



Little  
Black  
Book.

ALCOHOL  
EDITION

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# Method- ology

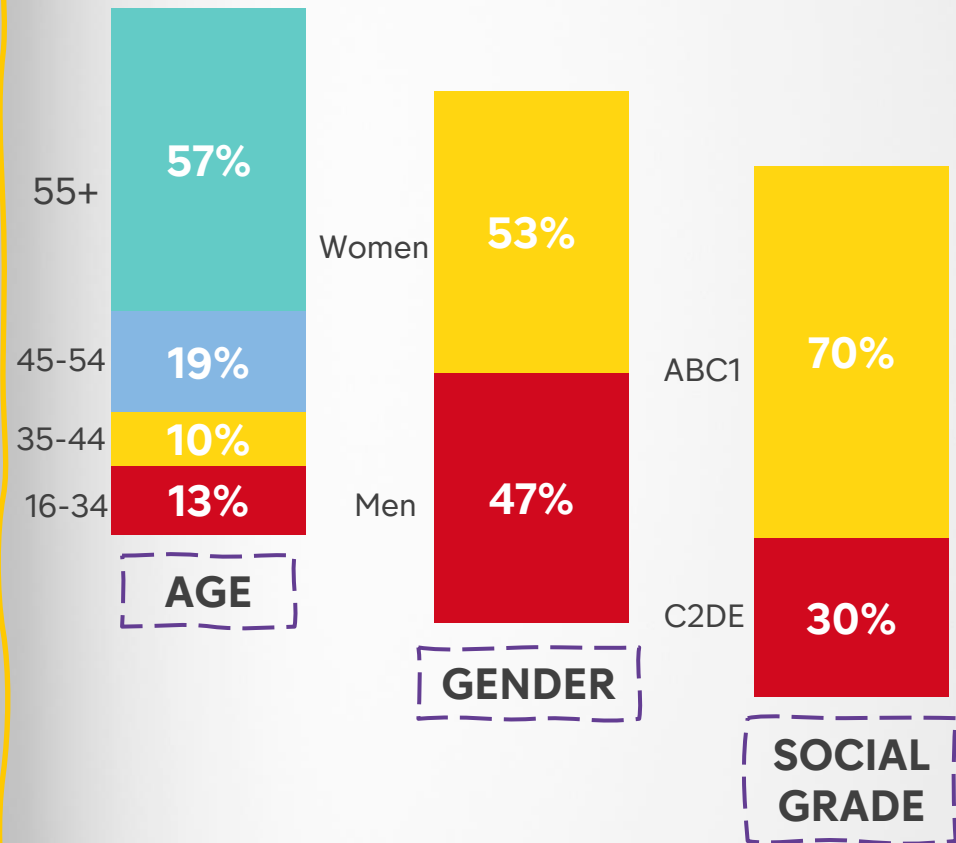


## Methodology: What we did...

We sent a survey to our **Core4** community, which is made up of a subset of our All 4 registered viewers and **4Youth**, our community of 16-24s. In total **we collected 1,247 responses.**

Respondents were asked questions about their **drinking habits**, alcohol **criteria of choice**, **gifting** and the relationship between **alcohol and media.**

