



Ireland
Thinks.

Alcohol Action Ireland/Ireland Thinks June Poll
27th June 2016

Methodology

- Ireland Thinks interviewed a random sample of 1,300 adults aged 18+ by telephone between Monday 12th June and Friday 16th of June 2017.
- A random digit dial (RDD) method was used to sample telephone numbers this was to ensure a random selection of respondents were contacted
- 80% of the sample was interviewed via their a mobile phone sample with the remainder drawn from a sample of landlines.
- Interviews were conducted across the country and the results weighted to the profile of all adults based on their Age, Gender, Nuts 3 Region, and Level of Educational attainment.
- The data was weighted to fit the profile of likely voters as drawn from voter propensity data from actual electoral data.
- Methodology fully compliant with ESOMAR standards.
- Raw data available on request.
- For further information please contact info@irelandthinks.ie

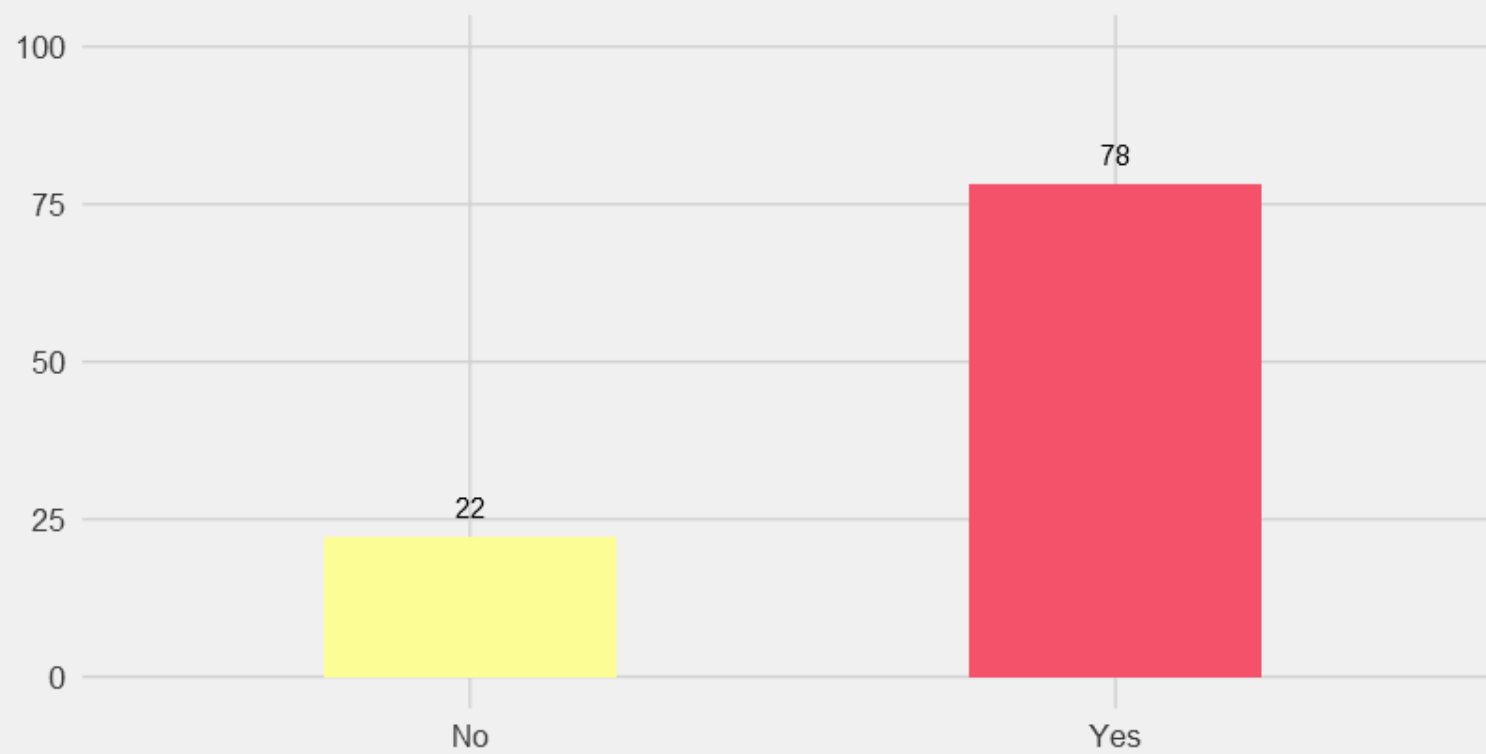
Conclusions

- Excluding those that neither agree nor disagree:
 - 78 per cent are concerned about children and their exposure to children
 - 92 per cent agree that the current level of alcohol consumption is too high
 - 74 per cent agree that the government has to intervene to reduce consumption and protect individuals from alcohol-related harm
 - 82 per cent agree that alcohol marketing that appeals to young people should be prohibited in Ireland
- Only a small number are unclear about their position on these issues. In each case 7 to 8 per cent neither agree nor disagree.
- In relation to alcohol consumption, government intervention and alcohol marketing a significant proportion strongly agree with these statements. 14 to 25 per cent 'Strongly agree' and a further 51 to 61 per cent 'Agree'.

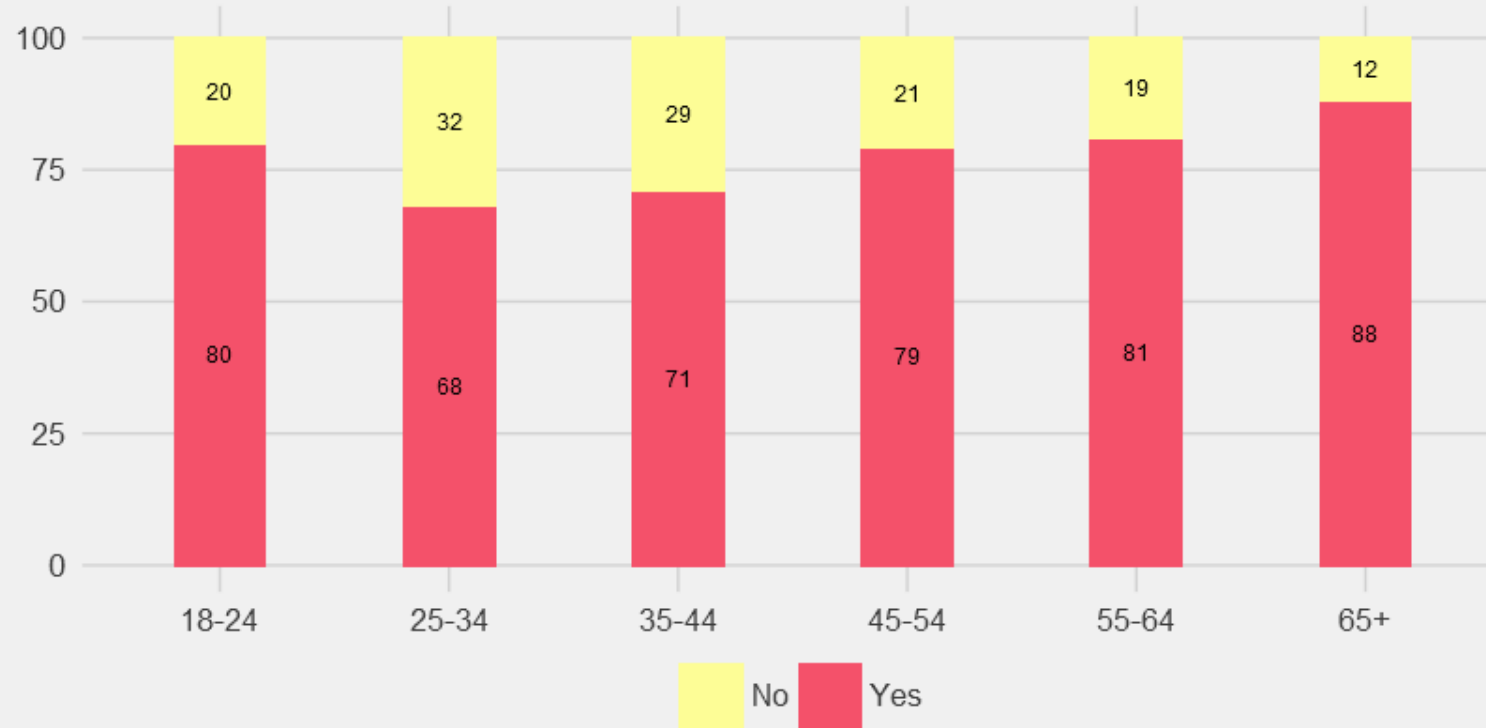
"Are you concerned about children and their exposure to alcohol?"



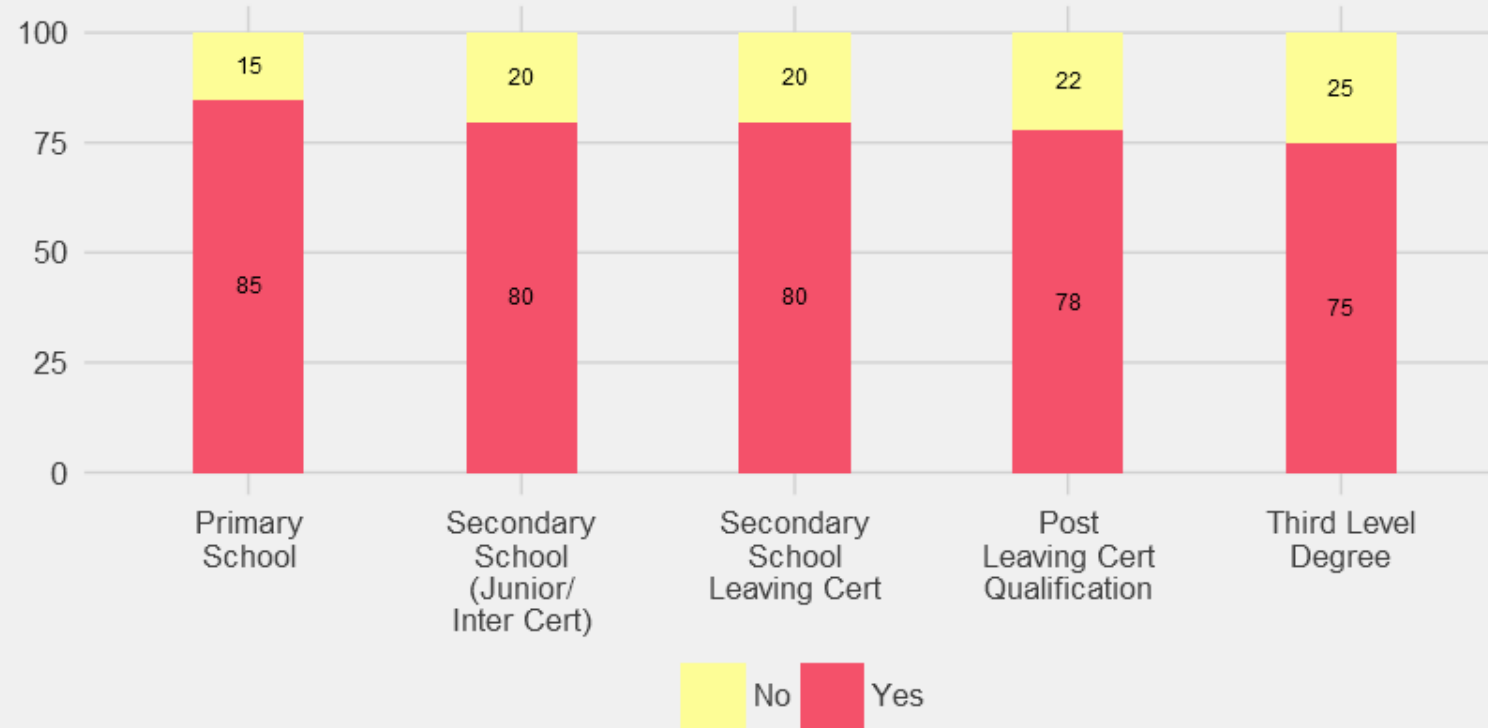
Are you concerned about children and their exposure to alcohol?



