

## YouGov / WSTA Survey Results

Sample Size: 2051 GB Adults
Fieldwork: 2nd - 3rd October 2025

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			,	ote in 2	024 GE		EU Re	f 2016	Ge	ender		Ag	je		Social	Grade		Country	1		Region	in England		Thos	e who
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	drink alcohol	don't drink alcohol
Weighted Sample	2051	369	527	189	222	120	720	732	993	1058	215	847	507	482	1169	855	1774	98	178	486	336	248	703	1588	463
Unweighted Sample				217	237	129	794	758	874	1177	165	793			1206	832	1783	108	160	504	357	189	733	1596	455
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how often, if at all, do you have an alcoholic drink?															_					_					
Every day	3	5	3	3	4	1	4	4	4	2	0	1	5	7	3	3	4	2	3	4	2	1	5	4	0
5-6 days a week		5	2	5	4	4	4	5	3	3	1	1	4	7	3	3	3	1	3	3	2	3	4	4	0
3-4 days a week		13	12	11	11	10	12	11	13	8	7	8	13	12	12	8	10	11	11	10	9	10	11	13	0
1-2 days a week		21	20	21	21	16	20	20	22	17	15	20	21	18	20	19	19	18	21	18	20	24	17	25	0
Two or three times a month	16	15	17	22	16	22	19	14	17	16	19	18	14	14	18	14	16	11	20	16	18	13	16	21	0
Once a month	6	5	7	5	4	5	6	4	6	7	11	7	4	5	7	6	5	11	13	6	4	5	6	8	0
Less than once a month		18	18	15	19	22	17	20	16	22	19	22	17	15	17	21	20	18	14	20	19	19	19	24	0
Don't know		1	0	0	1	0	0	1	1	1	3	1	0	1	1	1	1	4	0	1	0	1	1	0	4
Not applicable – I don't drink alcohol	22	16	21	19	20	19	18	21	18	25	26	21	22	21	19	25	22	24	14	22	25	25	20	0	96
In the last month, which, if any, of the following types of drinks did you drinkat home?																									
Wine (e.g. red, white, sparkling, champagne, port etc.)	31	36	36	35	26	32	37	31	29	33	23	28	35	36	36	25	31	22	40	29	29	30	33	39	2
Beer	26	24	29	29	30	27	29	26	40	12	16	31	28	18	28	23	25	25	32	25	25	28	24	33	1
Spirits	23	24	22	24	23	22	24	23	25	21	26	22	25	19	23	22	22	18	29	22	21	20	24	29	1
Cider	13	15	11	12	14	14	13	13	18	10	17	12	16	11	13	15	13	11	18	13	15	10	13	17	1
No/low alcohol drinks (e.g. Peroni 0.0, Tanqueray 0.0																									
alcohol free spirit, Nozeco alcohol free sparkling wine	12	12	13	14	7	8	13	10	14	10	16	12	10	11	13	9	12	4	14	11	10	15	12	11	14
alternative drink etc.)																									
Ready-to-drink (RTD) beverages (e.g. pre-mixed cocktails etc.)	•	5	9	8	3	12	7	5	5	10	18	8	6	3	8	8	7	5	16	7	6	8	8	10	1
Other		8	12	14	8	14	12	9	10	11	8	8	13	12	11	10	11	11	9	10	13	9	10	6	25
Don't know/ can't remember		7	5	3	6	5	5	4	5	5	9	4	4	7	6	4	5	11	4	6	6	4	5	5	7
Not applicable – I haven't been here in the past month	28	24	25	23	29	22	23	29	23	32	32	28	25	29	23	33	28	35	22	29	30	30	26	20	54



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			٧	ote in 2	2024 GE		EU Ref	2016	Ge	nder		Ag	je		Social	Grade		Country			Region i	n England		Thos	e who
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	drink alcohol	don't drink alcohol
ited Sample	2051	369	527	189	222	120	720	732	993	1058	215	847	507	482	1169	855	1774	98	178	486	336	248	703	1588	463
ted Sample	2051	325	559	217	237	129	794	758	874	1177	165	793	548	545	1206	832	1783	108	160	504	357	189	733	1596	455
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighte Unweighte

In the last year, how would you describe changes in the price of alcoholic drinks sold in...

