

Attitudes towards alcohol: segmentation series report 1

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Executive summary

Approximately a fifth of the population in England are thought to drink at hazardous levels of consumption, and a further 5% at harmful levels. Such levels of consumption are associated with a wide range of health, crime and economic harms. However, neither consumption nor harms are universally experienced, and in order to effectively target interventions it is vital to understand which populations are most at risk. Segmentation tools are one way of doing this, allowing the grouping of populations by age, gender, lifestyle, attitude and motivation. To further understand population segmentation in alcohol misuse, the North West Public Health Observatory has published a series of four reports utilising segmentation tools to discuss alcohol consumption, attitudes and related admission. This is the first report in the series and focuses on attitudes and motivations around consumption. The second and third report discuss consumption and hospital admissions respectively, whilst the fourth report in the series summarises the findings and presents them by classification in order to present an overview of the attitudes, consumption and harms experienced by each segmentation type.

It is important to bear in mind that the findings presented in this series of reports represent only the starting point in understanding alcohol use and harm through segmentation techniques and that further research is required to fully comprehend the nuances that exist both between and within the segments.

Across the series, a number of datasets are used which represent the most robust intelligence available. However, this means that the reports use a range of national and regional data to present the findings. This report uses data for Great Britain and the North West of England. Data from two sources were analysed: the North West Big Drink Debate (a regional survey with a weighted sample of 21,222) and the Target Group Index dataset for Great Britain (a national survey of around 24,000). Geodemographic classifications were added to the data based on participants' lower super output area of residence.

People and Places (P²) and Mosaic were the segmentation systems used. Data were analysed to reveal the relationship between attitudes and motivations, gender, age and deprivation.

Key findings from this report show:

- The most common motivations for consumption revolved around alcohol consumption with food (particularly in females) and alcohol consumption whilst socialising (particularly in males). Over half of the Big Drink Debate participants reported these motivations. A minority reported drinking to forget problems (males: 9.4%; females: 6.5%) and in order to relieve boredom (males: 9.4%; females: 6.5%), and this was more prevalent among men than women, and in more deprived groups compared to affluent areas.
- Affluent groups and females were more likely to report enjoyment of home entertaining and eating together at home. These groups were also more likely to report consuming wine whilst beer was more commonly consumed by males, particularly those in younger groups.
- The most common alcohol-related concern reported by participants of the Big Drink Debate was in relation to children drinking in public places (approximately three quarters of the sample reported this). Females and older people were particularly more likely to report this concern.
- Over two-fifths of the Big Drink Debate sample believed that red wine could prevent heart attacks, and two fifths thought that consumption could lead to weight gain. Yet, less than a tenth believed that they did not know enough about the health risks.
- Levels of self-efficacy tended to be low in older groups and deprived groups, and so they may need more support in changing their situation.

Findings such as these are vital in understanding consumption in different populations, and should be used (in conjunction with the other reports in this series and further research) to develop targeted interventions and campaigns. It is only through understanding the populations at risk that effective support, alternative activities and appropriate information can be supplied.

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1. Introduction

1.1 Alcohol misuse

In England, it is estimated that a fifth of the population drink at hazardous levels and a further 5% drink at harmful levels.^[1] Such levels of alcohol misuse have been associated with a wide range of health, crime and economic harms.^[1-3] However, alcohol consumption and related harms are not universally experienced across the country, with areas having different experiences depending on factors such as deprivation.^[1] In order to target interventions, it is vital to understand which populations are most at risk, together with their experiences and use of alcohol.

1.2 Social marketing and segmentation

Social marketing was endorsed through the Government White Paper *Choosing Health* as a health promotion framework to tackle lifestyle harms.^[4] It encourages the development of interventions that are built on deep consumer insight and strategies of effective and sustained engagement.^[5] It can use a wide range of intervention formats such as education, new media and legislation, although the most appropriate mix will depend on the individual group targeted.^[5]

Geodemographic segmentation can be used to maximise the evidence for social marketing interventions (Box 1).^[5-7] This is because it can provide an understanding of people who may have common motivations and lifestyle patterns, and because the technique goes beyond traditional methods of grouping people by age and gender to grouping populations by lifestage, lifestyle, attitude and motivations.^[6] This method is particularly useful when local data are limited or do not exist.^[5]

There are a number of segmentation tools available, and the most appropriate tool to use depends on individual requirements. To date, the North West Public Health Observatory (NWPHO) has recommended the use of People and Places (P²)^[8] because it provides a greater level of discrimination by deprivation than the other systems available.^[7] Others such as Mosaic are also widely used.^[9] However, information is limited as to what extent analyses performed through the different segmentation tools reflect each other, and whether they show the same pattern. This report uses Mosaic and P² categories to investigate alcohol-related attitudes and motivations.

Box 1: Segmentation techniques

Geodemographic segmentation aims to divide the population into groups, and make members of each group as similar as possible, while simultaneously differentiating between the groups as far as possible.^[5] The systems are derived from large numbers of variables (up to 400) that have been collected from an array of different sources, such as the national census and Health Survey for England.^[10] These provide information on factors such as demographics, socio-economic status, housing type and lifestyle. A cluster analysis is then performed to identify typologies. The systems may use different variables and/or algorithms in their development.^[5]

1.3 This series of alcohol reports

This report, published by NWPHO, is part of a series of four reports utilising segmentation tools to discuss:

- Alcohol-related attitudes and motivations (this report);
- Alcohol consumption;^[11]
- Alcohol-attributable hospital admission;^[12] and

- Pen portraits (see Box 2) – a summary document, which brings all of the information presented in the series together to provide a final and more in-depth understanding for some of the groupings.^[13]

Together, the reports aim to synthesise the different data sources that identify at-risk groups as well as to provide an insight into related motivations and attitudes. Finally,

they aim to identify where research is needed in order to develop further insight for facilitating behaviour change strategies.

This report concentrates on attitudes and motivations in relation to alcohol, highlighting which groups and types of groups are most likely to have specific attitudes and/or motivations. In doing so, the report addresses a number of key topics: motivations for consumption;

consumption preferences; alcohol-related harms and concerns; and self-efficacy. Further details of these are provided in Section 2. These types of data are vital in gaining a comprehensive insight into health consumers and understanding populations, in this way, will help to ensure that interventions are designed and targeted in order to maximise effect.

Box 2: Pen Portraits

The development of pen portraits is a technique used in social marketing to aide practitioners in defining their target audience. The pen portrait is a fictitious character to which a message or an intervention is targeted. Practitioners define who the pen portrait represents, their motivations, their likes and dislikes, their peer group, and even their name. The message or intervention developed must serve this character. The magazine 'Marie Claire' has created one such pen portrait as an example of their reader, who they see as having an average age of 33 years, and who enjoys spending money on clothes and toiletries.^[14]

2. Methodology

Data from two sources were analysed. First, the North West Big Drink Debate, which was a regional survey of 20,123 respondents (weighted value: 21,222) from May to October 2008 to investigate drinking habits, opinions of alcohol and its impact on individual lives and communities among people 18+ years.^[15] Second, an analysis of Target Group Index (TGI) was performed, which uses data derived from a survey of around 24,000 people in Great Britain. It collates intelligence on factors such as lifestyles and consumer habits.

2.1 Geodemographic analysis

Geodemographic classifications were added to the data based on lower super output area (LSOA) and included People and Places (P²) and Mosaic (Table 1). (For further details on the classifications, see Dedman et al. 2006.^[7]) Data were analysed to reveal the relationship between motivations for consumption, consumption preferences, experiences of harms and concerns, gender and deprivation.

2.2 Variables investigated

More details on the variables investigated can be found in the appendices, but variables have been grouped under the following headings:

- Motivations for consumption (in relation to consuming alcohol with food; alcohol as a social lubricant; trying new drinks; and using alcohol as an aide);
- Consumption preferences (at home consumption; consumption in the pub and consumption by type of drink: beer/lager/cider/ale; wine; white spirits – such as gin or vodka; and dark spirits – such as whisky);
- Alcohol-related harms and concerns (in relation to social and community harms associated with alcohol; health consequences associated with alcohol; and alcohol and obesity);
- Self-efficacy (that is, a belief that an individual can change their lives if they want to).

Table 1: Classification systems.

Classification system	Number of segments	Segmented according to...
Mosaic	11*	Demographics, socio-economics and consumption, financial measures, property characteristics, property value, location.
People and Places (P ²)	13*	Age, household composition, housing, employment, income, transport, leisure, spending patterns, general health, area stability.

*Two segments were not included in the analysis: Unclassified from each of P² and Mosaic classification systems.

2.3 Presenting the data

The geodemographic classifications are ranked according to average income levels or average income deprivation (that is, the proportion of the population living in households with an income of less than 60% of the median). Bivariate correlations were used to assess the relationship between rank of deprivation and the proportion of people in each classification reporting specific motivations, beliefs and experiences (see Section 2.2 and the appendices – for information, section 7.1 provides a guide to the appendices).

For each variable discussed (see Section 2.2), charts have been provided by both of the geodemographic segmentation systems used in this report (Mosaic and P²), allowing the reader to visualise the pattern of consumption. Charts are presented on the same scale to enable comparison across the figures.

Data were analysed using SPSS version 17. Percentages are discussed as being significantly different from the average where the 95% confidence intervals (95%

CIs) do not overlap. Although figures have been rounded to one decimal place, significance is taken from the unrounded figure. However, this could only be assessed for those data items from the Big Drink Debate, as overall percentage figures were not available for TGI data. Further details on the data sources, tables detailing all the values and results from the bivariate analysis can be found in the appendices.

2.4 Data limitations

There are a number of limitations to the data presented in this report:

- Data from the Big Drink Debate and from TGI have a number of methodological differences. For example, the Big Drink Debate is based on residents in the North West of England, a region with higher levels of alcohol consumption and related harm than England overall.^[1, 16] TGI is based on a survey in Great Britain. (The other reports in the series present a range of North West and English data).^[11-13]
- Because of the methodological differences, it is not possible to provide an overall compliance rate. However, sample sizes are large and responses from the Big Drink Debate were weighted according to age, gender and deprivation.
- Survey responses can be affected by, for example, social desirability, environmental influences and recall issues.^[16-18] Anonymity can help to tackle this, and participants were assured of this. Nevertheless, surveys consistently under-report levels of alcohol consumption.^[16, 19]
- The number of sampled participants within some of the segments for the Big Drink Debate is very small. Thus, caution must be applied to parts of the analysis where small numbers are involved (see Appendices 1 and 2). This is less of an issue for the national TGI data, where sample sizes are much larger.
- TGI data are only available as a whole number.
- It was only possible to provide the analysis for Mosaic and P² classifications, not the full spectrum of systems discussed in the other reports in this series.^[11, 12]
- All area-based classifications are subject to ecological fallacy.^[5] Thus, not every individual, nor any individual in particular, will necessarily demonstrate all of the characteristics of the area in which they live.
- Individuals may move between the segments over time and in different situations.^[20]

The classifications can only provide a statistically-based stereotype and should always be used in conjunction with other local knowledge. In this way, the analysis provides a starting point with which to compare likely differences between geographical areas, so that further insight can be gathered.

3. Findings

3.1 Motivations for consumption

3.1.1 Consuming alcohol with food

Just under half of the population sampled in the North West believed that alcohol went well with food (Figure 1). (See appendices for figures and details of analysis, and Section 7.1 for a guide to the appendices.) This was one of the main motivations for consumption, and the most common response for females. Females were significantly more likely to believe this than males (49.8% vs 43.4%). For both genders, those in the affluent areas were significantly more likely to report that alcohol went well with food compared with deprived areas, for example Mosaic Career Professionals (males: 57.1%; females: 63.5%) and P² Mature Oaks (males: 55.9%; females: 61.6%). However, younger groups also believed this such as P² Qualified Metropolitans (males: 60.4%; females: 67.7%). For all of these, the percentages were significantly higher than the North West average.

3.1.2 Alcohol as a social lubricant

Socialising was a strong consumption motivation: half of the North West sample reported that alcohol made socialising more fun (Figure 2). Socialisation was the most common motivation for males, who were significantly more likely to report this than females (53.1% vs 45.4%). There was no relationship with deprivation but younger groups showed high reports of this: Mosaic Educated Young Single People (males: 67.8%; females: 60.8%); P² New Starters (males: 68.9%; females: 57.4%); P² Qualified Metropolitans (males: 67.9%; females: 60.6%). For all of these, the percentages were significantly higher than the North West average.

One-ninth of the North West sample reported that alcohol provided confidence (Figure 3). Prevalence of this belief was similar across genders, and evidence was mixed as to whether there was a link with deprivation. In females, confidence as a motivation was most frequently reported in younger groups such as Mosaic Educated Young Single People (22.4%) and P² Qualified Metropolitans (20.6%). For both of

these, the reported percentages were significantly higher than regionally.

3.1.3 Trying new drinks

No overall figures were available on the proportion of individuals who liked to try new drinks in Great Britain, but in general, levels were similar between the genders and deprivation (Figure 4). Some of the older groups were less likely to report that they enjoyed trying new drinks, such as Mosaic Independent Older People (males: 18%; females: 17%). In comparison, younger groups were more likely to report that they enjoyed this Mosaic Educated Young Single People (both genders: 41%). A number of the deprived groups also showed higher levels of enjoyment: P² Disadvantaged Households (males: 38%; females: 33%) and Mosaic Low Income Families (males: 33%; females: 32%).

3.1.4 Alcohol as an aide

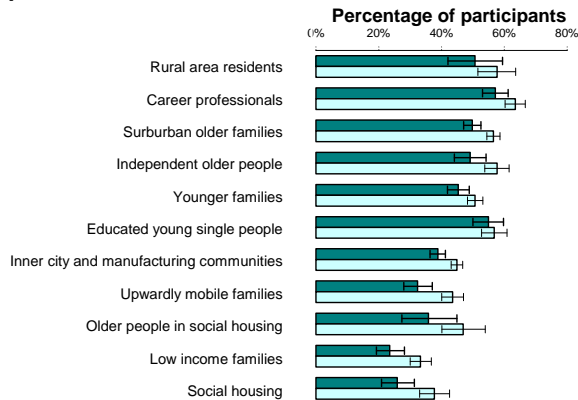
One in twelve people in the North West reported that they drank to forget problems. Significantly more males than females did so (9.4% vs 6.5%; Figure 5). Those in deprived areas were significantly more likely than those in affluent areas to report this including: Mosaic Social Housing (males: 19.6%; females: 12.8%); Mosaic Low Income Families (males: 17.5%; females: 9.4%); and P² Urban Challenge (males: 17.1%; females: 9.4%). For all but one (P² Urban Challenge females), the proportion was significantly higher than average.

The use of alcohol for relieving boredom was also a motivation (Figure 6). In the North West, nearly twice as many males as females reported this (10.6% vs 5.9%). The most deprived groups had the highest proportions of individuals who reported that alcohol relieves boredom, including: Mosaic Social Housing (males: 21.3%; females: 13.5%); Mosaic Low Income Families (males: 18.9%; females: 10.0%); P² Disadvantaged Households (males: 16.5%; females: 10.8%); and P² Multicultural Centres (males: 19.0%; females: 8.9%). For all but one (P² Multicultural Centre females), the percentage was significantly higher than average.

Figure 1: Percentage of participants reporting that alcohol goes well with food (North West).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

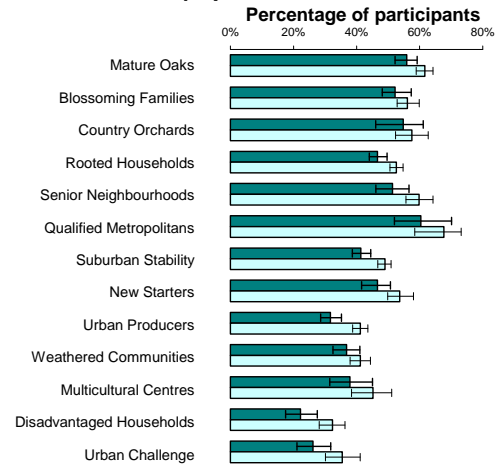
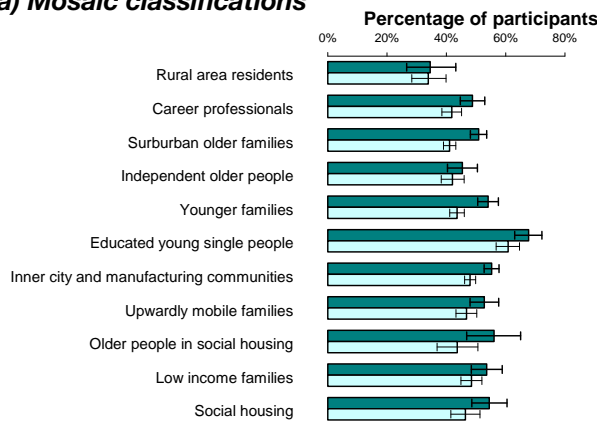


Figure 2: Percentage of participants reporting that alcohol makes socialising more fun (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

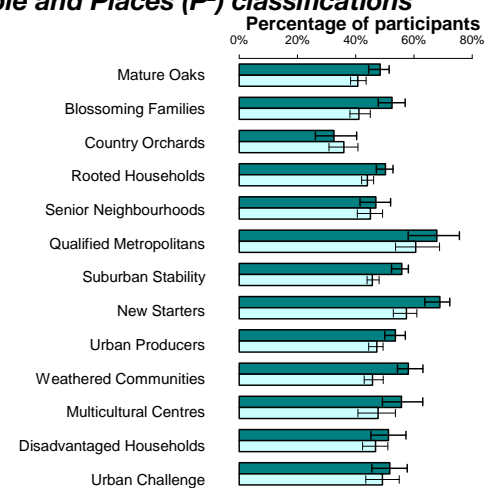
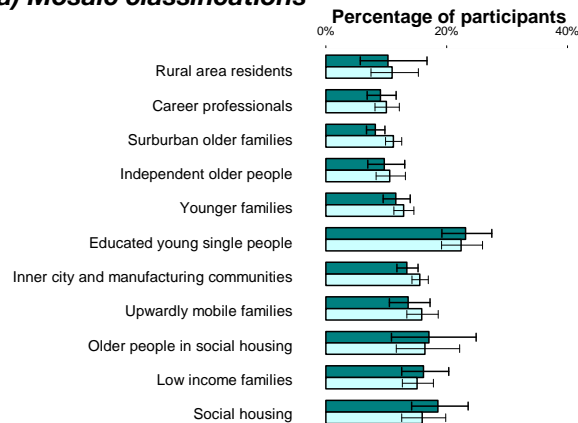


Figure 3: Percentage of participants reporting that alcohol gives them confidence (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

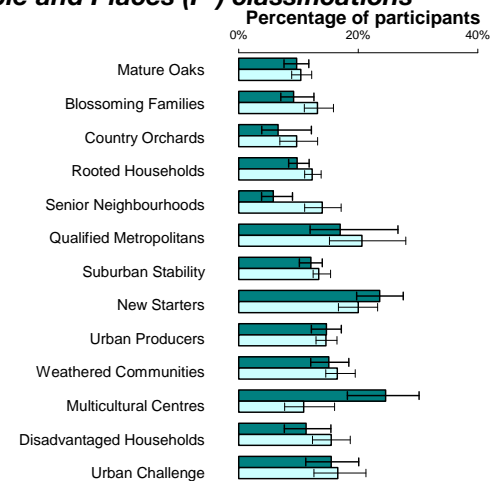
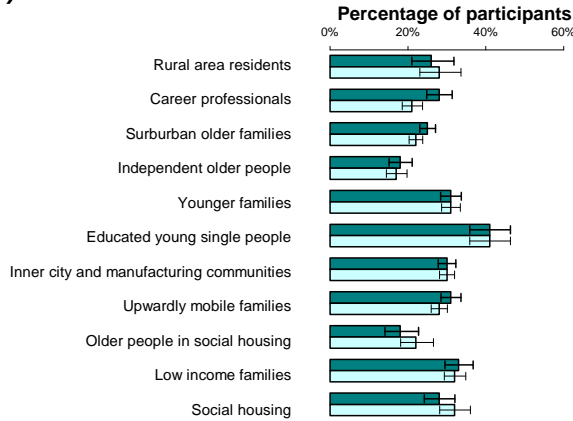


Figure 4: Percentage of participants reporting that they like to try new drinks (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

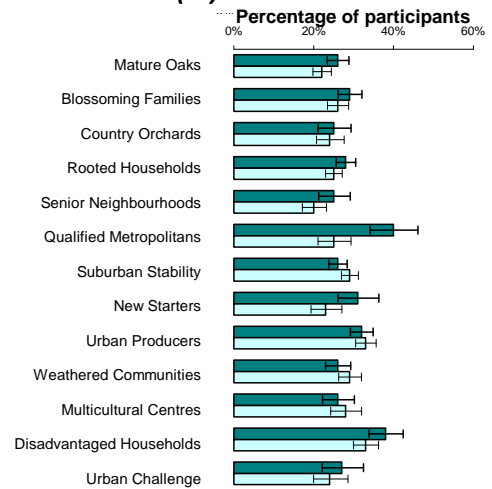
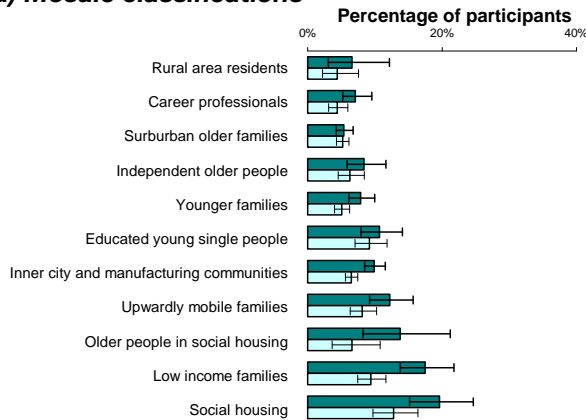


Figure 5: Percentage of participants reporting that alcohol helps them to forget problems (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

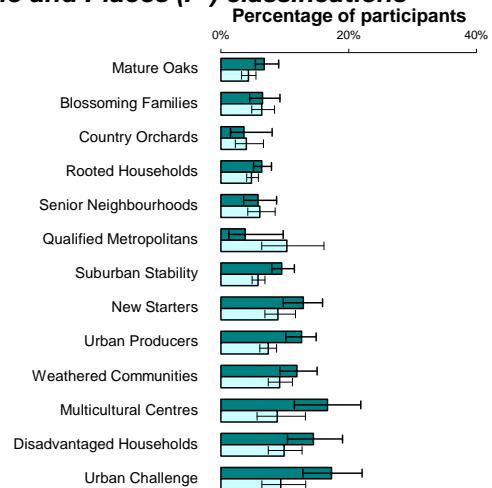
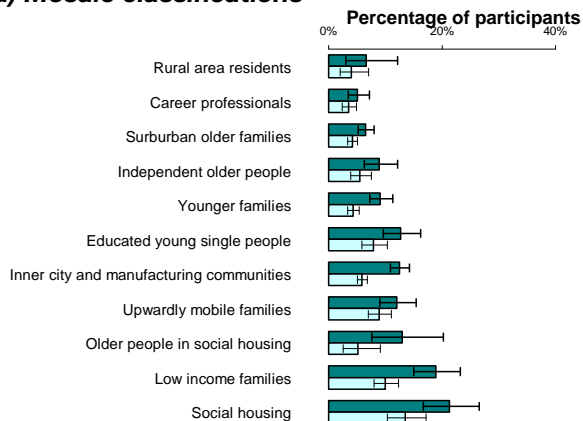
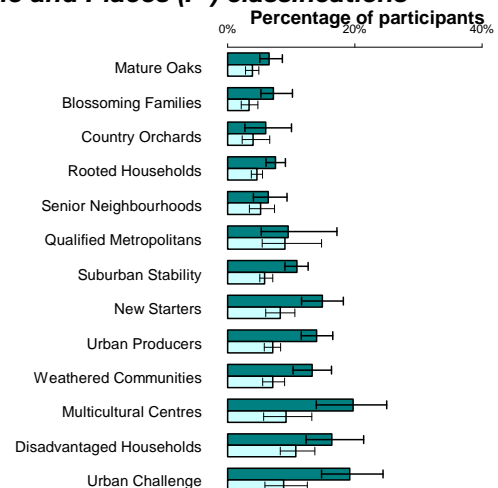


Figure 6: Percentage of participants reporting that alcohol helps relieve boredom (North West).

a) Mosaic classifications



b) People and Places (P²) classifications



3.2 Consumption preferences

3.2.1 At home consumption

There was little difference between genders when responding to questions around frequency of sitting down for a meal together in Great Britain (Figure 7). (See appendices for figures and details of analysis.) However, across both genders and both segmentation systems, there was a significant relationship with deprivation whereby those in the deprived categories were more likely to report that they rarely sat down together for a meal, such as Mosaic Low Income Families (males: 26%; females: 21%) and P² Disadvantaged Households (males: 33%; females: 23%). In comparison, lower proportions of the affluent groups such as Mosaic Rural Area Residents (males: 9%; females: 8%) and P² Country Orchards (males: 11%; females: 9%) reported this.

