

# Public Perceptions of Alcohol Pricing

Market Research Report

Prepared for COI on behalf of the Home Office

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**providing** *intelligence*

## Disclaimer

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# Contents

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	Page No.
1. Background.....	1
2. Research objectives, approach and method .....	2
2.1 Research objectives.....	2
2.2 Quantitative research method.....	3
2.2.1 Data collection .....	3
2.2.2 Quantitative sample profile .....	4
2.2.3 Significant differences .....	5
2.2.4 Base sizes .....	5
2.2.5 Groups of interest.....	5
2.3 Qualitative research method.....	6
3. Executive summary .....	9
4. Main Findings.....	17
4.1 Introduction.....	17
4.2 Drinker characteristics and behaviour .....	18
4.3 Societal views on drinking .....	33
4.4 Perceptions of the link between alcohol and crime and disorder .....	35
4.5 Support for government intervention .....	39
4.6 The level of support for an alcohol price increase.....	43
4.7 Attitudes towards the alcohol pricing interventions on drinking behaviour.....	50
4.7.1 Response to specific interventions.....	53
4.8 Scepticism that the Government would raise the price of alcohol as a way of increasing taxes.....	57
5. Conclusions .....	59

## Appendices

**A. Quantitative research verbatim comments**

**B. Sample profile**

**C. Quantitative questionnaire**

**D. Qualitative recruitment questionnaire**

# 1. Background

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When low-cost alcohol was last considered by the Government (December 2008), Ministers decided against pursuing the introduction of price controls for alcohol until they had more evidence on the potential link between the price of alcohol and crime and disorder.

One of the areas in which further research was needed was to understand the public's opinions of different alcohol-pricing options and its likely response to them. Research was required in order to determine whether the public would support a pricing intervention strategy and understand how it might affect people's own drinking behaviour.

The research considered three key mechanisms affecting alcohol pricing (explained fully on pages 54–56), which could be introduced individually or in combination:

- taxation (in particular amending duty rates so stronger beers and ciders have higher duty than weaker ones);
- banning the practice of selling alcohol below cost; or
- the introduction of a minimum unit price for alcohol.

Research was required to explore the public's attitudes to each of these pricing mechanisms.

Since the research was commissioned in early 2009, there has been a change in administration. As part of its Coalition Commitments, the Coalition Government has committed to introducing a ban on below-cost selling and to conducting a review of alcohol taxation and pricing. Although the research was commissioned by the previous administration, the findings will be used by the Coalition Government to feed into the review of alcohol taxation and pricing.

## 2. Research objectives, approach and method

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### 2.1 Research objectives

The overall objective of the research was to understand the extent to which the general public would support a government intervention in alcohol pricing, with a specific focus on alcohol that is purchased to consume in the home. The research focussed on in-home consumption, as possible pricing interventions considered would be likely to have the greatest impact on off-trade rather than on-trade alcohol sale. Pricing interventions affecting alcohol purchased for home consumption were explored as was pre-loading drinking behaviour, i.e. drinking at home regularly or occasionally before going out, particularly by young people, since there is a hypothesis that pre-loading can be a contributor to alcohol-related crime and disorder in the night-time economy. It was, therefore, important for the research to provide an understanding of this aspect of drinking culture and how it might be affected by price increases.

Specific objectives of the research were as follows.

- Do the public perceive there is a link between the cost of alcohol and crime and disorder?
- What are people's attitudes to pricing intervention for alcohol purchased to consume in the home and the impact on the responsible majority versus the irresponsible minority?
- What is the public's current drinking behaviour/routine and how does this affect their attitudes to government price increases?
- What are the public's views of the different alcohol-pricing mechanisms (i.e. tax, minimum unit pricing, a ban on below-cost selling, or a combination of these) and how do they think this will affect their behaviour and that of others?

To meet the research objectives, an integrated programme of qualitative and quantitative research was undertaken, and results from both elements are reported in this document. Where findings relate to the qualitative research, the report specifically states this source. All other findings in the report relate to the quantitative research.

## 2.2 Quantitative research method

The quantitative element of the research explored:

- general drinking behaviours;
- views on alcohol consumption as a general issue;
- the perceived strength of the relationship between alcohol and crime and disorder;
- attitudes towards the role of government intervention in off-trade alcohol pricing; and
- claimed levels of tolerance to price increases and the potential impact on their/others' drinking behaviours

This research strand provided a robust base size (1,210 interviews) for analysis of key demographic groups and explored the potential relationships between different attitudes and behaviours towards alcohol consumption and alcohol pricing.

### 2.2.1 Data collection

Interviews were conducted by telephone as this was a cost-efficient way to achieve a representative sample of the general public. Random digit dialling was used to generate a sample across England and Wales. This sample was supplemented, for the younger age groups (those aged 18–34), with a mobile phone database, as mobile only ownership is high for this demographic (see Appendix B for an outline of the sample for the project). Scotland was excluded from the research as the Licensing Act 2003 only applies to England and Wales and Scotland has its own licensing responsibilities. The Scottish Government is planning separate legislation to impose a minimum unit price for alcohol in Scotland.

The sample included both those who consume alcohol (referred to as 'drinkers' throughout this report) and those who do not consume alcohol (referred to as 'non-drinkers'). It should be noted, however, that the focus of this report is mainly on the group of respondents who do drink alcohol, as government interventions in the price of alcohol will undoubtedly affect this group more than non-drinkers.

Interviews were conducted from Continental Research's telephone centre in London from 15 to 26 February 2010. Interviews lasted approximately 15 minutes. The full questionnaire is included as an Appendix to this document (Appendix C).

The key sections of the quantitative questionnaire were as follows:

- **Demographics:** Region, gender, age, social grade, family status, ethnicity;
- **Alcohol consumption:** Identifying drinkers vs. non-drinkers, frequency of drinking; amount of alcohol consumed in the past seven days; at-home drinking behaviour;
- **Attitudes towards drinking and perceptions of the general drinking habits of the population:** General attitudes to drinking and views on potential government intervention; experience of crime and disorder perceived to be caused by those having consumed excess alcohol;
- **Price and alcohol-related crime and disorder:** Perceptions on the extent to which alcohol in general and cheap alcohol in particular contributes to societal problems; attitudes to government intervention on alcohol pricing; claimed price rise drinkers would be willing to pay for alcohol; claimed impact of price increases on own drinking behaviour; where additional money should go if there is a price increase;
- **Additional comments:** an open-ended question was added at the end of the interview to capture any final comments on the subject from respondents.

Regression analysis was used to understand the key factors that influence people's attitudes towards alcohol, crime and anti-social behaviour and pricing.

### 2.2.2 Quantitative sample profile

In total, 1,210 interviews were achieved (the target was 1,200). Quotas (minimum numbers of interviews) were set to ensure a representative sample in terms of region, gender, social grade and ethnicity (White British vs. Black and Minority Ethnic). Quotas for age were set to ensure a robust sample size (n=100) for each key age group, split by gender (see Table 1):

**Table 1: Quotas set by age group within gender**

	Males	Females
18–24 years	100	100
25–34 years	100	100
35–44 years	100	100
45–54 years	100	100
55–64 years	100	100
65+ years	100	100
<b>TOTAL</b>	<b>600</b>	<b>600</b>

The sample profile was weighted back to the national population profile on these key demographic measures (region, gender, social grade, ethnicity and age). The achieved sample was broadly representative of the national population profile so that only minimal corrective weighting was required. The weighting efficiency was 94.3%.

### 2.2.3 Significant differences

Where this report refers to differences as being ‘significant’ between different groups in the research, significance has been tested at the 95% confidence level, which means that we are 95% sure that the difference is an actual difference and not due to chance. Where there is a statistically significant difference between figures they are highlighted in grey within tables or circled in red on charts.

### 2.2.4 Base sizes

Where this report comments on any sample group with a base size of less than 100 respondents, this is highlighted in the text. All other base sizes are at least 100 respondents.

### 2.2.5 Groups of interest

During the analysis of the quantitative data, sub-group analysis was performed which included exploration of specific types of drinkers, as defined in Table 2<sup>1</sup>. This was of interest to explore whether it uncovered different attitudes to interventions and drinking behaviours among the different drinker groups and to align the research with established government categories, to broaden its use and value.

**Table 2: Definition of drinker groups**

Group	Definition
Sensible drinkers	Males: Drink 1–20 units of alcohol per week Females: Drink 1–13 units of alcohol per week
Increasing Risk drinkers	Males: Drink 21–50 units of alcohol per week Females: Drink 14–35 units of alcohol per week
Higher Risk drinkers	Males: Drink 51+ units of alcohol per week Females: Drink 36+ units of alcohol per week

<sup>1</sup> The drinker groups used were the Department of Health categories of Sensible drinkers, Increasing Risk drinkers and Higher Risk drinkers. For further details see <http://www.drinking.nhs.uk/questions/recommended-levels/>. It should be noted that since the research was conducted, the Department of Health definitions have changed from weekly to daily consumption levels.



In addition to these three main drinker groups, the research looked at 'pre-loaders'. Pre-loaders were defined as those who, over the past 12 months, had regularly or occasionally drunk at home or at a friend's home before going out to pubs, bars or clubs.

### 2.3 Qualitative research method

The qualitative strand of the research provided an in-depth understanding of drinking behaviour and attitudes, and tested reactions to the proposed pricing interventions.

A series of eight discussion groups were conducted across England and Wales. The group methodology provided a well-suited environment for people to share their views and experiences in a general way, and build on the ideas and experiences of others. This helped build a richer understanding of overall views on alcohol, its perceived relationship with crime and disorder, and the factors driving these attitudes. Discussions were semi-structured.

The qualitative stage was also used to help interpret the results from the quantitative research and evaluate responses to three proposed government interventions in alcohol pricing. These were not covered in the quantitative stage due to their complexity and the difficulty in effectively researching them in a telephone survey. It was felt that this could have implications for meaningful research and analysis of this aspect of the project.

Specifically, the qualitative group discussions covered the following areas:

- general drinking behaviour (what, when, where, who with and proportion of drinking that is in-home versus out of the home);
- in-home drinking behaviour (occasions and scenarios, triggers and barriers to in-home drinking, pre-loading behaviour);
- purchasing alcohol for the home (where it is purchased from, how brands are chosen, the role of cheap deals/special offers);
- alcohol-related crime and disorder (the perceived impact of alcohol on society, definitions of responsible versus irresponsible drinking, discussion around alcohol-related crime and disorder);
- response to potential government pricing interventions (evaluation of the benefits and disadvantages, claimed likely impact on their drinking behaviour, perception of the impact on the drinking behaviour of others and efficacy in addressing the issue of alcohol-related crime and disorder);
- discussion about who is responsible for tackling issues relating to alcohol (e.g. the individual, government, industry etc.).

The sample was designed to include a range of drinkers by gender, age and social grade, and frequency of drinking in the home. This was to provide an analysis of reactions to, and likely impact of, potential price interventions among those more and less likely to be affected by them. There was a particular focus on young pre-loaders (who drink before they go out), to explore how a price increase would affect their drinking habits. This was due to the hypothesis that pre-loading can be a contributor to alcohol-related crime and disorder. A breakdown of the sample is shown in Table 3.

**Table 3: Qualitative group structure**

Location	Group Profile	
London 16 February 2010	Pre-Loading Males Aged 18–24 years Socio-Economic Group BC1	Frequent Home Drinkers Males and Females Aged 40+ years Socio-Economic Group C2D
Newcastle 18 February 2010	Pre-Loading Males Aged 18–24 years Socio-Economic Group C2D	Infrequent Home Drinkers Males and Females Aged 25–39 years Socio-Economic Group BC1
Bridgend 22 February 2010	Frequent Home Drinkers Males and Females Aged 25–39 years Socio-Economic Group C2D	Pre-Loading Females Aged 18–24 years Socio-Economic Group C2D
Cheam 23 February 2010	Pre-Loading Females Aged 18-24 years Socio-Economic Group BC1	Infrequent Home Drinkers Males and Females Aged 40+ years Socio-Economic Group BC1

Each group lasted for two hours and comprised six to eight respondents. The following additional criteria were imposed on the sample.

- All respondents drank alcohol at least two to three times per month. Frequent in-home drinkers were those who drank alcohol at home at least two to three days a week and infrequent in-home drinkers were those who drank alcohol at home once a week or two to three times a month.
- Pre-loaders were defined as those who drank at home before going out, and four or five per group were recruited on the basis that they deliberately drank at home to save money before going out, or to get drunk before going out. In addition, each pre-loading group

contained at least three respondents who claimed that they got drunk (either deliberately or unintentionally) at least once a week.

- A mix of ethnicities and those with/without children were included across the sample.

The recruitment screener for the qualitative research is included as an Appendix to this document (Appendix D).

### 3. Executive summary

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This report looks at the overall picture of adults aged 18 years and over in England and Wales, but concentrates mainly on drinkers, with a focus on specific drinker groups, defined by the Department of Health as Sensible, Increasing Risk and Higher Risk drinkers<sup>1</sup>. *It should be noted that the base of Higher Risk drinkers in the total sample was too small for separate analysis (41 respondents) so the Increasing Risk and Higher Risk drinker groups have been combined and analysed together throughout this report.*

The Sensible and Increasing and Higher Risk drinker groups are further analysed by age, comparing those aged 18–34 with those aged 35+. Although the Increasing and Higher Risk drinkers aged 18–34 are a group of interest (since key driver analysis shows a strong correlation between carrying out alcohol-related crime and disorder and both drinking at the Higher Risk level and the age group 18–34, and because a higher proportion of Increasing and Higher Risk drinkers aged 18 to 34 than any other group admitted to engaging in alcohol-related crime and disorder), *it should be noted that the base size for this group was low (88 respondents).*

#### Drinker characteristics and behaviour

##### All drinkers

- Seventy-six per cent of the total sample ever drank alcohol and 53% drank at least once a week. Thirty-seven per cent of the total sample fell into the Department of Health Sensible drinkers classification, 17% were defined as Increasing Risk drinkers and 3% Higher Risk.
- The vast majority of drinkers (91%) ever drank alcohol at home or someone else's home, rising to 96% among drinkers in social grades AB (compared to 90% or less of those in other social grades).
- One-third (31%) of all drinkers said that they ever pre-loaded (defined as regularly or occasionally drinking at home before a night out over the past 12 months), though only 7% of all drinkers did so regularly while the remaining 25% did so only occasionally. Only 6% of pre-loaders said that they drank enough to get drunk before going out. However, there may be a degree of under-reporting since results are based on admitted-to behaviour.
- When buying alcohol to drink at home, wine (69%) and beer (54%) were most commonly bought by home drinkers, followed by spirits or liqueurs (40%). When choosing brands, most (83%) selected brands they had tried and liked, and around half picked high-quality

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<sup>1</sup> See page 5 for a definition of each drinker group.

brands (51%) or those on special offer (46%). Own-label brands (18%) and the cheapest brands (13%) were less frequently chosen. The cheapest brands were significantly more likely to be bought by home drinkers aged 18 to 24 (18%) or 55+ (17%) than by those aged 25–54 (9%). Brands on special offer were most attractive to the younger drinkers, and held a significantly higher level of appeal for 18- to 24-year-olds than for those aged 65+ (53% of 18- to 24-year-olds bought them, 46% of 25–64s and only 37% of those aged 65+).

- Two-thirds of both the total sample (67%) and all drinkers (67%) said they had witnessed any alcohol-related crime and disorder over the past 12 months. Among drinkers, only one in ten (10%) said they had engaged in such behaviour in the last 12 months, though levels were significantly higher among the younger respondents (28% of 18–24s, 22% of 25–34s, 12% of 35–44s and 2% of those aged 45+).

### Sensible and Increasing and Higher Risk drinkers

- As the category name suggests, Sensible drinkers drank less frequently than Increasing and Higher Risk drinkers did – 11% of Sensible drinkers drank four or more times a week compared to a significantly higher proportion of 56% of Increasing and Higher Risk drinkers. Within both the Sensible drinker and Increasing and Higher Risk drinker groups, however, those aged 35+ drank significantly more frequently than the 18- to 34-year-olds did. Within each category, both age groups drank similar volumes of alcohol (by definition, since they are in the same drinker category, which is defined by volume), but the younger respondents were consuming this volume over fewer drinking occasions. Results therefore suggest a higher degree of binge drinking behaviour among 18-to-34-year-old Sensible drinkers and 18-to-34-year-old Increasing and Higher Risk drinkers, compared to the older drinkers within each drinker category.
- Pre-loading (defined as drinking at home before a night out on a regular or occasional basis) was significantly more common among Increasing and Higher Risk drinkers (42%) than among Sensible drinkers (27%). Within both groups it was those aged 18 to 34 who were most likely to pre-load, with the younger Increasing and Higher Risk drinkers by far the most likely to do so overall, significantly more so than any other group. Forty-seven per cent of Sensible drinkers aged 18 to 34 and 68% of Increasing and Higher Risk drinkers aged 18 to 34 said they pre-loaded regularly or occasionally (compared to 20% of Sensible drinkers aged 35+ and 32% Increasing and Higher Risk drinkers aged 35+).
- The types of alcohol consumed by drinkers over the past seven days (either in-home or while out) were most commonly (in descending order) wine; draught beer, lager or cider; spirits; and bottled beer, lager or cider. This pattern was common to both Sensible and Increasing and Higher Risk drinkers. Pre-mixed bottled drinks were not widely drunk by either group overall (3% of Sensible drinkers and 6% of Increasing and Higher Risk drinkers), but were drunk by 19% of Increasing and Higher Risk drinkers aged 18 to 34, significantly more than any other group.

- Looking at alcohol bought for home consumption, Sensible drinkers and Increasing and Higher Risk drinkers were equally likely to buy wine and beer, but the Increasing and Higher Risk drinkers were significantly more likely to buy spirits and liqueurs (39% of Sensible drinkers and 47% of Increasing and Higher Risk drinkers bought these). Increasing and Higher Risk drinkers aged 18 to 34 were particularly likely to buy spirits to drink at home (59%).
- Generally, Sensible and Increasing and Higher Risk drinkers were similar in the types of brands they chose for home consumption, most commonly brands they had tried before, but also often high-quality brands or brands on special offer. However, Increasing and Higher Risk drinkers were significantly more likely to buy brands on special offer (57% compared to 42% of Sensible drinkers).
- Both Sensible and Increasing and Higher Risk drinkers bought alcohol for consumption at home predominantly from supermarkets, but the Increasing and Higher Risk drinkers also bought from off-licences (25%) and corner shops (23%) to a greater extent than Sensible drinkers (20% and 18% respectively). Buying from off-licences and corner shops was particularly common among the Increasing and Higher Risk drinkers aged 18 to 34 (36% used off-licences and 37% corner shops).
- Slightly more Increasing and Higher Risk drinkers than Sensible drinkers said they had witnessed any alcohol-related crime and disorder in the last 12 months (68% compared to 63% for Sensible drinkers). Increasing and Higher Risk drinkers aged 18 to 34, however, were significantly more likely to have witnessed this problem side of drinking than any other drinker group (93% of them had witnessed alcohol-related crime and disorder compared to 58% among the Increasing and Higher Risk drinkers aged 35+, 78% for Sensible drinkers aged 18 to 34 and 58% for Sensible drinkers aged 35+).
- Twice as many Increasing and Higher Risk drinkers (18%) as Sensible drinkers (9%) admitted to having engaged in any alcohol-related crime or disorder in the past 12 months. Among both groups, it was those aged 18 to 34 who were significantly more likely to have done so. Twenty-three per cent of Sensible drinkers aged 18 to 34 (26 respondents) and 39% of Increasing and Higher Risk drinkers aged 18 to 34 (28 respondents) said they had engaged in any alcohol-related crime or disorder (compared to 9% of Increasing and Higher Risk drinkers aged 35+ (15 respondents) and 4% of Sensible drinkers aged 35+ (14 respondents)). Although the younger drinkers in both groups are most likely to engage in this type of problem behaviour, it is particularly the younger Increasing and Higher Risk drinkers who are involved. Therefore, government intervention may need to focus particularly on the Increasing and Higher Risk drinkers aged 18 to 34, with the Sensible drinkers aged 18 to 34 targeted as a 'secondary' audience.
- Even among the Increasing and Higher Risk drinkers aged 18 to 34, (admitting to) engaging in alcohol-related crime and disorder was by no means universal, so any pricing

intervention, even if targeted at this core group, will still also affect high proportions of more responsible drinkers whose behaviour (at least in terms of alcohol-related crime and disorder) is not a concern. Those most affected in this way would likely be Increasing and Higher Risk drinkers aged 35+ since their purchase behaviour is broadly similar to that of the Increasing and Higher Risk drinkers aged 18 to 34. Both groups bought wine, beer and spirits to consume at home, and had a varied purchase repertoire, buying both premium and cheaper or special offer alcohol. Both groups shop mainly in supermarkets, but also relatively regularly in off-licences and corner shops.

### **What are the societal views associated with drinking alcohol?**

- Most of the total sample believed it was wrong to get drunk regularly (82%), and only a minority agreed that drinking was an important part of their social life (28%). Opinions about whether drinking is an important part of our culture were polarised (50% agreed and 41% disagreed). Males and those aged 18 to 24 were the most likely to agree that drinking is an important part of their social life and that there is nothing wrong with getting drunk regularly, and males were also more likely than females to believe that drinking is an important part of our culture.
- Increasing and Higher Risk drinkers were significantly more likely than Sensible drinkers to regard drinking as an important part of our culture (72% and 54% respectively) and as an important part of their social life (61% and 30%), though both groups were equally unlikely to agree that there is nothing wrong with regularly getting drunk (19% and 14%). Within both drinker groups, but particularly the Increasing and Higher Risk group, the 18–34s were significantly more likely to believe there is nothing wrong with regularly getting drunk than older respondents – 36% of Increasing and Higher Risk drinkers aged 18 to 34 agreed, 24% of Sensible drinkers aged 18 to 34, 12% of Increasing and Higher Risk drinkers aged 35+ and 11% of Sensible drinkers aged 35+. These views are, perhaps, generational and suggest that as well as aiming pricing interventions to tackle the drinking behaviour of younger drinkers, there may be a need to influence attitudes as to the acceptability of regularly getting drunk.
- Across the total drinker sample, those who had engaged in alcohol-related crime and disorder in the past 12 months were also significantly more likely to agree there is nothing wrong with regularly getting drunk (33% vs. 12% of those who had not engaged in such behaviour).

### **What are the perceptions of a link between alcohol and crime and disorder?**

- A majority of the total sample (65%) agreed with the statement that ‘the amount people drink in this country is out of control’, although most (71%) also agreed that problem drinking is carried out by a minority. Overall, Sensible and Increasing and Higher Risk drinkers were equally likely to agree that the amount people drink is out of control, but within the Increasing and Higher Risk group, it was those aged 18 to 34 who were significantly more likely to believe that drinking is out of control (69% compared to 50% of

those aged 35+ in this drinker category). Overall, Increasing and Higher Risk drinkers aged 18 to 34 were the most likely to have been exposed to alcohol-related crime and disorder (93% had witnessed such behaviour in the last 12 months, compared to 78% of Sensible drinkers aged 18 to 34 and 58% of those aged 35+ in each drinker category). It is perhaps this exposure to negative alcohol behaviours that accounts for their stronger feelings on the issue. Increasing and Higher Risk drinkers, regardless of age, were significantly more likely to agree drinking is out of control if they had also been exposed to alcohol-related crime and disorder in the last year (58% of those in the Increasing and Higher Risk group who had witnessed alcohol-related crime and disorder agreed drinking levels are out of control, compared to 47% of those in the group who had not been exposed to such behaviour).

- The majority of all drinkers agreed that problem drinking is carried out by a minority and most people are sensible drinkers (75%). Among both Sensible drinkers and Increasing and Higher Risk drinkers, those aged 35+ were more likely than those aged 18–34 to regard the issue as a minority problem (although the difference was only significant for the Increasing and Higher Risk group). This is perhaps in part because drinkers aged 35+ were less likely than those aged 18–34 to have witnessed alcohol-related crime and disorder in the past year. In addition, the qualitative findings showed that older respondents (typically aged 40+) believe that young people today behave far less responsibly when drunk than they themselves did when they were young, so when drinkers aged 35+ talk about a minority of problem drinkers, they could be referring particularly to young people.
- Almost universally across all types of drinker, alcohol was seen as contributing to levels of crime and anti-social behaviour, as well as to the nation's health problems. Cheap alcohol was more likely to be thought to contribute to levels of crime and levels of anti-social behaviour than alcohol in general. The qualitative research, however, showed a perception that it is not alcohol alone that contributes towards crime and anti-social behaviour, but also other factors such as a lack of education and parental control.

### **Is there support for government intervention?**

- A majority (65%) agreed that the Government needs to take action to stop people drinking too much, but there was also high agreement (57%) that how much you drink is a personal choice and the Government shouldn't interfere. Support for government intervention declined with increasing levels of alcohol consumption – 75% of non-drinkers felt the Government needs to take action, compared to 62% of all drinkers, 63% of Sensible drinkers and 53% of Increasing and Higher Risk drinkers. Around one in four respondents in each sample group agreed both that the Government needs to take action to stop people drinking too much AND that how much you drink is a personal choice and the Government should not interfere. This seemingly conflicting view might be interpreted as a feeling that the problem-drinking minority needs to be tackled by the Government but responsible drinkers (like them) should be left alone, and might suggest



broad support for intervention, but also a reluctance for intervention to affect them personally. A similar degree of internal conflict was evident among the qualitative respondents, who felt that particular types of drinking and drinking behaviour should be tackled, but did not think this needed to be applied to their own behaviour.

