

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 1
Q1. How often, if at all, do you have a drink containing alcohol?
Base: All respondents

	Gender		Age							Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Never	324 15%	105 10%	218 20%a	33 13%	51 14%	55 16%	50 13%	52 17%	83 18%	67 12%	66 12%	66 14%	125 24%ijkl	24 14%	14 16%	34 15%	27 16%	23 13%	16 11%	11 11%	37 19%	55 20%st	46 16%	26 14%	10 16%	28 10%	107 12%	324 25%D	- -
NET: Ever	1783 85%	921 90%b	862 80%	212 87%	314 86%	291 84%	326 87%	251 83%	389 82%	500 88%lm	501 88%lm	394 86%lm	389 76%	153 86%	72 84%	201 85%	146 84%	161 87%	135 89%v	93 89%	161 81%	215 80%	240 84%	154 86%	52 84%	239 90%	819 88%	960 75%	823 100%C
Monthly or less	526 25%	202 20%	323 30%a	86 35%efgh i	109 30%hi	79 23%	95 25%	63 21%	93 20%	110 19%	145 26%j	124 27%j	146 28%j	49 28%qy	26 30%qy	47 20%	30 17%	51 28%qy	41 27%	29 28%	47 24%	66 24%	75 26%q	56 31%pqy	8 13%	74 28%	248 27%	469 37%D	56 7%
2-4 times per month	505 24%	280 27%b	224 21%	71 29% i	92 25% i	99 29% i	92 24% i	67 22%	83 18%	156 28%lm	156 28%lm	92 20%	100 19%	58 33% tuvw wx	20 23%	70 30% ux	49 28%	41 22%	37 25%	19 19%	38 19%	58 22%	61 21%	34 19%	18 30%	80 30%	247 27%	315 25%	190 23%
2-3 times per week	489 23%	283 28%b	207 19%	42 17%	91 25%	93 27% d	93 25%	71 23%	100 21%	156 27% m	127 22%	108 24%	99 19%	40 22%	20 23%	51 22%	41 24%	40 22%	42 28%	30 29%	45 23%	58 21%	58 20%	45 25%	20 32%	58 22%	238 26%	151 12%	339 41%C
4+ times per week	264 13%	156 15%b	108 10%	13 6%	22 6%	20 6%	46 12% def	50 16% def	113 24% def gh	78 14% m	73 13% m	69 15% m	44 9%	7 4%	7 8%	33 14% n	26 15% n	28 15% n	15 10% n	15 14% n	31 16% n	33 12% n	45 16% n	19 10% n	6 10% n	27 10%	86 9%	26 2%	238 29%C

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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Table 2

Q2. How many units of alcohol do you drink on a typical day when you are drinking? Note: A regular pint of Beer/Lager/Cider = 2 units, a regular glass of wine = 2 units, a bottle of wine = 9 units, a single measure of spirits = 1 unit, a regular alcopop = 1.5 units

Base: All respondents who drink alcohol

		Gender			Age					Social Grade					Region										Employment Sector		Risk Group			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
1-2	(1.5)	720 40%	291 32%	429 50%a	58 27%	90 29%	111 38%de	128 39%de	119 47%de	215 55%defg	199 40%	191 38%	164 42%	166 43%	62 40%p	30 41%	56 28%	50 34%	72 45%p	63 47%p	31 33%	83 51%pq vx	83 39%p	112 47%pq	57 37%	22 43%	81 34%	296 36%	663 69%D	57 7%
3-4	(3.5)	497 28%	256 28%	241 28%	70 33%gi	114 36%ghi	84 29%	78 24%	61 24%	90 23%	150 30%il	162 32%ilm	84 21%	100 26%	36 24%	20 28%	59 29%	41 28%	46 29%	36 27%	29 32%	42 26%	62 29%	68 29%	42 27%	16 31%	72 30%	245 30%	254 26%	243 30%
5-6	(5.5)	274 15%	171 19%b	103 12%	34 16%	61 19%	43 15%	46 14%	36 14%	53 14%	83 17%	69 14%	74 19%lm	48 12%	26 17%r	8 12%	42 21%r	20 13%	12 8%	22 16%r	13 14%	20 12%	48 22%ruw	33 14%	25 16%r	5 10%	44 18%	136 17%	43 5%	231 28% C
7-9	(8)	154 9%	98 11%b	56 6%	27 13%ei	21 7%	29 10%i	32 10%i	24 10%i	20 5%	32 6%	40 8%	43 11%j	39 10%	11 7%	8 12%	24 12%v	16 11%	12 7%	8 6%	11 12%	13 8%	12 6%	16 7%	18 12%v	3 7%	21 9%	84 10%	-	154 19% C
10+	(10)	139 8%	105 11%b	34 4%	22 11%hi	28 9%i	24 8%i	41 13%hi	11 5%	12 3%	36 7%	38 8%	29 7%	35 9%	18 12% suvw	5 8%	20 10%uw	20 14% suv w	19 12% suvw	5 4%	9 10%u	4 2%	10 5%	10 4%	12 8%u	5 11%u	22 9%	58 7%	-	139 17% C
Mean		3.89	4.46b	3.29	4.55hi	4.20hi	4.02i	4.26hi	3.57i	3.10	3.79	3.87	4.02	3.94	4.13su w	3.91	4.53su vw	4.49su vw	3.84	3.44	4.29su w	3.24	3.73	3.43	4.13su w	3.82	4.17	4.03	2.21	5.86C
Standard deviation		2.67	2.84	2.33	2.78	2.57	2.71	2.99	2.52	2.22	2.55	2.60	2.74	2.81	2.90	2.75	2.74	3.02	2.91	2.35	2.82	2.26	2.35	2.38	2.73	2.81	2.70	2.63	1.13	2.60
Standard error		0.06	0.09	0.08	0.21	0.15	0.16	0.16	0.16	0.11	0.11	0.11	0.15	0.14	0.22	0.33	0.20	0.26	0.25	0.21	0.29	0.17	0.15	0.15	0.23	0.41	0.18	0.09	0.04	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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Table 3

Q3. How often have you had 6/8 or more units, on a single occasion in the last year?

Base: All respondents who drink alcohol

	Gender			Age						Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Never	529 30%	225 24%	303 35%a	27 13%	54 17%	67 23%cd	92 28%de	92 37%defg	197 51%defgh	137 27%	126 25%	126 32%k	139 36%jk	47 31%p	19 27%	39 20%	37 25%	45 28%	44 32%p	23 25%	59 37%pq	61 28%	92 38%pqv	47 31%p	15 28%	46 19%	190 23%	513 53%D	15 2%
NET: Ever	1255 70%	696 76%b	559 65%	185 87%fghi	260 83%ghi	224 77%hi	234 72%hi	159 63%i	192 49%	363 73%im	375 75%lm	267 68%	250 64%	106 69%	53 73%	161 80%nsuwx	110 75%uw	115 72%	91 68%	70 75%w	102 63%	154 72%w	148 62%	107 69%	37 72%	193 81%	629 77%	447 47%	808 98%C
Less than monthly	698 39%	354 38%	344 40%	100 47%i	153 49%ghi	120 41%i	128 39%i	96 38%i	102 26%	213 43%	204 41%	140 36%	141 36%	58 38%	29 40%	78 39%	49 34%	67 42%	52 38%	40 43%	61 38%	84 39%	91 38%	68 44%	21 41%	111 46%	354 43%	421 44%D	277 34%
Monthly	265 15%	154 17%b	111 13%	57 27%eghi	48 15%	54 19%hi	41 13%	24 10%	41 11%	91 18%l	76 15%	48 12%	51 13%	20 13%	11 16%	37 18%rw	27 18%r	14 9%	23 17%	15 16%	22 14%	42 19%rw	25 11%	20 13%	9 17%	39 16%	139 17%	25 3%	240 29%C
Weekly	248 14%	160 17%b	88 10%	25 12%	54 17%i	50 17%i	52 16%i	33 13%	34 9%	48 10%	81 16%j	69 18%j	49 13%	29 19%uvw	12 17%	44 22%stuvwx	31 21%stuvwx	31 19%uvw	15 11%	8 9%	15 9%	18 9%	24 10%	14 9%	7 14%	39 16%	120 15%	1 *	246 30%C
Daily or almost daily	44 2%	27 3%	16 2%	3 1%	5 2%	1 *	13 4%f	7 3%f	15 4%f	11 2%	14 3%	10 3%	9 2%	- -	1 1%	3 1%	3 2%	3 2%	2 2%	7 8%np	4 2%	10 4%n	7 3%n	4 3%	- -	5 2%	16 2%	- -	44 5%C

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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Table 4
Risk Groups based on Q1-3 score
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Lower risk	1284 61%	511 50%	773 71% ^a	139 57%	208 57%	212 61%	214 57%	195 64%	317 67% ^d	322 deg	335 57%	270 59%	358 70% ^{jkl}	118 y	50 66% ^{pqt}	123 52%	92 53%	115 62%	98 65% ^p	53 51%	136 69% ^{pqt}	174 y	185 65% ^{pqt}	111 62%	30 49%	148 55%	531 57%	1284 100% ^D	-
Increasing or higher risk	823 39%	515 50% ^b	308 29%	106 43% ⁱ	157 43% ⁱ	134 39%	162 43% ⁱ	109 36%	156 33%	245 43% ^m	232 41% ^m	189 41% ^m	156 30%	60 34%	35 41%	112 vw	82 48% ^{nsu}	69 47% ⁿ	54 35%	51 49% ⁿ	62 31%	96 35%	101 35%	69 38%	31 51% ⁿ	119 45%	395 43%	-	823 100% ^C

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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Table 5

Q4. And thinking about the occasions when you drink, which of the following types of drink do you consume most regularly?

Base: All respondents who drink alcohol

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Beer / cider	936 52%	680 74%b	256 30%	103 49%i	200 64% dhi	167 57%i	189 58%i	131 52%i	146 38%	272 54%	243 49%	202 51%	219 56%k	85 55%w	37 51%	119 59%uw	82 56%w	90 56%w	80 59%w	55 59%w	77 48%	110 51%w	99 41%	73 47%	29 56%	126 53%	492 60%	427 44%	510 62% C		
Wine	863 48%	324 35%	540 63%a	80 38%	137 44%	135 47%	144 44%	119 47%	248 64% def gh	279 56% lm	268 53% lm	162 41%	155 40%	67 44%	31 42%	80 40%	66 45%	71 44%	52 39%	46 50%	91 56% nps	115 53% ps	141 59% nop qrsy	83 54% ps	21 41%	113 47%	365 45%	487 51%	377 46%		
Spirits (e.g. gin, vodka, whisky, rum etc.)	615 35%	277 30%	339 39%a	115 54% efg hi	134 43% ghi	105 36% hi	99 30%	64 25%	99 25%	160 32%	174 35%	156 40% j	126 32%	61 40% r	41 57% npq rstuvw xy	73 36% r	45 31%	37 23%	46 34%	29 31%	58 36% r	79 37% r	78 33%	54 35% r	15 28%	79 33%	306 37%	330 34%	286 35%		
Other	49 3%	16 2%	34 4%a	12 6% f	8 3%	2 1%	7 2%	5 2%	14 4% f	14 3%	9 2%	7 2%	18 5% k	3 2%	- -	7 4% w	2 2%	10 6% w	7 5% w	1 1%	5 3%	7 3% w	1 1%	6 4% w	- -	6 3%	16 2%	40 4% D	10 1%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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Absolutes/col percents

Table 6

Q5. In the box below, please write in all the information that you think you would currently find on a normal alcohol label. Please think about information provided on both the front and the back of the container, and include as many different types of information as you can think of.

Base: All respondents who drink alcohol

	Gender			Age							Social Grade				Region											Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-ate (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
ABV % (alcohol volume)	1340 75%	708 77%	633 73%	147 69%	218 69%	216 74%	256 79%de	193 77%	311 80%de	396 79%km	357 71%	310 79%km	278 71%	116 76%	52 73%	146 73%	123 84%prt v	110 68%	108 80%v	67 72%	123 76%	146 68%	180 75%	127 82%rv	43 83%	173 72%	599 73%	695 72%	646 78% C
Alcohol units	509 29%	242 26%	267 31%a	89 42% i	116 37% fghi	85 29% i	96 29% i	60 24% i	64 16%	145 29%	159 32% m	111 28%	94 24%	43 28%	24 33%	55 28%	37 25%	56 35% v	47 35% v	27 29%	40 25%	47 22%	60 25%	54 35% v	20 38% v	75 31%	256 31%	246 26%	263 32% C
Place of origin	480 27%	200 22%	280 33%a	46 22%	74 23%	74 26%	79 24%	62 25%	145 37% def gh	160 32% lm	142 28% m	94 24%	84 22%	40 26%	20 28%	44 22%	43 29%	32 20%	30 22%	26 28%	47 29%	52 24%	78 33% pr v	54 35% prs v	15 29%	49 21%	206 25%	254 26%	226 28%
Ingredients	469 26%	257 28%	212 25%	75 35% gi	96 31% gi	99 34% gi	71 22%	65 26% i	63 16%	155 31% m	129 26%	101 26%	84 22%	44 29%	16 22%	59 29%	52 36% uv	42 26%	34 25%	24 26%	33 21%	46 21%	66 28%	39 25%	12 24%	71 30%	233 28%	240 25%	229 28%
Volume/ how much is contained in the bottle/ can	443 25%	220 24%	224 26%	45 21%	59 19%	61 21%	78 24%	64 26%	136 35% def gh	122 24%	114 23%	103 26%	105 27%	45 30% v	19 26%	43 21%	39 27%	39 24%	36 27%	26 28%	36 22%	42 19%	60 25%	43 28%	16 32%	42 17%	193 24%	240 25%	203 25%
Brand name/ logo	432 24%	235 26%	197 23%	67 32% ghi	102 33% ghi	79 27% hi	72 22%	45 18%	66 17%	141 28% lm	139 28% m	84 21%	68 18%	48 31% stu v	21 28%	48 24%	44 30% u	39 24%	26 19%	17 18%	32 20%	45 21%	58 24%	41 26%	14 27%	51 21%	221 27%	186 19%	246 30% C
A description of the product/ the type of product	246 14%	114 12%	131 15%	30 14%	37 12%	46 16%	39 12%	32 13%	61 16%	76 15%	81 16% m	47 12%	41 11%	19 12%	18 25% npqu v	16 8%	11 8%	27 17% pq	27 20% pqv	12 12%	21 13%	23 11%	36 15% p	26 17% pq	9 17%	22 9%	111 14%	125 13%	121 15%
The brewer/ manufacturer	164 9%	104 11% b	60 7%	9 4%	16 5%	20 7%	27 8%	35 14% def g	56 15% defg	44 9%	53 11%	28 7%	39 10%	13 8%	7 9%	20 10%	19 13% v	17 10%	14 10%	10 11%	10 6%	13 6%	18 8%	15 10%	8 15%	21 9%	70 9%	93 10%	71 9%
The Chief Medical Officers' alcohol consumption guidelines	133 7%	66 7%	67 8%	31 15% eghi	17 6%	25 8% g	14 4%	17 7%	29 7%	42 8%	41 8%	21 5%	29 7%	10 7%	5 7%	20 10%	10 7%	6 4%	7 5%	6 6%	8 5%	16 7%	25 10% r	18 11% ru	3 6%	17 7%	57 7%	60 6%	73 9% C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Prepared by the Royal Society of Public Health

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Absolutes/col percents

Table 6

Q5. In the box below, please write in all the information that you think you would currently find on a normal alcohol label. Please think about information provided on both the front and the back of the container, and include as many different types of information as you can think of.

Base: All respondents who drink alcohol

	Gender		Age							Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Calorie content	123 7%	50 5%	73 8% ^a	20 10% ⁱ	25 8% ⁱ	17 6%	31 9% ⁱ	15 6%	14 4%	31 6%	34 7%	37 9%	21 5%	10 7%	10 13%	12 6%	12 8%	9 5%	8 6%	8 8%	9 5%	13 6%	17 7%	15 10%	2 5%	20 8%	70 9%	58 6%	66 8%		
'Drink responsibly' message	117 7%	62 7%	55 6%	20 9%	23 7%	12 4%	26 8%	16 7%	20 5%	32 6%	39 8%	21 5%	25 6%	11 7%	6 8%	7 4%	13 9%	11 7%	8 6%	7 8%	11 7%	11 5%	20 8%	8 5%	5 9%	10 4%	58 7%	55 6%	62 8%		
The flavour/ taste of the product	115 6%	30 3%	85 10% ^a	17 8%	15 5%	22 8%	24 7%	14 6%	22 6%	26 5%	31 6%	32 8%	27 7%	9 6%	8 11%	14 7%	14 10%	6 4%	8 6%	8 8%	11 7%	11 5%	12 5%	8 5%	5 9%	24 10% ^B	44 5%	66 7%	48 6%		
Health warnings (e.g. "drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy")	95 5%	59 6%	36 4%	12 6%	26 8% ⁱ	15 5%	17 5%	10 4%	16 4%	31 6%	24 5%	23 6%	17 4%	3 2%	11 16% ^{npqr stuvw}	7 4%	9 6% ^u	10 6% ^u	6 4%	2 2%	2 1%	7 3%	16 7% ^{nu}	18 12% ^{nptu v}	3 6%	16 7%	53 7%	43 5%	52 6%		
Warning not to drink while pregnant	77 4%	31 3%	46 5%	30 14% ^{efghi}	24 8% ^{ghi}	15 5% ^{hi}	8 3% ^{hi}	1 *	- -	24 5%	24 5%	13 3%	16 4%	8 5%	4 6%	10 5%	5 3%	7 4%	9 7%	8 8%	4 3%	7 3%	9 4%	4 2%	2 4%	10 4%	39 5%	36 4%	41 5%		
Nutritional information (e.g. fat/salt/sugar content)	71 4%	37 4%	34 4%	19 9% ^{fgi}	19 6% ^{fi}	7 2%	10 3%	11 4% ⁱ	6 1%	20 4%	21 4%	22 6% ^{lm}	8 2%	6 4%	3 4%	9 4%	5 3%	8 5%	4 3%	2 2%	8 5%	11 5%	7 3%	8 5%	2 3%	17 7%	33 4%	43 4%	28 3%		
Best before date	67 4%	52 6% ^b	15 2%	7 3%	10 3%	12 4%	15 5%	14 5%	9 2%	24 5%	17 3%	11 3%	15 4%	7 5%	2 3%	9 5%	13 9% ^{ruv}	3 2%	3 3%	2 3%	4 2%	4 2%	9 4%	5 4%	5 10% ^{ruv}	11 4%	32 4%	22 2%	45 5% ^C		
The grape/ hop type	62 3%	18 2%	44 5% ^a	1 *	3 1%	3 1%	7 2%	10 4% ^{df}	38 10% ^{defgh}	23 5%	18 4%	9 2%	12 3%	4 2%	1 1%	4 2%	8 5%	4 2%	2 2%	1 2%	7 5%	7 3%	17 7% ^{ps}	5 3%	3 5%	8 3%	13 2%	26 3%	36 4%		
The year it was produced	53 3%	33 4%	20 2%	8 4%	9 3%	3 1%	16 5% ^{fh}	3 1%	16 4% ^{fh}	20 4%	13 3%	8 2%	13 3%	7 5%	2 2%	2 1%	6 4%	6 4%	3 2%	1 1%	5 3%	8 4%	5 2%	7 4%	3 6%	5 2%	20 2%	28 3%	25 3%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 6

Q5. In the box below, please write in all the information that you think you would currently find on a normal alcohol label. Please think about information provided on both the front and the back of the container, and include as many different types of information as you can think of.

Base: All respondents who drink alcohol

	Gender		Age							Social Grade					Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Other answers	50 3%	27 3%	23 3%	2 1%	16 5%dh	9 3%	7 2%	2 1%	13 3%h	19 4%	14 3%	10 2%	7 2%	6 4%	1 1%	3 1%	2 1%	2 2%	1 1%	4 5%	6 4%	9 4%	7 3%	6 4%	3 5%	6 3%	30 4%	27 3%	23 3%		
Contact details for the manufacturer/ telephone number/ website/ address	48 3%	34 4%b	15 2%	4 2%	15 5%i	11 4%i	8 2%	7 3%	4 1%	12 2%	18 4%	11 3%	8 2%	8 5%su	3 4%	7 4%	8 5%u	4 3%	1 1%	3 4%	2 1%	3 1%	4 2%	4 2%	1 2%	7 3%	26 3%	20 2%	28 3%		
Recyclable information/ how to dispose of product	45 3%	27 3%	18 2%	13 6%lghi	7 2%	6 2%	8 2%	2 1%	8 2%	14 3%	13 3%	8 2%	10 3%	4 2%	2 2%	3 2%	8 6%	2 1%	3 2%	4 4%	3 2%	3 2%	9 4%	4 2%	- -	8 4%	21 3%	18 2%	28 3%		
The barcode	34 2%	20 2%	14 2%	9 4%fg	8 3%	2 1%	2 1%	4 2%	8 2%	11 2%	11 2%	8 2%	4 1%	1 1%	2 3%	8 4%	2 2%	2 1%	4 3%	1 1%	1 1%	3 1%	4 2%	6 4%	- -	1 *	18 2%	19 2%	25 2%		
How best to consume/ serve the product (e.g chilled, with fish etc)	31 2%	10 1%	21 2%a	3 2%	2 1%	4 1%	4 1%	6 2%	11 3%	13 3%	8 2%	6 1%	4 1%	4 3%p	1 2%	- -	1 1%	1 1%	3 3%	3 3%p	3 2%	4 2%	6 2%p	4 3%p	- -	2 1%	12 1%	20 2%	11 1%		
Warnings (non-specific)	30 2%	19 2%	12 1%	7 3%h	12 4%ghi	5 2%	2 1%	1 *	3 1%	14 3%m	9 2%	5 1%	2 1%	5 3%	3 4%	1 1%	3 *	2 2%	4 1%	4 4%	2 1%	4 2%	5 2%	2 1%	- -	5 2%	16 2%	17 2%	13 2%		
Nothing in particular	30 2%	19 2%	11 1%	7 3%i	7 2%i	5 2%	4 1%	6 2%i	1 *	9 2%	6 1%	5 1%	9 2%	5 3%r	- -	3 2%	1 1%	- -	2 2%	1 1%	2 1%	5 2%	9 4%r	1 1%	- -	3 1%	17 2%	21 2%	9 1%		
Additive/ preservative/ sulphite content	29 2%	13 1%	17 2%	3 1%	7 2%	2 1%	3 1%	5 2%	10 3%	12 2%	9 2%	4 1%	4 1%	- -	- -	9 4%nr	1 1%	- -	1 *	4 4%nr	2 1%	4 2%	3 1%	4 3%	3 6%nrs	3 1%	14 2%	16 2%	13 2%		
Information/ details about the manufacturer/ brand/ history/ trivia	27 2%	18 2%	9 1%	6 3%	4 1%	2 1%	6 2%	2 1%	7 2%	12 2%m	8 2%	7 2%	1 *	- -	3 4%nsx	3 2%	3 2%	3 2%	- -	1 1%	5 3%nx	2 1%	5 2%	- -	1 2%	2 1%	14 2%	11 1%	16 2%		
Warning not to drink under the legal age	20 1%	8 1%	12 1%	7 3%ghi	3 1%	9 3%ghi	* *	- *	1 *	4 1%	10 2%m	5 1%	1 *	2 1%	2 2%	2 1%	1 1%	2 1%	2 1%	2 2%	2 1%	3 1%	2 1%	1 1%	- -	2 1%	9 1%	12 1%	8 1%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 6

Q5. In the box below, please write in all the information that you think you would currently find on a normal alcohol label. Please think about information provided on both the front and the back of the container, and include as many different types of information as you can think of.

Base: All respondents who drink alcohol

	Gender		Age							Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Allergy advice	19 1%	11 1%	7 1%	6 3%fi	2 *	- -	9 3%efhi	1 *	1 *	6 1%	5 1%	6 1%	2 *	2 1%	- -	5 2%	3 2%	2 1%	- -	2 2%	1 1%	3 1%	2 1%	- -	- -	3 1%	7 1%	5 1%	14 2% C		
Where the product was bottled	18 1%	7 1%	12 1%	1 *	1 *	3 1%	5 1%	4 2%	5 1%	4 1%	7 1%	3 1%	4 1%	2 1%	1 2%	2 1%	- -	1 1%	- -	1 1%	4 3%	1 *	4 2%	3 2%	- -	4 2%	6 1%	11 1%	7 1%		
Warning not to drink and drive	18 1%	5 1%	13 2%	7 3%lgi	3 1%	- -	2 1%	3 1%	2 1%	5 1%	5 1%	3 1%	6 1%	1 1%	- -	1 *	4 2%	1 *	1 1%	3 3%	- -	6 3%u	2 1%	- -	- -	1 1%	5 1%	12 1%	5 1%		
Manufacturing information	17 1%	12 1%	5 1%	4 2%	4 1%	1 *	1 *	2 1%	4 1%	6 1%	6 1%	5 1%	1 *	- -	- -	3 1%	1 1%	3 2%	1 1%	- -	3 2%w	4 2%w	- -	1 1%	1 2%	3 1%	7 1%	7 1%	10 1%		
Details of the importer	13 1%	6 1%	7 1%	- -	4 1%	- -	- -	4 2%g	5 1%g	6 1%	2 *	1 *	4 1%	- -	- -	1 *	- -	- -	1 1%	- -	1 1%	1 *	2 1%	5 4%nqr	2 4%nqr	- -	4 1%	6 1%	7 1%		
Suitable for dietary requirements/ vegetarians/ vegans	10 1%	7 1%	3 *	5 2%hi	2 1%	2 1%	2 *	- -	- -	5 1%	3 1%	2 1%	- -	- -	1 1%	3 2%	- -	4 2%w	- -	- -	- -	2 1%	- -	- -	1 1%	1 *	4 1%	4 *	6 1%		
Storage advice/ where to store/ at what temperature	8 *	2 *	6 1%	3 1%	- -	1 *	2 1%	- -	2 1%	3 1%	2 *	3 1%	1 *	1 1%	- -	1 *	- -	- -	2 1%	- -	1 *	1 1%	1 *	1 1%	1 1%	1 *	4 1%	7 1%	2 *		
The price	6 *	4 *	2 *	1 1%	2 1%	1 1%	- -	- -	1 *	3 1%	1 *	1 *	2 1%	1 *	- -	1 *	2 1%	1 1%	1 *	- -	1 1%	- -	1 *	- -	- -	- -	5 1%	4 *	2 *		
General information about the product/ general interest (non-specific)	5 *	1 *	4 *	1 *	4 1%gi	- -	- -	- -	- -	1 *	2 *	2 1%	- -	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	2 1%	1 1%	- -	1 *	4 *	3 *	2 *		
Details of where to find further alcohol health information online	3 *	3 *	- -	- -	2 1%	2 1%	- -	- -	- -	1 *	1 *	2 *	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 1%	2 *	- -	3 *		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 6

Q5. In the box below, please write in all the information that you think you would currently find on a normal alcohol label. Please think about information provided on both the front and the back of the container, and include as many different types of information as you can think of.

Base: All respondents who drink alcohol

	Gender		Age							Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Don't know	145	72	73	19	17	29	26	17	36	22	46	30	47	11	2	21	10	19	11	8	16	24	19	3	2	22	59	93	51
	8%	8%	8%	9%	6%	10%	8%	7%	9%	4%	9%	8%	12%	7%	2%	10%	7%	12%	8%	8%	10%	11%	8%	2%	5%	9%	7%	10%	6%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey
ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 7

Q6. When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?

Base: All respondents who drink alcohol

Summary table

	<u>The front label</u>	<u>The back label</u>	<u>Online</u>	<u>NET: Any</u>
Unweighted base	1786	1786	1786	1786
Weighted base	1783	1783	1783	1783
NET: Ever	1506 84%	1312 74%	625 35%	1526 86%
In the shop before purchasing the alcohol	1249 70%	948 53%	418 23%	1325 74%
Before drinking the alcohol	398 22%	417 23%	233 13%	614 34%
After drinking the alcohol	81 5%	154 9%	45 3%	188 11%
Never	278 16%	472 26%	1158 65%	257 14%

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 8
Q6. When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?
Base: All respondents who drink alcohol
The front label

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: Ever	1506	763	743	186	267	253	275	189	336	447	422	327	309	130	59	167	133	137	118	69	134	175	208	133	43	198	697	797	709
	84%	83%	86%	88%h	85%h	87%h	84%h	75%	86%h	89%klm	84%	83%	80%	85%	82%	83%	91%tv	85%	87%t	75%	83%	82%	87%t	86%t	83%	83%	85%	83%	86%
In the shop before purchasing the alcohol	1249	616	633	154	216	205	223	160	292	372	341	274	263	112	49	139	111	107	99	60	114	142	167	110	38	150	576	672	577
	70%	67%	73%a	73%	69%	70%	68%	64%	75%h	74%klm	68%	70%	68%	73%	68%	69%	76%	67%	74%	65%	70%	66%	70%	71%	73%	63%	70%	70%	70%
Before drinking the alcohol	398	221	177	60	95	67	80	41	54	131	123	77	66	31	14	46	30	36	27	13	32	51	62	48	7	63	208	193	204
	22%	24%	21%	28%hi	30%hi	23%i	25%hi	16%	14%	26%lm	25%m	19%	17%	20%	19%	23%	20%	23%	20%	14%	20%	24%	26%t	31%tuy	14%	26%	25%	20%	25%C
After drinking the alcohol	81	55	25	14	25	10	11	13	8	30	21	15	15	4	2	10	7	5	1	2	13	12	13	11	2	11	46	28	53
	5%	6%b	3%	6%i	8%fgi	3%	4%	5%	2%	6%	4%	4%	4%	3%	2%	5% ^s	5%	3%	*	2%	8%ns	6% ^s	5% ^s	7% ^s	4%	5%	6%	3%	6% ^C
Never	278	158	120	26	47	38	51	62	54	53	78	66	80	23	13	34	13	24	17	24	28	40	32	21	9	41	122	164	114
	16%	17%	14%	12%	15%	13%	16%	25%def	14%	11%	16% ^j	17% ^j	20% ^j	15%	18%	17%	9%	15%	13%	25%qsw	17%	18%q	13%	14%	17%	17%	15%	17%	14%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
 * small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 9

Q6. When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?

Base: All respondents who drink alcohol

The back label

	Gender		Age							Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: Ever	1312	672	639	161	240	212	233	170	296	404	363	272	272	113	49	136	108	128	104	60	118	153	179	122	41	174	611	677	635
	74%	73%	74%	76%	77%h	73%	71%	68%	76%h	81%klm	73%	69%	70%	74%	68%	68%	74%	80%pt	77%	64%	73%	71%	74%	79%pt	80%	73%	75%	70%	77%C
In the shop before purchasing the alcohol	948	467	482	112	172	137	164	138	225	284	263	196	205	88	33	96	84	97	71	43	91	109	124	84	30	116	427	514	435
	53%	51%	56%	53%	55%	47%	50%	55%	58%f	57%	53%	50%	53%	57%	45%	48%	57%	60%p	52%	46%	56%	51%	52%	54%	57%	49%	52%	53%	53%
Before drinking the alcohol	417	236	180	62	95	76	79	30	75	152	113	83	68	34	16	49	22	32	36	12	37	59	61	46	13	56	223	198	219
	23%	26%b	21%	29%hi	30%hi	26%h	24%h	12%	19%h	30%klm	23%	21%	18%	22%	22%	24%	15%	20%	26%qt	13%	23%	27%qt	25%qt	30%qt	24%	24%	27%	21%	27%C
After drinking the alcohol	154	92	62	31	34	28	25	20	15	45	51	30	27	7	6	19	8	10	5	8	12	17	34	20	4	21	89	55	98
	9%	10%	7%	15%gi	11%i	10%i	8%i	8%i	4%	9%	10%	8%	7%	5%	9%	10%	6%	10%	4%	9%	8%	8%	14%nrqsv	13%ns	8%	9%	11%	6%	12%C
Never	472	249	223	51	74	78	93	82	94	96	137	122	116	40	23	64	38	33	31	33	43	62	61	32	11	66	208	284	188
	26%	27%	26%	24%	23%	27%	29%	32%ei	24%	19%	27%j	31%j	30%j	26%	32%rx	26%	20%	23%	36%rx	27%	29%	26%	21%	20%	27%	25%	30%D	23%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 10

Q6. When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?

Base: All respondents who drink alcohol

Online

	Gender			Age						Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: Ever	625	329	296	81	129	112	95	73	135	192	168	139	126	63	29	72	52	44	50	22	47	82	94	53	19	88	292	317	309
	35%	36%	34%	38%	41%gh	39%gh	29%	29%	35%	38%	34%	35%	32%	41%rtu	40%	36%	35%	27%	37%	24%	29%	38%rt	39%rt	34%	36%	37%	36%	33%	38%
In the shop before purchasing the alcohol	418	210	208	53	79	70	68	50	97	123	117	93	85	42	20	49	39	24	30	14	34	55	64	31	15	56	186	208	210
	23%	23%	24%	25%	25%	24%	21%	20%	25%	25%	23%	24%	22%	28%rt	28%r	24%	26%r	15%	22%	15%	21%	26%r	27%rt	20%	29%	23%	23%	22%	25%
Before drinking the alcohol	233	130	104	27	60	48	35	25	39	75	56	56	45	24	11	26	12	17	22	9	15	33	34	25	4	32	124	117	116
	13%	14%	12%	13%	19%ghi	16%hi	11%	10%	10%	15%	11%	14%	12%	16%	16%	13%	8%	11%	16%	10%	9%	15%	14%	16%	7%	13%	15%	12%	14%
After drinking the alcohol	45	31	14	9	15	11	4	2	4	25	9	6	5	3	2	6	2	3	2	2	3	11	7	3	-	6	28	12	33
	3%	3%b	2%	4%ghi	5%ghi	4%i	1%	1%	1%	5%klm	2%	2%	1%	2%	3%	3%	1%	2%	2%	2%	2%	5%	3%	2%	-	3%	3%	1%	4%C
Never	1158	592	566	131	185	179	231	179	254	308	333	254	263	91	43	129	95	117	85	71	114	133	146	101	33	151	527	644	514
	65%	64%	66%	62%	59%	61%	71%ef	71%ef	65%	62%	66%	65%	68%	59%	60%	64%	65%	73%nwv	63%	76%nwv	71%n	62%	61%	66%	64%	63%	64%	67%	62%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 11

Q6. When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?

Base: All respondents who drink alcohol

NET: Any

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Lower risk	In-creas-ing or higher risk
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: Ever	1526 86%	774 84%	752 87%	189 89%h	268 85%h	255 88%h	278 85%h	191 76%	345 88%h	454 91%klm	427 85%	329 83%	316 81%	131 86%	61 84%	169 84%	133 91%tv	139 86%	121 90%t	71 76%	135 84%	177 82%	209 87%t	135 88%t	44 84%	199 83%	706 86%	808 84%	718 87%
In the shop before purchasing the alcohol	1325 74%	661 72%	664 77%a	162 77%h	244 78%h	218 75%h	231 71%	166 66%	304 78%gh	391 78%km	369 74%	286 73%	279 72%	119 78%	51 71%	143 71%	118 80%	120 75%	105 78%	64 69%	121 75%	156 73%	174 73%	113 74%	40 77%	167 70%	614 75%	711 74%	614 75%
Before drinking the alcohol	614 34%	336 37%	277 32%	91 43%hi	145 46%ghi	111 38%hi	115 35%hi	52 21%	101 26%	207 41%klm	174 35%km	125 32%	108 28%	51 33%	26 36%	70 35%	42 28%	56 35%	47 35%	22 23%	46 29%	78 36%t	88 37%t	72 47%nqt u	17 33%	94 39%	321 39%	304 32%	310 38%C
After drinking the alcohol	188 11%	114 12%b	74 9%	33 16%i	48 15%gi	34 12%i	31 9%i	23 9%	19 5%	61 12%	58 12%	38 10%	31 8%	10 6%	8 12%	21 11%	13 9%	12 8%	7 5%	9 10%	18 11%	24 11%	35 15%ns	25 16%nrs	4 8%	28 12%	108 13%	68 7%	120 15%C
Never	257 14%	147 16%	111 13%	23 11%	46 15%	36 12%	48 15%	60 24%def oi	45 12%	46 9%	73 15%j	65 17%j	73 19%j	22 14%	12 16%	32 16%	13 9%	22 14%	13 10%	22 24%qsw x	26 16%	38 18%q	31 13%	19 12%	8 16%	41 17%	113 14%	153 16%	105 13%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 12

Q7. And what kind of information would you look at on ...?

Base: All respondents who drink alcohol and ...