Enjoyment of entertaining people at home was significantly related to deprivation across both segmentation systems in Great Britain (Figure 8). Those in the affluent groups were more likely to report enjoying entertaining people at home, including Mosaic Career Professionals (males: 65%; females: 73%). Females and younger groups also showed high levels of enjoying home entertaining, for example P² Qualified Metropolitans (males: 64%; females: 70%).

When asked about home consumption, there was a significant association with deprivation across both genders and segmentation groups in Great Britain (Figure 9). Affluent groups were more likely to report that most of their drinking was done at home, including Mosaic Career Professionals (males: 53%; females: 56%); P² Country Orchards (males: 53%; females: 56%); and P² Blossoming Families (males: 56%; females: 51%). Levels of home consumption were generally similar between genders.

3.2.2 Consumption in the pub

Males were more likely to report that they really enjoyed a night out in the pub than females in Great Britain (Figure 10). For both genders, those in the younger groups were more likely to report this, such as Mosaic Educated Young Single People (males: 50%;

females: 42%). However, Mosaic Rural Area Resident males (50%), Mosaic Low Income Family females (39%) and P² Urban Producer females (37%) also showed relatively higher levels of enjoying a night out in the pub. There was no association with deprivation in either gender or segmentation group.

3.2.3 Beer/lager/cider/ale consumption

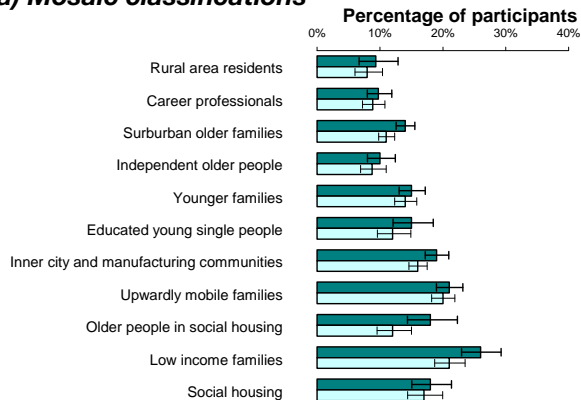
Males were significantly more likely to report drinking beer/lager/cider/ale (hereafter referred to as beer) in any drinking setting than females in Great Britain: in the home or outside of it; with or without food; with or without family and friends (Figures 11-15). For consumption of beer in the home (with a meal, with/without friends/family), there was mixed evidence of a relationship between prevalence of beer consumption and deprivation. Instead, some of the younger groups and some of the family groups showed a higher prevalence of home beer consumption. For example, for home beer consumption with family/friends, 55% of Mosaic Younger Family males reported this. Groups such as P² Qualified Metropolitans, Mosaic Educated Young Single People and P² Blossoming Families also showed higher proportions of home beer consumption. For out of home drinking (with or without food), there was a significant relationship between deprivation and likelihood of beer consumption for males, with increased prevalence being associated with increased affluence. However, younger groups such as Mosaic Educated Young Single People and P² Qualified Metropolitans still showed high proportions of this.

Those groups who were more likely to consume beer overall were also more likely to believe that it is worth paying extra for good quality beer, for example Mosaic Educated Young Single People (males: 56%; females: 28%) and P² Qualified Metropolitans (males: 52%; females: 28%; Figure 16). Males were significantly more likely to believe this than females.

Figure 7: Percentage of participants reporting that they rarely sit down together for a meal (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

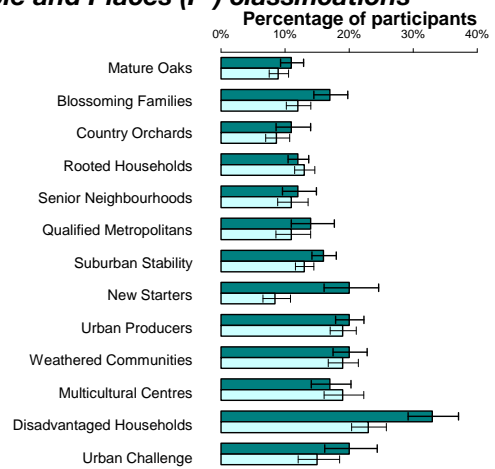
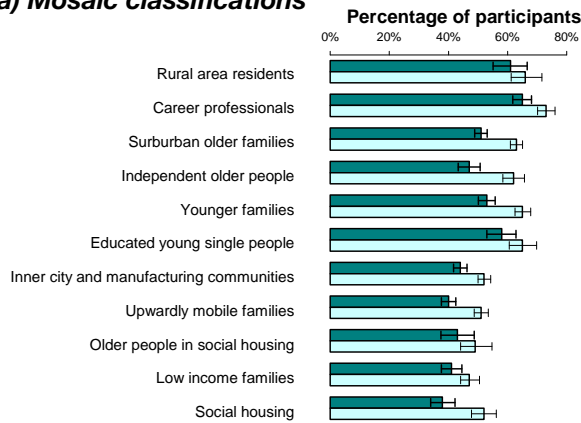


Figure 8: Percentage of participants reporting that they enjoy entertaining people at home (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

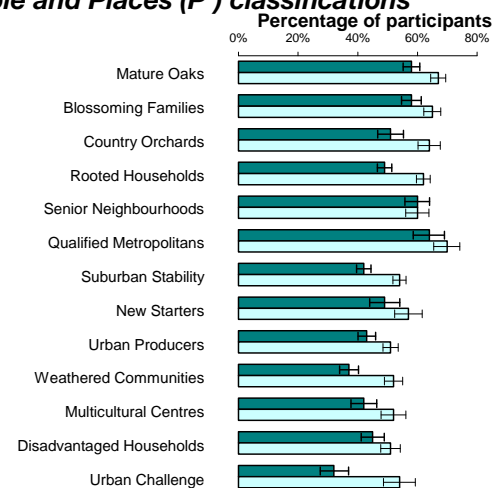
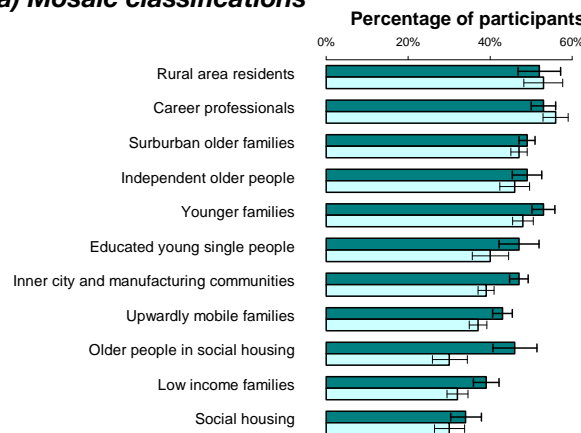


Figure 9: Percentage of participants reporting that most of their drinking is done at home (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

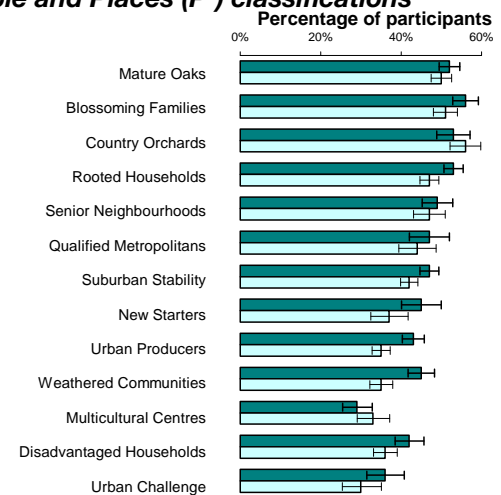
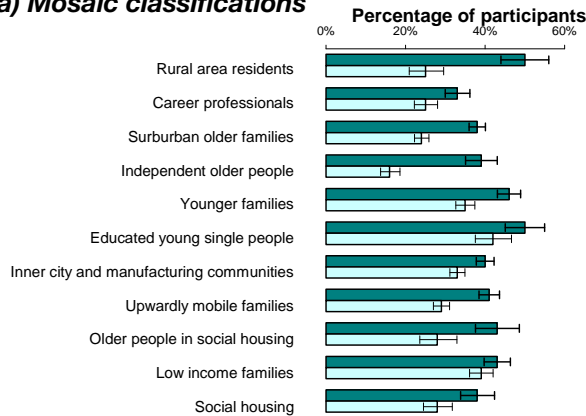


Figure 10: Percentage of participants reporting that they really enjoy a night out in the pub (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

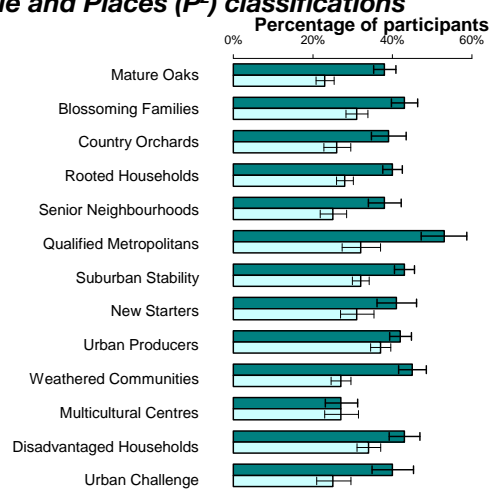
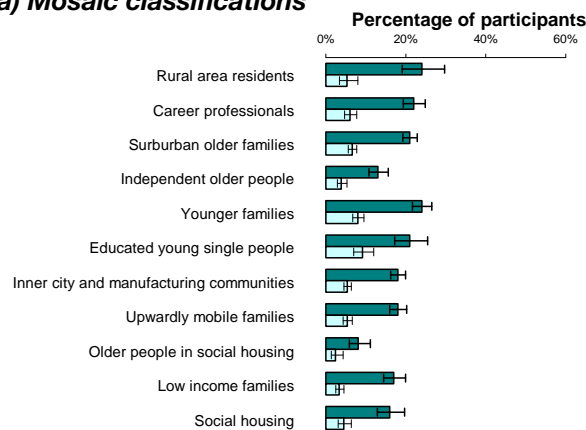


Figure 11: Percentage of participants reporting drinking beer/lager/cider/ale at home with their main meal (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

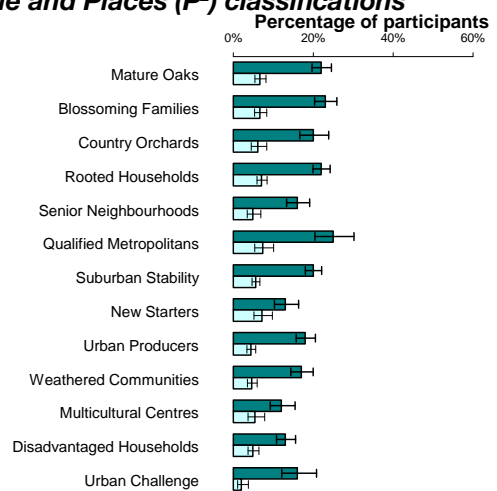
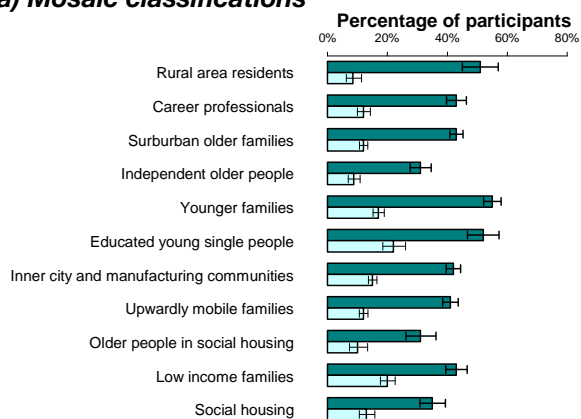


Figure 12: Percentage of participants reporting drinking beer/lager/cider/ale at home with friends/family (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

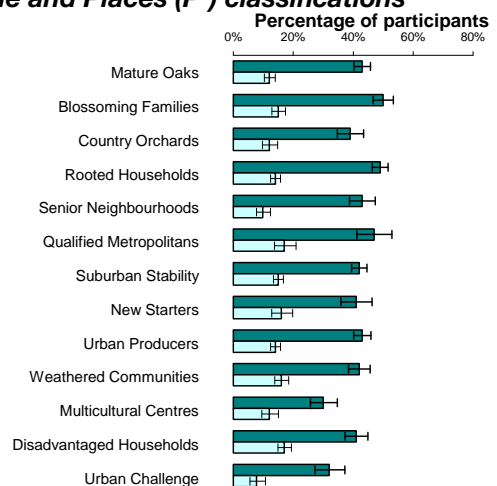
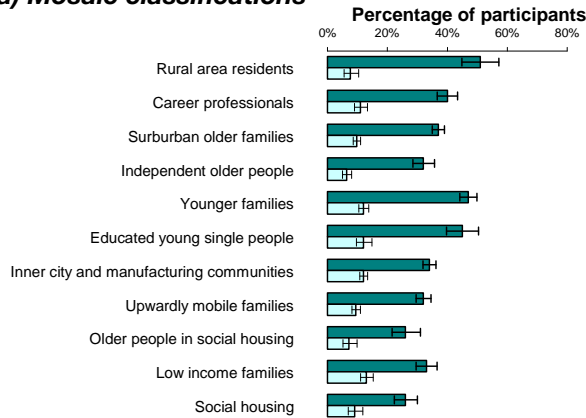


Figure 13: Percentage of participants reporting drinking beer/lager/cider/ale out of home with dinner (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

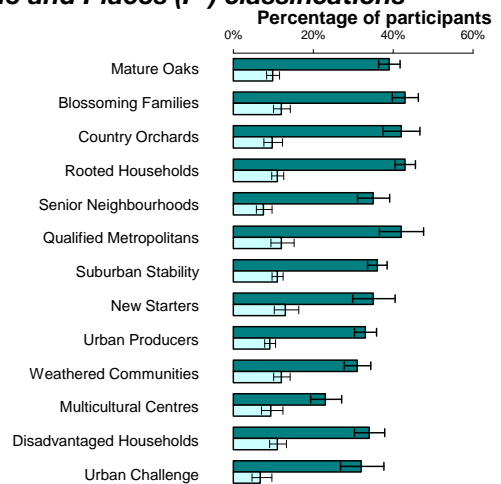
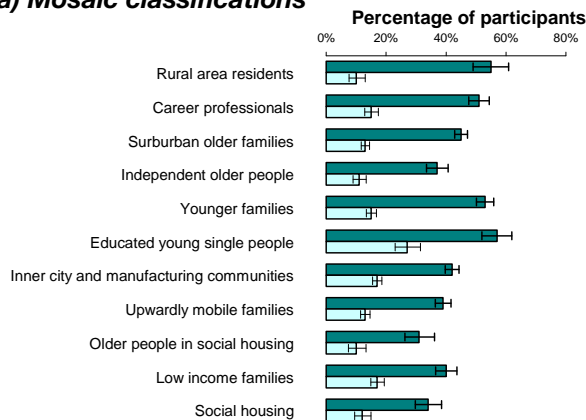


Figure 14: Percentage of participants reporting drinking beer/lager/cider/ale out of home in the evening without food (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

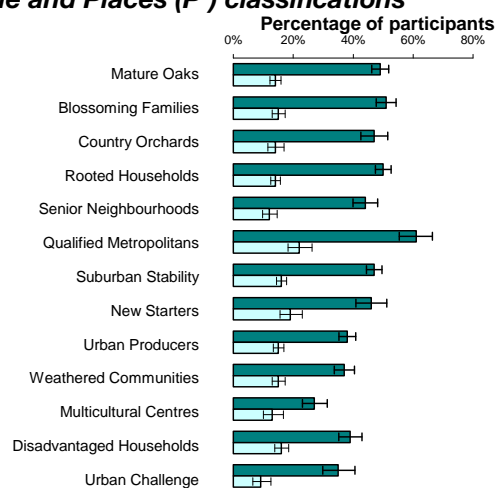
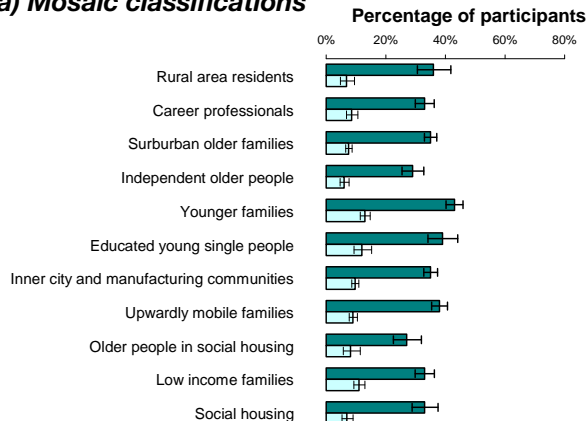


Figure 15: Percentage of participants reporting drinking beer/lager/cider/ale at home while relaxing without friends/family (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

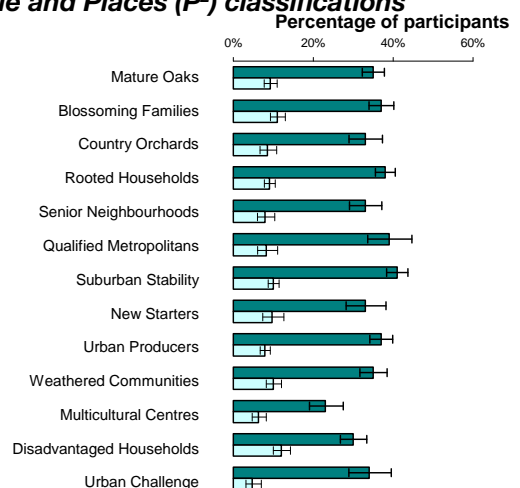
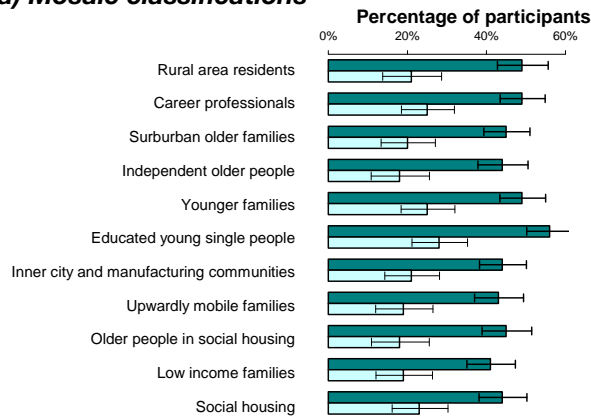


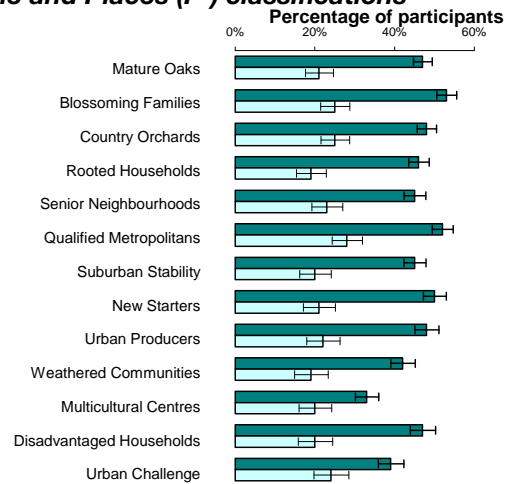
Figure 16: Percentage of participants reporting that it is worth paying extra for good quality beer (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications



3.2.4 Wine consumption

In Great Britain, consumption of wine was strongly related to level of deprivation in almost any of the drinking settings: in the home or outside of it; with or without food; with or without family and friends (Figures 17-21). Affluent groups were more likely to report wine consumption, as well as younger, professional and/or student groups. This was true across the genders. For individual segments, the proportion of females consuming wine was significantly higher than or similar to their male equivalents. Example groups with high levels of wine consumption included:

- For wine consumption at home with a meal, the highest levels were found in groups such as Mosaic Career Professionals (males: 65%; females 62%).
- For wine consumption out of the home with a meal, the highest levels were in groups such as Mosaic Career Professionals (males: 55%; females; 61%) and P² Qualified Metropolitans (males: 56%; females: 63%).
- For wine consumption out of the home without food, the highest proportions were found in groups such as P² Qualified Metropolitans (males: 26%; females: 37%); Mosaic Educated Young Single People (males: 19%; females: 36%) and Mosaic Career Professionals (males: 18%; females 31%).

