



CAMPAIGN
FOR
REAL ALE

Revitalisation Project Member Survey 3

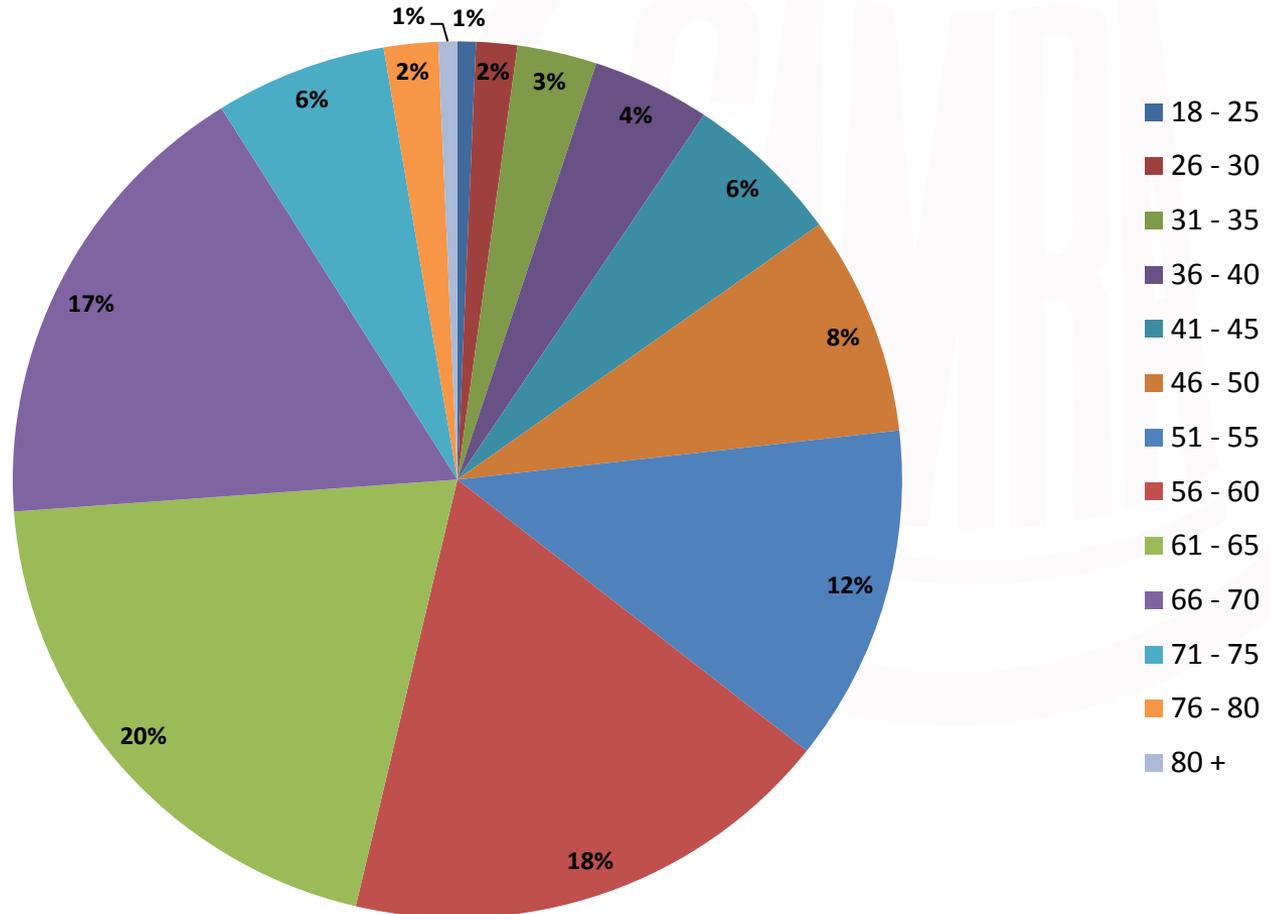
Results Analysis





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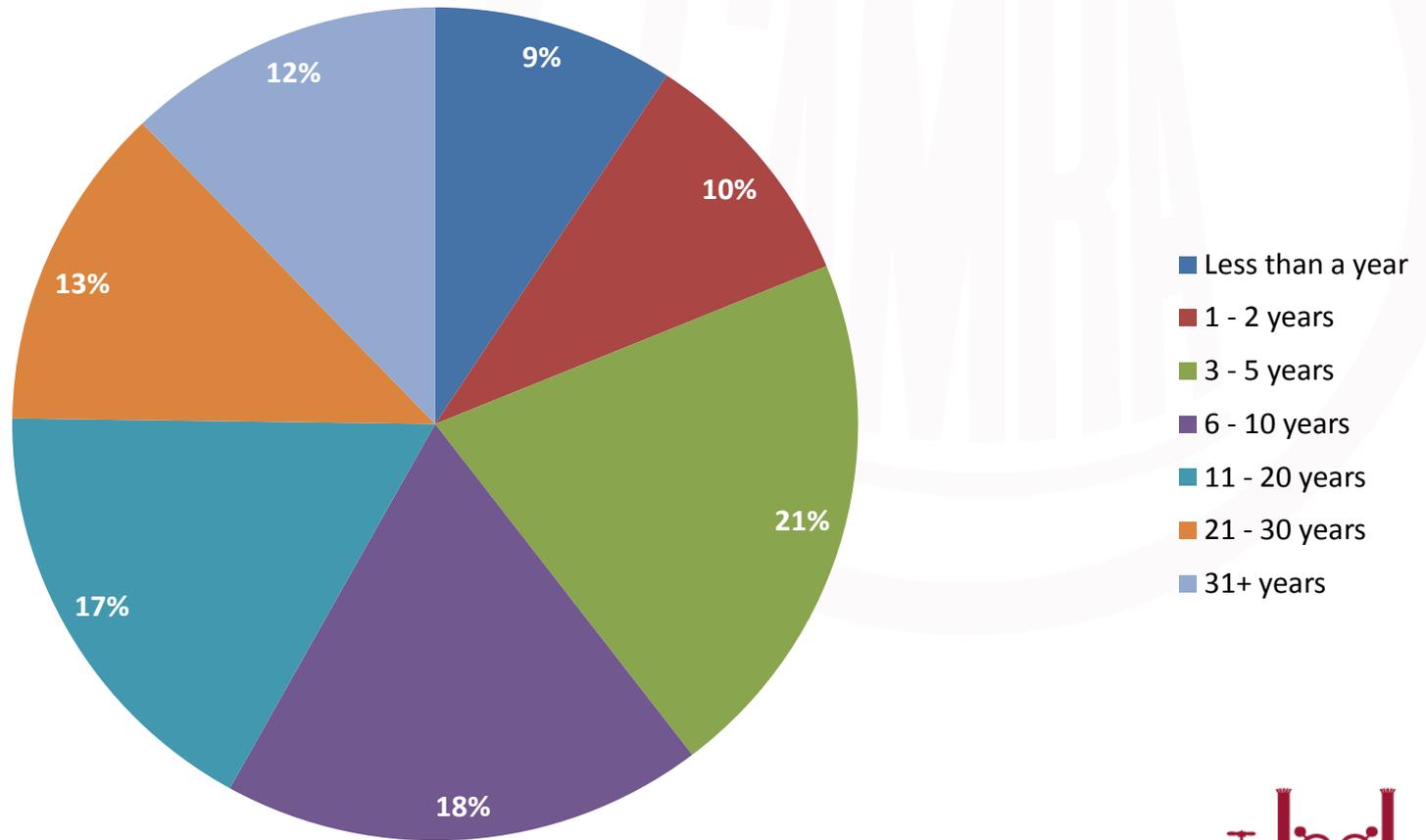
What is your age?





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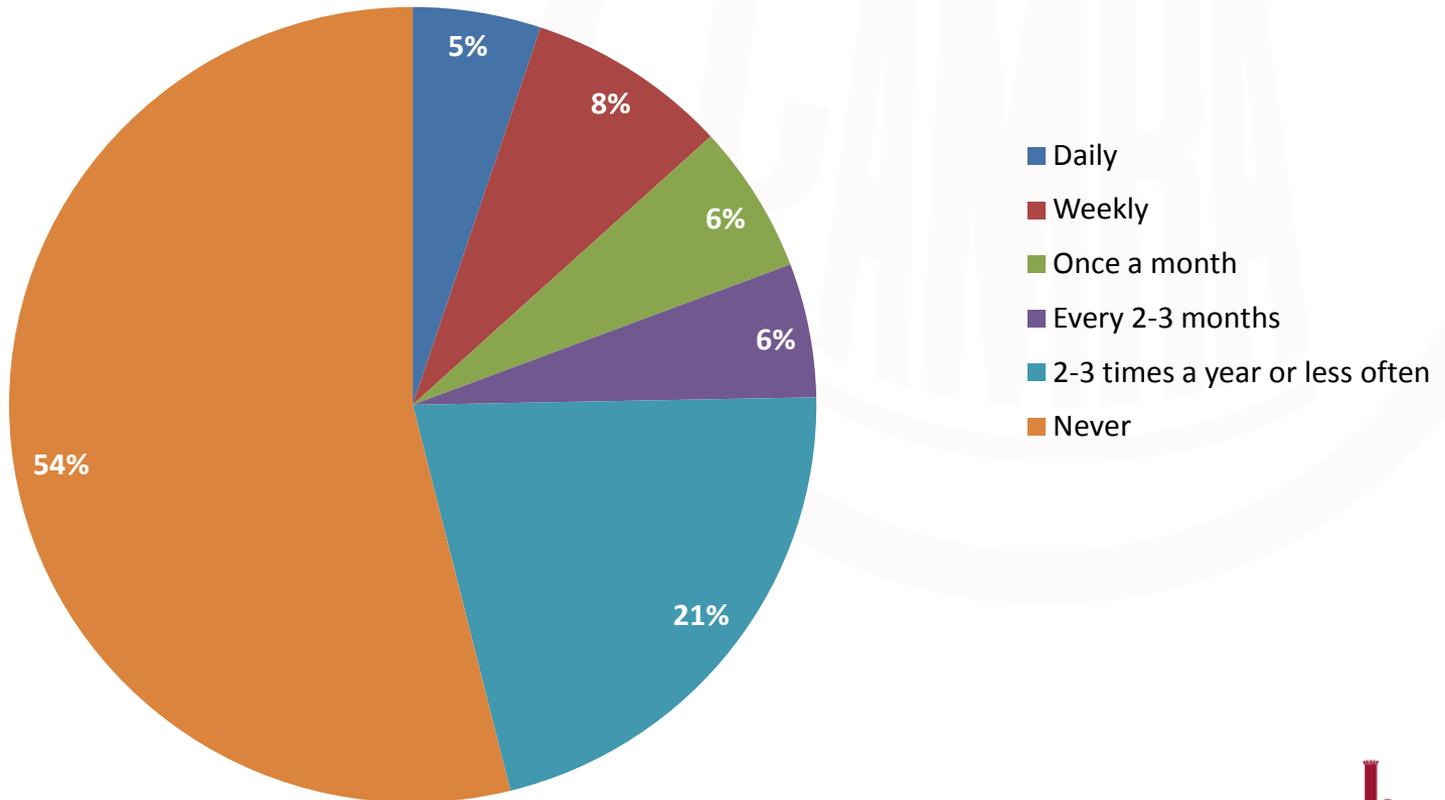
How long have you been a CAMRA member?





