

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 1

Q.1 On average, what proportion of the price of a bottle of wine do you think is tax?

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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Less than 10% (5)	70	23	48	11	25	19	7	4	5	8	27	14	22	3	3	8	7	9	9	4	4	14	7	3	14	33
	3%	2%	5%	4%	7%	5%	2%	1%	1%	1%	5%	3%	4%	2%	3%	3%	4%	5%	6%	4%	2%	5%	2%	2%	5%	4%
10-24%	350	132	218	54	85	64	67	32	48	87	103	76	83	39	17	43	24	34	26	19	29	47	37	35	67	158
	17%	13%	21%	22%	24%	18%	18%	10%	11%	16%	18%	17%	17%	21%	20%	19%	13%	18%	18%	18%	14%	18%	13%	19%	22%	18%
25-39%	553	277	276	72	89	96	86	82	127	165	154	128	107	53	13	64	49	62	44	26	50	64	84	45	97	229
	27%	27%	26%	29%	26%	28%	23%	27%	28%	30%	27%	28%	22%	28%	15%	28%	27%	33%	30%	25%	24%	24%	29%	24%	32%	27%
40-49%	260	153	107	24	34	41	41	52	69	84	69	49	58	24	10	30	15	16	18	9	34	30	47	28	34	107
	13%	15%	10%	10%	10%	12%	11%	17%	15%	15%	12%	11%	12%	13%	12%	13%	8%	8%	12%	9%	16%	11%	16%	15%	11%	13%
50-59%	218	130	88	17	24	41	42	38	55	64	56	46	52	13	9	21	21	15	13	10	24	33	33	26	41	84
	11%	13%	8%	7%	7%	12%	11%	12%	12%	12%	10%	10%	11%	7%	11%	9%	11%	8%	9%	9%	12%	12%	11%	14%	13%	10%
60-75%	250	150	100	8	26	22	53	62	80	64	75	58	53	28	13	25	21	12	18	16	30	31	37	20	18	101
	12%	15%	10%	3%	7%	6%	14%	20%	18%	12%	13%	13%	11%	15%	15%	11%	12%	7%	12%	15%	14%	11%	13%	11%	6%	12%
76-100%	28	16	11	-	4	3	4	12	4	8	9	8	2	2	1	2	6	3	1	3	3	5	2	1	-	12
	1%	2%	1%	-	1%	1%	1%	4%	1%	1%	2%	2%	*	1%	2%	1%	3%	1%	1%	2%	2%	2%	1%	*	-	1%
No idea	341	134	207	61	61	63	69	26	61	72	81	72	116	25	17	35	42	37	17	17	33	47	43	28	35	129
	16%	13%	20%	25%	17%	18%	19%	8%	14%	13%	14%	16%	24%	13%	21%	15%	23%	20%	12%	17%	16%	17%	15%	15%	12%	15%
Mean	39.00	42.00	35.89	31.60	33.15	35.52	40.25	45.79	43.53	40.10	38.51	39.37	37.87	38.69	40.67	37.50	40.56	34.89	36.77	39.75	41.91	38.61	40.57	39.24	34.73	38.25
Standard deviation	18.63	18.15	18.62	15.04	18.73	17.57	18.96	18.89	17.37	17.47	19.38	19.03	18.63	18.63	20.61	18.11	20.12	17.65	18.50	20.59	18.28	19.70	17.14	17.41	16.38	18.78
Standard error	0.45	0.61	0.63	1.13	1.17	1.07	1.06	1.07	0.85	0.75	0.83	1.13	0.96	1.32	2.50	1.33	1.69	1.45	1.70	2.23	1.41	1.35	1.06	1.39	1.00	0.70

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Q.1 On average, what proportion of the price of a bottle of wine do you think is tax?

Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	
		Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
Less than 10%	(5)	70 3%	29 3%	22 5%	14 4%	5 2%	15 2%	14 3%	22 5%	19 3%	16 3%	21 4%	16 3%	17 4%	6 6%	10 3%	32 3%	23 4%	7 2%	18 4%	25 4%	20 4%	6 6%	5 3%	31 4%	29 3%
10-24%	350 17%	167 16%	70 16%	71 21%	42 18%	81 13%	58 15%	91 20%	119 20%	120 19%	73 15%	82 16%	75 17%	29 32%	49 16%	179 16%	91 16%	67 19%	79 16%	117 17%	86 17%	27 29%	27 14%	133 16%	162 17%	
25-39%	553 27%	305 29%	122 28%	91 26%	35 15%	171 28%	128 32%	128 28%	126 21%	189 30%	146 31%	133 26%	85 19%	27 29%	111 36%	306 28%	109 19%	97 27%	166 32%	194 28%	97 19%	24 26%	77 40%	234 28%	218 23%	
40-49%	260 13%	152 14%	61 14%	31 9%	16 7%	93 15%	53 13%	52 11%	62 10%	83 13%	74 16%	62 12%	42 9%	7 7%	46 15%	143 13%	64 11%	58 16%	73 14%	79 11%	50 10%	16 17%	27 14%	109 13%	109 12%	
50-59%	218 11%	137 13%	37 8%	30 9%	14 6%	85 14%	42 11%	42 9%	50 8%	89 14%	42 9%	54 11%	33 7%	13 14%	28 9%	119 11%	59 10%	50 14%	54 11%	68 10%	45 9%	5 6%	20 10%	101 12%	91 10%	
60-75%	250 12%	152 14%	53 12%	30 9%	15 6%	88 15%	48 12%	59 13%	55 9%	90 14%	48 10%	72 14%	40 9%	6 6%	32 10%	157 14%	55 10%	44 12%	73 14%	90 13%	43 8%	6 7%	22 11%	125 15%	98 10%	
76-100%	28 1%	18 2%	5 1%	4 1%	2 1%	12 2%	5 1%	7 1%	4 1%	9 1%	9 2%	7 1%	2 *	1 1%	5 2%	17 2%	5 1%	6 2%	6 1%	10 1%	5 1%	2 2%	2 1%	14 2%	9 9%	
No idea	341 16%	93 9%	73 16%	72 21%	103 44%	60 10%	51 13%	62 13%	169 28%	42 7%	58 12%	89 17%	153 34%	4 5%	30 10%	141 13%	165 29%	28 8%	42 8%	110 16%	161 32%	6 7%	15 8%	98 12%	222 24%	
Mean	39.00	40.81	38.04	35.72	35.25	42.04	39.17	37.56	36.39	39.98	38.27	40.08	36.49	32.86	38.11	40.21	38.12	40.16	39.64	38.98	37.08	33.49	38.82	40.40	38.26	
Standard deviation	18.63	18.43	18.67	18.45	18.85	18.33	17.96	19.25	18.46	18.45	18.27	18.99	18.75	18.11	17.35	18.76	18.99	18.18	18.20	18.87	19.15	18.55	16.89	19.00	18.53	
Standard error	0.45	0.59	0.96	1.12	1.68	0.79	0.95	0.95	0.89	0.74	0.89	0.91	1.14	1.88	1.07	0.60	0.96	0.99	0.84	0.77	1.04	1.97	1.28	0.68	0.70	

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Table 2

Q.2 Currently, a UK consumer pays an average of 56% duty (tax) on a bottle of wine. Do you think that this level of alcohol duty is about right, too little, or too much?

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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Too much	1329	622	707	142	220	237	245	199	285	338	361	299	330	120	57	142	122	120	92	59	125	161	198	133	183	566
	64%	61%	67%	58%	63%	68%	67%	65%	63%	61%	63%	66%	67%	64%	69%	63%	66%	64%	63%	57%	60%	60%	68%	71%	59%	66%
About right	608	316	292	88	99	90	99	89	144	175	172	141	121	52	16	72	55	57	41	39	61	87	79	49	100	234
	29%	31%	28%	36%	28%	26%	27%	29%	32%	32%	30%	31%	25%	28%	20%	32%	29%	30%	29%	37%	29%	32%	27%	26%	33%	27%
Too little	133	77	57	16	30	22	25	19	22	40	41	11	41	14	10	13	10	10	12	6	22	20	13	5	24	52
	6%	8%	5%	7%	9%	6%	7%	6%	5%	7%	7%	2%	8%	8%	12%	6%	5%	5%	8%	6%	10%	8%	4%	3%	8%	6%

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Q.2 Currently, a UK consumer pays an average of 56% duty (tax) on a bottle of wine. Do you think that this level of alcohol duty is about right, too little, or too much?

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine								
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often	
		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919					
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939					
Too much	1329	758	296	201	73	430	270	308	320	464	321	332	212	47	222	764	296	234	386	464	245	44	133	580	572					
	64%	72%	67%	58%	32%	71%	68%	67%	53%	73%	68%	64%	48%	50%	71%	70%	52%	65%	75%	67%	48%	47%	68%	69%	61%					
About right	608	257	129	119	103	154	111	131	213	153	134	162	159	32	78	297	200	107	108	204	189	39	50	236	283					
	29%	24%	29%	35%	44%	25%	28%	28%	35%	24%	28%	31%	36%	25%	25%	27%	35%	30%	21%	29%	37%	42%	26%	28%	30%					
Too little	133	36	17	24	55	21	19	23	71	22	15	21	75	14	11	33	75	17	19	24	74	10	11	28	83					
	6%	3%	4%	7%	24%	3%	5%	5%	12%	3%	3%	4%	17%	15%	4%	3%	13%	5%	4%	3%	15%	11%	6%	3%	9%					

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Table 3

Q.3 The UK Government currently receives from UK consumers 67% of all the wine duties paid by consumers across the 28 Member States of the EU and 43% of all sparkling wine duties. Bearing this in mind, do you think that the level of alcohol duty paid by UK consumers is about right, too little or too much?

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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Too much	1256	591	665	130	215	225	229	183	275	312	335	282	328	115	53	126	119	113	91	59	121	151	188	121	172	540
	61%	58%	63%	53%	62%	64%	62%	60%	61%	56%	58%	63%	67%	62%	65%	55%	64%	61%	63%	57%	58%	56%	65%	65%	56%	63%
About right	669	334	336	95	106	102	111	103	152	195	193	145	136	59	18	86	55	65	45	40	65	93	89	56	104	259
	32%	33%	32%	39%	30%	29%	30%	34%	34%	35%	34%	32%	28%	32%	21%	38%	29%	35%	31%	38%	31%	34%	31%	30%	34%	30%
Too little	145	89	55	22	27	21	29	21	24	46	46	24	29	12	12	16	13	9	9	5	21	26	13	9	31	53
	7%	9%	5%	9%	8%	6%	8%	7%	5%	8%	8%	5%	6%	7%	14%	7%	7%	5%	6%	5%	10%	10%	4%	5%	10%	6%

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Q.3 The UK Government currently receives from UK consumers 67% of all the wine duties paid by consumers across the 28 Member States of the EU and 43% of all sparkling wine duties. Bearing this in mind, do you think that the level of alcohol duty paid by UK consumers is about right, too little or too much?

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits			Q.6 Frequency: Fortified wine					
	Total	Daily/ Weekly	Sev-eral times/ once a month		Less often	Never	Daily/ Weekly	Sev-eral times/ once a month		Less often	Never	Daily/ Weekly	Sev-eral times/ once a month		Less often	Never	Daily/ Weekly	Sev-eral times/ once a month		Less often	Never	Daily/ Weekly	Sev-eral times/ once a month		Less often	Never
			3	4				5	6				7	8				9	10				11	12		
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
Too much	1256 61%	728 69%	271 61%	182 53%	75 32%	414 68%	251 63%	280 61%	311 52%	446 70%	304 65%	310 60%	196 44%	45 49%	210 68%	714 65%	287 50%	220 62%	364 71%	437 63%	235 46%	43 47%	122 63%	550 65%	541 58%	
About right	669 32%	279 27%	148 33%	136 40%	106 46%	162 27%	124 31%	155 34%	228 38%	169 26%	145 31%	178 35%	178 40%	38 41%	81 26%	336 31%	215 38%	119 33%	126 25%	221 32%	203 40%	38 41%	57 29%	259 31%	315 34%	
Too little	145 7%	44 4%	23 5%	26 7%	51 22%	28 5%	25 6%	26 6%	65 11%	25 4%	20 4%	27 5%	73 16%	10 11%	20 6%	44 4%	70 12%	19 5%	22 4%	34 5%	70 14%	11 12%	16 8%	34 4%	83 9%	

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Absolutes/col percents

Table 4

Q.4 Approximately, how many vineyards do you think there are in the UK?**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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Less than 50	567	245	322	54	86	106	109	87	125	147	154	116	150	62	25	65	54	56	41	25	64	51	70	54	81	218
	27%	24%	30%	22%	25%	30%	30%	28%	28%	27%	27%	26%	31%	33%	30%	28%	29%	30%	29%	24%	31%	19%	24%	29%	26%	26%
50-99	476	253	223	51	62	70	70	81	142	136	138	114	88	43	21	49	35	39	46	18	51	69	65	40	74	171
	23%	25%	21%	21%	18%	20%	19%	26%	31%	25%	24%	25%	18%	23%	25%	22%	19%	21%	32%	18%	24%	26%	22%	21%	24%	20%
100-199	300	160	139	34	57	50	55	45	58	99	95	62	44	25	10	35	21	29	17	22	32	38	40	30	58	144
	14%	16%	13%	14%	16%	14%	15%	15%	13%	18%	17%	14%	9%	14%	12%	15%	11%	16%	12%	21%	16%	14%	14%	16%	19%	17%
200-299	159	102	57	27	23	31	29	25	24	40	48	33	38	12	7	24	11	13	9	6	14	19	26	18	31	74
	8%	10%	5%	11%	7%	9%	8%	8%	5%	7%	8%	7%	8%	6%	8%	11%	6%	7%	6%	6%	7%	7%	9%	10%	10%	9%
300-399	39	21	18	9	7	2	4	10	7	13	10	11	6	2	1	4	2	2	4	1	3	5	5	9	5	16
	2%	2%	2%	4%	2%	1%	1%	3%	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	2%	2%	5%	2%	2%
400-500	24	15	9	6	2	5	2	5	5	11	6	1	6	2	-	2	-	1	1	1	3	4	7	4	4	7
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	-	1%	-	*	*	1%	1%	2%	2%	2%	1%	1%
More than 500 (550)	39	16	23	8	8	5	6	1	10	12	6	9	11	2	*	3	7	4	4	1	1	8	5	2	3	17
	2%	2%	2%	3%	2%	2%	2%	*	2%	2%	1%	2%	2%	1%	1%	1%	4%	2%	3%	1%	1%	3%	2%	1%	1%	2%
No idea	466	201	265	59	102	79	93	53	79	96	118	104	148	39	19	45	56	42	22	29	38	75	72	30	51	205
	23%	20%	25%	24%	29%	23%	25%	17%	18%	17%	21%	23%	30%	21%	23%	20%	30%	23%	15%	28%	18%	28%	25%	16%	17%	24%
Mean	112.54	120.02	104.85	142.29	119.47	107.62	105.32	109.02	104.31	119.60	109.61	110.80	108.80	93.91	93.44	114.29	111.63	106.48	107.80	110.02	101.69	127.94	123.93	123.92	114.81	118.11
Standard deviation	113.97	112.44	115.09	136.10	120.56	110.09	105.96	102.50	111.28	118.87	103.44	111.44	122.88	96.68	88.24	110.03	131.30	110.65	115.72	99.21	99.73	126.80	122.62	118.57	104.50	114.20
Standard error	2.85	3.98	4.07	10.32	8.17	7.01	6.20	6.16	5.62	5.30	4.61	7.01	6.66	7.27	10.86	8.37	11.52	9.32	10.84	11.77	7.96	9.37	8.02	9.55	6.58	4.50

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Table 4

Q.4 Approximately, how many vineyards do you think there are in the UK?**Base: All respondents**

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
		Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Less than 50	567 27%	284 27%	126 28%	114 33%	43 19%	151 25%	105 26%	150 32%	162 27%	177 28%	129 27%	159 31%	103 23%	25 27%	82 26%	315 29%	145 25%	85 24%	149 29%	204 30%	128 25%	14 15%	38 20%	222 26%	292 31%
50-99	476 23%	286 27%	93 21%	54 16%	42 18%	146 24%	99 25%	107 23%	124 21%	188 29%	109 23%	98 19%	81 18%	21 22%	78 25%	269 25%	108 19%	93 26%	121 24%	156 23%	106 21%	27 29%	56 29%	226 27%	167 18%
100-199	300 14%	180 17%	65 15%	36 10%	19 8%	106 18%	65 16%	64 14%	64 11%	120 19%	73 16%	65 13%	42 9%	23 25%	45 15%	176 16%	55 10%	64 18%	89 17%	101 15%	45 9%	23 25%	32 17%	137 16%	107 11%
200-299	159 8%	82 8%	38 9%	26 8%	14 6%	51 8%	37 9%	39 8%	32 5%	51 8%	42 9%	35 7%	30 7%	9 10%	39 13%	73 7%	37 7%	39 11%	42 8%	42 6%	36 7%	13 14%	22 11%	59 7%	65 7%
300-399	39 2%	25 2%	6 1%	3 1%	6 2%	16 3%	6 1%	3 1%	14 2%	15 2%	11 2%	8 2%	6 1%	4 4%	12 4%	14 1%	9 2%	11 3%	9 2%	10 1%	9 2%	4 4%	5 2%	18 2%	14 1%
400-500	24 1%	12 1%	5 1%	5 1%	2 1%	9 1%	6 2%	4 1%	5 1%	8 1%	5 1%	6 1%	6 1%	1 1%	6 2%	13 1%	5 1%	5 1%	8 2%	7 1%	4 1%	1 1%	7 4%	7 1%	9 1%
More than 500 (550)	39 2%	23 2%	4 1%	8 2%	4 2%	20 3%	4 1%	4 1%	11 2%	11 2%	9 2%	8 2%	10 2%	5 6%	5 2%	21 2%	6 1%	7 2%	11 2%	12 2%	9 2%	3 4%	7 3%	16 2%	12 1%
No idea	466 23%	160 15%	105 24%	98 28%	103 44%	105 17%	79 20%	90 19%	192 32%	69 11%	92 20%	136 26%	169 38%	5 5%	44 14%	213 19%	204 36%	54 15%	82 16%	159 23%	171 34%	7 8%	28 14%	160 19%	271 29%
Mean	112.54	115.12	106.53	108.08	118.97	128.64	111.51	97.91	107.03	112.82	116.31	105.25	116.81	142.94	128.01	108.07	104.71	125.98	115.54	104.60	109.13	148.81	142.94	110.98	101.91
Standard deviation	113.97	113.59	103.13	124.81	121.99	127.59	104.21	96.84	116.07	108.24	114.77	112.63	125.73	137.44	119.78	110.83	109.03	115.95	116.08	109.23	116.02	123.77	134.34	109.73	109.32
Standard error	2.85	3.80	5.57	8.02	11.00	5.75	5.77	4.99	5.76	4.50	5.80	5.76	8.00	14.49	7.58	3.68	5.82	6.63	5.62	4.70	6.43	13.35	10.59	4.14	4.28

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 5

Q.5 Approximately, how much of the value of alcohol sales in pubs, bars and restaurants do you think is accounted for by wine and spirit sales?

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	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Less than 10% (5)	49	31	18	10	13	6	6	8	5	10	12	13	14	2	2	8	1	2	5	7	4	6	3	8	9	24
	2%	3%	2%	4%	4%	2%	2%	3%	1%	2%	2%	3%	3%	1%	3%	3%	1%	1%	4%	6%	2%	2%	1%	4%	3%	3%
10-24%	238	153	86	23	25	50	51	38	52	59	59	73	47	13	10	28	18	26	19	17	29	27	35	15	44	110
	12%	15%	8%	9%	7%	14%	14%	12%	11%	11%	10%	16%	10%	7%	13%	12%	10%	14%	13%	17%	14%	10%	12%	8%	14%	13%
25-39%	587	336	251	62	105	99	101	102	118	164	166	128	129	51	26	67	61	60	42	29	50	72	80	49	95	243
	28%	33%	24%	25%	30%	28%	27%	33%	26%	30%	29%	28%	26%	28%	32%	30%	33%	32%	29%	28%	24%	27%	27%	26%	31%	29%
40-49%	355	161	194	42	59	63	59	45	87	90	114	77	74	29	12	38	24	30	24	17	45	41	56	39	61	132
	17%	16%	18%	17%	17%	18%	16%	15%	19%	16%	20%	17%	15%	16%	14%	17%	13%	16%	17%	16%	22%	15%	19%	21%	20%	15%
50-59%	261	91	170	33	48	36	47	38	59	84	71	48	57	33	8	21	20	26	21	14	17	26	45	29	36	106
	13%	9%	16%	13%	14%	10%	13%	12%	13%	15%	12%	11%	12%	18%	10%	9%	11%	14%	15%	13%	8%	10%	15%	15%	12%	12%
60-75%	202	84	118	26	31	30	27	35	52	68	57	30	47	22	8	20	17	11	17	8	26	33	22	19	23	81
	10%	8%	11%	11%	9%	9%	7%	11%	12%	12%	10%	7%	10%	12%	10%	9%	9%	6%	11%	8%	13%	12%	8%	10%	8%	10%
76-100%	24	11	13	5	1	3	5	4	5	9	8	5	2	5	1	1	2	1	-	2	3	5	2	-	3	9
	1%	1%	1%	2%	*	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	*	-	2%	2%	2%	1%	-	1%	1%
No idea	355	149	206	45	66	61	72	39	72	70	88	76	121	30	15	44	43	31	17	10	32	59	47	28	36	146
	17%	15%	19%	18%	19%	18%	19%	13%	16%	13%	15%	17%	25%	16%	18%	19%	23%	16%	12%	10%	15%	22%	16%	15%	12%	17%
Mean	40.51	37.61	43.46	41.73	40.44	39.16	39.49	40.07	42.04	42.29	41.17	37.64	40.22	44.59	39.22	38.42	40.47	38.47	39.83	37.43	41.20	41.82	40.74	41.02	38.54	39.62
Standard deviation	16.85	16.69	16.50	18.39	16.06	16.49	16.76	17.21	16.59	17.12	16.53	16.70	16.72	17.02	17.40	16.68	15.98	15.17	16.87	18.62	17.72	18.11	15.69	16.28	16.31	17.15
Standard error	0.41	0.57	0.56	1.36	1.02	1.01	0.94	1.00	0.83	0.74	0.71	1.01	0.87	1.23	2.08	1.26	1.34	1.25	1.55	2.02	1.38	1.28	0.98	1.31	1.01	0.65

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 5

Q.5 Approximately, how much of the value of alcohol sales in pubs, bars and restaurants do you think is accounted for by wine and spirit sales?

Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
		Daily/ Weekly		Several times/ once a month		Daily/ Weekly		Several times/ once a month		Daily/ Weekly		Several times/ once a month		Daily/ Weekly		Several times/ once a month		Daily/ Weekly		Several times/ once a month		Daily/ Weekly		Several times/ once a month		
		Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never	Less often	Never			
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
Less than 10%	(5)	49	28	10	4	7	18	10	11	9	17	11	6	15	5	8	18	17	10	17	11	11	7	6	17	19
		2%	3%	2%	1%	3%	3%	3%	2%	1%	3%	2%	1%	3%	5%	3%	2%	3%	3%	3%	2%	2%	8%	3%	2%	2%
10-24%	238	151	35	34	19	105	48	40	46	83	48	70	37	15	30	144	49	46	64	90	39	15	29	93	101	
	12%	14%	8%	10%	8%	17%	12%	9%	8%	13%	10%	14%	8%	16%	10%	13%	9%	13%	13%	13%	8%	17%	15%	11%	11%	
25-39%	587	328	125	90	44	201	122	125	139	189	149	137	113	33	91	314	148	119	149	200	120	30	65	236	256	
	28%	31%	28%	26%	19%	33%	31%	27%	23%	30%	32%	27%	25%	36%	29%	29%	26%	33%	29%	29%	24%	33%	33%	28%	27%	
40-49%	355	184	86	54	31	98	68	88	101	115	80	97	63	13	60	196	86	61	91	117	85	8	35	167	144	
	17%	17%	20%	16%	13%	16%	17%	19%	17%	18%	17%	19%	14%	14%	19%	18%	15%	17%	18%	17%	17%	9%	18%	20%	15%	
50-59%	261	135	65	45	16	66	53	66	75	93	77	47	44	16	51	145	49	43	70	95	54	17	21	113	110	
	13%	13%	15%	13%	7%	11%	13%	14%	12%	15%	16%	9%	10%	17%	16%	13%	9%	12%	14%	14%	11%	18%	11%	13%	12%	
60-75%	202	98	44	36	23	42	45	53	63	71	46	54	31	5	41	109	46	36	63	59	43	8	19	86	89	
	10%	9%	10%	11%	10%	7%	11%	11%	10%	11%	10%	10%	7%	5%	13%	10%	8%	10%	12%	9%	9%	8%	10%	10%	9%	
76-100%	24	14	4	5	2	9	4	2	9	9	4	9	2	2	6	10	6	4	6	4	9	1	1	10	11	
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	*	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	
No idea	355	115	74	76	90	66	50	77	162	63	55	96	142	4	23	158	169	39	53	116	147	6	19	121	208	
	17%	11%	17%	22%	39%	11%	13%	17%	27%	10%	12%	19%	32%	4%	8%	14%	30%	11%	10%	17%	29%	7%	10%	14%	22%	
Mean	40.51	39.43	41.93	42.13	40.90	37.31	40.65	41.91	43.08	40.84	41.03	40.60	39.04	37.36	42.82	40.41	39.78	39.56	40.80	39.89	41.96	36.69	38.54	41.29	40.66	
Standard deviation	16.85	16.95	15.98	16.82	18.00	16.80	16.99	16.18	16.79	17.27	16.15	17.25	16.39	17.46	17.21	16.54	17.01	16.85	17.48	16.11	17.13	18.60	16.50	16.52	16.97	
Standard error	0.41	0.55	0.83	1.03	1.55	0.73	0.91	0.82	0.80	0.71	0.79	0.84	0.99	1.82	1.05	0.53	0.86	0.94	0.82	0.67	0.92	1.99	1.28	0.61	0.64	

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 6

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Summary Table****Base: All respondents**

	Alcoholic drinks					
	Any (Net)	Beer/ lager / ale / stout	Wine (e.g. white, red, rose)	Sparkling wine / Champagne / Prosecco / Cava	Spirits (e.g. rum, vodka, whisky)	Fortified wine (e.g. Sherry, Madeira, Port)
Unweighted base	2070	2070	2070	2070	2070	2070
Weighted base	2070	2070	2070	2070	2070	2070
NET: Annually or more	1777 86%	1355 65%	1488 72%	1217 59%	1392 67%	817 39%
Every day	156 8%	63 3%	77 4%	14 1%	34 2%	19 1%
A few days a week	525 25%	281 14%	300 14%	31 1%	133 6%	26 1%
Once a week	371 18%	261 13%	263 13%	49 2%	191 9%	47 2%
A few days a month	296 14%	249 12%	283 14%	132 6%	288 14%	86 4%
Once a month	146 7%	151 7%	186 9%	179 9%	225 11%	109 5%
A few times a year	244 12%	297 14%	310 15%	586 28%	436 21%	332 16%
Once a year	38 2%	54 3%	69 3%	227 11%	86 4%	197 10%
Less often than once a year	61 3%	111 5%	135 7%	282 14%	170 8%	315 15%
Never	232 11%	603 29%	446 22%	571 28%	508 25%	939 45%
NET: Weekly or more	1052 51%	605 29%	640 31%	93 5%	358 17%	93 4%
NET: Monthly or more	1494 72%	1005 49%	1109 54%	404 20%	871 42%	288 14%
NET: Annually or more	1777 86%	1355 65%	1488 72%	1217 59%	1392 67%	817 39%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 7

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Any alcohol (Net)****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	1777	897	880	196	290	293	316	281	401	495	497	396	389	160	79	190	164	157	133	89	165	220	253	166	271	755
	86%	88%	83%	80%	83%	84%	86%	91%	89%	90%	87%	88%	79%	86%	95%	84%	88%	84%	92%	86%	80%	82%	87%	89%	88%	89%
Every day	156	104	51	16	16	14	20	22	67	49	43	39	25	11	7	16	8	9	17	10	15	16	25	20	19	61
	8%	10%	5%	6%	5%	4%	5%	7%	15%	9%	7%	9%	5%	6%	8%	7%	4%	5%	12%	10%	7%	6%	9%	11%	6%	7%
A few days a week	525	345	181	36	55	76	98	117	143	172	150	102	101	62	23	56	37	44	35	32	55	58	66	56	81	226
	25%	34%	17%	15%	16%	22%	27%	38%	32%	31%	26%	23%	20%	33%	28%	24%	20%	24%	24%	31%	27%	22%	23%	30%	26%	27%
Once a week	371	186	185	42	78	76	67	46	63	95	95	106	75	30	17	35	48	28	33	16	28	60	50	24	60	165
	18%	18%	18%	17%	22%	22%	18%	15%	14%	17%	17%	23%	15%	16%	21%	15%	26%	15%	23%	16%	14%	22%	17%	13%	20%	19%
A few days a month	296	120	177	45	64	55	49	38	46	83	88	59	67	20	10	32	25	28	22	18	24	30	56	31	51	132
	14%	12%	17%	18%	18%	16%	13%	12%	10%	15%	15%	13%	14%	11%	12%	14%	13%	15%	15%	17%	12%	11%	19%	16%	16%	16%
Once a month	146	47	99	25	28	27	29	18	19	39	48	31	28	9	5	18	14	14	10	3	16	19	23	15	17	63
	7%	5%	9%	10%	8%	8%	8%	6%	4%	7%	8%	7%	6%	5%	6%	8%	7%	7%	7%	3%	8%	7%	8%	8%	6%	7%
A few times a year	244	85	160	28	43	42	48	32	51	48	65	49	83	23	14	32	26	28	14	9	22	30	27	19	38	95
	12%	8%	15%	11%	12%	12%	13%	10%	11%	9%	11%	11%	17%	12%	17%	14%	14%	15%	10%	9%	11%	11%	9%	10%	12%	11%
Once a year	38	11	27	4	6	3	6	9	11	9	7	11	12	5	2	1	6	5	1	1	4	5	5	2	4	13
	2%	1%	3%	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	3%	3%	1%	3%	3%	*	1%	2%	2%	2%	1%	1%	2%
Less often than once a year	61	20	42	6	13	14	10	8	11	8	18	15	21	7	1	11	3	3	3	2	4	11	10	5	6	15
	3%	2%	4%	2%	4%	4%	3%	3%	2%	1%	3%	3%	4%	4%	2%	5%	2%	1%	2%	2%	2%	4%	3%	3%	2%	2%
Never	232	98	134	44	46	41	44	18	39	50	60	40	82	19	2	26	19	27	9	12	37	38	27	16	30	82
	11%	10%	13%	18%	13%	12%	12%	6%	9%	9%	10%	9%	17%	10%	3%	12%	10%	14%	6%	11%	18%	14%	9%	8%	10%	10%
NET: Weekly or more	1052	634	417	93	149	166	185	185	273	317	288	247	200	103	47	107	93	82	86	58	99	135	142	99	160	452
	51%	63%	40%	38%	43%	48%	50%	60%	61%	57%	50%	55%	41%	55%	57%	47%	50%	44%	59%	56%	48%	50%	49%	53%	52%	53%
NET: Monthly or more	1494	802	693	164	241	248	263	241	338	438	425	336	295	132	62	157	132	124	118	79	139	185	221	145	228	648
	72%	79%	66%	66%	69%	71%	71%	78%	75%	79%	74%	75%	60%	71%	75%	69%	71%	67%	81%	76%	67%	69%	76%	78%	74%	76%
NET: Annually or more	1777	897	880	196	290	293	316	281	401	495	497	396	389	160	79	190	164	157	133	89	165	220	253	166	271	755
	86%	88%	83%	80%	83%	84%	86%	91%	89%	90%	87%	88%	79%	86%	95%	84%	88%	84%	92%	86%	80%	82%	87%	89%	88%	89%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 7

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Any alcohol (Net)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often	
		Weekly	once a month	Less often	Never		once a month	Less often	once a month	Less often		once a month	Less often	once a month	Less often		once a month	Less often	once a month	Less often		once a month	Less often	once a month	Less often
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1777	1052	443	283	-	605	400	432	340	640	469	465	203	93	311	1055	317	358	513	653	254	93	195	817	673
	86%	100%	100%	82%	-	100%	100%	94%	56%	100%	100%	90%	46%	100%	100%	96%	56%	100%	100%	94%	50%	100%	100%	97%	72%
Every day	156	156	-	-	-	92	25	23	15	114	13	22	6	32	27	78	18	80	21	33	22	40	19	52	44
	8%	15%	-	-	-	15%	6%	5%	3%	18%	3%	4%	1%	35%	9%	7%	3%	22%	4%	5%	4%	43%	10%	6%	5%
A few days a week	525	525	-	-	-	318	87	66	54	342	88	64	33	38	94	319	75	177	150	145	53	39	74	267	145
	25%	50%	-	-	-	53%	22%	14%	9%	53%	19%	12%	7%	41%	30%	29%	13%	49%	29%	21%	10%	42%	38%	32%	15%
Once a week	371	371	-	-	-	194	67	65	44	184	92	56	38	22	84	208	56	102	115	113	41	14	43	176	138
	18%	35%	-	-	-	32%	17%	14%	7%	29%	20%	11%	9%	24%	27%	19%	10%	28%	22%	16%	8%	15%	22%	21%	15%
A few days a month	296	-	296	-	-	-	161	71	64	-	196	66	34	-	72	168	56	-	162	108	26	-	39	152	105
	14%	-	67%	-	-	-	40%	15%	11%	-	42%	13%	8%	-	23%	15%	10%	-	32%	16%	5%	-	20%	18%	11%
Once a month	146	-	146	-	-	-	59	44	43	-	80	44	23	-	34	85	28	-	64	61	21	-	19	50	77
	7%	-	33%	-	-	-	15%	10%	7%	-	17%	8%	5%	-	11%	8%	5%	-	12%	9%	4%	-	10%	6%	8%
A few times a year	244	-	-	244	-	-	-	145	100	-	-	190	54	-	-	170	75	-	-	176	68	-	-	105	140
	12%	-	-	71%	-	-	-	31%	17%	-	-	37%	12%	-	-	16%	13%	-	-	25%	13%	-	-	12%	15%
Once a year	38	-	-	38	-	-	-	18	20	-	-	24	14	-	-	28	10	-	-	16	22	-	-	14	24
	2%	-	-	11%	-	-	-	4%	3%	-	-	5%	3%	-	-	3%	2%	-	-	2%	4%	-	-	2%	3%
Less often than once a year	61	-	-	61	-	-	-	30	31	-	-	50	11	-	-	39	22	-	-	39	22	-	-	27	34
	3%	-	-	18%	-	-	-	6%	5%	-	-	10%	3%	-	-	4%	4%	-	-	6%	4%	-	-	3%	4%
Never	232	-	-	-	232	-	-	-	232	-	-	-	232	-	-	-	232	-	-	-	232	-	-	-	232
	11%	-	-	-	100%	-	-	-	38%	-	-	-	52%	-	-	-	41%	-	-	-	46%	-	-	-	25%
NET: Weekly or more	1052	1052	-	-	-	605	180	153	114	640	193	141	77	93	205	605	149	358	286	291	116	93	137	495	327
	51%	100%	-	-	-	100%	45%	33%	19%	100%	41%	27%	17%	100%	66%	55%	26%	100%	56%	42%	23%	100%	70%	59%	35%
NET: Monthly or more	1494	1052	443	-	-	605	400	269	221	640	469	251	134	93	311	857	232	358	513	460	163	93	195	698	509
	72%	100%	100%	-	-	100%	100%	58%	37%	100%	100%	49%	30%	100%	100%	78%	41%	100%	100%	67%	32%	100%	100%	83%	54%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 7

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Any alcohol (Net)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month		
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1777	1052	443	283	-	605	400	432	340	640	469	465	203	93	311	1055	317	358	513	653	254	93	195	817	673
	86%	100%	100%	82%	-	100%	100%	94%	56%	100%	100%	90%	46%	100%	100%	96%	56%	100%	100%	94%	50%	100%	100%	97%	72%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 8

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Beer/ lager / ale / stout****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	1355	844	512	143	234	238	236	212	292	391	374	303	287	126	58	157	124	117	108	77	121	171	183	115	220	614
	65%	83%	48%	58%	67%	68%	64%	69%	65%	71%	65%	67%	58%	68%	70%	69%	66%	63%	74%	74%	58%	63%	63%	62%	72%	72%
Every day	63	50	13	6	7	10	7	9	24	21	11	20	11	3	4	7	4	3	8	3	6	5	11	7	9	26
	3%	5%	1%	3%	2%	3%	2%	3%	5%	4%	2%	4%	2%	2%	5%	3%	2%	2%	6%	3%	3%	2%	4%	4%	3%	3%
A few days a week	281	240	40	20	38	54	57	53	58	78	77	64	62	29	20	38	22	29	21	23	25	25	26	23	45	142
	14%	24%	4%	8%	11%	16%	16%	17%	13%	14%	13%	14%	13%	16%	24%	17%	12%	15%	14%	22%	12%	9%	9%	12%	15%	17%
Once a week	261	190	72	34	55	47	43	33	49	82	68	69	43	24	10	29	32	19	18	14	24	42	33	17	40	132
	13%	19%	7%	14%	16%	13%	12%	11%	11%	15%	12%	15%	9%	13%	12%	13%	17%	10%	12%	13%	16%	11%	9%	9%	13%	15%
A few days a month	249	155	94	27	49	43	33	38	59	76	72	44	57	17	9	21	24	22	11	17	30	31	49	18	31	113
	12%	15%	9%	11%	14%	12%	9%	12%	13%	14%	12%	10%	12%	9%	11%	9%	13%	12%	8%	17%	14%	12%	17%	10%	10%	13%
Once a month	151	72	80	24	34	18	28	25	23	48	48	33	22	16	5	20	11	6	20	4	11	23	19	18	32	67
	7%	7%	8%	10%	10%	5%	8%	8%	5%	9%	8%	7%	5%	8%	6%	9%	6%	3%	14%	4%	5%	8%	7%	10%	11%	8%
A few times a year	297	127	170	24	43	55	61	47	67	73	85	58	79	32	9	40	24	29	21	16	24	37	38	26	48	114
	14%	12%	16%	10%	12%	16%	16%	15%	15%	13%	15%	13%	16%	17%	11%	17%	13%	16%	15%	15%	12%	14%	13%	14%	16%	13%
Once a year	54	11	43	7	8	12	7	7	12	13	14	14	13	5	1	3	6	9	8	-	2	7	7	6	14	20
	3%	1%	4%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%	3%	2%	1%	3%	5%	6%	-	1%	3%	2%	3%	5%	2%
Less often than once a year	111	27	84	10	18	15	23	18	26	23	30	20	38	9	3	12	12	14	8	3	9	15	17	9	12	36
	5%	3%	8%	4%	5%	4%	6%	6%	6%	4%	5%	4%	8%	5%	4%	5%	7%	8%	5%	3%	4%	5%	6%	5%	4%	4%
Never	603	144	460	93	96	95	110	77	133	139	170	128	167	51	21	59	50	55	30	24	77	83	90	62	75	202
	29%	14%	44%	38%	28%	27%	30%	25%	29%	25%	30%	28%	34%	27%	26%	26%	27%	30%	20%	23%	37%	31%	31%	34%	24%	24%
NET: Weekly or more	605	480	125	61	100	111	107	95	131	181	156	153	115	57	34	74	58	51	47	39	55	73	70	47	95	300
	29%	47%	12%	25%	29%	32%	29%	31%	29%	33%	27%	34%	23%	30%	41%	32%	31%	27%	32%	38%	26%	27%	24%	25%	31%	35%
NET: Monthly or more	1005	706	299	112	183	171	168	158	213	305	275	230	195	89	47	114	93	79	78	61	95	127	138	83	158	480
	49%	70%	28%	46%	53%	49%	46%	51%	47%	55%	48%	51%	40%	48%	57%	50%	50%	43%	54%	59%	46%	47%	48%	45%	52%	56%
NET: Annually or more	1355	844	512	143	234	238	236	212	292	391	374	303	287	126	58	157	124	117	108	77	121	171	183	115	220	614
	65%	83%	48%	58%	67%	68%	64%	69%	65%	71%	65%	67%	58%	68%	70%	69%	66%	63%	74%	74%	58%	63%	63%	62%	72%	72%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 8

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Beer/ lager / ale / stout****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Pro-secco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine								
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often	
		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919					
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939					
NET: Annually or more	1355	903	315	137	-	605	400	350	-	536	371	308	140	86	250	802	218	294	436	484	141	82	173	666	435					
	65%	86%	71%	40%	-	100%	100%	76%	-	84%	79%	60%	31%	92%	80%	73%	38%	82%	85%	70%	28%	88%	89%	79%	46%					
Every day	63	63	-	-	-	63	-	-	-	31	10	17	5	17	8	29	9	29	12	12	11	16	8	20	19					
	3%	6%	-	-	-	10%	-	-	-	5%	2%	3%	1%	18%	3%	3%	2%	8%	2%	2%	2%	17%	4%	2%	2%					
A few days a week	281	281	-	-	-	281	-	-	-	126	76	51	27	18	52	166	44	91	89	79	22	23	40	135	82					
	14%	27%	-	-	-	46%	-	-	-	20%	16%	10%	6%	20%	17%	15%	8%	25%	17%	11%	4%	25%	21%	16%	9%					
Once a week	261	261	-	-	-	261	-	-	-	121	63	48	30	22	56	143	41	82	84	72	23	15	35	119	93					
	13%	25%	-	-	-	43%	-	-	-	19%	13%	9%	7%	24%	18%	13%	7%	23%	16%	10%	5%	16%	18%	14%	10%					
A few days a month	249	114	135	-	-	-	249	-	-	96	79	50	24	14	46	143	45	31	105	93	20	18	34	130	67					
	12%	11%	31%	-	-	-	62%	-	-	15%	17%	10%	5%	15%	15%	13%	8%	9%	20%	13%	4%	19%	17%	15%	7%					
Once a month	151	66	85	-	-	-	151	-	-	55	61	22	13	8	48	72	24	24	72	42	13	7	32	62	50					
	7%	6%	19%	-	-	-	38%	-	-	9%	13%	4%	3%	8%	15%	7%	4%	7%	14%	6%	3%	8%	17%	7%	5%					
A few times a year	297	106	72	118	-	-	-	297	-	95	64	103	35	3	34	214	46	33	60	161	43	3	19	165	109					
	14%	10%	16%	34%	-	-	-	64%	-	15%	14%	20%	8%	3%	11%	20%	8%	9%	12%	23%	8%	4%	10%	20%	12%					
Once a year	54	12	23	19	-	-	-	54	-	11	19	18	7	3	6	35	10	4	16	24	9	-	4	35	14					
	3%	1%	5%	5%	-	-	-	12%	-	2%	4%	3%	2%	3%	2%	3%	2%	1%	3%	4%	2%	-	2%	4%	2%					
Less often than once a year	111	34	21	56	-	-	-	111	-	22	20	63	6	1	12	85	13	15	16	57	23	3	6	68	34					
	5%	3%	5%	16%	-	-	-	24%	-	3%	4%	12%	1%	1%	4%	8%	2%	4%	3%	8%	4%	3%	3%	8%	4%					
Never	603	114	107	151	232	-	-	-	603	82	78	143	300	6	49	208	340	49	60	151	343	8	17	110	469					
	29%	11%	24%	44%	100%	-	-	-	100%	13%	17%	28%	67%	7%	16%	19%	59%	14%	12%	22%	68%	9%	8%	13%	50%					
NET: Weekly or more	605	605	-	-	-	605	-	-	-	278	149	116	62	57	115	338	94	201	184	163	56	53	83	274	194					
	29%	58%	-	-	-	100%	-	-	-	43%	32%	23%	14%	61%	37%	31%	16%	56%	36%	24%	11%	58%	42%	32%	21%					
NET: Monthly or more	1005	785	220	-	-	605	400	-	-	429	289	188	99	79	210	553	163	257	360	298	89	78	149	466	312					
	49%	75%	50%	-	-	100%	100%	-	-	67%	62%	37%	22%	85%	67%	51%	28%	72%	70%	43%	18%	84%	77%	55%	33%					

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 8

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Beer/ lager / ale / stout****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/once a month		Less often	Never	Several times/once a month		Less often	Never	Several times/once a month		Less often	Never	Several times/once a month		Less often	Never	Several times/once a month		Less often	Never	Several times/once a month		Less often	Never
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month		
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1355	903	315	137	-	605	400	350	-	536	371	308	140	86	250	802	218	294	436	484	141	82	173	666	435
	65%	86%	71%	40%	-	100%	100%	76%	-	84%	79%	60%	31%	92%	80%	73%	38%	82%	85%	70%	28%	88%	89%	79%	46%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 9

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Wine (e.g. white, red, rose)****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	1488	747	742	156	237	236	255	253	351	447	423	310	309	132	63	157	135	134	116	73	148	188	206	137	232	631
	72%	74%	70%	63%	68%	68%	69%	82%	78%	81%	74%	69%	63%	71%	76%	69%	72%	72%	80%	71%	71%	70%	71%	73%	75%	74%
Every day	77	46	31	6	6	5	11	11	38	28	22	17	10	8	2	5	4	6	8	4	6	7	17	11	6	28
	4%	5%	3%	3%	2%	1%	3%	4%	8%	5%	4%	4%	2%	4%	2%	2%	2%	3%	6%	3%	3%	3%	6%	6%	2%	3%
A few days a week	300	168	131	18	31	36	44	68	104	115	89	48	48	34	5	27	18	18	18	14	39	45	43	39	43	110
	14%	17%	12%	7%	9%	10%	12%	22%	23%	21%	15%	11%	10%	18%	6%	12%	10%	9%	12%	14%	19%	17%	15%	21%	14%	13%
Once a week	263	125	138	28	45	55	49	39	47	73	77	55	58	26	10	26	27	28	22	14	23	36	35	17	51	109
	13%	12%	13%	11%	13%	16%	13%	13%	10%	13%	13%	12%	12%	14%	12%	11%	14%	15%	16%	13%	11%	13%	12%	9%	17%	13%
A few days a month	283	132	152	41	59	47	45	41	50	88	85	59	51	24	9	28	27	24	24	16	18	39	48	27	53	130
	14%	13%	14%	17%	17%	14%	12%	13%	11%	16%	15%	13%	10%	13%	11%	12%	14%	13%	17%	15%	9%	15%	16%	14%	17%	15%
Once a month	186	86	100	31	36	36	23	28	31	63	46	38	38	7	7	22	11	20	19	6	24	28	24	17	27	82
	9%	8%	9%	13%	10%	10%	6%	9%	7%	11%	8%	8%	8%	4%	9%	10%	6%	11%	13%	6%	11%	10%	8%	9%	9%	10%
A few times a year	310	152	158	24	50	48	65	55	68	66	88	72	83	27	24	42	40	31	19	15	30	28	33	22	42	136
	15%	15%	15%	10%	14%	14%	18%	18%	15%	12%	15%	16%	17%	15%	29%	18%	21%	17%	13%	14%	14%	10%	11%	12%	14%	16%
Once a year	69	37	32	9	9	9	17	11	13	13	16	21	20	6	5	7	9	8	5	5	8	6	7	3	11	35
	3%	4%	3%	4%	3%	3%	5%	4%	3%	2%	3%	5%	4%	3%	6%	3%	5%	4%	3%	5%	4%	2%	2%	2%	4%	4%
Less often than once a year	135	59	77	15	27	25	24	15	29	19	27	40	50	13	3	23	11	12	7	8	6	22	19	13	10	59
	7%	6%	7%	6%	8%	7%	6%	5%	6%	3%	5%	9%	10%	7%	4%	10%	6%	6%	5%	8%	3%	8%	6%	7%	3%	7%
Never	446	209	237	75	84	87	90	39	72	88	124	101	134	42	17	48	40	40	22	23	54	60	65	37	65	163
	22%	21%	22%	30%	24%	25%	24%	13%	16%	16%	22%	22%	27%	22%	20%	21%	22%	22%	15%	22%	26%	22%	23%	20%	21%	19%
NET: Weekly or more	640	340	300	52	83	95	104	118	189	217	187	120	116	68	17	58	48	51	49	31	69	87	94	67	99	247
	31%	34%	28%	21%	24%	27%	28%	38%	42%	39%	33%	27%	24%	36%	20%	26%	26%	28%	34%	30%	33%	32%	32%	36%	32%	29%
NET: Monthly or more	1109	557	552	124	178	179	172	187	269	368	319	217	205	99	33	108	86	95	92	53	110	155	166	111	179	460
	54%	55%	52%	50%	51%	51%	47%	61%	60%	67%	56%	48%	42%	53%	40%	48%	46%	51%	64%	51%	53%	57%	57%	60%	58%	54%
NET: Annually or more	1488	747	742	156	237	236	255	253	351	447	423	310	309	132	63	157	135	134	116	73	148	188	206	137	232	631
	72%	74%	70%	63%	68%	68%	69%	82%	78%	81%	74%	69%	63%	71%	76%	69%	72%	72%	80%	71%	71%	70%	71%	73%	75%	74%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 9

Q.6 Approximately how often do you consume each of the following alcoholic drinks?

