

## YouGov / WSTA Survey Results

Sample Size: 1043 Conservative Party members

Fieldwork: 29th July - 2nd August 2022

	Age			Gender		2016 EU Ref		Country		
Total	18-49	50-64	65+	Male	Female	Remain	Leave	England	Scotland	Wales
<b>Weighted Sample</b> 1043	397	241	406	671	372	323	668	881	108	53
<b>Unweighted Sample</b> 1043	307	287	449	664	379	229	775	927	64	52
	%	%	%	%	%	%	%	%	%	%

Which ONE, if any, of the following is your MOST preferred alcoholic drink? (If you never drink alcohol or don't have a preferred alcoholic drink, please select the relevant 'Not applicable' option)

Lager	9	12	12	5	14	2	9	9	9	16	4
Real ale/bitter	10	10	13	9	16	1	10	11	11	6	13
Craft beer	3	6	2	1	4	1	4	3	4	0	0
Prosecco	2	1	2	2	1	3	1	2	2	1	3
Champagne	7	8	5	6	4	11	11	5	7	4	0
Other sparkling wine e.g. English sparkling wine, Cava	1	1	1	1	1	2	1	1	1	1	2
Red wine	15	9	14	21	14	16	16	14	14	20	21
White wine	9	4	12	11	5	15	10	8	8	17	9
Rosé wine	2	2	3	2	2	4	1	3	3	0	0
Vodka	2	3	1	2	2	2	4	1	2	3	2
Whiskey	6	5	4	7	7	3	4	6	5	9	7
Rum	2	3	1	1	2	1	2	2	2	2	0
Gin	8	7	8	8	6	11	7	8	8	4	13
Other	4	5	5	3	4	4	4	4	4	3	3
Don't know	0	0	0	1	1	0	1	0	0	3	0
Not applicable - I don't have a preferred alcoholic drink	6	7	5	7	6	7	5	7	7	1	5
Not applicable - I don't drink alcohol	14	14	13	14	11	18	10	15	14	10	20

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	%	%	%	%	%	%	%	%	%	%	%

Alcohol duty is set to change in 2023, that will mean higher taxes for some types of alcohol (e.g. high-strength cider, most still wines and fortified wines) and lower taxes for other types of alcohol (e.g. sparkling wine and draught beer and cider).

To what extent, if at all, do you support or oppose the following changes to alcohol duty?

Increasing the duty on most still wines

Strongly support	8	9	7	7	7	9	10	7	8	8	3
Tend to support	21	20	22	21	21	21	24	19	22	8	28
<b>TOTAL SUPPORT</b>	<b>29</b>	<b>29</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>30</b>	<b>34</b>	<b>26</b>	<b>30</b>	<b>16</b>	<b>31</b>
Tend to oppose	39	31	40	46	36	44	39	39	39	46	34
Strongly oppose	22	25	24	18	26	15	21	24	21	33	22
<b>TOTAL OPPOSE</b>	<b>61</b>	<b>56</b>	<b>64</b>	<b>64</b>	<b>62</b>	<b>59</b>	<b>60</b>	<b>63</b>	<b>60</b>	<b>79</b>	<b>56</b>
Don't know	10	15	7	7	10	11	6	11	11	5	14

Increasing the duty on fortified wines

Strongly support	11	11	12	10	10	12	14	10	11	10	11
Tend to support	29	25	26	34	27	33	32	28	30	20	25
<b>TOTAL SUPPORT</b>	<b>40</b>	<b>36</b>	<b>38</b>	<b>44</b>	<b>37</b>	<b>45</b>	<b>46</b>	<b>38</b>	<b>41</b>	<b>30</b>	<b>36</b>
Tend to oppose	31	26	35	35	29	35	30	32	30	41	33
Strongly oppose	17	22	18	11	21	9	17	17	16	23	13
<b>TOTAL OPPOSE</b>	<b>48</b>	<b>48</b>	<b>53</b>	<b>46</b>	<b>50</b>	<b>44</b>	<b>47</b>	<b>49</b>	<b>46</b>	<b>64</b>	<b>46</b>
Don't know	12	16	10	10	13	12	8	13	13	6	18

