

Pub Closures Survey

CATI Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 1

Q.1 Currently around 40 pubs close each week in Britain. With this in mind, do you agree or disagree with the following statements?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
<u>An important part of Britain's social and community fabric is being lost</u>																		
Agree	797 79%	392 80%	404 79%	89 74%	123 76%	151 79%	146 85%	127 85%	160 76%	215 79%	235 81%	169 80%	178 77%	200 78%	213 80%	202 80%	120 83%	62 70%
Disagree	192 19%	93 19%	99 19%	32 26%	38 24%	36 19%	25 14%	22 14%	40 19%	55 20%	54 18%	38 18%	46 20%	53 21%	45 17%	45 18%	24 16%	26 30%
Don't know	17 2%	7 1%	10 2%	- -	- -	4 2%	1 *	2 1%	10 5%	2 1%	3 1%	4 2%	8 3%	3 1%	7 3%	6 2%	1 1%	- -
<u>Pubs are an important part of the social fabric of MY local community</u>																		
Agree	698 69%	346 70%	351 68%	77 64%	116 72%	119 62%	120 70%	113 75%	152 72%	193 71%	188 64%	142 67%	175 76%	186 73%	184 69%	173 69%	102 71%	52 59%
Disagree	285 28%	133 27%	152 30%	44 36%	41 26%	69 36%	47 27%	36 24%	48 23%	73 27%	101 34%	63 30%	49 21%	64 25%	73 28%	76 30%	39 27%	34 39%
Don't know	23 2%	14 3%	9 2%	- -	3 2%	3 1%	4 2%	1 1%	12 6%	6 2%	4 1%	6 3%	8 3%	5 2%	8 3%	4 2%	4 3%	2 2%
<u>Government should do more to help support and promote the British pub</u>																		
Agree	612 61%	308 62%	304 59%	66 55%	113 70%	111 58%	99 58%	97 65%	126 60%	151 56%	170 58%	143 68%	148 64%	163 64%	168 63%	147 58%	93 64%	40 46%
Disagree	373 37%	174 35%	198 39%	52 43%	47 29%	74 39%	70 41%	50 33%	80 38%	117 43%	117 40%	63 30%	76 33%	89 35%	93 35%	100 40%	46 32%	44 51%
Don't know	22 2%	11 2%	11 2%	3 2%	2 1%	6 3%	2 1%	3 2%	5 2%	3 1%	5 2%	6 3%	8 3%	4 2%	4 1%	5 2%	7 5%	2 3%

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Table 1

Q.1 Currently around 40 pubs close each week in Britain. With this in mind, do you agree or disagree with the following statements?

Base: All respondents

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
<u>Government taxation and red tape are responsible for many pub closures</u>																		
Agree	595 59%	284 58%	311 61%	64 53%	100 62%	105 55%	92 54%	99 66%	134 64%	144 53%	172 59%	118 56%	160 69%	151 59%	153 58%	147 58%	91 63%	53 60%
Disagree	337 34%	185 38%	152 30%	50 41%	48 30%	71 37%	68 40%	39 26%	61 29%	103 38%	106 36%	75 35%	54 23%	83 32%	91 34%	89 35%	42 29%	32 37%
Don't know	74 7%	24 5%	50 10%	6 5%	13 8%	15 8%	11 7%	13 9%	16 8%	25 9%	14 5%	19 9%	17 7%	22 9%	22 8%	16 6%	12 8%	3 3%
<u>Pubs in Britain make a valuable contribution to the economy</u>																		
Agree	785 78%	400 81%	384 75%	93 77%	127 79%	162 85%	132 77%	121 80%	150 71%	210 77%	233 80%	163 77%	178 77%	211 83%	212 80%	185 73%	110 76%	67 76%
Disagree	185 18%	79 16%	106 21%	24 20%	27 17%	24 13%	35 20%	27 18%	48 23%	51 19%	52 18%	39 19%	43 19%	40 16%	37 14%	61 24%	28 19%	18 21%
Don't know	36 4%	14 3%	23 4%	4 3%	7 4%	5 3%	4 3%	3 2%	13 6%	11 4%	7 2%	8 4%	11 5%	5 2%	17 6%	6 2%	7 5%	2 3%
<u>The pub is an important symbol of the British way of life</u>																		
Agree	773 77%	386 78%	387 76%	73 61%	127 79%	136 71%	134 78%	127 84%	176 83%	224 82%	213 73%	153 72%	184 80%	211 83%	216 81%	188 74%	107 74%	51 58%
Disagree	209 21%	96 19%	113 22%	42 35%	32 20%	50 26%	35 20%	21 14%	29 14%	45 17%	70 24%	52 24%	42 18%	42 16%	46 17%	54 21%	33 23%	35 40%
Don't know	24 2%	11 2%	13 2%	6 5%	2 1%	6 3%	2 1%	2 2%	6 3%	3 1%	8 3%	7 3%	6 2%	3 1%	3 1%	11 4%	5 3%	2 2%

