

Alcohol & Soaps Drinkaware Media Analysis September 2010

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INTRODUCTION

•Kantar Media Precis was commissioned to conduct research to analyse the portrayal of alcohol and tea in the four top British soap operas aired on non-satellite television, Coronation Street, Eastenders, Emmerdale and Hollyoaks.

The research objectives were as follows:

- To explore the frequency of alcohol use on British soaps aired on non-satellite UK television*
- To investigate the positive and negative portrayal of alcohol*
- To explore the percentage of interactions that involve alcohol*
- To explore the percentage of each episode that involves alcohol*
- To assess how many characters drink over daily guidelines*
- To explore the relationship between alcohol and the characters who regularly/excessively consume alcohol*
- To look further into the link between the location of alcohol consumption and the consequences depicted*
- To identify and analyse the repercussions, if any, of excessive alcohol consumption shown*
- To explore the frequency of tea use on British soaps aired on non-satellite UK television*
- Six weeks of footage was collected for each programme from 26th July to 6th September 2010 and analysed for verbal and visual instances of alcohol and tea.
- In total 21.5 hours was collected and analysed for Emmerdale, 15.5 hours for Coronation Street, 15.5 hours for Hollyoaks and 13 hours for Eastenders.

INTRODUCTION cont.

- A coding sheet was formulated in conjunction with Drinkaware before the footage was analysed which enabled us to track different types of beverages and their size (e.g. pint, half pint, bottle, small glass, etc) as well as the context in which the beverage appeared (e.g. buying a drink, incidental/alcohol visible in background, passing mention of tea, etc).
- The consequences of alcohol (and tea) consumption were also tracked and included codes such as absenteeism from work, alcoholism, bonding/socialising, cheer up/pick me up, hangover, sick/ill, etc.
- The location of the scene was also tracked which enabled us to determine whether alcohol was being consumed in pubs and clubs or in other less obvious locations.
- Finally we also tracked each character by name as they interacted with alcohol or tea so we could determine who was the most prominent over the monitored period.
- Tone (negative, neutral, positive) was attached to each code depending on the content and context of the scene.

Methodology

•Quantitative

- The majority of the charts use “Mention count” as the metric which is a cumulative count of the number of times alcohol or tea was mentioned (or visible) in each scene.

•Qualitative

- Each scene had story codes attached to it (as explained above) which reflect the tone and content of the coverage.

EXECUTIVE SUMMARY

- Alcohol plays a key part in UK soap operas and this is illustrated by the fact that 38% of the coverage monitored across the four programmes featured visual or verbal mentions of alcohol.
- When incidental verbal/visual mentions were excluded, alcohol consumption still made up 17% of the coverage monitored. These “active” depictions of alcohol consumption can be considered more powerful as they are an integral part of the scene and are more likely to leave an impression on the viewer.
- Alcohol consumption over the six week monitoring period was generally not portrayed responsibly as the negative consequences were not adequately outlined. Characters were most often depicted drinking while socialising which reinforced the message to the viewer that you need alcohol to “have a good time”.
- Alcohol was also used by various characters as a crutch to ease stress or as a form of relaxation, particularly in Coronation Street, Eastenders and Emmerdale.
- The effects of alcohol should be presented more realistically by producers as hangovers only featured in 12 scenes across all four programmes (compared to 383 scenes where alcohol was consumed). This is especially important for younger viewers who are beginning to experiment with alcohol and are not aware of the side-effects of excessive drinking.
- Where negative portrayals of alcohol were presented, they were driven by “out of the ordinary” storylines such as Phil Mitchell’s alcoholism and descent into drug addiction in Eastenders or Shadrach Dingle’s death from alcoholism in Emmerdale.
- Emmerdale depicted the most alcohol consumption across the six weeks (293 glasses/bottles) and also had the highest average number of drinks consumed per episode (8 glasses/bottles).
- The local pub featured strongly as a key location across all four programmes. It was presented as a hub of the community and a place where people gathered to socialise, further reinforcing the prominence of alcohol in the characters’ lives.

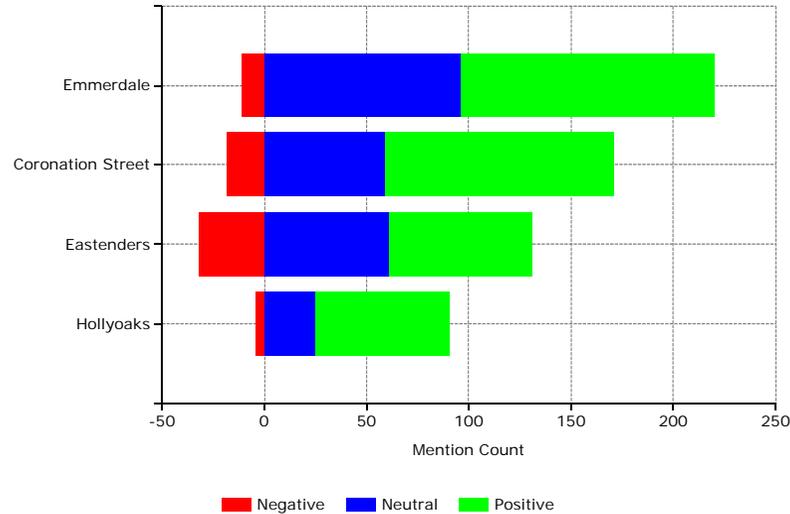
EXECUTIVE SUMMARY cont.

- Underage drinking was not a major issue during the monitored period as only Coronation Street generated significant coverage (when Chesney Battersby-Brown smuggled vodka into his 16th birthday party). The majority of characters across the four programmes are above 18 however, so there is not much opportunity to explore this issue unless more younger characters are introduced.
- Beer was the most prominent alcoholic beverage in Coronation Street, Eastenders and Emmerdale but white wine and champagne were predominant in Hollyoaks, a reflection of the large number of female characters in the show.
- TGI data revealed that females are much more likely than males to watch soap operas and in the crucial 15-18 age group, Eastenders and Hollyoaks are the most popular among girls. Further market research would be required to ascertain how influential characters in these programmes are, particularly on the actions of those under the age of 18.
- Female characters between the ages of 18-44 dominated alcohol consumption in Hollyoaks, more so than the other three soaps, where males were always the leading consumers. Again, further research would be required to reveal whether the large percentage of under 18 females who watch Hollyoaks (43.7%) admire and are influenced by the drinking habits of these characters.
- Overall, alcohol consumption was depicted in an unrealistic way across the four programmes and negative consequences were rarely represented. An overwhelming number of scenes depicted alcohol consumption as something that aids bonding and socialising or easing stress. The consequences of consistent consumption, such as hangovers, impaired performance at work or alcoholism were not adequately addressed.

Topline results

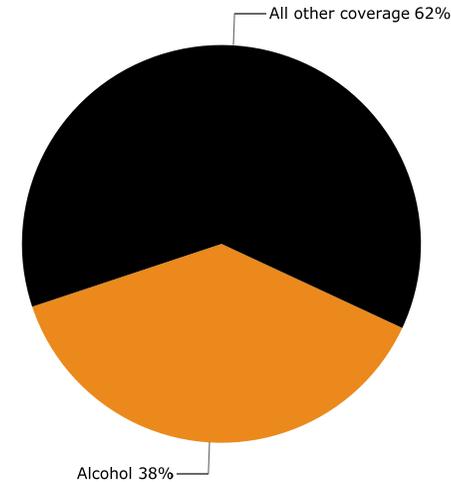
How did the four soaps compare for alcohol coverage?

Tone of alcohol coverage in UK soap operas
Verbal/visual mention of alcohol



Source: Kantar Media Precis

Proportion of alcohol coverage in UK soap operas
Verbal/visual mention of alcohol

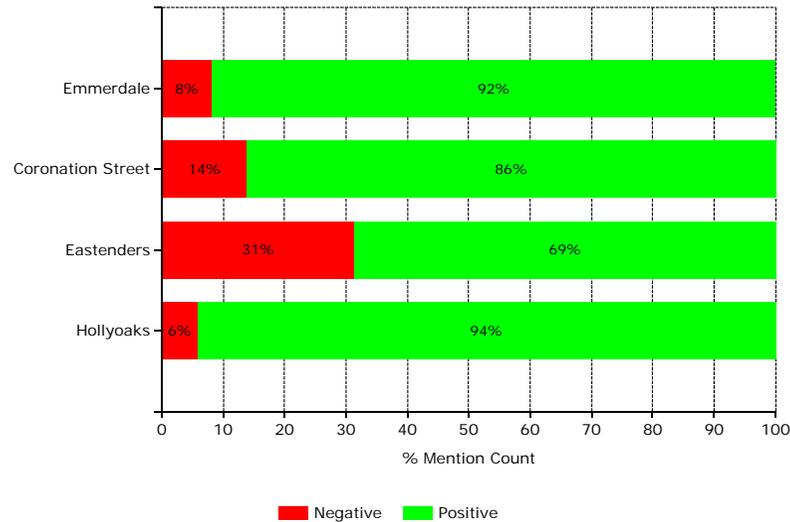


Source: Kantar Media Precis

- The importance of alcohol to UK soaps is illustrated in the pie chart which reveals the 38% of coverage across the four programmes featured a verbal or visual mention of alcohol.
- Emmerdale generated the most alcohol coverage across the six weeks of monitoring but that was due to the greater amount of footage collected.
- Eastenders and Coronation Street saw the most negative coverage as specific storylines dealt with the effects of alcoholism on Phil Mitchell (Eastenders) and underage drinking by Chesney Battersby-Brown (Coronation Street).
- The bar chart on the left, however, reveals that the majority of the coverage presented drinking and alcohol in an unrealistic way as there were limited negative consequences.

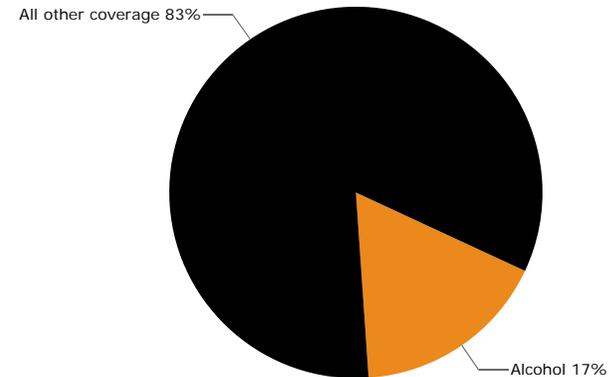
How was alcohol presented without neutral/incidental mentions?

Positive/negative alcohol coverage in UK soap operas
Neutral & incidental mentions excluded



Source: Kantar Media Precis

Proportion of alcohol coverage in UK soap operas
With incidental verbal/visual mentions removed



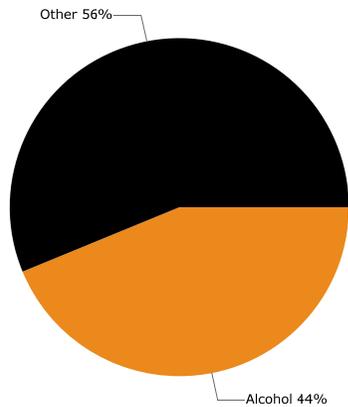
Source: Kantar Media Precis

- With incidental verbal mentions and visuals removed, alcohol consumption still comprised 17% of the coverage across all four programmes.
- The bar chart on the left further illustrates the unrealistic nature of the coverage as positive depictions of alcohol far outweighed the negative. Eastenders' proportion of negative coverage was perhaps artificially inflated as one of the negative storylines during this period was out of the "norm" – featuring Phil Mitchell descending into alcoholism and a drug habit after the loss of his children.

How did the four soaps compare for alcohol coverage?

Coronation Street

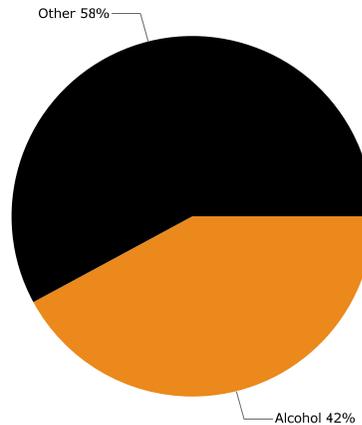
Verbal/visual mention of alcohol



Source: Kantar Media Precis

Eastenders

Verbal/visual mention of alcohol



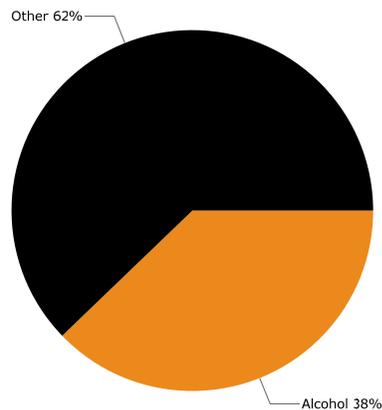
Source: Kantar Media Precis

•These charts illustrate the relative importance of alcohol to the four programmes as they show the proportion of time where alcohol was mentioned or appeared on screen versus all other footage.

•The high number of pub scenes in Coronation Street and Eastenders meant the percentage of verbal and visual alcohol mentions in these programmes was much higher than for Emmerdale and Hollyoaks.

Emmerdale

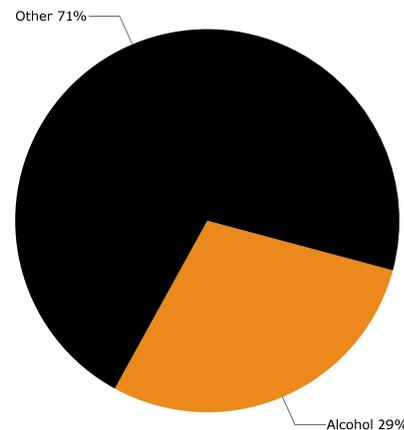
Verbal/visual mention of alcohol



Source: Kantar Media Precis

Hollyoaks

Verbal/visual mention of alcohol

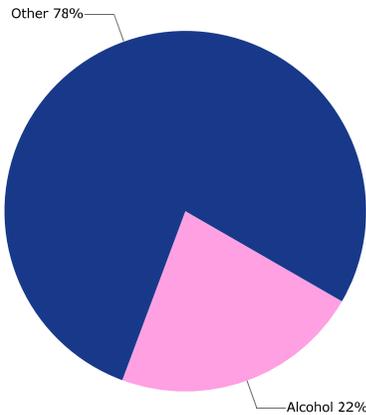


Source: Kantar Media Precis

And without incidental mentions?

Coronation Street

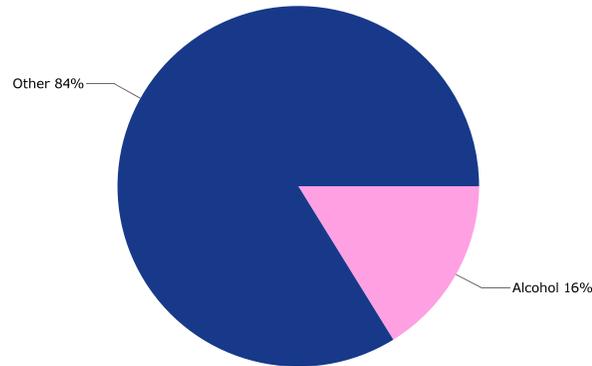
With incidental verbal/visual alcohol mentions removed



Source: Kantar Media Precis

Eastenders

With incidental verbal/visual alcohol mentions removed



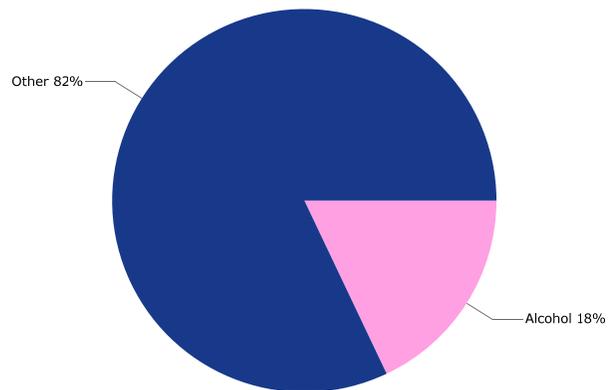
Source: Kantar Media Precis

•When incidental visual and verbal mentions are removed, we can see that alcohol still plays a prominent part in three of the four programmes.