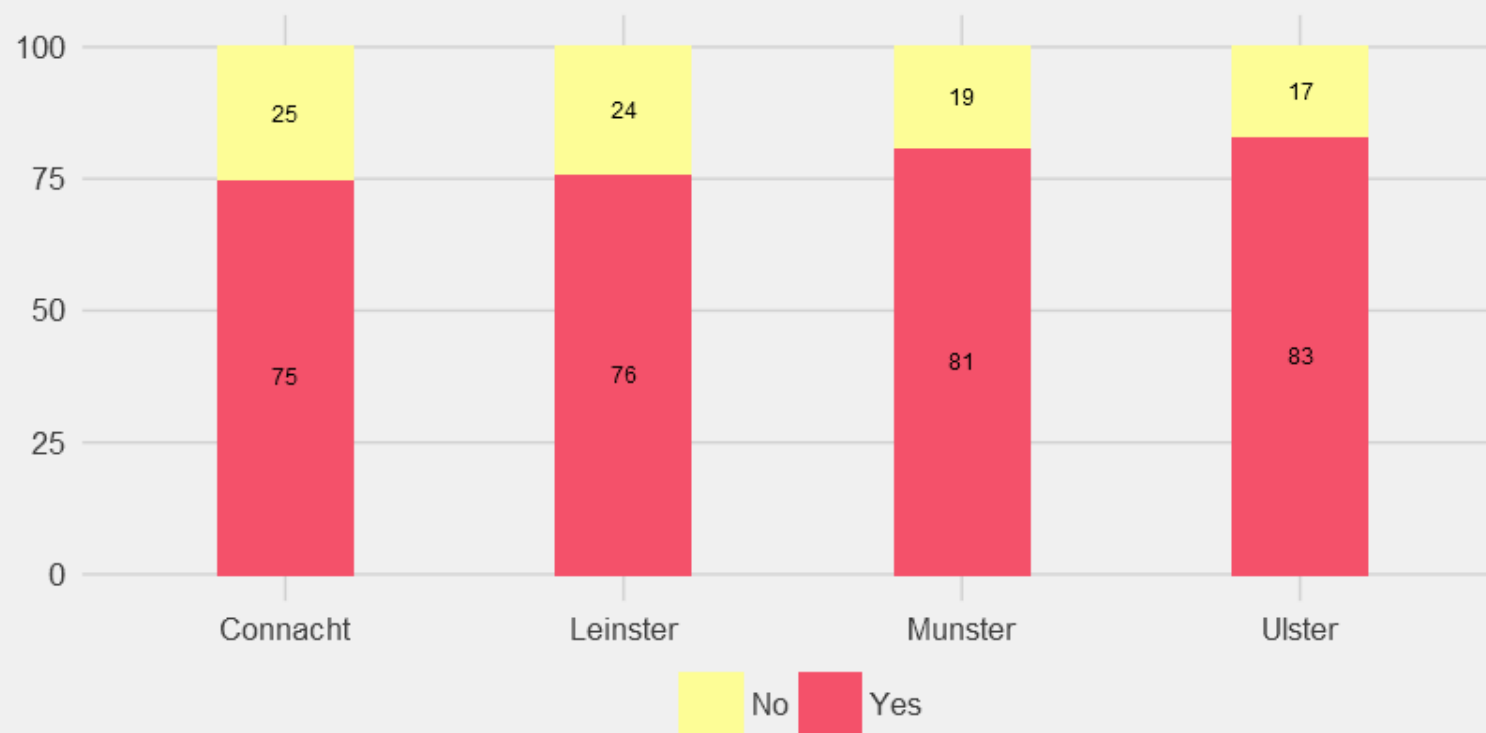
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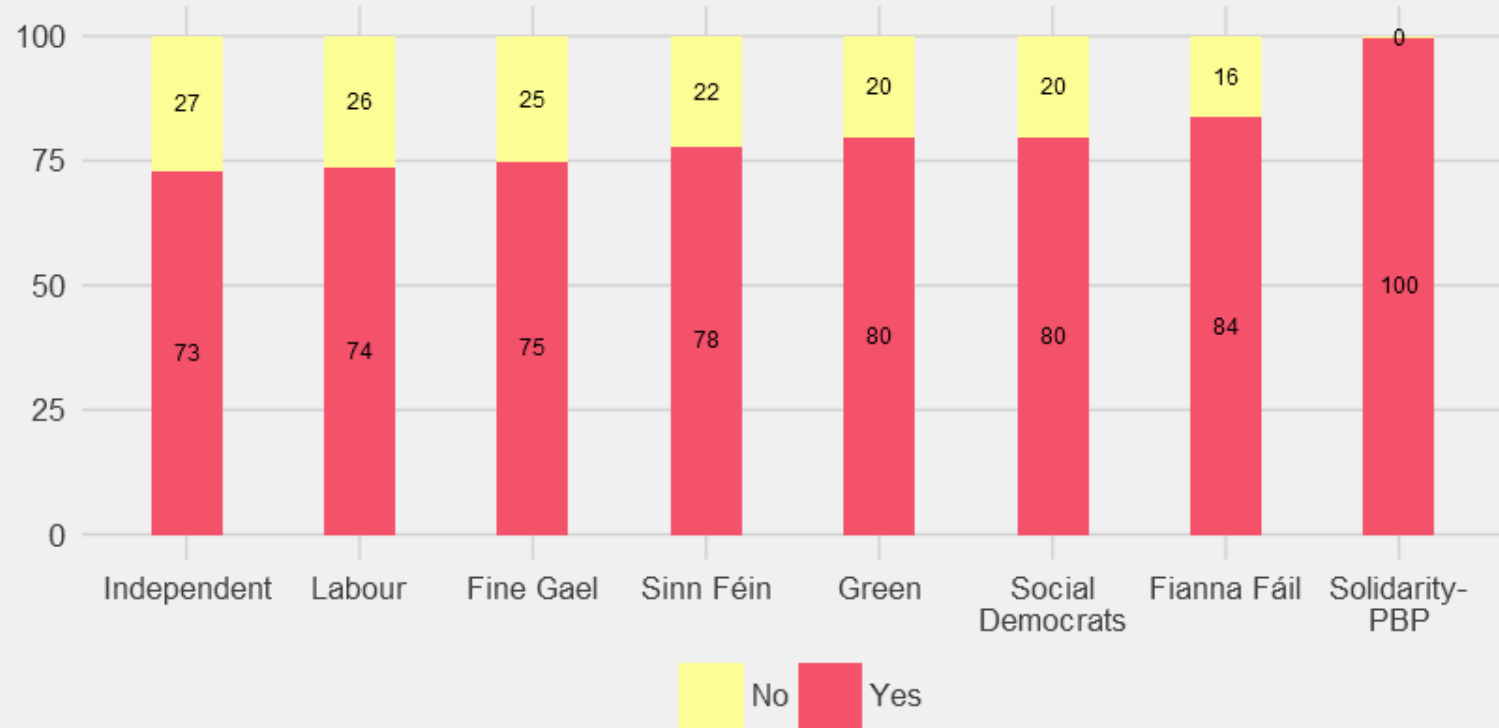
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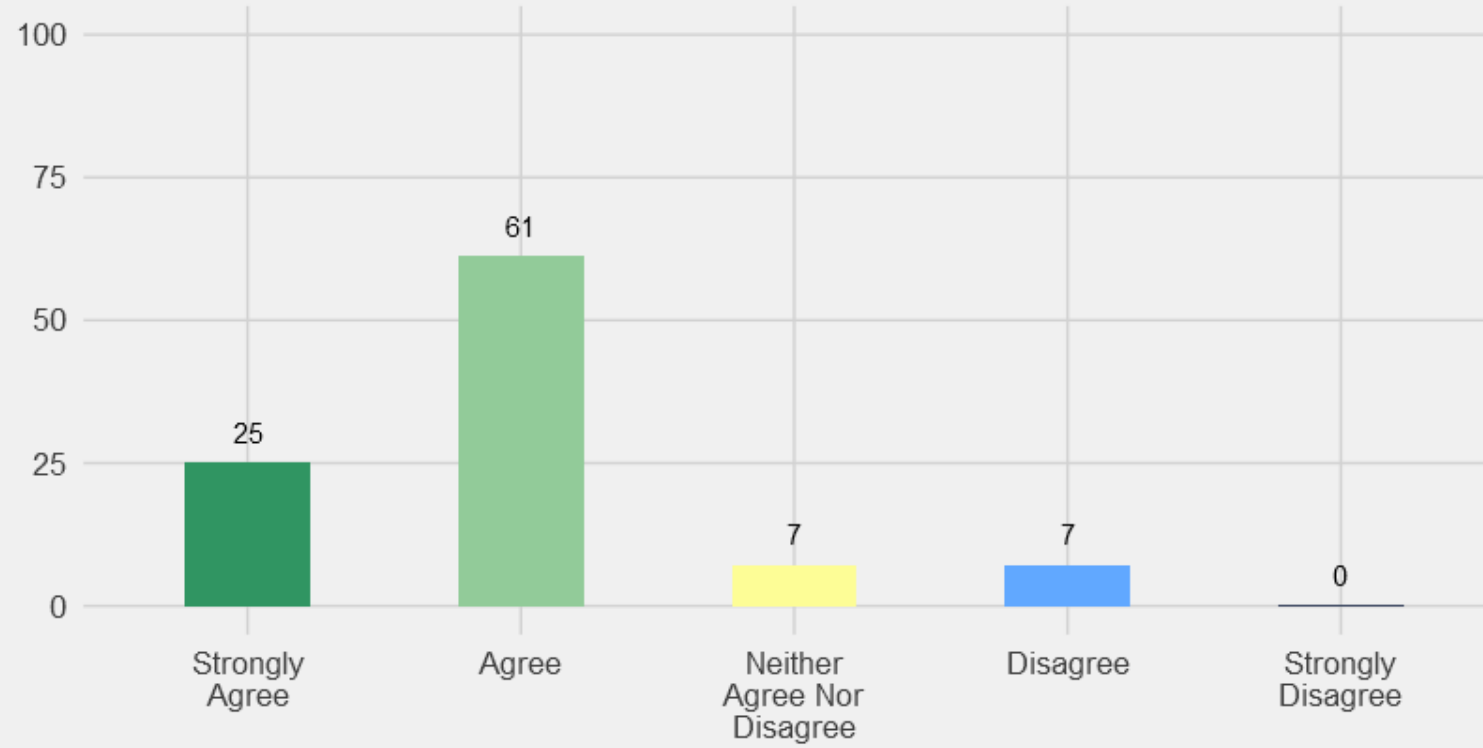
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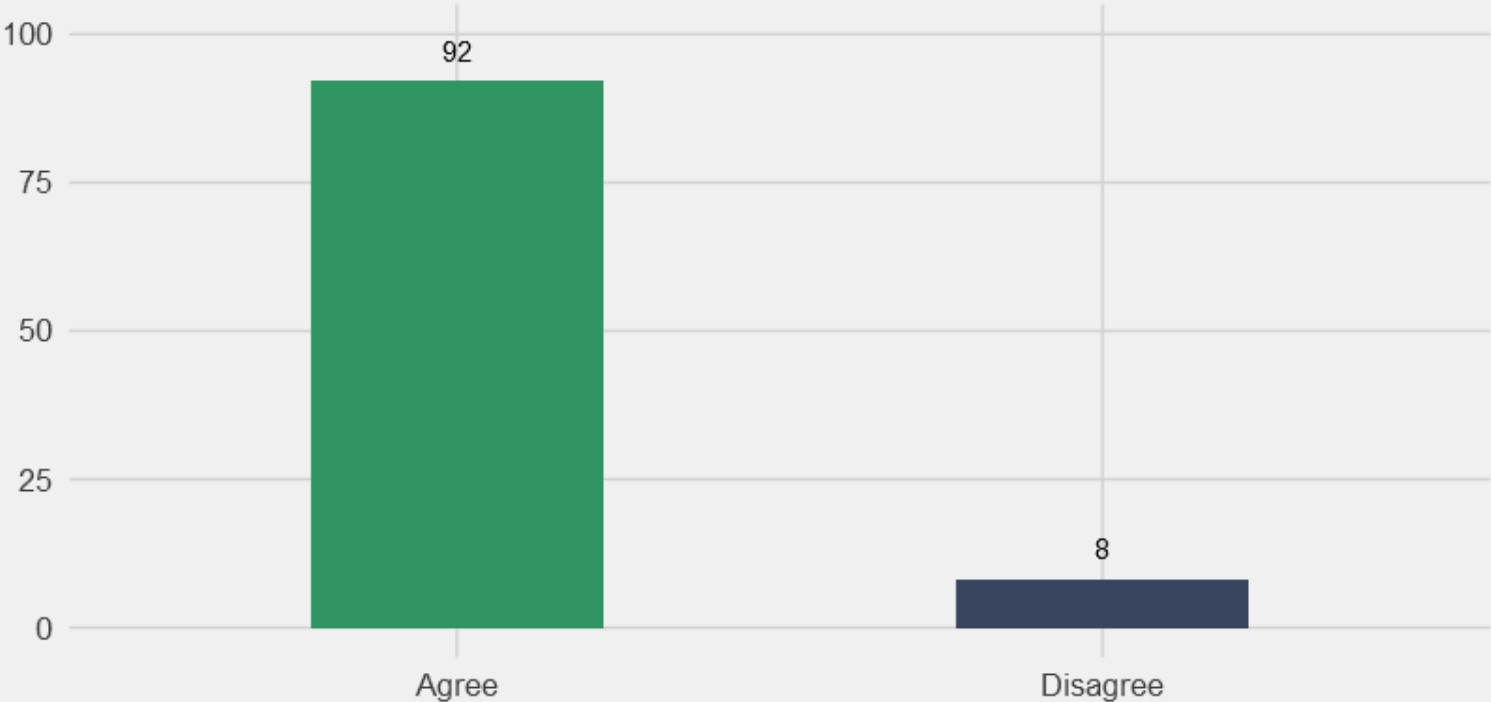
“Please state whether you Agree, Disagree, Strongly Agree, Strongly Disagree or Neither Agree nor Disagree with