### Is there support for an alcohol price increase?

- There were polarised reactions to a potential increase in the price of alcohol in supermarkets, off-licences and convenience stores to address alcohol-related crime and disorder. Almost half of all drinkers (46%) claimed that 'I would support an increase in the price of alcohol in these stores' (regardless of a link being shown between cheap alcohol and levels of crime and anti-social behaviour, since this statement did not include the caveat of any link being shown). However, almost the same proportion (47%) disagreed. A price rise in general was supported by significantly more Sensible drinkers (45%) than Increasing and Higher Risk drinkers (38%). Among both drinker categories, those aged 18 to 34 were less likely to agree with a price rise than those aged 35+ were. The lowest level of support was found among Increasing and Higher Risk drinkers aged 18 to 34 (27%), suggesting these younger heavier drinkers might be less accepting of alcohol interventions overall.
- There was higher agreement among drinkers that, if a link could be proved between cheap alcohol and levels of crime and anti-social behaviour, then they would be prepared to pay more for alcohol in stores. Sixty-eight per cent of all drinkers said they would support an increase if a link could be proved. There was little difference between the drinker groups in levels of support for a price increase if a link could be proved between cheap alcohol and levels of crime and anti-social behaviour.
- Although there was higher support for an evidence-based pricing intervention (with two-thirds supporting a price increase if a link is proved but under half supporting a price increase in general), the success of a connection between the price of alcohol and crime and disorder being proved and believed will be important in winning public support for pricing interventions. While the vast majority of respondents agreed that alcohol contributes to levels of crime in this country (90% agreed) and to levels of anti-social behaviour (97%), views about the potential impact of any price increase on crime and anti-social behaviour were polarised, suggesting that many do not currently see price increases as an effective mechanism to address the problems caused by alcohol. Only half (51%) of the total sample agreed that price increases would help reduce anti-social behaviour while 43% disagreed. Similarly, 44% believed price increases would help reduce levels of crime, but 49% disagreed.
- Non-drinkers were more likely than drinkers to agree that raising alcohol prices would help reduce crime and anti-social behaviour (59% of non-drinkers agreed anti-social behaviour would be reduced and 51% that crime would be reduced, compared to 48% and 41% of drinkers respectively). Among drinkers, there was little difference between

Sensible drinkers and Increasing and Higher Risk drinkers overall, or between younger and older Sensible drinkers, but the Increasing and Higher Risk drinkers aged 18 to 34 were less likely than other groups to believe increasing prices would reduce levels of crime (31%) or anti-social behaviour (36%).

- Those who had witnessed alcohol-related crime and disorder were more likely to think crime and anti-social behaviour could be addressed by raising the price of alcohol than those who had not (46% of those who had witnessed such behaviour agreed increasing prices would help reduce crime and 53% anti-social behaviour, compared to 39% and 47% respectively of those who had not seen such behaviour). Additionally, witnesses of alcohol-related crime and disorder would be more likely to be prepared to pay more for alcohol if a link was proved between cheap alcohol and these behaviours (70% compared to 65% for those who had not witnessed this type of behaviour).
- However, those who had engaged in alcohol-related crime and disorder in the past year (110 respondents) were less likely than those who had not to believe raising the price of alcohol would help reduce alcohol-related crime and anti-social behaviour. Thirty per cent of those who had engaged in alcohol-related crime and disorder agreed price increases would help reduce crime and 44% anti-social behaviour, compared to 45% and 51% respectively of those who had not engaged in this behaviour.
- Non-drinkers (64%) were significantly more likely than drinkers (40%) to agree that all drinkers have a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder. Among drinkers, agreement was higher among Sensible drinkers (40%) than Increasing and Higher Risk drinkers (32%)
- Regression analysis demonstrates that if respondents believed that drinking was 'out of control' in this country, there was also a greater belief that the Government needs to take action to stop people drinking too much. Additionally, there was a strong relationship between believing drinking is out of control and the belief that all drinkers have a responsibility to pay more for alcohol to address alcohol-related crime and disorder. Non-drinkers were more likely than drinkers to agree with all of these statements (78% vs. 60% that drinking is out of control, 75% vs. 62% that the Government needs to take action to stop people drinking too much, and 64% vs. 40% that all drinkers should pay more for alcohol to address the problems it causes). As may be expected, drinkers, who would be affected by any alcohol price increases, were less in favour of these concepts overall.

### **How would alcohol-pricing intervention affect drinking behaviour?**

- Respondents displayed a degree of doubt about the likely impact of pricing interventions on drinking levels. Over half (55%) of the total sample felt that raising alcohol prices would not make any difference to the UK's drinking levels, while 38% disagreed, and felt that increased prices would have an impact. The youngest respondents, those aged 18

to 24, were most likely to feel that price increases would have no impact (63% agreed compared to 57% or less of each other age group).

- Few drinkers claimed they personally would drink less if the price of alcohol was raised, with one in five (19%) agreeing at all and only 8% agreeing strongly that raising the price of alcohol would make them drink less. Similar proportions of Increasing and Higher Risk (17%) and Sensible drinkers (19%) agreed at all that they would drink less if alcohol prices were increased, but Increasing and Higher Risk drinkers were significantly less likely to agree strongly than Sensible drinkers were (3% and 8% respectively).
- When drinkers' responses to possible price interventions were measured, there was little variation in reactions by the different drinker types. Of all beer and wine drinkers, if the cost of a pack of beer or bottle of wine was increased by more than £2, 23% said they would drink a lot less at home, but only 8% would drink a lot less as the result of an increase of 51p–£2, and 1% for an increase of up to 50p. *It should be noted that the pricing scale used was intended to provide an indicative picture of the approximate levels of price increase that might be effective in influencing drinking levels, rather than to provide any absolute measure of the most appropriate price rise.*
- The interventions (minimum price per unit of alcohol, taxation, and ban on low-cost selling) were introduced in the qualitative research only and were generally understood by respondents. However, as alcohol pricing was felt to be only part of the solution to tackling alcohol-related crime and disorder, along with other factors such as education or other social interventions, the proposed pricing mechanisms were met with some cynicism. In addition, there was a conflict between respondents' belief that only large price increases would have an impact, and reluctance for them to be subject to such price increases themselves.
- From the quantitative survey, there was a degree of scepticism around price increases, with almost three in four drinkers and non-drinkers (74% and 70% respectively) agreeing that raising the price of alcohol is just another way of increasing taxes. This was consistent with the qualitative research, where respondents also displayed scepticism, believing that pricing increases would benefit the government tax revenues rather than deterring problem drinkers. However, qualitative research also showed that if revenue generated from tax increases could be clearly shown to be being put to good use, such as being directed to the NHS, there would be more support. In the quantitative research the NHS was seen as the most appropriate benefactor of any additional tax revenues generated from price interventions.

## 4. Main Findings

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### 4.1 Introduction

These detailed findings look at the overall picture of adults aged 18 years and over in England and Wales. The report looks at all drinkers, but focuses on specific drinker groups, defined by the Department of Health as Sensible, Increasing Risk and Higher Risk drinkers<sup>1</sup>. *It should be noted, however, that the base of Higher Risk drinkers in the total sample was too small for separate analysis (41 respondents) so the Increasing Risk and Higher Risk drinker groups have been combined and analysed together throughout this report.*

Key driver analysis shows that the strongest correlation with carrying out alcohol-related crime and disorder, and so the greatest predictor of behaviour, is drinking at the Higher Risk level. Additionally, younger adults aged 18 to 34, specifically those without children, also correlate strongly with engagement in alcohol-related crime and disorder. Because of these correlations, and also because a higher proportion of Increasing and Higher Risk drinkers aged 18 to 34 than any other group admitted to engaging in alcohol-related crime and disorder<sup>2</sup>, we have examined Increasing and Higher Risk drinkers aged 18 to 34 as a distinct group in this report, to determine what their attitudes and behavioural reactions would be to a pricing intervention. *However, it should be borne in mind that the base size for the group was low (88 respondents). Furthermore, throughout this report, it should be noted that the proportions of each drinker group admitting to engaging in alcohol-related crime and disorder are based on claimed behaviour so there may be a degree of under-reporting in results.*

The report also presents findings on the potential impact alcohol-pricing interventions would have on other drinkers within the population (older Increasing and Higher Risk drinkers and Sensible drinkers) who may not be the main target of approaches aiming to reduce alcohol-related crime and disorder.

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<sup>1</sup> See page 5 for a definition of each drinker group.

<sup>2</sup> Engagers with alcohol-related crime and disorder were defined as those that admitted to carrying out some form of behaviour during or after drinking in the last 12 months. The behaviours measured were getting into an argument, having a fight, behaving aggressively towards others, vomited in public, urinated in public, caused damage to properties/cars etc., taken drugs, been rowdy and caused a nuisance. It should be noted that, since behaviour is claimed, there may be a degree of under-reporting in results.

## 4.2 Drinker characteristics and behaviour

This section looks at the total drinkers sample overall and the key drinker types within it: Sensible drinkers and Increasing and Higher Risk drinkers. We also look at differences within the Sensible and the Increasing and Higher Risk drinker groups by age, comparing those aged 18 to 34 with those aged 35+. This aims to provide a portrait of each group to understand their demographic profile, their drinking behaviour and attitudes, as well as their behaviour with regards to alcohol-related crime and disorder. The 18-to-34-year-old age group was selected as a separate group for analysis purposes because, as noted above, key driver analysis showed that age is a strong predictor of engagement in alcohol-related crime and disorder. Furthermore, among the Increasing and Higher Risk drinkers, it was particularly those aged 18 to 34 who admitted to engaging in alcohol-related crime and disorder.

In order to classify respondents who had drunk any alcohol in the past week into the different drinker groups, it was necessary to understand how many units of alcohol each respondent had consumed in the past week. Research shows that a high proportion of people are not able to correctly identify how many units of alcohol they consume. Therefore, to try and reduce inaccuracy, rather than ask respondents to tell us the number of units they had consumed, they were asked the number of drinks of various types of alcohol they had consumed in the last seven days (pints of beer, lager or cider, bottles of beer, lager, cider or pre-mixed drinks, large and small glasses of wine, glasses of sherry/port, and measures of spirits or liqueurs). This information was used to make an estimation of the number of units. Respondents were then grouped according to gender into the Department of Health categories: 'Sensible', 'Increasing Risk' and 'Higher Risk' drinkers<sup>1</sup>. Although not entirely accurate, this approach was felt to be the best approach to quantifying alcohol consumption. *It should be noted that, since volumes are estimates based on claimed consumption, there may be a degree of under-reporting in results.* All drinkers were also asked if they pre-loaded over the past 12 months (regularly or occasionally), which was defined as having a drink at home or a friend's home before going to pubs, bars or clubs.

An understanding of purchase behaviour was also measured by asking the types of drink drinkers were most likely to choose and where they buy these from.<sup>2</sup>

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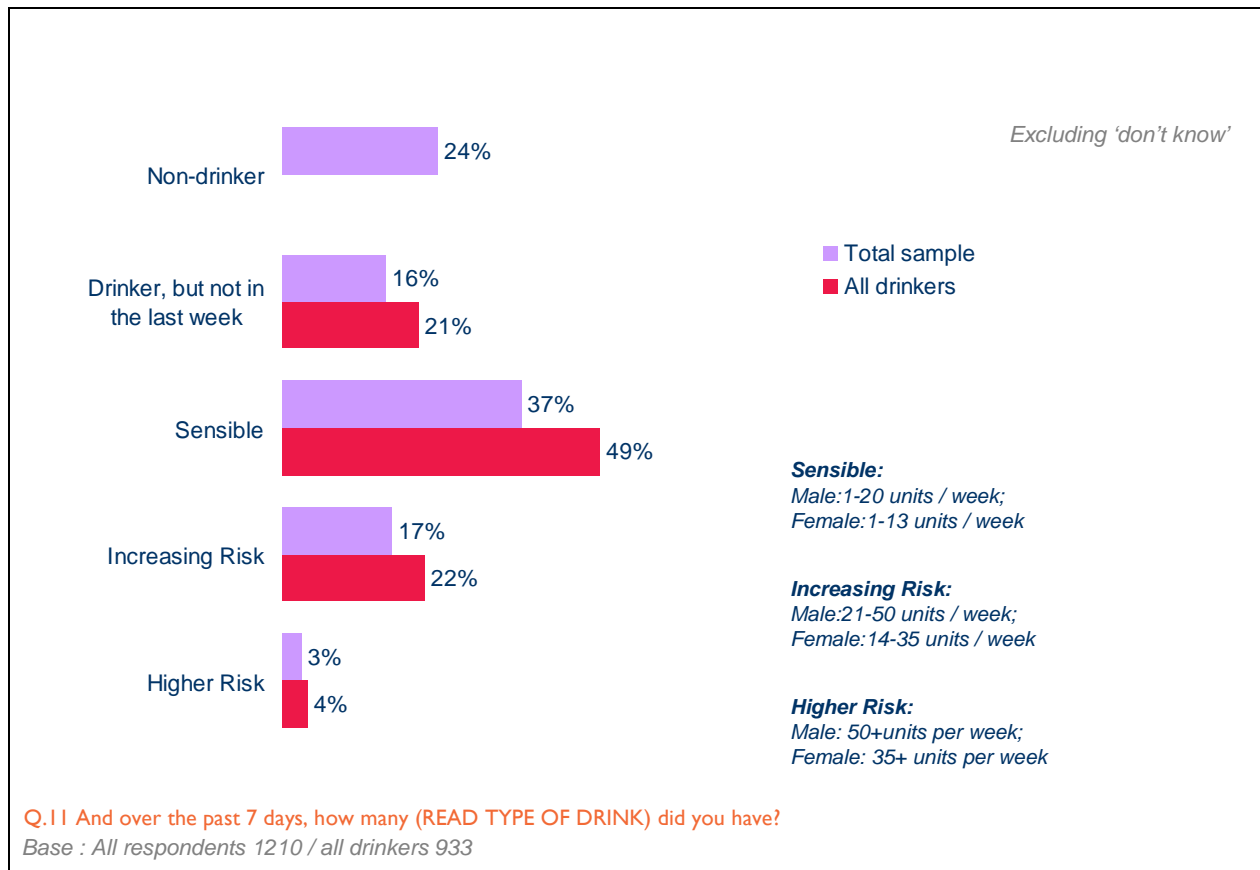
<sup>1</sup> See page 5 for a definition of each drinker group.

<sup>2</sup> Types of drink were brands tried before and know you like, brands which are on special offer, the brands which are the cheapest, own-label brands, high-quality brands. Purchase points were supermarkets, off-licences, corner shop or general store, petrol station, online, belong to a club that delivers, a wine merchant or somewhere else.

## All drinkers

- Overall, the quantitative research confirmed a widespread incidence and high frequency of alcohol consumption. Three-quarters (76%) of the total sample said they ever drank alcohol, either at home, at someone else's home or when they were out. Just over half (53%) said they drank at least once a week, with 8% drinking almost every day (six or seven days per week). As shown in Figure 1, of the total sample, the proportion falling into each drinking group was: almost two-fifths (37%) defined as Sensible drinkers, a fifth (17%) defined as Increasing Risk and just 3% as Higher Risk drinkers. The remaining respondents (16%) were drinkers who had not drunk alcohol in the past week. Among drinkers, the proportion falling into each category were Sensible 49%, Increasing Risk 22%, Higher Risk 4% and drinkers but not in the past week 21%. As noted earlier, Increasing and Higher Risk drinkers aged 18 to 34 were highlighted as a specific sub-group of interest, because of their high correlation with carrying out alcohol-related crime and disorder. *Where appropriate, these respondents are analysed separately throughout this report, but it should be noted that they were a small group, representing only 8% of all drinkers and 6% of the total survey sample (88 respondents).*

**Figure 1: Levels of alcohol consumption over past seven days**

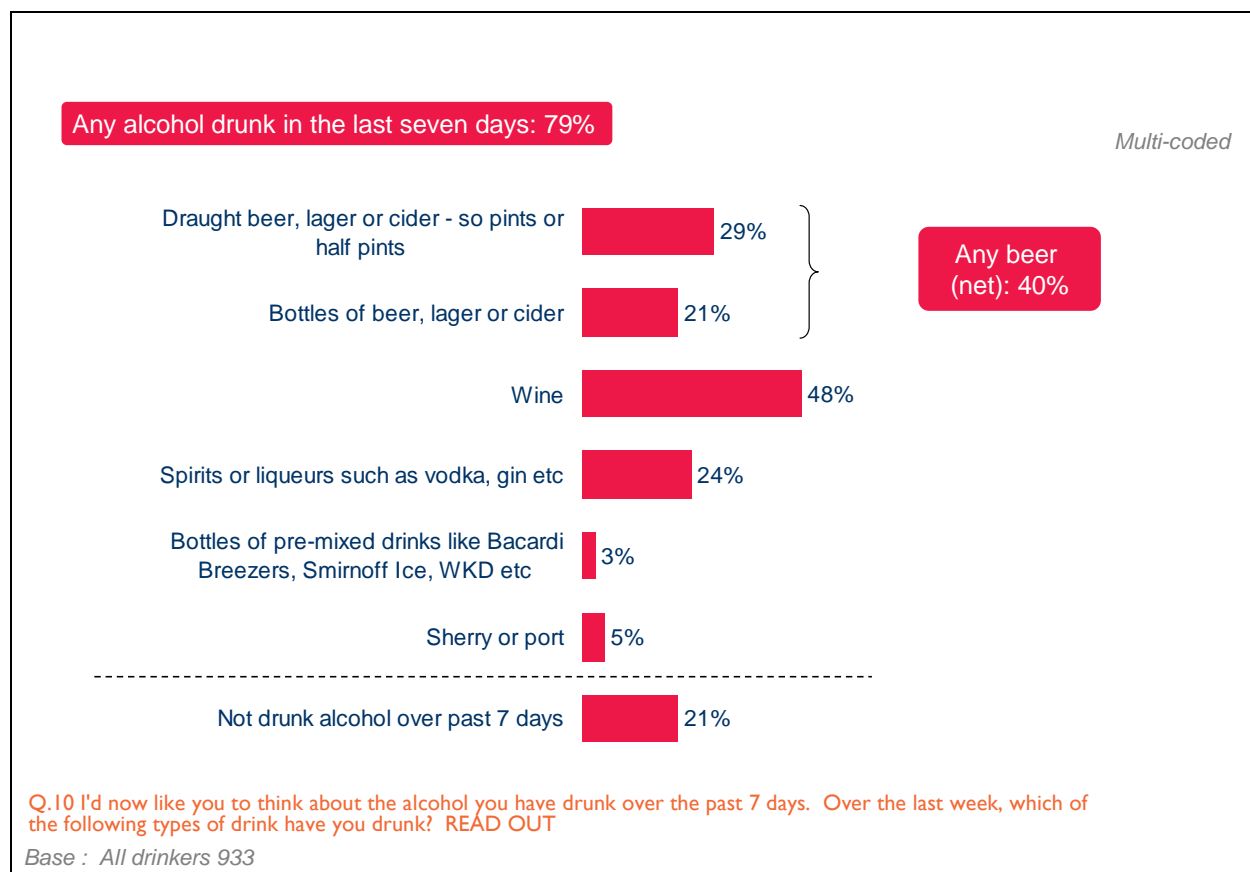


- Pre-loading behaviour (defined as regularly or occasionally drinking at home before going for a night out) was evident across all types of drinkers. Overall, one-third (31%) of drinkers claimed that they had consumed alcohol at home before a night out in the past

12 months, either occasionally or regularly (7% of drinkers stated that they did so regularly, and 25% more occasionally). Those who had pre-loaded either occasionally or regularly were asked to indicate their level of drinking at home before going for a night out. Over three-quarters (78%) claimed to have just one or two drinks, with 26% having a few drinks but not enough to get drunk. Only 6% said they ever drank enough to get really drunk before going out (it should be noted that this question was multi-coded). Since these figures are based on admitted-to behaviour there may be a degree of under-reporting in the results.

- All drinkers were asked what types of alcohol, from a prompted list, they had drunk over the past seven days. Four in five drinkers (79%) said that they had drunk at least some alcohol in the past seven days. The most popular type of alcohol drunk was wine (48%), followed by bottled or draft beer (40%) and then spirits or liqueurs (24%).

**Figure 2: Types of alcohol drunk in last seven days (at home or out)**



- Almost all drinkers (91%) said that they ever drank alcohol at home or someone else's home, with three in five drinkers (58%) consuming alcohol at home at least once a week (21% once a week, 21% two to three days a week, 8% four to five days a week and 9% almost every day – six or seven days per week). Drinkers in social grades AB were particularly likely to drink alcohol at home (96% compared to 90% or less of drinkers in other social grades).

- The qualitative research revealed the key motivations for drinking in home (as opposed to going out to a pub, bar or restaurant) were that primarily, in-home drinking offers a relaxed, private environment with no external ‘stresses’ (e.g. other people’s annoying behaviour or not having to drive or pay for a cab home). Cost savings were also cited as a key motivator to drink at home for all groups regardless of age or social grade, as it is generally considered cheaper to drink in the home than at a pub or club.

*“You’ve got to (drink at home)... otherwise you couldn’t afford it, especially the prices you pay in town”* – Infrequent at-home drinker, male, 25–39, Socio-Economic Group BC1, Newcastle

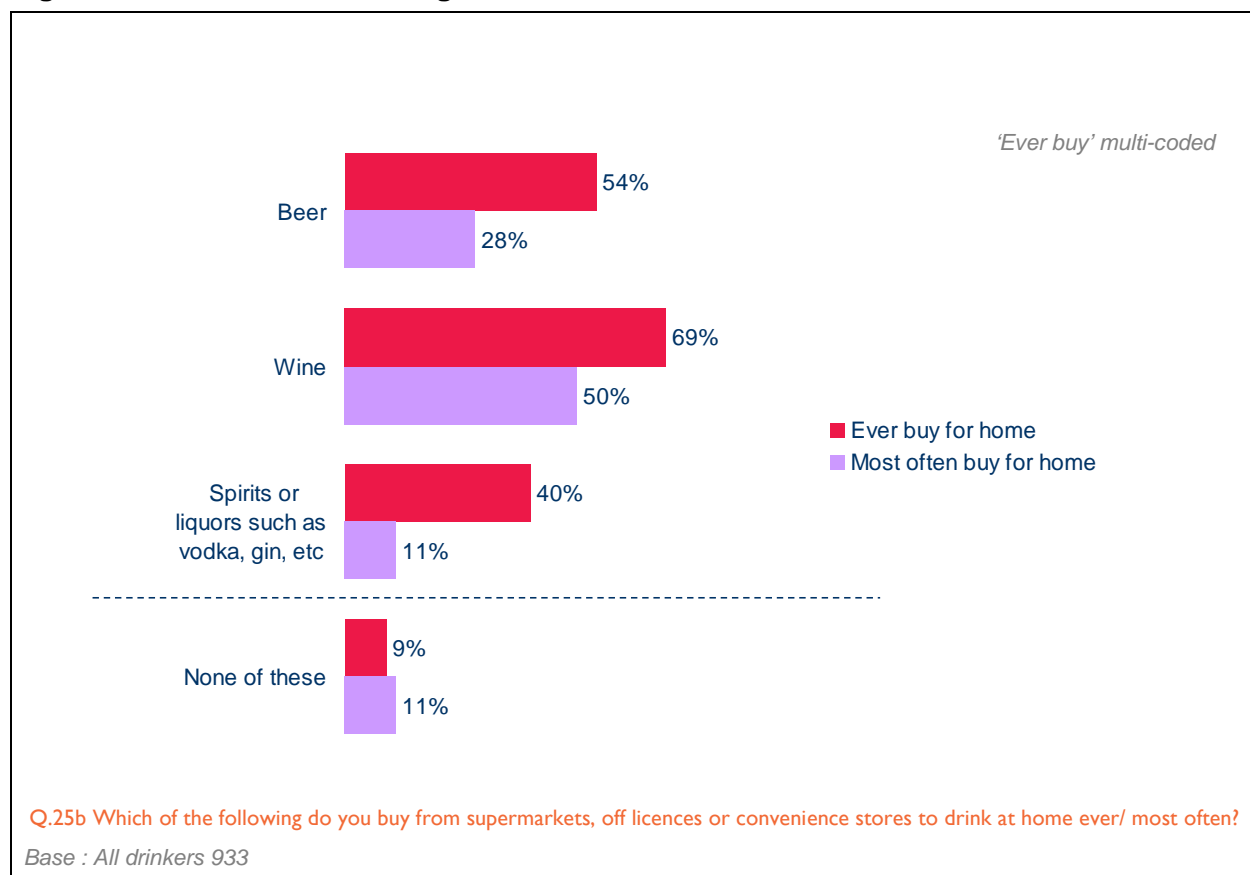
- The qualitative research also revealed there were some perceived disadvantages to drinking at home, although these were minimal and were far outweighed by the positive aspects of in-home drinking. Some parents had concerns about drinking too much in front of their children and setting a bad example (although some thought that drinking responsibly in front of children was acceptable as it would remove some of the ‘mystery’ of alcohol).