•These “active” representations of alcohol are arguably more powerful as they depict characters engaging with alcohol and it becomes an integral part of the scene and therefore leaves more of an impression on the viewer.

Emmerdale

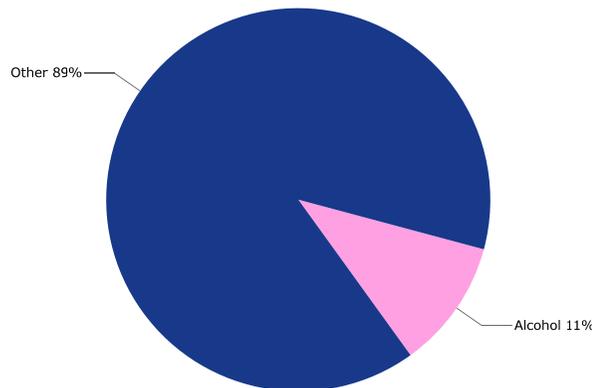
With incidental verbal/visual alcohol mentions removed



Source: Kantar Media Precis

Hollyoaks

With incidental verbal/visual alcohol mentions removed

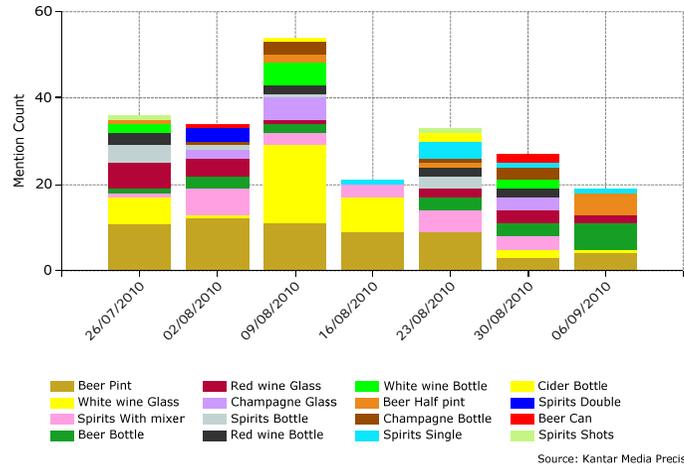


Source: Kantar Media Precis

How much alcohol was consumed in each show?

Coronation Street

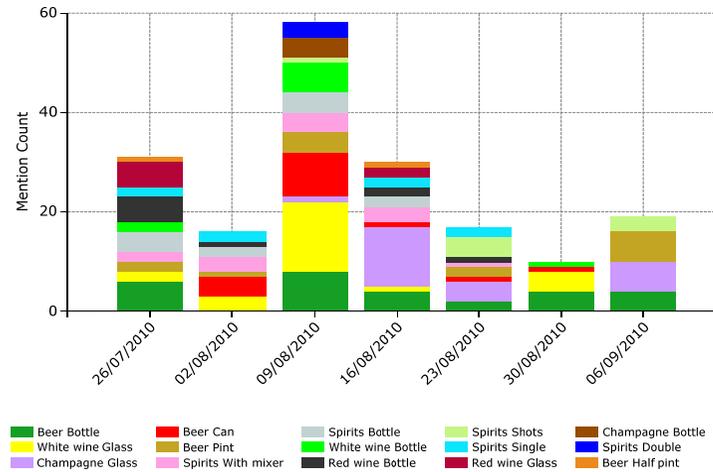
Total alcohol consumed by week



Source: Kantar Media Precis

Eastenders

Total alcohol consumed by week



Source: Kantar Media Precis

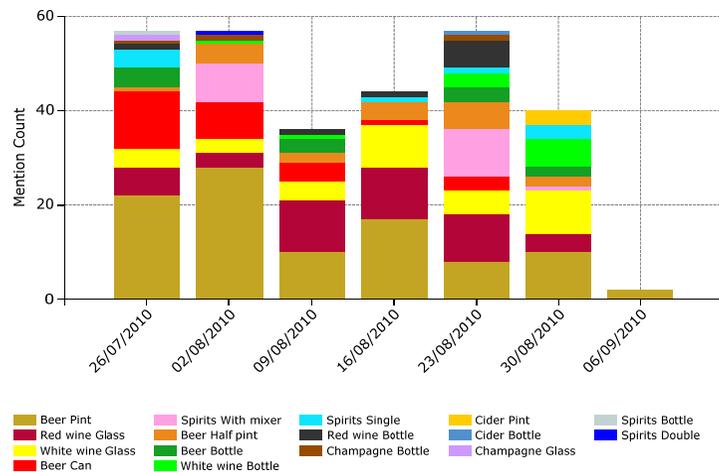
•Emmerdale showed the most alcohol being consumed across the six week monitoring period with 293 glasses and bottles. Coronation Street followed with 224, ahead of Eastenders with 181 and Hollyoaks with 138.

•Emmerdale had the most episodes during the monitoring period (37) so inevitably depicted the most amount of alcohol being consumed.

•In terms of the average number of drinks consumed per episode, Emmerdale led with eight, followed by Coronation Street and Eastenders with seven and Hollyoaks with four.

Emmerdale

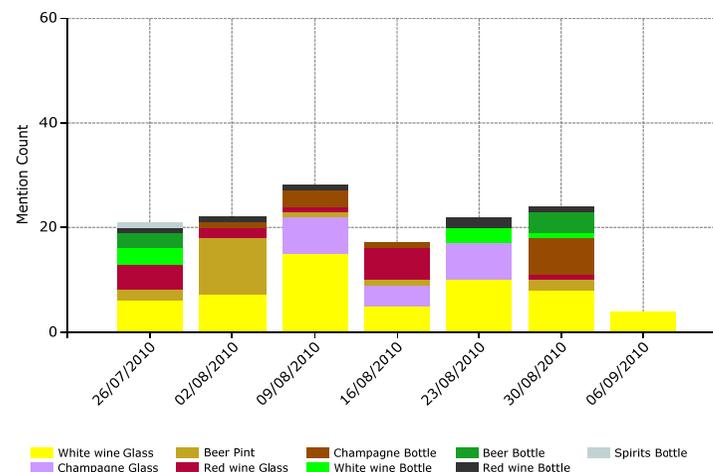
Total alcohol consumed by week



Source: Kantar Media Precis

Hollyoaks

Total alcohol consumed by week

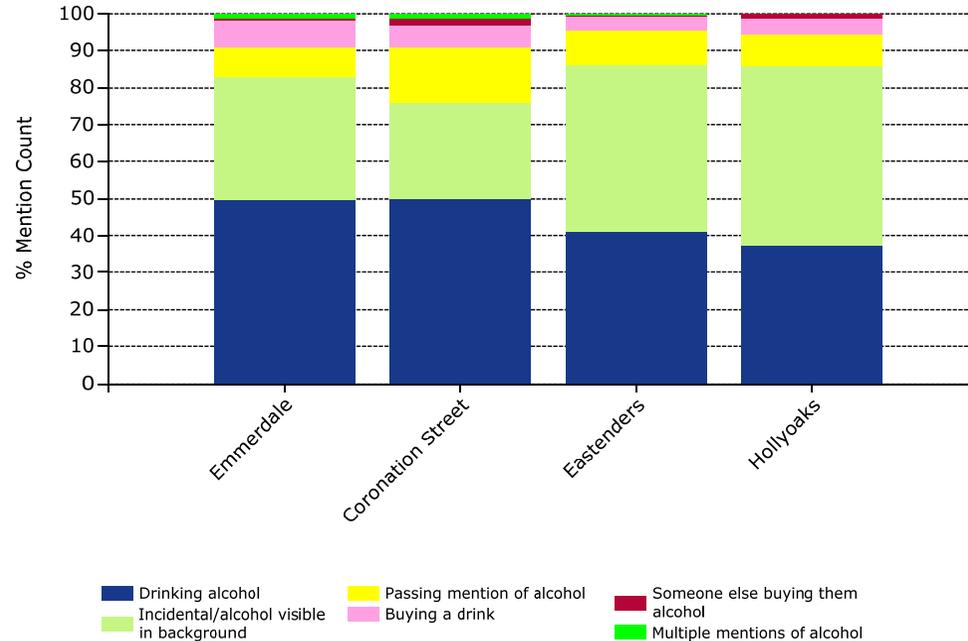


Source: Kantar Media Precis

How was alcohol represented across the four soaps?

Breakdown of alcohol coverage in UK soap operas

Verbal/visual mention of alcohol

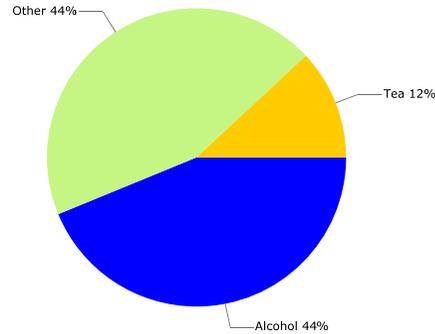


Source: Kantar Media Precis

- When tracking mentions and visuals of alcohol we used a six point scale: *buying a drink, drinking alcohol, incidental/alcohol visible in background, multiple mentions of alcohol, passing mention of alcohol and someone else buying them alcohol.*
- Alcohol was represented in only 29% of Hollyoaks' coverage and 49% of that was incidental coverage which indicates there is less of a focus on alcohol in this programme.
- Coronation Street had the highest proportion of characters actively interacting with alcohol (drinking it, buying it or accepting it from someone else) with 58%.
- Emmerdale had a lower proportion of alcohol coverage overall (38% - see previous page) but the second highest proportion of characters actively engaging with it (57%).

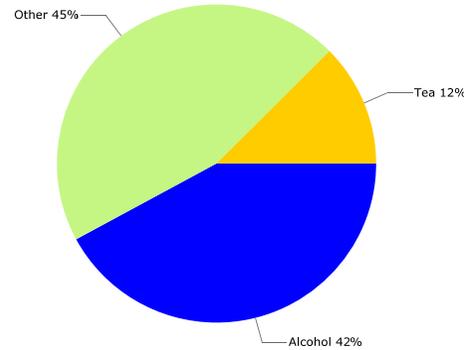
How prominent was tea versus alcohol?

Coronation Street
Verbal/visual mention of alcohol/tea



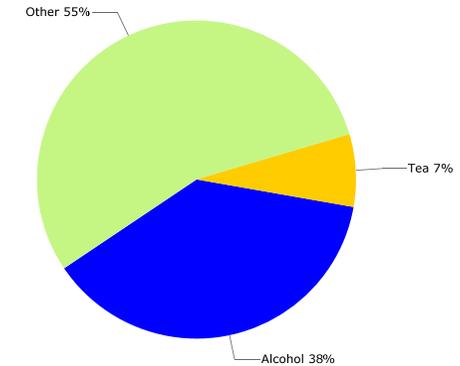
Source: Kantar Media Precis

Eastenders
Verbal/visual mention of alcohol/tea



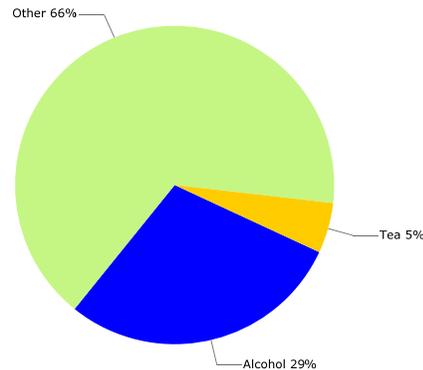
Source: Kantar Media Precis

Emmerdale
Verbal/visual mention of alcohol/tea



Source: Kantar Media Precis

Hollyoaks
Verbal/visual mention of alcohol/tea



Source: Kantar Media Precis

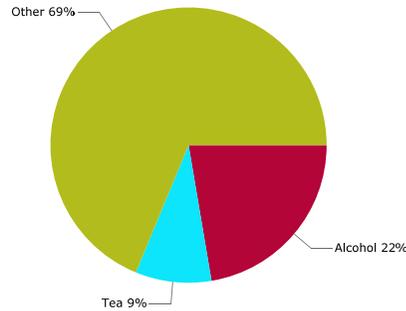
•The pie charts displayed here illustrate the proportion of time that alcohol and tea were seen or heard on screen during the six weeks of monitoring. This includes all passing mentions and incidental/background images of alcohol and tea as well as scenes where characters are interacting with the beverages.

•‘Other’ refers to the rest of the footage that was monitored where alcohol or tea were not seen or heard.

•Alcohol featured prominently in Coronation Street and Eastenders and to a lesser degree in Emmerdale and Hollyoaks. Tea remains a reasonably constant presence throughout all four programmes.

How prominent was tea versus alcohol without incidental mentions?

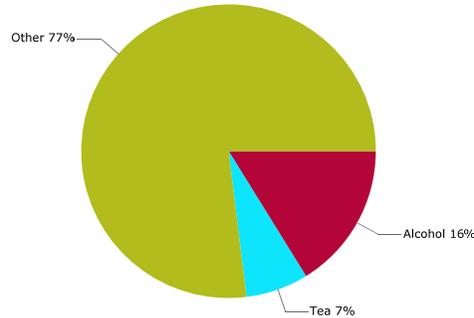
Coronation Street
Verbal/visual mention of alcohol/tea*



*Incidental mentions/visuals removed

Source: Kantar Media Precis

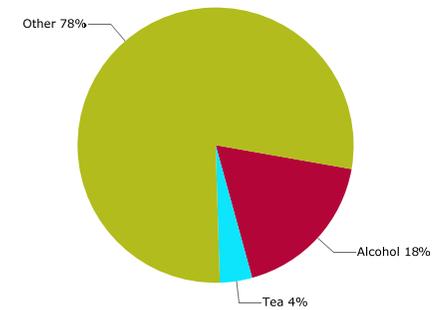
Eastenders
Verbal/visual mention of alcohol/tea*



*Incidental mentions/visuals removed

Source: Kantar Media Precis

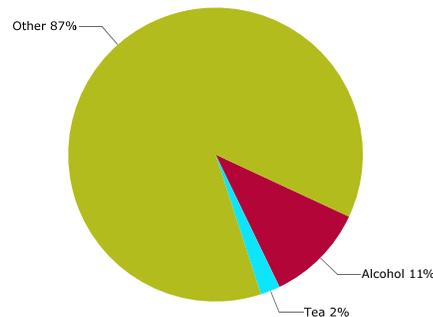
Emmerdale
Verbal/visual mention of alcohol/tea*



*Incidental mentions/visuals removed

Source: Kantar Media Precis

Hollyoaks
Verbal/visual mention of alcohol/tea*



*Incidental mentions/visuals removed

Source: Kantar Media Precis

•The pie charts displayed here illustrate the proportion of time that alcohol and tea were seen or heard on screen during the six weeks of monitoring. This excludes all passing mentions and incidental/background images of alcohol and tea. We have focused on the time where characters are actively interacting with the beverages (i.e. drinking, buying or talking extensively about it).

•‘Other’ refers to the rest of the footage that was monitored where alcohol or tea were not seen or heard.

•Coronation Street featured characters interacting the most with alcohol and tea out of the four shows.

