

# NEMS market research

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Measuring and Understanding Public Opinion:

## Eating out in Pubs, Cafes & Restaurants

March 2016

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This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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# Eating out

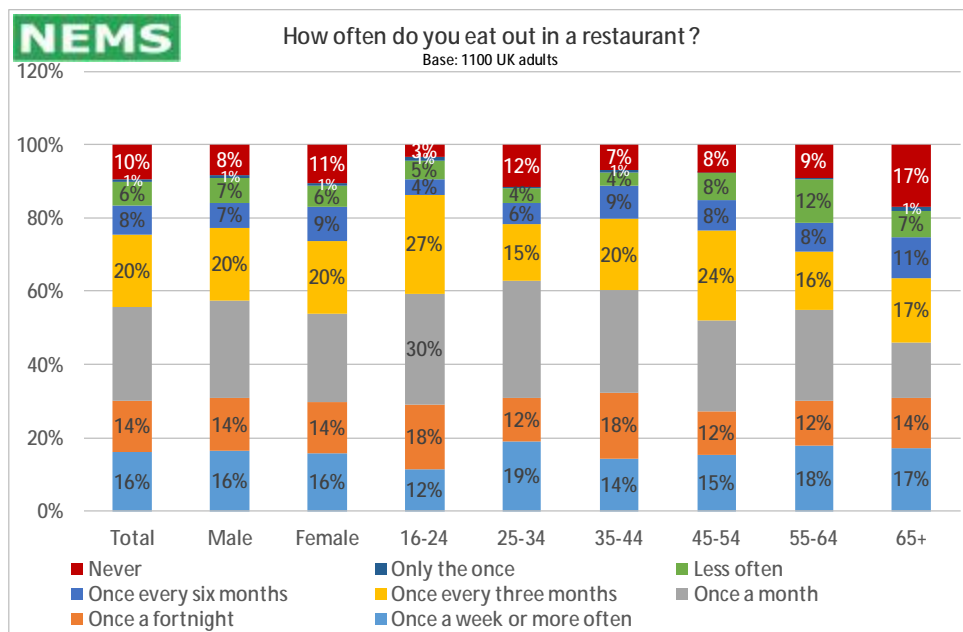
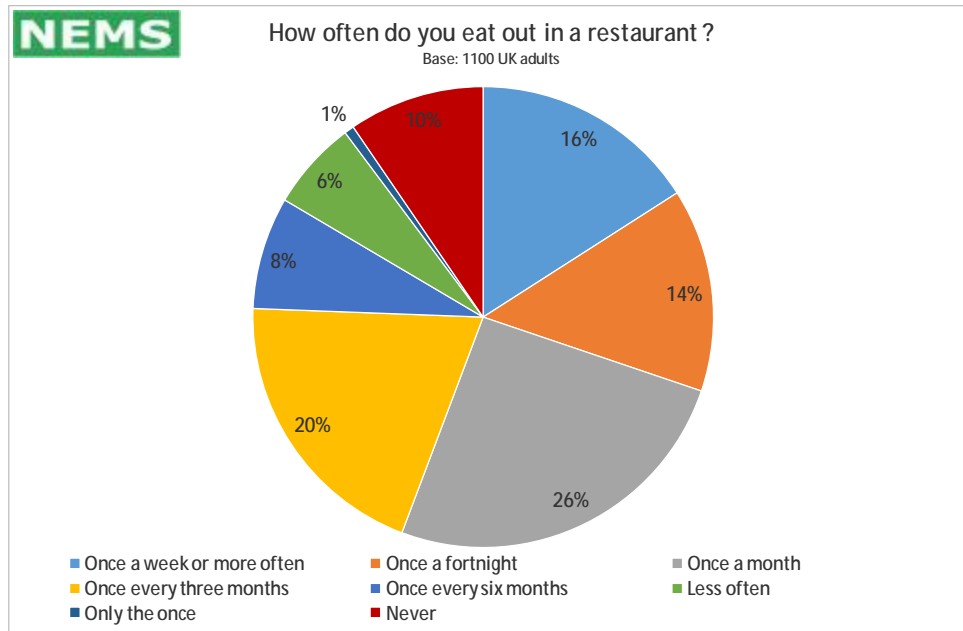
## SPEED READ

- 95% of the UK population eat out at either a restaurant, pub or café.
- Only 5% of the UK population never eat out at any of these three types of establishment, with women more likely than men to be within this subsample.
- Restaurants are the type of venue that most of us choose to dine in, followed by pubs and then cafés.
- Those in the older age groups (i.e. 65+) are the least likely to eat out.

