SURVEY OF LICENSED PREMISES IN IRELAND 2009

A REPORT COMMISSIONED BY THE

DRINKS INDUSTRY GROUP OF IRELAND

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Survey of Licensed Premises in Ireland 2009

A Report Commissioned by the Drinks Industry Group of Ireland

By

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(Survey undertaken by Amarach Research)

October 2009

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Foreword

This is the sixth survey of on-licensed premises commissioned by the Drinks Industry of Ireland (DIGI) since the first one was undertaken in 1984. The last survey was published in 2004 with most of the survey activity being carried out in late 2003. The current survey was undertaken mainly in late 2008. A small amount of field work was undertaken in early 2009.

The survey was a telephone one carried out by Amarach Research and the questionnaire was designed in consultation with DIGI. Data analysis was done by the author and the report was compiled with the research assistance of Eoin Foley, DCU Business School. The drinks industry provided the comprehensive list of the population of on-licences from which the sample was selected. The questionnaire is broadly the same as in the 2003 survey with the inclusion of additional questions on, impact of the removal of the Groceries Order on sales, impact of random breadth testing on sales and possible exit patterns from the sector. 748 successful interviews were completed making this the largest survey of the on-licensed sector ever undertaken in Ireland.

I am very grateful to Ms Wendy Kehoe, Amarach Research, for managing the survey process and for the provision of the basic statistics. Thanks are due to members of DIGI for comments and advice at all stages of the project.

All errors and omissions are the responsibility of the author. Any views expressed are the personal views of the author and do not represent DCU Business School or DIGI.

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Executive Summary

Introduction

This is the sixth survey of licensed premises commissioned by the Drinks Industry Group of Ireland. The previous one was undertaken in late 2003 and published in 2004. The content broadly matches that of the 2003 survey with some additional information on possible exit patterns and the impact of regulation.

The methodology is a telephone based survey of a representative sample of 748 licensed premises selected from a comprehensive listing of on-licensed premises in Ireland which was generated from industry sources customer data.

The data was collected through a telephone survey carried out by Amarach Research. The survey was conducted mainly in autumn/winter of 2008 but some additional follow-up and clarification work was conducted in early 2009. In particular, some additional surveying of Dublin public houses was undertaken in late 2008/early 2009 because the initial response was under representative of the population of Dublin public houses.

This is the largest research exercise undertaken hitherto on the Irish on-licensed sector and reflects the economic and social impact of the sector

The objective of the survey is to provide an up to date comprehensive picture of the business and economic structure, characteristics and performance of the on-licensed sector and thereby contribute to more informed policy-making for the sector. The content of the survey is broadly similar to previous surveys to facilitate longitudinal analysis. Information is available on ownership/management features, employment, sales, costs, ancillary services provided by the sector, customer profile, tourism aspects, medium term performance and certain specific issues. The 2008 survey also sought information on exit/retirement expectations, impact of random breath testing and impact of the removal of the Groceries Order.

Significant conclusions from this survey compared to the previous survey in 2003 are that employment has decreased, sales revenue has decreased and labour cost burden has increased.

Family run businesses

The vast majority of on-licences are independent owner or family run businesses. This category is 84% of on-licence respondents. This rises to 94% for public houses and 96% for public houses outside Dublin. The Dublin figure is 79%.

Employment

Total on-licensed employment including full and part timers in 2008 was 75,000 persons

Estimates of total employment in on-licensed sector (end 2008)

	Average employment	Number of premises	Total employment
Public houses	7.3	7,980	58,254
Other full on-licenses	12.0	1,218	14,616
Wine on licences	1	2,307	2,307
On-licensed sector	Not applicable	11,505	75,177

Average size of premises

The average size of licensed premises in the survey is 8.9 persons. This is made up of 12.0 persons on average in other licensed premises and 7.3 persons in public houses. There is a substantial difference between the average size of Dublin public houses at 14.4 persons and elsewhere public houses at 6.0 persons.

Gender mix of employment

55.4% of employment in all licensed premises is male and 44.6% is female. The public house employment gender mix is the same as all licensed premises, 55.6% male and 44.4% female.

Employment Performance

The employment performance over the past five years has been very weak according to the survey responses.

Only 11% of licensed premises reported an employment increase over the past five years. This declines to 9% for public houses and 8% for public houses outside Dublin.
The Dublin public houses recorded the worst employment performance. 65% of Dublin public houses reported a decrease in employment over the period compared to 47% for licensed premises as a whole. The percentage declines in the different licensed sectors are other licensed premises 43%, public houses 49%, Dublin public houses 65% and public houses elsewhere in the country 46%.

Sales

A large majority across all licensed premises report a decrease in net sales over the past five years. The proportion for all licensed premises is 70% other licensed premises 66%, public houses 72% and 72% in each of Dublin and non-Dublin public houses. Small proportions reported an increase in net sales. These were 16% for all licensed premises, 19% for other licensed premises, 15% for public houses, 16% for Dublin public houses and 15% for public houses elsewhere in the country. Those reporting no change in sales ranged from 12% to 15% in the different categories of licensed premises

The majority of licensed premises have relatively low annual sales revenues. At the low end 27% of public houses located elsewhere in the country have annual sales revenues of less than €60k. In the below €200k category there are 49% of all licensed premises, 57% of non-Dublin public houses and only 6% of Dublin public houses. The percentages with annual sales of €1m and above are 11% of all licensed premises, 37% of Dublin public houses and 5% of non-Dublin public houses. The very small size of public houses outside Dublin is notable and repeats the pattern found in the 2003 survey.

Approximate net value of sales in the past 12 months, % of licensed premises in each sales category.

Net sales category € K	All licensed premises %	Other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Under 30	10	9	11	-	14
30 - under 60	13	18	11	-	13
60 - under 200	26	27	25	6	30
200 - under 400	23	21	24	15	26
400 - under 650	8	8	8	15	7
650 - under 1000	9	10	9	28	5
1000 – under 1250	4	5	3	10	2
1250 - under 2500	4	3	5	18	2
2500 - under 4000	2	1	2	6	1
4000 and over	Less than 1	-	1	3	0
Total	100	100	100	100	100

Wage costs

The share of wages and salaries in net sales is at or over 25% for 30% of licensed premises compared with 19% of premises in 2003. The corresponding percentage for public houses is 23% in 2008 compared with 18% in 2003.

Reduction in drinking space

22% of licensed premises reduced their drink retailing space over the past five years compared to only 2.7% in the 2003 survey. The percentage of public houses which decreased drink retailing space was 23% and in the case of non-Dublin public houses the figure was 25%. The 25% compares with 3% in the 2003 survey. Only 13% of premises increased the amount of space compared with 19% in the 2003 survey.

Supplier pattern

The main features of the supplier pattern are:

- Packaged beer is mainly sourced from wholesalers (63% of licensed premises list this as the main supplier.)
- Unsurprisingly draught beer is primarily sourced from the manufacturer/wholesaler (75% of licensed premises.)
- Wholesalers supply spirits to 50% of premises but cash and carry supply a substantial 32% of premises.
- Wine is sourced from wholesalers by 59% of premises and from cash and carry by 23% of premises.
- The main supplier for cider and perry is the wholesaler with 49% but the manufacturer/importer is also a major source of supply (41% of premises).
- Alcopops are mainly supplied by wholesalers.
- Soft drinks are mainly supplied by wholesalers.

Ancillary Services

A substantial variety of drinking facilities is provided by licensing premises. In addition to the to be expected almost universal provision of a bar, 69% of premises have a lounge, 44% have a beer garden, 41% have a restaurant, 9% provide a disco, 8% have a function room and a surprisingly low per cent report that they have a smoking area, 3%. The low smoking area proportion may be related to the high beer garden proportion where this is effectively the smoking area.

Food

The licensed premises were asked if they currently provide food. 52% of all licensed premises replied "yes". This was comprised of 81% of hotels and other licensed premises and 37% of public houses. There was a substantial difference between public houses in Dublin and elsewhere in the provision of food. 65% of Dublin public houses currently provide food compared to 32% of public houses elsewhere

Over the past five years, in those licensed establishments which currently provide food the role of food has increased in 49% of licensed premises, decreased in 20% and remained the same in 31%. The public house figures are broadly the same. There was an increase in 47% of public houses, a decrease in 23% and no change in 30%.

The Dublin public house pattern is broadly similar to the public houses in the rest of the country. The increased share is 51% in Dublin and 46% elsewhere. The decreased shares are 22% and 24% respectively and the unchanged shares are 27% and 31%.

Entertainment

A wide range of entertainment is provided by licensed premises.

Entertainment provided by licensed premises, % of licensed premises in each category

Types of entertainment	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Live show	43	49	39	40	39
Recorded music/juke box	53	52	54	65	52
TV/video	92	86	95	97	95
Digital/satellite sports channels	66	68	64	89	60
Internet/computer	26	44	16	31	14
Snooker/pool	33	28	35	23	38
Darts	31	15	39	27	42
Bingo/prize games	6	8	4	5	4
Electronic games	11	7	12	15	12
Other	14	16	14	25	11

Overall, the top five entertainments are TV/video (92%), digital/satellite sports channels (66%), recorded music/juke box (53%), live show (43%) and snooker/pool (33%).

Measures to improve business

680 licensed premises of the total survey of 748 premises had at least one measure to improve business. The top five measures to improve business in the all licensed premises category are refurbishment (78%), smoking area establishment or improvement (63%), advertising (57%), catering introduction or improvement (44%) and more in-house entertainment (43%).

The same top five measures arise in both public houses and hotels and other licensed premises but there are differences in the incidence of specific measures between the two licensed premises categories. Refurbishment is the most popular measure in both categories at 73% in hotels and other licensed premises and 80% in public houses. The catering measure is 69% in other licensed premises and 30% in public houses. Advertising is 68% in hotels and other licensed premises and 51% in public houses. The smoking area measure is 58% in hotels and other on licensed premises and 66% in public houses. The two categories are broadly similar in in-house entertainment, prize draws and “other”. Off licence sales is the lowest ranked measure in each category with 6% in hotels and other licensed premises and 15% in public houses.

Tourism

22% of all licensed premises, 22% of public houses and 22% of hotels and other licensed premises provide entertainment specifically for tourists (Table 8.4). In Dublin public houses the share is 17% compared to 23% in public houses located elsewhere in the country. Almost one quarter of non-Dublin public houses provide entertainment specifically for tourists.

Random breadth testing

The survey sought information on what impact random breath testing of drivers had on on-licence alcohol sales No negative impact was felt by 9% of all licensed premises, 15% of hotels and other licensed premises, 6% of public houses, 12% of Dublin public houses and 5% of public houses elsewhere in the country.

The percentages identifying a “significant negative” impact were, all licensed premises (63%), hotels and other licensed premises (59%), public houses (65%), Dublin public houses (43%) and public houses elsewhere in the country (69%).

The non-Dublin public house share of 69% identifies a very high significant negative impact from random breath testing. Almost seven in ten public houses in the rest of the country experienced a significant negative impact on on-licence sales due to the introduction of random breath testing of drivers.

The elsewhere public houses figure of 69% is substantially in excess of the Dublin public houses figure of 43%. The percentages reporting a “limited negative” impact are 20% for hotels and other licensed premises, 34% for Dublin public houses and 17% for public houses in the rest of the country. If the two negative impact categories are combined we see that 83% of all licensed premises experienced some negative impact on sales. The overall negative impact by category were, hotels and other licensed premises 79%, public houses 84%, Dublin public houses 77% and public houses elsewhere 86%.

Open for less time than allowed by licence

34% of all licensed premises do not open for the full period allowed by the licence. The percentage of public houses (36%) in this category is higher than hotels and other licensed premises (31%). Public houses outside Dublin are more likely not to avail of the full period of the licence (37%) than public houses in Dublin (31%).

Closing time preference

The preferred times to stop serving on Friday and Saturday are later than for Monday to Thursday. For example, 30% of all licensed premises want to stop serving no later than 11pm from Monday to Thursday compared with only 4% for Friday and Saturday. Only 13% of licensed premises want to stop serving before 12 midnight on Friday and Saturday. The most popular time slot for Friday and Saturday is 12.30am which is selected by 42% of all licensed premises, 35% of other licensed premises, 46% of public houses, 50% of Dublin public houses and 45% of public houses elsewhere. The number favouring this time is substantially greater than the next most popular time to cease serving which was later than 1am which was preferred by 17% of all licensed premises, 19% of hotels and other licensed premises, 18% of Dublin public houses and 16% of public houses elsewhere

Impact of removal of groceries order

The removal of the Groceries Order had significant negative impact on on-licence sales in 42% of all licensed premises, 43% of Dublin public houses and 52% of public houses elsewhere in the country.

A significant negative impact on off-licence sales was felt by 27% of all licensed premises, 33% of Dublin public houses and 32% of public houses elsewhere.