Read the label in the shop before purchasing the alcohol

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base	1335	697	638	136	220	223	254	178	324	404	398	228	305	135	51	135	109	103	104	62	134	174	188	103	37	158	595	717	618	
Weighted base	1325	661	664	162	244	218	231	166	304	391	369	286	279	119	51*	143	118*	120*	105*	64*	121	156	174	113*	40*	167	614	711	614	
ABV % (alcohol volume)	771 58%	415 63%ab	356 54%	94 58%	119 49%	114 52%	147 64%ef	112 68%ef	185 61%e	248 63%k	205 56%	160 56%	158 56%	62 52%	27 53%	76 53%	66 56%	78 65%	62 59%	41 64%	74 62%	94 60%	94 54%	70 61%	27 68%	97 58%	342 56%	368 52%	402 66% ^C	
Brand name/ logo	249 19%	139 21%	109 16%	36 22% ⁱ	58 24% ⁱ	45 21% ⁱ	43 19%	26 16%	40 13%	74 19%	72 20%	52 18%	50 18%	29 25%	13 25%	30 21%	20 17%	25 21%	18 17%	7 12%	18 15%	30 19%	34 20%	18 16%	6 15%	34 20%	133 22%	131 18%	118 19%	
A description of the product/ the type of product	237 18%	100 15%	138 21% ^a	15 9%	45 18% ^d	33 15%	47 20% ^d	30 18%	67 22% ^d	70 18%	68 19%	54 19%	44 16%	24 20%	6 12%	23 16%	22 19%	17 14%	18 17%	14 22%	15 13%	25 16%	35 20%	29 26% ^u	8 21%	31 19%	98 16%	128 18%	110 18%	
Place of origin	202 15%	81 12%	121 18% ^a	7 4%	24 10%	24 11%	25 11%	34 21% ^{defg}	88 29% ^{defg}	67 17%	58 16%	36 13%	41 15%	16 13%	5 10%	15 11%	8 7%	15 12%	13 12%	8 12%	23 19% ^q	26 17% ^q	41 24% ^{npqrs}	22 19% ^q	10 25% ^{pq}	18 11%	77 13%	114 16%	88 14%	
The flavour/ taste of the product	142 11%	61 9%	82 12%	30 18% ^{ghi}	28 12% ⁱ	35 16% ^{hi}	22 9%	10 6%	18 6%	41 10%	45 12%	32 11%	25 9%	11 10%	7 14%	15 11%	12 10%	6 5%	15 14% ^r	10 15% ^r	14 11%	12 8%	25 14% ^r	14 12%	1 4%	29 17%	69 11%	77 11%	66 11%	
Volume/ how much is contained in the bottle/ can	107 8%	54 8%	53 8%	20 12% ^{eh}	11 4%	12 5%	18 8%	5 3%	42 14% ^{efgh}	20 5%	27 7%	31 11% ^j	29 11% ^j	8 7%	4 7%	10 7%	13 11%	23 19% ^{npsu vwx}	6 6%	6 10%	7 6%	11 7%	10 6%	8 7%	1 2%	10 6%	40 7%	63 9%	44 7%	
The price	77 6%	45 7%	32 5%	10 6%	17 7%	12 6%	8 4%	9 6%	20 7%	26 7%	22 6%	13 4%	16 6%	9 7% ^w	1 3%	9 6%	9 8%	6 5%	3 3%	3 5%	9 7% ^w	10 7%	4 2%	9 8%	5 12% ^w	11 7%	38 6%	33 5%	45 7%	
Alcohol units	72 5%	31 5%	41 6%	19 12% ^{fhi}	14 6%	11 5%	15 7% ^h	4 2%	10 3%	25 6%	28 7% ^m	11 4%	9 3%	4 3%	3 6%	12 9%	6 5%	10 8%	6 6%	1 2%	5 4%	6 4%	11 6%	6 6%	1 4%	9 5%	33 5%	45 6%	27 4%	
Ingredients	65 5%	30 5%	35 5%	9 5%	10 4%	18 8% ^g	6 3%	9 5%	14 5%	22 6%	14 4%	15 5%	13 5%	8 7%	1 3%	7 5%	7 6%	10 9% ^t	3 3%	- 8%	9 8% ^t	8 5%	5 3%	4 4%	1 3%	3 2%	29 5%	47 7% ^D	18 3%	
The grape/ hop type	62 5%	21 3%	41 6% ^a	- -	4 2%	4 2%	8 4% ^d	8 5% ^d	37 12% ^{defgh}	29 7% ^{kl}	14 4%	9 3%	10 4%	6 5%	1 1%	3 2%	3 3%	5 4%	3 3%	- -	10 8% ^{pt}	8 5%	10 6%	11 9% ^{pt}	3 7%	3 2%	14 2%	27 4%	35 6%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 12

Q7. And what kind of information would you look at on ...?

Base: All respondents who drink alcohol and ...

Read the label in the shop before purchasing the alcohol

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Lower risk	In-creas-ing or higher risk		
	(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)			
Weighted base	1325	661	664	162	244	218	231	166	304	391	369	286	279	119	51*	143	118*	120*	105*	64*	121	156	174	113*	40*	167	614	711	614		
The brewer/ manufacturer	41 3%	29 4%b	12 2%	2 1%	-	5 2%e	6 3%e	5 3%e	22 7%defg	8 2%	10 3%	16 6%j	8 3%	7 5%vx	1 2%	7 5%vx	3 2%	6 5%vx	4 3%	-	7 5%vx	1 *	4 2%	-	2 6%vx	7 4%	11 2%	22 3%	19 3%		
How best to consume/ serve the product (e.g chilled, with fish etc)	21 2%	8 1%	13 2%	1 1%	5 2%	4 2%	4 2%	1 1%	6 2%	10 2%	9 2%	1 *	2 1%	-	1 1%	-	3 3%	3 3%	2 2%	-	2 1%	2 1%	1 1%	7 6%npw	-	3 2%	11 2%	16 2%	5 1%		
Other answers	20 2%	6 1%	14 2%	1 1%	7 3%	5 2%	4 2%	-	3 1%	7 2%	6 2%	3 1%	4 2%	-	1 1%	3 2%	1 1%	-	-	1 2%	3 3%	3 2%	3 1%	4 3%	2 4%n	2 1%	11 2%	11 2%	9 2%		
Nothing in particular	19 1%	13 2%	6 1%	3 2%	7 3%	4 2%	2 1%	2 1%	2 1%	6 2%	5 1%	4 1%	3 1%	2 1%	1 2%	1 1%	1 1%	1 1%	1 1%	-	1 1%	6 4%	5 3%	1 *	-	4 2%	9 2%	11 2%	7 1%		
Calorie content	16 1%	4 1%	13 2%a	4 3%	1 *	5 2%	2 1%	2 1%	2 1%	1 *	6 2%	5 2%	4 1%	-	-	1 1%	2 2%	3 2%	1 1%	-	1 1%	3 2%	6 3%	1 1%	-	4 2%	7 1%	6 1%	11 2%		
Nutritional information (e.g. fat/salt/sugar content)	15 1%	6 1%	10 1%	1 1%	4 1%	4 2%	2 1%	-	4 1%	3 1%	1 *	5 2%	7 2%k	*	-	3 2%	-	-	2 1%	-	1 1%	4 3%	2 1%	2 2%	-	2 1%	9 1%	11 2%	4 1%		
General information about the product/ general interest (non-specific)	13 1%	9 1%	4 1%	3 2%	3 1%	5 2%i	2 1%	-	1 *	4 1%	4 1%	2 1%	3 1%	*	1 1%	3 2%	3 3%	-	3 3%v	1 1%	1 1%	-	1 *	1 1%	-	2 1%	4 1%	8 1%	5 1%		
The year it was produced	12 1%	6 1%	7 1%	1 1%	4 2%	-	-	2 1%	5 2%	5 1%	1 *	4 2%	2 1%	1 1%	-	-	-	-	-	-	3 3%	1 1%	2 1%	2 2%	2 5%pqrs	1 *	5 1%	7 1%	6 1%		
Additive/ preservative/ sulphite content	9 1%	6 1%	3 1%	-	2 1%	1 *	2 1%	-	5 2%	4 1%	1 *	4 1%	1 *	-	-	-	-	-	-	-	3 3%	1 *	3 2%	2 2%	-	-	5 1%	6 1%	3 1%		
Best before date	9 1%	7 1%	1 *	1 1%	2 1%	1 *	3 1%	2 1%	-	5 1%	3 1%	-	1 *	1 1%	-	1 1%	2 1%	-	-	-	*	2 1%	1 *	-	2 5%rwx	-	7 1%	4 1%	5 1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 12

Q7. And what kind of information would you look at on ...?

Base: All respondents who drink alcohol and ...

Read the label in the shop before purchasing the alcohol

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Weighted base	1325	661	664	162	244	218	231	166	304	391	369	286	279	119	51*	143	118*	120*	105*	64*	121	156	174	113*	40*	167	614	711	614	
Suitable for dietary requirements/ vegetarians/ vegans	7 1%	3 *	4 1%	3 2%	-	2 1%	1 1%	1 1%	-	2 1%	3 1%	-	2 1%	-	-	1 1%	1 1%	1 1%	*	1 2%	-	1 1%	-	-	-	1 2%	1 1%	3 1%	6 1%	1 *
Health warnings (e.g. "drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy")	6 *	5 1%	1 *	-	3 1%	-	1 1%	1 1%	1 *	4 1%	1 *	-	2 1%	-	-	-	1 1%	1 1%	-	1 2%	-	1 1%	-	2 2%	-	-	6 1%	3 *	4 1%	
Manufacturing information	4 *	3 *	1 *	-	1 1%	-	3 1%	-	-	1 *	-	2 1%	1 *	1 1%	-	-	-	-	-	-	2 2%	1 1%	-	-	-	-	2 *	1 *	3 1%	
Information/ details about the manufacturer/ brand/ history/ trivia	3 *	2 *	2 *	1 *	-	1 1%	1 1%	-	-	-	1 *	1 *	1 *	1 1%	-	1 1%	-	-	-	-	-	1 *	1 *	-	-	-	3 *	1 *	2 *	
The Chief Medical Officers' alcohol consumption guidelines	2 *	1 *	1 *	-	-	-	1 *	-	1 *	1 *	-	1 *	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 *	1 *	1 *	
Warning not to drink under the legal age	1 *	-	1 *	-	-	1 *	1 *	-	-	1 *	-	-	1 *	-	1 1%	-	-	-	-	-	-	-	1 *	-	-	-	1 *	1 *	1 *	
Where the product was bottled	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	
Storage advice/ where to store/ at what temperature	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	1 *	-	
Don't know	34 3%	21 3%	13 2%	6 4%	10 4%	6 3%	5 2%	2 1%	4 1%	9 2%	9 2%	5 2%	11 4%	7 6%	1 2%	8 5%	5 4%	1 1%	1 1%	-	1 1%	6 4%	3 2%	1 1%	-	5 3%	19 3%	22 3%	12 2%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 13

Q7. And what kind of information would you look at on ...?**Base: All respondents who drink alcohol and ...****Read the label before drinking the alcohol**

	Gender			Age						Social Grade					Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)	
Unweighted base	598	343	255	74	132	108	121	53	110	208	176	98	116	58	25	64	37	46	41	22	50	86	94	63	12	84	303	293	305	
Weighted base	614	336	277	91*	145	111*	115*	52*	101*	207	174	125*	108*	51*	26**	70*	42*	56*	47**	22**	46*	78*	88*	72*	17**	94*	321	304	310	
ABV % (alcohol volume)	276 45%	170 50% ^b	106 38%	34 38%	59 41%	50 45%	53 46%	26 51%	54 53%	90 44%	78 45%	64 52%	43 40%	25 50%	11 43%	37 52% ^v	21 50%	24 43%	24 51%	10 46%	16 34%	27 34%	42 48%	35 49%	4 26%	44 47%	132 41%	131 43%	145 47%	
A description of the product/ the type of product	70 11%	31 9%	39 14%	12 13%	12 8%	13 11%	16 14%	8 15%	9 9%	34 16%	16 9%	10 8%	9 9%	2 4%	5 19%	9 12%	4 10%	6 11%	4 9%	- 11%	5 15% ⁿ	12 15% ⁿ	10 12%	11 15%	2 10%	8 8%	38 12%	25 8%	45 14% ^C	
Alcohol units	65 11%	28 8%	36 13%	18 20% ^{ghi}	18 12%	13 12%	8 7%	2 5%	5 5%	24 11%	18 10%	18 14% ^m	5 5%	5 9%	3 10%	11 15% ^r	2 5%	1 1%	8 16%	1 6%	2 5%	6 8%	7 8%	19 27% ^{nqr} vw	- -	11 12%	40 12%	35 12%	29 9%	
Brand name/ logo	58 9%	38 11%	20 7%	13 15% ⁱ	10 7%	10 9%	12 11%	8 16% ⁱ	5 5%	20 10%	17 10%	8 7%	13 12%	4 8%	2 6%	9 13%	2 5%	8 14%	3 7%	1 4%	2 4%	6 8%	10 12%	9 13%	2 10%	7 8%	38 12%	24 8%	35 11%	
The flavour/ taste of the product	53 9%	24 7%	30 11%	12 14% ⁱ	18 12% ⁱ	6 6%	9 8%	4 7%	4 4%	10 5%	25 14% ^j	9 7%	10 9%	4 8%	4 15%	7 10%	5 11%	5 8%	4 8%	5 25%	6 14%	5 6%	6 7%	3 4%	- -	6 7%	29 9%	29 9%	25 8%	
Place of origin	47 8%	21 6%	27 10%	- -	14 10% ^d	8 8% ^d	9 8% ^d	5 9% ^d	11 11% ^d	25 12% ^m	11 7%	6 5%	5 4%	3 5%	2 7%	4 5%	3 8%	2 4%	4 8%	1 5%	4 9%	8 10%	4 4%	10 14%	3 18%	8 8%	28 9%	21 7%	26 8%	
Ingredients	35 6%	20 6%	15 5%	6 6%	12 8%	5 4%	7 6%	2 4%	3 3%	15 7%	6 3%	9 7%	5 4%	3 6%	2 6%	4 6%	3 8%	5 8%	- -	2 9%	4 10%	3 4%	3 5%	4 14%	2 5%	5 5%	18 6%	18 6%	17 5%	
Nothing in particular	31 5%	20 6%	11 4%	3 3%	7 5%	4 4%	5 4%	4 8%	8 8%	9 4%	9 5%	6 5%	7 6%	4 7%	- -	2 3%	2 4%	4 7%	2 5%	1 3%	2 5%	7 8%	6 7%	2 3%	1 4%	5 5%	18 6%	17 6%	15 5%	
General information about the product/ general interest (non-specific)	27 4%	14 4%	13 5%	7 8% ⁱ	7 5%	8 7% ⁱ	3 3%	1 2%	1 1%	9 4%	10 6%	4 3%	4 4%	1 2%	- -	1 1%	2 4%	2 4%	5 12%	2 9%	5 11% ^w	4 5%	2 2%	2 3%	1 5%	3 3%	20 6%	12 4%	15 5%	
How best to consume/ serve the product (e.g chilled, with fish etc)	20 3%	8 2%	12 4%	3 3%	4 3%	5 4% ^g	- -	2 4% ^g	6 6% ^g	10 5%	5 3%	3 2%	2 2%	- -	1 5%	2 2%	2 5%	- -	2 4%	1 3%	3 7%	4 6%	4 4%	1 1%	- -	5 5%	6 2%	14 5%	6 2%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

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Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 13

Q7. And what kind of information would you look at on ...?

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Read the label before drinking the alcohol

	Gender		Age							Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)		
Weighted base	614	336	277	91*	145	111*	115*	52*	101*	207	174	125*	108*	51*	26**	70*	42*	56*	47**	22**	46*	78*	88*	72*	17**	94*	321	304	310		
Volume/ how much is contained in the bottle/ can	20 3%	13 4%	7 2%	7 7%	3 2%	2 2%	5 4%	- -	4 4%	6 3%	3 2%	6 5%	5 5%	3 7%	- -	3 5%	3 7%	2 3%	- -	- -	1 2%	1 1%	3 4%	2 3%	1 5%	4 4%	9 3%	11 4%	9 3%		
Calorie content	14 2%	5 2%	8 3%	2 2%	2 1%	4 4%	4 3%	1 3%	1 1%	4 2%	4 3%	4 3%	1 1%	3 6%	1 5%	1 2%	- -	1 1%	1 1%	1 3%	1 2%	1 1%	2 2%	2 3%	- -	2 2%	10 3%	6 2%	8 2%		
Best before date	13 2%	11 3%	2 1%	- -	2 2%	3 3%	4 3%	1 1%	3 3%	7 3%	1 1%	2 2%	3 2%	- -	- -	3 4%	- -	3 5%	- -	1 5%	* 1%	2 3%	3 3%	1 1%	- -	1 1%	8 3%	6 2%	7 2%		
The year it was produced	12 2%	6 2%	7 2%	- -	4 3%	3 2%	2 2%	- -	4 4%	7 3%	4 2%	2 2%	- -	1 2%	1 3%	1 1%	- -	- -	- -	- -	1 1%	1 1%	3 3%	3 4%	3 18%	3 3%	6 2%	9 3%	3 1%		
Nutritional information (e.g. fat/salt/sugar content)	9 1%	3 1%	6 2%	2 2%	3 2%	2 2%	- -	- -	2 2%	1 1%	1 *	3 3%	4 4%	1 1%	2 6%	2 2%	1 2%	- -	- -	- -	1 2%	- -	1 2%	2 3%	- -	- -	5 1%	6 2%	3 1%		
The brewer/ manufacturer	8 1%	8 2%b	- -	1 1%	- -	2 1%	1 1%	- -	4 4%e	6 3%k	- -	1 1%	1 1%	- -	- -	1 1%	- -	2 2%	3 7%	1 3%	- -	- -	2 2%	- -	- -	2 2%	3 1%	2 1%	6 2%		
Other answers	7 1%	5 1%	3 1%	3 3%	4 3%	1 1%	- -	- -	- -	3 2%	4 2%	- -	- -	- -	- -	1 1%	- -	1 2%	2 3%	- -	- -	3 4%	1 1%	- -	- -	1 1%	4 1%	5 2%	2 1%		
The grape/ hop type	7 1%	2 1%	4 2%	- -	2 1%	- -	1 1%	1 2%	3 3%	5 2%	* *	1 1%	1 *	* 1%	- -	1 1%	- -	1 2%	- -	- -	1 2%	- -	1 1%	2 9%	1 9%	- -	2 1%	2 1%	5 2%		
The price	6 1%	1 *	5 2%	2 2%	1 1%	- -	- -	- -	3 3%	1 1%	2 1%	2 2%	1 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	2 3%	- -	1 2%	1 9%	1 1%	1 *	3 1%	3 1%		
Contact details for the manufacturer/ telephone number/ website/ address	6 1%	5 1%	1 *	- -	2 2%	1 1%	- -	- -	2 2%	4 2%	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	1 1%	1 2%	2 14%	- -	4 1%	3 1%	3 1%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

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	Gender		Age							Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Weighted base	614	336	277	91*	145	111*	115*	52*	101*	207	174	125*	108*	51*	26**	70*	42*	56*	47**	22**	46*	78*	88*	72*	17**	94*	321	304	310
The Chief Medical Officers' alcohol consumption guidelines	4 1%	1 *	3 1%	1 1%	-	1 1%	-	-	1 1%	1 *	-	2 2%	1 1%	-	-	1 1%	-	-	-	-	1 2%	-	1 1%	1 2%	-	-	2 1%	2 1%	2 1%
Additive/ preservative/ sulphite content	3 *	2 *	1 1%	-	2 1%	-	-	-	1 1%	-	-	3 2%	-	-	-	-	-	-	-	-	2 4%	-	1 2%	-	-	-	3 1%	1 *	2 1%
Health warnings (e.g. "drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy")	3 *	3 1%	-	-	1 1%	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	1 3%	-	-	-	-	-	-	1 2%	-	-	3 1%	-	3 1%
Information/ details about the manufacturer/ brand/ history/ trivia	1 *	1 *	1 *	-	1 *	-	1 1%	-	-	1 *	-	-	1 1%	-	-	-	-	-	-	-	-	1 1%	1 1%	-	-	-	1 *	1 *	-
Manufacturing information	1 *	1 *	-	-	1 *	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	1 2%	-	-	1 1%	-	-	-	1 1%	1 *	1 *	1 *
Warning not to drink and drive	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 *	-	1 *
Warnings (non-specific)	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	1 *	-
'Drink responsibly' message	1 *	-	1 *	-	-	1 1%	-	-	-	1 *	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *
Storage advice/ where to store/ at what temperature	1 *	-	1 *	-	-	-	1 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

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Read the label before drinking the alcohol

	Gender		Age							Social Grade			Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scot- land (n)	North East (o)	North West (p)	York- shire & Humb- erside (q)	West Mid- lands (r)	East Mid- lands (s)	Wales (t)	East- ern (u)	London (v)	South East (w)	South West (x)	North- ern Ire- land (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creas- ing or higher risk (D)
Weighted base	614	336	277	91*	145	111*	115*	52*	101*	207	174	125*	108*	51*	26**	70*	42*	56*	47**	22**	46*	78*	88*	72*	17**	94*	321	304	310
Don't know	39	25	15	11	11	7	6	4	1	10	12	3	14	6	1	6	2	1	6	2	2	5	3	3	2	5	20	21	18
	6%	7%	5%	12% _i	7% _i	6%	5%	8% _i	1%	5%	7%	2%	13% _j _l	12%	4%	9%	4%	2%	13%	9%	3%	7%	4%	5%	10%	6%	6%	7%	6%

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Table 14

Q7. And what kind of information would you look at on ...?

Base: All respondents who drink alcohol and ...

Read the label after drinking the alcohol

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	188	119	69	32	41	36	36	23	20	62	61	30	35	12	9	18	14	11	7	8	21	28	34	22	4	26	105	70	118
Weighted base	188	114*	74*	33**	48*	34*	31**	23**	19**	61*	58*	38**	31**	10**	8**	21**	13**	12**	7**	9**	18**	24**	35**	25**	4**	28**	108*	68*	120*
ABV % (alcohol volume)	54	33	21	18	9	5	12	4	7	19	18	7	10	5	1	3	6	3	3	2	4	6	11	10	1	6	29	20	34
	29%	29%	28%	53%	18%	15%	40%	16%	36%	32%	31%	17%	32%	48%	11%	14%	43%	23%	39%	21%	24%	25%	31%	39%	26%	22%	26%	30%	28%
Nothing in particular	24	11	12	-	6	3	7	4	3	3	10	9	2	2	1	2	2	1	-	1	2	4	3	3	2	7	11	13	11
	13%	10%	17%	-	13%	10%	23%	17%	18%	5%	17%j	23%	7%	24%	17%	11%	11%	8%	-	16%	9%	16%	8%	13%	50%	27%	10%	19%	9%
Ingredients	22	13	8	7	7	3	1	2	1	6	9	6	1	-	1	5	1	-	1	3	2	1	2	5	1	4	13	9	13
	11%	12%	11%	21%	15%	8%	4%	10%	7%	10%	16%	15%	2%	-	11%	22%	6%	-	19%	28%	13%	3%	5%	22%	25%	13%	12%	13%	11%
Place of origin	21	12	8	1	1	9	2	4	5	6	3	6	6	-	-	2	1	3	2	-	1	5	4	2	*	1	11	10	10
	11%	11%	11%	2%	2%	25%e	6%	16%	25%	10%	5%	15%	18%	-	-	10%	10%	22%	23%	-	5%	21%	12%	8%	10%	2%	10%	15%	9%
Alcohol units	19	12	7	6	6	4	2	2	-	6	9	1	3	2	3	3	-	1	1	-	1	1	1	6	*	3	12	6	13
	10%	10%	10%	18%	12%	11%	8%	7%	-	10%	16%	2%	11%	17%	39%	15%	-	6%	20%	-	3%	6%	2%	25%	10%	10%	11%	9%	11%
A description of the product/ the type of product	14	8	6	4	4	3	1	2	1	8	3	2	2	2	1	1	-	-	1	-	2	3	3	2	-	2	10	4	10
	8%	7%	8%	12%	8%	8%	4%	7%	6%	13%	6%	5%	5%	19%	15%	4%	-	-	13%	-	11%	13%	8%	6%	-	9%	9%	7%	8%
Brand name/ logo	11	8	3	1	6	2	-	1	2	5	2	3	2	1	-	3	-	-	-	-	3	1	3	-	-	-	9	5	6
	6%	7%	5%	2%	12%	5%	-	4%	12%	9%	3%	7%	5%	6%	-	15%	-	-	-	-	14%	6%	10%	-	-	-	8%	8%	5%
The flavour/ taste of the product	11	8	3	2	6	-	2	1	1	3	5	2	1	-	1	6	1	-	-	2	-	-	1	1	-	1	6	4	7
	6%	7%	4%	6%	12%	-	6%	3%	4%	5%	8%	6%	4%	-	9%	27%	6%	-	-	20%	-	-	4%	3%	-	4%	6%	6%	6%
General information about the product/ general interest (non-specific)	11	8	3	-	2	4	3	2	-	6	4	1	*	-	1	2	2	-	-	-	3	-	3	1	-	-	9	3	8
	6%	7%	4%	-	5%	11%	11%	7%	-	10%	7%	2%	1%	-	8%	9%	13%	-	-	-	16%	-	8%	4%	-	-	8%	5%	7%
Other answers	7	5	2	-	4	1	1	-	1	5	2	-	-	-	1	-	-	3	-	-	-	1	1	1	-	1	5	3	4
	4%	4%	2%	-	9%	2%	3%	-	5%	8%	3%	-	-	-	10%	-	-	22%	-	-	-	6%	2%	4%	-	4%	4%	4%	3%

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Weighted base	188	114*	74*	33**	48*	34*	31**	23**	19**	61*	58*	38**	31**	10**	8**	21**	13**	12**	7**	9**	18**	24**	35**	25**	4**	28**	108*	68*	120*
Information/ details about the manufacturer/ brand/ history/ trivia	5 3%	4 4%	1 1%	-	3 7%	1 3%	1 2%	-	-	2 3%	1 1%	2 4%	1 2%	-	1 6%	-	-	-	1 16%	-	2 9%	* 2%	1 3%	-	-	1 4%	3 2%	2 3%	3 2%
Calorie content	4 2%	2 2%	2 3%	1 3%	1 2%	1 2%	-	-	1 6%	-	2 4%	-	2 6%	-	-	1 5%	-	-	-	1 8%	-	-	1 3%	1 5%	-	2 7%	1 1%	-	4 3%
Volume/ how much is contained in the bottle/ can	4 2%	2 1%	2 3%	2 5%	-	-	-	2 10%	-	2 3%	-	-	2 7%	2 18%	-	2 10%	-	-	-	-	-	-	-	-	-	1 3%	1 1%	-	4 3%
The brewer/ manufacturer	3 1%	3 2%	-	1 2%	-	1 2%	-	1 5%	-	1 1%	1 1%	1 3%	-	-	-	1 3%	-	1 10%	-	-	-	-	1 2%	-	-	1 2%	1 1%	-	3 2%
The Chief Medical Officers' alcohol consumption guidelines	3 1%	1 1%	2 3%	-	3 5%	-	-	-	-	-	-	3 7%	-	-	-	-	-	-	-	-	-	3 7%	-	-	2 7%	1 1%	1 1%	2 2%	
The grape/ hop type	2 1%	2 1%	-	-	2 3%	-	-	-	-	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2 6%	-	2 1%	-	2 1%	
Nutritional information (e.g. fat/salt/sugar content)	1 1%	-	1 2%	-	-	-	-	-	1 6%	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 1%
Health warnings (e.g. "drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy")	1 *	1 1%	-	-	-	1 3%	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	1 3%	-	-	1 3%	-	-	1 1%	
Best before date	1 *	1 1%	-	-	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	-	1 8%	-	-	-	-	-	-	1 1%	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 14

Q7. And what kind of information would you look at on ...?

Base: All respondents who drink alcohol and ...

Read the label after drinking the alcohol

	Gender		Age							Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	188	114*	74*	33**	48*	34*	31**	23**	19**	61*	58*	38**	31**	10**	8**	21**	13**	12**	7**	9**	18**	24**	35**	25**	4**	28**	108*	68*	120*
Recyclable information/ how to dispose of product	1*	1 1%	-	-	-	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 1%	-	1 1%
Manufacturing information	1*	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 *	1 1%	-
Don't know	18 10%	11 9%	8 10%	5 14%	5 10%	3 10%	2 7%	1 6%	2 8%	9 14%	5 9%	1 2%	3 10%	-	-	-	2 17%	1 9%	-	2 19%	2 12%	4 17%	4 11%	3 11%	-	2 7%	11 10%	6 9%	12 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 15

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Summary table

		ABV % (alcohol volume)	Alcohol units	Calorie content	Warning not to drink while pregnant	Warning not to drink and drive	Warning not to drink under the legal age	'Drink responsibly ' message	The Chief Medical Officers' alcohol consumption guidelines	Details of where to find further alcohol health information online	Best before date	Nutritional information (e.g. fat/ salt/sugar content)	Ingredients	Place of origin	Manufacturi ng information	Brand name / logo	Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')	Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content
Unweighted base		1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786
Weighted base		1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783
Very important	(10)	690 39%	503 28%	175 10%	495 28%	638 36%	365 20%	309 17%	199 11%	153 9%	417 23%	213 12%	297 17%	240 13%	157 9%	404 23%	298 17%	196 11%
9	(9)	251 14%	226 13%	103 6%	128 7%	90 5%	104 6%	103 6%	111 6%	83 5%	182 10%	106 6%	140 8%	170 10%	89 5%	188 11%	126 7%	132 7%
8	(8)	309 17%	284 16%	233 13%	154 9%	143 8%	159 9%	185 10%	203 11%	161 9%	266 15%	187 10%	305 17%	258 14%	194 11%	282 16%	189 11%	192 11%
7	(7)	197 11%	192 11%	219 12%	138 8%	144 8%	138 8%	174 10%	194 11%	178 10%	200 11%	233 13%	264 15%	251 14%	250 14%	257 14%	166 9%	217 12%
6	(6)	99 6%	129 7%	175 10%	119 7%	94 5%	114 6%	141 8%	148 8%	158 9%	160 9%	165 9%	189 11%	188 11%	213 12%	197 11%	135 8%	157 9%
5	(5)	101 6%	178 10%	272 15%	178 10%	185 10%	223 12%	260 15%	268 15%	290 16%	205 11%	263 15%	232 13%	277 16%	339 19%	213 12%	250 14%	266 15%
4	(4)	21 1%	66 4%	95 5%	67 4%	60 3%	84 5%	76 4%	109 6%	115 6%	62 3%	117 7%	86 5%	91 5%	119 7%	77 4%	82 5%	93 5%
3	(3)	31 2%	36 2%	97 5%	56 3%	59 3%	104 6%	89 5%	93 5%	110 6%	59 3%	93 5%	63 4%	68 4%	109 6%	33 2%	98 5%	88 5%
2	(2)	17 1%	25 1%	87 5%	64 4%	66 4%	73 4%	92 5%	83 5%	115 6%	52 3%	100 6%	53 3%	70 4%	96 5%	36 2%	97 5%	86 5%

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 15

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Summary table

		ABV % (alcohol volume)	Alcohol units	Calorie content	Warning not to drink while pregnant	Warning not to drink and drive	Warning not to drink under the legal age	'Drink responsibly ' message	The Chief Medical Officers' alcohol consumption guidelines	Details of where to find further alcohol health information online	Best before date	Nutritional information (e.g. fat/ salt/sugar content)	Ingredients	Place of origin	Manufacturi ng information	Brand name / logo	Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')	Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content
Weighted base		1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783
1	(1)	3 *	22 1%	54 3%	52 3%	38 2%	57 3%	66 4%	71 4%	70 4%	30 2%	56 3%	23 1%	29 2%	45 3%	20 1%	52 3%	46 3%
Not at all important	(0)	33 2%	96 5%	241 14%	294 16%	230 13%	322 18%	262 15%	241 13%	294 16%	108 6%	214 12%	106 6%	110 6%	129 7%	53 3%	255 14%	240 13%
NET: 9-10		941 53%	729 41%	278 16%	623 35%	728 41%	469 26%	411 23%	309 17%	236 13%	599 34%	319 18%	438 25%	409 23%	246 14%	592 33%	424 24%	328 18%
NET: 7-8		506 28%	476 27%	453 25%	292 16%	286 16%	297 17%	359 20%	397 22%	338 19%	466 26%	421 24%	569 32%	510 29%	444 25%	539 30%	355 20%	410 23%
NET: 4-6		221 12%	373 21%	542 30%	363 20%	339 19%	421 24%	478 27%	524 29%	563 32%	426 24%	544 31%	507 28%	555 31%	671 38%	487 27%	467 26%	515 29%
NET: 0-3		85 5%	179 10%	479 27%	466 26%	394 22%	557 31%	509 29%	488 27%	589 33%	249 14%	462 26%	244 14%	278 16%	380 21%	141 8%	501 28%	461 26%
Don't know		30 2%	26 1%	31 2%	39 2%	35 2%	39 2%	26 1%	65 4%	57 3%	44 2%	38 2%	25 1%	31 2%	43 2%	24 1%	37 2%	70 4%
Mean		8.17	7.28	5.36	6.03	6.53	5.43	5.51	5.32	4.81	6.82	5.45	6.53	6.28	5.57	7.12	5.56	5.44
Standard deviation		2.20	2.79	3.13	3.69	3.59	3.61	3.40	3.21	3.18	2.92	3.13	2.76	2.78	2.75	2.51	3.38	3.19
Standard error		0.05	0.07	0.07	0.09	0.09	0.09	0.08	0.08	0.08	0.07	0.07	0.07	0.07	0.07	0.06	0.08	0.08

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 16

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

ABV % (alcohol volume)

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North-east Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10) 690 39%	344 37%	346 40%	77 36%	116 37%	116 40%	119 37%	102 41%	160 41%	191 38%	183 36%	148 38%	168 43%	59 39%	26 37%	78 39%	53 36%	73 45%	58 43%	31 34%	57 35%	78 36%	89 37%	66 43%	22 42%	91 38%	302 37%	384 40%	306 37%
9	(9) 251 14%	127 14%	124 14%	24 11%	40 13%	36 12%	50 15%	41 16%	60 15%	68 14%	79 16%	55 14%	48 12%	23 15%	14 20%	26 13%	25 17%	24 15%	12 9%	13 14%	29 18%	31 14%	34 14%	15 10%	5 10%	25 10%	119 15%	121 13%	130 16%
8	(8) 309 17%	171 19%	138 16%	37 18%	44 14%	60 21%	60 18%	38 15%	71 18%	90 18%	82 16%	85 22%	52 13%	25 16%	11 16%	40 20%	27 18%	29 18%	19 14%	13 14%	35 22%	32 15%	45 19%	24 16%	8 15%	46 19%	144 18%	156 16%	153 19%
7	(7) 197 11%	100 11%	97 11%	31 14%	47 15%	30 10%	36 11%	25 10%	29 7%	72 14%	47 9%	43 11%	35 9%	15 9%	4 5%	19 9%	20 14%	15 9%	22 16%	12 13%	14 8%	20 9%	26 11%	23 15%	9 18%	37 16%	91 11%	102 11%	94 11%
6	(6) 99 6%	59 6%	39 5%	14 7%	23 7%	15 5%	23 7%	12 5%	11 3%	29 6%	37 7%	13 3%	20 5%	5 3%	3 4%	13 7%	12 8%	7 4%	10 7%	7 7%	9 6%	14 6%	11 5%	5 3%	4 8%	17 7%	56 7%	54 6%	44 5%
5	(5) 101 6%	53 6%	49 6%	8 4%	19 6%	15 5%	14 4%	16 7%	29 7%	21 4%	26 5%	24 6%	31 8%	12 8%	6 9%	10 5%	3 2%	5 3%	4 3%	8 9%	12 7%	15 7%	16 6%	9 6%	2 4%	12 5%	47 6%	59 6%	43 5%
4	(4) 21 1%	7 1%	15 2%	7 3%	6 2%	3 1%	1 *	3 1%	2 1%	6 1%	8 2%	2 *	6 2%	4 2%	- -	4 2%	1 *	- -	- -	2 2%	1 *	6 3%	2 1%	2 1%	1 1%	2 1%	10 1%	12 1%	9 1%
3	(3) 31 2%	17 2%	14 2%	7 3%	7 2%	4 1%	5 2%	2 1%	6 2%	9 2%	7 1%	7 2%	7 2%	4 3%	2 3%	2 1%	1 *	2 1%	4 3%	- -	1 1%	5 3%	7 3%	1 1%	- -	5 2%	16 2%	15 2%	16 2%
2	(2) 17 1%	6 1%	11 1%	1 *	5 2%	- 1%	3 -	2 -	6 2%	3 1%	11 2%	2 1%	1 *	3 2%	- -	- -	5 3%	1 1%	- -	2 2%	1 *	2 1%	2 1%	2 2%	- -	2 1%	7 1%	15 2%	2 *
1	(1) 3 *	3 *	- -	- -	1 *	2 1%	- -	- -	1 *	1 *	1 *	- -	2 1%	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	2 *	3 *	1 *
Not at all important	(0) 33 2%	19 2%	14 2%	1 1%	1 *	3 1%	9 3%	9 4%	10 3%	5 1%	10 2%	7 2%	11 3%	2 1%	4 5%	6 3%	1 1%	1 1%	1 1%	2 2%	2 1%	4 2%	4 2%	5 3%	1 2%	1 1%	14 2%	22 2%	11 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 16

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

ABV % (alcohol volume)

	Gender		Age							Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	941	471	470	100	156	152	169	143	220	260	262	203	216	82	41	104	78	97	70	45	87	108	122	81	27	116	421	505	436
	53%	51%	55%	47%	50%	52%	52%	57%	57%	52%	52%	52%	56%	53%	56%	52%	54%	61%	52%	48%	54%	50%	51%	52%	52%	48%	51%	53%	53%
NET: 7-8	506	270	236	68	90	90	96	63	99	162	128	129	86	40	15	59	46	44	41	26	49	52	71	47	17	83	236	259	247
	28%	29%	27%	32%	29%	31%	29%	25%	25%	32%km	26%	33%km	22%	26%	21%	29%	32%	27%	30%	28%	30%	24%	30%	30%	32%	35%	29%	27%	30%
NET: 4-6	221	119	103	29	48	32	38	32	42	55	70	38	58	20	9	26	15	12	13	17	22	35	29	15	7	31	114	125	96
	12%	13%	12%	14%	15%	11%	12%	13%	11%	11%	14%	10%	15%	13%	13%	13%	10%	8%	10%	18%r	13%	16%r	12%	10%	13%	13%	14%	13%	12%
NET: 0-3	85	45	39	9	13	9	17	13	23	17	29	17	22	9	7	9	6	4	5	4	4	12	15	9	1	8	39	54	30
	5%	5%	5%	4%	4%	3%	5%	5%	6%	3%	6%	4%	6%	6%	9%ru	4%	4%	3%	3%	4%	3%	5%	6%	6%	2%	3%	5%	6%	4%
Don't know	30	16	15	6	6	7	6	1	5	5	11	6	7	2	-	3	-	3	6	2	-	8	3	3	-	1	9	17	13
	2%	2%	2%	3%	2%	2%	2%	*	1%	1%	2%	2%	2%	1%	-	2%	-	2%	4%qu	2%	-	4%qu	1%	2%	-	1%	1%	2%	2%
Mean	8.17	8.13	8.22	8.09	8.07	8.34	8.13	8.16	8.21	8.27	8.06	8.24	8.12	8.07	7.88	8.16	8.25	8.64no tw	8.39	7.87	8.27	7.98	8.08	8.13	8.29	8.19	8.11	8.10	8.25
Standard deviation	2.20	2.22	2.18	2.06	2.10	2.00	2.25	2.37	2.34	1.97	2.31	2.10	2.43	2.31	2.72	2.26	2.00	1.80	1.92	2.34	1.96	2.34	2.26	2.41	2.02	1.95	2.19	2.33	2.03
Standard error	0.05	0.07	0.08	0.16	0.13	0.12	0.12	0.15	0.11	0.09	0.10	0.12	0.12	0.18	0.32	0.17	0.17	0.16	0.17	0.24	0.15	0.16	0.14	0.20	0.30	0.13	0.08	0.08	0.07

