

**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 1

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Summary****Base: All respondents**

	Drinks			
	Large glass of white wine (250ml)	Pint of lager (568ml)	Double vodka and soda (50 ml of vodka)	Cosmopolitan cocktail
Unweighted base	2117	2117	2117	2117
Weighted base	2117	2117	2117	2117
Up to 100	162 8%	90 4%	269 13%	94 4%
101-200	343 16%	220 10%	275 13%	165 8%
201-300	247 12%	285 13%	170 8%	190 9%
301-400	85 4%	158 7%	59 3%	114 5%
401-500	53 2%	75 4%	41 2%	68 3%
501-600	8 *	23 1%	14 1%	29 1%
601-700	3 *	4 *	8 *	15 1%
701-800	2 *	18 1%	7 *	12 1%
801-900	1 *	4 *	2 *	1 *
901-1000	4 *	6 *	5 *	7 *
1001+	1 *	5 *	1 *	7 *
Don't know	1207 57%	1229 58%	1266 60%	1414 67%
Mean	230.32	299.36	212.44	307.90
Standard deviation	152.70	188.20	210.91	212.22
Standard error	5.15	6.41	7.39	8.20

## Alcohol Labelling Survey

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Absolutes/col percents

Table 2

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Large glass of white wine (250ml)**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Up to 100	162 8%	85 8%	77 7%	27 11%	32 9%	21 6%	22 6%	21 7%	40 9%	47 8%	63 11%	28 6%	24 5%	18 10%	2 3%	16 7%	13 7%	12 6%	7 5%	8 7%	19 9%	30 11%	26 9%	6 3%	5 8%	19 7%	73 8%
101-200	343 16%	139 13%	204 19%	46 18%	46 13%	54 15%	65 17%	62 20%	70 15%	106 19%	97 17%	88 19%	51 10%	27 14%	17 20%	51 23%	42 22%	27 15%	20 14%	12 12%	29 14%	24 9%	46 16%	32 17%	15 25%	56 20%	151 17%
201-300	247 12%	105 10%	142 13%	30 12%	37 10%	44 12%	42 11%	39 12%	55 12%	79 14%	69 12%	52 11%	46 9%	23 12%	12 14%	29 13%	21 11%	30 16%	16 11%	10 10%	28 14%	29 11%	26 9%	13 7%	9 15%	43 15%	94 10%
301-400	85 4%	35 3%	50 5%	11 4%	17 5%	17 5%	19 5%	8 3%	13 3%	26 5%	28 5%	12 3%	19 4%	8 4%	7 8%	8 4%	3 2%	8 4%	2 1%	8 8%	9 4%	11 4%	11 4%	8 4%	2 4%	8 3%	48 5%
401-500	53 2%	23 2%	30 3%	6 2%	7 2%	14 4%	5 1%	8 3%	13 3%	12 2%	17 3%	7 1%	18 4%	8 4%	5 6%	6 2%	1 *	5 3%	5 3%	2 2%	1 *	6 2%	6 2%	5 3%	3 5%	13 5%	18 2%
501-600	8 *	4 *	4 *	2 1%	- -	2 1%	1 *	3 1%	- -	6 1%	1 *	1 *	1 *	2 1%	- -	- -	- -	1 *	1 1%	- -	1 *	- -	1 *	1 *	2 4%	1 1%	2 *
601-700	3 *	2 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	2 *	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	2 *
701-800	2 *	- -	2 *	- -	- -	1 *	- -	- -	2 *	2 *	- -	1 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	1 *	- -	- -	- -	- -	2 *
801-900	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *
901-1000	4 *	1 *	3 *	- -	2 1%	1 *	1 *	- -	- -	3 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	1 *	- -	- -	1 *	3 *
1001+	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Don't know	1207 57%	644 62%	563 52%	129 51%	216 60%	202 57%	221 59%	172 55%	268 58%	284 50%	311 53%	271 59%	341 68%	100 54%	40 49%	114 51%	105 57%	100 54%	92 64%	63 61%	118 57%	162 61%	170 59%	120 65%	23 38%	138 49%	509 56%
Mean	230.32	219.67	238.44	220.63	223.87	260.46	230.27	228.87	218.13	240.94	211.43	216.86	259.92	235.72	262.80	219.38	208.78	246.92	240.03	234.30	213.71	237.59	217.09	234.12	258.20	252.36	231.65
Standard deviation	152.70	135.19	164.47	135.52	163.10	210.51	132.36	138.01	121.27	185.91	127.28	127.81	150.31	144.74	114.99	116.12	229.68	137.45	130.65	121.65	129.30	201.63	141.83	120.73	163.70	211.92	154.55

**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 2

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Large glass of white wine (250ml)**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Standard error	5.15	6.74	7.54	13.42	14.53	16.91	10.46	11.42	8.82	10.61	7.75	11.62	11.20	16.18	17.96	11.61	25.84	14.03	18.48	18.34	14.55	21.87	12.79	14.13	30.94	18.73	8.06

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 3

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Pint of lager (568ml)**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Up to 100	90 4%	44 4%	46 4%	14 5%	22 6%	16 5%	10 3%	9 3%	18 4%	25 4%	35 6%	19 4%	11 2%	9 5%	2 3%	8 4%	9 5%	6 3%	4 3%	2 2%	10 5%	22 8%	11 4%	2 1%	4 7%	13 5%	44 5%
101-200	220 10%	112 11%	109 10%	36 14%	38 11%	28 8%	40 10%	33 10%	47 10%	74 13%	69 12%	44 10%	33 7%	26 14%	4 5%	31 14%	22 12%	22 12%	10 7%	8 8%	23 11%	17 6%	30 10%	16 9%	10 16%	34 12%	102 11%
201-300	285 13%	127 12%	157 15%	35 14%	31 9%	63 18%	58 15%	47 15%	51 11%	84 15%	92 16%	58 13%	51 10%	22 12%	14 16%	46 20%	29 16%	25 13%	15 11%	12 12%	30 15%	30 11%	32 11%	20 11%	8 13%	51 18%	120 13%
301-400	158 7%	69 7%	89 8%	20 8%	27 7%	22 6%	23 6%	27 9%	39 8%	47 8%	37 6%	40 9%	34 7%	15 8%	13 16%	8 4%	11 6%	17 9%	11 8%	10 10%	7 4%	14 5%	29 10%	13 7%	8 14%	27 10%	59 7%
401-500	75 4%	31 3%	43 4%	9 4%	15 4%	18 5%	10 3%	4 1%	18 4%	21 4%	27 5%	16 3%	11 2%	8 4%	5 6%	8 3%	4 2%	2 1%	6 4%	5 5%	10 5%	14 5%	4 1%	9 5%	1 1%	9 3%	35 4%
501-600	23 1%	11 1%	12 1%	3 1%	6 2%	5 1%	6 2%	2 1%	1 *	8 1%	8 1%	1 *	6 1%	2 1%	1 1%	- -	2 1%	6 3%	- -	* *	3 1%	3 1%	4 1%	2 1%	1 2%	5 2%	10 1%
601-700	4 *	4 *	- -	1 *	- -	1 *	1 *	1 *	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	1 *	- -	- -	3 *
701-800	18 1%	5 *	13 1%	3 1%	2 1%	1 *	1 *	9 3%	1 *	6 1%	5 1%	3 1%	4 1%	3 2%	- -	3 1%	1 *	- -	1 1%	- -	1 *	5 2%	2 1%	1 1%	2 4%	2 1%	9 1%
801-900	4 *	- -	4 *	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	2 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	2 1%	1 *	- -	- -	- -	3 *
901-1000	6 *	2 *	5 *	- -	2 *	1 *	1 *	3 1%	- -	1 *	- -	- -	5 1%	1 *	2 2%	- -	- -	2 1%	- -	1 1%	1 *	- -	- -	- -	- -	2 1%	- -
1001+	5 *	3 *	3 *	1 *	- -	2 *	- -	1 *	2 *	3 *	- -	1 *	2 *	- -	- -	1 1%	1 1%	2 1%	- -	- -	- -	- -	- -	2 1%	- -	1 *	3 *
Don't know	1229 58%	631 61%	598 55%	130 52%	213 60%	198 56%	226 60%	177 56%	285 62%	295 52%	312 53%	277 60%	345 69%	99 53%	42 52%	121 54%	106 57%	101 55%	95 66%	64 62%	120 58%	160 60%	174 61%	119 65%	26 43%	135 48%	514 57%
Mean	299.36	286.70	310.04	294.89	288.30	313.07	286.36	334.03	283.28	299.12	279.30	291.30	343.96	289.67	349.48	275.56	280.86	332.29	299.14	325.10	275.32	300.10	284.38	343.70	294.35	308.18	295.87
Standard deviation	188.20	181.85	192.94	177.33	187.80	220.98	149.96	221.85	161.08	195.27	155.06	168.08	238.36	176.92	182.16	161.15	214.89	223.09	148.87	160.75	164.92	198.60	159.40	253.25	172.82	207.38	187.58

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Absolutes/col percents

Table 3

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Pint of lager (568ml)**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Standard error	6.41	8.88	9.16	17.56	16.60	17.53	12.01	18.82	12.04	11.37	9.47	15.34	17.77	19.90	28.80	16.28	24.49	23.01	21.49	24.51	18.79	21.42	14.55	29.44	33.26	18.26	9.82