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Table 2

Q.2 Almost a third of the price of a pint of beer goes to the taxman. Do you think this is too high, too low or about right?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
Too high	475 47%	255 52%	219 43%	65 54%	72 44%	93 49%	79 46%	71 47%	95 45%	109 40%	129 44%	119 56%	118 51%	102 40%	130 49%	126 50%	85 59%	32 37%
About right	474 47%	213 43%	261 51%	53 44%	79 49%	89 47%	82 48%	70 46%	102 48%	146 54%	152 52%	82 39%	94 41%	134 53%	121 46%	112 44%	57 40%	49 56%
Too low	38 4%	20 4%	18 3%	3 3%	9 6%	7 4%	8 5%	4 3%	6 3%	13 5%	8 3%	9 4%	8 4%	12 5%	7 3%	12 5%	1 1%	6 6%
Don't know	19 2%	4 1%	15 3%	- -	2 1%	2 1%	2 1%	5 4%	9 4%	4 2%	2 1%	2 1%	11 5%	7 3%	7 3%	3 1%	2 1%	1 1%

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Table 3

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

Government tax policy should encourage people to choose lower strength alcohol drinks like beer

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
NET: Agree	630 63%	299 61%	332 65%	85 71%	92 57%	108 57%	108 63%	102 67%	135 64%	164 60%	198 68%	125 59%	143 62%	162 63%	177 67%	158 63%	80 55%	54 62%
Agree strongly	(4) 21%	112 23%	99 19%	9 7%	27 17%	34 18%	39 23%	47 31%	54 26%	47 17%	60 21%	45 21%	58 25%	62 24%	52 20%	57 23%	29 20%	10 11%
Agree	(3) 42%	187 38%	233 45%	76 63%	65 40%	74 39%	69 40%	55 36%	80 38%	117 43%	138 47%	80 38%	84 36%	100 39%	124 47%	101 40%	51 35%	44 50%
Disagree	(2) 24%	120 24%	116 23%	21 18%	49 31%	54 28%	39 23%	30 20%	43 20%	66 24%	65 22%	52 25%	54 23%	59 23%	61 23%	60 24%	32 22%	24 28%
Disagree strongly	(1) 10%	60 12%	40 8%	7 6%	14 8%	22 11%	21 12%	13 8%	24 11%	30 11%	24 8%	21 10%	25 11%	20 8%	19 7%	31 12%	22 15%	7 8%
NET: Disagree	336 33%	180 37%	156 30%	29 24%	63 39%	75 39%	60 35%	43 28%	67 32%	96 35%	88 30%	73 34%	79 34%	79 31%	80 30%	91 36%	54 37%	31 36%
Don't know	40 4%	14 3%	26 5%	7 5%	6 4%	8 4%	3 2%	6 4%	10 5%	11 4%	5 2%	13 6%	10 4%	15 6%	9 3%	3 1%	11 7%	2 2%
Mean	2.77	2.73	2.80	2.76	2.68	2.66	2.76	2.94	2.82	2.69	2.82	2.76	2.80	2.85	2.82	2.74	2.65	2.66
Standard deviation	0.91	0.96	0.85	0.69	0.86	0.91	0.95	0.94	0.96	0.90	0.86	0.92	0.96	0.90	0.84	0.95	1.00	0.80
Standard error	0.03	0.05	0.04	0.09	0.07	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.06	0.05	0.06	0.09	0.08

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Absolutes/col percents

Table 4

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

The Government's attempts to increase tax on beer are not morally based, they are just another stealth tax

