

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

On how many days during a typical week do you drink any alcohol?

Unweighted base	2042	995	1047	247	280	317	476	722
Base: All GB adults	2042	980	1062	245	343	345	394	715
0 - none	35%	28%	42%	38%	38%	34%	33%	35%
1 day	22%	22%	22%	28%	25%	23%	22%	18%
2 days	14%	17%	12%	18%	15%	17%	15%	11%
3 days	11%	12%	10%	8%	12%	9%	11%	11%
4 days	5%	7%	4%	3%	6%	6%	6%	6%
5 days	4%	5%	4%	3%	2%	2%	5%	7%
6 days	1%	2%	1%	0%	1%	1%	1%	3%
7 days	7%	8%	5%	1%	2%	8%	7%	10%

In which of the following places do you typically drink alcohol? (Please tick all that apply)

Unweighted base	2042	995	1047	247	280	317	476	722
Base: All GB adults	2042	980	1062	245	343	345	394	715
In a home (yours or someone else's)	65%	68%	63%	63%	62%	69%	66%	65%
In a licensed premises (e.g. pubs, bars, clubs or restaurants)	45%	52%	37%	64%	56%	45%	40%	35%
Other unlicensed location (i.e. not in a home)	2%	2%	2%	5%	4%	1%	1%	1%
Not applicable - I NEVER drink alcohol	22%	17%	27%	20%	21%	20%	23%	24%

**YouGov / Slimming World**  
**Fieldwork - 2042 GB Adults**  
GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

On how many days during a typical week do you drink any alcohol?

Unweighted base	1119	923	525	305	174	292	461	108	177
Base: All GB adults	1123	919	502	335	196	261	468	102	178
0 - none	30%	42%	32%	37%	37%	37%	36%	31%	35%
1 day	22%	21%	22%	22%	25%	20%	18%	26%	29%
2 days	15%	14%	16%	14%	9%	16%	14%	16%	13%
3 days	12%	9%	13%	10%	8%	11%	11%	11%	8%
4 days	6%	4%	4%	5%	8%	5%	7%	3%	7%
5 days	5%	4%	5%	5%	4%	5%	5%	2%	2%
6 days	2%	1%	2%	1%	1%	1%	2%	1%	1%
7 days	8%	5%	6%	7%	9%	5%	6%	10%	6%

In which of the following places do you typically drink alcohol? (Please tick all that apply)

Unweighted base	1119	923	525	305	174	292	461	108	177
Base: All GB adults	1123	919	502	335	196	261	468	102	178
In a home (yours or someone else's)	70%	59%	65%	63%	67%	63%	68%	60%	69%
In a licensed premises (e.g. pubs, bars, clubs or restaurants)	49%	40%	49%	45%	38%	54%	39%	48%	37%
Other unlicensed location (i.e. not in a home)	1%	3%	3%	1%	2%	3%	1%	2%	1%
Not applicable - I NEVER drink alcohol	18%	27%	19%	26%	24%	24%	22%	25%	23%

**YouGov / Slimming World**  
**Fieldwork - 2042 GB Adults**  
GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Which, if any, of the following alcoholic drinks do you consume in a typical week (i.e. Monday to Sunday)?  
(Please tick all that apply)

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink alcohol	1584	811	772	195	270	274	302	542
Wine (including sparkling wine/ champagne etc.)	56%	44%	68%	42%	52%	52%	60%	62%
Beer/ lager	45%	68%	20%	46%	46%	49%	48%	40%
Cider	15%	19%	11%	25%	24%	14%	15%	7%
Spirits (e.g. vodka, rum, gin etc.)	32%	33%	30%	57%	38%	28%	24%	25%
Alcopops (e.g. Bacardi Breezer, Smirnoff Ice etc.)	6%	5%	7%	23%	8%	8%	2%	1%
Liqueur (e.g. Baileys, Jägermeister)	9%	8%	10%	16%	10%	10%	7%	7%
None of these	6%	5%	7%	9%	4%	7%	4%	7%

Please think about times when you consume more alcohol than on an average day (e.g. during a night out etc.)...Which ONE of the following would you say you drink the MOST of?

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Wine (including sparkling wine/ champagne etc.)	39%	22%	56%	19%	31%	36%	43%	48%
Beer/ lager	32%	52%	10%	28%	36%	34%	35%	28%
Cider	3%	4%	2%	4%	7%	2%	5%	2%
Spirits (e.g. vodka, rum, gin etc.)	15%	13%	17%	31%	17%	15%	10%	11%
Alcopops (e.g. Bacardi Breezer, Smirnoff Ice etc.)	2%	1%	3%	6%	3%	3%	2%	0%
Liqueur (e.g. Baileys, Jägermeister)	3%	1%	4%	3%	1%	4%	1%	4%
None of these	6%	5%	7%	9%	4%	7%	4%	7%

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### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following alcoholic drinks do you consume in a typical week (i.e. Monday to Sunday)?  
(Please tick all that apply)

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink alcohol	917	667	408	249	148	200	365	77	137
Wine (including sparkling wine/ champagne etc.)	62%	47%	55%	50%	53%	62%	61%	40%	58%
Beer/ lager	43%	47%	45%	48%	42%	49%	39%	51%	46%
Cider	15%	15%	14%	13%	13%	16%	16%	23%	16%
Spirits (e.g. vodka, rum, gin etc.)	31%	32%	34%	33%	30%	35%	23%	40%	39%
Alcopops (e.g. Bacardi Breezer, Smirnoff Ice etc.)	4%	9%	8%	7%	6%	7%	6%	5%	1%
Liqueur (e.g. Baileys, Jägermeister)	8%	10%	9%	12%	7%	16%	5%	14%	3%
None of these	5%	8%	5%	7%	10%	4%	8%	6%	4%

Please think about times when you consume more alcohol than on an average day (e.g. during a night out etc.)...Which ONE of the following would you say you drink the MOST of?