Our sample skews slightly older, more upmarket and more female



# Drinking Habits

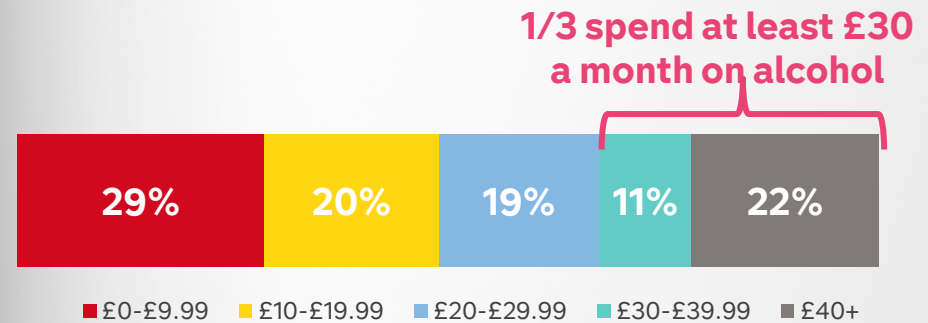


# 58% of respondents drink alcohol at least once a week

## How often do you drink?

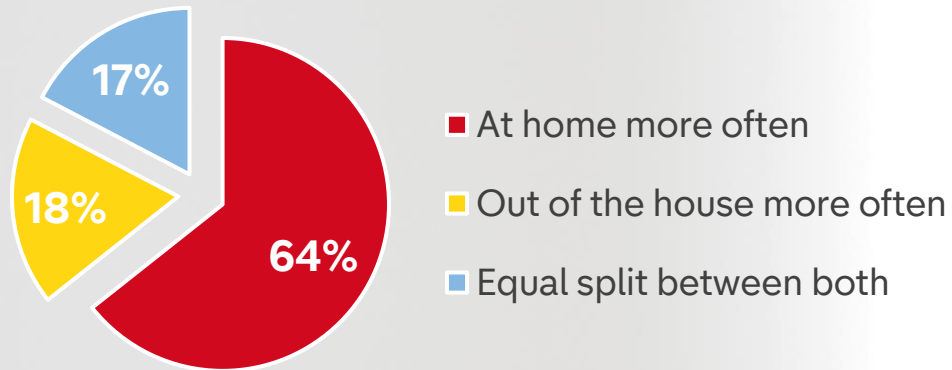


## Average monthly alcohol spend:



## The majority of respondents do most of their drinking at home

### Where does most of your drinking take place?



**16-34s** are **+56% more likely** to say that they drink out of the house most often. And **65%** agree “**drinking is about the social aspect**” vs. 57% of all adults.



**71%** of **55+** drink at home most often

## Which of the following events are occasions that you'd likely choose to drink alcohol at?



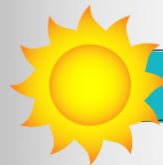
Celebrations e.g. birthdays **76%**

**74%** Eating at a restaurant



Social occasions **73%**

Meeting friends/family **66%**



Sunny weather **36%**

Watching live music **26%**



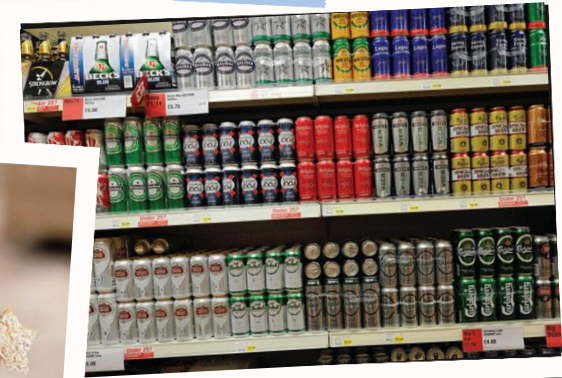
Ordering a takeaway **22%**

Watching sport at home **18%**



## When it comes to criteria of choice Price, Quality & Brand are top

When you buy alcohol, which of the following  
criteria do you look out for?



16-34s are becoming more eco conscious in  
their buying habits:

9% named **organic** (+50% vs all adults sample)

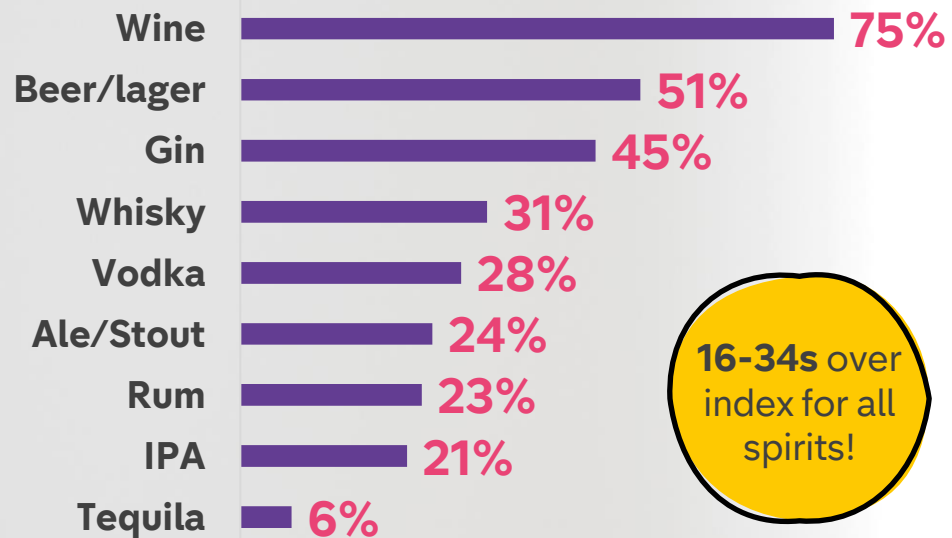
12% names **vegan** (+200% vs all adults sample)

