

TWO PINTS OF LAGER AND... AN INSTAGRAMMABLE BATHROOM?

- When it comes to the perfect pub, Millennials and Gen Zers shun quirks and trends for something unmistakably traditional -

- Contrary to the popular opinion that Millennials and Generation Zers only want novelty experiences that follow what's trending, [SpareRoom](#) reveals that when it comes to the perfect pub, it's the traditional boozier that reigns supreme among the younger generations
- Period fixtures and fittings, cosy fireplaces and rustic interiors are what Millennials and Generation Z most look for in a pub
- It's not all tradition, however. For some 18-34 year olds the perfect pub needs to be cashless, have Instagrammable food and interiors, allow customers to order takeaways to the pub and welcome all kinds of pets
- Spirits are more important than beer and wine for Millennials and Generation Z in the perfect pub – but the ideal local should also have a good range of low alcohol & soft drinks, 45% said these were their go-to now at the pub

Whether it's immersive theatre, morning raves, goat yoga, cereal cafes or competitive axe throwing, it's well-documented that Millennials and Generation Zers are always on the lookout for ever more quirky and novel experiences. Except when it comes to pubs, that is. Because surprising new research by SpareRoom today reveals that for 18 – 34 year olds their perfect pub very much fits the traditional mould of the classic British boozier (albeit with a few modern flourishes fit for 2020).

According to a new survey by flatsharing site [SpareRoom](#), the perfect pub for the majority of 18 – 34 year olds (60%) is not awash with millennial pink, but instead is traditional in its appearance, with a rustic interior, period fixtures and fittings and cosy fireplaces. In fact, it's the kind of pub that several generations before them would have flocked to.

Other tried-and-trusted features they want in a perfect pub include a beer garden (90%), high quality food (72%), friendly and welcoming staff (68%) and a menu that changes seasonally (65%). Providing good value for money (78%), quiet background music (72%) and being around a 10-minute walk from home (49%) are also key. Carpets are a no-no, with wooden flooring throughout (70%) most likely to draw in the younger generations.

However, the perfect pub for Millennials and Gen Zers is not a total blast from the past. Alongside their desire for a more antiquated look and feel are a number of decidedly 21st-century perks including:

- Cashless, with 18 – 34 year olds preferring card (62%) and phone payments (19%)

- Free WiFi (41%)
- Paying a certain amount for unlimited food or drinks (39%)
- Having social media-friendly food (31%), drinks (28%) and interiors (30%)
- Charging points (27%)
- Being able to order takeaways from an app to the pub (25%)
- Accepting all animals, not just dogs (20%)
- Good quality coffee (19%)
- Photo booths (18%)
- Providing taxi services home (17%)
- Ordering food through a pub app (15%)
- Computer games (9%)

Vegan options, loyalty cards, singles nights, karaoke, inclusive events, anti-harassment training and policies to keep women safe were also cited by younger generations as important parts of their perfect pub.

Interestingly, while pubs may have traditionally been the home of beer and wine (and bars the domain of the cocktail), Millennials and Gen Zers want their perfect pub to have an emphasis on spirits, with nearly half (49%) saying this was their usual drink at the pub. Followed by wine (47%), lager (43%), cider (40%), cocktails (38%) and craft beer (36%). There's also a demand for a good selection of soft and low alcohol drinks, with 45% saying this is their usual go-to now at the pub.

Miriam Tierney, SpareRoom spokesperson comments: "Millennials and Generation Z are often stereotyped as novelty obsessed, so it came as a surprise to see that their idea of the perfect pub is essentially one their grandparents would be comfortable with too. Despite a few 21st century add-ons, it's somehow reassuring to see that the things that have drawn people to the pub for centuries still hold true - like good food and drink, a welcoming atmosphere and being a brilliant place to connect with friends."

- ENDS -

For more information please contact spareroom@cowpr.com or call 020 7234 9150.

Notes to Editors

¹ Research conducted by SpareRoom in 2020 with 1,984 UK flatsharers aged 18-34.

About SpareRoom

SpareRoom is the UK's leading flat and house share site with nearly 10 million registered users. Founded in the UK in 2004, the company expanded into the US market in 2011 and has currently helped over a million people find a room or roommate in the US.