

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 1
Age
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
16 - 18	347	347	-	-	76	271	173	174	313	12	17	5	176	117	50	4	30	19	35	29	35	26	25	21	32	54	38	3
	34%	100%	-	-	16%	50%	35%	33%	42%	7%	28%	11%	31%	38%	44%	18%	39%	41%	34%	34%	38%	36%	48%	27%	24%	34%	41%	10%
19 - 21	338	-	338	-	161	177	163	175	294	25	13	6	198	98	31	11	25	18	30	23	33	29	19	14	50	54	32	11
	33%	-	100%	-	33%	33%	33%	40%	14%	22%	13%	34%	32%	27%	50%	33%	39%	29%	27%	35%	40%	37%	18%	37%	34%	34%	38%	
22 - 24	338	-	-	338	249	89	162	176	132	140	30	36	203	96	32	7	21	9	39	34	25	18	8	42	54	50	23	15
	33%	-	-	100%	51%	17%	33%	34%	18%	79%	50%	77%	35%	31%	28%	32%	28%	20%	38%	40%	27%	25%	15%	55%	40%	32%	25%	52%
Mean	20.20	17.96	19.87	22.83	21.07	19.41	20.13	20.26	19.53	22.31	20.85	22.02	20.35	20.04	19.84	20.36	19.99	19.54	20.26	20.44	19.99	19.96	19.31	21.05	20.69	20.13	19.71	21.14
Standard deviation	2.11	0.22	0.80	0.82	2.02	1.87	2.10	2.13	1.80	1.62	2.18	1.73	2.11	2.09	2.14	2.06	2.18	1.66	2.06	2.20	2.11	2.07	1.70	2.31	2.10	2.11	1.96	1.94
Standard error	0.07	0.01	0.04	0.04	0.09	0.08	0.09	0.09	0.07	0.12	0.28	0.25	0.09	0.12	0.20	0.44	0.25	0.24	0.20	0.24	0.22	0.24	0.24	0.26	0.18	0.17	0.20	0.36

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 1
Age
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
16 - 18	347	14	13	15	15	8	9	20	21	17	31	17	5	3	8	65	10	19	8	14	3	32
	34%	50%	31%	41%	30%	62%	33%	26%	51%	32%	37%	46%	38%	14%	40%	28%	30%	35%	44%	44%	10%	40%
19 - 21	338	7	16	15	12	3	8	28	8	22	30	4	3	8	3	78	14	21	7	11	12	28
	33%	25%	38%	41%	24%	23%	30%	36%	20%	42%	36%	11%	23%	38%	15%	33%	42%	39%	39%	34%	40%	35%
22 - 24	338	7	13	7	23	2	10	29	12	14	22	16	5	10	9	90	9	14	3	7	15	21
	33%	25%	31%	19%	46%	15%	37%	38%	29%	26%	27%	43%	38%	48%	45%	39%	27%	26%	17%	22%	50%	26%
Mean	20.20	19.54	20.33	19.59	20.66	19.15	20.41	20.36	19.73	20.04	20.02	20.22	20.15	21.00	20.40	20.56	20.06	19.83	19.28	19.66	21.10	19.91
Standard deviation	2.11	2.05	2.23	1.67	2.21	1.68	2.32	1.91	2.17	1.99	2.15	2.39	2.38	1.82	2.41	2.15	2.00	1.99	1.53	1.93	1.92	2.21
Standard error	0.07	0.39	0.34	0.28	0.31	0.46	0.45	0.22	0.34	0.27	0.24	0.39	0.66	0.40	0.54	0.14	0.35	0.27	0.36	0.34	0.35	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 2
D.1 Gender
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Male	486	76	161	249	486	-	232	254	320	105	29	32	313	118	40	15	41	14	54	41	40	37	20	47	73	58	43	18
	48%	22%	48%	74%	100%	-	47%	48%	43%	59%	48%	68%	54%	38%	35%	68%	54%	30%	52%	48%	43%	51%	38%	61%	54%	37%	46%	62%
Female	537	271	177	89	-	537	266	271	419	72	31	15	264	193	73	7	35	32	50	45	53	36	32	30	63	100	50	11
	52%	78%	52%	26%	-	100%	53%	52%	57%	41%	52%	32%	46%	62%	65%	32%	46%	70%	48%	52%	57%	49%	62%	39%	46%	63%	54%	38%

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Absolutes/col percents

Table 2
D.1 Gender
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Male	486	15	23	12	24	4	14	45	16	29	35	21	7	9	6	109	17	27	10	13	19	31
	48%	54%	55%	32%	48%	31%	52%	58%	39%	55%	42%	57%	54%	43%	30%	47%	52%	50%	56%	41%	63%	38%
Female	537	13	19	25	26	9	13	32	25	24	48	16	6	12	14	124	16	27	8	19	11	50
	52%	46%	45%	68%	52%	69%	48%	42%	61%	45%	58%	43%	46%	57%	70%	53%	48%	50%	44%	59%	37%	62%

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 3
D.2 Which of the following best describes you?
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Living at your parent's home	498 49%	173 50%	163 48%	162 48%	232 48%	266 50%	498 100%	-	316 43%	97 55%	45 75%	40 85%	197 34%	188 60%	93 82%	20 91%	41 54%	18 39%	52 50%	34 40%	50 54%	22 30%	20 38%	40 52%	70 51%	93 59%	35 38%	23 79%
Living independently from your parents	525 51%	174 50%	175 52%	176 52%	254 52%	271 50%	-	525 100%	423 57%	80 45%	15 25%	7 15%	380 66%	123 40%	20 18%	2 9%	35 46%	28 61%	52 50%	52 60%	43 46%	51 70%	32 62%	37 48%	66 49%	65 41%	58 62%	6 21%

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 3
D.2 Which of the following best describes you?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Living at your parent's home	498 49%	20 71%	17 40%	12 32%	19 38%	6 46%	11 41%	37 48%	19 46%	13 25%	45 54%	22 59%	10 77%	7 33%	13 65%	139 60%	10 30%	18 33%	5 28%	15 47%	23 77%	37 46%
Living independently from your parents	525 51%	8 29%	25 60%	25 68%	31 62%	7 54%	16 59%	40 52%	22 54%	40 75%	38 46%	15 41%	3 23%	14 67%	7 35%	94 40%	23 70%	36 67%	13 72%	17 53%	7 23%	44 54%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 4

D.3 Which of the following best describes your current working status?

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Student	739	313	294	132	320	419	316	423	739	-	-	-	441	209	75	14	62	43	77	56	69	58	42	44	90	106	72	20
	72%	90%	87%	39%	66%	78%	63%	81%	100%	-	-	-	76%	67%	66%	64%	82%	93%	74%	65%	74%	79%	81%	57%	66%	67%	77%	69%
Working full time - working 30 hours per week or more	177	12	25	140	105	72	97	80	-	177	-	-	91	59	23	4	5	1	14	21	10	10	3	22	31	42	13	5
	17%	3%	7%	41%	22%	13%	19%	15%	-	100%	-	-	16%	19%	20%	18%	7%	2%	13%	24%	11%	14%	6%	29%	23%	27%	14%	17%
Working part time - working between 8 and 29 hours per week	60	17	13	30	29	31	45	15	-	-	60	-	23	26	10	1	2	-	5	4	8	4	5	7	7	7	8	3
	6%	5%	4%	9%	6%	6%	9%	3%	-	-	100%	-	4%	8%	9%	5%	3%	-	5%	5%	9%	5%	10%	9%	5%	4%	9%	10%
Not working	47	5	6	36	32	15	40	7	-	-	-	47	22	17	5	3	7	2	8	5	6	1	2	4	8	3	-	1
	5%	1%	2%	11%	7%	3%	8%	1%	-	-	-	100%	4%	5%	4%	14%	9%	4%	8%	6%	6%	1%	4%	5%	6%	2%	-	3%

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Table 4

D.3 Which of the following best describes your current working status?**Base: All respondents**

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Student	739 72%	24 86%	34 81%	36 97%	29 58%	10 77%	19 70%	60 78%	31 76%	45 85%	63 76%	24 65%	10 77%	14 67%	13 65%	146 63%	26 79%	41 76%	16 89%	23 72%	20 67%	55 68%
Working full time - working 30 hours per week or more	177 17%	1 4%	3 7%	-	15 30%	-	7 26%	10 13%	2 5%	7 13%	9 11%	7 19%	2 15%	7 33%	5 25%	64 27%	5 15%	9 17%	-	3 9%	5 17%	16 20%
Working part time - working between 8 and 29 hours per week	60 6%	1 4%	-	-	3 6%	2 15%	1 4%	3 4%	4 10%	1 2%	6 7%	3 8%	1 8%	-	1 5%	12 5%	2 6%	4 7%	2 11%	4 13%	4 13%	6 7%
Not working	47 5%	2 7%	5 12%	1 3%	3 6%	1 8%	-	4 5%	4 10%	-	5 6%	3 8%	-	-	1 5%	11 5%	-	-	-	2 6%	1 3%	4 5%

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 5
D.4 Which of the following best describes where you live?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Urban - Population over 10,000	577	176	198	203	313	264	197	380	441	91	23	22	577	-	-	-	43	21	61	53	55	40	24	32	114	73	48	13
	56%	51%	59%	60%	64%	49%	40%	72%	60%	51%	38%	47%	100%	-	-	-	57%	46%	59%	62%	59%	55%	46%	42%	84%	46%	52%	45%
Town and Fringe	311	117	98	96	118	193	188	123	209	59	26	17	-	311	-	-	21	22	32	24	23	20	17	27	20	64	32	9
	30%	34%	29%	28%	24%	36%	38%	23%	28%	33%	43%	36%	-	100%	-	-	28%	48%	31%	28%	25%	27%	33%	35%	15%	41%	34%	31%
Village	113	50	31	32	40	73	93	20	75	23	10	5	-	-	113	-	8	3	9	8	14	13	11	15	2	17	11	2
	11%	14%	9%	9%	8%	14%	19%	4%	10%	13%	17%	11%	-	-	100%	-	11%	7%	9%	9%	15%	18%	21%	19%	1%	11%	12%	7%
Hamlet & Isolated Dwelling	22	4	11	7	15	7	20	2	14	4	1	3	-	-	-	22	4	-	2	1	1	-	-	3	-	4	2	5
	2%	1%	3%	2%	3%	1%	4%	*	2%	2%	2%	6%	-	-	-	100%	5%	-	2%	1%	1%	-	-	4%	-	3%	2%	17%

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Absolutes/col percents

Table 5
D.4 Which of the following best describes where you live?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Urban - Population over 10,000	577 56%	12 43%	29 69%	21 57%	29 58%	2 15%	18 67%	42 55%	26 63%	35 66%	48 58%	13 35%	5 38%	13 62%	7 35%	152 65%	21 64%	32 59%	9 50%	16 50%	14 47%	33 41%
Town and Fringe	311 30%	11 39%	8 19%	15 41%	17 34%	6 46%	7 26%	25 32%	11 27%	10 19%	22 27%	13 35%	5 38%	7 33%	7 35%	67 29%	8 24%	14 26%	8 44%	10 31%	9 30%	31 38%
Village	113 11%	2 7%	4 10%	1 3%	2 4%	5 38%	2 7%	8 10%	4 10%	8 15%	13 16%	10 27%	3 23%	- -	5 25%	14 6%	2 6%	7 13%	1 6%	6 19%	2 7%	14 17%
Hamlet & Isolated Dwelling	22 2%	3 11%	1 2%	-	2 4%	-	-	2 3%	-	-	-	1 3%	-	1 5%	1 5%	-	2 6%	1 2%	-	-	5 17%	3 4%

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 6
D.5 Which one of these Government Office Regions do you live in?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural					D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
Scotland	76 7%	30 9%	25 7%	21 6%	41 8%	35 7%	41 8%	35 7%	62 8%	5 3%	2 3%	7 15%	43 7%	21 7%	8 7%	4 18%	76 100%	-	-	-	-	-	-	-	-	-	-	-	-
North East	46 4%	19 5%	18 5%	9 3%	14 3%	32 6%	18 4%	28 5%	43 6%	1 1%	-	2 4%	21 4%	22 7%	3 3%	-	-	46 100%	-	-	-	-	-	-	-	-	-	-	-
North West	104 10%	35 10%	30 9%	39 12%	54 11%	50 9%	52 10%	52 10%	77 10%	14 8%	5 8%	8 17%	61 11%	32 10%	9 8%	2 9%	-	-	104 100%	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	86 8%	29 8%	23 7%	34 10%	41 8%	45 8%	34 7%	52 10%	56 8%	21 12%	4 7%	5 11%	53 9%	24 8%	8 7%	1 5%	-	-	-	86 100%	-	-	-	-	-	-	-	-	-
West Midlands	93 9%	35 10%	33 10%	25 7%	40 8%	53 10%	50 10%	43 8%	69 9%	10 6%	8 13%	6 13%	55 10%	23 7%	14 12%	1 5%	-	-	-	-	93 100%	-	-	-	-	-	-	-	-
East Midlands	73 7%	26 7%	29 9%	18 5%	37 8%	36 7%	22 4%	51 10%	58 8%	10 6%	4 7%	1 2%	40 7%	20 6%	13 12%	-	-	-	-	-	-	73 100%	-	-	-	-	-	-	-
Wales	52 5%	25 7%	19 6%	8 2%	20 4%	32 6%	20 4%	32 6%	42 6%	3 2%	5 8%	2 4%	24 4%	17 5%	11 10%	-	-	-	-	-	-	-	52 100%	-	-	-	-	-	-
Eastern	77 8%	21 6%	14 4%	42 12%	47 10%	30 6%	40 8%	37 7%	44 6%	22 12%	7 12%	4 9%	32 6%	27 9%	15 13%	3 14%	-	-	-	-	-	-	-	77 100%	-	-	-	-	-
London	136 13%	32 9%	50 15%	54 16%	73 15%	63 12%	70 14%	66 13%	90 12%	31 18%	7 12%	8 17%	114 20%	20 6%	2 2%	-	-	-	-	-	-	-	-	-	136 100%	-	-	-	-
South East	158 15%	54 16%	54 16%	50 15%	58 12%	100 19%	93 19%	65 12%	106 14%	42 24%	7 12%	3 6%	73 13%	64 21%	17 15%	4 18%	-	-	-	-	-	-	-	-	-	158 100%	-	-	-
South West	93 9%	38 11%	32 9%	23 7%	43 9%	50 9%	35 7%	58 11%	72 10%	13 7%	8 13%	-	48 8%	32 10%	11 10%	2 9%	-	-	-	-	-	-	-	-	-	-	93 100%	-	-
Northern Ireland	29 3%	3 1%	11 3%	15 4%	18 4%	11 2%	23 5%	6 1%	20 3%	5 3%	3 5%	1 2%	13 2%	9 3%	2 2%	5 23%	-	-	-	-	-	-	-	-	-	-	-	29 100%	

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 6
D.5 Which one of these Government Office Regions do you live in?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Scotland	76 7%	28 100%	42 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 7%
North East	46 4%	-	-	35 95%	2 4%	1 8%	1 4%	-	1 2%	-	-	1 3%	-	-	-	-	1 3%	-	-	-	-	4 5%
North West	104 10%	-	-	-	-	-	-	69 90%	30 73%	-	-	-	-	-	-	-	-	-	-	-	-	5 6%
Yorkshire & Humberside	86 8%	-	-	1 3%	46 92%	12 92%	21 78%	2 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	4 5%
West Midlands	93 9%	-	-	1 3%	-	-	-	3 4%	-	1 2%	77 93%	-	-	-	-	-	-	1 2%	-	-	-	10 12%
East Midlands	73 7%	-	-	-	1 2%	-	5 19%	1 1%	-	50 94%	2 2%	1 3%	1 8%	-	-	-	-	-	-	-	-	12 15%
Wales	52 5%	-	-	-	-	-	-	1 1%	10 24%	-	4 5%	-	-	-	-	-	-	-	-	32 100%	-	5 6%
Eastern	77 8%	-	-	-	1 2%	-	-	-	-	-	-	33 89%	4 31%	-	2 10%	24 10%	-	1 2%	-	-	-	12 15%
London	136 13%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	131 56%	1 3%	-	-	-	1 3%	2 2%
South East	158 15%	-	-	-	-	-	-	-	-	2 4%	-	2 5%	8 62%	21 100%	13 65%	75 32%	23 70%	1 2%	-	-	-	13 16%
South West	93 9%	-	-	-	-	-	-	-	-	-	-	-	-	-	5 25%	3 1%	8 24%	51 94%	18 100%	-	-	8 10%
Northern Ireland	29 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29 97%	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 7
D.6 Which of the following cities do you live in, or nearest to?
 Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
Glasgow	28 3%	14 4%	7 2%	7 2%	15 3%	13 2%	20 4%	8 2%	24 3%	1 1%	1 2%	2 4%	12 2%	11 4%	2 2%	3 14%	28 37%	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	42 4%	13 4%	16 5%	13 4%	23 5%	19 4%	17 3%	25 5%	34 5%	3 2%	-	5 11%	29 5%	8 3%	4 4%	1 5%	42 55%	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	37 4%	15 4%	15 4%	7 2%	12 2%	25 5%	12 2%	25 5%	36 5%	-	-	1 2%	21 4%	15 5%	1 1%	-	-	35 76%	-	1 1%	1 1%	-	-	-	-	-	-	-	-
Leeds	50 5%	15 4%	12 4%	23 7%	24 5%	26 5%	19 4%	31 6%	29 4%	15 8%	3 5%	3 6%	29 5%	17 5%	2 2%	2 9%	-	2 4%	-	46 53%	-	1 1%	-	1 1%	-	-	-	-	-
Hull	13 1%	8 2%	3 1%	2 1%	4 1%	9 2%	6 1%	7 1%	10 1%	-	2 3%	1 2%	2 2%	6 2%	5 4%	-	-	1 2%	-	12 14%	-	-	-	-	-	-	-	-	-
Sheffield	27 3%	9 3%	8 2%	10 3%	14 3%	13 2%	11 2%	16 3%	19 3%	7 4%	1 2%	-	18 3%	7 2%	2 2%	-	-	1 2%	-	21 24%	-	5 7%	-	-	-	-	-	-	-
Manchester	77 8%	20 6%	28 8%	29 9%	45 9%	32 6%	37 7%	40 8%	60 8%	10 6%	3 5%	4 9%	42 7%	25 8%	8 7%	2 9%	-	-	69 66%	2 2%	3 3%	1 1%	1 2%	-	1 1%	-	-	-	-
Liverpool	41 4%	21 6%	8 2%	12 4%	16 3%	25 5%	19 4%	22 4%	31 4%	2 1%	4 7%	4 9%	26 5%	11 4%	4 4%	-	-	1 2%	30 29%	-	-	-	10 19%	-	-	-	-	-	-
Nottingham	53 5%	17 5%	22 7%	14 4%	29 6%	24 4%	13 3%	40 8%	45 6%	7 4%	1 2%	-	35 6%	10 3%	8 7%	-	-	-	-	-	1 1%	50 68%	-	-	-	2 1%	-	-	-
Birmingham	83 8%	31 9%	30 9%	22 7%	35 7%	48 9%	45 9%	38 7%	63 9%	9 5%	6 10%	5 11%	48 8%	22 7%	13 12%	-	-	-	-	-	77 83%	2 3%	4 8%	-	-	-	-	-	-
Norwich	37 4%	17 5%	4 1%	16 5%	21 4%	16 3%	22 4%	15 3%	24 3%	7 4%	3 5%	3 6%	13 2%	13 4%	10 9%	1 5%	-	1 2%	-	-	-	1 1%	-	33 43%	-	2 1%	-	-	-
Milton Keynes	13 1%	5 1%	3 1%	5 1%	7 1%	6 1%	10 2%	3 1%	10 1%	2 1%	1 2%	-	5 1%	5 2%	3 3%	-	-	-	-	-	-	1 1%	-	4 5%	-	8 5%	-	-	-
Brighton	21 2%	3 1%	8 2%	10 3%	9 2%	12 2%	7 1%	14 3%	14 2%	7 4%	-	-	13 2%	7 2%	-	1 5%	-	-	-	-	-	-	-	-	-	21 13%	-	-	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 7
D.6 Which of the following cities do you live in, or nearest to?
 Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Oxford	20 2%	8 2%	3 1%	9 3%	6 1%	14 3%	13 3%	7 1%	13 2%	5 3%	1 2%	1 2%	7 1%	7 2%	5 4%	1 5%	-	-	-	-	-	-	-	2 3%	-	13 8%	5 5%	-
London	233 23%	65 19%	78 23%	90 27%	109 22%	124 23%	139 28%	94 18%	146 20%	64 36%	12 20%	11 23%	152 26%	67 22%	14 12%	-	-	-	-	-	-	-	-	24 31%	131 96%	75 47%	3 3%	-
Southampton	33 3%	10 3%	14 4%	9 3%	17 3%	16 3%	10 2%	23 4%	26 4%	5 3%	2 3%	-	21 4%	8 3%	2 2%	2 9%	-	1 2%	-	-	-	-	-	-	1 1%	23 15%	8 9%	-
Bristol	54 5%	19 5%	21 6%	14 4%	27 6%	27 5%	18 4%	36 7%	41 6%	9 5%	4 7%	-	32 6%	14 5%	7 6%	1 5%	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	51 55%	-
Plymouth	18 2%	8 2%	7 2%	3 1%	10 2%	8 1%	5 1%	13 2%	16 2%	-	2 3%	-	9 2%	8 3%	1 1%	-	-	-	-	-	-	-	-	-	-	-	18 19%	-
Cardiff	32 3%	14 4%	11 3%	7 2%	13 3%	19 4%	15 3%	17 3%	23 3%	3 2%	4 7%	2 4%	16 3%	10 3%	6 5%	-	-	-	-	-	-	-	32 62%	-	-	-	-	-
Belfast	30 3%	3 1%	12 4%	15 4%	19 4%	11 2%	23 5%	7 1%	20 3%	5 3%	4 7%	1 2%	14 2%	9 3%	2 2%	5 23%	-	-	-	-	-	-	-	-	1 1%	-	-	29 100%
None of the above	81 8%	32 9%	28 8%	21 6%	31 6%	50 9%	37 7%	44 8%	55 7%	16 9%	6 10%	4 9%	33 6%	31 10%	14 12%	3 14%	6 8%	4 9%	5 5%	4 5%	10 11%	12 16%	5 10%	12 16%	2 1%	13 8%	8 9%	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 7
D.6 Which of the following cities do you live in, or nearest to?
Base: All respondents

D.6 Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Glasgow	28 3%	28 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Edinburgh	42 4%	-	42 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Newcastle	37 4%	-	-	37 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leeds	50 5%	-	-	-	50 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hull	13 1%	-	-	-	-	13 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sheffield	27 3%	-	-	-	-	-	27 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manchester	77 8%	-	-	-	-	-	-	77 100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Liverpool	41 4%	-	-	-	-	-	-	-	41 100%	-	-	-	-	-	-	-	-	-	-	-	-	-
Nottingham	53 5%	-	-	-	-	-	-	-	-	53 100%	-	-	-	-	-	-	-	-	-	-	-	-
Birmingham	83 8%	-	-	-	-	-	-	-	-	-	83 100%	-	-	-	-	-	-	-	-	-	-	-
Norwich	37 4%	-	-	-	-	-	-	-	-	-	-	37 100%	-	-	-	-	-	-	-	-	-	-
Milton Keynes	13 1%	-	-	-	-	-	-	-	-	-	-	-	13 100%	-	-	-	-	-	-	-	-	-
Brighton	21 2%	-	-	-	-	-	-	-	-	-	-	-	-	21 100%	-	-	-	-	-	-	-	-
Oxford	20 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	20 100%	-	-	-	-	-	-	-
London	233 23%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	233 100%	-	-	-	-	-	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 7
D.6 Which of the following cities do you live in, or nearest to?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Southampton	33 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33 100%	-	-	-	-	-
Bristol	54 5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	54 100%	-	-	-	-
Plymouth	18 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	18 100%	-	-	-
Cardiff	32 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32 100%	-	-
Belfast	30 3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30 100%	-
None of the above	81 8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	81 100%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 8

Q.1 Which, if any, of the following inspire you in life?

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Mother	629 61%	235 68%	207 61%	187 55%	257 53%	372 69%	297 60%	332 63%	478 65%	96 54%	34 57%	21 45%	352 61%	192 62%	71 63%	14 64%	47 62%	33 72%	57 55%	58 67%	54 58%	52 71%	32 62%	46 60%	75 55%	91 58%	64 69%	20 69%
Friends	567 55%	194 56%	175 52%	198 59%	259 53%	308 57%	252 51%	315 60%	409 55%	107 60%	27 45%	24 51%	335 58%	174 56%	46 41%	12 55%	46 61%	22 48%	51 49%	48 56%	52 56%	46 63%	25 48%	47 61%	67 49%	89 56%	58 62%	16 55%
Father	549 54%	194 56%	182 54%	173 51%	266 55%	283 53%	263 53%	286 53%	409 55%	91 51%	26 43%	23 49%	304 53%	163 52%	67 59%	15 68%	42 55%	25 54%	54 52%	51 59%	53 57%	37 51%	27 52%	46 60%	63 46%	77 49%	53 57%	21 72%
Teachers	462 45%	178 51%	169 50%	115 34%	183 38%	279 52%	214 43%	248 47%	368 50%	55 31%	19 32%	20 43%	255 44%	149 48%	47 42%	11 50%	40 53%	27 59%	48 46%	33 38%	39 42%	40 55%	18 35%	35 45%	48 35%	75 47%	47 51%	12 41%
Grandparents	367 36%	130 37%	126 37%	111 33%	173 36%	194 36%	177 36%	190 36%	276 37%	58 33%	23 38%	10 21%	209 36%	103 33%	47 42%	8 36%	31 41%	17 37%	33 32%	34 40%	38 41%	26 36%	19 37%	33 43%	38 28%	56 35%	30 32%	12 41%
Siblings (a brother or sister)	307 30%	114 33%	100 30%	93 28%	128 26%	179 33%	137 28%	170 32%	233 32%	57 32%	9 15%	8 17%	178 31%	94 30%	28 25%	7 32%	26 34%	14 30%	31 30%	24 28%	27 29%	19 26%	18 35%	24 31%	37 27%	47 30%	31 33%	9 31%
A celebrity	212 21%	76 22%	76 22%	60 18%	93 19%	119 22%	105 21%	107 20%	162 22%	28 16%	15 25%	7 15%	113 20%	67 22%	28 25%	4 18%	18 24%	17 37%	17 16%	12 14%	23 25%	13 18%	10 19%	15 19%	24 18%	33 21%	24 26%	6 21%
Wider family members	172 17%	70 20%	58 17%	44 13%	78 16%	94 18%	88 18%	84 16%	128 17%	28 16%	10 17%	6 13%	90 16%	58 19%	20 18%	4 18%	21 28%	5 11%	20 19%	9 10%	16 17%	9 12%	10 19%	14 18%	17 13%	32 20%	15 16%	4 14%
A sportsperson	155 15%	41 12%	55 16%	59 17%	105 22%	50 9%	71 14%	84 16%	114 15%	29 16%	6 10%	6 13%	86 15%	44 14%	19 17%	6 27%	16 21%	2 4%	11 11%	14 16%	12 13%	17 23%	6 12%	10 13%	16 12%	24 15%	19 20%	8 28%
A boss or manager	130 13%	25 7%	38 11%	67 20%	76 16%	54 10%	62 12%	68 13%	67 9%	54 31%	6 10%	3 6%	71 12%	42 14%	14 12%	3 14%	10 13%	5 11%	9 9%	14 16%	9 10%	10 14%	5 10%	11 14%	20 15%	24 15%	10 11%	3 10%
A politician	60 6%	23 7%	14 4%	23 7%	42 9%	18 3%	30 6%	30 6%	49 7%	6 3%	4 7%	1 2%	37 6%	18 6%	4 4%	1 5%	7 9%	4 9%	6 6%	3 3%	5 5%	-	3 6%	6 8%	9 7%	9 6%	6 6%	2 7%
Other	144 14%	40 12%	43 13%	61 18%	79 16%	65 12%	56 11%	88 17%	97 13%	26 15%	9 15%	12 26%	88 15%	44 14%	10 9%	2 9%	12 16%	7 15%	15 14%	10 12%	18 19%	6 8%	8 15%	9 12%	24 18%	20 13%	12 13%	3 10%
None of the above	71 7%	20 6%	17 5%	34 10%	42 9%	29 5%	41 8%	30 6%	46 6%	16 9%	4 7%	5 11%	41 7%	21 7%	7 6%	2 9%	5 7%	4 9%	12 12%	4 5%	8 9%	5 7%	4 8%	8 10%	10 7%	7 4%	3 3%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 8
Q.1 Which, if any, of the following inspire you in life?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Mother	629 61%	18 64%	25 60%	26 70%	35 70%	11 85%	15 56%	44 57%	23 56%	41 77%	47 57%	25 68%	8 62%	11 52%	10 50%	129 55%	23 70%	36 67%	13 72%	21 66%	21 70%	47 58%
Friends	567 55%	18 64%	23 55%	19 51%	24 48%	6 46%	17 63%	42 55%	18 44%	40 75%	45 54%	27 73%	9 69%	14 67%	13 65%	114 49%	21 64%	34 63%	8 44%	17 53%	16 53%	42 52%
Father	549 54%	16 57%	22 52%	23 62%	26 52%	9 69%	13 48%	45 58%	19 46%	33 62%	45 54%	21 57%	7 54%	8 38%	10 50%	113 48%	14 42%	35 65%	10 56%	18 56%	22 73%	40 49%
Teachers	462 45%	11 39%	24 57%	24 65%	17 34%	6 46%	12 44%	36 47%	18 44%	31 58%	36 43%	18 49%	5 38%	12 57%	13 65%	88 38%	19 58%	27 50%	7 39%	9 28%	13 43%	36 44%
Grandparents	367 36%	12 43%	15 36%	16 43%	18 36%	4 31%	10 37%	26 34%	11 27%	22 42%	34 41%	19 51%	4 31%	7 33%	8 40%	73 31%	13 39%	21 39%	3 17%	13 41%	12 40%	26 32%
Siblings (a brother or sister)	307 30%	9 32%	12 29%	12 32%	10 20%	5 38%	7 26%	25 32%	12 29%	14 26%	22 27%	12 32%	5 38%	5 24%	6 30%	62 27%	12 36%	19 35%	4 22%	11 34%	9 30%	34 42%
A celebrity	212 21%	6 21%	11 26%	14 38%	6 12%	2 15%	7 26%	11 14%	5 12%	7 13%	20 24%	8 22%	3 23%	5 24%	7 35%	43 18%	8 24%	12 22%	4 22%	7 22%	7 23%	19 23%
Wider family members	172 17%	8 29%	11 26%	4 11%	5 10%	1 8%	2 7%	16 21%	7 17%	7 13%	11 13%	8 22%	3 23%	6 29%	5 25%	38 16%	3 9%	9 17%	5 28%	7 22%	4 13%	12 15%
A sportsperson	155 15%	6 21%	9 21%	2 5%	8 16%	2 15%	4 15%	10 13%	4 10%	12 23%	12 14%	5 14%	4 31%	3 14%	2 10%	29 12%	7 21%	12 22%	3 17%	1 3%	8 27%	12 15%
A boss or manager	130 13%	1 4%	9 21%	5 14%	9 18%	1 8%	3 11%	7 9%	5 12%	6 11%	9 11%	3 8%	1 8%	4 19%	3 15%	35 15%	5 15%	7 13%	- -	1 3%	3 10%	13 16%
A politician	60 6%	3 11%	2 5%	4 11%	1 2%	1 8%	1 4%	6 8%	1 2%	- -	5 6%	4 11%	3 23%	1 5%	- -	13 6%	2 6%	5 9%	- -	2 6%	2 7%	4 5%
Other	144 14%	2 7%	9 21%	7 19%	7 14%	- -	2 7%	11 14%	4 10%	4 8%	12 14%	4 11%	2 15%	3 14%	2 10%	35 15%	1 3%	10 19%	5 28%	8 25%	3 10%	13 16%
None of the above	71 7%	3 11%	2 5%	3 8%	3 6%	- -	1 4%	10 13%	4 10%	2 4%	8 10%	3 8%	1 8%	4 19%	1 5%	14 6%	- -	2 4%	- -	3 9%	1 3%	6 7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 9

Q.2 How much influence, if any, does each of the following have on your future happiness? SUMMARY TABLE

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	<u>Me</u>	<u>My family</u>	<u>Friends</u>	<u>Society</u>	<u>Government</u>	<u>Business</u>	<u>Charities</u>
Base	1023	1023	1023	1023	1023	1023	1023
10 - Very influential	524 51%	315 31%	192 19%	50 5%	29 3%	40 4%	14 1%
9	185 18%	226 22%	206 20%	83 8%	45 4%	34 3%	14 1%
8	150 15%	251 25%	263 26%	185 18%	102 10%	116 11%	78 8%
7	75 7%	118 12%	169 17%	224 22%	114 11%	145 14%	109 11%
6	31 3%	50 5%	82 8%	170 17%	141 14%	141 14%	120 12%
5	37 4%	38 4%	71 7%	150 15%	206 20%	204 20%	200 20%
4	8 1%	8 1%	19 2%	75 7%	120 12%	109 11%	134 13%
3	5 *	8 1%	9 1%	49 5%	118 12%	95 9%	146 14%
2	6 1%	4 *	4 *	17 2%	61 6%	65 6%	95 9%
1 - Not influential at all	2 *	5 *	8 1%	20 2%	87 9%	74 7%	113 11%
Mean	8.86	8.38	7.85	6.42	5.11	5.32	4.55
Standard deviation	1.60	1.63	1.76	1.98	2.32	2.31	2.21
Standard error	0.05	0.05	0.05	0.06	0.07	0.07	0.07

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 10

Q.2 How much influence, if any, does each of the following have on your future happiness? Me

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
10 - Very influential	524 51%	179 52%	176 52%	169 50%	241 50%	283 53%	247 50%	277 53%	382 52%	89 50%	31 52%	22 47%	302 52%	164 53%	46 41%	12 55%	39 51%	24 52%	53 51%	42 49%	55 59%	38 52%	26 50%	41 53%	65 48%	83 53%	41 44%	17 59%	
9	185 18%	58 17%	65 19%	62 18%	98 20%	87 16%	82 16%	103 20%	132 18%	37 21%	9 15%	7 15%	110 19%	50 16%	19 17%	6 27%	9 12%	8 17%	16 15%	19 22%	12 13%	15 21%	10 19%	14 18%	25 18%	32 20%	21 23%	4 14%	
8	150 15%	57 16%	54 16%	39 12%	64 13%	86 16%	87 17%	63 12%	115 16%	22 12%	8 13%	5 11%	73 13%	48 15%	25 22%	4 18%	16 21%	6 13%	8 8%	10 12%	10 11%	8 11%	8 15%	12 16%	24 18%	23 15%	18 19%	7 24%	
7	75 7%	28 8%	20 6%	27 8%	40 8%	35 7%	36 7%	39 7%	54 7%	11 6%	5 8%	5 11%	47 8%	19 6%	9 8%	-	3 4%	4 9%	14 13%	7 8%	6 6%	7 10%	3 6%	5 6%	12 9%	9 6%	5 5%	-	
6	31 3%	12 3%	6 2%	13 4%	15 3%	16 3%	20 4%	11 2%	20 3%	5 3%	3 5%	3 6%	13 2%	11 4%	7 6%	-	2 3%	2 4%	4 4%	4 5%	3 3%	2 3%	3 6%	1 1%	2 1%	4 3%	4 4%	-	
5	37 4%	6 2%	11 3%	20 6%	15 3%	22 4%	20 4%	17 3%	23 3%	9 5%	1 2%	4 9%	22 4%	10 3%	5 4%	-	5 7%	2 4%	5 5%	3 3%	6 6%	1 1%	1 2%	3 4%	5 4%	4 3%	2 2%	-	
4	8 1%	2 1%	2 1%	4 1%	6 1%	2 *	4 1%	4 1%	4 1%	2 1%	1 2%	1 2%	4 1%	2 1%	2 2%	-	-	-	3 3%	-	-	1 1%	1 2%	1 1%	1 1%	-	1 1%	-	
3	5 *	-	3 1%	2 1%	4 1%	1 *	1 *	4 1%	4 1%	1 1%	-	-	2 *	3 1%	-	-	1 1%	-	1 1%	1 1%	-	-	-	-	2 1%	-	-	-	
2	6 1%	4 1%	1 *	1 *	1 *	5 1%	1 *	5 1%	4 1%	1 1%	1 2%	-	3 1%	3 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	2 1%	1 1%	1 3%
1 - Not influential at all	2 *	1 *	-	1 *	2 *	-	-	2 *	1 *	-	1 2%	-	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 1%	-	-
Mean	8.86	8.88	8.96	8.73	8.83	8.89	8.83	8.89	8.90	8.84	8.67	8.51	8.91	8.83	8.58	9.36	8.71	8.91	8.65	8.86	8.91	8.92	8.88	8.99	8.81	8.95	8.80	9.10	
Standard deviation	1.60	1.57	1.49	1.73	1.63	1.57	1.52	1.68	1.54	1.64	1.99	1.82	1.56	1.71	1.58	0.79	1.80	1.46	1.79	1.53	1.73	1.59	1.49	1.43	1.56	1.60	1.54	1.61	
Standard error	0.05	0.08	0.08	0.09	0.07	0.07	0.07	0.07	0.06	0.12	0.26	0.26	0.07	0.10	0.15	0.17	0.21	0.21	0.18	0.16	0.18	0.19	0.21	0.16	0.13	0.13	0.16	0.30	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 10

Q.2 How much influence, if any, does each of the following have on your future happiness? Me

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	524	15	21	20	24	6	16	42	18	31	48	19	11	10	10	115	15	23	8	16	18	38
	51%	54%	50%	54%	48%	46%	59%	55%	44%	58%	58%	51%	85%	48%	50%	49%	45%	43%	44%	50%	60%	47%
9	185	4	5	6	12	3	5	13	7	11	12	8	2	5	3	43	7	12	5	6	4	12
	18%	14%	12%	16%	24%	23%	19%	17%	17%	21%	14%	22%	15%	24%	15%	18%	21%	22%	28%	19%	13%	15%
8	150	7	7	5	6	1	1	3	8	5	10	5	-	3	4	39	7	11	1	5	7	15
	15%	25%	17%	14%	12%	8%	4%	4%	20%	9%	12%	14%	-	14%	20%	17%	21%	20%	6%	16%	23%	19%
7	75	-	3	4	4	1	2	10	4	3	4	3	-	1	2	18	1	2	2	1	-	10
	7%	-	7%	11%	8%	8%	7%	13%	10%	6%	5%	8%	-	5%	10%	8%	3%	4%	11%	3%	-	12%
6	31	1	-	1	1	1	2	3	2	1	4	1	-	-	-	6	-	4	-	2	-	2
	3%	4%	-	3%	2%	8%	7%	4%	5%	2%	5%	3%	-	-	-	3%	-	7%	-	6%	-	2%
5	37	1	4	1	1	1	1	4	1	1	4	1	-	1	1	8	2	1	1	1	-	2
	4%	4%	10%	3%	2%	8%	4%	5%	2%	2%	5%	3%	-	5%	5%	3%	6%	2%	6%	3%	-	2%
4	8	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-	1	-	1	-	2
	1%	-	-	-	-	-	-	1%	2%	2%	-	-	-	-	-	*	-	2%	-	3%	-	2%
3	5	-	1	-	1	-	-	1	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	*	-	2%	-	2%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
2	6	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-
	1%	-	2%	-	2%	-	-	-	-	-	-	-	-	5%	-	*	-	-	6%	-	3%	-
1 - Not influential at all	2	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	-	-
Mean	8.86	9.04	8.50	9.00	8.80	8.69	9.04	8.78	8.68	9.15	8.93	9.03	9.85	8.71	8.90	8.85	8.70	8.76	8.56	8.81	9.13	8.74
Standard deviation	1.60	1.32	2.09	1.35	1.77	1.70	1.51	1.75	1.56	1.36	1.70	1.30	0.38	2.00	1.41	1.54	1.93	1.48	2.15	1.64	1.59	1.53
Standard error	0.05	0.25	0.32	0.22	0.25	0.47	0.29	0.20	0.24	0.19	0.19	0.21	0.10	0.44	0.32	0.10	0.34	0.20	0.51	0.29	0.29	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 11

Q.2 How much influence, if any, does each of the following have on your future happiness? My family
Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural			D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
10 - Very influential	315 31%	127 37%	96 28%	92 27%	115 24%	200 37%	143 29%	172 33%	243 33%	50 28%	16 27%	6 13%	190 33%	89 29%	33 29%	3 14%	20 26%	16 35%	36 35%	23 27%	35 38%	24 33%	15 29%	18 23%	36 26%	47 30%	32 34%	13 45%	
9	226 22%	73 21%	84 25%	69 20%	101 21%	125 23%	116 23%	110 21%	162 22%	39 22%	15 25%	10 21%	130 23%	66 21%	27 24%	3 14%	26 34%	13 28%	17 16%	23 27%	21 23%	16 22%	11 21%	19 25%	25 18%	33 21%	17 18%	5 17%	
8	251 25%	79 23%	96 28%	76 22%	133 27%	118 22%	136 27%	115 22%	186 25%	45 25%	10 17%	10 21%	129 22%	88 28%	27 24%	7 32%	16 21%	9 20%	23 22%	22 26%	17 18%	15 21%	15 29%	19 25%	40 29%	43 27%	24 26%	8 28%	
7	118 12%	40 12%	32 9%	46 14%	68 14%	50 9%	53 11%	65 12%	78 11%	19 11%	11 18%	10 21%	70 12%	28 9%	14 12%	6 27%	7 9%	1 2%	16 15%	8 9%	12 13%	8 11%	6 12%	6 8%	19 14%	19 12%	14 15%	2 7%	
6	50 5%	13 4%	11 3%	26 8%	30 6%	20 4%	20 4%	30 6%	33 4%	9 5%	4 7%	4 9%	29 5%	16 5%	5 4%	- -	3 4%	4 9%	7 7%	5 6%	4 4%	7 10%	1 2%	6 8%	3 2%	7 4%	3 3%	- -	
5	38 4%	9 3%	11 3%	18 5%	22 5%	16 3%	15 3%	23 4%	22 3%	11 6%	2 3%	3 6%	21 4%	11 4%	6 5%	- -	3 4%	2 4%	2 2%	2 2%	3 4%	2 4%	4 9%	7 5%	7 4%	1 1%	1 1%	- -	
4	8 1%	1 *	1 *	6 2%	6 1%	2 *	7 1%	1 *	3 *	3 2%	- -	2 4%	2 *	4 1%	1 1%	1 5%	1 1%	- -	1 1%	1 1%	- -	- -	2 4%	- -	2 1%	- -	- -	1 3%	- -
3	8 1%	1 *	4 1%	3 1%	5 1%	3 1%	6 1%	2 *	5 1%	1 1%	1 2%	1 2%	2 *	4 1%	- -	2 9%	- -	- -	2 2%	- -	- -	- -	- -	2 3%	2 1%	- -	2 2%	- -	
2	4 *	2 1%	1 *	1 *	3 1%	1 *	1 *	3 1%	3 *	- -	1 2%	- -	2 *	2 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	1 1%	2 1%	- -	- -	
1 - Not influential at all	5 *	2 1%	2 1%	1 *	3 1%	2 *	1 *	4 1%	4 1%	- -	- -	1 2%	2 *	3 1%	- -	- -	- -	- -	- -	2 2%	2 2%	- -	- -	- -	1 1%	- -	- -	- -	
Mean	8.38	8.57	8.43	8.14	8.10	8.64	8.39	8.38	8.48	8.29	8.18	7.47	8.48	8.26	8.42	7.50	8.53	8.52	8.38	8.31	8.55	8.45	8.37	8.08	8.15	8.39	8.52	8.86	
Standard deviation	1.63	1.57	1.57	1.72	1.71	1.51	1.57	1.68	1.58	1.60	1.76	1.98	1.55	1.77	1.47	1.97	1.40	1.74	1.63	1.77	1.74	1.49	1.56	1.75	1.78	1.55	1.49	1.38	
Standard error	0.05	0.08	0.09	0.09	0.08	0.07	0.07	0.07	0.06	0.12	0.23	0.29	0.06	0.10	0.14	0.42	0.16	0.26	0.16	0.19	0.18	0.17	0.22	0.20	0.15	0.12	0.15	0.26	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 11

Q.2 How much influence, if any, does each of the following have on your future happiness? My family
Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	315	6	13	14	13	4	7	29	10	23	31	10	3	6	4	66	8	19	7	11	14	17
	31%	21%	31%	38%	26%	31%	26%	38%	24%	43%	37%	27%	23%	29%	20%	28%	24%	35%	39%	34%	47%	21%
9	226	9	13	12	12	5	7	12	6	10	19	8	1	6	2	46	12	9	4	8	5	20
	22%	32%	31%	32%	24%	38%	26%	16%	15%	19%	23%	22%	8%	29%	10%	20%	36%	17%	22%	25%	17%	25%
8	251	6	10	5	15	4	5	21	12	9	13	10	7	6	3	63	8	14	4	6	8	22
	25%	21%	24%	14%	30%	31%	19%	27%	29%	17%	16%	27%	54%	29%	15%	27%	24%	26%	22%	19%	27%	27%
7	118	3	3	1	3	-	4	9	8	5	11	3	-	-	6	30	4	9	1	2	2	14
	12%	11%	7%	3%	6%	-	15%	12%	20%	9%	13%	8%	-	-	30%	13%	12%	17%	6%	6%	7%	17%
6	50	2	1	3	2	-	3	4	2	4	5	1	1	3	1	9	-	2	1	1	-	5
	5%	7%	2%	8%	4%	-	11%	5%	5%	8%	6%	3%	8%	14%	5%	4%	-	4%	6%	3%	-	6%
5	38	1	2	1	2	-	1	-	2	2	2	5	1	-	3	12	-	-	1	2	-	1
	4%	4%	5%	3%	4%	-	4%	-	5%	4%	2%	14%	8%	-	15%	5%	-	-	6%	6%	-	1%
4	8	1	-	-	1	-	-	1	-	-	-	-	-	-	-	2	-	-	-	2	1	-
	1%	4%	-	-	2%	-	-	1%	-	-	-	-	-	-	-	1%	-	-	-	6%	3%	-
3	8	-	-	-	-	-	-	1	1	-	-	-	-	-	1	2	-	1	-	-	-	2
	1%	-	-	-	-	-	-	1%	2%	-	-	-	-	-	5%	1%	-	2%	-	-	-	2%
2	4	-	-	1	-	-	-	-	-	-	-	-	-	-	-	2	1	-	-	-	-	-
	*	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	1%	3%	-	-	-	-	-
1 - Not influential at all	5	-	-	-	2	-	-	-	-	-	2	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	4%	-	-	-	-	-	2%	-	-	-	-	*	-	-	-	-	-	-
Mean	8.38	8.25	8.67	8.65	8.14	9.00	8.30	8.57	8.07	8.70	8.48	8.22	8.15	8.57	7.40	8.24	8.55	8.54	8.67	8.38	8.90	8.21
Standard deviation	1.63	1.58	1.32	1.75	2.05	0.82	1.49	1.49	1.62	1.49	1.82	1.65	1.46	1.33	1.96	1.70	1.52	1.45	1.50	1.83	1.37	1.49
Standard error	0.05	0.30	0.20	0.29	0.29	0.23	0.29	0.17	0.25	0.20	0.20	0.27	0.41	0.29	0.44	0.11	0.27	0.20	0.35	0.32	0.25	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 12

Q.2 How much influence, if any, does each of the following have on your future happiness? Friends
Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very influential	192 19%	77 22%	59 17%	56 17%	69 14%	123 23%	83 17%	109 21%	143 19%	33 19%	12 20%	4 9%	116 20%	50 16%	22 19%	4 18%	15 20%	5 11%	20 19%	12 14%	19 20%	13 18%	11 21%	9 12%	21 15%	40 25%	19 20%	8 28%
9	206 20%	73 21%	64 19%	69 20%	102 21%	104 19%	85 17%	121 23%	145 20%	42 24%	14 23%	5 11%	121 21%	66 21%	18 16%	1 5%	14 18%	8 17%	22 21%	19 22%	14 15%	17 23%	10 19%	22 29%	21 15%	30 19%	24 26%	5 17%
8	263 26%	90 26%	84 25%	89 26%	132 27%	131 24%	135 27%	128 24%	198 27%	42 24%	10 17%	13 28%	146 25%	78 25%	33 29%	6 27%	22 29%	15 33%	27 26%	22 26%	22 24%	17 23%	12 23%	20 26%	37 27%	38 24%	21 23%	10 34%
7	169 17%	54 16%	59 17%	56 17%	92 19%	77 14%	90 18%	79 15%	125 17%	22 12%	10 17%	12 26%	88 15%	54 17%	20 18%	7 32%	14 18%	5 11%	10 10%	17 20%	16 17%	14 19%	10 19%	11 14%	26 19%	25 16%	17 18%	4 14%
6	82 8%	23 7%	30 9%	29 9%	33 7%	49 9%	43 9%	39 7%	51 7%	18 10%	6 10%	7 15%	46 8%	27 9%	8 7%	1 5%	3 4%	7 15%	9 9%	7 8%	9 10%	4 5%	5 10%	7 9%	12 9%	10 6%	8 9%	1 3%
5	71 7%	22 6%	25 7%	24 7%	33 7%	38 7%	44 9%	27 5%	46 6%	14 8%	6 10%	5 11%	34 6%	26 8%	8 7%	3 14%	6 8%	5 11%	8 8%	6 7%	6 6%	4 5%	3 6%	7 9%	10 7%	13 8%	2 2%	1 3%
4	19 2%	4 1%	10 3%	5 1%	8 2%	11 2%	7 1%	12 2%	14 2%	4 2%	1 2%	- -	14 2%	3 1%	2 2%	- -	1 1%	- -	2 2%	- -	2 2%	2 3%	1 2%	1 1%	7 5%	2 1%	1 1%	- -
3	9 1%	1 *	4 1%	4 1%	7 1%	2 *	5 1%	4 1%	7 1%	1 1%	1 2%	- -	4 1%	4 1%	1 1%	- -	- -	1 2%	4 4%	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -
2	4 *	1 *	2 1%	1 *	3 1%	1 *	1 *	3 1%	4 1%	- -	- -	- -	2 *	1 *	1 1%	- -	- -	- -	- -	1 1%	1 1%	1 1%	- -	- -	- -	- -	1 1%	- -
1 - Not influential at all	8 1%	2 1%	1 *	5 1%	7 1%	1 *	5 1%	3 1%	6 1%	1 1%	- -	1 2%	6 1%	2 1%	- -	- -	1 1%	- -	2 2%	1 1%	3 3%	- -	- -	- -	1 1%	- -	- -	- -
Mean	7.85	8.06	7.73	7.75	7.69	7.99	7.70	7.99	7.88	7.89	7.82	7.26	7.90	7.77	7.85	7.59	7.93	7.54	7.69	7.72	7.57	7.86	7.98	7.87	7.58	8.11	8.14	8.41
Standard deviation	1.76	1.65	1.77	1.82	1.82	1.69	1.76	1.74	1.76	1.73	1.79	1.67	1.79	1.73	1.69	1.56	1.71	1.64	2.07	1.78	2.13	1.77	1.58	1.52	1.79	1.60	1.54	1.32
Standard error	0.05	0.09	0.10	0.10	0.08	0.07	0.08	0.08	0.06	0.13	0.23	0.24	0.07	0.10	0.16	0.33	0.20	0.24	0.20	0.19	0.22	0.21	0.22	0.17	0.15	0.13	0.16	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 12

Q.2 How much influence, if any, does each of the following have on your future happiness? Friends

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	192	5	9	5	8	1	6	17	6	11	15	3	1	4	5	45	6	14	1	8	8	14
	19%	18%	21%	14%	16%	8%	22%	22%	15%	21%	18%	8%	8%	19%	25%	19%	18%	26%	6%	25%	27%	17%
9	206	6	7	7	11	1	7	17	7	13	15	11	4	6	3	43	9	16	4	6	5	8
	20%	21%	17%	19%	22%	8%	26%	22%	17%	25%	18%	30%	31%	29%	15%	18%	27%	30%	22%	19%	17%	10%
8	263	5	15	11	13	3	6	19	12	13	17	10	3	5	5	61	6	9	4	7	10	29
	26%	18%	36%	30%	26%	23%	22%	25%	29%	25%	20%	27%	23%	24%	25%	26%	18%	17%	22%	22%	33%	36%
7	169	6	6	5	7	5	4	7	8	8	15	6	1	4	3	38	10	8	5	3	5	15
	17%	21%	14%	14%	14%	38%	15%	9%	20%	15%	18%	16%	8%	19%	15%	16%	30%	15%	28%	9%	17%	19%
6	82	1	2	4	4	1	2	6	3	2	10	4	2	1	1	17	1	5	3	5	1	7
	8%	4%	5%	11%	8%	8%	7%	8%	7%	4%	12%	11%	15%	5%	5%	7%	3%	9%	17%	16%	3%	9%
5	71	4	2	4	4	2	1	5	3	3	5	3	2	-	3	19	1	-	1	2	1	6
	7%	14%	5%	11%	8%	15%	4%	6%	7%	6%	6%	8%	15%	-	15%	8%	3%	-	6%	6%	3%	7%
4	19	-	1	-	-	-	-	2	-	2	1	-	-	1	-	8	-	1	-	1	-	2
	2%	-	2%	-	-	-	-	3%	-	4%	1%	-	-	5%	-	3%	-	2%	-	3%	-	2%
3	9	-	-	1	1	-	1	3	1	-	1	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	3%	2%	-	4%	4%	2%	-	1%	-	-	-	-	*	-	-	-	-	-	-
2	4	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	2%	-	-	-	-	2%	1%	-	-	-	-	-	-	2%	-	-	-	-
1 - Not influential at all	8	1	-	-	1	-	-	1	1	-	3	-	-	-	-	1	-	-	-	-	-	-
	1%	4%	-	-	2%	-	-	1%	2%	-	4%	-	-	-	*	-	-	-	-	-	-	
Mean	7.85	7.61	8.12	7.65	7.64	7.23	8.11	7.83	7.61	8.00	7.51	7.84	7.62	8.19	7.95	7.83	8.18	8.30	7.56	7.97	8.37	7.77
Standard deviation	1.76	2.08	1.48	1.70	2.05	1.42	1.72	2.04	1.91	1.80	2.15	1.40	1.66	1.50	1.73	1.73	1.31	1.67	1.34	1.75	1.33	1.54
Standard error	0.05	0.39	0.23	0.28	0.29	0.39	0.33	0.23	0.30	0.25	0.24	0.23	0.46	0.33	0.39	0.11	0.23	0.23	0.32	0.31	0.24	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 13

Q.2 How much influence, if any, does each of the following have on your future happiness? Society

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very influential	50 5%	18 5%	15 4%	17 5%	25 5%	25 5%	21 4%	29 6%	39 5%	8 5%	2 3%	1 2%	33 6%	11 4%	5 4%	1 5%	5 7%	2 4%	7 7%	4 5%	7 8%	3 4%	2 4%	2 3%	6 4%	7 4%	5 5%	- -
9	83 8%	34 10%	25 7%	24 7%	40 8%	43 8%	37 7%	46 9%	58 8%	14 8%	7 12%	4 9%	49 8%	26 8%	7 6%	1 5%	5 7%	3 7%	14 13%	7 8%	5 5%	2 3%	5 10%	4 5%	16 12%	10 6%	11 12%	1 3%
8	185 18%	77 22%	53 16%	55 16%	82 17%	103 19%	86 17%	99 19%	141 19%	32 18%	6 10%	6 13%	110 19%	50 16%	23 20%	2 9%	14 18%	9 20%	16 15%	18 21%	11 12%	13 18%	10 19%	17 22%	27 20%	33 21%	13 14%	4 14%
7	224 22%	82 24%	72 21%	70 21%	94 19%	130 24%	113 23%	111 21%	163 22%	43 24%	12 20%	6 13%	125 22%	64 21%	29 26%	6 27%	16 21%	9 20%	15 14%	20 23%	30 32%	16 22%	9 17%	18 23%	23 17%	37 23%	25 27%	6 21%
6	170 17%	51 15%	58 17%	61 18%	94 19%	76 14%	82 16%	88 17%	125 17%	23 13%	10 17%	12 26%	103 18%	46 15%	15 13%	6 27%	13 17%	7 15%	18 17%	14 16%	14 15%	13 18%	11 21%	16 21%	20 15%	25 16%	14 15%	5 17%
5	150 15%	44 13%	56 17%	50 15%	71 15%	79 15%	76 15%	74 14%	100 14%	32 18%	9 15%	9 19%	75 13%	60 19%	13 12%	2 9%	14 18%	8 17%	16 15%	15 17%	14 15%	13 18%	5 10%	10 13%	19 14%	21 13%	12 13%	3 10%
4	75 7%	18 5%	26 8%	31 9%	41 8%	34 6%	40 8%	35 7%	55 7%	10 6%	6 10%	4 9%	38 7%	26 8%	10 9%	1 5%	5 7%	4 9%	4 4%	3 3%	3 3%	7 10%	8 15%	7 9%	9 7%	15 9%	8 9%	2 7%
3	49 5%	13 4%	19 6%	17 5%	20 4%	29 5%	27 5%	22 4%	37 5%	7 4%	5 8%	- -	22 4%	17 5%	8 7%	2 9%	3 4%	4 9%	8 8%	3 3%	4 4%	4 5%	2 4%	1 1%	8 6%	5 3%	2 2%	5 17%
2	17 2%	4 1%	6 2%	7 2%	6 1%	11 2%	8 2%	9 2%	8 1%	6 3%	1 2%	2 4%	8 1%	6 2%	3 3%	- -	- -	- -	4 4%	1 1%	1 1%	1 1%	- -	1 1%	4 3%	3 2%	1 1%	1 3%
1 - Not influential at all	20 2%	6 2%	8 2%	6 2%	13 3%	7 1%	8 2%	12 2%	13 2%	2 1%	2 3%	3 6%	14 2%	5 2%	- -	1 5%	1 1%	- -	2 2%	1 1%	4 4%	1 1%	- -	1 1%	4 3%	2 1%	2 2%	2 7%
Mean	6.42	6.71	6.25	6.29	6.36	6.47	6.34	6.49	6.48	6.42	6.05	5.87	6.53	6.24	6.42	6.09	6.54	6.35	6.41	6.63	6.42	6.16	6.48	6.47	6.38	6.46	6.60	5.34
Standard deviation	1.98	1.91	2.01	1.99	2.01	1.95	1.94	2.01	1.95	1.96	2.16	2.15	1.99	1.96	1.93	2.04	1.87	1.88	2.24	1.82	2.07	1.86	1.82	1.72	2.18	1.89	1.95	2.24
Standard error	0.06	0.10	0.11	0.11	0.09	0.08	0.09	0.09	0.07	0.15	0.28	0.31	0.08	0.11	0.18	0.44	0.21	0.28	0.22	0.20	0.21	0.22	0.25	0.20	0.19	0.15	0.20	0.42

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 13

Q.2 How much influence, if any, does each of the following have on your future happiness? Society

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential		50	2	2	2	4	-	1	6	1	2	6	1	-	3	-	10	-	7	-	1	-	2
		5%	7%	5%	5%	8%	-	4%	8%	2%	4%	7%	3%	-	14%	-	4%	-	13%	-	3%	-	2%
9		83	2	2	2	3	1	4	12	4	3	4	3	-	1	-	21	3	6	2	3	1	6
		8%	7%	5%	5%	6%	8%	15%	16%	10%	6%	5%	8%	-	5%	-	9%	9%	11%	11%	9%	3%	7%
8		185	5	8	8	10	2	4	12	4	11	9	9	5	3	4	45	6	3	3	8	4	22
		18%	18%	19%	22%	20%	15%	15%	16%	10%	21%	11%	24%	38%	14%	20%	19%	18%	6%	17%	25%	13%	27%
7		224	3	11	7	11	3	6	11	7	13	28	9	2	6	2	49	7	16	5	6	6	16
		22%	11%	26%	19%	22%	23%	22%	14%	17%	25%	34%	24%	15%	29%	10%	21%	21%	30%	28%	19%	20%	20%
6		170	4	9	7	6	4	4	10	14	8	11	5	4	4	6	35	8	9	1	3	5	13
		17%	14%	21%	19%	12%	31%	15%	13%	34%	15%	13%	14%	31%	19%	30%	15%	24%	17%	6%	9%	17%	16%
5		150	7	6	6	12	2	1	14	3	8	15	5	1	1	4	31	5	7	3	4	3	12
		15%	25%	14%	16%	24%	15%	4%	18%	7%	15%	18%	14%	8%	5%	20%	13%	15%	13%	17%	13%	10%	15%
4		75	3	2	2	2	-	3	2	4	3	3	3	1	2	2	20	3	4	2	5	2	7
		7%	11%	5%	5%	4%	-	11%	3%	10%	4%	4%	8%	8%	10%	9%	9%	9%	7%	11%	16%	7%	9%
3		49	1	2	3	-	1	3	5	4	4	3	1	-	1	2	11	-	1	-	2	5	-
		5%	4%	5%	8%	-	8%	11%	6%	10%	8%	4%	3%	-	5%	10%	5%	-	2%	-	6%	17%	-
2		17	-	-	-	1	-	-	3	-	1	1	-	-	-	-	6	1	1	-	-	1	2
		2%	-	-	-	2%	-	-	4%	-	2%	1%	-	-	-	-	3%	3%	2%	-	-	3%	2%
1 - Not influential at all		20	1	-	-	1	-	1	2	-	-	3	1	-	-	-	5	-	-	2	-	3	1
		2%	4%	-	-	2%	-	4%	3%	-	-	4%	3%	-	-	-	2%	-	-	11%	-	10%	1%
Mean		6.42	6.21	6.60	6.49	6.62	6.38	6.33	6.52	6.20	6.42	6.40	6.57	6.69	6.90	5.80	6.38	6.39	6.85	6.00	6.47	5.20	6.58
Standard deviation		1.98	2.15	1.64	1.84	1.94	1.56	2.29	2.31	1.79	1.85	2.00	1.88	1.32	1.95	1.58	2.05	1.64	1.96	2.38	1.93	2.34	1.80
Standard error		0.06	0.41	0.25	0.30	0.27	0.43	0.44	0.26	0.28	0.25	0.22	0.31	0.36	0.42	0.35	0.13	0.29	0.27	0.56	0.34	0.43	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 14

Q.2 How much influence, if any, does each of the following have on your future happiness? Government
Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very influential	29 3%	14 4%	6 2%	9 3%	12 2%	17 3%	17 3%	12 2%	23 3%	6 3%	- -	- -	16 3%	6 2%	7 6%	- -	1 1%	1 2%	6 6%	2 2%	2 2%	3 4%	2 4%	1 1%	5 4%	3 2%	3 3%	- -
9	45 4%	21 6%	12 4%	12 4%	23 5%	22 4%	16 3%	29 6%	37 5%	5 3%	2 3%	1 2%	30 5%	13 4%	2 2%	- -	3 4%	6 13%	3 3%	5 6%	1 1%	4 5%	5 10%	3 4%	7 5%	5 3%	3 3%	- -
8	102 10%	34 10%	43 13%	25 7%	46 9%	56 10%	41 8%	61 12%	74 10%	19 11%	6 10%	3 6%	61 11%	32 10%	8 7%	1 5%	6 8%	3 7%	8 8%	9 10%	9 10%	7 10%	6 12%	12 16%	18 13%	13 8%	11 12%	- -
7	114 11%	37 11%	36 11%	41 12%	64 13%	50 9%	61 12%	53 10%	80 11%	19 11%	9 15%	6 13%	69 12%	30 10%	13 12%	2 9%	12 16%	5 11%	14 13%	11 13%	7 8%	5 7%	8 15%	3 4%	16 12%	19 12%	9 10%	5 17%
6	141 14%	48 14%	40 12%	53 16%	73 15%	68 13%	64 13%	77 15%	102 14%	22 12%	9 15%	8 17%	78 14%	46 15%	16 14%	1 5%	6 8%	8 17%	8 8%	12 14%	15 16%	10 14%	6 12%	11 14%	20 15%	24 15%	16 17%	5 17%
5	206 20%	81 23%	65 19%	60 18%	94 19%	112 21%	103 21%	103 20%	148 20%	37 21%	9 15%	12 26%	111 19%	63 20%	22 19%	10 45%	18 24%	8 17%	25 24%	15 17%	23 25%	14 19%	7 13%	19 25%	22 16%	34 22%	18 19%	3 10%
4	120 12%	37 11%	36 11%	47 14%	60 12%	60 11%	58 12%	62 12%	88 12%	22 12%	6 10%	4 9%	69 12%	38 12%	12 11%	1 5%	8 11%	5 11%	11 11%	9 10%	12 13%	9 12%	7 13%	13 17%	17 13%	19 12%	7 8%	3 10%
3	118 12%	33 10%	48 14%	37 11%	48 10%	70 13%	63 13%	55 10%	85 12%	24 14%	5 8%	4 9%	63 11%	40 13%	13 12%	2 9%	14 18%	6 13%	13 13%	11 13%	7 8%	10 14%	3 6%	6 8%	17 13%	18 11%	10 11%	3 10%
2	61 6%	18 5%	24 7%	19 6%	24 5%	37 7%	26 5%	35 7%	47 6%	8 5%	3 5%	3 6%	31 5%	23 7%	6 5%	1 5%	2 3%	3 7%	4 4%	7 8%	6 6%	6 8%	4 8%	3 4%	7 5%	10 6%	9 10%	- -
1 - Not influential at all	87 9%	24 7%	28 8%	35 10%	42 9%	45 8%	49 10%	38 7%	55 7%	15 8%	11 18%	6 13%	49 8%	20 6%	14 12%	4 18%	6 8%	1 2%	12 12%	5 6%	11 12%	5 7%	4 8%	6 8%	7 5%	13 8%	7 8%	10 34%
Mean	5.11	5.36	5.01	4.96	5.20	5.03	5.00	5.22	5.17	5.07	4.73	4.74	5.20	5.05	4.97	4.27	4.99	5.57	5.05	5.22	4.81	5.07	5.56	5.16	5.43	4.99	5.13	3.83
Standard deviation	2.32	2.32	2.31	2.30	2.29	2.34	2.32	2.30	2.32	2.30	2.46	2.16	2.34	2.23	2.48	2.05	2.19	2.28	2.46	2.32	2.23	2.40	2.52	2.18	2.31	2.20	2.36	2.39
Standard error	0.07	0.12	0.13	0.13	0.10	0.10	0.10	0.10	0.09	0.17	0.32	0.32	0.10	0.13	0.23	0.44	0.25	0.34	0.24	0.25	0.23	0.28	0.35	0.25	0.20	0.18	0.24	0.44

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 14

Q.2 How much influence, if any, does each of the following have on your future happiness? Government
Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	29 3%	-	-	1 3%	2 4%	-	-	6 8%	-	3 6%	3 4%	1 3%	1 8%	-	-	7 3%	-	3 6%	-	-	-	2 2%
9	45 4%	1 4%	2 5%	3 8%	3 6%	1 8%	3 11%	3 4%	-	4 8%	1 1%	3 8%	-	1 5%	-	10 4%	1 3%	3 6%	-	5 16%	-	1 1%
8	102 10%	2 7%	3 7%	3 8%	6 12%	1 8%	2 7%	5 6%	3 7%	4 8%	7 8%	3 8%	3 23%	1 5%	-	30 13%	1 3%	8 15%	3 17%	4 13%	-	13 16%
7	114 11%	3 11%	8 19%	5 14%	7 14%	3 23%	1 4%	10 13%	5 12%	3 6%	10 12%	1 3%	-	3 14%	3 15%	26 11%	6 18%	5 9%	2 11%	4 13%	5 17%	4 5%
6	141 14%	2 7%	4 10%	7 19%	8 16%	2 15%	1 4%	6 8%	4 10%	7 13%	13 16%	8 22%	2 15%	5 24%	2 10%	34 15%	6 18%	9 17%	1 6%	4 13%	5 17%	11 14%
5	206 20%	10 36%	8 19%	6 16%	9 18%	2 15%	5 19%	19 25%	13 32%	11 21%	21 25%	8 22%	4 31%	5 24%	8 40%	37 16%	7 21%	8 15%	4 22%	1 3%	3 10%	17 21%
4	120 12%	4 14%	4 10%	5 14%	6 12%	1 8%	3 11%	8 10%	4 10%	6 11%	9 11%	6 16%	-	-	3 15%	31 13%	4 12%	5 9%	2 11%	5 16%	3 10%	11 14%
3	118 12%	3 11%	9 21%	5 14%	4 8%	2 15%	5 19%	12 16%	3 7%	8 15%	6 7%	2 5%	1 8%	1 5%	2 10%	34 15%	2 6%	7 13%	1 6%	3 9%	3 10%	5 6%
2	61 6%	-	1 2%	2 5%	4 8%	1 8%	1 4%	1 1%	5 12%	6 11%	5 6%	1 3%	2 15%	1 5%	-	11 5%	3 9%	4 7%	3 17%	3 9%	-	7 9%
1 - Not influential at all	87 9%	3 11%	3 7%	-	1 2%	-	6 22%	7 9%	4 10%	1 2%	8 10%	4 11%	-	4 19%	2 10%	13 6%	3 9%	2 4%	2 11%	3 9%	11 37%	10 12%
Mean	5.11	4.86	5.00	5.59	5.64	5.54	4.30	5.26	4.56	5.23	5.06	5.19	5.62	4.86	4.65	5.29	4.88	5.57	4.61	5.38	3.73	4.88
Standard deviation	2.32	2.03	2.16	2.09	2.22	2.11	2.67	2.46	2.05	2.40	2.24	2.34	2.43	2.43	1.69	2.27	2.10	2.41	2.40	2.69	2.41	2.41
Standard error	0.07	0.38	0.33	0.34	0.31	0.58	0.51	0.28	0.32	0.33	0.25	0.39	0.67	0.53	0.38	0.15	0.37	0.33	0.57	0.47	0.44	0.27

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 15

Q.2 How much influence, if any, does each of the following have on your future happiness? Business

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very influential	40 4%	15 4%	8 2%	17 5%	25 5%	15 3%	23 5%	17 3%	26 4%	11 6%	2 3%	1 2%	22 4%	16 5%	2 2%	- -	- -	2 4%	5 5%	8 9%	4 4%	1 1%	- -	2 3%	7 5%	7 4%	3 3%	1 3%
9	34 3%	9 3%	12 4%	13 4%	18 4%	16 3%	15 3%	19 4%	23 3%	8 5%	2 3%	1 2%	23 4%	6 2%	5 4%	- -	1 1%	1 2%	3 3%	2 2%	4 4%	4 5%	2 4%	2 3%	7 5%	4 3%	4 4%	- -
8	116 11%	31 9%	46 14%	39 12%	68 14%	48 9%	47 9%	69 13%	86 12%	19 11%	5 8%	6 13%	69 12%	34 11%	12 11%	1 5%	14 18%	7 15%	6 6%	10 12%	11 12%	8 11%	5 10%	9 12%	20 15%	14 9%	12 13%	- -
7	145 14%	56 16%	43 13%	46 14%	84 17%	61 11%	68 14%	77 15%	112 15%	27 15%	2 3%	4 9%	79 14%	51 16%	11 10%	4 18%	10 13%	10 22%	16 15%	15 17%	13 14%	8 11%	5 10%	12 16%	16 12%	23 15%	13 14%	4 14%
6	141 14%	44 13%	40 12%	57 17%	76 16%	65 12%	77 15%	64 12%	99 13%	26 15%	10 17%	6 13%	79 14%	41 13%	18 16%	3 14%	8 11%	4 9%	14 13%	9 10%	12 13%	12 16%	8 15%	10 13%	17 13%	24 15%	18 19%	5 17%
5	204 20%	78 22%	64 19%	62 18%	73 15%	131 24%	101 20%	103 20%	144 19%	32 18%	13 22%	15 32%	108 19%	66 21%	27 24%	3 14%	18 24%	9 20%	27 26%	10 12%	17 18%	13 18%	10 19%	21 27%	28 21%	31 20%	14 15%	6 21%
4	109 11%	36 10%	36 11%	37 11%	59 12%	50 9%	55 11%	54 10%	82 11%	15 8%	8 13%	4 9%	65 11%	32 10%	10 9%	2 9%	8 11%	5 11%	13 13%	9 10%	7 8%	8 11%	8 15%	7 9%	11 8%	20 13%	11 12%	2 7%
3	95 9%	40 12%	28 8%	27 8%	34 7%	61 11%	51 10%	44 8%	68 9%	19 11%	5 8%	3 6%	51 9%	26 8%	16 14%	2 9%	8 11%	4 9%	8 8%	10 12%	3 3%	9 12%	8 15%	6 8%	18 13%	13 8%	6 6%	2 7%
2	65 6%	16 5%	26 8%	23 7%	21 4%	44 8%	27 5%	38 7%	48 6%	9 5%	6 10%	2 4%	31 5%	23 7%	8 7%	3 14%	4 5%	2 4%	3 3%	7 8%	8 9%	6 8%	5 10%	2 3%	6 4%	11 7%	7 8%	4 14%
1 - Not influential at all	74 7%	22 6%	35 10%	17 5%	28 6%	46 9%	34 7%	40 8%	51 7%	11 6%	7 12%	5 11%	50 9%	16 5%	4 4%	4 18%	5 7%	2 4%	9 9%	6 7%	14 15%	4 5%	1 2%	6 8%	6 4%	11 7%	5 5%	5 17%
Mean	5.32	5.31	5.12	5.52	5.71	4.97	5.31	5.32	5.32	5.56	4.72	5.11	5.32	5.42	5.21	4.23	5.24	5.70	5.26	5.50	5.15	5.18	4.96	5.39	5.61	5.25	5.51	4.31
Standard deviation	2.31	2.23	2.41	2.28	2.28	2.28	2.28	2.34	2.29	2.38	2.38	2.24	2.37	2.26	2.12	2.35	2.13	2.22	2.23	2.61	2.64	2.25	2.01	2.16	2.33	2.28	2.26	2.38
Standard error	0.07	0.12	0.13	0.12	0.10	0.10	0.10	0.10	0.08	0.18	0.31	0.33	0.10	0.13	0.20	0.50	0.24	0.33	0.22	0.28	0.27	0.26	0.28	0.25	0.20	0.18	0.23	0.44

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 15

Q.2 How much influence, if any, does each of the following have on your future happiness? Business

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	40 4%	-	-	3 8%	5 10%	-	2 7%	5 6%	-	1 2%	3 4%	3 8%	-	2 10%	-	12 5%	-	2 4%	-	-	1 3%	1 1%
9	34 3%	-	1 2%	1 3%	2 4%	-	-	3 4%	-	3 6%	5 6%	1 3%	-	-	1 5%	9 4%	2 6%	2 4%	1 6%	1 3%	-	2 2%
8	116 11%	4 14%	9 21%	4 11%	9 18%	1 8%	1 4%	2 3%	3 7%	7 13%	12 14%	5 14%	-	2 10%	2 10%	28 12%	3 9%	8 15%	1 6%	2 6%	-	13 16%
7	145 14%	6 21%	3 7%	8 22%	10 20%	3 23%	3 11%	14 18%	4 10%	5 9%	12 14%	6 16%	1 8%	6 29%	-	31 13%	6 18%	8 15%	2 11%	5 16%	4 13%	8 10%
6	141 14%	3 11%	5 12%	3 8%	5 10%	1 8%	2 7%	11 14%	6 15%	6 11%	14 17%	4 11%	5 38%	1 5%	3 15%	30 13%	5 15%	11 20%	4 22%	4 13%	5 17%	13 16%
5	204 20%	5 18%	12 29%	8 22%	6 12%	2 15%	6 22%	14 18%	15 37%	10 19%	11 13%	7 19%	3 23%	4 19%	8 40%	49 21%	3 9%	8 15%	3 17%	6 19%	6 20%	18 22%
4	109 11%	4 14%	3 7%	3 8%	8 16%	-	2 7%	11 14%	6 15%	7 13%	6 7%	3 8%	3 23%	1 5%	4 20%	21 9%	7 21%	7 13%	2 11%	4 13%	2 7%	5 6%
3	95 9%	2 7%	4 10%	3 8%	1 2%	5 38%	3 11%	6 8%	4 10%	7 13%	3 4%	4 11%	-	1 5%	1 5%	29 12%	2 6%	4 7%	1 6%	6 19%	2 7%	7 9%
2	65 6%	1 4%	3 7%	2 5%	3 6%	-	3 11%	3 4%	2 5%	5 9%	7 8%	-	-	1 5%	-	12 5%	3 9%	3 6%	2 11%	3 9%	4 13%	8 10%
1 - Not influential at all	74 7%	3 11%	2 5%	2 5%	1 2%	1 8%	5 19%	8 10%	1 2%	2 4%	10 12%	4 11%	1 8%	3 14%	1 5%	12 5%	2 6%	1 2%	2 11%	1 3%	6 20%	6 7%
Mean	5.32	5.14	5.33	5.73	6.24	4.69	4.41	5.23	4.98	5.19	5.43	5.62	5.00	5.52	5.15	5.47	5.18	5.76	4.83	4.84	4.20	5.17
Standard deviation	2.31	2.21	2.14	2.40	2.31	2.18	2.66	2.42	1.62	2.29	2.59	2.54	1.53	2.73	1.79	2.31	2.24	2.09	2.33	2.03	2.41	2.28
Standard error	0.07	0.42	0.33	0.39	0.33	0.60	0.51	0.28	0.25	0.31	0.28	0.42	0.42	0.60	0.40	0.15	0.39	0.28	0.55	0.36	0.44	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 16

Q.2 How much influence, if any, does each of the following have on your future happiness? Charities

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very influential	14 1%	8 2%	2 1%	4 1%	6 1%	8 1%	7 1%	7 1%	11 1%	1 1%	1 2%	1 2%	12 2%	2 1%	- -	- -	1 1%	- -	1 1%	1 1%	2 2%	1 1%	- -	- -	2 1%	2 1%	3 3%	1 3%
9	14 1%	5 1%	6 2%	3 1%	6 1%	8 1%	7 1%	7 1%	12 2%	2 1%	- -	- -	5 1%	6 2%	3 3%	- -	3 4%	1 2%	1 1%	- -	- -	1 1%	1 2%	- -	1 1%	4 3%	2 2%	- -
8	78 8%	25 7%	32 9%	21 6%	31 6%	47 9%	44 9%	34 6%	61 8%	12 7%	1 2%	4 9%	42 7%	29 9%	6 5%	1 5%	11 14%	5 11%	7 7%	5 6%	11 12%	3 4%	1 2%	2 3%	11 8%	13 8%	6 6%	3 10%
7	109 11%	45 13%	34 10%	30 9%	42 9%	67 12%	56 11%	53 10%	82 11%	18 10%	7 12%	2 4%	50 9%	43 14%	15 13%	1 5%	6 8%	6 13%	15 14%	13 15%	10 11%	2 3%	4 8%	5 6%	14 10%	14 9%	17 18%	3 10%
6	120 12%	53 15%	42 12%	25 7%	51 10%	69 13%	58 12%	62 12%	91 12%	18 10%	6 10%	5 11%	67 12%	34 11%	16 14%	3 14%	10 13%	6 13%	10 10%	6 7%	8 9%	10 14%	15 29%	13 17%	11 8%	17 11%	12 13%	2 7%
5	200 20%	66 19%	70 21%	64 19%	86 18%	114 21%	100 20%	100 19%	144 19%	27 15%	14 23%	15 32%	112 19%	60 19%	23 20%	5 23%	14 18%	10 22%	19 18%	15 17%	20 22%	10 14%	10 19%	15 19%	32 24%	27 17%	21 23%	7 24%
4	134 13%	46 13%	40 12%	48 14%	71 15%	63 12%	56 11%	78 15%	100 14%	25 14%	6 10%	3 6%	83 14%	36 12%	12 11%	3 14%	11 14%	5 11%	11 11%	16 19%	12 13%	11 15%	6 12%	10 13%	19 14%	20 13%	11 12%	2 7%
3	146 14%	40 12%	45 13%	61 18%	76 16%	70 13%	64 13%	82 16%	95 13%	36 20%	6 10%	9 19%	84 15%	46 15%	14 12%	2 9%	8 11%	4 9%	13 13%	14 16%	9 10%	15 21%	7 13%	13 17%	14 10%	30 19%	13 14%	6 21%
2	95 9%	32 9%	31 9%	32 9%	44 9%	51 9%	49 10%	46 9%	65 9%	19 11%	9 15%	2 4%	54 9%	27 9%	12 11%	2 9%	5 7%	3 7%	11 11%	3 3%	10 11%	13 18%	5 10%	6 8%	16 12%	18 11%	3 3%	2 7%
1 - Not influential at all	113 11%	27 8%	36 11%	50 15%	73 15%	40 7%	57 11%	56 11%	78 11%	19 11%	10 17%	6 13%	68 12%	28 9%	12 11%	5 23%	7 9%	6 13%	16 15%	13 15%	11 12%	7 10%	3 6%	13 17%	16 12%	13 8%	5 5%	3 10%
Mean	4.55	4.85	4.62	4.15	4.25	4.81	4.61	4.48	4.65	4.28	4.05	4.47	4.46	4.74	4.58	3.86	5.03	4.80	4.38	4.38	4.65	3.96	4.67	4.00	4.46	4.52	5.23	4.66
Standard deviation	2.21	2.19	2.21	2.19	2.23	2.16	2.27	2.16	2.23	2.14	2.20	2.16	2.22	2.20	2.17	2.14	2.33	2.28	2.32	2.18	2.33	2.06	1.87	1.98	2.22	2.23	2.10	2.35
Standard error	0.07	0.12	0.12	0.12	0.10	0.09	0.10	0.09	0.08	0.16	0.28	0.31	0.09	0.12	0.20	0.46	0.27	0.34	0.23	0.23	0.24	0.24	0.26	0.23	0.19	0.18	0.22	0.44

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 16

Q.2 How much influence, if any, does each of the following have on your future happiness? Charities

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very influential	14 1%	-	1 2%	-	1 2%	-	-	1 1%	-	-	3 4%	-	1 8%	-	-	3 1%	-	1 2%	-	-	1 3%	2 2%
9	14 1%	1 4%	1 2%	1 3%	-	-	-	1 1%	1 2%	1 2%	-	-	-	1 5%	-	3 1%	-	1 2%	-	-	-	3 4%
8	78 8%	2 7%	9 21%	4 11%	4 8%	1 8%	2 7%	5 6%	3 7%	3 6%	9 11%	2 5%	1 8%	1 5%	1 5%	19 8%	2 6%	1 2%	2 11%	-	3 10%	4 5%
7	109 11%	4 14%	1 2%	5 14%	9 18%	1 8%	2 7%	7 9%	7 17%	2 4%	11 13%	4 11%	-	-	1 5%	22 9%	5 15%	11 20%	5 28%	2 6%	3 10%	7 9%
6	120 12%	5 18%	4 10%	5 14%	-	-	3 11%	9 12%	7 17%	8 15%	8 10%	8 22%	1 8%	2 10%	1 5%	21 9%	7 21%	7 13%	3 17%	11 34%	2 7%	8 10%
5	200 20%	4 14%	9 21%	8 22%	10 20%	3 23%	4 15%	18 23%	3 7%	7 13%	18 22%	4 11%	2 15%	5 24%	8 40%	50 21%	3 9%	12 22%	3 17%	7 22%	7 23%	15 19%
4	134 13%	2 7%	9 21%	5 14%	11 22%	2 15%	5 19%	9 12%	4 10%	9 17%	9 11%	4 11%	4 31%	1 5%	5 25%	31 13%	4 12%	6 11%	1 6%	2 6%	2 7%	9 11%
3	146 14%	3 11%	4 10%	2 5%	7 14%	4 31%	3 11%	6 8%	7 17%	9 17%	8 10%	4 11%	2 15%	6 29%	2 10%	33 14%	6 18%	9 17%	2 11%	6 19%	6 20%	17 21%
2	95 9%	3 11%	1 2%	2 5%	2 4%	-	2 7%	7 9%	5 12%	9 17%	10 12%	3 8%	1 8%	4 19%	1 5%	25 11%	3 9%	2 4%	1 6%	2 6%	2 7%	10 12%
1 - Not influential at all	113 11%	4 14%	3 7%	5 14%	6 12%	2 15%	6 22%	14 18%	4 10%	5 9%	7 8%	8 22%	1 8%	1 5%	1 5%	26 11%	3 9%	4 7%	1 6%	2 6%	4 13%	6 7%
Mean	4.55	4.64	5.24	4.89	4.60	4.00	3.96	4.34	4.63	4.08	4.87	4.16	4.54	4.05	4.50	4.45	4.58	4.91	5.39	4.59	4.53	4.49
Standard deviation	2.21	2.41	2.26	2.28	2.22	2.04	2.24	2.32	2.31	2.06	2.34	2.30	2.40	2.06	1.57	2.21	2.11	2.06	2.06	1.70	2.40	2.27
Standard error	0.07	0.45	0.35	0.38	0.31	0.57	0.43	0.26	0.36	0.28	0.26	0.38	0.67	0.45	0.35	0.15	0.37	0.28	0.49	0.30	0.44	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 17

Q.2 How much influence, if any, does each of the following have on your future happiness? SUMMARY TABLE

Please rate on a scale where 10 means they are very influential on your future happiness and 1 means that they are not influential at all.

