



Addaction – Perceptions of Alcohol Use

METHODOLOGY NOTE

ComRes interviewed 2,004 GB adults online between 13th and 14th January 2016. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Survey on Perceptions of Alcohol Use

ONLINE Fieldwork: 13th-14th January 2016

Absolutes/col percents

Table 1

Q.1 Thinking about alcohol use in Great Britain, which of the following age groups do you think are most at risk of negative consequences as a result of their alcohol use?

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1028	976	232	246	336	391	297	502	444	605	406	549	197	796
Weighted base	2004	976	1028	233	347	329	357	289	450	539	539	437	489	237	897
Younger adults (aged 18-29)	1280 64%	627 64%	653 63%	137 59%	232 67%	194 59%	232 65%	175 60%	310 69%	317 59%	327 61%	302 69%	334 68%	143 61%	588 66%
Middle aged adults (aged 30-49)	340 17%	170 17%	170 17%	37 16%	55 16%	80 24%	63 18%	39 13%	66 15%	119 22%	83 15%	60 14%	78 16%	49 21%	142 16%
Older adults (aged 50+)	209 10%	97 10%	112 11%	36 15%	26 7%	35 11%	24 7%	49 17%	40 9%	68 13%	66 12%	38 9%	37 8%	27 12%	91 10%
Don't know	175 9%	82 8%	93 9%	22 10%	34 10%	19 6%	39 11%	27 9%	34 8%	35 6%	63 12%	37 8%	40 8%	17 7%	77 9%

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Table 1

Q.1 Thinking about alcohol use in Great Britain, which of the following age groups do you think are most at risk of negative consequences as a result of their alcohol use?

Base: All respondents

	Region													Q.1 Thinking about alcohol use in Great Britain, which of the following age groups do you think are most at risk of negative consequences as a result of their alcohol use?		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Younger adults (aged 18-29)	Middle aged adults (aged 30-49)	Older adults (aged 50+)
Unweighted base	2004	186	110	1708	84	201	202	165	151	229	234	259	183	1293	335	201
Weighted base	2004	174	102	1728	84	230	170	180	148	194	264	280	176	1280	340	209
Younger adults (aged 18-29)	1280 64%	127 73%	63 61%	1091 63%	49 58%	154 67%	115 68%	105 59%	93 63%	125 64%	184 70%	162 58%	103 59%	1280 100%	-	-
Middle aged adults (aged 30-49)	340 17%	20 12%	20 20%	300 17%	16 18%	40 17%	23 14%	45 25%	24 16%	32 16%	35 13%	52 18%	35 20%	-	340 100%	-
Older adults (aged 50+)	209 10%	16 9%	15 15%	178 10%	10 12%	24 10%	11 6%	15 8%	13 9%	18 10%	20 8%	42 15%	25 14%	-	-	209 100%
Don't know	175 9%	11 6%	4 4%	160 9%	10 12%	12 5%	21 12%	16 9%	18 12%	20 10%	26 10%	25 9%	13 7%	-	-	-

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Table 2

Q.2 Do you know anyone aged 50 or over whose use of alcohol you are worried about?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2004	1028	976	232	246	336	391	297	502	444	605	406	549	197	796
Weighted base	2004	976	1028	233	347	329	357	289	450	539	539	437	489	237	897
NET: Yes	566	259	307	71	85	96	114	87	112	148	146	146	125	94	258
	28%	27%	30%	31%	25%	29%	32%	30%	25%	28%	27%	34%	26%	40%	29%
Yes, a close friend or family member	367	165	202	46	61	56	80	51	73	98	97	98	74	62	158
	18%	17%	20%	20%	18%	17%	22%	18%	16%	18%	18%	22%	15%	26%	18%
Yes, someone in my wider social circle	209	100	109	27	24	44	36	36	42	56	54	48	51	34	103
	10%	10%	11%	11%	7%	13%	10%	13%	9%	10%	10%	11%	10%	15%	11%
No	1409	699	709	159	251	227	238	200	334	384	386	283	356	139	625
	70%	72%	69%	68%	73%	69%	67%	69%	74%	71%	72%	65%	73%	59%	70%
Don't know	30	18	12	3	10	6	5	2	4	7	7	8	8	4	14
	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%