As with beer, wine consumers were more likely to report that they were prepared to pay more for good quality wine, for example: Mosaic Career Professionals (males: 56%; females: 52%); Mosaic Educated Young Single People (males: 53%; females: 49%); and P² Qualified Metropolitans (males: 59%; Figure 22). Similar proportions of males and females had this belief. As with wine consumption more generally, there was a significant correlation of holding this belief with deprivation, with higher proportions of those believing that they were prepared to pay more for good quality wines in the affluent groups.

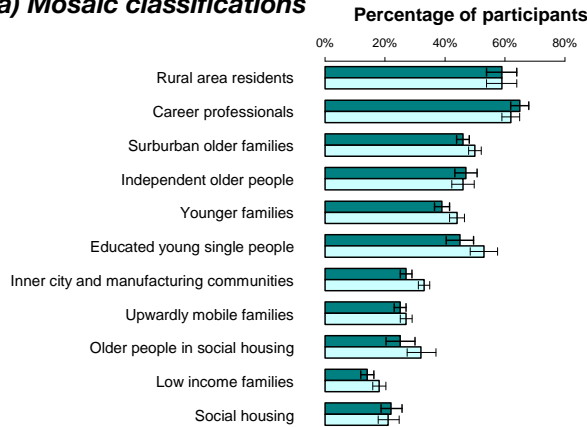
3.2.5 White spirits

Levels of consumption of white spirits in Great Britain were relatively low compared with the other drinks and were relatively similar across the segments (Figures 23-24). Groups who were more likely to report consumption included younger, professional and/or student groups such as Mosaic Educated Young Single People and P² New Starters. For example, a quarter (24%) of female Mosaic Educated Young Single People and 13% of males reported drinking white spirits out of the home without food. Here, in some segments, prevalence of white spirit consumption was higher in females than in males. However, confidence intervals were often wide and overlapping.

Figure 17: Percentage of participants reporting drinking wine at home with their main meal (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

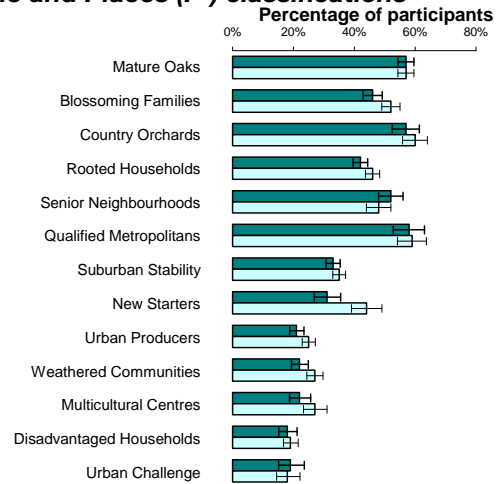
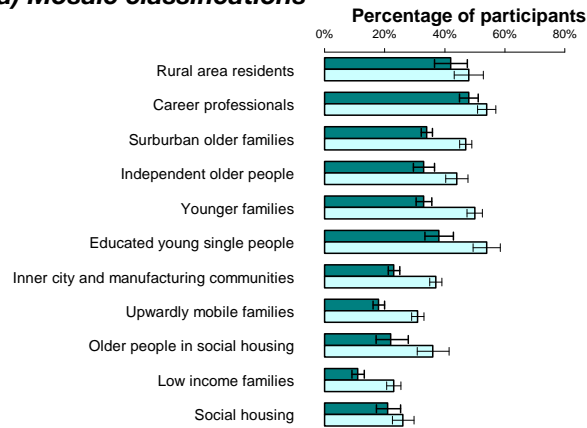


Figure 18: Percentage of participants reporting drinking wine at home with friends/family (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

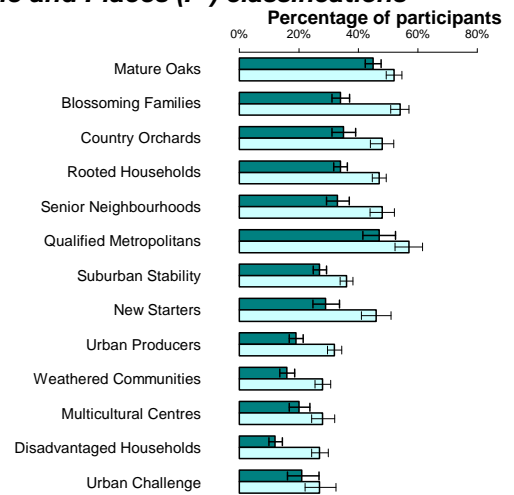
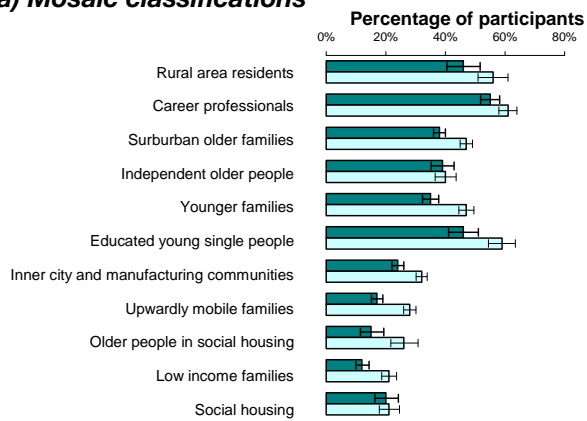


Figure 19: Percentage of participants reporting drinking wine out of home with dinner (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

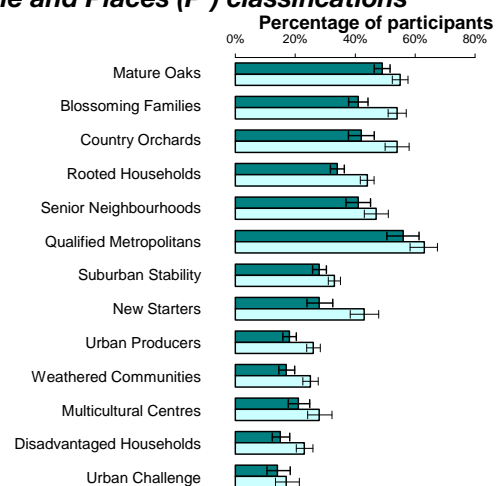
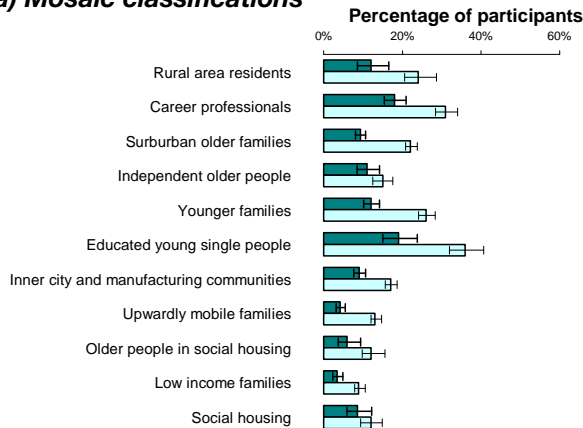


Figure 20: Percentage of participants reporting drinking wine out of home in the evening without food (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

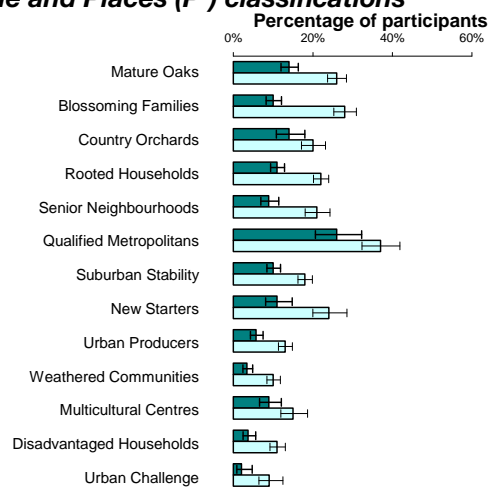
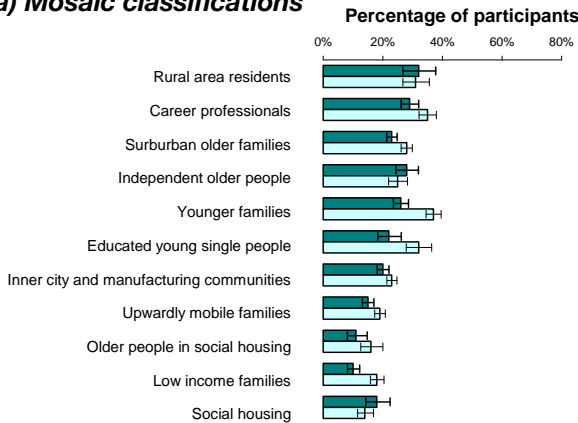


Figure 21: Percentage of participants reporting drinking wine at home while relaxing without friends/family (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

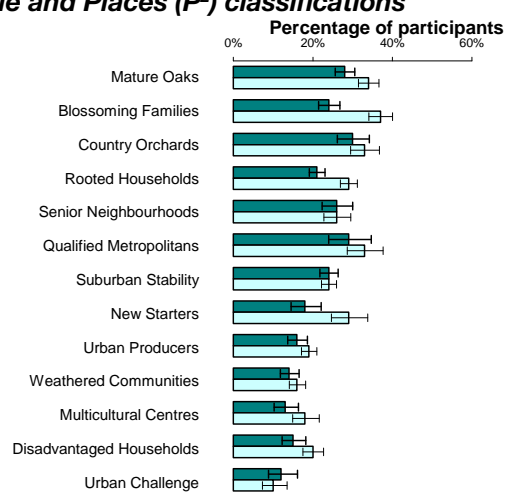
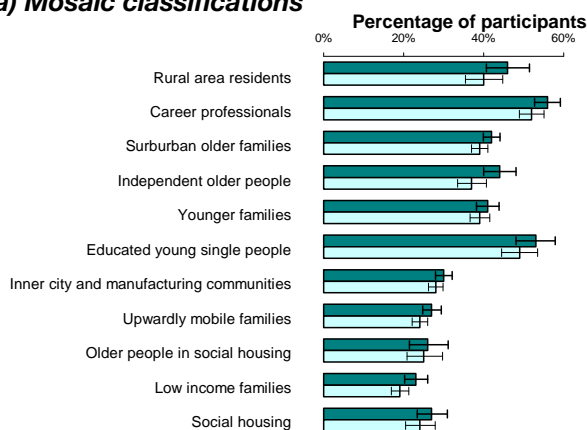


Figure 22: Percentage of participants reporting that they were prepared to pay more for good quality wine (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

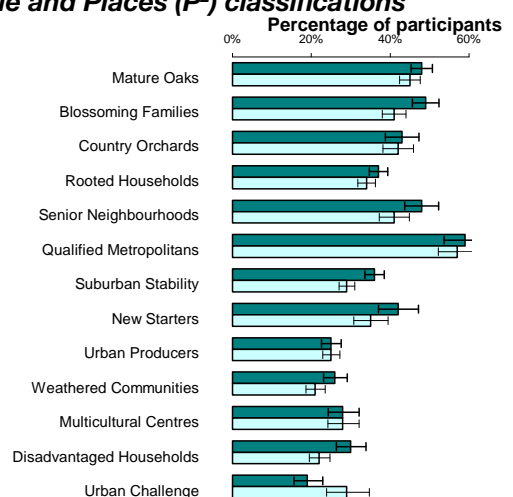
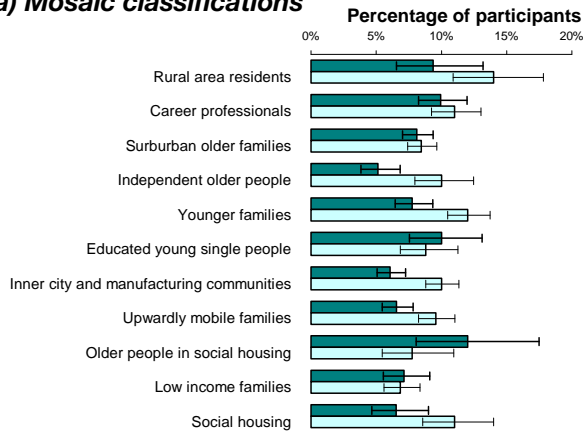


Figure 23: Percentage of participants reporting drinking white spirits at home while relaxing without friends and family (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

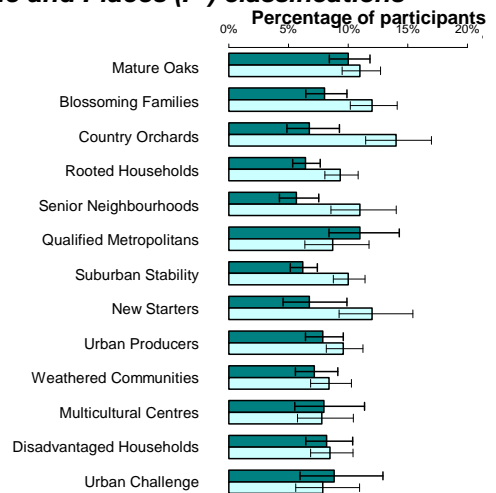
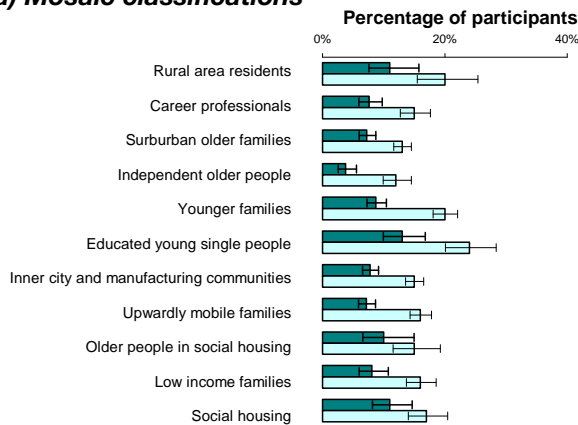
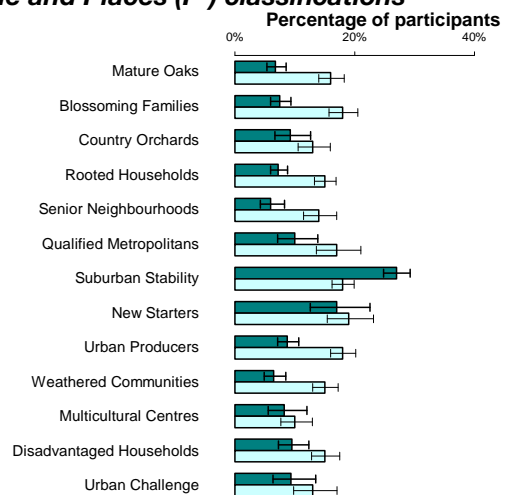


Figure 24: Percentage of participants reporting drinking white spirits out of home in the evening without food (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications



3.2.6 Dark spirits

As with white spirits, reported consumption of dark spirits in Great Britain was lower than that of beer or wine (Figures 25-26). Males were more likely to report consumption of dark spirits than females. However, groups who reported a higher prevalence of consumption differed according to setting. For consumption at home while relaxing and without friends/family, the highest reported prevalence was among affluent and rural groups: Mosaic Rural Area Residents (males: 20%; females: 9%) and P² Country Orchards (males: 19%; females: 8%). For males, there was evidence of a relationship with deprivation, with affluent groups being

significantly more likely to report consumption of dark spirits in the home while relaxing and without friends/family. For females, this was only evident in Mosaic categories. There was no such relationship for consumption of dark spirits out of the home in the evening without food. Here, younger groups, especially males, were more likely to report consumption, including Mosaic Educated Young Single People (males: 12%; females: 8%) and P² Qualified Metropolitans (males: 12%; females: 4%).

Figure 25: Percentage of participants reporting drinking dark spirits at home while relaxing without friends/family (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

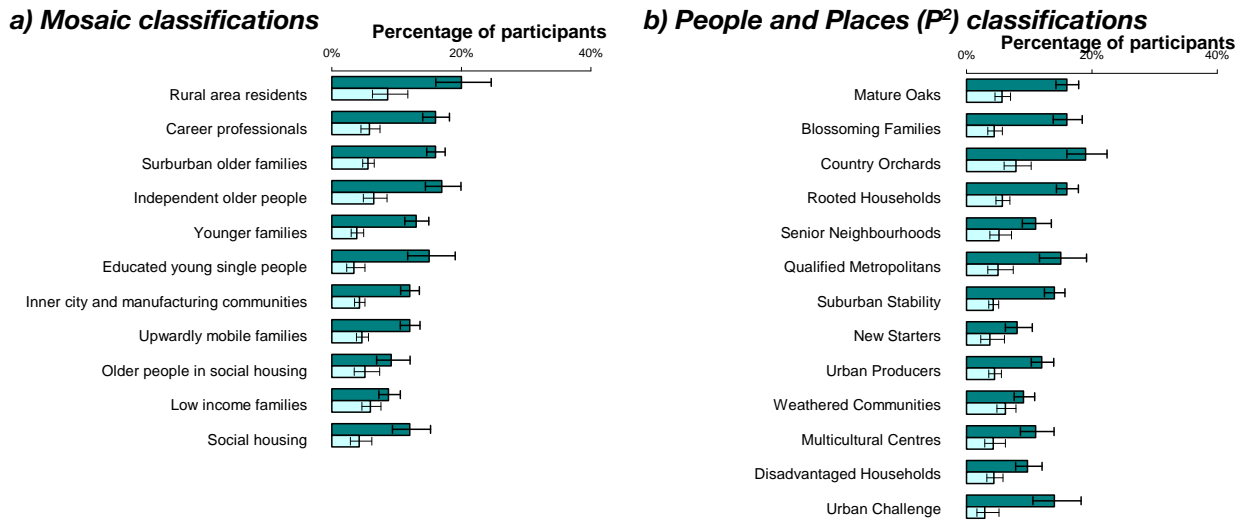
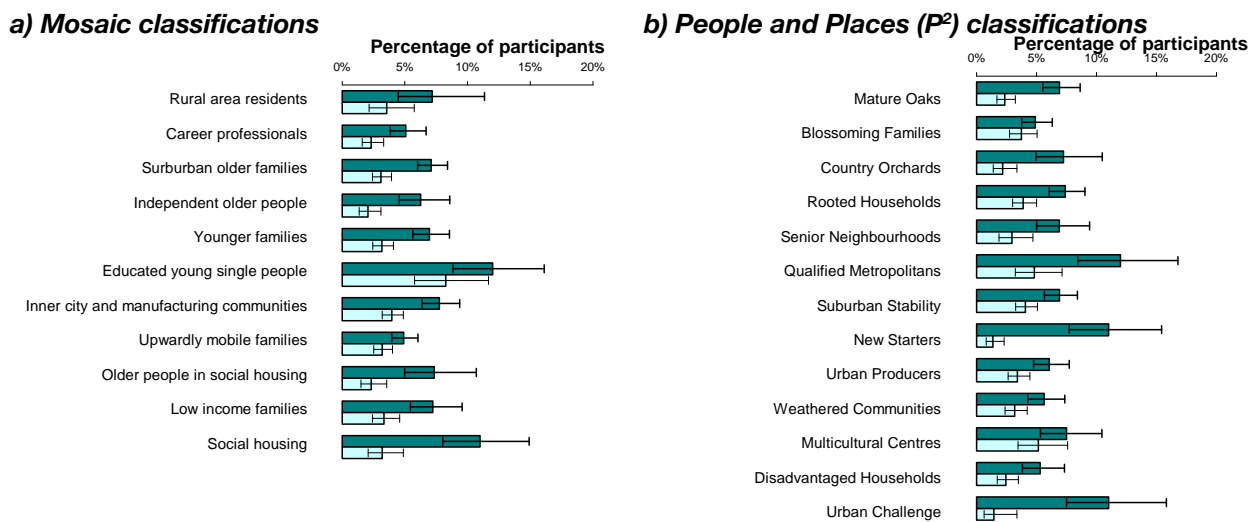


Figure 26: Percentage of participants reporting drinking dark spirits out of home in the evening without food (Great Britain).



3.3 Alcohol harms and concerns

3.3.1 Social and community harms

The most common concern reported in the North West Big Drink Debate was in relation to children drinking in the streets/parks: approximately three-quarters of participants were concerned about this (Figure 27). (See appendices for figures and details of analysis.) Females were significantly more likely to be so than males (78.2% vs 71.0%), and were also significantly more likely to be concerned about the drunken behaviour of others (73.6% vs 70.1%; Figure 28). Females were significantly more likely than males to report avoiding town at night because of the drunken behaviour of others

(45.1% vs 42.8%; Figure 29). The proportions of those with concerns about alcohol-related crime were similar (males: 55.0%; females: 56.6%; Figure 30). Only for concerns regarding alcohol-related crime in their area was there a significant relationship with deprivation, where deprived groups were more likely to report this, including P² Urban Producers (males: 60.5%; females: 60.7%). For the other concerns, older groups showed high prevalence:

- Groups most likely to report concerns about children drinking in the streets or parks included Mosaic Independent Older People (males: 76.2%; females:

81.3%). Family groups also showed high levels of holding this concern: Mosaic Younger Family (males: 75.8%; females: 79.8%); Mosaic Suburban Older Family females (80.3%); and P² Blossoming Family males (75.6%). However, only Mosaic Younger Family males showed a significant difference from the North West average.

- Groups most likely to report concerns about the drunken behaviour of others included Mosaic Independent Older People (males: 76.4%; females: 78.4%).

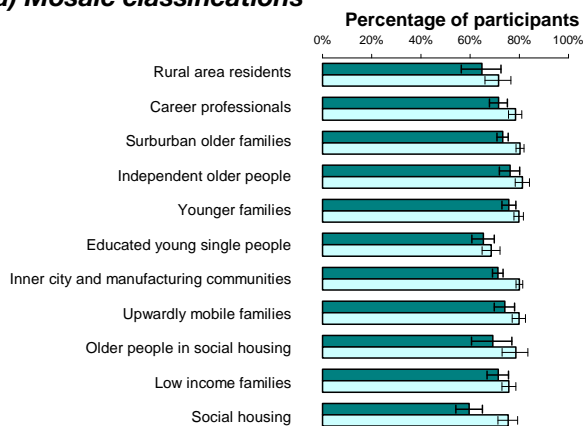
This was significantly higher than the regional average.

- Groups most likely to report that they avoided town at night due to others' drunken behaviour included Mosaic Older People in Social Housing (males: 51.5%; females: 50.2%). Deprived males also showed higher levels of this, including Mosaic Low Income Families (47.9%) and P² Disadvantaged Households (48.5%). However, none were significantly different from average.

