

Ipsos MRBI



# Alcohol: Public Knowledge, Attitudes and Behaviours



Report



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## Foreword

Alcohol plays a complex role in Irish society. It is associated with many aspects of cultural life and is consumed for enjoyment and relaxation. Alcohol plays a role in the Irish economy by generating employment, tax income and export income. Alcohol manufacturing and retail industry provided €2 billion in VAT and excise receipts to the State in 2009.

However, evidence shows that alcohol is no ordinary commodity. It is responsible for a considerable burden of health and social harms at individual, family and societal levels. Alcohol is a psychoactive drug that can impair motor skills and judgement. It is a drug of dependence and can, for some people, act as a gateway to the use of illicit drugs. Binge and harmful drinking are common phenomena in Ireland. In 2007 the overall cost of harmful use of alcohol was estimated to be €3.7 billion, representing 1.9 per cent of GNP that year.

The Department of Health asked the Health Research Board (HRB) to ascertain the knowledge, opinions and behaviours of the general public in relation to alcohol consumption and whether they agreed or disagreed with some of the measures proposed in the recently published Report of the Working Group on a National Substance Misuse Strategy (for alcohol).

The HRB designed a draft questionnaire with some input from senior members of the HSE National Alcohol Awareness Campaign. The HRB and Ipsos MRBI finalised the draft questionnaire and Ipsos MRBI maximised the objectivity in the way the questions were worded and ensured that the layout and coding would facilitate easy administration. Ipsos MRBI used their national quota survey methodology and their highly trained interviewers to implement the survey. At the request of the HRB, Ipsos MRBI weighted the data using the Census 2011 and analysed each question by gender and age. The HRB thank Ipsos MRBI for their work of this survey.

The HRB welcomes the public input to this survey. The survey findings indicate that there is a strong belief (85 per cent) among the 1,020 survey respondents that the current level of alcohol consumption in Ireland is too high and a general perception (73 per cent) that Irish society tolerates high-levels of alcohol consumption. A considerable majority (72 per cent) say they know someone who, in their opinion, drinks too much alcohol, and of the 744 respondents who know someone who drinks too much, 42 per cent say that the person is an immediate family member.

Almost 6 out of 10 (58 per cent) do not think the government is doing enough to reduce alcohol consumption while only 19 per cent think the government is doing enough. Over three-quarters (78 per cent) believe the government has a responsibility to implement public health measures to address high alcohol consumption and people's support indicate that there is support for implementing a number of the measures in the recently published *Report of the Working Group on a National Substance Misuse Strategy* (for alcohol) such as detailed labelling for alcohol containers, measures to deal with alcohol and driving, restrictions on advertising, minimum pricing, seeking contributions from the drinker and the alcohol industry to pay for the health consequences of excess alcohol use, and restricting advertising. There is minority support for reducing the number of outlets selling alcohol, banning the alcohol industry sponsoring sporting events and musical events and selling alcohol in separate premises to food and other household products.

The findings in this survey are consistent with general population surveys, surveys among school children and other public opinion surveys which add to the strength of the evidence.

**Health Research Board**

# Executive Summary

# Executive Summary

## *i. Introduction*

In May 2012, the Health Research Board, on behalf of the Department of Health, commissioned Ipsos MRBI to conduct a survey in order to measure public knowledge, attitudes and behaviour towards the purchasing and consumption of alcohol; the marketing and selling of alcohol; and current and possible responses to alcohol-related health and social harms.

A questionnaire designed by the Health Research Board in collaboration with Ipsos MRBI was administered to 1,020 respondents at 100 sampling points throughout all counties in the Republic of Ireland. The sample was representative of the 3.4 million adults aged 18 years and over when compared with Census 2011 figures and was further weighted to match the Census for analysis. Interviews were conducted using a face-to-face approach, at home addresses between 16<sup>th</sup> and 25<sup>th</sup> May, and took approximately 15 minutes to complete.

## *ii. Alcohol Consumption*

Seventeen per cent have not had an alcoholic drink in the last year. Forty nine per cent drink weekly or more often. Drinking at home is very popular among all age groups, at between 74 and 90 per cent of all those who have ever drunk alcohol in the past.

Almost four out of ten say that they have heard the term “standard drink”. Less than one out of ten (9 per cent) can correctly identify the number of standard drinks in four different alcoholic drinks of various measures. Half (50 per cent) can correctly identify between 1 and 3 of the examples.

Similarly, just under one out of ten (9 per cent) can correctly identify the pre-2010 recommended weekly maximum number of standard drinks for men and for women.

There is strong support for more labelling on cans and bottles containing alcohol. The vast majority (98 per cent) support including labelling on the alcohol strength, the number of calories (82 per cent), details of alcohol-related harms (95 per cent) and on the ingredients (91 per cent).

There is near complete support (95 per cent or over) for healthcare professional asking about alcohol consumption where it is linked to the patient’s condition or treatment. Support in the context of routine history taking, although lower, is also strong at 89 per cent.

### ***iii. Impact of Alcohol on Society***

The vast majority (86 per cent) agree that there are high rates of drunkenness on Irish streets at night and equally (85 per cent) that the current level of alcohol consumption in Ireland is too high. Seven out of ten (71 per cent) do not agree that alcohol consumption is reducing in Ireland. A similar number (73 per cent) thinks that Irish society tolerates high levels of alcohol consumption.

Three-quarters (75 per cent) do not agree it is safe to drive after one alcoholic drink while nine out of ten (90 per cent) do not agree that it is safe to drive after two alcoholic drinks. There is widespread support (94 per cent) for mandatory testing of the alcohol levels of drivers involved in traffic accidents and strong support (84 per cent) for fitting an “alcohol lock” in the car of those convicted of drink driving on more than one occasion.

Eight out of ten (80 per cent) disagree with the statement that it is safe to drink a glass of wine every day during the last 12 weeks of pregnancy.

The common medical conditions associated with consuming alcohol in excess of the recommended maximum, such as liver disease (92 per cent), pancreatitis (84 per cent) and high blood pressure (80 per cent), are widely known. The increased risks of breast cancer (49 per cent) and bowel cancer (65 per cent) are less well known.

Seventy two per cent say they know someone who, in their opinion, drinks too much alcohol and four out of ten (42 per cent) of these cases this is a member of their immediate family.

Sixty one per cent believe that people who drink alcohol should contribute to the health-related costs of excess alcohol consumption. Forty two per cent believe that the alcohol industry and 27 per cent believe the State, through taxation, should contribute to these costs.

### ***iv. Pricing, Availability and Marketing of Alcohol***

Around three-quarters (76 per cent) have purchased alcohol in a supermarket in the past few years. Of these, just over half (52 per cent) believe the price of alcohol has fallen in supermarkets during this time, almost one-quarter (23 per cent) believe it has remained the same and 17 per cent believe that it has increased in price. One-quarter (25 per cent) of those noticing a fall in the price claim the amount they purchase has increased.

Half (50 per cent) of those age between 18-24 years agree that they would buy more alcohol if supermarkets decreased prices while almost two-thirds (65 per cent) agree that they buy more alcohol when it is on special offer. It would require a 25 per cent price increase to get at least two-thirds (67 per cent) of those purchasing alcohol in supermarkets to reduce the amount of the alcohol they purchase. Over one-third (35 per cent) would decrease the amount they purchase in response to a ten per cent price increase.



Almost 6 out of 10 (58 per cent) agree that there should be a minimum price below which alcohol cannot be sold, with agreement strongest among those aged between 35-64 years at 65 per cent. Over one-fifth (21 per cent) do not support minimum pricing for alcohol, with disagreement highest among those aged between 18-24 years at 40 per cent.