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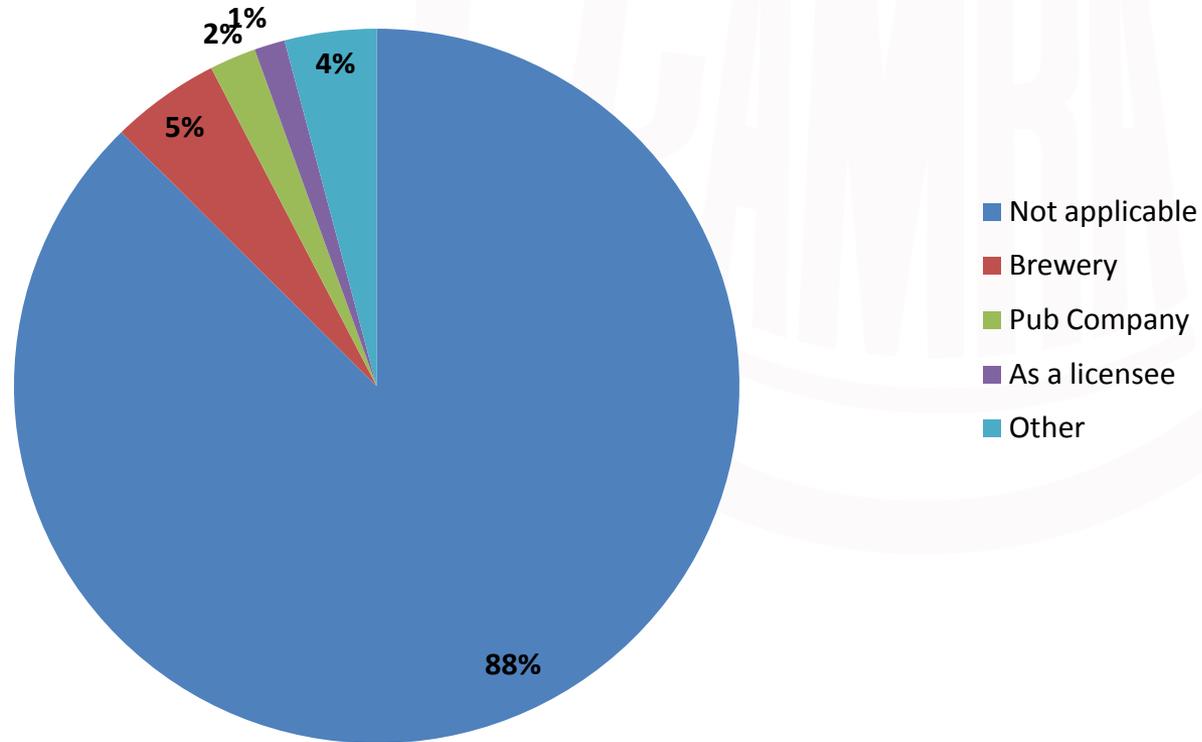
How often do you engage in activities in support of CAMRA, as a volunteer?





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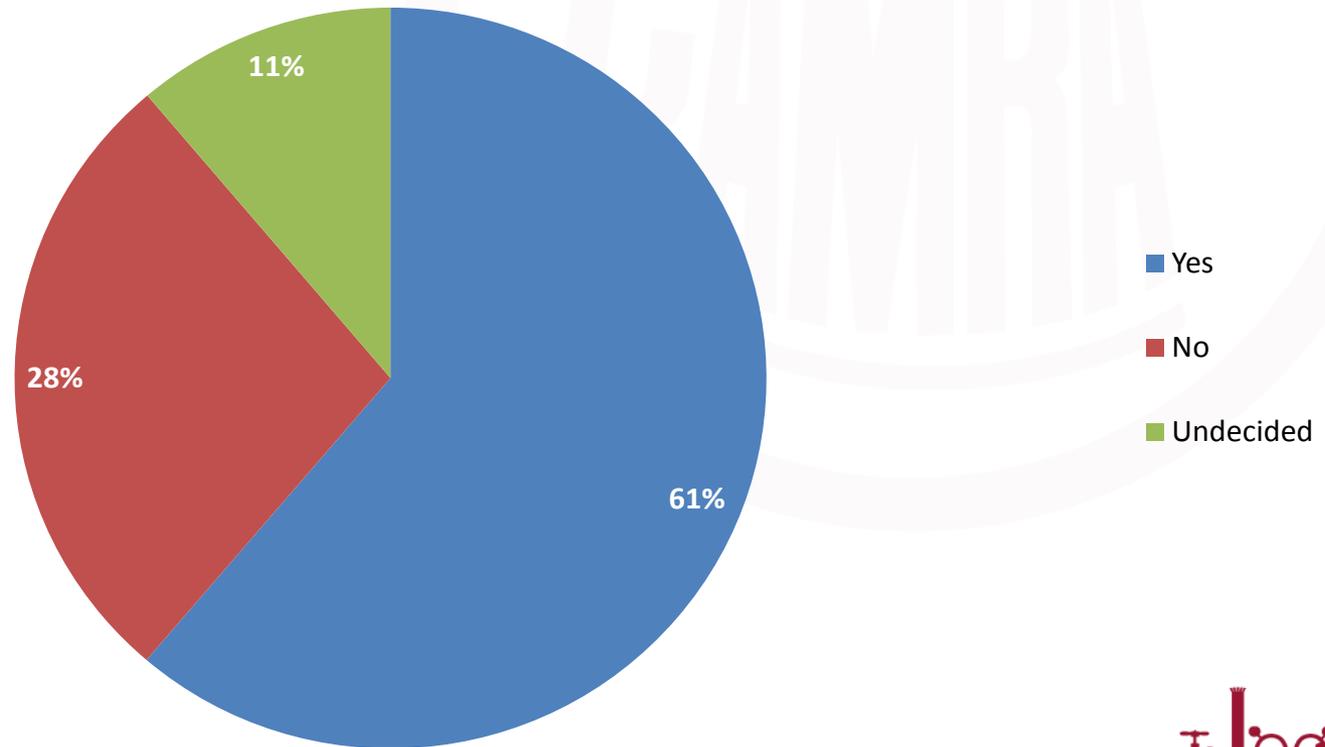
Please indicate if you work for, or have a financial interest in (i.e. as a shareholder or pension holder), the licensed trade