*“I would never allow my kids to see me drunk ... they have seen me have a glass but never drunk”* – Frequent at-home drinker, female, 25–39, Socio-Economic Group C2D, Bridgend

- In the quantitative research, those who drank alcohol at home were asked what types of alcohol they chose to drink at home. Most (83%) indicated that they chose brands that they had tried before and liked. Half (51%) claimed that they drank high-quality brands, and a similar proportion (46%) said they drank brands which were on special offer. A minority said that they drank own-label brands (18%) or the brands that were the cheapest (13%). Own-label and the cheapest brands were slightly more likely to be bought by those who bought spirits to drink at home, (14% of spirits drinkers bought the cheapest brands and 20% own-label, compared to 11% and 18% respectively among beer purchasers and 12% and 15% for those buying wine), though differences were not significant. Among all drinkers, it was those at the youngest and oldest ends of the age spectrum, who are perhaps the most price sensitive, who were most likely to select the cheapest brands – 18% of drinkers aged 18 to 24 and 17% of those aged 55+ selected the cheapest brands, compared to only 9% of those aged 25–54. Brands on special offer were particularly likely to attract the youngest drinkers, but held less appeal for older drinkers (53% of 18- to 24-year-old drinkers said they bought these, compared to 46% of those aged 25–64 and only 37% of drinkers aged 65+).
- Those drinking at home were asked what types of drinks they purchased for home consumption in general, and what they purchased most often. Wine was most commonly bought by home drinkers (69% ever bought wine and 50% bought wine most often), followed by beer (54% ever bought, 28% most often), then spirits (40% ever bought, 11% most often).

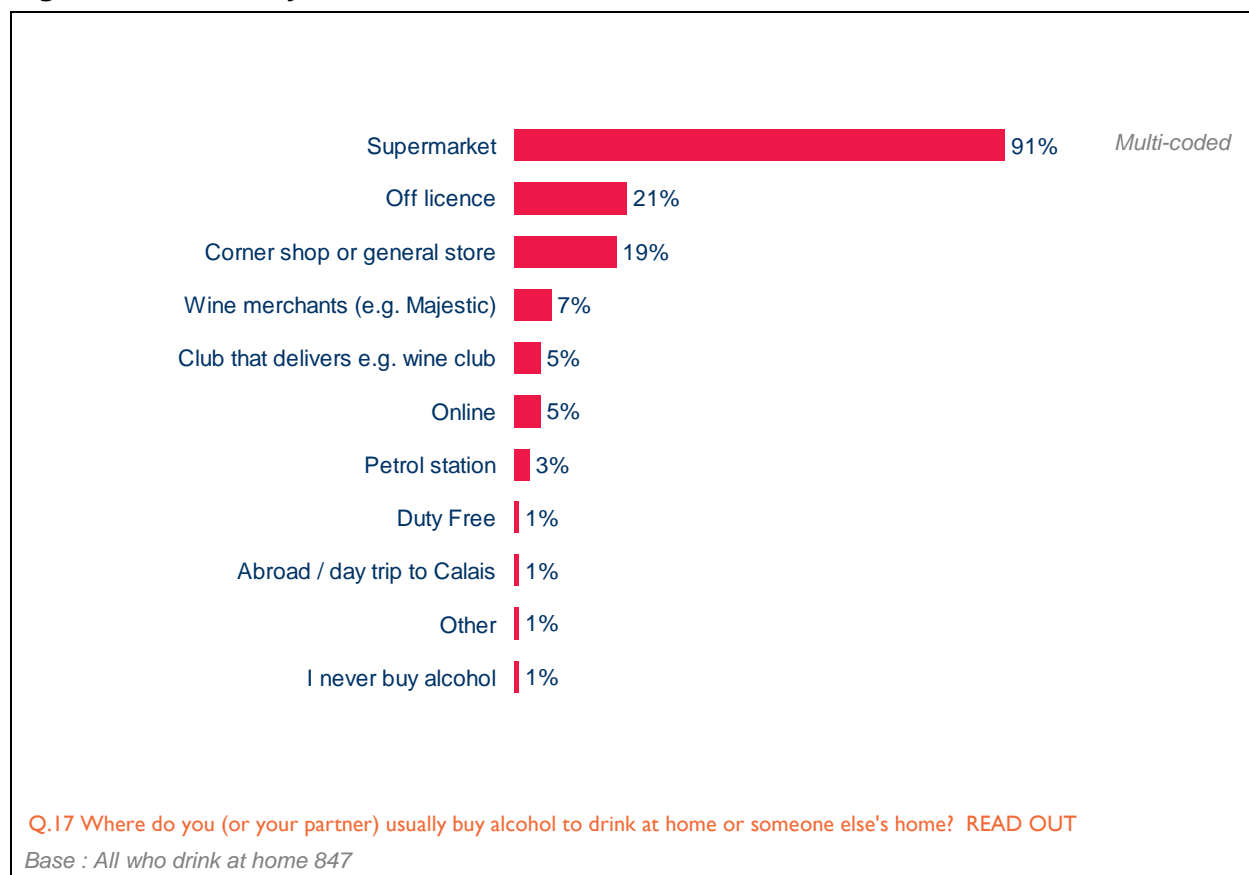


**Figure 3: What alcohol is bought to drink at home ever/most often**



- Comparing the types of alcohol bought to drink at home with the types consumed in the last seven days, either when at home or out, wine had been consumed by 48% of drinkers in the last week, similar to the proportion who bought wine most often for home (50%), but beer (40% drank in the past week, 28% bought most often for home) and spirits or liqueurs (24% drank in the past week, 11% bought most often for home) were drunk by more respondents than bought them most often for home consumption, suggesting the latter two drink categories are drunk more out of home.
- In terms of where home drinkers (or their partner), usually buy alcohol to drink in the home, the most common place of purchase was the supermarket (91%), followed by an off-licence (21%), corner shop (19%), and wine merchants (7%). Other sources were each used by 5% or fewer.

**Figure 4: Where buy alcohol to drink at home**



- The qualitative research highlighted that attitudes towards alcohol consumption are in part driven by lifecycle, and that 'normal' drinking behaviour may change depending on age and family circumstance.
  - 18- to 24-year-olds who do not have children or demanding or responsible jobs tended to demonstrate a more carefree, less responsible attitude towards drinking, particularly at the younger end of this age bracket. The absence of any major responsibilities enables them to consume alcohol and get drunk several times a week, and they see nothing wrong with doing so.
  - Some respondents in this age group were starting to 'settle down' – they may have small children, have more demanding or responsible jobs and may be saving for a house. This means they have curbed their drinking and do not get drunk as frequently as they used to.
  - Those aged 25 to 39 years said they were becoming more responsible, potentially having taken on some financial commitments or started a family, and their focus was more on the future than self-indulgence today.
  - Respondents aged 40 years or more tended to be more established, potentially more financially secure and may have children. Their financial security means they can be more selective about the quality of what they are drinking, and they

are not driven to pre-load for money-saving purposes. The presence of children, however, can impact on drinking behaviour, with respondents claiming to drink less because they do not want to set a bad example, but also because they want to remain 'on the ball' as young children demand them to get up early, or in case they have to deal with a family emergency or suddenly drive somewhere.

- Older respondents whose children had left home, however, claimed they were now enjoying drinking alcohol on a more regular basis, now they were free of the responsibility of childcare. This older age group also appeared most likely to comment on the health risks of excessive alcohol consumption, and as a result appeared less likely to indulge in excessive drinking sessions (in the way they claimed they had done when younger).

*"I never drank when the kids were little but as the kids have got older I drink more than I ever did!"* – Infrequent at-home drinker, female, 40+, Socio-Economic Group BC1, Cheam

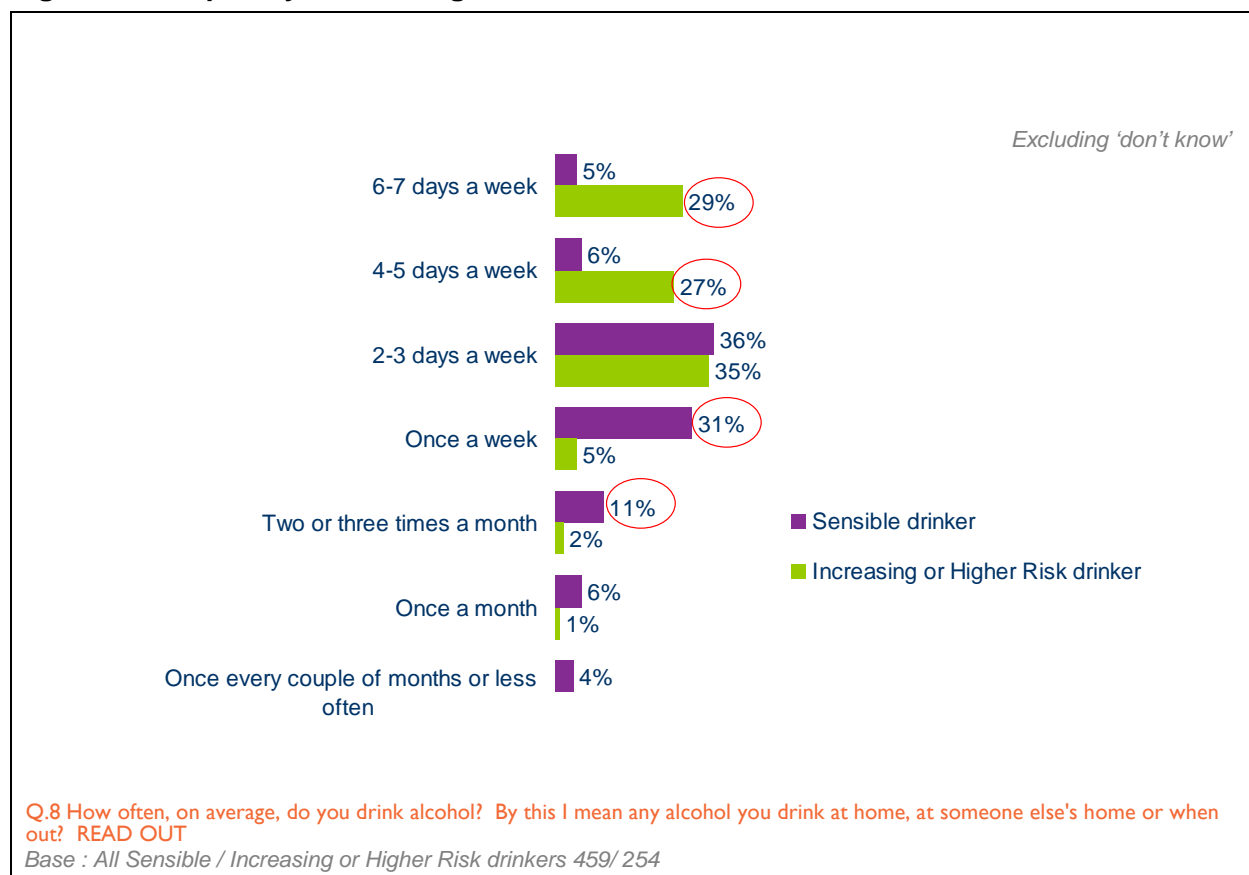
*"I think as you get older, you're more conscious about illnesses and heart disease"* – Frequent at-home drinker, 40+, Socio-Economic Group C2D, London

- Within the quantitative survey, two-thirds of both the total sample (67%) and all drinkers (67%) said they had witnessed any alcohol-related crime and disorder over the past 12 months. Among drinkers, only one in ten (10%) said they had engaged in such behaviour in the last 12 months. Engaging in alcohol-related crime and disorder was more common among males (14%) than females (7%), those in social grades DE (14% compared to 8%–11% among the other social grades), and the younger respondents (28% of 18–24s, 22% of 25–34s, 12% of 35–44s and 2% of those aged 45+). *Again, it should be borne in mind that there may be a degree of under-reporting in results, since figures are based on admitted-to behaviour.*

### Sensible drinkers

- Sensible drinkers were defined as males drinking 1–20 units of alcohol per week, and females drinking 1–13 units of alcohol per week. In the quantitative research this group made up 37% of the total sample and 49% of all drinkers.
- Sensible drinkers were equally likely to be male as female (both 50%) with a broad spread by age (25% 18–34, 37% 35–54 and 37% aged 55+) and social grade (29% AB, 29% C1, 22% C2 and 21% DE).
- These more moderate drinkers drank alcohol less regularly than Increasing and Higher Risk drinkers did, tending to drink two to three days a week or less often. Only one in ten Sensible drinkers (11%) said they drank four or more times a week, compared to 56% of Increasing and Higher Risk drinkers. Two-thirds (67%) drank one to three days a week (40% for the Increasing and Higher Risk group), and one-fifth (21%) drank less often (4% for Increasing and Higher Risk drinkers).

**Figure 5: Frequency of drinking alcohol**



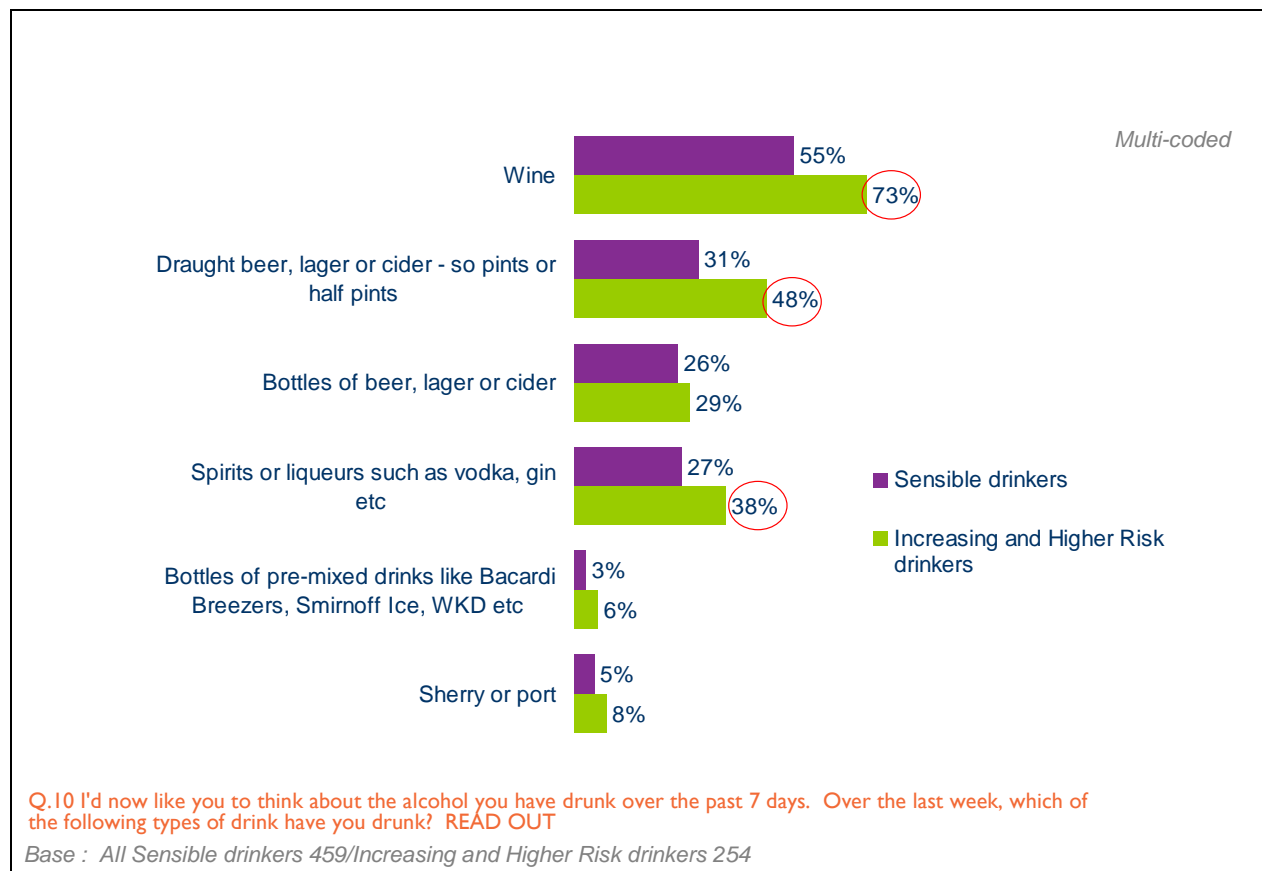
Sensible drinkers aged 35+ were significantly more frequent drinkers than 18-to-34-year-old Sensible drinkers – 51% of Sensible drinkers aged 35+ drank more than once a week compared to 37% of those aged 18 to 34. This might suggest a higher degree of binge drinking behaviour among the younger sample, since they drink alcohol in similar volumes to those aged 35+ (by definition, since they are in the same drinker category, which is itself defined by consumption level), but consume these volumes across fewer drinking occasions.

- One-quarter (27%) of Sensible drinkers had regularly or occasionally drunk alcohol at home before a night out in the last 12 months (pre-loading), significantly lower than the level among Increasing and Higher Risk drinkers (42%). However, this rose to 47% among 18-to-34-year-old Sensible drinkers, significantly higher than the 20% among Sensible drinkers aged 35+. Of those Sensible drinkers who pre-loaded, the vast majority (80%) said they just had one or two drinks before going out, while one in four (27%) had a few drinks but not enough to get really drunk, and only 4% had enough to get drunk before going out. Eighteen-to-thirty-four-year-old Sensible drinkers who pre-load were significantly more likely than those aged 35+ to have a few drinks before going out, but not enough to get really drunk (40% and 17% respectively), but few of them said they had enough to get drunk (6%, compared to 21% of Increasing and Higher Risk drinkers aged 18 to 34 who pre-load – this difference was not significant). *It should be noted that base sizes for these latter comparisons are small – 66 for Sensible drinkers*

aged 18–34 who pre-load, 65 for Sensible drinkers aged 35+ who pre-load and 59 for Increasing and Higher Risk drinkers aged 18–34 who pre-load.

- The types of drinks most widely consumed over the last seven days, either at home or out, by Sensible drinkers were: wine (55%), draught beer, lager or cider (31%), spirits (27%) and bottled beer, lager or cider (26%). This was similar to the pattern of consumption among Increasing and Higher Risk drinkers, although (with the exception of bottled beer, lager or cider, which Sensible and Increasing and Higher Risk drinkers were equally likely to consume) the proportion of Sensible drinkers consuming each type of drink was significantly lower compared to Increasing and Higher Risk drinkers, probably because of Sensible drinkers' lower drinking levels overall.

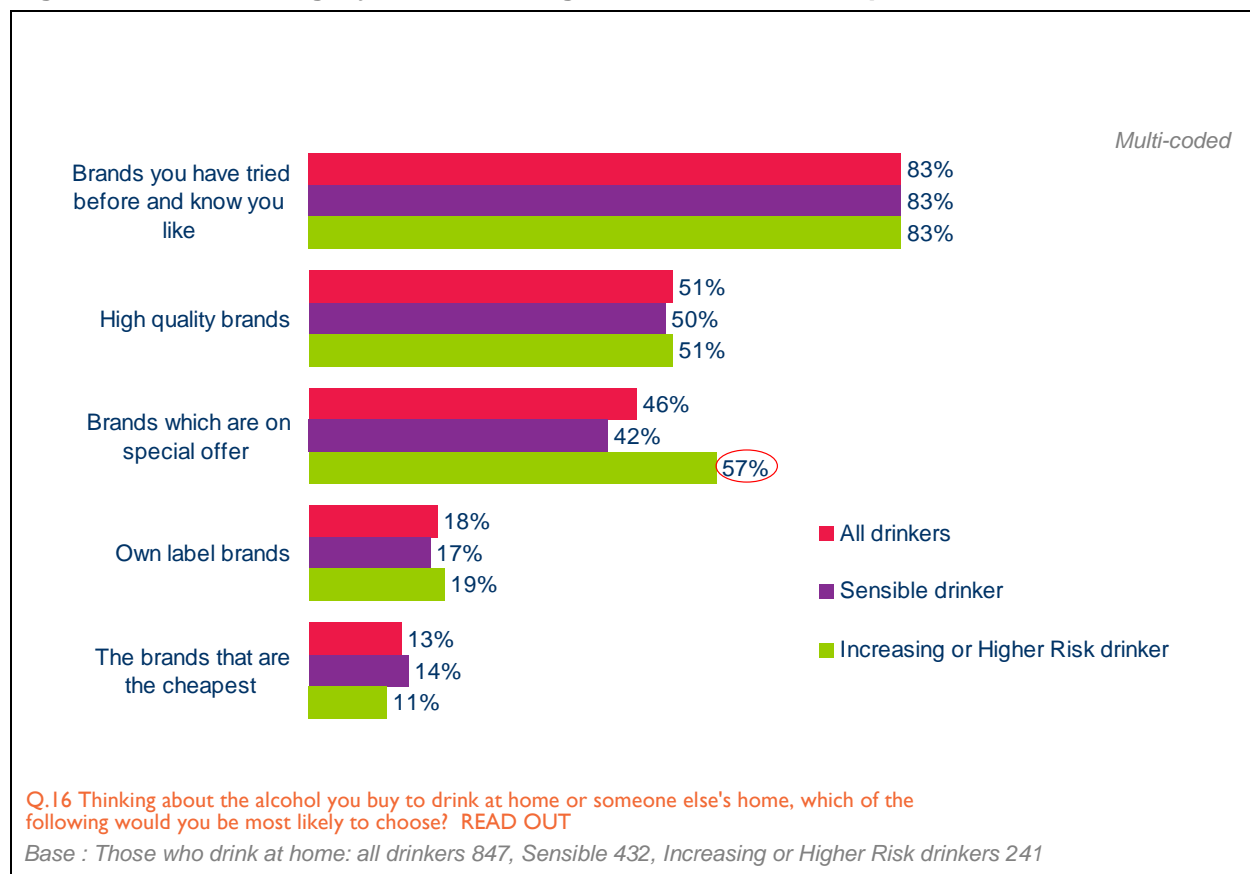
**Figure 6: Types of alcohol drunk in last seven days (at home or out)**



- Alcohol bought by Sensible drinkers for home consumption included wine (73%), beer (57%) and spirits or liqueurs (39%). Sensible drinkers were as likely as Increasing and Higher Risk drinkers to buy wine and beer for home consumption, but were significantly less likely to buy spirits and liqueurs (47% of Increasing and Higher Risk drinkers bought these for home consumption).
- The types of brands Sensible drinkers bought for home consumption were most likely to be brands tried before (83%), high-quality brands (50%) and then special-offer brands (42%). The purchase of special-offer brands by Sensible drinkers was significantly lower

than that by Increasing and Higher Risk drinkers (57%). Sensible drinkers mainly purchased from supermarkets (94%).

**Figure 7: Which category of drink bought for home consumption**



- Sixty-three per cent of Sensible drinkers said they had witnessed any alcohol-related crime or disorder in the past 12 months (68% for Increasing and Higher Risk drinkers). Just 9% of Sensible drinkers admitted to engaging in any alcohol-related crime and disorder in the last 12 months, significantly lower than the proportion of Increasing and Higher Risk drinkers who admitted to such behaviour (18%). However, similar to 18-to-34-year-old Increasing and Higher Risk drinkers, the younger Sensible drinkers were significantly more likely to have engaged in alcohol-related crime and disorder compared to older Sensible drinkers. One-quarter (23%) of Sensible drinkers aged 18 to 34 admitted to engaging in alcohol-related crime or disorder compared to just 4% of Sensible drinkers aged 35+ – although this level is still significantly lower than that for Increasing and Higher Risk drinkers aged 18 to 34 (39%).

