

# WSTA

## Minimum Unit Pricing

### **METHODOLOGY NOTE**

ComRes interviewed 2035 British adults online from 23rd to 25th January 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 1

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Summary table**

	Implementing a minimum price per unit of alcohol	Prosecuting more people for alcohol-related anti-social behaviour	Prosecuting more retailers for selling to minors	The government working with the industry on campaigns to promote responsible drinking	Raising the drinking age to 21	Banning drinking in more public places (e.g. public transport, parks, streets etc)	Increased education about alcohol in schools
Unweighted base	2035	2035	2035	2035	2035	2035	2035
Weighted base	2035	2035	2035	2035	2035	2035	2035
NET: Effective	788 39%	1506 74%	1558 77%	1125 55%	906 45%	1392 68%	1441 71%
Very effective (4)	272 13%	726 36%	774 38%	334 16%	407 20%	623 31%	546 27%
Somewhat effective (3)	516 25%	779 38%	784 39%	791 39%	499 25%	769 38%	894 44%
Somewhat ineffective (2)	561 28%	282 14%	236 12%	526 26%	495 24%	359 18%	345 17%
Very ineffective (1)	556 27%	142 7%	128 6%	245 12%	511 25%	185 9%	133 7%
NET: Ineffective	1118 55%	424 21%	364 18%	771 38%	1006 49%	543 27%	478 23%
Don't know	130 6%	105 5%	113 6%	139 7%	123 6%	100 5%	117 6%
Mean	2.26	3.08	3.15	2.64	2.42	2.95	2.97
Standard deviation	1.03	0.90	0.88	0.92	1.10	0.94	0.86
Standard error	0.02	0.02	0.02	0.02	0.03	0.02	0.02

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 2

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Implementing a minimum price per unit of alcohol**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
NET: Effective	788	338	449	109	148	155	112	101	163	211	247	152	178	220	204	197	99	67
	39%	34%	43%	45%	46%	40%	32%	33%	38%	38%	42%	36%	38%	43%	38%	39%	34%	38%
Very effective	(4) 272	113	159	30	63	52	36	32	59	72	85	52	63	64	71	75	42	21
	13%	11%	15%	12%	19%	13%	10%	10%	14%	13%	14%	12%	13%	12%	13%	15%	14%	12%
Somewhat effective	(3) 516	226	291	79	86	103	76	69	104	139	163	99	115	157	133	122	58	47
	25%	23%	28%	32%	26%	27%	22%	23%	24%	25%	28%	23%	25%	30%	25%	24%	20%	27%
Somewhat ineffective	(2) 561	270	292	58	85	102	95	95	126	165	167	96	134	126	142	148	90	54
	28%	27%	28%	24%	26%	26%	27%	31%	29%	30%	28%	22%	29%	24%	27%	29%	31%	31%
Very ineffective	(1) 556	339	217	50	65	101	115	100	125	146	137	148	126	131	147	136	91	51
	27%	34%	21%	20%	20%	26%	33%	33%	29%	27%	23%	35%	27%	25%	27%	27%	31%	29%
NET: Ineffective	1118	609	509	107	151	204	210	195	251	311	303	244	260	258	290	284	181	105
	55%	61%	49%	44%	46%	53%	61%	64%	59%	57%	51%	57%	56%	50%	54%	56%	62%	59%
Don't know	130	50	80	28	27	28	25	9	14	27	39	32	31	39	43	29	13	4
	6%	5%	8%	11%	8%	7%	7%	3%	3%	5%	7%	7%	7%	8%	8%	6%	4%	2%
Mean	2.26	2.12	2.41	2.42	2.49	2.30	2.10	2.11	2.23	2.26	2.36	2.14	2.26	2.32	2.26	2.28	2.18	2.22
Standard deviation	1.03	1.03	1.01	0.99	1.05	1.03	1.02	1.00	1.03	1.01	1.02	1.07	1.03	1.02	1.04	1.04	1.05	1.00
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.05	0.07	0.05	0.05	0.05	0.05	0.06	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 2

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Implementing a minimum price per unit of alcohol**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	788 39%	67 38%	36 40%	106 44%	54 30%	63 33%	32 30%	81 42%	116 45%	104 40%	67 36%	60 38%
Very effective	(4) 272 13%	21 12%	17 19%	39 16%	18 10%	26 14%	11 10%	20 10%	30 12%	34 13%	31 17%	25 16%
Somewhat effective	(3) 516 25%	47 27%	19 21%	67 28%	36 20%	37 20%	22 20%	61 32%	86 34%	70 27%	36 19%	35 22%
Somewhat ineffective	(2) 561 28%	54 31%	24 26%	63 26%	62 34%	49 26%	37 35%	51 27%	68 27%	58 22%	53 28%	42 27%
Very ineffective	(1) 556 27%	51 29%	30 32%	52 22%	54 30%	61 32%	33 31%	40 21%	49 19%	83 32%	58 31%	47 30%
NET: Ineffective	1118 55%	105 59%	53 58%	115 48%	115 64%	110 59%	71 65%	91 47%	117 46%	141 54%	111 60%	89 56%
Don't know	130 6%	4 2%	2 3%	17 7%	10 5%	15 8%	5 5%	19 10%	23 9%	16 6%	8 4%	9 6%
Mean	2.26	2.22	2.27	2.42	2.11	2.16	2.10	2.36	2.42	2.22	2.23	2.26
Standard deviation	1.03	1.00	1.12	1.04	0.98	1.07	0.97	0.97	0.96	1.06	1.09	1.08
Standard error	0.02	0.08	0.11	0.07	0.07	0.08	0.10	0.07	0.06	0.06	0.08	0.09

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**Base: All respondents**

**Implementing a minimum price per unit of alcohol**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	788	221	260	85	59	26	20	1	5	4	98	237	215	157	
	39%	41%	41%	47%	27%	47%	38%	15%	22%	53%	34%	38%	44%	43%	
Very effective	(4)	272	77	87	23	28	9	4	-	1	3	25	94	77	40
	13%	14%	14%	13%	13%	17%	9%	-	7%	40%	9%	15%	16%	11%	
Somewhat effective	(3)	516	144	173	62	31	17	15	3	1	73	143	138	117	
	25%	27%	28%	34%	14%	30%	29%	15%	15%	14%	25%	23%	28%	32%	
Somewhat ineffective	(2)	561	155	166	51	64	15	16	3	2	72	178	127	107	
	28%	29%	26%	28%	29%	28%	31%	41%	12%	17%	25%	29%	26%	29%	
Very ineffective	(1)	556	143	165	40	89	12	15	3	9	2	73	177	123	85
	27%	26%	26%	22%	41%	21%	29%	44%	45%	30%	25%	29%	25%	23%	
NET: Ineffective	1118	298	331	91	153	27	31	6	11	3	145	356	250	192	
	55%	55%	53%	51%	70%	49%	60%	85%	56%	47%	50%	57%	51%	52%	
Don't know	130	21	37	4	6	2	1	-	4	-	48	29	27	21	
	6%	4%	6%	2%	3%	4%	2%	-	21%	-	16%	5%	6%	6%	
Mean	2.26	2.30	2.31	2.39	1.99	2.44	2.18	1.70	1.81	2.63	2.21	2.26	2.36	2.32	
Standard deviation	1.03	1.03	1.03	0.98	1.05	1.03	0.97	0.76	1.08	1.38	0.99	1.05	1.05	0.97	
Standard error	0.02	0.05	0.04	0.07	0.07	0.14	0.15	0.29	0.27	0.49	0.06	0.04	0.05	0.05	

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Absolutes/col percents

Table 3

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more people for alcohol-related anti-social behaviour**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Effective	1506	722	784	171	232	276	247	234	345	405	451	322	328	360	395	392	224	135	
	74%	72%	76%	70%	71%	71%	71%	77%	81%	74%	76%	75%	70%	70%	74%	77%	76%	76%	
Very effective	(4)	726	338	388	64	111	127	119	105	200	192	199	161	175	157	204	202	103	61
		36%	34%	37%	26%	34%	33%	35%	34%	47%	35%	34%	38%	37%	30%	38%	40%	35%	34%
Somewhat effective	(3)	779	384	395	107	121	149	127	129	145	213	252	161	153	203	191	190	121	74
		38%	38%	38%	44%	37%	39%	37%	42%	34%	39%	43%	38%	33%	39%	36%	37%	41%	42%
Somewhat ineffective	(2)	282	152	131	32	49	53	58	41	49	84	72	49	77	79	74	66	38	25
		14%	15%	13%	13%	15%	14%	17%	13%	12%	15%	12%	11%	16%	15%	14%	13%	13%	14%
Very ineffective	(1)	142	81	61	12	20	30	28	25	26	41	33	30	37	44	39	28	17	13
		7%	8%	6%	5%	6%	8%	8%	8%	6%	7%	6%	7%	8%	9%	7%	5%	6%	7%
NET: Ineffective		424	232	192	45	69	83	86	65	75	125	105	79	115	123	114	94	55	38
		21%	23%	18%	18%	21%	22%	25%	21%	18%	23%	18%	18%	24%	24%	21%	18%	19%	21%
Don't know		105	43	62	28	24	27	13	6	7	19	34	27	25	35	28	24	14	4
		5%	4%	6%	12%	7%	7%	4%	2%	2%	4%	6%	6%	5%	7%	5%	5%	5%	2%
Mean		3.08	3.03	3.14	3.03	3.07	3.04	3.01	3.05	3.24	3.05	3.11	3.13	3.05	2.98	3.10	3.16	3.11	3.06
Standard deviation		0.90	0.92	0.87	0.82	0.89	0.92	0.94	0.90	0.89	0.91	0.85	0.90	0.95	0.93	0.92	0.87	0.86	0.89
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.05	0.07

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Absolutes/col percents

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**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more people for alcohol-related anti-social behaviour**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	1506 74%	135 76%	74 80%	180 75%	139 77%	130 69%	82 76%	145 76%	170 66%	190 73%	141 76%	120 76%
Very effective	(4) 726 36%	61 34%	40 43%	85 36%	77 43%	64 34%	36 33%	72 38%	70 27%	87 33%	67 36%	67 42%
Somewhat effective	(3) 779 38%	74 42%	34 37%	95 40%	62 34%	65 35%	47 43%	73 38%	100 39%	103 40%	74 40%	53 34%
Somewhat ineffective	(2) 282 14%	25 14%	10 11%	34 14%	22 12%	27 14%	15 14%	26 14%	43 17%	36 14%	24 13%	21 13%
Very ineffective	(1) 142 7%	13 7%	4 5%	11 5%	12 7%	21 11%	4 4%	7 3%	21 8%	23 9%	13 7%	12 8%
NET: Ineffective	424 21%	38 21%	15 16%	45 19%	34 19%	48 25%	19 18%	33 17%	64 25%	59 22%	36 20%	33 21%
Don't know	105 5%	4 2%	4 4%	14 6%	7 4%	11 6%	6 6%	13 7%	22 9%	12 5%	8 4%	5 3%
Mean	3.08	3.06	3.23	3.13	3.18	2.98	3.12	3.18	2.93	3.02	3.10	3.15
Standard deviation	0.90	0.89	0.85	0.84	0.91	0.99	0.81	0.82	0.92	0.93	0.89	0.93
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.09	0.06	0.06	0.06	0.07	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 3

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more people for alcohol-related anti-social behaviour**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	1506	431	469	126	168	43	37	4	11	7	192	495	354	264	
	74%	80%	75%	70%	77%	78%	71%	53%	57%	100%	66%	80%	72%	71%	
Very effective	(4)	726	200	235	46	103	24	16	2	6	5	75	236	174	116
		36%	37%	37%	25%	47%	43%	32%	30%	31%	70%	26%	38%	35%	31%
Somewhat effective	(3)	779	231	234	80	65	20	20	2	5	2	116	259	179	147
		38%	43%	37%	44%	30%	36%	39%	23%	26%	30%	40%	42%	36%	40%
Somewhat ineffective	(2)	282	60	98	37	22	6	8	2	3	-	40	63	83	63
		14%	11%	16%	20%	10%	11%	16%	28%	15%	-	14%	10%	17%	17%
Very ineffective	(1)	142	31	34	13	26	4	5	1	2	-	21	39	32	24
		7%	6%	5%	7%	12%	7%	10%	20%	12%	-	7%	6%	7%	6%
NET: Ineffective		424	91	131	49	49	10	13	3	5	-	61	102	116	87
		21%	17%	21%	28%	22%	18%	26%	47%	27%	-	21%	16%	23%	24%
Don't know		105	18	28	5	2	2	1	-	3	-	38	24	23	19
		5%	3%	5%	3%	1%	4%	3%	-	16%	-	13%	4%	5%	5%
Mean		3.08	3.15	3.12	2.91	3.13	3.19	2.96	2.63	2.90	3.70	2.97	3.16	3.06	3.01
Standard deviation		0.90	0.84	0.88	0.87	1.02	0.91	0.96	1.20	1.09	0.50	0.89	0.86	0.91	0.89
Standard error		0.02	0.04	0.04	0.06	0.07	0.12	0.15	0.45	0.27	0.18	0.06	0.04	0.04	0.05



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 4

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more retailers for selling to minors**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
NET: Effective	1558	761	797	173	229	297	264	252	343	419	450	339	350	384	409	404	226	134
	77%	76%	77%	71%	70%	77%	76%	83%	80%	76%	76%	79%	75%	74%	76%	79%	77%	76%
Very effective	(4) 774	360	414	82	108	144	137	121	182	197	206	180	190	190	205	226	91	62
	38%	36%	40%	34%	33%	37%	40%	40%	43%	36%	35%	42%	41%	37%	38%	44%	31%	35%
Somewhat effective	(3) 784	401	383	91	122	153	126	131	161	222	244	159	160	194	204	178	134	73
	39%	40%	37%	37%	37%	40%	37%	43%	38%	40%	41%	37%	34%	37%	38%	35%	46%	41%
Somewhat ineffective	(2) 236	126	110	34	44	34	44	37	43	73	67	36	59	52	55	59	37	33
	12%	13%	11%	14%	13%	9%	13%	12%	10%	13%	11%	8%	13%	10%	10%	12%	13%	19%
Very ineffective	(1) 128	65	63	12	26	28	22	12	29	31	37	28	32	36	40	28	18	7
	6%	7%	6%	5%	8%	7%	6%	4%	7%	6%	6%	7%	7%	7%	7%	5%	6%	4%
NET: Ineffective	364	191	173	46	69	62	66	49	72	104	104	64	92	88	95	87	55	39
	18%	19%	17%	19%	21%	16%	19%	16%	17%	19%	18%	15%	20%	17%	18%	17%	19%	22%
Don't know	113	45	68	25	27	28	17	4	13	26	36	24	27	45	33	19	13	3
	6%	5%	7%	10%	8%	7%	5%	1%	3%	5%	6%	6%	6%	9%	6%	4%	4%	2%
Mean	3.15	3.11	3.18	3.11	3.04	3.15	3.15	3.20	3.20	3.12	3.12	3.22	3.15	3.14	3.14	3.23	3.07	3.09
Standard deviation	0.88	0.88	0.88	0.86	0.92	0.89	0.89	0.80	0.88	0.86	0.86	0.88	0.91	0.89	0.90	0.87	0.84	0.83
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.05	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 4

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more retailers for selling to minors**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	1558 77%	134 76%	71 78%	188 79%	145 81%	149 79%	87 80%	144 76%	176 69%	208 80%	139 75%	116 74%
Very effective	(4) 774 38%	62 35%	44 48%	103 43%	79 44%	73 39%	34 31%	72 38%	85 33%	106 40%	58 31%	60 38%
Somewhat effective	(3) 784 39%	73 41%	27 29%	86 36%	66 37%	76 40%	53 49%	72 38%	92 36%	102 39%	82 44%	56 35%
Somewhat ineffective	(2) 236 12%	33 19%	15 17%	25 11%	18 10%	14 7%	11 11%	22 11%	30 12%	22 8%	25 14%	20 13%
Very ineffective	(1) 128 6%	7 4%	3 3%	12 5%	13 7%	13 7%	6 5%	13 7%	19 7%	17 7%	12 7%	13 8%
NET: Ineffective	364 18%	39 22%	18 20%	37 16%	31 17%	27 14%	17 16%	35 18%	49 19%	39 15%	38 20%	33 21%
Don't know	113 6%	3 2%	2 3%	14 6%	4 2%	13 7%	4 4%	11 6%	31 12%	14 5%	9 5%	9 5%
Mean	3.15	3.09	3.26	3.24	3.20	3.19	3.11	3.13	3.08	3.20	3.04	3.09
Standard deviation	0.88	0.83	0.86	0.85	0.90	0.87	0.81	0.90	0.92	0.87	0.87	0.94
Standard error	0.02	0.07	0.09	0.06	0.07	0.06	0.09	0.07	0.06	0.05	0.06	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 4

