

AHEAD OF WHAT'S NEXT.

'Wine O Clock' – Fact or Fiction

A look at the UK's drinking habits in conjunction with The Grocer

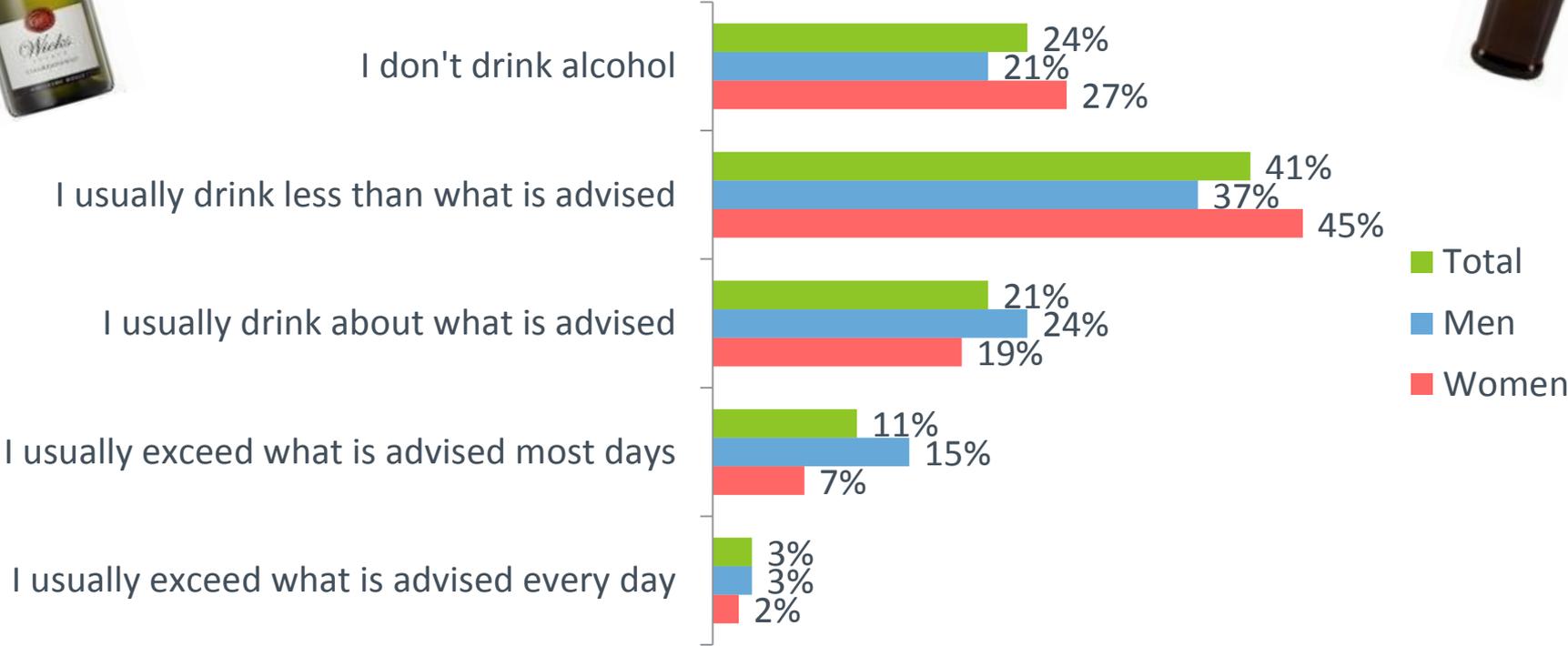
**The
Grocer**



Just over 40% of UK adults claim to drink less than Government Guidelines recommend whilst 14% usually exceed guidelines most days or every day



'The government advises that women do not regularly drink more than two to three units of alcohol a day and men do not regularly drink more than three to four units a day'

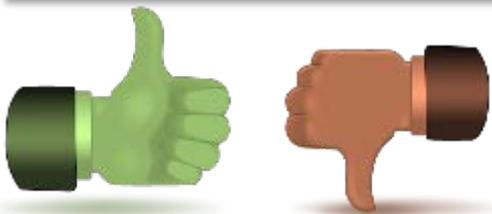


Women are much more likely not to drink alcohol at all whereas men are twice as likely as women to exceed what is advised.
 Almost a third of 16-24 year olds say that they do not drink alcohol at all

Q1. Which statement below is most true of you?
 Base: All Respondents (2015)



70% of the British public drink alcohol at home – mostly in the company of others, but 34% drink alcohol at home on their own



Do you drink alcohol at home in the following ways?