Around two-thirds (65 per cent) agree that the number of off-licences has increased in recent years. Forty seven per cent agree that the government should reduce the number of outlets selling alcohol. Forty per cent agree that the alcohol should be sold in separate premises to food and other household products.

Forty six per cent disagree that there is no relationship between the number of outlets selling alcohol and public order offences while over one-quarter (26 per cent) agree no such relationship exists. Seventy one per cent believe that drinkers should contribute to the costs of alcohol related public disorder, relationship difficulties and financial loss. Thirty per cent believe the alcohol industry and 22 per cent the State, through taxation, should contribute to these costs.

Sizeable proportions (between 35 and 51 per cent) do not believe that the Garda Síochána is doing enough to enforce licensing laws. There is wide agreement (between 67 and 71 per cent) that the HSE should take a proactive approach in the granting and renewal of licences.

Two-thirds (66 per cent) agree that distance sales are an easy way for young people to obtain alcohol, while 15 per cent agree that distance sales are strictly monitored.

Fifty seven per cent believe that young people should be 18 years or older before their parents allow them drink alcohol at home. Over two-thirds (68 per cent) believe that young people should be aged 18 years or older before their parents purchase alcohol on their behalf.

Sixteen per cent are aware of the Responsible Server Scheme. Of these, almost half (48 per cent) say that the bar they visit most frequently has completed this scheme. The most common encounter with the Scheme is seeing staff refuse to serve those under the influence of alcohol (89 per cent). However, 24 per cent of those surveyed say that they have noticed that those who have had training serve alcohol to those under the legal age.

Almost 8 out of 10 (78 per cent) believe that alcohol advertising should be limited to the product itself. Eighty per cent believe alcohol advertising in cinemas screening movies rated suitable for viewing by those aged under-18 should not be allowed. Thirty one per cent believe alcohol advertising should not be allowed in cinemas before movies rated for over 18s. Seventy six per cent support not allowing alcohol advertising on TV and radio before 9pm while 27 per cent support not allowing it after 9pm. Seventy per cent support not allowing alcohol advertising on social media sites and 57 per cent support not allowing alcohol advertising on billboards and at bus stops.

Two-fifths (42 per cent) support not allowing the alcohol industry sponsor sporting events and over one-third (37 per cent) support not allowing alcohol sponsorship of musical events.

When asked if all alcohol advertising should not be allowed, two-fifths (40 per cent) agreed, one-third (34 per cent) disagreed and one-quarter (26 per cent) did not know.

## **v. *Government Intervention***

Over three-quarters (78 per cent) agree that the government has a responsibility to implement public health measures to address high alcohol consumption, with strongest agreement among those aged 25 years and older. Almost six out of ten (58 per cent) do not think that the government is doing enough to reduce alcohol consumption.

# Introduction

# 1. Introduction

## 1.1 *Background*

In May 2012, the Health Research Board, on behalf of the Department of Health, commissioned Ipsos MRBI to conduct a survey in order to measure public knowledge of, attitudes towards and behaviours in relation to –

- Purchasing and consumption of alcohol.
- Marketing and selling of alcohol.
- Current and potential responses to alcohol-related health and social harms.

## 1.2 *Methodology*

Ipsos MRBI fieldforce staff conducted 1,020 face-to-face interviews with a quota sample representative of the circa 3.4 million adults aged 18 years and over, at home addresses between 16<sup>th</sup> and 25<sup>th</sup> May covering 100 sampling points throughout all counties in the Republic of Ireland.

The questionnaire was designed by the Health Research Board in collaboration with Ipsos MRBI and took approximately 15 minutes to complete. A copy is provided in the Appendix.

Every interviewer has completed extensive training to meet the strict fieldwork quality standards set by the ESOMAR International Code of Marketing and Social Research Practice and in line with Ipsos MRBI's ISO-accredited Quality Management System. Interviewers assigned to work on this project have previously worked on projects that use the same sampling approach and are well-versed in the application of these methodologies. All received detailed verbal and written briefings on the specifics of the project and questionnaire routing from the project and field managers. A copy of the interviewer instructions is provided in the Appendix. Interviewers know never to deviate from the briefing instructions or the directions on the questionnaire.

Quota based sampling was used to achieve a representative sample. In this process, all electoral wards were first listed with their populations. The required number of sampling points (100) was then selected from the list proportional to the population using a systematic selection process – a random start point and a systematic skip. Each sampling point represented the location of a cluster of interviews. The starting address was randomly selected from the GeoDirectory - a list of all addresses in the Republic of Ireland, compiled by An Post, which distinguishes between residential and commercial establishments. From here, interviewers followed a strict random route which ensured that there was at least one-quarter of a mile between two interviews in rural areas and 4 houses in urban areas.

In terms of respondent selection, interviewers were provided with specific quotas as a means of ensuring a nationally representative sample. Using the latest CSO estimates interlocking quota controls were applied to ensure that all segments of the population were included, e.g. females, 18-24 years, Dublin. Regional quotas for Dublin, rest of Leinster, Munster and Connaught/Ulster were also applied.

Checks and validation were conducted at each stage of data collection and processing. Ten per cent of interviews were subject to quality checks during fieldwork to monitor and verify the interviewing quality. These respondents were contacted by telephone and asked to comment on, among other things, the duration of the interview, their recollection of being asked specific questions and their reaction to both the overall interview and conduct of the interviewer.

Occupational coding based on the AIMRO *Guide to Social Class Grading* was conducted on completed questionnaires by members of the management team at head office.

At the data-entry stage a program was set-up to accept only valid codes for individual questions. When data-entry was completed ten per cent of questionnaires were randomly selected and entered for a second time. The file was then compared to the original records to identify any errors that required further attention. In addition, an edit programme was used to identify illogical patterns in the data or inconsistencies in responses.

Corrective weights were applied to the data at the analysis stage to compensate for imbalances in the survey sample compared to known adult population data. Because of the rigorous sample structure used, the corrective weighting used was minimal (see Table 1.1 overleaf).

**Table 1.1: Characteristics of survey sample compared to characteristics of population from Census 2011**

| Classification |                   | Number of Respondents | Unweighted Sample % | Weighted Sample % | Census 2011 |
|----------------|-------------------|-----------------------|---------------------|-------------------|-------------|
| Age            | 18-24 years       | 126                   | 12                  | 12                | 12          |
|                | 25-34 years       | 225                   | 22                  | 22                | 22          |
|                | 35-49 years       | 294                   | 29                  | 29                | 29          |
|                | 50-64 years       | 220                   | 22                  | 21                | 21          |
|                | 65 years and over | 155                   | 15                  | 16                | 16          |
| Gender         | Male              | 491                   | 48                  | 49                | 49          |
|                | Female            | 529                   | 52                  | 51                | 51          |
| Region         | Dublin            | 279                   | 27                  | 28                | 28          |
|                | Rest of Leinster  | 261                   | 26                  | 27                | 27          |
|                | Munster           | 281                   | 28                  | 27                | 27          |
|                | Conn/ Ulster      | 199                   | 20                  | 18                | 18          |

To ensure accuracy in the data, every question in the data file was checked against topline frequency counts that we (Ipsos MRBI) produced directly from the interviewing database. This ensured that the numbers in the data file reflected the numbers in the actual database and that no corruption or error had occurred during the creation of the data file. Every question was also checked to ensure that the base number was consistent with the expectation based on the filter for that question. With data files, where there were elements of data common to more than one table (e.g. unweighted bases) the two tables were compared to ensure both matched. Data were also compared across a number of key indicators to ensure a logical fit with results for other indicators.

At the request of the Health Research Board, the findings were analysed by age and gender. The association between age and gender and each question was tested using appropriate statistical tests to identify whether or not statistical significant relationships existed below the 5 per cent level. Where the Health Research Board deemed relevant, reference was made throughout to the findings of other surveys.

