



ICM Poll for Wine & Spirits Trade Association

Fieldwork dates: 8-17th July 2008

Interview Method: Telephone, unless otherwise stated.

Population effectively sampled: All adults aged 18+ in Scotland

Sampling Method: Within Scotland, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers.

Sample size: 1,017 Scottish adults aged 18+

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: martin.boon@icmresearch.co.uk

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 1
Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- First mention

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Peer pressure	261 26%	105 21%	156 30%a	34 31%dh	33 17%	73 36%dgh	51 30%dh	35 25%h	34 17%	57 30%l	85 31%l	51 23%	68 21%
Parents not taking enough responsibility for their children	160 16%	76 16%	85 16%	10 9%	19 10%	30 15%	32 18%c	28 20%cd	43 21%cd	29 15%	31 11%	40 18%	60 18%j
People feeling more "stressed" / under pressure	127 13%	59 12%	68 13%	10 9%	36 19%h	19 9%	26 15%	18 13%	19 10%	23 12%	29 11%	30 13%	45 14%
Family breakdown	124 12%	58 12%	67 13%	20 18%f	26 14%	20 10%	14 8%	21 15%f	23 11%	23 12%	31 11%	23 10%	46 14%
Scotland's historic drinking culture	80 8%	53 11%b	27 5%	5 4%	31 16%cefh	13 6%	10 6%	11 8%	12 6%	22 11%l	28 10%l	14 6%	16 5%
Just an addiction for some people / general addiction	64 6%	37 8%	28 5%	7 7%	13 7%	13 6%	9 6%	8 5%	14 7%	8 4%	20 7%	19 9%	17 5%
Schools not doing enough to educate children on the dangers	42 4%	24 5%	18 3%	8 8%	11 6%	4 2%	6 3%	4 3%	8 4%	3 2%	14 5%	10 4%	14 4%
The fact that shops and bars can sell alcohol for longer	39 4%	12 3%	27 5%	1 1%	7 4%	9 4%	3 2%	4 3%	15 7%cfg	5 3%	8 3%	10 5%	16 5%
Taxes on alcohol being too low	33 3%	20 4%	13 2%	- -	5 3%	6 3%	4 2%	4 3%	13 6%cf	7 4%	5 2%	8 3%	13 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Social breakdown	25 2%	12 2%	13 3%	3 2%	2 1%	6 3%	4 2%	3 2%	8 4%	7 3%	8 3%	4 2%	7 2%
Alcohol advertising	10 1%	4 1%	6 1%	1 1%	-	3 1%	3 2%	2 1%	2 1%	-	3 1%	3 2%	4 1%
Long working hours	9 1%	6 1%	3 1%	4 4%df	-	1 1%	1 *	1 *	2 1%	3 2%	2 1%	1 1%	3 1%
Do not believe alcohol abuse occurs	11 1%	7 1%	4 1%	1 1%	3 1%	1 1%	1 1%	1 1%	4 2%	1 *	2 1%	2 1%	7 2%
None/ Don't know	30 3%	15 3%	15 3%	6 5%g	5 3%	4 2%	8 5%g	1 1%	6 3%	4 2%	9 3%	7 3%	9 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

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Absolutes/col percents

Table 1
Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- First mention

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Peer pressure	261 26%	11 22%	9 29%	13 18%	18 21%	21 25%	54 31%	111 25%	25 34%	62 25%	173 26%	20 33%	58 27%	194 25%	4 22%
Parents not taking enough responsibility for their children	160 16%	3 6%	7 24%	17 23% ^m	8 10%	15 19%	25 14%	77 17%	9 12%	50 20% ^v	89 13%	14 23%	33 16%	119 16%	3 19%
People feeling more "stressed" / under pressure	127 13%	7 14%	6 20%	4 5%	12 15%	8 9%	16 9%	69 15%	5 7%	25 10%	98 15%	4 6%	23 11%	100 13%	2 12%
Family breakdown	124 12%	10 19%	2 6%	15 21% ^s	8 9%	13 16%	18 11%	49 11%	9 13%	27 11%	86 13%	6 9%	24 11%	94 12%	3 18%
Scotland's historic drinking culture	80 8%	3 5%	-	3 5%	10 12%	7 8%	17 10%	36 8%	3 5%	23 9%	49 7%	2 4%	24 11%	55 7%	1 5%
Just an addiction for some people / general addiction	64 6%	2 5%	2 5%	5 7%	9 11%	5 6%	11 7%	25 5%	4 6%	11 4%	52 8%	1 2%	8 4%	54 7%	1 5%
Schools not doing enough to educate children on the dangers	42 4%	7 14% ^{qrs}	2 7%	5 6%	5 6%	2 3%	3 2%	15 3%	3 4%	6 2%	33 5%	2 3%	11 5%	27 4%	3 20%
The fact that shops and bars can sell alcohol for longer	39 4%	2 4%	2 6%	7 9% ^r	4 5%	1 1%	4 2%	16 4%	3 5%	12 5%	24 4%	3 5%	10 5%	27 3%	-
Taxes on alcohol being too low	33 3%	2 3%	-	4 5%	1 1%	3 4%	7 4%	14 3%	2 3%	13 5%	17 3%	1 1%	8 4%	25 3%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 1

**Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- First mention**

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Social breakdown	25 2%	1 1%	-	-	-	3 3%	6 4%	14 3%	2 2%	10 4%	12 2%	3 5%	6 3%	19 2%	-
Alcohol advertising	10 1%	2 5%	-	-	2 3%	1 1%	2 1%	3 1%	-	3 1%	6 1%	1 1%	3 2%	7 1%	-
Long working hours	9 1%	-	-	-	1 2%	-	6 3%	2 1%	-	1 *	8 1%	-	-	9 1%	-
Do not believe alcohol abuse occurs	11 1%	1 1%	-	-	1 1%	2 2%	2 1%	4 1%	2 2%	4 1%	7 1%	1 1%	1 1%	9 1%	-
None/ Don't know	30 3%	-	1 3%	-	2 2%	1 2%	3 2%	18 4%	5 7%	4 2%	20 3%	4 6%	4 2%	24 3%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

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Absolutes/col percents

Table 2

**Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- Second mention**

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Peer pressure	141 14%	64 13%	77 15%	12 11%	43 23%gh	26 13%	22 13%	17 12%	21 11%	30 16%	42 15%	24 11%	46 14%
Parents not taking enough responsibility for their children	133 13%	60 12%	73 14%	12 11%	13 7%	35 17% ^d	18 10%	24 17% ^{df}	31 16% ^d	28 14%	31 11%	22 10%	52 16%
People feeling more "stressed" / under pressure	109 11%	50 10%	59 11%	17 16% ^f	23 12%	26 13% ^f	10 6%	14 10%	18 9%	32 17% ^{ijk}	23 8%	20 9%	34 10%
Family breakdown	93 9%	34 7%	59 11% ^a	8 7%	22 12%	17 9%	16 9%	11 8%	19 9%	14 7%	27 10%	19 8%	33 10%
Schools not doing enough to educate children on the dangers	78 8%	38 8%	40 8%	7 6%	21 11%	11 6%	16 9%	12 9%	10 5%	7 4%	18 7%	29 13% ^{ij}	24 7%
Scotland's historic drinking culture	72 7%	45 9% ^b	27 5%	14 13% ^h	11 6%	13 7%	15 8%	10 7%	9 4%	21 11% ^l	30 11% ^l	18 8% ^l	4 1%
Taxes on alcohol being too low	65 6%	35 7%	30 6%	3 3%	3 1%	18 9% ^d	15 9% ^d	11 8% ^d	16 8% ^d	10 5%	18 7%	18 8%	19 6%
The fact that shops and bars can sell alcohol for longer	63 6%	24 5%	38 7%	7 6%	9 5%	8 4%	15 9%	12 9%	11 6%	11 6%	23 8%	14 6%	15 5%
Social breakdown	53 5%	26 5%	27 5%	4 4%	9 5%	9 5%	11 6%	5 3%	14 7%	10 5%	13 5%	12 5%	18 6%

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Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Just an addiction for some people / general addiction	43 4%	18 4%	25 5%	7 6%	7 4%	4 2%	8 4%	8 6%	9 4%	6 3%	8 3%	9 4%	20 6%
Long working hours	27 3%	24 5%b	3 *	5 4%	10 5%	4 2%	3 2%	2 1%	4 2%	4 2%	6 2%	9 4%	8 2%
Alcohol advertising	22 2%	10 2%	12 2%	1 1%	-	8 4%	5 3%	5 3% ^d	3 1%	6 3%	3 1%	6 3%	7 2%
Do not believe alcohol abuse occurs	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-
None/ Don't know	117 11%	60 12%	57 11%	13 12%	18 10%	21 11%	20 12%	10 7%	34 17% ^g	14 7%	34 12%	24 11%	45 14%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Peer pressure	141 14%	8 15%	4 13%	10 14%	12 14%	4 5%	29 17%q	69 15%q	6 9%	34 14%	94 14%	10 17%	28 13%	109 14%	1 5%
Parents not taking enough responsibility for their children	133 13%	7 14%	3 10%	9 12%	11 14%	14 17%	20 11%	62 14%	7 10%	31 12%	90 13%	6 9%	30 14%	96 13%	2 11%
People feeling more "stressed" / under pressure	109 11%	2 4%	3 9%	7 10%	10 12%	11 14%	27 15% <i>m</i>	42 9%	7 10%	22 9%	82 12%	5 8%	32 15%	76 10%	1 5%
Family breakdown	93 9%	2 3%	4 13%	10 13%	9 12%	7 9%	13 8%	44 10%	4 5%	25 10%	57 8%	7 11%	21 10%	66 9%	4 24%
Schools not doing enough to educate children on the dangers	78 8%	5 10%	9 29%	4 5%	9 11% <i>q</i>	2 2%	15 9%	32 7%	2 3%	12 5%	59 9%	5 9%	15 7%	61 8%	1 6%
Scotland's historic drinking culture	72 7%	5 10%	3 10%	6 8%	3 3%	8 10%	11 6%	32 7%	4 6%	20 8%	46 7%	4 6%	19 9%	51 7%	1 8%
Taxes on alcohol being too low	65 6%	4 8%	-	5 7%	7 8%	7 8%	12 7%	24 5%	6 9%	26 10% <i>v</i>	33 5%	3 5%	16 7%	45 6%	1 8%
The fact that shops and bars can sell alcohol for longer	63 6%	7 14% <i>s</i>	1 3%	8 12% <i>s</i>	5 6%	4 5%	10 6%	22 5%	7 9%	19 8%	35 5%	6 9%	8 4%	50 7%	1 7%
Social breakdown	53 5%	-	2 7%	3 4%	4 5%	9 11% <i>mr</i>	5 3%	26 6%	5 7%	15 6%	36 5%	2 3%	12 6%	41 5%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Table 2

**Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- Second mention**

Base: All respondents

	Region								Q5 Attitude I			Q8 Attitude II			
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Just an addiction for some people / general addiction	43 4%	1 2%	1 2%	2 3%	2 3%	4 4%	9 5%	23 5%	2 2%	12 5%	28 4%	2 3%	9 4%	33 4%	1 4%
Long working hours	27 3%	3 7%	-	1 2%	2 3%	1 1%	4 2%	14 3%	2 2%	8 3%	19 3%	-	2 1%	25 3%	1 4%
Alcohol advertising	22 2%	1 2%	-	-	2 2%	-	5 3%	11 3%	2 3%	7 3%	14 2%	1 2%	4 2%	16 2%	1 9%
Do not believe alcohol abuse occurs	1 *	-	-	-	-	-	-	-	1 1% ^s	-	-	1 1% ^v	-	1 *	-
None/ Don't know	117 11%	6 11%	2 5%	8 12%	7 8%	11 13%	16 9%	51 11%	17 23% ^{prs}	19 7%	80 12%	10 16%	18 8%	92 12%	2 10%

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Table 3
Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
 - Third mention