## Increasing and Higher Risk drinkers

- The Increasing and Higher Risk drinker groups were defined as:
  - Increasing Risk drinkers – males drinking 21–50 units of alcohol per week, and females drinking 14–35 units of alcohol per week;
  - Higher Risk drinkers – males drinking 51+ units of alcohol per week, and females drinking 36+ units of alcohol per week.
- Combined, these groups were 20% of the total sample with 17% being in the Increasing Risk category and 3% in the Higher Risk group. Among drinkers, Increasing and Higher Risk drinkers made up 27% (22% Increasing Risk and 4% Higher Risk). As noted earlier, due to the small sample size for Higher Risk drinkers (41 respondents) they have been combined with Increasing Risk drinkers and the two groups are analysed together throughout this report. The Increasing and Higher Risk drinkers group has instead been analysed by age group – 18- to 34-year-olds and those aged 35+. We segmented by these ages as, while the two age groups shared similarities in the amount of alcohol they drank, they consumed in different ways and had differing attitudes with regards to price interventions and alcohol-related crime and disorder. Of all Increasing and Higher Risk drinkers, 29% were aged 18 to 34 (88 respondents) and 71% were aged 35+ (21% aged 35–44, 20% 45–54, 14% 55–64 and 17% 65+ – 166 respondents in total). *It should be noted throughout this report that the base size for Increasing and Higher Risk drinkers aged 18–34 is low.*
- The Increasing and Higher Risk drinker group had a slight male bias (56% male, 44% female). The group included a broad spread by age (29% 18–34, 40% 35–54 and 31% aged 55+) and social grade (33% AB, 30% C1, 22% C2 and 15% DE). The Increasing and Higher Risk drinkers had a younger age profile than the Sensible drinkers (63% of Sensible drinkers were aged 18–54 and 37% 55+) or non-drinkers (59% 18–54, 41% 55+), and included a higher proportion of AB social grades (33% of Increasing and Higher Risk drinkers vs. 29% of Sensible drinkers and 19% of non-drinkers) and fewer in social grades DE (15%, 21% and 35% respectively), although not all of these differences were significant.
- Increasing and Higher Risk drinkers aged 18 to 34 had the strongest male bias (59% male vs. 55% of the Increasing and Higher Risk drinkers aged 35+), while the Increasing and Higher Risk drinkers aged 35+ included the highest proportion of AB respondents (35% vs. 30% of Increasing and Higher Risk drinkers aged 18 to 24).
- Almost two in five Increasing and Higher Risk drinkers aged 18 to 34 admitted to having engaged in some form of alcohol-related crime and disorder over the past 12 months (39%); this is four times the level among Increasing and Higher Risk drinkers aged 35+ and among Sensible drinkers (both 9%). Even compared to the younger Sensible drinkers, Increasing and Higher Risk drinkers aged 18 to 34 were almost twice as likely to

have engaged in alcohol-related crime and disorder (23% for Sensible drinkers aged 18 to 34). Therefore, government intervention may need to focus particularly on these younger heavier drinkers (and the younger Sensible drinkers, though perhaps to a lesser extent). For the older heavier drinkers, although their drinking levels were high, this does not appear to lead to alcohol-related crime and disorder, as (admitted-to) results suggest it often does for those aged 18 to 34.

- The qualitative research also revealed that respondents in the 18-to-24-year age group appeared less likely to be offended by the perceived lowest level of alcohol-related crime and disorder (general rowdiness, falling over, not being able to talk properly or getting into an argument). Rather than believing this to be disorder, these behaviours are seen as part of the norm of a good night out and 'just the way it is' when too much alcohol has been consumed. Many in this age group, including males and females, openly admitted to displaying these behaviours on a regular basis, and some more offensive behaviours (such as vomiting or urinating in public). While they did not consider these behaviours to be particularly attractive, (and in some cases regard them as funny), they did not display the same levels of disdain towards such behaviours as older respondents.

*"I went to the pub with all my cousins, and drank a bottle of wine to myself, and I was in the toilet, and I fell asleep on the toilet and everyone was looking for me for an hour. I was just like, 'Whoah'"* – Female, Pre-loader, 18–24, Socio-Economic Group BC1, Cheam

*"I don't go to town very often, because the last two times I've been, got arrested for drunk and disorderly. I wasn't even drunk but the police take advantage of that law like, drunk and disorderly"*  
– Male, Pre-loader, 18–24, Socio-Economic Group C2D, Newcastle

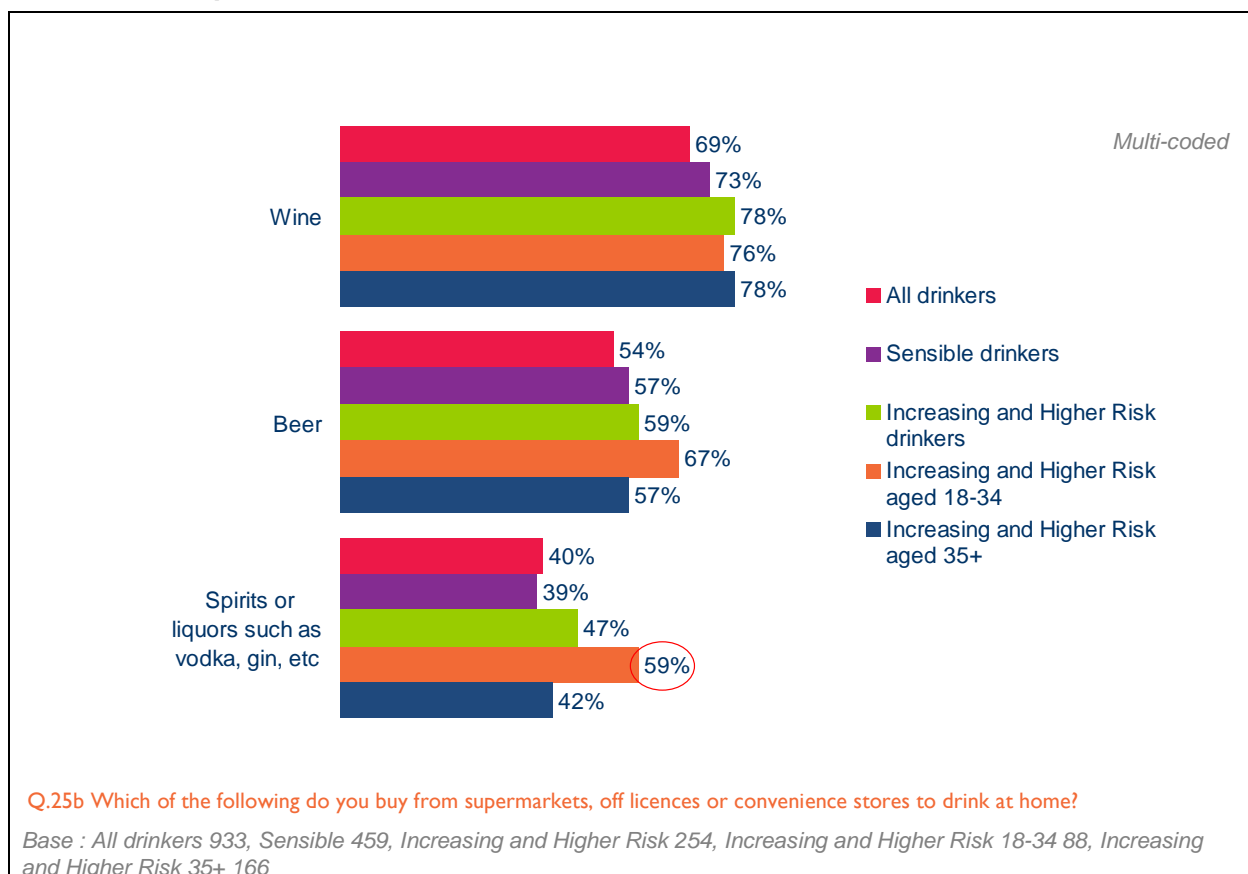
- In the quantitative research more than half (56%) of Increasing and Higher Risk drinkers said they drank alcohol four or more times a week, while two-fifths (40%) drank between one and three times a week and only 4% drank less often. The older Increasing and Higher Risk drinkers (aged 35+) drank more regularly than Increasing and Higher Risk drinkers aged 18 to 34 did. For Increasing and Higher Risk drinkers aged 35+, 3% drank once a week, 30% two to three times a week, 29% four to five times a week and 34% six to seven times a week. For those aged 18–34, 10% drank once a week, 47% two to three times a week, 20% four to five times a week and 18% six to seven times a week. This might suggest a higher degree of binge drinking behaviour among the younger Increasing and Higher Risk group, who drink alcohol in similar volumes to those aged 35+, but across fewer drinking occasions. The same pattern was noted for the Sensible drinkers aged 18–34 compared to Sensible drinkers aged 35+
- When drinking at home or out of home in the last seven days, like Sensible drinkers, Increasing and Higher Risk drinkers were most likely to drink wine (73%), beer (57%) and spirits (38%). However, it is interesting to note that Increasing and Higher Risk drinkers aged 18 to 34 were significantly more likely to have drunk pre-mixed bottled drinks over



the past seven days (19%) than either Increasing and Higher Risk drinkers aged 35+ (1%) or Sensible drinkers, either those aged 18 to 34 (8%) or 35+ (2%).

- The pattern of the types of drinks most commonly bought for home consumption by Increasing and Higher Risk drinkers was similar to that for all alcohol drunk in the past seven days – wine (78%) and beer (59%), followed by spirits or liqueurs (47%). While they purchased wine and beer at similar levels to Sensible drinkers (73% of Sensible drinkers bought wine and 57% beer), Increasing and Higher Risk drinkers were significantly more likely to buy spirits to drink at home (47% vs. 39% of Sensible drinkers). This higher level of purchasing spirits was particularly marked among Increasing and Higher Risk drinkers aged 18 to 34, 59% of whom said they bought spirits to drink at home (compared to 42% of Increasing and Higher Risk drinkers aged 35+). In addition to their higher purchase of spirits, Increasing and Higher Risk drinkers aged 18 to 34 were also significantly more likely to be *most often* buying beer for home consumption (41%) to a significantly greater extent than either Increasing and Higher Risk drinkers aged 35+ (23%) or Sensible drinkers (30%).

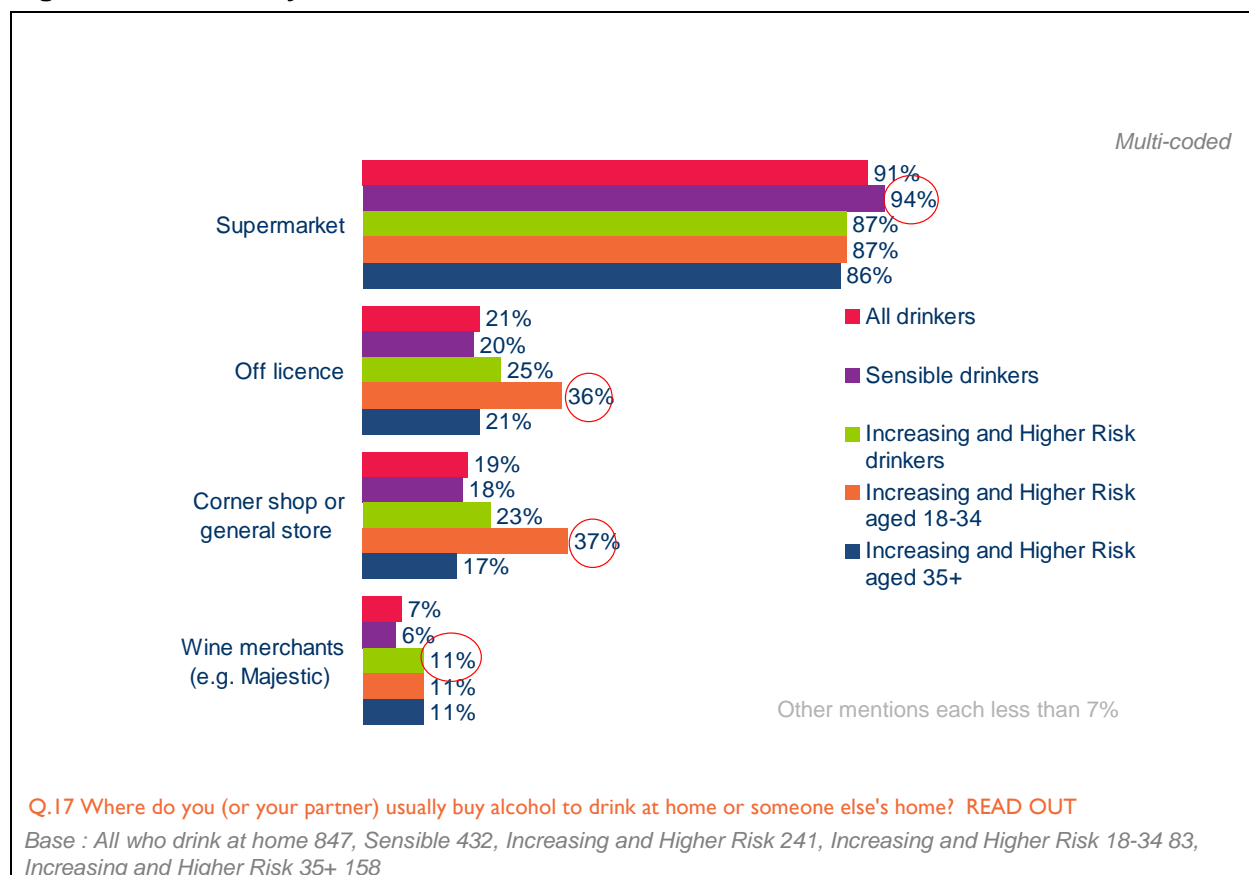
**Figure 8: Drinks bought from supermarkets, off-licences or convenience stores for home consumption**



- Like Sensible drinkers, Increasing and Higher Risk drinkers mostly purchased alcohol to drink at home from supermarkets (87%). They also bought from off-licences (25%), corner shops (23%) and wine merchants (11%), and used all three of these types of

outlet to a greater extent than Sensible drinkers did (20%, 18% and 6% respectively for Sensible drinkers). Increasing and Higher Risk drinkers aged 18 to 34 were the most likely to purchase from off-licences (36% vs. 21% of Increasing and Higher Risk drinkers aged 35+ and 20% of Sensible drinkers) and corner shops (37% vs. 17% of Increasing and Higher Risk drinkers aged 35+ and 18% of Sensible drinkers).

**Figure 9: Where buy alcohol to drink at home**

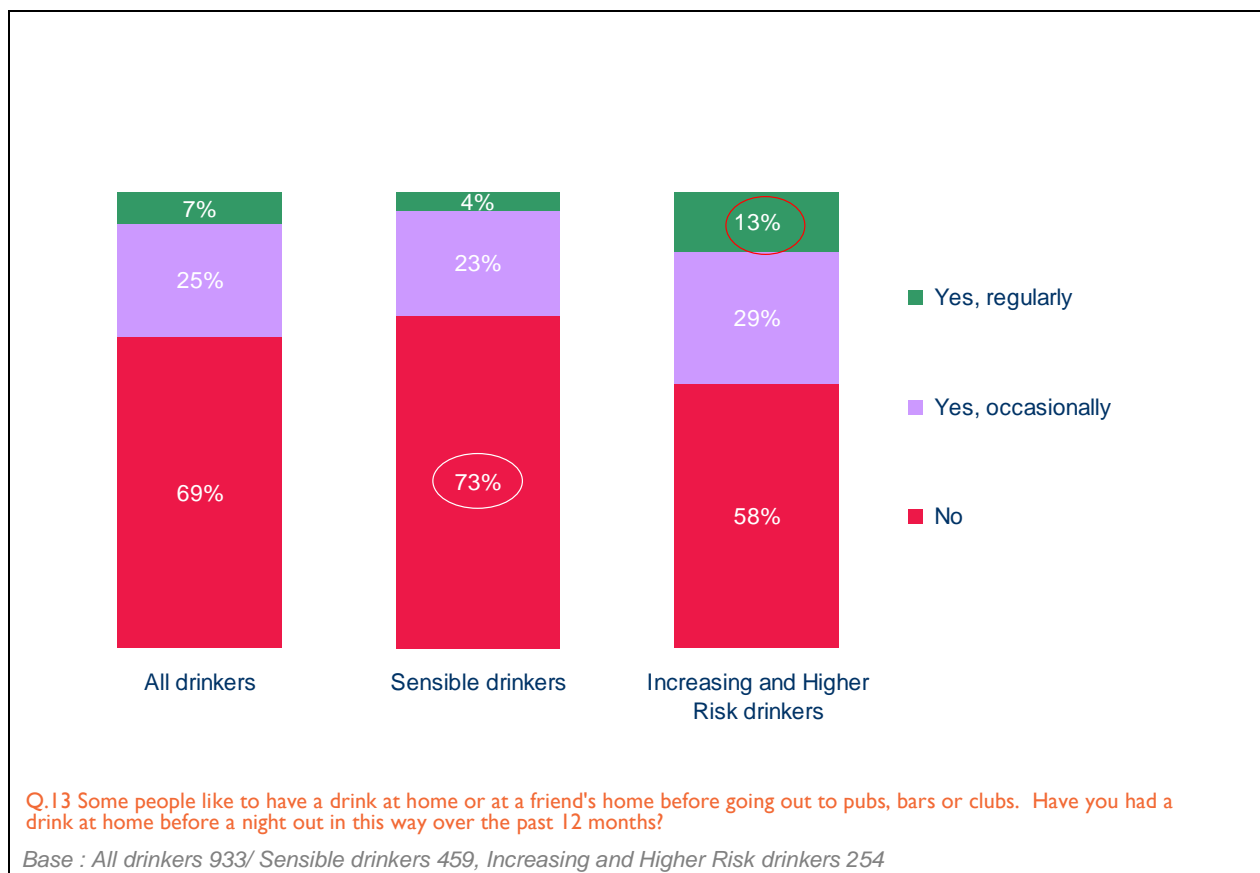


- In terms of the types of brands bought for home consumption, like Sensible drinkers, Increasing and Higher Risk drinkers were most likely to buy known brands (83%) and they also frequently bought high-quality brands (51%), while few looked for own-label brands (19%) or the brands that were the cheapest (11%). Increasing and Higher Risk drinkers were, however, significantly more likely to purchase special-offer brands (57%) than Sensible drinkers were (42%), and this was true for both Increasing and Higher Risk drinkers aged 18 to 34 (61%) and those aged 35+ (56%). Despite being more likely to be in the AB social grades, Increasing and Higher Risk drinkers aged 35+ still look for bargains, so any pricing intervention to target younger Increasing and Higher Risk drinkers aimed at special-offer brands would also impact the Increasing and Higher Risk drinkers aged 35+ whose drinking-related behaviour might be less of a cause for concern (from a crime and disorder perspective) since it does not generally appear to lead to alcohol-related crime and disorder (9% of Increasing and Higher risk drinkers aged 35+ admitted to engaging in alcohol-related crime and disorder, compared to 39% of Increasing and Higher risk drinkers aged 18–34). However, the drinking levels of the

Increasing and Higher Risk drinkers aged 35+ may still be a concern from a health perspective.

- Pre-loading behaviour was significantly more likely among Increasing and Higher Risk drinkers (42%) than among Sensible drinkers (27%), and was particularly likely among the Increasing and Higher Risk drinkers aged 18 to 34 (68% versus 32% of Increasing and Higher Risk drinkers aged 35+). It was also more frequent an occurrence among these groups (4% of Sensible drinkers said they ‘pre-loaded’ regularly, compared to 13% of all Increasing and Higher Risk drinkers, 5% of Increasing and Higher Risk drinkers aged 35+ and 35% for those aged 18 to 34).

**Figure 10: Proportion drinking at home or a friend’s home before going out**



- Of those Increasing and Higher Risk drinkers who had pre-loaded over the past 12 months (either occasionally or regularly) before going out, three-quarters (74%) claimed to have just one or two drinks, with 25% having a few drinks but not enough to get drunk. Only one in ten (10%) admitted to having enough to get drunk before going out. These proportions were similar to those among Sensible drinkers who pre-loaded. Increasing and Higher Risk drinkers aged 18 to 34 who pre-loaded (59 respondents), were, however, significantly more likely to have enough to get drunk before going out. Twenty-one per cent of them said they did this compared to none of the Increasing and Higher Risk drinkers aged 35+ and 4% of the Sensible drinkers who pre-loaded. Similarly, these

younger heavier drinkers were more likely to say they had a few drinks but not enough to get really drunk, and less likely to have just one or two drinks before going out.

- The qualitative research identified that alcohol was used as a ‘confidence-booster’ before going out by young (18-to-24-year-old) pre-loaders. Some (although not many) pre-loaders also stated that beginning the evening by drinking in the home could lead to not going out, as they would get too drunk too early in the evening. Pre-loading also brought cost savings where it was generally considered cheaper to drink (and get drunk) in the home than at a pub or club. These types of behaviour could lead to a lack of control and therefore for some this may mean leading onto alcohol-related crime and disorder.

*“I like to get ronnie'd before I leave the house ... sets me up for a good night”* – Male, Pre-loader, 18–24, Socio-Economic Group C2D, Newcastle

### 4.3 Societal views on drinking

- A variety of statements about drinking alcohol were read to respondents, who were asked to indicate their level of agreement or disagreement with each using a five-point scale (agree strongly, agree slightly, neither agree nor disagree, disagree slightly, disagree strongly). To measure attitudes towards their societal views on drinking, the statements used were, ‘drinking is an important part of our culture’, ‘there’s nothing wrong with regularly getting drunk’ and ‘drinking is an important part of my social life’.

**Table 4: Societal attitudes towards drinking (agreement with statements about drinking habits)**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk Drinkers	Sensible drinkers
<i>Base:</i>	1,210	277	933	254	459
<b>Drinking is an important part of our culture</b>					
Agree (net)	50%	34%	55%	72%	54%
Disagree (net)	41%	58%	36%	22%	36%
<b>There’s nothing wrong with regularly getting drunk</b>					
Agree (net)	13%	11%	14%	19%	14%
Disagree (net)	82%	83%	81%	78%	81%
<b>Drinking is an important part of my social life</b>					
Agree (net)	28%	7%	34%	61%	30%
Disagree (net)	66%	87%	59%	32%	61%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers). Excluding ‘Don’t know’.

- Within the total sample, views were polarised as to whether drinking is an important part of our culture, with similar proportions agreeing (50%) and disagreeing (41%), although as might be expected, drinkers were significantly more likely to agree (55%) than non-drinkers (34%). Although most of the total sample were drinkers, only a minority agreed that drinking was an important part of their social life (28% of the total sample and 34% of drinkers, 7% of non-drinkers). Overall, the sample largely acknowledged that it is wrong to get drunk regularly – 82% of the total sample disagreed that ‘there’s nothing wrong with getting regularly drunk’, with no difference between drinkers (81% disagreed) and non-drinkers (83%).
- Some differences were evident by gender and age. Males were significantly more likely to believe drinking is an important part of our culture (58%, vs. 43% of females), that it was an important part of their social life (34% of males vs. 22% of females), and that getting drunk regularly is acceptable (16% of males vs. 11% of females, rising to 32% among males aged 18 to 24). By age group, there was little difference in levels of agreement that drinking is an important part of our culture, but 18- to 24-year-olds were more likely than older respondents to agree that drinking was an important part of their social life (42% agree vs. 33% or less for over 25s) and that there is nothing wrong with regularly getting drunk (28% of 18–24s agree vs. 16% of 25–34s and 12% or less for the older age groups).
- Increasing and Higher Risk drinkers were significantly more likely than Sensible drinkers to agree that drinking is an important part of our culture (72% and 54% respectively). Within the Increasing and Higher Risk drinker group, those aged 35+ were particularly likely to agree that drinking is an important part of our culture – 77% of them agreed, compared to 59% of Increasing and Higher Risk drinkers aged 18 to 34. Within the Sensible drinkers group, there was no difference by age.
- Increasing and Higher Risk drinkers were twice as likely as Sensible drinkers to say they believed drinking was an important part of their social life (61% vs. 30% respectively). There was little difference in attitude within the Increasing and Higher Risk group by age but among Sensible drinkers, those aged 18 to 34 were significantly more likely than those aged 35+ to regard drinking as important to their social life (40% vs. 27% respectively).
- Increasing and Higher Risk drinkers overall were no more likely than Sensible drinkers to believe there is nothing wrong with regularly getting drunk (19% and 14% agreed respectively). Among both drinker groups, however, those aged 18 to 34 were significantly more likely than those aged 35+ to believe that regularly getting drunk is acceptable, with the Increasing and Higher Risk drinkers aged 18 to 34 particularly likely to agree, significantly more so than any other drinker group. Agreement levels were 36% for Increasing and Higher Risk drinkers aged 18 to 34, 24% for Sensible drinkers aged 18 to 34, 12% for Increasing and Higher Risk drinkers aged 35+ and 11% for Sensible drinkers aged 35+.

- A similar difference in attitudes by age was seen in the qualitative research, where 18- to 24-year-olds tended to demonstrate a more carefree, less responsible attitude towards drinking than those in older age groups, particularly at the younger end of this age bracket. The absence of any major responsibilities (such as children or pressurised jobs) enabled them to consume alcohol and get drunk several times a week, and they saw nothing wrong with doing so at this stage of their lives.
- In the quantitative research, those who admitted that they had engaged in alcohol-related crime and disorder in the past 12 months were significantly more likely than those who did not to agree that there is nothing wrong with regularly getting drunk (33% vs. 12% respectively) which might, perhaps, indicate some lack of remorse for their alcohol-related behaviour.

#### 4.4 Perceptions of the link between alcohol and crime and disorder

- Further attitude statements were asked to gauge whether the public see a link between alcohol consumption and crime and disorder. These included ‘the amount people drink in this country is out of control’, ‘the media exaggerates the problems with drinking in this country’ and ‘problem drinking is only carried out by a minority, most people are responsible drinkers’. This section also includes analysis on whether alcohol is perceived as contributing to levels of crime, to levels of anti-social behaviour, and to the nation’s health problems – respondents were asked to say whether alcohol in general and cheap alcohol in particular, contributed ‘a lot’, ‘a little’, ‘not much’ or ‘not at all’ to these issues.

**Table 5: Agreement with statements about drinking levels in this country**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk Drinkers	Sensible drinkers
<i>Base:</i>	1,210	277	933	254	459
<b>The amount people drink in this country is out of control</b>					
Agree (net)	65%	78%	60%	55%	57%
Disagree (net)	26%	14%	30%	35%	31%
<b>Problem drinking is only carried out by a minority – most people are responsible drinkers</b>					
Agree (net)	71%	58%	75%	81%	76%
Disagree (net)	20%	28%	17%	12%	16%
<b>The media exaggerates the problems with drinking in this country</b>					
Agree (net)	49%	43%	51%	60%	51%
Disagree (net)	42%	48%	40%	32%	40%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers). Excluding ‘Don’t know’.

