

| 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 |

Which, if any, of the following types of alcohol have you drunk in the last three months (i.e. since April 2015)? (Please select all that apply. If you have not drunk any alcohol in the last three months, please select the 'Not applicable' option)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Cask ale or 'real ale' (i.e. unfiltered and unpasteurised beer which is served straight from a cask, or via a traditional hand pump) | 373 | 310 | 63 | 40 | 67 | 71 | 75 | 120 | 228 | 145 | 91 | 69 | 31 | 52 | 86 | 328 | 12 | 32 |
| Lager | 804 | 532 | 272 | 77 | 154 | 158 | 179 | 236 | 439 | 365 | 215 | 137 | 64 | 95 | 176 | 686 | 50 | 67 |
| Cider | 652 | 344 | 308 | 101 | 142 | 101 | 138 | 169 | 339 | 313 | 147 | 112 | 65 | 74 | 160 | 558 | 39 | 55 |
| 'Smoothflow keg' ale (i.e. served cold from a tap with the addition of nitrogen for a tight, creamy head, such as John Smiths, Worthingtons etc.) | 135 | 121 | 14 | 14 | 15 | 18 | 28 | 59 | 73 | 61 | 50 | 20 | 10 | 17 | 19 | 115 | 6 | 14 |
| Stout (e.g. Guinness, Murphy's etc.) | 187 | 156 | 31 | 19 | 27 | 40 | 39 | 61 | 106 | 81 | 36 | 40 | 20 | 33 | 39 | 167 | 11 | 8 |
| Wine (e.g. red, white, rose, sparkling etc.) | 1169 | 517 | 652 | 126 | 174 | 173 | 240 | 457 | 715 | 454 | 249 | 186 | 132 | 156 | 287 | 1010 | 58 | 101 |
| Spirits (e.g. gin, vodka, rum, whiskey etc.) | 890 | 436 | 455 | 131 | 148 | 135 | 172 | 304 | 503 | 387 | 212 | 157 | 81 | 110 | 187 | 746 | 49 | 95 |
| Flavoured alcoholic beverages (i.e. alcopops) | 145 | 60 | 84 | 31 | 42 | 30 | 26 | 15 | 75 | 70 | 48 | 27 | 18 | 17 | 18 | 128 | 7 | 10 |
| Other | 87 | 39 | 48 | 5 | 11 | 22 | 23 | 25 | 51 | 36 | 21 | 11 | 9 | 12 | 20 | 73 | 4 | 10 |
| Don't know/ can't recall | 33 | 17 | 16 | 7 | 17 | 6 | 1 | 3 | 11 | 22 | 8 | 6 | 3 | 8 | 3 | 28 | 3 | 3 |
| Not applicable - I have not drunk any alcohol in the past three months | 353 | 144 | 209 | 45 | 69 | 57 | 67 | 116 | 176 | 177 | 93 | 50 | 35 | 47 | 79 | 304 | 12 | 37 |
| Net: Cask ale drinkers | 373 | 310 | 63 | 40 | 67 | 71 | 75 | 120 | 228 | 145 | 91 | 69 | 31 | 52 | 86 | 328 | 12 | 32 |
| Net: All/ any beer drinkers | 987 | 670 | 317 | 95 | 177 | 181 | 211 | 323 | 550 | 436 | 261 | 167 | 83 | 117 | 221 | 848 | 57 | 81 |
| Net: All beer drinkers except cask ale | 905 | 608 | 297 | 84 | 165 | 169 | 197 | 291 | 494 | 411 | 240 | 153 | 73 | 110 | 201 | 776 | 57 | 72 |

YouGov / Pete Brown
Cask Report
Fieldwork Dates: 20th - 21st July 2015
Sample Size: 2056 GB Adults

| 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 |

Approximately how often, if at all, do you tend to visit a pub for leisure purposes (e.g. to socialise, drink/ eat etc.)? (Please select the option that BEST applies)

| | | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Every day [365] | 7 | 6 | 1 | - | 2 | - | - | 5 | 4 | 3 | 3 | 1 | - | 1 | 6 | - | - | 1 |
| 2 to 3 times a week [146] | 180 | 142 | 39 | 22 | 25 | 33 | 24 | 76 | 89 | 92 | 57 | 48 | 14 | 17 | 20 | 155 | 12 | 13 |
| Once a week [52] | 287 | 177 | 110 | 38 | 56 | 47 | 53 | 92 | 147 | 140 | 60 | 46 | 32 | 40 | 76 | 254 | 11 | 22 |
| Once a fortnight [26] | 237 | 107 | 130 | 39 | 57 | 24 | 48 | 69 | 144 | 93 | 56 | 38 | 18 | 30 | 65 | 206 | 14 | 17 |
| Once a month [12] | 331 | 151 | 180 | 42 | 55 | 66 | 85 | 83 | 205 | 126 | 84 | 50 | 23 | 45 | 86 | 289 | 16 | 27 |
| Once every 2 to 3 months [5] | 391 | 160 | 231 | 39 | 67 | 71 | 66 | 147 | 235 | 156 | 100 | 64 | 54 | 42 | 74 | 335 | 21 | 36 |
| Once every 6 months [2] | 158 | 56 | 102 | 20 | 18 | 35 | 36 | 48 | 81 | 78 | 39 | 25 | 15 | 18 | 45 | 142 | 5 | 12 |
| Less often than once every 6 months [1] | 245 | 90 | 154 | 11 | 23 | 31 | 59 | 120 | 131 | 114 | 55 | 28 | 27 | 33 | 61 | 204 | 16 | 25 |
| Never [0] | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Don't know | 40 | 19 | 20 | 14 | 14 | 10 | 2 | * | 16 | 24 | 9 | 9 | 3 | 5 | 4 | 30 | 3 | 6 |
| Mean | 28.00 | 38.76 | 18.09 | 29.88 | 29.91 | 27.98 | 22.16 | 29.84 | 26.54 | 29.81 | 31.84 | 36.09 | 24.43 | 24.55 | 22.21 | 28.16 | 30.61 | 24.94 |
| StdDev | 45.60 | 54.68 | 32.19 | 41.36 | 46.86 | 43.03 | 35.21 | 52.04 | 43.67 | 47.85 | 52.96 | 53.40 | 38.09 | 40.43 | 34.57 | 45.64 | 46.20 | 44.98 |
| Median | 12.0 | 12.0 | 5.0 | 12.0 | 12.0 | 12.0 | 12.0 | 5.0 | 12.0 | 12.0 | 12.0 | 12.0 | 5.0 | 12.0 | 12.0 | 12.0 | 12.0 | 5.0 |

Thinking about in the last three years (i.e. since July 2012)...

Would you say that you visit pubs for leisure purposes more or less often now compared to 3 years ago, or do you think it's about the same?

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Much more often | 72 | 33 | 39 | 36 | 12 | 13 | 9 | 2 | 17 | 55 | 20 | 11 | 7 | 5 | 14 | 58 | 9 | 6 |
| A little more often | 185 | 95 | 89 | 41 | 31 | 31 | 37 | 45 | 98 | 87 | 38 | 35 | 21 | 29 | 47 | 171 | 6 | 8 |
| About the same | 863 | 396 | 467 | 72 | 119 | 126 | 180 | 367 | 514 | 350 | 212 | 146 | 89 | 93 | 203 | 744 | 46 | 74 |
| A little less often | 371 | 196 | 175 | 37 | 73 | 63 | 74 | 124 | 230 | 141 | 84 | 54 | 28 | 68 | 88 | 322 | 16 | 33 |
| Much less often | 415 | 194 | 221 | 23 | 81 | 79 | 92 | 140 | 221 | 194 | 114 | 59 | 44 | 41 | 92 | 349 | 18 | 47 |
| Don't know | 57 | 29 | 28 | 23 | 12 | 14 | 3 | 5 | 22 | 35 | 11 | 15 | 4 | 8 | 7 | 45 | 7 | 6 |
| Not applicable - I've never visited a pub | 93 | 44 | 49 | 15 | 18 | 9 | 14 | 37 | 29 | 64 | 27 | 16 | 4 | 19 | 19 | 85 | 2 | 6 |
| Net: More often | 257 | 129 | 128 | 77 | 43 | 44 | 46 | 47 | 115 | 142 | 59 | 47 | 28 | 33 | 62 | 229 | 14 | 14 |
| Net: Less often | 786 | 389 | 397 | 60 | 154 | 142 | 166 | 264 | 451 | 335 | 198 | 113 | 72 | 109 | 180 | 671 | 34 | 81 |

