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity can lower cancer survival rates

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1394	824	570	238	359	295	332	171	151	680	294	1297	67	427	777	226	399	201	379	624	696	337	347	287	350
	69%	70%	68%	68%	67%	69%	75% CDeG67%	66%	66%	71%	68%	70% L	56%	72% R	69%	74% nR	72% R	69%	65%	72% tX	68%	74% TX	73% tX	70% x	64%
False	622	359	263	112	180	135	112	83	78	273	138	547	52	170	353	78	153	92	200	245	330	119	131	126	198
	31%	30%	32%	32% F	33% F	31% f	25%	33% F	34%	29%	32%	30%	44% K	28%	31% o	26%	28%	31%	35% MOP	28%	32% sUv	26%	27%	30%	36% SUVw

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 74

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Diabetes is the UK's leading cause of preventable sight loss

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1634	798	835	436	561	637	439	464	335	396	134	86	1415	70	194	127	152	127	157	219	222	146
	81%	81%	81%	76%	83% ^C	83% ^C	80%	82%	82%	81%	76%	85% ^o	81% ^o	83%	84% ^j ^O	75%	85% ^j ^O	87% ^J ^O	81%	81%	79%	81%
False	382	185	197	137	118	127	112	103	74	94	42	15	325	15	38	43	27	20	37	53	60	34
	19%	19%	19%	24% ^{DE}	17%	17%	20%	18%	18%	19%	24% ^{np} ^Q	15%	19%	17%	16%	25% ^k ^{INP}	15%	13%	19%	19%	21% ^q	19%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 75

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Diabetes is the UK's leading cause of preventable sight loss

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1634	994	639	279	445	347	358	204	185	780	355	1525	78	480	909	238	452	242	457	694	843	363	397	332	445
	81%	84%B	77%	80%	83%	81%	81%	80%	81%	82%	82%	83%L	66%	80%	80%	78%	82%	83%	79%	80%	82%	80%	83%	80%	81%
False	382	189	194	70	93	83	86	50	44	173	78	320	40	117	221	66	100	51	122	174	184	93	81	81	103
	19%	16%	23%A	20%	17%	19%	19%	20%	19%	18%	18%	17%	34%K	20%	20%	22%	18%	17%	21%	20%	18%	20%	17%	20%	19%

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 76

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

If a person stores more fat around their stomach area, this can cause a higher cancer risk

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1536	775	761	413	528	595	455	430	313	338	132	78	1326	65	184	129	138	116	146	200	213	136
	76%	79%B	74%	72%	78%C	78%C	83%GHI	76%I	76%I	69%	75%	77%	76%	76%	79%	76%	77%	79%	76%	73%	76%	76%
False	480	209	271	159	151	169	95	136	97	152	43	23	414	20	48	41	42	31	47	73	69	44
	24%	21%	26%A	28%DE	22%	22%	17%	24%F	24%F	31%FGH	25%	23%	24%	24%	21%	24%	23%	21%	24%	27%	24%	24%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 77

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

If a person stores more fat around their stomach area, this can cause a higher cancer risk

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1536	924	612	263	396	328	355	194	161	741	338	1436	72	470	867	241	442	229	425	679	784	364	379	315	405
	76%	78%B	73%	75%	74%	76%	80%D	76%	70%	78%H	78%H	78%L	61%	79%R	77%	79%r	80%R	78%	73%	78%x	76%	80%X	79%x	76%	74%
False	480	259	221	87	142	102	89	60	69	213	94	408	46	127	264	63	110	64	154	189	242	92	99	97	143
	24%	22%	27%A	25%	26%F	24%	20%	24%	30%J	22%	22%	22%	39%K	21%	23%	21%	20%	22%	27%MoP	22%	24%	20%	21%	24%	26%Uv

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 78

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity, in isolation, is not a key cause of cancer

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1024	463	561	280	326	418	272	288	214	251	86	49	889	43	113	85	92	77	94	150	143	92
	51%	47%	54%A	49%	48%	55%cD	49%	51%	52%	51%	49%	49%	51%	50%	49%	50%	51%	52%	49%	55%	51%	51%
False	992	521	471	292	353	346	278	279	195	240	90	51	851	42	118	85	87	70	99	122	139	88
	49%	53%B	46%	51%e	52%E	45%	51%	49%	48%	49%	51%	51%	49%	50%	51%	50%	49%	48%	51%	45%	49%	49%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 79

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity, in isolation, is not a key cause of cancer

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1024	588	436	171	283	207	227	137	118	486	210	919	72	310	554	143	258	167	296	454	496	214	222	240	274
		51%	50%	52%	49%	53%	48%	51%	52%	51%	49%	50%	61%K	52%p	49%	47%	47%	57%NOP	51%	52%uv	48%	47%	47%	58%STUV	50% X
False	992	595	397	179	255	224	217	117	111	467	222	925	47	287	577	161	294	126	283	414	530	242	256	172	274
		49%	50%	48%	51%	47%	52%	49%	48%	49%	51%	50%L	39%	48%	51%Q	53%Q	53%MQ	43%	49%	48%w	52%W	53%SW	53%SW	42%	50%W

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 80

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Alcohol contains a lot of calories, and can contribute to obesity

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1909 95%	933 95%	976 95%	525 92%	639 94%	744 97%CD	526 96%	536 95%	386 94%	462 94%	165 94%	95 94%	1649 95%	78 92%	221 95%	158 93%	166 93%	139 95%	185 95%	254 93%	272 96%	176 98%ijMOPS
False	107 5%	51 5%	56 5%	47 8%E	40 6%E	20 3%	24 4%	31 5%	24 6%	28 6%	10 6%u	6 6%	91 5%u	7 8%U	11 5%	11 7%U	13 7%U	8 5%	9 5%	18 7%U	10 4%	4 2%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 81

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Alcohol contains a lot of calories, and can contribute to obesity

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1909	1125	784	335	502	405	425	242	215	903	412	1775	97	571	1067	283	528	287	540	830	968	430	457	400	511
	95%	95%	94%	96%	93%	94%	96%	95%	93%	95%	95%	96%	82%	96%	94%	93%	96%	98%	93%	96%	94%	94%	96%	97%	93%
False	107	58	49	15	36	25	19	12	15	50	20	70	22	27	63	21	24	6	39	38	58	26	21	12	37
	5%	5%	6%	4%	7%	6%	4%	5%	7%	5%	5%	4%	18%K	4%q	6%Q	7%Q	4%	2%	7%Q	4%	6%W	6%w	4%	3%	7% ^s W

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 82

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity is one of the major preventable causes of cancer in the UK

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1519	773	746	434	525	560	445	437	296	340	131	72	1316	55	177	124	143	120	150	198	211	138
	75%	79%B	72%	76%	77%e	73%	81%HI	77%I	72%	69%	74%	72%	76%M	65%	76%m	73%	80%M	82%kMos	78%M	73%	75%	77%m
False	497	211	286	138	154	205	105	130	113	150	45	29	424	29	54	46	37	27	44	74	71	42
	25%	21%	28%A	24%	23%	27%d	19%	23%	28%F	31%FG	26%	28%q	24%	35%LnPQ	24%	27%q	20%	18%	22%	27%q	25%	23%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 83

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Obesity is one of the major preventable causes of cancer in the UK

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1519	916	603	248	408	322	343	196	168	724	339	1423	74	456	859	234	444	222	415	667	775	365	376	302	399
	75%	77%B	72%	71%	76%	75%	77% ^c	77%	73%	76%	79%	77% ^L	62%	76% ^r	76% ^r	77%	81% ^{NR}	76%	72%	77%	76%	80% ^{tWX}	79% ^{wX}	73%	73%
False	497	267	230	102	130	108	100	58	61	229	93	421	45	141	272	71	107	71	164	201	251	91	102	110	149
	25%	23%	28%A	29% ^f	24%	25%	23%	23%	27%	24%	21%	23%	38% ^K	24%	24% ^P	23%	19%	24%	28% ^{mnP}	23%	24% ^u	20%	21%	27% ^{Uv}	27% ^{UV}

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 84

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Genetic factors, beyond our control, are a leading cause of diabetes

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	750 37%	360 37%	391 38%	252 44%E	269 40%E	229 30%	195 35%	202 36%	165 40%	188 38%	71 41%Qs	43 43%Qs	636 37%q	34 41%q	86 37%	73 43%QSt	84 47%LnQr	42 29%	72 37%	87 32%	96 34%	61 34%
False	1266 63%	624 63%	642 62%	320 56%	410 60%	535 70%CD	355 65%	364 64%	245 60%	302 62%	104 59%	57 57%	1104 63%P	50 59%	146 63%p	97 57%	96 53%	105 71%JKlm	122 63%p	185 68%jkOP	186 66%oP	118 66%P

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 85

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Genetic factors, beyond our control, are a leading cause of diabetes

	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	750 37%	422 36%	328 39%	143 41%	193 36%	161 37%	163 37%	92 36%	93 41% _j	348 37%	141 33%	659 36%	64 54% _K	222 37%	423 37%	106 35%	214 39%	116 39%	209 36%	326 38%	380 37%	160 35%	185 39%	165 40%	195 36%
False	1266 63%	761 64%	505 61%	207 59%	346 64%	269 63%	281 63%	163 64%	136 59%	605 63%	291 67% _h	1186 64% _L	55 46%	375 63%	707 63%	198 65%	338 61%	177 61%	370 64%	542 62%	647 63%	296 65%	294 61%	247 60%	353 64%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 86

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Being overweight / obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes

	Gender		Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
True	1894 94%	919 93%	975 94%	509 89%	642 95% C	743 97% CD	513 93%	529 93%	382 93%	469 96%	166 94%	94 93%	1634 94% p	82 96%	220 95%	157 93%	162 90%	136 92%	189 98% LOPQ stu	256 94%	266 94%	168 94%
False	122 6%	64 7%	58 6%	64 11% DE	37 5% E	22 3%	37 7%	37 7%	27 7%	21 4%	10 6%	7 7%	106 6% R	3 4%	12 5%	12 7% R	18 10% lR	12 8% R	5 2%	17 6% r	16 6% r	11 6% r

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 87

Q14. Below are some true or false statements. To the best of your knowledge, please select which, if any, of the following statements are true, and which are false.