- There was a high level of agreement that the amount people drink in this country is out of control (65% agreed), although the majority of respondents also conceded that problem drinking is carried out by a minority (71% agreed). Females, compared to males, were significantly more likely to believe the amount people drink in this country is out of control (68% of females vs. 60% of males).
- Among the drinker groups, there was little difference in agreement overall that the amount people drink is 'out of control'. Fifty-seven per cent of Sensible drinkers agreed, compared to 55% of Increasing and Higher Risk drinkers. Sensible drinkers aged 18 to 34 and 35+ showed similar levels of agreement with this statement but within the Increasing and Higher Risk group, there was significant disparity by age. Increasing and Higher Risk drinkers aged 18 to 34 were significantly more likely to agree that drinking levels are out of control (69%) than those aged 35+ (50%). Increasing and Higher Risk drinkers aged 18 to 34 were more exposed to alcohol-related crime and disorder than other drinker groups (93% of them had witnessed some form of alcohol-related crime and disorder in the last 12 months, compared to 58% of Increasing and Higher Risk drinkers aged 35+ and 63% of Sensible drinkers), which could help to explain why they were more likely to think drinking is out of control in this country. Indeed, Increasing and Higher Risk drinkers, regardless of age, were significantly more likely to agree drinking is out of control if they had also been exposed to alcohol-related crime and disorder in the last year (58% of those in this drinker group who had witnessed alcohol-related crime and disorder agreed drinking levels are out of control, compared to 47% of those in the group who had not been exposed to such behaviour).
- Increasing and Higher Risk drinkers were slightly, but not significantly, more likely than Sensible drinkers to agree that problem drinking is carried out by a minority and that most people are sensible drinkers (81% of Increasing and Higher Risk drinkers agreed vs. 76% of Sensible drinkers). Increasing and Higher Risk drinkers aged 35+, however, were significantly more likely to agree that problem drinking is a minority problem (85%) than the Increasing and Higher Risk drinkers aged 18 to 34 (70%). This difference might, in part, be due to the fact that, as noted earlier, the younger Increasing and Higher Risk drinkers were the most likely to have witnessed alcohol-related crime and disorder, and so to have first-hand experience of the effects of problem drinking. In addition, as discussed earlier, the qualitative research showed that respondents in the 18-to-24-year age group often saw some of the elements of alcohol-related crime and disorder (such as rowdiness, falling over, not being able to talk or getting into an argument) as widespread behaviour, part of the norm of a good night out and just what happens when too much alcohol has been consumed. More generally, as discussed in the following paragraph, the qualitative research highlighted a view that there has been a decline in behaviour with regards to alcohol consumption among the younger generation, perhaps further explaining the higher agreement among Increasing and Higher Risk drinkers aged 35+ that problem drinking is caused by the minority (probably, in other words, the younger generation). Among Sensible drinkers, there was no significant difference by age group, although the pattern of agreement was similar to the Increasing and Higher Risk drinkers,

with slightly more Sensible drinkers aged 35+ (77%) than 18–34 (71%) agreeing that problem drinking is carried out by a minority.

- Qualitatively, there was a clear sense amongst older respondents (typically 40 years or over) that the behaviour of young people with regards to alcohol consumption has changed significantly since they themselves were young. They felt that it is more common now to see young people overtly drunk in public and displaying general anti-social behaviour (shouting, swearing, falling over, urinating in public etc.). While they openly acknowledged that when they were young they would go out and drink alcohol (sometimes to excess), there was a strong sense that standards of behaviour while drinking have slipped considerably, that there has been a cultural shift so that getting excessively drunk is now considered ‘cool’ or funny, whereas in their day it was considered embarrassing and unattractive. It was thought by this older age group that the prevalence of drunken behaviour amongst young people was closely linked to a general erosion of today’s society – it was not thought to be linked specifically to the availability of low-cost alcohol. However, these behaviours were thought to be exacerbated by the perceived multitude of alcoholic drinks which are targeted at young people – primarily alcopops, pre-mixed drinks, the trend for shots and bars and clubs offering cheap deals on drinks.

*“When I was a lad, if you couldn’t hold your drink and you ended up being sick, it just proved you weren’t much of a man. It seems to be the other way now and young lads deliberately want to be sick!”* – Frequent at-home drinker, male, 25–39, Socio-Economic Group C2D, Bridgend

*“If we were a bit tipsy or whatever walking down the street we wouldn’t be shouting as if it was 12 o’clock in the afternoon ... they’ve lost respect haven’t they?”* – Frequent at-home drinker, female, 40+, Socio-Economic Group C2D, London

- Views as to whether the media exaggerates the problems with drinking in this country were polarised. Among the total sample, almost as many disagreed (42%) as agreed (49%). Males (54%) were more likely than females (45%) to believe problems with drinking levels are exaggerated by the media. There was no consistent pattern in agreement by age groups, but those aged 18 to 24 (58%) and 35 to 44 (54%) were most likely to believe that the media exaggerates the problems (agreement levels for other age groups were 49% or less). As might be expected, those who had witnessed alcohol-related crime and disorder were less likely than those who had not (47% vs. 53% respectively) to believe the media exaggerates stories about problem drinking, though the difference was not significant.
- There was higher agreement among drinkers (51%) than non-drinkers (43%) that the media exaggerates the problems with drinking in this country. Among drinkers, Increasing and Higher Risk drinkers (60%) were more likely to agree than Sensible



drinkers (51%). There was no difference in levels of agreement within the drinker groups by age.

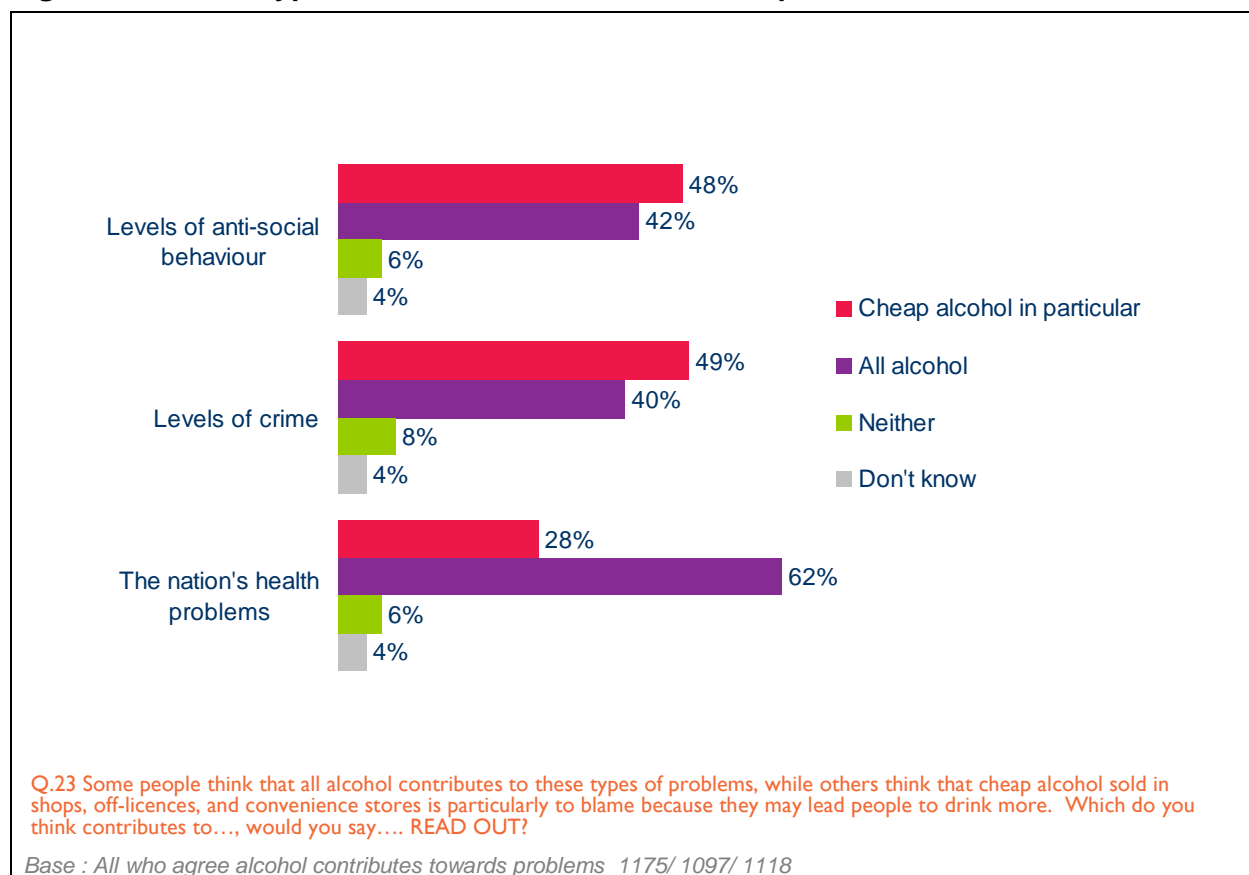
- Despite the reasonably widespread view that the media exaggerates the problems with drinking in this country, in the quantitative research, there was almost universal belief across all sample groups that alcohol contributes (either 'a lot' or 'a little') to levels of anti-social behaviour (97% of the total sample agreed), the nation's health problems (92% of the total sample) and levels of crime (90%). The proportion who agreed that alcohol contributes 'a lot' to these problems was lower, at 78% for anti-social behaviour, 63% for health problems and 52% for levels of crime. This may be driven by the fact that alcohol is perceived to be only one of several wider problems that contribute to crime and disorder, including lack of education and parental control, as was found in the qualitative research and is demonstrated in the following quotes from that research:

*"It's not the money that's the issue. It's the age limits and it is a social thing ... it is about re-educating people"* – Female, Pre-loader, 18–24, Socio-Economic Group C2D, Bridgend

*"To stop that [anti-social behaviour] you need to punish the parents as well as the people that drink ... they [young people] need more help as well ... I think young ones these days need more help, more support"* – Infrequent at-home drinker, 25–39, Socio-Economic Group BC1, Newcastle

- In the quantitative research, respondents who felt alcohol was responsible for each problem (levels of crime, levels of anti-social behaviour, the nation's health problems) were then asked whether alcohol in general, or cheap alcohol in particular, was mostly contributing to the issues. Cheap alcohol was perceived as more of a driver for levels of crime and anti-social behaviour, with general alcohol being seen to contribute to health problems, as shown in Figure 11. *It should be borne in mind when interpreting results that respondents were prompted with two options to choose from for each problem (all alcohol or cheap alcohol in particular), and that the link between cheap alcohol and people drinking more was suggested in the question wording (Q23 – 'Some people think that all alcohol contributes to these types of problems, while others think that cheap alcohol sold in shops, off-licences, and convenience stores is particularly to blame because they may lead people to drink more. Which do you think contributes to ..., would you say .... READ OUT?').*

**Figure 11: Which type of alcohol contributes to each problem**



- It should be noted that the qualitative research revealed that there were very different connotations around ‘cheap alcohol’ and ‘low-cost alcohol’. Therefore this should be borne in mind when looking at the quantitative results for how people felt about ‘cheap’ alcohol contributing to problems. Cheap alcohol was largely associated with unbranded, poor-quality, potentially high-strength alcohol. This was perceived as the type of alcohol that most people would be embarrassed to buy – and this was thought to be the alcohol consumed by those who are mostly responsible for alcohol-related crime and disorder. Conversely, ‘low-cost alcohol’ was associated with more trusted and well-known brands that are sold at a low price.

*“The [NAMED SUPERMARKET] one [own label] ... Oooh! It’s like paint stripper. It was nearly melting the glass bottle it was in. It was like drinking turps. But it was so cheap ...”* – Infrequent at-home drinker, 25–39, Socio-Economic Group BC1, Newcastle

#### 4.5 Support for government intervention

- Opinions as to whether ‘the Government needs to take action to stop people drinking too much’ were measured along with the view that ‘how much you drink is a personal choice and the Government should not interfere’.
- While a majority (65%) of the total sample agreed that the Government needs to take action to stop people drinking too much, well over half (57%) agreed that how much you

drink is a personal choice and that the Government should not interfere. This perhaps reflects what was found in the qualitative research – whilst people felt that particular types of drinking and drinking behaviour should be tackled, they did not think this needed to be applied to their own behaviour, and were reluctant for the “nanny state” to intrude.

- Those in social grades DE were more likely (71%) than other social grades (each 64% or less) to agree that the Government should take action on drinking levels. By age, the youngest respondents were least likely to feel that government action was necessary (57% for 18–24s) while those aged 65+ were most likely to agree (72%), but for those aged 25–64, views were similar, with levels of agreement between 63%–65% for each individual age band (25–34, 35–44, 45–54 and 55–64). There was less difference in levels of agreement by age or social grade than how much you drink is a personal choice and the Government should not interfere.
- Support for government intervention declined in line with increasing levels of alcohol consumption. Significantly more non-drinkers (75%) than drinkers (62%) agreed that the Government needed to take action to curb drinking levels, and within the drinker sample, significantly more Sensible drinkers (63%) than Increasing and Higher Risk drinkers (53%) agreed. Similarly, significantly more drinkers (61%) than non-drinkers (43%), and significantly more Increasing and Higher Risk drinkers (67%) than Sensible drinkers (59%) agreed that how much you drink is a personal choice and the Government should not interfere.

**Table 6: Attitudes towards the government intervention on drinking levels**

	All respondents	Non-drinkers	All drinkers	All Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base:</i>	1,210	277	933	254	459
<b>The Government needs to take action to stop people drinking too much</b>					
Agree (net)	65%	75%	62%	53%	63%
Disagree (net)	27%	19%	30%	37%	29%
<b>How much you drink is a personal choice and the Government should not interfere</b>					
Agree (net)	57%	43%	61%	67%	59%
Disagree (net)	34%	42%	31%	26%	34%

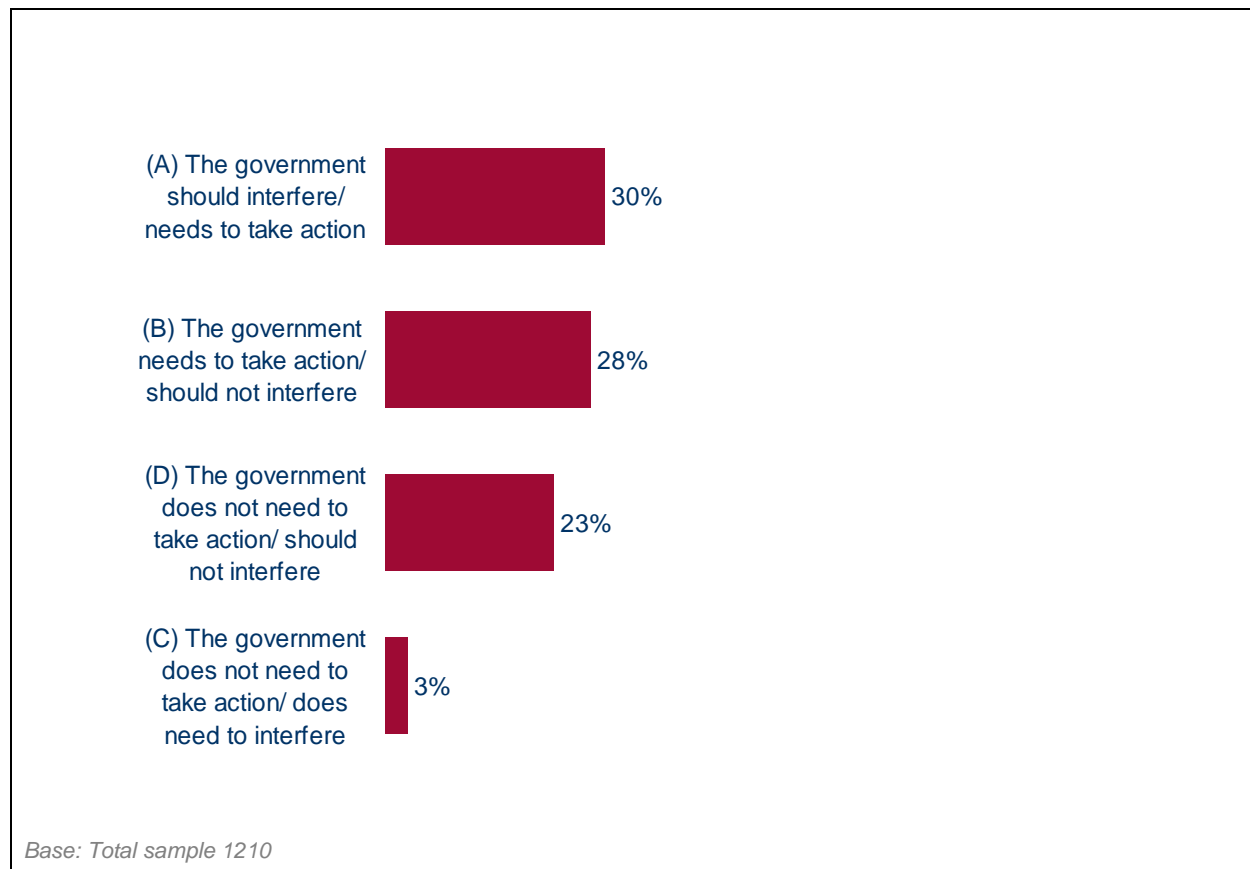
■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).  
Excluding ‘Don’t know’.

- Among the total sample, those who had witnessed alcohol-related crime and disorder were more likely than those who had not to believe the Government should take action to stop people drinking too much (68% vs. 58% respectively) and less likely to agree that the amount people drink is a personal choice (53% vs. 64% respectively). Among those

who had been a victim of alcohol-related crime and disorder, agreement that the Government needed to take action to address drinking levels rose to 71%.

- Some respondents held conflicting views that government intervention is necessary but also that drinking levels are a personal choice and the Government should not interfere. This contradiction is an example of the psychological theory of cognitive polyphasia, in which people have the ability to hold conflicting ideas at the same time about the same issue. This is often seen in situations like this when people talk generally about a behaviour needing to be tackled for others in the population but do not want the intervention to impact in any way on them personally. This is demonstrated in Figure 12 which shows the level of agreement with various combinations of statements, showing the proportion who:
  - (A) Agree the Government needs to take action, and feel that the Government needs to interfere (disagreeing that how much you drink is a personal choice and the Government should not interfere);
  - (B) Agree the Government needs to take action but also feel that the Government should not interfere;
  - (C) Disagree the Government needs to take action, but agree that the Government needs to interfere;
  - (D) Disagree the Government needs to take action and agree that the Government should not interfere.

**Figure 12: Agreement with statements about the need for government intervention and interference**



- Among the total sample, 28% held the view that the Government needs to take action to stop people drinking too much *and* that how much you drink is a personal choice and the Government should not interfere. However, a similar proportion of the sample disagreed that how much you drink is a personal choice and the Government should not interfere *and* agreed that the Government needs to take action to stop people drinking too much (30%).
- The Increasing and Higher Risk drinkers and, perhaps surprisingly, the non-drinkers, were most likely to agree overall that how much you drink is a personal choice and the Government should not interfere *and* to disagree that the Government needs to take action to stop people drinking too much (32% for Increasing and Higher Risk drinkers and 38% for non-drinkers). Stronger opposition to government action and interference might be expected from the heavier drinkers, but results suggest that non-drinkers are also frequently opposed to government interference. Among non-drinkers, over twice as many agreed that the does not need to take action and should not interfere (38%) as agreed that the Government needs to take action and should interfere (15%).

## 4.6 The level of support for an alcohol price increase

- Attitude statements were used to measure the extent of support for raising the price of alcohol in supermarkets, off-licences and convenience stores to address alcohol-related crime and disorder. Respondents were asked to state their level of agreement or disagreement with the following statements:
  - 'raising the price of alcohol in these stores would help reduce crime in this country';
  - 'raising the price of alcohol in these stores would help reduce anti-social behaviour in this country';
  - 'all drinkers have a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder';
  - 'there is no need to raise the price of alcohol in these stores';
  - 'I would be prepared to pay more for alcohol in these stores if a link was proved between cheap alcohol and levels of crime and anti-social behaviour';
  - 'I would support an increase in the price of alcohol in these stores'.
- Among the total sample, views were polarised as to whether raising the price of alcohol would help reduce crime and anti-social behaviour. Forty-four per cent agreed that raising prices would help reduce crime in this country, but 49% disagreed, while 51% believed that increased prices would help reduce anti-social behaviour, but 43% disagreed. Agreement that raising alcohol prices would help reduce crime and anti-social behaviour was strongest among social classes AB and DE and older respondents aged 45 years and over.

**Table 7: Attitudes towards the impact of raising the price of alcohol on levels of crime and anti-social behaviour**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base:</i>	1,210	277	933	254	459
<b>Raising the price of alcohol in these stores would help reduce <u>anti-social behaviour</u> in this country</b>					
Agree (net)	51%	59%	48%	44%	48%
Disagree (net)	43%	35%	46%	49%	46%
<b>Raising the price of alcohol in these stores would help reduce <u>crime</u> in this country</b>					
Agree (net)	44%	51%	41%	41%	41%
Disagree (net)	49%	39%	52%	55%	53%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).  
Excluding 'Don't know'.

- Non-drinkers were significantly more likely than drinkers to agree that raising the price of alcohol in stores would reduce levels of crime (51% of non-drinkers agreed vs. 41% of drinkers) and that it would reduce levels of anti-social behaviour (59% agreement among non-drinkers, 48% for drinkers). Among drinkers, there was no significant difference between Sensible drinkers and Increasing and Higher Risk drinkers in levels of agreement that increased prices would help reduce crime or anti-social behaviour, but there were differences within the Increasing and Higher Risk drinker group by age. Increasing and Higher Risk drinkers aged 18 to 34 were significantly less likely to be convinced that raising the price of alcohol in stores would help reduce crime (31% of those aged 18 to 34 agreed compared to 45% of those aged 35+), and they were less likely to agree, though not significantly so, that it would help reduce anti-social behaviour (36% of the 18- to 34-year-olds agreed that it would vs. 47% of those aged 35+). There were no significant differences in levels of agreement with these statements within the Sensible drinker group by age.
- Those who had witnessed alcohol-related crime and disorder were more likely than those who had not to agree that price interventions would help reduce crime (46% of those who had witnessed such behaviour and 39% of those who had not) and that it would help reduce anti-social behaviour (53% and 47% respectively), although differences were not significant. However, those who admitted that they had ever engaged in any alcohol-related crime and disorder (110 respondents) were significantly less convinced that price interventions would be effective in reducing crime. One-third (30%) of those who had ever carried out alcohol-related crime and disorder agreed price increases would help reduce crime compared to 45% of those who had not. They were also less convinced that increased prices would help reduce anti-social behaviour (44% compared to 51% of those who had not engaged in these behaviours), although this difference was not significant.
- Just under half (46%) of the total sample said they believed that drinkers had a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder, but again, views were polarised, with the same proportion (46%) disagreeing. Those aged 65+ were significantly more likely to agree that all drinkers should pay more for their alcohol to help tackle the problems it causes (58%) than younger respondents were. Respondents in social classes DE were more likely to agree with this statement than those in other social grades (53% of DEs, vs. 45% or less among the other social grades). This higher agreement among the DE group may be a function of age, since the 65+ age group includes a high proportion of DEs (48% of those aged 65+ are in social class DE, compared to 18% of the under 65s). DE respondents were also among the most likely to agree that action was necessary to tackle drinking levels (71% agreed that the Government needs to take action to stop people drinking too much) and that increased prices would help reduce levels of crime and anti-social behaviour. This perhaps further explains the higher agreement among this group that all drinkers have a responsibility to pay more for alcohol to help address alcohol-related crime and disorder.

**Table 8: Attitudes towards raising the price of alcohol**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
Base:	1,210	277	933	254	459
<b>All drinkers have a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder</b>					
Agree (net)	46%	64%	40%	32%	40%
Disagree (net)	46%	24%	54%	64%	54%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).

Excluding 'Don't know'.

- Agreement that all drinkers have a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder was significantly higher among non-drinkers (64%) than drinkers (40%) and, among drinkers, significantly higher among Sensible drinkers (40%) than Increasing and Higher Risk drinkers (32%). Within the Sensible drinker group, agreement was significantly higher among those aged 35+ (43%) than among those aged 18 to 34 (30%), but there was no difference by age within the Increasing and Higher Risk drinker group. Among the total sample, those who had witnessed alcohol-related crime or disorder were significantly more likely than those who had not to believe that all drinkers should pay more for their alcohol to address the problems it causes (48% vs. 40% respectively). There were no differences in opinion between those who had ever engaged in alcohol-related crime and disorder and those who had not.
- Regression analysis demonstrates that if respondents believed that drinking was 'out of control' in this country, there was also a greater belief that the Government needs to take action to stop people drinking too much. Additionally, there was a strong relationship between believing drinking is out of control and the belief that all drinkers have a responsibility to pay more for alcohol to address alcohol-related crime and disorder. As discussed earlier, non-drinkers were the most likely group to believe drinking is out of control in this country (78%, vs. 60% of drinkers), and it was non-drinkers too who were most likely to say that the Government needs to take action to stop people drinking too much (75% of non-drinkers agreed and 62% of drinkers). It was also non-drinkers who most support the idea that all drinkers should pay more for alcohol to address the problems it causes (64% of non-drinkers vs. 40% of drinkers). Those likely to be affected by any increase in the price of alcohol to address alcohol-related crime and disorder (i.e. drinkers), were less in favour of the concept of all drinkers paying more for alcohol. Among all drinkers, home drinkers were less supportive of this than those who do not buy alcohol to drink at home (39% vs. 49%), and those who drink at home on a regular basis, four times a week or more, were least in favour of the idea (26% vs. 42% of those who drink at home less often).