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Wine (including sparkling wine/ champagne etc.)	44%	31%	39%	33%	40%	40%	46%	24%	36%
Beer/ lager	29%	35%	34%	34%	32%	32%	25%	42%	35%
Cider	4%	3%	3%	3%	2%	2%	6%	4%	4%
Spirits (e.g. vodka, rum, gin etc.)	14%	17%	15%	17%	13%	15%	11%	21%	21%
Alcopops (e.g. Bacardi Breezer, Smirnoff Ice etc.)	1%	4%	3%	2%	3%	2%	4%	-	-
Liqueur (e.g. Baileys, Jägermeister)	2%	3%	3%	4%	1%	5%	1%	4%	1%
None of these	5%	8%	5%	7%	10%	4%	8%	6%	4%

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### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Make unhealthy food choices that day/ night**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	27%	25%	29%	40%	34%	40%	26%	12%
Unlikely to do this	65%	67%	63%	45%	56%	52%	67%	82%
Don't know	8%	8%	8%	15%	10%	7%	7%	6%

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Continue to drink more alcohol that day/ night**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	26%	31%	21%	33%	38%	34%	22%	16%
Unlikely to do this	64%	59%	70%	49%	50%	58%	68%	78%
Don't know	10%	10%	9%	18%	13%	9%	10%	5%

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Eat unhealthy food the next day**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	17%	15%	19%	35%	19%	32%	12%	6%
Unlikely to do this	74%	74%	73%	48%	69%	62%	80%	88%
Don't know	9%	10%	8%	17%	12%	7%	9%	6%

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### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Make unhealthy food choices that day/ night**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	27%	27%	28%	28%	24%	32%	21%	27%	31%
Unlikely to do this	66%	64%	64%	66%	62%	56%	73%	63%	64%
Don't know	7%	9%	9%	5%	13%	11%	6%	10%	5%

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Continue to drink more alcohol that day/ night**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	27%	25%	24%	29%	21%	36%	24%	25%	24%
Unlikely to do this	63%	66%	68%	63%	65%	54%	66%	61%	66%
Don't know	10%	10%	7%	8%	14%	10%	10%	13%	10%

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?  
(Please tick one option on each row) - **Eat unhealthy food the next day**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	16%	18%	20%	18%	11%	19%	12%	20%	23%
Unlikely to do this	76%	70%	71%	76%	75%	67%	81%	70%	72%
Don't know	7%	12%	10%	7%	14%	14%	7%	10%	4%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?

(Please tick one option on each row) - **Have a bad night's sleep**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	18%	17%	20%	28%	19%	25%	15%	12%
Unlikely to do this	74%	74%	74%	56%	73%	68%	77%	82%
Don't know	8%	9%	7%	16%	7%	7%	8%	6%

MSA\_q18\_5. Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol? (Please tick one option on each row) - **Cancel plans that I've made to exercise the next day**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	9%	9%	10%	24%	14%	13%	5%	3%
Unlikely to do this	80%	80%	80%	57%	74%	77%	86%	91%
Don't know	10%	10%	10%	19%	12%	10%	10%	6%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - **Make unhealthy food choices that day/ night**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	40%	38%	41%	54%	58%	56%	36%	19%
Unlikely to do this	50%	52%	47%	30%	30%	35%	55%	72%
Don't know	11%	10%	12%	16%	12%	9%	9%	10%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol?

(Please tick one option on each row) - **Have a bad night's sleep**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	19%	18%	17%	23%	14%	24%	16%	12%	18%
Unlikely to do this	74%	73%	74%	72%	73%	66%	78%	78%	76%
Don't know	7%	9%	9%	5%	13%	10%	6%	10%	6%

MSA\_q18\_5. Please imagine you had drunk a small amount of alcohol (i.e. a glass of wine, beer or cider or a measure of spirits)...How likely or unlikely are you to do any of the following due to drinking a small amount of alcohol? (Please tick one option on each row) - **Cancel plans that I've made to exercise the next day**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	9%	10%	10%	10%	7%	12%	8%	4%	10%
Unlikely to do this	83%	77%	78%	83%	78%	76%	84%	85%	82%
Don't know	8%	13%	12%	7%	15%	12%	8%	11%	9%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - **Make unhealthy food choices that day/ night**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	43%	36%	39%	38%	33%	50%	39%	31%	41%
Unlikely to do this	48%	52%	51%	52%	50%	40%	51%	56%	51%
Don't know	9%	12%	9%	10%	17%	10%	11%	13%	8%



## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Continue to drink more alcohol that day/ night

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	21%	24%	18%	39%	30%	33%	15%	7%
Unlikely to do this	68%	65%	71%	45%	54%	57%	75%	84%
Don't know	11%	11%	11%	16%	15%	10%	10%	8%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Eat unhealthy food the next day

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	29%	25%	33%	45%	46%	48%	21%	9%
Unlikely to do this	60%	64%	55%	40%	41%	43%	66%	82%
Don't know	11%	10%	12%	15%	13%	9%	12%	9%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Have a bad night's sleep

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	35%	30%	40%	41%	37%	46%	31%	28%
Unlikely to do this	55%	59%	50%	43%	51%	46%	57%	64%
Don't know	11%	11%	10%	17%	12%	9%	12%	8%

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### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Continue to drink more alcohol that day/ night

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	22%	20%	19%	23%	17%	28%	20%	21%	24%
Unlikely to do this	67%	69%	71%	66%	71%	61%	69%	64%	66%
Don't know	11%	11%	10%	11%	13%	11%	11%	16%	10%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Eat unhealthy food the next day

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	29%	28%	27%	29%	22%	41%	25%	22%	38%
Unlikely to do this	61%	59%	63%	59%	59%	51%	65%	64%	53%
Don't know	10%	13%	9%	12%	19%	9%	10%	14%	9%

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - Have a bad night's sleep

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	39%	29%	35%	34%	30%	41%	34%	26%	40%
Unlikely to do this	51%	59%	55%	54%	55%	48%	57%	63%	52%
Don't know	10%	12%	11%	11%	15%	12%	9%	10%	8%

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### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - **Cancel plans that I've made to exercise the next day**

Unweighted base	1568	819	749	187	221	256	367	537
Base: All GB adults who drink	1584	811	772	195	270	274	302	542
Likely to do this	31%	29%	33%	41%	47%	45%	24%	16%
Unlikely to do this	57%	61%	52%	40%	40%	44%	65%	72%
Don't know	12%	10%	15%	18%	13%	11%	12%	11%

#### MSA\_QTip. Average 'Tipping Point'

The following question is designed to understand the point at which drinking alcohol leads you to make unhealthy choices in regards to the food you eat and going on to consume further alcohol. Please think about a typical time when this is likely to happen (e.g. on a night out or when drinking at home/ out for dinner etc.)