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
People feeling more "stressed" / under pressure	100 10%	40 8%	59 11%	13 12%	27 14%	19 10%	18 11%	9 6%	13 7%	15 8%	28 10%	18 8%	39 12%
Peer pressure	87 9%	44 9%	43 8%	10 9%	10 5%	23 11%	17 10%	14 10%	14 7%	21 11%	23 9%	15 7%	28 9%
Parents not taking enough responsibility for their children	82 8%	47 10%	36 7%	6 6%	22 11%	13 6%	10 6%	14 10%	17 9%	21 11%	25 9%	11 5%	26 8%
Just an addiction for some people / general addiction	67 7%	24 5%	43 8%	7 7%	21 11%g	10 5%	13 8%g	5 3%	11 6%	14 7%	16 6%	17 8%	20 6%
The fact that shops and bars can sell alcohol for longer	65 6%	24 5%	41 8%	5 5%	16 8%	14 7%	10 6%	11 8%	8 4%	12 6%	23 8%	11 5%	19 6%
Scotland's historic drinking culture	62 6%	38 8%	24 5%	8 7%	10 5%	16 8%	10 6%	9 6%	9 5%	18 9%	16 6%	12 5%	17 5%
Family breakdown	61 6%	32 7%	29 5%	11 10%	7 4%	13 6%	7 4%	10 7%	13 6%	6 3%	13 5%	22 10%i	20 6%
Social breakdown	60 6%	25 5%	35 7%	9 8%	20 10%	9 4%	8 5%	7 5%	8 4%	14 7%	24 9%i	13 6%	10 3%
Taxes on alcohol being too low	51 5%	25 5%	26 5%	7 7%	4 2%	10 5%	4 3%	14 10%df	11 5%	15 8%	11 4%	8 4%	16 5%

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Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Schools not doing enough to educate children on the dangers	51 5%	23 5%	28 5%	3 3%	3 2%	12 6%	9 6%	9 6% ^d	14 7% ^d	6 3%	8 3%	21 9% ^{ij}	16 5%
Alcohol advertising	24 2%	11 2%	12 2%	1 1%	4 2%	3 1%	5 3%	5 3%	5 3%	2 1%	10 3%	8 4%	4 1%
Long working hours	21 2%	12 3%	9 2%	5 5%	2 1%	5 3%	1 1%	1 1%	6 3%	9 5% ^k	5 2%	1 1%	6 2%
Do not believe alcohol abuse occurs	3 *	2 *	1 *	2 1%	- -	- -	1 *	1 1%	- -	2 1%	- -	- -	2 1%
None/ Don't know	282 28%	140 29%	142 27%	24 21%	44 23%	55 27%	56 33% ^g	33 23%	71 35% ^{cdg}	41 21%	72 26%	65 29%	104 32% ⁱ

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
 - Third mention

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
People feeling more "stressed" / under pressure	100 10%	8 15%t	4 12%	7 10%t	5 6%	12 15%t	28 16%pst	36 8%t	- -	23 9%	66 10%	6 10%	23 11%	75 10%	- -
Peer pressure	87 9%	7 13%	6 19%	12 17% _s	7 8%	9 11%	15 8%	26 6%	6 8%	24 10%	56 8%	6 10%	20 9%	62 8%	4 21%
Parents not taking enough responsibility for their children	82 8%	8 15% _q	1 2%	3 5%	6 8%	3 4%	16 9%	39 9%	6 8%	22 9%	53 8%	6 9%	20 10%	57 8%	1 3%
Just an addiction for some people / general addiction	67 7%	6 11%	2 8%	2 2%	3 3%	8 10%	9 5%	35 8%	2 3%	17 7%	41 6%	4 6%	14 7%	52 7%	1 4%
The fact that shops and bars can sell alcohol for longer	65 6%	2 5%	2 5%	3 5%	3 3%	2 2%	13 8%	35 8%	5 7%	18 7%	45 7%	2 3%	14 6%	49 6%	1 3%
Scotland's historic drinking culture	62 6%	-	1 3%	4 6%	8 10% _m	6 8%	9 5%	30 7%	3 4%	15 6%	43 6%	4 6%	13 6%	47 6%	2 10%
Family breakdown	61 6%	4 8%	4 12%	2 3%	3 4%	6 7%	9 5%	33 7%	1 1%	9 3%	46 7%	5 7%	12 6%	46 6%	1 6%
Social breakdown	60 6%	-	-	7 9%	8 10% _{ms}	7 9%	12 7%	15 3%	11 16% _{ms}	18 7%	42 6%	1 1%	10 5%	50 7%	1 4%
Taxes on alcohol being too low	51 5%	2 4%	1 3%	2 2%	4 5%	3 4%	8 4%	22 5%	9 13% _{ors}	21 9% _v	20 3%	6 10% _v	18 9% _y	29 4%	1 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 3

**Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- Third mention**

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Schools not doing enough to educate children on the dangers	51 5%	* 1%	4 13%	2 3%	5 6%	4 4%	10 6%	24 5%	2 3%	15 6%	33 5%	1 1%	8 4%	41 5%	1 5%
Alcohol advertising	24 2%	1 3%	1 4%	1 1%	4 5%	- -	5 3%	11 3%	- -	10 4%	12 2%	- -	8 4%	15 2%	- -
Long working hours	21 2%	1 2%	1 5%	1 1%	3 4%	- -	1 1%	11 3%	1 2%	1 *	20 3%u	- -	4 2%	17 2%	- -
Do not believe alcohol abuse occurs	3 *	- -	- -	- -	- -	- -	2 1%	1 *	- -	- -	3 1%	- -	- -	3 *	- -
None/ Don't know	282 28%	12 24%	5 15%	26 36%r	23 28%	22 26%	36 21%	133 29%	26 36%r	57 23%	192 29%	22 35%	49 23%	217 29%	7 40%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 4
Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
 - All mentions

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Peer pressure	489 48%	213 44%	276 52%a	56 50%h	87 45%	122 60%dgh	90 53%h	66 47%h	69 34%	108 56%kl	150 55%kl	89 40%	141 43%
Parents not taking enough responsibility for their children	375 37%	182 37%	193 37%	28 25%	54 28%	77 38%	59 35%	65 46%cdf	91 45%cdf	78 41%	86 31%	73 33%	138 42%jk
People feeling more "stressed" / under pressure	336 33%	149 31%	187 35%	40 36%	86 45%fgh	64 32%	54 32%	41 29%	51 25%	70 36%	80 29%	68 31%	117 36%
Family breakdown	278 27%	124 25%	154 29%	39 35%f	56 29%	49 25%	37 22%	42 30%	55 27%	43 22%	72 26%	64 29%	100 31%
Scotland's historic drinking culture	214 21%	136 28%b	78 15%	26 24%	52 27%h	41 21%	34 20%	30 21%	30 15%	60 31%kl	73 27%l	44 19%l	37 11%
Just an addiction for some people / general addiction	174 17%	79 16%	95 18%	22 20%	41 21%	27 13%	30 18%	21 15%	34 17%	27 14%	44 16%	46 21%	57 18%
Schools not doing enough to educate children on the dangers	170 17%	84 17%	86 16%	19 17%	35 18%	27 14%	31 18%	26 18%	33 16%	16 8%	41 15%	60 27%ijl	54 17%i
The fact that shops and bars can sell alcohol for longer	167 16%	60 12%	107 20%a	14 12%	33 17%	31 15%	28 17%	27 19%	34 17%	29 15%	53 19%	35 15%	50 16%
Taxes on alcohol being too low	149 15%	79 16%	69 13%	11 10%	13 7%	34 17%d	23 13%	29 21%cdf	39 20%cd	32 17%	34 13%	34 15%	48 15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 4

Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- All mentions

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Social breakdown	139	63	76	16	31	24	23	15	30	31	44	28	36
	14%	13%	14%	14%	16%	12%	13%	11%	15%	16%	16%	13%	11%
Long working hours	57	43	14	14	12	11	5	4	11	16	12	12	17
	6%	9%b	3%	12%fg	7%	5%	3%	3%	6%	8%	5%	5%	5%
Alcohol advertising	56	25	30	4	4	13	12	11	10	8	16	18	15
	5%	5%	6%	3%	2%	7%	7%	8%d	5%	4%	6%	8%	5%
Do not believe alcohol abuse occurs	15	10	6	3	3	1	2	2	5	2	2	3	9
	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%
None/ Don't know	28	15	13	6	5	4	7	1	5	4	8	7	8
	3%	3%	3%	5%g	3%	2%	4%g	1%	2%	2%	3%	3%	3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 4
Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
 - All mentions

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Peer pressure	489 48%	26 50%	19 61%	35 48%	36 44%	34 41%	98 56% _s	206 46%	37 51%	120 48%	323 48%	37 60%	106 50%	365 48%	8 48%
Parents not taking enough responsibility for their children	375 37%	18 35%	11 35%	29 40%	26 32%	32 40%	61 35%	177 39%	22 30%	103 41%	232 34%	26 42%	84 39%	272 36%	6 33%
People feeling more "stressed" / under pressure	336 33%	17 33%	13 41%	18 25%	28 34% _t	31 38% _t	71 41% _{ot}	146 32% _t	12 17%	69 28%	246 37% _u	14 23%	78 37%	251 33%	3 17%
Family breakdown	278 27%	15 30%	9 31%	27 37% _t	21 25%	27 32%	41 23%	125 28%	13 19%	61 24%	188 28%	17 28%	56 26%	205 27%	8 48%
Scotland's historic drinking culture	214 21%	8 15%	4 12%	13 18%	21 26%	21 26%	38 22%	99 22%	10 14%	57 23%	139 21%	9 15%	56 26%	153 20%	4 22%
Just an addiction for some people / general addiction	174 17%	9 18%	5 15%	9 13%	14 17%	17 21%	29 17%	83 18%	8 11%	40 16%	121 18%	6 10%	31 15%	139 18%	2 12%
Schools not doing enough to educate children on the dangers	170 17%	13 25% _q	15 50%	10 14%	19 23% _q	7 9%	27 16%	71 16%	7 10%	32 13%	126 19%	8 13%	34 16%	130 17%	5 31%
The fact that shops and bars can sell alcohol for longer	167 16%	11 22% _q	4 14%	18 25% _q	12 14%	7 8%	27 15%	72 16%	15 21% _q	49 20%	105 16%	11 18%	32 15%	126 17%	2 11%
Taxes on alcohol being too low	149 15%	8 16%	1 3%	11 15%	12 14%	13 16%	26 15%	61 13%	18 24% _s	61 24% _v	70 10%	10 16%	42 20% _y	99 13%	2 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 4

**Q1 Which of the following factors, if any, do you think contributes the most to people abusing alcohol?
- All mentions**

Base: All respondents

	Region								Q5 Attitude I			Q8 Attitude II			
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Social breakdown	139 14%	1 1%	2 7%	9 13% _m	12 15% _m	19 23% _{ms}	22 13% _m	56 12% _m	18 25% _{mrs}	43 17%	90 13%	5 9%	28 13%	110 14%	1 4%
Long working hours	57 6%	4 9%	1 5%	2 3%	7 8%	1 1%	10 6%	28 6%	3 4%	10 4%	48 7%	- -	5 2%	51 7% _x	1 4%
Alcohol advertising	56 5%	5 9% _q	1 4%	1 1%	8 9% _{oq}	1 1%	13 7%	26 6%	2 3%	19 8%	32 5%	2 3%	16 7%	39 5%	1 9%
Do not believe alcohol abuse occurs	15 2%	1 1%	- -	- -	1 1%	2 2%	5 3%	5 1%	2 3%	4 1%	10 2%	2 3%	1 1%	13 2%	- -
None/ Don't know	28 3%	- -	1 3%	- -	2 2%	1 1%	3 2%	17 4%	5 7%	4 1%	20 3%	3 5%	3 1%	24 3%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 5
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
- First mention

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
People who drink and drive	244 24%	96 20%	148 28% ^a	20 18%	47 25%	58 29%	38 22%	30 21%	52 26%	32 16%	72 26% ⁱ	63 28% ⁱ	77 24%
Young men who drink too much on a night out	240 24%	136 28% ^b	104 20%	18 16%	38 20%	55 27%	39 23%	44 31% ^c	47 23%	56 29% ^k	67 25%	40 18%	77 24%
Teenagers getting hold of drink illegally	172 17%	87 18%	84 16%	32 29% ^{egh}	32 17%	29 14%	32 19% ^h	25 18%	23 11%	38 20%	38 14%	49 22% ^{jl}	46 14%
Young women who drink too much on a night out	129 13%	51 10%	78 15%	15 14%	28 15%	17 9%	23 13%	15 11%	30 15%	28 14%	42 15% ^k	18 8%	41 13%
Young children getting hold of drink illegally and experimenting	121 12%	68 14%	53 10%	10 9%	18 9%	19 10%	24 14%	14 10%	36 18% ^{cdeg}	15 8%	25 9%	33 15%	49 15% ^{ij}
People who drink too much at home	80 8%	31 6%	48 9%	10 9%	23 12% ^h	20 10% ^h	11 6%	8 6%	8 4%	16 8%	24 9%	15 7%	25 8%
No one is at risk	6 1%	1 *	5 1%	1 1%	2 1%	- -	1 1%	1 *	1 *	3 2%	1 *	- -	3 1%
Unsure	23 2%	17 3% ^b	7 1%	5 4%	3 1%	3 2%	4 2%	5 3%	5 2%	5 3%	5 2%	6 3%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 5
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - First mention