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 17

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Alcohol units

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	503 28%	226 25%	277 32%a	54 25%	80 26%	75 26%	90 28%	83 33%	121 31%	129 26%	146 29%	113 29%	116 30%	54 35% v	23 31%	43 22%	48 33% p	52 32%	39 29%	20 21%	37 23%	52 24%	66 28%	53 34% pu	16 31%	70 29%	216 26%	304 32% D	199 24%		
9	(9)	226 13%	101 11%	125 14%a	29 14%	38 12%	35 12%	38 12%	28 11%	58 15%	73 15%	56 11%	46 12%	51 13%	18 12%	9 12%	18 9%	19 13%	20 12%	14 11%	16 17%	22 14%	24 11%	37 15%	22 14%	6 12%	29 12%	86 11%	128 13%	98 12%		
8	(8)	284 16%	155 17%	129 15%	33 16%	54 17%	59 20%i	56 17%	35 14%	47 12%	81 16%	81 16%	75 19% m	47 12%	22 14%	8 11%	49 24% nou wx	26 18% x	32 20% x	19 14%	15 16%	20 12%	37 17% x	37 16% x	11 7%	8 15%	42 18%	149 18%	143 15%	141 17%		
7	(7)	192 11%	109 12%	83 10%	33 15%i	38 12%i	35 12%i	35 11%	24 9%	28 7%	65 13%	45 9%	45 11%	37 10%	14 9%	12 17% f	23 12%	19 13%	11 7%	16 12%	12 13%	17 11%	26 12%	26 11%	13 9%	3 5%	31 13%	94 11%	99 10%	94 11%		
6	(6)	129 7%	78 8%	51 6%	19 9%	29 9% g	23 8%	15 5%	18 7%	26 7%	41 8%	48 10% m	23 6%	18 5%	8 5%	2 3%	11 5%	11 8%	15 10%	5 4%	7 8%	17 10%	16 7%	17 7%	15 10%	4 7%	20 8%	68 8%	65 7%	65 8%		
5	(5)	178 10%	96 10%	82 9%	14 7%	27 9%	28 10%	38 12%	28 11%	42 11%	42 8%	42 8%	35 9%	59 15% jkl	15 10%	10 13%	14 7%	9 6%	14 9%	11 8%	10 11%	28 17% pqs w	27 13%	20 8%	14 9%	7 13%	18 8%	74 9%	86 9%	93 11%		
4	(4)	66 4%	32 4%	33 4%	11 5%	14 4%	7 3%	11 3%	12 5%	11 3%	23 5%	13 3%	19 5%	10 3%	9 6%	-	7 4%	4 2%	7 4%	7 5%	2 2%	6 4%	6 3%	11 5%	7 5%	-	10 4%	38 5%	39 4%	27 3%		
3	(3)	36 2%	25 3%	12 1%	3 1%	8 2%	3 1%	10 3%	5 2%	8 2%	8 2%	16 3% l	3 1%	9 2%	4 2%	-	7 4% x	2 2%	2 1%	2 2%	-	3 2%	4 2%	7 3%	-	4 9% oq vx	5 2%	20 2%	17 2%	19 2%		
2	(2)	25 1%	12 1%	12 1%	3 1%	4 1%	3 1%	3 1%	2 1%	10 3%	7 1%	8 2%	4 1%	6 2%	1 1%	1 1%	2 1%	1 *	1 1%	5 4%	2 2%	3 2%	4 2%	3 1%	2 1%	1 2%	2 1%	10 1%	16 2%	8 1%		
1	(1)	22 1%	12 1%	10 1%	2 1%	6 2%	3 1%	2 1%	2 1%	6 2%	6 1%	9 2%	3 1%	4 1%	* *	3 4%	2 1%	3 2%	1 1%	2 1%	* *	2 1%	2 1%	4 2%	1 1%	1 3%	4 2%	8 1%	10 1%	12 1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 17

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Alcohol units

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0) 96 5%	61 7% ^b	36 4%	7 3%	9 3%	15 5%	22 7% ^e	15 6%	29 7% ^e	20 4%	26 5%	23 6%	27 7%	5 3%	5 7%	21 11% ^{nqr}	6 4%	4 2%	10 8%	8 9% ^r	6 4%	9 4%	8 3%	11 7%	2 3%	7 3%	45 6%	39 4%	57 7% ^C
NET: 9-10	729 41%	327 35%	402 47% ^a	82 39%	119 38%	110 38%	128 39%	111 44%	178 46%	202 40%	202 40%	158 40%	167 43%	73 47% ^{pv}	31 44%	62 31%	67 46% ^p	72 44% ^p	53 40%	36 38%	59 37%	76 36%	103 43% ^p	75 49% ^{pv}	22 42%	98 41%	302 37%	431 45% ^D	297 36%
NET: 7-8	476 27%	264 29%	213 25%	66 31% ⁱ	92 29% ⁱ	94 32% ^{hi}	91 28% ⁱ	59 23%	75 19%	146 29% ^m	126 25%	120 30% ^m	84 22%	36 24%	20 27%	72 36% ^{nux}	45 31% ^x	43 27% ^x	35 26%	27 29% ^x	37 23%	63 29% ^x	63 26% ^x	25 16%	10 20%	73 31%	242 30%	242 25%	235 29%
NET: 4-6	373 21%	207 22%	167 19%	43 20%	70 22%	58 20%	64 20%	59 23%	79 20%	106 21%	104 21%	76 19%	88 23%	33 21%	12 16%	32 16%	23 16%	37 23%	23 17%	19 21%	50 31% ^{opq}	49 23%	48 20%	37 24%	10 20%	48 20%	180 22%	190 20%	184 22%
NET: 0-3	179 10%	109 12% ^b	70 8%	15 7%	27 9%	24 8%	37 11%	23 9%	53 14% ^{df}	41 8%	59 12%	32 8%	47 12%	10 6%	9 12%	33 17% ^{nqr}	11 8%	8 5%	19 14% ^{nr}	10 11%	14 9%	19 9%	23 9%	15 9%	9 17% ^{nr}	18 7%	83 10%	83 9%	96 12%
Don't know	26 1%	14 2%	12 1%	5 3% ^h	6 2%	4 1%	6 2% ^h	- -	5 1%	6 1%	10 2%	7 2%	4 1%	2 1%	1 1%	2 1%	- -	1 1%	4 3%	1 1%	1 1%	7 3% ^q	2 1%	4 2%	- -	2 1%	11 1%	15 2%	11 1%
Mean	7.28	7.01	7.56 ^a	7.41	7.31	7.36	7.18	7.35	7.16	7.36	7.24	7.38	7.12	7.67 ^{pu}	7.22	6.75	7.69 ^{pu}	7.72 ^{pu}	7.02	7.05	7.03	7.21	7.39 ^p	7.35	7.10	7.51	7.18	7.50 ^D	7.02
Standard deviation	2.79	2.87	2.69	2.52	2.59	2.65	2.89	2.83	3.09	2.62	2.86	2.75	2.98	2.58	3.06	3.13	2.57	2.41	3.11	2.92	2.64	2.66	2.67	3.00	2.96	2.52	2.77	2.70	2.88
Standard error	0.07	0.09	0.09	0.19	0.16	0.16	0.16	0.18	0.15	0.12	0.12	0.15	0.15	0.20	0.37	0.23	0.22	0.21	0.28	0.30	0.20	0.18	0.17	0.25	0.44	0.17	0.10	0.09	0.10

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 18

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Calorie content

		Gender			Age					Social Grade				Region												Employment Sector		Risk Group			
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825	
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823	
Very important	(10)	175	79	96	15	39	28	22	36	34	37	57	38	44	24	8	19	8	15	13	7	15	22	24	14	6	24	77	100	75	
		10%	9%	11%	7%	12%g	10%	7%	15%dgi	9%	7%	11%ej	10%	11%	16%q	12%	9%	6%	9%	10%	7%	9%	10%	10%	9%	11%	10%	9%	10%	9%	
9	(9)	103	51	53	8	23	19	22	12	19	30	35	22	16	9	3	16	8	9	5	5	8	20	13	6	1	23	49	58	45	
		6%	5%	6%	4%	7%	6%	7%	5%	5%	6%	7%	6%	4%	6%	5%	8%	5%	5%	4%	5%	5%	9%	6%	4%	1%	10%	6%	6%	5%	
8	(8)	233	101	133	18	33	60	48	34	40	62	63	57	51	15	4	27	18	26	15	17	25	18	33	29	6	39	112	135	98	
		13%	11%	15%a	8%	10%	21%dei	15%	14%	10%	12%	13%	15%	13%	10%	6%	14%	12%	16%v	11%	18%ov	16%v	8%	14%	19%nov	12%	6%	16%	14%	14%	12%
7	(7)	219	94	125	37	43	29	40	26	44	73	53	50	44	19	11	20	12	26	15	12	21	24	35	20	4	30	104	124	96	
		12%	10%	14%a	18%f	14%	10%	12%	10%	11%	15%	11%	13%	11%	12%	16%	10%	8%	16%	11%	13%	13%	11%	15%	13%	7%	13%	13%	13%	12%	
6	(6)	175	83	92	33	29	36	29	17	30	58	41	38	38	15	6	16	24	17	19	10	9	21	23	12	5	27	85	84	91	
		10%	9%	11%	16%ghi	9%	12%	9%	7%	8%	12%	8%	10%	10%	9%	9%	8%	16%pux	10%	14%u	11%	5%	10%	10%	8%	9%	11%	10%	9%	11%	
5	(5)	272	147	126	27	52	47	48	30	68	67	79	72	54	25	17	32	28	21	10	14	23	41	29	26	6	33	130	149	123	
		15%	16%	15%	13%	17%	16%	15%	12%	17%	13%	16%	18%	14%	16% ^s	24% ^{sw}	16%	19% ^s	13%	8%	15%	14%	19% ^s	12%	17% ^{ts}	11%	14%	16%	16%	15%	
4	(4)	95	56	39	15	15	12	12	18	23	30	28	21	15	7	5	6	6	10	8	4	13	10	15	5	7	15	33	53	41	
		5%	6%	4%	7%	5%	4%	4%	7%	6%	6%	6%	5%	4%	5%	7%	3%	4%	6%	6%	5%	8% ^p	4%	6%	3%	13% ^{px}	6%	4%	6%	5%	
3	(3)	97	56	41	19	20	12	14	15	15	28	26	19	24	7	3	10	11	8	10	2	12	9	13	6	7	13	50	47	49	
		5%	6%	5%	9% ⁱ	6%	4%	4%	6%	4%	6%	5%	5%	6%	4%	4%	5%	7%	5%	7%	2%	7%	4%	5%	4%	14% ^{ntvx}	5%	6%	5%	6%	
2	(2)	87	54	34	9	18	5	21	11	23	27	23	19	18	5	1	11	10	7	7	5	8	11	14	9	1	7	45	37	51	
		5%	6%	4%	4%	6%f	2%	6%f	4%	6%f	5%	5%	5%	5%	3%	1%	5%	7%	4%	5%	6%	5%	5%	6%	6%	2%	3%	6%	4%	6% ^C	
1	(1)	54	34	20	6	9	8	6	7	18	21	15	4	13	5	2	5	5	3	5	2	4	9	7	3	5	4	22	34	20	
		3%	4%	2%	3%	3%	2%	3%	5%	4% ^l	3%	1%	3%	3%	3%	3%	2%	3%	2%	4%	2%	2%	4%	3%	2%	9% ^f	2%	3%	4%	2%	
Not at all important	(0)	241	151	90	15	26	33	56	42	69	64	68	47	62	20	9	35	16	19	22	12	24	25	32	21	6	21	104	121	120	
		14%	16% ^b	10%	7%	8%	11%	17% ^{de}	17% ^{de}	18% ^d	13%	14%	12%	16%	13%	13%	17%	11%	12%	16%	13%	15%	12%	13%	13%	12%	9%	13%	13%	15%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 18

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Calorie content

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	278 16%	130 14%	149 17%	23 11%	62 20% ^d	47 16%	45 14%	49 19% ^d	53 14%	67 13%	92 18% ^j	59 15%	61 16%	33 22% ^q	12 16%	34 17%	16 11%	24 15%	18 13%	12 13%	23 14%	42 20%	38 16%	20 13%	6 12%	47 20%	126 15%	158 16%	120 15%
NET: 7-8	453 25%	195 21%	258 30% ^a	55 26%	76 24%	89 30% ⁱ	88 27%	60 24%	84 22%	135 27%	116 23%	107 27%	95 24%	34 22%	16 22%	47 23%	30 21%	52 32% ^v	30 22%	29 32% ^v	46 28%	42 19%	69 29% ^v	49 32% ^v	10 19%	69 29%	216 26%	259 27%	194 24%
NET: 4-6	542 30%	286 31%	256 30%	75 36%	96 31%	95 33%	89 27%	65 26%	121 31%	155 31%	148 30%	131 33%	108 28%	46 30%	29 40%	53 26%	58 39% ^{puw}	48 30%	37 27%	29 31%	45 28%	71 33%	67 28%	43 28%	17 33%	75 31%	247 30%	287 30%	255 31%
NET: 0-3	479 27%	294 32% ^{ab}	185 21%	49 23%	75 24%	58 20%	98 30% ^f	75 30% ^f	126 32% ^{def}	141 28%	132 26%	89 23%	117 30% ^l	36 24%	15 21%	61 30%	41 28%	36 22%	43 32%	21 23%	48 30%	55 25%	65 27%	39 26%	19 36%	46 19%	221 27% ^A	239 25%	240 29%
Don't know	31 2%	16 2%	15 2%	10 5% ^{fhi}	6 2%	3 1%	6 2%	2 1%	5 1%	3 1%	13 3% ^j	7 2%	9 2% ^j	3 2%	1 1%	6 3% ^u	1 1%	1 1%	7 5% ^{quw}	2 2%	-	6 3% ^u	2 1%	3 2%	-	3 1%	9 1%	18 2%	13 2%
Mean	5.36	4.95	5.80 ^a	5.45	5.71 ^{gi}	5.84 ^{gi}	5.15	5.34	4.86	5.24	5.43	5.56	5.23	5.68	5.40	5.21	5.14	5.66	5.01	5.52	5.21	5.43	5.42	5.47	4.76	5.97 ^B	5.41	5.50	5.20
Standard deviation	3.13	3.20	2.99	2.67	2.99	2.97	3.22	3.38	3.24	3.05	3.20	2.98	3.27	3.23	3.01	3.32	2.86	2.98	3.25	3.03	3.17	3.13	3.14	3.12	3.11	2.90	3.08	3.11	3.14
Standard error	0.07	0.10	0.10	0.20	0.18	0.17	0.17	0.21	0.16	0.13	0.14	0.17	0.16	0.25	0.36	0.25	0.25	0.26	0.29	0.31	0.24	0.21	0.20	0.26	0.46	0.20	0.11	0.10	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 19

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink while pregnant

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	495 28%	230 25%	266 31%a	62 29%	84 27%	73 25%	91 28%	75 30%	110 28%	116 23%	147 29%j	110 28%	122 31%j	46 30%	23 33%	50 25%	42 29%	47 30%	39 29%	25 27%	35 22%	65 30%	66 27%	44 29%	12 23%	85 36%B	200 24%	308 32%D	188 23%		
9	(9)	128 7%	59 6%	69 8%	17 8%	23 7%	19 6%	19 6%	25 10%	26 7%	36 7%	38 8%	17 4%	37 10%l	9 6%	3 4%	20 10%r	13 9%	5 3%	7 5%	6 7%	13 8%	16 7%	20 8%	13 9%	4 7%	20 8%	63 8%	77 8%	51 6%		
8	(8)	154 9%	82 9%	73 8%	22 10%	25 8%	21 7%	30 9%	16 6%	40 10%	45 9%	43 9%	36 9%	31 8%	13 8%	4 5%	20 10%	10 7%	26 16%soqst wx	9 7%	6 6%	16 10%	19 9%	18 8%	11 7%	4 7%	25 10%	58 7%	83 9%	72 9%		
7	(7)	138 8%	76 8%	62 7%	23 11%hi	31 10%hi	31 11%hi	28 9%hi	10 4%	16 4%	54 11%mi	41 8%mi	28 7%	15 4%	12 8%	8 11%	18 9%	10 7%	14 8%	6 5%	8 9%	12 8%	17 8%	16 7%	15 10%	1 3%	20 8%	81 10%	68 7%	70 8%		
6	(6)	119 7%	69 7%	50 6%	24 11%fi	27 8%fi	16 5%	21 6%	15 6%	17 4%	31 6%	27 5%	36 9%	25 7%	9 6%	6 8%	17 8%	5 4%	15 10%	9 7%	12 13%qux	7 4%	15 7%	15 6%	7 4%	1 2%	15 6%	57 7%	61 6%	58 7%		
5	(5)	178 10%	100 11%	77 9%	13 6%	30 10%	34 12%	28 9%	30 12%	43 11%	49 10%	49 10%	39 10%	40 10%	18 11%	6 9%	14 7%	9 6%	15 9%	9 7%	10 11%	27 16%pqps	21 10%	24 10%	13 9%	10 19%pqps	20 8%	85 10%	78 8%	100 12%C		
4	(4)	67 4%	34 4%	33 4%	11 5%	11 4%	18 6%l	10 3%	9 3%	7 2%	21 4%	18 4%	12 3%	16 4%	7 4%	4 5%	10 5%	11 7%rv	3 2%	8 6%	2 2%	5 3%	4 2%	11 4%	3 2%	- 9%st	10 4%	31 4%	33 3%	33 4%		
3	(3)	56 3%	29 3%	27 3%	10 5%	12 4%	5 2%	8 2%	8 3%	13 3%	22 4%	11 2%	13 3%	9 2%	5 3%	1 1%	6 3%	8 5%ss	5 3%	- 3%	1 1%	6 4%ss	7 3%	7 3%	5 3%	5 9%st	10 4%	26 3%	29 3%	26 3%		
2	(2)	64 4%	29 3%	36 4%	8 4%	12 4%	8 3%	12 4%	10 4%	14 4%	21 4%	15 3%	11 3%	18 5%	7 5%	1 1%	3 2%	11 8%pr	3 2%	4 3%	2 2%	9 5%	9 4%	8 4%	5 4%	1 2%	4 2%	31 4%	31 3%	33 4%		
1	(1)	52 3%	33 4%	19 2%	2 1%	12 4%	9 3%	8 2%	10 4%	11 3%	16 3%	14 3%	13 3%	9 2%	7 5%	1 2%	3 1%	3 2%	5 3%	4 3%	3 4%	6 4%	5 2%	6 2%	6 4%	2 3%	6 3%	33 4%	26 3%	26 3%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 19

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink while pregnant

		Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823	
Not at all important	(0)	294	159	135	16	40	51	66	40	81	82	84	70	58	17	15	37	25	23	34	16	24	28	45	23	10	24	141	145	149	
		16%	17%	16%	7%	13%	17% ^d	20% ^d	16% ^d	21% ^d	16%	17%	18%	15%	11%	21%	18%	17%	14%	25% ^{nru}	17%	15%	13%	19% ⁿ	15%	20%	10%	17% ^A	15%	18%	
NET: 9-10		623	289	334	80	107	92	110	100	136	153	185	126	159	55	26	70	55	52	46	31	48	81	86	57	16	105	263	384	239	
		35%	31%	39% ^a	38%	34%	31%	34%	40%	35%	31%	37% ^j	32%	41% ^{kl}	36%	36%	35%	37%	32%	34%	34%	30%	38%	36%	37%	30%	44% ^B	32%	40% ^D	29%	
NET: 7-8		292	158	135	45	56	52	58	26	56	99	84	63	46	25	11	38	19	39	15	14	28	36	34	26	5	45	139	151	141	
		16%	17%	16%	21% ^h	18% ^h	18% ^h	18% ^h	10%	14%	20% ^{km}	17%	16%	12%	16%	16%	19%	13%	24% ^{qsw}	11%	15%	17%	17%	14%	17%	10%	19%	17%	16%	17%	
NET: 4-6		363	203	160	48	68	68	59	53	67	101	94	87	81	34	16	41	25	33	27	25	38	41	49	23	11	45	174	172	191	
		20%	22%	19%	23%	22%	23%	18%	21%	17%	20%	19%	22%	21%	22%	22%	20%	17%	20%	20%	27%	24%	19%	21%	15%	22%	19%	21%	18%	23% ^C	
NET: 0-3		466	250	216	36	76	73	94	68	119	141	124	106	95	36	18	48	47	36	42	22	44	49	66	40	18	44	231	231	235	
		26%	27%	25%	17%	24%	25%	29% ^d	27% ^d	31% ^d	28%	25%	27%	24%	23%	24%	24%	32%	22%	31%	23%	27%	23%	27%	26%	35%	18%	28% ^A	24%	29%	
Don't know		39	21	17	4	8	6	6	4	12	7	13	11	7	4	1	3	-	1	5	1	3	8	5	7	2	*	13	23	16	
		2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%	3%	2%	2%	1%	2%	-	*	4% ^q	1%	2%	4% ^q	2%	4% ^{qr}	3%	*	2%	2%	2%	
Mean		6.03	5.83	6.24 ^a	6.80 ^f	6.16	5.83	5.86	6.06	5.78	5.81	6.16	5.90	6.28	6.27	6.03	6.11	5.80	6.38	5.52	6.04	5.76	6.40	5.91	6.19	5.36	6.87 ^B	5.78	6.36 ^D	5.65	
					i																										
Standard deviation		3.69	3.67	3.69	3.13	3.52	3.65	3.82	3.77	3.91	3.61	3.72	3.72	3.70	3.53	3.83	3.65	3.81	3.50	4.06	3.62	3.55	3.57	3.77	3.71	3.79	3.37	3.67	3.68	3.65	
Standard error		0.09	0.12	0.13	0.24	0.21	0.21	0.21	0.24	0.19	0.16	0.16	0.21	0.18	0.27	0.46	0.27	0.33	0.30	0.36	0.38	0.27	0.24	0.24	0.32	0.57	0.23	0.13	0.12	0.13	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 20

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink and drive

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	638 36%	292 32%	347 40%a	72 34%	87 28%	90 31%	118 36%e	104 41%ef	169 43%ef	148 30%	178 36%	136 35%	177 45%ijkl	61 40%	30 42%	68 34%	47 32%	58 36%	51 38%	36 39%	53 33%	75 35%	85 36%	57 37%	16 31%	98 41%B	256 31%	388 40%D	250 30%		
9	(9)	90 5%	52 6%	38 4%	13 6%	17 5%	15 5%	20 6%	12 5%	14 4%	30 6%	20 4%	18 5%	22 6%	8 5%	* 1%	7 4%	11 7% _s	7 5%	2 2%	5 6%	12 7% _s	13 6%	14 6%	5 3%	4 8% _s	15 6%	39 5%	50 5%	40 5%		
8	(8)	143 8%	78 9%	64 7%	20 9%	21 7%	33 11% _i	26 8%	17 7%	26 7%	38 8%	47 9%	34 9%	24 6%	11 7%	7 10%	9 5%	17 12% _{pu}	21 13% _{pu}	9 7%	4 5%	8 5%	26 12% _{puw}	16 7%	11 7%	3 6%	17 7%	69 8%	69 7%	73 9%		
7	(7)	144 8%	80 9%	64 7%	28 13% _{gi}	35 11% _{gi}	19 7%	19 6%	23 9%	20 5%	45 9%	41 8%	33 8%	24 6%	8 5%	9 12%	22 11%	13 9%	14 9%	9 7%	8 8%	12 8%	17 8%	18 7%	13 8%	1 3%	19 8%	77 9%	68 7%	75 9%		
6	(6)	94 5%	54 6%	40 5%	12 5% _i	27 9% _{gi}	18 6% _i	13 4%	17 7% _i	7 2%	30 6%	25 5%	26 7%	12 3%	9 6%	3 4%	14 7%	4 3%	7 4%	3 3%	5 6%	9 6%	15 7%	13 5%	9 6%	2 3%	17 7%	50 6%	51 5%	43 5%		
5	(5)	185 10%	96 10%	89 10%	16 8%	41 13%	30 10%	32 10%	26 10%	39 10%	56 11%	54 11%	36 9%	38 10%	15 10%	8 12%	21 10%	12 8%	16 10%	16 12%	11 12%	20 13%	18 8%	23 10%	18 12%	6 12%	24 10%	86 11%	93 10%	91 11%		
4	(4)	60 3%	40 4% _b	20 2%	8 4%	15 5%	11 4%	11 3%	6 2%	10 3%	25 5% _m	17 3%	11 3%	8 2%	6 4%	- -	11 6%	6 4%	4 3%	1 1%	2 2%	4 3%	7 3%	8 3%	3 2%	7 13% _{nors tuvwx}	8 3%	38 5%	25 3%	35 4%		
3	(3)	59 3%	29 3%	30 3%	14 7% _{gi}	12 4%	12 4%	7 2%	8 3%	7 2%	18 4%	15 3%	10 3%	16 4%	4 3%	- -	6 3%	5 4%	8 5%	7 5%	5 5%	6 4%	4 2%	10 4%	5 3%	1 1%	4 2%	33 4%	26 3%	33 4%		
2	(2)	66 4%	29 3%	37 4%	11 5%	13 4%	7 2%	12 4%	7 3%	16 4%	16 3%	21 4%	18 5%	11 3%	7 4%	3 4%	5 2%	4 3%	3 2%	9 7%	2 2%	10 6%	8 4%	7 3%	8 5%	3 6%	5 2%	39 5%	34 4%	32 4%		
1	(1)	38 2%	20 2%	19 2%	1 *	3 1%	5 2%	11 3%	5 2%	13 3%	15 3% _m	16 3% _m	4 1%	3 1%	3 2%	3 4% _r	4 2%	8 6% _{rv}	- -	3 2%	3 3%	4 2%	1 1%	5 2%	2 2%	2 4% _r	6 3%	12 1%	15 2%	23 3%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 20

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink and drive

	Gender			Age							Social Grade				Region											Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0) 230	130	101	11	35	45	53	24	61	70	55	61	44	17	8	30	18	21	19	12	22	23	35	19	5	21	113	117	113
	13%	14%	12%	5%	11%	16% ^d	16% ^{dh}	9%	16% ^{dh}	14%	11%	16%	11%	11%	11%	15%	12%	13%	14%	13%	14%	11%	15%	13%	10%	9%	14%	12%	14%
NET: 9-10	728	344	384	84	103	105	137	116	182	178	198	154	199	70	31	76	58	65	53	42	65	88	100	62	20	112	295	438	290
	41%	37%	45% ^a	40%	33%	36%	42% ^e	46% ^{ef}	47% ^{ef}	36%	40%	39%	51% ^{ijkl}	45%	43%	38%	40%	40%	39%	45%	40%	41%	42%	40%	40%	47% ^B	36%	46% ^D	35%
NET: 7-8	286	158	128	48	56	52	45	39	46	84	88	67	48	19	16	32	31	34	19	12	20	43	33	23	4	37	146	138	149
	16%	17%	15%	23% ^{gi}	18% ⁱ	18% ⁱ	14%	16%	12%	17%	18% ^m	17%	12%	13%	21%	16%	21%	21% ^u	14%	13%	12%	20%	14%	15%	9%	15%	18%	14%	18%
NET: 4-6	339	191	148	36	83	59	56	49	56	111	97	73	59	29	11	47	23	27	20	18	34	41	44	30	15	49	174	170	169
	19%	21%	17%	17%	27% ^{dgi}	20%	17%	19%	14%	22% ^m	19%	18%	15%	19%	16%	23%	16%	17%	15%	19%	21%	19%	18%	19%	29%	21%	21%	18%	21%
NET: 0-3	394	208	187	38	63	70	82	44	98	120	107	94	74	31	14	44	35	32	38	21	41	36	57	34	11	37	197	193	202
	22%	23%	22%	18%	20%	24%	25% ^h	17%	25% ^h	24%	21%	24%	19%	20%	19%	22%	24%	20%	28% ^{lv}	23%	25%	17%	24%	22%	22%	16%	24% ^A	20%	25% ^C
Don't know	35	20	15	6	8	5	5	3	8	7	11	7	10	4	1	2	-	3	6	-	2	6	6	5	1	4	8	22	13
	2%	2%	2%	3%	3%	2%	2%	1%	2%	1%	2%	2%	3%	3%	1%	1%	-	2%	4% ^q	-	1%	3%	2%	3%	1%	2%	1%	2%	2%
Mean	6.53	6.34	6.74 ^a	6.98	6.29	6.26	6.34	7.01 ^{ef}	6.54	6.16	6.57	6.39	7.10 ^{jk}	6.79	6.89	6.29	6.44	6.77	6.27	6.61	6.25	6.90	6.43	6.52	6.15	7.08 ^B	6.25	6.82 ^D	6.20
Standard deviation	3.59	3.59	3.58	3.09	3.34	3.64	3.81	3.38	3.89	3.58	3.52	3.68	3.54	3.57	3.55	3.60	3.62	3.47	3.79	3.62	3.65	3.37	3.70	3.60	3.59	3.34	3.56	3.57	3.59
Standard error	0.09	0.12	0.13	0.24	0.20	0.21	0.21	0.21	0.19	0.16	0.15	0.21	0.18	0.28	0.42	0.27	0.31	0.30	0.34	0.37	0.27	0.22	0.23	0.31	0.54	0.23	0.13	0.12	0.13

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 21

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink under the legal age

		Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10)	365 20%	165 18%	200 23% ^a	27 13%	45 14%	51 18%	78 24% ^d	65 26% ^d	99 25% ^d	75 15%	109 22% ^j	81 21%	100 26% ^j	37 24%	20 28%	46 23%	28 19%	33 20%	30 22%	17 18%	31 19%	38 18%	48 20%	30 20%	7 14%	52 22%	153 19%	246 26% ^D	119 14%
9	(9)	104 6%	49 5%	54 6%	21 10% ^e	7 2%	19 7% ^e	15 5%	15 6%	27 7% ^e	33 7%	25 5%	21 5%	24 6%	6 4%	2 3%	7 4%	10 7%	9 5%	10 7%	7 8%	8 5%	9 4%	22 9% ^p	12 8%	3 6%	16 7%	49 6%	55 6%	49 6%
8	(8)	159 9%	73 8%	86 10%	21 10%	33 10%	25 9%	21 6%	24 10%	34 9%	37 7%	43 9%	35 9%	44 11%	13 9%	8 12%	9 5%	15 10%	18 11% ^p	13 9%	4 5%	14 8%	28 13% ^p	19 8%	9 6%	8 15% ^p	30 13% ^B	57 7%	97 10%	62 8%
7	(7)	138 8%	71 8%	67 8%	25 12% ⁱ	23 7%	21 7%	25 8%	20 8%	24 6%	43 9%	36 7%	25 6%	35 9%	14 9%	3 4%	14 7%	14 10%	15 9%	9 7%	10 11%	12 7%	18 8%	14 6%	12 8%	3 6%	16 7%	60 7%	81 8%	57 7%
6	(6)	114 6%	58 6%	56 6%	25 12% ^g	27 9% ⁱ	21 7% ⁱ	17 5% ⁱ	15 6% ⁱ	9 2%	35 7%	30 6%	25 6%	23 6%	8 5%	6 8%	16 8%	9 6%	8 5%	7 5%	7 7%	10 6%	16 8%	16 7%	11 7%	1 3%	15 6%	53 6%	55 6%	58 7%
5	(5)	223 12%	122 13%	101 12%	21 10%	41 13%	39 13%	46 14%	32 13%	43 11%	64 13%	67 13%	46 12%	47 12%	16 10%	6 8%	38 19% ⁿ	18 12% ^s	23 14% ^s	6 4%	11 12%	24 15% ^s	28 13% ^s	21 9%	25 16% ^s	8 16% ^s	27 11%	119 14%	114 12%	109 13%
4	(4)	84 5%	44 5%	41 5%	16 8%	19 6%	9 3%	15 5%	11 4%	14 4%	32 6% ^m	26 5% ^m	18 5%	8 2%	9 6%	2 3%	6 3%	6 4%	9 5%	9 7%	7 8%	5 3%	11 5%	11 5%	6 4%	4 7%	11 5%	44 5%	42 4%	42 5%
3	(3)	104 6%	59 6%	45 5%	8 4%	31 10% ^d	20 7%	14 4%	14 6%	17 4%	33 7%	32 6%	23 6%	16 4%	8 5%	2 3%	13 7%	10 7%	8 5%	7 5%	7 8%	14 9%	10 5%	12 5%	8 5%	5 9%	18 8%	56 7%	44 5%	60 7% ^C
2	(2)	73 4%	36 4%	38 4%	6 3%	15 5%	12 4%	10 3%	8 3%	22 6%	25 5%	17 3%	14 4%	18 5%	9 6%	2 3%	5 2%	11 8% ^p	5 3%	2 1%	4 4%	10 6%	8 4%	11 4%	6 1%	1 3%	6 3%	33 4%	35 4%	38 5%
1	(1)	57 3%	41 4% ^b	16 2%	5 3%	15 5% ⁱ	10 3%	10 3%	9 4%	7 2%	15 3%	22 4% ^m	14 4%	6 2%	4 3%	1 2%	4 2%	8 5%	2 1%	6 4%	2 2%	7 4%	7 3%	11 5%	4 3%	1 1%	15 6%	31 4%	19 2%	38 5% ^C
Not at all important	(0)	322 18%	181 20%	141 16%	31 15%	46 15%	55 19%	66 20%	35 14%	88 23% ^e	99 20%	84 17%	83 21% ^m	57 15%	24 16%	18 25% ^q	39 20%	18 12%	27 17%	33 24% ^q	16 18%	25 15%	31 14%	53 22% ^q	27 17%	12 23%	29 12%	149 18%	149 16%	173 21% ^C

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 21

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Warning not to drink under the legal age

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	469 26%	215 23%	254 29%a	48 22%	52 17%	71 24%e	93 28%e	80 32%e	125 32%def	108 22%	134 27%	102 26%	125 32%j	43 28%	23 32%	53 27%	38 26%	41 26%	40 29%	24 26%	39 24%	47 22%	69 29%	42 27%	10 19%	68 29%	202 25%	300 31%D	168 20%
NET: 7-8	297 17%	144 16%	154 18%	46 22%	55 18%	47 16%	47 14%	44 18%	58 15%	80 16%	79 16%	60 15%	78 20%	27 18%	12 16%	23 12%	30 20%	33 21%p	22 16%	14 15%	25 16%	46 21%pw	33 14%	20 13%	11 22%	46 19%	117 14%	178 19%D	119 14%
NET: 4-6	421 24%	224 24%	197 23%	63 30%i	87 28%i	69 24%i	78 24%i	58 23%	66 17%	132 26%m	123 25%	88 22%	78 20%	33 21%	14 19%	59 29%sw	33 22%	40 25%	22 16%	25 27%	38 24%	55 26%	48 20%	42 27%	13 25%	53 22%	216 26%	212 22%	209 25%
NET: 0-3	557 31%	317 34%b	240 28%	51 24%	108 34%d	98 34%	100 31%	67 27%	133 34%d	171 34%m	155 31%	134 34%m	97 25%	45 29%	23 32%	61 30%	46 32%	43 27%	47 35%	29 31%	56 35%	57 26%	86 36%v	45 29%	18 34%	68 29%	270 33%	247 26%	309 38%C
Don't know	39 2%	22 2%	18 2%	5 2%	11 4%	7 2%	8 2%	3 1%	6 2%	9 2%	11 2%	9 2%	11 3%	5 3%	1 1%	4 2%	- 2%	4 2%	4 3%	1 1%	3 2%	10 5%qw	3 1%	5 3%	- -	3 1%	14 2%	23 2%	17 2%
Mean	5.43	5.11	5.77a	5.61	5.02	5.25	5.43	5.94ef	5.47	5.03	5.47	5.24 i	6.11jk	5.66	5.59	5.37	5.57	5.67	5.27	5.35	5.29	5.59	5.22	5.43	5.05	5.81B	5.22	5.96D	4.82
Standard deviation	3.61	3.61	3.58	3.28	3.32	3.59	3.73	3.55	3.90	3.51	3.60	3.72	3.54	3.62	3.98	3.60	3.44	3.51	3.94	3.50	3.53	3.42	3.81	3.56	3.55	3.49	3.56	3.58	3.55
Standard error	0.09	0.12	0.13	0.25	0.20	0.21	0.20	0.22	0.19	0.16	0.16	0.21	0.18	0.28	0.48	0.27	0.30	0.30	0.35	0.36	0.27	0.23	0.24	0.30	0.52	0.24	0.13	0.12	0.12

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 22

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

**Base: All respondents who drink alcohol
'Drink responsibly' message**

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	309 17%	135 15%	174 20%a	33 16%	40 13%	48 17%	55 17%	57 23%e	75 19%e	63 13%	92 18%j	58 15%	96 25%jkl	28 18%	15 21%	28 14%	22 15%	35 22%	27 20%	15 16%	23 14%	41 19%	40 17%	24 16%	10 20%	50 21%	126 15%	205 21%D	104 13%		
9	(9)	103 6%	47 5%	56 6%	13 6%	19 6%	17 6%	13 4%	16 6%	26 7%	34 7%	28 6%	16 4%	25 6%	9 6%	5 8%	12 6%	11 8%	8 5%	5 4%	2 2%	6 4%	11 5%	17 7%	11 7%	4 8%	19 8%	44 5%	46 5%	57 7%		
8	(8)	185 10%	92 10%	93 11%	24 11%	28 9%	31 11%	39 12%	27 11%	36 9%	46 9%	50 10%	43 11%	47 12%	17 11%	6 8%	17 8%	19 13%	16 10%	14 10%	6 7%	20 12%	29 14%	23 9%	13 8%	6 12%	29 12%	76 9%	111 12%	74 9%		
7	(7)	174 10%	92 10%	82 9%	43 21%efgh i	25 8%	27 9%	28 9%	23 9%	28 7%	51 10%	48 10%	29 7%	45 12%	13 8%	8 11%	27 14%	11 7%	15 10%	9 7%	14 15%	15 10%	21 10%	27 11%	11 7%	3 6%	23 9%	72 9%	105 11%	69 8%		
6	(6)	141 8%	77 8%	65 7%	21 10%	30 9%	29 10%	25 8%	13 5%	25 6%	45 9%	43 9%	31 8%	23 6%	11 7%	6 8%	14 7%	14 9%	12 7%	14 11%	10 11%	12 7%	13 6%	17 7%	16 10%	2 4%	25 10%	68 8%	75 8%	66 8%		
5	(5)	260 15%	134 15%	127 15%	23 11%	57 18%	40 14%	47 15%	39 16%	53 14%	61 12%	82 16%	69 18%	48 12%	21 14%	15 20%	28 14%	22 15%	29 18%	16 12%	19 20%w	23 14%	32 15%	26 11%	20 13%	10 19%	26 11%	136 17%	124 13%	136 16%		
4	(4)	76 4%	38 4%	38 4%	6 3%	15 5%	16 5%	15 4%	10 4%	15 4%	30 6%	22 4%	12 3%	13 3%	10 7%ltvw	4 5%	10 5%	9 6%t	12 7%ltvw	9 7%t	- -	5 3%	5 2%	6 2%	8 5%	- -	9 4%	41 5%	43 4%	34 4%		
3	(3)	89 5%	45 5%	44 5%	14 6%	19 6%	13 4%	9 3%	16 6%	19 5%	27 5%	31 6%	14 4%	17 4%	7 5%	2 3%	13 7%	8 5%	5 3%	3 2%	7 7%	14 8% s	8 4%	15 6%	5 3%	3 6%	8 3%	52 6%	42 4%	47 6%		
2	(2)	92 5%	48 5%	44 5%	11 5%	23 7%	15 5%	15 4%	10 4%	20 5%	37 7%km	17 3%	28 7%km	10 3%	9 6%r	1 2%	4 2%	7 5%	2 1%	8 6%r	6 7%r	10 6%r	11 5%	16 7%pr	13 8%pr	5 10%pr	15 6%	44 5%	43 4%	50 6%		
1	(1)	66 4%	47 5%b	19 2%	2 1%	15 5% d	9 3%	18 5% d	8 3%	14 4%	22 4%	15 3%	16 4%	12 3%	9 6%	1 2%	6 3%	4 3%	3 2%	5 4%	1 1%	9 5%	7 3%	12 5%	5 4%	3 6%	14 6%	29 4%	26 3%	39 5% C		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 22