Base: All respondents

	The day I am having today	My life in general	My family life	My friends	My social life	The world as a whole	The state of the environment	The country as a whole	Your local community
Base	1023	1023	1023	1023	1023	1023	1023	1023	1023
10 - Very influential	66 6%	73 7%	197 19%	161 16%	103 10%	20 2%	9 1%	10 1%	25 2%
9	107 10%	173 17%	197 19%	212 21%	129 13%	30 3%	12 1%	17 2%	52 5%
8	218 21%	302 30%	237 23%	242 24%	206 20%	97 9%	49 5%	82 8%	165 16%
7	199 19%	194 19%	137 13%	179 17%	203 20%	190 19%	104 10%	173 17%	219 21%
6	177 17%	105 10%	103 10%	93 9%	137 13%	209 20%	189 18%	204 20%	186 18%
5	115 11%	81 8%	77 8%	79 8%	132 13%	192 19%	243 24%	225 22%	176 17%
4	65 6%	46 4%	35 3%	26 3%	49 5%	130 13%	171 17%	129 13%	93 9%
3	33 3%	24 2%	15 1%	13 1%	25 2%	81 8%	123 12%	91 9%	53 5%
2	24 2%	12 1%	12 1%	7 1%	25 2%	35 3%	68 7%	54 5%	20 2%
1 - Not influential at all	19 2%	13 1%	13 1%	11 1%	14 1%	39 4%	55 5%	38 4%	34 3%
Mean	6.67	7.22	7.65	7.65	6.92	5.53	4.80	5.28	6.03
Standard deviation	2.02	1.88	2.00	1.86	2.05	1.96	1.87	1.89	1.96
Standard error	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 18

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The day I am having today

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	66 6%	25 7%	28 8%	13 4%	27 6%	39 7%	35 7%	31 6%	47 6%	12 7%	5 8%	2 4%	37 6%	22 7%	6 5%	1 5%	3 4%	4 9%	9 9%	7 8%	7 8%	10 14%	1 2%	6 8%	7 5%	8 5%	4 4%	- -
9	107 10%	36 10%	39 12%	32 9%	45 9%	62 12%	54 11%	53 10%	81 11%	21 12%	3 5%	2 4%	62 11%	36 12%	5 4%	4 18%	7 9%	5 11%	8 8%	9 10%	10 11%	9 12%	7 13%	7 9%	9 7%	25 16%	7 8%	4 4%
8	218 21%	69 20%	78 23%	71 21%	110 23%	108 20%	98 20%	120 23%	153 21%	39 22%	22 37%	4 9%	126 22%	65 21%	24 21%	3 14%	17 22%	8 17%	21 20%	12 14%	19 20%	13 18%	10 19%	16 21%	30 22%	42 27%	25 27%	5 17%
7	199 19%	60 17%	70 21%	69 20%	93 19%	106 20%	93 19%	106 20%	143 19%	36 20%	7 12%	13 28%	116 20%	51 16%	26 23%	6 27%	23 30%	10 22%	16 15%	20 23%	12 13%	15 21%	14 27%	11 14%	28 21%	26 16%	18 19%	6 21%
6	177 17%	64 18%	47 14%	66 20%	88 18%	89 17%	82 16%	95 18%	127 17%	34 19%	7 12%	9 19%	98 17%	50 16%	24 21%	5 23%	14 18%	7 15%	18 17%	21 24%	13 14%	13 18%	7 13%	14 18%	26 19%	20 13%	19 20%	5 17%
5	115 11%	40 12%	35 10%	40 12%	62 13%	53 10%	55 11%	60 11%	86 12%	18 10%	7 12%	4 9%	65 11%	34 11%	14 12%	2 9%	4 5%	4 9%	18 17%	8 9%	13 14%	6 8%	7 13%	9 12%	14 10%	18 11%	11 12%	3 10%
4	65 6%	24 7%	22 7%	19 6%	30 6%	35 7%	39 8%	26 5%	46 6%	6 3%	5 8%	8 17%	33 6%	28 9%	4 4%	- -	4 5%	3 7%	7 7%	9 8%	9 10%	3 4%	- -	7 9%	11 8%	6 4%	6 6%	2 7%
3	33 3%	11 3%	8 2%	14 4%	13 3%	20 4%	19 4%	14 3%	21 3%	8 5%	2 3%	2 4%	16 3%	12 4%	4 4%	1 5%	2 3%	2 4%	3 3%	- -	2 2%	1 1%	3 6%	6 8%	2 1%	7 4%	2 2%	3 10%
2	24 2%	9 3%	6 2%	9 3%	12 2%	12 2%	15 3%	9 2%	17 2%	2 1%	2 3%	3 6%	15 3%	5 2%	4 4%	- -	2 3%	1 2%	3 3%	- -	6 6%	- -	2 4%	1 1%	5 4%	2 1%	1 1%	1 3%
1 - Very unhappy	19 2%	9 3%	5 1%	5 1%	6 1%	13 2%	8 2%	11 2%	18 2%	1 1%	- -	- -	9 2%	8 3%	2 2%	- -	- -	2 4%	1 1%	2 2%	2 2%	3 4%	1 2%	- -	4 3%	4 3%	- -	- -
Mean	6.67	6.59	6.90	6.53	6.65	6.69	6.60	6.73	6.65	6.89	6.82	5.94	6.72	6.61	6.47	7.05	6.84	6.59	6.58	6.78	6.40	7.07	6.58	6.56	6.45	6.87	6.77	6.28
Standard deviation	2.02	2.11	1.98	1.94	1.93	2.10	2.09	1.95	2.05	1.85	2.01	1.98	1.99	2.13	1.93	1.65	1.71	2.29	2.04	1.86	2.30	2.13	2.01	2.04	2.05	2.06	1.68	2.02
Standard error	0.06	0.11	0.11	0.11	0.09	0.09	0.09	0.08	0.08	0.14	0.26	0.29	0.08	0.12	0.18	0.35	0.20	0.34	0.20	0.20	0.24	0.25	0.28	0.23	0.18	0.16	0.17	0.37

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 18

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The day I am having today

Base: All respondents

D.6 Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	66	1	2	3	1	2	5	9	2	9	6	3	-	1	1	14	2	2	1	-	-	2
	6%	4%	5%	8%	2%	15%	19%	12%	5%	17%	7%	8%	-	5%	5%	6%	6%	4%	6%	-	-	2%
9	107	4	3	4	7	1	3	7	2	5	11	4	2	3	3	21	7	6	-	5	4	5
	10%	14%	7%	11%	14%	8%	11%	9%	5%	9%	13%	11%	15%	14%	15%	9%	21%	11%	-	16%	13%	6%
8	218	7	8	5	8	1	6	18	8	8	18	8	2	4	6	53	9	18	6	4	5	16
	21%	25%	19%	14%	16%	8%	22%	23%	20%	15%	22%	22%	15%	19%	30%	23%	27%	33%	33%	13%	17%	20%
7	199	6	15	8	14	1	2	12	4	11	11	6	5	3	4	41	6	11	2	10	6	21
	19%	21%	36%	22%	28%	8%	7%	16%	10%	21%	13%	16%	38%	14%	20%	18%	18%	20%	11%	31%	20%	26%
6	177	7	7	8	7	5	8	8	10	9	10	8	3	3	2	38	5	9	5	5	5	15
	17%	25%	17%	22%	14%	38%	30%	10%	24%	17%	12%	22%	23%	14%	10%	16%	15%	17%	28%	16%	17%	19%
5	115	1	3	3	4	3	2	12	8	5	11	3	-	4	2	28	2	5	2	5	3	9
	11%	4%	7%	8%	8%	23%	7%	16%	20%	9%	13%	8%	-	19%	10%	12%	6%	9%	11%	16%	10%	11%
4	65	1	1	2	8	-	-	6	2	3	6	2	1	-	1	19	-	2	2	-	2	7
	6%	4%	2%	5%	16%	-	-	8%	5%	6%	7%	5%	8%	-	5%	8%	-	4%	11%	-	7%	9%
3	33	-	2	1	-	-	-	3	-	1	2	3	-	2	1	7	1	1	-	2	3	4
	3%	-	5%	3%	-	-	-	4%	-	2%	2%	8%	-	10%	5%	3%	3%	2%	-	6%	10%	5%
2	24	1	1	1	-	-	-	1	3	-	6	-	-	-	-	5	1	-	-	1	2	2
	2%	4%	2%	3%	-	-	-	1%	7%	-	7%	-	-	-	-	2%	3%	-	-	3%	7%	2%
1 - Very unhappy	19	-	-	2	1	-	1	1	2	2	2	-	-	1	-	7	-	-	-	-	-	-
	2%	-	-	5%	2%	-	4%	1%	5%	4%	2%	-	-	5%	-	3%	-	-	-	-	-	-
Mean	6.67	7.04	6.79	6.49	6.60	6.85	7.33	6.82	6.00	7.02	6.49	6.81	7.00	6.43	7.10	6.53	7.33	7.13	6.67	6.56	6.13	6.41
Standard deviation	2.02	1.69	1.72	2.29	1.85	1.82	2.08	2.13	2.24	2.21	2.36	1.94	1.35	2.29	1.80	2.10	1.81	1.52	1.61	1.79	2.13	1.78
Standard error	0.06	0.32	0.27	0.38	0.26	0.50	0.40	0.24	0.35	0.30	0.26	0.32	0.38	0.50	0.40	0.14	0.32	0.21	0.38	0.32	0.39	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 19

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My life in general

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	73 7%	31 9%	21 6%	21 6%	37 8%	36 7%	35 7%	38 7%	58 8%	10 6%	4 7%	1 2%	48 8%	18 6%	7 6%	-	7 9%	5 11%	6 6%	4 5%	5 5%	5 7%	4 8%	7 9%	8 6%	13 8%	6 6%	3 10%
9	173 17%	53 15%	63 19%	57 17%	85 17%	88 16%	81 16%	92 18%	124 17%	40 23%	5 8%	4 9%	90 16%	60 19%	18 16%	5 23%	16 21%	5 11%	17 16%	14 16%	16 17%	13 18%	5 10%	14 18%	18 13%	37 23%	14 15%	4 14%
8	302 30%	106 31%	107 32%	89 26%	133 27%	169 31%	139 28%	163 31%	226 31%	52 29%	17 28%	7 15%	164 28%	93 30%	37 33%	8 36%	27 36%	11 24%	32 31%	24 28%	30 32%	22 30%	19 37%	20 26%	29 21%	47 30%	33 35%	8 28%
7	194 19%	60 17%	70 21%	64 19%	91 19%	103 19%	102 20%	92 18%	143 19%	35 20%	10 17%	6 13%	108 19%	56 18%	24 21%	6 27%	12 16%	12 26%	22 21%	14 16%	16 17%	15 21%	13 25%	16 21%	26 19%	30 19%	13 14%	5 17%
6	105 10%	39 11%	28 8%	38 11%	50 10%	55 10%	61 12%	44 8%	81 11%	7 4%	7 12%	10 21%	64 11%	28 9%	13 12%	-	5 7%	5 11%	8 8%	8 9%	10 11%	8 11%	3 6%	10 13%	23 17%	9 6%	11 12%	5 17%
5	81 8%	30 9%	19 6%	32 9%	34 7%	47 9%	39 8%	42 8%	50 7%	17 10%	4 7%	10 21%	47 8%	28 9%	5 4%	1 5%	4 5%	2 4%	9 9%	11 13%	3 3%	4 5%	5 10%	6 8%	15 11%	10 6%	11 12%	1 3%
4	46 4%	10 3%	17 5%	19 6%	28 6%	18 3%	21 4%	25 5%	27 4%	9 5%	6 10%	4 9%	31 5%	11 4%	4 4%	-	4 5%	2 4%	6 6%	5 6%	4 4%	4 5%	2 4%	3 4%	8 6%	5 3%	3 3%	-
3	24 2%	8 2%	7 2%	9 3%	14 3%	10 2%	10 2%	14 3%	16 2%	1 1%	4 7%	3 6%	15 3%	7 2%	2 2%	-	1 1%	3 7%	3 3%	2 2%	4 4%	1 1%	1 2%	1 1%	4 3%	1 1%	2 2%	1 3%
2	12 1%	4 1%	4 1%	4 1%	6 1%	6 1%	6 1%	6 1%	5 1%	4 2%	2 3%	1 2%	3 1%	5 2%	2 2%	2 9%	-	1 2%	1 1%	2 2%	2 2%	1 1%	-	-	1 1%	3 2%	-	1 3%
1 - Very unhappy	13 1%	6 2%	2 1%	5 1%	8 2%	5 1%	4 1%	9 2%	9 1%	2 1%	1 2%	1 2%	7 1%	5 2%	1 1%	-	-	-	-	2 2%	3 3%	-	-	-	4 3%	3 2%	-	1 3%
Mean	7.22	7.25	7.35	7.06	7.16	7.28	7.22	7.22	7.33	7.33	6.57	6.00	7.21	7.22	7.31	7.27	7.67	7.09	7.22	6.87	7.05	7.36	7.35	7.44	6.76	7.50	7.31	7.10
Standard deviation	1.88	1.91	1.76	1.94	1.98	1.78	1.80	1.94	1.80	1.89	2.21	1.98	1.88	1.91	1.76	1.96	1.60	2.00	1.76	2.07	2.13	1.71	1.57	1.63	2.02	1.90	1.64	2.21
Standard error	0.06	0.10	0.10	0.11	0.09	0.08	0.08	0.08	0.07	0.14	0.29	0.29	0.08	0.11	0.17	0.42	0.18	0.29	0.17	0.22	0.22	0.20	0.22	0.19	0.17	0.15	0.17	0.41

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 19

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My life in general

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	73	1	5	4	1	1	2	7	2	5	5	3	1	-	3	18	2	5	-	2	3	3
	7%	4%	12%	11%	2%	8%	7%	9%	5%	9%	6%	8%	8%	-	15%	8%	6%	9%	-	6%	10%	4%
9	173	6	9	5	11	3	3	13	6	11	12	4	2	4	5	44	10	9	2	3	4	7
	17%	21%	21%	14%	22%	23%	11%	17%	15%	21%	14%	11%	15%	19%	25%	19%	30%	17%	11%	9%	13%	9%
8	302	12	13	9	11	3	11	22	12	13	26	14	5	7	6	51	10	22	5	15	8	27
	30%	43%	31%	24%	22%	23%	41%	29%	29%	25%	31%	38%	38%	33%	30%	22%	30%	41%	28%	47%	27%	33%
7	194	4	7	11	9	2	2	15	9	13	18	8	4	6	2	43	3	7	2	6	5	18
	19%	14%	17%	30%	18%	15%	7%	19%	22%	25%	22%	22%	31%	29%	10%	18%	9%	13%	11%	19%	17%	22%
6	105	3	2	2	5	1	3	8	1	3	9	3	1	1	1	30	5	6	3	3	5	10
	10%	11%	5%	5%	10%	8%	11%	10%	2%	6%	11%	8%	8%	5%	5%	13%	15%	11%	17%	9%	17%	12%
5	81	2	2	2	7	-	3	3	8	2	3	3	-	1	2	21	2	3	4	2	1	10
	8%	7%	5%	5%	14%	-	11%	4%	20%	4%	4%	8%	-	5%	10%	9%	6%	6%	22%	6%	3%	12%
4	46	-	3	1	1	1	2	6	3	5	3	2	-	1	-	12	-	1	2	-	-	3
	4%	-	7%	3%	2%	8%	7%	8%	7%	9%	4%	5%	-	5%	-	5%	-	2%	11%	-	-	4%
3	24	-	1	3	2	-	-	2	-	1	3	-	-	-	1	5	-	1	-	1	2	2
	2%	-	2%	8%	4%	-	-	3%	-	2%	4%	-	-	-	5%	2%	-	2%	-	3%	7%	2%
2	12	-	-	-	2	2	-	1	-	-	1	-	-	1	-	3	-	-	-	-	1	1
	1%	-	-	-	4%	15%	-	1%	-	-	1%	-	-	5%	-	1%	-	-	-	-	3%	1%
1 - Very unhappy	13	-	-	-	1	-	1	-	-	-	3	-	-	-	-	6	1	-	-	-	1	-
	1%	-	-	-	2%	-	4%	-	-	-	4%	-	-	-	-	3%	3%	-	-	-	3%	-
Mean	7.22	7.71	7.64	7.27	6.80	6.85	7.07	7.31	7.10	7.45	7.07	7.43	7.85	7.19	7.80	7.06	7.64	7.67	6.56	7.50	6.97	6.98
Standard deviation	1.88	1.24	1.78	1.90	2.13	2.64	2.06	1.85	1.69	1.77	2.06	1.52	1.07	1.75	1.85	2.06	1.80	1.52	1.65	1.44	2.30	1.64
Standard error	0.06	0.23	0.27	0.31	0.30	0.73	0.40	0.21	0.26	0.24	0.23	0.25	0.30	0.38	0.41	0.13	0.31	0.21	0.39	0.25	0.42	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 20

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My family life

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	197	75	67	55	79	118	92	105	154	32	10	1	110	55	30	2	20	7	21	15	20	14	11	17	16	33	17	6
	19%	22%	20%	16%	16%	22%	18%	20%	21%	18%	17%	2%	19%	18%	27%	9%	26%	15%	20%	17%	22%	19%	21%	22%	12%	21%	18%	21%
9	197	73	66	58	89	108	89	108	151	35	7	4	117	53	21	6	14	10	16	15	22	15	10	13	16	38	23	5
	19%	21%	20%	17%	18%	20%	18%	21%	20%	20%	12%	9%	20%	17%	19%	27%	18%	22%	15%	17%	24%	21%	19%	17%	12%	24%	25%	17%
8	237	68	89	80	120	117	116	121	170	42	13	12	128	81	21	7	14	16	26	20	22	14	14	22	36	22	20	11
	23%	20%	26%	24%	25%	22%	23%	23%	23%	24%	22%	26%	22%	26%	19%	32%	18%	35%	25%	23%	24%	19%	27%	29%	26%	14%	22%	38%
7	137	40	41	56	79	58	72	65	86	22	13	16	82	37	16	2	14	3	13	15	12	9	5	10	21	19	15	1
	13%	12%	12%	17%	16%	11%	14%	12%	12%	12%	22%	34%	14%	12%	14%	9%	18%	7%	13%	17%	13%	12%	10%	13%	15%	12%	16%	3%
6	103	31	35	37	50	53	51	52	73	16	7	7	51	38	12	2	6	6	10	11	5	9	6	5	15	18	9	3
	10%	9%	10%	11%	10%	10%	10%	10%	10%	9%	12%	15%	9%	12%	11%	9%	8%	13%	10%	13%	5%	12%	12%	6%	11%	11%	10%	10%
5	77	25	21	31	39	38	43	34	45	22	4	6	51	17	8	1	5	1	10	4	5	5	4	7	17	15	4	-
	8%	7%	6%	9%	8%	7%	9%	6%	6%	12%	7%	13%	9%	5%	7%	5%	7%	2%	10%	5%	5%	7%	8%	9%	13%	9%	4%	-
4	35	19	8	8	13	22	19	16	27	5	3	-	18	17	-	-	1	2	3	4	3	5	1	2	5	5	3	1
	3%	5%	2%	2%	3%	4%	4%	3%	4%	3%	5%	-	3%	5%	-	-	1%	4%	3%	5%	3%	7%	2%	3%	4%	3%	3%	3%
3	15	7	3	5	6	9	6	9	12	1	1	1	6	5	2	2	2	-	3	-	-	1	-	1	3	4	1	-
	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	9%	3%	-	3%	-	-	1%	-	1%	2%	3%	3%	1%
2	12	2	6	4	6	6	8	4	10	1	1	-	8	2	2	-	-	-	1	-	1	1	-	-	4	3	-	1
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	-	-	-	1%	-	1%	1%	2%	-	3%	2%	-	3%
1 - Very unhappy	13	7	2	4	5	8	2	11	11	1	1	-	6	6	1	-	-	1	1	2	3	-	-	-	3	1	1	1
	1%	2%	1%	1%	1%	1%	*	2%	1%	1%	2%	-	1%	2%	1%	-	-	2%	1%	2%	3%	-	-	-	2%	1%	1%	3%
Mean	7.65	7.64	7.79	7.51	7.58	7.70	7.60	7.69	7.71	7.67	7.30	7.00	7.67	7.52	7.89	7.59	7.99	7.80	7.57	7.60	7.85	7.59	7.87	7.91	7.01	7.61	7.87	7.76
Standard deviation	2.00	2.16	1.89	1.94	1.91	2.08	1.95	2.06	2.06	1.87	2.07	1.35	1.98	2.05	2.00	1.94	1.80	1.85	2.05	1.94	2.11	2.01	1.83	1.74	2.16	2.13	1.80	2.25
Standard error	0.06	0.12	0.10	0.11	0.09	0.09	0.09	0.09	0.08	0.14	0.27	0.20	0.08	0.12	0.19	0.41	0.21	0.27	0.20	0.21	0.22	0.23	0.25	0.20	0.18	0.17	0.19	0.42

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 20

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My family life

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	197	7	12	5	7	3	6	19	6	11	17	9	3	4	4	40	4	14	1	8	6	11
	19%	25%	29%	14%	14%	23%	22%	25%	15%	21%	20%	24%	23%	19%	20%	17%	12%	26%	6%	25%	20%	14%
9	197	3	10	10	7	5	4	12	6	14	18	8	2	6	2	32	15	13	4	7	5	14
	19%	11%	24%	27%	14%	38%	15%	16%	15%	26%	22%	22%	15%	29%	10%	14%	45%	24%	22%	22%	17%	17%
8	237	8	6	14	12	1	5	20	11	10	23	11	4	3	4	53	5	12	4	7	12	12
	23%	29%	14%	38%	24%	8%	19%	26%	27%	19%	28%	30%	31%	14%	20%	23%	15%	22%	22%	22%	40%	15%
7	137	4	7	2	10	1	3	11	5	5	9	4	1	2	3	33	3	10	3	2	1	18
	13%	14%	17%	5%	20%	8%	11%	14%	12%	9%	11%	11%	8%	10%	15%	14%	9%	19%	17%	6%	3%	22%
6	103	4	2	4	8	1	4	4	6	5	4	2	2	1	3	27	3	1	4	4	3	11
	10%	14%	5%	11%	16%	8%	15%	5%	15%	9%	5%	5%	15%	5%	15%	12%	9%	2%	22%	13%	10%	14%
5	77	1	3	1	2	-	2	6	6	3	5	2	1	5	1	26	1	2	1	2	-	7
	8%	4%	7%	3%	4%	-	7%	8%	15%	6%	6%	5%	8%	24%	5%	11%	3%	4%	6%	6%	-	9%
4	35	1	-	1	2	1	3	2	-	3	3	1	-	-	1	7	1	2	-	1	1	5
	3%	4%	-	3%	4%	8%	11%	3%	-	6%	4%	3%	-	-	5%	3%	3%	4%	-	3%	3%	6%
3	15	-	2	-	-	-	-	2	1	1	-	-	-	-	1	5	-	-	1	-	-	2
	1%	-	5%	-	-	-	-	3%	2%	2%	-	-	-	-	5%	2%	-	-	6%	-	-	2%
2	12	-	-	-	-	-	-	1	-	1	1	-	-	-	-	7	-	-	-	1	1	-
	1%	-	-	-	-	-	-	1%	-	2%	1%	-	-	-	-	3%	-	-	-	3%	3%	-
1 - Very unhappy	13	-	-	-	2	1	-	-	-	-	3	-	-	-	1	3	1	-	-	-	1	1
	1%	-	-	-	4%	8%	-	-	-	-	4%	-	-	-	5%	1%	3%	-	-	-	3%	1%
Mean	7.65	7.93	8.10	8.08	7.34	7.77	7.52	7.86	7.46	7.79	7.77	8.22	8.00	7.76	7.10	7.27	8.00	8.28	7.28	7.91	7.77	7.23
Standard deviation	2.00	1.68	1.91	1.42	2.04	2.68	2.03	1.94	1.78	2.04	2.16	1.57	1.63	1.89	2.47	2.16	1.94	1.56	1.74	2.02	2.21	1.98
Standard error	0.06	0.32	0.29	0.23	0.29	0.74	0.39	0.22	0.28	0.28	0.24	0.26	0.45	0.41	0.55	0.14	0.34	0.21	0.41	0.36	0.40	0.22

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 21

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	161 16%	55 16%	64 19%	42 12%	68 14%	93 17%	78 16%	83 16%	125 17%	26 15%	8 13%	2 4%	92 16%	44 14%	21 19%	4 18%	17 22%	1 2%	20 19%	14 16%	16 17%	12 16%	8 15%	9 12%	14 10%	35 22%	11 12%	4 14%
9	212 21%	83 24%	69 20%	60 18%	87 18%	125 23%	92 18%	120 23%	163 22%	33 19%	9 15%	7 15%	120 21%	64 21%	23 20%	5 23%	17 22%	8 17%	15 14%	13 15%	20 22%	15 21%	13 25%	22 29%	19 14%	42 27%	23 25%	5 17%
8	242 24%	74 21%	91 27%	77 23%	123 25%	119 22%	113 23%	129 25%	179 24%	40 23%	14 23%	9 19%	141 24%	70 23%	27 24%	4 18%	21 28%	19 41%	28 27%	20 23%	20 22%	16 22%	10 19%	14 18%	31 23%	32 20%	25 27%	6 21%
7	179 17%	62 18%	51 15%	66 20%	95 20%	84 16%	96 19%	83 16%	121 16%	33 19%	14 23%	11 23%	96 17%	61 20%	17 15%	5 23%	11 14%	6 13%	16 15%	19 22%	13 14%	14 19%	11 21%	14 18%	30 22%	22 14%	17 18%	6 21%
6	93 9%	29 8%	27 8%	37 11%	48 10%	45 8%	46 9%	47 9%	68 9%	15 8%	3 5%	7 15%	54 9%	27 9%	12 11%	- -	2 3%	7 15%	9 9%	10 12%	9 10%	9 12%	4 8%	5 6%	14 10%	11 7%	11 12%	2 7%
5	79 8%	20 6%	22 7%	37 11%	42 9%	37 7%	42 8%	37 7%	45 6%	15 8%	8 13%	11 23%	43 7%	27 9%	7 6%	2 9%	7 9%	2 10%	10 10%	5 6%	9 10%	6 8%	3 6%	8 10%	13 10%	9 6%	4 4%	3 10%
4	26 3%	12 3%	5 1%	9 3%	10 2%	16 3%	13 3%	13 2%	18 2%	5 3%	3 5%	- -	15 3%	9 3%	2 2%	- -	- -	3 7%	3 3%	1 1%	2 2%	- -	2 4%	2 3%	9 7%	3 2%	1 1%	- -
3	13 1%	6 2%	4 1%	3 1%	3 1%	10 2%	7 1%	6 1%	9 1%	4 2%	- -	- -	7 1%	4 1%	- -	2 9%	1 1%	- -	1 1%	3 3%	1 1%	- -	1 2%	- -	4 3%	2 1%	- -	- -
2	7 1%	3 1%	3 1%	1 *	2 *	5 1%	6 1%	1 *	3 *	3 2%	1 2%	- -	4 1%	1 *	2 2%	- -	- -	- -	- -	- -	1 1%	- -	- -	2 3%	- -	1 1%	1 1%	2 7%
1 - Very unhappy	11 1%	3 1%	2 1%	6 2%	8 2%	3 1%	5 1%	6 1%	8 1%	3 2%	- -	- -	5 1%	4 1%	2 2%	- -	- -	- -	2 2%	1 1%	2 2%	1 1%	- -	1 1%	2 1%	1 1%	- -	1 3%
Mean	7.65	7.70	7.86	7.39	7.55	7.74	7.55	7.75	7.77	7.42	7.38	7.00	7.68	7.57	7.73	7.64	8.13	7.39	7.62	7.55	7.58	7.75	7.77	7.55	7.12	8.04	7.83	7.14
Standard deviation	1.86	1.88	1.77	1.89	1.83	1.88	1.91	1.81	1.82	2.05	1.84	1.52	1.83	1.86	1.96	2.08	1.59	1.45	1.95	1.86	2.06	1.71	1.73	1.99	1.95	1.81	1.52	2.40
Standard error	0.06	0.10	0.10	0.10	0.08	0.08	0.09	0.08	0.07	0.15	0.24	0.22	0.08	0.11	0.18	0.44	0.18	0.21	0.19	0.20	0.21	0.20	0.24	0.23	0.17	0.14	0.16	0.45

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 21

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	161	8	7	1	8	3	7	20	3	10	14	2	-	6	4	35	3	11	-	5	4	10
	16%	29%	17%	3%	16%	23%	26%	26%	7%	19%	17%	5%	-	29%	20%	15%	9%	20%	-	16%	13%	12%
9	212	5	10	9	6	2	6	10	7	10	17	12	4	6	5	47	10	14	4	8	5	15
	21%	18%	24%	24%	12%	15%	22%	13%	17%	19%	20%	32%	31%	29%	25%	20%	30%	26%	22%	25%	17%	19%
8	242	7	13	14	12	3	4	21	8	10	19	8	3	5	6	46	9	14	5	6	7	22
	24%	25%	31%	38%	24%	23%	15%	27%	20%	19%	23%	22%	23%	24%	30%	20%	27%	26%	28%	19%	23%	27%
7	179	6	5	5	9	2	7	12	7	13	13	7	1	2	3	43	9	7	3	6	6	13
	17%	21%	12%	14%	18%	15%	26%	16%	17%	25%	16%	19%	8%	10%	15%	18%	27%	13%	17%	19%	20%	16%
6	93	1	1	6	6	2	1	6	4	5	8	4	2	-	1	19	1	6	3	4	2	11
	9%	4%	2%	16%	12%	15%	4%	8%	10%	9%	10%	11%	15%	-	5%	8%	3%	11%	17%	13%	7%	14%
5	79	1	6	1	5	-	1	5	7	4	7	2	2	1	1	23	1	1	2	2	3	4
	8%	4%	14%	3%	10%	-	4%	6%	17%	8%	8%	5%	15%	5%	5%	10%	3%	2%	11%	6%	10%	5%
4	26	-	-	1	1	1	-	1	3	-	2	1	1	-	-	11	-	-	1	1	-	2
	3%	-	-	3%	2%	8%	-	1%	7%	-	2%	3%	8%	-	-	5%	-	-	6%	3%	-	2%
3	13	-	-	-	2	-	1	1	1	-	-	-	-	-	-	5	-	-	-	-	-	3
	1%	-	-	-	4%	-	4%	1%	2%	-	-	-	-	-	-	2%	-	-	-	-	-	4%
2	7	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2	-	1	-	-	2	1
	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	2%	-	-	7%	1%
1 - Very unhappy	11	-	-	-	1	-	-	1	1	2	1	-	1	-	2	-	-	-	-	-	1	-
	1%	-	-	-	2%	-	-	1%	2%	2%	2%	3%	-	5%	-	1%	-	-	-	-	3%	-
Mean	7.65	8.36	7.98	7.65	7.30	7.85	8.11	7.94	6.85	7.77	7.60	7.57	7.15	8.29	8.25	7.45	8.06	8.15	7.17	7.81	7.17	7.49
Standard deviation	1.86	1.39	1.57	1.32	2.05	1.82	1.74	1.85	2.08	1.78	2.02	1.82	1.77	2.10	1.37	1.98	1.17	1.58	1.54	1.64	2.36	1.84
Standard error	0.06	0.26	0.24	0.22	0.29	0.50	0.33	0.21	0.32	0.24	0.22	0.30	0.49	0.46	0.31	0.13	0.20	0.22	0.36	0.29	0.43	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 22

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My social life

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	103	45	34	24	46	57	43	60	81	16	5	1	64	29	9	1	13	3	13	6	11	7	3	8	9	18	9	3
	10%	13%	10%	7%	9%	11%	9%	11%	11%	9%	8%	2%	11%	9%	8%	5%	17%	7%	13%	7%	12%	10%	6%	10%	7%	11%	10%	10%
9	129	52	48	29	49	80	58	71	105	20	2	2	77	35	14	3	10	6	10	12	10	10	10	11	14	24	10	2
	13%	15%	14%	9%	10%	15%	12%	14%	14%	11%	3%	4%	13%	11%	12%	14%	13%	13%	10%	14%	11%	14%	19%	14%	10%	15%	11%	7%
8	206	63	77	66	94	112	97	109	153	35	9	9	120	54	26	6	16	9	17	15	20	13	11	16	25	41	19	4
	20%	18%	23%	20%	19%	21%	19%	21%	21%	20%	15%	19%	21%	17%	23%	27%	21%	20%	16%	17%	22%	18%	21%	21%	18%	26%	20%	14%
7	203	75	72	56	92	111	93	110	160	28	10	5	113	68	17	5	10	11	21	15	15	17	15	16	26	26	24	7
	20%	22%	21%	17%	19%	21%	19%	21%	22%	16%	17%	11%	20%	22%	15%	23%	13%	24%	20%	17%	16%	23%	29%	21%	19%	16%	26%	24%
6	137	42	42	53	73	64	75	62	87	29	13	8	77	38	20	2	16	4	8	16	17	10	4	7	18	21	11	5
	13%	12%	12%	16%	15%	12%	15%	12%	12%	16%	22%	17%	13%	12%	18%	9%	21%	9%	8%	19%	18%	14%	8%	9%	13%	13%	12%	17%
5	132	43	34	55	64	68	73	59	88	21	12	11	67	45	18	2	7	7	20	13	10	11	5	13	20	8	15	3
	13%	12%	10%	16%	13%	13%	15%	11%	12%	12%	20%	23%	12%	14%	16%	9%	9%	15%	19%	15%	11%	15%	10%	17%	15%	5%	16%	10%
4	49	7	18	24	28	21	22	27	28	13	4	4	30	16	2	1	2	3	4	5	3	3	3	1	14	7	3	1
	5%	2%	5%	7%	6%	4%	4%	5%	4%	7%	7%	9%	5%	5%	2%	5%	3%	7%	4%	6%	3%	4%	6%	1%	10%	4%	3%	3%
3	25	9	4	12	14	11	15	10	14	3	3	5	7	14	3	1	1	2	6	3	2	1	1	1	4	2	1	1
	2%	3%	1%	4%	3%	2%	3%	2%	2%	2%	5%	11%	1%	5%	3%	5%	1%	4%	6%	3%	2%	1%	2%	1%	3%	1%	1%	3%
2	25	6	6	13	16	9	15	10	14	8	1	2	14	6	4	1	1	1	2	1	3	1	-	3	4	6	1	2
	2%	2%	2%	4%	3%	2%	3%	2%	2%	5%	2%	4%	2%	2%	4%	5%	1%	2%	2%	1%	3%	1%	-	4%	3%	4%	1%	7%
1 - Very unhappy	14	5	3	6	10	4	7	7	9	4	1	-	8	6	-	-	-	-	3	-	2	-	-	1	2	5	-	1
	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	-	1%	2%	-	-	-	-	3%	-	2%	-	-	1%	1%	3%	-	3%
Mean	6.92	7.16	7.14	6.44	6.69	7.12	6.76	7.07	7.11	6.64	6.27	5.81	7.03	6.72	6.88	6.86	7.39	6.78	6.65	6.80	6.91	7.05	7.25	7.01	6.50	7.11	7.08	6.41
Standard deviation	2.05	2.02	1.91	2.12	2.14	1.93	2.06	2.02	1.98	2.21	2.00	1.96	2.03	2.11	1.94	2.03	1.88	1.97	2.29	1.88	2.14	1.82	1.67	2.07	2.09	2.22	1.74	2.37
Standard error	0.06	0.11	0.10	0.12	0.10	0.08	0.09	0.09	0.07	0.17	0.26	0.29	0.08	0.12	0.18	0.43	0.22	0.29	0.22	0.20	0.22	0.21	0.23	0.24	0.18	0.18	0.18	0.44

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 22

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

My social life

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81	
10 - Very happy	103	6	6	2	6	1	4	11	3	4	9	4	-	2	3	18	4	7	1	1	4	7	
	10%	21%	14%	5%	12%	8%	15%	14%	7%	8%	11%	11%	-	10%	15%	8%	12%	13%	6%	3%	13%	9%	
9	129	3	6	4	9	1	3	9	4	10	7	5	4	3	4	24	7	5	1	7	2	11	
	13%	11%	14%	11%	18%	8%	11%	12%	10%	19%	8%	14%	31%	14%	20%	10%	21%	9%	6%	22%	7%	14%	
8	206	7	8	8	8	1	6	16	4	9	16	9	1	9	2	50	11	13	2	7	4	15	
	20%	25%	19%	22%	16%	8%	22%	21%	10%	17%	19%	24%	8%	43%	10%	21%	33%	24%	11%	22%	13%	19%	
7	203	4	6	10	4	4	5	12	9	13	17	10	2	3	4	44	7	11	5	10	7	16	
	20%	14%	14%	27%	8%	31%	19%	16%	22%	25%	20%	27%	15%	14%	20%	19%	21%	20%	28%	31%	23%	20%	
6	137	5	9	4	8	2	4	4	6	7	16	3	3	1	4	33	1	8	2	2	5	10	
	13%	18%	21%	11%	16%	15%	15%	5%	15%	13%	19%	8%	23%	5%	20%	14%	3%	15%	11%	6%	17%	12%	
5	132	3	4	5	9	1	4	13	8	6	9	4	1	-	2	31	-	9	5	4	3	11	
	13%	11%	10%	14%	18%	8%	15%	17%	20%	11%	11%	11%	8%	-	10%	13%	-	17%	28%	13%	10%	14%	
4	49	-	2	1	4	2	-	3	4	2	2	1	-	1	-	15	2	-	1	1	1	7	
	5%	-	5%	3%	8%	15%	-	4%	10%	4%	2%	3%	-	5%	-	6%	6%	-	6%	3%	3%	9%	
3	25	-	1	2	2	-	1	5	2	-	3	-	1	-	1	4	1	-	1	-	1	-	
	2%	-	2%	5%	4%	-	4%	6%	5%	-	4%	-	8%	-	5%	2%	3%	-	6%	-	3%	-	
2	25	-	-	1	-	1	-	2	-	1	2	-	1	-	-	10	-	1	-	-	2	4	
	2%	-	-	3%	-	8%	-	3%	-	2%	2%	-	8%	-	-	4%	-	2%	-	-	7%	5%	
1 - Very unhappy	14	-	-	-	-	-	-	2	1	2	1	1	-	2	-	4	-	-	-	-	1	-	
	1%	-	-	-	-	-	-	3%	2%	2%	2%	3%	-	10%	-	2%	-	-	-	-	3%	-	
Mean	6.92	7.71	7.26	6.78	6.96	6.31	7.30	6.82	6.34	7.09	6.80	7.30	6.62	7.24	7.35	6.67	7.79	7.24	6.33	7.34	6.53	6.81	
Standard deviation	2.05	1.67	1.86	1.90	2.07	2.18	1.84	2.39	2.07	1.93	2.10	1.87	2.29	2.45	1.93	2.11	1.67	1.75	1.78	1.47	2.42	2.05	
Standard error	0.06	0.32	0.29	0.31	0.29	0.60	0.35	0.27	0.32	0.27	0.23	0.31	0.64	0.53	0.43	0.14	0.29	0.24	0.42	0.26	0.44	0.23	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 23

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The world as a whole

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	20 2%	6 2%	4 1%	10 3%	11 2%	9 2%	9 2%	11 2%	13 2%	5 3%	2 3%	-	9 2%	8 3%	2 2%	1 5%	1 1%	-	3 3%	1 1%	1 1%	3 4%	1 2%	3 4%	1 1%	4 3%	2 2%	-
9	30 3%	11 3%	10 3%	9 3%	15 3%	15 3%	15 3%	15 3%	26 4%	2 1%	2 3%	-	16 3%	9 3%	5 4%	-	3 4%	1 2%	5 5%	4 5%	3 3%	2 3%	1 2%	2 3%	3 2%	3 2%	3 3%	-
8	97 9%	32 9%	33 10%	32 9%	56 12%	41 8%	47 9%	50 10%	72 10%	19 11%	2 3%	4 9%	54 9%	26 8%	14 12%	3 14%	6 8%	2 4%	10 10%	15 17%	6 6%	7 10%	6 12%	9 12%	11 8%	13 8%	8 9%	4 14%
7	190 19%	68 20%	68 20%	54 16%	88 18%	102 19%	94 19%	96 18%	137 19%	31 18%	11 18%	11 23%	102 18%	61 20%	21 19%	6 27%	22 29%	8 17%	10 10%	14 16%	20 22%	17 23%	10 19%	13 17%	19 14%	35 22%	16 17%	6 21%
6	209 20%	77 22%	61 18%	71 21%	89 18%	120 22%	104 21%	105 20%	156 21%	39 22%	8 13%	6 13%	126 22%	53 17%	28 25%	2 9%	12 16%	15 33%	22 21%	22 26%	15 16%	7 10%	13 25%	17 22%	30 22%	27 17%	25 27%	4 14%
5	192 19%	67 19%	61 18%	64 19%	84 17%	108 20%	99 20%	93 18%	136 18%	36 20%	12 20%	8 17%	108 19%	65 21%	13 12%	6 27%	14 18%	6 13%	24 23%	10 12%	21 23%	15 21%	4 8%	16 21%	31 23%	32 20%	13 14%	6 21%
4	130 13%	43 12%	42 12%	45 13%	64 13%	66 12%	56 11%	74 14%	93 13%	19 11%	10 17%	8 17%	66 11%	47 15%	16 14%	1 5%	6 8%	10 22%	12 12%	7 8%	12 13%	14 19%	4 8%	8 10%	18 13%	18 11%	18 19%	3 10%
3	81 8%	20 6%	34 10%	27 8%	40 8%	41 8%	36 7%	45 9%	53 7%	17 10%	6 10%	5 11%	46 8%	25 8%	9 8%	1 5%	6 8%	3 7%	7 7%	9 10%	7 8%	7 10%	8 15%	3 4%	14 10%	13 8%	4 4%	-
2	35 3%	13 4%	11 3%	11 3%	18 4%	17 3%	22 4%	13 2%	25 3%	4 2%	3 5%	3 6%	22 4%	9 3%	4 4%	-	3 4%	-	7 7%	2 2%	2 2%	-	4 8%	3 4%	3 2%	8 5%	1 1%	2 7%
1 - Very unhappy	39 4%	10 3%	14 4%	15 4%	21 4%	18 3%	16 3%	23 4%	28 4%	5 3%	4 7%	2 4%	28 5%	8 3%	1 1%	2 9%	3 4%	1 2%	4 4%	2 2%	6 6%	1 1%	1 2%	3 4%	6 4%	5 3%	3 3%	4 14%
Mean	5.53	5.64	5.46	5.50	5.55	5.52	5.56	5.51	5.58	5.60	5.12	5.11	5.46	5.56	5.81	5.77	5.68	5.46	5.42	5.90	5.37	5.73	5.46	5.75	5.29	5.51	5.67	5.10
Standard deviation	1.96	1.88	1.98	2.02	2.05	1.88	1.94	1.98	1.96	1.89	2.16	1.94	1.99	1.91	1.88	2.20	1.99	1.56	2.10	1.96	1.99	1.92	2.10	2.01	1.85	1.98	1.83	2.30
Standard error	0.06	0.10	0.11	0.11	0.09	0.08	0.09	0.09	0.07	0.14	0.28	0.28	0.08	0.11	0.18	0.47	0.23	0.23	0.21	0.21	0.21	0.22	0.29	0.23	0.16	0.16	0.19	0.43

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 23

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The world as a whole

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	20	-	1	-	2	-	1	4	-	2	1	1	1	1	-	3	-	1	1	-	-	1
	2%	-	2%	-	4%	-	4%	5%	-	4%	1%	3%	8%	5%	-	1%	-	2%	6%	-	-	1%
9	30	2	1	1	3	-	2	3	2	-	4	2	-	1	-	4	-	2	1	1	-	1
	3%	7%	2%	3%	6%	-	7%	4%	5%	-	5%	5%	-	5%	-	2%	-	4%	6%	3%	-	1%
8	97	3	2	2	9	1	4	7	6	6	7	5	2	1	3	20	1	5	3	2	4	4
	9%	11%	5%	5%	18%	8%	15%	9%	15%	11%	8%	14%	15%	5%	15%	9%	3%	9%	17%	6%	13%	5%
7	190	8	10	8	7	4	5	8	4	13	17	6	3	4	-	40	9	11	2	7	6	18
	19%	29%	24%	22%	14%	31%	19%	10%	10%	25%	20%	16%	23%	19%	-	17%	27%	20%	11%	22%	20%	22%
6	209	5	6	13	11	3	5	19	7	6	14	9	2	3	5	46	10	10	4	8	4	19
	20%	18%	14%	35%	22%	23%	19%	25%	17%	11%	17%	24%	15%	14%	25%	20%	30%	19%	22%	25%	13%	23%
5	192	6	8	3	7	2	4	16	9	10	16	7	1	3	5	53	6	8	3	2	6	17
	19%	21%	19%	8%	14%	15%	15%	21%	22%	19%	19%	19%	8%	14%	25%	23%	18%	15%	17%	6%	20%	21%
4	130	2	4	8	4	1	2	10	3	8	11	3	4	-	3	29	4	13	4	4	3	10
	13%	7%	10%	22%	8%	8%	7%	13%	7%	15%	13%	8%	31%	-	15%	12%	12%	24%	22%	13%	10%	12%
3	81	2	4	1	3	2	4	3	6	6	7	1	-	7	3	18	2	2	-	4	-	6
	8%	7%	10%	3%	6%	15%	15%	4%	15%	11%	8%	3%	-	33%	15%	8%	6%	4%	-	13%	-	7%
2	35	-	3	-	2	-	-	3	3	-	1	1	-	1	-	12	-	-	-	4	2	3
	3%	-	7%	-	4%	-	-	4%	7%	-	1%	3%	-	5%	-	5%	-	-	-	13%	7%	4%
1 - Very unhappy	39	-	3	1	2	-	-	4	1	2	5	2	-	-	1	8	1	2	-	-	5	2
	4%	-	7%	3%	4%	-	-	5%	2%	4%	6%	5%	-	-	5%	3%	3%	4%	-	-	17%	2%
Mean	5.53	6.14	5.19	5.68	6.00	5.69	6.11	5.61	5.32	5.60	5.51	5.89	6.15	5.29	5.05	5.36	5.58	5.65	6.22	5.25	4.97	5.46
Standard deviation	1.96	1.60	2.20	1.58	2.19	1.60	1.99	2.13	2.09	1.99	2.04	2.07	1.91	2.28	1.82	1.89	1.50	1.87	1.83	2.00	2.39	1.75
Standard error	0.06	0.30	0.34	0.26	0.31	0.44	0.38	0.24	0.33	0.27	0.22	0.34	0.53	0.50	0.41	0.12	0.26	0.26	0.43	0.35	0.44	0.19

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 24

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The state of the environment

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	9 1%	4 1%	- -	5 1%	6 1%	3 1%	5 1%	4 1%	3 *	5 3%	1 2%	- -	4 1%	4 1%	1 1%	- -	- -	- -	2 2%	- -	- -	1 1%	- -	3 4%	1 1%	2 1%	- -	- -
9	12 1%	6 2%	5 1%	1 *	9 2%	3 1%	4 1%	8 2%	11 1%	- -	1 2%	- -	5 1%	6 2%	- -	1 5%	1 1%	- -	1 1%	1 1%	3 4%	- -	1 1%	1 1%	1 1%	1 1%	- -	2 7%
8	49 5%	13 4%	18 5%	18 5%	33 7%	16 3%	25 5%	24 5%	34 5%	9 5%	5 8%	1 2%	31 5%	11 4%	6 5%	1 5%	1 1%	- -	4 4%	5 6%	4 4%	5 7%	3 6%	4 5%	9 7%	8 5%	6 6%	- -
7	104 10%	27 8%	34 10%	43 13%	58 12%	46 9%	51 10%	53 10%	73 10%	24 14%	3 5%	4 9%	59 10%	30 10%	11 10%	4 18%	7 9%	6 13%	9 9%	15 17%	9 10%	7 10%	4 8%	7 9%	10 7%	16 10%	12 13%	2 7%
6	189 18%	72 21%	59 17%	58 17%	85 17%	104 19%	96 19%	93 18%	141 19%	28 16%	10 17%	10 21%	110 19%	49 16%	27 24%	3 14%	14 18%	7 15%	17 16%	21 24%	22 24%	12 16%	8 15%	15 19%	18 13%	31 20%	20 22%	4 14%
5	243 24%	85 24%	82 24%	76 22%	104 21%	139 26%	121 24%	122 23%	176 24%	43 24%	14 23%	10 21%	129 22%	82 26%	25 22%	7 32%	21 28%	19 41%	28 27%	20 23%	13 14%	13 18%	14 27%	16 21%	37 27%	36 23%	18 19%	8 28%
4	171 17%	65 19%	50 15%	56 17%	81 17%	90 17%	86 17%	85 16%	122 17%	29 16%	10 17%	10 21%	91 16%	57 18%	23 20%	- -	17 22%	7 15%	15 14%	8 9%	14 15%	11 15%	8 15%	21 27%	23 17%	27 17%	16 17%	4 14%
3	123 12%	38 11%	43 13%	42 12%	47 10%	76 14%	56 11%	67 13%	86 12%	24 14%	9 15%	4 9%	73 13%	39 13%	9 8%	2 9%	8 11%	4 9%	15 14%	7 8%	13 14%	10 14%	10 19%	7 9%	19 14%	15 9%	12 13%	3 10%
2	68 7%	22 6%	25 7%	21 6%	37 8%	31 6%	34 7%	34 6%	54 7%	7 4%	3 5%	4 9%	41 7%	20 6%	5 4%	2 9%	4 5%	2 4%	7 7%	5 6%	8 9%	9 12%	2 2%	3 3%	10 7%	14 9%	3 3%	3 10%
1 - Very unhappy	55 5%	15 4%	22 7%	18 5%	26 5%	29 5%	20 4%	35 7%	39 5%	8 5%	4 7%	4 9%	34 6%	13 4%	6 5%	2 9%	3 4%	1 2%	6 6%	4 5%	9 10%	2 3%	4 8%	1 1%	8 6%	8 5%	6 6%	3 10%
Mean	4.80	4.83	4.71	4.86	4.95	4.66	4.87	4.74	4.78	4.99	4.78	4.47	4.77	4.80	4.93	5.00	4.71	4.87	4.72	5.20	4.53	4.89	4.58	5.19	4.64	4.81	4.88	4.48
Standard deviation	1.87	1.81	1.89	1.91	1.99	1.74	1.82	1.92	1.85	1.92	2.03	1.79	1.90	1.84	1.77	2.20	1.61	1.39	1.92	1.83	2.01	2.11	1.79	1.81	1.88	1.90	1.83	2.13
Standard error	0.06	0.10	0.10	0.10	0.09	0.08	0.08	0.08	0.07	0.14	0.26	0.26	0.08	0.10	0.17	0.47	0.18	0.21	0.19	0.20	0.21	0.25	0.25	0.21	0.16	0.15	0.19	0.40

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 24

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The state of the environment

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	9 1%	-	-	-	-	-	-	2 3%	-	1 2%	-	2 5%	-	1 5%	-	3 1%	-	-	-	-	-	-
9	12 1%	-	-	-	2 4%	-	-	1 1%	-	2 4%	1 1%	-	-	-	-	3 1%	-	-	-	-	2 7%	1 1%
8	49 5%	-	1 2%	-	3 6%	-	3 11%	3 4%	2 5%	3 6%	4 5%	2 5%	2 15%	1 5%	-	14 6%	1 3%	4 7%	2 11%	1 3%	-	3 4%
7	104 10%	3 11%	3 7%	6 16%	11 22%	1 8%	2 7%	8 10%	2 5%	8 15%	8 10%	4 11%	-	2 10%	2 10%	20 9%	3 9%	7 13%	1 6%	3 9%	2 7%	8 10%
6	189 18%	4 14%	9 21%	6 16%	12 24%	4 31%	6 22%	9 12%	10 24%	7 13%	21 25%	7 19%	1 8%	3 14%	5 25%	38 16%	11 33%	13 24%	1 6%	6 19%	4 13%	12 15%
5	243 24%	10 36%	9 21%	14 38%	9 18%	6 46%	6 22%	20 26%	13 32%	9 17%	12 14%	9 24%	6 46%	2 10%	1 5%	63 27%	4 12%	11 20%	5 28%	6 19%	8 27%	20 25%
4	171 17%	4 14%	13 31%	5 14%	4 8%	1 8%	3 11%	14 18%	6 15%	9 17%	12 14%	9 24%	4 31%	3 14%	3 15%	37 16%	4 12%	11 20%	5 28%	6 19%	4 13%	14 17%
3	123 12%	3 11%	4 10%	5 14%	3 6%	-	4 15%	10 13%	6 15%	6 11%	13 16%	3 8%	-	4 19%	5 25%	24 10%	6 18%	2 4%	3 17%	6 19%	3 10%	13 16%
2	68 7%	4 14%	-	-	3 6%	-	3 11%	5 6%	2 5%	6 11%	6 7%	1 3%	-	2 10%	3 15%	18 8%	3 9%	3 6%	1 6%	-	3 10%	5 6%
1 - Very unhappy	55 5%	-	3 7%	1 3%	3 6%	1 8%	-	5 6%	-	2 4%	6 7%	-	-	3 14%	1 5%	13 6%	1 3%	3 6%	-	4 13%	4 13%	5 6%
Mean	4.80	4.57	4.64	4.97	5.40	5.08	4.96	4.73	4.90	4.96	4.67	5.35	5.23	4.33	4.15	4.81	4.73	5.06	4.72	4.41	4.37	4.58
Standard deviation	1.87	1.53	1.57	1.40	2.01	1.44	1.83	2.01	1.45	2.16	1.95	1.80	1.36	2.46	1.84	1.93	1.77	1.80	1.67	1.88	2.19	1.82
Standard error	0.06	0.29	0.24	0.23	0.28	0.40	0.35	0.23	0.23	0.30	0.21	0.30	0.38	0.54	0.41	0.13	0.31	0.24	0.39	0.33	0.40	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 25

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The country as a whole

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-ent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	10 1%	5 1%	3 1%	2 1%	7 1%	3 1%	7 1%	3 1%	7 1%	2 1%	1 2%	-	6 1%	4 1%	-	-	1 1%	-	1 1%	2 2%	1 1%	1 1%	-	1 1%	2 1%	1 1%	-	-
9	17 2%	5 1%	6 2%	6 2%	14 3%	3 1%	5 1%	12 2%	14 2%	2 1%	1 2%	-	11 2%	3 1%	3 3%	-	4 5%	1 2%	-	1 1%	1 1%	3 4%	2 4%	1 1%	-	1 1%	3 3%	-
8	82 8%	30 9%	31 9%	21 6%	45 9%	37 7%	39 8%	43 8%	62 8%	14 8%	3 5%	3 6%	45 8%	24 8%	9 8%	4 18%	5 7%	2 4%	5 5%	8 9%	8 9%	7 10%	6 12%	6 8%	9 7%	14 9%	11 12%	1 3%
7	173 17%	70 20%	45 13%	58 17%	85 17%	88 16%	79 16%	94 18%	135 18%	24 14%	7 12%	7 15%	111 19%	37 12%	19 17%	6 27%	19 25%	8 17%	14 13%	16 19%	15 16%	9 12%	8 15%	14 18%	19 14%	25 16%	21 23%	5 17%
6	204 20%	80 23%	61 18%	63 19%	88 18%	116 22%	98 20%	106 20%	148 20%	39 22%	9 15%	8 17%	111 19%	63 20%	27 24%	3 14%	13 17%	10 22%	17 16%	20 23%	20 22%	14 19%	6 12%	14 18%	25 18%	40 25%	22 24%	3 10%
5	225 22%	70 20%	75 22%	80 24%	91 19%	134 25%	121 24%	104 20%	161 22%	41 23%	10 17%	13 28%	112 19%	77 25%	33 29%	3 14%	16 21%	7 15%	24 23%	16 19%	20 22%	16 22%	31 31%	17 22%	32 24%	41 26%	14 15%	6 21%
4	129 13%	40 12%	48 14%	41 12%	61 13%	68 13%	61 12%	68 13%	96 13%	17 10%	13 22%	3 6%	72 12%	46 15%	9 8%	2 9%	4 5%	11 24%	15 14%	13 15%	9 10%	14 19%	5 10%	8 10%	25 18%	12 8%	5 5%	8 28%
3	91 9%	27 8%	32 9%	32 9%	48 10%	43 8%	48 10%	43 8%	53 7%	20 11%	9 15%	9 19%	52 9%	31 10%	6 5%	2 9%	7 9%	4 9%	14 13%	5 6%	7 8%	6 8%	5 10%	8 10%	11 8%	17 11%	7 8%	-
2	54 5%	14 4%	17 5%	23 7%	29 6%	25 5%	23 5%	31 6%	33 4%	13 7%	4 7%	4 9%	34 6%	14 5%	4 4%	2 9%	5 7%	2 4%	5 5%	3 3%	8 9%	1 1%	2 4%	5 6%	6 4%	6 4%	9 10%	2 7%
1 - Very unhappy	38 4%	6 2%	20 6%	12 4%	18 4%	20 4%	17 3%	21 4%	30 4%	5 3%	3 5%	-	23 4%	12 4%	3 3%	-	2 3%	1 2%	9 9%	2 2%	4 4%	2 3%	2 4%	3 4%	7 5%	1 1%	1 1%	4 14%
Mean	5.28	5.56	5.12	5.16	5.35	5.23	5.27	5.30	5.37	5.18	4.77	4.96	5.30	5.14	5.52	5.68	5.61	5.15	4.72	5.58	5.22	5.45	5.37	5.23	5.05	5.46	5.63	4.52
Standard deviation	1.89	1.78	1.99	1.88	2.02	1.77	1.86	1.93	1.89	1.89	1.99	1.73	1.95	1.85	1.69	1.96	2.01	1.74	1.96	1.83	1.98	1.86	1.94	1.97	1.86	1.64	1.94	2.03
Standard error	0.06	0.10	0.11	0.10	0.09	0.08	0.08	0.08	0.07	0.14	0.26	0.25	0.08	0.10	0.16	0.42	0.23	0.26	0.19	0.20	0.21	0.22	0.27	0.22	0.16	0.13	0.20	0.38

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 25

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

The country as a whole

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	10 1%	1 4%	-	-	1 2%	-	1 4%	1 1%	-	1 2%	1 1%	1 3%	-	1 5%	-	2 1%	-	-	-	-	-	-
9	17 2%	-	3 7%	1 3%	1 2%	-	-	-	-	3 6%	2 2%	1 3%	-	-	-	1 *	-	1 2%	2 11%	1 3%	-	1 1%
8	82 8%	1 4%	4 10%	3 8%	5 10%	1 8%	3 11%	5 6%	1 2%	6 11%	8 10%	4 11%	2 15%	1 5%	1 5%	15 6%	6 18%	7 13%	3 17%	4 13%	1 3%	1 1%
7	173 17%	7 25%	10 24%	7 19%	9 18%	3 23%	4 15%	11 14%	7 17%	4 8%	14 17%	5 14%	2 15%	5 24%	2 10%	39 17%	5 15%	15 28%	1 6%	4 13%	5 17%	14 17%
6	204 20%	7 25%	5 12%	8 22%	12 24%	3 23%	5 19%	10 13%	10 24%	12 23%	16 19%	9 24%	3 23%	2 10%	7 35%	42 18%	10 30%	14 26%	4 22%	3 9%	3 10%	19 23%
5	225 22%	6 21%	9 21%	6 16%	9 18%	2 15%	4 15%	21 27%	5 12%	12 23%	19 23%	6 16%	3 23%	5 24%	6 30%	60 26%	6 18%	6 11%	4 22%	12 38%	6 20%	18 22%
4	129 13%	2 7%	2 5%	10 27%	6 12%	3 23%	6 22%	9 12%	10 24%	8 15%	8 10%	6 16%	1 8%	3 14%	1 5%	31 13%	1 3%	4 7%	1 6%	3 9%	8 27%	6 7%
3	91 9%	2 7%	5 12%	2 5%	2 4%	1 8%	3 11%	10 13%	5 12%	5 9%	9 11%	2 5%	1 8%	3 14%	1 5%	22 9%	2 6%	3 6%	1 6%	2 6%	-	10 12%
2	54 5%	1 4%	3 7%	-	2 4%	-	1 4%	4 5%	-	1 2%	3 4%	1 3%	1 8%	-	2 10%	14 6%	3 9%	3 6%	1 6%	2 6%	2 7%	10 12%
1 - Very unhappy	38 4%	1 4%	1 2%	-	3 6%	-	-	6 8%	3 7%	1 2%	3 4%	2 5%	-	1 5%	-	7 3%	-	1 2%	1 6%	1 3%	5 17%	2 2%
Mean	5.28	5.57	5.57	5.57	5.52	5.54	5.44	4.83	4.88	5.57	5.41	5.51	5.54	5.33	5.25	5.15	5.73	5.85	5.72	5.31	4.40	4.88
Standard deviation	1.89	1.87	2.10	1.54	2.02	1.51	1.91	2.00	1.76	1.92	1.93	2.05	1.81	2.06	1.55	1.80	1.79	1.81	2.27	1.91	2.09	1.83
Standard error	0.06	0.35	0.32	0.25	0.29	0.42	0.37	0.23	0.28	0.26	0.21	0.34	0.50	0.45	0.35	0.12	0.31	0.25	0.54	0.34	0.38	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 26

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

Your local community

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Indep-endent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
10 - Very happy	25 2%	10 3%	9 3%	6 2%	10 2%	15 3%	16 3%	9 2%	18 2%	4 2%	3 5%	-	12 2%	5 2%	5 4%	3 14%	4 5%	-	2 2%	-	2 2%	-	1 2%	3 4%	1 1%	8 5%	2 2%	2 7%
9	52 5%	21 6%	15 4%	16 5%	23 5%	29 5%	21 4%	31 6%	37 5%	13 7%	-	2 4%	26 5%	16 5%	9 8%	1 5%	4 5%	3 7%	5 5%	5 6%	7 8%	3 4%	2 4%	4 5%	2 1%	9 6%	6 6%	2 7%
8	165 16%	70 20%	51 15%	44 13%	77 16%	88 16%	74 15%	91 17%	130 18%	26 15%	7 12%	2 4%	95 16%	37 12%	26 23%	7 32%	11 14%	4 9%	20 19%	14 16%	14 15%	16 22%	14 27%	17 22%	13 13%	22 14%	12 13%	4 14%
7	219 21%	84 24%	77 23%	58 17%	104 21%	115 21%	94 19%	125 24%	173 23%	32 18%	7 12%	7 15%	123 21%	73 23%	22 19%	1 5%	17 22%	16 35%	16 15%	22 26%	15 16%	17 23%	11 21%	11 14%	21 15%	39 25%	31 33%	3 10%
6	186 18%	66 19%	59 17%	61 18%	84 17%	102 19%	91 18%	95 18%	135 18%	32 18%	11 18%	8 17%	105 18%	64 21%	16 14%	1 5%	16 21%	10 22%	16 15%	15 17%	19 20%	13 18%	4 8%	8 10%	29 21%	30 19%	21 23%	5 17%
5	176 17%	50 14%	52 15%	74 22%	82 17%	94 18%	97 19%	79 15%	117 16%	31 18%	17 28%	11 23%	98 17%	59 19%	16 14%	3 14%	13 17%	5 11%	21 20%	17 20%	18 19%	13 18%	11 21%	18 23%	24 18%	22 14%	11 12%	3 10%
4	93 9%	26 7%	36 11%	31 9%	48 10%	45 8%	50 10%	43 8%	61 8%	20 11%	6 10%	6 13%	48 8%	33 11%	9 8%	3 14%	6 8%	2 4%	9 9%	6 7%	4 4%	6 8%	7 13%	8 10%	18 13%	17 11%	7 8%	3 10%
3	53 5%	13 4%	17 5%	23 7%	26 5%	27 5%	26 5%	27 5%	31 4%	11 6%	6 10%	5 11%	34 6%	14 5%	3 3%	2 9%	2 3%	3 7%	8 8%	2 2%	6 6%	3 4%	-	5 6%	13 10%	6 4%	3 3%	2 7%
2	20 2%	1 *	6 2%	13 4%	15 3%	5 1%	12 2%	8 2%	11 1%	4 2%	1 2%	4 9%	12 2%	5 2%	3 3%	-	1 1%	2 4%	2 2%	1 1%	3 3%	-	2 4%	1 1%	4 3%	2 1%	-	2 7%
1 - Very unhappy	34 3%	6 2%	16 5%	12 4%	17 3%	17 3%	17 3%	17 3%	26 4%	4 2%	2 3%	2 4%	24 4%	5 2%	4 4%	1 5%	2 3%	1 2%	5 5%	4 5%	5 5%	2 3%	-	2 3%	7 5%	3 2%	-	3 10%
Mean	6.03	6.44	5.94	5.71	5.93	6.13	5.92	6.14	6.15	5.99	5.53	5.00	5.96	6.01	6.41	6.45	6.29	6.04	5.84	6.07	5.90	6.19	6.31	6.08	5.38	6.28	6.51	5.55
Standard deviation	1.96	1.77	2.04	2.01	2.00	1.92	2.00	1.93	1.94	1.98	1.98	1.98	2.01	1.77	2.10	2.58	1.92	1.86	2.10	1.87	2.15	1.75	1.81	2.06	1.97	1.91	1.50	2.69
Standard error	0.06	0.09	0.11	0.11	0.09	0.08	0.09	0.08	0.07	0.15	0.26	0.29	0.08	0.10	0.20	0.55	0.22	0.27	0.21	0.20	0.22	0.20	0.25	0.24	0.17	0.15	0.16	0.50

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 26

Q.3 How happy are you about each of the following? Please rate on a scale of 1-10 where 1 means you are very unhappy and 10 means you are very happy.

Your local community

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
10 - Very happy	25 2%	4 14%	-	-	-	-	-	-	2 5%	-	2 2%	2 5%	-	-	1 5%	7 3%	2 6%	1 6%	-	2 7%	1 7%	1 1%
9	52 5%	-	2 5%	2 5%	3 6%	1 8%	1 4%	4 5%	-	4 8%	7 8%	1 3%	3 23%	1 5%	-	6 3%	2 6%	3 6%	2 11%	1 3%	2 7%	7 9%
8	165 16%	3 11%	6 14%	4 11%	7 14%	1 8%	7 26%	16 21%	14 34%	11 21%	10 12%	9 24%	2 15%	6 29%	4 20%	25 11%	4 12%	10 19%	2 11%	7 22%	4 13%	13 16%
7	219 21%	7 25%	10 24%	14 38%	10 20%	5 38%	5 19%	14 18%	4 10%	14 26%	17 20%	7 19%	2 15%	2 10%	6 30%	47 20%	7 21%	19 35%	5 28%	6 19%	3 10%	15 19%
6	186 18%	5 18%	10 24%	8 22%	10 20%	3 23%	4 15%	10 13%	5 12%	9 17%	16 19%	4 11%	2 15%	4 19%	4 20%	43 18%	7 21%	12 22%	3 17%	3 9%	6 20%	18 22%
5	176 17%	4 14%	8 19%	5 14%	9 18%	2 15%	6 22%	14 18%	10 24%	11 21%	18 22%	8 22%	1 8%	4 19%	4 20%	40 17%	7 21%	6 11%	-	7 22%	3 10%	9 11%
4	93 9%	3 11%	3 7%	2 5%	5 10%	-	2 7%	5 6%	5 12%	2 4%	3 4%	3 8%	2 15%	3 14%	1 5%	31 13%	3 9%	3 6%	2 11%	6 19%	3 10%	6 7%
3	53 5%	1 4%	1 2%	2 5%	2 4%	1 8%	-	8 10%	-	1 2%	5 6%	2 5%	1 8%	-	-	19 8%	1 3%	-	3 17%	-	2 7%	4 5%
2	20 2%	-	1 2%	-	1 2%	-	-	2 3%	-	-	1 1%	-	-	-	-	6 3%	-	-	-	2 6%	2 7%	5 6%
1 - Very unhappy	34 3%	1 4%	1 2%	-	3 6%	-	2 7%	4 5%	1 2%	1 2%	4 5%	1 3%	-	1 5%	-	9 4%	-	-	-	-	3 10%	3 4%
Mean	6.03	6.39	6.05	6.35	5.78	6.38	6.07	5.77	6.37	6.47	6.04	6.30	6.54	6.10	6.60	5.64	6.39	6.74	6.33	5.88	5.57	5.98
Standard deviation	1.96	2.18	1.72	1.44	2.02	1.50	2.02	2.14	1.88	1.61	2.04	2.00	2.07	1.95	1.43	2.01	1.73	1.31	2.17	1.84	2.65	2.15
Standard error	0.06	0.41	0.27	0.24	0.29	0.42	0.39	0.24	0.29	0.22	0.22	0.33	0.57	0.42	0.32	0.13	0.30	0.18	0.51	0.33	0.48	0.24

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 27
Q.4 Which, if any, of the following is most important to you?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Family	524	187	185	152	200	324	280	244	388	86	31	19	296	150	74	4	34	29	60	46	53	32	29	30	71	74	50	16
	51%	54%	55%	45%	41%	60%	56%	46%	53%	49%	52%	40%	51%	48%	65%	18%	45%	63%	58%	53%	57%	44%	56%	39%	52%	47%	54%	55%
Friends	142	49	44	49	80	62	55	87	98	28	6	10	88	40	8	6	15	4	16	11	8	12	8	8	20	23	11	6
	14%	14%	13%	14%	16%	12%	11%	17%	13%	16%	10%	21%	15%	13%	7%	27%	20%	9%	15%	13%	9%	16%	15%	10%	15%	15%	12%	21%
Having a good education	114	46	37	31	54	60	55	59	88	10	11	5	62	40	11	1	7	5	11	7	9	6	6	12	12	22	15	2
	11%	13%	11%	9%	11%	11%	11%	11%	12%	6%	18%	11%	11%	13%	10%	5%	9%	11%	11%	8%	10%	8%	12%	16%	9%	14%	16%	7%
Living a healthy, active lifestyle	82	24	17	41	51	31	39	43	53	21	2	6	46	27	6	3	5	4	5	7	1	9	2	14	10	17	7	1
	8%	7%	5%	12%	10%	6%	8%	8%	7%	12%	3%	13%	8%	9%	5%	14%	7%	9%	5%	8%	1%	12%	4%	18%	7%	11%	8%	3%
Having money	63	11	22	30	46	17	30	33	44	13	4	2	30	25	4	4	6	1	8	9	8	3	1	4	8	8	4	3
	6%	3%	7%	9%	9%	3%	6%	6%	6%	7%	7%	4%	5%	8%	4%	18%	8%	2%	8%	10%	9%	4%	2%	5%	6%	5%	4%	10%
Doing good things for the community	29	10	11	8	15	14	12	17	23	5	1	-	15	11	3	-	1	3	2	2	5	3	1	2	2	7	1	-
	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	-	3%	4%	3%	-	1%	7%	2%	2%	5%	4%	2%	3%	1%	4%	1%	-
The environment	14	4	4	6	11	3	3	11	11	1	1	1	9	3	2	-	1	-	-	1	1	1	1	1	4	2	2	-
	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	-	1%	-	-	1%	1%	1%	2%	1%	3%	1%	2%	-
None of the above	55	16	18	21	29	26	24	31	34	13	4	4	31	15	5	4	7	-	2	3	8	7	4	6	9	5	3	1
	5%	5%	5%	6%	6%	5%	5%	6%	5%	7%	7%	9%	5%	5%	4%	18%	9%	-	2%	3%	9%	10%	8%	8%	7%	3%	3%	3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 27
Q.4 Which, if any, of the following is most important to you?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Family	524 51%	14 50%	18 43%	26 70%	24 48%	8 62%	13 48%	46 60%	25 61%	24 45%	46 55%	12 32%	9 69%	6 29%	7 35%	127 55%	13 39%	30 56%	14 78%	18 56%	16 53%	28 35%
Friends	142 14%	4 14%	10 24%	3 8%	7 14%	1 8%	5 19%	11 14%	7 17%	7 13%	8 10%	6 16%	1 8%	4 19%	4 20%	31 13%	3 9%	7 13%	-	6 19%	6 20%	11 14%
Having a good education	114 11%	3 11%	3 7%	1 3%	5 10%	2 15%	3 11%	8 10%	1 2%	4 8%	7 8%	7 19%	-	5 24%	2 10%	23 10%	6 18%	7 13%	3 17%	4 13%	3 10%	17 21%
Living a healthy, active lifestyle	82 8%	-	5 12%	3 8%	6 12%	-	2 7%	4 5%	1 2%	6 11%	2 2%	6 16%	3 23%	4 19%	5 25%	17 7%	4 12%	3 6%	1 6%	1 3%	1 3%	8 10%
Having money	63 6%	2 7%	3 7%	1 3%	5 10%	1 8%	3 11%	4 5%	3 7%	3 6%	7 8%	3 8%	-	-	1 5%	11 5%	4 12%	2 4%	-	1 3%	3 10%	6 7%
Doing good things for the community	29 3%	-	-	3 8%	1 2%	1 8%	-	1 1%	2 5%	2 4%	5 6%	1 3%	-	-	-	6 3%	2 6%	-	-	-	-	5 6%
The environment	14 1%	1 4%	-	-	-	-	-	1 1%	-	2 4%	1 1%	1 3%	-	1 5%	-	4 2%	1 3%	1 2%	-	-	-	1 1%
None of the above	55 5%	4 14%	3 7%	-	2 4%	-	1 4%	2 3%	2 5%	5 9%	7 8%	1 3%	-	1 5%	1 5%	14 6%	-	4 7%	-	2 6%	1 3%	5 6%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 28
Q.5 To what extent do you agree or disagree with each of the following statements?

SUMMARY TABLE
Base: All respondents

		Statement						
		I have a lot to look forward to in life	I am excited about the prospect of growing up or getting older	There are lots of things I want to achieve in life	You only live once so should make the most out of each day	I look forward to settling down and perhaps getting married or having children	My best days are ahead of me	There is more positive than negative in the world
Base		1023	1023	1023	1023	1023	1023	1023
NET: Agree		882 86%	628 61%	945 92%	858 84%	790 77%	747 73%	476 47%
Strongly agree	(+2)	478 47%	214 21%	655 64%	398 39%	447 44%	335 33%	126 12%
Somewhat agree	(+1)	404 39%	414 40%	290 28%	460 45%	343 34%	412 40%	350 34%
Neither agree nor disagree	(0)	102 10%	178 17%	54 5%	114 11%	137 13%	220 22%	316 31%
Somewhat disagree	(-1)	27 3%	146 14%	21 2%	40 4%	61 6%	45 4%	180 18%
Strongly disagree	(-2)	12 1%	71 7%	3 *	11 1%	35 3%	11 1%	51 5%
NET: Disagree		39 4%	217 21%	24 2%	51 5%	96 9%	56 5%	231 23%
Mean		1.28	0.54	1.54	1.17	1.08	0.99	0.31
Standard deviation		0.84	1.17	0.72	0.85	1.05	0.90	1.06
Standard error		0.03	0.04	0.02	0.03	0.03	0.03	0.03

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 29
Q.5 To what extent do you agree or disagree with each of the following statements?
I have a lot to look forward to in life
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	882	308	296	278	410	472	431	451	647	151	49	35	499	263	100	20	70	40	83	72	79	62	47	68	117	140	79	25
	86%	89%	88%	82%	84%	88%	87%	86%	88%	85%	82%	74%	86%	85%	88%	91%	92%	87%	80%	84%	85%	85%	90%	88%	86%	89%	85%	86%
Strongly agree (+2)	478	172	162	144	217	261	223	255	364	81	18	15	273	137	58	10	39	19	38	38	50	40	27	47	52	74	41	13
	47%	50%	48%	43%	45%	49%	45%	49%	49%	46%	30%	32%	47%	44%	51%	45%	51%	41%	37%	44%	54%	55%	52%	61%	38%	47%	44%	45%
Somewhat agree (+1)	404	136	134	134	193	211	208	196	283	70	31	20	226	126	42	10	31	21	45	34	29	22	20	21	65	66	38	12
	39%	39%	40%	40%	40%	39%	42%	37%	38%	40%	52%	43%	39%	41%	37%	45%	41%	46%	43%	40%	31%	30%	38%	27%	48%	42%	41%	41%
Neither agree nor disagree (0)	102	24	35	43	53	49	52	50	66	20	8	8	54	37	10	1	3	6	15	11	8	9	3	7	12	12	13	3
	10%	7%	10%	13%	11%	9%	10%	10%	9%	11%	13%	17%	9%	12%	9%	5%	4%	13%	14%	13%	9%	12%	6%	9%	9%	8%	14%	10%
Somewhat disagree (-1)	27	9	5	13	17	10	11	16	18	4	1	4	17	7	2	1	2	-	6	2	3	2	2	2	4	3	-	1
	3%	3%	1%	4%	3%	2%	2%	3%	2%	2%	2%	9%	3%	2%	2%	5%	3%	-	6%	2%	3%	3%	4%	3%	3%	2%	-	3%
Strongly disagree (-2)	12	6	2	4	6	6	4	8	8	2	2	-	7	4	1	-	1	-	-	1	3	-	-	-	3	3	1	-
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	3%	-	1%	1%	1%	-	1%	-	-	1%	3%	-	-	-	2%	2%	1%	-
NET: Disagree	39	15	7	17	23	16	15	24	26	6	3	4	24	11	3	1	3	-	6	3	6	2	2	2	7	6	1	1
	4%	4%	2%	5%	5%	3%	3%	5%	4%	3%	5%	9%	4%	4%	3%	5%	4%	-	6%	3%	6%	3%	4%	3%	5%	4%	1%	3%
Mean	1.28	1.32	1.33	1.19	1.23	1.32	1.28	1.28	1.32	1.27	1.03	0.98	1.28	1.24	1.36	1.32	1.38	1.28	1.11	1.23	1.29	1.37	1.38	1.47	1.17	1.30	1.27	1.28
Standard deviation	0.84	0.85	0.77	0.88	0.87	0.81	0.80	0.87	0.82	0.83	0.90	0.92	0.85	0.84	0.79	0.78	0.80	0.69	0.86	0.85	0.98	0.81	0.77	0.77	0.87	0.84	0.78	0.80
Standard error	0.03	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.03	0.06	0.12	0.13	0.04	0.05	0.07	0.17	0.09	0.10	0.08	0.09	0.10	0.09	0.11	0.09	0.07	0.07	0.08	0.15

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 29
Q.5 To what extent do you agree or disagree with each of the following statements?
I have a lot to look forward to in life
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		882	27	37	32	41	10	25	62	33	49	68	35	12	17	18	203	29	48	13	31	26	66
		86%	96%	88%	86%	82%	77%	93%	81%	80%	92%	82%	95%	92%	81%	90%	87%	88%	89%	72%	97%	87%	81%
Strongly agree	(+2)	478	16	22	15	21	4	17	30	16	34	42	23	9	8	14	100	19	26	7	17	13	25
		47%	57%	52%	41%	42%	31%	63%	39%	39%	64%	51%	62%	69%	38%	70%	43%	58%	48%	39%	53%	43%	31%
Somewhat agree	(+1)	404	11	15	17	20	6	8	32	17	15	26	12	3	9	4	103	10	22	6	14	13	41
		39%	39%	36%	46%	40%	46%	30%	42%	41%	28%	31%	32%	23%	43%	20%	44%	30%	41%	33%	44%	43%	51%
Neither agree nor disagree	(0)	102	1	2	5	6	3	1	10	7	2	9	1	1	2	1	20	3	6	5	1	3	13
		10%	4%	5%	14%	12%	23%	4%	13%	17%	4%	11%	3%	8%	10%	5%	9%	9%	11%	28%	3%	10%	16%
Somewhat disagree	(-1)	27	-	2	-	2	-	1	5	1	2	3	1	-	2	-	5	-	-	-	-	1	2
		3%	-	5%	-	4%	-	4%	6%	2%	4%	4%	3%	-	10%	-	2%	-	-	-	-	3%	2%
Strongly disagree	(-2)	12	-	1	-	1	-	-	-	-	3	-	-	-	-	1	5	1	-	-	-	-	-
		1%	-	2%	-	2%	-	-	-	-	4%	-	-	-	-	5%	2%	3%	-	-	-	-	-
NET: Disagree		39	-	3	-	3	-	1	5	1	2	6	1	-	2	1	10	1	-	-	-	1	2
		4%	-	7%	-	6%	-	4%	6%	2%	4%	7%	3%	-	10%	5%	4%	3%	-	-	-	3%	2%
Mean		1.28	1.54	1.31	1.27	1.16	1.08	1.52	1.13	1.17	1.53	1.22	1.54	1.62	1.10	1.50	1.24	1.39	1.37	1.11	1.50	1.27	1.10
Standard deviation		0.84	0.58	0.95	0.69	0.93	0.76	0.75	0.88	0.80	0.75	1.02	0.69	0.65	0.94	1.00	0.86	0.90	0.68	0.83	0.57	0.78	0.75
Standard error		0.03	0.11	0.15	0.11	0.13	0.21	0.14	0.10	0.13	0.10	0.11	0.11	0.18	0.21	0.22	0.06	0.16	0.09	0.20	0.10	0.14	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 30
Q.5 To what extent do you agree or disagree with each of the following statements?
I am excited about the prospect of growing up or getting older
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	628 61%	230 66%	213 63%	185 55%	283 58%	345 64%	306 61%	322 61%	471 64%	100 56%	31 52%	26 55%	350 61%	198 64%	68 60%	12 55%	45 59%	30 65%	60 58%	50 58%	64 69%	47 64%	31 60%	45 58%	79 58%	101 64%	61 66%	15 52%
Strongly agree (+2)	214 21%	82 24%	55 16%	77 23%	110 23%	104 19%	110 22%	104 20%	160 22%	37 21%	8 13%	9 19%	119 21%	63 20%	29 26%	3 14%	11 14%	9 20%	16 15%	19 22%	19 20%	19 26%	13 25%	17 22%	31 23%	34 22%	18 19%	8 28%
Somewhat agree (+1)	414 40%	148 43%	158 47%	108 32%	173 36%	241 45%	196 39%	218 42%	311 42%	63 36%	23 38%	17 36%	231 40%	135 43%	39 35%	9 41%	34 45%	21 46%	44 42%	31 36%	45 48%	28 38%	18 35%	28 36%	48 35%	67 42%	43 46%	7 24%
Neither agree nor disagree (0)	178 17%	52 15%	60 18%	66 20%	94 19%	84 16%	90 18%	88 17%	123 17%	36 20%	8 13%	11 23%	101 18%	51 16%	22 19%	4 18%	15 20%	7 15%	19 18%	18 21%	12 13%	11 15%	12 23%	18 23%	20 15%	28 18%	14 15%	4 14%
Somewhat disagree (-1)	146 14%	47 14%	43 13%	56 17%	69 14%	77 14%	73 15%	73 14%	102 14%	28 16%	11 18%	5 11%	83 14%	44 14%	16 14%	3 14%	13 17%	8 17%	19 18%	11 13%	10 11%	11 15%	7 13%	10 13%	23 17%	15 9%	13 14%	6 21%
Strongly disagree (-2)	71 7%	18 5%	22 7%	31 9%	40 8%	31 6%	29 6%	42 8%	43 6%	13 7%	10 17%	5 11%	43 7%	18 6%	7 6%	3 14%	3 4%	1 2%	6 6%	7 8%	7 8%	4 5%	2 4%	4 5%	14 10%	14 9%	5 5%	4 14%
NET: Disagree	217 21%	65 19%	65 19%	87 26%	109 22%	108 20%	102 20%	115 22%	145 20%	41 23%	21 35%	10 21%	126 22%	62 20%	23 20%	6 27%	16 21%	9 20%	25 24%	18 21%	17 18%	15 21%	9 17%	14 18%	37 27%	29 18%	18 19%	10 34%
Mean	0.54	0.66	0.54	0.43	0.50	0.58	0.57	0.51	0.60	0.47	0.13	0.43	0.52	0.58	0.59	0.27	0.49	0.63	0.43	0.51	0.63	0.64	0.63	0.57	0.43	0.58	0.60	0.31
Standard deviation	1.17	1.13	1.11	1.26	1.22	1.13	1.15	1.19	1.14	1.20	1.33	1.23	1.18	1.13	1.19	1.28	1.06	1.06	1.13	1.21	1.15	1.18	1.12	1.13	1.29	1.18	1.11	1.44
Standard error	0.04	0.06	0.06	0.07	0.06	0.05	0.05	0.05	0.04	0.09	0.17	0.18	0.05	0.06	0.11	0.27	0.12	0.16	0.11	0.13	0.12	0.14	0.16	0.13	0.11	0.09	0.12	0.27

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 30
Q.5 To what extent do you agree or disagree with each of the following statements?
I am excited about the prospect of growing up or getting older
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		628	12	30	25	29	5	19	46	23	38	55	24	8	13	14	136	23	40	12	19	15	42
		61%	43%	71%	68%	58%	38%	70%	60%	56%	72%	66%	65%	62%	62%	70%	58%	70%	74%	67%	59%	50%	52%
Strongly agree	(+2)	214	3	7	6	12	1	10	14	6	15	13	10	4	4	5	47	9	13	4	9	8	14
		21%	11%	17%	16%	24%	8%	37%	18%	15%	28%	16%	27%	31%	19%	25%	20%	27%	24%	22%	28%	27%	17%
Somewhat agree	(+1)	414	9	23	19	17	4	9	32	17	23	42	14	4	9	9	89	14	27	8	10	7	28
		40%	32%	55%	51%	34%	31%	33%	42%	41%	43%	51%	38%	31%	43%	45%	38%	42%	50%	44%	31%	23%	35%
Neither agree nor disagree	(0)	178	10	4	5	10	4	5	11	12	5	13	7	2	5	4	41	5	7	1	8	4	15
		17%	36%	10%	14%	20%	31%	19%	14%	29%	9%	16%	19%	15%	24%	20%	18%	15%	13%	6%	25%	13%	19%
Somewhat disagree	(-1)	146	5	6	6	6	1	3	17	3	6	8	3	2	1	2	34	3	5	4	4	7	20
		14%	18%	14%	16%	12%	8%	11%	22%	7%	11%	10%	8%	15%	5%	10%	15%	9%	9%	22%	13%	23%	25%
Strongly disagree	(-2)	71	1	2	1	5	3	-	3	3	4	7	3	1	2	-	22	2	2	1	1	4	4
		7%	4%	5%	3%	10%	23%	-	4%	7%	8%	8%	8%	8%	10%	-	9%	6%	4%	6%	3%	13%	5%
NET: Disagree		217	6	8	7	11	4	3	20	6	10	15	6	3	3	2	56	5	7	5	5	11	24
		21%	21%	19%	19%	22%	31%	11%	26%	15%	19%	18%	16%	23%	14%	10%	24%	15%	13%	28%	16%	37%	30%
Mean		0.54	0.29	0.64	0.62	0.50	-0.08	0.96	0.48	0.49	0.74	0.55	0.68	0.62	0.57	0.85	0.45	0.76	0.81	0.56	0.69	0.27	0.35
Standard deviation		1.17	1.01	1.08	1.04	1.27	1.32	1.02	1.14	1.08	1.21	1.13	1.20	1.33	1.16	0.93	1.23	1.15	1.03	1.25	1.12	1.44	1.17
Standard error		0.04	0.19	0.17	0.17	0.18	0.37	0.20	0.13	0.17	0.12	0.20	0.20	0.37	0.25	0.21	0.08	0.20	0.14	0.29	0.20	0.26	0.13

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 31
Q.5 To what extent do you agree or disagree with each of the following statements?
There are lots of things I want to achieve in life
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	945 92%	335 97%	314 93%	296 88%	437 90%	508 95%	461 93%	484 92%	691 94%	160 90%	54 90%	40 85%	534 93%	287 92%	104 92%	20 91%	73 96%	44 96%	95 91%	77 90%	86 92%	67 92%	51 98%	68 88%	127 93%	146 92%	86 92%	25 86%
Strongly agree (+2)	655 64%	240 69%	219 65%	196 58%	288 59%	367 68%	316 63%	339 65%	487 66%	101 57%	39 65%	28 60%	364 63%	198 64%	78 69%	15 68%	57 75%	31 67%	56 54%	48 56%	64 69%	49 67%	36 69%	48 62%	86 63%	100 63%	63 68%	17 59%
Somewhat agree (+1)	290 28%	95 27%	95 28%	100 30%	149 31%	141 26%	145 29%	145 28%	204 28%	59 33%	15 25%	12 26%	170 29%	89 29%	26 23%	5 23%	16 21%	13 28%	39 38%	29 34%	22 24%	18 25%	15 29%	20 26%	41 30%	46 29%	23 25%	8 28%
Neither agree nor disagree (0)	54 5%	8 2%	15 4%	31 9%	33 7%	21 4%	28 6%	26 5%	31 4%	14 8%	3 5%	6 13%	28 5%	16 5%	9 8%	1 5%	2 3%	1 2%	6 6%	8 9%	5 5%	5 7%	- -	6 8%	6 4%	9 6%	3 3%	3 10%
Somewhat disagree (-1)	21 2%	3 1%	9 3%	9 3%	14 3%	7 1%	8 2%	13 2%	15 2%	3 2%	2 3%	1 2%	13 2%	7 2%	- -	1 5%	1 1%	1 2%	3 3%	1 1%	2 2%	1 1%	1 2%	3 4%	1 1%	3 2%	4 4%	- -
Strongly disagree (-2)	3 *	1 *	- -	2 1%	2 *	1 *	1 *	2 *	2 *	- -	1 2%	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	1 3%
NET: Disagree	24 2%	4 1%	9 3%	11 3%	16 3%	8 1%	9 2%	15 3%	17 2%	3 2%	3 5%	1 2%	15 3%	8 3%	- -	1 5%	1 1%	1 2%	3 3%	1 1%	2 2%	1 1%	1 2%	3 4%	3 2%	3 2%	4 4%	1 3%
Mean	1.54	1.64	1.55	1.42	1.45	1.61	1.54	1.54	1.57	1.46	1.48	1.43	1.53	1.53	1.61	1.55	1.70	1.61	1.42	1.44	1.59	1.58	1.65	1.47	1.53	1.54	1.56	1.38
Standard deviation	0.72	0.60	0.71	0.81	0.78	0.65	0.69	0.74	0.70	0.71	0.87	0.80	0.72	0.73	0.63	0.80	0.59	0.65	0.73	0.71	0.70	0.69	0.59	0.80	0.75	0.69	0.76	0.94
Standard error	0.02	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.05	0.11	0.12	0.03	0.04	0.06	0.17	0.07	0.10	0.07	0.08	0.07	0.08	0.08	0.09	0.06	0.06	0.08	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 31
Q.5 To what extent do you agree or disagree with each of the following statements?
There are lots of things I want to achieve in life
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		945	26	41	35	47	9	26	69	39	50	75	34	12	18	20	215	30	47	18	32	26	76
		92%	93%	98%	95%	94%	69%	96%	90%	95%	94%	90%	92%	92%	86%	100%	92%	91%	87%	100%	100%	87%	94%
Strongly agree	(+2)	655	22	30	26	28	6	20	40	24	38	56	28	8	14	13	147	20	32	14	22	18	49
		64%	79%	71%	70%	56%	46%	74%	52%	59%	72%	67%	76%	62%	67%	65%	63%	61%	59%	78%	69%	60%	60%
Somewhat agree	(+1)	290	4	11	9	19	3	6	29	15	12	19	6	4	4	7	68	10	15	4	10	8	27
		28%	14%	26%	24%	38%	23%	22%	38%	37%	23%	23%	16%	31%	19%	35%	29%	30%	28%	22%	31%	27%	33%
Neither agree nor disagree	(0)	54	2	-	1	3	4	1	5	1	2	6	2	1	1	-	15	2	2	-	-	3	3
		5%	7%	-	3%	6%	31%	4%	6%	2%	4%	7%	5%	8%	5%	-	6%	6%	4%	-	-	10%	4%
Somewhat disagree	(-1)	21	-	1	1	-	-	-	3	1	1	2	1	-	2	-	1	1	5	-	-	-	2
		2%	-	2%	3%	-	-	-	4%	2%	2%	2%	3%	-	10%	-	*	3%	9%	-	-	-	2%
Strongly disagree	(-2)	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	1	-
		*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	3%	-
NET: Disagree		24	-	1	1	-	-	-	3	1	1	2	1	-	2	-	3	1	5	-	-	1	2
		2%	-	2%	3%	-	-	-	4%	2%	2%	2%	3%	-	10%	-	1%	3%	9%	-	-	3%	2%
Mean		1.54	1.71	1.67	1.62	1.50	1.15	1.70	1.38	1.51	1.64	1.55	1.65	1.54	1.43	1.65	1.53	1.48	1.37	1.78	1.69	1.40	1.52
Standard deviation		0.72	0.60	0.61	0.68	0.61	0.90	0.54	0.78	0.68	0.65	0.74	0.72	0.66	0.98	0.49	0.71	0.76	0.94	0.43	0.47	0.93	0.69
Standard error		0.02	0.11	0.09	0.11	0.09	0.25	0.10	0.09	0.11	0.09	0.08	0.12	0.18	0.21	0.11	0.05	0.13	0.13	0.10	0.08	0.17	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 32
Q.5 To what extent do you agree or disagree with each of the following statements?
You only live once so should make the most out of each day
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	858	298	280	280	387	471	419	439	624	152	48	34	480	261	98	19	67	38	87	66	83	60	43	64	114	133	77	26
	84%	86%	83%	83%	80%	88%	84%	84%	84%	86%	80%	72%	83%	84%	87%	86%	88%	83%	84%	77%	89%	82%	83%	83%	84%	84%	83%	90%
Strongly agree (+2)	398	147	137	114	175	223	202	196	305	58	23	12	222	112	52	12	38	17	45	31	43	26	18	27	52	61	27	13
	39%	42%	41%	34%	36%	42%	41%	37%	41%	33%	38%	26%	38%	36%	46%	55%	50%	37%	43%	36%	46%	36%	35%	35%	38%	39%	29%	45%
Somewhat agree (+1)	460	151	143	166	212	248	217	243	319	94	25	22	258	149	46	7	29	21	42	35	40	34	25	37	62	72	50	13
	45%	44%	42%	49%	44%	46%	44%	46%	43%	53%	42%	47%	45%	48%	41%	32%	38%	46%	40%	41%	43%	47%	48%	48%	46%	46%	54%	45%
Neither agree nor disagree (0)	114	33	40	41	66	48	56	58	73	21	10	10	64	37	10	3	7	6	7	15	5	9	6	11	16	18	13	1
	11%	10%	12%	12%	14%	9%	11%	11%	10%	12%	17%	21%	11%	12%	9%	14%	9%	13%	7%	17%	5%	12%	12%	14%	12%	11%	14%	3%
Somewhat disagree (-1)	40	13	15	12	25	15	18	22	33	3	2	2	26	11	3	-	2	2	8	5	3	4	2	1	4	6	3	-
	4%	4%	4%	4%	5%	3%	4%	4%	4%	2%	3%	4%	5%	4%	3%	-	3%	4%	8%	6%	3%	5%	4%	1%	3%	4%	3%	-
Strongly disagree (-2)	11	3	3	5	8	3	5	6	9	1	-	1	7	2	2	-	-	-	2	-	2	-	1	1	2	1	-	2
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	1%	2%	-	-	-	2%	-	2%	-	2%	1%	1%	1%	-	7%
NET: Disagree	51	16	18	17	33	18	23	28	42	4	2	3	33	13	5	-	2	2	10	5	5	4	3	2	6	7	3	2
	5%	5%	5%	5%	7%	3%	5%	5%	6%	2%	3%	6%	6%	4%	4%	-	3%	4%	10%	6%	5%	5%	6%	3%	4%	4%	3%	7%
Mean	1.17	1.23	1.17	1.10	1.07	1.25	1.19	1.14	1.19	1.16	1.15	0.89	1.15	1.15	1.27	1.41	1.36	1.15	1.15	1.07	1.28	1.12	1.10	1.14	1.16	1.18	1.09	1.21
Standard deviation	0.85	0.83	0.87	0.85	0.92	0.78	0.85	0.86	0.87	0.74	0.82	0.91	0.87	0.81	0.87	0.73	0.76	0.82	0.98	0.88	0.88	0.83	0.89	0.81	0.85	0.83	0.75	1.05
Standard error	0.03	0.04	0.05	0.05	0.04	0.03	0.04	0.04	0.03	0.06	0.11	0.13	0.04	0.05	0.08	0.16	0.09	0.12	0.10	0.09	0.09	0.10	0.12	0.09	0.07	0.07	0.08	0.19

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 32
Q.5 To what extent do you agree or disagree with each of the following statements?
You only live once so should make the most out of each day
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		858	25	36	31	38	9	23	62	34	46	71	31	8	18	16	202	26	44	14	29	26	69
		84%	89%	86%	84%	76%	69%	85%	81%	83%	87%	86%	84%	62%	86%	80%	87%	79%	81%	78%	91%	87%	85%
Strongly agree	(+2)	398	18	16	14	17	5	12	29	20	25	35	17	5	10	10	87	8	13	5	10	13	29
		39%	64%	38%	38%	34%	38%	44%	38%	49%	47%	42%	46%	38%	48%	50%	37%	24%	24%	28%	31%	43%	36%
Somewhat agree	(+1)	460	7	20	17	21	4	11	33	14	21	36	14	3	8	6	115	18	31	9	19	13	40
		45%	25%	48%	46%	42%	31%	41%	43%	34%	40%	43%	38%	23%	38%	30%	49%	55%	57%	50%	59%	43%	49%
Neither agree nor disagree	(0)	114	3	4	5	8	3	3	8	2	4	7	4	3	1	3	23	6	7	4	3	2	11
		11%	11%	10%	14%	16%	23%	11%	10%	5%	8%	8%	11%	23%	5%	15%	10%	18%	13%	22%	9%	7%	14%
Somewhat disagree	(-1)	40	-	2	1	4	1	1	5	4	3	3	1	1	2	1	6	1	3	-	-	-	1
		4%	-	5%	3%	8%	8%	4%	6%	10%	6%	4%	3%	8%	10%	5%	3%	3%	6%	-	-	-	1%
Strongly disagree	(-2)	11	-	-	-	-	-	-	2	1	-	2	1	1	-	-	2	-	-	-	-	2	-
		1%	-	-	-	-	-	-	3%	2%	-	2%	3%	8%	-	-	1%	-	-	-	-	7%	-
NET: Disagree		51	-	2	1	4	1	1	7	5	3	5	2	2	2	1	8	1	3	-	-	2	1
		5%	-	5%	3%	8%	8%	4%	9%	12%	6%	6%	5%	15%	10%	5%	3%	3%	6%	-	-	7%	1%
Mean		1.17	1.54	1.19	1.19	1.02	1.00	1.26	1.06	1.17	1.28	1.19	1.22	0.77	1.24	1.25	1.20	1.00	1.00	1.06	1.22	1.17	1.20
Standard deviation		0.85	0.69	0.80	0.78	0.91	1.00	0.81	0.99	1.07	0.84	0.92	0.95	1.30	0.94	0.91	0.78	0.75	0.78	0.73	0.61	1.05	0.71
Standard error		0.03	0.13	0.12	0.13	0.13	0.28	0.16	0.11	0.17	0.12	0.10	0.16	0.36	0.21	0.20	0.05	0.13	0.11	0.17	0.11	0.19	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 33
Q.5 To what extent do you agree or disagree with each of the following statements?
I look forward to settling down and perhaps getting married or having children
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
NET: Agree	790	283	260	247	358	432	391	399	581	136	45	28	437	247	93	13	51	36	86	70	72	55	39	64	106	114	75	22	
	77%	82%	77%	73%	74%	80%	79%	76%	79%	77%	75%	60%	76%	79%	82%	59%	67%	78%	83%	81%	77%	75%	83%	78%	72%	81%	76%		
Strongly agree	(+2)	447	177	145	125	176	271	218	229	341	71	22	13	240	148	56	3	25	25	51	36	39	31	23	36	56	70	39	16
		44%	51%	43%	37%	36%	50%	44%	44%	46%	40%	37%	28%	42%	48%	50%	14%	33%	54%	49%	42%	42%	44%	47%	41%	44%	42%	55%	
Somewhat agree	(+1)	343	106	115	122	182	161	173	170	240	65	23	15	197	99	37	10	26	11	35	34	33	24	16	28	50	44	36	6
		34%	31%	34%	36%	37%	30%	35%	32%	32%	37%	38%	32%	34%	32%	33%	45%	34%	24%	34%	40%	35%	33%	31%	36%	37%	28%	39%	21%
Neither agree nor disagree	(0)	137	35	48	54	80	57	68	69	94	23	8	12	85	38	12	2	13	4	9	8	13	13	7	10	15	28	14	3
		13%	10%	14%	16%	16%	11%	14%	13%	13%	13%	13%	26%	15%	12%	11%	9%	17%	9%	9%	9%	14%	18%	13%	13%	11%	18%	15%	10%
Somewhat disagree	(-1)	61	14	23	24	30	31	27	34	39	16	4	2	38	12	5	6	10	2	5	6	3	4	2	3	9	13	2	2
		6%	4%	7%	7%	6%	6%	5%	6%	5%	9%	7%	4%	7%	4%	4%	27%	13%	4%	5%	7%	3%	4%	4%	7%	8%	2%	7%	
Strongly disagree	(-2)	35	15	7	13	18	17	12	23	25	2	3	5	17	14	3	1	2	4	2	5	1	4	-	6	3	2	2	
		3%	4%	2%	4%	4%	3%	2%	4%	3%	1%	5%	11%	3%	5%	3%	5%	3%	9%	2%	5%	1%	8%	-	4%	2%	2%	7%	
NET: Disagree		96	29	30	37	48	48	39	57	64	18	7	7	55	26	8	7	12	6	9	8	8	5	6	3	15	16	4	4
		9%	8%	9%	11%	10%	9%	8%	11%	9%	10%	12%	15%	10%	8%	7%	32%	16%	13%	9%	9%	9%	7%	12%	4%	11%	10%	4%	14%
Mean		1.08	1.20	1.09	0.95	0.96	1.19	1.12	1.04	1.13	1.06	0.95	0.62	1.05	1.14	1.22	0.36	0.82	1.11	1.19	1.12	1.05	1.10	1.00	1.26	1.04	1.04	1.16	1.10
Standard deviation		1.05	1.06	1.01	1.08	1.05	1.05	1.00	1.11	1.04	1.00	1.11	1.24	1.04	1.07	0.99	1.18	1.12	1.27	1.04	1.00	1.09	0.97	1.20	0.83	1.09	1.06	0.91	1.26
Standard error		0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.04	0.08	0.14	0.18	0.04	0.06	0.09	0.25	0.13	0.19	0.10	0.11	0.11	0.11	0.17	0.09	0.09	0.08	0.09	0.23

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 33
Q.5 To what extent do you agree or disagree with each of the following statements?
I look forward to settling down and perhaps getting married or having children
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		790	18	30	29	40	11	23	66	34	43	64	30	9	15	15	181	23	46	13	21	22	57
		77%	64%	71%	78%	80%	85%	85%	86%	83%	81%	77%	81%	69%	71%	75%	78%	70%	85%	72%	66%	73%	70%
Strongly agree	(+2)	447	7	17	23	14	9	16	40	20	24	35	18	3	8	8	104	13	29	3	12	16	28
		44%	25%	40%	62%	28%	69%	59%	52%	49%	45%	42%	49%	23%	38%	40%	45%	39%	54%	17%	38%	53%	35%
Somewhat agree	(+1)	343	11	13	6	26	2	7	26	14	19	29	12	6	7	7	77	10	17	10	9	6	29
		34%	39%	31%	16%	52%	15%	26%	34%	34%	36%	35%	32%	46%	33%	35%	33%	30%	31%	56%	28%	20%	36%
Neither agree nor disagree	(0)	137	5	7	4	4	1	1	5	4	8	12	6	2	2	4	33	6	7	3	6	3	14
		13%	18%	17%	11%	8%	8%	4%	6%	10%	15%	14%	16%	15%	10%	20%	14%	18%	13%	17%	19%	10%	17%
Somewhat disagree	(-1)	61	5	3	2	4	-	2	4	2	1	3	1	2	3	1	12	2	1	1	1	3	8
		6%	18%	7%	5%	8%	-	7%	5%	5%	2%	4%	3%	15%	14%	5%	5%	6%	2%	6%	3%	10%	10%
Strongly disagree	(-2)	35	-	2	2	2	1	1	2	1	1	4	-	-	1	-	7	2	-	1	4	2	2
		3%	-	5%	5%	4%	8%	4%	3%	2%	2%	5%	-	-	5%	-	3%	6%	-	6%	13%	7%	2%
NET: Disagree		96	5	5	4	6	1	3	6	3	2	7	1	2	4	1	19	4	1	2	5	5	10
		9%	18%	12%	11%	12%	8%	11%	8%	7%	4%	8%	3%	15%	19%	5%	8%	12%	2%	11%	16%	17%	12%
Mean		1.08	0.71	0.95	1.24	0.92	1.38	1.30	1.27	1.22	1.21	1.06	1.27	0.77	0.86	1.10	1.11	0.91	1.37	0.72	0.75	1.03	0.90
Standard deviation		1.05	1.05	1.15	1.19	1.03	1.19	1.10	0.98	0.99	0.91	1.07	0.84	1.01	1.24	0.91	1.03	1.18	0.78	1.02	1.34	1.30	1.07
Standard error		0.03	0.20	0.18	0.20	0.15	0.33	0.21	0.11	0.15	0.12	0.12	0.14	0.28	0.27	0.20	0.07	0.21	0.11	0.24	0.24	0.24	0.12

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 34
Q.5 To what extent do you agree or disagree with each of the following statements?
My best days are ahead of me
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	747	265	248	234	357	390	375	372	552	119	42	34	414	231	84	18	56	37	75	63	73	49	43	52	99	112	67	21
	73%	76%	73%	69%	73%	73%	75%	71%	75%	67%	70%	72%	72%	74%	74%	82%	74%	80%	72%	73%	78%	67%	83%	68%	73%	71%	72%	72%
Strongly agree	(+2) 335	118	107	110	159	176	166	169	250	53	17	15	191	102	34	8	30	18	34	30	29	21	21	25	47	39	30	11
	33%	34%	32%	33%	33%	33%	33%	32%	34%	30%	28%	32%	33%	30%	36%	39%	39%	33%	35%	31%	29%	40%	32%	35%	25%	32%	38%	
Somewhat agree	(+1) 412	147	141	124	198	214	209	203	302	66	25	19	223	129	50	10	26	19	41	33	44	28	22	27	52	73	37	10
	40%	42%	42%	37%	41%	40%	42%	39%	41%	37%	42%	40%	39%	41%	44%	45%	34%	41%	39%	38%	47%	38%	42%	35%	38%	46%	40%	34%
Neither agree nor disagree	(0) 220	66	72	82	104	116	103	117	152	45	13	10	129	66	24	1	16	6	22	17	16	20	9	23	25	36	22	8
	22%	19%	21%	24%	21%	22%	21%	22%	21%	25%	22%	21%	22%	21%	21%	5%	21%	13%	21%	20%	17%	27%	17%	30%	18%	23%	24%	28%
Somewhat disagree	(-1) 45	13	14	18	18	27	18	27	27	12	4	2	26	11	5	3	3	3	7	5	1	3	-	2	8	9	4	-
	4%	4%	4%	5%	4%	5%	4%	5%	4%	7%	7%	4%	5%	4%	4%	14%	4%	7%	7%	6%	1%	4%	-	3%	6%	6%	4%	-
Strongly disagree	(-2) 11	3	4	4	7	4	2	9	8	1	1	1	8	3	-	-	1	-	-	1	3	1	-	-	4	1	-	-
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	2%	2%	1%	1%	-	-	1%	-	-	1%	3%	1%	-	-	3%	1%	-	-
NET: Disagree	56	16	18	22	25	31	20	36	35	13	5	3	34	14	5	3	4	3	7	6	4	4	-	2	12	10	4	-
	5%	5%	5%	7%	5%	6%	4%	7%	5%	7%	8%	6%	6%	5%	4%	14%	5%	7%	7%	7%	4%	5%	-	3%	9%	6%	4%	-
Mean	0.99	1.05	0.99	0.94	1.00	0.99	1.04	0.94	1.03	0.89	0.88	0.96	0.98	1.02	1.00	1.05	1.07	1.13	0.98	1.00	1.02	0.89	1.23	0.97	0.96	0.89	1.00	1.10
Standard deviation	0.90	0.87	0.90	0.94	0.91	0.90	0.85	0.95	0.89	0.93	0.96	0.95	0.93	0.88	0.83	1.00	0.94	0.88	0.90	0.95	0.91	0.92	0.73	0.86	1.02	0.87	0.86	0.82
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.12	0.14	0.04	0.05	0.08	0.21	0.11	0.13	0.09	0.10	0.09	0.11	0.10	0.10	0.09	0.07	0.09	0.15

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 34
Q.5 To what extent do you agree or disagree with each of the following statements?
My best days are ahead of me
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		747	21	30	30	36	10	19	59	29	40	63	27	7	15	13	172	21	40	14	27	21	53
		73%	75%	71%	81%	72%	77%	70%	77%	71%	75%	76%	73%	54%	71%	65%	74%	64%	74%	78%	84%	70%	65%
Strongly agree	(+2)	335	10	16	15	17	6	11	24	14	19	26	16	3	3	6	74	4	19	7	12	11	22
		33%	36%	38%	41%	34%	46%	41%	31%	34%	36%	31%	43%	23%	14%	30%	32%	12%	35%	39%	38%	37%	27%
Somewhat agree	(+1)	412	11	14	15	19	4	8	35	15	21	37	11	4	12	7	98	17	21	7	15	10	31
		40%	39%	33%	41%	38%	31%	30%	45%	37%	40%	45%	30%	31%	57%	35%	42%	52%	39%	39%	47%	33%	38%
Neither agree nor disagree	(0)	220	5	10	4	9	1	8	14	9	11	15	9	6	6	7	44	10	11	4	5	8	24
		22%	18%	24%	11%	18%	8%	30%	18%	22%	21%	18%	24%	46%	29%	35%	19%	30%	20%	22%	16%	27%	30%
Somewhat disagree	(-1)	45	2	1	3	3	2	-	4	3	2	2	1	-	-	-	13	1	3	-	-	1	4
		4%	7%	2%	8%	6%	15%	-	5%	7%	4%	2%	3%	-	-	-	6%	3%	6%	-	-	3%	5%
Strongly disagree	(-2)	11	-	1	-	2	-	-	-	-	-	3	-	-	-	-	4	1	-	-	-	-	-
		1%	-	2%	-	4%	-	-	-	-	4%	-	-	-	-	-	2%	3%	-	-	-	-	-
NET: Disagree		56	2	2	3	5	2	-	4	3	2	5	1	-	-	-	17	2	3	-	-	1	4
		5%	7%	5%	8%	10%	15%	-	5%	7%	4%	6%	3%	-	-	-	7%	6%	6%	-	-	3%	5%
Mean		0.99	1.04	1.02	1.14	0.92	1.08	1.11	1.03	0.98	1.08	0.98	1.14	0.77	0.86	0.95	0.97	0.67	1.04	1.17	1.22	1.03	0.88
Standard deviation		0.90	0.92	0.98	0.92	1.07	1.12	0.85	0.84	0.94	0.85	0.96	0.89	0.83	0.65	0.83	0.94	0.85	0.89	0.79	0.71	0.89	0.87
Standard error		0.03	0.17	0.15	0.15	0.15	0.31	0.16	0.10	0.15	0.12	0.11	0.15	0.23	0.14	0.18	0.06	0.15	0.12	0.19	0.12	0.16	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 35
Q.5 To what extent do you agree or disagree with each of the following statements?
There is more positive than negative in the world
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	476 47%	165 48%	151 45%	160 47%	221 45%	255 47%	232 47%	244 46%	349 47%	86 49%	24 40%	17 36%	262 45%	140 45%	60 53%	14 64%	36 47%	25 54%	47 45%	41 48%	49 53%	32 44%	22 42%	40 52%	53 39%	75 47%	42 45%	14 48%
Strongly agree (+2)	126 12%	43 12%	36 11%	47 14%	64 13%	62 12%	67 13%	59 11%	88 12%	26 15%	10 17%	2 4%	71 12%	36 12%	16 14%	3 14%	4 5%	7 15%	12 12%	9 10%	16 17%	10 14%	7 13%	12 16%	14 10%	21 13%	9 10%	5 17%
Somewhat agree (+1)	350 34%	122 35%	115 34%	113 33%	157 32%	193 36%	165 33%	185 35%	261 35%	60 34%	14 23%	15 32%	191 33%	104 33%	44 39%	11 50%	32 42%	18 39%	35 34%	32 37%	33 35%	22 30%	15 29%	28 36%	39 29%	54 34%	33 35%	9 31%
Neither agree nor disagree (0)	316 31%	108 31%	104 31%	104 31%	149 31%	167 31%	156 31%	160 30%	228 31%	52 29%	18 30%	18 38%	186 32%	96 31%	28 25%	6 27%	24 32%	12 26%	36 35%	26 30%	23 25%	26 36%	18 35%	20 26%	40 29%	53 34%	31 33%	7 24%
Somewhat disagree (-1)	180 18%	60 17%	63 19%	57 17%	84 17%	96 18%	90 18%	90 17%	128 17%	31 18%	13 22%	8 17%	100 19%	59 19%	20 18%	1 5%	15 20%	7 15%	17 16%	14 16%	16 17%	14 19%	10 19%	14 18%	32 24%	21 13%	14 15%	6 21%
Strongly disagree (-2)	51 5%	14 4%	20 6%	17 5%	32 7%	19 4%	20 4%	31 6%	34 5%	8 5%	5 8%	4 9%	29 5%	16 5%	5 4%	1 5%	1 1%	2 4%	4 4%	5 6%	5 5%	1 1%	2 4%	3 4%	11 8%	9 6%	6 6%	2 7%
NET: Disagree	231 23%	74 21%	83 25%	74 22%	116 24%	115 21%	110 22%	121 23%	162 22%	39 22%	18 30%	12 26%	129 22%	75 24%	25 22%	2 9%	16 21%	9 20%	21 20%	19 22%	21 23%	15 21%	12 23%	17 22%	43 32%	30 19%	20 22%	8 28%
Mean	0.31	0.35	0.25	0.34	0.28	0.34	0.34	0.29	0.33	0.37	0.18	0.06	0.30	0.27	0.41	0.64	0.30	0.46	0.33	0.30	0.42	0.36	0.29	0.42	0.10	0.36	0.27	0.31
Standard deviation	1.06	1.03	1.06	1.07	1.10	1.01	1.05	1.06	1.04	1.07	1.20	1.01	1.05	1.06	1.07	0.95	0.89	1.07	1.01	1.05	1.13	0.99	1.05	1.08	1.12	1.05	1.04	1.20
Standard error	0.03	0.06	0.06	0.06	0.05	0.04	0.05	0.05	0.04	0.08	0.15	0.15	0.04	0.06	0.10	0.20	0.10	0.16	0.10	0.11	0.12	0.12	0.15	0.12	0.10	0.08	0.11	0.22

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 35
Q.5 To what extent do you agree or disagree with each of the following statements?
There is more positive than negative in the world
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		476	13	20	22	25	8	14	37	16	26	43	17	7	11	9	102	15	28	7	14	14	28
		47%	46%	48%	59%	50%	62%	52%	48%	39%	49%	52%	46%	54%	52%	45%	44%	45%	52%	39%	44%	47%	35%
Strongly agree	(+2)	126	3	1	5	4	2	5	14	2	9	15	5	4	1	3	31	3	7	2	2	5	3
		12%	11%	2%	14%	8%	15%	19%	18%	5%	17%	18%	14%	31%	5%	15%	13%	9%	13%	11%	6%	17%	4%
Somewhat agree	(+1)	350	10	19	17	21	6	9	23	14	17	28	12	3	10	6	71	12	21	5	12	9	25
		34%	36%	45%	46%	42%	46%	33%	30%	34%	32%	34%	32%	23%	48%	30%	30%	36%	39%	28%	38%	30%	31%
Neither agree nor disagree	(0)	316	9	12	8	13	3	7	26	16	20	19	15	4	7	8	64	11	17	7	11	8	31
		31%	32%	29%	22%	26%	23%	26%	34%	39%	38%	23%	41%	31%	33%	40%	27%	33%	31%	39%	34%	27%	38%
Somewhat disagree	(-1)	180	6	9	6	8	2	4	11	7	6	17	3	2	2	2	52	2	5	3	6	6	21
		18%	21%	21%	16%	16%	15%	15%	14%	17%	11%	20%	8%	15%	10%	10%	22%	6%	9%	17%	19%	20%	26%
Strongly disagree	(-2)	51	-	1	1	4	-	2	3	2	1	4	2	-	1	1	15	5	4	1	1	2	1
		5%	-	2%	3%	8%	-	7%	4%	5%	5%	5%	5%	-	5%	5%	6%	15%	7%	6%	3%	7%	1%
NET: Disagree		231	6	10	7	12	2	6	14	9	7	21	5	2	3	3	67	7	9	4	7	8	22
		23%	21%	24%	19%	24%	15%	22%	18%	22%	13%	25%	14%	15%	14%	15%	29%	21%	17%	22%	22%	27%	27%
Mean		0.31	0.36	0.24	0.51	0.26	0.62	0.41	0.44	0.17	0.51	0.40	0.41	0.69	0.38	0.40	0.22	0.18	0.41	0.22	0.25	0.30	0.10
Standard deviation		1.06	0.95	0.91	1.02	1.08	0.96	1.19	1.07	0.95	0.97	1.15	1.01	1.11	0.92	1.05	1.13	1.18	1.07	1.06	0.95	1.18	0.87
Standard error		0.03	0.18	0.14	0.17	0.15	0.27	0.23	0.12	0.15	0.13	0.13	0.17	0.31	0.20	0.23	0.07	0.21	0.15	0.25	0.17	0.22	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 36

Q.6 Which, if any, of the following makes you most happy? Please select up to three.