Base: All respondents

	Region								Q5 Attitude I			Q8 Attitude II			
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
People who drink and drive	244 24%	15 29%	7 21%	17 24%	20 25%	15 18%	36 21%	119 26%	15 21%	46 18%	171 25%u	14 23%	44 21%	187 25%	6 38%
Young men who drink too much on a night out	240 24%	7 14%	6 19%	15 20%	14 18%	23 28%	43 25%	112 25%	20 28%	54 22%	167 25%	17 28%	62 29%	173 23%	- -
Teenagers getting hold of drink illegally	172 17%	8 15%	8 27%	15 21%	12 15%	15 18%	33 19%	69 15%	11 15%	50 20%	111 16%	6 9%	33 15%	136 18%	2 15%
Young women who drink too much on a night out	129 13%	10 19%	- -	9 12%	11 14%	8 10%	28 16%	52 12%	11 16%	32 13%	82 12%	11 18%	21 10%	101 13%	1 8%
Young children getting hold of drink illegally and experimenting	121 12%	8 15%	6 18%	13 18%r	13 16%	9 10%	14 8%	52 12%	7 10%	37 15%	77 11%	5 9%	24 11%	93 12%	2 12%
People who drink too much at home	80 8%	1 2%	4 12%	2 2%	10 12%o	11 13%o	15 9%	32 7%	5 7%	23 9%	46 7%	7 12%	20 10%	52 7%	5 28%
No one is at risk	6 1%	- -	- -	1 1%	- -	- -	3 2%	3 1%	- -	2 1%	4 1%	- -	2 1%	4 1%	- -
Unsure	23 2%	3 5%	1 3%	1 1%	1 1%	2 3%	2 1%	12 3%	2 2%	5 2%	16 2%	1 1%	7 3%	15 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 6
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
- Second mention

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Young women who drink too much on a night out	280 28%	149 30%	132 25%	28 26%	45 23%	52 26%	48 28%	52 37%defh	55 27%	62 32%k	85 31%k	46 21%	87 27%
Young men who drink too much on a night out	184 18%	76 16%	108 20%	24 22%	27 14%	38 19%	33 20%	24 17%	38 19%	41 21%	51 19%	38 17%	54 17%
Teenagers getting hold of drink illegally	171 17%	85 17%	86 16%	12 11%	49 26%ceg	19 10%	29 17%	18 13%	43 22%ceg	23 12%	39 14%	50 22%ij	58 18%
Young children getting hold of drink illegally and experimenting	149 15%	68 14%	81 15%	16 14%	33 17%	31 15%	24 14%	18 12%	28 14%	27 14%	38 14%	30 14%	54 17%
People who drink and drive	72 7%	33 7%	39 7%	9 8%	9 5%	23 11%h	9 5%	12 8%	10 5%	11 5%	13 5%	23 10%j	25 8%
People who drink too much at home	62 6%	24 5%	38 7%	8 7%	12 6%	15 7%	13 7%h	9 6%	7 3%	11 6%	23 8%l	17 7%	11 3%
Unsure	98 10%	53 11%	45 8%	15 13%	16 8%	23 11%	15 9%	9 6%	20 10%	18 9%	24 9%	19 8%	37 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 6
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - Second mention

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Young women who drink too much on a night out	280 28%	12 24%	8 26%	17 23%	17 21%	26 32%	46 26%	126 28%	27 38%p	68 27%	188 28%	20 33%	73 34%y	199 26%	1 4%
Young men who drink too much on a night out	184 18%	5 10%	5 17%	10 14%	12 15%	12 15%	35 20%t	98 22%t	6 8%	59 24%v	109 16%	9 14%	43 20%	138 18%	2 13%
Teenagers getting hold of drink illegally	171 17%	14 26%r	5 17%	14 19%	18 21%	13 16%	23 13%	72 16%	14 19%	42 17%	115 17%	8 14%	31 14%	133 17%	2 14%
Young children getting hold of drink illegally and experimenting	149 15%	8 15%	8 27%	13 17%	17 21%	7 9%	22 13%	68 15%	6 8%	28 11%	102 15%	13 21%	22 10%	116 15%	5 32%
People who drink and drive	72 7%	4 7%	2 7%	4 6%	8 10%	8 10%	20 11% ^s	23 5%	3 4%	17 7%	50 7%	- -	12 6%	58 8%	2 10%
People who drink too much at home	62 6%	4 7%	1 3%	9 12% ^{rs}	7 8%	4 5%	7 4%	23 5%	7 9%	16 6%	41 6%	3 5%	13 6%	48 6%	- -
Unsure	98 10%	6 11%	1 3%	6 8%	3 4%	11 13%	21 12%	42 9%	9 12%	19 8%	68 10%	8 13%	20 9%	69 9%	5 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 7
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - Third mention

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Teenagers getting hold of drink illegally	185 18%	83 17%	101 19%	21 19%	37 19%	34 17%	26 15%	27 19%	40 20%	35 18%	56 20%	36 16%	58 18%
Young women who drink too much on a night out	165 16%	71 15%	94 18%	17 15%	23 12%	34 17%	28 16%	25 18%	38 19%	30 15%	43 16%	38 17%	54 17%
Young children getting hold of drink illegally and experimenting	119 12%	58 12%	60 11%	10 9%	23 12%	15 8%	29 17%eh	20 14%	21 11%	21 11%	33 12%	27 12%	38 12%
People who drink and drive	118 12%	65 13%	53 10%	16 14%	31 16%	16 8%	19 11%	15 10%	22 11%	28 15%	31 11%	32 14%	28 9%
Young men who drink too much on a night out	100 10%	52 11%	48 9%	11 10%	16 9%	28 14%	14 8%	13 9%	17 9%	21 11%	23 8%	25 11%	31 10%
People who drink too much at home	81 8%	34 7%	48 9%	13 12%	11 6%	22 11%	13 8%	9 6%	13 6%	17 9%	21 8%	15 7%	28 9%
Unsure	248 24%	125 26%	123 23%	23 21%	49 26%	53 26%	41 24%	32 23%	50 25%	42 22%	68 25%	51 23%	87 27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 7
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - Third mention

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Teenagers getting hold of drink illegally	185 18%	9 18%	1 4%	17 23%	14 17%	12 14%	32 19%	84 19%	15 20%	45 18%	123 18%	8 12%	38 18%	136 18%	4 25%
Young women who drink too much on a night out	165 16%	3 5%	8 25%	13 18%	12 14%	12 15%	24 14%	89 20%mt	6 8%	47 19%	106 16%	8 14%	33 15%	130 17%	2 10%
Young children getting hold of drink illegally and experimenting	119 12%	8 15%	4 13%	12 16%	9 11%	16 20% ^s	19 11%	45 10%	6 9%	30 12%	76 11%	4 7%	26 12%	91 12%	-
People who drink and drive	118 12%	9 18%	5 15%	9 12%	11 14%	5 7%	16 9%	53 12%	10 15%	26 10%	83 12%	8 14%	20 9%	93 12%	1 7%
Young men who drink too much on a night out	100 10%	4 8%	2 7%	5 6%	5 6%	11 13%	18 10%	45 10%	10 14%	29 12%	63 9%	7 11%	22 11%	75 10%	1 6%
People who drink too much at home	81 8%	4 7%	3 10%	4 5%	4 5%	5 6%	19 11%	38 8%	5 6%	19 8%	52 8%	7 12%	19 9%	59 8%	1 4%
Unsure	248 24%	15 28%	8 26%	14 19%	27 32%	21 26%	46 26%	98 22%	20 28%	53 21%	171 25%	19 30%	55 26%	177 23%	8 49%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 8
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - All mentions

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Young women who drink too much on a night out	574 57%	271 55%	303 57%	60 55%	96 50%	104 51%	99 58%	92 65%de	123 61%	120 62%k	170 62%k	102 46%	182 56%k
Teenagers getting hold of drink illegally	527 52%	256 52%	272 51%	65 59%e	118 62%e	82 41%	87 51%	70 50%	106 53%e	96 50%	133 49%	136 61%jl	163 50%
Young men who drink too much on a night out	524 52%	264 54%	260 49%	53 47%	82 43%	120 60%d	87 51%	81 57%d	102 50%	118 61%kl	141 52%	102 46%	163 50%
People who drink and drive	434 43%	194 40%	241 46%	44 40%	88 46%	97 48%	65 38%	56 40%	84 42%	70 36%	116 42%	118 53%ijl	130 40%
Young children getting hold of drink illegally and experimenting	389 38%	195 40%	194 37%	36 32%	73 38%	65 33%	77 45%ce	52 37%	86 43%	63 32%	96 35%	90 40%	141 43%i
People who drink too much at home	224 22%	89 18%	135 25%a	31 28%h	46 24%h	56 28%gh	37 22%h	26 18%	27 14%	44 23%	69 25%	47 21%	64 20%
No one is at risk	6 1%	1 *	5 1%	1 1%	2 1%	- -	1 1%	1 *	1 *	3 2%	1 *	- -	3 1%
Unsure	21 2%	16 3%b	6 1%	5 4%	3 1%	3 2%	3 2%	4 3%	4 2%	4 2%	5 2%	6 3%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 8
Q2 Which of the following groups of people, if any, do you think are most at risk of abusing alcohol?
 - All mentions

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promotions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Young women who drink too much on a night out	574 57%	25 48%	16 51%	38 53%	40 49%	46 56%	98 56%	267 59%	44 62%	147 59%	376 56%	39 64%	127 59%	431 57%	4 21%
Teenagers getting hold of drink illegally	527 52%	31 60%	15 48%	46 63%	44 54%	40 49%	88 51%	225 50%	39 55%	137 55%w	349 52%w	22 36%	101 47%	405 53%	9 53%
Young men who drink too much on a night out	524 52%	17 32%	13 44%	29 40%	32 38%	46 55%mp	97 56%mp	255 56%mp	36 51%	142 57%	339 50%	33 53%	127 60%y	386 51%	3 19%
People who drink and drive	434 43%	28 54%q	13 43%	30 42%	40 48%	28 34%	72 41%	195 43%	29 40%	89 36%	304 45%u	22 36%	75 35%	339 44%x	9 55%
Young children getting hold of drink illegally and experimenting	389 38%	23 44%	18 58%	37 52%rst	39 47%rt	32 39%	55 31%	165 37%	20 27%	96 38%	255 38%	23 37%	72 34%	300 39%	7 43%
People who drink too much at home	224 22%	9 17%	8 25%	14 20%	21 26%	20 24%	42 24%	93 21%	16 23%	58 23%	139 21%	18 29%	53 25%	160 21%	6 33%
No one is at risk	6 1%	-	-	1 1%	-	-	3 2%	3 1%	-	2 1%	4 1%	-	2 1%	4 1%	-
Unsure	21 2%	3 5%	1 3%	1 1%	1 1%	2 3%	2 1%	11 2%	2 2%	5 2%	14 2%	1 1%	7 3%	13 2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 9

Q3 Which of the following two statements do you agree with the most?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Scotland has no more of a problem with alcohol than other countries like England and it would not make a difference to introduce a range of measures to control drinking habits just for Scotland	609 60%	303 62%	306 58%	70 63%	124 65%h	129 64%h	102 60%	81 58%	103 51%	118 61%	167 61%	134 60%	190 58%
Scotland has a more serious problem with alcohol than other countries like England and therefore needs special measures to control drinking habits	346 34%	166 34%	180 34%	35 31%	54 28%	54 27%	61 36%	52 37%	90 45%cdef	59 31%	94 34%	79 35%	113 35%
Neither of these	34 3%	9 2%	25 5%a	4 4%	11 6%gh	12 6%gh	4 3%	1 1%	2 1%	10 5%	8 3%	5 2%	10 3%
Don't know	27 3%	10 2%	18 3%	1 1%	2 1%	7 3%	4 2%	6 5%	7 3%	6 3%	5 2%	5 2%	12 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 9

