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## Appendix online: **Situated drinking: the association between eating and alcohol consumption in Great Britain**

### ***Data quality and technicalities***

Kantar Alcovision is collected with the method of quota sampling used to draw a representative sample of the adult population of Great Britain (excluding Northern Ireland) in terms of the following socio-demographic characteristics: age, gender, region and social grade. In addition, survey invitations are split evenly within each month of the year to ensure that every day of the year is covered. The timespan of Kantar Alcovision is from 2009 onwards. However, from 2017 the sample size has been reduced possibly reflecting a cut in financial resources for data collection by Kantar. Hence, the present analysis focuses on 2016 (the most recent data with the largest sample size) and compares the results with 2009 to investigate changes over time.

Kantar Alcovision has a complex multilevel data structure capturing information at three levels: drink-level information, describing the characteristics of drinks reported by the respondents (e.g. type of drink size, and strength) within each drinking occasion of the week.<sup>1</sup> Occasion-level information, describing the characteristics of the reported drinking occasions such as location, starting time, type of venue, etc. Individual-level information, referring to personal characteristics of the respondent that do not vary between drinking occasions (e.g. gender, socio-economic class, household composition, etc.). The focus of this study is on occasion and individual characteristics. The full list of variables included in this analysis is described below.

Regarding personal characteristics, we analyse the following variables of interest: age, gender, the presence of children in the household, full-time working status, social grade, and household income. Age is a continuous variable ranging from 18 to 90 years old. Gender is a binary variable capturing whether the individual is male (or female otherwise). Social Class is described by a set of mutually exclusive binary variables (namely AB, C1, C2, DE) reflecting the standard market research classification of social grades, where AB is the highest socio-economic group and DE is the lowest. Household income is included using the following set of mutually exclusive binary variables: less than £20,000; £20,000-34,999; £35,000-55,999; over £55,000. Full-time worker is a binary variable describing whether the individual is employed on a full-time contract. 'Children in the household' is a binary variable indicating whether the respondent has any dependent children living in the household.

Regarding occasion characteristics, we focus on the following variables of interests: gender composition of the drinking occasion, companionship while drinking, mood of the drinking occasion, duration of the drinking occasion, average alcohol consumption per occasion, main type of beverage, start time of the drinking occasion, day of the week, type of occasion, off-trade location, and activities while drinking.

'Gender composition of the drinking occasion' describes the gender of all the individuals taking part to a drinking occasion. This is captured with the following set

of dummy variables: male alone, female alone, male pair, female pair, mixed pair, male group, female group, mixed group.

Drinking companionship is a set of dummy variables describing the type of company (relatives, friends, partner, or other individuals including work colleagues) when the respondent is not drinking alone. Drinking companionship is captured with a multiple-choice question.

Variables describing the drinking location and the activities undertaken while drinking are specific to the type of sector (either off-trade or on-trade). For example, the set of binary variables describing the on-trade venues are club, modern bar, traditional pub, family pub, food pub, student pub, social club, restaurant, or other on-trade venue. The variables describing off-trade locations are own home, someone else's home, and other off-trade venue.

Two multiple-choice questions are used in the survey to capture a long list of potential on-trade and off-trade activities (33 in total) undertaken while drinking. We collapse these categories into a shorter number of variables based on their similarity. Specifically, the variables describing on-trade activities are: watching TV, game quiz (also including 'games machine' and 'fruit machine'), pub quiz, active game (also including pool, darts and bowling), music game (including taking part or watch karaoke, or play juke box), live music, drink outside, or a category describing other activities. The off-trade activities are watching TV, using internet (including 'play games console', 'browse the internet', 'gamble online', 'social network online'), play games (including 'play cards (not online)', 'play games/board games', 'read', 'listen to music', and 'gardening/hobbies'), doing the chores (including 'cooking', 'shop online', 'work study', and 'housework'), and getting ready.

A survey question is used to elicit the mood/reason of a drinking occasion. Given that this variable has some categories with very low responses, we collapse some of these into a smaller number of categories. Hence, the final set of dummy variables describing the reason for drinking are the following: 'wind down' (also including the 'chill out' response to the questionnaire); 'to have time for themselves' (also includes 'to have time for my partner or relative'); 'to treat/reward myself'; 'to refresh, recharge or invigorate'; 'to bond/be sociable'; 'to let go' (also including 'up for it' or 'to get drunk'); 'having a laugh' (also including the response 'getting in the mood').