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural					D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Spending time with friends	606 59%	229 66%	184 54%	193 57%	281 58%	325 61%	294 59%	312 59%	446 60%	101 57%	34 57%	25 53%	348 60%	180 58%	64 57%	14 64%	48 63%	24 52%	60 58%	51 59%	47 51%	40 55%	33 63%	46 60%	74 54%	106 67%	57 61%	20 69%
Spending time with family	579 57%	216 62%	197 58%	166 49%	227 47%	352 66%	288 58%	291 55%	430 58%	96 54%	30 50%	23 49%	321 56%	180 58%	70 62%	8 36%	50 66%	28 61%	60 58%	44 51%	63 68%	37 51%	25 48%	41 53%	69 51%	83 53%	60 65%	19 66%
Doing well at school or university	481 47%	221 64%	179 53%	81 24%	199 41%	282 53%	230 46%	251 48%	432 58%	21 12%	19 32%	9 19%	275 48%	141 45%	52 46%	13 59%	39 51%	29 63%	46 44%	46 53%	50 54%	33 45%	19 37%	30 39%	59 43%	71 45%	45 48%	14 48%
Having hobbies that I enjoy	289 28%	69 20%	97 29%	123 36%	179 37%	110 20%	133 27%	156 30%	183 25%	62 35%	20 33%	24 51%	163 28%	89 29%	28 25%	9 41%	17 22%	9 20%	34 33%	24 28%	21 23%	21 29%	17 33%	19 25%	30 22%	58 37%	31 33%	8 28%
Being able to support myself	199 19%	47 14%	68 20%	84 25%	90 19%	109 20%	94 19%	105 20%	123 17%	59 33%	9 15%	8 17%	108 19%	68 22%	20 18%	3 14%	9 12%	12 26%	21 20%	17 20%	14 15%	20 27%	11 21%	8 10%	39 29%	33 21%	14 15%	1 3%
Enjoying my job	191 19%	39 11%	59 17%	93 28%	113 23%	78 15%	95 19%	96 18%	98 13%	70 40%	17 28%	6 13%	108 19%	57 18%	25 22%	1 5%	17 22%	6 13%	13 13%	16 19%	20 22%	14 19%	9 17%	21 27%	31 23%	24 15%	17 18%	3 10%
Having enough money to buy new things	184 18%	55 16%	55 16%	74 22%	102 21%	82 15%	104 21%	80 15%	130 18%	31 18%	14 23%	9 19%	101 18%	52 17%	23 20%	8 36%	13 17%	8 17%	18 17%	20 23%	17 18%	11 15%	9 17%	24 31%	25 18%	20 13%	13 14%	6 21%
Living a healthy, active life	182 18%	46 13%	62 18%	74 22%	107 22%	75 14%	86 17%	96 18%	131 18%	31 18%	13 22%	7 15%	114 20%	45 14%	17 15%	6 27%	10 13%	3 7%	15 14%	10 12%	16 17%	17 23%	7 13%	14 18%	31 23%	30 19%	20 22%	9 31%
Doing work to help people (e.g. volunteering)	117 11%	49 14%	41 12%	27 8%	42 9%	75 14%	61 12%	56 11%	89 12%	15 8%	8 13%	5 11%	62 11%	45 14%	10 9%	-	11 14%	13 28%	14 13%	8 9%	11 12%	9 12%	5 10%	5 6%	12 9%	15 9%	11 12%	3 10%
Shopping	45 4%	20 6%	14 4%	11 3%	17 3%	28 5%	23 5%	22 4%	34 5%	7 4%	2 3%	2 4%	24 4%	16 5%	4 4%	1 5%	2 3%	1 2%	5 5%	7 8%	6 6%	2 3%	3 6%	3 4%	7 5%	6 4%	3 3%	-
Other	37 4%	10 3%	14 4%	13 4%	11 2%	26 5%	12 2%	25 5%	26 4%	7 4%	2 3%	2 4%	24 4%	12 4%	1 1%	-	2 3%	2 4%	3 3%	2 2%	-	3 6%	3 4%	3 4%	8 6%	9 6%	2 2%	-
None of the above	3 *	1 *	-	2 1%	1 *	2 *	-	3 1%	1 *	1 1%	-	1 2%	3 1%	-	-	-	-	-	-	-	1 1%	1 1%	-	-	1 1%	-	-	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 36

Q.6 Which, if any, of the following makes you most happy? Please select up to three.

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Spending time with friends	606 59%	20 71%	24 57%	19 51%	35 70%	4 31%	18 67%	40 52%	27 66%	33 62%	42 51%	23 62%	9 69%	14 67%	15 75%	134 58%	19 58%	37 69%	8 44%	18 56%	20 67%	47 58%
Spending time with family	579 57%	18 64%	28 67%	23 62%	24 48%	8 62%	12 44%	44 57%	25 61%	28 53%	57 69%	19 51%	6 46%	10 48%	9 45%	131 56%	19 58%	37 69%	10 56%	14 44%	20 67%	37 46%
Doing well at school or university	481 47%	17 61%	19 45%	23 62%	22 44%	9 69%	15 56%	35 45%	14 34%	26 49%	40 48%	19 51%	6 46%	8 38%	10 50%	100 43%	17 52%	25 46%	10 56%	12 38%	15 50%	39 48%
Having hobbies that I enjoy	289 28%	5 18%	11 26%	9 24%	14 28%	2 15%	7 26%	27 35%	14 34%	18 34%	18 22%	10 27%	3 23%	9 43%	7 35%	55 24%	11 33%	19 35%	10 56%	9 28%	9 30%	22 27%
Being able to support myself	199 19%	3 11%	5 12%	7 19%	11 22%	1 8%	6 22%	15 19%	10 24%	11 21%	12 14%	6 16%	5 38%	4 19%	4 20%	58 25%	7 21%	6 11%	2 11%	5 16%	1 3%	20 25%
Enjoying my job	191 19%	3 11%	10 24%	4 11%	11 22%	2 15%	2 7%	11 14%	6 15%	9 17%	19 23%	5 14%	2 15%	2 10%	4 20%	55 24%	5 15%	9 17%	3 17%	7 22%	3 10%	19 23%
Having enough money to buy new things	184 18%	6 21%	7 17%	7 19%	10 20%	3 23%	5 19%	19 25%	4 10%	8 15%	16 19%	11 30%	1 8%	2 10%	3 15%	35 15%	6 18%	8 15%	3 17%	7 22%	6 20%	17 21%
Living a healthy, active life	182 18%	2 7%	8 19%	2 5%	6 12%	2 15%	6 22%	10 13%	4 10%	13 25%	14 17%	6 16%	4 31%	7 33%	6 30%	44 19%	7 21%	9 17%	7 39%	5 16%	9 30%	11 14%
Doing work to help people (e.g. volunteering)	117 11%	4 14%	6 14%	10 27%	5 10%	2 15%	3 11%	8 10%	7 17%	5 9%	10 12%	2 5%	2 15%	- -	1 5%	21 9%	3 9%	6 11%	1 6%	3 9%	3 10%	15 19%
Shopping	45 4%	2 7%	- -	1 3%	5 10%	2 15%	- -	2 3%	3 7%	1 2%	6 7%	1 3%	1 8%	- -	1 5%	12 5%	1 3%	1 2%	- -	2 6%	- -	4 5%
Other	37 4%	- -	2 5%	2 5%	1 2%	- -	1 4%	2 3%	2 5%	2 4%	- -	1 3%	- -	2 10%	- -	15 6%	2 6%	1 2%	- -	2 6%	- -	2 2%
None of the above	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 37
Q.7 Do you think that you are more or less happy than your parents?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
NET: More happy	438	163	153	122	200	238	211	227	342	67	18	11	253	128	50	7	30	22	53	38	40	34	23	31	54	61	45	7	
	43%	47%	45%	36%	41%	44%	42%	43%	46%	38%	30%	23%	44%	41%	44%	32%	39%	48%	51%	44%	43%	47%	44%	40%	40%	39%	48%	24%	
Much more happy	(+2)	96	28	32	36	45	51	42	54	77	18	1	62	28	6	-	3	4	12	9	10	5	3	8	14	18	9	1	
		9%	8%	9%	11%	9%	9%	8%	10%	10%	10%	2%	11%	9%	5%	-	4%	9%	12%	10%	11%	7%	6%	10%	10%	11%	10%	3%	
A little more happy	(+1)	342	135	121	86	155	187	169	173	265	49	17	11	191	100	44	7	27	18	41	29	30	29	20	23	40	43	36	6
		33%	39%	36%	25%	32%	35%	34%	33%	36%	28%	28%	23%	33%	32%	39%	36%	39%	39%	34%	32%	40%	38%	30%	29%	27%	39%	21%	
About the same	(0)	410	128	140	142	188	222	201	209	282	81	25	22	220	134	43	13	37	19	31	37	35	28	22	32	49	70	35	15
		40%	37%	41%	42%	39%	41%	40%	40%	38%	46%	42%	47%	38%	43%	38%	59%	49%	41%	30%	43%	38%	38%	42%	42%	36%	44%	38%	52%
A little less happy	(-1)	98	29	26	43	56	42	45	53	64	20	8	6	55	33	10	-	6	1	12	7	6	3	5	11	14	20	10	3
		10%	8%	8%	13%	12%	8%	9%	10%	9%	11%	13%	13%	10%	11%	9%	-	8%	2%	12%	8%	6%	4%	10%	14%	10%	13%	11%	10%
Much less happy	(-2)	33	11	9	13	20	13	17	16	21	2	5	5	23	6	2	2	-	2	3	3	8	3	1	-	8	3	1	1
		3%	3%	3%	4%	4%	2%	3%	3%	3%	1%	8%	11%	4%	2%	2%	9%	-	4%	3%	3%	9%	4%	2%	-	6%	2%	1%	3%
NET: Less happy		131	40	35	56	76	55	62	69	85	22	13	11	78	39	12	2	6	3	15	10	14	6	6	11	22	23	11	4
		13%	12%	10%	17%	16%	10%	12%	13%	12%	12%	22%	23%	14%	13%	11%	9%	8%	7%	14%	12%	15%	8%	12%	14%	16%	15%	12%	14%
Don't know		44	16	10	18	22	22	24	20	30	7	4	3	26	10	8	-	3	2	5	1	4	5	1	3	11	4	2	3
		4%	5%	3%	5%	5%	4%	5%	4%	4%	4%	7%	6%	5%	3%	7%	-	4%	4%	5%	1%	4%	7%	2%	4%	8%	3%	2%	10%
Mean	0.38	0.42	0.43	0.28	0.32	0.43	0.37	0.39	0.44	0.36	0.02	-0.11	0.39	0.37	0.40	0.14	0.37	0.48	0.47	0.40	0.31	0.44	0.37	0.38	0.30	0.34	0.46	0.12	
Standard deviation	0.91	0.89	0.88	0.97	0.96	0.87	0.90	0.92	0.91	0.87	0.94	0.92	0.96	0.87	0.82	0.83	0.70	0.88	0.96	0.92	1.06	0.87	0.82	0.87	1.03	0.92	0.86	0.82	
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.13	0.14	0.04	0.05	0.08	0.18	0.08	0.13	0.10	0.10	0.11	0.11	0.12	0.10	0.09	0.07	0.09	0.16	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 37
Q.7 Do you think that you are more or less happy than your parents?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More happy	438 43%	12 43%	16 38%	19 51%	25 50%	4 31%	13 48%	42 55%	13 32%	23 43%	37 45%	18 49%	7 54%	6 29%	7 35%	92 39%	18 55%	27 50%	7 39%	16 50%	7 23%	29 36%
Much more happy (+2)	96 9%	2 7%	1 2%	3 8%	5 10%	1 8%	5 19%	11 14%	2 5%	4 8%	8 10%	3 8%	2 15%	3 14%	2 10%	25 11%	4 12%	5 9%	2 11%	2 6%	1 3%	5 6%
A little more happy (+1)	342 33%	10 36%	15 36%	16 43%	20 40%	3 23%	8 30%	31 40%	11 27%	19 36%	29 35%	15 41%	5 38%	3 14%	5 25%	67 29%	14 42%	22 41%	5 28%	14 44%	6 20%	24 30%
About the same (0)	410 40%	14 50%	22 52%	14 38%	19 38%	7 54%	10 37%	20 26%	22 54%	22 42%	29 35%	14 38%	5 38%	11 52%	9 45%	92 39%	13 39%	19 35%	7 39%	11 34%	15 50%	35 43%
A little less happy (-1)	98 10%	2 7%	3 7%	1 3%	3 6%	1 8%	2 7%	9 12%	4 10%	4 8%	7 8%	3 8%	- -	4 19%	1 5%	28 12%	- -	7 13%	3 17%	3 9%	3 10%	10 12%
Much less happy (-2)	33 3%	- -	- -	2 5%	3 6%	- -	1 4%	3 4%	- -	2 4%	6 7%	- -	- -	- -	1 5%	8 3%	2 6%	- -	- -	1 3%	2 7%	2 2%
NET: Less happy	131 13%	2 7%	3 7%	3 8%	6 12%	1 8%	3 11%	12 16%	4 10%	6 11%	13 16%	3 8%	- -	4 19%	2 10%	36 15%	2 6%	7 13%	3 17%	4 13%	5 17%	12 15%
Don't know	44 4%	- -	1 2%	1 3%	- -	1 8%	1 4%	3 4%	2 5%	2 4%	4 5%	2 5%	1 8%	- -	2 10%	13 6%	- -	1 2%	1 6%	1 3%	3 10%	5 6%
Mean	0.38	0.43	0.34	0.47	0.42	0.33	0.54	0.51	0.28	0.37	0.33	0.51	0.75	0.24	0.33	0.33	0.55	0.47	0.35	0.42	0.04	0.26
Standard deviation	0.91	0.74	0.66	0.91	0.97	0.78	1.03	1.02	0.72	0.89	1.03	0.78	0.75	0.94	0.97	0.96	0.94	0.85	0.93	0.89	0.90	0.87
Standard error	0.03	0.14	0.10	0.15	0.14	0.22	0.20	0.12	0.12	0.13	0.12	0.13	0.22	0.21	0.23	0.06	0.16	0.12	0.23	0.16	0.17	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 38
Q.8 Do you hope to have your own children some day?
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural			D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Yes	805	277	277	251	376	429	391	414	594	134	46	31	450	250	92	13	53	34	88	71	74	58	40	63	96	126	80	22
	79%	80%	82%	74%	77%	80%	79%	79%	80%	76%	77%	66%	78%	80%	81%	59%	70%	74%	85%	83%	80%	79%	77%	82%	71%	80%	86%	76%
Yes, in the future	798	277	275	246	373	425	390	408	591	132	45	30	447	246	92	13	53	34	87	70	73	58	40	61	95	126	79	22
	78%	80%	81%	73%	77%	79%	78%	78%	80%	75%	75%	64%	77%	79%	81%	59%	70%	74%	84%	81%	78%	79%	77%	79%	70%	80%	85%	76%
Yes, already have children	7	-	2	5	3	4	1	6	3	2	1	3	4	-	-	-	-	-	1	1	1	-	-	2	1	-	1	-
	1%	-	1%	1%	1%	1%	*	1%	*	1%	2%	2%	1%	1%	-	-	-	-	1%	1%	1%	-	-	3%	1%	-	1%	-
No	87	26	26	35	45	42	39	48	53	16	8	10	48	27	6	6	6	4	7	7	9	8	4	6	13	12	6	5
	9%	7%	8%	10%	9%	8%	8%	9%	7%	9%	13%	21%	8%	9%	5%	27%	8%	9%	7%	8%	10%	11%	8%	8%	10%	8%	6%	17%
Don't know	131	44	35	52	65	66	68	63	92	27	6	6	79	34	15	3	17	8	9	8	10	7	8	8	27	20	7	2
	13%	13%	10%	15%	13%	12%	14%	12%	12%	15%	10%	13%	14%	11%	13%	14%	22%	17%	9%	9%	11%	10%	15%	10%	20%	13%	8%	7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 38
Q.8 Do you hope to have your own children some day?
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Yes	805	19	30	30	37	12	24	67	35	45	65	29	10	16	17	177	24	49	13	24	23	59
	79%	68%	71%	81%	74%	92%	89%	87%	85%	85%	78%	78%	77%	76%	85%	76%	73%	91%	72%	75%	77%	73%
Yes, in the future	798	19	30	30	36	12	24	66	35	45	64	29	10	16	17	175	24	48	13	24	23	58
	78%	68%	71%	81%	72%	92%	89%	86%	85%	85%	77%	78%	77%	76%	85%	75%	73%	89%	72%	75%	77%	72%
Yes, already have children	7	-	-	-	1	-	-	1	-	-	1	-	-	-	-	2	-	1	-	-	-	1
	1%	-	-	-	2%	-	-	1%	-	-	1%	-	-	-	1%	-	2%	-	-	-	-	1%
No	87	2	4	1	5	1	2	3	2	4	8	3	1	4	2	17	2	3	2	4	5	12
	9%	7%	10%	3%	10%	8%	7%	4%	5%	8%	10%	8%	8%	19%	10%	7%	6%	11%	13%	17%	15%	
Don't know	131	7	8	6	8	-	1	7	4	4	10	5	2	1	1	39	7	2	3	4	2	10
	13%	25%	19%	16%	16%	-	4%	9%	10%	8%	12%	14%	15%	5%	5%	17%	21%	4%	17%	13%	7%	12%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 39

Q.9 For which, if any, of the following reasons do you not want to have children some day?

Base: All who do not want to have children

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural			D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	87	26	26	35	45	42	39	48	53	16	8	10	48	27	6	6	6	4	7	7	9	8	4	6	13	12	6	5
I don't like children	46	11	13	22	26	20	21	25	30	6	4	6	27	12	3	4	2	3	5	1	5	5	1	4	8	5	2	5
	53%	42%	50%	63%	58%	48%	54%	52%	57%	38%	50%	60%	56%	44%	50%	67%	33%	75%	71%	14%	56%	63%	25%	67%	62%	42%	33%	100%
I don't want to have the responsibility for anyone else	41	12	10	19	19	22	18	23	25	9	2	5	23	12	3	3	2	2	4	2	4	4	1	2	9	6	2	3
	47%	46%	38%	54%	42%	52%	46%	48%	47%	56%	25%	50%	48%	44%	50%	50%	33%	50%	57%	29%	44%	50%	25%	33%	69%	50%	33%	60%
I enjoy life as it is and wouldn't want to change it	26	8	7	11	13	13	10	16	17	6	2	1	14	11	-	1	2	2	2	1	1	3	1	1	4	5	2	2
	30%	31%	27%	31%	29%	31%	26%	33%	32%	38%	25%	10%	29%	41%	-	17%	33%	50%	29%	14%	11%	38%	25%	17%	31%	42%	33%	40%
Disillusioned with life	19	6	4	9	11	8	8	11	11	3	1	4	13	5	1	-	2	-	3	2	1	-	1	1	3	1	2	3
	22%	23%	15%	26%	24%	19%	21%	23%	21%	19%	13%	40%	27%	19%	17%	-	33%	-	43%	29%	11%	-	25%	17%	23%	8%	33%	60%
Wouldn't be able to afford to support them	12	2	4	6	8	4	4	8	7	3	1	1	7	5	-	-	1	-	-	3	1	1	1	1	3	-	-	1
	14%	8%	15%	17%	18%	10%	10%	17%	13%	19%	13%	10%	15%	19%	-	-	17%	-	-	43%	11%	13%	25%	17%	23%	-	-	20%
My friends are like family to me	6	3	1	2	3	3	2	4	6	-	-	-	4	2	-	-	1	1	-	1	-	-	-	-	1	1	-	1
	7%	12%	4%	6%	7%	7%	5%	8%	11%	-	-	-	8%	7%	-	-	17%	25%	-	14%	-	-	-	-	8%	8%	-	20%
Other	19	9	7	3	9	10	7	12	12	3	2	2	13	5	1	-	2	1	2	1	2	3	-	1	4	1	2	-
	22%	35%	27%	9%	20%	24%	18%	25%	23%	19%	25%	20%	27%	19%	17%	-	33%	25%	29%	14%	22%	38%	-	17%	31%	8%	33%	-
Don't know	1	-	1	-	-	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	4%	-	-	2%	3%	-	-	-	13%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	17%	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 39
Q.9 For which, if any, of the following reasons do you not want to have children some day?
Base: All who do not want to have children

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	87	2	4	1	5	1	2	3	2	4	8	3	1	4	2	17	2	3	2	4	5	12
I don't like children	46 53%	-	2 50%	1 100%	-	-	2 100%	3 100%	1 50%	3 75%	5 63%	2 67%	-	3 75%	1 50%	10 59%	1 50%	-	1 50%	1 25%	5 100%	5 42%
I don't want to have the responsibility for anyone else	41 47%	1 50%	1 25%	-	1 20%	-	1 50%	-	2 100%	2 50%	3 38%	-	1 100%	3 75%	-	10 59%	1 50%	1 33%	1 50%	1 25%	3 60%	9 75%
I enjoy life as it is and wouldn't want to change it	26 30%	1 50%	1 25%	1 100%	1 20%	-	1 50%	1 33%	-	2 50%	1 13%	1 33%	-	2 50%	-	6 35%	-	1 33%	1 50%	1 25%	2 40%	3 25%
Disillusioned with life	19 22%	1 50%	1 25%	-	2 40%	-	-	1 33%	1 50%	-	1 13%	-	-	1 25%	-	4 24%	-	1 33%	1 50%	1 25%	3 60%	1 8%
Wouldn't be able to afford to support them	12 14%	-	1 25%	-	3 60%	-	-	-	-	-	1 13%	-	-	-	-	4 24%	-	-	-	1 25%	1 20%	1 8%
My friends are like family to me	6 7%	1 50%	-	-	1 20%	-	1 50%	-	-	-	-	-	-	-	-	1 6%	-	-	-	-	1 20%	1 8%
Other	19 22%	1 50%	1 25%	-	1 20%	1 100%	-	-	1 50%	1 25%	2 25%	-	-	-	1 50%	5 29%	-	2 67%	-	-	-	3 25%
Don't know	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 50%	-	-	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 40
Q.10 To what extent do you agree or disagree with each of the following?

SUMMARY TABLE

Base: All respondents

		Statement						
		The media portrays young people in an unfair light	The media portrays young people based on stereotypes rather than reality	The positive things that young people do go unnoticed by the media	The media makes people more hostile to young people	The media makes people afraid of young people	The media represents young people fairly	Young people do a lot of positive work that isn't picked up by the media
Base		1023	1023	1023	1023	1023	1023	1023
NET: Agree		742 73%	845 83%	752 74%	785 77%	737 72%	119 12%	833 81%
Strongly agree	(+2)	187 18%	324 32%	214 21%	273 27%	227 22%	15 1%	328 32%
Somewhat agree	(+1)	555 54%	521 51%	538 53%	512 50%	510 50%	104 10%	505 49%
Neither agree nor disagree	(0)	221 22%	131 13%	179 17%	178 17%	185 18%	316 31%	145 14%
Somewhat disagree	(-1)	54 5%	43 4%	86 8%	52 5%	87 9%	474 46%	39 4%
Strongly disagree	(-2)	6 1%	4 *	6 1%	8 1%	14 1%	114 11%	6 1%
NET: Disagree		60 6%	47 5%	92 9%	60 6%	101 10%	588 57%	45 4%
Mean		0.84	1.09	0.85	0.97	0.83	-0.56	1.09
Standard deviation		0.80	0.80	0.87	0.85	0.92	0.87	0.81
Standard error		0.02	0.03	0.03	0.03	0.03	0.03	0.03

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 41
Q.10 To what extent do you agree or disagree with each of the following?
The media portrays young people in an unfair light
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	742	274	252	216	342	400	363	379	549	122	42	29	417	232	78	15	62	40	70	65	67	53	41	49	86	117	72	20
	73%	79%	75%	64%	70%	74%	73%	72%	74%	69%	70%	62%	72%	75%	69%	68%	82%	87%	67%	76%	72%	73%	79%	64%	63%	74%	77%	69%
Strongly agree (+2)	187	73	67	47	91	96	86	101	142	30	7	8	113	55	15	4	12	10	23	14	16	15	12	15	25	21	17	7
	18%	21%	20%	14%	19%	18%	17%	19%	19%	17%	12%	17%	20%	18%	13%	18%	16%	22%	22%	16%	17%	21%	23%	19%	18%	13%	18%	24%
Somewhat agree (+1)	555	201	185	169	251	304	277	278	407	92	35	21	304	177	63	11	50	30	47	51	51	38	29	34	61	96	55	13
	54%	58%	55%	50%	52%	57%	56%	53%	55%	52%	58%	45%	53%	57%	56%	50%	66%	65%	45%	59%	55%	52%	56%	44%	45%	61%	59%	45%
Neither agree nor disagree (0)	221	59	75	87	114	107	112	109	151	43	15	12	116	67	31	7	11	4	26	18	18	17	8	23	36	36	18	6
	22%	17%	22%	26%	23%	20%	22%	21%	20%	24%	25%	26%	20%	22%	27%	32%	14%	9%	25%	21%	19%	23%	15%	30%	26%	23%	19%	21%
Somewhat disagree (-1)	54	10	11	33	28	26	20	34	34	11	3	6	40	10	4	-	3	1	7	3	8	3	3	4	13	4	2	3
	5%	3%	3%	10%	6%	5%	4%	6%	5%	6%	5%	13%	7%	3%	4%	-	4%	2%	7%	3%	9%	4%	6%	5%	10%	3%	2%	10%
Strongly disagree (-2)	6	4	-	2	2	4	3	3	5	1	-	-	4	2	-	-	-	1	1	-	-	-	-	1	1	1	1	-
	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	2%	1%	-	-	-	-	1%	1%	1%	1%	-
NET: Disagree	60	14	11	35	30	30	23	37	39	12	3	6	44	12	4	-	3	2	8	3	8	3	3	5	14	5	3	3
	6%	4%	3%	10%	6%	6%	5%	7%	5%	7%	5%	13%	8%	4%	4%	-	4%	4%	8%	3%	9%	4%	6%	6%	10%	3%	3%	10%
Mean	0.84	0.95	0.91	0.67	0.83	0.86	0.85	0.84	0.88	0.79	0.77	0.66	0.84	0.88	0.79	0.86	0.93	1.02	0.81	0.88	0.81	0.89	0.96	0.75	0.71	0.84	0.91	0.83
Standard deviation	0.80	0.77	0.74	0.86	0.81	0.79	0.77	0.83	0.79	0.82	0.72	0.92	0.84	0.75	0.71	0.71	0.68	0.77	0.89	0.71	0.82	0.77	0.79	0.88	0.90	0.70	0.75	0.93
Standard error	0.02	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.06	0.09	0.13	0.04	0.04	0.07	0.15	0.08	0.11	0.09	0.08	0.09	0.09	0.11	0.10	0.08	0.06	0.08	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 41
Q.10 To what extent do you agree or disagree with each of the following?
The media portrays young people in an unfair light
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		742	22	36	33	40	6	21	51	30	41	61	25	10	18	13	156	25	43	13	22	21	55
		73%	79%	86%	89%	80%	46%	78%	66%	73%	77%	73%	68%	77%	86%	65%	67%	76%	80%	72%	69%	70%	68%
Strongly agree	(+2)	187	5	6	6	9	2	3	20	6	15	16	11	2	3	2	39	3	12	2	5	7	13
		18%	18%	14%	16%	18%	15%	11%	26%	15%	28%	19%	30%	15%	14%	10%	17%	9%	22%	11%	16%	23%	16%
Somewhat agree	(+1)	555	17	30	27	31	4	18	31	24	26	45	14	8	15	11	117	22	31	11	17	14	42
		54%	61%	71%	73%	62%	31%	67%	40%	59%	49%	54%	38%	62%	71%	55%	50%	67%	57%	61%	53%	47%	52%
Neither agree nor disagree	(0)	221	5	4	2	9	5	6	19	8	9	17	10	2	3	5	60	7	9	4	8	6	23
		22%	18%	10%	5%	18%	38%	22%	25%	20%	17%	20%	27%	15%	14%	25%	26%	21%	17%	22%	25%	20%	28%
Somewhat disagree	(-1)	54	1	2	1	1	2	-	7	2	3	5	1	-	-	2	16	1	2	-	2	3	3
		5%	4%	5%	3%	2%	15%	-	9%	5%	6%	6%	3%	-	-	10%	7%	3%	4%	-	6%	10%	4%
Strongly disagree	(-2)	6	-	-	1	-	-	-	-	1	-	-	1	1	-	-	1	-	-	1	-	-	-
		1%	-	-	3%	-	-	-	-	2%	-	-	3%	8%	-	-	*	-	-	6%	-	-	-
NET: Disagree		60	1	2	2	1	2	-	7	3	3	5	2	1	-	2	17	1	2	1	2	3	3
		6%	4%	5%	5%	2%	15%	-	9%	7%	6%	6%	5%	8%	-	10%	7%	3%	4%	6%	6%	10%	4%
Mean		0.84	0.93	0.95	0.97	0.96	0.46	0.89	0.83	0.78	1.00	0.87	0.89	0.77	1.00	0.65	0.76	0.82	0.98	0.72	0.78	0.83	0.80
Standard deviation		0.80	0.72	0.66	0.76	0.67	0.97	0.58	0.92	0.85	0.83	0.79	0.97	1.01	0.55	0.81	0.83	0.64	0.74	0.89	0.79	0.91	0.75
Standard error		0.02	0.14	0.10	0.13	0.09	0.27	0.11	0.11	0.13	0.11	0.09	0.16	0.28	0.12	0.18	0.05	0.11	0.10	0.21	0.14	0.17	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 42

Q.10 To what extent do you agree or disagree with each of the following?

The media portrays young people based on stereotypes rather than reality

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	845	308	287	250	391	454	423	422	624	137	48	36	470	265	92	18	69	41	83	73	77	59	46	67	100	128	80	22
	83%	89%	85%	74%	80%	85%	85%	80%	84%	77%	80%	77%	81%	85%	81%	82%	91%	89%	80%	85%	83%	81%	88%	87%	74%	81%	86%	76%
Strongly agree (+2)	324	120	113	91	149	175	165	159	238	51	24	11	186	106	27	5	25	19	35	29	25	22	19	21	36	53	32	8
	32%	35%	33%	27%	31%	33%	33%	30%	32%	29%	40%	23%	32%	34%	24%	23%	33%	41%	34%	34%	27%	30%	37%	27%	26%	34%	34%	28%
Somewhat agree (+1)	521	188	174	159	242	279	258	263	386	86	24	25	284	159	65	13	44	22	48	44	52	37	27	46	64	75	48	14
	51%	54%	51%	47%	50%	52%	52%	50%	52%	49%	40%	53%	49%	51%	58%	59%	58%	48%	46%	51%	56%	51%	52%	60%	47%	47%	52%	48%
Neither agree nor disagree (0)	131	27	39	65	76	55	53	78	87	27	10	7	79	32	16	4	5	4	17	10	11	13	5	9	26	18	8	5
	13%	8%	12%	19%	16%	10%	11%	15%	12%	15%	17%	15%	14%	10%	14%	18%	7%	9%	16%	12%	12%	18%	10%	12%	19%	11%	9%	17%
Somewhat disagree (-1)	43	8	12	23	19	24	20	23	24	13	2	4	25	13	5	-	2	1	3	3	4	1	1	-	9	12	5	2
	4%	2%	4%	7%	4%	4%	4%	4%	3%	7%	3%	9%	4%	4%	4%	-	3%	2%	3%	3%	4%	1%	2%	-	7%	8%	5%	7%
Strongly disagree (-2)	4	4	-	-	-	4	2	2	4	-	-	-	3	1	-	-	-	-	1	-	1	-	-	1	1	-	-	-
	*	1%	-	-	-	1%	*	*	1%	-	-	-	1%	*	-	-	-	-	1%	-	1%	-	-	1%	1%	-	-	-
NET: Disagree	47	12	12	23	19	28	22	25	28	13	2	4	28	14	5	-	2	1	4	3	5	1	1	1	10	12	5	2
	5%	3%	4%	7%	4%	5%	4%	5%	4%	7%	3%	9%	5%	5%	4%	-	3%	2%	4%	3%	5%	1%	2%	1%	7%	8%	5%	7%
Mean	1.09	1.19	1.15	0.94	1.07	1.11	1.13	1.06	1.12	0.99	1.17	0.91	1.08	1.14	1.01	1.05	1.21	1.28	1.09	1.15	1.03	1.10	1.23	1.12	0.92	1.07	1.15	0.97
Standard deviation	0.80	0.77	0.76	0.86	0.78	0.81	0.79	0.81	0.78	0.86	0.83	0.86	0.82	0.79	0.75	0.65	0.68	0.72	0.84	0.76	0.81	0.73	0.70	0.71	0.89	0.87	0.79	0.87
Standard error	0.03	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.11	0.12	0.03	0.04	0.07	0.14	0.08	0.11	0.08	0.08	0.08	0.09	0.10	0.08	0.08	0.07	0.08	0.16

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 42

Q.10 To what extent do you agree or disagree with each of the following?

The media portrays young people based on stereotypes rather than reality

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		845	27	36	33	40	10	26	62	34	42	70	33	11	14	16	184	23	48	15	27	23	71
		83%	96%	86%	89%	80%	77%	96%	81%	83%	79%	84%	89%	85%	67%	80%	79%	70%	89%	83%	84%	77%	88%
Strongly agree	(+2)	324	10	12	15	20	4	7	25	15	20	23	13	4	7	4	69	7	20	6	11	9	23
		32%	36%	29%	41%	40%	31%	26%	32%	37%	38%	28%	35%	31%	33%	20%	30%	21%	37%	33%	34%	30%	28%
Somewhat agree	(+1)	521	17	24	18	20	6	19	37	19	22	47	20	7	7	12	115	16	28	9	16	14	48
		51%	61%	57%	49%	40%	46%	70%	48%	46%	42%	57%	54%	54%	33%	60%	49%	48%	52%	50%	50%	47%	59%
Neither agree nor disagree	(0)	131	1	4	3	8	2	1	11	7	10	10	3	-	4	2	37	6	4	2	4	5	7
		13%	4%	10%	8%	16%	15%	4%	14%	17%	19%	12%	8%	-	19%	10%	16%	18%	7%	11%	13%	17%	9%
Somewhat disagree	(-1)	43	-	2	1	2	1	-	3	-	1	2	-	2	3	2	11	4	2	1	1	2	3
		4%	-	5%	3%	4%	8%	-	4%	-	2%	2%	-	15%	14%	10%	5%	12%	4%	6%	3%	7%	4%
Strongly disagree	(-2)	4	-	-	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-
		*	-	-	-	-	-	-	1%	-	-	1%	3%	-	-	-	*	-	-	-	-	-	-
NET: Disagree		47	-	2	1	2	1	-	4	-	1	3	1	2	3	2	12	4	2	1	1	2	3
		5%	-	5%	3%	4%	8%	-	5%	-	2%	4%	3%	15%	14%	10%	5%	12%	4%	6%	3%	7%	4%
Mean		1.09	1.32	1.10	1.27	1.16	1.00	1.22	1.06	1.20	1.15	1.07	1.19	1.00	0.86	0.90	1.03	0.79	1.22	1.11	1.16	1.00	1.12
Standard deviation		0.80	0.55	0.76	0.73	0.84	0.91	0.51	0.86	0.71	0.79	0.78	0.81	1.00	1.06	0.85	0.83	0.93	0.74	0.83	0.77	0.87	0.71
Standard error		0.03	0.10	0.12	0.12	0.12	0.25	0.10	0.10	0.11	0.11	0.09	0.13	0.28	0.23	0.19	0.05	0.16	0.10	0.20	0.14	0.16	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 43
Q.10 To what extent do you agree or disagree with each of the following?
The positive things that young people do go unnoticed by the media
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	752	264	258	230	348	404	368	384	545	130	44	33	417	237	81	17	60	36	75	63	73	58	44	47	89	116	69	22
	74%	76%	76%	68%	72%	75%	74%	73%	74%	73%	73%	70%	72%	76%	72%	77%	79%	78%	72%	73%	78%	79%	85%	61%	65%	73%	74%	76%
Strongly agree (+2)	214	79	73	62	93	121	101	113	157	38	15	4	117	71	24	2	11	13	24	17	24	18	12	15	22	28	26	4
	21%	23%	22%	18%	19%	23%	20%	22%	21%	21%	25%	9%	20%	23%	21%	9%	14%	28%	23%	20%	26%	25%	23%	19%	16%	18%	28%	14%
Somewhat agree (+1)	538	185	185	168	255	283	267	271	388	92	29	29	300	166	57	15	49	23	51	46	49	40	32	32	67	88	43	18
	53%	53%	55%	50%	52%	53%	54%	52%	53%	52%	48%	62%	52%	53%	50%	68%	64%	50%	49%	53%	53%	55%	62%	42%	49%	56%	46%	62%
Neither agree nor disagree (0)	179	49	60	70	90	89	94	85	128	31	12	8	107	46	21	5	11	9	11	16	12	13	5	21	35	25	16	5
	17%	14%	18%	21%	19%	17%	19%	16%	17%	18%	20%	17%	19%	15%	19%	23%	14%	20%	11%	19%	13%	18%	10%	27%	26%	16%	17%	17%
Somewhat disagree (-1)	86	33	20	33	43	43	33	53	63	13	4	6	51	25	10	-	5	1	18	6	8	2	2	7	12	16	7	2
	8%	10%	6%	10%	9%	8%	7%	10%	9%	7%	7%	13%	9%	8%	9%	-	7%	2%	17%	7%	9%	3%	4%	9%	9%	10%	8%	7%
Strongly disagree (-2)	6	1	-	5	5	1	3	3	3	3	-	-	2	3	1	-	-	-	-	1	-	-	1	2	-	1	1	-
	1%	*	-	1%	1%	*	1%	1%	*	2%	-	-	*	1%	1%	-	-	-	-	1%	-	-	2%	3%	-	1%	1%	-
NET: Disagree	92	34	20	38	48	44	36	56	66	16	4	6	53	28	11	-	5	1	18	7	8	2	3	9	12	17	8	2
	9%	10%	6%	11%	10%	8%	7%	11%	9%	9%	7%	13%	9%	10%	-	7%	2%	17%	8%	9%	3%	6%	12%	9%	11%	9%	9%	7%
Mean	0.85	0.89	0.92	0.74	0.80	0.89	0.86	0.83	0.86	0.84	0.92	0.66	0.83	0.89	0.82	0.86	0.87	1.04	0.78	0.84	0.96	1.01	1.00	0.66	0.73	0.80	0.92	0.83
Standard deviation	0.87	0.87	0.79	0.92	0.89	0.85	0.83	0.90	0.86	0.90	0.85	0.81	0.86	0.88	0.90	0.56	0.74	0.76	0.99	0.87	0.86	0.74	0.82	0.98	0.84	0.87	0.92	0.76
Standard error	0.03	0.05	0.04	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.11	0.12	0.04	0.05	0.08	0.12	0.08	0.11	0.10	0.09	0.09	0.09	0.11	0.11	0.07	0.07	0.10	0.14

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 43
Q.10 To what extent do you agree or disagree with each of the following?
The positive things that young people do go unnoticed by the media
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		752	22	32	29	39	7	20	56	30	42	65	24	9	13	11	163	23	44	13	26	23	61
		74%	79%	76%	78%	78%	54%	74%	73%	73%	79%	78%	65%	69%	62%	55%	70%	70%	81%	72%	81%	77%	75%
Strongly agree	(+2)	214	4	6	7	14	3	4	21	9	13	22	11	1	4	3	37	9	12	7	6	4	17
		21%	14%	14%	19%	28%	23%	15%	27%	22%	25%	27%	30%	8%	19%	15%	16%	27%	22%	39%	19%	13%	21%
Somewhat agree	(+1)	538	18	26	22	25	4	16	35	21	29	43	13	8	9	8	126	14	32	6	20	19	44
		53%	64%	62%	59%	50%	31%	59%	45%	51%	55%	52%	35%	62%	43%	40%	54%	42%	59%	33%	63%	63%	54%
Neither agree nor disagree	(0)	179	5	6	7	7	6	4	10	5	9	13	9	3	5	6	47	8	6	3	3	5	12
		17%	18%	14%	19%	14%	46%	15%	13%	12%	17%	16%	24%	23%	24%	30%	20%	24%	11%	17%	9%	17%	15%
Somewhat disagree	(-1)	86	1	4	1	4	-	2	11	6	2	5	3	-	3	3	22	2	4	1	2	2	8
		8%	4%	10%	3%	8%	-	7%	14%	15%	4%	6%	8%	-	14%	15%	9%	6%	7%	6%	6%	7%	10%
Strongly disagree	(-2)	6	-	-	-	-	-	1	-	-	-	-	1	1	-	-	1	-	-	1	1	-	-
		1%	-	-	-	-	-	4%	-	-	-	-	3%	8%	-	-	*	-	-	6%	3%	-	-
NET: Disagree		92	1	4	1	4	-	3	11	6	2	5	4	1	3	3	23	2	4	2	3	2	8
		9%	4%	10%	3%	8%	-	11%	14%	15%	4%	6%	11%	8%	14%	15%	10%	6%	7%	11%	9%	7%	10%
Mean		0.85	0.89	0.81	0.95	0.98	0.77	0.74	0.86	0.80	1.00	0.99	0.81	0.62	0.67	0.55	0.76	0.91	0.96	0.94	0.88	0.83	0.86
Standard deviation		0.87	0.69	0.80	0.70	0.87	0.83	0.94	0.98	0.95	0.76	0.82	1.05	0.96	0.97	0.94	0.85	0.88	0.80	1.16	0.91	0.75	0.86
Standard error		0.03	0.13	0.12	0.12	0.12	0.23	0.18	0.11	0.15	0.10	0.09	0.17	0.27	0.21	0.21	0.06	0.15	0.11	0.27	0.16	0.14	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 44
Q.10 To what extent do you agree or disagree with each of the following?
The media makes people more hostile to young people
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	785	280	267	238	369	416	375	410	575	132	47	31	449	240	78	18	61	39	80	71	69	54	43	53	97	122	74	22
	77%	81%	79%	70%	76%	77%	75%	78%	78%	75%	78%	66%	78%	77%	69%	82%	80%	85%	77%	83%	74%	74%	83%	69%	71%	77%	80%	76%
Strongly agree (+2)	273	100	99	74	132	141	122	151	207	43	14	9	155	89	25	4	19	19	35	26	25	21	16	17	33	33	24	5
	27%	29%	29%	22%	27%	26%	24%	29%	28%	24%	23%	19%	27%	29%	22%	18%	25%	41%	34%	30%	27%	29%	31%	22%	24%	21%	26%	17%
Somewhat agree (+1)	512	180	168	164	237	275	253	259	368	89	33	22	294	151	53	14	42	20	45	45	44	33	27	36	64	89	50	17
	50%	52%	50%	49%	49%	51%	51%	49%	50%	50%	55%	47%	51%	49%	47%	64%	55%	43%	43%	52%	47%	45%	52%	47%	47%	56%	54%	59%
Neither agree nor disagree (0)	178	46	57	75	87	91	94	84	120	33	13	12	96	54	25	3	10	5	17	12	18	15	8	18	32	27	12	4
	17%	13%	17%	22%	18%	17%	19%	16%	16%	19%	22%	26%	17%	17%	22%	14%	13%	11%	16%	14%	19%	21%	15%	23%	24%	17%	13%	14%
Somewhat disagree (-1)	52	19	11	22	25	27	25	27	39	9	-	4	29	13	9	1	5	2	6	3	5	2	1	4	7	8	6	3
	5%	5%	3%	7%	5%	5%	5%	5%	5%	5%	-	9%	5%	4%	8%	5%	7%	4%	6%	3%	5%	2%	2%	5%	5%	5%	6%	10%
Strongly disagree (-2)	8	2	3	3	5	3	4	4	5	3	-	-	3	4	1	-	-	-	1	-	1	2	-	2	-	1	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	-	-	-	1%	-	1%	3%	-	3%	-	1%	1%	-
NET: Disagree	60	21	14	25	30	30	29	31	44	12	-	4	32	17	10	1	5	2	7	3	6	4	1	6	7	9	7	3
	6%	6%	4%	7%	6%	6%	6%	6%	6%	7%	-	9%	6%	5%	9%	5%	7%	4%	7%	3%	6%	5%	2%	8%	5%	6%	8%	10%
Mean	0.97	1.03	1.03	0.84	0.96	0.98	0.93	1.00	0.99	0.90	1.02	0.77	0.99	0.99	0.81	0.95	0.99	1.22	1.03	1.09	0.94	0.95	1.12	0.81	0.90	0.92	0.97	0.83
Standard deviation	0.85	0.83	0.82	0.87	0.87	0.83	0.84	0.85	0.85	0.88	0.68	0.87	0.83	0.86	0.90	0.72	0.81	0.81	0.91	0.76	0.88	0.93	0.73	0.93	0.82	0.80	0.87	0.85
Standard error	0.03	0.04	0.04	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.09	0.13	0.03	0.05	0.08	0.15	0.09	0.12	0.09	0.08	0.09	0.11	0.10	0.11	0.07	0.06	0.09	0.16

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 44
Q.10 To what extent do you agree or disagree with each of the following?
The media makes people more hostile to young people
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		785	23	33	32	41	10	23	61	28	42	61	28	11	15	14	166	26	46	14	27	23	61
		77%	82%	79%	86%	82%	77%	85%	79%	68%	79%	73%	76%	85%	71%	70%	71%	79%	85%	78%	84%	77%	75%
Strongly agree	(+2)	273	7	11	15	17	3	7	29	9	15	25	14	1	3	3	53	9	16	4	9	6	17
		27%	25%	26%	41%	34%	23%	26%	38%	22%	28%	30%	38%	8%	14%	15%	23%	27%	30%	22%	28%	20%	21%
Somewhat agree	(+1)	512	16	22	17	24	7	16	32	19	27	36	14	10	12	11	113	17	30	10	18	17	44
		50%	57%	52%	46%	48%	54%	59%	42%	46%	51%	43%	38%	77%	57%	55%	48%	52%	56%	56%	56%	57%	54%
Neither agree nor disagree	(0)	178	4	5	3	7	2	4	9	13	8	17	6	1	5	4	53	4	5	3	4	4	17
		17%	14%	12%	8%	14%	15%	15%	12%	32%	15%	20%	16%	8%	24%	20%	23%	12%	9%	17%	13%	13%	21%
Somewhat disagree	(-1)	52	1	4	2	2	1	-	6	-	2	4	1	-	1	1	14	3	3	1	1	3	2
		5%	4%	10%	5%	4%	8%	-	8%	-	4%	5%	3%	-	5%	5%	6%	9%	6%	6%	3%	10%	2%
Strongly disagree	(-2)	8	-	-	-	-	-	-	1	-	1	1	2	1	-	1	-	-	-	-	-	-	1
		1%	-	-	-	-	-	-	1%	-	2%	1%	5%	8%	-	5%	-	-	-	-	-	-	1%
NET: Disagree		60	1	4	2	2	1	-	7	-	3	5	3	1	1	2	14	3	3	1	1	3	3
		6%	4%	10%	5%	4%	8%	-	9%	-	6%	6%	8%	8%	5%	10%	6%	9%	6%	6%	3%	10%	4%
Mean		0.97	1.04	0.95	1.22	1.12	0.92	1.11	1.06	0.90	1.00	0.96	1.00	0.77	0.81	0.70	0.88	0.97	1.09	0.94	1.09	0.87	0.91
Standard deviation		0.85	0.74	0.88	0.82	0.80	0.86	0.64	0.96	0.74	0.88	0.90	1.08	0.93	0.75	0.98	0.83	0.88	0.78	0.80	0.73	0.86	0.79
Standard error		0.03	0.14	0.14	0.13	0.11	0.24	0.12	0.11	0.11	0.12	0.10	0.18	0.26	0.16	0.22	0.05	0.15	0.11	0.19	0.13	0.16	0.09

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 45
Q.10 To what extent do you agree or disagree with each of the following?
The media makes people afraid of young people
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	737	264	250	223	345	392	356	381	548	117	40	32	422	225	74	16	56	35	78	59	69	50	41	52	92	114	72	19
	72%	76%	74%	66%	71%	73%	71%	73%	74%	66%	67%	68%	73%	72%	65%	73%	74%	76%	75%	69%	74%	68%	79%	68%	68%	72%	77%	66%
Strongly agree (+2)	227	86	75	66	111	116	103	124	169	35	12	11	133	68	19	7	15	14	28	24	17	14	20	15	27	29	19	5
	22%	25%	22%	20%	23%	22%	21%	24%	23%	20%	20%	23%	23%	22%	17%	32%	20%	30%	27%	28%	18%	19%	38%	19%	20%	18%	20%	17%
Somewhat agree (+1)	510	178	175	157	234	276	253	257	379	82	28	21	289	157	55	9	41	21	50	35	52	36	21	37	65	85	53	14
	50%	51%	52%	46%	48%	51%	51%	49%	51%	46%	47%	45%	50%	50%	49%	41%	54%	46%	48%	41%	56%	49%	40%	48%	48%	54%	57%	48%
Neither agree nor disagree (0)	185	51	57	77	93	92	97	88	120	39	13	13	95	60	25	5	14	7	19	17	14	14	8	14	32	30	12	4
	18%	15%	17%	23%	19%	17%	19%	17%	16%	22%	22%	28%	16%	19%	22%	23%	18%	15%	18%	20%	15%	19%	15%	18%	24%	19%	13%	14%
Somewhat disagree (-1)	87	27	26	34	40	47	41	46	59	19	7	2	51	24	11	1	5	3	5	10	9	7	3	9	12	12	7	5
	9%	8%	8%	10%	8%	9%	8%	9%	8%	11%	12%	4%	9%	8%	10%	5%	7%	7%	5%	12%	10%	10%	6%	12%	9%	8%	8%	17%
Strongly disagree (-2)	14	5	5	4	8	6	4	10	12	2	-	-	9	2	3	-	1	1	2	-	1	2	-	2	-	2	2	1
	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	-	-	2%	1%	3%	-	1%	2%	2%	-	1%	3%	-	3%	-	1%	2%	3%
NET: Disagree	101	32	31	38	48	53	45	56	71	21	7	2	60	26	14	1	6	4	7	10	10	9	3	11	12	14	9	6
	10%	9%	9%	11%	10%	10%	9%	11%	10%	12%	12%	4%	10%	8%	12%	5%	8%	9%	7%	12%	11%	12%	6%	14%	9%	9%	10%	21%
Mean	0.83	0.90	0.86	0.73	0.82	0.84	0.82	0.84	0.86	0.73	0.75	0.87	0.84	0.85	0.67	1.00	0.84	0.96	0.93	0.85	0.81	0.73	1.12	0.70	0.79	0.80	0.86	0.59
Standard deviation	0.92	0.91	0.90	0.93	0.93	0.90	0.88	0.95	0.92	0.94	0.91	0.82	0.93	0.87	0.96	0.87	0.86	0.97	0.91	0.96	0.89	0.98	0.88	1.00	0.86	0.87	0.90	1.09
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.12	0.12	0.04	0.05	0.09	0.19	0.10	0.14	0.09	0.10	0.09	0.11	0.12	0.11	0.07	0.07	0.09	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 45
Q.10 To what extent do you agree or disagree with each of the following?
The media makes people afraid of young people
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		737	20	31	27	34	7	20	59	32	39	61	28	11	13	12	164	25	43	12	25	20	54
		72%	71%	74%	73%	68%	54%	74%	77%	78%	74%	73%	76%	85%	62%	60%	70%	76%	80%	67%	78%	67%	67%
Strongly agree	(+2)	227	6	8	11	13	4	5	23	9	13	18	11	1	3	2	48	5	9	5	12	6	15
		22%	21%	19%	30%	26%	31%	19%	30%	22%	25%	22%	30%	8%	14%	10%	21%	15%	17%	28%	38%	20%	19%
Somewhat agree	(+1)	510	14	23	16	21	3	15	36	23	26	43	17	10	10	10	116	20	34	7	13	14	39
		50%	50%	55%	43%	42%	23%	56%	47%	56%	49%	52%	46%	77%	48%	50%	50%	61%	63%	39%	41%	47%	48%
Neither agree nor disagree	(0)	185	6	8	6	10	4	5	12	8	7	13	6	-	5	6	48	4	5	3	4	4	21
		18%	21%	19%	16%	20%	31%	19%	16%	20%	13%	16%	16%	-	24%	30%	21%	12%	9%	17%	13%	13%	26%
Somewhat disagree	(-1)	87	1	3	3	6	2	2	5	-	5	8	1	1	3	2	20	3	6	2	3	5	6
		9%	4%	7%	8%	12%	15%	7%	6%	-	9%	10%	3%	8%	14%	10%	9%	9%	11%	11%	9%	17%	7%
Strongly disagree	(-2)	14	1	-	1	-	-	-	1	1	2	1	2	1	-	-	1	1	-	1	-	1	-
		1%	4%	-	3%	-	-	-	1%	2%	4%	1%	5%	8%	-	-	*	3%	-	6%	-	3%	-
NET: Disagree		101	2	3	4	6	2	2	6	1	7	9	3	2	3	2	21	4	6	3	3	6	6
		10%	7%	7%	11%	12%	15%	7%	8%	2%	13%	11%	8%	15%	14%	10%	9%	12%	11%	17%	9%	20%	7%
Mean		0.83	0.82	0.86	0.89	0.82	0.69	0.85	0.97	0.95	0.81	0.83	0.92	0.69	0.62	0.60	0.82	0.76	0.85	0.72	1.06	0.63	0.78
Standard deviation		0.92	0.94	0.81	1.02	0.96	1.11	0.82	0.92	0.80	1.04	0.92	1.04	1.03	0.92	0.82	0.87	0.94	0.83	1.18	0.95	1.10	0.84
Standard error		0.03	0.18	0.13	0.17	0.14	0.31	0.16	0.10	0.13	0.14	0.10	0.17	0.29	0.20	0.18	0.06	0.16	0.11	0.28	0.17	0.20	0.09

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 46
Q.10 To what extent do you agree or disagree with each of the following?
The media represents young people fairly
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	119 12%	34 10%	34 10%	51 15%	70 14%	49 9%	66 13%	53 10%	83 11%	23 13%	5 8%	8 17%	71 12%	27 9%	19 17%	2 9%	6 8%	2 4%	15 14%	10 12%	15 16%	10 14%	5 10%	7 9%	22 16%	18 11%	6 6%	3 10%
Strongly agree (+2)	15 1%	3 1%	6 2%	6 2%	9 2%	6 1%	5 1%	10 2%	11 1%	4 2%	-	-	11 2%	3 1%	1 1%	-	-	-	2 2%	2 2%	2 2%	1 1%	-	-	3 2%	3 2%	1 1%	1 3%
Somewhat agree (+1)	104 10%	31 9%	28 8%	45 13%	61 13%	43 8%	61 12%	43 8%	72 10%	19 11%	5 8%	8 17%	60 10%	24 8%	18 16%	2 9%	6 8%	2 4%	13 13%	8 9%	13 14%	9 12%	5 10%	7 9%	19 14%	15 9%	5 5%	2 7%
Neither agree nor disagree (0)	316 31%	101 29%	100 30%	115 34%	149 31%	167 31%	160 32%	156 30%	217 29%	74 42%	14 23%	11 23%	183 32%	88 28%	38 34%	7 32%	23 30%	16 35%	24 23%	28 33%	14 15%	20 27%	14 27%	27 35%	48 35%	51 32%	38 41%	13 45%
Somewhat disagree (-1)	474 46%	173 50%	166 49%	135 40%	206 42%	268 50%	220 44%	254 48%	353 48%	62 35%	37 62%	22 47%	256 44%	158 51%	50 44%	10 45%	36 47%	21 46%	46 44%	40 47%	56 60%	33 45%	29 56%	35 45%	53 39%	75 47%	40 43%	10 34%
Strongly disagree (-2)	114 11%	39 11%	38 11%	37 11%	61 13%	53 10%	52 10%	62 12%	86 12%	18 10%	4 7%	6 13%	67 12%	38 12%	6 5%	3 14%	11 14%	7 15%	19 18%	8 9%	8 9%	10 14%	4 8%	8 10%	13 10%	14 9%	9 10%	3 10%
NET: Disagree	588 57%	212 61%	204 60%	172 51%	267 55%	321 60%	272 55%	316 60%	439 59%	80 45%	41 68%	28 60%	323 56%	196 63%	56 50%	13 59%	47 62%	28 61%	65 63%	48 56%	64 69%	43 59%	33 63%	43 56%	66 49%	89 56%	49 53%	13 45%
Mean	-0.56	-0.62	-0.60	-0.45	-0.51	-0.59	-0.51	-0.60	-0.58	-0.40	-0.67	-0.55	-0.53	-0.66	-0.37	-0.64	-0.68	-0.72	-0.64	-0.51	-0.59	-0.58	-0.62	-0.57	-0.40	-0.52	-0.55	-0.41
Standard deviation	0.87	0.83	0.86	0.92	0.93	0.82	0.87	0.87	0.87	0.89	0.73	0.93	0.90	0.83	0.85	0.85	0.82	0.78	0.98	0.88	0.91	0.93	0.77	0.80	0.92	0.86	0.79	0.91
Standard error	0.03	0.04	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.09	0.14	0.04	0.05	0.08	0.18	0.09	0.11	0.10	0.09	0.09	0.11	0.11	0.09	0.08	0.07	0.08	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 46
Q.10 To what extent do you agree or disagree with each of the following?
The media represents young people fairly
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		119	2	4	1	3	3	5	10	6	8	10	6	1	3	3	34	1	3	2	5	3	6
		12%	7%	10%	3%	6%	23%	19%	13%	15%	15%	12%	16%	8%	14%	15%	15%	3%	6%	11%	16%	10%	7%
Strongly agree	(+2)	15	-	-	-	2	-	-	2	-	1	2	-	1	1	-	4	-	-	1	-	1	-
		1%	-	-	-	4%	-	-	3%	-	2%	2%	-	8%	5%	-	2%	-	-	6%	-	3%	-
Somewhat agree	(+1)	104	2	4	1	1	3	5	8	6	7	8	6	-	2	3	30	1	3	1	5	2	6
		10%	7%	10%	3%	2%	23%	19%	10%	15%	13%	10%	16%	-	10%	15%	13%	3%	6%	6%	16%	7%	7%
Neither agree nor disagree	(0)	316	6	13	13	18	5	7	15	11	13	14	12	5	6	8	76	13	22	8	9	13	29
		31%	21%	31%	35%	36%	38%	26%	19%	27%	25%	17%	32%	38%	29%	40%	33%	39%	41%	44%	28%	43%	36%
Somewhat disagree	(-1)	474	14	21	20	24	4	12	39	17	25	51	13	5	8	6	103	19	25	5	16	11	36
		46%	50%	50%	54%	48%	31%	44%	51%	41%	47%	61%	35%	38%	38%	30%	44%	58%	46%	28%	50%	37%	44%
Strongly disagree	(-2)	114	6	4	3	5	1	3	13	7	7	8	6	2	4	3	20	-	4	3	2	3	10
		11%	21%	10%	8%	10%	8%	11%	17%	17%	13%	10%	16%	15%	19%	15%	9%	-	7%	17%	6%	10%	12%
NET: Disagree		588	20	25	23	29	5	15	52	24	32	59	19	7	12	9	123	19	29	8	18	14	46
		57%	71%	60%	62%	58%	38%	56%	68%	59%	60%	71%	51%	54%	57%	45%	53%	58%	54%	44%	56%	47%	57%
Mean		-0.56	-0.86	-0.60	-0.68	-0.58	-0.23	-0.48	-0.69	-0.61	-0.57	-0.66	-0.51	-0.54	-0.57	-0.45	-0.45	-0.55	-0.56	-0.44	-0.47	-0.43	-0.62
Standard deviation		0.87	0.85	0.80	0.67	0.86	0.93	0.94	0.96	0.95	0.95	0.87	0.96	1.05	1.08	0.94	0.88	0.56	0.72	1.04	0.84	0.90	0.80
Standard error		0.03	0.16	0.12	0.11	0.12	0.26	0.18	0.11	0.15	0.13	0.10	0.16	0.29	0.23	0.21	0.06	0.10	0.10	0.25	0.15	0.16	0.09

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 47
Q.10 To what extent do you agree or disagree with each of the following?
Young people do a lot of positive work that isn't picked up by the media
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	833	302	282	249	382	451	410	423	612	137	47	37	462	258	94	19	67	39	77	72	79	61	46	58	105	130	75	24
	81%	87%	83%	74%	79%	84%	82%	81%	83%	77%	78%	79%	80%	83%	83%	86%	88%	85%	74%	84%	85%	84%	88%	75%	77%	82%	81%	83%
Strongly agree (+2)	328	135	106	87	128	200	156	172	249	55	18	6	178	107	37	6	26	19	32	23	30	26	21	17	35	54	32	13
	32%	39%	31%	26%	26%	37%	31%	33%	34%	31%	30%	13%	31%	34%	33%	27%	34%	41%	31%	27%	32%	36%	40%	22%	26%	34%	34%	45%
Somewhat agree (+1)	505	167	176	162	254	251	254	251	363	82	29	31	284	151	57	13	41	20	45	49	49	35	25	41	70	76	43	11
	49%	48%	52%	48%	52%	47%	51%	48%	49%	46%	48%	66%	49%	49%	50%	59%	54%	43%	43%	57%	53%	48%	48%	53%	51%	48%	46%	38%
Neither agree nor disagree (0)	145	32	46	67	78	67	71	74	96	30	11	8	84	44	15	2	5	6	19	11	12	10	5	15	20	24	15	3
	14%	9%	14%	20%	16%	12%	14%	14%	13%	17%	18%	17%	15%	14%	13%	9%	7%	13%	18%	13%	13%	14%	10%	19%	15%	15%	16%	10%
Somewhat disagree (-1)	39	11	8	20	23	16	14	25	26	9	2	2	28	7	3	1	4	-	6	3	2	2	-	3	10	4	3	2
	4%	3%	2%	6%	5%	3%	3%	5%	4%	5%	3%	4%	5%	2%	3%	5%	5%	-	6%	3%	2%	3%	-	4%	7%	3%	3%	7%
Strongly disagree (-2)	6	2	2	2	3	3	3	3	5	1	-	-	3	2	1	-	-	1	2	-	-	-	1	1	1	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	-	2%	2%	-	-	-	2%	1%	1%	-	-	-
NET: Disagree	45	13	10	22	26	19	17	28	31	10	2	2	31	9	4	1	4	1	8	3	2	2	1	4	11	4	3	2
	4%	4%	3%	7%	5%	4%	3%	5%	4%	6%	3%	4%	5%	3%	4%	5%	5%	2%	8%	3%	2%	3%	2%	5%	8%	3%	3%	7%
Mean	1.09	1.22	1.11	0.92	0.99	1.17	1.10	1.07	1.12	1.02	1.05	0.87	1.05	1.14	1.12	1.09	1.17	1.22	0.95	1.07	1.15	1.16	1.25	0.91	0.94	1.14	1.12	1.21
Standard deviation	0.81	0.78	0.77	0.86	0.82	0.80	0.78	0.84	0.81	0.86	0.79	0.68	0.83	0.79	0.80	0.75	0.77	0.84	0.95	0.73	0.72	0.76	0.79	0.83	0.88	0.76	0.79	0.90
Standard error	0.03	0.04	0.04	0.05	0.04	0.03	0.04	0.04	0.03	0.06	0.10	0.10	0.03	0.04	0.08	0.16	0.09	0.12	0.09	0.08	0.07	0.09	0.11	0.09	0.08	0.06	0.08	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 47
Q.10 To what extent do you agree or disagree with each of the following?
Young people do a lot of positive work that isn't picked up by the media
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		833	24	37	30	44	10	22	57	34	44	70	28	11	17	16	183	26	44	16	27	25	68
		81%	86%	88%	81%	88%	77%	81%	74%	83%	83%	84%	76%	85%	81%	80%	79%	79%	81%	89%	84%	83%	84%
Strongly agree	(+2)	328	12	12	17	14	2	9	26	12	18	26	12	3	8	7	65	8	19	5	14	14	25
		32%	43%	29%	46%	28%	15%	33%	34%	29%	34%	31%	32%	23%	38%	35%	28%	24%	35%	28%	44%	47%	31%
Somewhat agree	(+1)	505	12	25	13	30	8	13	31	22	26	44	16	8	9	9	118	18	25	11	13	11	43
		49%	43%	60%	35%	60%	62%	48%	40%	54%	49%	53%	43%	62%	43%	45%	51%	55%	46%	61%	41%	37%	53%
Neither agree nor disagree	(0)	145	3	2	6	5	3	3	13	6	8	10	7	2	3	4	36	7	8	1	4	3	11
		14%	11%	5%	16%	10%	23%	11%	17%	15%	15%	12%	19%	15%	14%	20%	15%	21%	15%	6%	13%	10%	14%
Somewhat disagree	(-1)	39	1	3	-	1	-	2	5	1	1	3	1	-	1	-	13	-	2	1	-	2	2
		4%	4%	7%	-	2%	-	7%	6%	2%	2%	4%	3%	-	5%	-	6%	-	4%	6%	-	7%	2%
Strongly disagree	(-2)	6	-	-	1	-	-	-	2	-	-	-	1	-	-	-	1	-	-	-	1	-	-
		1%	-	-	3%	-	-	-	3%	-	-	-	3%	-	-	-	*	-	-	-	3%	-	-
NET: Disagree		45	1	3	1	1	-	2	7	1	1	3	2	-	1	-	14	-	2	1	1	2	2
		4%	4%	7%	3%	2%	-	7%	9%	2%	2%	4%	5%	-	5%	-	6%	-	4%	6%	3%	7%	2%
Mean		1.09	1.25	1.10	1.22	1.14	0.92	1.07	0.96	1.10	1.15	1.12	1.00	1.08	1.14	1.15	1.00	1.03	1.13	1.11	1.22	1.23	1.12
Standard deviation		0.81	0.80	0.79	0.92	0.67	0.64	0.87	1.01	0.74	0.74	0.76	0.94	0.64	0.85	0.75	0.84	0.68	0.80	0.76	0.91	0.90	0.73
Standard error		0.03	0.15	0.12	0.15	0.09	0.18	0.17	0.11	0.11	0.10	0.08	0.15	0.18	0.19	0.17	0.05	0.12	0.11	0.18	0.16	0.16	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 48

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

SUMMARY TABLE

Base: All respondents

		Action				
		To be active in their local community	To volunteer for a charity	To set up their own business	To live a healthy lifestyle	To live an active life
Base		1023	1023	1023	1023	1023
NET: More likely		194 19%	326 32%	488 48%	411 40%	639 62%
Much more likely	(+2)	38 4%	67 7%	146 14%	94 9%	184 18%
A little more likely	(+1)	156 15%	259 25%	342 33%	317 31%	455 44%
About the same	(0)	332 32%	363 35%	223 22%	316 31%	237 23%
A little less likely	(-1)	416 41%	271 26%	252 25%	255 25%	124 12%
Much less likely	(-2)	81 8%	63 6%	60 6%	41 4%	23 2%
NET: Less likely		497 49%	334 33%	312 30%	296 29%	147 14%
Mean		-0.34	*	0.26	0.16	0.64
Standard deviation		0.95	1.01	1.15	1.03	0.98
Standard error		0.03	0.03	0.04	0.03	0.03

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 49

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To be active in their local community

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More likely	194	66	76	52	92	102	108	86	146	31	11	6	111	67	14	2	15	8	16	18	20	16	8	12	32	25	17	7
	19%	19%	22%	15%	19%	19%	22%	16%	20%	18%	18%	13%	19%	22%	12%	9%	20%	17%	15%	21%	22%	22%	15%	16%	24%	16%	18%	24%
Much more likely (+2)	38	20	12	6	18	20	16	22	30	5	2	1	23	12	3	-	1	2	-	8	3	3	2	2	6	2	8	1
	4%	6%	4%	2%	4%	4%	3%	4%	4%	3%	3%	2%	4%	4%	3%	-	1%	4%	-	9%	3%	4%	4%	3%	4%	1%	9%	3%
A little more likely (+1)	156	46	64	46	74	82	92	64	116	26	9	5	88	55	11	2	14	6	16	10	17	13	6	10	26	23	9	6
	15%	13%	19%	14%	15%	15%	18%	12%	16%	15%	15%	11%	15%	18%	10%	9%	18%	13%	15%	12%	18%	18%	12%	13%	19%	15%	10%	21%
About the same (0)	332	110	103	119	161	171	165	167	236	59	14	23	180	98	44	10	27	19	33	28	27	26	16	24	42	56	23	11
	32%	32%	30%	35%	33%	32%	33%	32%	32%	33%	23%	49%	31%	32%	39%	45%	36%	41%	32%	33%	29%	36%	31%	31%	31%	35%	25%	38%
A little less likely (-1)	416	149	129	138	186	230	193	223	295	72	32	17	235	123	49	9	29	16	47	30	37	23	23	35	51	68	49	8
	41%	43%	38%	41%	38%	43%	39%	42%	40%	41%	53%	36%	41%	40%	43%	41%	38%	35%	45%	35%	40%	32%	44%	45%	38%	43%	53%	28%
Much less likely (-2)	81	22	30	29	47	34	32	49	62	15	3	1	51	23	6	1	5	3	8	10	9	8	5	6	11	9	4	3
	8%	6%	9%	9%	10%	6%	6%	9%	8%	8%	5%	2%	9%	7%	5%	5%	7%	7%	8%	12%	10%	11%	10%	8%	8%	6%	4%	10%
NET: Less likely	497	171	159	167	233	264	225	272	357	87	35	18	286	146	55	10	34	19	55	40	46	31	28	41	62	77	53	11
	49%	49%	47%	49%	48%	49%	45%	52%	48%	49%	58%	38%	50%	47%	49%	45%	45%	41%	53%	47%	49%	42%	54%	53%	46%	49%	57%	38%
Mean	-0.34	-0.31	-0.30	-0.41	-0.35	-0.33	-0.27	-0.41	-0.33	-0.37	-0.42	-0.26	-0.35	-0.29	-0.39	-0.41	-0.30	-0.26	-0.45	-0.28	-0.34	-0.27	-0.44	-0.43	-0.26	-0.37	-0.34	-0.21
Standard deviation	0.95	0.98	0.99	0.89	0.97	0.94	0.94	0.96	0.97	0.93	0.93	0.77	0.98	0.97	0.84	0.73	0.89	0.93	0.85	1.11	0.99	1.02	0.96	0.91	1.00	0.85	1.02	1.01
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.12	0.11	0.04	0.06	0.08	0.16	0.10	0.14	0.08	0.12	0.10	0.12	0.13	0.10	0.09	0.07	0.11	0.19

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 49

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To be active in their local community

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More likely		194	6	7	8	10	1	7	14	6	16	15	9	3	4	1	42	4	14	2	5	7	13
		19%	21%	17%	22%	20%	8%	26%	18%	15%	30%	18%	24%	23%	19%	5%	18%	12%	26%	11%	16%	23%	16%
Much more likely	(+2)	38	-	1	2	5	-	2	1	-	3	3	2	-	2	-	7	-	6	1	2	1	-
		4%	-	2%	5%	10%	-	7%	1%	-	6%	4%	5%	-	10%	-	3%	-	11%	6%	6%	3%	-
A little more likely	(+1)	156	6	6	6	5	1	5	13	6	13	12	7	3	2	1	35	4	8	1	3	6	13
		15%	21%	14%	16%	10%	8%	19%	17%	15%	25%	14%	19%	23%	10%	5%	15%	12%	15%	6%	9%	20%	16%
About the same	(0)	332	12	14	14	15	6	11	20	16	13	29	13	5	9	8	74	13	12	6	11	11	20
		32%	43%	33%	38%	30%	46%	41%	26%	39%	25%	35%	35%	38%	43%	40%	32%	39%	22%	33%	34%	37%	25%
A little less likely	(-1)	416	8	19	12	17	5	8	34	18	17	30	14	5	8	11	95	14	26	9	14	9	43
		41%	29%	45%	32%	34%	38%	30%	44%	44%	32%	36%	38%	38%	38%	55%	41%	42%	48%	50%	44%	30%	53%
Much less likely	(-2)	81	2	2	3	8	1	1	9	1	7	9	1	-	-	-	22	2	2	1	2	3	5
		8%	7%	5%	8%	16%	8%	4%	12%	2%	13%	11%	3%	-	-	-	9%	6%	4%	6%	6%	10%	6%
NET: Less likely		497	10	21	15	25	6	9	43	19	24	39	15	5	8	11	117	16	28	10	16	12	48
		49%	36%	50%	41%	50%	46%	33%	56%	46%	45%	47%	41%	38%	38%	55%	50%	48%	52%	56%	50%	40%	59%
Mean		-0.34	-0.21	-0.36	-0.22	-0.36	-0.46	-0.04	-0.48	-0.34	-0.23	-0.36	-0.14	-0.15	-0.10	-0.50	-0.39	-0.42	-0.19	-0.44	-0.34	-0.23	-0.49
Standard deviation		0.95	0.88	0.88	1.00	1.17	0.78	0.98	0.95	0.76	1.14	0.98	0.95	0.80	0.94	0.61	0.95	0.79	1.10	0.92	0.97	1.01	0.84
Standard error		0.03	0.17	0.14	0.17	0.17	0.22	0.19	0.11	0.12	0.16	0.11	0.16	0.22	0.21	0.14	0.06	0.14	0.15	0.22	0.17	0.18	0.09

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 50

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To volunteer for a charity

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More likely	326	103	109	114	156	170	165	161	239	57	12	18	191	98	31	6	30	16	35	25	28	26	14	25	52	45	24	6
	32%	30%	32%	34%	32%	32%	33%	31%	32%	32%	20%	38%	33%	32%	27%	27%	39%	35%	34%	29%	30%	36%	27%	32%	38%	28%	26%	21%
Much more likely (+2)	67	21	26	20	33	34	39	28	48	11	6	2	38	20	9	-	3	2	8	9	5	6	3	5	12	5	6	3
	7%	6%	8%	6%	7%	6%	8%	5%	6%	6%	10%	4%	7%	6%	8%	-	4%	4%	8%	10%	5%	6%	6%	9%	3%	6%	6%	10%
A little more likely (+1)	259	82	83	94	123	136	126	133	191	46	6	16	153	78	22	6	27	14	27	16	23	20	11	20	40	40	18	3
	25%	24%	25%	28%	25%	25%	25%	26%	26%	10%	6%	34%	27%	25%	19%	27%	36%	30%	26%	19%	25%	27%	21%	26%	29%	25%	19%	10%
About the same (0)	363	124	123	116	162	201	179	184	254	66	26	17	196	109	50	8	23	16	33	24	26	20	21	31	51	66	35	17
	35%	36%	36%	34%	33%	37%	36%	35%	34%	37%	43%	36%	34%	35%	44%	36%	30%	35%	32%	28%	28%	27%	40%	40%	38%	42%	38%	59%
A little less likely (-1)	271	95	91	85	135	136	125	146	201	45	16	9	147	87	29	8	19	12	26	33	31	18	16	17	28	37	30	4
	26%	27%	27%	25%	28%	25%	25%	28%	27%	25%	27%	19%	25%	28%	26%	36%	25%	26%	25%	38%	33%	25%	31%	22%	21%	23%	32%	14%
Much less likely (-2)	63	25	15	23	33	30	29	34	45	9	6	3	43	17	3	-	4	2	10	4	8	9	1	4	5	10	4	2
	6%	7%	4%	7%	7%	6%	6%	6%	6%	5%	10%	6%	7%	5%	3%	-	5%	4%	10%	5%	9%	12%	2%	5%	4%	6%	4%	7%
NET: Less likely	334	120	106	108	168	166	154	180	246	54	22	12	190	104	32	8	23	14	36	37	39	27	17	21	33	47	34	6
	33%	35%	31%	32%	35%	31%	31%	34%	33%	31%	37%	26%	33%	33%	28%	36%	30%	30%	35%	43%	42%	37%	33%	27%	24%	30%	37%	21%
Mean	*	-0.06	0.04	0.01	-0.02	0.01	0.04	-0.05	-0.01	0.03	-0.17	0.11	-0.01	-0.01	0.04	-0.09	0.08	0.04	-0.03	-0.08	-0.15	-0.05	-0.02	0.06	0.19	-0.04	-0.09	0.03
Standard deviation	1.01	1.02	1.00	1.02	1.04	0.99	1.02	1.00	1.02	0.99	1.08	0.98	1.04	1.00	0.94	0.81	0.99	0.97	1.10	1.09	1.06	1.17	0.92	0.98	0.99	0.93	0.97	0.98
Standard error	0.03	0.05	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.07	0.14	0.14	0.04	0.06	0.09	0.17	0.11	0.14	0.11	0.12	0.11	0.14	0.13	0.11	0.08	0.07	0.10	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 50

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To volunteer for a charity

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More likely		326	8	20	10	16	1	12	26	14	20	24	11	6	7	7	78	9	19	1	9	6	22
		32%	29%	48%	27%	32%	8%	44%	34%	34%	38%	29%	30%	46%	33%	35%	33%	27%	35%	6%	28%	20%	27%
Much more likely	(+2)	67	-	3	2	5	-	5	6	2	4	4	2	2	2	-	14	1	6	1	3	3	2
		7%	-	7%	5%	10%	-	19%	8%	5%	8%	5%	5%	15%	10%	-	6%	3%	11%	6%	9%	10%	2%
A little more likely	(+1)	259	8	17	8	11	1	7	20	12	16	20	9	4	5	7	64	8	13	-	6	3	20
		25%	29%	40%	22%	22%	8%	26%	26%	29%	30%	24%	24%	31%	24%	35%	27%	24%	24%	-	19%	10%	25%
About the same	(0)	363	12	9	15	12	6	5	23	13	26	26	20	5	7	12	89	12	21	5	13	18	27
		35%	43%	21%	41%	24%	46%	19%	30%	32%	25%	31%	54%	38%	33%	60%	38%	36%	39%	28%	41%	60%	33%
A little less likely	(-1)	271	6	11	10	17	6	10	20	11	15	24	4	1	5	1	56	9	13	9	9	4	30
		26%	21%	26%	27%	34%	46%	37%	26%	27%	28%	29%	11%	8%	24%	5%	24%	27%	24%	50%	28%	13%	37%
Much less likely	(-2)	63	2	2	2	5	-	-	8	3	5	9	2	1	2	-	10	3	1	3	1	2	2
		6%	7%	5%	5%	10%	-	-	10%	7%	9%	11%	5%	8%	10%	-	4%	9%	2%	17%	3%	7%	2%
NET: Less likely		334	8	13	12	22	6	10	28	14	20	33	6	2	7	1	66	12	14	12	10	6	32
		33%	29%	31%	32%	44%	46%	37%	36%	34%	38%	40%	16%	15%	33%	5%	28%	36%	26%	67%	31%	20%	40%
Mean	*		-0.07	0.19	-0.05	-0.12	-0.38	0.26	-0.05	-0.02	-0.02	-0.17	0.14	0.38	0.00	0.30	0.07	-0.15	0.19	-0.72	0.03	0.03	-0.12
Standard deviation		1.01	0.90	1.06	0.97	1.17	0.65	1.16	1.12	1.04	1.13	1.07	0.89	1.12	1.14	0.57	0.96	1.00	0.99	0.96	1.00	0.96	0.90
Standard error		0.03	0.17	0.16	0.16	0.17	0.18	0.22	0.13	0.16	0.16	0.12	0.15	0.31	0.25	0.13	0.06	0.17	0.13	0.23	0.18	0.18	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 51

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To set up their own business

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More likely	488	174	154	160	214	274	232	256	346	93	30	19	269	161	51	7	27	25	36	41	58	43	27	31	67	77	48	8
	48%	50%	46%	47%	44%	51%	47%	49%	47%	53%	50%	40%	47%	52%	45%	32%	36%	54%	35%	48%	62%	59%	52%	40%	49%	49%	52%	28%
Much more likely (+2)	146	47	55	44	66	80	72	74	104	25	13	4	81	47	18	-	8	8	13	10	13	18	9	6	22	23	13	3
	14%	14%	16%	13%	14%	15%	14%	14%	14%	14%	22%	9%	14%	15%	16%	-	11%	17%	13%	12%	14%	25%	17%	8%	16%	15%	14%	10%
A little more likely (+1)	342	127	99	116	148	194	160	182	242	68	17	15	188	114	33	7	19	17	23	31	45	25	18	25	45	54	35	5
	33%	37%	29%	34%	30%	36%	32%	35%	33%	38%	28%	32%	33%	37%	29%	32%	25%	37%	22%	36%	48%	34%	35%	32%	33%	34%	38%	17%
About the same (0)	223	61	74	88	117	106	113	110	150	43	18	12	122	61	32	8	21	7	32	17	12	16	7	18	25	38	20	10
	22%	18%	22%	26%	24%	20%	23%	21%	20%	24%	30%	26%	21%	20%	28%	36%	28%	15%	31%	20%	13%	22%	13%	23%	18%	24%	22%	34%
A little less likely (-1)	252	87	93	72	123	129	118	134	193	36	9	14	155	68	24	5	24	10	27	26	18	11	16	21	38	33	18	10
	25%	25%	28%	21%	25%	24%	24%	26%	26%	20%	15%	30%	27%	22%	21%	23%	32%	22%	26%	30%	19%	15%	31%	27%	28%	21%	19%	34%
Much less likely (-2)	60	25	17	18	32	28	35	25	50	5	3	2	31	21	6	2	4	4	9	2	5	3	2	7	6	10	7	1
	6%	7%	5%	5%	7%	5%	7%	5%	7%	3%	5%	4%	5%	7%	5%	9%	5%	9%	9%	2%	5%	4%	4%	9%	4%	6%	8%	3%
NET: Less likely	312	112	110	90	155	157	153	159	243	41	12	16	186	89	30	7	28	14	36	28	23	14	18	28	44	43	25	11
	30%	32%	33%	27%	32%	29%	31%	30%	33%	23%	20%	34%	32%	29%	27%	32%	37%	30%	35%	33%	25%	19%	35%	36%	32%	27%	27%	38%
Mean	0.26	0.24	0.24	0.28	0.19	0.31	0.23	0.28	0.21	0.41	0.47	0.11	0.23	0.32	0.29	-0.09	0.04	0.33	0.04	0.24	0.46	0.60	0.31	0.03	0.29	0.30	0.31	-0.03
Standard deviation	1.15	1.18	1.17	1.10	1.15	1.14	1.17	1.13	1.17	1.05	1.14	1.07	1.15	1.17	1.13	0.97	1.10	1.25	1.16	1.08	1.12	1.14	1.20	1.14	1.17	1.14	1.16	1.05
Standard error	0.04	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.15	0.16	0.05	0.07	0.11	0.21	0.13	0.18	0.11	0.12	0.12	0.13	0.17	0.13	0.10	0.09	0.12	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 51

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To set up their own business

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More likely		488	11	13	21	26	5	14	27	16	33	53	17	4	12	7	110	19	30	7	14	9	40
		48%	39%	31%	57%	52%	38%	52%	35%	39%	62%	64%	46%	31%	57%	35%	47%	58%	56%	39%	44%	30%	49%
Much more likely	(+2)	146	4	2	8	7	1	5	10	5	15	14	5	1	1	1	30	8	7	1	5	4	12
		14%	14%	5%	22%	14%	8%	19%	13%	12%	28%	17%	14%	8%	5%	5%	13%	24%	13%	6%	16%	13%	15%
A little more likely	(+1)	342	7	11	13	19	4	9	17	11	18	39	12	3	11	6	80	11	23	6	9	5	28
		33%	25%	26%	35%	38%	31%	33%	22%	27%	34%	47%	32%	23%	52%	30%	34%	33%	43%	33%	28%	17%	35%
About the same	(0)	223	8	12	7	10	3	5	23	13	8	11	8	4	5	7	48	4	11	5	6	10	15
		22%	29%	29%	19%	20%	23%	19%	30%	32%	15%	13%	22%	31%	24%	35%	21%	12%	20%	28%	19%	33%	19%
A little less likely	(-1)	252	8	15	6	13	4	8	18	12	10	15	9	3	3	5	61	6	11	5	10	10	20
		25%	29%	36%	16%	26%	31%	30%	23%	29%	19%	18%	24%	23%	14%	25%	26%	18%	20%	28%	31%	33%	25%
Much less likely	(-2)	60	1	2	3	1	1	-	9	-	2	4	3	2	1	1	14	4	2	1	2	1	6
		6%	4%	5%	8%	2%	8%	-	12%	-	4%	5%	8%	15%	5%	5%	6%	12%	4%	6%	6%	3%	7%
NET: Less likely		312	9	17	9	14	5	8	27	12	12	19	12	5	4	6	75	10	13	6	12	11	26
		30%	32%	40%	24%	28%	38%	30%	35%	29%	23%	23%	32%	38%	19%	30%	32%	30%	24%	33%	38%	37%	32%
Mean		0.26	0.18	-0.10	0.46	0.36	0.00	0.41	0.01	0.22	0.64	0.53	0.19	-0.15	0.38	0.05	0.22	0.39	0.41	0.06	0.16	0.03	0.25
Standard deviation		1.15	1.12	1.01	1.24	1.08	1.15	1.12	1.21	1.01	1.19	1.12	1.20	1.21	0.97	1.00	1.15	1.37	1.07	1.06	1.22	1.10	1.20
Standard error		0.04	0.21	0.16	0.20	0.15	0.32	0.22	0.14	0.16	0.16	0.12	0.20	0.34	0.21	0.22	0.08	0.24	0.15	0.25	0.22	0.20	0.13

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 52

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To live a healthy lifestyle

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More likely	411	126	136	149	223	188	211	200	289	77	23	22	235	125	42	9	37	19	39	36	41	26	20	29	61	57	34	12
	40%	36%	40%	44%	46%	35%	42%	38%	39%	44%	38%	47%	41%	40%	37%	41%	49%	41%	38%	42%	44%	36%	38%	38%	45%	36%	37%	41%
Much more likely (+2)	94	28	30	36	56	38	53	41	66	18	7	3	52	29	11	2	8	2	9	9	14	7	5	10	12	13	5	-
	9%	8%	9%	11%	12%	7%	11%	8%	9%	10%	12%	6%	9%	9%	10%	9%	11%	4%	9%	10%	15%	10%	10%	13%	9%	8%	5%	-
A little more likely (+1)	317	98	106	113	167	150	158	159	223	59	16	19	183	96	31	7	29	17	30	27	27	19	15	19	49	44	29	12
	31%	28%	31%	33%	34%	28%	32%	30%	30%	33%	27%	40%	32%	31%	27%	32%	38%	37%	31%	31%	29%	26%	29%	25%	36%	28%	31%	41%
About the same (0)	316	117	100	99	130	186	147	169	225	53	19	19	169	99	41	7	27	15	32	29	22	19	22	28	31	54	33	4
	31%	34%	30%	29%	27%	35%	30%	32%	30%	30%	32%	40%	29%	32%	36%	32%	36%	33%	31%	34%	24%	26%	42%	36%	23%	34%	35%	14%
A little less likely (-1)	255	84	90	81	114	141	124	131	190	42	18	5	148	76	27	4	11	9	27	14	25	24	9	19	40	43	22	12
	25%	24%	27%	24%	23%	26%	25%	26%	24%	30%	11%	11%	26%	24%	24%	18%	14%	20%	26%	16%	27%	33%	17%	25%	29%	27%	24%	41%
Much less likely (-2)	41	20	12	9	19	22	16	25	35	5	-	1	25	11	3	2	1	3	6	7	5	4	1	1	4	4	4	1
	4%	6%	4%	3%	4%	4%	3%	5%	5%	3%	-	2%	4%	4%	3%	9%	1%	7%	6%	8%	5%	5%	2%	1%	3%	3%	4%	3%
NET: Less likely	296	104	102	90	133	163	140	156	225	47	18	6	173	87	30	6	12	12	33	21	30	28	10	20	44	47	26	13
	29%	30%	30%	27%	27%	30%	28%	30%	30%	27%	30%	13%	30%	28%	27%	27%	16%	26%	32%	24%	32%	38%	19%	26%	32%	30%	28%	45%
Mean	0.16	0.09	0.15	0.25	0.26	0.08	0.22	0.11	0.13	0.24	0.20	0.38	0.15	0.18	0.18	0.14	0.42	0.13	0.09	0.20	0.22	0.01	0.27	0.23	0.18	0.12	0.10	-0.07
Standard deviation	1.03	1.04	1.03	1.02	1.06	0.99	1.04	1.02	1.04	1.02	1.01	0.85	1.04	1.02	0.99	1.13	0.91	1.00	1.06	1.09	1.16	1.10	0.93	1.01	1.05	0.99	0.97	1.00
Standard error	0.03	0.06	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.08	0.13	0.12	0.04	0.06	0.09	0.24	0.10	0.15	0.10	0.12	0.12	0.13	0.12	0.09	0.08	0.10	0.19	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 52

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To live a healthy lifestyle

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More likely		411	17	18	16	20	4	12	28	13	23	37	20	6	9	5	91	14	23	6	15	12	22
		40%	61%	43%	43%	40%	31%	44%	36%	32%	43%	45%	54%	46%	43%	25%	39%	42%	43%	33%	47%	40%	27%
Much more likely	(+2)	94	4	3	2	4	-	5	6	3	6	12	8	4	2	1	15	4	4	1	5	-	5
		9%	14%	7%	5%	8%	-	19%	8%	7%	11%	14%	22%	31%	10%	5%	6%	12%	7%	6%	16%	-	6%
A little more likely	(+1)	317	13	15	14	16	4	7	22	10	17	25	12	2	7	4	76	10	19	5	10	12	17
		31%	46%	36%	38%	32%	31%	26%	29%	24%	32%	30%	32%	15%	33%	20%	33%	30%	35%	28%	31%	40%	21%
About the same	(0)	316	8	17	12	19	6	6	23	17	11	21	12	4	5	10	62	12	20	7	13	4	27
		31%	29%	40%	32%	38%	46%	22%	30%	41%	21%	25%	32%	31%	24%	50%	27%	36%	37%	39%	41%	13%	33%
A little less likely	(-1)	255	3	6	7	7	2	7	22	8	16	20	4	2	6	4	75	6	10	5	4	13	28
		25%	11%	14%	19%	14%	15%	26%	29%	20%	30%	24%	11%	15%	29%	20%	32%	18%	19%	28%	13%	43%	35%
Much less likely	(-2)	41	-	1	2	4	1	2	4	3	3	5	1	1	1	1	5	1	1	-	-	1	4
		4%	-	2%	5%	8%	8%	7%	5%	7%	6%	6%	3%	8%	5%	5%	2%	3%	2%	-	-	3%	5%
NET: Less likely		296	3	7	9	11	3	9	26	11	19	25	5	3	7	5	80	7	11	5	4	14	32
		29%	11%	17%	24%	22%	23%	33%	34%	27%	36%	30%	14%	23%	33%	25%	34%	21%	20%	28%	13%	47%	40%
Mean		0.16	0.64	0.31	0.19	0.18	0.00	0.22	0.05	0.05	0.13	0.23	0.59	0.46	0.14	0.00	0.09	0.30	0.28	0.11	0.50	-0.10	-0.11
Standard deviation		1.03	0.87	0.90	1.00	1.04	0.91	1.25	1.05	1.02	1.14	1.15	1.04	1.33	1.11	0.92	0.99	1.02	0.92	0.90	0.92	0.99	1.00
Standard error		0.03	0.16	0.14	0.16	0.15	0.25	0.24	0.12	0.16	0.13	0.17	0.37	0.24	0.21	0.07	0.18	0.13	0.21	0.16	0.18	0.11	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 53

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To live an active life

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Town and Urban	Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More likely	639	204	218	217	330	309	322	317	460	113	39	27	374	187	64	14	53	28	62	54	61	47	25	51	87	91	60	20
	62%	59%	64%	64%	68%	58%	65%	60%	62%	64%	65%	57%	65%	60%	57%	64%	70%	61%	60%	63%	66%	64%	48%	66%	64%	58%	65%	69%
Much more likely (+2)	184	59	57	68	111	73	88	96	137	33	7	7	106	55	17	6	17	10	18	14	17	12	9	14	27	26	14	6
	18%	17%	17%	20%	23%	14%	18%	18%	19%	19%	12%	15%	18%	18%	15%	27%	22%	22%	17%	16%	18%	16%	17%	18%	20%	16%	15%	21%
A little more likely (+1)	455	145	161	149	219	236	234	221	323	80	32	20	268	132	47	8	36	18	44	40	44	35	16	37	60	65	46	14
	44%	42%	48%	44%	45%	44%	47%	42%	44%	45%	53%	43%	46%	42%	42%	36%	47%	39%	42%	47%	47%	48%	31%	48%	44%	41%	49%	48%
About the same (0)	237	90	73	74	96	141	111	126	171	37	13	16	126	75	29	7	19	10	30	20	15	13	20	19	28	39	18	6
	23%	26%	22%	22%	20%	26%	22%	24%	23%	21%	22%	34%	22%	24%	26%	32%	25%	22%	29%	23%	16%	18%	38%	25%	21%	25%	19%	21%
A little less likely (-1)	124	46	37	41	49	75	58	66	88	25	8	3	65	41	17	1	3	7	10	11	11	10	7	7	17	25	13	3
	12%	13%	11%	12%	10%	14%	12%	13%	12%	14%	13%	6%	11%	13%	15%	5%	4%	15%	10%	13%	12%	14%	13%	9%	13%	16%	14%	10%
Much less likely (-2)	23	7	10	6	11	12	7	16	20	2	-	1	12	8	3	-	1	1	2	1	6	3	-	-	4	3	2	-
	2%	2%	3%	2%	2%	2%	1%	3%	3%	1%	-	2%	2%	3%	3%	-	1%	2%	2%	1%	6%	4%	-	-	3%	2%	2%	-
NET: Less likely	147	53	47	47	60	87	65	82	108	27	8	4	77	49	20	1	4	8	12	12	17	13	7	7	21	28	15	3
	14%	15%	14%	14%	12%	16%	13%	16%	15%	15%	13%	9%	13%	16%	18%	5%	5%	17%	12%	14%	18%	18%	13%	9%	15%	18%	16%	10%
Mean	0.64	0.59	0.64	0.69	0.76	0.53	0.68	0.60	0.63	0.66	0.63	0.62	0.68	0.59	0.51	0.86	0.86	0.63	0.63	0.64	0.59	0.59	0.52	0.75	0.65	0.54	0.61	0.79
Standard deviation	0.98	0.99	0.98	0.98	0.99	0.97	0.94	1.02	1.00	0.98	0.86	0.90	0.97	1.01	1.01	0.89	0.86	1.06	0.95	0.94	1.12	1.05	0.94	0.86	1.03	1.01	0.98	0.90
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.11	0.13	0.04	0.06	0.10	0.19	0.10	0.16	0.09	0.10	0.12	0.12	0.13	0.10	0.09	0.08	0.10	0.17

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 53

Q.11 Do you think young people are more or less likely than older people to do each of the following? Young people are...