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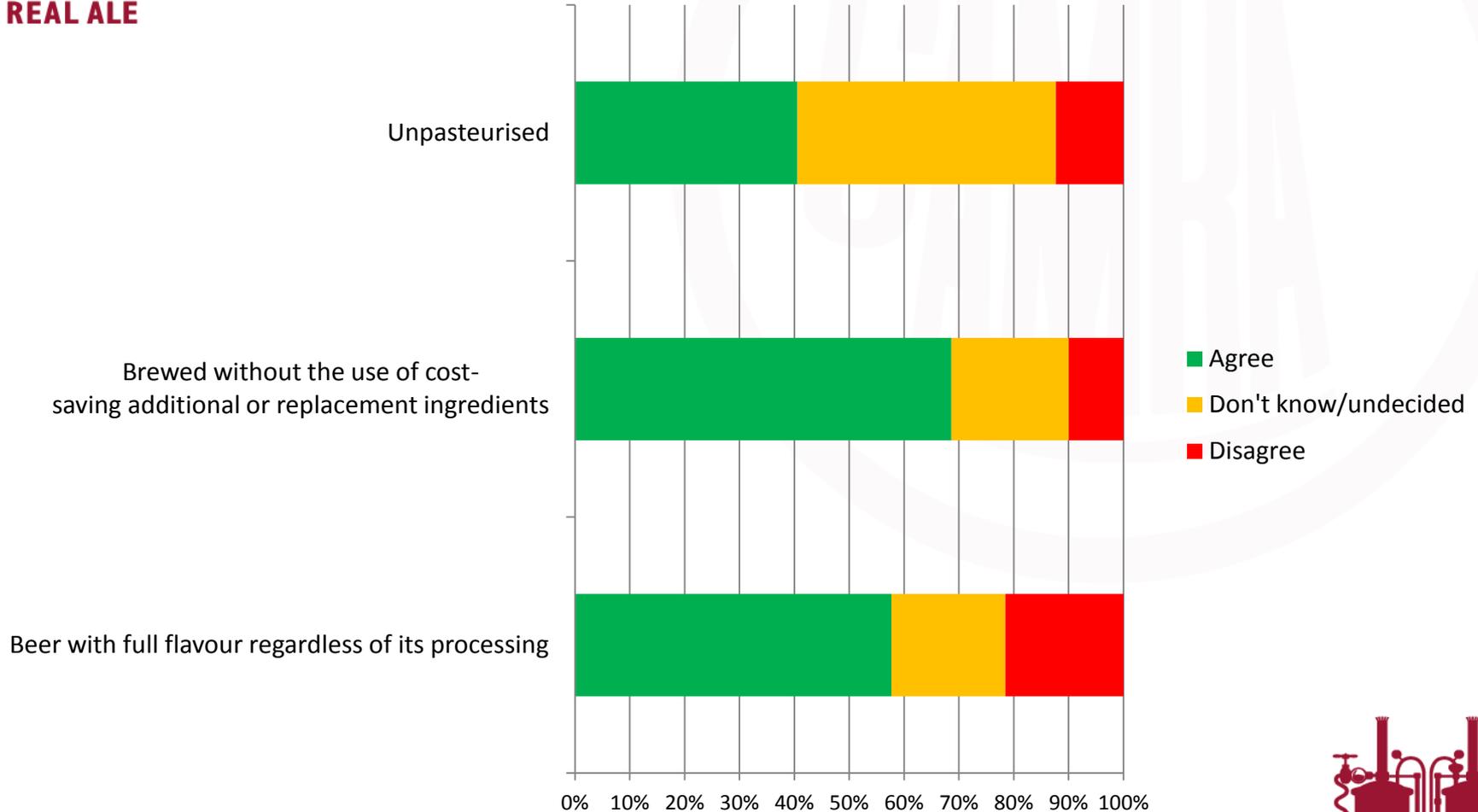
Do you agree that CAMRA should recognise different types of high-quality beer, alongside high-quality cask conditioned and bottle conditioned ale?





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It is recognised that there are many ways in which “high quality” can be defined, and individual tastes will vary based on subjective assessment. The following descriptors are amongst those that have been suggested as being essential characteristics of “h

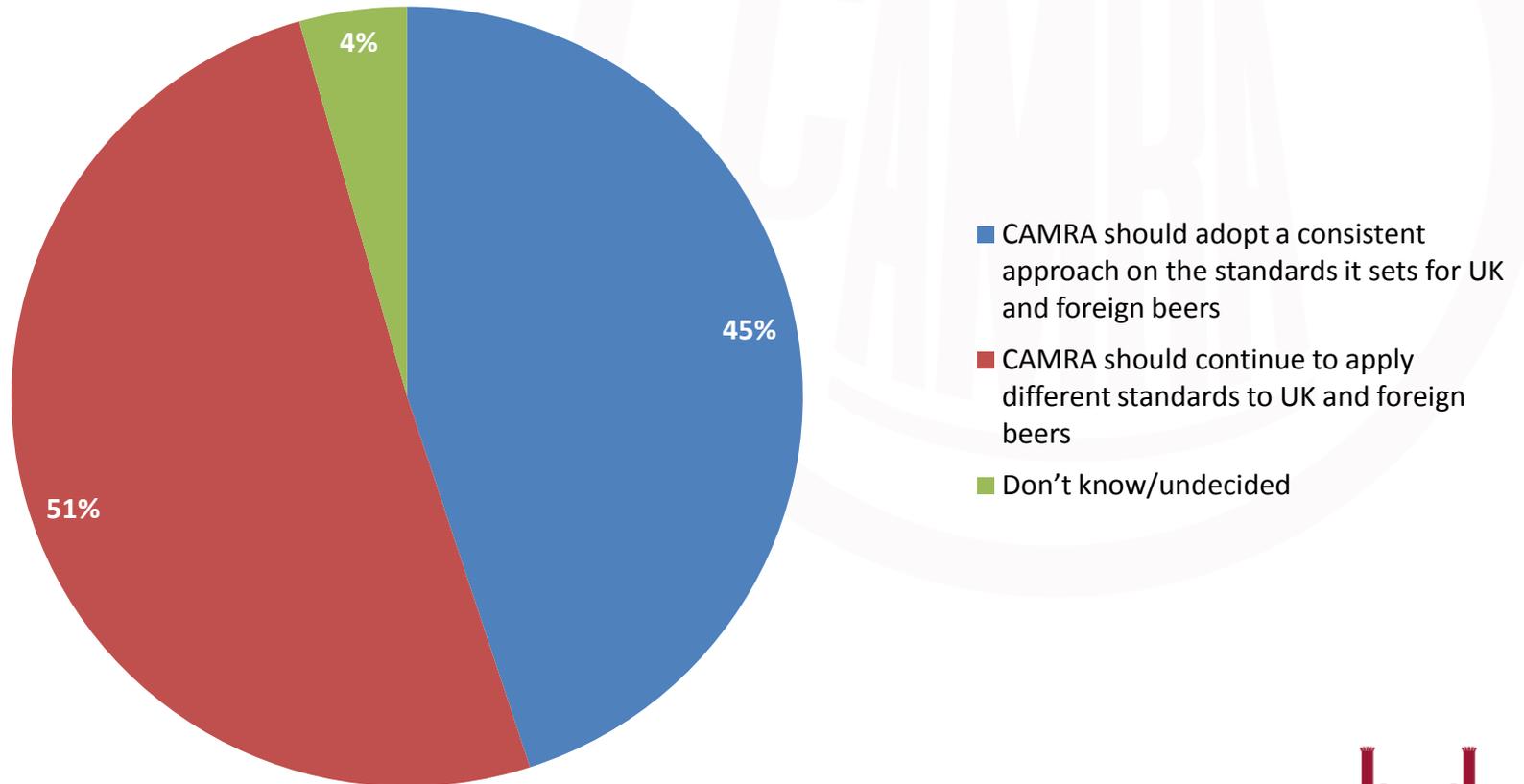


Sample: members who responded “Yes or “Undecided” to slide 6 question



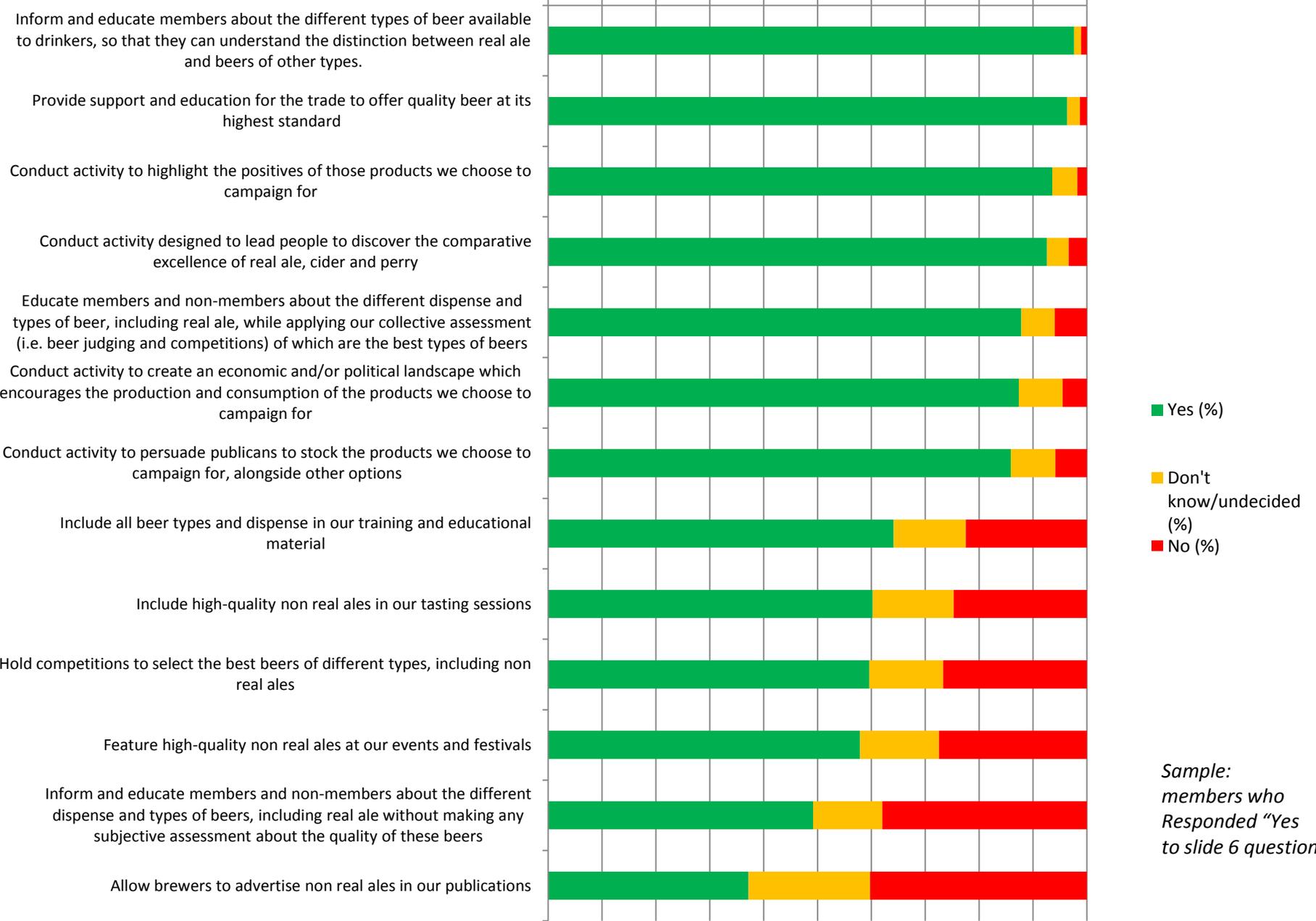
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CAMRA currently has a policy that beers sold at its festivals should be real ale or, if from other countries, considered traditional within that country. This means that foreign beers at festivals can be both real or dispensed from kegs, whilst all of the



What do you think “extending the range of beer which CAMRA recognises” should mean in practice?

