

Independent Research Shows True Impact of Smoking Ban Among Dublin Publicans

LVA Says the Smoking Ban is resulting in the loss of 2000 jobs

- ❑ **On average, Dublin pub sales down by 16%**
- ❑ **Dublin pub employment levels down by 14% since introduction of Smoking Ban**
- ❑ **The results clearly illustrate that 2000 full and part-time jobs are being lost in the Dublin pub trade alone**
- ❑ **While compliance with the Smoking Ban has been excellent in Dublin, figures confirm worst fears of the serious economic impact of Smoking Ban on Dublin licensed trade**

Research carried out by marketing research company, Behaviour and Attitudes, confirms the negative economic impact of the Smoking Ban on the Dublin licensed trade, with turnover down by as much as 16%, and overall employment levels cut by up to 14% since the introduction of the Smoking Ban. The Dublin licensed trade currently employs 14,000 full-time and part-time employees.

The survey, which was commissioned by Dublin publican representative body, the Licensed Vintners Association (LVA) was carried out amongst 277 pub owners or managers, representing approximately half of the Dublin trade.

Commenting Donall O’Keeffe, Chief Executive of the LVA said: *“For the first time, independent research amongst the licensed trade confirms the harsh reality of the economic impact of the Smoking Ban on our members. The majority of Dublin publicans have described the current business climate as being very unfavourable – without a doubt, the Smoking Ban has compounded this state of affairs.”*

Continuing he said: *“The research clearly proves that the Dublin pub trade is losing as much as 650 full time staff and 1,300 part time staff. Let’s be clear about the real cost of the smoking ban – up to 2,000 jobs are being lost.”*

Key findings of the survey are as follows:

- ❑ The great majority of those surveyed (86%) described the current business climate for the licensed trade in Dublin as unfavourable. 52% said it was very unfavourable, while 34% stated that it was fairly unfavourable
- ❑ 63% of Dublin publicans described the Smoking Ban as having a major impact on their business. Almost a third (31%) said it had a minor impact
- ❑ In relation to turnover, 55% referred to a major decline and a further 32% referred to a minor decline
- ❑ Among the balance, just 8% felt there had been no real change in turnover, while a minority of 5% registered an increase
- ❑ Estimates of the net change in turnover, since the Smoking Ban was introduced registered a decline of 16%

- ❑ Reported numbers of full-time staff pre/post the Smoking Ban were 12.4 and 11.3 respectively, representing a decline of 9% in full-time staff
- ❑ Equivalent reported numbers of part-time staff pre/post the Smoking Ban were 10.2 and 8.3 respectively, representing a decline of 19% in part-time staff
- ❑ In combined terms, the average estimated numbers of full-time and part-time staff pre/post the Smoking Ban were 22.6 and 19.6 respectively, representing a decline of 14% over all
- ❑ Looking forward over the next six months, half of those surveyed expect a decline in turnover (49%); just over a third assume no change (36%) and just one in eight anticipate an increase (12%)
- ❑ Expectations on full-time staffing trends over the next six months were: decrease 47%, no change 48%; increase 1% (the balance of 5% not sure)
- ❑ Expectations on part-time staffing trends over the next six months showed: decrease 48%; no change 44%, increase 4% (with 4% not sure)
- ❑ In terms of survey sample profile – just over nine in ten participants were men (91%); with a 2:1 ratio between pub owners and managers (27% in the city centre; 70% in the suburbs and just 3% represented in both areas)

Concluding Donall O’Keeffe said: *“While compliance with the Smoking Ban has gone very well – as a result of both our customers and Dublin publicans respecting the law – the results of this survey confirm our fears that the Smoking Ban is having a disastrous impact on the majority of our members and on overall employment levels in the Dublin licensed trade.”*

Ends

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