Q3 Which of the following two statements do you agree with the most?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Scotland has no more of a problem with alcohol than other countries like England and it would not make a difference to introduce a range of measures to control drinking habits just for Scotland	609 60%	34 66%	22 72%	44 61%	54 66%	43 52%	94 54%	266 59%	53 73%qrs	108 43%	453 67%uw	32 53%	88 41%	500 66%x	10 59%
Scotland has a more serious problem with alcohol than other countries like England and therefore needs special measures to control drinking habits	346 34%	16 31%	6 20%	26 37%	24 29%	34 41%t	67 38%t	157 35%	17 23%	123 49%vw	192 29%	19 31%	112 53%y	219 29%	6 37%
Neither of these	34 3%	1 1%	-	-	2 2%	-	9 5%	22 5%	1 1%	7 3%	16 2%	9 14%uv	5 2%	26 3%	-
Don't know	27 3%	1 3%	2 8%	2 2%	3 3%	6 7% _s	5 3%	7 2%	2 2%	10 4%	13 2%	1 2%	8 4%	17 2%	1 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 10

Q4 Which of the following, if any, do you think would be effective measures for the Government to take in dealing with alcohol abuse in Scotland?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Harsh punishment for licensees that sell to underage drinker	505 50%	255 52%	250 47%	54 48%	85 45%	103 51%	92 54%	70 50%	101 50%	104 54%l	139 51%	121 54%l	141 43%
Improve education of alcohol abuse in schools	487 48%	238 49%	249 47%	48 44%	86 45%	110 54%h	96 56%gh	63 45%	84 42%	104 54%l	135 49%l	118 53%l	131 40%
Encourage the police to arrest more people for drunken / anti-social behaviour	391 38%	187 38%	204 39%	45 41%	64 33%	79 39%	72 42%	54 38%	78 39%	76 39%	106 39%	89 40%	120 37%
Fine parents whose children abuse alcohol	368 36%	185 38%	183 35%	44 40%	60 32%	74 37%	56 33%	54 38%	79 39%	69 36%	95 35%	84 38%	120 37%
Raise the drinking age to 21	282 28%	130 27%	152 29%	29 26%	36 19%	73 36%dh	49 29%	43 30%d	53 26%	57 30%	64 23%	65 29%	96 30%
Restrict alcohol advertising to late evening hours	245 24%	108 22%	137 26%	28 25%	44 23%	46 23%	41 24%	30 21%	57 28%	43 22%	74 27%	52 23%	75 23%
Raise the price of all alcohol by raising tax	223 22%	104 21%	120 23%	30 27%	39 21%	41 21%	33 19%	28 20%	52 26%	47 25%	63 23%	37 17%	75 23%
Make shops put all their alcohol in one designated area of the shop	218 21%	95 19%	123 23%	19 17%	30 16%	46 23%	48 28%d	31 22%	42 21%	29 15%	62 23%	68 30%il	59 18%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 10

Q4 Which of the following, if any, do you think would be effective measures for the Government to take in dealing with alcohol abuse in Scotland?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Do more to prevent family breakdown	212 21%	99 20%	113 21%	30 27%eg	46 24%	31 15%	36 21%	23 16%	47 23%g	51 26%	55 20%	44 20%	62 19%
Force supermarkets to sell alcohol at special kiosks, not at normal tills	200 20%	90 18%	110 21%	23 20%	32 17%	34 17%	37 21%	31 22%	43 22%	31 16%	55 20%	51 23%	64 20%
Further restrict the times shops and pubs can sell alcohol	199 20%	88 18%	111 21%	10 9%	23 12%	44 22%c	38 22%cd	32 22%cd	53 26%cd	43 22%	43 16%	48 21%	65 20%
Force pubs and bars to sell drinks in smaller measurements	156 15%	53 11%	103 20%a	23 21%	21 11%	34 17%	26 15%	20 14%	33 16%	34 18%	43 16%	36 16%	43 13%
Force alcohol drinks firms to put warnings on bottles and cans	123 12%	57 12%	67 13%	16 15%	19 10%	24 12%	21 12%	20 14%	23 11%	14 7%	31 11%	35 16%i	42 13%
Other	34 3%	14 3%	20 4%	- -	11 6%	6 3%	5 3%	4 3%	7 4%	9 5%	11 4%	6 3%	8 3%
Alcohol abuse is not an issue	4 *	2 *	2 *	- -	4 2%	- -	- -	- -	- -	- -	2 1%	- -	2 1%
Unsure	24 2%	10 2%	14 3%	4 4%d	- -	5 2%	4 2%	6 4%d	5 3%	1 1%	7 3%	7 3%	9 3%
None of these	22 2%	11 2%	10 2%	2 2%	2 1%	6 3%	4 3%	3 2%	4 2%	4 2%	7 2%	5 2%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

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Table 10

Q4 Which of the following, if any, do you think would be effective measures for the Government to take in dealing with alcohol abuse in Scotland?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
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Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Harsh punishment for licensees that sell to underage drinker	505 50%	23 45%	16 54%	39 54%	36 44%	37 46%	95 54%	226 50%	32 44%	126 51%	345 51%	23 38%	112 52%	377 50%	9 51%
Improve education of alcohol abuse in schools	487 48%	27 53%	19 63%	32 44%	41 50%	39 47%	88 51%	209 46%	33 45%	117 47%w	341 51%w	15 24%	99 46%	374 49%	7 42%
Encourage the police to arrest more people for drunken / anti-social behaviour	391 38%	20 39%	11 37%	35 49%	31 38%	26 32%	71 41%	172 38%	23 31%	100 40%	262 39%	16 25%	76 36%	298 39%	9 54%
Fine parents whose children abuse alcohol	368 36%	22 44%	12 39%	27 38%	26 31%	26 32%	67 39%	161 36%	26 36%	93 37%w	254 38%w	13 21%	69 33%	283 37%	7 39%
Raise the drinking age to 21	282 28%	14 27%	15 48%	25 34%r	24 29%	18 22%	32 18%	135 30%r	20 28%	107 43%vw	165 24%	8 13%	69 32%	205 27%	3 18%
Restrict alcohol advertising to late evening hours	245 24%	15 30%	7 24%	19 26%	16 19%	20 24%	36 21%	115 26%	17 23%	64 26%w	168 25%w	5 9%	57 27%	181 24%	3 18%
Raise the price of all alcohol by raising tax	223 22%	13 26%	8 25%	12 16%	11 14%	20 25%	46 26%p	98 22%	15 21%	116 46%vw	93 14%	9 15%	85 40%y	132 17%	2 13%
Make shops put all their alcohol in one designated area of the shop	218 21%	16 30%	11 35%	18 25%	18 22%	13 16%	31 18%	94 21%	17 24%	59 24%	140 21%	15 24%	40 19%	170 22%	4 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 10

Q4 Which of the following, if any, do you think would be effective measures for the Government to take in dealing with alcohol abuse in Scotland?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Do more to prevent family breakdown	212 21%	7 14%	8 27%	18 24%	21 26%	19 23%	35 20%	94 21%	10 13%	64 26%	137 20%	10 16%	47 22%	158 21%	2 13%
Force supermarkets to sell alcohol at special kiosks, not at normal tills	200 20%	11 21%	8 25%	15 21%	19 23%	15 18%	34 19%	85 19%	13 19%	52 21%	136 20%	8 13%	40 19%	155 20%	3 17%
Further restrict the times shops and pubs can sell alcohol	199 20%	13 26%	4 13%	14 19%	15 18%	18 22%	25 15%	86 19%	24 33%rs	61 24%	125 19%	8 13%	50 24%	144 19%	3 17%
Force pubs and bars to sell drinks in smaller measurements	156 15%	5 11%	8 25%	14 19%	10 12%	20 24% s	27 16%	61 13%	11 16%	55 22% v	90 13%	8 13%	51 24% y	103 13%	1 4%
Force alcohol drinks firms to put warnings on bottles and cans	123 12%	8 16%	4 14%	9 13%	10 12%	13 16%	18 10%	48 11%	12 17%	32 13%	85 13%	2 3%	20 10%	101 13%	1 4%
Other	34 3%	3 6%	-	2 2%	-	2 2%	10 6% p	16 3%	1 2%	10 4%	21 3%	3 5%	13 6% y	20 3%	1 5%
Alcohol abuse is not an issue	4 *	2 4% s	-	-	-	-	2 1% s	-	-	-	4 1%	-	-	4 1%	-
Unsure	24 2%	1 2%	2 5%	2 2%	4 5%	4 4%	2 1%	7 2%	2 3%	5 2%	14 2%	2 4%	3 1%	18 2%	-
None of these	22 2%	-	1 3%	2 3%	7 9% mrs	1 2%	4 3%	4 1%	2 2%	2 1%	13 2%	1 2%	3 1%	17 2%	2 12%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 11
Q5 Which of the following two statements, do you most agree with?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
It is unfair that I should have to pay a higher price for the alcohol I buy because of a minority of people who abuse alcohol	674 66%	344 70%b	330 62%	77 69%	141 74%h	129 64%	112 66%	96 68%h	119 59%	114 59%	182 66%	155 69%	223 69%i
I am happy to pay a higher price for the alcohol I buy because higher prices will reduce problem drinking amongst other people	249 25%	106 22%	143 27%	25 23%	32 17%	45 23%	52 30%d	39 28%d	56 28%d	63 33%l	65 24%	53 24%	68 21%
Neither of these	61 6%	26 5%	35 7%	9 8%fg	9 5%	18 9%fg	3 2%	3 2%	19 9%fg	11 6%	20 7%	10 4%	20 6%
Don't know	32 3%	11 2%	20 4%	-	10 5%	9 4%	4 2%	3 2%	7 4%	5 2%	7 3%	6 3%	14 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 11
Q5 Which of the following two statements, do you most agree with?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
It is unfair that I should have to pay a higher price for the alcohol I buy because of a minority of people who abuse alcohol	674 66%	36 70%	21 68%	53 74%	66 80%qrst	48 59%	105 60%	301 67%	44 61%	- -	674 100%uw	- -	81 38%	574 75%x	10 56%
I am happy to pay a higher price for the alcohol I buy because higher prices will reduce problem drinking amongst other people	249 25%	15 30%p	10 32%	11 16%	10 13%	24 29%p	54 31%op	105 23%p	20 28%p	249 100%vw	- -	- -	114 53%y	130 17%	4 23%
Neither of these	61 6%	- -	- -	6 8%	2 3%	3 4%	12 7%	32 7%	6 8%	- -	- -	61 100%uv	10 5%	42 6%	3 17%
Don't know	32 3%	- -	- -	2 2%	3 4%	7 8% ^s	5 3%	13 3%	2 3%	- -	- -	- -	9 4%	16 2%	1 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 12

Q6 The Scottish Government may introduce a new law forcing shops and supermarkets to keep all alcohol in one place to deal with alcohol abuse issues.
Which of the following two statements, do you most agree with?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Forcing supermarkets and shops to keep alcohol in one place	526 52%	251 51%	275 52%	70 63%gh	113 59%h	100 50%	87 51%	69 49%	88 44%	127 66%jkl	150 55%k	89 40%	161 50%k
Supermarkets and shops should be forced to keep alcohol in	406 40%	199 41%	207 39%	36 32%	55 29%	83 41%	71 41%d	62 44%d	99 49%cd	59 30%	96 35%	120 54%ijl	131 40%i
None of these	49 5%	25 5%	25 5%	3 2%	12 6%	11 6%	7 4%	8 6%	8 4%	4 2%	18 7%i	9 4%	18 5%
Don't know	34 3%	12 3%	22 4%	3 2%	10 5%	8 4%	6 3%	2 1%	6 3%	4 2%	10 4%	6 2%	15 5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 12

Q6 The Scottish Government may introduce a new law forcing shops and supermarkets to keep all alcohol in one place to deal with alcohol abuse issues.
Which of the following two statements, do you most agree with?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Forcing supermarkets and shops to keep alcohol in one place	526 52%	27 53%	16 51%	39 54%	45 54%	37 46%	98 56%	230 51%	34 48%	109 44%	379 56%uw	25 41%	104 49%	403 53%	10 59%
Supermarkets and shops should be forced to keep alcohol in	406 40%	20 39%	13 42%	28 39%	34 42%	39 47%	61 35%	178 39%	32 45%	127 51%vw	251 37%	20 33%	97 45%	299 39%	5 29%
None of these	49 5%	2 4%	1 5%	5 7%	2 3%	2 2%	6 3%	28 6%	3 5%	5 2%	29 4%	15 24%uv	4 2%	42 6%	2 13%
Don't know	34 3%	2 4%	1 3%	- -	1 1%	4 5%	9 5%	16 4%	2 3%	9 3%	15 2%	1 2%	8 4%	17 2%	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 13

Q7 The Scottish Government is considering the possibility of forcing supermarkets to have separate kiosks to sell alcohol, similar to the kiosks they have to sell cigarettes. Which of the following statements do you most agree with?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
I would be happy to queue up at a separate kiosk to buy alcohol because I recognise the damage it can cause and that it needs to be treated as a very different product to other supermarket items.	518 51%	219 45%	299 57%a	55 50%	86 45%	96 48%	105 61%deh	79 56%	98 49%	90 47%	130 47%	139 62%ijl	159 49%
I would not be happy to queue up at a separate kiosk to buy alcohol because I resent the suggestion that I am engaging in some sort of questionable behaviour by buying alcohol.	412 41%	226 46%b	186 35%	51 46%	83 43%	86 43%	59 35%	52 37%	81 40%	96 50%kl	121 44%k	72 32%	123 38%
None of these	46 4%	23 5%	23 4%	1 1%	13 7%f	9 4%f	1 1%	4 3%	17 8%cfg	4 2%	16 6%	5 2%	20 6%
Don't know	40 4%	20 4%	20 4%	3 3%	9 5%	11 5%	6 3%	5 4%	6 3%	3 2%	7 2%	7 3%	23 7%ij

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 13

Q7 The Scottish Government is considering the possibility of forcing supermarkets to have separate kiosks to sell alcohol, similar to the kiosks they have to sell cigarettes. Which of the following statements do you most agree with?