Base: All respondents

Being overweight / obese is the main modifiable risk factor (i.e. a person can take measures to change it) for type 2 diabetes

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
True	1894	1124	770	321	504	400	425	244	212	900	419	1770	90	573	1057	285	517	288	540	825	963	431	447	394	516
		94%	95%B	92%	94%	93%	96%Ce	96%C	92%	94%	97%Hi	96%L	76%	96%nr	94%	94%	94%	98% R	98% mNOP	95%	94%	94%	93%	96%	94%
False	122	59	63	29	34	30	18	10	18	54	13	75	28	25	73	19	34	5	39	43	63	25	31	18	32
		6%	5%	8%A	8%FG	6%	7%f	4%	4%	8%J	6%j	3%	4%	4%q	6% mQ	6%Q	6%Q	2%	7% mQ	5%	6%	6%	7%	4%	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/q/r - s/t/u/v/w/x

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 88

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

Summary table

	Too little	About the right amount	Too much	Don't know
Unweighted base	2016	2016	2016	2016
Weighted base	2016	2016	2016	2016
Individual citizens	1364 68%	337 17%	28 1%	287 14%
The food and drinks industry	1230 61%	494 25%	74 4%	218 11%
Regulators of fast food advertisements	1220 61%	462 23%	81 4%	253 13%
Soft and sugary drinks manufacturers	1197 59%	497 25%	112 6%	210 10%
The Government	947 47%	648 32%	108 5%	313 16%
Primary and secondary schools	676 34%	864 43%	87 4%	389 19%

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 89

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

The Government

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	947 47%	489 50%B	457 44%	248 43%	316 47%	382 50%C	261 47%	242 43%	206 50%G	237 48%g	76 43%	42 42%	829 48%	43 51%	105 45%	72 42%	86 48%	75 51%	91 47%	142 52%jkot	126 45%	89 50%
About the right amount	648 32%	311 32%	337 33%	173 30%	216 32%	259 34%	187 34%	192 34%	122 30%	147 30%	60 34%	35 35%	552 32%	25 29%	86 37%pQS	58 34%	50 28%	38 26%	64 33%	72 27%	99 35%qS	60 33%
Too much	108 5%	67 7%B	42 4%	43 8%E	40 6%E	25 3%	26 5%	39 7%	19 5%	24 5%	6 4%	6 6%	96 6%	8 10%jSU	11 5%	12 7%u	12 7%u	12 8%jSU	9 5%	10 4%	17 6%u	5 3%
Don't know	313 16%	117 12%	196 19%A	108 19%E	107 16%	99 13%	76 14%	93 16%	63 15%	81 17%	33 19%	18 17%	263 15%	9 10%	30 13%	28 17%	31 17%	22 15%	29 15%	48 18%	40 14%	26 14%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 90
Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?
Base: All respondents
The Government

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Too little	947 47%	578 49% ^b	369 44%	163 47%	265 49% ^f	210 49%	192 43%	117 46%	105 46%	441 46%	216 50%	913 49% ^L	27 23%	262 44%	549 49% ^m	132 43%	284 51% ^{MO}	130 44% ^q	265 46%	409 47%	492 48%	218 48%	251 52% ^{sw}	191 46%	241 44%
About the right amount	648 32%	403 34% ^B	245 29%	103 29%	162 30%	137 32%	165 37% ^{CD}	81 32%	75 33%	326 34%	134 31%	597 32%	48 40% ^k	213 36%	359 32%	111 37%	173 31%	102 35%	186 32%	286 33%	332 32%	156 34%	145 30%	130 32%	186 34%
Too much	108 5%	68 6%	40 5%	14 4%	25 5%	26 6%	23 5%	20 8% ^{Cd}	19 8% ^l	43 4%	31 7% ^l	83 5%	24 20% ^K	35 6% ^q	60 5%	26 9% ^{NQR}	34 6% ^Q	8 3%	26 4%	52 6%	50 5%	36 8% ^{TWX}	26 5%	16 4%	24 4%
Don't know	313 16%	134 11%	179 22% ^A	71 20% ^{EF}	87 16%	57 13%	63 14%	36 14%	30 13%	143 15%	51 12%	252 14%	20 17%	88 15% ^p	162 14% ^p	35 11%	60 11%	53 18% ^{OP}	102 18% ^{OP}	121 14% ^u	153 15% ^U	45 10%	56 12%	75 18% ^{sUV}	97 18% ^{sUV}

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 91

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

**Base: All respondents
Individual citizens**

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	1364	685	679	323	433	607	378	381	275	329	127	62	1175	55	162	111	111	96	121	198	192	130
	68%	70% ^b	66%	56%	64% ^C	79% ^{CD}	69%	67%	67%	67%	72% ^{kpr}	61%	68%	65%	70%	66%	62%	65%	63%	73% ^{kPR}	68%	72% ^{kpr}
About the right amount	337	168	169	129	123	85	101	90	70	75	21	18	298	15	38	34	37	29	37	33	53	22
	17%	17%	16%	23% ^{dE}	18% ^E	11%	18%	16%	17%	15%	12%	18%	17% ^s	18%	16%	20% ^{jSu}	20% ^{jSu}	20% ^{jsu}	19% ^{jSu}	12%	19% ^{jSu}	12%
Too much	28	18	11	12	13	3	5	6	9	8	1	4	23	4	1	2	4	3	3	2	4	1
	1%	2%	1%	2% ^E	2% ^E	*	1%	1%	2% ^f	2%	1%	4% ^{lNsU}	1%	4% ^{jLNSU}	*	1%	2%	2%	1%	1%	2%	*
Don't know	287	114	173	108	110	69	66	89	54	78	27	17	244	11	32	22	28	20	32	39	33	27
	14%	12%	17% ^A	19% ^E	16% ^E	9%	12%	16%	13%	16% ^f	15%	17%	14%	13%	14%	13%	16%	13%	17%	14%	12%	15%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 92

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

Individual citizens

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Too little	1364	833	531	222	356	306	297	183	134	670	312	1307	49	417	760	214	376	203	384	592	700	315	336	277	364
	68%	70%B	64%	63%	66%	71%C	67%	72%C	58%	70%H	72%H	71%L	41%	70%	67%	70%	68%	69%	66%	68%	68%	69%	70%	67%	67%
About the right amount	337	199	138	59	93	60	92	32	53	154	66	288	45	97	200	52	102	45	98	154	168	86	78	68	90
	17%	17%	17%	17%	17%	14%	21%EG	13%	23%IJ	16%	15%	16%	38%K	16%	18%	17%	19%	15%	17%	18%	16%	19%	16%	17%	16%
Too much	28	16	12	2	7	10	5	4	4	13	10	25	3	9	10	6	9	3	1	12	15	9	8	3	7
	1%	1%	1%	1%	1%	2%c	1%	2%	2%	1%	2%	1%	2%	1%R	1%	2%R	2%R	1%	*	1%	1%	2%	2%	1%	1%
Don't know	287	135	153	67	82	54	50	34	40	117	45	224	22	74	160	33	65	42	96	110	143	46	56	64	87
	14%	11%	18%A	19%EFg	15%f	13%	11%	13%	17%IJ	12%	10%	12%	18%k	12%	14%	11%	12%	14%	17%mOP	13%	14%u	10%	12%	16%U	16%Uv

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 93

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

The food and drinks industry

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	1230 61%	593 60%	636 62%	288 50%	396 58% ^C	546 71% ^{CD}	363 66% ^{GH}	335 59%	234 57%	298 61%	102 58%	57 56%	1072 62%	53 63%	134 58%	99 58%	103 57%	83 57%	108 56%	183 67% ^{jkln}	176 62%	131 73% ^{JKLNOPQR}
About the right amount	494 25%	267 27% ^B	228 22%	172 30% ^{dE}	170 25% ^E	152 20%	117 21%	147 26% ^f	113 28% ^F	116 24%	46 26% ^u	28 28% ^u	420 24% ^u	19 22%	68 29% ^{SU}	41 24%	46 25% ^u	39 27% ^u	51 26% ^U	55 20%	70 25% ^u	31 17%
Too much	74 4%	28 3%	46 4% ^a	29 5% ^E	33 5% ^E	13 2%	21 4%	15 3%	16 4%	23 5% ^g	3 2%	6 6% ^{jsu}	64 4% ^u	8 9% ^{JLNst}	6 3%	7 4% ^u	8 4% ^u	10 7% ^{JlnSU}	8 4% ^u	5 2%	11 4% ^u	2 1%
Don't know	218 11%	96 10%	122 12%	84 15% ^E	80 12% ^E	54 7%	49 9%	69 12%	46 11%	53 11%	24 14% ^m	10 10%	184 11%	5 6%	24 11%	22 13%	23 13%	14 10%	26 14% ^m	30 11%	25 9%	15 9%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 94
Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?
Base: All respondents
The food and drinks industry

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Too little	1230	749	480	210	337	270	261	153	136	584	274	1187	34	349	700	172	339	177	362	532	630	273	292	259	337
	61%	63%B	58%	60%	63%	63%	59%	60%	59%	61%	63%	64%L	29%	58%	62%	57%	61%	60%	62%	61%	61%	60%	61%	63%	62%
About the right amount	494	295	199	82	120	109	125	59	66	235	102	436	55	163	276	95	147	69	129	214	257	128	133	87	124
	25%	25%	24%	23%	22%	25%	28% ^d	23%	29%	25%	24%	24%	46%K	27% ^r	24%	31% ^{NqR}	27%	23%	22%	25%	25%	28% ^{Wx}	28% ^{Wx}	21%	23%
Too much	74	38	36	10	23	15	19	7	10	37	16	57	14	21	39	9	17	12	22	33	36	14	12	19	24
	4%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%	3%	12%K	3%	3%	3%	3%	4%	4%	4%	4%	3%	2%	4%	4%
Don't know	218	101	117	48	58	37	39	35	18	96	40	164	15	64	115	28	49	35	66	89	104	41	42	48	62
	11%	9%	14%A	14% ^{EF}	11%	9%	9%	14% ^{EF}	8%	10%	9%	9%	13%	11%	10%	9%	9%	12%	11%	10%	10%	9%	9%	12%	11%