Continuation of licensed premises after retirement of present holder

28% of public house operators said the premises would not continue as a licensed premises after the current licence holder retires. This is made up of 11% Dublin public houses and 31% in elsewhere public houses. Almost one in three of non-Dublin public houses do not expect the licensed premises to continue after their retirement

Section 1

Introduction

The Drinks Industry Group of Ireland (DIGI) has undertaken this survey periodically since 1984. Between 1984 and 1999 it was carried out every five years. It was also undertaken in 2003 and this current survey is based on data mainly collected in late 2008. The 2008 survey is confined to on-licensed premises. The methodology is a telephone based survey of a representative sample of 748 licensed premises selected from a comprehensive listing of on- licensed premises in Ireland which was generated from industry sources customer data.

The data was collected through a telephone survey carried out by Amarach Consulting. The survey was conducted mainly in autumn/winter of 2008 but some additional follow-up and clarification work was conducted in early 2009. In particular, some additional surveying of Dublin public houses was undertaken in late 2008/early 2009 because the initial response was under representative of the population of Dublin public houses.

This is the largest research exercise undertaken hitherto on the Irish on-licensed sector. There are other sources of data on the on-licensed and public house sector such as the Failte Ireland Tourism Training and Employment Survey and the CSO Annual Services Inquiry. This DIGI survey covers a wider range of business and economic indicators than the CSO source and is based on a larger sample than the Failte Ireland survey which had a response from 357 public houses compared to 491 in the DIGI survey.

The objective of the survey is to provide an up to date comprehensive picture of the business and economic structure, characteristics and performance of the on-licensed sector and thereby contribute to more informed policy-making for the sector. The content of the survey is broadly similar to previous surveys to facilitate longitudinal analysis. Information is available on ownership/management features, employment, sales, costs, ancillary services provided by the sector, customer profile, tourism aspects, medium term performance and certain specific issues. The 2008 survey also sought information on exit/retirement expectations, impact of random breath testing and impact of the removal of the Groceries Order. The structure and presentation of the data is broadly the same as the 2003 survey. There is an additional section on some of the key longer term trends. Because of changing circumstances and the reduced relevance of certain indicators the disaggregated employment detail is less than in previous surveys.

The data is mainly presented on a public house and “hotel and other” licensed premises classification. The “other” includes clubs, night clubs and other licensed premises. In the following tables the other category is referred to as hotels and others. The public house sector is broken down between Dublin and “elsewhere”. This is because of the very different size characteristics between Dublin public houses and public houses elsewhere in the country and because of the very significant role of the public house element in the on-licensed sector.

The data collection was undertaken by the Economic and Social Research Institute in previous surveys. The equivalent work in this survey is done by Amarach Research. The grossing up to estimate total employment was done by the ESRI in the 2003 survey. In this survey it is done by the author. The grossing up population in the 2003 survey was an industry generated population of licensed premises based on customer accounts. In the 2008 survey the Revenue Commissioners data on licensed premises is used for the grossing up process to estimate total employment in the sector. This survey was entirely done through telephone interviews. Previous ones had an element of personal interviews.

Consequently, this survey is not completely comparable with the 2003 survey but both are based on representative samples of over 700 respondents from broadly the same population database. The specific format of the sample frame for this survey differs from the 2003 survey. In both surveys the sample frame was a list of licensed premises based on the accounts/customers of a major supplier. In 2003 a sample was extracted from the full alpha list of the customers. In this survey a sample of about one third of the full customer list was provided as the sample frame from which to select the sample of over 700 licensed premises. The 2003 sample frame also provided more information on the characteristics of the individual licensed premises such as size and type of licence.

Section 2

Survey Details and Management/Ownership Structure

The 748 respondents were asked to identify their main activity. 66% (491 premises) identified public house as the main activity. 14% (105 enterprises) responded hotel. 11% (83 responses) responded sports club. 6% responded restaurant and there was 1% each for grocery, off-licence, night club and other. The 2003 percent data are also shown.

Table 2.1 - Types of on-licences in sample %

	2008	2003
Public houses	66	73
Hotels	14	8
Sports clubs	11	7
Restaurants	6	8
Grocery	1	1
Off-licence	1	-
Night club	1	1
Other	1	2

The public house proportion has declined since the 2003 survey from 73% to 66%. The hotel share has increased from 8% to 14% which reflects the substantial increase in the number of hotels nationally over the period. The share of sports clubs also increased.

433 of the 748 respondents identified a second main activity. 315 had no second main activity or did not identify one. Details of the second main activity are shown in Table 2.2. 21% of the respondents which were not identified as a public house considered that their second main activity was being a public house. The dominant main activity was restaurant at 41%. Of the 234 public houses which identified a second main activity, 42% said they were a restaurant and 28% identified off-licence activity

Table 2.2 - Second main activity of premises with a second main activity %

Second activity	All premises (433 respondents)	Public houses (234 respondents)
Public house	21	-
Grocery	7	12
Off-licence	16	28
Hotel	5	4
Restaurant	41	42
Night club	3	3
Other	7	11

Among all on-licensed premises the average sales pattern is that 95% of drinks sales which occur are on-licence sales and 5% are off-licence sales. In 2003 the off-licence share was 3%. In the case of public houses the off-licence share is 6% compared to 2% in other on-licensed enterprises.

The ownership pattern is shown in Table 2.3. The vast majority of on-licences are independent owner or family run businesses. This category is 84% of on-licence respondents. This rises to 94% for public houses and 96% for public houses outside Dublin. The Dublin figure is 79%. The "chain" role is very different between Dublin and Non-Dublin public houses, 21% in Dublin and only 3% elsewhere. In 2003 13% of Dublin public houses belonged to a chain compared to the 21% in the current survey.

Table 2.3 - Ownership pattern of on-licences and public houses %

	All on-licences	Public houses	Hotels and other licensed premises	Dublin public houses	Elsewhere public houses
Separate owner/ family run	84	94	65	79	96
Part of chain	12	6	25	21	3
Members own club	3	1	8	-	1
No answer	1	-	2	-	-

The separate owner/family run category was asked if a manager was employed. The details are in Table 2.4.

Table 2.4 - % of independent/family on-licences employing a manager

All on-licences	Hotels and other locensed premises	Public houses	Dublin public houses	Elsewhere public houses
47	77	36	80	30

There is a substantial contrast between public houses where 36% employ a manager and other licensed premises where the share is 77%. The contrast between Dublin public houses (80%) and public houses elsewhere (30%) in proportions employing a manager is substantial. This is as would be expected given the different scale of the average Dublin and average non-Dublin public house.

The employment of managers has increased since 2003 when it was 36% for all independent on-licences, 28% for public houses and 22% for non-Dublin public houses. The Dublin public house figure has remained at 80%.

96% of on-licensed premises operate on a year round basis while 4% operate on a seasonal basis. 98% of public houses operate on a year round basis. Outside of Dublin 93% of public houses operate on a year round basis.

Respondents were asked how many days per week they opened for business. 93% of all licensed premises opened seven days per week, 96% of public houses and 88% of non-public houses operate seven days per week. There is no difference between Dublin and elsewhere on number of days in operation.

Licensed premises, especially public houses, are very spatially spread and have a substantial presence in small towns and rural areas. 52% of public houses and 33% of other on licensed premises are located in small towns 17% of public houses are in the open countryside as are 23% of other premises.

Table 2.5 - Location of premises as a % of total

	Public houses	Hotels	All licensed premises
City	15	21	17
Large town (10k and over population)	16	23	18
Small town (under 10k population)	52	33	45
Open country	17	23	19

Section 3

Other Data Sources and Context

This section briefly places the survey findings in the context of other data sources on the licensed sector. A more extensive discussion on this topic is presented in Appendix 2. There are three main sources of data for on-licensed premises, the Failte Ireland Tourism Employment and Training Survey (TET), the Central Statistics Office Annual Services Inquiry (ASI) and the DIGI Survey of Licensed Premises in Ireland (SLP). The latest TET refers to 2007, the latest ASI refers to 2006 and the current SLP refers to late 2008/early2009. In addition the Revenue Commissioners have data on number and type of licences and the CSO identifies bars in its index of retail sales. Up to date CSO employment is available only for the full hotels and restaurants sector which includes bars. Appendix 2 outlines and compares the main results of these data sources to provide a context for the findings of the 2009 DIGI survey. This section briefly reviews the 2003 to 2008 performance of the bar sector to give an additional context for the findings of the survey and the changes since the 2003 survey.

The current DIGI survey indicates an average employment of 7.3 persons per public house in 2008. The public house average employment is 7.3 persons which is made up of 14.4 persons in Dublin and 6.0 persons outside of Dublin.

The employment contribution of a sector is an important public policy issue. The total employment of licensed premises or public houses is calculated by multiplying the average size of premises, which is obtained from the survey, by the total estimated population of premises obtained from the Revenue Commissioners. The population estimate of public houses is relatively reliable as the Revenue Commissioners have details of what are defined as public houses. The TET report refers to 8,318 public houses. For purposes of this survey the Revenue Commissioners have identified 8,424 public house licences at the end of 2007. However, this will have declined in 2008.

Based on the average size of public houses in the 2009 survey of 7.3 persons and using the 2007 estimate of 8,424 public houses the 2008 public house employment would be 61,495 persons compared to 65,125 persons in 2003. However there is evidence to suggest that the number of public houses has declined in 2008.

The data published by the Revenue Commissioners and described as public houses includes several categories that are not public houses as normally defined. These include hotels, hotels with public bars, horse and greyhound racetracks, railway cars and theatres. For example, the 2007 data published as public house licences is 9,418. Data supplied for the survey covering end 2007 refer to 8,424 public houses plus 903 other category licences including the range referred to above. The combination of these two is 9327 which is close to the published 9,418 in the publican category. The 2008 Revenue data show that what is published as "public house licences" but which includes hotels and other licences to serve all alcohol has dropped by 5.9%. It is likely that the decline is spread between public houses and other licences included in this category and that the decline is more likely to have happened to the smaller low employment public houses although some larger urban premises closed throughout 2008 for property development reasons.

Based on the 2007 estimated public house share of this category of 91% we have assumed that the 2008 public house share has dropped to 90% giving a 2008 public house total of 7,980. Applying this to the 2008 average size of 7.3 persons the total public house employment is 58,254 instead of the 61,495 persons mentioned above.

The estimation of non public houses is much more problematic. There is a very wide range of licence types with varying levels of drinks related employment including wine restaurants, full licence restaurants, public bar hotels, hotels who can serve alcohol to residents only, theatres, clubs and so on. The survey shows that average employment in licensed premises other than public houses is 12.0 persons. This refers primarily to full licence other licensed premises based on the sample responses. Consequently it would be incorrect to gross up this average with the wine restaurants included. In 2008 based on the published Revenue data there are an estimated 887 other category licences and 331 special restaurant licences giving a total of 1,218 licences which appear to refer to the sample average employment of 12 persons. This gives a non-public house total employment of 14,616 persons.

In addition there are 2,307 wine on-licences in 2008 which should be included as are full licence restaurants. It is not known what the employment content is of the wine retailing part of the business. We have assumed an average of one person per premises which is substantially less than one full time equivalent person.

Based on the above the survey and the grossing up methodology results in an employment estimate from on licence drinks retailing in end 2008 of 75,177 persons. (Table 3.1)

It should be noted that answers to the questions on the long term employment and sales trend are probably be influenced by the current negative perceptions caused by the large decline in economic activity since 2008. Consequently a survey response referring to a decline in employment over the past five years could mask a combination of employment increases up to early 2008 followed by decline in the rest of 2008 giving a net decrease over the five years.

Table 3.1 - Estimates of total employment in on-licensed sector (end 2008)

	Average employment	Number of premises	Total employment
Public houses	7.3	7,980	58,254
Hotels and other full on-licences	12.0	1,218	14,616
Wine on licences	1	2,307	2,307
On-licensed sector	Na	11,505	75,177

Source - Based on Revenue Commissioners 2008 licences data of 2,307 wine on-licences, 9,198 licences including public houses, hotels, restaurants with full licences and others, own assumptions about public house share of total licences and survey data.

A feature of the employment estimation is the substantial decline in the number of public house licences between 2007 and 2008 (as defined in the 2008 Revenue Statistical report). These decreased from 9,418 in 2007 to 8,867 in 2008.

The performance of bars in the index of retail sales for the 2003 to 2008 period is shown below in Table 3.2. The value of bar retail sales slightly increased by less than 1% while the volume of sales declined by almost 10%. Between 2007 and 2008 the value declined by 3.1% and volume declined by 6.8%. An increased rate of decline continued into late 2009.

Table 3.2 - Change in retail sales of bars 2003 to 2008 (yearly averages)

% change in value	+0.9
% change in volume	-9.9

Source CSO retail sales index

Section 4

Employment

Section 4 examines the employment aspects of the on-licensed sector. The aspects covered are average size of licensed premises measured by employment, the employee/relatives assisting proprietors mix, the full time/part time nature of the employment, the size distribution of licensed premises and the gender and age aspects of employment.

The proportions of licensed premises employing different categories of people are shown below (Table 4.1). The data refer to the total of 748 respondents. Employment refers to both full-time persons and part-time persons.

Table 4.1 - Percentage of licensed premises with different categories of employment, % of licensed premises in each category.