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

**Base: All respondents who drink alcohol
'Drink responsibly' message**

		Gender		Age						Social Grade				Region													Employment Sector		Risk Group	
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private	Lower risk	In-creas-ing or higher risk
		(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important		(0) 262 15%	153 17% ^b	110 13%	18 9%	35 11%	43 15%	58 18% ^d	32 13%	77 20% ^d	82 16%	61 12%	72 18% ^k	48 12%	17 11%	9 12%	39 19% ⁿ	20 13%	20 12%	20 15%	12 13%	25 16%	32 15%	40 17%	25 16%	5 9%	21 9%	124 15% ^A	123 13%	139 17% ^C
NET: 9-10		411 23%	182 20%	229 27% ^a	46 22%	59 19%	65 22%	68 21%	73 29% ^e	101 26% ^e	97 19%	120 24%	74 19%	120 31% ^{jkl}	37 24%	21 28%	40 20%	33 23%	44 27%	32 24%	17 19%	29 18%	53 25%	57 24%	35 23%	15 28%	69 29% ^B	170 21%	251 26% ^D	161 20%
NET: 7-8		359 20%	184 20%	175 20%	67 32% ^e	53 17% ^{hi}	59 20%	67 20%	50 20%	63 16%	97 19%	98 20%	72 18%	92 24%	29 19%	14 19%	44 22%	29 20%	32 20%	23 17%	20 22%	35 22%	50 23%	50 21%	24 15%	9 18%	51 21%	148 18%	216 22% ^D	143 17%
NET: 4-6		478 27%	248 27%	229 27%	50 23%	102 32% ⁱ	85 29%	87 27%	62 25%	93 24%	136 27%	146 29% ^m	112 28%	84 21%	42 28%	24 33% ^w	52 26%	45 31% ^w	53 33% ^w	40 29%	29 31%	39 24%	50 23%	49 20%	43 28%	12 23%	60 25%	245 30%	242 25%	235 29%
NET: 0-3		509 29%	293 32% ^b	217 25%	44 21%	91 29%	80 28%	99 30% ^d	65 26%	129 33% ^d	168 34% ^k	124 25%	130 33% ^k	87 22%	42 27%	14 19%	62 31% ^r	38 26%	29 18%	37 27%	26 28%	58 36% ^o	57 27%	83 34% ^o	48 31% ^r	16 31%	58 24%	250 30%	234 24%	275 33% ^C
Don't know		26 1%	14 1%	12 1%	5 2%	9 3%	3 1%	5 2%	2 1%	3 1%	2 *	13 3% ^j	5 1%	6 2%	3 2%	- -	3 1%	1 1%	3 2%	3 2%	1 1%	1 1%	6 3%	1 1%	4 3%	- -	2 1%	6 1%	17 2%	9 1%
Mean		5.51	5.20	5.84 ^a	6.12 ^e	5.28	5.51	5.27	5.91 ^e	5.30	5.09	5.74 ^j	5.06	6.21 ^j	5.61	6.02	5.20	5.61	6.03 ^{pu}	5.53	5.50	5.10	5.74	5.32	5.23	5.74	6.06 ^B	5.29	5.90 ^D	5.05
Standard deviation		3.40	3.42	3.35	2.97	3.18	3.36	3.51	3.42	3.65	3.37	3.28	3.45	3.40	3.35	3.24	3.43	3.28	3.25	3.48	3.15	3.39	3.46	3.54	3.48	3.41	3.30	3.34	3.36	3.38
Standard error		0.08	0.11	0.12	0.23	0.19	0.20	0.19	0.21	0.18	0.15	0.14	0.19	0.17	0.26	0.38	0.25	0.29	0.28	0.31	0.33	0.25	0.23	0.22	0.29	0.50	0.22	0.12	0.11	0.12

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

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Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 23

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

The Chief Medical Officers' alcohol consumption guidelines

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)	
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825	
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823	
Very important	(10) 199	87	111	25	33	30	37	31	43	41	57	47	54	29	9	21	13	16	18	8	17	19	22	18	7	23	92	134	65	
	11%	9%	13% ^a	12%	10%	10%	11%	12%	11%	8%	11%	12%	14% ^j	19% ^{pqr}	13%	11%	9%	10%	13%	9%	11%	9%	9%	12%	14%	10%	11%	14% ^D	8%	
9	(9) 111	58	52	4	12	20	19	21	34	30	31	24	26	9	3	7	13	8	4	7	13	15	19	13	1	22	43	70	41	
	6%	6%	6%	2%	4%	7% ^d	6% ^d	8% ^{de}	9% ^{de}	6%	6%	6%	7%	6%	4%	4%	9%	5%	3%	7%	8%	7%	8%	9%	1%	9%	5%	7%	5%	
8	(8) 203	91	112	30	34	28	41	27	43	55	63	37	47	15	7	26	17	21	16	11	14	24	28	13	11	33	79	122	81	
	11%	10%	13%	14%	11%	9%	12%	11%	11%	11%	13%	9%	12%	10%	9%	13%	12%	13%	12%	11%	9%	11%	12%	9%	22% ^{lux}	14%	10%	13%	10%	
7	(7) 194	94	100	32	34	41	28	24	36	63	50	36	45	13	12	21	18	20	12	9	15	22	31	17	3	25	94	102	92	
	11%	10%	12%	15% ^g	11%	14% ^g	8%	9%	9%	13%	10%	9%	11%	8%	16%	10%	13%	12%	9%	10%	10%	10%	13%	11%	6%	10%	12%	11%	11%	
6	(6) 148	75	73	31	33	27	22	15	21	41	47	32	28	12	9	14	12	18	16	9	10	10	17	18	2	22	73	78	70	
	8%	8%	8%	15% ^{ghi}	10% ⁱ	9%	7%	6%	5%	8%	9%	8%	7%	8%	13% ^v	7%	8%	11% ^v	12% ^v	10%	6%	5%	7%	12% ^v	5%	9%	9%	8%	8%	
5	(5) 268	134	134	24	57	37	51	40	59	74	77	65	52	25	14	33	23	21	16	12	27	44	30	18	4	35	127	131	137	
	15%	15%	16%	12%	18%	13%	16%	16%	15%	15%	15%	17%	13%	16%	20%	16%	15%	13%	12%	13%	17%	21% ^{wx}	13%	11%	8%	15%	16%	14%	17%	
4	(4) 109	57	51	14	19	25	20	13	17	41	24	21	22	13	1	13	9	15	9	6	9	12	12	4	5	12	62	56	52	
	6%	6%	6%	7%	6%	9% ⁱ	6%	5%	4%	8% ^k	5%	5%	6%	8% ^x	2%	6%	6%	9% ^{cx}	6%	7%	5%	6%	5%	3%	10%	5%	8%	6%	6%	
3	(3) 93	58	34	10	24	8	19	13	19	33	22	19	19	6	4	12	5	4	7	2	15	10	12	13	4	8	49	36	56	
	5%	6% ^b	4%	5%	8% ^f	3%	6%	5%	5%	7%	4%	5%	5%	4%	5%	6%	4%	2%	5%	2%	9% ^{ft}	4%	5%	9% ^{fr}	8%	4%	6%	4%	7% ^C	
2	(2) 83	47	36	10	13	13	15	15	17	21	20	19	23	9	-	5	7	4	8	7	11	11	14	5	1	12	38	38	45	
	5%	5%	4%	5%	4%	5%	5%	6%	4%	4%	4%	5%	6%	6%	-	3%	5%	2%	6%	7% ^o	7% ^o	5%	6%	3%	2%	5%	5%	4%	5%	
1	(1) 71	38	33	8	14	8	9	10	22	28	23	11	10	3	1	7	10	8	6	4	5	7	9	8	3	14	29	35	36	
	4%	4%	4%	4%	4%	3%	3%	4%	6%	6% ^m	5%	3%	3%	2%	2%	4%	7%	5%	4%	4%	3%	3%	4%	5%	5%	6%	4%	4%	4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

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	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	York-shire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creas- ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0) 241	151	90	11	26	40	54	34	75	63	65	64	49	14	12	36	18	18	14	15	21	26	37	21	8	25	106	110	131
	13%	16% ^b	10%	5%	8%	14% ^d	16% ^d	14% ^d	19% ^d	13%	13%	16%	13%	9%	17%	18% ⁿ	12%	11%	10%	16%	13%	12%	15%	14%	16%	10%	13%	11%	16% ^C
NET: 9-10	309	145	164	28	45	50	57	52	77	71	88	71	80	38	12	28	25	24	22	15	30	34	42	31	8	45	135	204	106
	17%	16%	19%	13%	14%	17%	17%	21%	20%	14%	18%	18%	21% ^j	25% ^p	16%	14%	17%	15%	16%	16%	19%	16%	17%	20%	15%	19%	16%	21% ^D	13%
NET: 7-8	397	185	212	62	69	69	68	50	79	118	113	73	92	28	18	46	35	41	28	20	29	46	59	30	14	58	173	224	172
	22%	20%	25% ^a	29% ^{hi}	22%	24%	21%	20%	20%	24%	23%	19%	24%	18%	25%	23%	24%	26%	21%	21%	18%	22%	24%	20%	28%	24%	21%	23%	21%
NET: 4-6	524	266	258	70	109	89	93	68	96	156	148	118	102	50	25	60	44	55	40	28	46	66	60	39	12	69	262	266	259
	29%	29%	30%	33%	35% ⁱ	31%	29%	27%	25%	31%	30%	30%	26%	33%	34%	30%	30%	34%	30%	30%	28%	31%	25%	26%	22%	29%	32%	28%	31%
NET: 0-3	488	295	193	40	77	70	97	72	132	144	131	113	101	32	17	61	40	34	34	27	53	54	72	47	16	59	222	220	268
	27%	32% ^b	22%	19%	24%	24%	30% ^d	29% ^d	34% ^d	29%	26%	29%	26%	21%	24%	30%	28%	21%	25%	29%	33% ⁿ	25%	30%	31%	32%	25%	27%	23%	33% ^C
Don't know	65	30	35	12	15	14	11	9	5	11	20	19	15	5	-	5	2	7	10	3	3	15	8	6	2	9	27	47	18
	4%	3%	4%	6% ⁱ	5% ⁱ	5% ⁱ	3%	3%	1%	2%	4%	5%	4%	3%	-	3%	1%	5%	8% ^o	3%	2%	7% ^o	3%	4%	3%	4%	3%	5% ^D	2%
Mean	5.32	4.98	5.69 ^a	5.83 ^{gi}	5.42	5.38	5.17	5.37	5.02	5.13	5.41	5.18	5.59	5.88 ^{pu}	5.45	5.02	5.29	5.49	5.48	5.07	5.13	5.31	5.22	5.37	5.23	5.57	5.26	5.72 ^D	4.86
Standard deviation	3.21	3.26	3.11	2.77	2.93	3.17	3.32	3.31	3.48	3.09	3.22	3.31	3.25	3.15	3.18	3.30	3.17	3.06	3.17	3.28	3.21	3.11	3.30	3.30	3.45	3.14	3.14	3.22	3.14
Standard error	0.08	0.11	0.11	0.21	0.18	0.19	0.18	0.21	0.17	0.14	0.14	0.19	0.16	0.25	0.38	0.24	0.28	0.27	0.29	0.34	0.24	0.21	0.21	0.28	0.51	0.21	0.11	0.11	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 24

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Details of where to find further alcohol health information online

		Gender		Age						Social Grade				Region												Employment Sector		Risk Group		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10)	153 9%	75 8%	79 9%	15 7%	31 10%	18 6%	32 10%	27 11%	30 8%	32 6%	50 10%	32 8%	39 10%	18 12%	6 9%	11 5%	9 6%	17 11%	13 10%	7 8%	9 6%	16 8%	25 10%	16 10%	6 11%	26 11%	68 8%	96 10% ^D	57 7%
9	(9)	83 5%	51 6%	32 4%	6 3%	18 6%	17 6%	12 4%	15 6%	15 4%	24 5%	26 5%	12 3%	21 5%	11 7%	2 3%	9 5%	8 5%	9 6%	5 4%	3 3%	6 4%	12 6%	7 3%	8 5%	2 5%	12 5%	42 5%	50 5%	33 4%
8	(8)	161 9%	73 8%	87 10%	29 14% ^{ei}	23 7%	26 9%	27 8%	25 10%	30 8%	48 10% ^k	24 5%	40 10% ^{kk}	49 13% ^k	13 9%	9 13% ^y	20 10% ^y	12 8%	17 10% ^y	13 10% ^y	9 10% ^y	10 6%	19 9%	25 10% ^y	13 8%	- -	22 9%	71 9%	97 10%	64 8%
7	(7)	178 10%	97 11%	80 9%	29 14% ⁱ	27 9%	34 12% ⁱ	40 12% ⁱ	24 10%	23 6%	52 10%	60 12% ^m	38 10%	28 7%	16 11%	11 15% ^s	14 7%	21 14% ^s	23 14% ^s	6 4%	10 11%	17 10%	19 9%	21 9%	11 7%	9 17% ^s	22 9%	93 11%	91 10%	86 10%
6	(6)	158 9%	78 8%	80 9%	33 16% ^{ghi}	47 15% ^{ghi}	27 9% ^h	19 6%	9 3%	23 6%	54 11%	48 10%	26 7%	30 8%	10 7%	4 6%	19 9%	13 9%	12 8%	17 13% ^y	7 8%	11 7%	18 8%	31 13% ^y	13 9%	1 2%	19 8%	77 9%	88 9%	70 8%
5	(5)	290 16%	154 17%	136 16%	27 13%	39 12%	59 20% ^{ee}	50 15%	39 15%	77 20% ^{ee}	84 17%	81 16%	70 18%	56 14%	23 15%	11 15%	37 19%	25 17%	22 13%	23 17%	17 18%	39 24% ^{nrvwx}	33 15%	34 14%	21 14%	5 10%	43 18%	123 15%	151 16%	139 17%
4	(4)	115 6%	53 6%	62 7%	13 6%	25 8%	20 7%	22 7%	13 5%	22 6%	34 7%	31 6%	26 7%	24 6%	8 5%	3 4%	7 4%	11 7%	7 5%	8 6%	8 9%	7 4%	22 10% ^{pu}	16 7%	13 8%	5 9%	21 9%	58 7%	61 6%	54 7%
3	(3)	110 6%	52 6%	58 7%	12 6%	26 8%	12 4%	19 6%	20 8%	20 5%	28 6%	32 6%	27 7%	23 6%	11 7%	3 4%	17 8% ^x	7 5%	7 5%	6 5%	5 5%	17 10% ^x	11 5%	17 9%	4 2%	5 9%	16 7%	60 7%	60 6%	50 6%
2	(2)	115 6%	58 6%	57 7%	6 3%	20 6%	21 7%	17 5%	22 9% ^d	30 8%	33 7%	31 6%	24 6%	27 7%	11 7%	4 5%	8 4%	14 10% ^{sw}	12 8%	8 6%	7 8%	12 8%	12 6%	9 4%	10 6%	6 12% ^{kw}	15 6%	50 6%	55 6%	60 7%
1	(1)	70 4%	42 5%	28 3%	5 2%	8 3%	10 4%	12 4%	9 3%	26 7% ^{de}	23 5%	17 3%	16 4%	14 3%	6 4%	5 7%	5 3%	4 3%	4 2%	6 4%	3 3%	4 3%	6 3%	11 4%	13 9% ^{pruv}	3 7%	10 4%	29 4%	34 4%	36 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 24

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Details of where to find further alcohol health information online

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Not at all important (0)		294	165	129	16	40	41	69	41	86	80	83	71	60	20	13	47	21	23	23	15	25	33	40	24	10	26	130	138	156		
		16%	18%	15%	8%	13%	14%	21% ^{def}	16% ^d	22% ^{def}	16%	17%	18%	15%	13%	18%	23% ⁿ	14%	15%	17%	16%	15%	15%	17%	16%	19%	11%	16%	14%	19% ^C		
NET: 9-10		236	126	110	21	50	35	43	42	45	56	76	44	60	29	8	20	16	26	19	10	15	28	32	24	8	39	110	146	90		
		13%	14%	13%	10%	16%	12%	13%	17%	12%	11%	15%	11%	16%	19% ^{pu}	12%	10%	11%	16%	14%	11%	10%	13%	13%	16%	15%	16%	13%	15% ^D	11%		
NET: 7-8		338	171	168	59	49	60	68	49	53	100	84	78	77	30	20	35	32	40	19	20	27	38	46	24	9	45	164	188	150		
		19%	19%	19%	28% ^{ei}	16%	21% ⁱ	21% ⁱ	20%	14%	20%	17%	20%	20%	19%	28% ^s	17%	22%	25%	14%	21%	17%	18%	19%	15%	17%	19%	20%	20%	18%		
NET: 4-6		563	285	278	73	110	107	91	60	122	171	159	123	110	41	18	64	49	41	48	32	57	73	81	48	11	83	258	300	263		
		32%	31%	32%	35% ^h	35% ^h	37% ^{gh}	28%	24%	31%	34%	32%	31%	28%	27%	25%	32%	34%	26%	36%	35%	36%	34%	34%	31%	21%	35%	32%	31%	32%		
NET: 0-3		589	317	272	40	95	84	116	92	162	164	163	137	124	48	25	77	46	47	44	30	58	62	77	51	24	68	268	287	302		
		33%	34%	31%	19%	30% ^d	29% ^d	36% ^d	36% ^d	42% ^{def}	33%	33%	35%	32%	31%	35%	38%	32%	29%	33%	32%	36%	29%	32%	33%	47% ^{rvn}	28%	33%	30%	37% ^C		
Don't know		57	22	35	19	9	5	8	9	7	9	18	12	18	5	1	6	2	7	4	1	4	15	4	8	-	5	19	39	18		
		3%	2%	4%	9% ^{efgh}	3%	2%	2%	3%	2%	2%	4%	3%	5% ^j	4%	1%	3%	2%	5%	3%	1%	2%	7% ^{quw}	2%	5%	-	2%	2%	4% ^D	2%		
Mean		4.81	4.72	4.90	5.64 ^{fghi}	5.09 ⁱ	4.92 ⁱ	4.64	4.87 ⁱ	4.16	4.74	4.84	4.63	5.02	5.22 ^p	4.81	4.38	4.83	5.26 ^p	4.79	4.74	4.55	4.87	4.91	4.74	4.20	5.17	4.86	5.08 ^D	4.50		
Standard deviation		3.18	3.22	3.13	2.72	3.08	3.00	3.33	3.34	3.26	3.08	3.21	3.18	3.28	3.26	3.33	3.21	3.00	3.25	3.24	3.09	2.92	3.12	3.20	3.34	3.34	3.07	3.14	3.18	3.16		
Standard error		0.08	0.11	0.11	0.21	0.19	0.18	0.18	0.21	0.16	0.14	0.14	0.18	0.16	0.25	0.40	0.24	0.26	0.28	0.29	0.32	0.22	0.21	0.20	0.29	0.49	0.21	0.11	0.10	0.11		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 25

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Best before date

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	417 23%	207 23%	209 24%	49 23%	73 23%	57 20%	86 26%	61 24%	91 23%	98 20%	108 22%	106 27% _j	105 27% _j	37 24%	19 26%	44 22%	25 17%	48 30% _{qw}	35 26%	22 24%	39 24%	46 21%	45 19%	41 27%	16 30%	54 195	225 24%	251 26% _D	165 20%		
9	(9)	182 10%	97 11%	86 10%	25 12%	34 11%	29 10%	33 10%	30 12%	32 8%	42 8%	60 12%	39 10%	41 11%	20 13% _x	15 20% _{stu}	27 13% _{ux}	17 12% _x	26 16% _{uvxy}	12 9%	7 7%	10 6%	17 8%	23 10%	6 4%	1 2%	29 12%	78 9%	93 10%	90 11%		
8	(8)	266 15%	131 14%	135 16%	40 19% _{ai}	49 16%	39 13%	59 18% _{ai}	38 15%	42 11%	79 16%	72 14%	62 16%	53 14%	17 11%	11 15%	42 21% _{nt}	27 18% _t	21 13%	16 12%	7 8%	27 17%	33 15%	36 15%	25 16%	6 11%	39 16%	132 16%	134 14%	132 16%		
7	(7)	200 11%	97 11%	103 12%	24 12% _h	33 11% _h	50 17% _{egh}	33 10% _h	12 5%	47 12% _h	67 13% _l	52 10%	32 8%	48 12%	19 12%	8 11%	21 10%	19 13%	13 10%	13 11%	19 12%	26 12%	31 13%	16 10%	5 9%	26 11%	91 11%	107 11%	93 11%			
6	(6)	160 9%	89 10%	70 8%	23 11%	22 7%	31 11% _{ai}	36 11% _{ai}	25 10%	23 6%	41 8%	48 10% _m	48 12% _m	22 6%	13 8%	2 3%	14 7%	15 10%	14 9%	14 11%	17 18% _{nopu}	10 6%	20 9%	21 9%	15 10%	5 10%	27 11%	70 9%	91 9%	69 8%		
5	(5)	205 11%	117 13%	88 10%	15 7%	48 15% _{dg}	34 12%	25 8%	32 13%	50 13% _g	59 12%	56 11%	39 10%	52 13%	17 11%	10 13%	19 10%	14 10%	18 11%	10 8%	14 15%	20 13%	32 15%	29 12%	17 11%	4 7%	23 10%	92 11%	125 13% _D	79 10%		
4	(4)	62 3%	32 3%	30 3%	7 3%	13 4%	13 4%	7 2%	12 5%	10 3%	14 3%	19 4%	16 4%	13 3%	5 3%	2 2%	4 2%	7 5%	5 3%	7 5%	- 5%	4 4%	9 4%	9 4%	7 5%	4 7% _{os}	10 6%	31 3%	29 2%	33 5% _C		
3	(3)	59 3%	26 3%	33 4%	7 3%	12 4%	10 3%	9 3%	8 3%	14 4%	21 4% _m	24 5% _m	11 3%	3 1%	3 2%	- -	5 3%	2 2%	7 4%	1 *	5 5%	7 4%	6 3%	13 5% _s	7 4%	4 7% _{os}	15 6%	27 3%	22 2%	37 5% _C		
2	(2)	52 3%	29 3%	23 3%	6 3%	8 2%	9 3%	8 2%	5 2%	17 4%	22 4% _l	15 3% _l	3 1%	13 3% _l	6 4%	- -	4 2%	9 6% _r	2 1%	3 2%	1 1%	7 4%	6 3%	10 4%	2 1%	3 5%	4 2%	23 3%	19 2%	33 4% _C		
1	(1)	30 2%	16 2%	14 2%	- -	2 1%	5 2%	3 1%	12 5% _{deg}	8 2%	9 2%	7 1%	6 2%	7 2%	1 1%	- -	4 2%	2 2%	2 1%	2 2%	2 2%	4 3%	1 *	5 2%	5 3% _w	1 1%	4 2%	15 2%	9 1%	21 3% _C		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 25

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Best before date

		Gender		Age						Social Grade					Region											Employment Sector		Risk Group		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of England	London	South East	South West	North Ireland	Public	Private	Lower risk	Increasing or higher risk
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0)	108	59	49	9	11	7	21	13	46	37	25	23	23	10	5	11	10	4	13	8	11	11	14	8	2	7	45	54	54
		6%	6%	6%	4%	4%	2%	7% ^f	5%	12% ^{defgh}	7%	5%	6%	6%	7%	7%	5%	7%	2%	10% ^r	9%	7%	5%	6%	5%	5%	3%	6%	6%	7%
NET: 9-10		599	304	295	74	107	86	119	91	123	140	169	145	145	57	34	71	42	74	48	28	49	63	68	48	17	82	273	344	255
		34%	33%	34%	35%	34%	29%	36%	36%	32%	28%	34%	37% ^j	37% ^j	37%	47% ^{quvw}	36%	28%	46% ^{qtuvwx}	35%	31%	30%	30%	29%	31%	33%	34%	33%	36% ^D	31%
NET: 7-8		466	228	238	64	82	89	92	50	90	147	124	94	101	35	19	63	46	34	29	18	46	59	67	40	10	65	223	241	224
		26%	25%	28%	30% ^h	26%	31% ^{hi}	28% ^h	20%	23%	29%	25%	24%	26%	23%	26%	31%	31%	21%	22%	19%	28%	27%	28%	26%	20%	27%	27%	25%	27%
NET: 4-6		426	238	188	45	83	77	69	69	83	114	123	103	86	35	14	37	36	38	31	31	34	61	58	39	13	60	193	245	181
		24%	26%	22%	21%	27%	27%	21%	27%	21%	23%	25%	26%	22%	23%	19%	18%	24%	23%	23%	33% ^p	21%	28% ^p	24%	25%	26%	25%	24%	26%	22%
NET: 0-3		249	130	119	21	33	30	42	38	85	90	70	43	46	22	5	24	23	15	19	15	29	24	42	22	10	30	111	104	145
		14%	14%	14%	10%	11%	10%	13%	15%	22% ^{defgh}	18% ^{lm}	14%	11%	12%	14%	7%	12%	16%	9%	14%	16%	18% ^r	11%	17% ^r	14%	19%	13%	14%	11%	18% ^C
Don't know		44	20	23	8	8	9	6	4	9	10	14	9	11	5	1	6	-	1	8	1	3	7	5	6	2	2	19	26	17
		2%	2%	3%	4%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	1%	3%	-	1%	6% ^{qr}	1%	2%	3% ^q	2%	4% ^q	3%	1%	2%	3%	2%
Mean		6.82	6.74	6.91	7.21 ⁱ	7.00 ⁱ	6.90 ⁱ	7.09 ⁱ	6.74	6.25	6.47	6.83	7.08 ^j	7.02 ^j	6.87	7.48 ^{qw}	7.14 ^w	6.56	7.46 ^{qtuvw}	6.74	6.48	6.61	6.79	6.51	6.78	6.58	7.00	6.87	7.04 ^D	6.58
Standard deviation		2.92	2.94	2.90	2.62	2.68	2.55	2.89	3.04	3.36	3.02	2.85	2.84	2.93	2.99	2.76	2.80	2.93	2.61	3.22	3.02	3.08	2.74	2.92	2.97	3.12	2.67	2.89	2.82	3.02
Standard error		0.07	0.10	0.10	0.20	0.16	0.15	0.16	0.19	0.16	0.13	0.12	0.16	0.15	0.23	0.33	0.21	0.25	0.22	0.29	0.31	0.23	0.18	0.18	0.25	0.46	0.18	0.10	0.09	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 26

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Nutritional information (e.g. fat/salt/sugar content)

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-eastern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10) 213 12%	98 11%	114 13%	17 8%	46 15%g	34 12%	27 8%	47 19%dfg i	42 11%	48 10%	70 14%j	41 11%	54 14%	25 16%q	13 18%q	22 11%	10 7%	21 13%	17 12%	6 7%	15 10%	26 12%	27 11%	26 17%qt	4 8%	29 12%	100 12%	136 14%D	77 9%
9	(9) 106 6%	52 6%	54 6%	3 1%	19 6%d	18 6%d	20 6%d	13 5%	33 8%d	21 4%	30 6%	29 7%	25 6%	6 4%	2 2%	13 6%	8 6%	9 6%	6 4%	7 7%	12 7%	17 8%	13 5%	11 7%	3 5%	10 4%	49 6%	58 6%	48 6%
8	(8) 187 10%	98 11%	89 10%	27 13%	32 10%	46 16%hi	34 10%	19 8%	29 8%	66 13%k	37 7%	46 12%	38 10%	15 10%	5 7%	35 17%svu x	14 10%	17 10%	12 9%	10 11%	15 9%	21 10%	28 12%	10 6%	6 12%	37 15%B	82 10%	100 10%	88 11%
7	(7) 233 13%	105 11%	129 15%a	32 15%	41 13%	43 15%	45 14%	33 13%	40 10%	72 14%	64 13%	44 11%	52 13%	20 13%	9 13%	17 8%	32 22%psv	21 13%	16 12%	12 13%	21 13%	24 11%	36 15%	20 13%	6 11%	24 10%	123 15%	131 14%	103 13%
6	(6) 165 9%	87 9%	78 9%	15%hi	36 11%h	26 9%	29 9%	11 4%	30 8%	52 10%	42 8%	42 11%	29 7%	20 13%	8 11%	15 8%	12 8%	21 13%	12 9%	8 9%	13 8%	23 11%	17 7%	12 8%	4 7%	28 12%	81 10%	86 9%	79 10%
5	(5) 263 15%	136 15%	127 15%	27 13%	42 13%	40 14%	53 16%	35 14%	64 17%	70 14%	80 16%	62 16%	50 13%	21 14%	12 17%	27 13%	21 15%	23 14%	21 15%	19 21%y	28 17%y	36 17%	32 13%	20 13%	2 4%	36 15%	115 14%	140 15%	123 15%
4	(4) 117 7%	61 7%	56 6%	17 8%	21 7%	19 7%	15 5%	20 8%	24 6%	43 9%lm	34 7%	21 5%	19 5%	6 4%	8 11%u	17 8%u	11 7%	11 7%	7 5%	5 5%	4 3%	12 6%	20 8%u	10 6%	6 12%u	22 9%	44 5%	65 7%	52 6%
3	(3) 93 5%	48 5%	44 5%	19 9%fh	15 5%	9 3%	21 6%	8 3%	20 5%	23 5%	28 6%	19 5%	22 6%	8 5%	2 3%	10 5%	10 7%	9 5%	7 5%	2 2%	11 7%	8 4%	12 5%	10 7%	4 8%	6 2%	48 6%	37 4%	56 7% C
2	(2) 100 6%	61 7%	39 4%	12 6%	18 6%	12 4%	19 6%	19 7%	20 5%	25 5%	24 5%	25 6%	26 7%	6 4%	4 6%	7 4%	5 3%	5 3%	12 9%	5 5%	13 8%	12 6%	13 6%	11 7%	6 12%pr	9 4%	51 6%	52 5%	48 6%
1	(1) 56 3%	36 4%	20 2%	7 3%	8 3%	5 2%	11 3%	8 3%	16 4%	14 3%	20 4%	11 3%	10 3%	5 3%	2 3%	3 1%	8 5%	3 2%	2 1%	1 1%	9 5%p	5 2%	6 3%	8 5%	4 7%p	11 5%	21 3%	30 3%	26 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 26

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Nutritional information (e.g. fat/salt/sugar content)

		Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important (0)		214	122	92	12	27	28	45	39	63	59	62	41	53	17	6	33	12	18	18	13	19	25	32	15	7	22	92	102	112
		12%	13%	11%	6%	8%	10%	14% ^d	15% ^{de}	16% ^{def}	12%	12%	10%	14%	11%	8%	16%	8%	11%	13%	14%	12%	12%	13%	10%	13%	9%	11%	11%	14%
NET: 9-10		319	150	168	20	65	53	47	60	75	69	100	71	79	31	14	35	18	30	23	13	27	43	40	38	7	39	149	194	125
		18%	16%	20%	9%	21% ^d	18% ^d	14%	24% ^{dg}	19% ^d	14%	20% ^{ej}	18%	20% ^{ej}	20%	20%	17%	12%	18%	17%	14%	17%	20%	17%	24% ^q	13%	16%	18%	20% ^D	15%
NET: 7-8		421	203	218	58	72	89	78	53	70	138	101	91	91	36	15	52	46	38	27	22	36	45	64	29	12	61	206	230	190
		24%	22%	25%	28% ⁱ	23%	31% ^{hi}	24%	21%	18%	28% ^k	20%	23%	23%	23%	20%	26%	32% ^{vx}	23%	20%	24%	22%	21%	27%	19%	23%	25%	25%	24%	23%
NET: 4-6		544	284	260	76	99	86	98	66	119	165	157	125	98	47	28	59	43	55	39	33	46	70	69	42	12	86	240	290	254
		31%	31%	30%	36%	32%	30%	30%	26%	31%	33% ^m	31%	32%	25%	31%	39%	29%	30%	34%	29%	35%	28%	33%	29%	27%	23%	36%	29%	30%	31%
NET: 0-3		462	267	196	50	68	55	97	73	119	122	134	96	111	36	14	53	35	34	39	21	52	50	63	44	21	48	212	221	241
		26%	29% ^b	23%	24%	22%	19%	30% ^{ef}	29% ^f	31% ^{ef}	24%	27%	24%	28%	24%	20%	26%	24%	21%	29%	22%	32% ^r	23%	26%	29%	41% ^{noq}	20%	26%	23%	29% ^C
Don't know		38	18	21	7	9	7	7	1	6	7	9	12	11	3	1	2	4	5	7	4	1	8	4	1	-	5	12	26	12
		2%	2%	2%	4% ^h	3% ^h	3% ^h	2%	*	2%	1%	2%	3%	3%	2%	1%	1%	3%	3%	5% ^{ux}	4% ^u	*	4%	1%	*	-	2%	1%	3%	1%
Mean		5.45	5.22	5.70 ^a	5.44	5.81 ^{gi}	5.92 ^{gi}	5.15	5.43	5.09	5.41	5.41	5.55	5.46	5.73	5.69	5.42	5.44	5.70	5.23	5.34	5.18	5.58	5.39	5.58	4.66	5.68	5.54	5.68 ^D	5.19
Standard deviation		3.13	3.17	3.07	2.67	3.02	2.97	3.11	3.44	3.30	3.00	3.19	3.05	3.29	3.15	3.03	3.27	2.83	3.02	3.21	3.03	3.15	3.11	3.16	3.26	3.25	3.00	3.09	3.13	3.11
Standard error		0.07	0.10	0.11	0.20	0.18	0.17	0.17	0.22	0.16	0.13	0.14	0.17	0.16	0.24	0.36	0.24	0.25	0.26	0.29	0.32	0.23	0.21	0.20	0.27	0.48	0.20	0.11	0.10	0.11

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 27

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Ingredients

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	297 17%	132 14%	165 19%a	33 15%	56 18%	55 19%	48 15%	43 17%	63 16%	65 13%	88 18%	76 19%j	69 18%	35 23%qt	9 12%	33 16%	19 13%	26 16%	28 21%t	7 8%	27 17%	32 15%	42 18%t	29 19%t	11 20%	41 17%	135 16%	188 20%D	110 13%		
9	(9)	140 8%	72 8%	69 8%	8 4%	30 10% ^d	25 9%	20 6%	14 6%	42 11% ^{dgh}	45 9%	35 7%	34 9%	27 7%	8 5%	4 5%	16 8%	19 13% ^{ns}	15 10%	6 5%	9 9%	12 7%	19 9%	20 9%	9 6%	3 5%	18 8%	61 7%	79 8%	61 7%		
8	(8)	305 17%	148 16%	157 18%	46 22%	45 14%	43 15%	58 18%	48 19%	64 17%	95 19%	87 17%	62 16%	61 16%	31 20%	13 18%	36 18%	26 18%	26 16%	16 12%	22 24% ^s	29 18%	39 18%	38 16%	24 16%	5 9%	48 20%	134 16%	153 16%	152 18%		
7	(7)	264 15%	129 14%	135 16%	40 19% ^h	51 16%	42 15%	47 14%	28 11%	56 14%	77 15%	74 15%	58 15%	55 14%	20 13%	9 12%	27 14%	19 13%	20 13%	22 16%	14 15%	24 15%	32 15%	34 14%	30 19%	13 24%	32 13%	128 16%	134 14%	130 16%		
6	(6)	189 11%	100 11%	89 10%	28 13%	35 11%	37 13% ⁱ	33 10%	26 10%	29 8%	65 13%	51 10%	33 8%	40 10%	13 9%	11 15%	16 8%	15 11%	20 12%	20 15%	7 8%	13 8%	20 9%	34 14%	18 12%	3 6%	24 10%	88 11%	94 10%	95 12%		
5	(5)	232 13%	138 15% ^b	93 11%	18 8%	40 13%	38 13%	47 14%	43 17% ^d	46 12%	60 12%	62 12%	56 14%	54 14%	21 14%	11 15%	31 16% ^y	17 11%	22 14%	14 11%	16 17% ^y	22 13%	35 16% ^y	24 10%	17 11%	1 3%	32 13%	122 15%	127 13%	104 13%		
4	(4)	86 5%	47 5%	40 5%	8 4%	15 5%	15 5%	17 5%	10 4%	21 5%	28 6%	23 5%	22 5%	14 4%	3 2%	2 3%	5 3%	12 9% ^{npv}	13 8% ^{npv}	6 4%	1 2%	11 7% ⁿ	6 3%	14 6%	6 4%	6 12% ^{nptv}	19 8%B	32 4%	59 6%D	28 3%		
3	(3)	63 4%	33 4%	29 3%	8 4%	14 4%	7 2%	15 5%	8 3%	11 3%	19 4%	19 4%	11 3%	14 4%	5 3%	6 8%	6 3%	8 5%	4 3%	4 3%	2 2%	5 3%	6 3%	10 4%	6 4%	1 2%	4 2%	35 4%	28 3%	35 4%		
2	(2)	53 3%	26 3%	26 3%	8 4%	7 2%	5 2%	5 1%	10 4%	18 5% ^g	10 2%	18 4%	8 2%	17 4% ^j	10 6% ^{qx}	1 1%	7 4%	2 1%	4 3%	4 3%	3 4%	5 3%	7 3%	8 3%	2 1%	1 2%	6 2%	16 2%	28 3%	25 3%		
1	(1)	23 1%	15 2%	8 1%	7 3% ^h	2 1%	3 1%	3 1%	1 *	7 2%	6 1%	9 2%	2 *	6 2%	1 1%	1 1%	3 1%	2 1%	2 1%	2 2%	* *	3 2%	1 *	4 2%	3 2%	- -	4 2%	4 1%	9 1%	14 2%		
Not at all important	(0)	106 6%	65 7%	40 5%	6 3%	11 3%	13 4%	28 9% ^{de}	20 8% ^{de}	28 7%	22 4%	30 6%	26 7%	27 7%	4 2%	6 8%	17 8% ⁿ	6 4%	6 4%	9 7%	6 6%	10 7%	12 6%	11 4%	10 6%	9 17% ^{nqr^uvw}	10 4%	53 6%	45 5%	61 7% ^C		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 27