But overall **price** is the overriding consideration  
for 16-34s with 83% selecting it



## Amongst respondents Wine, Beer and Gin are the most popular types of alcohol

### Which of these types of alcohol do you drink?



16-34s over index for all spirits!

### 16-34s drink the widest variety of alcohol types:

83% of 16-34s "I enjoy trying new drinks" (54% of all ads)

77% of 16-34s "I like to try different alcoholic brands" (56% for all ads)

## 62% agree I notice the difference between alcohol brands

When asked about their favourite brand, the most commonly mentioned brands were spirit and beer/lager brands.

### Most mentioned brands:



# Low/No Alcohol Options



## 55% of respondents are willing to drink low/no alcohol drinks

### How do you feel about your current level of alcohol consumption?



### Brands that stand out to respondents for having no/low alcohol options:

- Prosecco/ Nosecco
- Heineken
- Becks
- BrewDog
- Guinness

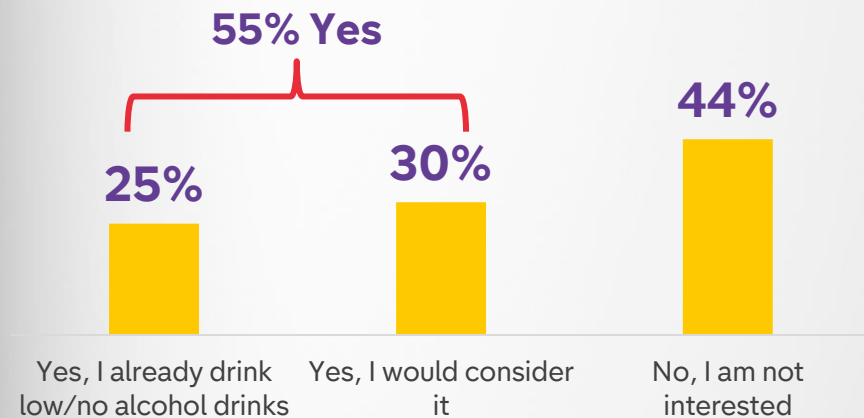


The majority of adults are happy with their current alcohol consumption, however **55%** are still open to trying or already drink low/no alcohol drinks.

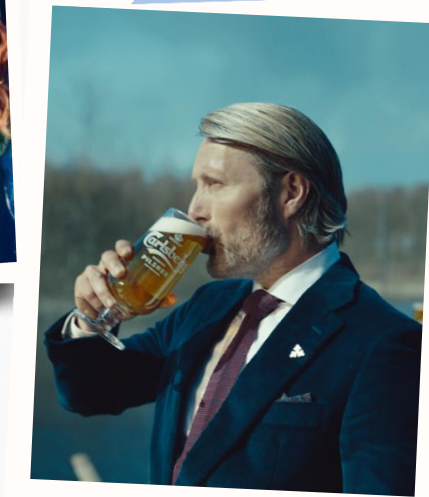
Interestingly, **16-34s** are the most likely group (**62%**) to say that they already drink or would consider drinking low/no alcohol drinks.