## Restaurants

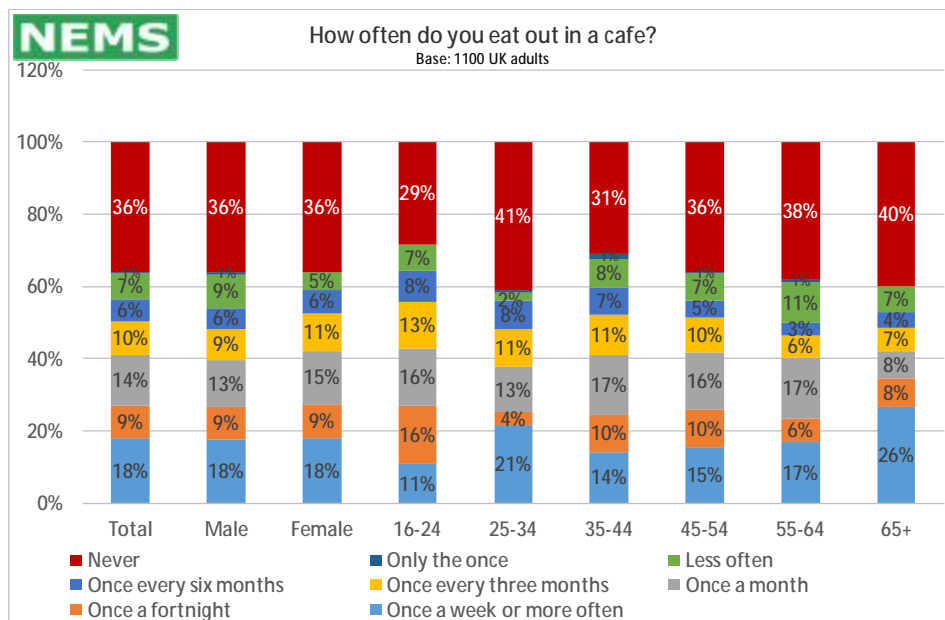
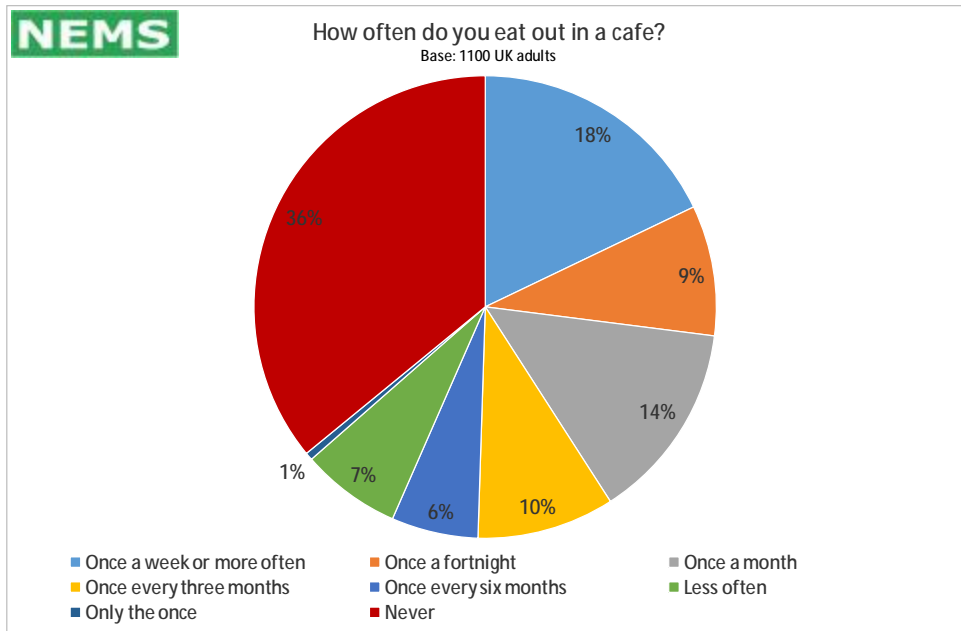
Just 10% of the UK population never eat out at restaurant, increasing to 17% among those aged 65+.