Employment category	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Proprietor	84	63	94	85	96
Assisting relatives	37	23	44	29	47
Employees	82	92	76	97	73
No answer	1	2	-	-	-

82% of all licensed premises have employees. The equivalent figure for public houses is 76% and for hotels and other licensed premises it is 92%. In Dublin 97% of public houses have employees and elsewhere in Ireland 73% of public houses have employees. 84% of all licensed premises have a proprietor and this is made up by 63% of other licensed premises and 94% of public houses. Within the public house sector, the proportions with proprietors are 85% in Dublin and 96% elsewhere.

The proportion of licensed premises with relatives assisting is highest in public houses outside Dublin (47%) and lowest in hotels and other licensed premises (23%). The Dublin public houses figure is 29%.

The employment size distribution, shown in Table 4.2, shows that licensed premises are generally very small.

Table 4.2 - Percentage of licensed premises in each employment size category

Employment category persons	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
1	3	2	4	1	4
2	14	8	17	-	20
3	11	9	12	4	14
4	10	7	11	7	12
5	9	9	9	5	10
6	8	6	9	7	9
7	7	8	7	7	7
8	5	5	5	4	5
9	4	3	4	5	4
10	4	5	3	5	3
11 and over	24	36	18	55	12
Total	100	100	100	100	100

Of all licensed premises only 24% have more than 10 persons engaged. 28% have less than 4 persons engaged. Hotels and other licensed premises are bigger than public houses. In other licensed premises 36% have more than 10 persons compared with 18% of public houses. At the lower end of the size distribution 19% of other licensed premises have less than four persons employed compared with 33% of public houses.

There are substantial differences between public houses in Dublin and elsewhere. In Dublin 55% of public houses have over 10 persons engaged compared to 12% in public houses elsewhere in the country. 24% of elsewhere public houses employ two persons or less compared to only 1% of Dublin public houses. 38% of elsewhere public houses have less than four persons employed compared to 5% in Dublin.

The average size of total employment and individual employment categories are shown in Table 4.3

Table 4.3 - Average numbers employed (persons) in employment types in each licensed premises category.

Employment type	All licensed premises persons	Hotels and other licensed premises	Public houses persons	Dublin public houses persons	Elsewhere public houses persons
Proprietors	1.3	1.1	1.4	1.3	1.5
Relatives assisting	0.7	0.5	0.9	0.6	0.9
Employees	6.9	10.4	5.0	12.6	3.7
Total	8.9	12.0	7.3	14.4	6.0

The average size of licensed premises in the survey is 8.9 persons. This is made up of 12.0 persons on average in hotels and other licensed premises and 7.3 persons in public houses. There is a substantial difference between the average size of Dublin public houses at 14.4 persons and elsewhere public houses at 6.0 persons. Public houses outside of Dublin on average have more proprietors and more relatives assisting than in Dublin. The average number of employees in Dublin public houses is 12.6 persons compared to 3.7 persons in public houses elsewhere in the country.

The distribution of employment types in the various licensed premises categories is shown in Table 4.4.

Table 4.4 - Percentage share of different employment types in categories of licensed premises

Employment type	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Proprietors	15	9	19	9	25
Relatives assisting	8	4	12	4	15
Employees	78	87	68	88	61
Total	100	100	100	100	100

Proprietors account for 25% of employment in elsewhere public houses compared to 9% in Dublin public houses. Relatives assisting account for 15% of employment in public houses outside Dublin compared to 4% in Dublin. Employees account for 88% of employment in Dublin public houses and 61% in public houses elsewhere in the country.

In all licensed premises proprietors account for 15% of employment, relatives assisting account for 8% and employees account for 78%. As noted, persons refer to both full-time and part-time workers.

The gender mix of total employment in licensed premises and in public houses is shown in Table 4.5. 55.4% of employment in all licensed premises is male and 44.6% is female. The public house employment gender mix is almost the same as all licensed premises, 55.6% male and 44.4% female.

Table 4.5 - Percentage male/female shares of employment in licensed premises

	All licensed premises	Public houses
Male % of total	55.4	55.6
Female % of total	44.6	44.4
Total %	100	100

Table 4.6 presents details on the fulltime, part-time and casual mix of the total employment. As shown in the survey questionnaire part-time is defined as working between 5 and 21 hours per week and casual is defined as below five hours. The pattern is the same in both all licensed premises and public houses. Half of employment is fulltime, just over 40% is part-time and 7% to 8% is casual.

Table 4.6 - Percentage full-time, part-time and casual shares of employment in licensed premises

	All licensed premises	Public houses
Full-time % of total	50.8	49.1
Part-time % of total	42.0	42.7
Casual % of total	7.1	8.2
Total	100	100

The male/female shares of employment are substantially different between full-time and part-time staff. A higher share of full-time employment is male than is the case in part-time employment. Just over half of part-time employment is female. The gender mix of full-time employment is shown in Table 4.7 and that of part-time employment is shown in Table 4.8.

Table 4.7 - Gender mix of full time staff in licensed premises % share

	All licensed premises	Public houses
Male %	61.2	64.8
Female %	38.8	35.2
Total %	100	100

In all licensed premises 61.2% of fulltime staff are male compared to 38.8% who are female. In public houses the male percentage of full-time staff is 64.8% and the female percentage is 35.2%.

Part-time staff are divided almost evenly between males (48.9%) and females (51.1%) in all licensed premises. In public houses the shares are male, 45.6% and female, 54.4%.

Table 4.8 - Gender mix of part-time staff in licensed premises (% share)

	All licensed premises	Public houses
Male %	48.9	45.6
Female %	51.1	54.4
Total %	100	100

Casual staff who make up a small share of the total employment in licensed premises are divided almost evenly between males and females. In all licensed premises the male share is 51.8% and the female share is 48.2%. In public houses the respective shares are 52.4% male and 47.6% female.

Respondents were asked to identify employment performance over the past five years. The details are in Table 4.9. The answers are based on 739 responses.

Table 4.9 - Employment performance over the last five years, % of licensed premises in each category.

Employment performance	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Increased	11	16	9	9	8
Decreased	47	43	49	65	46
No change	42	40	43	26	46
Total	100	100	100	100	100

The employment performance over the past five years has been very weak according to the survey responses. This is not surprising because the survey was undertaken in late 2008/ early 2009 when both the economy and the on licensed sector had serious economic difficulties. As already discussed the volume of bar sales has also performed poorly over the past several years.

Only 11% of licensed premises reported an employment increase over the past five years. This declines to 9% for public houses and 8% for public houses outside Dublin.

The Dublin public houses recorded the worst employment performance. 65% of Dublin public houses reported a decrease in employment over the period compared to 47% for licensed premises as a whole. The percentage declines in the different licensed sectors are, hotels and other licensed premises 43%, public houses 49%, Dublin public houses 65% and public houses elsewhere in the country 46%.

The percentages of respondents reporting no change in employment ranged from 46% for public houses outside Dublin to 26% for Dublin public houses.

The respondents were also asked about the change in the number of hours worked in the licensed premises. This indicator gives a slightly more positive performance than was reported for employment especially for Dublin public houses. Overall, 15% of licensed premises reported an increase in number of hours worked in the premises. The public house figure on this indicator is 17%. In Dublin public houses it is 15% compared with 17% in public houses elsewhere in the country. The proportion reporting a decline is around a third in all of the licensed premises categories. The no change proportion is also consistent at 50%/51% in all of the categories.

As shown above 65% of Dublin public houses recorded a decline in employment compared to 34% reporting a decline in the number of hours worked.

Table 4.10 - Changes in number of hours worked over the last five years, % of licensed premises in each category

Number of hours worked	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Increased	15	12	17	15	17
Decreased	34	37	33	34	33
No change	51	51	50	51	50
Total	100	100	100	100	100

As shown in Table 4.11, 9% of licensed premises employ full time persons aged below 20 years. 57% employ full time employees in the 20-35 years group. 52% employ people in the 36-50 years group. 33% employ people in the over 50 years age group.

Table 4.11 - Percentage of licensed premises with people working fulltime of specific ages

Fulltime employees Age groups	All licensed premises %
Under 20 years	9
20-35 years	57
36-50 years	52
Over 50 years	33

Section 5

Sales

This section examines the size of licensed premises as measured by sales revenue, the sales performance over the past five years and the role of alcohol in total sales. The sales concept used is "net sales" which is sales revenue excluding VAT. Table 5.1 deals with the sales performance over the past five years.

Table 5.1 - Net sales performance over the last five years, % of licensed premises in each category

	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses
Increased	16	19	15	16	15
No change	14	15	13	12	14
Decreased	70	66	72	72	72
Total	100	100	100	100	100

A large majority across all licensed premises report a decrease in net sales over the past five years. The proportion for all licensed premises is 70%, hotels and other licensed premises 66%, public houses 72% and 72% in each of Dublin and non-Dublin public houses. Small proportions reported an increase in net sales. These were 16% for all licensed premises, 19% for hotels and other licensed premises, 15% for public houses, 16% for Dublin public houses and 15% for public houses elsewhere in the country. Those reporting no change in sales ranged from 12% to 15% in the different categories of licensed premises.

The surveyed licensed premises were asked the approximate net value of sales. Respondents were asked to identify one of ten sales categories to which they belonged. The details are in Table 5.2.

As already noted some of the respondents were not willing to give details of sales. The data in Table 5.2 is based on responses from 78% of the total sample of 748 licensed premises. Sales include all sales in the drink retailing part of the premises, including food and alcohol. The reluctance to supply sales data was also a feature of previous surveys. As indicated by the responses most licensed premises are relatively small.

Table 5.2 - Approximate net value of sales in the past 12 months, % of licensed premises in each sales category.

Net sales category €K	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Under 30	10	9	11	-	14
30 - under 60	13	18	11	-	13
60 - under 200	26	27	25	6	30
200 - under 400	23	21	24	15	26
400 - under 650	8	8	8	15	7
650 - under 1000	9	10	9	28	5
1000 – under 1250	4	5	3	10	2
1250 - under 2500	4	3	5	18	2
2500 - under 4000	2	1	2	6	1
4000 and over	Less than 1	-	1	3	0
Total	100	100	100	100	100

At the low end, 27% of public houses located elsewhere in the country have annual sales revenues of less than €60k. In the below €200k category there are 49% of all licensed premises, 57% of non-Dublin public houses and only 6% of Dublin public houses

The percentages with annual sales of €1m and above are 11% of all licensed premises, 37% of Dublin public houses and 5% of non-Dublin public houses. The very small size of public houses outside Dublin is notable and repeats the pattern found in the previous survey,

Table 5.3 identifies the share of total sales in the drinks retailing part of the establishment which is accounted for by alcohol. Alcohol accounts for over 75% of net sales in 54% of all licensed premises. The comparable figure for public houses is 67%. The Dublin public houses figure is also 67% and for public houses outside Dublin the share of premises with alcohol accounting for over 75% of sales is also 67%.

Very small proportions of public houses have low shares of alcohol in total net sales. There are 7% of public houses in the "alcohol accounting for below 25% of sales" category.

Table 5.3 - Percentage of the net value of sales in the drinks retailing part of the establishment accounted for by alcohol, % of licensed premises in each category.

% of net sales accounted for by alcohol	All licensed premises %	Hotels and other licensed premises%	Public houses %	Dublin public houses %	Elsewhere public houses %
Up to 5	2	2	2	1	2
6-10	3	7	2	0	2
11-25	9	21	3	3	3
26-50	13	23	8	9	8
51-75	19	23	17	20	17
76-85	11	7	12	19	11
86-95	14	5	19	23	18
Over 95	29	13	36	25	38
Total	100	100	100	100	100

Section 6

Costs, Space and Suppliers

The share of wages and salaries in net sales is at or over 25% for 30% of licensed premises compared with 19% of premises in 2003. The corresponding percentage for public houses is 23% in 2008 compared with 18% in 2003. The survey details are shown in Table 6.1. At the lower end 13% of premises have a wage/salary percentage of below 10%

Table 6.1 - Wages and salaries as a percentage of net sales in licensed premises

% of sales	Public houses	Hotels and other licensed premises	All licensed premises
Up to 9	17	7	13
10-14	18	12	16
15-20	27	22	25
21-24	15	16	15
25 and over	23	43	30
Total	100	100	100

The Dublin/elsewhere wage and salaries ratios for public houses are shown in table 6.2. The most notable differences between Dublin and elsewhere are in the under 10% category where there are only 3% of Dublin public houses compared to 20% of public houses in the rest of the country and the 21-24% category which has 35% of Dublin public houses and 11% of those in the rest of the country. Over half of Dublin public houses (54%) have wages/salaries shares of greater than 20% of net sales compared to 35% of those in the rest of the country.

Table 6.2 - Wages and salaries as a percentage of net sales in public houses

% of sales	Dublin public houses	Elsewhere public houses	All public houses
Up to 9	3	20	17
10-14	19	18	18
15-20	24	27	27
21-24	35	11	15
25 and over	19	24	23
total	100	100	100

The large majority of licensed premises engaged in some refurbishment and decoration over the past five years. Expenditure in this activity was undertaken by 75% of licensed premises, 69% of non public houses, 78% of public houses, 77% of Dublin public houses and 78% of non-Dublin public houses. The gap between Dublin and public houses elsewhere which was evident in the 2003 survey (87% in Dublin and 77% elsewhere) has been eliminated in 2008. However, as shown below the scale of expenditure is higher in Dublin. The scale of expenditures is shown in Table 6.3.