**60%** of **women** would consider vs. **50%** of **men**

### Would you consider looking to drink non or low alcohol alternatives?



# Alcohol & the Media



## Alcohol is a part of the TV viewing experience for many adults

**72%** say that they drink alcohol whilst watch TV – with **19%** saying they do so **regularly**

**89%** of those that drink whilst watching TV say they do so between **7-10pm** and the most popular genres to watch whilst drinking are:

- Films **70%**
- Drams **62%**
- Comedy **39%**
- Live Sport **28%**
- Documentaries **28%**

**34%** agree *“Alcohol and watching sports on TV go hand in hand”*

**24%** agree *“I often notice what people are drinking in TV shows”*

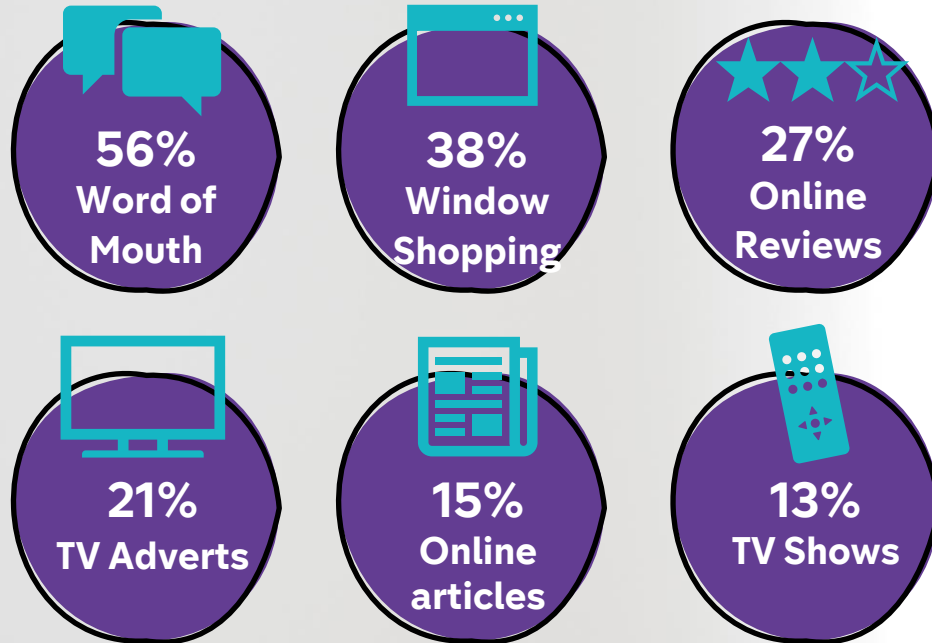
**13%** agree *“When I see people drinking on TV it makes me want one!”*



## 1 in 5 list TV advertisements as a key source of alcohol inspiration

When looking for alcohol inspo, how important would you rate the following sourced?

% rated important



34% of 16-34s look to TV adverts for alcohol inspo!

Respondents felt that TV is a great place to find **new brands** and see the **latest offers**. In terms of programming, food and drink related content helps viewers to come up with new drink ideas. **Sunday Brunch** on Channel 4 got several mentions!



*"I often find the drinks on **Sunday brunch** interesting and inspiring as many of them I have not heard of before, and I have bought alcohol on the strength of these reviews."*

*"**Morrisons** have a TV advertising at the moment telling me you can buy litre bottles of vodka for £15 otherwise I wouldn't see that offer"*

## 30% can recall an alcohol advertisement they've seen on TV

Can you recall any alcohol related TV adverts you've seen? If so please share details and what, if anything, made it stand out.



"Been a while but the **Guinness** surfer advert is one of the greatest adverts of all time."

"**Guinness** adverts with brilliant cinematography."

"Some of the older ones with humour stand out the most (e.g. **John Smiths**)."