To live an active life

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More likely		639	18	31	24	32	5	20	48	22	34	57	25	6	15	7	145	23	39	10	16	20	42
		62%	64%	74%	65%	64%	38%	74%	62%	54%	64%	69%	68%	46%	71%	35%	62%	70%	72%	56%	50%	67%	52%
Much more likely	(+2)	184	6	9	8	10	-	4	15	4	10	15	8	3	6	-	43	7	10	3	8	6	9
		18%	21%	21%	22%	20%	-	15%	19%	10%	19%	18%	22%	23%	29%	-	18%	21%	19%	17%	25%	20%	11%
A little more likely	(+1)	455	12	22	16	22	5	16	33	18	24	42	17	3	9	7	102	16	29	7	8	14	33
		44%	43%	52%	43%	44%	38%	59%	43%	44%	45%	51%	46%	23%	43%	35%	44%	48%	54%	39%	25%	47%	41%
About the same	(0)	237	10	8	6	12	6	4	19	15	10	11	10	6	3	10	47	6	7	5	11	6	25
		23%	36%	19%	16%	24%	46%	15%	25%	37%	19%	13%	27%	46%	14%	50%	20%	18%	13%	28%	34%	20%	31%
A little less likely	(-1)	124	-	2	6	5	2	3	8	4	7	9	2	1	3	3	34	4	7	3	5	4	12
		12%	-	5%	16%	10%	15%	11%	10%	10%	13%	11%	5%	8%	14%	15%	15%	12%	13%	17%	16%	13%	15%
Much less likely	(-2)	23	-	1	1	1	-	-	2	-	2	6	-	-	-	-	7	-	1	-	-	-	2
		2%	-	2%	3%	2%	-	-	3%	-	4%	7%	-	-	-	3%	-	2%	-	-	-	-	2%
NET: Less likely		147	-	3	7	6	2	3	10	4	9	15	2	1	3	3	41	4	8	3	5	4	14
		14%	-	7%	19%	12%	15%	11%	13%	10%	17%	18%	5%	8%	14%	15%	18%	12%	15%	17%	16%	13%	17%
Mean		0.64	0.86	0.86	0.65	0.70	0.23	0.78	0.66	0.54	0.62	0.61	0.84	0.62	0.86	0.20	0.60	0.79	0.74	0.56	0.59	0.73	0.43
Standard deviation		0.98	0.76	0.90	1.09	0.97	0.73	0.85	0.99	0.81	1.06	1.12	0.83	0.96	1.01	0.70	1.04	0.93	0.97	0.98	1.04	0.94	0.96
Standard error		0.03	0.14	0.14	0.18	0.14	0.20	0.16	0.11	0.13	0.15	0.12	0.14	0.27	0.22	0.16	0.07	0.16	0.13	0.23	0.18	0.17	0.11

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 54

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: SUMMARY TABLE

Base: All respondents

	<u>Me</u>	<u>My family</u>	<u>Friends</u>	<u>Society</u>	<u>Government</u>	<u>Business</u>	<u>Charities</u>
Base	1023	1023	1023	1023	1023	1023	1023
NET: A great deal/fair amount	883 86%	664 65%	565 55%	852 83%	748 73%	540 53%	776 76%
A great deal	535 52%	186 18%	134 13%	363 35%	324 32%	128 13%	276 27%
A fair amount	348 34%	478 47%	431 42%	489 48%	424 41%	412 40%	500 49%
Not very much	111 11%	284 28%	363 35%	130 13%	200 20%	345 34%	181 18%
Not at all	29 3%	75 7%	95 9%	41 4%	75 7%	138 13%	66 6%
NET: Not very much/Not at all	140 14%	359 35%	458 45%	171 17%	275 27%	483 47%	247 24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 55
**Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Be active in your local community: Me**
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	883 86%	306 88%	287 85%	290 86%	404 83%	479 89%	427 86%	456 87%	642 87%	151 85%	54 90%	36 77%	493 85%	268 86%	101 89%	21 95%	67 88%	39 85%	87 84%	76 88%	86 92%	63 86%	46 88%	66 86%	114 84%	134 85%	77 83%	28 97%
A great deal	535 52%	195 56%	177 52%	163 48%	231 48%	304 57%	246 49%	289 55%	399 54%	85 48%	34 57%	17 36%	306 53%	158 51%	62 55%	9 41%	40 53%	22 48%	52 50%	40 47%	64 69%	39 53%	28 54%	35 45%	70 51%	79 50%	47 51%	19 66%
A fair amount	348 34%	111 32%	110 33%	127 38%	173 36%	175 33%	181 36%	167 32%	243 33%	66 37%	20 33%	19 40%	187 32%	110 35%	39 35%	12 55%	27 36%	17 37%	35 34%	36 42%	22 24%	24 33%	18 35%	31 40%	44 32%	55 35%	30 32%	9 31%
Not very much	111 11%	35 10%	40 12%	36 11%	63 13%	48 9%	57 11%	54 10%	81 11%	21 12%	3 5%	6 13%	67 12%	34 11%	9 8%	1 5%	7 9%	6 13%	13 13%	7 8%	4 4%	9 12%	3 6%	9 12%	17 13%	20 13%	15 16%	1 3%
Not at all	29 3%	6 2%	11 3%	12 4%	19 4%	10 2%	14 3%	15 3%	16 2%	5 3%	3 5%	5 11%	17 3%	9 3%	3 3%	- 5%	2 3%	1 2%	4 4%	3 3%	3 3%	1 1%	3 6%	2 3%	5 4%	4 3%	1 1%	- -
NET: Not very much/Not at all	140 14%	41 12%	51 15%	48 14%	82 17%	58 11%	71 14%	69 13%	97 13%	26 15%	6 10%	11 23%	84 15%	43 14%	12 11%	1 5%	9 12%	7 15%	17 16%	10 12%	7 8%	10 14%	6 12%	11 14%	22 16%	24 15%	16 17%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 55

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Me

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	883	25	36	32	44	10	23	65	33	49	78	32	13	20	19	186	30	43	14	30	29	72
	86%	89%	86%	86%	88%	77%	85%	84%	80%	92%	94%	86%	100%	95%	95%	80%	91%	80%	78%	94%	97%	89%
A great deal	535	16	20	18	26	6	12	42	15	31	58	22	7	13	8	109	16	32	6	20	20	38
	52%	57%	48%	49%	52%	46%	44%	55%	37%	58%	70%	59%	54%	62%	40%	47%	48%	59%	33%	63%	67%	47%
A fair amount	348	9	16	14	18	4	11	23	18	18	20	10	6	7	11	77	14	11	8	10	9	34
	34%	32%	38%	38%	36%	31%	41%	30%	44%	34%	24%	27%	46%	33%	55%	33%	42%	20%	44%	31%	30%	42%
Not very much	111	2	5	4	4	2	4	9	6	3	2	3	-	1	-	39	2	11	4	1	1	8
	11%	7%	12%	11%	8%	15%	15%	12%	15%	6%	2%	8%	-	5%	-	17%	6%	20%	22%	3%	3%	10%
Not at all	29	1	1	1	2	1	-	3	2	1	3	2	-	-	1	8	1	-	-	1	-	1
	3%	4%	2%	3%	4%	8%	-	4%	5%	2%	4%	5%	-	-	5%	3%	3%	-	-	3%	-	1%
NET: Not very much/Not at all	140	3	6	5	6	3	4	12	8	4	5	5	-	1	1	47	3	11	4	2	1	9
	14%	11%	14%	14%	12%	23%	15%	16%	20%	8%	6%	14%	-	5%	5%	20%	9%	20%	22%	6%	3%	11%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 56

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: My family

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	664 65%	250 72%	223 66%	191 57%	284 58%	380 71%	334 67%	330 63%	493 67%	106 60%	42 70%	23 49%	353 61%	219 70%	78 69%	14 64%	51 67%	33 72%	60 58%	53 62%	64 69%	49 67%	39 75%	52 68%	86 63%	101 64%	54 58%	22 76%
A great deal	186 18%	77 22%	64 19%	45 13%	69 14%	117 22%	87 17%	99 19%	147 20%	23 13%	11 18%	5 11%	99 17%	58 19%	24 21%	5 23%	14 18%	6 13%	15 14%	12 14%	22 24%	14 19%	13 25%	13 17%	23 17%	27 17%	20 22%	7 24%
A fair amount	478 47%	173 50%	159 47%	146 43%	215 44%	263 49%	247 50%	231 44%	346 47%	83 47%	31 52%	18 38%	254 44%	161 52%	54 48%	9 41%	37 49%	27 59%	45 43%	41 48%	42 45%	35 48%	26 50%	39 51%	63 46%	74 47%	34 37%	15 52%
Not very much	284 28%	83 24%	89 26%	112 33%	158 33%	126 23%	131 26%	153 29%	197 27%	57 32%	13 22%	17 36%	174 30%	75 24%	28 25%	7 32%	18 24%	12 26%	30 29%	28 33%	20 22%	23 32%	8 15%	19 25%	38 28%	45 28%	36 39%	7 24%
Not at all	75 7%	14 4%	26 8%	35 10%	44 9%	31 6%	33 7%	42 8%	49 7%	14 8%	5 8%	7 15%	50 9%	17 5%	7 6%	1 5%	7 9%	1 2%	14 13%	5 6%	9 10%	1 1%	5 10%	6 8%	12 9%	12 8%	3 3%	- -
NET: Not very much/Not at all	359 35%	97 28%	115 34%	147 43%	202 42%	157 29%	164 33%	195 37%	246 33%	71 40%	18 30%	24 51%	224 39%	92 30%	35 31%	8 36%	25 33%	13 28%	44 42%	33 38%	29 31%	24 33%	13 25%	25 32%	50 37%	57 36%	39 42%	7 24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 56

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: My family

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	664	19	27	25	33	7	16	44	25	37	63	27	7	14	10	152	18	28	11	24	23	54
	65%	68%	64%	68%	66%	54%	59%	57%	61%	70%	76%	73%	54%	67%	50%	65%	55%	52%	61%	75%	77%	67%
A great deal	186	4	9	6	7	1	6	14	6	11	20	10	1	5	1	32	5	14	6	8	8	12
	18%	14%	21%	16%	14%	8%	22%	18%	15%	21%	24%	27%	8%	24%	5%	14%	15%	26%	33%	25%	27%	15%
A fair amount	478	15	18	19	26	6	10	30	19	26	43	17	6	9	9	120	13	14	5	16	15	42
	47%	54%	43%	51%	52%	46%	37%	39%	46%	49%	52%	46%	46%	43%	45%	52%	39%	26%	28%	50%	50%	52%
Not very much	284	5	12	11	15	4	10	22	12	15	12	8	6	5	8	59	14	24	7	5	7	23
	28%	18%	29%	30%	30%	31%	37%	29%	29%	28%	14%	22%	46%	24%	40%	25%	42%	44%	39%	16%	23%	28%
Not at all	75	4	3	1	2	2	1	11	4	1	8	2	-	2	2	22	1	2	-	3	-	4
	7%	14%	7%	3%	4%	15%	4%	14%	10%	2%	10%	5%	-	10%	10%	9%	3%	4%	-	9%	-	5%
NET: Not very much/Not at all	359	9	15	12	17	6	11	33	16	16	20	10	6	7	10	81	15	26	7	8	7	27
	35%	32%	36%	32%	34%	46%	41%	43%	39%	30%	24%	27%	46%	33%	50%	35%	45%	48%	39%	25%	23%	33%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 57

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Friends

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	565 55%	201 58%	192 57%	172 51%	271 56%	294 55%	280 56%	285 54%	406 55%	99 56%	36 60%	24 51%	301 52%	185 59%	65 58%	14 64%	45 59%	26 57%	47 45%	48 56%	51 55%	41 56%	31 60%	49 64%	69 51%	87 55%	51 55%	20 69%
A great deal	134 13%	46 13%	47 14%	41 12%	62 13%	72 13%	57 11%	77 15%	104 14%	19 11%	9 15%	2 4%	74 13%	45 14%	12 11%	3 14%	9 12%	5 11%	10 10%	8 9%	14 15%	10 14%	12 23%	9 12%	18 13%	18 11%	13 14%	8 28%
A fair amount	431 42%	155 45%	145 43%	131 39%	209 43%	222 41%	223 45%	208 40%	302 41%	80 45%	27 45%	22 47%	227 39%	140 45%	53 47%	11 50%	36 47%	21 46%	37 36%	40 47%	37 40%	31 42%	19 37%	40 52%	51 38%	69 44%	38 41%	12 41%
Not very much	363 35%	121 35%	116 34%	126 37%	166 34%	197 37%	170 34%	193 37%	270 37%	62 35%	15 25%	16 34%	216 37%	100 32%	40 35%	7 32%	27 36%	17 37%	40 38%	31 36%	28 30%	31 42%	14 27%	22 29%	53 39%	55 35%	36 39%	9 31%
Not at all	95 9%	25 7%	30 9%	40 12%	49 10%	46 9%	48 10%	47 9%	63 9%	16 9%	9 15%	7 15%	60 10%	26 8%	8 7%	1 5%	4 5%	3 7%	17 16%	7 8%	14 15%	1 1%	7 13%	6 8%	14 10%	16 10%	6 6%	- -
NET: Not very much/Not at all	458 45%	146 42%	146 43%	166 49%	215 44%	243 45%	218 44%	240 46%	333 45%	78 44%	24 40%	23 49%	276 48%	126 41%	48 42%	8 36%	31 41%	20 43%	57 55%	38 44%	42 45%	32 44%	21 40%	28 36%	67 49%	71 45%	42 45%	9 31%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 57
**Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Be active in your local community: Friends**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	565	16	24	19	32	7	14	37	21	34	47	25	3	10	9	125	20	30	9	19	21	43
	55%	57%	57%	51%	64%	54%	52%	48%	51%	64%	57%	68%	23%	48%	45%	54%	61%	56%	50%	59%	70%	53%
A great deal	134	2	7	5	6	-	3	12	4	8	11	6	1	6	1	21	3	13	1	6	9	9
	13%	7%	17%	14%	12%	-	11%	16%	10%	15%	13%	16%	8%	29%	5%	9%	9%	24%	6%	19%	30%	11%
A fair amount	431	14	17	14	26	7	11	25	17	26	36	19	2	4	8	104	17	17	8	13	12	34
	42%	50%	40%	38%	52%	54%	41%	32%	41%	49%	43%	51%	15%	19%	40%	45%	52%	31%	44%	41%	40%	42%
Not very much	363	9	17	15	15	5	10	26	16	18	25	11	10	9	8	81	12	20	8	9	9	30
	35%	32%	40%	41%	30%	38%	37%	34%	39%	34%	30%	30%	77%	43%	40%	35%	36%	37%	44%	28%	30%	37%
Not at all	95	3	1	3	3	1	3	14	4	1	11	1	-	2	3	27	1	4	1	4	-	8
	9%	11%	2%	8%	6%	8%	11%	18%	10%	2%	13%	3%	-	10%	15%	12%	3%	7%	6%	13%	-	10%
NET: Not very much/Not at all	458	12	18	18	18	6	13	40	20	19	36	12	10	11	11	108	13	24	9	13	9	38
	45%	43%	43%	49%	36%	46%	48%	52%	49%	36%	43%	32%	77%	52%	55%	46%	39%	44%	50%	41%	30%	47%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 58
**Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Be active in your local community: Society**
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isolated Dwelling	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	852 83%	304 88%	276 82%	272 80%	385 79%	467 87%	414 83%	438 83%	633 86%	139 79%	49 82%	31 66%	473 82%	269 86%	92 81%	18 82%	64 84%	41 89%	81 78%	72 84%	78 84%	65 89%	45 87%	63 82%	110 81%	132 84%	77 83%	24 83%
A great deal	363 35%	123 35%	127 38%	113 33%	173 36%	190 35%	171 34%	192 37%	267 36%	62 35%	26 43%	8 17%	199 34%	113 36%	40 35%	11 50%	26 34%	11 24%	27 26%	31 36%	47 51%	33 45%	20 38%	32 42%	39 29%	52 33%	34 37%	11 38%
A fair amount	489 48%	181 52%	149 44%	159 47%	212 44%	277 52%	243 49%	246 47%	366 50%	77 44%	23 38%	23 49%	274 47%	156 50%	52 46%	7 32%	38 50%	30 65%	54 52%	41 48%	31 33%	32 44%	25 48%	31 40%	71 52%	80 51%	43 46%	13 45%
Not very much	130 13%	35 10%	47 14%	48 14%	78 16%	52 10%	66 13%	64 12%	84 11%	27 15%	9 15%	10 21%	77 13%	31 10%	18 16%	4 18%	11 14%	4 9%	15 14%	11 13%	7 8%	7 10%	6 12%	10 13%	17 13%	22 14%	15 16%	5 17%
Not at all	41 4%	8 2%	15 4%	18 5%	23 5%	18 3%	18 4%	23 4%	22 3%	11 6%	2 3%	6 13%	27 5%	11 4%	3 3%	- -	1 1%	1 2%	8 8%	3 3%	8 9%	1 1%	1 2%	4 5%	9 7%	4 3%	1 1%	- -
NET: Not very much/Not at all	171 17%	43 12%	62 18%	66 20%	101 21%	70 13%	84 17%	87 17%	106 14%	38 21%	11 18%	16 34%	104 18%	42 14%	21 19%	4 18%	12 16%	5 11%	23 22%	14 16%	15 16%	8 11%	7 13%	14 18%	26 19%	26 16%	16 17%	5 17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 58

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Society

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	852 83%	23 82%	35 83%	33 89%	42 84%	11 85%	23 85%	59 77%	34 83%	49 92%	70 84%	30 81%	10 77%	18 86%	17 85%	189 81%	25 76%	48 89%	13 72%	27 84%	25 83%	71 88%
A great deal	363 35%	6 21%	17 40%	10 27%	15 30%	5 38%	11 41%	24 31%	13 32%	26 49%	40 48%	15 41%	7 54%	9 43%	6 30%	69 30%	9 27%	21 39%	6 33%	11 34%	12 40%	31 38%
A fair amount	489 48%	17 61%	18 43%	23 62%	27 54%	6 46%	12 44%	35 45%	21 51%	23 43%	30 36%	15 41%	3 23%	9 43%	11 55%	120 52%	16 48%	27 50%	7 39%	16 50%	13 43%	40 49%
Not very much	130 13%	4 14%	7 17%	4 11%	7 14%	2 15%	2 7%	12 16%	5 12%	4 8%	6 7%	4 11%	3 23%	3 14%	3 15%	30 13%	7 21%	6 11%	4 22%	4 13%	5 17%	8 10%
Not at all	41 4%	1 4%	- -	- -	1 2%	- -	2 7%	6 8%	2 5%	- -	7 8%	3 8%	- -	- -	- -	14 6%	1 3%	- -	1 6%	1 3%	- -	2 2%
NET: Not very much/Not at all	171 17%	5 18%	7 17%	4 11%	8 16%	2 15%	4 15%	18 23%	7 17%	4 8%	13 16%	7 19%	3 23%	3 14%	3 15%	44 19%	8 24%	6 11%	5 28%	5 16%	5 17%	10 12%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 59

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Government

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	748 73%	263 76%	242 72%	243 72%	342 70%	406 76%	364 73%	384 73%	554 75%	124 70%	42 70%	28 60%	417 72%	228 73%	86 76%	17 77%	57 75%	37 80%	76 73%	64 74%	69 74%	54 74%	41 79%	60 78%	95 70%	109 69%	65 70%	21 72%
A great deal	324 32%	111 32%	103 30%	110 33%	157 32%	167 31%	155 31%	169 32%	241 33%	55 31%	19 32%	9 19%	189 33%	97 31%	33 29%	5 23%	24 32%	16 35%	38 37%	27 31%	34 37%	20 27%	23 44%	29 38%	42 31%	38 24%	24 26%	9 31%
A fair amount	424 41%	152 44%	139 41%	133 39%	185 38%	239 45%	209 42%	215 41%	313 42%	69 39%	23 38%	19 40%	228 40%	131 42%	53 47%	12 55%	33 43%	21 46%	38 37%	37 43%	35 38%	34 47%	18 35%	31 40%	53 39%	71 45%	41 44%	12 41%
Not very much	200 20%	66 19%	67 20%	67 20%	103 21%	97 18%	98 20%	102 19%	136 18%	39 22%	13 22%	12 26%	113 20%	62 20%	21 19%	4 18%	16 21%	6 13%	16 15%	14 16%	16 17%	15 21%	10 19%	12 16%	28 21%	38 24%	22 24%	7 24%
Not at all	75 7%	18 5%	29 9%	28 8%	41 8%	34 6%	36 7%	39 7%	49 7%	14 8%	5 8%	7 15%	47 8%	21 7%	6 5%	1 5%	3 4%	3 7%	12 12%	8 9%	8 9%	4 5%	1 2%	5 6%	13 10%	11 7%	6 6%	1 3%
NET: Not very much/Not at all	275 27%	84 24%	96 28%	95 28%	144 30%	131 24%	134 27%	141 27%	185 25%	53 30%	18 30%	19 40%	160 28%	83 27%	27 24%	5 23%	19 25%	9 20%	28 27%	22 26%	24 26%	19 26%	11 21%	17 22%	41 30%	49 31%	28 30%	8 28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 59
**Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Be active in your local community: Government**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	748 73%	20 71%	31 74%	30 81%	38 76%	9 69%	22 81%	57 74%	31 76%	40 75%	62 75%	28 76%	10 77%	17 81%	12 60%	162 70%	21 64%	39 72%	10 56%	23 72%	21 70%	65 80%
A great deal	324 32%	5 18%	18 43%	14 38%	13 26%	5 38%	11 41%	28 36%	15 37%	14 26%	34 41%	13 35%	5 38%	5 24%	3 15%	70 30%	7 21%	17 31%	4 22%	11 34%	9 30%	23 28%
A fair amount	424 41%	15 54%	13 31%	16 43%	25 50%	4 31%	11 41%	29 38%	16 39%	26 49%	28 34%	15 41%	5 38%	12 57%	9 45%	92 39%	14 42%	22 41%	6 33%	12 38%	12 40%	42 52%
Not very much	200 20%	6 21%	10 24%	6 16%	6 12%	4 31%	2 7%	10 13%	8 20%	10 19%	15 18%	7 19%	1 8%	4 19%	7 35%	51 22%	8 24%	12 22%	5 28%	8 25%	7 23%	13 16%
Not at all	75 7%	2 7%	1 2%	1 3%	6 12%	- -	3 11%	10 13%	2 5%	3 6%	6 7%	2 5%	2 15%	- -	1 5%	20 9%	4 12%	3 6%	3 17%	1 3%	2 7%	3 4%
NET: Not very much/Not at all	275 27%	8 29%	11 26%	7 19%	12 24%	4 31%	5 19%	20 26%	10 24%	13 25%	21 25%	9 24%	3 23%	4 19%	8 40%	71 30%	12 36%	15 28%	8 44%	9 28%	9 30%	16 20%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 60

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Business

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	540 53%	195 56%	170 50%	175 52%	239 49%	301 56%	254 51%	286 54%	398 54%	94 53%	29 48%	19 40%	310 54%	162 52%	58 51%	10 45%	47 62%	30 65%	47 45%	42 49%	47 51%	46 63%	33 63%	49 64%	75 55%	72 46%	40 43%	12 41%
A great deal	128 13%	51 15%	36 11%	41 12%	55 11%	73 14%	61 12%	67 13%	98 13%	18 10%	7 12%	5 11%	71 12%	44 14%	12 11%	1 5%	10 13%	8 17%	13 13%	6 7%	14 15%	14 19%	9 17%	10 13%	19 14%	16 10%	6 6%	3 10%
A fair amount	412 40%	144 41%	134 40%	134 40%	184 38%	228 42%	193 39%	219 42%	300 41%	76 43%	22 37%	14 30%	239 41%	118 38%	46 41%	9 41%	37 49%	22 48%	34 33%	36 42%	33 35%	32 44%	24 46%	39 51%	56 41%	56 35%	34 37%	9 31%
Not very much	345 34%	117 34%	119 35%	109 32%	170 35%	175 33%	173 35%	172 33%	248 34%	56 32%	22 37%	19 40%	189 33%	107 34%	40 35%	9 41%	24 32%	8 17%	37 36%	35 41%	30 32%	20 27%	12 23%	20 26%	39 29%	62 39%	45 48%	13 45%
Not at all	138 13%	35 10%	49 14%	54 16%	77 16%	61 11%	71 14%	67 13%	93 13%	27 15%	9 15%	9 19%	78 14%	42 14%	15 13%	3 14%	5 7%	8 17%	20 19%	9 10%	16 17%	7 10%	7 13%	8 10%	22 16%	24 15%	8 9%	4 14%
NET: Not very much/Not at all	483 47%	152 44%	168 50%	163 48%	247 51%	236 44%	244 49%	239 46%	341 46%	83 47%	31 52%	28 60%	267 46%	149 48%	55 49%	12 55%	29 38%	16 35%	57 55%	44 51%	46 49%	27 37%	19 37%	28 36%	61 45%	86 54%	53 57%	17 59%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 60

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Business

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	540 53%	16 57%	25 60%	23 62%	27 54%	8 62%	15 56%	35 45%	23 56%	32 60%	44 53%	25 68%	6 46%	10 48%	9 45%	122 52%	14 42%	21 39%	10 56%	16 50%	12 40%	47 58%
A great deal	128 13%	2 7%	6 14%	7 19%	4 8%	2 15%	3 11%	10 13%	5 12%	9 17%	15 18%	7 19%	2 15%	3 14%	1 5%	26 11%	2 6%	4 7%	2 11%	5 16%	3 10%	10 12%
A fair amount	412 40%	14 50%	19 45%	16 43%	23 46%	6 46%	12 44%	25 32%	18 44%	23 43%	29 35%	18 49%	4 31%	7 33%	8 40%	96 41%	12 36%	17 31%	8 44%	11 34%	9 30%	37 46%
Not very much	345 34%	10 36%	14 33%	8 22%	17 34%	5 38%	9 33%	25 32%	14 34%	14 26%	23 28%	9 24%	4 31%	10 48%	9 45%	74 32%	14 42%	29 54%	5 28%	11 34%	13 43%	28 35%
Not at all	138 13%	2 7%	3 7%	6 16%	6 12%	-	3 11%	17 22%	4 10%	7 13%	16 19%	3 8%	3 23%	1 5%	2 10%	37 16%	5 15%	4 7%	3 17%	5 16%	5 17%	6 7%
NET: Not very much/Not at all	483 47%	12 43%	17 40%	14 38%	23 46%	5 38%	12 44%	42 55%	18 44%	21 40%	39 47%	12 32%	7 54%	11 52%	11 55%	111 48%	19 58%	33 61%	8 44%	16 50%	18 60%	34 42%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 61

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Charities

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	776 76%	279 80%	247 73%	250 74%	353 73%	423 79%	378 76%	398 76%	571 77%	122 69%	50 83%	33 70%	446 77%	229 74%	86 76%	15 68%	62 82%	35 76%	68 65%	67 78%	67 72%	57 78%	42 81%	58 75%	104 76%	119 75%	75 81%	22 76%
A great deal	276 27%	106 31%	87 26%	83 25%	119 24%	157 29%	121 24%	155 30%	211 29%	33 19%	22 37%	10 21%	159 28%	83 27%	31 27%	3 14%	27 36%	13 28%	28 27%	20 23%	30 32%	18 25%	15 29%	23 30%	32 24%	43 27%	20 22%	7 24%
A fair amount	500 49%	173 50%	160 47%	167 49%	234 48%	266 50%	257 52%	243 46%	360 49%	89 50%	28 47%	23 49%	287 50%	146 47%	55 49%	12 55%	35 46%	22 48%	40 38%	47 55%	37 40%	39 53%	27 52%	35 45%	72 53%	76 48%	55 59%	15 52%
Not very much	181 18%	55 16%	65 19%	61 18%	93 19%	88 16%	87 17%	94 18%	127 17%	37 21%	7 12%	10 21%	93 16%	60 19%	23 20%	5 23%	12 16%	9 20%	26 25%	14 16%	15 16%	14 19%	8 15%	12 16%	20 15%	33 21%	12 13%	6 21%
Not at all	66 6%	13 4%	26 8%	27 8%	40 8%	26 5%	33 7%	33 6%	41 6%	18 10%	3 5%	4 9%	38 7%	22 7%	4 4%	2 9%	2 3%	2 4%	10 10%	5 6%	11 12%	2 3%	2 4%	7 9%	12 9%	6 4%	6 6%	1 3%
NET: Not very much/Not at all	247 24%	68 20%	91 27%	88 26%	133 27%	114 21%	120 24%	127 24%	168 23%	55 31%	10 17%	14 30%	131 23%	82 26%	27 24%	7 32%	14 18%	11 24%	36 35%	19 22%	26 28%	16 22%	10 19%	19 25%	32 24%	39 25%	18 19%	7 24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 61

Q.12a To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Be active in your local community: Charities

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	776	23	34	27	41	10	20	48	33	44	61	27	10	17	17	176	26	42	15	24	23	58
	76%	82%	81%	73%	82%	77%	74%	62%	80%	83%	73%	73%	77%	81%	85%	76%	79%	78%	83%	75%	77%	72%
A great deal	276	9	15	12	12	3	8	20	11	13	26	8	3	7	3	60	10	16	3	10	7	20
	27%	32%	36%	32%	24%	23%	30%	26%	27%	25%	31%	22%	23%	33%	15%	26%	30%	30%	17%	31%	23%	25%
A fair amount	500	14	19	15	29	7	12	28	22	31	35	19	7	10	14	116	16	26	12	14	16	38
	49%	50%	45%	41%	58%	54%	44%	36%	54%	58%	42%	51%	54%	48%	70%	50%	48%	48%	67%	44%	53%	47%
Not very much	181	3	8	8	7	3	5	20	6	8	12	7	2	4	3	38	6	9	2	6	6	18
	18%	11%	19%	22%	14%	23%	19%	26%	15%	15%	14%	19%	15%	19%	15%	16%	18%	17%	11%	19%	20%	22%
Not at all	66	2	-	2	2	-	2	9	2	1	10	3	1	-	-	19	1	3	1	2	1	5
	6%	7%	-	5%	4%	-	7%	12%	5%	2%	12%	8%	8%	-	-	8%	3%	6%	6%	6%	3%	6%
NET: Not very much/Not at all	247	5	8	10	9	3	7	29	8	9	22	10	3	4	3	57	7	12	3	8	7	23
	24%	18%	19%	27%	18%	23%	26%	38%	20%	17%	27%	27%	23%	19%	15%	24%	21%	22%	17%	25%	23%	28%

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 62

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: SUMMARY TABLE

Base: All respondents

	<u>Me</u>	<u>My family</u>	<u>Friends</u>	<u>Society</u>	<u>Government</u>	<u>Business</u>	<u>Charities</u>
Base	1023	1023	1023	1023	1023	1023	1023
NET: A great deal/fair amount	877 86%	556 54%	474 46%	769 75%	639 62%	468 46%	923 90%
A great deal	483 47%	136 13%	112 11%	252 25%	241 24%	119 12%	648 63%
A fair amount	394 39%	420 41%	362 35%	517 51%	398 39%	349 34%	275 27%
Not very much	113 11%	359 35%	417 41%	199 19%	268 26%	385 38%	69 7%
Not at all	33 3%	108 11%	132 13%	55 5%	116 11%	170 17%	31 3%
NET: Not very much/Not at all	146 14%	467 46%	549 54%	254 25%	384 38%	555 54%	100 10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 63

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Me

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	877 86%	307 88%	286 85%	284 84%	400 82%	477 89%	430 86%	447 85%	638 86%	154 87%	48 80%	37 79%	490 85%	273 88%	96 85%	18 82%	70 92%	38 83%	83 80%	71 83%	79 85%	63 86%	44 85%	69 90%	116 85%	138 87%	81 87%	25 86%
A great deal	483 47%	176 51%	160 47%	147 43%	201 41%	282 53%	228 46%	255 49%	362 49%	79 45%	24 40%	18 38%	273 47%	147 47%	57 50%	6 27%	36 47%	19 41%	45 43%	37 43%	48 52%	37 51%	24 46%	33 43%	59 43%	84 53%	47 51%	14 48%
A fair amount	394 39%	131 38%	126 37%	137 41%	199 41%	195 36%	202 41%	192 37%	276 37%	75 42%	24 40%	19 40%	217 38%	126 41%	39 35%	12 55%	34 45%	19 41%	38 37%	34 40%	31 33%	26 36%	20 38%	36 47%	57 42%	54 34%	34 37%	11 38%
Not very much	113 11%	34 10%	40 12%	39 12%	67 14%	46 9%	50 10%	63 12%	81 11%	20 11%	6 10%	6 13%	67 12%	29 9%	13 12%	4 18%	6 8%	5 11%	15 14%	11 13%	9 10%	10 14%	6 12%	7 9%	14 10%	16 10%	10 11%	4 14%
Not at all	33 3%	6 2%	12 4%	15 4%	19 4%	14 3%	18 4%	15 3%	20 3%	3 2%	6 10%	4 9%	20 3%	9 3%	4 4%	- -	- -	3 7%	6 6%	4 5%	5 5%	- -	2 4%	1 1%	6 4%	4 3%	2 2%	- -
NET: Not very much/Not at all	146 14%	40 12%	52 15%	54 16%	86 18%	60 11%	68 14%	78 15%	101 14%	23 13%	12 20%	10 21%	87 15%	38 12%	17 15%	4 18%	6 8%	8 17%	21 20%	15 17%	14 15%	10 14%	8 15%	8 10%	20 15%	20 13%	12 13%	4 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 63

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Me

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	877	26	39	29	43	8	23	59	35	50	73	34	13	17	18	200	29	47	15	28	26	65
	86%	93%	93%	78%	86%	62%	85%	77%	85%	94%	88%	92%	100%	81%	90%	86%	88%	87%	83%	88%	87%	80%
A great deal	483	13	20	14	23	4	15	33	17	29	45	18	5	9	11	106	17	29	7	17	15	36
	47%	46%	48%	38%	46%	31%	56%	43%	41%	55%	54%	49%	38%	43%	55%	45%	52%	54%	39%	53%	50%	44%
A fair amount	394	13	19	15	20	4	8	26	18	21	28	16	8	8	7	94	12	18	8	11	11	29
	39%	46%	45%	41%	40%	31%	30%	34%	44%	40%	34%	43%	62%	38%	35%	40%	36%	33%	44%	34%	37%	36%
Not very much	113	2	3	6	5	4	3	12	6	3	6	3	-	4	1	24	3	6	3	3	4	12
	11%	7%	7%	16%	10%	31%	11%	16%	15%	6%	7%	8%	-	19%	5%	10%	9%	11%	17%	9%	13%	15%
Not at all	33	-	-	2	2	1	1	6	-	-	4	-	-	-	1	9	1	1	-	1	-	4
	3%	-	-	5%	4%	8%	4%	8%	-	-	5%	-	-	-	5%	4%	3%	2%	-	3%	-	5%
NET: Not very much/Not at all	146	2	3	8	7	5	4	18	6	3	10	3	-	4	2	33	4	7	3	4	4	16
	14%	7%	7%	22%	14%	38%	15%	23%	15%	6%	12%	8%	-	19%	10%	14%	12%	13%	17%	13%	13%	20%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 64

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: My family

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	556 54%	215 62%	193 57%	148 44%	238 49%	318 59%	278 56%	278 53%	428 58%	79 45%	32 53%	17 36%	297 51%	176 57%	70 62%	13 59%	48 63%	26 57%	50 48%	48 56%	55 59%	41 56%	33 63%	43 56%	62 46%	87 55%	50 54%	13 45%
A great deal	136 13%	63 18%	43 13%	30 9%	55 11%	81 15%	67 13%	69 13%	108 15%	14 8%	9 15%	5 11%	67 12%	48 15%	17 15%	4 18%	12 16%	2 4%	12 12%	16 19%	12 13%	7 10%	10 19%	9 12%	13 10%	28 18%	11 12%	4 14%
A fair amount	420 41%	152 44%	150 44%	118 35%	183 38%	237 44%	211 42%	209 40%	320 43%	65 37%	23 38%	12 26%	230 40%	128 41%	53 47%	9 41%	36 47%	24 52%	38 37%	32 37%	43 46%	34 47%	23 44%	34 44%	49 36%	59 37%	39 42%	9 31%
Not very much	359 35%	111 32%	111 33%	137 41%	183 38%	176 33%	172 35%	187 36%	246 33%	74 42%	19 32%	20 43%	204 35%	114 37%	33 29%	8 36%	22 29%	16 35%	39 38%	28 33%	26 28%	28 38%	15 29%	26 34%	54 40%	56 35%	35 38%	14 48%
Not at all	108 11%	21 6%	34 10%	53 16%	65 13%	43 8%	48 10%	60 11%	65 9%	24 14%	9 15%	10 21%	76 13%	21 7%	10 9%	1 5%	6 8%	4 9%	15 14%	10 12%	12 13%	4 5%	4 8%	8 10%	20 15%	15 9%	8 9%	2 7%
NET: Not very much/Not at all	467 46%	132 38%	145 43%	190 56%	248 51%	219 41%	220 44%	247 47%	311 42%	98 55%	28 47%	30 64%	280 49%	135 43%	43 38%	9 41%	28 37%	20 43%	54 52%	38 44%	38 41%	32 44%	19 37%	34 44%	74 54%	71 45%	43 46%	16 55%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 64
**Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Volunteer for a charity: My family**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	556	20	24	20	28	7	16	39	21	33	51	25	3	12	6	118	18	28	11	21	14	41
	54%	71%	57%	54%	56%	54%	59%	51%	51%	62%	61%	68%	23%	57%	30%	51%	55%	52%	61%	66%	47%	51%
A great deal	136	3	9	2	9	2	6	11	6	7	11	7	1	6	1	21	4	9	2	6	5	8
	13%	11%	21%	5%	18%	15%	22%	14%	15%	13%	13%	19%	8%	29%	5%	9%	12%	17%	11%	19%	17%	10%
A fair amount	420	17	15	18	19	5	10	28	15	26	40	18	2	6	5	97	14	19	9	15	9	33
	41%	61%	36%	49%	38%	38%	37%	36%	37%	49%	48%	49%	15%	29%	25%	42%	42%	35%	50%	47%	30%	41%
Not very much	359	6	14	13	18	4	7	25	18	18	21	10	10	7	12	85	11	20	6	8	14	32
	35%	21%	33%	35%	36%	31%	26%	32%	44%	34%	25%	27%	77%	33%	60%	36%	33%	37%	33%	25%	47%	40%
Not at all	108	2	4	4	4	2	4	13	2	2	11	2	-	2	2	30	4	6	1	3	2	8
	11%	7%	10%	11%	8%	15%	15%	17%	5%	4%	13%	5%	-	10%	10%	13%	12%	11%	6%	9%	7%	10%
NET: Not very much/Not at all	467	8	18	17	22	6	11	38	20	20	32	12	10	9	14	115	15	26	7	11	16	40
	46%	29%	43%	46%	44%	46%	41%	49%	49%	38%	39%	32%	77%	43%	70%	49%	45%	48%	39%	34%	53%	49%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 65

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Friends

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	474 46%	166 48%	155 46%	153 45%	218 45%	256 48%	240 48%	234 45%	349 47%	74 42%	31 52%	20 43%	253 44%	158 51%	53 47%	10 45%	40 53%	17 37%	40 38%	41 48%	46 49%	31 42%	28 54%	36 47%	66 49%	73 46%	43 46%	13 45%
A great deal	112 11%	39 11%	40 12%	33 10%	51 10%	61 11%	55 11%	57 11%	85 12%	15 8%	8 13%	4 9%	58 10%	40 13%	12 11%	2 9%	8 11%	-	11 11%	12 14%	7 8%	7 10%	9 17%	7 9%	16 12%	20 13%	11 12%	4 14%
A fair amount	362 35%	127 37%	115 34%	120 36%	167 34%	195 36%	185 37%	177 34%	264 36%	59 33%	23 38%	16 34%	195 34%	118 38%	41 36%	8 36%	32 42%	17 37%	29 28%	29 34%	39 42%	24 33%	19 37%	29 38%	50 37%	53 34%	32 34%	9 31%
Not very much	417 41%	145 42%	142 42%	130 38%	205 42%	212 39%	197 40%	220 42%	305 41%	74 42%	18 30%	20 43%	240 42%	116 37%	50 44%	11 50%	32 42%	24 52%	41 39%	35 41%	33 35%	37 51%	19 37%	32 42%	51 38%	61 39%	39 42%	13 45%
Not at all	132 13%	36 10%	41 12%	55 16%	63 13%	69 13%	61 12%	71 14%	85 12%	29 16%	11 18%	7 15%	84 15%	37 12%	10 9%	1 5%	4 5%	5 11%	23 22%	10 12%	14 15%	5 7%	5 10%	9 12%	19 14%	24 15%	11 12%	3 10%
NET: Not very much/Not at all	549 54%	181 52%	183 54%	185 55%	268 55%	281 52%	258 52%	291 55%	390 53%	103 58%	29 48%	27 57%	324 56%	153 49%	60 53%	12 55%	36 47%	29 63%	64 62%	45 52%	47 51%	42 58%	24 46%	41 53%	70 51%	85 54%	50 54%	16 55%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 65

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	474	16	21	13	25	4	14	32	18	26	41	18	2	12	7	108	18	25	8	18	14	34
	46%	57%	50%	35%	50%	31%	52%	42%	44%	49%	49%	49%	15%	57%	35%	46%	55%	46%	44%	56%	47%	42%
A great deal	112	-	8	-	8	1	4	9	6	6	5	5	1	5	2	17	4	10	1	7	5	8
	11%	-	19%	-	16%	8%	15%	12%	15%	11%	6%	14%	8%	24%	10%	7%	12%	19%	6%	22%	17%	10%
A fair amount	362	16	13	13	17	3	10	23	12	20	36	13	1	7	5	91	14	15	7	11	9	26
	35%	57%	31%	35%	34%	23%	37%	30%	29%	38%	43%	35%	8%	33%	25%	39%	42%	28%	39%	34%	30%	32%
Not very much	417	10	19	19	19	7	11	28	18	24	29	17	11	7	10	90	11	21	9	11	13	33
	41%	36%	45%	51%	38%	54%	41%	36%	44%	45%	35%	46%	85%	33%	50%	39%	33%	39%	50%	34%	43%	41%
Not at all	132	2	2	5	6	2	2	17	5	3	13	2	-	2	3	35	4	8	1	3	3	14
	13%	7%	5%	14%	12%	15%	7%	22%	12%	6%	16%	5%	-	10%	15%	15%	12%	15%	6%	9%	10%	17%
NET: Not very much/Not at all	549	12	21	24	25	9	13	45	23	27	42	19	11	9	13	125	15	29	10	14	16	47
	54%	43%	50%	65%	50%	69%	48%	58%	56%	51%	51%	51%	85%	43%	65%	54%	45%	54%	56%	44%	53%	58%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 66

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Society

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	769 75%	280 81%	247 73%	242 72%	342 70%	427 80%	372 75%	397 76%	570 77%	127 72%	45 75%	27 57%	431 75%	237 76%	85 75%	16 73%	57 75%	38 83%	75 72%	60 70%	80 86%	58 79%	42 81%	55 71%	94 69%	120 76%	70 75%	20 69%
A great deal	252 25%	94 27%	79 23%	79 23%	107 22%	145 27%	109 22%	143 27%	191 26%	40 23%	15 25%	6 13%	150 26%	66 21%	29 26%	7 32%	21 28%	8 17%	25 24%	20 23%	32 34%	17 23%	19 37%	20 26%	24 18%	43 27%	16 17%	7 24%
A fair amount	517 51%	186 54%	168 50%	163 48%	235 48%	282 53%	263 53%	254 48%	379 51%	87 49%	30 50%	21 45%	281 49%	171 55%	56 50%	9 41%	36 47%	30 65%	50 48%	40 47%	48 52%	41 56%	23 44%	35 45%	70 51%	77 49%	54 58%	13 45%
Not very much	199 19%	58 17%	73 22%	68 20%	110 23%	89 17%	102 20%	97 18%	138 19%	38 21%	11 18%	12 26%	112 19%	57 18%	24 21%	6 27%	16 21%	7 15%	20 19%	20 23%	7 8%	13 18%	8 15%	16 21%	29 21%	34 22%	22 24%	7 24%
Not at all	55 5%	9 3%	18 5%	28 8%	34 7%	21 4%	24 5%	31 6%	31 4%	12 7%	4 7%	8 17%	34 6%	17 5%	4 4%	- -	3 4%	1 2%	9 9%	6 7%	6 6%	2 3%	2 4%	6 8%	13 10%	4 3%	1 1%	2 7%
NET: Not very much/Not at all	254 25%	67 19%	91 27%	96 28%	144 30%	110 20%	126 25%	128 24%	169 23%	50 28%	15 25%	20 43%	146 25%	74 24%	28 25%	6 27%	19 25%	8 17%	29 28%	26 30%	13 14%	15 21%	10 19%	22 29%	42 31%	38 24%	23 25%	9 31%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 66

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Society

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	769	21	31	29	38	8	21	52	33	40	73	23	11	17	13	172	23	40	15	25	21	63
	75%	75%	74%	78%	76%	62%	78%	68%	80%	75%	88%	62%	85%	81%	65%	74%	70%	74%	83%	78%	70%	78%
A great deal	252	4	14	7	9	4	10	20	10	14	30	7	3	8	7	44	4	11	4	10	8	24
	25%	14%	33%	19%	18%	31%	37%	26%	24%	26%	36%	19%	23%	38%	35%	19%	12%	20%	22%	31%	27%	30%
A fair amount	517	17	17	22	29	4	11	32	23	26	43	16	8	9	6	128	19	29	11	15	13	39
	51%	61%	40%	59%	58%	31%	41%	42%	56%	49%	52%	43%	62%	43%	30%	55%	58%	54%	61%	47%	43%	48%
Not very much	199	6	9	7	8	3	6	17	6	12	5	13	2	4	6	43	9	13	3	6	7	14
	19%	21%	21%	19%	16%	23%	22%	22%	15%	23%	6%	35%	15%	19%	30%	18%	27%	24%	17%	19%	23%	17%
Not at all	55	1	2	1	4	2	-	8	2	1	5	1	-	-	1	18	1	1	-	1	2	4
	5%	4%	5%	3%	8%	15%	-	10%	5%	2%	6%	3%	-	-	5%	8%	3%	2%	-	3%	7%	5%
NET: Not very much/Not at all	254	7	11	8	12	5	6	25	8	13	10	14	2	4	7	61	10	14	3	7	9	18
	25%	25%	26%	22%	24%	38%	22%	32%	20%	25%	12%	38%	15%	19%	35%	26%	30%	26%	17%	22%	30%	22%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 67
Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to... Volunteer for a charity: Government
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	639 62%	227 65%	199 59%	213 63%	273 56%	366 68%	311 62%	328 62%	467 63%	115 65%	37 62%	20 43%	359 62%	198 64%	68 60%	14 64%	54 71%	34 74%	64 62%	47 55%	61 66%	46 63%	35 67%	49 64%	85 63%	88 56%	58 62%	18 62%
A great deal	241 24%	86 25%	80 24%	75 22%	93 19%	148 28%	110 22%	131 25%	182 25%	45 25%	10 17%	4 9%	147 25%	63 20%	27 24%	4 18%	19 25%	12 26%	25 24%	16 19%	26 28%	16 22%	19 37%	18 23%	29 21%	34 22%	17 18%	10 34%
A fair amount	398 39%	141 41%	119 35%	138 41%	180 37%	218 41%	201 40%	197 38%	285 39%	70 40%	27 45%	16 34%	212 37%	135 43%	41 36%	10 45%	35 46%	22 48%	39 38%	31 36%	35 38%	30 41%	16 31%	31 40%	56 41%	54 34%	41 44%	8 28%
Not very much	268 26%	90 26%	95 28%	83 25%	147 30%	121 23%	128 26%	140 27%	191 26%	43 24%	16 27%	18 38%	147 25%	86 28%	32 28%	3 14%	17 22%	8 17%	23 22%	27 31%	21 23%	22 30%	13 25%	19 25%	33 24%	52 33%	27 29%	6 21%
Not at all	116 11%	30 9%	44 13%	42 12%	66 14%	50 9%	59 12%	57 11%	81 11%	19 11%	7 12%	9 19%	71 12%	27 9%	13 12%	5 23%	5 7%	4 9%	17 16%	12 14%	11 12%	5 7%	4 8%	9 12%	18 13%	18 11%	8 9%	5 17%
NET: Not very much/Not at all	384 38%	120 35%	139 41%	125 37%	213 44%	171 32%	187 38%	197 38%	272 37%	62 35%	23 38%	27 57%	218 38%	113 36%	45 40%	8 36%	22 29%	12 26%	40 38%	39 45%	32 34%	27 37%	17 33%	28 36%	51 38%	70 44%	35 38%	11 38%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 67
**Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Volunteer for a charity: Government**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	639 62%	20 71%	29 69%	30 81%	31 62%	6 46%	16 59%	47 61%	25 61%	33 62%	56 67%	22 59%	10 77%	12 57%	11 55%	143 61%	16 48%	34 63%	12 67%	21 66%	18 60%	47 58%
A great deal	241 24%	4 14%	13 31%	10 27%	7 14%	3 23%	8 30%	19 25%	7 17%	11 21%	25 30%	6 16%	2 15%	7 33%	3 15%	50 21%	6 18%	12 22%	3 17%	11 34%	10 33%	24 30%
A fair amount	398 39%	16 57%	16 38%	20 54%	24 48%	3 23%	8 30%	28 36%	18 44%	22 42%	31 37%	16 43%	8 62%	5 24%	8 40%	93 40%	10 30%	22 41%	9 50%	10 31%	8 27%	23 28%
Not very much	268 26%	7 25%	9 21%	4 11%	13 26%	5 38%	9 33%	14 18%	11 27%	16 30%	17 20%	9 24%	1 8%	8 38%	7 35%	61 26%	13 39%	16 30%	4 22%	8 25%	6 20%	30 37%
Not at all	116 11%	1 4%	4 10%	3 8%	6 12%	2 15%	2 7%	16 21%	5 12%	4 8%	10 12%	6 16%	2 15%	1 5%	2 10%	29 12%	4 12%	4 7%	2 11%	3 9%	6 20%	4 5%
NET: Not very much/Not at all	384 38%	8 29%	13 31%	7 19%	19 38%	7 54%	11 41%	30 39%	16 39%	20 38%	27 33%	15 41%	3 23%	9 43%	9 45%	90 39%	17 52%	20 37%	6 33%	11 34%	12 40%	34 42%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 68

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Business

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	468 46%	151 44%	160 47%	157 46%	203 42%	265 49%	229 46%	239 46%	341 46%	89 50%	24 40%	14 30%	267 46%	141 45%	51 45%	9 41%	40 53%	26 57%	41 39%	36 42%	46 49%	34 47%	21 40%	37 48%	69 51%	62 39%	43 46%	13 45%
A great deal	119 12%	40 12%	42 12%	37 11%	52 11%	67 12%	48 10%	71 14%	91 12%	19 11%	4 7%	5 11%	73 13%	31 10%	14 12%	1 5%	9 12%	6 13%	8 8%	11 13%	13 14%	7 10%	9 17%	11 14%	13 10%	19 12%	9 10%	4 14%
A fair amount	349 34%	111 32%	118 35%	120 36%	151 31%	198 37%	181 36%	168 32%	250 34%	70 40%	20 33%	9 19%	194 34%	110 35%	37 33%	8 36%	31 41%	20 43%	33 32%	25 29%	33 35%	27 37%	12 23%	26 34%	56 41%	43 27%	34 37%	9 31%
Not very much	385 38%	147 42%	122 36%	116 34%	183 38%	202 38%	185 37%	200 38%	277 37%	58 33%	25 42%	25 53%	213 37%	124 40%	38 34%	10 45%	28 37%	14 30%	39 38%	36 42%	25 27%	31 42%	23 44%	27 35%	44 32%	70 44%	36 39%	12 41%
Not at all	170 17%	49 14%	56 17%	65 19%	100 21%	70 13%	84 17%	86 16%	121 16%	30 17%	11 18%	8 17%	97 17%	46 15%	24 21%	3 14%	8 11%	6 13%	24 23%	14 16%	22 24%	8 11%	8 15%	13 17%	23 17%	26 16%	14 15%	4 14%
NET: Not very much/Not at all	555 54%	196 56%	178 53%	181 54%	283 58%	272 51%	269 54%	286 54%	398 54%	88 50%	36 60%	33 70%	310 54%	170 55%	62 55%	13 59%	36 47%	20 43%	63 61%	50 58%	47 51%	39 53%	31 60%	40 52%	67 49%	96 61%	50 54%	16 55%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 68
**Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Volunteer for a charity: Business**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	468	13	23	23	24	5	14	31	20	20	39	21	6	11	5	108	10	24	10	10	14	37
	46%	46%	55%	62%	48%	38%	52%	40%	49%	38%	47%	57%	46%	52%	25%	46%	30%	44%	56%	31%	47%	46%
A great deal	119	2	6	5	6	-	6	8	3	5	12	6	1	6	2	23	2	5	3	3	4	11
	12%	7%	14%	14%	12%	-	22%	10%	7%	9%	14%	16%	8%	29%	10%	10%	6%	9%	17%	9%	13%	14%
A fair amount	349	11	17	18	18	5	8	23	17	15	27	15	5	5	3	85	8	19	7	7	10	26
	34%	39%	40%	49%	36%	38%	30%	30%	41%	28%	33%	41%	38%	24%	15%	36%	24%	35%	39%	22%	33%	32%
Not very much	385	11	15	9	20	6	9	23	17	25	25	10	6	6	11	87	17	19	7	16	12	34
	38%	39%	36%	24%	40%	46%	33%	30%	41%	47%	30%	27%	46%	29%	55%	37%	52%	35%	39%	50%	40%	42%
Not at all	170	4	4	5	6	2	4	23	4	8	19	6	1	4	4	38	6	11	1	6	4	10
	17%	14%	10%	14%	12%	15%	15%	30%	10%	15%	23%	16%	8%	19%	20%	16%	18%	20%	6%	19%	13%	12%
NET: Not very much/Not at all	555	15	19	14	26	8	13	46	21	33	44	16	7	10	15	125	23	30	8	22	16	44
	54%	54%	45%	38%	52%	62%	48%	60%	51%	62%	53%	43%	54%	48%	75%	54%	70%	56%	44%	69%	53%	54%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 69

Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Volunteer for a charity: Charities

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	923 90%	319 92%	300 89%	304 90%	430 88%	493 92%	451 91%	472 90%	679 92%	150 85%	54 90%	40 85%	519 90%	283 91%	100 88%	21 95%	72 95%	43 93%	90 87%	75 87%	80 86%	66 90%	47 90%	72 94%	121 89%	144 91%	85 91%	28 97%
A great deal	648 63%	232 67%	209 62%	207 61%	301 62%	347 65%	296 59%	352 67%	489 66%	92 52%	41 68%	26 55%	383 66%	182 59%	70 62%	13 59%	48 63%	29 63%	67 64%	54 63%	57 61%	47 64%	39 75%	56 73%	81 60%	94 59%	54 58%	22 76%
A fair amount	275 27%	87 25%	91 27%	97 29%	129 27%	146 27%	155 31%	120 23%	190 26%	58 33%	13 22%	14 30%	136 24%	101 32%	30 27%	8 36%	24 32%	14 30%	23 22%	21 24%	23 25%	19 26%	8 15%	16 21%	40 29%	50 32%	31 33%	6 21%
Not very much	69 7%	21 6%	24 7%	24 7%	35 7%	34 6%	33 7%	36 7%	40 5%	19 11%	6 10%	4 9%	37 6%	22 7%	9 8%	1 5%	4 5%	2 4%	6 6%	7 8%	6 6%	7 10%	4 8%	3 4%	9 7%	12 8%	8 9%	1 3%
Not at all	31 3%	7 2%	14 4%	10 3%	21 4%	10 2%	14 3%	17 3%	20 3%	8 5%	- -	3 6%	21 4%	6 2%	4 4%	- -	- -	1 2%	8 8%	4 5%	7 8%	- -	1 2%	2 3%	6 4%	2 1%	- -	- -
NET: Not very much/Not at all	100 10%	28 8%	38 11%	34 10%	56 12%	44 8%	47 9%	53 10%	60 8%	27 15%	6 10%	7 15%	58 10%	28 9%	13 12%	1 5%	4 5%	3 7%	14 13%	11 13%	13 14%	7 10%	5 10%	5 6%	15 11%	14 9%	8 9%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 69
**Q.12b To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Volunteer for a charity: Charities**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	923	27	40	35	44	10	26	64	37	48	72	34	12	19	18	210	31	50	17	29	29	71
	90%	96%	95%	95%	88%	77%	96%	83%	90%	91%	87%	92%	92%	90%	90%	90%	94%	93%	94%	91%	97%	88%
A great deal	648	16	27	24	29	7	19	46	28	38	51	25	8	12	11	144	20	36	8	21	22	56
	63%	57%	64%	65%	58%	54%	70%	60%	68%	72%	61%	68%	62%	57%	55%	62%	61%	67%	44%	66%	73%	69%
A fair amount	275	11	13	11	15	3	7	18	9	10	21	9	4	7	7	66	11	14	9	8	7	15
	27%	39%	31%	30%	30%	23%	26%	23%	22%	19%	25%	24%	31%	33%	35%	28%	33%	26%	50%	25%	23%	19%
Not very much	69	1	2	1	5	1	1	5	3	5	5	3	1	2	2	14	1	4	1	2	1	9
	7%	4%	5%	3%	10%	8%	4%	6%	7%	9%	6%	8%	8%	10%	10%	6%	3%	7%	6%	6%	3%	11%
Not at all	31	-	-	1	1	2	-	8	1	-	6	-	-	-	-	9	1	-	-	1	-	1
	3%	-	-	3%	2%	15%	-	10%	2%	-	7%	-	-	-	4%	3%	-	-	3%	-	-	1%
NET: Not very much/Not at all	100	1	2	2	6	3	1	13	4	5	11	3	1	2	2	23	2	4	1	3	1	10
	10%	4%	5%	5%	12%	23%	4%	17%	10%	9%	13%	8%	8%	10%	10%	10%	6%	7%	6%	9%	3%	12%

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 70

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: SUMMARY TABLE

Base: All respondents

	Me	My family	Friends	Society	Government	Business	Charities
Base	1023	1023	1023	1023	1023	1023	1023
NET: A great deal/fair amount	866 85%	643 63%	498 49%	619 61%	759 74%	804 79%	277 27%
A great deal	579 57%	178 17%	98 10%	146 14%	349 34%	422 41%	48 5%
A fair amount	287 28%	465 45%	400 39%	473 46%	410 40%	382 37%	229 22%
Not very much	108 11%	285 28%	393 38%	304 30%	174 17%	141 14%	449 44%
Not at all	49 5%	95 9%	132 13%	100 10%	90 9%	78 8%	297 29%
NET: Not very much/Not at all	157 15%	380 37%	525 51%	404 39%	264 26%	219 21%	746 73%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 71
Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Set up your own business: Me
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	866 85%	290 84%	289 86%	287 85%	400 82%	466 87%	422 85%	444 85%	629 85%	152 86%	52 87%	33 70%	487 84%	261 84%	100 88%	18 82%	62 82%	38 83%	79 76%	79 92%	83 89%	64 88%	41 79%	64 83%	114 84%	139 88%	75 81%	28 97%
A great deal	579 57%	198 57%	195 58%	186 55%	267 55%	312 58%	272 55%	307 58%	429 58%	99 56%	32 53%	19 40%	328 57%	174 56%	67 59%	10 45%	46 61%	27 59%	56 54%	46 53%	55 59%	41 56%	29 56%	41 53%	75 55%	94 59%	50 54%	19 66%
A fair amount	287 28%	92 27%	94 28%	101 30%	133 27%	154 29%	150 30%	137 26%	200 27%	53 30%	20 33%	14 30%	159 28%	87 28%	33 29%	8 36%	16 21%	11 24%	23 22%	33 38%	28 30%	23 32%	12 23%	23 30%	39 29%	45 28%	25 27%	9 31%
Not very much	108 11%	39 11%	34 10%	35 10%	63 13%	45 8%	51 10%	57 11%	75 10%	18 10%	5 8%	10 21%	58 10%	39 13%	7 6%	4 18%	8 11%	7 15%	14 13%	5 6%	5 5%	8 11%	8 15%	10 13%	12 9%	15 9%	15 16%	1 3%
Not at all	49 5%	18 5%	15 4%	16 5%	23 5%	26 5%	25 5%	24 5%	35 5%	7 4%	3 5%	4 9%	32 6%	11 4%	6 5%	- -	6 8%	1 2%	11 11%	2 2%	5 5%	1 1%	3 6%	3 4%	10 7%	4 3%	3 3%	- -
NET: Not very much/Not at all	157 15%	57 16%	49 14%	51 15%	86 18%	71 13%	76 15%	81 15%	110 15%	25 14%	8 13%	14 30%	90 16%	50 16%	13 12%	4 18%	14 18%	8 17%	25 24%	7 8%	10 11%	9 12%	11 21%	13 17%	22 16%	19 12%	18 19%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 71

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Me

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	866 85%	22 79%	37 88%	31 84%	46 92%	11 85%	24 89%	59 77%	31 76%	51 96%	73 88%	31 84%	12 92%	20 95%	17 85%	191 82%	29 88%	44 81%	13 72%	25 78%	29 97%	70 86%
A great deal	579 57%	18 64%	27 64%	21 57%	26 52%	5 38%	17 63%	44 57%	20 49%	34 64%	47 57%	22 59%	9 69%	13 62%	8 40%	125 54%	21 64%	30 56%	8 44%	19 59%	20 67%	45 56%
A fair amount	287 28%	4 14%	10 24%	10 27%	20 40%	6 46%	7 26%	15 19%	11 27%	17 32%	26 31%	9 24%	3 23%	7 33%	9 45%	66 28%	8 24%	14 26%	5 28%	6 19%	9 30%	25 31%
Not very much	108 11%	4 14%	2 5%	5 14%	3 6%	1 8%	3 11%	11 14%	5 12%	1 2%	6 7%	5 14%	1 8%	1 5%	2 10%	27 12%	4 12%	9 17%	4 22%	6 19%	1 3%	7 9%
Not at all	49 5%	2 7%	3 7%	1 3%	1 2%	1 8%	- -	7 9%	5 12%	1 2%	4 5%	1 3%	- -	- -	1 5%	15 6%	- -	1 2%	1 6%	1 3%	- -	4 5%
NET: Not very much/Not at all	157 15%	6 21%	5 12%	6 16%	4 8%	2 15%	3 11%	18 23%	10 24%	2 4%	10 12%	6 16%	1 8%	1 5%	3 15%	42 18%	4 12%	10 19%	5 28%	7 22%	1 3%	11 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 72

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: My family

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	643 63%	224 65%	219 65%	200 59%	284 58%	359 67%	332 67%	311 59%	476 64%	106 60%	42 70%	19 40%	352 61%	196 63%	82 73%	13 59%	51 67%	27 59%	61 59%	55 64%	63 68%	41 56%	30 58%	49 64%	79 58%	111 70%	51 55%	25 86%
A great deal	178 17%	56 16%	68 20%	54 16%	80 16%	98 18%	89 18%	89 17%	134 18%	31 18%	10 17%	3 6%	101 18%	45 14%	24 21%	8 36%	14 18%	10 22%	15 14%	12 14%	17 18%	13 18%	11 21%	12 16%	21 15%	35 22%	13 14%	5 17%
A fair amount	465 45%	168 48%	151 45%	146 43%	204 42%	261 49%	243 49%	222 42%	342 46%	75 42%	32 53%	16 34%	251 44%	151 49%	58 51%	5 23%	37 49%	17 37%	46 44%	43 50%	46 49%	28 38%	19 37%	37 48%	58 43%	76 48%	38 41%	20 69%
Not very much	285 28%	93 27%	92 27%	100 30%	153 31%	132 25%	130 26%	155 30%	197 27%	54 31%	11 18%	23 49%	165 29%	88 28%	23 20%	9 41%	16 21%	14 30%	30 29%	24 28%	20 22%	25 34%	15 29%	20 26%	42 31%	37 23%	38 41%	4 14%
Not at all	95 9%	30 9%	27 8%	38 11%	49 10%	46 9%	36 7%	59 11%	66 9%	17 10%	7 12%	5 11%	60 10%	27 9%	8 7%	- -	9 12%	5 11%	13 13%	7 8%	10 11%	7 10%	7 13%	8 10%	15 11%	10 6%	4 4%	- -
NET: Not very much/Not at all	380 37%	123 35%	119 35%	138 41%	202 42%	178 33%	166 33%	214 41%	263 36%	71 40%	18 30%	28 60%	225 39%	115 37%	31 27%	9 41%	25 33%	19 41%	43 41%	31 36%	30 32%	32 44%	22 42%	28 36%	57 42%	47 30%	42 45%	4 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 72

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: My family

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	643	19	30	23	33	8	15	45	28	32	58	25	9	15	6	145	21	26	12	16	26	51
	63%	68%	71%	62%	66%	62%	56%	58%	68%	60%	70%	68%	69%	71%	30%	62%	64%	48%	67%	50%	87%	63%
A great deal	178	6	8	9	9	-	3	11	9	11	16	9	1	9	-	36	5	10	3	6	6	11
	17%	21%	19%	24%	18%	-	11%	14%	22%	21%	19%	24%	8%	43%	-	15%	15%	19%	17%	19%	20%	14%
A fair amount	465	13	22	14	24	8	12	34	19	21	42	16	8	6	6	109	16	16	9	10	20	40
	45%	46%	52%	38%	48%	62%	44%	44%	46%	40%	51%	43%	62%	29%	30%	47%	48%	30%	50%	31%	67%	49%
Not very much	285	5	8	11	13	3	10	22	9	15	16	10	3	6	12	61	11	27	4	11	4	24
	28%	18%	19%	30%	26%	23%	37%	29%	22%	28%	19%	27%	23%	29%	60%	26%	33%	50%	22%	34%	13%	30%
Not at all	95	4	4	3	4	2	2	10	4	6	9	2	1	-	2	27	1	1	2	5	-	6
	9%	14%	10%	8%	8%	15%	7%	13%	10%	11%	11%	5%	8%	-	10%	12%	3%	2%	11%	16%	-	7%
NET: Not very much/Not at all	380	9	12	14	17	5	12	32	13	21	25	12	4	6	14	88	12	28	6	16	4	30
	37%	32%	29%	38%	34%	38%	44%	42%	32%	40%	30%	32%	31%	29%	70%	38%	36%	52%	33%	50%	13%	37%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 73

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Friends

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	498 49%	169 49%	172 51%	157 46%	232 48%	266 50%	254 51%	244 46%	366 50%	87 49%	29 48%	16 34%	267 46%	159 51%	64 57%	8 36%	42 55%	19 41%	44 42%	46 53%	49 53%	33 45%	21 40%	38 49%	64 47%	89 56%	41 44%	12 41%
A great deal	98 10%	30 9%	41 12%	27 8%	47 10%	51 9%	43 9%	55 10%	75 10%	15 8%	6 10%	2 4%	57 10%	27 9%	10 9%	4 18%	9 12%	4 9%	8 8%	11 13%	8 9%	6 12%	6 9%	7 9%	10 7%	20 13%	7 8%	2 7%
A fair amount	400 39%	139 40%	131 39%	130 38%	185 38%	215 40%	211 42%	189 36%	291 39%	72 41%	23 38%	14 30%	210 36%	132 42%	54 48%	4 18%	33 43%	15 33%	36 35%	35 41%	41 44%	27 37%	15 29%	31 40%	54 40%	69 44%	34 37%	10 34%
Not very much	393 38%	128 37%	134 40%	131 39%	187 38%	206 38%	183 37%	210 40%	282 38%	66 37%	20 33%	25 53%	228 40%	115 37%	37 33%	13 59%	23 30%	22 48%	45 43%	30 35%	28 30%	32 44%	23 44%	28 36%	50 37%	58 37%	39 42%	15 52%
Not at all	132 13%	50 14%	32 9%	50 15%	67 14%	65 12%	61 12%	71 14%	91 12%	24 14%	11 18%	6 13%	82 14%	37 12%	12 11%	1 5%	11 14%	5 11%	15 14%	10 12%	16 17%	8 11%	8 15%	11 14%	22 16%	11 7%	13 14%	2 7%
NET: Not very much/Not at all	525 51%	178 51%	166 49%	181 54%	254 52%	271 50%	244 49%	281 54%	373 50%	90 51%	31 52%	31 66%	310 54%	152 49%	49 43%	14 64%	34 45%	27 59%	60 58%	40 47%	44 47%	40 55%	31 60%	39 51%	72 53%	69 44%	52 56%	17 59%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 73
**Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Set up your own business: Friends**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	498	15	25	14	32	6	11	32	21	27	46	19	5	14	6	118	15	21	10	12	13	36
	49%	54%	60%	38%	64%	46%	41%	42%	51%	51%	55%	51%	38%	67%	30%	51%	45%	39%	56%	38%	43%	44%
A great deal	98	3	6	2	9	-	4	7	4	4	8	5	-	5	-	16	4	6	1	4	3	7
	10%	11%	14%	5%	18%	-	15%	9%	10%	8%	10%	14%	-	24%	-	7%	12%	11%	6%	13%	10%	9%
A fair amount	400	12	19	12	23	6	7	25	17	23	38	14	5	9	6	102	11	15	9	8	10	29
	39%	43%	45%	32%	46%	46%	26%	32%	41%	43%	46%	38%	38%	43%	30%	44%	33%	28%	50%	25%	33%	36%
Not very much	393	8	12	19	14	4	12	33	16	18	23	15	6	6	11	82	18	26	6	14	15	35
	38%	29%	29%	51%	28%	31%	44%	43%	39%	34%	28%	41%	46%	29%	55%	35%	55%	48%	33%	44%	50%	43%
Not at all	132	5	5	4	4	3	4	12	4	8	14	3	2	1	3	33	-	7	2	6	2	10
	13%	18%	12%	11%	8%	23%	15%	16%	10%	15%	17%	8%	15%	5%	15%	14%	-	13%	11%	19%	7%	12%
NET: Not very much/Not at all	525	13	17	23	18	7	16	45	20	26	37	18	8	7	14	115	18	33	8	20	17	45
	51%	46%	40%	62%	36%	54%	59%	58%	49%	49%	45%	49%	62%	33%	70%	49%	55%	61%	44%	63%	57%	56%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 74

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Society

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu-ent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	619 61%	209 60%	204 60%	206 61%	282 58%	337 63%	292 59%	327 62%	457 62%	105 59%	35 58%	22 47%	350 61%	187 60%	67 59%	15 68%	52 68%	29 63%	56 54%	50 58%	59 63%	47 64%	31 60%	46 60%	78 57%	99 63%	57 61%	15 52%
A great deal	146 14%	48 14%	50 15%	48 14%	67 14%	79 15%	72 14%	74 14%	117 16%	21 12%	6 10%	2 4%	80 14%	47 15%	13 12%	6 27%	11 14%	11 24%	12 12%	16 19%	13 14%	8 11%	11 21%	8 10%	17 13%	25 16%	9 10%	5 17%
A fair amount	473 46%	161 46%	154 46%	158 47%	215 44%	258 48%	220 44%	253 48%	340 46%	84 47%	29 48%	20 43%	270 47%	140 45%	54 48%	9 41%	41 54%	18 39%	44 42%	34 40%	46 49%	39 53%	20 38%	38 49%	61 45%	74 47%	48 52%	10 34%
Not very much	304 30%	110 32%	98 29%	96 28%	153 31%	151 28%	156 31%	148 28%	218 29%	50 28%	18 30%	18 38%	163 28%	100 32%	35 31%	6 27%	16 21%	16 35%	33 32%	29 34%	22 24%	22 30%	17 33%	24 31%	45 33%	44 28%	25 27%	11 38%
Not at all	100 10%	28 8%	36 11%	36 11%	51 10%	49 9%	50 10%	50 10%	64 9%	22 12%	7 12%	7 15%	64 11%	24 8%	11 10%	1 5%	8 11%	1 2%	15 14%	7 8%	12 13%	4 5%	4 8%	7 9%	13 10%	15 9%	11 12%	3 10%
NET: Not very much/Not at all	404 39%	138 40%	134 40%	132 39%	204 42%	200 37%	206 41%	198 38%	282 38%	72 41%	25 42%	25 53%	227 39%	124 40%	46 41%	7 32%	24 32%	17 37%	48 46%	36 42%	34 37%	26 36%	21 40%	31 40%	58 43%	59 37%	36 39%	14 48%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 74

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Society

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	619 61%	14 50%	33 79%	21 57%	30 60%	8 62%	17 63%	40 52%	23 56%	36 68%	56 67%	23 62%	8 62%	17 81%	12 60%	132 57%	22 67%	32 59%	13 72%	19 59%	15 50%	48 59%
A great deal	146 14%	4 14%	6 14%	7 19%	9 18%	1 8%	8 30%	8 10%	6 15%	6 11%	15 18%	5 14%	3 23%	6 29%	3 15%	26 11%	4 12%	6 11%	3 17%	6 19%	5 17%	9 11%
A fair amount	473 46%	10 36%	27 64%	14 38%	21 42%	7 54%	9 33%	32 42%	17 41%	30 57%	41 49%	18 49%	5 38%	11 52%	9 45%	106 45%	18 55%	26 48%	10 56%	13 41%	10 33%	39 48%
Not very much	304 30%	8 29%	7 17%	15 41%	18 36%	3 23%	7 26%	23 30%	14 34%	13 25%	17 20%	12 32%	4 31%	3 14%	6 30%	76 33%	10 30%	17 31%	2 11%	12 38%	12 40%	25 31%
Not at all	100 10%	6 21%	2 5%	1 3%	2 4%	2 15%	3 11%	14 18%	4 10%	4 8%	10 12%	2 5%	1 8%	1 5%	2 10%	25 11%	1 3%	5 9%	3 17%	1 3%	3 10%	8 10%
NET: Not very much/Not at all	404 39%	14 50%	9 21%	16 43%	20 40%	5 38%	10 37%	37 48%	18 44%	17 32%	27 33%	14 38%	5 38%	4 19%	8 40%	101 43%	11 33%	22 41%	5 28%	13 41%	15 50%	33 41%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 75

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Government

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	759 74%	268 77%	237 70%	254 75%	354 73%	405 75%	364 73%	395 75%	555 75%	129 73%	46 77%	29 62%	425 74%	231 74%	85 75%	18 82%	61 80%	37 80%	70 67%	62 72%	68 73%	56 77%	43 83%	60 78%	93 68%	118 75%	66 71%	25 86%
A great deal	349 34%	117 34%	97 29%	135 40%	162 33%	187 35%	149 30%	200 38%	245 33%	67 38%	25 42%	12 26%	204 35%	101 32%	38 34%	6 27%	27 36%	19 41%	40 38%	32 37%	34 37%	24 33%	18 35%	34 37%	43 35%	44 44%	24 26%	10 34%
A fair amount	410 40%	151 44%	140 41%	119 35%	192 40%	218 41%	215 43%	195 37%	310 42%	62 35%	21 35%	17 36%	221 38%	130 42%	47 42%	12 55%	34 45%	18 39%	30 29%	30 35%	34 37%	32 44%	25 48%	26 34%	50 37%	74 47%	42 45%	15 52%
Not very much	174 17%	54 16%	62 18%	58 17%	85 17%	89 17%	90 18%	84 16%	119 16%	35 20%	9 15%	11 23%	95 16%	56 18%	19 17%	4 18%	12 16%	7 15%	16 15%	16 19%	13 14%	13 18%	8 15%	10 13%	30 22%	32 20%	14 15%	3 10%
Not at all	90 9%	25 7%	39 12%	26 8%	47 10%	43 8%	44 9%	46 9%	65 9%	13 7%	5 8%	7 15%	57 10%	24 8%	9 8%	- -	3 4%	2 4%	18 17%	8 9%	12 13%	4 5%	1 2%	7 9%	13 10%	8 5%	13 14%	1 3%
NET: Not very much/Not at all	264 26%	79 23%	101 30%	84 25%	132 27%	132 25%	134 27%	130 25%	184 25%	48 27%	14 23%	18 38%	152 26%	80 26%	28 25%	4 18%	15 20%	9 20%	34 33%	24 28%	25 27%	17 23%	9 17%	17 22%	43 32%	40 25%	27 29%	4 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 75
**Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
 Set up your own business: Government**
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	759	20	36	28	40	9	21	49	30	40	66	29	10	16	16	166	25	38	12	26	25	57
	74%	71%	86%	76%	80%	69%	78%	64%	73%	75%	80%	78%	77%	76%	80%	71%	76%	70%	67%	81%	83%	70%
A great deal	349	5	20	14	22	4	10	27	17	16	32	17	6	9	8	68	10	16	2	9	10	27
	34%	18%	48%	38%	44%	31%	37%	35%	41%	30%	39%	46%	46%	43%	40%	29%	30%	30%	11%	28%	33%	33%
A fair amount	410	15	16	14	18	5	11	22	13	24	34	12	4	7	8	98	15	22	10	17	15	30
	40%	54%	38%	38%	36%	38%	41%	29%	32%	45%	41%	32%	31%	33%	40%	42%	45%	41%	56%	53%	50%	37%
Not very much	174	6	5	7	6	3	4	11	7	10	8	6	3	5	3	45	7	8	3	6	3	18
	17%	21%	12%	19%	12%	23%	15%	14%	17%	19%	10%	16%	23%	24%	15%	19%	21%	15%	17%	19%	10%	22%
Not at all	90	2	1	2	4	1	2	17	4	3	9	2	-	-	1	22	1	8	3	-	2	6
	9%	7%	2%	5%	8%	8%	7%	22%	10%	6%	11%	5%	-	-	5%	9%	3%	15%	17%	-	7%	7%
NET: Not very much/Not at all	264	8	6	9	10	4	6	28	11	13	17	8	3	5	4	67	8	16	6	6	5	24
	26%	29%	14%	24%	20%	31%	22%	36%	27%	25%	20%	22%	23%	24%	20%	29%	24%	30%	33%	19%	17%	30%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 76

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Business

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	804 79%	285 82%	261 77%	258 76%	366 75%	438 82%	385 77%	419 80%	592 80%	132 75%	51 85%	29 62%	451 78%	249 80%	87 77%	17 77%	60 79%	38 83%	76 73%	69 80%	70 75%	57 78%	47 90%	57 74%	99 73%	129 82%	75 81%	27 93%
A great deal	422 41%	153 44%	147 43%	122 36%	181 37%	241 45%	186 37%	236 45%	319 43%	65 37%	24 40%	14 30%	241 42%	132 42%	43 38%	6 27%	38 50%	25 54%	42 40%	39 45%	41 44%	28 38%	24 46%	40 52%	47 35%	54 34%	32 34%	12 41%
A fair amount	382 37%	132 38%	114 34%	136 40%	185 38%	197 37%	199 40%	183 35%	273 37%	67 38%	27 45%	15 32%	210 36%	117 38%	44 39%	11 50%	22 29%	13 28%	34 33%	30 35%	29 31%	29 40%	23 44%	17 22%	52 38%	75 47%	43 46%	15 52%
Not very much	141 14%	39 11%	48 14%	54 16%	76 16%	65 12%	75 15%	66 13%	94 13%	30 17%	3 5%	14 30%	79 14%	39 13%	18 16%	5 23%	13 17%	3 7%	12 12%	14 16%	10 11%	12 16%	4 8%	13 17%	28 21%	19 12%	12 13%	1 3%
Not at all	78 8%	23 7%	29 9%	26 8%	44 9%	34 6%	38 8%	40 8%	53 7%	15 8%	6 10%	4 9%	47 8%	23 7%	8 7%	- -	3 4%	5 11%	16 15%	3 3%	13 14%	4 5%	1 2%	7 9%	9 7%	10 6%	6 6%	1 3%
NET: Not very much/Not at all	219 21%	62 18%	77 23%	80 24%	120 25%	99 18%	113 23%	106 20%	147 20%	45 25%	9 15%	18 38%	126 22%	62 20%	26 23%	5 23%	16 21%	8 17%	28 27%	17 20%	23 25%	16 22%	5 10%	20 26%	37 27%	29 18%	18 19%	2 7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 76

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Business

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	804	22	33	31	41	10	25	52	33	42	65	29	11	18	15	169	31	42	15	29	28	63
	79%	79%	79%	84%	82%	77%	93%	68%	80%	79%	78%	78%	85%	86%	75%	73%	94%	78%	83%	91%	93%	78%
A great deal	422	9	25	19	22	4	18	29	18	24	37	19	5	9	7	82	12	17	9	14	12	31
	41%	32%	60%	51%	44%	31%	67%	38%	44%	45%	45%	51%	38%	43%	35%	35%	36%	31%	50%	44%	40%	38%
A fair amount	382	13	8	12	19	6	7	23	15	18	28	10	6	9	8	87	19	25	6	15	16	32
	37%	46%	19%	32%	38%	46%	26%	30%	37%	34%	34%	27%	46%	43%	40%	37%	58%	46%	33%	47%	53%	40%
Not very much	141	4	8	2	8	2	1	12	4	8	6	4	1	2	4	44	2	9	1	2	1	16
	14%	14%	19%	5%	16%	15%	4%	16%	10%	15%	7%	11%	8%	10%	20%	19%	6%	17%	6%	6%	3%	20%
Not at all	78	2	1	4	1	1	1	13	4	3	12	4	1	1	1	20	-	3	2	1	1	2
	8%	7%	2%	11%	2%	8%	4%	17%	10%	6%	14%	11%	8%	5%	5%	9%	-	6%	11%	3%	3%	2%
NET: Not very much/Not at all	219	6	9	6	9	3	2	25	8	11	18	8	2	3	5	64	2	12	3	3	2	18
	21%	21%	21%	16%	18%	23%	7%	32%	20%	21%	22%	22%	15%	14%	25%	27%	6%	22%	17%	9%	7%	22%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 77
Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Set up your own business: Charities
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	277 27%	104 30%	89 26%	84 25%	114 23%	163 30%	131 26%	146 28%	211 29%	46 26%	17 28%	3 6%	158 27%	82 26%	33 29%	4 18%	21 28%	16 35%	18 17%	29 34%	34 37%	19 26%	12 23%	21 27%	42 31%	33 21%	25 27%	7 24%
A great deal	48 5%	17 5%	15 4%	16 5%	23 5%	25 5%	17 3%	31 6%	38 5%	7 4%	3 5%	-	29 5%	14 5%	4 4%	1 5%	3 4%	3 7%	3 3%	5 6%	6 6%	3 4%	4 8%	4 5%	6 4%	8 5%	1 1%	2 7%
A fair amount	229 22%	87 25%	74 22%	68 20%	91 19%	138 26%	114 23%	115 22%	173 23%	39 22%	14 23%	3 6%	129 22%	68 22%	29 26%	3 14%	18 24%	13 28%	15 14%	24 28%	28 30%	16 22%	8 15%	17 22%	36 26%	25 16%	24 26%	5 17%
Not very much	449 44%	157 45%	149 44%	143 42%	201 41%	248 46%	215 43%	234 45%	320 43%	77 44%	25 42%	27 57%	244 42%	148 48%	46 41%	11 50%	36 47%	17 37%	50 48%	34 40%	33 35%	34 47%	26 50%	34 44%	59 43%	80 51%	36 39%	10 34%
Not at all	297 29%	86 25%	100 30%	111 33%	171 35%	126 23%	152 31%	145 28%	208 28%	54 31%	18 30%	17 36%	175 30%	81 26%	34 30%	7 32%	19 25%	13 28%	36 35%	23 27%	26 28%	20 27%	14 27%	22 29%	35 26%	45 28%	32 34%	12 41%
NET: Not very much/Not at all	746 73%	243 70%	249 74%	254 75%	372 77%	374 70%	367 74%	379 72%	528 71%	131 74%	43 72%	44 94%	419 73%	229 74%	80 71%	18 82%	55 72%	30 65%	86 83%	57 66%	59 63%	54 74%	40 77%	56 73%	94 69%	125 79%	68 73%	22 76%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 77

