

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

When did you last have an alcoholic drink?	2115	1010	1105	263	343	363	397	749	1185	930	536	353	221	300	439	100
Unweighted Base	2115	1010	1105	263	343	363	397	749	1185	930	536	353	221	300	439	100
<b>All GB Adults</b>	<b>2115</b>	<b>1015</b>	<b>1100</b>	<b>254</b>	<b>369</b>	<b>373</b>	<b>379</b>	<b>740</b>	<b>1163</b>	<b>952</b>	<b>520</b>	<b>347</b>	<b>203</b>	<b>271</b>	<b>484</b>	<b>106</b>
Within the last week	59%	62%	56%	53%	52%	59%	61%	64%	64%	53%	62%	53%	59%	62%	60%	58%
More than a week, up to a month ago	22%	18%	25%	25%	25%	24%	19%	19%	19%	24%	20%	19%	23%	18%	24%	22%
More than a month, up to a year ago	5%	4%	6%	8%	7%	3%	4%	5%	5%	6%	5%	5%	7%	4%	4%	13%
More than a year ago	6%	6%	6%	3%	7%	6%	8%	6%	6%	6%	7%	9%	5%	5%	5%	2%
Can't recall	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	4%	1%
Not applicable – I have never had an alcoholic drink	6%	6%	6%	9%	7%	6%	6%	4%	4%	7%	6%	11%	3%	8%	3%	4%

Thinking about all the alcoholic drinks you usually have, approximately what percentage would you say you have in each of the following places? (Please write your answers, in numbers, into the boxes below, ensuring your answer comes to 100)

At my home

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	<b>1249</b>	<b>634</b>	<b>615</b>	<b>134</b>	<b>190</b>	<b>219</b>	<b>232</b>	<b>473</b>	<b>740</b>	<b>509</b>	<b>322</b>	<b>184</b>	<b>119</b>	<b>168</b>	<b>292</b>	<b>61</b>
0	5%	6%	4%	7%	6%	3%	6%	5%	5%	6%	5%	4%	7%	6%	5%	-
1-10%	10%	12%	8%	23%	16%	10%	6%	5%	9%	11%	9%	11%	6%	11%	10%	18%
11-20%	6%	6%	5%	11%	6%	5%	6%	4%	5%	6%	3%	7%	8%	7%	5%	11%
21-30%	6%	7%	5%	14%	12%	4%	3%	3%	6%	6%	9%	4%	7%	7%	3%	7%
31-40%	4%	4%	4%	9%	4%	4%	4%	2%	4%	4%	5%	4%	2%	6%	3%	2%
41-50%	8%	8%	9%	6%	11%	7%	6%	9%	9%	7%	9%	7%	10%	8%	8%	7%
51-60%	5%	5%	6%	3%	3%	7%	5%	6%	6%	4%	5%	6%	2%	10%	4%	4%
61-70%	8%	10%	5%	5%	7%	8%	8%	8%	7%	9%	10%	6%	7%	5%	8%	2%
71-80%	14%	14%	14%	6%	11%	17%	18%	14%	14%	13%	13%	16%	10%	13%	18%	11%
81-90%	16%	12%	19%	4%	9%	16%	17%	21%	16%	15%	17%	19%	19%	13%	16%	8%
91-100%	19%	16%	22%	10%	14%	21%	20%	22%	18%	20%	17%	18%	22%	13%	21%	30%
<b>Mean</b>	<b>58</b>	<b>54</b>	<b>62</b>	<b>36</b>	<b>47</b>	<b>62</b>	<b>62</b>	<b>65</b>	<b>58</b>	<b>57</b>	<b>58</b>	<b>60</b>	<b>59</b>	<b>52</b>	<b>61</b>	<b>55</b>

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Sample Size: 2115  
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Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

When did you last have an alcoholic drink?

	2115	166	92	240	204	168	185	221	300	290	149	100	166	-
Unweighted Base	2115	184	89	242	189	158	189	203	271	328	157	106	184	-
<b>All GB Adults</b>	2115	184	89	242	189	158	189	203	271	328	157	106	184	-
Within the last week	59%	56%	53%	63%	64%	49%	57%	59%	62%	58%	65%	58%	56%	-
More than a week, up to a month ago	22%	28%	24%	17%	20%	19%	19%	23%	18%	27%	19%	22%	28%	-
More than a month, up to a year ago	5%	5%	5%	4%	6%	8%	3%	7%	4%	3%	4%	13%	5%	-
More than a year ago	6%	6%	11%	5%	6%	12%	7%	5%	5%	6%	4%	2%	6%	-
Can't recall	3%	3%	1%	3%	1%	2%	4%	3%	3%	2%	7%	1%	3%	-
Not applicable – I have never had an alcoholic drink	6%	3%	6%	8%	4%	11%	11%	3%	8%	4%	2%	4%	3%	-

Thinking about all the alcoholic drinks you usually have, approximately what percentage would you say you have in each of the following places? (Please write your answers, in numbers, into the boxes below, ensuring your answer comes to 100)

At my home

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
0	5%	6%	4%	3%	8%	3%	5%	7%	6%	4%	8%	-	6%	-
1-10%	10%	10%	17%	5%	10%	4%	15%	6%	11%	11%	7%	18%	10%	-
11-20%	6%	6%	4%	4%	2%	8%	5%	8%	7%	5%	6%	11%	6%	-
21-30%	6%	7%	-	14%	5%	5%	2%	7%	7%	3%	2%	7%	7%	-
31-40%	4%	4%	2%	6%	4%	7%	1%	2%	6%	3%	4%	2%	4%	-
41-50%	8%	8%	7%	8%	11%	7%	6%	10%	8%	8%	9%	7%	8%	-
51-60%	5%	9%	1%	7%	3%	5%	7%	2%	10%	4%	3%	4%	9%	-
61-70%	8%	9%	16%	9%	8%	9%	4%	7%	5%	11%	4%	2%	9%	-
71-80%	14%	12%	3%	16%	13%	13%	18%	10%	13%	20%	13%	11%	12%	-
81-90%	16%	10%	26%	12%	19%	19%	19%	19%	13%	16%	15%	8%	10%	-
91-100%	19%	21%	21%	15%	17%	20%	17%	22%	13%	17%	30%	30%	21%	-
<b>Mean</b>	<b>58</b>	<b>56</b>	<b>60</b>	<b>57</b>	<b>58</b>	<b>62</b>	<b>58</b>	<b>59</b>	<b>52</b>	<b>60</b>	<b>62</b>	<b>55</b>	<b>56</b>	-

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Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

When did you last have an alcoholic drink?

	2115	437	329	302	145	23	168	25
Unweighted Base	2115	437	329	302	145	23	168	25
All GB Adults	2115	406	345	311	145	22	167	20
Within the last week	59%	100%	100%	100%	100%	100%	100%	100%
More than a week, up to a month ago	22%	-	-	-	-	-	-	-
More than a month, up to a year ago	5%	-	-	-	-	-	-	-
More than a year ago	6%	-	-	-	-	-	-	-
Can't recall	3%	-	-	-	-	-	-	-
Not applicable – I have never had an alcoholic drink	6%	-	-	-	-	-	-	-

Thinking about all the alcoholic drinks you usually have, approximately what percentage would you say you have in each of the following places? (Please write your answers, in numbers, into the boxes below, ensuring your answer comes to 100)

At my home

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20
0	5%	5%	5%	6%	5%	-	4%	5%
1-10%	10%	9%	12%	11%	6%	-	5%	9%
11-20%	6%	5%	7%	6%	3%	11%	4%	-
21-30%	6%	5%	7%	6%	4%	-	3%	23%
31-40%	4%	4%	6%	2%	3%	17%	5%	-
41-50%	8%	7%	10%	10%	7%	-	6%	2%
51-60%	5%	5%	5%	5%	8%	3%	7%	5%
61-70%	8%	8%	6%	7%	12%	5%	11%	12%
71-80%	14%	18%	10%	15%	11%	17%	12%	11%
81-90%	16%	15%	19%	15%	14%	13%	14%	7%
91-100%	19%	20%	15%	16%	29%	35%	30%	25%
Mean	58	60	54	56	66	70	66	57

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Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

**At a friend/ family members home**

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
0	40%	46%	33%	19%	37%	34%	47%	47%	39%	41%	48%	34%	39%	30%	40%	52%
1-10%	33%	31%	35%	36%	30%	40%	36%	30%	33%	34%	28%	43%	30%	37%	37%	24%
11-20%	11%	8%	13%	14%	14%	10%	7%	10%	11%	10%	10%	10%	12%	13%	11%	9%
21-30%	8%	8%	9%	13%	11%	9%	6%	7%	11%	5%	8%	8%	8%	10%	6%	10%
31-40%	2%	2%	3%	5%	3%	3%	2%	1%	2%	3%	3%	1%	3%	4%	1%	1%
41-50%	2%	2%	3%	4%	2%	1%	1%	3%	2%	3%	2%	1%	5%	1%	3%	3%
51-60%	1%	0%	1%	2%	0%	-	1%	1%	1%	0%	1%	1%	-	1%	1%	-
61-70%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%
71-80%	1%	1%	0%	0%	1%	2%	-	0%	0%	1%	0%	0%	-	3%	0%	1%
81-90%	0%	0%	0%	3%	-	-	0%	-	0%	1%	-	1%	-	0%	1%	-
91-100%	1%	0%	1%	1%	-	1%	0%	1%	0%	1%	0%	1%	1%	-	0%	-
Mean	10	8	11	17	11	10	7	9	10	10	8	9	11	12	9	8

**At a pub**

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
0	28%	21%	35%	19%	18%	26%	28%	35%	28%	27%	25%	25%	35%	20%	35%	24%
1-10%	32%	31%	33%	21%	24%	38%	30%	38%	31%	34%	29%	41%	32%	37%	32%	26%
11-20%	12%	14%	10%	18%	20%	10%	14%	7%	12%	12%	12%	8%	11%	13%	13%	12%
21-30%	9%	10%	9%	18%	13%	10%	9%	5%	9%	9%	12%	6%	7%	11%	8%	11%
31-40%	4%	4%	4%	12%	4%	5%	1%	3%	4%	5%	7%	5%	3%	3%	1%	7%
41-50%	4%	6%	2%	4%	8%	2%	5%	3%	4%	4%	5%	3%	5%	5%	2%	4%
51-60%	2%	2%	1%	1%	3%	1%	3%	1%	2%	1%	1%	1%	1%	2%	0%	7%
61-70%	2%	2%	1%	0%	-	3%	2%	2%	2%	1%	1%	4%	0%	2%	2%	-
71-80%	3%	4%	1%	5%	5%	4%	1%	2%	3%	3%	3%	2%	1%	3%	3%	8%
81-90%	1%	3%	0%	1%	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	-
91-100%	3%	3%	2%	-	3%	0%	5%	3%	3%	2%	4%	3%	4%	1%	2%	2%
Mean	17	21	13	20	22	16	19	14	18	16	19	17	15	18	15	22

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Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

**At a friend/ family members home**

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
0	40%	35%	50%	43%	55%	41%	29%	39%	30%	36%	48%	52%	35%	-
1-10%	33%	28%	29%	30%	25%	32%	51%	30%	37%	37%	36%	24%	28%	-
11-20%	11%	9%	12%	11%	6%	10%	9%	12%	13%	13%	7%	9%	9%	-
21-30%	8%	16%	4%	9%	7%	10%	6%	8%	10%	7%	3%	10%	16%	-
31-40%	2%	2%	1%	2%	4%	-	2%	3%	4%	1%	2%	1%	2%	-
41-50%	2%	3%	4%	3%	0%	-	1%	5%	1%	3%	2%	3%	3%	-
51-60%	1%	-	-	1%	0%	2%	1%	-	1%	0%	1%	-	-	-
61-70%	1%	3%	-	1%	-	1%	-	2%	1%	-	1%	1%	3%	-
71-80%	1%	-	-	-	1%	1%	-	-	3%	0%	-	1%	-	-
81-90%	0%	-	-	-	-	3%	-	-	0%	1%	-	-	-	-
91-100%	1%	4%	1%	-	-	-	1%	1%	-	1%	-	-	4%	-
<b>Mean</b>	<b>10</b>	<b>15</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>8</b>	<b>15</b>	<b>-</b>