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Prosecuting more retailers for selling to minors**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Effective	1558 77%	427 79%	505 80%	140 78%	167 76%	44 80%	44 85%	7 100%	11 54%	6 90%	191 66%	485 78%	387 79%	276 74%
Very effective	(4) 774 38%	204 38%	271 43%	58 33%	98 45%	22 41%	22 43%	3 39%	5 27%	5 80%	72 25%	240 39%	205 42%	125 34%
Somewhat effective	(3) 784 39%	224 41%	234 37%	82 45%	69 31%	22 40%	21 42%	4 61%	5 27%	1 10%	119 41%	245 39%	183 37%	151 41%
Somewhat ineffective	(2) 236 12%	60 11%	64 10%	26 15%	30 14%	3 6%	6 12%	- -	3 13%	1 10%	37 13%	67 11%	52 11%	52 14%
Very ineffective	(1) 128 6%	35 6%	32 5%	9 5%	13 6%	7 12%	1 1%	- -	2 12%	- -	23 8%	39 6%	29 6%	25 7%
NET: Ineffective	364 18%	95 18%	96 15%	35 20%	44 20%	10 18%	7 13%	- -	5 25%	1 10%	60 21%	106 17%	81 16%	77 21%
Don't know	113 6%	18 3%	28 4%	4 2%	8 4%	1 2%	1 2%	- -	4 21%	- -	39 14%	30 5%	24 5%	17 5%
Mean	3.15	3.14	3.24	3.08	3.20	3.10	3.30	3.39	2.86	3.70	2.96	3.16	3.20	3.06
Standard deviation	0.88	0.87	0.85	0.83	0.91	0.99	0.73	0.53	1.09	0.69	0.89	0.87	0.87	0.89
Standard error	0.02	0.04	0.03	0.06	0.06	0.13	0.11	0.20	0.27	0.24	0.06	0.04	0.04	0.05

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 5

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**The government working with the industry on campaigns to promote responsible drinking**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Effective	1125	538	587	135	194	207	184	171	233	298	330	239	257	288	300	285	167	85	
	55%	54%	57%	55%	60%	54%	53%	56%	54%	54%	56%	56%	55%	56%	56%	56%	57%	48%	
Very effective	(4)	334	157	177	40	65	56	52	50	71	81	81	85	86	81	92	92	39	29
		16%	16%	17%	16%	20%	14%	15%	16%	17%	15%	14%	20%	18%	16%	17%	18%	13%	17%
Somewhat effective	(3)	791	381	410	95	129	152	133	121	162	217	249	154	171	207	207	193	128	56
		39%	38%	40%	39%	39%	39%	38%	40%	38%	39%	42%	36%	37%	40%	39%	38%	44%	31%
Somewhat ineffective	(2)	526	261	265	61	71	102	99	71	121	164	160	83	119	111	144	138	78	54
		26%	26%	26%	25%	22%	26%	29%	23%	28%	30%	27%	19%	25%	21%	27%	27%	27%	31%
Very ineffective	(1)	245	144	101	14	32	41	48	52	57	58	66	65	56	70	59	53	32	32
		12%	14%	10%	6%	10%	11%	14%	17%	13%	11%	11%	15%	12%	14%	11%	10%	11%	18%
NET: Ineffective		771	406	365	76	104	143	147	124	178	222	226	148	175	181	203	191	110	86
		38%	41%	35%	31%	32%	37%	43%	41%	42%	40%	38%	35%	37%	35%	38%	37%	37%	49%
Don't know		139	54	86	33	28	36	14	11	17	29	34	40	35	48	34	34	17	5
		7%	5%	8%	14%	9%	9%	4%	3%	4%	5%	6%	9%	8%	9%	6%	7%	6%	3%
Mean		2.64	2.58	2.70	2.76	2.76	2.63	2.57	2.57	2.60	2.62	2.62	2.67	2.66	2.64	2.66	2.68	2.63	2.48
Standard deviation		0.92	0.94	0.89	0.84	0.92	0.89	0.92	0.97	0.93	0.88	0.88	1.00	0.94	0.94	0.91	0.91	0.86	0.99
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.05	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 5

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**The government working with the industry on campaigns to promote responsible drinking**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	1125 55%	85 48%	51 55%	144 60%	91 51%	103 55%	60 55%	102 53%	139 54%	149 57%	107 58%	95 60%
Very effective	(4) 334 16%	29 17%	19 21%	46 19%	27 15%	34 18%	12 11%	27 14%	37 14%	44 17%	26 14%	31 20%
Somewhat effective	(3) 791 39%	56 31%	32 35%	97 41%	64 36%	69 36%	47 44%	75 39%	102 40%	105 40%	81 44%	64 40%
Somewhat ineffective	(2) 526 26%	54 31%	25 27%	56 24%	57 32%	43 23%	31 29%	58 31%	51 20%	60 23%	47 25%	43 27%
Very ineffective	(1) 245 12%	32 18%	13 14%	20 8%	20 11%	25 13%	12 11%	20 11%	34 13%	36 14%	20 11%	13 8%
NET: Ineffective	771 38%	86 49%	38 41%	76 32%	77 43%	69 36%	43 40%	79 41%	85 33%	96 37%	67 36%	56 35%
Don't know	139 7%	5 3%	3 4%	20 8%	11 6%	17 9%	5 5%	10 5%	32 13%	16 6%	12 6%	8 5%
Mean	2.64	2.48	2.65	2.78	2.58	2.65	2.59	2.60	2.63	2.64	2.65	2.75
Standard deviation	0.92	0.99	0.98	0.88	0.90	0.96	0.85	0.87	0.93	0.94	0.87	0.88
Standard error	0.02	0.08	0.10	0.06	0.07	0.07	0.09	0.07	0.06	0.06	0.07	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 5

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**The government working with the industry on campaigns to promote responsible drinking**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	1125	314	395	105	92	31	26	6	9	3	132	355	306	201	
	55%	58%	63%	58%	42%	55%	50%	85%	43%	41%	46%	57%	62%	54%	
Very effective	(4)	334	83	132	26	30	10	5	1	2	1	31	101	98	46
	16%	15%	21%	15%	14%	17%	11%	16%	10%	20%	11%	16%	20%	12%	
Somewhat effective	(3)	791	232	263	79	62	21	20	5	7	1	101	253	207	155
	39%	43%	42%	44%	28%	38%	40%	70%	33%	21%	35%	41%	42%	42%	
Somewhat ineffective	(2)	526	145	136	49	77	13	11	1	5	4	76	169	107	105
	26%	27%	22%	27%	35%	23%	21%	15%	23%	59%	26%	27%	22%	28%	
Very ineffective	(1)	245	56	59	21	46	9	12	-	3	-	35	67	50	42
	12%	10%	9%	12%	21%	16%	23%	-	14%	-	12%	11%	10%	11%	
NET: Ineffective	771	201	195	69	123	22	23	1	7	4	111	235	157	147	
	38%	37%	31%	39%	56%	39%	44%	15%	36%	59%	38%	38%	32%	40%	
Don't know	139	24	39	5	4	3	3	-	4	-	47	31	30	22	
	7%	4%	6%	3%	2%	6%	6%	-	21%	-	16%	5%	6%	6%	
Mean	2.64	2.66	2.79	2.63	2.35	2.60	2.40	3.01	2.49	2.61	2.53	2.66	2.77	2.59	
Standard deviation	0.92	0.87	0.90	0.88	0.97	0.98	0.99	0.59	0.95	0.86	0.89	0.89	0.91	0.87	
Standard error	0.02	0.04	0.04	0.07	0.07	0.13	0.15	0.22	0.24	0.31	0.06	0.04	0.04	0.05	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 6

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Raising the drinking age to 21**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Effective	906 45%	442 44%	464 45%	94 39%	138 42%	190 49%	143 41%	132 43%	210 49%	230 42%	269 46%	203 47%	206 44%	252 49%	239 44%	233 46%	117 40%	66 37%	
Very effective	(4) 20%	407 20%	198 20%	209 20%	34 14%	65 20%	73 19%	67 20%	60 19%	109 26%	96 18%	116 20%	91 21%	104 22%	107 21%	108 20%	111 22%	61 21%	21 12%
Somewhat effective	(3) 25%	499 25%	244 25%	255 25%	60 25%	73 22%	118 30%	76 22%	72 24%	100 23%	133 24%	153 26%	112 26%	101 22%	145 28%	130 24%	122 24%	57 19%	45 25%
Somewhat ineffective	(2) 24%	495 24%	224 22%	271 26%	55 22%	76 23%	85 22%	88 25%	91 30%	101 24%	143 26%	139 24%	91 21%	121 26%	114 22%	138 26%	115 22%	79 27%	50 28%
Very ineffective	(1) 25%	511 25%	283 28%	228 22%	72 29%	90 28%	83 21%	91 26%	76 25%	99 23%	151 27%	148 25%	105 25%	107 23%	117 23%	125 23%	137 27%	76 26%	56 31%
NET: Ineffective	1006 49%	507 51%	499 48%	126 52%	166 51%	168 44%	179 52%	167 55%	200 47%	295 54%	287 49%	196 46%	228 49%	230 45%	263 49%	252 49%	155 53%	106 60%	
Don't know	123 6%	48 5%	75 7%	24 10%	22 7%	28 7%	24 7%	6 2%	19 4%	25 5%	34 6%	28 7%	35 7%	35 7%	36 7%	26 5%	21 7%	5 3%	
Mean	2.42	2.38	2.46	2.25	2.37	2.50	2.37	2.39	2.54	2.33	2.43	2.47	2.47	2.50	2.44	2.43	2.37	2.18	
Standard deviation	1.10	1.12	1.08	1.07	1.12	1.06	1.11	1.07	1.13	1.08	1.09	1.11	1.11	1.09	1.09	1.13	1.12	1.02	
Standard error	0.03	0.04	0.03	0.08	0.06	0.05	0.06	0.06	0.06	0.04	0.05	0.07	0.05	0.05	0.05	0.05	0.07	0.08	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 6

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Raising the drinking age to 21**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	906 45%	66 37%	32 35%	118 49%	83 46%	83 44%	40 37%	79 41%	126 49%	126 48%	77 42%	77 48%
Very effective	(4) 407 20%	21 12%	21 23%	53 22%	37 21%	42 22%	20 18%	29 15%	50 19%	57 22%	41 22%	37 24%
Somewhat effective	(3) 499 25%	45 25%	11 12%	64 27%	46 26%	41 22%	20 19%	50 26%	76 30%	69 26%	36 20%	39 25%
Somewhat ineffective	(2) 495 24%	50 28%	22 24%	54 23%	38 21%	49 26%	31 29%	57 30%	57 22%	56 22%	48 26%	33 21%
Very ineffective	(1) 511 25%	56 31%	35 38%	49 20%	53 30%	45 24%	28 26%	44 23%	55 21%	62 24%	48 26%	36 23%
NET: Ineffective	1006 49%	106 60%	57 62%	103 43%	91 51%	94 50%	59 55%	101 53%	112 44%	119 45%	96 52%	68 43%
Don't know	123 6%	5 3%	2 3%	19 8%	5 3%	11 6%	9 8%	11 6%	19 7%	17 6%	12 6%	13 8%
Mean	2.42	2.18	2.20	2.55	2.38	2.45	2.32	2.35	2.51	2.49	2.40	2.54
Standard deviation	1.10	1.02	1.19	1.08	1.13	1.11	1.09	1.02	1.06	1.11	1.13	1.12
Standard error	0.03	0.08	0.12	0.07	0.09	0.08	0.12	0.08	0.07	0.07	0.08	0.09



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 6

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Raising the drinking age to 21**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	906 45%	263 49%	293 47%	65 36%	120 55%	20 36%	22 43%	- -	8 38%	2 29%	94 32%	294 47%	239 48%	144 39%	
Very effective	(4) 20%	407 21%	115 23%	144 10%	19 31%	68 14%	8 15%	8 -	- -	3 16%	1 16%	31 11%	142 23%	112 23%	57 15%
Somewhat effective	(3) 25%	499 27%	148 24%	149 24%	46 26%	52 24%	12 22%	14 28%	- -	5 22%	1 14%	64 22%	153 25%	126 26%	87 23%
Somewhat ineffective	(2) 24%	495 24%	129 24%	151 24%	57 31%	36 16%	17 30%	15 29%	3 37%	1 7%	1 11%	75 26%	151 24%	113 23%	106 29%
Very ineffective	(1) 25%	511 23%	125 24%	154 29%	52 29%	54 24%	18 32%	13 26%	4 63%	8 39%	4 60%	83 29%	144 23%	111 23%	101 27%
NET: Ineffective	1006 49%	253 47%	305 48%	108 60%	90 41%	34 62%	28 55%	7 100%	9 46%	5 71%	159 55%	295 48%	224 46%	208 56%	
Don't know	123 6%	24 4%	31 5%	7 4%	9 4%	1 2%	1 3%	- -	3 16%	- -	37 13%	32 5%	29 6%	19 5%	
Mean	2.42	2.49	2.47	2.18	2.64	2.18	2.32	1.37	2.17	1.85	2.17	2.49	2.52	2.28	
Standard deviation	1.10	1.09	1.12	0.99	1.18	1.05	1.04	0.52	1.24	1.26	1.02	1.11	1.10	1.05	
Standard error	0.03	0.05	0.05	0.07	0.08	0.14	0.16	0.20	0.30	0.44	0.07	0.05	0.05	0.05	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 7

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Banning drinking in more public places (e.g. public transport, parks, streets etc)**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Effective	1392	668	724	148	202	250	226	225	342	375	397	300	321	345	364	363	206	115	
	68%	67%	70%	61%	62%	65%	65%	74%	80%	68%	67%	70%	68%	67%	68%	71%	70%	65%	
Very effective	(4)	623	280	343	47	87	118	106	89	176	152	164	151	156	145	172	174	89	43
		31%	28%	33%	19%	27%	31%	31%	29%	41%	28%	28%	35%	33%	28%	32%	34%	30%	24%
Somewhat effective	(3)	769	388	381	102	115	131	119	135	166	224	233	149	164	200	191	189	117	72
		38%	39%	37%	42%	35%	34%	35%	44%	39%	41%	39%	35%	35%	39%	36%	37%	40%	41%
Somewhat ineffective	(2)	359	189	170	54	68	73	67	51	47	106	114	67	72	91	94	78	50	45
		18%	19%	16%	22%	21%	19%	19%	17%	11%	19%	19%	16%	15%	18%	18%	15%	17%	25%
Very ineffective	(1)	185	100	84	14	31	40	45	29	29	49	48	38	49	47	50	48	26	13
		9%	10%	8%	6%	10%	10%	13%	8%	7%	9%	8%	9%	10%	9%	9%	9%	9%	8%
NET: Ineffective		543	289	254	68	99	112	112	76	76	156	161	105	121	138	145	126	76	58
		27%	29%	24%	28%	30%	29%	32%	25%	18%	28%	27%	25%	26%	27%	27%	25%	26%	33%
Don't know		100	40	60	28	25	25	8	5	10	18	32	23	27	34	29	22	12	3
		5%	4%	6%	11%	8%	6%	2%	2%	2%	3%	5%	5%	6%	7%	5%	4%	4%	2%
Mean		2.95	2.89	3.00	2.83	2.86	2.91	2.85	2.96	3.17	2.90	2.92	3.02	2.97	2.92	2.95	3.00	2.95	2.83
Standard deviation		0.94	0.95	0.93	0.84	0.95	0.98	1.01	0.90	0.89	0.92	0.91	0.96	0.98	0.93	0.96	0.95	0.93	0.89
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 7