Table 6.3 - Expenditure on refurbishment and decoration over past five years (in drinks retailing part of establishment by those who had such expenditure) % in each € category

Expenditure €K	All licensed premises	Hotels and other licensed premises	Public houses	Dublin public houses	Elsewhere public houses
Under 1.2	7	8	6	-	7
1.2-under12	34	30	36	21	38
12-under 60	29	27	30	34	29
60-under 130	13	8	15	19	14
130-under 350	8	10	7	7	7
350-under 650	3	3	3	9	2
650 and over	7	15	3	10	2

Most individual refurbishment expenditures were less than €60K. This was the case for 70% of all premises, 65% of hotels and other licensed premises and 72% of public houses. At the higher expenditure levels of €350K and above there were 10% of all licensed premises, 18% of non public houses and 6% of public houses. In the public house sector the Dublin expenditure is higher than that elsewhere in the country. 19% of Dublin public houses are in the €350K and above category compared with 4% of public houses elsewhere in the country. 55% of Dublin public houses spent less than €60K compared with 74% of public houses elsewhere in the country.

22% of licensed premises reduced their drink retailing space over the past five years compared to only 2.7% in the 2003 survey. The percentage of public houses which decreased drink retailing space was 23% and in the case of non-Dublin public houses the figure was 25%. The 25% compares with 3% in the 2003 survey. Only 13% of premises increased the amount of space compared with 19% in the 2003 survey. Details are presented in Table 6.4.

Table 6.4 - Change in drink retailing space over the past five years

% change in drink retailing space over past five years	All licensed premises	Hotels and other licensed premises	Public houses	Dublin public houses	Elsewhere public houses
increase	13	16	12	9	12
No change	65	66	65	76	63
Decrease	22	19	23	15	25
Total	100	100	100	100	100

The most striking feature of the details is the 25% of non-Dublin public houses which reduced the amount of retail drinking space over the past five years. In a sense, it is not surprising because of the commercial viability crisis of rural public houses in recent years caused by the drink driving and smoking regulations and various market factors. The sector has also been characterised by a high level of closures in recent years. However, of the non-Dublin public houses which continue in operation one quarter of them have reduced drinking space over the past five years. As already noted this compares with a figure of 3% in the 2003 survey.

15% of Dublin public houses reduced drink retailing space compared to 5% in the 2003 survey. Overall the proportion of public houses which reduced drinking space (23% was almost double the proportion which increased space (12%)). This reverses the 2003 pattern when increases were 18% compared to decreases of 3%.

13% of all licensed premises and 12% of public houses increased retail drinking space over the past five years. The extent of the increases among these premises varied considerably. The details are in Table 6.5. The details are presented as a proportion of premises in a particular increase category. Caution should be exercised in interpreting these figures as they represent small absolute numbers in some cases. For example, only 9% of the Dublin public house sample increased space. Of these 17% were in the 51% and higher increase category. This means that only 1.5% of the overall Dublin public house sample was in this category.

Table 6.5 - % Increase in space in licensed premises which increased over past five years classified by proportion of premises

% increase in drink retailing space	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Up to 10	25	21	28	33	27
11-20	28	26	30	33	29
21-30	15	18	13	-	15
31-50	25	27	24	17	25
51 and higher	6	9	6	17	4
Total	100	100	100	100	100

The same exercise is repeated for the premises which reported a decline in drinks retailing space in Table 6.6. The 2003 survey did not present equivalent details because the share of premises which decreased space was so low. However, this is not the case in the current survey.

Table 6.6 - % Decrease in space in licensed premises which decreased over past five years classified by proportion of premises

% decrease in drink retailing space	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Up to 10	27	23	29	50	27
11-20	23	16	26	10	28
21-30	19	25	16	10	17
31-50	25	22	25	30	24
51 and higher	8	14	4	-	4
Total	100	100	100	100	100

Of the public houses which reported a decrease in drinking space, 29% decreased by up to 10%, 26% decreased by between 11% and 20% and 25% decreased by 31% to 50%. Overall 71% of the "decrease" public houses reduced their drinking space by over 10%.

Details of the suppliers of various beverages are presented in Tables 6.7 and 6.8. Seven different beverages categories are listed and three types of suppliers. Details are presented for licensed premises as a whole and for public houses.

Table 6.7 - Main suppliers of drinks to licensed premises, % of licensed premises

Type of drink	Cash and Carry	Wholesaler	Manufacturer/Importer	Total
Beer, packaged	20	63	17	100
Beer, draught	2	22	75	100
Spirits	32	50	18	100
Wine	23	59	18	100
Cider/perry	10	49	41	100
Alcopops	18	70	12	100
Soft drinks	13	68	19	100

The main features of the data are:

- Packaged beer is mainly sourced from wholesalers (63% of licensed premises list this as the main supplier.)
- Unsurprisingly draught beer is primarily sourced from the manufacturer/wholesaler (75% of licensed premises.)
- Wholesalers supply spirits to 50% of premises but cash and carry supply a substantial 32% of premises.
- Wine is sourced from wholesalers by 59% of premises, from cash and carry by 23% of premises.
- The main supplier for cider and perry is the wholesaler with 49% but the manufacturer/importer is also a major source of supply (41% of premises).
- Alcopops are mainly supplied by wholesalers.
- Soft drinks are mainly supplied by wholesalers.

The public house supply pattern is broadly the same as for the overall on-licensed sector. The dominant supplier is the wholesale sector except for draught beer.

Table 6.8 - Main suppliers of drinks to public houses, % of public houses

Type of drink	Cash and Carry	Wholesaler	Manufacturer/Importer	Total
Beer, packaged	21	64	15	100
Beer, draught	2	22	76	100
Spirits	34	47	19	100
Wine	27	56	17	100
Cider/perry	11	50	38	100
Alcopops	17	72	11	100
Soft drinks	13	70	18	100

There is a substantial difference between Dublin and non-Dublin public house supply patterns in the role of cash and carry operations and manufacturers/importers. In the case of packaged beer, non-Dublin lists cash and carry at 22% compared to Dublin at 15%. The reverse is the case for the role of manufacturers/importers. In the case of spirits non-Dublin public houses list cash and carry at 36% compared to Dublin's 24%. For manufacturers/importers on spirits supply the figures are Dublin 29% and non-Dublin 17%.

In wine the non-Dublin share of cash and carry is 29% compared to Dublin's 18%. The manufacturing/importer figures are Dublin 26% and non-Dublin 15%. Cider/perry is much the same. The Dublin manufacturer/importer share is 51% compared to non-Dublin at 36% while the cash and carry shares are Dublin 45 and non-Dublin 13%.

The smaller role of manufacturers/importers as a source of supply to non-Dublin areas is likely because of logistical and distributional costs and efficiencies.

Section 7

Ancillary Services

A substantial variety of drinking facilities is provided by licensing premises. In addition to the to be expected almost universal provision of a bar, 69% of premises have a lounge, 44% have a beer garden, 41% have a restaurant, 9% provide a disco, 8% have a function room and a surprisingly low per cent report that they have a smoking area, 3%. The details are in Table 7.1.

Table 7.1 - Drinking facilities provided in licensed premises, % of premises

Type of drinking facility	All licensed premises	Hotels and other licences	Public houses	Dublin public houses	Elsewhere public houses
Bar	98	95	99	97	100
Lounge	69	70	68	77	67
Beer Garden	44	42	45	49	44
Restaurant	41	77	22	33	19
Disco	9	15	5	9	5
Function room	8	19	3	5	2
Smoking area	3	1	3	1	4

There are some differences between public houses and hotels and other licensed premises in the type of facilities provided. The provision of bars and lounges are similar. Hotels and other licensed premises have a much higher level of restaurant provision 77% to 22%. Disco provision is 15% in other licensed premises and 5% in public houses. 19% of other licensed premises have a function room compared to 3% of public houses.

The main difference between Dublin public houses and those public houses elsewhere in the country is the role of restaurants. In Dublin 33% of public houses have a restaurant compared to 19% elsewhere. This was also a feature of the 2003 survey. Dublin public houses also provide discos and function rooms to a greater extent than elsewhere but have a lower provision of smoking areas.

In 2003 17% of public houses had a restaurant compared to 22% in the 2008 survey. The data confirms the important and growing role of the food business in public houses. The role of food is further illustrated below.

The licensed premises were asked if they currently provide food. 52% of all licensed premises replied “yes”. This was comprised of 81% of other licensed premises and 37% of public houses. There was a substantial difference between public houses in Dublin and elsewhere in the provision of food. 65% of Dublin public houses currently provide food compared to 32% of public houses elsewhere, (Table 7.2).

Table 7.2 - Percentage of premises currently providing food.

	All licensed premises	Hotels and other licensed premises	Public houses	Dublin public houses	Elsewhere public houses
% providing food	52	81	37	65	32

Of the 48% of licensed premises which do not currently provide food, 24% of these had previously provided food but had discontinued the service. The relevant public house figures in this category were Dublin 31% and elsewhere 23%. The survey results show that 48% of public houses do not currently provide or previously provided food. The Dublin public house figure in this category is 24% and the elsewhere figure is 52%.

Over the past five years, in those licensed establishments which currently provide food the role of food has increased in 49% of licensed premises, decreased in 20% and remained the same in 31%. The public house figures are broadly the same. There was an increase in 47% of public houses, a decrease in 23% and no change in 30%. (Table 7.3)

Table 7.3 - Change in the role of food in last five years in licensed premises which currently provide food, % of current providers.

Change in role of food	All licensed premises	Hotels and other licensed premises	Public houses	Dublin public houses	Elsewhere public houses
Increased	49	52	47	51	46
Unchanged	31	31	30	27	31
Decreased	20	17	23	22	24
Total	100	100	100	100	100

The Dublin public house pattern is broadly similar to the public houses in the rest of the country. The increased share is 51% in Dublin and 46% elsewhere. The decreased shares are 22% and 24% respectively and the unchanged shares are 27% and 31%.
Overall, almost half of licensed premises which currently provide food have experienced an increase in the role of food over the last five years. A fifth of establishments experienced a decline. Almost a third experienced no change.

The survey sought information on the share of net sales in the drink retailing part of the premises accounted for by food. The data refer to the latest annual position. The details are in Table 7.4. The data refers to the premises which currently provide food. As seen above, 52% of premises currently provide food which is 390 premises. However, of the 390 food providers 58 were not prepared to provide information on food sales proportions. The data in Table 7.4 refers to 332 of the 390 food providers.

Table 7.4 - Percentage of net sales earned from food sales in licensed premises providing food, % of total in each category of licensed premises

% of sales earned by food	All licensed premises	Hotels and other licensed premises	Public houses	Dublin public houses	Elsewhere public houses
Up to 5	14	6	23	27	22
6-10	8	4	12	18	10
11-15	7	5	8	9	8
16-20	12	11	13	11	13
21-25	9	9	8	11	7
26-30	5	6	4	9	3
31-40	13	13	13	2	17
41 and over	32	45	18	13	20
Up to 20	41	26	56	65	53
21 and over	59	73	43	35	47

Food is a substantial part of the sales of licensed premises. For premises as a whole (those currently serving food) 59% of premises source over a fifth of total sales from food. 41% source up to a fifth of their sales from food. 32% of licensed premises have a food sales share of over 40%. The total licensed premises category includes hotels which would be expected to have a high restaurant/food sales share. Public houses would be expected to be less reliant on food sales. This is shown to be the case when public houses are distinguished from other licensed premises.

73% of hotels and other licensed premises have food sales which are over one fifth of total sales compared to 43% in the case of public houses. Over half (56%) of public houses which currently serve food have a food sales share of up to a fifth compared to 26% of other licensed premises. While less important than in other licensed premises the role of food in the public houses which currently provide food is still substantial. 43% of public houses providing food generate over a fifth of sales from food. 31% of public houses generate over 30% of sales from food.

When measured as share of sales, food is more significant in public houses elsewhere in the country than in Dublin. In the high food share categories the proportions of elsewhere public houses exceed Dublin public houses. 20% of elsewhere pubs generate in excess of 40% of sales from food compared to 13% in Dublin. 17% of elsewhere public houses are in the 31% to 40% food share category compared to 2% in Dublin.

It should be noted that the indicator referred to here is a proportion of sales not absolute sales level. As seen earlier in this report the average sales level of Dublin public houses is substantially above the public houses in the rest of the country. Consequently, a high food sales proportion can be associated with low absolute levels of total and food sales, particularly in the case of public houses outside Dublin.

The average food sales proportion in the various categories of licensed premises which currently provide food are total 26%, hotels and other licensed premises 30%, public houses 21%, Dublin public houses 17% and elsewhere public houses 22%.

The survey provides information on the types of food provided by licensed premises (Table 7.5).