Yes, I drink alcohol at home when I'm with others

56%

Yes, I drink alcohol at home when I'm on my own

34%

No I don't drink alcohol at home

30%



Women are more likely than men to drink at home with others, whereas men are more likely to drink on their own.

16-24 year olds are significantly more likely not to drink at home than any other age group.
Those living in the North East are significantly more likely to drink alcohol at home than any other area (82%)

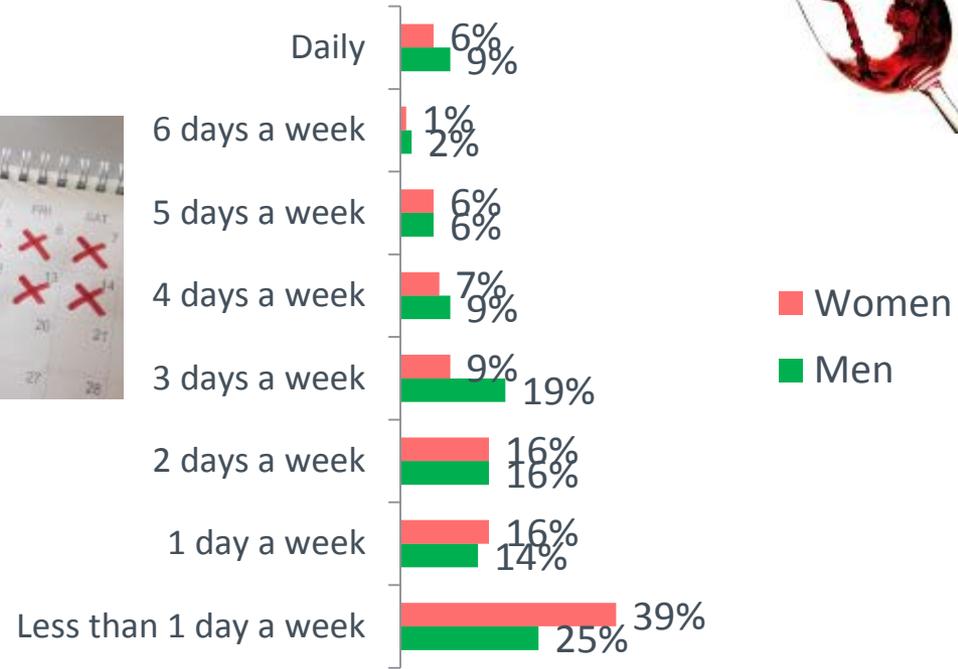
Q2. Do you drink alcohol at home in the following ways?
Base: All respondents (2015)

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INTERACTIVE

Of those who drink at home, around a third do so less than once a week. This is significantly higher among women (39%) than men (25%).

Those aged 55+ (11%) are significantly more likely to drink daily, than those aged 25-34 (5%) and 16-24s are significantly less likely to drink weekly than any other age group (47%).

How often do you drink alcohol at home?