**At a pub**

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
0	28%	30%	26%	22%	27%	22%	27%	35%	20%	35%	34%	24%	30%	-
1-10%	32%	25%	40%	26%	29%	41%	42%	32%	37%	29%	37%	26%	25%	-
11-20%	12%	16%	9%	13%	12%	11%	6%	11%	13%	17%	5%	12%	16%	-
21-30%	9%	9%	9%	16%	9%	9%	4%	7%	11%	8%	7%	11%	9%	-
31-40%	4%	5%	5%	9%	6%	7%	4%	3%	3%	1%	-	7%	5%	-
41-50%	4%	4%	4%	5%	6%	2%	4%	5%	5%	1%	5%	4%	4%	-
51-60%	2%	5%	-	1%	1%	4%	-	1%	2%	1%	-	7%	5%	-
61-70%	2%	2%	1%	1%	-	3%	4%	0%	2%	0%	5%	-	2%	-
71-80%	3%	2%	2%	4%	3%	-	3%	1%	3%	3%	4%	8%	2%	-
81-90%	1%	2%	-	1%	3%	1%	2%	1%	2%	1%	2%	-	2%	-
91-100%	3%	1%	3%	3%	5%	2%	5%	4%	1%	3%	1%	2%	1%	-
<b>Mean</b>	<b>17</b>	<b>18</b>	<b>15</b>	<b>20</b>	<b>20</b>	<b>15</b>	<b>18</b>	<b>15</b>	<b>18</b>	<b>14</b>	<b>15</b>	<b>22</b>	<b>18</b>	<b>-</b>

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Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

**At a friend/ family members home**

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
Base	1249	406	345	311	145	22	167	20
0	40%	43%	37%	38%	44%	40%	43%	34%
1-10%	33%	33%	33%	36%	30%	46%	32%	16%
11-20%	11%	11%	11%	10%	9%	2%	8%	22%
21-30%	8%	5%	11%	9%	10%	3%	9%	8%
31-40%	2%	3%	2%	1%	3%	3%	3%	-
41-50%	2%	1%	3%	2%	2%	-	2%	12%
51-60%	1%	1%	0%	0%	1%	6%	1%	-
61-70%	1%	1%	2%	1%	1%	-	1%	-
71-80%	1%	1%	1%	-	0%	-	0%	3%
81-90%	0%	-	1%	1%	0%	-	0%	-
91-100%	1%	1%	-	1%	0%	-	0%	5%
Mean	10	9	11	10	9	8	9	19

**At a pub**

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
Base	1249	406	345	311	145	22	167	20
0	28%	25%	29%	26%	33%	42%	34%	41%
1-10%	32%	36%	29%	29%	39%	34%	38%	23%
11-20%	12%	13%	13%	11%	9%	5%	8%	20%
21-30%	9%	6%	12%	11%	7%	17%	8%	10%
31-40%	4%	6%	5%	4%	1%	-	1%	-
41-50%	4%	5%	4%	4%	3%	-	3%	7%
51-60%	2%	2%	1%	2%	1%	2%	1%	-
61-70%	2%	2%	0%	3%	1%	-	1%	-
71-80%	3%	2%	4%	3%	4%	-	3%	-
81-90%	1%	2%	1%	2%	0%	-	0%	-
91-100%	3%	1%	3%	4%	3%	-	3%	-
Mean	17	16	18	20	14	8	14	10

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

**At bars/ clubs**

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
0	69%	63%	74%	30%	49%	71%	82%	80%	71%	65%	68%	75%	71%	60%	72%	67%
1-10%	16%	19%	13%	28%	28%	17%	9%	12%	16%	17%	17%	14%	14%	18%	15%	16%
11-20%	5%	6%	5%	15%	10%	2%	5%	2%	5%	6%	6%	4%	5%	8%	3%	4%
21-30%	5%	5%	4%	12%	7%	6%	3%	2%	5%	4%	4%	4%	9%	4%	5%	
31-40%	1%	2%	1%	4%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	
41-50%	2%	3%	2%	6%	2%	4%	0%	1%	2%	3%	3%	1%	3%	2%	2%	5%
51-60%	0%	0%	0%	2%	-	-	0%	-	-	1%	0%	1%	-	0%	0%	-
61-70%	0%	0%	0%	1%	0%	-	-	0%	0%	0%	-	1%	0%	-	0%	-
71-80%	0%	1%	0%	2%	0%	-	-	0%	0%	1%	0%	1%	-	-	1%	1%
81-90%	1%	1%	1%	-	2%	-	-	1%	0%	2%	-	-	1%	1%	2%	-
91-100%	0%	0%	-	-	0%	-	-	0%	0%	0%	-	-	-	1%	0%	-
Mean	6	7	4	14	8	5	3	4	4	7	5	4	5	8	6	7

**Other**

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
0	85%	86%	85%	85%	86%	91%	85%	82%	85%	85%	86%	83%	85%	78%	85%	95%
1-10%	9%	8%	9%	8%	8%	5%	9%	11%	9%	9%	7%	10%	7%	15%	10%	4%
11-20%	3%	3%	3%	2%	2%	1%	4%	4%	3%	3%	4%	3%	4%	6%	2%	-
21-30%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-
31-40%	1%	1%	1%	1%	1%	2%	-	0%	1%	1%	1%	1%	2%	-	1%	1%
41-50%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	1%	2%	1%	-	1%	-
51-60%	0%	0%	0%	1%	-	-	-	-	-	0%	-	1%	-	-	-	-
61-70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
71-80%	0%	0%	0%	-	-	-	1%	-	0%	0%	0%	-	0%	-	-	-
81-90%	0%	0%	-	-	2%	-	-	-	0%	-	-	-	-	-	1%	-
91-100%	0%	0%	0%	0%	-	-	0%	0%	0%	0%	0%	-	-	1%	-	-
Mean	2	2	2	3	3	1	2	2	2	2	2	3	3	2	2	1

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

**At bars/ clubs**

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
0	69%	65%	62%	69%	68%	78%	73%	71%	60%	76%	63%	67%	65%	-
1-10%	16%	22%	18%	15%	19%	10%	17%	14%	18%	11%	22%	16%	22%	-
11-20%	5%	8%	2%	10%	1%	6%	1%	5%	8%	4%	1%	4%	8%	-
21-30%	5%	4%	5%	3%	5%	4%	4%	4%	9%	4%	3%	5%	4%	-
31-40%	1%	-	4%	-	4%	-	1%	1%	1%	0%	2%	2%	-	-
41-50%	2%	1%	6%	2%	3%	1%	1%	3%	2%	1%	3%	5%	1%	-
51-60%	0%	-	3%	-	-	-	1%	-	0%	0%	-	-	-	-
61-70%	0%	-	-	-	-	-	1%	0%	-	1%	-	-	-	-
71-80%	0%	-	-	1%	-	-	1%	-	-	-	2%	1%	-	-
81-90%	1%	-	-	-	-	-	-	1%	1%	1%	3%	-	-	-
91-100%	0%	-	-	-	-	-	-	-	1%	0%	-	-	-	-
Mean	6	4	8	4	5	3	5	5	8	5	9	7	4	-

**Other**

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
0	85%	92%	92%	84%	86%	89%	79%	85%	78%	82%	90%	95%	92%	-
1-10%	9%	6%	6%	6%	7%	6%	13%	7%	15%	11%	9%	4%	6%	-
11-20%	3%	1%	-	8%	0%	4%	2%	4%	6%	2%	1%	-	1%	-
21-30%	1%	1%	-	1%	0%	1%	-	1%	1%	1%	-	-	1%	-
31-40%	1%	-	-	1%	3%	-	2%	2%	-	1%	1%	1%	-	-
41-50%	1%	-	-	-	3%	-	3%	1%	-	1%	-	-	-	-
51-60%	0%	-	-	-	-	-	1%	-	-	-	-	-	-	-
61-70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
71-80%	0%	-	2%	-	-	-	-	0%	-	-	-	-	-	-
81-90%	0%	-	-	-	-	-	-	-	-	2%	-	-	-	-
91-100%	0%	-	-	-	0%	-	-	-	1%	-	-	-	-	-
Mean	2	1	2	2	3	1	4	3	2	3	1	1	1	-



**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

**At bars/ clubs**

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
Base	1249	406	345	311	145	22	167	20
0	69%	72%	64%	69%	75%	51%	72%	40%
1-10%	16%	15%	14%	17%	19%	30%	20%	45%
11-20%	5%	5%	8%	5%	3%	5%	3%	-
21-30%	5%	3%	8%	4%	2%	14%	3%	13%
31-40%	1%	2%	1%	1%	1%	-	1%	-
41-50%	2%	2%	3%	2%	1%	-	1%	2%
51-60%	0%	0%	-	1%	-	-	-	-
61-70%	0%	0%	0%	0%	-	-	-	-
71-80%	0%	0%	0%	1%	-	-	-	-
81-90%	1%	1%	1%	1%	-	-	-	-
91-100%	0%	-	1%	-	-	-	-	-
Mean	6	5	8	6	3	6	3	7

**Other**

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
Base	1249	406	345	311	145	22	167	20
0	85%	83%	84%	89%	87%	78%	86%	82%
1-10%	9%	10%	8%	7%	10%	19%	11%	15%
11-20%	3%	3%	4%	2%	2%	2%	2%	-
21-30%	1%	1%	1%	0%	-	-	-	-
31-40%	1%	1%	2%	0%	-	-	-	-
41-50%	1%	1%	1%	1%	0%	-	0%	-
51-60%	0%	-	-	0%	-	-	-	2%
61-70%	-	-	-	-	-	-	-	-
71-80%	0%	0%	-	-	-	-	-	-
81-90%	0%	1%	-	-	-	-	-	-
91-100%	0%	0%	0%	-	0%	-	0%	-
Mean	2	3	3	1	1	1	1	2

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Thinking about times you decide to have an alcoholic drink at home...  
Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
I like to relax in the comfort of my own home	66%	67%	66%	62%	62%	72%	70%	65%	68%	65%	64%	66%	67%	64%	69%	78%
It's cheaper than drinking in the pub	51%	52%	50%	54%	64%	60%	46%	44%	47%	57%	52%	57%	56%	45%	51%	43%
It means I can entertain friends/family	30%	27%	34%	40%	39%	27%	25%	28%	31%	30%	27%	28%	37%	34%	30%	12%
I like to have a drink with something I'm/ we're cooking	29%	27%	31%	29%	35%	32%	26%	27%	31%	27%	30%	27%	39%	33%	29%	25%
I like to have a drink while watching TV/ a film	39%	41%	37%	34%	46%	42%	41%	36%	40%	38%	45%	41%	32%	37%	38%	36%
It's convenient/ easy	39%	40%	37%	31%	43%	36%	39%	40%	37%	40%	36%	48%	34%	43%	34%	39%
I like to have a drink while playing computer games or using the internet	9%	10%	7%	10%	10%	11%	8%	7%	6%	12%	8%	8%	5%	8%	11%	11%
I would need to drive to the pub so couldn't have a drink	15%	15%	15%	9%	12%	11%	15%	20%	15%	15%	13%	17%	18%	6%	19%	15%
Other	6%	6%	6%	7%	3%	5%	3%	10%	7%	6%	6%	10%	8%	3%	6%	10%
Don't know	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	-	1%	0%	-
Not applicable - I never drink at home	3%	4%	2%	2%	2%	2%	5%	4%	3%	4%	4%	2%	1%	3%	4%	-