- Opinions were split among the total sample in terms of whether ‘there is no need to raise the price of alcohol in stores’ – 49% agreed and 42% disagreed. Levels of agreement differed considerably by demographic group. Females (46%) were significantly less likely to agree than males (52%), agreement was significantly lower among those in social classes DE (40%) than the higher social grades (49% or more for all other groups), and over-65-year-olds (38%) were significantly less likely to agree than younger respondents were (49% or more for all other age groups).

**Table 9: Attitudes towards raising the price of alcohol**

	All respondents	Non-drinkers	Drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All</i>	1,210	277	933	254	459
<b>There is no need to raise the price of alcohol in these stores</b>					
Agree (net)	49%	32%	54%	58%	57%
Disagree (net)	42%	55%	37%	33%	36%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).  
Excluding ‘Don’t know’.

- There was significantly higher agreement that price increases are unnecessary among drinkers (54%) than non-drinkers (32%), but there was no difference between the drinker groups overall – 57% of Sensible drinkers and 58% of Increasing and Higher Risk drinkers agreed. Within the Increasing and Higher Risk group, those aged 18 to 34 were most likely to believe a price increase was unnecessary (67% vs. 55% of Increasing and Higher Risk drinkers aged 35+), although the difference was not significant. The same pattern was observed within the Sensible drinker group, with 63% of those aged 18 to 34 and 55% of Sensible drinkers aged 35+ agreeing there is no need to raise prices, although this difference was not significant.
- Half (51%) of all respondents claimed that ‘I would support an increase in the price of alcohol in these stores’ (regardless of a link being shown between cheap alcohol and levels of crime and anti-social behaviour, since this statement did not include the caveat of any link being shown). Females (54%) showed significantly greater levels of support for higher alcohol prices than males (47%). Willingness to pay more for alcohol in stores increased with age (41% of 18–34s, 51% of 35–64s and 63% of those aged 65+).

**Table 10: Attitudes towards raising the price of alcohol**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All</i>	1,210	277	933	254	459
<b>I would support an increase in the price of alcohol in these stores</b>					
Agree (net)	51%	65%	46%	38%	45%
Disagree (net)	41%	23%	47%	57%	48%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).

Excluding 'Don't know'.

- Perhaps not surprisingly, non-drinkers (65%) were significantly more likely than drinkers (46%) to say they would support an alcohol price increase. Among drinkers, there was a higher degree of support among Sensible drinkers (45%) than among Increasing and Higher Risk drinkers (38%). Among the Increasing and Higher Risk drinker groups, the main resistance to any alcohol price increase came from those aged 18 to 34, only 27% of whom said they would support an increase in prices. Among those aged 35+, views were more closely aligned with those of Sensible drinkers, with 42% saying they would be prepared to pay more for alcohol in stores. There was no significant difference in views within the Sensible drinker group by age, although, as for the Increasing and Higher Risk group, fewer Sensible drinkers aged 18 to 34 than 35+ would support a price increase (39% vs. 48% respectively).
- Across the different drinker types in the sample there was higher agreement that if a link could be proved between cheap alcohol and levels of crime and anti-social behaviour, then they would be prepared to pay more for alcohol in stores – 68% of all drinkers (69% of Sensible drinkers and 66% of Increasing and Higher Risk drinkers) agreed they would be prepared to pay more for alcohol if a link could be proven, compared to 46%, 45% and 38% respectively prepared to pay more regardless of any link (as discussed in the previous paragraph).
- Those who had witnessed alcohol-related crime and disorder in the past year were more likely to be prepared to pay more for alcohol if a link was proved between cheap alcohol and crime and anti-social behaviour (70%) than those who had not witnessed this type of behaviour (65%), though the difference was not significant.

**Table 11: Attitudes towards raising the price of alcohol**

	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All drinkers</i>	933	254	459
<b>I would be prepared to pay more for alcohol in these stores if a link was proved between cheap alcohol and levels of crime and anti-social behaviour</b>			
Agree (net)	68%	66%	69%
Disagree (net)	25%	28%	24%

*No significant differences found.*

*Excluding 'Don't know'.*

- Although the difference was not significant, older Increasing and Higher Risk drinkers, aged 35+, would be more prepared to pay higher prices for alcohol than younger drinkers in this category (68% vs. 61% respectively). The higher level of support for increased prices among the older Increasing and Higher Risk drinkers might be due, in part, to the fact that there was a high proportion of AB social classes in this group in our sample, so they might be less price sensitive than the younger heavier drinkers. Among all drinkers, the greatest support was also found among the highest social class (AB 74%). Another factor perhaps influencing the reluctance of the younger heavier drinkers to accept price increases was that, as identified from qualitative research, for 18- to 24-year-olds, drinking alcohol in the home (pre-loading) represents a significant part of their social lives, primarily because getting drunk cheaply (i.e. cheaper than they can via on-trade venues) is important to them as part of a good night's entertainment, and increases their confidence before going out. The fact that they regard alcohol as an important part of their social lives may explain their reluctance to accept price increases.

*"It gets you in the mood to go out ... music is on, you've had a couple of drinks and you're getting ready for a night out"* – Female, Pre-loader, 18–24, Socio-Economic Group C2D, Bridgend

*"I think that would be a bad idea [price increases] because I like my vodka and Absinthe and all that so that would be terrible for me"* – Male, Pre-loader, 18–24, Socio-Economic Group C2D, Newcastle

- Those who said they would be prepared to pay more for alcohol if a link was proved between cheap alcohol and levels of crime and anti-social behaviour were asked how much more they would be prepared to pay (up to 50p, 51p–£1, £1–£2 or more than £2) for an average bottle of wine or six pack of beer. *It should be noted that the pricing scale used was intended to provide an indicative picture of the approximate level of price increase that might be accepted by the public, rather than to provide any absolute measurement of the most appropriate price rise.* Of those prepared to pay more, one in

four (26%) would pay up to 50p more, one in three (33%) would pay 51p–£1, almost one in four (23%) would pay £1–£2 and only 12% would pay more than £2 more.

**Table 12: How much more prepared to pay for average bottle of wine or six pack of beer**

	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All willing to pay more if a link was proved and who buy beer or wine for home consumption</i>	510	144	260
Up to 50p	26%	21%	34%
51p–£1	33%	37%	30%
£1–£2	23%	26%	21%
More than £2	12%	9%	12%
Would not pay more	2%	1%	3%

■ Statistically significant at 95% confidence level (Increasing and Higher Risk drinkers compared against Sensible drinkers).

Excluding ‘Don’t know’.

- Overall, the quantitative results indicate that an evidence-based intervention would be more acceptable than price increases without any link being proved between cheap alcohol and levels of crime and disorder. However, it would still meet with some resistance, since, even if there was a proven link between cheap alcohol and levels of crime and disorder, one in four drinkers still disagreed they would be prepared to pay more for their alcohol, and it may be that, if prices were to rise, these drinkers who do not support the price increases would feel unfairly impacted by them.
- This theme of feeling unfairly impacted by price increases was found across the qualitative sample. Regardless of drinking behaviour, a degree of internal conflict was evident. Respondents felt that a substantial price increase would be required to deter excessive drinking (and the resulting alcohol-related crime and disorder), but at the same time, such an increase would impact on them directly which was considered unfair as they felt themselves to be responsible drinkers. Although some older, more affluent respondents claimed that in theory they could afford to absorb a price increase on alcohol, they still believed this was unfair, as they were being punished for the poor behaviour of others. Ultimately, nobody was prepared to accept a *substantial* increase in their own spend on alcohol for in-home consumption.

*“Basically they’re saying people who drink sensibly are going to be penalised for people who don’t”* -- Frequent at-home drinker, male, 40+, Socio-Economic Group C2D, London

## 4.7 Attitudes towards the alcohol pricing interventions on drinking behaviour

- In the quantitative research, attitude statements were used to gauge the impact of an increase in the price of alcohol upon respondents' own drinking behaviour and consumption levels in general. These statements were 'raising the price of alcohol in these stores would not make any difference to the UK's drinking levels' and 'the price of alcohol in stores would make me drink less'.
- Additionally, home drinkers who chose wine or beer as their main drink were asked what impact different price increases (up to 50p, 51p to £2 and over £2) would have on the amount of beer or wine they consumed at home using a scale (drink a lot less at home, drink a little less at home, drink more at home, it would make no difference). *It should be noted that the pricing scale used was intended to provide an indicative picture of the approximate level of price increase that might be effective in influencing drinking levels, rather than to provide any absolute measurement of the most appropriate price rise.*
- Just over half (55%) of the total sample agreed that raising the price of alcohol would not make any difference to the UK's drinking levels, with over a third (38% disagreeing) thinking it would have an impact. The youngest respondents, those aged 18 to 24, were significantly more likely to agree that price increases would have no impact (63% agreed compared to 57% or less of each other age group).

**Table 13: Attitudes towards raising the price of alcohol**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: all respondents</i>	1,210	277	933	254	459
<b>Raising the price of alcohol in these stores would not make any difference to the UK's drinking levels</b>					
Agree (net)	55%	50%	57%	56%	59%
Disagree (net)	38%	42%	37%	38%	35%

■ Statistically significant at 95% confidence level (non-drinkers compared against drinkers, Increasing and Higher Risk drinkers compared against Sensible drinkers).  
Excluding 'Don't know'.

- Drinkers (57%) were significantly more likely than non-drinkers (50%) to believe that raising alcohol prices would have no effect. Within the drinker sample, there was little difference in opinion between Sensible drinkers (59% agreed it would make no difference) and Increasing and Higher Risk drinkers (56% agreed), and, within the Sensible drinker group, little difference by age. Among Increasing and Higher Risk drinkers, those aged 18 to 34 were more likely to believe higher prices would make no difference to the UK's drinking levels (65% agreed) than those aged 35+ (52% agreed), whose views were more similar to those of Sensible drinkers (59%).

- Among all drinkers, one in five (19%) agreed strongly or slightly that raising the price of alcohol in stores would make them drink less, but three-quarters (74%) disagreed (and over half, 54%, *strongly* disagreed). Just 8% of all drinkers and 8% of Sensible drinkers agreed *strongly* that an alcohol price increase would make them drink less, falling to 3% for Increasing and Higher Risk drinkers.

**Table 14: Attitudes towards raising the price of alcohol**

	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All</i>	933	254	459
<b>Raising the price of alcohol in these stores would make me drink less</b>			
Agree strongly	8%	3%	8%
Agree (strongly or slightly)	19%	17%	19%
Disagree (strongly or slightly)	74%	79%	74%

■ *Statistically significant at 95% confidence level (Increasing and Higher Risk drinkers compared against Sensible drinkers).*

*Excluding 'Don't know'.*

- The potential impact of incremental pricing increases upon alcohol consumption levels was measured by asking respondents who drank at home to say what impact price increases of various amounts (up to 50p, 51p–£2 or over £2) on an average bottle of wine or six pack of beer would have on the amount they drank at home – whether it would make them drink a lot less, a little less, whether they would drink more at home or it would make no difference. Overall, one in ten (10%) said an increase of up to 50p on an average bottle of wine or six pack of beer would result in them drinking less (a lot/a little), increasing to one-third (33%) for an increase of 51p to £2 and over half (56%) for an increase of over £2. The increase of more than £2 was the only incremental rise where a sizeable proportion (23%) said that they would drink ‘a lot less’ at home. Therefore the higher the price increase, the more of an impact on the amount that drinkers anticipated consuming at home. However, as discussed earlier, even among those who said they would be prepared to pay more for alcohol if a link was proved between cheap alcohol and levels of crime and anti-social behaviour, only 12% (equating to 5% of the total sample) said they would be prepared to pay more than £2 more for an average bottle of wine or six pack of beer.

**Table 15: Impact of beer/wine price increase on alcohol consumption at home**

	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: all drinking at home and beer/wine their main drink</i>	688	209	357
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is up to 50p</b>			
Drink a lot less at home	1%	1%	-
Drink a little less at home	9%	11%	8%
Drink more at home	-	-	-
It would make no difference	90%	86%	91%
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is 51p–£2</b>			
Drink a lot less at home	8%	8%	7%
Drink a little less at home	25%	28%	28%
Drink more at home	-	-	-
It would make no difference	65%	62%	63%
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is MORE THAN £2</b>			
Drink a lot less at home	23%	21%	23%
Drink a little less at home	33%	38%	32%
Drink more at home	-	-	-
It would make no difference	42%	40%	42%

*No significant differences found.*

*Excluding 'Don't know'.*

- Those who drank at home before a night out were also asked to say what impact each price increase (up to 50p, 51p–£2 or over £2) on an average bottle of wine or six pack of beer would have on the amount they drank at home before a night out. Overall, just over one in ten (12%) said an increase of up to 50p on an average bottle of wine or six pack of beer would result in them drinking less (a lot/a little) at home before a night out, increasing to three in ten (29%) for an increase of 51p to £2 and almost half (45%) for an increase of over £2. The increase of £2 was the only incremental rise where a sizeable proportion (19%) said that they would drink 'a lot less' at home before a night out. Although the pattern of the claimed impact of each price increase on the amount of alcohol drunk at home before going out was similar to that among all home drinkers on the amount of alcohol drunk at home generally, it is notable that the increases of 51p–£2 and, particularly, over £2 would have less impact on alcohol drunk at home before a night out than it would on alcohol drunk at home generally. Twenty-nine per cent of those drinking at home before going out said they would drink less at this time if prices rose by 51p–£2, compared to 33% of all home drinkers drinking less due to a 51p–£2 rise, while 45% of those drinking at home before going out would drink less if prices rose by over £2, compared to 56% of all home drinkers drinking less at home generally as a result of such an increase.

**Table 16: Impact of beer/ wine price increase on alcohol consumption at home *before a night out***

	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: all drinking at home before a night out and beer/wine their main drink</i>	247	91 (low base)	109
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is up to 50p</b>			
Drink a lot less at home	2%	3%	1%
Drink a little less at home	10%	7%	15%
Drink more at home	2%	1%	3%
It would make no difference	84%	86%	81%
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is 51p–£2</b>			
Drink a lot less at home	8%	7%	8%
Drink a little less at home	21%	20%	24%
Drink more at home	2%	3%	2%
It would make no difference	68%	68%	66%
<b>An average bottle of wine or six pack of beer cost £4.50 and the increase is MORE THAN £2</b>			
Drink a lot less at home	19%	18%	20%
Drink a little less at home	27%	30%	25%
Drink more at home	3%	3%	4%
It would make no difference	50%	47%	50%

*No significant differences found.*

*Excluding 'Don't know'.*

#### 4.7.1 Response to specific interventions

- Three proposed pricing interventions were tested qualitatively only. This was to ensure that the respondents had sufficient time to absorb and understand the concepts, which would have been challenging in a quantitative survey conducted via the telephone. In each case, the proposed intervention was read out to respondents (as illustrated below) and then discussed. Each intervention was introduced and discussed separately, and the order of introduction rotated across the sample, to avoid order bias.
- Overall, the interventions were understood by respondents, but met with some indifference in terms of being effective approaches to the issue. This was predominantly related to the fact that alcohol was not considered to be the sole cause of anti-social behaviour in society, as discussed earlier in the report, and therefore it was not thought that pricing interventions alone would reduce crime and disorder. If pricing interventions were to be introduced, it was felt that these should form part of a wider programme, which also tackles cultural, social and educational issues, in order to truly address the problem. Linked to this is the perception that should the Government introduce one of these interventions, it would not really be to address alcohol-related crime and disorder,



but rather to benefit the Government financially (through increased revenue), while paying 'lip service' to the issue of alcohol-related crime and disorder.

- Respondents did acknowledge that the Government faces certain challenges in addressing alcohol-related crime and disorder, namely that they must be mindful of not impacting on the responsible majority, but must also introduce measures that are substantial enough to be effective.

### **Proposition Presented: Minimum Price per Unit**

#### **MINIMUM PRICE PER UNIT OF ALCOHOL**

A minimum unit price would be applied to alcohol.

For example:

- If a bottle of wine contains ten units of alcohol, and there is a minimum price per unit of, say, 50p, then the bottle of wine would cost at least £5.
- If a can of lager typically contains two units of alcohol, the minimum cost would be £1 per can, so a six pack of lager would be £6.

- There was a strong reaction to this intervention on the grounds that it was felt to be the option that would have the most impact on respondents personally. This was driven by the fact that the intervention as presented to respondents showed the highest overall price increases, and some of the examples provided were considered significantly more expensive than current prices. Older respondents who were more likely to buy spirits to drink at home were concerned that their drink of choice would become unfeasibly expensive when told that the price per unit would increase with the strength of the alcohol.
- It was not felt that this option would address the problem of alcohol-related crime or disorder. There was a strong belief that those who commit these behaviours will 'find a way' to buy their alcohol, whether through the development of a black market or other crimes.
- One or two respondents claimed that this approach to pricing would encourage people to become aware of the units of alcohol that they are drinking, as they envisage this would become more openly flagged up in pricing, labelling or in supermarket point-of-sale material. For them this was considered a positive aspect of the intervention, as there was a general belief that most people do not understand the definitions of recommended daily units, and this approach would bring a 'unit-style' approach to drinking more to the forefront.

- In short, however, this intervention was unpopular. It has connotations of punishment, is thought to be heavy handed without addressing the problem effectively, and would create a financial impact that could not be ignored on the responsible majority (i.e. themselves).

*“This one will affect me most but a lot of people will be annoyed ... a nice bottle of wine is going to cost a fortune isn't it?”* – Female, Pre-loader, 18–24, Socio-Economic Group C2D, Bridgend

*“I just think its Big Brother. My whole life is governed now by the Government and I am being punished for being a responsible drinker”* – Infrequent at-home drinker, male, 40+, Socio-Economic Group BC1, Cheam

### Proposition Presented: Taxation

#### TAXATION

Tax on alcohol is made up of two parts:

- 1) VAT is 17.5% (at the time of the research). This component stays constant.
- 2) Excise duty – this aspect of tax is what can vary for different types of alcohol and change each year when the budget is set. It is this side of tax that could be increased.

For example:

If duty was increased by say 4% this means that:

- a typical bottle of wine would go up by about 8p;
- a typical bottle of branded spirits would go up by about 26p;
- a six pack of lager would go up by about 12p.

- While nobody wanted to see an increase in the price of alcohol, the small price increases proposed under this intervention were considered likely to be totally ineffective, and the view was that nobody, even the poorest members of society, would be deterred from drinking on this basis. These insignificant price rises led respondents to the overall conclusion that the Government was making a token gesture, appearing to take action against alcohol-related crime and disorder but in fact putting money into its own pocket under the guise of being socially responsible.
- As a result, respondents appeared frustrated with the Government proposing this intervention, claiming it is a ‘typically half-hearted measure’. Again, comparisons with cigarette pricing were made, on the basis that cigarette prices go up each year by

incremental amounts that are relatively easily absorbed by the consumer, but overall are probably highly beneficial to the Government.

- It is therefore possible that introduction of this measure would lead to a negative impact on perceptions of the Government, as respondents saw it as a self-benefiting solution for the Government, rather than the general public.

*“It isn’t going to make a blind difference to anyone buying alcohol and it definitely won’t stop crime!”*

– Pre-loader male, 18–24, Socio-Economic Group C2D, Newcastle

*“It’s just pennies – it isn’t hurting anybody”* – Frequent at-home drinker, female, 40+, C2D, London

*“You’d have to really make it a higher percentage because 8p, 26p, 12p isn’t going to make a difference ... you would need to put it up by 20% or something”* – Infrequent at-home drinker, male, 40+, Socio-Economic Group BC1, Cheam

- The positive aspect seen by respondents about this intervention was that it would have the least impact on the responsible majority, and would not affect respondents directly on a financial basis – therefore their behaviour would also remain unaffected.

### **Proposition Presented: Ban on Below-Cost Selling**

#### **BAN ON BELOW-COST SELLING**

At the moment, shops can sell alcohol at less than the cost they pay for it and decide to make a loss to encourage people into their stores.

This approach would ban their ability to do so. This means that shops can still decide to not make a profit, but would have to sell alcohol at least at cost price.

For example:

If the supermarket buys a bottle of wine for £3.50, a can of lager for 20p, or a bottle of spirits for £10, it cannot sell it for less than these cost prices.

- Respondents were most cynical about this intervention. They did not envisage it addressing issues related to crime and disorder, primarily because, although understanding how such a ban would be intended to function, they imagined that shops would easily ‘find a way round it’. They envisaged that going forward, shops would sell alcohol *at cost price*, but increase the prices of other products in order to ensure an overall profit for the supermarket is still made. They thought that should this intervention

be introduced, there would be little visible evidence to the shopper that alcohol prices had changed – thus leading them to question the effectiveness in dealing with alcohol-related crime and disorder.

- In addition, potential was also identified here for the responsible majority suffering because of the actions of the irresponsible minority. This is because it was understood that responsible drinkers (or even those who do not drink at all) would start paying more for other produce in order to ensure supermarkets still made a profit.
- There was also a sense of uneasiness that this intervention represents the Government trying to control commercial enterprises, and that supermarkets have the right to sell products at whatever price they choose.
- Overall, therefore, this intervention was not thought to be effective in addressing alcohol-related crime and disorder; however, neither was it thought to mean a substantial impact for the individual respondents.

*“It’s up to the shop how much they want to sell it for ... supermarkets should be able to sell alcohol at whatever price they want”* – Infrequent at-home drinker, female, 25–39, Socio-Economic Group BC1, Newcastle

*“It’s a good idea but you’re dictating what they (supermarkets) can and can’t do. It’s a free market. If they want to sell like that it’s part of their business. You can’t just dictate to someone. That’s called Communism”* – Infrequent at-home drinker, male, 40+, Socio-Economic Group BC1, Cheam

#### **4.8 Scepticism that the Government would raise the price of alcohol as a way of increasing taxes**

- An attitude statement (‘raising the price of alcohol is just another way of increasing taxes’) was used to assess to what extent there might be scepticism about alcohol price rises being associated with government tax increases. Results suggest that there was some doubt and cynicism about motivations for price increases, with three-quarters (73%) of all respondents agreeing that ‘raising the price of alcohol is just another way of increasing taxes’. There was significantly greater cynicism amongst social classes C1/C2 (77%) compared to other social classes (68% AB and 71% DE).
- Drinkers (74%) and non-drinkers (70%) were equally likely to believe that alcohol price rises are just another form of tax increase. There was no significant difference in agreement between Sensible drinkers (73%) and Increasing and Higher Risk drinkers (79%) although there was a slightly higher degree of cynicism among the latter group. Within the Increasing and Higher Risk group, those aged 18 to 34 were more suspicious of the motivations for any increase in alcohol prices, with 85% of them agreeing an increase was just another way of increasing taxes, compared to 77% of the heavier

drinkers aged 35+. Among Sensible drinkers, there was no difference in agreement by age. Qualitatively, respondents likened raising the price of alcohol to yearly budgetary reviews of alcohol excise duty and the perceived current level of government debt, and it may be that similar views are contributing to the high level of agreement to this statement in the quantitative survey.

**Table 17: Attitudes towards raising the price of alcohol**

	All respondents	Non-drinkers	All drinkers	Increasing and Higher Risk drinkers	Sensible drinkers
<i>Base: All</i>	1,210	277	933	254	459
<b>Raising the price of alcohol is just another way of increasing taxes</b>					
Agree (net)	73%	70%	74%	79%	73%
Disagree (net)	18%	18%	18%	15%	18%

*No significant differences found.*

*Excluding 'Don't know'.*

- All respondents were asked where the additional money should go, if there was an increase in the cost of alcohol in supermarkets, off-licences and convenience stores. Respondents were not prompted with any potential recipients of this money. The most common mention as a beneficiary was the NHS (46%), followed by the police (13%) and schools (9%). There were a variety of other specific mentions, including help for people with alcohol issues (6%), charities (5%) and alcohol education (3%). A similar pattern of responses was found for each drinker group.
- Qualitatively, respondents claimed that any money generated through increased pricing should go to 'good causes', particularly the NHS. Some claimed that if there was visible evidence that this was happening (e.g. improved healthcare for those with drink-related illnesses), they would be happier to accept price increases. However, there was a strong degree of cynicism that the NHS would benefit. Comparisons were drawn with cigarettes – each year, there is a price rise, but there is no visible evidence that smoking-related diseases are being treated more successfully, and they envisage the same would be the case with alcohol price rises. This attitude is driven by an overall cynicism towards the Government generally.

