

YouGov / British Beer and Pub Association Survey Results

Sample Size: 1736 GB Adults
Fieldwork: 6th - 7th January 2021

	Vote In 2019 GE			2016 EU Ref		Gender		Age				Social Grade		Region					Living in Urban / Rural / Town and Fringe				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Urban	Town and Fringe	Rural	
Weighted Sample	1689	577	428	153	627	675	826	863	182	703	408	396	966	723	200	563	371	412	143	1314	170	205	
Unweighted Sample	1694	610	427	161	700	706	762	932	131	706	431	426	1001	693	158	579	394	424	139	1305	174	214	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-8 Jul '19	6-7 Jan '21																					
How important, if at all, do you think pubs are as part of local communities?																							
Very important	26	32	37	32	32	34	34	36	29	26	32	37	31	32	33	32	32	32	37	24	32	32	33
Fairly important	46	44	44	46	46	46	44	41	48	44	45	43	45	46	43	42	45	46	41	48	44	43	49
TOTAL IMPORTANT	72	76	81	78	78	80	78	77	77	70	77	80	76	78	76	74	77	78	78	72	76	75	82
Not very important	17	15	13	13	17	15	14	14	15	18	13	14	16	15	14	17	14	13	14	20	16	12	12
Not important at all	6	6	4	5	3	4	6	5	6	6	6	5	6	4	7	7	6	6	4	5	6	8	3
TOTAL NOT IMPORTANT	23	21	17	18	20	19	20	19	21	24	19	19	22	19	21	24	20	19	18	25	22	20	15
Don't know	6	3	1	4	0	2	2	3	3	5	4	1	3	3	3	3	3	2	4	3	3	6	3
How important, if at all, do you think pubs are in securing the future of local high streets?																							
Very important	20	24	29	24	22	24	28	26	22	18	23	30	22	23	25	23	22	26	27	20	24	26	21
Fairly important	47	40	38	42	47	43	37	38	42	40	42	39	36	40	40	36	42	40	38	43	39	39	44
TOTAL IMPORTANT	67	64	67	66	69	67	65	64	64	58	65	69	58	63	65	59	64	66	65	63	63	65	65
Not very important	18	21	20	21	22	23	20	21	20	17	18	20	27	22	19	24	21	17	21	24	21	17	21
Not important at all	6	8	8	5	6	5	9	8	7	9	8	6	8	7	9	8	8	9	6	6	8	8	8
TOTAL NOT IMPORTANT	24	29	28	26	28	28	29	29	27	26	26	26	35	29	28	32	29	26	27	30	29	25	29
Don't know	10	8	6	8	3	6	6	7	8	15	9	4	6	8	8	9	7	7	8	7	8	9	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about things the Chancellor could do to help support pubs, which of the following would you like to see? Please tick all that apply.

Reducing business rates for pubs	47	52	55	55	64	57	57	55	49	33	52	60	53	53	51	49	53	53	52	50	52	55	51
Freezing or reducing beer duty to keep down the cost of beer in pubs	44	46	50	47	51	47	52	55	38	29	48	54	42	44	49	40	47	45	49	42	46	49	44
Reducing VAT on pub food	35	42	47	42	42	42	47	43	41	36	42	47	40	43	41	40	44	41	40	43	41	41	49
Repeal the smoking ban for pubs	7	7	7	4	4	4	9	10	3	8	6	6	7	5	9	3	7	7	7	7	6	10	5
Something else [See Tab 1.]	2	4	5	5	3	4	5	5	3	3	5	5	1	4	4	2	4	4	4	7	4	3	6
Not applicable - I don't think the government should be doing anything to support pubs	18	12	13	11	8	11	12	12	11	10	9	11	17	13	10	13	13	11	11	10	12	9	9
Don't know	15	15	10	14	13	15	9	10	20	23	18	10	12	15	16	18	15	15	14	17	16	13	14

Now, thinking about the wider British brewing industry and the contribution it makes to the British economy...Do you think the government should or should not use the Spring 2021 budget to support the British brewing industry?

The government should be trying to support the British brewing industry in the budget	55	62	66	66	67	65	65	67	56	51	63	69	58	61	62	59	62	61	63	62	62	62	64
The government should not offer any support for the British brewing industry in the budget	17	13	13	13	11	12	16	15	12	15	12	13	16	15	12	15	14	14	11	13	13	11	15
Don't know	28	25	21	20	23	23	20	18	31	34	26	18	25	24	26	25	24	25	25	24	25	27	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Beer duty in the UK is currently 11 times higher than in Germany. Do you think that this is generally fair or unfair?

Very fair	5	5	5	5	4	6	6	4	4	4	6	6	5	5	6	5	5	5	4	5	5	6
Somewhat fair	7	6	7	12	9	4	8	6	15	8	5	4	8	5	14	5	6	8	5	7	6	6
TOTAL FAIR	12	11	12	17	13	10	14	10	19	12	11	10	13	10	20	10	11	13	9	12	11	12
Neither fair nor unfair	19	15	20	19	20	15	17	21	29	18	13	24	21	17	24	21	15	19	17	20	17	19
Somewhat unfair	36	39	37	33	38	37	29	43	32	34	37	41	36	36	29	35	43	32	44	35	39	40
Very unfair	33	36	31	32	30	38	40	26	19	37	40	25	30	37	27	34	31	37	31	33	34	29
TOTAL UNFAIR	69	75	68	65	68	75	69	69	51	71	77	66	66	73	56	69	74	69	75	68	73	69