

# YouGov Survey Results

Sample Size: 1856 GB Adults  
Fieldwork: 25th - 26th September 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
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		
<b>Weighted Sample</b>	<b>1840</b>	X	X	X	X	548	449	395	896	943	221	463	634	522	1049	791	207	616	393	460	164	
Unweighted Sample	1856	433	579	113	198	539	469	414	895	961	154	385	810	507	1187	669	226	625	368	480	157	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Which of the following do you go to MOST often for social occasions?

Restaurant	<b>35</b>	41	32	38	33	40	37	36	29	41	16	34	34	45	38	31	40	36	36	31	33
Pub	<b>30</b>	28	32	30	35	30	28	28	39	22	35	36	30	22	33	26	29	29	33	30	25
Café	<b>7</b>	5	8	9	7	6	8	9	5	10	12	9	7	4	8	7	9	7	6	8	7
Bar	<b>4</b>	4	4	3	3	2	4	5	3	5	10	5	3	2	4	4	5	3	2	4	9
Nightclub	<b>2</b>	3	1	3	0	1	1	1	1	2	12	1	1	0	2	1	1	2	3	2	2
None of these	<b>20</b>	19	21	19	22	21	20	18	20	19	8	12	24	26	15	27	14	21	18	22	22
Don't know	<b>2</b>	1	1	0	0	0	1	2	3	2	7	4	1	0	1	4	2	2	3	3	2

## How often would you say you go to the pub?

Every day	<b>0</b>	0	1	0	0	0	1	0	1	0	0	1	0	1	0	0	2	0	0	0	0
Several times a week	<b>5</b>	6	5	7	6	5	7	7	9	2	8	4	5	5	6	3	10	4	4	7	1
Around once a week	<b>13</b>	12	14	11	19	11	15	13	18	10	12	18	12	11	14	13	16	12	12	15	14
A few times a month	<b>16</b>	15	18	12	11	16	14	13	18	15	40	17	13	10	19	13	12	17	16	17	19
Around once a month	<b>15</b>	19	14	21	14	19	13	14	14	16	8	20	14	15	16	14	17	16	17	14	8
Several times a year	<b>22</b>	23	21	23	23	21	23	25	19	25	14	19	26	23	24	19	18	23	27	19	23
Once a year or less	<b>14</b>	14	15	13	13	16	17	14	11	18	3	11	16	21	12	17	12	15	11	15	21
Never	<b>11</b>	10	11	12	14	12	9	12	9	14	10	7	13	14	7	17	12	12	9	12	15
Don't know	<b>2</b>	0	1	0	0	0	1	1	2	1	5	3	1	0	1	3	1	1	2	2	1

## Where you live now, is there a particular pub which you would regard as your 'local'?

Yes, there is	<b>38</b>	37	40	44	44	38	42	37	40	37	39	36	39	39	39	38	40	40	35	41	29
No, there is not	<b>57</b>	60	57	52	56	59	55	58	56	58	51	58	58	56	57	56	58	57	58	52	65
Not sure	<b>5</b>	3	3	4	1	3	3	4	5	5	10	6	3	5	4	6	2	3	7	7	6

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<b>Weighted Sample</b> 1840	X	X	X	X	548	449	395	896	943	221	463	634	522	1049	791	207	616	393	460	164	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of the following types of pub do you prefer? Please select up to two.**

Country pub (cosy, quiet, countryside setting)	<b>43</b>	45	36	47	45	47	41	48	37	50	26	39	47	51	47	39	37	49	45	39	38
Traditional pub (no frills, traditional decor, local crowd)	<b>38</b>	39	42	33	46	38	43	34	42	34	36	36	41	37	38	38	39	35	41	41	32
Chain pub (inexpensive beer, more modern, no frills)	<b>15</b>	13	16	13	12	12	16	10	16	14	26	15	14	11	14	16	9	13	23	15	10
Gastropub (more expensive, good food, refurbished)	<b>15</b>	17	15	18	8	15	13	20	11	19	12	20	15	12	19	9	20	15	11	15	18
Sports pub (big tv, sports crowd)	<b>7</b>	9	8	5	3	6	9	6	11	3	12	12	5	3	7	7	8	6	6	6	14
Trendy pub (craft beers, live music, young crowd)	<b>6</b>	5	8	5	2	5	5	8	6	7	15	11	4	1	8	4	11	4	4	7	13
None of the above	<b>10</b>	7	11	8	11	10	11	8	9	10	9	6	10	13	7	14	10	8	9	11	14
Dont know	<b>4</b>	3	2	2	4	2	2	4	5	3	10	6	3	1	3	5	4	4	5	4	1

