

Visiting a Pub and other Leisure Activities



People behaviour in leisure drinking and other activities. An investigation by

KVM Research

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Introduction

This report and analysis is based on an on-line survey attached to the website of KVM Research during 2008. The questionnaire used in the survey is shown at the back of this report. The availability of the questionnaire was widely publicised, but mainly within the North West region and the West Midlands. In the end it only generated 37 responses. KVM Research was at the time engaged in several market research exercises for local publicans and the purpose of the survey was to gauge the general public's view of the changing conditions in the licensing trade.

The Respondents

Table 1: Gender and Age

<u>Gender</u>	<u>15-19</u>	<u>20-29</u>	<u>30-39</u>	<u>40-49</u>	<u>50-59</u>	<u>60+</u>	<u>Total</u>	<u>%</u>
<u>Male</u>	1		3	5	9	7	25	67.57
<u>Female</u>	1	2	1	3	1	4	12	32.43
<u>Total</u>	2	2	4	8	10	11	37	
<u>%</u>	5.41	5.41	10.81	21.62	27.03	29.73		

It is seen from table 1 that more than 50% of the respondents were aged 50 and over and nearly 80% were aged 40 and over. 2/3rds of the respondents were males and one third were females. This may reflect the general interest among people in the issue at hand.

Table 2: Socio-economic traits

	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>%</u>
<u>Self-employed</u>	8	3	11	29.73
<u>Employed</u>	8	6	14	37.84
<u>Unemployed</u>	2		2	5.41
<u>Retired</u>	6	3	9	24.32
<u>Looking after home & family</u>	1		1	2.70
<u>Total</u>	25	12	37	
<u>With partner in family unit</u>	20	10	30	81.08
<u>Alone</u>	5	2	7	18.92

67% were either self-employed or employed while 24% were retired, see table 2 above. 81% lived with a partner in a family unit while 19% lived on their own.

Over half the respondents (51%) came from the North West while just over a quarter (27%) came from the West Midlands, see table 3 below. The rest of the respondents were spread almost evenly throughout the rest of the UK.

Table 3: Region of Residence

<u>Gender</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>%</u>
<u>Scotland</u>	1		1	2.70
<u>Wales</u>	2		2	5.41
<u>North East</u>	1	1	2	5.41
<u>North West</u>	11	8	19	51.35
<u>Yorkshire</u>	1		1	2.70
<u>W Midlands</u>	7	3	10	27.03
<u>S East</u>	2		2	5.41
<u>Total</u>	25	12	37	

Of the 37 respondents only 5 were smokers and they were all males spanning all age groups from 15 to 60. Three were smoking up to 4 times a day, two were smoking between 20 and 29 times a day.

Pub Visits

Table 4: Frequency of Pub Visits

<u>-</u>	<u>Daily</u>	<u>2-3 times a week</u>	<u>Once a week</u>	<u>Once a month</u>	<u>Occasio- nally</u>	<u>Never</u>	<u>Total</u>
<u>Gender</u>							
<u>Male</u>	4	1	9	4	7		25
<u>Female</u>	2	1	4	3	2		12
<u>Age</u>							
<u>15-19</u>	2						2
<u>20-29</u>	1		1				2
<u>30-39</u>			2	1	1		4
<u>40-49</u>			4	2	2		8
<u>50-59</u>	3		2	3	2		10
<u>60-69</u>		2	4	1	3		10
<u>70+</u>					1		1
<u>Total</u>	6	2	13	7	9	0	37
<u>%</u>	16.22	5.41	35.14	18.92	24.32	0.00	

It is seen from table 4 above that a weekly visit to a pub is the most frequent occurrence among the respondents followed by occasional visits and visits once a month. Daily visits are more common than visits 2-3 times a week, but nobody says they never visits a pub.

There does not seem to be any real difference in terms of gender. In terms of age visits seem to be more frequent in the age groups 40-69 than among other age groups, which may be due to economic and family circumstances.

Other Engagements

The purpose of the following is to explore whether other leisure pursuits exclude the possibility of visiting the local pub.

Table 5: Sporting engagements

<u>Engage\Pub</u>	<u>Daily</u>	<u>2-3 times a week</u>	<u>Once a week</u>	<u>Once a month</u>	<u>Occasionally</u>	<u>Never</u>	<u>Total</u>	<u>%</u>
<u>Daily</u>	2		3		1		6	16.22
<u>2-3 times a week</u>							0	0.00
<u>Once a week</u>	1	1	5	4	1		12	32.43
<u>Once a month</u>							0	0.00
<u>Occasionally</u>	1		1	1	4		7	18.92
<u>Never</u>	2	1	4	2	3		12	32.43
<u>Total</u>	6	2	13	7	9		37	

In the first instance we look at engagements in sports. It is seen from table 5 that 25 of the respondents or 68% engage in such activities at least occasionally. Of the 18 people who engage in sports activities daily or once a week, 8 still find time to visit a pub once a week. Of the 7 who only engage in such activities occasionally 4 also only visits the pub occasionally.