Base: All respondents

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95	
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87	
NET: Agree	735 73%	380 77%	355 69%	72 60%	108 67%	143 75%	130 76%	122 81%	159 75%	190 70%	206 71%	171 81%	168 72%	182 71%	194 73%	192 76%	108 74%	60 68%	
Agree strongly	(4) 36%	359 40%	198 31%	162 17%	20 23%	38 34%	65 43%	73 49%	73 43%	90 33%	89 32%	93 43%	91 37%	86 34%	89 33%	99 39%	54 38%	31 35%	
Agree	(3) 37%	376 37%	182 37%	193 38%	52 43%	70 44%	79 41%	57 33%	49 33%	69 33%	101 37%	113 39%	81 38%	81 35%	97 38%	105 40%	92 36%	53 37%	29 33%
Disagree	(2) 17%	167 17%	70 14%	97 19%	38 32%	38 23%	26 14%	22 13%	18 12%	25 12%	48 18%	61 21%	20 9%	38 17%	41 16%	45 17%	35 14%	24 17%	22 25%
Disagree strongly	(1) 6%	64 7%	35 7%	29 6%	6 5%	10 6%	13 7%	12 7%	8 5%	16 7%	22 8%	18 6%	9 4%	15 7%	18 7%	19 7%	16 6%	7 5%	4 5%
NET: Disagree	231 23%	105 21%	127 25%	45 37%	48 30%	39 20%	34 20%	26 17%	41 19%	69 26%	79 27%	29 14%	54 23%	59 23%	64 24%	51 20%	31 22%	26 30%	
Don't know	40 4%	8 2%	32 6%	4 4%	5 3%	9 5%	7 4%	3 2%	12 6%	13 5%	6 2%	11 5%	10 4%	14 6%	8 3%	10 4%	6 4%	2 2%	
Mean	3.07	3.12	3.01	2.74	2.87	3.07	3.17	3.27	3.17	2.99	2.99	3.26	3.08	3.04	3.02	3.14	3.12	3.00	
Standard deviation	0.90	0.91	0.88	0.81	0.85	0.88	0.92	0.87	0.93	0.93	0.89	0.82	0.91	0.91	0.90	0.89	0.87	0.91	
Standard error	0.03	0.04	0.04	0.10	0.07	0.06	0.07	0.06	0.07	0.05	0.06	0.07	0.06	0.06	0.06	0.06	0.08	0.09	

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Table 5

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

Tax on beer is already too high and should not increase in next month's budget

Base: All respondents

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95	
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87	
NET: Agree	677 67%	351 71%	326 64%	78 65%	121 75%	123 64%	111 65%	109 72%	136 64%	169 62%	195 67%	156 74%	156 68%	172 67%	171 65%	168 67%	110 76%	55 63%	
Agree strongly	(4) 36%	359 44%	215 28%	144 39%	47 34%	55 33%	64 36%	61 42%	63 33%	70 29%	79 29%	106 36%	95 45%	80 34%	89 35%	91 34%	89 35%	63 43%	27 31%
Agree	(3) 32%	318 28%	136 28%	182 35%	31 26%	66 41%	59 31%	50 29%	45 30%	66 31%	89 33%	90 31%	62 29%	77 33%	82 32%	81 30%	80 32%	47 32%	28 32%
Disagree	(2) 22%	222 19%	92 19%	130 25%	36 30%	31 19%	48 25%	38 22%	27 18%	42 20%	69 26%	78 27%	31 15%	43 19%	52 20%	68 26%	53 21%	23 16%	25 29%
Disagree strongly	(1) 7%	70 7%	35 7%	36 7%	3 3%	5 3%	17 9%	18 11%	8 5%	19 9%	18 7%	14 5%	16 8%	22 10%	18 7%	19 7%	23 9%	6 4%	5 6%
NET: Disagree	292 29%	127 26%	166 32%	40 33%	35 22%	66 34%	56 33%	34 23%	61 29%	87 32%	92 32%	47 22%	66 28%	70 27%	87 33%	76 30%	29 20%	30 34%	
Don't know	37 4%	15 3%	22 4%	3 3%	5 3%	3 1%	4 2%	8 5%	14 7%	16 6%	4 1%	8 4%	9 4%	14 5%	7 3%	8 3%	6 4%	2 2%	
Mean	3.00	3.11	2.88	3.03	3.09	2.90	2.92	3.15	2.95	2.90	3.00	3.15	2.96	3.00	2.94	2.96	3.20	2.91	
Standard deviation	0.94	0.96	0.91	0.90	0.81	0.98	1.01	0.91	0.98	0.92	0.92	0.96	0.98	0.94	0.95	0.98	0.86	0.92	
Standard error	0.03	0.05	0.04	0.11	0.07	0.07	0.07	0.06	0.08	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.07	0.10	

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Absolutes/col percents

Table 6

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

Government should make all responsible drinkers pay higher taxes to punish the actions of an irresponsible minority