Thinking about times you decide to have an alcoholic drink at a pub...  
Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
I like the atmosphere	33%	39%	27%	49%	47%	26%	32%	26%	32%	34%	35%	31%	22%	37%	32%	29%
I like the range of drinks that are available	10%	13%	6%	21%	13%	7%	11%	6%	9%	11%	14%	10%	6%	12%	7%	1%
I like the type of drinks that are available	10%	14%	7%	21%	15%	8%	9%	7%	9%	12%	14%	11%	8%	8%	9%	3%
It's a good place to meet friends/family	45%	49%	41%	58%	57%	50%	39%	37%	46%	43%	47%	42%	30%	58%	42%	33%
I like to get out of the house	32%	35%	29%	48%	50%	31%	30%	21%	32%	32%	38%	35%	25%	29%	27%	38%
It feels like a treat	27%	22%	33%	32%	31%	37%	27%	20%	28%	26%	30%	29%	27%	23%	26%	31%
To socialise/ meet new people	32%	37%	28%	45%	50%	30%	31%	24%	34%	30%	34%	29%	33%	36%	29%	38%
I intend to eat in the pub	38%	34%	41%	20%	28%	36%	43%	45%	41%	33%	37%	42%	38%	37%	36%	50%
There is better access to sports coverage	9%	13%	5%	16%	16%	12%	10%	3%	7%	12%	13%	6%	6%	11%	6%	7%
Other	3%	3%	2%	2%	2%	1%	3%	4%	2%	4%	3%	3%	4%	1%	4%	2%
Don't know	1%	2%	1%	0%	0%	4%	1%	1%	1%	3%	1%	2%	0%	3%	1%	1%
Not applicable - I never drink in the pub	11%	9%	14%	6%	5%	6%	10%	18%	10%	12%	10%	14%	9%	9%	11%	12%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Thinking about times you decide to have an alcoholic drink at home...  
Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
I like to relax in the comfort of my own home		66%	66%	56%	64%	67%	76%	59%	67%	64%	74%	58%	78%	66%	-
It's cheaper than drinking in the pub		51%	49%	46%	52%	54%	58%	55%	56%	45%	51%	53%	43%	49%	-
It means I can entertain friends/ family		30%	41%	25%	30%	24%	30%	27%	37%	34%	32%	28%	12%	41%	-
I like to have a drink with something I'm/ we're cooking		29%	18%	32%	34%	26%	31%	25%	39%	33%	30%	26%	25%	18%	-
I like to have a drink while watching TV/ a film		39%	34%	49%	47%	40%	47%	37%	32%	37%	36%	40%	36%	34%	-
It's convenient/ easy		39%	41%	31%	40%	33%	46%	49%	34%	43%	36%	30%	39%	41%	-
I like to have a drink while playing computer games or using the internet		9%	10%	13%	9%	5%	13%	5%	5%	8%	9%	14%	11%	10%	-
I would need to drive to the pub so couldn't have a drink		15%	16%	12%	16%	11%	19%	16%	18%	6%	19%	19%	15%	16%	-
Other		6%	2%	8%	7%	5%	13%	7%	8%	3%	6%	8%	10%	2%	-
Don't know		1%	1%	3%	0%	1%	1%	0%	-	1%	1%	-	-	1%	-
Not applicable - I never drink at home		3%	5%	5%	1%	6%	-	3%	1%	3%	4%	5%	-	5%	-

Thinking about times you decide to have an alcoholic drink at a pub...  
Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
I like the atmosphere		33%	40%	36%	38%	30%	32%	30%	22%	37%	32%	32%	29%	40%	-
I like the range of drinks that are available		10%	12%	23%	14%	9%	8%	11%	6%	12%	9%	3%	1%	12%	-
I like the type of drinks that are available		10%	13%	23%	16%	9%	13%	9%	8%	8%	9%	10%	3%	13%	-
It's a good place to meet friends/ family		45%	54%	37%	50%	46%	41%	43%	30%	58%	36%	53%	33%	54%	-
I like to get out of the house		32%	31%	47%	41%	31%	33%	37%	25%	29%	27%	27%	38%	31%	-
It feels like a treat		27%	24%	34%	29%	28%	30%	29%	27%	23%	29%	22%	31%	24%	-
To socialise/ meet new people		32%	33%	28%	34%	36%	26%	31%	33%	36%	30%	27%	38%	33%	-
I intend to eat in the pub		38%	29%	34%	44%	30%	50%	36%	38%	37%	43%	24%	50%	29%	-
There is better access to sports coverage		9%	12%	11%	12%	16%	7%	5%	6%	11%	6%	7%	7%	12%	-
Other		3%	-	-	4%	2%	2%	4%	4%	1%	3%	7%	2%	-	-
Don't know		1%	1%	-	0%	3%	3%	1%	0%	3%	1%	2%	1%	1%	-
Not applicable - I never drink in the pub		11%	16%	16%	9%	9%	10%	17%	9%	9%	10%	12%	12%	16%	-

## YouGov / SAB Miller Survey Results

Sample Size: 2115

Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	<input type="checkbox"/> we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	<input type="checkbox"/> we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	<input type="checkbox"/> we are keeping up with all our outgoings, but struggle from time to time	<input type="checkbox"/> we are constantly struggling to keep up with our outgoings	<input type="checkbox"/> we are falling behind with payments	<input type="checkbox"/> we are constantly struggling to keep up with our outgoings/ <input type="checkbox"/> we are falling behind with payments (NET)	None of these

Thinking about times you decide to have an alcoholic drink at home...

Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
I like to relax in the comfort of my own home	66%	66%	71%	65%	63%	62%	63%	48%	
It's cheaper than drinking in the pub	51%	43%	55%	56%	58%	69%	60%	17%	
It means I can entertain friends/ family	30%	31%	32%	29%	29%	22%	28%	30%	
I like to have a drink with something I'm/ we're cooking	29%	32%	26%	32%	27%	20%	26%	16%	
I like to have a drink while watching TV/ a film	39%	39%	46%	37%	30%	41%	32%	22%	
It's convenient/ easy	39%	41%	42%	33%	39%	43%	40%	16%	
I like to have a drink while playing computer games or using the internet	9%	7%	12%	5%	11%	25%	13%	3%	
I would need to drive to the pub so couldn't have a drink	15%	16%	18%	12%	12%	14%	12%	7%	
Other	6%	8%	3%	6%	5%	8%	5%	22%	
Don't know	1%	0%	1%	-	1%	-	1%	10%	
Not applicable - I never drink at home	3%	3%	2%	4%	4%	-	4%	10%	

Thinking about times you decide to have an alcoholic drink at a pub...

Which, if any, of the following are reasons for this?  
(Please tick all that apply)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
I like the atmosphere	33%	31%	34%	35%	29%	33%	30%	29%	
I like the range of drinks that are available	10%	8%	11%	10%	8%	5%	8%	7%	
I like the type of drinks that are available	10%	8%	13%	13%	6%	11%	7%	2%	
It's a good place to meet friends/ family	45%	43%	46%	47%	46%	38%	45%	30%	
I like to get out of the house	32%	30%	34%	34%	28%	45%	30%	10%	
It feels like a treat	27%	24%	28%	29%	33%	40%	34%	7%	
To socialise/ meet new people	32%	35%	33%	30%	30%	15%	28%	36%	
I intend to eat in the pub	38%	42%	39%	32%	36%	39%	36%	26%	
There is better access to sports coverage	9%	7%	12%	10%	9%	-	8%	10%	
Other	3%	2%	3%	4%	2%	-	2%	-	
Don't know	1%	1%	2%	1%	2%	-	1%	13%	
Not applicable - I never drink in the pub	11%	11%	10%	13%	7%	9%	8%	22%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink in the pub... Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Price of alcohol	23%	23%	23%	37%	29%	25%	19%	19%	21%	27%	24%	27%	20%	21%	21%	23%	
Atmosphere	36%	40%	32%	42%	37%	34%	41%	33%	36%	36%	39%	37%	26%	35%	35%	37%	
Good or bad weather	20%	21%	19%	17%	28%	21%	18%	18%	20%	20%	21%	21%	16%	22%	16%	17%	
How convenient a distance it is to the pub (e.g. do I need to drive)	35%	37%	32%	48%	41%	35%	32%	31%	34%	36%	39%	43%	30%	30%	30%	32%	
Range of drink (e.g. if the pub sells it and I can't get it at home)	11%	15%	6%	20%	10%	6%	11%	10%	10%	12%	10%	15%	7%	12%	8%	7%	
The entertainment I can access at the same time (e.g. listening to music, watching sport)	18%	22%	14%	29%	38%	21%	13%	9%	18%	18%	24%	13%	19%	17%	14%	17%	
Meeting new people and/or friends	36%	38%	33%	48%	45%	35%	39%	28%	36%	35%	35%	36%	38%	39%	33%	27%	
Other	6%	5%	7%	1%	4%	6%	4%	10%	7%	4%	6%	8%	4%	3%	7%	10%	
Not applicable - I never make this decision	19%	14%	23%	11%	9%	16%	18%	27%	20%	17%	18%	21%	24%	15%	20%	22%	

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	11%	10%	11%	17%	12%	12%	6%	10%	10%	12%	10%	15%	12%	9%	11%	9%	
Ranked second	6%	6%	6%	7%	10%	6%	8%	3%	6%	7%	7%	8%	4%	7%	5%	3%	
Ranked third	3%	3%	4%	4%	3%	2%	5%	3%	4%	3%	4%	1%	2%	3%	4%	8%	
Not ranked	80%	80%	80%	72%	75%	80%	82%	83%	81%	78%	79%	75%	83%	82%	81%	79%	

**Atmosphere**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	13%	14%	12%	13%	12%	10%	21%	12%	13%	14%	14%	15%	10%	18%	14%	4%	
Ranked second	14%	15%	13%	15%	13%	16%	16%	12%	15%	12%	16%	13%	12%	11%	16%	20%	
Ranked third	5%	6%	5%	8%	6%	5%	2%	6%	5%	6%	6%	6%	2%	2%	3%	7%	
Not ranked	67%	65%	70%	64%	69%	70%	61%	70%	67%	68%	64%	66%	76%	69%	67%	68%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink in the pub... Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Price of alcohol	23%	29%	22%	29%	18%	34%	23%	20%	21%	22%	18%	23%	29%	-	-
Atmosphere	36%	41%	21%	43%	40%	38%	37%	26%	35%	36%	35%	37%	41%	-	-
Good or bad weather	20%	26%	12%	25%	20%	24%	18%	16%	22%	20%	9%	17%	26%	-	-
How convenient a distance it is to the pub (e.g. do I need to drive)	35%	37%	20%	46%	37%	45%	41%	30%	30%	29%	33%	32%	37%	-	-
Range of drink (e.g. if the pub sells it and I can't get it at home)	11%	15%	13%	11%	8%	11%	18%	7%	12%	8%	9%	7%	15%	-	-
The entertainment I can access at the same time (e.g. listening to music, watching sport)	18%	25%	16%	23%	27%	17%	10%	19%	17%	13%	16%	17%	25%	-	-
Meeting new people and/or friends	36%	42%	34%	36%	34%	26%	42%	38%	39%	35%	30%	27%	42%	-	-
Other	6%	4%	17%	5%	3%	12%	5%	4%	3%	6%	10%	10%	4%	-	-
Not applicable - I never make this decision	19%	12%	20%	15%	20%	21%	20%	24%	15%	18%	23%	22%	12%	-	-

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	11%	8%	10%	12%	6%	23%	10%	12%	9%	10%	12%	9%	8%	-	-
Ranked second	6%	7%	5%	10%	4%	7%	10%	4%	7%	5%	3%	3%	7%	-	-
Ranked third	3%	4%	-	4%	6%	1%	1%	2%	3%	4%	2%	8%	4%	-	-
Not ranked	80%	81%	85%	74%	84%	69%	79%	83%	82%	80%	83%	79%	81%	-	-

**Atmosphere**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	13%	6%	6%	14%	16%	10%	18%	10%	18%	13%	16%	4%	6%	-	-
Ranked second	14%	10%	8%	16%	18%	18%	9%	12%	11%	18%	12%	20%	10%	-	-
Ranked third	5%	15%	6%	8%	4%	5%	7%	2%	2%	3%	4%	7%	15%	-	-
Not ranked	67%	69%	80%	62%	62%	67%	66%	76%	69%	66%	68%	68%	69%	-	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit)						
Total	<i>I</i> we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	<i>I</i> we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	<i>I</i> we are keeping up with all our outgoings, but struggle from time to time	<i>I</i> we are constantly struggling to keep up with our outgoings	<i>I</i> we are falling behind with payments	<i>I</i> we are constantly struggling to keep up with our outgoings/ <i>I</i> we are falling behind with payments (NET)	None of these

Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink in the pub...

Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Price of alcohol	23%	20%	24%	26%	30%	16%	28%	12%	
Atmosphere	36%	37%	38%	35%	38%	22%	36%	17%	
Good or bad weather	20%	22%	21%	17%	20%	19%	20%	7%	
How convenient a distance it is to the pub (e.g. do I need to drive)	35%	36%	36%	36%	35%	12%	32%	5%	
Range of drink (e.g. if the pub sells it and I can't get it at home)	11%	12%	11%	10%	9%	8%	9%	-	
The entertainment I can access at the same time (e.g. listening to music, watching sport)	18%	17%	22%	16%	19%	4%	17%	22%	
Meeting new people and/or friends	36%	36%	36%	37%	36%	27%	35%	19%	
Other	6%	7%	6%	6%	4%	3%	3%	-	
Not applicable - I never make this decision	19%	19%	19%	20%	11%	30%	13%	41%	

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	11%	8%	12%	12%	13%	12%	13%	3%	
Ranked second	6%	5%	7%	6%	8%	2%	7%	10%	
Ranked third	3%	3%	3%	5%	2%	-	1%	-	
Not ranked	80%	84%	78%	77%	77%	87%	79%	88%	

**Atmosphere**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	13%	13%	14%	13%	14%	12%	14%	10%	
Ranked second	14%	14%	13%	14%	17%	10%	16%	5%	
Ranked third	5%	5%	7%	5%	3%	-	3%	2%	
Not ranked	67%	68%	66%	68%	66%	78%	67%	83%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

**Good or bad weather**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61	
Ranked first	4%	3%	6%	1%	3%	5%	3%	6%	3%	6%	5%	3%	5%	4%	5%	1%	
Ranked second	5%	5%	5%	3%	8%	6%	3%	5%	6%	3%	6%	5%	7%	6%	4%	5%	
Ranked third	6%	7%	4%	7%	11%	5%	5%	4%	5%	6%	6%	7%	3%	4%	4%	7%	
Not ranked	85%	85%	85%	89%	78%	83%	89%	85%	85%	85%	84%	85%	85%	86%	87%	88%	

**How convenient a distance it is to the pub (e.g. do I need to drive)**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61	
Ranked first	12%	14%	10%	11%	16%	14%	12%	10%	13%	11%	16%	10%	9%	10%	12%	13%	
Ranked second	11%	10%	12%	12%	13%	10%	11%	10%	9%	13%	9%	16%	11%	10%	10%	10%	
Ranked third	7%	7%	7%	13%	7%	6%	7%	6%	7%	8%	9%	10%	7%	6%	6%	2%	
Not ranked	70%	69%	71%	64%	65%	70%	70%	74%	71%	69%	66%	64%	74%	74%	72%	75%	

**Range of drink (e.g. if the pub sells it and I can't get it at home)**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61	
Ranked first	3%	4%	1%	5%	2%	2%	3%	3%	3%	3%	2%	4%	2%	6%	2%	1%	
Ranked second	3%	4%	1%	5%	1%	2%	3%	3%	2%	4%	4%	5%	2%	1%	2%	-	
Ranked third	3%	4%	1%	5%	3%	0%	3%	3%	3%	3%	2%	4%	2%	3%	4%	1%	
Not ranked	92%	87%	96%	85%	94%	96%	91%	91%	93%	90%	93%	87%	94%	90%	93%	98%	

**The entertainment I can access at the same time (e.g. listening to music, watching sport)**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61	
Ranked first	6%	7%	6%	7%	13%	9%	7%	2%	7%	6%	7%	2%	8%	8%	6%	3%	
Ranked second	5%	7%	4%	12%	11%	5%	4%	2%	5%	6%	6%	3%	7%	4%	4%	10%	
Ranked third	3%	4%	3%	7%	6%	4%	2%	1%	4%	2%	4%	3%	3%	4%	3%	2%	
Not ranked	85%	83%	87%	74%	70%	81%	87%	95%	84%	87%	83%	91%	82%	85%	87%	86%	



**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

**Good or bad weather**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		4%	4%	7%	4%	5%	6%	2%	5%	4%	8%	1%	1%	4%	-
Ranked second		5%	5%	-	7%	6%	2%	7%	7%	6%	5%	1%	5%	5%	-
Ranked third		6%	12%	4%	7%	5%	11%	5%	3%	4%	4%	4%	7%	12%	-
Not ranked		85%	79%	89%	82%	84%	82%	87%	85%	86%	84%	94%	88%	79%	-

**How convenient a distance it is to the pub (e.g. do I need to drive)**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		12%	11%	10%	18%	15%	7%	12%	9%	10%	13%	10%	13%	11%	-
Ranked second		11%	12%	3%	10%	11%	21%	11%	11%	10%	7%	14%	10%	12%	-
Ranked third		7%	3%	6%	13%	6%	13%	9%	7%	6%	5%	8%	2%	3%	-
Not ranked		70%	74%	81%	59%	68%	59%	68%	74%	74%	75%	67%	75%	74%	-

**Range of drink (e.g. if the pub sells it and I can't get it at home)**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		3%	2%	1%	3%	1%	5%	4%	2%	6%	2%	1%	1%	2%	-
Ranked second		3%	5%	10%	3%	2%	1%	8%	2%	1%	1%	2%	-	5%	-
Ranked third		3%	3%	-	1%	3%	1%	6%	2%	3%	3%	5%	1%	3%	-
Not ranked		92%	91%	89%	93%	95%	93%	83%	94%	90%	93%	92%	98%	91%	-

**The entertainment I can access at the same time (e.g. listening to music, watching sport)**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		6%	9%	-	8%	9%	2%	3%	8%	8%	5%	8%	3%	9%	-
Ranked second		5%	8%	7%	3%	9%	5%	2%	7%	4%	3%	6%	10%	8%	-
Ranked third		3%	4%	3%	3%	6%	4%	3%	3%	4%	4%	1%	2%	4%	-
Not ranked		85%	79%	90%	86%	75%	89%	93%	82%	85%	88%	85%	86%	79%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

**Good or bad weather**

	Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20	
Ranked first	4%	6%	5%	2%	4%	13%	6%	5%	
Ranked second	5%	6%	5%	4%	6%	4%	6%	2%	
Ranked third	6%	7%	6%	6%	3%	2%	3%	-	
Not ranked	85%	81%	85%	88%	87%	81%	86%	93%	

**How convenient a distance it is to the pub (e.g. do I need to drive)**

	Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20	
Ranked first	12%	14%	13%	8%	18%	-	15%	5%	
Ranked second	11%	11%	11%	13%	7%	4%	7%	-	
Ranked third	7%	8%	6%	8%	8%	7%	7%	-	
Not ranked	70%	68%	70%	71%	68%	88%	70%	95%	

**Range of drink (e.g. if the pub sells it and I can't get it at home)**

	Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20	
Ranked first	3%	4%	3%	2%	2%	-	2%	-	
Ranked second	3%	3%	3%	3%	1%	4%	2%	-	
Ranked third	3%	3%	3%	2%	4%	2%	4%	-	
Not ranked	92%	91%	92%	93%	92%	94%	92%	100%	

**The entertainment I can access at the same time (e.g. listening to music, watching sport)**

	Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20	
Ranked first	6%	4%	7%	6%	7%	4%	7%	22%	
Ranked second	5%	6%	6%	4%	7%	-	6%	-	
Ranked third	3%	3%	5%	3%	3%	-	2%	-	
Not ranked	85%	87%	81%	87%	83%	96%	85%	78%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

**Meeting new people and/or friends**

	Unweighted Base															
	All GB Adults who have had an alcoholic drink in the last week															
	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	24%	25%	22%	32%	28%	24%	25%	19%	24%	23%	24%	22%	26%	27%	23%	19%
Ranked second	7%	7%	6%	7%	9%	5%	7%	6%	6%	7%	7%	8%	6%	7%	7%	1%
Ranked third	3%	3%	2%	2%	5%	2%	6%	1%	3%	2%	2%	4%	4%	4%	2%	2%
Not ranked	67%	64%	70%	59%	59%	68%	62%	74%	67%	68%	67%	66%	63%	62%	68%	78%

**Other**

	Unweighted Base															
	All GB Adults who have had an alcoholic drink in the last week															
	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	4%	4%	4%	1%	4%	3%	3%	7%	5%	3%	6%	7%	3%	3%	6%	-
Ranked second	1%	0%	1%	-	-	1%	0%	1%	0%	1%	-	1%	-	0%	1%	-
Ranked third	0%	0%	-	-	-	-	0%	0%	0%	0%	0%	-	-	-	0%	-
Not ranked	95%	95%	95%	99%	96%	96%	97%	91%	94%	96%	94%	92%	97%	97%	93%	100%

**Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink at home...**

Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base															
	All GB Adults who have had an alcoholic drink in the last week															
	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Price of alcohol	46%	44%	47%	52%	48%	46%	48%	42%	41%	52%	43%	53%	46%	42%	45%	45%
Atmosphere	11%	11%	10%	11%	11%	12%	13%	9%	11%	11%	10%	8%	5%	14%	15%	14%
Good or bad weather	32%	29%	34%	37%	27%	33%	35%	30%	32%	31%	34%	33%	26%	31%	27%	35%
How convenient a distance it is to the pub (e.g. do I need to drive)	27%	26%	27%	31%	28%	28%	23%	26%	28%	25%	24%	27%	22%	24%	30%	31%
Range of drink (e.g. if the pub doesn't sell it and I can get it at home)	10%	9%	10%	13%	12%	8%	11%	8%	11%	8%	7%	11%	14%	16%	9%	4%
The entertainment I can access at the same time (e.g. listening to music, watching sport)	28%	29%	27%	30%	24%	32%	28%	27%	28%	27%	27%	25%	22%	32%	28%	31%
Meeting new people and/or friends	8%	8%	8%	9%	13%	6%	10%	6%	7%	10%	9%	7%	5%	6%	10%	10%
Other	8%	7%	9%	6%	9%	11%	6%	8%	9%	6%	6%	13%	9%	7%	6%	7%
Not applicable - I never make this decision	18%	17%	19%	8%	14%	16%	16%	25%	20%	16%	17%	17%	20%	21%	21%	14%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

**Meeting new people and/or friends**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		24%	19%	29%	21%	25%	16%	27%	26%	27%	25%	21%	19%	19%	-
Ranked second		7%	8%	5%	9%	4%	6%	9%	6%	7%	6%	9%	1%	8%	-
Ranked third		3%	2%	-	3%	2%	2%	4%	4%	4%	3%	0%	2%	2%	-
Not ranked		67%	70%	66%	67%	69%	75%	60%	63%	62%	67%	70%	78%	70%	-

**Other**

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first		4%	1%	17%	4%	3%	10%	5%	3%	3%	5%	6%	-	1%	-
Ranked second		1%	1%	-	-	-	2%	1%	-	0%	-	3%	-	1%	-
Ranked third		0%	-	-	1%	-	-	-	-	-	1%	-	-	-	-
Not ranked		95%	99%	83%	95%	97%	88%	95%	97%	97%	94%	90%	100%	99%	-

**Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink at home...**

Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Price of alcohol		46%	48%	42%	41%	47%	57%	49%	46%	42%	48%	38%	45%	48%	-
Atmosphere		11%	6%	4%	13%	10%	10%	6%	5%	14%	16%	14%	14%	6%	-
Good or bad weather		32%	42%	21%	41%	31%	34%	32%	26%	31%	29%	24%	35%	42%	-
How convenient a distance it is to the pub (e.g. do I need to drive)		27%	30%	16%	25%	26%	34%	22%	22%	24%	31%	28%	31%	30%	-
Range of drink (e.g. if the pub doesn't sell it and I can get it at home)		10%	5%	9%	7%	7%	20%	5%	14%	16%	13%	2%	4%	5%	-
The entertainment I can access at the same time (e.g. listening to music, watching sport)		28%	33%	25%	28%	27%	33%	19%	22%	32%	30%	26%	31%	33%	-
Meeting new people and/or friends		8%	10%	8%	8%	9%	10%	6%	5%	6%	8%	12%	10%	10%	-
Other		8%	9%	5%	6%	8%	12%	14%	9%	7%	4%	11%	7%	9%	-
Not applicable - I never make this decision		18%	11%	31%	14%	16%	14%	20%	20%	21%	19%	25%	14%	11%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	<b>I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac</b>	<b>I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end</b>	<b>I/ we are keeping up with all our outgoings, but struggle from time to time</b>	<b>I/ we are constantly struggling to keep up with our outgoings</b>	<b>I/ we are falling behind with payments</b>	<b>I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)</b>	None of these

**Meeting new people and/or friends**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	24%	25%	21%	24%	24%	27%	25%	12%	
Ranked second	7%	5%	9%	8%	5%	-	5%	5%	
Ranked third	3%	3%	4%	2%	2%	-	2%	-	
Not ranked	67%	67%	66%	65%	68%	73%	69%	84%	

**Other**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	4%	5%	5%	4%	3%	3%	3%	-	
Ranked second	1%	1%	1%	0%	-	-	-	-	
Ranked third	0%	0%	-	-	1%	-	1%	-	
Not ranked	95%	94%	94%	96%	97%	97%	97%	100%	

**Thinking about occasions when you are deciding whether to drink alcohol at home or in the pub and you decide to drink at home...**

Which, if any, of the following factors influence you when you decide to do this? (Please tick all that apply)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Price of alcohol	46%	38%	45%	47%	64%	67%	64%	35%	
Atmosphere	11%	11%	9%	12%	12%	6%	11%	12%	
Good or bad weather	32%	33%	33%	29%	34%	32%	33%	5%	
How convenient a distance it is to the pub (e.g. do I need to drive)	27%	27%	26%	24%	34%	25%	33%	23%	
Range of drink (e.g. if the pub doesn't sell it and I can get it at home)	10%	10%	11%	9%	8%	6%	8%	12%	
The entertainment I can access at the same time (e.g. listening to music, watching sport)	28%	27%	31%	27%	24%	35%	25%	17%	
Meeting new people and/or friends	8%	8%	9%	7%	11%	6%	11%	-	
Other	8%	10%	9%	6%	6%	2%	5%	10%	
Not applicable - I never make this decision	18%	20%	16%	19%	13%	13%	13%	38%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	29%	27%	32%	33%	31%	29%	29%	28%	24%	37%	31%	37%	35%	26%	30%	11%	
Ranked second	9%	9%	9%	9%	7%	9%	12%	8%	9%	9%	8%	12%	4%	14%	7%	4%	
Ranked third	4%	4%	3%	4%	4%	3%	4%	4%	4%	3%	2%	3%	5%	2%	5%	7%	
Not ranked	58%	60%	56%	54%	58%	60%	55%	60%	63%	51%	58%	48%	55%	58%	58%	78%	

**Atmosphere**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	4%	4%	3%	3%	5%	3%	6%	3%	4%	4%	4%	3%	2%	4%	7%	-	
Ranked second	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	1%	1%	0%	5%	4%	1%	
Ranked third	2%	3%	2%	3%	1%	2%	2%	3%	2%	3%	4%	1%	1%	2%	2%	1%	
Not ranked	92%	91%	92%	90%	92%	93%	90%	93%	92%	92%	91%	95%	97%	89%	87%	99%	

**Good or bad weather**

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	9%	11%	8%	11%	6%	7%	12%	9%	9%	10%	12%	8%	8%	12%	7%	1%	
Ranked second	11%	10%	11%	10%	9%	12%	10%	11%	10%	12%	13%	12%	11%	11%	6%	13%	
Ranked third	8%	6%	10%	8%	8%	12%	9%	5%	9%	6%	5%	11%	5%	4%	10%	8%	
Not ranked	72%	74%	71%	70%	77%	69%	69%	74%	73%	72%	69%	69%	77%	73%	76%	78%	

How convenient a distance it is to the pub (e.g. do I need to drive)

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	10%	11%	9%	10%	13%	11%	12%	7%	12%	7%	9%	8%	12%	10%	10%	20%	
Ranked second	9%	8%	11%	9%	7%	14%	8%	9%	9%	10%	6%	9%	7%	6%	15%	7%	
Ranked third	5%	5%	6%	6%	7%	2%	2%	8%	5%	6%	6%	8%	3%	8%	4%	1%	
Not ranked	75%	75%	75%	75%	73%	74%	78%	76%	74%	77%	78%	76%	78%	77%	71%	71%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	29%	19%	36%	27%	34%	41%	34%	35%	26%	33%	25%	11%	19%	-
Ranked second	9%	10%	4%	7%	11%	13%	11%	4%	14%	7%	8%	4%	10%	-
Ranked third	4%	5%	-	4%	2%	2%	4%	5%	2%	7%	2%	7%	5%	-
Not ranked	58%	66%	60%	61%	53%	44%	51%	55%	58%	54%	65%	78%	66%	-

**Atmosphere**

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	4%	-	3%	5%	3%	4%	2%	2%	4%	8%	6%	-	-	-
Ranked second	2%	1%	-	1%	1%	1%	1%	0%	5%	4%	4%	1%	1%	-
Ranked third	2%	3%	1%	5%	3%	1%	1%	1%	2%	2%	3%	1%	3%	-
Not ranked	92%	96%	96%	90%	92%	94%	96%	97%	89%	86%	88%	99%	96%	-

**Good or bad weather**

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	9%	7%	5%	19%	6%	6%	10%	8%	12%	8%	7%	1%	7%	-
Ranked second	11%	15%	8%	13%	14%	12%	11%	11%	11%	5%	9%	13%	15%	-
Ranked third	8%	14%	5%	3%	8%	12%	10%	5%	4%	11%	7%	8%	14%	-
Not ranked	72%	64%	81%	64%	72%	70%	69%	77%	73%	76%	77%	78%	64%	-

How convenient a distance it is to the pub (e.g. do I need to drive)

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	10%	8%	7%	8%	12%	7%	8%	12%	10%	9%	11%	20%	8%	-
Ranked second	9%	14%	6%	5%	8%	11%	8%	7%	6%	18%	10%	7%	14%	-
Ranked third	5%	3%	-	8%	6%	11%	6%	3%	8%	2%	7%	1%	3%	-
Not ranked	75%	75%	87%	79%	74%	71%	79%	78%	77%	70%	72%	71%	75%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

And which of these factors are the MOST important influences on your decision? (Please rank up to three options in order of importance, with 1 being the most important)

**Price of alcohol**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	29%	22%	28%	33%	44%	65%	47%	7%	
Ranked second	9%	8%	9%	9%	9%	2%	8%	28%	
Ranked third	4%	6%	3%	3%	6%	-	5%	-	
Not ranked	58%	65%	60%	56%	41%	33%	40%	65%	

**Atmosphere**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	4%	4%	4%	5%	3%	-	3%	-	
Ranked second	2%	2%	2%	2%	3%	-	2%	-	
Ranked third	2%	1%	2%	3%	3%	6%	3%	10%	
Not ranked	92%	93%	93%	90%	91%	94%	91%	90%	

**Good or bad weather**

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	9%	12%	10%	7%	6%	2%	6%	2%	
Ranked second	11%	12%	10%	10%	11%	18%	12%	-	
Ranked third	8%	6%	10%	8%	7%	2%	7%	2%	
Not ranked	72%	69%	70%	76%	75%	78%	76%	95%	

How convenient a distance it is to the pub (e.g. do I need to drive)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Ranked first	10%	12%	8%	10%	10%	4%	9%	19%	
Ranked second	9%	9%	10%	9%	13%	11%	13%	2%	
Ranked third	5%	6%	5%	4%	10%	9%	10%	2%	
Not ranked	75%	74%	78%	78%	68%	75%	69%	77%	



**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Range of drink (e.g. if the pub doesn't sell it and I can get it at home)

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
All GB Adults who have had an alcoholic drink in the last week	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	3%	2%	4%	5%	2%	2%	2%	4%	3%	2%	4%	2%	7%	4%	2%	-
Ranked second	3%	4%	3%	4%	5%	2%	4%	3%	4%	2%	2%	4%	7%	7%	2%	1%
Ranked third	1%	1%	1%	3%	1%	3%	1%	1%	1%	1%	1%	3%	0%	3%	1%	-
Not ranked	92%	93%	92%	88%	92%	94%	94%	93%	92%	94%	94%	91%	86%	86%	95%	99%

The entertainment I can access at the same time (e.g. listening to music, watching sport)

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
All GB Adults who have had an alcoholic drink in the last week	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	11%	12%	11%	9%	8%	16%	12%	11%	12%	10%	13%	10%	5%	14%	13%	4%
Ranked second	9%	9%	8%	15%	9%	11%	8%	6%	9%	9%	10%	9%	11%	5%	7%	13%
Ranked third	4%	4%	5%	4%	5%	3%	4%	4%	4%	4%	1%	4%	3%	9%	4%	3%
Not ranked	76%	76%	76%	72%	78%	70%	77%	79%	75%	78%	76%	76%	81%	71%	75%	81%

Meeting new people and/or friends

	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
All GB Adults who have had an alcoholic drink in the last week	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Ranked first	4%	5%	3%	5%	6%	4%	3%	3%	3%	5%	4%	3%	3%	4%	3%	-
Ranked second	2%	2%	2%	0%	4%	1%	2%	2%	1%	2%	2%	3%	1%	-	3%	-
Ranked third	1%	1%	1%	1%	1%	-	1%	0%	0%	1%	1%	1%	-	0%	1%	1%
Not ranked	94%	93%	94%	93%	89%	95%	93%	95%	95%	91%	93%	93%	96%	96%	92%	99%

Other

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Range of drink (e.g. if the pub doesn't sell it and I can get it at home)

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	3%	-	1%	4%	4%	2%	2%	7%	4%	3%	-	-	-	-
Ranked second	3%	-	6%	2%	1%	5%	3%	7%	7%	4%	-	1%	-	-
Ranked third	1%	-	2%	1%	-	7%	0%	0%	3%	1%	1%	-	-	-
Not ranked	92%	100%	91%	93%	95%	86%	95%	86%	86%	93%	100%	99%	100%	-

The entertainment I can access at the same time (e.g. listening to music, watching sport)

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	11%	12%	8%	15%	12%	12%	9%	5%	14%	13%	13%	4%	12%	-
Ranked second	9%	8%	9%	9%	12%	11%	8%	11%	5%	8%	6%	13%	8%	-
Ranked third	4%	5%	3%	1%	1%	7%	2%	3%	9%	4%	4%	3%	5%	-
Not ranked	76%	76%	80%	76%	75%	69%	82%	81%	71%	75%	77%	81%	76%	-

Meeting new people and/or friends

	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	4%	9%	5%	2%	6%	4%	3%	3%	4%	4%	3%	-	9%	-
Ranked second	2%	1%	1%	3%	2%	5%	1%	1%	-	1%	7%	-	1%	-
Ranked third	1%	-	3%	0%	-	1%	1%	-	0%	1%	1%	1%	-	-
Not ranked	94%	90%	92%	95%	92%	90%	95%	96%	96%	94%	90%	99%	90%	-

Other

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

Range of drink (e.g. if the pub doesn't sell it and I can get it at home)

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20
Ranked first	3%	2%	3%	4%	2%	-	2%	10%
Ranked second	3%	5%	3%	3%	4%	-	3%	-
Ranked third	1%	1%	2%	1%	1%	-	1%	2%
Not ranked	92%	92%	92%	93%	93%	100%	94%	88%

The entertainment I can access at the same time (e.g. listening to music, watching sport)

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20
Ranked first	11%	12%	13%	10%	7%	13%	7%	14%
Ranked second	9%	7%	9%	11%	7%	13%	8%	2%
Ranked third	4%	3%	4%	4%	6%	2%	6%	-
Not ranked	76%	77%	74%	75%	80%	71%	79%	83%

Meeting new people and/or friends

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
All GB Adults who have had an alcoholic drink in the last week	1249	406	345	311	145	22	167	20
Ranked first	4%	4%	6%	2%	5%	-	4%	-
Ranked second	2%	1%	1%	2%	5%	-	4%	-
Ranked third	1%	1%	1%	1%	0%	-	0%	-
Not ranked	94%	94%	92%	95%	90%	100%	92%	100%

Other

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	<b>1249</b>	<b>634</b>	<b>615</b>	<b>134</b>	<b>190</b>	<b>219</b>	<b>232</b>	<b>473</b>	<b>740</b>	<b>509</b>	<b>322</b>	<b>184</b>	<b>119</b>	<b>168</b>	<b>292</b>	<b>61</b>
Ranked first	6%	5%	7%	4%	8%	8%	5%	6%	8%	5%	5%	12%	9%	6%	6%	2%
Ranked second	0%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	-	1%	0%	-
Ranked third	0%	0%	0%	0%	-	0%	-	0%	0%	0%	0%	-	0%	-	0%	-
Not ranked	93%	94%	92%	94%	91%	91%	95%	93%	92%	95%	94%	87%	91%	93%	94%	98%

Thinking about your household budget and all your outgoings (e.g. rent/mortgage, bills, loan/ credit card payments, food, travel costs etc.)...