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 95

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

Soft and sugary drinks manufacturers

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	1197	586	611	268	365	565	344	319	238	296	94	59	1045	50	129	93	98	88	110	181	172	123
	59%	60%	59%	47%	54% ^C	74% ^{CD}	63% ^g	56%	58%	60%	54%	58%	60%	60%	56%	55%	55%	60%	57%	66% ^{JINO}	61%	69% ^{JLNOPR}
About the right amount	497	257	239	172	199	126	126	151	112	107	51	25	420	19	70	44	49	31	53	52	71	32
	25%	26%	23%	30% ^E	29% ^E	16%	23%	27% ⁱ	27% ⁱ	22%	29% ^{SU}	25%	24% ^{su}	22%	30% ^{lqSU}	26% ^u	27% ^{su}	21%	27% ^{SU}	19%	25% ^u	18%
Too much	112	56	56	49	41	23	27	33	23	29	8	6	98	10	11	12	8	12	9	15	14	7
	6%	6%	5%	9% ^E	6% ^E	3%	5%	6%	6%	6%	5%	6%	6%	12% ^{jlNPr}	5%	7%	4%	8%	5%	5%	5%	4%
Don't know	210	85	126	84	75	51	54	63	36	57	23	11	177	6	22	20	25	16	22	25	25	18
	10%	9%	12% ^A	15% ^{dE}	11% ^E	7%	10%	11%	9%	12%	13%	11%	10%	7%	9%	12%	14%	11%	11%	9%	9%	10%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 96
Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?
Base: All respondents
Soft and sugary drinks manufacturers

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
Too little	1197	729	468	202	324	256	259	157	117	576	275	1156	32	356	668	179	324	178	343	527	605	279	281	248	325	
		59%	62%B	56%	58%	60%	59%	58%	62%	51%	60%H	64%H	63%L	27%	60%	59%	59%	61%	59%	61%	59%	61%	59%	60%	59%	
About the right amount	497	295	201	90	123	111	120	53	68	231	99	444	49	146	296	82	153	64	143	207	265	119	132	89	133	
		25%	25%	24%	26%	23%	26%	27%g	21%	30%j	24%	23%	24%	41%K	25%	26%	27%	28%q	22%	25%	24%	26%	26%	28%W	22%	24%
Too much	112	61	51	14	31	27	24	16	22	47	26	90	18	34	60	20	28	15	31	51	55	25	25	25	30	
		6%	5%	6%	4%	6%	5%	6%	10%l	5%	6%	5%	15%K	6%	5%	7%	5%	5%	5%	6%	5%	6%	5%	6%	5%	
Don't know	210	97	113	43	61	36	41	29	22	99	33	155	19	60	107	23	45	37	62	83	101	33	40	50	61	
		10%	8%	14%A	12%e	11%	8%	9%	10%	10%	8%	8%	16%K	10%	9%	8%	8%	13%op	11%	10%	10%	7%	8%	12%Uv	11%u	

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 97

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

Primary and secondary schools

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	676 34%	344 35%	332 32%	163 28%	219 32%	294 38%CD	202 37%G	164 29%	142 35%g	168 34%g	54 31%	31 31%	590 34%	33 39%	75 32%	47 28%	69 39%oqt	41 28%	70 36%	106 39%OQT	82 29%	68 38%oqt
About the right amount	864 43%	422 43%	442 43%	268 47%E	304 45%E	291 38%	244 44%i	256 45%l	173 42%	190 39%	81 46%rs	40 40%	743 43%rs	36 42%	106 46%rS	79 46%rS	71 40%	70 48%RS	70 36%	98 36%	138 49%lPRS	75 42%
Too much	87 4%	37 4%	50 5%	37 6%dE	26 4%	24 3%	20 4%	19 3%	16 4%	31 6%fG	5 3%	8 8%jlnos	73 4%	4 5%	7 3%	5 3%	7 4%	10 7%	7 4%	9 3%	15 5%	8 5%
Don't know	389 19%	181 18%	208 20%	105 18%	129 19%	155 20%	84 15%	127 22%F	77 19%	101 21%F	35 20%	21 20%	334 19%	12 14%	43 19%	38 23%	31 17%	25 17%	47 24%lmtu	59 22%	48 17%	29 16%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 98
Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?
Base: All respondents
Primary and secondary schools

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Too little	676	408	268	109	181	153	134	99	78	325	143	659	12	209	361	111	176	98	186	296	337	158	166	138	171
	34%	34%	32%	31%	34%	36%	30%	39%	34%	34%	33%	36%	10%	35%	32%	37%	32%	33%	32%	34%	33%	35%	35%	34%	31%
About the right amount	864	538	326	148	228	193	202	93	99	414	192	796	62	240	513	126	253	113	260	371	452	202	209	169	243
	43%	45%B	39%	42%	42%	45%G	46%G	36%	43%	43%	44%	43%	53%k	40%	45%mq	42%	46%mq	39%	45%	43%	44%	44%	44%	41%	44%
Too much	87	48	39	20	27	13	20	7	8	42	15	72	14	25	49	11	21	14	28	33	49	15	19	18	30
	4%	4%	5%	6%eg	5%	3%	4%	3%	4%	4%	3%	4%	12%K	4%	4%	4%	4%	5%	5%	4%	5%	3%	4%	4%	6%
Don't know	389	190	200	73	102	71	88	56	45	172	82	318	30	124	207	55	102	69	105	168	188	81	85	86	103
	19%	16%	24%A	21%	19%	17%	20%	22%e	19%	18%	19%	17%	25%K	21%	18%	18%	18%	23%nr	18%	19%	18%	18%	21%	19%	

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 99

Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?

Base: All respondents

Regulators of fast food advertisements

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Too little	1220 61%	586 60%	633 61%	286 50%	374 55% ^c	560 73% ^{CD}	336 61%	341 60%	251 61%	292 60%	108 62%	59 59%	1053 61% ^r	50 59%	131 57%	101 60%	102 57%	92 62%	103 53%	181 67% ^{lNpR}	170 60%	122 68% ^{INPRt}
About the right amount	462 23%	253 26% ^B	209 20%	167 29% ^{dE}	167 25% ^E	128 17%	125 23%	136 24%	90 22%	111 23%	39 22%	24 24%	399 23% ^S	23 27% ^s	66 28% ^{lSU}	39 23%	42 23%	33 23%	50 26% ^{Su}	46 17%	69 25% ^{Su}	32 18%
Too much	81 4%	41 4%	40 4%	30 5% ^E	35 5% ^E	17 2%	25 5%	15 3%	18 4%	23 5%	5 3%	6 6%	71 4%	4 4%	7 3%	8 5%	10 5%	7 5%	9 5%	11 4%	9 3%	6 3%
Don't know	253 13%	104 11%	150 15% ^A	90 16% ^E	103 15% ^E	60 8%	64 12%	74 13%	51 12%	65 13%	24 13%	12 12%	218 13%	9 10%	28 12%	21 13%	26 15%	15 10%	31 16%	34 13%	34 12%	19 11%

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 100
Q15. Would you say the following are doing too much, too little or the right amount to combat obesity in the UK?
Base: All respondents
Regulators of fast food advertisements

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Too little	1220	736	484	217	331	270	254	148	123	572	280	1180	32	342	692	173	326	169	367	519	630	271	288	248	341
	61%	62% ^b	58%	62%	62%	63%	57%	58%	54%	60%	65% ^H	64% ^L	27%	57%	61%	57%	59%	58%	63% ^{mo}	60%	61%	59%	60%	60%	62%
About the right amount	462	287	175	71	111	99	125	56	63	233	88	410	48	153	272	87	151	66	121	210	238	124	125	87	112
	23%	24%	21%	20%	21%	23%	28% ^{CDg}	22%	28% ^{ej}	24%	20%	22%	40% ^K	26% ^r	24%	29% ^R	27% ^R	23%	21%	24%	23%	27% ^{wX}	26% ^{wX}	21%	20%
Too much	81	45	36	10	22	18	19	12	12	38	18	65	15	27	44	13	25	14	19	35	41	19	19	17	23
	4%	4%	4%	3%	4%	4%	4%	5%	5%	4%	4%	4%	13% ^K	4%	4%	4%	5%	3%	4%	4%	4%	4%	4%	4%	4%
Don't know	253	115	138	52	73	43	46	39	31	109	47	190	23	75	123	31	50	44	72	103	118	42	46	61	72
	13%	10%	17% ^A	15% ^{ef}	14%	10%	10%	15% ^{ef}	14%	11%	11%	10%	20% ^K	13% ^p	11%	10%	9%	15% ^{nP}	12% ^p	12%	11%	9%	10%	15% ^{UV}	13% ^u

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

Liver disease public polling 2019
ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 101

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Summary table

	<u>NET: Support</u>	<u>Strongly support</u>	<u>Tend to support</u>	<u>Neither support nor oppose</u>	<u>Tend to oppose</u>	<u>Strongly oppose</u>	<u>NET: Oppose</u>	<u>Don't know</u>
Unweighted base	2016	2016	2016	2016	2016	2016	2016	2016
Weighted base	2016	2016	2016	2016	2016	2016	2016	2016
Making healthy food and drinks cheaper than unhealthier ones	1632 81%	1125 56%	507 25%	211 10%	53 3%	29 1%	82 4%	91 5%
Reducing children's exposure to unhealthy food and drink advertisements	1579 78%	855 42%	725 36%	267 13%	54 3%	27 1%	81 4%	89 4%
Reducing the sugar content in foods	1548 77%	891 44%	657 33%	218 11%	86 4%	75 4%	161 8%	88 4%
Reducing the concentration of fast food outlets, particularly outside schools	1452 72%	805 40%	647 32%	324 16%	83 4%	66 3%	149 7%	92 5%
Charging food and drinks manufacturers a levy on unhealthy foods and drinks	1109 55%	532 26%	578 29%	373 19%	241 12%	179 9%	419 21%	114 6%
Banning supermarket price promotions on unhealthy foods	1002 50%	524 26%	478 24%	452 22%	263 13%	201 10%	464 23%	99 5%

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 102

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Summary table - NET: Support