Increasing the duty on high-strength cider

Strongly support	26	26	23	28	24	29	30	24	26	26	24
Tend to support	35	26	37	42	33	39	35	36	35	32	36
<b>TOTAL SUPPORT</b>	<b>61</b>	<b>52</b>	<b>60</b>	<b>70</b>	<b>57</b>	<b>68</b>	<b>65</b>	<b>60</b>	<b>61</b>	<b>58</b>	<b>60</b>
Tend to oppose	19	21	20	16	20	17	20	17	19	20	20
Strongly oppose	11	14	13	8	14	6	9	13	11	16	5
<b>TOTAL OPPOSE</b>	<b>30</b>	<b>35</b>	<b>33</b>	<b>24</b>	<b>34</b>	<b>23</b>	<b>29</b>	<b>30</b>	<b>30</b>	<b>36</b>	<b>25</b>
Don't know	9	13	7	7	9	9	6	10	10	5	16

Reducing the duty on sparkling wines

Strongly support	18	24	15	13	19	14	21	16	17	23	9
Tend to support	34	32	38	33	33	35	31	34	33	37	38
<b>TOTAL SUPPORT</b>	<b>52</b>	<b>56</b>	<b>53</b>	<b>46</b>	<b>52</b>	<b>49</b>	<b>52</b>	<b>50</b>	<b>50</b>	<b>60</b>	<b>47</b>
Tend to oppose	27	20	28	33	26	28	30	26	27	25	32
Strongly oppose	10	9	9	10	9	11	10	9	10	8	5
<b>TOTAL OPPOSE</b>	<b>37</b>	<b>29</b>	<b>37</b>	<b>43</b>	<b>35</b>	<b>39</b>	<b>40</b>	<b>35</b>	<b>37</b>	<b>33</b>	<b>37</b>
Don't know	12	14	10	11	12	12	7	14	12	8	16

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<b>Weighted Sample</b>	<b>1043</b>	<b>397</b>	<b>241</b>	<b>406</b>	<b>671</b>	<b>323</b>	<b>668</b>	<b>881</b>	<b>108</b>	<b>53</b>
<b>Unweighted Sample</b>	<b>1043</b>	<b>307</b>	<b>287</b>	<b>449</b>	<b>664</b>	<b>229</b>	<b>775</b>	<b>927</b>	<b>64</b>	<b>52</b>
	%	%	%	%	%	%	%	%	%	%

**Reducing the duty on draught beer and cider**

Strongly support	23	26	26	19	29	13	22	25	24	22	17
Tend to support	34	29	37	38	34	35	34	35	34	43	34
<b>TOTAL SUPPORT</b>	<b>57</b>	<b>55</b>	<b>63</b>	<b>57</b>	<b>63</b>	<b>48</b>	<b>56</b>	<b>60</b>	<b>58</b>	<b>65</b>	<b>51</b>
Tend to oppose	22	21	20	25	19	28	27	20	22	20	26
Strongly oppose	10	10	11	10	10	11	11	10	11	9	7
<b>TOTAL OPPOSE</b>	<b>32</b>	<b>31</b>	<b>31</b>	<b>35</b>	<b>29</b>	<b>39</b>	<b>38</b>	<b>30</b>	<b>33</b>	<b>29</b>	<b>33</b>
Don't know	9	13	5	9	8	12	6	10	9	6	17

**Thinking specifically about tax on wine, do you think the next Chancellor and Prime Minister should...**

Increase tax on wine	17	21	14	15	17	17	17	16	17	13	18
Decrease tax on wine	25	30	31	17	30	17	22	28	25	30	26
Keep tax on wine the same	52	39	52	64	48	58	54	51	52	53	48
Don't know	6	10	3	4	5	8	6	5	6	3	7

**Would you support or oppose introducing a lower rate of wine duty for small wine producers in England and Wales?**

Strongly support	39	39	45	34	40	36	34	41	40	28	43
Tend to support	41	40	35	45	38	46	45	39	40	45	42
<b>TOTAL SUPPORT</b>	<b>80</b>	<b>79</b>	<b>80</b>	<b>79</b>	<b>78</b>	<b>82</b>	<b>79</b>	<b>80</b>	<b>80</b>	<b>73</b>	<b>85</b>
Tend to oppose	9	9	8	9	10	7	12	7	9	12	0
Strongly oppose	3	4	2	3	4	2	2	4	3	4	5
<b>TOTAL OPPOSE</b>	<b>12</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>16</b>	<b>5</b>
Don't know	9	8	10	9	8	10	8	9	8	11	10