Approximately, how many \$measure of \$alcohol do you think you can drink before you start to make unhealthy choices in regards to food and drinking more alcohol? (Please enter a whole number in the box below)

Respondents answered in number of drinks in order for units to be calculated

Unweighted base	814	436	378	129	149	164	189	183
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	811	429	382	131	183	177	150	170
Mean - units	9.32	10.50	7.99	9.00	9.49	8.58	9.65	9.85

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Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Now please imagine you had drunk a large amount of alcohol (i.e. several glasses of wine, several beers or ciders or a measures of spirits)...How likely or unlikely are you to do any of the following due to drinking a large amount of alcohol? - **Cancel plans that I've made to exercise the next day**

Unweighted base	909	659	416	231	128	223	351	79	140
Base: All GB adults who drink	917	667	408	249	148	200	365	77	137
Likely to do this	32%	29%	31%	34%	25%	37%	28%	25%	33%
Unlikely to do this	57%	56%	59%	54%	57%	49%	59%	60%	56%
Don't know	11%	15%	10%	12%	17%	14%	13%	15%	11%

#### MSA\_QTip. Average 'Tipping Point'

The following question is designed to understand the point at which drinking alcohol leads you to make unhealthy choices in regards to the food you eat and going on to consume further alcohol. Please think about a typical time when this is likely to happen (e.g. on a night out or when drinking at home/ out for dinner etc.)

Approximately, how many \$measure of \$alcohol do you think you can drink before you start to make unhealthy choices in regards to food and drinking more alcohol? (Please enter a whole number in the box below)

Respondents answered in number of drinks in order for units to be calculated

Unweighted base	479	335	206	116	58	143	176	36	79
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	485	326	198	130	67	133	175	34	75
Mean - units	9.17	9.53	10.04	9.25	8.85	9.28	8.69	9.39	9.42

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

For the remainder of the survey when we refer to your "tipping point" we mean the amount of alcohol that you can drink up to the point where you first begin to make unhealthy food choices/ drink more alcohol than planned.

MSA\_q22. How many days during the typical week - Monday to Thursday - would you say you drink enough alcohol to reach your 'tipping point', where you start to make unhealthy choices in regards to food and drinking more alcohol

Unweighted base	814	436	378	129	149	164	189	183
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	811	429	382	131	183	177	150	170
0 - none	59%	53%	66%	46%	61%	54%	61%	73%
1	18%	19%	16%	26%	21%	15%	19%	8%
2	11%	12%	11%	13%	5%	21%	8%	11%
3	4%	5%	3%	7%	2%	5%	5%	2%
4	3%	4%	1%	1%	4%	3%	2%	2%
Don't know/ prefer not to say	5%	7%	3%	7%	7%	2%	6%	4%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the remainder of the survey when we refer to your "tipping point" we mean the amount of alcohol that you can drink up to the point where you first begin to make unhealthy food choices/ drink more alcohol than planned.

MSA\_q22. How many days during the typical week - Monday to Thursday - would you say you drink enough alcohol to reach your 'tipping point', where you start to make unhealthy choices in regards to food and drinking more alcohol

Unweighted base	479	335	206	116	58	143	176	36	79
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	485	326	198	130	67	133	175	34	75
0 - none	61%	57%	54%	60%	50%	47%	67%	59%	81%
1	15%	22%	20%	21%	24%	22%	14%	8%	8%
2	12%	11%	17%	9%	18%	11%	7%	3%	6%
3	5%	3%	1%	3%	1%	6%	5%	17%	2%
4	3%	2%	3%	0%	-	7%	2%	10%	0%
Don't know/ prefer not to say	4%	7%	5%	7%	6%	6%	5%	2%	3%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

How many days during the typical weekend – Friday, Saturday and Sunday - would you say you drink enough alcohol to reach your 'tipping point', where you start to make unhealthy choices in regards to food and drinking more alcohol?

Unweighted base	814	436	378	129	149	164	189	183
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	811	429	382	131	183	177	150	170
0 - none	36%	33%	39%	29%	30%	29%	42%	48%
1	39%	40%	38%	40%	47%	49%	26%	31%
2	13%	13%	12%	15%	10%	14%	14%	11%
3	6%	7%	5%	3%	6%	6%	11%	6%
Don't know/ Prefer not to say	6%	7%	5%	13%	7%	3%	7%	3%

Thinking about a typical occasion when you have gone over your "tipping point" (i.e. the amount of alcohol that you can drink up to the point where you begin to make unhealthy food/ alcohol choices)...

Approximately, how much of each of the following types of alcohol do you think you would go on to drink in the same day/ night once you've reached this point? We've included all measurements in the list below so that you can answer in the way that you would prefer – please don't double count any drinks or include those you'd have to reach your tipping point.

Respondents answered in number of drinks in order for number of calories to be calculated

Unweighted base	814	436	378	129	149	164	189	183
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	811	429	382	131	183	177	150	170
Mean - calories	1476	1794	1119	1692	1482	1751	1339	1135

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How many days during the typical weekend – Friday, Saturday and Sunday - would you say you drink enough alcohol to reach your 'tipping point', where you start to make unhealthy choices in regards to food and drinking more alcohol?

Unweighted base	479	335	206	116	58	143	176	36	79
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	485	326	198	130	67	133	175	34	75
0 - none	37%	34%	28%	38%	32%	32%	45%	29%	43%
1	40%	37%	43%	38%	40%	38%	32%	50%	43%
2	11%	15%	15%	10%	14%	15%	12%	7%	9%
3	7%	6%	7%	8%	2%	8%	6%	8%	5%
Don't know/ Prefer not to say	5%	8%	7%	7%	12%	7%	5%	6%	-

Thinking about a typical occasion when you have gone over your "tipping point" (i.e. the amount of alcohol that you can drink up to the point where you begin to make unhealthy food/ alcohol choices)...