	Gender		Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humber (o)	West Midlands (p)	East Midlands (q)	Eastern (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
Making healthy food and drinks cheaper than unhealthier ones	1632 81%	783 80%	848 82%	439 77%	551 81% ^c	642 84% ^C	447 81%	464 82%	324 79%	397 81%	135 77%	82 81%	1415 81%	68 80%	189 82%	131 77%	143 80%	125 85%	153 79%	218 80%	234 83%	155 86% ^{JOr}
Reducing children's exposure to unhealthy food and drink advertisements	1579 78%	774 79%	805 78%	413 72%	509 75%	657 86% ^{CD}	441 80%	435 77%	321 78%	383 78%	134 77%	73 72%	1372 79% ^M	58 68%	181 78% ^m	131 77%	138 77%	122 83% ^{kM}	149 77%	217 80% ^M	224 79% ^M	152 85% ^{ijKIMpr}
Reducing the sugar content in foods	1548 77%	746 76%	803 78%	377 66%	512 75% ^C	660 86% ^{CD}	434 79% ⁱ	434 77%	318 78%	362 74%	125 71%	73 73%	1350 78% ^j	62 74%	185 80% ^j	122 72%	135 75%	108 73%	148 76%	222 82% ^{JkOq}	222 79% ^j	147 82% ^{JOq}
Reducing the concentration of fast food outlets, particularly outside schools	1452 72%	686 70%	766 74% ^A	360 63%	464 68% ^c	628 82% ^{CD}	392 71%	401 71%	300 73%	359 73%	117 67%	64 64%	1270 73% ^k	60 71%	167 72%	115 68%	130 72%	110 75% ^k	136 70%	207 76% ^{JKo}	204 72%	140 78% ^{JKOr}
Charging food and drinks manufacturers a levy on unhealthy foods and drinks	1109 55%	526 53%	584 57%	291 51%	341 50%	478 62% ^{CD}	329 60% ^{Gl}	296 52%	226 55%	257 52%	80 45%	52 52%	978 56% ^J	42 49%	125 54%	89 52%	108 60% ^J	85 58% ^J	107 55% ^j	162 59% ^J	159 56% ^J	102 57% ^j
Banning supermarket price promotions on unhealthy foods	1002 50%	462 47%	540 52% ^A	227 40%	295 43%	479 63% ^{CD}	288 52%	274 48%	200 49%	240 49%	81 46%	44 44%	877 50%	35 42%	118 51%	84 50%	94 52%	82 56% ^{kmr}	88 45%	135 50%	142 50%	98 55% ^{mr}

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 103

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Summary table - NET: Support

	Awareness of symptoms			Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
	Total	Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
Making healthy food and drinks cheaper than unhealthier ones	1632	964	667	286	421	362	360	202	180	770	366	1538	74	489	925	240	447	249	478	721	827	368	384	353	444
	81%	82%	80%	82%	78%	84%D	81%	80%	78%	81%	85%hi	83%L	63%	82%	82%	79%	81%	85%o	83%	83%	81%	81%	80%	86%TuVx	81%
Reducing children's exposure to unhealthy food and drink advertisements	1579	944	635	285	406	345	352	192	182	732	349	1496	69	464	912	229	446	235	466	684	817	352	389	332	428
	78%	80%b	76%	81%Dg	75%	80%	79%	75%	79%	77%	81%	81%L	59%	78%	81%o	75%	81%o	80%	80%o	79%	80%	77%	81%	81%	78%
Reducing the sugar content in foods	1548	926	622	264	400	340	349	195	171	733	352	1478	55	470	871	232	417	238	455	688	784	350	367	338	417
	77%	78%b	75%	75%	74%	79%	79%	77%	75%	77%	81%hi	80%L	46%	79%	77%	76%	76%	81%p	79%	79%	76%	77%	77%	82%TuvX	76%
Reducing the concentration of fast food outlets, particularly outside schools	1452	879	573	261	385	311	320	175	170	670	322	1387	53	427	828	201	393	226	435	620	757	304	354	316	403
	72%	74%B	69%	75%	72%	72%	72%	69%	74%	70%	74%	75%L	45%	72%	73%O	66%	71%	77%mp	75%O	71%u	74%U	67%	74%U	77%SU	73%U
Charging food and drinks manufacturers a levy on unhealthy foods and drinks	1109	669	440	197	275	251	247	139	132	510	253	1065	33	338	622	148	303	190	319	490	562	231	271	260	290
	55%	57%	53%	56%	51%	58%D	56%	55%	58%	54%	59%i	58%L	28%	57%O	55%o	49%	55%	65%MNOP	55%o	56%u	55%	51%	57%u	63%STUV	53% X
Banning supermarket price promotions on unhealthy foods	1002	594	408	177	249	215	232	129	123	470	213	964	32	309	562	135	265	173	297	445	500	205	234	240	265
	50%	50%	49%	51%	46%	50%	52%d	51%	53%	49%	49%	52%L	27%	52%o	50%	45%	48%	59%mnOP	51%o	51%U	49%	45%	49%	58%STUV	48% X

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 104

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Making healthy food and drinks cheaper than healthier ones

	Gender		Age			Social Grade					Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Support	1632 81%	783 80%	848 82%	439 77%	551 81% ^c	642 84% ^C	447 81%	464 82%	324 79%	397 81%	135 77%	82 81%	1415 81%	68 80%	189 82%	131 77%	143 80%	125 85%	153 79%	218 80%	234 83%	155 86% ^{JOr}	
Strongly support	(+2) 56%	1125 51%	498 61% ^A	627 52%	295 42%	395 58% ^C	435 57% ^c	307 56%	319 56%	216 53%	283 58%	87 49%	63 62% ^o	975 56% ^o	47 55%	140 61% ^{JO}	81 48%	100 56%	84 57%	107 55%	160 59% ^{JO}	158 56%	97 54%
Tend to support	(+1) 25%	507 29% ^B	286 21%	221 25%	144 23%	156 27%	207 25%	140 26%	145 26%	108 26%	114 23%	49 28%	19 19%	439 25%	21 25%	49 21%	50 29% ^{kns}	42 24%	41 28%	46 24%	58 21%	75 27%	58 32% ^{KINrS}
Neither support nor oppose	(0) 10%	211 13% ^B	124 8%	87 11%	64 9%	62 11%	85 10%	53 9%	48 12%	47 13% ^G	62 11%	20 12%	12 10%	179 15%	12 8%	20 15% ^{INqs}	26 11% ^u	19 8%	12 12%	24 9%	25 10%	27 10%	14 8%
Tend to oppose	(-1) 3%	53 3%	30 3%	24 2%	19 3%	16 2%	18 2%	17 3%	15 3%	12 3%	9 2%	4 2%	2 2%	48 3%	1 1%	14 6% ^{rs}	2 1% ^{LMOP}	2 1%	3 2%	4 2%	7 3%	11 4% ^{op}	5 3%
Strongly oppose	(-2) 1%	29 1%	14 1%	14 1%	11 2%	8 1%	10 1%	14 3% ^l	8 1%	4 1%	2 *	3 2%	2 2%	23 1%	- -	2 1%	3 2%	4 2%	2 1%	4 2%	5 2%	2 1%	* *
NET: Oppose	82 4%	44 4%	38 4%	30 5%	25 4%	27 4%	31 6% ^l	23 4%	16 4%	11 2%	7 4%	4 4%	71 4%	1 1%	16 7% ^{lM}	5 3%	6 3%	5 4%	8 4%	12 5%	13 4%	6 3%	
Don't know	91 5%	33 3%	59 6% ^A	39 7% ^E	41 6% ^E	11 1%	19 3%	31 5%	22 5%	19 4%	13 8% ^{lntU}	3 3%	76 4%	4 5%	7 3%	7 4%	12 7% ^u	5 4%	10 5%	17 6% ^u	9 3%	4 2%	
Mean	1.37	1.29	1.46 ^A	1.30	1.43 ^C	1.38	1.33	1.41	1.34	1.42	1.31	1.40	1.38	1.41	1.39	1.26	1.39	1.42	1.35	1.41	1.38	1.41	
Standard deviation	0.89	0.91	0.87	0.95	0.87	0.87	0.97	0.87	0.89	0.83	0.91	0.96	0.89	0.77	0.94	0.91	0.90	0.86	0.93	0.93	0.87	0.79	
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.05	0.04	0.04	0.04	0.07	0.10	0.02	0.09	0.06	0.07	0.07	0.07	0.06	0.06	0.05	0.06	

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 105

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Making healthy food and drinks cheaper than unhealthier ones

	Total	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Support	1632	964	667	286	421	362	360	202	180	770	366	1538	74	489	925	240	447	249	478	721	827	368	384	353	444	
		81%	82%	80%	82%	78%	84%D	81%	78%	81%	85%hi	83%L	63%	82%	82%	79%	81%	85%o	83%	83%	81%	81%	80%	86%TuVx	81%	
Strongly support	(+2)	1125	666	459	212	308	240	232	134	124	516	255	1071	45	326	648	151	279	175	368	486	585	235	245	252	340
		56%	56%	55%	61%Fg	57%	56%	52%	53%	54%	54%	59%	58%L	38%	55%	57%OP	50%	51%	60%OP	64%MNOP56%	57%uv	51%	51%	61%UV	62%StUV	
Tend to support	(+1)	507	299	208	74	113	123	128	69	56	253	111	467	30	163	277	89	167	74	110	235	242	133	139	102	104
		25%	25%	25%	21%	21%	28%CD	29%CD	27%cd	24%	27%	26%	25%	25%	27%R	25%R	29%R	30%NR	25%r	19%	27%X	24%x	29%TX	29%TX	25%X	19%
Neither support nor oppose	(0)	211	124	86	33	67	37	49	25	35	102	32	174	26	56	122	34	74	23	48	79	112	48	64	31	48
		10%	11%	10%	9%	13%e	9%	11%	10%	15%ij	11%j	7%	9%	9%	11%	11%	13%mQR	8%	8%	9%	11%w	11%	13%SWX	7%	9%	
Tend to oppose	(-1)	53	31	22	9	8	10	17	9	3	28	13	46	8	20	26	15	9	5	17	22	28	17	5	17	
		3%	3%	3%	3%	2%	2%	4%D	3%	1%	3%	3%	2%	6%K	3%	2%	5%NPQ	2%	2%	3%	3%	4%W	2%	1%	3%w	
Strongly oppose	(-2)	29	16	13	4	10	4	4	6	3	16	5	21	6	8	16	6	7	2	9	11	17	9	5	2	11
		1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	5%K	1%	1%	2%	1%	2%	2%	1%	2%	2%w	1%	1%	2%w
NET: Oppose		82	47	35	13	18	14	21	15	5	43	18	67	13	28	42	21	16	7	26	33	44	26	16	8	29
		4%	4%	4%	4%	3%	3%	5%	6%	2%	5%	4%	4%	11%K	5%	4%	7%NPQ	3%	2%	4%	4%w	4%W	6%W	3%	2%	5%W
Don't know		91	47	45	18	32	17	14	12	9	39	16	65	5	24	42	10	15	14	27	34	43	14	15	20	28
		5%	4%	5%	5%	6%f	4%	3%	5%	4%	4%	4%	4%	5%	4%	4%	3%	3%	5%	5%	4%	4%	3%	3%	5%	5%
Mean	1.37	1.38	1.37	1.45fg	1.38	1.41	1.32	1.30	1.34	1.34	1.44i	1.42L	0.89	1.36o	1.39O	1.24	1.31	1.49mOP	1.47mOP	1.40u	1.37	1.29	1.31	1.52STU	1.43Uv	
Standard deviation	0.89	0.89	0.90	0.87	0.92	0.83	0.90	0.97	0.88	0.91	0.86	0.86	1.15	0.90	0.88	0.98	0.87	0.79	0.90	0.87	0.91	0.95	0.88	0.75	0.94	
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.06	0.06	0.03	0.04	0.02	0.11	0.04	0.03	0.06	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.04	0.04	