Variables describing gender composition, drinking companionship, reason for the occasion, and drinking venue are not mutually exclusive as they may vary within the same drinking occasion. For example, the gender composition of a drinking occasion could be a combination of 'drinking alone' and 'mixed pair' if an individual starts pre-drinking alone and then his/her partner arrives. In contrast, the remaining set of variables are mutually exclusive which means that they indicate characteristics that do not vary within the drinking occasion. For example, we use three binary variables to indicate whether the total duration of a drinking occasion (namely less than one hour, between one and two hours, or over two hours). Units of alcohol consumed per occasion is a continuous variable ranging from 18 to 40 units (40 is the maximum cap hence representing a consumption of 40 or more units). In addition, we generate a set of binary variables (0-2 units, 2-3 units, 3-5 units, 5-12 units, 12-20 units, > 20

units) as we are interested in capturing the proportion of occasions with specific consumption levels rather than focusing only on its mean. 'Day of the week' is a set of three binary variables capturing whether the occasion started on a weekday (before Friday 5pm), weekend (between 5pm on Friday until midnight on Saturday), or Sunday.

In this study, we present weighted summary statistics to investigate how individual and occasion characteristics differ across three types of drinking occasions: occasions with meal, occasions without any food, and occasions with snacks only.<sup>2</sup> In addition, we compare the results by trade sector and gender.<sup>3</sup> The year considered for this analysis is 2016. As we explained, we also compare the results between 2009 and 2016 to analyse potential changes over time. However, since we did not find any significant changes between these two periods, we present only the results for 2016. The results we present are by type of sector. As explained, we also examined results for men and women separately and test for gender differences which are reported in Tables A3 and A4.

**Table A1 - Summary statistics by food choice (meal consumed, snack only, no food). Off-trade occasions.**  
**Continuous variables**

	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Min</b>	<b>Max</b>
<b>Food choice: meal</b>					
age	16,839	44.429	17.309	18	87
units	16,839	7.504	7.5	.13	40
<b>Food choice: no food</b>					
age	12,340	44.533	16.136	18	90
units	12,340	5.899	6.046	.13	40
<b>Food choice: snack</b>					
age	6,779	43.217	16.159	18	87
units	6,779	7.21	7.287	.13	40
<b>Food choice: all</b>					
age	35,958	44.236	16.707	18	90
units	35,958	6.898	7.031	.13	40

**Discrete variables**

<b>Food choice</b>	<b>Meal</b>	<b>No food</b>	<b>Snack</b>	<b>All</b>
<u>Individual characteristics</u>				
Male	.550	.643	.601	.592
Female	.450	.357	.399	.408
Social Class AB	.369	.294	.332	.336
Social Class C1	.206	.207	.189	.203
Social Class C2	.198	.219	.203	.206
Social Class DE	.228	.280	.276	.255
Household Income (< 20k)	.229	.290	.279	.259
Household Income (20k - 35k)	.273	.280	.284	.278
Household Income (20k - 55k)	.253	.214	.200	.229
Household Income (> 55k)	.137	.122	.145	.133
Full-time worker	.454	.479	.478	.467
Other employment status	.546	.521	.522	.533
Children in the household	.261	.298	.335	.288
<u>Gender composition of the drinking occasion</u>				
Male alone	.085	.201	.156	.138
Female alone	.055	.085	.076	.069
Male pair	.047	.085	.058	.062
Female pair	.034	.038	.039	.036
Mixed pair	.393	.326	.320	.356
Male group	.024	.032	.033	.029

Female group	.019	.018	.026	.02
Mixed group	.374	.233	.336	.318
<u>Companionship while drinking</u>				
With family	.285	.147	.191	.220
With friends	.190	.154	.253	.190
With partner	.514	.409	.444	.465
With other	.025	.019	.027	.023
<u>Mood of the occasion</u>				
Wind down	.348	.401	.340	.365
To have time for themselves	.189	.166	.174	.178
To treat/reward themselves	.088	.093	.083	.089
To have a break	.042	.055	.061	.049
To refresh, recharge or invigorate	.088	.095	.106	.093
To bond	.068	.041	.086	.063
To let go	.033	.043	.046	.039
Have a laugh	.055	.050	.100	.061
Other mood	.161	.069	.066	.113
<u>Duration of the occasion</u>				
Duration (<1 hour)	.305	.378	.289	.327
Duration (1-2 hours)	.438	.471	.469	.455
Duration (>2 hours)	.237	.151	.242	.218