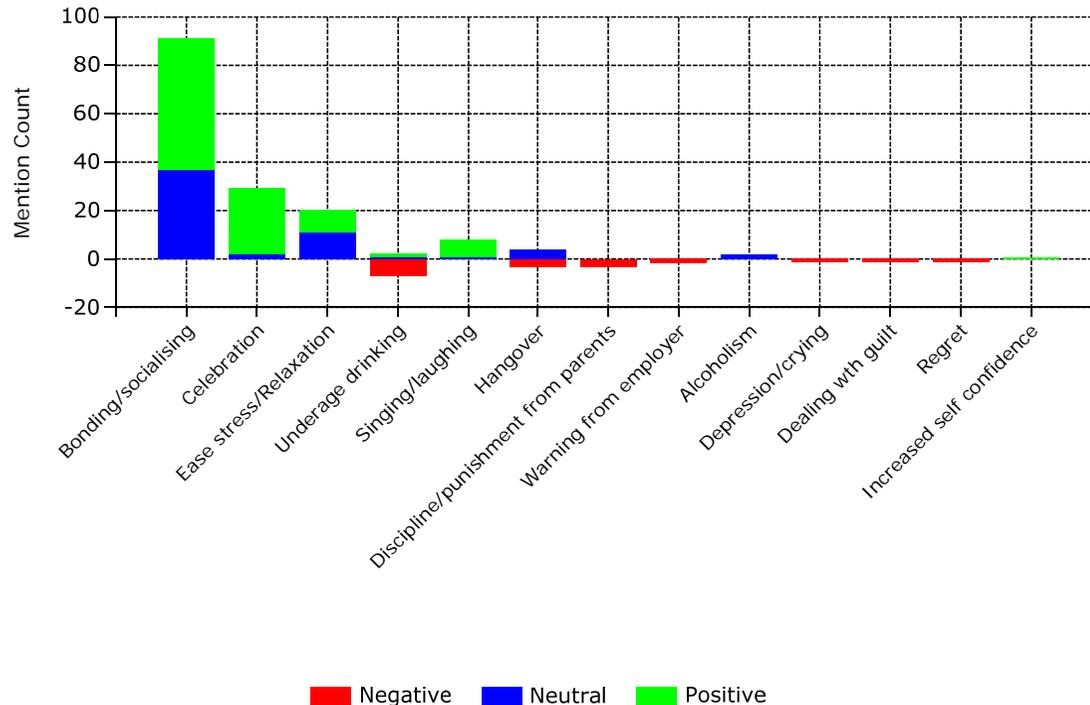
•Characters drinking, buying and talking about alcohol make up a significant amount of time across all four soaps whereas tea consumption is relatively insignificant.

Coronation Street

What are the effects of alcohol?

Coronation Street

Effects of alcohol



Source: Kantar Media Precis

•The consequences of alcohol consumption in Coronation Street were generally presented in a positive light. *Bonding/socialising* scenes generally took place in The Rovers Return and included:

- Hayley's hen's night where shots and Alcopops were drunk and the mood was happy (27th August)

- Bill, Sally and Kevin toasted Bill's retirement (16th August)

- Ken revealed that Lawrence was his son. Lawrence drank an unidentified spirit and commented, "I don't think I've ever needed a drink quite so much" (5th September)

- Underage drinking* featured negatively when Kirk bought two bottles of vodka for Chesney which he later smuggled into his 16th birthday party to spike the fruit punch. The programme illustrated that this was inappropriate behaviour because Kirk and Chesney acted in a surreptitious way. The consequences were shown when party-goer Katy Armstrong was picked up by her father and he angrily asked who served the alcohol. Chesney's mum Fiz also admonished him and said that she was "very disappointed" (30th July).

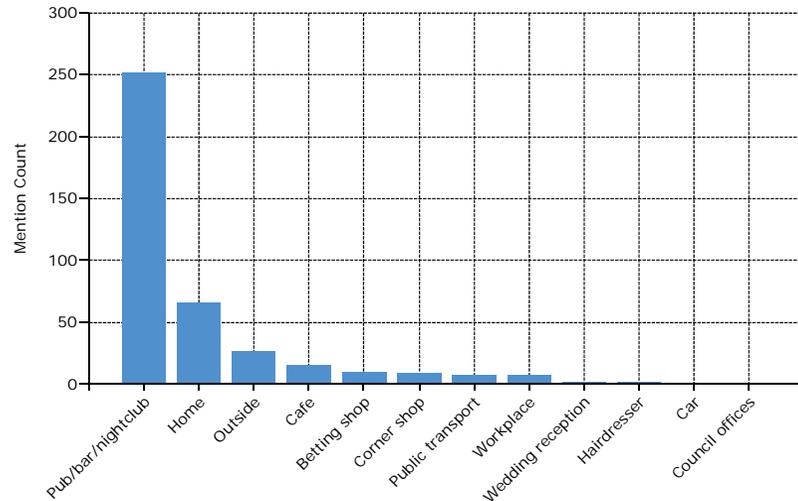
- Hangovers* were portrayed negatively in three scenes including the morning after Hayley's hen's night when she bumped into Mary in the street and said she felt "terrible" (2nd August).

- Sean's *hangover* led to a warning from his boss Carla who said she would "dock him a day's pay" if he came to work in that state again. Later, Sean confessed to Fiz that he had three pints at the pub, went home and got depressed and "polished off a bottle of sherry" (26th July).

What are they drinking and where?

Coronation Street

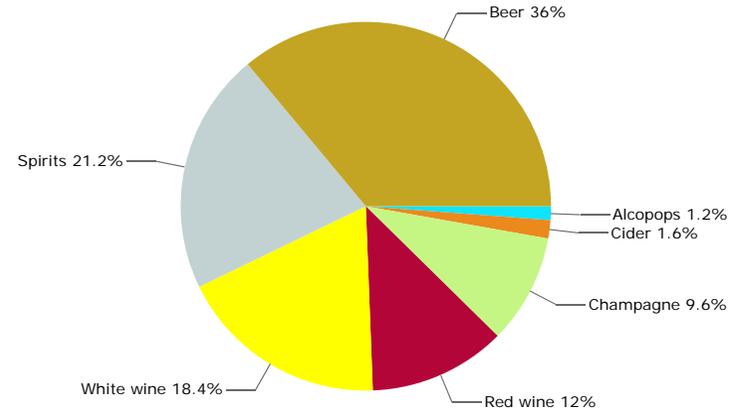
Alcohol by location



Source: Kantar Media Precis

Coronation Street

Type of alcohol



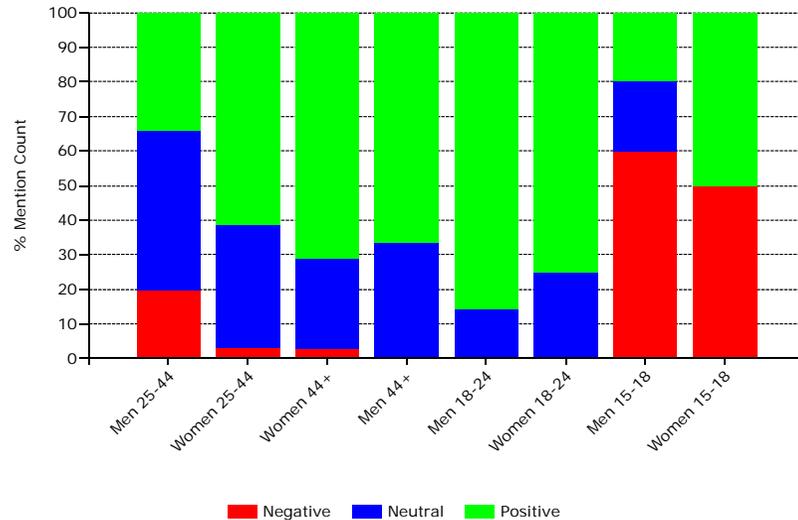
Source: Kantar Media Precis

- The Rovers Return featured heavily in Coronation Street and contributed the bulk of the mentions within the *pub/bar/nightclub* category.
- Other locations for drinking or discussing alcohol were far less prominent. Alcohol within the *Home* either involved incidental background vision of a bottle or a couple sharing a bottle of wine or champagne while talking, e.g.: Lewis and Audrey are drinking champagne to celebrate the pending purchase of their hotel in Greece (5th August); Lloyd and Cheryl are sharing a bottle of red wine at home sitting on the sofa and talking over the day, especially Lloyd's confrontation with Chris (5th August).
- There was one mention of alcohol in a *Car* but it did not involve drink-driving: John and Charlotte are talking in the car after disposing of Colin's things in the woods. John asks if Charlotte will be OK now and Charlotte replies that she'll "open a bottle of champagne, put on a DVD and pretend the day never happened" (5th August).
- Beer* was the most common form of alcohol seen or talked about in Coronation Street and within that, a pint was the most common measure with 66% of the mentions. For *Spirits*, 50% of the visual and verbal mentions appeared with a mixer while a bottle was portrayed or mentioned 21% of the time. For both *White wine* and *Red wine*, a small glass (as opposed to a bottle or a large glass) was the most common measure.

Which age groups drink the most?

Coronation Street

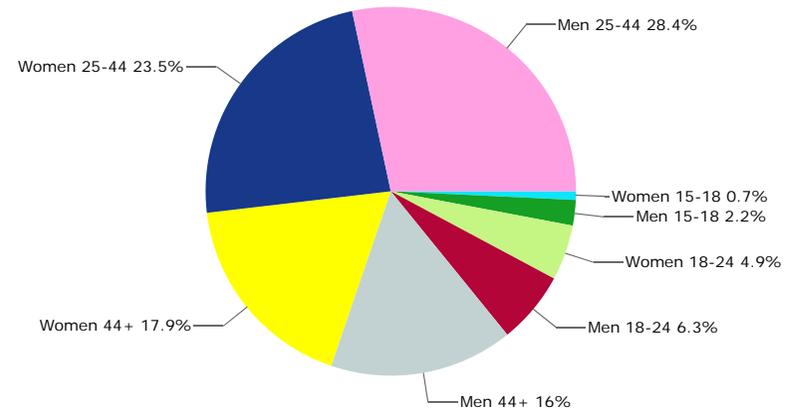
Tone of alcohol by demographic



Source: Kantar Media Precis

Coronation Street

Alcohol demographic share of voice



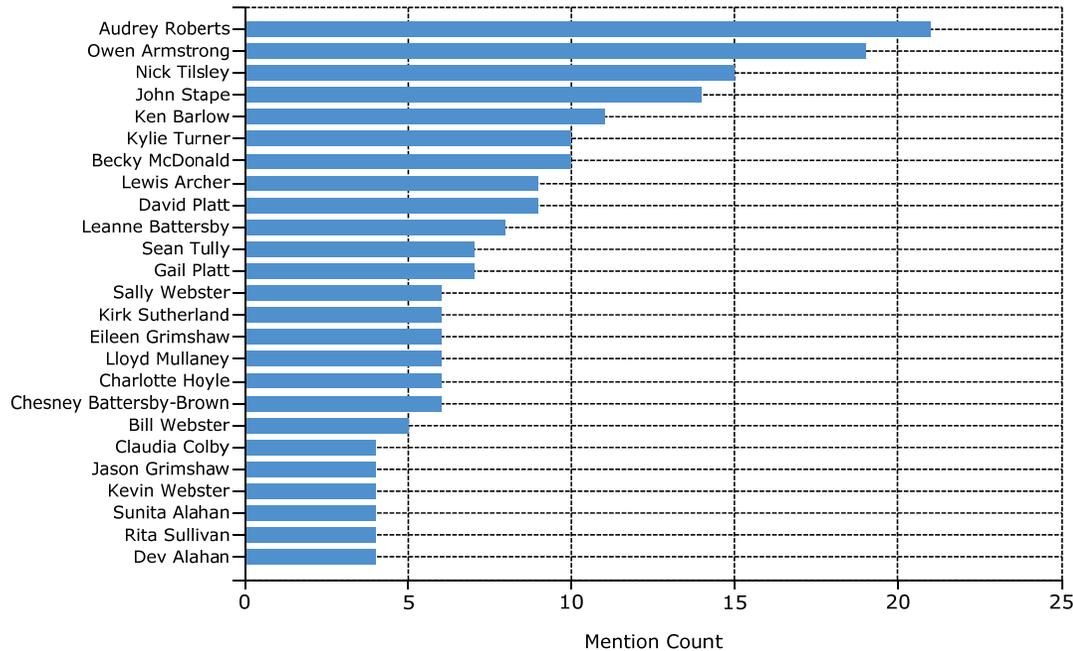
Source: Kantar Media Precis

- Reflecting the character profile of the show, women and men aged over 25 make up the bulk of the characters talking about or drinking alcohol.
- Chesney's underage drinking shenanigans (see page 7) provided the majority of the mentions for *men 15-18* and *women 15-18*. The only other mention for *women 15-18* came when Sian and Sophie discussed their impending exam results in the shop and Sian suggested they "open a bottle of bubbly to celebrate" but Sophie dissuaded her (26th August).
- The negative coverage for *Women 44+* came from Hayley's hangover after her hen's night where she said she felt "terrible" (2nd August) while Sean's hangover at work and Kirk buying vodka for underage drinkers contributed the negative mentions for *Men 25-44*.
- TGI data reveals that women aged 25-44 are the most prominent viewers of Coronation Street (31% of women aged 25-44 specially choose to watch it – see Appendix) which suggests that female characters in this age group are particularly influential. Female characters in this age group were generally shown to be responsible and moderate in their drinking habits during the monitoring period.
- Characters in the 15-18 age group for both sexes had a problematic relationship with alcohol during this period and this would have had an impact on viewers as Coronation Street is regularly watched by this age group: 32.5% of females aged 15-18 specially watch Coronation Street while the figure is 12.8% for males in the same age group.

Which characters interact most with alcohol?

Coronation Street

Leading characters and alcohol*



*Top 25 by mention count

Source: Kantar Media Precis

•Audrey Roberts was the character most often associated with alcohol with 21 interactions across the six weeks of footage.

•In terms of alcohol consumed by Audrey, she exceeded the recommended daily limit on two days: on 9th August she consumed three spirits with a mixer and on 13th August she had two glasses of champagne and two glasses of white wine. Across the six weeks of footage, Audrey was a reasonably consistent drinker with an average of one or two units per episode but the storyline at this time had her emigrating to Greece so there were numerous opportunities for leaving drinks and farewell parties.

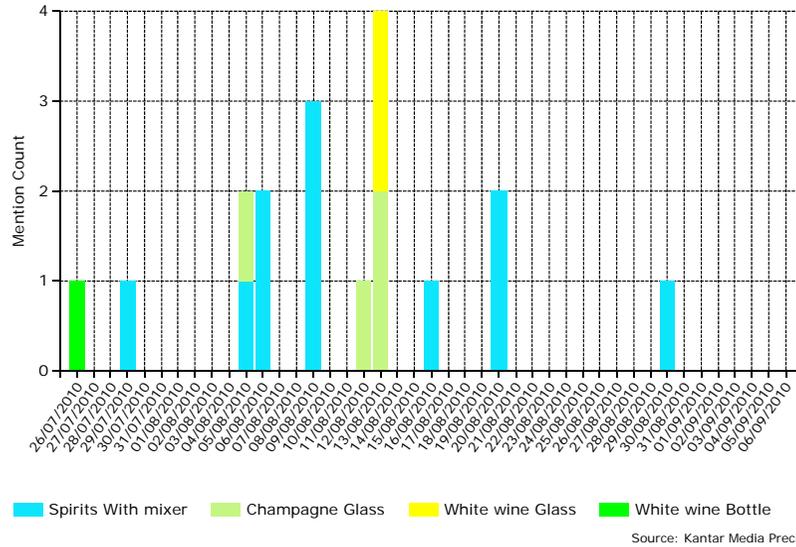
•Owen Armstrong was the second-most prominent character associated with alcohol over the period. Apart from his regular appearances at the Rovers Return, Owen also showed his strong views on alcohol on two occasions. Firstly, when he admonished Chesney for spiking the punch at his birthday party and secondly when he declined a nightcap with Eileen after their date as he didn't want to "take advantage of a lady who had had four Mojitos and two bottles of wine" (26th August). For alcohol consumption, Owen was generally in line with recommendations as he was usually shown having no more than two pints of beer per day.