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 106

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing the sugar content in foods

	Gender		Age			Social Grade					Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Support	1548	746	803	377	512	660	434	434	318	362	125	73	1350	62	185	122	135	108	148	222	222	147	
	77%	76%	78%	66%	75% ^C	86% ^{CD}	79% ⁱ	77%	78%	74%	71%	73%	78% ^j	74%	80% ^j	72%	75%	73%	76%	82% ^{JkOq}	79% ^j	82% ^{JOq}	
Strongly support	(+2)	891	410	481	196	264	431	253	232	167	238	57	49	785	28	123	71	78	65	82	131	122	85
		44%	42%	47% ^A	34%	39%	56% ^{CD}	46%	41%	41%	49% ^{GH}	33%	48% ^{Jm}	45% ^{Jm}	34%	53% ^{JLMO}	42%	44% ^j	44% ^j	42% ^j	48% ^{JM}	43% ^J	48% ^{Jm}
Tend to support	(+1)	657	335	322	180	248	229	181	202	150	124	67	25	565	34	62	51	57	43	65	92	99	61
		33%	34%	31%	31%	36% ^{cE}	30%	33% ^l	36% ^l	37% ^l	25%	38% ^{KN}	24%	32%	40% ^{KN}	27%	30%	32%	29%	34%	34%	35% ^{kn}	34%
Neither support nor oppose	(0)	218	124	94	78	80	60	53	63	34	68	20	14	184	14	21	26	15	30	16	28	15	
		11%	13% ^B	9%	14% ^E	12% ^E	8%	10%	11%	8%	14% ^{FH}	12% ^S	14% ^S	17% ^{lnpSu}	9%	15% ^{lnpSu}	8%	13% ^S	16% ^{LnPSt}	6%	10% ^s	8%	
Tend to oppose	(-1)	86	44	42	38	28	20	17	24	21	24	13	7	66	3	11	9	6	5	4	13	10	6
		4%	4%	4%	7% ^{dE}	4%	3%	3%	4%	5%	5%	7% ^{LRT}	7% ^R	4%	4%	5%	6% ^r	3%	4%	2%	5%	3%	3%
Strongly oppose	(-2)	75	37	38	36	24	15	23	19	16	17	9	5	61	1	7	6	9	8	4	7	14	5
		4%	4%	4%	6% ^{DE}	4% ^e	2%	4%	3%	4%	3%	5%	5%	3%	1%	3%	3%	5%	5%	2%	3%	5%	3%
NET: Oppose		161	81	80	73	53	36	40	43	37	41	22	12	127	4	18	15	14	8	20	23	11	
		8%	8%	8%	13% ^{DE}	8% ^E	5%	7%	8%	9%	8%	13% ^{LmRs}	12% ^R	7% ^r	5%	8%	9% ^r	8%	9% ^r	7%	8% ^r	6%	
Don't know		88	33	55	44	35	9	23	26	20	19	8	1	79	4	8	7	15	8	15	9	7	
		4%	3%	5% ^A	8% ^{dE}	5% ^E	1%	4%	5%	5%	4%	5%	1%	5%	5%	3%	4%	8% ^{KLnT}	5%	4%	5%	3%	4%
Mean		1.14	1.09	1.19 ^A	0.88	1.08 ^C	1.38 ^{CD}	1.18	1.12	1.11	1.15	0.90	1.05	1.17 ^J	1.06	1.26 ^{Jo}	1.06	1.16 ^j	1.07	1.17 ^J	1.27 ^{Joq}	1.12 ^j	1.25 ^J
Standard deviation		1.04	1.05	1.04	1.18	1.02	0.89	1.04	1.01	1.05	1.07	1.13	1.18	1.02	0.89	1.03	1.07	1.08	1.13	0.92	0.97	1.07	0.96
Standard error		0.02	0.03	0.03	0.05	0.04	0.03	0.05	0.04	0.05	0.05	0.09	0.12	0.02	0.10	0.07	0.09	0.09	0.06	0.06	0.06	0.06	0.07

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 107

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing the sugar content in foods

	Total	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)						Safe / unsafe drinking - weekends (Friday - Sunday)						
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Support	1548	926	622	264	400	340	349	195	171	733	352	1478	55	470	871	232	417	238	455	688	784	350	367	338	417	
	77%	78% ^b	75%	75%	74%	79%	79%	77%	75%	77%	81% ^{hi}	80% ^L	46%	79%	77%	76%	76%	81% ^p	79%	79%	76%	77%	77%	82% ^{TuvX}	76%	
Strongly support	(+2)	891	528	363	172	230	189	191	108	94	403	209	860	25	255	515	109	239	146	276	386	466	183	214	203	252
	44%	45%	44%	49% ^d	43%	44%	43%	43%	41%	42%	48% ^{hl}	47% ^L	21%	43% ^o	46% ^O	36%	43% ^O	50% ^{mO}	48% ^O	45%	45% ^u	40%	45%	49% ^U	46% ^u	
Tend to support	(+1)	657	398	259	91	170	151	157	87	77	329	142	618	29	215	356	123	178	92	179	302	319	167	154	135	165
	33%	34%	31%	26%	32% ^c	35% ^C	35% ^C	34% ^C	34%	35%	33%	34% ^l	25%	36% ^{nr}	32%	40% ^{NPQR}	32%	31%	31%	35% ^x	31%	37% ^{tX}	32%	33%	30%	
Neither support nor oppose	(0)	218	127	92	40	58	42	48	30	29	108	34	179	29	64	119	36	69	29	50	86	112	53	58	34	54
	11%	11%	11%	11%	11%	10%	11%	12%	13% ^j	11% ^j	8%	10%	24% ^K	11%	10%	12%	13% ^R	10%	9%	10%	11%	12%	12% ^w	8%	10%	
Tend to oppose	(-1)	86	48	39	16	24	19	20	7	11	41	17	72	13	20	55	13	27	7	28	33	47	20	22	14	25
	4%	4%	5%	5%	4%	4%	5%	3%	5%	4%	4%	4%	11% ^K	3%	5%	5%	4%	5%	3%	5%	4%	5%	4%	3%	5%	
Strongly oppose	(-2)	75	41	34	14	24	12	13	12	7	35	17	54	16	20	45	15	22	5	23	26	42	19	16	7	27
	4%	3%	4%	4%	5%	3%	3%	5%	3%	4%	4%	3%	14% ^K	3%	4% ^q	5% ^Q	4% ^q	2%	4% ^q	3%	4% ^W	4% ^W	3%	2%	5% ^{sW}	
NET: Oppose	161	89	72	30	48	31	33	18	17	76	34	126	29	70	101	28	49	12	51	59	89	39	38	20	52	
	8%	8%	9%	9%	9%	7%	7%	7%	8%	8%	8%	7%	25% ^K	4%	9% ^Q	9% ^Q	9% ^Q	4%	9% ^Q	7%	9% ^W	9% ^w	8%	5%	9% ^{sW}	
Don't know	88	41	47	16	31	16	14	10	12	36	12	62	6	22	40	8	17	14	23	35	40	15	15	20	25	
	4%	3%	6% ^A	5%	6% ^f	4%	3%	4%	5%	4%	3%	3%	5%	4%	4%	3%	3%	5%	4%	4%	3%	3%	5%	5%		
Mean	1.14	1.16	1.12	1.17	1.10	1.17	1.15	1.12	1.11	1.12	1.22	1.21 ^L	0.30	1.16 ^o	1.14 ^o	1.01	1.09	1.31 ^{MNO}	1.18 ^O	1.19 ^u	1.13	1.08	1.14	1.31 ^{STU}	1.13	
																		Pr					VX			
Standard deviation	1.04	1.02	1.07	1.09	1.09	0.99	1.00	1.05	1.02	1.03	1.03	0.99	1.34	0.99	1.07	1.06	1.07	0.89	1.06	0.99	1.07	1.05	1.03	0.90	1.11	
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.05	0.07	0.07	0.03	0.05	0.02	0.12	0.04	0.03	0.06	0.05	0.05	0.05	0.03	0.03	0.05	0.05	0.05	0.05	

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 108

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Banning supermarket price promotions on unhealthy foods