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Banning drinking in more public places (e.g. public transport, parks, streets etc)**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	1392 68%	115 65%	61 66%	174 73%	128 71%	130 69%	73 68%	114 60%	168 66%	177 68%	133 71%	120 76%
Very effective	(4) 623 31%	43 24%	32 35%	82 34%	61 34%	64 34%	30 28%	49 26%	68 27%	76 29%	59 32%	60 38%
Somewhat effective	(3) 769 38%	72 41%	29 32%	92 39%	67 37%	66 35%	43 40%	65 34%	100 39%	100 38%	74 40%	60 38%
Somewhat ineffective	(2) 359 18%	45 25%	18 19%	31 13%	29 16%	25 13%	19 18%	47 25%	43 17%	48 18%	31 17%	23 14%
Very ineffective	(1) 185 9%	13 8%	11 12%	19 8%	18 10%	24 13%	12 11%	18 10%	22 9%	25 10%	14 8%	9 5%
NET: Ineffective	543 27%	58 33%	29 31%	50 21%	47 26%	49 26%	31 29%	65 34%	65 25%	73 28%	45 24%	31 20%
Don't know	100 5%	3 2%	2 3%	15 6%	5 3%	9 5%	4 4%	12 6%	23 9%	12 4%	8 4%	7 5%
Mean	2.95	2.83	2.91	3.06	2.97	2.95	2.88	2.81	2.92	2.91	3.00	3.13
Standard deviation	0.94	0.89	1.02	0.92	0.97	1.01	0.96	0.96	0.92	0.95	0.91	0.87
Standard error	0.02	0.07	0.11	0.06	0.07	0.07	0.10	0.07	0.06	0.06	0.07	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 7

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Banning drinking in more public places (e.g. public transport, parks, streets etc)**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	1392 68%	412 76%	433 69%	124 69%	161 73%	29 53%	30 58%	5 71%	13 66%	5 70%	154 53%	469 75%	334 68%	247 67%	
Very effective	(4) 31%	623 35%	190 32%	201 18%	32 18%	86 39%	13 23%	11 22%	3 49%	6 28%	3 46%	72 25%	218 35%	151 31%	90 24%
Somewhat effective	(3) 38%	769 41%	222 37%	232 51%	92 51%	75 34%	17 30%	19 37%	2 23%	8 38%	2 24%	82 28%	251 40%	183 37%	157 42%
Somewhat ineffective	(2) 18%	359 14%	78 17%	109 20%	36 20%	33 15%	15 28%	1 9%	16 31%	- -	- -	69 24%	85 14%	90 18%	70 19%
Very ineffective	(1) 9%	185 6%	34 10%	65 10%	15 8%	23 10%	7 13%	5 9%	1 20%	4 18%	2 30%	29 10%	45 7%	49 10%	35 9%
NET: Ineffective	543 27%	112 21%	174 28%	51 29%	56 25%	23 41%	20 40%	2 29%	4 18%	2 30%	98 34%	129 21%	140 28%	105 28%	
Don't know	100 5%	16 3%	22 3%	5 3%	3 1%	3 6%	1 2%	- -	3 16%	- -	39 13%	23 4%	18 4%	17 5%	
Mean	2.95	3.08	2.94	2.80	3.04	2.66	2.73	3.00	2.90	2.87	2.78	3.07	2.92	2.86	
Standard deviation	0.94	0.88	0.97	0.83	0.99	1.01	0.91	1.26	1.12	1.39	0.99	0.89	0.96	0.91	
Standard error	0.02	0.04	0.04	0.06	0.07	0.14	0.14	0.48	0.27	0.49	0.06	0.04	0.04	0.05	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 8

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Increased education about alcohol in schools**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Effective	1441	705	736	162	230	287	234	226	302	379	421	317	324	361	382	364	215	119	
	71%	71%	71%	66%	71%	74%	68%	74%	71%	69%	71%	74%	69%	70%	71%	71%	73%	67%	
Very effective	(4)	546	260	286	45	96	115	76	94	121	130	149	131	136	137	138	139	82	50
		27%	26%	28%	18%	30%	30%	22%	31%	28%	24%	25%	31%	29%	26%	26%	27%	28%	29%
Somewhat effective	(3)	894	445	449	117	134	173	159	132	180	249	272	186	187	224	244	225	133	68
		44%	45%	43%	48%	41%	45%	46%	43%	42%	45%	46%	44%	40%	43%	45%	44%	45%	39%
Somewhat ineffective	(2)	345	170	175	43	46	49	68	55	83	107	103	62	73	84	87	92	43	39
		17%	17%	17%	18%	14%	13%	20%	18%	19%	20%	18%	14%	16%	16%	16%	18%	15%	22%
Very ineffective	(1)	133	73	59	15	25	23	25	19	25	41	32	24	36	40	31	26	18	18
		7%	7%	6%	6%	8%	6%	7%	6%	6%	7%	5%	6%	8%	8%	6%	5%	6%	10%
NET: Ineffective		478	243	234	58	71	73	93	74	109	148	135	86	108	124	118	118	61	57
		23%	24%	23%	24%	22%	19%	27%	24%	25%	27%	23%	20%	23%	24%	22%	23%	21%	32%
Don't know		117	49	68	24	25	27	18	5	17	22	34	25	36	32	37	29	17	1
		6%	5%	7%	10%	8%	7%	5%	2%	4%	4%	6%	6%	8%	6%	7%	6%	6%	1%
Mean		2.97	2.94	2.99	2.87	3.00	3.05	2.87	3.00	2.97	2.89	2.97	3.05	2.98	2.94	2.98	2.99	3.01	2.86
Standard deviation		0.86	0.87	0.85	0.81	0.90	0.84	0.85	0.87	0.86	0.87	0.83	0.85	0.90	0.89	0.83	0.83	0.84	0.95
Standard error		0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.05	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 8

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Increased education about alcohol in schools**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Effective	1441 71%	119 67%	65 70%	174 73%	125 70%	130 69%	77 71%	136 71%	176 69%	185 71%	138 75%	116 73%
Very effective	(4) 546 27%	50 29%	31 34%	64 27%	44 24%	52 28%	25 24%	38 20%	65 25%	72 28%	56 30%	48 30%
Somewhat effective	(3) 894 44%	68 39%	34 37%	109 46%	81 45%	78 41%	51 48%	98 51%	112 44%	112 43%	82 44%	68 43%
Somewhat ineffective	(2) 345 17%	39 22%	17 18%	39 16%	36 20%	29 15%	16 15%	38 20%	45 17%	39 15%	27 15%	20 13%
Very ineffective	(1) 133 7%	18 10%	4 5%	11 5%	11 6%	16 8%	8 7%	5 3%	15 6%	25 10%	10 5%	10 6%
NET: Ineffective	478 23%	57 32%	21 23%	50 21%	46 26%	45 24%	24 22%	43 23%	60 23%	64 25%	37 20%	30 19%
Don't know	117 6%	1 1%	6 7%	15 6%	8 4%	13 7%	7 6%	11 6%	20 8%	12 5%	10 6%	12 7%
Mean	2.97	2.86	3.06	3.01	2.92	2.95	2.93	2.94	2.96	2.93	3.06	3.05
Standard deviation	0.86	0.95	0.88	0.81	0.84	0.91	0.86	0.73	0.85	0.92	0.83	0.86
Standard error	0.02	0.08	0.09	0.05	0.06	0.07	0.09	0.06	0.06	0.06	0.06	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 8

**Q1. The UK government is considering introducing legislation called Minimum Unit Pricing which would set a minimum price of 45p per unit of alcohol, although some campaign groups have argued for the minimum price to be higher. In your opinion, how effective or ineffective do you think each of the following policies would be at reducing alcohol consumption in the UK?**

**Base: All respondents**

**Increased education about alcohol in schools**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Effective	1441	393	484	126	145	38	43	6	11	5	173	453	372	256	
	71%	73%	77%	70%	66%	68%	84%	87%	57%	81%	59%	73%	75%	69%	
Very effective	(4)	546	132	210	38	64	17	19	3	3	1	51	170	160	81
		27%	24%	33%	21%	29%	31%	37%	43%	13%	17%	27%	32%	22%	
Somewhat effective	(3)	894	262	274	89	81	21	24	3	9	4	122	283	212	175
		44%	48%	44%	49%	37%	37%	46%	43%	44%	63%	42%	46%	43%	47%
Somewhat ineffective	(2)	345	94	85	36	49	11	6	1	3	1	54	104	73	72
		17%	17%	13%	20%	22%	19%	11%	13%	15%	19%	17%	15%	15%	19%
Very ineffective	(1)	133	35	31	11	19	2	3	-	3	-	24	38	22	25
		7%	6%	5%	6%	9%	4%	6%	-	13%	-	8%	6%	4%	7%
NET: Ineffective		478	128	116	47	68	13	8	1	6	1	78	143	95	97
		23%	24%	18%	26%	31%	23%	16%	13%	28%	19%	27%	23%	19%	26%
Don't know		117	18	28	7	7	5	-	-	3	-	40	25	26	17
		6%	3%	5%	4%	3%	9%	-	-	16%	-	14%	4%	5%	5%
Mean		2.97	2.94	3.10	2.89	2.89	3.04	3.15	3.30	2.67	2.98	2.79	2.98	3.09	2.88
Standard deviation		0.86	0.83	0.83	0.81	0.94	0.86	0.83	0.75	0.93	0.66	0.87	0.85	0.83	0.84
Standard error		0.02	0.04	0.03	0.06	0.06	0.12	0.12	0.28	0.23	0.23	0.06	0.03	0.04	0.04

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 9

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**Summary table**

		People would switch to non-alcoholic substitutes (e.g. alcohol-free beer)	People would look to buy the cheapest alcoholic brand available	People in general would drink less alcohol	People would travel abroad more to buy alcohol	It would reduce binge drinking	It would reduce alcohol-related anti-social behaviour	People would take more 'party drugs' instead of drinking alcohol	People would turn to crime to fund their drinking
Unweighted base		2035	2035	2035	2035	2035	2035	2035	2035
Weighted base		2035	2035	2035	2035	2035	2035	2035	2035
NET: Likely		256 13%	1757 86%	575 28%	1250 61%	558 27%	596 29%	1155 57%	1078 53%
Very likely	(4)	80 4%	1003 49%	113 6%	430 21%	131 6%	166 8%	336 17%	314 15%
Somewhat likely	(3)	175 9%	754 37%	462 23%	820 40%	427 21%	431 21%	819 40%	764 38%
Somewhat unlikely	(2)	490 24%	119 6%	751 37%	396 19%	649 32%	667 33%	323 16%	479 24%
Very unlikely	(1)	1145 56%	41 2%	544 27%	181 9%	662 33%	588 29%	123 6%	170 8%
NET: Unlikely		1635 80%	161 8%	1295 64%	577 28%	1310 64%	1256 62%	447 22%	649 32%
Don't know		144 7%	117 6%	165 8%	208 10%	167 8%	183 9%	433 21%	308 15%
Mean		1.57	3.42	2.08	2.82	2.01	2.09	2.85	2.71
Standard deviation		0.83	0.71	0.88	0.90	0.93	0.95	0.84	0.88
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 10

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would switch to non-alcoholic substitutes (e.g. alcohol-free beer)**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	256 13%	125 13%	130 13%	39 16%	77 24%	65 17%	28 8%	16 5%	31 7%	81 15%	66 11%	50 12%	58 12%	92 18%	73 14%	55 11%	27 9%	9 5%	
Very likely	(4) 4%	80 4%	37 4%	44 4%	14 6%	32 10%	20 5%	6 2%	4 1%	4 1%	21 4%	20 3%	23 5%	17 4%	28 5%	21 4%	24 5%	5 2%	3 2%
Somewhat likely	(3) 9%	175 9%	88 9%	87 8%	25 10%	45 14%	45 12%	22 6%	12 4%	27 6%	60 11%	46 8%	28 6%	41 9%	64 12%	52 10%	31 6%	22 8%	6 3%
Somewhat unlikely	(2) 24%	490 24%	222 22%	268 26%	64 26%	63 19%	76 20%	80 23%	77 25%	131 31%	134 24%	157 27%	90 21%	109 23%	105 20%	146 27%	113 22%	82 28%	45 25%
Very unlikely	(1) 56%	1145 56%	596 60%	549 53%	103 42%	160 49%	214 55%	217 63%	205 67%	246 57%	299 54%	328 56%	254 59%	264 56%	271 52%	278 52%	313 61%	166 57%	117 66%
NET: Unlikely	1635 80%	818 82%	818 79%	167 68%	223 68%	290 75%	297 86%	282 92%	377 88%	433 79%	485 82%	344 81%	373 80%	377 73%	423 79%	426 83%	248 84%	162 92%	
Don't know	144 7%	55 5%	89 9%	39 16%	26 8%	32 8%	21 6%	7 2%	20 5%	35 6%	39 7%	33 8%	37 8%	49 9%	41 8%	30 6%	18 6%	6 3%	
Mean	1.57	1.54	1.60	1.76	1.83	1.64	1.44	1.38	1.48	1.62	1.56	1.54	1.56	1.68	1.63	1.51	1.52	1.38	
Standard deviation	0.83	0.82	0.84	0.91	1.04	0.91	0.70	0.63	0.66	0.85	0.79	0.86	0.82	0.92	0.83	0.82	0.73	0.64	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.04	0.05	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 10

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would switch to non-alcoholic substitutes (e.g. alcohol-free beer)**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	256 13%	9 5%	9 10%	38 16%	8 5%	26 14%	9 8%	22 11%	61 24%	30 12%	18 10%	25 16%
Very likely	(4) 80 4%	3 2%	5 5%	17 7%	2 1%	8 4%	3 3%	3 2%	22 9%	6 2%	3 1%	10 6%
Somewhat likely	(3) 175 9%	6 3%	5 5%	20 9%	6 4%	18 10%	6 6%	18 10%	39 15%	25 9%	16 9%	15 10%
Somewhat unlikely	(2) 490 24%	45 25%	18 20%	57 24%	37 21%	49 26%	36 33%	65 34%	51 20%	55 21%	46 25%	32 20%
Very unlikely	(1) 1145 56%	117 66%	60 65%	129 54%	124 69%	101 54%	56 52%	89 47%	112 44%	159 61%	110 59%	88 56%
NET: Unlikely	1635 80%	162 92%	78 85%	187 78%	161 90%	150 80%	91 85%	154 81%	163 64%	214 82%	156 84%	120 76%
Don't know	144 7%	6 3%	5 5%	15 6%	10 6%	13 7%	8 7%	15 8%	32 12%	17 7%	11 6%	13 8%
Mean	1.57	1.38	1.48	1.67	1.33	1.61	1.56	1.64	1.87	1.50	1.49	1.64
Standard deviation	0.83	0.64	0.83	0.93	0.60	0.84	0.74	0.75	1.03	0.77	0.72	0.93
Standard error	0.02	0.05	0.09	0.06	0.05	0.06	0.08	0.06	0.07	0.05	0.05	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 10

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would switch to non-alcoholic substitutes (e.g. alcohol-free beer)**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Likely	256 13%	69 13%	107 17%	27 15%	14 6%	4 8%	2 4%	- -	1 3%	- -	23 8%	73 12%	96 20%	40 11%	
Very likely	(4) 4%	80 3%	16 3%	42 7%	6 4%	4 2%	3 6%	- -	- -	- -	9 3%	21 3%	39 8%	7 2%	
Somewhat likely	(3) 9%	175 9%	53 10%	65 10%	20 11%	10 5%	1 2%	2 4%	- 3%	1 -	13 5%	52 8%	57 12%	33 9%	
Somewhat unlikely	(2) 24%	490 24%	140 26%	144 23%	53 29%	48 22%	16 30%	10 19%	5 70%	3 13%	2 24%	69 24%	172 28%	110 22%	93 25%
Very unlikely	(1) 56%	1145 56%	304 56%	343 55%	92 51%	149 68%	30 54%	38 73%	2 30%	14 68%	5 76%	147 51%	345 56%	258 52%	213 58%
NET: Unlikely	1635 80%	445 82%	487 77%	145 81%	197 90%	46 84%	47 92%	7 100%	16 81%	7 100%	216 74%	517 83%	368 75%	306 83%	
Don't know	144 7%	26 5%	35 5%	8 4%	8 4%	5 8%	2 4%	- -	3 16%	- -	51 18%	31 5%	28 6%	23 6%	
Mean	1.57	1.57	1.67	1.66	1.38	1.56	1.28	1.70	1.23	1.24	1.52	1.57	1.74	1.52	
Standard deviation	0.83	0.80	0.93	0.83	0.66	0.82	0.53	0.50	0.51	0.47	0.77	0.80	0.97	0.75	
Standard error	0.02	0.04	0.04	0.06	0.05	0.11	0.08	0.19	0.12	0.16	0.05	0.03	0.04	0.04	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 11