the following: The current level of alcohol consumption in Ireland is too high”



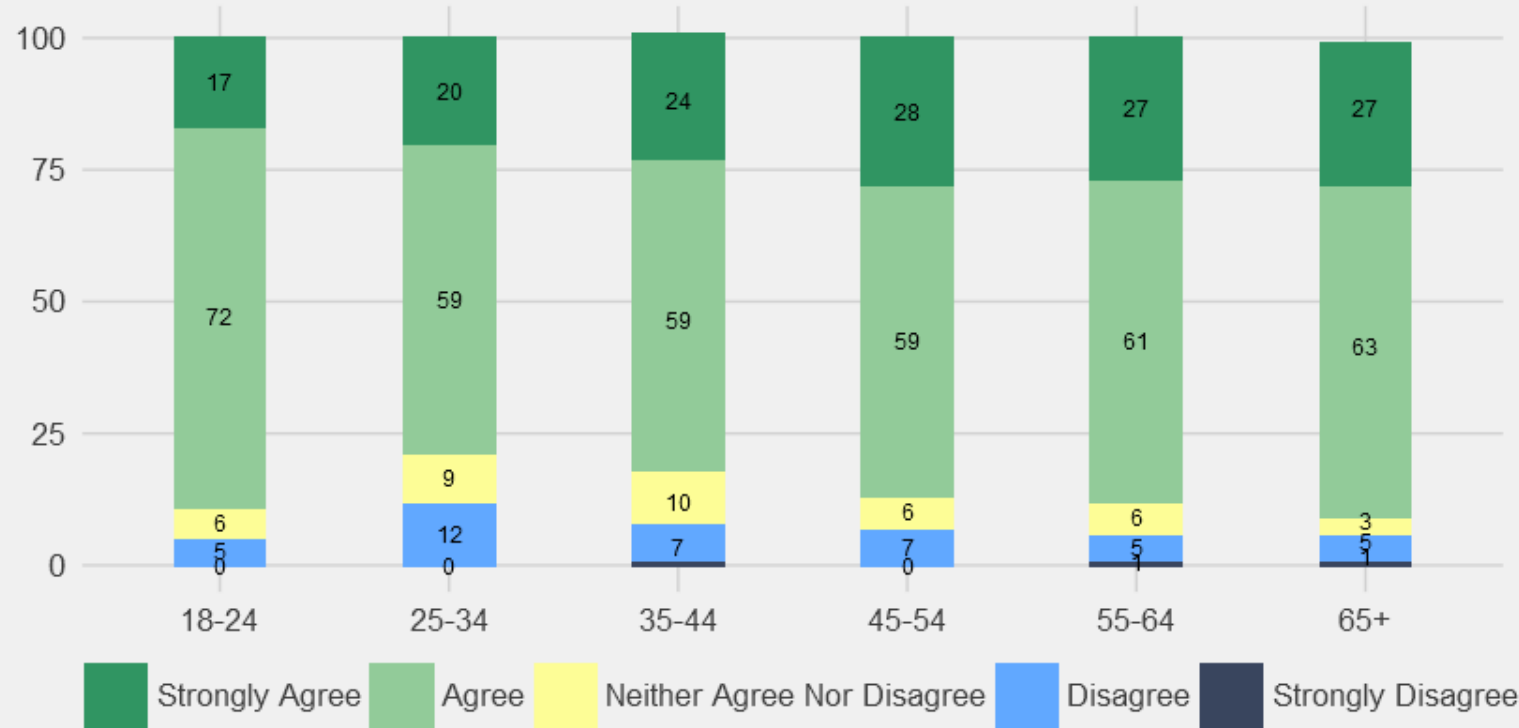
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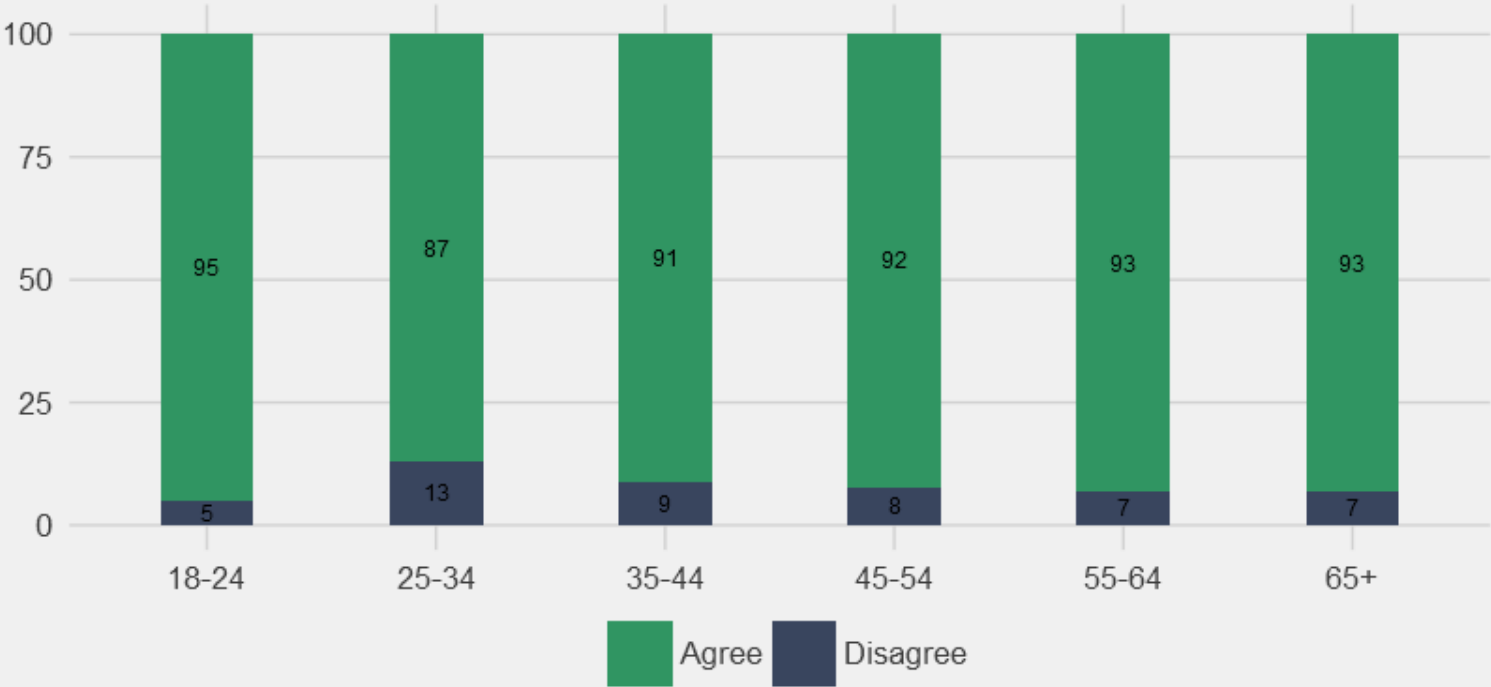
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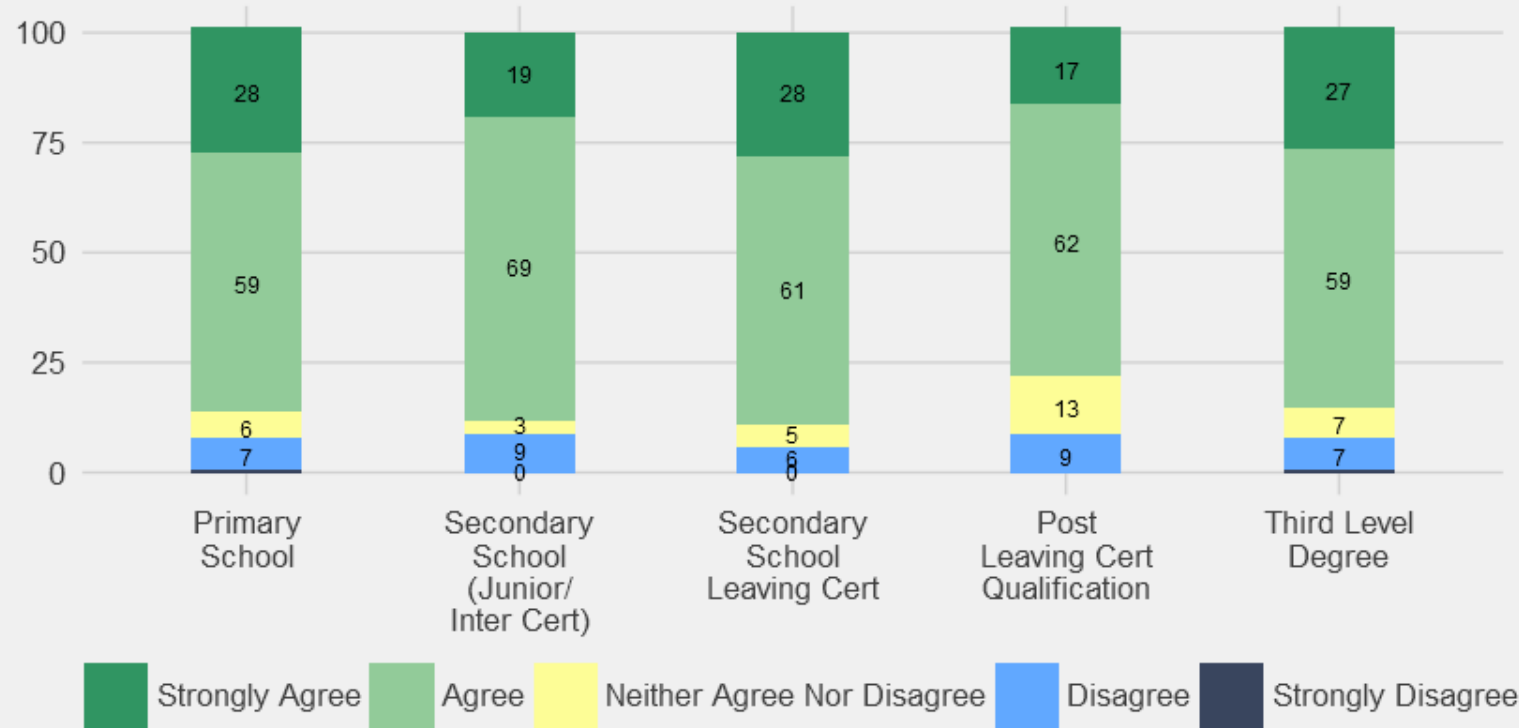
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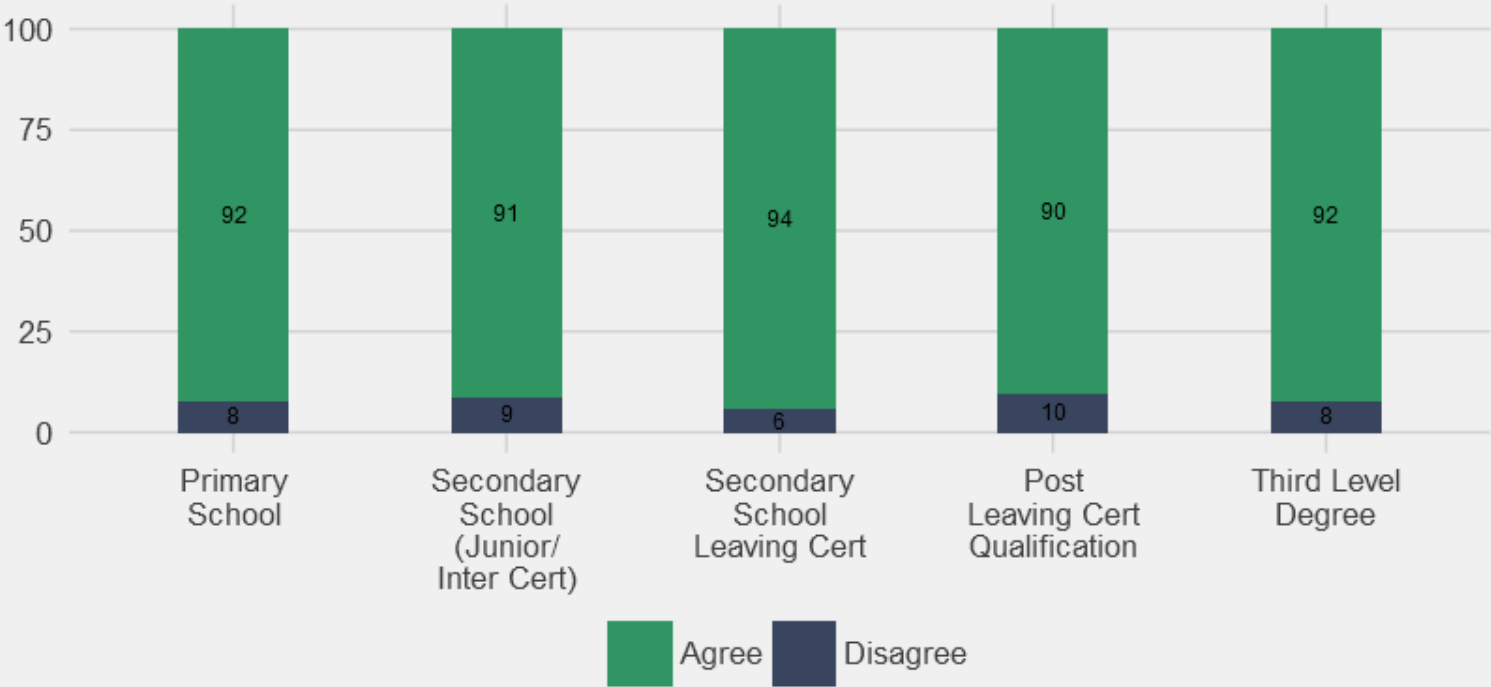