Base: All respondents

	Region								Q5 Attitude I			Q8 Attitude II			
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promotions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
I would be happy to queue up at a separate kiosk to buy alcohol because I recognise the damage it can cause and that it needs to be treated as a very different product to other supermarket items.	518 51%	32 62%	15 48%	36 51%	50 61%	44 54%	86 49%	218 48%	36 51%	167 67%vw	316 47%	21 34%	135 63%y	366 48%	11 62%
I would not be happy to queue up at a separate kiosk to buy alcohol because I resent the suggestion that I am engaging in some sort of questionable behaviour by buying alcohol.	412 41%	18 35%	15 49%	27 38%	31 38%	33 41%	73 42%	192 42%	23 32%	68 27%	321 48%uw	17 28%	63 30%	338 44%x	6 38%
None of these	46 4%	-	1 3%	3 5%	* 1%	1 1%	6 3%	23 5%	12 17%mpqrs	4 1%	22 3%	20 33%uv	8 4%	33 4%	-
Don't know	40 4%	1 3%	-	5 7%	1 1%	4 4%	10 6%	19 4%	1 1%	11 4%	15 2%	3 5%	7 3%	25 3%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 14

Q8 The Scottish Government is looking at reducing the number of drink promotions shops are allowed to run in order to deal with alcohol abuse issues.

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
It is fair to reduce promotions or to make alcohol more expensive in Scotland than in England	213 21%	101 21%	113 21%	19 17%	50 26%	42 21%	39 23%	26 18%	36 18%	58 30%kl	68 25%kl	33 15%	55 17%
It is unfair that in Scotland people will have to pay more for their drink in comparison to England	762 75%	367 75%	395 75%	86 78%	133 70%	153 76%	125 73%	110 78%	154 76%	130 68%	197 72%	183 82%ij	252 77%i
None of these	17 2%	9 2%	8 2%	2 2%	3 1%	2 1%	3 2%	2 1%	4 2%	2 1%	7 2%	3 2%	5 1%
Don't know	24 2%	12 2%	12 2%	3 2%	5 3%	3 2%	3 2%	2 2%	7 4%	3 1%	3 1%	5 2%	14 4%j

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 14

Q8 The Scottish Government is looking at reducing the number of drink promotions shops are allowed to run in order to deal with alcohol abuse issues.

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
It is fair to reduce promotions or to make alcohol more expensive in Scotland than in England	213 21%	11 22%	9 29%	11 16%	13 16%	27 33%opst	53 30%opst	83 18%	6 9%	114 46%vw	81 12%	10 16%	213 100%y	-	-
It is unfair that in Scotland people will have to pay more for their drink in comparision to England	762 75%	35 69%	20 66%	57 79%	65 79%q	52 63%	118 68%	350 78%qr	64 89%mqr	130 52%	574 85%uw	42 69%u	-	762 100%x	-
None of these	17 2%	-	-	4 5%	4 5%s	-	2 1%	6 1%	1 1%	4 2%	10 1%	3 5%	-	-	17 100%
Don't know	24 2%	5 9%oprs	2 5%	-	-	3 4%	1 *	13 3%	1 1%	2 1%	9 1%	6 10%uv	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 15
Q9 If alcohol promotions were banned in shops in Scotland and the price of alcohol was increased by the Scottish Government, how likely or unlikely would you be to order cheaper alcohol from England?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
NET: Likely	188 19%	106 22%b	82 15%	33 30%fgh	44 23%h	44 22%h	26 15%	21 15%	20 10%	35 18%	66 24%l	39 17%	49 15%
Very likely	(5) 11%	108 13%b	43 8%	18 16%fgh	31 16%fgh	24 12%h	13 8%	10 7%	12 6%	25 13%	30 11%	24 11%	29 9%
Fairly likely	(4) 8%	80 8%	41 7%	15 13%h	13 7%	20 10%h	13 8%	11 8%	8 4%	10 5%	35 13%il	15 7%	20 6%
Neither/ nor	(3) 3%	33 3%	16 3%	17 7%e	8 2%	5 1%	3 3%	6 3%	4 3%	8 4%	5 3%	11 4%	7 5%
Fairly unlikely	(2) 19%	193 20%	98 18%	95 22%	24 28%h	53 18%	35 17%	29 19%	27 12%	25 20%	38 14%	39 27%jl	61 17%
Very unlikely	(1) 56%	566 51%	247 60%a	319 38%	84 44%	116 57%c	104 61%cd	85 60%cd	137 68%cde	107 56%	150 55%	110 49%	198 61%k
NET: Unlikely	759 75%	345 71%	414 78%a	66 59%	137 71%	151 75%c	133 78%c	111 79%c	162 80%c	146 75%	189 69%	171 77%	252 78%j
Don't know	37 4%	21 4%	16 3%	5 4%	6 3%	3 1%	6 4%	5 3%	12 6%e	8 4%	9 3%	3 1%	17 5%k
Mean	1.95	2.10b	1.81	2.46efg h	2.22fgh	2.00h	1.81	1.79	1.59	1.96	2.08l	2.01	1.79
Standard Deviation	1.39	1.47	1.30	1.53	1.50	1.46	1.29	1.26	1.15	1.43	1.47	1.34	1.32

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 15
Q9 If alcohol promotions were banned in shops in Scotland and the price of alcohol was increased by the Scottish Government, how likely or unlikely would you be to order cheaper alcohol from England?

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Standard Error	0.04	0.07	0.05	0.17	0.17	0.13	0.09	0.09	0.07	0.11	0.09	0.10	0.07

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 15
Q9 If alcohol promotions were banned in shops in Scotland and the price of alcohol was increased by the Scottish Government, how likely or unlikely would you be to order cheaper alcohol from England?

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
NET: Likely	188 19%	9 18%	4 14%	15 21%t	16 20%t	14 17%	41 23%t	84 19%t	5 7%	24 10%	152 22%u	10 16%	25 12%	161 21%x	1 6%
Very likely	(5) 108 11%	4 8%	4 14%	7 10%	10 13%	8 10%	23 13%	48 11%	3 4%	12 5%	89 13%u	6 10%	15 7%	93 12%	- -
Fairly likely	(4) 80 8%	5 10%	- -	8 11%	6 7%	5 7%	17 10%	36 8%	2 3%	12 5%	63 9%u	4 6%	10 5%	67 9%	1 6%
Neither/ nor	(3) 33 3%	3 6%	2 8%	- -	5 6%	3 3%	4 2%	15 3%	1 1%	5 2%	22 3%	6 9%uv	6 3%	24 3%	1 5%
Fairly unlikely	(2) 193 19%	15 29%p	6 19%	14 20%	11 14%	16 20%	32 19%	83 18%	15 21%	50 20%w	138 20%w	2 4%	30 14%	158 21%x	- -
Very unlikely	(1) 566 56%	24 47%	17 57%	38 54%	46 56%	47 57%	92 53%	250 55%	51 71% mrs	166 67% v	339 50%	39 63%	146 69% y	396 52%	15 90%
NET: Unlikely	759 75%	39 76%	23 76%	53 74%	57 70%	63 77%	125 72%	333 74%	66 91% mopq rs	216 87% vw	476 71%	41 67%	176 82% y	554 73%	15 90%
Don't know	37 4%	- -	1 2%	4 5%	3 4%	3 3%	6 3%	20 4%	1 1%	5 2%	24 4%	5 8% u	7 3%	23 3%	- -
Mean	1.95	2.03t	1.93	1.99t	2.02t	1.90	2.09t	1.96t	1.47	1.59	2.12u	1.87	1.63	2.06x	1.27
Standard Deviation	1.39	1.29	1.42	1.42	1.47	1.36	1.49	1.40	0.95	1.09	1.47	1.43	1.21	1.44	0.83

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 15
Q9 If alcohol promotions were banned in shops in Scotland and the price of alcohol was increased by the Scottish Government, how likely or unlikely would you be to order cheaper alcohol from England?

Base: All respondents

	Region								Q5 Attitude I			Q8 Attitude II			
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- -ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- -ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Standard Error	0.04	0.17	0.26	0.18	0.15	0.15	0.11	0.07	0.12	0.07	0.06	0.20	0.09	0.05	0.20

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 16

Q10 Which of the following ways, if any, best describes how you would be most likely to obtain alcohol, purchased from England?

Base: All likely/ neither/ nor to travel to England for cheaper alcohol

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	201	106	95	31	21	32	42	39	36	33	68	39	61
Weighted Base	221	122*	99*	41*	49**	47*	32*	25*	28*	40**	76*	49*	56*
Order by internet	121	65	56	22	28	30	21	12	8	18	46	27	30
	55%	53%	57%	55%	57%	63%h	64%h	48%	30%	44%	61%	54%	55%
Drive to England	29	16	14	6	10	5	3	4	1	7	7	10	5
	13%	13%	14%	14%	20%	11%	10%	18%	5%	18%	9%	21%	9%
Order by phone	23	10	13	3	5	4	4	3	5	10	5	3	5
	10%	8%	13%	6%	10%	9%	11%	10%	18%	25%	6%	6%	10%
Take public transport to England	13	11	1	6	2	2	1	1	1	2	5	4	2
	6%	9%b	1%	15%	4%	4%	3%	5%	3%	5%	6%	8%	3%
Other	15	7	9	3	4	1	2	2	3	-	9	1	5
	7%	5%	9%	7%	9%	3%	7%	6%	10%	-	12%	1%	9%
Unsure	20	14	6	2	-	5	2	3	9	3	5	5	8
	9%	11%	6%	4%	-	10%	5%	12%	33%cefg	7%	6%	10%	15%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 16

Q10 Which of the following ways, if any, best describes how you would be most likely to obtain alcohol, purchased from England?

Base: All likely/ neither/ nor to travel to England for cheaper alcohol

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	201	12	7	13	20	16	41	88	4	32	154	12	27	169	2
Weighted Base	221	12**	7**	15**	21**	16**	44*	99*	5**	29**	174	15**	31**	185	2**
Order by internet	121 55%	8 63%	1 21%	10 68%	9 41%	14 83%	32 72% ^s	46 46%	1 25%	12 42%	104 60%	2 13%	15 47%	104 56%	1 57%
Drive to England	29 13%	- -	2 31%	1 6%	4 21%	- -	3 7%	18 18%	1 14%	4 13%	26 15%	- -	5 17%	24 13%	- -
Order by phone	23 10%	3 21%	1 12%	1 7%	4 20%	1 4%	3 7%	8 8%	3 48%	7 24%	14 8%	2 10%	5 17%	18 9%	- -
Take public transport to England	13 6%	2 16%	- -	2 10%	- -	1 4%	3 6%	6 6%	- -	1 3%	10 6%	2 12%	2 5%	11 6%	- -
Other	15 7%	- -	- -	1 5%	1 5%	- -	1 1%	12 12%	1 13%	1 5%	5 3%	8 55%	2 7%	12 7%	- -
Unsure	20 9%	- -	2 36%	1 4%	3 14%	1 9%	3 6%	10 10%	- -	4 13%	14 8%	2 10%	2 8%	16 9%	1 43%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 17

Q11 "The Scottish economy faces uncertain times and it would be a poor idea to bring in more regulations for our drinks firms which could threaten profitability and jobs."