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 4

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Double vodka and soda (50 ml of vodka)**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Up to 100	269 13%	116 11%	154 14%	52 21%	61 17%	53 15%	35 9%	29 9%	40 9%	84 15%	101 17%	42 9%	43 9%	23 12%	8 10%	40 17%	34 18%	26 14%	11 8%	9 9%	26 13%	29 11%	40 14%	19 10%	4 7%	44 16%	136 15%
101-200	275 13%	114 11%	160 15%	32 13%	32 9%	47 13%	55 15%	58 18%	51 11%	96 17%	87 15%	50 11%	42 8%	39 21%	19 23%	30 13%	20 11%	23 12%	17 12%	11 11%	26 13%	23 9%	36 13%	17 9%	14 23%	51 18%	110 12%
201-300	170 8%	87 8%	83 8%	24 10%	22 6%	26 7%	25 7%	22 7%	52 11%	45 8%	45 8%	49 11%	30 6%	15 8%	7 8%	17 8%	16 9%	19 10%	3 2%	12 12%	22 11%	21 8%	18 6%	13 7%	7 11%	16 6%	76 8%
301-400	59 3%	26 2%	33 3%	2 1%	18 5%	7 2%	10 3%	8 3%	13 3%	14 3%	16 3%	18 4%	10 2%	2 1%	5 6%	2 1%	3 2%	4 2%	6 4%	3 3%	4 2%	11 4%	8 3%	7 4%	3 5%	12 4%	22 2%
401-500	41 2%	24 2%	17 2%	4 2%	2 1%	11 3%	11 3%	5 1%	8 2%	14 2%	11 2%	4 1%	12 2%	2 1%	2 3%	3 2%	-	6 3%	5 4%	1 1%	3 2%	6 2%	4 1%	3 2%	6 9%	4 1%	21 2%
501-600	14 1%	2 *	12 1%	1 *	4 1%	3 1%	* 1%	3 1%	3 1%	4 1%	5 1%	3 1%	3 1%	1 *	-	2 1%	4 2%	1 1%	-	-	2 1%	1 *	-	4 2%	-	2 1%	1 *
601-700	8 *	7 1%	1 *	-	-	2 1%	3 1%	-	3 1%	2 *	-	3 1%	3 1%	4 2%	-	2 1%	-	-	-	-	-	2 1%	-	-	-	1 *	4 *
701-800	7 *	3 *	5 *	-	3 1%	-	2 *	3 1%	-	4 1%	2 *	-	1 *	-	-	4 2%	-	1 1%	-	-	-	2 1%	-	-	-	4 1%	3 *
801-900	2 *	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	1 *	-	-	-	2 *
901-1000	5 *	1 *	5 *	-	-	2 1%	-	1 *	2 *	2 *	-	1 *	1 *	-	-	-	-	2 1%	-	-	1 *	2 1%	-	-	1 1%	1 *	5 *
1001+	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Don't know	1266 60%	657 63%	609 56%	135 54%	213 60%	206 58%	237 63%	185 59%	291 63%	300 53%	319 54%	291 63%	356 71%	100 54%	41 49%	124 55%	109 59%	103 56%	101 70%	67 65%	121 59%	170 64%	181 63%	122 66%	27 44%	147 52%	526 58%
Mean	212.44	218.99	207.15	166.35	220.58	208.84	218.99	219.73	229.35	207.51	194.66	224.71	239.56	196.94	213.65	209.87	172.27	225.35	216.70	201.27	235.66	247.29	170.29	234.29	255.99	205.21	205.79
Standard deviation	210.91	257.09	164.44	136.29	369.09	177.15	156.74	166.51	157.98	169.43	279.05	157.86	184.85	150.19	122.45	188.77	139.01	183.77	148.21	104.08	449.33	211.86	133.38	150.14	180.26	173.07	173.52

**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 4

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Double vodka and soda (50 ml of vodka)**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Standard error	7.39	13.05	7.96	13.63	32.88	14.51	13.11	14.60	12.23	10.04	17.37	15.19	14.43	17.01	19.36	19.79	16.16	19.26	23.15	16.88	51.54	23.84	12.66	17.95	35.35	15.93	9.26

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 5

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Cosmopolitan cocktail**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Up to 100	94 4%	49 5%	45 4%	21 8%	26 7%	21 6%	8 2%	5 2%	12 3%	26 5%	39 7%	12 3%	17 3%	9 5%	1 2%	9 4%	6 3%	11 6%	2 1%	4 4%	8 4%	23 9%	15 5%	1 1%	5 8%	15 5%	48 5%
101-200	165 8%	84 8%	81 8%	34 14%	27 8%	30 8%	37 10%	21 7%	15 3%	50 9%	54 9%	32 7%	30 6%	14 7%	8 10%	20 9%	15 8%	18 10%	9 6%	5 5%	23 11%	10 4%	24 8%	13 7%	6 10%	27 10%	79 9%
201-300	190 9%	76 7%	114 11%	30 12%	33 9%	23 7%	31 8%	29 9%	44 10%	72 13%	68 12%	29 6%	21 4%	25 14%	7 8%	29 13%	19 10%	14 8%	8 6%	10 9%	20 10%	26 10%	16 6%	8 4%	8 12%	35 12%	84 9%
301-400	114 5%	46 4%	68 6%	15 6%	22 6%	18 5%	17 4%	26 8%	17 4%	32 6%	31 5%	31 7%	19 4%	9 5%	8 9%	15 7%	12 6%	10 5%	8 5%	3 3%	8 4%	9 3%	18 6%	11 6%	5 8%	21 8%	43 5%
401-500	68 3%	26 3%	42 4%	7 3%	19 5%	12 3%	10 3%	9 3%	12 3%	22 4%	18 3%	20 4%	9 2%	9 5%	5 6%	2 1%	4 2%	5 3%	4 3%	4 4%	6 3%	8 3%	10 4%	8 4%	3 5%	9 3%	29 3%
501-600	29 1%	18 2%	11 1%	5 2%	7 2%	11 3%	3 1%	3 1%	-	5 1%	9 2%	5 1%	9 2%	2 1%	2 2%	3 1%	1 1%	8 4%	1 *	-	3 1%	2 1%	5 2%	4 2%	-	4 2%	18 2%
601-700	15 1%	8 1%	7 1%	-	1 *	2 1%	8 2%	2 1%	3 1%	5 1%	5 1%	2 *	3 1%	* 1%	-	2 1%	2 1%	3 1%	-	1 1%	-	1 *	-	2 1%	4 7%	4 1%	11 1%
701-800	12 1%	3 *	9 1%	1 *	2 1%	4 1%	1 *	4 1%	-	4 1%	4 1%	1 *	3 1%	2 1%	2 2%	4 2%	-	* *	-	-	2 1%	-	2 1%	-	-	2 1%	6 1%
801-900	1 *	1 *	* *	* *	-	-	-	1 *	-	* *	-	-	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	* *
901-1000	7 *	5 *	3 *	-	1 *	3 1%	3 1%	1 *	-	5 1%	1 *	1 *	1 *	1 *	-	-	-	-	-	-	1 1%	4 1%	-	1 *	1 1%	4 1%	3 *
1001+	7 *	4 *	2 *	1 *	1 *	1 *	1 *	1 *	3 1%	1 *	-	3 1%	3 1%	3 2%	-	1 *	-	1 *	-	-	-	2 1%	-	1 *	-	-	2 *
Don't know	1414 67%	717 69%	697 65%	138 55%	219 61%	232 65%	259 69%	211 67%	355 77%	343 61%	358 61%	325 71%	387 77%	112 61%	50 60%	140 62%	126 68%	114 62%	113 78%	77 75%	135 66%	182 68%	199 69%	136 73%	30 49%	159 57%	581 64%
Mean	307.90	311.15	305.18	258.02	284.87	325.82	322.07	350.28	313.09	309.53	272.97	329.81	348.07	332.68	341.55	301.76	280.72	319.50	290.02	286.50	284.44	297.76	282.70	374.96	339.48	310.80	302.44
Standard deviation	212.22	229.03	197.29	206.57	194.43	245.14	213.35	199.41	200.53	194.84	176.29	209.18	290.59	251.29	176.04	236.74	150.07	211.93	131.90	141.11	191.30	264.25	165.25	250.84	224.43	206.44	201.02



**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 5

**Q.1 Approximately how many calories do you think are in each of the following alcoholic drinks?**

**Cosmopolitan cocktail**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Standard error	8.20	12.76	10.58	21.08	17.82	22.10	19.48	19.55	19.30	12.76	11.97	22.30	25.29	31.41	30.64	26.98	19.06	24.31	24.08	26.20	23.91	32.53	17.04	34.79	46.80	19.87	11.64

**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 6

**Q.2 To what extent do you support or oppose each of the following measures which may be introduced to alcohol packaging in future?**

**Summary****Base: All respondents**

	Measures			
	Clearer labelling of the number of units of alcohol	Large text warnings on alcohol labels describing the health implications of drinking alcohol	Graphic images of the damage to organs that can be caused by drinking alcohol	Clear labelling of the calorie content of the alcohol
Unweighted base	2117	2117	2117	2117
Weighted base	2117	2117	2117	2117
NET: Support	1632 77%	1205 57%	893 42%	1428 67%
Strongly support (+2)	1090 51%	626 30%	442 21%	824 39%
Slightly support (+1)	542 26%	579 27%	452 21%	604 29%
Neither support nor oppose (0)	424 20%	637 30%	638 30%	614 29%
Slightly oppose (-1)	38 2%	176 8%	333 16%	46 2%
Strongly oppose (-2)	23 1%	99 5%	252 12%	29 1%
NET: Oppose	61 3%	275 13%	585 28%	76 4%
Mean	1.25	0.69	0.24	1.01
Standard deviation	0.91	1.12	1.28	0.94
Standard error	0.02	0.02	0.03	0.02

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 7

**Q.2 To what extent do you support or oppose each of the following measures which may be introduced to alcohol packaging in future?**