**Table A1 (continued). Discrete variables**

<b>Food choice</b>	<b>Meal</b>	<b>No food</b>	<b>Snack</b>	<b>All</b>
<u>Alcohol consumption</u>				
0-2 units	.144	.237	.197	.186
2-3 units	.223	.209	.193	.212
3-5 units	.133	.156	.134	.141
5-12 units	.330	.290	.310	.313
12-20 units	.097	.071	.100	.089
> 20 units	.073	.037	.066	.059
<u>Main drinking beverage</u>				
RTD	.016	.018	.020	.018
Spirits	.155	.263	.242	.209
Cider	.114	.126	.150	.125
Wine	.458	.230	.256	.342
Beer	.256	.363	.332	.307
<u>Start time of the drinking occasion</u>				
Morning	.012	.027	.022	.019
Lunch	.063	.037	.062	.054
Afternoon	.184	.129	.144	.158
Evening	.713	.655	.664	.684
Night time	.028	.152	.108	.086
<u>Day of the week</u>				
Weekdays	.385	.418	.382	.396
Weekend	.422	.438	.458	.434
Sunday	.193	.144	.160	.170
<u>Type of the occasion (off-trade)</u>				
Socialize	.164	.116	.210	.156
Regular drink	.332	.264	.267	.297
Night cap	.039	.124	.087	.077
Quiet drink	.334	.387	.344	.354
Other type	.202	.143	.159	.110
<u>Off-trade location</u>				
Own home	.822	.861	.807	.833
Someone else's home	.159	.109	.171	.144
Other off-trade location	.053	.044	.053	.050
<u>Activities while drinking (off-trade only)</u>				
Watching TV	.532	.559	.568	.548
Internet-related activity	.274	.240	.319	.271
Games and leisure	.236	.165	.276	.219

Chores	.256	.056	.085	.155
Get ready	.016	.016	.021	.017
N	16,839	12,340	6,779	35,958

**Table A2 - Summary statistics by food choice (meal consumed, snack only, no food). On-trade occasions. Continuous variables**

	N	Mean	SD	Min	Max
<b>Food choice: meal</b>					
age	4,101	40.319	17.074	18	90
units	4,101	7.174	7.62	.03	40
<b>Food choice: no food</b>					
age	6,451	41.976	17.104	18	87
units	6,451	8.178	7.34	.16	40
<b>Food choice: snack</b>					
age	1,135	38.27	16.03	18	85
units	1,135	8.567	8.249	.16	40
<b>Food choice: all</b>					
age	11,687	41.035	17.032	18	90
units	11,687	7.864	7.549	.03	40

**Discrete variables**

Food choice	Meal	No food	Snack	All
<u>Individual characteristics</u>				
Male	.528	.692	.572	.623
Female	.472	.308	.428	.377
Social Class AB	.374	.315	.351	.339
Social Class C1	.203	.214	.214	.210
Social Class C2	.206	.208	.214	.208
Social Class DE	.218	.263	.221	.243
Household Income (< 20k)	.22	.284	.262	.259
Household Income (20k - 35k)	.264	.277	.266	.272
Household Income (35k - 55k)	.251	.214	.231	.229
Household Income (> 55k)	.154	.136	.142	.143
Full-time worker	.493	.530	.559	.520
Other employment status	.507	.470	.441	.480
Children in the household binary	.275	.216	.267	.242
<u>Gender composition of the drinking occasion</u>				
Male alone	.025	.108	.052	.074
Female alone	.005	.014	.011	.011
Male pair	.048	.092	.077	.075
Female pair	.056	.026	.043	.038
Mixed pair	.286	.134	.166	.19
Male group	.071	.204	.133	.151