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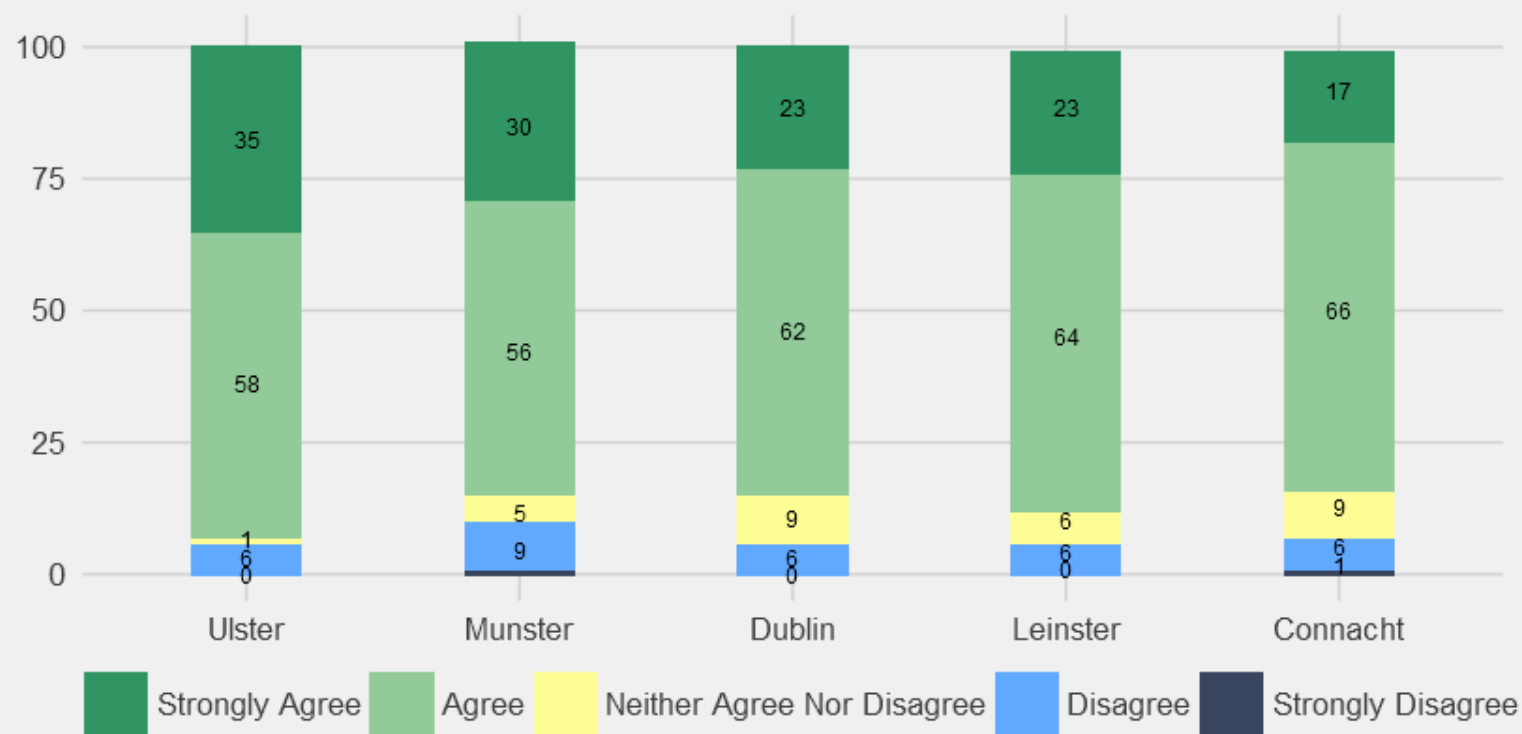
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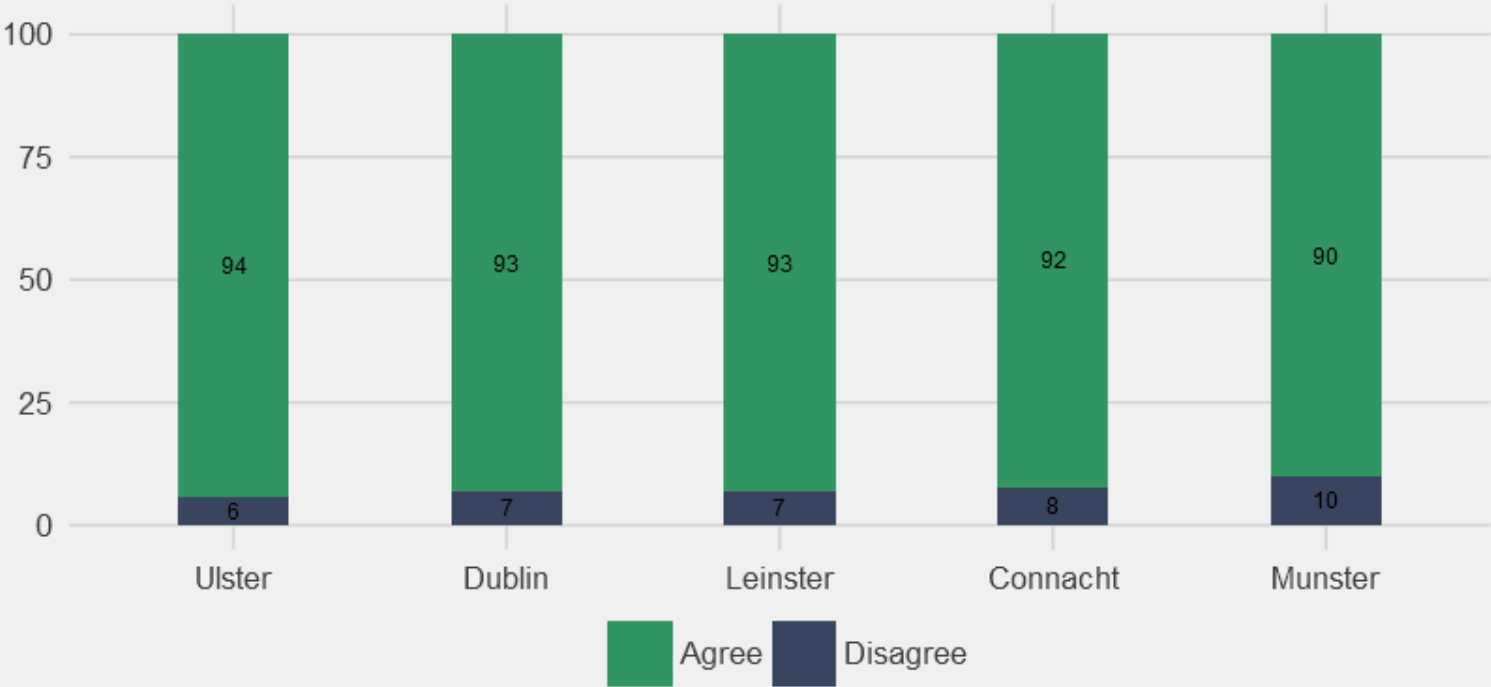
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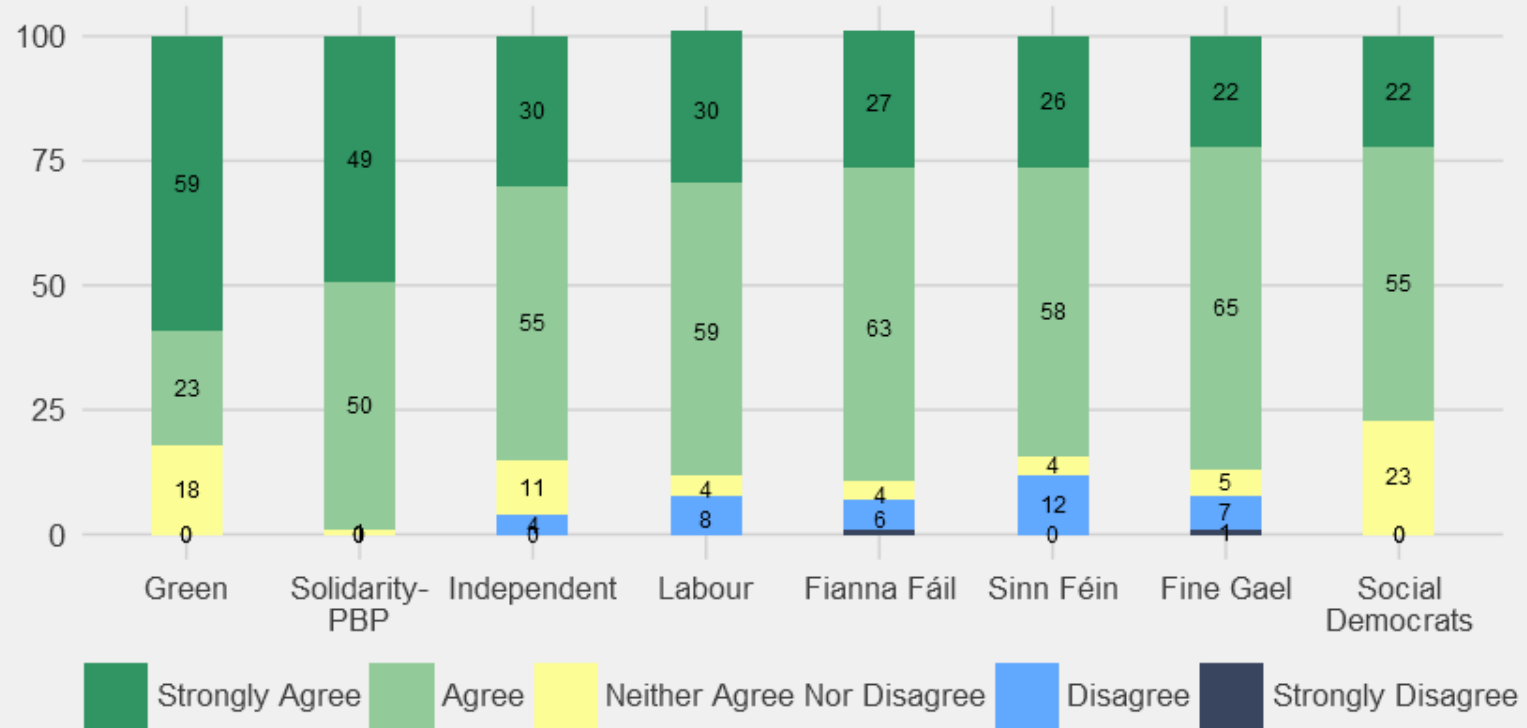
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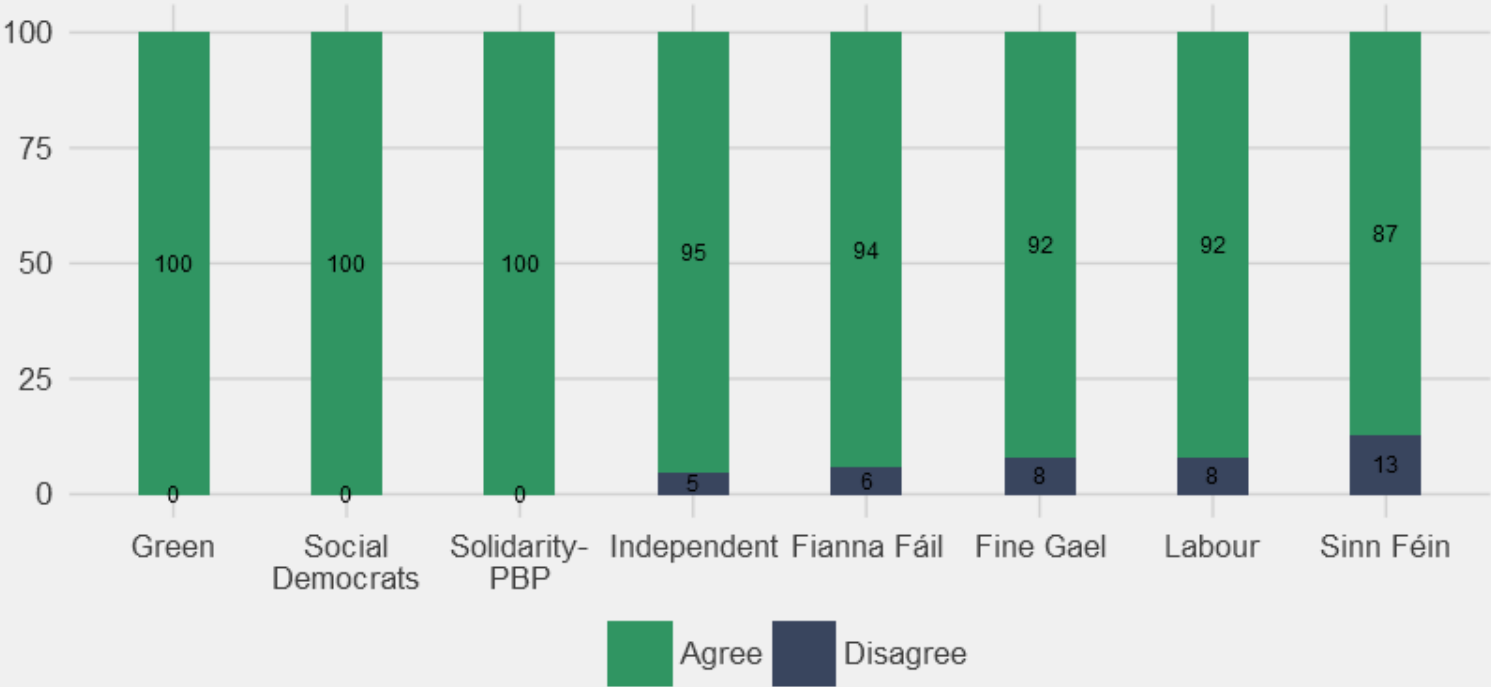
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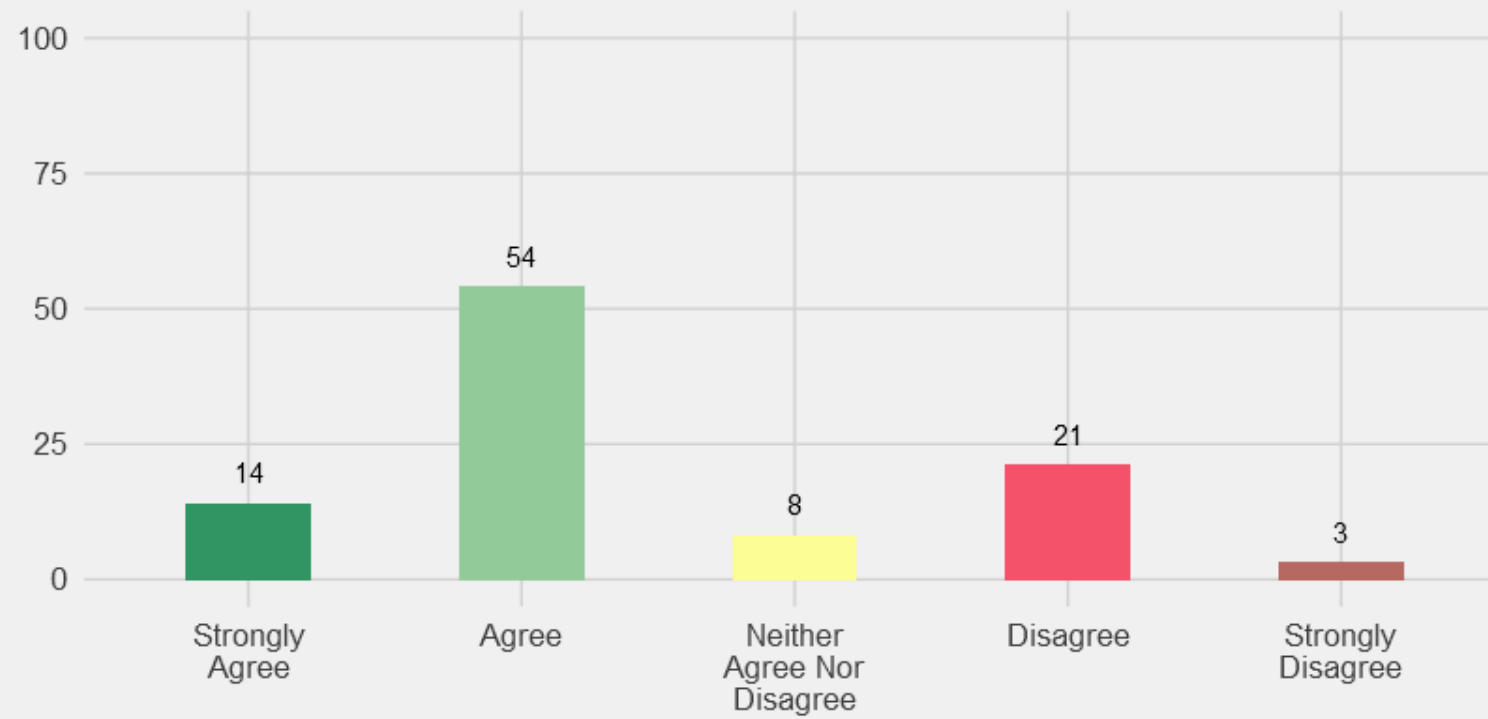