Table 7.5 - Percentage of food providing licensed premises which provide different types of food, % of total in each category of licensed premises

Type of food	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Crisps, peanuts, chocolate	82	72	94	92	95
Sandwiches, rolls	85	84	86	90	85
Toasted sandwiches	83	80	86	82	88
Salads/buffets	75	82	67	65	67
Hot meals	88	97	79	80	78
Hot soup	95	99	91	94	90
Tea/coffee	99	99	99	100	99
Other	21	27	14	18	12

There is a high level of hot meal provision. Hot meals are provided by 88% of all food providing licensed premises, 97% of hotels and other licensed premises and 79% of public houses. The hot meal provision is much the same for Dublin public houses (80%) and elsewhere public houses (78%). Soup is provided by 95% of licensed premises, 99% of hotels and other licensed premises, 94% of Dublin public houses and 90% of public houses elsewhere. Tea and coffee is provided by almost all food providing licensed premises.

Information was collected in the survey on the times of day when food is provided and the details are in Table 7.6. The answers add to more than 100% because there were multiple answers. Some respondents answered yes to both all day provision and one of the specific time slots.

Table 7.6 - % of food providing licensed premises offering food at different times of the day.

Time of day in which food is provided	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Breakfast	17	20	14	4	18
Lunchtime	37	29	47	49	46
Teatime (5-7pm)	18	21	14	8	16
Evening (7pm - later	24	28	19	16	20
All day	59	69	47	55	44

All day food is provided by 59% of all the licensed premises which provide food. This is comprised of 69% for other on licences and 47% for public houses. There is a higher proportion of all day provision in Dublin public houses (55%) compared to public houses in the rest of the country (44%).

Of the individual time slots lunch is the dominant one for public houses with 47% providing lunch compared to 14% for breakfast, 14% for teatime and 195 for evening.

Licensed premises almost all prepare food on the premises rather than using food prepared by outside caterers. The proportions preparing food on the premises are 98% for all licensed premises and 98% for public houses.

The entertainment provided by licensed premises is outlined in Table 7.7. 96.3 % of the total responses provide at least one form of entertainment, television being the most widespread. The details are provided for all licensed premises, hotels and other licensed premises, public houses, Dublin public houses and public houses located elsewhere.

Table 7.7 - Entertainment provided by licensed premises, % of licensed premises in each category.

Types of entertainment	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Live show	43	49	39	40	39
Recorded music/juke box	53	52	54	65	52
TV/video	92	86	95	97	95
Digital/satellite sports channels	66	68	64	89	60
Internet/computer	26	44	16	31	14
Snooker/pool	33	28	35	23	38
Darts	31	15	39	27	42
Bingo/prize games	6	8	4	5	4
Electronic games	11	7	12	15	12
Other	14	16	14	25	11

Overall, the top five entertainments are TV/video (92%), digital/satellite sports channels (66%), recorded music/juke box (53%), live show (43%) and snooker/pool (33%).

There are some substantial differences between hotels and other licensed premises and public houses in the incidence of different types of entertainment. Live shows are provided by 49% of hotels and other licensed premises and 39% of public houses. TV is in 95% of public houses and 86% of hotels and other licensed premises. Internet/computer is provided by 44% of licensed premises and only 16% of public houses. Snooker/pool is in 28% of hotels and other licensed premises and 35% of public houses. Darts is provided in 39% of public houses and 15% of hotels and other licensed premises. Bingo/prize games are offered by 8% of hotels and other licensed premises and 4% of public houses. Electronic games are in 7% of hotels and other licensed premises and 12% of public houses.

Between Dublin public houses and elsewhere public houses the provision of live shows, TV/video, bingo/prize games and electronic games are broadly similar. Dublin public houses have a higher incidence of recorded music/juke box, digital/satellite sports channels, internet/computer and other. Public houses elsewhere in the country have a higher incidence of snooker/pool and darts.

The “other” category of entertainment includes live DJs, karaoke, themed nights, discos, dances and sports events.

The measures which were taken by licensed premises to improve business are presented in Table 7.8.

Table 7.8 - Measures taken to improve business in licensed premises in the last five years, % of licensed premises in each category.

Measures to improve business	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
More in-house entertainment	43	44	42	50	41
Prize draws	19	20	18	21	17
Refurbishment	78	73	80	74	81
Catering introduction or improvement	44	69	30	51	25
Development of off-licence sales	12	6	15	13	15
Advertising	57	68	51	51	50
Establish or improve smoking area	63	58	66	61	67
Other	18	19	18	31	15

680 licensed premises of the total survey of 748 premises had at least one measure to improve business. The top five measures to improve business in the all licensed premises category are refurbishment (78%), smoking area establishment or improvement (63%), advertising (57%), catering introduction or improvement (44%) and more in-house entertainment (43%). The same top five measures arise in both public houses and hotels and other licensed premises but there are differences in the incidence of specific measures between the two licensed premises categories. Refurbishment is the most popular measure in both categories at 73% in hotels and other licensed premises and 80% in public houses. The catering measure is 69% in hotels and other licensed premises and 30% in public houses. Advertising is 68% in hotels and other licensed premises and 51% in public houses. The smoking area measure is 58% in hotels and other licensed premises and 66% in public houses. The two categories are broadly similar for in-house entertainment, prize draws and "other". Off licence sales is the lowest ranked measure in each category with 6% in hotels and other licensed premises and 15% in public houses.

The high incidence of the smoking area measure is a surprise when related to the answers on drinking facilities described in Table 7.1. When asked to identify facilities under the heading of "other" facilities a very small number identified the presence of a smoking area. In the data above 63% of licensed premises identified establishment or improvement of the smoking area as one of the measures implemented to improve business. There is a possibility of some ambiguity in the Table 7.1 data in that a large proportion of licensed premises identified the presence of a beer garden. It is possible that the beer garden may also be the improved smoking area in many cases as opposed to new "built" smoking areas in many licensed premises. The data in Table 7.8 show that 63% of licensed premises have established or improved a smoking area as a means of boosting business over the past five years.

The main difference between Dublin public houses and public houses elsewhere is in the catering measure. In Dublin 51% of public houses used this measure compared to 25% in the rest of the country. 50% of Dublin public houses used more in–house entertainment compared to 41% elsewhere. Dublin public houses used other measures in 31% of cases compared to 15% elsewhere. The two geographic areas are much the same for prize draws, refurbishments, off-licence sales development, advertising and smoking area.

It is of interest that introduction of travel/transport arrangements featured very lowly as a business promotion measure in the public houses outside Dublin. It was mentioned in the "other" group of measures by only 1% of non-Dublin public houses.

Section 8

Customers and Busiest Period

This section deals with the profile of customers of licensed premises and also refers to the busiest time of the day for licensed premises. Table 8.1 deals with the gender profile of customer.

Table 8.1 - % of customers who are male

% of customers who are male	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Less than 50%	3	6	1	3	1
About 50%	22	32	17	23	16
Over 50% to 75%	50	43	53	60	52
Over 75%	25	19	29	15	31

A very small share of licensed premises is in the position of having males make up less than half of their customers. The shares are 3% in all licensed premises, 6% in other licensed premises, 1% in public houses and 3% in Dublin public houses. The share in public houses in other parts of the country is 1%.

On the other hand, 25% of licensed premises have a customer base which is over 75% male. The relevant shares for public houses and other licensed premises in the over 75% category are 29% and 19” respectively. There is a substantial difference between Dublin public houses and public houses in the rest of the country on the over 75% indicator. In Dublin 15% of public houses have a customer base which is over 75% male compared to 31% in the rest of the country.

The age profile of customers is shown in Table 8.2. The age profile has remained much the same as in the previous survey. The age distribution of customers in all licensed premises is 6% under 20 years of age, 26% in the 21-30 years age group, 40% in the 31-50 years age group and 28% in the over 50 years group.

There are few differences between the hotels and other licensed premises and the public houses. Between public houses in Dublin and elsewhere in the country, there are some differences. In the 31-50 years age group there are 43% of Dublin customers differences compared to 39% in public houses elsewhere in the country. The over 50s make up 29% of customers in public houses elsewhere in the country compared to 25% in Dublin. The young age group of below 20 years make up 4% of customers in Dublin public houses and 6% in public houses elsewhere in the country.

Table 8.2 - Age profile of customers in licensed premises, % of total customers in each category of licensed premises.

Age group years	All licensed premises % of customers	Hotels and other licensed premises % of customers	Public houses % of customers	Dublin public houses % of customers	Elsewhere public houses % of customers
Under 20	6	7	6	4	6
21-30	26	24	27	28	27
31-50	40	40	39	43	39
Over 50	28	29	28	25	29
Total	100	100	100	100	100

The role of tourists as customers is identified below. This data is based on the perception of the survey respondent because licensed premises do not normally systematically estimate the role of different categories of customers.

Table 8.3 - % of customers in licensed premises accounted for by tourism, % of licensed premises in each category.

% of customers who are tourists	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Under 5%	49	34	56	52	57
5-14%	21	17	23	29	22
15-24%	14	20	10	13	10
25-50%	10	14	7	3	8
Over 50%	7	15	2	3	2
Total	100	100	100	100	100

For almost half of licensed premises (49%) tourists account for less than 5% of total customers. For 70% of licensed premises and 79% of public houses tourism accounts for under 15% of customers. At the other end of the tourist role 7% of licensed premises are in the position where tourists account for over 50% of customers.

The role of tourists is less in public houses than in hotels and other licensed premises. Tourists account for over 50% of customers in 15% of hotels and other licensed premises compared to 2% of public houses. Tourists account for a quarter or more of customers in 17% of all licensed premises, 29% of other licensed premises, 9% of public houses, 6% of Dublin public houses and 10% of public houses located outside Dublin.

22% of all licensed premises, 22% of public houses and 22% of other licensed premises provide entertainment specifically for tourists (Table 8.4). In Dublin public houses the share is 17% compared to 23% in public houses located elsewhere in the country. Almost one quarter of non-Dublin public houses provide entertainment specifically for tourists.

Table 8.4 - Provision of entertainment specifically for tourists

Provision of entertainment for tourists	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Does provide entertainment for tourists	22	22	22	17	23
Does not provide entertainment for tourists	78	78	78	83	77

The busiest time of day for drink sales for the largest group of licensed premises is late evening for all parts of the week. The week was divided into Monday-Thursday, Friday, Saturday and Sunday. The time slots on which information was sought were lunch time (12-2pm), tea-time (5-7pm), early evening (7-9pm), late evening (9pm-closing) and other times. The results are presented for all licensed premises, public houses, Dublin public houses and public houses located elsewhere in the country.

Table 8.5 - % of licensed premises in each time slot for busiest time of the day for drink sales

Busiest time of day	Monday-Thursday %	Friday %	Saturday %	Sunday %
12-2pm	7	3	4	14
5-7pm	16	12	6	13
7-9pm	27	19	14	22
9pm-close	45	59	66	34
other	5	7	10	7

In each of the four parts of the week the most identified busiest time slot among licensed premises is 9pm to close of business or late night This is the busiest part of the day for drink sales for 45% of licensed premises on Monday to Thursday, 59% on Friday, 66% on Saturday and 34% on Sunday. The second most popular busiest time slot is 7-9pm or early night.

The role of late night is repeated in the case of public houses. It is the busiest period for 48% of public houses on Monday-Thursday, 63% on Friday, 70% on Saturday and 37% on Sunday. The high percentage of 15% in the "other" time slots on Sunday is mainly accounted for by all day (3%), afternoon (5%) and 5-9pm (2%).

Table 8.6 - % of public houses in each time slot for busiest time of the day for drink sales.

Busiest time of day	Monday-Thursday %	Friday %	Saturday %	Sunday %
12-2pm	6	3	3	11
5-7pm	19	13	6	15
7-9pm	22	14	11	22
9pm-close	48	63	70	37
Other	5	7	10	15

Table 8.8 presents the busiest time details for Dublin public houses and public houses located elsewhere. The Dublin percentage is given first and the hotels and other public houses figure is in brackets. The largest difference is in the Monday to Thursday pattern. The three evening period are broadly equal in the case of Dublin public houses, 30%, 26% and 28%. In the case of the hotel and other public houses the 9pm to close period is dominant with

52% of non-Dublin public houses identifying this time slot as the busiest period. On Friday the 9pm to close slot is the busiest for 44% of Dublin public houses compared to 67% for public houses elsewhere in the country. An equivalent situation exists for Saturday. The 9pm to close slot is the busiest for 51% of Dublin public houses and 74% of public houses located elsewhere in the country.

The large 23% share of Dublin public houses for the Sunday “other” slots is mainly due to 8% identifying “all day” as the busiest period compared to 2% for public houses elsewhere in the country and 6% of Dublin public houses identifying 5pm to 9pm as the busiest period.

Table 8.8 - % of Dublin public houses (and public houses elsewhere in the country) in each time slot for busiest time of the day for drink sales

Busiest time of day	Monday-Thursday %	Friday %	Saturday %	Sunday %
12-2pm	8 (6)	4 (2)	4 (3)	13 (11)
5-7pm	30 (17)	16 (12)	9 (5)	21 (14)
7-9pm	26 (21)	20 (13)	12 (10)	17 (23)
9pm-close	28 (52)	44 (67)	51 (74)	26 (39)
other	8 (4)	16 (6)	14 (7)	23 (13)

Section 9

Issues

Information was sought on the impact of random breadth testing, preferences for times at which serving should end, extent to which the full availability of the licence is used, general issues, the impact of the removal of the Groceries Order and expectations about exit from the on-licence sector.