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would look to buy the cheapest alcoholic brand available**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
NET: Likely	1757 86%	851 85%	906 87%	192 79%	266 82%	337 87%	298 86%	277 91%	387 90%	473 86%	508 86%	365 85%	411 88%	433 84%	463 86%	446 87%	259 88%	155 88%
Very likely	(4) 1003 49%	458 46%	545 53%	120 49%	147 45%	194 50%	175 51%	166 54%	201 47%	243 44%	283 48%	224 52%	253 54%	230 44%	277 52%	269 53%	145 49%	82 46%
Somewhat likely	(3) 754 37%	393 39%	361 35%	72 29%	120 37%	143 37%	123 36%	111 36%	186 43%	229 42%	226 38%	141 33%	158 34%	203 39%	187 35%	177 35%	114 39%	73 42%
Somewhat unlikely	(2) 119 6%	75 8%	44 4%	14 6%	29 9%	17 4%	23 7%	18 6%	19 4%	38 7%	38 6%	24 6%	20 4%	31 6%	33 6%	31 6%	14 5%	10 6%
Very unlikely	(1) 41 2%	23 2%	18 2%	7 3%	6 2%	10 3%	8 2%	5 2%	5 1%	14 2%	11 2%	9 2%	7 2%	12 2%	8 2%	10 2%	5 2%	6 3%
NET: Unlikely	161 8%	98 10%	63 6%	20 8%	35 11%	27 7%	31 9%	23 8%	24 6%	51 9%	49 8%	33 8%	27 6%	43 8%	41 8%	41 8%	19 6%	16 9%
Don't know	117 6%	48 5%	69 7%	32 13%	24 7%	22 6%	16 5%	6 2%	17 4%	25 5%	32 6%	30 7%	30 6%	41 8%	32 6%	23 5%	16 5%	5 3%
Mean	3.42	3.35	3.48	3.44	3.35	3.43	3.41	3.46	3.42	3.34	3.40	3.46	3.50	3.37	3.45	3.45	3.44	3.35
Standard deviation	0.71	0.73	0.67	0.75	0.74	0.71	0.73	0.68	0.64	0.72	0.71	0.71	0.66	0.72	0.69	0.71	0.67	0.75
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.06

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 11

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would look to buy the cheapest alcoholic brand available**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	1757 86%	155 88%	81 88%	206 86%	160 89%	160 85%	100 92%	161 84%	203 79%	230 88%	159 86%	143 90%
Very likely	(4) 1003 49%	82 46%	49 54%	124 52%	96 53%	99 52%	50 46%	94 49%	107 42%	123 47%	95 51%	84 53%
Somewhat likely	(3) 754 37%	73 42%	31 34%	81 34%	64 36%	61 33%	50 46%	67 35%	96 37%	107 41%	64 35%	58 37%
Somewhat unlikely	(2) 119 6%	10 6%	7 7%	14 6%	11 6%	14 8%	1 1%	15 8%	21 8%	10 4%	13 7%	4 2%
Very unlikely	(1) 41 2%	6 3%	1 1%	3 1%	6 4%	3 2%	1 1%	3 2%	8 3%	4 1%	4 2%	2 1%
NET: Unlikely	161 8%	16 9%	8 8%	16 7%	18 10%	17 9%	2 2%	18 9%	29 12%	14 5%	17 9%	6 4%
Don't know	117 6%	5 3%	4 4%	17 7%	2 1%	11 6%	7 6%	12 6%	23 9%	17 7%	9 5%	10 6%
Mean	3.42	3.35	3.46	3.47	3.40	3.44	3.47	3.41	3.30	3.43	3.42	3.52
Standard deviation	0.71	0.75	0.68	0.67	0.77	0.72	0.56	0.72	0.78	0.65	0.73	0.62
Standard error	0.02	0.06	0.07	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.05	0.05

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 11

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would look to buy the cheapest alcoholic brand available**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Likely	1757 86%	474 88%	553 88%	156 87%	199 91%	46 82%	49 94%	7 100%	16 82%	7 100%	223 77%	542 87%	426 87%	314 85%
Very likely	(4) 1003 49%	257 48%	340 54%	80 44%	126 58%	30 55%	26 51%	4 57%	10 50%	5 71%	114 39%	295 48%	258 52%	172 46%
Somewhat likely	(3) 754 37%	217 40%	213 34%	76 42%	73 33%	15 27%	22 43%	3 43%	6 31%	2 29%	110 38%	246 40%	168 34%	142 38%
Somewhat unlikely	(2) 119 6%	33 6%	36 6%	17 10%	11 5%	6 11%	2 5%	- -	- -	- -	15 5%	36 6%	33 7%	29 8%
Very unlikely	(1) 41 2%	13 2%	13 2%	1 1%	3 1%	- -	- -	- -	1 3%	- -	7 3%	12 2%	12 2%	8 2%
NET: Unlikely	161 8%	46 8%	48 8%	18 10%	14 6%	6 11%	2 5%	- -	1 3%	- -	23 8%	48 8%	44 9%	36 10%
Don't know	117 6%	20 4%	27 4%	6 3%	6 3%	4 7%	1 1%	- -	3 16%	- -	45 15%	31 5%	22 4%	19 5%
Mean	3.42	3.38	3.46	3.35	3.51	3.47	3.47	3.57	3.53	3.71	3.34	3.40	3.43	3.36
Standard deviation	0.71	0.72	0.70	0.68	0.67	0.70	0.59	0.54	0.68	0.49	0.73	0.70	0.73	0.73
Standard error	0.02	0.03	0.03	0.05	0.05	0.09	0.09	0.20	0.17	0.17	0.05	0.03	0.03	0.04

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 12

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People in general would drink less alcohol**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	575 28%	288 29%	287 28%	87 36%	117 36%	123 32%	86 25%	59 19%	102 24%	161 29%	174 30%	118 28%	121 26%	163 31%	162 30%	126 25%	84 29%	40 23%	
Very likely	(4) 6%	113 5%	51 6%	62 7%	18 11%	36 6%	24 4%	14 2%	8 3%	14 5%	26 5%	27 6%	34 7%	33 6%	24 5%	32 6%	15 5%	9 5%	
Somewhat likely	(3) 23%	462 24%	237 22%	225 28%	70 25%	81 26%	99 21%	72 17%	52 21%	89 25%	135 25%	147 22%	93 19%	88 25%	130 26%	138 19%	95 23%	69 17%	30
Somewhat unlikely	(2) 37%	751 37%	369 37%	382 37%	75 31%	95 29%	144 37%	121 35%	121 40%	195 46%	206 37%	216 37%	155 36%	174 37%	179 35%	184 34%	200 39%	103 35%	84 48%
Very unlikely	(1) 27%	544 27%	269 27%	275 27%	47 19%	79 24%	90 23%	108 31%	108 35%	113 26%	148 27%	151 26%	115 27%	131 28%	129 25%	143 27%	145 28%	83 28%	44 25%
NET: Unlikely	1295 64%	638 64%	657 63%	122 50%	174 53%	234 61%	229 66%	228 75%	308 72%	354 64%	367 62%	270 63%	304 65%	308 60%	327 61%	344 67%	187 64%	129 73%	
Don't know	165 8%	71 7%	93 9%	35 14%	35 11%	30 8%	31 9%	18 6%	17 4%	35 6%	49 8%	39 9%	43 9%	46 9%	48 9%	40 8%	23 8%	8 5%	
Mean	2.08	2.08	2.08	2.28	2.26	2.16	1.98	1.86	2.01	2.08	2.09	2.07	2.06	2.14	2.09	2.03	2.06	2.03	
Standard deviation	0.88	0.87	0.89	0.91	0.99	0.88	0.87	0.80	0.79	0.86	0.86	0.89	0.91	0.90	0.88	0.88	0.89	0.82	
Standard error	0.02	0.03	0.03	0.07	0.06	0.04	0.05	0.05	0.04	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.05	0.07	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 12

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People in general would drink less alcohol**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	575 28%	40 23%	22 24%	67 28%	37 20%	52 28%	29 27%	60 32%	85 33%	77 30%	55 29%	50 32%
Very likely	(4) 113 6%	9 5%	7 8%	20 9%	4 2%	8 4%	3 2%	8 4%	20 8%	13 5%	12 7%	9 5%
Somewhat likely	(3) 462 23%	30 17%	15 16%	47 20%	33 18%	44 23%	27 25%	53 28%	66 26%	64 25%	42 23%	42 26%
Somewhat unlikely	(2) 751 37%	84 48%	34 37%	86 36%	79 44%	61 32%	35 32%	70 37%	85 33%	95 36%	69 37%	53 34%
Very unlikely	(1) 544 27%	44 25%	30 32%	63 26%	52 29%	55 29%	35 32%	44 23%	55 22%	73 28%	49 26%	44 28%
NET: Unlikely	1295 64%	129 73%	64 70%	149 62%	131 73%	116 62%	69 64%	114 60%	140 55%	168 64%	118 63%	97 61%
Don't know	165 8%	8 5%	5 6%	23 9%	12 7%	21 11%	9 9%	16 8%	31 12%	16 6%	13 7%	11 7%
Mean	2.08	2.03	2.00	2.11	1.93	2.03	1.97	2.13	2.22	2.07	2.11	2.10
Standard deviation	0.88	0.82	0.93	0.94	0.77	0.89	0.86	0.85	0.92	0.88	0.90	0.90
Standard error	0.02	0.07	0.10	0.06	0.06	0.07	0.10	0.06	0.06	0.05	0.07	0.08



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 12

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People in general would drink less alcohol**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Likely	575 28%	170 32%	191 30%	61 34%	47 21%	18 33%	9 18%	1 15%	3 13%	6 84%	61 21%	174 28%	160 32%	105 28%	
Very likely	(4) 6%	113 4%	24 9%	58 3%	5 3%	7 6%	3 2%	1 2%	- -	1 6%	- -	11 4%	24 4%	51 10%	10 3%
Somewhat likely	(3) 23%	462 27%	146 21%	133 31%	56 18%	39 27%	15 16%	8 15%	2 8%	6 84%	50 17%	151 24%	108 22%	94 25%	
Somewhat unlikely	(2) 37%	751 37%	201 37%	232 39%	70 39%	86 39%	15 28%	24 46%	3 41%	2 9%	1 10%	100 34%	234 38%	168 34%	162 44%
Very unlikely	(1) 27%	544 27%	137 25%	165 26%	41 23%	75 34%	15 27%	13 26%	3 44%	12 59%	* 7%	81 28%	174 28%	131 27%	77 21%
NET: Unlikely	1295 64%	339 63%	397 63%	111 62%	161 74%	30 54%	37 72%	6 85%	14 68%	1 16%	181 62%	408 66%	299 61%	239 65%	
Don't know	165 8%	31 6%	41 7%	8 5%	11 5%	7 12%	5 10%	- -	4 19%	- -	49 17%	39 6%	34 7%	27 7%	
Mean	2.08	2.11	2.14	2.15	1.90	2.15	1.93	1.70	1.50	2.77	1.96	2.04	2.17	2.11	
Standard deviation	0.88	0.86	0.94	0.82	0.83	0.95	0.75	0.76	0.95	0.60	0.85	0.85	0.97	0.78	
Standard error	0.02	0.04	0.04	0.06	0.06	0.13	0.12	0.29	0.24	0.21	0.06	0.04	0.04	0.04	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 13

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would travel abroad more to buy alcohol**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	1250 61%	612 61%	637 61%	143 58%	204 63%	254 66%	215 62%	190 62%	244 57%	314 57%	352 60%	283 66%	301 64%	320 62%	346 64%	318 62%	179 61%	87 49%	
Very likely	(4) 21%	430 22%	217 21%	213 19%	46 21%	69 23%	87 21%	71 22%	68 21%	89 18%	98 20%	117 23%	98 25%	117 23%	118 23%	121 23%	114 22%	56 19%	20 11%
Somewhat likely	(3) 40%	820 40%	395 40%	425 41%	97 40%	135 42%	166 43%	143 41%	122 40%	156 36%	216 39%	235 40%	185 43%	184 39%	201 39%	225 42%	204 40%	123 42%	67 38%
Somewhat unlikely	(2) 19%	396 20%	197 20%	200 19%	51 21%	58 18%	60 16%	64 19%	71 23%	93 22%	127 23%	123 21%	66 15%	80 17%	103 20%	87 16%	103 20%	54 19%	49 28%
Very unlikely	(1) 9%	181 10%	104 10%	77 7%	17 7%	17 5%	32 8%	34 10%	23 7%	59 14%	55 10%	51 9%	35 8%	40 9%	38 7%	44 8%	47 9%	28 10%	23 13%
NET: Unlikely	577 28%	301 30%	277 27%	68 28%	75 23%	92 24%	98 28%	94 31%	152 36%	183 33%	174 29%	101 24%	120 26%	142 27%	131 24%	150 29%	82 28%	72 41%	
Don't know	208 10%	84 8%	124 12%	34 14%	47 14%	41 11%	33 10%	22 7%	31 7%	53 10%	64 11%	44 10%	48 10%	56 11%	60 11%	42 8%	32 11%	18 10%	
Mean	2.82	2.79	2.85	2.82	2.92	2.89	2.81	2.83	2.69	2.72	2.80	2.90	2.90	2.87	2.89	2.82	2.79	2.53	
Standard deviation	0.90	0.93	0.87	0.87	0.83	0.89	0.91	0.89	0.98	0.91	0.89	0.89	0.92	0.89	0.89	0.91	0.90	0.89	
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.08	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 13

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would travel abroad more to buy alcohol**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	1250 61%	87 49%	56 61%	158 66%	104 58%	115 61%	63 58%	124 65%	147 57%	172 66%	116 63%	107 68%
Very likely	(4) 430 21%	20 11%	18 20%	55 23%	40 22%	42 22%	17 16%	44 23%	51 20%	67 26%	39 21%	36 23%
Somewhat likely	(3) 820 40%	67 38%	37 41%	103 43%	64 36%	73 39%	45 42%	80 42%	96 38%	105 40%	77 42%	71 45%
Somewhat unlikely	(2) 396 19%	49 28%	20 22%	45 19%	38 21%	35 19%	20 18%	29 15%	53 21%	50 19%	35 19%	22 14%
Very unlikely	(1) 181 9%	23 13%	7 8%	19 8%	21 11%	14 8%	12 11%	18 10%	24 9%	15 6%	16 9%	12 7%
NET: Unlikely	577 28%	72 41%	27 29%	64 27%	59 33%	50 26%	32 29%	47 25%	77 30%	65 25%	51 27%	34 21%
Don't know	208 10%	18 10%	9 10%	17 7%	16 9%	23 12%	13 12%	19 10%	32 13%	24 9%	19 10%	17 11%
Mean	2.82	2.53	2.81	2.87	2.76	2.86	2.72	2.87	2.78	2.95	2.83	2.93
Standard deviation	0.90	0.89	0.88	0.89	0.97	0.90	0.91	0.92	0.92	0.86	0.90	0.86
Standard error	0.02	0.08	0.09	0.06	0.08	0.07	0.10	0.07	0.06	0.05	0.07	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 13

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would travel abroad more to buy alcohol**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Likely	1250 61%	340 63%	400 64%	115 64%	146 67%	37 67%	24 47%	5 67%	10 51%	4 61%	160 55%	398 64%	312 63%	222 60%	
Very likely	(4) 21%	430 19%	104 23%	143 16%	29 30%	66 34%	19 34%	5 9%	2 25%	6 28%	2 31%	46 16%	139 22%	110 22%	62 17%
Somewhat likely	(3) 40%	820 44%	236 41%	257 48%	86 37%	80 33%	19 37%	19 42%	3 22%	4 30%	2 39%	114 42%	260 41%	203 43%	160
Somewhat unlikely	(2) 19%	396 21%	111 18%	114 21%	38 18%	38 13%	7 33%	17 15%	3 16%	1 20%	52 18%	119 19%	96 19%	84 23%	
Very unlikely	(1) 9%	181 10%	55 8%	50 9%	15 11%	23 8%	4 6%	3 18%	1 3%	1 19%	1 7%	21 9%	58 8%	38 7%	26
NET: Unlikely	577 28%	166 31%	164 26%	53 30%	62 28%	11 21%	20 40%	2 33%	4 19%	3 39%	73 25%	177 28%	134 27%	110 30%	
Don't know	208 10%	34 6%	65 10%	11 6%	11 5%	7 12%	7 14%	- -	6 31%	- -	58 20%	46 7%	46 9%	37 10%	
Mean	2.82	2.77	2.87	2.76	2.91	3.06	2.57	2.73	3.10	2.73	2.79	2.83	2.86	2.78	
Standard deviation	0.90	0.90	0.89	0.84	0.97	0.95	0.79	1.11	0.93	1.18	0.86	0.91	0.89	0.84	
Standard error	0.02	0.04	0.04	0.06	0.07	0.13	0.13	0.42	0.25	0.42	0.06	0.04	0.04	0.04	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 14