[Asked only to those who drink alcohol; n=1596]

	shons	retailers	or	conveni	ence	stores?	
-		,				- ,	

22	19	23	12	31	18	19	25	22	21	14	24	26	17	22	21	21	27	29	21	22	28	17	22	0
50	53	48	55	48	50	50	48	51	50	63	49	46	53	48	52	51	43	48	52	49	48	52	50	0
72	72	71	67	79	68	69	73	73	71	77	73	72	70	70	73	72	70	77	73	71	76	69	72	0
10	11	9	15	6	11	10	9	11	9	11	10	11	9	11	9	10	7	9	9	12	7	11	10	0
0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	1	1	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	1	1	1	0	0	0
18	16	20	18	14	20	20	18	15	20	12	17	17	22	18	17	18	21	14	17	16	16	20	18	0
37	35	37	35	44	38	35	41	41	33	33	40	34	36	39	32	36	46	38	35	35	45	35	37	0
37	41	34	37	37	41	39	34	35	39	41	36	40	33	36	38	38	29	30	37	43	34	39	37	0
74	76	71	72	81	79	74	75	76	72	74	76	74	69	75	70	74	75	68	72	78	79	74	74	0
4	4	5	7	4	5	4	4	4	5	8	4	4	3	5	4	4	2	5	4	5	2	5	4	0
0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	_ 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	50 72 10 0 0 0 18 37 37 74 4	50   53 72   72 10   11 0   0 0   0 18   16 37   35 37   41 74   76 4   4 0   0	50 53 48 72 72 71 10 11 9 0 0 0 0 0 0 18 16 20 37 35 37 37 41 34 74 76 71 4 4 5 0 0 0	50 53 48 55 72 72 71 67 10 11 9 15 0 0 0 0 0 0 0 0 18 16 20 18 37 35 37 35 37 41 34 37 74 76 71 72 4 4 5 7 0 0 0 0	50         53         48         55         48           72         72         71         67         79           10         11         9         15         6           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           18         16         20         18         14           37         35         37         35         44           37         41         34         37         37           74         76         71         72         81           4         4         5         7         4           0         0         0         0         0	50         53         48         55         48         50           72         72         71         67         79         68           10         11         9         15         6         11           0         0         0         0         0         0           0         0         0         0         0         0           0         0         0         0         0         1           18         16         20         18         14         20           37         35         37         35         44         38           37         41         34         37         37         41           74         76         71         72         81         79           4         4         5         7         4         5           0         0         0         0         0         0	50         53         48         55         48         50         50           72         72         71         67         79         68         69           10         11         9         15         6         11         10           0         0         0         0         0         0         0         0           0	50         53         48         55         48         50         50         48           72         72         71         67         79         68         69         73           10         11         9         15         6         11         10         9           0         0         0         0         0         0         0         0         0           0         0         0         0         0         0         0         0         0         0           18         16         20         18         14         20         20         18           37         35         37         35         44         38         35         41           37         41         34         37         37         41         39         34           74         76         71         72         81         79         74         75           4         4         5         7         4         5         4         4           0         0         0         0         0         0         0         0	50         53         48         55         48         50         50         48         51           72         72         71         67         79         68         69         73         73           10         11         9         15         6         11         10         9         11           0         0         0         0         1         0         0         0         0           0         0         0         0         0         0         0         0         0         0           18         16         20         18         14         20         20         18         15           37         35         37         35         44         38         35         41         41           37         41         34         37         37         41         39         34         35           74         76         71         72         81         79         74         75         76           4         4         5         7         4         5         4         4         4           0         0         0	50         53         48         55         48         50         50         48         51         50           72         72         71         67         79         68         69         73         73         71           10         11         9         15         6         11         10         9         11         9           0         0         0         0         1         0<	50         53         48         55         48         50         50         48         51         50         63           72         72         71         67         79         68         69         73         73         71         77           10         11         9         15         6         11         10         9         11         9         11           0         12         12         12	50         53         48         55         48         50         50         48         51         50         63         49           72         72         71         67         79         68         69         73         73         71         77         73           10         11         9         15         6         11         10         9         11         9         11         10           0	50         53         48         55         48         50         50         48         51         50         63         49         46           72         72         71         67         79         68         69         73         73         71         77         73         72           10         11         9         15         6         11         10         9         11         9         11         10         11         10         11         10         11         10         11         10         0 <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53           72         72         71         67         79         68         69         73         73         71         77         73         72         70           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         10         11         9         11         10         0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         0         0         0         0         0         0         0         0         0         0         0         0         0         0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73           10         11         9         15         6         11         10         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         10         0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7           0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         70         73         72         70         70         73         72         70         77         70         73         72         70         70<!--</td--><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9           0</td><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71           10         11         9         11         9         11         10         11         9         11         9         11         9         10         7         9         9         12           0</td><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73         71         76           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9         12         7           0</td><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11           0<!--</td--><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52         50           72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69         72           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11         10           0</td></td></td>	50         53         48         55         48         50         50         48         51         50         63         49         46         53           72         72         71         67         79         68         69         73         73         71         77         73         72         70           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         10         11         9         11         10         0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         0         0         0         0         0         0         0         0         0         0         0         0         0         0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73           10         11         9         15         6         11         10         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72           10         11         9         15         6         11         10         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         10         0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7           0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         77         70         73         72         70         70         73         72         70         70         73         72         70         77         70         73         72         70         70 </td <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9           0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71           10         11         9         11         9         11         10         11         9         11         9         11         9         10         7         9         9         12           0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73         71         76           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9         12         7           0</td> <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11           0<!--</td--><td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52         50           72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69         72           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11         10           0</td></td>	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9           0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71           10         11         9         11         9         11         10         11         9         11         9         11         9         10         7         9         9         12           0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         77         73         71         76           10         11         9         15         6         11         10         9         11         9         11         9         11         9         10         7         9         9         12         7           0	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52           72         72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11           0 </td <td>50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52         50           72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69         72           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11         10           0</td>	50         53         48         55         48         50         50         48         51         50         63         49         46         53         48         52         51         43         48         52         49         48         52         50           72         71         67         79         68         69         73         73         71         77         73         72         70         70         73         72         70         77         73         71         76         69         72           10         11         9         11         9         11         10         11         9         11         9         11         9         11         9         11         9         10         7         9         9         12         7         11         10           0