Wine (e.g. white, red, rose)

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1488	947	359	182	-	521	346	359	262	640	469	379	-	92	302	940	155	320	451	535	182	91	187	756	454
	72%	90%	81%	53%	-	86%	87%	78%	43%	100%	100%	74%	-	99%	97%	86%	27%	89%	88%	77%	36%	98%	96%	90%	48%
Every day	77	77	-	-	-	29	19	19	11	77	-	-	-	13	18	41	5	34	9	23	11	16	12	31	19
	4%	7%	-	-	-	5%	5%	4%	2%	12%	-	-	-	14%	6%	4%	1%	9%	2%	3%	2%	17%	6%	4%	2%
A few days a week	300	300	-	-	-	128	74	56	43	300	-	-	-	34	68	169	29	98	87	85	30	38	40	157	65
	14%	28%	-	-	-	21%	18%	12%	7%	47%	-	-	-	37%	22%	15%	5%	27%	17%	12%	6%	41%	21%	19%	7%
Once a week	263	263	-	-	-	122	59	54	29	263	-	-	-	32	67	147	17	75	84	71	33	16	45	134	68
	13%	25%	-	-	-	20%	15%	12%	5%	41%	-	-	-	34%	22%	13%	3%	21%	16%	10%	7%	18%	23%	16%	7%
A few days a month	283	124	159	-	-	102	71	64	47	-	283	-	-	8	91	158	27	34	134	95	21	19	46	144	74
	14%	12%	36%	-	-	17%	18%	14%	8%	-	60%	-	-	9%	29%	14%	5%	9%	26%	14%	4%	21%	24%	17%	8%
Once a month	186	69	117	-	-	47	69	38	31	-	186	-	-	4	46	123	12	41	69	65	12	1	35	91	59
	9%	7%	26%	-	-	8%	17%	8%	5%	-	40%	-	-	5%	15%	11%	2%	11%	13%	9%	2%	1%	18%	11%	6%
A few times a year	310	95	66	149	-	79	43	104	84	-	-	310	-	-	9	253	49	32	58	169	52	1	8	172	130
	15%	9%	15%	43%	-	13%	11%	23%	14%	-	-	60%	-	-	3%	23%	9%	9%	11%	24%	10%	1%	4%	20%	14%
Once a year	69	19	17	33	-	15	12	25	17	-	-	69	-	1	3	49	16	7	10	28	24	1	1	26	41
	3%	2%	4%	10%	-	3%	3%	5%	3%	-	-	13%	-	1%	1%	5%	3%	2%	2%	4%	5%	1%	1%	3%	4%
Less often than once a year	135	27	27	82	-	22	17	55	42	-	-	135	-	-	2	94	39	9	16	71	39	-	-	60	75
	7%	3%	6%	24%	-	4%	4%	12%	7%	-	-	26%	-	-	1%	9%	7%	3%	3%	10%	8%	-	-	7%	8%
Never	446	77	57	80	232	62	37	47	300	-	-	-	446	1	7	61	377	29	45	85	287	2	8	27	409
	22%	7%	13%	23%	100%	10%	9%	10%	50%	-	-	-	100%	1%	2%	6%	66%	8%	9%	12%	56%	2%	4%	3%	44%
NET: Weekly or more	640	640	-	-	-	278	151	128	82	640	-	-	-	79	153	357	51	207	180	178	74	70	97	322	151
	31%	61%	-	-	-	46%	38%	28%	14%	100%	-	-	-	85%	49%	33%	9%	58%	35%	26%	15%	75%	50%	38%	16%
NET: Monthly or more	1109	833	276	-	-	427	291	231	160	640	469	-	-	92	290	638	90	281	383	338	107	90	178	558	283
	54%	79%	62%	-	-	71%	73%	50%	27%	100%	100%	-	-	98%	93%	58%	16%	79%	75%	49%	21%	97%	91%	66%	30%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 9

Q.6 Approximately how often do you consume each of the following alcoholic drinks?

Wine (e.g. white, red, rose)

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month		
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1488	947	359	182	-	521	346	359	262	640	469	379	-	92	302	940	155	320	451	535	182	91	187	756	454
	72%	90%	81%	53%	-	86%	87%	78%	43%	100%	100%	74%	-	99%	97%	86%	27%	89%	88%	77%	36%	98%	96%	90%	48%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 10

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Sparkling wine / Champagne / Prosecco / Cava****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	1217	584	633	145	226	215	201	179	251	388	363	240	226	114	42	132	112	113	95	57	110	165	166	111	209	534
	59%	58%	60%	59%	65%	62%	55%	58%	56%	70%	63%	53%	46%	61%	51%	58%	60%	61%	65%	55%	53%	61%	57%	59%	68%	63%
Every day	14	11	3	5	6	1	2	-	-	4	3	2	4	-	-	-	1	3	3	2	-	2	3	1	2	8
	1%	1%	*	2%	2%	*	1%	-	-	1%	1%	1%	1%	-	-	-	*	1%	2%	2%	-	1%	1%	*	1%	1%
A few days a week	31	17	14	7	9	8	3	2	1	9	10	4	8	3	-	3	3	3	2	2	6	2	4	4	7	16
	1%	2%	1%	3%	3%	2%	1%	1%	*	2%	2%	1%	2%	2%	-	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Once a week	49	26	23	7	16	9	8	2	7	20	11	6	11	5	2	2	3	3	6	2	4	10	4	7	16	23
	2%	3%	2%	3%	5%	3%	2%	1%	1%	4%	2%	1%	2%	3%	3%	1%	2%	1%	4%	2%	4%	4%	1%	3%	5%	3%
A few days a month	132	52	80	25	30	31	15	15	16	41	43	27	21	12	4	13	14	14	12	4	7	19	25	8	25	70
	6%	5%	8%	10%	9%	9%	4%	5%	4%	7%	7%	6%	4%	7%	5%	6%	8%	8%	8%	4%	3%	7%	9%	4%	8%	8%
Once a month	179	67	112	33	34	33	30	17	32	71	45	37	26	21	3	15	15	16	11	5	10	32	30	20	36	74
	9%	7%	11%	14%	10%	9%	8%	6%	7%	13%	8%	8%	5%	11%	3%	7%	8%	9%	7%	5%	5%	12%	11%	11%	12%	9%
A few times a year	586	298	288	45	89	104	93	105	149	184	191	106	105	59	24	77	45	51	38	28	68	77	69	50	81	260
	28%	29%	27%	18%	26%	30%	25%	34%	33%	33%	33%	23%	21%	32%	29%	34%	24%	27%	27%	27%	33%	29%	24%	27%	26%	31%
Once a year	227	114	113	22	43	30	49	38	46	59	60	58	50	14	10	22	30	23	22	14	20	19	31	22	42	83
	11%	11%	11%	9%	12%	9%	13%	12%	10%	11%	10%	13%	10%	8%	12%	10%	16%	13%	15%	14%	10%	7%	11%	12%	14%	10%
Less often than once a year	282	146	136	20	29	43	50	51	89	54	67	75	86	25	16	31	20	23	18	14	28	30	41	35	27	105
	14%	14%	13%	8%	8%	12%	14%	17%	20%	10%	12%	17%	17%	14%	19%	14%	11%	12%	12%	14%	14%	11%	14%	19%	9%	12%
Never	571	284	287	81	93	91	118	77	111	112	143	136	180	47	25	64	55	50	32	32	69	74	83	41	72	214
	28%	28%	27%	33%	27%	26%	32%	25%	25%	20%	25%	30%	37%	25%	30%	28%	29%	27%	22%	31%	33%	28%	29%	22%	23%	25%
NET: Weekly or more	93	53	40	20	31	17	13	4	8	33	25	13	23	8	2	4	7	8	13	6	5	19	9	11	25	47
	5%	5%	4%	8%	9%	5%	4%	1%	2%	6%	4%	3%	5%	4%	3%	2%	4%	4%	9%	6%	3%	7%	3%	6%	8%	6%
NET: Monthly or more	404	172	232	78	94	81	58	37	56	145	112	77	70	41	9	33	36	38	35	15	22	70	65	39	85	190
	20%	17%	22%	32%	27%	23%	16%	12%	12%	26%	20%	17%	14%	22%	11%	14%	20%	21%	24%	15%	11%	26%	22%	21%	28%	22%
NET: Annually or more	1217	584	633	145	226	215	201	179	251	388	363	240	226	114	42	132	112	113	95	57	110	165	166	111	209	534
	59%	58%	60%	59%	65%	62%	55%	58%	56%	70%	63%	53%	46%	61%	51%	58%	60%	61%	65%	55%	53%	61%	57%	59%	68%	63%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 10

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Sparkling wine / Champagne / Prosecco / Cava****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never
		Daily/ Weekly	once a month			Daily/ Weekly	once a month			Daily/ Weekly	once a month			Daily/ Weekly	once a month			Daily/ Weekly	once a month			Daily/ Weekly	once a month		
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1217	773	299	146	-	431	285	295	205	531	377	265	43	93	311	813	-	272	397	421	127	88	177	603	349
	59%	73%	67%	42%	-	71%	71%	64%	34%	83%	80%	51%	10%	100%	100%	74%	-	76%	77%	61%	25%	95%	91%	71%	37%
Every day	14	14	-	-	-	12	2	-	-	12	1	-	-	14	-	-	-	11	2	-	-	13	1	-	-
	1%	1%	-	-	-	2%	*	-	-	2%	*	-	-	15%	-	-	-	3%	*	-	-	14%	*	-	-
A few days a week	31	31	-	-	-	19	7	2	3	26	5	-	-	31	-	-	-	21	5	3	1	15	10	2	4
	1%	3%	-	-	-	3%	2%	*	1%	4%	1%	-	-	33%	-	-	-	6%	1%	*	*	16%	5%	*	*
Once a week	49	49	-	-	-	27	14	5	3	41	6	1	1	49	-	-	-	15	17	13	4	13	9	12	14
	2%	5%	-	-	-	4%	3%	1%	1%	6%	1%	*	*	53%	-	-	-	4%	3%	2%	1%	14%	5%	1%	2%
A few days a month	132	86	46	-	-	50	40	22	20	63	65	3	1	-	132	-	-	37	66	20	9	14	32	45	41
	6%	8%	10%	-	-	8%	10%	5%	3%	10%	14%	1%	*	-	42%	-	-	10%	13%	3%	2%	15%	16%	5%	4%
Once a month	179	119	60	-	-	66	55	30	29	90	72	11	6	-	179	-	-	42	83	43	11	9	54	73	43
	9%	11%	14%	-	-	11%	14%	6%	5%	14%	15%	2%	1%	-	58%	-	-	12%	16%	6%	2%	10%	27%	9%	5%
A few times a year	586	373	125	88	-	194	126	168	98	248	169	150	19	-	-	586	-	110	185	231	60	19	55	354	159
	28%	35%	28%	26%	-	32%	32%	36%	16%	39%	36%	29%	4%	-	-	54%	-	31%	36%	33%	12%	20%	28%	42%	17%
Once a year	227	102	68	57	-	65	42	68	51	51	59	100	17	-	-	227	-	35	38	111	42	4	17	117	88
	11%	10%	15%	17%	-	11%	11%	15%	8%	8%	13%	19%	4%	-	-	21%	-	10%	7%	16%	8%	4%	9%	14%	9%
Less often than once a year	282	130	60	91	-	79	46	97	59	57	53	146	26	-	-	282	-	31	50	151	50	3	11	171	96
	14%	12%	14%	27%	-	13%	12%	21%	10%	9%	11%	28%	6%	-	-	26%	-	9%	10%	22%	10%	4%	6%	20%	10%
Never	571	149	84	107	232	94	69	69	340	51	39	104	377	-	-	-	571	55	66	119	331	1	7	70	493
	28%	14%	19%	31%	100%	16%	17%	15%	56%	8%	8%	20%	85%	-	-	-	100%	15%	13%	17%	65%	1%	3%	8%	53%
NET: Weekly or more	93	93	-	-	-	57	22	7	6	79	13	1	1	93	-	-	-	47	25	16	5	41	20	14	19
	5%	9%	-	-	-	9%	6%	2%	1%	12%	3%	*	*	100%	-	-	-	13%	5%	2%	1%	45%	10%	2%	2%
NET: Monthly or more	404	298	106	-	-	173	116	60	56	232	150	15	8	93	311	-	-	127	174	79	25	65	105	132	103
	20%	28%	24%	-	-	29%	29%	13%	9%	36%	32%	3%	2%	100%	100%	-	-	35%	34%	11%	5%	70%	54%	16%	11%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 10

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Sparkling wine / Champagne / Prosecco / Cava****Base: All respondents**

	<u>Total</u>	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>	<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>	<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>	<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>	<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>	<u>Weekly</u>	<u>once a month</u>	<u>Less often</u>	<u>Never</u>
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1217	773	299	146	-	431	285	295	205	531	377	265	43	93	311	813	-	272	397	421	127	88	177	603	349
	59%	73%	67%	42%	-	71%	71%	64%	34%	83%	80%	51%	10%	100%	100%	74%	-	76%	77%	61%	25%	95%	91%	71%	37%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 11

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Spirits (e.g. rum, vodka, whisky)****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	1392	731	661	181	253	231	243	202	283	394	405	305	288	127	64	149	120	127	114	73	121	175	190	132	219	616
	67%	72%	63%	73%	73%	66%	66%	66%	63%	71%	71%	68%	59%	68%	77%	66%	64%	68%	79%	71%	58%	65%	66%	71%	71%	72%
Every day	34	25	9	2	2	2	5	4	18	11	12	6	5	1	1	5	2	1	3	3	5	6	6	1	3	12
	2%	2%	1%	1%	1%	1%	1%	1%	4%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	3%	2%	2%	2%	1%	1%	1%
A few days a week	133	87	46	11	13	16	23	30	39	42	48	21	22	20	8	12	9	13	12	8	6	10	19	16	22	55
	6%	9%	4%	5%	4%	4%	6%	10%	9%	8%	8%	5%	4%	11%	9%	5%	5%	7%	9%	8%	3%	4%	7%	9%	7%	6%
Once a week	191	110	81	32	38	29	26	28	38	50	43	50	48	16	8	25	19	13	15	7	28	24	18	17	26	86
	9%	11%	8%	13%	11%	8%	7%	9%	8%	9%	7%	11%	10%	9%	10%	11%	10%	7%	10%	7%	14%	9%	6%	9%	8%	10%
A few days a month	288	158	130	42	51	48	51	35	61	82	84	67	56	24	10	22	26	24	34	16	21	44	40	28	54	135
	14%	16%	12%	17%	15%	14%	14%	11%	13%	15%	15%	15%	11%	13%	12%	10%	14%	13%	23%	15%	10%	16%	14%	15%	18%	16%
Once a month	225	98	127	40	57	36	37	27	26	67	72	40	46	25	13	23	17	26	15	10	15	24	38	18	34	108
	11%	10%	12%	16%	16%	10%	10%	9%	6%	12%	13%	9%	9%	14%	16%	10%	9%	14%	10%	9%	7%	9%	13%	10%	11%	13%
A few times a year	436	208	228	44	76	89	84	65	79	117	127	95	96	35	23	54	38	35	33	19	38	56	61	45	65	188
	21%	20%	22%	18%	22%	25%	23%	21%	18%	21%	22%	21%	20%	19%	27%	24%	21%	19%	23%	18%	19%	21%	21%	24%	21%	22%
Once a year	86	45	41	9	16	11	16	12	22	25	19	25	17	6	2	9	8	14	3	11	8	11	8	6	16	31
	4%	4%	4%	4%	4%	3%	4%	4%	5%	5%	3%	6%	3%	3%	3%	4%	4%	8%	2%	10%	4%	4%	3%	3%	5%	4%
Less often than once a year	170	77	93	10	19	35	31	30	46	38	40	42	50	10	7	24	17	13	8	9	15	23	29	15	18	65
	8%	8%	9%	4%	5%	10%	8%	10%	10%	7%	7%	9%	10%	6%	8%	10%	9%	7%	5%	9%	7%	8%	10%	8%	6%	8%
Never	508	207	301	56	77	82	95	76	122	121	129	103	154	49	13	55	49	46	23	21	71	72	71	39	71	172
	25%	20%	29%	23%	22%	24%	26%	25%	27%	22%	23%	23%	31%	26%	15%	24%	26%	25%	16%	20%	34%	27%	24%	21%	23%	20%
NET: Weekly or more	358	222	136	46	54	47	54	63	95	103	103	78	75	37	16	42	30	27	30	18	39	40	43	35	51	153
	17%	22%	13%	19%	15%	13%	15%	21%	21%	19%	18%	17%	15%	20%	20%	18%	16%	15%	21%	18%	19%	15%	15%	19%	17%	18%
NET: Monthly or more	871	478	393	128	162	132	143	125	182	252	258	185	176	86	39	87	74	77	79	44	75	108	121	81	139	397
	42%	47%	37%	52%	46%	38%	39%	41%	40%	45%	45%	41%	36%	46%	47%	38%	39%	41%	54%	42%	36%	40%	42%	43%	45%	47%
NET: Annually or more	1392	731	661	181	253	231	243	202	283	394	405	305	288	127	64	149	120	127	114	73	121	175	190	132	219	616
	67%	72%	63%	73%	73%	66%	66%	66%	63%	71%	71%	68%	59%	68%	77%	66%	64%	68%	79%	71%	58%	65%	66%	71%	71%	72%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 11

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Spirits (e.g. rum, vodka, whisky)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Never
		Weekly	once a month	Less often	Never		once a month	Less often	once a month	Less often		once a month	Less often	once a month	Less often		once a month	Less often	once a month	Less often		once a month	Less often			
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
NET: Annually or more	1392	867	362	163	-	515	343	320	215	520	404	324	145	87	287	808	210	358	513	522	-	85	183	679	445	
	67%	82%	82%	47%	-	85%	86%	69%	36%	81%	86%	63%	32%	94%	92%	74%	37%	100%	100%	75%	-	92%	94%	80%	47%	
Every day	34	34	-	-	-	20	4	5	5	27	1	4	2	6	8	15	5	34	-	-	-	7	6	11	10	
	2%	3%	-	-	-	3%	1%	1%	1%	4%	*	1%	*	6%	2%	1%	1%	9%	-	-	-	8%	3%	1%	1%	
A few days a week	133	133	-	-	-	71	25	19	18	78	20	20	14	14	26	65	28	133	-	-	-	20	24	51	37	
	6%	13%	-	-	-	12%	6%	4%	3%	12%	4%	4%	3%	15%	8%	6%	5%	37%	-	-	-	22%	12%	6%	4%	
Once a week	191	191	-	-	-	110	27	29	25	101	53	23	14	28	46	96	22	191	-	-	-	26	35	76	54	
	9%	18%	-	-	-	18%	7%	6%	4%	16%	11%	5%	3%	30%	15%	9%	4%	53%	-	-	-	28%	18%	9%	6%	
A few days a month	288	176	112	-	-	112	94	48	33	106	113	45	24	16	85	152	35	-	288	-	-	17	47	148	76	
	14%	17%	25%	-	-	19%	24%	10%	6%	17%	24%	9%	5%	17%	27%	14%	6%	-	56%	-	-	19%	24%	18%	8%	
Once a month	225	111	114	-	-	72	82	43	27	74	90	40	21	9	65	121	30	-	225	-	-	8	39	96	82	
	11%	11%	26%	-	-	12%	21%	9%	4%	12%	19%	8%	5%	10%	21%	11%	5%	-	44%	-	-	9%	20%	11%	9%	
A few times a year	436	193	110	134	-	114	95	132	95	112	103	164	57	16	49	294	77	-	-	436	-	6	22	246	162	
	21%	18%	25%	39%	-	19%	24%	29%	16%	18%	22%	32%	13%	17%	16%	27%	13%	-	-	63%	-	6%	11%	29%	17%	
Once a year	86	30	26	29	-	16	15	44	11	21	24	27	14	-	9	66	11	-	-	86	-	1	9	51	25	
	4%	3%	6%	9%	-	3%	4%	10%	2%	3%	5%	5%	3%	-	3%	6%	2%	-	-	12%	-	1%	5%	6%	3%	
Less often than once a year	170	68	33	69	-	34	25	67	45	45	33	77	15	1	5	134	31	-	-	170	-	1	4	99	66	
	8%	6%	8%	20%	-	6%	6%	14%	7%	7%	7%	15%	3%	1%	2%	12%	5%	-	-	25%	-	1%	2%	12%	7%	
Never	508	116	47	113	232	56	33	75	343	74	32	114	287	5	20	152	331	-	-	-	508	7	8	66	427	
	25%	11%	11%	33%	100%	9%	8%	16%	57%	12%	7%	22%	64%	5%	6%	14%	58%	-	-	-	100%	7%	4%	8%	46%	
NET: Weekly or more	358	358	-	-	-	201	56	52	49	207	75	48	29	47	80	176	55	358	-	-	-	53	65	138	101	
	17%	34%	-	-	-	33%	14%	11%	8%	32%	16%	9%	7%	51%	26%	16%	10%	100%	-	-	-	57%	33%	16%	11%	
NET: Monthly or more	871	645	226	-	-	385	232	144	109	387	277	133	74	72	229	449	121	358	513	-	-	78	152	382	259	
	42%	61%	51%	-	-	64%	58%	31%	18%	60%	59%	26%	17%	77%	74%	41%	21%	100%	100%	-	-	85%	78%	45%	28%	

Wine Duty Survey
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Absolutes/col percents

Table 11

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Spirits (e.g. rum, vodka, whisky)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month		
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	1392 67%	867 82%	362 82%	163 47%	-	515 85%	343 86%	320 69%	215 36%	520 81%	404 86%	324 63%	145 32%	87 94%	287 92%	808 74%	210 37%	358 100%	513 100%	522 75%	-	85 92%	183 94%	679 80%	445 47%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 12

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Fortified wine (e.g. Sherry, Madeira, Port)****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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Annually or more	817	453	364	89	117	129	129	135	218	249	225	177	164	68	26	88	56	70	88	41	75	115	109	80	129	344
	39%	45%	34%	36%	34%	37%	35%	44%	48%	45%	39%	39%	33%	36%	31%	39%	30%	38%	61%	40%	36%	43%	38%	43%	42%	40%
Every day	19	12	8	11	1	2	2	1	3	4	6	7	3	-	1	3	-	3	1	1	2	5	4	-	4	8
	1%	1%	1%	4%	*	1%	1%	*	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	2%	1%	-	1%	1%
A few days a week	26	13	13	7	4	5	4	2	4	7	7	6	6	2	-	-	3	4	4	3	1	5	3	1	5	8
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	2%	2%	3%	3%	1%	2%	1%	*	2%	1%
Once a week	47	38	10	1	14	5	9	4	14	16	11	12	9	7	1	2	3	6	7	4	4	4	6	4	4	26
	2%	4%	1%	*	4%	1%	2%	1%	3%	3%	2%	3%	2%	4%	1%	1%	2%	3%	5%	3%	2%	1%	2%	2%	1%	3%
A few days a month	86	55	31	12	15	16	8	10	25	23	29	15	20	3	3	11	6	7	4	5	7	22	11	7	16	37
	4%	5%	3%	5%	4%	4%	2%	3%	6%	4%	5%	3%	4%	2%	3%	5%	3%	4%	3%	5%	3%	8%	4%	4%	5%	4%
Once a month	109	64	46	12	24	20	9	23	23	35	31	23	20	12	2	14	6	9	6	8	12	9	12	17	21	46
	5%	6%	4%	5%	7%	6%	2%	7%	5%	6%	5%	5%	4%	7%	3%	6%	3%	5%	4%	8%	6%	3%	4%	9%	7%	5%
A few times a year	332	171	161	28	39	42	55	58	109	104	92	59	77	28	9	33	23	21	41	13	29	46	54	34	49	134
	16%	17%	15%	12%	11%	12%	15%	19%	24%	19%	16%	13%	16%	15%	11%	15%	13%	11%	28%	13%	14%	17%	19%	18%	16%	16%
Once a year	197	101	96	18	20	39	42	37	40	62	50	56	30	15	10	25	14	21	25	7	20	23	19	18	30	85
	10%	10%	9%	7%	6%	11%	12%	12%	9%	11%	9%	12%	6%	8%	12%	11%	8%	11%	17%	7%	9%	9%	7%	10%	10%	10%
Less often than once a year	315	150	164	26	53	56	54	62	65	87	90	66	72	26	14	43	27	27	14	16	28	47	39	34	44	131
	15%	15%	16%	10%	15%	16%	15%	20%	14%	16%	16%	15%	15%	14%	17%	19%	14%	14%	9%	16%	14%	17%	14%	18%	14%	15%
Never	939	411	527	132	179	163	186	111	168	217	258	208	256	93	43	96	103	89	43	46	104	107	141	72	135	377
	45%	41%	50%	53%	51%	47%	50%	36%	37%	39%	45%	46%	52%	50%	52%	42%	55%	48%	30%	45%	50%	40%	49%	39%	44%	44%
NET: Weekly or more	93	63	30	18	20	12	15	7	21	26	24	25	18	9	2	5	6	13	12	7	7	14	13	4	13	43
	4%	6%	3%	7%	6%	3%	4%	2%	5%	5%	4%	5%	4%	5%	2%	2%	3%	7%	8%	7%	4%	5%	4%	2%	4%	5%
NET: Monthly or more	288	181	107	42	58	47	31	40	69	84	84	62	58	24	7	30	19	29	22	20	26	45	36	29	50	126
	14%	18%	10%	17%	17%	14%	8%	13%	15%	15%	15%	14%	12%	13%	8%	13%	10%	16%	15%	20%	13%	17%	12%	15%	16%	15%
NET: Annually or more	817	453	364	89	117	129	129	135	218	249	225	177	164	68	26	88	56	70	88	41	75	115	109	80	129	344
	39%	45%	34%	36%	34%	37%	35%	44%	48%	45%	39%	39%	33%	36%	31%	39%	30%	38%	61%	40%	36%	43%	38%	43%	42%	40%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 12