Which ONE of the following best describes your situation?

	Gender		Age					Social Grade		Region						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales
Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	<b>1249</b>	<b>634</b>	<b>615</b>	<b>134</b>	<b>190</b>	<b>219</b>	<b>232</b>	<b>473</b>	<b>740</b>	<b>509</b>	<b>322</b>	<b>184</b>	<b>119</b>	<b>168</b>	<b>292</b>	<b>61</b>
I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	33%	35%	29%	25%	38%	29%	27%	37%	37%	26%	30%	31%	30%	36%	34%	34%
I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	28%	27%	28%	28%	31%	27%	25%	28%	29%	26%	31%	32%	38%	19%	22%	23%
I/ we are keeping up with all our outgoings, but struggle from time to time	25%	24%	26%	30%	19%	25%	31%	23%	22%	30%	27%	23%	19%	21%	28%	29%
I/ we are constantly struggling to keep up with our outgoings	12%	11%	12%	7%	10%	15%	13%	11%	10%	14%	10%	10%	10%	17%	13%	12%
I/ we are falling behind with payments	2%	1%	3%	0%	2%	3%	4%	1%	1%	2%	2%	2%	1%	3%	2%	-
None of these	2%	1%	2%	10%	1%	1%	0%	1%	1%	3%	1%	2%	2%	3%	0%	2%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

	Government Region													
	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Ranked first	6%	1%	4%	5%	6%	12%	13%	9%	6%	3%	11%	2%	1%	-
Ranked second	0%	-	-	0%	1%	1%	1%	-	1%	0%	-	-	-	-
Ranked third	0%	-	1%	-	-	-	-	0%	-	0%	-	-	-	-
Not ranked	93%	99%	95%	94%	92%	88%	86%	91%	93%	96%	89%	98%	99%	-

Thinking about your household budget and all your outgoings (e.g. rent/mortgage, bills, loan/ credit card payments, food, travel costs etc.)...

Which ONE of the following best describes your situation?

	Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of each week	33%	35%	24%	28%	34%	38%	26%	30%	36%	38%	28%	34%	35%	-
I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end of each week	28%	31%	15%	32%	35%	34%	31%	38%	19%	21%	23%	23%	31%	-
I/ we are keeping up with all our outgoings, but struggle from time to time	25%	24%	36%	31%	18%	15%	28%	19%	21%	29%	27%	29%	24%	-
I/ we are constantly struggling to keep up with our outgoings	12%	8%	15%	7%	11%	7%	12%	10%	17%	10%	19%	12%	8%	-
I/ we are falling behind with payments	2%	-	5%	2%	1%	2%	1%	1%	3%	2%	3%	-	-	-
None of these	2%	2%	4%	1%	1%	3%	2%	2%	3%	0%	-	2%	2%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit							
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these	
Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	406	345	311	145	22	167	20
Ranked first	6%	8%	8%	3%	5%	2%	4%	7%
Ranked second	0%	0%	1%	0%	0%	-	0%	-
Ranked third	0%	0%	-	0%	-	-	-	-
Not ranked	93%	91%	91%	96%	95%	98%	95%	93%

Thinking about your household budget and all your outgoings (e.g. rent/mortgage, bills, loan/ credit card payments, food, travel costs etc.)...

Which ONE of the following best describes your situation?

	1261	437	329	302	145	23	168	25
Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	406	345	311	145	22	167	20
I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	33%	100%	-	-	-	-	-	-
I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	28%	-	100%	-	-	-	-	-
I/ we are keeping up with all our outgoings, but struggle from time to time	25%	-	-	100%	-	-	-	-
I/ we are constantly struggling to keep up with our outgoings	12%	-	-	-	100%	-	87%	-
I/ we are falling behind with payments	2%	-	-	-	-	100%	13%	-
None of these	2%	-	-	-	-	-	-	100%

## YouGov / SAB Miller Survey Results

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales
Total															

There have been proposals to change the law so that there is a minimum price for alcoholic drinks, according to how much alcohol they contain. If this law is passed, some drinks sold in shops and supermarkets will increase in price. A minimum price of 45p per unit has been suggested, which according to the Wine and Spirit Trade Association would see 52% of prices in supermarkets and off-licences rise overnight.

Below are some examples of expected price rises:  
A 12-pack of lager (4% ABV) would rise in price from £8 to £9.50

A bottle of wine (13% ABV) would rise in price from £3.69 to £4.39

A bottle of vodka (37.5% ABV) would rise in price from £9.00 to £11.81

A bottle of whisky (40% ABV) would rise in price from £10.32 to £12.60

A 2 litre bottle of cider (5% ABV) would rise in price from £3.20 to £4.50

If prices were to rise as described above, do you think you would drink less, more or the same amount at home?

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Drink less at home	15%	16%	15%	20%	14%	14%	15%	16%	13%	19%	17%	15%	13%	18%	16%	13%	
Drink the same amount at home	74%	72%	77%	65%	74%	77%	73%	76%	78%	68%	76%	80%	79%	69%	70%	78%	
Drink more at home	5%	7%	4%	11%	8%	3%	6%	4%	5%	6%	5%	2%	3%	6%	8%	3%	
Don't know	5%	5%	4%	4%	4%	6%	5%	4%	4%	6%	3%	3%	5%	7%	6%	7%	

## YouGov / SAB Miller Survey Results

Sample Size: 2115

Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

There have been proposals to change the law so that there is a minimum price for alcoholic drinks, according to how much alcohol they contain. If this law is passed, some drinks sold in shops and supermarkets will increase in price. A minimum price of 45p per unit has been suggested, which according to the Wine and Spirit Trade Association would see 52% of prices in supermarkets and off-licences rise overnight.

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A bottle of whisky (40% ABV) would rise in price from £10.32 to £12.60

A 2 litre bottle of cider (5% ABV) would rise in price from £3.20 to £4.50

If prices were to rise as described above, do you think you would drink less, more or the same amount at home?

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Drink less at home		15%	11%	21%	17%	14%	10%	18%	13%	18%	15%	17%	13%	11%	-
Drink the same amount at home		74%	73%	75%	75%	78%	83%	78%	79%	69%	70%	70%	78%	73%	-
Drink more at home		5%	10%	1%	5%	5%	2%	2%	3%	6%	10%	5%	3%	10%	-
Don't know		5%	6%	3%	3%	3%	5%	2%	5%	7%	5%	7%	7%	6%	-



**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

There have been proposals to change the law so that there is a minimum price for alcoholic drinks, according to how much alcohol they contain. If this law is passed, some drinks sold in shops and supermarkets will increase in price. A minimum price of 45p per unit has been suggested, which according to the Wine and Spirit Trade Association would see 52% of prices in supermarkets and off-licences rise overnight.

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A bottle of whisky (40% ABV) would rise in price from £10.32 to £12.60

A 2 litre bottle of cider (5% ABV) would rise in price from £3.20 to £4.50

If prices were to rise as described above, do you think you would drink less, more or the same amount at home?

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Drink less at home		15%	9%	18%	16%	25%	25%	25%	21%
Drink the same amount at home		74%	84%	73%	68%	69%	66%	68%	53%
Drink more at home		5%	4%	5%	10%	2%	5%	3%	2%
Don't know		5%	4%	4%	6%	4%	4%	4%	23%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

And do you think you would drink less, more or the same amount at the pub as a result?

	203	112	91	25	24	37	41	76	99	104	57	36	19	26	49	7
Unweighted Base																
<b>All GB Adults who have had an alcoholic drink in the last week and would drink less at home</b>	192	100	92	26	26	30	35	75	97	95	53	28	15	31	46	8
Drink less at the pub	69%	64%	74%	49%	76%	71%	72%	71%	73%	65%	71%	80%	76%	68%	71%	62%
Drink the same amount at the pub	22%	26%	17%	28%	19%	28%	20%	18%	19%	24%	17%	10%	11%	26%	24%	-
Drink more at the pub	2%	3%	2%	2%	3%	-	-	5%	2%	3%	5%	3%	-	-	2%	-
Don't know	7%	7%	8%	21%	2%	2%	8%	6%	6%	9%	7%	6%	12%	5%	4%	38%

And do you think you would drink less, more or the same amount at the pub as a result?

	926	474	452	91	133	153	180	369	587	339	241	150	99	134	189	40
Unweighted Base																
<b>All GB Adults who have had an alcoholic drink in the last week and would drink the same amount at home</b>	928	456	472	87	141	170	170	361	580	349	244	147	94	115	205	48
Drink less at the pub	30%	24%	37%	24%	25%	34%	33%	31%	26%	38%	23%	43%	24%	29%	35%	40%
Drink the same amount at the pub	61%	69%	54%	64%	68%	62%	59%	58%	65%	54%	66%	48%	67%	65%	58%	46%
Drink more at the pub	1%	1%	1%	5%	1%	-	-	0%	1%	0%	-	0%	3%	1%	1%	-
Don't know	8%	7%	8%	7%	6%	3%	8%	11%	8%	7%	11%	8%	6%	6%	5%	13%

And do you think you would drink less, more or the same amount at the pub as a result?

