

YouGov / CAMRA survey results

UK Sample : 2254 UK Adults
Fieldwork dates: 4th - 6th November 2015

Total	Gender		Age					Social Grade		Region								
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland

In general, which ONE, if any, of the following locations do you think is the BEST place to socialise with friends, ?

	Unweighted base	2254	1100	1154	166	280	396	400	1012	1302	952	556	375	197	209	537	1874	116	213	51
Base: All UK Adults	2254	1084	1170	270	319	436	426	802	1240	1014	539	361	210	279	500	1889	110	192	63	
In a pub	32%	41%	24%	27%	31%	39%	40%	28%	30%	34%	34%	35%	31%	30%	30%	32%	39%	31%	23%	
In a restaurant	17%	11%	23%	16%	15%	15%	14%	21%	20%	14%	17%	17%	19%	21%	17%	18%	15%	14%	14%	
In a park	2%	2%	2%	4%	4%	2%	2%	1%	2%	2%	2%	2%	1%	4%	1%	2%	2%	1%	3%	
In church or another religious centre	1%	2%	1%	1%	2%	1%	0%	2%	2%	1%	1%	2%	0%	0%	1%	1%	3%	1%	3%	
At the theatre/ cinema	0%	0%	0%	1%	0%	0%	-	0%	0%	1%	1%	-	-	0%	0%	0%	-	-	-	
In a shopping centre	1%	1%	2%	2%	2%	1%	0%	1%	1%	2%	1%	1%	-	2%	2%	1%	1%	1%	1%	
In a community centre	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	1%	1%	2%	-	0%	1%	-	1%	-	
At home/ friend's house	40%	36%	44%	43%	38%	36%	37%	43%	40%	39%	39%	36%	39%	39%	44%	40%	33%	45%	43%	
Other	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	1%	1%	5%	
Don't know	4%	5%	3%	5%	6%	4%	4%	3%	4%	4%	4%	5%	4%	2%	2%	3%	7%	6%	8%	

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At which, if any, of the following locations do you drink alcohol on a regular basis? (Please select all that apply. If your answers aren't shown in the list, please type it in the 'other' box below)

Unweighted base	1503	810	693	114	185	273	282	649	913	590	379	254	123	144	349	1249	78	151	25
Base: All UK Adults	1501	796	705	184	214	298	306	499	860	641	374	251	131	180	319	1256	72	141	32
At home - with meals	38%	37%	38%	28%	32%	37%	35%	46%	44%	29%	38%	34%	40%	42%	43%	39%	29%	37%	15%
At home - on my own	24%	31%	17%	16%	24%	29%	32%	20%	25%	23%	23%	23%	26%	21%	25%	24%	23%	27%	33%
At home - with friends/ family	57%	53%	61%	55%	54%	62%	57%	55%	58%	55%	55%	58%	55%	52%	61%	57%	54%	64%	44%
At home - before going out to another venue	12%	11%	14%	31%	19%	14%	11%	3%	12%	13%	11%	7%	7%	17%	16%	12%	10%	17%	22%
At home - other	12%	13%	11%	7%	12%	11%	12%	14%	12%	13%	13%	13%	8%	14%	12%	8%	10%	10%	10%
At a pub - after work with work colleagues	12%	16%	9%	20%	21%	17%	12%	4%	15%	9%	10%	9%	11%	24%	12%	14%	11%	17%	17%
At a pub - at my local pub	26%	33%	19%	28%	28%	26%	28%	24%	25%	28%	26%	32%	22%	28%	26%	27%	29%	18%	22%
At a pub - for celebrations and occasions	31%	30%	32%	37%	38%	42%	28%	20%	32%	29%	29%	31%	22%	43%	33%	31%	26%	24%	40%
At a pub - with meals	41%	40%	42%	41%	44%	39%	36%	44%	45%	36%	38%	43%	36%	43%	47%	42%	34%	39%	21%
At a pub - to meet other people	19%	23%	14%	20%	22%	20%	16%	20%	20%	18%	18%	20%	15%	21%	20%	19%	15%	20%	13%
At a pub - other	13%	16%	10%	11%	15%	9%	16%	14%	12%	14%	12%	14%	14%	15%	14%	18%	6%	15%	15%
At a bar/ nightclub - for celebrations and special occasions	15%	13%	17%	38%	24%	17%	10%	5%	15%	15%	12%	11%	8%	31%	16%	15%	12%	14%	24%
At a bar/ nightclub - when socialising with friends	22%	22%	22%	51%	34%	28%	18%	6%	22%	23%	22%	17%	20%	32%	21%	22%	20%	25%	30%
At a bar/ nightclub - to meet other people	4%	6%	3%	9%	6%	6%	5%	1%	4%	6%	3%	2%	9%	5%	4%	9%	3%	13%	13%
At a bar/ nightclub - other	6%	6%	5%	12%	7%	3%	8%	3%	5%	6%	4%	4%	6%	18%	3%	6%	1%	3%	12%
At a music venue/ concert	14%	13%	14%	25%	15%	18%	14%	6%	15%	12%	12%	9%	15%	19%	13%	13%	11%	19%	24%
Outdoors (e.g. parks, sporting events etc.)	7%	8%	5%	9%	9%	6%	8%	4%	7%	6%	6%	6%	8%	8%	7%	6%	6%	6%	-
Other	4%	4%	5%	2%	2%	3%	5%	7%	5%	3%	5%	1%	2%	4%	8%	4%	-	6%	3%
Don't know	2%	2%	1%	2%	5%	3%	0%	1%	2%	2%	2%	2%	1%	3%	1%	2%	2%	3%	3%
Not applicable - I don't drink any alcohol on a regular basis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Approximately, how often, if at all, do you currently visit a pub for leisure purposes (e.g. to socialise, drink, eat etc.)?