*“If they were going to turn around and say, right, we’re going to tax you more but the difference that we tax is going to the NHS ... all the people who are dying from drink- related diseases [will be reduced] ... then people will go for that and probably pay more ... but the problem is, they’re not going to pump it into the NHS” – Frequent at-home drinker, 40+, Socio-Economic Group C2D, London*

## 5. Conclusions

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- A majority of the sample thought alcohol contributed towards crime and disorder. Additionally, if a link was *proved* between cheap alcohol and levels of crime and anti-social behaviour, there was reasonable support for an intervention to raise the price of alcohol, with two in three drinkers saying they would be prepared to pay more for alcohol sold in supermarkets, off-licences and convenience stores.
- There were, however, other views which cloud full support for an alcohol price intervention to reduce alcohol-related crime and disorder.
  - Although drinkers would support a price intervention if the link to crime and anti-social behaviour was proved, they were not entirely convinced that raising the cost of alcohol would help reduce crime or anti-social behaviour as this is just one contributing factor out of many such as parental control, education and other social factors. Therefore substantial fact-based evidence would be required to help convince drinkers that alcohol is a strong contributing factor and that pricing should be part of an holistic approach.
  - The majority of the sample were largely sceptical that the Government would raise the price of alcohol as a way of increasing taxes. However, it is possible there would be more support if it could be proved the revenue generated from greater taxation would be used for a good purpose, such as the NHS.
  - While nearly two-thirds of the total sample thought the Government should take action to stop people drinking too much, half of these also thought that how much you drink is a personal choice and the Government should not interfere. This suggests that some individuals want other people's actions to be addressed without affecting their own behaviour. Therefore getting the right balance between the Government being seen to take action while remaining sensitive to the needs and views of the responsible majority will be important.
- Increasing and Higher Risk drinkers aged 18 to 34 were more likely than other groups of drinkers to admit to having engaged in alcohol-related crime and disorder in the last year (although fewer than half of them (39%) admit to doing so). They were also more likely to think drinking in this country is out of control, but this was coupled with being less likely to see a link between alcohol and crime and anti-social behaviour. They were also more resistant to the idea of raising alcohol prices.
- On the other hand, Increasing and Higher Risk drinkers aged 35+, who were less likely to admit to engaging in alcohol-related crime and disorder (9%), saw alcohol as an important part of their social life, but were more supportive of raising the price of alcohol.

- Any price interventions that are brought in to tackle alcohol-related crime and disorder among the Increasing and Higher Risk drinkers aged 18 to 34 will also impact other 'price sensitive' 18-to-34-year-old Increasing and Higher Risk drinkers who do not admit to engaging in alcohol-related crime and disorder (61% of all 18-to-34-year-old Increasing and Higher Risk drinkers, equating to 5% of all drinkers), as well as Increasing and Higher Risk drinkers aged 35+ who see drinking as an important part of their social life (60% of all Increasing and Higher Risk drinkers aged 35+, equating to 11% of all drinkers).
- Furthermore, the drinking preferences and purchase behaviour of Increasing and Higher Risk drinkers aged 18 to 34 were not that different to those of other drinkers – they bought wine, beer and spirits (albeit the latter to a greater extent than other drinkers), they bought known and quality brands as well as brands on special offer, and they purchased from supermarkets, corner shops and off-licences (though they used the latter two outlet types more frequently than other drinkers). As a result, any intervention that targets a certain type of alcohol, or certain outlets, would not allow for a particularly targeted approach.
- Some drinkers did concede that price increases would affect the amount of alcohol they would drink, but increases would need to be at a reasonably high level to have any impact. Twenty-three per cent said they would drink a lot less at home if there was an increase of £2 or more on a £4.50 bottle of wine or pack of beer, but only 8% would drink a lot less because of an increase of 50p–£2, and 1% for an increase of up to 50p.
- Although drinkers claimed price interventions of a sufficiently high level would affect their own consumption, there was some perception that drinkers would adjust to price increases over time and thus reduce the effectiveness of the intervention. This was evidenced in the qualitative work where respondents made the comparison with annual rises in the price of cigarettes – while they may initially appear off-putting, they are not enough to change the behaviour of those who are regular smokers. However, as they currently stand, the reactions to a minimum price per unit of alcohol, taxation and a ban on below-cost selling, were all met with a degree of cynicism as to whether they would be an effective deterrent, as the interventions do not go far enough from a financial perspective to deter those who are considered to be problem or anti-social drinkers. Of the three, minimum price per unit was thought likely to be the most effective deterrent, but was also the intervention most likely to impact negatively on respondents from a price perspective, and so was the least popular.

## Appendices

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### A. Verbatim Comments

An open-ended response question was asked in the quantitative research to gather views generally on alcohol-pricing intervention. These comments are grouped by issue below.

#### **Price increases on alcohol to reduce alcohol-related crime and disorder:**

*“Raising the price of alcohol is not necessarily the solution to the problem. Limiting the quantity sold would help especially in nightclubs. Most of the problems in our city are caused by nightclubs rather than cheap supermarket alcohol.”*

*“I am not sure pricing is the way to stop people drinking. Education of the people might help. Giving young people alternatives and perhaps treatment to alcohol-dependent illnesses should depend on people cutting, stopping drinking and smoking.”*

*“I think that increasing the cost of wine and alcohol is very unfair as? the majority of British public do drink responsibly and I think they should find different ways of targeting people that drink too much and cause problems because they are in a minority.”*

*“I disagree with the price increase there are other ways to stop kids drinking, which is the main reason they want to do it to stop the kids drinking. I would increase the drinking age. Zero tolerance on street drinking, increase the drinking age to 21. That’s it.”*

*“I think that if they increased it to £15 pounds it would encourage young people to stop buying it and also families should educate and raise their children in a European lifestyle with alcohol not being a novelty upon teenage years.”*

*“I think increasing the price of alcohol would not make any difference to anti-social behaviour and if discipline was taught in schools that would make a difference. More police on the streets would make a difference, tougher sentences for drug crimes that would make a difference. That will do you.”*

*“I don’t think increasing the prices of the cheap alcohol would make any difference on anti-social behaviour relating to alcohol. Also the same as opening and extending the licences has made no difference either, it just prolongs the period of anti-social behaviour comparing it to the 20 years I’ve lived in Spain the key factor would be in changing peoples attitude to alcohol. Given that in Spain alcohol is cheaper than here by a lot and have hardly anything compared to the UK. My brother owns a nightclub in Spain and he dreads young English people coming there and their attitude which is to get drunk as cheaply and quickly as possible. It’s changing people’s views of alcohol, it’s educational rather than just raising prices or the time of drinking. That covers it.”*



*“Irresponsible drinkers shouldn’t really get penalised for binge drinkers, putting the price up for stores – is where responsible drinkers go – therefore targeting responsible drinking – to target the binge drinkers – prices need to go up in bars etc. and corner shops that DON’T ask for ID. Putting the price up for all makes it unfair for the responsible drinkers who then can’t afford a responsible drink.”*

*“If they want to bring the price of alcohol up then it shouldn't be by 10% it should be by 1000%. That will help as nobody will buy it and they can get something else with this money as they can't get alcohol. Parents should look after their children properly, if the Government can get less tax from the people they will be able to spend more time with their families and can bring up their children with morals – ethics and good attitude.”*

*“I do not see why everybody should be penalised for the bad behaviour of a few. Education and law enforcement is necessary against the worst offenders, education needs to start at a young age.”*

**Government intervention:**

*“It would be helpful if the Government made changes – especially for teenagers who drink – so they can grow into responsible adults. I would like my children to grow up like this.”*

*“I think the Government should take steps towards curbing the sale of cheap liquor, the younger generation are mainly to blame for the unruly drunken behaviour which is so common today.”*

*“In my opinion there is too much government interference in people’s lives already.”*

*“I think what the Government needs to do is address the issue of youth boredom by providing adequate facilities to tackle youth boredom.”*

*“It would be nice if the Government could do anything about alcohol on street – specially if youth sit in groups in late at night at leave the mess after they finish.”*

*“I think that the Government should address more why the youths in particular are drinking as opposed to what they are drinking. A lot of them are bored and a lot of them are doing it to look hard around their mates. I reckon if they provided the youths something to do like activities that would make living circumstances better.”*

*“I just don’t think it’s the Government’s responsibility to control drinking I think that once the Government has to intervene it’s already gone too far. I think it’s a social issue not a government issue in the community.”*

*“Well the only thing is that the Government should do something. People are fond of saying they don’t like the nanny state but then they get injured and expect the NHS to fix them. People making trouble or destroying property should be punished and made to pay for the damage.”*

*"I just have a slight concern that the survey is being used by the Government to justify raising the price of alcohol to generate more tax and I don't believe this will reduce the amount of anti-social behaviour and crime. We need to have far tougher police sentencing and punishment to deter rather than just trying to remove alcohol. Whoever introduced 24-hour drinking should look very hard at themselves before preaching to people about their drinking habits i.e. the Government."*

### **Problems with alcohol in society:**

*"The survey is asking the wrong type of questions. You have to ask why people are drinking in excess, why they need that. Have to think about society and culture."*

*"I think what's very wrong is that because I don't drink and drive the cost of soft drinks in pubs is usually more than the price of alcohol. You can pay up to 50p more for a pint of diet coke than for a pint of beer – and there's not taxation on the soft drink other than VAT. If people were on a limited budget and the soft drink was cheaper people would drink it rather than having alcohol. My son used to say at Uni that it cost more for an evening out on soft drinks."*

*"It's cultural thing in Britain, lots of people think going out is a necessity and drink a lot, young people go out to get drunk."*

*"I think the Government is wasting money on something which is part of our culture. When the real problem is drugs, this is all a waste of time when we all know the problem is DRUGS."*

*"I believe that alcohol abuse is mainly a problem between 14 and 25 and access to alcohol should be severely restricted to this age group. Cost of alcohol would not deter this age group as long as they have access to it. That's it, it's just the youngest age group that spoil it for the rest of us."*

*"It's nothing to do with the alcohol it's due to the Government taking everything off the kids so they have nothing left to do. What do they have left to do?"*

*"There are too many outlets – there's too many corner shops selling alcohol. It's too easy for youngsters to get alcohol in this country especially from small corner shops. When I went to Canada – you cannot go to a supermarket – you would have to go to a liquor store – it's very strict there – it's only 21+, it's very strict there – you will get asked for ID. That's about it."*

*"I think that the lack of control of drinkers abiding by the police contribute to the continuation of anti-social behaviour."*

*"Looking at the costing is not the problem – I think it is inbred into our society drinking excessively is the norm and the fact that if prices were increased then it would just*

*encourage the younger ones i.e. under 18 to steal and I think they are the ones who drink the cheap alcohol.”*

*“Generally I think in this country the children are out of control. They get access to drugs and drink too easily that’s what makes them the way they are, and the Government got it wrong when they said that parents can’t discipline their children because they stopped them from smacking them. And disciplining them all these laws that they are bringing in, like children can divorce their parents. The police and everyone can’t do anything to these young adults, because whatever they say or do with them, they just get a load of abuse back from them. This country seems to be ruled by kids and teenagers. That’s it.”*

*“I do not believe the pricing of alcohol is directly related to the problems discussed in this survey, the root of the problem lies elsewhere – probably the combination of poor education and poor family values.”*

*“Focusing on the price of alcohol is not a long-term sustainable answer to the problem of anti-social drinking – is more embedded in the culture – I mean so is more difficult to fix it this way but would provide a more holistic remedy than you can understand why the Government focus on the price because is easier for people to understand but probably does not help at all.”*

*“I think as a psychiatric nurse that there is a definite link between alcohol consumption and the rate of suicide and criminal behaviour and especially worrying is the effect on young women of cheap alcohol and binge drinking. The effects on society and the family especially families, can be devastating. My father was an alcoholic and my grandfather, it runs in families I think. I think that the Government should take more responsibility in preventing disease and death in young people due to alcohol consumption.”*

*“The fact is families set an example. I was brought up in a family of non-smokers and I don't smoke. My family doesn't drink that much so I don't drink that much. I know people who are sober who are very responsible but as soon as they drink too much they act like complete idiots. If you mix with the wrong crowd you'll do stupid things. Alcohol isn't the problem it's the people who are controlling. It comes down to if you want a drink it's ok but when you need a drink that's when it's a problem.”*

### **What should be done:**

*“It’s a very severe problem, put into the educational line, educate the children about the problems of drinking.”*

*“I do think there should be stricter guidelines to selling alcohol to teenagers up to 21 years. I think we should be the same as America, and have it at 21 years before they can buy alcohol.”*

*“I think that people are very irresponsible and they should be arrested and they should be made to pay for what damage they have caused and they should also be made to clear*

*up any mess that they have caused. The punishment should fit the crime in the fact that they clear up the mess they've made and pay for any damage caused which might prevent them from spending so much on drink because they would not have so much to spend. It's the parents fault in the main."*

*"Cheap alcohol should increase in price but alcohol that is being sold by the more expensive brands should not be penalised because my suspicion is that it's the cheap alcohol that is causing the issues."*

*"Watching programs like Road Wars and Street Watch goes to prove that the youth of today go out drinking and clubbing until 3am. Licences should be revoked to restrict the time pubs and clubs are open serving alcohol."*

*"Restriction in the age should be raised to 21, in my area 15-year-olds or young people can have access to alcohol easily. Shop owners and people who get drink for these under-age kids should be prosecuted."*

*"I think the availability of cheap alcohol is far too easy to get hold of. There should be more restriction on how easily available alcohol is – it should be restricted to pubs and off-licences."*

*"It's pointless raising the price of alcohol because people will just get the money from somewhere else. The times that alcohol is sold are ridiculous – too easy for kids to get hold of alcohol. We should go back to 11 o'clock closing times for pubs and clubs. I feel strongly about alcohol – the damage it can do. Years ago we didn't have this type of crime – go back to the closing times we used to have. Contributes a lot to crime, the solution's there but nobody is prepared to act on it."*

*"I think that any price increasing should be linked directly to the alcoholic strength of the drink – the stronger the beer the more you pay – whereas if you drink a weaker beer you pay less."*

*"I think people who cause alcohol-related problems and have to be taken to hospital should be charged expenses – so that the tax payer doesn't end up paying more. The money should go towards policing those areas."*

*"There is more than one solution to all this: changing the licensing hours; raising the age to 19 years; reduce the number of outlets that sell alcohol; more education with 5th and 6th formers at school; and don't taint everyone with the same brush."*

*"No, we should look at better education and awareness of children at school, education at school so children have an awareness of the danger of alcohol, like what drugs we should do, what alcohol we should look at better education at school, so children have an awareness of the danger of alcohol. Like with drugs we should do it with alcohol."*

*“It's absolutely useless trying to change anything – unless the way alcohol is sold is changed, it should only be sold in off- licences and pubs, all the ones around here have closed down. There should be Government Liquor Stores – like in America. It's an incredibly bad idea to sell alcohol in corner shops.”*

*“I really don't think it's anything to do with price. It's more to do with education. I really think that if alcohol became more expensive here in the UK – people would jump on the ferry or take the Eurostar to buy alcohol in France.”*

*“More restrictions on the hours you can buy alcohol. I would like to see the promotion of alcohol severely restricted. Avoid promoting alcohol at all. I would like to see the image of promoting alcohol as ‘fun’ stopped. You can still buy alcohol but it is not promoted. Promotion would be illegal.”*

## B. Sample profile

The following tables show the weighted sample profile for the total sample, drinkers and non-drinkers. Also shown are the number of interviews achieved (shown as n=) with each sample group (unweighted).

**Table 18: Sample profile by gender, age and social grade**

Base:	Total	Drinkers	Non-Drinkers
	1210	933	277
<b>Gender</b>			
Male	47% n=605	49% n=480	43% n=125
Female	53% n=605	51% n=453	57% n=152
<b>Age</b>			
18–24	12% n=200	12% n=153	13% n=47
25–34	16% n=203	16% n=153	17% n=50
35–44	18% n=201	18% n=156	18% n=45
45–54	17% n=203	19% n=172	11% n=31
55–64	15% n=202	16% n=162	12% n=40
65+	21% n=201	19% n=137	29% n=64
<b>Social Grade</b>			
AB	26% n=298	28% n=250	19% n=47
C1	29% n=352	29% n=271	29% n=81
C3	21% n=266	22% n=217	17% n=49
DE	24% n=295	21% n=195	35% n=100

**Table 19: Sample profile by family status, region and ethnicity**

Base:	Total 1210	Drinkers 933	Non-Drinkers 277
<b>Marital status</b>			
Married/living with partner	61 n=722	62 n=564	57 n=157
Separated/divorced	18 n=199	17 n=146	22 n=54
Single	20 n=282	20 n=218	20 n=64
<b>Presence of children</b>			
With children at home	40 n=486	40 n=370	41 n=116
No children at home	59 n=717	60 n=558	58 n=159
<b>Region</b>			
North	28 n=333	29 n=264	25 n=69
Midlands	34 n=395	33 n=296	37 n=99
South	38 n=482	38 n=373	38 n=109
<b>Ethnicity</b>			
White	84 n=1056	88 n=846	72 n=210
Black/Minority Ethnic	14 n=139	11 n=77	28 n=62

### C. Quantitative Questionnaire

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Q1 Job number: J10012

PUBLIC PERCEPTIONS OF ALCOHOL PRICING  
=====

J10012 \_\_\_\_\_ (8-13)

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Interviewer name: \_\_\_\_\_ No: \_\_\_\_\_

Booth no: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Respondent name: \_\_\_\_\_

Telephone no. (incl code): \_\_\_\_\_

PL Initials: \_\_\_\_\_ Coder initials: \_\_\_\_\_

---

Q2 CODE POSTCODE FROM SAMPLE

\_\_\_\_\_ (14-21)

---

Q3 STANDARD REGION – CODE FROM POSTCODE/SAMPLE

North/North East.....	(22)
North West.....	1
Yorkshire/Humberside.....	2
East Midlands.....	3
West Midlands.....	4
Wales.....	5
East Anglia.....	6
South West.....	7
South East.....	8
Greater London.....	(23)
	9
	0



---

**INTRODUCTION:**

Hello, my name is ..... from Continental Research, an independent market research company based in London. We are conducting a survey today about public attitudes to alcohol, with both those who drink and those who don't.

**(ONLY REVEAL IF ASKED DIRECTLY WHO THE CLIENT IS – THIS RESEARCH IS FOR A GOVERNMENT DEPARTMENT)**

The survey should take around 15 minutes. Is now a good time to speak to you?

We would like to speak to someone at random in your household. Could I please speak to the person in your household with the next birthday, out of those aged 18 and over?

**OFFER TO CALL BACK IF NECESSARY**

All the answers you provide will be kept strictly confidential and not associated directly to you. There are no right or wrong answers, it's your opinions and impressions we are interested in.

**IF NECESSARY, REASSURE OF CONFIDENTIALITY:**

Results of this survey are confidential. You will not be identified as having taken part in the survey. Your name and details will not be passed on to any other organisation. If at any point you prefer not to answer, please tell me and I will move on to the next question.

---

Q3b STANDARD REGION

ASK MOBILE PHONE SAMPLE ONLY

Could you please tell me which region you live in?

INTERVIEWER NOTE: RESPONDENTS TO LIVE IN ENGLAND & WALES ONLY. IF NOT CLOSE INTERVIEW.

READ OUT. SINGLE CODE

North/North East.....	1
North West.....	2
Yorkshire/Humberside.....	3
East Midlands.....	4
West Midlands.....	5
Wales.....	6
East Anglia.....	7
South West.....	8
South East.....	9
Greater London.....	10
None of these.....	11 THANK & CLOSE

---

Q4 INTERVIEWER, RECORD SEX (DO NOT ASK)

Male.....	(24)	1
Female.....		2

---

Q5 Are you a permanent resident of the UK?

IF NOT, CHECK IF SOMEONE ELSE IN HOUSEHOLD IS A RESIDENT. IF NOT, CLOSE

Yes.....	(25)	1	Go to Q6
No.....		2	CLOSE

---

Q6 I'd like to ask you a few questions about yourself to ensure we are talking to a wide range of people.  
Can I just check, which of the following age groups do you fall into?  
READ OUT  
SINGLE CODE

(26)

Under 18 (ASK TO SPEAK TO SOMEONE OLDER)

18–24.....	1
25–34.....	2
35–44.....	3
45–54.....	4
55–64.....	5
65+ .....	6

---

Q7 Which member of your household would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN:

\_\_\_\_\_

What is that person's occupation?  
REFER TO MANUAL: PROBE FULLY

1. IF RETIRED, ASK FOR PREVIOUS OCCUPATION IF PRIVATE PENSION RECEIVED
2. IF SELF-EMPLOYED OR MANAGERIAL, ASK FOR NUMBER OF EMPLOYEES RESPONSIBLE FOR
3. IF LOCAL AUTHORITY, CIVIL SERVICE OR ARMED FORCES, ASK GRADE/RANK
4. ASK FOR DETAILS OF TRAINING/QUALIFICATIONS
5. INDUSTRY

\_\_\_\_\_

(27)

A.....	1
B.....	2
C1.....	3
C2.....	4
D.....	5
E.....	6

---

**ALCOHOL BEHAVIOUR**

**In this section of our survey, I would like to ask you a few questions about alcohol consumption.**

**Q8** How often, on average, do you drink alcohol? By this I mean any alcohol you drink at home, at someone else's home or when out.

READ OUT  
SINGLE CODE

**Q9** ASK DRINKERS ONLY – THOSE WHO NEVER DRINK (CODE 8 AT Q8) GO TO Q18  
And how often, on average, do you drink alcohol at home or someone else's home?

READ OUT  
SINGLE CODE  
(SCRIPTER – DISPLAY ONLY FREQUENCY CODED AT Q8 AND BELOW)

	<b>Q8</b>	<b>Q9</b>
	(28)	(29)
6-7 days a week	1	1
4-5 days a week	2	2
2-3 days a week	3	3
Once a week	4	4
Two or three times a month	5	5
Once a month	6	6
Once every couple of months or less often	7	7
Never	8	8
DON'T KNOW	9	9

**Q10** ASK ALL DRINKERS (CODE 1-7 OR DK AT Q8)

I'd now like you to think about the alcohol you have drunk over the past seven days.  
Over the last week, which of the following types of drink have you drunk? Please think about all drinks you have had, either at home or when you were out.

READ OUT  
MULTICODE

	(30)
Draught beer, lager or cider – so pints or half pints .....	1
Bottles of beer, lager or cider .....	2
Wine .....	3
Spirits or liqueurs such as vodka, gin etc. ....	4
Bottles of pre-mixed drinks like Bacardi Breezers, Smirnoff Ice, WKD etc. ....	5
Sherry or port .....	6
NOT DRUNK ALCOHOL OVER PAST SEVEN DAYS (DO NOT READ OUT) .....	7
DON'T KNOW .....	8

Q11 ASK ALL WHO DRANK OVER LAST SEVEN DAYS (CODED 1-6 AT Q9)  
 FOR EACH TYPE OF DRINK CODED AT Q10 ASK:  
 And over the past seven days, how many (READ TYPE OF DRINK) did you have? (READ IF  
 ASKING ABOUT SPIRITS – CODE 4: If you drank any doubles, please count this as two drinks)  
 READ OUT  
 SINGLE CODE

		1-2	3-4	5-6	7-8	9-10	11-15	16-20	More than 20	DON'T KNOW
Pints of draught beer/lager or cider	(31)	1	2	3	4	5	6	7	8	9
Bottles of beer/lager or cider	(32)	1	2	3	4	5	6	7	8	9
LARGE glasses of wine	(33)	1	2	3	4	5	6	7	8	9
SMALL glasses of wine	(34)	1	2	3	4	5	6	7	8	9
Measures of spirits or liqueurs	(35)	1	2	3	4	5	6	7	8	9
Bottles of pre-mixed drinks like Bacardi Breezers/ Smirnoff Ice/WKD etc.	(36)	1	2	3	4	5	6	7	8	9
Glasses of sherry or port	(37)	1	2	3	4	5	6	7	8	9

Q12 ASK ALL DRINKERS (CODE 1-7 OR DK AT Q8)  
 Would you say that over the past week, you have drunk:  
 READ OUT  
 SINGLE CODE

- (38)
- Less than you normally do..... 1
  - About the same amount as you normally do ..... 2
  - More than you normally do ..... 3
  - DON'T KNOW? ..... 4

Q13 ASK ALL DRINKERS (CODE 1-7 OR DK AT Q8)  
 Some people like to have a drink at home or at a friend's home before going out to pubs, bars or clubs. Have you had a drink at home before a night out in this way over the past 12 months?  
 IF YES: Have you done this regularly or occasionally over the past 12 months?

- (39)
- No ..... 1 Goto Q16
  - Yes, occasionally..... 2 Goto Q14
  - Yes, regularly ..... 3 Goto Q14
  - DON'T KNOW ..... 4 Goto Q16

Q14 When you do drink at home or at a friend's house before going for a night out, which of the following do you ever do?  
 READ OUT  
 MULTICODE

Q15 IF MORE THAN ONE ANSWER CODED AT Q14 ASK:  
 And which do you do most often?  
 READ OUT ALL CODED AT Q14  
 SINGLE CODE

	Q14	Q15
	(40)	(41)
Just have one or two drinks before going out	1	1
Have a few drinks but not enough to get really drunk	2	2
Have enough to get drunk before going out	3	3
DON'T KNOW	4	4

Q16 ASK ALL WHO DRINK AT HOME (CODE 1–7 OR DK AT Q9)  
 Thinking about the alcohol you buy to drink at home or someone else's home, which of the following would you be most likely to choose?