In all respects, the survey was conducted within the guidelines laid down by ESOMAR International Code of Marketing and Social Research Practice and accordance with Ipsos MRBI's ISO-accredited Quality Management System. For example, the contents of the interviewers' pack were signed-off by the project manager. Once packing was completed by the field team and before being dispatched to interviewers, some packs were randomly selected by the project executive and checked that they contained all of agreed contents, including the most recent editions of the questionnaire, show cards, contact sheets, etc. A further practice used to ensure consistency was the project manager signed off when each project milestone was achieved and before proceeding to the next stage.

# Alcohol Consumption

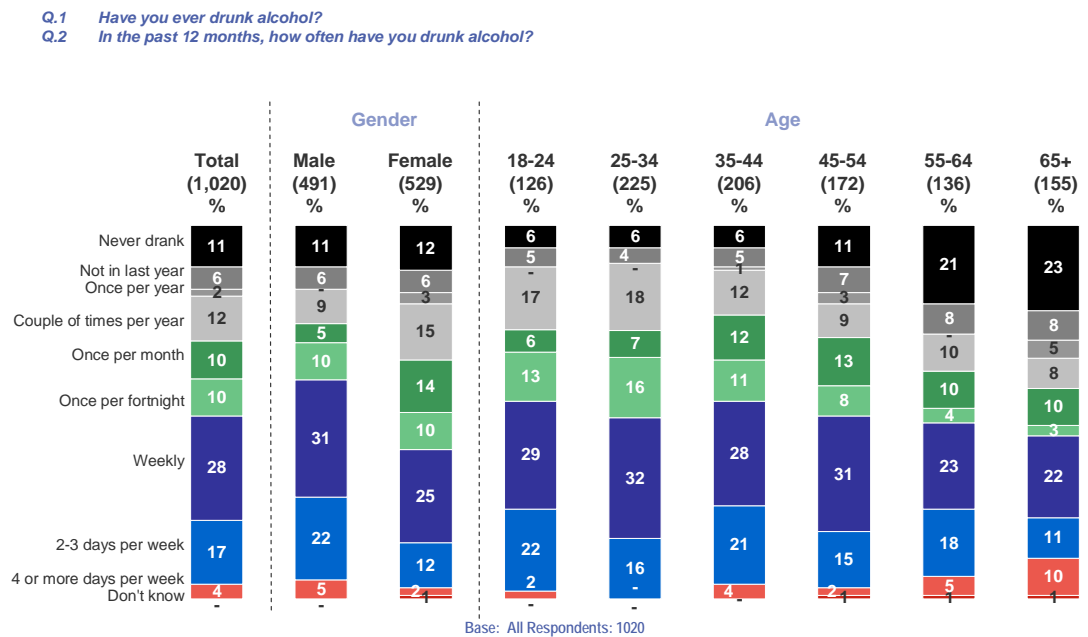
## 2. Alcohol Consumption

### 2.1. Frequency Of Alcohol Consumption

Seventeen per cent of all respondents reported that they did not drink alcohol in the 12 months prior to the survey. This is in line with the 2007 SLÁN survey which recorded 19 per cent of respondents not drinking in the last year.<sup>1</sup> Abstinence from alcohol in the year prior to the survey is more common among older age groups, with around 30 per cent of those aged 55 years and older reporting that they did not drink in the last year.

The proportion drinking alcohol weekly or more often is 49 per cent. In the 2010/11 National Advisory Committee on Drugs survey and the Alcohol Action Ireland<sup>2</sup> survey just under half (49 per cent) of respondents aged between 18 to 64 years drank alcohol weekly or more often.<sup>3</sup>

**Figure 2.1: Frequency of alcohol consumption**



<sup>1</sup> Morgan K, McGee H, Dicker P, Brugha R, Ward M, Shelley E, *et al.* (2009) *SLAN 2007: Survey of lifestyle, attitudes and nutrition in Ireland. Alcohol use in Ireland: a profile of drinking patterns and alcohol-related harm from SLAN 2007.* Dublin: Department of Health and Children.

<sup>2</sup> Alcohol Action Ireland (Martha Fanning) (2010) *Have we bottled it?* Behaviour and Attitudes survey. Presented at the Have We Bottled It? Alcohol Marketing and Young People conference, Dublin, 15 September 2010 <http://www.drugsandalcohol.ie/14122/>

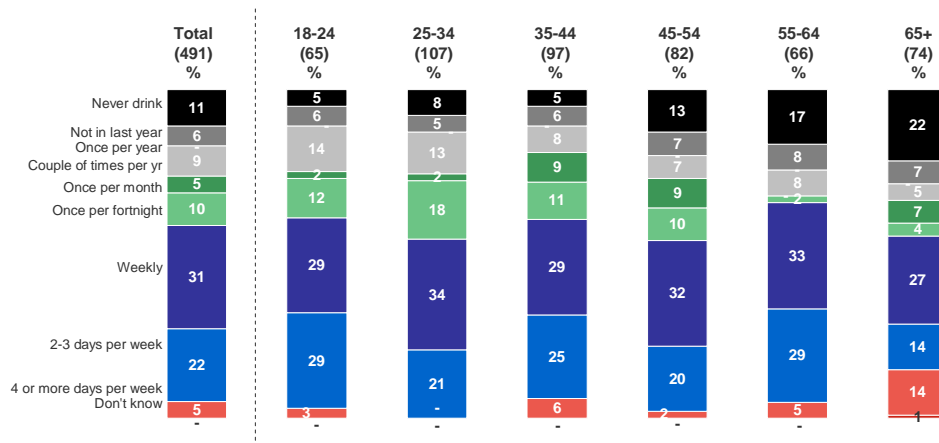
<sup>3</sup> NACD (Forthcoming) general population survey data 2010/11



Males aged between 55 - 64 years reported the highest frequency of alcohol consumption; 67 per cent drinking at least once per week.

**Figure 2.2: Frequency of alcohol consumption by gender - male**

Q.1 Have you ever drunk alcohol?  
Q.2 In the past 12 months, how often have you drunk alcohol?

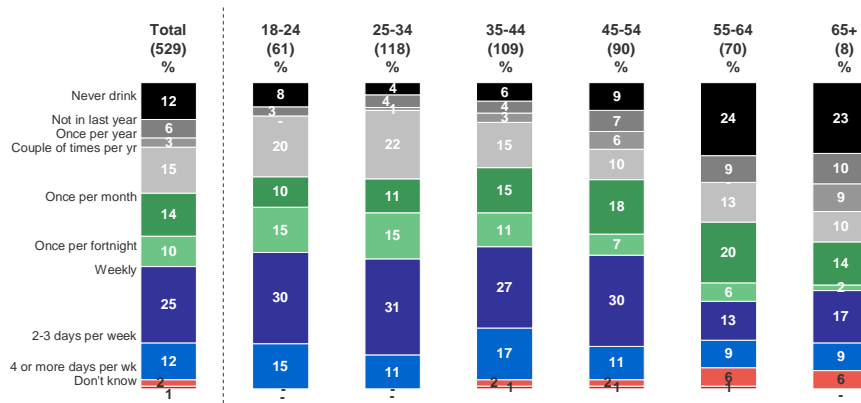


Base: All Males: 491

While weekly alcohol consumption remains broadly consistent among females in the 18 to 54 age categories, there is a decline in drinking at least monthly among those aged 55 years and over.

**Figure 2.3: Frequency of alcohol consumption by gender - female**

Q.1 Have you ever drunk alcohol?  
Q.2 In the past 12 months, how often have you drunk alcohol?