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Fortified wine (e.g. Sherry, Madeira, Port)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Never
		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never		Weekly	once a month	Less often	Never	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
NET: Annually or more	817	563	189	65	-	315	220	187	95	399	260	130	27	72	200	491	54	212	276	272	57	93	195	529	-	
	39%	54%	43%	19%	-	52%	55%	41%	16%	62%	55%	25%	6%	77%	64%	45%	9%	59%	54%	39%	11%	100%	100%	63%	-	
Every day	19	19	-	-	-	14	4	1	1	17	1	1	1	13	3	2	1	12	5	2	-	19	-	-	-	
	1%	2%	-	-	-	2%	1%	*	*	3%	*	*	*	14%	1%	*	*	3%	5%	1%	*	-	21%	-	-	
A few days a week	26	26	-	-	-	14	5	1	5	24	2	-	-	15	3	8	-	16	5	2	2	26	-	-	-	
	1%	2%	-	-	-	2%	1%	*	1%	4%	*	-	-	16%	1%	1%	-	5%	1%	*	*	28%	-	-	-	
Once a week	47	47	-	-	-	25	16	4	2	29	17	1	1	13	17	16	1	25	15	3	4	47	-	-	-	
	2%	4%	-	-	-	4%	4%	1%	*	5%	4%	*	*	14%	5%	2%	*	7%	3%	*	1%	51%	-	-	-	
A few days a month	86	61	25	-	-	36	36	10	3	45	35	3	3	11	35	36	3	28	44	12	2	-	86	-	-	
	4%	6%	6%	-	-	6%	9%	2%	*	7%	7%	1%	1%	12%	11%	3%	1%	8%	9%	2%	*	-	44%	-	-	
Once a month	109	76	34	-	-	46	30	19	14	52	46	6	6	8	50	47	3	38	42	23	6	-	109	-	-	
	5%	7%	8%	-	-	8%	8%	4%	2%	8%	10%	1%	1%	9%	16%	4%	1%	11%	8%	3%	1%	-	56%	-	-	
A few times a year	332	223	72	38	-	116	82	88	46	168	98	56	10	8	58	240	26	59	127	121	26	-	-	332	-	
	16%	21%	16%	11%	-	19%	20%	19%	8%	26%	21%	11%	2%	9%	18%	22%	5%	16%	25%	17%	5%	-	-	39%	-	
Once a year	197	111	59	27	-	63	47	63	24	65	61	64	7	2	33	142	20	35	38	108	17	-	-	197	-	
	10%	11%	13%	8%	-	10%	12%	14%	4%	10%	13%	12%	2%	3%	11%	13%	3%	10%	7%	16%	3%	-	-	23%	-	
Less often than once a year	315	161	72	81	-	95	63	117	40	90	77	139	10	3	27	261	24	45	79	167	23	-	-	315	-	
	15%	15%	16%	24%	-	16%	16%	25%	7%	14%	16%	27%	2%	3%	9%	24%	4%	13%	15%	24%	5%	-	-	37%	-	
Never	939	327	182	198	232	194	117	158	469	151	133	246	409	19	84	343	493	101	157	253	427	-	-	-	939	
	45%	31%	41%	58%	100%	32%	29%	34%	78%	24%	28%	48%	92%	20%	27%	31%	86%	28%	31%	37%	84%	-	-	-	100%	
NET: Weekly or more	93	93	-	-	-	53	25	6	8	70	20	1	2	41	23	27	1	53	25	7	7	93	-	-	-	
	4%	9%	-	-	-	9%	6%	1%	1%	11%	4%	*	*	44%	8%	2%	*	15%	5%	1%	1%	100%	-	-	-	
NET: Monthly or more	288	229	58	-	-	136	91	36	25	167	101	10	10	61	109	109	8	118	112	43	14	93	195	-	-	
	14%	22%	13%	-	-	23%	23%	8%	4%	26%	21%	2%	2%	65%	35%	10%	1%	33%	22%	6%	3%	100%	100%	-	-	

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 12

Q.6 Approximately how often do you consume each of the following alcoholic drinks?**Fortified wine (e.g. Sherry, Madeira, Port)****Base: All respondents**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month		
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Annually or more	817	563	189	65	-	315	220	187	95	399	260	130	27	72	200	491	54	212	276	272	57	93	195	529	-
	39%	54%	43%	19%	-	52%	55%	41%	16%	62%	55%	25%	6%	77%	64%	45%	9%	59%	54%	39%	11%	100%	100%	63%	-

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 13

Q.7 How often does the region a wine is from affect your decision to purchase a bottle?**Base: All respondents who consume wine/sparkling wine once a year or more frequently**

	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 & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1587	779	808	156	223	241	292	283	392	510	504	243	330	178	65	163	136	138	113	76	150	185	236	147	242	672
Weighted base	1548	767	781	161	248	255	268	258	359	458	445	326	319	140	65	162	142	141	119	76	154	192	212	146	240	658
Always	188 12%	106 14%	83 11%	19 12%	36 14%	24 10%	31 12%	26 10%	52 14%	70 15%	45 10%	42 13%	32 10%	18 13%	10 15%	13 8%	9 7%	19 13%	10 8%	14 18%	19 12%	30 15%	28 13%	20 13%	34 14%	79 12%
Often	566 37%	287 37%	279 36%	39 24%	84 34%	102 40%	91 34%	107 42%	144 40%	208 45%	170 38%	103 32%	85 27%	63 45%	17 26%	67 41%	43 30%	45 32%	49 42%	28 37%	47 31%	69 36%	79 37%	59 41%	95 40%	222 34%
Rarely	510 33%	244 32%	266 34%	61 38%	79 32%	87 34%	94 35%	91 35%	97 27%	127 28%	151 34%	111 34%	121 38%	35 25%	30 45%	57 35%	43 30%	40 28%	48 40%	24 32%	55 36%	71 37%	65 31%	43 30%	90 37%	221 34%
Never	283 18%	129 17%	154 20%	42 26%	49 20%	41 16%	52 19%	34 13%	65 18%	53 12%	79 18%	70 21%	81 25%	23 17%	9 14%	25 15%	46 33%	37 27%	12 10%	10 13%	33 22%	22 12%	41 19%	24 16%	22 9%	136 21%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 13

Q.7 How often does the region a wine is from affect your decision to purchase a bottle?

Base: All respondents who consume wine/sparkling wine once a year or more frequently

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine								
	Total	Several times/once a month		Less often		Never	Daily/Weekly	Several times/once a month		Less often		Never	Daily/Weekly	Several times/once a month		Less often		Never	Daily/Weekly	Several times/once a month		Less often		Never	Daily/Weekly	Several times/once a month		Less often		Never
		Weekly	once a month	Less often	Never			once a month	Less often	once a month	Less often			once a month	Less often	once a month	Less often			once a month	Less often	once a month	Less often			once a month	Less often	once a month	Less often	
Unweighted base	1587	974	388	225	-	533	360	395	299	658	477	413	39	97	293	1034	163	327	469	588	203	94	186	799	508					
Weighted base	1548	959	380	209	-	531	353	380	285	640	469	396	43	93	311	989	155	323	466	564	195	92	192	771	493					
Always	188 12%	135 14%	39 10%	14 7%	-	76 14%	47 13%	41 11%	24 9%	106 17%	57 12%	21 5%	4 9%	24 26%	43 14%	109 11%	12 8%	64 20%	46 10%	68 12%	10 5%	27 29%	42 22%	81 11%	39 8%					
Often	566 37%	392 41%	129 34%	46 22%	-	203 38%	138 39%	138 36%	88 31%	295 46%	160 34%	99 25%	13 30%	48 51%	120 39%	359 36%	40 26%	120 37%	184 40%	196 35%	65 34%	40 43%	86 45%	315 41%	126 26%					
Rarely	510 33%	291 30%	139 37%	80 38%	-	163 31%	112 32%	131 34%	104 37%	174 27%	173 37%	154 39%	9 21%	14 15%	106 34%	340 34%	50 33%	81 25%	169 36%	197 35%	64 33%	15 17%	50 26%	266 35%	179 36%					
Never	283 18%	141 15%	74 19%	68 33%	-	89 17%	56 16%	69 18%	69 24%	65 10%	79 17%	122 31%	17 39%	7 8%	42 14%	181 18%	52 34%	59 18%	66 14%	103 18%	55 28%	10 11%	15 8%	109 14%	149 30%					

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 14

Q.8 How often do you actively choose to buy wine products produced in Britain?**Base: All respondents who consume wine/sparkling wine once a year or more frequently**

	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	Public	Private
Unweighted base	1587	779	808	156	223	241	292	283	392	510	504	243	330	178	65	163	136	138	113	76	150	185	236	147	242	672
Weighted base	1548	767	781	161	248	255	268	258	359	458	445	326	319	140	65	162	142	141	119	76	154	192	212	146	240	658
Always	36 2%	21 3%	15 2%	15 9%	11 4%	7 3%	1 1%	1 *	1 *	8 2%	10 2%	7 2%	11 3%	2 1%	2 3%	6 4%	4 3%	2 2%	5 4%	2 3%	1 1%	6 3%	5 2%	2 1%	14 6%	15 2%
Often	187 12%	85 11%	103 13%	19 12%	55 22%	34 13%	37 14%	26 10%	17 5%	48 10%	46 10%	52 16%	42 13%	10 7%	11 16%	30 18%	8 6%	16 11%	10 9%	12 15%	19 12%	24 12%	31 14%	17 12%	29 12%	108 16%
Rarely	807 52%	400 52%	407 52%	71 44%	109 44%	132 52%	141 52%	141 55%	214 60%	253 55%	238 54%	167 51%	149 47%	77 55%	28 43%	80 49%	70 49%	61 43%	71 60%	32 43%	87 57%	108 56%	105 50%	88 60%	129 54%	316 48%
Never	518 33%	261 34%	257 33%	57 35%	73 29%	82 32%	89 33%	91 35%	126 35%	150 33%	151 34%	100 31%	118 37%	52 37%	24 37%	46 29%	60 42%	62 44%	33 27%	30 39%	46 30%	54 28%	72 34%	39 27%	68 28%	220 33%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 14

Q.8 How often do you actively choose to buy wine products produced in Britain?**Base: All respondents who consume wine/sparkling wine once a year or more frequently**

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/once a month		Less often	Never	Daily/ Weekly	Several times/once a month		Less often	Never	Daily/ Weekly	Several times/once a month		Less often	Never	Daily/ Weekly	Several times/once a month		Less often	Never	Daily/ Weekly	Several times/once a month		Less often	Never
		Weekly	once a month				once a month	once a month				once a month	once a month				once a month	once a month							
Unweighted base	1587	974	388	225	-	533	360	395	299	658	477	413	39	97	293	1034	163	327	469	588	203	94	186	799	508
Weighted base	1548	959	380	209	-	531	353	380	285	640	469	396	43	93	311	989	155	323	466	564	195	92	192	771	493
Always	36 2%	28 3%	8 2%	1 *	-	22 4%	11 3%	3 1%	1 *	25 4%	9 2%	2 1%	-	18 20%	11 3%	6 1%	1 1%	19 6%	9 2%	8 1%	-	14 15%	15 8%	5 1%	2 *
Often	187 12%	119 12%	42 11%	27 13%	-	79 15%	43 12%	37 10%	28 10%	69 11%	71 15%	47 12%	-	28 30%	54 17%	89 9%	17 11%	49 15%	61 13%	58 10%	20 10%	31 34%	40 21%	77 10%	40 8%
Rarely	807 52%	490 51%	215 57%	103 49%	-	259 49%	183 52%	219 58%	146 51%	334 52%	257 55%	197 50%	20 46%	34 36%	173 56%	537 54%	62 40%	160 49%	244 52%	302 54%	101 52%	32 34%	98 51%	436 57%	241 49%
Never	518 33%	323 34%	116 31%	79 38%	-	171 32%	116 33%	120 32%	110 39%	213 33%	132 28%	150 38%	24 54%	13 14%	73 24%	357 36%	74 48%	96 30%	152 33%	196 35%	74 38%	16 17%	39 20%	253 33%	210 43%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 15
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Male	1014	1014	-	85	145	167	177	179	261	305	261	241	208	96	51	114	82	85	77	60	103	131	137	78	147	465
	49%	100%	-	34%	42%	48%	48%	58%	58%	55%	46%	53%	42%	51%	62%	50%	44%	45%	53%	58%	50%	49%	47%	42%	48%	55%
Female	1056	-	1056	161	203	181	191	129	190	249	312	210	284	91	31	114	104	102	67	44	104	138	153	108	160	387
	51%	-	100%	66%	58%	52%	52%	42%	42%	45%	54%	47%	58%	49%	38%	50%	56%	55%	47%	42%	50%	51%	53%	58%	52%	45%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 15
Gender
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Male	1014 49%	634 60%	167 38%	115 33%	98 42%	480 79%	226 57%	165 36%	144 24%	340 53%	217 46%	248 48%	209 47%	53 57%	119 38%	558 51%	284 50%	222 62%	256 50%	330 48%	207 41%	63 68%	118 61%	422 50%	411 44%
Female	1056 51%	417 40%	275 62%	229 67%	134 58%	125 21%	174 43%	297 64%	460 76%	300 47%	252 54%	267 52%	237 53%	40 43%	192 62%	536 49%	287 50%	136 38%	257 50%	362 52%	301 59%	30 32%	77 39%	422 50%	527 56%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 16
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	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
18-24	246	85	161	246	-	-	-	-	-	78	75	41	52	4	11	32	19	40	9	10	8	48	48	18	31	85
	12%	8%	15%	100%	-	-	-	-	-	14%	13%	9%	11%	2%	13%	14%	10%	21%	6%	9%	4%	18%	16%	9%	10%	10%
25-34	348	145	203	-	348	-	-	-	-	79	107	72	91	23	13	31	48	31	31	28	26	47	38	31	68	202
	17%	14%	19%	-	100%	-	-	-	-	14%	19%	16%	18%	12%	16%	14%	26%	17%	21%	27%	13%	17%	13%	17%	22%	24%
35-44	348	167	181	-	-	348	-	-	-	75	103	91	80	36	10	44	29	34	30	20	35	49	35	26	76	181
	17%	16%	17%	-	-	100%	-	-	-	14%	18%	20%	16%	19%	12%	20%	15%	18%	21%	19%	17%	18%	12%	14%	25%	21%
45-54	369	177	191	-	-	-	369	-	-	79	107	89	93	43	21	44	35	33	27	18	33	31	49	35	79	203
	18%	17%	18%	-	-	-	100%	-	-	14%	19%	20%	19%	23%	26%	19%	19%	18%	19%	17%	16%	11%	17%	19%	26%	24%
55-64	307	179	129	-	-	-	-	307	-	93	89	73	53	42	16	32	21	15	18	16	38	30	43	37	46	111
	15%	18%	12%	-	-	-	-	100%	-	17%	15%	16%	11%	22%	19%	14%	11%	8%	12%	15%	18%	11%	15%	20%	15%	13%
65+	451	261	190	-	-	-	-	-	451	150	93	85	123	40	12	44	35	33	30	12	67	64	77	39	7	69
	22%	26%	18%	-	-	-	-	-	100%	27%	16%	19%	25%	21%	14%	19%	19%	18%	20%	11%	32%	24%	27%	21%	2%	8%
Average age	47.12	49.77	44.57	21.69	29.92	39.79	49.47	59.48	69.63	48.79	45.22	47.08	47.51	51.16	46.55	45.84	44.77	43.04	46.87	43.69	53.13	45.00	47.98	48.50	41.79	42.79

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 16
Age
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often		Never	Daily/ Weekly	Several times/ once a month		Less often		Never	Daily/ Weekly	Several times/ once a month		Less often		Never	Daily/ Weekly	Several times/ once a month		Less often		Never	
		Weekly	once a month	Less often	Never			Daily/ Weekly	once a month	Less often	Never			Daily/ Weekly	once a month	Less often	Never			Daily/ Weekly	once a month	Less often	Never		Daily/ Weekly
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
18-24	246 12%	93 9%	70 16%	38 11%	44 19%	61 10%	51 13%	41 9%	93 15%	52 8%	72 15%	48 9%	75 17%	20 21%	59 19%	87 8%	81 14%	46 13%	82 16%	63 9%	56 11%	18 20%	24 12%	72 9%	132 14%
25-34	348 17%	149 14%	91 21%	62 18%	46 20%	100 17%	83 21%	69 15%	96 16%	83 13%	95 20%	87 17%	84 19%	31 33%	64 20%	161 15%	93 16%	54 15%	108 21%	110 16%	77 15%	20 21%	38 20%	112 13%	179 19%
35-44	348 17%	166 16%	82 19%	59 17%	41 18%	111 18%	60 15%	82 18%	95 16%	95 15%	84 18%	82 16%	87 20%	17 19%	63 20%	177 16%	91 16%	47 13%	85 17%	134 19%	82 16%	12 13%	36 18%	138 16%	163 17%
45-54	369 18%	185 18%	78 18%	63 18%	44 19%	107 18%	61 15%	91 20%	110 18%	104 16%	68 15%	106 21%	90 20%	13 14%	45 15%	193 18%	118 21%	54 15%	89 17%	131 19%	95 19%	15 16%	16 8%	152 18%	186 20%
55-64	307 15%	185 18%	56 13%	49 14%	18 8%	95 16%	63 16%	73 16%	133 13%	118 18%	70 15%	81 16%	39 9%	4 4%	33 10%	194 18%	77 13%	63 18%	62 12%	106 15%	76 15%	7 8%	33 17%	156 19%	111 12%
65+	451 22%	273 26%	65 15%	73 21%	39 17%	131 22%	82 21%	105 23%	133 22%	189 30%	80 17%	110 21%	72 16%	8 9%	48 15%	284 26%	111 20%	95 26%	87 17%	147 21%	122 24%	21 22%	48 25%	214 25%	168 18%
Average age	47.12	49.64	43.55	47.03	42.64	47.34	46.45	48.62	46.20	51.17	44.26	48.15	43.14	37.55	42.02	50.00	45.94	48.82	43.93	47.75	48.29	44.17	46.68	50.09	44.83

