

## YouGov SixthSense Survey Results

Sample Size: 2152

Fieldwork: 9th - 11th July 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
<b>Base</b>	<b>2152</b>	<b>1046</b>	<b>1106</b>	<b>1184</b>	<b>968</b>	<b>514</b>	<b>346</b>	<b>476</b>	<b>200</b>	<b>267</b>	<b>105</b>	<b>181</b>	<b>62</b>

Please record whether or not you agree with the following statement about drinking.

I like getting drunk

	1966	905	1061	1153	813	490	318	463	164	215	87	185	44
Unweighted Base	1966	905	1061	1153	813	490	318	463	164	215	87	185	44
<b>All who drink alcohol</b>	<b>1951</b>	<b>963</b>	<b>988</b>	<b>1098</b>	<b>853</b>	<b>476</b>	<b>308</b>	<b>443</b>	<b>175</b>	<b>223</b>	<b>98</b>	<b>171</b>	<b>58</b>
Agree	21%	24%	18%	18%	25%	24%	18%	19%	19%	20%	28%	21%	17%
Disagree	66%	61%	71%	71%	60%	62%	72%	68%	65%	71%	53%	67%	66%
Neither/Not Applicable	13%	15%	11%	11%	15%	14%	10%	13%	15%	9%	18%	12%	17%

To what extent do you agree or disagree with the following statement?

I would rather buy alcohol from the supermarket and drink it at home because of the cost

	1687	790	897	984	703	432	275	387	144	189	71	154	35
Unweighted Base	1687	790	897	984	703	432	275	387	144	189	71	154	35
<b>All who drink at the pub</b>	<b>1689</b>	<b>850</b>	<b>839</b>	<b>943</b>	<b>746</b>	<b>422</b>	<b>269</b>	<b>377</b>	<b>153</b>	<b>198</b>	<b>81</b>	<b>145</b>	<b>45</b>
Strongly agree	13%	12%	15%	12%	15%	18%	11%	11%	18%	11%	9%	12%	11%
Agree	31%	30%	33%	32%	31%	30%	35%	31%	27%	30%	34%	39%	19%
Neither agree nor disagree	31%	29%	32%	31%	30%	29%	29%	33%	38%	29%	31%	23%	39%
Disagree	19%	22%	16%	20%	18%	17%	18%	22%	10%	24%	18%	23%	32%
Strongly disagree	5%	7%	3%	5%	5%	5%	7%	4%	7%	6%	8%	4%	-

## YouGov SixthSense Survey Results

Sample Size: 2152

Fieldwork: 9th - 11th July 2010

	Age Gender 16+								
	Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base	2152	117	208	231	415	130	296	286	469
<b>Base</b>	<b>2152</b>	<b>163</b>	<b>260</b>	<b>278</b>	<b>344</b>	<b>155</b>	<b>263</b>	<b>284</b>	<b>405</b>

Please record whether or not you agree with the following statement about drinking.

I like getting drunk

	Unweighted Base	1966	99	194	216	396	102	271	269	419
<b>All who drink alcohol</b>	<b>1951</b>	<b>135</b>	<b>241</b>	<b>258</b>	<b>329</b>	<b>122</b>	<b>242</b>	<b>265</b>	<b>360</b>	
Agree	21%	62%	37%	19%	4%	55%	29%	11%	3%	
Disagree	66%	28%	42%	70%	83%	35%	58%	79%	86%	
Neither/Not Applicable	13%	11%	21%	12%	14%	10%	13%	11%	12%	

To what extent do you agree or disagree with the following statement?

I would rather buy alcohol from the supermarket and drink it at home because of the cost

	Unweighted Base	1687	93	186	195	316	105	253	220	319
<b>All who drink at the pub</b>	<b>1689</b>	<b>125</b>	<b>233</b>	<b>233</b>	<b>260</b>	<b>124</b>	<b>224</b>	<b>217</b>	<b>273</b>	
Strongly agree	13%	11%	16%	9%	12%	18%	13%	16%	13%	
Agree	31%	32%	28%	32%	28%	38%	40%	29%	29%	
Neither agree nor disagree	31%	25%	29%	29%	31%	23%	30%	35%	37%	
Disagree	19%	27%	22%	19%	23%	20%	16%	16%	15%	
Strongly disagree	5%	5%	5%	11%	7%	1%	1%	4%	6%	

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2152	971	1181	1236	916	530	354	496	187	249	94	194	48
Base	2152	1046	1106	1184	968	514	346	476	200	267	105	181	62

The Government is considering the introduction of minimum pricing for alcohol as a way of tackling binge drinking. Are you for or against this move?

For	40%	40%	40%	41%	39%	36%	39%	43%	44%	43%	43%	36%	42%
Against	47%	50%	43%	47%	46%	50%	49%	46%	41%	39%	44%	49%	53%
Don't know	13%	10%	17%	12%	15%	15%	12%	11%	15%	18%	13%	14%	5%

And how would such a move impact on how much alcohol you currently drink, if at all?

	Unweighted Base	1771	838	933	1054	717	443	295	408	143	195	75	171	41
<b>All those who drink alcohol regularly</b>	1752	885	867	1003	748	426	284	394	152	201	85	158	52	
I would probably drink less than I do now	19%	20%	18%	16%	22%	24%	18%	19%	19%	15%	21%	12%	19%	
I would probably drink more than I do now	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	-	1%	2%	
It would make no difference	76%	76%	76%	79%	72%	71%	77%	77%	75%	78%	75%	84%	76%	
Don't know	4%	4%	5%	4%	4%	4%	4%	3%	5%	7%	4%	4%	3%	

		Age Gender 16+								
		Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base		2152	117	208	231	415	130	296	286	469
Base		2152	163	260	278	344	155	263	284	405

The Government is considering the introduction of minimum pricing for alcohol as a way of tackling binge drinking. Are you for or against this move?

For	40%	37%	43%	37%	42%	27%	37%	42%	46%
Against	47%	49%	44%	56%	52%	53%	44%	42%	39%
Don't know	13%	14%	14%	7%	7%	19%	19%	17%	15%

And how would such a move impact on how much alcohol you currently drink, if at all?

		Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+
Unweighted Base		1771	93	182	196	367	99	248	239	347
All those who drink alcohol regularly		1752	125	226	232	302	117	222	234	295
I would probably drink less than I do now	19%	29%	24%	16%	15%	31%	23%	12%	14%	
I would probably drink more than I do now	1%	2%	2%	0%	0%	5%	-	0%	-	
It would make no difference	76%	63%	67%	83%	81%	57%	70%	82%	83%	
Don't know	4%	6%	7%	1%	3%	7%	7%	5%	3%	