Female group	.059	.036	.053	.045
Mixed group	.508	.434	.537	.47
<u>Companionship while drinking</u>				
With family	.310	.1130	.211	.192
With friends	.411	.572	.570	.515
With partner	.409	.220	.274	.292
With other	.099	.107	.108	.104
<u>Mood of the occasion</u>				
Wind down	.106	.152	.167	.137
To have time for themselves	.276	.134	.153	.186
To treat/reward themselves	.076	.052	.042	.059
To have a break	.084	.099	.087	.093
To refresh, recharge or invigorate	.071	.101	.094	.090
To bond	.217	.215	.250	.219
To let go	.029	.052	.048	.044
Have a laugh	.120	.194	.189	.168
Other mood	.104	.072	.058	.082
<u>Duration of the occasion</u>				
Duration (<1 hour)	.087	.184	.115	.144
Duration (1-2 hours)	.620	.495	.516	.541
Duration (>2 hours)	.293	.321	.369	.315

**Table A2 (continued). Discrete variables**

<b>Food choice</b>	<b>Meal</b>	<b>No food</b>	<b>Snack</b>	<b>All</b>
<u>Alcohol consumption</u>				
0-2 units	.142	.093	.104	.111
2-3 units	.288	.205	.217	.235
3-5 units	.134	.146	.141	.141
5-12 units	.269	.357	.309	.322
12-20 units	.094	.127	.139	.117
> 20 units	.072	.073	.09	.074
<u>Main drinking beverage</u>				
RTD	.029	.026	.035	.028
Spirits	.155	.172	.177	.166
Cider	.138	.134	.156	.137
Wine	.258	.087	.135	.152
Beer	.421	.581	.497	.517
<u>Start time of the drinking occasion</u>				
Morning	.038	.041	.043	.04
Lunch	.220	.115	.122	.152
Afternoon	.240	.236	.219	.236
Evening	.481	.499	.560	.499
Night time	.020	.109	.056	.073
<u>Day of the week</u>				
Weekdays	.425	.397	.382	.406
Weekend	.408	.458	.452	.44
Sunday	.167	.144	.166	.154
<u>On-trade venue</u>				
Club	.026	.068	.062	.052
Modern bar	.143	.192	.201	.176
Traditional pub	.181	.411	.373	.327
Family pub	.105	.074	.093	.087
Food pub	.323	.153	.168	.214
Student pub	.331	.163	.168	.223
Social club	.012	.013	.014	.012
Restaurant	.309	.029	.077	.132
Other on-trade venue	.128	.111	.155	.121
<u>Activities while drinking (on-trade only)</u>				
Watching TV	.084	.139	.185	.124
Game quiz	.047	.072	.107	.067
Pub quiz	.020	.030	.039	.028



Active game	.053	.089	.127	.080
Music game	.026	.051	.06	.043
Live music	.115	.168	.207	.153
Drink outside	.104	.126	.175	.123
Other on-trade activity	.114	.102	.133	.11
N	4,101	6,451	1,135	11,687

**Table A3 - Summary statistics by food choice (meal consumed, snack only, no food) and gender. Off-trade occasions. Continuous variables**

Sample	Females					Males				
	N	Mean	SD	Min	Max	N	Mean	SD	Min	Max
<b>Food choice: meal</b>										
age	7,570	50.86	16.53	18	85	9,269	50.61	17.12	18	87
units	7,570	6.16	5.88	0.15	4	9,269	7.87	7.78	0.13	40
<b>Food choice: no food</b>										
age	4,406	50.13	16.46	18	87	7,934	49.09	15.90	18	90
units	4,406	4.82	5.07	0.13	40	7,934	6.11	5.99	0.15	40
<b>Food choice: snack</b>										
age	2,708	50.11	17.07	18	85	4,071	48.14	16.05	18	87
units	2,708	6.09	6.24	0.15	40	4,071	7.26	7.23	0.13	40
<b>Food choice: all</b>										
age	14,684	50.51	16.61	18	87	7,280	47.03	17.11	18	90
units	14,684	5.75	5.75	0.13	40	7,280	8.41	7.57	0.03	40

