

YouGov / Survey Results

Sample Size: 1734 GB Adults
Fieldwork: 25th - 26th March 2012

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1734			542	450	375	843	891	210	442	593	489	988	746	222	564	371	427	151	
Unweighted Sample	1734	439	529	116	537	412	411	845	889	128	451	693	462	1137	597	306	566	337	388	137
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The government have proposed a introducing a minimum price for alcohol to try and reduce binge drinking. Under the plans shops would not be allowed to sell alcoholic drinks at below 40p for a unit of alcohol, meaning the minimum price for a can of regular strength beer would be around 80p and the minimum price for a bottle of wine would be around £3.75.

In principle, do you support or oppose the idea of putting a minimum price on alcohol?

Support	46	51	45	64	48	42	54	42	50	36	48	45	50	49	42	53	46	50	36	51
Oppose	46	45	48	33	47	49	40	51	40	46	41	50	45	44	47	38	46	39	55	42
Don't know	9	4	8	4	4	9	5	7	10	18	12	5	5	7	11	9	7	10	8	8

Do you think think the proposed minimum price of 40p per unit of alcohol is...

Too high	34	31	40	22	35	36	30	39	29	35	33	38	29	30	39	28	31	33	43	27
Too low	21	22	21	28	22	19	22	23	19	22	17	21	23	21	21	27	20	20	16	31
About right	29	35	23	42	31	27	32	24	33	25	31	27	31	31	26	26	31	33	25	25
Don't know	17	12	15	8	12	18	16	15	19	17	20	14	17	18	15	19	17	15	16	17