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



■ Yes (%)
■ Don't know/undecided (%)
■ No (%)

*Sample:
 members who
 Responded “Yes
 to slide 6 question*



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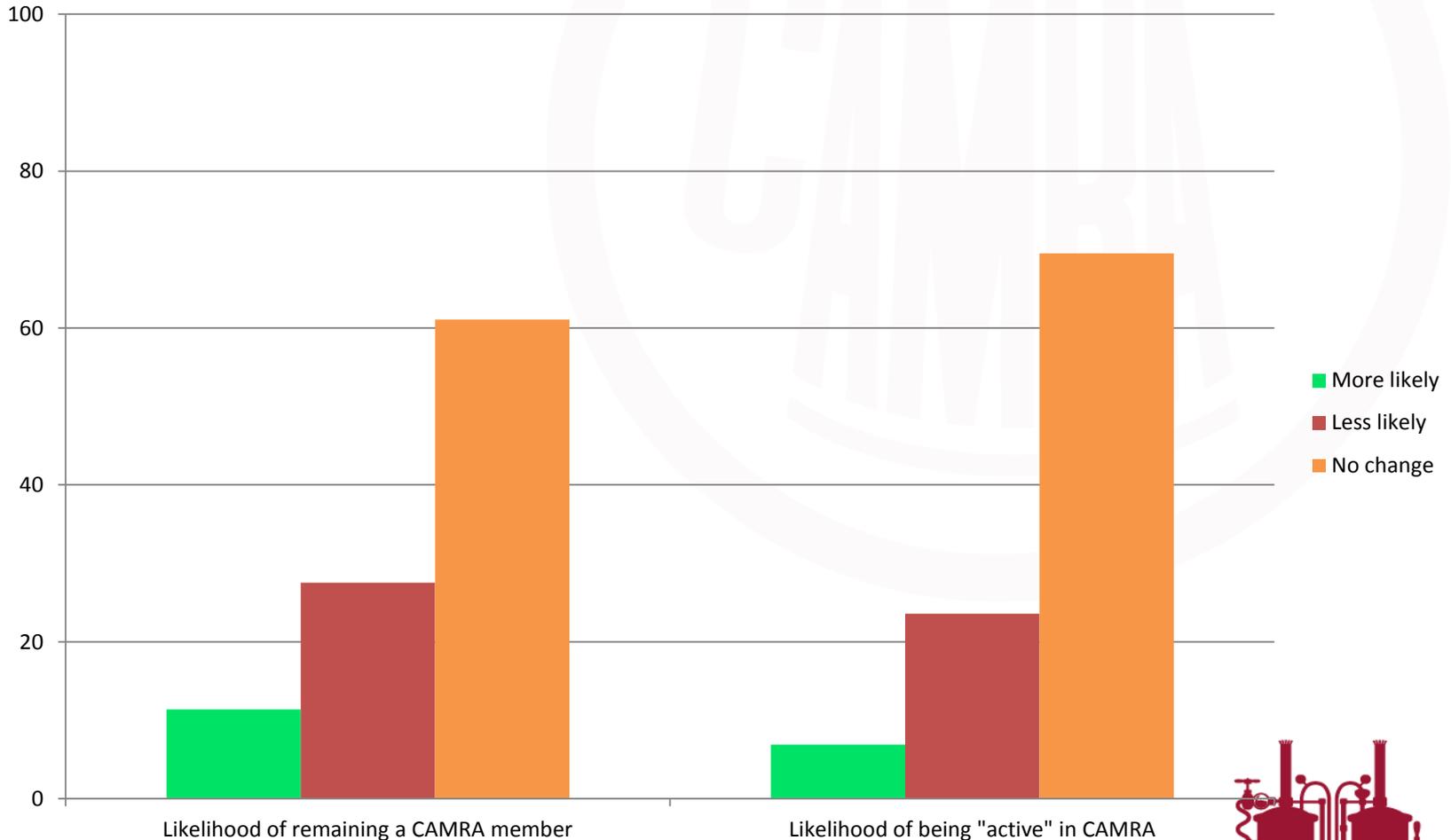
Please indicate if the following would change your attitude to CAMRA, or affect how active you would be in your membership of the Campaign:





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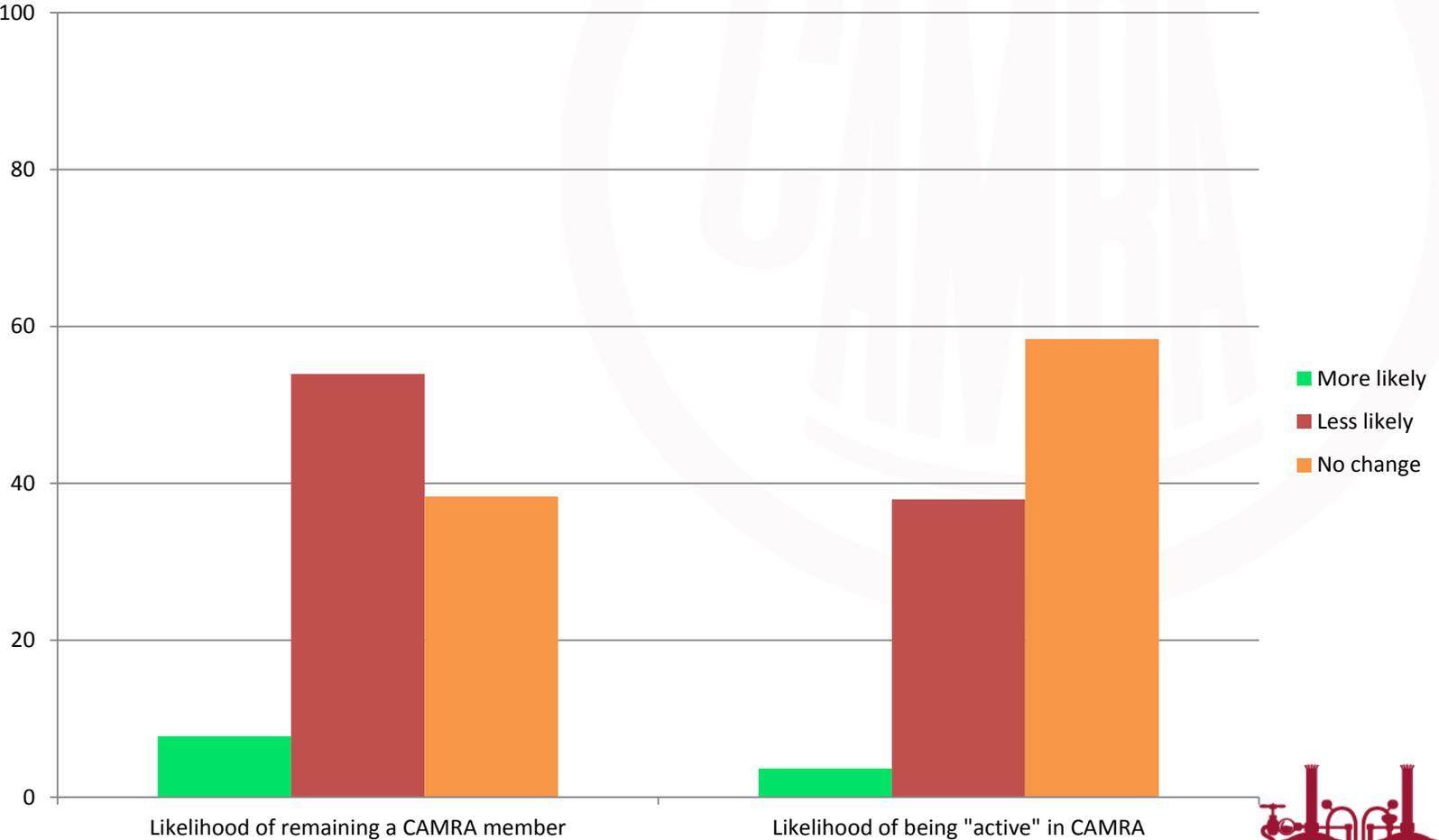
Beers which do not conform to our definition of real ale, but which fall (in the opinion of members) under a definition of 'high-quality beer' (such as kegged, bottled or canned products) may be served at CAMRA beer festivals.