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 17
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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
AB	553	305	249	78	79	75	79	93	150	553	-	-	-	73	19	61	40	53	32	21	41	83	85	47	94	212
	27%	30%	24%	32%	23%	22%	21%	30%	33%	100%	-	-	-	39%	22%	27%	22%	28%	20%	20%	31%	29%	25%	30%	25%	
C1	574	261	312	75	107	103	107	89	93	-	574	-	-	51	18	64	51	44	31	38	53	97	78	49	120	253
	28%	26%	30%	31%	31%	29%	29%	29%	21%	-	100%	-	-	27%	21%	28%	27%	24%	22%	37%	26%	36%	27%	26%	39%	30%
C2	451	241	210	41	72	91	89	73	85	-	-	451	-	32	23	46	50	39	38	25	58	42	54	44	63	231
	22%	24%	20%	17%	21%	26%	24%	24%	19%	-	-	100%	-	17%	28%	20%	27%	21%	27%	24%	28%	16%	19%	24%	21%	27%
DE	492	208	284	52	91	80	93	53	123	-	-	-	492	30	24	57	45	51	43	19	55	48	73	46	31	155
	24%	20%	27%	21%	26%	23%	25%	17%	27%	-	-	-	100%	16%	29%	25%	24%	27%	30%	19%	27%	18%	25%	25%	10%	18%
NET: ABC1	1127	566	561	154	186	178	186	182	242	553	574	-	-	124	36	125	91	97	63	59	94	179	163	96	214	466
	54%	56%	53%	62%	53%	51%	50%	59%	54%	100%	100%	-	-	67%	44%	55%	49%	52%	44%	57%	45%	67%	56%	51%	70%	55%
NET: C2DE	943	448	495	93	162	171	183	126	209	-	-	451	492	62	47	102	95	89	82	45	113	90	127	90	94	386
	46%	44%	47%	38%	47%	49%	50%	41%	46%	-	-	100%	100%	33%	56%	45%	51%	48%	56%	43%	55%	33%	44%	49%	30%	45%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 17
Social Grade
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
AB	553 27%	317 30%	122 27%	65 19%	50 22%	181 30%	124 31%	109 24%	139 23%	217 34%	151 32%	98 19%	88 20%	33 35%	112 36%	297 27%	112 20%	103 29%	149 29%	180 26%	121 24%	26 28%	58 30%	253 30%	217 23%
C1	574 28%	288 27%	137 31%	90 26%	60 26%	156 26%	119 30%	129 28%	170 28%	187 29%	132 28%	131 25%	124 28%	25 27%	88 28%	318 29%	143 25%	103 29%	155 30%	186 27%	129 25%	24 26%	59 30%	232 27%	258 28%
C2	451 22%	247 23%	90 20%	74 22%	40 17%	153 25%	77 19%	93 20%	128 21%	120 19%	97 21%	133 26%	101 23%	13 14%	64 21%	238 22%	136 24%	78 22%	107 21%	163 24%	103 20%	25 27%	38 19%	181 21%	208 22%
DE	492 24%	200 19%	95 21%	116 34%	82 35%	115 19%	80 20%	131 28%	167 28%	116 18%	89 19%	153 30%	134 30%	23 25%	47 15%	241 22%	180 32%	75 21%	101 20%	163 24%	154 30%	18 19%	40 20%	179 21%	256 27%
NET: ABC1	1127 54%	605 58%	258 58%	154 45%	110 47%	337 56%	243 61%	238 52%	309 51%	404 63%	283 60%	228 44%	212 47%	57 61%	200 64%	615 56%	255 45%	206 57%	304 59%	366 53%	251 49%	50 54%	117 60%	484 57%	475 51%
NET: C2DE	943 46%	447 42%	184 42%	190 55%	122 53%	268 44%	157 39%	224 48%	294 49%	236 37%	186 40%	286 56%	234 53%	36 39%	111 36%	480 44%	316 55%	152 43%	208 41%	325 47%	257 51%	42 46%	78 40%	360 43%	463 49%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 18
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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Scotland	186	96	91	4	23	36	43	42	40	73	51	32	30	186	-	-	-	-	-	-	-	-	-	-	39	70
	9%	9%	9%	2%	7%	10%	12%	14%	9%	13%	9%	7%	6%	100%	-	-	-	-	-	-	-	-	-	-	13%	8%
North East	83	51	31	11	13	10	21	16	12	19	18	23	24	-	83	-	-	-	-	-	-	-	-	-	12	38
	4%	5%	3%	4%	4%	3%	6%	5%	3%	3%	3%	5%	5%	-	100%	-	-	-	-	-	-	-	-	-	4%	4%
North West	228	114	114	32	31	44	44	32	44	61	64	46	57	-	-	228	-	-	-	-	-	-	-	-	32	100
	11%	11%	11%	13%	9%	13%	12%	10%	10%	11%	11%	10%	12%	-	-	100%	-	-	-	-	-	-	-	-	10%	12%
Yorkshire & Humberside	186	82	104	19	48	29	35	21	35	40	51	50	45	-	-	-	186	-	-	-	-	-	-	-	28	76
	9%	8%	10%	8%	14%	8%	9%	7%	8%	7%	9%	11%	9%	-	-	-	100%	-	-	-	-	-	-	-	9%	9%
West Midlands	186	85	102	40	31	34	33	15	33	53	44	39	51	-	-	-	-	186	-	-	-	-	-	-	26	86
	9%	8%	10%	16%	9%	10%	9%	5%	7%	10%	8%	9%	10%	-	-	-	-	100%	-	-	-	-	-	-	8%	10%
East Midlands	145	77	67	9	31	30	27	18	30	32	31	38	43	-	-	-	-	-	145	-	-	-	-	-	28	58
	7%	8%	6%	4%	9%	9%	7%	6%	7%	6%	5%	9%	9%	-	-	-	-	-	100%	-	-	-	-	-	9%	7%
Wales	104	60	44	10	28	20	18	16	12	21	38	25	19	-	-	-	-	-	-	104	-	-	-	-	29	44
	5%	6%	4%	4%	8%	6%	5%	5%	3%	4%	7%	6%	4%	-	-	-	-	-	-	100%	-	-	-	-	10%	5%
Eastern	207	103	104	8	26	35	33	38	67	41	53	58	55	-	-	-	-	-	-	-	207	-	-	-	16	71
	10%	10%	10%	3%	8%	10%	9%	12%	15%	7%	9%	13%	11%	-	-	-	-	-	-	-	100%	-	-	-	5%	8%
London	269	131	138	48	47	49	31	30	64	83	97	42	48	-	-	-	-	-	-	-	-	269	-	-	38	116
	13%	13%	13%	20%	14%	14%	8%	10%	14%	15%	17%	9%	10%	-	-	-	-	-	-	-	-	100%	-	-	12%	14%
South East	290	137	153	48	38	35	49	43	77	85	78	54	73	-	-	-	-	-	-	-	-	-	290	-	37	106
	14%	14%	14%	19%	11%	10%	13%	14%	17%	15%	14%	12%	15%	-	-	-	-	-	-	-	-	-	100%	-	12%	12%
South West	186	78	108	18	31	26	35	37	39	47	49	44	46	-	-	-	-	-	-	-	-	-	-	186	24	86
	9%	8%	10%	7%	9%	7%	10%	12%	9%	8%	9%	10%	9%	-	-	-	-	-	-	-	-	-	-	100%	8%	10%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 18
GO Region
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Scotland	186 9%	103 10%	29 6%	35 10%	19 8%	57 9%	32 8%	46 10%	51 8%	68 11%	31 7%	46 9%	42 9%	8 9%	33 11%	98 9%	47 8%	37 10%	49 10%	51 7%	49 10%	9 10%	15 8%	69 8%	93 10%
North East	83 4%	47 4%	15 4%	18 5%	2 1%	34 6%	13 3%	14 3%	21 4%	17 3%	17 4%	33 6%	17 4%	2 2%	7 2%	49 4%	25 4%	16 5%	23 4%	31 5%	13 2%	2 2%	5 2%	33 4%	43 5%
North West	228 11%	107 10%	50 11%	45 13%	26 11%	74 12%	41 10%	55 12%	59 10%	58 9%	50 11%	71 14%	48 11%	4 5%	28 9%	131 12%	64 11%	42 12%	45 9%	86 12%	55 11%	5 6%	25 13%	101 12%	96 10%
Yorkshire & Humberside	186 9%	93 9%	38 9%	35 10%	19 8%	58 10%	35 9%	43 9%	50 8%	48 7%	38 8%	60 12%	40 9%	7 8%	29 9%	95 9%	55 10%	30 8%	43 8%	64 9%	49 10%	6 7%	12 6%	64 8%	103 11%
West Midlands	186 9%	82 8%	42 9%	36 10%	27 11%	51 8%	28 7%	52 11%	55 9%	51 8%	44 9%	51 10%	40 9%	8 8%	31 10%	98 9%	50 9%	27 8%	50 10%	63 9%	46 9%	13 14%	16 8%	68 8%	89 9%
East Midlands	145 7%	86 8%	32 7%	18 5%	9 4%	47 8%	31 8%	37 8%	30 5%	49 8%	43 9%	31 6%	22 5%	13 13%	22 7%	78 7%	32 6%	30 8%	49 9%	43 6%	23 5%	12 13%	11 5%	79 9%	43 5%
Wales	104 5%	58 6%	21 5%	13 4%	12 5%	39 7%	21 5%	19 4%	24 4%	31 5%	22 5%	28 5%	23 5%	6 7%	9 3%	56 5%	32 6%	18 5%	25 5%	39 6%	21 4%	7 7%	14 7%	37 4%	46 5%
Eastern	207 10%	99 9%	40 9%	31 9%	37 16%	55 9%	40 10%	35 8%	77 13%	69 11%	41 9%	43 8%	54 12%	5 6%	17 5%	116 11%	69 12%	39 11%	36 7%	61 9%	71 14%	7 8%	19 10%	77 9%	104 11%
London	269 13%	135 13%	50 11%	46 14%	38 16%	73 12%	54 14%	59 13%	83 14%	87 14%	67 14%	55 11%	60 13%	19 20%	51 16%	125 11%	74 13%	40 11%	68 13%	89 13%	72 14%	14 15%	31 16%	117 14%	107 11%
South East	290 14%	142 13%	80 18%	42 12%	27 12%	70 12%	68 17%	61 13%	90 15%	94 15%	72 15%	59 11%	65 15%	9 10%	56 18%	142 13%	83 14%	43 12%	78 15%	98 14%	71 14%	13 14%	23 12%	113 13%	141 15%
South West	186 9%	99 9%	45 10%	26 7%	16 7%	47 8%	36 9%	41 9%	62 10%	67 11%	44 9%	38 7%	37 8%	11 12%	28 9%	106 10%	41 7%	35 10%	46 9%	67 10%	39 8%	4 5%	24 12%	86 10%	72 8%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 19
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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Yes	1263 61%	664 65%	599 57%	174 71%	196 56%	199 57%	204 55%	188 61%	302 67%	405 73%	369 64%	265 59%	223 45%	115 62%	45 54%	150 66%	113 61%	108 58%	91 63%	53 51%	111 53%	179 66%	186 64%	112 60%	197 64%	531 62%
No	807 39%	351 35%	457 43%	72 29%	153 44%	150 43%	164 45%	119 39%	149 33%	148 27%	204 36%	186 41%	269 55%	71 38%	38 46%	78 34%	73 39%	78 42%	54 37%	51 49%	96 47%	90 34%	103 36%	74 40%	110 36%	321 38%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 19
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Yes	1263 61%	733 70%	265 60%	173 50%	92 40%	431 71%	255 64%	261 57%	315 52%	470 73%	305 65%	272 53%	215 48%	71 76%	244 79%	683 62%	265 46%	273 76%	348 68%	392 57%	249 49%	69 74%	148 76%	546 65%	501 53%
No	807 39%	319 30%	177 40%	171 50%	140 60%	174 29%	145 36%	200 43%	288 48%	170 27%	164 35%	243 47%	231 52%	22 24%	67 21%	412 38%	306 54%	85 24%	164 32%	300 43%	258 51%	24 26%	47 24%	298 35%	437 47%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 20
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	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Homeowners	1345	708	638	108	156	204	289	271	317	430	369	312	235	129	53	162	111	120	93	63	155	160	186	115	208	558
	65%	70%	60%	44%	45%	58%	79%	88%	70%	78%	64%	69%	48%	69%	64%	71%	60%	64%	64%	61%	75%	59%	64%	62%	68%	66%
Owned outright - without mortgage	683	379	304	43	29	52	131	192	236	217	198	144	125	63	20	78	61	51	43	33	87	86	101	60	66	219
	33%	37%	29%	17%	8%	15%	36%	63%	52%	39%	34%	32%	25%	34%	24%	34%	33%	27%	30%	32%	42%	32%	35%	32%	22%	26%
Owned with a mortgage or loan	662	328	334	65	128	152	158	79	81	213	171	168	110	65	33	83	50	69	50	30	69	74	85	54	141	339
	32%	32%	32%	26%	37%	43%	43%	26%	18%	39%	30%	37%	22%	35%	40%	36%	27%	37%	34%	29%	33%	27%	29%	29%	46%	40%
NET: Renters	685	284	400	118	179	143	76	36	133	114	191	133	247	57	28	59	75	61	47	39	51	103	102	64	92	275
	33%	28%	38%	48%	51%	41%	21%	12%	29%	21%	33%	29%	50%	30%	33%	26%	40%	33%	33%	38%	24%	38%	35%	34%	30%	32%
Rented from the council	290	126	164	31	62	70	33	17	78	29	66	63	132	31	15	17	45	17	25	17	19	42	41	20	43	82
	14%	12%	16%	13%	18%	20%	9%	5%	17%	5%	11%	14%	27%	17%	18%	8%	24%	9%	17%	16%	9%	16%	14%	11%	14%	10%
Rented from a housing association	126	48	78	19	23	27	20	8	30	14	39	20	53	11	3	16	4	20	5	6	13	17	19	12	13	41
	6%	5%	7%	8%	6%	8%	5%	2%	7%	2%	7%	5%	11%	6%	4%	7%	2%	11%	4%	6%	6%	6%	6%	6%	4%	5%
Rented from someone else	269	111	158	68	95	46	23	11	26	71	87	49	62	14	10	25	26	24	17	16	18	43	42	32	36	152
	13%	11%	15%	28%	27%	13%	6%	4%	6%	13%	15%	11%	13%	7%	12%	11%	14%	13%	12%	16%	9%	16%	15%	17%	12%	18%
Rent free	40	22	18	20	13	2	3	1	1	10	14	6	10	1	2	7	1	5	5	2	1	7	2	7	7	19
	2%	2%	2%	8%	4%	*	1%	*	*	2%	2%	1%	2%	1%	2%	3%	*	3%	3%	1%	*	3%	1%	4%	2%	2%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 20
Tenure
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
		Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Homeowners	1345	744	262	196	143	422	259	293	371	483	300	306	257	53	215	731	346	246	330	441	328	58	138	580	570
	65%	71%	59%	57%	62%	70%	65%	63%	61%	76%	64%	59%	58%	57%	69%	67%	61%	69%	64%	64%	65%	62%	71%	69%	61%
Owned outright - without mortgage	683	405	106	96	76	213	129	150	191	278	118	151	136	17	90	386	190	137	149	202	194	36	59	312	276
	33%	39%	24%	28%	33%	35%	32%	33%	32%	43%	25%	29%	30%	18%	29%	35%	33%	38%	29%	29%	38%	39%	30%	37%	29%
Owned with a mortgage or loan	662	339	157	99	67	210	131	143	179	205	182	155	121	36	126	345	156	109	181	239	134	22	79	267	294
	32%	32%	35%	29%	29%	35%	33%	31%	30%	32%	39%	30%	27%	39%	40%	31%	27%	30%	35%	35%	26%	24%	41%	32%	31%
NET: Renters	685	291	169	141	84	172	129	163	220	148	159	197	181	35	86	349	215	103	168	240	174	30	52	257	346
	33%	28%	38%	41%	36%	28%	32%	35%	36%	23%	34%	38%	41%	38%	28%	32%	38%	29%	33%	35%	34%	32%	26%	30%	37%
Rented from the council	290	118	68	63	41	71	52	76	91	55	59	82	94	8	30	145	107	33	63	103	91	9	26	98	157
	14%	11%	15%	18%	18%	12%	13%	16%	15%	9%	12%	16%	21%	9%	10%	13%	19%	9%	12%	15%	18%	10%	13%	12%	17%
Rented from a housing association	126	55	27	27	17	30	21	32	43	27	29	36	35	6	16	62	42	19	35	40	32	6	8	44	68
	6%	5%	6%	8%	7%	5%	5%	7%	7%	4%	6%	7%	8%	7%	5%	6%	7%	5%	7%	6%	6%	7%	4%	5%	7%
Rented from someone else	269	118	74	51	26	71	57	55	86	66	71	79	52	21	40	142	66	50	70	97	51	14	18	116	121
	13%	11%	17%	15%	11%	12%	14%	12%	14%	10%	15%	12%	12%	22%	13%	13%	12%	14%	14%	14%	10%	15%	9%	14%	13%
Rent free	40	16	11	7	5	10	12	5	13	9	11	12	8	5	10	15	10	9	14	10	6	5	6	7	22
	2%	2%	3%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	5%	3%	1%	2%	3%	3%	2%	1%	6%	3%	1%	2%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 21
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	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
No formal education	16 1%	8 1%	8 1%	2 1%	-	2 1%	2 1%	4 1%	6 1%	1 *	1 *	3 1%	11 2%	1 *	1 1%	4 2%	-	2 1%	-	-	3 2%	1 *	2 1%	2 1%	1 *	4 *
Primary	16 1%	11 1%	5 *	1 *	2 1%	3 1%	3 1%	2 1%	5 1%	2 *	2 *	1 *	11 2%	1 *	3 3%	3 1%	1 *	-	-	2 2%	2 1%	-	5 2%	-	-	1 *
Secondary school, high school, NVQ levels 1 to 3, etc.	992 48%	449 44%	543 51%	76 31%	140 40%	175 50%	215 58%	169 55%	217 48%	154 28%	252 44%	284 63%	302 61%	73 39%	42 50%	110 48%	113 60%	94 50%	75 52%	49 47%	113 55%	94 35%	134 46%	96 52%	128 42%	427 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	741 36%	392 39%	349 33%	81 33%	146 42%	115 33%	112 30%	105 34%	184 41%	264 48%	229 40%	126 28%	122 25%	79 43%	26 31%	87 38%	51 27%	65 35%	54 37%	39 38%	69 34%	105 39%	108 37%	58 31%	116 38%	312 37%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	213 10%	114 11%	99 9%	23 9%	51 15%	45 13%	32 9%	26 8%	35 8%	106 19%	56 10%	22 5%	29 6%	31 17%	8 9%	16 7%	17 9%	14 7%	9 6%	9 9%	13 6%	49 18%	26 9%	22 12%	59 19%	93 11%
Still in full time education	64 3%	26 3%	38 4%	58 24%	4 1%	1 *	1 *	-	-	20 4%	28 5%	9 2%	6 1%	2 1%	2 2%	6 3%	4 2%	8 4%	3 2%	4 4%	4 2%	13 5%	12 4%	6 3%	-	4 1%
Don't know	8 *	5 *	3 *	3 1%	-	1 *	3 1%	1 *	1 *	-	2 *	4 1%	2 *	-	-	1 *	2 1%	-	2 1%	-	1 1%	2 1%	1 *	1 1%	1 *	2 *
Prefer not to answer	21 1%	10 1%	10 1%	4 2%	6 2%	6 2%	1 *	-	4 1%	6 1%	4 1%	2 *	9 2%	-	3 3%	2 1%	-	4 2%	2 2%	-	2 1%	7 2%	1 *	1 *	3 1%	8 1%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 21
What is the highest educational level that you have achieved to date?
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
		Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
No formal education	16 1%	7 1%	2 *	5 1%	2 1%	4 1%	2 *	4 1%	5 1%	7 1%	- -	5 1%	4 1%	1 1%	1 *	5 *	9 2%	4 1%	2 *	5 1%	5 1%	1 1%	1 1%	7 1%	6 1%
Primary	16 1%	6 1%	3 1%	3 1%	4 2%	5 1%	2 1%	4 1%	5 1%	2 *	2 *	3 1%	8 2%	1 1%	1 *	6 1%	8 1%	3 1%	2 *	3 *	8 2%	2 2%	1 1%	4 *	9 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	992 48%	494 47%	200 45%	190 55%	108 47%	281 46%	173 43%	230 50%	308 51%	254 40%	206 44%	287 56%	245 55%	30 33%	118 38%	516 47%	327 57%	170 47%	221 43%	340 49%	261 51%	31 33%	75 39%	396 47%	489 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	741 36%	399 38%	153 35%	107 31%	83 36%	229 38%	149 37%	158 34%	204 34%	272 42%	176 37%	172 33%	122 27%	28 30%	125 40%	426 39%	162 28%	122 34%	192 37%	257 37%	170 34%	32 34%	74 38%	332 39%	304 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	213 10%	106 10%	59 13%	28 8%	19 8%	60 10%	57 14%	45 10%	50 8%	78 12%	65 14%	33 6%	37 8%	25 27%	46 15%	105 10%	37 6%	39 11%	65 13%	65 9%	44 9%	20 21%	32 17%	77 9%	84 9%
Still in full time education	64 3%	32 3%	15 3%	5 2%	11 5%	21 3%	12 3%	9 2%	22 4%	22 4%	13 3%	11 2%	18 4%	5 6%	14 5%	27 2%	17 3%	14 4%	23 4%	13 2%	14 3%	4 4%	9 5%	20 2%	31 3%
Don't know	8 *	3 *	1 *	1 *	3 1%	1 *	2 *	3 1%	3 *	1 *	2 1%	2 *	3 1%	1 1%	2 1%	3 *	3 *	3 1%	- -	1 *	3 1%	2 2%	2 1%	1 *	4 *
Prefer not to answer	21 1%	5 *	9 2%	4 1%	3 1%	4 1%	4 1%	7 2%	5 1%	3 *	6 1%	3 1%	9 2%	2 2%	5 1%	7 1%	8 1%	2 1%	7 1%	8 1%	3 1%	2 3%	- -	6 1%	12 1%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 22

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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Yes - responsible for half or more of the items bought	1851	851	1000	165	326	332	353	284	391	482	516	398	454	170	77	192	171	161	137	91	189	252	249	163	286	780
	89%	84%	95%	67%	94%	95%	96%	92%	87%	87%	90%	88%	92%	91%	92%	84%	92%	86%	94%	88%	92%	94%	86%	88%	93%	92%
No - not responsible for most of the items bought	219	164	56	81	22	16	16	23	60	71	57	52	38	16	6	36	15	25	8	13	18	17	41	23	21	72
	11%	16%	5%	33%	6%	5%	4%	8%	13%	13%	10%	12%	8%	9%	8%	16%	8%	14%	6%	12%	8%	6%	14%	12%	7%	8%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 22

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

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often	
		Weekly	once a month	Less often	Never		once a month	Less often	Never	once a month		Less often	Never	once a month	Less often		Never	once a month	Less often	Never		once a month	Less often	Never	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Yes - responsible for half or more of the items bought	1851 89%	940 89%	408 92%	307 89%	195 84%	536 89%	356 89%	420 91%	540 89%	569 89%	432 92%	471 92%	378 85%	91 97%	282 91%	988 90%	490 86%	325 91%	467 91%	611 88%	447 88%	80 86%	179 92%	764 91%	828 88%
No - not responsible for most of the items bought	219 11%	112 11%	34 8%	37 11%	36 16%	69 11%	45 11%	42 9%	64 11%	71 11%	37 8%	44 8%	68 15%	2 3%	29 9%	107 10%	81 14%	33 9%	46 9%	80 12%	60 12%	13 14%	16 8%	80 9%	111 12%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 23
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
No cars in the household	435 21%	156 15%	278 26%	66 27%	81 23%	90 26%	79 21%	38 12%	81 18%	72 13%	135 24%	56 12%	172 35%	31 17%	26 31%	45 20%	46 25%	24 13%	23 16%	18 17%	29 14%	103 38%	60 21%	29 16%	52 17%	171 20%
NET: Any	1635 79%	858 85%	778 74%	180 73%	267 77%	258 74%	290 79%	270 88%	370 82%	481 87%	439 76%	395 88%	320 65%	155 83%	57 69%	182 80%	141 75%	163 87%	122 84%	86 83%	178 86%	166 62%	229 79%	157 84%	256 83%	681 80%
1	869 42%	455 45%	414 39%	41 17%	156 45%	140 40%	149 40%	171 56%	213 47%	239 43%	258 45%	173 38%	199 41%	77 41%	39 47%	82 36%	79 42%	74 40%	73 51%	38 37%	101 49%	107 40%	120 41%	79 42%	123 40%	353 41%
2	580 28%	308 30%	271 26%	63 26%	89 26%	109 31%	101 27%	79 26%	139 31%	179 32%	137 24%	177 39%	87 18%	63 34%	11 13%	69 30%	52 28%	62 33%	43 30%	37 36%	66 32%	47 18%	72 25%	58 31%	100 33%	243 28%
3+	186 9%	95 9%	92 9%	77 31%	22 6%	9 3%	41 11%	20 7%	18 4%	63 11%	44 8%	45 10%	34 7%	15 8%	8 9%	31 14%	10 5%	27 14%	5 3%	10 10%	11 5%	12 4%	38 13%	20 11%	32 11%	85 10%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 23
How many cars are there in your household?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
No cars in the household	435 21%	185 18%	97 22%	93 27%	59 26%	102 17%	83 21%	102 22%	148 25%	100 16%	103 22%	116 23%	115 26%	25 26%	53 17%	194 18%	163 29%	55 15%	109 21%	150 22%	120 24%	23 25%	27 14%	162 19%	223 24%
NET: Any	1635 79%	866 82%	346 78%	251 73%	173 74%	503 83%	317 79%	360 78%	456 75%	539 84%	366 78%	399 77%	331 74%	69 74%	258 83%	901 82%	408 71%	303 85%	404 79%	541 78%	387 76%	70 75%	168 86%	682 81%	716 76%
1	869 42%	462 44%	182 41%	139 40%	87 38%	275 45%	170 42%	191 41%	233 39%	281 44%	203 43%	226 44%	160 36%	40 43%	102 33%	505 46%	222 39%	156 44%	218 42%	294 42%	202 40%	38 41%	85 44%	371 44%	375 40%
2	580 28%	306 29%	127 29%	90 26%	56 24%	165 27%	112 28%	143 31%	160 26%	197 31%	127 27%	130 25%	125 28%	19 21%	111 36%	320 29%	129 23%	105 29%	137 27%	194 28%	143 28%	25 27%	62 32%	242 29%	251 27%
3+	186 9%	98 9%	37 8%	22 6%	29 13%	63 10%	36 9%	25 6%	62 10%	62 10%	36 8%	43 8%	46 10%	10 10%	45 15%	75 7%	56 10%	42 12%	49 10%	54 8%	42 8%	7 7%	21 11%	69 8%	90 10%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 24
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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
White	1881	927	954	185	295	303	352	304	441	494	514	419	454	183	82	209	174	165	128	100	198	190	271	182	271	764
	91%	91%	90%	75%	85%	87%	95%	99%	98%	89%	90%	93%	92%	98%	99%	92%	93%	89%	88%	96%	96%	71%	93%	98%	88%	90%
NET: Non-white	165	77	89	52	48	40	15	2	7	53	51	29	32	2	1	19	9	19	15	3	8	71	13	4	34	79
	8%	8%	8%	21%	14%	12%	4%	1%	2%	10%	9%	6%	6%	1%	1%	8%	5%	10%	10%	3%	4%	26%	4%	2%	11%	9%
Mixed	25	12	14	5	8	9	3	-	1	8	8	5	3	1	-	2	3	2	2	-	2	6	7	-	3	15
	1%	1%	1%	2%	2%	2%	1%	-	*	1%	1%	1%	1%	*	-	1%	1%	1%	1%	-	1%	2%	2%	-	1%	2%
Asian	82	44	38	33	27	14	5	-	3	31	18	14	19	1	-	10	6	12	5	1	5	37	4	2	19	34
	4%	4%	4%	13%	8%	4%	1%	-	1%	6%	3%	3%	4%	*	-	4%	3%	6%	3%	1%	2%	14%	1%	1%	6%	4%
Black	39	12	27	8	9	14	5	2	2	10	15	6	7	-	1	3	-	5	7	2	2	17	1	1	10	23
	2%	1%	3%	3%	3%	4%	1%	1%	*	2%	3%	1%	2%	-	1%	2%	-	3%	5%	2%	1%	6%	*	*	3%	3%
Chinese	9	4	5	4	2	1	2	1	-	3	4	1	1	1	-	2	1	-	-	-	-	5	1	-	3	3
	*	*	*	2%	1%	*	*	*	-	1%	1%	*	*	1%	-	1%	*	-	-	-	-	2%	*	-	1%	*
Other ethnic group	10	5	5	2	3	4	1	-	1	1	6	2	1	-	-	1	-	-	1	-	-	5	-	2	-	5
	*	*	*	1%	1%	1%	*	-	*	*	1%	1%	*	-	-	1%	-	-	1%	-	-	2%	-	1%	-	1%
Prefer not to answer	24	11	13	9	5	5	1	1	3	6	8	3	7	1	-	-	3	2	2	1	1	7	6	-	2	9
	1%	1%	1%	4%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	-	-	2%	1%	1%	1%	1%	3%	2%	-	1%	1%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 24
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month		Less often		Never	Several times/ once a month		Less often		Never	Several times/ once a month		Less often		Never	Several times/ once a month		Less often		Never	Several times/ once a month		Less often		Never
		Daily/ Weekly	Less often	Never	Daily/ Weekly		Less often	Never	Daily/ Weekly	Less often		Never	Daily/ Weekly	Less often	Never		Daily/ Weekly	Less often	Never	Daily/ Weekly		Less often	Never	Daily/ Weekly	Less often	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
White	1881 91%	987 94%	402 91%	308 90%	184 79%	567 94%	365 91%	424 92%	525 87%	601 94%	420 90%	474 92%	386 86%	74 79%	277 89%	1028 94%	503 88%	324 90%	476 93%	640 92%	442 87%	72 78%	174 89%	784 93%	850 91%	
NET: Non-white	165 8%	54 5%	37 8%	33 10%	42 18%	33 5%	32 8%	34 7%	66 11%	32 5%	43 9%	40 8%	51 11%	17 18%	31 10%	57 5%	61 11%	30 8%	34 7%	43 6%	58 11%	16 18%	20 10%	50 6%	80 8%	
Mixed	25 1%	6 1%	11 3%	3 1%	5 2%	3 1%	10 2%	3 1%	9 2%	3 2%	7 1%	11 2%	5 1%	1 1%	6 2%	11 1%	8 1%	1 *	8 2%	11 2%	5 1%	1 2%	1 *	10 1%	13 1%	
Asian	82 4%	31 3%	10 2%	12 4%	29 12%	22 4%	13 3%	9 2%	37 6%	21 3%	15 3%	9 2%	36 8%	14 16%	12 4%	17 2%	38 7%	20 5%	14 3%	10 1%	38 7%	10 11%	13 7%	13 2%	46 5%	
Black	39 2%	11 1%	12 3%	10 3%	7 3%	4 1%	6 2%	14 3%	15 2%	5 1%	17 4%	9 2%	7 2%	1 1%	10 3%	18 2%	9 2%	6 2%	8 2%	12 2%	12 2%	4 4%	4 2%	15 2%	16 2%	
Chinese	9 *	1 *	1 *	7 2%	- -	1 *	1 *	5 1%	2 *	1 *	- -	8 2%	- -	1 1%	- -	6 1%	3 *	1 *	1 *	6 1%	1 *	1 1%	- -	7 1%	2 *	
Other ethnic group	10 *	4 *	3 1%	1 *	2 1%	2 *	3 1%	2 *	3 *	2 *	4 1%	2 *	2 *	- -	3 1%	5 *	3 *	1 *	3 1%	3 *	3 1%	1 1%	3 1%	4 *	3 *	
Prefer not to answer	24 1%	11 1%	4 1%	3 1%	6 3%	5 1%	4 1%	3 1%	12 2%	7 1%	6 1%	1 *	10 2%	2 2%	4 1%	10 1%	8 1%	4 1%	3 1%	9 1%	7 1%	4 4%	1 *	10 1%	9 1%	