**Discrete variables**

Sample	Females				Males			
	Meal	No food	Snack	All	Meal	No food	Snack	All
<u>Individual characteristics</u>								
Social Class AB	0.271	0.186	0.218	0.236	0.338	0.262	0.317	0.306
Social Class C1	0.307	0.299	0.320	0.307	0.309	0.315	0.282	0.306
Social Class C2	0.228	0.224	0.204	0.223	0.196	0.233	0.211	0.212
Social Class DE	0.194	0.290	0.258	0.234	0.157	0.190	0.190	0.175
Household Income (< 20k)	0.253	0.330	0.337	0.291	0.202	0.264	0.237	0.231
Household Income (20k - 35k)	0.317	0.298	0.311	0.310	0.291	0.299	0.306	0.297
Household Income (35k - 55k)	0.208	0.167	0.169	0.189	0.280	0.234	0.203	0.249
Household Income (> 55k)	0.106	0.078	0.064	0.090	0.144	0.127	0.179	0.144
Full-time worker	0.296	0.286	0.283	0.291	0.510	0.546	0.564	0.533
Other employment status	0.704	0.714	0.717	0.709	0.490	0.454	0.436	0.467
Married	0.352	0.362	0.376	0.359	0.320	0.369	0.356	0.345
Children in the household binary	0.222	0.262	0.253	0.240	0.214	0.248	0.312	0.244
<u>Gender composition of the drinking occasion</u>								
Male alone	0.000	0.000	0.000	0.000	0.155	0.312	0.261	0.233
Female alone	0.160	0.267	0.223	0.203	0.000	0.000	0.000	0.000
Male pair	0.000	0.000	0.000	0.000	0.090	0.132	0.096	0.107
Female pair	0.068	0.091	0.092	0.079	0.000	0.000	0.000	0.000
Mixed pair	0.452	0.408	0.379	0.426	0.399	0.318	0.333	0.357

Male group	0.000	0.000	0.000	0.000	0.044	0.048	0.052	0.047
Female group	0.029	0.032	0.050	0.033	0.000	0.000	0.000	0.000
Mixed group	0.318	0.212	0.290	0.282	0.337	0.208	0.304	0.283
<u>Companionship while drinking</u>								
With family	0.292	0.164	0.182	0.235	0.252	0.124	0.161	0.188
With friends	0.150	0.122	0.237	0.157	0.159	0.127	0.215	0.158
With partner	0.531	0.471	0.484	0.505	0.527	0.406	0.462	0.470
With other	0.013	0.015	0.021	0.015	0.030	0.017	0.025	0.024
<u>Mood of the occasion</u>								
Wind down	0.372	0.458	0.385	0.400	0.311	0.386	0.319	0.340
To have time for themselves	0.206	0.164	0.147	0.183	0.184	0.177	0.194	0.183
To treat/reward themselves	0.097	0.105	0.099	0.100	0.081	0.085	0.071	0.080
To have a break	0.033	0.050	0.069	0.045	0.050	0.057	0.054	0.053
To refresh, recharge or invigorate	0.062	0.066	0.053	0.062	0.112	0.114	0.146	0.119
To bond	0.066	0.042	0.084	0.062	0.071	0.041	0.088	0.063
To let go	0.028	0.031	0.044	0.032	0.039	0.051	0.047	0.045
Have a laugh	0.052	0.051	0.099	0.060	0.058	0.050	0.100	0.063
Other mood	0.155	0.063	0.078	0.114	0.166	0.073	0.056	0.112
<u>Duration of the occasion</u>								
Duration (<1 hour)	0.326	0.406	0.326	0.350	0.338	0.391	0.308	0.352
Duration (1-2 hours)	0.476	0.485	0.472	0.478	0.403	0.461	0.464	0.435
Duration (>2 hours)	0.198	0.109	0.202	0.172	0.259	0.148	0.228	0.213