"**Coors** before C4 comedies"

"**Carlsberg** 'if Carlsberg had team talks'"

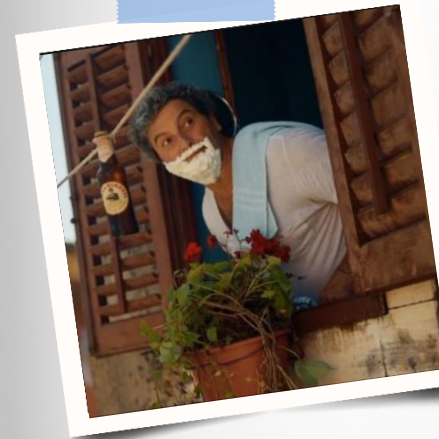
"**Bacardi** ad because of the fun party atmosphere"

"**Haig Whisky** - unusual brand and bottle shape / colour"

"The ads for **Baileys** make me feel Christmas spirit"



"**Carlsberg** - Repeated use of "We don't do...but if we did, they'd probably be the best in the world."



"**Birra Moretti** where the bottle is based around and travels through the small Italian village"

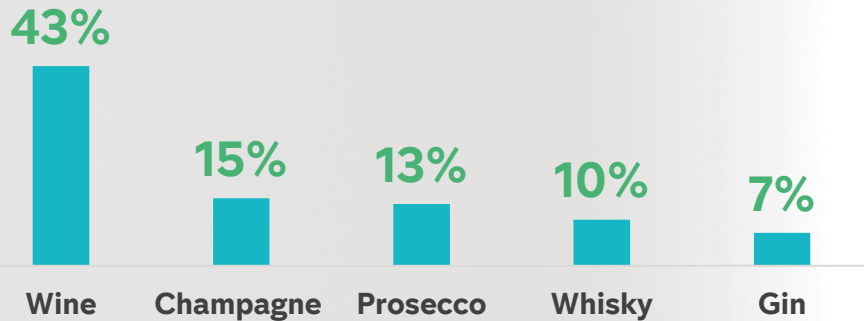
# Gifting Alcohol





## Respondents across all ages are most likely to gift wine out of all alcohol options

### Which type of alcohol are you most likely to gift someone?



The most gifted alcohol amongst respondents is Wine (43%), followed by Champagne (15%) and Prosecco (13%). The most popular occasions to gift someone alcohol are Christmas (80%) and Birthdays (75%).

### Thinking about gifting, which occasions would you gift someone alcohol?

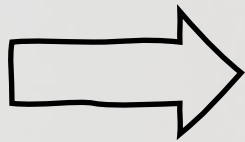


## Respondents tend to pick Wine, Prosecco & Gin for female recipients

Which type(s) of alcohol are you most likely gift to each person?



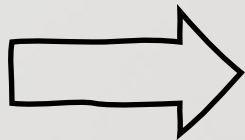
Dad



17% Whisky  
16% Beer  
9% Wine



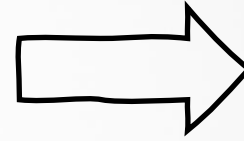
Mum



20% Wine  
12% Prosecco  
10% Gin



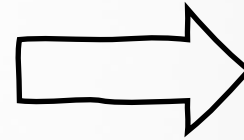
Partner



18% Wine  
12% Beer  
12% Gin



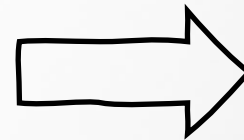
Brother



18% Beer  
10% Wine  
9% Whisky



Sister



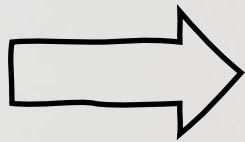
21% Wine  
12% Prosecco  
12% Gin

Overall, respondents are more likely to gift alcohol to friends and colleagues rather than family

Which type(s) of alcohol are you most likely gift to each person?



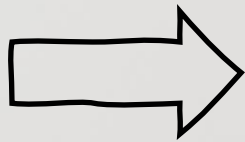
Friend



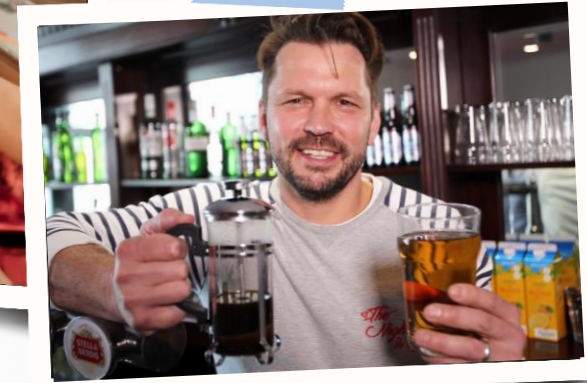
49% Wine  
24% Prosecco  
17% Gin



Acquaintance /  
Colleague



48% Wine  
15% Prosecco  
8% Beer



51% of all respondents agree "I like to receive alcohol as a gift"

60% for 16-34s!