Q.12c To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Set up your own business: Charities

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	277	7	13	12	17	4	11	17	8	14	34	13	1	3	3	67	5	13	6	6	7	16
	27%	25%	31%	32%	34%	31%	41%	22%	20%	26%	41%	35%	8%	14%	15%	29%	15%	24%	33%	19%	23%	20%
A great deal	48	2	1	3	3	1	3	3	1	1	7	4	-	1	-	11	1	-	-	2	2	2
	5%	7%	2%	8%	6%	8%	11%	4%	2%	2%	8%	11%	-	5%	-	5%	3%	-	-	6%	7%	2%
A fair amount	229	5	12	9	14	3	8	14	7	13	27	9	1	2	3	56	4	13	6	4	5	14
	22%	18%	29%	24%	28%	23%	30%	18%	17%	25%	33%	24%	8%	10%	15%	24%	12%	24%	33%	13%	17%	17%
Not very much	449	14	18	14	22	5	9	30	25	24	26	14	6	12	11	101	19	22	6	16	11	44
	44%	50%	43%	38%	44%	38%	33%	39%	61%	45%	31%	38%	46%	57%	55%	43%	58%	41%	33%	50%	37%	54%
Not at all	297	7	11	11	11	4	7	30	8	15	23	10	6	6	6	65	9	19	6	10	12	21
	29%	25%	26%	30%	22%	31%	26%	39%	20%	28%	28%	27%	46%	29%	30%	28%	27%	35%	33%	31%	40%	26%
NET: Not very much/Not at all	746	21	29	25	33	9	16	60	33	39	49	24	12	18	17	166	28	41	12	26	23	65
	73%	75%	69%	68%	66%	69%	59%	78%	80%	74%	59%	65%	92%	86%	85%	71%	85%	76%	67%	81%	77%	80%

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 78

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: SUMMARY TABLE

Base: All respondents

	<u>Me</u>	<u>My family</u>	<u>Friends</u>	<u>Society</u>	<u>Government</u>	<u>Business</u>	<u>Charities</u>
Base	1023	1023	1023	1023	1023	1023	1023
NET: A great deal/fair amount	971 95%	868 85%	710 69%	799 78%	711 70%	326 32%	382 37%
A great deal	767 75%	386 38%	227 22%	289 28%	286 28%	75 7%	63 6%
A fair amount	204 20%	482 47%	483 47%	510 50%	425 42%	251 25%	319 31%
Not very much	38 4%	115 11%	246 24%	162 16%	205 20%	422 41%	403 39%
Not at all	14 1%	40 4%	67 7%	62 6%	107 10%	275 27%	238 23%
NET: Not very much/Not at all	52 5%	155 15%	313 31%	224 22%	312 30%	697 68%	641 63%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 79

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Me

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	971 95%	330 95%	321 95%	320 95%	459 94%	512 95%	470 94%	501 95%	706 96%	165 93%	57 95%	43 91%	549 95%	295 95%	105 93%	22 100%	75 99%	44 96%	100 96%	80 93%	90 97%	67 92%	49 94%	73 95%	127 93%	150 95%	88 95%	28 97%
A great deal	767 75%	264 76%	253 75%	250 74%	353 73%	414 77%	367 74%	400 76%	561 76%	130 73%	49 82%	27 57%	429 74%	235 76%	87 77%	16 73%	56 74%	33 72%	71 68%	63 73%	74 80%	56 77%	41 79%	59 77%	93 68%	123 78%	72 77%	26 90%
A fair amount	204 20%	66 19%	68 20%	70 21%	106 22%	98 18%	103 21%	101 19%	145 20%	35 20%	8 13%	16 34%	120 21%	60 19%	18 16%	6 27%	19 25%	11 24%	29 28%	17 20%	16 17%	11 15%	8 15%	14 18%	34 25%	27 17%	16 17%	2 7%
Not very much	38 4%	12 3%	13 4%	13 4%	18 4%	20 4%	21 4%	17 3%	24 3%	9 5%	2 3%	3 6%	19 3%	12 4%	7 6%	- -	1 1%	2 4%	2 2%	5 6%	- -	6 8%	1 2%	2 3%	6 4%	7 4%	5 5%	1 3%
Not at all	14 1%	5 1%	4 1%	5 1%	9 2%	5 1%	7 1%	7 1%	9 1%	3 2%	1 2%	1 2%	9 2%	4 1%	1 1%	- -	- -	- -	2 2%	1 1%	3 3%	- -	2 4%	2 3%	3 2%	1 1%	- -	- -
NET: Not very much/Not at all	52 5%	17 5%	17 5%	18 5%	27 6%	25 5%	28 6%	24 5%	33 4%	12 7%	3 5%	4 9%	28 5%	16 5%	8 7%	- -	1 1%	2 4%	4 4%	6 7%	3 3%	6 8%	3 6%	4 5%	9 7%	8 5%	5 5%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 79

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Me

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	971	28	41	35	48	11	25	72	41	49	80	35	13	20	17	216	32	52	18	29	29	80
	95%	100%	98%	95%	96%	85%	93%	94%	100%	92%	96%	95%	100%	95%	85%	93%	97%	96%	100%	91%	97%	99%
A great deal	767	21	31	27	40	8	18	58	28	42	64	28	11	18	16	165	26	44	11	25	27	59
	75%	75%	74%	73%	80%	62%	67%	75%	68%	79%	77%	76%	85%	86%	80%	71%	79%	81%	61%	78%	90%	73%
A fair amount	204	7	10	8	8	3	7	14	13	7	16	7	2	2	1	51	6	8	7	4	2	21
	20%	25%	24%	22%	16%	23%	26%	18%	32%	13%	19%	19%	15%	10%	5%	22%	18%	15%	39%	13%	7%	26%
Not very much	38	-	1	2	2	1	2	3	-	4	-	-	-	1	3	13	1	2	-	1	1	1
	4%	-	2%	5%	4%	8%	7%	4%	-	8%	-	-	-	5%	15%	6%	3%	4%	-	3%	3%	1%
Not at all	14	-	-	-	-	1	-	2	-	-	3	2	-	-	-	4	-	-	-	2	-	-
	1%	-	-	-	-	8%	-	3%	-	-	4%	5%	-	-	2%	-	-	-	6%	-	-	-
NET: Not very much/Not at all	52	-	1	2	2	2	5	-	4	3	2	-	1	3	17	1	2	-	3	1	1	
	5%	-	2%	5%	4%	15%	7%	6%	-	8%	4%	5%	-	5%	15%	7%	3%	4%	-	9%	3%	1%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 80
Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Live a healthy lifestyle: My family
Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	868 85%	306 88%	290 86%	272 80%	387 80%	481 90%	427 86%	441 84%	637 86%	136 77%	55 92%	40 85%	480 83%	272 87%	98 87%	18 82%	62 82%	41 89%	84 81%	75 87%	82 88%	64 88%	45 87%	64 83%	105 77%	137 87%	84 90%	25 86%
A great deal	386 38%	159 46%	124 37%	103 30%	160 33%	226 42%	178 36%	208 40%	299 40%	50 28%	26 43%	11 23%	212 37%	124 40%	42 37%	8 36%	29 38%	20 43%	31 30%	35 41%	36 39%	24 33%	25 48%	27 35%	45 33%	64 41%	39 42%	11 38%
A fair amount	482 47%	147 42%	166 49%	169 50%	227 47%	255 47%	249 50%	233 44%	338 46%	86 49%	29 48%	29 62%	268 46%	148 48%	56 50%	10 45%	33 43%	21 46%	53 51%	40 47%	46 49%	40 55%	20 38%	37 48%	60 44%	73 46%	45 48%	14 48%
Not very much	115 11%	33 10%	37 11%	45 13%	68 14%	47 9%	58 12%	57 11%	75 10%	30 17%	4 7%	6 13%	69 12%	30 10%	13 12%	3 14%	12 16%	4 9%	17 16%	9 10%	7 8%	7 10%	3 6%	8 10%	22 16%	16 10%	8 9%	2 7%
Not at all	40 4%	8 2%	11 3%	21 6%	31 6%	9 2%	13 3%	27 5%	27 4%	11 6%	1 2%	1 2%	28 5%	9 3%	2 2%	1 5%	2 3%	1 2%	3 3%	2 2%	4 4%	2 3%	4 8%	5 6%	9 7%	5 3%	1 1%	2 7%
NET: Not very much/Not at all	155 15%	41 12%	48 14%	66 20%	99 20%	56 10%	71 14%	84 16%	102 14%	41 23%	5 8%	7 15%	97 17%	39 13%	15 13%	4 18%	14 18%	5 11%	20 19%	11 13%	11 12%	9 12%	7 13%	13 17%	31 23%	21 13%	9 10%	4 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 80
Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Live a healthy lifestyle: My family
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	868	24	33	32	45	11	24	59	36	48	73	32	10	16	15	192	29	48	18	27	26	70
	85%	86%	79%	86%	90%	85%	89%	77%	88%	91%	88%	86%	77%	76%	75%	82%	88%	89%	100%	84%	87%	86%
A great deal	386	8	19	18	23	3	9	25	15	17	31	12	6	7	3	85	11	23	10	14	12	35
	38%	29%	45%	49%	46%	23%	33%	32%	37%	32%	37%	32%	46%	33%	15%	36%	33%	43%	56%	44%	40%	43%
A fair amount	482	16	14	14	22	8	15	34	21	31	42	20	4	9	12	107	18	25	8	13	14	35
	47%	57%	33%	38%	44%	62%	56%	44%	51%	58%	51%	54%	31%	43%	60%	46%	55%	46%	44%	41%	47%	43%
Not very much	115	3	8	4	4	1	3	15	4	4	5	4	3	4	4	27	3	5	-	2	2	10
	11%	11%	19%	11%	8%	8%	11%	19%	10%	8%	6%	11%	23%	19%	20%	12%	9%	9%	-	6%	7%	12%
Not at all	40	1	1	1	1	1	-	3	1	1	5	1	-	1	1	14	1	1	-	3	2	1
	4%	4%	2%	3%	2%	8%	-	4%	2%	2%	6%	3%	-	5%	5%	6%	3%	2%	-	9%	7%	1%
NET: Not very much/Not at all	155	4	9	5	5	2	3	18	5	5	10	5	3	5	5	41	4	6	-	5	4	11
	15%	14%	21%	14%	10%	15%	11%	23%	12%	9%	12%	14%	23%	24%	25%	18%	12%	11%	-	16%	13%	14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 81

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	710 69%	238 69%	237 70%	235 70%	337 69%	373 69%	352 71%	358 68%	512 69%	118 67%	45 75%	35 74%	393 68%	224 72%	76 67%	17 77%	52 68%	30 65%	63 61%	58 67%	68 73%	50 68%	38 73%	58 75%	86 63%	119 75%	67 72%	21 72%
A great deal	227 22%	83 24%	73 22%	71 21%	114 23%	113 21%	115 23%	112 21%	170 23%	37 21%	14 23%	6 13%	129 22%	72 23%	22 19%	4 18%	14 18%	8 17%	18 17%	17 20%	19 20%	16 22%	18 35%	19 25%	31 23%	41 26%	17 18%	9 31%
A fair amount	483 47%	155 45%	164 49%	164 49%	223 46%	260 48%	237 48%	246 47%	342 46%	81 46%	31 52%	29 62%	264 46%	152 49%	54 48%	13 59%	38 50%	22 48%	45 43%	41 48%	49 53%	34 47%	20 38%	39 51%	55 40%	78 49%	50 54%	12 41%
Not very much	246 24%	89 26%	81 24%	76 22%	109 22%	137 26%	122 24%	124 24%	177 24%	47 27%	12 20%	10 21%	134 23%	72 23%	35 31%	5 23%	22 29%	12 26%	32 31%	23 27%	18 19%	19 26%	8 15%	14 18%	39 29%	31 20%	22 24%	6 21%
Not at all	67 7%	20 6%	20 6%	27 8%	40 8%	27 5%	24 5%	43 8%	50 7%	12 7%	3 5%	2 4%	50 9%	15 5%	2 2%	-	2 3%	4 9%	9 9%	5 6%	7 8%	4 5%	6 12%	5 6%	11 8%	8 5%	4 4%	2 7%
NET: Not very much/Not at all	313 31%	109 31%	101 30%	103 30%	149 31%	164 31%	146 29%	167 32%	227 31%	59 33%	15 25%	12 26%	184 32%	87 28%	37 33%	5 23%	24 32%	16 35%	41 39%	28 33%	25 27%	23 32%	14 27%	19 25%	50 37%	39 25%	26 28%	8 28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 81

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	710 69%	18 64%	29 69%	23 62%	36 72%	7 54%	18 67%	44 57%	30 73%	39 74%	64 77%	29 78%	8 62%	18 86%	12 60%	159 68%	27 82%	39 72%	15 83%	22 69%	22 73%	51 63%
A great deal	227 22%	4 14%	10 24%	8 22%	10 20%	- -	7 26%	15 19%	9 22%	11 21%	16 19%	9 24%	2 15%	8 38%	- -	51 22%	8 24%	13 24%	4 22%	11 34%	10 33%	21 26%
A fair amount	483 47%	14 50%	19 45%	15 41%	26 52%	7 54%	11 41%	29 38%	21 51%	28 53%	48 58%	20 54%	6 46%	10 48%	12 60%	108 46%	19 58%	26 48%	11 61%	11 34%	12 40%	30 37%
Not very much	246 24%	9 32%	12 29%	10 27%	12 24%	5 38%	7 26%	27 35%	7 17%	10 19%	13 16%	6 16%	5 38%	2 10%	6 30%	59 25%	3 9%	12 22%	3 17%	6 19%	6 20%	26 32%
Not at all	67 7%	1 4%	1 2%	4 11%	2 4%	1 8%	2 7%	6 8%	4 10%	4 8%	6 7%	2 5%	- -	1 5%	2 10%	15 6%	3 9%	3 6%	- -	4 13%	2 7%	4 5%
NET: Not very much/Not at all	313 31%	10 36%	13 31%	14 38%	14 28%	6 46%	9 33%	33 43%	11 27%	14 26%	19 23%	8 22%	5 38%	3 14%	8 40%	74 32%	6 18%	15 28%	3 17%	10 31%	8 27%	30 37%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 82

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Society

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	799 78%	289 83%	254 75%	256 76%	360 74%	439 82%	389 78%	410 78%	589 80%	133 75%	49 82%	28 60%	447 77%	243 78%	93 82%	16 73%	61 80%	36 78%	77 74%	63 73%	75 81%	63 86%	45 87%	62 81%	100 74%	121 77%	72 77%	24 83%
A great deal	289 28%	113 33%	93 28%	83 25%	120 25%	169 31%	129 26%	160 30%	213 29%	48 27%	18 30%	10 21%	168 29%	86 28%	29 26%	6 27%	21 28%	11 24%	28 27%	27 31%	28 30%	24 33%	22 42%	16 21%	37 27%	46 29%	20 22%	9 31%
A fair amount	510 50%	176 51%	161 48%	173 51%	240 49%	270 50%	260 52%	250 48%	376 51%	85 48%	31 52%	18 38%	279 48%	157 50%	64 57%	10 45%	40 53%	25 54%	49 47%	36 42%	47 51%	39 53%	23 44%	46 60%	63 46%	75 47%	52 56%	15 52%
Not very much	162 16%	43 12%	63 19%	56 17%	83 17%	79 15%	84 17%	78 15%	111 15%	31 18%	6 10%	14 30%	92 16%	48 15%	16 14%	6 27%	10 13%	9 20%	15 14%	18 21%	12 13%	7 10%	5 10%	9 12%	26 19%	32 20%	16 17%	3 10%
Not at all	62 6%	15 4%	21 6%	26 8%	43 9%	19 4%	25 5%	37 7%	39 5%	13 7%	5 8%	5 11%	38 7%	20 6%	4 4%	- -	5 7%	1 2%	12 12%	5 6%	6 6%	3 4%	2 4%	6 8%	10 7%	5 3%	5 5%	2 7%
NET: Not very much/Not at all	224 22%	58 17%	84 25%	82 24%	126 26%	98 18%	109 22%	115 22%	150 20%	44 25%	11 18%	19 40%	130 23%	68 22%	20 18%	6 27%	15 20%	10 22%	27 26%	23 27%	18 19%	10 14%	7 13%	15 19%	36 26%	37 23%	21 23%	5 17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 82

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Society

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	799	21	34	28	35	11	22	55	33	46	70	29	11	17	14	176	23	43	14	26	24	67
	78%	75%	81%	76%	70%	85%	81%	71%	80%	87%	84%	78%	85%	81%	70%	76%	70%	80%	78%	81%	80%	83%
A great deal	289	6	14	11	15	4	11	21	13	18	21	9	4	8	-	63	7	15	4	14	9	22
	28%	21%	33%	30%	30%	31%	41%	27%	32%	34%	25%	24%	31%	38%	-	27%	21%	28%	22%	44%	30%	27%
A fair amount	510	15	20	17	20	7	11	34	20	28	49	20	7	9	14	113	16	28	10	12	15	45
	50%	54%	48%	46%	40%	54%	41%	44%	49%	53%	59%	54%	54%	43%	70%	48%	48%	52%	56%	38%	50%	56%
Not very much	162	5	5	8	11	2	4	12	6	4	8	6	2	3	5	43	8	9	3	4	3	11
	16%	18%	12%	22%	22%	15%	15%	16%	15%	8%	10%	16%	15%	14%	25%	18%	24%	17%	17%	13%	10%	14%
Not at all	62	2	3	1	4	-	1	10	2	3	5	2	-	1	1	14	2	2	1	2	3	3
	6%	7%	7%	3%	8%	-	4%	13%	5%	6%	6%	5%	-	5%	5%	6%	6%	4%	6%	6%	10%	4%
NET: Not very much/Not at all	224	7	8	9	15	2	5	22	8	7	13	8	2	4	6	57	10	11	4	6	6	14
	22%	25%	19%	24%	30%	15%	19%	29%	20%	13%	16%	22%	15%	19%	30%	24%	30%	20%	22%	19%	20%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 83

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Government

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	711 70%	260 75%	226 67%	225 67%	320 66%	391 73%	345 69%	366 70%	523 71%	117 66%	43 72%	28 60%	390 68%	222 71%	87 77%	12 55%	52 68%	36 78%	70 67%	66 77%	61 66%	53 73%	41 79%	57 74%	94 69%	99 63%	64 69%	18 62%
A great deal	286 28%	112 32%	85 25%	89 26%	127 26%	159 30%	134 27%	152 29%	210 28%	50 28%	19 32%	7 15%	166 29%	85 27%	31 27%	4 18%	19 25%	15 33%	30 29%	26 30%	26 28%	21 29%	25 48%	20 26%	39 29%	39 25%	21 23%	5 17%
A fair amount	425 42%	148 43%	141 42%	136 40%	193 40%	232 43%	211 42%	214 41%	313 42%	67 38%	24 40%	21 45%	224 39%	137 44%	56 50%	8 36%	33 43%	21 46%	40 38%	40 47%	35 38%	32 44%	16 31%	37 48%	55 40%	60 38%	43 46%	13 45%
Not very much	205 20%	60 17%	70 21%	75 22%	102 21%	103 19%	103 21%	102 19%	142 19%	39 22%	11 18%	13 28%	119 21%	58 19%	20 18%	8 36%	17 22%	7 15%	16 15%	14 16%	22 24%	15 21%	6 12%	10 13%	31 23%	41 26%	20 22%	6 21%
Not at all	107 10%	27 8%	42 12%	38 11%	64 13%	43 8%	50 10%	57 11%	74 10%	21 12%	6 10%	6 13%	68 12%	31 10%	6 5%	2 9%	7 9%	3 7%	18 17%	6 7%	10 11%	5 7%	5 10%	10 13%	11 8%	18 11%	9 10%	5 17%
NET: Not very much/Not at all	312 30%	87 25%	112 33%	113 33%	166 34%	146 27%	153 31%	159 30%	216 29%	60 34%	17 28%	19 40%	187 32%	89 29%	26 23%	10 45%	24 32%	10 22%	34 33%	20 23%	32 34%	20 27%	11 21%	20 26%	42 31%	59 37%	29 31%	11 38%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 83
Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Live a healthy lifestyle: Government
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	711	20	26	29	38	10	23	49	30	37	57	28	8	12	10	160	23	40	10	26	18	57
	70%	71%	62%	78%	76%	77%	85%	64%	73%	70%	69%	76%	62%	57%	50%	69%	70%	74%	56%	81%	60%	70%
A great deal	286	7	10	11	18	3	10	20	13	14	25	10	3	7	2	63	8	14	4	15	5	24
	28%	25%	24%	30%	36%	23%	37%	26%	32%	26%	30%	27%	23%	33%	10%	27%	24%	26%	22%	47%	17%	30%
A fair amount	425	13	16	18	20	7	13	29	17	23	32	18	5	5	8	97	15	26	6	11	13	33
	42%	46%	38%	49%	40%	54%	48%	38%	41%	43%	39%	49%	38%	24%	40%	42%	45%	48%	33%	34%	43%	41%
Not very much	205	7	10	5	7	3	3	13	7	10	16	5	4	5	8	53	7	9	6	3	6	18
	20%	25%	24%	14%	14%	23%	11%	17%	17%	19%	19%	14%	31%	24%	40%	23%	21%	17%	33%	9%	20%	22%
Not at all	107	1	6	3	5	-	1	15	4	6	10	4	1	4	2	20	3	5	2	3	6	6
	10%	4%	14%	8%	10%	-	4%	19%	10%	11%	12%	11%	8%	19%	10%	9%	9%	11%	9%	9%	20%	7%
NET: Not very much/Not at all	312	8	16	8	12	3	4	28	11	16	26	9	5	9	10	73	10	14	8	6	12	24
	30%	29%	38%	22%	24%	23%	15%	36%	27%	30%	31%	24%	38%	43%	50%	31%	30%	26%	44%	19%	40%	30%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 84

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Business

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	326 32%	116 33%	100 30%	110 33%	151 31%	175 33%	160 32%	166 32%	233 32%	62 35%	23 38%	8 17%	187 32%	102 33%	35 31%	2 9%	29 38%	18 39%	39 38%	31 36%	34 37%	20 27%	16 31%	24 31%	44 32%	41 26%	22 24%	8 28%
A great deal	75 7%	29 8%	22 7%	24 7%	38 8%	37 7%	35 7%	40 8%	60 8%	12 7%	2 3%	1 2%	40 7%	26 8%	8 7%	1 5%	7 9%	3 7%	11 11%	7 8%	8 9%	4 5%	7 13%	4 5%	13 10%	7 4%	1 1%	3 10%
A fair amount	251 25%	87 25%	78 23%	86 25%	113 23%	138 26%	125 25%	126 24%	173 23%	50 28%	21 35%	7 15%	147 25%	76 24%	27 24%	1 5%	22 29%	15 33%	28 27%	24 28%	26 28%	16 22%	9 17%	20 26%	31 23%	34 22%	21 23%	5 17%
Not very much	422 41%	150 43%	144 43%	128 38%	191 39%	231 43%	208 42%	214 41%	307 42%	69 39%	23 38%	23 49%	231 40%	132 42%	46 41%	13 59%	32 42%	17 37%	29 28%	35 41%	39 42%	34 47%	23 44%	35 45%	54 40%	68 43%	45 48%	11 38%
Not at all	275 27%	81 23%	94 28%	100 30%	144 30%	131 24%	130 26%	145 28%	199 27%	46 26%	14 23%	16 34%	159 28%	77 25%	32 28%	7 32%	15 20%	11 24%	36 35%	20 23%	20 22%	19 26%	13 25%	18 23%	38 28%	49 31%	26 28%	10 34%
NET: Not very much/Not at all	697 68%	231 67%	238 70%	228 67%	335 69%	362 67%	338 68%	359 68%	506 68%	115 65%	37 62%	39 83%	390 68%	209 67%	78 69%	20 91%	47 62%	28 61%	65 63%	55 64%	59 63%	53 73%	36 69%	53 69%	92 68%	117 74%	71 76%	21 72%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 84
Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...
Live a healthy lifestyle: Business
Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	326	11	14	13	17	3	13	31	12	15	31	13	2	7	2	66	6	16	6	8	8	32
	32%	39%	33%	35%	34%	23%	48%	40%	29%	28%	37%	35%	15%	33%	10%	28%	18%	30%	33%	25%	27%	40%
A great deal	75	4	2	2	4	-	4	10	3	2	7	3	1	2	-	15	-	1	1	3	3	8
	7%	14%	5%	5%	8%	-	15%	13%	7%	4%	8%	8%	8%	10%	-	6%	-	2%	6%	9%	10%	10%
A fair amount	251	7	12	11	13	3	9	21	9	13	24	10	1	5	2	51	6	15	5	5	5	24
	25%	25%	29%	30%	26%	23%	33%	27%	22%	25%	29%	27%	8%	24%	10%	22%	18%	28%	28%	16%	17%	30%
Not very much	422	11	21	14	19	7	9	20	16	24	33	18	6	7	8	103	17	23	9	15	11	31
	41%	39%	50%	38%	38%	54%	33%	26%	39%	45%	40%	49%	46%	33%	40%	44%	52%	43%	50%	47%	37%	38%
Not at all	275	6	7	10	14	3	5	26	13	14	19	6	5	7	10	64	10	15	3	9	11	18
	27%	21%	17%	27%	28%	23%	19%	34%	32%	26%	23%	16%	38%	33%	50%	27%	30%	28%	17%	28%	37%	22%
NET: Not very much/Not at all	697	17	28	24	33	10	14	46	29	38	52	24	11	14	18	167	27	38	12	24	22	49
	68%	61%	67%	65%	66%	77%	52%	60%	71%	72%	63%	65%	85%	67%	90%	72%	82%	70%	67%	75%	73%	60%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 85

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Charities

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	382 37%	139 40%	122 36%	121 36%	172 35%	210 39%	190 38%	192 37%	278 38%	61 34%	26 43%	17 36%	208 36%	123 40%	46 41%	5 23%	28 37%	23 50%	34 33%	40 47%	34 37%	25 34%	25 48%	28 36%	55 40%	55 35%	26 28%	9 31%
A great deal	63 6%	26 7%	18 5%	19 6%	28 6%	35 7%	27 5%	36 7%	49 7%	8 5%	5 8%	1 2%	39 7%	15 5%	8 7%	1 5%	6 8%	3 7%	4 4%	6 7%	4 4%	5 7%	5 10%	3 4%	14 10%	8 5%	2 2%	3 10%
A fair amount	319 31%	113 33%	104 31%	102 30%	144 30%	175 33%	163 33%	156 30%	229 31%	53 30%	21 35%	16 34%	169 29%	108 35%	38 34%	4 18%	22 29%	20 43%	30 29%	34 40%	30 32%	20 27%	20 38%	25 32%	41 30%	47 30%	24 26%	6 21%
Not very much	403 39%	138 40%	140 41%	125 37%	176 36%	227 42%	189 38%	214 41%	299 40%	71 40%	20 33%	13 28%	231 40%	123 40%	40 35%	9 41%	33 43%	15 33%	40 38%	32 37%	36 39%	34 47%	17 33%	28 36%	48 35%	70 44%	40 43%	10 34%
Not at all	238 23%	70 20%	76 22%	92 27%	138 28%	100 19%	119 24%	119 23%	162 22%	45 25%	14 23%	17 36%	138 24%	65 21%	27 24%	8 36%	15 20%	8 17%	30 29%	14 16%	23 25%	14 19%	10 19%	21 27%	33 24%	33 21%	27 29%	10 34%
NET: Not very much/Not at all	641 63%	208 60%	216 64%	217 64%	314 65%	327 61%	308 62%	333 63%	461 62%	116 66%	34 57%	30 64%	369 64%	188 60%	67 59%	17 77%	48 63%	23 50%	70 67%	46 53%	59 63%	48 66%	27 52%	49 64%	81 60%	103 65%	67 72%	20 69%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 85

Q.12d To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Live a healthy lifestyle: Charities

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	382 37%	14 50%	12 29%	18 49%	23 46%	4 31%	14 52%	27 35%	16 39%	16 30%	34 41%	16 43%	5 38%	9 43%	4 20%	85 36%	10 30%	14 26%	8 44%	15 47%	9 30%	29 36%
A great deal	63 6%	4 14%	1 2%	2 5%	3 6%	-	4 15%	4 5%	2 5%	4 8%	5 6%	3 8%	1 8%	2 10%	-	15 6%	-	1 2%	1 6%	2 6%	3 10%	6 7%
A fair amount	319 31%	10 36%	11 26%	16 43%	20 40%	4 31%	10 37%	23 30%	14 34%	12 23%	29 35%	13 35%	4 31%	7 33%	4 20%	70 30%	10 30%	13 24%	7 39%	13 41%	6 20%	23 28%
Not very much	403 39%	9 32%	22 52%	10 27%	19 38%	8 62%	7 26%	29 38%	15 37%	25 47%	29 35%	11 30%	6 46%	6 29%	9 45%	96 41%	16 48%	21 39%	8 44%	9 28%	11 37%	37 46%
Not at all	238 23%	5 18%	8 19%	9 24%	8 16%	1 8%	6 22%	21 27%	10 24%	12 23%	20 24%	10 27%	2 15%	6 29%	7 35%	52 22%	7 21%	19 35%	2 11%	8 25%	10 33%	15 19%
NET: Not very much/Not at all	641 63%	14 50%	30 71%	19 51%	27 54%	9 69%	13 48%	50 65%	25 61%	37 70%	49 59%	21 57%	8 62%	12 57%	16 80%	148 64%	23 70%	40 74%	10 56%	17 53%	21 70%	52 64%

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 86

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: SUMMARY TABLE

Base: All respondents

	<u>Me</u>	<u>My family</u>	<u>Friends</u>	<u>Society</u>	<u>Government</u>	<u>Business</u>	<u>Charities</u>
Base	1023	1023	1023	1023	1023	1023	1023
NET: A great deal/fair amount	969 95%	852 83%	711 70%	762 74%	678 66%	307 30%	342 33%
A great deal	757 74%	334 33%	231 23%	246 24%	250 24%	56 5%	66 6%
A fair amount	212 21%	518 51%	480 47%	516 50%	428 42%	251 25%	276 27%
Not very much	41 4%	132 13%	238 23%	191 19%	221 22%	442 43%	427 42%
Not at all	13 1%	39 4%	74 7%	70 7%	124 12%	274 27%	254 25%
NET: Not very much/Not at all	54 5%	171 17%	312 30%	261 26%	345 34%	716 70%	681 67%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 87

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Me

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independent from parents	Stu- dent	Work- ing full time	Work- ing part time	Not work- ing	Urban	Town and Fringe	Vill- age	Hamlet & Isol- ated Dwell- ing	Scot- land	North East	North West	Yorks. & Humber	West Mid- lands	East Mid- lands	Wales	Easter n	London	South East	South West	N. Ire- land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	969 95%	331 95%	322 95%	316 93%	459 94%	510 95%	466 94%	503 96%	706 96%	165 93%	56 93%	42 89%	550 95%	295 95%	102 90%	22 100%	73 96%	42 91%	101 97%	76 88%	91 98%	69 95%	49 94%	71 92%	126 93%	151 96%	91 98%	29 100%
A great deal	757 74%	263 76%	253 75%	241 71%	348 72%	409 76%	357 72%	400 76%	554 75%	135 76%	48 80%	20 43%	428 74%	228 73%	84 74%	17 77%	57 75%	33 72%	72 69%	53 62%	76 82%	52 71%	40 77%	55 71%	94 69%	124 78%	76 82%	25 86%
A fair amount	212 21%	68 20%	69 20%	75 22%	111 23%	101 19%	109 22%	103 20%	152 21%	30 17%	8 13%	22 47%	122 21%	67 22%	18 16%	5 23%	16 21%	9 20%	29 28%	23 27%	15 16%	17 23%	9 17%	16 21%	32 24%	27 17%	15 16%	4 14%
Not very much	41 4%	13 4%	10 3%	18 5%	19 4%	22 4%	25 5%	16 3%	24 3%	10 6%	3 5%	4 9%	20 3%	12 4%	9 8%	- -	3 4%	3 7%	2 2%	10 12%	- -	4 5%	2 4%	4 5%	7 5%	5 3%	1 1%	- -
Not at all	13 1%	3 1%	6 2%	4 1%	8 2%	5 1%	7 1%	6 1%	9 1%	2 1%	1 2%	1 2%	7 1%	4 1%	2 2%	- -	- -	1 2%	1 1%	- -	2 2%	- -	1 2%	2 3%	3 2%	2 1%	1 1%	- -
NET: Not very much/Not at all	54 5%	16 5%	16 5%	22 7%	27 6%	27 5%	32 6%	22 4%	33 4%	12 7%	4 7%	5 11%	27 5%	16 5%	11 10%	- -	3 4%	4 9%	3 3%	10 12%	2 2%	4 5%	3 6%	6 8%	10 7%	7 4%	2 2%	- -

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 87

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Me

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	969 95%	27 96%	40 95%	33 89%	46 92%	10 77%	25 93%	75 97%	38 93%	51 96%	80 96%	33 89%	13 100%	20 95%	18 90%	217 93%	32 97%	53 98%	18 100%	30 94%	30 100%	80 99%
A great deal	757 74%	20 71%	33 79%	27 73%	33 66%	8 62%	16 59%	55 71%	29 71%	41 77%	66 80%	25 68%	12 92%	19 90%	17 85%	161 69%	25 76%	45 83%	14 78%	25 78%	26 87%	60 74%
A fair amount	212 21%	7 25%	7 17%	6 16%	13 26%	2 15%	9 33%	20 26%	9 22%	10 19%	14 17%	8 22%	1 8%	1 5%	1 5%	56 24%	7 21%	8 15%	4 22%	5 16%	4 13%	20 25%
Not very much	41 4%	1 4%	2 5%	3 8%	4 8%	3 23%	2 7%	1 1%	3 7%	2 4%	1 1%	2 5%	- -	1 5%	1 5%	12 5%	1 3%	- -	- -	1 3%	- -	1 1%
Not at all	13 1%	- -	- -	1 3%	- -	- -	- -	1 1%	- -	- -	2 2%	2 5%	- -	- -	1 5%	4 2%	- -	1 2%	- -	1 3%	- -	- -
NET: Not very much/Not at all	54 5%	1 4%	2 5%	4 11%	4 8%	3 23%	2 7%	2 3%	3 7%	2 4%	3 4%	4 11%	- -	1 5%	2 10%	16 7%	1 3%	1 2%	- -	2 6%	- -	1 1%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 88

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: My family

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	852 83%	307 88%	285 84%	260 77%	383 79%	469 87%	425 85%	427 81%	632 86%	129 73%	52 87%	39 83%	474 82%	269 86%	90 80%	19 86%	63 83%	42 91%	85 82%	70 81%	83 89%	64 88%	44 85%	63 82%	107 79%	127 80%	78 84%	26 90%
A great deal	334 33%	137 39%	114 34%	83 25%	143 29%	191 36%	163 33%	171 33%	259 35%	49 28%	19 32%	7 15%	191 33%	98 32%	37 33%	8 36%	27 36%	18 39%	25 24%	26 30%	34 37%	23 32%	23 44%	20 26%	44 32%	55 35%	29 31%	10 34%
A fair amount	518 51%	170 49%	171 51%	177 52%	240 49%	278 52%	262 53%	256 49%	373 50%	80 45%	33 55%	32 68%	283 49%	171 55%	53 47%	11 50%	36 47%	24 52%	60 58%	44 51%	49 53%	41 56%	21 40%	43 56%	63 46%	72 46%	49 53%	16 55%
Not very much	132 13%	34 10%	42 12%	56 17%	72 15%	60 11%	59 12%	73 14%	79 11%	39 22%	7 12%	7 15%	75 13%	34 11%	21 19%	2 9%	11 14%	4 9%	17 16%	14 16%	6 6%	7 10%	4 8%	10 13%	20 15%	25 16%	13 14%	1 3%
Not at all	39 4%	6 2%	11 3%	22 7%	31 6%	8 1%	14 3%	25 5%	28 4%	9 5%	1 2%	1 2%	28 5%	8 3%	2 2%	1 5%	2 3%	- -	2 2%	2 2%	4 4%	2 3%	4 8%	4 5%	9 7%	6 4%	2 2%	2 7%
NET: Not very much/Not at all	171 17%	40 12%	53 16%	78 23%	103 21%	68 13%	73 15%	98 19%	107 14%	48 27%	8 13%	8 17%	103 18%	42 14%	23 20%	3 14%	13 17%	4 9%	19 18%	16 19%	10 11%	9 12%	8 15%	14 18%	29 21%	31 20%	15 16%	3 10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 88

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: My family

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	852 83%	25 89%	33 79%	32 86%	42 84%	11 85%	21 78%	61 79%	35 85%	47 89%	74 89%	32 86%	10 77%	17 81%	15 75%	186 80%	23 70%	44 81%	17 94%	27 84%	27 90%	73 90%
A great deal	334 33%	9 32%	16 38%	14 38%	14 28%	5 38%	6 22%	23 30%	11 27%	18 34%	32 39%	10 27%	7 54%	7 33%	3 15%	71 30%	9 27%	15 28%	9 50%	12 38%	11 37%	32 40%
A fair amount	518 51%	16 57%	17 40%	18 49%	28 56%	6 46%	15 56%	38 49%	24 59%	29 55%	42 51%	22 59%	3 23%	10 48%	12 60%	115 49%	14 42%	29 54%	8 44%	15 47%	16 53%	41 51%
Not very much	132 13%	2 7%	8 19%	5 14%	7 14%	2 15%	5 19%	14 18%	5 12%	4 8%	5 6%	4 11%	3 23%	3 14%	3 15%	33 14%	9 27%	8 15%	1 6%	2 6%	1 3%	8 10%
Not at all	39 4%	1 4%	1 2%	- -	1 2%	- -	1 4%	2 3%	1 2%	2 4%	4 5%	1 3%	- -	1 5%	2 10%	14 6%	1 3%	2 4%	- -	3 9%	2 7%	- -
NET: Not very much/Not at all	171 17%	3 11%	9 21%	5 14%	8 16%	2 15%	6 22%	16 21%	6 15%	6 11%	9 11%	5 14%	3 23%	4 19%	5 25%	47 20%	10 30%	10 19%	1 6%	5 16%	3 10%	8 10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 89

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Friends

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	711 70%	243 70%	243 72%	225 67%	339 70%	372 69%	352 71%	359 68%	524 71%	110 62%	43 72%	34 72%	399 69%	217 70%	78 69%	17 77%	54 71%	33 72%	64 62%	57 66%	67 72%	52 71%	37 71%	58 75%	86 63%	110 70%	71 76%	22 76%
A great deal	231 23%	80 23%	73 22%	78 23%	120 25%	111 21%	111 22%	120 23%	170 23%	41 23%	11 18%	9 19%	134 23%	73 23%	20 18%	4 18%	19 25%	12 26%	18 17%	15 17%	21 23%	18 25%	15 29%	14 18%	27 20%	39 25%	24 26%	9 31%
A fair amount	480 47%	163 47%	170 50%	147 43%	219 45%	261 49%	241 48%	239 46%	354 48%	69 39%	32 53%	25 53%	265 46%	144 46%	58 51%	13 59%	35 46%	21 46%	46 44%	42 49%	46 49%	34 47%	22 42%	44 57%	59 43%	71 45%	47 51%	13 45%
Not very much	238 23%	81 23%	73 22%	84 25%	109 22%	129 24%	113 23%	125 24%	160 22%	53 30%	13 22%	12 26%	125 22%	78 25%	30 27%	5 23%	18 24%	11 24%	29 28%	25 29%	20 22%	18 25%	9 17%	13 17%	39 29%	33 21%	18 19%	5 17%
Not at all	74 7%	23 7%	22 7%	29 9%	38 8%	36 7%	33 7%	41 8%	55 7%	14 8%	4 7%	1 2%	53 9%	16 5%	5 4%	-	4 5%	2 4%	11 11%	4 5%	6 6%	3 4%	6 12%	6 8%	11 8%	15 9%	4 4%	2 7%
NET: Not very much/Not at all	312 30%	104 30%	95 28%	113 33%	147 30%	165 31%	146 29%	166 32%	215 29%	67 38%	17 28%	13 28%	178 31%	94 30%	35 31%	5 23%	22 29%	13 28%	40 38%	29 34%	26 28%	21 29%	15 29%	19 25%	50 37%	48 30%	22 24%	7 24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 89

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	711 70%	21 75%	29 69%	25 68%	34 68%	7 54%	19 70%	50 65%	26 63%	39 74%	63 76%	28 76%	9 69%	17 81%	11 55%	157 67%	21 64%	41 76%	17 94%	21 66%	23 77%	53 65%
A great deal	231 23%	6 21%	11 26%	8 22%	12 24%	1 8%	4 15%	16 21%	9 22%	14 26%	18 22%	7 19%	1 8%	7 33%	2 10%	44 19%	8 24%	16 30%	7 39%	6 19%	10 33%	24 30%
A fair amount	480 47%	15 54%	18 43%	17 46%	22 44%	6 46%	15 56%	34 44%	17 41%	25 47%	45 54%	21 57%	8 62%	10 48%	9 45%	113 48%	13 39%	25 46%	10 56%	15 47%	13 43%	29 36%
Not very much	238 23%	5 18%	11 26%	10 27%	13 26%	6 46%	7 26%	18 23%	12 29%	11 21%	15 18%	7 19%	4 31%	3 14%	5 25%	55 24%	10 30%	10 19%	1 6%	7 22%	5 17%	23 28%
Not at all	74 7%	2 7%	2 5%	2 5%	3 6%	- -	1 4%	9 12%	3 7%	3 6%	5 6%	2 5%	- -	1 5%	4 20%	21 9%	2 6%	3 6%	- -	4 13%	2 7%	5 6%
NET: Not very much/Not at all	312 30%	7 25%	13 31%	12 32%	16 32%	6 46%	8 30%	27 35%	15 37%	14 26%	20 24%	9 24%	4 31%	4 19%	9 45%	76 33%	12 36%	13 24%	1 6%	11 34%	7 23%	28 35%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 90

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Society

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	762 74%	278 80%	253 75%	231 68%	344 71%	418 78%	368 74%	394 75%	573 78%	120 68%	40 67%	29 62%	430 75%	233 75%	85 75%	14 64%	58 76%	36 78%	73 70%	64 74%	74 80%	54 74%	44 85%	56 73%	99 73%	119 75%	64 69%	21 72%
A great deal	246 24%	92 27%	82 24%	72 21%	104 21%	142 26%	120 24%	126 24%	179 24%	43 24%	17 28%	7 15%	130 23%	77 25%	32 28%	7 32%	17 22%	9 20%	22 21%	17 20%	29 31%	19 21%	19 37%	20 26%	30 22%	38 24%	21 23%	9 31%
A fair amount	516 50%	186 54%	171 51%	159 47%	240 49%	276 51%	248 50%	268 51%	394 53%	77 44%	23 38%	22 47%	300 52%	156 50%	53 47%	7 32%	41 54%	27 59%	51 49%	47 55%	45 48%	39 53%	25 48%	36 47%	69 51%	81 51%	43 46%	12 41%
Not very much	191 19%	51 15%	63 19%	77 23%	95 20%	96 18%	101 20%	90 17%	116 16%	44 25%	16 27%	15 32%	101 18%	60 19%	22 19%	8 36%	15 20%	8 17%	17 16%	18 21%	13 14%	13 18%	6 12%	15 19%	26 19%	30 19%	24 26%	6 21%
Not at all	70 7%	18 5%	22 7%	30 9%	47 10%	23 4%	29 6%	41 8%	50 7%	13 7%	4 7%	3 6%	46 8%	18 6%	6 5%	- -	3 4%	2 4%	14 13%	4 5%	6 6%	6 8%	2 4%	6 8%	11 8%	9 6%	5 5%	2 7%
NET: Not very much/Not at all	261 26%	69 20%	85 25%	107 32%	142 29%	119 22%	130 26%	131 25%	166 22%	57 32%	20 33%	18 38%	147 25%	78 25%	28 25%	8 36%	18 24%	10 22%	31 30%	22 26%	19 20%	19 26%	15 15%	21 27%	37 27%	39 25%	29 31%	8 28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 90

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Society

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	762	22	31	29	35	10	23	53	31	43	67	27	9	15	11	174	25	39	12	25	22	59
	74%	79%	74%	78%	70%	77%	85%	69%	76%	81%	81%	73%	69%	71%	55%	75%	76%	72%	67%	78%	73%	73%
A great deal	246	4	12	7	8	3	8	19	10	12	24	11	4	5	1	52	7	15	5	10	10	19
	24%	14%	29%	19%	16%	23%	30%	25%	24%	23%	29%	30%	31%	24%	5%	22%	21%	28%	28%	31%	33%	23%
A fair amount	516	18	19	22	27	7	15	34	21	31	43	16	5	10	10	122	18	24	7	15	12	40
	50%	64%	45%	59%	54%	54%	56%	44%	51%	58%	52%	43%	38%	48%	50%	52%	55%	44%	39%	47%	40%	49%
Not very much	191	5	9	6	13	2	3	12	8	5	11	8	3	5	7	41	7	12	5	5	6	18
	19%	18%	21%	16%	26%	15%	11%	16%	20%	9%	13%	22%	23%	24%	35%	18%	21%	22%	28%	16%	20%	22%
Not at all	70	1	2	2	2	1	1	12	2	5	5	2	1	1	2	18	1	3	1	2	2	4
	7%	4%	5%	5%	4%	8%	4%	16%	5%	9%	6%	5%	8%	5%	10%	8%	3%	6%	6%	6%	7%	5%
NET: Not very much/Not at all	261	6	11	8	15	3	4	24	10	10	16	10	4	6	9	59	8	15	6	7	8	22
	26%	21%	26%	22%	30%	23%	15%	31%	24%	19%	19%	27%	31%	29%	45%	25%	24%	28%	33%	22%	27%	27%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 91

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Government

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	678 66%	249 72%	217 64%	212 63%	306 63%	372 69%	338 68%	340 65%	496 67%	113 64%	41 68%	28 60%	373 65%	210 68%	86 76%	9 41%	52 68%	36 78%	64 62%	60 70%	62 67%	50 68%	37 71%	56 73%	89 65%	96 61%	61 66%	15 52%
A great deal	250 24%	91 26%	77 23%	82 24%	104 21%	146 27%	111 22%	139 26%	184 25%	49 28%	12 20%	5 11%	145 25%	70 23%	31 27%	4 18%	13 17%	14 30%	27 26%	17 20%	28 30%	17 23%	19 37%	21 27%	37 27%	36 23%	17 18%	4 14%
A fair amount	428 42%	158 46%	140 41%	130 38%	202 42%	226 42%	227 46%	201 38%	312 42%	64 36%	29 48%	23 49%	228 40%	140 45%	55 49%	5 23%	39 51%	22 48%	37 36%	43 50%	34 37%	33 45%	18 35%	35 45%	52 38%	60 38%	44 47%	11 38%
Not very much	221 22%	62 18%	73 22%	86 25%	106 22%	115 21%	103 21%	118 22%	155 21%	42 24%	12 20%	12 26%	121 21%	68 22%	21 19%	11 50%	17 22%	6 13%	19 18%	17 20%	17 18%	15 21%	11 21%	14 18%	32 24%	43 27%	21 23%	9 31%
Not at all	124 12%	36 10%	48 14%	40 12%	74 15%	50 9%	57 11%	67 13%	88 12%	22 12%	7 12%	7 15%	83 14%	33 11%	6 5%	2 9%	7 9%	4 9%	21 20%	9 10%	14 15%	8 11%	4 8%	7 9%	15 11%	19 12%	11 12%	5 17%
NET: Not very much/Not at all	345 34%	98 28%	121 36%	126 37%	180 37%	165 31%	160 32%	185 35%	243 33%	64 36%	19 32%	19 40%	204 35%	101 32%	27 24%	13 59%	24 32%	10 22%	40 38%	26 30%	31 33%	23 32%	15 29%	21 27%	47 35%	62 39%	32 34%	14 48%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 91

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Government

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	678 66%	19 68%	27 64%	30 81%	33 66%	9 69%	21 78%	45 58%	25 61%	37 70%	57 69%	26 70%	10 77%	10 48%	5 25%	163 70%	19 58%	37 69%	9 50%	23 72%	15 50%	58 72%
A great deal	250 24%	3 11%	9 21%	12 32%	9 18%	2 15%	8 30%	19 25%	12 29%	14 26%	24 29%	11 30%	4 31%	5 24%	2 10%	58 25%	9 27%	13 24%	2 11%	11 34%	4 13%	19 23%
A fair amount	428 42%	16 57%	18 43%	18 49%	24 48%	7 54%	13 48%	26 34%	13 32%	23 43%	33 40%	15 41%	6 46%	5 24%	3 15%	105 45%	10 30%	24 44%	7 39%	12 38%	11 37%	39 48%
Not very much	221 22%	6 21%	11 26%	5 14%	9 18%	3 23%	5 19%	13 17%	12 29%	9 17%	13 16%	8 22%	- -	7 33%	12 60%	49 21%	10 30%	12 22%	5 28%	7 22%	9 30%	16 20%
Not at all	124 12%	3 11%	4 10%	2 5%	8 16%	1 8%	1 4%	19 25%	4 10%	7 13%	13 16%	3 8%	3 23%	4 19%	3 15%	21 9%	4 12%	5 9%	4 22%	2 6%	6 20%	7 9%
NET: Not very much/Not at all	345 34%	9 32%	15 36%	7 19%	17 34%	4 31%	6 22%	32 42%	16 39%	16 30%	26 31%	11 30%	3 23%	11 52%	15 75%	70 30%	14 42%	17 31%	9 50%	9 28%	15 50%	23 28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 92

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Business

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	307 30%	108 31%	94 28%	105 31%	148 30%	159 30%	152 31%	155 30%	223 30%	58 33%	16 27%	10 21%	174 30%	95 31%	35 31%	3 14%	25 33%	15 33%	27 26%	30 35%	29 31%	20 27%	15 29%	29 38%	51 38%	39 25%	21 23%	6 21%
A great deal	56 5%	21 6%	15 4%	20 6%	29 6%	27 5%	33 7%	23 4%	36 5%	14 8%	4 7%	2 4%	32 6%	14 5%	8 7%	2 9%	5 7%	3 7%	2 2%	4 5%	6 6%	3 4%	6 12%	3 4%	11 8%	7 4%	4 4%	2 7%
A fair amount	251 25%	87 25%	79 23%	85 25%	119 24%	132 25%	119 24%	132 25%	187 25%	44 25%	12 20%	8 17%	142 25%	81 26%	27 24%	1 5%	20 26%	12 26%	25 24%	26 30%	23 25%	17 23%	9 17%	26 34%	40 29%	32 20%	17 18%	4 14%
Not very much	442 43%	149 43%	152 45%	141 42%	194 40%	248 46%	214 43%	228 43%	315 43%	73 41%	30 50%	24 51%	234 41%	143 46%	54 48%	11 50%	37 49%	19 41%	42 40%	35 41%	41 44%	34 47%	24 46%	36 47%	47 35%	72 46%	44 47%	11 38%
Not at all	274 27%	90 26%	92 27%	92 27%	144 30%	130 24%	132 27%	142 27%	201 27%	46 26%	14 23%	13 28%	169 29%	73 23%	24 21%	8 36%	14 18%	12 26%	35 34%	21 24%	23 25%	19 26%	13 25%	12 16%	38 28%	47 30%	28 30%	12 41%
NET: Not very much/Not at all	716 70%	239 69%	244 72%	233 69%	338 70%	378 70%	346 69%	370 70%	516 70%	119 67%	44 73%	37 79%	403 70%	216 69%	78 69%	19 86%	51 67%	31 67%	77 74%	56 65%	64 69%	53 73%	37 71%	48 62%	85 63%	119 75%	72 77%	23 79%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 92

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Business

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	307	10	13	9	20	2	14	18	10	13	28	19	3	7	1	72	10	13	6	7	6	26
	30%	36%	31%	24%	40%	15%	52%	23%	24%	25%	34%	51%	23%	33%	5%	31%	30%	24%	33%	22%	20%	32%
A great deal	56	3	1	2	2	-	3	-	4	2	5	3	1	3	-	13	1	2	2	3	2	4
	5%	11%	2%	5%	4%	-	11%	-	10%	4%	6%	8%	8%	14%	-	6%	3%	4%	11%	9%	7%	5%
A fair amount	251	7	12	7	18	2	11	18	6	11	23	16	2	4	1	59	9	11	4	4	4	22
	25%	25%	29%	19%	36%	15%	41%	23%	15%	21%	28%	43%	15%	19%	5%	25%	27%	20%	22%	13%	13%	27%
Not very much	442	13	21	17	19	7	8	34	19	23	37	14	7	10	11	99	14	23	6	16	11	33
	43%	46%	50%	46%	38%	54%	30%	44%	46%	43%	45%	38%	54%	48%	55%	42%	42%	43%	33%	50%	37%	41%
Not at all	274	5	8	11	11	4	5	25	12	17	18	4	3	4	8	62	9	18	6	9	13	22
	27%	18%	19%	30%	22%	31%	19%	32%	29%	32%	22%	11%	23%	19%	40%	27%	27%	33%	33%	28%	43%	27%
NET: Not very much/Not at all	716	18	29	28	30	11	13	59	31	40	55	18	10	14	19	161	23	41	12	25	24	55
	70%	64%	69%	76%	60%	85%	48%	77%	76%	75%	66%	49%	77%	67%	95%	69%	70%	76%	67%	78%	80%	68%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 93

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Charities

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: A great deal/fair amount	342 33%	127 37%	106 31%	109 32%	154 32%	188 35%	173 35%	169 32%	260 35%	49 28%	20 33%	13 28%	192 33%	112 36%	32 28%	6 27%	25 33%	26 57%	28 27%	31 36%	31 33%	21 29%	19 37%	27 35%	51 38%	50 32%	28 30%	5 17%
A great deal	66 6%	33 10%	13 4%	20 6%	32 7%	34 6%	33 7%	33 6%	50 7%	7 4%	8 13%	1 2%	35 6%	22 7%	8 7%	1 5%	3 4%	4 9%	3 3%	6 7%	7 8%	5 7%	7 13%	6 8%	10 7%	7 4%	6 6%	2 7%
A fair amount	276 27%	94 27%	93 28%	89 26%	122 25%	154 29%	140 28%	136 26%	210 28%	42 24%	12 20%	12 26%	157 27%	90 29%	24 21%	5 23%	22 29%	22 48%	25 24%	25 29%	24 26%	16 22%	12 23%	21 27%	41 30%	43 27%	22 24%	3 10%
Not very much	427 42%	144 41%	141 42%	142 42%	196 40%	231 43%	206 41%	221 42%	295 40%	80 45%	26 43%	26 55%	230 40%	129 41%	59 52%	9 41%	38 50%	12 26%	47 45%	35 41%	37 40%	35 48%	23 44%	35 45%	48 35%	67 42%	37 40%	13 45%
Not at all	254 25%	76 22%	91 27%	87 26%	136 28%	118 22%	119 24%	135 26%	184 25%	48 27%	14 23%	8 17%	155 27%	70 23%	22 19%	7 32%	13 17%	8 17%	29 28%	20 23%	25 27%	17 23%	10 19%	15 19%	37 27%	41 26%	28 30%	11 38%
NET: Not very much/Not at all	681 67%	220 63%	232 69%	229 68%	332 68%	349 65%	325 65%	356 68%	479 65%	128 72%	40 67%	34 72%	385 67%	199 64%	81 72%	16 73%	51 67%	20 43%	76 73%	55 64%	62 67%	52 71%	33 63%	50 65%	85 63%	108 68%	65 70%	24 83%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 93

Q.12e To what extent is it each of the following's responsibility to provide opportunities to help or encourage you to...

Life an active lifestyle: Charities

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: A great deal/fair amount	342	13	11	18	22	4	12	22	14	14	31	16	5	8	1	81	13	14	7	11	6	19
	33%	46%	26%	49%	44%	31%	44%	29%	34%	26%	37%	43%	38%	38%	5%	35%	39%	26%	39%	34%	20%	23%
A great deal	66	1	1	2	5	1	3	4	3	2	8	5	1	2	-	12	3	-	3	2	2	6
	6%	4%	2%	5%	10%	8%	11%	5%	7%	4%	10%	14%	8%	10%	-	5%	9%	-	17%	6%	7%	7%
A fair amount	276	12	10	16	17	3	9	18	11	12	23	11	4	6	1	69	10	14	4	9	4	13
	27%	43%	24%	43%	34%	23%	33%	23%	27%	23%	28%	30%	31%	29%	5%	30%	30%	26%	22%	28%	13%	16%
Not very much	427	12	22	10	16	6	9	35	18	23	32	16	6	8	10	91	11	24	5	14	13	46
	42%	43%	52%	27%	32%	46%	33%	45%	44%	43%	39%	43%	46%	38%	50%	39%	33%	44%	28%	44%	43%	57%
Not at all	254	3	9	9	12	3	6	20	9	16	20	5	2	5	9	61	9	16	6	7	11	16
	25%	11%	21%	24%	24%	23%	22%	26%	22%	30%	24%	14%	15%	24%	45%	26%	27%	30%	33%	22%	37%	20%
NET: Not very much/Not at all	681	15	31	19	28	9	15	55	27	39	52	21	8	13	19	152	20	40	11	21	24	62
	67%	54%	74%	51%	56%	69%	56%	71%	66%	74%	63%	57%	62%	62%	95%	65%	61%	74%	61%	66%	80%	77%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 94
Q.13 Which, if any, of the following would you like to see the Government do to support young people more?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Make work experience more readily available	731 71%	273 79%	245 72%	213 63%	306 63%	425 79%	366 73%	365 70%	533 72%	124 70%	45 75%	29 62%	393 68%	233 75%	90 80%	15 68%	54 71%	35 76%	79 76%	60 70%	68 73%	53 73%	39 75%	50 65%	91 67%	125 79%	58 62%	19 66%
Give more funding to schools and university	723 71%	264 76%	250 74%	209 62%	336 69%	387 72%	350 70%	373 71%	548 74%	105 59%	39 65%	31 66%	408 71%	218 70%	81 72%	16 73%	59 78%	34 74%	80 77%	59 69%	64 69%	54 74%	39 75%	52 68%	98 72%	102 65%	63 68%	19 66%
Create more jobs specifically for young people	611 60%	224 65%	205 61%	182 54%	262 54%	349 65%	308 62%	303 58%	450 61%	89 50%	42 70%	30 64%	330 57%	196 63%	72 64%	13 59%	39 51%	31 67%	72 69%	48 56%	52 56%	44 60%	36 69%	53 69%	83 61%	85 54%	54 58%	14 48%
Give more career advice	484 47%	171 49%	159 47%	154 46%	208 43%	276 51%	243 49%	241 46%	340 46%	87 49%	32 53%	25 53%	263 46%	153 49%	55 49%	13 59%	40 53%	19 41%	57 55%	39 45%	45 48%	29 40%	27 52%	36 47%	58 43%	78 49%	39 42%	17 59%
Give young people a role in their decision making processes	467 46%	163 47%	164 49%	140 41%	223 46%	244 45%	222 45%	245 47%	351 47%	77 44%	23 38%	16 34%	269 47%	135 43%	53 47%	10 45%	31 41%	20 43%	51 49%	34 40%	39 42%	37 51%	27 52%	32 42%	69 51%	66 42%	43 46%	18 62%
Tell more positive stories about young people	435 43%	164 47%	149 44%	122 36%	180 37%	255 47%	199 40%	236 45%	323 44%	76 43%	29 48%	7 15%	233 40%	146 47%	45 40%	11 50%	29 38%	23 50%	34 33%	36 42%	47 51%	33 45%	22 42%	33 43%	48 35%	66 42%	49 53%	15 52%
Give young people the opportunity to share their views more	426 42%	162 47%	141 42%	123 36%	196 40%	230 43%	201 40%	225 43%	323 44%	65 37%	21 35%	17 36%	230 40%	140 45%	44 39%	12 55%	30 39%	20 43%	55 53%	32 37%	41 44%	31 42%	24 46%	32 42%	50 37%	61 39%	39 42%	11 38%
Encourage people to support or mentor young people	417 41%	140 40%	138 41%	139 41%	173 36%	244 45%	189 38%	228 43%	294 40%	79 45%	28 47%	16 34%	223 39%	135 43%	48 42%	11 50%	38 50%	17 37%	42 40%	34 40%	38 41%	28 38%	20 38%	33 43%	48 35%	70 44%	38 41%	11 38%
Provide funding for local community groups	402 39%	142 41%	131 39%	129 38%	167 34%	235 44%	184 37%	218 42%	298 40%	68 38%	19 32%	17 36%	223 39%	128 41%	43 38%	8 36%	30 39%	23 50%	37 36%	32 37%	35 38%	32 44%	25 48%	35 45%	43 32%	62 39%	37 40%	11 38%
Other	40 4%	10 3%	16 5%	14 4%	25 5%	15 3%	17 3%	23 4%	29 4%	8 5%	2 3%	1 2%	25 4%	8 3%	3 3%	4 18%	2 3%	3 7%	2 2%	6 7%	4 4%	5 7%	1 2%	- -	6 4%	6 4%	3 3%	2 7%
Don't think the government should do any more to support young people	17 2%	5 1%	5 1%	7 2%	12 2%	5 1%	6 1%	11 2%	11 1%	3 2%	3 5%	- -	13 2%	2 1%	1 1%	1 5%	2 3%	- -	- -	1 1%	1 1%	2 3%	- -	3 4%	4 3%	1 1%	1 1%	2 7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 94

Q.13 Which, if any, of the following would you like to see the Government do to support young people more?

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Make work experience more readily available	731 71%	21 75%	28 67%	29 78%	31 62%	13 100%	19 70%	55 71%	33 80%	39 74%	59 71%	28 76%	6 46%	18 86%	14 70%	163 70%	24 73%	34 63%	10 56%	23 72%	20 67%	64 79%
Give more funding to schools and university	723 71%	21 75%	34 81%	29 78%	33 66%	8 62%	19 70%	60 78%	28 68%	38 72%	59 71%	23 62%	9 69%	13 62%	14 70%	162 70%	20 61%	37 69%	12 67%	24 75%	20 67%	60 74%
Create more jobs specifically for young people	611 60%	20 71%	16 38%	26 70%	25 50%	9 69%	15 56%	50 65%	29 71%	34 64%	49 59%	24 65%	6 46%	11 52%	11 55%	144 62%	18 55%	29 54%	12 67%	20 63%	15 50%	48 59%
Give more career advice	484 47%	16 57%	21 50%	16 43%	21 42%	7 54%	12 44%	43 56%	17 41%	23 43%	42 51%	16 43%	5 38%	13 62%	10 50%	105 45%	11 33%	23 43%	7 39%	19 59%	17 57%	40 49%
Give young people a role in their decision making processes	467 46%	11 39%	18 43%	17 46%	21 42%	2 15%	15 56%	42 55%	10 24%	24 45%	34 41%	13 35%	7 54%	10 48%	8 40%	103 44%	13 39%	26 48%	10 56%	21 66%	18 60%	44 54%
Tell more positive stories about young people	435 43%	13 46%	14 33%	19 51%	23 46%	5 38%	12 44%	29 38%	11 27%	23 43%	43 52%	13 35%	5 38%	7 33%	10 50%	93 40%	15 45%	27 50%	10 56%	13 41%	15 50%	35 43%
Give young people the opportunity to share their views more	426 42%	13 46%	15 36%	17 46%	16 32%	4 31%	14 52%	39 51%	22 54%	21 40%	38 46%	14 38%	6 46%	7 33%	4 20%	92 39%	14 42%	24 44%	4 22%	14 44%	11 37%	37 46%
Encourage people to support or mentor young people	417 41%	15 54%	19 45%	13 35%	17 34%	6 46%	15 56%	26 34%	18 44%	20 38%	35 42%	14 38%	3 23%	9 43%	11 55%	95 41%	11 33%	22 41%	7 39%	12 38%	11 37%	38 47%
Provide funding for local community groups	402 39%	14 50%	15 36%	19 51%	17 34%	5 38%	13 48%	30 39%	14 34%	24 45%	29 35%	17 46%	6 46%	5 24%	8 40%	85 36%	12 36%	20 37%	6 33%	15 47%	11 37%	37 46%
Other	40 4%	1 4%	1 2%	2 5%	2 4%	- -	5 19%	1 1%	1 2%	4 8%	4 5%	- -	- -	2 10%	- -	9 4%	1 3%	2 4%	- -	1 3%	2 7%	2 2%
Don't think the government should do any more to support young people	17 2%	1 4%	1 2%	- -	1 2%	- -	1 4%	- -	- -	1 2%	1 1%	1 3%	- -	- -	- -	5 2%	1 3%	1 2%	- -	- -	2 7%	1 1%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 95
Q.14 Which, if any, of the following would you like to see businesses do to support young people more?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Make work experience more readily available	851 83%	307 88%	274 81%	270 80%	375 77%	476 89%	414 83%	437 83%	621 84%	140 79%	50 83%	40 85%	474 82%	262 84%	96 85%	19 86%	65 86%	36 78%	88 85%	74 86%	81 87%	58 79%	45 87%	63 82%	104 76%	136 86%	77 83%	24 83%
Create more jobs specifically for young people	744 73%	269 78%	241 71%	234 69%	331 68%	413 77%	374 75%	370 70%	538 73%	122 69%	46 77%	38 81%	399 69%	240 77%	87 77%	18 82%	56 74%	35 76%	78 75%	57 66%	72 77%	57 78%	39 75%	65 84%	94 69%	106 67%	67 72%	18 62%
Give more career advice	572 56%	213 61%	187 55%	172 51%	238 49%	334 62%	262 53%	310 59%	423 57%	94 53%	32 53%	23 49%	321 56%	174 56%	65 58%	12 55%	45 59%	26 57%	48 46%	35 41%	56 60%	45 62%	31 60%	45 58%	82 60%	85 54%	57 61%	17 59%
Encourage people to support or mentor young people	391 38%	130 37%	118 35%	143 42%	162 33%	229 43%	179 36%	212 40%	269 36%	85 48%	23 38%	14 30%	231 40%	106 34%	41 36%	13 59%	26 34%	19 41%	43 41%	33 38%	41 44%	27 37%	20 38%	29 38%	46 34%	63 40%	33 35%	11 38%
Give more funding to schools and university	310 30%	115 33%	107 32%	88 26%	146 30%	164 31%	159 32%	151 29%	239 32%	44 25%	19 32%	8 17%	162 28%	104 33%	34 30%	10 45%	28 37%	10 22%	31 30%	24 28%	29 31%	26 36%	12 23%	30 39%	37 27%	50 32%	22 24%	11 38%
Provide funding for local community groups	276 27%	97 28%	93 28%	86 25%	120 25%	156 29%	128 26%	148 28%	198 27%	55 31%	13 22%	10 21%	147 25%	92 30%	31 27%	6 27%	20 26%	13 28%	27 26%	25 29%	29 31%	20 27%	15 29%	21 27%	32 24%	46 29%	20 22%	8 28%
Give young people a role in their decision making processes	265 26%	90 26%	91 27%	84 25%	132 27%	133 25%	133 27%	132 25%	189 26%	50 28%	14 23%	12 26%	136 24%	85 27%	36 32%	8 36%	24 32%	6 13%	33 32%	18 21%	30 32%	25 34%	14 27%	19 25%	26 19%	43 27%	20 22%	7 24%
Give young people the opportunity to share their views more	184 18%	64 18%	65 19%	55 16%	86 18%	98 18%	89 18%	95 18%	139 19%	28 16%	10 17%	7 15%	96 17%	58 19%	24 21%	6 27%	12 16%	5 11%	18 17%	10 12%	21 23%	18 25%	9 17%	17 22%	20 15%	31 20%	16 17%	7 24%
Tell more positive stories about the young people	148 14%	52 15%	55 16%	41 12%	78 16%	70 13%	77 15%	71 14%	114 15%	19 11%	9 15%	6 13%	82 14%	47 15%	15 13%	4 18%	12 16%	5 11%	14 13%	13 15%	18 19%	11 15%	6 12%	16 21%	18 13%	22 14%	11 12%	2 7%
Other	8 1%	- -	4 1%	4 1%	4 1%	4 1%	3 1%	5 1%	6 1%	1 1%	1 2%	- -	6 1%	1 *	1 1%	- -	- -	- -	1 1%	- -	1 1%	2 3%	1 2%	- -	2 1%	- -	1 1%	- -
Don't think businesses should do any more to support young people	20 2%	6 2%	9 3%	5 1%	13 3%	7 1%	8 2%	12 2%	14 2%	3 2%	2 3%	1 2%	14 2%	5 2%	1 1%	- -	3 4%	2 4%	3 3%	1 1%	- -	2 3%	1 2%	2 3%	3 2%	- -	2 2%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 95

Q.14 Which, if any, of the following would you like to see businesses do to support young people more?

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Make work experience more readily available	851 83%	23 82%	37 88%	29 78%	44 88%	12 92%	20 74%	63 82%	35 85%	45 85%	74 89%	30 81%	10 77%	17 81%	18 90%	186 80%	28 85%	48 89%	13 72%	27 84%	24 80%	68 84%
Create more jobs specifically for young people	744 73%	23 82%	30 71%	31 84%	31 62%	9 69%	19 70%	55 71%	30 73%	41 77%	67 81%	31 84%	8 62%	17 81%	16 80%	163 70%	19 58%	38 70%	14 78%	23 72%	19 63%	60 74%
Give more career advice	572 56%	16 57%	26 62%	21 57%	18 36%	5 38%	16 59%	35 45%	17 41%	35 66%	51 61%	22 59%	6 46%	9 43%	11 55%	136 58%	21 64%	35 65%	9 50%	19 59%	17 57%	47 58%
Encourage people to support or mentor young people	391 38%	10 36%	13 31%	15 41%	22 44%	3 23%	14 52%	29 38%	20 49%	19 36%	39 47%	13 35%	4 31%	8 38%	9 45%	82 35%	15 45%	24 44%	11 11%	11 34%	11 37%	28 35%
Give more funding to schools and university	310 30%	10 36%	15 36%	8 22%	13 26%	5 38%	10 37%	21 27%	11 27%	22 42%	27 33%	16 43%	5 38%	4 19%	7 35%	67 29%	9 27%	16 30%	2 11%	7 22%	12 40%	23 28%
Provide funding for local community groups	276 27%	8 29%	12 29%	10 27%	8 16%	6 46%	13 48%	23 30%	11 27%	18 34%	26 31%	10 27%	4 31%	7 33%	5 25%	59 25%	7 21%	12 22%	1 6%	9 28%	8 27%	19 23%
Give young people a role in their decision making processes	265 26%	9 32%	13 31%	5 14%	9 18%	2 15%	11 41%	24 31%	11 27%	19 36%	29 35%	10 27%	3 23%	6 29%	3 15%	47 20%	7 21%	12 22%	4 22%	9 28%	8 27%	24 30%
Give young people the opportunity to share their views more	184 18%	4 14%	6 14%	3 8%	5 10%	2 15%	8 30%	15 19%	7 17%	12 23%	18 22%	11 30%	2 15%	5 24%	4 20%	34 15%	6 18%	10 19%	2 11%	4 13%	7 23%	19 23%
Tell more positive stories about the young people	148 14%	6 21%	6 14%	4 11%	6 12%	3 23%	9 33%	11 14%	4 10%	9 17%	15 18%	8 22%	1 8%	4 19%	2 10%	30 13%	5 15%	10 19%	- -	3 9%	2 7%	10 12%
Other	8 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	2 4%	- -	- -	- -	- -	- -	2 1%	- -	1 2%	- -	1 3%	- -	1 1%
Don't think businesses should do any more to support young people	20 2%	1 4%	2 5%	2 5%	1 2%	- -	1 4%	3 4%	1 2%	- -	1 1%	- -	- -	- -	- -	5 2%	- -	2 4%	- -	- -	1 3%	- -

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 96

Q.15 Which three, if any, of the following would you say are your greatest ambitions in life?

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
To have a happy family life	658 64%	241 69%	212 63%	205 61%	277 57%	381 71%	320 64%	338 64%	475 64%	126 71%	36 60%	21 45%	372 64%	200 64%	79 70%	7 32%	45 59%	32 70%	65 63%	55 64%	64 69%	56 77%	33 63%	47 61%	75 55%	110 70%	59 63%	17 59%
To have a job that you enjoy	549 54%	176 51%	183 54%	190 56%	260 53%	289 54%	264 53%	285 54%	382 52%	102 58%	36 60%	29 62%	305 53%	167 54%	62 55%	15 68%	36 47%	27 59%	52 50%	52 60%	48 52%	45 62%	26 50%	42 55%	68 50%	85 54%	52 56%	16 55%
Being successful in my career	391 38%	144 41%	127 38%	120 36%	178 37%	213 40%	191 38%	200 38%	289 39%	63 36%	21 35%	18 38%	218 38%	122 39%	41 36%	10 45%	33 43%	19 41%	31 30%	34 40%	37 40%	25 34%	20 38%	31 40%	55 40%	61 39%	39 42%	6 21%
To make your parents proud	289 28%	115 33%	94 28%	80 24%	119 24%	170 32%	147 30%	142 27%	224 30%	39 22%	15 25%	11 23%	159 28%	87 28%	38 34%	5 23%	18 24%	11 24%	38 37%	21 24%	28 30%	19 26%	19 37%	25 32%	37 27%	40 25%	24 26%	9 31%
To travel the world	279 27%	105 30%	89 26%	85 25%	122 25%	157 29%	128 26%	151 29%	214 29%	38 21%	15 25%	12 26%	176 31%	76 24%	23 20%	4 18%	21 28%	15 33%	37 36%	27 31%	29 31%	14 19%	14 27%	16 21%	29 21%	36 23%	33 35%	8 28%
To live a healthy and active life	223 22%	66 19%	71 21%	86 25%	127 26%	96 18%	112 22%	111 21%	154 21%	52 29%	9 15%	8 17%	123 21%	65 21%	28 25%	7 32%	19 25%	8 17%	20 19%	16 19%	10 11%	13 18%	11 21%	20 26%	33 24%	42 27%	21 23%	10 34%
To be able to afford to buy whatever you want	165 16%	47 14%	57 17%	61 18%	99 20%	66 12%	88 18%	77 15%	113 15%	26 15%	13 22%	13 28%	88 15%	53 17%	16 14%	8 36%	12 16%	11 24%	15 14%	16 19%	12 13%	11 15%	8 15%	14 18%	18 13%	31 20%	12 13%	5 17%
To help other people (through charity work for example)	161 16%	53 15%	58 17%	50 15%	59 12%	102 19%	89 18%	72 14%	118 16%	28 16%	9 15%	6 13%	89 15%	54 17%	17 15%	1 5%	12 16%	9 20%	20 19%	8 9%	18 19%	7 10%	6 12%	8 10%	26 19%	24 15%	16 17%	7 24%
To experience different cultures	130 13%	39 11%	48 14%	43 13%	61 13%	69 13%	53 11%	77 15%	91 12%	23 13%	8 13%	8 17%	73 13%	43 14%	12 11%	2 9%	16 21%	1 2%	18 17%	10 12%	8 9%	7 10%	9 17%	11 14%	19 14%	16 10%	9 10%	6 21%
To be rich	49 5%	14 4%	19 6%	16 5%	35 7%	14 3%	26 5%	23 4%	38 5%	8 5%	2 3%	1 2%	27 5%	14 5%	4 4%	4 18%	6 8%	1 2%	5 5%	3 3%	5 5%	- -	3 6%	4 5%	9 7%	9 6%	3 3%	1 3%
To own a business	41 4%	14 4%	10 3%	17 5%	28 6%	13 2%	23 5%	18 3%	30 4%	9 5%	1 2%	1 2%	19 3%	18 6%	2 2%	2 9%	1 1%	1 2%	4 4%	6 7%	5 5%	2 3%	1 2%	4 5%	6 4%	9 6%	2 2%	- -
None of the above	14 1%	4 1%	2 1%	8 2%	10 2%	4 1%	3 1%	11 2%	6 1%	2 1%	3 5%	3 6%	10 2%	2 1%	2 2%	- -	1 1%	- -	- -	1 1%	2 2%	4 5%	- -	- -	5 4%	- -	1 1%	- -
To be famous	8 1%	2 1%	4 1%	2 1%	2 *	6 1%	7 1%	1 *	6 1%	- -	2 3%	- -	4 1%	2 1%	2 2%	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	2 1%	1 1%	1 1%	1 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 96

Q.15 Which three, if any, of the following would you say are your greatest ambitions in life?

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
To have a happy family life	658 64%	17 61%	25 60%	27 73%	32 64%	8 62%	17 63%	51 66%	27 66%	42 79%	58 70%	25 68%	8 62%	13 62%	15 75%	143 61%	19 58%	34 63%	12 67%	18 56%	18 60%	49 60%
To have a job that you enjoy	549 54%	11 39%	21 50%	21 57%	26 52%	6 46%	20 74%	39 51%	22 54%	33 62%	42 51%	18 49%	6 46%	11 52%	10 50%	131 56%	17 52%	31 57%	11 61%	18 56%	16 53%	39 48%
Being successful in my career	391 38%	14 50%	16 38%	16 43%	23 46%	7 54%	4 15%	18 23%	15 37%	18 34%	34 41%	17 46%	9 69%	5 24%	8 40%	89 38%	18 55%	18 33%	9 50%	13 41%	6 20%	34 42%
To make your parents proud	289 28%	7 25%	10 24%	10 27%	10 20%	8 62%	4 15%	30 39%	12 29%	13 25%	22 27%	14 38%	4 31%	5 24%	2 10%	65 28%	7 21%	16 30%	4 22%	11 34%	10 33%	25 31%
To travel the world	279 27%	11 39%	9 21%	10 27%	18 36%	2 15%	11 41%	25 32%	14 34%	10 19%	24 29%	8 22%	2 15%	5 24%	5 25%	53 23%	9 27%	16 30%	7 39%	6 19%	8 27%	26 32%
To live a healthy and active life	223 22%	6 21%	11 26%	6 16%	11 22%	1 8%	4 15%	16 21%	7 17%	11 21%	9 11%	11 30%	2 15%	10 48%	11 55%	50 21%	9 27%	10 19%	4 22%	8 25%	11 37%	15 19%
To be able to afford to buy whatever you want	165 16%	7 25%	5 12%	10 27%	13 26%	1 8%	1 4%	11 14%	6 15%	8 15%	10 12%	6 16%	2 15%	9 43%	2 10%	29 12%	7 21%	7 13%	2 11%	7 22%	5 17%	17 21%
To help other people (through charity work for example)	161 16%	3 11%	7 17%	6 16%	2 4%	3 23%	5 19%	12 16%	8 20%	4 8%	17 20%	1 3%	1 8%	2 10%	3 15%	42 18%	4 12%	11 20%	2 11%	6 19%	7 23%	15 19%
To experience different cultures	130 13%	2 7%	12 29%	1 3%	5 10%	1 8%	5 19%	15 19%	6 15%	5 9%	6 7%	4 11%	3 23%	1 5%	1 5%	29 12%	3 9%	10 19%	-	5 16%	6 20%	10 12%
To be rich	49 5%	4 14%	2 5%	1 3%	1 2%	1 8%	1 4%	4 5%	2 5%	-	5 6%	1 3%	-	-	-	17 7%	2 6%	2 4%	1 6%	-	1 3%	4 5%
To own a business	41 4%	-	1 2%	1 3%	4 8%	-	2 7%	4 5%	-	2 4%	5 6%	2 5%	2 15%	1 5%	-	8 3%	3 9%	2 4%	-	1 3%	-	3 4%
None of the above	14 1%	-	1 2%	-	1 2%	-	1 4%	-	-	2 4%	3 4%	-	-	-	-	5 2%	-	1 2%	-	-	-	-
To be famous	8 1%	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	-	-	-	1 5%	2 1%	-	1 2%	-	-	1 3%	-

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 97
Q.16 Do you think that you are more or less optimistic than your parents about the future?
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: More optimistic	484 47%	155 45%	184 54%	145 43%	233 48%	251 47%	226 45%	258 49%	364 49%	89 50%	19 32%	12 26%	277 48%	143 46%	58 51%	6 27%	37 49%	27 59%	47 45%	47 55%	42 45%	37 51%	20 38%	36 47%	60 44%	70 44%	45 48%	16 55%
Much more optimistic (+2)	143 14%	45 13%	55 16%	43 13%	76 16%	67 12%	67 13%	76 14%	110 15%	29 16%	2 3%	2 4%	79 14%	43 14%	20 18%	1 5%	6 8%	7 15%	15 14%	11 12%	17 23%	7 13%	12 16%	15 11%	21 13%	13 14%	4 14%	
A little more optimistic (+1)	341 33%	110 32%	129 38%	102 30%	157 32%	184 34%	159 32%	182 35%	254 34%	60 34%	17 28%	10 21%	198 34%	100 32%	38 34%	5 23%	31 41%	20 43%	32 31%	32 37%	31 33%	20 27%	13 25%	24 31%	45 33%	49 31%	32 34%	12 41%
About the same (0)	322 31%	116 33%	97 29%	109 32%	151 31%	171 32%	162 33%	160 30%	233 32%	51 29%	19 32%	19 40%	182 32%	103 33%	25 22%	12 55%	21 28%	12 26%	34 33%	24 28%	32 34%	22 30%	21 40%	25 32%	40 29%	56 35%	28 30%	7 24%
A little less optimistic (-1)	131 13%	45 13%	41 12%	45 13%	55 11%	76 14%	68 14%	63 12%	92 12%	20 11%	10 17%	9 19%	61 11%	48 15%	20 18%	2 9%	13 17%	6 13%	15 14%	7 8%	10 11%	9 12%	9 17%	13 17%	16 12%	18 11%	13 14%	2 7%
Much less optimistic (-2)	49 5%	18 5%	9 3%	22 7%	29 6%	20 4%	21 4%	28 5%	33 4%	8 5%	4 7%	4 9%	34 6%	9 3%	4 4%	2 9%	1 1%	1 2%	4 4%	7 8%	5 5%	3 4%	1 2%	1 1%	10 7%	10 6%	5 5%	1 3%
NET: Less optimistic	180 18%	63 18%	50 15%	67 20%	84 17%	96 18%	89 18%	91 17%	125 17%	28 16%	14 23%	13 28%	95 16%	57 18%	24 21%	4 18%	14 18%	7 15%	19 18%	14 16%	15 16%	12 16%	10 19%	14 18%	26 19%	28 18%	18 19%	3 10%
Don't know	37 4%	13 4%	7 2%	17 5%	18 4%	19 4%	21 4%	16 3%	17 2%	9 5%	8 13%	3 6%	23 4%	8 3%	6 5%	- -	4 5%	- -	4 4%	1 1%	4 4%	2 3%	1 2%	2 3%	10 7%	4 3%	2 2%	3 10%
Mean	0.40	0.36	0.54	0.31	0.42	0.39	0.38	0.42	0.44	0.49	0.06	-0.07	0.41	0.40	0.47	0.05	0.39	0.57	0.39	0.48	0.37	0.55	0.31	0.44	0.31	0.34	0.38	0.62
Standard deviation	1.05	1.05	1.00	1.08	1.09	1.01	1.03	1.06	1.04	1.06	1.00	1.00	1.06	1.01	1.11	0.95	0.93	0.98	1.04	1.13	1.03	1.12	0.99	1.00	1.09	1.06	1.07	0.98
Standard error	0.03	0.06	0.05	0.06	0.05	0.04	0.05	0.05	0.04	0.08	0.14	0.15	0.04	0.06	0.11	0.20	0.11	0.14	0.10	0.12	0.11	0.13	0.14	0.12	0.10	0.09	0.11	0.19

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 97
Q.16 Do you think that you are more or less optimistic than your parents about the future?
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: More optimistic		484	16	18	23	28	3	21	37	18	25	38	20	4	12	6	110	13	24	10	10	16	32
		47%	57%	43%	62%	56%	23%	78%	48%	44%	47%	46%	54%	31%	57%	30%	47%	39%	44%	56%	31%	53%	40%
Much more opti- mistic	(+2)	143	2	3	4	11	-	9	11	6	12	12	5	3	3	3	31	2	7	3	2	4	10
		14%	7%	7%	11%	22%	-	33%	14%	15%	23%	14%	14%	23%	14%	15%	13%	6%	13%	17%	6%	13%	12%
A little more optimistic	(+1)	341	14	15	19	17	3	12	26	12	13	26	15	1	9	3	79	11	17	7	8	12	22
		33%	50%	36%	51%	34%	23%	44%	34%	29%	25%	31%	41%	8%	43%	15%	34%	33%	31%	39%	25%	40%	27%
About the same	(0)	322	6	14	6	14	6	5	24	14	18	28	9	5	6	8	71	15	19	3	15	8	28
		31%	21%	33%	16%	28%	46%	19%	31%	34%	34%	34%	24%	38%	29%	40%	30%	45%	35%	17%	47%	27%	35%
A little less optimistic	(-1)	131	5	8	6	3	2	1	10	7	7	10	7	2	2	3	27	2	7	2	5	2	13
		13%	18%	19%	16%	6%	15%	4%	13%	17%	13%	12%	19%	15%	10%	15%	12%	6%	13%	11%	16%	7%	16%
Much less opti- mistic	(-2)	49	-	-	2	3	2	-	4	-	3	4	-	-	1	1	14	3	2	3	1	1	5
		5%	-	-	5%	6%	15%	-	5%	-	6%	5%	-	-	5%	5%	6%	9%	4%	17%	3%	3%	6%
NET: Less optimistic		180	5	8	8	6	4	1	14	7	10	14	7	2	3	4	41	5	9	5	6	3	18
		18%	18%	19%	22%	12%	31%	4%	18%	17%	19%	17%	19%	15%	14%	20%	18%	15%	17%	28%	19%	10%	22%
Don't know		37	1	2	-	2	-	-	2	2	-	3	1	2	-	2	11	-	2	-	1	3	3
		4%	4%	5%	-	4%	-	-	3%	5%	-	4%	3%	15%	-	10%	5%	-	4%	-	3%	10%	4%
Mean		0.40	0.48	0.32	0.46	0.63	-0.23	1.07	0.40	0.44	0.45	0.40	0.50	0.45	0.52	0.22	0.39	0.21	0.38	0.28	0.16	0.59	0.24
Standard deviation		1.05	0.89	0.89	1.07	1.10	1.01	0.83	1.07	0.97	1.15	1.05	0.97	1.13	1.03	1.11	1.07	0.99	1.01	1.36	0.90	0.97	1.08
Standard error		0.03	0.17	0.14	0.18	0.16	0.28	0.16	0.12	0.15	0.16	0.12	0.16	0.34	0.22	0.26	0.07	0.17	0.14	0.32	0.16	0.19	0.12

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 98
Q.17 To what extent do you agree or disagree with each of the following statements?

SUMMARY TABLE
Base: All respondents

	Statement										
	I am looking forward to 2014	I am optimistic about what 2014 will bring	2013 has been a good year for me	2013 has been a good year for the country as a whole	Myself and my parents look for similar things to make us happy	I have hopes and values similar to those of my parents	My parents know what is best for my future	My opinion is heard in national decisions that affect me	I am excited about my future	The good far outweighs the bad in life	It's the little things in life that make me happy
Base	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Agree	800 78%	784 77%	730 71%	296 29%	592 58%	683 67%	426 42%	145 14%	816 80%	665 65%	849 83%
Strongly agree (+2)	380 37%	348 34%	306 30%	38 4%	141 14%	202 20%	88 9%	36 4%	387 38%	232 23%	323 32%
Somewhat agree (+1)	420 41%	436 43%	424 41%	258 25%	451 44%	481 47%	338 33%	109 11%	429 42%	433 42%	526 51%
Neither agree nor disagree (0)	163 16%	158 15%	149 15%	490 48%	209 20%	162 16%	322 31%	305 30%	142 14%	231 23%	137 13%
Somewhat disagree (-1)	48 5%	62 6%	91 9%	172 17%	171 17%	127 12%	203 20%	314 31%	51 5%	93 9%	29 3%
Strongly disagree (-2)	12 1%	19 2%	53 5%	65 6%	51 5%	51 5%	72 7%	259 25%	14 1%	34 3%	8 1%
NET: Disagree	60 6%	81 8%	144 14%	237 23%	222 22%	178 17%	275 27%	573 56%	65 6%	127 12%	37 4%
Mean	1.08	1.01	0.82	0.03	0.45	0.64	0.16	-0.64	1.10	0.72	1.10
Standard deviation	0.90	0.95	1.11	0.91	1.08	1.08	1.06	1.08	0.91	1.02	0.79
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 99
Q.17 To what extent do you agree or disagree with each of the following statements?
I am looking forward to 2014
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	800	278	265	257	359	441	399	401	576	145	51	28	434	253	95	18	59	35	76	68	77	51	45	60	96	127	79	27
	78%	80%	78%	76%	74%	82%	80%	76%	78%	82%	85%	60%	75%	81%	84%	82%	78%	76%	73%	79%	83%	70%	87%	78%	71%	80%	85%	93%
Strongly agree (+2)	380	146	121	113	152	228	189	191	274	69	26	11	207	122	46	5	23	16	39	32	44	30	18	30	39	65	29	15
	37%	42%	36%	33%	31%	42%	38%	36%	37%	39%	43%	23%	36%	39%	41%	23%	30%	35%	38%	37%	47%	41%	35%	39%	29%	41%	31%	52%
Somewhat agree (+1)	420	132	144	144	207	213	210	210	302	76	25	17	227	131	49	13	36	19	37	36	33	21	27	30	57	62	50	12
	41%	38%	43%	43%	43%	40%	42%	40%	41%	43%	42%	36%	39%	42%	43%	59%	47%	41%	36%	42%	35%	29%	52%	39%	42%	39%	54%	41%
Neither agree nor disagree (0)	163	46	54	63	99	64	71	92	119	24	3	17	105	40	14	4	11	8	24	14	9	19	5	13	30	20	10	-
	16%	13%	16%	19%	20%	12%	14%	18%	16%	14%	5%	36%	18%	13%	12%	18%	14%	17%	23%	16%	10%	26%	10%	17%	22%	13%	11%	-
Somewhat disagree (-1)	48	16	16	16	20	28	23	25	33	8	5	2	31	13	4	-	4	2	3	3	5	2	2	4	9	8	4	2
	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	8%	4%	5%	4%	4%	-	5%	4%	3%	3%	5%	3%	4%	5%	7%	5%	4%	7%
Strongly disagree (-2)	12	7	3	2	8	4	5	7	11	-	1	-	7	5	-	-	2	1	1	1	2	1	-	-	1	3	-	-
	1%	2%	1%	1%	2%	1%	1%	1%	1%	-	2%	-	1%	2%	-	-	3%	2%	1%	1%	2%	1%	-	-	1%	2%	-	-
NET: Disagree	60	23	19	18	28	32	28	32	44	8	6	2	38	18	4	-	6	3	4	4	7	3	2	4	10	11	4	2
	6%	7%	6%	5%	6%	6%	6%	6%	6%	5%	10%	4%	7%	6%	4%	-	8%	7%	4%	5%	8%	4%	4%	5%	7%	7%	4%	7%
Mean	1.08	1.14	1.08	1.04	0.98	1.18	1.11	1.05	1.08	1.16	1.17	0.79	1.03	1.13	1.21	1.05	0.97	1.02	1.06	1.10	1.20	1.05	1.17	1.12	0.91	1.13	1.12	1.38
Standard deviation	0.90	0.95	0.89	0.87	0.91	0.89	0.89	0.92	0.92	0.83	0.98	0.86	0.93	0.90	0.80	0.65	0.95	0.95	0.90	0.88	0.97	0.96	0.76	0.87	0.91	0.95	0.76	0.82
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.13	0.13	0.04	0.05	0.07	0.14	0.11	0.14	0.09	0.10	0.10	0.11	0.11	0.10	0.08	0.08	0.08	0.15

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 99
Q.17 To what extent do you agree or disagree with each of the following statements?
I am looking forward to 2014
Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		800	24	29	28	40	9	25	54	35	39	67	30	10	17	18	175	26	48	15	27	27	57
		78%	86%	69%	76%	80%	69%	93%	70%	85%	74%	81%	81%	77%	81%	90%	75%	79%	89%	83%	84%	90%	70%
Strongly agree	(+2)	380	10	11	11	18	4	17	31	14	24	36	16	6	7	10	79	10	22	4	10	15	25
		37%	36%	26%	30%	36%	31%	63%	40%	34%	45%	43%	43%	46%	33%	50%	34%	30%	41%	22%	31%	50%	31%
Somewhat agree	(+1)	420	14	18	17	22	5	8	23	21	15	31	14	4	10	8	96	16	26	11	17	12	32
		41%	50%	43%	46%	44%	38%	30%	30%	51%	28%	37%	38%	31%	48%	40%	41%	48%	48%	61%	53%	40%	40%
Neither agree nor disagree	(0)	163	4	7	5	7	4	2	19	5	11	9	6	2	2	1	42	6	5	2	3	-	21
		16%	14%	17%	14%	14%	31%	7%	25%	12%	21%	11%	16%	15%	10%	5%	18%	18%	9%	11%	9%	-	26%
Somewhat disagree	(-1)	48	-	4	3	2	-	-	3	1	2	5	1	1	2	1	13	1	1	1	2	3	2
		5%	-	10%	8%	4%	-	-	4%	2%	4%	6%	3%	8%	10%	5%	6%	3%	2%	6%	6%	10%	2%
Strongly disagree	(-2)	12	-	2	1	1	-	-	1	-	1	2	-	-	-	-	3	-	-	-	-	-	1
		1%	-	5%	3%	2%	-	-	1%	-	2%	2%	-	-	-	1%	-	-	-	-	-	-	1%
NET: Disagree		60	-	6	4	3	-	-	4	1	3	7	1	1	2	1	16	1	1	1	2	3	3
		6%	-	14%	11%	6%	-	-	5%	2%	6%	8%	3%	8%	10%	5%	7%	3%	2%	6%	6%	10%	4%
Mean		1.08	1.21	0.76	0.92	1.08	1.00	1.56	1.04	1.17	1.11	1.13	1.22	1.15	1.05	1.35	1.01	1.06	1.28	1.00	1.09	1.30	0.96
Standard deviation		0.90	0.69	1.10	1.01	0.92	0.82	0.64	0.97	0.74	0.99	1.00	0.82	0.99	0.92	0.81	0.93	0.79	0.71	0.77	0.82	0.92	0.89
Standard error		0.03	0.13	0.17	0.17	0.13	0.23	0.12	0.11	0.12	0.14	0.11	0.13	0.27	0.20	0.18	0.06	0.14	0.10	0.18	0.14	0.17	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 100

Q.17 To what extent do you agree or disagree with each of the following statements?