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
NET: Agree	479 47%	235 48%	243 46%	55 49%	93 49%	104 51%h	81 47%h	70 50%h	76 38%	104 54%l	122 45%	120 54%l	132 41%
Strongly agree	(5) 228 22%	118 24%	110 21%	24 22%	43 22%	48 24%	41 24%	37 26%h	35 17%	49 25%	55 20%	52 23%	72 22%
Tend to agree	(4) 250 25%	117 24%	133 25%	30 27%	50 26%	55 27%	39 23%	34 24%	42 21%	55 28%l	67 25%	68 30%l	61 19%
Neither/ nor	(3) 93 9%	40 8%	52 10%	11 10%	24 12%e	9 5%	18 10%e	10 7%	21 10%e	13 7%	29 11%	18 8%	32 10%
Tend to disagree	(2) 195 19%	92 19%	102 19%	17 15%	30 16%	47 23%	39 23%	27 19%	36 18%	34 18%	60 22%	36 16%	64 20%
Strongly disagree	(1) 164 16%	80 16%	84 16%	16 14%	31 16%	28 14%	23 14%	22 16%	43 22%f	33 17%	47 17%	29 13%	55 17%
NET: Disagree	359 35%	172 35%	187 35%	33 30%	61 32%	75 37%	62 36%	49 35%	79 39%	67 35%	107 39%	66 29%	119 37%
Don't know	86 8%	40 8%	46 9%	12 11%	14 7%	13 7%	11 6%	11 8%	25 12%f	9 5%	15 6%	20 9%	42 13%ij
Mean	3.20	3.23	3.17	3.31	3.25	3.26	3.23h	3.28h	2.94	3.29	3.09	3.38	3.11
Standard Deviation	1.46	1.48	1.44	1.43	1.44	1.46	1.43	1.49	1.49	1.48	1.44	1.41	1.49

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 17

Q11 "The Scottish economy faces uncertain times and it would be a poor idea to bring in more regulations for our drinks firms which could threaten profitability and jobs."

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Standard Error	0.05	0.07	0.06	0.17	0.16	0.13	0.10	0.10	0.10	0.12	0.09	0.10	0.08

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 17

Q11 "The Scottish economy faces uncertain times and it would be a poor idea to bring in more regulations for our drinks firms which could threaten profitability and jobs."

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
NET: Agree	479 47%	26 51%	14 47%	31 43%	37 45%	38 46%	81 47%	221 49%	31 43%	81 33%	369 55%uw	22 37%	62 29%	405 53%x	8 48%
Strongly agree	(5) 228 22%	6 12%	3 10%	17 24%	18 22%	18 22%	38 22%	112 25%	17 23%	30 12%	187 28%uw	6 10%	22 10%	202 27%x	4 21%
Tend to agree	(4) 250 25%	20 39%ost	11 37%	14 19%	19 23%	20 24%	44 25%	109 24%	14 20%	51 21%	182 27%	16 26%	40 19%	202 27%x	5 27%
Neither/ nor	(3) 93 9%	4 8%	3 10%	5 6%	12 14%	5 6%	13 7%	42 9%	9 13%	25 10%	62 9%	5 8%	18 8%	67 9%	3 20%
Tend to disagree	(2) 195 19%	15 30%	6 20%	20 28%	13 16%	16 20%	31 18%	79 18%	14 19%	65 26%v	113 17%	10 17%	61 29%y	131 17%	1 4%
Strongly disagree	(1) 164 16%	4 8%	4 13%	15 21%	14 17%	15 18%	29 17%	68 15%	15 21%	60 24%v	83 12%	14 23%v	64 30%y	96 13%	2 11%
NET: Disagree	359 35%	19 38%	10 33%	35 49% ^s	27 33%	31 38%	60 34%	147 33%	29 40%	125 50%v	196 29%	24 39%	125 59%y	227 30%	3 15%
Don't know	86 8%	1 3%	3 10%	2 2%	7 8%	9 11%	20 12% ^o	41 9%	3 4%	19 8%	47 7%	10 16%v	8 4%	63 8%	3 17%
Mean	3.20	3.18	3.12	2.97	3.19	3.13	3.20	3.28	3.05	2.68	3.44uw	2.82	2.49	3.41x	3.51
Standard Deviation	1.46	1.24	1.31	1.53	1.45	1.51	1.48	1.46	1.51	1.40	1.42	1.44	1.38	1.42	1.34

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 17

Q11 "The Scottish economy faces uncertain times and it would be a poor idea to bring in more regulations for our drinks firms which could threaten profitability and jobs."

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- -ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- -ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Standard Error	0.05	0.17	0.26	0.19	0.16	0.18	0.12	0.07	0.19	0.09	0.06	0.21	0.10	0.05	0.34

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Edinburgh Central	26 3%	16 3%	10 2%	9 8%efgh	9 5%e	-	2 1%	2 1%	4 2%	9 5%l	9 3%	3 2%	4 1%
Dumbarton	22 2%	10 2%	12 2%	5 4%	3 1%	7 3%	2 1%	1 1%	5 2%	7 4%j	1 *	7 3%	7 2%
West Aberdeenshire & Kincardine	22 2%	10 2%	12 2%	4 3%	-	4 2%	4 2%	4 3%	7 4%d	4 2%	4 1%	6 3%	8 2%
Glasgow Shettleston	21 2%	11 2%	10 2%	3 3%h	8 4%h	4 2%	4 2%h	2 1%	-	2 1%	5 2%	6 3%	8 2%
Greenock & Inverclyde	20 2%	14 3%	5 1%	1 1%	2 1%	6 3%	5 3%	3 2%	2 1%	3 1%	7 3%	2 1%	9 3%
Clydebank and Milngavie	19 2%	5 1%	13 3%	4 4%h	5 2%	4 2%	4 2%	1 1%	1 *	4 2%	6 2%	6 3%	3 1%
North Tayside	19 2%	13 3%	6 1%	3 3%	3 2%	2 1%	3 2%	1 1%	6 3%g	8 4%j	2 1%	4 2%	5 1%
East Lothian	19 2%	4 1%	15 3%a	2 2%	8 4%	1 1%	4 2%	1 1%	2 1%	3 2%	5 2%	4 2%	7 2%
Dunfermline East	19 2%	8 2%	10 2%	3 3%	11 6%eh	-	2 1%	2 1%	2 1%	-	9 3%i	6 3%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues
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Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Edinburgh North and Leith	18 2%	11 2%	7 1%	3 2%	7 4%	3 1%	1 *	3 2%	2 1%	5 2%	4 1%	3 1%	7 2%
Edinburgh South	18 2%	8 2%	9 2%	7 7%degh	-	3 1%	4 2%	2 1%	2 1%	6 3%	5 2%	4 2%	3 1%
Galloway & Upper Nithsdale	17 2%	12 2%	5 1%	-	3 1%	6 3%	2 1%	5 3%h	2 1%	2 1%	6 2%	7 3%	3 1%
Inverness East, Nairn & Lochaber	17 2%	6 1%	11 2%	4 3%f	4 2%	3 1%	-	2 2%f	4 2%f	3 1%	5 2%	3 1%	6 2%
East Kilbride	17 2%	8 2%	9 2%	3 3%	6 3%	4 2%	2 1%	-	2 1%	-	5 2%	7 3%i	5 1%
Eastwood	17 2%	9 2%	8 1%	3 3%	2 1%	4 2%	2 1%	2 1%	4 2%	8 4%l	5 2%	2 1%	1 *
Glasgow Maryhill	17 2%	9 2%	8 1%	-	7 4%g	3 1%	4 2%g	-	3 1%	2 1%	4 2%	3 1%	8 2%
Gordon	16 2%	8 2%	8 1%	1 1%	6 3%	4 2%	2 1%	1 1%	2 1%	6 3%	3 1%	2 1%	5 2%
Tweeddale, Ettrick & Lauderdale	16 2%	4 1%	12 2%	1 1%	4 2%	6 3%	3 2%	1 *	2 1%	5 2%	5 2%	1 *	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Glasgow Govan	16 2%	10 2%	6 1%	1 1%	4 2%	4 2%	3 2%	2 1%	2 1%	6 3%	7 3%	1 *	2 1%
Moray	16 2%	10 2%	6 1%	3 3%	2 1%	7 3%	1 1%	2 1%	2 1%	3 2%	4 2%	4 2%	4 1%
Glasgow Kelvin	16 2%	12 2%b	4 1%	3 3%	2 1%	3 1%	2 1%	2 2%	3 2%	2 1%	5 2%	3 2%	5 1%
Glasgow Springburn	15 2%	8 2%	7 1%	4 4%g	2 1%	3 1%	2 1%	- -	5 2%g	- -	7 3%	3 1%	6 2%
Ochil	15 2%	8 2%	7 1%	- -	6 3%	4 2%	3 2%	2 1%	1 *	2 1%	3 1%	4 2%	7 2%
Paisley South	15 2%	5 1%	11 2%	1 1%	5 3%	3 2%	2 1%	2 1%	2 1%	4 2%	3 1%	5 2%	3 1%
Strathkelvin & Bearsden	15 1%	7 1%	8 2%	1 1%	2 1%	3 2%	4 3%	2 1%	2 1%	4 2%	8 3%	1 *	3 1%
West Renfrewshire	15 1%	7 1%	8 1%	1 1%	3 1%	3 2%	2 1%	3 2%	2 1%	2 1%	2 1%	4 2%	7 2%
Dunfermline West	15 1%	6 1%	9 2%	- -	- -	7 3%	4 2%	1 *	4 2%	3 2%	3 1%	4 2%	5 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Dundee East	15 1%	6 1%	9 2%	- -	- -	5 2%	1 *	4 3%	5 3%	3 1%	4 2%	1 *	7 2%
Angus	15 1%	3 1%	11 2%	1 1%	7 4%	1 1%	2 1%	2 1%	1 1%	- -	11 4%ikl	1 *	3 1%
Argyll and Bute	14 1%	7 1%	7 1%	- -	5 3%	3 2%	1 1%	3 2%	2 1%	2 1%	4 2%	3 2%	4 1%
Orkney & Shetland	14 1%	6 1%	8 2%	- -	2 1%	7 4%f	1 *	2 1%	2 1%	1 *	2 1%	5 2%	6 2%
Falkirk East	14 1%	5 1%	9 2%	1 1%	6 3%	2 1%	1 1%	2 2%	2 1%	4 2%	3 1%	5 2%	2 1%
Paisley North	14 1%	8 2%	6 1%	- -	3 1%	2 1%	3 2%	3 2%	4 2%	1 *	4 1%	2 1%	8 3%
Stirling	14 1%	4 1%	10 2%	3 3%	2 1%	1 1%	5 3%	1 1%	1 1%	- -	3 1%	7 3%i	4 1%
Central Fife	14 1%	7 1%	7 1%	- -	- -	5 2%	2 1%	1 1%	6 3%	1 1%	4 1%	3 1%	6 2%
Clydesdale	14 1%	7 1%	7 1%	2 1%	- -	4 2%	3 2%	4 3%dh	1 *	2 1%	3 1%	3 1%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Ross, Skye & Inverness West	14 1%	11 2%b	2 *	- -	5 3%	- -	3 2%	3 2%e	2 1%	6 3%k	2 1%	- -	6 2%
Ayr	14 1%	4 1%	10 2%	- -	2 1%	6 3%	1 *	2 2%	2 1%	3 2%	5 2%	2 1%	4 1%
Livingston	14 1%	4 1%	9 2%	5 5%eh	2 1%	1 1%	3 1%	2 1%	1 *	2 1%	4 1%	6 3%	2 1%
Dumfries	14 1%	1 *	13 2%a	2 1%	- -	3 1%	3 2%	2 1%	4 2%	1 *	4 1%	2 1%	8 2%
North East Fife	13 1%	9 2%	5 1%	- -	3 1%	- -	3 2%	1 1%	7 3%eg	3 2%	6 2%	3 1%	2 1%
Carrick, Cumnock and Doon Valley	13 1%	11 2%b	2 *	3 3%	- -	- -	5 3%e	3 2%e	2 1%	2 1%	3 1%	3 1%	5 2%
Coatbridge and Chryston	13 1%	4 1%	9 2%	- -	3 1%	2 1%	2 1%	2 2%	5 2%	3 2%	1 1%	3 1%	5 2%
Motherwell & Wishaw	13 1%	7 1%	5 1%	3 2%	- -	5 3%	3 2%	1 *	2 1%	4 2%	5 2%	- -	4 1%
Banff and Buchan	12 1%	7 1%	6 1%	- -	4 2%	4 2%	1 1%	1 *	3 1%	1 *	3 1%	5 2%	4 1%
Cunninghame South	12 1%	6 1%	7 1%	- -	2 1%	1 1%	2 1%	3 2%	4 2%	- -	4 1%	3 1%	6 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Glasgow Pollock	12 1%	4 1%	8 2%	1 1%	5 3%	1 1%	1 1%	2 1%	1 1%	1 *	1 *	- -	10 3%jk
Glasgow Rutherglen	12 1%	5 1%	7 1%	2 2%	- -	2 1%	5 3%h	4 3%h	- -	5 3%j	1 *	4 2%	2 1%
Glasgow Baillieston	12 1%	7 1%	5 1%	1 1%	3 2%	3 2%	1 *	1 1%	2 1%	2 1%	1 *	3 1%	6 2%
Perth	12 1%	5 1%	7 1%	- -	3 1%	- -	3 2%	4 3%e	2 1%	2 1%	1 *	6 3%j	2 1%
Dundee West	12 1%	5 1%	6 1%	- -	- -	3 2%	2 1%	1 1%	5 3%	3 1%	2 1%	2 1%	5 1%
Roxburgh & Berwickshire	12 1%	5 1%	7 1%	- -	2 1%	4 2%	2 1%	- -	4 2%	- -	5 2%	3 1%	4 1%
Glasgow Anniesland	12 1%	7 1%	5 1%	- -	- -	2 1%	2 1%	2 1%	7 3%d	1 1%	2 1%	3 2%	5 2%
Linlithgow	11 1%	6 1%	5 1%	5 5%def	- -	1 1%	1 *	1 1%	3 1%	3 2%	3 1%	3 1%	2 1%
Aberdeen South	11 1%	4 1%	7 1%	1 1%	4 2%	1 1%	2 1%	1 1%	3 1%	1 *	5 2%	3 1%	3 1%
Edinburgh West	11 1%	6 1%	5 1%	1 1%	2 1%	3 1%	1 *	3 2%	2 1%	1 1%	5 2%	2 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Aidrie and Shotts	11 1%	7 1%	4 1%	- -	2 1%	- -	1 *	4 3%ef	4 2%	2 1%	3 1%	2 1%	5 2%
Kirkcaldy	11 1%	4 1%	7 1%	2 1%	- -	- -	3 2%	4 3%de	2 1%	2 1%	3 1%	3 1%	3 1%
Aberdeen North	11 1%	6 1%	5 1%	- -	2 1%	2 1%	2 1%	3 2%	2 1%	3 1%	4 1%	1 *	4 1%
Hamilton South	11 1%	4 1%	7 1%	- -	2 1%	- -	3 2%	2 2%	3 2%	1 1%	1 *	2 1%	7 2%
Glasgow Cathcart	11 1%	6 1%	5 1%	2 1%	- -	2 1%	4 2%	1 1%	3 1%	3 1%	2 1%	4 2%	2 *
Western Isles	11 1%	4 1%	6 1%	- -	- -	3 1%	3 2%	1 *	4 2%	2 1%	3 1%	2 1%	4 1%
Edinburgh East and Musselburgh	11 1%	9 2%b	2 *	1 1%	- -	2 1%	3 2%	3 2%	2 1%	5 2%	3 1%	1 *	2 1%
Caithness, Sutherland and Easter Ross	10 1%	3 1%	8 1%	1 1%	- -	4 2%	1 *	3 2%	2 1%	1 1%	3 1%	2 1%	4 1%
Cunninghame North	10 1%	3 1%	7 1%	2 1%	- -	1 1%	2 1%	2 1%	4 2%	1 *	4 1%	2 1%	3 1%
Cumbernauld and Kilsyth	10 1%	3 1%	7 1%	1 1%	- -	3 1%	3 2%	2 2%	1 *	3 2%	3 1%	3 1%	1 *
Kilmarnock & Loudoun	10 1%	5 1%	5 1%	- -	- -	2 1%	3 2%	1 *	5 2%	2 1%	2 1%	2 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Midlothian	10 1%	7 1%	3 1%	- -	- -	3 2%	1 1%	3 2%	2 1%	1 *	1 *	5 2%	4 1%
Aberdeen Central	9 1%	3 1%	7 1%	- -	4 2%	1 1%	1 1%	1 1%	2 1%	1 1%	5 2%	3 1%	1 *
Edinburgh Pentlands	9 1%	3 1%	6 1%	- -	- -	3 1%	3 2%	1 1%	3 2%	3 2%	4 1%	1 *	1 *
Hamilton North & Bellshill	9 1%	3 1%	6 1%	- -	- -	1 1%	3 2%	1 1%	3 2%	- -	3 1%	1 *	6 2%
Falkirk West	8 1%	4 1%	4 1%	- -	- -	- -	3 1%	3 2%e	2 1%	1 1%	2 1%	4 2%	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Edinburgh Central	26 3%	-	-	-	-	-	26 15% mopqs t	-	-	9 4%	12 2%	5 8% v	10 5%	16 2%	-
Dumbarton	22 2%	-	-	-	-	-	-	22 5% r	-	4 2%	13 2%	2 3%	6 3%	14 2%	1 9%
West Aberdeenshire & Kincardine	22 2%	-	-	-	22 27% moqrs t	-	-	-	-	5 2%	16 2%	1 1%	2 1%	19 2%	1 7%
Glasgow Shettleston	21 2%	-	-	-	-	-	-	21 5% r	-	1 *	16 2% u	4 7% u	4 2%	15 2%	-
Greenock & Inverclyde	20 2%	-	-	-	-	-	-	20 4% r	-	4 2%	14 2%	2 2%	4 2%	16 2%	-
Clydebank and Milngavie	19 2%	-	-	-	-	-	-	19 4% r	-	5 2%	11 2%	3 5%	4 2%	15 2%	-
North Tayside	19 2%	-	-	-	-	-	-	19 26% mopqr s	-	6 2%	11 2%	1 1%	1 *	18 2%	-
East Lothian	19 2%	-	-	-	-	-	19 11% mopqs t	-	-	4 2%	14 2%	-	6 3%	13 2%	-
Dunfermline East	19 2%	-	-	19 26% mpqrs t	-	-	-	-	-	1 *	17 2%	1 1%	2 1%	15 2%	1 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Edinburgh North and Leith	18 2%	-	-	-	-	-	18 11% t	-	-	8 3%	9 1%	1 1%	8 4% y	10 1%	-
Edinburgh South	18 2%	-	-	-	-	-	18 10% t	-	-	5 2%	12 2%	1 1%	4 2%	13 2%	-
Galloway & Upper Nithsdale	17 2%	-	17 56%	-	-	-	-	-	-	6 2%	11 2%	-	9 4% y	7 1%	-
Inverness East, Nairn & Lochaber	17 2%	-	-	-	-	17 21% t	-	-	-	5 2%	12 2%	-	3 1%	14 2%	-
East Kilbride	17 2%	-	-	-	-	-	-	17 4% r	-	9 4% v	8 1%	-	1 *	16 2%	-
Eastwood	17 2%	-	-	-	-	-	-	17 4% r	-	2 1%	15 2%	-	4 2%	13 2%	-
Glasgow Maryhill	17 2%	-	-	-	-	-	-	17 4% r	-	2 1%	10 1%	2 3%	3 1%	12 2%	-
Gordon	16 2%	-	-	-	16 20% t	-	-	-	-	1 *	15 2%	-	2 1%	14 2%	-
Tweeddale, Ettrick & Lauderdale	16 2%	-	-	-	-	-	16 9% t	-	-	5 2%	11 2%	1 1%	8 4% y	7 1%	1 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Absolutes/col percents