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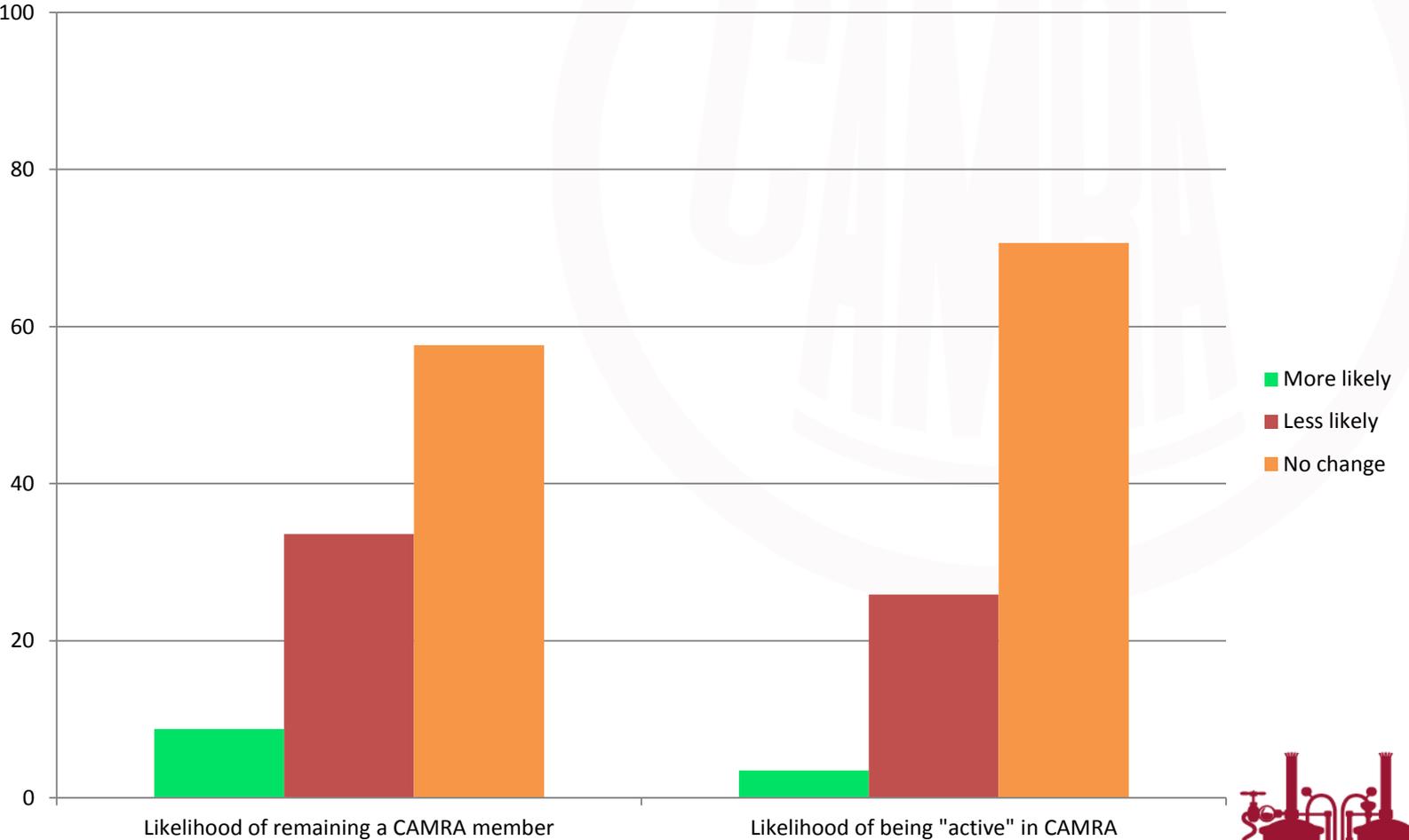
Pubs which don't serve any "real ale" products at all, but which serve a range of "high-quality beer" might feature in the Good Beer Guide or other CAMRA publications.





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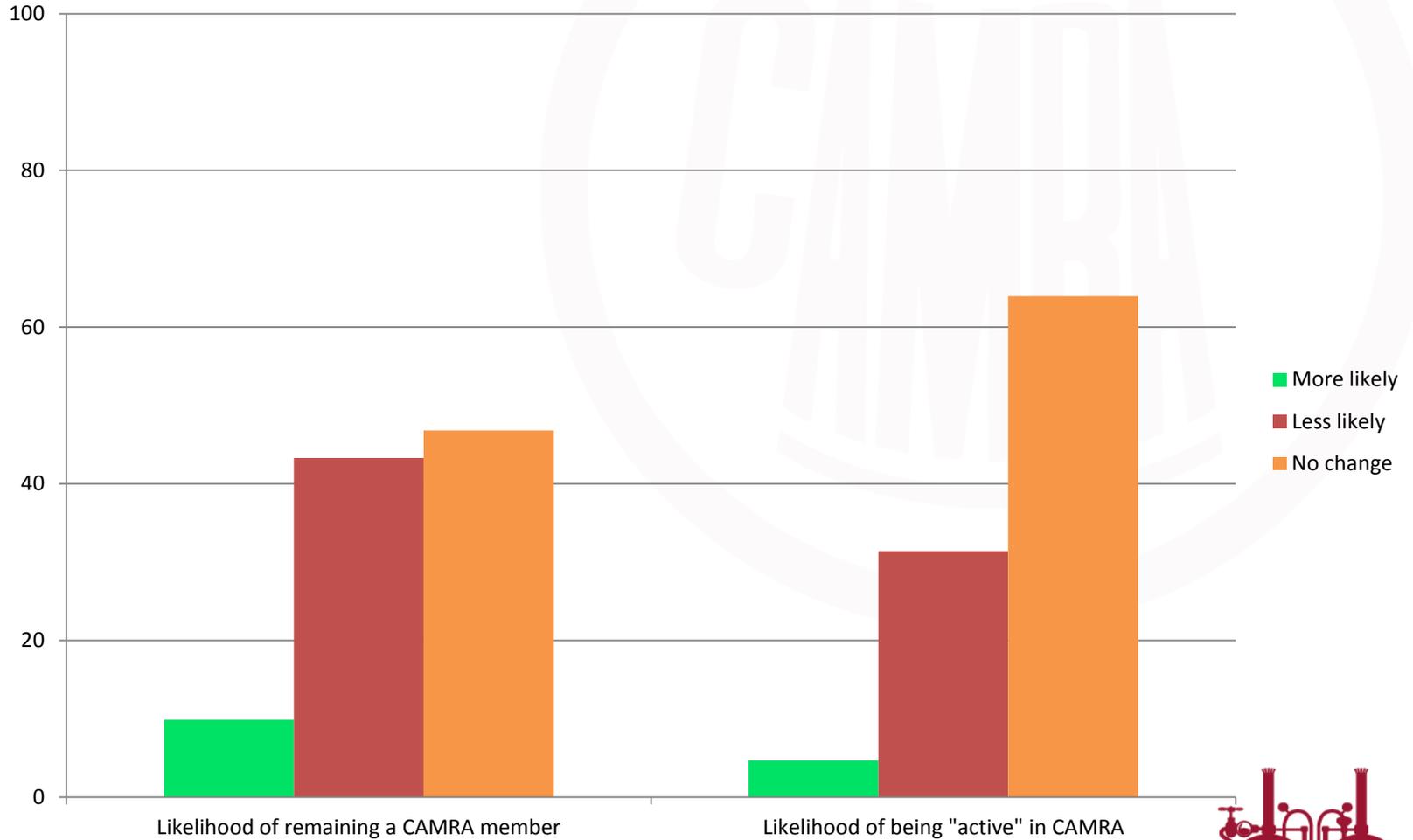
Information or advertising about 'high-quality' beers which are not cask conditioned or bottle conditioned products might feature in CAMRA publications such as BEER magazine, branch magazines or CAMRA books.





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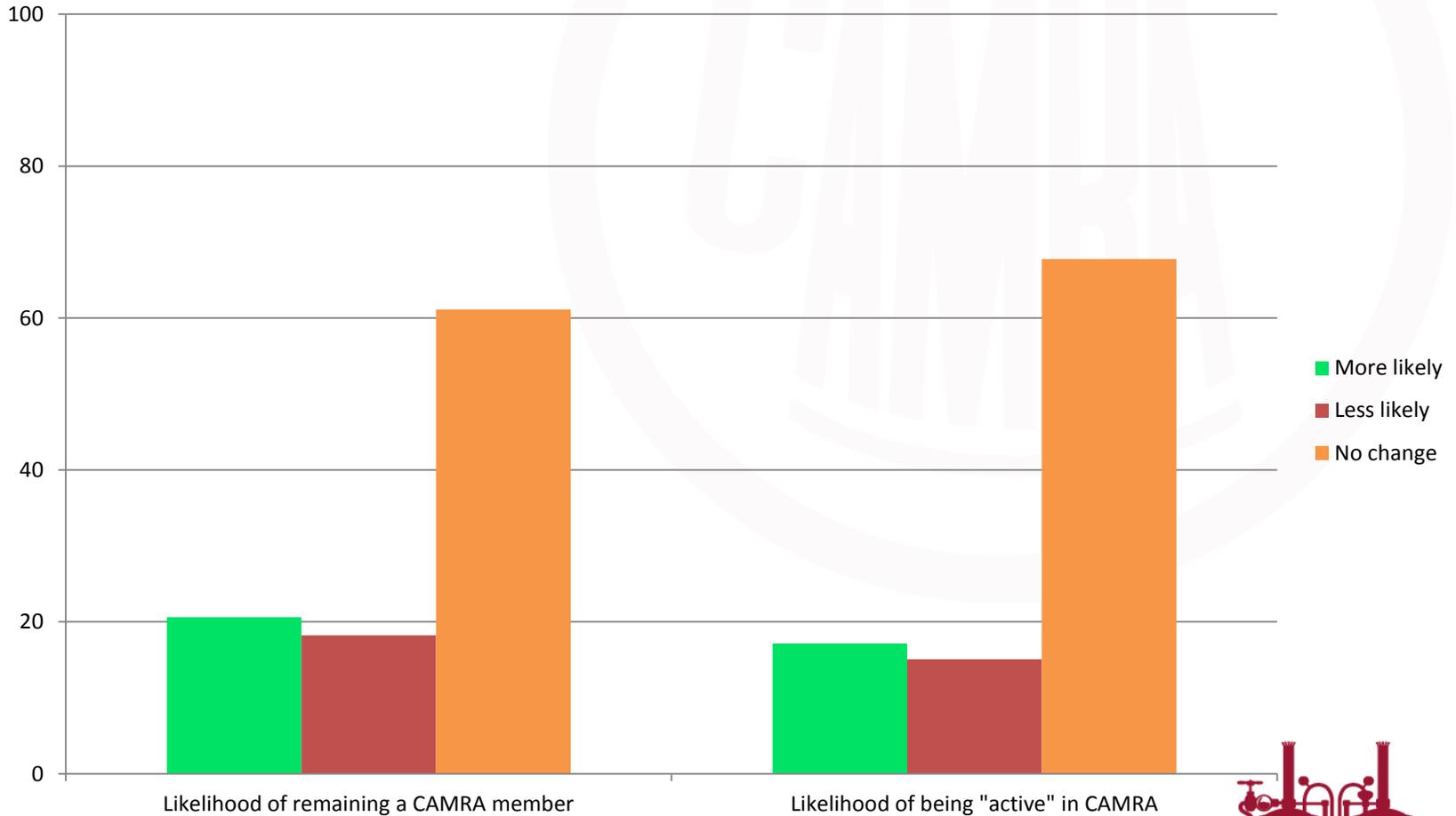
Other "high-quality" beers (which don't conform to our definition of real ale) may qualify for specific categories of our Champion Beer of Britain competition