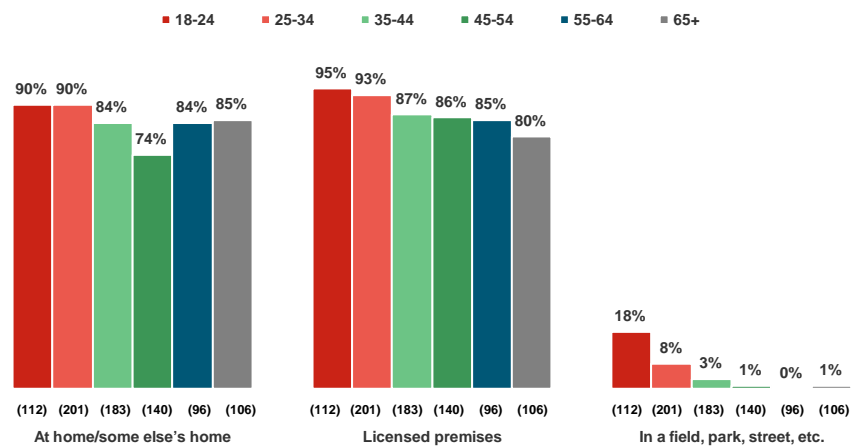
Base: All Females: 529

## 2.2. Location Of Alcohol Consumption

Among older age groups there is a decline in drinking at licensed premises, falling from 95 per cent of those aged between 18 to 24 year old to 80 per cent of those aged 65 years and older. Drinking at home is very popular among all age categories. Outdoor drinking is very much the preserve of the younger age groups.

**Figure 2.4: Location of alcohol consumption**

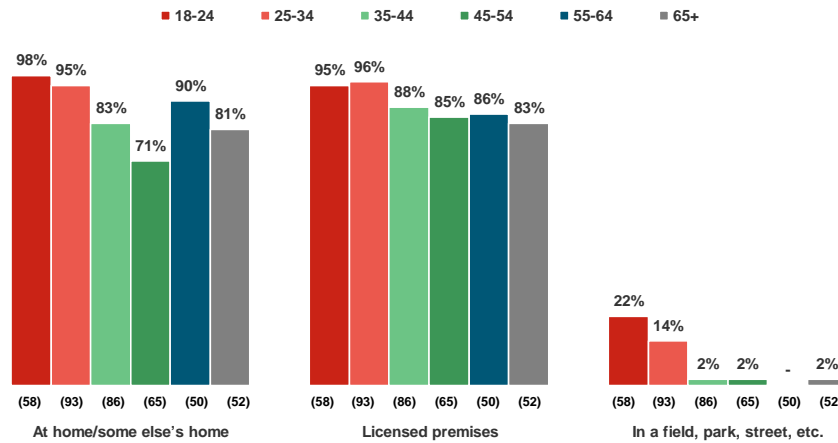
Q.3a And in which, if any, of these places have you drunk alcohol in the past year?



Younger men are more likely to drink alcohol at home or in another's home or at an outdoor location compared to other men

**Figure 2.5: Location of alcohol consumption by gender - males**

Q.3a And in which, if any, of these places have you drunk alcohol in the past year?

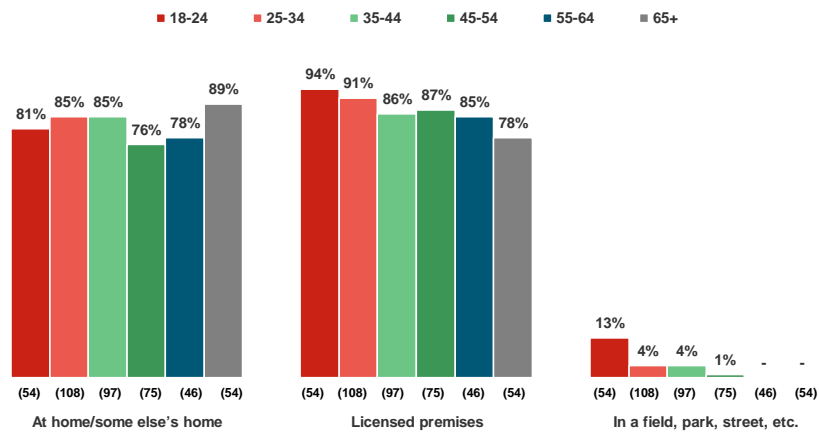


Base: All males who have drunk alcohol in the last year: 404

Up to age 64 years, female alcohol consumption is more common in licensed premises than at home or elsewhere.

**Figure 2.6: Location of alcohol consumption by gender - females**

Q.3a And in which, if any, of these places have you drunk alcohol in the past year?

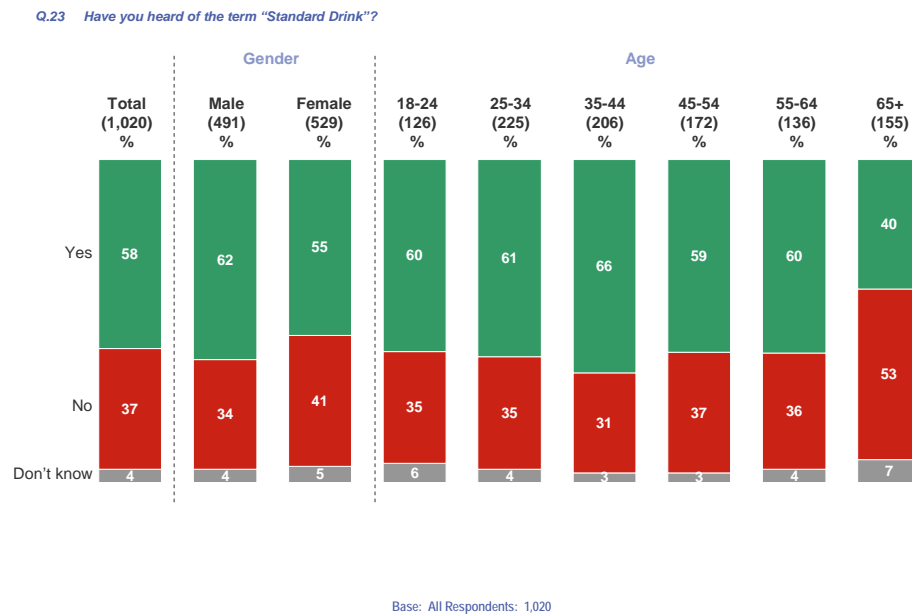


Base: All females who have drunk alcohol in the last year: 434

### 2.3. Knowledge Of The Standard Drink And Low-Risk Drinking Guidelines

Almost 6 out of 10 (58 per cent) have heard of the term “standard drink”. Males are more likely to have heard the term than females. There is little difference across the age groups up to 64 years. Those aged 65 years and older are less likely to have heard the term.

**Figure 2.15: Awareness of the term “standard drink”**



Before proceeding to the next question, all respondents were provided with a definition of the term “standard drink” – “A standard drink is a term used to measure the amount of alcohol in an alcoholic drink”. Respondents were then asked the number of standard drinks in four different alcoholic drinks of various measures.

Around 4 out of 10 have no knowledge of the number of standard drinks for each of the measures asked, around the same number who had not heard the term previously. Less than 1 out of 4 (24 per cent) are aware that a 200 millilitre glass of wine contains two standard drinks, while just over half (51 per cent) are aware that a half pint of Guinness contains one standard drink. Four out of 10 (39 per cent) respondents know how many standard drinks are in a pint of lager and one-third (33 per cent) know how many standard drinks are in a single measure of spirits.