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce binge drinking**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	558 27%	271 27%	287 28%	94 39%	118 36%	123 32%	73 21%	57 19%	93 22%	165 30%	170 29%	111 26%	112 24%	172 33%	143 27%	130 25%	75 26%	38 22%	
Very likely	(4) 6%	131 6%	60 7%	71 8%	20 11%	36 8%	29 5%	16 4%	13 4%	16 6%	34 5%	32 7%	28 8%	36 8%	41 6%	34 5%	26 6%	18 7%	12
Somewhat likely	(3) 21%	427 21%	211 21%	216 21%	74 30%	82 25%	94 24%	56 16%	44 14%	77 18%	131 24%	138 23%	83 19%	76 16%	131 25%	109 20%	103 20%	57 20%	26 15%
Somewhat unlikely	(2) 32%	649 30%	297 30%	351 34%	57 23%	81 25%	114 30%	121 35%	112 37%	163 38%	180 33%	186 31%	137 32%	145 31%	141 27%	170 32%	163 32%	101 35%	73 41%
Very unlikely	(1) 33%	662 37%	373 37%	288 28%	52 21%	90 28%	119 31%	129 37%	123 40%	149 35%	170 31%	182 31%	139 33%	170 36%	149 29%	170 32%	184 36%	97 33%	62 35%
NET: Unlikely	1310 64%	671 67%	639 62%	109 45%	171 52%	233 60%	250 72%	235 77%	312 73%	351 64%	367 62%	276 65%	316 67%	290 56%	340 63%	347 68%	198 67%	135 76%	
Don't know	167 8%	55 6%	111 11%	41 17%	37 11%	31 8%	23 7%	13 4%	23 5%	34 6%	52 9%	40 9%	41 9%	55 11%	54 10%	34 7%	20 7%	4 2%	
Mean	2.01	1.96	2.08	2.31	2.22	2.09	1.88	1.82	1.90	2.05	2.04	2.00	1.95	2.14	2.02	1.94	1.99	1.93	
Standard deviation	0.93	0.93	0.92	0.96	1.02	0.96	0.87	0.85	0.84	0.92	0.91	0.93	0.96	0.97	0.93	0.91	0.91	0.88	
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 14

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce binge drinking**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	558 27%	38 22%	24 26%	66 28%	40 22%	43 23%	29 27%	51 27%	88 35%	84 32%	47 25%	49 31%
Very likely	(4) 131 6%	12 7%	7 7%	15 6%	5 3%	9 5%	6 6%	11 6%	27 11%	13 5%	12 6%	14 9%
Somewhat likely	(3) 427 21%	26 15%	17 19%	51 21%	35 20%	33 18%	23 21%	40 21%	61 24%	70 27%	35 19%	35 22%
Somewhat unlikely	(2) 649 32%	73 41%	27 29%	75 31%	61 34%	66 35%	36 34%	64 34%	64 25%	77 29%	65 35%	40 25%
Very unlikely	(1) 662 33%	62 35%	36 39%	77 32%	72 40%	62 33%	37 34%	56 29%	65 25%	84 32%	60 32%	52 33%
NET: Unlikely	1310 64%	135 76%	63 69%	152 64%	132 74%	128 68%	73 68%	120 63%	129 51%	161 62%	125 67%	92 58%
Don't know	167 8%	4 2%	5 5%	21 9%	7 4%	17 9%	6 6%	19 10%	38 15%	17 6%	14 8%	18 11%
Mean	2.01	1.93	1.94	2.02	1.84	1.94	1.98	2.04	2.23	2.05	1.99	2.07
Standard deviation	0.93	0.88	0.96	0.93	0.84	0.88	0.91	0.91	1.02	0.92	0.91	1.01
Standard error	0.02	0.07	0.10	0.06	0.06	0.06	0.10	0.07	0.07	0.06	0.07	0.09

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 14

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce binge drinking**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Likely	558 27%	165 31%	171 27%	64 35%	42 19%	20 36%	9 17%	1 15%	4 20%	4 53%	61 21%	170 27%	146 30%	104 28%
Very likely	(4) 6%	32 6%	50 8%	8 5%	6 3%	3 5%	5 11%	- -	2 10%	1 20%	19 6%	32 5%	42 9%	16 4%
Somewhat likely	(3) 21%	134 25%	120 19%	55 31%	37 17%	17 31%	3 6%	1 15%	2 11%	2 33%	43 15%	138 22%	104 21%	88 24%
Somewhat unlikely	(2) 32%	174 32%	216 34%	68 38%	62 28%	10 18%	22 43%	3 42%	2 9%	2 37%	93 32%	186 30%	151 31%	148 40%
Very unlikely	(1) 33%	173 32%	197 31%	35 19%	104 47%	22 40%	19 37%	3 43%	11 55%	1 10%	81 28%	222 36%	162 33%	87 23%
NET: Unlikely	1310 64%	347 64%	413 66%	103 57%	166 76%	32 58%	41 80%	6 85%	13 64%	3 47%	174 60%	408 66%	313 64%	235 63%
Don't know	167 8%	28 5%	45 7%	13 7%	11 5%	3 6%	2 3%	- -	3 16%	- -	55 19%	43 7%	33 7%	31 8%
Mean	2.01	2.05	2.04	2.22	1.73	2.00	1.90	1.71	1.70	2.63	1.99	1.97	2.06	2.10
Standard deviation	0.93	0.92	0.94	0.83	0.85	1.00	0.94	0.76	1.10	0.98	0.92	0.92	0.97	0.84
Standard error	0.02	0.04	0.04	0.06	0.06	0.13	0.14	0.29	0.27	0.35	0.06	0.04	0.04	0.04

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 15

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce alcohol-related anti-social behaviour**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	596 29%	291 29%	306 29%	98 40%	129 40%	122 32%	74 21%	66 22%	108 25%	174 32%	178 30%	127 30%	118 25%	182 35%	153 28%	140 27%	80 27%	42 24%	
Very likely	(4) 8%	166 8%	75 9%	91 13%	31 13%	43 8%	30 4%	12 6%	17 7%	32 7%	39 7%	44 7%	44 10%	39 8%	55 11%	36 7%	44 9%	23 8%	8 5%
Somewhat likely	(3) 21%	431 22%	216 21%	215 27%	66 27%	86 24%	92 18%	61 16%	49 18%	76 25%	135 23%	134 19%	83 17%	79 25%	127 22%	117 19%	96 19%	57 19%	34 19%
Somewhat unlikely	(2) 33%	667 32%	317 34%	351 24%	59 29%	94 32%	122 37%	128 40%	122 33%	143 34%	187 33%	193 32%	138 32%	149 30%	156 32%	172 33%	171 35%	102 35%	67 38%
Very unlikely	(1) 29%	588 32%	317 26%	271 20%	48 22%	72 27%	104 33%	115 32%	99 35%	149 27%	148 29%	172 28%	150 32%	132 26%	158 29%	160 31%	87 30%	51 29%	
NET: Unlikely	1256 62%	633 64%	622 60%	107 44%	166 51%	226 59%	243 70%	221 72%	292 68%	335 61%	365 62%	257 60%	299 64%	288 56%	329 61%	331 65%	189 64%	118 67%	
Don't know	183 9%	73 7%	110 11%	39 16%	30 9%	38 10%	29 8%	19 6%	28 7%	41 7%	47 8%	43 10%	52 11%	47 9%	55 10%	40 8%	24 8%	17 10%	
Mean	2.09	2.05	2.13	2.39	2.34	2.14	1.91	1.94	1.98	2.13	2.09	2.14	2.02	2.22	2.06	2.05	2.06	2.00	
Standard deviation	0.95	0.95	0.95	1.01	1.00	0.94	0.84	0.87	0.94	0.92	0.94	0.98	0.96	0.99	0.93	0.96	0.94	0.86	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 15

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce alcohol-related anti-social behaviour**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	596 29%	42 24%	19 21%	84 35%	37 20%	46 25%	27 25%	58 30%	97 38%	85 33%	52 28%	49 31%
Very likely	(4) 166 8%	8 5%	8 8%	24 10%	12 7%	14 8%	11 10%	7 4%	34 13%	21 8%	12 6%	14 9%
Somewhat likely	(3) 431 21%	34 19%	12 13%	60 25%	24 13%	32 17%	16 15%	51 27%	62 24%	64 25%	41 22%	34 22%
Somewhat unlikely	(2) 667 33%	67 38%	37 40%	66 28%	68 38%	59 32%	42 39%	65 34%	79 31%	77 30%	60 32%	48 30%
Very unlikely	(1) 588 29%	51 29%	31 34%	64 27%	65 36%	57 30%	31 29%	47 25%	54 21%	78 30%	56 30%	53 34%
NET: Unlikely	1256 62%	118 67%	68 74%	130 54%	133 74%	117 62%	73 68%	112 59%	132 52%	156 60%	116 63%	101 64%
Don't know	183 9%	17 10%	5 5%	25 10%	10 6%	25 13%	7 7%	21 11%	27 11%	20 8%	17 9%	8 5%
Mean	2.09	2.00	1.96	2.20	1.90	2.02	2.07	2.10	2.34	2.11	2.05	2.07
Standard deviation	0.95	0.86	0.92	0.99	0.90	0.95	0.96	0.86	1.00	0.96	0.93	0.99
Standard error	0.02	0.07	0.10	0.07	0.07	0.07	0.10	0.07	0.07	0.06	0.07	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 15

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**It would reduce alcohol-related anti-social behaviour**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Likely	596 29%	174 32%	201 32%	66 37%	46 21%	12 22%	13 26%	1 9%	5 27%	2 33%	62 21%	183 30%	156 32%	109 29%
Very likely	(4) 166 8%	45 8%	72 12%	15 8%	5 2%	4 7%	3 5%	1 9%	2 10%	1 11%	13 4%	44 7%	55 11%	26 7%
Somewhat likely	(3) 431 21%	129 24%	128 20%	51 28%	40 18%	8 15%	11 21%	- -	4 18%	2 23%	50 17%	139 22%	101 20%	83 23%
Somewhat unlikely	(2) 667 33%	188 35%	209 33%	68 38%	61 28%	22 39%	17 33%	5 75%	2 9%	1 20%	91 31%	209 34%	166 34%	140 38%
Very unlikely	(1) 588 29%	148 28%	166 26%	36 20%	102 46%	18 32%	15 29%	1 16%	10 48%	3 46%	76 26%	190 31%	131 27%	91 25%
NET: Unlikely	1256 62%	337 62%	375 60%	105 58%	163 74%	39 71%	32 62%	6 91%	11 57%	4 67%	167 58%	399 64%	297 60%	231 62%
Don't know	183 9%	29 5%	53 8%	9 5%	10 5%	4 7%	6 12%	- -	3 16%	- -	61 21%	39 6%	39 8%	30 8%
Mean	2.09	2.14	2.19	2.26	1.76	1.97	2.02	2.03	1.87	1.98	1.99	2.06	2.18	2.13
Standard deviation	0.95	0.94	0.99	0.89	0.85	0.91	0.91	0.78	1.14	1.15	0.88	0.93	0.98	0.89
Standard error	0.02	0.04	0.04	0.07	0.06	0.12	0.15	0.30	0.28	0.41	0.06	0.04	0.05	0.05

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 16

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would take more 'party drugs' instead of drinking alcohol**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	1155	576	579	154	206	221	180	168	226	290	324	264	277	297	286	313	161	97	
	57%	58%	56%	63%	63%	57%	52%	55%	53%	53%	55%	62%	59%	57%	53%	61%	55%	55%	
Very likely	(4)	336	163	173	53	72	60	49	45	57	75	89	83	89	88	82	90	43	32
		17%	16%	17%	22%	22%	16%	14%	15%	13%	14%	15%	19%	19%	17%	15%	18%	15%	18%
Somewhat likely	(3)	819	413	406	101	134	160	132	123	170	215	235	182	188	209	205	223	118	65
		40%	41%	39%	41%	41%	41%	38%	40%	40%	39%	40%	42%	40%	40%	38%	44%	40%	37%
Somewhat unlikely	(2)	323	172	151	33	54	62	55	52	68	103	100	55	66	80	81	76	48	38
		16%	17%	15%	13%	17%	16%	16%	17%	16%	19%	17%	13%	14%	15%	15%	15%	16%	22%
Very unlikely	(1)	123	67	56	12	12	27	29	13	31	39	32	25	27	26	33	31	20	13
		6%	7%	5%	5%	4%	7%	8%	4%	7%	7%	5%	6%	6%	5%	6%	6%	7%	7%
NET: Unlikely		447	239	207	44	66	89	84	65	99	142	131	80	92	106	113	108	68	52
		22%	24%	20%	18%	20%	23%	24%	21%	23%	26%	22%	19%	20%	20%	21%	21%	23%	29%
Don't know		433	182	251	46	54	77	82	73	102	117	135	83	99	114	137	90	64	28
		21%	18%	24%	19%	17%	20%	24%	24%	24%	21%	23%	19%	21%	22%	26%	18%	22%	16%
Mean		2.85	2.82	2.88	2.98	2.98	2.82	2.76	2.86	2.77	2.75	2.84	2.94	2.92	2.89	2.84	2.88	2.81	2.78
Standard deviation		0.84	0.84	0.83	0.82	0.80	0.84	0.88	0.79	0.85	0.85	0.82	0.83	0.84	0.81	0.84	0.83	0.84	0.89
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 16

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would take more 'party drugs' instead of drinking alcohol**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	1155 57%	97 55%	56 61%	137 57%	120 67%	92 49%	65 60%	103 54%	139 54%	159 61%	96 52%	92 58%
Very likely	(4) 336 17%	32 18%	12 13%	52 22%	27 15%	27 14%	15 14%	23 12%	42 17%	46 17%	28 15%	32 20%
Somewhat likely	(3) 819 40%	65 37%	44 48%	85 36%	93 52%	65 34%	49 46%	80 42%	96 38%	113 43%	68 37%	60 38%
Somewhat unlikely	(2) 323 16%	38 22%	18 19%	36 15%	23 13%	29 15%	14 13%	32 17%	38 15%	42 16%	34 18%	20 13%
Very unlikely	(1) 123 6%	13 7%	6 6%	10 4%	15 8%	18 9%	4 3%	9 5%	16 6%	10 4%	16 9%	6 4%
NET: Unlikely	447 22%	52 29%	24 26%	46 19%	38 21%	47 25%	17 16%	40 21%	54 21%	52 20%	51 27%	27 17%
Don't know	433 21%	28 16%	12 13%	56 23%	21 12%	50 26%	26 24%	48 25%	63 25%	51 19%	39 21%	40 25%
Mean	2.85	2.78	2.78	2.97	2.84	2.73	2.93	2.82	2.85	2.93	2.74	2.99
Standard deviation	0.84	0.89	0.79	0.84	0.82	0.92	0.73	0.77	0.86	0.77	0.90	0.81
Standard error	0.02	0.08	0.09	0.06	0.06	0.07	0.09	0.07	0.06	0.05	0.07	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 16

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would take more 'party drugs' instead of drinking alcohol**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Likely	1155 57%	286 53%	391 62%	103 57%	136 62%	28 51%	29 57%	7 100%	10 50%	3 49%	141 48%	335 54%	302 61%	203 55%	
Very likely	(4) 17%	336 15%	81 19%	117 12%	21 12%	37 17%	6 11%	9 18%	4 52%	4 20%	- -	40 14%	102 16%	85 17%	42 11%
Somewhat likely	(3) 40%	819 38%	205 44%	274 45%	82 45%	98 45%	22 39%	20 39%	3 48%	6 30%	3 49%	101 35%	233 38%	216 44%	161 44%
Somewhat unlikely	(2) 16%	323 18%	99 16%	102 15%	26 15%	29 13%	9 17%	9 18%	- -	3 13%	3 40%	37 13%	106 17%	84 17%	55 15%
Very unlikely	(1) 6%	123 7%	40 4%	27 4%	10 6%	17 8%	3 6%	2 3%	- -	1 6%	- -	19 7%	41 7%	26 5%	19 5%
NET: Unlikely	447 22%	139 26%	129 21%	36 20%	46 21%	12 22%	11 22%	- -	4 18%	3 40%	56 19%	146 24%	110 22%	74 20%	
Don't know	433 21%	115 21%	109 17%	40 22%	38 17%	15 27%	11 22%	- -	6 32%	1 11%	94 32%	140 23%	80 16%	92 25%	
Mean	2.85	2.77	2.92	2.82	2.86	2.77	2.90	3.52	2.94	2.55	2.82	2.82	2.88	2.82	
Standard deviation	0.84	0.86	0.79	0.78	0.85	0.81	0.80	0.54	0.93	0.54	0.87	0.86	0.81	0.77	
Standard error	0.02	0.04	0.03	0.06	0.06	0.12	0.14	0.20	0.25	0.21	0.06	0.04	0.04	0.04	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 17