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Ingredients

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	438	204	234	41	87	80	68	57	105	110	122	111	95	43	12	49	38	41	34	16	39	51	62	38	13	59	195	267	171
	25%	22%	27% ^a	19%	28%	28%	21%	23%	27%	22%	24%	28%	25%	28%	17%	24%	26%	26%	26%	17%	24%	24%	26%	25%	26%	25%	24%	28% ^D	21%
NET: 7-8	569	277	292	86	97	86	105	75	120	172	161	120	116	51	22	63	45	47	38	37	52	71	72	54	17	80	263	287	282
	32%	30%	34%	40% ^{fhi}	31%	29%	32%	30%	31%	34%	32%	31%	30%	33%	31%	32%	31%	29%	28%	39%	32%	33%	30%	35%	33%	33%	32%	30%	34%
NET: 4-6	507	286	222	54	90	91	97	78	97	153	136	111	108	38	23	52	45	55	41	25	46	61	71	41	11	75	243	280	227
	28%	31% ^b	26%	26%	29%	31%	30%	31%	25%	31%	27%	28%	28%	25%	32%	26%	30%	34%	30%	27%	28%	28%	30%	26%	21%	31%	30%	29%	28%
NET: 0-3	244	140	104	29	33	28	51	40	64	57	75	46	65	20	13	33	18	17	19	12	23	26	33	21	11	23	108	110	134
	14%	15%	12%	14%	11%	10%	16% ^f	16% ^f	16% ^{ef}	11%	15%	12%	17% ^j	13%	18%	17%	12%	10%	14%	12%	14%	12%	14%	13%	21%	10%	13%	11%	16% ^C
Don't know	25	15	11	1	7	6	6	1	3	8	6	6	5	2	2	3	1	1	3	4	2	7	1	1	-	2	11	16	9
	1%	2%	1%	1%	2%	2%	2%	*	1%	2%	1%	2%	1%	1%	2%	1%	*	1%	2%	4% ^w	1%	3% ^w	1%	*	-	1%	1%	2%	1%
Mean	6.53	6.29	6.78 ^a	6.60	6.80 ^g	6.78 ^g	6.28	6.34	6.43	6.58	6.49	6.68	6.38	6.89	6.10	6.38	6.59	6.61	6.53	6.45	6.42	6.61	6.59	6.60	5.97	6.69	6.52	6.71 ^D	6.32
Standard deviation	2.76	2.81	2.68	2.58	2.55	2.61	2.85	2.88	2.94	2.55	2.82	2.79	2.90	2.65	2.79	2.96	2.62	2.59	2.86	2.60	2.86	2.66	2.71	2.78	3.40	2.62	2.72	2.70	2.81
Standard error	0.07	0.09	0.09	0.20	0.15	0.15	0.15	0.18	0.14	0.11	0.12	0.16	0.14	0.20	0.34	0.22	0.23	0.22	0.25	0.27	0.21	0.18	0.17	0.23	0.50	0.18	0.10	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 28

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

**Base: All respondents who drink alcohol
Place of origin**

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10) 240	115	125	7	41	26	42	42	82	66	73	58	42	19	13	33	8	19	22	10	32	25	30	19	11	24	101	138	102
	13%	12%	15%	3%	13% ^d	9% ^d	13% ^d	17% ^{df}	21% ^{def}	13%	15%	15%	11%	12%	17% ^q	16% ^q	5%	12%	16% ^q	11%	20% ^{qv}	12%	13% ^q	12%	21% ^q	10%	12%	14%	12%
9	(9) 170	80	89	8	29	28	23	23	59	64	36	35	35	15	3	16	15	13	14	14	10	21	28	16	5	26	63	88	81
	10%	9%	10%	4%	9%	9% ^d	7%	9%	15% ^{def}	13% ^k	7%	9%	9%	9%	5%	8%	11%	8%	10%	15%	6%	10%	12%	11%	9%	11%	8%	9%	10%
8	(8) 258	133	126	31	40	38	37	45	67	82	65	56	56	22	12	31	20	29	14	11	20	36	39	20	4	26	112	143	115
	14%	14%	15%	15%	13%	13%	11%	18% ^g	17% ^g	16%	13%	14%	14%	15%	16%	15%	14%	18%	10%	12%	13%	17%	16%	13%	7%	11%	14%	15%	14%
7	(7) 251	141	110	24	42	56	56	28	45	67	72	59	54	20	11	29	17	33	22	14	19	23	35	26	4	44	137	121	130
	14%	15%	13%	11%	14%	19% ^{dhi}	17% ⁱ	11%	12%	13%	14%	15%	14%	13%	15%	14%	12%	20% ^v	17%	15%	12%	11%	15%	17%	7%	19%	17%	13%	16%
6	(6) 188	104	83	30	33	38	34	29	24	50	54	43	40	14	7	14	22	11	15	10	26	30	23	8	7	29	92	111	77
	11%	11%	10%	14% ⁱ	11%	13% ⁱ	11% ⁱ	11% ⁱ	6%	10%	11%	11%	10%	9%	10%	7%	15% ^{px}	7%	11%	10%	16% ^{prx}	14% ^{px}	10%	5%	14%	12%	11%	12%	9%
5	(5) 277	137	139	39	51	43	53	40	50	67	78	69	63	30	9	27	24	27	17	17	18	36	38	27	7	37	125	153	123
	16%	15%	16%	19%	16%	15%	16%	16%	13%	13%	15%	18%	16%	20% ^u	12%	13%	16%	17%	13%	18%	11%	17%	16%	17%	14%	16%	15%	16%	15%
4	(4) 91	39	52	21	16	19	11	8	16	23	27	16	25	7	3	8	12	8	9	3	4	15	12	8	3	7	43	51	40
	5%	4%	6%	10% ^{ghi}	5%	7%	3%	3%	4%	5%	5%	4%	6%	5%	4%	4%	8%	5%	7%	4%	3%	7%	5%	5%	6%	3%	5%	5%	5%
3	(3) 68	42	26	11	17	11	10	11	8	22	21	10	15	8	2	12	5	3	4	1	12	6	8	3	3	8	38	31	38
	4%	5%	3%	5% ⁱ	4%	4%	3%	4%	2%	4%	4%	3%	4%	6%	2%	6%	3%	2%	3%	1%	7% ^{rx}	3%	3%	2%	6%	3%	5%	3%	5%
2	(2) 70	35	35	14	16	6	18	6	11	16	27	11	16	3	3	7	6	6	3	3	10	6	11	9	3	16	28	34	37
	4%	4%	4%	7% ^f	5%	2%	6% ^f	2%	3%	3%	5%	3%	4%	2%	4%	4%	4%	4%	2%	3%	6%	3%	5%	6%	5%	7%	3%	4%	4%
1	(1) 29	17	12	2	2	9	7	2	6	8	6	7	8	2	1	2	3	3	2	3	-	5	3	3	4	3	16	17	12
	2%	2%	1%	1%	1%	3% ^e	2%	1%	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	3% ^u	-	2%	1%	2%	7% ^{puw}	1%	2%	2%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 28

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Place of origin

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0) 110	61	49	12	19	13	31	18	17	29	30	24	27	10	10	18	14	8	8	4	8	7	11	11	2	19	53	55	55
	6%	7%	6%	6%	6%	5%	9%fi	7%	4%	6%	6%	6%	7%	7%	14%rtuv	9%v	10%v	5%	6%	4%	5%	3%	4%	7%	4%	8%	6%	6%	7%
NET: 9-10	409	195	214	16	70	54	65	64	141	130	109	94	77	34	16	48	23	32	36	24	43	46	58	36	15	50	164	226	183
	23%	21%	25%	7%	22% ^d	19% ^d	20% ^d	26% ^d	36% ^d efgh	26% ^m	22%	24%	20%	22%	22%	24%	16%	20%	26%	26%	26% ^q	21%	24%	23%	30%	21%	20%	24%	22%
NET: 7-8	510	274	236	55	82	94	93	73	112	149	137	115	109	42	22	59	38	62	36	25	39	59	75	46	7	71	249	265	245
	29%	30%	27%	26%	26%	32%	29%	29%	29%	30%	27%	29%	28%	28%	31%	29%	26%	38% ^{quv}	27%	27%	24%	27%	31% ^y	30%	14%	30%	30%	28%	30%
NET: 4-6	555	281	274	91	100	100	98	77	90	140	159	129	128	51	18	48	57	46	41	30	49	81	73	42	17	73	260	315	240
	31%	31%	32%	43% ^{eghi}	32% ⁱ	34% ⁱ	30% ⁱ	31% ⁱ	23%	28%	32%	33%	33%	33%	25%	24%	39% ^p	28%	31%	32%	30%	38% ^p	30%	28%	34%	31%	32%	33%	29%
NET: 0-3	278	155	123	39	54	39	65	37	43	75	85	51	67	24	16	39	28	20	17	10	30	23	32	27	11	45	135	137	141
	16%	17%	14%	19% ⁱ	17% ⁱ	14%	20% ^{fi}	15%	11%	15%	17%	13%	17%	16%	22% ^v	20% ^v	19% ^v	12%	12%	11%	19% ^v	11%	13%	17%	22%	19%	17%	14%	17%
Don't know	31	16	15	11	8	3	5	-	4	6	12	5	8	2	-	6	-	2	5	4	1	6	2	4	-	*	11	18	14
	2%	2%	2%	5% ^{fghi}	2% ^h	1%	1%	-	1%	1%	2%	1%	2%	1%	-	3%	-	1%	4% ^q	4% ^{qu}	*	3%	1%	2%	-	*	1%	2%	2%
Mean	6.28	6.19	6.37	5.43	6.17 ^d	6.20 ^d	5.91	6.48 ^{dg}	7.03 ^{de}	6.47 ^m	6.17	6.41	6.03	6.20	5.98	6.20	5.66	6.44 ^q	6.50 ^q	6.50 ^q	6.42 ^q	6.41 ^q	6.46 ^q	6.13	6.08	6.04	6.14	6.34	6.20
Standard deviation	2.78	2.79	2.78	2.46	2.78	2.57	2.97	2.82	2.74	2.77	2.82	2.73	2.81	2.76	3.25	3.04	2.80	2.59	2.75	2.63	2.83	2.52	2.65	2.92	3.11	2.82	2.76	2.76	2.82
Standard error	0.07	0.09	0.10	0.19	0.17	0.15	0.16	0.18	0.13	0.12	0.12	0.15	0.14	0.21	0.39	0.22	0.24	0.22	0.25	0.27	0.21	0.17	0.17	0.25	0.46	0.19	0.10	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 29

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Manufacturing information

		Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10)	157 9%	75 8%	82 10%	19 9%	33 11%	17 6%	22 7%	29 11%	38 10%	32 6%	57 11%	33 8%	36 9%	10 6%	7 10%	25 13%	8 6%	8 5%	16 12%	5 6%	16 10%	21 10%	23 10%	13 9%	5 10%	23 10%	71 9%	96 10%	62 7%
9	(9)	89 5%	42 5%	47 5%	2 1%	11 4%	14 5%	14 4%	15 6%	33 10%	23 5%	20 4%	25 6%	20 5%	8 5%	2 3%	8 4%	10 7%	14 9%	12 9%	2 2%	5 3%	13 6%	7 3%	7 5%	- -	7 3%	38 5%	53 6%	36 4%
8	(8)	194 11%	104 11%	90 10%	24 11%	32 10%	33 11%	26 10%	48 12%	66 13%	48 10%	44 14%	36 12%	22 12%	4 15%	21 10%	17 16%	20 14%	9 7%	9 10%	18 11%	25 11%	33 14%	13 9%	3 5%	29 12%	75 9%	117 12%	77 9%	
7	(7)	250 14%	140 15%	110 13%	28 13%	41 13%	42 14%	50 15%	42 17%	47 12%	72 14%	71 14%	46 12%	60 16%	18 12%	11 15%	20 10%	23 16%	22 14%	19 14%	11 12%	29 18%	29 14%	37 15%	20 13%	11 21%	34 14%	114 14%	136 14%	113 14%
6	(6)	213 12%	114 12%	99 11%	27 13%	50 16%	37 13%	44 13%	18 7%	36 9%	66 13%	63 13%	42 11%	41 11%	20 13%	10 14%	25 12%	19 13%	17 11%	14 11%	12 13%	16 10%	24 11%	30 13%	18 12%	8 16%	27 11%	106 13%	109 11%	104 13%
5	(5)	339 19%	186 20%	153 18%	38 18%	57 18%	66 23%	64 20%	46 18%	68 18%	74 100%	100 20%	88 22%	77 20%	34 22%	16 15%	30 17%	22 19%	21 16%	23 23%	34 21%	47 22%	38 16%	33 21%	9 17%	44 18%	166 20%	175 18%	164 20%	
4	(4)	119 7%	62 7%	57 7%	21 10%	19 6%	13 4%	11 3%	23 9%	30 8%	44 9%	25 5%	22 6%	26 7%	5 3%	4 6%	15 8%	13 9%	15 10%	10 8%	6 6%	6 4%	12 6%	14 6%	13 8%	5 9%	17 7%	52 6%	60 6%	58 7%
3	(3)	109 6%	47 5%	62 7%	17 8%	15 5%	27 9%	20 6%	14 5%	16 4%	38 8%	22 4%	27 7%	22 6%	9 6%	5 6%	21 10%	9 6%	8 5%	6 4%	6 7%	11 7%	9 4%	18 8%	5 3%	3 7%	19 8%	52 6%	52 5%	58 7%
2	(2)	96 5%	47 5%	49 6%	13 6%	20 6%	12 4%	18 6%	15 6%	18 5%	21 4%	33 7%	21 5%	22 6%	8 5%	5 7%	6 3%	9 6%	7 4%	8 6%	8 8%	6 4%	13 6%	11 5%	12 8%	2 5%	15 6%	41 5%	48 5%	47 6%
1	(1)	45 3%	19 2%	26 3%	6 3%	4 1%	7 2%	11 3%	4 2%	13 3%	12 2%	15 3%	6 2%	12 3%	3 2%	2 2%	7 4%	6 4%	4 3%	1 1%	1 1%	4 3%	6 3%	4 2%	6 4%	2 3%	9 4%	18 2%	23 2%	22 3%
Not at all important	(0)	129 7%	69 8%	60 7%	11 5%	19 6%	17 6%	31 10%	18 7%	32 8%	36 7%	38 8%	29 7%	26 7%	13 8%	5 7%	19 9%	7 5%	9 6%	13 10%	7 8%	12 7%	9 4%	20 8%	11 7%	3 7%	13 5%	67 8%	60 6%	69 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 29

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol
Manufacturing information

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	246	117	129	21	44	31	36	44	71	55	77	58	56	18	9	33	19	22	27	8	21	34	30	20	5	30	109	149	97
	14%	13%	15%	10%	14%	11%	11%	17%dfg	18%dfg	11%	15%	15%	14%	12%	13%	16%	13%	14%	20%t	8%	13%	16%	13%	13%	10%	13%	13%	15%D	12%
NET: 7-8	444	244	200	51	73	73	83	68	95	138	119	91	96	40	15	41	40	42	28	20	47	54	70	33	14	63	189	253	190
	25%	26%	23%	24%	23%	25%	25%	27%	24%	28%	24%	23%	25%	26%	21%	20%	27%	26%	21%	22%	29%	25%	29%	22%	26%	26%	23%	26%	23%
NET: 4-6	671	362	309	87	127	116	119	87	135	185	189	153	145	59	30	70	56	63	46	40	57	83	82	64	22	87	324	345	326
	38%	39%	36%	41%	40%	40%	37%	35%	35%	37%	38%	39%	37%	38%	41%	35%	39%	39%	34%	43%	35%	38%	34%	41%	42%	36%	40%	36%	40%
NET: 0-3	380	183	197	48	58	63	80	51	80	107	108	83	82	32	17	53	31	28	28	22	33	36	53	35	11	56	177	183	196
	21%	20%	23%	23%	19%	22%	24%	20%	20%	21%	22%	21%	21%	21%	24%	26%v	21%	18%	21%	24%	21%	17%	22%	22%	22%	23%	22%	19%	24%C
Don't know	43	16	27	5	12	7	8	1	9	15	8	9	10	4	1	4	1	5	5	4	4	9	5	2	-	3	20	30	13
	2%	2%	3%	3%	4%h	3%	3%	1%	2%	3%	2%	2%	3%	3%	1%	2%	1%	3%	4%	4%	3%	4%	2%	1%	-	1%	2%	3%D	2%
Mean	5.57	5.59	5.54	5.39	5.72	5.49	5.32	5.72	5.70	5.51	5.60	5.59	5.56	5.54	5.36	5.44	5.55	5.66	5.68	5.20	5.64	5.86	5.63	5.35	5.41	5.53	5.48	5.77D	5.32
Standard deviation	2.75	2.69	2.81	2.61	2.67	2.55	2.80	2.82	2.91	2.67	2.84	2.73	2.75	2.72	2.73	2.99	2.62	2.61	2.98	2.60	2.75	2.63	2.78	2.77	2.66	2.72	2.75	2.74	2.74
Standard error	0.07	0.09	0.10	0.20	0.16	0.15	0.15	0.18	0.14	0.12	0.12	0.15	0.14	0.21	0.33	0.22	0.23	0.23	0.27	0.27	0.21	0.17	0.18	0.23	0.39	0.18	0.10	0.09	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 30

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Brand name / logo

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10) 404 23%	209 23%	195 23%	42 20%	65 21%	67 23%	74 23%	70 28%	86 22%	100 20%	103 21%	99 25%	102 26%	45 29%	20 28%	52 26%	22 15%	42 26%	31 23%	16 18%	35 22%	38 18%	52 22%	36 23%	14 26%	44 18%	194 24%	212 22%	192 23%
9	(9) 188 11%	106 11%	83 10%	21 10%	27 9%	30 10%	39 12%	27 11%	45 11%	49 10%	58 12%	45 12%	37 9%	14 9%	10 13%	19 9%	23 15%	15 9%	12 9%	10 11%	18 11%	22 10%	30 12%	11 7%	5 10%	25 11%	87 11%	85 9%	103 13%
8	(8) 282 16%	144 16%	137 16%	32 15%	55 17%	53 18%	47 14%	37 15%	58 15%	89 18%	65 13%	69 18%	59 15%	29 19%	11 15%	34 17%	30 21%	25 15%	16 12%	8 9%	28 17%	39 18%	33 14%	21 13%	7 14%	45 19%	127 15%	151 16%	131 16%
7	(7) 257 14%	134 15%	123 14%	29 14%	46 15%	52 18%	47 14%	32 13%	50 13%	74 15%	77 15%	57 15%	48 12%	18 16%	12 12%	23 12%	24 17%	26 16%	24 18%	10 11%	22 14%	27 13%	39 16%	25 16%	5 10%	26 11%	142 17%	135 14%	122 15%
6	(6) 197 11%	99 11%	98 11%	25 12%	39 12%	38 13%	33 10%	24 10%	38 10%	55 11%	59 12%	40 10%	43 11%	12 8%	4 5%	24 12%	22 8%	22 14%	13 9%	18 20%	18 11%	26 12%	28 12%	15 10%	6 11%	39 16%	86 11%	111 12%	86 10%
5	(5) 213 12%	104 11%	109 13%	28 13%	38 12%	29 10%	34 10%	33 13%	51 13%	61 12%	68 14%	42 11%	42 11%	20 13%	11 15%	16 8%	14 9%	14 9%	15 11%	20 21%	20 12%	33 15%	28 12%	17 11%	6 11%	35 15%	87 11%	130 14%	83 10%
4	(4) 77 4%	38 4%	39 4%	16 8%	16 5%	6 2%	11 3%	7 3%	20 5%	30 6%	20 4%	8 2%	18 5%	7 5%	1 1%	11 6%	7 5%	4 3%	7 5%	1 2%	7 4%	12 5%	6 2%	11 7%	4 7%	9 4%	31 4%	40 4%	37 5%
3	(3) 33 2%	15 2%	18 2%	3 2%	5 2%	5 2%	6 2%	5 2%	8 2%	9 2%	10 2%	6 1%	8 2%	2 1%	1 2%	5 2%	4 2%	- 2%	3 2%	4 4%	1 1%	5 3%	5 2%	3 2%	1 2%	1 *	18 2%	17 2%	15 2%
2	(2) 36 2%	22 2%	13 2%	2 1%	8 2%	6 2%	9 3%	5 2%	6 2%	10 2%	13 3%	4 1%	8 2%	2 1%	1 2%	4 2%	2 1%	2 1%	4 3%	* 1%	6 4%	4 2%	2 1%	5 3%	3 7%	6 2%	16 2%	22 2%	14 2%
1	(1) 20 1%	9 1%	11 1%	2 1%	1 *	1 *	6 2%	3 1%	8 2%	6 1%	4 1%	6 1%	5 1%	- -	- -	3 2%	3 2%	- -	- -	2 3%	1 1%	2 1%	5 2%	2 1%	1 2%	4 2%	7 1%	10 1%	10 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 30

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Brand name / logo

		Gender		Age						Social Grade				Region											Employment Sector		Risk Group			
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	Lower risk	In-creas-ing or higher risk
		(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Not at all important	(0)	53 3%	29 3%	24 3%	6 3%	8 2%	2 1%	17 5% ^f	6 2%	14 4% ^f	14 3%	14 3%	12 3%	14 4%	3 2%	2 2%	5 2%	3 2%	10 6% ^v	6 4%	1 2%	4 3%	3 1%	10 4%	6 4%	- -	3 1%	17 2%	31 3%	22 3%
NET: 9-10		592 33%	314 34%	278 32%	63 30%	92 29%	97 33%	114 35%	97 39% ^e	130 33%	148 30%	161 32%	145 37%	138 36%	59 38% ^v	30 41%	71 35%	45 31%	57 35%	43 32%	27 29%	53 33%	60 28%	82 34%	47 30%	19 37%	69 29%	281 34%	298 31%	295 36%
NET: 7-8		539 30%	279 30%	260 30%	61 29%	101 32%	105 36% ⁱ	94 29%	70 28%	109 28%	163 33%	142 28%	126 32%	107 28%	48 31%	23 32%	58 29%	55 37% ^t	51 31%	41 30%	18 20%	50 31%	66 31%	72 30%	46 30%	12 24%	70 29%	269 33%	286 30%	253 31%
NET: 4-6		487 27%	241 26%	246 28%	69 32%	93 30%	73 25%	78 24%	65 26%	109 28%	147 29%	147 29%	90 23%	103 26%	38 25%	15 21%	51 25%	33 22%	40 25%	35 26%	40 43% ^h op qrsuw	45 28%	70 33%	62 26%	44 28%	15 29%	84 35% ^B	204 25%	280 29%	206 25%
NET: 0-3		141 8%	75 8%	66 8%	14 7%	21 7%	13 5%	38 12% ^f	19 7%	36 9% ^f	38 8%	41 8%	28 7%	34 9%	6 4%	4 6%	17 8%	11 7%	11 7%	13 9%	8 9%	13 8%	14 7%	22 9%	16 10%	6 11%	14 6%	58 7%	79 8%	62 8%
Don't know		24 1%	11 1%	13 1%	6 3%	6 2%	3 1%	3 1%	2 1%	5 1%	3 1%	9 2%	5 1%	6 2%	2 1%	- -	5 2%	3 2%	2 1%	4 3% ^u	- -	- -	4 2%	2 1%	2 1%	- -	2 1%	6 1%	17 2%	7 1%
Mean		7.12	7.14	7.10	6.96	7.07	7.46 ^{dg}	6.98	7.34	6.98	7.00	7.01	7.38	7.16	7.55 ^{tv}	7.54	7.24	7.17	7.27	6.98	6.73	7.10	6.99	7.07	6.84	7.05	7.04	7.26	7.02	7.24
Standard deviation		2.51	2.53	2.50	2.48	2.40	2.10	2.78	2.51	2.65	2.47	2.49	2.47	2.64	2.34	2.39	2.56	2.34	2.62	2.65	2.40	2.51	2.33	2.61	2.71	2.65	2.32	2.40	2.54	2.48
Standard error		0.06	0.08	0.09	0.19	0.14	0.12	0.15	0.16	0.13	0.11	0.11	0.14	0.13	0.18	0.28	0.19	0.20	0.23	0.24	0.25	0.19	0.15	0.16	0.23	0.39	0.16	0.09	0.08	0.09

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 31

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')

		Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base		1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Very important	(10)	298 17%	136 15%	162 19%a	34 16%	43 14%	47 16%	58 18%	46 18%	69 18%	71 14%	89 18%	52 13%	87 22%ajl	33 21%p	17 24%p	25 12%	22 15%	32 20%	26 19%	14 15%	23 14%	38 17%	33 14%	30 19%	7 13%	48 20%	126 15%	203 21% ^D	96 12%
9	(9)	126 7%	62 7%	64 7%	13 6%	19 6%	16 5%	21 7%	15 6%	42 11%efh	32 6%	36 7%	26 7%	31 8%	5 4%	1 2%	14 7%	12 8%	17 11%nt	14 10%nt	2 2%	16 10%not	11 5%	20 9%	11 7%	2 4%	16 7%	58 7%	79 8%	47 6%
8	(8)	189 11%	90 10%	98 11%	30 14%	26 8%	25 9%	46 14%ef	25 10%	37 10%	49 10%	53 11%	50 13%	37 10%	16 10%	12 17% ^{sx}	24 12%	15 10%	17 11%	7 5%	7 8%	19 12%	25 12%	29 12%	10 6%	8 15%	34 14% ^B	74 9%	107 11%	82 10%
7	(7)	166 9%	91 10%	75 9%	32 15% ⁱ	29 9% ⁱ	32 11% ⁱ	28 9% ⁱ	26 10% ⁱ	19 5%	54 11%	47 9%	32 8%	33 8%	14 9%	5 7%	18 9%	15 10%	17 11%	9 6%	11 12%	14 9%	23 11%	26 11%	12 8%	3 5%	20 8%	90 11%	86 9%	80 10%
6	(6)	135 8%	57 6%	77 9%a	21 10% ⁱ	35 11% ^{hi}	29 10% ^{hi}	24 7% ⁱ	12 5%	13 3%	35 7%	42 8%	29 7%	29 7%	6 4%	6 9%	12 6%	13 9%	10 6%	12 9%	9 9%	10 6%	18 8%	16 7%	19 12% ⁿ	3 5%	22 9%	63 8%	65 7%	69 8%
5	(5)	250 14%	150 16% ^b	100 12%	19 6%	57 18% ^{dg}	38 13%	36 11%	38 15%	62 16% ^d	66 13%	75 15%	55 14%	54 14%	17 11%	11 15%	32 16%	23 16%	25 16%	17 12%	23 18%	28 14%	30 13%	18 13%	9 18%	29 12%	122 15%	122 13%	128 16%	
4	(4)	82 5%	34 4%	49 6%	13 6%	17 6%	15 5%	13 4%	11 5%	12 3%	26 5%	22 4%	22 6%	12 3%	12 8% ^u	4 5%	12 6%	8 5%	5 3%	5 4%	5 5%	4 3%	12 6%	9 4%	5 3%	2 5%	17 7%	32 4%	45 5%	38 5%
3	(3)	98 5%	53 6%	45 5%	13 6%	21 7%	18 6%	13 4%	12 5%	20 5%	36 7% ^k	20 4%	20 5%	22 6%	6 4%	1 2%	14 7%	9 6%	7 4%	7 5%	4 4%	11 7%	13 6%	12 5%	11 7%	3 7%	14 6%	50 6%	43 4%	55 7%
2	(2)	97 5%	55 6%	42 5%	9 4%	19 6%	17 6%	11 3%	22 9% ^{gi}	18 5%	36 7% ^k	19 4%	21 5%	21 5%	13 9%	4 5%	7 4%	9 6%	6 4%	7 5%	7 8%	13 8%	8 4%	11 5%	7 5%	3 6%	8 3%	48 6%	43 4%	54 7%
1	(1)	52 3%	29 3%	22 3%	2 1%	8 3%	8 3%	13 4%	6 3%	15 4%	18 4%	19 4%	9 2%	7 2%	6 4%	1 2%	6 3%	5 3%	1 1%	3 2%	2 2%	6 3%	2 1%	6 2%	8 5% ^{rv}	4 9% ^{rv}	8 4%	21 3%	27 3%	25 3%
Not at all important	(0)	255 14%	147 16%	108 12%	19 9%	30 10%	40 14%	55 17% ^{de}	34 13%	76 20% ^{de}	71 14%	68 14%	69 18%	47 12%	21 14%	9 12%	36 18%	15 10%	21 13%	24 18%	12 13%	19 12%	27 13%	44 18% ^q	19 13%	6 12%	21 9%	121 15% ^A	121 13%	133 16% ^C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 31

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
NET: 9-10	424	198	226	47	62	63	79	61	111	103	125	78	118	38	18	38	34	49	40	16	39	48	54	41	9	64	184	281	143
	24%	21%	26% ^a	22%	20%	22%	24%	24%	29% ^e	21%	25%	20%	30% ^{jl}	25%	26%	19%	23%	30% ^{pt}	30%	17%	24%	22%	22%	26%	17%	27%	22%	29% ^D	17%
NET: 7-8	355	181	173	62	55	57	74	51	56	104	99	82	70	30	17	42	30	34	16	18	34	48	54	22	11	54	164	193	162
	20%	20%	20%	29% ^{efi}	17%	20%	23% ⁱ	20%	14%	21%	20%	21%	18%	19%	24% ^s	21%	20%	21%	12%	19%	21%	22% ^s	23% ^s	14%	21%	23%	20%	20%	20%
NET: 4-6	467	241	226	53	110	82	74	62	88	127	140	107	94	35	21	55	44	41	33	30	37	59	55	42	14	68	216	232	235
	26%	26%	26%	25%	35% ^{dgh}	28%	23%	24%	23%	25%	28%	27%	24%	23%	29%	28%	30%	25%	25%	33%	23%	27%	23%	27%	28%	28%	26%	24%	29%
NET: 0-3	501	284	217	43	78	84	92	75	129	161	125	118	97	47	16	63	37	35	41	25	49	51	73	46	17	52	240	234	267
	28%	31% ^b	25%	20%	25%	29%	28%	30%	33% ^{de}	32% ^{km}	25%	30%	25%	31%	22%	31%	26%	22%	30%	27%	30%	24%	31%	30%	33%	22%	29% ^A	24%	32% ^C
Don't know	37	17	20	7	9	5	7	3	5	6	12	9	10	3	-	2	1	2	5	3	3	9	3	5	1	1	14	21	16
	2%	2%	2%	3%	3%	2%	2%	1%	1%	1%	2%	2%	2%	2%	-	1%	1%	1%	4%	4%	2%	4% ^p	1%	3%	1%	1%	2%	2%	2%
Mean	5.56	5.31	5.83 ^a	6.11 ⁱ	5.53	5.45	5.61	5.54	5.34	5.29	5.72	5.26	6.02 ^{jl}	5.45	6.04	5.17	5.69	6.10 ^p	5.50	5.27	5.58	5.79	5.39	5.58	5.10	6.09 ^B	5.45	5.97 ^D	5.08
Standard deviation	3.38	3.40	3.35	3.04	3.06	3.32	3.53	3.40	3.67	3.34	3.36	3.40	3.39	3.53	3.35	3.38	3.17	3.32	3.62	3.22	3.33	3.26	3.48	3.44	3.34	3.19	3.35	3.40	3.29
Standard error	0.08	0.11	0.12	0.23	0.19	0.19	0.19	0.21	0.18	0.15	0.15	0.19	0.17	0.27	0.40	0.25	0.27	0.28	0.32	0.34	0.25	0.22	0.22	0.29	0.50	0.21	0.12	0.11	0.12

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 32

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)		
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Very important	(10)	196	86	110	16	36	31	35	35	44	47	56	40	53	24	13	18	12	17	22	9	20	19	23	16	3	27	84	132	64	
		11%	9%	13% ^a	7%	12%	11%	11%	14%	11%	9%	11%	10%	14%	16%	18% ^q	9%	8%	10%	16%	9%	12%	9%	10%	6%	11%	10%	14% ^D	8%		
9	(9)	132	68	64	11	22	17	20	20	42	41	33	38	20	15	4	15	9	9	5	8	20	20	12	7	22	58	79	54		
		7%	7%	7%	5%	7%	6%	6%	8%	11% ^d	8%	7%	10% ^m	5%	10%	5%	8%	6%	6%	7%	5%	5%	9%	8%	8%	13%	9%	7%	8%	7%	
8	(8)	192	95	97	17	31	31	45	29	40	61	49	48	34	20	3	19	17	17	15	10	21	29	29	11	2	34	88	111	81	
		11%	10%	11%	8%	10%	11%	14%	12%	10%	12%	10%	12%	9%	13%	4%	9%	11%	11%	11%	10%	13%	13% ^o	12%	7%	3%	14%	11%	12%	10%	
7	(7)	217	97	121	33	45	47	33	20	40	64	62	34	57	19	17	24% ⁿ	26	26	10	7	18	20	30	19	6	28	109	109	109	
		12%	11%	14% ^a	16% ^h	14% ^h	16% ^g	10%	8%	10%	13%	12%	9%	15% ^l	12%	24% ⁿ tuvwx	18% ^s	16%	7%	8%	11%	9%	12%	12%	12%	12%	13%	13%	11%	13%	
6	(6)	157	86	71	30	29	22	26	24	26	47	52	29	11	5	11	10	17	14	12	13	21	23	15	4	20	73	86	71		
		9%	9%	8%	14% ^f	9%	7%	8%	9%	7%	9%	10%	7%	7%	6%	6%	7%	11%	10%	13%	8%	10%	10%	10%	8%	8%	9%	9%	9%		
5	(5)	266	137	129	19	42	50	47	43	64	59	76	76	55	16	7	34	19	27	18	27	38	31	24	11	36	118	140	126		
		15%	15%	15%	9%	13%	17% ^d	14%	17% ^d	16% ^d	12%	15%	19% ^j	14%	11%	9%	17%	13%	17%	9%	20% ^s	17%	18% ^s	13%	15%	22%	15%	14%	15%	15%	
4	(4)	93	55	38	12	17	16	22	12	13	30	25	14	23	8	6	16	11	7	3	5	10	13	5	2	20	39	43	50		
		5%	6%	4%	6%	5%	6%	7% ⁱ	5%	3%	6%	5%	4%	6%	5%	9%	8%	8%	4%	5%	3%	4%	6%	4%	4%	4%	8%	5%	4%	6%	
3	(3)	88	47	41	19	18	17	14	6	14	33	22	22	11	6	1	11	7	8	4	7	9	14	4	4	9	51	45	43		
		5%	5%	5%	9% ^h	6%	6%	4%	3%	4%	7% ^m	4%	6%	3%	4%	1%	6%	5%	5%	8%	5%	4%	6%	3%	7%	4%	6%	5%	5%	5%	
2	(2)	86	46	40	8	22	10	16	14	16	28	26	15	17	10	1	5	7	7	6	4	7	9	14	10	6	12	41	43	43	
		5%	5%	5%	4%	7%	4%	5%	5%	4%	6%	5%	4%	4%	7%	2%	3%	5%	4%	4%	4%	4%	6%	6%	11% ^p	5%	5%	4%	4%	5%	
1	(1)	46	24	22	2	9	10	9	4	13	15	15	11	3	1	7	7	-	2	3	9	2	4	5	3	3	24	23	24		
		3%	3%	3%	1%	3%	3%	3%	2%	3%	3%	3%	1%	3%	1%	4% ^r	5% ^r	-	1%	3% ^r	6% ^r	1%	1%	3% ^r	6% ^r	1%	3%	2%	2%	3%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 32

Q8. How important, if at all, is it to you that each of the following pieces of information appear on an alcohol label? Please give your answers on a scale of 0 to 10, where 0 is not at all important, 10 is very important, and 5 is in the middle.

Base: All respondents who drink alcohol

Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	North-east (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)		
Weighted base		1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Not at all important	(0)	240 13%	148 16% ^b	92 11%	24 12%	33 11%	33 11%	51 16%	35 14%	64 16% ^e	63 13%	66 13%	58 15%	54 14%	14 9%	14 19% ⁿ	35 18% ⁿ	18 12%	22 14%	19 14%	15 16%	21 13%	24 11%	32 13%	22 14%	5 9%	27 11%	110 13%	108 11%	133 16% ^C		
NET: 9-10		328 18%	154 17%	174 20%	26 12%	58 19%	48 16%	55 17%	55 22% ^d	86 22% ^d	88 18%	88 18%	78 20%	73 19%	38 25% ^q	17 24%	33 17%	20 14%	26 16%	31 23%	14 15%	28 18%	39 18%	43 18%	17 18%	10 19%	48 20%	142 17%	210 22% ^D	118 14%		
NET: 7-8		410 23%	192 21%	218 25% ^a	50 23%	76 24%	78 27%	78 24%	49 19%	79 20%	125 25%	112 22%	82 21%	91 23%	38 25%	20 28%	39 19%	43 29%	43 27%	25 18%	17 18%	39 24%	49 23%	59 25%	30 20%	8 15%	62 26%	197 24%	219 23%	190 23%		
NET: 4-6		515 29%	278 30%	238 28%	62 29%	88 28%	88 30%	96 29%	79 31%	103 26%	136 27%	154 31%	119 30%	107 27%	35 23%	17 24%	62 31%	41 28%	51 32%	33 25%	33 35%	45 28%	69 32%	68 28%	44 29%	17 33%	76 32%	230 28%	269 28%	246 30%		
NET: 0-3		461 26%	266 29% ^b	195 23%	54 26%	82 26%	69 24%	89 27%	60 24%	107 28%	138 28%	128 26%	101 26%	94 24%	33 22%	17 23%	59 29%	39 27%	37 23%	38 28%	26 28%	45 28%	44 21%	64 27%	41 27%	17 33%	50 21%	226 28%	218 23%	242 29% ^C		
Don't know		70 4%	32 3%	38 4%	20 9% ^{efgh}	10 3%	8 3%	9 3%	9 4%	14 4%	13 3%	19 4%	14 4%	24 6% ^j	8 5%	1 1%	8 4%	4 3%	4 3%	8 6%	3 4%	3 2%	13 6%	6 2%	11 7% ^w	- -	3 1%	24 3%	43 5%	26 3%		
Mean		5.44	5.16	5.75 ^a	5.31	5.54	5.52	5.30	5.59	5.40	5.42	5.41	5.47	5.49	6.05 ^{pt}	5.66	5.00	5.29	5.55	5.60	5.09	5.38	5.70 ^p	5.46	5.28	5.01	5.75	5.37	5.78 ^D	5.06		
Standard deviation		3.19	3.23	3.11	2.96	3.10	3.03	3.26	3.27	3.38	3.15	3.16	3.20	3.26	3.17	3.45	3.28	3.09	3.04	3.39	3.18	3.26	3.01	3.15	3.25	3.01	3.05	3.17	3.16	3.17		
Standard error		0.08	0.11	0.11	0.23	0.19	0.18	0.18	0.21	0.17	0.14	0.14	0.18	0.16	0.25	0.41	0.24	0.27	0.26	0.31	0.33	0.25	0.20	0.20	0.28	0.44	0.21	0.11	0.10	0.11		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 33

Q9. The next questions are concerned specifically about health information that currently is or could be included on alcohol labelling. How do you feel about the current balance between product information and health-related information on typical alcohol labels? By product information, we mean the logo, and information about the producer and taste of the alcohol.

