

## YouGov Survey Results

Sample Size: 1652 GB Adults  
Fieldwork: 2nd - 3rd November 2014

	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>1652</b>	X	X	X	X	478	417	310	801	851	197	418	565	472	942	710	211	537	354	406	144	
Unweighted Sample	1652	399	409	95	228	495	421	321	794	858	91	341	650	570	1110	542	268	505	322	358	199	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### How often, if at all, do you drink alcohol?

Very often	10	9	10	20	11	10	11	13	13	7	5	9	11	10	11	8	12	11	8	8	7
Fairly often	37	39	40	32	36	39	35	32	41	33	36	34	38	37	39	33	39	34	39	37	37
Not very often	40	39	37	42	38	41	36	48	35	44	36	42	37	42	38	43	35	42	40	39	42
Never	12	12	12	6	15	11	15	7	10	15	15	13	13	9	11	15	10	11	13	14	14
Don't know	2	0	1	0	0	0	3	1	2	2	7	2	1	0	2	2	4	2	0	2	0

### When you buy an alcoholic drink, how much of a consideration is the number of calories it contains?

[This question was only asked to respondents who drink alcohol; n=1442]

A very big consideration	2	3	3	0	1	3	3	1	1	3	0	2	3	2	1	4	3	3	1	3	1
A fairly big consideration	11	11	11	12	11	8	13	11	7	15	16	14	8	10	12	10	15	10	9	12	12
<b>TOTAL CONSIDERATION</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>8</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>18</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>13</b>
Not much of a consideration	37	38	40	24	34	41	40	32	36	39	35	37	39	36	41	33	46	35	35	38	38
Not at all a consideration	46	43	41	64	52	46	41	53	53	40	39	45	49	48	45	49	35	49	52	46	45
<b>TOTAL NOT A CONSIDERATION</b>	<b>83</b>	<b>81</b>	<b>81</b>	<b>88</b>	<b>86</b>	<b>87</b>	<b>81</b>	<b>85</b>	<b>89</b>	<b>79</b>	<b>74</b>	<b>82</b>	<b>88</b>	<b>84</b>	<b>86</b>	<b>82</b>	<b>81</b>	<b>84</b>	<b>87</b>	<b>84</b>	<b>83</b>
I don't buy alcoholic drinks	2	3	3	0	2	2	2	1	2	2	4	1	1	3	1	3	1	3	2	1	1
Don't know	1	1	2	0	0	0	0	2	1	1	6	1	0	0	1	1	0	0	1	1	3

### Currently most food and non-alcoholic drink products in Britain come with information on how many calories they contain, however alcoholic drinks do not. Would you support or oppose alcoholic drink products coming with calorie information?

Support	68	69	73	73	61	68	66	71	65	71	75	69	65	69	72	63	72	72	64	66	68
Oppose	11	11	12	7	14	13	11	10	15	7	7	11	12	10	10	11	8	10	10	12	14
Don't know	21	20	14	20	25	19	22	19	20	22	18	20	23	21	18	25	20	18	26	23	18

### Which of the following best describes how you think about your own health and alcohol drinking?

[This question was only asked to respondents who drink alcohol; n=1442]

It's healthy and worth it	20	25	18	24	25	24	19	19	22	18	17	13	19	28	22	18	18	24	17	18	21
It's healthy but not worth it	4	5	3	7	4	5	4	4	5	3	2	5	4	5	4	4	5	4	3	4	4
It's unhealthy but worth it	41	41	44	45	42	40	43	45	46	36	35	50	45	31	41	41	44	39	42	42	39
It's unhealthy and not worth it	16	13	18	14	10	13	14	15	14	18	27	15	14	14	16	15	14	19	13	15	16
I don't drink alcohol	3	4	2	2	5	4	3	2	1	4	0	1	2	5	3	2	2	2	3	4	1
Don't know	17	13	15	8	16	14	16	14	12	21	19	15	16	18	15	19	16	12	22	18	21