**Clearer labelling of the number of units of alcohol**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Support	1632 77%	749 72%	883 82%	160 63%	243 68%	275 77%	296 78%	264 84%	395 86%	468 83%	437 75%	342 74%	385 76%	142 77%	63 76%	186 82%	142 77%	140 75%	120 83%	80 78%	144 70%	194 73%	224 78%	148 80%	50 81%	213 76%	660 73%
Strongly support	(+2) 1090 51%	448 43%	642 59%	98 39%	151 42%	166 47%	195 52%	184 58%	296 64%	312 55%	296 50%	227 49%	254 51%	100 54%	35 43%	136 60%	90 48%	88 48%	85 59%	47 46%	95 46%	119 45%	159 55%	97 53%	39 63%	138 49%	416 46%
Slightly support	(+1) 542 26%	301 29%	241 22%	62 25%	92 26%	109 31%	100 27%	81 26%	99 21%	156 28%	142 24%	115 25%	130 26%	42 23%	27 33%	51 22%	52 28%	52 28%	35 24%	33 32%	50 24%	75 28%	65 23%	50 27%	11 18%	76 27%	245 27%
Neither support nor oppose	(0) 424 20%	249 24%	175 16%	84 34%	97 27%	75 21%	69 18%	43 14%	57 12%	85 15%	121 21%	107 23%	111 22%	36 20%	16 19%	29 13%	42 23%	43 23%	23 16%	20 19%	58 28%	64 24%	53 18%	32 17%	9 15%	61 22%	213 24%
Slightly oppose	(-1) 38 2%	20 2%	18 2%	7 3%	9 3%	6 2%	9 2%	3 1%	4 1%	11 2%	17 3%	6 1%	4 1%	2 1%	- 3%	7 3%	- -	3 2%	1 1%	3 3%	1 *	9 3%	7 3%	3 2%	2 3%	5 2%	23 3%
Strongly oppose	(-2) 23 1%	19 2%	4 *	* *	8 2%	1 *	4 1%	4 1%	6 1%	3 *	11 2%	6 1%	3 1%	5 3%	4 4%	3 1%	1 1%	- -	- -	- -	3 1%	1 *	4 1%	2 1%	1 1%	2 1%	9 1%
NET: Oppose	61 3%	39 4%	22 2%	8 3%	17 5%	7 2%	13 3%	7 2%	10 2%	14 2%	28 5%	12 3%	7 1%	7 4%	4 4%	11 5%	1 1%	3 2%	1 1%	3 3%	3 2%	9 4%	11 4%	5 3%	2 4%	6 2%	32 4%
Mean	1.25	1.10	1.39	0.99	1.04	1.22	1.26	1.39	1.46	1.35	1.18	1.20	1.25	1.24	1.10	1.36	1.24	1.21	1.41	1.20	1.13	1.14	1.28	1.29	1.39	1.22	1.14
Standard deviation	0.91	0.95	0.84	0.93	0.99	0.85	0.91	0.86	0.83	0.84	0.98	0.92	0.87	0.98	1.01	0.93	0.85	0.85	0.78	0.86	0.93	0.91	0.94	0.88	0.94	0.88	0.93
Standard error	0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.07	0.11	0.06	0.06	0.06	0.07	0.08	0.07	0.06	0.05	0.06	0.13	0.05	0.03

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 8

**Q.2 To what extent do you support or oppose each of the following measures which may be introduced to alcohol packaging in future?**

**Large text warnings on alcohol labels describing the health implications of drinking alcohol**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849	
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905	
NET: Support	1205	547	658	115	189	200	219	191	292	347	325	248	285	97	46	146	104	103	92	63	117	142	164	92	39	155	495	
	57%	53%	61%	46%	53%	56%	58%	61%	63%	61%	55%	54%	57%	52%	56%	65%	56%	56%	64%	62%	57%	53%	57%	50%	64%	55%	55%	
Strongly support	(+2)	626	276	351	57	90	95	117	104	165	170	162	136	158	40	21	78	58	60	53	23	64	75	87	49	20	81	245
		30%	27%	32%	23%	25%	27%	31%	33%	36%	30%	28%	29%	31%	22%	25%	35%	31%	32%	37%	22%	31%	28%	30%	26%	32%	29%	27%
Slightly support	(+1)	579	271	307	58	100	106	101	87	127	177	163	112	127	57	25	68	46	43	39	40	54	67	77	43	20	74	250
		27%	26%	28%	23%	28%	30%	27%	28%	28%	31%	28%	24%	25%	31%	31%	30%	25%	23%	27%	39%	26%	25%	27%	23%	32%	26%	28%
Neither support nor oppose	(0)	637	320	317	94	129	104	113	86	110	133	170	172	161	63	25	53	56	63	37	28	61	92	84	61	16	86	288
		30%	31%	29%	38%	36%	29%	30%	27%	24%	24%	29%	37%	32%	34%	30%	23%	30%	34%	26%	27%	30%	34%	29%	33%	26%	31%	32%
Slightly oppose	(-1)	176	100	77	34	24	39	28	17	34	57	61	23	35	15	9	19	16	11	12	9	14	20	27	18	5	30	78
		8%	10%	7%	14%	7%	11%	7%	5%	7%	10%	10%	5%	7%	8%	11%	9%	8%	6%	8%	9%	7%	7%	10%	10%	9%	11%	9%
Strongly oppose	(-2)	99	71	28	9	14	13	18	20	26	29	31	18	21	10	2	8	10	8	3	2	13	14	13	14	1	10	44
		5%	7%	3%	3%	4%	4%	5%	6%	6%	5%	5%	4%	4%	5%	3%	3%	6%	5%	2%	2%	6%	5%	4%	8%	1%	3%	5%
NET: Oppose		275	171	105	43	38	53	45	37	59	86	92	41	56	25	12	27	26	19	15	12	27	33	40	32	6	39	121
		13%	16%	10%	17%	11%	15%	12%	12%	13%	15%	16%	9%	11%	14%	14%	12%	14%	11%	10%	11%	13%	12%	14%	17%	10%	14%	13%
Mean	0.69	0.56	0.81	0.48	0.64	0.64	0.72	0.76	0.81	0.71	0.62	0.71	0.73	0.55	0.64	0.84	0.68	0.73	0.89	0.70	0.68	0.64	0.69	0.51	0.84	0.67	0.64	
Standard deviation	1.12	1.18	1.05	1.09	1.05	1.10	1.12	1.16	1.16	1.15	1.15	1.06	1.10	1.09	1.06	1.10	1.16	1.11	1.07	0.99	1.17	1.12	1.13	1.20	1.03	1.10	1.11	
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.12	0.07	0.09	0.07	0.09	0.09	0.08	0.07	0.06	0.09	0.15	0.07	0.04	

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 9

**Q.2 To what extent do you support or oppose each of the following measures which may be introduced to alcohol packaging in future?**

**Graphic images of the damage to organs that can be caused by drinking alcohol**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Support	893 42%	408 39%	486 45%	88 35%	152 43%	133 37%	159 42%	143 45%	218 47%	250 44%	229 39%	192 42%	222 44%	68 37%	35 42%	106 47%	83 45%	88 48%	60 41%	50 49%	82 40%	112 42%	118 41%	66 36%	26 41%	130 46%	343 38%
Strongly support	(+2) 442 21%	195 19%	247 23%	30 12%	63 18%	76 21%	88 23%	70 22%	115 25%	109 19%	113 19%	100 22%	119 24%	29 16%	16 19%	61 27%	38 20%	44 24%	28 19%	20 20%	44 21%	58 22%	61 21%	31 17%	13 21%	65 23%	159 18%
Slightly support	(+1) 452 21%	213 21%	239 22%	58 23%	89 25%	57 16%	71 19%	73 23%	103 22%	141 25%	117 20%	92 20%	103 20%	39 21%	19 23%	45 20%	45 24%	44 24%	32 22%	30 29%	38 19%	55 21%	57 20%	34 19%	13 20%	65 23%	183 20%
Neither support nor oppose	(0) 638 30%	321 31%	317 29%	97 38%	111 31%	113 32%	120 32%	76 24%	122 26%	145 26%	171 29%	163 35%	159 32%	67 36%	22 27%	59 26%	57 31%	49 26%	45 32%	22 21%	72 35%	82 31%	85 30%	63 34%	15 24%	75 27%	293 32%
Slightly oppose	(-1) 333 16%	165 16%	168 16%	41 16%	56 16%	66 19%	50 13%	55 18%	65 14%	91 16%	106 18%	64 14%	71 14%	25 14%	16 19%	37 17%	33 18%	28 15%	26 18%	19 18%	26 13%	43 16%	45 16%	22 12%	13 21%	40 14%	164 18%
Strongly oppose	(-2) 252 12%	143 14%	109 10%	27 11%	37 10%	44 12%	48 13%	40 13%	56 12%	80 14%	80 14%	41 9%	51 10%	25 14%	10 12%	24 11%	11 6%	20 11%	13 9%	12 12%	25 12%	30 11%	39 14%	34 18%	9 14%	35 13%	105 12%
NET: Oppose	585 28%	308 30%	277 26%	67 27%	93 26%	110 31%	98 26%	95 30%	121 26%	171 30%	187 32%	106 23%	122 24%	50 27%	25 31%	61 27%	45 24%	48 26%	39 27%	31 30%	52 25%	73 27%	84 29%	56 30%	22 35%	75 27%	269 30%
Mean	0.24	0.15	0.32	0.09	0.24	0.15	0.27	0.25	0.34	0.19	0.13	0.32	0.34	0.11	0.19	0.36	0.35	0.35	0.25	0.27	0.23	0.25	0.19	0.04	0.13	0.30	0.14
Standard deviation	1.28	1.28	1.26	1.14	1.22	1.29	1.30	1.32	1.32	1.31	1.30	1.21	1.26	1.23	1.28	1.32	1.17	1.28	1.22	1.29	1.27	1.27	1.31	1.31	1.36	1.31	1.24
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.07	0.05	0.09	0.14	0.09	0.09	0.09	0.10	0.12	0.09	0.08	0.07	0.09	0.19	0.08	0.04

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 10

**Q.2 To what extent do you support or oppose each of the following measures which may be introduced to alcohol packaging in future?**

**Clear labelling of the calorie content of the alcohol**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849	
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905	
NET: Support	1428	637	791	158	208	245	236	224	357	404	397	303	324	116	58	167	128	125	102	73	126	173	193	124	44	198	563	
	67%	61%	73%	63%	58%	69%	62%	71%	77%	71%	68%	66%	64%	62%	71%	74%	69%	68%	71%	71%	61%	65%	67%	67%	72%	71%	62%	
Strongly support	(+2)	824	347	477	86	112	133	140	138	215	232	174	187	60	37	101	74	62	61	48	71	100	105	72	34	104	328	
		39%	33%	44%	34%	31%	37%	37%	44%	47%	41%	40%	38%	37%	32%	45%	45%	40%	34%	42%	46%	34%	37%	36%	39%	54%	37%	36%
Slightly support	(+1)	604	290	314	72	96	112	96	87	141	173	165	129	56	21	65	54	63	41	26	55	73	88	52	11	94	235	
		29%	28%	29%	29%	27%	32%	25%	28%	31%	31%	28%	28%	30%	26%	29%	29%	34%	28%	25%	27%	27%	31%	28%	18%	33%	26%	
Neither support nor oppose	(0)	614	345	268	85	131	100	127	79	92	142	161	145	63	21	47	53	55	38	27	73	85	84	55	13	76	297	
		29%	33%	25%	34%	37%	28%	34%	25%	20%	25%	27%	32%	33%	34%	26%	29%	30%	26%	26%	36%	32%	29%	30%	21%	27%	33%	
Slightly oppose	(-1)	46	32	15	8	10	8	8	10	4	12	16	10	8	*	2	9	4	2	3	4	6	8	1	3	3	32	
		2%	3%	1%	3%	3%	2%	2%	3%	1%	2%	3%	2%	2%	*	3%	4%	2%	2%	3%	2%	2%	3%	1%	6%	1%	4%	
Strongly oppose	(-2)	29	24	5	1	8	4	7	2	8	7	13	3	6	1	4	1	1	2	-	2	3	4	4	1	3	13	
		1%	2%	*	*	2%	1%	2%	1%	2%	1%	2%	1%	3%	1%	2%	*	1%	2%	-	1%	1%	1%	2%	1%	1%	1%	
NET: Oppose		76	55	20	9	18	11	15	12	12	19	29	13	6	3	13	4	5	5	3	7	9	11	5	4	6	45	
		4%	5%	2%	3%	5%	3%	4%	4%	3%	3%	5%	3%	3%	3%	6%	2%	3%	3%	3%	3%	3%	4%	3%	7%	2%	5%	
Mean	1.01	0.87	1.15	0.94	0.83	1.02	0.94	1.11	1.20	1.08	1.00	1.00	0.97	0.88	1.12	1.11	1.06	0.98	1.08	1.15	0.91	0.97	0.98	1.01	1.18	1.04	0.92	
Standard deviation	0.94	0.99	0.88	0.91	0.98	0.91	0.98	0.93	0.91	0.93	0.99	0.92	0.94	0.97	0.94	0.99	0.89	0.88	0.95	0.90	0.94	0.94	0.96	1.05	0.89	0.98		
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.07	0.10	0.07	0.07	0.06	0.08	0.09	0.07	0.06	0.05	0.07	0.15	0.06	0.03	