Base: All respondents who drink alcohol

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North East (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
There is too much information about the product and not enough health information	314 18%	156 17%	159 18%	43 20%	55 17%	59 20%	62 19%	37 15%	59 15%	91 18%	91 18%	65 16%	68 17%	25 16%	14 20%	35 18%	26 18%	28 17%	25 18%	29 31% npq ruwx	22 14%	47 22% w	33 14%	23 15%	8 16%	57 24%	147 18%	177 18%	137 17%
There is too much health information and not enough information about the product	213 12%	126 14% b	87 10%	27 13%	43 14%	34 12%	40 12%	27 11%	43 11%	48 10%	64 13%	54 14%	47 12%	17 11%	6 9%	29 14%	21 14%	21 13%	16 12%	10 10%	25 16%	23 11%	24 10%	19 12%	2 4%	29 12%	104 13%	106 11%	107 13%
The balance between product information and health information is about right	1256 70%	639 69%	617 72%	143 67%	216 69%	198 68%	224 69%	187 75%	287 74%	361 72%	346 69%	276 70%	274 70%	112 73% t	52 72%	137 68%	100 68%	112 70%	94 70%	55 59%	114 71%	146 68%	183 76% t	112 73%	41 80% t	154 64%	568 69%	677 71%	579 70%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 34

Q10. Where, if anywhere, should the following information be provided?

Base: All respondents who drink alcohol

Summary table

	ABV % (alcohol volume)	Alcohol units	Calorie content	Warning not to drink while pregnant	Warning not to drink and drive	Warning not to drink under the legal age	'Drink responsibly' message	The Chief Medical Officer's alcohol consumption guidelines	Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content	Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')
Unweighted base	1786	1786	1786	1786	1786	1786	1786	1786	1786	1786
Weighted base	1783	1783	1783	1783	1783	1783	1783	1783	1783	1783
Front label of the alcohol container	1214 68%	913 51%	275 15%	532 30%	731 41%	547 31%	606 34%	214 12%	604 34%	379 21%
Back label of the alcohol container	499 28%	766 43%	1241 70%	840 47%	624 35%	642 36%	747 42%	1053 59%	786 44%	977 55%
Online	39 2%	41 2%	94 5%	75 4%	61 3%	66 4%	57 3%	197 11%	79 4%	118 7%
On the shop shelf	21 1%	36 2%	49 3%	165 9%	220 12%	355 20%	221 12%	147 8%	120 7%	162 9%
Should not be provided	10 1%	27 2%	124 7%	172 10%	148 8%	173 10%	152 9%	172 10%	194 11%	148 8%

Alcohol Labelling Survey

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Absolutes/col percents

Table 35

Q10. Where, if anywhere, should the following information be provided?

Base: All respondents who drink alcohol

ABV % (alcohol volume)

	Gender		Age							Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825	
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823	
Front label of the alcohol container	1214 68%	626 68%	589 68%	136 64%	195 62%	220 75% dei	230 71% e	179 71% e	255 66%	338 68%	346 69%	275 70%	255 65%	109 71%	45 62%	128 64%	110 75% pu	109 68%	91 68%	58 63%	103 64%	153 71%	165 69%	113 73%	31 60%	163 68%	553 67%	649 68%	566 69%	
Back label of the alcohol container	499 28%	254 28%	245 28%	59 28%	97 31% f	62 21% f	92 28%	63 25%	126 32% f	142 28%	135 27%	104 26%	118 30%	39 25%	26 35% v	64 32% v	35 24%	49 30% v	39 29%	33 36% v	54 33% v	41 19%	67 28% v	39 25%	14 27%	66 28%	231 28%	280 29%	220 27%	
Online	39 2%	23 3%	15 2%	14 7% fghi	14 4% ghi	5 2%	3 1%	2 1%	1 *	10 2%	12 2%	7 2%	10 2%	2 1%	2 2%	6 3%	1 1%	4 2%	4 3%	1 1%	2 1%	10 5% q	4 2%	2 1%	2 4%	7 3%	21 3%	22 2%	17 2%	
On the shop shelf	21 1%	11 1%	10 1%	3 1%	4 1%	4 1% g	-	4 2% g	6 1% g	6 1%	4 1%	5 1%	6 1%	3 2%	-	2 1%	-	-	-	-	2 1%	8 4% qrsx	4 2%	-	3 5% qrsx	2 1%	11 1%	7 1%	14 2%	
Should not be provided	10 1%	6 1%	3 *	-	4 1%	* 1%	1 *	3 1%	1 *	3 1%	3 1%	2 1%	1 *	-	-	1 1%	1 *	-	1 1%	1 1%	1 1%	3 2%	1 *	-	1 3%	1 1%	4 *	3 *	7 1%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

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Absolutes/col percents

Table 36

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Alcohol units**

	Gender		Age							Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Front label of the alcohol container	913	428	485	101	136	166	171	143	196	249	264	197	203	78	39	96	88	89	63	46	69	112	121	81	32	119	409	508	405		
	51%	47%	56%a	47%	43%	57%e	52%e	57%e	50%	50%	53%	50%	52%	51%	54%	48%	60%su	55%u	46%	50%	43%	52%	51%	53%	62%u	50%	50%	53%	49%		
Back label of the alcohol container	766	427	339	86	152	113	142	96	178	222	208	177	158	71	30	89	55	65	64	43	83	80	101	67	18	112	355	398	368		
	43%	46%b	39%	40%	48%fh	39%	44%	38%	46%	44%	42%	45%	41%	47%	41%	44%	38%	40%	48%	46%	51%qv	37%	42%	44%	34%	47%	43%	41%	45%		
Online	41	21	19	16	12	5	3	2	3	10	17	3	11	2	2	2	3	4	2	1	3	10	7	3	2	4	20	23	17		
	2%	2%	2%	8%fghi	4%ghi	2%	1%	1%	1%	2%	3%l	1%	3%	2%	3%	1%	2%	2%	1%	2%	2%	5%p	3%	2%	4%	2%	2%	2%	2%		
On the shop shelf	36	21	15	8	8	6	2	5	7	15	4	9	9	1	-	8	-	2	3	1	6	8	6	1	-	2	18	20	16		
	2%	2%	2%	4%g	2%	2%	1%	2%	2%	3%k	1%	2%	2%	1%	-	4%q	-	2%	2%	1%	4%q	4%q	2%	1%	-	1%	2%	2%	2%		
Should not be provided	27	23	4	1	6	1	7	6	5	5	7	7	8	*	2	6	1	1	3	2	1	4	6	2	-	2	17	11	16		
	2%	3%b	*	*	2%	*	2%	3%	1%	1%	1%	2%	2%	*	2%	3%	*	1%	2%	2%	1%	2%	2%	1%	-	1%	2%	1%	2%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

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Absolutes/col percents

Table 37

Q10. Where, if anywhere, should the following information be provided?

Base: All respondents who drink alcohol

Calorie content

	Gender			Age						Social Grade					Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)			
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825			
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823			
Back label of the alcohol container	1241 70%	629 68%	612 71%	141 67%	220 70%	208 72%	244 75%hi	167 67%	260 67%	356 71%	343 69%	275 70%	267 69%	107 70%	48 67%	138 69%	102 70%	125 77%tv	102 76%tv	57 62%	111 69%	134 62%	168 70%	110 72%	39 75%	173 72%	574 70%	675 70%	566 69%			
Front label of the alcohol container	275 15%	133 14%	143 17%	26 12%	44 14%	50 17%	50 15%	42 17%	62 16%	76 15%	88 18%	61 15%	51 13%	24 16%	15 21%y	29 14%	30 20%y	24 15%	18 13%	16 17%	24 15%	32 32%	39 16%	24 15%	3 6%	41 17%	133 16%	155 16%	120 15%			
Online	94 5%	59 6%	35 4%	27 13%efghi	26 8%efghi	11 4%	11 3%	8 3%	10 3%	29 6%	21 4%	18 5%	26 7%	11 7%	3 4%	10 5%	3 2%	6 4%	5 4%	10 10%qw	6 4%	21 10%quw	9 4%	7 4%	3 6%	17 7%	39 5%	52 5%	42 5%			
On the shop shelf	49 3%	28 3%	21 2%	4 2%	3 1%	6 2%	4 1%	7 3%	24 6%efg	12 2%	10 2%	13 3%	14 4%	2 2%	1 2%	6 3%	3 2%	4 2%	3 3%	9 5%x	7 3%x	9 4%x	-	-	3 5%x	4 2%	13 17%	17 2%	32 4%C			
Should not be provided	124 7%	72 8%	52 6%	13 6%	19 6%	15 5%	17 5%	26 10%fa	34 9%	28 6%	38 8%	26 7%	31 8%	9 6%	5 7%	18 9%r	8 6%	3 2%	6 4%	8 8%r	12 7%r	22 10%	15 6%	13 9%r	4 8%	4 2%	60 6%	61 7%A	63 6%	8%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

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Absolutes/col percents

Table 38

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Warning not to drink while pregnant**

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Back label of the alcohol container	840 47%	449 49%	391 45%	111 52% i	179 57% fghi	133 46%	155 47% i	108 43%	154 39%	243 49% m	262 52% m	180 46%	155 40%	71 46% s	35 48% s	108 54% s	74 50% s	83 51% s	40 29%	44 47% s	71 44% s	94 44% s	119 50% s	82 54% s	21 40%	109 45%	412 50%	437 46%	402 49%
Front label of the alcohol container	532 30%	254 28%	278 32% a	63 30%	64 21%	89 31% e	99 30% e	82 33% e	135 35% e	121 24%	129 26%	136 35% jk	147 38% jk	55 36% ux	26 36% u	55 27%	36 25%	45 28%	60 44% pqr uvwx	37 40% qux	33 20%	59 27%	70 29%	37 24%	20 39% u	87 36% B	220 27%	327 34% D	205 25%
On the shop shelf	165 9%	84 9%	81 9%	12 6%	21 7%	23 8%	29 9%	29 11%	51 13% def	61 12% kl	40 8%	23 6%	40 10% l	12 8%	3 4%	19 10%	12 8%	11 7%	8 6%	3 4%	31 19% nop qrstvw x	23 11%	22 9%	15 10%	5 10%	19 8%	57 7%	80 8%	85 10%
Online	75 4%	46 5%	29 3%	14 7% gi	22 7% ghi	15 5%	7 2%	7 3%	11 3%	26 5% l	27 5% l	9 2%	13 3%	6 4%	4 5%	3 1%	5 4%	11 7% p	5 4%	2 2%	9 6% p	15 7% p	9 4%	6 4%	- -	8 3%	45 6%	33 3%	42 5%
Should not be provided	172 10%	88 10%	84 10%	12 6%	27 9%	32 11%	36 11%	25 10%	40 10%	49 10%	43 9%	46 12%	34 9%	10 6%	5 8%	17 8%	19 13%	11 7%	22 17% nprw	7 8%	17 10%	24 11%	20 8%	14 9%	6 11%	17 7%	86 10%	83 9%	89 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 39

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Warning not to drink and drive**

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of London (u)	London (v)	South East (w)	South West (x)	Northern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)		
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Front label of the alcohol container	731 41%	362 39%	369 43%	81 38%e	87 28%	108 37%e	146 45%e	130 52%def	179 46%ef	181 36%	188 38%	168 43%	194 50%jk	71 46%pu	41 57%pq uvwx	67 33%	56 38%	64 40%	67 50%pu	45 49%pu	53 33%	83 38%	94 39%	63 41%	26 50%	111 46%B	309 38%	439 46%D	292 36%		
Back label of the alcohol container	624 35%	333 36%	291 34%	87 41%hi	145 46%ghi	116 40%hi	107 33%	64 26%	106 27%	180 36%	204 41%lm	121 31%	120 31%	44 28%	19 27%	82 41%ns	51 35%ss	66 41%ns	30 22%	28 31%	63 39%ss	80 37%ss	93 39%ns	54 35%ss	15 29%	79 33%	314 38%	322 33%	303 37%		
On the shop shelf	220 12%	103 11%	117 14%	23 11%	32 10%	37 13%	34 10%	29 12%	65 17%eg	66 13%	53 11%	58 15%	43 11%	19 12%	6 9%	28 14%	21 15%	11 7%	12 9%	8 9%	29 18%rs	28 13%	29 12%	22 14%	6 12%	24 10%	84 10%	103 11%	116 14%C		
Online	61 3%	41 4%b	20 2%	8 4%	23 7%fghi	7 2%	6 2%	7 3%	10 3%	24 5%lm	23 5%lm	7 2%	6 2%	8 5%	3 5%	4 2%	3 2%	6 4%	7 5%	2 2%	5 3%	10 5%	9 4%	2 1%	-	9 4%	32 4%	24 2%	37 4%C		
Should not be provided	148 8%	82 9%	66 8%	13 6%	27 9%	23 8%	34 10%	21 8%	30 8%	50 10%	33 7%	40 10%	25 7%	12 8%	2 2%	19 9%	16 11%	14 8%	20 15%ovw	9 9%	12 7%	14 7%	15 6%	13 8%	4 8%	17 7%	80 10%	73 8%	75 9%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 40

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Warning not to drink under the legal age**

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	Lower risk	In-creasing or higher risk		
	(a)	(b)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)			
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Back label of the alcohol container	642 36%	348 38%	294 34%	84 39%hi	131 42%hi	105 36%	133 41%hi	72 29%	117 30%	179 36% m	194 39% m	159 40% m	111 28%	54 35%	25 35%	87 43% y	48 33%	58 36%	46 34%	28 30%	61 38%	73 34%	89 37%	60 39%	13 25%	94 39%	306 37%	330 34%	312 38%		
Front label of the alcohol container	547 31%	262 28%	285 33%	60 28%	76 24%	86 30%	99 30%	95 38% e	132 34% e	131 26%	144 29%	127 32%	146 37% jk	45 29%	29 40% puv	49 24%	41 28%	58 36% puv	51 38% puv	38 41% puv	40 25%	54 25%	77 32%	46 30%	21 41% puv	80 33%	241 29%	341 36% D	206 25%		
On the shop shelf	355 20%	173 19%	182 21%	34 16%	58 18%	61 21%	53 16%	56 22%	93 24% g	115 23%	94 19%	68 17%	80 20%	29 19%	12 17%	41 21%	41 28% rsw x	22 14%	18 13%	17 18%	46 28% rsw x	56 26% rsw	40 17%	26 17%	7 13%	39 16%	145 18%	182 19%	173 21%		
Online	66 4%	43 5% b	23 3%	15 7% ghi	21 7% ghi	12 4%	5 2%	5 2%	8 2%	24 5% l	23 5% l	4 1%	15 4% l	8 5% p	2 2%	2 1%	3 2%	8 5%	3 2%	1 1%	4 3%	16 8% pqtu	10 4%	8 5%	1 2%	8 3%	38 5%	33 3%	33 4%		
Should not be provided	173 10%	95 10%	78 9%	19 9%	29 9%	26 9%	35 11%	24 10%	40 10%	51 10%	47 9%	36 9%	39 10%	17 11%	4 6%	21 11%	14 9%	15 9%	16 12%	10 11%	11 7%	16 7%	24 10%	15 9%	10 19% ouv	18 8%	89 11%	74 8%	99 12% C		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 41

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****'Drink responsibly' message**

	Gender		Age							Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Back label of the alcohol container	747 42%	403 44%	344 40%	79 37%	151 48% ^d	115 39%	133 41%	104 42%	164 42%	195 39%	240 48% ^j	169 43%	143 37%	69 45%	31 43%	100 50% ^t	61 42%	69 43%	51 38%	30 33%	67 42%	85 40%	102 42%	62 40%	19 37%	103 43%	346 42%	385 40%	362 44%
Front label of the alcohol container	606 34%	284 31%	321 37% ^a	88 42% ^e	85 27%	112 39% ^e	126 39% ^e	83 33%	112 29%	162 32%	159 32%	134 34%	150 39% ^k	45 29%	29 40% ^p	53 26%	55 37%	64 40% ^p	49 37%	42 45% ⁿ	48 30%	64 30%	83 34%	57 37%	17 33%	95 40%	271 33%	368 38% ^D	237 29%
On the shop shelf	221 12%	111 12%	110 13%	25 12%	33 11%	31 11%	32 10%	31 12%	69 18% ^e	84 17% ^k	42 8%	41 10%	54 14% ^k	21 14% ^r	7 10%	23 12%	21 14% ^r	10 6%	17 13%	6 7%	28 17% ^r	33 15% ^r	31 13%	12 8%	11 21% ^r	25 10%	90 11%	109 11%	112 14%
Online	57 3%	35 4%	22 3%	13 6% ^g	17 5% ⁱ	9 3%	7 2%	5 2%	6 2%	17 3%	21 4%	6 2%	13 3%	5 3% ^q	1 1%	5 3%	- -	8 5% ^q	4 3%	2 2%	3 2%	10 5% ^q	11 5% ^q	9 6% ^q	- -	3 1%	34 4%	27 3%	30 4%
Should not be provided	152 9%	87 9%	65 8%	6 3%	28 9% ^d	24 8% ^d	27 8% ^d	28 11% ^d	38 10% ^d	42 8%	39 8%	43 11%	28 7%	13 8%	4 5%	20 10%	10 7%	10 6%	13 10%	12 13% ^w	16 10%	22 10%	14 6%	14 9%	5 9%	14 6%	79 10%	71 7%	82 10%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

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Absolutes/col percents

Table 42

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****The Chief Medical Officer's alcohol consumption guidelines**

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825		
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823		
Back label of the alcohol container	1053	531	522	120	185	162	215	148	222	286	310	224	233	102	44	108	90	97	83	48	97	120	138	98	29	138	480	574	479		
	59%	58%	60%	57%	59%	56%	66%fi	59%	57%	57%	62%	57%	60%	67%ptv	61%	54%	61%	60%	61%	52%	60%	56%	57%	64%	56%	58%	59%	60%	58%		
Front label of the alcohol container	214	107	107	25	28	35	40	39	47	56	52	53	53	22	15	25	13	18	18	10	15	24	36	13	6	42	85	136	78		
	12%	12%	12%	12%	9%	12%	12%	15%e	12%	11%	10%	14%	14%	15%	21%qux	12%	9%	11%	13%	11%	9%	11%	15%	8%	12%	18%B	10%	14%D	9%		
Online	197	101	96	52	48	39	25	16	17	55	62	39	41	11	8	25	14	22	11	12	14	32	27	18	4	32	104	95	102		
	11%	11%	11%	25%efghi	15%ghi	14%ghi	8%	6%	4%	11%	12%	10%	11%	7%	10%	12%	10%	14%	8%	12%	8%	15%n	11%	12%	7%	13%	13%	10%	12%		
On the shop shelf	147	77	70	7	30	27	17	19	47	55	27	31	35	10	2	15	12	14	8	11	17	15	21	14	8	12	67	76	70		
	8%	8%	8%	3%	10%d	9%d	5%	8%	12%dg	11%k	5%	8%	9%	7%	3%	7%	8%	9%	6%	12%	11%	7%	9%	9%	15%o	5%	8%	8%	9%		
Should not be provided	172	105	67	7	23	27	29	30	57	48	50	47	27	7	3	28	18	10	15	12	18	25	19	11	5	16	83	78	94		
	10%	11%b	8%	3%	7%	9%d	9%d	12%d	15%deg	10%	10%	12%em	7%	5%	5%	14%nr	12%nr	6%	11%	13%nr	11%nr	12%nr	8%	7%	9%	7%	10%	8%	11%C		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

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Absolutes/col percents

Table 43

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Traffic light style labelling (e.g. green, amber, red), similar to that used on food labels, to indicate alcohol and calorie content**

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Back label of the alcohol container	786 44%	413 45%	374 43%	77 36%	135 43%	121 42%	148 45%	117 47%	189 48% ^d	236 47%	216 43%	163 41%	172 44%	70 45%	34 47%	101 50% ^{qv}	51 35%	80 50% ^q	51 38%	42 45%	63 39%	83 39%	108 45%	83 54% ^{qsu} v	21 42%	107 45%	348 42%	419 44%	367 45%
Front label of the alcohol container	604 34%	282 31%	322 37% ^a	76 36%	94 30%	104 36%	128 39% ^{ei}	88 35%	114 29%	146 29%	176 35%	148 38% ^{ej}	135 35%	53 35% ^p	26 36% ^p	45 22%	65 44% ^{prw} x	49 30%	57 42% ^{px}	32 34%	57 35% ^p	77 36% ^p	79 33% ^p	44 28%	20 39% ^p	90 38%	282 34%	356 37% ^D	248 30%
On the shop shelf	120 7%	64 7%	56 6%	14 7%	19 6%	24 8% ^g	11 3%	14 5%	37 10% ^g	33 7%	28 6%	24 6%	35 9%	8 6%	2 3%	16 8%	9 6%	6 4%	8 6%	8 9%	16 10%	14 6%	18 8%	10 6%	5 10%	12 5%	46 6%	53 6%	67 8% ^C
Online	79 4%	39 4%	39 5%	25 12% ^{fghi}	23 7% ^{ghi}	10 3%	8 2%	6 2%	8 2%	20 4%	32 6%	13 3%	14 4%	5 3%	3 4%	13 7% ^{su}	5 4%	15 10% ^{nstu} x	2 1%	1 1%	3 2%	11 5%	13 5%	5 3%	2 4%	14 6%	43 5%	43 5%	35 4%
Should not be provided	194 11%	123 13% ^b	71 8%	20 10%	42 13%	32 11%	32 10%	27 11%	41 11%	66 13% ^m	49 10%	46 12%	33 9%	17 11%	7 10%	26 13%	17 11%	10 6%	17 13%	10 11%	23 14% ^r	30 14% ^r	21 9%	13 9%	3 5%	15 6%	101 12% ^A	89 9%	105 13% ^C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 44

Q10. Where, if anywhere, should the following information be provided?**Base: All respondents who drink alcohol****Health warnings (e.g. 'drinking alcohol regularly is linked to long term risks such as heart disease, cancer, liver disease, and epilepsy')**

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825	
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823	
Back label of the alcohol container	977	492	485	123	182	168	185	132	188	237	303	237	201	86	42	121	82	89	66	49	93	102	147	79	22	123	470	523	454	
	55%	53%	56%	58% ⁱ	58% ⁱ	58% ⁱ	57% ⁱ	53%	48%	47%	60% ^j	60% ^j	52%	56%	59%	60% ^v	56%	55%	49%	52%	58%	47%	61% ^{svy}	52%	43%	51%	57%	55%	55%	
Front label of the alcohol container	379	187	192	36	47	62	72	62	99	108	90	79	101	30	21	27	34	36	42	23	24	52	40	33	17	66	159	233	146	
	21%	20%	22%	17%	15%	21%	22% ^e	25% ^e	25% ^d	22%	18%	20%	26% ^k	19%	29% ^{puw}	14%	23% ^p	22%	31% ^{npu}	25% ^p	15%	24% ^{pu}	17%	21%	33% ^{puw}	28% ^B	19%	24% ^D	18%	
On the shop shelf	162	97	65	15	33	24	23	20	47	65	31	32	34	16	5	21	17	10	6	6	20	19	20	15	5	23	65	80	82	
	9%	11% ^b	8%	7%	11%	8%	7%	8%	12% ^g	13% ^{kl}	6%	8%	9%	11%	7%	11%	12%	6%	5%	6%	12% ^s	9%	9%	10%	10%	10%	8%	8%	10%	
Online	118	55	63	28	29	19	15	11	17	41	38	15	24	11	3	16	4	12	5	4	11	20	13	17	3	13	54	54	64	
	7%	6%	7%	13% ^{fghi}	9% ^{ghi}	6%	5%	4%	4%	8% ^l	8% ^l	4%	6%	7%	4%	8%	3%	7%	4%	4%	7%	9% ^q	6%	11% ^{qs}	6%	6%	7%	6%	8%	
Should not be provided	148	90	57	10	22	19	31	26	39	50	39	30	29	11	1	15	10	14	16	11	14	22	20	9	4	14	71	70	78	
	8%	10% ^b	7%	5%	7%	7%	10%	10%	10%	10%	8%	8%	7%	7%	1%	7%	7%	9%	12% ^o	12% ^o	9%	10% ^o	8%	6%	8%	6%	9%	7%	9%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

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ONLINE Fieldwork: 15th-16th February 2017

Table 45

Q11. If the following information were to be displayed on an alcohol label, what in your view would be the most helpful format in which to show it?

Base: All respondents who drink alcohol

Summary table

	<u>Calorie information</u>	<u>Unit information</u>
Unweighted base	1786	1786
Weighted base	1783	1783
Per serving (e.g. by the glass)	697 39%	703 39%
Per container (e.g. by the bottle/can)	818 46%	853 48%
By volume (e.g. per 100ml)	269 15%	227 13%

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 46

Q11. If the following information were to be displayed on an alcohol label, what in your view would be the most helpful format in which to show it?

Base: All respondents who drink alcohol

Calorie information

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Per serving (e.g. by the glass)	697	269	428	78	105	102	118	100	193	197	222	134	144	67	32	75	56	61	55	29	71	77	98	59	18	90	290	422	275
	39%	29%	50%a	37%	34%	35%	36%	40%	50%def	39%	44%lm	34%	37%	44%	44%	37%	38%	38%	41%	31%	44%	36%	41%	39%	35%	38%	35%	44%D	33%
Per container (e.g. by the bottle/can)	818	519	298	96	157	150	166	118	131	217	208	202	190	72	31	102	78	84	57	44	66	99	91	72	22	115	412	378	440
	46%	56%b	35%	45%i	50%i	51%i	51%i	47%i	34%	43%	42%	51%jk	49%k	47%	43%	51%w	53%w	52%w	42%	47%	41%	46%	38%	46%	43%	48%	50%	39%	53%C
By volume (e.g. per 100ml)	269	133	136	38	51	39	42	34	65	85	71	58	55	14	9	24	13	16	22	20	25	39	51	23	11	35	116	160	108
	15%	14%	16%	18%	16%	14%	13%	13%	17%	17%	14%	15%	14%	9%	13%	12%	9%	10%	17%	22%nqr	15%	18%nr	21%npq	15%	22%nr	14%	14%	17%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 47

Q11. If the following information were to be displayed on an alcohol label, what in your view would be the most helpful format in which to show it?

Base: All respondents who drink alcohol

Unit information

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
Per serving (e.g. by the glass)	703 39%	263 29%	440 51%a	78 37%	105 33%	103 35%	114 35%	110 44%e	194 50%defg	205 41%l	229 46%lm	129 33%	141 36%	60 39%	28 38%	74 37%	65 44%	61 38%	57 42%	35 38%	72 44%	79 37%	94 39%	61 40%	19 37%	82 34%	299 37%	427 44%D	276 34%
Per container (e.g. by the bottle/can)	853 48%	546 59%b	307 36%	107 51%i	176 56%hi	152 52%i	175 54%i	115 46%i	127 33%	234 47%	211 42%	209 53%k	198 51%k	74 48%	37 51%	108 54%uw	67 46%	89 55%uw	65 49%	42 46%	67 42%	105 49%	96 40%	78 51%	24 47%	124 52%	425 52%	394 41%	459 56%C
By volume (e.g. per 100ml)	227 13%	112 12%	115 13%	27 13%	33 11%	36 13%	37 11%	26 10%	68 17%egh	62 12%	60 12%	56 14%	50 13%	19 13%	8 11%	19 10%	15 10%	11 7%	13 9%	15 17%r	22 14%	32 15%r	50 21%pqrs	14 9%	8 16%	34 14%	95 12%	139 15%D	88 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
 * small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 48

Q12. Still thinking about the health information on the labels of alcoholic drinks, which of the following do you think would be most helpful to you when using this information?

Base: All respondents who drink alcohol

	Gender			Age						Social Grade				Region										Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	1786	957	829	176	279	298	353	255	425	514	536	320	416	172	71	187	134	137	130	95	181	234	257	142	46	222	787	961	825
Weighted base	1783	921	862	212	314	291	326	251	389	500	501	394	389	153	72*	201	146	161	135	93*	161	215	240	154	52*	239	819	960	823
As much health information as possible, even if the font and symbols were smaller/ hard to read	358 20%	200 22%	158 18%	63 30%ghi	77 24%gi	68 23%i	56 17%i	49 19%i	45 12%	99 20%	87 17%	86 22%	86 22%	39 25%q	17 24%	45 22%	20 13%	29 18%	26 19%	18 20%	33 20%	43 20%	47 20%	27 17%	13 25%	48 20%	181 22%	188 20%	170 21%
A small amount of health information, but in bigger and clearer fonts and symbols	1425 80%	721 78%	704 82%	149 70%	237 76%	223 77%	270 83%de	203 81%d	344 88%def gh	401 80%	413 83%	308 78%	303 78%	114 75%	55 76%	156 78%	127 87%gn	131 82%	109 81%	75 80%	129 80%	172 80%	192 80%	127 83%	39 75%	191 80%	638 78%	772 80%	653 79%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey
ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 49

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw ...

Summary table

	Saw Lager Images			Saw Spirit Images			Saw Wine images		
	Lager ABV	Lager KCal	Lager Both	Spirit ABV	Spirit KCal	Spirit Both	Wine ABV	Wine KCal	Wine Both
Unweighted base	595	595	595	595	595	595	596	596	596
Weighted base	587	587	587	621	621	621	575	575	575
Bottle A	126 21%	73 12%	89 15%	321 52%	102 16%	214 34%	200 35%	395 69%	235 41%
Bottle B	133 23%	395 67%	175 30%	128 21%	115 19%	158 26%	167 29%	74 13%	115 20%
Bottle C	328 56%	120 20%	323 55%	172 28%	404 65%	249 40%	208 36%	105 18%	225 39%

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 50

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Lager ABV

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	595	461	134	46	99	109	138	91	112	165	165	109	156	56	20	75	54	55	52	34	47	64	75	46	17	80	295	271	324
Weighted base	587	447	140	55*	106*	108*	128	91*	99*	157	150	135*	146	51*	18**	85*	58*	65*	50*	34**	40*	57*	63*	46*	22**	85*	300	263	325
Bottle A	126	97	28	15	17	26	22	24	22	24	33	24	44	15	7	20	9	15	4	7	8	13	13	11	3	17	51	50	76
	21%	22%	20%	27%	16%	24%	18%	26%	22%	15%	22%	18%	31% _j	30% _s	37%	24% _s	16%	23%	8%	20%	20%	23% _s	20%	25% _s	15%	20%	17%	19%	23%
Bottle B	133	96	38	13	19	22	31	13	35	39	28	29	38	9	1	15	16	11	15	6	16	15	13	11	6	22	57	87	47
	23%	21%	27%	23%	18%	21%	24%	15%	35% _{eff}	25%	19%	22%	26%	17%	5%	18%	28%	17%	30%	18%	40% _{npr}	27%	20%	23%	29%	26%	19%	33% _D	14%
Bottle C	328	254	74	27	70	60	74	54	43	94	89	82	63	27	11	49	33	39	31	21	16	29	38	24	12	46	192	126	202
	56%	57%	53%	50%	66% _i	56%	58% _i	59% _i	43%	60% _m	59% _m	61% _m	44%	53%	58%	58%	56%	60%	62% _u	62%	40%	50%	60%	52%	55%	54%	64%	48%	62% _C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 51

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Lager KCal

	Gender		Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	595	461	134	46	99	109	138	91	112	165	165	109	156	56	20	75	54	55	52	34	47	64	75	46	17	80	295	271	324
Weighted base	587	447	140	55*	106*	108*	128	91*	99*	157	150	135*	146	51*	18**	85*	58*	65*	50*	34**	40*	57*	63*	46*	22**	85*	300	263	325
Bottle A	73 12%	58 13%	15 11%	5 9%	10 9%	18 16%	13 10%	13 14%	14 14%	14 9%	13 9%	16 12%	30 21%jk	9 18%	1 4%	10 12%	4 6%	9 13%	4 7%	2 6%	6 16%	11 19%	8 12%	8 17%	3 13%	6 7%	38 13%	35 13%	38 12%
Bottle B	395 67%	291 65%	103 74%	41 74%	74 70%	72 67%	89 70%	59 64%	60 61%	110 70%	106 71%	90 66%	89 61%	34 67%	11 61%	49 57%	48 82%pw	46 71%	33 65%	23 69%	27 69%	39 69%	37 59%	35 75%	13 62%	60 71%	207 69%	189 72%D	206 63%
Bottle C	120 20%	98 22%	22 15%	10 18%	22 21%	18 17%	26 20%	20 22%	25 25%	33 21%	30 20%	30 22%	27 18%	8 16%	6 35%	26 31%qvx	7 11%	10 16%	14 27%ax	9 25%	6 16%	7 12%	18 29%qvx	3 7%	5 25%	18 22%	56 19%	39 15%	81 25%C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 52

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Lager Both

	Gender		Age						Social Grade				Region											Employment Sector		Risk Group			
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creasing or higher risk (D)
Unweighted base	595	461	134	46	99	109	138	91	112	165	165	109	156	56	20	75	54	55	52	34	47	64	75	46	17	80	295	271	324
Weighted base	587	447	140	55*	106*	108*	128	91*	99*	157	150	135*	146	51*	18**	85*	58*	65*	50*	34**	40*	57*	63*	46*	22**	85*	300	263	325
Bottle A	89 15%	72 16%	17 12%	6 10%	17 16%	14 13%	16 12%	19 21%	18 18%	24 15%	18 12%	16 12%	32 22%k	10 20%	6 31%	19 23%	7 12%	8 12%	5 9%	4 12%	6 16%	8 14%	7 10%	7 15%	3 15%	10 12%	39 13%	41 16%	48 15%
Bottle B	175 30%	118 26%	57 41%a	13 24%	24 23%	38 35%	43 34%	22 24%	35 35%	46 30%	42 28%	44 33%	43 29%	13 26%	2 8%	16 19%	17 29%	27 42%p	15 30%	9 26%	16 40%p	22 39%p	17 27%	12 25%	10 45%	36 43%B	82 27%	111 42%D	64 20%
Bottle C	323 55%	257 57%	66 47%	36 66%	64 61%	57 52%	69 54%	50 55%	47 47%	87 55%	90 60%	74 55%	71 49%	27 53%	11 61%	50 59%	34 59%	30 46%	31 61%	21 61%	18 44%	27 47%	39 62%	28 60%	9 40%	38 45%	179 60%A	110 42%	212 65%C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 53

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

**Base: All respondents who drink alcohol who saw Spirit ABV
Spirit ABV**

	Gender		Age							Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creas- ing or higher risk (D)
Unweighted base	595	275	320	92	114	101	108	68	112	157	175	122	141	66	37	68	40	37	41	28	65	79	77	45	12	72	276	334	261
Weighted base	621	271	350	114*	133*	104*	102*	65*	104*	154	173	158*	135	59*	40*	72*	46*	43*	49**	28**	60*	83*	76*	50*	14**	81*	303	352	269
Bottle A	321 52%	168 62%b	152 43%	74 65%efh	63 47%	47 45%	55 54%	29 45%	53 51%	88 57%l	86 50%	65 41%	82 61%l	29 49%	21 52%	36 50%	26 56%	20 46%	26 53%	19 69%	36 60%	37 45%	32 42%	30 60%	8 57%	38 47%	145 48%	149 42%	172 64% C
Bottle B	128 21%	58 21%	71 20%	24 21%	39 29%l	19 18%	20 19%	11 17%	16 15%	31 20%	40 23%	32 20%	25 19%	11 19%x	13 32%ux	16 22%x	15 32%ux	9 22%x	6 12%	3 12%	7 11%	19 23%x	25 32%ux	2 4%	3 19%	12 15%	80 27%	73 21%	55 21%
Bottle C	172 28%	45 17%	127 36%a	16 14%	31 23%	39 38%de	27 26%	24 37%d	35 34% d	36 23%	48 28%	61 38% jm	28 21%	19 32% q	7 16%	20 28%	5 11%	14 33% q	17 35%	5 20%	17 28%	27 32% q	20 26%	18 35% q	3 23%	31 38%	77 26%	131 37% D	42 16%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 54

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Spirit KCal

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	595	275	320	92	114	101	108	68	112	157	175	122	141	66	37	68	40	37	41	28	65	79	77	45	12	72	276	334	261
Weighted base	621	271	350	114*	133*	104*	102*	65*	104*	154	173	158*	135	59*	40*	72*	46*	43*	49**	28**	60*	83*	76*	50*	14**	81*	303	352	269
Bottle A	102 16%	71 26% ^b	31 9%	12 11%	24 18%	9 9%	17 17%	11 17%	28 27% ^{df}	27 18%	22 13%	31 20%	22 16%	8 13%	7 17%	10 14%	13 27% ^w	4 9%	8 16%	7 24%	11 19% ^w	19 22% ^w	4 5%	8 16%	4 26%	12 15%	49 16%	53 15%	49 18%
Bottle B	115 19%	57 21%	59 17%	27 23%	28 21%	20 19%	20 19%	9 13%	13 12%	30 19%	33 19%	26 16%	27 20%	9 16%	6 14%	10 13%	6 13%	12 28% ^x	11 22%	5 18%	10 16%	16 20%	25 33% ^{npqu}	4 8%	2 13%	16 20%	66 22%	66 19%	49 18%
Bottle C	404 65%	143 53%	261 74% ^a	75 66%	80 61%	76 72%	65 64%	45 70%	63 61%	98 63%	118 68%	102 64%	87 64%	42 71%	28 69%	52 73%	27 60%	27 63%	30 62%	16 58%	39 65%	48 58%	47 62%	38 76%	9 60%	53 65%	188 62%	233 66%	172 64%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 55

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Spirit Both

	Gender		Age							Social Grade				Region													Employment Sector	Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	595	275	320	92	114	101	108	68	112	157	175	122	141	66	37	68	40	37	41	28	65	79	77	45	12	72	276	334	261
Weighted base	621	271	350	114*	133*	104*	102*	65*	104*	154	173	158*	135	59*	40*	72*	46*	43*	49**	28**	60*	83*	76*	50*	14**	81*	303	352	269
Bottle A	214 34%	134 50%b	80 23%	43 38%	40 30%	29 28%	41 41%	24 37%	36 35%	58 37%	55 32%	44 28%	56 42%l	18 30%	19 47%	21 30%	19 41%	11 25%	14 27%	13 46%	23 39%	25 29%	24 32%	22 44%	6 41%	23 28%	93 31%	91 26%	123 46% ^C
Bottle B	158 26%	65 24%	93 27%	33 29%	38 29%	25 24%	26 26%	9 15%	26 25%	42 27%	41 24%	40 25%	36 26%	15 25%	7 18%	24 33% ^x	13 29% ^x	12 28% ^x	7 15%	7 25%	17 28% ^x	21 26% ^x	25 33% ^x	4 9%	5 36%	17 21%	90 30%	91 26%	68 25%
Bottle C	249 40%	71 26%	178 51% ^a	38 33%	54 41%	50 48%	34 33%	31 48%	42 40%	55 36%	77 44% ^m	74 47% ^m	43 32%	27 45%	14 36%	27 37%	14 30%	20 47%	29 58%	8 29%	19 32%	37 45%	27 35%	24 47%	3 23%	42 51%	121 40%	170 48% ^D	79 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 56

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Wine ABV

Wine ABV

	Gender		Age							Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creasing or higher risk (D)
Unweighted base	596	221	375	38	66	88	107	96	201	192	196	89	119	50	14	44	40	45	37	33	69	91	105	51	17	70	216	356	240
Weighted base	575	203	372	43**	76*	78*	97*	95*	186	189	178	100*	108*	43*	14**	44*	43*	53*	35*	32**	62*	75*	101*	57*	16**	73*	216	346	229
Bottle A	200 35%	55 27%	145 39% ^a	5 12%	24 32%	24 30%	33 34%	33 35%	80 43%	55 29%	61 34%	42 42% ^j	42 39%	14 33%	6 45%	14 31%	12 27%	21 39%	14 39%	11 34%	22 36%	29 40%	34 34%	19 34%	4 24%	18 25%	72 33%	161 46% ^D	39 17%
Bottle B	167 29%	79 39% ^b	88 24%	18 41%	17 23%	30 38% ⁱ	32 34%	27 28%	43 23%	51 27%	62 35%	23 23%	31 29%	14 33%	6 43%	17 38% ^r	11 26%	10 18%	13 36%	8 26%	25 41% ^{rw}	20 26%	24 24%	14 25%	5 31%	24 33%	71 33%	77 22%	91 40% ^C
Bottle C	208 36%	69 34%	139 37%	20 47%	34 45%	25 32%	31 32%	35 37%	63 34%	83 44% ^k	55 31%	35 35%	35 32%	14 34%	2 12%	13 30%	20 47% ^u	23 43% ^u	9 25%	13 40%	14 23%	26 34%	43 42% ^u	24 41%	7 45%	31 43%	73 34%	109 31%	99 43% ^C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 57

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Wine KCal

	Gender		Age							Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri- vate (B)	Lower risk (C)	In- creasing or higher risk (D)
Unweighted base	596	221	375	38	66	88	107	96	201	192	196	89	119	50	14	44	40	45	37	33	69	91	105	51	17	70	216	356	240
Weighted base	575	203	372	43**	76*	78*	97*	95*	186	189	178	100*	108*	43*	14**	44*	43*	53*	35*	32**	62*	75*	101*	57*	16**	73*	216	346	229
Bottle A	395 69%	125 61%	270 73%a	32 75%	42 56%	58 74%e	66 68%	67 71%	129 70%	126 67%	129 73%	70 70%	70 65%	29 67%	13 96%	30 67%	34 79%v	35 65%	23 66%	21 65%	44 72%	44 58%	64 64%	46 80%v	13 83%	45 62%	153 71%	253 73%D	142 62%
Bottle B	74 13%	39 19%b	36 10%	3 7%	16 21%	11 14%	14 15%	11 11%	20 11%	27 14%	22 12%	11 11%	14 13%	3 7%	1 4%	4 10%	5 13%	6 11%	6 16%	3 11%	9 15%	18 24%nx	14 14%	3 5%	2 10%	12 17%	32 15%	34 10%	41 18%C
Bottle C	105 18%	40 19%	66 18%	8 18%	18 23%	9 12%	17 17%	17 18%	37 20%	36 19%	27 15%	19 19%	24 22%	11 26%	-	10 23%	4 9%	12 23%	7 19%	8 25%	8 13%	13 18%	22 22%	9 15%	1 7%	15 21%	30 14%	59 17%	47 20%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base; ** very small base (under 30) ineligible for sig testing**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 58

Q13. Imagine you were buying one of the three bottles of beer/spirit/ wine below. Based on the information available, which would you, buy? Please assume that the cost and taste of each option is the same.

