

YouGov Survey Results

Sample Size: 1703 GB Adults

Fieldwork: 14th - 15th September 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Like beer?		Preferred beer?		
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	A lot/A fair amount	Not very much/Not at all	Ale	Lager
Weighted Sample	1703	X	X	X	X	495	430	304	826	877	203	431	582	487	971	732	218	553	364	419	148	831	840	468	668
Unweighted Sample	1703	429	476	93	216	525	441	313	768	935	99	430	653	521	1127	576	305	475	351	403	169	822	857	491	657
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you like beer?

A lot	16	19	16	16	19	16	14	16	27	5	22	16	16	13	18	12	16	13	17	15	25	32	0	36	14
A fair amount	33	33	35	39	33	34	34	37	44	23	13	38	36	34	34	32	31	32	33	36	32	68	0	48	46
TOTAL A LOT/A FAIR AMOUNT	49	52	51	55	52	50	48	53	71	28	35	54	52	47	52	44	47	45	50	51	57	100	0	84	60
Not very much	21	23	20	21	21	24	21	18	14	27	21	17	21	24	19	23	18	24	21	21	14	0	42	13	32
Not at all	28	25	27	22	26	27	28	28	13	43	39	26	26	28	28	29	32	28	27	28	29	0	58	2	7
TOTAL NOT VERY MUCH/NOT AT ALL	49	48	47	43	47	51	49	46	27	70	60	43	47	52	47	52	50	52	48	49	43	0	100	15	39
Don't know	2	1	2	3	2	0	3	1	2	2	4	3	1	1	1	3	3	3	2	1	1	0	0	1	1

Do you prefer beer out of a can, a bottle or draught (from a pump)?

A can	3	3	4	2	4	2	3	2	3	3	1	3	4	2	2	4	3	3	5	2	2	4	2	1	6
A bottle	21	22	19	23	20	22	20	20	17	24	19	31	21	13	20	22	23	23	19	20	19	25	17	12	40
Draught	42	45	46	43	47	43	46	45	63	23	36	34	46	48	45	38	36	38	45	47	48	66	19	83	43
None of these	29	26	27	26	26	27	28	29	13	44	42	25	25	32	28	31	32	31	28	27	29	1	57	1	7
Don't know	5	6	4	6	3	6	3	4	4	6	2	6	4	5	4	5	7	6	4	4	2	3	5	2	5

Which kind of beer do you prefer?

Ale	27	32	26	33	29	31	25	35	42	14	16	19	29	39	32	21	21	30	30	27	21	47	8	100	0
Lager	39	39	40	39	42	38	43	32	39	39	33	48	44	29	37	43	42	34	39	42	47	49	31	0	100
Neither	30	27	30	25	25	29	29	29	17	43	44	29	26	30	29	32	33	31	28	29	31	3	57	0	0
Don't know	3	2	3	4	4	2	3	4	2	4	7	4	2	2	2	4	4	4	3	2	1	1	4	0	0

Sample Size: 1703 GB Adults
Fieldwork: 14th - 15th September 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region					Like beer?		Preferred beer?		
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	A lot/A fair amount	Not very much/Not at all	Ale	Lager	
Weighted Sample	1703	X	X	X	X	495	430	304	826	877	203	431	582	487	971	732	218	553	364	419	148	831	840	468	668
Unweighted Sample	1703	429	476	93	216	525	441	313	768	935	99	430	653	521	1127	576	305	475	351	403	169	822	857	491	657
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following types of beer have you heard of? (Tick all that apply)