# Our Channels



# Channel 4

## Drinking Habits:

**59%**

Drink at least once a week

**23%**

Spend £40+ on alcohol monthly

**67%**

Do most their drinking at home

## Low/No Alcohol:

**14%**

Want to drink less alcohol

**55%**

Already drink or would consider low/no alcohol

## Alcohol & the Media:

**73%**

Drink whilst watching TV

**22%**

TV adverts are an important source of inspo

## % Agree

**56%**



I like to try different alcoholic brands

**50%**



I like to receive alcohol as a gift

**46%**



Alcohol is an important part of a celebration

**35%**



I notice new drinks advertised on TV

**34%**



Alcohol and watching sports on TV go hand in hand

**24%**



Channel 4 is a good match for alcohol brands



# E4

## Drinking Habits:

**54%**

Drink at least once a week

**22%**

Spend £40+ on alcohol monthly

**66%**

Do most their drinking at home

## Low/No Alcohol:

**13%**

Want to drink less alcohol

**54%**

Already drink or would consider low/no alcohol

## Alcohol & the Media:

**73%**

Drink whilst watching TV

**27%**

TV adverts are an important source of inspo

## % Agree

**62%**



I like to try different alcoholic brands

**53%**



I like to receive alcohol as a gift

**46%**



Alcohol is an important part of a celebration

**41%**



I notice new drinks advertised on TV

**39%**



Alcohol and watching sports on TV go hand in hand

**30%**



Channel 4 is a good match for alcohol brands



# More4

## Drinking Habits:

**60%**

Drink at least once a week

**23%**

Spend £40+ on alcohol monthly

**70%**

Do most their drinking at home

## Low/No Alcohol:

**14%**

Want to drink less alcohol

**51%**

Already drink or would consider low/no alcohol

## Alcohol & the Media:

**75%**

Drink whilst watching TV

**25%**

TV adverts are an important source of inspo

## % Agree

**58%**

I like to try different alcoholic brands

**50%**

I like to receive alcohol as a gift

**47%**

Alcohol is an important part of a celebration

**39%**

I notice new drinks advertised on TV

**36%**

Alcohol and watching sports on TV go hand in hand

**24%**

Channel 4 is a good match for alcohol brands



# Film4

## Drinking Habits:

**60%**

Drink at least once a week

**25%**

Spend £40+ on alcohol monthly

**70%**

Do most their drinking at home

## Low/No Alcohol:

**13%**

Want to drink less alcohol

**51%**

Already drink or would consider low/no alcohol

## Alcohol & the Media:

**76%**

Drink whilst watching TV

**26%**

TV adverts are an important source of inspo

## % Agree

**58%**

I like to try different alcoholic brands

**48%**

I like to receive alcohol as a gift

**44%**

Alcohol is an important part of a celebration

**38%**

I notice new drinks advertised on TV

**38%**

Alcohol and watching sports on TV go hand in hand

**27%**

Channel 4 is a good match for alcohol brands





# ABC1 Adults

## Drinking Habits:

**62%**

Drink at least once a week

**24%**

Spend £40+ on alcohol monthly

**63%**

Do most their drinking at home

## Low/No Alcohol:

**14%**

Want to drink less alcohol

**58%**

Already drink or would consider low/no alcohol

## Alcohol & the Media:

**74%**

Drink whilst watching TV

**20%**

TV adverts are an important source of inspo

## % Agree

**57%**

I like to try different alcoholic brands

**53%**

I like to receive alcohol as a gift

**46%**

Alcohol is an important part of a celebration

**35%**

I notice new drinks advertised on TV

**36%**

Alcohol and watching sports on TV go hand in hand

**25%**

Channel 4 is a good match for alcohol brands