Base: All respondents who drink alcohol who saw Wine Both
Wine Both

	Gender		Age							Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	596	221	375	38	66	88	107	96	201	192	196	89	119	50	14	44	40	45	37	33	69	91	105	51	17	70	216	356	240
Weighted base	575	203	372	43**	76*	78*	97*	95*	186	189	178	100*	108*	43*	14**	44*	43*	53*	35*	32**	62*	75*	101*	57*	16**	73*	216	346	229
Bottle A	235 41%	57 28%	177 48%a	14 33%	25 33%	29 37%	39 40%	41 43%	87 47%	71 38%	77 44%	43 43%	43 40%	12 27%	8 62%	16 35%	17 39%	30 57% n	16 44%	9 29%	27 44%	30 40%	42 41%	23 40%	5 33%	27 37%	82 38%	181 52%D	54 23%
Bottle B	115 20%	61 30%b	54 15%	9 21%	13 17%	15 19%	19 20%	22 23%	37 20%	38 20%	36 20%	18 18%	24 22%	11 26%	3 20%	12 27%	7 16%	7 13%	9 26%	8 26%	15 24%	14 18%	15 15%	10 17%	5 30%	14 19%	42 19%	48 14%	67 29%C
Bottle C	225 39%	85 42%	140 38%	20 47%	37 50% d	35 44%	38 40%	32 34%	62 33%	80 42%	64 36%	39 39%	41 38%	20 47%	3 19%	17 38%	20 45%	16 30%	10 30%	14 45%	19 31%	31 41%	44 44%	25 43%	6 38%	32 44%	92 43%	116 34%	108 47%C

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 59
Gender
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Male	1026	1026	-	74	222	164	191	155	221	326	253	219	228	97	43	125	93	93	83	53	88	122	120	81	28	147	503	511	515
	49%	100% ^b	-	30%	61% ^d f g h i	47% ^d f g h i	51% ^d f g h i	51% ^d f g h i	47% ^d f g h i	58% ^k l m	45%	48%	44%	54% ^w	50%	53% ^w	54% ^w	51%	55% ^w	51%	45%	45%	42%	45%	46%	55%	54%	40%	63% ^C
Female	1081	-	1081	171	143	182	185	149	251	241	314	241	286	81	43	110	81	91	69	51	110	148	166	99	33	120	422	773	308
	51%	-	100% ^a	70% ^e f g h i	39%	53% ^e	49% ^e	49% ^e	53% ^e	42%	55% ^j	52% ^j	56% ^j	46%	50%	47%	46%	49%	45%	49%	55%	55%	58% ⁿ p q r s	55%	54%	45%	46%	60% ^D	37%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Absolutes/col percents

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
18-24	245 12%	74 7%	171 16%a	245 100%efghi	- -	- -	- -	- -	- -	67 12%	85 15%kl	38 8%	55 11%	16 9%	11 12%y	27 11%	20 12%y	26 14%uy	28 18%ntuy	8 8%	13 6%	39 15%uy	33 11%y	23 13%uy	1 2%	17 7%	105 11%A	139 11%	106 13%
25-34	365 17%	222 22%b	143 13%	- -	365 100%dfghi	- -	- -	- -	- -	133 23%klm	103 18%lm	75 16%lm	54 10%	39 22%qsu	20 23%su	33 14%	23 13%	29 16%	13 8%	22 21%su	23 11%	61 23%ppsu	60 21%su	35 19%us	8 3%	76 28%	230 25%	208 16%	157 19%
35-44	346 16%	164 16%	182 17%	- -	- -	346 100%deghi	- -	- -	- -	97 17%	89 16%	84 18%	76 15%	29 16%	13 15%	40 17%	30 17%	34 19%	28 18%	16 16%	31 16%	48 18%	47 17%	21 11%	9 15%	60 23%	223 24%	212 16%	134 16%
45-54	375 18%	191 19%	185 17%	- -	- -	- -	375 100%defhi	- -	- -	73 13%	96 17%	103 22%j	104 20%j	32 18%	18 21%	39 17%	33 19%	36 20%	26 17%	20 19%	39 20%	36 13%	46 16%	32 18%	16 27%v	69 26%	207 22%	214 17%	162 20%
55-64	304 14%	155 15%	149 14%	- -	- -	- -	- -	304 100%defghi	- -	56 10%	77 14%	60 13%	111 22%jkl	28 16%	14 16%	35 15%	28 16%	21 11%	22 15%	18 17%	33 16%	31 11%	30 10%	28 15%	17 28%prvw	35 13%	122 13%	195 15%	109 13%
65+	472 22%	221 22%	251 23%	- -	- -	- -	- -	- -	472 100%defgh	141 25%	116 21%	100 22%	114 22%	33 19%	10 12%	61 26%o	40 23%	37 20%	35 23%	20 19%	60 30%nov	55 20%	71 25%o	41 23%	10 16%	9 3%	38 4%	317 25%D	156 19%
NET: 55+	776 37%	376 37%	400 37%	- -	- -	- -	- -	304 100%defg	472 100%defg	197 35%	194 34%	161 35%	225 44%ejkl	61 34%	24 28%	95 41%	68 39%	58 32%	57 38%	38 36%	92 46%norvw	85 32%	101 35%	69 38%	27 43%	45 17%	161 17%	512 40%D	264 32%
Average age	47.48	47.91	47.08	21.52	30.20d	39.41d	49.50d	59.25d	71.01d	46.20	45.86	48.18	50.06j	46.76	43.42	48.39o	48.54o	45.91	47.67	47.75	51.92n	44.82	47.45	47.38	50.42o	41.49	41.32	48.62d	45.71

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 61
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)	
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
AB	567 27%	326 32%b	241 22%	67 27%gh	133 36%fgh	97 28%gh	73 19%	56 18%	141 30%gh	567 100%klm	-	-	-	43 24%	14 17%	59 25%	39 23%	51 28%	34 22%	26 25%	47 24%	96 35%nop qsu	82 29%o	52 29%	25 40%nop qsu	84 31%	290 31%	322 25%	245 30%C	
C1	567 27%	253 25%	314 29%a	85 35%ghi	103 28%	89 26%	96 26%	77 25%	116 25%	-	567 100%jlm	-	-	44 25%	30 35%	63 27%	58 34%	49 27%	37 24%	23 23%	55 28%	71 26%	74 26%	49 27%	13 21%	97 36%B	249 27%	335 26%	232 28%	
C2	459 22%	219 21%	241 22%	38 15%	75 20%	84 24%di	103 27%deh i	60 20%	100 21%	-	-	459 100%jkm	-	39 22%	18 20%	49 21%	33 19%	40 22%	42 28%v	28 27%	48 24%	49 18%	63 22%	38 21%	13 21%	59 22%	228 25%	270 21%	189 23%	
DE	514 24%	228 22%	286 26%a	55 22%e	54 15%	76 22%e	104 28%e	111 36%def gi	114 24%e	-	-	-	514 100%jkl	52 29%v	24 28%	64 27%	43 25%	43 24%	38 25%	27 26%	47 24%	55 20%	67 24%	41 23%	11 18%	28 10%	159 17%A	358 28%D	156 19%	
NET: ABC1	1134 54%	579 56%b	554 51%	152 62%gh i	236 65%fgh	187 54%gh	168 45%	133 44%	257 54%gh	567 100%lm	567 100%lm	-	-	87 49%	44 52%	122 52%	97 56%	100 54%	71 47%	50 48%	102 52%	166 62%np stu	156 54%	101 56%	37 61%	180 67%B	539 58%	656 51%	477 58%C	
NET: C2DE	973 46%	447 44%	527 49%a	92 38%	129 35%	159 46%e	207 55%def i	171 56%def i	215 46%e	-	-	459 100%ik	514 100%ik	91 51%v	41 48%	113 48%v	76 44%	84 46%	80 53%v	55 52%v	96 48%v	104 38%	130 46%	79 44%	24 39%	87 33%	387 42%A	628 49%D	346 42%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 62
GO Region
Base: All respondents

	Gender		Age							Social Grade				Region														Employment Sector		Risk Group
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
Scotland	178 8%	97 9%	81 7%	16 6%	39 11%	29 8%	32 9%	28 9%	33 7%	43 8%	44 8%	39 8%	52 10%	178 100%opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-	25 9%	73 8%	118 9%	60 7%	
North East	86 4%	43 4%	43 4%	11 4%	20 5% _i	13 4%	18 5% _i	14 5%	10 2%	14 3%	30 5% _j	18 4%	24 5%	-	86 100%npqr stuvwxy	-	-	-	-	-	-	-	-	-	-	10 4%	36 4%	50 4%	35 4%	
North West	235 11%	125 12%	110 10%	27 11%	33 9%	40 12%	39 10%	35 11%	61 13%	59 10%	63 11%	49 11%	64 12%	-	-	235 100%noqr stuvwxy	-	-	-	-	-	-	-	-	-	30 11%	99 11%	123 10%	112 14% _C	
Yorkshire & Humberside	174 8%	93 9%	81 7%	20 8%	23 6%	30 9%	33 9%	28 9%	40 8%	39 7%	58 10%	33 7%	43 8%	-	-	-	174 100%noqr stuvwxy	-	-	-	-	-	-	-	-	21 8%	72 8%	92 7%	82 10% _C	
West Midlands	184 9%	93 9%	91 8%	26 10%	29 8%	34 10%	36 10%	21 7%	37 8%	51 9%	49 9%	40 9%	43 8%	-	-	-	-	184 100%nopq stuvwxy	-	-	-	-	-	-	-	30 11%	77 8%	115 9%	69 8%	
East Midlands	151 7%	83 8%	69 6%	28 11% _e	13 3%	28 8% _e	26 7%	22 7%	35 7% _e	34 6%	37 7%	42 9%	38 7%	-	-	-	-	-	151 100%nopq rtuvwxy	-	-	-	-	-	-	12 4%	69 7%	98 8%	54 7%	
Wales	104 5%	53 5%	51 5%	8 3%	22 6%	16 5%	20 5%	18 6%	20 4%	26 5%	23 4%	28 6%	27 5%	-	-	-	-	-	-	104 100%nopq rsuvwxy	-	-	-	-	-	19 7%	44 5%	53 4%	51 6% _C	
Eastern	198 9%	88 9%	110 10%	13 5%	23 6%	31 9%	39 10% _d	33 11% _d	60 13% _d	47 8%	55 10%	48 11%	47 9%	-	-	-	-	-	-	-	198 100%nopq rstvwxy	-	-	-	-	31 12%	70 8%	136 11% _D	62 8%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 62
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	Northern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
London	270	122	148	39	61	48	36	31	55	96	71	49	55	-	-	-	-	-	-	-	-	270	-	-	-	35	134	174	96	
	13%	12%	14%	16%g	17%gh	14%	10%	10%	12%	17%klm	12%	11%	11%	-	-	-	-	-	-	-	-	100%nopq rstuxy	-	-	-	13%	14%	14%	12%	
South East	286	120	166	33	60	47	46	30	71	82	74	63	67	-	-	-	-	-	-	-	-	-	286	-	-	30	128	185	101	
	14%	12%	15%a	13%	16%h	13%	12%	10%	15%h	14%	13%	14%	13%	-	-	-	-	-	-	-	-	-	100%nopq rstuxy	-	-	11%	14%	14%	12%	
South West	180	81	99	23	35	21	32	28	41	52	49	38	41	-	-	-	-	-	-	-	-	-	-	180	-	85	111	69		
	9%	8%	9%	10%	10%	6%	9%	9%	9%	9%	9%	8%	8%	-	-	-	-	-	-	-	-	-	-	100%nopq rstuvwy	-	9%	9%	8%		
Northern Ireland	61	28	33	1	8	9	16	17	10	25	13	13	11	-	-	-	-	-	-	-	-	-	-	61	5	37	30	31		
	3%	3%	3%	*	2%	3%	4% d	6% dei	2%	4%	2%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	100%nopq rstuvwxy	2%	4%	2%	4%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 63
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North of Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Yes	1271	635	635	161	284	210	185	161	269	420	361	265	225	97	57	136	106	103	81	59	103	197	184	104	44	176	633	698	573
	60%	62%	59%	66%ghi	78%dfg	61%g	49%	53%	57%g	74%klm	64%lm	58%lm	44%	54%	67%u	58%	61%	56%	53%	56%	52%	73%npqrstuwx	64%nsu	58%	72%nsu	66%	68%	54%	70%CD
No	836	391	445	83	81	136	191	142	204	147	206	194	289	81	29	99	68	81	71	46	95	73	102	76	17	91	293	586	250
	40%	38%	41%	34%e	22%	39%e	51%def	47%de	43%de	26%	36%j	42%j	56%jkl	46%vw	33%	42%v	39%v	44%v	47%vw	44%v	48%ovw	27%	36%v	42%v	28%	34%	32%	46%D	30%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 64
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825		
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823		
NET: Homeowners	1344 64%	665 65%	679 63%	104 43%	218 60% ^d	198 57% ^d	239 64% ^d	200 66% ^{df}	386 82% ^{def} gh	425 75% ^{km}	374 66% ^m	325 71% ^m	221 43%	96 54%	47 55%	143 61%	106 61%	140 76% ^{nop} qsv	96 64%	67 65%	142 72% ^{nop} qv	152 56%	190 66% ^{nv}	117 65%	48 79% ^{nop} qv	165 62%	602 65%	816 64%	528 64%		
Owned outright - without mortgage	693 33%	343 33%	350 32%	36 15%	52 14%	47 14%	87 23% ^{def}	126 41% ^{def} g	346 73% ^{def} gh	200 35% ^m	188 33% ^m	170 37% ^m	135 26%	39 22%	17 20%	72 31%	50 29%	71 38% ^{nov}	59 39% ^{nov}	38 37% ^{no}	84 42% ^{nop} qv	76 28%	101 35% ^{no}	64 35% ^{no}	22 36%	49 18%	202 22%	443 34%	250 30%		
Owned with a mortgage or loan	651 31%	322 31%	329 30%	68 28% ⁱ	166 45% ^{dhi}	151 44% ^{dhi}	152 40% ^{dhi}	74 24% ⁱ	40 9%	224 40% ^{km}	186 33% ^m	154 34% ^m	86 17%	57 32%	29 34%	71 30%	56 32%	69 38% ^s	37 24%	29 28%	58 29%	76 28%	89 31%	53 30%	26 43% ^{sv}	116 43%	401 43%	373 29%	277 34% ^C		
NET: Renters	734 35%	351 34%	383 35%	126 51% ^{egh} i	139 38% ⁱ	146 42% ^{hi}	135 36% ⁱ	102 33% ⁱ	86 18%	131 23%	184 33% ^j	131 29%	288 56% ^{ijkl}	80 45% ^{ruw} y	36 42% ^{ruy}	89 38% ^{ry}	65 37% ^{ry}	44 24%	52 34% ^y	35 34% ^y	56 28%	111 41% ^{ruw} y	93 33% ^y	62 34% ^y	11 17%	99 37%	308 33%	451 35%	283 34%		
Rented from the council	311 15%	150 15%	161 15%	40 17% ⁱ	37 10%	63 18% ^{ei}	64 17% ^{ei}	60 20% ^{ei}	47 10%	20 4%	64 11% ^j	65 14% ^j	162 31% ^{ijkl}	49 27% ^{opr} suvxy	12 14%	33 14%	37 21% ^{ruw} xy	18 10%	25 17% ^{wy}	19 19% ^{wy}	22 11%	52 19% ^{ruwx} y	23 8%	19 10%	2 4%	40 15%	98 11%	215 17% ^D	96 12%		
Rented from a housing association	155 7%	74 7%	81 8%	23 9% ⁱ	18 5%	34 10% ^{ei}	35 9% ^{ei}	26 8% ⁱ	19 4%	21 4%	35 6%	25 5%	74 14% ^{ijkl}	14 8%	10 11% ^q	26 11% ^{qy}	7 4%	12 7%	8 5%	7 6%	12 6%	17 6%	31 11% ^{qy}	10 6%	1 2%	18 7%	56 6%	94 7%	61 7%		
Rented from someone else	268 13%	127 12%	141 13%	62 25% ^{fgh} i	84 23% ^{fgh} i	49 14% ^{hi}	37 10% ⁱ	16 5%	19 4%	89 16% ^{lm}	85 15% ^{lm}	41 9%	52 10%	18 10%	14 17% ^r	30 13%	22 12%	14 7%	19 12%	10 9%	22 11%	42 16% ^r	39 14%	33 18% ^{nr}	7 12%	41 15%	154 17%	141 11%	127 15% ^C		
Rent free	29 1%	10 1%	18 2%	14 6% ^{fghi}	8 2% ^{gi}	2 1%	1 *	2 1%	1 *	12 2%	9 2%	3 1%	5 1%	2 1%	3 4% ^{ru}	3 1%	3 2%	-	4 2%	1 1%	-	6 2% ^u	3 1%	1 1%	2 4% ^{ru}	3 1%	16 2%	17 1%	12 1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 65

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age						Social Grade						Region											Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)	
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
No formal education	25 1%	12 1%	12 1%	- -	2 *	3 1%	3 1%	6 2%	12 3%deg	- *	2 *	8 2%j	14 3%jk	6 4%pswx	- -	- -	2 1%	5 2%p	- -	1 1%	6 3%px	3 1%	2 1%	* *	- -	6 2%B	3 *	20 2%	5 1%	
Primary	17 1%	3 *	14 1%a	4 2%	2 1%	3 1%	3 1%	- -	5 1%	- -	3 1%	3 1%	10 2%j	- -	- -	5 2%v	5 3%nv	2 1%	- -	- -	1 *	- -	3 1%	1 *	- -	- -	7 1%	16 1%D	1 *	
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1434 68%	665 65%	769 71%a	100 41%	137 38%	230 67%de	301 80%def	258 85%def	408 86%def	293 52%	388 69%j	341 74%j	412 80%jk	110 62%y	54 63%y	169 72%vy	134 77%nov	125 68%vy	112 74%nv	73 70%vy	151 76%nov	151 56%	203 71%vy	127 71%vy	26 42%	147 55%	583 63%A	886 69%	548 67%	
University degree or equivalent professional qualification, NVQ level 4, etc.	378 18%	211 21%b	167 15%	55 23%ghi	138 38%dfghi	75 22%ghi	45 12%i	29 10%	36 8%	155 27%klm	103 18%m	76 17%lm	44 9%	34 19%	21 25%qux	41 17%	20 12%	31 17%	21 14%	23 22%q	27 13%	65 24%qsu	50 17%	25 14%	21 34%npqrstuwx	72 27%	222 24%	218 17%	160 20%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	143 7%	94 9%b	48 4%	13 5%i	71 19%dfghi	32 9%ghi	18 5%i	7 2%i	2 *	93 16%klm	28 5%m	14 3%	8 2%	19 11%pqsuw	5 6%	9 4%	5 3%	11 6%	6 4%	5 5%	8 4%	30 11%pqsuw	15 5%	17 9%q	13 21%opqrstuwx	39 15%B	85 9%	83 6%	60 7%	
Still in full time education	77 4%	25 2%	52 5%a	68 28%efghi	6 2%gh	1 *	* *	- -	2 *	23 4%	35 6%lm	9 2%	10 2%	5 3%	5 6%u	9 4%	5 3%	11 6%u	11 8%u	2 2%	2 1%	11 4%	10 4%	6 4%	- -	1 *	12 1%	42 3%	35 4%	
Don't know	8 *	4 *	4 *	3 1%	2 1%	- -	1 *	- -	1 *	- -	1 *	2 *	4 1%	1 *	- -	1 *	- -	- -	1 1%	- -	- -	3 1%	- -	2 1%	- -	- -	4 *	3 *	4 1%	
Prefer not to answer	26 1%	11 1%	15 1%	2 1%	6 2%	2 1%	4 1%	5 2%	7 1%	2 *	5 1%	7 1%	12 2%j	3 2%	1 1%	1 *	2 1%	- -	1 *	1 1%	3 1%	7 3%	4 1%	1 1%	2 3%r	2 1%	10 1%	16 1%	10 1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 66

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Yes - responsible for half or more of the items bought	1927 91%	904 88%	1023 95%a	191 78%	340 93%d	329 95%d	351 93%d	283 93%d	433 92%d	502 89%	518 91%	425 93%	482 94%j	169 95%w	77 89%	211 90%	163 94%	166 90%	137 91%	100 96%w	191 96%opr vwxy	246 91%	254 89%	161 89%	53 87%	253 95%	850 92%	1178 92%	749 91%
No - not responsible for most of the items bought	180 9%	122 12%b	58 5%	54 22%efgh i	25 7%	17 5%	25 7%	21 7%	39 8%	64 11% m	49 9%	34 7%	32 6%	9 5%	9 11%u	25 10%u	11 6%	18 10%u	14 9%	4 4%	8 4%	24 9%u	32 11% ntu	19 11%u	8 13%u	14 5%	76 8%	106 8%	74 9%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 67
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade						Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)				
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825				
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823				
No cars in the household	459 22%	223 22%	236 22%	84 34%efghi	70 19%	70 20%	90 24%ig	67 22%ih	77 16%	74 13%	143 25%jl	68 15%	173 34%ijkl	45 26%klxy	19 22%txy	59 25%txy	48 28%klxy	33 18%ty	27 18%ty	6 6%	33 17%ty	110 41%nopqrstuvwxy	56 19%txy	20 11%	2 4%	61 23%	172 19%	288 22%	171 21%				
NET: Any	1648 78%	803 78%	845 78%	161 66%	295 81%cd	275 80%cd	285 76%cd	236 78%cd	396 84%cdgh	493 87%kcm	423 75%cm	391 85%kcm	341 66%	132 74%v	67 78%v	176 75%v	126 72%v	151 82%v	124 82%v	98 94%nopqrstuvw	165 83%nqv	160 59%	230 81%v	160 89%nopqvw	59 96%nopqrstuvw	207 77%	753 81%	997 78%	652 79%				
1	873 41%	448 44%	425 39%	52 21%	137 38%cd	150 43%cd	139 37%cd	145 48%deg	250 53%defg	229 40%	229 40%	176 38%	240 47%il	79 44%v	44 51%vw	99 42%	71 41%	83 45%v	66 44%v	50 48%v	85 43%v	89 33%	106 37%	74 41%	27 45%	98 37%	355 38%	545 42%	328 40%				
2	582 28%	266 26%	316 29%	68 28%	116 32%gh	109 32%gh	97 26%	63 21%	128 27%	195 34%kcm	152 27%cm	155 34%kcm	80 15%	45 25%	17 19%	59 25%	49 28%	50 27%	38 25%	27 26%	65 33%ov	57 21%	94 33%ov	61 34%ov	20 33%	91 34%	276 30%	348 27%	234 28%				
3+	193 9%	89 9%	104 10%	41 17%fghi	41 11%fi	16 5%	50 13%fi	28 9%fi	18 4%	69 12%kcm	42 7%cm	60 13%kcm	22 4%	9 5%	6 8%	18 8%	5 3%	19 10%q	20 13%nqv	20 20%nopquvw	15 7%	14 5%	31 11%nqv	24 14%nqv	12 19%npquv	17 7%	122 13%A	104 8%	89 11%				

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 68

To which of the following ethnic groups do you consider you belong?

Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825		
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823		
White	1955 93%	958 93%	997 92%	207 85%	313 86%	315 91% d	352 94% de	299 99% def g	469 99% def g	516 91%	516 91%	440 96% jk	483 94%	173 97% rv	83 96% v	226 96% rv	168 97% rv	164 89% v	143 94% v	101 97% rv	186 94% v	208 77%	267 93% v	176 98% rv w	61 100% rv	234 88%	843 91%	1173 91%	782 95% C		
NET: BAME	139 7%	61 6%	78 7%	37 15% ghi	47 13% ghi	31 9% hi	20 5% hi	2 1%	2 *	46 8% l	45 8% l	19 4%	28 5%	3 2%	3 4%	9 4%	4 2%	20 11% npq t wxy	9 6%	2 2%	11 6%	60 22% nop q rstu vwxy	14 5%	4 2%	-	29 11%	77 8%	103 8% D	36 4%		
Mixed	32 2%	14 1%	18 2%	7 3% hi	11 3% hi	5 1% i	8 2% i	1 *	-	7 1%	12 2%	5 1%	9 2%	1 1%	-	3 1%	3 2%	1 *	2 2%	2 1%	6 3%	11 4% rwx	2 1%	1 *	-	6 2%	17 2%	18 1%	15 2%		
Asian	68 3%	34 3%	35 3%	19 8% ghi	24 7% ghi	18 5% ghi	4 1%	*	2 *	25 4%	19 3%	10 2%	15 3%	1 *	2 2%	5 2%	1 1%	16 8% npq t uwxy	4 3%	1 *	2 1%	29 11% nop q stuwxy	8 3%	1 1%	-	10 4%	40 4%	57 4% D	11 1%		
Black	18 1%	8 1%	10 1%	5 2% i	5 1% i	4 1% i	4 1% i	1 *	-	5 1%	8 1%	2 *	3 1%	-	1 1%	-	-	2 1%	-	-	1 *	11 4% npq s uw	2 1%	1 1%	-	7 2%	11 1%	13 1%	5 1%		
Chinese	15 1%	2 *	13 1% a	5 2% hi	5 1% i	2 1%	3 1%	-	-	9 2% m	4 1%	1 *	1 *	1 *	1 1%	2 1%	-	2 1%	-	-	2 1%	5 2%	2 1%	-	-	6 2%	8 1%	11 1%	4 1%		
Other ethnic group	5 *	3 *	3 *	1 *	2 1%	1 *	2 *	-	-	1 *	3 1%	1 *	*	-	-	-	-	-	2 1%	-	-	3 1%	-	-	-	1 *	2 *	5 *	-		
Prefer not to answer	13 1%	7 1%	6 1%	1 *	5 1%	1 *	4 1%	2 1%	2 *	4 1%	6 1%	1 *	2 *	2 1%	-	-	1 1%	-	-	1 1%	1 1%	2 1%	5 2%	-	-	4 1%	6 1%	8 1%	5 1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 69

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

Base: All respondents

	Gender			Age						Social Grade					Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)			
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825			
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823			
Christian	1095 52%	534 52%	561 52%	76 31%	138 38%	140 41% ^d	202 54% ^{def}	189 62% ^{def}	349 74% ^{def}	296 52%	288 51%	250 54%	261 51%	86 49%	44 51%	127 54%	89 51%	91 49%	77 51%	59 57%	104 53%	137 51%	148 52%	92 51%	42 68% ^{nrvwx}	132 50%	425 46%	671 52%	424 52%			
NET: Other	138 7%	59 6%	79 7%	24 10% ^{ghi}	42 11% ^{ghi}	32 9% ^{ghi}	13 3%	11 4%	15 3%	36 6%	34 6%	29 6%	38 7%	5 3%	2 2%	10 4%	7 4%	22 12% ^{nopqstuxy}	6 4%	2 2%	9 5%	46 17% ^{nopqstuxy}	18 6%	9 5%	1 1%	20 8%	65 7%	111 9% ^D	27 3%			
Muslim	56 3%	26 3%	29 3%	11 5% ^{ghi}	25 7% ^{ghi}	15 4% ^{ghi}	2 *	1 *	1 *	11 2%	15 3%	10 2%	19 4%	1 *	1 1%	4 2%	3 2%	10 6% ^{tux}	4 3%	- -	1 1%	21 8% ^{nopqtuxy}	9 3%	2 1%	- -	9 3%	27 3%	47 4% ^D	9 1%			
Hindu	15 1%	6 1%	9 1%	3 1% ⁱ	7 2% ^{hi}	4 1% ⁱ	2 *	- -	- -	10 2% ^m	3 1%	2 1%	1 *	1 1%	- -	1 *	- -	3 1%	- -	1 *	1 1%	8 3% ^{qwx}	1 *	- -	- -	4 1%	8 1%	12 1%	3 *			
Jewish	18 1%	6 1%	12 1%	* 1%	3 1%	3 1%	- -	1 *	11 2% ^g	7 1%	4 1%	5 1%	2 *	1 1%	1 1%	4 2%	- -	- -	- -	- -	3 1%	6 2%	3 1%	2 1%	- -	- -	7 1%	18 1% ^D	1 *			
Sikh	7 *	5 *	3 *	5 2% ^{ehi}	- -	1 *	2 *	- -	- -	1 *	3 *	4 1%	- -	- -	- -	- -	- -	3 1%	- -	- -	- -	3 1%	1 *	- -	- -	1 *	5 1%	5 *	3 *			
Buddhist	9 *	4 *	5 *	1 1%	1 *	1 *	2 *	3 1%	1 *	1 *	4 1%	- -	4 1%	- -	- -	1 *	2 1%	1 1%	1 *	- -	1 1%	2 1%	1 *	- -	- -	2 1%	2 *	6 *	3 *			
Other	33 2%	11 1%	22 2%	4 2%	6 2%	9 3% ⁱ	6 2%	7 2% ⁱ	2 *	7 1%	6 1%	8 2%	12 2%	2 1%	1 1%	1 1%	2 1%	5 3%	1 1%	2 2%	3 2%	6 2%	3 1%	6 3%	1 1%	4 1%	16 2%	24 2%	9 1%			
None	836 40%	414 40%	423 39%	139 57% ^{ghi}	175 48% ^{hi}	168 49% ^{ghi}	153 41% ^{hi}	96 32% ⁱ	105 22%	221 39%	239 42%	170 37%	207 40%	84 47% ^{vy}	38 44% ^v	96 41% ^v	76 44% ^v	68 37%	61 41% ^v	43 41% ^v	83 42% ^v	79 29%	114 40% ^v	78 43% ^v	17 28%	110 41%	415 45%	475 37%	362 44% ^C			
Prefer not to say	37 2%	20 2%	18 2%	6 2%	10 3% ⁱ	5 1%	7 2%	7 2%	3 1%	13 2%	6 1%	10 2%	8 2%	3 2%	3 3%	1 *	1 1%	2 1%	7 5% ^{ptx}	- -	2 1%	8 3%	6 2%	1 1%	2 3%	5 2%	21 2%	28 2%	10 1%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 70
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
NET: Urban	1713 81%	848 83%	865 80%	215 88%ghi	315 86%ghi	297 86%ghi	298 79%	237 78%	351 74%	458 81%	472 83%l	351 76%	432 84%l	134 75%st	75 87%nst u	206 88%nst uy	151 87%nst u	161 87%nst u	96 64%	63 60%	138 70%	266 98%nop qrstuw xy	233 82%stu	144 80%stu	47 76%	219 82%	774 84%	1024 80%	689 84%C
Urban - Population over 10,000	895 42%	470 46%b	425 39%	134 55%ghi	180 49%ghi	162 47%hi	148 39%	113 37%	158 33%	260 46%lm	258 46%l	175 38%	202 39%	74 41%tu	50 59%npq stuwxy	87 37%t	74 43%tu	85 46%tuw x	52 35%	26 25%	58 29%	210 78%nop qrstuw xy	101 35%	57 32%	21 34%	126 47%	413 45%	528 41%	367 45%
Town and Fringe	818 39%	378 37%	440 41%	81 33%	135 37%	135 39%	150 40%	124 41%	194 41%	198 35%	214 38%	176 38%	230 45%jk	60 34%v	24 28%	120 51%nos tv	77 44%nos v	76 41%v	44 29%	37 35%v	81 41%sv	56 21%	132 46%nos v	86 48%nos v	26 42%v	92 35%	361 39%	497 39%	321 39%
NET: Rural	394 19%	178 17%	216 20%	30 12%	50 14%	49 14%	78 21%def	66 22%def	121 26%def	109 19%	95 17%	109 24%km	82 16%	44 25%opq rv	11 13%v	29 12%v	23 13%v	23 13%v	55 36%nop qrwx	42 40%nop qrwx	60 30%opqr vwxy	4 2%	53 18%v	36 20%v	15 24%pv	48 18%	152 16%	260 20%D	134 16%
Village	352 17%	163 16%	189 17%	28 11%	45 12%	46 13%	64 17%	59 20%de	110 23%def g	96 17%	85 15%	96 21%km	75 15%	39 22%pqr v	10 12%v	26 11%v	22 13%v	19 10%v	53 35%nop qrwxxy	36 35%nop qrwxxy	54 27%opqr vwxy	4 2%	52 18%prv	29 16%v	8 13%v	45 17%	129 14%	230 18%	122 15%
Hamlet & Isolated Dwelling	42 2%	15 1%	27 2%	2 1%	5 1%	3 1%	14 4%df	7 2%	11 2%	12 2%	10 2%	13 3%	7 1%	5 3%vw	1 1%	3 1%	1 *	4 2%v	1 1%	5 5%qvw	6 3%vw	- -	1 *	8 4%qvw	7 11%nopq rsuwv	3 1%	23 2%	29 2%	12 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
 * small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 71