Approximately, how much of each of the following types of alcohol do you think you would go on to drink in the same day/ night once you've reached this point? We've included all measurements in the list below so that you can answer in the way that you would prefer – please don't double count any drinks or include those you'd have to reach your tipping point.

Respondents answered in number of drinks in order for number of calories to be calculated

Unweighted base	479	335	206	116	58	143	176	36	79
Base: All GB adults who drink and say drinking can lead to them eating unhealthy food/ continue to drink alcohol	485	326	198	130	67	133	175	34	75
Mean - calories	1369	1634	1268	1517	1357	1582	1614	1902	1354



## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, please think about a typical occasion when you go over your "tipping point" (i.e. drinking enough alcohol for you to make unhealthy food choices/ go on to drink more alcohol) and also consider any additional alcohol and food you might go on to consume as a result of exceeding this point...

Which, if any, of the following foods are you likely to eat the same evening as a result of reaching your "tipping point"? (Please tick all that apply and only include any food that you'd eat during the course of the same night that reached your tipping point. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
A kebab	25%	33%	17%	24%	32%	30%	23%	10%
A portion of chips	50%	48%	51%	62%	62%	44%	41%	38%
A hamburger	31%	34%	28%	47%	32%	32%	22%	20%
A battered fish	11%	12%	10%	8%	7%	6%	16%	23%
A pie	8%	10%	5%	6%	2%	8%	16%	9%
A battered sausage	6%	9%	3%	8%	8%	4%	7%	5%
A Chinese takeaway	23%	27%	19%	18%	19%	27%	27%	24%
An Indian takeaway	25%	32%	18%	17%	23%	27%	34%	22%
A sandwich/ toastie	18%	19%	16%	25%	18%	10%	18%	20%
A full English/ Scottish breakfast	10%	15%	6%	11%	13%	14%	5%	7%
Pasta with a creamy sauce	3%	2%	5%	3%	4%	3%	1%	6%
A cake/ pastry	7%	7%	7%	6%	7%	8%	9%	6%
An individual size packet of crisps	37%	33%	40%	25%	31%	43%	38%	46%
A family size packet of crisps	25%	24%	25%	17%	32%	29%	24%	16%
An individual size packet of salted nuts	12%	15%	10%	4%	7%	15%	14%	24%
A sharing size packet of salted nuts	10%	11%	9%	1%	6%	11%	13%	19%
An individual size bar/ bag of chocolate	17%	11%	23%	16%	14%	21%	16%	19%
A sharing bar/ bag of chocolate	14%	12%	15%	15%	10%	15%	20%	11%
A slice of an individual 7" pizza	14%	16%	12%	22%	15%	13%	8%	11%
Half an individual 7" pizza	17%	16%	18%	28%	17%	21%	11%	6%
A whole individual 7" pizza	22%	25%	19%	32%	31%	23%	18%	5%
1 to 3 biscuits	9%	8%	10%	6%	6%	7%	8%	18%
Half a pack of biscuits (12)	8%	8%	9%	7%	7%	10%	13%	5%
A whole pack of biscuits (12)	5%	6%	4%	4%	5%	6%	3%	7%
None of these	3%	2%	3%	2%	2%	4%	3%	2%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following question, please think about a typical occasion when you go over your "tipping point" (i.e. drinking enough alcohol for you to make unhealthy food choices/ go on to drink more alcohol) and also consider any additional alcohol and food you might go on to consume as a result of exceeding this point...

Which, if any, of the following foods are you likely to eat the same evening as a result of reaching your "tipping point"? (Please tick all that apply and only include any food that you'd eat during the course of the same night that reached your tipping point. For foods that are split out into different amounts, please tick the option that BEST applies)

	Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food		415	259	175	101	55	106	147	25	64
A kebab	24%	24%	26%	25%	28%	25%	27%	20%	40%	20%
A portion of chips	47%	47%	54%	53%	50%	52%	45%	46%	71%	43%
A hamburger	27%	27%	36%	35%	24%	46%	36%	28%	13%	20%
A battered fish	11%	11%	12%	13%	12%	9%	7%	10%	9%	17%
A pie	8%	8%	8%	9%	7%	5%	6%	12%	6%	3%
A battered sausage	6%	6%	7%	3%	3%	10%	9%	6%	12%	10%
A Chinese takeaway	20%	20%	28%	28%	18%	23%	25%	19%	35%	17%
An Indian takeaway	25%	25%	24%	27%	28%	25%	23%	20%	42%	20%
A sandwich/ toastie	14%	14%	23%	14%	19%	18%	20%	18%	18%	21%
A full English/ Scottish breakfast	9%	9%	13%	12%	7%	5%	19%	6%	11%	12%
Pasta with a creamy sauce	4%	4%	3%	7%	1%	1%	5%	2%	-	1%
A cake/ pastry	7%	7%	9%	6%	3%	9%	8%	11%	4%	9%
An individual size packet of crisps	36%	36%	38%	35%	34%	40%	29%	42%	48%	40%
A family size packet of crisps	27%	27%	22%	32%	20%	27%	24%	19%	32%	24%
An individual size packet of salted nuts	14%	14%	9%	13%	13%	13%	15%	13%	10%	6%
A sharing size packet of salted nuts	10%	10%	10%	8%	10%	9%	7%	10%	29%	13%
An individual size bar/ bag of chocolate	17%	17%	17%	17%	16%	18%	18%	18%	7%	17%
A sharing bar/ bag of chocolate	13%	13%	15%	11%	9%	19%	14%	17%	32%	10%
A slice of an individual 7" pizza	12%	12%	18%	17%	10%	11%	16%	12%	25%	11%
Half an individual 7" pizza	15%	15%	18%	23%	16%	14%	17%	14%	11%	10%
A whole individual 7" pizza	21%	21%	24%	27%	16%	12%	28%	15%	35%	29%
1 to 3 biscuits	7%	7%	12%	10%	17%	8%	7%	6%	4%	5%
Half a pack of biscuits (12)	7%	7%	10%	10%	7%	5%	7%	9%	4%	9%
A whole pack of biscuits (12)	4%	4%	6%	8%	3%	6%	3%	5%	-	4%
None of these	3%	3%	2%	3%	3%	4%	2%	2%	5%	2%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