Figure 27: Percentage of participants concerned about children drinking in the streets/parks (North West).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

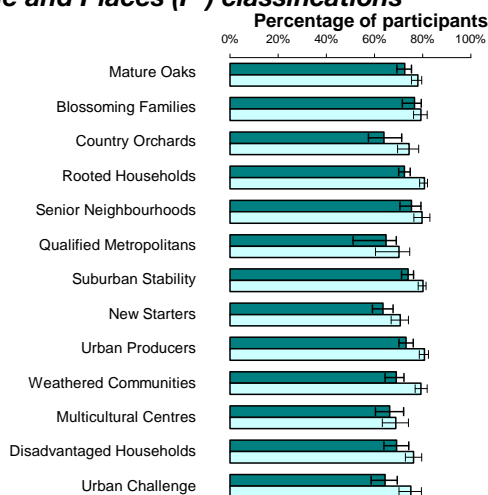
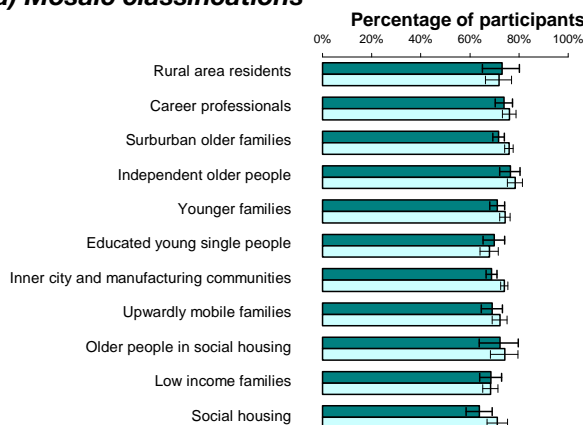


Figure 28: Percentage of participants concerned about the drunken behaviour of others (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

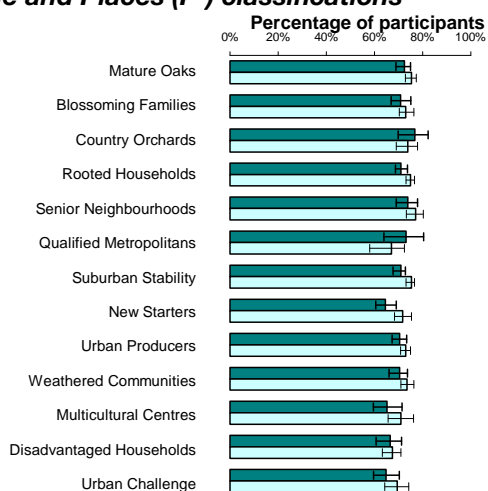
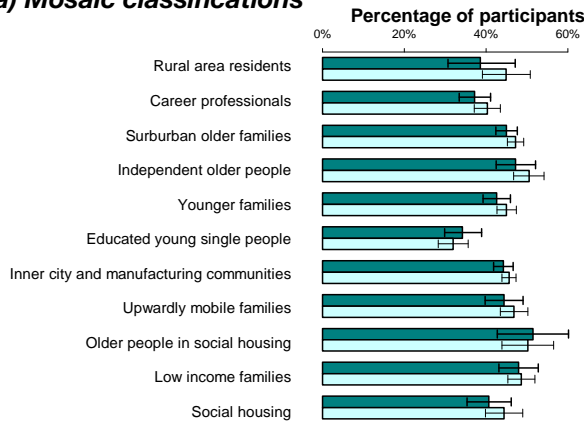


Figure 29: Percentage of participants who avoid going into town at night because of the drunken behaviour of others (North West).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

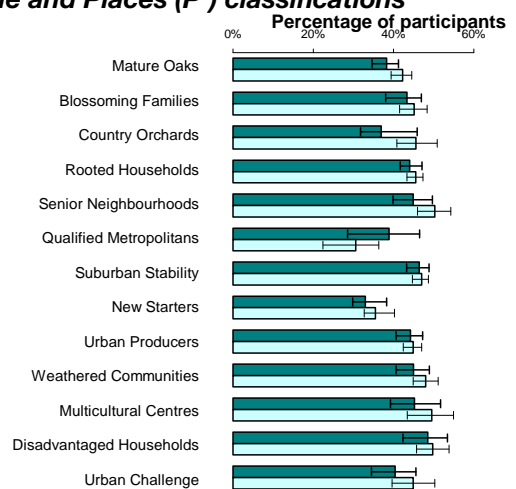
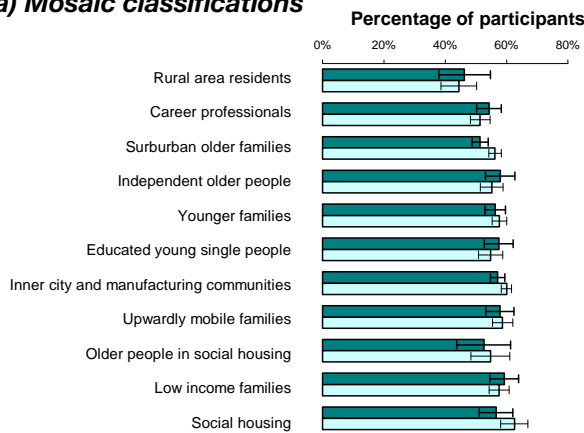
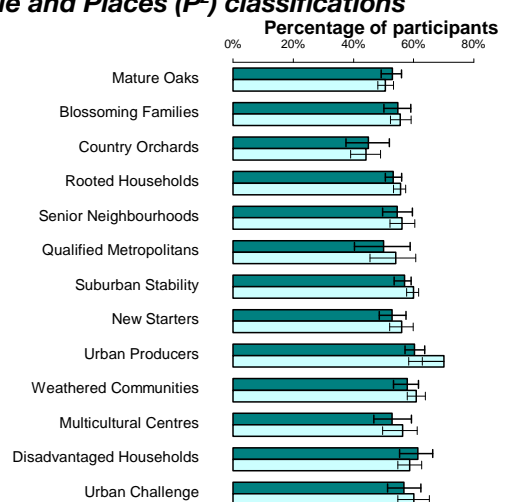


Figure 30: Percentage of participants concerned about alcohol-related crime in their area (North West).

a) Mosaic classifications



b) People and Places (P²) classifications



3.3.2 Health harms

Approximately four in ten of the North West sample believed that red wine could prevent heart attacks (Figure 31). While percentages were similar between genders, there was a significant association with deprivation. Those in the affluent groups were significantly more likely to believe that red wine could prevent heart attacks, for example: Mosaic Career Professionals (males: 48.4%; females: 47.9%) and P² Mature Oaks (males: 48.6%; females: 49.2%). For these groups, the percentage was significantly higher than average.

Only a small proportion of the North West sample believed that the health risks of alcohol were exaggerated (Figure 32).

However, the proportion of males who believed this was twice that for females (11.8% vs 5.8%). Older groups appeared to be less likely to believe that the risks were exaggerated: Mosaic Independent Older People males (6.5%); Mosaic Suburban Older Family females (4.5%); and P² Senior Neighbourhoods (males: 8.1%; females: 4.5%). For the former two groups this was significantly lower than average. In addition, there was a tendency for deprived groups, particularly males, to have reported believing that the health risks were exaggerated. However, none of the percentages for the deprived groups were significantly different from the average.

Figure 31: Percentage of participants who believe red wine can prevent heart attacks (North West).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

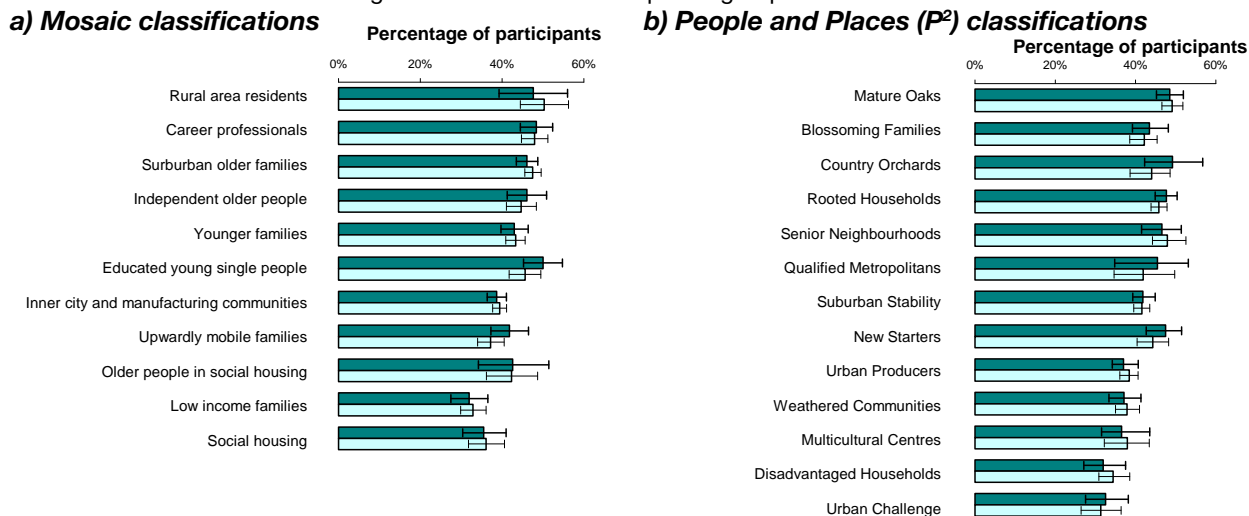
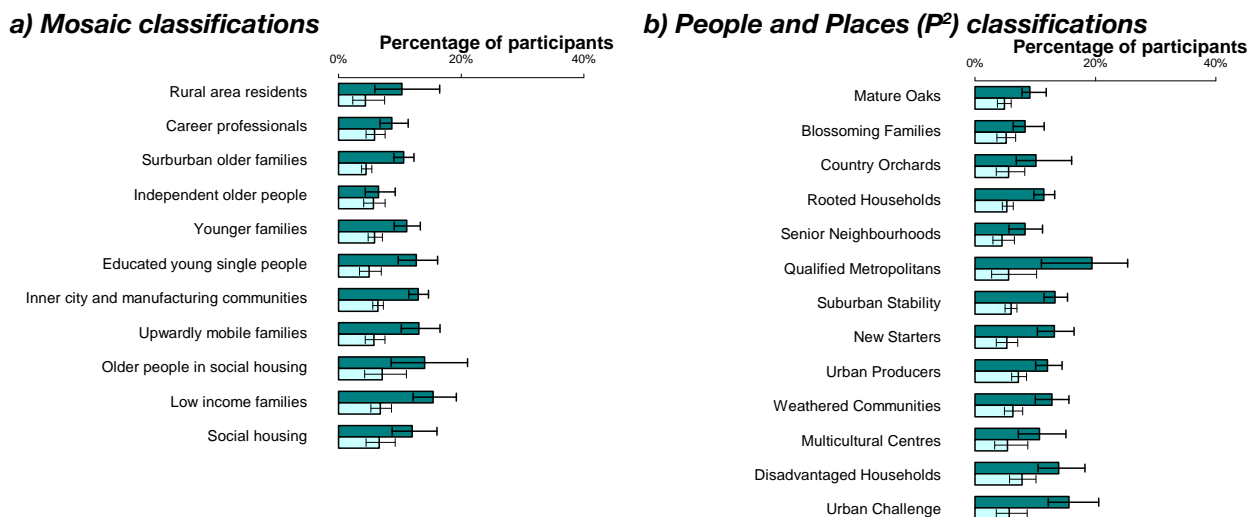


Figure 32: Percentage of participants who believe the health risks [of alcohol] are exaggerated (North West).



Only a relatively small proportion of the North West sample believed that they did not know enough about the health risks of alcohol, with males being slightly more likely to believe this than females (8.0% vs 6.8%; Figure 33). Overall, there was a significant relationship between perceived lack of knowledge and deprivation, with deprived groups being more likely to report that they did not know enough about the health risks (except for females in P²). Such groups included Mosaic Social Housing females (10.8%); P² Multicultural Centres males (13.0%); and P² Disadvantaged Household females (10.7%). All these proportions were significantly different from average.

3.3.3 Alcohol and obesity

In general Great Britain, females were significantly more likely to report that most of the time they were trying to lose weight than men (Figure 34). The segmentation groups that were most likely to report this differed by gender. For males, there was no evident pattern. For females, some of the family and/or affluent groups were more likely to report this, including: Mosaic Rural Area Residents (43%); Upwardly Mobile Families (41%); Mosaic Younger Families (41%); and P² Rooted Households (40%). Conversely, some of the younger groups were less likely to report that they were trying to lose weight most of the time: Mosaic Educated Young Single People

(26%) and P² Qualified Metropolitans (29%). When looking at whether groups in Great Britain reported often being on a diet, a similar pattern was observed (Figure 35). In most cases, females were significantly more likely to report this than males. Again, there was little pattern in the types of segmentation groups that were more likely to report this for males. However for females, young people were least likely to report being on a diet, including: Mosaic Educated Young Single People (14%); P² Qualified Metropolitans (10%); and P² New Starters (14%).

Through the North West Big Drink Debate, individuals were asked whether they believed there were more calories in a bottle of red wine than a Mars bar (Figure 36). Approximately two-fifths thought this was the case, with females being significantly more likely to report this than males (48.1% vs 37.5%). Across both genders and segmentation systems, increased belief in there being more calories in a bottle of red wine than in Mars bar was significantly associated with deprivation. Thus, less affluent categories were least likely to believe that red wine has more calories: Mosaic Older People in Social Housing males (25.7%); Mosaic Low Income Families (males: 27.0%; females: 37.7%); P² Disadvantaged Households (males: 24.7%; females: 38.5%); and P² Urban Challenge males (26.4%). In comparison, young professional or student groups were more likely to believe this was the case, including Mosaic Educated Young Single People (males: 47.3%; females: 57.9%) and P² Qualified Metropolitans

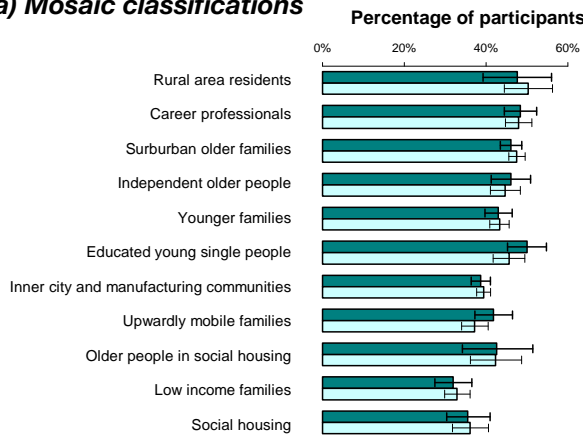
(males: 50.0%; females: 59.4%). For all of these groups except one (Mosaic Educated Young Single People males), the percentage was significantly higher than the regional average.

Finally, the Big Drink Debate asked whether alcohol consumption led to the participants putting on weight (Figure 37). Approximately two-fifths agreed and females were significantly more likely to do so than males (43.6% vs 38.7%). In general, increased belief that alcohol leads to weight gain was significantly associated with deprivation. Thus, more deprived groups were less likely to believe that drinking alcohol made them put on weight, for example Mosaic Older People in Social Housing (males: 33.1%; females: 34.5%) and P² Urban Challenge (males: 31.1%; females: 38.0%). However, for none of these groups was the percentage significantly different from average. In comparison, young professional or student groups were more likely to believe this was the case: Mosaic Educated Young Single People (males: 45.5%; females: 50.4%); P² Qualified Metropolitans (males: 47.2%; females: 49.1%). However, the difference was significantly higher than average only for Mosaic Educated Young Single People. Some of the affluent groups also showed a higher proportion of believing that drinking made them put on weight, such as Mosaic Career Professional males (45.1%); P² Mature Oak males (43.8%) and P² Blossoming Families (47.9%). For all of these groups, the percentage was significantly higher than the regional average.

Figure 31: Percentage of participants who believe red wine can prevent heart attacks (North West).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

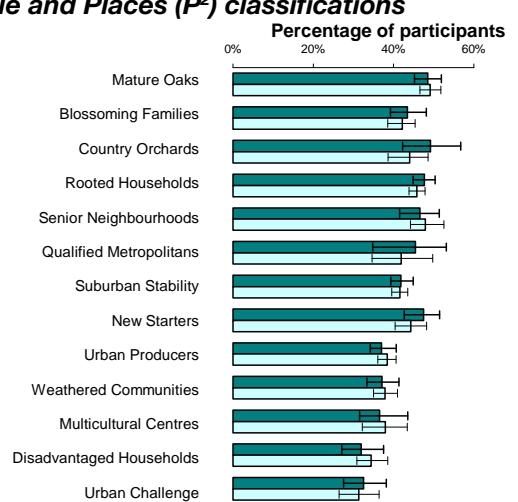
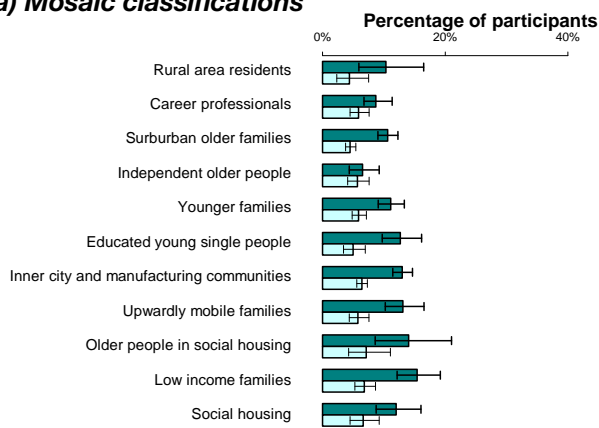


Figure 32: Percentage of participants who believe the health risks [of alcohol] are exaggerated (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

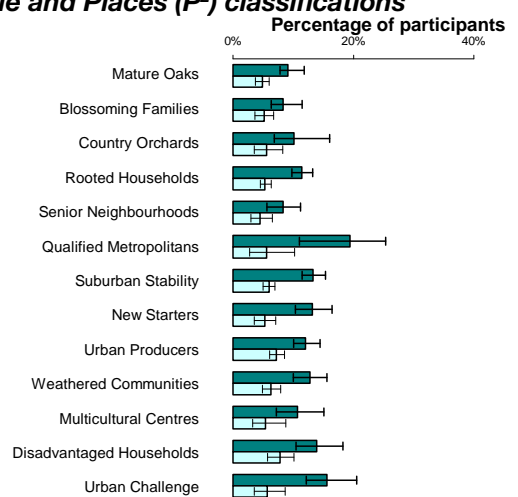
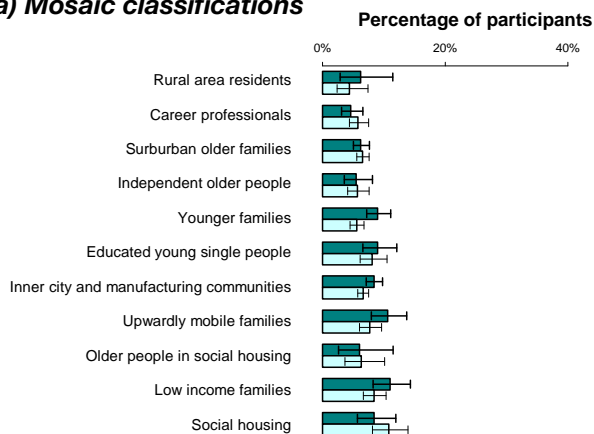


Figure 33: Percentage of participants who feel they do not know enough about the health risks of alcohol (North West).

a) Mosaic classifications



b) People and Places (P²) classifications

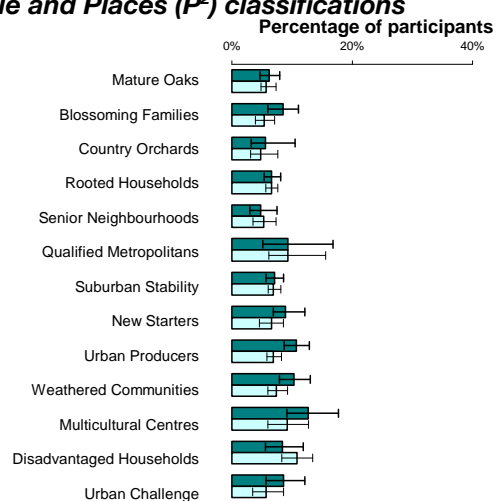
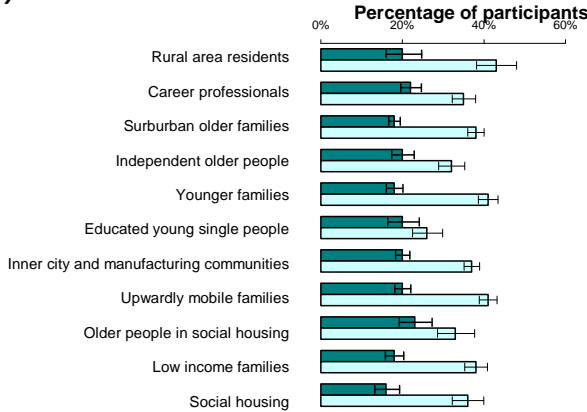


Figure 34: Percentage of participants who are trying to lose weight most of the time (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications

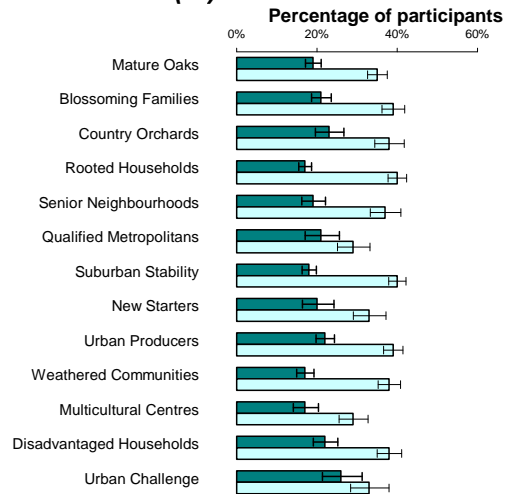
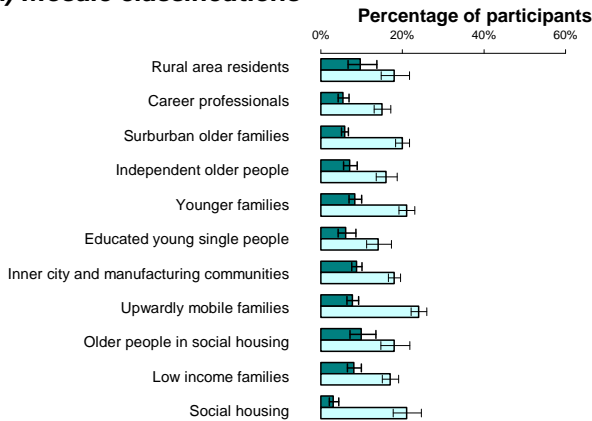