The survey sought information on the impact of random breath testing of drivers on on-licence alcohol sales (Table 9.1). No negative impact was felt by 9% of all licensed premises, 15% of hotels and other licensed premises, 6% of public houses, 12% of Dublin public houses and 5% of public houses elsewhere in the country. The "no negative" impact share for Dublin public houses is over twice the figure for elsewhere public houses. Surprisingly, a positive impact was identified by 9% of all licensed premises, 6% of other licensed premises and 10% of all public houses. The Dublin (11%)/elsewhere (10%) positive ratings for public houses were broadly the same.

Those identifying a significant negative impact were most numerous in public houses in the rest of the country. The percentages identifying a "significant negative" impact were, all licensed premises (63%), hotels and other licensed premises (59%), public houses (65%), Dublin public houses (43%) and public houses elsewhere in the country (69%). The non-Dublin public house share of 69% identifying a significant negative impact from random breath testing is high. Almost seven in ten public houses in the rest of the country experienced a strong negative impact on on-licence sales due to the introduction of random breath testing of drivers. The elsewhere public houses figure of 69% is substantially in excess of the Dublin public houses figure of 43%. The percentages reporting a "limited negative" impact are 20% for other licensed premises, 34% for Dublin public houses and 17% for public houses in the rest of the country. If we combine the two negative impact categories we see that 83% of all licensed premises had some negative impact on sales. The other licensed premises categories for overall negative impact were, hotels and other licensed premises 79%, public houses 84%, Dublin public houses 77% and public houses elsewhere 86%.

Table 9.1 - Impact of random breath testing on on-licence sales of alcohol, % of licensed premised in each category

Impact of random testing on alcohol sales	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
No negative impact	9	15	6	12	5
Limited negative impact	20	20	19	34	17
Significant negative impact	63	59	65	43	69
Positive impact	9	6	10	11	10
Total	100	100	100	100	100

Tables 9.2 to 9.4 deal with latest serving time preferences. Three different periods of the week are identified, Monday to Thursday, Friday and Saturday, and Sunday and the findings for each are discussed separately.

Table 9.2 - Preferred times to stop serving, Monday to Thursday, % of licensed premises in each category

Time to stop serving	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
10.30pm	8	13	6	8	5
11.00pm	22	20	23	27	22
11.30pm	46	43	47	42	48
12.00am	13	9	15	12	15
12.30am	5	6	4	1	5
1.00am	3	3	3	3	3
Later	4	5	3	5	2

The most popular time to cease serving in the Monday to Thursday slot is 11.30pm. This time is selected by 46% of all licensed premises, 43% of other licensed premises, 47% of public houses, 42% of Dublin public houses and 48% of elsewhere public houses. The second most popular category for Monday to Thursday is 11.00pm where the percentages range from 27% for Dublin public houses to 20% for other licensed premises. The percentage saying 12.00 was highest for elsewhere public houses (15%) compared to 12% for Dublin public houses and 9% for other licensed premises.

Table 9.3 - Preferred times to stop serving, Friday and Saturday, % of licensed premises in each category

Time to stop serving	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
10.30pm	2	6	1	0	1
11.00pm	2	4	2	0	2
11.30pm	9	11	8	9	8
12.00am	12	12	11	12	11
12.30am	42	35	46	50	45
1.00am	15	13	16	11	17
Later	17	19	16	18	16

The preferred times to stop serving on Friday and Saturday are later than for Monday to Thursday. For example, 30% of all licensed premises want to stop serving no later than 11pm from Monday to Thursday compared with only 4% for Friday and Saturday. Only 13% of licensed premises want to stop serving before 12 midnight on Friday and Saturday. The most popular time slot for Friday and Saturday is 12.30am which is selected by 42% of all licensed premises, 35% of hotels and other licensed premises, 46% of public houses, 50% of Dublin public houses and 45% of public houses elsewhere. The number favouring this time is substantially greater than the next most popular time to cease serving which was later than 1am which was preferred by 17% of all licensed premises, 19% of hotels and other licensed premises, 18% of Dublin public houses and 16% of public houses elsewhere. However, when the two later than 12.30 slots are added together about a third of premises across the categories favour a later time than 12.30am on Friday and Saturday.

Table 9.4 - Preferred times to stop serving, Sunday, % of licensed premises in each category

Time to stop serving	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
10.30pm	9	15	6	16	5
11.00pm	44	38	46	53	45
11.30pm	20	24	18	9	19
12.00am	16	11	18	11	20
12.30am	4	4	4	3	4
1.00am	4	4	5	3	5
Later	3	5	3	6	2

The most popular Sunday time to stop serving is 11.00pm. 44% of licensed premises selected this time slot. It was the most popular slot for all five licensed categories. The percentages are other licensed premises 38%, public houses 46%, Dublin public houses 53% and elsewhere public houses 45%. Public houses in Dublin have a greater preference for earlier times than public houses elsewhere in the country for Sunday. 165 of Dublin public houses prefer to close at 10.30pm compared to 5% elsewhere in the country.

Table 9.5 deals with the extent to which licensed premises are open for the full period allowed by the licence. 34% of all licensed premises do not open for the full period allowed by the licence. The percentage of public houses (36%) in this category is higher than other licensed premises (31%). Public houses outside Dublin are more likely not to avail of the full period of the licence (37%) than public houses in Dublin (31%). These figures are quite large and are probably reflective of the weak business environment for public houses. According to the survey responses almost four of every ten public houses operating outside of Dublin do not open for the full period allowed by the licence. In Dublin it is three public houses of every ten which do not open for the full period allowed by the licence.

Table 9.5 - Extent to which licensed premises are open for the full period allowed by the licence, % of licensed premises in each category

Open for full period or not	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public house %	Elsewhere public houses %
Yes: open for full period allowed by licence	66	69	64	69	63
No: not open for full period allowed by licence	34	31	36	31	37

Table 9.6 presents details of the respondents' opinions of the impact on on-licence sales of alcohol of the removal of the Groceries Order. A significant negative impact on on-licence sales was felt by 42% of all licensed premises, 43% of Dublin public houses and 52% of public houses elsewhere in the country.

Table 9.6 – Impact on on-licence sales of alcohol of the removal of the Groceries Order, % of licensed premises in each category

Impact on on-licence alcohol sales	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
No negative impact	34	50	25	27	25
Limited negative impact	21	22	20	23	20
Significant negative impact	42	27	50	43	52
Positive impact	3	2	4	7	3
Total	100	100	100	100	100

A significant negative impact on off-licence sales was felt by 27% of all licensed premises, 33% of Dublin public houses and 32% of public houses elsewhere.

Table 9.7 - Impact on off-licence sales of alcohol of the removal of groceries order, % of licensed premises in each category

Impact on off-licence alcohol sales	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
No negative impact	56	76	49	52	48
Limited negative impact	14	8	17	13	17
Significant negative impact	27	13	32	33	32
Positive impact	3	3	3	2	3
Total	100	100	100	100	100

Respondents were asked their opinion on whether their licensed premises would continue as a licensed premises when the current licensee retired. The details are in Table 9.8.

While this issue is of concern to the entire licensed sector, it is of particular significance to public houses located outside Dublin because of the very small scale of a large proportion of these and their dubious commercial viability. Respondents were asked their opinion on whether the licensed premises would continue as a licensed premises when the current licensee retired.

28% of public house operators said the premises would not continue as a licensed premises after the current licence holder retires. This is made up of 11% Dublin public houses and 31% in elsewhere public houses. Almost one in three of non Dublin public houses do not expect the licensed premises to continue after their retirement.

Table 9.8 - % of licensed premises which will continue or will not continue as licensed premises on retirement of the current licence holder (in the opinion of respondent)

Will continue as licensed premises	All licensed premises %	Hotels and other licensed premises %	Public houses %	Dublin public houses %	Elsewhere public houses %
Yes will continue	78	89	72	89	69
No will not continue	22	11	28	11	31
total	100	100	100	100	100

Section 10

Trends

This section briefly compares the current survey findings with those of the 2003 survey for some of the main indicators. A fuller comparison can be obtained by referring to detailed findings in the 2004 report. The term "all" refers to all licensed premises.

1. STRUCTURE

		2003	2008
Percentage of premises independently owned	All	91	84
	Public houses	95	94

Comment: decrease in all licensed premises and no change in public houses

		2003	2008
Percentage of independents with managers	All	36	47
	Public houses	28	36

Comment: increase in the number with managers

		2003	2008
Open 7 days per week (% of total)	Public houses	97	96

Comment: no change

2. EMPLOYMENT

		2003	2008
Employment structure (%)	All		
	Proprietors	17	15
	Relatives	6	8
	Employees	77	78

Comment: no significant change

		2003	2008
Gender mix of employment (%)	All premises		
	Male	55	55
	Female	45	45

Comment: no change in gender mix

		2003	2008
Full time and Part-time % shares	All		
	Fulltime	48	51
	Part-time	43	42
	Casual	10	7

Comment: small decrease in casual proportion and small increase in fulltime staff

		2003	2008
Employment performance in past five years (%)	All		
	Increase	23	11
	Decrease	14	47
	No change	64	42

Comment: substantial increase in proportion of licensed premises experiencing a decrease in employment.

		2003	2008
Average size of premises (persons)	Public houses	7.7	7.3
	Hotels/others	11.3	12.0
	All	8.7	8.9

Comment: slight decrease in size of public houses and slight increase in size of other licensed premises.

3. SALES

		2003	2009
Change in net sales (% of premises)	All		
	Increase	36	16
	No Change	41	14
	Decrease	23	70

Comment: substantial growth in the proportion reporting a decrease in sales and decline in proportion reporting an increase.

		2003	2008
% of licensed premises in certain sales categories	All		
	Under €200k	54	49
	€200k to 1m	38	40
	€1m and above	8	11

Comment: still large proportion in lower end but decrease in this share. Increase in proportion at €1m and above.

4. COSTS AND FACILITIES

Wages and salaries as a % of sales, proportions 25% and over and under 15%		2003	2008
	All		
	25% and over	19	30
	Under 15%	34	29

Comment: the role of wages and salaries has increased, the proportion of premises with low ratios has declined and the proportion with ratios of 25% and over greatly increased.

		2003	2008
Change in retail drinking space (% of premises)	All		
	Increased	19	13
	Decreased	3	22
	No change	79	65

Comment: A high proportion decreased retail space in the 2009 survey compared with 2003.

		2003	2008
Drinking facilities (% of premises)	Public houses		
	Bar	99	99
	Lounge	76	68
	Beer garden	25	45
	Restaurant	17	22

Comment: there is a large increase in the incidence of beer gardens from 25% to 45% of public houses. The proportion with restaurants increased and the proportion of lounges declined.

		2003	2008
Food type in those which serve food (%)	Public houses		
	Hot meals	74	79
	Salads/buffet	73	67

Comment: there was a small increase in the proportion of food public houses serving hot meals and a decline in the proportion serving of salads/buffet.

		2003	2008
% of premises where role of food increased	All	59	49
	Public houses	51	47

Comment: in almost half of licensed premises and public houses the role of food increased in the 2009 survey. This is below the proportions from the 2003 survey

		2003	2008
% of premises providing live show entertainment	All	36	43
	Public houses	35	39

Comment: between 2003 and 2009 there was an increase in the proportion of both licensed premises and public houses which provided live show entertainment.

		2003	2008
Measures taken to improve business (% of premises)	All		
	More entertainment	33	43
	Refurbishment	63	78
	Catering introduction or improvement	29	44
	Advertising	36	57

Comment: there were increases in the proportion of premises implementing measures to improve business, notably in use of advertising, up from 36% to 57% and in catering, up from 29% to 44%.

		2003	2008
% of licensed premises with males accounting for over 75% of customers	All	25	25

Comment: proportions are the same in both surveys

		2003	2008
Age distribution of customers (%)	All		
	Under 20 years	6	6
	21-30 years	25	26
	31-50 years	42	40

Comment: the age distribution of customers of all licensed premises is much the same in the 2003 and 2009 surveys.

		2003	2008
% of customers who are tourists (% of premises)	All		
	Tourists less than 5%	53	49
	25% and over	13	17

Comment: the role of tourism in licensed premises has increased, the share of premises with 25% and over of their customers as tourists increased from 13% to 17%.

		2003	2008
% of premises providing entertainment specially for tourists	All	16	22
	Public houses	14	22

Comment: the proportion of premises providing entertainment specifically for tourists has increased.

Section 11

Overview of On-Licensed Sector

This section presents an overview of the on-licensed sector based on the survey data and some other data sources. Public houses are the largest category within the on-licensed sector but it is a very diverse sector and also includes hotels with public bars, hotels which serve alcohol to residents, restaurants with full and wine licences, train licences, aircraft and ferry licences, club licences and sports facilities licences.