I am optimistic about what 2014 will bring

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	784	271	260	253	362	422	384	400	567	144	45	28	430	244	95	15	60	36	78	65	73	54	42	60	99	120	71	26
	77%	78%	77%	75%	74%	79%	77%	76%	77%	81%	75%	60%	75%	78%	84%	68%	79%	78%	75%	76%	78%	74%	81%	78%	73%	76%	76%	90%
Strongly agree (+2)	348	138	108	102	140	208	170	178	258	56	24	10	199	98	46	5	20	13	39	29	35	27	19	30	32	63	29	12
	34%	40%	32%	30%	29%	39%	34%	34%	35%	32%	40%	21%	34%	32%	41%	23%	26%	28%	38%	34%	38%	37%	37%	39%	24%	40%	31%	41%
Somewhat agree (+1)	436	133	152	151	222	214	214	222	309	88	21	18	231	146	49	10	40	23	39	36	38	27	23	30	67	57	42	14
	43%	38%	45%	45%	46%	40%	43%	42%	42%	50%	35%	38%	40%	47%	43%	45%	53%	50%	38%	42%	41%	37%	44%	39%	49%	36%	45%	48%
Neither agree nor disagree (0)	158	45	56	57	83	75	75	83	115	21	7	15	90	49	13	6	11	9	17	16	11	12	7	10	25	24	15	1
	15%	13%	17%	17%	17%	14%	15%	16%	16%	12%	12%	32%	16%	16%	12%	27%	14%	20%	16%	19%	12%	16%	13%	13%	18%	15%	16%	3%
Somewhat disagree (-1)	62	21	20	21	32	30	31	31	43	9	6	4	47	10	4	1	4	1	8	4	6	4	3	6	11	8	5	2
	6%	6%	6%	6%	7%	6%	6%	6%	6%	5%	10%	9%	8%	3%	4%	5%	5%	2%	8%	5%	6%	5%	6%	8%	8%	5%	5%	7%
Strongly disagree (-2)	19	10	2	7	9	10	8	11	14	3	2	-	10	8	1	-	1	-	1	1	3	3	-	1	1	6	2	-
	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	3%	-	2%	3%	1%	-	1%	-	1%	1%	3%	4%	-	1%	1%	4%	2%	-
NET: Disagree	81	31	22	28	41	40	39	42	57	12	8	4	57	18	5	1	5	1	9	5	9	7	3	7	12	14	7	2
	8%	9%	7%	8%	8%	7%	8%	8%	8%	7%	13%	9%	10%	6%	4%	5%	7%	2%	9%	6%	10%	10%	6%	9%	9%	9%	8%	7%
Mean	1.01	1.06	1.02	0.95	0.93	1.08	1.02	1.00	1.02	1.05	0.98	0.72	0.97	1.02	1.19	0.86	0.97	1.04	1.03	1.02	1.03	0.97	1.12	1.06	0.87	1.03	0.98	1.24
Standard deviation	0.95	1.01	0.88	0.95	0.94	0.96	0.94	0.96	0.95	0.89	1.11	0.90	0.99	0.91	0.84	0.83	0.86	0.76	0.97	0.91	1.03	1.07	0.86	0.98	0.89	1.05	0.94	0.83
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.07	0.14	0.13	0.04	0.05	0.08	0.18	0.10	0.11	0.10	0.10	0.11	0.12	0.12	0.11	0.08	0.08	0.10	0.15

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 100

Q.17 To what extent do you agree or disagree with each of the following statements?

I am optimistic about what 2014 will bring

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		784	26	28	29	40	7	24	56	33	40	64	28	10	15	17	172	28	44	13	27	26	57
		77%	93%	67%	78%	80%	54%	89%	73%	80%	75%	77%	76%	77%	71%	85%	74%	85%	81%	72%	84%	87%	70%
Strongly agree	(+2)	348	7	11	9	17	5	13	28	14	22	31	14	7	9	9	71	9	22	5	11	12	22
		34%	25%	26%	24%	34%	38%	48%	36%	34%	42%	37%	38%	54%	43%	45%	30%	27%	41%	28%	34%	40%	27%
Somewhat agree	(+1)	436	19	17	20	23	2	11	28	19	18	33	14	3	6	8	101	19	22	8	16	14	35
		43%	68%	40%	54%	46%	15%	41%	36%	46%	34%	40%	38%	23%	29%	40%	43%	58%	41%	44%	50%	47%	43%
Neither agree nor disagree	(0)	158	2	9	6	6	6	3	14	5	7	11	5	3	3	2	39	4	7	4	3	1	18
		15%	7%	21%	16%	12%	46%	11%	18%	12%	13%	13%	14%	23%	14%	10%	17%	12%	13%	22%	9%	3%	22%
Somewhat disagree	(-1)	62	-	4	2	2	-	-	6	3	3	5	4	-	1	-	17	1	2	1	2	3	6
		6%	-	10%	5%	4%	-	-	8%	7%	6%	6%	11%	-	5%	-	7%	3%	4%	6%	6%	10%	7%
Strongly disagree	(-2)	19	-	1	-	2	-	-	1	-	3	3	-	-	2	1	5	-	1	-	-	-	-
		2%	-	2%	-	4%	-	-	1%	-	6%	4%	-	-	10%	5%	2%	-	2%	-	-	-	-
NET: Disagree		81	-	5	2	4	-	-	7	3	6	8	4	-	3	1	22	1	3	1	2	3	6
		8%	-	12%	5%	8%	-	-	9%	7%	11%	10%	11%	-	14%	5%	9%	3%	6%	6%	6%	10%	7%
Mean		1.01	1.18	0.79	0.97	1.02	0.92	1.37	0.99	1.07	1.00	1.01	1.03	1.31	0.90	1.20	0.93	1.09	1.15	0.94	1.13	1.17	0.90
Standard deviation		0.95	0.55	1.02	0.80	1.00	0.95	0.69	0.99	0.88	1.14	1.04	0.99	0.85	1.30	1.01	0.98	0.72	0.92	0.87	0.83	0.91	0.89
Standard error		0.03	0.10	0.16	0.13	0.14	0.26	0.13	0.11	0.14	0.16	0.11	0.16	0.24	0.28	0.22	0.06	0.13	0.13	0.21	0.15	0.17	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 101
Q.17 To what extent do you agree or disagree with each of the following statements?
2013 has been a good year for me
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	730 71%	258 74%	246 73%	226 67%	342 70%	388 72%	341 68%	389 74%	541 73%	132 75%	31 52%	26 55%	417 72%	219 70%	76 67%	18 82%	55 72%	33 72%	67 64%	60 70%	66 71%	54 74%	39 75%	54 70%	90 66%	119 75%	71 76%	22 76%
Strongly agree (+2)	306 30%	121 35%	94 28%	91 27%	128 26%	178 33%	132 27%	174 33%	237 32%	58 33%	7 12%	4 9%	173 30%	91 29%	35 31%	7 32%	15 20%	12 26%	29 28%	29 34%	27 29%	22 30%	17 33%	30 39%	38 28%	46 29%	32 34%	9 31%
Somewhat agree (+1)	424 41%	137 39%	152 45%	135 40%	214 44%	210 39%	209 42%	215 41%	304 41%	74 42%	24 40%	22 47%	244 42%	128 41%	41 36%	11 50%	40 53%	21 46%	38 37%	31 36%	39 42%	32 44%	22 42%	24 31%	52 38%	73 46%	39 42%	13 45%
Neither agree nor disagree (0)	149 15%	39 11%	51 15%	59 17%	79 16%	70 13%	79 16%	70 13%	106 14%	18 10%	15 25%	10 21%	81 14%	43 14%	24 21%	1 5%	10 13%	6 13%	24 23%	13 15%	12 13%	8 11%	7 13%	12 16%	27 20%	17 11%	10 11%	3 10%
Somewhat disagree (-1)	91 9%	31 9%	29 9%	31 9%	39 8%	52 10%	42 8%	49 9%	62 8%	19 11%	6 10%	4 9%	54 9%	27 9%	9 8%	1 5%	8 11%	5 11%	8 8%	7 8%	9 10%	8 11%	4 8%	9 12%	10 7%	11 7%	11 12%	1 3%
Strongly disagree (-2)	53 5%	19 5%	12 4%	22 7%	26 5%	27 5%	36 7%	17 3%	30 4%	8 5%	8 13%	7 15%	25 4%	22 7%	4 4%	2 9%	3 4%	2 4%	5 5%	6 7%	6 6%	3 4%	2 4%	2 3%	9 7%	11 7%	1 1%	3 10%
NET: Disagree	144 14%	50 14%	41 12%	53 16%	65 13%	79 15%	78 16%	66 13%	92 12%	27 15%	14 23%	11 23%	79 14%	49 16%	13 12%	3 14%	11 14%	7 15%	13 13%	13 15%	15 16%	11 15%	6 12%	11 14%	19 14%	22 14%	12 13%	4 14%
Mean	0.82	0.89	0.85	0.72	0.78	0.86	0.72	0.91	0.89	0.88	0.27	0.26	0.84	0.77	0.83	0.91	0.74	0.78	0.75	0.81	0.77	0.85	0.92	0.92	0.74	0.84	0.97	0.83
Standard deviation	1.11	1.14	1.04	1.15	1.09	1.13	1.16	1.06	1.07	1.12	1.21	1.21	1.09	1.17	1.07	1.19	1.02	1.09	1.10	1.19	1.16	1.10	1.06	1.12	1.14	1.13	1.02	1.23
Standard error	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.16	0.18	0.05	0.07	0.10	0.25	0.12	0.16	0.11	0.13	0.12	0.13	0.15	0.13	0.10	0.09	0.11	0.23

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 101

Q.17 To what extent do you agree or disagree with each of the following statements?

2013 has been a good year for me

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		730	24	29	26	33	8	22	52	26	41	57	27	10	15	17	162	27	42	13	21	22	56
		71%	86%	69%	70%	66%	62%	81%	68%	63%	77%	69%	73%	77%	71%	85%	70%	82%	78%	72%	66%	73%	69%
Strongly agree	(+2)	306	7	8	11	18	4	9	26	6	16	23	17	2	7	7	68	13	20	6	12	9	17
		30%	25%	19%	30%	36%	31%	33%	34%	15%	30%	28%	46%	15%	33%	35%	29%	39%	37%	33%	38%	30%	21%
Somewhat agree	(+1)	424	17	21	15	15	4	13	26	20	25	34	10	8	8	10	94	14	22	7	9	13	39
		41%	61%	50%	41%	30%	31%	48%	34%	49%	47%	41%	27%	62%	38%	50%	40%	42%	41%	39%	28%	43%	48%
Neither agree nor disagree	(0)	149	2	6	5	7	3	3	16	12	4	13	5	2	2	2	34	3	5	4	6	4	11
		15%	7%	14%	14%	14%	23%	11%	21%	29%	8%	16%	14%	15%	10%	10%	15%	9%	9%	22%	19%	13%	14%
Somewhat disagree	(-1)	91	-	7	4	4	1	2	4	3	6	8	3	1	3	1	19	2	6	1	3	1	12
		9%	-	17%	11%	8%	8%	7%	5%	7%	11%	10%	8%	8%	14%	5%	8%	6%	11%	6%	9%	3%	15%
Strongly disagree	(-2)	53	2	-	2	6	1	-	5	-	2	5	2	-	1	-	18	1	1	-	2	3	2
		5%	7%	-	5%	12%	8%	-	6%	-	4%	6%	5%	-	5%	-	8%	3%	2%	-	6%	10%	2%
NET: Disagree		144	2	7	6	10	2	2	9	3	8	13	5	1	4	1	37	3	7	1	5	4	14
		14%	7%	17%	16%	20%	15%	7%	12%	7%	15%	16%	14%	8%	19%	5%	16%	9%	13%	6%	16%	13%	17%
Mean		0.82	0.96	0.71	0.78	0.70	0.69	1.07	0.83	0.71	0.89	0.75	1.00	0.85	0.81	1.15	0.75	1.09	1.00	1.00	0.81	0.80	0.70
Standard deviation		1.11	1.00	0.97	1.16	1.36	1.25	0.87	1.15	0.81	1.09	1.15	1.20	0.80	1.21	0.81	1.18	1.01	1.05	0.91	1.23	1.21	1.04
Standard error		0.03	0.19	0.15	0.19	0.19	0.35	0.17	0.13	0.13	0.15	0.13	0.20	0.22	0.26	0.18	0.08	0.18	0.14	0.21	0.22	0.22	0.12

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 102

Q.17 To what extent do you agree or disagree with each of the following statements?

2013 has been a good year for the country as a whole

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	296	115	92	89	143	153	140	156	220	61	10	5	174	86	31	5	20	9	21	28	33	17	18	23	40	52	26	9
	29%	33%	27%	26%	29%	28%	28%	30%	30%	34%	17%	11%	30%	28%	27%	23%	26%	20%	20%	33%	35%	23%	35%	30%	29%	33%	28%	31%
Strongly agree (+2)	38	14	11	13	22	16	17	21	30	4	3	1	24	8	5	1	3	1	3	4	2	3	2	3	7	7	3	-
	4%	4%	3%	4%	5%	3%	3%	4%	4%	2%	5%	2%	4%	3%	4%	5%	4%	2%	3%	5%	2%	4%	4%	4%	5%	4%	3%	-
Somewhat agree (+1)	258	101	81	76	121	137	123	135	190	57	7	4	150	78	26	4	17	8	18	24	31	14	16	20	33	45	23	9
	25%	29%	24%	22%	25%	26%	25%	26%	26%	32%	12%	9%	26%	25%	23%	18%	22%	17%	17%	28%	33%	19%	31%	26%	24%	28%	25%	31%
Neither agree nor disagree (0)	490	170	160	160	225	265	240	250	355	74	31	30	268	151	60	11	38	23	49	36	36	43	25	35	70	73	51	11
	48%	49%	47%	47%	46%	49%	48%	48%	48%	42%	52%	64%	46%	49%	53%	50%	50%	50%	47%	42%	39%	59%	48%	45%	51%	46%	55%	38%
Somewhat disagree (-1)	172	49	67	56	78	94	86	86	123	30	12	7	103	48	17	4	15	11	21	15	15	10	8	14	21	24	12	6
	17%	14%	20%	17%	16%	18%	17%	16%	17%	17%	20%	15%	18%	15%	15%	18%	20%	24%	20%	17%	16%	14%	15%	18%	15%	15%	13%	21%
Strongly disagree (-2)	65	13	19	33	40	25	32	33	41	12	7	5	32	26	5	2	3	3	13	7	9	3	1	5	5	9	4	3
	6%	4%	6%	10%	8%	5%	6%	6%	6%	7%	12%	11%	6%	8%	4%	9%	4%	7%	13%	8%	10%	4%	2%	6%	4%	6%	4%	10%
NET: Disagree	237	62	86	89	118	119	118	119	164	42	19	12	135	74	22	6	18	14	34	22	24	13	9	19	26	33	16	9
	23%	18%	25%	26%	24%	22%	24%	23%	22%	24%	32%	26%	23%	24%	19%	27%	24%	30%	33%	26%	26%	18%	17%	25%	19%	21%	17%	31%
Mean	0.03	0.16	-0.01	-0.06	0.01	0.05	0.01	0.05	0.06	0.06	-0.22	-0.23	0.05	-0.02	0.08	-0.09	0.03	-0.15	-0.22	0.03	0.02	0.05	0.19	0.03	0.12	0.11	0.10	-0.10
Standard deviation	0.91	0.85	0.89	0.97	0.96	0.86	0.90	0.91	0.90	0.92	0.98	0.84	0.91	0.92	0.86	0.97	0.86	0.87	0.97	0.99	0.99	0.81	0.82	0.93	0.86	0.91	0.82	0.98
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.07	0.13	0.12	0.04	0.05	0.08	0.21	0.10	0.13	0.10	0.11	0.10	0.10	0.11	0.11	0.07	0.07	0.09	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 102

Q.17 To what extent do you agree or disagree with each of the following statements?

2013 has been a good year for the country as a whole

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		296	8	10	8	19	5	8	18	9	13	31	13	1	8	8	72	10	13	5	9	9	19
		29%	29%	24%	22%	38%	38%	30%	23%	22%	25%	37%	35%	8%	38%	40%	31%	30%	24%	28%	28%	30%	23%
Strongly agree	(+2)	38	2	1	-	4	1	1	3	-	3	2	1	-	1	1	10	-	2	1	2	-	3
		4%	7%	2%	-	8%	8%	4%	4%	-	6%	2%	3%	-	5%	5%	4%	-	4%	6%	6%	-	4%
Somewhat agree	(+1)	258	6	9	8	15	4	7	15	9	10	29	12	1	7	7	62	10	11	4	7	9	16
		25%	21%	21%	22%	30%	31%	26%	19%	22%	19%	35%	32%	8%	33%	35%	27%	30%	20%	22%	22%	30%	20%
Neither agree nor disagree	(0)	490	13	24	19	15	6	13	35	22	30	30	14	9	5	7	122	17	32	10	16	11	40
		48%	46%	57%	51%	30%	46%	48%	45%	54%	57%	36%	38%	69%	24%	35%	52%	52%	59%	56%	50%	37%	49%
Somewhat disagree	(-1)	172	6	6	8	11	1	4	13	8	7	15	7	2	6	5	30	4	6	2	6	6	19
		17%	21%	14%	22%	22%	8%	15%	17%	20%	13%	18%	19%	15%	29%	25%	13%	12%	11%	11%	19%	20%	23%
Strongly disagree	(-2)	65	1	2	2	5	1	2	11	2	3	7	3	1	2	-	9	2	3	1	1	4	3
		6%	4%	5%	5%	10%	8%	7%	14%	5%	6%	8%	8%	8%	10%	-	4%	6%	6%	6%	3%	13%	4%
NET: Disagree		237	7	8	10	16	2	6	24	10	10	22	10	3	8	5	39	6	9	3	7	10	22
		23%	25%	19%	27%	32%	15%	22%	31%	24%	19%	27%	27%	23%	38%	25%	17%	18%	17%	17%	22%	33%	27%
Mean		0.03	0.07	0.02	-0.11	0.04	0.23	0.04	-0.18	-0.07	0.06	0.05	0.03	-0.23	-0.05	0.20	0.15	0.06	0.06	0.11	0.09	-0.17	-0.04
Standard deviation		0.91	0.94	0.81	0.81	1.12	1.01	0.94	1.04	0.79	0.89	0.99	0.99	0.73	1.12	0.89	0.84	0.83	0.83	0.90	0.89	1.02	0.86
Standard error		0.03	0.18	0.13	0.13	0.16	0.28	0.18	0.12	0.12	0.11	0.16	0.20	0.24	0.20	0.05	0.14	0.11	0.21	0.16	0.19	0.10	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 103

Q.17 To what extent do you agree or disagree with each of the following statements?

Myself and my parents look for similar things to make us happy

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-ent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	592 58%	215 62%	198 59%	179 53%	254 52%	338 63%	291 58%	301 57%	441 60%	94 53%	33 55%	24 51%	316 55%	183 59%	79 70%	14 64%	50 66%	28 61%	52 50%	56 65%	58 62%	42 58%	29 56%	43 56%	72 53%	85 54%	59 63%	18 62%
Strongly agree (+2)	141 14%	68 20%	44 13%	29 9%	51 10%	90 17%	67 13%	74 14%	113 15%	15 8%	11 18%	2 4%	70 12%	42 14%	27 24%	2 9%	10 13%	6 13%	14 13%	9 10%	17 18%	11 15%	10 19%	15 19%	12 9%	19 12%	14 15%	4 14%
Somewhat agree (+1)	451 44%	147 42%	154 46%	150 44%	203 42%	248 46%	224 45%	227 43%	328 44%	79 45%	22 37%	22 47%	246 43%	141 45%	52 46%	12 55%	40 53%	22 48%	38 37%	47 55%	41 44%	31 42%	19 37%	28 36%	60 44%	66 42%	45 48%	14 48%
Neither agree nor disagree (0)	209 20%	64 18%	68 20%	77 23%	118 24%	91 17%	113 23%	96 18%	148 20%	36 20%	11 18%	14 30%	124 21%	63 20%	18 16%	4 18%	16 21%	11 24%	24 23%	16 19%	16 17%	14 19%	11 21%	14 18%	34 25%	35 22%	10 11%	8 28%
Somewhat disagree (-1)	171 17%	49 14%	57 17%	65 19%	84 17%	87 16%	79 16%	92 18%	112 15%	38 21%	12 20%	9 19%	103 18%	49 16%	16 14%	3 14%	9 12%	6 13%	19 18%	10 12%	16 17%	15 21%	10 19%	15 19%	21 15%	27 17%	20 22%	3 10%
Strongly disagree (-2)	51 5%	19 5%	15 4%	17 5%	30 6%	21 4%	15 3%	36 7%	38 5%	9 5%	4 7%	- -	34 6%	16 5%	- -	1 5%	1 1%	1 2%	9 9%	4 5%	3 3%	2 3%	2 4%	5 6%	9 7%	11 7%	4 4%	- -
NET: Disagree	222 22%	68 20%	72 21%	82 24%	114 23%	108 20%	94 19%	128 24%	150 20%	47 27%	16 27%	9 19%	137 24%	65 21%	16 14%	4 18%	10 13%	7 15%	28 27%	14 16%	19 20%	17 23%	12 23%	20 26%	30 22%	38 24%	24 26%	3 10%
Mean	0.45	0.56	0.46	0.32	0.33	0.56	0.50	0.40	0.50	0.30	0.40	0.36	0.37	0.46	0.80	0.50	0.64	0.57	0.28	0.55	0.57	0.47	0.48	0.43	0.33	0.35	0.48	0.66
Standard deviation	1.08	1.12	1.06	1.04	1.07	1.07	1.01	1.13	1.08	1.06	1.20	0.85	1.09	1.07	0.97	1.01	0.90	0.96	1.17	0.99	1.08	1.07	1.13	1.20	1.05	1.11	1.12	0.86
Standard error	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.15	0.12	0.05	0.06	0.09	0.22	0.10	0.14	0.11	0.11	0.11	0.13	0.16	0.14	0.09	0.09	0.12	0.16

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 103

Q.17 To what extent do you agree or disagree with each of the following statements?

Myself and my parents look for similar things to make us happy

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		592	19	29	23	34	8	15	44	18	33	49	24	7	8	10	121	24	37	13	19	18	39
		58%	68%	69%	62%	68%	62%	56%	57%	44%	62%	59%	65%	54%	38%	50%	52%	73%	69%	72%	59%	60%	48%
Strongly agree	(+2)	141	5	5	3	4	3	3	13	7	9	16	10	2	3	2	24	3	9	4	6	4	6
		14%	18%	12%	8%	8%	23%	11%	17%	17%	19%	27%	15%	14%	10%	10%	9%	17%	22%	19%	13%	7%	
Somewhat agree	(+1)	451	14	24	20	30	5	12	31	11	24	33	14	5	5	8	97	21	28	9	13	14	33
		44%	50%	57%	54%	60%	38%	44%	40%	27%	45%	40%	38%	38%	24%	40%	42%	64%	52%	50%	41%	47%	41%
Neither agree nor disagree	(0)	209	8	7	8	7	5	5	15	12	8	15	6	2	4	4	54	7	6	1	7	8	20
		20%	29%	17%	22%	14%	38%	19%	19%	29%	15%	18%	16%	15%	19%	20%	23%	21%	11%	6%	22%	27%	25%
Somewhat disagree	(-1)	171	1	5	5	5	-	6	13	7	12	16	4	3	7	5	41	1	11	2	5	3	19
		17%	4%	12%	14%	10%	-	22%	17%	17%	23%	19%	11%	23%	33%	25%	18%	3%	20%	11%	16%	10%	23%
Strongly disagree	(-2)	51	-	1	1	4	-	1	5	4	-	3	3	1	2	1	17	1	-	2	1	1	3
		5%	-	2%	3%	8%	-	4%	6%	10%	-	4%	8%	8%	10%	5%	7%	3%	-	11%	3%	3%	4%
NET: Disagree		222	1	6	6	9	-	7	18	11	12	19	7	4	9	6	58	2	11	4	6	4	22
		22%	4%	14%	16%	18%	-	26%	23%	27%	23%	23%	19%	31%	43%	30%	25%	6%	20%	22%	19%	13%	27%
Mean		0.45	0.82	0.64	0.51	0.50	0.85	0.37	0.44	0.24	0.57	0.52	0.65	0.31	0.00	0.25	0.30	0.73	0.65	0.61	0.56	0.57	0.25
Standard deviation		1.08	0.77	0.93	0.93	1.05	0.80	1.08	1.15	1.22	1.03	1.12	1.23	1.25	1.26	1.12	1.10	0.80	0.99	1.29	1.08	0.97	1.02
Standard error		0.03	0.15	0.14	0.15	0.15	0.22	0.21	0.13	0.19	0.14	0.12	0.20	0.35	0.28	0.25	0.07	0.14	0.14	0.30	0.19	0.18	0.11

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 104

Q.17 To what extent do you agree or disagree with each of the following statements?

I have hopes and values similar to those of my parents

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
NET: Agree	683	245	219	219	308	375	338	345	499	123	36	25	376	211	81	15	56	32	66	60	68	48	34	52	75	109	59	24	
	67%	71%	65%	65%	63%	70%	68%	66%	68%	69%	60%	53%	65%	68%	72%	68%	74%	70%	63%	70%	73%	66%	65%	68%	55%	69%	63%	83%	
Strongly agree	(+2)	202	76	66	60	77	125	103	99	154	32	13	111	58	31	2	11	11	18	20	28	16	9	18	18	29	17	7	
		20%	22%	20%	18%	16%	23%	21%	19%	21%	18%	22%	6%	19%	19%	27%	9%	14%	24%	17%	23%	17%	23%	13%	13%	18%	18%	24%	
Somewhat agree	(+1)	481	169	153	159	231	250	235	246	345	91	23	22	265	153	50	13	45	21	48	40	40	32	25	34	57	80	42	17
		47%	49%	45%	47%	48%	47%	47%	47%	47%	51%	38%	47%	46%	49%	44%	59%	59%	46%	46%	47%	43%	44%	48%	44%	42%	51%	45%	59%
Neither agree nor disagree	(0)	162	43	62	57	87	75	84	78	112	25	13	90	50	18	4	11	7	13	12	10	13	8	10	34	27	14	3	
		16%	12%	18%	17%	18%	14%	17%	15%	15%	14%	22%	16%	16%	16%	18%	14%	15%	13%	14%	11%	18%	15%	13%	25%	17%	15%	10%	
Somewhat disagree	(-1)	127	42	39	46	64	63	62	65	89	20	8	10	77	36	12	6	6	15	9	13	9	6	12	19	15	16	1	
		12%	12%	12%	14%	13%	12%	12%	12%	11%	13%	21%	13%	12%	11%	9%	8%	13%	14%	10%	14%	12%	12%	16%	14%	9%	17%	3%	
Strongly disagree	(-2)	51	17	18	16	27	24	14	37	39	9	3	-	34	14	2	1	1	10	5	2	3	4	3	8	7	4	1	
		5%	5%	5%	5%	6%	4%	3%	7%	5%	5%	5%	-	6%	5%	2%	5%	4%	2%	6%	2%	4%	8%	4%	6%	4%	4%	3%	
NET: Disagree		178	59	57	62	91	87	76	102	128	29	11	10	111	50	14	3	9	7	25	14	15	12	10	15	27	22	20	2
		17%	17%	17%	18%	19%	16%	15%	19%	17%	16%	18%	21%	19%	16%	12%	14%	12%	15%	24%	16%	16%	16%	19%	19%	20%	14%	22%	7%
Mean		0.64	0.71	0.62	0.59	0.55	0.72	0.70	0.58	0.66	0.58	0.38	0.59	0.66	0.85	0.59	0.72	0.76	0.47	0.71	0.85	0.67	0.56	0.68	0.43	0.69	0.56	0.97	
Standard deviation		1.08	1.09	1.09	1.08	1.08	1.08	1.14	1.10	1.10	1.12	0.90	1.12	1.05	1.00	0.96	0.95	1.04	1.21	1.12	1.07	1.14	1.12	1.07	1.02	1.11	0.91		
Standard error		0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.04	0.08	0.15	0.13	0.05	0.06	0.09	0.20	0.11	0.15	0.12	0.12	0.11	0.13	0.16	0.13	0.09	0.08	0.11	0.17	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 104

Q.17 To what extent do you agree or disagree with each of the following statements?

I have hopes and values similar to those of my parents

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		683	21	32	27	34	10	18	53	22	38	59	29	9	14	11	141	20	37	13	20	24	51
		67%	75%	76%	73%	68%	77%	67%	69%	54%	72%	71%	78%	69%	67%	55%	61%	61%	69%	72%	63%	80%	63%
Strongly agree	(+2)	202	3	8	7	11	4	6	15	6	13	24	10	4	4	5	37	2	11	4	5	7	16
		20%	11%	19%	19%	22%	31%	22%	19%	15%	25%	29%	27%	31%	19%	25%	16%	6%	20%	22%	16%	23%	20%
Somewhat agree	(+1)	481	18	24	20	23	6	12	38	16	25	35	19	5	10	6	104	18	26	9	15	17	35
		47%	64%	57%	54%	46%	46%	44%	49%	39%	47%	42%	51%	38%	48%	30%	45%	55%	48%	50%	47%	57%	43%
Neither agree nor disagree	(0)	162	4	5	4	6	3	4	9	6	8	9	3	2	4	3	49	9	5	2	6	4	17
		16%	14%	12%	11%	12%	23%	15%	12%	15%	15%	11%	8%	15%	19%	15%	21%	27%	9%	11%	19%	13%	21%
Somewhat disagree	(-1)	127	3	2	5	6	-	2	11	7	6	13	3	2	2	3	30	4	11	2	4	1	10
		12%	11%	5%	14%	12%	-	7%	14%	17%	11%	16%	8%	15%	10%	15%	13%	12%	20%	11%	13%	3%	12%
Strongly disagree	(-2)	51	-	3	1	4	-	3	4	6	1	2	2	-	1	3	13	-	1	1	2	1	3
		5%	-	7%	3%	8%	-	11%	5%	15%	2%	2%	5%	-	5%	15%	6%	-	2%	6%	6%	3%	4%
NET: Disagree		178	3	5	6	10	-	5	15	13	7	15	5	2	3	6	43	4	12	3	6	2	13
		17%	11%	12%	16%	20%	-	19%	19%	32%	13%	18%	14%	15%	14%	30%	18%	12%	22%	17%	19%	7%	16%
Mean		0.64	0.75	0.76	0.73	0.62	1.08	0.59	0.64	0.22	0.81	0.80	0.86	0.85	0.67	0.35	0.52	0.55	0.65	0.72	0.53	0.93	0.63
Standard deviation		1.08	0.80	1.05	1.02	1.19	0.76	1.25	1.11	1.31	1.00	1.10	1.08	1.07	1.06	1.42	1.08	0.79	1.08	1.13	1.11	0.91	1.05
Standard error		0.03	0.15	0.16	0.17	0.17	0.21	0.24	0.13	0.21	0.14	0.12	0.18	0.30	0.23	0.32	0.07	0.14	0.15	0.27	0.20	0.17	0.12

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 105

Q.17 To what extent do you agree or disagree with each of the following statements?

My parents know what is best for my future

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	426 42%	171 49%	138 41%	117 35%	193 40%	233 43%	212 43%	214 41%	330 45%	64 36%	21 35%	11 23%	250 43%	113 36%	56 50%	7 32%	30 39%	23 50%	43 41%	38 44%	41 44%	31 42%	16 31%	34 44%	54 40%	60 38%	44 47%	12 41%
Strongly agree (+2)	88 9%	38 11%	28 8%	22 7%	35 7%	53 10%	52 10%	36 7%	69 9%	13 7%	5 8%	1 2%	45 8%	26 8%	16 14%	1 5%	4 5%	4 9%	11 11%	10 12%	10 11%	5 7%	2 4%	3 4%	14 10%	10 6%	13 14%	2 7%
Somewhat agree (+1)	338 33%	133 38%	110 33%	95 28%	158 33%	180 34%	160 32%	178 34%	261 35%	51 29%	16 27%	10 21%	205 36%	87 28%	40 35%	6 27%	26 34%	19 41%	32 31%	28 33%	31 33%	26 36%	14 27%	31 40%	40 29%	50 32%	31 33%	10 34%
Neither agree nor disagree (0)	322 31%	86 25%	116 34%	120 36%	155 32%	167 31%	156 31%	166 32%	220 30%	61 34%	17 28%	24 51%	167 29%	113 36%	35 31%	7 32%	26 34%	12 26%	33 32%	28 33%	28 30%	21 29%	23 44%	23 30%	37 27%	55 35%	24 26%	12 41%
Somewhat disagree (-1)	203 20%	66 19%	64 19%	73 22%	100 21%	103 19%	106 21%	97 18%	139 19%	38 21%	16 27%	10 21%	114 20%	63 20%	19 17%	7 32%	15 20%	9 20%	15 14%	17 17%	19 23%	17 23%	10 19%	16 21%	34 25%	31 20%	19 20%	3 10%
Strongly disagree (-2)	72 7%	24 7%	20 6%	28 8%	38 8%	34 6%	24 5%	48 9%	50 7%	14 8%	6 10%	2 4%	46 8%	22 7%	3 3%	1 5%	5 7%	2 4%	13 13%	5 6%	5 5%	4 5%	3 6%	4 5%	11 8%	12 8%	6 6%	2 7%
NET: Disagree	275 27%	90 26%	84 25%	101 30%	138 28%	137 26%	130 26%	145 28%	189 26%	52 29%	22 37%	12 26%	160 28%	85 27%	22 19%	8 36%	20 26%	11 24%	28 27%	20 23%	24 26%	21 29%	13 25%	20 26%	45 33%	43 27%	25 27%	5 17%
Mean	0.16	0.27	0.18	0.03	0.11	0.21	0.22	0.11	0.22	0.06	-0.03	-0.04	0.15	0.10	0.42	-0.05	0.12	0.30	0.13	0.27	0.24	0.15	0.04	0.17	0.09	0.09	0.28	0.24
Standard deviation	1.06	1.10	1.03	1.04	1.06	1.06	1.05	1.07	1.07	1.06	1.13	0.83	1.08	1.05	1.02	1.00	1.01	1.03	1.17	1.07	1.07	1.04	0.93	0.98	1.13	1.03	1.14	0.99
Standard error	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.15	0.12	0.04	0.06	0.10	0.21	0.12	0.15	0.11	0.12	0.11	0.12	0.13	0.11	0.10	0.08	0.12	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 105

Q.17 To what extent do you agree or disagree with each of the following statements?

My parents know what is best for my future

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		426	12	17	21	21	6	10	30	19	24	36	21	6	8	7	91	12	29	8	10	13	25
		42%	43%	40%	57%	42%	46%	37%	39%	46%	45%	43%	57%	46%	38%	35%	39%	36%	54%	44%	31%	43%	31%
Strongly agree	(+2)	88	-	4	3	5	2	4	10	2	4	8	2	1	2	1	17	2	9	2	2	3	5
		9%	-	10%	8%	10%	15%	15%	13%	5%	8%	10%	5%	8%	10%	5%	7%	6%	17%	11%	6%	10%	6%
Somewhat agree	(+1)	338	12	13	18	16	4	6	20	17	20	28	19	5	6	6	74	10	20	6	8	10	20
		33%	43%	31%	49%	32%	31%	22%	26%	41%	38%	34%	51%	38%	29%	30%	32%	30%	37%	33%	25%	33%	25%
Neither agree nor disagree	(0)	322	8	15	10	13	6	7	27	9	17	25	8	3	7	8	71	13	11	6	14	12	32
		31%	29%	36%	27%	26%	46%	26%	35%	22%	32%	30%	22%	23%	33%	40%	30%	39%	20%	33%	44%	40%	40%
Somewhat disagree	(-1)	203	7	6	5	13	1	6	12	8	11	18	6	3	3	3	54	5	12	2	6	3	19
		20%	25%	14%	14%	26%	8%	22%	16%	20%	21%	22%	16%	23%	14%	15%	23%	15%	22%	11%	19%	10%	23%
Strongly disagree	(-2)	72	1	4	1	3	-	4	8	5	1	4	2	1	3	2	17	3	2	2	2	2	5
		7%	4%	10%	3%	6%	-	15%	10%	12%	2%	5%	5%	8%	14%	10%	7%	9%	4%	11%	6%	7%	6%
NET: Disagree		275	8	10	6	16	1	10	20	13	12	22	8	4	6	5	71	8	14	4	8	5	24
		27%	29%	24%	16%	32%	8%	37%	26%	32%	23%	27%	22%	31%	29%	25%	30%	24%	26%	22%	25%	17%	30%
Mean		0.16	0.11	0.17	0.46	0.14	0.54	0.00	0.16	0.07	0.28	0.22	0.35	0.15	0.05	0.05	0.09	0.09	0.41	0.22	0.06	0.30	0.01
Standard deviation		1.06	0.92	1.10	0.93	1.11	0.88	1.30	1.16	1.15	0.95	1.05	1.01	1.14	1.20	1.05	1.06	1.04	1.12	1.17	0.98	1.02	0.99
Standard error		0.03	0.17	0.17	0.15	0.16	0.24	0.25	0.13	0.18	0.13	0.12	0.17	0.32	0.26	0.23	0.07	0.18	0.15	0.27	0.17	0.19	0.11

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 106

Q.17 To what extent do you agree or disagree with each of the following statements?

My opinion is heard in national decisions that affect me

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	145 14%	54 16%	47 14%	44 13%	74 15%	71 13%	73 15%	72 14%	113 15%	23 13%	5 8%	4 9%	85 15%	43 14%	15 13%	2 9%	19 25%	7 15%	12 12%	17 20%	16 17%	8 11%	4 8%	9 12%	20 15%	17 11%	15 16%	1 3%
Strongly agree (+2)	36 4%	17 5%	8 2%	11 3%	19 4%	17 3%	18 4%	18 3%	28 4%	6 3%	2 3%	-	23 4%	9 3%	3 3%	1 5%	1 1%	2 4%	4 4%	3 3%	3 3%	4 5%	1 2%	5 6%	7 5%	2 1%	4 4%	-
Somewhat agree (+1)	109 11%	37 11%	39 12%	33 10%	55 11%	54 10%	55 11%	54 10%	85 12%	17 10%	3 5%	4 9%	62 11%	34 11%	12 11%	1 5%	18 24%	5 11%	8 8%	14 16%	13 14%	4 5%	3 6%	4 5%	13 10%	15 9%	11 12%	1 3%
Neither agree nor disagree (0)	305 30%	112 32%	97 29%	96 28%	136 28%	169 31%	156 31%	149 28%	223 30%	48 27%	16 27%	18 38%	163 28%	97 31%	39 35%	6 27%	23 30%	13 28%	25 24%	21 24%	25 27%	22 30%	18 35%	24 31%	44 32%	48 30%	30 32%	12 41%
Somewhat disagree (-1)	314 31%	99 29%	105 31%	110 33%	147 30%	167 31%	154 31%	160 30%	217 29%	61 34%	19 32%	17 36%	173 30%	103 33%	34 30%	4 18%	21 28%	12 26%	33 32%	27 31%	25 27%	23 32%	17 33%	27 35%	40 29%	57 36%	27 29%	5 17%
Strongly disagree (-2)	259 25%	82 24%	89 26%	88 26%	129 27%	130 24%	115 23%	144 27%	186 25%	45 25%	20 33%	8 17%	156 27%	68 22%	25 22%	10 45%	13 17%	14 30%	34 33%	21 24%	27 29%	20 27%	13 25%	17 22%	32 24%	36 23%	21 23%	11 38%
NET: Disagree	573 56%	181 52%	194 57%	198 59%	276 57%	297 55%	269 54%	304 58%	403 55%	106 60%	39 65%	25 53%	329 57%	171 55%	59 52%	14 64%	34 45%	26 57%	67 64%	48 56%	52 56%	43 59%	30 58%	44 57%	72 53%	93 59%	48 52%	16 55%
Mean	-0.64	-0.55	-0.67	-0.68	-0.64	-0.63	-0.59	-0.68	-0.61	-0.69	-0.87	-0.62	-0.65	-0.60	-0.58	-0.95	-0.36	-0.67	-0.82	-0.57	-0.65	-0.70	-0.73	-0.61	-0.57	-0.70	-0.54	-0.90
Standard deviation	1.08	1.11	1.06	1.06	1.11	1.05	1.07	1.09	1.10	1.06	1.05	0.87	1.11	1.04	1.03	1.17	1.07	1.16	1.10	1.13	1.14	1.10	0.97	1.09	1.11	0.97	1.10	0.98
Standard error	0.03	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.14	0.13	0.05	0.06	0.10	0.25	0.12	0.17	0.11	0.12	0.12	0.13	0.13	0.12	0.09	0.08	0.11	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 106

Q.17 To what extent do you agree or disagree with each of the following statements?

My opinion is heard in national decisions that affect me

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		145	9	8	6	10	2	6	10	6	7	12	7	1	3	1	31	3	8	3	2	1	9
		14%	32%	19%	16%	20%	15%	22%	13%	15%	13%	14%	19%	8%	14%	5%	13%	9%	15%	17%	6%	3%	11%
Strongly agree	(+2)	36	-	1	2	2	1	2	4	1	2	3	3	-	1	1	9	-	2	1	-	-	1
		4%	-	2%	5%	4%	8%	7%	5%	2%	4%	4%	8%	-	5%	5%	4%	-	4%	6%	-	-	1%
Somewhat agree	(+1)	109	9	7	4	8	1	4	6	5	5	9	4	1	2	-	22	3	6	2	2	1	8
		11%	32%	17%	11%	16%	8%	15%	8%	12%	9%	11%	11%	8%	10%	-	9%	9%	11%	11%	6%	3%	10%
Neither agree nor disagree	(0)	305	11	11	10	9	6	8	16	17	14	24	12	4	7	2	75	11	18	7	11	12	20
		30%	39%	26%	27%	18%	46%	30%	21%	41%	26%	29%	32%	31%	33%	10%	32%	33%	33%	39%	34%	40%	25%
Somewhat disagree	(-1)	314	5	15	12	19	2	6	25	10	18	22	11	3	5	11	74	11	16	7	11	5	26
		31%	18%	36%	32%	38%	15%	22%	32%	24%	34%	27%	30%	23%	24%	55%	32%	33%	30%	39%	34%	17%	32%
Strongly disagree	(-2)	259	3	8	9	12	3	7	26	8	14	25	7	5	6	6	53	8	12	1	8	12	26
		25%	11%	19%	24%	24%	23%	26%	34%	20%	26%	30%	19%	38%	29%	30%	23%	24%	22%	6%	25%	40%	32%
NET: Disagree		573	8	23	21	31	5	13	51	18	32	47	18	8	11	17	127	19	28	8	19	17	52
		56%	29%	55%	57%	62%	38%	48%	66%	44%	60%	57%	49%	62%	52%	85%	55%	58%	52%	44%	59%	57%	64%
Mean		-0.64	-0.07	-0.52	-0.59	-0.62	-0.38	-0.44	-0.82	-0.46	-0.70	-0.69	-0.41	-0.92	-0.62	-1.05	-0.60	-0.73	-0.56	-0.28	-0.78	-0.93	-0.84
Standard deviation		1.08	0.98	1.06	1.14	1.14	1.19	1.25	1.14	1.03	1.08	1.13	1.17	1.04	1.16	0.94	1.06	0.94	1.08	0.96	0.91	0.98	1.03
Standard error		0.03	0.18	0.16	0.19	0.16	0.33	0.24	0.13	0.16	0.15	0.12	0.19	0.29	0.25	0.21	0.07	0.16	0.15	0.23	0.16	0.18	0.11

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 107

Q.17 To what extent do you agree or disagree with each of the following statements?

I am excited about my future

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	816	292	276	248	374	442	395	421	598	145	45	28	453	249	97	17	60	39	74	66	77	63	43	61	97	134	80	22
	80%	84%	82%	73%	77%	82%	79%	80%	81%	82%	75%	60%	79%	80%	86%	77%	79%	85%	71%	77%	83%	86%	83%	79%	71%	85%	86%	76%
Strongly agree (+2)	387	154	131	102	161	226	183	204	296	64	16	11	214	122	45	6	23	18	35	34	37	34	18	37	39	62	39	11
	38%	44%	39%	30%	33%	42%	37%	39%	40%	36%	27%	23%	37%	39%	40%	27%	30%	39%	34%	40%	40%	47%	35%	48%	29%	39%	42%	38%
Somewhat agree (+1)	429	138	145	146	213	216	212	217	302	81	29	17	239	127	52	11	37	21	39	32	40	29	25	24	58	72	41	11
	42%	40%	43%	43%	44%	40%	43%	41%	41%	46%	48%	36%	41%	41%	46%	50%	49%	46%	38%	37%	43%	40%	48%	31%	43%	46%	44%	38%
Neither agree nor disagree (0)	142	36	42	64	72	70	73	69	99	24	7	12	87	41	11	3	13	5	23	14	8	6	7	14	25	16	5	6
	14%	10%	12%	19%	15%	13%	15%	13%	13%	14%	12%	26%	15%	13%	10%	14%	17%	11%	22%	16%	9%	8%	13%	18%	18%	10%	5%	21%
Somewhat disagree (-1)	51	16	14	21	30	21	27	24	32	7	6	6	29	16	4	2	3	1	6	4	5	4	2	2	12	5	7	-
	5%	5%	4%	6%	6%	4%	5%	5%	4%	4%	10%	13%	5%	5%	4%	9%	4%	2%	6%	5%	5%	5%	4%	3%	9%	3%	8%	-
Strongly disagree (-2)	14	3	6	5	10	4	3	11	10	1	2	1	8	5	1	-	-	1	1	2	3	-	-	-	2	3	1	1
	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	-	-	2%	1%	2%	3%	-	-	-	1%	2%	1%	3%
NET: Disagree	65	19	20	26	40	25	30	35	42	8	8	7	37	21	5	2	3	2	7	6	8	4	2	2	14	8	8	1
	6%	5%	6%	8%	8%	5%	6%	7%	6%	5%	13%	15%	6%	7%	4%	9%	4%	4%	7%	7%	9%	5%	4%	3%	10%	5%	9%	3%
Mean	1.10	1.22	1.13	0.94	1.00	1.19	1.09	1.10	1.14	1.13	0.85	0.66	1.08	1.11	1.20	0.95	1.05	1.17	0.97	1.07	1.11	1.27	1.13	1.25	0.88	1.17	1.18	1.07
Standard deviation	0.91	0.87	0.91	0.93	0.96	0.86	0.88	0.94	0.90	0.83	1.04	1.05	0.92	0.93	0.83	0.90	0.80	0.88	0.94	0.98	0.99	0.84	0.79	0.85	0.97	0.88	0.92	0.96
Standard error	0.03	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.06	0.13	0.15	0.04	0.05	0.08	0.19	0.09	0.13	0.09	0.11	0.10	0.10	0.11	0.10	0.08	0.07	0.10	0.18

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 107

Q.17 To what extent do you agree or disagree with each of the following statements?

I am excited about my future

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		816	23	33	32	39	9	24	53	29	47	67	30	12	17	18	180	30	47	15	27	22	62
		80%	82%	79%	86%	78%	69%	89%	69%	71%	89%	81%	81%	92%	81%	90%	77%	91%	87%	83%	84%	73%	77%
Strongly agree	(+2)	387	7	14	13	20	4	14	28	11	26	31	18	6	9	11	76	13	24	8	12	11	31
		38%	25%	33%	35%	40%	31%	52%	36%	27%	49%	37%	49%	46%	43%	55%	33%	39%	44%	44%	38%	37%	38%
Somewhat agree	(+1)	429	16	19	19	19	5	10	25	18	21	36	12	6	8	7	104	17	23	7	15	11	31
		42%	57%	45%	51%	38%	38%	37%	32%	44%	40%	43%	32%	46%	38%	35%	45%	52%	43%	39%	47%	37%	38%
Neither agree nor disagree	(0)	142	5	6	4	6	2	3	18	10	3	8	6	-	3	1	36	1	4	-	4	6	16
		14%	18%	14%	11%	12%	15%	11%	23%	24%	6%	10%	16%	-	14%	5%	15%	3%	7%	-	13%	20%	20%
Somewhat disagree	(-1)	51	-	3	-	3	2	-	5	2	2	5	1	1	-	1	16	1	2	3	1	-	3
		5%	-	7%	-	6%	15%	-	6%	5%	4%	6%	3%	8%	-	5%	7%	3%	4%	17%	3%	-	4%
Strongly disagree	(-2)	14	-	-	1	2	-	-	1	-	1	3	-	-	1	-	1	1	1	-	-	2	-
		1%	-	-	3%	4%	-	-	1%	-	2%	4%	-	-	5%	-	*	3%	2%	-	-	7%	-
NET: Disagree		65	-	3	1	5	2	-	6	2	3	8	1	1	1	17	2	3	3	1	2	3	3
		6%	-	7%	3%	10%	15%	-	8%	5%	6%	10%	3%	8%	5%	7%	6%	6%	17%	3%	3%	7%	4%
Mean		1.10	1.07	1.05	1.16	1.04	0.85	1.41	0.96	0.93	1.30	1.05	1.27	1.31	1.14	1.40	1.02	1.21	1.24	1.11	1.19	0.97	1.11
Standard deviation		0.91	0.66	0.88	0.83	1.07	1.07	0.69	0.99	0.85	0.89	1.02	0.84	0.85	1.01	0.82	0.89	0.89	0.89	1.08	0.78	1.10	0.85
Standard error		0.03	0.13	0.14	0.14	0.15	0.30	0.13	0.11	0.13	0.12	0.11	0.14	0.24	0.22	0.18	0.06	0.16	0.12	0.25	0.14	0.20	0.09

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 108

Q.17 To what extent do you agree or disagree with each of the following statements?

The good far outweighs the bad in life

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	665 65%	230 66%	224 66%	211 62%	314 65%	351 65%	326 65%	339 65%	498 67%	116 66%	32 53%	19 40%	373 65%	204 66%	71 63%	17 77%	50 66%	29 63%	65 63%	53 62%	58 62%	48 66%	37 71%	51 66%	86 63%	104 66%	60 65%	24 83%
Strongly agree (+2)	232 23%	87 25%	74 22%	71 21%	107 22%	125 23%	103 21%	129 25%	177 24%	38 21%	13 22%	4 9%	132 23%	64 21%	32 28%	4 18%	15 20%	12 26%	26 25%	17 20%	22 24%	16 22%	10 19%	25 32%	25 18%	35 22%	23 25%	6 21%
Somewhat agree (+1)	433 42%	143 41%	150 44%	140 41%	207 43%	226 42%	223 45%	210 40%	321 43%	78 44%	19 32%	15 32%	241 42%	140 45%	39 35%	13 59%	35 46%	17 37%	39 38%	36 42%	36 39%	32 44%	27 52%	26 34%	61 45%	69 44%	37 40%	18 62%
Neither agree nor disagree (0)	231 23%	74 21%	71 21%	86 25%	104 21%	127 24%	116 23%	115 22%	151 20%	44 25%	18 30%	18 38%	125 22%	71 23%	31 27%	4 18%	18 24%	12 26%	25 24%	22 26%	21 23%	17 23%	9 17%	19 25%	32 24%	33 21%	21 23%	2 7%
Somewhat disagree (-1)	93 9%	33 10%	29 9%	31 9%	49 10%	44 8%	44 9%	49 9%	63 9%	14 8%	8 13%	8 17%	60 10%	23 7%	9 8%	1 5%	8 11%	4 9%	11 11%	6 7%	11 12%	6 8%	4 8%	5 6%	13 10%	15 9%	9 10%	1 3%
Strongly disagree (-2)	34 3%	10 3%	14 4%	10 3%	19 4%	15 3%	12 2%	22 4%	27 4%	3 2%	2 3%	2 4%	19 3%	13 4%	2 2%	- -	- -	1 2%	3 3%	5 6%	3 3%	2 3%	2 4%	2 3%	5 4%	6 4%	3 3%	2 7%
NET: Disagree	127 12%	43 12%	43 13%	41 12%	68 14%	59 11%	56 11%	71 14%	90 12%	17 10%	10 17%	10 21%	79 14%	36 12%	11 10%	1 5%	8 11%	5 11%	14 13%	11 13%	14 15%	8 11%	6 12%	7 9%	18 13%	21 13%	12 13%	3 10%
Mean	0.72	0.76	0.71	0.68	0.69	0.75	0.72	0.71	0.76	0.76	0.55	0.23	0.71	0.70	0.80	0.91	0.75	0.76	0.71	0.63	0.68	0.74	0.75	0.87	0.65	0.71	0.73	0.86
Standard deviation	1.02	1.02	1.03	1.00	1.05	0.99	0.97	1.07	1.03	0.94	1.08	0.98	1.04	1.01	1.00	0.75	0.90	1.02	1.05	1.06	1.06	0.99	0.99	1.03	1.01	1.04	1.04	1.03
Standard error	0.03	0.05	0.06	0.05	0.05	0.04	0.04	0.05	0.04	0.07	0.14	0.14	0.04	0.06	0.09	0.16	0.10	0.15	0.10	0.11	0.11	0.12	0.14	0.12	0.09	0.08	0.11	0.19

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 108

Q.17 To what extent do you agree or disagree with each of the following statements?

The good far outweighs the bad in life

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		665	20	27	23	30	9	18	52	23	39	50	24	8	14	14	151	22	36	12	25	24	44
		65%	71%	64%	62%	60%	69%	67%	68%	56%	74%	60%	65%	62%	67%	70%	65%	67%	67%	67%	78%	80%	54%
Strongly agree	(+2)	232	9	3	11	10	3	7	27	4	15	20	12	2	2	4	58	6	16	5	5	6	7
		23%	32%	7%	30%	20%	23%	26%	35%	10%	28%	24%	32%	15%	10%	20%	25%	18%	30%	28%	16%	20%	9%
Somewhat agree	(+1)	433	11	24	12	20	6	11	25	19	24	30	12	6	12	10	93	16	20	7	20	18	37
		42%	39%	57%	32%	40%	46%	41%	32%	46%	45%	36%	32%	46%	57%	50%	40%	48%	37%	39%	63%	60%	46%
Neither agree nor disagree	(0)	231	7	8	10	12	4	7	16	12	8	21	9	2	4	6	52	7	11	3	5	3	24
		23%	25%	19%	27%	24%	31%	26%	21%	29%	15%	25%	24%	15%	19%	30%	22%	21%	20%	17%	16%	10%	30%
Somewhat disagree	(-1)	93	1	7	3	3	-	2	6	5	4	9	3	3	2	-	22	3	4	3	1	1	11
		9%	4%	17%	8%	6%	-	7%	8%	12%	8%	11%	8%	23%	10%	-	9%	9%	7%	17%	3%	3%	14%
Strongly disagree	(-2)	34	-	-	1	5	-	-	3	1	2	3	1	-	1	-	8	1	3	-	1	2	2
		3%	-	-	3%	10%	-	-	4%	2%	4%	4%	3%	-	5%	-	3%	3%	6%	-	3%	7%	2%
NET: Disagree		127	1	7	4	8	-	2	9	6	12	4	3	3	-	30	4	7	3	2	3	13	
		12%	4%	17%	11%	16%	-	7%	12%	15%	11%	14%	11%	23%	14%	-	13%	12%	13%	17%	6%	10%	16%
Mean		0.72	1.00	0.55	0.78	0.54	0.92	0.85	0.87	0.49	0.87	0.66	0.84	0.54	0.57	0.90	0.73	0.70	0.78	0.78	0.84	0.83	0.44
Standard deviation		1.02	0.86	0.86	1.06	1.18	0.76	0.91	1.10	0.93	1.04	1.07	1.07	1.05	0.98	0.72	1.05	0.98	1.13	1.06	0.85	1.02	0.92
Standard error		0.03	0.16	0.13	0.17	0.17	0.21	0.17	0.13	0.14	0.14	0.12	0.18	0.29	0.21	0.16	0.07	0.17	0.15	0.25	0.15	0.19	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 109

Q.17 To what extent do you agree or disagree with each of the following statements?

It's the little things in life that make me happy

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	849	297	285	267	374	475	425	424	610	153	53	33	477	259	97	16	59	40	85	73	77	58	46	59	109	137	80	26
	83%	86%	84%	79%	77%	88%	85%	81%	83%	86%	88%	70%	83%	83%	86%	73%	78%	87%	82%	85%	83%	79%	88%	77%	80%	87%	86%	90%
Strongly agree (+2)	323	126	108	89	115	208	159	164	243	53	21	6	175	101	41	6	15	17	34	30	31	17	21	28	38	51	28	13
	32%	36%	32%	26%	24%	39%	32%	31%	33%	30%	35%	13%	30%	32%	36%	27%	20%	37%	33%	35%	33%	23%	40%	36%	28%	32%	30%	45%
Somewhat agree (+1)	526	171	177	178	259	267	266	260	367	100	32	27	302	158	56	10	44	23	51	43	46	41	25	31	71	86	52	13
	51%	49%	52%	53%	53%	50%	53%	50%	50%	56%	53%	57%	52%	51%	50%	45%	58%	50%	49%	50%	49%	56%	48%	40%	52%	54%	56%	45%
Neither agree nor disagree (0)	137	39	41	57	85	52	60	77	97	22	6	12	78	42	13	4	13	3	17	8	12	14	4	14	21	18	11	2
	13%	11%	12%	17%	17%	10%	12%	15%	13%	12%	10%	26%	14%	14%	12%	18%	17%	7%	16%	9%	13%	19%	8%	18%	15%	11%	12%	7%
Somewhat disagree (-1)	29	7	10	12	21	8	10	19	26	2	-	1	19	5	3	2	4	2	2	3	3	-	2	4	5	2	1	1
	3%	2%	3%	4%	4%	1%	2%	4%	4%	1%	-	2%	3%	2%	3%	9%	5%	4%	2%	3%	3%	-	4%	5%	4%	1%	1%	3%
Strongly disagree (-2)	8	4	2	2	6	2	3	5	6	-	1	1	3	5	-	-	-	1	-	2	1	1	-	-	1	1	1	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	-	2%	2%	1%	2%	-	-	-	2%	-	2%	1%	1%	-	-	1%	1%	1%	-
NET: Disagree	37	11	12	14	27	10	13	24	32	2	1	2	22	10	3	2	4	3	2	5	4	1	2	4	6	3	2	1
	4%	3%	4%	4%	6%	2%	3%	5%	4%	1%	2%	4%	4%	3%	3%	9%	5%	7%	2%	6%	4%	1%	4%	5%	4%	2%	2%	3%
Mean	1.10	1.18	1.12	1.01	0.94	1.25	1.14	1.06	1.10	1.15	1.20	0.77	1.09	1.11	1.19	0.91	0.92	1.15	1.13	1.12	1.11	1.00	1.25	1.08	1.03	1.16	1.13	1.31
Standard deviation	0.79	0.79	0.77	0.79	0.83	0.72	0.75	0.83	0.81	0.67	0.75	0.79	0.78	0.81	0.74	0.92	0.76	0.89	0.75	0.89	0.83	0.75	0.76	0.87	0.81	0.72	0.74	0.76
Standard error	0.02	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.10	0.11	0.03	0.05	0.07	0.20	0.09	0.13	0.07	0.10	0.09	0.09	0.11	0.10	0.07	0.06	0.08	0.14

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 109

Q.17 To what extent do you agree or disagree with each of the following statements?

It's the little things in life that make me happy

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brighton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		849	22	32	33	43	11	23	66	34	41	68	28	8	18	17	199	27	45	18	28	27	61
		83%	79%	76%	89%	86%	85%	85%	86%	83%	77%	82%	76%	62%	86%	85%	85%	82%	83%	100%	88%	90%	75%
Strongly agree	(+2)	323	7	7	13	20	3	11	31	14	13	24	15	2	10	5	71	10	15	9	14	13	16
		32%	25%	17%	35%	40%	23%	41%	40%	34%	25%	29%	41%	15%	48%	25%	30%	30%	28%	50%	44%	43%	20%
Somewhat agree	(+1)	526	15	25	20	23	8	12	35	20	28	44	13	6	8	12	128	17	30	9	14	14	45
		51%	54%	60%	54%	46%	62%	44%	45%	49%	53%	53%	35%	46%	38%	60%	55%	52%	56%	50%	44%	47%	56%
Neither agree nor disagree	(0)	137	6	6	1	5	2	1	9	7	12	11	7	5	3	3	26	5	7	-	2	2	17
		13%	21%	14%	3%	10%	15%	4%	12%	17%	23%	13%	19%	38%	14%	15%	11%	15%	13%	-	6%	7%	21%
Somewhat disagree	(-1)	29	-	4	2	-	-	2	2	-	-	3	2	-	-	-	6	1	1	-	2	1	3
		3%	-	10%	5%	-	-	7%	3%	-	-	4%	5%	-	-	-	3%	3%	2%	-	6%	3%	4%
Strongly disagree	(-2)	8	-	-	1	2	-	1	-	-	-	1	-	-	-	-	2	-	1	-	-	-	-
		1%	-	-	3%	4%	-	4%	-	-	-	1%	-	-	-	-	1%	-	2%	-	-	-	-
NET: Disagree		37	-	4	3	2	-	3	2	-	-	4	2	-	-	-	8	1	2	-	2	1	3
		4%	-	10%	8%	4%	-	11%	3%	-	-	5%	5%	-	-	-	3%	3%	4%	-	6%	3%	4%
Mean		1.10	1.04	0.83	1.14	1.18	1.08	1.11	1.23	1.17	1.02	1.05	1.11	0.77	1.33	1.10	1.12	1.09	1.06	1.50	1.25	1.30	0.91
Standard deviation		0.79	0.69	0.82	0.92	0.92	0.64	1.05	0.76	0.70	0.69	0.82	0.91	0.73	0.73	0.64	0.77	0.77	0.81	0.51	0.84	0.75	0.74
Standard error		0.02	0.13	0.13	0.15	0.13	0.18	0.20	0.09	0.11	0.10	0.09	0.15	0.20	0.16	0.14	0.05	0.13	0.11	0.12	0.15	0.14	0.08

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 110

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

SUMMARY TABLE

Base: All respondents

		Statement					
		The economic recession makes me less optimistic about the future	The economic recession makes me worried about finding a job	The economic recession makes me worried about being able to afford to buy a home	The economic recession does not worry me	I'm not really concerned about the impact of the economic recession on my future	The economic recession will be over by the time I need to worry about money etc
Base		1023	1023	1023	1023	1023	1023
NET: Agree		568 56%	677 66%	740 72%	192 19%	228 22%	135 13%
Strongly agree	(+2)	160 16%	269 26%	369 36%	34 3%	59 6%	26 3%
Somewhat agree	(+1)	408 40%	408 40%	371 36%	158 15%	169 17%	109 11%
Neither agree nor disagree	(0)	256 25%	158 15%	171 17%	192 19%	195 19%	256 25%
Somewhat disagree	(-1)	160 16%	129 13%	84 8%	344 34%	334 33%	345 34%
Strongly disagree	(-2)	39 4%	59 6%	28 3%	295 29%	266 26%	287 28%
NET: Disagree		199 19%	188 18%	112 11%	639 62%	600 59%	632 62%
Mean		0.48	0.68	0.95	-0.69	-0.57	-0.74
Standard deviation		1.05	1.16	1.05	1.14	1.20	1.06
Standard error		0.03	0.04	0.03	0.04	0.04	0.03

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 111

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me less optimistic about the future

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	568 56%	190 55%	197 58%	181 54%	257 53%	311 58%	275 55%	293 56%	413 56%	85 48%	38 63%	32 68%	318 55%	179 58%	53 47%	18 82%	43 57%	29 63%	68 65%	54 63%	50 54%	37 51%	27 52%	41 53%	76 56%	73 46%	51 55%	19 66%
Strongly agree (+2)	160 16%	45 13%	55 16%	60 18%	78 16%	82 15%	75 15%	85 16%	114 15%	23 13%	14 23%	9 19%	89 15%	51 16%	18 16%	2 9%	11 14%	12 26%	24 23%	17 20%	13 14%	10 14%	12 23%	7 9%	20 15%	13 8%	13 14%	8 28%
Somewhat agree (+1)	408 40%	145 42%	142 42%	121 36%	179 37%	229 43%	200 40%	208 40%	299 40%	62 35%	24 40%	23 49%	229 40%	128 41%	35 31%	16 73%	32 42%	17 37%	44 42%	37 43%	37 40%	27 37%	15 29%	34 44%	56 41%	60 38%	38 41%	11 38%
Neither agree nor disagree (0)	256 25%	89 26%	79 23%	88 26%	120 25%	136 25%	118 24%	138 26%	180 24%	51 29%	15 25%	10 21%	142 25%	79 25%	34 30%	1 5%	16 21%	5 11%	22 21%	18 21%	22 24%	21 29%	16 31%	20 26%	38 28%	46 29%	30 32%	2 7%
Somewhat disagree (-1)	160 16%	59 17%	49 14%	52 15%	83 17%	77 14%	81 16%	79 15%	121 16%	30 17%	5 8%	4 9%	96 17%	42 14%	19 17%	3 14%	15 20%	11 24%	8 8%	12 14%	17 18%	13 18%	7 13%	12 16%	17 13%	32 20%	10 11%	6 21%
Strongly disagree (-2)	39 4%	9 3%	13 4%	17 5%	26 5%	13 2%	24 5%	15 3%	25 3%	11 6%	2 3%	1 2%	21 4%	11 4%	7 6%	- -	2 3%	1 2%	6 6%	2 2%	4 4%	2 3%	2 4%	4 5%	5 4%	7 4%	2 2%	2 7%
NET: Disagree	199 19%	68 20%	62 18%	69 20%	109 22%	90 17%	105 21%	94 18%	146 20%	41 23%	7 12%	5 11%	117 20%	53 17%	26 23%	3 14%	17 22%	12 26%	14 13%	14 16%	21 23%	15 21%	9 17%	16 21%	22 16%	39 25%	12 13%	8 28%
Mean	0.48	0.46	0.52	0.46	0.41	0.54	0.44	0.51	0.48	0.32	0.72	0.74	0.47	0.53	0.34	0.77	0.46	0.61	0.69	0.64	0.41	0.54	0.36	0.51	0.25	0.54	0.59	
Standard deviation	1.05	1.00	1.05	1.10	1.11	0.99	1.08	1.02	1.04	1.09	1.03	0.94	1.05	1.03	1.12	0.81	1.05	1.18	1.09	1.03	1.08	1.03	1.11	1.02	1.01	1.02	0.94	1.30
Standard error	0.03	0.05	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.08	0.13	0.14	0.04	0.06	0.11	0.17	0.12	0.17	0.11	0.11	0.11	0.12	0.15	0.12	0.09	0.08	0.10	0.24

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 111

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me less optimistic about the future

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		568	17	21	24	30	6	18	53	25	27	41	19	5	11	9	121	15	27	10	14	20	55
		56%	61%	50%	65%	60%	46%	67%	69%	61%	51%	49%	51%	38%	52%	45%	52%	45%	50%	56%	44%	67%	68%
Strongly agree	(+2)	160	3	7	11	10	2	6	20	7	8	12	5	2	3	1	25	4	7	3	6	9	9
		16%	11%	17%	30%	20%	15%	22%	26%	17%	15%	14%	14%	15%	14%	5%	11%	12%	13%	17%	19%	30%	11%
Somewhat agree	(+1)	408	14	14	13	20	4	12	33	18	19	29	14	3	8	8	96	11	20	7	8	11	46
		40%	50%	33%	35%	40%	31%	44%	43%	44%	36%	35%	38%	23%	38%	40%	41%	33%	37%	39%	25%	37%	57%
Neither agree nor disagree	(0)	256	6	9	5	10	4	5	11	12	13	21	10	5	6	4	65	10	18	6	12	2	22
		25%	21%	21%	14%	20%	31%	19%	14%	29%	25%	25%	27%	38%	29%	20%	28%	30%	33%	33%	38%	7%	27%
Somewhat disagree	(-1)	160	5	10	7	10	2	3	7	3	12	15	6	-	3	6	39	7	7	2	6	6	4
		16%	18%	24%	19%	20%	15%	11%	9%	7%	23%	18%	16%	-	14%	30%	17%	21%	13%	11%	19%	20%	5%
Strongly disagree	(-2)	39	-	2	1	-	1	1	6	1	1	6	2	3	1	1	8	1	2	-	-	2	-
		4%	-	5%	3%	-	8%	4%	8%	2%	2%	7%	5%	23%	5%	5%	3%	3%	4%	-	-	7%	-
NET: Disagree		199	5	12	8	10	3	4	13	4	13	21	8	3	4	7	47	8	9	2	6	8	4
		19%	18%	29%	22%	20%	23%	15%	17%	10%	25%	25%	22%	23%	19%	35%	20%	24%	17%	11%	19%	27%	5%
Mean		0.48	0.54	0.33	0.70	0.60	0.31	0.70	0.70	0.66	0.40	0.31	0.38	0.08	0.43	0.10	0.39	0.30	0.43	0.61	0.44	0.63	0.74
Standard deviation		1.05	0.92	1.16	1.18	1.03	1.18	1.07	1.18	0.94	1.06	1.15	1.09	1.38	1.08	1.07	1.00	1.05	1.00	0.92	1.01	1.30	0.72
Standard error		0.03	0.17	0.18	0.19	0.15	0.33	0.21	0.13	0.15	0.13	0.18	0.38	0.23	0.24	0.07	0.18	0.14	0.22	0.18	0.24	0.08	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 112

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me worried about finding a job

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	677	247	235	195	294	383	339	338	521	80	44	32	383	206	73	15	43	30	76	59	62	45	35	55	89	99	63	21
	66%	71%	70%	58%	60%	71%	68%	64%	71%	45%	73%	68%	66%	66%	65%	68%	57%	65%	73%	69%	67%	62%	67%	71%	65%	63%	68%	72%
Strongly agree	(+2) 269	107	84	78	106	163	142	127	206	22	25	16	136	89	36	8	22	13	38	26	26	16	14	18	23	37	24	12
	26%	31%	25%	23%	22%	30%	29%	24%	28%	12%	42%	34%	24%	29%	32%	36%	29%	28%	37%	30%	28%	22%	27%	23%	17%	23%	26%	41%
Somewhat agree	(+1) 408	140	151	117	188	220	197	211	315	58	19	16	247	117	37	7	21	17	38	33	36	29	21	37	66	62	39	9
	40%	40%	45%	35%	39%	41%	40%	40%	43%	33%	32%	34%	43%	38%	33%	32%	28%	37%	37%	38%	39%	40%	40%	48%	49%	39%	42%	31%
Neither agree nor disagree	(0) 158	53	46	59	81	77	72	86	107	35	8	8	88	48	20	2	18	7	17	11	11	11	8	9	25	26	12	3
	15%	15%	14%	17%	17%	14%	14%	16%	14%	20%	13%	17%	15%	15%	18%	9%	24%	15%	16%	13%	12%	15%	15%	12%	18%	16%	13%	10%
Somewhat disagree	(-1) 129	38	40	51	69	60	60	69	82	35	7	5	65	46	15	3	11	8	7	13	11	14	7	7	16	22	11	2
	13%	11%	12%	15%	14%	11%	12%	13%	11%	20%	12%	11%	15%	11%	13%	14%	14%	17%	7%	15%	12%	19%	13%	9%	12%	14%	12%	7%
Strongly disagree	(-2) 59	9	17	33	42	17	27	32	29	27	1	2	41	11	5	2	4	1	4	3	9	3	2	6	6	11	7	3
	6%	3%	5%	10%	9%	3%	5%	6%	4%	15%	2%	4%	7%	4%	4%	9%	5%	2%	4%	3%	10%	4%	4%	8%	4%	7%	8%	10%
NET: Disagree	188	47	57	84	111	77	87	101	111	62	8	7	106	57	20	5	15	9	11	16	20	17	9	13	22	33	18	5
	18%	14%	17%	25%	23%	14%	17%	19%	15%	35%	13%	15%	18%	18%	18%	23%	20%	20%	11%	19%	22%	23%	17%	17%	16%	21%	19%	17%
Mean	0.68	0.86	0.72	0.46	0.51	0.84	0.74	0.63	0.79	0.07	1.00	0.83	0.64	0.73	0.74	0.73	0.61	0.72	0.95	0.77	0.63	0.56	0.73	0.70	0.62	0.58	0.67	0.86
Standard deviation	1.16	1.06	1.11	1.27	1.22	1.08	1.15	1.16	1.09	1.28	1.09	1.15	1.16	1.13	1.17	1.35	1.20	1.13	1.07	1.14	1.28	1.15	1.12	1.16	1.04	1.19	1.20	1.33
Standard error	0.04	0.06	0.06	0.07	0.06	0.05	0.05	0.05	0.04	0.10	0.14	0.17	0.05	0.06	0.11	0.29	0.14	0.17	0.11	0.12	0.13	0.14	0.16	0.13	0.09	0.09	0.12	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 112

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me worried about finding a job

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		677	19	20	24	33	10	16	57	30	32	53	30	8	15	12	148	22	32	14	22	21	59
		66%	68%	48%	65%	66%	77%	59%	74%	73%	60%	64%	81%	62%	71%	60%	64%	67%	59%	78%	69%	70%	73%
Strongly agree	(+2)	269	9	11	13	14	3	7	29	15	12	24	11	4	6	6	42	6	12	6	8	12	19
		26%	32%	26%	35%	28%	23%	26%	38%	37%	23%	29%	30%	31%	29%	30%	18%	18%	22%	33%	25%	40%	23%
Somewhat agree	(+1)	408	10	9	11	19	7	9	28	15	20	29	19	4	9	6	106	16	20	8	14	9	40
		40%	36%	21%	30%	38%	54%	33%	36%	37%	38%	35%	51%	31%	43%	30%	45%	48%	37%	44%	44%	30%	49%
Neither agree nor disagree	(0)	158	5	11	4	7	1	5	11	8	7	10	3	2	2	4	39	5	9	1	4	3	17
		15%	18%	26%	11%	14%	8%	19%	14%	20%	13%	12%	8%	15%	10%	20%	17%	15%	17%	6%	13%	10%	21%
Somewhat disagree	(-1)	129	3	8	8	7	2	6	7	1	11	10	2	2	4	2	30	3	9	2	5	3	4
		13%	11%	19%	22%	14%	15%	22%	9%	2%	21%	12%	5%	15%	19%	10%	13%	9%	17%	11%	16%	10%	5%
Strongly disagree	(-2)	59	1	3	1	3	-	-	2	2	3	10	2	1	-	2	16	3	4	1	1	3	1
		6%	4%	7%	3%	6%	-	-	3%	5%	6%	12%	5%	8%	-	10%	7%	9%	7%	6%	3%	10%	1%
NET: Disagree		188	4	11	9	10	2	6	9	3	14	20	4	3	4	4	46	6	13	3	6	6	5
		18%	14%	26%	24%	20%	15%	22%	12%	7%	26%	24%	11%	23%	19%	20%	20%	18%	24%	17%	19%	20%	6%
Mean		0.68	0.82	0.40	0.73	0.68	0.85	0.63	0.97	0.98	0.51	0.57	0.95	0.62	0.81	0.60	0.55	0.58	0.50	0.89	0.72	0.80	0.89
Standard deviation		1.16	1.12	1.27	1.24	1.20	0.99	1.11	1.06	1.06	1.22	1.35	1.05	1.33	1.08	1.31	1.13	1.17	1.22	1.18	1.11	1.35	0.87
Standard error		0.04	0.21	0.20	0.20	0.17	0.27	0.21	0.12	0.17	0.15	0.15	0.17	0.37	0.24	0.29	0.07	0.20	0.17	0.28	0.20	0.25	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 113

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me worried about being able to afford to buy a home

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	740	259	246	235	325	415	375	365	541	124	44	31	411	226	87	16	50	34	77	63	68	51	37	57	96	119	66	22
	72%	75%	73%	70%	67%	77%	75%	70%	73%	70%	73%	66%	71%	73%	77%	73%	66%	74%	74%	73%	73%	70%	71%	74%	71%	75%	71%	76%
Strongly agree (+2)	369	125	128	116	156	213	182	187	263	64	27	15	194	126	41	8	26	19	43	32	29	24	20	34	40	53	38	11
	36%	36%	38%	34%	32%	40%	37%	36%	36%	36%	45%	32%	34%	41%	36%	36%	34%	41%	41%	37%	31%	33%	38%	44%	29%	34%	41%	38%
Somewhat agree (+1)	371	134	118	119	169	202	193	178	278	60	17	16	217	100	46	8	24	15	34	31	39	27	17	23	56	66	28	11
	36%	39%	35%	35%	35%	38%	39%	34%	38%	34%	28%	34%	38%	32%	41%	36%	32%	33%	33%	36%	42%	37%	33%	30%	41%	42%	30%	38%
Neither agree nor disagree (0)	171	57	59	55	88	83	78	93	121	27	12	11	95	57	16	3	11	7	19	13	12	14	10	12	30	24	16	3
	17%	16%	17%	16%	18%	15%	16%	18%	16%	15%	20%	23%	16%	18%	14%	14%	14%	15%	18%	15%	13%	19%	19%	16%	22%	15%	17%	10%
Somewhat disagree (-1)	84	22	27	35	52	32	33	51	59	17	3	5	53	22	7	2	12	4	5	8	11	5	2	6	8	13	8	2
	8%	6%	8%	10%	11%	6%	7%	10%	8%	10%	5%	11%	9%	7%	6%	9%	16%	9%	5%	9%	12%	7%	4%	8%	6%	8%	9%	7%
Strongly disagree (-2)	28	9	6	13	21	7	12	16	18	9	1	-	18	6	3	1	3	1	3	2	2	3	2	2	2	2	3	2
	3%	3%	2%	4%	4%	1%	2%	3%	2%	5%	2%	-	3%	2%	3%	5%	4%	2%	3%	2%	2%	4%	3%	3%	1%	1%	3%	7%
NET: Disagree	112	31	33	48	73	39	45	67	77	26	4	5	71	28	10	3	15	5	8	10	13	8	5	8	10	15	11	4
	11%	9%	10%	14%	15%	7%	9%	13%	10%	15%	7%	11%	12%	9%	9%	14%	20%	11%	8%	12%	14%	11%	10%	10%	7%	9%	12%	14%
Mean	0.95	0.99	0.99	0.86	0.80	1.08	1.00	0.89	0.96	0.86	1.10	0.87	0.89	1.02	1.02	0.91	0.76	1.02	1.05	0.97	0.88	0.88	0.94	1.05	0.91	0.98	0.97	0.93
Standard deviation	1.05	1.01	1.02	1.12	1.13	0.95	1.00	1.09	1.03	1.16	1.00	0.99	1.07	1.02	1.00	1.15	1.20	1.06	1.03	1.06	1.05	1.08	1.13	1.07	0.94	0.97	1.11	1.19
Standard error	0.03	0.05	0.06	0.06	0.05	0.04	0.04	0.05	0.04	0.09	0.13	0.14	0.04	0.06	0.09	0.25	0.14	0.16	0.10	0.11	0.11	0.13	0.16	0.12	0.08	0.08	0.11	0.22

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 113

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession makes me worried about being able to afford to buy a home

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brighton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		740	18	28	30	38	7	21	60	31	38	55	29	9	13	17	173	25	36	12	22	22	56
		72%	64%	67%	81%	76%	54%	78%	78%	76%	72%	66%	78%	69%	62%	85%	74%	76%	67%	67%	69%	73%	69%
Strongly agree	(+2)	369	10	13	17	19	4	11	37	13	18	23	21	4	8	6	75	12	20	7	12	11	28
		36%	36%	31%	46%	38%	31%	41%	48%	32%	34%	28%	57%	31%	38%	30%	32%	36%	37%	39%	38%	37%	35%
Somewhat agree	(+1)	371	8	15	13	19	3	10	23	18	20	32	8	5	5	11	98	13	16	5	10	11	28
		36%	29%	36%	35%	38%	23%	37%	30%	44%	38%	39%	22%	38%	24%	55%	42%	39%	30%	28%	31%	37%	35%
Neither agree nor disagree	(0)	171	5	5	2	5	4	4	10	9	8	13	5	2	4	1	45	4	9	4	7	4	21
		17%	18%	12%	5%	10%	31%	15%	13%	22%	15%	16%	14%	15%	19%	5%	19%	12%	17%	22%	22%	13%	26%
Somewhat disagree	(-1)	84	4	7	4	5	2	1	4	1	5	11	2	1	4	2	11	4	7	1	2	2	4
		8%	14%	17%	11%	10%	15%	4%	5%	2%	9%	13%	5%	8%	19%	10%	5%	12%	13%	6%	6%	7%	5%
Strongly disagree	(-2)	28	1	2	1	2	-	1	3	-	2	4	1	1	-	-	4	-	2	1	1	2	-
		3%	4%	5%	3%	4%	-	4%	4%	-	4%	5%	3%	8%	-	-	2%	-	4%	6%	3%	7%	-
NET: Disagree		112	5	9	5	7	2	2	7	1	7	15	3	2	4	2	15	4	9	2	3	4	4
		11%	18%	21%	14%	14%	15%	7%	9%	2%	13%	18%	8%	15%	19%	10%	6%	12%	17%	11%	9%	13%	5%
Mean		0.95	0.79	0.71	1.11	0.96	0.69	1.07	1.13	1.05	0.89	0.71	1.24	0.77	0.81	1.05	0.98	1.00	0.83	0.89	0.94	0.90	0.99
Standard deviation		1.05	1.20	1.22	1.10	1.12	1.11	1.04	1.08	0.80	1.10	1.15	1.06	1.24	1.17	0.89	0.93	1.00	1.18	1.18	1.08	1.18	0.90
Standard error		0.03	0.23	0.19	0.18	0.16	0.31	0.20	0.12	0.13	0.15	0.13	0.18	0.34	0.25	0.20	0.06	0.17	0.16	0.28	0.19	0.22	0.10

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 114

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession does not worry me

Base: All respondents

	Age			Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region													
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	192	53	55	84	116	76	86	106	137	37	8	10	120	53	17	2	14	5	19	19	19	17	12	15	25	30	13	4
	19%	15%	16%	25%	24%	14%	17%	20%	19%	21%	13%	21%	21%	17%	15%	9%	18%	11%	18%	22%	20%	23%	23%	19%	18%	19%	14%	14%
Strongly agree (+2)	34	7	15	12	25	9	15	19	24	6	3	1	21	10	3	-	3	1	5	4	-	1	1	4	4	8	3	-
	3%	2%	4%	4%	5%	2%	3%	4%	3%	3%	5%	2%	4%	3%	3%	-	4%	2%	5%	5%	-	1%	2%	5%	3%	5%	3%	-
Somewhat agree (+1)	158	46	40	72	91	67	71	87	113	31	5	9	99	43	14	2	11	4	14	15	19	16	11	11	21	22	10	4
	15%	13%	12%	21%	19%	12%	14%	17%	15%	18%	8%	19%	17%	14%	12%	9%	14%	9%	13%	17%	20%	22%	21%	14%	15%	14%	11%	14%
Neither agree nor disagree (0)	192	62	65	65	96	96	94	98	137	38	7	10	97	63	27	5	12	9	17	13	13	14	6	20	29	42	13	4
	19%	18%	19%	19%	20%	18%	19%	19%	19%	21%	12%	21%	17%	20%	24%	23%	16%	20%	16%	15%	14%	19%	12%	26%	21%	27%	14%	14%
Somewhat disagree (-1)	344	122	121	101	151	193	168	176	242	63	25	14	201	95	40	8	30	13	30	27	35	24	17	22	51	48	38	9
	34%	35%	36%	30%	31%	36%	34%	34%	33%	36%	42%	30%	35%	31%	35%	36%	39%	28%	29%	31%	38%	33%	33%	29%	38%	30%	41%	31%
Strongly disagree (-2)	295	110	97	88	123	172	150	145	223	39	20	13	159	100	29	7	20	19	38	27	26	18	17	20	31	38	29	12
	29%	32%	29%	26%	25%	32%	30%	28%	30%	22%	33%	28%	28%	32%	26%	32%	26%	41%	37%	31%	28%	25%	33%	26%	23%	24%	31%	41%
NET: Disagree	639	232	218	189	274	365	318	321	465	102	45	27	360	195	69	15	50	32	68	54	61	42	34	42	82	86	67	21
	62%	67%	64%	56%	56%	68%	64%	61%	63%	58%	75%	57%	62%	63%	61%	68%	66%	70%	65%	63%	66%	58%	65%	55%	60%	54%	72%	72%
Mean	-0.69	-0.81	-0.72	-0.54	-0.53	-0.84	-0.74	-0.65	-0.71	-0.55	-0.90	-0.62	-0.66	-0.75	-0.69	-0.91	-0.70	-0.98	-0.79	-0.67	-0.73	-0.58	-0.73	-0.56	-0.62	-0.54	-0.86	-1.00
Standard deviation	1.14	1.08	1.13	1.19	1.20	1.06	1.12	1.15	1.14	1.12	1.12	1.15	1.16	1.14	1.07	0.97	1.13	1.09	1.21	1.22	1.08	1.13	1.19	1.18	1.09	1.15	1.08	1.07
Standard error	0.04	0.06	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.08	0.14	0.17	0.05	0.06	0.10	0.21	0.13	0.16	0.12	0.13	0.11	0.13	0.17	0.13	0.09	0.09	0.11	0.20

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 114

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession does not worry me

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		192	4	9	5	11	3	8	14	7	13	19	8	5	4	5	42	4	8	3	8	5	7
		19%	14%	21%	14%	22%	23%	30%	18%	17%	25%	23%	22%	38%	19%	25%	18%	12%	15%	17%	25%	17%	9%
Strongly agree	(+2)	34	-	3	1	1	-	3	4	1	1	1	3	3	2	1	7	-	-	2	-	1	-
		3%	-	7%	3%	2%	-	11%	5%	2%	2%	1%	8%	23%	10%	5%	3%	-	-	11%	-	3%	-
Somewhat agree	(+1)	158	4	6	4	10	3	5	10	6	12	18	5	2	2	4	35	4	8	1	8	4	7
		15%	14%	14%	11%	20%	23%	19%	13%	15%	23%	22%	14%	15%	10%	20%	15%	12%	15%	6%	25%	13%	9%
Neither agree nor disagree	(0)	192	4	8	6	7	2	3	11	9	8	12	10	1	5	3	56	9	8	3	2	4	21
		19%	14%	19%	16%	14%	15%	11%	14%	22%	15%	14%	27%	8%	24%	15%	24%	27%	15%	17%	6%	13%	26%
Somewhat disagree	(-1)	344	15	13	11	15	4	10	21	12	20	31	8	3	4	3	85	9	22	8	13	9	28
		34%	54%	31%	30%	30%	31%	37%	27%	29%	38%	37%	22%	23%	19%	15%	36%	27%	41%	44%	41%	30%	35%
Strongly disagree	(-2)	295	5	12	15	17	4	6	31	13	12	21	11	4	8	9	50	11	16	4	9	12	25
		29%	18%	29%	41%	34%	31%	22%	40%	32%	23%	25%	30%	31%	38%	45%	21%	33%	30%	22%	28%	40%	31%
NET: Disagree		639	20	25	26	32	8	16	52	25	32	52	19	7	12	12	135	20	38	12	22	21	53
		62%	71%	60%	70%	64%	62%	59%	68%	61%	60%	63%	51%	54%	57%	60%	58%	61%	70%	67%	69%	70%	65%
Mean		-0.69	-0.75	-0.60	-0.95	-0.74	-0.69	-0.41	-0.84	-0.73	-0.57	-0.64	-0.51	-0.23	-0.67	-0.75	-0.58	-0.82	-0.85	-0.61	-0.72	-0.90	-0.88
Standard deviation		1.14	0.93	1.25	1.13	1.19	1.18	1.34	1.24	1.14	1.14	1.12	1.28	1.64	1.35	1.37	1.08	1.04	1.02	1.24	1.14	1.18	0.95
Standard error		0.04	0.18	0.19	0.19	0.17	0.33	0.26	0.14	0.18	0.16	0.12	0.21	0.46	0.30	0.31	0.07	0.18	0.14	0.29	0.20	0.22	0.11

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 115

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

I'm not really concerned about the impact of the economic recession on my future

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	228	75	66	87	126	102	109	119	172	34	11	11	142	60	23	3	17	9	19	23	25	16	15	19	25	33	21	6
	22%	22%	20%	26%	26%	19%	22%	23%	23%	19%	18%	23%	25%	19%	20%	14%	22%	20%	18%	27%	27%	22%	29%	25%	18%	21%	23%	21%
Strongly agree (+2)	59	15	25	19	40	19	38	21	44	7	5	3	34	18	6	1	5	4	5	4	6	2	3	5	9	8	6	2
	6%	4%	7%	6%	8%	4%	8%	4%	6%	4%	8%	6%	6%	6%	5%	5%	7%	9%	5%	5%	6%	3%	6%	6%	7%	5%	6%	7%
Somewhat agree (+1)	169	60	41	68	86	83	71	98	128	27	6	8	108	42	17	2	12	5	14	19	19	14	12	14	16	25	15	4
	17%	17%	12%	20%	18%	15%	14%	19%	17%	15%	10%	17%	19%	14%	15%	9%	16%	11%	13%	22%	20%	19%	23%	18%	12%	16%	16%	14%
Neither agree nor disagree (0)	195	70	63	62	87	108	99	96	137	42	6	10	103	61	26	5	9	11	18	16	14	17	8	12	34	36	17	3
	19%	20%	19%	18%	18%	20%	20%	18%	19%	24%	10%	21%	18%	20%	23%	23%	12%	24%	17%	19%	15%	23%	15%	16%	25%	23%	18%	10%
Somewhat disagree (-1)	334	100	125	109	164	170	165	169	232	60	24	18	187	104	35	8	29	8	31	24	34	18	19	30	48	59	28	6
	33%	29%	37%	32%	34%	32%	33%	32%	31%	34%	40%	38%	32%	33%	31%	36%	38%	17%	30%	28%	37%	25%	37%	39%	35%	37%	30%	21%
Strongly disagree (-2)	266	102	84	80	109	157	125	141	198	41	19	8	145	86	29	6	21	18	36	23	20	22	10	16	29	30	27	14
	26%	29%	25%	24%	22%	29%	25%	27%	27%	23%	32%	17%	25%	28%	26%	27%	28%	39%	35%	27%	22%	30%	19%	21%	21%	19%	29%	48%
NET: Disagree	600	202	209	189	273	327	290	310	430	101	43	26	332	190	64	14	50	26	67	47	54	40	29	46	77	89	55	20
	59%	58%	62%	56%	56%	61%	58%	59%	58%	57%	72%	55%	58%	61%	57%	64%	66%	57%	64%	55%	58%	55%	56%	60%	57%	56%	59%	69%
Mean	-0.57	-0.62	-0.60	-0.48	-0.44	-0.68	-0.54	-0.59	-0.56	-0.57	-0.77	-0.43	-0.52	-0.64	-0.57	-0.73	-0.64	-0.67	-0.76	-0.50	-0.46	-0.60	-0.40	-0.49	-0.53	-0.49	-0.59	-0.90
Standard deviation	1.20	1.20	1.20	1.21	1.24	1.15	1.22	1.18	1.22	1.12	1.24	1.16	1.22	1.19	1.18	1.12	1.23	1.33	1.20	1.23	1.22	1.19	1.21	1.20	1.15	1.12	1.24	1.35
Standard error	0.04	0.06	0.07	0.07	0.06	0.05	0.05	0.05	0.04	0.08	0.16	0.17	0.05	0.07	0.11	0.24	0.14	0.20	0.12	0.13	0.13	0.14	0.17	0.14	0.10	0.09	0.13	0.25

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 115

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

I'm not really concerned about the impact of the economic recession on my future

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		228	9	8	8	14	2	8	16	7	13	23	12	6	4	6	39	7	13	5	9	7	12
		22%	32%	19%	22%	28%	15%	30%	21%	17%	25%	28%	32%	46%	19%	30%	17%	21%	24%	28%	28%	23%	15%
Strongly agree	(+2)	59	2	3	3	2	-	3	5	1	3	6	5	2	2	1	9	2	2	2	1	3	2
		6%	7%	7%	8%	4%	-	11%	6%	2%	6%	7%	14%	15%	10%	5%	4%	6%	4%	11%	3%	10%	2%
Somewhat agree	(+1)	169	7	5	5	12	2	5	11	6	10	17	7	4	2	5	30	5	11	3	8	4	10
		17%	25%	12%	14%	24%	15%	19%	14%	15%	19%	20%	19%	31%	10%	25%	13%	15%	20%	17%	25%	13%	12%
Neither agree nor disagree	(0)	195	2	6	8	8	2	7	11	8	14	8	8	1	4	5	53	7	13	-	6	3	21
		19%	7%	14%	22%	16%	15%	26%	14%	20%	15%	17%	22%	8%	19%	25%	23%	21%	24%	-	19%	10%	26%
Somewhat disagree	(-1)	334	10	18	6	13	4	6	24	14	16	29	8	3	9	5	93	10	14	9	12	6	25
		33%	36%	43%	16%	26%	31%	22%	31%	34%	30%	35%	22%	23%	43%	25%	40%	30%	26%	50%	38%	20%	31%
Strongly disagree	(-2)	266	7	10	15	15	5	6	26	12	16	17	9	3	4	4	48	9	14	4	5	14	23
		26%	25%	24%	41%	30%	38%	22%	34%	29%	30%	20%	24%	23%	19%	20%	21%	27%	26%	22%	16%	47%	28%
NET: Disagree		600	17	28	21	28	9	12	50	26	32	46	17	6	13	9	141	19	28	13	17	20	48
		59%	61%	67%	57%	56%	69%	44%	65%	63%	60%	55%	46%	46%	62%	45%	61%	58%	52%	72%	53%	67%	59%
Mean		-0.57	-0.46	-0.64	-0.68	-0.54	-0.92	-0.26	-0.71	-0.73	-0.60	-0.41	-0.24	-0.08	-0.52	-0.30	-0.61	-0.58	-0.50	-0.56	-0.38	-0.80	-0.70
Standard deviation		1.20	1.32	1.19	1.36	1.27	1.12	1.32	1.26	1.12	1.26	1.23	1.38	1.50	1.21	1.22	1.07	1.23	1.19	1.34	1.13	1.42	1.09
Standard error		0.04	0.25	0.18	0.22	0.18	0.31	0.25	0.14	0.17	0.17	0.14	0.23	0.42	0.26	0.27	0.07	0.21	0.16	0.32	0.20	0.26	0.12

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 116

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession will be over by the time I need to worry about money etc

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Agree	135 13%	33 10%	44 13%	58 17%	91 19%	44 8%	64 13%	71 14%	95 13%	27 15%	8 13%	5 11%	83 14%	38 12%	13 12%	1 5%	7 9%	7 15%	13 13%	13 15%	15 16%	6 8%	12 23%	6 8%	20 15%	20 13%	10 11%	6 21%
Strongly agree (+2)	26 3%	3 1%	11 3%	12 4%	20 4%	6 1%	16 3%	10 2%	17 2%	3 2%	5 8%	1 2%	16 3%	8 3%	2 2%	-	2 3%	1 2%	1 1%	3 3%	3 3%	-	1 2%	2 3%	5 4%	5 3%	3 3%	-
Somewhat agree (+1)	109 11%	30 9%	33 10%	46 14%	71 15%	38 7%	48 10%	61 12%	78 11%	24 14%	3 5%	4 9%	67 12%	30 10%	11 10%	1 5%	5 7%	6 13%	12 12%	10 12%	12 13%	6 8%	11 21%	4 5%	15 11%	15 9%	7 8%	6 21%
Neither agree nor disagree (0)	256 25%	99 29%	86 25%	71 21%	122 25%	134 25%	121 24%	135 26%	186 25%	46 26%	12 20%	12 26%	151 26%	80 26%	23 20%	2 9%	15 20%	8 17%	27 26%	17 20%	27 29%	19 26%	14 27%	16 21%	41 30%	43 27%	25 27%	4 14%
Somewhat disagree (-1)	345 34%	127 37%	114 34%	104 31%	144 30%	201 37%	167 34%	178 34%	263 36%	49 28%	18 30%	15 32%	188 33%	107 34%	40 35%	10 45%	26 34%	15 33%	25 24%	29 34%	32 34%	29 40%	13 25%	34 44%	43 32%	58 37%	35 38%	6 21%
Strongly disagree (-2)	287 28%	88 25%	94 28%	105 31%	129 27%	158 29%	146 29%	141 27%	195 26%	55 31%	22 37%	15 32%	155 27%	86 28%	37 33%	9 41%	28 37%	16 35%	39 38%	27 31%	19 20%	19 26%	13 25%	21 27%	32 24%	37 23%	23 25%	13 45%
NET: Disagree	632 62%	215 62%	208 62%	209 62%	273 56%	359 67%	313 63%	319 61%	458 62%	104 59%	40 67%	30 64%	343 59%	193 62%	77 68%	19 86%	54 71%	31 67%	64 62%	56 65%	51 55%	48 66%	26 50%	55 71%	75 55%	95 60%	58 62%	19 66%
Mean	-0.74	-0.77	-0.73	-0.72	-0.60	-0.87	-0.76	-0.72	-0.73	-0.73	-0.82	-0.83	-0.69	-0.75	-0.88	-1.23	-0.96	-0.85	-0.86	-0.78	-0.56	-0.84	-0.50	-0.88	-0.60	-0.68	-0.73	-0.90
Standard deviation	1.06	0.95	1.07	1.15	1.15	0.96	1.08	1.04	1.04	1.09	1.23	1.05	1.07	1.04	1.04	0.81	1.04	1.11	1.08	1.12	1.06	0.91	1.15	0.96	1.08	1.04	1.02	1.21
Standard error	0.03	0.05	0.06	0.06	0.05	0.04	0.05	0.05	0.04	0.08	0.16	0.15	0.04	0.06	0.10	0.17	0.12	0.16	0.11	0.12	0.11	0.11	0.16	0.11	0.09	0.08	0.11	0.22

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 116

Q.18 To what extent do you agree or disagree with each of the following statements about the economic recession?