Women
Men

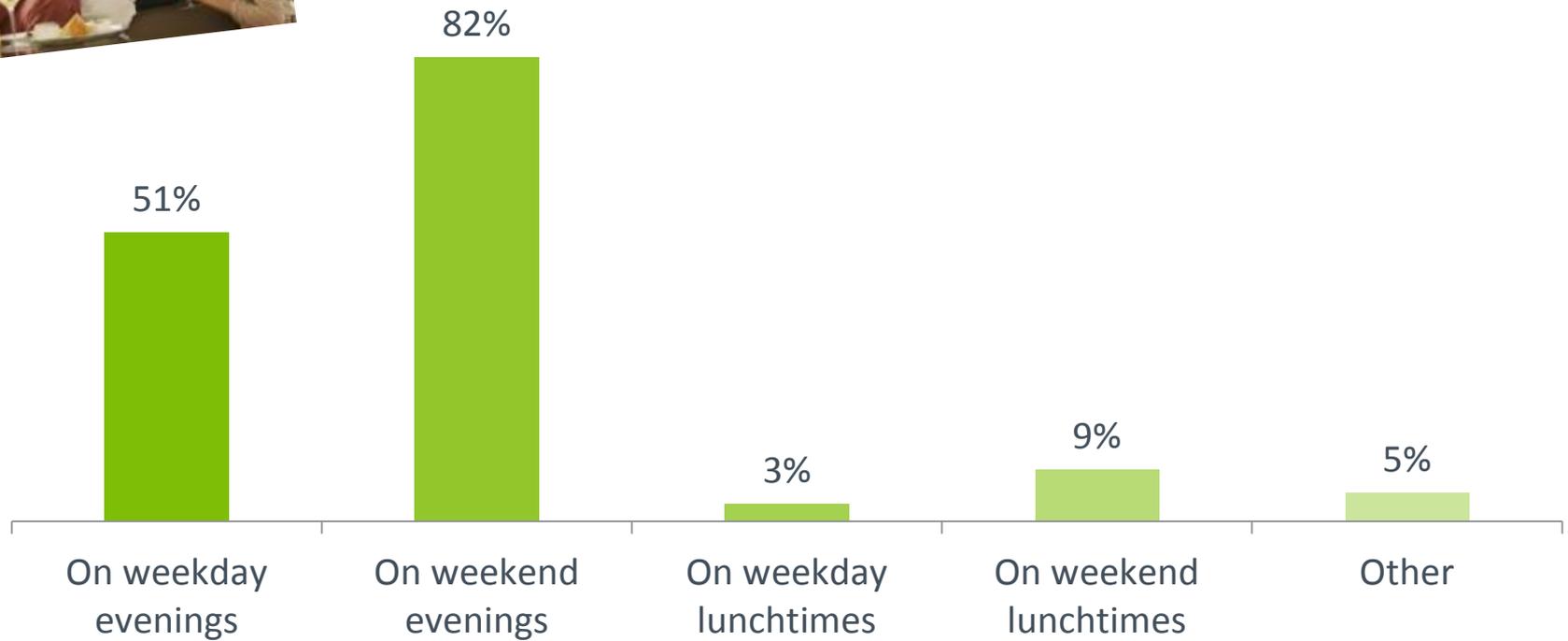


Q3. How often do you drink alcohol at home?
Base: All respondents who selected 1 or 2 at Q2. (1422)

As a nation, we most frequently drink alcohol during the evenings at a weekend.



When do you usually drink alcohol at home?