YouGov / Pete Brown
Cask Report
Fieldwork Dates: 20th - 21st July 2015
Sample Size: 2056 GB Adults

| 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 |

****Thinking about your typical visit to a pub for leisure purposes...****

Approximately how much money, if any, would you say you spend ****on average**** on a typical pub visit (i.e. on food and/ or drink)? (Please select the option that **BEST** applies)

| | | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Up to £5 [2.5] | 94 | 50 | 44 | 16 | 17 | 6 | 17 | 38 | 44 | 50 | 11 | 20 | 16 | 19 | 82 | 8 | 5 | |
| More than £5, up to £10 [7.5] | 336 | 167 | 169 | 60 | 46 | 48 | 46 | 137 | 166 | 171 | 76 | 71 | 20 | 42 | 81 | 291 | 20 | 26 |
| More than £10, up to £15 [12.5] | 357 | 173 | 183 | 69 | 60 | 44 | 67 | 116 | 217 | 140 | 99 | 54 | 33 | 43 | 91 | 320 | 18 | 19 |
| More than £15, up to £20 [17.5] | 359 | 190 | 169 | 34 | 67 | 63 | 72 | 123 | 199 | 159 | 79 | 61 | 44 | 43 | 88 | 315 | 21 | 23 |
| More than £20, up to £25 [22.5] | 255 | 118 | 136 | 13 | 49 | 51 | 63 | 79 | 153 | 102 | 77 | 37 | 30 | 29 | 45 | 219 | 8 | 27 |
| More than £25, up to £30 [27.5] | 143 | 63 | 80 | 7 | 28 | 15 | 39 | 54 | 82 | 61 | 42 | 15 | 14 | 17 | 36 | 122 | 6 | 15 |
| More than £30, up to £40 [35] | 104 | 48 | 56 | 1 | 16 | 30 | 28 | 29 | 68 | 36 | 30 | 13 | 10 | 7 | 29 | 89 | 2 | 13 |
| More than £40, up to £50 [45] | 61 | 31 | 30 | - | 15 | 16 | 14 | 16 | 36 | 26 | 12 | 13 | 8 | 6 | 11 | 50 | 5 | 7 |
| More than £50 [60] | 34 | 13 | 21 | * | 4 | 13 | 9 | 7 | 16 | 18 | 11 | 6 | 1 | 4 | 5 | 28 | 1 | 5 |
| Don't know | 133 | 53 | 81 | 24 | 15 | 30 | 20 | 44 | 69 | 65 | 28 | 18 | 10 | 23 | 28 | 106 | 9 | 18 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Mean | 18.12 | 17.72 | 18.51 | 12.51 | 18.79 | 21.56 | 20.02 | 16.90 | 18.56 | 17.56 | 19.10 | 17.10 | 18.23 | 16.96 | 17.69 | 17.95 | 16.56 | 21.01 |
| StdDev | 11.31 | 11.01 | 11.59 | 6.60 | 11.17 | 13.31 | 11.74 | 10.46 | 11.06 | 11.62 | 11.28 | 11.79 | 10.68 | 10.94 | 10.71 | 11.13 | 11.23 | 12.86 |
| Median | 17.5 | 17.5 | 17.5 | 12.5 | 17.5 | 17.5 | 17.5 | 17.5 | 17.5 | 17.5 | 17.5 | 12.5 | 17.5 | 17.5 | 17.5 | 17.5 | 12.5 | 17.5 |

On average, approximately how long would you say you stay in the pub when you visit? (Please select the option that **BEST** applies)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Up to 1 hour | 228 | 117 | 111 | 21 | 40 | 26 | 37 | 105 | 116 | 112 | 41 | 50 | 25 | 29 | 48 | 193 | 19 | 15 |
| More than 1, up to 3 hours | 1365 | 645 | 720 | 153 | 215 | 223 | 288 | 486 | 790 | 575 | 332 | 214 | 145 | 169 | 339 | 1199 | 67 | 99 |
| More than 4, up to 6 hours | 175 | 94 | 82 | 34 | 40 | 40 | 34 | 27 | 88 | 88 | 65 | 22 | 8 | 17 | 29 | 142 | 5 | 28 |
| More than 7, up to 10 hours | 11 | 6 | 5 | 3 | 2 | 1 | - | 5 | 8 | 4 | 1 | 1 | - | 1 | 3 | 7 | 1 | 3 |
| More than 10 hours | 5 | 4 | 1 | - | 1 | 4 | - | - | - | 5 | - | 4 | - | - | - | 4 | - | 1 |
| Don't know | 91 | 42 | 49 | 15 | 20 | 22 | 15 | 19 | 48 | 43 | 25 | 17 | 6 | 14 | 13 | 75 | 6 | 11 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |

| 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 |

Still thinking about your typical visit to a pub for leisure purposes...

How likely, if at all, are you to order each of the following when you go to the pub? (Please select the option that best applies on each row)

Packaged snacks (e.g. crisps, nuts etc.)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very likely | 114 | 57 | 57 | 12 | 24 | 18 | 29 | 31 | 55 | 59 | 35 | 19 | 16 | 15 | 18 | 102 | 3 | 9 |
| Fairly likely | 573 | 285 | 288 | 67 | 112 | 113 | 125 | 157 | 307 | 267 | 144 | 71 | 68 | 81 | 131 | 495 | 29 | 49 |
| Not very likely | 579 | 284 | 294 | 63 | 99 | 84 | 116 | 217 | 351 | 228 | 121 | 115 | 54 | 65 | 149 | 504 | 26 | 49 |
| Not at all likely | 559 | 249 | 310 | 70 | 68 | 92 | 99 | 230 | 307 | 252 | 147 | 98 | 46 | 62 | 130 | 483 | 34 | 42 |
| Don't know | 51 | 32 | 19 | 13 | 16 | 10 | 5 | 7 | 30 | 21 | 18 | 7 | 1 | 6 | 5 | 37 | 6 | 8 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Likely | 687 | 342 | 345 | 78 | 136 | 131 | 154 | 188 | 361 | 326 | 179 | 90 | 84 | 96 | 148 | 597 | 32 | 58 |
| Net: Not likely | 1138 | 533 | 605 | 133 | 166 | 176 | 215 | 448 | 658 | 480 | 267 | 212 | 100 | 128 | 279 | 987 | 60 | 91 |

Bar snacks (e.g. sausage rolls, pork pies etc.)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very likely | 40 | 17 | 23 | 10 | 8 | 8 | 3 | 11 | 16 | 24 | 9 | 17 | 6 | 3 | 3 | 38 | - | 2 |
| Fairly likely | 216 | 123 | 93 | 33 | 50 | 39 | 41 | 53 | 121 | 95 | 54 | 21 | 24 | 40 | 49 | 189 | 10 | 17 |
| Not very likely | 663 | 348 | 315 | 78 | 118 | 92 | 125 | 250 | 361 | 302 | 142 | 131 | 84 | 77 | 150 | 583 | 33 | 47 |
| Not at all likely | 901 | 386 | 516 | 89 | 127 | 160 | 202 | 323 | 521 | 380 | 236 | 133 | 68 | 103 | 227 | 767 | 49 | 85 |
| Don't know | 56 | 33 | 23 | 14 | 16 | 18 | 3 | 6 | 30 | 26 | 23 | 7 | 2 | 6 | 4 | 42 | 6 | 7 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Likely | 256 | 140 | 116 | 44 | 57 | 47 | 44 | 63 | 138 | 118 | 64 | 38 | 31 | 44 | 52 | 227 | 10 | 18 |
| Net: Not likely | 1564 | 734 | 830 | 167 | 245 | 252 | 327 | 573 | 882 | 682 | 378 | 264 | 152 | 180 | 377 | 1351 | 82 | 131 |