Figure 35: Percentage of participants who are often on a diet (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

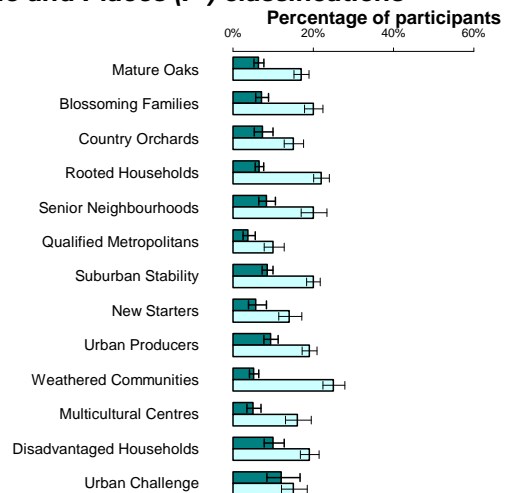
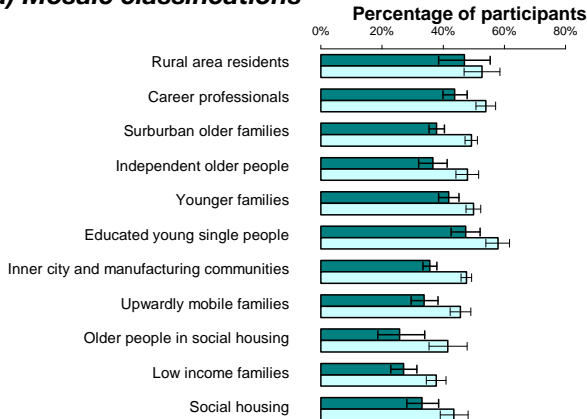


Figure 36: Percentage of participants who believe there are more calories in a bottle of red wine than in a Mars bar (Great Britain).

a) Mosaic classifications



b) People and Places (P²) classifications

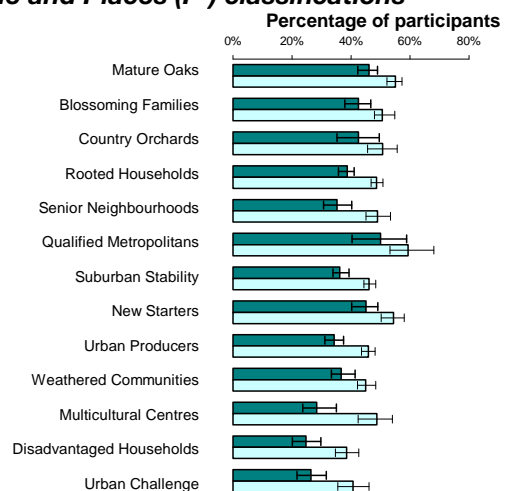
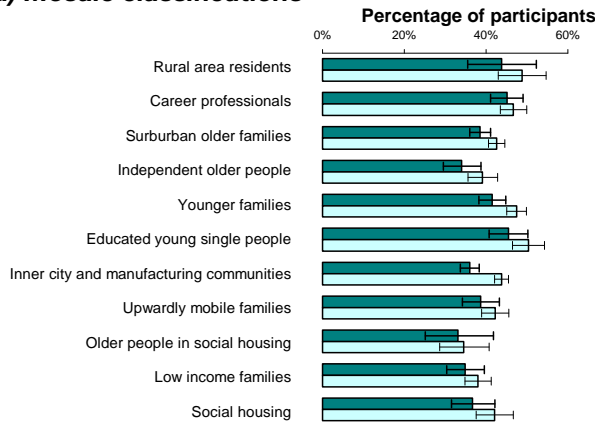


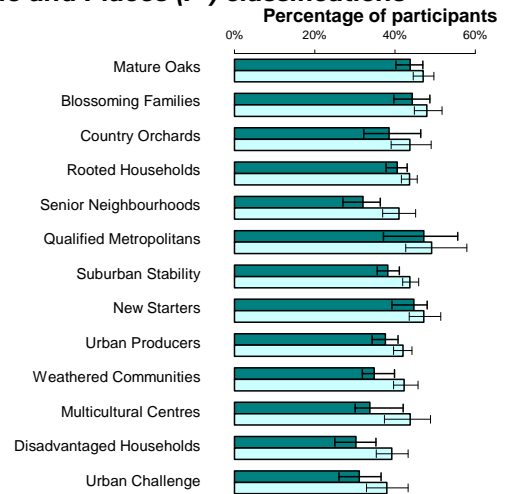
Figure 37: Percentage of participants who believe that drinking alcohol makes them put on weight (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications



3.4 Self-efficacy

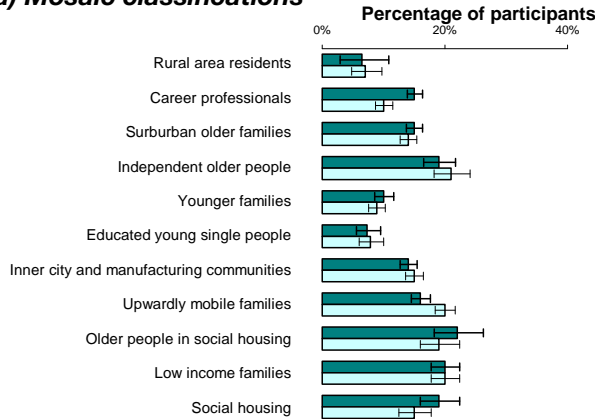
In general, higher levels of self-efficacy were significantly associated with levels of deprivation in Great Britain (except for Mosaic females; Figure 38). See appendices for figures and details of analysis.) Thus those in deprived groups were significantly more likely to believe that there was nothing they could do to change their lives. Some older groups were also more likely to believe this. Groups with low self-efficacy included: Mosaic Older People in Social Housing males (22%); Mosaic Independent Older People females (21%);

P² Urban Challenge males (21%); and P² Weathered Communities females (21%). In comparison, groups with higher levels of self-efficacy (and therefore less likely to agree that there was little they could do to change their lives) included Mosaic Rural Area Residents (males: 6%; females: 7%). Young student or professional groups were also more likely to have higher levels self-efficacy, and included Mosaic Educated Young Single People (males: 7%; females: 8%) and P² Qualified Metropolitans (males: 7%; females: 9%).

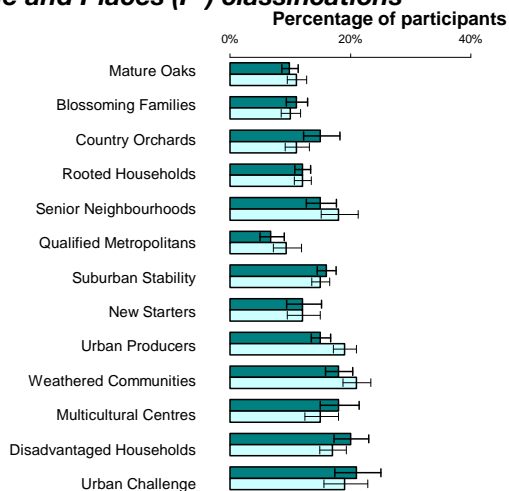
Figure 38: Percentage of participants who believe there's little they can do to change their lives (Great Britain).

Values for the figures and significant difference are shown in the appendices. Error bars show 95% confidence intervals. Classifications are arranged from least to most deprived group. ■ Males □ Females

a) Mosaic classifications



b) People and Places (P²) classifications



4. Discussion

Here, we discuss the key findings from the analysis of attitudes by segment. For information on how alcohol consumption and alcohol-attributable hospital episodes interact with the geodemographic classifications and accompanying discussions, see segmentation reports 2 and 3 respectively.^[11, 12] Segmentation report 4 brings together all of the information presented in the series to provide pen portraits for Mosaic and P² classifications.^[13]

While there are several data and analysis limitations that must be considered (see Section 2.4), the analyses helped to highlight a number of valuable findings. In general, while individual variations were evident between the classification systems, when used together they showed many commonalities. For those seeking information about which classification system to use, it is important to bear in mind the differences identified in this report but also to remember that overall, they provide a common pattern in terms of deprivation, gender and age. The subsequent discussion focuses around where attitudes and motivations were typically more or less prevalent.

4.1 Motivations for consumption

Overall, the segmentation analysis of the North West Big Drink Debate has shown that participants' main motivations for alcohol consumption were to consume alcohol with food and/or to consume when socialising, with approximately half of participants reporting this. However, motivations for consumption varied according to population. Females were significantly more likely to report consuming alcohol in order to go with food while males were more likely to report that they consumed alcohol while socialising. Males also reported higher levels of consumption in order to forget problems and in order to relieve boredom than females (with almost double the ratio of males doing so than females). Affluent groups were more likely to report consumption of alcohol with food. For deprived groups, while consumption with food was still a primary motivation for consumption, they were more likely than the

affluent groups to report consumption in order to forget problems and/or in order to relieve boredom. Younger groups (such as young students and/or professionals) reported enjoying alcohol with food but also when socialising and in order to boost confidence. Qualitative research has highlighted these as motivations for consumption for young people in England and Wales.^[21] While not explored explicitly in the datasets analysed here, drinking to get drunk can also be a significant motivation for young people.^[9, 21] Qualitative research has also explored the social motivations and nature of consumption. For example, researchers have compared young women in Reading with those in Groningen (the Netherlands).^[22] In Reading, women reported that going out with friends not only enabled them to enjoy their night out but also drink more freely, believing that their friends would provide assistance when they were intoxicated. In the Netherlands, females travelled through nightlife areas on their own by bicycle and so took responsibility for their own drinking behaviours.

4.2 Consumption preferences

TGI intelligence for Great Britain showed that affluent groups were more likely to report enjoyment of home entertaining and to eat together at home (especially females). These affluent groups were also more likely to report consuming wine (at home and in the pub, with food and without, with friends and without) compared with deprived segments. In comparison, younger groups were more likely to report enjoying visiting the pub than more mature groups. Younger groups were also more likely to report wine consumption. This was in line with the data presented in segmentation report 2 for the North West,^[11] which showed that reported units of wine consumed were highest among females, younger groups and affluent groups. Studies from the United States of America (USA) have identified similar findings, with females and affluent people being more likely to consume wine.^[23, 24] In our report, these groups were also more likely to state that they would be prepared to pay extra for good quality wine.

Beer/lager/cider/ale (hereafter referred to as beer) was more commonly reported to be consumed by males than females. Males were also more likely to consume beer in higher quantities (as shown in the North West sample).^[11] Some of the younger groups and the family groups showed a higher prevalence of beer consumption in the home, while out of home beer drinking was more commonly reported by affluent groups. Those groups who were more likely to consume beer overall were also more likely to believe that it was worth paying extra for good quality beer.

Fewer participants reported drinking white or dark spirits compared with beer or wine (also found in report 2).^[11] White spirits were often consumed by younger, professional and/or student groups out of the home without food, while dark spirits were more commonly reported as being consumed by males. In the home, dark spirits were more often consumed by affluent and/or rural groups while relaxing and by younger groups when out of the home without food.

4.3 Alcohol-related harms and concerns

The most common concern in relation to community impacts of alcohol reported by the Big Drink Debate (North West England) was in relation to children drinking in public places (such as streets or parks).

Approximately three-quarters of participants reported this. Females were significantly more likely to hold this concern than males, and were more likely to hold a number of other concerns in relation to community impacts. For example, they were more likely to be concerned by the drunken behaviour of others and to report avoiding town centres at night because of this. There was little evidence of a relationship with deprivation for these issues except with regards to alcohol-related crime. Here, deprived areas were more likely to be concerned about alcohol-related crimes in their areas when compared with affluent segments. Some of the older groups also showed higher levels of holding these concerns. Together, our findings are similar to those from the British Crime Survey, which suggest that women, older groups and deprived groups are more likely to report the belief that crime is increasing.^[25]

The Big Drink Debate and the TGI data also provided information relating to participants' health beliefs. Here, over two-fifths of the Big Drink Debate's North West sample believed that red wine could prevent heart attacks (even though the relationship between alcohol and good health is heavily debated in the health/medical literature).^[26] The belief surrounding heart attacks and red wine is particularly prevalent in affluent groups while it was deprived people who were more likely to believe that they did not know enough about the health risks. Importantly, less than a tenth of the Big Drink Debate sample believed that the health risks surrounding alcohol were exaggerated. Older people and affluent groups were less likely to believe that the health risks were exaggerated, while the reverse was true for deprived groups. These are areas which could be used to develop targeted social marketing campaigns.

Alcohol consumption has strong links with diet and weight, and strategies aiming to tackle alcohol consumption effectively need to account for this.^[26] The data presented here show a number of important elements that could be used within social marketing or other campaigns. For example, weight was a particularly important issue for females, with data from Great Britain showing that females were more likely to report trying to lose weight most of the time than males. This was especially the case for some of the affluent females groups, with agreement reported by up to two fifths in some segments. Younger groups were less likely to report this. A considerable proportion of the public were aware of the link between alcohol and diet: approximately two-fifths of Big Drink Debate participants reported that they thought consumption led to weight gain. This was particularly apparent in females and the younger groups.

4.4 Self-efficacy

In general, data for Great Britain showed that younger and affluent groups were more likely to report self-efficacy than deprived and older groups. Such beliefs are important in changing health behaviours as it can indicate the degree to which individuals and communities might need support in order to change their lives.

5. Conclusion

This report has outlined the motivations and attitudes associated with alcohol that are present in different population groups in order to develop understanding in relation to alcohol misuse. The findings should be used (in conjunction with the other reports

in this series and further research) to develop targeted interventions and campaigns. After all, it is only through understanding the populations at risk that effective support, alternative activities and appropriate information can be supplied.

6. References

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7. Appendices

7.1 Guide to appendices

Appendices 1 and 2 show the number of participants living within specific geodemographic segments by gender for each of the six geodemographic systems used in this report. This information is provided for the Big Drink Debate sample only to provide details of where sample sizes are small and figures should be used with caution.

Appendices 3-8 show the percentages of individuals reporting that they agree with the specified statements (such as “Alcohol goes well with food”), along with the 95% confidence intervals (95% CIs). Where cells are highlighted, this indicates that the associated figure is significantly different from the mean for that gender. Cells shaded in dark green are significantly higher than the average, and cells shaded in light green are significantly lower than the average (see key). However, because TGI data do not provide percentages for the total population surveyed, this has only been possible for those data from the Big

Drink Debate. Further, TGI data are only provided as a whole number and so these data are not presented to one decimal place as per the Big Drink Debate and other datasets in the series.^[11-13] The tables are divided into gender and by classification system. They have been ordered under the headings shown in the Table below, in line with the headings in the main document. In each of the tables, the categories are ordered from least to most deprived. It is also important to note that data from the Big Drink Debate are based on a survey of residents in the North West of England while TGI data use surveys for Great Britain. The percentages and confidence intervals provided should be seen in this context.

Key:

Dark green cell	Significantly <i>higher</i> than average
Light green cell	Significantly <i>lower</i> than average
95% CI	95% confidence intervals

Table 2: Geodemographic data tables in the appendix.

Title	Part	Variables	Data source
Appendix 3: Motivations for consumption	a	<ul style="list-style-type: none"> Alcohol goes well with food Alcohol gives me confidence Alcohol makes socialising more fun I like to try new drinks 	Data for the first three variables are from the North West (NW) Big Drink Debate, and for the latter, data were extracted from Target Group Index (Great Britain or GB)
	b	<ul style="list-style-type: none"> Alcohol helps me to forget my problems Alcohol relieves boredom 	Big Drink Debate (NW)
Appendix 4: Consumption preferences	a	<ul style="list-style-type: none"> We rarely sit down together for a meal I enjoy entertaining people at home Most of my drinking is done at home I really enjoy a night out in the pub 	Target Group Index (GB)
	b	<ul style="list-style-type: none"> I drink beer / lager / ale / cider at home with meal I drink beer / lager /cider ale at home with friends family I drink beer / lager / cider / ale at home relaxing without friends / family I drink beer / lager / cider / ale out of home with dinner 	Target Group Index (GB)
	c	<ul style="list-style-type: none"> I drink beer / lager / cider / ale out of home in the evening without food It's worth paying extra for good quality beer I drink wine at home relaxing without friends / family I drink wine at home with meal 	Target Group Index (GB)

Title	Part	Variables	Data source
	d	<ul style="list-style-type: none"> • I drink wine at home with friends / family • I drink wine out of home with dinner • I drink wine out of home in the evening without food • I am prepared to pay more for good quality wine 	Target Group Index (GB)
	e	<ul style="list-style-type: none"> • I drink white spirits at home relaxing without friends / family • I drink white spirits out of home in the evening without food • I drink dark spirits at home relaxing without friends / family • I drink dark spirits out of home in the evening without food 	Target Group Index (GB)
Appendix 5: Alcohol-related concerns		<ul style="list-style-type: none"> • I am concerned about children drinking in the streets / parks • I am concerned about the drunken behaviour of others • I avoid going into town at night due to drunken behaviour of others • I am concerned about alcohol-related crime in my area 	Big Drink Debate (NW)
Appendix 6: Alcohol-related health beliefs		<ul style="list-style-type: none"> • Red wine can prevent heart attacks • The health risks are exaggerated • I don't know enough about the health risks 	Big Drink Debate (NW)
Appendix 7: Alcohol and weight related concerns and beliefs		<ul style="list-style-type: none"> • Most of the time I am trying to lose weight • I am often on a diet • There are more calories in a bottle of red wine than in a Mars bar • Drinking alcohol makes me put on weight 	Data for the first two are from Target Group Index (GB) and the last two are from the Big Drink Debate (NW).
Appendix 8: Self-efficacy		<ul style="list-style-type: none"> • There's little I can do to change my life 	Target Group Index (GB)

Appendix 1: Number of Big Drink Debate survey participants living within specific geodemographic segmentation segments by gender in the North West for Mosaic and People and Places (P²)*.

Mosaic Segment	Number		P ² Segment	Number	
	Males	Females		Males	Females
Rural area resident	145	295	Mature Oaks	879	1,464
Career professionals	632	949	Blossoming Families	497	839
Suburban older families	1,426	2,416	Country Orchards	195	398
Independent older people	433	725	Rooted Households	1,339	2,461
Younger families	877	1,709	Senior Neighbourhoods	407	576
Educated young single people	442	643	Qualified Metropolitans	121	177
Inner city and manufacturing communities	1,726	3,224	Suburban Stability	1,235	2,389
Upwardly mobile families	464	884	New Starters	508	646
Older people in social housing	136	253	Urban Producers	891	1,810
Low income families	437	909	Weathered Communities	579	1,039
Social housing	332	473	Multicultural Centres	262	305
Unclassified	153	164	Disadvantaged Households	328	609
			Urban Challenge	318	353
			Unclassified	21	28
Total	7,203	12,644	Total	7,580	13,094

*Please note the denominators provided represent the total number of individuals involved in the Big Drink Debate who could be allocated to a segment. Because not all individual answered all of the questions in the Big Drink Debate, the figures may not represent the denominator for question responses.

Appendix 3a: Motivations for consumption by Mosaic.

Classification	Alcohol goes well with food		Alcohol makes socialising more fun		Alcohol gives me confidence		I like to try new drinks	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	50.7	42.0-59.4	34.6	26.6-43.2	10.3	5.7-16.8	26	21.0-31.8
Career Professionals	57.1	53.0-61.2	48.8	44.7-52.9	9.0	6.8-11.6	28	24.8-31.4
Suburban Older Families	49.8	47.1-52.6	50.9	48.1-53.6	8.2	6.7-9.8	25	23.0-27.1
Independent Older People	49.1	44.0-54.2	45.4	40.4-50.5	9.7	7.0-13.1	18	15.2-21.1
Younger Families	45.3	41.9-48.8	54.1	50.6-57.5	11.6	9.5-14.0	31	28.4-33.7
Educated Young Single People	54.9	50.0-59.7	67.8	63.1-72.2	23.2	19.2-27.5	41	35.9-46.3
Inner City and Manufacturing Communities	38.8	36.3-41.3	55.3	52.8-57.8	13.4	11.8-15.2	30	27.8-32.3
Upwardly Mobile Families	32.4	28.0-37.1	52.8	48.0-57.6	13.6	10.5-17.2	31	28.5-33.6
Older People in Social Housing	35.8	27.3-44.9	56.1	46.9-65.0	17.1	10.9-24.9	18	14.1-22.7
Low Income Families	23.5	19.3-28.2	53.6	48.4-58.8	16.2	12.6-20.3	33	29.5-36.7
Social Housing	25.9	20.9-31.4	54.5	48.6-60.4	18.5	14.2-23.5	28	24.2-32.1
Overall	43.4	42.2-44.5	53.1	52.0-54.3	12.6	11.8-13.4	N/A	N/A
Pearson's Rho (P)	-0.888 (P<0.001)		0.563 (P=0.072)		-0.689 (P=0.05)		0.157 (P=0.646)	
FEMALES								
Rural Area Residents	57.7	51.6-63.6	33.9	28.4-39.9	10.9	7.5-15.3	28	23.0-33.6
Career Professionals	63.5	60.2-66.7	41.8	38.5-45.1	10.0	8.1-12.2	21	18.5-23.7
Suburban Older Families	56.5	54.4-58.6	41.1	39.0-43.2	11.2	9.9-12.5	22	20.3-23.8
Independent Older People	57.7	53.8-61.5	42.1	38.3-46.0	10.6	8.3-13.2	17	14.5-19.8
Younger Families	50.7	48.2-53.2	43.6	41.2-46.0	12.8	11.3-14.6	31	28.6-33.5
Educated Young Single People	56.8	52.8-60.8	60.8	56.8-64.7	22.4	19.1-25.9	41	35.9-46.3
Inner City and Manufacturing Communities	44.9	43.1-46.7	48.0	46.2-49.9	15.6	14.3-17.0	30	28.1-32.0
Upwardly Mobile Families	43.5	40.0-47.0	46.8	43.2-50.3	15.9	13.4-18.6	28	26.0-30.1
Older People in Social Housing	46.9	40.1-53.9	43.7	36.9-50.6	16.4	11.7-22.1	22	18.1-26.5
Low Income Families	33.3	30.0-36.7	48.5	44.9-52.0	15.1	12.7-17.8	32	29.3-34.9
Social Housing	37.7	33.0-42.5	46.4	41.5-51.3	15.9	12.5-19.8	32	28.2-36.0
Overall	49.8	48.9-50.7	45.4	44.5-46.3	13.9	13.2-14.5	N/A	N/A
Pearson's Rho (P)	-0.903 (P<0.001)		0.506 (P=0.112)		0.615 (<0.05)		0.380 (P=0.249)	

Appendix 3a: Motivations for consumption by People and Places (P²).