**Figure 2.16: Understanding of standard drinks - 1**

Q.24 How many standard drinks do you think are in...?

|                                  | 1 % | 2 % | 3 % | Don't know % |
|----------------------------------|-----|-----|-----|--------------|
| One 200 millilitre glass of wine | 26  | 24  | 7   | 43           |
| One half pint of Guinness        | 51  | 8   | 2   | 40           |
| One pint of lager                | 15  | 39  | 7   | 39           |
| One single measure of spirits    | 33  | 20  | 8   | 39           |

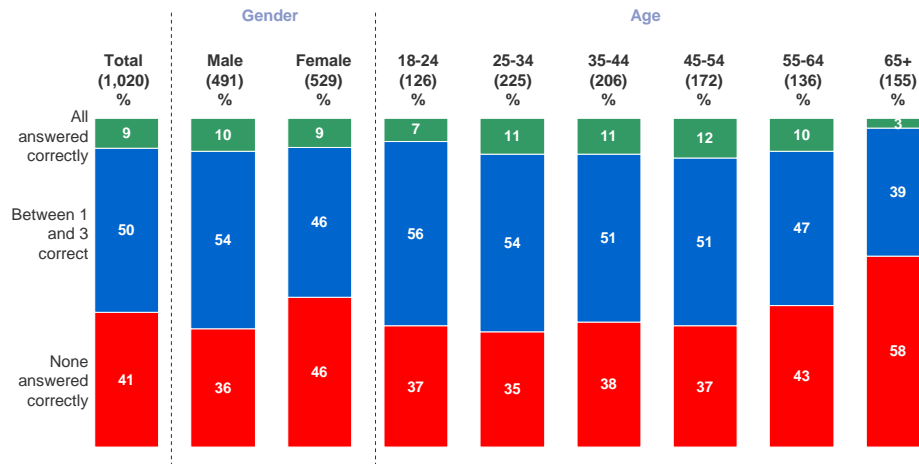
Cells shaded green indicate correct answer

Base: All Respondents: 1,020

Just under 1 out of 10 (9 per cent) know the correct number of standard drinks in all four of the measures asked.

**Figure 2.17: Understanding of standard drinks - 2**

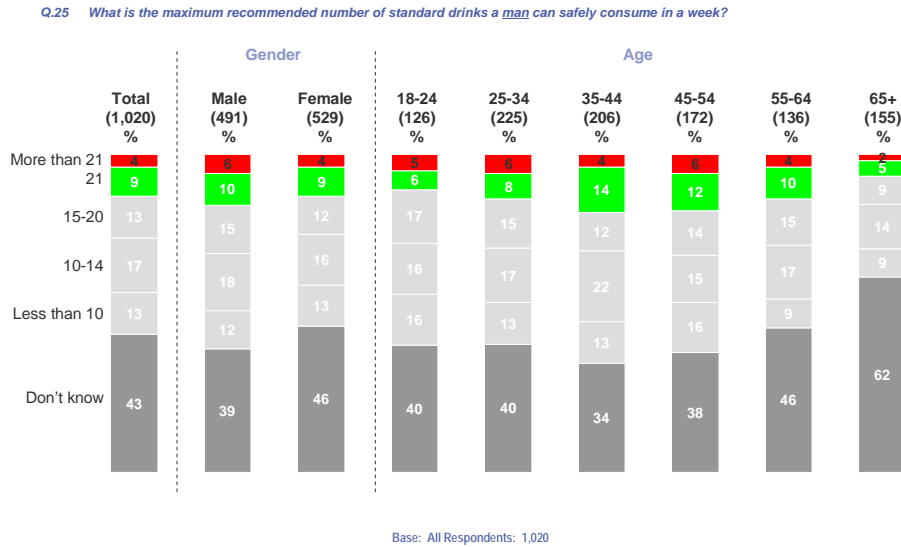
Q.24 How many standard drinks do you think are in...?



Base: All Respondents: 1,020

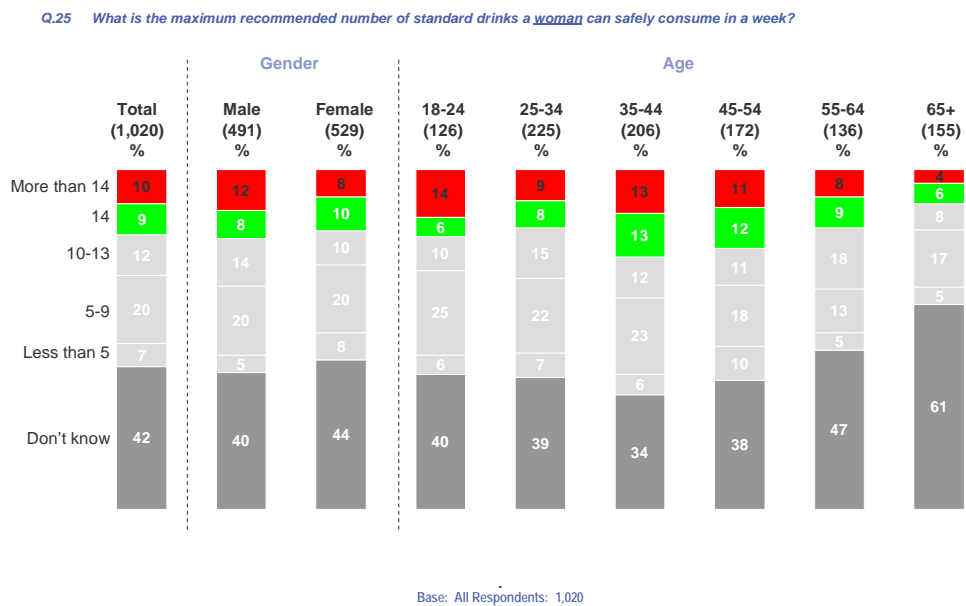
Similarly, just under 1 out of 10 (9 per cent) know the correct maximum number of standard drinks that men can safely consume per week according to the pre 2010 guidelines - 21 standard drinks. Over 4 out of 10 (43 per cent) report that they do not know the maximum number of standard drinks a man can safely consume per week. All except four per cent of the remainder incorrectly identified a lower number.

**Figure 2.18 Understanding of low risk drinking guidelines for men**



The levels of understanding of the maximum number of standard drinks recommended for females mirrors that for males. Just under 1 out of 10 (9 per cent) know the correct maximum number of standard drinks that women can safely consume per week, according to the pre 2010 guidelines - 14 standard drinks. Over 4 out of 10 (42 per cent) report not knowing the weekly maximum number of standard drinks recommended for women. Almost two-fifths (39 per cent) of the remainder incorrectly identified a lower number while one in ten (10 per cent) gave a number above the recommended maximum.

**Figure 2.19: Understanding of low risk drinking guidelines for women**

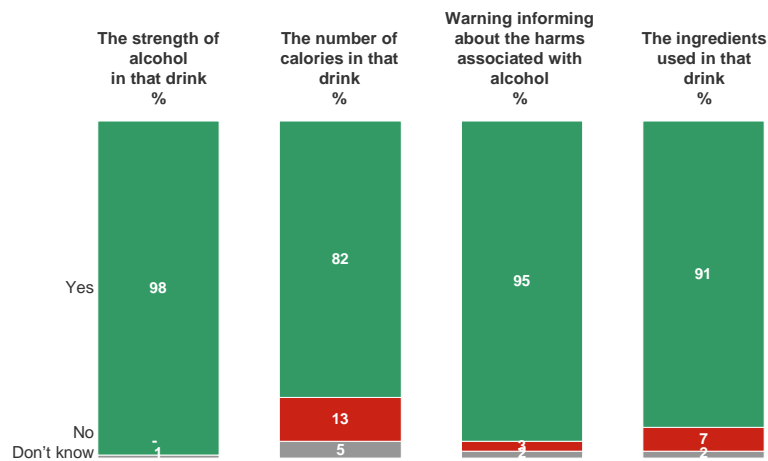


## 2.4. Support For Information Labels On Cans And Bottles Of Alcohol Beverages

Respondents were asked if information on the alcohol strength, number of calories, alcohol-related harms and ingredients should be displayed on the cans and bottles of alcoholic drinks. There is very strong support for all four forms of information on the labels. There is almost universal support (95 per cent or over) for the strength of alcohol and harms associated with alcohol to be recorded on the label. Thirteen per cent do not want the calorie content on the label - 17 per cent of all men and 9 per cent of all women.