Meals (e.g. carvery, Sunday lunch etc.)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very likely | 408 | 171 | 237 | 33 | 49 | 65 | 79 | 181 | 220 | 187 | 100 | 83 | 42 | 38 | 93 | 355 | 27 | 25 |
| Fairly likely | 784 | 340 | 443 | 100 | 138 | 128 | 160 | 258 | 433 | 350 | 199 | 135 | 71 | 92 | 199 | 696 | 27 | 60 |
| Not very likely | 377 | 228 | 149 | 53 | 86 | 58 | 80 | 100 | 226 | 151 | 74 | 61 | 54 | 52 | 81 | 322 | 22 | 32 |
| Not at all likely | 240 | 130 | 110 | 24 | 26 | 55 | 50 | 85 | 135 | 104 | 70 | 23 | 13 | 39 | 52 | 197 | 13 | 30 |
| Don't know | 68 | 38 | 29 | 15 | 19 | 11 | 5 | 18 | 35 | 33 | 21 | 7 | 5 | 8 | 7 | 50 | 8 | 10 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Likely | 1191 | 511 | 680 | 133 | 188 | 193 | 239 | 439 | 654 | 538 | 299 | 217 | 113 | 130 | 292 | 1052 | 55 | 85 |
| Net: Not likely | 617 | 358 | 259 | 77 | 111 | 113 | 130 | 185 | 361 | 256 | 144 | 84 | 67 | 91 | 133 | 519 | 36 | 62 |

| 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 |

Now thinking about choosing what pub to go to for leisure purposes...

In general, how important, if at all, are each of the following factors in determining your choice? (Please select the option that BEST applies on each row)

Atmosphere

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 784 | 355 | 429 | 90 | 146 | 134 | 147 | 266 | 431 | 352 | 195 | 107 | 83 | 104 | 178 | 667 | 50 | 67 |
| Fairly important | 942 | 462 | 480 | 122 | 144 | 156 | 201 | 319 | 535 | 407 | 238 | 170 | 84 | 101 | 230 | 823 | 42 | 77 |
| Not very important | 104 | 68 | 37 | 8 | 18 | 22 | 16 | 39 | 57 | 47 | 19 | 23 | 14 | 18 | 19 | 92 | 6 | 6 |
| Not at all important | 47 | 23 | 24 | 4 | 10 | 4 | 9 | 19 | 27 | 20 | 13 | 9 | 5 | 7 | 5 | 38 | * | 8 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 1725 | 817 | 908 | 212 | 290 | 290 | 348 | 584 | 966 | 759 | 433 | 277 | 167 | 205 | 409 | 1490 | 92 | 143 |
| Net: Not important | 151 | 90 | 60 | 13 | 28 | 26 | 26 | 58 | 84 | 67 | 31 | 32 | 19 | 25 | 24 | 130 | 6 | 14 |

Food on offer

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 621 | 246 | 374 | 56 | 90 | 91 | 120 | 263 | 342 | 279 | 153 | 107 | 71 | 59 | 159 | 549 | 34 | 38 |
| Fairly important | 758 | 349 | 410 | 103 | 151 | 135 | 143 | 227 | 438 | 321 | 171 | 128 | 77 | 106 | 184 | 667 | 29 | 62 |
| Not very important | 382 | 237 | 145 | 56 | 67 | 69 | 88 | 102 | 203 | 178 | 102 | 63 | 35 | 51 | 75 | 326 | 17 | 39 |
| Not at all important | 115 | 76 | 40 | 11 | 11 | 21 | 23 | 49 | 66 | 49 | 38 | 10 | 3 | 14 | 14 | 79 | 18 | 19 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 1379 | 595 | 784 | 159 | 241 | 226 | 263 | 490 | 780 | 599 | 324 | 236 | 148 | 165 | 343 | 1216 | 63 | 100 |
| Net: Not important | 497 | 313 | 184 | 66 | 78 | 90 | 111 | 152 | 270 | 227 | 140 | 73 | 37 | 65 | 89 | 404 | 35 | 57 |

Price (i.e. of food and/ or drinks)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 781 | 363 | 418 | 114 | 128 | 136 | 156 | 247 | 388 | 392 | 191 | 147 | 83 | 79 | 178 | 677 | 49 | 54 |
| Fairly important | 884 | 429 | 455 | 94 | 168 | 150 | 164 | 309 | 546 | 339 | 226 | 130 | 82 | 117 | 217 | 773 | 36 | 75 |
| Not very important | 156 | 89 | 67 | 11 | 16 | 24 | 44 | 62 | 90 | 66 | 27 | 24 | 19 | 25 | 30 | 124 | 12 | 20 |
| Not at all important | 55 | 27 | 28 | 6 | 7 | 7 | 10 | 25 | 26 | 29 | 20 | 8 | 1 | 9 | 8 | 47 | 1 | 7 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 1665 | 792 | 873 | 208 | 295 | 286 | 320 | 556 | 934 | 731 | 417 | 277 | 165 | 196 | 395 | 1450 | 85 | 130 |
| Net: Not important | 211 | 116 | 95 | 17 | 23 | 31 | 54 | 86 | 116 | 95 | 48 | 32 | 20 | 34 | 37 | 171 | 13 | 28 |

| 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 |

Décor

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 260 | 106 | 154 | 38 | 37 | 48 | 40 | 97 | 148 | 113 | 73 | 32 | 33 | 45 | 221 | 17 | 23 | |
| Fairly important | 1055 | 473 | 583 | 118 | 169 | 169 | 211 | 388 | 584 | 471 | 250 | 175 | 90 | 146 | 262 | 923 | 51 | 82 |
| Not very important | 462 | 272 | 190 | 60 | 92 | 83 | 107 | 121 | 266 | 197 | 118 | 86 | 52 | 38 | 109 | 402 | 18 | 42 |
| Not at all important | 98 | 56 | 42 | 10 | 20 | 16 | 16 | 36 | 52 | 46 | 23 | 16 | 11 | 9 | 16 | 75 | 12 | 11 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 1316 | 579 | 737 | 156 | 206 | 218 | 251 | 485 | 732 | 584 | 323 | 207 | 123 | 183 | 307 | 1143 | 68 | 104 |
| Net: Not important | 560 | 328 | 232 | 69 | 112 | 99 | 123 | 157 | 317 | 243 | 141 | 102 | 63 | 47 | 125 | 477 | 30 | 53 |

Entertainment (e.g. live music)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 99 | 42 | 57 | 19 | 18 | 22 | 15 | 25 | 45 | 54 | 27 | 18 | 10 | 13 | 10 | 79 | 10 | 9 |
| Fairly important | 509 | 229 | 280 | 89 | 116 | 85 | 107 | 111 | 273 | 236 | 117 | 88 | 46 | 67 | 114 | 432 | 30 | 46 |
| Not very important | 819 | 421 | 398 | 94 | 158 | 144 | 159 | 264 | 460 | 360 | 215 | 133 | 85 | 102 | 181 | 716 | 35 | 68 |
| Not at all important | 449 | 216 | 234 | 22 | 27 | 65 | 92 | 243 | 272 | 177 | 106 | 69 | 44 | 48 | 127 | 393 | 23 | 33 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 607 | 271 | 337 | 109 | 133 | 107 | 122 | 136 | 318 | 290 | 144 | 107 | 57 | 80 | 124 | 511 | 40 | 56 |
| Net: Not important | 1269 | 637 | 632 | 116 | 185 | 209 | 251 | 507 | 732 | 537 | 321 | 202 | 128 | 150 | 308 | 1109 | 58 | 101 |