•Nick Tilsley consumed his alcohol in line with daily recommendations apart from 5th September when he had a bottle and two pints of beer. John Stape exceeded his daily amount on 2nd August when he consumed three pints of beer and three double spirits as he dealt with the stress of hiding a dead body.

What did the leading characters drink?

Coronation Street - Audrey Roberts

Alcohol consumption by day

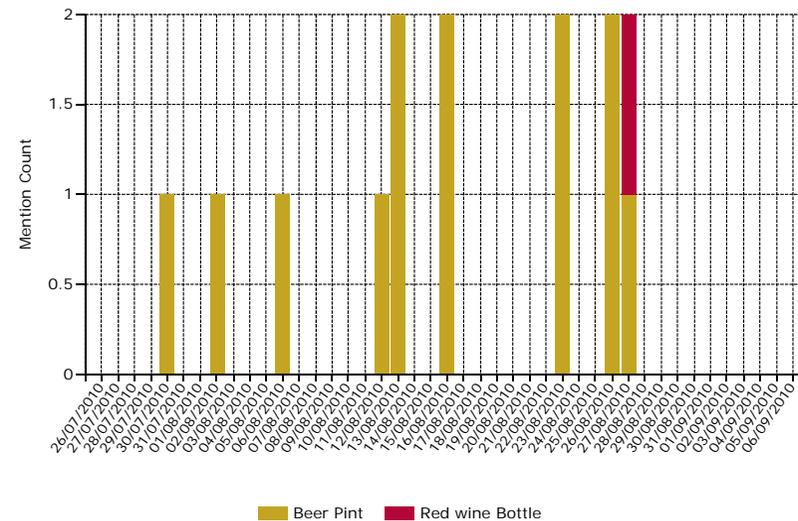


Audrey Roberts consumed 18 alcoholic drinks across the six weeks including one bottle of white wine.

Owen Armstrong consumed 14 alcoholic drinks, mainly pints of beer.

Coronation Street - Owen Armstrong

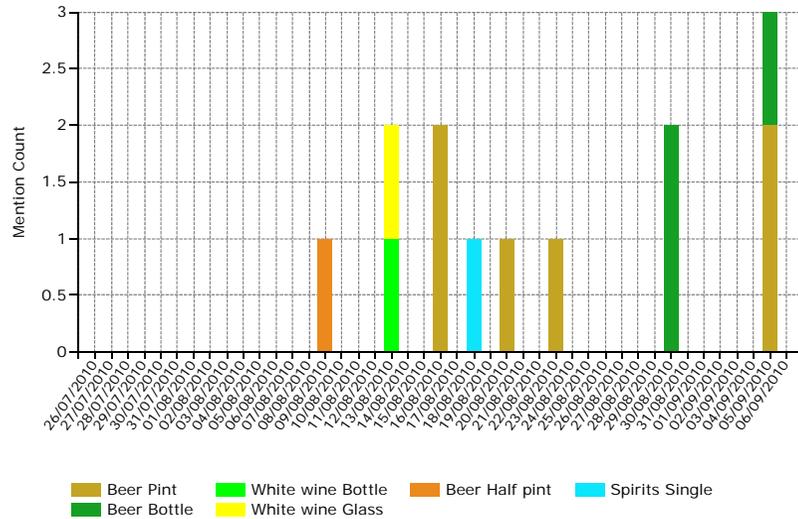
Alcohol consumption



What did the leading characters drink?

Coronation Street - Nick Tilsey

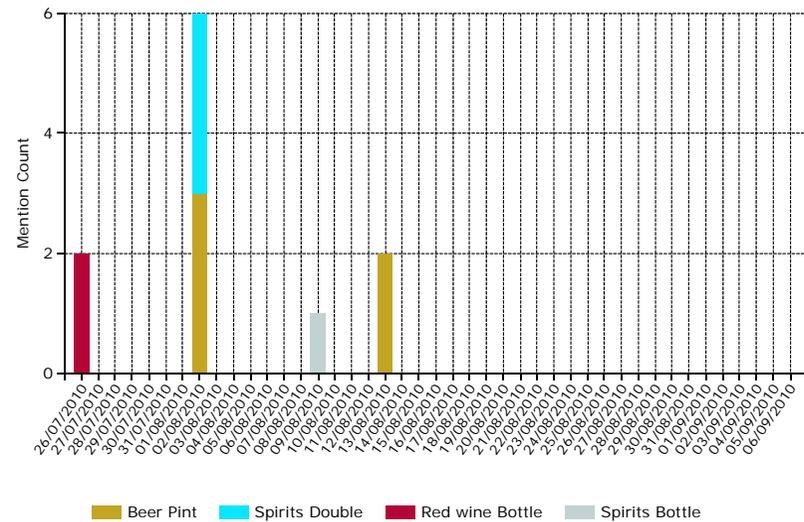
Alcohol consumption by day



Nick Tilsey had 13 drinks - a mix of beer, wine and spirits.

Coronation Street - John Stape

Alcohol consumption by day

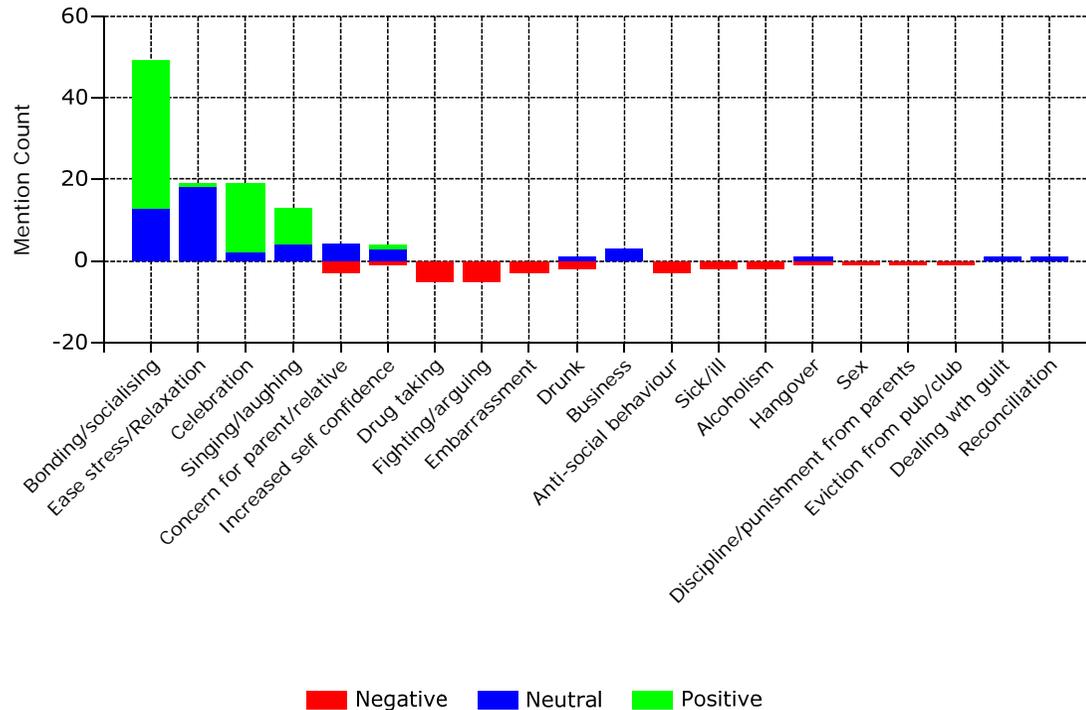


Eastenders

What are the effects of drinking alcohol?

Eastenders

Effects of alcohol



Source: Kantar Media Precis

- Eastenders generated more negative storylines about alcohol consumption than the other three soaps, perhaps reflecting its 'gritty' reputation.

- Phil Mitchell's character was most often associated with these negative portrayals as he struggled with alcohol and drug abuse. Phil's downfall was precipitated by the loss of his second child Louise to social services, which he blamed on his mother Peggy: Phil says he hasn't had a drink in months but grabs a bottle of whisky saying "after what you've done I need one – cheers" and proceeds to drink from the bottle (6th August).

- Phil's drinking quickly spiralled out of control and led to him being evicted from the Queen Vic and an encounter with Rainie who offered him crack cocaine to "block everything out" (6th August).

- In later episodes Phil was shown in a derelict flat, heavily addicted to crack cocaine and surrounded by empty bottles and cans, further reinforcing how alcohol had led him to that point.

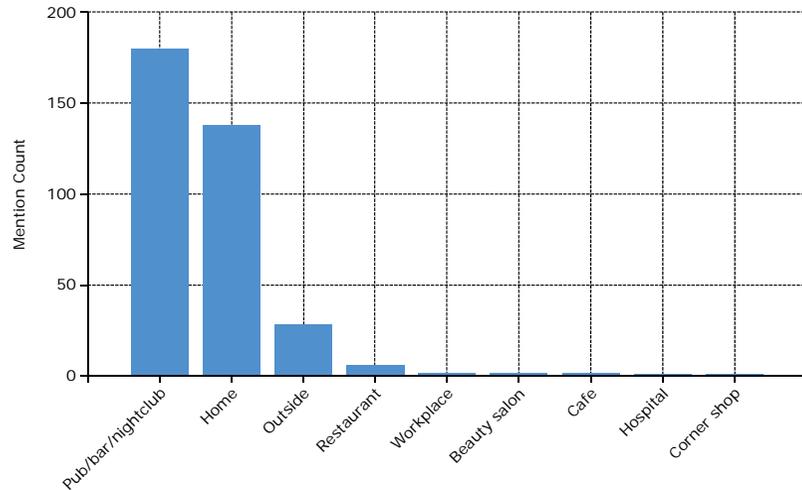
- Phil's girlfriend Shirley struggled to cope with his situation and in an episode on 10th August got very drunk with her friend Heather which ended with her propositioning a waiter in the restaurant they were at and lying on her back in the gutter.

- Other negative consequences included an episode on 26th August where Roxy and Christian came back to the flat after a night out drinking and Roxy was sick all over the floor.

What are they drinking and where?

Eastenders

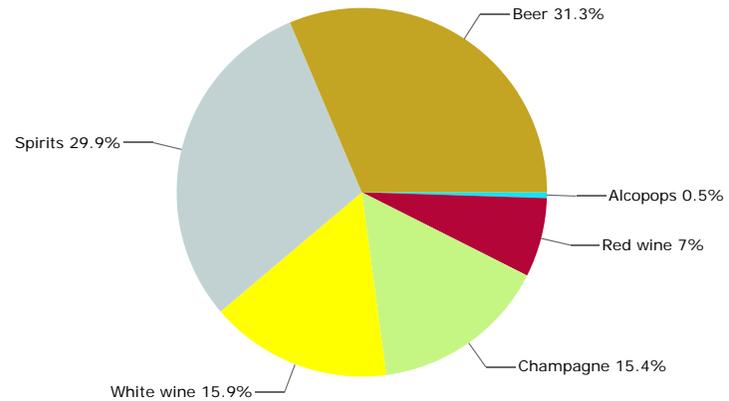
Alcohol by location



Source: Kantar Media Precis

Eastenders

Type of alcohol



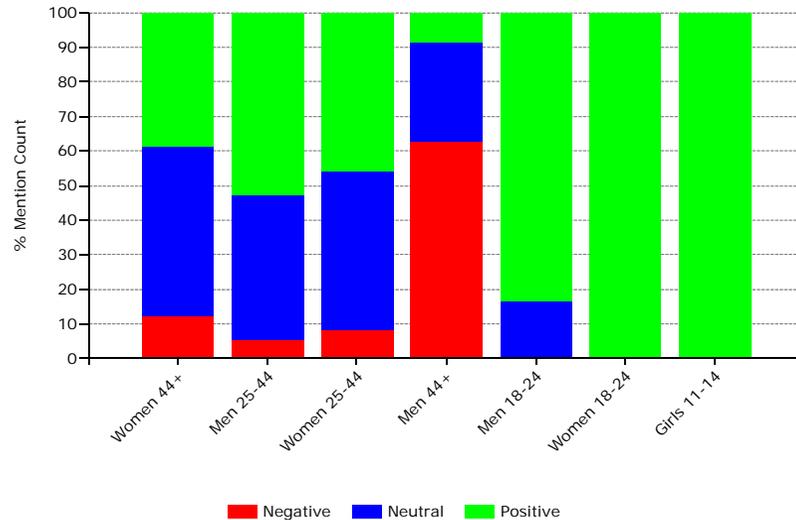
Source: Kantar Media Precis

- The Queen Vic pub is central to Eastenders and contributed the majority of the mentions within the *pub/bar/nightclub* category. Roxy and Ronnie's nightclub also featured here but the Queen Vic is a social hub for the community and provided the location for many storylines.
- Home* also featured strongly as a location, led by Peggy Mitchell who lives above the Queen Vic pub. Typically scenes began in the pub downstairs and moved upstairs to the home where alcohol was present. Peggy featured in multiple scenes with her friend Pat Evans sharing a bottle of wine and discussing their problems.
- Phil was also a heavy drinker in his *home* over this period as he struggled with his drug habit. He was depicted as a reclusive "junkie" who was only interested in his next "hit" and drank cans of lager and bottles of spirits in the interim. Shirley also featured prominently in the *home* as she was often seen at Phil's flat trying to help him or talking with Peggy about the problem over a bottle of wine above the Queen Vic.
- Beer* was the most common form of alcohol seen or heard during the monitoring period and the most prominent measure was a bottle due to the fact that bottles were commonly served in the Queen Vic rather than pints. *Spirits* were also prominent and were most often served with a mixer or as a single measure.

Which age groups drink the most?