**Table A4 - Discrete variables (continued)**

Sample	Females				Males			
	Meal	No food	Snack	All	Meal	No food	Snack	All
<u>Food choice</u>								
<u>Alcohol consumption</u>								
0-2 units	0.144	0.263	0.231	0.195	0.133	0.224	0.192	0.177
2-3 units	0.259	0.267	0.206	0.252	0.223	0.192	0.191	0.206
3-5 units	0.155	0.168	0.164	0.161	0.129	0.155	0.134	0.139
5-12 units	0.337	0.239	0.278	0.298	0.327	0.312	0.314	0.319
12-20 units	0.068	0.041	0.078	0.062	0.108	0.078	0.106	0.097
> 20 units	0.037	0.021	0.043	0.034	0.081	0.038	0.063	0.062
<u>Main drinking beverage</u>								
RTD	0.014	0.018	0.023	0.017	0.008	0.008	0.008	0.008
Spirits	0.155	0.297	0.260	0.215	0.143	0.265	0.240	0.206
Cider	0.079	0.085	0.108	0.086	0.109	0.123	0.146	0.121
Wine	0.654	0.442	0.463	0.557	0.396	0.145	0.165	0.260
Beer	0.098	0.157	0.146	0.124	0.344	0.459	0.441	0.404
<u>Start time of the drinking occasion</u>								
Morning	0.005	0.013	0.014	0.009	0.013	0.033	0.024	0.022
Lunch	0.059	0.020	0.050	0.046	0.077	0.045	0.075	0.064
Afternoon	0.161	0.129	0.120	0.144	0.196	0.127	0.142	0.161
Evening	0.761	0.714	0.732	0.742	0.687	0.629	0.645	0.658
Night time	0.015	0.124	0.084	0.059	0.027	0.166	0.115	0.095
<u>Day of the week</u>								
Weekdays	0.375	0.409	0.359	0.382	0.402	0.440	0.411	0.418
Weekend	0.421	0.441	0.488	0.439	0.401	0.415	0.421	0.410
Sunday	0.204	0.150	0.153	0.179	0.197	0.145	0.168	0.172
<u>Type of the occasion (off-trade)</u>								
Socialize	0.162	0.107	0.210	0.154	0.138	0.097	0.188	0.132
Regular drink	0.335	0.274	0.253	0.302	0.376	0.288	0.302	0.330
Night cap	0.038	0.145	0.111	0.082	0.039	0.130	0.092	0.082
Quiet drink	0.353	0.388	0.327	0.359	0.301	0.377	0.343	0.337
Other type	0.113	0.070	0.082	0.095	0.145	0.095	0.085	0.115
<u>Off-trade location</u>								
Own home	0.849	0.874	0.801	0.848	0.849	0.886	0.843	0.861
Someone else's home	0.141	0.100	0.181	0.136	0.126	0.086	0.132	0.112
Other off-trade location	0.037	0.037	0.049	0.040	0.050	0.038	0.048	0.045
<u>Activities while drinking (off-trade only)</u>								
Watching TV	0.521	0.606	0.605	0.561	0.526	0.579	0.576	0.555
Internet-related activity	0.219	0.194	0.260	0.219	0.247	0.236	0.306	0.254

Games and leisure	0.198	0.139	0.212	0.183	0.225	0.154	0.272	0.208
Chores	0.270	0.073	0.086	0.179	0.240	0.045	0.074	0.137
Get ready	0.009	0.012	0.018	0.011	0.014	0.013	0.016	0.014
N	7,570	4,406	2,708	14,684	9,269	7,934	4,071	21,274

**Table A4 - Summary statistics by food choice (meal consumed, snack only, no food) and gender. On-trade occasions. Continuous variables**

Sample	Females					Males				
	N	Mean	SD	Min	Max	N	Mean	SD	Min	Max
<b>Food choice: meal</b>										
age	1,934	46.38	17.32	18	80	4,464	47.69	16.79	18	82
units	1,934	5.82	6.45	0.16	40	4,464	8.69	7.34	0.28	40
<b>Food choice: no food</b>										
age	1,987	43.38	17.64	18	87	649	42.64	16.66	18	85
units	1,987	6.33	6.30	0.16	40	649	9.26	7.98	0.92	40
<b>Food choice: snack</b>										
age	486	44.64	17.42	18	78	2,167	46.95	17.72	18	90
units	486	6.34	7.20	0.16	40	2,167	7.58	7.85	0.03	40
<b>Food choice: all</b>										
age	4,407	44.91	17.52	18	87	21,274	49.59	16.51	18	90
units	4,407	6.09	6.48	0.16	40	21,274	7.11	7.11	0.13	40

