

Are you currently trying to lose weight through a diet or would you like to lose weight through a diet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL
Base: All Respondents	
Unweighted Base	1057
Weighted Base	1000
Yes, currently trying	143 14%
Yes, would like to	117 12%
No	738 74%
Don't know/Refused	2 0

And specifically, are you cutting/did you cut back on: Alcoholic beverages, such as vodka, scotch, rye or rum?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL
Base: Respondents who tried/Trying to consume less carbohydrates	
Unweighted Base	563
Weighted Base	539
Yes	182 34%
No	341 63%
Don't know/Refused	16 3%

I am now going to read a number of statements. For each one please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with it: I find that not being able to consume alcohol beverages because of carbs is frustrating?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL
Base: All Respondents	
Unweighted Base	1057
Weighted Base	1000
Strongly agree	95 9%
Somewhat agree	134 13%
Somewhat disagree	210 21%
Strongly disagree	509 51%
Don't know/Refused	52 5%
TOPBOX & LOWBOX SUMMARY	
Agree (Top2Box)	229 23%
Disagree (Low2Box)	719 72%

How likely would you be to buy an alcoholic beverage that had ZERO carbs ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL
Base: All Respondents	
Unweighted Base	1057
Weighted Base	1000
Definitely buy it	45 4%
Probably buy it	181 18%
Probably not buy it	205 20%
Definitely not buy it	262 26%
Not sure	289 29%
Don't know/Refused	19 2%
TOPBOX & LOWBOX SUMMARY	
Definitely/Probably (Top2Box)	225 23%
Probably not/Definitely not (Low2Box)	466 47%