Classification	Alcohol goes well with food		Alcohol makes socialising more fun		Alcohol gives me confidence		I like to try new drinks	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	55.9	52.2-59.2	48.4	44.5-51.5	9.7	7.6-11.8	26	23.4-28.8
Blossoming Families	52.2	48.1-57.4	52.5	47.7-56.9	9.2	7.1-12.6	29	26.1-32.1
Country Orchards	54.8	46.0-61.1	32.5	26.1-40.4	6.6	3.9-12.2	25	21.1-29.4
Rooted Households	46.6	44.0-49.7	50.2	47.1-52.8	9.8	8.4-11.8	28	25.6-30.5
Senior Neighbourhoods	51.4	46.1-56.6	46.9	41.5-52.0	5.8	3.8-9.0	25	21.3-29.1
Qualified Metropolitans	60.4	52.0-70.1	67.9	58.0-75.6	17.0	12.0-26.6	40	34.2-46.1
Suburban Stability	41.3	38.7-44.5	55.8	52.3-58.1	12.1	10.1-14.0	26	23.8-28.3
New Starters	46.6	41.6-50.7	68.9	63.7-72.3	23.6	19.7-27.6	31	26.1-36.4
Urban Producers	31.7	28.6-35.2	53.6	50.0-57.0	14.7	12.2-17.2	32	29.2-34.9
Weathered Communities	36.8	32.5-41.0	58.1	54.4-63.1	15.1	12.1-18.4	26	23.0-29.3
Multicultural Centres	37.9	31.5-45.0	55.7	49.2-63.0	24.6	18.2-30.2	26	22.2-30.2
Disadvantaged Households	22.2	17.5-27.6	51.3	45.2-57.3	11.3	7.7-15.4	38	33.8-42.4
Urban Challenge	26.2	21.1-31.8	51.7	45.6-57.7	15.5	11.2-20.1	27	22.2-32.4
Overall	43.4	42.2-44.5	53.1	52.0-54.3	12.6	11.8-13.4	N/A	N/A
Pearson's Rho (P)	-0.861 (P<0.001)		0.338 (P=0.258)		0.580 (P<0.05)		0.236 (P=0.438)	
FEMALES								
Mature Oaks	61.6	58.9-64.2	40.7	38.3-43.6	10.4	8.9-12.2	22	19.8-24.4
Blossoming Families	56.1	52.8-59.9	41.1	38.0-45.0	13.2	11.0-15.8	26	23.4-28.8
Country Orchards	57.5	52.4-62.7	35.9	30.8-40.8	9.7	6.9-13.2	24	20.7-27.6
Rooted Households	52.6	50.6-54.7	44.0	42.0-46.2	12.3	11.0-13.8	25	23.0-27.1
Senior Neighbourhoods	59.8	55.7-64.2	45.1	40.6-49.2	14.0	11.0-17.1	20	17.1-23.2
Qualified Metropolitans	67.7	58.5-73.1	60.6	53.7-68.7	20.6	15.2-28.0	25	21.1-29.4
Suburban Stability	49.0	46.7-50.9	45.7	43.9-48.1	13.4	12.4-15.4	29	26.9-31.1
New Starters	53.7	49.8-58.0	57.4	52.9-61.0	20.0	16.7-23.3	23	19.4-27.1
Urban Producers	41.2	38.7-43.6	47.2	44.5-49.3	14.6	12.9-16.4	33	30.5-35.6
Weathered Communities	41.2	38.0-44.4	45.8	42.9-49.4	16.5	14.6-19.5	29	26.2-31.9
Multicultural Centres	45.2	38.4-51.2	47.7	40.8-53.6	10.9	7.7-16.0	28	24.3-32.0
Disadvantaged Households	32.4	28.2-36.3	46.8	42.4-51.0	15.5	12.3-18.7	33	29.9-36.2
Urban Challenge	35.5	30.1-41.1	49.2	43.5-54.9	16.6	12.6-21.3	24	20.0-28.6
Overall	49.8	48.9-50.7	45.4	44.5-46.3	13.9	13.2-14.5	N/A	N/A
Pearson's Rho (P)	-0.825 (P<0.001)		0.437 (P=0.136)		0.338 (P=0.258)		0.532 (P=0.061)	

Appendix 3b: Motivations for consumption by Mosaic.

Classification	Alcohol helps me to forget my problems		Alcohol relieves boredom	
	%	95% CI	%	95% CI
MALES				
Rural Area Residents	6.6	3.1-12.2	6.6	3.1-12.2
Career Professionals	7.1	5.2-9.5	5.1	3.5-7.2
Suburban Older Families	5.4	4.2-6.8	6.5	5.3-8.0
Independent Older People	8.4	5.9-11.6	8.9	6.3-12.2
Younger Families	7.9	6.2-10.0	9.1	7.3-11.3
Educated Young Single People	10.7	7.9-14.1	12.7	9.6-16.3
Inner City and Manufacturing Communities	9.9	8.5-11.5	12.5	10.9-14.3
Upwardly Mobile Families	12.2	9.2-15.7	12.0	9.0-15.5
Older People in Social housing	13.8	8.3-21.2	13.0	7.6-20.3
Low Income Families	17.5	13.8-21.8	18.9	15.0-23.2
Social Housing	19.6	15.1-24.7	21.3	16.7-26.6
Overall	9.4	8.7-10.1	10.6	9.9-11.4
Pearson's Rho (P)	0.933 (P<0.001)		0.936 (P<0.001)	
FEMALES				
Rural Area Residents	4.4	2.2-7.6	4.0	2.0-7.1
Career Professionals	4.4	3.1-6.0	3.5	2.4-4.9
Suburban Older Families	5.2	4.3-6.2	4.2	3.4-5.1
Independent Older People	6.3	4.5-8.4	5.5	3.9-7.6
Younger Families	5.1	4.0-6.2	4.3	3.4-5.4
Educated Young Single People	9.4	7.04-11.8	7.9	5.9-10.3
Inner City and Manufacturing Communities	6.5	5.6-7.5	5.9	5.1-6.8
Upwardly Mobile Families	8.1	6.3-10.2	8.9	7.0-11.1
Older People in Social housing	6.6	3.6-10.8	5.2	2.6-9.1
Low Income Families	9.4	7.4-11.6	10.0	8.0-12.3
Social Housing	12.8	9.7-16.4	13.5	10.4-17.2
Overall	6.5	6.1-7.0	5.9	5.5-6.4
Pearson's Rho (P)	0.826 (P<0.05)		0.821 (P<0.01)	

Appendix 3b: Motivations for consumption by People and Places (P²).

Classification	Alcohol helps me to forget my problems		Alcohol relieves boredom	
	%	95% CI	%	95% CI
MALES				
Mature Oaks	7.0	5.4-9.0	6.7	5.1-8.6
Blossoming Families	6.6	4.5-9.2	7.4	5.2-10.2
Country Orchards	3.9	1.5-8.0	5.6	2.7-10.0
Rooted Households	6.4	5.1-7.9	7.5	6.1-9.1
Senior Neighbourhoods	5.8	3.6-8.71	6.3	4.0-9.3
Qualified Metropolitans	4.2	1.3-9.7	10.2	5.3-17.2
Suburban Stability	9.6	8.0-11.5	10.7	9.0-12.7
New Starters	12.6	9.7-15.9	14.7	11.6-18.2
Urban Producers	12.4	10.2-14.9	13.9	11.6-16.5
Weathered Communities	11.9	9.2-15.0	13.1	10.3-16.3
Multicultural Centres	16.2	11.5-21.9	19.0	14.0-25.0
Disadvantaged Households	14.3	10.4-19.0	16.5	12.3-21.4
Urban Challenge	17.1	12.8-22.1	19.3	14.8-24.4
Overall	9.4	8.72-10.1	10.6	9.9-11.4
Pearson's Rho (P)	0.882 (P<0.001)		0.935 (P<0.001)	
FEMALES				
Mature Oaks	4.3	3.3-5.5	3.8	2.8-4.9
Blossoming Families	6.4	4.8-8.4	3.3	2.2-4.8
Country Orchards	4.1	2.3-6.6	4.1	2.3-6.6
Rooted Households	4.9	4.0-5.9	4.5	3.7-5.5
Senior Neighbourhoods	6.1	4.2-8.5	5.1	3.4-7.4
Qualified Metropolitans	10.5	6.4-16.1	9.4	5.4-14.7
Suburban Stability	5.8	4.9-6.9	6.0	5.1-7.1
New Starters	9.1	6.9-11.7	8.1	6.0-10.6
Urban Producers	7.3	6.1-8.7	7.0	5.8-8.3
Weathered Communities	9.2	7.4-11.2	7.1	5.5-9.0
Multicultural Centres	8.9	5.7-13.2	8.9	5.7-13.2
Disadvantaged Households	9.8	7.4-12.7	10.8	8.3-13.7
Urban Challenge	9.4	6.4-13.3	8.8	5.9-12.5
Overall	6.5	6.1-7.0	5.9	5.5-6.4
Pearson's Rho (P)	0.774 (P<0.05)		0.858 (P<0.001)	

Appendix 4a: Consumption preferences by Mosaic.

Classification	We rarely sit down together for a meal		I enjoy entertaining people at home		Most of my drinking is done at home		I really enjoy a night out in the pub	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	9	6.4-12.5	61	55.1-66.6	52	46.8-57.2	50	44.0-56.0
Career Professionals	10	8.2-12.1	65	61.8-68.1	53	50.0-56.0	33	30.0-36.2
Suburban Older Families	14	12.6-15.5	51	48.9-53.1	49	47.1-50.9	38	36.0-40.1
Independent Older People	10	8.0-12.4	47	43.3-50.7	49	45.4-52.6	39	35.1-43.1
Younger Families	15	13.1-17.2	53	50.1-55.9	53	50.2-55.8	46	43.1-48.9
Educated Young Single People	15	12.1-18.5	58	53.0-62.8	47	42.1-51.9	50	45.1-54.9
Inner City and Manufacturing Communities	19	17.2-20.9	44	41.7-46.3	47	44.7-49.3	40	37.8-42.3
Upwardly Mobile Families	21	19.0-23.2	40	37.6-42.5	43	40.6-45.4	41	38.5-43.6
Older People in Social housing	18	14.4-22.3	43	37.5-48.7	46	40.7-51.4	43	37.6-48.6
Low Income Families	26	23.0-29.3	41	37.6-44.5	39	36.0-42.1	43	39.7-46.3
Social Housing	18	15.1-21.4	38	34.0-42.2	34	30.4-37.8	38	33.8-42.4
Pearson's Rho (P)	0.855 (P<0.001)		-0.853 (P<0.001)		-0.878 (P<0.001)		-0.040 (P=0.906)	
FEMALES								
Rural Area Residents	8	6.1-10.5	66	61.2-70.5	53	48.3-57.7	25	20.9-29.6
Career Professionals	9	7.4-11.0	73	70.1-75.7	56	52.9-59.0	25	22.2-28.0
Suburban Older Families	11	9.8-12.3	63	61.0-65.0	47	45.0-49.0	24	22.3-25.8
Independent Older People	9	7.2-11.2	62	58.4-65.5	46	42.4-49.7	16	13.7-18.6
Younger Families	14	12.3-15.8	65	62.5-67.4	48	45.5-50.5	35	32.6-37.4
Educated Young Single People	12	9.6-14.9	65	60.6-69.2	40	35.6-44.5	42	37.5-46.6
Inner City and Manufacturing Communities	16	14.6-17.5	52	50.0-54.0	39	37.1-41.0	33	31.1-34.9
Upwardly Mobile Families	20	18.2-21.9	51	48.7-53.3	37	34.9-39.2	29	27.0-31.1
Older People in Social housing	12	9.5-15.0	49	44.1-53.9	30	25.9-34.4	28	23.6-32.9
Low Income Families	21	18.7-23.5	47	44.1-49.9	32	29.5-34.6	39	36.1-42.0
Social Housing	17	14.4-20.0	52	47.8-56.2	30	26.5-33.8	28	24.5-31.8
Pearson's Rho (P)	0.812 (P<0.01)		-0.876 (P<0.001)		-0.963 (P<0.001)		0.436 (P=0.180)	

Appendix 4a: Consumption preferences by People and Places (P²).

Classification	We rarely sit down together for a meal		I enjoy entertaining people at home		Most of my drinking is done at home		I really enjoy a night out in the pub	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	11	9.3-12.9	58	55.3-60.8	52	49.4-54.6	38	35.2-40.8
Blossoming Families	17	14.5-19.8	58	54.8-61.3	56	52.8-59.2	43	39.7-46.3
Country Orchards	11	8.6-14.0	51	46.7-55.3	53	48.8-57.1	39	34.7-43.5
Rooted Households	12	10.5-13.7	49	46.6-51.4	53	50.6-55.4	40	37.6-42.5
Senior Neighbourhoods	12	9.6-14.9	60	55.9-64.2	49	45.2-52.8	38	34.0-42.2
Qualified Metropolitans	14	11.0-17.7	64	58.9-69.4	47	42.1-52.0	53	47.2-58.7
Suburban Stability	16	14.2-18.0	42	39.6-44.4	47	44.6-49.4	43	40.5-45.5
New Starters	20	16.1-24.6	49	44.0-54.1	45	40.1-50.0	41	36.1-46.1
Urban Producers	20	17.9-22.3	43	40.1-46.0	43	40.3-45.7	42	39.3-44.8
Weathered Communities	20	17.5-22.8	37	33.9-40.2	45	41.7-48.3	45	41.5-48.5
Multicultural Centres	17	14.1-20.3	42	37.8-46.4	29	25.4-32.9	27	23.1-31.3
Disadvantaged Households	33	29.2-37.1	45	41.2-48.9	42	38.5-45.6	43	39.2-46.9
Urban Challenge	20	16.2-24.4	32	27.4-36.9	36	31.5-40.8	40	34.9-45.3
Pearson's Rho (P)	0.735 (P<0.01)		-0.767 (P<0.01)		-0.865 (P<0.001)		-0.093 (P=0.761)	
FEMALES								
Mature Oaks	9	7.6-10.6	67	64.5-69.9	50	47.4-52.6	23	20.8-25.4
Blossoming Families	12	10.2-14.0	65	62.2-67.9	51	48.0-54.0	31	28.3-33.8
Country Orchards	9	7.3-11.1	64	60.3-67.8	56	52.1-59.8	26	22.8-29.5
Rooted Households	13	11.5-14.6	62	59.7-64.3	47	44.7-49.3	28	25.9-30.2
Senior Neighbourhoods	11	8.9-13.6	60	56.2-64.0	47	43.1-51.0	25	21.8-28.5
Qualified Metropolitans	11	8.6-14.0	70	65.8-74.5	44	39.4-48.7	32	27.4-37.0
Suburban Stability	13	11.6-14.5	54	51.8-56.2	42	39.9-44.2	32	29.9-34.1
New Starters	8	6.1-10.4	57	52.5-61.7	37	32.5-41.8	31	27.0-35.3
Urban Producers	19	17.1-21.1	51	48.5-53.5	35	32.8-37.3	37	34.5-39.6
Weathered Communities	19	16.8-21.5	52	49.0-55.1	35	32.2-37.9	27	24.6-29.6
Multicultural Centres	19	16.1-22.3	52	47.9-56.2	33	29.1-37.2	27	23.0-31.4
Disadvantaged Households	23	20.4-25.8	51	47.7-54.3	36	33.1-39.0	34	31.1-37.1
Urban Challenge	15	12.0-18.5	54	48.7-59.4	30	25.4-35.1	25	20.9-29.6
Pearson's Rho (P)	0.735 (P<0.01)		-0.827 (P<0.001)		-0.941 (P<0.001)		0.267 (P=0.378)	

Appendix 4b: Consumption preferences by Mosaic.

Classification	I drink beer/lager/cider/ale at home with meal		I drink beer/lager/cider/ale at home with friends / family		I drink beer/lager/cider/ale at home relaxing without friends/ family		I drink beer/lager/cider/ale out of home with dinner	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	24	19.1-29.7	51	45.0-56.9	36	30.6-41.8	51	44.8-57.2
Career Professionals	22	19.4-24.9	43	39.7-46.4	33	29.9-36.2	40	36.7-43.4
Suburban Older Families	21	19.3-22.9	43	40.8-45.2	35	33.0-37.1	37	35.0-39.1
Independent Older People	13	10.8-15.6	31	27.6-34.6	29	25.5-32.8	32	28.5-35.7
Younger Families	24	21.7-26.5	55	52.1-57.9	43	40.2-45.9	47	44.2-49.9
Educated Young Single People	21	17.2-25.4	52	46.7-57.2	39	34.1-44.1	45	39.7-50.4
Inner City and Manufacturing Communities	18	16.2-19.9	42	39.6-44.4	35	32.7-37.3	34	31.8-36.2
Upwardly Mobile Families	18	16.0-20.2	41	38.4-43.6	38	35.4-40.7	32	29.6-34.6
Older People in Social housing	8	5.7-11.0	31	26.2-36.2	27	22.5-32.0	26	21.6-31.0
Low Income Families	17	14.4-19.9	43	39.5-46.6	33	29.9-36.3	33	29.6-36.6
Social Housing	16	12.9-19.7	35	30.9-39.4	33	28.8-37.5	26	22.3-30.0
Pearson's Rho (P)	-0.591 (P=0.055)		-0.410 (P=0.211)		-0.195 (P=0.565)		-0.725 (P<0.05)	
FEMALES								
Rural Area Residents	5	3.2-7.7	8	5.8-10.9	7	5.0-9.7	8	5.9-10.8
Career Professionals	6	4.6-7.7	12	10.0-14.4	9	7.3-11.1	11	9.0-13.3
Suburban Older Families	7	6.0-8.2	12	10.7-13.5	8	7.0-9.1	10	8.8-11.3
Independent Older People	4	3.0-5.4	9	7.2-11.2	6	4.7-7.7	6	4.7-7.7
Younger Families	8	6.7-9.5	17	15.2-19.0	13	11.4-14.8	12	10.4-13.8
Educated Young Single People	9	6.8-11.8	22	18.4-26.1	12	9.4-15.3	12	9.6-14.8
Inner City and Manufacturing Communities	5	4.2-6.0	15	13.6-16.5	10	8.9-11.2	12	10.7-13.4
Upwardly Mobile Families	5	4.0-6.3	12	10.6-13.5	9	7.7-10.5	10	8.7-11.5
Older People in Social housing	2	0.9-3.9	10	7.4-13.4	8	5.6-11.3	7	5.0-9.7
Low Income Families	3	2.1-4.1	20	17.6-22.6	11	9.3-13.0	13	11.0-15.2
Social Housing	4	2.6-5.9	13	10.6-15.8	7	5.4-9.1	9	6.9-11.7
Pearson's Rho (P)	-0.473 (P=0.141)		0.372 (P=0.260)		0.150 (P=0.660)		0.159 (P=0.641)	

Appendix 4b: Consumption preferences by People and Places (P²).

Classification	I drink beer/lager/cider/ale at home with meal		I drink beer/lager/cider/ale at home with friends/family		I drink beer/lager/cider/ale at home relaxing without friends/ family		I drink beer/lager/cider/ale out of home with dinner	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	22	19.7-24.5	43	40.3-45.8	35	32.3-37.8	39	36.3-41.7
Blossoming Families	23	20.3-25.9	50	46.6-53.4	37	33.9-40.2	43	39.7-46.3
Country Orchards	20	16.6-23.9	39	34.7-43.5	33	29.0-37.3	42	37.5-46.7
Rooted Households	22	19.9-24.2	49	46.4-51.6	38	35.5-40.5	43	40.5-45.6
Senior Neighbourhoods	16	13.3-19.1	43	38.8-47.3	33	29.1-37.2	35	31.1-39.1
Qualified Metropolitans	25	20.4-30.2	47	41.2-52.9	39	33.6-44.7	42	36.6-47.6
Suburban Stability	20	18.0-22.1	42	39.5-44.6	41	38.4-43.7	36	33.6-38.5
New Starters	13	10.3-16.3	41	35.9-46.3	33	28.2-38.2	35	29.9-40.5
Urban Producers	18	15.7-20.5	43	40.1-45.9	37	34.2-39.9	33	30.3-35.8
Weathered Communities	17	14.4-20.0	42	38.5-45.6	35	31.7-38.5	31	27.8-34.4
Multicultural Centres	12	9.2-15.4	30	25.7-34.7	23	19.1-27.5	23	19.3-27.1
Disadvantaged Households	13	10.8-15.6	41	37.2-44.9	30	26.8-33.4	34	30.3-37.9
Urban Challenge	16	12.2-20.8	32	27.2-37.2	34	28.9-39.5	32	26.8-37.7
Pearson's Rho (P)	-0.724 (P=0.05)		-0.649 (P<0.05)		-0.415 (P=0.159)		-0.774 (P<0.01)	
FEMALES								
Mature Oaks	7	5.4-8.2	12	10.3-13.9	9	7.5-10.7	10	8.5-11.8
Blossoming Families	7	5.3-8.4	15	12.9-17.4	11	9.3-13.0	12	10.1-14.3
Country Orchards	6	4.5-8.4	12	9.7-14.8	9	7.1-11.3	10	7.9-12.6
Rooted Households	7	5.9-8.4	14	12.4-15.7	9	7.7-10.4	11	9.6-12.6
Senior Neighbourhoods	5	3.5-6.9	10	7.9-12.5	8	6.1-10.4	8	6.3-10.2
Qualified Metropolitans	7	5.4-10.1	17	13.7-20.9	8	5.8-10.8	11	9.7-12.5
Suburban Stability	6	4.7-6.6	15	13.4-16.7	10	8.7-11.4	12	9.4-15.2
New Starters	7	5.2-9.8	16	12.8-19.8	10	7.7-12.9	13	10.2-16.4
Urban Producers	4	3.4-5.6	14	12.4-15.8	8	6.9-9.3	9	7.7-10.5
Weathered Communities	5	3.5-6.0	16	13.8-18.4	10	8.3-12.0	12	10.1-14.2
Multicultural Centres	5	3.7-7.8	12	9.5-15.1	6	4.5-8.0	9	6.7-12.0
Disadvantaged Households	5	3.7-6.4	17	14.9-19.4	12	10.0-14.3	11	9.1-13.3
Urban Challenge	2	1.1-3.7	8	5.8-10.99	5	3.4-7.3	7	4.9-9.9
Pearson's Rho (P)	-0.769 (P<0.05)		-0.008 (P=0.980)		-0.292 (P=0.334)		-0.256 (P=0.399)	

Appendix 4c: Consumption preferences by Mosaic.