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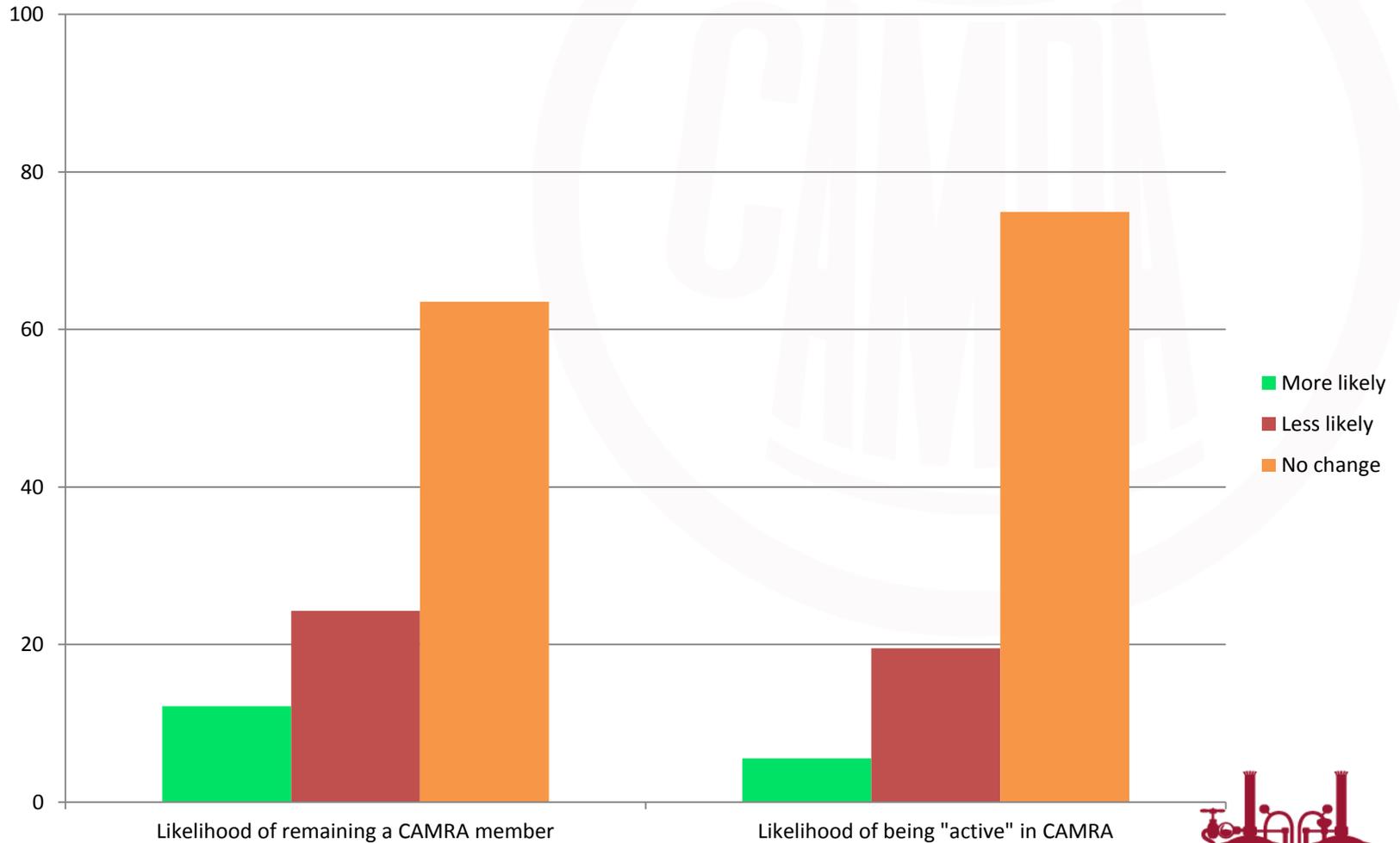
Branches are asked to actively run events that expose members to different types of beer, in order to develop their knowledge and understanding of the distinctions between quality beers of all types





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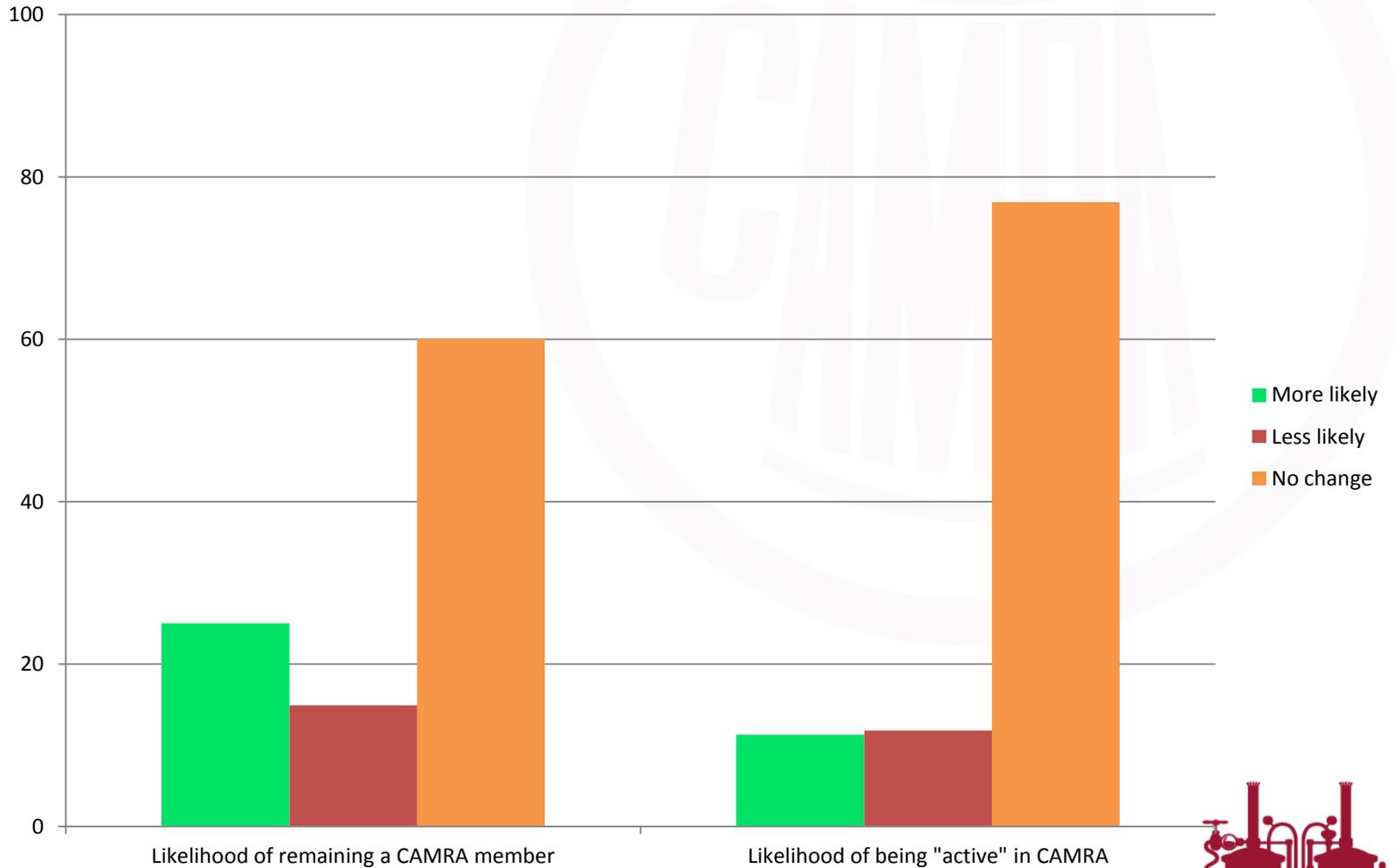
CAMRA could seek and develop partnerships with a wider range of commercial organisations in the drinks and hospitality sector