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would turn to crime to fund their drinking**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	1078	526	552	118	181	193	171	173	240	277	288	238	275	268	286	288	150	85	
	53%	53%	53%	48%	56%	50%	50%	57%	56%	50%	49%	56%	59%	52%	53%	56%	51%	48%	
Very likely	(4)	314	152	161	35	60	66	49	33	71	73	76	80	85	66	95	87	43	24
		15%	15%	16%	14%	18%	17%	14%	11%	17%	13%	13%	19%	18%	13%	18%	17%	15%	13%
Somewhat likely	(3)	764	373	391	84	121	128	122	140	170	204	212	158	189	202	192	201	108	62
		38%	37%	38%	34%	37%	33%	35%	46%	40%	37%	36%	37%	40%	39%	36%	39%	37%	35%
Somewhat unlikely	(2)	479	247	233	59	64	91	82	84	99	145	155	86	93	126	109	115	75	55
		24%	25%	22%	24%	20%	24%	24%	28%	23%	26%	20%	20%	20%	24%	20%	22%	26%	31%
Very unlikely	(1)	170	91	79	24	22	35	40	17	32	49	53	38	29	44	42	47	22	15
		8%	9%	8%	10%	7%	9%	12%	5%	7%	9%	9%	9%	6%	8%	8%	9%	8%	9%
NET: Unlikely		649	338	312	84	86	126	122	101	131	194	209	124	123	170	151	161	97	70
		32%	34%	30%	34%	26%	33%	35%	33%	31%	35%	35%	29%	26%	33%	28%	32%	33%	39%
Don't know		308	134	174	43	58	67	53	31	57	78	94	65	71	79	100	61	46	21
		15%	13%	17%	17%	18%	17%	15%	10%	13%	14%	16%	15%	15%	15%	19%	12%	16%	12%
Mean		2.71	2.68	2.73	2.64	2.82	2.70	2.62	2.69	2.75	2.64	2.62	2.77	2.83	2.66	2.78	2.73	2.69	2.60
Standard deviation		0.88	0.88	0.87	0.90	0.87	0.92	0.92	0.76	0.86	0.87	0.87	0.91	0.85	0.85	0.89	0.89	0.86	0.86
Standard error		0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.06	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 17

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would turn to crime to fund their drinking**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	1078 53%	85 48%	48 53%	137 57%	102 57%	94 50%	61 57%	96 50%	132 51%	136 52%	89 48%	97 61%
Very likely	(4) 314 15%	24 13%	16 17%	38 16%	34 19%	29 15%	13 13%	33 17%	35 14%	31 12%	29 16%	33 21%
Somewhat likely	(3) 764 38%	62 35%	32 35%	99 42%	69 38%	65 35%	48 44%	62 33%	97 38%	105 40%	60 32%	64 41%
Somewhat unlikely	(2) 479 24%	55 31%	25 27%	55 23%	35 19%	43 23%	20 18%	45 24%	60 23%	66 25%	55 30%	21 13%
Very unlikely	(1) 170 8%	15 9%	7 7%	22 9%	18 10%	18 9%	5 4%	14 7%	20 8%	24 9%	18 10%	10 7%
NET: Unlikely	649 32%	70 39%	32 35%	77 32%	53 29%	60 32%	24 23%	59 31%	80 31%	90 35%	73 39%	32 20%
Don't know	308 15%	21 12%	12 13%	25 11%	24 14%	34 18%	22 21%	36 19%	44 17%	35 13%	23 13%	30 19%
Mean	2.71	2.60	2.72	2.71	2.76	2.68	2.82	2.74	2.69	2.63	2.62	2.93
Standard deviation	0.88	0.86	0.88	0.88	0.92	0.91	0.76	0.90	0.86	0.85	0.91	0.86
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.09	0.07	0.06	0.05	0.07	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 17

**Q2. If Minimum Unit Pricing were introduced, how likely or unlikely do you think it would be to have the following effect?**

**Base: All respondents**

**People would turn to crime to fund their drinking**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Likely	1078	277	355	89	135	25	26	2	12	2	135	321	283	183
	53%	51%	57%	50%	62%	45%	50%	32%	58%	37%	46%	52%	58%	50%
Very likely	(4) 314	61	125	19	44	10	3	-	6	*	38	85	95	50
	15%	11%	20%	11%	20%	17%	7%	-	29%	7%	13%	14%	19%	13%
Somewhat likely	(3) 764	216	230	70	91	15	23	2	6	2	97	237	188	134
	38%	40%	37%	39%	42%	28%	44%	32%	29%	30%	33%	38%	38%	36%
Somewhat unlikely	(2) 479	137	141	52	45	14	14	1	2	3	55	158	110	96
	24%	25%	22%	29%	20%	25%	27%	15%	11%	50%	19%	25%	22%	26%
Very unlikely	(1) 170	48	53	17	12	6	5	1	3	-	26	48	40	33
	8%	9%	8%	10%	6%	11%	9%	16%	15%	-	9%	8%	8%	9%
NET: Unlikely	649	185	194	69	57	20	19	2	5	3	80	206	150	129
	32%	34%	31%	38%	26%	35%	37%	30%	26%	50%	28%	33%	30%	35%
Don't know	308	78	80	21	27	11	7	3	3	1	75	94	59	58
	15%	14%	13%	12%	12%	20%	13%	38%	16%	14%	26%	15%	12%	16%
Mean	2.71	2.63	2.78	2.57	2.87	2.64	2.55	2.26	2.86	2.50	2.68	2.68	2.78	2.64
Standard deviation	0.88	0.84	0.91	0.84	0.84	0.97	0.79	0.95	1.12	0.70	0.90	0.85	0.89	0.87
Standard error	0.02	0.04	0.04	0.07	0.06	0.14	0.13	0.43	0.27	0.26	0.06	0.04	0.04	0.05



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 18

**Q3. If Minimum Unit Pricing were introduced, how would that make you feel?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
Angry that I am being punished for others' irresponsible drinking habits	948 47%	507 51%	440 42%	89 37%	136 42%	177 46%	174 50%	158 52%	213 50%	255 46%	268 45%	220 51%	205 44%	204 40%	266 50%	252 49%	136 46%	90 51%
Worried that what might seem a reasonably low MUP today would be increased hugely over the coming years like the government did with fuel duty	616 30%	334 33%	282 27%	58 24%	71 22%	112 29%	107 31%	118 39%	150 35%	165 30%	198 34%	135 32%	118 25%	144 28%	171 32%	148 29%	96 33%	58 33%
If politicians vote for higher prices in the current economic climate it will show they are out of touch with ordinary people	564 28%	334 33%	231 22%	60 25%	72 22%	106 27%	98 28%	102 33%	127 30%	143 26%	172 29%	126 30%	123 26%	117 23%	158 30%	154 30%	93 32%	42 24%
It would not bother me	560 28%	257 26%	303 29%	64 26%	104 32%	101 26%	88 26%	83 27%	120 28%	149 27%	159 27%	116 27%	136 29%	137 27%	137 25%	130 25%	93 32%	64 36%
I would be supportive of such a policy	388 19%	178 18%	210 20%	50 20%	60 18%	66 17%	57 16%	50 16%	106 25%	128 23%	116 20%	64 15%	80 17%	117 23%	101 19%	95 19%	47 16%	28 16%
Relieved that the Government is introducing measures to try and tackle binge drinking	304 15%	126 13%	178 17%	40 17%	33 10%	43 11%	51 15%	39 13%	98 23%	102 18%	97 16%	41 10%	64 14%	89 17%	82 15%	71 14%	35 12%	26 15%
None of these	56 3%	16 2%	40 4%	13 5%	8 2%	12 3%	5 1%	8 3%	10 2%	10 2%	12 2%	14 3%	20 4%	15 3%	16 3%	17 3%	6 2%	1 1%
Don't know	77 4%	30 3%	47 5%	24 10%	11 4%	13 3%	15 4%	3 1%	10 2%	15 3%	23 4%	16 4%	24 5%	29 6%	19 4%	19 4%	10 3%	1 1%

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 18

**Q3. If Minimum Unit Pricing were introduced, how would that make you feel?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
Angry that I am being punished for others' irresponsible drinking habits	948 47%	90 51%	47 51%	104 43%	101 56%	97 51%	43 40%	87 46%	88 34%	116 45%	92 50%	82 52%
Worried that what might seem a reasonably low MUP today would be increased hugely over the coming years like the government did with fuel duty	616 30%	58 33%	25 27%	66 27%	57 32%	56 30%	36 33%	66 34%	71 28%	72 28%	60 32%	49 31%
If politicians vote for higher prices in the current economic climate it will show they are out of touch with ordinary people	564 28%	42 24%	22 24%	64 27%	69 38%	63 33%	32 30%	52 27%	65 26%	51 20%	61 33%	43 27%
It would not bother me	560 28%	64 36%	23 25%	51 22%	55 31%	44 23%	42 39%	53 28%	74 29%	63 24%	51 27%	39 25%
I would be supportive of such a policy	388 19%	28 16%	17 18%	55 23%	24 14%	37 20%	16 15%	34 18%	54 21%	63 24%	31 17%	29 18%
Relieved that the Government is introducing measures to try and tackle binge drinking	304 15%	26 15%	12 13%	42 17%	17 10%	19 10%	10 9%	33 17%	38 15%	51 19%	25 14%	31 19%
None of these	56 3%	1 1%	2 2%	9 4%	6 3%	7 4%	2 2%	5 3%	6 2%	9 3%	4 2%	5 3%
Don't know	77 4%	1 1%	6 6%	11 5%	2 1%	4 2%	2 2%	12 6%	19 7%	10 4%	8 4%	3 2%

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 18

**Q3. If Minimum Unit Pricing were introduced, how would that make you feel?****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
Angry that I am being punished for others' irresponsible drinking habits	948 47%	261 48%	282 45%	78 43%	127 58%	19 34%	31 59%	4 56%	10 52%	2 27%	118 41%	317 51%	211 43%	163 44%
Worried that what might seem a reasonably low MUP today would be increased hugely over the coming years like the government did with fuel duty	616 30%	156 29%	187 30%	53 30%	94 43%	16 28%	18 35%	1 18%	7 37%	3 38%	78 27%	194 31%	141 29%	113 30%
If politicians vote for higher prices in the current economic climate it will show they are out of touch with ordinary people	564 28%	120 22%	194 31%	41 23%	95 43%	14 25%	12 24%	3 38%	7 34%	2 27%	62 21%	177 28%	144 29%	92 25%
It would not bother me	560 28%	133 25%	165 26%	63 35%	55 25%	27 49%	13 26%	- -	6 29%	2 33%	92 32%	156 25%	141 29%	111 30%
I would be supportive of such a policy	388 19%	127 23%	122 19%	45 25%	29 13%	13 23%	9 18%	3 44%	1 7%	1 20%	44 15%	130 21%	98 20%	79 21%
Relieved that the Government is introducing measures to try and tackle binge drinking	304 15%	99 18%	96 15%	34 19%	28 13%	11 20%	6 11%	1 13%	1 4%	1 20%	26 9%	110 18%	74 15%	60 16%
None of these	56 3%	9 2%	21 3%	2 1%	4 2%	3 5%	- -	- -	- -	- -	15 5%	10 2%	14 3%	8 2%
Don't know	77 4%	20 4%	15 2%	4 2%	2 1%	2 4%	- -	- -	2 11%	1 20%	26 9%	26 4%	13 3%	13 3%

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 19

**Q4. If the Government were to introduce MUP would it make you more or less inclined to vote for one of the Coalition parties (Conservative or Liberal Democrat), or would it make no difference?**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Likely	202	111	91	45	55	35	21	20	25	63	55	52	32	69	55	43	28	6	
	10%	11%	9%	18%	17%	9%	6%	7%	6%	11%	9%	12%	7%	13%	10%	8%	10%	3%	
Much more likely	(4)	64	30	34	14	18	11	7	6	9	20	19	12	13	22	20	13	9	1
		3%	3%	3%	6%	6%	3%	2%	2%	2%	4%	3%	3%	3%	4%	4%	3%	3%	1%
Somewhat more likely	(3)	137	81	57	32	36	25	14	15	16	43	36	40	19	48	35	30	19	5
		7%	8%	5%	13%	11%	6%	4%	5%	4%	8%	6%	9%	4%	9%	7%	6%	7%	3%
Somewhat less likely	(2)	146	89	57	18	20	27	25	22	33	51	51	22	22	34	44	34	20	13
		7%	9%	5%	7%	6%	7%	7%	7%	8%	9%	9%	5%	5%	7%	8%	7%	7%	7%
Much less likely	(1)	176	118	59	17	35	35	43	26	20	43	55	37	42	42	28	54	33	20
		9%	12%	6%	7%	11%	9%	12%	8%	5%	8%	9%	9%	9%	8%	5%	11%	11%	11%
NET: Less likely		322	207	115	35	56	62	68	48	53	93	105	60	64	76	73	88	53	32
		16%	21%	11%	14%	17%	16%	20%	16%	12%	17%	18%	14%	14%	15%	14%	17%	18%	18%
It would make no difference - I would vote for them anyway		475	222	253	35	61	86	84	67	143	166	136	93	79	144	125	93	88	25
		23%	22%	24%	14%	19%	22%	24%	22%	33%	30%	23%	22%	17%	28%	23%	18%	30%	14%
It would make no difference - I would not vote for them anyway		687	338	349	57	91	125	121	130	163	148	193	143	202	130	182	206	79	89
		34%	34%	34%	23%	28%	32%	35%	43%	38%	27%	33%	33%	43%	25%	34%	40%	27%	51%
Don't know		350	120	230	72	64	78	52	40	44	79	101	79	91	98	103	80	45	24
		17%	12%	22%	29%	20%	20%	15%	13%	10%	14%	17%	19%	19%	19%	19%	16%	15%	14%
Mean		2.17	2.07	2.32	2.52	2.34	2.11	1.83	2.00	2.17	2.26	2.12	2.24	2.04	2.34	2.36	2.02	2.05	1.68
Standard deviation		1.03	1.00	1.06	1.01	1.10	1.03	0.96	0.96	0.95	1.00	1.01	1.04	1.09	1.05	1.00	1.02	1.04	0.83
Standard error		0.04	0.06	0.07	0.12	0.10	0.10	0.10	0.12	0.11	0.07	0.08	0.12	0.11	0.08	0.09	0.09	0.12	0.14

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 19

**Q4. If the Government were to introduce MUP would it make you more or less inclined to vote for one of the Coalition parties (Conservative or Liberal Democrat), or would it make no difference?**

**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Likely	202 10%	6 3%	7 7%	30 13%	7 4%	16 8%	10 9%	16 8%	44 17%	25 10%	18 10%	23 15%
Much more likely	(4) 64 3%	1 1%	1 1%	10 4%	2 1%	4 2%	3 3%	4 2%	15 6%	6 2%	5 3%	12 7%
Somewhat more likely	(3) 137 7%	5 3%	6 6%	20 8%	4 2%	12 6%	6 6%	12 6%	29 11%	19 7%	13 7%	11 7%
Somewhat less likely	(2) 146 7%	13 7%	4 4%	14 6%	17 9%	13 7%	5 5%	15 8%	13 5%	21 8%	15 8%	17 10%
Much less likely	(1) 176 9%	20 11%	9 10%	23 10%	21 12%	13 7%	13 12%	11 6%	25 10%	17 7%	20 11%	4 3%
NET: Less likely	322 16%	32 18%	13 14%	37 15%	38 21%	26 14%	18 17%	26 13%	38 15%	38 15%	35 19%	21 13%
It would make no difference - I would vote for them anyway	475 23%	25 14%	16 18%	49 20%	29 16%	39 20%	26 24%	55 29%	62 24%	82 32%	62 33%	31 20%
It would make no difference - I would not vote for them anyway	687 34%	89 51%	46 50%	82 34%	78 43%	75 40%	37 34%	50 26%	63 24%	67 26%	42 23%	57 36%
Don't know	350 17%	24 14%	10 11%	41 17%	29 16%	33 18%	17 16%	44 23%	50 19%	48 18%	28 15%	26 17%
Mean	2.17	1.68	1.91	2.25	1.72	2.16	1.99	2.21	2.42	2.23	2.07	2.70
Standard deviation	1.03	0.83	1.00	1.09	0.85	0.99	1.09	0.95	1.12	0.97	1.02	0.98
Standard error	0.04	0.14	0.22	0.13	0.12	0.15	0.22	0.14	0.12	0.11	0.13	0.15