	Gender			Age			Social Grade					Region											
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Support	1002	462	540	227	295	479	288	274	200	240	81	44	877	35	118	84	94	82	88	135	142	98	
	50%	47%	52%A	40%	43%	63%CD	52%	48%	49%	49%	46%	44%	50%	42%	51%	50%	52%	56%kmr	45%	50%	50%	55%mr	
Strongly support	(+2)	524	246	278	109	145	270	163	131	95	135	38	28	458	20	62	42	50	39	44	73	80	47
		26%	25%	27%	19%	21%	35%CD	30%GH	23%	23%	28%	22%	28%	26%	23%	27%	25%	28%	27%	23%	27%	28%	26%
Tend to support	(+1)	478	215	262	119	150	209	125	143	105	105	42	16	419	16	56	42	44	43	44	62	51	28%K
		24%	22%	25%a	21%	22%	27%CD	23%	25%	26%	21%	24%	16%	24%	18%	24%	25%	24%	29%K	23%	23%	22%	28%K
Neither support nor oppose	(0)	452	254	198	117	174	161	116	127	88	121	43	32	377	24	36	35	33	23	59	58	66	42
		22%	26%B	19%	21%	26%ce	21%	21%	22%	21%	25%	25%Nq	32%LN	22%nP	29%NpQ	16%	18%	16%	30%LN	21%Q	23%Nq	23%n	
Tend to oppose	(-1)	263	126	136	104	94	64	70	79	55	58	20	9	233	14	43	21	26	15	18	38	36	23
		13%	13%	13%	18%dE	14%E	8%	13%	14%	14%	12%	11%	9%	13%	16%	18%jklQ	13%	15%	10%	9%	14%	13%	13%
Strongly oppose	(-2)	201	112	89	76	78	47	52	58	44	47	22	13	166	8	24	17	13	21	18	27	29	8
		10%	11%b	9%	13%E	12%E	6%	9%	10%	11%	10%	12%U	13%U	10%U	9%	11%U	10%u	7%	14%pU	9%u	10%u	10%U	5%
NET: Oppose		464	238	226	180	173	111	122	138	99	105	41	23	400	22	67	39	40	36	36	65	65	31
		23%	24%	22%	31%DE	25%E	14%	22%	24%	24%	21%	24%	22%	23%u	25%	29%IRU	23%	22%	24%	19%	24%	23%	17%
Don't know		99	31	68	48	37	14	24	28	23	24	10	2	87	3	10	12	13	6	11	14	9	8
		5%	3%	7%A	8%dE	6%E	2%	4%	5%	6%	5%	6%	2%	5%	4%	4%	7%kt	4%	6%	5%	3%	3%	5%
Mean		0.45	0.38	0.52A	0.15	0.30c	0.79CD	0.53	0.39	0.39	0.48	0.34	0.37	0.47	0.32	0.40	0.45	0.55	0.42	0.45	0.47	0.62jm	
Standard deviation		1.30	1.31	1.29	1.35	1.30	1.20	1.31	1.29	1.30	1.30	1.31	1.34	1.30	1.28	1.36	1.31	1.28	1.39	1.24	1.32	1.32	1.16
Standard error		0.03	0.04	0.04	0.06	0.05	0.04	0.06	0.05	0.06	0.06	0.11	0.14	0.03	0.15	0.09	0.11	0.10	0.12	0.09	0.08	0.08	0.09

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 109

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Banning supermarket price promotions on unhealthy foods

	Total	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Support	1002	594	408	177	249	215	232	129	123	470	213	964	32	309	562	135	265	173	297	445	500	205	234	240	265	
		50%	50%	49%	51%	46%	50%	52% ^d	51%	53%	49%	49%	52% ^L	27%	52% ^o	50%	45%	48%	59% ^m	51% ^o	51% ^U	49%	45%	49%	58% ^{STUV}	48% ^X
Strongly support (+2)	524	318	206	94	128	118	108	76	72	232	118	511	10	163	293	71	141	91	152	232	269	108	127	124	142	
	26%	27%	25%	27%	24%	28%	24%	30% ^d	31% ⁱ	24%	27%	28% ^L	9%	27%	26%	24%	26%	31% ^{no}	26%	27%	26%	24%	27%	30% ^u	26%	
Tend to support (+1)	478	276	202	83	122	96	124	53	51	238	95	453	21	146	269	64	124	82	145	213	231	97	107	117	124	
	24%	23%	24%	24%	23%	22%	28% ^{deg}	21%	22%	25%	22%	25%	18%	24%	24%	21%	22%	28% ^{op}	25%	25%	23%	21%	22%	28% ^{TUv}	23%	
Neither support nor oppose (0)	452	273	179	85	140	85	87	55	56	208	92	407	29	116	267	72	146	44	121	160	265	104	134	56	131	
	22%	23%	21%	24%	26% ^{EF}	20%	20%	22%	24%	22%	21%	22%	25%	19%	24% ^{mQ}	24% ^Q	27% ^{mQR}	15%	21% ^q	18% ^W	26% ^{SW}	23% ^{sW}	28% ^{SuW}	14%	24% ^{SW}	
Tend to oppose (-1)	263	169	94	39	65	67	64	27	21	141	57	231	25	78	146	39	74	39	72	126	121	69	54	57	67	
	13%	14% ^b	11%	11%	12%	16% ^{cg}	15%	11%	9%	15% ^H	13%	13%	21% ^K	13%	13%	13%	13%	13%	12%	14%	12%	15%	11%	14%	12%	
Strongly oppose (-2)	201	100	101	27	53	44	44	33	23	94	53	170	27	67	110	48	52	19	58	98	93	64	41	34	52	
	10%	8%	12% ^A	8%	10%	10%	10%	13% ^c	10%	10%	12%	9%	23% ^K	11% ^Q	10%	16% ^{mNPQR}	9%	7%	10%	11%	9%	14% ^{TVWX}	9%	8%	9%	
NET: Oppose	464	269	195	66	118	112	108	59	43	235	110	401	52	145	256	87	127	58	129	224	215	132	95	91	119	
	23%	23%	23%	19%	22%	26% ^C	24% ^{cc}	23%	19%	25% ^h	25% ^h	22%	44% ^K	24%	23%	28% ^{NpQR}	23%	20%	22%	26% ^{TV}	21%	29% ^{TVWX}	20%	22%	22%	
Don't know	99	47	51	22	31	19	16	11	8	40	17	73	6	28	46	10	14	18	32	39	47	14	14	25	33	
	5%	4%	6% ^A	6%	6%	4%	4%	4%	3%	4%	4%	4%	5%	5% ^p	4%	3%	2%	6% ^P	6% ^P	4%	5%	3%	3%	6% ^{uV}	6% ^{UV}	
Mean	0.45	0.48	0.41	0.54	0.41	0.43	0.44	0.46	0.58	0.41	0.41	0.51 ^L	-0.33	0.46 ^O	0.45 ^O	0.25	0.42 ^o	0.68 ^{MNO}	0.48 ^O	0.43 ^u	0.47 ^U	0.26	0.48 ^U	0.62 ^{STU}	0.46 ^U	
Standard deviation	1.30	1.28	1.34	1.25	1.28	1.34	1.29	1.38	1.30	1.29	1.36	1.29	1.28	1.34	1.29	1.38	1.28	1.26	1.31	1.35	1.27	1.37	1.25	1.30	1.29	
Standard error	0.03	0.04	0.05	0.07	0.06	0.07	0.06	0.09	0.09	0.04	0.07	0.03	0.12	0.06	0.04	0.08	0.05	0.08	0.06	0.05	0.04	0.07	0.06	0.07	0.06	

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g - h/i/j - k/l - m/n/o/p/q/r - s/t/u/v/w/x

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 110

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Charging food and drinks manufacturers a levy on unhealthy foods and drinks

	Gender			Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East-ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Support	1109 55%	526 53%	584 57%	291 51%	341 50%	478 62%CD	329 60%GI	296 52%	226 55%	257 52%	80 45%	52 52%	978 56%J	42 49%	125 54%	89 52%	108 60%J	85 58%J	107 55%j	162 59%J	159 56%J	102 57%j	
Strongly support	(+2) 26%	532 25%	244 28%	127 22%	149 22%	255 33%CD	165 30%G	135 24%	103 25%	129 26%	40 23%	26 26%	466 27%	16 19%	60 26%	40 23%	57 32%jM	40 27%	56 29%	78 29%	71 25%	48 27%	
Tend to support	(+1) 29%	578 29%	282 29%	296 29%	164 29%	191 28%	223 29%	165 30%	161 28%	123 30%	128 26%	40 23%	26 26%	512 29%j	26 31%	65 28%	49 29%	51 28%	45 30%	51 26%	84 31%j	89 31%j	53 30%
Neither support nor oppose	(0) 19%	373 19%	187 18%	186 18%	104 18%	131 19%	138 18%	94 17%	113 20%	67 16%	99 20%	44 25%LmPS21%	21 18%	308 14%	12 18%	42 19%	32 15%	27 20%	29 20% _s	38 14%	53 19%	35 20%	
Tend to oppose	(-1) 12%	241 13% _b	131 11%	109 11%	65 11%	95 14% _e	81 11%	55 10%	80 14% _f	51 12%	55 11%	18 10%	13 13%	209 12%	16 19% _j IPR	33 14%	19 11%	15 9%	16 11%	18 9%	33 12%	31 11%	27 15% _{pr}
Strongly oppose	(-2) 9%	179 10% _B	101 8%	78 11% _E	62 10% _E	67 7%	50 9%	50 7%	42 10%	39 10%	47 10%	21 12% _U	11 11% _U	147 8% _U	9 10% _U	22 10% _U	15 9% _u	15 8% _u	11 7%	17 9% _U	24 9% _U	27 10% _U	6 4%
NET: Oppose	419 21%	232 24% _B	187 18%	127 22% _E	162 24% _E	131 17%	105 19%	122 22%	90 22%	102 21%	39 22%	25 25%	356 20%	25 30% _l IPQR	55 24%	34 20%	30 17%	27 18%	35 18%	57 21%	58 21%	34 19%	
Don't know	114 6%	39 4%	75 7% _A	50 9% _E	45 7% _E	19 2%	22 4%	35 6%	26 6%	32 6%	13 8%	3 3%	98 6%	5 6%	10 4%	15 9% _{kt}	14 8%	6 4%	12 6%	15 6%	12 4%	9 5%	
Mean	0.55	0.46	0.63A	0.44	0.41	0.74CD	0.64	0.50	0.52	0.52	0.37	0.43	0.57jm	0.30	0.48	0.51	0.73JM	0.62m	0.61m	0.61jm	0.54	0.64jm	
Standard deviation	1.27	1.30	1.25	1.30	1.28	1.22	1.28	1.24	1.29	1.29	1.31	1.33	1.27	1.31	1.30	1.26	1.28	1.23	1.28	1.29	1.27	1.16	
Standard error	0.03	0.04	0.04	0.06	0.05	0.04	0.06	0.05	0.06	0.06	0.11	0.14	0.03	0.15	0.09	0.10	0.10	0.10	0.09	0.08	0.07	0.09	

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 111

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Charging food and drinks manufacturers a levy on unhealthy foods and drinks