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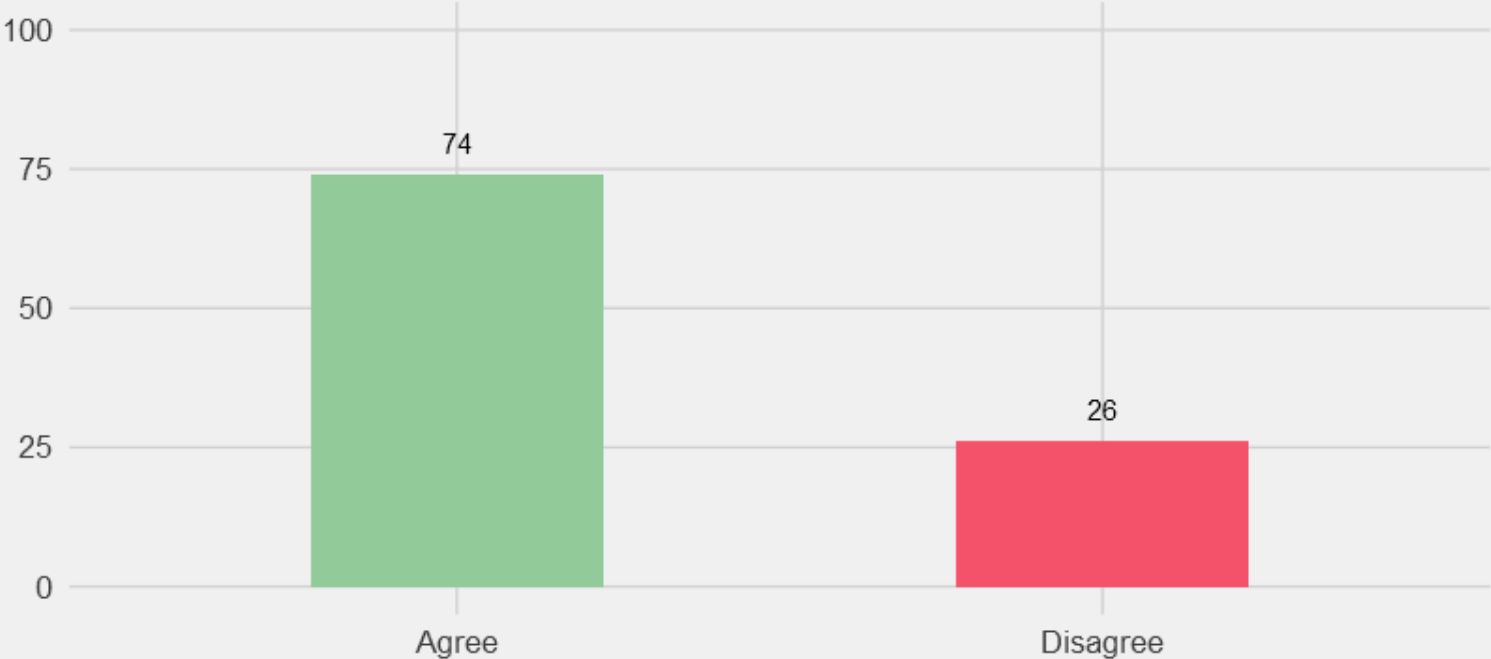
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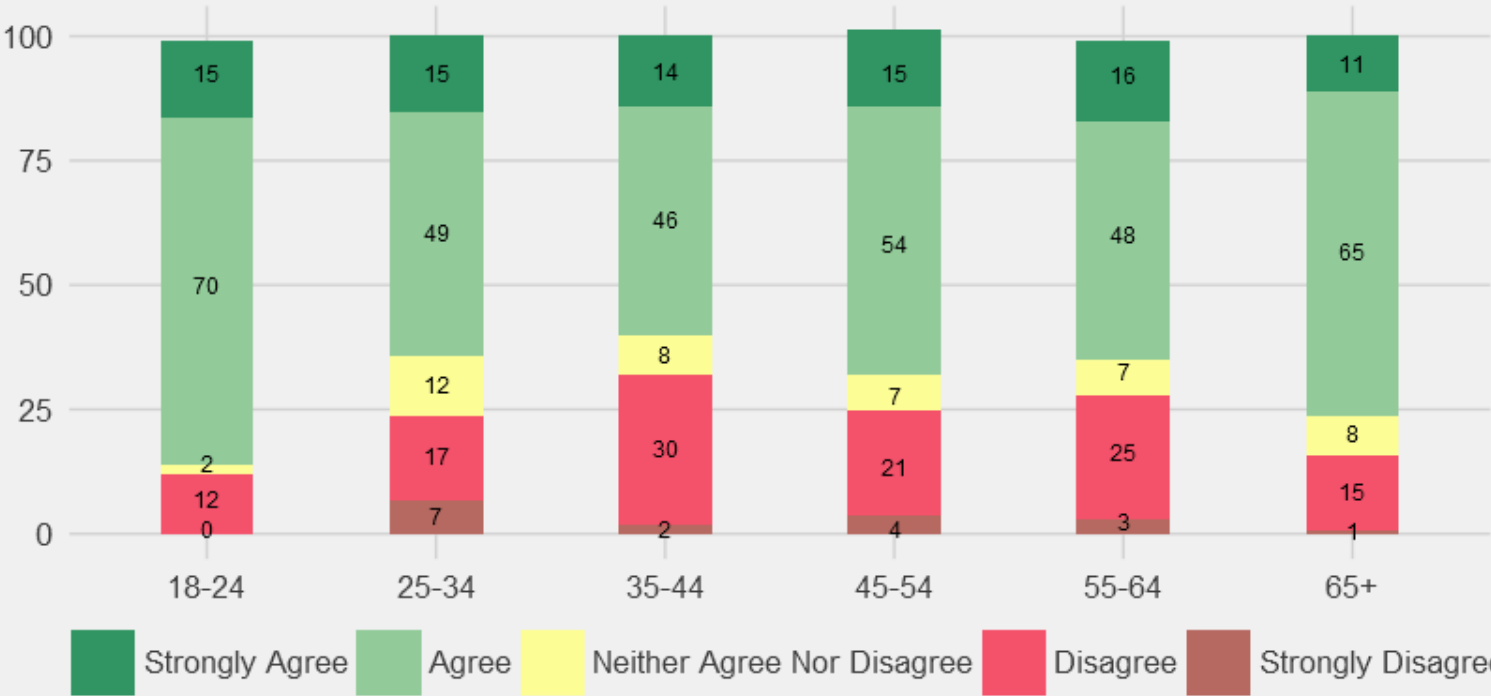
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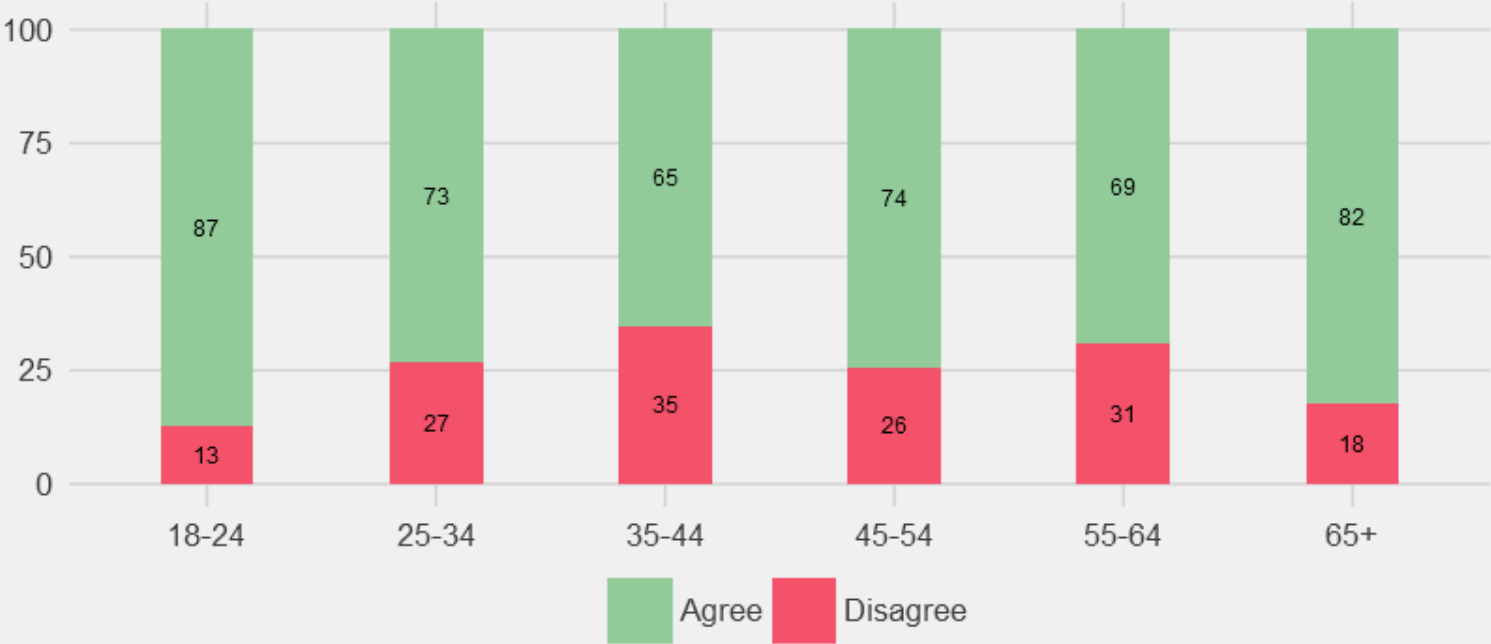
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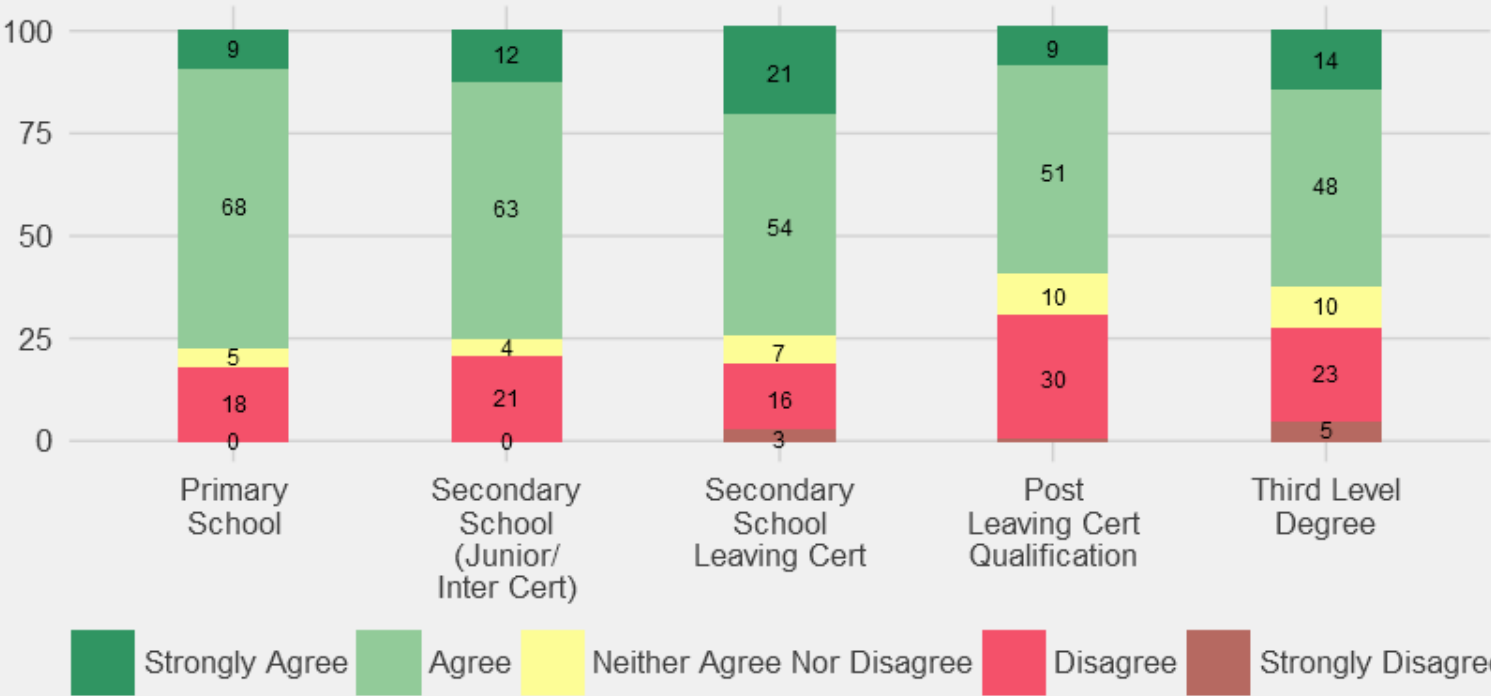
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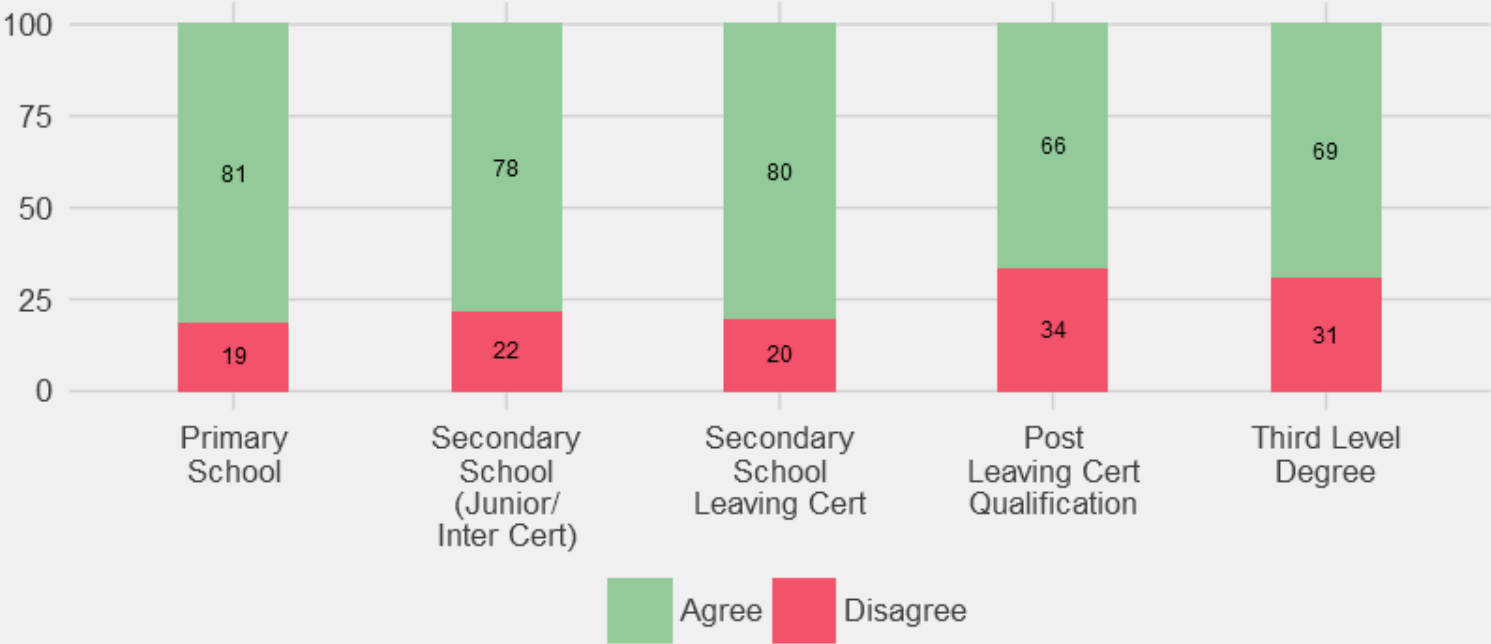