**Figure 2.20: Display of information on labels**

Q.17 Thinking now of cans and bottles of alcoholic drinks. Which, if any, of the following information should be displayed on the can or bottle?



Base: All Respondents: 1,020

## 2.5. Approval of Healthcare Professionals Asking About The Amounts Of Alcohol Consumed

There is near complete support (95 per cent or over) for healthcare professionals asking about alcohol consumption where there is a link to the condition or treatment. While there is less support in the context of routine history taking, support remains strong at 89 per cent.

**Figure 2.21: Appropriateness of healthcare professionals asking about alcohol consumption**

Q.30 In each of these circumstances please tell me if you feel it is appropriate or not appropriate for a health care professional to ask you about the amount of alcohol you drink?

|  | Appropriate % | Not appropriate % | Don't know % |
|--|---------------|-------------------|--------------|
| If I felt the issue they were dealing with was related directly to the amount of alcohol I drink, for example addiction                                    | 95            | 2                 | 3            |
| If they believed the issue they were dealing could be related to the amount of alcohol I drink, for example high blood pressure                            | 96            | 1                 | 3            |
| If they believe the treatment they prescribed would be affected by the amount of alcohol I drink, for example prescribing drugs that interact with alcohol | 96            | 1                 | 3            |
| Part of routine history taking   | 89            | 6                 | 5            |

Base: All Respondents: 1,020



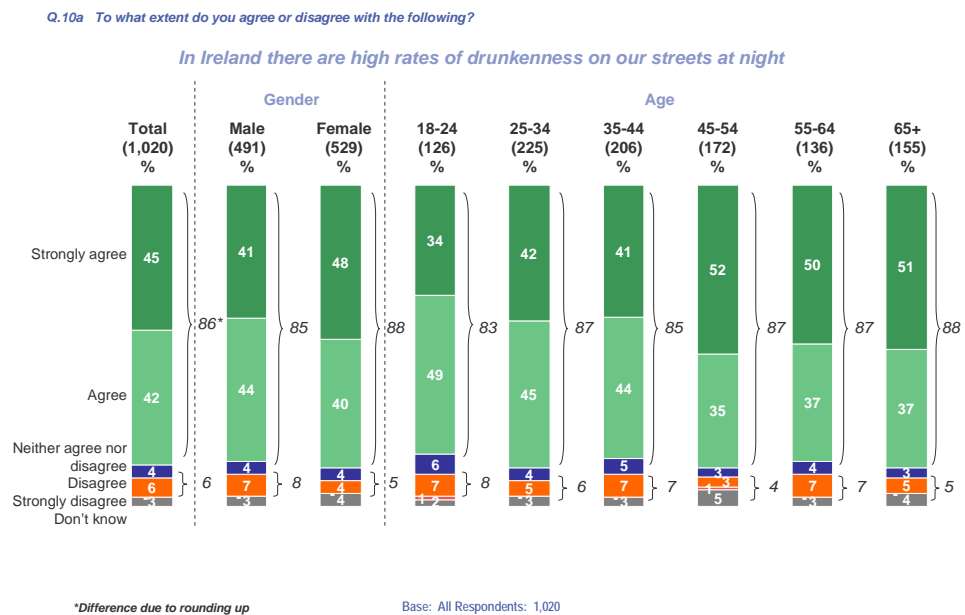
# Impact Of Alcohol On Society

### 3. Impact Of Alcohol On Society

#### 3.1. Alcohol Consumption In Ireland

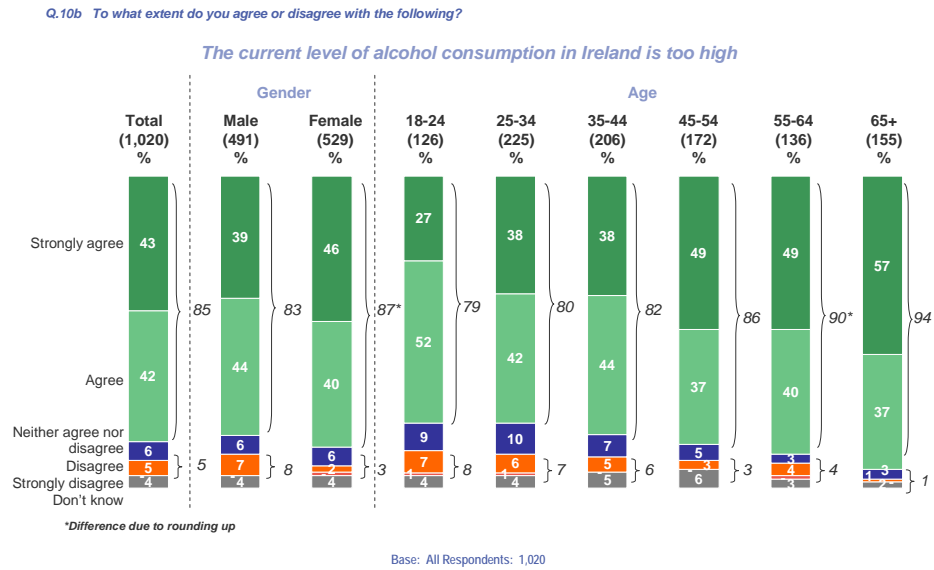
The vast majority (86 per cent) agree that there are high rates of drunkenness on Irish streets at night, with the proportion strongly agreeing with this statement higher among older age groups (45 years and over) and females.

**Figure 3.1: Alcohol consumption in Ireland - 1**



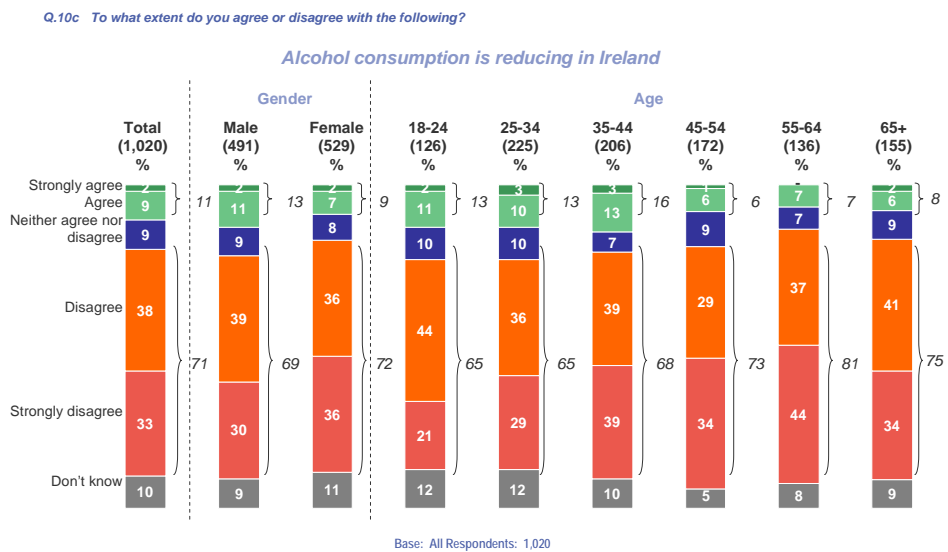
As with perceptions of the level of public drunkenness, there is a strong belief (85 per cent) that the current level of alcohol consumption in Ireland is too high. Similarly, the proportion strongly agreeing with this statement increases with age and is higher among females. In the 2010 Alcohol Action Ireland survey, 85 per cent of respondents agreed with the statement ‘the current level of alcohol consumption in Ireland is a problem’.