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade					Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ireland (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)			
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825			
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823			
NET: Working	1193 57%	650 63%b	543 50%	122 50% <i>i</i>	305 84% <i>dgh</i> <i>i</i>	283 82% <i>dgh</i> <i>i</i>	276 74% <i>dhi</i>	158 52% <i>i</i>	47 10%	373 66% <i>m</i>	346 61% <i>m</i>	287 62% <i>m</i>	187 36%	98 55%	46 53%	130 55%	94 54%	106 58%	81 54%	62 60%	101 51%	169 63% <i>u</i>	158 55%	105 59%	42 69% <i>u</i>	267 100%	926 100%	679 53%	514 62% <i>C</i>			
Working full time - working 30 hours per week or more	944 45%	582 57% <i>b</i>	362 33%	88 36% <i>i</i>	270 74% <i>dgh</i> <i>hi</i>	229 66% <i>dgh</i> <i>i</i>	216 58% <i>dhi</i>	119 39% <i>i</i>	22 5%	311 55% <i>m</i>	284 50% <i>m</i>	222 48% <i>m</i>	127 25%	78 44%	36 42%	106 45%	74 42%	91 49% <i>u</i>	65 43%	49 47%	69 35%	136 50% <i>u</i>	130 45% <i>u</i>	75 42%	37 60% <i>qux</i>	223 83%	721 78%	505 39%	439 53% <i>C</i>			
Working part time - working between 8 and 29 hours per week	249 12%	68 7%	181 17% <i>a</i>	35 14% <i>i</i>	35 10% <i>i</i>	54 16% <i>ei</i>	60 16% <i>ei</i>	39 13% <i>i</i>	25 5%	62 11%	62 11%	65 14%	59 12%	20 11%	10 11%	24 10%	20 12%	16 8%	17 11%	13 13%	32 16% <i>rw</i>	33 12%	28 10%	31 17% <i>rw</i>	5 9%	44 17%	204 22%	174 14% <i>D</i>	74 9%			
NET: Not working	914 43%	376 37%	538 50% <i>a</i>	122 50% <i>efg</i>	60 16%	62 18%	99 26% <i>ef</i>	146 48% <i>efg</i>	425 90% <i>def</i> <i>gh</i>	194 34%	221 39%	172 38%	327 64% <i>ijkl</i>	80 45%	40 47%	105 45%	80 46%	78 42%	70 46%	42 40%	97 49% <i>vy</i>	101 37%	128 45%	74 41%	19 31%	- -	- -	605 47% <i>D</i>	309 38%			
Not working but seeking work or temporarily unemployed or sick	99 5%	46 4%	53 5%	18 7% <i>i</i>	21 6% <i>i</i>	22 6% <i>i</i>	20 5% <i>i</i>	17 6% <i>i</i>	1 *	10 2%	15 3%	14 3%	61 12% <i>ijkl</i>	17 9% <i>pqsw</i> <i>x</i>	6 7%	9 4%	6 3%	12 6%	4 3%	3 3%	9 4%	14 5%	12 4%	6 3%	3 5%	- -	- -	74 6% <i>D</i>	25 3%			
Not working and not seeking work/ student	167 8%	67 7%	100 9% <i>a</i>	97 40% <i>efgh</i> <i>i</i>	9 2% <i>i</i>	9 3% <i>i</i>	24 6% <i>efi</i>	28 9% <i>efi</i>	- -	26 5%	53 9% <i>jl</i>	18 4%	69 13% <i>jl</i>	15 9% <i>u</i>	7 8%	22 9% <i>u</i>	17 10% <i>u</i>	20 11% <i>u</i>	15 10% <i>u</i>	8 8%	6 3%	14 5%	25 9% <i>u</i>	15 8% <i>u</i>	2 4%	- -	- -	96 7%	71 9%			
Retired on a state pension only	140 7%	26 3%	115 11% <i>a</i>	- -	- -	1 *	2 *	9 3% <i>def</i> <i>g</i>	129 27% <i>defg</i> <i>h</i>	15 3%	17 3%	22 5%	86 17% <i>ijkl</i>	8 5%	4 5%	14 6%	12 7%	10 5%	13 9%	4 4%	24 12% <i>nprt</i> <i>v</i>	13 5%	22 8%	13 7%	2 4%	- -	- -	114 9% <i>D</i>	27 3%			
Retired with a private pension	347 16%	213 21% <i>b</i>	134 12%	- -	- -	- -	7 2% <i>ef</i> <i>g</i>	52 17% <i>def</i> <i>gh</i>	288 61% <i>def</i> <i>gh</i>	123 22% <i>m</i>	112 20% <i>m</i>	75 16% <i>m</i>	37 7%	24 13%	9 10%	44 19%	33 19%	30 16%	26 17%	17 16%	39 20%	42 16%	46 16%	27 15%	9 15%	- -	- -	201 16%	146 18%			
House person, housewife, househusband, etc.	161 8%	24 2%	137 13% <i>a</i>	7 3%	29 8% <i>di</i>	31 9% <i>di</i>	47 12% <i>di</i>	40 13% <i>di</i>	7 2%	19 3%	24 4%	43 9% <i>jk</i>	75 15% <i>ijkl</i>	16 9%	14 17% <i>pqr</i> <i>wxy</i>	16 7%	12 7%	7 4%	12 8%	9 9%	19 10% <i>r</i>	18 7%	23 8%	13 7%	2 3%	- -	- -	121 9% <i>D</i>	40 5%			

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 72
Do you work in any of the following occupations?
Base: All respondents who work

	Gender		Age							Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	1144	630	514	101	274	281	292	152	44	372	356	218	198	106	47	114	85	85	74	62	110	179	158	89	35	251	893	652	492
Weighted base	1193	650	543	122*	305	283	276	158	47*	373	346	287	187	98*	46*	130*	94*	106*	81*	62*	101*	169	158	105*	42**	267	926	679	514
NET: Public Sector	267	147	120	17	76	60	69	35	9	84	97	59	28	25	10	30	21	30	12	19	31	35	30	20	5	267	-	148	119
	22%	23%	22%	14%	25%	21%	25%	22%	19%	22%	28% _m	21%	15%	25%	21%	23%	23%	28%	15%	30%	30% _s	21%	19%	19%	12%	100%B	-	22%	23%
Central government including all administrative departments and central government agencies such as the Bank of England	26	11	14	1	5	10	5	3	2	13	8	4	-	4	-	6	2	-	2	1	1	3	3	3	1	26	-	14	11
	2%	2%	3%	1%	2%	4%	2%	2%	5%	4% _m	2%	1%	-	4%	-	5%	2%	-	2%	2%	1%	2%	2%	3%	2%	10%B	-	2%	2%
HM Forces	3	3	-	-	1	2	-	-	-	1	*	2	-	-	-	*	-	-	2	-	-	1	-	-	-	3	-	1	2
	*	*	-	-	*	1%	-	-	-	*	*	1%	-	-	-	*	-	-	2%	-	-	1%	-	-	-	1%B	-	*	*
National Health Service	60	24	36	6	20	10	17	7	-	18	20	13	9	4	2	5	5	7	1	6	9	8	5	7	1	60	-	38	23
	5%	4%	7% _a	5%	7%	4%	6%	5%	-	5%	6%	5%	5%	4%	5%	3%	6%	6%	2%	9%	9%	5%	3%	7%	3%	23%B	-	6%	4%
Universities and Academies funded by government	27	15	12	5	11	3	6	2	-	9	12	4	2	2	-	3	4	7	-	3	3	2	3	1	-	27	-	12	16
	2%	2%	2%	4%	4%	1%	2%	1%	-	2%	3%	2%	1%	2%	-	2%	4%	6% _v	-	4%	3%	1%	2%	1%	-	10%B	-	2%	3%
Courts service	3	2	2	-	-	1	2	-	-	2	1	-	-	*	-	-	-	-	-	2	-	-	1	-	-	3	-	1	2
	*	*	*	-	-	*	1%	-	-	*	*	-	-	*	-	-	-	-	-	3%	-	-	1%	-	-	1%B	-	*	*
Local government administration	32	24	9	-	10	8	8	6	1	5	23	4	-	1	2	-	3	4	2	1	4	8	5	3	-	32	-	19	14
	3%	4%	2%	-	3%	3%	3%	4%	2%	1%	7% _{jlm}	1%	-	1%	4% _p	-	3%	4%	2%	2%	4%	5% _p	3%	3%	-	12%B	-	3%	3%
Police service	10	8	2	-	7	1	2	-	-	-	9	1	-	-	-	5	1	1	-	-	2	-	1	-	-	10	-	7	3
	1%	1%	*	-	2%	*	1%	-	-	-	3% _{jlm}	*	-	-	-	4% _v	1%	1%	-	-	2%	-	1%	-	-	4%B	-	1%	1%
Public sector housing	14	11	3	1	-	6	6	-	-	3	4	6	1	1	2	2	1	2	-	-	-	5	-	-	-	14	-	6	7
	1%	2%	1%	1%	-	2% _e	2% _e	-	-	1%	1%	2%	1%	1%	5% _{uw}	2%	1%	2%	-	-	-	3% _w	-	-	-	5%B	-	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 72
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creasing or higher risk (D)
Weighted base	1193	650	543	122*	305	283	276	158	47*	373	346	287	187	98*	46*	130*	94*	106*	81*	62*	101*	169	158	105*	42**	267	926	679	514
Teaching employed by local education authority including voluntary aided schools and foundation schools	38 3%	19 3%	20 4%	2 2%	13 4%	7 3%	7 3%	8 5%	1 2%	18 5%	10 3%	8 3%	3 1%	4 4%	- -	6 5%	2 2%	1 1%	3 3%	1 2%	7 7%	6 4%	6 4%	2 2%	- -	38 14%B	-	23 3%	16 3%
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	10 2%b	1 *	- -	3 1%	3 1%	3 1%	3 2%	- -	4 1%	1 *	2 1%	5 2%k	- -	2 5%ngvw	1 1%	- -	2 2%	- -	1 1%	1 1%	- -	1 *	1 1%	3 7%	12 4%B	-	5 1%	6 1%
Bradford and Bingley or Northern Rock Building societies	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (please specify as much detail as possible)	42 3%	20 3%	21 4%	2 2%	6 2%	10 4%	12 4%	6 4%	5 10%e	11 3%	8 2%	15 5%	9 5%	8 8%pv	1 2%	2 2%	4 4%	5 5%	3 3%	4 7%v	4 4%	1 1%	7 4%	2 2%	- -	42 16%B	-	23 3%	19 4%
None of the above (Private Sector)	926 78%	503 77%	422 78%	105 86%	230 75%	223 79%	207 75%	122 78%	38 81%	290 78%	249 72%	228 79%	159 85%k	73 75%	36 79%	99 77%	72 77%	77 72%	69 85%u	44 70%	70 70%	134 79%	128 81%	85 81%	37 88%	- -	926 100%A	531 78%	395 77%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base; ** very small base (under 30) ineligible for sig testing

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 73

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
No children aged 18 or under	1522	748	774	209	213	146	210	276	467	406	419	302	395	125	52	182	112	139	111	71	149	200	210	131	39	159	572	926	596
	72%	73%	72%	86%efg	58%fg	42%	56%fg	91%efgh	99%defgh	72%	74%kl	66%	77%kl	71%	61%	78%oqp	65%	75%lo	74%	69%	75%loq	74%lo	74%lo	73%	63%	59%	62%	72%	72%
NET: Yes	580	277	303	34	152	199	165	25	6	160	146	157	117	52	33	53	61	45	37	33	49	69	76	49	23	108	353	355	225
	28%	27%	28%	14%il	42%dhij	58%deg	44%dhij	8%il	1%	28%	26%	34%km	23%	29%	39%prsuwv	22%	35%pu	25%	24%	31%	25%	26%	26%	27%	37%p	41%	38%	28%	27%
NET: Any 11-18	314	153	161	3	36	107	143	21	5	73	76	96	69	22	20	33	38	20	18	17	33	30	42	26	14	55	189	180	134
	15%	15%	15%	1%	10%di	31%deh	38%dehi	7%di	1%	13%	13%	21%jkm	13%	12%	23%nrsv	14%	22%nrsv	11%	12%	16%	16%	11%	15%	15%	23%v	21%	20%	14%	16%
Yes - children aged under 5 years old	214	95	118	33	101	67	9	3	1	58	56	61	39	24	7	20	17	15	15	12	13	36	34	19	4	47	123	147	67
	10%	9%	11%	13%ghij	28%dfghi	19%ghi	3%gi	1%	*	10%	10%	13%lm	8%	13%u	8%	8%	10%	8%	10%	11%	7%	13%u	12%	10%	7%	17%	13%	11%D	8%
Yes - children aged 5 to 10 years old	257	131	126	2	86	117	44	7	1	83	64	56	53	26	12	18	26	23	18	16	18	39	26	24	11	53	147	159	99
	12%	13%	12%	1%	24%dghi	34%deg	12%dhij	2%il	*	15%lm	11%	12%	10%	14%	15%	8%	15%	12%	12%	15%	9%	15%p	9%	13%	18%p	20%	16%	12%	12%
Yes - children aged 11 to 15 years old	230	113	118	3	34	92	87	12	2	54	55	71	51	17	14	24	30	17	11	14	19	22	31	21	10	41	142	130	101
	11%	11%	11%	1%	9%dhij	27%deh	23%dehi	4%il	1%	10%	10%	15%jkm	10%	9%	16%	10%	18%nrsv	9%	8%	13%	10%	8%	11%	12%	17%	15%	15%	10%	12%
Yes - children aged 16 to 18 years old	135	70	66	-	4	32	83	14	4	33	32	37	34	9	9	13	13	8	10	7	17	11	22	8	8	20	78	76	59
	6%	7%	6%	-	1%	9%dehij	22%dehij	5%dei	1%	6%	6%	8%	7%	5%	11%v	6%	7%	5%	6%	7%	9%	4%	8%	4%	13%vx	7%	8%	6%	7%
Refused	5	1	4	2	-	-	-	3	-	-	2	-	3	1	-	-	-	-	3	-	-	1	-	-	-	-	1	3	2
	*	*	*	1%	-	-	-	1%il	-	-	*	-	1%	*	-	-	-	-	2%w	-	-	*	-	-	-	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 74
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region												Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Anglia	213	90	123	18	22	38	41	35	59	48	66	45	54	1	1	1	-	-	24	-	170	-	17	-	-	32	82	145	68
	10%	9%	11%	7%	6%	11%e	11%e	12%e	13%e	8%	12%	10%	10%	*	1%	*	-	-	16%nopq rtvwxy	-	86%nopq rstvwxy	-	6%npqr tvx	-	-	12%	9%	11%D	8%
Border	35	13	22	7	2	7	6	1	12	7	6	13	8	10	-	25	-	-	-	-	-	-	-	-	-	7	11	26	9
	2%	1%	2%	3%h	1%	2%	2%	*	3%h	1%	1%	3%	2%	6%oqrs tuvwx	-	11%oqrs tuvwxy	-	-	-	-	-	-	-	-	-	3%	1%	2%	1%
Central	294	157	137	44	39	50	60	38	62	77	71	70	76	2	1	-	-	172	108	1	-	-	6	4	-	37	128	185	109
	14%	15%	13%	18%e	11%	14%	16%	13%	13%	14%	13%	15%	15%	1%	2%v	-	-	94%nop qstuvw xy	71%nopq tuvwxy	1%	-	-	2%pv	2%v	-	14%	14%	14%	13%
Granada	213	116	96	22	32	35	35	34	54	59	55	39	59	-	-	207	-	1	-	3	-	-	1	-	-	24	96	103	110
	10%	11%	9%	9%	9%	10%	9%	11%	11%	10%	10%	9%	12%	-	-	88%noqr stuvwxy	-	1%	-	3%nquv wx	-	-	*	-	-	9%	10%	8%	13%C
London	396	169	227	47	84	72	57	44	93	139	95	89	73	-	-	-	-	-	-	-	25	270	101	-	-	50	183	260	136
	19%	16%	21%a	19%	23%gh	21%	15%	14%	20%	25%km	17%	19%	14%	-	-	-	-	-	-	-	12%no pqrst xy	100%nop qrstuvw y	35%nopq rstuxy	-	-	19%	20%	20%	17%
Meridian	181	89	93	28	42	26	23	24	39	44	53	31	52	-	-	-	-	1	-	-	1	-	161	18	-	12	91	115	67
	9%	9%	9%	11%g	12%g	7%	6%	8%	8%	8%	9%	7%	10%	-	-	-	-	1%	-	-	1%	-	56%nop qrstuv xy	10%nopq rstuvy	-	5%	10%A	9%	8%
STV	165	90	75	14	38	29	29	26	28	39	44	34	48	165	-	-	-	-	-	-	-	-	-	-	-	23	69	109	56
	8%	9%	7%	6%	10%i	8%	8%	9%	6%	7%	8%	7%	9%	93%opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-	9%	7%	8%	7%
Tyne Tees	87	46	41	11	20	11	19	13	12	15	29	19	24	1	83	-	4	-	-	-	-	-	-	-	-	10	37	52	36
	4%	4%	4%	4%	6%i	3%	5%	4%	3%	3%	5%j	4%	5%	*	96%npqr stuvwxy	-	2%pvw	-	-	-	-	-	-	-	-	4%	4%	4%	4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
 * small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 74
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Pri-vate (B)	Lower risk (C)	In-creasing or higher risk (D)		
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823		
Wales	99 5%	51 5%	49 5%	5 2%	22 6%	16 5%	19 5%	18 6%	20 4%	24 4%	22 4%	28 6%	26 5%	- -	- -	- -	- -	- -	- -	99 95% rsuvwxxy	- -	- -	- -	- -	- -	19 7%	39 4%	53 4%	46 6%		
West	55 3%	30 3%	25 2%	12 5% i	8 2%	8 2%	13 3%	7 2%	8 2%	19 3%	16 3%	11 2%	9 2%	- -	- -	1 *	1 *	8 5% npqs uvw	- -	- -	- -	- -	- -	45 25% nopq rstuvwxy	- -	10 4%	19 2%	37 3%	19 2%		
Westcountry	114 5%	46 5%	68 6%	14 6%	25 7%	12 3%	19 5%	16 5%	29 6%	32 6%	30 5%	24 5%	29 6%	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	113 63% nopq rstuvwxy	- -	16 6%	54 6%	70 5%	44 5%		
Yorkshire	192 9%	101 10%	90 8%	21 9%	22 6%	33 10%	38 10%	31 10%	46 10%	39 7%	65 11% j	43 9%	45 9%	- -	1 1%	- -	169 97% nopr stuvwxy	- -	19 13% nopr tuvwxy	- -	2 1%	- -	- -	- -	- -	21 8%	79 9%	100 8%	91 11% C		
UTV	62 3%	28 3%	34 3%	1 *	9 2%	9 3%	16 4% d	17 6% di	10 2%	25 4%	13 2%	13 3%	11 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	61 100% nopq rstuvwx	5 2%	38 4%	30 2%	32 4%		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 75
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825		
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823		
Single	583 28%	316 31%b	266 25%	180 73%efg hi	144 40%fgh i	95 28%hi	89 24%hi	46 15%i	29 6%	154 27%	186 33%jl	98 21%	144 28%l	52 29%	27 32%	56 24%	45 26%	56 30%	38 25%	28 27%	41 21%	106 39%npq stuwxy	74 26%	50 28%	10 16%	76 28%	289 31%	320 25%	263 32% C		
NET: Married/ Civil partnership/ co habiting	1262 60%	622 61%	640 59%	57 23%	215 59% d	235 68% de	235 63% d	195 64% d	325 69% de	372 66% km	299 53%	321 70% km	270 52%	106 60% v	46 54%	147 62% v	101 58%	107 58%	94 62% v	64 61% v	133 67% v	129 48%	179 63% v	110 61% v	46 74% oq v	166 62%	562 61%	780 61%	482 59%		
Married	940 45%	478 47%	462 43%	10 4%	119 33% d	166 48% de	177 47% de	159 52% de	309 65% def gh	294 52% km	216 38%	238 52% km	192 37%	79 45%	37 43%	102 43%	80 46% v	69 38%	69 45%	50 48% v	104 52% r v	96 36%	132 46% v	81 45%	40 65% n op q r s v w x	105 39%	384 42%	608 47% D	332 40%		
Civil Partnership	13 1%	8 1%	5 *	3 1%	2 *	3 1%	3 1%	2 1%	1 *	2 *	1 *	2 *	8 2% j k	* *	- -	5 2% w	- -	- -	1 1%	1 1%	- -	5 2% w	- -	1 *	- -	1 *	7 1%	8 1%	5 1%		
Co Habiting	309 15%	136 13%	174 16%	44 18% hi	94 26% gh i	66 19% hi	55 15% i	34 11% i	16 3%	76 13%	83 15%	81 18%	69 13%	27 15%	9 11%	40 17%	20 12%	38 21% q v	24 16%	13 12%	29 15%	28 10%	47 16% v	29 16%	6 9%	59 22%	170 18%	164 13%	145 18% C		
NET: Widowed/ separated/ divorced	247 12%	83 8%	164 15% a	- -	5 1%	12 4% d	52 14% def g	63 21% def g	116 25% def g	40 7%	77 14% j l	36 8%	95 18% j k l	18 10%	12 14%	28 12%	27 15%	20 11%	19 12%	12 12%	23 12%	35 13%	30 11%	18 10%	6 10%	24 9%	65 7%	172 13% D	75 9%		
Widowed	84 4%	20 2%	64 6% a	- -	- -	1 *	8 2% def	9 3% def h	66 14% def g h	20 4%	22 4%	9 2%	32 6% l	10 6%	2 2%	11 5%	8 4%	4 2%	8 5%	2 2%	7 3%	10 4%	12 4%	8 5%	1 2%	5 2%	8 1%	65 5% D	18 2%		
Separated	22 1%	12 1%	10 1%	- -	2 1%	5 1%	5 1%	8 3% dei	3 1%	4 1%	6 1%	3 1%	9 2%	- -	4 4% n x	2 1%	1 1%	2 1%	1 1%	1 1%	4 2%	4 1%	3 1%	- -	2 3% n	6 2%	7 1%	14 1%	8 1%		
Divorced	142 7%	51 5%	90 8% a	- -	3 1%	7 2%	39 10% def i	46 15% def i	48 10% def i	16 3%	49 9% j	23 5%	54 11% j l	8 5%	6 7%	15 6%	18 10%	14 8%	10 7%	9 9%	13 6%	21 8%	16 5%	9 5%	3 5%	13 5%	49 5%	93 7%	49 6%		

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 75
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
Prefer not to answer	15 1%	5 *	10 1%	8 3%	1 eghi *	3 1%	1 *	1 *	2 *	1 *	4 1%	5 1%	5 1%	2 1%	1 1%	4 2%	1 1%	1 1%	1 *	- -	1 *	- -	3 1%	2 1%	- -	2 1%	10 1%	12 1%	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 76

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East of England (u)	London (v)	South East (w)	South West (x)	North Ireland (y)	Public (A)	Private (B)	Lower risk (C)	Increasing or higher risk (D)	
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
Glasgow	100 5%	55 5%	45 4%	8 3%	22 6%	18 5%	16 4%	15 5%	20 4%	23 4%	21 4%	24 5%	32 6%	100 56%opqr stuvwxy	-	-	-	-	-	-	-	-	-	-	-	12 5%	42 5%	71 6%D	28 3%	
Edinburgh	65 3%	32 3%	33 3%	8 3%	16 4%	12 3%	11 3%	7 2%	12 3%	18 3%	20 4%	13 3%	14 3%	63 35%opqr stuvwxy	-	2 1%	-	-	-	-	-	-	-	-	-	12 5%	26 3%	38 3%	27 3%	
Newcastle	94 4%	49 5%	45 4%	13 5%	19 5%	13 4%	19 5%	13 4%	16 3%	16 3%	34 6%kj	21 5%	23 4%	-	82 95%npqr stuvwxy	11 5%nqrs tuvwx	1 1%	-	-	-	-	-	-	-	-	11 4%	39 4%	58 5%	36 4%	
Leeds	84 4%	38 4%	47 4%	15 6%	9 3%	16 5%	15 4%	12 4%	16 3%	18 3%	33 6%ijm	17 4%	16 3%	-	1 1%	-	83 48%nopr stuvwxy	-	-	-	-	-	-	-	-	10 4%	38 4%	50 4%	35 4%	
Hull	33 2%	21 2%	12 1%	1 1%	3 1%	2 *	4 1%	13 4%defg	9 2%	5 1%	9 2%	6 1%	13 3%	-	1 2%vw	-	30 17%nopr stuvwxy	-	2 2%	-	-	-	-	-	-	2 1%	16 2%	18 1%	15 2%	
Sheffield	56 3%	32 3%	23 2%	5 2%	10 3%	11 3%	14 4%	5 2%	12 3%	13 2%	17 3%	10 2%	16 3%	-	-	-	50 29%nopr stuvwxy	-	5 4%np vw	-	-	-	-	-	-	9 3%	17 2%	25 2%	31 4%C	
Manchester	163 8%	90 9%	73 7%	14 6%	27 7%	32 9%	30 8%	25 8%	34 7%	49 9%	45 8%	25 6%	43 8%	-	1 1%	152 65%noqr stuvwxy	3 2%	6 3%nuvw x	-	1 1%	-	-	-	-	-	21 8%	76 8%	84 7%	79 10%C	
Liverpool	75 4%	40 4%	36 3%	11 5%	14 4%	13 4%	10 3%	8 3%	19 4%	18 3%	20 4%	24 5%	14 3%	-	-	60 25%noqr stuvwxy	-	3 1%	-	13 13%noqr stuvwxy	-	-	-	-	-	12 5%	34 4%	34 3%	41 5%C	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 76

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)	
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823	
Nottingham	87 4%	51 5%	35 3%	19 8%e	7 2%	13 4%	16 4%	11 4%	20 4%	22 4%	21 4%	23 5%	20 4%	- -	- -	- -	1 *	1 *	84 56% nopq rtuvvxy	- -	1 *	- -	- -	- -	- -	6 2%	40 4%	55 4%	31 4%	
Birmingham	171 8%	86 8%	85 8%	21 9%	25 7%	33 9%	36 10%	23 8%	33 7%	49 9%	39 7%	40 9%	43 8%	- -	- -	- -	- -	158 86% nopq stuvvxy	10 7% nopq tuvwx	- -	1 1%	- -	- -	2 1%	- -	30 11%	70 8%	102 8%	69 8%	
Norwich	94 4%	38 4%	56 5%	11 4%	6 2%	15 4%e	21 6%e	18 6%e	23 5%e	20 4%	27 5%	22 5%	25 5%	- -	- -	- -	- -	- -	1 1%	- -	92 47% nopq rstvwxxy	- -	- -	- -	- -	14 5%	33 4%	64 5%	29 4%	
Milton Keynes	68 3%	30 3%	38 4%	11 4%	10 3%	11 3%	11 3%	6 2%	19 4%	14 2%	18 3%	22 5%	15 3%	- -	- -	- -	- -	- -	25 17% nopq rtvwxxy	- -	24 12% nopq rtvxy	- -	19 7% nopq rtvx	- -	- -	6 2%	36 4%	41 3%	27 3%	
Brighton	35 2%	15 1%	20 2%	4 2%	9 2%	3 1%	7 2%	6 2%	6 1%	3 1%	16 3% jkl	4 1%	11 2% j	- -	- -	- -	- -	- -	- -	- -	- -	- -	35 12% nopq rstuvxy	- -	- -	4 1%	12 1%	22 2%	13 2%	
Oxford	31 1%	18 2%	13 1%	3 1%	13 4% fghi	1 *	4 1%	6 2% f	4 1%	4 1%	13 2%	7 1%	7 1%	- -	- -	- -	- -	3 2%	- -	- -	- -	- -	20 7% nopq rstuv	8 4% npqs uv	- -	4 1%	20 2%	18 1%	14 2%	
London	469 22%	209 20%	260 24%	54 22%	88 24% h	88 25% h	74 20%	47 16%	117 25% h	162 29% klm	121 21%	95 21%	91 18%	- -	- -	- -	- -	- -	- -	- -	59 30% no pqrst xy	270 100% nopq rstuvwx y	139 49% nopq rstuxy	1 1%	- -	58 22%	216 23%	306 24% D	163 20%	
Southampton	63 3%	33 3%	30 3%	10 4%	17 5% g	12 4%	5 1%	8 3%	12 3%	18 3%	16 3%	14 3%	15 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	51 18% nopq rstuvxy	13 7% nopq rstuv	- -	7 3%	33 4%	38 3%	26 3%	
Bristol	84 4%	37 4%	47 4%	14 6%	17 5%	12 4%	12 3%	13 4%	16 3%	30 5%	20 4%	15 3%	19 4%	- -	- -	- -	- -	2 1%	- -	* *	- -	- -	- -	82 45% nopq rstuvvxy	- -	9 3%	39 4%	52 4%	32 4%	

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 76

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade						Region													Employment Sector		Risk Group	
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)			
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823			
Plymouth	66 3%	30 3%	37 3%	4 1%	15 4%	6 2%	15 4%	9 3%	18 4%	17 3%	19 3%	16 4%	14 3%	-	-	-	-	-	-	-	-	-	-	66 37% nopq rstuvwxy	-	11 4%	31 3%	43 3%	23 3%			
Cardiff	78 4%	41 4%	37 3%	5 2%	16 4%	11 3%	15 4%	14 5%	16 3%	20 3%	16 3%	22 5%	20 4%	-	-	-	-	1 1%	-	76 73% nopq rsuvwxy	-	-	-	-	-	13 5%	31 3%	42 3%	36 4%			
Belfast	61 3%	28 3%	33 3%	1 *	8 2%	9 3%	16 4% d	17 6% dei	10 2%	25 4%	13 2%	13 3%	11 2%	-	-	-	-	-	-	-	-	-	-	-	61 100% nopq rstuvwxy	5 2%	37 4%	30 2%	31 4%			
None of these	129 6%	52 5%	77 7%	13 5%	14 4%	14 4%	22 6%	27 9% ef	39 8% ef	24 4%	29 5%	26 6%	50 10% ijkl	15 8% ovy	1 1%	10 4% v	6 3% v	10 5% v	23 15% opq rwxxy	13 12% opq vxy	21 11% opq y	-	22 8% ovy	9 5% v	-	12 4%	40 4%	93 7% D	36 4%			

Proportions/Mean: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 77

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

Base: All respondents

		Gender			Age						Social Grade				Region														Employment Sector		Risk Group	
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	Eastern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)		
Unweighted base		2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825		
Weighted base		2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823		
Up to £7,000	(3.5)	67 3%	32 3%	36 3%	31 13%efgh i	6 2%	5 1%	9 3%i	15 5%efi	2 *	- -	18 3%j	8 2%j	42 8%jkl	7 4%	5 6%u	5 2%	5 3%	7 4%	11 8%puw	3 3%	2 1%	9 4%	7 3%	5 3%	2 4%	3 1%	12 1%	48 4%	19 2%		
£7,001 to £14,000	(10.5)	273 13%	126 12%	147 14%	23 9%	28 8%	37 11%	58 16%e	48 16%e	79 17%def	15 3%	53 9%j	36 8%j	168 33%jkl	28 16%v	14 16%v	32 14%	31 18%v	24 13%	23 15%v	17 16%v	25 13%	22 8%	32 11%	22 12%	4 6%	12 4%	65 7%	184 14%D	90 11%		
£14,001 to £21,000	(17.5)	337 16%	157 15%	180 17%	30 12%	35 9%	46 13%	65 17%e	64 21%def	98 21%def	45 8%	119 21%jl	68 15%j	105 20%j	29 17%	13 15%	44 19%	26 15%	27 15%	24 16%	19 18%	41 21%v	32 12%	42 15%	34 19%	7 11%	43 16%	139 15%	226 18%D	111 14%		
£21,001 to £28,000	(24.5)	312 15%	154 15%	158 15%	21 9%	47 13%	55 16%d	57 15%d	52 17%d	80 17%d	71 12%	96 17%jm	88 19%jm	57 11%	28 16%	17 20%vx	35 15%	34 20%vx	33 18%v	26 17%	17 16%	27 14%	27 10%	41 14%	17 10%	9 15%	53 20%B	113 12%	181 14%	131 16%		
£28,001 to £34,000	(31)	256 12%	139 14%	118 11%	24 10%	53 15%	41 12%	46 12%	40 13%	52 11%	68 12%	67 12%	74 16%lm	48 9%	21 12%	10 12%	31 13%	25 14%	13 7%	19 12%	14 14%	32 16%rw	30 11%	28 10%	24 13%	9 14%	45 17%	126 14%	146 11%	111 13%		
£34,001 to £41,000	(37.5)	201 10%	103 10%	98 9%	13 5%	32 9%	45 13%di	46 12%d	26 9%	39 8%	68 12%lm	62 11%lm	50 11%lm	21 4%	18 10%	3 3%	12 5%	19 11%	23 12%op	15 10%	9 9%	18 9%	31 12%op	29 10%	17 9%	8 13%	26 10%	129 14%	118 9%	83 10%		
£41,001 to £48,000	(44.5)	126 6%	69 7%	57 5%	6 2%	42 11%dhi	32 9%dhi	27 7%dhi	8 3%	12 3%	53 9%km	33 6%lm	38 8%lm	2 *	12 7%	5 6%	16 7%	13 8%	7 4%	5 3%	4 4%	6 3%	21 8%u	27 9%su	8 4%	2 3%	26 10%	78 8%	66 5%	60 7%		
£48,001 to £55,000	(51.5)	92 4%	54 5%	39 4%	6 2%	27 7%dhi	24 7%dhi	19 5%	6 2%	11 2%	53 9%klm	25 4%lm	11 2%	4 1%	8 4%	3 3%	12 5%	4 3%	9 5%	6 4%	2 2%	10 5%	10 4%	14 5%	10 6%	3 6%	17 7%	57 6%	50 4%	43 5%		
£55,001 to £62,000	(58.5)	46 2%	23 2%	23 2%	9 3%i	13 4%hi	10 3%	8 2%	2 1%	4 1%	25 4%km	12 2%lm	10 2%lm	-	6 3%qs	2 3%	9 4%qsu	-	4 2%	-	3 3%	1 1%	9 3%qs	8 3%	1 1%	3 5%qsux	13 5%	24 3%	21 2%	25 3%		
£62,001 to £69,000	(65.5)	29 1%	21 2%b	8 1%	8 3%gi	11 3%gi	4 1%	1 *	4 1%	1 *	22 4%klm	2 *	4 1%	-	4 2%	2 3%	3 1%	-	2 1%	-	2 2%	2 1%	5 2%	2 1%	2 1%	5 8%pqrs uvw	4 1%	17 2%	13 1%	15 2%		
£69,001 to £76,000	(72.5)	16 1%	8 1%	9 1%	3 1%	8 2%hi	3 1%	3 1%	-	-	7 1%lm	7 1%lm	2 *	-	-	-	-	1 1%	-	-	-	2 1%	6 2%np	4 1%	1 *	2 4%np	3 1%	10 1%	5 *	11 1%C		

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base

Alcohol Labelling Survey **ONLINE Fieldwork: 15th-16th February 2017**

Absolutes/col percents

Table 77
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

		Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
		Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humber-side (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Weighted base		2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
£76,001 to £83,000	(79.5)	15 1%	9 1%	6 1%	- 2%	8 2%ghi	6 2%ghi	1 *	- -	12 2%klm	3 *	- -	- -	4 2%w	1 1%	2 1%	- -	- -	- -	- -	5 2%w	- -	3 2%	1 1%	3 1%	11 1%	9 1%	6 1%		
£83,001 or more	(86)	42 2%	28 3%b	14 1%	15 6%lghi	19 5%fghi	4 1%	1 *	- -	28 5%klm	9 2%lm	4 1%	- -	- -	3 3%ln	3 1%	1 *	2 1%	4 2%	2 2%	4 2%	12 5%npq	7 3%ln	4 2%	- -	2 1%	31 3%A	17 1%	25 3%C	
Prefer not to answer		293 14%	105 10%	188 17%a	57 23%efgh	37 10%	34 10%	33 9%	39 13%	92 20%efgh	99 17%k	61 11%	66 14%	67 13%	14 8%	8 10%	32 14%	15 9%	33 18%nq	19 13%	11 11%	27 14%	50 18%nq	46 16%ln	31 17%lnq	7 11%	16 6%	113 12%A	200 16%D	93 11%
Average income (£000's)		29.26	30.73b	27.73	30.41h i	38.10d fghi	32.24g hi	27.64h i	23.44	24.12	41.18k lm	28.79m	29.34m	17.22	28.43	28.28	28.67	25.64	27.48	25.02	27.17	28.28	35.40n opqrst uwx	30.87q s	29.32	35.54n pqrstu	33.00	34.28	27.28	32.19C

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D
*** small base**

Alcohol Labelling Survey

ONLINE Fieldwork: 15th-16th February 2017

Absolutes/col percents

Table 78

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region											Employment Sector		Risk Group		
	Total	Male (a)	Female (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	Scotland (n)	North East (o)	North West (p)	Yorkshire & Humberside (q)	West Midlands (r)	East Midlands (s)	Wales (t)	East-ern (u)	London (v)	South East (w)	South West (x)	North-ern Ire-land (y)	Public (A)	Private (B)	Lower risk (C)	In-creas-ing or higher risk (D)
Unweighted base	2107	1071	1036	203	324	354	411	309	506	589	607	370	541	202	86	217	159	155	145	109	219	290	303	166	56	251	893	1282	825
Weighted base	2107	1026	1081	245	365	346	375	304	472	567	567	459	514	178	86*	235	174	184	151	104*	198	270	286	180	61*	267	926	1284	823
NET: Yes	460 22%	222 22%	238 22%	45 18%e	34 9%	54 16%e	93 25%ef	95 31%def	140 30%def	75 13%	104 18%j	97 21%j	183 36%jkl	43 24%v	25 30%v	68 29%tvw	37 21%	42 23%v	32 21%	18 17%	43 22%v	37 14%	55 19%	43 24%v	17 27%v	28 11%	101 11%	325 25%D	135 16%
Yes - physical condition	289 14%	139 13%	151 14%	10 4%	12 3%	28 8%e	55 15%def	72 24%def	112 24%defg	47 8%	61 11%	61 13%j	120 23%jkl	27 15%v	18 21%v	37 16%v	23 13%	25 14%	20 14%	13 12%	32 16%v	20 8%	35 12%	29 16%v	9 15%	12 4%	55 6%	212 17%D	77 9%
Yes - mental condition	167 8%	68 7%	99 9%a	39 16%efhi	22 6%i	25 7%i	52 14%efhi	23 8%i	6 1%	26 5%	35 6%	33 7%	73 14%jkl	23 13%tvwvw	13 15%rtu	27 12%v	11 7%	12 6%	13 9%	5 5%	13 7%	10 4%	18 6%	13 7%	8 14%v	14 5%	45 5%	114 9%	53 6%
Yes - disability	160 8%	91 9%	69 6%	7 3%	4 1%	23 7%e	37 10%de	43 14%def	46 10%de	23 4%	35 6%	32 7%	69 13%jkl	20 11%v	3 4%	27 11%v	9 5%	17 9%	8 5%	7 7%	13 7%	14 5%	23 8%	16 9%	3 5%	9 3%	21 2%	117 9%D	43 5%
Yes - other	24 1%	12 1%	11 1%	1 *	2 *	6 2%	5 1%	6 2%	4 1%	3 1%	7 1%	3 1%	10 2%	4 2%	- -	4 2%	4 2%	- -	3 2%	2 2%	2 1%	2 1%	2 1%	1 1%	1 1%	3 1%	3 *	19 1%	5 1%
No	1603 76%	787 77%	817 76%	198 81%ghi	319 87%ghi	290 84%ghi	271 72%	201 66%	324 69%	482 85%klm	450 79%lm	352 77%lm	319 62%	131 73%	59 69%	163 69%	135 77%	141 77%	112 74%	83 80%	150 75%	223 83%nop	227 79%op	136 76%	44 71%	232 87%	810 88%	931 73%	672 82%C
Prefer not to say	44 2%	17 2%	26 2%	1 1%	12 3%f	2 1%	12 3%f	8 3%	8 2%	10 2%	12 2%	10 2%	12 2%	4 2%	1 1%	4 2%	2 1%	1 *	7 4%r	3 3%	5 3%	10 4%r	4 2%	1 1%	1 1%	7 3%	14 2%	28 2%	16 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - d/e/f/g/h/i - j/k/l/m - n/o/p/q/r/s/t/u/v/w/x/y - A/B - C/D

* small base