More than half of us (56%) eat at restaurant once a month or more often, with 35-44 year olds the most likely diners.



## Cafes

More than a third (36%) of UK adults never eat out in a café, with 25-34 year olds most likely to shun such an establishment (41%), even managing to eclipse those aged 65+ (40%). Nevertheless 17% of the population patronise a café for something to eat at least once a week. Clearly the customer base is polarized as 27% of those aged 65+ eat at a café once a week or more often.

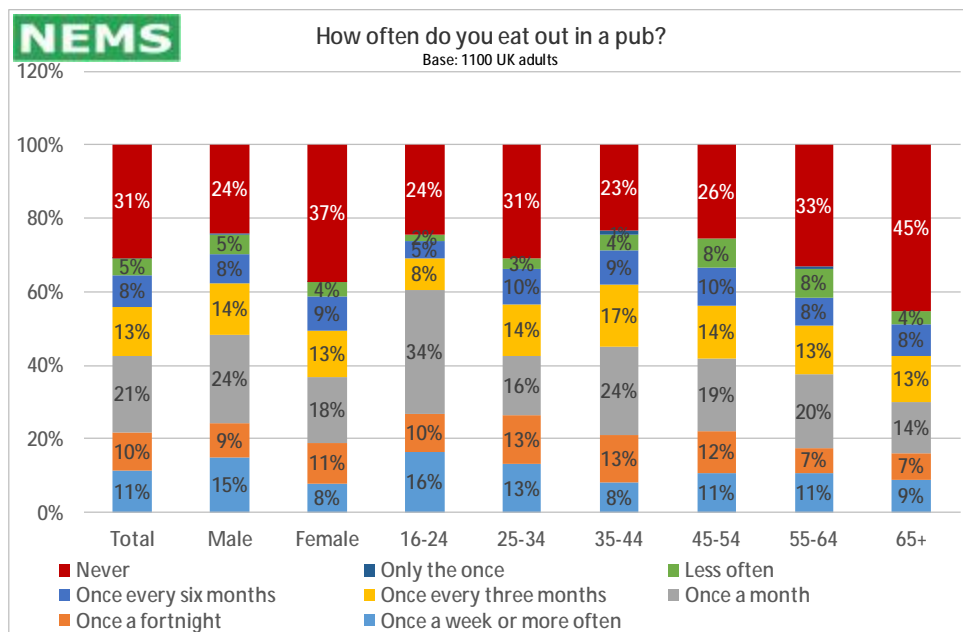
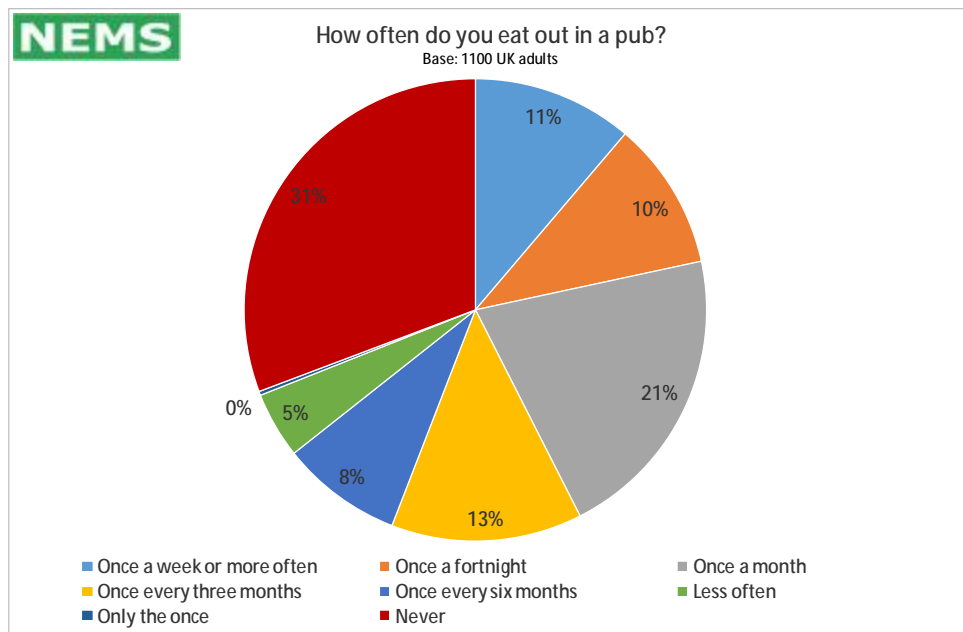


## Pubs

If any evidence was required on how pubs have changed from relying purely on the 'wet' trade nowadays only 31% of UK adults never eat out in a pub, i.e. 69% do.