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)								
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Support	1109	669	440	197	275	251	247	139	132	510	253	1065	33	338	622	148	303	190	319	490	562	231	271	260	290	
		55%	57%	53%	56%	51%	58% ^D	56%	55%	58%	54%	59% ⁱ	58% ^L	28%	57% ^O	55% ^o	49%	55%	65% ^{MNOP}	55% ^o	56% ^u	55%	51%	57% ^u	63% ^{STUV}	53% ^X
Strongly support (+2)	532	317	214	105	128	119	115	64	57	242	118	515	13	160	306	66	143	94	163	229	281	104	130	125	151	
	26%	27%	26%	30% ^d	24%	28%	26%	25%	25%	25%	27%	28% ^L	11%	27%	27% ^o	22%	26%	32% ^{Op}	28% ^o	26%	27% ^u	23%	27%	30% ^U	27%	
Tend to support (+1)	578	352	226	92	147	132	132	75	75	268	136	550	20	178	316	82	160	96	155	261	281	127	141	134	140	
	29%	30%	27%	26%	27%	31%	30%	30%	33%	28%	31%	30% ^L	17%	30%	28%	27%	29%	33% ^r	27%	30% ^x	27%	28%	29%	33% ^{tX}	25%	
Neither support nor oppose (0)	373	212	161	64	104	74	91	40	45	187	63	328	32	105	212	61	107	44	105	149	202	84	95	65	108	
	19%	18%	19%	18%	19%	17%	20%	16%	19%	20% ^J	15%	18%	27% ^K	18%	19%	20%	19%	15%	18%	17%	20% ^w	18%	20%	16%	20%	
Tend to oppose (-1)	241	156	85	35	69	49	51	36	26	126	50	212	25	71	143	44	75	26	68	113	112	74	51	38	61	
	12%	13% ^b	10%	10%	13%	11%	12%	14%	11%	13%	12%	11%	21% ^K	12%	13%	15% ^Q	14% ^q	9%	12%	13% ^w	11%	16% ^{TVWXI}	11%	9%	11%	
Strongly oppose (-2)	179	92	86	31	47	40	34	27	14	85	45	153	22	52	100	39	47	14	53	74	94	51	42	23	51	
	9%	8%	10% ^a	9%	9%	9%	8%	11%	6%	9%	10% ^h	8%	18% ^K	9% ^Q	9% ^Q	13% ^{gmpq}	9% ^q	5%	9% ^Q	9% ^w	9% ^W	11% ^W	9% ^w	6%	9% ^W	
NET: Oppose	419	248	171	66	116	89	86	63	40	211	95	365	47	123	243	83	122	40	121	187	206	125	93	62	113	
	21%	21%	21%	19%	21%	21%	19%	25% ^c	17%	22%	22%	20%	39% ^K	21% ^Q	21% ^Q	27% ^{MNQR}	22% ^Q	14%	21% ^Q	22% ^W	20% ^W	27% ^{STVW}	19% ^X	15%	21% ^W	
Don't know	114	54	61	23	43	16	21	11	13	45	21	87	8	31	54	11	19	19	35	42	56	16	19	26	37	
	6%	5%	7% ^A	7% ^e	8% ^{EFg}	4%	5%	4%	5%	5%	5%	5%	6%	5%	5%	4%	3%	7% ^p	6% ^p	5%	5%	4%	4%	6% ^u	7% ^{Uv}	
Mean	0.55	0.57	0.51	0.63	0.49	0.58	0.57	0.47	0.62	0.50	0.56	0.60 ^L	-0.21	0.57 ^O	0.54 ^O	0.32	0.52 ^O	0.84 ^{MNO}	0.57 ^O	0.56 ^U	0.56 ^U	0.36	0.58 ^U	0.78 ^{STU}	0.54 ^u	
																		PR					VX			
Standard deviation	1.27	1.26	1.30	1.29	1.27	1.28	1.23	1.32	1.18	1.27	1.31	1.26	1.27	1.27	1.28	1.33	1.27	1.15	1.30	1.27	1.28	1.32	1.26	1.18	1.30	
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.06	0.08	0.08	0.04	0.07	0.03	0.12	0.05	0.04	0.08	0.05	0.07	0.06	0.04	0.04	0.06	0.06	0.06	0.06	

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 112

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing the concentration of fast food outlets, particularly outside schools

	Gender			Age			Social Grade				Region												
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scot- land (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	York- shire & Humb- erside (o)	West Mid- lands (p)	East Mid- lands (q)	East- ern (r)	London (s)	South East (t)	South West (u)	
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189	
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179	
NET: Support	1452 72%	686 70%	766 74%A	360 63%	464 68% ^c	628 82% ^{CD}	392 71%	401 71%	300 73%	359 73%	117 67%	64 64%	1270 73% ^k	60 71%	167 72%	115 68%	130 72%	110 75% ^k	136 70%	207 76% ^{JKo}	204 72%	140 78% ^{JKOr}	
Strongly support	(+2) 40%	805 372 38%	433 42% ^a	166 29%	237 35% ^C	402 53% ^{CD}	228 41%	207 36%	166 41%	204 42%	58 33%	45 45% ^{jr}	702 40% ^{jr}	29 34%	95 41%	73 43% ^{jr}	79 44% ^{jr}	59 40%	65 33%	119 44% ^{JR}	116 41%	68 38%	
Tend to support	(+1) 32%	647 314 32%	332 32%	194 34%	227 33%	226 30%	164 30%	195 34%	133 33%	155 32%	60 34% ^K	19 19%	568 33% ^{Ko}	31 37% ^{Ko}	73 31% ^K	43 25%	51 28%	51 35% ^{Ko}	71 37% ^{KO}	88 32% ^K	88 31% ^K	73 40% ^{KLnOPt}	
Neither support nor oppose	(0) 16%	324 187 19%B	137 13%	113 20% ^E	114 17% ^E	96 13%	97 18%	91 16%	59 14%	77 16%	27 15%	23 23% ^{lqS}	274 16% ^s	16 19% ^s	38 16%	35 21% ^S	27 15%	20 13%	35 18% ^S	31 11%	45 16%	26 15%	
Tend to oppose	(-1) 4%	83 4%	45 5%	39 4%	33 6% ^E	36 5% ^E	14 2%	26 5%	24 4%	15 4%	18 4%	3 7% ^P	68 4%	2 3%	12 5% ^p	4 3%	2 1%	5 3%	8 4%	12 5% ^p	17 6% ^P	6 3%	
Strongly oppose	(-2) 3%	66 3%	32 3%	34 3%	25 4% ^E	26 4% ^E	15 2%	16 3%	15 4%	17 4%	7 4%	7 7% ^{LNSU}	51 3%	2 2%	5 2%	6 3%	7 4% ^u	7 5% ^U	7 3%	6 2%	10 3%	2 1%	
NET: Oppose	7%	149 7%	77 8%	72 7%	58 10% ^E	62 9% ^E	29 4%	42 8%	40 7%	32 8%	35 7%	18 10% ^U	120 7%	4 5%	17 7%	10 6%	10 5%	12 8%	14 7%	18 7%	26 9% ^u	8 4%	
Don't know	5%	92 3%	34 3%	57 6%A	41 7% ^E	40 6% ^E	11 1%	20 4%	34 6% ^f	19 5%	19 4%	13 7% ^{Tu}	3 4%	76 4%	4 5%	10 4%	9 5%	13 7% ^{Tu}	5 4%	8 4%	16 6% ^t	7 3%	5 3%
Mean	1.06	1.00	1.12A	0.84	0.96 ^c	1.31 ^{CD}	1.06	1.04	1.07	1.08	0.92	0.93	1.08 ^j	1.03	1.08	1.07	1.15 ^j	1.06	0.97	1.18 ^{JkR}	1.03	1.14 ^j	
Standard deviation	1.03	1.04	1.02	1.08	1.07	0.91	1.04	1.00	1.06	1.04	1.09	1.23	1.01	0.95	1.01	1.05	1.03	1.07	1.01	0.97	1.07	0.87	
Standard error	0.02	0.03	0.03	0.05	0.04	0.03	0.05	0.04	0.05	0.05	0.09	0.13	0.02	0.11	0.07	0.08	0.08	0.09	0.07	0.06	0.06	0.06	

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

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 113

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing the concentration of fast food outlets, particularly outside schools

	Total	Awareness of symptoms		Frequency of drinking alcohol				Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548
NET: Support	1452	879	573	261	385	311	320	175	170	670	322	1387	53	427	828	201	393	226	435	620	757	304	354	316	403
	72%	74%B	69%	75%	72%	72%	72%	69%	74%	70%	74%	75%L	45%	72%	73%O	66%	71%	77%Op	75%O	71%Ou	74%U	67%	74%U	77%SU	73%U
Strongly support (+2)	805	482	323	157	210	174	172	93	92	371	173	783	17	230	457	113	197	117	261	328	434	163	192	164	242
	40%	41%	39%	45%g	39%	40%	39%	37%	40%	39%	40%	42%L	14%	39%	40%p	37%	36%	40%	45%MnOP	38%	42%SU	36%	40%	40%	44%SU
Tend to support (+1)	647	397	250	104	175	137	149	82	78	299	148	604	36	197	370	88	196	109	174	292	322	141	162	151	160
	32%	34%	30%	30%	33%	32%	34%	32%	34%	31%	34%	33%	30%	33%	33%	29%	36%or	37%OR	30%	34%	31%	31%	34%	37%tuX	29%
Neither support nor oppose (0)	324	182	142	48	84	68	76	48	31	175	61	269	39	100	179	65	100	36	78	145	152	94	77	52	74
	16%	15%	17%	14%	16%	16%	17%	19%	14%	18%j	14%	15%	33%K	17%q	16%	21%NQR	18%QR	12%	14%	17%w	15%	21%TWX	16%	13%	14%
Tend to oppose (-1)	83	45	38	11	20	18	23	11	15	37	17	71	12	28	45	16	24	12	21	44	36	28	15	16	20
	4%	4%	5%	3%	4%	4%	5%	4%	7%	4%	4%	4%	10%K	5%	4%	5%	4%	4%	4%	5%	3%	6%TVx	3%	4%	4%
Strongly oppose (-2)	66	37	28	13	20	14	12	6	7	31	13	53	9	16	38	12	19	4	19	22	40	15	16	6	25
	3%	3%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	7%K	3%	3%q	4%q	3%q	1%	3%	2%	4%W	3%	3%	2%	5%SW
NET: Oppose	149	82	67	25	40	32	35	17	22	68	31	124	21	43	83	28	43	15	40	66	76	43	31	22	45
	7%	7%	8%	7%	8%	7%	8%	7%	9%	7%	7%	7%	17%K	7%	7%	9%q	8%	5%	7%	8%	7%	10%W	6%	5%	8%
Don't know	92	40	52	17	28	19	13	14	6	40	19	65	6	26	42	11	16	16	26	38	42	15	16	23	26
	5%	3%	6%A	5%	5%	4%	3%	6%	3%	4%	4%	4%	5%	4%	4%	3%	3%	5%p	5%	4%	4%	3%	3%	5%	5%
Mean	1.06	1.09	1.02	1.14	1.05	1.07	1.03	1.02	1.05	1.03	1.09	1.12L	0.36	1.05	1.07o	0.93	0.98	1.17OP	1.15OP	1.04u	1.09U	0.93	1.08U	1.16sU	1.10U
Standard deviation	1.03	1.01	1.06	1.05	1.05	1.03	1.02	1.01	1.05	1.03	1.01	1.00	1.10	1.01	1.03	1.09	1.03	0.90	1.02	1.01	1.05	1.07	1.01	0.92	1.09
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.05	0.06	0.07	0.03	0.05	0.02	0.10	0.04	0.03	0.06	0.04	0.05	0.04	0.03	0.03	0.05	0.05	0.05	0.05