Range of beers available

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 293 | 213 | 81 | 50 | 43 | 47 | 58 | 96 | 159 | 134 | 73 | 52 | 29 | 43 | 59 | 256 | 15 | 22 |
| Fairly important | 648 | 393 | 255 | 59 | 159 | 105 | 132 | 192 | 369 | 279 | 178 | 107 | 60 | 65 | 153 | 562 | 34 | 52 |
| Not very important | 498 | 187 | 311 | 65 | 82 | 87 | 96 | 167 | 262 | 236 | 110 | 89 | 65 | 56 | 107 | 427 | 26 | 45 |
| Not at all important | 436 | 115 | 321 | 50 | 35 | 77 | 87 | 187 | 260 | 177 | 104 | 61 | 32 | 66 | 112 | 375 | 23 | 38 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 941 | 606 | 336 | 109 | 201 | 152 | 191 | 288 | 528 | 414 | 251 | 159 | 89 | 108 | 213 | 819 | 49 | 74 |
| Net: Not important | 934 | 302 | 633 | 116 | 117 | 165 | 183 | 354 | 522 | 413 | 214 | 150 | 96 | 122 | 220 | 802 | 49 | 84 |

Range of cask ales available

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 245 | 184 | 61 | 25 | 40 | 47 | 54 | 79 | 138 | 107 | 64 | 44 | 18 | 37 | 54 | 216 | 12 | 17 |
| Fairly important | 423 | 256 | 167 | 58 | 84 | 66 | 75 | 139 | 241 | 181 | 109 | 64 | 47 | 53 | 107 | 381 | 16 | 25 |
| Not very important | 609 | 282 | 327 | 80 | 118 | 101 | 124 | 186 | 317 | 292 | 145 | 123 | 63 | 59 | 132 | 523 | 37 | 50 |
| Not at all important | 599 | 186 | 413 | 62 | 76 | 102 | 122 | 237 | 353 | 246 | 146 | 78 | 57 | 80 | 139 | 501 | 33 | 65 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 668 | 439 | 228 | 83 | 124 | 113 | 128 | 219 | 379 | 288 | 173 | 107 | 65 | 90 | 161 | 597 | 28 | 43 |
| Net: Not important | 1208 | 468 | 740 | 142 | 194 | 203 | 246 | 424 | 670 | 538 | 291 | 201 | 121 | 140 | 271 | 1024 | 70 | 115 |

YouGov / Pete Brown

Cask Report

Fieldwork Dates: 20th - 21st July 2015

Sample Size: 2056 GB Adults

| 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 |

****Thinking about when you ever visit the pub as part of a group of people (i.e. not by yourself)...****

In general, how likely is it that **you**** make the final decision about which pub to go to rather than someone else in the group?**

| | | | | | | | | | | | | | | | | | | |
|--|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very likely | 99 | 51 | 48 | 9 | 25 | 17 | 19 | 29 | 54 | 45 | 21 | 20 | 11 | 12 | 22 | 86 | 8 | 5 |
| Fairly likely | 796 | 397 | 398 | 86 | 134 | 140 | 169 | 266 | 459 | 337 | 220 | 131 | 70 | 88 | 178 | 688 | 39 | 69 |
| Not very likely | 569 | 276 | 293 | 76 | 90 | 96 | 106 | 201 | 313 | 256 | 116 | 108 | 68 | 71 | 134 | 496 | 27 | 46 |
| Not at all likely | 132 | 45 | 87 | 18 | 7 | 22 | 29 | 55 | 76 | 56 | 24 | 21 | 10 | 24 | 39 | 118 | 9 | 6 |
| Don't know | 205 | 92 | 114 | 26 | 51 | 30 | 40 | 59 | 105 | 100 | 59 | 19 | 22 | 28 | 44 | 172 | 11 | 23 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Not applicable - I never visit a pub with a group of people (i.e. I always go by myself) | 75 | 46 | 29 | 10 | 11 | 11 | 11 | 32 | 42 | 33 | 24 | 10 | 4 | 7 | 16 | 62 | 5 | 9 |
| Net: Likely | 894 | 448 | 446 | 95 | 159 | 157 | 188 | 295 | 513 | 381 | 241 | 152 | 81 | 100 | 200 | 774 | 47 | 74 |
| Net: Not likely | 702 | 322 | 380 | 94 | 97 | 119 | 135 | 256 | 390 | 312 | 140 | 128 | 78 | 95 | 172 | 613 | 36 | 52 |

****For the following question, by 'regular cask ale drinker', we mean someone who drinks cask ale (e.g. Doom Bar, Bomardier, Deuchars etc.) on more than one pub visit a year. As a reminder, cask ale is unfiltered and unpasteurised beer which is conditioned and served from a cask without additional gas pressure. The image below is an example of cask ale being poured.****

****You said you're likely to make the final decision about which pub to go to when part of a group...****

How often, if at all, does there tend to be a 'regular cask ale drinker' in the group? (Please select the option that BEST applies)

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 880 | 429 | 451 | 82 | 109 | 155 | 226 | 308 | 525 | 355 | 246 | 135 | 69 | 106 | 201 | 757 | 47 | 76 |
| Base: All GB adults who are likely to make the final decision about which pub to go to when part of a group | 894 | 448 | 446 | 95 | 159 | 157 | 188 | 295 | 513 | 381 | 241 | 152 | 81 | 100 | 200 | 774 | 47 | 74 |
| Always - i.e. every time I make the final decision of which pub to go to when part of a group | 99 | 71 | 28 | 5 | 15 | 22 | 20 | 37 | 60 | 39 | 23 | 16 | 6 | 11 | 29 | 85 | 5 | 9 |
| Often | 183 | 110 | 73 | 20 | 49 | 24 | 39 | 51 | 117 | 66 | 51 | 35 | 23 | 21 | 37 | 168 | 10 | 5 |
| Sometimes | 197 | 118 | 79 | 27 | 36 | 25 | 49 | 61 | 104 | 93 | 55 | 33 | 17 | 24 | 42 | 171 | 3 | 24 |
| Rarely | 157 | 73 | 84 | 18 | 24 | 38 | 27 | 51 | 86 | 71 | 37 | 24 | 10 | 22 | 44 | 137 | 7 | 13 |
| Never | 221 | 62 | 159 | 24 | 23 | 41 | 48 | 85 | 129 | 92 | 61 | 38 | 25 | 19 | 41 | 184 | 18 | 19 |
| Don't know | 37 | 14 | 23 | 2 | 13 | 6 | 5 | 11 | 16 | 21 | 14 | 6 | 1 | 2 | 6 | 29 | 4 | 4 |

YouGov / Pete Brown

Cask Report

Fieldwork Dates: 20th - 21st July 2015

Sample Size: 2056 GB Adults

| 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 |

****For the following question, by 'regular cask ale drinker', we mean someone who drinks cask ale (e.g. Doom Bar, Bomarbdier, Deuchars etc.) on more than one pub visit a year. As a reminder, cask ale is unfiltered and unpasteurised beer which is conditioned and served from a cask without additional gas pressure. The image below is an example of cask ale being poured.****

How often, if at all, is the person who tends to decide which pub to visit a 'regular cask ale drinker'? (Please select the option that BEST applies)

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|----|----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 707 | 321 | 386 | 82 | 79 | 111 | 169 | 266 | 405 | 302 | 154 | 107 | 63 | 110 | 168 | 602 | 37 | 68 |
| Base: All GB adults who are unlikely to make the final decision about which pub to go to when part of a group | 702 | 322 | 380 | 94 | 97 | 119 | 135 | 256 | 390 | 312 | 140 | 128 | 78 | 95 | 172 | 613 | 36 | 52 |
| Always | 23 | 17 | 6 | 6 | 2 | 5 | 5 | 4 | 9 | 14 | 2 | 9 | 3 | 6 | 2 | 22 | - | 1 |
| Often | 77 | 50 | 27 | 14 | 16 | 15 | 9 | 23 | 51 | 26 | 16 | 8 | 5 | 8 | 29 | 66 | 7 | 4 |
| Sometimes | 117 | 61 | 57 | 19 | 17 | 21 | 23 | 37 | 69 | 48 | 19 | 24 | 20 | 13 | 26 | 103 | 4 | 11 |
| Rarely | 124 | 61 | 64 | 16 | 20 | 17 | 21 | 50 | 70 | 54 | 21 | 25 | 9 | 20 | 37 | 112 | 7 | 5 |
| Never | 234 | 72 | 162 | 14 | 28 | 42 | 54 | 96 | 129 | 106 | 57 | 40 | 28 | 27 | 55 | 207 | 7 | 21 |
| Don't know | 126 | 62 | 63 | 26 | 14 | 17 | 23 | 46 | 62 | 63 | 25 | 21 | 12 | 22 | 23 | 103 | 12 | 11 |