Those aged 65+ are the least likely to eat in pubs, in fact 45% of this cohort never do.

Instead it is the youngest age group (16-34 year olds) who are most likely to eat out at a pub with six out of ten of them (61%) eating in a pub once a month or more often.



	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>B01 How often do you eat out in the following types of establishment? [PR]</b>																		
<i>Restaurant</i>																		
Once a week or more often	15.9%	175	16.3%	89	15.6%	87	11.5%	19	19.0%	37	14.2%	29	15.4%	28	17.8%	26	17.3%	37
Once a fortnight	14.3%	157	14.4%	79	14.1%	78	17.7%	29	11.8%	23	18.2%	37	11.7%	21	12.4%	18	13.5%	29
Once a month	25.6%	281	26.9%	146	24.3%	135	30.1%	50	31.9%	62	27.8%	56	24.9%	45	24.9%	36	15.3%	33
Once every three months	19.8%	218	19.8%	108	19.9%	110	27.0%	45	15.4%	30	19.6%	40	24.5%	44	15.7%	23	17.4%	37
Once every six months	7.9%	87	6.7%	37	9.1%	50	4.1%	7	6.0%	12	8.9%	18	8.3%	15	8.0%	12	11.2%	24
Less often	6.3%	69	6.8%	37	5.8%	32	5.1%	8	3.7%	7	3.6%	7	7.6%	14	11.7%	17	7.3%	16
Only the once	0.7%	8	0.6%	3	0.8%	4	1.1%	2	0.4%	1	0.9%	2	0.2%	0	0.5%	1	1.0%	2
Never	9.5%	105	8.5%	46	10.6%	59	3.4%	6	11.7%	23	6.8%	14	7.5%	13	9.1%	13	17.0%	37
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<i>Café</i>																		
Once a week or more often	17.9%	197	17.8%	97	18.0%	100	10.8%	18	21.4%	41	14.2%	29	15.3%	27	17.0%	24	26.5%	57
Once a fortnight	9.1%	100	8.8%	48	9.4%	53	16.2%	27	3.6%	7	10.4%	21	10.5%	19	6.5%	9	8.0%	17
Once a month	13.9%	153	13.1%	71	14.7%	82	15.6%	26	12.6%	24	16.5%	33	15.8%	28	17.0%	24	7.5%	16
Once every three months	9.6%	106	8.6%	47	10.6%	59	13.1%	22	10.6%	21	11.2%	23	9.9%	18	6.0%	9	6.7%	14
Once every six months	6.1%	67	5.8%	32	6.4%	35	8.4%	14	7.8%	15	7.5%	15	4.7%	9	3.5%	5	4.2%	9
Less often	7.0%	77	9.1%	50	4.9%	27	7.2%	12	2.3%	4	8.0%	16	7.3%	13	11.2%	16	7.1%	15
Only the once	0.5%	6	0.9%	5	0.2%	1	0.0%	0	0.4%	1	1.4%	3	0.5%	1	0.8%	1	0.0%	0
Never	35.9%	395	35.9%	195	35.9%	200	28.6%	48	41.2%	80	30.9%	62	35.9%	64	38.2%	55	40.1%	86
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<i>Pub</i>																		
Once a week or more often	11.2%	123	14.8%	81	7.7%	43	16.5%	27	13.1%	25	8.2%	17	10.7%	19	10.8%	16	9.0%	19