Eastenders

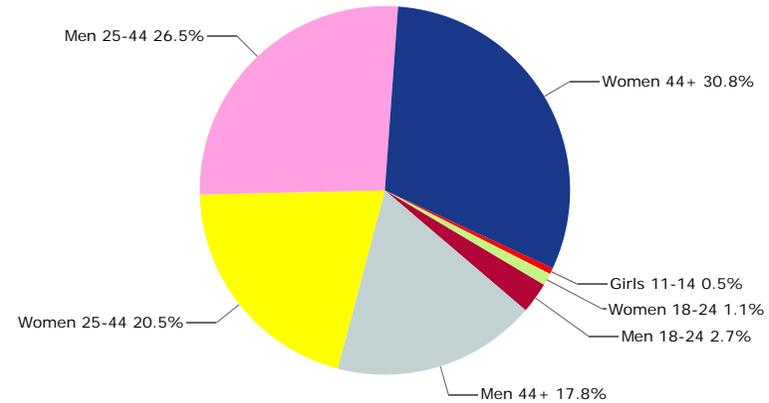
Tone of alcohol by demographic



Source: Kantar Media Precis

Eastenders

Alcohol demographic share of voice



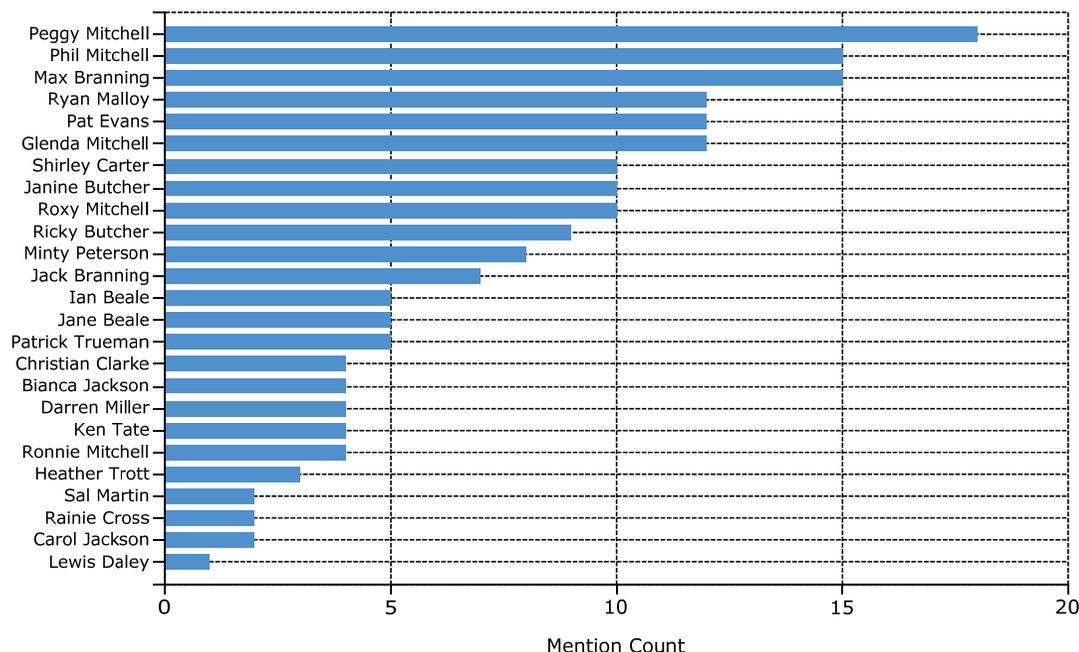
Source: Kantar Media Precis

- **Women 44+** was the leading demographic group associated with alcohol and this was primarily led by three characters: Peggy Mitchell who lives and works in a pub; Pat who regularly visits Peggy at the pub; and Shirley who works at the pub and is in a relationship with an alcoholic.
- Key characters in the **Men 25-44** age group included Max Branning, Jack Branning, Ryan Malloy, Ricky Butcher and Ian Beale. Negative coverage came from one scene at Ryan's stag party where he and Ricky shouted in the street and took off their clothes. Positive or neutral scenes included Ricky and Ryan bonding at Ryan's stag party and Jack and Max sharing a beer at the pub. This is a key viewing demographic as 18.5% of men aged 25-44 watch Eastenders (the most-watched soap among men that age) and they make up 11.5% of Eastenders' total viewers (second only to Women aged 25-44).
- Women aged 25-44 are very important for Eastenders as nearly 39% of women in this age bracket watch the show and they provide 24.2% of the total viewers. Leading characters included Roxy and Ronnie Mitchell who own the pub and the nightclub respectively as well as Janine and Bianca. Negative coverage came from two characters, Roxy and Heather, who drank too much in different scenes and were subsequently sick.
- The positive coverage for **Girls 11-14** came from one scene where Max relaxed on the couch with his daughter Abbi and house-mate Darren and they all enjoyed a can of beer. This was only a minor scene but it is important to note that 52.2% of girls in this age group watch Eastenders so images of underage drinking could have a potential impact on viewers.
- Negative coverage for **Men 44+** came from 10 scenes which were all Phil Mitchell's storylines.

Which characters interact most with alcohol?

Eastenders

Leading characters and alcohol*



*Top 25 by mention count

Source: Kantar Media Precis

•The fact that Peggy manages the Queen Vic pub and lives above it meant she was most often associated with alcohol over the monitoring period. In terms of alcohol consumption though, Peggy generally remained within the recommended guidelines apart from a few occasions. On 26th July she was shown sharing a bottle of wine with Pat and on the 10th August, as she struggled with Phil's addiction, she shared a couple of bottles of wine with Shirley as they discussed the issue. Later she was shown discussing a business deal in the pub with a spirit and mixer.

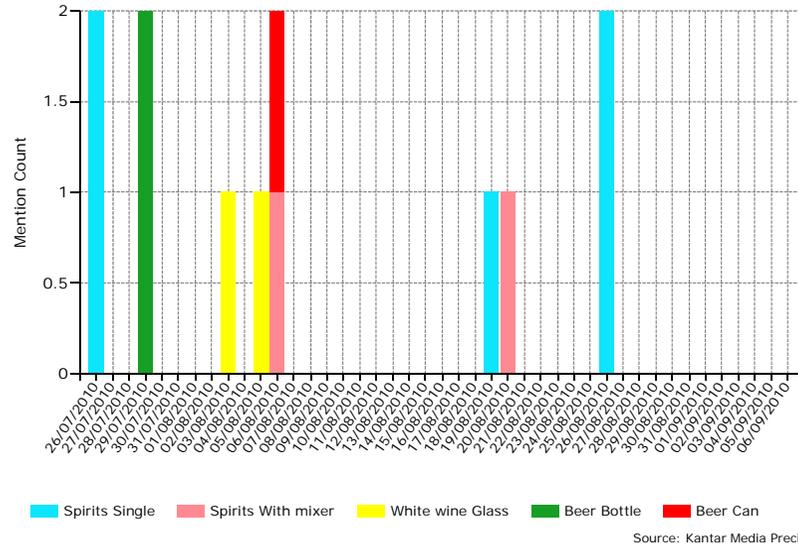
•Phil Mitchell's storylines over the monitoring period meant he was also a prominent character associated with alcohol. Interestingly though he was most often shown with alcohol in the background rather than directly consuming it. In episodes on the 6th and 9th August he clearly exceeded his recommended daily alcohol limit as he was shown repeatedly drinking from large whiskey bottles. He also drank two cans of lager on the 13th August and another can on the 17th August. Otherwise he was depicted as obviously hungover and usually surrounded by empty bottles and cans.

•Max Branning was a regular drinker over the period and was often seen in the pub having a pint after work. He also drank at home and was often shown dealing with a stressful day by having a shot of whiskey or a glass of wine. He was never shown overindulging but equally the negative consequences of his regular drinking were never depicted.

What did the leading characters drink?

Eastenders - Max Branning

Alcohol consumption by day

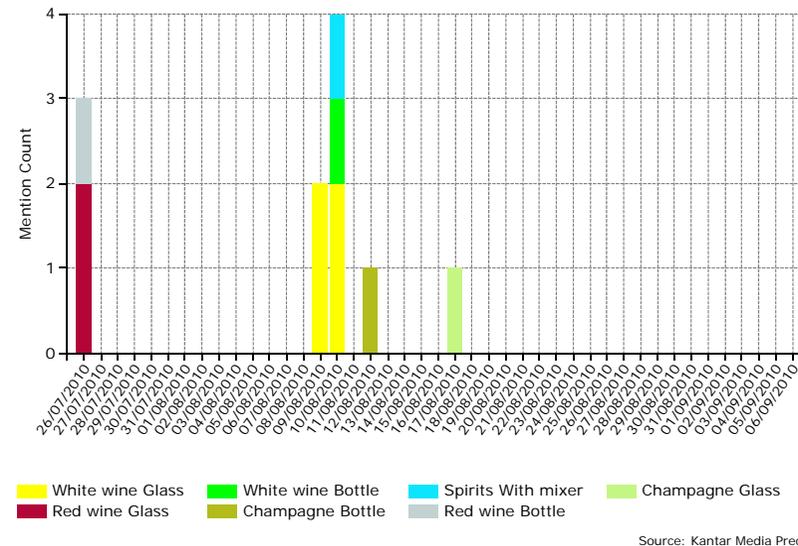


Max Branning was a consistent drinker across the period, finishing with a total of 12.

Peggy Mitchell had nine drinks including a bottle of white wine and a spirit with mixer on 10th August.

Eastenders - Peggy Mitchell

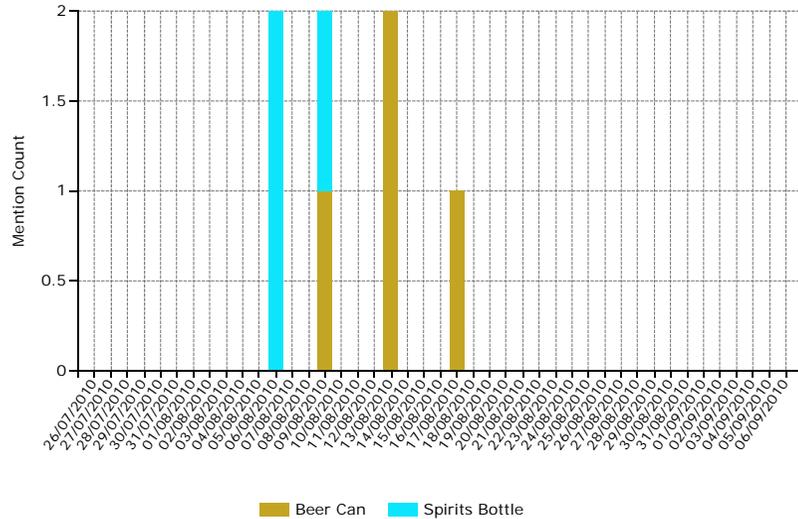
Alcohol consumption by day



What did the leading characters drink?

Eastenders - Phil Mitchell

Alcohol consumption by day



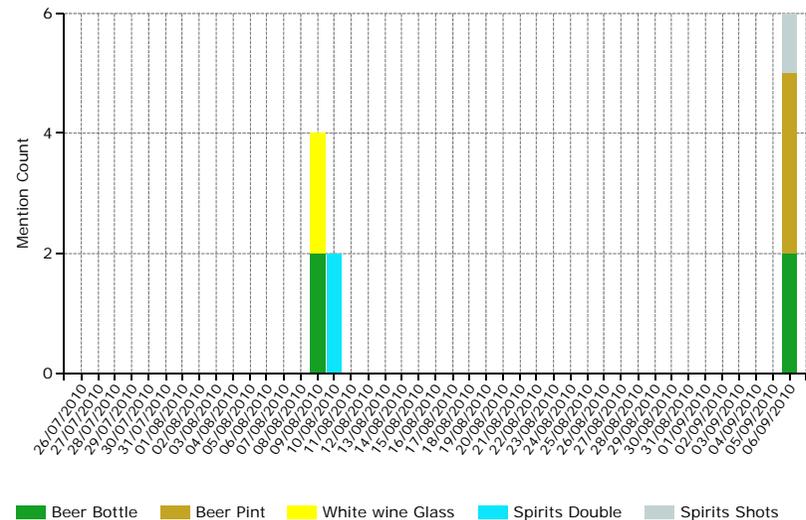
Phil Mitchell had seven drinks and three of those were large bottles of spirits.

Beer Can Spirits Bottle
Source: Kantar Media Precis

Ryan Malloy had 12 drinks and half of those came on 6th September, the night before his wedding.

Eastenders - Ryan Malloy

Alcohol consumption by day



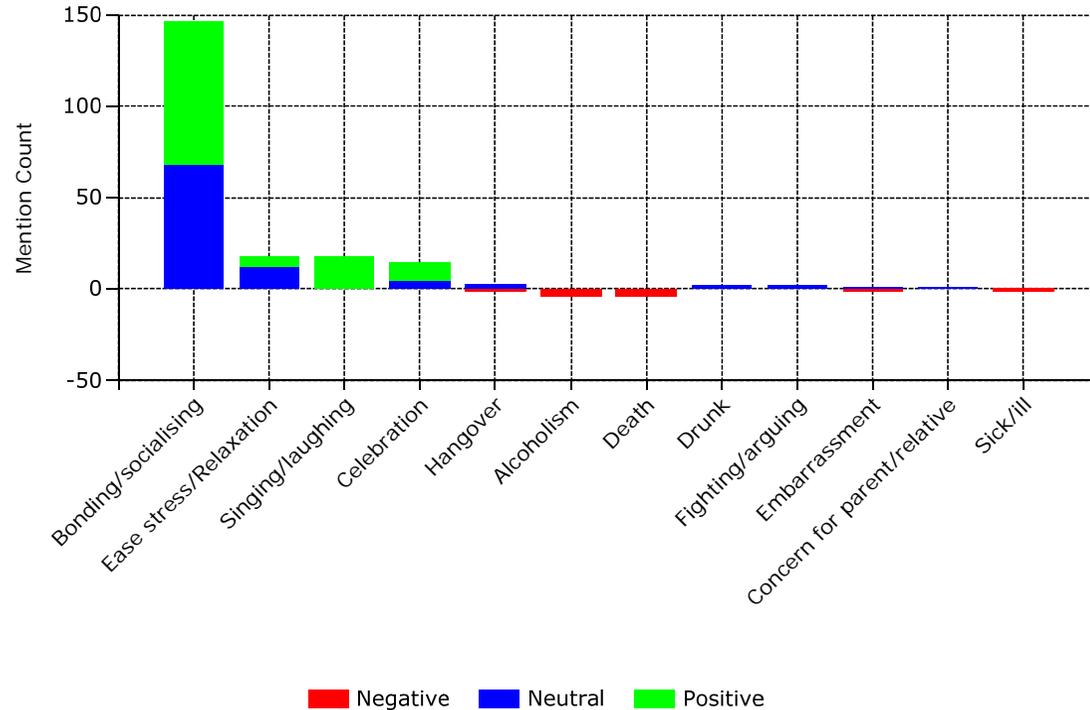
Beer Bottle Beer Pint White wine Glass Spirits Double Spirits Shots
Source: Kantar Media Precis

Emmerdale

What are the effects of drinking alcohol?

Emmerdale

Effects of alcohol



Source: Kantar Media Precis

- Alcohol consumption was generally presented in a favourable light in Emmerdale with *bonding/socialising* the most common activity over the monitoring period.

- The negative coverage stemmed mainly from the death of alcoholic Shadrach Dingle. Previous episodes saw Shadrach turn up to his birthday party drunk before he was thrown out by his disgusted nephew, Marlon, with a four-pack of beer. He subsequently collapsed due to his stomach ulcer and drowned in a river.

- Shadrach's brother, Zak, was shown struggling with the death, commenting that he was found "face down in a river, reaching for a can of ale" (26th July). Zak also commented that "the booze was always his weakness" and "without that he would have made a half decent human being".

- Alcohol also played a part at Shadrach's funeral as mourners drank a can of beer in his memory at the burial and a can was thrown onto the coffin (2nd August).

- Zak was later shown outside the pub drinking a soft drink and he commented that "booze was the ruin of his brother" and that he wanted to remember every last year of his own life (18th August).

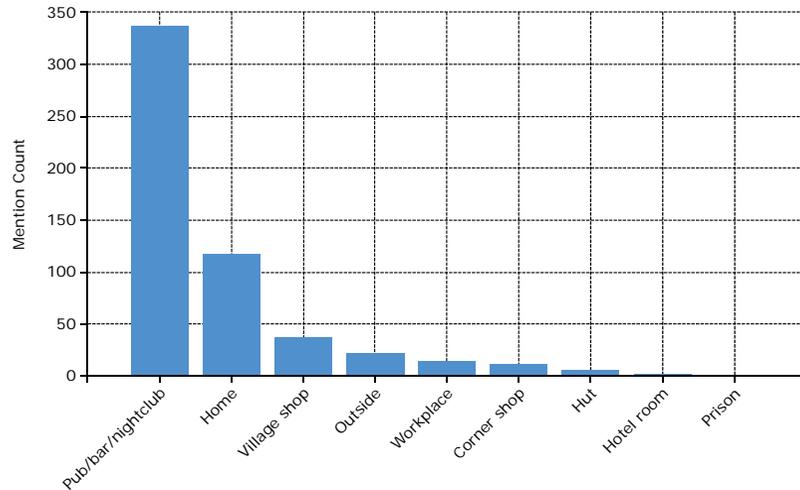
- Marlon also struggled with the death and was shown talking to Lizzie about his guilt over sending Shadrach out with a four-pack of beer. Lizzie pointed out that Shadrach would never have stopped drinking even though the doctor had warned him (26th July).

- Landlady of the Woolpack pub, Nicola, expressed the fear that Shadrach's death would have a negative impact on bar takings and that Zak's abstinence was "putting people off" (4th August).

What are they drinking and where?