****Now thinking about the pubs you ever go to...****

In general, how important, if at all, are each of the following to you? (Please select the option that BEST applies on each row)

Word of mouth recommendation (e.g. from friends, family etc.)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 271 | 135 | 136 | 49 | 53 | 42 | 48 | 79 | 157 | 114 | 66 | 44 | 29 | 34 | 66 | 238 | 15 | 18 |
| Fairly important | 965 | 479 | 486 | 114 | 190 | 166 | 189 | 306 | 558 | 407 | 232 | 153 | 108 | 119 | 224 | 836 | 51 | 77 |
| Not very important | 338 | 165 | 173 | 29 | 40 | 50 | 83 | 137 | 181 | 157 | 92 | 70 | 26 | 41 | 70 | 298 | 11 | 29 |
| Not at all important | 195 | 80 | 115 | 9 | 10 | 39 | 44 | 94 | 95 | 100 | 47 | 29 | 13 | 20 | 52 | 162 | 13 | 20 |
| Don't know | 107 | 48 | 58 | 24 | 26 | 20 | 10 | 27 | 58 | 49 | 28 | 13 | 10 | 15 | 21 | 87 | 8 | 12 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 1236 | 613 | 622 | 163 | 243 | 208 | 238 | 385 | 715 | 521 | 298 | 197 | 136 | 153 | 289 | 1074 | 66 | 95 |
| Net: Not important | 534 | 246 | 288 | 38 | 49 | 89 | 126 | 231 | 277 | 257 | 139 | 99 | 39 | 61 | 122 | 460 | 24 | 49 |

| 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 |

That there is a range of different beer styles

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 152 | 115 | 37 | 16 | 27 | 22 | 41 | 47 | 76 | 76 | 42 | 35 | 8 | 22 | 26 | 133 | 9 | 10 |
| Fairly important | 579 | 373 | 206 | 55 | 119 | 107 | 118 | 180 | 333 | 246 | 138 | 84 | 55 | 78 | 150 | 505 | 24 | 50 |
| Not very important | 475 | 224 | 251 | 69 | 81 | 68 | 96 | 162 | 261 | 214 | 122 | 109 | 59 | 43 | 83 | 416 | 25 | 34 |
| Not at all important | 557 | 148 | 410 | 63 | 65 | 98 | 108 | 223 | 317 | 241 | 130 | 65 | 55 | 70 | 152 | 472 | 33 | 53 |
| Don't know | 112 | 48 | 64 | 23 | 27 | 21 | 12 | 30 | 63 | 49 | 33 | 15 | 8 | 17 | 22 | 96 | 6 | 10 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 731 | 488 | 243 | 70 | 146 | 129 | 159 | 227 | 409 | 322 | 179 | 119 | 63 | 99 | 176 | 637 | 34 | 60 |
| Net: Not important | 1033 | 372 | 661 | 132 | 146 | 166 | 204 | 385 | 578 | 455 | 252 | 174 | 114 | 113 | 234 | 888 | 58 | 87 |

That there is a range of different beer strengths

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 137 | 87 | 50 | 12 | 17 | 28 | 34 | 46 | 68 | 69 | 29 | 32 | 15 | 12 | 29 | 118 | 9 | 11 |
| Fairly important | 459 | 309 | 149 | 33 | 84 | 82 | 95 | 164 | 275 | 184 | 111 | 69 | 41 | 76 | 109 | 407 | 19 | 33 |
| Not very important | 578 | 289 | 288 | 84 | 116 | 88 | 113 | 176 | 321 | 257 | 162 | 117 | 57 | 50 | 115 | 501 | 29 | 48 |
| Not at all important | 593 | 180 | 413 | 72 | 76 | 95 | 121 | 229 | 326 | 268 | 132 | 78 | 67 | 73 | 154 | 505 | 34 | 54 |
| Don't know | 109 | 42 | 68 | 23 | 24 | 24 | 10 | 27 | 61 | 48 | 30 | 14 | 5 | 18 | 24 | 91 | 7 | 11 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 596 | 397 | 199 | 45 | 101 | 110 | 129 | 210 | 342 | 254 | 140 | 101 | 56 | 89 | 138 | 524 | 28 | 44 |
| Net: Not important | 1171 | 470 | 701 | 156 | 193 | 182 | 235 | 405 | 646 | 525 | 294 | 194 | 124 | 123 | 270 | 1006 | 63 | 102 |

That there is a range of beers from small microbreweries rather than well known national/ regional brands

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 128 | 85 | 43 | 11 | 21 | 26 | 27 | 42 | 68 | 60 | 39 | 23 | 15 | 13 | 24 | 114 | 3 | 12 |
| Fairly important | 409 | 260 | 149 | 60 | 92 | 57 | 88 | 113 | 224 | 185 | 101 | 66 | 45 | 45 | 107 | 365 | 22 | 22 |
| Not very important | 605 | 315 | 290 | 70 | 107 | 102 | 115 | 212 | 347 | 258 | 149 | 127 | 49 | 73 | 125 | 523 | 27 | 54 |
| Not at all important | 618 | 201 | 417 | 60 | 74 | 107 | 131 | 247 | 349 | 269 | 143 | 79 | 66 | 82 | 152 | 523 | 38 | 57 |
| Don't know | 116 | 47 | 69 | 25 | 25 | 26 | 13 | 28 | 62 | 54 | 32 | 14 | 9 | 16 | 24 | 96 | 8 | 13 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 537 | 345 | 192 | 71 | 112 | 83 | 115 | 155 | 292 | 245 | 140 | 88 | 61 | 58 | 131 | 478 | 25 | 34 |
| Net: Not important | 1223 | 516 | 707 | 130 | 181 | 208 | 246 | 458 | 696 | 527 | 292 | 206 | 115 | 156 | 277 | 1046 | 65 | 111 |

| 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 |

That there is a presence of your favourite brands on the bar

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 256 | 172 | 84 | 32 | 42 | 50 | 43 | 89 | 114 | 142 | 68 | 47 | 22 | 29 | 46 | 212 | 24 | 20 |
| Fairly important | 739 | 389 | 351 | 81 | 147 | 131 | 158 | 222 | 434 | 306 | 185 | 116 | 82 | 94 | 172 | 649 | 28 | 63 |
| Not very important | 391 | 185 | 206 | 58 | 64 | 58 | 74 | 136 | 219 | 172 | 104 | 82 | 36 | 48 | 71 | 341 | 21 | 29 |
| Not at all important | 374 | 114 | 260 | 29 | 39 | 53 | 86 | 168 | 220 | 154 | 76 | 48 | 37 | 44 | 118 | 324 | 17 | 33 |
| Don't know | 115 | 48 | 68 | 25 | 27 | 24 | 13 | 26 | 63 | 52 | 31 | 14 | 8 | 16 | 26 | 95 | 8 | 13 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 996 | 561 | 435 | 113 | 189 | 181 | 201 | 312 | 548 | 448 | 253 | 164 | 104 | 123 | 218 | 861 | 52 | 82 |
| Net: Not important | 765 | 299 | 466 | 87 | 103 | 111 | 160 | 305 | 439 | 326 | 180 | 131 | 73 | 91 | 189 | 664 | 38 | 62 |