Unweighted base	2254	1100	1154	166	280	396	400	1012	1302	952	556	375	197	209	537	1874	116	213	51
Base: All UK Adults	2254	1084	1170	270	319	436	426	802	1240	1014	539	361	210	279	500	1889	110	192	63
Every day	0%	1%	0%	0%	-	-	1%	0%	-	1%	-	-	-	0%	0%	0%	2%	-	-
A few times a week	5%	9%	3%	6%	5%	5%	7%	5%	5%	6%	6%	8%	5%	8%	4%	6%	8%	2%	1%
Once a week	14%	17%	10%	17%	14%	11%	13%	14%	15%	12%	17%	17%	10%	14%	10%	14%	13%	10%	8%
Once a fortnight	13%	15%	11%	18%	17%	12%	11%	10%	13%	12%	12%	11%	12%	9%	16%	12%	13%	16%	8%
Once a month	17%	16%	18%	15%	19%	19%	19%	15%	19%	16%	20%	21%	12%	16%	19%	19%	10%	13%	11%
Once every 2 to 3 months	16%	13%	19%	12%	16%	19%	17%	15%	16%	15%	14%	14%	21%	13%	17%	15%	19%	18%	18%
Once every 4 to 5 months	4%	3%	6%	3%	4%	5%	6%	4%	4%	5%	4%	5%	3%	5%	4%	5%	4%	5%	5%
Once every 6 months	4%	2%	5%	6%	2%	2%	4%	4%	4%	3%	4%	3%	7%	4%	4%	4%	2%	2%	1%
Less often than once every 6 months	14%	13%	16%	8%	9%	15%	14%	18%	14%	15%	14%	11%	17%	14%	14%	12%	16%	19%	19%
Never	11%	10%	12%	9%	9%	10%	8%	15%	9%	13%	8%	8%	12%	13%	10%	10%	14%	15%	24%
Don't know	2%	3%	1%	4%	4%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	3%

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Do you have a 'local' pub that you drink at on a regular basis?

Unweighted base	2254	1100	1154	166	280	396	400	1012	1302	952	556	375	197	209	537	1874	116	213	51
Base: All UK Adults who visit a pub for leisure purposes	2254	1084	1170	270	319	436	426	802	1240	1014	539	361	210	279	500	1889	110	192	63
Yes, I do	22%	29%	17%	27%	21%	21%	25%	20%	22%	23%	23%	26%	23%	21%	21%	23%	31%	18%	10%
No, I don't	66%	60%	71%	61%	67%	67%	67%	65%	68%	63%	68%	65%	64%	65%	68%	67%	52%	65%	64%
Don't know	1%	2%	1%	4%	3%	1%	-	0%	1%	2%	1%	1%	1%	1%	1%	3%	2%	2%	
Net: Don't have a local pub	78%	72%	83%	73%	79%	79%	75%	80%	78%	77%	77%	74%	77%	79%	79%	77%	69%	82%	90%

You mentioned that you have a 'local' pub that you drink at on a regular basis...

Which, if any, of the following are reasons why you think of this pub as your 'local'? (Please select all that apply. If any of your answers don't show in the list below, please type them in the 'other' box)

Unweighted base	498	297	201	45	62	81	102	208	286	212	127	84	37	51	116	415	36	42	5
Base: All UK Adults who drink at a local pub on a regular basis	503	309	194	74	69	93	108	159	271	232	122	94	47	60	105	428	35	34	6
It is close to where I live and/ or work	68%	65%	71%	66%	69%	71%	70%	65%	73%	61%	65%	57%	60%	86%	72%	68%	73%	66%	53%
It is the only place available for drinking/ socialising	3%	4%	2%	10%	2%	2%	2%	2%	2%	5%	3%	11%	4%	-	2%	4%	-	1%	-
I know the staff there	35%	37%	32%	30%	22%	44%	35%	37%	31%	39%	33%	40%	30%	26%	37%	34%	35%	43%	24%
I know other people who drink/ socialise there	54%	58%	48%	49%	38%	62%	55%	59%	49%	61%	57%	62%	48%	41%	50%	53%	62%	53%	100%
Other	11%	11%	10%	10%	11%	11%	10%	10%	12%	12%	13%	13%	6%	9%	12%	11%	8%	5%	-
Don't know	2%	2%	2%	1%	10%	1%	1%	0%	2%	2%	3%	-	10%	1%	-	2%	-	2%	-