

YouGov / WSTA gin results

GB Sample: 4th - 5th December 2017

Fieldwork dates: 4th-5th December 2017

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following types of alcoholic drink do you ever drink nowadays? (Please select all that apply)

Unweighted base	1741	799	942	187	226	276	292	760
Base: All GB adults who drink alcohol	1730	850	880	191	271	287	279	704
Beer (any type, e.g. ale, stout, lager, etc.)	53%	77%	30%	45%	53%	63%	59%	49%
Cider	34%	35%	32%	53%	47%	37%	38%	21%
Red wine	47%	51%	43%	28%	35%	45%	53%	55%
White wine	47%	41%	54%	34%	43%	47%	46%	54%
Rosé wine	27%	18%	36%	29%	26%	28%	27%	27%
Sparkling wine (any type, e.g. Champagne, Prosecco etc.)	35%	25%	45%	33%	34%	39%	37%	33%
Fortified wine (e.g. Port, Sherry etc.)	17%	19%	14%	9%	12%	16%	18%	20%
Whisky/ Whiskey (e.g. blended Scotch, Malt, Irish etc.)	25%	38%	13%	25%	26%	25%	29%	24%
Gin (e.g. Bombay Sapphire, Hendricks etc.)	29%	26%	31%	27%	29%	27%	30%	29%
Vodka (e.g. Smirnoff, Grey Goose etc.)	23%	21%	25%	53%	29%	25%	27%	10%
Rum (e.g. Bacardi)	18%	19%	16%	34%	27%	15%	18%	10%
Cream liqueur (e.g. Bailey's)	17%	12%	23%	17%	16%	23%	19%	15%
Non-cream liqueur (e.g. Jägermeister)	7%	8%	7%	19%	11%	9%	6%	3%
Other (see DRINKERSTYPE other)	4%	4%	4%	1%	4%	3%	5%	4%
Net: Spirits/ liqueurs	65%	63%	66%	80%	70%	66%	64%	58%
Net: Wine	75%	67%	83%	60%	68%	74%	78%	81%