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 25

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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Christian	1039	516	524	59	123	163	194	189	311	274	272	222	272	92	38	128	92	86	80	46	99	134	147	98	152	406
	50%	51%	50%	24%	35%	47%	53%	62%	69%	49%	47%	49%	55%	49%	46%	56%	49%	46%	55%	45%	48%	50%	51%	53%	49%	48%
NET: Other	156	78	77	37	42	25	23	9	19	50	41	33	32	3	3	18	12	18	10	4	17	43	16	12	26	63
	8%	8%	7%	15%	12%	7%	6%	3%	4%	9%	7%	7%	6%	2%	3%	8%	6%	10%	7%	4%	8%	16%	5%	7%	8%	7%
Muslim	54	31	24	24	16	10	3	-	2	19	14	8	13	1	-	8	3	9	4	-	4	21	6	-	11	18
	3%	3%	2%	10%	5%	3%	1%	-	*	3%	2%	2%	3%	*	-	3%	1%	5%	3%	-	2%	8%	2%	-	4%	2%
Hindu	14	8	6	1	9	2	1	-	-	4	3	5	1	-	-	-	-	2	1	-	1	8	1	1	2	10
	1%	1%	1%	1%	3%	1%	*	-	-	1%	1%	1%	*	-	-	-	-	1%	1%	-	1%	3%	*	*	1%	1%
Jewish	13	9	4	-	2	1	1	1	8	3	4	2	4	-	-	1	1	-	-	-	3	6	1	1	-	4
	1%	1%	*	-	1%	*	*	*	2%	1%	1%	*	1%	-	-	*	*	-	-	-	2%	2%	*	1%	-	1%
Sikh	5	3	2	3	-	1	1	-	-	2	1	2	-	-	-	-	2	-	1	-	-	2	-	-	3	1
	*	*	*	1%	-	*	*	-	-	*	*	1%	-	-	-	-	1%	-	1%	-	-	1%	-	-	1%	*
Buddhist	16	12	4	1	2	2	6	1	4	6	5	3	1	1	-	5	1	1	-	1	1	3	1	2	5	8
	1%	1%	*	*	1%	1%	2%	*	1%	1%	1%	1%	*	1%	-	2%	1%	1%	-	1%	*	1%	*	1%	2%	1%
Other	54	16	37	9	13	9	11	7	5	16	13	12	12	2	3	5	6	6	4	3	7	2	7	9	5	22
	3%	2%	4%	4%	4%	3%	3%	2%	1%	3%	2%	3%	2%	1%	3%	2%	3%	3%	3%	3%	4%	1%	2%	5%	2%	3%
None	828	398	430	130	173	155	148	105	117	214	245	189	179	91	42	80	79	71	52	49	90	80	119	73	117	367
	40%	39%	41%	53%	50%	45%	40%	34%	26%	39%	43%	42%	36%	49%	51%	35%	42%	38%	36%	48%	44%	30%	41%	39%	38%	43%
Prefer not to say	48	23	25	20	11	5	4	4	4	15	17	6	9	1	-	2	4	10	3	4	1	12	7	3	12	16
	2%	2%	2%	8%	3%	1%	1%	1%	1%	3%	3%	1%	2%	*	-	1%	2%	6%	2%	4%	1%	5%	3%	1%	4%	2%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 25

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

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Christian	1039 50%	551 52%	228 52%	168 49%	92 40%	306 51%	194 48%	245 53%	294 49%	351 55%	252 54%	262 51%	174 39%	39 42%	172 55%	584 53%	245 43%	197 55%	250 49%	337 49%	256 50%	49 53%	112 58%	446 53%	433 46%
NET: Other	156 8%	61 6%	25 6%	27 8%	42 18%	32 5%	31 8%	24 5%	68 11%	39 6%	32 7%	31 6%	53 12%	14 15%	19 6%	61 6%	61 11%	34 10%	23 5%	40 6%	58 11%	15 16%	16 8%	55 7%	69 7%
Muslim	54 3%	16 2%	4 1%	6 2%	28 12%	13 2%	6 2%	5 1%	30 5%	10 2%	7 1%	6 1%	32 7%	9 9%	5 2%	8 1%	33 6%	11 3%	7 1%	4 1%	32 6%	8 9%	5 3%	7 1%	33 4%
Hindu	14 1%	7 1%	1 *	4 1%	2 1%	6 1%	- -	2 *	6 1%	5 1%	3 1%	3 1%	3 1%	3 3%	4 1%	3 *	4 1%	5 1%	1 *	4 1%	4 1%	2 2%	4 2%	2 *	6 1%
Jewish	13 1%	5 1%	5 1%	- -	3 1%	- -	4 1%	4 1%	5 1%	4 1%	5 1%	1 *	3 1%	- -	1 *	8 1%	4 1%	3 1%	3 1%	3 *	3 1%	- -	3 1%	7 1%	3 *
Sikh	5 *	2 *	- -	1 *	2 1%	1 *	1 *	- -	3 *	1 *	1 *	1 *	2 1%	1 1%	- -	1 *	3 1%	1 *	1 *	- -	3 1%	- -	1 1%	- -	4 *
Buddhist	16 1%	5 *	3 1%	4 1%	4 2%	4 1%	2 *	4 1%	6 1%	2 *	3 1%	6 1%	4 1%	- -	- -	11 1%	5 1%	1 *	3 1%	7 1%	5 1%	- -	- -	9 1%	7 1%
Other	54 3%	25 2%	12 3%	12 3%	5 2%	9 1%	17 4%	9 2%	19 3%	17 3%	14 3%	15 3%	9 2%	1 1%	9 3%	31 3%	12 2%	13 4%	7 1%	21 3%	12 2%	5 5%	3 2%	29 3%	16 2%
None	828 40%	417 40%	180 41%	144 42%	86 37%	251 42%	168 42%	187 41%	221 37%	238 37%	174 37%	214 42%	201 45%	35 38%	114 37%	431 39%	247 43%	118 33%	233 45%	302 44%	175 34%	22 23%	62 32%	327 39%	417 44%
Prefer not to say	48 2%	23 2%	9 2%	5 2%	11 5%	15 3%	7 2%	5 1%	20 3%	11 2%	11 2%	7 1%	18 4%	5 6%	6 2%	18 2%	18 3%	9 3%	6 1%	13 2%	19 4%	7 8%	4 2%	16 2%	20 2%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 26
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Urban	1597	774	823	205	287	285	283	226	312	417	464	312	404	124	72	182	136	154	115	57	138	269	223	127	233	679
	77%	76%	78%	83%	82%	82%	77%	73%	69%	75%	81%	69%	82%	66%	87%	80%	73%	83%	80%	55%	67%	100%	77%	68%	76%	80%
Urban - Population over 10,000	878	460	418	139	161	166	145	110	159	251	271	143	214	67	40	87	79	72	64	21	57	217	117	58	142	390
	42%	45%	40%	56%	46%	48%	39%	36%	35%	45%	47%	32%	44%	36%	48%	38%	42%	39%	44%	20%	27%	81%	40%	31%	46%	46%
Town and Fringe	719	314	405	67	126	119	137	116	153	167	194	169	189	57	33	95	57	82	51	36	82	52	107	69	91	289
	35%	31%	38%	27%	36%	34%	37%	38%	34%	30%	34%	38%	38%	30%	39%	42%	31%	44%	35%	34%	39%	19%	37%	37%	30%	34%
NET: Rural	473	240	233	41	62	63	86	82	139	136	109	139	88	63	11	46	50	32	30	47	69	-	67	60	74	173
	23%	24%	22%	17%	18%	18%	23%	27%	31%	25%	19%	31%	18%	34%	13%	20%	27%	17%	20%	45%	33%	-	23%	32%	24%	20%
Village	386	199	188	35	55	53	69	71	104	105	91	116	75	42	7	39	47	27	28	37	59	-	60	40	60	141
	19%	20%	18%	14%	16%	15%	19%	23%	23%	19%	16%	26%	15%	23%	8%	17%	25%	15%	19%	36%	29%	-	21%	21%	20%	17%
Hamlet & Isolated Dwelling	86	41	45	6	7	10	17	11	35	32	19	23	13	21	4	6	3	5	1	10	10	-	6	20	13	32
	4%	4%	4%	3%	2%	3%	5%	4%	8%	6%	3%	5%	3%	11%	5%	3%	2%	3%	1%	10%	5%	-	2%	11%	4%	4%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 26
Which of the following best describes where you live?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			
		Less often	Never	Less often		Never	Less often	Never		Less often	Never	Less often		Never	Less often	Never		Less often	Never	Less often		Never			
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Urban	1597	809	348	275	164	472	310	367	448	494	375	393	335	84	243	838	432	277	425	529	367	78	145	659	715
	77%	77%	79%	80%	71%	78%	77%	79%	74%	77%	80%	76%	75%	90%	78%	77%	76%	77%	83%	76%	72%	85%	74%	78%	76%
Urban - Population over 10,000	878	466	193	132	87	281	186	196	216	285	211	215	168	57	145	442	234	150	257	280	191	49	78	362	389
	42%	44%	44%	38%	38%	46%	46%	42%	36%	45%	45%	42%	38%	61%	47%	40%	41%	42%	50%	40%	38%	53%	40%	43%	41%
Town and Fringe	719	343	156	143	77	191	124	171	232	208	164	179	167	27	98	395	198	126	168	249	175	29	67	297	326
	35%	33%	35%	42%	33%	32%	31%	37%	38%	33%	35%	35%	37%	29%	32%	36%	35%	35%	33%	36%	35%	31%	34%	35%	35%
NET: Rural	473	242	94	69	67	133	90	95	155	146	94	121	111	9	68	257	139	82	87	163	141	14	50	185	223
	23%	23%	21%	20%	29%	22%	23%	21%	26%	23%	20%	24%	25%	10%	22%	23%	24%	23%	17%	24%	28%	15%	26%	22%	24%
Village	386	195	74	58	60	110	72	78	127	115	80	99	92	6	49	209	122	62	69	132	123	12	41	142	191
	19%	19%	17%	17%	26%	18%	18%	17%	21%	18%	17%	19%	21%	7%	16%	19%	21%	17%	13%	19%	24%	13%	21%	17%	20%
Hamlet & Isolated Dwelling	86	47	20	11	8	23	18	17	28	31	14	22	19	3	19	48	17	19	18	31	17	2	9	43	33
	4%	5%	5%	3%	3%	4%	5%	4%	5%	5%	3%	4%	4%	3%	6%	4%	3%	5%	4%	5%	3%	2%	4%	5%	3%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 27
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Working	1159	612	547	116	270	257	282	157	76	306	373	294	186	109	50	132	104	112	86	74	87	154	143	110	307	852
	56%	60%	52%	47%	78%	74%	77%	51%	17%	55%	65%	65%	38%	58%	60%	58%	56%	60%	59%	71%	42%	57%	49%	59%	100%	100%
Working full time - working 30 hours per week or more	911	526	385	82	220	211	234	128	36	242	302	238	129	81	42	107	79	87	77	60	62	122	115	79	253	658
	44%	52%	36%	33%	63%	61%	63%	42%	8%	44%	53%	53%	26%	44%	51%	47%	43%	46%	53%	58%	30%	45%	40%	42%	82%	77%
Working part time - working between 8 and 29 hours per week	248	86	162	34	50	46	49	29	40	64	71	56	57	28	7	25	24	25	9	14	25	32	28	31	54	194
	12%	8%	15%	14%	14%	13%	13%	9%	9%	12%	12%	12%	12%	15%	9%	11%	13%	13%	6%	13%	12%	12%	10%	17%	18%	23%
NET: Not working	911	402	508	130	78	91	86	150	374	247	200	157	307	77	33	96	83	75	59	30	120	115	147	76	-	-
	44%	40%	48%	53%	22%	26%	23%	49%	83%	45%	35%	35%	62%	42%	40%	42%	44%	40%	41%	29%	58%	43%	51%	41%	-	-
Not working but seeking work or temporarily unemployed or sick	103	46	57	32	20	26	18	7	-	13	12	16	62	11	6	10	5	8	8	7	7	13	17	11	-	-
	5%	5%	5%	13%	6%	8%	5%	2%	-	2%	2%	4%	13%	6%	7%	4%	3%	5%	5%	6%	3%	5%	6%	6%	-	-
Not working and not seeking work/ student	145	62	83	86	11	20	20	8	-	28	55	12	50	9	7	16	13	16	7	7	11	26	21	11	-	-
	7%	6%	8%	35%	3%	6%	5%	3%	-	5%	10%	3%	10%	5%	8%	7%	7%	8%	5%	7%	5%	10%	7%	6%	-	-
Retired on a state pension only	150	57	92	-	-	-	1	10	139	13	13	25	99	10	5	15	16	12	6	2	24	16	26	18	-	-
	7%	6%	9%	-	-	-	*	3%	31%	2%	2%	6%	20%	5%	6%	7%	9%	7%	4%	2%	12%	6%	9%	10%	-	-
Retired with a private pension	338	218	120	-	1	-	3	99	235	170	89	55	25	40	12	26	23	21	27	9	49	54	54	23	-	-
	16%	21%	11%	-	*	-	1%	32%	52%	31%	16%	12%	5%	21%	14%	12%	12%	11%	19%	9%	24%	20%	19%	12%	-	-
House person, housewife, househusband, etc.	175	19	155	12	45	45	45	27	*	24	32	49	70	8	4	28	25	18	11	5	29	5	29	13	-	-
	8%	2%	15%	5%	13%	13%	12%	9%	*	4%	6%	11%	14%	4%	4%	13%	14%	9%	7%	5%	14%	2%	10%	7%	-	-

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 27
Which of the following best describes your current working status?
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ale/stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne/Prosecco/Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Several times/once a month		Less often		Several times/once a month		Less often		Several times/once a month		Less often		Several times/once a month		Less often		Several times/once a month		Less often		Several times/once a month		Less often	
		Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never	Daily/Weekly	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Working	1159	613	264	171	112	394	244	245	277	347	292	293	228	72	204	598	285	204	332	381	243	56	120	471	512
	56%	58%	60%	50%	48%	65%	61%	53%	46%	54%	62%	57%	51%	78%	65%	55%	50%	57%	65%	55%	48%	60%	62%	56%	55%
Working full time - working 30 hours per week or more	911	492	214	123	82	344	192	180	196	257	247	228	178	58	167	462	223	162	274	289	185	47	97	358	408
	44%	47%	48%	36%	35%	57%	48%	39%	32%	40%	53%	44%	40%	63%	54%	42%	39%	45%	54%	42%	36%	51%	50%	42%	43%
Working part time - working between 8 and 29 hours per week	248	121	49	48	30	50	52	65	81	89	44	65	50	14	37	136	62	42	57	92	57	8	22	113	104
	12%	11%	11%	14%	13%	8%	13%	14%	13%	14%	9%	13%	11%	15%	12%	12%	11%	12%	11%	13%	11%	9%	12%	13%	11%
NET: Not working	911	439	179	173	120	210	157	217	327	293	178	222	218	21	108	496	286	155	181	310	265	37	75	373	427
	44%	42%	40%	50%	52%	35%	39%	47%	54%	46%	38%	43%	49%	22%	35%	45%	50%	43%	35%	45%	52%	40%	38%	44%	45%
Not working but seeking work or temporarily unemployed or sick	103	31	26	26	20	20	25	21	37	15	25	23	40	4	7	47	46	5	22	47	30	3	3	38	59
	5%	3%	6%	8%	9%	3%	6%	5%	6%	2%	5%	4%	9%	4%	2%	4%	8%	1%	4%	7%	6%	4%	1%	4%	6%
Not working and not seeking work/ student	145	63	34	27	21	35	23	32	55	43	27	36	40	5	26	73	41	29	41	40	35	9	13	46	77
	7%	6%	8%	8%	9%	6%	6%	7%	9%	7%	6%	7%	9%	5%	8%	7%	7%	8%	8%	6%	7%	9%	7%	5%	8%
Retired on a state pension only	150	69	26	41	14	25	18	47	60	41	27	48	34	2	8	89	50	25	20	51	53	3	11	65	69
	7%	7%	6%	12%	6%	4%	4%	10%	10%	6%	6%	9%	8%	2%	3%	8%	9%	7%	4%	7%	10%	4%	6%	8%	7%
Retired with a private pension	338	223	49	41	26	111	68	74	86	162	66	67	43	5	41	216	75	77	73	108	81	17	37	168	117
	16%	21%	11%	12%	11%	18%	17%	16%	14%	25%	14%	13%	10%	6%	13%	20%	13%	21%	14%	16%	16%	18%	19%	20%	12%
House person, housewife, househusband, etc.	175	53	44	38	39	19	24	43	89	31	33	49	61	5	25	71	74	18	25	64	67	5	11	55	105
	8%	5%	10%	11%	17%	3%	6%	9%	15%	5%	7%	10%	14%	5%	8%	6%	13%	5%	5%	9%	13%	5%	5%	6%	11%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 28
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	Public	Private
Unweighted base	1160	587	573	110	241	255	309	166	79	336	419	219	186	133	50	127	102	106	82	65	83	147	152	113	304	856
Weighted base	1159	612	547	116	270	257	282	157	76	306	373	294	186	109	50	132	104	112	86	74	87	154	143	110	307	852
NET: Public Sector	307	147	160	31	68	76	79	46	7	94	120	63	31	39	12	32	28	26	28	29	16	38	37	24	307	-
	26%	24%	29%	26%	25%	30%	28%	29%	10%	31%	32%	21%	17%	35%	24%	24%	27%	23%	32%	40%	18%	25%	26%	21%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	18	12	6	1	4	9	4	1	-	8	10	-	1	2	-	2	2	2	2	4	1	4	-	1	18	-
	2%	2%	1%	1%	1%	3%	1%	1%	-	3%	3%	-	*	2%	-	2%	2%	2%	2%	5%	1%	3%	-	1%	6%	-
HM Forces	3	3	1	3	-	-	-	-	-	-	2	2	-	-	-	1	-	-	-	-	-	2	-	1	3	-
	*	*	*	3%	-	-	-	-	-	-	*	1%	-	-	-	*	-	-	-	-	-	1%	-	1%	1%	-
National Health Service	75	29	46	10	23	18	13	10	2	20	23	19	13	5	5	7	5	10	7	7	4	9	9	6	75	-
	6%	5%	8%	8%	9%	7%	5%	6%	2%	7%	6%	7%	7%	4%	10%	5%	5%	9%	8%	9%	5%	6%	7%	5%	24%	-
Universities and Academies funded by government	19	6	13	5	3	5	6	1	-	9	6	3	1	3	1	1	1	1	2	3	-	6	1	1	19	-
	2%	1%	2%	4%	1%	2%	2%	1%	-	3%	2%	1%	1%	3%	1%	1%	1%	1%	2%	3%	-	4%	1%	1%	6%	-
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	46	23	23	-	12	16	11	6	1	11	34	1	-	9	1	2	5	6	3	3	1	4	8	4	46	-
	4%	4%	4%	-	4%	6%	4%	4%	1%	4%	9%	*	-	8%	2%	2%	5%	5%	4%	3%	1%	3%	6%	4%	15%	-
Police service	8	5	2	1	-	5	1	-	1	1	7	-	-	2	1	-	2	-	-	-	2	-	1	1	8	-
	1%	1%	*	1%	-	2%	*	-	1%	*	2%	-	-	2%	3%	-	2%	-	-	-	2%	-	*	1%	2%	-
Public sector housing	14	12	2	-	3	4	5	1	-	5	4	5	1	1	-	1	2	1	2	-	1	4	2	-	14	-
	1%	2%	*	-	1%	2%	2%	1%	-	2%	1%	2%	*	1%	-	1%	2%	1%	3%	-	1%	3%	1%	-	5%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	46	13	33	8	8	4	15	8	3	25	13	5	2	6	2	7	4	1	2	3	2	5	7	9	46	-
	4%	2%	6%	7%	3%	1%	5%	5%	4%	8%	3%	2%	1%	5%	3%	5%	3%	1%	2%	3%	2%	3%	5%	8%	15%	-

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 28
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	Public	Private	
Weighted base	1159	612	547	116	270	257	282	157	76	306	373	294	186	109	50	132	104	112	86	74	87	154	143	110	307	852	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	15 1%	12 2%	3 *	1 1%	2 1%	3 1%	6 2%	3 2%	-	2 1%	1 *	6 2%	6 3%	-	-	3 2%	1 1%	1 1%	1 1%	3 5%	3 3%	1 1%	1 *	1 1%	15 5%	-	
Bradford and Bingley or Northern Rock Building societies	1 *	1 *	1 *	-	1 *	1 *	-	-	-	-	1 *	1 *	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	1 *	-
Other public sector occupation (please specify as much detail as possible)	62 5%	30 5%	32 6%	3 2%	13 5%	12 5%	18 6%	14 9%	1	12 4%	21 6%	21 7%	7 4%	11 10%	2 4%	8 6%	5 5%	3 3%	9 11%	8 11%	3 4%	3 2%	8 5%	1 1%	62 20%	-	
None of the above (Private Sector)	852 74%	465 76%	387 71%	85 74%	202 75%	181 70%	203 72%	111 71%	69 90%	212 69%	253 68%	231 79%	155 83%	70 65%	38 76%	100 76%	76 73%	86 77%	58 68%	44 60%	71 82%	116 75%	106 74%	86 79%	-	852 100%	

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 28
Do you work in any of the following occupations?
Base: All respondents who work

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	1160	602	273	174	111	380	249	239	292	356	298	289	217	73	197	614	276	200	335	391	234	57	116	485	502
Weighted base	1159	613	264	171	112	394	244	245	277	347	292	293	228	72	204	598	285	204	332	381	243	56	120	471	512
NET: Public Sector	307	160	68	49	30	95	64	74	75	99	80	63	65	25	60	150	72	51	88	98	71	13	37	122	135
	26%	26%	26%	28%	27%	24%	26%	30%	27%	29%	27%	22%	29%	35%	30%	25%	25%	25%	27%	26%	29%	24%	31%	26%	26%
Central government including all administrative departments and central government agencies such as the Bank of England	18	9	5	3	2	7	3	1	7	4	4	7	4	1	3	9	5	1	5	7	5	1	1	4	13
	2%	1%	2%	2%	2%	2%	1%	*	3%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%
HM Forces	3	3	1	-	-	2	2	-	-	1	1	-	2	1	1	-	2	3	1	-	-	-	1	1	2
	*	*	*	-	-	*	1%	-	-	*	*	-	1%	1%	*	-	1%	1%	*	-	-	-	1%	*	*
National Health Service	75	40	22	7	6	21	13	26	14	29	28	11	7	12	19	33	10	15	16	31	12	4	18	28	24
	6%	7%	9%	4%	5%	5%	5%	11%	5%	8%	9%	4%	3%	17%	10%	6%	4%	7%	5%	8%	5%	8%	15%	6%	5%
Universities and Academies funded by government	19	11	4	4	1	6	4	5	5	9	3	6	1	2	4	10	4	4	7	6	2	2	-	9	8
	2%	2%	1%	2%	1%	1%	2%	2%	2%	3%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	4%	-	2%	2%
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	46	27	12	4	4	20	10	5	11	15	15	6	10	2	9	25	10	6	17	16	7	1	4	22	20
	4%	4%	4%	2%	3%	5%	4%	2%	4%	4%	5%	2%	4%	3%	4%	4%	3%	3%	5%	4%	3%	1%	3%	5%	4%
Police service	8	1	3	2	1	1	2	3	1	1	3	2	1	-	2	4	1	1	2	1	2	-	1	4	2
	1%	*	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	-	1%	1%	*	1%	1%	*	1%	-	1%	1%	*
Public sector housing	14	8	3	2	1	5	3	4	1	3	5	2	5	3	2	5	5	3	5	4	2	2	1	5	6
	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	2%	1%	2%	4%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%
Teaching employed by local education authority including voluntary aided schools and foundation schools	46	21	9	10	7	8	11	10	17	15	11	10	10	2	10	23	11	6	16	11	13	1	4	22	19
	4%	3%	3%	6%	6%	2%	4%	4%	6%	4%	4%	3%	5%	3%	5%	4%	4%	3%	5%	3%	5%	1%	3%	5%	4%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 28
Do you work in any of the following occupations?
Base: All respondents who work