Table 6: Attending sporting events

<u>Event\Pub</u>	<u>Daily</u>	<u>2-3 times a week</u>	<u>Once a week</u>	<u>Once a month</u>	<u>Occasionally</u>	<u>Never</u>	<u>Total</u>	<u>%</u>
<u>Daily</u>							0	0.00
<u>2-3 times a week</u>							0	0.00
<u>Once a week</u>	2		3		1		6	16.22
<u>Once a month</u>			1		2		3	8.11
<u>Occasionally</u>	2		3	4	4		13	35.14
<u>Never</u>	2	2	6	3	2		15	40.54
<u>Total</u>	6	2	13	7	9	0	37	

Table 6 shows that 22 respondents (nearly 60%) attend sporting events at least occasionally while 15 never attend such events. Of the 22 respondents who attend, 11 find occasion to visit their pub once a week or even daily perhaps in connection with a sporting event.

Next we investigate the attitude to cinema and the pub and we notice a similar pattern as before. People who find time to go to the cinema also find time to go to the pub. Of the 33 who go to the cinema, 17 also go to the pub once a week or more.

Table 7: Going to the cinema

<u>Cinema</u> <u>Pub</u>	<u>Daily</u>	<u>2-3 times</u> <u>a week</u>	<u>Once a</u> <u>week</u>	<u>Once a</u> <u>month</u>	<u>Occasio-</u> <u>nally</u>	<u>Never</u>	<u>Total</u>	<u>%</u>
<u>Daily</u>							0	0.00
<u>2-3 times a week</u>							0	0.00
<u>Once a week</u>	3				1		4	10.81
<u>Once a month</u>			3	2	1		6	16.22
<u>Occasionally</u>	1	2	8	5	7		23	62.16
<u>Never</u>	2		2				4	10.81
<u>Total</u>	6	2	13	7	9	0	37	

As nightclubs like the pubs are places for drinking and socialising, you might consider them an alternative or even a threat to pubs. It is seen from table 8 below that 24 of the respondents (65%) never go to a nightclub. Of the 13 who do, 8 will visit the pub once a week or more.

Table 8: Going to nightclub

<u>Club</u> <u>Pub</u>	<u>Daily</u>	<u>2-3 times</u> <u>a week</u>	<u>Once a</u> <u>week</u>	<u>Once a</u> <u>month</u>	<u>Occasio-</u> <u>nally</u>	<u>Never</u>	<u>Total</u>	<u>%</u>
<u>Daily</u>	2						2	5.41
<u>2-3 times a week</u>							0	0.00
<u>Once a week</u>	1		1	1			3	8.11
<u>Once a month</u>							0	0.00
<u>Occasionally</u>			4	2	2		8	21.62
<u>Never</u>	3	2	8	4	7		24	64.86
<u>Total</u>	6	2	13	7	9		37	

Drinking and Eating

In the questionnaire respondents were asked whether they drank alcoholic drinks regularly and if so whether it would be mostly at home.

It is seen from table 9 below that 15 respondents drank alcoholic drinks regularly, but would not be drinking at home while 19 would be drinking mostly at home. 3 respondents did not drink alcoholic drinks and would not be drinking at home.

Publicans and other people in the catering trade will want to know how this corresponds to people's habits of going out or not. Not surprisingly the respondents who would not drink "mostly at home" would be going out once a week or more. Most of the respondents who would be drinking mostly at home would be going out only occasionally.

Table 9: Drinking at home

<u>Going out</u>	<u>Drinking at home</u>			<u>Total</u>
	<u>Yes/No</u>	<u>Yes/Yes</u>	<u>No/No</u>	
Daily	2			2
2-3 times a week	1	2		3
Once a week	9	1	1	11
Once a month		1		1
Occasionally	3	15	2	20
Never				
Total	15	19	3	37

Respondents were asked what their usual drink was. There is no apparent difference between genders or between those who drank usually at home and those who would go out. Drinking of traditional ale is the usual drink of a majority of the respondents followed by lager. However, it is noticeable from table 10 below that it appears to be a pastime mainly of the not so young ie those aged 30 and over.

Table 10: Type of drink by age*)

<u>Age\Drink</u>	<u>Trad Ale</u>	<u>Lager</u>	<u>White Wine</u>	<u>Red Wine</u>	<u>Soft Drink</u>	<u>Coffee/Tea</u>	<u>Total</u>
15-19	0	2	0	0	0	0	2
20-29	0	0	2	0	0	0	2
30-39	2	1	0	1	0	0	4
40-49	2	4	0	2	0	0	8
50-59	5	3	0	1	0	1	10
60+	7	0	1	1	2	0	11
Total	16	10	3	5	2	1	37

*)The design of the questionnaire was criticised for not including cider.

Respondents were also asked if they were eating out at all. All except three who visited a pub daily confirmed that they did.