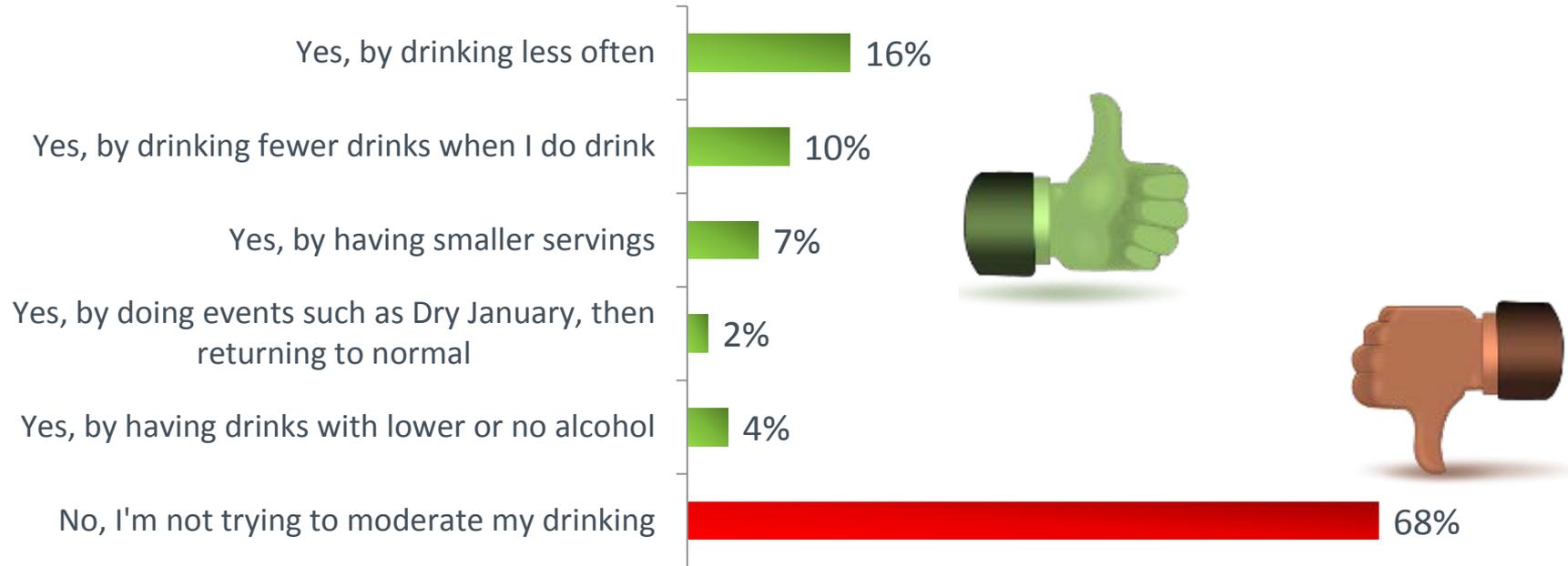
Men are more likely than women to drink on weekday evenings, as are those aged 55+. Over half of us drink on weekdays (52%), with this rising to 85% at weekends.

Q4. When do you usually drink alcohol at home?
Base: All respondents who selected 1 or 2 at Q2. (1422)

Over two-thirds of Brits are not currently trying to moderate their drinking

Those who are trying to cut down are doing so by drinking less often

Are you trying to moderate your drinking?

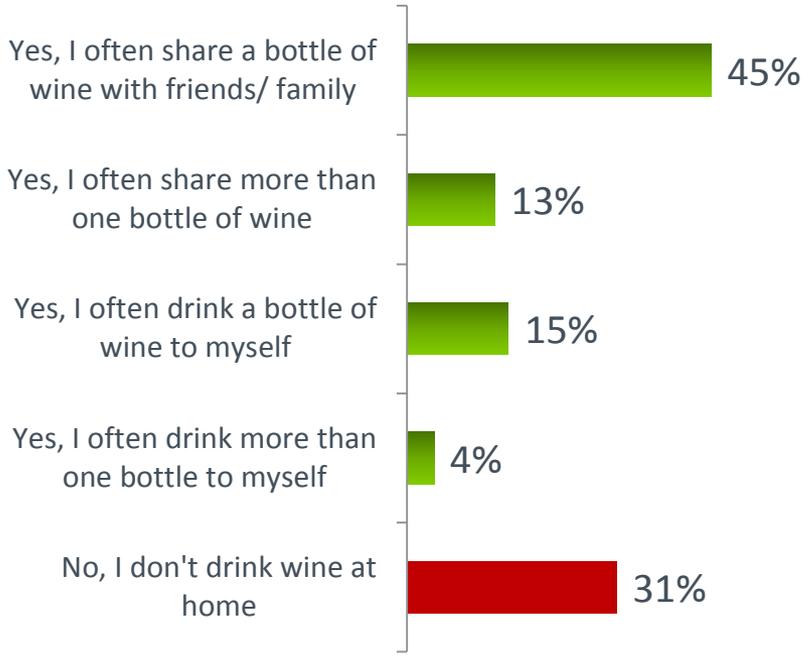


Men and those aged 16-34 are more likely to be trying to moderate their drinking. Events such as Dry January or Go Sober for October are most popular amongst 25-34 year olds and, in particular, those living in London.