#### Discrete variables

Sample	Females				Males			
	Meal	No food	Snack	All	Meal	No food	Snack	All
<u>Individual characteristics</u>								
Social Class AB	0.275	0.219	0.256	0.249	0.361	0.270	0.298	0.299
Social Class C1	0.299	0.365	0.276	0.325	0.287	0.313	0.337	0.308
Social Class C2	0.248	0.222	0.247	0.237	0.211	0.217	0.215	0.215
Social Class DE	0.178	0.194	0.221	0.189	0.140	0.200	0.150	0.178
Household Income (< 20k)	0.240	0.245	0.305	0.249	0.185	0.269	0.198	0.238
Household Income (20k - 35k)	0.292	0.283	0.280	0.287	0.287	0.300	0.283	0.294
Household Income (35k - 55k)	0.246	0.215	0.184	0.226	0.276	0.217	0.279	0.240
Household Income (> 55k)	0.101	0.141	0.110	0.119	0.171	0.144	0.159	0.153
Full-time worker	0.359	0.449	0.414	0.404	0.546	0.556	0.628	0.559
Other employment status	0.641	0.551	0.586	0.596	0.454	0.444	0.372	0.441
Married	0.379	0.430	0.428	0.406	0.345	0.497	0.474	0.450
Children in the household binary	0.250	0.225	0.246	0.239	0.236	0.176	0.219	0.197
<u>Gender composition of the drinking occasion</u>								
Male alone	0.000	0.000	0.000	0.000	0.047	0.156	0.094	0.119
Female alone	0.009	0.042	0.023	0.025	0.000	0.000	0.000	0.000
Male pair	0.000	0.000	0.000	0.000	0.085	0.129	0.136	0.117
Female pair	0.118	0.082	0.080	0.098	0.000	0.000	0.000	0.000

Mixed pair	0.300	0.254	0.255	0.276	0.296	0.097	0.118	0.157
Male group	0.000	0.000	0.000	0.000	0.131	0.303	0.237	0.246
Female group	0.115	0.108	0.151	0.116	0.000	0.000	0.000	0.000
Mixed group	0.495	0.553	0.539	0.524	0.492	0.360	0.488	0.410
<u>Companionship while drinking</u>								
With family	0.346	0.138	0.223	0.244	0.282	0.096	0.203	0.160
With friends	0.378	0.534	0.507	0.459	0.396	0.564	0.586	0.517
With partner	0.419	0.396	0.382	0.405	0.429	0.170	0.210	0.250
With other	0.080	0.097	0.118	0.091	0.101	0.115	0.115	0.111
<u>Mood of the occasion</u>								
Wind down	0.104	0.153	0.139	0.129	0.100	0.151	0.188	0.139
To have time for themselves	0.300	0.153	0.192	0.226	0.253	0.133	0.134	0.169
To treat/reward themselves	0.078	0.048	0.041	0.061	0.068	0.047	0.036	0.052
To have a break	0.085	0.085	0.104	0.087	0.088	0.105	0.079	0.098
To refresh, recharge or invigorate	0.045	0.096	0.076	0.070	0.091	0.105	0.096	0.100
To bond	0.211	0.204	0.181	0.205	0.208	0.222	0.279	0.223
To let go	0.018	0.037	0.042	0.029	0.029	0.047	0.050	0.042
Have a laugh	0.100	0.179	0.190	0.143	0.109	0.177	0.164	0.156
Other mood	0.126	0.104	0.100	0.114	0.125	0.082	0.067	0.093
<u>Duration of the occasion</u>								
Duration (<1 hour)	0.065	0.175	0.118	0.118	0.106	0.183	0.109	0.154
Duration (1-2 hours)	0.666	0.528	0.516	0.591	0.615	0.508	0.547	0.543
Duration (>2 hours)	0.269	0.298	0.366	0.292	0.279	0.309	0.343	0.303