The economic recession will be over by the time I need to worry about money etc

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																					
		Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base		1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Agree		135	2	5	6	6	2	6	7	9	5	15	4	2	5	2	29	3	6	2	5	6	8
		13%	7%	12%	16%	12%	15%	22%	9%	22%	9%	18%	11%	15%	24%	10%	12%	9%	11%	11%	16%	20%	10%
Strongly agree	(+2)	26	-	2	-	2	-	2	1	-	-	3	1	1	1	1	9	-	1	1	1	-	-
		3%	-	5%	-	4%	-	7%	1%	-	-	4%	3%	8%	5%	5%	4%	-	2%	6%	3%	-	-
Somewhat agree	(+1)	109	2	3	6	4	2	4	6	9	5	12	3	1	4	1	20	3	5	1	4	6	8
		11%	7%	7%	16%	8%	15%	15%	8%	22%	9%	14%	8%	8%	19%	5%	9%	9%	9%	6%	13%	20%	10%
Neither agree nor disagree	(0)	256	6	8	9	10	3	5	15	13	13	24	10	1	4	6	67	8	18	2	10	4	20
		25%	21%	19%	24%	20%	23%	19%	19%	32%	25%	29%	27%	8%	19%	30%	29%	24%	33%	11%	31%	13%	25%
Somewhat disagree	(-1)	345	13	12	10	15	3	10	23	8	18	31	11	7	7	8	82	12	19	11	10	6	29
		34%	46%	29%	27%	30%	23%	37%	30%	20%	34%	37%	30%	54%	33%	40%	35%	36%	35%	61%	31%	20%	36%
Strongly disagree	(-2)	287	7	17	12	19	5	6	32	11	17	13	12	3	5	4	55	10	11	3	7	14	24
		28%	25%	40%	32%	38%	38%	22%	42%	27%	32%	16%	32%	23%	24%	20%	24%	30%	20%	17%	22%	47%	30%
NET: Disagree		632	20	29	22	34	8	16	55	19	35	44	23	10	12	12	137	22	30	14	17	20	53
		62%	71%	69%	59%	68%	62%	59%	71%	46%	66%	53%	62%	77%	57%	60%	59%	67%	56%	78%	53%	67%	65%
Mean		-0.74	-0.89	-0.93	-0.76	-0.90	-0.85	-0.52	-1.03	-0.51	-0.89	-0.47	-0.81	-0.77	-0.52	-0.65	-0.66	-0.88	-0.63	-0.78	-0.56	-0.93	-0.85
Standard deviation		1.06	0.88	1.16	1.09	1.13	1.14	1.22	1.03	1.12	0.97	1.04	1.08	1.17	1.21	1.04	1.05	0.96	0.98	1.00	1.08	1.20	0.96
Standard error		0.03	0.17	0.18	0.18	0.16	0.32	0.23	0.12	0.18	0.13	0.11	0.18	0.32	0.26	0.23	0.07	0.17	0.13	0.24	0.19	0.22	0.11

Coca-Cola Reasons to Believe Survey
Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 117

Q.19 Have you ever been inspired by your friends' posts on social media to do any of the following?

SUMMARY TABLE

Base: All respondents

	Action								
	Take up a new hobby / activity	Be healthier / more active	Visit a new place / country	Do something for a good cause (e.g. fundraise volunteer)	Be nicer to those around you	Make future plans (e.g. apply for a job enrol on a course go to college/uni)	Connect with someone you haven't seen in a while (friend or family)	Be more sociable	Something else
Base	1023	1023	1023	1023	1023	1023	1023	1023	1023
Yes	514 50%	513 50%	647 63%	576 56%	550 54%	513 50%	723 71%	699 68%	377 37%
No	509 50%	510 50%	376 37%	447 44%	473 46%	510 50%	300 29%	324 32%	646 63%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 118

Q.19 Have you ever been inspired by your friends' posts on social media to do any of the following? NET: YES SUMMARY

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Connect with someone you haven't seen in a while (friend or family)	723 71%	243 70%	251 74%	229 68%	325 67%	398 74%	348 70%	375 71%	528 71%	121 68%	42 70%	32 68%	401 69%	228 73%	78 69%	16 73%	48 63%	32 70%	64 62%	63 73%	66 71%	58 79%	39 75%	55 71%	93 68%	114 72%	70 75%	21 72%
Be more sociable	699 68%	251 72%	239 71%	209 62%	311 64%	388 72%	338 68%	361 69%	517 70%	114 64%	38 63%	30 64%	382 66%	223 72%	81 72%	13 59%	55 72%	35 76%	69 66%	56 65%	66 71%	54 74%	36 69%	49 64%	94 69%	105 66%	65 70%	15 52%
Visit a new place / country	647 63%	218 63%	219 65%	210 62%	298 61%	349 65%	328 66%	319 61%	460 62%	117 66%	42 70%	28 60%	362 63%	199 64%	76 67%	10 45%	52 68%	25 54%	73 70%	59 69%	57 61%	44 60%	36 69%	46 60%	86 63%	95 60%	57 61%	17 59%
Do something for a good cause (e.g. fundraise volunteer)	576 56%	218 63%	205 61%	153 45%	235 48%	341 64%	294 59%	282 54%	427 58%	95 54%	35 58%	19 40%	310 54%	184 59%	75 66%	7 32%	48 63%	28 61%	57 55%	51 59%	53 57%	44 60%	28 54%	35 45%	73 54%	97 61%	50 54%	12 41%
Be nicer to those around you	550 54%	202 58%	197 58%	151 45%	238 49%	312 58%	272 55%	278 53%	414 56%	86 49%	30 50%	20 43%	294 51%	182 59%	63 56%	11 50%	49 64%	29 63%	57 55%	50 58%	46 49%	43 59%	29 56%	33 43%	72 53%	79 50%	49 53%	14 48%
Take up a new hobby / activity	514 50%	179 52%	184 54%	151 45%	238 49%	276 51%	256 51%	258 49%	383 52%	86 49%	25 42%	20 43%	288 50%	156 50%	60 53%	10 45%	44 58%	22 48%	47 45%	46 53%	48 52%	41 56%	28 54%	38 49%	67 49%	79 50%	42 45%	12 41%
Be healthier / more active	513 50%	180 52%	181 54%	152 45%	219 45%	294 55%	259 52%	254 48%	382 52%	88 50%	26 43%	17 36%	278 48%	168 54%	58 51%	9 41%	41 54%	21 46%	52 50%	35 41%	48 52%	42 58%	25 48%	34 44%	78 57%	80 51%	47 51%	10 34%
Make future plans (e.g. apply for a job enrol on a course go to college/university)	513 50%	186 54%	177 52%	150 44%	233 48%	280 52%	259 52%	254 48%	388 53%	74 42%	28 47%	23 49%	292 51%	162 52%	53 47%	6 27%	34 45%	19 41%	58 56%	43 50%	50 54%	40 55%	25 48%	37 48%	73 54%	75 47%	47 51%	12 41%
Something else	377 37%	128 37%	130 38%	119 35%	188 39%	189 35%	183 37%	194 37%	278 38%	64 36%	19 32%	16 34%	211 37%	117 38%	39 35%	10 45%	33 43%	16 35%	39 38%	29 34%	36 39%	27 37%	22 42%	22 29%	47 35%	61 39%	34 37%	11 38%
None of these	98 10%	30 9%	24 7%	44 13%	65 13%	33 6%	47 9%	51 10%	63 9%	18 10%	9 15%	8 17%	59 10%	24 8%	11 10%	4 18%	10 13%	4 9%	11 11%	7 8%	9 10%	6 8%	3 6%	10 13%	14 10%	12 8%	8 9%	4 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 118

Q.19 Have you ever been inspired by your friends' posts on social media to do any of the following? NET: YES SUMMARY

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Connect with someone you haven't seen in a while (friend or family)	723 71%	19 68%	23 55%	28 76%	35 70%	7 54%	23 85%	47 61%	25 61%	44 83%	60 72%	26 70%	11 85%	14 67%	15 75%	161 69%	24 73%	39 72%	15 83%	24 75%	22 73%	61 75%
Be more sociable	699 68%	21 75%	29 69%	31 84%	32 64%	9 69%	17 63%	45 58%	30 73%	39 74%	56 67%	26 70%	7 54%	14 67%	14 70%	158 68%	21 64%	36 67%	12 67%	23 72%	16 53%	63 78%
Visit a new place / country	647 63%	20 71%	27 64%	19 51%	35 70%	10 77%	18 67%	56 73%	29 71%	34 64%	52 63%	21 57%	6 46%	12 57%	11 55%	150 64%	18 55%	29 54%	11 61%	19 59%	18 60%	52 64%
Do something for a good cause (e.g. fundraise volunteer)	576 56%	19 68%	24 57%	21 57%	27 54%	9 69%	20 74%	43 56%	23 56%	32 60%	44 53%	21 57%	8 62%	14 67%	9 45%	127 55%	23 70%	26 48%	9 50%	18 56%	13 43%	46 57%
Be nicer to those around you	550 54%	17 61%	27 64%	25 68%	25 50%	8 62%	20 74%	40 52%	28 68%	32 60%	39 47%	22 59%	7 54%	11 52%	3 15%	116 50%	19 58%	26 48%	12 67%	13 41%	15 50%	45 56%
Take up a new hobby / activity	514 50%	20 71%	21 50%	18 49%	26 52%	6 46%	16 59%	30 39%	23 56%	28 53%	46 55%	19 51%	6 46%	13 62%	8 40%	113 48%	19 58%	22 41%	9 50%	15 47%	13 43%	43 53%
Be healthier / more active	513 50%	17 61%	22 52%	16 43%	22 44%	4 31%	13 48%	32 42%	25 61%	31 58%	46 55%	19 51%	6 46%	12 57%	9 45%	121 52%	20 61%	21 39%	11 61%	15 47%	11 37%	40 49%
Make future plans (e.g. apply for a job enrol on a course go to college/university)	513 50%	14 50%	16 38%	14 38%	24 48%	7 54%	17 63%	37 48%	25 61%	30 57%	48 58%	20 54%	5 38%	11 52%	7 35%	114 49%	21 64%	24 44%	13 72%	14 44%	12 40%	40 49%
Something else	377 37%	14 50%	16 38%	12 32%	15 30%	3 23%	11 41%	34 44%	11 27%	22 42%	35 42%	11 30%	5 38%	7 33%	6 30%	79 34%	16 48%	20 37%	8 44%	13 41%	12 40%	27 33%
None of these	98 10%	4 14%	6 14%	3 8%	6 12%	1 8%	1 4%	9 12%	3 7%	3 6%	9 11%	5 14%	- -	3 14%	1 5%	22 9%	1 3%	6 11%	2 11%	3 9%	4 13%	6 7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 119

Q.20 When was the last time you did each of the following on social media?

SUMMARY TABLE

Base: All respondents

	Activity on social media															
	Posted / shared a funny picture or video	Tagged a friend in a post or picture or video	"Liked" a comment or post	Connected with an old friend / family member you haven't seen for a while	Left a negative comment on a photo or video	Wrote a negative comment about someone	Left a positive comment on a photo or video	Gave someone a compliment	Shared good news	Shared bad news	Searched for and added / followed someone you fancy	Asked somebody out on a date	Broke up with someone	Said "Happy Birthday" to someone	Defriended / unfollowed somebody	Accepted / sent a friend request
Base	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Ever	915 89%	937 92%	978 96%	938 92%	399 39%	343 34%	916 90%	927 91%	935 91%	680 66%	789 77%	360 35%	262 26%	977 96%	878 86%	989 97%
Today	76 7%	63 6%	397 39%	45 4%	15 1%	13 1%	73 7%	142 14%	95 9%	38 4%	34 3%	7 1%	6 1%	105 10%	32 3%	130 13%
This week	260 25%	278 27%	392 38%	139 14%	21 2%	21 2%	278 27%	299 29%	242 24%	100 10%	105 10%	28 3%	7 1%	382 37%	184 18%	431 42%
This month	229 22%	265 26%	120 12%	208 20%	54 5%	44 4%	256 25%	231 23%	236 23%	132 13%	132 13%	33 3%	10 1%	261 26%	207 20%	239 23%
Last month	110 11%	117 11%	29 3%	157 15%	50 5%	31 3%	100 10%	91 9%	104 10%	78 8%	89 9%	32 3%	19 2%	101 10%	137 13%	98 10%
This year	161 16%	139 14%	18 2%	266 26%	89 9%	67 7%	149 15%	111 11%	179 17%	168 16%	150 15%	73 7%	52 5%	94 9%	229 22%	72 7%
Longer ago	79 8%	75 7%	22 2%	123 12%	170 17%	167 16%	60 6%	53 5%	79 8%	164 16%	279 27%	187 18%	168 16%	34 3%	89 9%	19 2%
Never	108 11%	86 8%	45 4%	85 8%	624 61%	680 66%	107 10%	96 9%	88 9%	343 34%	234 23%	663 65%	761 74%	46 4%	145 14%	34 3%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 120

Q.20 When was the last time you did each of the following on social media?

Posted / shared a funny picture or video

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	915	308	311	296	430	485	449	466	658	161	53	43	512	284	98	21	66	38	92	71	83	69	45	72	123	146	85	25
	89%	89%	92%	88%	88%	90%	90%	89%	89%	91%	88%	91%	89%	91%	87%	95%	87%	83%	88%	83%	89%	95%	87%	94%	90%	92%	91%	86%
Today	76	31	24	21	39	37	33	43	56	9	7	4	46	23	5	2	-	1	11	8	2	6	4	9	9	9	15	2
	7%	9%	7%	6%	8%	7%	7%	8%	8%	5%	12%	9%	8%	7%	4%	9%	-	2%	11%	9%	2%	8%	8%	12%	7%	6%	16%	7%
This week	260	90	99	71	121	139	122	138	205	38	13	4	141	71	43	5	21	11	30	20	32	18	17	14	29	38	26	4
	25%	26%	29%	21%	25%	26%	24%	26%	28%	21%	22%	9%	24%	23%	38%	23%	28%	24%	29%	23%	34%	25%	33%	18%	21%	24%	28%	14%
This month	229	79	84	66	95	134	110	119	167	40	7	15	129	81	17	2	17	9	17	18	19	14	11	18	39	44	16	7
	22%	23%	25%	20%	20%	25%	22%	23%	23%	23%	12%	32%	22%	26%	15%	9%	22%	20%	16%	21%	20%	19%	21%	23%	29%	28%	17%	24%
Last month	110	34	32	44	53	57	57	53	75	26	8	1	56	40	12	2	10	7	11	5	8	13	5	7	11	23	6	4
	11%	10%	9%	13%	11%	11%	11%	10%	10%	15%	13%	2%	10%	13%	11%	9%	13%	15%	11%	6%	9%	18%	10%	9%	8%	15%	6%	14%
This year	161	48	47	66	85	76	83	78	100	37	12	12	102	40	13	6	13	5	16	13	13	14	6	17	23	20	16	5
	16%	14%	14%	20%	17%	14%	17%	15%	14%	21%	20%	26%	18%	13%	12%	27%	17%	11%	15%	15%	14%	19%	12%	22%	17%	13%	17%	17%
Longer ago	79	26	25	28	37	42	44	35	55	11	6	7	38	29	8	4	5	5	7	7	9	4	2	7	12	12	6	3
	8%	7%	7%	8%	8%	8%	9%	7%	7%	6%	10%	15%	7%	9%	7%	18%	7%	11%	7%	8%	10%	5%	4%	9%	9%	8%	6%	10%
Never	108	39	27	42	56	52	49	59	81	16	7	4	65	27	15	1	10	8	12	15	10	4	7	5	13	12	8	4
	11%	11%	8%	12%	12%	10%	10%	11%	11%	9%	12%	9%	11%	9%	13%	5%	13%	17%	12%	17%	11%	5%	13%	6%	10%	8%	9%	14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 120

Q.20 When was the last time you did each of the following on social media?

Posted / shared a funny picture or video

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	915	25	35	30	41	10	24	70	34	51	73	37	13	19	18	210	32	49	16	27	26	75
	89%	89%	83%	81%	82%	77%	89%	91%	83%	96%	88%	100%	100%	90%	90%	90%	97%	91%	89%	84%	87%	93%
Today	76	-	-	1	3	-	2	7	6	6	-	7	-	2	1	12	1	7	5	3	3	10
	7%	-	-	3%	6%	-	7%	9%	15%	11%	-	19%	-	10%	5%	5%	3%	13%	28%	9%	10%	12%
This week	260	8	10	10	10	2	12	25	9	12	26	8	4	6	6	53	10	12	3	9	4	21
	25%	29%	24%	27%	20%	15%	44%	32%	22%	23%	31%	22%	31%	29%	30%	23%	30%	22%	17%	28%	13%	26%
This month	229	5	11	7	12	1	6	11	10	11	16	8	4	5	6	61	8	12	4	6	7	18
	22%	18%	26%	19%	24%	8%	22%	14%	24%	21%	19%	22%	31%	24%	30%	26%	24%	22%	22%	19%	23%	22%
Last month	110	6	4	5	2	3	2	9	2	11	9	1	3	2	1	24	7	4	1	3	4	7
	11%	21%	10%	14%	4%	23%	7%	12%	5%	21%	11%	3%	23%	10%	5%	10%	21%	7%	6%	9%	13%	9%
This year	161	4	8	2	10	1	2	12	5	11	11	10	1	3	4	39	3	10	-	5	5	15
	16%	14%	19%	5%	20%	8%	7%	16%	12%	21%	13%	27%	8%	14%	20%	17%	9%	19%	-	16%	17%	19%
Longer ago	79	2	2	5	4	3	-	6	2	-	11	3	1	1	-	21	3	4	3	1	3	4
	8%	7%	5%	14%	8%	23%	-	8%	5%	-	13%	8%	8%	5%	-	9%	9%	7%	17%	3%	10%	5%
Never	108	3	7	7	9	3	3	7	7	2	10	-	-	2	2	23	1	5	2	5	4	6
	11%	11%	17%	19%	18%	23%	11%	9%	17%	4%	12%	-	-	10%	10%	10%	3%	9%	11%	16%	13%	7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 121

Q.20 When was the last time you did each of the following on social media?

Tagged a friend in a post or picture or video

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	937	326	316	295	429	508	449	488	679	162	55	41	525	289	104	19	68	43	95	78	85	70	48	68	123	146	89	24
	92%	94%	93%	87%	88%	95%	90%	93%	92%	92%	92%	87%	91%	93%	92%	86%	89%	93%	91%	91%	91%	96%	92%	88%	90%	92%	96%	83%
Today	63	28	23	12	32	31	30	33	48	9	3	3	36	17	8	2	1	3	10	6	5	6	3	6	6	7	8	2
	6%	8%	7%	4%	7%	6%	6%	6%	6%	5%	5%	6%	6%	5%	7%	9%	1%	7%	10%	7%	5%	8%	6%	8%	4%	4%	9%	7%
This week	278	117	98	63	105	173	136	142	213	42	19	4	140	88	45	5	20	13	30	23	24	24	15	9	37	53	27	3
	27%	34%	29%	19%	22%	32%	27%	27%	29%	24%	32%	9%	24%	28%	40%	23%	26%	28%	29%	27%	26%	33%	29%	12%	27%	34%	29%	10%
This month	265	85	93	87	109	156	113	152	198	43	11	13	157	87	17	4	23	12	15	27	20	19	13	19	34	45	29	9
	26%	24%	28%	26%	22%	29%	23%	29%	27%	24%	18%	28%	27%	28%	15%	18%	30%	26%	14%	31%	22%	26%	25%	25%	25%	28%	31%	31%
Last month	117	28	44	45	62	55	66	51	88	17	7	5	69	32	14	2	8	3	18	8	14	8	8	9	14	15	5	7
	11%	8%	13%	13%	13%	10%	13%	10%	12%	10%	12%	11%	12%	10%	12%	9%	11%	7%	17%	9%	15%	11%	15%	12%	10%	9%	5%	24%
This year	139	48	36	55	70	69	66	73	84	37	10	8	82	39	15	3	7	7	13	8	14	9	7	18	22	19	12	3
	14%	14%	11%	16%	14%	13%	13%	14%	11%	21%	17%	17%	14%	13%	13%	14%	9%	15%	13%	9%	15%	12%	13%	23%	16%	12%	13%	10%
Longer ago	75	20	22	33	51	24	38	37	48	14	5	8	41	26	5	3	9	5	9	6	8	4	2	7	10	7	8	-
	7%	6%	7%	10%	10%	4%	8%	7%	6%	8%	8%	17%	7%	8%	4%	14%	12%	11%	9%	7%	9%	5%	4%	9%	7%	4%	9%	-
Never	86	21	22	43	57	29	49	37	60	15	5	6	52	22	9	3	8	3	9	8	8	3	4	9	13	12	4	5
	8%	6%	7%	13%	12%	5%	10%	7%	8%	8%	8%	13%	9%	7%	8%	14%	11%	7%	9%	9%	9%	4%	8%	12%	10%	8%	4%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 121

Q.20 When was the last time you did each of the following on social media?

Tagged a friend in a post or picture or video

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	937	26	36	35	44	11	26	73	34	50	75	33	13	18	17	214	30	52	16	30	25	79
	92%	93%	86%	95%	88%	85%	96%	95%	83%	94%	90%	89%	100%	86%	85%	92%	91%	96%	89%	94%	83%	98%
Today	63	-	1	3	4	-	1	6	4	6	4	3	-	-	-	12	1	5	2	2	3	6
	6%	-	2%	8%	8%	-	4%	8%	10%	11%	5%	8%	-	-	-	5%	3%	9%	11%	6%	10%	7%
This week	278	12	6	11	14	4	6	19	14	19	21	7	3	8	5	64	13	12	6	7	3	24
	27%	43%	14%	30%	28%	31%	22%	25%	34%	36%	25%	19%	23%	38%	25%	27%	39%	22%	33%	22%	10%	30%
This month	265	4	17	9	12	3	13	10	10	14	16	11	4	5	8	59	7	19	4	8	9	23
	26%	14%	40%	24%	24%	23%	48%	13%	24%	26%	19%	30%	31%	24%	40%	25%	21%	35%	22%	25%	30%	28%
Last month	117	4	3	2	5	-	4	17	2	3	14	5	3	3	2	19	2	4	1	5	7	12
	11%	14%	7%	5%	10%	-	15%	22%	5%	6%	17%	14%	23%	14%	10%	8%	6%	7%	6%	16%	23%	15%
This year	139	3	4	4	4	3	2	12	3	5	14	5	3	2	2	40	7	8	-	7	3	8
	14%	11%	10%	11%	8%	23%	7%	16%	7%	9%	17%	14%	23%	10%	10%	17%	21%	15%	-	22%	10%	10%
Longer ago	75	3	5	6	5	1	-	9	1	3	6	2	-	-	-	20	-	4	3	1	-	6
	7%	11%	12%	16%	10%	8%	-	12%	2%	6%	7%	5%	-	-	-	9%	-	7%	17%	3%	-	7%
Never	86	2	6	2	6	2	1	4	7	3	8	4	-	3	3	19	3	2	2	2	5	2
	8%	7%	14%	5%	12%	15%	4%	5%	17%	6%	10%	11%	-	14%	15%	8%	9%	4%	11%	6%	17%	2%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 122
Q.20 When was the last time you did each of the following on social media?
“Liked” a comment or post
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	978	338	323	317	457	521	474	504	707	169	58	44	546	304	108	20	73	46	100	82	88	70	51	73	126	151	93	25
	96%	97%	96%	94%	94%	97%	95%	96%	96%	95%	97%	94%	95%	98%	96%	91%	96%	100%	96%	95%	95%	96%	98%	95%	93%	96%	100%	86%
Today	397	152	145	100	160	237	197	200	299	60	23	15	204	123	61	9	27	20	40	41	36	32	24	29	44	59	37	8
	39%	44%	43%	30%	33%	44%	40%	38%	40%	34%	38%	32%	35%	40%	54%	41%	36%	43%	38%	48%	39%	44%	46%	38%	32%	37%	40%	28%
This week	392	135	122	135	178	214	180	212	284	70	23	15	232	119	35	6	31	18	37	27	34	29	22	30	51	67	35	11
	38%	39%	36%	40%	37%	40%	36%	40%	38%	40%	38%	32%	40%	38%	31%	27%	41%	39%	36%	31%	37%	40%	42%	39%	38%	42%	38%	38%
This month	120	30	39	51	74	46	63	57	80	23	9	8	61	45	11	3	8	5	13	11	13	5	3	9	15	18	15	5
	12%	9%	12%	15%	15%	9%	13%	11%	11%	13%	15%	17%	11%	14%	10%	14%	11%	11%	13%	13%	14%	7%	6%	12%	11%	11%	16%	17%
Last month	29	8	8	13	21	8	13	16	21	7	-	1	22	6	1	-	2	2	5	2	2	1	1	1	9	1	2	1
	3%	2%	2%	4%	4%	1%	3%	3%	3%	4%	-	2%	4%	2%	1%	-	3%	4%	5%	2%	2%	1%	2%	1%	7%	1%	2%	3%
This year	18	7	4	7	10	8	11	7	10	5	2	1	11	7	-	-	1	-	2	-	-	2	1	2	3	5	2	-
	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	3%	2%	2%	2%	-	-	1%	-	2%	-	-	3%	2%	3%	2%	3%	2%	-
Longer ago	22	6	5	11	14	8	10	12	13	4	1	4	16	4	-	2	4	1	3	1	3	1	-	2	4	1	2	-
	2%	2%	1%	3%	3%	1%	2%	2%	2%	2%	2%	9%	3%	1%	-	9%	5%	2%	3%	1%	3%	1%	-	3%	3%	1%	2%	-
Never	45	9	15	21	29	16	24	21	32	8	2	3	31	7	5	2	3	-	4	4	5	3	1	4	10	7	-	4
	4%	3%	4%	6%	6%	3%	5%	4%	4%	5%	3%	6%	5%	2%	4%	9%	4%	-	4%	5%	5%	4%	2%	5%	7%	4%	-	14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 122

Q.20 When was the last time you did each of the following on social media?

“Liked” a comment or post

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	978	27	40	37	47	13	26	76	37	50	78	36	13	19	18	220	32	54	18	32	26	79
	96%	96%	95%	100%	94%	100%	96%	99%	90%	94%	94%	97%	100%	90%	90%	94%	97%	100%	100%	100%	87%	98%
Today	397	8	16	14	24	7	13	35	13	26	28	17	7	8	11	71	12	23	4	15	9	36
	39%	29%	38%	38%	48%	54%	48%	45%	32%	49%	34%	46%	54%	38%	55%	30%	36%	43%	22%	47%	30%	44%
This week	392	15	14	18	17	2	7	23	17	19	31	14	6	6	5	102	14	18	7	12	11	34
	38%	54%	33%	49%	34%	15%	26%	30%	41%	36%	37%	38%	46%	29%	25%	44%	42%	33%	39%	38%	37%	42%
This month	120	3	5	2	4	3	5	9	5	4	13	4	-	3	-	24	6	10	5	3	5	7
	12%	11%	12%	5%	8%	23%	19%	12%	12%	8%	16%	11%	-	14%	-	10%	18%	19%	28%	9%	17%	9%
Last month	29	-	2	2	-	1	1	4	1	1	2	1	-	-	-	10	-	2	-	1	1	-
	3%	-	5%	5%	-	8%	4%	5%	2%	2%	2%	3%	-	-	-	4%	-	4%	-	3%	3%	-
This year	18	1	-	-	1	-	-	3	-	-	-	-	-	1	2	8	-	-	1	1	-	-
	2%	4%	-	-	2%	-	-	4%	-	-	-	-	-	5%	10%	3%	-	-	6%	3%	-	-
Longer ago	22	-	3	1	1	-	-	2	1	-	4	-	-	1	-	5	-	1	1	-	-	2
	2%	-	7%	3%	2%	-	-	3%	2%	-	5%	-	-	5%	-	2%	-	2%	6%	-	-	2%
Never	45	1	2	-	3	-	1	1	4	3	5	1	-	2	2	13	1	-	-	-	4	2
	4%	4%	5%	-	6%	-	4%	1%	10%	6%	6%	3%	-	10%	10%	6%	3%	-	-	-	13%	2%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 123

Q.20 When was the last time you did each of the following on social media?

Connected with an old friend / family member you haven't seen for a while

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	938	322	313	303	427	511	457	481	672	164	58	44	526	286	106	20	67	43	93	78	89	70	47	69	123	150	87	22
	92%	93%	93%	90%	88%	95%	92%	92%	91%	93%	97%	94%	91%	92%	94%	91%	88%	93%	89%	91%	96%	96%	90%	90%	90%	95%	94%	76%
Today	45	21	19	5	20	25	23	22	37	3	4	1	30	11	4	-	3	3	6	6	5	6	2	2	5	1	6	-
	4%	6%	6%	1%	4%	5%	5%	4%	5%	2%	7%	2%	5%	4%	4%	-	4%	7%	6%	7%	5%	8%	4%	3%	4%	1%	6%	-
This week	139	54	51	34	63	76	66	73	109	16	7	7	84	39	13	3	9	7	10	10	24	10	11	11	15	19	11	2
	14%	16%	15%	10%	13%	14%	13%	14%	15%	9%	12%	15%	15%	13%	12%	14%	12%	15%	10%	12%	26%	14%	21%	14%	11%	12%	12%	7%
This month	208	85	59	64	87	121	100	108	151	32	16	9	109	65	29	5	15	5	20	17	18	15	13	15	22	37	26	5
	20%	24%	17%	19%	18%	23%	20%	21%	20%	18%	27%	19%	19%	21%	26%	23%	20%	11%	19%	20%	19%	21%	25%	19%	16%	23%	28%	17%
Last month	157	46	61	50	88	69	70	87	117	25	7	8	93	44	16	4	14	10	13	13	11	12	5	13	25	24	13	4
	15%	13%	18%	15%	18%	13%	14%	17%	16%	14%	12%	17%	16%	14%	18%	18%	22%	13%	15%	12%	16%	10%	17%	18%	15%	14%	14%	14%
This year	266	81	88	97	108	158	134	132	179	58	17	12	147	83	31	5	17	15	28	24	25	20	10	19	36	43	21	8
	26%	23%	26%	29%	22%	29%	27%	25%	24%	33%	28%	26%	25%	27%	27%	23%	22%	33%	27%	28%	27%	27%	19%	25%	26%	27%	23%	28%
Longer ago	123	35	35	53	61	62	64	59	79	30	7	7	63	44	13	3	9	3	16	8	6	7	6	9	20	26	10	3
	12%	10%	10%	16%	13%	12%	13%	11%	11%	17%	12%	15%	11%	14%	12%	14%	12%	7%	15%	9%	6%	10%	12%	12%	15%	16%	11%	10%
Never	85	25	25	35	59	26	41	44	67	13	2	3	51	25	7	2	9	3	11	8	4	3	5	8	13	8	6	7
	8%	7%	7%	10%	12%	5%	8%	8%	9%	7%	3%	6%	9%	8%	6%	9%	12%	7%	11%	9%	4%	4%	10%	10%	10%	5%	6%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 123

Q.20 When was the last time you did each of the following on social media?

Connected with an old friend / family member you haven't seen for a while

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	938	24	37	35	44	12	26	69	36	50	79	33	13	19	18	216	32	50	16	29	23	77
	92%	86%	88%	95%	88%	92%	96%	90%	88%	88%	95%	89%	100%	90%	90%	93%	97%	93%	89%	91%	77%	95%
Today	45	2	1	3	2	1	4	4	2	4	5	-	1	-	2	6	-	4	-	2	-	2
	4%	7%	2%	8%	4%	8%	15%	5%	5%	8%	6%	-	8%	-	10%	3%	-	7%	-	6%	-	2%
This week	139	2	6	7	6	1	3	9	5	8	20	8	2	2	2	23	5	3	4	6	2	15
	14%	7%	14%	19%	12%	8%	11%	12%	12%	15%	24%	22%	15%	10%	10%	10%	15%	6%	22%	19%	7%	19%
This month	208	8	6	4	8	3	7	15	12	12	13	8	4	3	5	44	6	15	5	6	5	19
	20%	29%	14%	11%	16%	23%	26%	19%	29%	23%	16%	22%	31%	14%	25%	19%	18%	28%	28%	19%	17%	23%
Last month	157	2	10	8	9	1	2	12	3	11	8	6	3	3	1	38	8	10	1	4	4	13
	15%	7%	24%	22%	18%	8%	7%	16%	7%	21%	10%	16%	23%	14%	5%	16%	24%	19%	6%	13%	13%	16%
This year	266	7	8	11	13	5	7	18	8	11	25	8	2	7	6	65	8	13	4	7	9	24
	26%	25%	19%	30%	26%	38%	26%	23%	20%	21%	30%	22%	15%	33%	30%	28%	24%	24%	22%	22%	30%	30%
Longer ago	123	3	6	2	6	1	3	11	6	4	8	3	1	4	2	40	5	5	2	4	3	4
	12%	11%	14%	5%	12%	8%	11%	14%	15%	8%	10%	8%	8%	19%	10%	17%	15%	9%	11%	13%	10%	5%
Never	85	4	5	2	6	1	1	8	5	3	4	4	-	2	2	17	1	4	2	3	7	4
	8%	14%	12%	5%	12%	8%	4%	10%	12%	6%	5%	11%	-	10%	10%	7%	3%	7%	11%	9%	23%	5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 124

Q.20 When was the last time you did each of the following on social media?

Left a negative comment on a photo or video

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	399	130	130	139	250	149	186	213	276	76	28	19	236	117	36	10	25	11	43	32	40	32	24	30	59	63	31	9
	39%	37%	38%	41%	51%	28%	37%	41%	37%	43%	47%	40%	41%	38%	32%	45%	33%	24%	41%	37%	43%	44%	46%	39%	43%	40%	33%	31%
Today	15	1	4	10	13	2	9	6	6	7	-	2	9	5	-	1	3	-	3	2	-	1	-	2	1	1	2	-
	1%	*	1%	3%	3%	*	2%	1%	1%	4%	-	4%	2%	2%	-	5%	4%	-	3%	2%	-	1%	-	3%	1%	1%	2%	-
This week	21	4	3	14	19	2	11	10	12	3	3	3	15	5	1	-	1	-	2	2	3	-	3	1	3	2	2	2
	2%	1%	1%	4%	4%	*	2%	2%	2%	2%	5%	6%	3%	2%	1%	-	1%	-	2%	2%	3%	-	6%	1%	2%	1%	2%	7%
This month	54	12	21	21	40	14	26	28	34	12	4	4	32	15	5	2	5	1	7	7	8	1	-	2	8	9	5	1
	5%	3%	6%	6%	8%	3%	5%	5%	5%	7%	7%	9%	6%	5%	4%	9%	7%	2%	7%	8%	9%	1%	-	3%	6%	6%	5%	3%
Last month	50	17	18	15	32	18	20	30	41	7	1	1	31	15	2	2	5	1	5	2	5	6	4	4	5	9	4	-
	5%	5%	5%	4%	7%	3%	4%	6%	6%	4%	2%	2%	5%	5%	2%	9%	7%	2%	5%	2%	5%	8%	8%	5%	4%	6%	4%	-
This year	89	28	35	26	47	42	40	49	60	16	8	5	54	25	9	1	3	2	10	7	8	6	7	10	13	12	8	3
	9%	8%	10%	8%	10%	8%	8%	9%	8%	9%	13%	11%	9%	8%	8%	5%	4%	4%	10%	8%	9%	8%	13%	13%	10%	8%	9%	10%
Longer ago	170	68	49	53	99	71	80	90	123	31	12	4	95	52	19	4	8	7	16	12	16	18	10	11	29	30	10	3
	17%	20%	14%	16%	20%	13%	16%	17%	17%	18%	20%	9%	16%	17%	17%	18%	11%	15%	15%	14%	17%	25%	19%	14%	21%	19%	11%	10%
Never	624	217	208	199	236	388	312	312	463	101	32	28	341	194	77	12	51	35	61	54	53	41	28	47	77	95	62	20
	61%	63%	62%	59%	49%	72%	63%	59%	63%	57%	53%	60%	59%	62%	68%	55%	67%	76%	59%	63%	57%	56%	54%	61%	57%	60%	67%	69%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 124

Q.20 When was the last time you did each of the following on social media?

Left a negative comment on a photo or video

Base: All respondents

D.6 Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	399	8	13	9	20	3	13	35	15	21	33	16	8	10	7	94	13	16	6	14	9	36
	39%	29%	31%	24%	40%	23%	48%	45%	37%	40%	40%	43%	62%	48%	35%	40%	39%	30%	33%	44%	30%	44%
Today	15	-	2	-	2	-	-	2	1	1	-	-	-	1	-	3	-	-	-	-	-	3
	1%	-	5%	-	4%	-	-	3%	2%	2%	-	-	-	5%	-	1%	-	-	-	-	-	4%
This week	21	-	1	-	1	-	1	1	1	-	3	1	-	-	-	5	1	1	-	2	2	1
	2%	-	2%	-	2%	-	4%	1%	2%	-	4%	3%	-	-	-	2%	3%	2%	-	6%	7%	1%
This month	54	4	1	1	3	2	2	5	3	-	5	2	2	3	1	10	1	6	-	-	1	2
	5%	14%	2%	3%	6%	15%	7%	6%	7%	-	6%	5%	15%	14%	5%	4%	3%	11%	-	-	3%	2%
Last month	50	-	5	1	-	-	2	2	2	5	5	3	1	1	1	11	1	2	-	3	-	5
	5%	-	12%	3%	-	-	7%	3%	5%	9%	6%	8%	8%	5%	5%	5%	3%	4%	-	9%	-	6%
This year	89	1	-	1	4	1	1	10	3	4	7	5	3	-	2	21	4	3	3	4	3	9
	9%	4%	-	3%	8%	8%	4%	13%	7%	8%	8%	14%	23%	-	10%	9%	12%	6%	17%	13%	10%	11%
Longer ago	170	3	4	6	10	-	7	15	5	11	13	5	2	5	3	44	6	4	3	5	3	16
	17%	11%	10%	16%	20%	-	26%	19%	12%	21%	16%	14%	15%	24%	15%	19%	18%	7%	17%	16%	10%	20%
Never	624	20	29	28	30	10	14	42	26	32	50	21	5	11	13	139	20	38	12	18	21	45
	61%	71%	69%	76%	60%	77%	52%	55%	63%	60%	60%	57%	38%	52%	65%	60%	61%	70%	67%	56%	70%	56%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 125

Q.20 When was the last time you did each of the following on social media?

Wrote a negative comment about someone

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	343	111	117	115	209	134	162	181	242	60	25	16	204	96	35	8	26	11	35	26	32	26	22	23	53	54	30	5
	34%	32%	35%	34%	43%	25%	33%	34%	33%	34%	42%	34%	35%	31%	31%	36%	34%	24%	34%	30%	34%	36%	42%	30%	39%	34%	32%	17%
Today	13	2	4	7	12	1	7	6	7	3	1	2	9	3	1	-	1	-	3	1	-	2	-	1	2	1	1	1
	1%	1%	1%	2%	2%	*	1%	1%	1%	2%	2%	4%	2%	1%	1%	-	1%	-	3%	1%	-	3%	-	1%	1%	1%	1%	3%
This week	21	8	4	9	16	5	15	6	12	4	3	2	12	9	-	-	1	-	4	1	3	-	1	-	4	3	4	-
	2%	2%	1%	3%	3%	1%	3%	1%	2%	2%	5%	4%	2%	3%	-	-	1%	-	4%	1%	3%	-	2%	-	3%	2%	4%	-
This month	44	12	13	19	36	8	21	23	29	10	4	1	25	14	4	1	5	-	5	6	3	4	2	2	7	6	4	-
	4%	3%	4%	6%	7%	1%	4%	4%	4%	6%	7%	2%	4%	5%	4%	5%	7%	-	5%	7%	3%	5%	4%	3%	5%	4%	4%	-
Last month	31	10	9	12	19	12	13	18	27	2	1	1	22	3	4	2	4	1	5	3	3	1	2	2	5	2	2	1
	3%	3%	3%	4%	4%	2%	3%	3%	4%	1%	2%	2%	4%	1%	4%	9%	5%	2%	5%	3%	3%	1%	4%	3%	4%	1%	2%	3%
This year	67	21	26	20	41	26	24	43	49	9	6	3	39	18	9	1	5	5	4	4	6	7	4	8	8	11	4	1
	7%	6%	8%	6%	8%	5%	5%	8%	7%	5%	10%	6%	7%	6%	8%	5%	7%	11%	4%	5%	6%	10%	8%	10%	6%	7%	4%	3%
Longer ago	167	58	61	48	85	82	82	85	118	32	10	7	97	49	17	4	10	5	14	11	17	12	13	10	27	31	15	2
	16%	17%	18%	14%	17%	15%	16%	16%	16%	18%	17%	15%	17%	16%	15%	18%	13%	11%	13%	13%	18%	16%	25%	13%	20%	20%	16%	7%
Never	680	236	221	223	277	403	336	344	497	117	35	31	373	215	78	14	50	35	69	60	61	47	30	54	83	104	63	24
	66%	68%	65%	66%	57%	75%	67%	66%	67%	66%	58%	66%	65%	69%	69%	64%	66%	76%	66%	70%	66%	64%	58%	70%	61%	66%	68%	83%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 125

Q.20 When was the last time you did each of the following on social media?

Wrote a negative comment about someone

Base: All respondents

D.6 Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	343	8	13	10	17	2	9	28	14	18	24	12	5	10	7	84	8	16	5	13	5	35
	34%	29%	31%	27%	34%	15%	33%	36%	34%	34%	29%	32%	38%	48%	35%	36%	24%	30%	28%	41%	17%	43%
Today	13	-	1	-	1	-	-	2	1	1	-	-	-	1	-	4	-	-	-	-	1	1
	1%	-	2%	-	2%	-	-	3%	2%	2%	-	-	-	5%	-	2%	-	-	-	-	3%	1%
This week	21	1	-	-	1	-	-	2	2	-	2	-	1	-	-	6	1	3	-	1	-	1
	2%	4%	-	-	2%	-	-	3%	5%	-	2%	-	8%	-	-	3%	3%	6%	-	3%	-	1%
This month	44	2	2	-	1	-	5	3	2	3	2	1	1	1	2	10	1	3	-	2	-	3
	4%	7%	5%	-	2%	-	19%	4%	5%	6%	2%	3%	8%	5%	10%	4%	3%	6%	-	6%	-	4%
Last month	31	1	3	1	2	-	1	3	2	1	3	1	-	2	1	5	-	-	1	-	1	3
	3%	4%	7%	3%	4%	-	4%	4%	5%	2%	4%	3%	-	10%	5%	2%	-	-	6%	-	3%	4%
This year	67	2	2	4	4	-	-	4	1	5	6	6	1	2	1	13	2	2	1	2	1	8
	7%	7%	5%	11%	8%	-	-	5%	2%	9%	7%	16%	8%	10%	5%	6%	6%	4%	6%	6%	3%	10%
Longer ago	167	2	5	5	8	2	3	14	6	8	11	4	2	4	3	46	4	8	3	8	2	19
	16%	7%	12%	14%	16%	15%	11%	18%	15%	15%	13%	11%	15%	19%	15%	20%	12%	15%	17%	25%	7%	23%
Never	680	20	29	27	33	11	18	49	27	35	59	25	8	11	13	149	25	38	13	19	25	46
	66%	71%	69%	73%	66%	85%	67%	64%	66%	66%	71%	68%	62%	52%	65%	64%	76%	70%	72%	59%	83%	57%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 126

Q.20 When was the last time you did each of the following on social media?

Left a positive comment on a photo or video

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	916	311	309	296	427	489	435	481	665	160	51	40	517	276	104	19	61	42	92	72	87	70	48	71	119	146	86	22
	90%	90%	91%	88%	88%	91%	87%	92%	90%	90%	85%	85%	90%	89%	92%	86%	80%	91%	88%	84%	94%	96%	92%	92%	88%	92%	92%	76%
Today	73	26	25	22	36	37	30	43	60	5	3	5	38	25	9	1	3	3	15	5	7	6	5	4	7	7	8	3
	7%	7%	7%	7%	7%	7%	6%	8%	8%	3%	7%	11%	7%	8%	8%	5%	4%	7%	14%	6%	8%	8%	10%	5%	5%	4%	9%	10%
This week	278	94	92	92	116	162	128	150	193	53	22	10	151	86	31	10	23	10	21	25	28	21	13	17	38	47	30	5
	27%	27%	27%	27%	24%	30%	26%	29%	26%	30%	37%	21%	26%	28%	27%	45%	30%	22%	20%	29%	30%	29%	25%	22%	28%	30%	32%	17%
This month	256	92	80	84	119	137	127	129	195	42	10	9	144	78	33	1	18	11	25	18	14	17	16	22	40	48	20	7
	25%	27%	24%	25%	24%	26%	26%	25%	26%	24%	17%	19%	25%	25%	29%	5%	24%	24%	24%	21%	15%	23%	31%	29%	29%	30%	22%	24%
Last month	100	29	39	32	49	51	50	50	71	17	8	4	60	25	14	1	3	2	7	10	9	9	6	16	12	17	6	3
	10%	8%	12%	9%	10%	9%	10%	10%	10%	10%	13%	9%	10%	8%	12%	5%	4%	4%	7%	12%	10%	12%	12%	21%	9%	11%	6%	10%
This year	149	48	51	50	75	74	68	81	104	35	2	8	91	40	13	5	10	10	16	14	22	13	4	7	15	21	13	4
	15%	14%	15%	15%	15%	14%	14%	15%	14%	20%	3%	17%	16%	13%	12%	23%	13%	22%	15%	16%	24%	18%	8%	9%	11%	13%	14%	14%
Longer ago	60	22	22	16	32	28	32	28	42	8	6	4	33	22	4	1	4	6	8	-	7	4	4	5	7	6	9	-
	6%	6%	7%	5%	7%	5%	6%	5%	6%	5%	10%	9%	6%	7%	4%	5%	5%	13%	8%	-	8%	5%	8%	6%	5%	4%	10%	-
Never	107	36	29	42	59	48	63	44	74	17	9	7	60	35	9	3	15	4	12	14	6	3	4	6	17	12	7	7
	10%	10%	9%	12%	12%	9%	13%	8%	10%	10%	15%	15%	10%	11%	8%	14%	20%	9%	12%	16%	6%	4%	8%	8%	13%	8%	8%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 126

Q.20 When was the last time you did each of the following on social media?

Left a positive comment on a photo or video

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	916	22	33	33	40	12	24	69	35	52	76	35	11	19	18	209	32	51	14	30	23	78
	90%	79%	79%	89%	80%	92%	89%	90%	85%	98%	92%	95%	85%	90%	90%	90%	97%	94%	78%	94%	77%	96%
Today	73	1	2	3	3	-	3	14	2	5	5	3	-	1	1	8	3	4	2	4	3	6
	7%	4%	5%	8%	6%	-	11%	18%	5%	9%	6%	8%	-	5%	5%	3%	9%	7%	11%	13%	10%	7%
This week	278	9	13	9	13	3	11	14	12	14	21	7	5	5	8	63	12	16	4	6	6	27
	27%	32%	31%	24%	26%	23%	41%	18%	29%	26%	25%	19%	38%	24%	40%	27%	36%	30%	22%	19%	20%	33%
This month	256	6	10	7	11	4	4	17	10	12	15	14	3	8	5	68	8	12	2	12	7	21
	25%	21%	24%	19%	22%	31%	15%	22%	24%	23%	18%	38%	23%	38%	25%	29%	24%	22%	11%	38%	23%	26%
Last month	100	1	2	2	4	3	3	7	1	8	8	8	1	2	1	26	4	5	1	4	3	6
	10%	4%	5%	5%	8%	23%	11%	9%	2%	15%	10%	22%	8%	10%	5%	11%	12%	9%	6%	13%	10%	7%
This year	149	4	4	6	8	2	3	11	9	10	19	2	2	3	2	29	4	9	3	1	4	14
	15%	14%	10%	16%	16%	15%	11%	14%	22%	19%	23%	5%	15%	14%	10%	12%	12%	17%	17%	3%	13%	17%
Longer ago	60	1	2	6	1	-	-	6	1	3	8	1	-	-	1	15	1	5	2	3	-	4
	6%	4%	5%	16%	2%	-	-	8%	2%	6%	10%	3%	-	-	5%	6%	3%	9%	11%	9%	-	5%
Never	107	6	9	4	10	1	3	8	6	1	7	2	2	2	2	24	1	3	4	2	7	3
	10%	21%	21%	11%	20%	8%	11%	10%	15%	2%	8%	5%	15%	10%	10%	10%	3%	6%	22%	6%	23%	4%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 127

Q.20 When was the last time you did each of the following on social media?

Gave someone a compliment

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	927	319	311	297	424	503	454	473	664	166	56	41	515	286	106	20	64	42	95	77	88	69	47	67	122	146	88	22
	91%	92%	92%	88%	87%	94%	91%	90%	90%	94%	93%	87%	89%	92%	94%	91%	84%	91%	91%	90%	95%	95%	90%	87%	90%	92%	95%	76%
Today	142	60	52	30	64	78	68	74	117	18	3	4	74	49	17	2	13	6	18	13	15	8	10	10	17	16	11	5
	14%	17%	15%	9%	13%	15%	14%	14%	16%	10%	5%	9%	13%	16%	15%	9%	17%	13%	17%	15%	16%	11%	19%	13%	13%	10%	12%	17%
This week	299	111	95	93	123	176	150	149	211	57	19	12	170	86	36	7	22	10	26	27	27	22	13	19	44	53	32	4
	29%	32%	28%	28%	25%	33%	30%	28%	29%	32%	32%	26%	29%	28%	32%	32%	29%	22%	25%	31%	29%	30%	25%	25%	32%	34%	34%	14%
This month	231	72	83	76	112	119	107	124	165	39	18	9	124	70	32	5	13	9	23	16	18	23	10	18	29	39	24	9
	23%	21%	25%	22%	23%	22%	21%	24%	22%	22%	30%	19%	21%	23%	28%	23%	17%	20%	22%	19%	19%	32%	19%	23%	21%	25%	26%	31%
Last month	91	24	30	37	47	44	52	39	60	16	9	6	54	23	12	2	4	5	13	9	11	5	6	8	11	14	4	1
	9%	7%	9%	11%	10%	8%	10%	7%	8%	9%	15%	13%	9%	7%	11%	9%	5%	11%	13%	10%	12%	7%	12%	10%	8%	9%	4%	3%
This year	111	34	37	40	50	61	54	57	76	26	3	6	64	40	5	2	8	11	10	9	13	8	5	6	15	15	10	1
	11%	10%	11%	12%	10%	11%	11%	11%	10%	15%	5%	13%	11%	13%	4%	9%	11%	24%	10%	10%	14%	11%	10%	8%	11%	9%	11%	3%
Longer ago	53	18	14	21	28	25	23	30	35	10	4	4	29	18	4	2	4	1	5	3	4	3	3	6	6	9	7	2
	5%	5%	4%	6%	6%	5%	5%	6%	5%	6%	7%	9%	5%	6%	4%	9%	5%	2%	5%	3%	4%	4%	6%	8%	4%	6%	8%	7%
Never	96	28	27	41	62	34	44	52	75	11	4	6	62	25	7	2	12	4	9	9	5	4	5	10	14	12	5	7
	9%	8%	8%	12%	13%	6%	9%	10%	10%	6%	7%	13%	11%	8%	6%	9%	16%	9%	9%	10%	5%	5%	10%	13%	10%	8%	5%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 127

Q.20 When was the last time you did each of the following on social media?

Gave someone a compliment

Base: All respondents

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	927	22	36	34	43	13	25	72	35	49	77	33	12	20	16	212	31	51	16	30	23	77
	91%	79%	86%	92%	86%	100%	93%	94%	85%	92%	93%	89%	92%	95%	80%	91%	94%	94%	89%	94%	77%	95%
Today	142	4	5	7	6	1	5	16	5	7	14	7	-	4	2	20	4	6	4	6	6	13
	14%	14%	12%	19%	12%	8%	19%	21%	12%	13%	17%	19%	-	19%	10%	9%	12%	11%	22%	19%	20%	16%
This week	299	11	11	8	16	3	12	18	12	12	17	11	7	5	7	74	10	19	2	8	4	32
	29%	39%	26%	22%	32%	23%	44%	23%	29%	23%	20%	30%	54%	24%	35%	32%	30%	35%	11%	25%	13%	40%
This month	231	1	10	6	9	5	3	14	10	18	20	8	2	7	3	56	9	14	4	7	9	16
	23%	4%	24%	16%	18%	38%	11%	18%	24%	34%	24%	22%	15%	33%	15%	24%	27%	26%	22%	22%	30%	20%
Last month	91	1	3	4	4	3	2	11	3	4	10	4	2	1	2	21	3	3	-	4	1	5
	9%	4%	7%	11%	8%	23%	7%	14%	7%	8%	12%	11%	15%	5%	10%	9%	9%	6%	-	13%	3%	6%
This year	111	4	4	8	5	1	3	9	4	6	11	2	1	1	-	27	5	5	4	3	1	7
	11%	14%	10%	22%	10%	8%	11%	12%	10%	11%	13%	5%	8%	5%	-	12%	15%	9%	22%	9%	3%	9%
Longer ago	53	1	3	1	3	-	-	4	1	2	5	1	-	2	2	14	-	4	2	2	2	4
	5%	4%	7%	3%	6%	-	-	5%	2%	4%	6%	3%	-	10%	10%	6%	-	7%	11%	6%	7%	5%
Never	96	6	6	3	7	-	2	5	6	4	6	4	1	1	4	21	2	3	2	2	7	4
	9%	21%	14%	8%	14%	-	7%	6%	15%	8%	7%	11%	8%	5%	20%	9%	6%	6%	11%	6%	23%	5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 128

Q.20 When was the last time you did each of the following on social media?

Shared good news

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	935	319	314	302	432	503	457	478	674	162	55	44	521	289	105	20	66	44	91	81	86	69	46	72	120	146	90	24
	91%	92%	93%	89%	89%	94%	92%	91%	91%	92%	92%	94%	90%	93%	93%	91%	87%	96%	88%	94%	92%	95%	88%	94%	88%	92%	97%	83%
Today	95	33	37	25	42	53	45	50	73	13	4	5	45	36	12	2	7	5	13	13	8	4	5	13	9	13	3	2
	9%	10%	11%	7%	9%	10%	9%	10%	10%	7%	7%	11%	8%	12%	11%	9%	9%	11%	13%	15%	9%	5%	10%	17%	7%	8%	3%	7%
This week	242	87	85	70	115	127	119	123	174	42	17	9	143	64	28	7	17	9	18	18	30	19	8	14	38	39	27	5
	24%	25%	25%	21%	24%	24%	24%	23%	24%	24%	28%	19%	25%	21%	25%	32%	22%	20%	17%	21%	32%	26%	15%	18%	28%	25%	29%	17%
This month	236	78	80	78	110	126	112	124	171	45	15	5	126	84	23	3	13	11	23	22	19	20	12	18	29	43	22	4
	23%	22%	24%	23%	23%	23%	22%	24%	23%	25%	25%	11%	22%	27%	20%	14%	17%	24%	22%	26%	20%	27%	23%	23%	21%	27%	24%	14%
Last month	104	34	28	42	47	57	47	57	73	20	5	6	61	26	16	1	6	5	15	7	10	6	6	5	15	15	11	3
	10%	10%	8%	12%	10%	11%	9%	11%	10%	11%	8%	13%	11%	8%	14%	5%	8%	11%	14%	8%	11%	8%	12%	6%	11%	9%	12%	10%
This year	179	69	57	53	81	98	95	84	132	25	9	13	99	56	22	2	13	10	15	17	14	17	12	13	18	26	19	5
	17%	20%	17%	16%	17%	18%	19%	16%	18%	14%	15%	28%	17%	18%	19%	9%	17%	22%	14%	20%	15%	23%	23%	17%	13%	16%	20%	17%
Longer ago	79	18	27	34	37	42	39	40	51	17	5	6	47	23	4	5	10	4	7	4	5	3	3	9	11	10	8	5
	8%	5%	8%	10%	8%	8%	8%	8%	7%	10%	8%	13%	8%	7%	4%	23%	13%	9%	7%	5%	5%	4%	6%	12%	8%	6%	9%	17%
Never	88	28	24	36	54	34	41	47	65	15	5	3	56	22	8	2	10	2	13	5	7	4	6	5	16	12	3	5
	9%	8%	7%	11%	11%	6%	8%	9%	9%	8%	8%	6%	10%	7%	7%	9%	13%	4%	13%	6%	8%	5%	12%	6%	12%	8%	3%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 128

Q.20 When was the last time you did each of the following on social media?

Shared good news

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	935	26	34	35	47	13	26	69	34	49	77	35	13	19	18	210	32	51	17	28	25	77
	91%	93%	81%	95%	94%	100%	96%	90%	83%	92%	93%	95%	100%	90%	90%	90%	97%	94%	94%	88%	83%	95%
Today	95	-	3	6	6	1	6	13	2	4	4	10	1	3	2	14	3	2	1	3	2	9
	9%	-	7%	16%	12%	8%	22%	17%	5%	8%	5%	27%	8%	14%	10%	6%	9%	4%	6%	9%	7%	11%
This week	242	8	8	8	11	4	5	10	8	15	26	5	5	7	4	56	9	17	5	4	6	21
	24%	29%	19%	22%	22%	31%	19%	13%	20%	28%	31%	14%	38%	33%	20%	24%	27%	31%	28%	13%	20%	26%
This month	236	6	6	7	14	2	6	21	8	12	19	12	5	5	2	53	8	15	2	5	4	24
	23%	21%	14%	19%	28%	15%	22%	27%	20%	23%	23%	32%	38%	24%	10%	23%	24%	28%	11%	16%	13%	30%
Last month	104	3	3	5	4	2	2	9	8	5	8	2	1	1	2	23	5	6	-	3	3	9
	10%	11%	7%	14%	8%	15%	7%	12%	20%	9%	10%	5%	8%	5%	10%	10%	15%	11%	-	9%	10%	11%
This year	179	7	6	5	8	3	7	9	8	11	14	4	-	2	7	42	5	8	5	10	5	13
	17%	25%	14%	14%	16%	23%	26%	12%	20%	21%	17%	11%	-	10%	35%	18%	15%	15%	28%	31%	17%	16%
Longer ago	79	2	8	4	4	1	-	7	-	2	6	2	1	1	1	22	2	3	4	3	5	1
	8%	7%	19%	11%	8%	8%	-	9%	-	4%	7%	5%	8%	5%	5%	9%	6%	6%	22%	9%	17%	1%
Never	88	2	8	2	3	-	1	8	7	4	6	2	-	2	2	23	1	3	1	4	5	4
	9%	7%	19%	5%	6%	-	4%	10%	17%	8%	7%	5%	-	10%	10%	10%	3%	6%	6%	13%	17%	5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 129

Q.20 When was the last time you did each of the following on social media?

Shared bad news

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	680	226	244	210	335	345	323	357	495	109	41	35	389	201	76	14	37	27	65	63	67	54	40	55	92	104	61	15
	66%	65%	72%	62%	69%	64%	65%	68%	67%	62%	68%	74%	67%	65%	67%	64%	49%	59%	63%	73%	72%	74%	77%	71%	68%	66%	66%	52%
Today	38	16	12	10	20	18	17	21	28	4	3	3	21	12	4	1	2	1	6	7	4	1	3	6	3	4	-	1
	4%	5%	4%	3%	4%	3%	3%	4%	4%	2%	5%	6%	4%	4%	4%	5%	3%	2%	6%	8%	4%	1%	6%	8%	2%	3%	-	3%
This week	100	43	33	24	48	52	48	52	76	15	5	4	58	26	15	1	10	7	6	9	9	9	5	5	14	16	9	1
	10%	12%	10%	7%	10%	10%	10%	10%	10%	8%	8%	9%	10%	8%	13%	5%	13%	15%	6%	10%	10%	12%	10%	6%	10%	10%	10%	3%
This month	132	44	50	38	70	62	64	68	97	19	11	5	70	45	13	4	6	4	12	9	13	8	6	10	22	28	10	4
	13%	13%	15%	11%	14%	12%	13%	13%	13%	11%	18%	11%	12%	14%	12%	18%	8%	9%	12%	10%	14%	11%	12%	13%	16%	18%	11%	14%
Last month	78	15	28	35	47	31	37	41	49	19	4	6	43	25	6	4	4	1	10	14	7	5	4	5	12	11	2	3
	8%	4%	8%	10%	10%	6%	7%	8%	7%	11%	7%	13%	7%	8%	5%	18%	5%	2%	10%	16%	8%	7%	8%	6%	9%	7%	2%	10%
This year	168	53	65	50	76	92	82	86	126	27	7	8	98	48	20	2	11	6	19	14	17	13	10	12	19	25	20	2
	16%	15%	19%	15%	16%	17%	16%	16%	17%	15%	12%	17%	17%	15%	18%	9%	14%	13%	18%	16%	18%	18%	19%	16%	14%	16%	22%	7%
Longer ago	164	55	56	53	74	90	75	89	119	25	11	9	99	45	18	2	4	8	12	10	17	18	12	17	22	20	20	4
	16%	16%	17%	16%	15%	17%	15%	17%	16%	14%	18%	19%	17%	14%	16%	9%	5%	17%	12%	12%	18%	25%	23%	22%	16%	13%	22%	14%
Never	343	121	94	128	151	192	175	168	244	68	19	12	188	110	37	8	39	19	39	23	26	19	12	22	44	54	32	14
	34%	35%	28%	38%	31%	36%	35%	32%	33%	38%	32%	26%	33%	35%	33%	36%	51%	41%	38%	27%	28%	26%	23%	29%	32%	34%	34%	48%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 129

Q.20 When was the last time you did each of the following on social media?

Shared bad news

Base: All respondents

D.6 Which of the following cities do you live in, or nearest to?																						
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	680	14	19	24	36	6	23	51	24	40	58	28	11	13	12	154	19	34	11	25	16	62
	66%	50%	45%	65%	72%	46%	85%	66%	59%	75%	70%	76%	85%	62%	60%	66%	58%	63%	61%	78%	53%	77%
Today	38	1	-	1	4	-	2	5	3	2	3	4	-	2	-	5	-	1	-	2	1	2
	4%	4%	-	3%	8%	-	7%	6%	7%	4%	4%	11%	-	10%	-	2%	-	2%	-	6%	3%	2%
This week	100	3	5	7	3	2	4	4	3	8	8	4	2	2	1	21	4	3	3	2	2	9
	10%	11%	12%	19%	6%	15%	15%	5%	7%	15%	10%	11%	15%	10%	5%	9%	12%	6%	17%	6%	7%	11%
This month	132	4	2	3	3	2	4	12	3	6	11	4	2	3	3	33	9	4	2	3	4	15
	13%	14%	5%	8%	6%	15%	15%	16%	7%	11%	13%	11%	15%	14%	15%	14%	27%	7%	11%	9%	13%	19%
Last month	78	2	2	1	9	1	5	10	-	3	5	3	-	2	1	20	-	1	-	4	3	6
	8%	7%	5%	3%	18%	8%	19%	13%	-	6%	6%	8%	-	10%	5%	9%	-	2%	-	13%	10%	7%
This year	168	4	6	4	10	-	6	9	11	10	16	4	4	2	3	35	4	15	3	7	2	13
	16%	14%	14%	11%	20%	-	22%	12%	27%	19%	19%	11%	31%	10%	15%	15%	12%	28%	17%	22%	7%	16%
Longer ago	164	-	4	8	7	1	2	11	4	11	15	9	3	2	4	40	2	10	3	7	4	17
	16%	-	10%	22%	14%	8%	7%	14%	10%	21%	18%	24%	23%	10%	20%	17%	6%	19%	17%	22%	13%	21%
Never	343	14	23	13	14	7	4	26	17	13	25	9	2	8	8	79	14	20	7	7	14	19
	34%	50%	55%	35%	28%	54%	15%	34%	41%	25%	30%	24%	15%	38%	40%	34%	42%	37%	39%	22%	47%	23%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 130

Q.20 When was the last time you did each of the following on social media?

Searched for and added / followed someone you fancy

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	789	277	259	253	383	406	376	413	573	139	45	32	448	241	83	17	52	35	83	71	74	60	38	59	102	116	80	19
	77%	80%	77%	75%	79%	76%	76%	79%	78%	79%	75%	68%	78%	77%	73%	77%	68%	76%	80%	83%	80%	82%	73%	77%	75%	73%	86%	66%
Today	34	14	14	6	18	16	19	15	29	2	2	1	18	13	3	-	1	1	4	4	2	2	-	5	7	4	4	-
	3%	4%	4%	2%	4%	3%	4%	3%	4%	1%	3%	2%	3%	4%	3%	-	1%	2%	4%	5%	2%	3%	-	6%	5%	3%	4%	-
This week	105	38	30	37	60	45	54	51	80	15	5	5	57	30	11	7	10	7	8	13	16	5	6	8	13	11	6	2
	10%	11%	9%	11%	12%	8%	11%	10%	11%	8%	8%	11%	10%	10%	10%	32%	13%	15%	8%	15%	17%	7%	12%	10%	10%	7%	6%	7%
This month	132	61	38	33	71	61	61	71	105	19	5	3	84	30	16	2	7	5	14	8	10	13	5	10	21	21	14	4
	13%	18%	11%	10%	15%	11%	12%	14%	14%	11%	8%	6%	15%	10%	14%	9%	9%	11%	13%	9%	11%	18%	10%	13%	15%	13%	15%	14%
Last month	89	38	23	28	47	42	44	45	64	14	9	2	48	27	13	1	7	4	9	7	9	7	2	4	10	19	10	1
	9%	11%	7%	8%	10%	8%	9%	9%	9%	8%	15%	4%	8%	9%	12%	5%	9%	9%	9%	8%	10%	10%	4%	5%	7%	12%	11%	3%
This year	150	53	57	40	67	83	76	74	109	23	14	4	85	47	16	2	14	3	13	12	15	14	14	14	15	21	11	4
	15%	15%	17%	12%	14%	15%	15%	14%	15%	13%	23%	9%	15%	15%	14%	9%	18%	7%	13%	14%	16%	19%	27%	18%	11%	13%	12%	14%
Longer ago	279	73	97	109	120	159	122	157	186	66	10	17	156	94	24	5	13	15	35	27	22	19	11	18	36	40	35	8
	27%	21%	29%	32%	25%	30%	24%	30%	25%	37%	17%	36%	27%	30%	21%	23%	17%	33%	34%	31%	24%	26%	21%	23%	26%	25%	38%	28%
Never	234	70	79	85	103	131	122	112	166	38	15	15	129	70	30	5	24	11	21	15	19	13	14	18	34	42	13	10
	23%	20%	23%	25%	21%	24%	24%	21%	22%	21%	25%	32%	22%	23%	27%	23%	32%	24%	20%	17%	20%	18%	27%	23%	25%	27%	14%	34%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 130

Q.20 When was the last time you did each of the following on social media?

Searched for and added / followed someone you fancy

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	789	17	31	30	40	11	25	64	31	41	63	30	10	16	15	172	23	45	15	23	20	67
	77%	61%	74%	81%	80%	85%	93%	83%	76%	77%	76%	81%	77%	76%	75%	74%	70%	83%	83%	72%	67%	83%
Today	34	1	-	1	2	1	1	5	1	1	1	1	1	2	-	8	-	5	-	-	-	3
	3%	4%	-	3%	4%	8%	4%	6%	2%	2%	1%	3%	8%	10%	-	3%	-	9%	-	-	-	4%
This week	105	3	7	5	9	2	5	5	3	5	13	6	1	3	1	17	6	1	1	5	2	5
	10%	11%	17%	14%	18%	15%	19%	6%	7%	9%	16%	16%	8%	14%	5%	7%	18%	2%	6%	16%	7%	6%
This month	132	3	4	4	3	1	3	13	4	8	7	9	3	3	3	28	3	9	2	2	4	16
	13%	11%	10%	11%	6%	8%	11%	17%	10%	15%	8%	24%	23%	14%	15%	12%	9%	17%	11%	6%	13%	20%
Last month	89	3	3	3	6	-	2	5	6	5	8	1	3	2	2	23	2	5	1	-	1	8
	9%	11%	7%	8%	12%	-	7%	6%	15%	9%	10%	3%	23%	10%	10%	10%	6%	9%	6%	-	3%	10%
This year	150	5	6	4	7	-	5	10	7	13	13	5	1	4	5	27	5	5	1	9	5	13
	15%	18%	14%	11%	14%	-	19%	13%	17%	25%	16%	14%	8%	19%	25%	12%	15%	9%	6%	28%	17%	16%
Longer ago	279	2	11	13	13	7	9	26	10	9	21	8	1	2	4	69	7	20	10	7	8	22
	27%	7%	26%	35%	26%	54%	33%	34%	24%	17%	25%	22%	8%	10%	20%	30%	21%	37%	56%	22%	27%	27%
Never	234	11	11	7	10	2	2	13	10	12	20	7	3	5	5	61	10	9	3	9	10	14
	23%	39%	26%	19%	20%	15%	7%	17%	24%	23%	24%	19%	23%	24%	25%	26%	30%	17%	17%	28%	33%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 131

Q.20 When was the last time you did each of the following on social media?

Asked somebody out on a date

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	360	95	125	140	235	125	164	196	253	65	24	18	214	105	32	9	22	12	43	34	32	30	15	31	52	57	27	5
	35%	27%	37%	41%	48%	23%	33%	37%	34%	37%	40%	38%	37%	34%	28%	41%	29%	26%	41%	40%	34%	41%	29%	40%	38%	36%	29%	17%
Today	7	2	3	2	5	2	3	4	6	-	-	1	5	1	-	1	-	-	2	1	-	-	-	1	1	1	1	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	-	-	2%	1%	*	-	5%	-	-	2%	1%	-	-	-	1%	1%	1%	1%	-
This week	28	5	12	11	21	7	14	14	23	3	-	2	15	10	3	-	3	2	1	3	1	4	1	2	5	5	1	-
	3%	1%	4%	3%	4%	1%	3%	3%	3%	2%	-	4%	3%	3%	3%	-	4%	4%	1%	3%	1%	5%	2%	3%	4%	3%	1%	-
This month	33	8	11	14	26	7	17	16	20	10	2	1	18	11	4	-	2	1	3	3	5	2	1	4	7	3	1	1
	3%	2%	3%	4%	5%	1%	3%	3%	3%	6%	3%	2%	3%	4%	4%	-	3%	2%	3%	3%	5%	3%	2%	5%	5%	2%	1%	3%
Last month	32	7	12	13	23	9	13	19	25	3	3	1	22	8	1	1	4	-	2	2	5	1	1	2	7	7	1	-
	3%	2%	4%	4%	5%	2%	3%	4%	3%	2%	5%	2%	4%	3%	1%	5%	5%	-	2%	2%	5%	1%	2%	3%	5%	4%	1%	-
This year	73	27	17	29	53	20	39	34	48	14	9	2	39	21	10	3	3	1	8	7	8	5	4	8	12	6	10	1
	7%	8%	5%	9%	11%	4%	8%	6%	6%	8%	15%	4%	7%	7%	9%	14%	4%	2%	8%	8%	9%	7%	8%	10%	9%	4%	11%	3%
Longer ago	187	46	70	71	107	80	78	109	131	35	10	11	115	54	14	4	10	8	27	18	13	18	8	14	20	35	13	3
	18%	13%	21%	21%	22%	15%	16%	21%	18%	20%	17%	23%	20%	17%	12%	18%	13%	17%	26%	21%	14%	25%	15%	18%	15%	22%	14%	10%
Never	663	252	213	198	251	412	334	329	486	112	36	29	363	206	81	13	54	34	61	52	61	43	37	46	84	101	66	24
	65%	73%	63%	59%	52%	77%	67%	63%	66%	63%	60%	62%	63%	66%	72%	59%	71%	74%	59%	60%	66%	59%	71%	60%	62%	64%	71%	83%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 131

Q.20 When was the last time you did each of the following on social media?

Asked somebody out on a date

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	360	8	10	11	22	3	14	31	20	17	26	16	4	13	6	77	11	18	5	8	6	34
	35%	29%	24%	30%	44%	23%	52%	40%	49%	32%	31%	43%	31%	62%	30%	33%	33%	33%	28%	25%	20%	42%
Today	7	-	-	-	1	-	-	-	2	-	-	-	-	-	-	2	-	1	-	-	-	1
	1%	-	-	-	2%	-	-	-	5%	-	-	-	-	-	-	1%	-	2%	-	-	-	1%
This week	28	2	1	2	3	-	1	2	-	2	-	2	1	2	1	5	1	-	1	1	-	1
	3%	7%	2%	5%	6%	-	4%	3%	-	4%	-	5%	8%	10%	5%	2%	3%	-	6%	3%	-	1%
This month	33	-	-	-	2	1	2	3	1	1	5	1	-	-	-	12	-	1	-	-	1	3
	3%	-	-	-	4%	8%	7%	4%	2%	2%	6%	3%	-	-	-	5%	-	2%	-	-	3%	4%
Last month	32	2	2	1	-	-	2	2	-	1	3	2	-	2	-	10	1	-	-	1	-	3
	3%	7%	5%	3%	-	-	7%	3%	-	2%	4%	5%	-	10%	-	4%	3%	-	-	3%	-	4%
This year	73	2	1	1	4	-	2	6	4	1	6	3	1	2	1	14	1	7	1	2	2	12
	7%	7%	2%	3%	8%	-	7%	8%	10%	2%	7%	8%	8%	10%	5%	6%	3%	13%	6%	6%	7%	15%
Longer ago	187	2	6	7	12	2	7	18	13	12	12	8	2	7	4	34	8	9	3	4	3	14
	18%	7%	14%	19%	24%	15%	26%	23%	32%	23%	14%	22%	15%	33%	20%	15%	24%	17%	17%	13%	10%	17%
Never	663	20	32	26	28	10	13	46	21	36	57	21	9	8	14	156	22	36	13	24	24	47
	65%	71%	76%	70%	56%	77%	48%	60%	51%	68%	69%	57%	69%	38%	70%	67%	67%	67%	72%	75%	80%	58%

Coca-Cola Reasons to Believe Survey

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Absolutes/col percents

Table 132

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Broke up with someone

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	262	91	80	91	145	117	127	135	181	50	19	12	157	79	21	5	19	11	31	29	22	20	12	22	34	39	18	5
	26%	26%	24%	27%	30%	22%	26%	26%	24%	28%	32%	26%	27%	25%	19%	23%	25%	24%	30%	34%	24%	27%	23%	29%	25%	25%	19%	17%
Today	6	1	2	3	6	-	3	3	3	2	-	1	5	1	-	-	-	1	1	-	1	1	-	1	-	1	-	-
	1%	*	1%	1%	1%	-	1%	1%	*	1%	-	2%	1%	1%	*	-	-	2%	1%	-	1%	1%	-	1%	-	1%	-	-
This week	7	2	2	3	5	2	3	4	5	1	1	-	4	2	1	-	1	-	-	1	3	-	1	1	-	-	-	-
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	-	1%	1%	1%	-	1%	-	-	1%	3%	-	1%	1%	-	-	-	-
This month	10	3	4	3	7	3	6	4	10	-	-	-	5	4	1	-	-	-	2	1	-	1	1	-	1	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	-	-	-	2%	1%	-	1%	2%	-	1%	1%	2%	3%
Last month	19	8	5	6	11	8	10	9	15	3	1	-	8	7	3	1	1	2	3	1	1	1	2	1	6	1	-	-
	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	-	1%	2%	3%	5%	1%	4%	3%	1%	1%	1%	4%	1%	4%	1%	-	-
This year	52	17	16	19	30	22	25	27	32	15	3	2	34	14	3	1	3	-	5	11	3	5	-	4	7	8	5	1
	5%	5%	5%	6%	6%	4%	5%	5%	4%	8%	5%	4%	6%	5%	3%	5%	4%	-	5%	13%	3%	7%	-	5%	5%	5%	5%	3%
Longer ago	168	60	51	57	86	82	80	88	116	29	14	9	101	51	13	3	14	8	20	15	14	12	9	15	19	28	11	3
	16%	17%	15%	17%	18%	15%	16%	17%	16%	16%	23%	19%	18%	16%	12%	14%	18%	17%	19%	17%	15%	16%	17%	19%	14%	18%	12%	10%
Never	761	256	258	247	341	420	371	390	558	127	41	35	420	232	92	17	57	35	73	57	71	53	40	55	102	119	75	24
	74%	74%	76%	73%	70%	78%	74%	74%	76%	72%	68%	74%	73%	75%	81%	77%	75%	76%	70%	66%	76%	73%	77%	71%	75%	75%	81%	83%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 132

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Broke up with someone

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	262	2	13	10	18	4	9	22	13	14	18	11	2	8	2	55	9	10	5	6	5	26
	26%	7%	31%	27%	36%	31%	33%	29%	32%	26%	22%	30%	15%	38%	10%	24%	27%	19%	28%	19%	17%	32%
Today	6	-	-	1	-	-	-	-	1	1	1	-	-	1	-	1	-	-	-	-	-	-
	1%	-	-	3%	-	-	-	-	2%	2%	1%	-	-	5%	-	*	-	-	-	-	-	-
This week	7	-	-	-	-	-	1	-	-	-	2	1	-	-	-	1	-	-	-	-	-	2
	1%	-	-	-	-	-	4%	-	-	-	2%	3%	-	-	-	*	-	-	-	-	-	2%
This month	10	-	-	-	1	-	-	3	-	1	-	-	-	-	-	3	-	1	-	-	1	-
	1%	-	-	-	2%	-	-	4%	-	2%	-	-	-	-	-	1%	-	2%	-	-	3%	-
Last month	19	-	-	2	1	1	-	2	-	1	-	1	-	-	-	6	-	-	-	2	-	3
	2%	-	-	5%	2%	8%	-	3%	-	2%	-	3%	-	-	-	3%	-	-	-	6%	-	4%
This year	52	-	3	1	5	1	3	3	2	3	2	2	-	1	-	11	3	2	2	-	1	7
	5%	-	7%	3%	10%	8%	11%	4%	5%	6%	2%	5%	-	5%	-	5%	9%	4%	11%	-	3%	9%
Longer ago	168	2	10	6	11	2	5	14	10	8	13	7	2	6	2	33	6	7	3	4	3	14
	16%	7%	24%	16%	22%	15%	19%	18%	24%	15%	16%	19%	15%	29%	10%	14%	18%	13%	17%	13%	10%	17%
Never	761	26	29	27	32	9	18	55	28	39	65	26	11	13	18	178	24	44	13	26	25	55
	74%	93%	69%	73%	64%	69%	67%	71%	68%	74%	78%	70%	85%	62%	90%	76%	73%	81%	72%	81%	83%	68%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 133

Q.20 When was the last time you did each of the following on social media?

Said "Happy Birthday" to someone

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	977	334	325	318	457	520	476	501	706	171	55	45	543	305	107	22	72	46	98	82	90	71	49	74	128	151	90	26
	96%	96%	96%	94%	94%	97%	96%	95%	96%	97%	92%	96%	94%	98%	95%	100%	95%	100%	94%	95%	97%	97%	94%	96%	94%	96%	97%	90%
Today	105	42	42	21	44	61	43	62	92	10	3	-	62	29	12	2	6	7	7	8	10	6	4	12	18	13	13	1
	10%	12%	12%	6%	9%	11%	9%	12%	12%	6%	5%	-	11%	9%	11%	9%	8%	15%	7%	9%	11%	8%	8%	16%	13%	8%	14%	3%
This week	382	142	123	117	159	223	192	190	273	66	25	18	216	113	46	7	31	18	37	36	30	31	25	19	41	65	36	13
	37%	41%	36%	35%	33%	42%	39%	36%	37%	37%	42%	38%	37%	36%	41%	32%	41%	39%	36%	42%	32%	42%	48%	25%	30%	41%	39%	45%
This month	261	87	97	77	118	143	124	137	191	49	13	8	139	83	34	5	22	13	26	23	24	18	12	23	34	33	27	6
	26%	25%	29%	23%	24%	27%	25%	26%	26%	28%	22%	17%	24%	27%	30%	23%	29%	28%	25%	27%	26%	25%	23%	30%	25%	21%	29%	21%
Last month	101	36	26	39	53	48	54	47	70	24	6	1	55	35	9	2	6	3	9	6	14	7	3	8	13	23	7	2
	10%	10%	8%	12%	11%	9%	11%	9%	14%	10%	10%	2%	10%	11%	8%	9%	8%	7%	9%	7%	15%	10%	6%	10%	10%	15%	8%	7%
This year	94	19	24	51	59	35	48	46	56	18	6	14	54	32	4	4	6	3	12	9	12	6	3	7	15	14	4	3
	9%	5%	7%	15%	12%	7%	10%	9%	8%	10%	10%	30%	9%	10%	4%	18%	8%	7%	12%	10%	13%	8%	6%	9%	11%	9%	4%	10%
Longer ago	34	8	13	13	24	10	15	19	24	4	2	4	17	13	2	2	1	2	7	-	-	3	2	5	7	3	3	1
	3%	2%	4%	4%	5%	2%	3%	4%	3%	2%	3%	9%	3%	4%	2%	9%	1%	4%	7%	-	-	4%	4%	6%	5%	2%	3%	3%
Never	46	13	13	20	29	17	22	24	33	6	5	2	34	6	6	-	4	-	6	4	3	2	3	3	8	7	3	3
	4%	4%	4%	6%	6%	3%	4%	5%	4%	3%	8%	4%	6%	2%	5%	-	5%	-	6%	5%	3%	3%	6%	4%	6%	4%	3%	10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 133

Q.20 When was the last time you did each of the following on social media?

Said "Happy Birthday" to someone

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	977	26	40	37	48	12	26	75	35	51	80	37	13	19	18	222	32	52	17	31	27	79
	96%	93%	95%	100%	96%	92%	96%	97%	85%	96%	96%	100%	100%	90%	90%	95%	97%	96%	94%	97%	90%	98%
Today	105	3	1	6	4	2	2	6	2	4	10	6	2	1	2	27	5	7	3	2	1	9
	10%	11%	2%	16%	8%	15%	7%	8%	5%	8%	12%	16%	15%	5%	10%	12%	15%	13%	17%	6%	3%	11%
This week	382	10	19	13	25	4	12	28	15	24	25	11	5	12	8	74	10	20	5	17	14	31
	37%	36%	45%	35%	50%	31%	44%	36%	37%	45%	30%	30%	38%	57%	40%	32%	30%	37%	28%	53%	47%	38%
This month	261	9	12	9	10	3	8	16	12	11	21	13	2	2	2	57	9	18	6	7	6	28
	26%	32%	29%	24%	20%	23%	30%	21%	29%	21%	25%	35%	15%	10%	10%	24%	27%	33%	33%	22%	20%	35%
Last month	101	3	2	5	2	2	1	9	1	7	11	6	2	2	1	28	4	4	1	2	2	6
	10%	11%	5%	14%	4%	15%	4%	12%	2%	13%	13%	16%	15%	10%	5%	12%	12%	7%	6%	6%	7%	7%
This year	94	1	5	2	6	1	3	11	2	3	11	-	2	2	4	24	4	1	1	3	3	5
	9%	4%	12%	5%	12%	8%	11%	14%	5%	6%	13%	-	15%	10%	20%	10%	12%	2%	6%	9%	10%	6%
Longer ago	34	-	1	2	1	-	-	5	3	2	2	1	-	-	1	12	-	2	1	-	1	-
	3%	-	2%	5%	2%	-	-	6%	7%	4%	2%	3%	-	-	5%	5%	-	4%	6%	-	3%	-
Never	46	2	2	-	2	1	1	2	6	2	3	-	-	2	2	11	1	2	1	1	3	2
	4%	7%	5%	-	4%	8%	4%	3%	15%	4%	4%	-	-	10%	10%	5%	3%	4%	6%	3%	10%	2%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 134

Q.20 When was the last time you did each of the following on social media?

Defriended / unfollowed somebody

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	878	309	295	274	403	475	429	449	640	152	48	38	493	265	103	17	63	41	88	78	78	69	47	64	113	137	81	19
	86%	89%	87%	81%	83%	88%	86%	86%	87%	86%	80%	81%	85%	85%	91%	77%	83%	89%	85%	91%	84%	95%	90%	83%	83%	87%	87%	66%
Today	32	15	12	5	14	18	17	15	26	5	-	1	20	7	3	2	-	2	4	2	1	3	4	3	5	6	2	-
	3%	4%	4%	1%	3%	3%	3%	3%	4%	3%	-	2%	3%	2%	3%	9%	-	4%	4%	2%	1%	4%	8%	4%	4%	4%	2%	-
This week	184	69	68	47	70	114	93	91	146	23	10	5	106	51	24	3	10	8	16	17	22	12	10	16	26	26	15	6
	18%	20%	20%	14%	14%	21%	19%	17%	20%	13%	17%	11%	18%	16%	21%	14%	13%	17%	15%	20%	24%	16%	19%	21%	19%	16%	16%	21%
This month	207	81	64	62	92	115	108	99	156	31	16	4	104	68	31	4	16	13	19	21	22	16	10	11	22	29	20	8
	20%	23%	19%	18%	19%	21%	22%	19%	21%	18%	27%	9%	18%	22%	27%	18%	21%	28%	18%	24%	24%	22%	19%	14%	16%	18%	22%	28%
Last month	137	48	42	47	74	63	60	77	92	28	9	8	80	37	17	3	13	4	13	8	9	13	11	9	20	21	15	1
	13%	14%	12%	14%	15%	12%	12%	15%	12%	16%	15%	17%	14%	12%	15%	14%	17%	9%	13%	9%	10%	18%	21%	12%	15%	13%	16%	3%
This year	229	69	77	83	107	122	108	121	160	45	9	15	131	72	22	4	17	9	26	22	19	21	8	16	30	39	18	4
	22%	20%	23%	25%	22%	23%	22%	23%	22%	25%	15%	32%	23%	23%	19%	18%	22%	20%	25%	26%	20%	29%	15%	21%	22%	25%	19%	14%
Longer ago	89	27	32	30	46	43	43	46	60	20	4	5	52	30	6	1	7	5	10	8	5	4	4	9	10	16	11	-
	9%	8%	9%	9%	9%	8%	9%	9%	8%	11%	7%	11%	9%	10%	5%	5%	9%	11%	10%	9%	5%	5%	8%	12%	7%	10%	12%	-
Never	145	38	43	64	83	62	69	76	99	25	12	9	84	46	10	5	13	5	16	8	15	4	5	13	23	21	12	10
	14%	11%	13%	19%	17%	12%	14%	14%	13%	14%	20%	19%	15%	15%	9%	23%	17%	11%	15%	9%	16%	5%	10%	17%	17%	13%	13%	34%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 134

Q.20 When was the last time you did each of the following on social media?**Defriended / unfollowed somebody****Base: All respondents**

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	878	27	31	33	45	10	26	67	34	49	67	34	13	18	17	190	28	46	16	29	20	78
	86%	96%	74%	89%	90%	77%	96%	87%	83%	92%	81%	92%	100%	86%	85%	82%	85%	85%	89%	91%	67%	96%
Today	32	-	-	2	2	-	1	3	2	2	1	1	-	3	1	8	-	-	-	2	-	4
	3%	-	-	5%	4%	-	4%	4%	5%	4%	1%	3%	-	14%	5%	3%	-	-	-	6%	-	5%
This week	184	6	4	6	12	-	6	12	6	9	19	10	1	1	2	45	5	8	5	5	7	15
	18%	21%	10%	16%	24%	-	22%	16%	15%	17%	23%	27%	8%	5%	10%	19%	15%	15%	28%	16%	23%	19%
This month	207	7	7	9	10	4	6	16	8	11	19	7	6	5	4	37	2	13	3	6	8	19
	20%	25%	17%	24%	20%	31%	22%	21%	20%	21%	23%	19%	46%	24%	20%	16%	6%	24%	17%	19%	27%	23%
Last month	137	5	7	2	6	1	3	11	5	12	7	5	2	-	2	29	8	11	2	6	1	12
	13%	18%	17%	5%	12%	8%	11%	14%	12%	23%	8%	14%	15%	-	10%	12%	24%	20%	11%	19%	3%	15%
This year	229	6	9	9	11	4	7	18	10	13	15	8	3	8	6	49	10	7	3	6	4	23
	22%	21%	21%	24%	22%	31%	26%	23%	24%	25%	18%	22%	23%	38%	30%	21%	30%	13%	17%	19%	13%	28%
Longer ago	89	3	4	5	4	1	3	7	3	2	6	3	1	1	2	22	3	7	3	4	-	5
	9%	11%	10%	14%	8%	8%	11%	9%	7%	4%	7%	8%	8%	5%	10%	9%	9%	13%	17%	13%	-	6%
Never	145	1	11	4	5	3	1	10	7	4	16	3	-	3	3	43	5	8	2	3	10	3
	14%	4%	26%	11%	10%	23%	4%	13%	17%	8%	19%	8%	-	14%	15%	18%	15%	15%	11%	9%	33%	4%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 135

Q.20 When was the last time you did each of the following on social media?

Accepted / sent a friend request

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status			D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	989	339	328	322	465	524	479	510	715	171	57	46	554	306	108	21	73	46	101	83	92	72	50	74	127	152	93	26
	97%	98%	97%	95%	96%	98%	96%	97%	97%	97%	95%	98%	96%	98%	96%	95%	96%	100%	97%	97%	99%	99%	96%	96%	93%	96%	100%	90%
Today	130	63	46	21	55	75	59	71	109	15	5	1	68	42	19	1	7	4	14	18	15	11	6	6	12	23	13	1
	13%	18%	14%	6%	11%	14%	12%	14%	15%	8%	8%	2%	12%	14%	17%	5%	9%	9%	13%	21%	16%	15%	12%	8%	9%	15%	14%	3%
This week	431	173	150	108	190	241	197	234	340	53	27	11	258	116	47	10	34	19	40	32	43	30	33	30	53	64	41	12
	42%	50%	44%	32%	39%	45%	40%	45%	46%	30%	45%	23%	45%	37%	42%	45%	45%	41%	38%	37%	46%	41%	63%	39%	39%	41%	44%	41%
This month	239	74	74	91	104	135	114	125	167	47	15	10	129	84	24	2	19	13	22	15	20	18	4	21	37	39	23	8
	23%	21%	22%	27%	21%	25%	23%	24%	23%	27%	25%	21%	22%	27%	21%	9%	25%	28%	21%	17%	22%	25%	8%	27%	27%	25%	25%	28%
Last month	98	14	34	50	56	42	55	43	52	32	5	9	47	36	11	4	6	5	15	7	5	8	3	10	11	17	8	3
	10%	4%	10%	15%	12%	8%	11%	8%	7%	18%	8%	19%	8%	12%	10%	18%	8%	11%	14%	8%	5%	11%	6%	13%	8%	11%	9%	10%
This year	72	11	19	42	49	23	41	31	34	22	3	13	43	21	6	2	5	4	7	9	9	4	3	5	11	7	7	1
	7%	3%	6%	12%	10%	4%	8%	6%	5%	12%	5%	28%	7%	7%	5%	9%	7%	9%	7%	10%	10%	5%	6%	6%	8%	4%	8%	3%
Longer ago	19	4	5	10	11	8	13	6	13	2	2	2	9	7	1	2	2	1	3	2	-	1	1	2	3	2	1	1
	2%	1%	1%	3%	2%	1%	3%	1%	2%	1%	3%	4%	2%	2%	1%	9%	3%	2%	3%	2%	-	1%	2%	3%	2%	1%	1%	3%
Never	34	8	10	16	21	13	19	15	24	6	3	1	23	5	5	1	3	-	3	3	1	1	2	3	9	6	-	3
	3%	2%	3%	5%	4%	2%	4%	3%	3%	3%	5%	2%	4%	2%	4%	5%	4%	-	3%	3%	1%	1%	4%	4%	7%	4%	-	10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 135

Q.20 When was the last time you did each of the following on social media?**Accepted / sent a friend request****Base: All respondents**

		D.6 Which of the following cities do you live in, or nearest to?																				
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	989	27	41	37	47	13	27	76	37	52	82	37	13	19	18	222	32	54	18	32	27	78
	97%	96%	98%	100%	94%	100%	100%	99%	90%	98%	99%	100%	100%	90%	90%	95%	97%	100%	100%	100%	90%	96%
Today	130	3	4	3	9	2	5	12	4	7	15	2	1	1	1	26	7	8	1	3	2	14
	13%	11%	10%	8%	18%	15%	19%	16%	10%	13%	18%	5%	8%	5%	5%	11%	21%	15%	6%	9%	7%	17%
This week	431	9	21	17	17	6	13	27	22	20	35	21	8	8	10	83	13	23	9	20	12	37
	42%	32%	50%	46%	34%	46%	48%	35%	54%	38%	42%	57%	62%	38%	50%	36%	39%	43%	50%	63%	40%	46%
This month	239	10	8	10	10	2	5	15	7	16	17	8	1	7	4	68	8	15	3	2	8	15
	23%	36%	19%	27%	20%	15%	19%	19%	17%	30%	20%	22%	8%	33%	20%	29%	24%	28%	17%	6%	27%	19%
Last month	98	5	1	3	5	1	1	12	2	6	5	5	2	1	2	25	2	4	3	3	3	7
	10%	18%	2%	8%	10%	8%	4%	16%	5%	11%	6%	14%	15%	5%	10%	11%	6%	7%	17%	9%	10%	9%
This year	72	-	5	3	5	1	2	8	1	3	9	-	1	2	1	15	2	4	1	3	1	5
	7%	-	12%	8%	10%	8%	7%	10%	2%	6%	11%	-	8%	10%	5%	6%	6%	7%	6%	9%	3%	6%
Longer ago	19	-	2	1	1	1	1	2	1	-	1	1	-	-	-	5	-	-	1	1	1	-
	2%	-	5%	3%	2%	8%	4%	3%	2%	-	1%	3%	-	-	-	2%	-	-	6%	3%	3%	-
Never	34	1	1	-	3	-	-	1	4	1	1	-	-	2	2	11	1	-	-	-	3	3
	3%	4%	2%	-	6%	-	-	1%	10%	2%	1%	-	-	10%	10%	5%	3%	-	-	-	10%	4%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 136

Q.21 How often, if at all, do you feel the following when you're using social media?

