Ireland Thinks poll on attitudes to alcohol consumption
Commissioned by Alcohol Action Ireland
Conducted June 12th to June 16th 2017
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.
- For further information please contact info@irelandthinks.ie
Please state whether you Agree, Disagree, Strongly Agree, Strongly Disagree or Neither Agree nor Disagree with the following:
‘Alcohol Marketing that appeals to young people should be prohibited in Ireland’
Alcohol marketing that appeals to young people should be prohibited in Ireland

- Strongly Agree: 20
- Agree: 56
- Neither Agree Nor Disagree: 7
- Disagree: 16
- Strongly Disagree: 1
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)

- Agree: 82
- Disagree: 18
Alcohol marketing that appeals to young people should be prohibited in Ireland.
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>78</td>
<td>22</td>
</tr>
<tr>
<td>25-34</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>35-44</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>45-54</td>
<td>65</td>
<td>15</td>
</tr>
<tr>
<td>55-64</td>
<td>77</td>
<td>23</td>
</tr>
<tr>
<td>65+</td>
<td>86</td>
<td>14</td>
</tr>
</tbody>
</table>
Alcohol marketing that appeals to young people should be prohibited in Ireland

- **Primary School:**
  - Strongly Agree: 9
  - Agree: 68
  - Neither Agree Nor Disagree: 12
  - Disagree: 5
  - Strongly Disagree: 0

- **Secondary School (Junior/Inter Cert):**
  - Strongly Agree: 15
  - Agree: 64
  - Neither Agree Nor Disagree: 15
  - Disagree: 5
  - Strongly Disagree: 0

- **Secondary School Leaving Cert:**
  - Strongly Agree: 22
  - Agree: 57
  - Neither Agree Nor Disagree: 13
  - Disagree: 2
  - Strongly Disagree: 0

- **Post Leaving Cert Qualification:**
  - Strongly Agree: 18
  - Agree: 51
  - Neither Agree Nor Disagree: 24
  - Disagree: 1
  - Strongly Disagree: 0

- **Third Level Degree:**
  - Strongly Agree: 23
  - Agree: 52
  - Neither Agree Nor Disagree: 16
  - Disagree: 8
  - Strongly Disagree: 2
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)

- Primary School: 80% Agree, 14% Disagree
- Secondary School (Junior/Inter Cert): 84% Agree, 16% Disagree
- Secondary School Leaving Cert: 84% Agree, 16% Disagree
- Post Leaving Cert Qualification: 73% Agree, 27% Disagree
- Third Level Degree: 81% Agree, 19% Disagree
Alcohol marketing that appeals to young people should be prohibited in Ireland

- **Dublin**: Strongly Agree: 6, Agree: 48, Neither Agree Nor Disagree: 6, Disagree: 20, Strongly Disagree: 1
- **Ulster**: Strongly Agree: 5, Agree: 57, Neither Agree Nor Disagree: 15, Disagree: 15, Strongly Disagree: 0
- **Munster**: Strongly Agree: 6, Agree: 57, Neither Agree Nor Disagree: 15, Disagree: 1, Strongly Disagree: 1
- **Leinster**: Strongly Agree: 8, Agree: 61, Neither Agree Nor Disagree: 13, Disagree: 2, Strongly Disagree: 2
- **Connacht**: Strongly Agree: 9, Agree: 61, Neither Agree Nor Disagree: 15, Disagree: 2, Strongly Disagree: 0
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