	65	40	25	13	12	7	13	20	34	31	17	7	4	11	15	3
Unweighted Base																
<b>All GB Adults who have had an alcoholic drink in the last week and would drink more at home</b>	69	44	25	15	15	6	15	18	36	33	15	4	4	10	24	2
Drink less at the pub	76%	71%	84%	97%	81%	82%	40%	81%	69%	83%	63%	61%	100%	57%	78%	100%
Drink the same amount at the pub	15%	18%	10%	-	6%	9%	44%	13%	16%	14%	20%	15%	-	13%	22%	-
Drink more at the pub	3%	4%	-	-	13%	-	-	-	4%	2%	-	-	-	18%	-	-
Don't know	7%	7%	6%	3%	-	8%	16%	6%	11%	1%	17%	24%	-	11%	-	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	203	9	10	23	24	13	23	19	26	28	21	7	9	-
<b>All GB Adults who have had an alcoholic drink in the last week and would drink less at home</b>	192	12	10	26	17	8	20	15	31	28	18	8	12	-
Drink less at the pub	69%	19%	25%	88%	70%	49%	93%	76%	68%	70%	73%	62%	19%	-
Drink the same amount at the pub	22%	75%	25%	10%	25%	17%	7%	11%	26%	21%	27%	-	75%	-
Drink more at the pub	2%	-	24%	-	3%	12%	-	-	-	2%	-	-	-	-
Don't know	7%	6%	26%	2%	2%	22%	-	12%	5%	6%	-	38%	6%	-

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	926	73	38	107	96	68	82	99	134	126	63	40	73	-
<b>All GB Adults who have had an alcoholic drink in the last week and would drink the same amount at home</b>	928	75	35	115	94	64	83	94	115	134	71	48	75	-
Drink less at the pub	30%	19%	29%	22%	23%	43%	43%	24%	29%	33%	40%	40%	19%	-
Drink the same amount at the pub	61%	74%	62%	63%	72%	51%	46%	67%	65%	62%	51%	46%	74%	-
Drink more at the pub	1%	1%	-	-	-	-	1%	3%	1%	1%	-	-	1%	-
Don't know	8%	6%	9%	16%	6%	5%	10%	6%	6%	4%	9%	13%	6%	-

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	65	8	1	11	5	4	3	4	11	11	4	3	8	-
<b>All GB Adults who have had an alcoholic drink in the last week and would drink more at home</b>	69	10	*	8	6	2	2	4	10	19	5	2	10	-
Drink less at the pub	76%	100%	100%	64%	61%	22%	100%	100%	57%	72%	100%	100%	100%	-
Drink the same amount at the pub	15%	-	-	30%	8%	30%	-	-	13%	28%	-	-	-	-
Drink more at the pub	3%	-	-	-	-	-	-	-	18%	-	-	-	-	-
Don't know	7%	-	-	7%	31%	48%	-	-	11%	-	-	-	-	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

And do you think you would drink less, more or the same amount at the pub as a result?

	203	40	58	57	38	6	44	4
Unweighted Base								
<b>All GB Adults who have had an alcoholic drink in the last week and would drink less at home</b>	192	35	61	51	36	6	42	4
Drink less at the pub	69%	66%	69%	74%	74%	47%	70%	9%
Drink the same amount at the pub	22%	26%	26%	12%	15%	44%	19%	68%
Drink more at the pub	2%	4%	1%	5%	-	-	-	-
Don't know	7%	5%	5%	8%	11%	9%	11%	22%

And do you think you would drink less, more or the same amount at the pub as a result?

	926	367	242	200	90	14	104	13
Unweighted Base								
<b>All GB Adults who have had an alcoholic drink in the last week and would drink the same amount at home</b>	928	341	252	211	99	15	114	11
Drink less at the pub	30%	21%	30%	37%	51%	25%	48%	28%
Drink the same amount at the pub	61%	70%	62%	53%	46%	71%	50%	43%
Drink more at the pub	1%	1%	1%	1%	-	-	-	-
Don't know	8%	9%	7%	9%	3%	4%	3%	29%

And do you think you would drink less, more or the same amount at the pub as a result?

	65	13	16	27	6	2	8	1
Unweighted Base								
<b>All GB Adults who have had an alcoholic drink in the last week and would drink more at home</b>	69	15	18	30	3	1	4	*
Drink less at the pub	76%	66%	77%	84%	55%	49%	54%	-
Drink the same amount at the pub	15%	14%	16%	16%	16%	-	12%	-
Drink more at the pub	3%	-	8%	-	-	51%	13%	-
Don't know	7%	20%	-	-	29%	-	22%	100%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	67	38	29	7	6	16	14	24	33	34	15	8	8	13	11	6
<b>All GB Adults who have had an alcoholic drink in the last week and don't know if they would change the amount they drink at home</b>	60	34	26	6	8	13	13	20	28	32	10	5	6	11	17	4
Drink less at the pub	29%	23%	36%	16%	11%	34%	10%	49%	30%	28%	18%	46%	39%	41%	21%	-
Drink the same amount at the pub	19%	14%	24%	59%	34%	10%	10%	11%	10%	26%	32%	16%	34%	11%	23%	-
Drink more at the pub	4%	4%	4%	-	-	-	10%	5%	7%	1%	8%	-	-	-	-	23%
Don't know	49%	59%	35%	26%	56%	55%	69%	35%	53%	45%	42%	38%	27%	48%	56%	77%

Merged

Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Drink less at home and Drink less at the pub	11%	10%	11%	10%	10%	10%	11%	11%	9%	12%	12%	12%	10%	13%	11%	8%
Drink the same amount at home and Drink less at the pub	23%	17%	28%	15%	19%	27%	24%	23%	20%	26%	18%	35%	19%	20%	25%	31%
Drink more at home and Drink less at the pub	4%	5%	3%	11%	6%	2%	3%	3%	3%	5%	3%	1%	3%	4%	6%	3%
Drink less at home and Drink the same amount at the pub	3%	4%	2%	6%	3%	4%	3%	3%	3%	4%	3%	2%	1%	5%	4%	-
Drink the same amount at home and Drink the same amount at the pub	45%	50%	41%	42%	51%	48%	43%	44%	51%	37%	50%	38%	53%	44%	41%	36%
Drink more at home and Drink the same amount at the pub	1%	1%	0%	-	0%	0%	3%	1%	1%	1%	1%	0%	-	1%	2%	-
Drink less at home and Drink more at the pub	0%	0%	0%	0%	0%	-	-	1%	0%	1%	1%	1%	-	-	0%	-
Drink the same amount at home and Drink more at the pub	1%	0%	1%	3%	1%	-	-	0%	1%	0%	-	0%	3%	1%	1%	-
Drink more at home and Drink more at the pub	0%	0%	-	-	1%	-	-	-	0%	0%	-	-	-	1%	-	-
Don't know and Drink less at the pub	1%	1%	2%	1%	0%	2%	1%	2%	1%	2%	1%	1%	2%	3%	1%	-
Don't know and Drink the same amount at the pub	1%	1%	1%	3%	2%	1%	1%	0%	0%	2%	1%	0%	2%	1%	1%	-
Don't know and Drink more at the pub	0%	0%	0%	-	-	-	1%	0%	0%	0%	0%	-	-	-	-	2%
Drink less at home and Don't know	1%	1%	1%	4%	0%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	5%
Drink the same amount at home and Don't know	6%	5%	7%	4%	4%	2%	6%	8%	6%	5%	8%	6%	5%	4%	4%	10%
Drink more at home and Don't know	0%	0%	0%	0%	-	0%	1%	0%	1%	0%	1%	0%	-	1%	-	-
Don't know	2%	3%	2%	1%	2%	3%	4%	1%	2%	3%	1%	1%	1%	3%	3%	6%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	67	6	2	7	6	4	4	8	13	7	4	6	6	-
<b>All GB Adults who have had an alcoholic drink in the last week and don't know if they would change the amount they drink at home</b>	60	6	1	5	4	4	2	6	11	10	7	4	6	-
Drink less at the pub	29%	41%	100%	-	13%	43%	50%	39%	41%	37%	-	-	41%	-
Drink the same amount at the pub	19%	-	-	39%	33%	25%	-	34%	11%	11%	39%	-	-	-
Drink more at the pub	4%	8%	-	-	21%	-	-	-	-	-	-	23%	8%	-
Don't know	49%	51%	-	61%	33%	32%	50%	27%	48%	52%	61%	77%	51%	-

Merged

Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Drink less at home and Drink less at the pub	11%	2%	5%	15%	10%	5%	17%	10%	13%	10%	13%	8%	2%	-
Drink the same amount at home and Drink less at the pub	23%	14%	22%	16%	18%	36%	34%	19%	20%	23%	28%	31%	14%	-
Drink more at home and Drink less at the pub	4%	10%	1%	3%	3%	1%	2%	3%	4%	7%	5%	3%	10%	-
Drink less at home and Drink the same amount at the pub	3%	8%	5%	2%	4%	2%	1%	1%	5%	3%	5%	-	8%	-
Drink the same amount at home and Drink the same amount at the pub	45%	54%	47%	47%	55%	43%	36%	53%	44%	44%	36%	36%	54%	-
Drink more at home and Drink the same amount at the pub	1%	-	-	2%	0%	1%	-	-	1%	3%	-	-	-	-
Drink less at home and Drink more at the pub	0%	-	5%	-	0%	1%	-	-	-	0%	-	-	-	-
Drink the same amount at home and Drink more at the pub	1%	1%	-	-	-	-	1%	3%	1%	1%	-	-	1%	-
Drink more at home and Drink more at the pub	0%	-	-	-	-	-	-	-	1%	-	-	-	-	-
Don't know and Drink less at the pub	1%	2%	3%	-	0%	2%	1%	2%	3%	2%	-	-	2%	-
Don't know and Drink the same amount at the pub	1%	-	-	1%	1%	1%	-	2%	1%	1%	3%	-	-	-
Don't know and Drink more at the pub	0%	0%	-	-	1%	-	-	-	-	-	-	2%	0%	-
Drink less at home and Don't know	1%	1%	6%	0%	0%	2%	-	2%	1%	1%	-	5%	1%	-
Drink the same amount at home and Don't know	6%	4%	7%	12%	5%	4%	8%	5%	4%	3%	6%	10%	4%	-
Drink more at home and Don't know	0%	-	-	0%	2%	1%	-	-	1%	-	-	-	-	-
Don't know	2%	3%	-	2%	1%	1%	1%	1%	3%	3%	4%	6%	3%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	I/ we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	I/ we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	I/ we are keeping up with all our outgoings, but struggle from time to time	I/ we are constantly struggling to keep up with our outgoings	I/ we are falling behind with payments	I/ we are constantly struggling to keep up with our outgoings/ I/ we are falling behind with payments (NET)	None of these

And do you think you would drink less, more or the same amount at the pub as a result?

Unweighted Base	67	17	13	18	11	1	12	7
<b>All GB Adults who have had an alcoholic drink in the last week and don't know if they would change the amount they drink at home</b>	60	15	14	20	6	1	7	5
Drink less at the pub	29%	34%	11%	33%	38%	100%	46%	21%
Drink the same amount at the pub	19%	20%	39%	9%	7%	-	6%	13%
Drink more at the pub	4%	7%	-	2%	12%	-	11%	-
Don't know	49%	39%	50%	55%	43%	-	37%	66%

Merged

Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	406	345	311	145	22	167	20
Drink less at home and Drink less at the pub	11%	6%	12%	12%	18%	12%	18%	2%
Drink the same amount at home and Drink less at the pub	23%	17%	22%	25%	35%	17%	33%	15%
Drink more at home and Drink less at the pub	4%	3%	4%	8%	1%	2%	1%	-
Drink less at home and Drink the same amount at the pub	3%	2%	5%	2%	4%	11%	5%	15%
Drink the same amount at home and Drink the same amount at the pub	45%	59%	45%	36%	32%	47%	34%	23%
Drink more at home and Drink the same amount at the pub	1%	1%	1%	2%	0%	-	0%	-
Drink less at home and Drink more at the pub	0%	0%	0%	1%	-	-	-	-
Drink the same amount at home and Drink more at the pub	1%	1%	1%	1%	-	-	-	-
Drink more at home and Drink more at the pub	0%	-	0%	-	-	2%	0%	-
Don't know and Drink less at the pub	1%	1%	0%	2%	2%	4%	2%	5%
Don't know and Drink the same amount at the pub	1%	1%	2%	1%	0%	-	0%	3%
Don't know and Drink more at the pub	0%	0%	-	0%	1%	-	0%	-
Drink less at home and Don't know	1%	0%	1%	1%	3%	2%	3%	5%
Drink the same amount at home and Don't know	6%	7%	5%	6%	2%	3%	2%	15%
Drink more at home and Don't know	0%	1%	-	-	1%	-	1%	2%
Don't know	2%	1%	2%	4%	2%	-	2%	15%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	
Total																

If prices were to rise as described above and thinking specifically about alcohol you buy in supermarkets and off licences... In which, if any, of the following ways do you think you would change your purchasing behaviour? (Please tick all that apply)