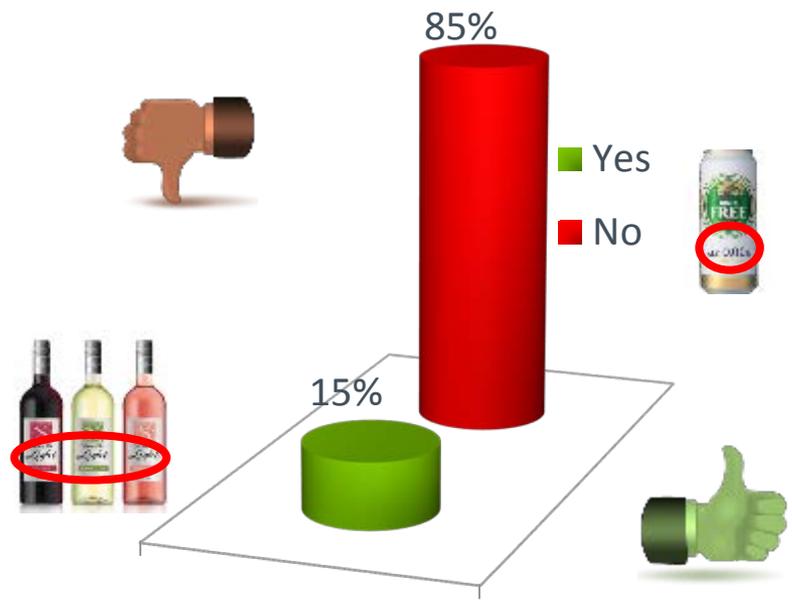


**Women are significantly more likely than men to drink wine at home (77%).
Overall just 15% of us drink alcohol-free or low-alcohol items – these tend to be more popular in Southern regions compared to the North and Scotland**

Do you drink wine at home?



Do you drink lower or no alcohol wine, beer, lager or cider?