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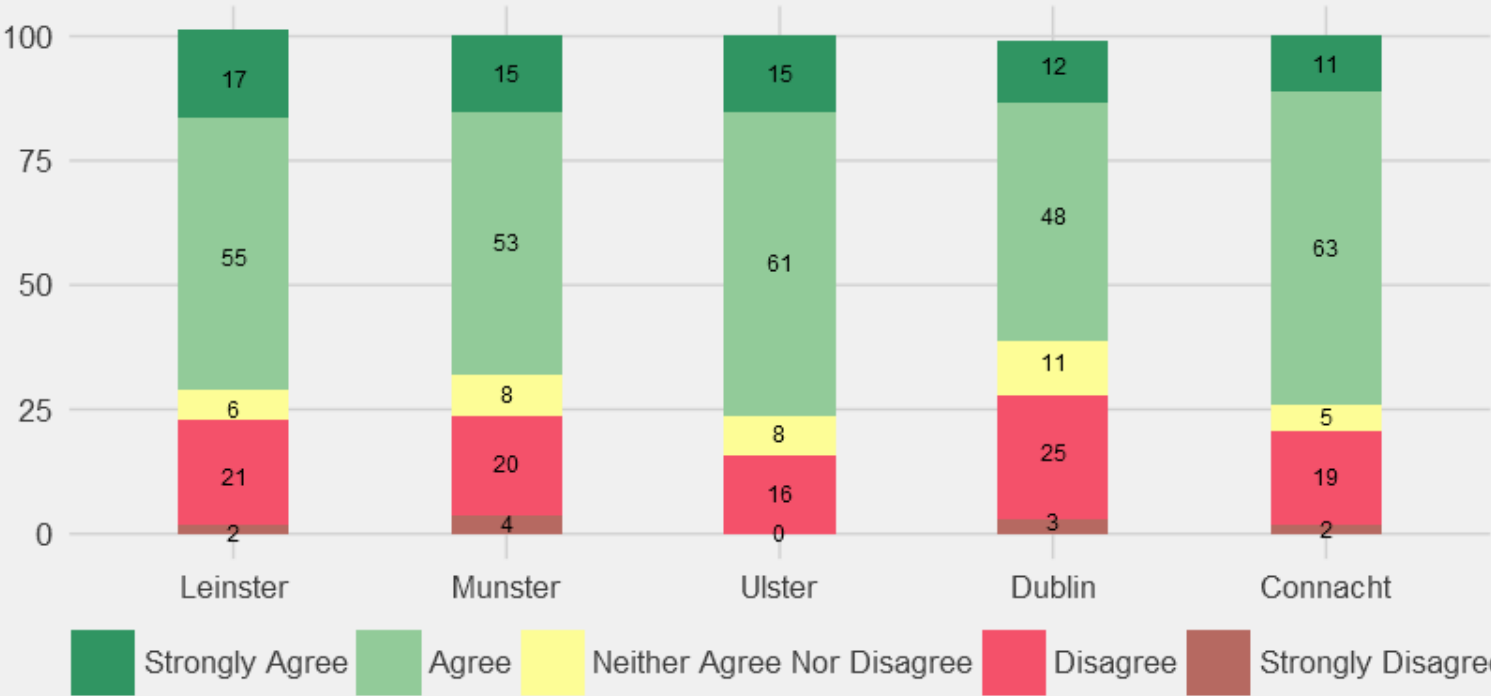
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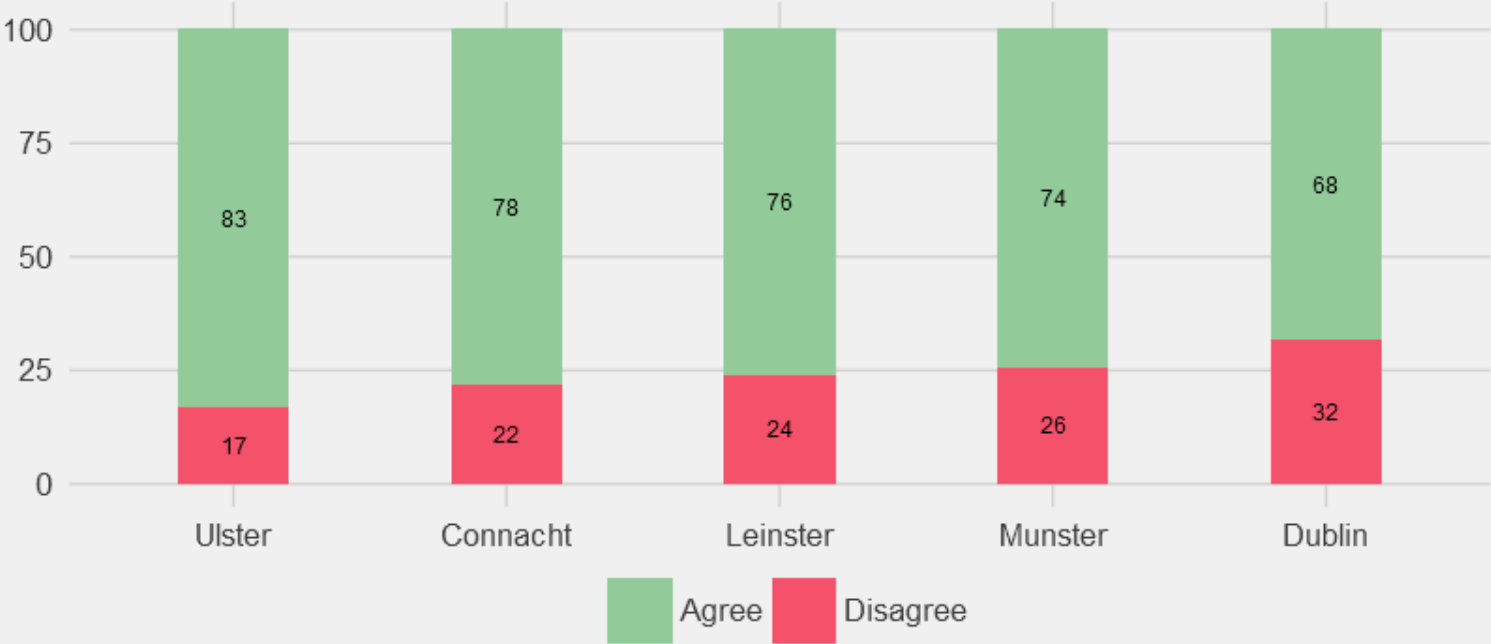
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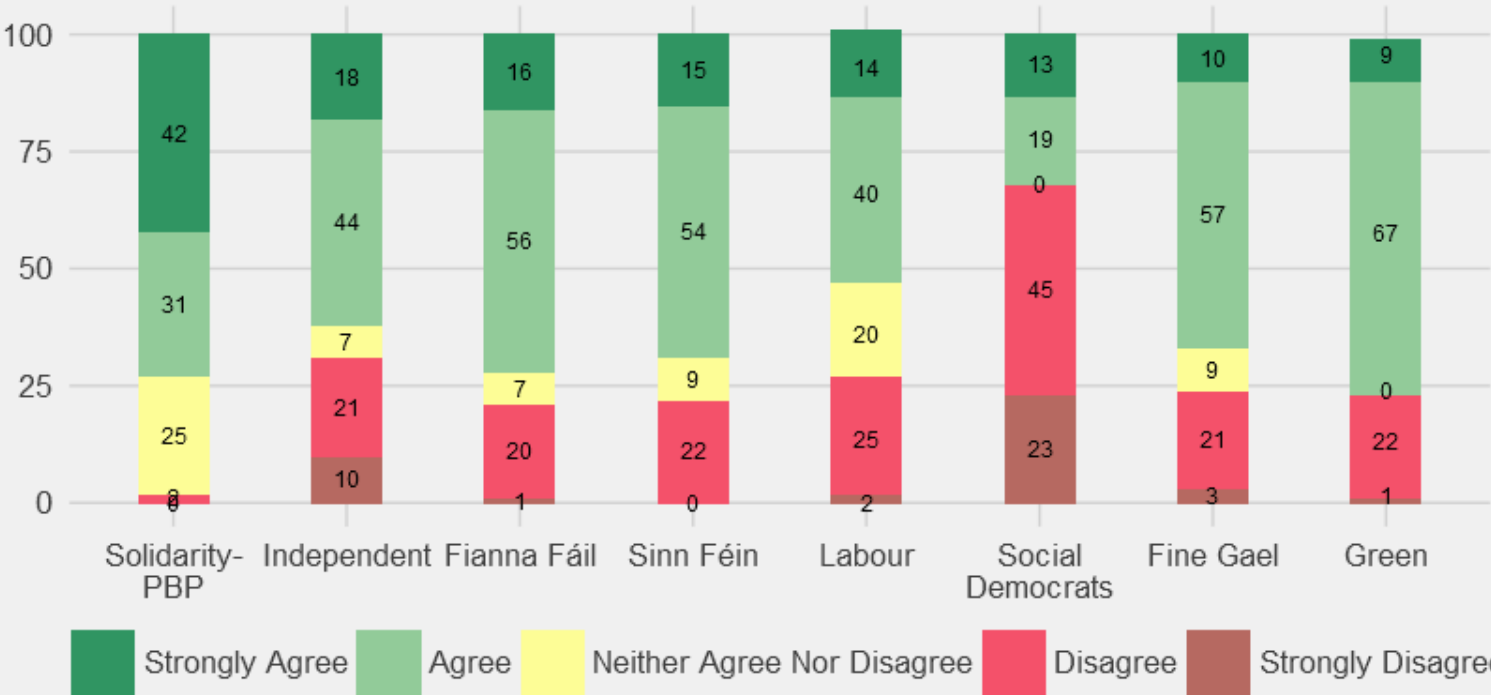
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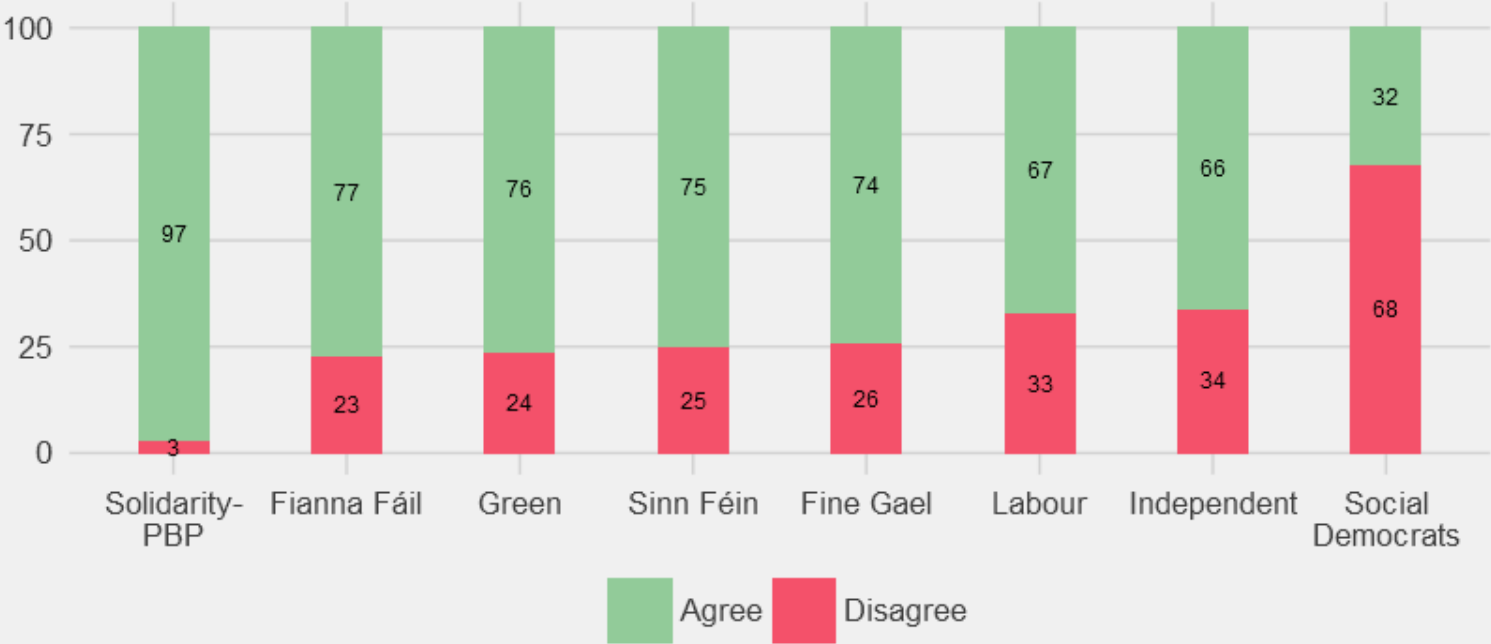