Stout	80	84	79	84	79	84	80	84	81	80	69	73	83	88	84	75	74	81	81	81	85	88	74	90	84
Bitter	78	83	77	80	83	82	79	85	79	78	63	71	82	87	81	75	69	80	83	78	75	85	74	90	80
Pilsner	73	81	69	80	77	82	73	79	75	71	39	64	84	83	77	68	66	76	70	75	78	83	65	87	78
Pale ale	68	76	64	71	73	76	67	76	71	65	37	55	76	83	73	61	62	70	71	66	66	77	60	88	68
India Pale Ale (IPA)	53	62	50	60	50	60	50	64	65	40	28	49	56	61	61	42	50	55	48	50	66	71	36	84	50
Barley wine	45	49	46	61	55	50	48	52	48	42	15	24	50	70	46	44	40	46	57	45	23	52	39	64	44
Fruit beer	35	36	33	51	29	36	32	46	42	28	29	43	38	26	41	26	38	36	33	33	36	48	23	53	36
Porter	35	39	36	48	34	37	32	45	44	26	14	24	38	49	41	26	37	37	34	30	37	46	24	64	25
Wheat beer	33	37	35	45	30	33	31	44	45	22	26	33	36	33	40	24	33	35	33	33	30	50	18	61	29
Craft beer	32	33	31	46	24	31	28	45	42	22	39	39	30	25	40	21	36	30	27	32	48	46	19	54	29
Irish ale	30	31	30	41	29	31	30	34	36	24	26	32	32	26	31	28	25	28	32	30	37	39	21	45	31
Amber ale	29	28	33	40	22	29	32	37	39	20	21	28	31	31	33	24	26	30	30	29	28	42	17	56	23
Bock	11	12	9	19	9	13	8	14	17	6	4	15	12	11	13	8	13	11	11	11	15	17	6	21	10
Dunkel	10	13	9	18	6	13	7	14	14	7	7	13	11	9	13	7	13	10	10	10	12	16	6	20	9
Helles	5	5	5	6	3	5	4	7	7	3	3	6	5	4	5	4	6	3	4	6	5	8	2	9	4
Marzen	2	2	3	3	3	3	2	4	4	1	0	4	3	1	3	2	3	2	2	3	1	3	1	4	2
None of these	8	4	7	4	6	5	8	6	7	8	13	12	5	3	5	10	11	8	5	9	4	2	12	2	5
Don't know	3	3	4	4	1	2	3	2	2	4	8	2	2	2	2	3	3	3	3	3	2	1	4	0	2

And which of the following types of beer do you like? (Tick all that apply)

Bitter	26	32	27	29	28	30	26	30	43	11	18	17	27	37	30	21	25	28	29	25	19	47	6	74	13
Pilsner	23	25	24	30	26	25	22	26	31	15	14	21	30	19	25	20	24	21	23	22	29	38	9	26	38
India Pale Ale (IPA)	22	25	21	27	21	24	21	25	36	8	15	21	22	25	26	16	21	23	20	19	29	40	4	58	12
Pale ale	19	21	19	21	18	19	19	23	30	10	17	20	17	22	22	15	20	18	20	18	23	35	4	47	15
Stout	19	18	21	23	16	20	18	25	30	9	8	15	21	26	20	18	20	18	20	20	19	32	7	47	12
Craft beer	16	16	17	20	9	15	15	20	25	7	19	19	15	14	20	11	20	14	14	15	27	30	2	40	10
Amber ale	12	11	12	18	10	12	10	16	19	6	7	12	12	13	15	8	12	11	13	12	10	23	2	34	5
Wheat beer	12	11	15	20	11	11	12	15	18	6	11	14	12	11	16	8	16	11	12	11	15	23	2	26	11
Fruit beer	9	6	13	12	7	7	11	16	11	8	11	11	10	6	11	7	10	8	7	11	13	15	4	16	10
Irish ale	8	8	10	9	7	8	11	9	13	4	6	8	9	8	8	8	6	8	8	8	13	14	2	22	5
Porter	8	7	10	10	7	8	7	14	14	3	2	8	9	10	9	7	9	7	8	10	5	16	0	25	3
Barley wine	4	3	3	11	6	4	4	5	5	2	0	2	3	7	4	3	2	4	4	5	2	6	2	9	2
Bock	3	4	2	3	3	4	1	3	5	1	1	5	3	2	3	2	4	3	1	4	4	6	0	7	2
Dunkel	3	3	3	2	1	3	2	3	5	1	0	5	3	2	3	2	4	2	2	4	5	6	1	7	2
Marzen	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	0	1	1	0	1	1	2	0	2	1
Helles	1	1	1	1	2	1	1	4	2	1	2	2	1	0	2	1	2	1	1	1	4	3	0	3	2
None of these	42	41	37	33	40	40	43	36	25	57	54	41	42	38	39	46	42	41	43	43	38	15	68	4	34
Don't know	6	6	7	5	5	6	5	6	6	7	10	10	4	4	5	8	6	8	7	5	4	4	8	3	8