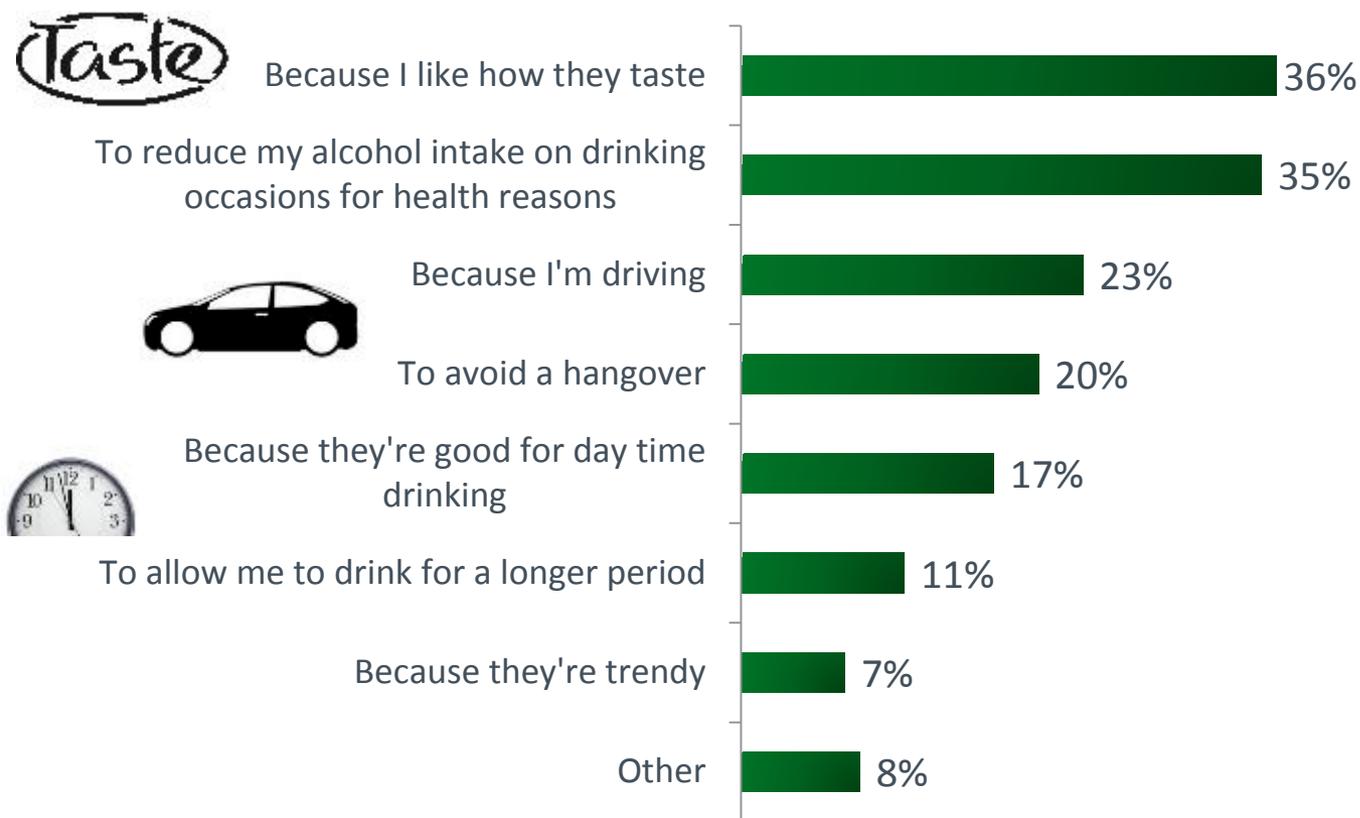


Those aged 25-44 are significantly more likely to drink more than one bottle of wine to themselves than those aged 45+.
16-44 year olds and those living in London are more likely to drink alcohol-free or low-alcohol wine, beer, lager and cider.

Q6. Do you drink wine at home?
Base: All respondents who selected 1 or 2 at Q2. (1422)
Q7. Do you drink lower or no alcohol wine, beer, lager or cider?
Base: All respondents (2015)

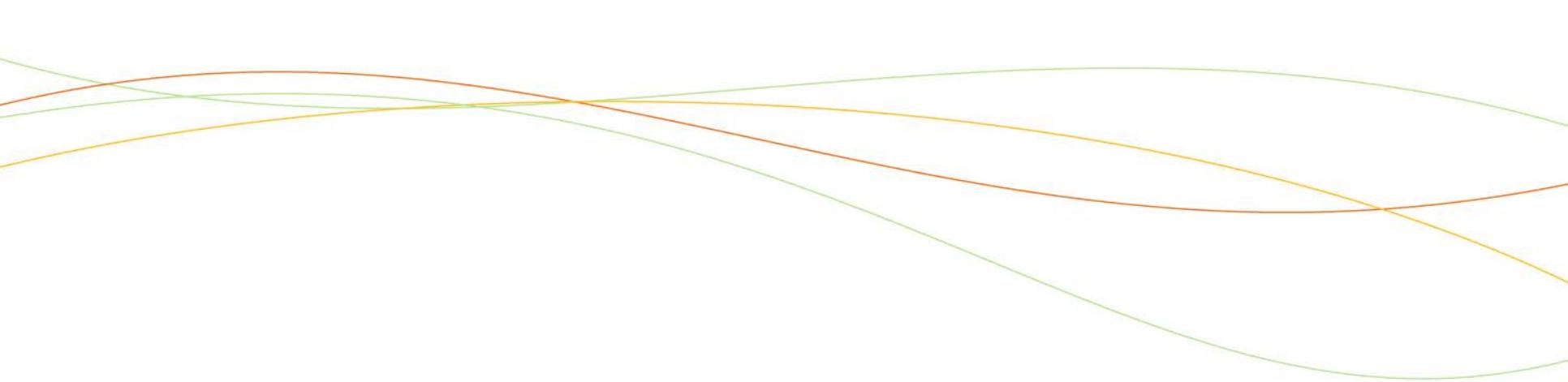
Amongst those who drink low alcohol items most do so because they like the taste or for health reasons

Why do you drink low alcohol items?



Men are more likely to drink low alcohol items due to driving, whereas women are almost twice as likely to drink them due to their taste.