Table 11: Eating out

<u>Eating\Pub</u>	<u>Daily</u>	<u>2-3 times a week</u>	<u>Once a week</u>	<u>Once a month</u>	<u>Occasio- nally</u>	<u>Never</u>	<u>Total</u>
<u>Eat out</u>	3	2	13	7	9		34
<u>Restaurant</u>	2	2		7	7		18
<u>Pub meal</u>	3	2	8	3	4		20
<u>Total</u>	8	6	21	17	20		72

They were further asked about their preference for a venue ie restaurant, pub meal or fast food eg MacDonal'd's. Nobody preferred fast food, which is the reason for not including it in table 11. Otherwise it seems that respondents who visit a pub once a week or more had a preference for pub meals while those visiting a pub less often had a preference for restaurants.

Smoking Ban

The effect of the smoking ban introduced in 2007 has been blamed for recent decline in the pub trade. However, it is seen from table 12 below that the effect could well be more limited than is generally assumed.

Of the 37 respondents only 1 male claims to visit the pub less often than before while over a third of the respondents claim to visit the pub more often. The remaining two thirds claim their frequency of visiting is about the same.

Table 12: Going out after smoking ban

		<u>Less</u>	<u>More</u>	<u>About the same</u>
Female	15-19		1	
	20-29		1	1
	30-39		1	
	40-49			3
	50-59		1	
	60+		1	3
	Total		0	5
Male	15-19		1	
	20-29			
	30-39		1	2
	40-49			5
	50-59	1	5	3
	60+		1	6
	Total		1	8
Grand total		1	13	23
%		2.70	35.14	62.16

Many reasons have been given for the decline in the pub trade. Table 13 below has included some of the main reasons given by people for not going out. It is seen that 'prices' ie the price of drinks is by far the main reason why people might not go to the pub followed by 'other incl medical'. Three respondents mention 'medical' specifically, while others refer to family circumstances such as having to look after young children.

Table 13: Reasons for not going to the pub

<u>Age\Reason</u>	<u>Prices</u>	<u>Street Violence</u>	<u>Drink/dri-ving ban</u>	<u>Pressure at home</u>	<u>Smoking ban</u>	<u>Other incl medical</u>	<u>Total</u>
15-19	2	0	0	0	0	0	2
20-29	1	1	0	0	0	1	3
30-39	2	0	0	0	0	1	3
40-49	4	0	0	1	1	2	8
50-59	6	0	1	1	0	1	10
60+	5	0	1	1	0	4	11
Total	20	1	2	3	1	10	37

Conclusions

Once a week visits to the pub is the most common frequency amongst the respondents (table 4). And it would seem from the analyses in tables 5 - 8 that such visits are just some of a range activities, which the respondents engage in. Slightly more of the respondents drink "mostly at home" (table 9). Most commonly they would drink traditional ale whether drinking at home or in a pub (table 10), but the latter mode of consumption was most common among the not so young aged 30 and over. All of the respondents would be eating out at least occasionally (table 11) and it would seem that frequent visitors to a pub preferred pub meals while less frequent visitors preferred restaurants. From table 12 and 13 it would seem that the effect of the smoking ban is somewhat exaggerated. Only 1 respondent said that he was going out less often after the ban and only 1 respondent claimed that it was a reason for not going to the pub. The overwhelming reason that might stop the respondents going to a pub would be the prices.

Web Questionnaire

Who are you? (tick only one box for each question)

Male Female

Age: 15-19 40-44
20-24 45-49
25-29 50-59
30-34 60-69
35-39 70+

Self-employed Employed

Unemployed & seeking work Retired

Looking after home & family

Are you living with a partner in a family unit?

- or are you living on your own?

Do you smoke? Yes No

If 'Yes', how many times a day? 0-4 5-9

10-19 20-29 30-39 40+

Where do you live?

Outside UK North East North West Yorkshire

West Midlands East Midlands Anglia London

South East, outside London South West Scotland

Wales

Your leisure time?

Do you engage in sport? Daily Once a week

Once a month Occasionally Never

Do you attend sporting events eg football matches? Once a week

Once a month Occasionally Never

Your leisure time, continued

Do you go to the cinema/theatre/concerts? Once a week
Once a month Once a year Occasionally
Never

Do you attend (night-) clubs? Every night/day Once a week
Once a month Occasionally Never

Do you go to restaurants/eat out? Yes No

If 'Yes', do you prefer restaurants Pub meals
Fast food outlets eg McDonald's

Do you go to pubs? Daily Once a week Once a month
Occasionally Never

Do you regularly drink alcoholic drinks? Yes No

If 'Yes', do you drink mostly at home? Yes No

If 'No', how often do you go out? Daily Every week
Once a month Occasionally

After the smoking ban, do you now go out more or less often
than before? More Less About the same

What do you usually drink? Lager beer Traditional ale
Alco pops Red wine White wine Spirits

Fortified wine eg sherry Soft drinks Coffee/tea

What would stop you drinking out? Drink/driving ban Prices
Smoking ban Fear of meeting street violence

Pressure from colleagues/friends/family

Other eg medical reasons

Other comments:

Date of completion: Day Month Year