**Table A4 - Discrete variables (continued)**

Sample	Females				Males			
	Meal	No food	Snack	All	Meal	No food	Snack	All
<u>Food choice</u>								
<u>Alcohol consumption</u>								
0-2 units	0.144	0.148	0.158	0.147	0.137	0.066	0.064	0.087
2-3 units	0.367	0.272	0.334	0.322	0.275	0.185	0.170	0.210
3-5 units	0.145	0.150	0.154	0.148	0.127	0.145	0.152	0.140
5-12 units	0.240	0.309	0.215	0.267	0.271	0.386	0.353	0.350
12-20 units	0.060	0.077	0.073	0.069	0.112	0.140	0.175	0.135
> 20 units	0.044	0.044	0.065	0.046	0.077	0.078	0.086	0.078
<u>Main drinking beverage</u>								
RTD	0.026	0.034	0.040	0.031	0.013	0.018	0.021	0.017
Spirits	0.170	0.293	0.228	0.229	0.084	0.104	0.118	0.100
Cider	0.135	0.152	0.150	0.144	0.119	0.105	0.131	0.111
Wine	0.465	0.228	0.262	0.341	0.153	0.036	0.053	0.072
Beer	0.205	0.292	0.320	0.255	0.631	0.737	0.677	0.700
<u>Start time of the drinking occasion</u>								
Morning	0.033	0.030	0.035	0.032	0.042	0.047	0.051	0.046
Lunch	0.266	0.102	0.148	0.183	0.236	0.135	0.125	0.164
Afternoon	0.241	0.221	0.233	0.232	0.227	0.254	0.222	0.243
Evening	0.449	0.553	0.560	0.505	0.474	0.471	0.549	0.479
Night time	0.011	0.095	0.023	0.048	0.021	0.093	0.054	0.068
<u>Day of the week</u>								
Weekdays	0.428	0.356	0.394	0.394	0.425	0.412	0.372	0.412
Weekend	0.400	0.503	0.442	0.449	0.406	0.438	0.455	0.430
Sunday	0.172	0.141	0.164	0.158	0.170	0.150	0.174	0.158
<u>On-trade venue</u>								
Club	0.021	0.094	0.053	0.056	0.030	0.058	0.068	0.050
Modern bar	0.104	0.189	0.170	0.148	0.135	0.168	0.181	0.160
Traditional pub	0.158	0.377	0.382	0.275	0.203	0.458	0.393	0.377
Family pub	0.111	0.081	0.092	0.096	0.099	0.072	0.094	0.082
Food pub	0.342	0.172	0.172	0.251	0.321	0.159	0.165	0.207
Student pub	0.008	0.014	0.008	0.011	0.015	0.012	0.018	0.014
Social club	0.012	0.054	0.038	0.033	0.018	0.097	0.054	0.070
Restaurant	0.299	0.028	0.068	0.158	0.276	0.024	0.065	0.102
Other on-trade venue	0.146	0.127	0.176	0.141	0.111	0.105	0.140	0.110
<u>Activities while drinking (on-trade only)</u>								
Watching TV	0.051	0.064	0.084	0.060	0.096	0.162	0.214	0.147

Game quiz	0.024	0.044	0.061	0.036	0.055	0.080	0.116	0.076
Pub quiz	0.015	0.049	0.033	0.032	0.018	0.030	0.038	0.027
Active game	0.027	0.070	0.085	0.052	0.059	0.089	0.141	0.085
Music game	0.016	0.043	0.052	0.031	0.025	0.046	0.054	0.040
Live music	0.080	0.176	0.234	0.138	0.102	0.132	0.173	0.127
Drink outside	0.098	0.158	0.172	0.132	0.086	0.107	0.155	0.105
Other on-trade activity	0.080	0.111	0.108	0.096	0.098	0.093	0.113	0.096
N	1,934	1,987	486	4,407	2,167	4,464	649	7,280

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<sup>1</sup> The definition of drinking occasion used in the present analysis is based on time interval between subsequent drinks. If the respondent reports the time of a drink to start more than two hours after the reported end of a previous drink, these are considered two different drinking occasions. If the gap between drinks is smaller than two hours, they belong to the same drinking occasion.

<sup>2</sup> We compute sampling weights to adjust for potential sample bias. In particular, we used the method of raking to adjust for differences between the observed sample characteristics (age, gender, social grade, and region) and the UK Census population.

<sup>3</sup> As robustness check, we test for statistically significant differences across samples. In this case, testing for statistical significant difference is quite challenging due to the multilevel nature of the data (i.e. occasion-level data nested within individuals). To tackle this problem, we estimate a multinomial logit model where the dependent variable is represented by the type of food consumed (meal, no food, or snacks), and the set of explanatory variables are the occasion and individual characteristics described above. In addition, we add an individual random effect to account for the different levels of information.