SUMMARY TABLE

Base: All respondents

	Feeling															
	Happy	Entertained	Lucky to have such great friends and family	Lonely	Included	Excluded	Up-to-date with your friends' lives and news	Angry	That you miss your friends and family	Upset	Jealous of your friends	Happy for your friends	Proud of your friends	Inspired by your friends	Closer to those around you	Closer to family and friends who you don't get to see that often
Base	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023	1023
NET: Ever	942 92%	962 94%	909 89%	714 70%	917 90%	731 71%	945 92%	776 76%	862 84%	717 70%	702 69%	948 93%	932 91%	886 87%	827 81%	878 86%
Daily	244 24%	452 44%	241 24%	101 10%	143 14%	59 6%	374 37%	75 7%	174 17%	65 6%	48 5%	204 20%	163 16%	107 10%	156 15%	160 16%
Weekly	447 44%	367 36%	369 36%	186 18%	397 39%	199 19%	389 38%	209 20%	289 28%	116 11%	170 17%	475 46%	406 40%	287 28%	292 29%	313 31%
Monthly	183 18%	96 9%	198 19%	195 19%	265 26%	194 19%	139 14%	194 19%	233 23%	188 18%	195 19%	204 20%	246 24%	272 27%	243 24%	242 24%
Less than monthly	68 7%	47 5%	101 10%	232 23%	112 11%	279 27%	43 4%	298 29%	166 16%	348 34%	289 28%	65 6%	117 11%	220 22%	136 13%	163 16%
Never	81 8%	61 6%	114 11%	309 30%	106 10%	292 29%	78 8%	247 24%	161 16%	306 30%	321 31%	75 7%	91 9%	137 13%	196 19%	145 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 137

Q.21 How often, if at all, do you feel the following when you're using social media?

Happy

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	942	324	317	301	433	509	462	480	683	163	56	40	524	294	106	18	72	45	96	76	84	71	49	69	120	149	87	24
	92%	93%	94%	89%	89%	95%	93%	91%	92%	92%	93%	85%	91%	95%	94%	82%	95%	98%	92%	88%	90%	97%	94%	90%	88%	94%	94%	83%
Daily	244	104	85	55	104	140	125	119	192	35	11	6	132	74	34	4	16	12	28	25	25	19	16	24	25	28	21	5
	24%	30%	25%	16%	21%	26%	25%	23%	26%	20%	18%	13%	23%	24%	30%	18%	21%	26%	27%	29%	27%	26%	31%	31%	18%	18%	23%	17%
Weekly	447	150	152	145	209	238	217	230	318	80	25	24	255	123	58	11	37	20	44	38	38	40	24	31	52	73	43	7
	44%	43%	45%	43%	43%	44%	44%	44%	43%	45%	42%	51%	44%	40%	51%	50%	49%	43%	42%	44%	41%	55%	46%	40%	38%	46%	46%	24%
Monthly	183	52	57	74	82	101	85	98	131	34	15	3	100	69	12	2	11	12	14	9	11	8	8	13	34	38	14	11
	18%	15%	17%	22%	17%	19%	17%	19%	18%	19%	25%	6%	17%	22%	11%	9%	14%	26%	13%	10%	12%	11%	15%	17%	25%	24%	15%	38%
Less than monthly	68	18	23	27	38	30	35	33	42	14	5	7	37	28	2	1	8	1	10	4	10	4	1	1	9	10	9	1
	7%	5%	7%	8%	8%	6%	7%	6%	6%	8%	8%	15%	6%	9%	2%	5%	11%	2%	10%	5%	11%	5%	2%	1%	7%	6%	10%	3%
Never	81	23	21	37	53	28	36	45	56	14	4	7	53	17	7	4	4	1	8	10	9	2	3	8	16	9	6	5
	8%	7%	6%	11%	11%	5%	7%	9%	8%	8%	7%	15%	9%	5%	6%	18%	5%	2%	8%	12%	10%	3%	6%	10%	12%	6%	6%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 137

Q.21 How often, if at all, do you feel the following when you're using social media?

Happy

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	942	26	40	36	45	11	24	72	36	52	74	34	12	19	18	214	31	51	15	31	25	76
	92%	93%	95%	97%	90%	85%	89%	94%	88%	98%	89%	92%	92%	90%	90%	92%	94%	94%	83%	97%	83%	94%
Daily	244	7	6	10	12	4	11	20	13	14	21	11	2	5	3	43	11	14	4	7	5	21
	24%	25%	14%	27%	24%	31%	41%	26%	32%	26%	25%	30%	15%	24%	15%	18%	33%	26%	22%	22%	17%	26%
Weekly	447	13	23	15	23	5	11	32	15	31	34	16	7	8	10	96	12	27	5	17	8	39
	44%	46%	55%	41%	46%	38%	41%	42%	37%	58%	41%	43%	54%	38%	50%	41%	36%	50%	28%	53%	27%	48%
Monthly	183	3	6	10	7	2	1	10	6	5	11	7	1	5	3	59	5	5	5	6	11	15
	18%	11%	14%	27%	14%	15%	4%	13%	15%	9%	13%	19%	8%	24%	15%	25%	15%	9%	28%	19%	37%	19%
Less than monthly	68	3	5	1	3	-	1	10	2	2	8	-	2	1	2	16	3	5	1	1	1	1
	7%	11%	12%	3%	6%	-	4%	13%	5%	4%	10%	-	15%	5%	10%	7%	9%	9%	6%	3%	3%	1%
Never	81	2	2	1	5	2	3	5	5	1	9	3	1	2	2	19	2	3	3	1	5	5
	8%	7%	5%	3%	10%	15%	11%	6%	12%	2%	11%	8%	8%	10%	10%	8%	6%	6%	17%	3%	17%	6%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 138
Q.21 How often, if at all, do you feel the following when you're using social media?
Entertained
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	962	332	320	310	444	518	472	490	695	168	57	42	534	302	108	18	71	45	98	78	87	72	50	72	123	153	89	24
	94%	96%	95%	92%	91%	96%	95%	93%	94%	95%	89%	93%	97%	96%	82%	93%	98%	94%	91%	94%	99%	96%	94%	90%	97%	96%	83%	
Daily	452	185	149	118	186	266	233	219	346	65	24	17	243	136	62	11	31	23	54	32	38	37	22	41	48	74	41	11
	44%	53%	44%	35%	38%	50%	47%	42%	47%	37%	40%	36%	42%	44%	55%	50%	41%	50%	52%	37%	41%	51%	42%	53%	35%	47%	44%	38%
Weekly	367	111	127	129	181	186	175	192	256	70	22	19	215	113	35	4	31	16	27	31	39	29	23	22	53	53	34	9
	36%	32%	38%	38%	37%	35%	35%	37%	35%	40%	37%	40%	37%	36%	31%	18%	41%	35%	26%	36%	42%	40%	44%	29%	39%	34%	37%	31%
Monthly	96	27	28	41	46	50	44	52	65	19	9	3	49	38	7	2	6	4	7	12	8	4	4	7	17	18	5	4
	9%	8%	8%	12%	9%	9%	9%	10%	9%	11%	15%	6%	8%	12%	6%	9%	8%	9%	7%	14%	9%	5%	8%	9%	13%	11%	5%	14%
Less than monthly	47	9	16	22	31	16	20	27	28	14	2	3	27	15	4	1	3	2	10	3	2	2	1	2	5	8	9	-
	5%	3%	5%	7%	6%	3%	4%	5%	4%	8%	3%	6%	5%	5%	4%	5%	4%	4%	10%	3%	2%	3%	2%	3%	4%	5%	10%	-
Never	61	15	18	28	42	19	26	35	44	9	3	5	43	9	5	4	5	1	6	8	6	1	2	5	13	5	4	5
	6%	4%	5%	8%	9%	4%	5%	7%	6%	5%	5%	11%	7%	3%	4%	18%	7%	2%	6%	9%	6%	1%	4%	6%	10%	3%	4%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 138

Q.21 How often, if at all, do you feel the following when you're using social media?

Entertained

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	962	26	39	36	46	12	24	72	39	52	78	37	13	19	18	218	32	52	16	31	25	77
	94%	93%	93%	97%	92%	92%	89%	94%	95%	98%	94%	100%	100%	90%	90%	94%	97%	96%	89%	97%	83%	95%
Daily	452	17	12	20	18	6	13	37	21	26	32	24	8	11	8	87	18	26	6	13	11	38
	44%	61%	29%	54%	36%	46%	48%	48%	51%	49%	39%	65%	62%	52%	40%	37%	55%	48%	33%	41%	37%	47%
Weekly	367	6	22	10	21	2	8	22	10	24	35	9	4	7	7	92	9	18	7	15	10	29
	36%	21%	52%	27%	42%	15%	30%	29%	24%	45%	42%	24%	31%	33%	35%	39%	27%	33%	39%	47%	33%	36%
Monthly	96	2	3	4	5	4	2	7	3	1	9	4	1	1	2	27	4	3	-	3	4	7
	9%	7%	7%	11%	10%	31%	7%	9%	7%	2%	11%	11%	8%	5%	10%	12%	12%	6%	-	9%	13%	9%
Less than monthly	47	1	2	2	2	-	1	6	5	1	2	-	-	-	1	12	1	5	3	-	-	3
	5%	4%	5%	5%	4%	-	4%	8%	12%	2%	2%	-	-	-	5%	5%	3%	9%	17%	-	-	4%
Never	61	2	3	1	4	1	3	5	2	1	5	-	-	2	2	15	1	2	2	1	5	4
	6%	7%	7%	3%	8%	8%	11%	6%	5%	2%	6%	-	-	10%	10%	6%	3%	4%	11%	3%	17%	5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 139

Q.21 How often, if at all, do you feel the following when you're using social media?

Lucky to have such great friends and family

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	909	317	302	290	415	494	442	467	658	158	53	40	505	283	105	16	69	43	92	76	81	72	47	66	112	140	87	24
	89%	91%	89%	86%	85%	92%	89%	89%	89%	89%	88%	85%	88%	91%	93%	73%	91%	93%	88%	88%	87%	99%	90%	86%	82%	89%	94%	83%
Daily	241	99	86	56	89	152	125	116	188	35	12	6	140	62	35	4	16	11	24	17	21	24	15	23	30	32	22	6
	24%	29%	25%	17%	18%	28%	25%	22%	25%	20%	20%	13%	24%	20%	31%	18%	21%	24%	23%	20%	23%	33%	29%	30%	22%	20%	24%	21%
Weekly	369	132	126	111	166	203	168	201	270	63	17	19	199	124	41	5	29	21	34	34	31	28	18	23	47	56	41	7
	36%	38%	37%	33%	34%	38%	34%	38%	37%	36%	28%	40%	34%	40%	36%	23%	38%	46%	33%	40%	33%	38%	35%	30%	35%	35%	44%	24%
Monthly	198	52	59	87	109	89	96	102	136	37	16	9	111	61	20	6	16	7	17	18	22	14	7	16	23	34	16	8
	19%	15%	17%	26%	22%	17%	19%	19%	18%	21%	27%	19%	19%	20%	18%	27%	21%	15%	16%	21%	24%	19%	13%	21%	17%	22%	17%	28%
Less than monthly	101	34	31	36	51	50	53	48	64	23	8	6	55	36	9	1	8	4	17	7	7	6	7	4	12	18	8	3
	10%	10%	9%	11%	10%	9%	11%	9%	9%	13%	13%	13%	10%	12%	8%	5%	11%	9%	16%	8%	8%	8%	13%	5%	9%	11%	9%	10%
Never	114	30	36	48	71	43	56	58	81	19	7	7	72	28	8	6	7	3	12	10	12	1	5	11	24	18	6	5
	11%	9%	11%	14%	15%	8%	11%	11%	11%	11%	12%	15%	12%	9%	7%	27%	9%	7%	12%	12%	13%	1%	10%	14%	18%	11%	6%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 139

Q.21 How often, if at all, do you feel the following when you're using social media?

Lucky to have such great friends and family

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	909	26	37	34	45	11	24	69	34	52	72	35	12	16	18	198	31	50	16	30	25	74
	89%	93%	88%	92%	90%	85%	89%	90%	83%	98%	87%	95%	92%	76%	90%	85%	94%	93%	89%	94%	83%	91%
Daily	241	7	7	10	7	3	10	20	9	18	18	13	5	5	4	45	12	11	5	8	7	17
	24%	25%	17%	27%	14%	23%	37%	26%	22%	34%	22%	35%	38%	24%	20%	19%	36%	20%	28%	25%	23%	21%
Weekly	369	7	19	16	22	3	9	23	13	19	27	14	4	6	9	85	9	25	8	14	7	30
	36%	25%	45%	43%	44%	23%	33%	30%	32%	36%	33%	38%	31%	29%	45%	36%	27%	46%	44%	44%	23%	37%
Monthly	198	9	6	4	11	5	4	12	8	11	21	7	1	3	1	43	10	11	1	3	8	19
	19%	32%	14%	11%	22%	38%	15%	16%	20%	21%	25%	19%	8%	14%	5%	18%	30%	20%	6%	9%	27%	23%
Less than monthly	101	3	5	4	5	-	1	14	4	4	6	1	2	2	4	25	-	3	2	5	3	8
	10%	11%	12%	11%	10%	-	4%	18%	10%	8%	7%	3%	15%	10%	20%	11%	-	6%	11%	16%	10%	10%
Never	114	2	5	3	5	2	3	8	7	1	11	2	1	5	2	35	2	4	2	2	5	7
	11%	7%	12%	8%	10%	15%	11%	10%	17%	2%	13%	5%	8%	24%	10%	15%	6%	7%	11%	6%	17%	9%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 140

Q.21 How often, if at all, do you feel the following when you're using social media?

Lonely

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	714	261	218	235	328	386	343	371	519	117	43	35	400	214	85	15	52	31	70	64	70	53	39	48	98	107	66	16
	70%	75%	64%	70%	67%	72%	69%	71%	70%	66%	72%	74%	69%	69%	75%	68%	68%	67%	67%	74%	75%	73%	75%	62%	72%	68%	71%	55%
Daily	101	37	34	30	46	55	50	51	71	19	4	7	58	29	12	2	8	6	11	9	6	4	7	7	10	22	9	2
	10%	11%	10%	9%	9%	10%	10%	10%	10%	11%	7%	15%	10%	9%	11%	9%	11%	13%	11%	10%	6%	5%	13%	9%	7%	14%	10%	7%
Weekly	186	74	52	60	79	107	95	91	134	25	14	13	94	60	27	5	14	9	12	18	20	19	14	10	22	23	19	6
	18%	21%	15%	18%	16%	20%	19%	17%	18%	14%	23%	28%	16%	19%	24%	23%	18%	20%	12%	21%	22%	26%	27%	13%	16%	15%	20%	21%
Monthly	195	70	63	62	97	98	96	99	145	28	14	8	112	59	21	3	15	7	16	18	21	18	11	12	31	26	17	3
	19%	20%	19%	18%	20%	18%	19%	19%	20%	16%	23%	17%	19%	19%	19%	14%	20%	15%	15%	21%	23%	25%	21%	16%	23%	16%	18%	10%
Less than monthly	232	80	69	83	106	126	102	130	169	45	11	7	136	66	25	5	15	9	31	19	23	12	7	19	35	36	21	5
	23%	23%	20%	25%	22%	23%	20%	25%	23%	25%	18%	15%	24%	21%	22%	23%	20%	20%	30%	22%	25%	16%	13%	25%	26%	23%	23%	17%
Never	309	86	120	103	158	151	155	154	220	60	17	12	177	97	28	7	24	15	34	22	23	20	13	29	38	51	27	13
	30%	25%	36%	30%	33%	28%	31%	29%	30%	34%	28%	26%	31%	31%	25%	32%	32%	33%	33%	26%	25%	27%	25%	38%	28%	32%	29%	45%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 140

Q.21 How often, if at all, do you feel the following when you're using social media?

Lonely

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	714	21	26	25	36	9	22	49	29	34	61	25	11	15	14	158	23	36	12	24	17	67
	70%	75%	62%	68%	72%	69%	81%	64%	71%	64%	73%	68%	85%	71%	70%	68%	70%	67%	67%	75%	57%	83%
Daily	101	1	5	4	5	2	3	10	2	-	5	3	4	5	-	21	2	5	3	3	2	16
	10%	4%	12%	11%	10%	15%	11%	13%	5%	-	6%	8%	31%	24%	-	9%	6%	9%	17%	9%	7%	20%
Weekly	186	8	6	7	9	2	7	8	7	15	17	7	-	4	8	33	4	6	6	8	7	17
	18%	29%	14%	19%	18%	15%	26%	10%	17%	28%	20%	19%	-	19%	40%	14%	12%	11%	33%	25%	23%	21%
Monthly	195	7	7	6	9	2	7	11	7	10	23	9	3	1	2	48	5	13	-	9	3	13
	19%	25%	17%	16%	18%	15%	26%	14%	17%	19%	28%	24%	23%	5%	10%	21%	15%	24%	-	28%	10%	16%
Less than monthly	232	5	8	8	13	3	5	20	13	9	16	6	4	5	4	56	12	12	3	4	5	21
	23%	18%	19%	22%	26%	23%	19%	26%	32%	17%	19%	16%	31%	24%	20%	24%	36%	22%	17%	13%	17%	26%
Never	309	7	16	12	14	4	5	28	12	19	22	12	2	6	6	75	10	18	6	8	13	14
	30%	25%	38%	32%	28%	31%	19%	36%	29%	36%	27%	32%	15%	29%	30%	32%	30%	33%	33%	25%	43%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 141

Q.21 How often, if at all, do you feel the following when you're using social media?

Included

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	917	320	303	294	421	496	439	478	667	155	54	41	515	281	105	16	71	44	91	75	84	70	49	67	119	138	87	22
	90%	92%	90%	87%	87%	92%	88%	91%	90%	88%	90%	87%	89%	90%	93%	73%	93%	96%	88%	87%	90%	96%	94%	87%	88%	87%	94%	76%
Daily	143	57	50	36	65	78	68	75	113	12	12	6	87	36	18	2	11	7	17	14	14	12	9	13	18	14	13	1
	14%	16%	15%	11%	13%	15%	14%	14%	15%	7%	20%	13%	15%	12%	16%	9%	14%	15%	16%	16%	15%	16%	17%	17%	13%	9%	14%	3%
Weekly	397	147	140	110	183	214	191	206	301	63	17	16	215	127	49	6	33	22	34	34	28	36	24	31	45	68	35	7
	39%	42%	41%	33%	38%	40%	38%	39%	41%	36%	28%	34%	37%	41%	43%	27%	43%	48%	33%	40%	30%	49%	46%	40%	33%	43%	38%	24%
Monthly	265	85	81	99	119	146	124	141	182	55	15	13	146	81	31	7	16	9	27	17	28	16	12	18	44	41	29	8
	26%	24%	24%	29%	24%	27%	25%	27%	25%	31%	25%	28%	25%	26%	27%	32%	21%	20%	26%	20%	30%	22%	23%	23%	32%	26%	31%	28%
Less than monthly	112	31	32	49	54	58	56	56	71	25	10	6	67	37	7	1	11	6	13	10	14	6	4	5	12	15	10	6
	11%	9%	9%	14%	11%	11%	11%	11%	10%	14%	17%	13%	12%	12%	6%	5%	14%	13%	13%	12%	15%	8%	8%	6%	9%	9%	11%	21%
Never	106	27	35	44	65	41	59	47	72	22	6	6	62	30	8	6	5	2	13	11	9	3	3	10	17	20	6	7
	10%	8%	10%	13%	13%	8%	12%	9%	10%	12%	10%	13%	11%	10%	7%	27%	7%	4%	13%	13%	10%	4%	6%	13%	13%	13%	6%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 141

Q.21 How often, if at all, do you feel the following when you're using social media?

Included

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	917 90%	25 89%	40 95%	35 95%	43 86%	12 92%	24 89%	68 88%	35 85%	51 96%	75 90%	34 92%	13 100%	18 86%	18 90%	201 86%	31 94%	50 93%	16 89%	31 97%	23 77%	74 91%
Daily	143 14%	6 21%	3 7%	7 19%	8 16%	2 15%	4 15%	15 19%	6 15%	7 13%	9 11%	9 24%	2 15%	3 14%	2 10%	23 10%	8 24%	4 7%	4 22%	4 13%	2 7%	15 19%
Weekly	397 39%	10 36%	21 50%	15 41%	17 34%	6 46%	14 52%	23 30%	14 34%	27 51%	27 33%	17 46%	8 62%	12 57%	8 40%	82 35%	10 30%	25 46%	4 22%	17 53%	7 23%	33 41%
Monthly	265 26%	6 21%	9 21%	8 22%	10 20%	2 15%	5 19%	17 22%	11 27%	14 26%	27 33%	6 16%	2 15%	2 10%	5 25%	70 30%	12 36%	17 31%	5 28%	9 28%	8 27%	20 25%
Less than monthly	112 11%	3 11%	7 17%	5 14%	8 16%	2 15%	1 4%	13 17%	4 10%	3 6%	12 14%	2 5%	1 8%	1 5%	3 15%	26 11%	1 3%	4 7%	3 17%	1 3%	6 20%	6 7%
Never	106 10%	3 11%	2 5%	2 5%	7 14%	1 8%	3 11%	9 12%	6 15%	2 4%	8 10%	3 8%	-	3 14%	2 10%	32 14%	2 6%	4 7%	2 11%	1 3%	7 23%	7 9%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 142

Q.21 How often, if at all, do you feel the following when you're using social media?

Excluded

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	731	264	220	247	346	385	345	386	529	123	46	33	421	216	78	16	51	32	69	64	71	56	42	57	98	106	67	18
	71%	76%	65%	73%	71%	72%	69%	74%	72%	69%	77%	70%	73%	69%	69%	73%	67%	70%	66%	74%	76%	77%	81%	74%	72%	67%	72%	62%
Daily	59	21	19	19	29	30	30	29	38	12	4	5	34	17	6	2	1	3	11	4	4	4	4	3	6	13	3	3
	6%	6%	6%	6%	6%	6%	6%	6%	5%	7%	7%	11%	6%	5%	5%	9%	1%	7%	11%	5%	4%	5%	8%	4%	4%	8%	3%	10%
Weekly	199	81	59	59	86	113	105	94	144	24	16	15	96	76	21	6	22	11	15	24	19	15	9	13	20	26	20	5
	19%	23%	17%	17%	18%	21%	21%	18%	19%	14%	27%	32%	17%	24%	19%	27%	29%	24%	14%	28%	20%	21%	17%	17%	15%	16%	22%	17%
Monthly	194	73	61	60	97	97	91	103	151	28	7	8	122	46	22	4	14	9	10	15	16	20	13	14	36	23	19	5
	19%	21%	18%	18%	20%	18%	18%	20%	20%	16%	12%	17%	21%	15%	19%	18%	18%	20%	10%	17%	17%	27%	25%	18%	26%	15%	20%	17%
Less than monthly	279	89	81	109	134	145	119	160	196	59	19	5	169	77	29	4	14	9	33	21	32	17	16	27	36	44	25	5
	27%	26%	24%	32%	28%	27%	24%	30%	27%	33%	32%	11%	29%	25%	26%	18%	18%	20%	32%	24%	34%	23%	31%	35%	26%	28%	27%	17%
Never	292	83	118	91	140	152	153	139	210	54	14	14	156	95	35	6	25	14	35	22	22	17	10	20	38	52	26	11
	29%	24%	35%	27%	29%	28%	31%	26%	28%	31%	23%	30%	27%	31%	31%	27%	33%	30%	34%	26%	24%	23%	19%	26%	28%	33%	28%	38%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 142

Q.21 How often, if at all, do you feel the following when you're using social media?

Excluded

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	731	20	26	26	35	10	19	52	28	40	63	29	11	12	15	165	19	38	13	27	18	65
	71%	71%	62%	70%	70%	77%	70%	68%	68%	75%	76%	78%	85%	57%	75%	71%	58%	70%	72%	84%	60%	80%
Daily	59	-	1	3	4	-	-	9	4	3	3	1	2	2	-	13	1	-	3	2	3	5
	6%	-	2%	8%	8%	-	-	12%	10%	6%	4%	3%	15%	10%	-	6%	3%	-	17%	6%	10%	6%
Weekly	199	8	13	8	12	5	5	9	9	12	17	8	2	6	7	32	5	9	4	5	5	18
	19%	29%	31%	22%	24%	38%	19%	12%	22%	23%	20%	22%	15%	29%	35%	14%	15%	17%	22%	16%	17%	22%
Monthly	194	7	5	7	9	2	7	8	5	12	15	8	5	1	2	52	6	14	1	11	5	12
	19%	25%	12%	19%	18%	15%	26%	10%	12%	23%	18%	22%	38%	5%	10%	22%	18%	26%	6%	34%	17%	15%
Less than monthly	279	5	7	8	10	3	7	26	10	13	28	12	2	3	6	68	7	15	5	9	5	30
	27%	18%	17%	22%	20%	23%	26%	34%	24%	25%	34%	32%	15%	14%	30%	29%	21%	28%	28%	28%	17%	37%
Never	292	8	16	11	15	3	8	25	13	13	20	8	2	9	5	68	14	16	5	5	12	16
	29%	29%	38%	30%	30%	23%	30%	32%	32%	25%	24%	22%	15%	43%	25%	29%	42%	30%	28%	16%	40%	20%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 143

Q.21 How often, if at all, do you feel the following when you're using social media?

Up-to-date with your friends' lives and news

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	945	328	311	306	433	512	457	488	684	165	55	41	526	295	106	18	71	44	95	80	84	72	49	71	119	147	89	24
	92%	95%	92%	91%	89%	95%	92%	93%	93%	93%	92%	87%	91%	95%	94%	82%	93%	96%	91%	93%	90%	99%	94%	92%	88%	93%	96%	83%
Daily	374	152	129	93	149	225	186	188	288	54	22	10	200	121	42	11	25	17	46	34	36	28	20	32	39	55	33	9
	37%	44%	38%	28%	31%	42%	37%	36%	39%	31%	37%	21%	35%	39%	37%	50%	33%	37%	44%	40%	39%	38%	38%	42%	29%	35%	35%	31%
Weekly	389	130	125	134	194	195	193	196	274	70	21	24	216	119	49	5	35	18	32	36	34	34	21	25	48	62	34	10
	38%	37%	37%	40%	40%	36%	39%	37%	37%	40%	35%	51%	37%	38%	43%	23%	46%	39%	31%	42%	37%	47%	40%	32%	35%	39%	37%	34%
Monthly	139	37	44	58	62	77	61	78	93	31	10	5	80	45	12	2	7	8	14	7	10	7	5	13	26	23	14	5
	14%	11%	13%	17%	13%	14%	12%	15%	13%	18%	17%	11%	14%	14%	11%	9%	9%	17%	13%	8%	11%	10%	10%	17%	19%	15%	15%	17%
Less than monthly	43	9	13	21	28	15	17	26	29	10	2	2	30	10	3	-	4	1	3	3	4	3	3	1	6	7	8	-
	4%	3%	4%	6%	6%	3%	3%	5%	4%	6%	3%	4%	5%	3%	3%	-	5%	2%	3%	3%	4%	4%	6%	1%	4%	4%	9%	-
Never	78	19	27	32	53	25	41	37	55	12	5	6	51	16	7	4	5	2	9	6	9	1	3	6	17	11	4	5
	8%	5%	8%	9%	11%	5%	8%	7%	7%	7%	8%	13%	9%	5%	6%	18%	7%	4%	9%	7%	10%	1%	6%	8%	13%	7%	4%	17%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 143

Q.21 How often, if at all, do you feel the following when you're using social media?

Up-to-date with your friends' lives and news

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	945	26	39	35	48	12	24	72	36	52	76	36	13	19	17	209	31	53	16	31	25	75
	92%	93%	93%	95%	96%	92%	89%	94%	88%	98%	92%	97%	100%	90%	85%	90%	94%	98%	89%	97%	83%	93%
Daily	374	9	13	13	19	6	13	35	18	22	35	18	7	10	4	64	17	22	5	11	10	23
	37%	32%	31%	35%	38%	46%	48%	45%	44%	42%	42%	49%	54%	48%	20%	27%	52%	41%	28%	34%	33%	28%
Weekly	389	13	20	14	21	5	8	25	11	25	28	11	6	6	8	90	8	18	6	14	10	42
	38%	46%	48%	38%	42%	38%	30%	32%	27%	47%	34%	30%	46%	29%	40%	39%	24%	33%	33%	44%	33%	52%
Monthly	139	3	3	6	6	1	1	10	6	4	10	7	-	3	4	43	3	9	3	3	5	9
	14%	11%	7%	16%	12%	8%	4%	13%	15%	8%	12%	19%	-	14%	20%	18%	9%	17%	17%	9%	17%	11%
Less than monthly	43	1	3	2	2	-	2	2	1	1	3	-	-	-	1	12	3	4	2	3	-	1
	4%	4%	7%	5%	4%	-	7%	3%	2%	2%	4%	-	-	-	5%	5%	9%	7%	11%	9%	-	1%
Never	78	2	3	2	2	1	3	5	5	1	7	1	-	2	3	24	2	1	2	1	5	6
	8%	7%	7%	5%	4%	8%	11%	6%	12%	2%	8%	3%	-	10%	15%	10%	6%	2%	11%	3%	17%	7%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 144

Q.21 How often, if at all, do you feel the following when you're using social media?

Angry

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	776	272	262	242	357	419	377	399	562	130	49	35	426	247	86	17	58	38	82	61	72	62	44	59	95	118	70	17
	76%	78%	78%	72%	73%	78%	76%	76%	76%	73%	82%	74%	74%	79%	76%	77%	76%	83%	79%	71%	77%	85%	85%	77%	70%	75%	75%	59%
Daily	75	31	27	17	39	36	37	38	53	10	4	8	38	24	10	3	4	6	11	9	10	5	7	2	6	8	6	1
	7%	9%	8%	5%	8%	7%	7%	7%	7%	6%	7%	17%	7%	8%	9%	14%	5%	13%	11%	10%	11%	7%	13%	3%	4%	5%	6%	3%
Weekly	209	77	68	64	94	115	95	114	158	34	13	4	133	53	19	4	26	9	20	15	17	16	10	19	24	32	17	4
	20%	22%	20%	19%	19%	21%	19%	22%	21%	19%	22%	9%	23%	17%	17%	18%	34%	20%	19%	17%	18%	22%	19%	25%	18%	20%	18%	14%
Monthly	194	77	74	43	81	113	99	95	149	26	13	6	107	63	20	4	12	13	21	16	11	18	12	13	29	26	19	4
	19%	22%	22%	13%	17%	21%	20%	18%	20%	15%	22%	13%	19%	20%	18%	18%	16%	28%	20%	19%	12%	25%	23%	17%	21%	16%	20%	14%
Less than monthly	298	87	93	118	143	155	146	152	202	60	19	17	148	107	37	6	16	10	30	21	34	23	15	25	36	52	28	8
	29%	25%	28%	35%	29%	29%	29%	29%	27%	34%	32%	36%	26%	34%	33%	27%	21%	22%	29%	24%	37%	32%	29%	32%	26%	33%	30%	28%
Never	247	75	76	96	129	118	121	126	177	47	11	12	151	64	27	5	18	8	22	25	21	11	8	18	41	40	23	12
	24%	22%	22%	28%	27%	22%	24%	24%	24%	27%	18%	26%	26%	21%	24%	23%	24%	27%	21%	29%	23%	15%	15%	23%	30%	25%	25%	41%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 144

Q.21 How often, if at all, do you feel the following when you're using social media?

Angry

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	776	23	29	31	35	6	24	63	31	42	62	30	12	15	16	168	23	38	14	28	18	68
	76%	82%	69%	84%	70%	46%	89%	82%	76%	79%	75%	81%	92%	71%	80%	72%	70%	70%	78%	88%	60%	84%
Daily	75	2	2	4	7	1	3	5	7	3	8	2	2	2	1	9	3	1	-	4	2	7
	7%	7%	5%	11%	14%	8%	11%	6%	17%	6%	10%	5%	15%	10%	5%	4%	9%	2%	-	13%	7%	9%
Weekly	209	10	13	8	8	-	6	16	7	13	14	10	4	6	4	41	5	7	7	6	4	20
	20%	36%	31%	22%	16%	-	22%	21%	17%	25%	17%	27%	31%	29%	20%	18%	15%	13%	39%	19%	13%	25%
Monthly	194	5	7	9	10	2	5	19	6	11	12	8	3	2	1	46	4	13	3	8	4	16
	19%	18%	17%	24%	20%	15%	19%	25%	15%	21%	14%	22%	23%	10%	5%	20%	12%	24%	17%	25%	13%	20%
Less than monthly	298	6	7	10	10	3	10	23	11	15	28	10	3	5	10	72	11	17	4	10	8	25
	29%	21%	17%	27%	20%	23%	37%	30%	27%	28%	34%	27%	23%	24%	50%	31%	33%	31%	22%	31%	27%	31%
Never	247	5	13	6	15	7	3	14	10	11	21	7	1	6	4	65	10	16	4	4	12	13
	24%	18%	31%	16%	30%	54%	11%	18%	24%	21%	25%	19%	8%	29%	20%	28%	30%	30%	22%	13%	40%	16%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 145

Q.21 How often, if at all, do you feel the following when you're using social media?

That you miss your friends and family

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	862	308	284	270	382	480	412	450	630	145	48	39	481	267	98	16	59	41	89	71	79	64	45	62	111	138	81	22
	84%	89%	84%	80%	79%	89%	83%	86%	85%	82%	80%	83%	83%	86%	87%	73%	78%	89%	86%	83%	85%	88%	87%	81%	82%	87%	87%	76%
Daily	174	86	53	35	56	118	83	91	128	28	11	7	101	51	20	2	10	10	17	17	21	12	11	8	25	24	17	2
	17%	25%	16%	10%	12%	22%	17%	17%	17%	16%	18%	15%	18%	16%	18%	9%	13%	22%	16%	20%	23%	16%	21%	10%	18%	15%	18%	7%
Weekly	289	107	97	85	123	166	134	155	226	41	9	13	158	92	34	5	15	15	27	24	25	22	17	27	24	52	33	8
	28%	31%	29%	25%	25%	31%	27%	30%	31%	23%	15%	28%	27%	30%	30%	23%	20%	33%	26%	28%	27%	30%	33%	35%	18%	33%	35%	28%
Monthly	233	77	74	82	114	119	112	121	171	35	19	8	133	72	22	6	23	11	20	22	21	17	10	15	35	32	20	7
	23%	22%	22%	24%	23%	22%	22%	23%	23%	20%	32%	17%	23%	23%	19%	27%	30%	24%	19%	26%	23%	23%	19%	19%	26%	20%	22%	24%
Less than monthly	166	38	60	68	89	77	83	83	105	41	9	11	89	52	22	3	11	5	25	8	12	13	7	12	27	30	11	5
	16%	11%	18%	20%	18%	14%	17%	16%	14%	23%	15%	23%	15%	17%	19%	14%	14%	11%	24%	9%	13%	18%	13%	16%	20%	19%	12%	17%
Never	161	39	54	68	104	57	86	75	109	32	12	8	96	44	15	6	17	5	15	15	14	9	7	15	25	20	12	7
	16%	11%	16%	20%	21%	11%	17%	14%	15%	18%	20%	17%	17%	14%	13%	27%	22%	11%	14%	17%	15%	12%	13%	19%	18%	13%	13%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 145

Q.21 How often, if at all, do you feel the following when you're using social media?

That you miss your friends and family

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	862	20	33	33	40	10	24	67	33	47	69	30	11	19	17	195	30	49	12	29	23	71
	84%	71%	79%	89%	80%	77%	89%	87%	80%	89%	83%	81%	85%	90%	85%	84%	91%	91%	67%	91%	77%	88%
Daily	174	3	5	9	10	1	5	14	7	8	20	4	2	4	1	40	8	4	5	5	2	17
	17%	11%	12%	24%	20%	8%	19%	18%	17%	15%	24%	11%	15%	19%	5%	17%	24%	7%	28%	16%	7%	21%
Weekly	289	7	8	12	13	4	12	21	9	17	19	16	5	8	7	55	7	25	3	12	8	21
	28%	25%	19%	32%	26%	31%	44%	27%	22%	32%	23%	43%	38%	38%	35%	24%	21%	46%	17%	38%	27%	26%
Monthly	233	7	13	8	11	4	6	13	10	14	19	7	2	2	6	55	8	12	2	6	8	20
	23%	25%	31%	22%	22%	31%	22%	17%	24%	26%	23%	19%	15%	10%	30%	24%	24%	22%	11%	19%	27%	25%
Less than monthly	166	3	7	4	6	1	1	19	7	8	11	3	2	5	3	45	7	8	2	6	5	13
	16%	11%	17%	11%	12%	8%	4%	25%	17%	15%	13%	8%	15%	24%	15%	19%	21%	15%	11%	19%	17%	16%
Never	161	8	9	4	10	3	3	10	8	6	14	7	2	2	3	38	3	5	6	3	7	10
	16%	29%	21%	11%	20%	23%	11%	13%	20%	11%	17%	19%	15%	10%	15%	16%	9%	9%	33%	9%	23%	12%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 146

Q.21 How often, if at all, do you feel the following when you're using social media?

Upset

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	717	264	229	224	305	412	352	365	519	119	46	33	397	224	81	15	50	36	71	59	72	52	38	52	92	115	67	13
	70%	76%	68%	66%	63%	77%	71%	70%	70%	67%	77%	70%	69%	72%	72%	68%	66%	78%	68%	69%	77%	71%	73%	68%	68%	73%	72%	45%
Daily	65	20	24	21	32	33	31	34	45	10	3	7	40	15	7	3	3	4	8	5	7	4	5	3	11	9	4	2
	6%	6%	7%	6%	7%	6%	6%	6%	6%	6%	5%	15%	7%	5%	6%	14%	4%	9%	8%	6%	8%	5%	10%	4%	8%	6%	4%	7%
Weekly	116	56	30	30	42	74	60	56	89	17	6	4	69	32	14	1	8	7	11	15	6	4	7	5	15	24	13	1
	11%	16%	9%	9%	9%	14%	12%	11%	12%	10%	10%	9%	12%	10%	12%	5%	11%	15%	11%	17%	6%	5%	13%	6%	11%	15%	14%	3%
Monthly	188	71	64	53	86	102	90	98	141	30	11	6	109	57	18	4	17	8	17	10	19	16	13	17	25	20	21	5
	18%	20%	19%	16%	18%	19%	18%	19%	19%	17%	18%	13%	19%	18%	16%	18%	22%	17%	16%	12%	20%	22%	25%	22%	18%	13%	23%	17%
Less than monthly	348	117	111	120	145	203	171	177	244	62	26	16	179	120	42	7	22	17	35	29	40	28	13	27	41	62	29	5
	34%	34%	33%	36%	30%	38%	34%	34%	33%	35%	43%	34%	31%	39%	37%	32%	29%	37%	34%	34%	43%	38%	25%	35%	30%	39%	31%	17%
Never	306	83	109	114	181	125	146	160	220	58	14	14	180	87	32	7	26	10	33	27	21	21	14	25	44	43	26	16
	30%	24%	32%	34%	37%	23%	29%	30%	30%	33%	23%	30%	31%	28%	28%	32%	34%	22%	32%	31%	23%	29%	27%	32%	32%	27%	28%	55%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 146

Q.21 How often, if at all, do you feel the following when you're using social media?

Upset

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	717	22	22	29	31	9	22	53	27	35	62	26	10	17	13	164	21	39	11	23	13	68
	70%	79%	52%	78%	62%	69%	81%	69%	66%	66%	75%	70%	77%	81%	65%	70%	64%	72%	61%	72%	43%	84%
Daily	65	-	3	4	2	1	2	6	5	1	4	2	2	2	-	14	2	1	2	3	2	7
	6%	-	7%	11%	4%	8%	7%	8%	12%	2%	5%	5%	15%	10%	-	6%	6%	2%	11%	9%	7%	9%
Weekly	116	4	4	7	7	1	6	12	1	4	6	2	-	5	3	30	3	5	4	6	1	5
	11%	14%	10%	19%	14%	8%	22%	16%	2%	8%	7%	5%	-	24%	15%	13%	9%	9%	22%	19%	3%	6%
Monthly	188	7	7	6	8	1	4	11	8	12	16	10	5	1	2	37	6	12	2	7	5	21
	18%	25%	17%	16%	16%	8%	15%	14%	20%	23%	19%	27%	38%	5%	10%	16%	18%	22%	11%	22%	17%	26%
Less than monthly	348	11	8	12	14	6	10	24	13	18	36	12	3	9	8	83	10	21	3	7	5	35
	34%	39%	19%	32%	28%	46%	37%	31%	32%	34%	43%	32%	23%	43%	40%	36%	30%	39%	17%	22%	17%	43%
Never	306	6	20	8	19	4	5	24	14	18	21	11	3	4	7	69	12	15	7	9	17	13
	30%	21%	48%	22%	38%	31%	19%	31%	34%	34%	25%	30%	23%	19%	35%	30%	36%	28%	39%	28%	57%	16%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 147

Q.21 How often, if at all, do you feel the following when you're using social media?

Jealous of your friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	702	252	222	228	310	392	333	369	501	127	40	34	390	214	86	12	47	33	69	65	65	59	36	51	87	110	66	14
	69%	73%	66%	67%	64%	73%	67%	70%	68%	72%	67%	72%	68%	69%	76%	55%	62%	72%	66%	76%	70%	81%	69%	66%	64%	70%	71%	48%
Daily	48	22	11	15	17	31	22	26	32	10	2	4	28	12	7	1	2	2	4	4	7	3	3	3	5	10	3	2
	5%	6%	3%	4%	3%	6%	4%	5%	4%	6%	3%	9%	5%	4%	6%	5%	3%	4%	4%	5%	8%	4%	6%	4%	4%	6%	3%	7%
Weekly	170	62	58	50	81	89	81	89	128	22	12	8	101	45	22	2	14	4	16	17	13	18	16	12	25	17	15	3
	17%	18%	17%	15%	17%	17%	16%	17%	17%	12%	20%	17%	18%	14%	19%	9%	18%	9%	15%	20%	14%	25%	31%	16%	18%	11%	16%	10%
Monthly	195	73	62	60	92	103	88	107	142	37	9	7	102	60	27	6	12	12	17	18	17	17	6	20	22	32	18	4
	19%	21%	18%	18%	19%	19%	18%	20%	19%	21%	15%	15%	18%	19%	24%	27%	16%	26%	16%	21%	18%	23%	12%	26%	16%	20%	19%	14%
Less than monthly	289	95	91	103	120	169	142	147	199	58	17	15	159	97	30	3	19	15	32	26	28	21	11	16	35	51	30	5
	28%	27%	27%	30%	25%	31%	29%	28%	27%	33%	28%	32%	28%	31%	27%	14%	25%	33%	31%	30%	30%	29%	21%	21%	26%	32%	32%	17%
Never	321	95	116	110	176	145	165	156	238	50	20	13	187	97	27	10	29	13	35	21	28	14	16	26	49	48	27	15
	31%	27%	34%	33%	36%	27%	33%	30%	32%	28%	33%	28%	32%	31%	24%	45%	38%	28%	34%	24%	30%	19%	31%	34%	36%	30%	29%	52%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 147

Q.21 How often, if at all, do you feel the following when you're using social media?

Jealous of your friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	702	16	28	26	35	10	22	52	28	41	56	27	12	16	14	150	21	39	10	21	15	63
	69%	57%	67%	70%	70%	77%	81%	68%	68%	77%	67%	73%	92%	76%	70%	64%	64%	72%	56%	66%	50%	78%
Daily	48	-	2	3	2	1	-	3	3	2	5	1	1	3	-	10	1	-	2	1	2	6
	5%	-	5%	8%	4%	8%	-	4%	7%	4%	6%	3%	8%	14%	-	4%	3%	-	11%	3%	7%	7%
Weekly	170	5	7	3	8	2	8	9	10	12	12	8	1	3	5	33	2	9	3	10	3	17
	17%	18%	17%	8%	16%	15%	30%	12%	24%	23%	14%	22%	8%	14%	25%	14%	6%	17%	17%	31%	10%	21%
Monthly	195	7	5	8	10	3	6	14	4	17	15	12	3	3	1	42	7	14	3	3	4	14
	19%	25%	12%	22%	20%	23%	22%	18%	10%	32%	18%	32%	23%	14%	5%	18%	21%	26%	17%	9%	13%	17%
Less than monthly	289	4	14	12	15	4	8	26	11	10	24	6	7	7	8	65	11	16	2	7	6	26
	28%	14%	33%	32%	30%	31%	30%	34%	27%	19%	29%	16%	54%	33%	40%	28%	33%	30%	11%	22%	20%	32%
Never	321	12	14	11	15	3	5	25	13	12	27	10	1	5	6	83	12	15	8	11	15	18
	31%	43%	33%	30%	30%	23%	19%	32%	32%	23%	33%	27%	8%	24%	30%	36%	36%	28%	44%	34%	50%	22%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 148

Q.21 How often, if at all, do you feel the following when you're using social media?

Happy for your friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter-n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	948	329	316	303	432	516	465	483	686	163	56	43	527	296	107	18	71	45	97	77	87	70	48	71	122	149	89	22
	93%	95%	93%	90%	89%	96%	93%	92%	93%	92%	93%	91%	91%	95%	95%	82%	93%	98%	93%	90%	94%	96%	92%	92%	90%	94%	96%	76%
Daily	204	75	73	56	84	120	101	103	155	28	11	10	111	63	28	2	13	10	24	14	22	13	11	17	25	30	20	5
	20%	22%	22%	17%	17%	22%	20%	21%	16%	18%	21%	19%	20%	25%	9%	17%	22%	23%	16%	24%	18%	21%	22%	18%	19%	22%	17%	
Weekly	475	170	165	140	223	252	224	251	348	80	26	21	256	150	55	14	40	18	52	38	44	39	26	32	53	76	43	14
	46%	49%	49%	41%	46%	47%	45%	48%	47%	45%	43%	45%	44%	48%	49%	64%	53%	39%	50%	44%	47%	53%	50%	42%	39%	48%	46%	48%
Monthly	204	64	62	78	99	105	102	102	144	39	14	7	128	56	18	2	12	15	12	21	16	13	8	16	36	34	18	3
	20%	18%	18%	23%	20%	20%	20%	19%	19%	22%	23%	15%	22%	18%	16%	9%	16%	33%	12%	24%	17%	18%	15%	21%	26%	22%	19%	10%
Less than monthly	65	20	16	29	26	39	38	27	39	16	5	5	32	27	6	-	6	2	9	4	5	5	3	6	8	9	8	-
	6%	6%	5%	9%	5%	7%	8%	5%	5%	9%	8%	11%	6%	9%	5%	-	8%	4%	9%	5%	5%	7%	6%	8%	6%	6%	9%	-
Never	75	18	22	35	54	21	33	42	53	14	4	4	50	15	6	4	5	1	7	9	6	3	4	6	14	9	4	7
	7%	5%	7%	10%	11%	4%	7%	8%	7%	8%	7%	9%	9%	5%	5%	18%	7%	2%	7%	10%	6%	4%	8%	8%	10%	6%	4%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 148

Q.21 How often, if at all, do you feel the following when you're using social media?

Happy for your friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	948	27	38	36	43	13	24	73	36	51	77	36	12	18	18	217	32	52	16	30	23	76
	93%	96%	90%	97%	86%	100%	89%	95%	88%	96%	93%	97%	92%	86%	90%	93%	97%	96%	89%	94%	77%	94%
Daily	204	7	4	9	7	4	6	16	10	8	18	11	2	3	3	41	10	9	6	6	6	18
	20%	25%	10%	24%	14%	31%	22%	21%	24%	15%	22%	30%	15%	14%	15%	18%	30%	17%	33%	19%	20%	22%
Weekly	475	13	23	13	20	4	13	43	17	33	39	16	5	10	11	98	15	26	5	15	14	42
	46%	46%	55%	35%	40%	31%	48%	56%	41%	62%	47%	43%	38%	48%	55%	42%	45%	48%	28%	47%	47%	52%
Monthly	204	4	8	12	15	4	3	9	4	8	13	6	4	5	3	59	6	12	3	7	3	16
	20%	14%	19%	32%	30%	31%	11%	12%	10%	15%	16%	16%	31%	24%	15%	25%	18%	22%	17%	22%	10%	20%
Less than monthly	65	3	3	2	1	1	2	5	5	2	7	3	1	-	1	19	1	5	2	2	-	-
	6%	11%	7%	5%	2%	8%	7%	6%	12%	4%	8%	8%	8%	-	5%	8%	3%	9%	11%	6%	-	-
Never	75	1	4	1	7	-	3	4	5	2	6	1	1	3	2	16	1	2	2	2	7	5
	7%	4%	10%	3%	14%	-	11%	5%	12%	4%	7%	3%	8%	14%	10%	7%	3%	4%	11%	6%	23%	6%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 149

Q.21 How often, if at all, do you feel the following when you're using social media?

Proud of your friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	932	323	314	295	424	508	456	476	674	162	53	43	519	289	106	18	70	44	95	77	85	70	48	68	121	145	87	22
	91%	93%	93%	87%	87%	95%	92%	91%	91%	92%	88%	91%	90%	93%	94%	82%	92%	96%	91%	90%	91%	96%	92%	88%	89%	92%	94%	76%
Daily	163	67	62	34	63	100	79	84	125	21	8	9	88	48	25	2	10	7	16	9	22	12	11	12	24	25	15	-
	16%	19%	18%	10%	13%	19%	16%	16%	17%	12%	13%	19%	15%	15%	22%	9%	13%	15%	15%	10%	24%	16%	21%	16%	18%	16%	16%	-
Weekly	406	139	141	126	196	210	203	203	301	66	22	17	221	129	46	10	38	19	47	32	36	31	20	28	40	65	33	17
	40%	40%	42%	37%	40%	39%	41%	39%	41%	37%	37%	36%	38%	41%	41%	45%	50%	41%	45%	37%	39%	42%	38%	36%	29%	41%	35%	59%
Monthly	246	84	70	92	114	132	110	136	171	50	17	8	146	74	22	4	14	13	19	30	18	17	10	18	37	37	28	5
	24%	24%	21%	27%	23%	25%	22%	26%	23%	28%	28%	17%	25%	24%	19%	18%	18%	28%	18%	35%	19%	23%	19%	23%	27%	23%	30%	17%
Less than monthly	117	33	41	43	51	66	64	53	77	25	6	9	64	38	13	2	8	5	13	6	9	10	7	10	20	18	11	-
	11%	10%	12%	13%	10%	12%	13%	10%	10%	14%	10%	19%	11%	12%	12%	9%	11%	11%	13%	7%	10%	14%	13%	13%	15%	11%	12%	-
Never	91	24	24	43	62	29	42	49	65	15	7	4	58	22	7	4	6	2	9	9	8	3	4	9	15	13	6	7
	9%	7%	7%	13%	13%	5%	8%	9%	9%	8%	12%	9%	10%	7%	6%	18%	8%	4%	9%	10%	9%	4%	8%	12%	11%	8%	6%	24%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 149

Q.21 How often, if at all, do you feel the following when you're using social media?

Proud of your friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																				None of the above	
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff		Belfast
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	932	27	37	35	43	13	24	72	35	51	75	36	12	16	17	211	32	50	16	30	23	77
	91%	96%	88%	95%	86%	100%	89%	94%	85%	96%	90%	97%	92%	76%	85%	91%	97%	93%	89%	94%	77%	95%
Daily	163	4	4	6	4	3	6	13	7	5	19	6	1	4	1	38	9	9	3	5	1	15
	16%	14%	10%	16%	8%	23%	22%	17%	17%	9%	23%	16%	8%	19%	5%	16%	27%	17%	17%	16%	3%	19%
Weekly	406	14	20	15	17	5	10	34	18	27	33	19	4	8	6	77	13	18	7	12	17	32
	40%	50%	48%	41%	34%	38%	37%	44%	44%	51%	40%	51%	31%	38%	30%	33%	39%	33%	39%	38%	57%	40%
Monthly	246	5	9	9	19	4	7	16	5	13	14	8	2	4	7	63	7	16	4	7	5	22
	24%	18%	21%	24%	38%	31%	26%	21%	12%	25%	17%	22%	15%	19%	35%	27%	21%	30%	22%	22%	17%	27%
Less than monthly	117	4	4	5	3	1	1	9	5	6	9	3	5	-	3	33	3	7	2	6	-	8
	11%	14%	10%	14%	6%	8%	4%	12%	12%	11%	11%	8%	38%	-	15%	14%	9%	13%	11%	19%	-	10%
Never	91	1	5	2	7	-	3	5	6	2	8	1	1	5	3	22	1	4	2	2	7	4
	9%	4%	12%	5%	14%	-	11%	6%	15%	4%	10%	3%	8%	24%	15%	9%	3%	7%	11%	6%	23%	5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 150

Q.21 How often, if at all, do you feel the following when you're using social media?

Inspired by your friends

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	886	305	295	286	406	480	431	455	642	157	50	37	501	269	101	15	69	43	83	75	83	65	43	66	116	139	83	21
	87%	88%	87%	85%	84%	89%	87%	87%	87%	89%	83%	79%	87%	86%	89%	68%	91%	93%	80%	87%	89%	89%	83%	86%	85%	88%	89%	72%
Daily	107	39	43	25	44	63	51	56	83	18	2	4	60	33	11	3	9	5	10	5	11	10	7	7	17	17	8	1
	10%	11%	13%	7%	9%	12%	10%	11%	11%	10%	3%	9%	10%	11%	10%	14%	12%	11%	10%	6%	12%	14%	13%	9%	13%	11%	9%	3%
Weekly	287	100	103	84	135	152	139	148	214	45	17	11	160	86	36	5	25	14	26	28	27	18	18	23	31	44	26	7
	28%	29%	30%	25%	28%	28%	28%	28%	29%	25%	28%	23%	28%	28%	32%	23%	33%	30%	25%	33%	29%	25%	35%	30%	23%	28%	28%	24%
Monthly	272	96	84	92	131	141	137	135	193	48	17	14	143	94	30	5	18	7	29	27	25	25	7	15	32	48	32	7
	27%	28%	25%	27%	27%	26%	28%	26%	26%	27%	28%	30%	25%	30%	27%	23%	24%	15%	28%	31%	27%	34%	13%	19%	24%	30%	34%	24%
Less than monthly	220	70	65	85	96	124	104	116	152	46	14	8	138	56	24	2	17	17	18	15	20	12	11	21	36	30	17	6
	22%	20%	19%	25%	20%	23%	21%	22%	21%	26%	23%	17%	24%	18%	21%	9%	22%	37%	17%	17%	22%	16%	21%	27%	26%	19%	18%	21%
Never	137	42	43	52	80	57	67	70	97	20	10	10	76	42	12	7	7	3	21	11	10	8	9	11	20	19	10	8
	13%	12%	13%	15%	16%	11%	13%	13%	13%	11%	17%	21%	13%	14%	11%	32%	9%	7%	20%	13%	11%	11%	17%	14%	15%	12%	11%	28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 150

Q.21 How often, if at all, do you feel the following when you're using social media?

Inspired by your friends

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	886	25	38	34	42	12	24	62	33	48	72	33	12	17	15	201	31	48	16	25	22	76
	87%	89%	90%	92%	84%	92%	89%	81%	80%	91%	87%	89%	92%	81%	75%	86%	94%	89%	89%	78%	73%	94%
Daily	107	5	3	4	3	1	3	6	5	6	10	4	-	5	-	25	5	5	-	3	2	12
	10%	18%	7%	11%	6%	8%	11%	8%	12%	11%	12%	11%	-	24%	-	11%	15%	9%	-	9%	7%	15%
Weekly	287	8	12	12	13	6	11	22	9	15	24	14	7	5	4	53	11	14	7	11	7	22
	28%	29%	29%	32%	26%	46%	41%	29%	22%	28%	29%	38%	54%	24%	20%	23%	33%	26%	39%	34%	23%	27%
Monthly	272	7	11	4	15	3	9	21	12	17	21	12	-	4	6	59	14	19	4	5	7	22
	27%	25%	26%	11%	30%	23%	33%	27%	29%	32%	25%	32%	-	19%	30%	25%	42%	35%	22%	16%	23%	27%
Less than monthly	220	5	12	14	11	2	1	13	7	10	17	3	5	3	5	64	1	10	5	6	6	20
	22%	18%	29%	38%	22%	15%	4%	17%	17%	19%	20%	8%	38%	14%	25%	27%	3%	19%	28%	19%	20%	25%
Never	137	3	4	3	8	1	3	15	8	5	11	4	1	4	5	32	2	6	2	7	8	5
	13%	11%	10%	8%	16%	8%	11%	19%	20%	9%	13%	11%	8%	19%	25%	14%	6%	11%	11%	22%	27%	6%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 151
Q.21 How often, if at all, do you feel the following when you're using social media?
Closer to those around you
Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at par-ent's home	Independ-ent from parents	Stu-dent	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isol-ated Dwell-ing	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	827	292	267	268	378	449	399	428	600	144	49	34	466	250	96	15	61	39	81	74	78	64	43	62	103	128	76	18
	81%	84%	79%	79%	78%	84%	80%	82%	81%	81%	82%	72%	81%	80%	85%	68%	80%	85%	78%	86%	84%	88%	83%	81%	76%	81%	82%	62%
Daily	156	68	50	38	64	92	74	82	115	25	11	5	86	49	20	1	9	4	18	13	18	12	12	10	21	24	14	1
	15%	20%	15%	11%	13%	17%	15%	16%	16%	14%	18%	11%	15%	16%	18%	5%	12%	9%	17%	15%	19%	16%	23%	13%	15%	15%	15%	3%
Weekly	292	103	103	86	129	163	137	155	227	41	11	13	168	84	31	9	24	17	28	33	21	20	13	25	33	40	27	11
	29%	30%	30%	25%	27%	30%	28%	30%	31%	23%	18%	28%	29%	27%	27%	41%	32%	37%	27%	38%	23%	27%	25%	32%	24%	25%	29%	38%
Monthly	243	84	76	83	117	126	123	120	172	46	19	6	129	81	29	4	17	10	21	20	22	25	12	15	32	43	23	3
	24%	24%	22%	25%	24%	23%	25%	23%	23%	26%	32%	13%	22%	26%	26%	18%	22%	22%	20%	23%	24%	34%	23%	19%	24%	27%	25%	10%
Less than monthly	136	37	38	61	68	68	65	71	86	32	8	10	83	36	16	1	11	8	14	8	17	7	6	12	17	21	12	3
	13%	11%	11%	18%	14%	13%	13%	14%	12%	18%	13%	21%	14%	12%	14%	5%	14%	17%	13%	9%	18%	10%	12%	16%	13%	13%	13%	10%
Never	196	55	71	70	108	88	99	97	139	33	11	13	111	61	17	7	15	7	23	12	15	9	9	15	33	30	17	11
	19%	16%	21%	21%	22%	16%	20%	18%	19%	19%	18%	28%	19%	20%	15%	32%	20%	15%	22%	14%	16%	12%	17%	19%	24%	19%	18%	38%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 151

Q.21 How often, if at all, do you feel the following when you're using social media?

Closer to those around you

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	827	22	33	29	43	10	24	61	31	46	68	31	13	15	11	182	29	45	14	27	19	74
	81%	79%	79%	78%	86%	77%	89%	79%	76%	87%	82%	84%	100%	71%	55%	78%	88%	83%	78%	84%	63%	91%
Daily	156	3	4	3	4	1	9	12	11	6	18	4	3	6	4	29	8	6	3	6	1	15
	15%	11%	10%	8%	8%	8%	33%	16%	27%	11%	22%	11%	23%	29%	20%	12%	24%	11%	17%	19%	3%	19%
Weekly	292	9	14	14	20	6	9	22	6	16	17	17	3	4	3	59	8	17	2	8	12	26
	29%	32%	33%	38%	40%	46%	33%	29%	15%	30%	20%	46%	23%	19%	15%	25%	24%	31%	11%	25%	40%	32%
Monthly	243	7	9	7	14	1	5	19	8	19	18	6	6	3	2	59	11	15	4	8	3	19
	24%	25%	21%	19%	28%	8%	19%	25%	20%	36%	22%	16%	46%	14%	10%	25%	33%	28%	22%	25%	10%	23%
Less than monthly	136	3	6	5	5	2	1	8	6	5	15	4	1	2	2	35	2	7	5	5	3	14
	13%	11%	14%	14%	10%	15%	4%	10%	15%	9%	18%	11%	8%	10%	10%	15%	6%	13%	28%	16%	10%	17%
Never	196	6	9	8	7	3	3	16	10	7	15	6	-	6	9	51	4	9	4	5	11	7
	19%	21%	21%	22%	14%	23%	11%	21%	24%	13%	18%	16%	-	29%	45%	22%	12%	17%	22%	16%	37%	9%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 152

Q.21 How often, if at all, do you feel the following when you're using social media?

Closer to family and friends who you don't get to see that often

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Work-ing full time	Work-ing part time	Not work-ing	Urban	Town and Fringe	Vill-age	Hamlet & Isolated Dwelling	Scot-land	North East	North West	Yorks. & Humber	West Mid-lands	East Mid-lands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
NET: Ever	878	304	291	283	396	482	426	452	636	152	55	35	489	273	100	16	67	41	88	73	82	67	45	66	111	136	81	21
	86%	88%	86%	84%	81%	90%	86%	86%	86%	86%	92%	74%	85%	88%	88%	73%	88%	89%	85%	85%	88%	92%	87%	86%	82%	86%	87%	72%
Daily	160	72	51	37	49	111	76	84	118	24	10	8	89	49	22	-	8	12	17	10	11	14	12	15	16	25	19	1
	16%	21%	15%	11%	10%	21%	15%	16%	16%	14%	17%	17%	15%	16%	19%	-	11%	26%	16%	12%	12%	19%	23%	19%	12%	16%	20%	3%
Weekly	313	104	110	99	152	161	150	163	237	47	17	12	185	94	23	11	25	14	26	31	34	19	16	20	40	48	30	10
	31%	30%	33%	29%	31%	30%	30%	31%	32%	27%	28%	26%	32%	30%	20%	50%	33%	30%	25%	36%	37%	26%	31%	26%	29%	30%	32%	34%
Monthly	242	78	78	86	116	126	124	118	166	48	21	7	129	78	30	5	21	12	24	15	20	21	10	20	35	37	20	7
	24%	22%	23%	25%	24%	23%	25%	22%	22%	27%	35%	15%	22%	25%	27%	23%	28%	26%	23%	17%	22%	29%	19%	26%	26%	23%	22%	24%
Less than monthly	163	50	52	61	79	84	76	87	115	33	7	8	86	52	25	-	13	3	21	17	17	13	7	11	20	26	12	3
	16%	14%	15%	18%	16%	16%	15%	17%	16%	19%	12%	17%	15%	17%	22%	-	17%	7%	20%	20%	18%	18%	13%	14%	15%	16%	13%	10%
Never	145	43	47	55	90	55	72	73	103	25	5	12	88	38	13	6	9	5	16	13	11	6	7	11	25	22	12	8
	14%	12%	14%	16%	19%	10%	14%	14%	14%	14%	8%	26%	15%	12%	12%	27%	12%	11%	15%	15%	12%	8%	13%	14%	18%	14%	13%	28%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 152

Q.21 How often, if at all, do you feel the following when you're using social media?

Closer to family and friends who you don't get to see that often

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Bright- on	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
NET: Ever	878	25	37	32	42	11	24	65	35	48	72	33	13	17	16	194	29	47	15	28	22	73
	86%	89%	88%	86%	84%	85%	89%	84%	85%	91%	87%	89%	100%	81%	80%	83%	88%	87%	83%	88%	73%	90%
Daily	160	3	4	9	4	1	6	8	11	9	10	8	-	6	5	32	8	6	5	8	1	16
	16%	11%	10%	24%	8%	8%	22%	10%	27%	17%	12%	22%	-	29%	25%	14%	24%	11%	28%	25%	3%	20%
Weekly	313	8	14	13	18	4	8	28	4	17	28	10	3	6	3	73	6	21	5	9	11	24
	31%	29%	33%	35%	36%	31%	30%	36%	10%	32%	34%	27%	23%	29%	15%	31%	18%	39%	28%	28%	37%	30%
Monthly	242	8	12	8	11	2	4	15	10	14	18	12	6	2	3	54	13	12	3	8	7	20
	24%	29%	29%	22%	22%	15%	15%	19%	24%	26%	22%	32%	46%	10%	15%	23%	39%	22%	17%	25%	23%	25%
Less than monthly	163	6	7	2	9	4	6	14	10	8	16	3	4	3	5	35	2	8	2	3	3	13
	16%	21%	17%	5%	18%	31%	22%	18%	24%	15%	19%	8%	31%	14%	25%	15%	6%	15%	11%	9%	10%	16%
Never	145	3	5	5	8	2	3	12	6	5	11	4	-	4	4	39	4	7	3	4	8	8
	14%	11%	12%	14%	16%	15%	11%	16%	15%	9%	13%	11%	-	19%	20%	17%	12%	13%	17%	13%	27%	10%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 153

Q.22 Which three, if any, of the following are the most important uses of social media to you? SUMMARY TABLE

Base: All respondents

	Uses of social of media			
	Top 3 (Net)	Most important	Second most important	Third most important
Base	1023	1023	1023	1023
Keep in contact with friends	893 87%	628 61%	195 19%	70 7%
Connect with new friends	348 34%	26 3%	156 15%	166 16%
Share positive news about my life	358 35%	35 3%	123 12%	200 20%
Share negative news about my life	13 1%	7 1%	1 *	5 *
Share funny pictures and videos	269 26%	40 4%	79 8%	150 15%
Share negative pictures	13 1%	3 *	5 *	5 *
Plan arrange social events	719 70%	194 19%	342 33%	183 18%
"like" company pages and find out more about companies	81 8%	13 1%	22 2%	46 4%
To enter competitions	65 6%	14 1%	15 1%	36 4%
To complain about bad customer service	25 2%	3 *	11 1%	11 1%
To leave product reviews on company pages	19 2%	4 *	3 *	12 1%
None of the above	56 5%	56 5%	71 7%	139 14%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 154

Q.22 Which three, if any, of the following are the most important uses of social media to you? Top 3 Most important (NET)

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ire-land
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Keep in contact with friends	893 87%	310 89%	297 88%	286 85%	404 83%	489 91%	440 88%	453 86%	648 88%	158 89%	51 85%	36 77%	495 86%	275 88%	106 94%	17 77%	67 88%	42 91%	89 86%	76 88%	77 83%	67 92%	47 90%	67 87%	110 81%	146 92%	82 88%	23 79%
Plan arrange social events	719 70%	261 75%	237 70%	221 65%	328 67%	391 73%	345 69%	374 71%	536 73%	120 68%	32 53%	31 66%	403 70%	208 67%	92 81%	16 73%	59 78%	34 74%	65 63%	63 73%	64 69%	52 71%	38 73%	57 74%	83 61%	123 78%	62 67%	19 66%
Share positive news about my life	358 35%	113 33%	135 40%	110 33%	153 31%	205 38%	178 36%	180 34%	259 35%	63 36%	22 37%	14 30%	190 33%	118 38%	46 41%	4 18%	21 28%	23 50%	32 31%	29 34%	29 31%	32 44%	18 35%	22 29%	41 30%	65 41%	40 43%	6 21%
Connect with new friends	348 34%	136 39%	120 36%	92 27%	163 34%	185 34%	170 34%	178 34%	272 37%	51 29%	14 23%	11 23%	197 34%	109 35%	36 32%	6 27%	25 33%	16 35%	39 38%	29 34%	36 39%	21 29%	19 37%	19 25%	47 35%	50 32%	35 38%	12 41%
Share funny pictures and videos	269 26%	91 26%	79 23%	99 29%	125 26%	144 27%	125 25%	144 27%	182 25%	53 30%	20 33%	14 30%	153 27%	87 28%	26 23%	3 14%	21 28%	6 13%	35 34%	17 20%	25 27%	20 27%	17 33%	28 36%	30 22%	39 25%	25 27%	6 21%
"like" company pages and find out more about companies	81 8%	29 8%	30 9%	22 7%	41 8%	40 7%	43 9%	38 7%	58 8%	14 8%	4 7%	5 11%	41 7%	31 10%	9 8%	-	6 8%	7 15%	7 7%	7 8%	10 11%	3 4%	4 8%	7 9%	15 11%	10 6%	4 4%	1 3%
To enter competitions	65 6%	21 6%	24 7%	20 6%	31 6%	34 6%	35 7%	30 6%	44 6%	11 6%	4 7%	6 13%	36 6%	21 7%	7 6%	1 5%	5 7%	5 11%	4 4%	11 13%	7 8%	2 3%	1 2%	5 6%	10 7%	9 6%	4 4%	2 7%
To complain about bad customer service	25 2%	7 2%	4 1%	14 4%	18 4%	7 1%	17 3%	8 2%	16 2%	6 3%	1 2%	2 4%	18 3%	6 2%	-	1 5%	1 1%	1 2%	3 3%	2 2%	5 5%	-	-	-	6 4%	4 3%	3 3%	-
To leave product reviews on company pages	19 2%	6 2%	6 2%	7 2%	11 2%	8 1%	10 2%	9 2%	13 2%	4 2%	1 2%	1 2%	11 2%	6 2%	2 2%	-	1 1%	1 2%	2 2%	1 1%	2 2%	4 5%	2 4%	-	2 1%	2 1%	2 2%	-
Share negative pictures	13 1%	-	3 1%	10 3%	11 2%	2	9 2%	4 1%	4 1%	7 4%	-	2 4%	8 1%	3 1%	1 1%	1 5%	2 3%	1 2%	1 1%	1 1%	1 1%	-	-	2 3%	3 2%	2 1%	-	-
Share negative news about my life	13 1%	1	4 1%	8 2%	10 2%	3 1%	9 2%	4 1%	6 1%	4 2%	3 5%	-	8 1%	3 1%	2 2%	-	-	-	2 2%	3 3%	1 1%	1 1%	-	-	2 1%	1 1%	3 3%	-
None of the above	56 5%	13 4%	15 4%	28 8%	36 7%	20 4%	22 4%	34 6%	38 5%	8 5%	6 10%	4 9%	37 6%	14 5%	2 2%	3 14%	4 5%	-	7 7%	4 5%	4 4%	4 5%	2 4%	4 5%	13 10%	4 3%	4 4%	6 21%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 154

Q.22 Which three, if any, of the following are the most important uses of social media to you? Top 3 Most important (NET)

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Keep in contact with friends	893 87%	24 86%	37 88%	34 92%	45 90%	9 69%	24 89%	65 84%	36 88%	51 96%	67 81%	32 86%	12 92%	19 90%	18 90%	199 85%	31 94%	52 96%	10 56%	31 97%	24 80%	73 90%
Plan arrange social events	719 70%	21 75%	34 81%	26 70%	34 68%	11 85%	21 78%	51 66%	26 63%	44 83%	56 67%	27 73%	13 100%	17 81%	17 85%	154 66%	23 70%	39 72%	9 50%	22 69%	19 63%	55 68%
Share positive news about my life	358 35%	5 18%	12 29%	21 57%	17 34%	4 31%	9 33%	26 34%	9 22%	21 40%	26 31%	10 27%	3 23%	7 33%	6 30%	79 34%	19 58%	20 37%	10 56%	15 47%	7 23%	32 40%
Connect with new friends	348 34%	14 50%	8 19%	12 32%	18 36%	6 46%	7 26%	26 34%	18 44%	16 30%	31 37%	10 27%	5 38%	7 33%	7 35%	80 34%	10 30%	19 35%	7 39%	9 28%	13 43%	25 31%
Share funny pictures and videos	269 26%	8 29%	12 29%	8 22%	7 14%	1 8%	7 26%	24 31%	14 34%	14 26%	22 27%	17 46%	3 23%	4 19%	5 25%	53 23%	8 24%	16 30%	4 22%	10 31%	6 20%	26 32%
"like" company pages and find out more about companies	81 8%	1 4%	5 12%	3 8%	4 8%	2 15%	3 11%	5 6%	2 5%	4 8%	10 12%	5 14%	3 23%	- -	- -	18 8%	4 12%	1 2%	2 11%	3 9%	1 3%	5 6%
To enter competitions	65 6%	2 7%	3 7%	4 11%	4 8%	5 38%	2 7%	4 5%	1 2%	- -	6 7%	3 8%	- -	2 10%	- -	19 8%	1 3%	2 4%	1 6%	1 3%	2 7%	3 4%
To complain about bad customer service	25 2%	- -	1 2%	1 3%	1 2%	- -	1 4%	2 3%	2 5%	- -	4 5%	- -	- -	2 10%	1 5%	7 3%	- -	2 4%	1 6%	- -	- -	- -
To leave product reviews on company pages	19 2%	- -	1 2%	- -	1 2%	- -	- -	1 1%	2 5%	3 6%	3 4%	- -	- -	- -	- -	5 2%	- -	- -	1 6%	1 3%	- -	1 1%
Share negative pictures	13 1%	1 4%	1 2%	1 3%	1 2%	- -	- -	1 1%	- -	- -	- -	1 3%	- -	1 5%	- -	4 2%	- -	- -	- -	- -	- -	2 2%
Share negative news about my life	13 1%	- -	- -	- -	2 4%	- -	1 4%	2 3%	- -	- -	1 1%	- -	- -	1 5%	- -	2 1%	- -	1 2%	2 11%	- -	- -	1 1%
None of the above	56 5%	2 7%	2 5%	- -	3 6%	- -	2 7%	4 5%	4 10%	1 2%	5 6%	1 3%	- -	- -	2 10%	16 7%	1 3%	1 2%	2 11%	- -	6 20%	4 5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 155

Q.22 Which three, if any, of the following are the most important uses of social media to you? Most important

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
Keep in contact with friends	628 61%	216 62%	208 62%	204 60%	277 57%	351 65%	320 64%	308 59%	450 61%	110 62%	39 65%	29 62%	340 59%	196 63%	80 71%	12 55%	44 58%	33 72%	63 61%	54 63%	54 58%	41 56%	38 73%	53 69%	76 56%	96 61%	61 66%	15 52%	
Plan arrange social events	194 19%	77 22%	65 19%	52 15%	96 20%	98 18%	89 18%	105 20%	148 20%	29 16%	8 13%	9 19%	113 20%	55 18%	20 18%	6 27%	19 25%	8 17%	20 19%	11 13%	19 20%	16 22%	8 15%	15 19%	23 17%	34 22%	18 19%	3 10%	
Share funny pictures and videos	40 4%	13 4%	12 4%	15 4%	17 3%	23 4%	16 3%	24 5%	27 4%	12 7%	1 2%	-	24 4%	13 4%	2 2%	1 5%	3 4%	1 2%	6 6%	3 3%	3 3%	3 4%	3 6%	3 4%	5 4%	5 3%	4 4%	1 3%	
Share positive news about my life	35 3%	14 4%	12 4%	9 3%	18 4%	17 3%	12 2%	23 4%	31 4%	3 2%	1 2%	-	22 4%	10 3%	3 3%	-	2 3%	1 2%	2 2%	7 8%	4 4%	3 4%	1 2%	-	3 2%	8 5%	3 3%	1 3%	
Connect with new friends	26 3%	7 2%	12 4%	7 2%	10 2%	16 3%	11 2%	15 3%	20 3%	4 2%	2 3%	-	14 2%	8 3%	4 4%	-	1 1%	-	3 3%	1 1%	4 4%	3 4%	-	-	6 4%	5 3%	-	3 10%	
To enter competitions	14 1%	4 1%	3 1%	7 2%	7 1%	7 1%	7 1%	7 1%	10 1%	2 1%	1 2%	1 2%	6 1%	8 3%	-	-	1 1%	1 2%	1 1%	2 2%	1 1%	-	-	-	4 3%	3 2%	1 1%	-	
"like" company pages and find out more about companies	13 1%	1 *	7 2%	5 1%	11 2%	2 *	8 2%	5 1%	8 1%	2 1%	1 2%	2 4%	7 1%	6 2%	-	-	-	1 2%	-	1 1%	2 2%	1 1%	-	1 1%	4 3%	1 1%	2 2%	-	
Share negative news about my life	7 1%	1 *	2 1%	4 1%	6 1%	1 *	7 1%	-	4 1%	2 1%	1 2%	-	6 1%	1 *	-	-	-	-	1 1%	3 3%	1 1%	-	-	-	1 1%	1 1%	-	-	
To leave product reviews on company pages	4 *	1 *	1 *	2 1%	2 *	2 *	3 1%	1 *	2 *	2 1%	-	-	3 1%	-	1 1%	-	-	1 2%	-	-	1 1%	2 3%	-	-	-	-	-	-	-
To complain about bad customer service	3 *	-	1 *	2 1%	3 1%	-	2 *	1 *	1 *	1 1%	-	1 2%	3 1%	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-
Share negative pictures	3 *	-	-	3 1%	3 1%	-	1 *	2 *	-	2 1%	-	1 2%	2 *	-	1 1%	-	1 1%	-	-	-	-	-	-	1 1%	-	1 1%	-	-	
None of the above	56 5%	13 4%	15 4%	28 8%	36 7%	20 4%	22 4%	34 6%	38 5%	8 5%	6 10%	4 9%	37 6%	14 5%	2 2%	3 14%	4 5%	-	7 7%	4 5%	4 4%	4 5%	2 4%	4 5%	13 10%	4 3%	4 4%	6 21%	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 155

Q.22 Which three, if any, of the following are the most important uses of social media to you? Most important

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Keep in contact with friends	628 61%	15 54%	26 62%	28 76%	32 64%	7 54%	19 70%	48 62%	23 56%	28 53%	51 61%	25 68%	6 46%	10 48%	13 65%	142 61%	22 67%	39 72%	8 44%	24 75%	16 53%	46 57%
Plan arrange social events	194 19%	7 25%	11 26%	5 14%	6 12%	3 23%	2 7%	15 19%	8 20%	15 28%	14 17%	9 24%	4 31%	6 29%	5 25%	39 17%	6 18%	11 20%	3 17%	6 19%	3 10%	16 20%
Share funny pictures and videos	40 4%	3 11%	-	1 3%	2 4%	-	1 4%	4 5%	3 7%	3 6%	2 2%	1 3%	1 8%	-	-	7 3%	1 3%	1 2%	2 11%	1 3%	1 3%	6 7%
Share positive news about my life	35 3%	-	-	1 3%	3 6%	3 23%	-	2 3%	1 2%	1 2%	3 4%	-	1 8%	2 10%	-	6 3%	2 6%	1 2%	2 11%	1 3%	1 3%	5 6%
Connect with new friends	26 3%	-	1 2%	-	-	-	1 4%	1 1%	1 2%	2 4%	3 4%	-	1 8%	1 5%	-	9 4%	1 3%	-	-	-	3 10%	2 2%
To enter competitions	14 1%	1 4%	-	1 3%	2 4%	-	-	2 3%	-	-	-	-	-	1 5%	-	7 3%	-	-	-	-	-	-
"like" company pages and find out more about companies	13 1%	-	-	1 3%	-	-	1 4%	-	-	2 4%	2 2%	-	-	-	-	4 2%	-	1 2%	1 6%	-	-	1 1%
Share negative news about my life	7 1%	-	-	-	2 4%	-	1 4%	1 1%	-	-	1 1%	-	-	1 5%	-	1 *	-	-	-	-	-	-
To leave product reviews on company pages	4 *	-	-	-	-	-	-	-	-	1 2%	2 2%	-	-	-	-	-	-	-	-	-	-	1 1%
To complain about bad customer service	3 *	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Share negative pictures	3 *	-	1 2%	-	-	-	-	-	-	-	-	1 3%	-	-	-	1 *	-	-	-	-	-	-
None of the above	56 5%	2 7%	2 5%	-	3 6%	-	2 7%	4 5%	4 10%	1 2%	5 6%	1 3%	-	-	2 10%	16 7%	1 3%	1 2%	2 11%	-	6 20%	4 5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 156

Q.22 Which three, if any, of the following are the most important uses of social media to you? Second most important

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region												
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	N. Ireland	
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29	
Plan arrange social events	342 33%	116 33%	109 32%	117 35%	150 31%	192 36%	172 35%	170 32%	247 33%	62 35%	15 25%	18 38%	194 34%	97 31%	45 40%	6 27%	27 36%	16 35%	28 27%	36 42%	31 33%	24 33%	20 38%	25 32%	40 29%	60 38%	28 30%	7 24%	
Keep in contact with friends	195 19%	62 18%	69 20%	64 19%	98 20%	97 18%	88 18%	107 20%	143 19%	39 22%	7 12%	6 13%	117 20%	55 18%	19 17%	4 18%	20 26%	7 15%	13 13%	18 21%	20 22%	18 25%	8 15%	11 14%	22 16%	37 23%	14 15%	7 24%	
Connect with new friends	156 15%	66 19%	53 16%	37 11%	79 16%	77 14%	71 14%	85 16%	124 17%	18 10%	8 10%	6 13%	94 16%	47 15%	12 11%	3 14%	11 14%	8 17%	20 19%	11 13%	16 17%	6 8%	9 17%	11 14%	23 17%	20 13%	18 19%	3 10%	
Share positive news about my life	123 12%	40 12%	42 12%	41 12%	44 9%	79 15%	62 12%	61 12%	87 12%	19 11%	13 22%	4 9%	51 9%	56 18%	16 14%	-	8 11%	8 17%	15 14%	5 6%	6 6%	15 21%	6 12%	11 14%	13 10%	18 11%	15 16%	3 10%	
Share funny pictures and videos	79 8%	25 7%	28 8%	26 8%	36 7%	43 8%	40 8%	39 7%	51 7%	17 10%	8 13%	3 6%	44 8%	20 6%	13 12%	2 9%	4 5%	1 2%	9 9%	3 3%	7 8%	6 8%	5 10%	10 13%	10 7%	13 8%	9 10%	2 7%	
"like" company pages and find out more about companies	22 2%	11 3%	7 2%	4 1%	11 2%	11 2%	13 3%	9 2%	16 2%	4 2%	1 2%	1 2%	11 2%	9 3%	2 2%	-	-	2 4%	5 5%	2 2%	1 1%	-	-	2 3%	8 6%	1 1%	-	1 3%	
To enter competitions	15 1%	6 2%	7 2%	2 1%	4 1%	11 2%	10 2%	5 1%	11 1%	2 1%	-	2 4%	7 1%	3 1%	4 4%	1 5%	-	2 4%	1 1%	4 5%	4 4%	-	-	-	-	-	3 2%	1 1%	-
To complain about bad customer service	11 1%	3 1%	1 *	7 2%	9 2%	2 *	9 2%	2 *	8 1%	2 1%	-	1 2%	7 1%	4 1%	-	-	-	1 2%	1 1%	2 2%	3 3%	-	-	-	-	3 2%	-	1 1%	-
Share negative pictures	5 *	-	2 1%	3 1%	4 1%	1 *	4 1%	1 *	2 *	3 2%	-	-	4 1%	1 *	-	-	-	1 2%	1 1%	-	-	-	-	1 1%	1 1%	1 1%	-	-	
To leave product reviews on company pages	3 *	-	1 *	2 1%	3 1%	-	1 *	2 *	2 *	1 1%	-	-	2 *	1 *	-	-	1 1%	-	-	-	1 1%	-	1 2%	-	-	-	-	-	
Share negative news about my life	1 *	-	1 *	-	1 *	-	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 1%	
None of the above	71 7%	18 5%	18 5%	35 10%	47 10%	24 4%	28 6%	43 8%	47 6%	10 6%	8 13%	6 13%	45 8%	18 6%	2 2%	6 27%	5 7%	-	11 11%	5 6%	4 4%	4 5%	3 6%	6 8%	16 12%	5 3%	6 6%	6 21%	

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 156

Q.22 Which three, if any, of the following are the most important uses of social media to you? Second most important

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin- burgh	New- castle	Leeds	Hull	Sheff- ield	Manch- ester	Liver- pool	Nott- ingham	Birm- ingham	Norwich	Milton Keynes	Brigh- ton	Oxford	London	South- ampton	Bristol	Plym- outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Plan arrange social events	342 33%	11 39%	15 36%	12 32%	21 42%	4 31%	12 44%	23 30%	9 22%	20 38%	30 36%	11 30%	5 38%	6 29%	8 40%	75 32%	13 39%	17 31%	5 28%	12 38%	7 23%	26 32%
Keep in contact with friends	195 19%	7 25%	10 24%	5 14%	11 22%	2 15%	2 7%	12 16%	6 15%	17 32%	14 17%	4 11%	4 31%	8 38%	4 20%	40 17%	8 24%	9 17%	1 6%	6 19%	7 23%	18 22%
Connect with new friends	156 15%	6 21%	4 10%	6 16%	4 8%	4 31%	4 15%	15 19%	8 20%	3 6%	15 18%	7 19%	2 15%	1 5%	4 20%	37 16%	6 18%	8 15%	4 22%	4 13%	4 13%	10 12%
Share positive news about my life	123 12%	1 4%	6 14%	7 19%	5 10%	-	2 7%	12 16%	3 7%	8 15%	5 6%	6 16%	1 8%	1 5%	1 5%	29 12%	2 6%	7 13%	4 22%	6 19%	3 10%	14 17%
Share funny pictures and videos	79 8%	1 4%	3 7%	3 8%	-	-	3 11%	3 4%	7 17%	4 8%	6 7%	7 19%	1 8%	3 14%	1 5%	16 7%	2 6%	9 17%	-	2 6%	2 7%	6 7%
"like" company pages and find out more about companies	22 2%	-	-	1 3%	2 4%	1 8%	-	3 4%	2 5%	-	1 1%	1 3%	-	-	-	10 4%	-	-	-	-	1 3%	-
To enter competitions	15 1%	-	-	1 3%	1 2%	2 15%	1 4%	-	1 2%	-	3 4%	-	-	1 5%	-	1 *	1 3%	1 2%	-	-	-	2 2%
To complain about bad customer service	11 1%	-	-	1 3%	1 2%	-	1 4%	-	1 2%	-	3 4%	-	-	-	-	3 1%	-	-	1 6%	-	-	-
Share negative pictures	5 *	-	-	1 3%	-	-	-	1 1%	-	-	-	-	-	1 5%	-	1 *	-	-	-	-	-	1 1%
To leave product reviews on company pages	3 *	-	1 2%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 3%	-
Share negative news about my life	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 6%	-	-	-
None of the above	71 7%	2 7%	3 7%	-	5 10%	-	2 7%	8 10%	4 10%	1 2%	5 6%	1 3%	-	-	2 10%	21 9%	1 3%	3 6%	2 11%	1 3%	6 20%	4 5%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 157

Q.22 Which three, if any, of the following are the most important uses of social media to you? Third most important

Base: All respondents

	Age				Gender		D.2 Living situation		D.3 Working status				D.4 Urban/Rural				D.5 Region											
	Total	16-18	19-21	22-24	Male	Female	Living at parent's home	Independent from parents	Student	Working full time	Working part time	Not working	Urban	Town and Fringe	Village	Hamlet & Isolated Dwelling	Scotland	North East	North West	Yorks. & Humber	West Midlands	East Midlands	Wales	Easter n	London	South East	South West	N. Ireland
Base	1023	347	338	338	486	537	498	525	739	177	60	47	577	311	113	22	76	46	104	86	93	73	52	77	136	158	93	29
Share positive news about my life	200 20%	59 17%	81 24%	60 18%	91 19%	109 20%	104 21%	96 18%	141 19%	41 23%	8 13%	10 21%	117 20%	52 17%	27 24%	4 18%	11 14%	14 30%	15 14%	17 20%	19 20%	14 19%	11 21%	11 14%	25 18%	39 25%	22 24%	2 7%
Plan arrange social events	183 18%	68 20%	63 19%	52 15%	82 17%	101 19%	84 17%	99 19%	141 19%	29 16%	9 15%	4 9%	96 17%	56 18%	27 24%	4 18%	13 17%	10 22%	17 16%	16 19%	14 15%	12 16%	10 19%	17 22%	20 15%	29 18%	16 17%	9 31%
Connect with new friends	166 16%	63 18%	55 16%	48 14%	74 15%	92 17%	88 18%	78 15%	128 17%	29 16%	4 7%	5 11%	89 15%	54 17%	20 18%	3 14%	13 17%	8 17%	16 15%	17 20%	16 17%	12 16%	10 19%	8 10%	18 13%	25 16%	17 18%	6 21%
Share funny pictures and videos	150 15%	53 15%	39 12%	58 17%	72 15%	78 15%	69 14%	81 15%	104 14%	24 14%	11 18%	11 23%	85 15%	54 17%	11 10%	- -	14 18%	4 9%	20 19%	11 13%	15 16%	11 15%	9 17%	15 19%	15 11%	21 13%	12 13%	3 10%
Keep in contact with friends	70 7%	32 9%	20 6%	18 5%	29 6%	41 8%	32 6%	38 7%	55 7%	9 5%	5 8%	1 2%	38 7%	24 8%	7 6%	1 5%	3 4%	2 4%	13 13%	4 5%	3 3%	8 11%	1 2%	3 4%	12 9%	13 8%	7 8%	1 3%
"like" company pages and find out more about companies	46 4%	17 5%	16 5%	13 4%	19 4%	27 5%	22 4%	24 5%	34 5%	8 5%	2 3%	2 4%	23 4%	16 5%	7 6%	- -	6 8%	4 9%	2 2%	4 5%	7 8%	2 3%	4 8%	4 5%	3 2%	8 5%	2 2%	- -
To enter competitions	36 4%	11 3%	14 4%	11 3%	20 4%	16 3%	18 4%	18 3%	23 3%	7 4%	3 5%	3 6%	23 4%	10 3%	3 3%	- -	4 5%	2 4%	2 2%	5 6%	2 2%	2 3%	1 2%	5 6%	6 4%	3 2%	2 2%	2 7%
To leave product reviews on company pages	12 1%	5 1%	4 1%	3 1%	6 1%	6 1%	6 1%	6 1%	9 1%	1 1%	1 2%	1 2%	6 1%	5 2%	1 1%	- -	- -	- -	2 2%	1 1%	- -	2 3%	1 2%	- -	2 1%	2 1%	2 2%	- -
To complain about bad customer service	11 1%	4 1%	2 1%	5 1%	6 1%	5 1%	6 1%	5 1%	7 1%	3 2%	1 2%	- -	8 1%	2 1%	- -	1 5%	- -	- -	1 1%	- -	2 2%	- -	- -	- -	2 1%	4 3%	2 2%	- -
Share negative pictures	5 *	- -	1 *	4 1%	4 1%	1 *	4 1%	1 *	2 *	2 1%	- -	1 2%	2 1%	2 1%	- -	1 5%	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	2 1%	- -	- -	- -
Share negative news about my life	5 *	- -	1 *	4 1%	3 1%	2 *	2 *	3 1%	1 *	2 1%	2 3%	- -	1 *	2 1%	2 2%	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	2 2%	- -
None of the above	139 14%	35 10%	42 12%	62 18%	80 16%	59 11%	63 13%	76 14%	94 13%	22 12%	14 23%	9 19%	89 15%	34 11%	8 7%	8 36%	11 14%	2 4%	15 14%	10 12%	14 15%	9 12%	5 10%	14 18%	30 22%	14 9%	9 10%	6 21%

Coca-Cola Reasons to Believe Survey

Online Fieldwork : 15th - 24th November 2013

Absolutes/col percents

Table 157

Q.22 Which three, if any, of the following are the most important uses of social media to you? Third most important

Base: All respondents

	D.6 Which of the following cities do you live in, or nearest to?																					
	Total	Glasgow	Edin-burgh	New-castle	Leeds	Hull	Sheff-ield	Manch-ester	Liver-pool	Nott-ingham	Birm-ingham	Norwich	Milton Keynes	Brigh-ton	Oxford	London	South-ampton	Bristol	Plym-outh	Cardiff	Belfast	None of the above
Base	1023	28	42	37	50	13	27	77	41	53	83	37	13	21	20	233	33	54	18	32	30	81
Share positive news about my life	200 20%	4 14%	6 14%	13 35%	9 18%	1 8%	7 26%	12 16%	5 12%	12 23%	18 22%	4 11%	1 8%	4 19%	5 25%	44 19%	15 45%	12 22%	4 22%	8 25%	3 10%	13 16%
Plan arrange social events	183 18%	3 11%	8 19%	9 24%	7 14%	4 31%	7 26%	13 17%	9 22%	9 17%	12 14%	7 19%	4 31%	5 24%	4 20%	40 17%	4 12%	11 20%	1 6%	4 13%	9 30%	13 16%
Connect with new friends	166 16%	8 29%	3 7%	6 16%	14 28%	2 15%	2 7%	10 13%	9 22%	11 21%	13 16%	3 8%	2 15%	5 24%	3 15%	34 15%	3 9%	11 20%	3 17%	5 16%	6 20%	13 16%
Share funny pictures and videos	150 15%	4 14%	9 21%	4 11%	5 10%	1 8%	3 11%	17 22%	4 10%	7 13%	14 17%	9 24%	1 8%	1 5%	4 20%	30 13%	5 15%	6 11%	2 11%	7 22%	3 10%	14 17%
Keep in contact with friends	70 7%	2 7%	1 2%	1 3%	2 4%	-	3 11%	5 6%	7 17%	6 11%	2 2%	3 8%	2 15%	1 5%	1 5%	17 7%	1 3%	4 7%	1 6%	1 3%	1 3%	9 11%
"like" company pages and find out more about companies	46 4%	1 4%	5 12%	1 3%	2 4%	1 8%	2 7%	2 3%	-	2 4%	7 8%	4 11%	3 23%	-	-	4 2%	4 12%	-	1 6%	3 9%	-	4 5%
To enter competitions	36 4%	1 4%	3 7%	2 5%	1 2%	3 23%	1 4%	2 3%	-	-	3 4%	3 8%	-	-	-	11 5%	-	1 2%	1 6%	1 3%	2 7%	1 1%
To leave product reviews on company pages	12 1%	-	-	-	1 2%	-	-	1 1%	2 5%	2 4%	-	-	-	-	-	5 2%	-	-	1 6%	-	-	-
To complain about bad customer service	11 1%	-	-	-	-	-	-	2 3%	-	-	1 1%	-	-	2 10%	1 5%	3 1%	-	2 4%	-	-	-	-
Share negative pictures	5 *	1 4%	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	2 1%	-	-	-	-	-	1 1%
Share negative news about my life	5 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	1 *	-	1 2%	1 6%	-	-	1 1%
None of the above	139 14%	4 14%	7 17%	1 3%	8 16%	1 8%	2 7%	12 16%	5 12%	4 8%	13 16%	4 11%	-	3 14%	2 10%	42 18%	1 3%	6 11%	3 17%	3 9%	6 20%	12 15%