And which, if any, of the following foods are you MOST likely to eat the same evening as a result of drinking this amount of alcohol? (Please tick all that apply and only include any food that you'd eat during the course of the same night that you exceeding your tipping point. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
A kebab	10%	14%	5%	7%	10%	16%	10%	3%
A portion of chips	22%	19%	25%	31%	34%	14%	17%	15%
A hamburger	10%	12%	9%	21%	10%	8%	5%	7%
A battered fish	1%	2%	0%	2%	-	-	-	6%
A pie	0%	1%	-	-	-	1%	-	1%
A battered sausage	0%	0%	-	-	0%	0%	-	-
A Chinese takeaway	7%	7%	6%	6%	5%	4%	9%	10%
An Indian takeaway	7%	11%	4%	0%	3%	11%	14%	6%
A sandwich/ toastie	7%	8%	6%	8%	7%	4%	8%	10%
A full English/ Scottish breakfast	1%	2%	0%	2%	-	2%	0%	1%
Pasta with a creamy sauce	2%	0%	3%	1%	2%	1%	-	4%
A cake/pastry	1%	1%	1%	-	2%	2%	2%	0%
An individual size packet of crisps	2%	1%	3%	-	1%	2%	3%	5%
A family size packet of crisps	1%	1%	1%	-	1%	1%	1%	2%
An individual size packet of salted nuts	0%	1%	-	-	-	1%	-	-
A sharing size packet of salted nuts	-	-	-	-	-	-	-	-
An individual size bar/ bag of chocolate	0%	-	0%	-	1%	-	-	-
A sharing bar/ bag of chocolate	0%	-	0%	-	-	-	-	1%
A slice of an individual 7" pizza	4%	2%	6%	5%	4%	6%	3%	4%
Half an individual 7" pizza	4%	1%	6%	5%	6%	4%	3%	-
A whole individual 7" pizza	2%	2%	2%	-	3%	2%	1%	1%
1 to 3 biscuits	1%	1%	2%	2%	0%	-	4%	2%
Half a pack of biscuits (6)	3%	3%	4%	2%	2%	2%	4%	6%
A whole pack of biscuits (12)	3%	3%	2%	-	1%	5%	3%	3%
None of these	11%	8%	13%	9%	7%	12%	13%	14%

**YouGov / Slimming World**  
**Fieldwork - 2042 GB Adults**  
GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

And which, if any, of the following foods are you MOST likely to eat the same evening as a result of drinking this amount of alcohol? (Please tick all that apply and only include any food that you'd eat during the course of the same night that you exceeding your tipping point. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
A kebab	11%	8%	13%	9%	8%	7%	9%	26%	5%
A portion of chips	22%	22%	16%	25%	15%	21%	26%	28%	34%
A hamburger	9%	12%	9%	10%	13%	14%	11%	10%	2%
A battered fish	1%	2%	1%	-	-	1%	0%	3%	7%
A pie	0%	0%	0%	-	1%	-	0%	-	1%
A battered sausage	0%	0%	-	-	-	1%	-	-	1%
A Chinese takeaway	6%	8%	10%	4%	4%	8%	7%	1%	2%
An Indian takeaway	8%	6%	5%	11%	11%	5%	7%	5%	10%
A sandwich/ toastie	7%	7%	5%	5%	9%	10%	9%	5%	7%
A full English/ Scottish breakfast	0%	2%	2%	-	-	4%	-	-	-
Pasta with a creamy sauce	1%	2%	3%	1%	-	1%	2%	-	1%
A cake/pastry	1%	1%	-	-	2%	4%	2%	-	-
An individual size packet of crisps	2%	2%	3%	1%	4%	1%	1%	-	3%
A family size packet of crisps	1%	1%	0%	3%	1%	1%	1%	-	2%
An individual size packet of salted nuts	0%	-	-	-	-	-	1%	-	-
A sharing size packet of salted nuts	-	-	-	-	-	-	-	-	-
An individual size bar/ bag of chocolate	0%	-	-	-	3%	-	-	-	-
A sharing bar/ bag of chocolate	0%	-	-	-	-	-	1%	-	-
A slice of an individual 7" pizza	4%	4%	5%	4%	2%	1%	7%	4%	4%
Half an individual 7" pizza	4%	3%	4%	4%	2%	4%	3%	-	9%
A whole individual 7" pizza	2%	1%	3%	0%	-	3%	1%	3%	1%
1 to 3 biscuits	2%	1%	1%	0%	-	2%	4%	-	-
Half a pack of biscuits (6)	2%	5%	3%	6%	1%	5%	1%	4%	4%
A whole pack of biscuits (12)	3%	2%	5%	1%	3%	2%	2%	-	-
None of these	12%	8%	13%	16%	20%	6%	6%	11%	7%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Order a takeaway**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	58%	61%	54%	64%	67%	65%	48%	39%
Less likely	17%	17%	16%	12%	13%	15%	21%	23%
No difference	26%	21%	30%	24%	19%	20%	32%	38%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on a family sized packet of crisps or nuts**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	57%	55%	59%	45%	56%	70%	58%	52%
Less likely	16%	17%	15%	18%	21%	10%	13%	18%
No difference	27%	28%	25%	36%	23%	20%	28%	30%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Order a takeaway**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	59%	56%	62%	62%	57%	55%	54%	58%	55%
Less likely	14%	21%	17%	18%	15%	21%	12%	18%	18%
No difference	27%	23%	21%	20%	28%	25%	34%	24%	27%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on a family sized packet of crisps or nuts**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	60%	53%	58%	56%	52%	54%	58%	70%	60%
Less likely	16%	16%	17%	20%	22%	14%	13%	7%	15%
No difference	24%	30%	25%	24%	26%	31%	29%	23%	24%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Rely on convenience food (e.g. an oven pizza or ready-meal)**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	65%	63%	67%	69%	73%	74%	55%	49%
Less likely	15%	18%	11%	14%	11%	11%	21%	18%
No difference	20%	19%	22%	17%	16%	15%	23%	33%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Cook a healthy meal from scratch**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	7%	9%	5%	5%	7%	13%	2%	5%
Less likely	74%	72%	76%	77%	83%	67%	74%	71%
No difference	19%	19%	18%	18%	10%	19%	24%	24%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Rely on convenience food (e.g. an oven pizza or ready-meal)**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	70%	57%	71%	67%	50%	69%	61%	74%	60%
Less likely	9%	23%	9%	18%	28%	18%	11%	11%	16%
No difference	20%	20%	20%	16%	22%	13%	28%	14%	24%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Cook a healthy meal from scratch**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	7%	7%	6%	6%	16%	4%	8%	9%	6%
Less likely	74%	75%	78%	72%	58%	80%	70%	76%	83%
No difference	19%	18%	16%	22%	26%	16%	22%	15%	11%



## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on fruit**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	10%	15%	6%	14%	7%	16%	3%	13%
Less likely	65%	62%	69%	63%	76%	61%	69%	55%
No difference	24%	24%	24%	23%	17%	23%	28%	33%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on sweet food (e.g. chocolate, biscuit, cake)**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	45%	43%	48%	40%	50%	52%	39%	39%
Less likely	27%	33%	22%	26%	31%	21%	28%	32%
No difference	27%	24%	30%	34%	18%	27%	33%	29%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on fruit**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	10%	12%	10%	7%	13%	14%	11%	6%	10%
Less likely	64%	68%	69%	71%	50%	66%	60%	87%	62%
No difference	27%	20%	21%	22%	37%	21%	29%	7%	28%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Snack on sweet food (e.g. chocolate, biscuit, cake)**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	52%	35%	46%	49%	33%	39%	49%	57%	46%
Less likely	23%	35%	30%	27%	34%	29%	22%	26%	27%
No difference	25%	30%	23%	24%	33%	33%	30%	17%	28%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Go out for an unplanned meal**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	34%	40%	28%	38%	47%	37%	19%	24%
Less likely	33%	33%	34%	30%	28%	32%	41%	37%
No difference	33%	27%	38%	32%	26%	31%	40%	39%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Eat a larger amount of food**

Unweighted base	663	335	328	109	132	148	149	125
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	674	334	340	112	162	164	119	116
More likely	63%	64%	63%	55%	70%	75%	57%	51%
Less likely	16%	15%	16%	19%	15%	7%	20%	22%
No difference	21%	21%	21%	26%	15%	19%	23%	27%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Go out for an unplanned meal**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	36%	32%	30%	40%	29%	45%	36%	26%	22%
Less likely	30%	38%	39%	36%	29%	33%	26%	19%	38%
No difference	34%	30%	31%	25%	42%	22%	38%	55%	41%

After you've drunk enough alcohol to reach you "tipping point"...Are you more or less likely to do each of the following, compared to a time when you haven't drunk any alcohol? (Please tick one option on each row) - **Eat a larger amount of food**

Unweighted base	400	263	176	90	46	114	145	26	66
Base: All GB adults who drink and say that alcohol makes them likely to eat unhealthy food	415	259	175	101	55	106	147	25	64
More likely	67%	57%	64%	61%	51%	63%	68%	87%	53%
Less likely	12%	22%	17%	20%	16%	19%	8%	10%	19%
No difference	21%	21%	19%	20%	33%	17%	24%	4%	27%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

If you drunk enough alcohol to go over your "tipping point" (i.e. at the point you're more likely to make unhealthy food choices/ drink more alcohol)...Which, if any, of the following would you be likely to eat the next day as a result? (Please tick all that apply. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	471	218	253	92	107	120	83	69
Base: All GB adults who drink and say alcohol can affect what they eat the next day	513	230	283	98	131	143	69	73
A kebab	8%	12%	5%	12%	8%	8%	7%	5%
A portion of chips	29%	25%	32%	38%	25%	29%	28%	25%
Simg10.raw A hamburger	21%	16%	25%	30%	24%	19%	16%	12%
A battered fish	7%	8%	7%	4%	5%	7%	3%	21%
A pie	7%	10%	4%	6%	7%	7%	8%	8%
A battered sausage	3%	4%	2%	3%	2%	4%	3%	3%
A Chinese takeaway	14%	9%	18%	16%	18%	11%	15%	9%
An Indian takeaway	10%	10%	10%	9%	15%	8%	10%	6%
A sandwich/ toastie	20%	17%	21%	15%	33%	10%	18%	22%
A full English/ Scottish breakfast	29%	30%	29%	28%	32%	31%	32%	21%
Pasta with a creamy sauce	6%	4%	8%	5%	13%	3%	2%	4%
A cake/pastry	10%	12%	9%	10%	9%	9%	17%	9%
An individual size packet of crisps	17%	18%	16%	17%	16%	19%	12%	22%
A family size packet of crisps	20%	18%	22%	24%	23%	21%	16%	12%
An individual size packet of salted nuts	6%	8%	5%	4%	7%	8%	1%	12%
A sharing size packet of salted nuts	2%	3%	1%	1%	-	3%	1%	7%
An individual size bar/ bag of chocolate	20%	15%	24%	25%	20%	19%	17%	14%
A sharing bar/ bag of chocolate	8%	5%	11%	11%	9%	8%	9%	4%
A slice of an individual 7" pizza	6%	7%	4%	13%	11%	-	2%	1%
Half an individual 7" pizza	10%	10%	9%	15%	7%	10%	3%	11%
A whole individual 7" pizza	14%	14%	15%	19%	25%	8%	13%	2%
1 to 3 biscuits	5%	8%	3%	5%	7%	3%	6%	6%
Half a pack of biscuits (6)	8%	6%	9%	4%	7%	8%	13%	7%
A whole pack of biscuits (12)	4%	7%	2%	4%	2%	9%	1%	2%
None of these	11%	13%	9%	14%	8%	8%	13%	17%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