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 19

**Q4. If the Government were to introduce MUP would it make you more or less inclined to vote for one of the Coalition parties (Conservative or Liberal Democrat), or would it make no difference?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Likely	202	64	70	32	11	9	-	-	1	1	9	64	67	38
	10%	12%	11%	18%	5%	16%	-	-	6%	11%	3%	10%	14%	10%
Much more likely	(4)	64	22	26	8	3	1	-	-	-	-	22	27	8
	3%	4%	4%	4%	2%	1%	-	-	-	-	-	3%	5%	2%
Somewhat more likely	(3)	137	42	44	24	8	8	-	1	1	9	42	40	30
	7%	8%	7%	13%	4%	15%	-	-	6%	11%	3%	7%	8%	8%
Somewhat less likely	(2)	146	54	34	17	15	4	3	1	1	19	62	24	35
	7%	10%	5%	9%	7%	7%	7%	6%	9%	-	10%	10%	5%	10%
Much less likely	(1)	176	26	73	7	31	2	6	1	2	24	40	60	24
	9%	5%	12%	4%	14%	3%	11%	9%	12%	10%	8%	6%	12%	7%
NET: Less likely	322	80	107	23	46	5	9	1	2	1	43	102	85	60
	16%	15%	17%	13%	21%	10%	17%	18%	12%	20%	15%	16%	17%	16%
It would make no difference - I would vote for them anyway	475	294	43	89	19	6	-	1	-	-	43	257	44	119
	23%	54%	7%	50%	9%	11%	-	16%	-	-	15%	41%	9%	32%
It would make no difference - I would not vote for them anyway	687	19	341	11	118	30	38	5	11	2	76	85	246	106
	34%	4%	54%	6%	54%	54%	74%	66%	57%	36%	26%	14%	50%	29%
Don't know	350	83	67	24	25	5	5	-	5	2	119	113	51	48
	17%	15%	11%	13%	12%	9%	9%	-	25%	33%	41%	18%	10%	13%
Mean	2.17	2.42	2.13	2.60	1.73	2.56	1.35	1.50	1.68	2.03	1.72	2.27	2.22	2.22
Standard deviation	1.03	0.96	1.11	0.89	0.92	0.79	0.51	-	1.12	1.13	0.75	0.97	1.15	0.91
Standard error	0.04	0.08	0.08	0.11	0.12	0.20	0.21	-	0.56	0.65	0.11	0.07	0.09	0.09

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 20

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Summary tables**

		Binge drinking is very common nowadays	Binge drinking has a significant negative impact on UK society	People would drink less if the price of alcoholic drinks increased	Binge drinking will continue irrespective of the price of alcohol	Alcohol is getting too expensive nowadays
Unweighted base		2035	2035	2035	2035	2035
Weighted base		2035	2035	2035	2035	2035
NET: Agree		1777 87%	1721 85%	659 32%	1769 87%	1211 60%
Strongly agree	(4)	930 46%	905 44%	142 7%	904 44%	434 21%
Somewhat agree	(3)	848 42%	816 40%	517 25%	865 43%	778 38%
Somewhat disagree	(2)	136 7%	161 8%	758 37%	140 7%	485 24%
Strongly disagree	(1)	23 1%	29 1%	475 23%	17 1%	163 8%
NET: Disagree		159 8%	190 9%	1233 61%	157 8%	648 32%
Don't know		99 5%	123 6%	143 7%	109 5%	175 9%
Mean		3.39	3.36	2.17	3.38	2.80
Standard deviation		0.67	0.70	0.89	0.66	0.90
Standard error		0.02	0.02	0.02	0.02	0.02

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 21

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking is very common nowadays**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Agree	1777	847	930	209	279	327	299	272	392	485	504	383	405	445	463	448	255	165	
	87%	85%	90%	85%	86%	84%	86%	89%	92%	88%	85%	90%	87%	86%	86%	88%	87%	94%	
Strongly agree	(4)	930	412	518	108	144	167	152	138	220	256	265	197	211	221	244	247	134	84
		46%	41%	50%	44%	44%	43%	44%	45%	51%	47%	45%	46%	45%	43%	45%	48%	46%	48%
Somewhat agree	(3)	848	435	413	101	135	159	147	133	172	229	238	186	195	225	219	202	121	81
		42%	44%	40%	41%	41%	41%	42%	44%	40%	42%	40%	43%	42%	43%	41%	40%	41%	46%
Somewhat disagree	(2)	136	81	55	17	30	29	28	22	10	37	49	19	31	39	38	37	16	6
		7%	8%	5%	7%	9%	8%	8%	7%	2%	7%	8%	5%	7%	8%	7%	7%	6%	3%
Strongly disagree	(1)	23	17	6	1	5	9	2	3	3	7	4	5	7	6	4	8	6	-
		1%	2%	1%	*	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	-
NET: Disagree		159	98	61	18	35	39	30	24	13	44	53	24	38	45	41	44	22	6
		8%	10%	6%	7%	11%	10%	9%	8%	3%	8%	9%	6%	8%	9%	8%	9%	7%	3%
Don't know		99	52	47	18	12	21	16	9	23	20	34	21	25	27	32	18	16	5
		5%	5%	4%	7%	4%	6%	5%	3%	5%	4%	6%	5%	5%	5%	6%	4%	6%	3%
Mean		3.39	3.31	3.45	3.39	3.33	3.33	3.36	3.38	3.50	3.39	3.37	3.41	3.37	3.35	3.39	3.39	3.39	3.46
Standard deviation		0.67	0.70	0.63	0.64	0.72	0.73	0.67	0.66	0.59	0.68	0.68	0.64	0.69	0.68	0.66	0.70	0.69	0.57
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.05



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 21

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking is very common nowadays**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	1777 87%	165 94%	84 91%	208 87%	156 87%	162 86%	100 93%	169 89%	215 84%	230 88%	155 84%	132 84%
Strongly agree	(4) 930 46%	84 48%	47 51%	111 46%	88 49%	81 43%	45 42%	87 46%	111 43%	109 42%	89 48%	76 48%
Somewhat agree	(3) 848 42%	81 46%	37 40%	97 41%	68 38%	81 43%	55 51%	81 43%	103 40%	121 46%	66 36%	57 36%
Somewhat disagree	(2) 136 7%	6 3%	5 5%	15 6%	16 9%	16 8%	3 3%	13 7%	21 8%	18 7%	13 7%	9 6%
Strongly disagree	(1) 23 1%	- -	1 1%	4 2%	3 2%	1 1%	3 2%	- -	5 2%	1 *	3 2%	2 1%
NET: Disagree	159 8%	6 3%	6 6%	19 8%	19 11%	17 9%	6 5%	13 7%	26 10%	19 7%	16 9%	12 7%
Don't know	99 5%	5 3%	2 2%	12 5%	4 2%	9 5%	2 2%	9 5%	15 6%	12 4%	14 8%	14 9%
Mean	3.39	3.46	3.45	3.39	3.38	3.35	3.35	3.41	3.34	3.36	3.41	3.43
Standard deviation	0.67	0.57	0.66	0.69	0.72	0.67	0.66	0.62	0.72	0.64	0.71	0.69
Standard error	0.02	0.05	0.07	0.05	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.06

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 21

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking is very common nowadays**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Agree	1777 87%	482 89%	540 86%	159 88%	194 88%	50 91%	51 98%	6 80%	14 71%	7 100%	242 83%	541 87%	425 86%	323 87%
Strongly agree	(4) 930 46%	252 47%	274 44%	75 42%	117 54%	29 52%	32 62%	3 49%	7 36%	5 70%	118 41%	298 48%	220 45%	151 41%
Somewhat agree	(3) 848 42%	230 43%	265 42%	83 46%	76 35%	21 39%	19 36%	2 32%	7 35%	2 30%	124 43%	243 39%	205 42%	172 47%
Somewhat disagree	(2) 136 7%	29 5%	56 9%	10 6%	15 7%	3 6%	-	1 20%	1 5%	-	21 7%	38 6%	44 9%	22 6%
Strongly disagree	(1) 23 1%	3 1%	8 1%	1 *	3 1%	-	-	-	3 13%	-	3 1%	7 1%	5 1%	4 1%
NET: Disagree	159 8%	32 6%	64 10%	11 6%	18 8%	3 6%	-	1 20%	4 18%	-	24 8%	45 7%	49 10%	27 7%
Don't know	99 5%	26 5%	25 4%	10 6%	7 3%	2 3%	1 2%	-	2 11%	-	25 9%	35 6%	18 4%	20 5%
Mean	3.39	3.42	3.33	3.38	3.45	3.48	3.63	3.29	3.06	3.70	3.35	3.42	3.35	3.34
Standard deviation	0.67	0.63	0.70	0.62	0.69	0.62	0.49	0.84	1.06	0.50	0.67	0.67	0.69	0.65
Standard error	0.02	0.03	0.03	0.05	0.05	0.08	0.07	0.32	0.25	0.18	0.04	0.03	0.03	0.03

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 22

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking has a significant negative impact on UK society**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
NET: Agree	1721	825	897	183	276	320	288	273	381	479	503	362	377	440	440	444	250	146
	85%	83%	86%	75%	85%	83%	83%	90%	89%	87%	85%	85%	81%	85%	82%	87%	85%	83%
Strongly agree	(4)	905	406	499	92	134	154	148	140	238	252	184	203	235	231	241	122	75
		44%	41%	48%	38%	41%	40%	43%	46%	56%	49%	43%	43%	45%	43%	47%	42%	43%
Somewhat agree	(3)	816	419	397	91	141	166	140	133	143	212	251	178	175	205	209	128	71
		40%	42%	38%	37%	43%	43%	41%	44%	34%	39%	43%	42%	37%	40%	39%	44%	40%
Somewhat disagree	(2)	161	101	60	28	32	28	34	17	22	40	40	29	52	32	56	20	21
		8%	10%	6%	11%	10%	7%	10%	6%	5%	7%	7%	7%	11%	6%	10%	7%	12%
Strongly disagree	(1)	29	21	9	5	2	13	2	4	3	5	14	5	5	8	8	2	5
		1%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%
NET: Disagree		190	122	69	33	34	41	36	21	26	45	53	35	57	41	64	22	26
		9%	12%	7%	13%	10%	11%	10%	7%	6%	8%	9%	8%	12%	8%	12%	7%	14%
Don't know		123	51	72	28	16	25	22	11	21	25	34	31	34	37	33	21	5
		6%	5%	7%	12%	5%	7%	6%	4%	5%	5%	6%	7%	7%	6%	5%	7%	3%
Mean		3.36	3.28	3.44	3.25	3.32	3.27	3.34	3.39	3.51	3.41	3.33	3.36	3.32	3.39	3.32	3.40	3.26
Standard deviation		0.70	0.74	0.65	0.76	0.68	0.76	0.69	0.66	0.64	0.68	0.72	0.68	0.73	0.69	0.73	0.68	0.78
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.04	0.06

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 22

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking has a significant negative impact on UK society**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	1721 85%	146 83%	85 92%	206 86%	154 86%	154 82%	99 92%	162 85%	211 82%	229 88%	151 82%	124 79%
Strongly agree	(4) 905 44%	75 43%	40 43%	119 50%	82 46%	77 41%	42 39%	88 46%	113 44%	122 47%	80 43%	67 42%
Somewhat agree	(3) 816 40%	71 40%	45 49%	87 36%	71 40%	77 41%	57 53%	74 39%	98 38%	107 41%	71 38%	58 36%
Somewhat disagree	(2) 161 8%	21 12%	5 5%	14 6%	13 7%	22 12%	3 2%	18 9%	16 6%	16 6%	17 9%	16 10%
Strongly disagree	(1) 29 1%	5 3%	- -	2 1%	5 3%	4 2%	1 1%	1 1%	7 3%	1 *	1 *	3 2%
NET: Disagree	190 9%	26 14%	5 5%	16 7%	18 10%	26 14%	4 3%	19 10%	23 9%	17 7%	18 10%	19 12%
Don't know	123 6%	5 3%	2 2%	17 7%	8 4%	9 5%	5 5%	9 5%	22 9%	15 6%	16 9%	15 10%
Mean	3.36	3.26	3.39	3.45	3.35	3.26	3.36	3.37	3.35	3.42	3.37	3.32
Standard deviation	0.70	0.78	0.59	0.66	0.74	0.75	0.59	0.69	0.74	0.64	0.68	0.75
Standard error	0.02	0.06	0.06	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.05	0.06

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 22

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking has a significant negative impact on UK society**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Agree	1721 85%	472 87%	526 84%	160 89%	191 87%	45 82%	44 86%	7 100%	15 74%	6 90%	234 80%	533 86%	409 83%	317 86%
Strongly agree	(4) 905 44%	273 50%	258 41%	77 43%	114 52%	22 40%	23 44%	3 47%	5 26%	5 70%	112 39%	316 51%	198 40%	167 45%
Somewhat agree	(3) 816 40%	199 37%	268 43%	82 46%	77 35%	23 42%	22 42%	4 53%	10 48%	1 20%	122 42%	217 35%	212 43%	151 41%
Somewhat disagree	(2) 161 8%	39 7%	44 7%	12 7%	21 9%	8 14%	5 10%	- -	2 9%	1 10%	20 7%	47 8%	38 8%	30 8%
Strongly disagree	(1) 29 1%	2 *	17 3%	3 1%	1 *	1 2%	1 2%	- -	- -	- -	4 1%	6 1%	13 3%	6 2%
NET: Disagree	190 9%	41 8%	61 10%	15 8%	21 10%	9 16%	6 13%	- -	2 9%	1 10%	24 8%	53 9%	51 10%	36 10%
Don't know	123 6%	27 5%	42 7%	6 3%	7 3%	1 2%	1 1%	- -	3 17%	- -	33 11%	35 6%	32 6%	16 4%
Mean	3.36	3.45	3.31	3.35	3.44	3.22	3.30	3.47	3.22	3.59	3.33	3.44	3.29	3.35
Standard deviation	0.70	0.65	0.73	0.67	0.68	0.78	0.75	0.54	0.63	0.72	0.68	0.68	0.74	0.71
Standard error	0.02	0.03	0.03	0.05	0.05	0.10	0.11	0.20	0.16	0.26	0.04	0.03	0.03	0.04

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 23

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**People would drink less if the price of alcoholic drinks increased**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Agree	659 32%	341 34%	318 31%	98 40%	132 41%	129 33%	104 30%	81 26%	116 27%	208 38%	199 34%	115 27%	137 29%	186 36%	179 33%	146 29%	95 32%	53 30%	
Strongly agree	(4) 7%	142 7%	69 7%	72 7%	27 11%	37 11%	26 7%	15 4%	11 4%	26 6%	37 7%	37 6%	29 7%	40 8%	36 7%	41 8%	37 7%	18 6%	10 6%
Somewhat agree	(3) 25%	517 27%	272 24%	245 29%	70 29%	95 27%	103 26%	89 23%	70 21%	90 31%	171 27%	162 20%	86 21%	98 29%	150 26%	138 21%	109 26%	77 26%	43 24%
Somewhat disagree	(2) 37%	758 35%	347 40%	411 32%	78 30%	98 30%	146 38%	126 36%	119 39%	191 45%	202 37%	227 39%	166 39%	163 35%	185 36%	202 38%	200 39%	102 35%	69 39%
Strongly disagree	(1) 23%	475 25%	252 22%	223 16%	38 24%	78 21%	81 26%	92 26%	89 29%	97 23%	108 20%	123 21%	115 27%	128 27%	105 20%	112 21%	135 26%	79 27%	44 25%
NET: Disagree	1233 61%	599 60%	634 61%	116 48%	175 54%	227 59%	218 63%	208 68%	288 67%	310 56%	351 59%	281 66%	291 62%	290 56%	314 58%	334 65%	181 62%	114 64%	
Don't know	143 7%	58 6%	86 8%	31 13%	18 6%	31 8%	24 7%	16 5%	23 5%	32 6%	40 7%	32 7%	40 8%	41 8%	44 8%	30 6%	18 6%	10 6%	
Mean	2.17	2.17	2.18	2.40	2.30	2.21	2.08	2.01	2.11	2.26	2.20	2.07	2.11	2.25	2.22	2.10	2.12	2.11	
Standard deviation	0.89	0.91	0.88	0.93	0.98	0.88	0.86	0.84	0.84	0.87	0.86	0.89	0.94	0.88	0.89	0.90	0.90	0.87	
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.05	0.07	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 23