NOTE TO INTERVIEWER: If the respondent says that their husband/partner/flatmate etc. buys it not them, please answer from their perspective. (E.g. we want to know what is being bought in homes generally)

READ OUT  
 MULTICODE

- (42)
- Brands you have tried before and know you like ..... 1
- Brands which are on special offer ..... 2
- The brands that are the cheapest ..... 3
- Own-label brands ..... 4
- High-quality brands ..... 5
- DON'T KNOW ..... 6

Q17 ASK ALL WHO DRINK AT HOME (CODE 1–7 OR DK AT Q9)  
 Where do you (or your partner) usually buy alcohol to drink at home or someone else's home?  
 READ OUT  
 MULTICODE

- (43)
- Supermarket..... 1
- Off-licence..... 2
- Corner shop or general store ..... 3
- Petrol station ..... 4
- Online ..... 5
- Belong to a club that delivers it – e.g, Wine club ..... 6
- Wine merchants (e.g. Majestic)..... 7
- Other (SPECIFY)..... 8
- (44-45)

(46)

- I never buy alcohol (DO NOT READ OUT)..... 1
- DON'T KNOW ..... 2

## ATTITUDES TOWARDS DRINKING AND PERCEPTIONS OF DRINKING HABITS

The next section of the survey looks at your attitudes to drinking in general.

Q18 ASK ALL

I am now going to read out some statements about drinking habits in this country, and I would like you to say how strongly you agree or disagree with each one.

(READ STATEMENT) – Do you ... READ OUT – SINGLE CODE

RANDOMISE ORDER

		Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	DON'T KNOW
Drinking is an important part of our culture	(47)	1	2	3	4	5	6
The amount people drink in this country is out of control	(48)	1	2	3	4	5	6
The media exaggerates the problems with drinking in this country	(49)	1	2	3	4	5	6
Problem drinking is only carried out by a minority – most people are responsible drinkers	(50)	1	2	3	4	5	6
The Government needs to take action to stop people drinking too much	(51)	1	2	3	4	5	6
There's nothing wrong with regularly getting drunk	(52)	1	2	3	4	5	6
How much you drink is a personal choice and the Government should not interfere	(53)	1	2	3	4	5	6
Drinking is an important part of my social life	(54)	1	2	3	4	5	6

Q19 ASK ALL

Over the past 12 months, have you seen anyone who appears to have had too much to drink do any of the following?

READ OUT

MULTICODE

	(57)
Making a fool of themselves .....	1
Getting into an argument .....	2
Fighting .....	3
Behaving aggressively towards others.....	4
Vomiting in public.....	5
Urinating in public.....	6
Causing damage to properties/cars etc.....	7
Taking drugs .....	8
Getting rowdy/causing a nuisance .....	9
NONE OF THESE .....	0
	(58)
DON'T KNOW .....	

Q20 ASK ALL  
Over the past 12 months, has anyone who appears to have had too much to drink done any of the following to you?  
READ OUT  
MULTICODE

(59)

Got into an argument with you ..... 1  
Behaved aggressively towards you..... 2  
Got into a fight with you ..... 3  
Damaged your property or car etc..... 4  
NONE OF THESE ..... 5  
DON'T KNOW ..... 6

Q21 ASK ALL DRINKERS (CODE 1-7 OR DK AT Q8). OTHERS GO TO Q22  
Over the past 12 months, which, if any, of the following have you done during or after drinking alcohol?  
READ OUT  
MULTICODE

(60)

Made a fool of yourself ..... 1  
Got into an argument..... 2  
Had a fight..... 3  
Behaved aggressively towards others..... 4  
Vomited in public..... 5  
Urinated in public..... 6  
Caused damage to properties/cars etc..... 7  
Taken drugs ..... 8  
Got rowdy/caused a nuisance..... 9  
NONE OF THESE ..... 0  
(61)  
DON'T KNOW ..... 1

**PRICE AND ALCOHOL-RELATED CRIME AND DISORDER**  
**I would now like you to think about the impact of alcohol on society.**

Q22 ASK ALL  
How much, if at all, do you think alcohol contributes to the following types of problem?

How much does alcohol contribute to (READ STATEMENT) – READ OUT – SINGLE CODE

RANDOMISE ORDER

IF ASKED, CLARIFY:

Crime and disorder covers activities that are illegal.

Anti-social behaviour includes being noisy or rude in public, causing others to complain to the police about behaviour, graffiti, threatening others.

		A lot	A little	Not much	Not at all	DON'T KNOW
Levels of crime	(62)	1	2	3	4	5
Levels of anti-social behaviour	(63)	1	2	3	4	5
The nation's health problems	(64)	1	2	3	4	5

---

**Q23 IF AGREE ALCOHOL CONTRIBUTES TO ANY PROBLEMS (CODED 1 OR 2 FOR ANY STATEMENT AT Q22) ASK:**

Some people think that all alcohol contributes to these types of problems, while others think that cheap alcohol sold in shops, off-licences and convenience stores is particularly to blame because it may lead people to drink more. Which do you think contributes to ... (READ OUT EACH PROBLEM CODED 1 OR 2 AT Q22)? Would you say ... READ OUT SINGLE CODE

		<b>All alcohol</b>	<b>Cheap alcohol in particular</b>	<b>DON'T KNOW</b>
Levels of crime	(67)	1	2	3
Levels of anti-social behaviour	(68)	1	2	3
The nation's health problems	(69)	1	2	3

---

**ASK ALL**

**Q24** Are you aware of any proposals to introduce price restrictions on alcohol that is sold in supermarkets, off-licences etc. in (IF ENGLAND – CODE 1–5 OR 7–10 AT Q3 – England) (IF WALES – CODE 6 AT Q3 – Wales)? This does not relate to alcohol sold at pubs, bars etc. This might have been in the media or from someone you know.

READ OUT  
SINGLE CODE

Yes ..... 1  
 No ..... 2  
 Don't know ..... 3

---



Q25 ASK ALL

I am going to read out some statements about raising the price of alcohol in supermarkets, off-licences and convenience stores and I would like you to say how strongly you agree or disagree with each one.

ASK ALL FOR STATEMENTS 1, 2, 4, 5, 6, 7, 8

ASK JUST DRINKERS STATEMENT 3 AND STATEMENT 9

READ STATEMENT – Do you ... READ OUT

SINGLE CODE

RANDOMISE STATEMENTS

		Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	NEED MORE INFORMATION TO GIVE OPINION (DO NOT READ OUT)	DON'T KNOW
Raising the price of alcohol in these stores would help reduce crime in this country	(72)	1	2	3	4	5	6	7
Raising the price of alcohol in these stores would help reduce anti-social behaviour in this country	(73)	1	2	3	4	5	6	7
Raising the price of alcohol in these stores would make me drink less (DRINKERS ONLY)	(74)	1	2	3	4	5	6	7
I would support an increase in the price of alcohol in these stores	(75)	1	2	3	4	5	6	7
Raising the price of alcohol in these stores would not make any difference to the UK's drinking levels	(76)	1	2	3	4	5	6	7
There is no need to raise the price of alcohol in these stores	(77)	1	2	3	4	5	6	7
Raising the price of alcohol is just another way of increasing taxes	(78)	1	2	3	4	5	6	7
All drinkers have a responsibility to pay more for their alcohol to help address alcohol-related crime and disorder		1	2	3	4	5	6	7
I would be prepared to pay more for alcohol in these stores if a link was proved between cheap alcohol and levels of crime and anti-social behaviour (DRINKERS ONLY) (DP INSTRUCTION: PLEASE ALWAYS ASK THIS STATEMENT LAST)	(79)	1	2	3	4	5	6	7

Q25b ASK ALL DRINKERS (CODE 1–7 OR DK AT Q8)

Which of the following do you buy from supermarkets, off-licences or convenience stores to drink at home?

READ OUT

MULTICODE

Q25c ASK ALL WHO ANSWERED MORE THAN ONE CODE AT Q25B

And which of these do you buy most often from supermarkets, off-licences or convenience stores to drink at home?

READ OUT

SINGLE CODE

	<b>Q25b</b>	<b>Q26c</b>
Beer	1	1
Wine	2	2
Spirits or liquors such as vodka, gin etc.	3	3
None of these	4	4
Don't know	5	5

Q26 INTERVIEWER NOTE: WE ARE TALKING ABOUT AVERAGE AMOUNTS HERE TO SIMPLIFY THE QUESTIONNAIRE. IF A RESPONDENT SAYS THEY DRINK MORE EXPENSIVE ALCOHOL PLEASE TELL THEM TO ASSUME THE PERCENTAGE INCREASE WOULD BE THE SAME – NOT THE AMOUNT – E.G. IF THEY DRINK MORE EXPENSIVE WINE THE AMOUNT WOULD BE HIGHER.

(a) ASK IF CODE 1–2 FOR STATEMENT 4 AT Q25 AND NOT CODE 1 OR 2 FOR THE LAST STATEMENT AT Q25 AND CODE 1 OR 2 AT Q25B/Q25C (I.E. THEIR MAIN DRINK):

You said you would support an increase in the price of alcohol in supermarkets, off-licences and convenience stores.

If we assume that an average bottle of wine or six pack of beer costs £4.50, how much more might you be willing to pay for an average bottle of wine or six pack of beer?

(b) IF CODED 1–2 FOR STATEMENT 4 AT Q25 AND NOT CODE 1 OR 2 FOR THE LAST STATEMENT AND CODE 3 AT Q25B/Q25C ASK (I.E. THEIR MAIN DRINK):

You said you would support an increase in the price of alcohol in supermarkets, off-licences and convenience stores.

If we assume that an average bottle of spirits costs £13, how much more might you be willing to pay for an average bottle?

(c) ASK IF CODE 1–2 FOR LAST STATEMENT AT Q25 AND CODE 1 OR 2 AT Q25B/Q25C (I.E. THEIR MAIN DRINK):

You said you would be willing to pay more for alcohol in supermarkets, off-licences and convenience stores if there was a link between cheap alcohol and levels of crime and disorder.

If we assume that an average bottle of wine or six pack of beer costs £4.50, how much more might you be willing to pay for an average bottle of wine or six pack of beer?

(d) ASK IF CODE 1–2 FOR LAST STATEMENT AT Q25 AND CODE 3 AT Q25B/Q25C (I.E. THEIR MAIN DRINK):

You said you would be willing to pay more for alcohol in supermarkets, off-licences and convenience stores if there was a link between cheap alcohol and levels of crime and disorder.

If we assume that an average bottle of spirits costs £13, how much more might you be willing to pay for an average bottle?

READ OUT  
SINGLE CODE

	Q26a	Q26b	Q26c	Q26d
	2(8)	2(8)	2(8)	2(8)
Up to 50p	1	1	1	1
51p–£1	2	2	2	2
£1–£2	3	3	3	3
More than £2	4	4	4	4
WOULD NEED MORE INFORMATION (NOT READ OUT)	5	5	5	5
WOULD NOT PAY MORE	6	6	6	6
DON'T KNOW	7	7	7	7

---

Q27 ASK ALL

If there was an increase in the cost of alcohol in supermarkets, off-licences and convenience stores, where do you think the extra money generated should go?

DO NOT READ OUT

MAY BE MULTICODED

To the brewers/wine makers..... 1  
To the shops that sell the alcohol..... 2  
To the Government ..... 3  
The NHS ..... 4  
Police ..... 5  
Schools ..... 6  
Other (SPECIFY)..... 7  
(11-12)

(13)

DON'T KNOW ..... 1

---

Q28a ASK ALL WHO DRINK AT HOME (CODE 1–7 OR DK AT Q9) AND CODE 1 OR 2 AT Q25B. IF MORE THAN ONE CODE AT Q25B CHECK Q25C FOR MAIN DRINK. ONLY ASK THIS QUESTION IF WINE (1) OR BEER (2) IS THEIR MAIN DRINK

If there was an increase in the price of alcohol in supermarkets, off-licences and convenience stores, what impact, if any, would it have on the amount you drink at home? If we assume that an average bottle of wine or six pack of beer costs £4.50, and the increase was of [INSERT VALUE] would you...?

READ OUT

SINGLE CODE

	Up to 50p	51p–£2	More than £2
Drink a lot less at home	1	1	1
Drink a little less at home	2	2	2
Drink more at home	3	3	3
OR it would make no difference	4	4	4
DON'T KNOW	5	5	5

Q28b ASK ALL WHO DRINK AT HOME (CODE 1–7 OR DK AT Q9) AND CODE 3 AT Q25B. IF MORE THAN ONE CODE AT Q25B CHECK Q25C FOR MAIN DRINK. ONLY ASK THIS QUESTION IF SPIRITS OR LIQUORS (3) IS THEIR MAIN DRINK

ASK ALL WHO DRINK AT HOME (CODE 1–7 OR DK AT Q9) AND CODE 3 AT Q25B

If there was an increase in the price of alcohol in supermarkets, off-licences and convenience stores, what impact, if any, would it have on the amount you drink at home? If we assume that an average bottle of spirits costs £13, and the increase was of [INSERT VALUE] would you...?

READ OUT

SINGLE CODE

	Up to 50p	51p–£2	More than £2
Drink a lot less at home	1	1	1
Drink a little less at home	2	2	2
Drink more at home	3	3	3
OR it would make no difference	4	4	4
DON'T KNOW	5	5	5

Q29a ASK ALL WHO DRINK AT HOME BEFORE A NIGHT OUT (CODES 2–3 AT Q13) AND CODE 1 OR 2 AT Q25B. IF MORE THAN ONE CODE AT Q25B CHECK Q25C FOR MAIN DRINK. ONLY ASK THIS QUESTION IF WINE (1) OR BEER (2) IS THEIR MAIN DRINK

If there was an increase in the price of alcohol in supermarkets, off-licences and convenience stores, what impact, if any, would it have on the amount you drink at home BEFORE A NIGHT OUT?

If we assume that an average bottle of wine or six pack of beer costs £4.50 and the increase was of [INSERT VALUE] would you...?

READ OUT

SINGLE CODE

	Up to 50p	51p–£2	More than £2
Drink a lot less at home before a night out	1	1	1
Drink a little less at home before a night out	2	2	2
Drink more at home before a night out	3	3	3
OR it would make no difference before a night out	4	4	4
DON'T KNOW	5	5	5

Q29b ASK ALL WHO DRINK AT HOME BEFORE A NIGHT OUT (CODES 2–3 AT Q13) AND CODE 3 AT Q25B. IF MORE THAN ONE CODE AT Q25B CHECK Q25C FOR MAIN DRINK. ONLY ASK THIS QUESTION IF SPIRITS (3) IS THEIR MAIN DRINK

If there was an increase in the price of alcohol in supermarkets, off-licences and convenience stores, what impact, if any, would it have on the amount you drink at home BEFORE A NIGHT OUT?

If we assume that an average bottle of spirits costs £13 and the increase was of [INSERT VALUE] would you...?

READ OUT

SINGLE CODE

	Up to 50p	51p–£2	More than £2
Drink a lot less at home before a night out	1	1	1
Drink a little less at home before a night out	2	2	2
Drink more at home before a night out	3	3	3
OR it would make no difference before a night out	4	4	4
DON'T KNOW	5	5	5

**CLASSIFICATION:**

Finally, we have a few questions about yourself. These questions are just to ensure we speak to a wide range of people.

Q31 Which of the following best describes your family status?

READ OUT

SINGLE CODE

- Married/living with a partner – with children at home ..... 1
- Married/living with a partner – without children at home ..... 2
- Separated/divorced/widowed – with children at home ..... 3
- Separated/divorced/widowed – without children at home ..... 4
- Single – with children at home ..... 5
- Single – without children at home ..... 6
- DON'T KNOW ..... 7
- REFUSED..... 8

(17)

Q32 What ethnic group do you belong to?  
 READ OUT  
 SINGLE CODE

	(18)
White – British .....	1
White – Irish .....	2
Other White background (SPECIFY).....	3
	(19)
	(20)
White and Black Caribbean .....	1
White and Black African.....	2
White and Asian .....	3
Other mixed background (SPECIFY) .....	4
	(21)
	(22)
Indian.....	1
Pakistani .....	2
Bangladeshi .....	3
Other Asian background (SPECIFY).....	4
	(23)
	(24)
Caribbean .....	1
African.....	2
Other Black background (SPECIFY).....	3
	(25)
	(26)
Chinese.....	1
Other background (SPECIFY) .....	2
	(27)
	(28)
DON'T KNOW .....	1
REFUSED.....	2

---

Q32b Do you have any comments you would like to make about what we have talked about today?

---

Q33 Would it be alright to contact you if there were any queries arising from this study?

	(29)
Yes .....	1
No .....	2

---

**I hereby declare that this interview was conducted within the Market Research Society Code of Conduct.**

**SIGNED:** \_\_\_\_\_ **DATE:** \_\_\_ / \_\_\_ / \_\_\_

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## D. Qualitative Recruitment Screener

Job number: J10015

FINAL Recruitment Screener: Alcohol Pricing

29 January 2010

### SURVEY DETAILS

**Field Date:** 15 – 26 February 2010

### SAMPLE PROFILE:

#### Eight Group Discussions

Location	Group Profile	
South East (not Central London) In Home <b>Tuesday 16 February</b>	<b>Group 1</b> Pre-Loading Males Aged 18–24 years BC1	<b>Group 2</b> Frequent Home Drinkers Males and Females Aged 40+ years C2D
South East (not Central London) In viewing facility <b>Tuesday 23 February</b>	<b>Group 3</b> Pre-Loading Females Aged 18–24 years BC1	<b>Group 4</b> Infrequent Home Drinkers Males and Females Aged 40+ years BC1
Bridgend In Home <b>Monday 22 February</b>	<b>Group 5</b> Frequent Home Drinkers Males and Females Aged 25–39 years C2D	<b>Group 6</b> Pre-Loading Females Aged 18–24 years C2D
Newcastle In Home <b>Thursday 18 February</b>	<b>Group 7</b> Pre-Loading Males Aged 18–24 years C2D	<b>Group 8</b> Infrequent Home Drinkers Males and Females Aged 25–39 years BC1



**INTRODUCTION:**

**Hello, my name is ..... and I'm calling from Continental Research, an independent market research company based in London. We are conducting a survey about drinking alcohol. May I ask you a few questions?**

---

Q1. Can I check if you or any of your friends/family CURRENTLY work in any of the following industries?

Marketing	1	
Market Research	2	
Journalism	3	
Public Relations	4	
Advertising	5	
Central Government	6	
Supermarket/Shop selling alcohol/Off-licence	7	
Restaurant/Pubs/Clubs/Other Licensed Premises	8	
Paramedics/Ambulance Service	9	
Police	10	
None of these	11	MUST CODE

---

**PLEASE EXCLUDE THOSE WHO WORK IN ANY OF THE ABOVE INDUSTRIES**

---

Q2. Have you attended or taken part in any form of market research within the last six months?

Yes	1	
No	2	MUST CODE

---

**PLEASE EXCLUDE THOSE WHO HAVE ATTENDED MARKET RESEARCH IN THE LAST SIX MONTHS**

---

Q3. How many group discussions (total) have you been to before?

WRITE IN \_\_\_\_\_

---

**CLOSE IF MORE THAN THREE GROUPS ATTENDED IN TOTAL**

---

Q4. Approximately how often do you drink alcohol, either at home or at a friend's house, or in a pub/club /restaurant?

6-7 days a week	1	
4-5 days a week	2	
2-3 days a week	3	
Once a week	4	
2-3 times a month	5	
Once a month	6	CLOSE
Once every couple of months, or less often	7	
Never	8	

---

**ALL MUST DRINK ALCOHOL AT LEAST 2-3 TIMES A MONTH**

---

Q5. Do you ever buy alcohol to drink at home?

Yes	1	MUST CODE
No	2	CLOSE

---

**ALL MUST DRINK ALCOHOL AT HOME (MUST CODE 1)**

---

Q6. Where would you normally buy this alcohol from? MULTICODE OK

The supermarket (in the store or online)	1	MUST CODE
Off-licence	2	
Local shop/corner shop/petrol station	3	
Online alcohol supplier (e.g. Laithwaites, Virgin Wines, Sunday Times Wine Club etc.)	4	

---

**ALL MUST BUY ALCOHOL THEY DRINK AT HOME FROM THE SUPERMARKET (MUST CODE 1)**

---

Q7. Thinking about drinking alcohol at home, which of the following statements apply to you?  
MULTICODE OK

I deliberately drink at home before I go out to save me money on my night out	1
I drink at home to get drunk before going out	2
I drink at home with friends/partner/family	3
I have a drink by myself at home (e.g. after work to relax)	4
I drink at home for specific social occasions (party, BBQ, celebration etc.)	5
To be sociable with friends before we go out	6
It's part of getting ready for a night out	7

---

**CHECK QUOTAS:**

**PRE-LOADERS = 4-5 PER GROUP MUST CODE 1 AND/OR 2**

**HOME DRINKERS = MUST CODE AT LEAST ONE OF CODES 3-7 (PLEASE RECRUIT A MIX IN EACH RELEVANT GROUP)**

---

**ASK PRE-LOADERS**

Q8. How often would you say you do each of these?

	More than once a week	About once a week	Less than once a week	Never
Go out with the intention of getting drunk	1	3	5	7
Go out, not necessarily with the intention of getting drunk, but end up getting drunk anyway	2	4	6	8

---

**PLEASE ENSURE THAT AT LEAST 2-3 RESPONDENTS IN EACH PRE-LOADING GROUP CODE EITHER 1, 2, 3 OR 4 AT Q8 (ONCE A WEEK OR MORE)**

---

**ASK HOME DRINKERS (THOSE WHO CODED AT LEAST ONE OF CODES 3-7 AT Q7)**

Q9. Approximately how often would you drink alcohol in your/a friend's home, either before a night out or when staying in?

6-7 days a week	1	
4-5 days a week	2	FREQUENT
2-3 days a week	3	
Once a week	4	INFREQUENT
2-3 times a month	5	
Once a month	6	CLOSE
Once every couple of months, or less often	7	

---

**CHECK QUOTAS**

---

Q10. Which of the following best describes your ethnic origin?

White British	1
White Irish	2
Other White Background	3
White Irish & White British	4
White & Caribbean	5
White & Black African	6
White & Asian	7
Bangladeshi	8
Indian	9
Pakistani	10
Sri Lankan	11
Any other Asian or Asian British	12
Black British	13
Caribbean	14
African	15
South East Asian	16
Latin American	17
Other	18

---

**PLEASE RECRUIT 5–6 WHITE (CODE 1, 2, 3, 4), AND 2–3 OTHER ETHNICITIES (CODES 5–18) PER GROUP**

**PLEASE ENSURE THAT ALL RESPONDENTS CAN SPEAK ENGLISH TO A STANDARD THAT WILL ENABLE THEM TO PARTICIPATE FULLY IN A GROUP DISCUSSION, AND THAT THEY CAN ALSO READ ENGLISH**

---

Q11. Do you have any dependent children living with you?

Yes	1
No	2

---

**PLEASE ENSURE A MIX OF THOSE WHO DO/DO NOT HAVE CHILDREN IN GROUPS 2, 4, 5 & 8  
PLEASE AIM TO RECRUIT SOME RESPONDENTS WHO HAVE CHILDREN IN GROUPS 1, 3, 6 & 7**

---

Q12. CODE SEX, DO NOT ASK:

Male	1
Female	2

---

**CHECK QUOTAS**

---

Q13. Age

Under 18	1	CLOSE
18–24	2	
25–39	3	
40–65	4	
66+	5	CLOSE

Write in exact age

---

**CHECK QUOTAS AND RECRUIT A GOOD SPREAD OF RELEVANT AGES WITHIN EACH GROUP**

---

Q14. Which member of your household, related to you, would you say is the Chief Income Earner, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

WRITE IN:

\_\_\_\_\_

What is that person's occupation?  
REFER TO MANUAL. PROBE FULLY

\_\_\_\_\_

A	1	CLOSE
B	2	
C1	3	
C2	4	
D	5	
E	6	CLOSE

---

**CHECK QUOTAS**

---

Q15. We are holding a discussion group with people similar to you about drinking alcohol. The group will be two hours in length and we will give you £45 (South East)/£40 (elsewhere) cash as a token of our appreciation of your time. **The group will be audio/video recorded.**

Would you be willing to attend and are you happy to be audio/video recorded as part of the group?

Yes	1	GO TO INVITE
No	2	THANK AND CLOSE

---

**INVITE:**

**The group will take place at (PLEASE INSERT RELEVANT TIME FOR RESPONDENT)**

**PLEASE ENSURE THAT ALL RESPONDENTS WHO WEAR GLASSES BRING THEM TO THE GROUP AS THEY WILL BE REQUIRED TO LOOK AT STIMULUS MATERIAL.**

**Once again thank you for your time. If you have any queries please contact ... at Continental Direct on ..., who will be able to help. Please do let us know if you find that you are unable to make it to the group.**

---

**I declare that this is a true record of a telephone/face-to-face interview with the named respondent which was carried out within the Market Research Society Code of Conduct in accordance with instructions in the Interviewers' Manual.**

**Signed** \_\_\_\_\_