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Switch to lower strength, cheaper alcoholic drinks	8%	6%	9%	14%	7%	7%	3%	8%	7%	9%	11%	7%	7%	9%	4%	8%	
Buy more soft drinks and less alcoholic drinks	5%	5%	5%	10%	9%	4%	5%	3%	6%	5%	4%	3%	4%	8%	8%	5%	
Switch the type of drinks I buy (e.g. from cider to lager etc.)	5%	4%	7%	16%	7%	6%	3%	2%	5%	6%	8%	6%	5%	7%	3%	1%	
Stop buying alcoholic drinks from supermarkets and off licences altogether	6%	7%	5%	10%	8%	4%	4%	5%	4%	9%	5%	8%	7%	8%	7%	2%	
Other	5%	6%	5%	4%	2%	5%	5%	6%	6%	4%	5%	5%	3%	3%	5%	9%	
Don't know	9%	9%	10%	10%	8%	8%	14%	8%	9%	9%	13%	7%	8%	8%	10%	13%	
Not applicable - I don't think I would change my purchasing behaviour	62%	63%	61%	41%	62%	68%	63%	65%	64%	59%	58%	65%	65%	60%	61%	62%	
Not applicable - I don't buy alcohol in supermarkets and off licences	4%	4%	4%	6%	2%	1%	3%	5%	3%	4%	3%	2%	6%	3%	5%	1%	



**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

If prices were to rise as described above and thinking specifically about alcohol you buy in supermarkets and off licences... In which, if any, of the following ways do you think you would change your purchasing behaviour? (Please tick all that apply)

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	102	47	154	121	77	107	119	168	191	101	61	102	-
Switch to lower strength, cheaper alcoholic drinks	8%	6%	20%	11%	8%	7%	7%	7%	7%	9%	4%	4%	8%	6%	-
Buy more soft drinks and less alcoholic drinks	5%	6%	8%	3%	4%	2%	3%	4%	4%	8%	7%	9%	5%	6%	-
Switch the type of drinks I buy (e.g. from cider to lager etc.)	5%	3%	3%	8%	9%	4%	7%	5%	7%	7%	3%	4%	1%	3%	-
Stop buying alcoholic drinks from supermarkets and off licences altogether	6%	1%	9%	5%	4%	5%	10%	7%	8%	7%	6%	6%	2%	1%	-
Other	5%	8%	3%	5%	6%	3%	6%	3%	3%	6%	3%	9%	9%	8%	-
Don't know	9%	2%	7%	14%	12%	6%	8%	8%	8%	8%	12%	6%	13%	2%	-
Not applicable - I don't think I would change my purchasing behaviour	62%	71%	51%	57%	62%	73%	60%	65%	60%	60%	59%	64%	62%	71%	-
Not applicable - I don't buy alcohol in supermarkets and off licences	4%	7%	9%	1%	2%	2%	1%	6%	3%	5%	7%	7%	1%	7%	-

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	<i>I</i> we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	<i>I</i> we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	<i>I</i> we are keeping up with all our outgoings, but struggle from time to time	<i>I</i> we are constantly struggling to keep up with our outgoings	<i>I</i> we are falling behind with payments	<i>I</i> we are constantly struggling to keep up with our outgoings/ <i>I</i> we are falling behind with payments (NET)	None of these

If prices were to rise as described above and thinking specifically about alcohol you buy in supermarkets and off licences...  
In which, if any, of the following ways do you think you would change your purchasing behaviour?  
(Please tick all that apply)

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Switch to lower strength, cheaper alcoholic drinks	8%	4%	9%	7%	14%	11%	14%	-	
Buy more soft drinks and less alcoholic drinks	5%	4%	5%	6%	9%	-	7%	12%	
Switch the type of drinks I buy (e.g. from cider to lager etc.)	5%	3%	6%	8%	5%	6%	5%	12%	
Stop buying alcoholic drinks from supermarkets and off licences altogether	6%	3%	7%	7%	8%	10%	8%	7%	
Other	5%	5%	4%	7%	4%	2%	4%	3%	
Don't know	9%	5%	9%	13%	15%	-	13%	21%	
Not applicable - I don't think I would change my purchasing behaviour	62%	75%	64%	51%	50%	64%	52%	28%	
Not applicable - I don't buy alcohol in supermarkets and off licences	4%	3%	3%	5%	2%	6%	2%	27%	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Gender		Age					Social Grade		Region					
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

If alcohol prices rise as described...  
How likely, if at all, are you to cut back on your  
spending in areas other than alcohol spend in order  
to cover the increased costs?

	Unweighted Base	1261	664	597	136	175	213	248	489	753	508	330	201	130	184	264	56
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	634	615	134	190	219	232	473	740	509	322	184	119	168	292	61
Very likely		4%	5%	4%	9%	7%	3%	6%	1%	4%	5%	3%	3%	4%	6%	6%	1%
Fairly likely		11%	11%	12%	12%	15%	15%	11%	9%	10%	14%	13%	13%	7%	13%	8%	20%
Not very likely		31%	34%	27%	30%	36%	31%	26%	31%	31%	30%	33%	26%	34%	31%	32%	22%
Not at all likely		32%	30%	33%	26%	25%	29%	29%	38%	33%	29%	28%	31%	36%	32%	32%	30%
Don't know		4%	5%	4%	4%	3%	6%	5%	4%	4%	4%	3%	7%	3%	6%	5%	2%
Not applicable – I don't think I will end up spending more on alcohol		18%	15%	21%	19%	15%	18%	22%	17%	18%	18%	20%	20%	16%	13%	17%	25%

If alcohol prices rise as described...Which, if any of  
the following are you likely to do to cut back on your  
spending in other areas? (Please tick all that apply)

	Unweighted Base	1030	563	467	114	145	170	192	409	613	417	261	162	107	157	222	43
<b>All GB Adults who have had an alcoholic drink in the last week and think they will end up spending more on alcohol</b>		1027	539	489	108	162	181	182	395	609	418	259	148	101	147	242	46
Spend less on food		8%	8%	7%	18%	13%	5%	7%	5%	5%	11%	8%	5%	9%	5%	10%	5%
Cut back on leisure activities (e.g. going to the cinema)		17%	17%	17%	28%	19%	11%	22%	13%	16%	19%	12%	16%	16%	20%	18%	26%
Cut back on sports and fitness activities (e.g. sports activities, gym membership etc.)		7%	9%	6%	9%	6%	5%	7%	9%	7%	8%	10%	7%	5%	10%	7%	3%
Spend less on clothing		16%	14%	19%	20%	21%	14%	16%	15%	16%	18%	18%	14%	27%	18%	14%	5%
Spend less on entertainment (e.g. Paid TV subscription, DVD's, books etc.)		15%	15%	14%	26%	22%	9%	14%	11%	14%	15%	17%	16%	16%	10%	13%	16%
Other		11%	10%	11%	7%	7%	10%	10%	14%	12%	8%	12%	13%	8%	7%	12%	11%
Don't know		50%	53%	47%	39%	41%	59%	50%	53%	52%	48%	49%	50%	44%	50%	52%	58%

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Government Region												
Total	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

If alcohol prices rise as described...  
How likely, if at all, are you to cut back on your spending in areas other than alcohol spend in order to cover the increased costs?

	Unweighted Base	1261	96	51	148	131	89	112	130	184	172	92	56	96	-
<b>All GB Adults who have had an alcoholic drink in the last week</b>	1249	102	47	154	121	77	107	119	168	191	101	61	102	-	
Very likely	4%	1%	8%	3%	2%	2%	4%	4%	6%	5%	9%	1%	1%	-	
Fairly likely	11%	13%	3%	19%	9%	18%	9%	7%	13%	7%	9%	20%	13%	-	
Not very likely	31%	33%	24%	34%	35%	32%	21%	34%	31%	35%	26%	22%	33%	-	
Not at all likely	32%	34%	30%	25%	32%	24%	37%	36%	32%	33%	32%	30%	34%	-	
Don't know	4%	3%	3%	3%	3%	10%	5%	3%	6%	5%	4%	2%	3%	-	
Not applicable – I don't think I will end up spending more on alcohol	18%	17%	31%	16%	20%	14%	24%	16%	13%	15%	20%	25%	17%	-	

If alcohol prices rise as described...Which, if any of the following are you likely to do to cut back on your spending in other areas? (Please tick all that apply)

	Unweighted Base	1030	78	31	128	102	77	85	107	157	145	77	43	78	-
<b>All GB Adults who have had an alcoholic drink in the last week and think they will end up spending more on alcohol</b>	1027	85	32	129	97	66	81	101	147	162	81	46	85	-	
Spend less on food	8%	6%	16%	10%	4%	6%	5%	9%	5%	9%	12%	5%	6%	-	
Cut back on leisure activities (e.g. going to the cinema)	17%	19%	23%	15%	5%	20%	12%	16%	20%	20%	15%	26%	19%	-	
Cut back on sports and fitness activities (e.g. sports activities, gym membership etc.)	7%	2%	10%	8%	13%	2%	10%	5%	10%	8%	4%	3%	2%	-	
Spend less on clothing	16%	13%	8%	21%	17%	18%	11%	27%	18%	14%	14%	5%	13%	-	
Spend less on entertainment (e.g. Paid TV subscription, DVD's, books etc.)	15%	16%	11%	19%	17%	9%	21%	16%	10%	11%	18%	16%	16%	-	
Other	11%	10%	28%	11%	7%	12%	14%	8%	7%	10%	15%	11%	10%	-	
Don't know	50%	52%	39%	45%	58%	51%	49%	44%	50%	56%	44%	58%	52%	-	

**YouGov / SAB Miller Survey  
Results**

Sample Size: 2115  
Fieldwork: 7th-9th January 2013

Total	Thinking about your household budget and all your outgoings (e.g. rent/ mortgage, bills, loan/ credit						
Total	<i>✓</i> we are keeping up with all our outgoings without any difficulty and have additional money left over at the end of eac	<i>✓</i> we are keeping up with all our outgoings without any difficulty but don't tend to have any money left over at the end	<i>✓</i> we are keeping up with all our outgoings, but struggle from time to time	<i>✓</i> we are constantly struggling to keep up with our outgoings	<i>✓</i> we are falling behind with payments	<i>✓</i> we are constantly struggling to keep up with our outgoings/ <i>✓</i> we are falling behind with payments (NET)	None of these

If alcohol prices rise as described...  
How likely, if at all, are you to cut back on your spending in areas other than alcohol spend in order to cover the increased costs?

	Unweighted Base	1261	437	329	302	145	23	168	25
<b>All GB Adults who have had an alcoholic drink in the last week</b>		1249	406	345	311	145	22	167	20
Very likely	4%	2%	5%	6%	6%	10%	7%	3%	
Fairly likely	11%	6%	14%	14%	18%	11%	17%	9%	
Not very likely	31%	36%	27%	33%	23%	34%	25%	12%	
Not at all likely	32%	37%	35%	23%	28%	28%	28%	23%	
Don't know	4%	3%	4%	5%	8%	3%	7%	13%	
Not applicable – I don't think I will end up spending more on alcohol	18%	17%	16%	20%	16%	15%	16%	40%	

If alcohol prices rise as described...Which, if any of the following are you likely to do to cut back on your spending in other areas? (Please tick all that apply)

	Unweighted Base	1030	366	269	239	120	19	139	17
<b>All GB Adults who have had an alcoholic drink in the last week and think they will end up spending more on alcohol</b>		1027	337	290	248	122	19	141	12
Spend less on food	8%	3%	6%	13%	13%	15%	13%	8%	
Cut back on leisure activities (e.g. going to the cinema)	17%	9%	14%	25%	26%	32%	26%	29%	
Cut back on sports and fitness activities (e.g. sports activities, gym membership etc.)	7%	4%	6%	10%	9%	19%	10%	21%	
Spend less on clothing	16%	8%	22%	23%	13%	18%	14%	8%	
Spend less on entertainment (e.g. Paid TV subscription, DVD's, books etc.)	15%	8%	14%	23%	19%	18%	19%	4%	
Other	11%	16%	10%	7%	6%	13%	7%	12%	
Don't know	50%	61%	49%	40%	44%	44%	44%	50%	