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 11  
Gender  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Male	1037	1037	-	125	166	195	180	146	225	299	272	233	233	89	39	112	91	90	67	45	99	124	158	90	35	122	519
	49%	100%	-	50%	46%	55%	48%	47%	49%	53%	46%	51%	46%	48%	47%	49%	49%	48%	47%	43%	48%	46%	55%	49%	56%	43%	57%
Female	1080	-	1080	126	191	162	197	168	236	267	315	228	270	96	44	115	94	95	77	58	107	143	129	95	27	159	386
	51%	-	100%	50%	54%	45%	52%	53%	51%	47%	54%	49%	54%	52%	53%	51%	52%	53%	57%	52%	54%	45%	51%	44%	57%	43%	

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 12  
Age  
Base: All respondents

	Gender			Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
18-24	252	125	126	252	-	-	-	-	-	45	100	45	62	24	7	30	30	16	18	7	25	46	29	18	3	35	112
	12%	12%	12%	100%	-	-	-	-	-	8%	17%	10%	12%	13%	8%	13%	16%	9%	12%	7%	12%	17%	10%	10%	5%	13%	12%
25-34	356	166	191	-	356	-	-	-	-	100	96	87	74	47	13	29	30	41	15	32	26	55	40	25	2	71	194
	17%	16%	18%	-	100%	-	-	-	-	18%	16%	19%	15%	26%	15%	13%	16%	22%	11%	31%	13%	21%	14%	14%	4%	25%	21%
35-44	356	195	162	-	-	356	-	-	-	89	99	81	87	29	13	52	24	32	22	16	34	51	43	31	9	60	221
	17%	19%	15%	-	-	100%	-	-	-	16%	17%	18%	17%	16%	16%	23%	13%	18%	15%	15%	17%	19%	15%	17%	14%	21%	24%
45-54	377	180	197	-	-	-	377	-	-	85	101	86	105	28	17	33	37	31	30	16	37	37	55	33	24	67	202
	18%	17%	18%	-	-	-	100%	-	-	15%	17%	19%	21%	15%	20%	15%	20%	17%	21%	16%	18%	14%	19%	18%	38%	24%	22%
55-64	314	146	168	-	-	-	-	314	-	75	79	76	85	16	16	31	37	27	21	16	29	30	46	32	14	40	124
	15%	14%	16%	-	-	-	-	100%	-	13%	13%	17%	17%	9%	20%	14%	20%	15%	15%	14%	11%	16%	17%	22%	14%	14%	
65+	461	225	236	-	-	-	-	-	461	172	113	86	91	41	17	52	27	38	38	16	55	48	75	46	10	9	52
	22%	22%	22%	-	-	-	-	-	100%	30%	19%	19%	18%	22%	21%	23%	15%	20%	26%	15%	27%	18%	26%	25%	16%	3%	6%
Average age	47.26	47.18	47.34	21.84	29.94	39.87	49.86	59.14	70.01	50.03	45.19	46.98	46.81	44.89	48.66	47.12	45.28	46.87	48.89	44.72	48.97	43.84	49.52	49.47	52.41	41.23	41.85



## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 13  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
AB	566	299	267	45	100	89	85	75	172	566	-	-	-	47	12	57	38	56	34	27	51	85	89	50	20	91	237
	27%	29%	25%	18%	28%	25%	23%	24%	37%	100%	-	-	-	25%	15%	25%	20%	30%	24%	26%	25%	32%	31%	27%	32%	33%	26%
C1	587	272	315	100	96	99	101	79	113	-	587	-	-	65	24	63	42	54	34	24	53	91	65	55	17	94	272
	28%	26%	29%	40%	27%	28%	27%	25%	24%	-	100%	-	-	35%	30%	28%	23%	29%	24%	24%	26%	34%	22%	30%	27%	33%	30%
C2	461	233	228	45	87	81	86	76	86	-	-	461	-	44	19	47	68	30	20	29	38	59	63	31	12	55	234
	22%	22%	21%	18%	24%	23%	23%	24%	19%	-	-	100%	-	24%	24%	21%	37%	16%	14%	28%	19%	22%	22%	17%	19%	19%	26%
DE	503	233	270	62	74	87	105	85	91	-	-	-	503	29	26	59	37	45	55	23	62	33	71	48	14	41	162
	24%	22%	25%	25%	21%	24%	28%	27%	20%	-	-	-	100%	16%	32%	26%	20%	25%	38%	22%	30%	12%	25%	26%	22%	15%	18%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 14  
GO Region  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Scotland	185	89	96	24	47	29	28	16	41	47	65	44	29	185	-	-	-	-	-	-	-	-	-	-	-	26	71
	9%	9%	9%	10%	13%	8%	7%	5%	9%	8%	11%	10%	6%	100%	-	-	-	-	-	-	-	-	-	-	-	9%	8%
North East	82	39	44	7	13	13	17	16	17	12	24	19	26	-	82	-	-	-	-	-	-	-	-	-	-	13	21
	4%	4%	4%	3%	4%	4%	4%	5%	4%	2%	4%	4%	5%	-	100%	-	-	-	-	-	-	-	-	-	-	5%	2%
North West	226	112	115	30	29	52	33	31	52	57	63	47	59	-	-	226	-	-	-	-	-	-	-	-	-	22	113
	11%	11%	11%	12%	8%	15%	9%	10%	11%	10%	11%	10%	12%	-	-	100%	-	-	-	-	-	-	-	-	-	8%	13%
Yorkshire & Humberside	185	91	94	30	30	24	37	37	27	38	42	68	37	-	-	-	185	-	-	-	-	-	-	-	-	33	89
	9%	9%	9%	12%	9%	7%	10%	12%	6%	7%	7%	15%	7%	-	-	-	100%	-	-	-	-	-	-	-	-	12%	10%
West Midlands	185	90	95	16	41	32	31	27	38	56	54	30	45	-	-	-	-	185	-	-	-	-	-	-	-	29	76
	9%	9%	9%	6%	12%	9%	8%	9%	8%	10%	9%	7%	9%	-	-	-	100%	-	-	-	-	-	-	-	-	10%	8%
East Midlands	144	67	77	18	15	22	30	21	38	34	34	20	55	-	-	-	-	-	144	-	-	-	-	-	-	22	51
	7%	6%	7%	7%	4%	6%	8%	7%	8%	6%	6%	4%	11%	-	-	-	-	-	100%	-	-	-	-	-	-	8%	6%
Wales	103	45	58	7	32	16	16	16	16	27	24	29	23	-	-	-	-	-	-	103	-	-	-	-	-	26	40
	5%	4%	5%	3%	9%	4%	4%	5%	3%	5%	4%	6%	5%	-	-	-	-	-	-	100%	-	-	-	-	-	9%	4%
Eastern	206	99	107	25	26	34	37	29	55	51	53	38	62	-	-	-	-	-	-	-	206	-	-	-	-	18	89
	10%	10%	10%	10%	7%	10%	10%	9%	12%	9%	9%	8%	12%	-	-	-	-	-	-	-	100%	-	-	-	-	6%	10%
London	267	124	143	46	55	51	37	30	48	85	91	59	33	-	-	-	-	-	-	-	-	267	-	-	-	37	136
	13%	12%	13%	18%	15%	14%	10%	10%	10%	15%	15%	13%	7%	-	-	-	-	-	-	-	-	100%	-	-	-	13%	15%
South East	288	158	129	29	40	43	55	46	75	89	65	63	71	-	-	-	-	-	-	-	-	-	288	-	-	20	126
	14%	15%	12%	11%	11%	12%	15%	15%	16%	16%	11%	14%	14%	-	-	-	-	-	-	-	-	-	100%	-	-	7%	14%
South West	185	90	95	18	25	31	33	32	46	50	55	31	48	-	-	-	-	-	-	-	-	-	-	185	-	27	65
	9%	9%	9%	7%	7%	9%	9%	10%	10%	9%	9%	7%	10%	-	-	-	-	-	-	-	-	-	-	100%	-	10%	7%
Northern Ireland	62	35	27	3	2	9	24	14	10	20	17	12	14	-	-	-	-	-	-	-	-	-	-	-	62	7	29
	3%	3%	2%	1%	1%	2%	6%	4%	2%	3%	3%	3%	3%	-	-	-	-	-	-	-	-	-	-	100%	2%	3%	