16-34 year olds are significantly more likely to think that low alcohol items are trendy, whilst 16-44 year olds admit to drinking them to avoid a hangover



Appendix – *Approach & Demographics*

Approach and Panel

- We conducted an *online omnibus survey* with **2,015 adults** aged **16+** across **England, Scotland,** and **Wales** between **15th Oct and 20th Oct 2014**
- The Harris Global Omnibus consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies. Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.
- We have **over 100,000 active panellists** in the UK and our panel is used solely for market and opinion research. Members are **contacted at random and invited** to take part in a survey.



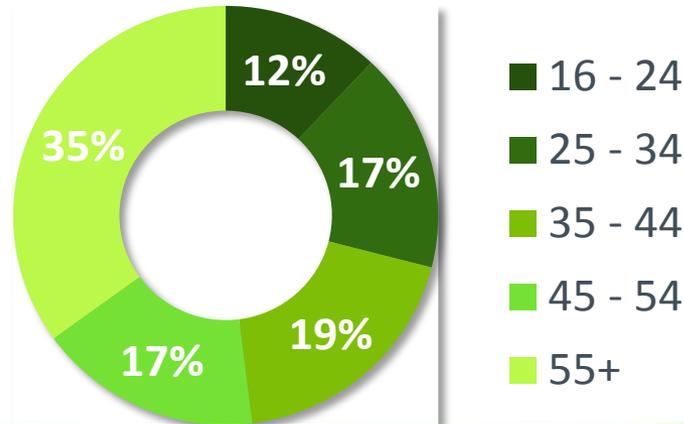
Omnibus Audience – a representative sample

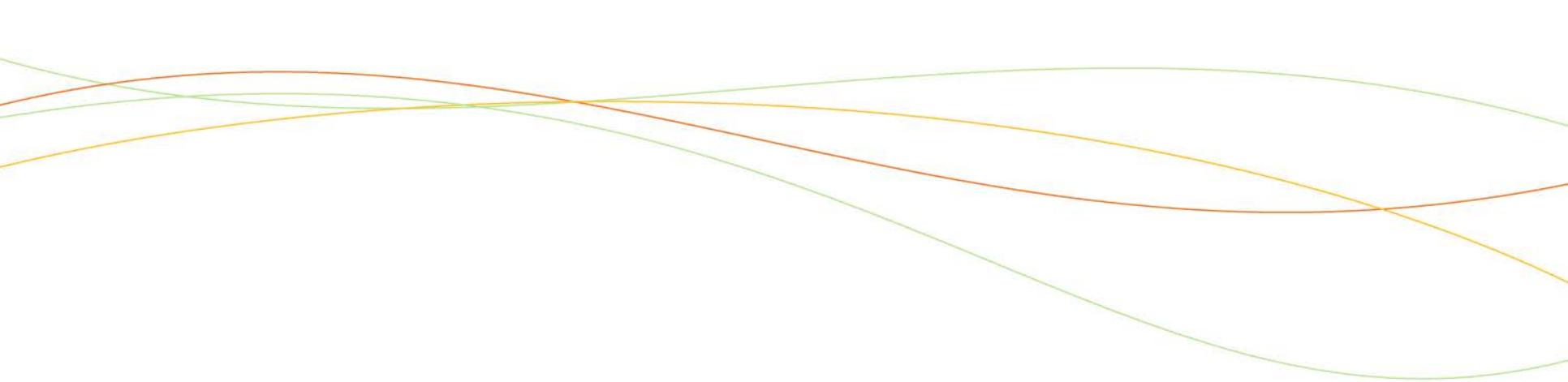
- The results of the study were weighted to best reflect the size and shape of the population of Great Britain
- This means that the results in this report reflect an audience that is as true as possible of the population with the same age, gender and regional profile. The audience profile is detailed below.
- Of course not everyone in GB has internet access, but online panel research results are considered to be extremely accurate. In fact, according to the British Polling Council, Harris Interactive was the most accurate *online* polling company during the last UK elections in 2010:
<http://www.britishpollingcouncil.org/press100508.html>

Gender



Age





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