If you drunk enough alcohol to go over your "tipping point" (i.e. at the point you're more likely to make unhealthy food choices/ drink more alcohol)...Which, if any, of the following would you be likely to eat the next day as a result? (Please tick all that apply. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	265	206	119	64	31	85	97	17	58
Base: All GB adults who drink and say alcohol can affect what they eat the next day	297	216	135	79	35	87	102	18	57
A kebab	7%	10%	4%	6%	7%	14%	8%	9%	13%
A portion of chips	26%	33%	35%	14%	31%	32%	27%	17%	36%
Simg10.raw A hamburger	19%	24%	27%	11%	23%	24%	17%	3%	27%
A battered fish	7%	9%	10%	7%	3%	7%	5%	5%	12%
A pie	7%	7%	7%	6%	3%	10%	5%	5%	10%
A battered sausage	2%	4%	2%	1%	5%	2%	2%	9%	10%
A Chinese takeaway	12%	17%	14%	12%	21%	17%	5%	14%	25%
An Indian takeaway	9%	12%	9%	6%	7%	20%	6%	8%	11%
A sandwich/ toastie	18%	21%	21%	19%	27%	18%	17%	8%	21%
A full English/ Scottish breakfast	29%	30%	24%	33%	20%	28%	29%	42%	44%
Pasta with a creamy sauce	7%	5%	9%	3%	2%	8%	4%	3%	9%
A cake/pastry	10%	11%	6%	10%	15%	17%	13%	-	6%
An individual size packet of crisps	15%	20%	17%	18%	15%	22%	16%	11%	14%
A family size packet of crisps	19%	22%	24%	15%	25%	16%	16%	32%	24%
An individual size packet of salted nuts	6%	8%	6%	6%	2%	10%	6%	9%	6%
A sharing size packet of salted nuts	1%	3%	2%	4%	-	1%	2%	2%	1%
An individual size bar/ bag of chocolate	18%	22%	20%	13%	18%	17%	26%	18%	23%
A sharing bar/ bag of chocolate	4%	13%	6%	8%	19%	4%	11%	8%	7%
A slice of an individual 7" pizza	4%	7%	8%	6%	1%	6%	2%	9%	5%
Half an individual 7" pizza	6%	14%	19%	5%	10%	6%	5%	3%	9%
A whole individual 7" pizza	17%	11%	13%	11%	9%	19%	12%	11%	22%
1 to 3 biscuits	4%	7%	5%	6%	5%	9%	4%	3%	4%
Half a pack of biscuits (6)	7%	8%	7%	6%	10%	7%	8%	-	12%
A whole pack of biscuits (12)	4%	4%	4%	9%	2%	4%	5%	-	1%
None of these	12%	10%	12%	16%	6%	8%	11%	6%	12%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

And which, if any, of the following foods would you be MOST likely to eat the next day as a result of drinking this amount of alcohol? (Please tick the option that BEST applies. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	471	218	253	92	107	120	83	69
Base: All GB adults who drink and say alcohol can affect what they eat the next day	513	230	283	98	131	143	69	73
A kebab	4%	5%	3%	4%	4%	6%	4%	-
A portion of chips	7%	5%	9%	7%	4%	8%	5%	11%
Simg10.raw A hamburger	7%	5%	9%	8%	7%	9%	7%	3%
A battered fish	2%	3%	1%	1%	3%	1%	-	5%
A pie	1%	2%	0%	-	-	1%	5%	1%
A battered sausage	-	-	-	-	-	-	-	-
A Chinese takeaway	3%	2%	4%	1%	2%	5%	1%	4%
An Indian takeaway	3%	3%	2%	-	1%	4%	3%	5%
A sandwich/ toastie	10%	7%	12%	7%	17%	3%	6%	16%
A full English/ Scottish breakfast	20%	22%	18%	12%	26%	22%	24%	11%
Pasta with a creamy sauce	2%	2%	1%	1%	2%	3%	-	-
A cake/pastry	3%	3%	3%	4%	4%	0%	6%	2%
An individual size packet of crisps	3%	2%	4%	4%	2%	3%	5%	6%
A family size packet of crisps	6%	7%	6%	10%	4%	8%	4%	3%
An individual size packet of salted nuts	1%	1%	1%	1%	-	1%	1%	1%
A sharing size packet of salted nuts	1%	1%	-	1%	-	1%	1%	-
An individual size bar/ bag of chocolate	5%	6%	4%	5%	4%	8%	3%	3%
A sharing bar/ bag of chocolate	2%	1%	3%	7%	1%	3%	-	-
A slice of an individual 7" pizza	1%	1%	1%	3%	1%	-	2%	-
Half an individual 7" pizza	1%	1%	1%	4%	-	-	1%	1%
A whole individual 7" pizza	5%	3%	6%	6%	8%	2%	6%	1%
1 to 3 biscuits	0%	1%	-	-	-	-	-	2%
Half a pack of biscuits (6)	2%	1%	2%	-	1%	1%	4%	4%
A whole pack of biscuits (12)	1%	1%	0%	1%	0%	1%	-	1%
None of these	12%	14%	10%	14%	9%	9%	13%	19%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

And which, if any, of the following foods would you be MOST likely to eat the next day as a result of drinking this amount of alcohol? (Please tick the option that BEST applies. For foods that are split out into different amounts, please tick the option that BEST applies)