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits			Q.6 Frequency: Fortified wine					
	Total	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	Several times/ once a month		Less often	Never	
		Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly	once a month			Weekly
Weighted base	1159	613	264	171	112	394	244	245	277	347	292	293	228	72	204	598	285	204	332	381	243	56	120	471	512	
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	15 1%	7 1%	3 1%	1 1%	4 3%	5 1%	3 1%	3 1%	4 1%	4 1%	2 1%	2 1%	7 3%	- -	2 1%	5 1%	8 3%	3 1%	2 1%	4 1%	5 2%	- -	2 2%	4 1%	9 2%	
Bradford and Bingley or Northern Rock Building societies	1 *	- -	1 1%	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	1 1%	1 *	- -
Other public sector occupation (please specify as much detail as possible)	62 5%	35 6%	5 2%	16 10%	6 5%	19 5%	12 5%	16 7%	14 5%	18 5%	8 3%	18 6%	18 8%	2 3%	7 3%	36 6%	17 6%	9 4%	15 5%	16 4%	22 9%	3 4%	4 4%	23 5%	32 6%	
None of the above (Private Sector)	852 74%	452 74%	196 74%	123 72%	82 73%	300 76%	180 74%	170 70%	202 73%	247 71%	212 73%	230 78%	163 71%	47 65%	143 70%	448 75%	214 75%	153 75%	244 73%	284 74%	172 71%	43 76%	83 69%	349 74%	377 74%	

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 29
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 & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
No children aged 18 or under	1513	778	735	204	172	163	245	286	443	431	448	282	352	138	56	167	113	140	103	68	161	210	221	137	196	570
	73%	77%	70%	83%	49%	47%	67%	93%	98%	78%	78%	63%	71%	74%	68%	73%	61%	75%	71%	66%	78%	78%	76%	73%	64%	67%
NET: Yes	551	234	317	38	177	184	122	22	8	122	124	166	138	48	27	61	72	46	42	35	46	57	68	50	111	281
	27%	23%	30%	15%	51%	53%	33%	7%	2%	22%	22%	37%	28%	26%	32%	27%	39%	25%	29%	34%	22%	21%	24%	27%	36%	33%
Yes - children aged under 5 years old	242	92	150	29	127	71	14	-	1	47	54	82	60	9	6	31	32	20	21	14	19	34	39	18	42	126
	12%	9%	14%	12%	36%	20%	4%	-	*	8%	9%	18%	12%	5%	7%	14%	17%	11%	14%	14%	9%	13%	13%	9%	14%	15%
Yes - children aged 5 to 10 years old	247	119	127	14	90	103	33	3	3	64	60	70	53	21	10	26	30	32	21	22	21	27	24	14	54	131
	12%	12%	12%	6%	26%	29%	9%	1%	1%	12%	10%	15%	11%	11%	12%	11%	16%	17%	15%	21%	10%	10%	8%	7%	18%	15%
Yes - children aged 11 to 15 years old	196	95	101	4	31	82	63	12	4	44	40	64	49	24	10	24	21	20	15	13	17	14	21	17	41	96
	9%	9%	10%	2%	9%	23%	17%	4%	1%	8%	7%	14%	10%	13%	12%	10%	11%	11%	10%	13%	8%	5%	7%	9%	13%	11%
Yes - children aged 16 to 18 years old	111	50	61	3	4	33	58	9	3	24	24	26	36	11	10	12	18	6	7	3	6	10	14	13	25	51
	5%	5%	6%	1%	1%	9%	16%	3%	1%	4%	4%	6%	7%	6%	12%	5%	10%	3%	5%	3%	3%	4%	5%	7%	8%	6%
Refused	6	2	4	4	-	1	1	-	-	-	1	3	2	*	-	-	1	-	1	-	1	3	1	-	*	1
	*	*	*	2%	-	*	*	-	-	-	*	1%	*	*	-	-	1%	-	1%	-	*	1%	*	-	*	*

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 29
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month			Never	Several times/ once a month			Never	Several times/ once a month			Never	Several times/ once a month			Never	Several times/ once a month			Never	Several times/ once a month			Never
		Daily/ Weekly	Less often	More often		Daily/ Weekly	Less often	More often		Daily/ Weekly	Less often	More often		Daily/ Weekly	Less often	More often		Daily/ Weekly	Less often	More often		Daily/ Weekly	Less often	More often	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
No children aged 18 or under	1513 73%	783 74%	314 71%	246 71%	171 74%	446 74%	294 73%	315 68%	459 76%	465 73%	343 73%	386 75%	319 71%	46 50%	218 70%	823 75%	426 75%	261 73%	376 73%	497 72%	380 75%	59 63%	138 71%	641 76%	675 72%
NET: Yes	551 27%	266 25%	129 29%	98 28%	58 25%	156 26%	107 27%	146 32%	142 24%	173 27%	126 27%	129 25%	124 28%	45 49%	92 30%	271 25%	143 25%	96 27%	136 27%	195 28%	125 25%	32 34%	56 29%	203 24%	260 28%
Yes - children aged under 5 years old	242 12%	98 9%	61 14%	50 14%	33 14%	64 11%	41 10%	64 14%	74 12%	62 10%	58 13%	58 11%	60 13%	30 32%	43 14%	104 10%	64 11%	37 10%	61 12%	89 13%	55 11%	19 21%	27 14%	85 10%	111 12%
Yes - children aged 5 to 10 years old	247 12%	108 10%	67 15%	47 14%	24 10%	72 12%	48 12%	77 17%	50 8%	72 11%	71 15%	58 11%	46 10%	19 20%	45 14%	131 12%	51 9%	33 9%	60 12%	96 14%	58 11%	18 19%	28 15%	95 11%	105 11%
Yes - children aged 11 to 15 years old	196 9%	112 11%	31 7%	33 10%	21 9%	64 11%	36 9%	49 11%	47 8%	76 12%	36 8%	46 9%	38 9%	16 17%	30 10%	96 9%	54 9%	41 11%	48 9%	62 9%	45 9%	13 14%	17 9%	74 9%	91 10%
Yes - children aged 16 to 18 years old	111 5%	60 6%	21 5%	22 6%	8 3%	31 5%	20 5%	32 7%	28 5%	43 7%	14 3%	24 5%	30 7%	3 3%	13 4%	60 5%	35 6%	22 6%	21 4%	44 6%	23 4%	2 2%	6 3%	38 5%	64 7%
Refused	6 *	3 *	- -	1 *	3 1%	3 *	- -	1 *	3 *	1 *	* *	1 *	4 1%	1 1%	1 *	1 *	3 *	2 *	1 *	1 *	3 1%	2 3%	- -	- -	4 *

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 30
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Anglia	211	96	115	10	36	31	37	36	60	45	48	58	60	-	-	-	-	1	16	-	180	-	14	1	18	82
	10%	9%	11%	4%	10%	9%	10%	12%	13%	8%	8%	13%	12%	-	-	-	-	*	11%	-	87%	-	5%	*	6%	10%
Border	51	29	22	1	2	13	11	13	11	19	13	12	7	9	-	42	-	-	-	-	-	-	-	-	8	23
	2%	3%	2%	*	1%	4%	3%	4%	3%	4%	2%	3%	1%	5%	-	18%	-	-	-	-	-	-	-	-	3%	3%
Central	283	136	147	45	46	56	55	26	56	70	75	61	78	-	-	1	1	174	96	-	1	-	5	5	48	120
	14%	13%	14%	18%	13%	16%	15%	8%	12%	13%	13%	13%	16%	-	-	*	*	94%	66%	-	1%	-	2%	3%	16%	14%
Granada	189	88	101	30	32	32	36	24	35	45	51	37	56	1	-	182	-	2	1	2	-	-	1	-	25	87
	9%	9%	10%	12%	9%	9%	10%	8%	8%	8%	9%	8%	11%	*	-	80%	-	1%	*	2%	-	-	*	-	8%	10%
London	401	202	199	61	65	68	51	49	107	124	134	72	71	-	-	-	-	-	3	-	22	269	106	1	53	161
	19%	20%	19%	25%	19%	20%	14%	16%	24%	22%	23%	16%	14%	-	-	16%	-	-	2%	-	11%	100%	37%	*	17%	19%
Meridian	187	86	101	33	30	24	26	32	42	49	45	39	54	-	-	-	-	2	2	-	-	-	161	23	24	77
	9%	8%	10%	13%	9%	7%	7%	10%	9%	9%	8%	9%	11%	-	-	-	-	1%	1%	-	-	-	56%	12%	8%	9%
STV	178	91	87	4	21	35	40	39	38	71	50	29	29	177	-	-	-	-	-	-	-	-	1	-	38	64
	9%	9%	8%	2%	6%	10%	11%	13%	8%	13%	9%	6%	6%	95%	-	-	-	-	-	-	-	-	*	-	12%	8%
Tyne Tees	84	52	32	11	13	10	22	16	12	19	18	23	24	-	83	-	1	-	-	-	-	-	-	-	13	38
	4%	5%	3%	4%	4%	3%	6%	5%	3%	3%	3%	5%	5%	-	100%	-	1%	-	-	-	-	-	-	-	4%	4%
Wales	100	58	41	8	28	20	18	14	10	19	38	25	17	-	-	-	-	-	-	100	-	-	-	-	29	42
	5%	6%	4%	3%	8%	6%	5%	5%	2%	3%	7%	6%	3%	-	-	-	-	-	-	96%	-	-	-	-	10%	5%
West	58	22	35	13	10	8	11	7	9	22	16	5	15	-	-	2	-	7	-	1	-	-	1	47	8	28
	3%	2%	3%	5%	3%	2%	3%	2%	2%	4%	3%	1%	3%	-	-	1%	-	4%	-	1%	-	-	*	25%	3%	3%
Westcountry	111	49	62	8	18	18	21	23	23	21	32	28	30	-	-	-	-	-	-	-	-	-	1	110	15	48
	5%	5%	6%	3%	5%	5%	6%	7%	5%	4%	6%	6%	6%	-	-	-	-	-	-	-	-	-	*	59%	5%	6%
Yorkshire	217	105	112	22	48	33	39	28	47	47	55	64	51	-	-	2	184	-	27	-	4	-	-	-	30	81
	10%	10%	11%	9%	14%	9%	11%	9%	10%	9%	10%	14%	10%	-	-	1%	99%	-	19%	-	2%	-	-	-	10%	9%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 30
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Anglia	211	109	43	29	31	59	41	40	70	72	52	39	48	6	22	122	61	36	40	70	64	9	16	89	98
	10%	10%	10%	8%	13%	10%	10%	9%	12%	11%	11%	8%	11%	7%	7%	11%	11%	10%	8%	10%	13%	9%	8%	11%	10%
Border	51	23	12	6	10	12	10	13	16	12	11	11	17	-	6	29	15	10	7	16	18	2	2	21	26
	2%	2%	3%	2%	5%	2%	3%	3%	3%	2%	2%	2%	4%	-	2%	3%	3%	3%	1%	2%	4%	2%	1%	3%	3%
Central	283	143	55	52	33	84	41	80	78	87	67	72	57	12	45	155	71	52	76	92	63	19	27	125	112
	14%	14%	12%	15%	14%	14%	10%	17%	13%	14%	14%	14%	13%	13%	14%	14%	12%	14%	15%	13%	12%	20%	14%	15%	12%
Granada	189	92	41	39	17	65	34	44	46	51	42	62	35	5	23	108	53	35	42	72	40	5	22	83	79
	9%	9%	9%	11%	8%	11%	9%	10%	8%	8%	9%	12%	8%	6%	7%	10%	9%	10%	8%	10%	8%	5%	11%	10%	8%
London	401	201	82	63	54	108	83	81	128	128	97	83	93	23	75	192	112	62	108	121	111	22	45	161	173
	19%	19%	19%	18%	23%	18%	21%	18%	21%	20%	21%	16%	21%	24%	24%	18%	20%	17%	21%	17%	22%	24%	23%	19%	18%
Meridian	187	83	57	27	19	40	46	41	61	60	45	40	42	11	34	85	57	30	48	67	42	7	15	77	88
	9%	8%	13%	8%	8%	7%	11%	9%	10%	9%	10%	8%	9%	11%	11%	8%	10%	8%	9%	10%	8%	8%	8%	9%	9%
STV	178	99	26	36	17	54	30	46	48	65	28	46	39	8	32	93	45	34	47	49	48	9	14	67	88
	9%	9%	6%	11%	8%	9%	8%	10%	8%	10%	6%	9%	9%	9%	10%	8%	8%	9%	9%	7%	9%	9%	7%	8%	9%
Tyne Tees	84	48	15	18	2	34	14	14	21	17	17	33	17	2	7	50	25	16	23	32	13	2	5	34	43
	4%	5%	4%	5%	1%	6%	4%	3%	4%	3%	4%	6%	4%	2%	2%	5%	4%	5%	5%	5%	2%	2%	2%	4%	5%
Wales	100	55	21	12	12	38	21	17	24	28	22	27	23	5	9	54	32	17	24	38	21	5	14	35	46
	5%	5%	5%	3%	5%	6%	5%	4%	4%	4%	5%	5%	5%	5%	3%	5%	6%	5%	5%	6%	4%	5%	7%	4%	5%
West	58	28	17	9	4	16	14	10	19	18	19	12	9	3	5	39	11	11	15	22	9	2	4	29	22
	3%	3%	4%	3%	2%	3%	3%	2%	3%	3%	4%	2%	2%	3%	2%	4%	2%	3%	3%	3%	2%	2%	2%	3%	2%
Westcountry	111	60	28	14	9	27	23	25	35	41	25	23	22	9	19	59	23	17	27	41	25	4	16	45	46
	5%	6%	6%	4%	4%	5%	6%	5%	6%	6%	5%	4%	5%	10%	6%	5%	4%	5%	5%	6%	5%	4%	8%	5%	5%
Yorkshire	217	110	46	39	22	68	42	50	56	60	44	67	46	8	33	109	67	37	55	71	54	7	14	78	118
	10%	10%	10%	11%	10%	11%	11%	11%	9%	9%	9%	13%	10%	9%	11%	10%	12%	10%	11%	10%	11%	8%	7%	9%	13%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 31
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	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Single	611 30%	309 30%	303 29%	191 78%	123 35%	126 36%	89 24%	50 16%	32 7%	149 27%	219 38%	91 20%	153 31%	35 19%	23 28%	72 32%	51 27%	62 33%	38 26%	38 37%	37 18%	111 41%	100 35%	44 24%	95 31%	277 32%
NET: Married/ Civil partnership/ co habiting	1182 57%	602 59%	580 55%	48 20%	212 61%	205 59%	219 60%	197 64%	299 66%	342 62%	270 47%	311 69%	259 53%	134 72%	48 58%	130 57%	116 62%	103 55%	78 54%	60 58%	145 70%	110 41%	146 50%	111 60%	178 58%	475 56%
Married	896 43%	477 47%	419 40%	16 7%	115 33%	142 41%	179 49%	168 55%	275 61%	271 49%	204 36%	245 54%	176 36%	106 57%	37 45%	96 42%	79 42%	65 35%	63 43%	44 42%	121 58%	82 30%	116 40%	86 46%	136 44%	326 38%
Civil Partnership	20 1%	16 2%	5 *	3 1%	8 2%	5 1%	3 1%	- *	2 *	2 *	4 1%	8 2%	6 1%	4 2%	- 2%	4 4%	7 2%	3 -	- -	- -	- -	- -	- -	3 1%	- -	12 1%
Co Habiting	265 13%	109 11%	157 15%	29 12%	90 26%	58 17%	37 10%	29 9%	22 5%	69 12%	62 11%	57 13%	77 16%	24 13%	11 13%	30 13%	30 16%	35 19%	15 10%	16 16%	24 12%	28 11%	29 10%	23 12%	42 14%	137 16%
NET: Widowed/ separated/ divorced	260 13%	96 9%	164 16%	- -	10 3%	13 4%	58 16%	59 19%	119 26%	56 10%	82 14%	46 10%	76 16%	16 9%	11 13%	22 10%	18 10%	18 10%	27 19%	5 5%	26 12%	43 16%	44 15%	30 16%	32 10%	93 11%
Widowed	66 3%	21 2%	45 4%	- -	1 *	2 *	6 2%	11 4%	46 10%	15 3%	14 2%	12 3%	25 5%	4 2%	2 2%	4 2%	4 2%	3 1%	6 4%	1 1%	7 4%	12 4%	13 5%	11 6%	5 2%	14 2%
Separated	33 2%	18 2%	15 1%	- -	5 2%	3 1%	10 3%	6 2%	9 2%	6 1%	14 3%	9 2%	4 1%	5 2%	- -	4 2%	4 2%	4 2%	2 1%	- -	6 3%	3 1%	3 1%	3 1%	7 2%	17 2%
Divorced	161 8%	56 6%	105 10%	- -	3 1%	9 3%	43 12%	43 14%	64 14%	35 6%	53 9%	25 5%	48 10%	8 4%	9 10%	15 6%	11 6%	11 6%	19 13%	4 4%	13 6%	27 10%	27 9%	17 9%	20 6%	62 7%
Prefer not to answer	17 1%	8 1%	9 1%	7 3%	3 1%	4 1%	2 1%	- -	1 *	6 1%	3 1%	4 1%	4 1%	1 1%	1 1%	3 1%	1 *	3 2%	2 1%	- -	- -	5 2%	- -	* *	2 1%	8 1%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 31
Marital Status
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often		Daily/ Weekly	Several times/ once a month		Less often	
		Weekly	once a month	Less often	Never		once a month	Less often	Never	once a month		Less often	Never	once a month	Less often		Never	once a month	Less often	Never		once a month	Less often	Never	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Single	611 30%	284 27%	134 30%	105 30%	89 38%	204 34%	119 30%	98 21%	190 31%	141 22%	150 32%	153 30%	167 37%	37 40%	89 29%	274 25%	211 37%	95 26%	178 35%	192 28%	147 29%	30 32%	46 24%	211 25%	324 35%
NET: Married/ Civil partnership/ co habiting	1182 57%	623 59%	246 56%	191 56%	122 53%	331 55%	232 58%	298 65%	320 53%	410 64%	257 55%	284 55%	231 52%	49 53%	192 62%	651 59%	290 51%	211 59%	275 54%	408 59%	287 57%	53 57%	127 65%	509 60%	494 53%
Married	896 43%	491 47%	172 39%	140 41%	93 40%	251 42%	177 44%	224 49%	244 41%	331 52%	188 40%	204 40%	173 39%	40 42%	132 43%	502 46%	222 39%	166 46%	192 37%	310 45%	229 45%	41 44%	100 51%	402 48%	354 38%
Civil Partnership	20 1%	13 1%	1 *	6 2%	1 *	10 2%	2 1%	5 1%	3 *	4 1%	4 1%	9 2%	3 1%	2 2%	2 1%	12 1%	5 1%	9 2%	3 1%	2 *	7 1%	5 5%	1 *	2 *	13 1%
Co Habiting	265 13%	119 11%	73 17%	45 13%	28 12%	70 12%	53 13%	69 15%	73 12%	75 12%	65 14%	71 14%	54 12%	8 9%	57 18%	137 13%	63 11%	36 10%	81 16%	97 14%	52 10%	7 8%	26 13%	105 12%	127 14%
NET: Widowed/ separated/ divorced	260 13%	135 13%	58 13%	47 14%	20 9%	63 10%	46 12%	62 14%	88 15%	86 13%	57 12%	76 15%	42 9%	5 6%	26 8%	162 15%	67 12%	46 13%	54 11%	89 13%	72 14%	7 8%	21 11%	118 14%	114 12%
Widowed	66 3%	32 3%	13 3%	14 4%	7 3%	17 3%	6 1%	17 4%	27 4%	17 3%	14 3%	22 4%	13 3%	1 1%	6 2%	45 4%	15 3%	13 4%	11 2%	19 3%	23 5%	1 1%	4 2%	31 4%	30 3%
Separated	33 2%	20 2%	5 1%	5 1%	3 1%	14 2%	7 2%	3 1%	9 1%	17 3%	1 *	9 2%	6 1%	1 1%	4 1%	19 2%	10 2%	9 3%	7 1%	9 1%	8 2%	1 1%	2 1%	10 1%	21 2%
Divorced	161 8%	83 8%	39 9%	28 8%	10 4%	33 5%	34 8%	42 9%	53 9%	52 8%	41 9%	44 9%	23 5%	4 4%	16 5%	99 9%	42 7%	23 7%	36 7%	61 9%	41 8%	6 6%	16 8%	77 9%	63 7%
Prefer not to answer	17 1%	10 1%	5 1%	2 *	1 *	6 1%	3 1%	3 1%	6 1%	3 *	5 1%	3 1%	6 1%	2 2%	4 1%	7 1%	4 1%	7 2%	5 1%	3 *	2 *	3 3%	1 1%	7 1%	6 1%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 32
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	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Glasgow	86 4%	43 4%	43 4%	4 2%	12 4%	16 5%	17 5%	20 7%	17 4%	36 7%	21 4%	17 4%	11 2%	84 45%	-	1 1%	-	-	-	-	-	-	-	-	20 7%	32 4%
Edinburgh	77 4%	39 4%	38 4%	1 1%	10 3%	15 4%	18 5%	15 5%	18 4%	31 6%	24 4%	10 2%	13 3%	77 42%	-	-	-	-	-	-	-	-	-	-	15 5%	28 3%
Newcastle	105 5%	59 6%	46 4%	14 6%	17 5%	11 3%	27 7%	20 6%	17 4%	24 4%	23 4%	33 7%	26 5%	-	80 96%	19 8%	3 2%	3 2%	-	-	-	-	-	-	15 5%	47 6%
Leeds	85 4%	42 4%	43 4%	7 3%	17 5%	19 5%	17 5%	11 4%	13 3%	19 4%	23 4%	20 4%	23 5%	-	1 2%	2 1%	81 44%	-	-	-	-	-	-	-	11 4%	41 5%
Hull	46 2%	19 2%	28 3%	6 3%	8 2%	6 2%	8 2%	6 2%	12 3%	12 2%	13 2%	13 3%	9 2%	-	-	-	43 23%	-	3 2%	-	1 *	-	-	-	8 2%	15 2%
Sheffield	53 3%	25 2%	27 3%	3 1%	19 5%	6 2%	5 1%	8 2%	11 3%	14 3%	17 3%	10 2%	12 2%	-	-	-	45 24%	-	7 5%	-	-	-	-	-	10 3%	13 2%
Manchester	138 7%	64 6%	74 7%	23 9%	25 7%	23 6%	21 6%	22 7%	25 6%	35 6%	39 7%	23 5%	41 8%	-	-	129 56%	-	7 4%	1 *	2 2%	-	-	-	-	23 7%	66 8%
Liverpool	62 3%	32 3%	30 3%	9 3%	8 2%	11 3%	16 4%	9 3%	10 2%	13 2%	17 3%	13 3%	19 4%	-	-	53 23%	-	-	9 9%	-	-	-	-	-	10 3%	23 3%
Nottingham	99 5%	54 5%	45 4%	7 3%	24 7%	21 6%	16 4%	10 3%	20 4%	20 4%	25 4%	24 5%	30 6%	-	-	-	5 3%	1 1%	90 62%	-	2 1%	-	-	-	19 6%	43 5%
Birmingham	171 8%	79 8%	92 9%	36 15%	24 7%	32 9%	32 9%	12 4%	35 8%	48 9%	44 8%	38 8%	40 8%	-	-	-	-	158 85%	10 7%	2 2%	1 *	-	-	-	22 7%	79 9%
Norwich	87 4%	43 4%	44 4%	2 1%	14 4%	20 6%	16 4%	15 5%	20 4%	20 4%	18 3%	27 6%	21 4%	-	-	-	-	-	-	-	87 42%	-	-	-	6 2%	43 5%
Milton Keynes	52 3%	25 2%	27 3%	6 3%	14 4%	5 1%	10 3%	8 3%	9 2%	12 2%	13 2%	11 2%	17 3%	-	-	-	-	13 9%	-	25 12%	-	14 5%	-	-	6 2%	21 2%
Brighton	35 2%	16 2%	19 2%	6 2%	1 *	5 1%	8 2%	5 2%	11 2%	13 2%	10 2%	6 1%	6 1%	-	-	-	-	-	-	-	-	-	34 12%	1 *	4 1%	13 2%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 32
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	Public	Private	
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852	
Oxford	21 1%	8 1%	13 1%	5 2%	5 1%	1 *	4 1%	2 1%	4 1%	4 1%	6 1%	7 2%	4 1%	-	-	-	-	2 1%	-	-	-	-	16 5%	3 2%	5 2%	9 1%	
London	482 23%	233 23%	250 24%	72 29%	74 21%	79 23%	69 19%	60 20%	129 29%	137 25%	156 27%	92 20%	96 20%	-	-	-	-	-	3 2%	-	61 29%	269 100%	149 52%	-	60 20%	192 23%	
Southampton	75 4%	36 4%	39 4%	11 5%	13 4%	10 3%	7 2%	16 5%	18 4%	19 3%	16 3%	17 4%	23 5%	-	-	-	-	-	-	-	-	-	54 19%	21 11%	11 4%	31 4%	
Bristol	78 4%	35 3%	43 4%	12 5%	15 4%	12 3%	14 4%	11 4%	15 3%	29 5%	18 3%	11 2%	21 4%	-	-	-	-	-	-	1 1%	-	-	1 *	77 41%	12 4%	36 4%	
Plymouth	69 3%	28 3%	42 4%	3 1%	8 2%	10 3%	15 4%	16 5%	17 4%	9 2%	25 4%	18 4%	17 4%	-	-	-	-	-	-	-	-	-	-	1 *	69 37%	10 3%	25 3%
Cardiff	80 4%	46 5%	34 3%	8 3%	26 7%	18 5%	14 4%	9 3%	4 1%	16 3%	27 5%	23 5%	14 3%	-	-	-	-	2 1%	-	78 75%	-	-	-	-	24 8%	34 4%	
None of these	170 8%	90 9%	80 8%	10 4%	18 5%	31 9%	35 9%	31 10%	45 10%	43 8%	37 6%	39 9%	51 10%	25 13%	2 2%	24 11%	9 5%	14 7%	17 12%	11 11%	31 15%	-	22 8%	16 8%	16 5%	62 7%	