Base: All respondents

	Gender			Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95	
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87	
NET: Agree	237 24%	127 26%	110 21%	28 23%	41 26%	39 21%	37 22%	33 22%	57 27%	65 24%	58 20%	44 21%	70 30%	70 27%	60 23%	60 24%	30 21%	17 19%	
Agree strongly	(4) 9%	93 10%	50 8%	42 6%	8 8%	13 11%	21 8%	14 7%	11 12%	26 8%	21 7%	22 12%	25 11%	26 10%	25 10%	27 11%	10 7%	4 5%	
Agree	(3) 14%	144 15%	76 13%	68 17%	21 17%	28 10%	19 13%	23 15%	22 15%	32 16%	44 12%	36 9%	19 19%	45 17%	44 13%	34 13%	33 14%	20 14%	13 14%
Disagree	(2) 28%	283 22%	106 34%	177 40%	48 32%	52 28%	54 24%	41 24%	36 25%	52 28%	77 33%	95 24%	51 26%	60 33%	84 33%	89 26%	65 19%	27 21%	18 21%
Disagree strongly	(1) 46%	460 51%	251 41%	209 37%	44 40%	65 48%	93 52%	89 50%	76 44%	94 46%	124 46%	135 46%	109 52%	92 40%	93 36%	111 42%	120 47%	84 58%	51 59%
NET: Disagree	743 74%	357 72%	386 75%	92 77%	116 72%	147 77%	130 76%	112 74%	146 69%	201 74%	229 79%	160 76%	152 66%	177 69%	200 75%	185 73%	112 77%	70 80%	
Don't know	26 3%	9 2%	17 3%	- -	4 2%	5 3%	4 2%	6 4%	8 4%	6 2%	4 1%	7 3%	9 4%	9 4%	5 2%	8 3%	3 2%	1 1%	
Mean	1.87	1.85	1.89	1.93	1.93	1.83	1.77	1.78	1.95	1.85	1.81	1.80	2.02	2.01	1.90	1.87	1.69	1.65	
Standard deviation	0.99	1.03	0.94	0.89	0.96	1.01	0.98	0.97	1.06	0.96	0.93	1.04	1.04	0.99	0.97	1.02	0.96	0.91	
Standard error	0.03	0.05	0.04	0.11	0.08	0.07	0.07	0.07	0.08	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.09	

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Absolutes/col percents

Table 7

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

Instead of increasing taxes, government should use next month's budget to help the British pub and beer industry

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
NET: Agree	518 51%	279 57%	239 47%	43 36%	83 51%	101 53%	90 53%	91 60%	110 52%	124 46%	141 48%	116 55%	136 59%	123 48%	145 55%	136 54%	74 51%	40 46%
Agree strongly	(4) 177 18%	107 22%	70 14%	7 5%	16 10%	41 21%	42 24%	31 21%	40 19%	35 13%	39 13%	50 24%	53 23%	39 15%	53 20%	46 18%	27 19%	12 14%
Agree	(3) 341 34%	172 35%	169 33%	37 30%	66 41%	60 31%	48 28%	60 40%	70 33%	88 33%	102 35%	67 32%	83 36%	84 33%	92 35%	90 36%	47 32%	27 31%
Disagree	(2) 322 32%	133 27%	189 37%	54 45%	56 35%	67 35%	49 29%	36 24%	61 29%	98 36%	115 39%	53 25%	57 25%	93 36%	84 32%	68 27%	45 31%	32 37%
Disagree strongly	(1) 128 13%	69 14%	59 11%	17 14%	20 12%	18 9%	26 15%	18 12%	29 14%	39 14%	28 10%	35 16%	26 11%	28 11%	28 10%	39 16%	19 13%	14 17%
NET: Disagree	451 45%	203 41%	248 48%	71 59%	76 48%	84 44%	75 44%	54 36%	90 42%	137 50%	143 49%	87 41%	83 36%	121 47%	112 42%	107 42%	63 44%	47 54%
Don't know	38 4%	11 2%	27 5%	6 5%	2 1%	7 3%	5 3%	6 4%	11 5%	11 4%	7 2%	8 4%	12 5%	11 4%	9 3%	9 4%	8 6%	1 1%
Mean	2.59	2.66	2.51	2.28	2.50	2.67	2.64	2.72	2.61	2.46	2.53	2.65	2.74	2.55	2.66	2.59	2.60	2.43
Standard deviation	0.94	0.98	0.88	0.79	0.84	0.93	1.03	0.94	0.97	0.91	0.85	1.03	0.96	0.89	0.92	0.97	0.96	0.94
Standard error	0.03	0.05	0.04	0.10	0.07	0.07	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.10

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Table 8

Q.3 To what extent do you agree or disagree with the following statements about the taxation of beer in this country?