Emmerdale

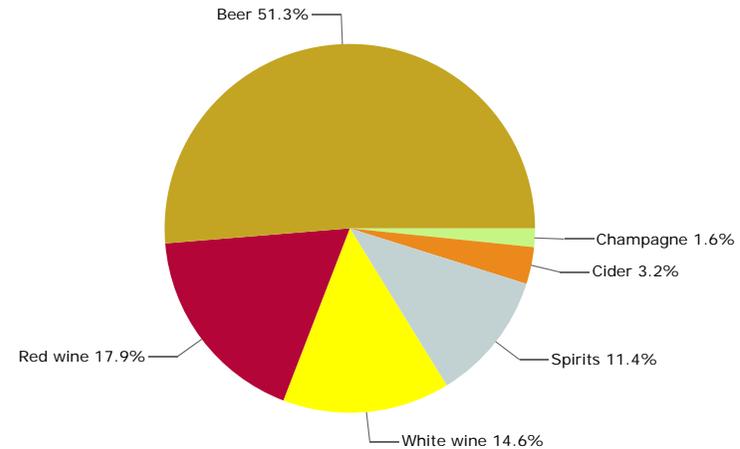
Alcohol by location



Source: Kantar Media Precis

Emmerdale

Type of alcohol



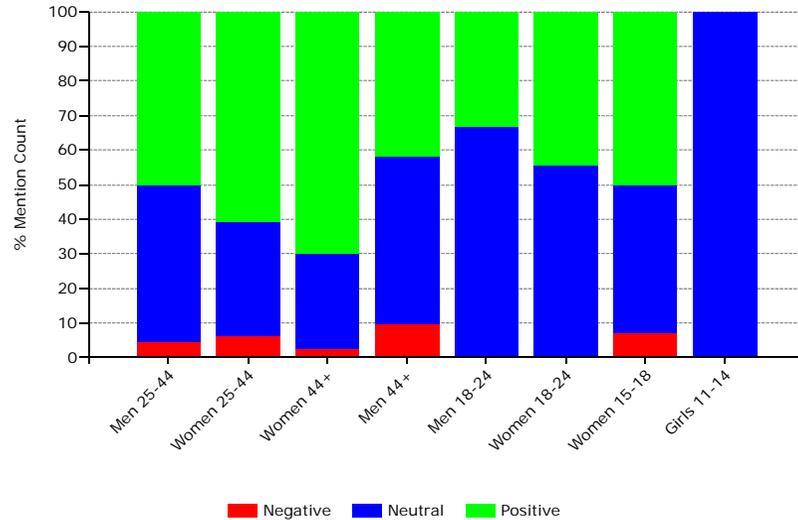
Source: Kantar Media Precis

- As with Coronation Street and Eastenders, the Woolpack pub in Emmerdale is a hub of the community and provided multiple opportunities for alcohol references.
- Home* was also prominent as a location and Chastity Dingle and Rhona Goskirk were the characters most often depicted with alcohol or talking about alcohol in their homes. Chastity featured in multiple scenes drinking in the Dingle home in the lead-up to them finding out about Shadrach's death. On the 23rd August she also had a "girls night in" with Charity, Scarlett and Eve where wine and champagne was consumed. Rhona featured in two separate storylines where she was drinking at Paddy's house. On 10th August she shared two bottles of red wine with Paddy after they attended a job together and on 12th August she and Marlon went to Paddy's house for an evening of drinking beer and playing pool.
- Beer* was the dominant form of alcohol in Emmerdale and a pint was the leading measure, featuring 64% of the time. Male characters drank the majority of the beer while female characters spread their consumption across beer, red and white wine and spirits.
- Red wine* was the second-most prominent alcohol referenced after *beer* and the leading measure was a *glass* with *small* glasses marginally ahead of *large*.

Which age groups drink the most?

Emmerdale

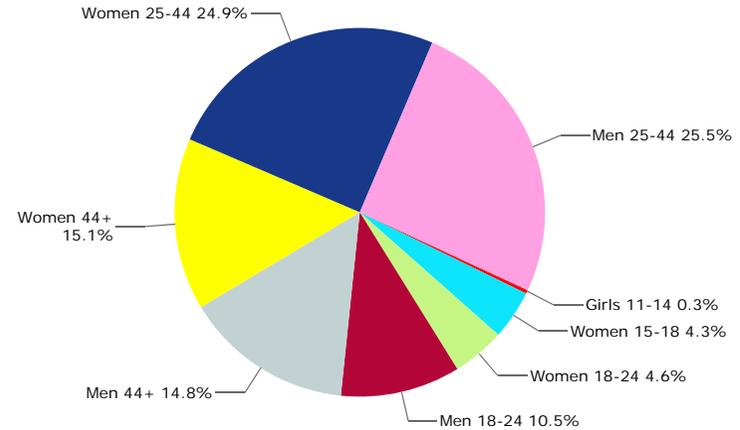
Tone of demographic



Source: Kantar Media Precis

Emmerdale

Alcohol by demographic



Source: Kantar Media Precis

- *Men 25-44* provided most of the alcohol references during the monitored period and generally shown interacting with alcohol in a positive or neutral way. There was only one negative mention and that came from Marlon's expression of guilt at giving Shadrach a four-pack of beer before he died. Males in this age group are not great viewers of Emmerdale, however, as just over 9% choose to watch the show and they provide just over 7% of Emmerdale's total viewers.

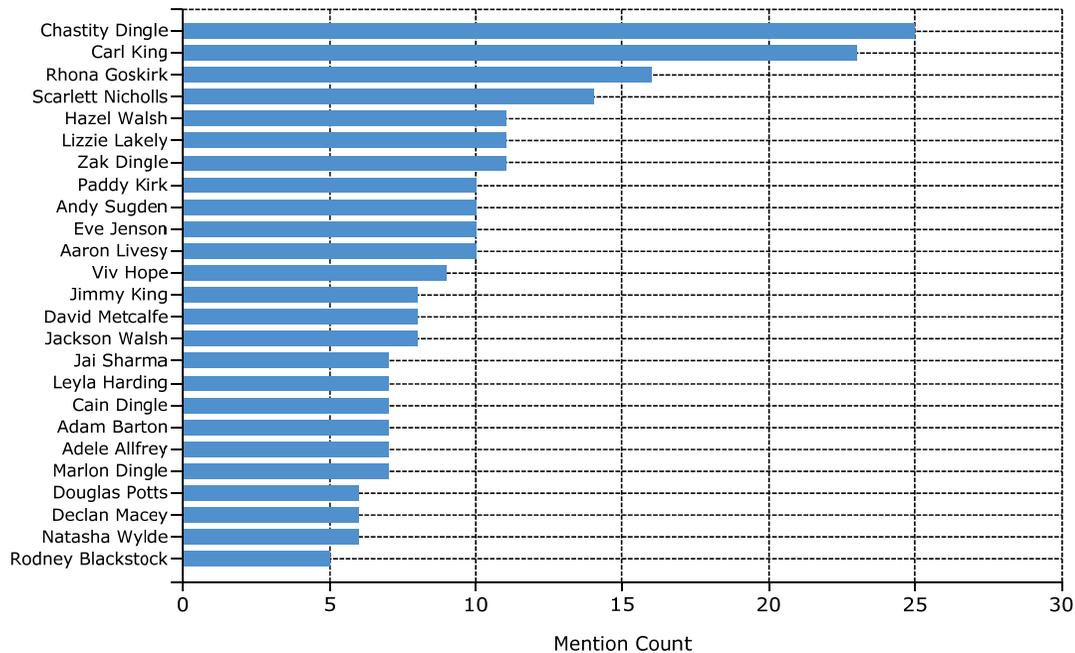
- Women aged 25-44 do watch Emmerdale in significant numbers as just under 24% specifically choose to view it on a regular basis and they provide 19.4% of Emmerdale's overall viewers. Similarly, *women 25-44* were prominent as characters interacting with alcohol during the monitored period. Negative coverage included Pearl calling Rhona "unprofessional" for leading Paddy astray and drinking "on a school night" (11th August) while Chastity suffered from a bad hangover on 24th August after her "girls night in" the night before. Chastity also contributed coverage when she organised her "girls night in" by bursting into the Emmerdale Haulage office and declaring that it was "drinking time" with "birds, booze, no blokes" (23rd August). This was presented on screen in a positive light but does not promote responsible drinking among women.

- *Girls 11-14* contributed just one mention when Belle Dingle recalled a dream she had about her deceased uncle, Shadrach, and noted that he had spilt beer all over himself.

Which characters interact most with alcohol?

Emmerdale

Leading characters and alcohol*



*Top 25 by mention count

Source: Kantar Media Precis

•Chastity Dingle is “confident, loud and proud ... fun-loving, gutsy, brash and in your face” (itv.com/Soaps/emmerdale) so it was no surprise to see her character most often associated with alcohol over the monitored period.

•Perhaps reflecting her character, Chastity is a beer drinker but she also consumed red wine and spirits over the period. During the six weeks of footage there were three occasions when Chastity went over the recommended daily alcohol intake for females. On 26th July she consumed three cans of lager, on 23rd August she consumed half a pint of beer and at least two glasses of red wine and on the 26th August she had three half pints of beer and a single gin and tonic.

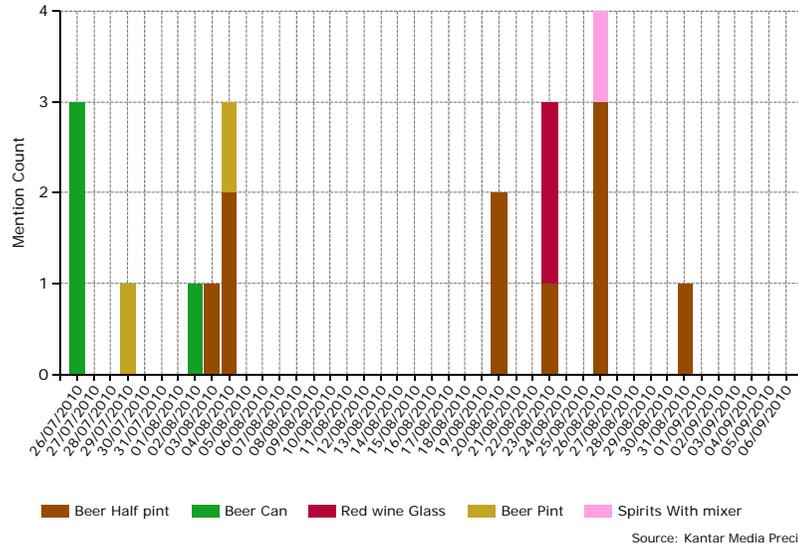
•Carl King was regularly seen in the Woolpack and was a consistent drinker over the six weeks of footage. Carl has a reputation as a “ladies man” so it suits his image for him to be a big drinker as well. Carl was never shown to be suffering from a hangover (in contrast to Chastity) and he only exceeded the recommended guidelines on two occasions. On 29th July, he consumed three pints of lager and on 5th August he had two pints of lager and a spirit with mixer.

•Rhona Goskirk is a sociable person who makes friends easily so is a familiar face at the Woolpack. Her drink of choice was usually a pint of beer although on 10th August she shared two bottles of red wine with Paddy which exceeded her recommended daily limit. Paddy is her partner in the local veterinary surgery and someone she is close to. She was also shown drinking three pints of beer on 5th August again with Paddy.

What did the leading characters drink?

Emmerdale - Chastity Dingle

Alcohol consumption by day

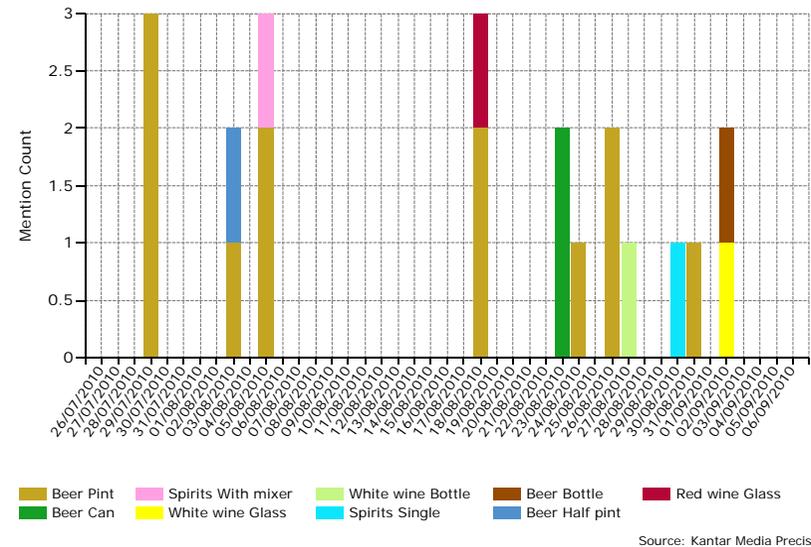


Chastity Dingle had 19 drinks over the period, with a peak on 26th August when she had three half pints and a spirit with mixer.

Carl King had 21 drinks, including 16 pints, cans or bottles of beer.

Emmerdale - Carl King

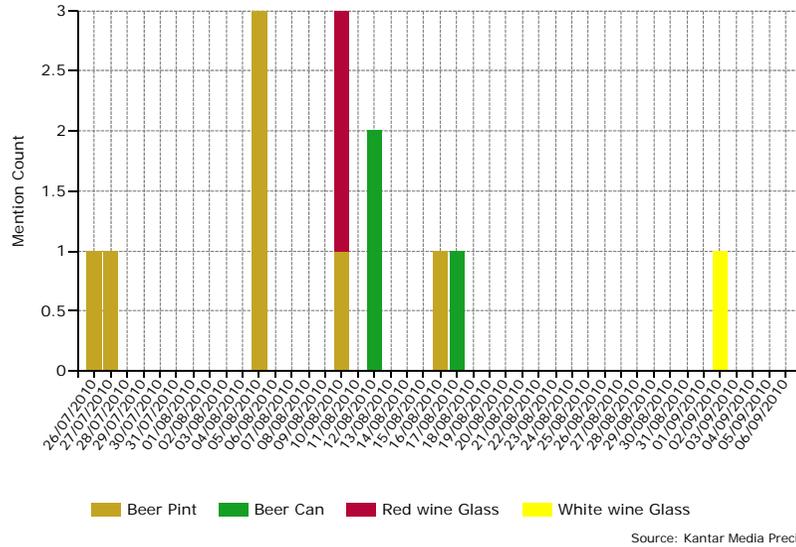
Alcohol consumption by day



What did the leading characters drink?

Emmerdale - Rhona Goskirk

Alcohol consumption by day

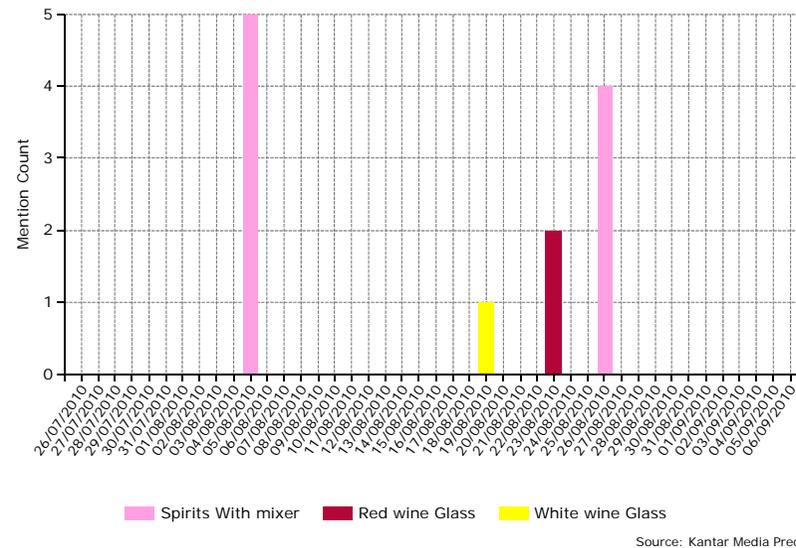


Rhona Goskirk had 13 drinks, including ten pints or cans of beer.

Scarlett Nicholls had 12 drinks, including nine spirits with mixer.

