Alcohol Action Ireland/Ireland Thinks June Poll
27th June 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.
- 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?

- No: 22
- Yes: 78
Are you concerned about children and their exposure to alcohol?
Are you concerned about children and their exposure to alcohol?

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary School</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>Secondary School (Junior/Inter Cert)</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>Secondary School Leaving Cert</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>Post Leaving Cert Qualification</td>
<td>78</td>
<td>22</td>
</tr>
<tr>
<td>Third Level Degree</td>
<td>75</td>
<td>25</td>
</tr>
</tbody>
</table>
Are you concerned about children and their exposure to alcohol?

- Connacht: 25% No, 75% Yes
- Leinster: 24% No, 76% Yes
- Munster: 19% No, 81% Yes
- Ulster: 17% No, 83% Yes
Are you concerned about children and their exposure to alcohol?

- Independent: 73% Yes, 27% No
- Labour: 74% Yes, 20% No
- Fine Gael: 75% Yes, 25% No
- Sinn Féin: 78% Yes, 22% No
- Green: 80% Yes, 20% No
- Social Democrats: 80% Yes, 20% No
- Fianna Fáil: 84% Yes, 16% No
- Solidarity–PBP: 100% Yes, 0% No

Yellow represents No, and red represents Yes.
“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”
The current level of alcohol consumption in Ireland is too high.
The current level of alcohol consumption in Ireland is too high ([strongly] agree versus [strongly] disagree excluding neither)
The current level of alcohol consumption in Ireland is too high

18-24: Strongly Agree 17, Agree 72, Neither Agree Nor Disagree 6, Disagree 5, Strongly Disagree 0
25-34: Strongly Agree 20, Agree 59, Neither Agree Nor Disagree 9, Disagree 12, Strongly Disagree 0
35-44: Strongly Agree 24, Agree 59, Neither Agree Nor Disagree 10, Disagree 7, Strongly Disagree 0
45-54: Strongly Agree 28, Agree 59, Neither Agree Nor Disagree 5, Disagree 7, Strongly Disagree 0
55-64: Strongly Agree 27, Agree 61, Neither Agree Nor Disagree 6, Disagree 5, Strongly Disagree 3
65+: Strongly Agree 27, Agree 63, Neither Agree Nor Disagree 3, Disagree 5, Strongly Disagree 0
The current level of alcohol consumption in Ireland is too high ([strongly] agree versus [strongly] disagree excluding neither)
The current level of alcohol consumption in Ireland is too high

- **Primary School**: 28% Strongly Agree, 59% Agree, 5% Neither Agree Nor Disagree, 7% Disagree, 0% Strongly Disagree
- **Secondary School (Junior/InterCert)**: 19% Strongly Agree, 69% Agree, 0% Neither Agree Nor Disagree, 0% Disagree, 0% Strongly Disagree
- **Secondary School Leaving Cert**: 28% Strongly Agree, 61% Agree, 5% Neither Agree Nor Disagree, 8% Disagree, 0% Strongly Disagree
- **Post Leaving Cert Qualification**: 17% Strongly Agree, 62% Agree, 13% Neither Agree Nor Disagree, 9% Disagree, 0% Strongly Disagree
- **Third Level Degree**: 27% Strongly Agree, 59% Agree, 7% Neither Agree Nor Disagree, 7% Disagree, 0% Strongly Disagree
The current level of alcohol consumption in Ireland is too high ([strongly] agree versus [strongly] disagree excluding neither)

- Primary School: 92% agree, 8% disagree
- Secondary School (Junior/Inter Cert): 91% agree, 9% disagree
- Secondary School Leaving Cert: 94% agree, 6% disagree
- Post Leaving Cert Qualification: 90% agree, 10% disagree
- Third Level Degree: 92% agree, 8% disagree
The current level of alcohol consumption in Ireland is too high

- Ulster: Strongly Agree (35), Agree (58), Neither Agree Nor Disagree (9), Disagree (1)
- Munster: Strongly Agree (30), Agree (56), Neither Agree Nor Disagree (9), Disagree (5)
- Dublin: Strongly Agree (23), Agree (62), Neither Agree Nor Disagree (8), Disagree (5)
- Leinster: Strongly Agree (23), Agree (64), Neither Agree Nor Disagree (8), Disagree (5)
- Connacht: Strongly Agree (17), Agree (66), Neither Agree Nor Disagree (9), Disagree (5)
The current level of alcohol consumption in Ireland is too high ([strongly] agree versus [strongly] disagree excluding neither)
The current level of alcohol consumption in Ireland is too high
The current level of alcohol consumption in Ireland is too high ([strongly] agree versus [strongly] disagree excluding neither)