Because tax is driving up the price of beer, I often drink at home rather than in the pub

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
NET: Agree	567 56%	282 57%	284 55%	69 57%	93 58%	110 58%	100 58%	85 56%	109 52%	139 51%	183 63%	117 55%	128 55%	150 59%	150 56%	135 53%	85 59%	47 53%
Agree strongly	(4) 25%	129 26%	123 24%	33 27%	28 18%	50 26%	59 34%	38 25%	44 21%	59 22%	87 30%	56 26%	50 21%	63 25%	63 24%	62 25%	41 28%	23 26%
Agree	(3) 31%	153 31%	161 31%	37 30%	65 40%	60 31%	41 24%	47 31%	65 31%	79 29%	95 33%	61 29%	79 34%	87 34%	87 33%	72 29%	44 31%	24 27%
Disagree	(2) 20%	91 18%	111 22%	29 24%	43 26%	37 19%	28 16%	34 23%	31 15%	68 25%	57 20%	41 19%	35 15%	54 21%	53 20%	51 20%	28 20%	16 18%
Disagree strongly	(1) 18%	93 19%	88 17%	21 17%	17 11%	33 17%	34 20%	23 16%	52 25%	51 19%	43 15%	41 19%	46 20%	40 15%	45 17%	52 21%	25 17%	19 22%
NET: Disagree	382 38%	184 37%	198 39%	49 41%	60 37%	70 37%	62 36%	58 38%	83 39%	119 44%	100 34%	82 39%	82 35%	94 37%	98 37%	103 41%	53 37%	35 40%
Don't know	57 6%	27 5%	30 6%	2 2%	8 5%	11 6%	10 6%	9 6%	19 9%	14 5%	9 3%	12 6%	22 9%	12 5%	18 7%	15 6%	7 5%	6 7%
Mean	2.67	2.68	2.66	2.68	2.68	2.71	2.77	2.70	2.53	2.57	2.80	2.66	2.63	2.71	2.68	2.61	2.73	2.62
Standard deviation	1.07	1.08	1.05	1.06	0.91	1.07	1.15	1.04	1.12	1.05	1.04	1.10	1.07	1.03	1.05	1.10	1.07	1.13
Standard error	0.03	0.05	0.05	0.13	0.08	0.08	0.08	0.08	0.09	0.06	0.07	0.09	0.07	0.07	0.07	0.07	0.09	0.12

Pub Closures Survey

CATI Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 9

Q.4 One unit of alcohol is roughly equal to half a pint of weak beer, or half a standard glass of wine. With this in mind, roughly how many units of alcohol would you say you drink each week?

Base: All respondents

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
0 units	328 33%	122 25%	206 40%	47 39%	36 23%	52 27%	60 35%	47 31%	86 41%	56 21%	79 27%	85 40%	109 47%	87 34%	91 34%	75 30%	45 31%	30 34%
1-20	613 61%	325 66%	288 56%	62 51%	117 73%	131 69%	103 60%	94 62%	106 50%	191 70%	201 69%	114 54%	107 46%	150 59%	158 60%	156 62%	94 65%	54 62%
21-49	39 4%	31 6%	8 2%	8 7%	5 3%	6 3%	7 4%	6 4%	7 4%	15 6%	11 4%	7 3%	7 3%	11 4%	8 3%	14 6%	3 2%	2 3%
50+	8 1%	7 1%	1 *	2 1%	1 1%	- -	1 *	1 1%	4 2%	4 1%	- -	2 1%	3 1%	4 1%	2 1%	2 1%	1 1%	- -
Don't know	17 2%	8 2%	9 2%	2 2%	2 1%	2 1%	* *	3 2%	8 4%	6 2%	1 *	4 2%	6 2%	3 1%	6 2%	5 2%	2 1%	1 1%

Pub Closures Survey

CATI Fieldwork : March 5th-7th 2010

Absolutes/col percents

Table 10

Q.5 If the tax on beer is increased further, are you likely to visit the pub more often, less often or about the same?

Base: All respondents

	Gender		Age					Social Grade				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1006	425	581	67	149	196	209	204	181	339	244	154	269	250	256	263	142	95
Weighted base	1006	493	513	121	161	191	171	151	211	272	292	211	231	256	266	252	145	87
More	14 1%	11 2%	4 1%	4 3%	1 1%	6 3%	2 1%	2 1%	1 *	2 1%	4 1%	6 3%	1 1%	4 2%	2 1%	2 1%	6 4%	1 1%
No change	801 80%	380 77%	421 82%	80 66%	125 78%	155 81%	142 83%	125 83%	175 83%	236 87%	220 75%	159 75%	186 81%	214 84%	213 80%	204 81%	104 72%	66 76%
Less	190 19%	102 21%	88 17%	37 31%	35 22%	31 16%	27 16%	24 16%	36 17%	33 12%	68 23%	46 22%	44 19%	37 15%	51 19%	46 18%	36 24%	20 23%