Table 1: Impact of MUP at 50ppu in differing groups of heavy drinkers, by SIMD deprivation quintile (*assuming expenditure remains unchanged*).

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Drinker group (n) | SIMD  Deprivation quintile | % of quintile (n) |  |  |  |  |  |  |  |  |  |
| All (n= 639) | 1 (most deprived) | 47.1% (301) |  |  |  |  |  |  |  |  |  |
|  | 2 | 19.9% (127) |  |  |  |  |  |  |  |  |  |
|  | 3 | 15.5% (100) |  |  |  |  |  |  |  |  |  |
|  | 4 | 9.1% (58) |  |  |  |  |  |  |  |  |  |
|  | 5 (least deprived) | 8.3% (53) |  |  |  |  |  |  |  |  |  |
|  |  |  | **Descriptors of recorded consumption** | | | | |  |  |  |  |
|  | |  | Average index week consumption (UK units) | | Average Price Paid (ppu) | | Expenditure (£) | Average Price Trend across quintile  (p value) |  |  |  |
|  | |  | Mean (SD) | Range | Mean (SD) | Range | Mean (SD) |  |  |  |  |
| Group A: drinkers purchasing exclusively from on-sale settings.  (n=19) | | % of quintile (n) |  |  |  |  |  |  |  |  |  |
|  | 1 | 2.3% (7) | 93.9 (60.2) | 25.7-178.9 | 117(20.4) | 94-154 | 104.06 (60.35) | low numbers |  |  |  |
|  | 2 | 4.7% (6) | 115.1  (87.4) | 10.2-226.7 | 120 (13.2) | 100-133 | 146.52 (117.15) |  |  |  |  |
|  | 3 | 5% (5) | 155.2 (170.6) | 57.6-457.5 | 103 (22.7) | 71-128 | 158.68 (181.00) |  |  |  |  |
|  | 4 | 1.7% (1) | 89.4 | - | 98 |  | 87.50 |  |  |  |  |
|  | 5 | - | - | - |  |  |  |  |  |  |  |
| Group B: Drinkers purchasing exclusively from off-sale settings but each paying a mean price of 50ppu or more.  (n= 84) | |  |  |  |  |  |  |  |  |  |  |
|  | 1 | 14.0% (42) | 155.6 (95.3) | 19.7-393.8 | 55 (5) | 50-69 | 84.24(50.05) | 0.015 |  |  |  |
|  | 2 | 7.9% (10) | 118.4 (78.6) | 18.8-285.5 | 57 (10) | 50-82 | 66.08(43.00) |  |  |  |  |
|  | 3 | 11% (11) | 182.4 (121.5) | 50.4-413.4 | 60 (9) | 50-79 | 110.26 (83.73) |  |  |  |  |
|  | 4 | 15.5% (9) | 117.5 (91.4) | 35.0-315.0 | 56 (6) | 50-65 | 64.29(46.88) |  |  |  |  |
|  | 5 | 22.6% (12) | 91.8 (48.0) | 28.1-175.7 | 60 (8) | 50-74 | 52.70(24.86) |  |  |  |  |
|  | |  |  |  |  |  |  |  | **Predicted impact of MUP assuming all off-sales purchases are priced at 50ppu** | | |
| Group C: Drinkers purchasing exclusively from off-sale settings but each paying a mean price of less than 50ppu. (n=438) | |  |  |  |  |  |  |  | Mean (SD) maximum UK units which could be purchased post MUP (Expenditure/£0.5) | Mean (SD) percentage change in consumption post MUP | |
|  | |  |  |  |  |  |  |  |  | Decrease | Increase |
|  | 1 | 72.4% (218) | 249.7 (141.1) | 24.9-813.4 | 33 (10)\* | 11-49 | 80.31(52.04) | n.s. | 160.6  (104.1) | -34.8 (20.6 |  |
|  | 2 | 74.0% (94) | 200.4 (115.9) | 31.5-656.3 | 33 (11) | 13-49 | 64.77(41.59) |  | 129.5  (83.2) | -33.5 (21.1) |  |
|  | 3 | 61.0% (61) | 272.3 (207.8) | 18.8-1203.0 | 34 (11) | 11-49 | 84.88(59.03) |  | 169.8  (118.1) | -32.4 (22.5) |  |
|  | 4 | 58.6% (34) | 213.8 (141.5) | 21.2-705.2 | 34 (11) | 17-49 | 66.03(39.21) |  | 132.1  (78.4) | -32.9 (21.5) |  |
|  | 5 | 58.5% (31) | 181.3 (88.9) | 9.8-420.0 | 36 (7) | 16-45 | 62.94(31.60) |  | 125.9  (63.2) | -28.0 (14.2) |  |
| Group D: Drinkers purchasing from both off- and on-sales settings.  (n=98) | |  |  |  |  | . |  |  |  |  |  |
| **Potential response 1**: drinkers will continue to purchase at previous levels in on-sale settings and only off-sale purchasing will be subject to MUP at 50ppu\* | 1 | 11.3% (34) | 213.5 (102.9) | 27.2-422.3 | 63(19) | 21-100 | 133.90(86.93) | n.s. | 185.6  (96.5) | -19.0  (15.6) n=26 | +13.2  (10.4)  n=7 |
| 2 | 13.4% (17) | 224.8 (165.2) | 44.0-717.5 | 72(33) | 29-145 | 136.52(88.44) |  | 207.3  (151.3) | -23.5  (17.9)  n=8 | +27.3  (43.2)  n=9 |
| 3 | 23.0% (23) | 206.4 (91.0) | 29.5-405.3 | 65(22) | 29-104 | 131.30(82.79) |  | 193.6  (102.8) | -16.5  (14.2)  n=17 | +38.6  (30.5)  n=5 |
| 4 | 24.1% (14) | 142.5 (84.1) | 28.0-310.3 | 64(28) | 39-125 | 80.83(43.54) |  | 125.4  (67.0) | -16.6  (11.9) n=10 | +42.7  (66.9)  n=3 |
| 5 | 18.9% (10) | 113.0 (52.5) | 43.5-188.2 | 80(26) | 34-113 | 82.28(32.63) |  | 116.8  (48.2) | -17.8(13.0)  n=3 | +19.8  (14.1)  n=7 |
| **Potential response 2:** drinkers will purchase only in Off-sale settings post MUP at 50ppu\*\* | 1 | As above | | | | | |  | 267.8  (173.9) | -24.0  (21.8)  n=8 | +42.8  (27.9)  n=25 |
| 2 |  | 273.0  (176.9) | -30.4  (10.9)  n=3 | +59.0  (62.1)  n=14 |
| 3 |  | 262.6  (165.6) | -21.3  (14.1)  n=5 | +43.2  (38.0)  n=18 |
| 4 |  | 161.7  (87.1) | -17.0  (5.4)  n=4 | +44.9  (57.1()  n=10 |
| 5 |  | 164.6  (65.3) | -22.8  n=1 | +77.7  (35.8)  n=8 |

\* For n=3 drinkers there was no change in consumption

\*\* For n=2 drinkers there was no change in consumption