You said you noticed that prices have increased in shops. Has this made you more or less likely to buy alcohol from shops, or has it made no real difference?

[Asked only to those who said prices of alcoholic drinks in shops have increased: n=11341

chope have mercacea, ii 1101j																									
Much more likely	1	0	1	2	2	1	1	1	2	1	4	1	2	0	1	1	1	0	2	1	1	1	2	1	0
A little more likely	3	5	2	2	2	8	3	3	4	3	6	4	2	3	3	4	3	6	1	4	4	2	3	3	0
TOTAL MORE LIKELY	4	5	3	4	4	9	4	4	6	4	10	5	4	3	4	5	4	6	3	5	5	3	5	4	0
A little less likely	24	17	25	30	26	32	27	21	24	24	26	27	21	19	23	25	24	36	20	21	31	27	22	24	0
Much less likely	13	12	12	8	15	15	10	14	11	14	11	15	11	11	15	10	13	9	14	10	10	18	14	13	0
TOTAL LESS LIKELY	37	29	37	38	41	47	37	35	35	38	37	42	32	30	38	35	37	45	34	31	41	45	36	37	0
No difference – I was and still am as likely to buy alcohol	45	55	50	48	45	29	49	49	46	44	30	37	55	57	45	46	45	38	48	50	39	38	48	45	0
No difference – I was and still am NOT likely to buy alcohol	12	10	8	9	9	15	9	10	11	12	20	14	8	8	12	11	12	9	11	13	13	13	11	12	0
Don't know	2	1	2	0	0	0	1	1	2	2	3	2	2	1	1	2	1	1	5	2	2	2	1	2	0



Sample Size: 2051 GB Adults Fieldwork: 2nd - 3rd October 2025

> Vote in 2024 GE EU Ref 2016 Gender Social Grade Country Region in England Those who.. Lib Reform ...drink Rest of ..don't drink ABC1 C2DE England Total Con Lab 18-24 25-49 50-64 65+ Midlands London Green Remain Leave Wales Scotland North UK Dem South alcohol alcohol Weighted Sample 2051 369 527 189 222 120 720 732 993 1058 215 847 507 482 1169 855 1774 98 178 486 336 248 703 1588 463 Unweighted Sample 2051 325 559 217 794 237 129 758 874 165 793 548 1783 108 160 504 357 189 733 1596 455 % %

You said you noticed that prices have increased in pubs / restaurants. Has this made you more or less likely to buy alcohol in pubs/restaurants or has it made no real difference?

[Asked only to those who said prices of alcoholic drinks in nuls and restaurants have increased: n=11781

pubs and restaurants have increased, n=1176j																									
Much more likely	1	1	0	0	3	1	0	1	1	0	0	0	2	1	1	1	1	3	1	0	1	0	1	1	0
A little more likely	2	3	2	1	2	2	2	2	3	2	5	2	2	2	2	3	2	5	2	3	2	2	2	2	0
TOTAL MORE LIKELY	3	4	2	1	5	3	2	3	4	2	5	2	4	3	3	4	3	8	3	3	3	2	3	3	0
A little less likely	31	29	32	43	27	38	33	29	31	31	40	34	26	27	32	31	31	27	28	29	30	34	33	31	0
Much less likely	24	17	24	24	27	24	22	25	24	24	16	28	23	20	25	22	23	31	28	20	24	29	23	24	0
TOTAL LESS LIKELY	55	46	56	67	54	62	55	54	55	55	56	62	49	47	57	53	54	58	56	49	54	63	56	55	0
No difference – I was and still am as likely to buy alcohol	32	42	35	28	31	23	35	35	32	32	24	25	39	42	32	32	32	32	32	38	30	24	33	32	0
No difference – I was and still am NOT likely to buy alcohol	8	7	5	4	10	11	6	7	8	8	16	8	7	6	7	9	9	1	5	9	11	9	7	8	0
Don't know	2	2	2	0	1	1	2	1	2	2	0	3	2	2	1	3	2	0	3	2	3	2	2	2	0

<sup>\*</sup>Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough crosssection of the target population to be considered statistically reliable. These figures should not be used.