

YouGov / SixthSense Survey Results

Sample Size: 2387 UK adults
Fieldwork: 2nd - 4th March 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2387	1189	1198	1222	1165	505	326	570	228	381	105	210	62
All UK adults	2387	1160	1227	1313	1074	570	384	528	222	296	117	201	69

Which of these apply to you? Please choose one only.

I drink the same amount of alcohol I always have	43%	43%	42%	44%	41%	42%	44%	43%	45%	41%	46%	42%	41%
I have increased my alcohol consumption in the past year	8%	8%	9%	8%	9%	11%	9%	7%	8%	8%	4%	6%	8%
I have cut down my alcohol consumption in the past year	33%	36%	30%	34%	32%	33%	29%	33%	30%	33%	35%	37%	37%
I have given up drinking alcohol completely	10%	9%	12%	9%	12%	11%	12%	11%	10%	7%	7%	12%	9%
I have never drunk alcohol	5%	4%	6%	5%	5%	4%	4%	6%	5%	9%	9%	2%	6%
Prefer not to answer	1%	1%	1%	1%	1%	0%	2%	0%	1%	2%	-	-	-

Do you agree or disagree with the following statements?

It doesn't hurt to have a drink from time to time

Agree	95%	96%	94%	95%	94%	96%	98%	93%	96%	93%	95%	93%	89%
Disagree	2%	2%	2%	2%	2%	2%	1%	3%	1%	3%	3%	3%	4%
Neither/ Not applicable	3%	2%	4%	3%	4%	3%	1%	5%	3%	5%	3%	4%	7%

Alcohol is bad for you

Agree	44%	43%	46%	43%	46%	47%	40%	41%	40%	53%	56%	39%	47%
Disagree	37%	40%	35%	38%	37%	34%	40%	39%	38%	34%	32%	47%	34%
Neither/ Not applicable	18%	18%	19%	19%	17%	19%	21%	21%	22%	13%	12%	14%	19%

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**Alcohol packaging should contain health warnings
(like on cigarette packets)**

Agree strongly	27%	24%	30%	26%	28%	27%	26%	24%	29%	25%	31%	31%	40%
Agree slightly	33%	30%	36%	35%	31%	31%	32%	36%	34%	37%	29%	29%	32%
Neither agree nor disagree	22%	23%	20%	21%	22%	22%	21%	24%	22%	20%	18%	22%	15%
Disagree slightly	11%	14%	9%	11%	11%	12%	12%	10%	10%	13%	15%	11%	7%
Disagree strongly	7%	9%	5%	7%	7%	8%	9%	6%	6%	5%	8%	8%	7%

**Which of the following statements about buying
alcoholic drinks, if any, apply to you? Please choose
all that apply.**

Most of my drinks budget is spent on drinking at home	47%	47%	46%	50%	42%	47%	45%	50%	43%	42%	50%	55%	30%
Most of my drinks budget is spent on drinking when out	27%	33%	21%	24%	31%	28%	27%	25%	21%	31%	29%	24%	40%
I stock up with drinks at a big supermarket	41%	41%	41%	43%	39%	43%	38%	44%	35%	39%	32%	52%	43%
An off license near me closed down recently	12%	12%	12%	14%	9%	6%	6%	19%	12%	17%	12%	17%	-
I mainly shop for drinks in off licenses or local shops	10%	11%	9%	9%	11%	11%	9%	7%	4%	12%	19%	10%	22%
I have shopped online for drinks (e.g. Waitrose, Wine Direct, Tesco Wine)	11%	12%	10%	14%	7%	10%	10%	11%	12%	16%	8%	10%	6%
I have used a mail-order wine club	11%	12%	9%	15%	5%	9%	12%	12%	9%	12%	7%	12%	8%
I have gone on a 'booze cruise' to the continent	7%	9%	5%	8%	5%	6%	5%	11%	10%	7%	-	4%	4%
I never buy alcohol	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	13%	10%	16%	12%	15%	13%	14%	11%	22%	11%	11%	9%	14%