That there is a presence of a rotating range of guest ales

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 112 | 81 | 30 | 9 | 16 | 22 | 27 | 38 | 66 | 46 | 26 | 23 | 7 | 14 | 26 | 96 | 8 | 8 |
| Fairly important | 402 | 259 | 142 | 39 | 87 | 73 | 83 | 120 | 216 | 185 | 95 | 71 | 52 | 45 | 97 | 360 | 15 | 27 |
| Not very important | 556 | 290 | 266 | 74 | 105 | 87 | 105 | 186 | 318 | 238 | 149 | 115 | 43 | 68 | 107 | 482 | 27 | 47 |
| Not at all important | 678 | 227 | 451 | 82 | 82 | 111 | 139 | 264 | 384 | 293 | 164 | 85 | 72 | 83 | 173 | 577 | 39 | 62 |
| Don't know | 129 | 50 | 78 | 22 | 28 | 25 | 19 | 34 | 65 | 63 | 31 | 15 | 11 | 20 | 31 | 107 | 9 | 13 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 513 | 341 | 173 | 47 | 103 | 95 | 110 | 158 | 282 | 232 | 121 | 94 | 59 | 59 | 122 | 456 | 23 | 34 |
| Net: Not important | 1234 | 517 | 717 | 156 | 187 | 197 | 244 | 450 | 702 | 532 | 313 | 200 | 115 | 151 | 279 | 1058 | 66 | 110 |

That it's cask marque accredited (i.e. the scheme's symbol is displayed indicating a good quality of cask ale)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 93 | 71 | 22 | 8 | 17 | 17 | 19 | 32 | 44 | 49 | 16 | 23 | 6 | 11 | 17 | 74 | 12 | 7 |
| Fairly important | 295 | 205 | 90 | 41 | 62 | 41 | 61 | 91 | 155 | 141 | 67 | 51 | 30 | 42 | 85 | 275 | 8 | 12 |
| Not very important | 639 | 343 | 296 | 72 | 115 | 111 | 129 | 212 | 366 | 273 | 179 | 126 | 60 | 70 | 124 | 559 | 26 | 54 |
| Not at all important | 690 | 231 | 460 | 74 | 84 | 120 | 149 | 264 | 395 | 295 | 158 | 91 | 72 | 88 | 172 | 580 | 41 | 69 |
| Don't know | 158 | 58 | 100 | 31 | 40 | 28 | 17 | 44 | 90 | 69 | 44 | 18 | 17 | 18 | 35 | 132 | 11 | 16 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 388 | 276 | 112 | 48 | 79 | 58 | 80 | 123 | 199 | 189 | 83 | 74 | 36 | 54 | 102 | 349 | 20 | 19 |
| Net: Not important | 1329 | 573 | 756 | 146 | 199 | 231 | 277 | 476 | 761 | 568 | 337 | 216 | 131 | 159 | 295 | 1139 | 68 | 123 |

| 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 |

That it's recommended by the Good Beer Guide

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 61 | 28 | 33 | 11 | 12 | 7 | 7 | 24 | 36 | 26 | 12 | 15 | 2 | 9 | 10 | 48 | 8 | 5 |
| Fairly important | 241 | 147 | 94 | 29 | 43 | 45 | 47 | 76 | 123 | 118 | 61 | 42 | 31 | 27 | 58 | 219 | 10 | 12 |
| Not very important | 719 | 417 | 303 | 90 | 116 | 115 | 154 | 245 | 388 | 331 | 192 | 143 | 76 | 87 | 138 | 636 | 34 | 49 |
| Not at all important | 717 | 262 | 455 | 65 | 112 | 124 | 153 | 264 | 425 | 292 | 161 | 90 | 69 | 86 | 194 | 600 | 35 | 82 |
| Don't know | 138 | 54 | 84 | 30 | 35 | 26 | 13 | 34 | 78 | 60 | 38 | 20 | 7 | 21 | 32 | 117 | 10 | 10 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 302 | 175 | 127 | 40 | 56 | 53 | 54 | 100 | 158 | 144 | 73 | 56 | 33 | 36 | 69 | 267 | 18 | 17 |
| Net: Not important | 1436 | 678 | 757 | 155 | 227 | 238 | 307 | 508 | 813 | 622 | 354 | 232 | 145 | 173 | 332 | 1236 | 70 | 130 |

Type of pub ownership (e.g. brands, locally owned etc.)

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 101 | 68 | 34 | 26 | 14 | 14 | 15 | 32 | 43 | 58 | 33 | 15 | 14 | 7 | 18 | 87 | 7 | 7 |
| Fairly important | 599 | 324 | 275 | 71 | 110 | 97 | 123 | 198 | 351 | 249 | 146 | 106 | 53 | 73 | 153 | 531 | 32 | 36 |
| Not very important | 636 | 328 | 308 | 74 | 101 | 105 | 134 | 222 | 354 | 282 | 156 | 121 | 60 | 87 | 123 | 548 | 25 | 63 |
| Not at all important | 413 | 140 | 274 | 29 | 55 | 78 | 90 | 161 | 240 | 174 | 94 | 52 | 43 | 48 | 111 | 348 | 24 | 41 |
| Don't know | 126 | 48 | 78 | 25 | 38 | 22 | 12 | 29 | 62 | 64 | 35 | 14 | 15 | 14 | 28 | 106 | 10 | 10 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 701 | 392 | 309 | 97 | 124 | 111 | 138 | 230 | 394 | 307 | 179 | 122 | 67 | 80 | 171 | 618 | 40 | 43 |
| Net: Not important | 1049 | 468 | 581 | 103 | 156 | 184 | 224 | 383 | 594 | 455 | 250 | 173 | 103 | 135 | 234 | 896 | 49 | 104 |

Number of hand pumps in the pub

| | | | | | | | | | | | | | | | | | | |
|---|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|-----|-----|
| Unweighted base | 2056 | 962 | 1094 | 216 | 247 | 327 | 501 | 765 | 1151 | 905 | 518 | 304 | 168 | 287 | 462 | 1739 | 106 | 211 |
| Base: All GB adults | 2056 | 987 | 1069 | 247 | 347 | 334 | 409 | 720 | 1131 | 925 | 506 | 337 | 197 | 263 | 471 | 1774 | 103 | 179 |
| Very important | 79 | 51 | 28 | 6 | 17 | 13 | 19 | 24 | 44 | 35 | 27 | 12 | 1 | 9 | 17 | 66 | 5 | 9 |
| Fairly important | 351 | 236 | 114 | 44 | 51 | 68 | 76 | 112 | 209 | 141 | 88 | 53 | 41 | 54 | 84 | 318 | 16 | 16 |
| Not very important | 672 | 369 | 303 | 82 | 141 | 99 | 131 | 219 | 365 | 307 | 169 | 139 | 69 | 66 | 143 | 586 | 30 | 56 |
| Not at all important | 656 | 206 | 450 | 71 | 80 | 111 | 137 | 256 | 362 | 294 | 149 | 91 | 66 | 85 | 161 | 552 | 39 | 65 |
| Don't know | 119 | 46 | 73 | 21 | 30 | 25 | 11 | 32 | 69 | 50 | 32 | 15 | 8 | 16 | 28 | 99 | 8 | 12 |
| Not applicable - I never visit a pub for leisure purposes | 180 | 79 | 101 | 22 | 28 | 17 | 35 | 77 | 81 | 99 | 41 | 29 | 12 | 33 | 38 | 154 | 5 | 22 |
| Net: Important | 429 | 287 | 143 | 51 | 68 | 81 | 95 | 136 | 253 | 176 | 115 | 64 | 42 | 63 | 100 | 384 | 21 | 25 |
| Net: Not important | 1328 | 575 | 753 | 153 | 221 | 210 | 269 | 475 | 728 | 600 | 318 | 229 | 135 | 151 | 304 | 1138 | 69 | 121 |

| 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 |

How often, if at all, would you say you ever drink the following beer styles? (Please select the option that BEST applies on each row)

Standard bitter

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 35 | 33 | 3 | 2 | 4 | 2 | 4 | 23 | 24 | 11 | 13 | 8 | 2 | 2 | 7 | 33 | 2 | 1 |
| Often | 162 | 137 | 24 | 11 | 16 | 33 | 37 | 65 | 89 | 73 | 42 | 38 | 14 | 21 | 39 | 154 | 2 | 6 |
| Sometimes | 245 | 194 | 51 | 27 | 52 | 37 | 53 | 75 | 144 | 101 | 57 | 48 | 22 | 37 | 56 | 219 | 7 | 19 |
| Rarely | 177 | 123 | 54 | 34 | 28 | 42 | 27 | 45 | 103 | 74 | 47 | 29 | 9 | 27 | 29 | 141 | 21 | 15 |
| Never | 324 | 152 | 172 | 16 | 62 | 61 | 85 | 101 | 164 | 160 | 90 | 39 | 34 | 26 | 72 | 261 | 26 | 38 |
| Don't know | 24 | 21 | 3 | 6 | 14 | 1 | * | 3 | 17 | 8 | 7 | 3 | - | 4 | 10 | 24 | - | 1 |