It is a sector which is dominated by very small independently owned businesses. This is particularly so of public houses and especially public houses outside Dublin. 84% of licensed premises and 94% of public houses are separate independently or family run businesses. The sector is very dispersed geographically with 69% of public houses in either rural areas or small towns. The average employment in all licensed premises is 8.9 persons and in public houses it is 7.3 persons. Public houses outside Dublin have an average employment of 6.0 persons compared to 14.4 persons in Dublin.

While individual licensed premises are small in size there are very many of them with 11,500 full and wine on-licences of which about 8k were public houses in 2008. This combination generates a relatively large sector which employs over 75k persons according to this survey. Other sources, such as Failte Ireland, suggest an employment in excess of 100k persons.

While it is a large sector and significant source of employment there are worrying signs concerning its economic and business performance. CSO figures show that between 2003 and 2008 the volume of sales in bars declined by just under 10%. The survey findings show that over the past five years employment decreased in 47% of licensed premises, 65% of Dublin public houses and 46% of public houses elsewhere in the country. The survey findings reinforce the CSO retail sales data. The respondents report that over the past five years sales decreased in 70% of licensed premises and 72% of public houses.

Reflecting the small size as indicated by the average employment, the large majority of public houses outside Dublin have very small annual sales levels. 57% of public houses outside Dublin have annual sales of less than €200k. 27% have sales of less than €60k per year. Dublin public houses are larger with only 6% of public houses with annual sales below €200k. At the higher sales end, 37% of Dublin public houses have annual sales in excess of €1m compared to 5% of public houses elsewhere in the country.

Licensed premises are working to preserve or develop their business. 75% of licensed premises had refurbishment expenditure over the past five years. 45% of public houses have a beer garden and 22% have a restaurant. 52% of licensed premises provide food. 65% of Dublin public houses and 32% in the rest of the country provide food. 43% of licensed premises and 39% of public houses provide live show entertainment. 91% of licensed premises have introduced at least one measure to promote their business in the past five years. The top five measures were refurbishment, 78%, smoking area facilities, 63%, advertising, 57%, catering measures, 44% and in-house entertainment, 43%. Just over a fifth of licensed premises provide entertainment specifically for tourists. This is done by 23% of public houses outside of Dublin.

The proportionate role of labour cost has increased as a factor in business costs of licensed premises over the period since the last survey.

Random breadth testing has had a significant negative impact on on-licence sales in 63% of licensed premises, 65% of public houses and 69% of non-Dublin public houses.

This survey included a question on continuation of the licensed premises business after retirement of the current licence holder. 31% of public houses outside Dublin expect that the premises will not continue as a licensed premises after the retirement of the present holder. In Dublin public houses the percentage is 11%.

The survey confirms the image of the on-licensed sector as a sector which is characterized by large but declining employment, large number, but declining of enterprises, small size and owner/management. It shows a sector which is in difficulty and feeling the negative effects on sales of additional regulation and market change. Sales performance over the past five years has been poor. Most enterprises in the sector have attempted new measures to promote business. Based on the survey, almost one third of non-Dublin public houses will not continue after the retirement of the present licence holder.

Appendix 1

Survey Questionnaire

amárach research
DIGI Survey of Licensed Premises

Questionaire Number ☐☐☐☐☐

Good morning/afternoon/evening. I am ______________ from Amarach Research, an independent market research agency. The Drinks Industry Group of Ireland, which includes the LVA and VFI, has commissioned a survey of a random sample of public houses in Ireland. Your co-operation in this survey would be of great assistance to us. All information given will be treated in the strictest confidence and only aggregate findings will be used. The questions which follow refer to the drink retailing part of your premises. Therefore, in a hotel, for example, answers should refer only to those parts which sell alcoholic drinks. Where a grocery shop has a separate drinks retailing section, (i.e. a pub & a grocery shop) it should answer in respect of that part only. Would you mind answering a few questions?

SECTION 1: GENERAL

Q.1 **Please classify this premise in terms of its main activities. What would you regard as the most important activity, the second most important and the third most important activity of this establishment from the following list?**

	1st	2nd	3rd
Public house	☐1	☐1	☐1
Grocery	☐2	☐2	☐2
Off-licence	☐3	☐3	☐3
Hotel	☐4	☐4	☐4
Restaurant	☐5	☐5	☐5
Sports Club i.e. GAA Club, Football Club	☐6	☐6	☐6
Night Club	☐7	☐7	☐7
Other	☐8	☐8	☐8
Not Applicable	☐9	☐9	☐9

Q.2a. **Under what type of licence(s) do you operate? Please answer Yes or No in respect of each:**

	Yes	No
Full spirits on-licence	☐ 1	☐ 1
Spirits off-licence	☐ 2	☐ 2
Beer licence	☐ 3	☐ 3
Special restaurant licence	☐ 4	☐ 4
Cider/perry licence	☐ 5	☐ 5
Club registration	☐ 6	☐ 6
Wine licence	☐ 7	☐ 7
Public music and singing licence	☐ 8	☐ 8
Wine On and Beer Licence	☐ 9	☐ 9
Other (Please specify) ____________________	☐ 10	☐ 10

Q.2b **Approximately what percentage of the net value of your drink sales (i.e. sales net of VAT) are for consumption? MUST SUM TO 100%**

%

On licence ____________________

Off licence ____________________

TOTAL 100%

Q.3a. **Is the premises:**

	Yes
A separate owner or family-run business	☐ 1
Part of a chain of other licensed premises	☐ 2

IF Q3A IS YES

Q.3b. **Do you employ a manager?**

Yes	☐ 1
No	☐ 2

Q.4a. **Does this premises operate:**

All year round	☐ 1
On a seasonal basis only	☐ 2

Q.4b. **When operating, state number of days open per week: ____________days**

Q.5. **Where do you consider the premises to be located?**

A city	☐ 1
A large town (10,000 or more persons)	☐ 2
A small town or village (under 10,000 persons)	☐ 3
Open country	☐ 4

SECTION 2: EMPLOYMENT

Q.6a **For each of the following categories of employment, please state the number employed full-time (over 21 hours per week), part-time (5-21 hours per week), and casual (under 5 hours per week) in the drink retailing part of the business. Please indicate the male/female breakdown under each heading:**

Note: Where an employee is also engaged in other activities not related to retailing drink (e.g. in another part of a hotel), then he or she is classified full- or part-time according to the number of hours spent in the drink retailing part of the establishment. SHOWCARD B

PLEASE ENSURE THAT THE FIGURES ADD UP BOTH ACCROSS AND DOWN THE TABLE.

	Full-Time		Part-Time		Casual		Total
	Male	Female	Male	Female	Male	Female	
Proprietor(s)							
Assisting Relatives							
Employees							
Total							

Q.6b **Please tell me how many of those working on a full-time basis (including owner, proprietors etc) in the drink retailing part of the establishment are under 20 years; 20-35 years; 36-50 years and over 50 years of age.**

	Number of staff
Under 20 Years	
20-35 years	
36-50 years	
Over 50 years	
Total	

CHECK THE TOTAL ABOVE EQUALS THE TOTAL NUMBER OF FULLTIME EMPLOYEES AT Q.6A

Q.7 **What has been the employment and net sales experience in the drink retailing part over the last five years?**

	Increased	No change	Decreased
Number employed	☐ 1	☐ 1	☐ 1
Number of hours worked	☐ 2	☐ 2	☐ 2
Net sales (i.e. net of VAT)	☐ 3	☐ 3	☐ 3

SECTION 3: SALES

Q.8a **What was the approximate net value of sales (i.e. sales net of VAT) in the drink-retailing part of your premises in the last 12 months (this would include alcohol, soft drinks, cigarettes and bar food)?** SINGLE CODE

Under €30,000	☐ 1
€30,000 - under €60,000	☐ 2
€60,000 - under €200,000	☐ 3
€200,000 - under €400,000	☐ 4
€400,000 - under €650,000	☐ 5
€650,000 - under €1 million	☐ 6
€1 million - under €1,250,000	☐ 7
€1,250,000 - under €2,500,000	☐ 8
€2,500,000 - under €4 million	☐ 9
€4 million or more	☐ 10

Q.8b **If your operation is NOT primarily a public house or off-licence (e.g. if it is a hotel, restaurant, grocery shop etc.) what percentage, approximately of the net value of TOTAL sales in your outlet is accounted for by drinks sales? (This would include alcohol, soft drinks, cigarettes and barfood)**

%

Q.9 **What percentage, approximately, of the net value of sales (i.e. sales net of VAT) in the drink retailing part of your establishment was earned from the sale of alcoholic drinks (i.e. excluding soft drinks, bar-food, cigarettes, groceries etc.)?** SINGLE CODE

Up to 5%	☐ 1
6% to 10%	☐ 2
11% to 25%	☐ 3
26% to 50%	☐ 4
51% to 75%	☐ 5
76% to 85%	☐ 6
86% to 95%	☐ 7
over 95%	☐ 8

SECTION 3: COSTS

Q.10 What percentage, approximately, of your net value of sales (i.e. sales net of VAT) is accounted for by wages/salaries?

Up to 9%	☐ 1
10% to 14%	☐ 2
15% to 20%	☐ 3
21% to 24%	☐ 4
25% to 50%	☐ 5
50% or more	☐ 6

Q.11 Over the last five years, what was the approximate outlay on refurbishment and decoration in the drink retailing part of your establishment?

None	☐ 1
Under €1,200	☐ 2
€1,200 - under €12,000	☐ 3
€12,000 - under €60,000	☐ 4
€60,000 - under €130,000	☐ 5
€130,000 - under €350,000	☐ 6
€350,000 - under €650,000	☐ 7
€650,000 or more	☐ 8

Q.12a What is the approximate square footage of the drink retailing part of your premises?

____________________ Square feet

EXCLUDE OFF LICENCE OPERATION IF RELEVANT

Q.12b Thinking back over the last five years, would you say that your drink retailing space has….

Increased	☐ 1	
Remained unchanged	☐ 2	Go to Q.13
Decreased	☐ 3	

Q.12c If increased or decreased, by what percent?

____________________ %

Q.13 **Who is your main supplier of stocks for each category of drink? Tick one box on each line to indicate the respondent's main supplier for each item. SHOWCARD C**

	Cash and Carry	Wholesales	Manufacture/ Importer
Beer (packaged)	☐ 1	☐ 2	☐ 3
Beer (draught)	☐ 1	☐ 2	☐ 3
Spirits	☐ 1	☐ 2	☐ 3
Wine	☐ 1	☐ 2	☐ 3
Cider/Perry	☐ 1	☐ 2	☐ 3
Alcopops	☐ 1	☐ 2	☐ 3
Soft Drinks	☐ 1	☐ 2	☐ 3
Other (please specify ______________________________)	☐ 1	☐ 2	☐ 3

SECTION 4: ANCILLARY SERVICES

Q.14 **Do you provide the following drinking facilities? Please answer Yes or No in respect of each.**

	Yes	No
Bar	☐ 1	☐ 2
Lounge	☐ 1	☐ 2
Beer garden	☐ 1	☐ 2
Restaurant	☐ 1	☐ 2
Discotheque	☐ 1	☐ 2
Other (please specify______________________________)	☐ 1	☐ 2

Q.15. **Do you currently provide food in your establishment?**

Yes	☐ 1	Go to Q.17
No	☐ 2	Go to Q.16

IF Q.15 IS NO

Q.16 **Did you ever provide food in your establishment?**

Yes	☐ 1
No	☐ 2

IF Q.15 IS YES, OTHERS GO TO Q.19

Q.17a **In the last five years has the role of food in the establishment:**

Increased	☐ 1
Stayed the same	☐ 2
Decreased	☐ 3

Q.17b What percentage, approximately, of the net value of sales (i.e. sales net of VAT) in the drink retailing part of your establishment was earned from the sale of food? SINGLE CODE

Up to 5%	☐ 1
6% to 10%	☐ 2
11% to 15%	☐ 3
16% to 20%	☐ 4
21% to 25%	☐ 5
26% to 30%	☐ 6
31% to 40%	☐ 7
Over 41%	☐ 8

Q.18a Could you tell me whether or not you serve each of the following items. Please answer Yes or No in respect of each.

	Yes	No
Crisps/peanuts/chocolate	☐ 1	☐ 2
Sandwiches/rolls	☐ 1	☐ 2
Toasted sandwiches	☐ 1	☐ 2
Salads/buffet	☐ 1	☐ 2
Hot meals	☐ 1	☐ 2
Hot soup	☐ 1	☐ 2
Tea/coffee	☐ 1	☐ 2
Other (please specify______________________)	☐ 1	☐ 2

Q.18b When do you serve food?