**Figure 3.2: Alcohol consumption in Ireland - 2**



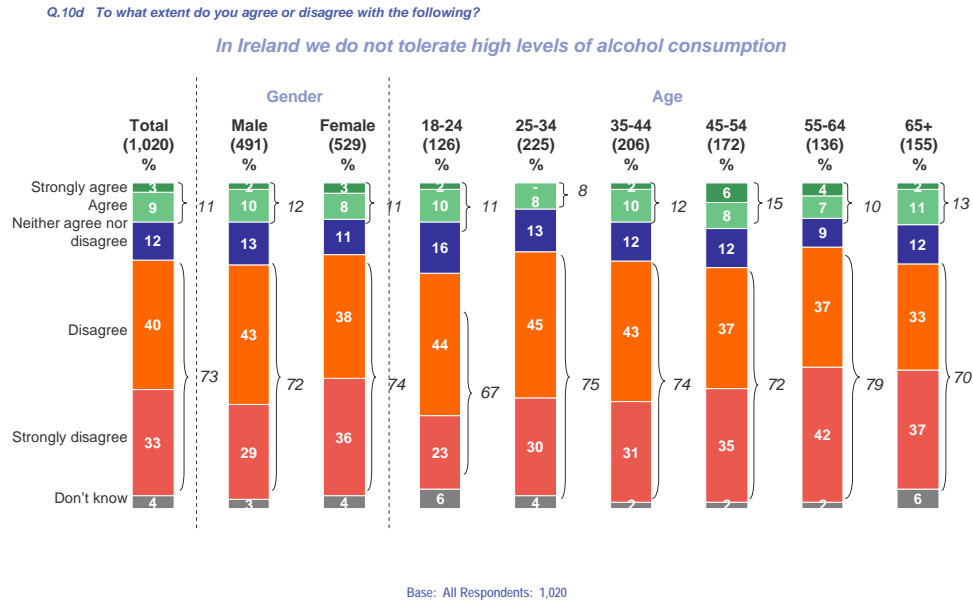
The majority (71 per cent) disagree that alcohol consumption is reducing in Ireland. This is common between males and females and across all age groups.

**Figure 3.3: Alcohol consumption in Ireland - 3**



The general perception (73 per cent) is that Irish society tolerates high levels of alcohol consumption. This too is common across gender and age groups.

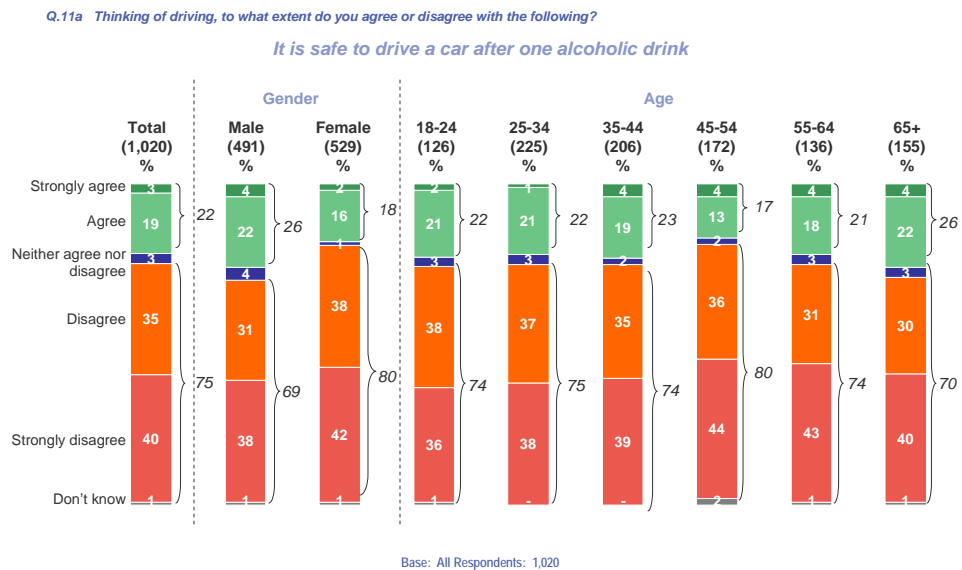
**Figure 3.4: Alcohol consumption in Ireland - 4**



### 3.2. Alcohol Consumption And Driving

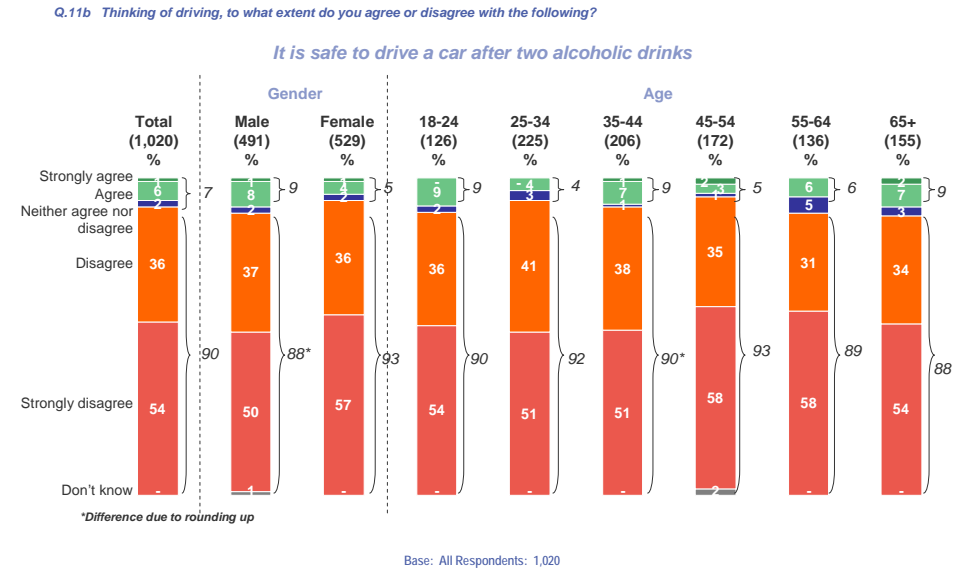
Overall, three-quarters (75 per cent) do not agree that it is safe to drive after one alcoholic drink. Females are more likely to disagree that it is safe than males.