Table 18
Region I

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Glasgow Govan	16 2%	-	-	-	-	-	-	16 4% _r	-	4 2%	10 1%	2 3%	4 2%	12 2%	-
Moray	16 2%	-	-	-	-	16 19% _{moprs} t	-	-	-	2 1%	9 1%	1 2%	4 2%	10 1%	-
Glasgow Kelvin	16 2%	-	-	-	-	-	-	16 3% _r	-	4 2%	8 1%	1 2%	1 *	15 2%	-
Glasgow Springburn	15 2%	-	-	-	-	-	-	15 3% _r	-	4 1%	10 2%	1 2%	2 1%	10 1%	1 4%
Ochil	15 2%	15 30% _{opqrs} t	-	-	-	-	-	-	-	7 3%	8 1%	-	3 1%	12 2%	-
Paisley South	15 2%	-	-	-	-	-	-	15 3% _r	-	2 1%	11 2%	2 3%	2 1%	14 2%	-
Strathkelvin & Bearsden	15 1%	-	-	-	-	-	-	15 3% _r	-	8 3% _v	7 1%	-	5 2%	11 1%	-
West Renfrewshire	15 1%	-	-	-	-	-	-	15 3% _r	-	4 1%	11 2%	-	6 3% _y	6 1%	2 13%
Dunfermline West	15 1%	-	-	15 21% _{mpqrs} t	-	-	-	-	-	1 *	11 2%	2 3%	3 1%	12 2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Dundee East	15 1%	-	-	-	-	-	-	-	15 21% s	3 1%	8 1%	3 5% v	4 2%	11 1%	-
Angus	15 1%	-	-	-	-	-	-	-	15 20% s	3 1%	11 2%	1 1%	1 1%	13 2%	-
Argyll and Bute	14 1%	-	-	-	-	-	-	14 3% r	-	2 1%	9 1%	2 4%	5 2%	10 1%	-
Orkney & Shetland	14 1%	-	-	-	-	14 17% moprs t	-	-	-	4 2%	10 1%	-	6 3%	9 1%	-
Falkirk East	14 1%	14 28% opqrs t	-	-	-	-	-	-	-	3 1%	12 2%	-	4 2%	7 1%	-
Paisley North	14 1%	-	-	-	-	-	-	14 3% r	-	1 1%	11 2%	1 1%	2 1%	11 1%	-
Stirling	14 1%	14 27% opqrs t	-	-	-	-	-	-	-	2 1%	12 2%	-	1 1%	11 1%	-
Central Fife	14 1%	-	-	14 19% mpqrs t	-	-	-	-	-	3 1%	9 1%	2 3%	1 *	13 2%	-
Clydesdale	14 1%	-	-	-	-	-	-	14 3% r	-	4 2%	7 1%	2 4%	1 1%	12 2%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- ian (p)	High- lands & Islands (g)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Ross, Skye & Inverness West	14 1%	-	-	-	-	14 17% moprs t	-	-	-	4 1%	6 1%	1 2%	9 4% y	5 1%	-
Ayr	14 1%	-	-	-	-	-	-	14 3% r	-	4 2%	9 1%	1 1%	3 1%	10 1%	1 5%
Livingston	14 1%	-	-	-	-	-	14 8% opqst	-	-	5 2%	8 1%	-	4 2%	8 1%	2 9%
Dumfries	14 1%	-	14 44%	-	-	-	-	-	-	4 2%	10 1%	-	-	14 2%	-
North East Fife	13 1%	-	-	13 19% mpqrs t	-	-	-	-	-	4 2%	8 1%	2 3%	2 1%	9 1%	3 16%
Carrick, Cumnock and Doon Valley	13 1%	-	-	-	-	-	-	13 3% r	-	1 *	12 2%	-	2 1%	10 1%	1 6%
Coatbridge and Chryston	13 1%	-	-	-	-	-	-	13 3% r	-	1 1%	10 2%	1 2%	1 1%	11 2%	-
Motherwell & Wishaw	13 1%	-	-	-	-	-	-	13 3% r	-	5 2%	7 1%	1 2%	1 *	12 2%	-
Banff and Buchan	12 1%	-	-	-	12 15% moqrs t	-	-	-	-	1 *	10 1%	-	-	12 2%	1 4%
Cunninghame South	12 1%	-	-	-	-	-	-	12 3%	-	5 2%	7 1%	-	3 1%	9 1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Glasgow Pollock	12 1%	-	-	-	-	-	-	12 3%	-	5 2%	6 1%	1 2%	1 1%	11 1%	-
Glasgow Rutherglen	12 1%	-	-	-	-	-	-	12 3%	-	4 1%	7 1%	-	1 1%	11 1%	-
Glasgow Baillieston	12 1%	-	-	-	-	-	-	12 3%	-	1 *	11 2%	-	2 1%	9 1%	-
Perth	12 1%	-	-	-	-	-	-	12 16% mopqrs	3 1%	7 1%	1 2%	-	11 1%	-	
Dundee West	12 1%	-	-	-	-	-	-	12 16% mopqrs	4 2%	7 1%	-	-	11 1%	1 4%	
Roxburgh & Berwickshire	12 1%	-	-	-	-	-	12 7% pqs	-	-	1 *	7 1%	2 3%	1 1%	10 1%	-
Glasgow Anniesland	12 1%	-	-	-	-	-	12 3%	-	4 2%	8 1%	-	1 1%	10 1%	-	
Linlithgow	11 1%	-	-	-	-	-	11 7% pqs	-	2 1%	9 1%	-	1 1%	10 1%	-	
Aberdeen South	11 1%	-	-	-	11 14% moqrs t	-	-	-	1 *	10 2%	-	2 1%	8 1%	1 6%	
Edinburgh West	11 1%	-	-	-	-	-	11 6% pqs	-	3 1%	7 1%	1 2%	5 2%	6 1%	-	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Aidrie and Shotts	11 1%	-	-	-	-	-	-	11 2%	-	1 1%	8 1%	1 1%	2 1%	8 1%	-
Kirkcaldy	11 1%	-	-	11 15%mpqrs t	-	-	-	-	-	2 1%	9 1%	-	3 2%	8 1%	-
Aberdeen North	11 1%	-	-	-	11 13%moqrs t	-	-	-	-	2 1%	9 1%	-	2 1%	9 1%	-
Hamilton South	11 1%	-	-	-	-	-	-	11 2%	-	1 1%	10 1%	-	1 *	10 1%	-
Glasgow Cathcart	11 1%	-	-	-	-	-	-	11 2%	-	3 1%	7 1%	-	5 2%	6 1%	-
Western Isles	11 1%	-	-	-	-	11 13%moprs t	-	-	-	6 2%v	4 1%	1 1%	4 2%	6 1%	-
Edinburgh East and Musselburgh	11 1%	-	-	-	-	-	11 6%pqrs	-	-	4 2%	5 1%	1 1%	3 1%	8 1%	-
Caitness, Sutherland and Easter Ross	10 1%	-	-	-	-	10 13%moprs t	-	-	-	3 1%	7 1%	-	2 1%	8 1%	-
Cunninghame North	10 1%	-	-	-	-	-	-	10 2%	-	1 1%	9 1%	-	1 *	10 1%	-
Cumbernauld and Kilsyth	10 1%	-	-	-	-	-	-	10 2%	-	4 2%	4 1%	2 3%	4 2%	6 1%	-
Kilmarnock & Loudoun	10 1%	-	-	-	-	-	-	10 2%	-	2 1%	6 1%	-	2 1%	7 1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 18
Region I

