

# BBPA

## Christmas poll

### **METHODOLOGY NOTE**

ComRes interviewed 2059 British adults online between 19<sup>th</sup> and 21<sup>st</sup> December 2012. Data were weighted to be demographically representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

## Christmas & Pubs Survey

### ONLINE Fieldwork : 19th-21st December 2012

Absolutes/col percents

Table 1

**Q.1 Will you visit a pub on Christmas Day this year for any of the following reasons?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1013	1046	174	321	401	371	335	457	627	605	314	513	266	801
Weighted base	2059	1009	1050	247	330	391	350	309	432	556	597	432	473	277	876
NET: Yes	261 13%	163 16%	98 9%	55 22%	56 17%	51 13%	37 10%	21 7%	41 10%	78 14%	67 11%	65 15%	51 11%	39 14%	140 16%
Yes, for a drink (either alcoholic or non-alcoholic)	201 10%	133 13%	68 6%	41 17%	39 12%	40 10%	32 9%	14 5%	35 8%	62 11%	49 8%	52 12%	39 8%	24 9%	113 13%
Yes, for my Christmas dinner	62 3%	33 3%	29 3%	10 4%	20 6%	15 4%	4 1%	7 2%	6 1%	18 3%	18 3%	11 3%	15 3%	18 7%	29 3%
Yes, for other food	10 *	2 *	8 1%	4 2%	1 *	1 *	1 *	1 *	2 *	4 1%	3 *	3 1%	1 *	1 1%	3 *
Will not be visiting a pub	1701 83%	787 78%	914 87%	171 69%	249 76%	323 82%	299 85%	276 89%	383 89%	458 82%	498 83%	344 80%	401 85%	216 78%	696 79%
Don't know	97 5%	59 6%	38 4%	21 9%	24 7%	18 5%	14 4%	12 4%	7 2%	20 4%	32 5%	23 5%	22 5%	22 8%	40 5%

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**Q.1 Will you visit a pub on Christmas Day this year for any of the following reasons?**

**Base: All respondents**

	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2059	199	99	254	156	206	156	81	193	195	308	212
Weighted base	2059	179	93	242	182	190	160	109	193	259	264	188
NET: Yes	261 13%	17 9%	11 11%	38 16%	30 16%	23 12%	19 12%	13 12%	20 10%	36 14%	32 12%	22 12%
Yes, for a drink (either alcoholic or non-alcoholic)	201 10%	8 4%	7 7%	33 14%	24 13%	18 10%	13 8%	12 11%	19 10%	25 10%	25 9%	18 10%
Yes, for my Christmas dinner	62 3%	8 4%	3 3%	5 2%	7 4%	5 3%	7 5%	1 1%	4 2%	10 4%	7 3%	4 2%
Yes, for other food	10 *	2 1%	1 1%	3 1%	* *	- -	* *	- -	- -	2 1%	* *	1 *
Will not be visiting a pub	1701 83%	152 85%	82 88%	193 80%	137 75%	156 82%	134 84%	93 85%	168 87%	206 79%	220 83%	160 85%
Don't know	97 5%	10 6%	* 1%	10 4%	15 8%	11 6%	6 4%	3 3%	6 3%	18 7%	12 5%	6 3%

## Christmas & Pubs Survey

### ONLINE Fieldwork : 19th-21st December 2012

Absolutes/col percents

Table 2

**Q.2 Which, if any, of the following have you done, or are you planning to do, specifically to celebrate Christmas this year?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2059	1013	1046	174	321	401	371	335	457	627	605	314	513	266	801
Weighted base	2059	1009	1050	247	330	391	350	309	432	556	597	432	473	277	876
NET: Any	666	359	307	110	124	138	108	93	92	214	185	163	104	117	350
	32%	36%	29%	44%	38%	35%	31%	30%	21%	39%	31%	38%	22%	42%	40%
Attended, or are planning to attend, a Christmas gathering with friends in a pub	363	190	173	57	57	75	54	62	58	134	101	69	59	59	177
	18%	19%	16%	23%	17%	19%	15%	20%	13%	24%	17%	16%	12%	21%	20%
Attended, or are planning to attend, a work Christmas party in a pub	220	125	95	35	61	56	41	18	9	70	76	50	25	59	134
	11%	12%	9%	14%	19%	14%	12%	6%	2%	13%	13%	12%	5%	21%	15%
Attended, or are planning to attend, a Christmas family gathering in a pub	173	99	74	39	21	38	26	23	26	51	50	45	28	22	88
	8%	10%	7%	16%	6%	10%	7%	7%	6%	9%	8%	10%	6%	8%	10%
Attended, or are planning to attend, some other type of Christmas gathering in a pub	109	64	45	16	14	16	23	17	23	41	20	32	16	19	55
	5%	6%	4%	6%	4%	4%	6%	6%	5%	7%	3%	7%	3%	7%	6%
None of these	1343	619	724	122	195	245	235	210	336	336	390	264	353	155	502
	65%	61%	69%	50%	59%	63%	67%	68%	78%	60%	65%	61%	75%	56%	57%
Don't know	51	31	20	15	11	8	7	5	5	6	22	6	17	5	24
	2%	3%	2%	6%	3%	2%	2%	2%	1%	1%	4%	1%	4%	2%	3%

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Weighted base	2059	179	93	242	182	190	160	109	193	259	264	188
NET: Any	666 32%	50 28%	26 28%	78 32%	75 41%	62 33%	54 34%	36 33%	57 30%	84 32%	86 32%	58 31%
Attended, or are planning to attend, a Christmas gathering with friends in a pub	363 18%	22 12%	15 16%	53 22%	41 22%	35 19%	27 17%	24 22%	37 19%	33 13%	51 19%	27 14%
Attended, or are planning to attend, a work Christmas party in a pub	220 11%	23 13%	11 12%	26 11%	29 16%	21 11%	14 9%	18 16%	16 8%	23 9%	25 9%	15 8%
Attended, or are planning to attend, a Christmas family gathering in a pub	173 8%	14 8%	8 8%	21 9%	21 11%	15 8%	13 8%	6 5%	8 4%	29 11%	19 7%	20 11%
Attended, or are planning to attend, some other type of Christmas gathering in a pub	109 5%	8 5%	4 5%	10 4%	16 9%	5 3%	12 8%	5 4%	11 6%	13 5%	13 5%	11 6%
None of these	1343 65%	123 69%	65 70%	161 67%	101 56%	123 65%	101 63%	73 67%	133 69%	160 62%	177 67%	126 67%
Don't know	51 2%	6 3%	1 1%	3 1%	5 3%	5 3%	5 3%	- -	3 2%	15 6%	2 1%	4 2%