- Green: 100 Agree, 0 Disagree
- Social Democrats: 100 Agree, 0 Disagree
- Solidarity-PBP: 100 Agree, 0 Disagree
- Independent: 95 Agree, 5 Disagree
- Fianna Fáil: 94 Agree, 6 Disagree
- Fine Gael: 92 Agree, 8 Disagree
- Labour: 92 Agree, 8 Disagree
- Sinn Féin: 87 Agree, 13 Disagree

Agree

Disagree
“Please state whether you Agree, Disagree, Strongly Agree, Strongly Disagree or Neither Agree nor Disagree with the following: The government has to intervene to help reduce consumption and protect individuals from alcohol-related harm.”
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm ([strongly] agree versus [strongly] disagree excluding neither)

- Agree: 74
- Disagree: 26
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm.
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm ([strongly] agree versus [strongly] disagree excluding neither)
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm.
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm ([strongly] agree versus [strongly] disagree excluding neither)
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm.
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm ([strongly] agree versus [strongly] disagree excluding neither)
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm.
The government has to intervene to help reduce consumption and protect individuals from alcohol related harm ([strongly] agree versus [strongly] disagree excluding neither)
“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)
Alcohol marketing that appeals to young people should be prohibited in Ireland

- **18-24**: Strongly Agree: 5, Agree: 59, Neither Agree Nor Disagree: 6, Disagree: 21, Strongly Disagree: 0
- **25-34**: Strongly Agree: 0, Agree: 14, Neither Agree Nor Disagree: 21, Disagree: 6, Strongly Disagree: 0
- **35-44**: Strongly Agree: 3, Agree: 49, Neither Agree Nor Disagree: 21, Disagree: 8, Strongly Disagree: 0
- **45-54**: Strongly Agree: 2, Agree: 54, Neither Agree Nor Disagree: 12, Disagree: 21, Strongly Disagree: 0
- **55-64**: Strongly Agree: 0, Agree: 57, Neither Agree Nor Disagree: 6, Disagree: 21, Strongly Disagree: 0
- **65+**: Strongly Agree: 1, Agree: 65, Neither Agree Nor Disagree: 9, Disagree: 11, Strongly Disagree: 0
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)
Alcohol marketing that appeals to young people should be prohibited in Ireland

- Primary School: 9 Strongly Agree, 68 Agree, 12 Neither Agree Nor Disagree, 0 Disagree, 0 Strongly Disagree
- Secondary School (Junior/Inter Cert): 15 Strongly Agree, 64 Agree, 15 Neither Agree Nor Disagree, 0 Disagree, 0 Strongly Disagree
- Secondary School Leaving Cert: 22 Strongly Agree, 57 Agree, 6 Neither Agree Nor Disagree, 2 Disagree, 1 Strongly Disagree
- Post Leaving Cert Qualification: 18 Strongly Agree, 51 Agree, 5 Neither Agree Nor Disagree, 24 Disagree, 1 Strongly Disagree
- Third Level Degree: 23 Strongly Agree, 52 Agree, 8 Neither Agree Nor Disagree, 2 Disagree, 2 Strongly Disagree
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dublin</td>
<td>20</td>
<td>48</td>
<td>2</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Ulster</td>
<td>23</td>
<td>57</td>
<td>5</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Munster</td>
<td>20</td>
<td>57</td>
<td>6</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Leinster</td>
<td>17</td>
<td>61</td>
<td>8</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>Connacht</td>
<td>14</td>
<td>61</td>
<td>9</td>
<td>15</td>
<td>2</td>
</tr>
</tbody>
</table>
Alcohol marketing that appeals to young people should be prohibited in Ireland ([strongly] agree versus [strongly] disagree excluding neither)

- Ulster: Agree 85%, Disagree 15%
- Leinster: Agree 84%, Disagree 16%
- Connacht: Agree 82%, Disagree 18%
- Munster: Agree 82%, Disagree 18%
- Dublin: Agree 77%, Disagree 23%
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)