Emmerdale - Scarlett Nicholls

Alcohol consumption by day

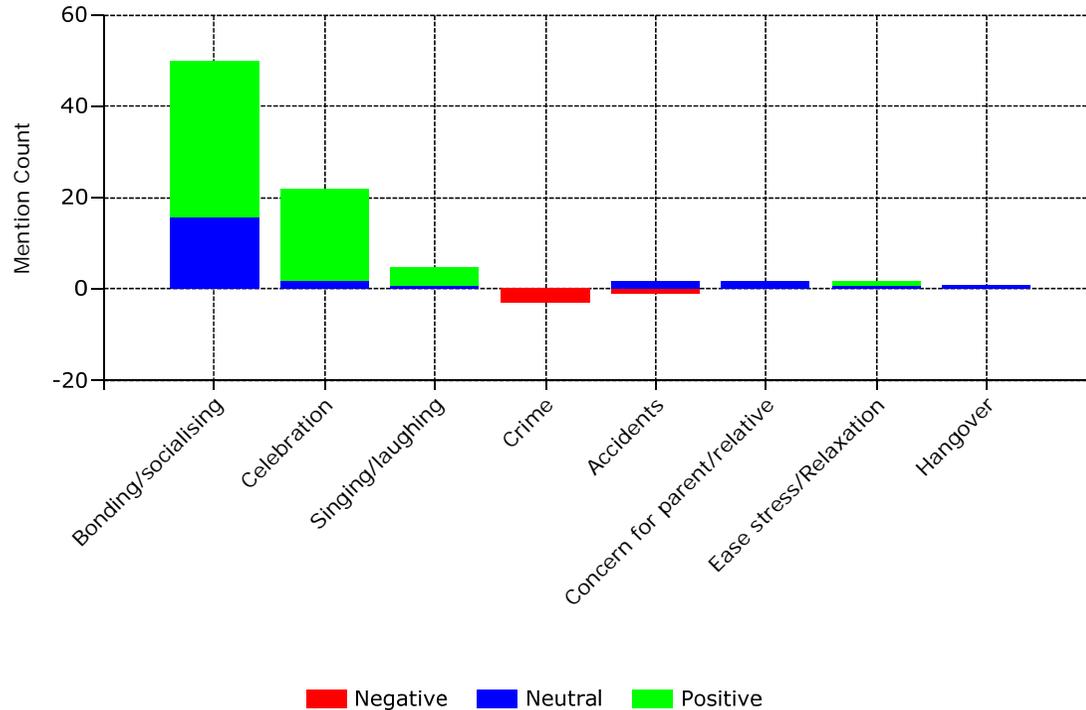


Hollyoaks

What are the effects of drinking alcohol?

Hollyoaks

Effects of alcohol



Source: Kantar Media Precis

- The consequences of drinking alcohol in Hollyoaks were presented in an overwhelmingly positive or neutral way during the monitored period. Generally there was less of a focus on alcohol compared with the other soaps, perhaps reflecting Hollyoaks' younger core audience (44% of females aged 15-18 watch the show).

- However, as there is a younger audience there is arguably more of an onus on the producers to promote responsible drinking and therefore depict more negative consequences from alcohol consumption.

- As with the other soaps, *bonding/socialising* was the most common consequence of alcohol consumption and was predominately favourable in tone. Celebratory moments were understandably positive and included scenes such as Cheryl buying champagne for Malachy, Mercedes and Brendan after she bought Chez Chez nightclub (5th August) and Michaela, Jacqui and Carmel enjoying drinks together to celebrate Jacqui's break-up with Des (9th August).

- Negative consequences were minimal and only appeared in two scenes:

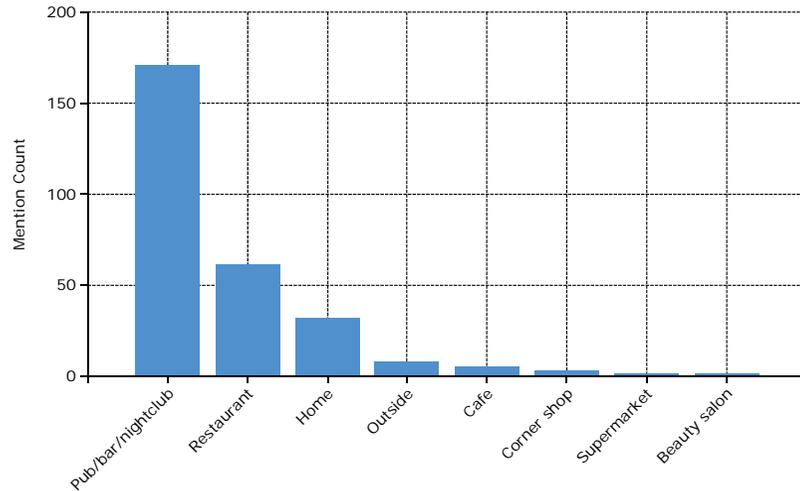
- On 9th August, after celebrating Jacqui's break-up with Des, Michaela, Myra and Jacqui decided not to pay the bar bill of £180 and instead "did a runner".

- On 23rd August Myra joined Mitzee, Michaela and Teresa at the local Italian restaurant and started drinking a bottle of champagne having already had a "couple of vinos" after work. When she tried to get up to leave the restaurant she slipped and hurt her neck.

What are they drinking and where?

Hollyoaks

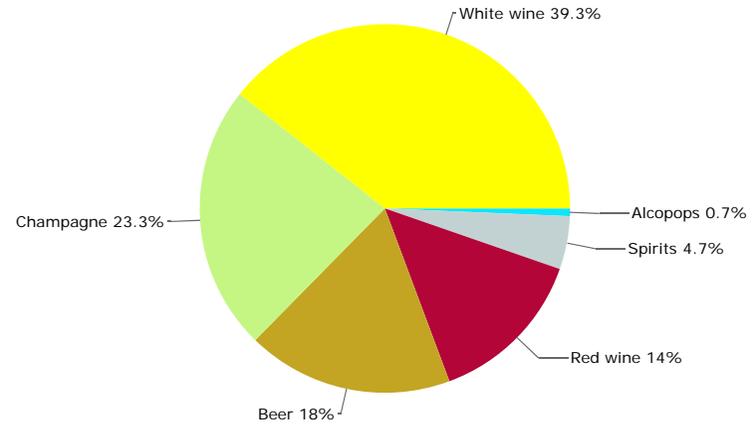
Alcohol by location



Source: Kantar Media Precis

Hollyoaks

Type of alcohol



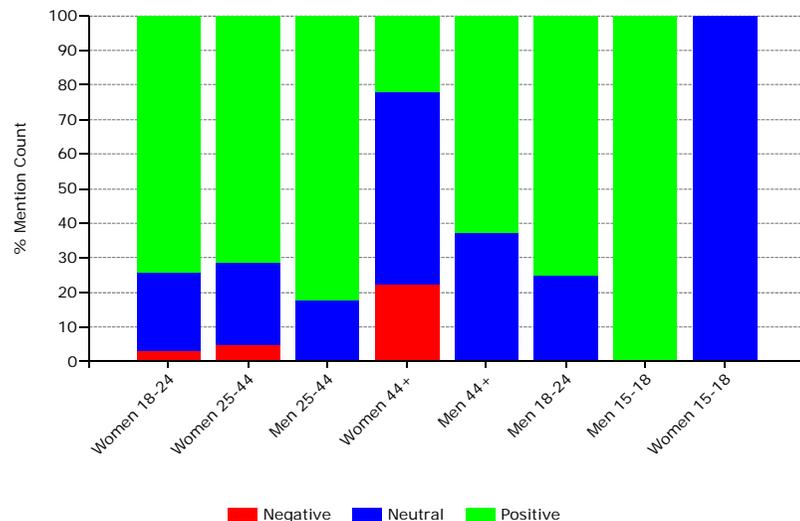
Source: Kantar Media Precis

- With three licensed venues in Hollyoaks (SU Bar, The Dog in the Pond and Chez Chez), *pub/bar/nightclub* was the leading location for alcohol mentions. *Restaurant* was the second-most prominent location as a key character, Tony Hutchinson, runs “Il Gnosh”, the local Italian restaurant.
- Home* was less prominent as a venue for drinking alcohol than in the other soaps and the leading character associated with this venue was Eva Strong who appeared in three scenes. Most notably she had one scene with Anita Roy where she offered Anita a glass of wine which she declined. Eva then commented that “it’s no fun drinking on your own”.
- The *beauty salon* saw one passing mention of alcohol when Carmel was doing Jacqui’s nails and suggested meeting later for a glass of wine before Jacqui’s date. Similarly, the *supermarket* had one scene with an incidental vision of alcohol in the background when Brendan and Cheryl were shopping.
- Hollyoaks was the only one of the four soaps not to have *beer* as its leading beverage with *white wine* and *champagne* much more prevalent, reflecting the high number of female characters in the show in the 15-24 age group.

Which age groups drink the most?

Hollyoaks

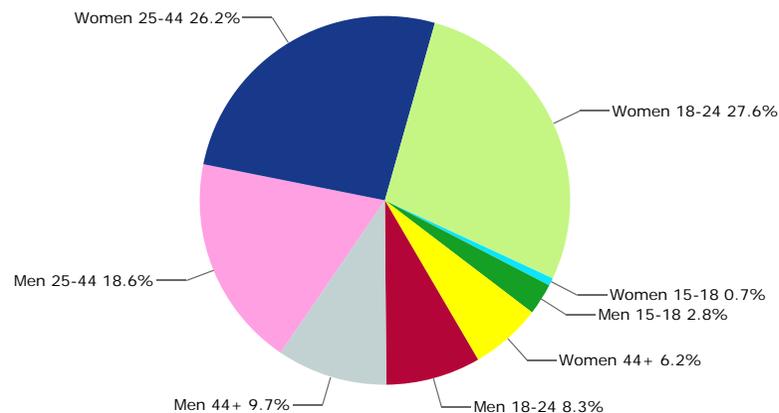
Tone of demographic



Source: Kantar Media Precis

Hollyoaks

Demographic share of voice



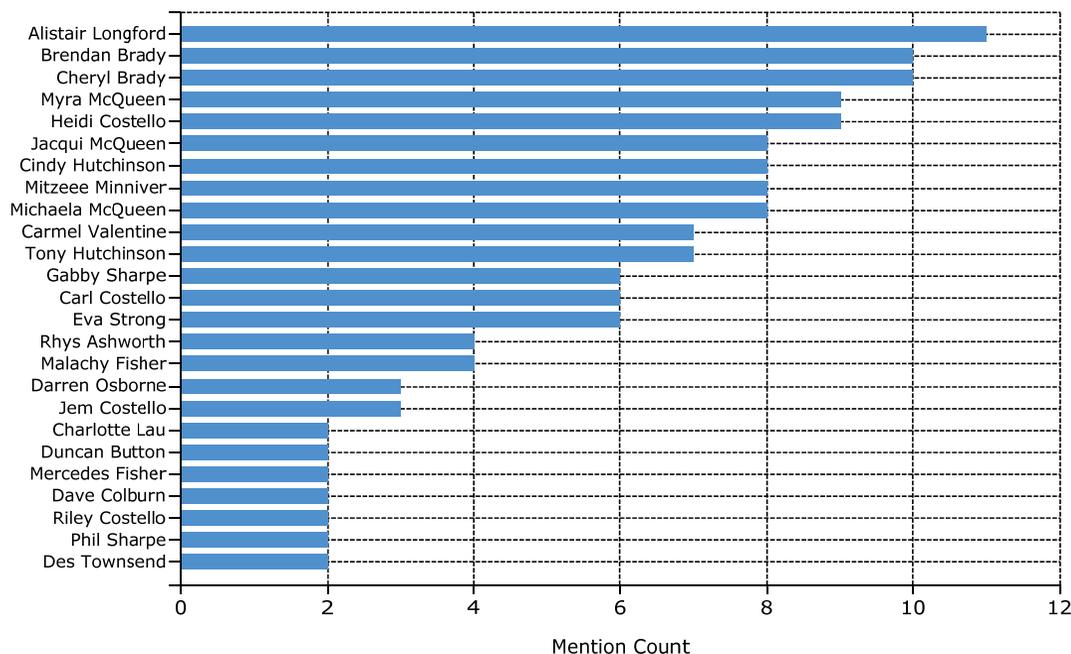
Source: Kantar Media Precis

- Women dominated alcohol consumption in Hollyoaks, much more so than the other three soaps, where males always featured in the top two positions. Young females make up a large percentage of Hollyoaks' viewers (43.7% of 15-18 year olds and 44.6% of 18-24 year olds watch the show) so the predominance of positive depictions of young women drinking and socialising (particularly *women 18-24*) could have a strong impact on impressionable viewers.
- Hollyoaks is less popular among female viewers aged 25-44 with only 15.4% of that age group regularly watching the show (compared to 38.7% for Eastenders). This demographic, however, is well represented on the screen and apart from the one negative scene (where Michaela, Myra and Jacqui avoided paying a bar bill) the coverage is overwhelmingly positive or neutral.
- Coverage of alcohol for *Men 25-44* was entirely neutral or positive in tone and only amounted to 16 individual scenes compared to 23 scenes for *Women 18-24*. Male viewers in this age group are not a key audience for Hollyoaks providing just 13.6% of their overall audience (compared with 28% for women aged 18-24). Notable coverage included Carl Costello drinking with his daughter, Jem, as they sorted out their differences and bonded over white wine (16th August).
- Men 15-18* generated one scene when 18-year-old Riley Costello was shown drinking a celebratory champagne (20th August) while *Women 15-18* also had just one scene when Theresa warned her great aunt, Myra, to "stay off the wine" at a food fair (24th August).
- Negative coverage for *Women 44+* related to two scenes with Myra where she didn't pay a bar bill and slipped and hurt her neck after drinking.

Which characters interact most with alcohol?

Hollyoaks

Leading characters and alcohol*



*Top 25 by mention count

Source: Kantar Media Precis

- The character of wealthy pensioner Alistair Longford was only added to the show during the monitored period. He appears at the top of this chart because of a key storyline involving Cindy Hutchinson which results in him proposing to her. Most of his scenes involved drinking with Cindy as they got to know each other better and ended in them celebrating their engagement with three bottles of champagne and a bottle of red wine (3rd September).

- Brendan Brady part-owns the Chez Chez nightclub with his half-sister Cheryl so he was usually depicted in the club, drinking beer or wine.

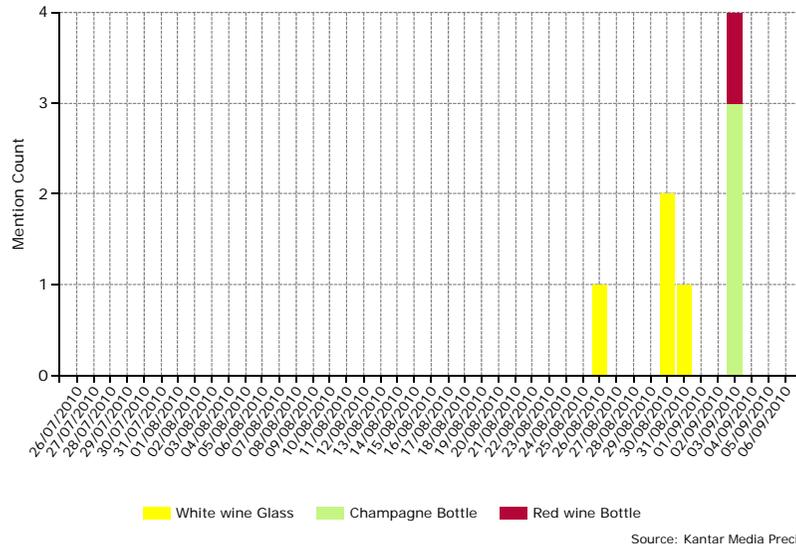
- Apart from scenes in the nightclub, Cheryl was also a regular at The Dog in the Pond pub, including a session with her brother Brendan where he had to help her home because she was so drunk (5th August).