Unweighted base	265	206	119	64	31	85	97	17	58
Base: All GB adults who drink and say alcohol can affect what they eat the next day	297	216	135	79	35	87	102	18	57
A kebab	4%	4%	2%	3%	4%	7%	7%	6%	3%
A portion of chips	5%	11%	8%	8%	3%	5%	8%	14%	5%
Simg10.raw A hamburger	10%	4%	10%	3%	4%	6%	8%	-	13%
A battered fish	2%	1%	2%	4%	-	2%	1%	2%	1%
A pie	0%	2%	0%	1%	-	-	0%	-	6%
A battered sausage	-	-	-	-	-	-	-	-	-
A Chinese takeaway	2%	4%	4%	2%	1%	4%	0%	6%	3%
An Indian takeaway	2%	4%	1%	-	5%	7%	2%	-	4%
A sandwich/ toastie	10%	9%	12%	10%	22%	6%	8%	8%	7%
A full English/ Scottish breakfast	22%	17%	18%	24%	5%	18%	20%	28%	28%
Pasta with a creamy sauce	2%	1%	3%	3%	-	2%	-	-	1%
A cake/pastry	3%	3%	1%	-	13%	7%	2%	-	1%
An individual size packet of crisps	3%	4%	1%	3%	4%	4%	7%	2%	1%
A family size packet of crisps	6%	7%	12%	3%	1%	4%	3%	15%	8%
An individual size packet of salted nuts	1%	0%	1%	2%	2%	-	1%	-	-
A sharing size packet of salted nuts	1%	-	-	-	-	1%	2%	2%	-
An individual size bar/ bag of chocolate	6%	4%	3%	9%	-	5%	8%	3%	2%
A sharing bar/ bag of chocolate	0%	5%	2%	3%	10%	-	1%	6%	-
A slice of an individual 7" pizza	1%	2%	1%	1%	-	1%	2%	-	-
Half an individual 7" pizza	-	2%	3%	1%	-	-	-	3%	-
A whole individual 7" pizza	7%	2%	3%	3%	5%	9%	5%	-	6%
1 to 3 biscuits	-	1%	1%	-	-	-	-	-	-
Half a pack of biscuits (6)	1%	3%	1%	1%	8%	1%	3%	-	-
A whole pack of biscuits (12)	1%	0%	-	-	-	3%	1%	-	-
None of these	12%	11%	12%	16%	14%	10%	11%	6%	12%



## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

If you had drunk enough to reach your “tipping point”...Which, if any, of the following physical activities do you think you would cancel, or give up on doing the next day? (Please tick all that apply)

Unweighted base	785	394	391	124	152	162	175	172
Base: All GB adults who drink and alcohol affects the exercise they do the next day	799	397	401	125	185	176	144	167
Going for a walk	13%	14%	13%	11%	15%	19%	13%	8%
Running	25%	26%	24%	33%	31%	22%	17%	21%
Cycling	17%	20%	15%	22%	16%	19%	13%	18%
Swimming	18%	19%	17%	21%	21%	14%	16%	18%
Going to the gym	29%	30%	28%	41%	35%	27%	22%	21%
Playing football	14%	16%	12%	20%	13%	13%	9%	17%
Going to a fitness class	22%	21%	22%	27%	24%	19%	17%	23%
Other physical activity	11%	11%	11%	16%	10%	10%	8%	11%
Not applicable - I would always carry on with my physical activity the next day	16%	19%	13%	11%	9%	15%	24%	21%
Not applicable - I don't tend to do any physical activities in general	34%	29%	39%	33%	30%	25%	37%	47%

You said that you would be likely to cancel a physical activity the next day if you had drunk enough alcohol to reach your tipping point the night before...Which, if any, of the following would you be likely to do instead of doing the physical activity you had planned to do? (Please tick all that apply)

Unweighted base	368	189	179	64	91	90	72	51
Base: All GB adults who drink and would cancel an activity because of consuming alcohol the night before	399	206	193	70	113	105	56	55
Stay in bed	51%	48%	55%	65%	54%	56%	40%	31%
Watch TV	62%	57%	68%	60%	60%	67%	58%	65%
Play on a computer console	14%	19%	9%	13%	15%	11%	13%	19%
Spend time on social media	25%	24%	26%	32%	26%	30%	16%	15%
Head to the pub	5%	7%	3%	9%	9%	2%	1%	1%
Get a takeaway	18%	19%	17%	15%	30%	17%	11%	6%
Get an early night	46%	43%	49%	44%	50%	37%	38%	64%
Anything where I can sit down	39%	42%	37%	43%	39%	32%	43%	45%
None of these	2%	3%	2%	2%	1%	-	9%	3%

## YouGov / Slimming World

### Fieldwork - 2042 GB Adults

GB Sample : 24th - 30th December 2013

Social Grade		Region						
ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

If you had drunk enough to reach your "tipping point"...Which, if any, of the following physical activities do you think you would cancel, or give up on doing the next day? (Please tick all that apply)

Unweighted base	463	322	210	105	57	132	171	32	78
Base: All GB adults who drink and alcohol affects the exercise they do the next day	473	325	209	121	65	125	174	31	74
Going for a walk	13%	13%	16%	8%	3%	18%	11%	31%	12%
Running	28%	21%	26%	26%	17%	30%	23%	14%	28%
Cycling	20%	14%	19%	13%	21%	17%	20%	17%	12%
Swimming	21%	14%	16%	23%	23%	15%	18%	30%	14%
Going to the gym	34%	22%	35%	31%	27%	29%	28%	15%	19%
Playing football	16%	11%	15%	17%	10%	14%	14%	15%	14%
Going to a fitness class	25%	17%	27%	22%	15%	20%	22%	15%	19%
Other physical activity	13%	7%	8%	10%	11%	16%	10%	19%	11%
Not applicable - I would always carry on with my physical activity the next day	16%	16%	13%	12%	14%	15%	18%	27%	23%
Not applicable - I don't tend to do any physical activities in general	29%	42%	32%	38%	44%	32%	33%	31%	33%

You said that you would be likely to cancel a physical activity the next day if you had drunk enough alcohol to reach your tipping point the night before...Which, if any, of the following would you be likely to do instead of doing the physical activity you had planned to do? (Please tick all that apply)

Unweighted base	236	132	94	49	24	70	83	10	38
Base: All GB adults who drink and would cancel an activity because of consuming alcohol the night before	262	137	115	60	27	67	85	13	33
Stay in bed	51%	52%	49%	57%	44%	54%	46%	74%	57%
Watch TV	64%	58%	63%	66%	60%	66%	57%	70%	58%
Play on a computer console	17%	7%	14%	12%	16%	19%	9%	13%	15%
Spend time on social media	26%	24%	28%	17%	38%	25%	21%	20%	33%
Head to the pub	4%	7%	3%	6%	-	16%	2%	-	-
Get a takeaway	20%	14%	15%	25%	16%	23%	9%	51%	19%
Get an early night	46%	45%	54%	37%	53%	44%	38%	39%	53%
Anything where I can sit down	40%	38%	36%	35%	15%	49%	45%	29%	50%
None of these	2%	3%	3%	2%	3%	1%	2%	-	5%