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Midlothian	10 1%	-	-	-	-	-	10 6%ps	-	-	3 1%	6 1%	-	1 1%	8 1%	-
Aberdeen Central	9 1%	-	-	-	9 11%moqrs t	-	-	-	-	-	6 1%	2 3%u	5 2%y	3 *	1 8%
Edinburgh Pentlands	9 1%	-	-	-	-	-	9 5%ps	-	-	3 1%	4 1%	1 2%	1 *	9 1%	-
Hamilton North & Bellshill	9 1%	-	-	-	-	-	9 2%	-	-	2 1%	7 1%	-	2 1%	8 1%	-
Falkirk West	8 1%	8 15%opqrs t	-	-	-	-	-	-	-	3 1%	4 1%	-	3 1%	5 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 19
Region II

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Central	51 5%	22 4%	30 6%	4 4%	15 8%	7 3%	12 7%	8 6%	6 3%	7 4%	11 4%	20 9%	14 4%
Dumfries	31 3%	13 3%	18 3%	2 1%	3 1%	9 4%	5 3%	7 5%	6 3%	3 2%	9 3%	8 4%	11 3%
Fife	72 7%	34 7%	38 7%	4 4%	13 7%	12 6%	14 8%	8 6%	20 10%	10 5%	25 9%	18 8%	20 6%
Grampian	82 8%	37 8%	45 8%	6 5%	20 10%	16 8%	11 7%	10 7%	18 9%	16 8%	23 8%	19 8%	24 7%
Highlands & Islands	82 8%	41 8%	41 8%	8 7%	14 7%	23 12% ^f	9 5%	12 9%	16 8%	16 8%	19 7%	17 7%	31 9%
Lothian & Borders	174 17%	84 17%	90 17%	35 32% ^{defg} h	35 18%	30 15%	26 15%	21 15%	28 14%	43 22% ^l	52 19%	34 15%	45 14%
Strathclyde	452 44%	224 46%	227 43%	47 43%	78 41%	93 46%	83 49%	63 45%	87 43%	83 43%	115 42%	94 42%	160 49%
Tayside	72 7%	33 7%	39 7%	4 4%	13 7%	11 6%	11 6%	11 8%	20 10%	16 8%	20 7%	14 6%	22 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

* small base; ** very small base (under 30) ineligible for sig testing

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 19
Region II

Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- -ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- -ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Central	51 5%	51 100% t	- opqrs	-	-	-	-	-	-	15 6%	36 5%	-	11 5%	35 5%	-
Dumfries	31 3%	-	31 100%	-	-	-	-	-	-	10 4%	21 3%	-	9 4%	20 3%	-
Fife	72 7%	-	-	72 100% t	-	-	-	-	-	11 5%	53 8%	6 9%	11 5%	57 7%	4 21%
Grampian	82 8%	-	-	-	82 100% t	-	-	-	-	10 4%	66 10% u	2 4%	13 6%	65 9%	4 25%
Highlands & Islands	82 8%	-	-	-	-	82 100% t	-	-	-	24 10%	48 7%	3 6%	27 13% y	52 7%	-
Lothian & Borders	174 17%	-	-	-	-	-	174 100% t	-	-	54 22%	105 16%	12 19%	53 25% y	118 16%	2 13%
Strathclyde	452 44%	-	-	-	-	-	-	452 100% t	-	105 42%	301 45%	32 53%	83 39%	350 46%	6 36%
Tayside	72 7%	-	-	-	-	-	-	-	72 100% s	20 8%	44 7%	6 10%	6 3%	64 8% x	1 4%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 20
Demographics

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Unweighted Base	1017	443	574	83	83	134	233	227	257	170	277	200	370
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Gender													
Male	488 48%	488 100%b	- -	71 64%defg	91 48%	80 40%	65 38%	67 47%f	114 57%efg	101 52%	124 45%	110 49%	153 47%
Female	528 52%	- -	528 100%a	40 36%	100 52%c	121 60%ch	106 62%cgh	74 53%ch	87 43%	92 48%	150 55%	114 51%	172 53%
Age													
18 - 24	111 11%	71 14%b	40 8%	111 100%defgh	- -	- -	- -	- -	- -	27 14%l	40 15%l	21 9%	22 7%
25 - 34	191 19%	91 19%	100 19%	- -	191 100%cefg	- -	- -	- -	- -	23 12%	75 27%il	52 23%il	41 13%
35 - 44	201 20%	80 16%	121 23%a	- -	- -	201 100%cdfgh	- -	- -	- -	57 30%kl	58 21%l	40 18%	45 14%
45 - 54	171 17%	65 13%	106 20%a	- -	- -	- -	171 100%cddegh	- -	- -	34 17%	47 17%	52 23%l	39 12%
55 - 64	141 14%	67 14%	74 14%	- -	- -	- -	- -	141 100%cdefh	- -	29 15%	30 11%	29 13%	53 16%
65+	201 20%	114 23%b	87 16%	- -	- -	- -	- -	- -	201 100%cdef	23 12%	24 9%	29 13%	125 38%ijk

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Prepared on behalf of The Wine and Spirit Trade Association by ICM Research

Drinking Issues
CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 20
Demographics

Base: All respondents

	Total	Gender		Age						Social Class			
		Male (a)	Female (b)	18 - 24 (c)	25 - 34 (d)	35 - 44 (e)	45 - 54 (f)	55 - 64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)
Weighted Base	1016	488	528	111*	191*	201	171	141	201	193	274	224	325
Mean Age	46	46	46	21	30	40	50	60	70	44j	41	45j	53ijk
Social Class													
AB	193 19%	101 21%	92 17%	27 25%dh	23 12%	57 28%dh	34 20%h	29 20%h	23 12%	193 100%ijkl	-	-	-
C1	274 27%	124 26%	150 28%	40 36%gh	75 39%fgh	58 29%h	47 27%h	30 21%h	24 12%	-	274 100%ikl	-	-
C2	224 22%	110 23%	114 21%	21 19%	52 27%h	40 20%	52 30%cegh	29 21%	29 14%	-	-	224 100%ijl	-
DE	325 32%	153 31%	172 33%	22 20%	41 21%	45 23%	39 23%	53 38%cdef	125 62%cdefg	-	-	-	325 100%ijk

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

*** small base; ** very small base (under 30) ineligible for sig testing**

Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 20
Demographics
Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum-fries (n)	Fife (o)	Gramp-ian (p)	High-lands & Islands (q)	Lothian & Borders (r)	Strath-clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot-ions (x)	It is unfair will pay more (y)	None of these (z)
Unweighted Base	1017	57	30	64	95	82	177	444	68	268	663	57	207	768	18
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Gender															
Male	488 48%	22 42%	13 42%	34 47%	37 45%	41 49%	84 48%	224 50%	33 45%	106 43%	344 51%u	26 43%	101 47%	367 48%	9 51%
Female	528 52%	30 58%	18 58%	38 53%	45 55%	41 51%	90 52%	227 50%	39 55%	143 57%v	330 49%	35 57%	113 53%	395 52%	8 49%
Age															
18 - 24	111 11%	4 8%	2 5%	4 6%	6 7%	8 9%	35 20%opst	47 10%	4 6%	25 10%	77 11%	9 14%	19 9%	86 11%	2 15%
25 - 34	191 19%	15 29%	3 9%	13 19%	20 24%	14 17%	35 20%	78 17%	13 19%	32 13%	141 21%u	9 15%	50 24%	133 17%	3 16%
35 - 44	201 20%	7 13%	9 29%	12 16%	16 20%	23 28%	30 17%	93 20%	11 16%	45 18%	129 19%	18 29%	42 20%	153 20%	2 14%
45 - 54	171 17%	12 22%	5 16%	14 20%	11 14%	9 11%	26 15%	83 18%	11 15%	52 21%w	112 17%w	3 5%	39 18%	125 16%	3 17%
55 - 64	141 14%	8 15%	7 23%	8 11%	10 13%	12 15%	21 12%	63 14%	11 16%	39 16%	96 14%	3 5%	26 12%	110 14%	2 12%
65+	201 20%	6 12%	6 18%	20 28%	18 22%	16 19%	28 16%	87 19%	20 28%	56 22%	119 18%	19 31%v	36 17%	154 20%	4 26%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z

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Drinking Issues

CATI Fieldwork : July 8th-17th 2008

Absolutes/col percents

Table 20
Demographics
Base: All respondents

	Region									Q5 Attitude I			Q8 Attitude II		
	Total	Central (m)	Dum- fries (n)	Fife (o)	Gramp- -ian (p)	High- lands & Islands (q)	Lothian & Borders (r)	Strath- -clyde (s)	Tayside (t)	Happy to pay higher price (u)	Unfair should have to pay higher (v)	Neither of these (w)	It is fair to reduce promot- -ions (x)	It is unfair will pay more (y)	None of these (z)
Weighted Base	1016	51*	31**	72*	82*	82*	174	452	72*	249	674	61*	213	762	17**
Mean Age	46	44	50	50r	47	46	43	47r	50r	49v	46	47	45	47	47
Social Class															
AB	193 19%	7 14%	3 10%	10 13%	16 19%	16 19%	43 25%	83 18%	16 22%	63 25%v	114 17%	11 18%	58 27%y	130 17%	2 11%
C1	274 27%	11 21%	9 30%	25 35%	23 28%	19 23%	52 30%	115 25%	20 28%	65 26%	182 27%	20 33%	68 32%	197 26%	7 40%
C2	224 22%	20 38%qrst	8 26%	18 25%	19 23%	17 20%	34 20%	94 21%	14 20%	53 21%	155 23%	10 16%	33 15%	183 24%x	3 20%
DE	325 32%	14 26%	11 34%	20 27%	24 29%	31 37%	45 26%	160 35%r	22 31%	68 27%	223 33%	20 32%	55 26%	252 33%	5 29%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s/t - u/v/w - x/y/z
* small base; ** very small base (under 30) ineligible for sig testing