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**People would drink less if the price of alcoholic drinks increased**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	659 32%	53 30%	26 28%	83 35%	37 21%	53 28%	33 30%	69 36%	102 40%	84 32%	62 33%	57 36%
Strongly agree	(4) 142 7%	10 6%	7 8%	25 11%	4 2%	12 7%	7 6%	11 6%	24 10%	12 4%	11 6%	18 11%
Somewhat agree	(3) 517 25%	43 24%	18 20%	58 24%	33 18%	41 22%	26 24%	58 31%	78 30%	72 28%	51 27%	39 25%
Somewhat disagree	(2) 758 37%	69 39%	34 37%	83 35%	82 46%	78 41%	40 37%	69 36%	90 35%	95 36%	62 33%	55 35%
Strongly disagree	(1) 475 23%	44 25%	28 30%	55 23%	51 29%	42 22%	27 25%	33 18%	43 17%	62 24%	52 28%	37 23%
NET: Disagree	1233 61%	114 64%	62 67%	139 58%	134 74%	120 63%	67 62%	103 54%	133 52%	157 60%	114 61%	92 58%
Don't know	143 7%	10 6%	4 5%	17 7%	9 5%	16 8%	8 8%	19 10%	21 8%	21 8%	9 5%	10 6%
Mean	2.17	2.11	2.06	2.24	1.94	2.14	2.12	2.27	2.36	2.14	2.12	2.25
Standard deviation	0.89	0.87	0.93	0.96	0.77	0.87	0.89	0.85	0.90	0.86	0.91	0.97
Standard error	0.02	0.07	0.10	0.06	0.06	0.06	0.10	0.06	0.06	0.05	0.07	0.08

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 23

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**People would drink less if the price of alcoholic drinks increased**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Agree	659 32%	199 37%	206 33%	64 36%	53 24%	23 41%	10 19%	1 15%	5 23%	5 73%	71 25%	210 34%	163 33%	121 33%	
Strongly agree	(4) 7%	142 8%	56 9%	7 4%	10 4%	3 5%	1 2%	- -	1 6%	1 9%	16 6%	40 6%	47 10%	18 5%	
Somewhat agree	(3) 25%	517 29%	158 24%	150 32%	58 20%	43 36%	20 17%	9 15%	1 18%	4 64%	4 19%	55 27%	170 23%	116 28%	103
Somewhat disagree	(2) 37%	758 37%	199 38%	237 40%	71 42%	92 42%	17 31%	22 43%	3 47%	3 14%	1 10%	107 37%	215 35%	184 37%	163 44%
Strongly disagree	(1) 23%	475 22%	121 23%	142 23%	32 18%	63 29%	14 26%	13 25%	3 38%	10 52%	1 16%	71 24%	161 26%	112 23%	61 16%
NET: Disagree	1233 61%	320 59%	379 60%	104 58%	154 70%	31 57%	35 68%	6 85%	13 66%	2 27%	178 61%	376 61%	296 60%	224 61%	
Don't know	143 7%	21 4%	44 7%	12 7%	12 5%	1 2%	6 13%	- -	2 11%	- -	41 14%	36 6%	34 7%	25 7%	
Mean	2.17	2.23	2.21	2.23	2.00	2.21	1.96	1.76	1.74	2.66	2.07	2.15	2.21	2.23	
Standard deviation	0.89	0.90	0.92	0.80	0.84	0.91	0.77	0.74	1.01	0.93	0.87	0.90	0.93	0.80	
Standard error	0.02	0.04	0.04	0.06	0.06	0.12	0.12	0.28	0.24	0.33	0.06	0.04	0.04	0.04	



## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 24

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking will continue irrespective of the price of alcohol**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155	
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177	
NET: Agree	1769 87%	865 87%	904 87%	202 83%	273 84%	315 82%	305 88%	286 94%	389 91%	466 85%	512 87%	379 89%	412 88%	428 83%	474 88%	453 89%	253 86%	161 91%	
Strongly agree	(4) 44%	904 45%	448 44%	456 43%	106 43%	142 44%	173 45%	164 47%	134 44%	185 43%	219 40%	259 44%	216 51%	211 45%	216 42%	234 44%	240 47%	130 44%	84 47%
Somewhat agree	(3) 43%	865 42%	418 43%	447 43%	96 39%	130 40%	142 37%	141 41%	152 50%	203 48%	247 45%	254 43%	163 38%	201 43%	211 41%	240 45%	213 42%	123 42%	77 44%
Somewhat disagree	(2) 7%	140 7%	66 7%	74 7%	17 7%	33 10%	37 10%	17 5%	12 4%	24 6%	45 8%	43 7%	23 5%	29 6%	48 9%	35 6%	30 6%	19 6%	8 5%
Strongly disagree	(1) 1%	17 1%	11 1%	6 1%	2 1%	2 1%	9 2%	4 1%	- *	1 *	9 2%	6 1%	- -	2 *	6 1%	* *	5 1%	5 2%	1 *
NET: Disagree	157 8%	77 8%	80 8%	19 8%	35 11%	46 12%	22 6%	12 4%	24 6%	55 10%	49 8%	23 5%	31 7%	54 11%	35 7%	35 7%	24 8%	9 5%	
Don't know	109 5%	55 5%	54 5%	23 10%	18 6%	26 7%	19 5%	8 2%	15 3%	29 5%	29 5%	25 6%	26 6%	35 7%	28 5%	22 4%	16 5%	7 4%	
Mean	3.38	3.38	3.38	3.39	3.34	3.33	3.42	3.41	3.39	3.30	3.36	3.48	3.40	3.32	3.39	3.41	3.36	3.44	
Standard deviation	0.66	0.67	0.65	0.67	0.69	0.75	0.66	0.57	0.60	0.70	0.67	0.60	0.63	0.71	0.62	0.65	0.70	0.60	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.05	

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 24

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking will continue irrespective of the price of alcohol**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	1769 87%	161 91%	77 84%	213 89%	163 91%	164 87%	96 89%	173 91%	196 77%	232 89%	157 85%	138 87%
Strongly agree	(4) 904 44%	84 47%	47 51%	109 46%	85 47%	86 46%	47 43%	80 42%	93 36%	124 47%	83 45%	68 43%
Somewhat agree	(3) 865 43%	77 44%	31 33%	103 43%	79 44%	77 41%	50 46%	93 49%	103 40%	108 41%	73 40%	70 44%
Somewhat disagree	(2) 140 7%	8 5%	9 10%	10 4%	11 6%	14 7%	6 6%	10 5%	31 12%	17 7%	13 7%	11 7%
Strongly disagree	(1) 17 1%	1 *	1 1%	1 1%	3 1%	* *	1 1%	- -	3 1%	4 1%	4 2%	- -
NET: Disagree	157 8%	9 5%	10 11%	11 5%	14 8%	14 8%	7 7%	10 5%	33 13%	21 8%	17 9%	11 7%
Don't know	109 5%	7 4%	5 5%	15 6%	2 1%	10 6%	4 4%	8 4%	27 10%	9 3%	12 6%	9 6%
Mean	3.38	3.44	3.41	3.43	3.38	3.40	3.37	3.38	3.25	3.39	3.36	3.38
Standard deviation	0.66	0.60	0.72	0.61	0.67	0.64	0.65	0.59	0.73	0.68	0.72	0.62
Standard error	0.02	0.05	0.07	0.04	0.05	0.05	0.07	0.04	0.05	0.04	0.05	0.05

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 24

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Binge drinking will continue irrespective of the price of alcohol**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370
NET: Agree	1769 87%	465 86%	564 90%	150 84%	197 90%	48 87%	49 96%	7 100%	17 86%	5 80%	245 84%	540 87%	440 89%	320 86%
Strongly agree	(4) 904 44%	241 45%	291 46%	60 33%	118 54%	24 44%	24 47%	4 57%	12 59%	2 27%	118 41%	294 47%	229 47%	131 35%
Somewhat agree	(3) 865 43%	224 41%	273 43%	91 51%	78 36%	24 43%	25 49%	3 43%	6 28%	4 53%	127 44%	247 40%	211 43%	189 51%
Somewhat disagree	(2) 140 7%	46 9%	34 5%	14 8%	13 6%	3 6%	1 2%	- -	- -	1 20%	20 7%	47 8%	30 6%	21 6%
Strongly disagree	(1) 17 1%	5 1%	4 1%	2 1%	1 1%	1 2%	- -	- -	1 3%	- -	3 1%	5 1%	3 1%	4 1%
NET: Disagree	157 8%	52 10%	38 6%	16 9%	14 6%	4 7%	1 2%	- -	1 3%	1 20%	22 8%	52 8%	34 7%	25 7%
Don't know	109 5%	23 4%	26 4%	13 7%	9 4%	3 6%	1 2%	- -	2 11%	- -	23 8%	28 5%	19 4%	25 7%
Mean	3.38	3.36	3.41	3.25	3.49	3.37	3.46	3.57	3.59	3.07	3.35	3.40	3.41	3.30
Standard deviation	0.66	0.69	0.63	0.66	0.64	0.68	0.55	0.54	0.68	0.74	0.66	0.67	0.64	0.63
Standard error	0.02	0.03	0.03	0.05	0.04	0.09	0.08	0.20	0.16	0.26	0.04	0.03	0.03	0.03

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 25

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Alcohol is getting too expensive nowadays**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2035	1021	1014	202	350	422	359	319	383	759	539	275	462	540	538	518	284	155
Weighted base	2035	997	1038	244	326	387	346	305	428	549	590	427	468	517	537	511	293	177
NET: Agree	1211	644	567	140	221	237	213	170	230	290	353	275	293	319	339	306	163	86
	60%	65%	55%	57%	68%	61%	62%	56%	54%	53%	60%	64%	63%	62%	63%	60%	55%	48%
Strongly agree	(4)	434	252	182	44	79	90	77	67	108	114	97	115	112	111	106	75	30
	21%	25%	18%	18%	24%	23%	22%	22%	18%	20%	19%	23%	24%	22%	21%	21%	26%	17%
Somewhat agree	(3)	778	393	385	96	142	147	137	103	182	239	178	179	206	228	200	88	56
	38%	39%	37%	39%	44%	38%	39%	34%	36%	33%	41%	42%	38%	40%	42%	39%	30%	32%
Somewhat disagree	(2)	485	213	272	49	56	91	81	85	155	140	99	91	100	118	123	80	64
	24%	21%	26%	20%	17%	24%	23%	28%	29%	28%	24%	23%	19%	19%	22%	24%	27%	36%
Strongly disagree	(1)	163	80	84	16	19	33	32	23	59	47	24	34	47	32	37	30	17
	8%	8%	8%	7%	6%	8%	9%	8%	9%	11%	8%	6%	7%	9%	6%	7%	10%	10%
NET: Disagree	648	293	356	65	75	124	114	109	162	214	187	122	126	147	150	161	110	81
	32%	29%	34%	27%	23%	32%	33%	36%	38%	39%	32%	29%	27%	28%	28%	31%	37%	46%
Don't know	175	60	115	40	30	25	19	26	36	46	50	30	49	52	49	44	21	10
	9%	6%	11%	16%	9%	7%	5%	9%	8%	8%	8%	7%	11%	10%	9%	9%	7%	6%
Mean	2.80	2.87	2.72	2.82	2.95	2.81	2.79	2.77	2.68	2.67	2.78	2.88	2.89	2.82	2.85	2.80	2.76	2.59
Standard deviation	0.90	0.91	0.88	0.86	0.84	0.91	0.91	0.91	0.90	0.94	0.88	0.85	0.90	0.91	0.84	0.88	0.98	0.90
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.06	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 25

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Alcohol is getting too expensive nowadays**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2035	155	97	239	182	201	91	184	249	291	193	153
Weighted base	2035	177	92	239	180	188	108	191	256	261	186	158
NET: Agree	1211 60%	86 48%	59 64%	139 58%	107 60%	124 66%	50 47%	109 57%	158 62%	160 61%	112 60%	105 66%
Strongly agree	(4) 434 21%	30 17%	25 27%	44 18%	37 21%	39 20%	19 17%	37 19%	61 24%	51 19%	56 30%	35 22%
Somewhat agree	(3) 778 38%	56 32%	35 38%	95 40%	70 39%	86 46%	32 30%	73 38%	97 38%	110 42%	56 30%	70 44%
Somewhat disagree	(2) 485 24%	64 36%	14 16%	58 24%	51 28%	41 22%	39 36%	44 23%	45 18%	55 21%	40 22%	32 20%
Strongly disagree	(1) 163 8%	17 10%	8 9%	19 8%	10 6%	7 4%	12 11%	14 7%	17 7%	30 12%	18 10%	12 7%
NET: Disagree	648 32%	81 46%	22 24%	78 32%	61 34%	48 26%	51 48%	57 30%	62 24%	85 33%	58 31%	44 28%
Don't know	175 9%	10 6%	10 11%	22 9%	11 6%	16 8%	6 6%	24 13%	36 14%	16 6%	15 8%	9 6%
Mean	2.80	2.59	2.93	2.76	2.80	2.90	2.56	2.79	2.92	2.74	2.88	2.86
Standard deviation	0.90	0.90	0.94	0.88	0.85	0.78	0.93	0.88	0.89	0.93	0.99	0.87
Standard error	0.02	0.07	0.10	0.06	0.07	0.06	0.10	0.07	0.06	0.06	0.07	0.07

## Minimum Unit Pricing Survey

### ONLINE Fieldwork : 23rd - 25th January 2013

Absolutes/col percents

Table 25

**Q5. Thinking about alcohol consumption in the UK, to what extent do you agree or disagree with each of the following statements?**

**Base: All respondents**

**Alcohol is getting too expensive nowadays**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at	
Unweighted base	2035	541	635	188	217	58	45	7	19	8	278	618	499	390	
Weighted base	2035	540	629	180	219	55	52	7	20	7	291	621	492	370	
NET: Agree	1211 60%	324 60%	411 65%	94 53%	127 58%	25 45%	26 50%	6 84%	11 54%	4 57%	149 51%	361 58%	321 65%	201 54%	
Strongly agree	(4) 21%	434 18%	96 25%	159 18%	33 28%	61 28%	10 18%	14 27%	3 42%	5 26%	* 7%	39 13%	119 19%	133 27%	53 14%
Somewhat agree	(3) 38%	778 42%	228 40%	252 34%	61 30%	66 30%	15 26%	12 24%	3 42%	5 27%	3 50%	110 38%	243 39%	189 38%	148 40%
Somewhat disagree	(2) 24%	485 24%	132 24%	139 22%	53 30%	56 25%	13 23%	19 36%	- -	4 20%	1 21%	73 25%	152 24%	103 21%	109 29%
Strongly disagree	(1) 8%	163 9%	49 9%	36 6%	17 10%	19 9%	10 18%	2 4%	1 16%	1 7%	2 23%	17 6%	57 9%	37 8%	34 9%
NET: Disagree	648 32%	181 34%	175 28%	71 39%	75 34%	23 42%	21 40%	1 16%	5 27%	3 43%	90 31%	209 34%	140 28%	143 39%	
Don't know	175 9%	35 6%	42 7%	15 8%	17 8%	8 14%	5 10%	- -	4 19%	- -	51 18%	51 8%	31 6%	26 7%	
Mean	2.80	2.74	2.91	2.67	2.84	2.52	2.81	3.11	2.91	2.41	2.72	2.74	2.90	2.64	
Standard deviation	0.90	0.88	0.87	0.92	0.97	1.06	0.92	1.10	0.99	0.99	0.82	0.90	0.91	0.86	
Standard error	0.02	0.04	0.04	0.07	0.07	0.15	0.14	0.41	0.25	0.35	0.05	0.04	0.04	0.05	