**Alcohol Labelling Survey**  
**ONLINE Fieldwork: 10th-12th October 2014**

Absolutes/col percents

Table 15  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Yes	1291	627	664	152	229	211	188	191	320	421	374	296	201	119	39	146	120	102	78	52	130	188	173	105	39	186	590
	61%	60%	62%	60%	64%	59%	50%	61%	70%	74%	64%	64%	40%	64%	47%	65%	65%	55%	54%	51%	63%	70%	60%	57%	63%	66%	65%
No	826	410	415	99	128	145	189	124	140	145	212	166	302	66	43	80	65	83	66	50	75	79	115	80	23	94	315
	39%	40%	38%	40%	36%	41%	50%	39%	30%	26%	36%	36%	60%	36%	53%	35%	35%	45%	46%	49%	37%	30%	40%	43%	37%	34%	35%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 16  
Tenure  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Homeowners	1376	671	705	108	175	232	252	222	386	445	401	308	223	107	50	159	118	126	104	68	137	152	195	119	41	196	589
	65%	65%	65%	43%	49%	65%	67%	71%	84%	79%	68%	67%	44%	58%	61%	70%	64%	68%	72%	66%	66%	57%	68%	64%	66%	70%	65%
Owned outright - without mortgage	699	346	353	50	52	58	87	130	321	236	212	140	111	51	25	87	62	49	41	30	85	79	105	67	16	65	216
	33%	33%	33%	20%	15%	16%	23%	41%	70%	42%	36%	30%	22%	27%	31%	39%	34%	27%	28%	29%	41%	30%	37%	36%	26%	23%	24%
Owned with a mortgage or loan	678	326	352	58	122	174	166	92	65	209	189	168	112	57	25	72	56	77	63	38	52	73	89	52	25	131	372
	32%	31%	33%	23%	34%	49%	44%	29%	14%	37%	32%	36%	22%	31%	31%	32%	30%	41%	44%	37%	25%	27%	31%	28%	40%	47%	41%
NET: Renters	710	348	361	135	171	119	120	91	74	111	181	151	266	75	31	64	64	55	39	33	65	113	89	62	21	83	303
	34%	34%	33%	54%	48%	33%	32%	29%	16%	20%	31%	33%	53%	40%	37%	28%	35%	30%	27%	32%	32%	42%	31%	33%	34%	30%	33%
Rented from the council	296	153	143	46	65	39	62	50	34	36	66	72	123	46	16	21	27	25	18	20	19	55	33	12	5	34	117
	14%	15%	13%	18%	18%	11%	17%	16%	7%	6%	11%	16%	24%	25%	19%	9%	14%	13%	13%	20%	9%	20%	11%	7%	8%	12%	13%
Rented from a housing association	126	54	72	17	24	27	24	19	14	9	27	24	66	12	4	14	6	10	7	2	18	15	19	13	6	14	40
	6%	5%	7%	7%	7%	8%	6%	6%	3%	2%	5%	5%	13%	6%	5%	6%	3%	6%	5%	2%	9%	6%	7%	7%	10%	5%	4%
Rented from someone else	287	141	147	72	81	53	33	22	26	66	88	55	77	17	11	29	32	20	13	11	29	44	37	37	10	35	146
	14%	14%	14%	29%	23%	15%	9%	7%	6%	12%	15%	12%	15%	9%	13%	13%	17%	11%	9%	10%	14%	16%	13%	20%	16%	12%	16%
Rent free	31	18	13	8	11	5	5	1	*	10	5	3	14	3	1	3	2	4	1	2	4	2	4	4	-	2	13
	1%	2%	1%	3%	3%	1%	1%	*	*	2%	1%	1%	3%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	-	1%	1%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 17  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
No formal education	18 1%	11 1%	7 1%	1 *	4 1%	4 1%	3 1%	2 1%	4 1%	1 *	5 1%	2 *	11 2%	1 *	2 3%	1 1%	1 1%	1 1%	2 2%	-	1 *	4 1%	2 1%	2 1%	1 2%	2 1%	6 1%
Primary	9 *	6 1%	3 *	1 *	2 1%	3 1%	1 *	1 *	1 *	1 *	1 *	2 *	6 1%	-	2 2%	2 1%	1 1%	-	-	-	1 1%	-	3 1%	-	1 1%	-	4 *
Secondary school, high school, NVQ levels 1 to 3, etc.	1096 52%	510 49%	586 54%	96 38%	128 36%	180 51%	242 64%	194 62%	256 55%	172 30%	275 47%	307 67%	342 68%	79 43%	51 63%	122 54%	91 49%	82 44%	85 59%	50 49%	120 59%	110 41%	168 58%	106 57%	33 53%	110 39%	472 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	680 32%	354 34%	326 30%	58 23%	147 41%	119 33%	99 26%	91 29%	165 36%	259 46%	209 36%	110 24%	101 20%	77 42%	17 21%	72 32%	67 36%	77 42%	43 30%	35 34%	58 28%	88 33%	72 25%	57 31%	16 26%	115 41%	299 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	206 10%	96 9%	109 10%	27 11%	56 16%	43 12%	27 7%	24 8%	29 6%	114 20%	47 8%	21 5%	23 5%	15 8%	8 10%	19 8%	19 10%	18 10%	10 7%	13 13%	17 8%	42 16%	25 9%	12 6%	9 14%	47 17%	95 11%
Still in full time education	70 3%	35 3%	35 3%	61 24%	6 2%	1 *	3 1%	-	-	13 2%	43 7%	11 2%	4 1%	12 7%	2 2%	5 2%	4 2%	5 3%	2 2%	5 4%	3 2%	17 7%	9 3%	5 3%	1 1%	5 2%	11 1%
Don't know	5 *	3 *	2 *	3 1%	-	2 1%	-	-	-	2 *	2 *	1 *	-	-	-	-	-	-	-	-	-	2 1%	3 1%	-	-	-	5 1%
Prefer not to answer	33 2%	21 2%	12 1%	6 2%	13 4%	5 1%	2 *	3 1%	5 1%	4 1%	6 1%	8 2%	16 3%	1 *	-	5 2%	2 1%	2 1%	2 1%	*	5 2%	5 2%	7 2%	4 2%	1 2%	2 1%	13 1%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 18

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

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Yes - responsible for half or more of the items bought	1919	893	1026	192	319	340	359	296	412	513	522	426	458	161	72	207	177	167	130	96	188	247	253	170	51	259	839
	91%	86%	95%	76%	90%	95%	95%	94%	89%	91%	89%	92%	91%	87%	88%	92%	96%	90%	90%	93%	92%	92%	88%	92%	82%	92%	93%
No - not responsible for most of the items bought	198	145	53	60	37	16	18	18	49	53	65	36	45	24	10	19	8	18	14	7	17	20	35	15	11	22	65
	9%	14%	5%	24%	10%	5%	5%	6%	11%	9%	11%	8%	9%	13%	12%	8%	10%	10%	7%	8%	8%	12%	8%	18%	8%	7%	

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 19  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
No cars in the household	445	211	233	83	91	80	79	51	61	70	137	78	159	41	27	48	33	31	25	21	35	98	46	25	14	64	185
	21%	20%	22%	33%	25%	22%	21%	16%	13%	12%	23%	17%	32%	22%	33%	21%	18%	17%	18%	20%	17%	37%	16%	14%	23%	23%	20%
NET: Any	1672	826	846	168	266	277	298	264	400	496	450	383	344	144	55	178	152	154	119	82	171	169	242	160	47	217	720
	79%	80%	78%	67%	75%	78%	79%	84%	87%	88%	77%	83%	68%	78%	67%	79%	82%	83%	82%	80%	83%	63%	84%	86%	77%	77%	80%
1	889	448	441	63	125	164	148	153	237	217	236	209	226	78	30	97	89	71	69	33	85	107	122	88	20	92	366
	42%	43%	41%	25%	35%	46%	39%	49%	51%	38%	40%	45%	45%	42%	37%	43%	48%	39%	48%	32%	41%	40%	42%	47%	33%	33%	40%
2	593	285	308	68	107	95	102	78	144	222	149	143	79	49	19	57	51	57	46	36	68	50	93	52	14	90	255
	28%	27%	29%	27%	30%	27%	27%	25%	31%	39%	25%	31%	16%	27%	23%	25%	27%	31%	32%	35%	33%	19%	32%	28%	23%	32%	28%
3+	191	93	97	37	34	18	49	33	20	57	65	30	39	16	6	24	12	26	3	13	18	13	27	20	13	34	98
	9%	9%	9%	15%	9%	5%	13%	10%	4%	10%	11%	7%	8%	9%	8%	11%	7%	14%	2%	12%	9%	5%	9%	11%	21%	12%	11%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 20  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
White	1960	952	1008	199	306	323	365	313	455	519	534	432	475	178	81	212	177	173	136	98	194	197	271	182	60	260	817
	93%	92%	93%	79%	86%	91%	97%	100%	99%	92%	91%	94%	94%	96%	98%	94%	96%	94%	94%	95%	94%	74%	94%	99%	97%	93%	90%
NET: Non-white	139	77	62	48	44	29	11	1	5	43	49	23	24	7	1	13	7	12	8	4	6	62	15	3	2	17	81
	7%	7%	6%	19%	12%	8%	3%	*	1%	8%	8%	5%	5%	4%	2%	6%	4%	6%	6%	4%	3%	23%	5%	1%	3%	6%	9%
Mixed	24	15	8	5	11	6	1	-	2	12	8	1	3	*	1	1	2	1	1	1	1	9	3	2	2	2	16
	1%	1%	1%	2%	3%	2%	*	-	*	2%	1%	*	1%	*	1%	*	1%	1%	*	1%	1%	4%	1%	1%	3%	1%	2%
Asian	82	44	38	35	23	18	6	-	-	23	23	19	17	6	*	8	5	7	6	2	3	34	10	1	-	12	45
	4%	4%	3%	14%	7%	5%	2%	-	-	4%	4%	4%	3%	3%	*	4%	3%	4%	4%	2%	2%	13%	4%	1%	-	4%	5%
Black	26	14	12	8	9	4	3	-	2	7	13	3	2	1	-	2	-	2	-	1	2	16	2	-	-	3	15
	1%	1%	1%	3%	3%	1%	1%	-	1%	1%	2%	1%	*	*	-	1%	-	1%	-	1%	1%	6%	1%	-	-	1%	2%
Chinese	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Other ethnic group	7	3	4	*	2	2	1	1	1	1	5	-	2	-	-	1	-	2	1	1	-	3	-	-	-	1	5
	*	*	*	*	*	*	*	*	*	*	1%	-	*	-	-	*	-	1%	1%	1%	-	1%	-	-	-	*	1%
Prefer not to answer	18	9	9	5	6	4	1	1	1	4	4	6	4	-	-	1	1	-	-	1	5	8	1	-	-	3	7
	1%	1%	1%	2%	2%	1%	*	*	*	1%	1%	1%	1%	-	-	1%	1%	-	-	1%	2%	3%	1%	-	-	1%	1%



## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 21

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

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Christian	1185	547	638	89	139	175	214	215	354	320	319	272	274	87	55	138	99	113	71	53	120	149	166	93	41	152	454
	56%	53%	59%	35%	39%	49%	57%	68%	77%	57%	54%	59%	55%	47%	67%	61%	54%	61%	49%	51%	59%	56%	58%	50%	67%	54%	50%
NET: Other	145	78	67	35	38	27	20	15	9	45	35	39	27	9	2	17	14	12	9	4	12	42	15	9	1	22	77
	7%	7%	6%	14%	11%	8%	5%	5%	2%	8%	6%	8%	5%	5%	2%	8%	8%	6%	6%	4%	6%	16%	5%	5%	1%	8%	9%
Muslim	54	34	20	23	18	9	4	-	-	15	14	8	17	3	*	7	3	5	5	1	4	19	7	-	-	6	29
	3%	3%	2%	9%	5%	3%	1%	-	-	3%	2%	2%	3%	2%	*	3%	1%	3%	4%	1%	2%	7%	2%	-	-	2%	3%
Hindu	14	6	8	2	5	6	1	-	-	7	2	3	1	1	-	-	2	1	-	1	-	8	2	*	-	3	9
	1%	1%	1%	1%	1%	2%	*	-	-	1%	*	1%	*	*	-	-	1%	1%	-	1%	-	3%	1%	*	-	1%	1%
Jewish	14	7	7	-	-	-	8	4	2	2	6	5	1	-	-	2	1	-	-	1	3	6	1	-	-	1	7
	1%	1%	1%	-	-	-	2%	1%	2%	*	1%	1%	*	-	-	1%	1%	-	-	1%	2%	2%	*	-	-	*	1%
Sikh	6	3	3	5	-	1	-	-	-	1	-	5	-	-	-	-	1	-	1	-	-	3	-	-	-	1	5
	*	*	*	2%	-	*	-	-	-	*	-	1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	1%	1%
Buddhist	14	11	3	1	3	2	4	2	3	2	4	6	2	2	-	3	-	2	-	-	-	4	1	2	-	2	7
	1%	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	-	1%	-	1%	-	-	-	2%	*	1%	-	1%	1%
Other	43	16	26	4	12	9	4	9	4	17	8	11	7	3	1	5	7	3	2	2	4	3	5	7	1	8	20
	2%	2%	2%	2%	3%	2%	1%	3%	1%	3%	1%	2%	1%	2%	1%	2%	4%	2%	1%	2%	2%	1%	2%	4%	1%	3%	2%
None	754	395	359	119	168	149	137	83	97	195	218	149	193	85	26	68	70	59	62	45	71	65	106	79	18	101	353
	36%	38%	33%	47%	47%	42%	36%	26%	21%	34%	37%	32%	38%	46%	31%	30%	38%	32%	43%	44%	35%	24%	37%	43%	29%	36%	39%
Prefer not to say	33	17	15	8	11	5	6	1	1	6	16	1	9	4	-	3	1	1	3	1	3	11	1	4	2	5	21
	2%	2%	1%	3%	3%	1%	2%	*	*	1%	3%	*	2%	2%	-	1%	1%	1%	2%	1%	1%	4%	*	2%	3%	2%	2%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 22  
Which of the following best describes where you live?  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Urban	1686	832	854	208	311	301	302	232	332	426	476	376	408	141	66	206	148	158	96	67	133	262	229	132	48	227	751
	80%	80%	79%	83%	87%	84%	80%	74%	72%	75%	81%	82%	81%	76%	80%	91%	80%	85%	67%	65%	65%	98%	80%	71%	78%	81%	83%
Urban - Population over 10,000	864	485	380	122	169	158	143	129	144	237	271	185	171	72	31	83	71	84	40	30	41	217	105	63	28	129	409
	41%	47%	35%	48%	47%	44%	38%	41%	31%	42%	46%	40%	34%	39%	38%	37%	38%	45%	28%	29%	20%	81%	37%	34%	45%	46%	45%
Town and Fringe	822	348	474	87	142	143	159	103	188	188	205	191	237	68	35	123	77	74	56	37	92	45	124	69	21	98	343
	39%	34%	44%	34%	40%	40%	42%	33%	41%	33%	35%	41%	47%	37%	42%	55%	42%	40%	39%	36%	45%	17%	43%	37%	34%	35%	38%
NET: Rural	431	205	226	43	45	55	76	82	129	140	111	85	95	44	17	20	37	27	48	36	72	5	59	53	13	53	153
	20%	20%	21%	17%	13%	16%	20%	26%	28%	25%	19%	18%	19%	24%	20%	9%	20%	15%	33%	35%	35%	2%	20%	29%	22%	19%	17%
Village	368	182	186	39	38	46	65	69	111	120	93	74	80	31	13	18	33	26	45	31	62	4	55	45	6	47	127
	17%	17%	17%	15%	11%	13%	17%	22%	24%	21%	16%	16%	16%	17%	16%	8%	18%	14%	31%	30%	30%	1%	19%	25%	10%	17%	14%
Hamlet & Isolated Dwelling	63	24	40	5	8	10	11	13	18	20	18	11	15	13	4	3	4	1	3	5	11	2	4	8	7	7	26
	3%	2%	4%	2%	2%	3%	3%	4%	4%	4%	3%	2%	3%	7%	4%	1%	2%	1%	2%	5%	5%	1%	1%	4%	11%	2%	3%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 23

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Working	1186	641	545	148	265	281	268	164	60	329	365	289	203	97	34	136	122	105	73	65	107	173	146	92	36	281	905
Working full time - working 30 hours per week or more	931	567	364	120	225	232	209	115	30	259	285	233	155	80	25	108	98	84	51	56	83	138	107	73	29	214	718
Working part time - working between 8 and 29 hours per week	254	74	180	28	40	48	59	48	30	70	81	56	48	18	9	28	24	20	22	10	24	35	39	19	7	67	187
NET: Not working	931	397	535	104	92	76	109	151	400	237	222	172	300	88	48	90	63	80	71	37	99	94	142	93	26	-	-
Not working but seeking work or temporarily unemployed or sick	125	65	61	23	31	19	26	20	6	13	16	19	78	11	7	19	7	9	9	4	14	11	21	12	3	-	-
Not working and not seeking work/ student	129	64	65	66	15	14	19	15	-	13	56	13	47	20	6	11	9	10	5	6	8	17	20	11	5	-	-
Retired on a state pension only	119	39	81	-	-	-	-	16	103	8	14	24	74	12	5	12	4	17	13	3	15	4	18	14	2	-	-
Retired with a private pension	365	207	158	-	-	-	8	69	288	173	108	63	21	29	19	37	25	24	27	14	45	40	62	37	7	-	-
House person, housewife, househusband, etc.	193	23	170	14	46	43	57	30	3	31	28	53	81	16	11	12	18	21	16	10	17	23	21	19	9	-	-

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 24  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender			Age						Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	1111	616	495	113	232	276	273	162	55	359	366	192	194	89	37	120	102	118	72	62	90	148	149	99	25	262	849
Weighted base	1186	641	545	148	265	281	268	164	60	329	365	289	203	97	34	136	122	105	73	65	107	173	146	92	36	281	905
NET: Public Sector	281	122	159	35	71	60	67	40	9	91	94	55	41	26	13	22	33	29	22	26	18	37	20	27	7	281	-
	24%	19%	29%	24%	27%	21%	25%	24%	14%	28%	26%	19%	20%	27%	40%	17%	27%	28%	30%	39%	17%	21%	14%	30%	18%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	22	12	10	2	6	6	3	3	3	7	10	5	-	1	1	2	3	*	1	7	-	4	2	2	1	22	-
	2%	2%	2%	1%	2%	2%	1%	2%	4%	2%	3%	2%	-	1%	2%	1%	2%	*	1%	10%	-	2%	1%	2%	2%	8%	-
HM Forces	6	3	3	4	2	-	-	-	-	-	2	4	-	-	-	-	3	2	-	-	1	-	-	-	-	6	-
	1%	1%	*	3%	1%	-	-	-	-	-	1%	1%	-	-	-	-	2%	2%	-	-	1%	-	-	-	-	2%	-
National Health Service	49	17	32	12	14	9	8	6	*	14	13	8	14	4	3	5	3	5	11	7	3	2	2	3	-	49	-
	4%	3%	6%	8%	5%	3%	3%	3%	1%	4%	3%	3%	7%	4%	9%	4%	3%	5%	15%	10%	3%	1%	1%	4%	-	17%	-
Universities and Academies funded by government	24	11	13	4	5	6	8	*	1	14	6	3	-	2	2	-	5	6	*	2	1	4	-	1	-	24	-
	2%	2%	2%	3%	2%	2%	3%	*	2%	4%	2%	1%	-	2%	6%	-	4%	6%	1%	4%	1%	2%	-	1%	-	9%	-
Courts service	4	1	3	1	-	1	2	-	-	1	1	2	-	-	-	-	-	-	-	-	1	3	-	-	-	4	-
	*	*	1%	1%	-	*	1%	-	-	*	*	1%	-	-	-	-	-	-	-	-	1%	2%	-	-	-	1%	-
Local government administration	30	15	15	1	9	7	6	3	3	5	22	-	2	4	-	2	3	2	1	1	2	4	4	6	-	30	-
	3%	2%	3%	1%	4%	2%	2%	2%	6%	2%	6%	-	1%	4%	-	1%	2%	2%	2%	2%	2%	2%	3%	6%	-	11%	-
Police service	10	8	2	-	2	4	3	1	-	3	6	1	-	1	-	-	1	1	3	-	-	2	-	1	-	10	-
	1%	1%	*	-	1%	2%	1%	1%	-	1%	2%	*	-	2%	-	-	1%	1%	4%	-	-	1%	-	1%	-	3%	-
Public sector housing	6	-	6	-	1	2	1	2	-	-	1	2	3	-	-	-	-	3	-	-	-	-	2	1	-	6	-
	*	-	1%	-	*	1%	*	1%	-	-	*	1%	1%	-	-	-	-	3%	-	-	-	-	1%	1%	-	2%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	54	15	40	4	14	5	15	14	1	32	11	6	6	1	4	6	5	1	1	2	7	10	7	9	2	54	-
	5%	2%	7%	3%	5%	2%	6%	9%	2%	10%	3%	2%	3%	1%	11%	4%	4%	1%	2%	2%	6%	6%	5%	10%	6%	19%	-

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 24

Do you work in any of the following occupations?

Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
	Weighted base	1186	641	545	148	265	281	268	164	60	329	365	289	203	97	34	136	122	105	73	65	107	173	146	92	36	281
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	11 1%	9 1%	2 *	1 1%	3 1%	2 1%	2 1%	3 2%	- -	1 *	4 1%	4 1%	3 1%	2 2%	1 2%	1 1%	1 1%	1 1%	- -	- -	1 1%	3 1%	1 1%	1 1%	1 3%	11 4%	- -
Bradford and Bingley or Northern Rock Building societies	* *	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
Other public sector occupation (please specify as much detail as possible)	64 5%	30 5%	35 6%	7 5%	15 6%	17 6%	19 7%	7 4%	- -	14 4%	18 5%	19 7%	13 6%	11 12%	3 9%	7 5%	9 8%	8 7%	4 5%	7 10%	1 1%	6 3%	3 2%	3 4%	3 8%	64 23%	- -
None of the above (Private Sector)	905 76%	519 81%	386 71%	112 76%	194 73%	221 79%	202 75%	124 76%	52 86%	237 72%	272 74%	234 81%	162 80%	71 73%	21 60%	113 83%	89 73%	76 72%	51 70%	40 61%	89 83%	136 79%	126 86%	65 70%	29 82%	- -	905 100%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 25

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

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
No children aged 18 or under	1496	762	733	204	191	144	223	277	456	402	434	297	363	129	60	154	122	135	100	69	151	178	214	140	42	178	553
	71%	73%	68%	81%	54%	40%	59%	88%	99%	71%	74%	64%	72%	70%	73%	68%	66%	73%	70%	68%	73%	67%	74%	76%	68%	63%	61%
NET: Yes	615	272	343	45	165	212	151	37	4	164	147	164	140	56	22	72	62	50	43	33	54	87	73	45	20	103	347
	29%	26%	32%	18%	46%	60%	40%	12%	1%	29%	25%	36%	28%	30%	27%	32%	33%	27%	30%	32%	26%	32%	25%	24%	32%	37%	38%
Yes - children aged under 5 years old	229	90	139	32	116	69	10	2	-	60	54	62	53	19	5	28	20	24	13	17	16	36	28	20	3	43	120
	11%	9%	13%	13%	33%	19%	3%	1%	-	11%	9%	13%	11%	10%	6%	12%	11%	13%	9%	17%	8%	13%	10%	11%	6%	15%	13%
Yes - children aged 5 to 10 years old	251	105	146	11	85	113	36	4	2	74	66	55	55	22	12	26	25	26	13	18	21	36	28	19	5	39	137
	12%	10%	14%	5%	24%	32%	10%	1%	*	13%	11%	12%	11%	12%	14%	11%	13%	14%	9%	18%	10%	14%	10%	10%	8%	14%	15%
Yes - children aged 11 to 15 years old	245	123	122	10	28	101	82	21	2	58	60	75	52	25	12	29	24	15	16	8	26	36	28	11	15	42	145
	12%	12%	11%	4%	8%	28%	22%	7%	*	10%	10%	16%	10%	13%	14%	13%	13%	8%	11%	7%	13%	14%	10%	6%	25%	15%	16%
Yes - children aged 16 to 18 years old	145	64	81	1	4	41	74	23	2	37	37	34	37	13	4	16	17	14	13	5	18	11	14	13	7	23	82
	7%	6%	8%	*	1%	11%	20%	7%	1%	7%	6%	7%	7%	7%	5%	7%	9%	8%	9%	5%	9%	4%	5%	7%	11%	8%	9%
Refused	6	4	3	2	-	-	3	-	1	-	6	-	1	-	-	-	1	-	1	1	1	2	1	-	-	-	5
	*	*	*	1%	-	-	1%	-	*	-	1%	-	*	-	-	-	1%	-	1%	1%	*	1%	*	-	-	-	1%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 26  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Anglia	211	103	109	27	31	37	33	24	59	55	47	43	67	-	-	1	-	-	19	-	183	-	8	-	-	19	91
	10%	10%	10%	11%	9%	10%	9%	8%	13%	10%	8%	9%	13%	-	-	*	-	-	13%	-	89%	-	3%	-	-	7%	10%
Border	21	9	12	3	3	2	6	2	4	6	7	7	1	11	-	10	-	-	-	-	-	-	-	-	-	6	8
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	*	6%	-	4%	-	-	-	-	-	-	-	-	-	2%	1%
Central	290	138	151	33	53	49	52	43	59	79	78	45	88	8	-	*	-	176	95	1	2	1	5	3	-	48	110
	14%	13%	14%	13%	15%	14%	14%	13%	14%	14%	13%	10%	18%	4%	-	*	-	95%	66%	1%	1%	*	2%	1%	-	17%	12%
Granada	220	107	113	28	29	55	28	30	51	54	62	44	60	1	1	214	1	1	1	-	-	-	-	-	-	21	111
	10%	10%	10%	11%	8%	15%	8%	9%	11%	10%	11%	10%	12%	1%	1%	95%	1%	1%	1%	-	-	-	-	-	-	7%	12%
London	332	148	184	49	67	61	52	38	65	102	108	73	49	1	-	1	-	2	2	-	19	265	43	-	-	43	165
	16%	14%	17%	20%	19%	17%	14%	12%	14%	18%	18%	16%	10%	*	-	*	-	1%	1%	-	9%	99%	15%	-	-	15%	18%
Meridian	263	149	115	26	34	38	48	47	71	82	63	59	60	-	-	-	-	*	-	-	1	1	231	30	-	13	112
	12%	14%	11%	10%	9%	11%	13%	15%	15%	14%	11%	13%	12%	-	-	-	-	*	-	-	*	*	80%	16%	-	5%	12%
STV	164	85	79	21	37	26	27	15	39	40	61	34	28	164	-	-	-	-	-	-	-	-	-	-	-	22	65
	8%	8%	7%	8%	10%	7%	7%	5%	8%	7%	10%	7%	6%	89%	-	-	-	-	-	-	-	-	-	-	-	8%	7%
Tyne Tees	82	38	44	7	13	12	17	16	17	12	24	19	26	-	82	-	-	-	-	-	-	-	-	-	-	13	20
	4%	4%	4%	3%	4%	3%	4%	5%	4%	2%	4%	4%	5%	-	99%	-	-	-	-	-	-	-	-	-	-	5%	2%
Wales	100	44	56	7	32	15	16	15	16	27	24	29	21	-	-	-	-	-	-	100	-	-	-	-	-	25	39
	5%	4%	5%	3%	9%	4%	4%	5%	3%	5%	4%	6%	4%	-	-	-	-	-	-	98%	-	-	-	-	-	9%	4%
West	58	32	26	5	8	10	9	11	15	15	24	5	15	-	-	1	-	4	-	1	-	-	1	52	-	11	13
	3%	3%	2%	2%	2%	3%	2%	4%	3%	3%	4%	1%	3%	-	-	*	-	2%	-	1%	-	-	*	28%	-	4%	1%
Westcountry	103	49	54	14	15	17	22	16	18	31	25	18	29	-	-	-	-	2	-	-	-	-	-	100	1	17	48
	5%	5%	5%	5%	4%	5%	6%	5%	4%	5%	4%	4%	6%	-	-	-	-	1%	-	-	-	-	-	54%	2%	6%	5%
Yorkshire	211	102	109	31	31	24	43	44	38	46	47	73	45	-	-	-	184	-	26	-	1	-	-	-	-	35	93
	10%	10%	10%	12%	9%	7%	11%	14%	8%	8%	8%	16%	9%	-	-	-	99%	-	18%	-	1%	-	-	-	-	13%	10%
UTV	61	34	28	2	3	9	24	14	10	20	16	12	14	-	-	-	-	-	-	-	-	-	1	-	61	7	28
	3%	3%	3%	1%	1%	2%	6%	4%	2%	3%	3%	3%	3%	-	-	-	-	-	-	-	-	-	*	-	98%	2%	3%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 27  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Pri-vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Single	529	315	214	169	146	91	70	35	19	109	186	85	149	57	15	59	45	47	30	19	44	87	72	49	5	86	256
	25%	30%	20%	67%	41%	25%	18%	11%	4%	19%	32%	18%	30%	31%	18%	26%	25%	25%	21%	19%	21%	32%	25%	27%	9%	31%	28%
NET: Married/ Civil partnership/ co habiting	1326	643	683	74	206	251	252	211	332	400	320	339	268	110	53	138	126	111	101	74	135	142	179	113	45	163	571
	63%	62%	63%	29%	58%	70%	67%	67%	72%	71%	54%	73%	53%	59%	64%	61%	68%	60%	70%	72%	66%	53%	62%	61%	74%	58%	63%
Married	1015	513	502	22	118	167	208	188	312	319	255	266	176	77	40	103	95	89	77	53	106	114	137	85	40	117	407
	48%	49%	46%	9%	33%	47%	55%	60%	68%	56%	43%	58%	35%	42%	49%	45%	51%	48%	53%	51%	51%	43%	48%	46%	64%	42%	45%
Civil Partnership	19	14	5	6	4	7	1	1	-	6	1	9	3	-	-	1	6	1	3	-	1	4	4	-	1	4	15
	1%	1%	*	3%	1%	2%	*	*	-	1%	*	2%	1%	-	-	*	3%	*	2%	-	1%	1%	1%	-	1%	1%	2%
Co Habiting	291	116	176	45	85	77	42	22	21	74	64	64	89	32	12	34	25	22	22	28	24	38	28	5	42	150	
	14%	11%	16%	18%	24%	22%	11%	7%	4%	13%	11%	14%	18%	17%	15%	15%	13%	12%	15%	21%	14%	9%	13%	15%	8%	15%	17%
NET: Widowed/ separated/ divorced	250	76	174	1	1	15	56	68	109	54	76	37	82	17	14	24	13	26	13	9	25	36	36	23	11	32	71
	12%	7%	16%	*	*	4%	15%	22%	24%	10%	13%	8%	16%	9%	18%	11%	7%	14%	9%	9%	12%	14%	13%	12%	18%	12%	8%
Widowed	66	14	53	-	-	2	6	7	52	19	20	5	22	6	4	9	4	7	5	1	5	9	8	6	1	2	8
	3%	1%	5%	-	-	*	2%	2%	11%	3%	3%	1%	4%	3%	5%	4%	2%	4%	3%	1%	2%	3%	3%	3%	1%	1%	1%
Separated	36	22	15	1	1	5	10	9	11	5	8	8	15	3	3	3	2	2	2	3	3	7	4	2	3	6	16
	2%	2%	1%	*	*	2%	3%	3%	2%	1%	1%	2%	3%	1%	4%	1%	1%	1%	1%	3%	1%	3%	1%	1%	5%	2%	2%
Divorced	147	40	107	-	1	8	40	52	46	30	48	24	45	9	8	12	7	17	7	5	17	24	14	7	25	47	
	7%	4%	10%	-	*	2%	11%	16%	10%	5%	8%	5%	9%	5%	9%	5%	4%	9%	5%	5%	8%	8%	8%	8%	11%	9%	5%
Prefer not to answer	12	3	9	8	2	-	-	*	1	3	5	-	4	1	-	5	1	*	-	-	2	3	1	-	-	-	7
	1%	*	1%	3%	1%	-	-	*	*	1%	1%	-	1%	1%	-	2%	*	*	-	-	1%	1%	*	-	-	-	1%



## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 28

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

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	North of Ireland	Public	Private	
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Glasgow	87	48	39	10	21	18	12	8	19	17	33	25	13	87	-	-	-	-	-	-	-	-	-	-	-	7	36
	4%	5%	4%	4%	6%	5%	3%	2%	4%	3%	6%	5%	3%	47%	-	-	-	-	-	-	-	-	-	-	-	2%	4%
Edinburgh	66	21	45	11	19	8	6	4	18	26	17	15	8	66	-	-	-	-	-	-	-	-	-	-	-	16	22
	3%	2%	4%	4%	5%	2%	2%	1%	4%	5%	3%	3%	2%	36%	-	-	-	-	-	-	-	-	-	-	-	6%	2%
Newcastle	84	41	43	8	10	12	19	17	18	13	26	21	24	-	77	6	1	-	-	-	-	-	-	-	-	14	23
	4%	4%	4%	2%	3%	3%	5%	5%	4%	2%	4%	5%	5%	-	94%	3%	*	-	-	-	-	-	-	-	-	5%	3%
Leeds	88	43	45	11	15	12	20	16	13	20	25	24	20	-	1	-	87	-	-	-	-	-	-	-	-	18	40
	4%	4%	4%	4%	4%	3%	5%	5%	3%	3%	4%	5%	4%	-	2%	-	47%	-	-	-	-	-	-	-	-	6%	4%
Hull	36	23	12	6	4	1	8	11	6	9	12	9	6	-	-	-	31	-	4	-	-	-	-	-	-	4	18
	2%	2%	1%	2%	1%	*	2%	3%	1%	2%	2%	2%	1%	-	-	-	17%	-	3%	-	-	-	-	-	-	1%	2%
Sheffield	59	27	33	6	12	9	11	7	14	13	7	28	12	-	-	-	50	-	9	-	-	-	-	-	-	13	24
	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	1%	6%	2%	-	-	-	27%	-	6%	-	-	-	-	-	-	5%	3%
Manchester	178	82	96	25	24	43	21	23	41	47	46	36	49	-	1	158	1	14	1	3	-	-	1	-	-	19	93
	8%	8%	9%	10%	7%	12%	6%	7%	9%	8%	8%	8%	10%	-	1%	70%	1%	7%	1%	3%	-	-	*	-	-	7%	10%
Liverpool	63	36	28	5	14	11	11	8	15	17	18	13	16	-	-	52	-	-	-	11	-	-	-	-	-	7	28
	3%	3%	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	-	-	23%	-	-	-	11%	-	-	-	-	-	2%	3%
Nottingham	97	40	57	19	9	13	19	15	23	21	22	20	33	-	-	-	5	2	85	-	4	1	-	-	-	17	40
	5%	4%	5%	8%	2%	4%	5%	5%	5%	4%	4%	4%	7%	-	-	-	3%	1%	59%	-	2%	*	-	-	-	6%	4%
Birmingham	160	82	78	16	32	30	28	23	31	52	41	24	42	-	-	-	-	148	12	*	-	-	-	-	-	26	65
	8%	8%	7%	6%	9%	8%	7%	7%	7%	9%	7%	5%	8%	-	-	-	-	80%	8%	*	-	-	-	-	-	9%	7%
Norwich	102	57	45	15	10	18	14	17	28	23	30	20	30	-	-	-	-	-	1	-	101	-	-	-	-	6	44
	5%	6%	4%	6%	3%	5%	4%	5%	6%	4%	5%	4%	6%	-	-	-	-	-	1%	-	49%	-	-	-	-	2%	5%
Milton Keynes	52	25	28	6	13	11	7	6	11	16	13	10	13	-	-	-	-	1	18	-	24	-	9	-	-	7	24
	2%	2%	3%	2%	4%	3%	2%	2%	2%	3%	2%	2%	3%	-	-	-	-	1%	12%	-	12%	-	3%	-	-	2%	3%
Brighton	58	33	24	7	6	4	15	14	12	21	13	8	16	-	-	-	-	-	-	-	-	58	-	-	4	27	
	3%	3%	2%	3%	2%	1%	4%	5%	3%	4%	2%	2%	3%	-	-	-	-	-	-	-	-	20%	-	-	1%	3%	

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 28

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

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
Oxford	22 1%	15 1%	7 1%	4 2%	2 1%	6 2%	3 1%	2 1%	6 1%	5 1%	3 *	5 1%	8 2%	-	-	-	-	2 1%	-	-	-	-	15 5%	6 3%	-	5 2%	6 1%
London	419 20%	193 19%	225 21%	55 22%	77 22%	78 22%	71 19%	48 15%	89 19%	123 22%	132 23%	90 20%	73 15%	-	-	-	-	-	-	-	50 24%	266 100%	102 36%	-	-	50 18%	206 23%
Southampton	110 5%	57 5%	53 5%	8 3%	17 5%	21 6%	15 4%	12 4%	37 8%	32 6%	27 5%	34 7%	17 3%	-	-	-	-	1 *	-	-	-	-	81 28%	29 16%	-	6 2%	42 5%
Bristol	77 4%	35 3%	43 4%	11 4%	11 3%	9 3%	16 4%	17 5%	14 3%	23 4%	30 5%	7 2%	17 3%	-	-	-	-	-	-	-	-	-	-	77 42%	-	13 5%	26 3%
Plymouth	58 3%	31 3%	27 2%	4 1%	6 2%	12 3%	14 4%	9 3%	13 3%	15 3%	11 2%	10 2%	22 4%	-	-	-	-	-	-	-	-	-	-	58 31%	-	10 3%	26 3%
Cardiff	84 4%	36 3%	48 4%	8 3%	27 8%	14 4%	13 3%	13 4%	9 2%	18 3%	20 3%	27 6%	19 4%	-	-	-	-	2 1%	-	83 80%	-	-	-	-	-	21 7%	34 4%
Belfast	62 3%	35 3%	27 2%	3 1%	2 1%	9 2%	24 6%	14 4%	10 2%	20 3%	17 3%	12 3%	14 3%	-	-	-	-	-	-	-	-	-	-	62 100%	7 2%	29 3%	
None of these	154 7%	78 8%	76 7%	14 6%	26 7%	19 5%	29 8%	30 9%	35 8%	35 6%	45 8%	22 5%	51 10%	32 17%	3 3%	10 4%	10 5%	15 8%	14 10%	5 5%	27 13%	-	22 8%	15 8%	-	13 5%	52 6%

## Alcohol Labelling Survey

### ONLINE Fieldwork: 10th-12th October 2014

Absolutes/col percents

Table 29

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

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate
Unweighted base	2117	1071	1046	213	323	372	397	339	473	641	611	308	557	176	85	225	177	223	141	112	189	232	309	198	50	262	849
Weighted base	2117	1037	1080	252	356	356	377	314	461	566	587	461	503	185	82	226	185	185	144	103	206	267	288	185	62	281	905
NET: Yes	433 20%	212 20%	221 20%	21 8%	56 16%	66 18%	88 23%	84 27%	118 26%	81 14%	108 18%	88 19%	157 31%	35 19%	25 31%	47 21%	26 14%	36 19%	25 17%	22 21%	54 26%	39 15%	68 24%	39 21%	18 29%	30 11%	108 12%
Yes - physical condition	251 12%	119 12%	132 12%	5 2%	22 6%	34 10%	49 13%	54 17%	87 19%	54 9%	62 11%	50 11%	86 17%	24 13%	12 15%	29 13%	16 9%	17 9%	17 12%	10 10%	34 16%	16 6%	45 16%	21 11%	10 17%	16 6%	57 6%
Yes - disability	150 7%	74 7%	76 7%	1 *	14 4%	31 9%	33 9%	30 10%	40 9%	19 3%	40 7%	31 7%	59 12%	7 4%	9 11%	12 5%	9 5%	15 8%	7 5%	9 9%	19 9%	14 5%	24 8%	16 9%	8 12%	6 2%	28 3%
Yes - mental condition	142 7%	64 6%	78 7%	18 7%	31 9%	27 7%	42 11%	15 5%	9 2%	18 3%	38 6%	28 6%	59 12%	16 9%	9 11%	11 5%	6 3%	9 5%	10 7%	10 9%	17 8%	16 6%	24 8%	8 4%	6 9%	12 4%	40 4%
Yes - other	19 1%	11 1%	8 1%	- -	5 1%	1 *	6 2%	4 1%	2 *	3 *	7 1%	1 *	8 2%	1 *	3 4%	1 1%	- -	2 1%	- -	3 3%	2 1%	5 2%	- -	1 1%	- -	3 1%	6 1%
No	1649 78%	804 78%	845 78%	228 91%	292 82%	288 81%	277 74%	224 71%	340 74%	477 84%	470 80%	371 81%	331 66%	147 79%	55 67%	176 78%	154 83%	145 79%	116 81%	81 78%	147 71%	223 83%	219 76%	143 78%	44 71%	248 88%	785 87%
Prefer not to say	35 2%	21 2%	13 1%	2 1%	8 2%	3 1%	12 3%	7 2%	3 1%	8 1%	9 1%	2 *	16 3%	4 2%	2 3%	3 1%	5 3%	4 2%	3 2%	1 *	4 2%	5 2%	1 *	3 2%	- -	3 1%	12 1%