Once a fortnight	10.4%	114	9.4%	51	11.4%	63	10.2%	17	13.3%	26	13.0%	26	11.5%	21	6.6%	10	7.2%	15
Once a month	20.9%	230	24.1%	131	17.8%	99	34.0%	57	16.3%	31	23.9%	48	19.5%	35	20.0%	29	13.8%	30
Once every three months	13.4%	147	14.2%	77	12.6%	70	8.3%	14	13.9%	27	16.8%	34	14.4%	26	13.3%	19	12.7%	27
Once every six months	8.5%	93	7.7%	42	9.2%	51	4.8%	8	9.8%	19	9.3%	19	10.3%	18	7.6%	11	8.4%	18
Less often	4.6%	51	5.4%	30	3.9%	21	2.0%	3	2.9%	6	4.4%	9	7.9%	14	8.0%	12	3.5%	8
Only the once	0.3%	3	0.3%	2	0.2%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.0%	0
Never	30.7%	338	24.0%	131	37.3%	207	24.3%	40	30.8%	59	23.4%	47	25.6%	46	33.2%	48	45.3%	97
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>GEN Gender of respondent</b>																		
Male	49.5%	544	100.0%	544	0.0%	0	51.9%	86	50.5%	97	50.8%	103	51.0%	91	50.6%	73	43.3%	93
Female	50.5%	556	0.0%	0	100.0%	556	48.1%	80	49.6%	96	49.2%	100	49.0%	88	49.4%	71	56.7%	122
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																		
16 to 24	15.1%	167	15.9%	86	14.4%	80	100.0%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	193	17.9%	97	17.2%	96	0.0%	0	100.0%	193	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35 to 44	18.4%	202	18.9%	103	17.9%	100	0.0%	0	0.0%	0	100.0%	202	0.0%	0	0.0%	0	0.0%	0
45 to 54	16.3%	179	16.8%	91	15.8%	88	0.0%	0	0.0%	0	0.0%	0	100.0%	179	0.0%	0	0.0%	0
55 to 64	13.1%	144	13.4%	73	12.8%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	144	0.0%	0
65 +	19.5%	215	17.1%	93	21.9%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	215
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>SEG Socio-economic group</b>																		
A	2.6%	29	3.0%	16	2.3%	13	4.7%	8	4.0%	8	1.1%	2	1.1%	2	4.2%	6	1.4%	3
B	11.9%	131	14.0%	76	9.9%	55	6.3%	11	13.1%	25	18.0%	36	12.9%	23	9.7%	14	10.4%	22
C1	34.0%	374	29.9%	163	38.0%	211	34.7%	58	36.7%	71	35.6%	72	37.4%	67	32.8%	47	27.4%	59
C2	25.2%	277	31.1%	169	19.4%	108	26.0%	43	30.6%	59	29.4%	59	25.5%	46	21.7%	31	17.9%	38
D	14.2%	156	12.2%	66	16.2%	90	18.8%	31	12.8%	25	11.9%	24	16.6%	30	19.3%	28	8.7%	19
E	12.1%	133	9.8%	53	14.3%	79	9.5%	16	2.9%	6	4.0%	8	6.5%	12	12.4%	18	34.2%	74
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286