Strong bitter/ ale

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 23 | 16 | 8 | 1 | 8 | 2 | 5 | 7 | 16 | 8 | 4 | 5 | 2 | 3 | 8 | 21 | 2 | 1 |
| Often | 157 | 141 | 16 | 15 | 16 | 27 | 36 | 63 | 84 | 73 | 35 | 34 | 11 | 25 | 39 | 144 | 2 | 11 |
| Sometimes | 228 | 185 | 42 | 32 | 34 | 46 | 47 | 69 | 130 | 98 | 54 | 54 | 18 | 23 | 57 | 206 | 10 | 12 |
| Rarely | 177 | 128 | 49 | 17 | 44 | 33 | 36 | 48 | 113 | 65 | 56 | 21 | 13 | 22 | 33 | 145 | 16 | 17 |
| Never | 357 | 168 | 189 | 25 | 61 | 68 | 82 | 121 | 182 | 175 | 101 | 47 | 36 | 40 | 68 | 292 | 28 | 38 |
| Don't know | 24 | 21 | 3 | 6 | 14 | 1 | * | 3 | 17 | 8 | 7 | 3 | - | 4 | 10 | 24 | - | 1 |

Pale ale

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 8 | 6 | 2 | - | 1 | 1 | 1 | 4 | 6 | 1 | 2 | 2 | - | - | 1 | 6 | 2 | - |
| Often | 148 | 125 | 23 | 16 | 45 | 39 | 26 | 22 | 84 | 64 | 41 | 28 | 14 | 14 | 35 | 132 | 4 | 12 |
| Sometimes | 220 | 160 | 60 | 27 | 43 | 48 | 41 | 61 | 141 | 79 | 54 | 44 | 15 | 36 | 49 | 197 | 9 | 14 |
| Rarely | 198 | 145 | 53 | 24 | 15 | 30 | 52 | 78 | 121 | 77 | 48 | 25 | 14 | 31 | 49 | 167 | 16 | 15 |
| Never | 366 | 202 | 164 | 22 | 58 | 59 | 85 | 143 | 170 | 197 | 104 | 62 | 38 | 32 | 69 | 305 | 26 | 36 |
| Don't know | 27 | 22 | 5 | 6 | 15 | 1 | 1 | 4 | 18 | 8 | 7 | 3 | - | 5 | 10 | 24 | * | 2 |

Golden/ blonde ale

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 13 | 10 | 3 | 2 | 6 | 1 | 2 | 3 | 9 | 4 | 4 | 4 | - | * | 3 | 11 | - | 2 |
| Often | 158 | 123 | 34 | 15 | 31 | 36 | 29 | 47 | 88 | 69 | 42 | 30 | 11 | 18 | 42 | 143 | 3 | 11 |
| Sometimes | 264 | 206 | 58 | 38 | 44 | 54 | 65 | 62 | 157 | 107 | 66 | 51 | 19 | 34 | 59 | 228 | 12 | 23 |
| Rarely | 195 | 130 | 66 | 19 | 46 | 33 | 33 | 64 | 123 | 73 | 48 | 34 | 16 | 33 | 42 | 173 | 12 | 10 |
| Never | 314 | 171 | 143 | 17 | 35 | 52 | 77 | 133 | 146 | 168 | 89 | 42 | 34 | 28 | 60 | 254 | 30 | 31 |
| Don't know | 23 | 19 | 4 | 4 | 14 | 1 | * | 4 | 18 | 5 | 7 | 3 | - | 3 | 9 | 22 | - | 1 |

| 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 |

Indian pale ale

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 10 | 9 | 1 | 5 | 3 | 1 | 1 | * | 4 | 6 | 1 | 6 | - | 1 | - | 8 | - | 2 |
| Often | 126 | 107 | 19 | 16 | 27 | 37 | 24 | 21 | 69 | 57 | 29 | 11 | 14 | 26 | 30 | 110 | 3 | 12 |
| Sometimes | 205 | 161 | 44 | 20 | 42 | 38 | 46 | 59 | 132 | 73 | 50 | 43 | 15 | 20 | 55 | 184 | 8 | 14 |
| Rarely | 190 | 137 | 53 | 15 | 35 | 34 | 41 | 65 | 122 | 68 | 54 | 31 | 12 | 25 | 41 | 163 | 18 | 10 |
| Never | 409 | 225 | 185 | 34 | 55 | 65 | 93 | 163 | 194 | 215 | 115 | 68 | 39 | 41 | 78 | 341 | 28 | 40 |
| Don't know | 26 | 21 | 5 | 5 | 14 | 2 | 1 | 4 | 19 | 7 | 7 | 4 | - | 3 | 11 | 25 | * | 1 |

Mild

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 9 | 4 | 5 | - | 1 | - | * | 7 | 5 | 4 | 1 | 5 | - | - | - | 6 | 3 | - |
| Often | 74 | 58 | 16 | 8 | 17 | 20 | 12 | 16 | 38 | 35 | 20 | 22 | 1 | 10 | 15 | 68 | - | 6 |
| Sometimes | 195 | 154 | 41 | 31 | 45 | 36 | 40 | 43 | 100 | 96 | 47 | 44 | 14 | 25 | 46 | 175 | 10 | 10 |
| Rarely | 216 | 160 | 56 | 27 | 37 | 41 | 44 | 67 | 126 | 90 | 56 | 27 | 14 | 35 | 55 | 187 | 13 | 16 |
| Never | 445 | 260 | 185 | 22 | 61 | 78 | 110 | 174 | 253 | 192 | 125 | 63 | 52 | 42 | 86 | 368 | 32 | 45 |
| Don't know | 28 | 23 | 5 | 7 | 14 | 1 | * | 6 | 18 | 10 | 7 | 3 | - | 5 | 12 | 27 | - | 1 |

Stout

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|----|----|----|----|----|----|-----|----|----|----|----|----|----|-----|----|----|
| Unweighted base | 194 | 159 | 35 | 18 | 21 | 30 | 52 | 73 | 113 | 81 | 43 | 34 | 18 | 33 | 43 | 171 | 12 | 11 |
| Base: All GB adults who have drunk stout in the last three months | 182 | 152 | 30 | 19 | 26 | 38 | 39 | 60 | 105 | 77 | 34 | 40 | 19 | 32 | 38 | 164 | 11 | 7 |
| Always- i.e. every time I have an alcoholic drink | 13 | 11 | 2 | - | 2 | 2 | 2 | 7 | 10 | 3 | 3 | 4 | 2 | 3 | - | 11 | 1 | - |
| Often | 45 | 40 | 5 | 5 | 6 | 11 | 9 | 14 | 18 | 27 | 6 | 9 | 5 | 6 | 15 | 41 | 3 | 1 |
| Sometimes | 88 | 72 | 16 | 8 | 14 | 17 | 24 | 25 | 55 | 33 | 17 | 20 | 10 | 15 | 18 | 80 | 4 | 4 |
| Rarely | 25 | 20 | 4 | 4 | * | 6 | 4 | 10 | 17 | 7 | 4 | 5 | 2 | 7 | 4 | 21 | 2 | 1 |
| Never | 6 | 3 | 3 | 1 | - | - | * | 5 | 1 | 6 | 1 | 2 | 1 | 1 | * | 6 | - | 1 |
| Don't know | 6 | 6 | - | - | 4 | 1 | - | - | 4 | 1 | 4 | - | - | - | 1 | 5 | * | - |