Classification	I drink beer/ lager/ cider/ ale out of home in the evening without food		It's worth paying extra for good quality beer		I drink wine at home with meal		I drink wine at home with friends / family	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	55	49.0-60.9	49	42.8-55.6	59	53.5-64.3	42	36.7-47.5
Career Professionals	51	47.6-54.4	49	43.5-54.9	65	61.9-68.0	48	44.8-51.2
Suburban Older Families	45	42.9-47.1	45	39.3-51.0	46	44.0-48.0	34	32.1-35.9
Independent Older People	37	33.5-40.7	44	37.8-50.5	47	43.2-50.8	33	29.6-36.6
Younger Families	53	50.1-55.9	49	43.4-54.9	39	36.4-41.7	33	30.4-35.7
Educated Young Single People	57	51.9-61.9	56	50.2-62.2	45	40.3-49.8	38	33.4-42.8
Inner City and Manufacturing Communities	42	39.7-44.3	44	38.3-50.1	27	25.1-29.0	23	21.1-25.0
Upwardly Mobile Families	39	36.4-41.7	43	37.0-49.4	25	22.8-27.3	18	16.1-20.0
Older People in Social housing	31	26.3-36.2	45	38.9-51.5	25	20.5-30.2	22	17.1-27.8
Low Income Families	40	36.5-43.6	41	35.1-47.3	14	11.9-16.4	11	9.1-13.2
Social Housing	34	29.8-38.5	44	38.1-50.2	22	18.4-26.1	21	17.3-25.3
Pearson's Rho (P)	-0.674 (P<0.05)		-0.462 (P=0.152)		-0.940 (P<0.001)		-0.884 (P<0.001)	
FEMALES								
Rural Area Residents	10	7.6-13.0	21	13.8-28.7	59	53.9-63.9	48	43.2-52.9
Career Professionals	15	12.9-17.4	25	18.5-31.9	62	58.9-65.0	54	50.9-57.0
Suburban Older Families	13	11.7-14.4	20	13.3-27.1	50	47.9-52.1	47	45.0-49.1
Independent Older People	11	9.0-13.4	18	10.8-25.6	46	42.3-49.7	44	40.3-47.8
Younger Families	15	13.4-16.8	25	18.4-32.0	44	41.5-46.5	50	47.4-52.6
Educated Young Single People	27	23.0-31.4	28	21.2-35.2	53	48.4-57.6	54	49.5-58.5
Inner City and Manufacturing Communities	17	15.5-18.6	21	14.3-28.1	33	31.1-34.9	37	35.0-39.0
Upwardly Mobile Families	13	11.5-14.6	19	12.0-26.4	27	25.1-29.0	31	29.0-33.1
Older People in Social housing	10	7.5-13.3	18	10.9-25.5	32	27.4-37.0	36	30.8-41.5
Low Income Families	17	14.9-19.4	19	12.1-26.4	18	15.9-20.3	23	20.7-25.4
Social Housing	12	9.6-15.0	23	16.1-30.3	21	17.7-24.7	26	22.6-29.8
Pearson's Rho (P)	0.094 (P=0.784)		-0.201 (P=0.553)		-0.934 (P<0.001)		-0.841 (P<0.01)	

Appendix 4c: Consumption preferences by People and Places (P²).

Classification	I drink beer/ lager/ cider/ ale out of home in the evening without food		It's worth paying extra for good quality beer		I drink wine at home with meal		I drink wine at home with friends / family	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	49	46.2-51.8	47	44.7-49.4	57	54.4-59.6	45	42.4-47.7
Blossoming Families	51	47.7-54.3	53	50.6-55.6	46	42.8-49.2	34	31.1-37.0
Country Orchards	47	42.5-51.5	48	45.7-50.5	57	52.5-61.4	35	31.1-39.1
Rooted Households	50	47.4-52.6	46	43.5-48.7	42	39.6-44.4	34	31.7-36.4
Senior Neighbourhoods	44	39.9-48.2	45	42.4-47.8	52	47.9-56.0	33	29.3-36.9
Qualified Metropolitans	61	55.3-66.4	52	49.5-54.7	58	52.8-63.0	47	41.6-52.5
Suburban Stability	47	44.4-49.6	45	42.3-47.9	33	30.7-35.4	27	24.8-29.3
New Starters	46	40.9-51.2	50	47.3-53.0	31	26.8-35.5	29	24.7-33.7
Urban Producers	38	35.2-40.8	48	45.1-51.1	21	18.8-23.4	19	16.8-21.5
Weathered Communities	37	33.7-40.4	42	39.0-45.2	22	19.4-24.9	16	13.7-18.6
Multicultural Centres	27	23.1-31.3	33	30.2-36.0	22	18.7-25.7	20	16.8-23.7
Disadvantaged Households	39	35.2-42.9	47	44.0-50.3	18	15.2-21.2	12	9.9-14.4
Urban Challenge	35	29.8-40.6	39	35.9-42.3	19	15.2-23.5	21	16.2-26.8
Pearson's Rho (P)	-0.716 (P<0.01)		-0.582 (P<0.05)		-0.887 (P<0.001)		-0.824 (P<0.001)	
FEMALES								
Mature Oaks	14	12.3-15.9	21	17.6-24.6	57	54.4-59.6	52	49.3-54.6
Blossoming Families	15	13.0-17.3	25	21.5-28.8	52	49.0-55.0	54	50.9-57.0
Country Orchards	14	11.5-16.9	25	21.5-28.7	60	55.8-64.0	48	44.1-51.9
Rooted Households	14	12.5-15.7	19	15.4-22.9	46	43.7-48.3	47	44.6-49.4
Senior Neighbourhoods	12	9.8-14.6	23	19.3-27.0	48	44.0-52.0	48	44.0-52.1
Qualified Metropolitans	16	14.4-17.8	28	24.3-31.9	59	54.1-63.7	57	52.3-61.6
Suburban Stability	22	18.3-26.3	20	16.2-24.1	35	32.9-37.1	36	33.9-38.1
New Starters	19	15.6-23.0	21	17.1-25.5	44	39.1-49.0	46	41.1-51.0
Urban Producers	15	13.3-16.9	22	18.0-26.3	25	22.9-27.2	32	29.7-34.4
Weathered Communities	15	13.0-17.3	19	14.9-23.4	27	24.4-29.8	28	25.5-30.7
Multicultural Centres	13	10.0-16.7	20	16.0-24.2	27	23.3-31.0	28	24.3-31.4
Disadvantaged Households	16	13.8-18.4	20	15.8-24.5	19	16.7-21.5	27	24.3-29.9
Urban Challenge	9	6.4-12.5	24	19.8-28.5	18	14.5-22.2	27	22.1-32.5
Pearson's Rho (P)	-0.156 (P=0.610)		-0.280 (P=0.354)		-0.906 (P<0.001)		-0.878 (P<0.001)	

Appendix 4d: Consumption preferences by Mosaic.

Classification	I drink wine at home, while relaxing (without friends/ family)		I drink wine out of home with dinner		I drink wine out of home in the evening without food		I am prepared to pay more for good quality wine	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	32	26.8-37.7	46	40.5-51.6	12	8.6-16.5	46	40.7-51.4
Career Professionals	29	26.1-32.0	55	51.8-58.2	18	15.4-20.9	56	52.7-59.2
Suburban Older Families	23	21.3-24.8	38	36.0-40.0	9	7.8-10.4	42	39.9-44.1
Independent Older People	28	24.3-32.0	39	35.3-42.9	11	8.4-14.2	44	40.0-48.1
Younger Families	26	23.6-28.6	35	32.4-37.7	12	10.1-14.2	41	38.2-43.8
Educated Young Single People	22	18.3-26.2	46	41.0-51.0	19	15.0-23.8	53	48.1-57.9
Inner City and Manufacturing Communities	20	18.1-22.1	24	22.1-26.0	9	7.6-10.6	30	28.0-32.1
Upwardly Mobile Families	15	13.2-17.0	17	15.2-19.0	4	3.0-5.3	27	24.8-29.4
Older People in Social housing	11	8.1-14.8	15	11.5-19.4	6	3.7-9.5	26	21.4-31.1
Low Income Families	10	8.1-12.2	12	10.0-14.4	3	2.0-4.5	23	20.2-26.0
Social Housing	18	14.3-22.4	20	16.3-24.3	9	6.4-12.6	27	23.4-30.9
Pearson's Rho (P)	-0.886 (P<0.001)		-0.879 (P<0.001)		-0.600 (P=0.051)		-0.831 (P<0.01)	
FEMALES								
Rural Area Residents	31	26.7-35.6	56	50.9-61.0	24	19.9-28.7	40	35.4-44.8
Career Professionals	35	32.1-38.0	61	58.0-64.0	31	28.1-34.0	52	48.9-55.1
Suburban Older Families	28	26.2-29.9	47	44.9-49.1	22	20.3-23.8	39	37.0-41.1
Independent Older People	25	22.0-28.3	40	36.5-43.6	15	12.7-17.6	37	33.4-40.7
Younger Families	37	34.5-39.6	47	44.5-49.5	26	23.8-28.3	39	36.6-41.5
Educated Young Single People	32	27.9-36.4	59	54.4-63.5	36	31.6-40.7	49	44.5-53.5
Inner City and Manufacturing Communities	23	21.4-24.7	32	30.2-33.9	17	15.5-18.6	28	26.2-29.8
Upwardly Mobile Families	19	17.3-20.8	28	26.0-30.1	13	11.5-14.7	24	22.2-25.9
Older People in Social housing	16	12.6-20.1	26	21.7-30.8	12	9.2-15.6	25	20.8-29.7
Low Income Families	18	15.8-20.4	21	18.6-23.6	9	7.5-10.7	19	16.9-21.3
Social Housing	14	11.6-16.9	21	17.8-24.6	12	9.6-14.9	24	20.5-27.9
Pearson's Rho (P)	-0.818 (P<0.01)		-0.872 (P<0.001)		-0.659 (P<0.05)		-0.806 (P<0.01)	

Appendix 4d: Consumption preferences by People and Places (P²).

Classification	I drink wine at home relaxing without friends/ family		I drink wine out of home with dinner		I drink wine out of home in the evening without food		I am prepared to pay more for good quality wine	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	28	25.6-30.5	49	46.3-51.7	14	12.0-16.3	48	45.3-50.7
Blossoming Families	24	21.4-26.8	41	37.8-44.3	10	8.2-12.1	49	45.6-52.4
Country Orchards	30	26.1-34.2	42	37.7-46.4	14	10.8-18.0	43	38.8-47.3
Rooted Households	21	19.1-23.0	34	31.7-36.3	11	9.4-12.9	37	34.7-39.4
Senior Neighbourhoods	26	22.3-30.0	41	37.0-45.1	9	7.0-11.5	48	43.7-52.3
Qualified Metropolitans	29	23.9-34.7	56	50.6-61.3	26	20.6-32.2	59	53.7-64.1
Suburban Stability	24	21.8-26.4	28	25.8-30.4	10	8.4-11.8	36	33.5-38.5
New Starters	18	14.5-22.1	28	23.9-32.5	11	8.1-14.8	42	37.0-47.2
Urban Producers	16	13.7-18.6	18	15.9-20.3	6	4.6-7.8	25	22.6-27.5
Weathered Communities	14	11.8-16.5	17	14.5-19.8	3	2.0-4.4	26	23.1-29.1
Multicultural Centres	13	10.2-16.4	21	17.6-24.8	9	6.6-12.1	28	24.2-32.1
Disadvantaged Households	15	12.3-18.2	15	12.3-18.2	4	2.7-5.9	30	26.4-33.9
Urban Challenge	12	8.8-16.1	14	10.6-18.3	2	0.8-4.7	19	15.6-22.9
Pearson's Rho (P)	-0.865 (P<0.001)		-0.847 (P<0.001)		-0.579 (P<0.05)		-0.777 (P<0.01)	
FEMALES								
Mature Oaks	34	31.5-36.6	55	52.4-57.6	26	23.7-28.4	45	42.4-47.6
Blossoming Families	37	34.1-40.0	54	51.0-57.0	28	25.2-30.9	41	38.1-44.0
Country Orchards	33	29.5-36.7	54	50.0-58.0	20	17.2-23.2	42	38.2-45.9
Rooted Households	29	26.9-31.2	44	41.7-46.3	22	20.1-24.0	34	31.8-36.2
Senior Neighbourhoods	26	22.8-29.5	47	43.0-51.0	21	18.1-24.3	41	37.2-44.9
Suburban Stability	33	28.6-37.7	33	31.0-35.1	18	16.3-19.9	57	52.2-61.6
Qualified Metropolitans	24	22.1-26.0	63	58.3-67.5	37	32.4-41.9	29	27.0-31.1
New Starters	29	24.6-33.8	43	38.3-47.8	24	20.0-28.5	35	30.8-39.5
Urban Producers	19	17.2-21.0	26	23.8-28.3	13	11.4-14.8	25	22.9-27.2
Weathered Communities	16	14.1-18.1	25	22.5-27.7	10	8.4-11.8	21	18.7-23.5
Multicultural Centres	18	14.9-21.6	28	24.1-32.2	15	11.9-18.7	28	24.2-32.1
Disadvantaged Households	20	17.5-22.7	23	20.4-25.9	11	9.2-13.1	22	19.5-24.7
Urban Challenge	10	7.3-13.5	17	13.4-21.3	9	6.4-12.4	29	23.9-34.7
Pearson's Rho (P)	-0.905 (P<0.001)		-0.873 (P<0.001)		-0.719 (P<0.01)		-0.702 (P<0.01)	

Appendix 4d: Consumption preferences by Mosaic.

Classification	I drink white spirits at home, while relaxing (without friends/ family)		I drink white spirits out of home in the evening without food		I drink dark spirits at home, while relaxing (without friends/ family)		I drink dark spirits out of home in the evening without food	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	9	6.2-12.8	11	7.6-15.7	20	16.1-24.6	7	4.3-11.2
Career Professionals	10	8.3-12.0	8	6.3-10.1	16	14.0-18.2	5	3.8-6.6
Suburban Older Families	8	6.9-9.3	7	5.8-8.5	16	14.6-17.5	7	5.9-8.3
Independent Older People	5	3.7-6.7	4	2.8-5.8	17	14.4-19.9	6	4.3-8.3
Younger Families	8	6.7-9.6	9	7.5-10.7	13	11.3-14.9	7	5.7-8.9
Educated Young Single People	10	7.6-13.1	13	10.0-16.8	15	11.7-19.1	12	8.8-16.1
Inner City and Manufacturing Communities	6	5.0-7.2	8	6.8-9.4	12	10.6-13.5	8	6.6-9.6
Upwardly Mobile Families	7	5.9-8.3	7	5.7-8.5	12	10.6-13.6	5	4.1-6.1
Older People in Social housing	12	8.1-17.5	10	6.6-14.9	9	6.7-11.9	7	4.6-10.3
Low Income Families	7	5.4-9.0	8	5.9-10.7	9	7.5-10.8	7	5.2-9.3
Social Housing	7	5.2-9.5	11	8.2-14.6	12	9.4-15.3	11	8.0-14.9
Pearson's Rho (P)	-0.119 (P=0.727)		0.172 (P=0.613)		-0.885 (P<0.001)		0.369 (P=0.264)	
FEMALES								
Rural Area Residents	14	10.9-17.8	20	15.5-25.4	9	6.6-12.1	4	2.6-6.2
Career Professionals	11	9.2-13.0	15	12.7-17.6	6	4.7-7.7	2	1.3-3.0
Suburban Older Families	8	7.0-9.2	13	11.6-14.5	6	5.2-7.0	3	2.3-3.9
Independent Older People	10	8.0-12.5	12	9.9-14.5	6	4.4-8.0	2	1.3-3.0
Younger Families	12	10.5-13.7	20	18.1-22.1	4	3.2-5.1	3	2.3-3.9
Educated Young Single People	9	7.0-11.5	24	20.1-28.4	3	1.9-4.7	8	5.5-11.4
Inner City and Manufacturing Communities	10	8.8-11.3	15	13.6-16.6	4	3.3-4.9	4	3.2-4.9
Upwardly Mobile Families	10	8.7-11.5	16	14.3-17.8	5	4.1-6.0	3	2.3-3.8
Older People in Social housing	8	5.7-11.2	15	11.5-19.3	5	3.4-7.3	2	1.2-3.2
Low Income Families	7	5.7-8.5	16	13.7-18.6	6	4.7-7.7	3	2.1-4.3
Social Housing	11	8.6-14.0	17	14.0-20.5	4	2.6-6.0	3	1.9-4.7
Pearson's Rho (P)	-0.497 (P=0.119)		-0.017 (P=0.960)		-0.559 (P=0.074)		-0.018 (P=0.958)	

Appendix 4d: Drinking contexts by People and Places (P²).

Classification	I drink white spirits at home, while relaxing (without friends/ family)		I drink white spirits out of home in the evening without food		I drink dark spirits at home, while relaxing (without friends/ family)		I drink dark spirits out of home in the evening without food	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	10	8.4-11.8	7	5.6-8.8	16	14.3-17.9	7	5.6-8.7
Blossoming Families	8	6.4-9.9	7	5.5-8.9	16	13.8-18.4	5	3.9-6.4
Country Orchards	7	5.1-9.5	9	6.4-12.4	19	16.0-22.4	7	4.7-10.2
Rooted Households	6	4.9-7.2	7	5.7-8.5	16	14.3-17.8	7	5.6-8.6
Senior Neighbourhoods	6	4.6-7.9	6	4.3-8.3	11	8.9-13.5	7	5.1-9.5
Qualified Metropolitans	11	8.4-14.3	10	7.1-13.8	15	11.6-19.1	12	8.4-16.8
Suburban Stability	6	5.0-7.2	27	24.8-29.3	14	12.4-15.7	7	5.8-8.5
New Starters	7	4.8-10.2	17	12.6-22.6	8	6.1-10.4	11	7.7-15.4
Urban Producers	8	6.6-9.7	9	7.4-10.9	12	10.3-13.9	6	4.7-7.7
Weathered Communities	7	5.4-9.0	6	4.4-8.0	9	7.5-10.8	6	4.7-7.7
Multicultural Centres	8	5.6-11.4	8	5.3-11.8	11	8.6-14.0	8	5.8-10.9
Disadvantaged Households	8	6.2-10.2	10	7.8-12.8	10	8.1-12.3	5	3.5-7.0
Urban Challenge	9	6.1-13.1	9	6.0-13.2	14	10.6-18.3	11	7.5-15.8
Pearson's Rho (P)	-0.014 (P=0.964)		0.122 (P=0.692)		-0.656 (P<0.05)		0.205 (P=0.501)	
FEMALES								
Mature Oaks	11	9.5-12.7	16	14.0-18.2	6	4.9-7.3	2	1.4-2.9
Blossoming Families	12	10.2-14.1	18	15.7-20.5	4	3.0-5.3	4	3.0-5.3
Country Orchards	14	11.5-17.0	13	10.6-15.9	8	6.1-10.4	2	1.2-3.2
Rooted Households	9	7.7-10.5	15	13.3-16.9	6	5.0-7.2	4	3.1-5.1
Senior Neighbourhoods	11	8.5-14.0	14	11.5-17.0	5	3.6-7.0	3	1.9-4.7
Suburban Stability	9	6.7-12.1	17	13.6-21.1	5	3.3-7.4	5	3.4-7.3
Qualified Metropolitans	10	8.7-11.4	18	16.2-19.9	4	3.3-4.9	4	3.2-5.0
New Starters	12	9.2-15.4	19	15.4-23.2	4	2.5-6.3	1	0.4-1.9
Urban Producers	10	8.6-11.6	18	16.0-20.2	4	3.1-5.1	3	2.2-4.0
Weathered Communities	9	7.4-10.9	15	13.0-17.3	6	4.6-7.7	3	2.2-4.1
Multicultural Centres	8	6.0-10.6	10	7.7-12.9	4	2.6-5.9	5	3.3-7.5
Disadvantaged Households	8	6.4-9.9	15	12.8-17.5	4	2.9-5.5	2	1.3-3.0
Urban Challenge	8	5.7-11.1	13	9.8-17.1	3	1.7-5.2	1	0.2-2.9
Pearson's Rho (P)	-0.707 (P<0.01)		-0.291 (P<0.334)		-0.589 (P<0.05)		-0.174 (P=0.570)	

Appendix 5: Alcohol-related concerns by Mosaic.

Classification	Children drinking in the streets/parks		The drunken behaviours of others		Avoid town at night due to others' drunkenness		Alcohol-related crime in my area	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	64.8	56.4-72.6	73.1	65.1-80.1	38.6	30.6-47.1	46.2	37.9-54.7
Career Professionals	71.6	67.9-75.1	73.9	70.3-77.3	37.2	33.4-41.1	54.3	50.3-58.2
Suburban Older Families	73.3	70.9-75.5	71.7	69.3-74.0	45.0	42.4-47.6	51.4	48.8-54.0
Independent Older People	76.2	71.9-80.1	76.4	72.2-80.4	47.2	42.4-52.1	58.0	53.2-62.7
Younger Families	75.8	72.8-78.6	71.2	68.0-74.1	42.6	39.3-45.9	56.3	53.0-59.6
Educated Young Single People	65.4	60.7-69.8	69.9	65.4-74.2	34.2	29.8-38.9	57.5	52.7-62.1
Inner City and Manufacturing Communities	71.3	69.1-73.4	68.8	66.6-71.0	44.2	41.8-46.6	57.1	54.7-59.4
Upwardly Mobile Families	74.1	69.8-78.0	69.0	64.6-73.2	44.4	39.8-49.1	57.9	53.2-62.4
Older People in Social housing	69.2	60.6-76.9	72.2	63.7-79.6	51.5	42.8-60.1	52.6	43.8-61.4
Low Income Families	71.4	66.9-75.6	68.6	64.0-72.9	47.9	43.1-52.7	59.3	54.5-63.9
Social Housing	59.6	54.1-65.0	63.9	58.4-69.0	40.7	35.3-46.2	56.6	51.1-62.0
Overall	71.0	69.9-72.0	70.1	69.1-71.1	42.8	41.6-43.9	55.0	53.9-56.2
Pearson's Rho (P)	-0.281 (P=0.402)		0.326 (P=0.277)		0.409 (P=0.212)		0.599 (P<0.05)	
FEMALES								
Rural Area Residents	71.5	66.0-76.6	71.9	66.4-76.9	44.9	39.1-50.8	44.4	38.6-50.3
Career Professionals	78.4	75.6-81.0	76.1	73.2-78.8	40.3	37.1-43.5	51.4	48.2-54.6
Suburban Older Families	80.3	78.7-81.9	75.9	74.2-77.6	47.2	45.2-49.2	56.2	54.2-58.2
Independent Older People	81.3	78.3-84.1	78.4	75.2-81.4	50.5	46.8-54.2	55.2	51.5-58.9
Younger Families	79.8	77.8-81.7	74.3	72.2-76.4	45.0	42.6-47.4	57.7	55.3-60.1
Educated Young Single People	68.6	64.9-72.2	67.9	64.1-71.5	31.9	28.3-35.6	54.8	50.9-58.7
Inner City and Manufacturing Communities	80.1	78.7-81.5	74.0	72.5-75.5	45.6	43.9-47.3	60.0	58.2-61.7
Upwardly Mobile Families	79.9	77.1-82.5	72.2	69.1-75.1	46.8	43.5-50.2	58.7	55.4-62.0
Older People in Social housing	78.6	73.0-83.5	74.2	68.3-79.5	50.2	43.9-56.5	54.8	48.4-61.0
Low Income Families	75.8	72.8-78.5	68.4	65.3-71.4	48.6	45.3-51.9	57.6	54.3-60.8
Social Housing	75.5	71.3-79.3	71.2	66.9-75.3	44.4	39.8-49.0	62.6	58.0-67.0
Overall	78.2	77.5-78.9	73.6	72.8-74.3	45.1	44.2-45.9	56.6	55.7-57.4
Pearson's Rho (P)	0.015 (P=0.965)		-0.489 (P=0.127)		0.190 (P=0.576)		0.759 (P<0.01)	

Appendix 5: Alcohol-related concerns by People and Places (P²).