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



Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 114

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing children's exposure to unhealthy food and drink advertisements

	Gender			Age			Social Grade					Region										
	Total	Male (a)	Female (b)	18-34 (c)	35-54 (d)	55+ (e)	AB (f)	C1 (g)	C2 (h)	DE (i)	Scotland (j)	Wales (k)	NET: England (l)	North East (m)	North West (n)	Yorkshire & Humberside (o)	West Midlands (p)	East Midlands (q)	East of London (r)	London (s)	South East (t)	South West (u)
Unweighted base	2016	993	1023	560	644	812	470	584	431	531	166	95	1755	79	228	165	162	150	216	264	302	189
Weighted base	2016	984	1032	572	679	765	550	566	409	490	175	101*	1740	85*	232	169	179	147	194	272	282	179
NET: Support	1579	774	805	413	509	657	441	435	321	383	134	73	1372	58	181	131	138	122	149	217	224	152
	78%	79%	78%	72%	75%	86%CD	80%	77%	78%	78%	77%	72%	79%M	68%	78% _m	77%	77%	83% _{kM}	77%	80% _M	79% _M	85% _{jkIMpr}
Strongly support (+2)	855	388	466	192	249	414	250	215	173	216	59	44	752	29	109	75	75	65	70	113	133	82
	42%	39%	45%A	34%	37%	54%CD	45%G	38%	42%	44% _g	34%	43%	43% _{Jr}	35%	47% _{JmR}	44% _j	42%	44% _j	36%	42%	47% _{JmR}	46% _{Jr}
Tend to support (+1)	725	385	339	221	260	244	191	219	147	167	75	29	620	28	72	56	63	57	79	104	91	69
	36%	39%B	33%	39%E	38%E	32%	35%	39%	36%	34%	43% _{KINo}	29%	36%	33%	31%	33%	35%	39%	41% _{knt}	38%	32%	39%
Neither support nor oppose (0)	267	138	130	88	97	83	63	82	49	72	23	18	226	23	27	22	22	11	33	31	37	20
	13%	14%	13%	15%E	14% _e	11%	12%	15%	12%	15%	13%	18% _Q	13% _q	27% _{JLNO}	12%	13%	12%	8%	17% _{Qs}	11%	13%	11%
Tend to oppose (-1)	54	27	27	20	23	11	15	16	11	12	7	5	41	-	11	2	4	5	3	8	6	2
	3%	3%	3%	4%E	3%E	1%	3%	3%	3%	3%	4% _m	5% _{moru}	2%	-	5% _{LmoRt}	1%	2%	3%	1%	3%	2%	1%
Strongly oppose (-2)	27	12	15	10	13	4	12	3	8	4	1	3	23	1	3	5	4	3	2	3	2	-
	1%	1%	1%	2% _e	2% _e	1%	2% _{Gi}	*	2% _G	1%	*	3% _{jtU}	1%	1%	1%	3% _{jtU}	2% _u	2% _u	1%	1%	1%	-
NET: Oppose	81	39	42	30	36	15	27	19	19	16	8	9	64	1	15	7	8	7	4	11	8	2
	4%	4%	4%	5%E	5%E	2%	5%	3%	5%	3%	5% _u	9% _{LMRTU}	4%	1%	6% _{lmRTU}	4%	5% _u	5% _u	2%	4% _u	3%	1%
Don't know	89	34	55	41	38	10	19	31	20	18	10	1	77	3	9	9	11	7	8	13	13	5
	4%	3%	5% _a	7%E	6%E	1%	3%	5%	5%	4%	6% _k	1%	4%	4%	4%	5%	6% _k	5%	4%	5%	4%	3%
Mean	1.21	1.17	1.24 _a	1.07	1.10	1.39 _{CD}	1.23	1.17	1.20	1.23	1.12	1.05	1.23 _k	1.05	1.22	1.21	1.20	1.25	1.14	1.22	1.29 _{JKM}	1.33 _{JKMR}
Standard deviation	0.88	0.87	0.90	0.92	0.93	0.78	0.93	0.83	0.92	0.86	0.84	1.07	0.87	0.85	0.95	0.96	0.92	0.88	0.82	0.86	0.85	0.73
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.07	0.11	0.02	0.10	0.06	0.08	0.07	0.07	0.06	0.05	0.05	0.05

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

* small base

Liver disease public polling 2019

ONLINE Fieldwork: 24th-27th May 2019

Absolutes/col percents

Table 115

Q16. To what extent, if at all, do you support or oppose each of the following measures aimed at reducing obesity?

Base: All respondents

Reducing children's exposure to unhealthy food and drink advertisements

	Total	Awareness of symptoms		Frequency of drinking alcohol					Perceived impact of alcohol consumption on health			Perceptions of obesity		Safe / unsafe drinking - weekdays (Monday - Thursday)					Safe / unsafe drinking - weekends (Friday - Sunday)							
		Aware (a)	Not aware (b)	Never (c)	Monthly or less often (d)	2-4 times per month (e)	2-3 times per week (f)	4+ times per week (g)	Positive (h)	No impact (i)	Negative (j)	Serious problem (k)	Not serious problem (l)	At risk - both genders (m)	Safe - both genders (n)	At risk - men (o)	Safe - men (p)	At risk - women (q)	Safe - women (r)	At risk - both genders (s)	Safe - both genders (t)	At risk - men (u)	Safe - men (v)	At risk - women (w)	Safe - women (x)	
Unweighted base	2016	1177	839	356	541	422	436	261	227	945	431	1839	124	599	1133	311	554	288	579	869	1016	458	478	411	538	
Weighted base	2016	1183	833	350	538	430	444	254	230	953	432	1845	119	597	1131	304	552	293	579	868	1026	456	478	412	548	
NET: Support	1579	944	635	285	406	345	352	192	182	732	349	1496	69	464	912	229	446	235	466	684	817	352	389	332	428	
		78%	80% ^b	76%	81% ^{Dg}	75%	80%	79%	75%	79%	77%	81%	81% ^L	59%	78%	81% ^o	75%	81% ^o	80%	80% ^o	79%	80%	77%	81%	81%	78%
Strongly support	(+2)	855	515	340	165	224	165	188	113	97	390	190	832	17	265	478	119	213	146	265	369	447	172	202	197	245
		42%	44%	41%	47% ^E	42%	38%	42%	44%	42%	41%	44%	45% ^L	14%	44% ^p	42%	39%	39%	50% ^{NOP}	46% ^{oP}	43%	44% ^u	38%	42%	48% ^{sU}	45% ^U
Tend to support	(+1)	725	429	296	120	182	179	164	79	85	341	160	664	52	200	434	110	233	89	201	315	370	180	187	135	183
		36%	36%	35%	34%	34%	42% ^{cDG}	37%	31%	37%	36%	37%	36%	44% ^k	33%	38% ^{mQ}	36%	42% ^{MQR}	30%	35%	36%	36%	40% ^{Wx}	39% ^{wx}	33%	33%
Neither support nor oppose	(0)	267	163	104	35	82	51	61	38	32	146	47	224	29	84	140	49	74	35	67	110	133	65	61	45	72
		13%	14%	13%	10%	15% ^C	12%	14%	15% ^c	14%	15% ^J	11%	12%	24% ^K	14%	12%	16% ^f	13%	12%	11%	13%	13%	14%	13%	11%	13%
Tend to oppose	(-1)	54	26	28	8	12	11	14	8	7	24	13	46	6	20	22	14	7	6	14	28	21	17	8	11	12
		3%	2%	3%	2%	2%	3%	3%	3%	3%	3%	3%	5% ^k	3% ^{nP}	2%	5% ^{NPqr}	1%	1%	2%	2%	3%	2%	4% ^{tv}	2%	3%	2%
Strongly oppose	(-2)	27	13	14	4	8	6	5	3	-	16	6	19	8	4	17	3	7	1	10	12	14	8	2	3	11
		1%	1%	2%	1%	2%	1%	1%	1%	-	2% ^h	1%	1%	7% ^K	1%	2%	1%	1%	*	2% ^q	1%	1%	2% ^v	*	1%	2% ^V
NET: Oppose		81	39	42	12	20	18	18	12	7	40	18	65	14	25	39	18	15	7	24	39	34	25	11	14	24
		4%	3%	5% ^a	4%	4%	4%	4%	5%	3%	4%	4%	4%	12% ^K	4%	3%	6% ^{nPQ}	3%	2%	4%	5% ^V	3%	6% ^{tV}	2%	3%	4% ^v
Don't know		89	37	52	17	29	16	13	13	8	35	17	59	6	25	39	9	17	16	23	35	42	13	17	21	25
		4%	3%	6% ^A	5%	5% ^f	4%	3%	5%	4%	4%	4%	3%	5%	4%	3%	3%	3%	5%	4%	4%	3%	4%	5% ^u	5%	
Mean	1.21	1.23	1.18	1.30 ^{de}	1.18	1.17	1.20	1.20	1.23	1.16	1.24	1.26 ^L	0.57	1.22 ^o	1.22 ^o	1.11	1.19	p	1.35 ^{mNO}	1.25 ^O	1.20 ^u	1.24 ^U	1.11	1.25 ^U	1.31 ^{sU}	1.22 ^u
Standard deviation	0.88	0.86	0.92	0.85	0.90	0.86	0.87	0.93	0.82	0.91	0.87	0.85	1.04	0.88	0.86	0.93	0.82	0.81	0.89	0.89	0.86	0.92	0.79	0.84	0.92	
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.04	0.06	0.06	0.03	0.04	0.02	0.10	0.04	0.03	0.05	0.04	0.05	0.04	0.03	0.03	0.04	0.04	0.04	0.04	

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