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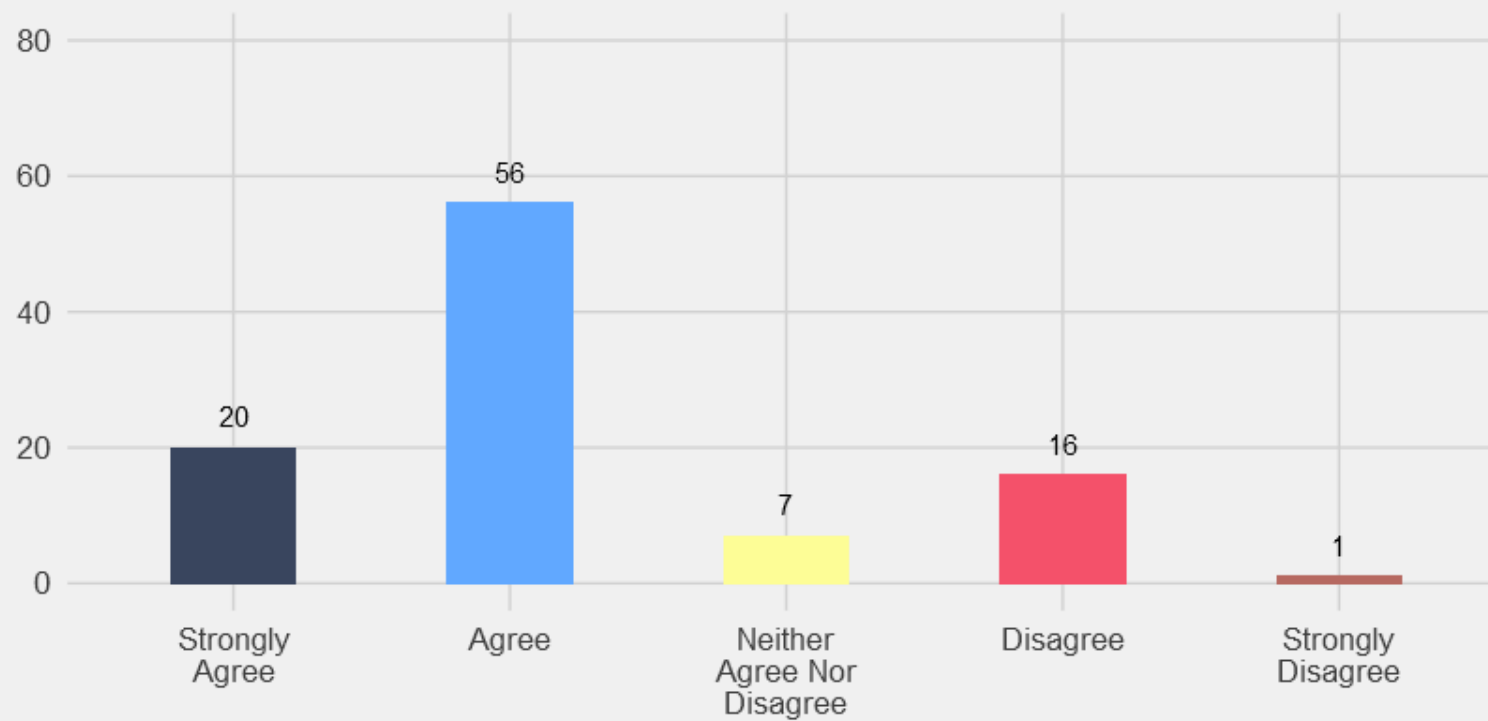


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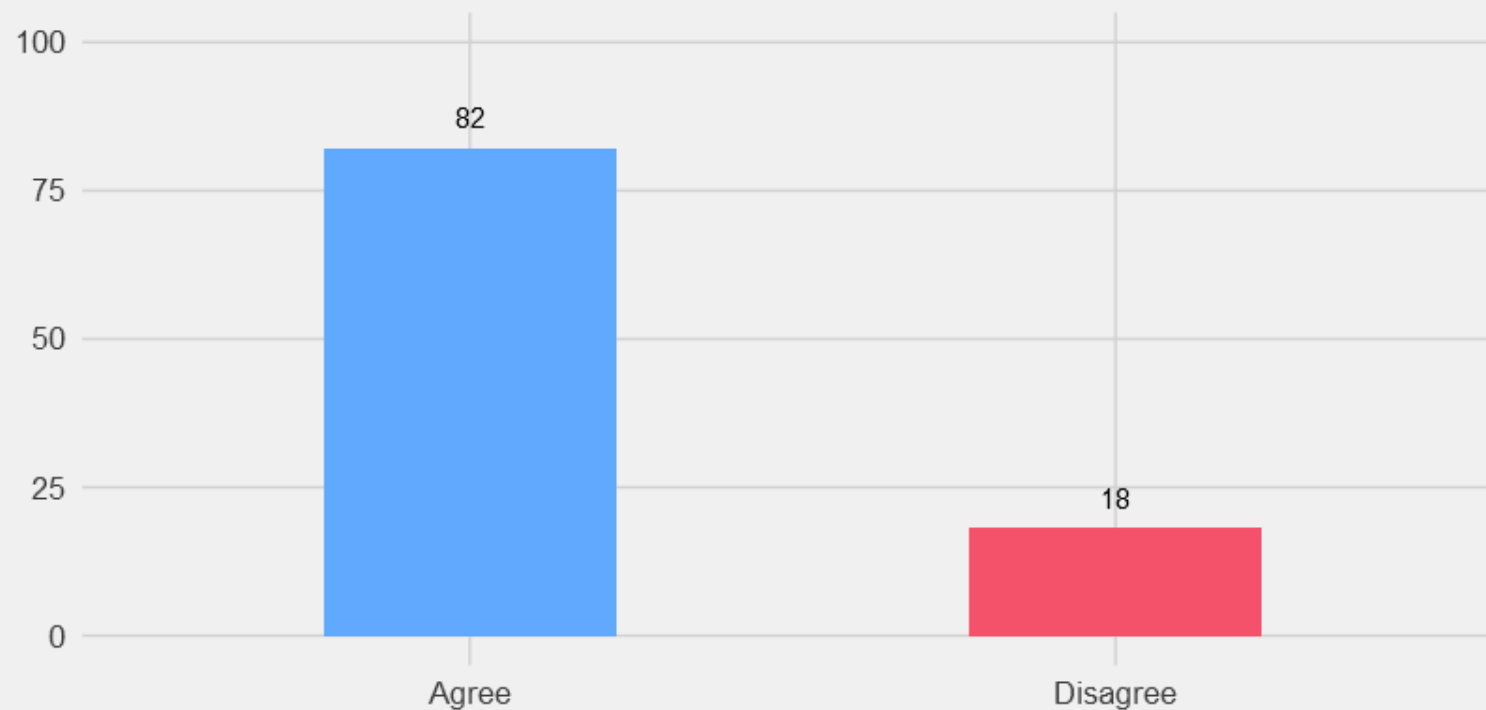


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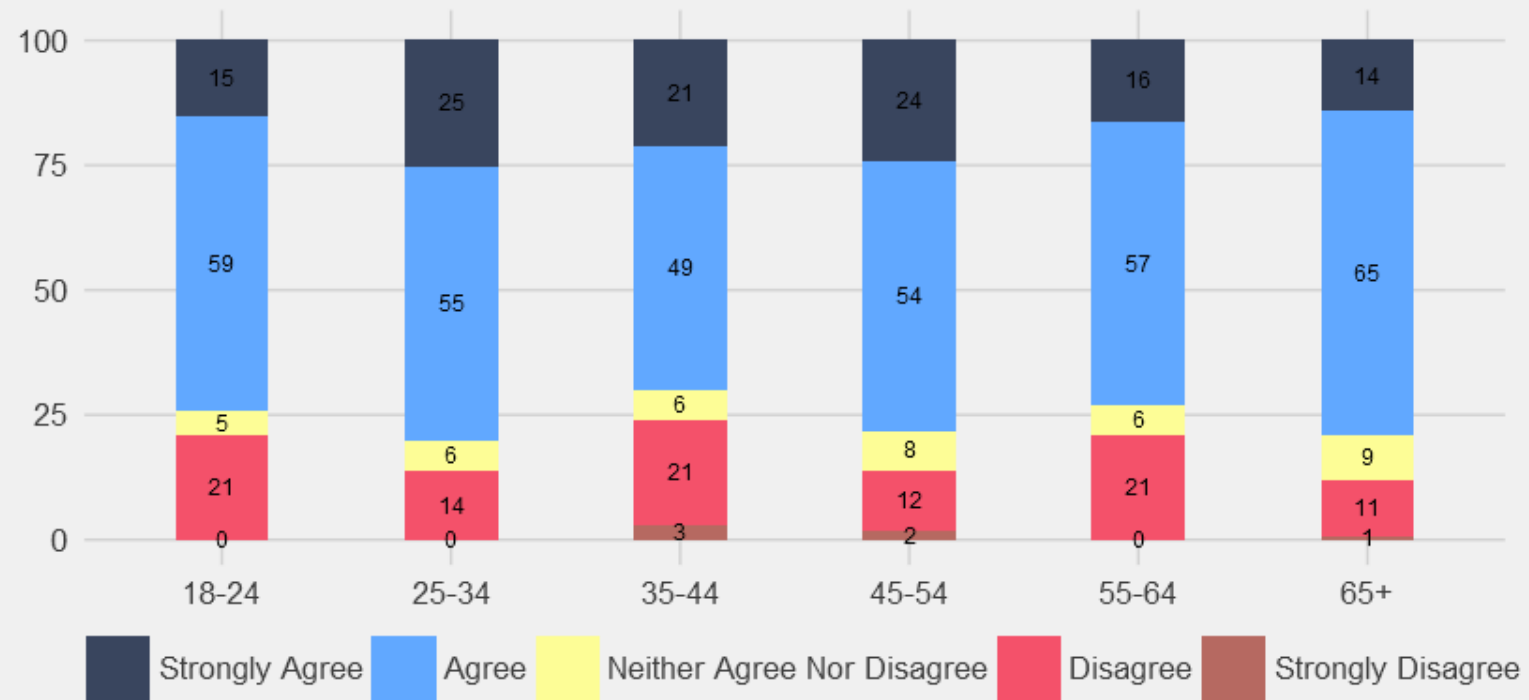
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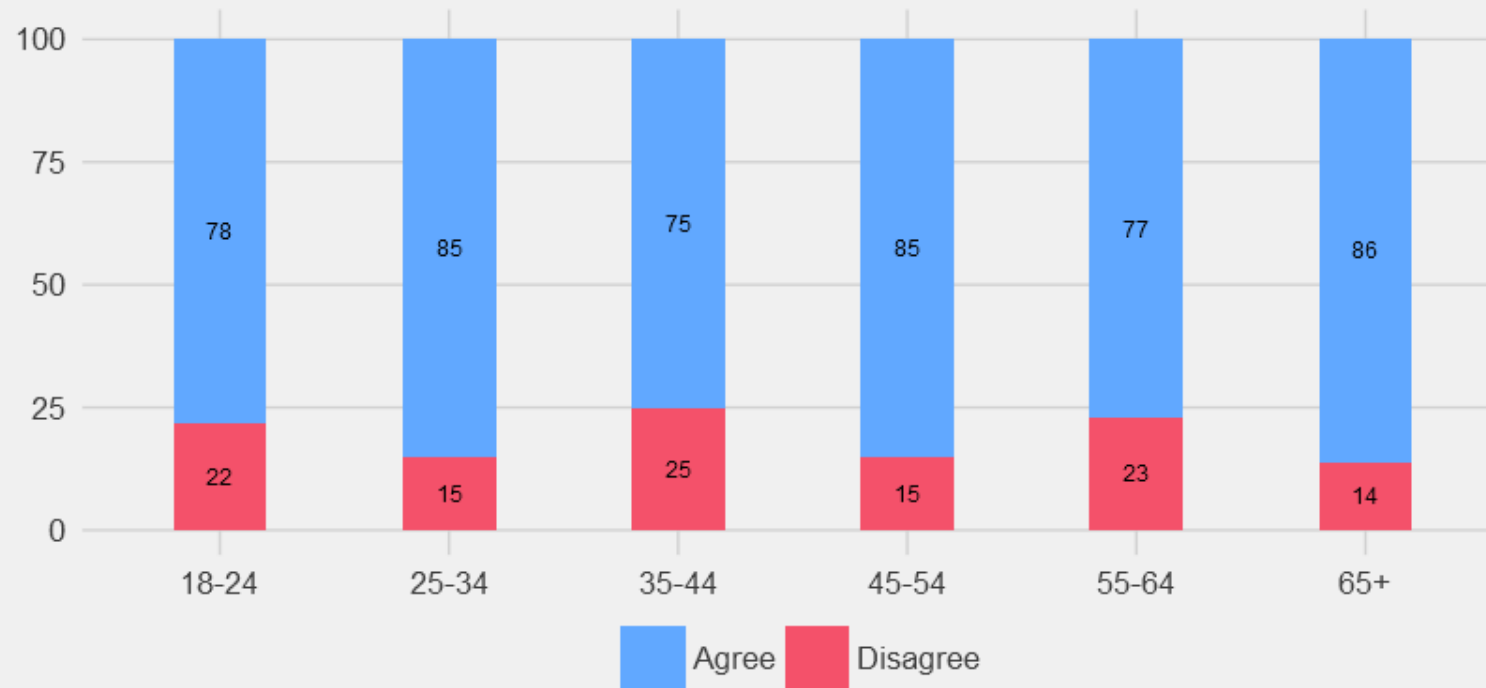
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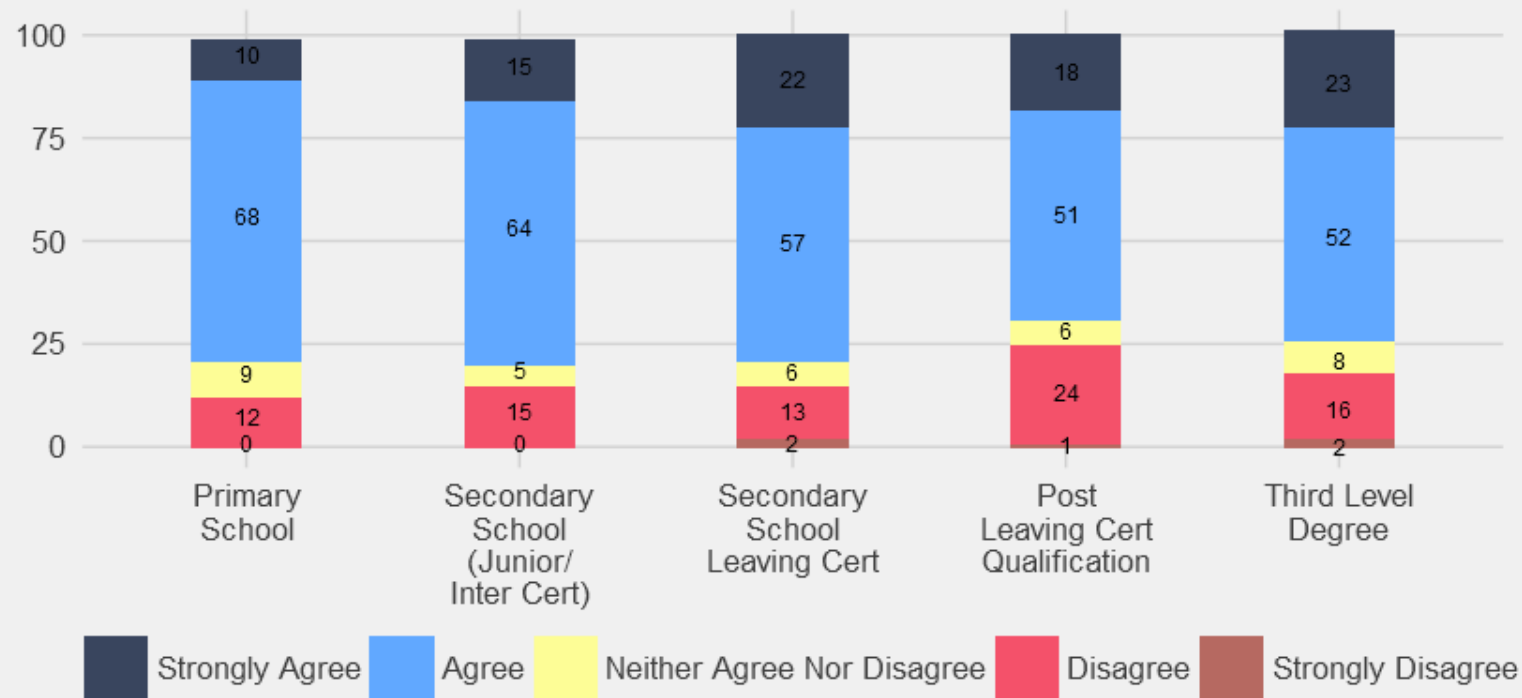