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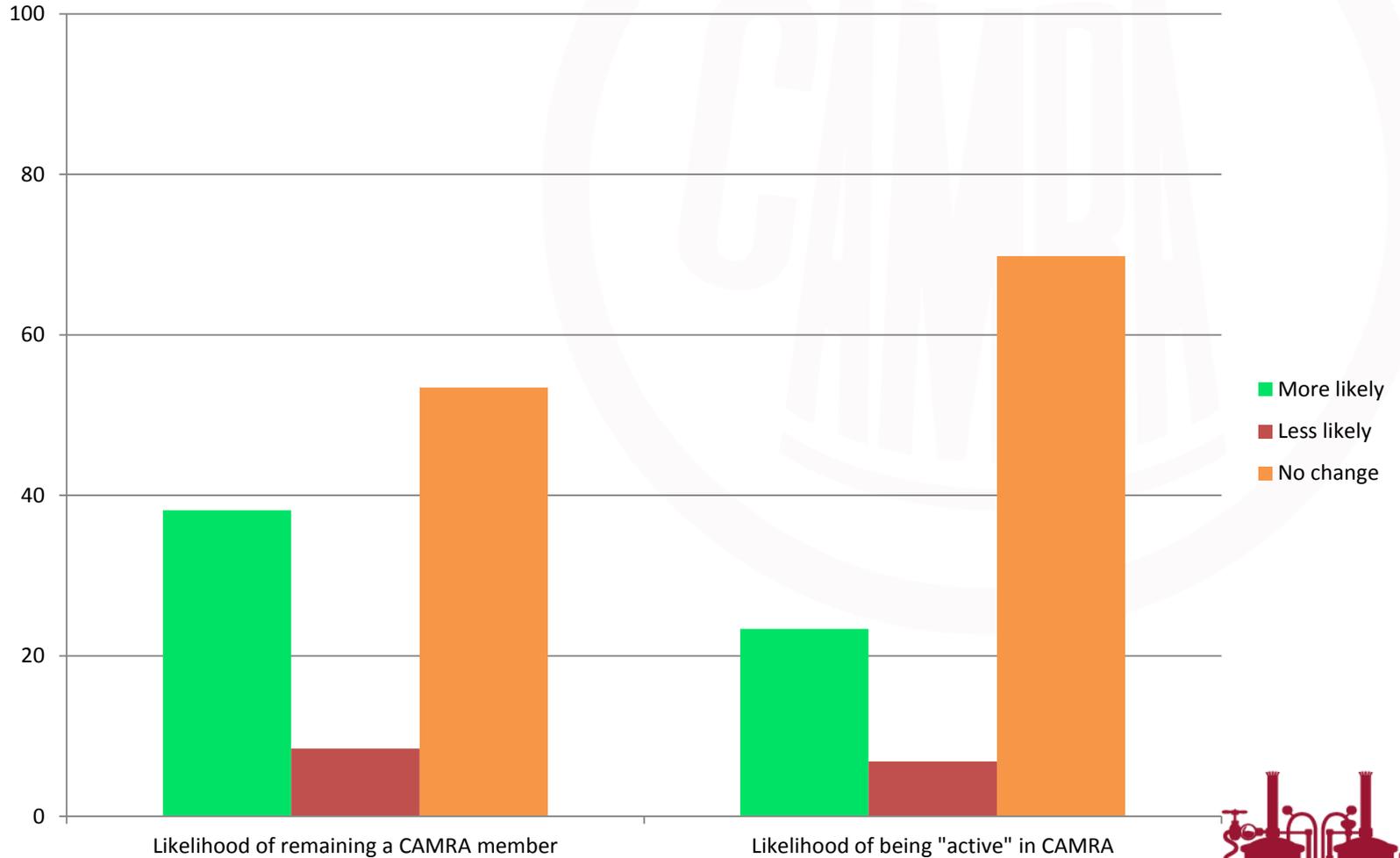
CAMRA could position itself as the consumer champion of all beer, cider and perry drinkers who drink in the on-trade, not just our members





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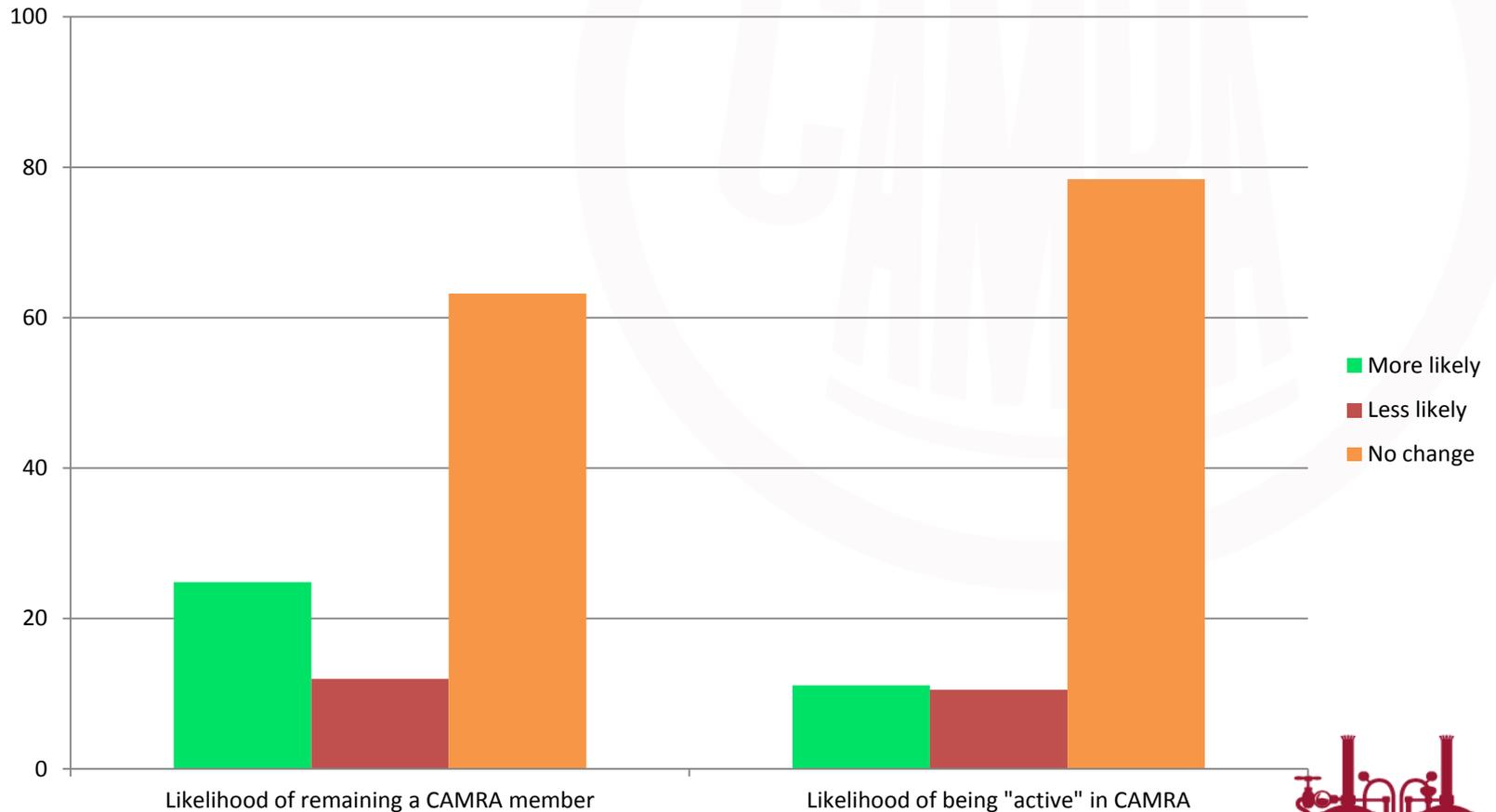
CAMRA could become a leading voice in actively challenging the anti-alcohol lobby, by conducting a range of activities at local and national level





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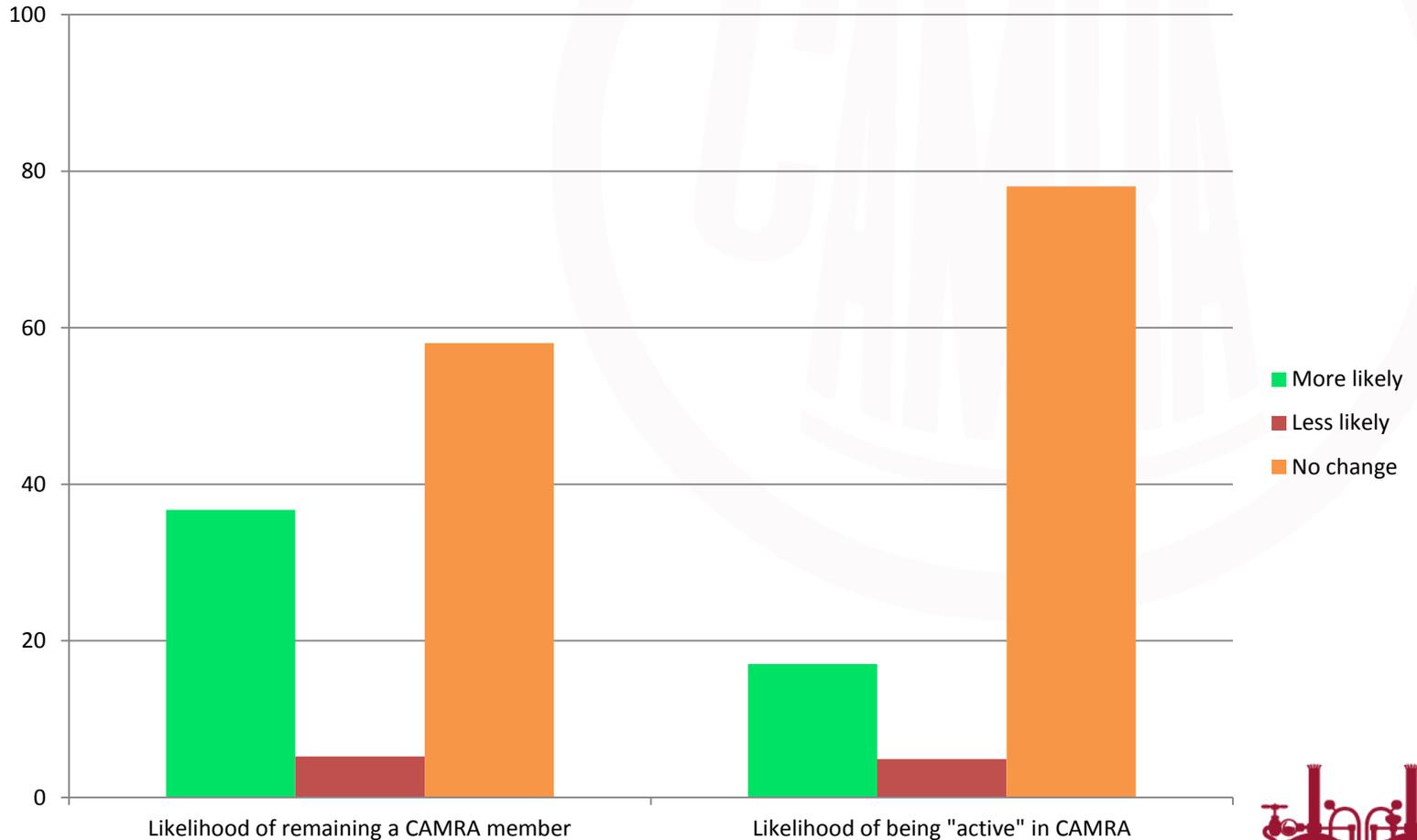
CAMRA could widen its campaigning to encourage people to patronise not just 'pubs and clubs' but anywhere with an on-sales licence, serving beer, where you can drink socially (including cafe-bars, restaurants, theatres, cinemas and sporting venues)