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 32
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Glasgow	86 4%	52 5%	11 2%	16 5%	7 3%	30 5%	11 3%	25 5%	20 3%	34 5%	15 3%	19 4%	18 4%	3 3%	23 7%	39 4%	21 4%	20 6%	28 5%	19 3%	19 4%	5 6%	7 4%	35 4%	38 4%
Edinburgh	77 4%	42 4%	12 3%	16 5%	7 3%	23 4%	18 4%	17 4%	20 3%	30 5%	12 3%	19 4%	17 4%	5 6%	8 3%	47 4%	17 3%	14 4%	15 3%	28 4%	21 4%	5 5%	7 3%	26 3%	40 4%
Newcastle	105 5%	54 5%	21 5%	23 7%	7 3%	38 6%	18 4%	23 5%	27 4%	20 3%	25 5%	37 7%	23 5%	2 2%	11 4%	62 6%	30 5%	17 5%	28 5%	38 5%	22 4%	2 2%	5 3%	45 5%	53 6%
Leeds	85 4%	42 4%	17 4%	14 4%	11 5%	25 4%	19 5%	18 4%	23 4%	20 3%	19 4%	27 5%	19 4%	3 3%	13 4%	42 4%	27 5%	14 4%	21 4%	26 4%	24 5%	3 4%	6 3%	26 3%	49 5%
Hull	46 2%	19 2%	8 2%	12 3%	7 3%	13 2%	6 1%	12 3%	16 3%	12 2%	6 1%	12 2%	16 4%	3 4%	3 1%	22 2%	17 3%	5 1%	8 2%	18 3%	16 3%	1 1%	5 2%	14 2%	26 3%
Sheffield	53 3%	29 3%	15 3%	6 2%	2 1%	19 3%	10 2%	15 3%	9 2%	16 3%	15 3%	15 3%	6 1%	1 1%	13 4%	30 3%	9 2%	11 3%	13 3%	18 3%	10 2%	2 2%	4 2%	25 3%	22 2%
Manchester	138 7%	74 7%	31 7%	24 7%	9 4%	51 8%	25 6%	32 7%	30 5%	40 6%	37 8%	39 8%	23 5%	4 4%	13 4%	86 8%	36 6%	29 8%	30 6%	50 7%	29 6%	3 3%	18 9%	65 8%	52 6%
Liverpool	62 3%	26 3%	14 3%	13 4%	8 3%	19 3%	10 3%	14 3%	18 3%	15 2%	12 3%	24 5%	11 2%	1 1%	8 3%	35 3%	18 3%	9 2%	16 3%	26 4%	10 2%	1 1%	5 3%	30 4%	25 3%
Nottingham	99 5%	64 6%	18 4%	12 4%	4 2%	37 6%	22 6%	18 4%	22 4%	34 5%	26 6%	30 6%	9 2%	8 9%	16 5%	58 5%	18 3%	29 8%	32 6%	25 4%	13 2%	8 9%	9 5%	52 6%	29 3%
Birmingham	171 8%	81 8%	36 8%	29 9%	25 11%	48 8%	27 7%	44 10%	52 9%	51 8%	43 9%	43 8%	35 8%	11 12%	30 10%	89 8%	41 7%	26 7%	46 9%	59 9%	40 8%	13 14%	14 7%	66 8%	78 8%
Norwich	87 4%	46 4%	15 3%	14 4%	11 5%	28 5%	22 6%	12 3%	24 4%	33 5%	18 4%	18 3%	18 4%	1 2%	5 2%	57 5%	23 4%	21 6%	20 4%	23 3%	22 4%	3 3%	9 5%	35 4%	40 4%
Milton Keynes	52 3%	23 2%	14 3%	4 1%	11 5%	13 2%	9 3%	13 3%	17 3%	17 3%	12 3%	5 1%	19 4%	1 1%	8 3%	26 2%	17 3%	7 2%	10 2%	16 2%	19 4%	1 1%	5 3%	19 2%	27 3%
Brighton	35 2%	19 2%	12 3%	3 1%	1 *	11 2%	7 2%	9 2%	8 1%	16 2%	8 2%	8 2%	4 1%	3 3%	5 2%	18 2%	8 1%	7 2%	12 2%	11 2%	5 1%	3 3%	2 1%	16 2%	14 2%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 32
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
	Total	Several times/once a month		Less often		Daily/ Weekly	Several times/once a month		Less often		Daily/ Weekly	Several times/once a month		Less often		Daily/ Weekly	Several times/once a month		Less often		Daily/ Weekly	Several times/once a month		Less often	
		Weekly	once a month	Less often	Never		once a month	Less often	Never	once a month		Less often	Never	once a month	Less often		Never	once a month	Less often	Never		once a month	Less often	Never	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Oxford	21 1%	4 *	9 2%	1 *	7 3%	2 *	6 1%	4 1%	9 1%	3 *	5 1%	1 *	11 3%	1 1%	5 1%	6 1%	9 2%	2 1%	9 2%	2 *	8 2%	1 1%	4 2%	4 *	12 1%
London	482 23%	243 23%	104 23%	80 23%	56 24%	132 22%	98 24%	100 22%	152 25%	156 24%	121 26%	99 19%	107 24%	24 26%	89 29%	238 22%	131 23%	69 19%	121 24%	160 23%	132 26%	25 27%	46 24%	201 24%	210 22%
Southampton	75 4%	36 3%	22 5%	10 3%	8 3%	9 2%	20 5%	18 4%	28 5%	24 4%	18 4%	21 4%	12 3%	3 4%	17 6%	34 3%	21 4%	17 5%	19 4%	25 4%	14 3%	1 1%	6 3%	34 4%	33 3%
Bristol	78 4%	51 5%	16 4%	8 2%	3 1%	31 5%	14 4%	14 3%	20 3%	36 6%	20 4%	10 2%	11 3%	7 8%	11 4%	48 4%	12 2%	16 4%	20 4%	31 4%	12 2%	4 4%	7 4%	41 5%	26 3%
Plymouth	69 3%	34 3%	17 4%	11 3%	6 3%	12 2%	16 4%	17 4%	25 4%	22 4%	14 3%	18 3%	15 3%	3 3%	11 3%	40 4%	16 3%	12 3%	17 3%	23 3%	17 3%	-	13 7%	24 3%	32 3%
Cardiff	80 4%	40 4%	20 5%	9 2%	10 4%	30 5%	18 4%	16 3%	15 3%	18 3%	20 4%	21 4%	20 5%	5 5%	9 3%	39 4%	27 5%	12 3%	19 4%	30 4%	18 3%	5 5%	14 7%	22 3%	39 4%
None of these	170 8%	71 7%	29 7%	37 11%	32 14%	34 6%	26 7%	40 9%	69 11%	44 7%	23 5%	50 10%	52 12%	3 3%	12 4%	80 7%	75 13%	20 6%	30 6%	63 9%	57 11%	4 5%	9 5%	64 8%	92 10%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 33

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

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	Public	Private	
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856	
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852	
Up to £7,000	(3.5) 5%	102 4%	44 6%	58 12%	30 3%	9 7%	23 7%	24 7%	11 4%	4 1%	7 1%	28 5%	8 2%	59 12%	8 4%	8 9%	14 6%	8 4%	4 2%	4 3%	8 8%	3 1%	27 10%	11 4%	7 4%	5 2%	24 3%
£7,001 to £14,000	(10.5) 14%	285 12%	125 15%	160 15%	18 7%	47 13%	38 11%	44 12%	46 15%	92 20%	30 5%	64 11%	37 8%	153 31%	18 10%	16 20%	27 12%	31 17%	28 15%	25 18%	8 8%	37 18%	28 11%	48 17%	17 9%	13 4%	79 9%
£14,001 to £21,000	(17.5) 18%	380 17%	174 19%	206 19%	26 11%	63 18%	65 19%	60 16%	53 17%	111 25%	82 15%	120 21%	81 18%	96 19%	20 11%	20 24%	27 12%	42 23%	33 18%	36 25%	27 27%	40 19%	50 18%	47 16%	38 20%	48 16%	153 18%
£21,001 to £28,000	(24.5) 20%	405 20%	207 20%	198 19%	33 13%	77 22%	67 19%	78 21%	70 23%	80 18%	97 17%	131 23%	109 24%	68 14%	21 11%	13 16%	64 28%	41 22%	35 19%	33 23%	26 25%	36 18%	47 18%	53 18%	36 19%	72 24%	168 20%
£28,001 to £34,000	(31) 18%	382 20%	206 17%	177 17%	23 9%	76 22%	67 19%	77 21%	59 19%	80 18%	127 23%	116 20%	90 20%	50 10%	28 15%	13 15%	27 12%	31 17%	38 20%	22 15%	21 21%	51 24%	56 21%	58 20%	37 20%	80 26%	190 22%
£34,001 to £41,000	(37.5) 9%	183 11%	108 7%	75 7%	18 7%	33 9%	37 11%	26 7%	32 10%	37 8%	70 13%	48 8%	53 12%	11 2%	21 11%	5 7%	13 6%	13 7%	8 4%	19 13%	5 5%	24 12%	18 7%	27 9%	29 16%	35 11%	87 10%
£41,001 to £48,000	(44.5) 3%	66 3%	35 3%	31 3%	14 6%	10 3%	10 3%	17 5%	7 2%	8 2%	30 5%	11 2%	18 4%	7 1%	12 7%	2 3%	15 7%	2 1%	13 7%	1 3%	3 3%	3 2%	5 2%	8 3%	1 1%	11 3%	38 4%
£48,001 to £55,000	(51.5) 2%	49 2%	25 3%	24 2%	11 5%	13 4%	11 3%	7 2%	1 *	6 1%	20 4%	10 2%	13 3%	6 1%	13 7%	1 1%	9 4%	2 1%	5 2%	2 2%	2 1%	2 1%	8 3%	5 2%	2 1%	9 3%	28 3%
£55,001 to £62,000	(58.5) 1%	27 1%	11 1%	16 2%	8 3%	6 2%	8 2%	2 1%	2 1%	1 *	11 2%	8 1%	7 2%	-	9 5%	3 3%	4 2%	-	4 2%	-	-	-	2 1%	3 1%	1 1%	11 4%	14 2%
£62,001 to £69,000	(65.5) *	9 *	4 *	5 *	-	2 1%	-	5 1%	1 *	1 *	6 1%	-	3 1%	-	3 2%	-	3 1%	-	1 1%	-	-	-	1 *	1 *	-	2 1%	6 1%
£69,001 to £76,000	(72.5) *	8 *	6 1%	2 *	3 1%	2 1%	1 *	-	1 *	2 *	8 1%	-	-	3 2%	-	-	1 *	-	-	1 1%	-	2 1%	2 1%	-	-	3 *	
£76,001 to £83,000	(79.5) *	4 *	2 *	2 *	-	-	-	2 1%	2 1%	-	4 1%	-	-	3 2%	-	-	-	-	-	-	-	-	-	1 *	-	1 *	3 *
£83,001 or more	(86) 1%	29 1%	14 1%	15 1%	12 5%	1 *	4 1%	6 2%	6 2%	2 *	21 4%	6 1%	2 1%	-	11 6%	-	5 2%	2 1%	-	-	-	-	6 2%	4 1%	2 1%	7 2%	9 1%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 33

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

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	Public	Private
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
Prefer not to answer	141	54	87	50	11	17	20	14	29	40	31	29	41	16	2	20	12	20	2	2	10	18	21	17	12	51
	7%	5%	8%	20%	3%	5%	6%	5%	6%	7%	5%	6%	8%	9%	2%	9%	6%	11%	2%	2%	5%	7%	7%	9%	4%	6%
Average income (£000's)	25.75	26.60	24.90	29.51	26.20	26.02	26.17	25.75	23.06	32.74	24.89	27.45	17.20	35.69	22.01	27.21	22.86	25.47	23.00	23.38	23.98	25.29	25.63	25.65	30.41	27.95

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 33
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Total	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine			
		Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919	
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939	
Up to £7,000	(3.5) 5%	102 3%	33 6%	27 8%	15 7%	20 3%	22 6%	25 5%	35 6%	18 3%	21 4%	33 6%	30 7%	4 4%	7 2%	49 4%	42 7%	16 5%	25 5%	32 5%	29 6%	5 5%	9 5%	40 5%	49 5%	
£7,001 to £14,000	(10.5) 14%	285 12%	124 11%	66 19%	44 19%	72 12%	34 9%	68 15%	110 18%	61 10%	62 13%	89 17%	73 16%	10 11%	14 5%	145 13%	115 20%	41 11%	45 9%	102 15%	97 19%	14 15%	13 7%	98 12%	159 17%	
£14,001 to £21,000	(17.5) 18%	380 18%	185 18%	86 20%	65 19%	114 19%	71 18%	80 17%	115 19%	107 17%	84 18%	100 19%	89 20%	17 19%	43 14%	204 19%	115 20%	57 16%	91 18%	135 20%	96 19%	13 14%	30 16%	161 19%	175 19%	
£21,001 to £28,000	(24.5) 20%	405 20%	208 20%	86 20%	69 20%	121 20%	77 19%	96 21%	111 18%	132 21%	88 19%	96 19%	89 20%	25 27%	62 20%	220 20%	98 17%	64 18%	103 20%	146 21%	92 18%	19 21%	52 27%	168 20%	166 18%	
£28,001 to £34,000	(31) 18%	382 18%	228 22%	76 17%	48 14%	122 20%	88 22%	78 17%	95 16%	151 24%	89 19%	81 16%	62 14%	15 16%	81 26%	212 19%	74 13%	80 22%	100 19%	121 17%	83 16%	14 15%	40 21%	169 20%	160 17%	
£34,001 to £41,000	(37.5) 9%	183 9%	119 11%	33 7%	19 6%	11 5%	69 11%	39 10%	44 9%	31 5%	74 12%	43 9%	36 7%	29 7%	11 11%	25 8%	108 10%	38 7%	46 13%	51 10%	52 7%	34 7%	6 7%	24 12%	82 10%	70 8%
£41,001 to £48,000	(44.5) 3%	66 3%	34 3%	18 4%	10 3%	4 2%	22 4%	16 4%	12 3%	16 3%	17 3%	17 4%	24 5%	9 2%	- 6%	19 3%	32 3%	16 3%	10 3%	20 4%	28 4%	8 2%	3 4%	3 1%	29 3%	31 3%
£48,001 to £55,000	(51.5) 2%	49 2%	25 2%	13 3%	6 2%	5 2%	15 3%	15 4%	8 2%	10 2%	14 2%	14 3%	12 2%	9 2%	4 4%	14 4%	23 2%	8 1%	11 3%	20 4%	10 1%	8 2%	8 8%	3 2%	23 3%	15 2%
£55,001 to £62,000	(58.5) 1%	27 1%	16 2%	8 2%	2 1%	1 *	14 2%	4 1%	3 1%	5 1%	11 2%	8 2%	6 1%	2 *	3 3%	9 3%	12 1%	3 *	5 1%	9 2%	11 2%	1 *	1 1%	7 3%	7 1%	11 1%
£62,001 to £69,000	(65.5) *	9 *	2 *	5 1%	1 *	1 *	3 1%	2 1%	3 1%	2 *	5 1%	1 *	1 *	- *	- *	7 1%	2 *	1 *	1 *	5 1%	1 *	- *	- *	6 1%	3 *	
£69,001 to £76,000	(72.5) *	8 *	7 1%	- -	- -	1 1%	4 1%	1 *	2 *	2 *	3 *	2 *	- -	3 1%	1 1%	1 *	3 1%	3 1%	1 *	1 *	5 1%	1 *	- -	1 *	3 1%	5 1%
£76,001 to £83,000	(79.5) *	4 *	4 *	- -	- -	2 *	1 *	2 *	- -	4 1%	- -	- -	- -	1 1%	2 1%	1 *	- -	- -	2 *	2 *	- -	- -	- -	1 *	3 *	- -
£83,001 or more	(86) 1%	29 1%	24 2%	5 1%	1 *	- -	11 2%	7 2%	5 1%	7 1%	20 3%	4 1%	3 1%	2 1%	1 1%	17 5%	9 1%	2 *	13 4%	10 2%	2 *	4 1%	2 3%	5 3%	11 1%	10 1%

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 33

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

Base: All respondents

	Q.6 Frequency: Any alcohol (Net)				Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits				Q.6 Frequency: Fortified wine				
	Total	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			Daily/ Weekly	Several times/ once a month			
		Weekly	Less often	Never		Weekly	Less often	Never		Weekly	Less often	Never		Weekly	Less often	Never		Weekly	Less often	Never		Weekly	Less often	Never	Weekly
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
Prefer not to answer	141 7%	44 4%	35 8%	28 8%	35 15%	20 3%	22 5%	36 8%	63 11%	26 4%	33 7%	34 7%	49 11%	2 2%	17 6%	68 6%	53 9%	14 4%	34 7%	42 6%	51 10%	6 7%	7 3%	44 5%	84 9%
Average income (£000's)	25.75	27.81	25.67	21.83	21.63	27.52	27.41	24.96	23.28	28.91	26.21	23.72	22.80	27.03	32.91	25.48	21.99	28.51	27.83	24.96	22.59	27.46	28.48	26.40	24.36

Wine Duty Survey
ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 34

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 & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2070	997	1073	228	305	328	398	334	477	610	642	333	485	231	83	217	179	178	138	100	198	253	307	186	304	856
Weighted base	2070	1014	1056	246	348	348	369	307	451	553	574	451	492	186	83	228	186	186	145	104	207	269	290	186	307	852
NET: Yes	436	204	233	21	61	73	92	60	130	88	88	86	175	41	18	50	45	33	31	18	53	36	66	47	34	117
	21%	20%	22%	8%	17%	21%	25%	20%	29%	16%	15%	19%	35%	22%	21%	22%	24%	17%	21%	17%	26%	13%	23%	25%	11%	14%
Yes - physical condition	267	113	154	4	28	40	53	40	101	58	48	59	102	25	8	33	25	22	23	7	32	26	40	25	16	59
	13%	11%	15%	2%	8%	11%	14%	13%	22%	10%	8%	13%	21%	13%	10%	14%	14%	12%	16%	7%	15%	10%	14%	14%	5%	7%
Yes - disability	153	71	82	5	15	36	33	25	38	28	32	23	70	15	6	24	15	11	5	6	20	15	21	15	14	21
	7%	7%	8%	2%	4%	10%	9%	8%	8%	5%	6%	5%	14%	8%	7%	11%	8%	6%	4%	6%	10%	5%	7%	8%	5%	2%
Yes - mental condition	144	60	84	12	35	41	34	13	9	17	27	34	65	12	11	12	22	7	10	9	13	7	27	14	12	42
	7%	6%	8%	5%	10%	12%	9%	4%	2%	3%	5%	8%	13%	6%	13%	5%	12%	4%	7%	9%	6%	3%	9%	8%	4%	5%
Yes - other	23	11	12	3	4	1	5	4	6	5	4	6	8	1	-	4	3	1	-	1	3	3	4	3	1	11
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	1%	-	2%	1%	*	-	1%	1%	1%	1%	2%	*	1%
No	1583	787	796	212	274	269	271	242	315	457	473	355	298	142	64	172	137	143	112	80	148	225	223	138	268	724
	76%	78%	75%	86%	79%	77%	73%	79%	70%	83%	82%	79%	61%	76%	77%	76%	74%	77%	77%	77%	72%	83%	77%	74%	87%	85%
Prefer not to say	50	23	27	13	14	7	6	4	6	8	13	10	19	4	1	5	4	11	2	6	6	9	1	2	6	11
	2%	2%	3%	5%	4%	2%	2%	1%	1%	2%	2%	2%	4%	2%	1%	2%	2%	6%	2%	5%	3%	3%	*	1%	2%	1%

Wine Duty Survey

ONLINE Fieldwork: 14th-15th January 2015

Absolutes/col percents

Table 34

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

	Q.6 Frequency: Any alcohol (Net)					Q.6 Frequency: Beer/ lager /ale /stout				Q.6 Frequency: Wine				Q.6 Frequency: Sparkling wine/ Champagne /Prosecco /Cava				Q.6 Frequency: Spirits			Q.6 Frequency: Fortified wine				
	Total	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never	Daily/ Weekly	Several times/ once a month	Less often	Never
Unweighted base	2070	1057	445	347	221	597	402	470	601	658	477	521	414	97	293	1127	553	361	515	701	493	95	189	867	919
Weighted base	2070	1052	443	344	232	605	400	462	603	640	469	515	446	93	311	1094	571	358	513	692	508	93	195	844	939
NET: Yes	436 21%	200 19%	95 21%	89 26%	53 23%	106 17%	85 21%	123 27%	123 20%	128 20%	80 17%	119 23%	109 25%	19 21%	53 17%	228 21%	136 24%	77 22%	105 20%	137 20%	117 23%	18 19%	35 18%	179 21%	205 22%
Yes - physical condition	267 13%	123 12%	58 13%	56 16%	29 13%	56 9%	50 13%	82 18%	79 13%	81 13%	51 11%	78 15%	56 13%	15 16%	27 9%	148 13%	76 13%	53 15%	60 12%	90 13%	64 13%	13 14%	22 11%	117 14%	115 12%
Yes - disability	153 7%	63 6%	33 8%	36 10%	21 9%	33 6%	24 6%	50 11%	45 7%	45 7%	25 5%	45 9%	38 8%	5 6%	14 5%	92 8%	41 7%	17 5%	40 8%	55 8%	41 8%	7 7%	14 7%	64 8%	68 7%
Yes - mental condition	144 7%	51 5%	34 8%	36 11%	23 10%	29 5%	28 7%	42 9%	45 8%	31 5%	28 6%	41 8%	43 10%	4 4%	22 7%	63 6%	56 10%	17 5%	36 7%	59 8%	33 7%	3 3%	7 4%	61 7%	73 8%
Yes - other	23 1%	9 1%	7 2%	4 1%	2 1%	7 1%	4 1%	7 1%	6 1%	5 1%	4 1%	8 1%	7 2%	- -	5 2%	8 1%	10 2%	3 1%	5 1%	6 1%	10 2%	- -	3 1%	3 *	17 2%
No	1583 76%	840 80%	336 76%	245 71%	161 70%	490 81%	305 76%	332 72%	456 76%	507 79%	380 81%	387 75%	309 69%	72 77%	253 81%	846 77%	411 72%	276 77%	403 79%	538 78%	367 72%	71 76%	158 81%	655 78%	699 75%
Prefer not to say	50 2%	11 1%	12 3%	10 3%	18 8%	9 2%	10 3%	6 1%	24 4%	4 1%	10 2%	9 2%	27 6%	2 2%	5 1%	20 2%	24 4%	5 1%	5 1%	17 2%	24 5%	4 5%	2 1%	10 1%	34 4%