Breakfast	☐ 1
Lunchtime	☐ 2
Teatime (5.00pm-7.00pm)	☐ 3
Evening (7.00pm and later)	☐ 4
All Day	☐ 5

Q.18c Is the food prepared…

On the premises	☐ 1
By outside caterers	☐ 2

ASK ALL

Q.19 **Do you provide the following types of entertainment on the premises? CODE ALL THAT APPLY**

	Yes	No
Live show	☐1	☐2
Recorded music/juke box	☐1	☐2
Television/video	☐1	☐2
Digital/Satellite Sports Channels	☐1	☐2
Internet/computer	☐1	☐2
Snooker/pool	☐1	☐2
Darts	☐1	☐2
Bingo/prize games	☐1	☐2
Electronic games	☐1	☐2
Other (please specify_____________________________)	☐1	☐2

Q.20 **Did you take the following steps to encourage/improve business in drink retailing in the last five years? Please answer Yes or No in respect of each.**

	Yes	No
More in-house entertainment (as in Q19)	☐1	☐2
Prize draws	☐1	☐2
Refurbishment of the premises	☐1	☐2
Introduction or improvement of catering	☐1	☐2
Development of off-licence sales	☐1	☐2
Advertising	☐1	☐2
Establish or improve the smoking area	☐1	☐2
Other (please specify_____________________________)	☐1	☐2

SECTION 5: CUSTOMERS

Q.21a **Approximately, what percentage of your drinks customers are males?**

Less than 50%	☐1
About 50%	☐2
Over 50% - 75%	☐3
Over 75%	☐4

Q.21b **What percentage approximately of your customers for drinks fall into each of the following age brackets? MUST SUM TO 100% %**

Under 20 years	________
21-30 years	________
31-50 years	________
Over 50 years	________
TOTAL	100%

Q.22a **What percentage of your customers for drinks consists of tourists and holiday makers (from both Ireland and abroad)?**

Less than 5%	☐1
5-14%	☐2
15-24%	☐3
25-50%	☐4
More than 50%	☐5

Q.22b **Do you provide entertainment specifically oriented to tourism (both international and domestic), e.g. singing pub, traditional music etc?**

Yes	☐1
No	☐2

Q.23 **Please indicate your busiest time of day for drink sales on mid-week days (Mon-Thur) and for each of Friday, Saturday and Sunday. CODE ONE TIME FOR EACH DAY**

	Lunch Time (12-2pm)	Tea Time (5-7pm)	Early Evening (7-9pm)	Late Evening 9pm-closing	Other
Mon-Thurs	☐1	☐2	☐3	☐4	☐5
Friday	☐1	☐2	☐3	☐4	☐5
Saturday	☐1	☐2	☐3	☐4	☐5
Sunday	☐1	☐2	☐3	☐4	☐5

SECTION 6: ISSUES

Q.24a **What impact has RAMDOM BLOOD TESTING on drivers had on your on-license alcohol sales?**

No negative impact	☐1
Limited negative impact	☐2
Significant Negative Impact	☐3
Positive Impact	☐4
Do not Know	☐5

Q.24b **With respect to your hours of trading what time would you prefer to stop serving. (Assuming 30mins drinking up time). Code one time for each day.**

	10:30pm	11.00pm	11.30pm	12.00am	12:30am	1:00am	Later
Mon-Thurs	☐1	☐2	☐3	☐4	☐5	☐6	☐7
Fri-Sat	☐1	☐2	☐3	☐4	☐5	☐6	☐7
Sun	☐1	☐2	☐3	☐4	☐5	☐6	☐7

Q.24c **Do you open the drinks retailing part of the business for the full period allowed for by your licence?**

Yes	☐ 1
No	☐ 2

Q.24d **Are there any current issues which you feel are very important to the Licensed Trade?**
Please specify as fully as possible.

Q.24e **What impact has the removal of the groceries order which allows below cost off license selling of alcohol had on your on and off license sales?**

	On Licence Sales	Off Licence Sales
No negative impact	☐ 1	☐ 1
Limited negative impact	☐ 2	☐ 2
Significant Negative Impact	☐ 3	☐ 3
Positive Impact	☐ 4	☐ 4
Do not Know	☐ 5	☐ 5

Yes	1
No	2

	On Licence Sales
20-29 years	☐ 1
30-39 years	☐ 2
40-49 years	☐ 3
50 59 years	☐ 4
60 -69 years	☐ 5
70 years or over	☐ 6

Appendix 2

Other Data Sources and Context

There are three main sources of data for on-licensed premises, the Failte Ireland Tourism Employment and Training Survey (TET), the Central Statistics Office Annual Services Inquiry (ASI) and the DIGI Survey of Licensed Premises in Ireland (SLP). The latest TET refers to 2007, the latest ASI refers to 2006 and the current SLP refers to late 2008/early2009. In addition the Revenue Commissioners have data on number and type of licences and the CSO identifies bars in its index of retail sales. Up to date CSO employment is available only for the full hotels and restaurants sector which includes bars. This section briefly outlines and compares the main results of these data collection exercises to provide a context for the findings of the 2009 DIGI survey. This is desirable because the three main reports produce very different findings on some of the important aggregates and indicators. In addition the section briefly reviews the 2003 to 2008 performance of the bar sector to give an additional context for the findings of the survey and the changes since the 2003 survey. A summary of this analysis is contained in Section 3 in the body of the report.

The current TET is not fully comparable with previous ones due to different collection methodologies. There are different sections and samples dealing with hotels, restaurants and public houses. The public house data collection exercise is a sample survey of 357 responses. It is based on the 8,400 public houses identified by the Revenue Commissioners, of which 1,428 were approached and from which 357 responses were obtained. This compares with the 491 public houses in the DIGI survey. The TET was mainly carried out through an on-line survey but where this was not possible the telephone was used. It is not clear whether the telephone approach was used to achieve a required response level after the on-line approach was exhausted or if the mix between on-line and telephone response was simply a random result of the communications modes of the enterprises being surveyed. The report does not detail the breakdown between the two types of interviews for the public houses sector. One could expect that if the survey was primarily and initially based on on-line interviews it might be a little biased in favour of larger and town/urban public houses where the internet facility would be more widely available.

In addition, the on-line survey was followed up by a number of in-depth interviews to supplement the wider survey findings. In the case of public houses there were six in-depth interviews.

The TET reports the following main results for 2007.

- 8,359 or 8,318 public houses (different totals on pages 3 and 78 of the report)
- Total employment of 101,896 persons
- An implied average size per public house of 12.3 persons (using 8,318 as number of public houses)
- 47% of jobs are full-time year round and 47% are part-time year round jobs, 2% are full-time seasonal and 5% are part-time seasonal jobs
- 5.8 persons per public house in full-time year round jobs

The ASI refers to 2006 but produces a very different set of data to the TET report. Its main findings are listed below.

- 5,699 enterprises in the bar sector (an enterprise can have more than one establishment or bar but even this does not explain the difference between the Revenue Commissioner's 8,400 public houses and the ASI 5,699 bar enterprises).
- Total persons engaged 44,249
- An implied average size per bar enterprise in 2006 of 7.8 persons
- Full-time employee total of 19,015, part-time employee total of 19,340 persons and implied proprietor/relative assisting total of 5,893
- Full-time share of employees is 49.6% and part-time is 50.4%.

The TET suggests a much larger public house employment total and average size of public house than the ASI.

The current DIGI survey indicates an average employment of 7.3 persons per public house in 2008 which is much closer to the ASI than to the TET. While the total employment and average size of public house is high in TET compared to the other two sources some of the other broad characteristics are much the same, such as the full- time share of employment.

These averages are the unweighted averages obtained from the survey responses. For example, public houses average employment was not adjusted to take account of possible different weightings of Dublin and non-Dublin public houses. The public house average employment is 7.3 persons which is made up of 14.4 persons in Dublin and 6.04 persons outside of Dublin. The Dublin sample was relatively speaking higher than the non-Dublin sample, 9.2% of Dublin premises and 5.5% of non-Dublin premises. Consequently the Dublin pubs accounted for 15.2% of the sample while accounting for almost 10% of the population of public houses. As Dublin public houses are larger than elsewhere this increases the surveys overall public house average employment. On an unweighted basis it is 7.3 persons from the sample. On a weighted basis to adjust Dublin answers to its size of population the overall average size of public house employment would be 6.9 persons based on the 2007 Dublin public house weighting. However, if allowance is made for a larger non-Dublin decline in number of public houses in 2008 the revised average would be about 7 persons. The impact would be that total public house employment estimate used in this report would decrease by 4.1% or 2,400 persons. The same issue does not arise with the other licensed premises.

The employment contribution of a sector is an important public policy issue. As indicated above, the TET suggests that employment in public houses was almost 102k persons in 2007 while the ASI indicates a total bar employment of only 44k persons for 2006. Clearly this is a very large difference even allowing for the difference in year. The 2003 survey estimated public house employment to be 65k persons which was calculated by multiplying the

2003 sample average size of public houses (7.7 persons) by the surveys estimate of number of public houses (8,425). The 2003 estimate of public houses was based on customer data from drinks suppliers. This source is not available for the current survey and Revenue Commissioner estimates are used.

The total employment of licensed premises or public houses is calculated by multiplying the average size of premises, which is obtained from the survey, by the total estimated population of premises. In effect the survey employment is grossed up by a population estimate of premises. The population estimate of public houses is relatively clear as the Revenue Commissioners have details of what are defined as public houses. Apart from the ASI data the population of public houses is relatively uniform in the different sources. The TET report refers to 8,318 public houses. For purposes of this survey the Revenue Commissioners have identified 8,424 public house licences at the end of 2007. However, this will have declined in 2008.

Based on the average size of public houses in the 2009 survey of 7.3 persons and using the 2007 estimate of 8,424 public houses the 2008 public house employment would be 61,495 persons compared to 65,125 persons in 2003. However there is evidence to suggest that the number of public houses has declined in 2008.

The data published by the Revenue Commissioners about public houses includes several categories that are not public houses as normally defined. These include hotels, hotels with public bars, horse and greyhound racetracks, railway cars and theatres. For example, the 2007 data published by the Revenue Commissioners as public house licences is 9,418. Data supplied for the survey covering end 2007 refer to 8,424 public houses plus 903 other category licences including the range referred to above. The combination of these two is 9327 which is close to the published 9,418 in the publican category. The 2008 Revenue data show that what is published as "public house licences" but which includes hotels and other licences to serve all alcohol has dropped by 5.9%. It is likely that the decline is spread between public houses and other licences included in this category and that the decline is more likely to have happened to the smaller low employment public houses although some larger urban premises closed throughout 2008 for property development reasons.

Based on the 2007 estimated public house share of this category of 91% we have assumed that the 2008 public house share has dropped to 90% giving a 2008 public house total of 7,980. Applying this to the 2008 average size of 7.3 persons the total public house employment is 58,254 instead of the 61,495 persons mentioned above.

The estimation of non public houses total employment is much more problematic. There is a very wide range of licence types with varying levels of drinks related employment including wine restaurants, full licence restaurants, public bar hotels, hotels who can serve alcohol to residents only, theatres, clubs and so on. The survey shows that average employment in licensed premises other than public houses is 12.0 persons. This refers primarily to full licence other licensed premises based on the sample responses. Consequently it would be incorrect to gross up this average with the wine restaurants included. In 2008 based on the published Revenue data there are an estimated 887 other category licences and 331 special restaurant licences giving a total of 1,218 licences which appear to refer to the sample average employment of 12 persons. This gives a non-public house total employment of 14,616 persons.

In addition there are 2,307 wine on-licences in 2008 which should be included as are full licence restaurants. It is not known what the employment content is of the wine retailing part of the business. We have assumed an average of one person per premises which is substantially less than one full time equivalent person.

Based on the above the survey and the grossing up methodology results in an employment estimate from on licence drinks retailing in end 2008 of 75,177 persons. (Table 3.1) This is well below the TET estimate and is above the ASI estimate. If we based the estimates on the population of licensed premises in end 2007 the total would be approximately 79k persons. If we use the adjusted public house employment average of 7.0 persons the total on-licensed employment would be 73k persons.

It should be noted that answers on the long term tend in business performance will probably be influenced by the current negative perceptions caused by the decline in economic activity since 2008. Consequently a survey response referring to a decline in employment over the past five years could mask a combination of employment increases up to early 2008 followed by decline in the rest of 2008 giving a net decrease over the five years.

- Estimates of total employment in on-licensed sector (end 2008)

	Average employment	Number of premises	Total employment
Public houses	7.3 (7.0 if adjusted from survey to allow for Dublin weighting)	7,980	58,254 (55,860 on adjusted basis)
Other full on- licences	12.0	1,218	14,616
Wine on licences	1	2,307	2,307
On-licensed sector	Na	11,505	75,177 (72,783)

Source - Based on Revenue Commissioners 2008 licences data of 2,307 wine on-licences, 9,198 licences including public houses, hotels, restaurants with full licences and others, own assumptions about public house share of total licences and survey data.

A feature of the employment estimation is the substantial decline in the number of public house licences between 2007 and 2008 (as defined in the 2008 Revenue Statistical report). These decreased from 9,418 in 2007 to 8,867 in 2008.

The performance of bars in the index of retail sales for the 2003 to 2008 period is shown below in Table 3.2. Comparisons of the 2003 survey and the current one should be done in awareness of a very weak performance by the public house sector over the period 2003 to 2008. The value of bar retail sales barely increased by less than 1% while the volume of sales declined by almost 10%. Between 2007 and 2008 the value declined by 3.15 and volume declined by 6.8%.

Table A2.2 - Change in retail sales of bars 2003 to 2008 (yearly averages)

% change in value	+0.9
% change in volume	-9.9

Source CSO retail sales index

DRINKS INDUSTRY GROUP OF IRELAND

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