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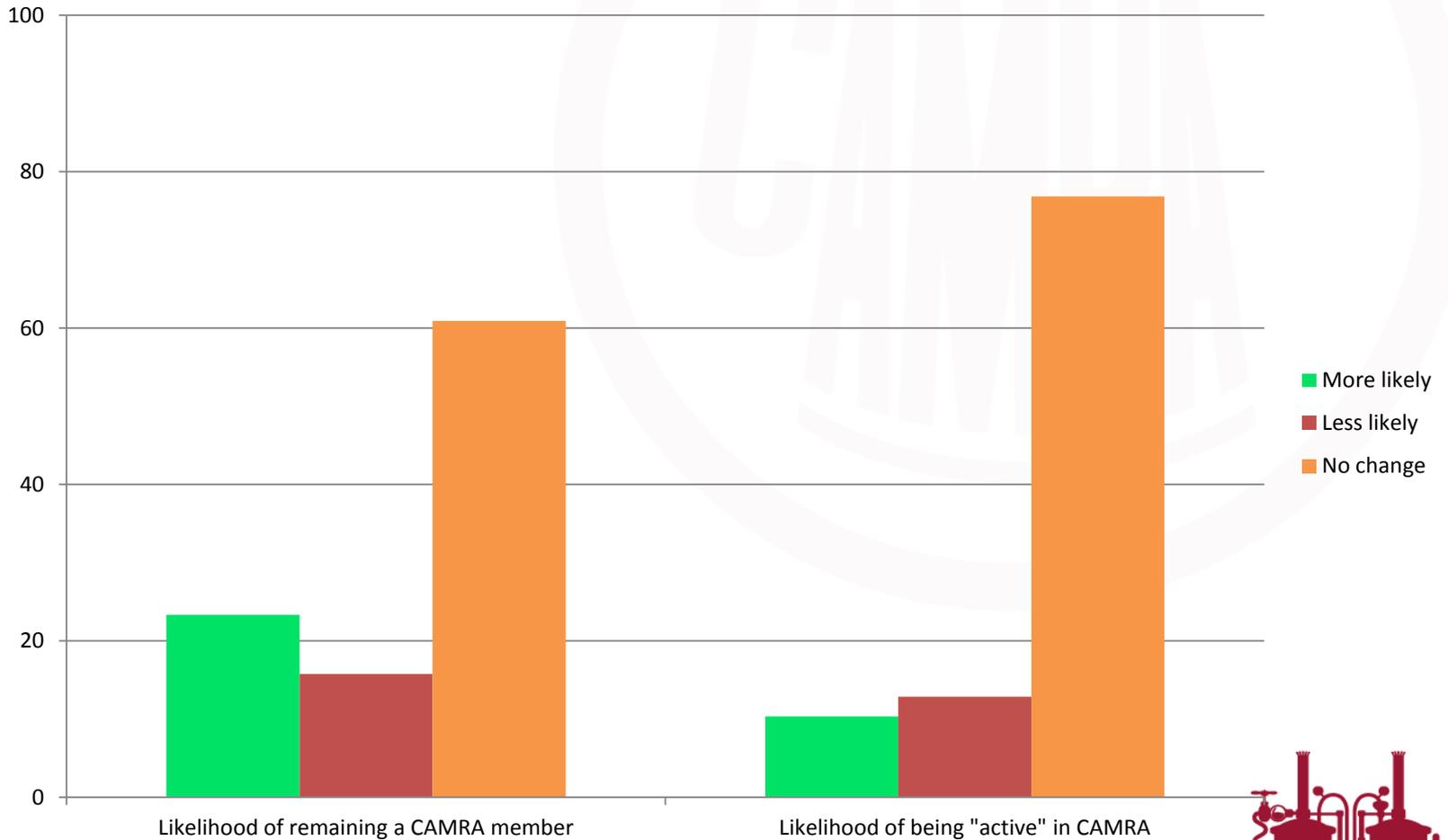
CAMRA could campaign to improve the quality of beer, cider and perry in other on-trade venues beyond pubs and clubs, such as cafe-bars, restaurants, theatres, cinemas and sporting events





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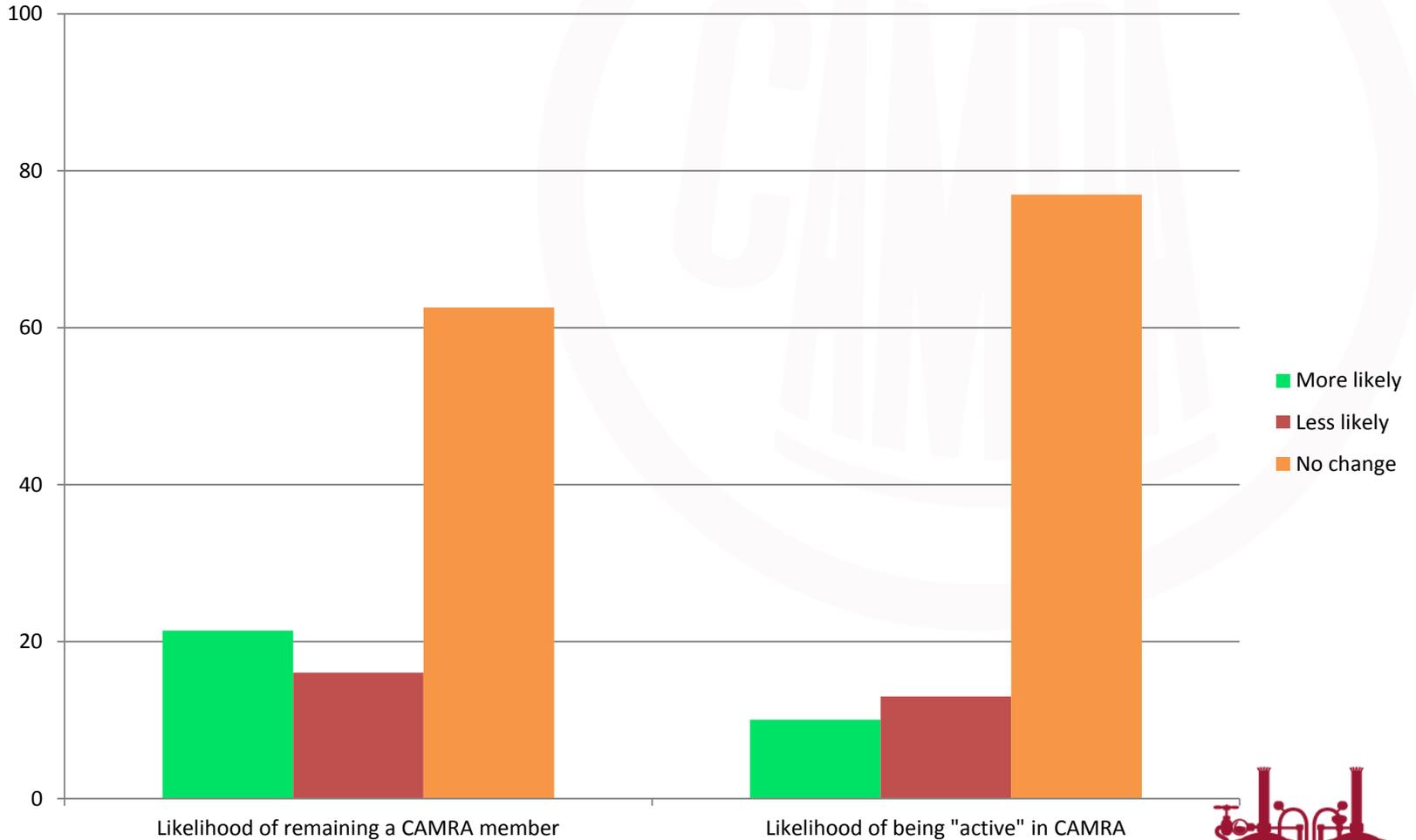
Other licensed venues which fall outside our usual definition of a pub (including restaurants and cafe-bars) could feature in the Good Beer Guide and other CAMRA publications





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Non-pub venues could be eligible for local and national CAMRA awards for licensed premises





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Please indicate how strongly you feel about the following statements:

By extending CAMRA's support to other "high-quality" beers that are not real ales CAMRA could attract non-cask ale drinkers and through this encourage them to become cask ale drinkers in future

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



Recognising other high-quality beers, which are not cask ale, would dilute our campaigning and potentially threaten the future availability of cask ale



Consumer drinking habits have changed. Supporting all on-licensed venues, not just pubs, would benefit the entire beer industry including real ale, cider and perry producers



Community pubs are under threat and widening the venues we seek to influence could put pubs further at risk



- Strongly agree / strongly in favour
- Agree / in favour
- Neutral / neither agree nor disagree
- Disagree / not in favour
- Strongly disagree / totally against





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Below are some possible values which we might in future use to describe CAMRA. From the list of 10 below, please rank the suggestions in order of which you feel most strongly that we should adopt, with 1 being the most important.