Porter

| | | | | | | | | | | | | | | | | | | |
|---|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 9 | 6 | 3 | 4 | 4 | - | - | 2 | 4 | 5 | - | 5 | 2 | - | 1 | 9 | 1 | - |
| Often | 38 | 28 | 9 | 2 | 6 | 9 | 9 | 11 | 21 | 17 | 8 | 7 | 2 | 6 | 10 | 33 | 2 | 2 |
| Sometimes | 149 | 116 | 33 | 22 | 32 | 29 | 29 | 37 | 88 | 61 | 30 | 24 | 14 | 21 | 40 | 128 | 7 | 14 |
| Rarely | 208 | 167 | 42 | 16 | 39 | 44 | 46 | 63 | 128 | 80 | 58 | 40 | 10 | 27 | 43 | 178 | 16 | 15 |
| Never | 526 | 314 | 212 | 46 | 75 | 91 | 119 | 195 | 274 | 253 | 145 | 83 | 53 | 59 | 110 | 450 | 29 | 47 |
| Don't know | 36 | 28 | 9 | 5 | 19 | 4 | 4 | 4 | 26 | 10 | 14 | 5 | - | 5 | 9 | 33 | 3 | 1 |

| 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 |

Old ale/ barley wine

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 5 | 1 | 4 | - | 1 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | - | - | - | 4 | - | 1 |
| Often | 40 | 29 | 11 | 6 | 10 | 11 | 6 | 7 | 17 | 23 | 4 | 7 | 6 | 9 | 7 | 33 | 2 | 5 |
| Sometimes | 107 | 78 | 29 | 19 | 22 | 27 | 23 | 16 | 48 | 59 | 27 | 28 | 6 | 5 | 31 | 97 | 6 | 5 |
| Rarely | 216 | 159 | 57 | 25 | 37 | 31 | 47 | 75 | 142 | 74 | 63 | 33 | 14 | 33 | 47 | 190 | 11 | 15 |
| Never | 570 | 368 | 202 | 37 | 92 | 105 | 127 | 209 | 311 | 260 | 153 | 90 | 55 | 63 | 118 | 479 | 38 | 53 |
| Don't know | 29 | 24 | 5 | 8 | 13 | 3 | 2 | 4 | 20 | 9 | 7 | 4 | - | 7 | 11 | 28 | * | 1 |

Speciality beer (e.g fruit flavoured beers etc)

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 8 | 5 | 2 | 4 | 1 | 1 | 1 | 1 | 4 | 4 | * | 6 | - | - | 1 | 7 | - | 1 |
| Often | 59 | 35 | 24 | 20 | 10 | 15 | 7 | 7 | 22 | 37 | 18 | 14 | - | 6 | 8 | 46 | 9 | 4 |
| Sometimes | 202 | 153 | 50 | 23 | 51 | 48 | 40 | 40 | 115 | 88 | 56 | 42 | 23 | 24 | 41 | 186 | 3 | 14 |
| Rarely | 210 | 145 | 65 | 21 | 42 | 44 | 47 | 57 | 141 | 69 | 54 | 26 | 15 | 28 | 53 | 176 | 17 | 17 |
| Never | 464 | 300 | 164 | 23 | 57 | 68 | 112 | 204 | 242 | 222 | 120 | 74 | 43 | 56 | 102 | 394 | 28 | 42 |
| Don't know | 24 | 21 | 3 | 4 | 15 | 2 | * | 3 | 18 | 6 | 7 | 3 | - | 3 | 9 | 22 | - | 2 |

Lager

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
| Base: All GB adults who have drunk beer in the last three months | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | 117 | 80 | 37 | 14 | 11 | 21 | 32 | 40 | 44 | 73 | 45 | 23 | 6 | 8 | 19 | 99 | 10 | 8 |
| Often | 320 | 215 | 105 | 33 | 69 | 64 | 65 | 90 | 170 | 150 | 81 | 51 | 26 | 47 | 70 | 276 | 22 | 23 |
| Sometimes | 272 | 180 | 92 | 23 | 56 | 56 | 58 | 80 | 157 | 115 | 59 | 49 | 23 | 31 | 62 | 224 | 17 | 32 |
| Rarely | 168 | 122 | 46 | 19 | 17 | 25 | 35 | 72 | 111 | 57 | 45 | 32 | 14 | 24 | 33 | 148 | 6 | 14 |
| Never | 70 | 46 | 24 | 5 | 11 | 10 | 16 | 28 | 45 | 26 | 19 | 9 | 12 | 5 | 21 | 65 | 2 | 3 |
| Don't know | 19 | 16 | 3 | 2 | 13 | 1 | * | 3 | 14 | 5 | 6 | - | - | 2 | 10 | 18 | - | 1 |

Traditional keg or 'smoothflow' ale

| | | | | | | | | | | | | | | | | | | |
|--|-----|-----|----|----|----|----|-----|-----|-----|-----|-----|----|----|----|----|-----|----|----|
| Unweighted base | 446 | 360 | 86 | 39 | 47 | 68 | 113 | 179 | 272 | 174 | 132 | 67 | 29 | 60 | 94 | 382 | 18 | 46 |
| Base: All GB adults who have drunk cask or smoothflow ale in the last three months | 427 | 355 | 72 | 49 | 69 | 77 | 84 | 148 | 253 | 174 | 109 | 78 | 35 | 56 | 94 | 372 | 17 | 38 |
| Always- i.e. every time I have an alcoholic drink | 14 | 14 | * | - | 1 | 1 | 2 | 10 | 7 | 7 | 4 | 1 | - | 2 | 2 | 9 | 3 | 2 |
| Often | 105 | 91 | 15 | 9 | 16 | 15 | 26 | 40 | 61 | 44 | 26 | 23 | 5 | 16 | 26 | 97 | 3 | 6 |
| Sometimes | 154 | 125 | 28 | 12 | 29 | 37 | 25 | 50 | 90 | 64 | 35 | 27 | 19 | 18 | 36 | 135 | 3 | 15 |
| Rarely | 101 | 82 | 18 | 15 | 17 | 16 | 19 | 33 | 67 | 34 | 34 | 16 | 3 | 8 | 22 | 84 | 7 | 10 |
| Never | 47 | 38 | 9 | 9 | 5 | 8 | 12 | 14 | 25 | 23 | 10 | 8 | 7 | 9 | 7 | 42 | 1 | 4 |
| Don't know | 6 | 5 | 1 | 5 | - | - | - | 1 | 4 | 2 | - | 3 | - | 1 | 1 | 5 | - | 1 |

YouGov / Pete Brown

Cask Report

Fieldwork Dates: 20th - 21st July 2015

Sample Size: 2056 GB Adults

| 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 |

Craft keg ale

| | Unweighted base | 945 | 632 | 313 | 77 | 108 | 159 | 254 | 347 | 545 | 400 | 265 | 139 | 66 | 130 | 204 | 804 | 52 | 89 |
|---|-----------------|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|----|----|
| Base: All GB adults who have drunk beer in the last three months | | 967 | 659 | 308 | 95 | 176 | 177 | 207 | 312 | 541 | 426 | 256 | 164 | 81 | 117 | 214 | 831 | 57 | 79 |
| Always- i.e. every time I have an alcoholic drink | | 16 | 14 | 2 | 2 | 1 | 2 | 4 | 7 | 7 | 9 | * | 6 | * | 5 | 3 | 14 | 1 | 1 |
| Often | | 153 | 121 | 32 | 7 | 25 | 32 | 33 | 57 | 92 | 61 | 39 | 21 | 12 | 23 | 38 | 134 | 7 | 13 |
| Sometimes | | 218 | 173 | 45 | 27 | 41 | 50 | 43 | 56 | 133 | 85 | 52 | 45 | 19 | 25 | 52 | 193 | 11 | 15 |
| Rarely | | 179 | 134 | 45 | 26 | 31 | 26 | 43 | 53 | 110 | 69 | 50 | 29 | 9 | 24 | 37 | 149 | 12 | 18 |
| Never | | 374 | 195 | 179 | 27 | 64 | 66 | 82 | 135 | 180 | 194 | 106 | 60 | 40 | 37 | 73 | 315 | 27 | 31 |
| Don't know | | 27 | 22 | 5 | 5 | 15 | 1 | 2 | 4 | 18 | 8 | 8 | 3 | - | 4 | 11 | 26 | - | 1 |