

YouGov / WSTA Survey Results

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

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				Those 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	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	3	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	10	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	19	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	19	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	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 drink...
...at 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 alternative drink etc.)	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
Ready-to-drink (RTD) beverages (e.g. pre-mixed cocktails etc.)	8	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	10	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	5	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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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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]

...shops, retailers or convenience stores?

Prices have increased a lot	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
Prices have increased somewhat	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
TOTAL INCREASED	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
Prices have stayed the same	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
Prices have decreased somewhat	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
Prices have decreased a lot	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
TOTAL DECREASED	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
Don't know	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

...restaurants and pubs?

Prices have increased a lot	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
Prices have increased somewhat	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
TOTAL INCREASED	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
Prices have stayed the same	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
Prices have decreased somewhat	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
Prices have decreased a lot	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
TOTAL DECREASED	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
Don't know	22	20	23	21	16	15	23	22	20	24	16	20	22	27	19	26	21	23	27	23	18	19	21	22	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=1134]

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

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

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 pubs and restaurants have increased; n=1178]

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	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	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	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	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	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	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	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	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	0

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.