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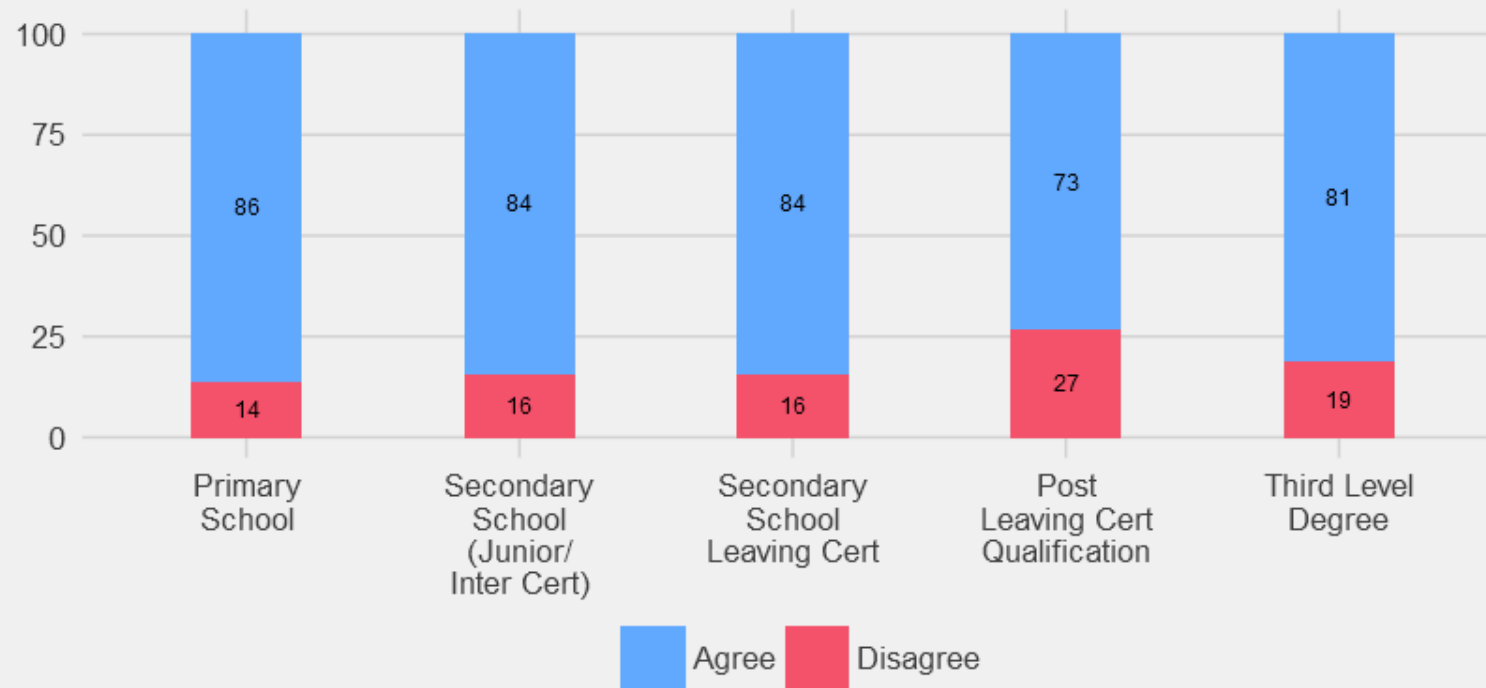
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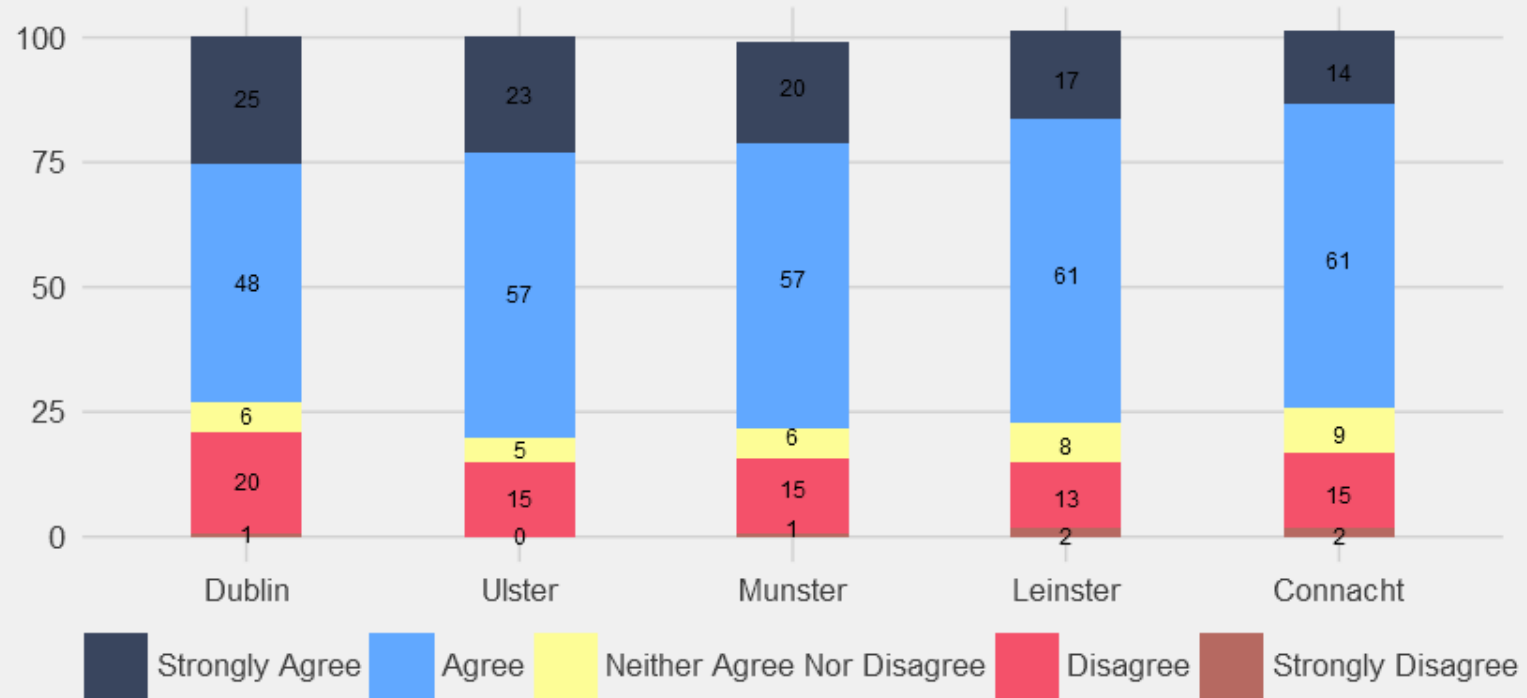
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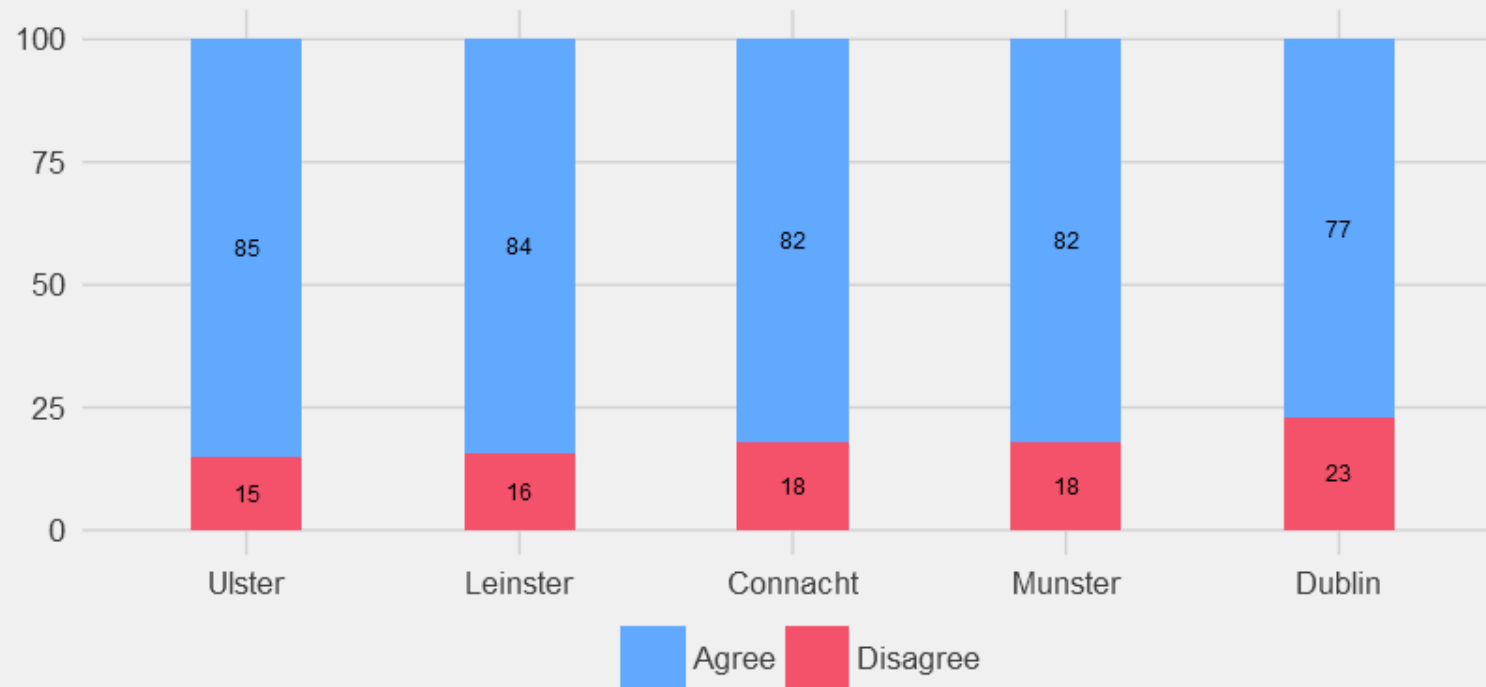
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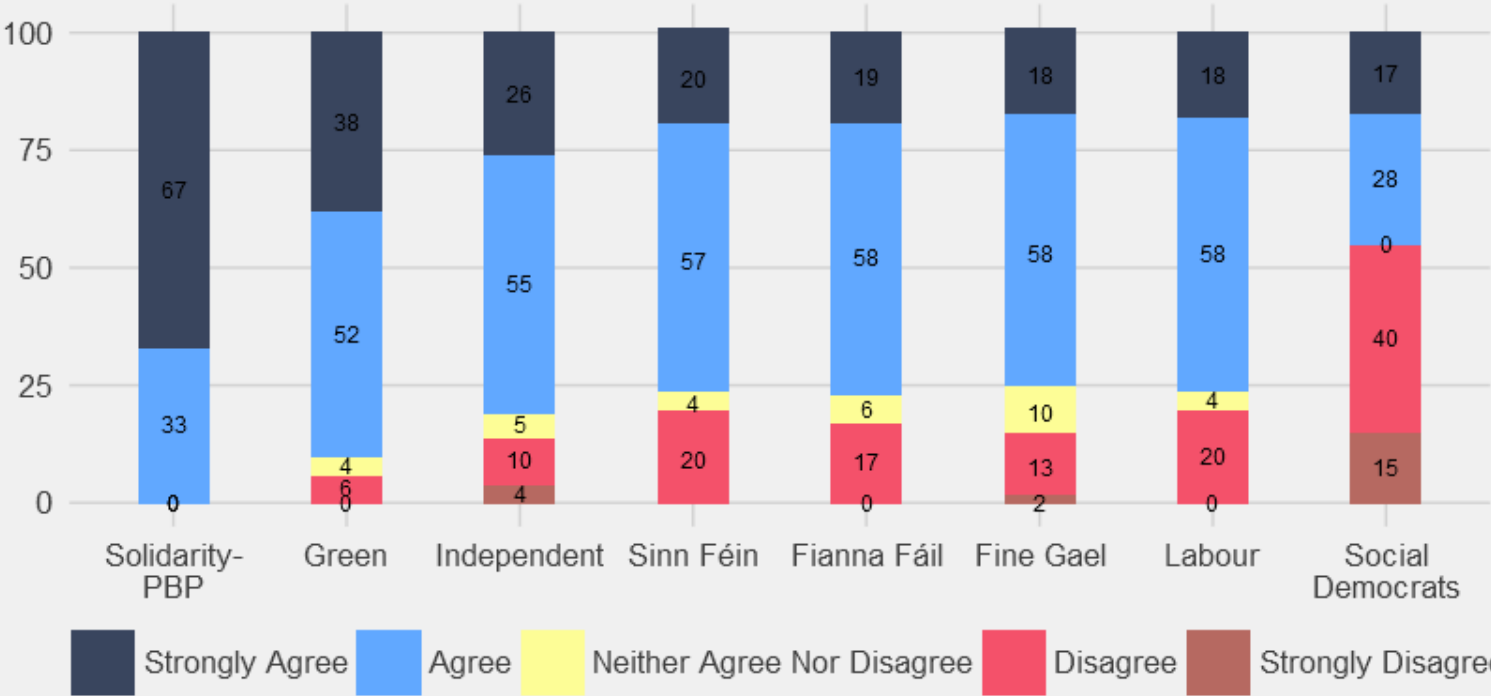
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