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Base: All respondents

	Region													Q.1 Thinking about alcohol use in Great Britain, which of the following age groups do you think are most at risk of negative consequences as a result of their alcohol use?		
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West	Younger adults (aged 18-29)	Middle aged adults (aged 30-49)	Older adults (aged 50+)
Unweighted base	2004	186	110	1708	84	201	202	165	151	229	234	259	183	1293	335	201
Weighted base	2004	174	102	1728	84	230	170	180	148	194	264	280	176	1280	340	209
NET: Yes	566 28%	51 29%	23 23%	492 28%	26 31%	68 29%	52 31%	43 24%	41 28%	45 23%	91 34%	79 28%	47 26%	333 26%	117 34%	91 43%
Yes, a close friend or family member	367 18%	31 18%	15 15%	320 19%	12 14%	47 21%	34 20%	28 15%	23 15%	30 16%	61 23%	49 17%	36 21%	223 17%	62 18%	60 29%
Yes, someone in my wider social circle	209 10%	20 12%	8 8%	180 10%	14 17%	21 9%	18 11%	15 8%	19 13%	15 8%	33 12%	33 12%	12 7%	117 9%	56 16%	33 16%
No	1409 70%	122 70%	78 77%	1209 70%	56 66%	162 70%	116 68%	131 73%	101 68%	148 76%	168 64%	199 71%	126 72%	939 73%	219 64%	117 56%
Don't know	30 1%	2 1%	1 1%	27 2%	2 3%	* *	2 1%	6 3%	6 4%	1 *	5 2%	2 1%	3 2%	8 1%	4 1%	1 1%

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Table 3

Q.3 You said that someone you know aged 50 or over has a level of alcohol consumption that you are worried about.

Which of the following statements apply to you, if any?

Base: All respondents who know someone aged 50 or over who has a level of alcohol consumption that they are worried about

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	530	260	270	62	63	84	109	93	119	119	152	120	139	72	214
Weighted base	566	259	307	71	85	96	114	87	112	148	146	146	125	94	258
I have talked to them about it but nothing has changed	233 41%	105 41%	128 42%	22 30%	34 40%	39 41%	53 47%	36 42%	48 43%	70 47%	65 44%	60 41%	39 31%	28 30%	114 44%
I don't feel it is my place to talk to them about it	144 25%	58 22%	86 28%	21 29%	27 31%	24 25%	24 21%	17 20%	30 27%	32 21%	37 25%	45 31%	30 24%	27 28%	60 23%
I would feel uncomfortable talking to them about it	108 19%	50 19%	58 19%	24 33%	23 27%	13 13%	18 16%	13 15%	17 16%	25 17%	32 22%	25 17%	27 22%	18 19%	52 20%
I would like to help them but I don't know how I could	70 12%	38 15%	32 10%	15 20%	6 8%	19 20%	16 14%	7 8%	7 6%	14 9%	20 14%	23 15%	14 11%	23 24%	32 12%
I have talked to them about it and they have sought or are seeking help	40 7%	21 8%	18 6%	3 4%	7 8%	4 4%	13 11%	9 10%	4 3%	10 7%	12 8%	5 4%	12 10%	8 8%	20 8%
None of the above	29 5%	10 4%	20 6%	2 2%	2 2%	2 2%	4 4%	7 8%	13 11%	5 3%	2 2%	9 6%	13 10%	6 6%	6 3%

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Unweighted base	530	51	24	455	23	57	61	36	41	53	69	67	48	315	104	88
Weighted base	566	51	23	492	26	68	52	43	41	45	91	79	47	333	117	91
I have talked to them about it but nothing has changed	233 41%	18 36%	8 36%	207 42%	8 31%	26 38%	21 40%	16 38%	17 42%	19 42%	43 47%	31 40%	25 54%	147 44%	43 37%	35 38%
I don't feel it is my place to talk to them about it	144 25%	13 26%	4 16%	127 26%	7 27%	10 15%	13 25%	14 34%	8 19%	11 24%	19 21%	33 42%	12 25%	86 26%	27 23%	25 28%
I would feel uncomfortable talking to them about it	108 19%	3 6%	10 44%	95 19%	8 32%	9 13%	9 18%	6 15%	11 28%	7 15%	22 24%	16 21%	6 13%	66 20%	21 18%	14 16%
I would like to help them but I don't know how I could	70 12%	10 20%	5 21%	55 11%	3 11%	17 25%	5 10%	4 8%	3 7%	6 13%	6 7%	7 8%	5 11%	38 11%	18 15%	11 13%
I have talked to them about it and they have sought or are seeking help	40 7%	4 8%	* 2%	35 7%	* 2%	5 7%	6 11%	3 8%	3 7%	4 9%	9 9%	5 7%	* 1%	21 6%	13 11%	6 7%
None of the above	29 5%	4 7%	2 7%	24 5%	2 9%	6 9%	1 2%	1 2%	2 5%	1 2%	4 4%	4 5%	3 7%	13 4%	6 5%	7 8%