- Myra was shown socialising and drinking with her daughters Michaela and Jacqui in the nightclub and phoned her other daughter Mercedes to ask her to join them, adding that they were having “a right family blow out” (9th August). She also joined Michaela, Mitzee and Theresa at Tony’s restaurant where she drank champagne and later slipped and hurt her neck (23rd August). The next day she was shown suffering from a hangover, slumped in a plate of chips in her kitchen by Theresa. Myra said she had only had a couple of drinks the night before but couldn’t remember what had happened in the restaurant (24th August).

What did the leading characters drink?

Hollyoaks - Alistair Longford

Alcohol consumption by day

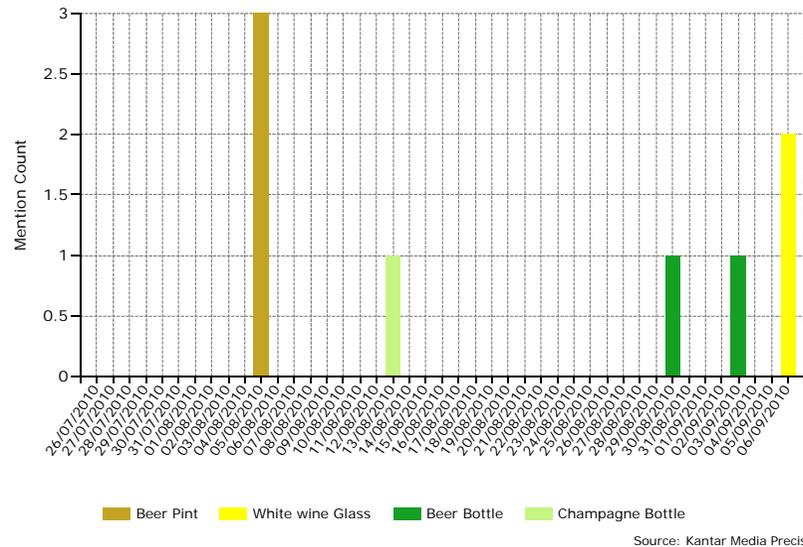


Alistair Longford had eight drinks, including three bottles of champagne.

Hollyoaks - Brendan Brady

Alcohol consumption by day

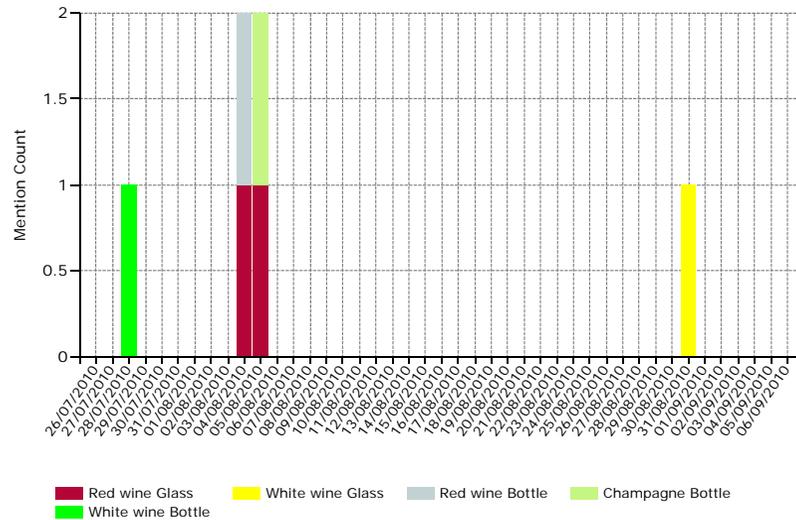
Brendan Brady had eight drinks, mainly pints or bottles of beer.



What did the leading characters drink?

Hollyoaks - Cheryl Brady

Alcohol consumption by day

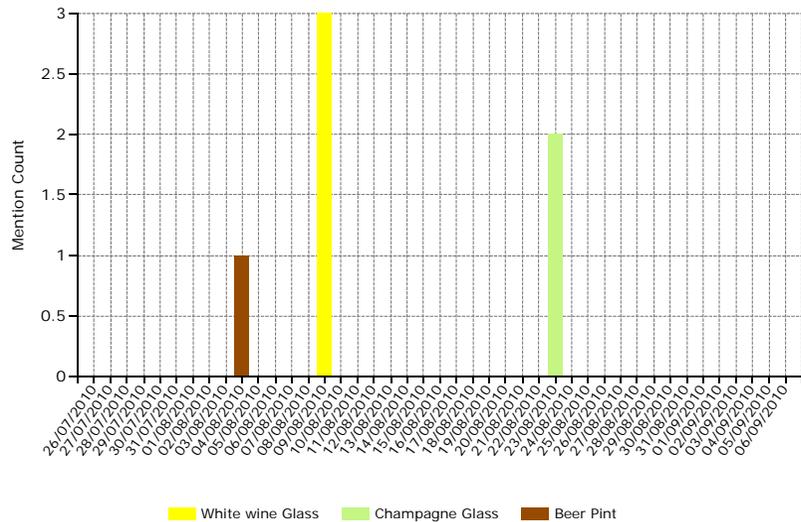


Cheryl Brady had six drinks with the majority (4) on 4th and 5th August.

Hollyoaks - Myra McQueen

Alcohol consumption by day

Myra McQueen had six drinks, including three glasses of white wine on 9th August.



Source: Kantar Media Precs

APPENDIX

TGI data

GBI TGI Soaps and demographics analysis (revised)

GB TGI 2010 Q3 (April 2009 - March 2010)

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Base: Total Sample

	elements	Total Sample	I specially choose to watch it: EastEnders	I specially choose to watch it: Emmerdale	I specially choose to watch it: Coronation Street	I specially choose to watch it: Hollyoaks
Total Sample	Sample	24224	6753	5842	7072	2086
	(000)	49676	13291	10260	12960	4830
	vert%	100.00%	100.00%	100.00%	100.00%	100.00%
	horz%	100.00%	26.76%	20.65%	26.09%	9.72%
	Index	100	100	100	100	100
Men aged 15-18	Sample	371	93	29	51	45
	(000)	1582	433	99	204	232
	vert%	3.18%	3.26%	0.97%	1.57%	4.81%
	horz%	100.00%	27.36%	6.26%	12.87%	14.68%
	Index	100	102	30	49	151
Men aged 18-24	Sample	803	198	88	126	155
	(000)	3240	676	288	418	503
	vert%	6.52%	5.09%	2.81%	3.22%	10.41%
	horz%	100.00%	20.87%	8.89%	12.89%	15.52%
	Index	100	78	43	49	160
Men aged 25-44	Sample	2433	500	271	341	217
	(000)	8279	1530	751	1055	657
	vert%	16.67%	11.51%	7.32%	8.14%	13.60%
	horz%	100.00%	18.49%	9.07%	12.74%	7.94%
	Index	100	69	44	49	82
Women aged 15-18	Sample	372	203	94	129	176
	(000)	1332	713	287	434	583
	vert%	2.68%	5.37%	2.80%	3.35%	12.06%
	horz%	100.00%	53.54%	21.57%	32.59%	43.74%
	Index	100	200	104	125	450
Women aged 18-24	Sample	1080	605	354	431	542
	(000)	3040	1419	763	939	1356
	vert%	6.12%	10.68%	7.44%	7.24%	28.08%
	horz%	100.00%	46.69%	25.09%	30.87%	44.61%
	Index	100	174	121	118	459
Women aged 25-44	Sample	3847	1666	1026	1327	716
	(000)	8293	3214	1988	2578	1277
	vert%	16.69%	24.18%	19.38%	19.89%	26.43%
	horz%	100.00%	38.75%	23.97%	31.09%	15.40%
	Index	100	145	116	119	158

TGI data cont.

Kantar Media Intelligence - Drink Aware (Soaps/Demographics)

YOUTH TGI 2010 SPRING (Mar-May, Oct-Dec 2009)

Copyright Kantar Media UK Ltd 2010

Base: Total Sample

	elements	Total Sample	Emmerdale (15-19)	Coronation Street	EastEnders	Hollyoaks
Total Sample	Sample	6344	270	1477	2123	1278
	(000)	9377	473	2107	3007	1917
	vert%	100.00%	100.00%	100.00%	100.00%	100.00%
	horz%	100.00%	5.05%	22.47%	32.07%	20.44%
	Index	100	100	100	100	100
7-10 All Males	Sample	1020	0	137	212	52
	(000)	1364	0	174	264	61
	vert%	14.55%	0.00%	8.25%	8.78%	3.16%
	horz%	100.00%	0.00%	12.74%	19.35%	4.44%
	Index	100	0	57	60	22
7-10 All Females	Sample	938	0	260	350	134
	(000)	1305	0	342	467	175
	vert%	13.92%	0.00%	16.21%	15.54%	9.14%
	horz%	100.00%	0.00%	26.17%	35.81%	13.43%
	Index	100	0	116	112	66
11- 14 All Males	Sample	1132	0	175	293	84
	(000)	1458	0	220	365	105
	vert%	15.55%	0.00%	10.45%	12.13%	5.46%
	horz%	100.00%	0.00%	15.10%	25.01%	7.18%
	Index	100	0	67	78	35
11- 14 All Females	Sample	1096	0	415	587	340
	(000)	1388	0	522	725	419
	vert%	14.80%	0.00%	24.78%	24.10%	21.88%
	horz%	100.00%	0.00%	37.62%	52.21%	30.21%
	Index	100	0	167	163	148
15-19 All Males	Sample	1063	65	131	194	155
	(000)	1984	117	231	357	288
	vert%	21.16%	24.65%	10.95%	11.88%	15.04%
	horz%	100.00%	5.88%	11.63%	18.01%	14.53%
	Index	100	116	52	56	71
15-19 All Females	Sample	1095	205	359	487	513
	(000)	1878	357	619	829	869
	vert%	20.03%	75.35%	29.37%	27.57%	45.32%
	horz%	100.00%	18.99%	32.95%	44.14%	46.25%
	Index	100	376	147	138	226

Characters

Coronation Street			
Boys 7-10	Joshua Peacock Simon Barlow	Women 18-24	Amber Kalirai Cheryl Gray
Men 15-18	Chesney Battersby-Brown		Kylie Turner Rosie Webster Tina McIntyre
Men 18-24	David Platt Gary Windass Graeme Proctor James Cunningham Quinny Ryan Connor	Women 25-44	Anna Windass Becky McDonald Carla Gordon Charlotte Hoyle Claire Peacock Dawn Coghill Eileen Grimshaw Fiz Stape Izzy Armstrong Janice Battersby Julie Carp Leanne Battersby Maria Connor Mary Taylor Michelle Connor Molly Dobbs Natasha Blakeman Sally Webster Sunita Alahan Tracy Barlow
Men 25-44	Ashley Peacock Ciaran McCarthy Jason Grimshaw John Stape Kirk Sutherland Nick Tilsley Owen Armstrong Sean Tully Steve McDonald Tony Gordon Trevor Dean Tyrone Dobbs		Women 44+
Men 44+	Bill Webster Dev Alahan Eddie Windass Jack Duckworth Joe McIntyre Ken Barlow Kevin Webster Lawrence Cunningham Lewis Archer Lloyd Mullaney Norris Cole Peter Barlow Roy Cropper Ted Page		
Girls 0-7	Amy Barlow		
Women 15-18	Katy Armstrong Sian Powers Sophie Webster		

Characters

Eastenders			
Boys 0-7	Kamil Masood Morgan Jackson-King	Girls 11-14	Abbi Branning
Boys 7-10	Bobby Beale	Women 15-18	Lauren Branning
Boys 11-14	Ben Mitchell Jordan Johnson Liam Butcher	Women 18-24	Becca Swanson Chelsea Fox Jodie Gold Libby Fox
Men 15-18	Jay Brown		Lucy Beale Mercy Olubunmi Stacey Slater Whitney Dean Zsa Zsa Carter
Men 18-24	Adam Best Billie Jackson Darren Miller Fatboy Leon Small Peter Beale Tamwar Masood	Women 25-44	Bianca Jackson Denise Johnson Heather Trott Jane Beale Janine Butcher Kim Fox Lisa Fowler Rainie Cross Ronnie Mitchell Roxy Mitchell Tanya Branning Vanessa Gold
Men 25-44	Christian Clarke Ian Beale Jack Branning Lucas Johnson Max Branning Ricky Butcher Ryan Malloy Syed Masood		Carol Jackson Dot Branning Glenda Mitchell Jean Slater Liz Turner Mo Harris Pat Evans Peggy Mitchell Sal Martin Shirley Carter Zainab Masood
Men 44+	Billy Mitchell Charlie Slater Jim Branning Ken Tate Lewis Daley Masood Ahmed Minty Peterson Patrick Trueman Phil Mitchell	Women 44+	
Girls 0-7	Lily Slater		
Girls 7-10	Dotty Cotton Louise Mitchell Tiffany Dean		

Characters

Emmerdale			
Boys 0-7	TJ Woods	Girls 11-14	Belle Dingle
Men 18-24	Aaron Livesy Adam Barton Andy Sugden Isaac Nuttall Jackson Walsh	Women 15-18	Hannah Barton Scarlett Nicholls
	Men 25-44	Women 18-24	Adele Allfrey Debbie Dingle Holly Barton
Katie Sugden Maisie Wylde Priya Sharma Roz Fielding			
Women 25-44		Brenda Walker Charity Tate Chastity Dingle Eve Birch Eve Jenson Faye Lamb Genesis Walker Laurel Thomas Leyla Harding Moiria Barton Nicola King Rhona Goskirk	
	Men 44+	Women 44+	Betty Eagleton Diane Sugden Edna Birch Hazel Rhodes Hazel Walsh Lisa Dingle Lizzie Lakely Natasha Wylde Pearl Ladderbanks Valerie Pollard Viv Hope
			Alan Turner Ashley Thomas Bob Hope Douglas Potts Eric Pollard Jimmy King Mark Wylde Rodney Blackstock Sandy Thomas Shadrach Dingle Terry Woods Zak Dingle
			Girls 7-10

Characters

Hollyoaks			
Boys 0-7	Charlie Dean	Girls 0-7	Leah Barnes
	Lucas Hay	Girls 11-14	Amber Sharpe
Boys 7-10	Tom Cunningham	Women 15-18	Anita Roy
Men 15-18	Bart McQueen		Holly Hutchinson
	Duncan Button		Jasmine Costello
	Gaz Bennett		Rae Wilson
	Riley Costello	Taylor Sharpe	
Men 18-24	Seth Costello	Theresa McQueen	Women 18-24
	Dave Colburn	Amy Barnes	
	Des Townsend	Carmel Valentine	
	Dominic Reilly	Charlotte Lau	
	Elliot Fisher	Cheryl Brady	
	India Longford	Gilly Roach	
	John Paul McQueen	Hannah Ashworth	
	Justin Burton	Jem Costello	
Kris Fisher	Lauren Valentine		
Rhys Ashworth	Lynsey Nolan	Women 25-44	
Ste Hay	Michaela McQueen		
Men 25-44	Brenden Brady		Mitzee Minniver
	Calvin Valentine		Nancy Hayton
	Carl Costello		Sarah Barnes
	Darren Osborne		Sasha Valentine
	Jake Dean		Steph Cunningham
	Malachy Fisher		Texas Longford
	Max Cunningham		Tina Reilly
	Niall Rafferty		Becca Dean
	Ravi Roy	Cindy Hutchinson	
	Russ Owen	Eva Strong	
Spencer Gray	Gabby Sharpe		
Tony Hutchinson	Heidi Costello		
Warren Fox	Jacqui McQueen	Women 44+	
Zach Ramsey	Louise Summers		
Men 44+	Alistair Longford		Mandy Hutchinson
	Frankie Osborne		Mercedes Fisher
	Jack Osborne		Meriel Vaughn
	Leo Valentine	Trish Minniver	
	Phil Sharpe	Myra McQueen	
		Valerie Holden	

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