Classification	Children drinking in the streets/parks		The drunken behaviours of others		Avoid town at night due to others' drunkenness		Alcohol-related crime in my area	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	72.4	69.3-75.3	72.1	69.0-75.0	37.9	34.7-41.2	52.6	49.2-55.9
Blossoming Families	75.6	71.6-79.3	71.1	66.9-75.1	42.5	38.1-46.9	54.6	50.1-59.1
Country Orchards	64.6	57.5-71.3	76.4	69.8-82.2	38.7	31.8-45.9	44.6	37.5-51.9
Rooted Households	72.5	70.0-74.9	71.2	68.7-73.7	44.4	41.7-47.1	53.4	50.6-56.1
Senior Neighbourhoods	75.1	70.6-79.3	73.6	69.1-77.9	44.7	39.8-49.7	54.7	49.7-59.6
Qualified Metropolitans	60.3	51.0-69.1	72.7	63.9-80.4	37.2	28.5-46.5	49.6	40.4-58.8
Suburban Stability	73.8	71.2-76.2	70.3	67.7-72.9	46.0	43.2-48.9	56.4	53.5-59.1
New Starters	63.5	59.1-67.7	64.9	60.6-69.0	33.9	29.8-38.2	53.1	48.6-57.5
Urban Producers	73.2	70.1-76.1	70.4	67.3-73.4	43.9	40.6-47.2	60.5	57.2-63.7
Weathered Communities	68.4	64.4-72.2	70.0	66.0-73.7	44.7	40.6-48.9	57.5	53.3-61.5
Multicultural Centres	66.4	60.3-72.1	65.6	59.5-71.4	45.4	39.3-51.7	53.1	46.8-59.2
Disadvantaged Households	69.2	63.9-74.2	66.0	60.6-71.2	47.9	42.3-53.4	60.9	55.4-66.3
Urban Challenge	64.2	58.6-69.4	65.1	59.6-70.3	39.9	34.5-45.6	56.9	51.3-62.4
Overall	71.0	69.9-72.0	70.1	69.1-71.1	42.8	41.6-43.9	55.0	53.9-56.2
Pearson's Rho (P)	-0.372 (P=0.211)		-0.768 (P<0.05)		0.318 (P=0.289)		0.585 (P<0.05)	
FEMALES								
Mature Oaks	77.5	75.3-79.6	75.1	72.8-77.3	41.9	39.4-44.5	50.7	48.1-53.3
Blossoming Families	79.1	76.2-81.8	73.4	70.3-76.4	44.9	41.5-48.4	55.8	52.3-59.2
Country Orchards	74.1	69.5-78.4	73.6	69.0-77.9	45.8	40.9-50.9	44.0	39.0-49.0
Rooted Households	80.4	78.8-82.0	74.9	73.1-76.6	45.3	43.3-47.3	55.4	53.4-57.3
Senior Neighbourhoods	79.9	76.3-83.1	76.9	73.2-80.3	50.1	45.9-54.2	56.3	52.1-60.3
Qualified Metropolitans	67.8	60.4-74.6	65.5	58.0-72.5	29.0	22.4-36.3	53.1	45.5-60.6
Suburban Stability	79.8	78.1-81.4	74.9	73.1-76.7	46.7	44.7-48.7	59.7	57.7-61.7
New Starters	70.5	66.9-74.0	71.9	68.3-75.4	36.4	32.7-40.2	56.0	52.0-59.8
Urban Producers	80.6	78.7-82.4	72.9	70.8-75.0	44.7	42.4-47.0	60.7	58.4-62.9
Weathered Communities	79.5	76.9-81.9	73.7	70.9-76.4	48.0	44.9-51.1	60.9	57.9-63.9
Multicultural Centres	68.9	63.3-74.1	71.2	65.7-76.2	49.2	43.4-54.9	55.5	49.7-61.2
Disadvantaged Households	76.4	72.8-79.7	67.2	63.3-70.9	49.8	45.7-53.8	58.8	54.8-62.7
Urban Challenge	75.1	70.2-79.5	69.4	64.3-74.2	44.9	39.6-50.3	60.1	54.7-65.2
Overall	78.2	77.5-78.9	73.6	72.8-74.3	45.1	44.2-45.9	56.6	55.7-57.4
Pearson's Rho (P)	-0.223 (P=0.463)		-0.521 (P=0.068)		0.222 (P=0.490)		0.601 (P<0.05)	

Appendix 6: Alcohol-related health beliefs by Mosaic.

Classification	Red wine can prevent heart attacks		The health risks are exaggerated		I don't know enough about the health risks	
	%	95% CI	%	95% CI	%	95% CI
MALES						
Rural Area Residents	47.6	39.2-56.0	10.3	5.9-16.5	6.2	2.9-11.5
Career Professionals	48.4	44.5-52.4	8.9	6.8-11.4	4.6	3.1-6.5
Suburban Older Families	46.1	43.5-48.7	10.6	9.0-12.3	6.2	5.0-7.6
Independent Older People	46.1	41.3-50.9	6.5	4.3-9.2	5.5	3.6-8.2
Younger Families	43.0	39.7-46.4	11.1	9.1-13.3	9.0	7.2-11.1
Educated Young Single People	50.0	45.2-54.8	12.7	9.7-16.1	9.0	6.5-12.1
Inner City and Manufacturing Communities	38.7	36.4-41.0	13.0	11.4-14.7	8.4	7.1-9.8
Upwardly Mobile Families	41.8	37.3-46.4	13.1	10.2-16.6	10.6	7.9-13.7
Older People in Social housing	42.6	34.2-51.4	14.0	8.6-21.0	6.0	2.6-11.5
Low Income Families	31.9	27.5-36.5	15.4	12.2-19.2	11.0	8.2-14.3
Social Housing	35.5	30.4-41.0	12.0	8.7-16.1	8.4	5.7-12.0
Overall	42.8	41.7-44.0	11.8	11.0-12.5	8.0	7.4-8.7
Pearson's Rho (P)	-0.802 (P<0.01)		0.724 (P=0.12)		0.645 (P<0.05)	
FEMALES						
Rural Area Residents	50.3	44.5-56.2	4.4	2.3-7.5	4.4	2.4-7.4
Career Professionals	47.9	44.7-51.2	5.9	4.5-7.6	5.8	4.4-7.5
Suburban Older Families	47.5	45.5-49.5	4.5	3.7-5.43	6.5	5.6-7.6
Independent Older People	44.7	41.0-48.4	5.7	4.1-7.6	5.7	4.1-7.6
Younger Families	43.3	40.9-45.6	5.9	4.9-7.2	5.6	4.5-6.8
Educated Young Single People	45.6	41.7-49.5	5.0	3.4-7.0	8.1	6.1-10.5
Inner City and Manufacturing Communities	39.4	37.7-41.1	6.4	5.6-7.3	6.6	5.7-7.5
Upwardly Mobile Families	37.2	34.0-40.5	5.8	4.3-7.5	7.7	6.0-9.7
Older People in Social housing	42.3	36.1-48.5	7.1	4.2-11.1	6.3	3.7-10.1
Low Income Families	32.9	29.8-36.1	6.8	5.3-8.7	8.4	6.6-10.4
Social Housing	36.1	31.7-40.6	6.6	4.5-9.2	10.8	8.1-13.9
Overall	42.3	41.4-43.1	5.8	5.44-6.2	6.8	6.3-7.2
Pearson's Rho (P)	-0.910 (P<0.001)		0.779 (P<0.01)		0.805 (P<0.01)	

Appendix 6: Alcohol-related health beliefs by People and Places (P²).

Classification	Red wine can prevent heart attacks		The health risks are exaggerated		I don't know enough about the health risks	
	%	95% CI	%	95% CI	%	95% CI
MALES						
Mature Oaks	48.6	45.2-51.9	9.7	7.8-11.8	6.2	4.7-8.0
Blossoming Families	43.7	39.2-48.2	8.7	6.3-11.5	8.3	6.0-11.0
Country Orchards	49.5	42.2-56.7	10.8	6.8-16.1	6.2	3.2-10.5
Rooted Households	47.6	44.9-50.4	11.4	9.8-13.3	6.7	5.4-8.1
Senior Neighbourhoods	46.4	41.5-51.4	8.1	5.6-11.2	4.9	3.0-7.5
Qualified Metropolitans	43.8	34.8-53.1	17.4	11.0-25.4	9.9	5.2-16.8
Suburban Stability	42.1	39.3-44.9	13.3	11.5-15.4	7.1	5.7-8.6
New Starters	47.0	42.6-51.5	13.2	10.4-16.4	9.3	6.9-12.1
Urban Producers	37.4	34.2-40.6	12.1	10.1-14.4	10.7	8.7-12.9
Weathered Communities	37.3	33.4-41.4	12.6	10.0-15.6	10.2	7.9-13.0
Multicultural Centres	37.4	31.5-43.6	10.7	7.2-15.1	13.0	9.1-17.7
Disadvantaged Households	32.1	27.1-37.5	14.0	10.5-18.3	8.3	5.6-11.9
Urban Challenge	32.7	27.6-38.2	16.0	12.2-20.5	8.5	5.7-12.1
Overall	42.8	41.7-44.0	11.8	11.0-12.5	8.0	7.4-8.7
Pearson's Rho (P)	-0.802 (P<0.05)		0.724 (P=0.05)		0.645 (P<0.05)	
FEMALES						
Mature Oaks	49.2	46.6-51.8	4.8	3.7-6.0	6.0	4.9-7.4
Blossoming Families	41.9	38.6-45.4	5.0	3.6-6.7	5.4	3.9-7.1
Country Orchards	43.6	38.6-48.6	5.5	3.5-8.3	5.0	3.1-7.7
Rooted Households	45.9	43.9-47.9	5.4	4.5-6.4	6.6	5.6-7.6
Senior Neighbourhoods	48.4	44.2-52.5	4.5	3.0-6.6	5.2	3.5-7.4
Qualified Metropolitans	42.0	34.7-49.7	5.7	2.8-10.2	10.2	6.1-15.6
Suburban Stability	41.6	39.6-43.6	5.9	5.0-6.9	7.0	6.0-8.1
New Starters	44.3	40.4-48.2	5.1	3.5-7.1	6.4	4.6-8.5
Urban Producers	38.3	36.0-40.6	7.2	6.1-8.5	7.0	5.8-8.2
Weathered Communities	38.0	35.0-41.0	6.3	4.9-7.9	7.5	6.0-9.3
Multicultural Centres	37.7	32.2-43.4	5.6	3.3-8.8	8.9	6.0-12.7
Disadvantaged Households	34.6	30.9-38.6	7.7	5.7-10.1	10.7	8.3-13.4
Urban Challenge	31.3	26.4-36.4	5.7	3.5-8.7	5.7	3.5-8.6
Overall	42.3	41.4-43.1	5.8	5.4-6.2	6.8	6.3-7.2
Pearson's Rho (P)	-0.857 (P<0.001)		0.632 (P<0.05)		0.497 (P=0.084)	

Appendix 7: Alcohol and weight related concerns and beliefs by Mosaic.

Classification	Most of the time I'm trying to lose weight		I am often on a diet		More calories in a bottle of red wine than a Mars		Drinking alcohol makes me put on weight	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Rural Area Residents	20	16.0-24.7	10	7.0-14.1	46.9	38.5-55.4	43.8	35.5-52.3
Career Professionals	22	19.6-24.6	5	3.8-6.5	43.8	39.9-47.8	45.1	41.1-49.1
Suburban Older Families	18	16.6-19.5	6	5.2-6.9	37.8	35.3-40.4	38.5	36.0-41.1
Independent Older People	20	17.4-22.9	7	5.5-8.8	36.6	32.0-41.3	34.0	29.6-38.7
Younger Families	18	16.1-20.1	8	6.6-9.7	41.8	38.5-45.1	41.5	38.2-44.8
Educated Young Single People	20	16.4-24.1	6	4.2-8.5	47.3	42.5-52.1	45.5	40.8-50.3
Inner City and Manufacturing Communities	20	18.3-21.8	9	7.8-10.4	35.6	33.4-37.9	36.0	33.7-38.3
Upwardly Mobile Families	20	18.1-22.0	8	6.7-9.5	33.8	29.5-38.3	38.7	34.2-43.3
Older People in Social housing	23	19.2-27.3	10	7.2-13.7	25.7	18.6-33.9	33.1	25.1-41.8
Low Income Families	18	15.9-20.4	8	6.5-9.9	27.0	22.8-31.4	34.9	30.4-39.5
Social Housing	16	13.2-19.3	3	2.1-4.3	33.1	28.1-38.5	36.7	31.5-42.2
Overall	N/A	N/A	N/A	N/A	37.5	36.4-38.7	38.7	37.6-39.8
Pearson's Rho (P)	0.222 (P=0.467)		0.400 (P=0.176)		-0.760 (P<0.01)		-0.660 (P<0.05)	
FEMALES								
Rural Area Residents	43	38.2-48.0	18	14.8-21.8	52.7	46.8-58.5	48.8	43.0-54.7
Career Professionals	35	32.2-37.9	15	13.1-17.2	54.0	50.7-57.2	46.7	43.5-49.9
Suburban Older Families	38	36.0-40.0	20	18.4-21.7	49.2	47.2-51.2	42.6	40.6-44.6
Independent Older People	32	28.9-35.3	16	13.6-18.7	47.9	44.2-51.6	39.1	35.6-42.7
Younger Families	41	38.6-43.5	21	19.1-23.0	49.9	47.5-52.3	47.5	45.1-49.9
Educated Young Single People	26	22.5-29.8	14	11.2-17.3	57.9	53.9-61.7	50.4	46.4-54.3
Inner City and Manufacturing Communities	37	35.1-38.9	18	16.6-19.5	47.6	45.9-49.3	43.8	42.1-45.5
Upwardly Mobile Families	41	38.8-43.2	24	22.1-26.0	45.6	42.3-49.0	42.2	38.9-45.5
Older People in Social housing	33	28.6-37.7	18	14.7-21.9	41.5	35.4-47.8	34.5	28.7-40.7
Low Income Families	38	35.2-40.8	17	15.1-19.1	37.7	34.5-40.9	38.0	34.8-41.2
Social Housing	36	32.2-40.0	21	17.8-24.6	43.5	39.0-48.1	42.1	37.6-46.7
Overall	N/A	N/A	N/A	N/A	48.1	47.2-49.0	43.6	42.8-44.5
Pearson's Rho (P)	-0.150 (P=0.660)		0.307 (P=0.358)		-0.735 (P<0.01)		-0.559 (P=0.074)	

Appendix 7: Alcohol and weight related concerns and beliefs by People and Places (P²).

Classification	Most of the time I'm trying to lose weight		I am often on a diet		More calories in a bottle of red wine than a Mars		Drinking alcohol makes me put on weight	
	%	95% CI	%	95% CI	%	95% CI	%	95% CI
MALES								
Mature Oaks	19	17.1-21.1	6	4.9-7.4	46.1	42.3-49.0	43.8	40.2-46.9
Blossoming Families	21	18.6-23.6	7	5.6-8.8	42.5	37.9-46.7	44.3	39.7-48.7
Country Orchards	23	19.6-26.8	7	5.0-9.7	42.5	35.2-49.6	38.5	32.3-46.4
Rooted Households	17	15.4-18.7	6	5.0-7.1	38.7	35.8-41.1	40.5	37.7-43.0
Senior Neighbourhoods	19	16.2-22.1	8	6.2-10.3	35.2	30.7-40.2	32.0	27.0-36.3
Qualified Metropolitans	21	17.0-25.6	3	1.8-4.8	50.0	40.4-58.8	47.2	37.2-55.6
Suburban Stability	18	16.3-19.8	9	7.8-10.4	36.1	33.9-39.3	38.2	35.6-41.1
New Starters	20	16.4-24.2	6	4.2-8.6	45.1	40.3-49.1	44.7	39.2-48.0
Urban Producers	22	19.8-24.4	9	7.4-10.9	34.3	31.1-37.5	37.6	34.3-40.8
Weathered Communities	17	15.0-19.3	5	4.0-6.3	36.7	33.4-41.4	34.8	31.8-39.8
Multicultural Centres	17	14.1-20.4	5	3.5-7.0	28.3	23.7-35.1	33.7	30.1-42.0
Disadvantaged Households	22	19.1-25.2	10	7.8-12.7	24.7	20.1-29.7	30.3	25.0-35.2
Urban Challenge	26	21.3-31.3	12	8.5-16.7	26.4	21.6-31.6	31.1	26.1-36.5
Overall	38.9	37.8-40.0	N/A	N/A	37.5	36.4-38.6	38.7	37.6-39.8
Pearson's Rho (P)	0.222 (P=0.467)		0.400 (P=0.176)		-0.760 (P<0.01)		-0.660 (P>0.05)	
FEMALES								
Mature Oaks	35	32.6-37.5	17	15.2-19.0	55.0	52.2-57.4	47.0	44.5-49.7
Blossoming Families	39	36.2-41.8	20	17.8-22.4	50.6	48.0-54.9	47.9	44.8-51.7
Country Orchards	38	34.4-41.7	15	12.8-17.6	50.7	45.6-55.7	43.7	39.0-49.0
Rooted Households	40	37.7-42.3	22	20.1-24.0	48.7	46.8-50.8	43.6	41.6-45.5
Senior Neighbourhoods	37	33.3-40.9	20	17.0-23.4	49.0	45.1-53.4	41.0	36.9-45.1
Qualified Metropolitans	29	25.1-33.2	10	7.8-12.8	59.4	53.2-68.1	49.1	42.7-57.9
Suburban Stability	40	37.9-42.2	20	18.4-21.8	46.1	44.4-48.4	43.7	41.9-45.9
New Starters	33	29.0-37.2	14	11.4-17.1	54.4	50.2-58.1	47.2	43.5-51.4
Urban Producers	39	36.6-41.4	19	17.2-20.9	45.9	43.5-48.2	42.0	39.6-44.2
Weathered Communities	38	35.2-40.9	25	22.4-27.8	45.0	42.2-48.4	42.3	39.6-45.7
Multicultural Centres	29	25.5-32.8	16	13.0-19.5	48.8	42.5-54.0	43.8	37.4-48.8
Disadvantaged Households	38	35.0-41.1	19	16.8-21.5	38.5	34.8-42.7	39.2	35.3-43.3
Urban Challenge	33	28.4-38.0	15	12.0-18.5	40.7	35.6-46.1	38.0	32.9-43.3
Overall	43.9	43.0-44.7	N/A	N/A	48.1	47.2-49.0	43.8	43.0-44.7
Pearson's Rho (P)	-0.282 (P=0.351)		-0.011 (P=0.972)		-0.661 (P<0.05)		-0.644 (P<0.05)	

Appendix 8: Self-efficacy by Mosaic and People and Places (P²).

Mosaic Classification	There's little I can do to change my life		People and Places Classification	There's little I can do to change my life	
	%	95% CI		%	95% CI
MALES					
Rural Area Residents	6	2.4-10.4	Mature Oaks	10	8.7-11.4
Career Professionals	15	13.9-16.3	Blossoming Families	11	9.4-12.9
Suburban Older Families	15	13.8-16.3	Country Orchards	15	12.2-18.3
Independent Older People	19	16.5-21.8	Rooted Households	12	10.7-13.4
Younger Families	10	8.6-11.7	Senior Neighbourhoods	15	12.7-17.7
Educated Young Single People	7	5.3-9.2	Qualified Metropolitans	7	5.3-9.3
Inner City and Manufacturing Communities	14	12.7-15.4	Suburban Stability	16	14.5-17.6
Upwardly Mobile Families	16	14.5-17.6	New Starters	12	9.4-15.2
Older People in Social housing	22	18.3-26.3	Urban Producers	15	13.5-16.7
Low Income Families	20	17.8-22.4	Weathered Communities	18	15.8-20.4
Social Housing	19	16.0-22.4	Multicultural Centres	18	15.0-21.4
Pearson's Rho (P)	0.763 (P<0.01)		Disadvantaged Households	20	17.3-23.0
			Urban Challenge	21	17.4-25.1
			Pearson's Rho (P)		0.763 (P>0.01)
FEMALES					
Rural Area Residents	7	4.8-9.7	Mature Oaks	11	9.5-12.7
Career Professionals	10	8.7-11.5	Blossoming Families	10	8.5-11.7
Suburban Older Families	14	12.7-15.4	Country Orchards	11	9.1-13.2
Independent Older People	21	18.2-24.1	Rooted Households	12	10.7-13.5
Younger Families	9	7.7-10.4	Senior Neighbourhoods	18	15.1-21.3
Educated Young Single People	8	6.2-10.2	Qualified Metropolitans	9	6.9-11.6
Inner City and Manufacturing Communities	15	13.6-16.5	Suburban Stability	15	13.6-16.6
Upwardly Mobile Families	20	18.4-21.7	New Starters	12	9.5-15.0
Older People in Social housing	19	16.0-22.4	Urban Producers	19	17.2-21.0
Low Income Families	20	17.8-22.4	Weathered Communities	21	18.8-23.4
Social Housing	15	12.5-17.8	Multicultural Centres	15	12.4-18.0
Pearson's Rho (P)	0.572 (P=0.066)		Disadvantaged Households	17	14.9-19.3
			Urban Challenge	19	15.6-22.9
			Pearson's Rho (P)		0.706 (P<0.01)

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