Weighted:

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																		
Working full-time (30+ hours a week)	43.1%	474	56.5%	307	30.0%	167	53.7%	89	47.1%	91	59.4%	120	60.2%	108	35.3%	51	6.9%	15
Part-time	17.7%	195	9.7%	53	25.5%	142	11.8%	20	28.2%	55	26.6%	54	19.1%	34	16.9%	24	3.7%	8
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.4%	158	12.2%	66	16.5%	92	31.4%	52	20.8%	40	11.3%	23	17.3%	31	7.7%	11	0.4%	1
Not working (retired / invalid)	24.4%	268	21.5%	117	27.2%	151	2.0%	3	3.9%	7	2.2%	4	3.4%	6	39.1%	56	88.6%	190
(Refused)	0.5%	5	0.1%	1	0.8%	5	1.1%	2	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.4%	1
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																		
One	22.9%	252	21.8%	118	24.1%	134	7.3%	12	15.9%	31	17.9%	36	17.1%	31	29.9%	43	46.2%	99
Two	48.3%	531	52.3%	285	44.3%	246	22.4%	37	64.7%	125	57.5%	116	45.6%	82	51.4%	74	45.1%	97
Three	15.9%	175	14.7%	80	17.1%	95	29.9%	50	16.1%	31	14.5%	29	21.1%	38	14.5%	21	3.0%	6
Four	8.9%	97	7.2%	39	10.5%	58	25.3%	42	2.3%	4	8.2%	16	13.4%	24	3.2%	5	2.7%	6
Five	1.6%	18	0.9%	5	2.4%	13	8.0%	13	0.0%	0	0.2%	0	2.0%	4	0.5%	1	0.0%	0
Six or more	1.6%	17	2.3%	13	0.9%	5	7.2%	12	1.0%	2	1.1%	2	0.5%	1	0.0%	0	0.2%	0
(Refused)	0.8%	9	0.7%	4	0.8%	5	0.0%	0	0.0%	0	0.7%	1	0.3%	0	0.5%	1	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>CHI How many children live in your household, aged 15 years and under ?</b>																		
None	69.6%	765	70.5%	383	68.7%	382	72.9%	121	53.0%	102	45.2%	92	61.0%	109	92.9%	134	96.2%	207
One	11.7%	128	10.5%	57	12.8%	71	18.0%	30	12.7%	25	17.8%	36	18.2%	33	2.9%	4	0.5%	1
Two	11.9%	131	11.6%	63	12.2%	68	5.4%	9	20.3%	39	22.7%	46	17.7%	32	3.3%	5	0.3%	1
Three	4.3%	48	4.1%	22	4.6%	25	1.5%	2	9.0%	17	11.3%	23	2.4%	4	0.5%	1	0.0%	0
Four	1.3%	14	1.7%	9	0.9%	5	0.0%	0	5.0%	10	2.0%	4	0.4%	1	0.0%	0	0.0%	0
Five	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	0
Six or more	0.3%	4	0.7%	4	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.8%	9	0.8%	4	0.8%	5	0.0%	0	0.0%	0	0.9%	2	0.3%	0	0.5%	1	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>HLD Size of household</b>																		
One	20.3%	223	21.3%	116	19.3%	107	5.5%	9	9.1%	18	14.1%	28	15.0%	27	28.9%	42	46.2%	99
Two	30.1%	331	30.2%	164	30.0%	167	12.4%	21	34.4%	66	18.1%	37	24.3%	43	47.9%	69	44.3%	95
Three	16.8%	184	17.0%	92	16.6%	92	27.8%	46	18.7%	36	18.4%	37	19.9%	36	15.1%	22	3.5%	7
Four	20.3%	223	19.6%	107	20.9%	116	33.5%	56	20.9%	40	29.7%	60	29.1%	52	5.8%	8	2.8%	6
Five or more	11.6%	128	10.8%	59	12.4%	69	20.8%	35	16.9%	33	18.1%	37	11.5%	21	1.8%	3	0.4%	1
(Refused)	1.0%	11	1.1%	6	0.8%	5	0.0%	0	0.0%	0	1.7%	3	0.3%	0	0.5%	1	2.8%	6
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286
<b>IS2 ISBA region</b>																		
Ulster	2.5%	28	2.3%	13	2.8%	15	0.0%	0	2.1%	4	2.4%	5	1.9%	3	4.4%	6	4.4%	10
Scotland	8.5%	93	9.7%	53	7.3%	41	2.0%	3	8.3%	16	7.4%	15	7.0%	13	9.0%	13	15.7%	34
North / Borders	5.9%	65	4.2%	23	7.6%	42	7.1%	12	8.5%	16	6.2%	12	6.3%	11	2.9%	4	4.1%	9
Lancashire	11.8%	130	12.5%	68	11.1%	62	14.4%	24	16.1%	31	12.0%	24	8.1%	15	10.2%	15	10.0%	21
Yorkshire	9.3%	102	8.3%	45	10.2%	57	3.0%	5	6.4%	12	10.1%	20	12.5%	22	11.2%	16	11.9%	26
Wales & South West	10.9%	120	10.8%	59	11.0%	61	16.1%	27	11.8%	23	11.5%	23	7.7%	14	9.6%	14	9.0%	19
Midlands	15.9%	175	17.1%	93	14.8%	82	26.8%	45	11.6%	22	14.8%	30	16.8%	30	19.2%	28	9.6%	21
East England	7.1%	78	6.3%	35	7.8%	44	6.3%	10	5.6%	11	6.8%	14	8.1%	15	8.3%	12	7.8%	17
London	18.8%	207	18.4%	100	19.2%	107	12.5%	21	22.2%	43	20.2%	41	22.3%	40	17.7%	25	17.3%	37
Southern	9.2%	101	10.4%	56	8.1%	45	12.0%	20	7.6%	15	8.6%	17	9.1%	16	7.7%	11	10.2%	22
Weighted base:		1100		544		556		167		193		202		179		144		215
Sample:		1100		517		583		52		94		171		281		216		286

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