**Which of the following words do you associate most with pubs? Please select up to three.**

Tradition	<b>36</b>	39	34	37	40	39	40	32	37	35	34	33	39	36	40	30	34	41	33	36	28
Conversation	<b>33</b>	33	34	38	31	31	34	35	34	32	37	37	32	29	37	27	37	31	33	34	35
Welcoming	<b>29</b>	33	28	26	27	32	28	26	29	28	29	24	27	35	29	28	25	32	30	28	21
Community	<b>25</b>	30	25	26	21	27	25	29	27	23	21	26	28	23	26	23	22	26	27	25	22
Friendship	<b>23</b>	24	24	16	21	23	26	21	25	22	28	24	23	22	25	22	27	23	19	26	23
Noisy	<b>20</b>	22	20	27	24	21	20	24	17	23	15	14	21	27	20	20	23	20	21	16	27
Drunkenness	<b>19</b>	17	20	15	26	19	17	17	18	20	19	21	18	18	16	22	26	18	16	18	21
Entertainment	<b>11</b>	8	15	12	7	9	12	11	11	12	18	15	11	5	11	12	14	10	13	11	12
Old fashioned	<b>9</b>	10	9	12	7	7	9	10	7	10	14	9	7	8	10	7	9	9	10	7	6
Smelly	<b>7</b>	9	6	11	8	9	4	9	7	8	7	7	8	7	7	8	10	7	6	6	12
Violence	<b>5</b>	4	7	1	7	5	6	3	6	4	1	4	5	6	3	7	5	4	5	6	6
Boring	<b>5</b>	3	6	2	7	5	5	5	5	6	5	4	5	7	4	6	4	5	6	6	3
Unhealthy	<b>4</b>	3	3	5	5	4	3	6	3	4	2	2	4	4	3	4	5	3	4	3	4
Modern	<b>3</b>	3	4	5	1	2	4	3	3	3	1	3	3	4	3	3	2	2	5	4	1
None of these	<b>5</b>	3	4	5	5	4	5	5	5	5	5	5	6	3	4	5	3	5	4	4	7
Dont know	<b>6</b>	6	4	5	5	6	4	6	6	5	6	7	5	5	4	8	3	5	5	7	7

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

Thinking about the decline in the number of pubs in recent years, would you say this is a good or bad thing?

Very good	4	4	6	2	3	5	4	3	5	4	5	4	5	4	3	5	7	4	5	4	2
Fairly good	9	9	9	11	7	10	10	10	7	10	4	10	7	11	9	8	10	8	9	9	9
<b>TOTAL GOOD</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>15</b>	<b>12</b>	<b>13</b>	<b>17</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>11</b>
Neither good nor bad	28	29	26	34	24	29	26	31	27	28	23	25	27	34	28	27	31	30	25	23	35
Fairly bad	35	40	36	38	32	38	36	33	34	36	38	36	36	32	38	32	33	36	35	35	36
Very bad	18	15	18	13	31	15	19	17	22	15	17	18	20	17	17	20	16	17	18	23	12
<b>TOTAL BAD</b>	<b>53</b>	<b>55</b>	<b>54</b>	<b>51</b>	<b>63</b>	<b>53</b>	<b>55</b>	<b>50</b>	<b>56</b>	<b>51</b>	<b>55</b>	<b>54</b>	<b>56</b>	<b>49</b>	<b>55</b>	<b>52</b>	<b>49</b>	<b>53</b>	<b>53</b>	<b>58</b>	<b>48</b>
Don't know	6	4	5	2	3	3	5	6	5	6	13	7	5	2	4	8	4	5	8	5	5