**Figure 3.5: Alcohol consumption and driving - 1**



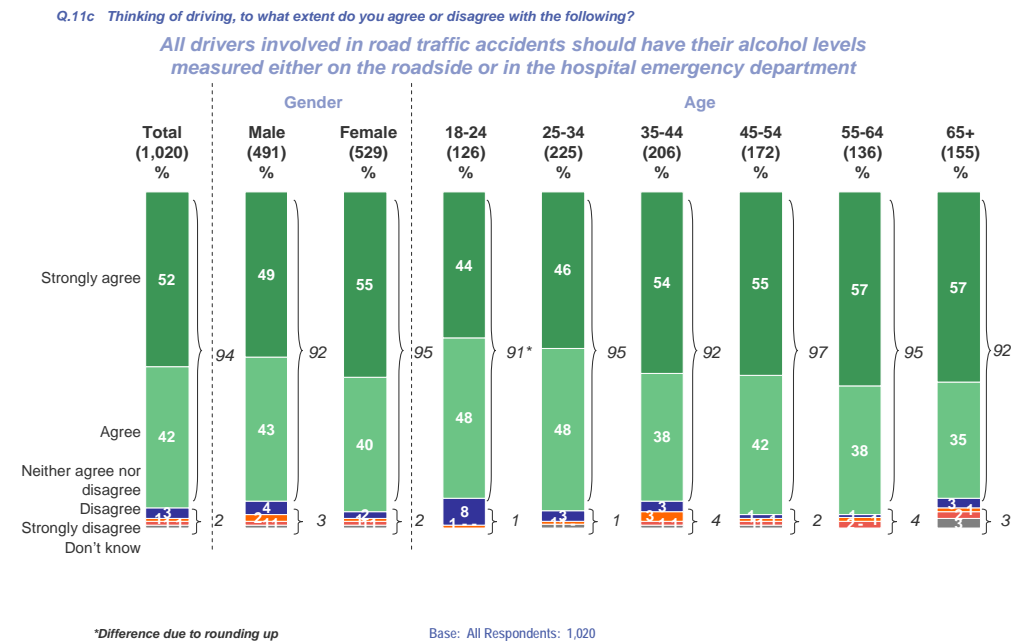
Nine out of 10 (90 per cent) do not agree that it is safe to drive after two alcoholic drinks. The gender difference seen in terms of driving after one alcoholic drink is no longer evident.

**Figure 3.6: Alcohol consumption and driving - 2**



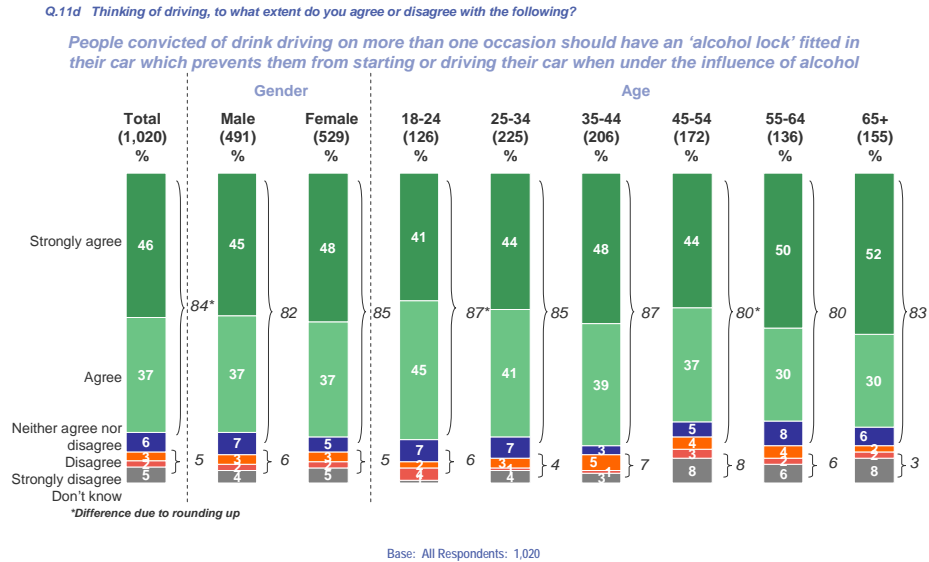
There is near universal support (94 per cent) for mandatory testing of drivers' alcohol levels when involved in traffic accidents.

**Figure 3.7: Alcohol consumption and driving - 3**



Over 8 out of 10 (84 per cent) agree that those convicted of drink driving on more than one occasion should have an “alcohol lock” fitted in their car. No differences by gender or age were found.

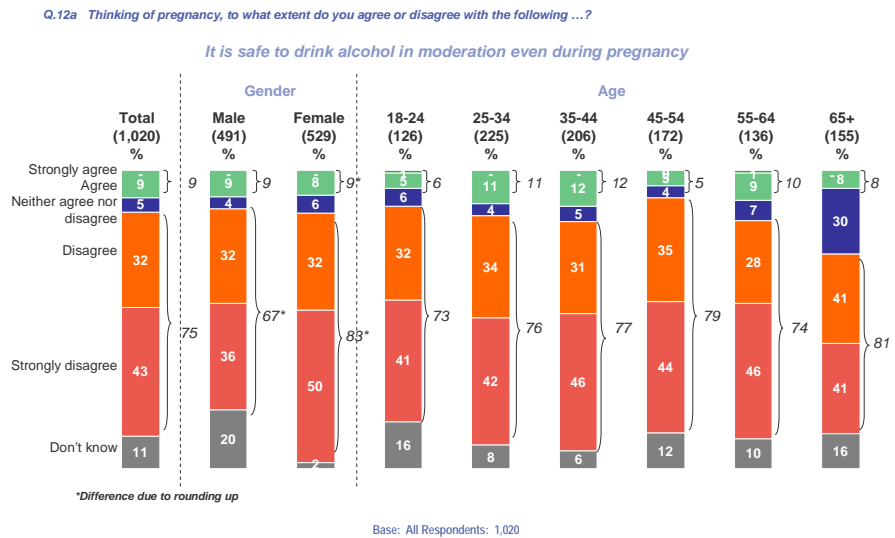
**Figure 3.8: Alcohol consumption and driving - 4**



### 3.3. Alcohol Consumption In Pregnancy

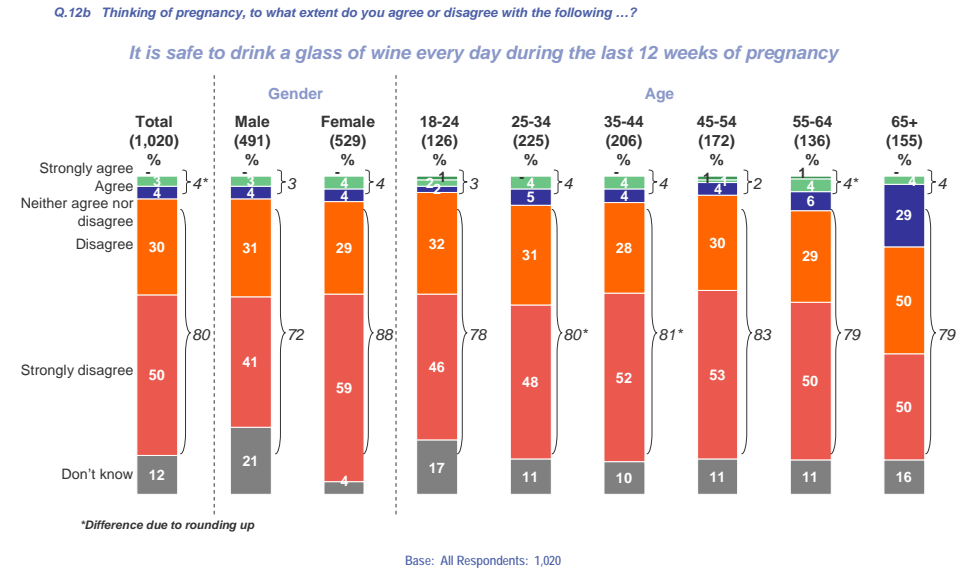
While three-quarters (75 per cent) disagree that it is safe to drink alcohol in moderation during pregnancy, there is a noticeable difference by gender with one out of five males not knowing if this is the case.

**Figure 3.9: Alcohol consumption in pregnancy – 1**



Eighty per cent disagree that it is safe to drink a glass of wine every day during the last 12 weeks of pregnancy, with women more likely than men to disagree with this statement.

**Figure 3.10: Alcohol consumption in pregnancy - 2**



### 3.4. The Health Effects Of Excessive Drinking

In general, there is good knowledge about the common diseases associated with alcohol consumption such as its effects on the liver, pancreas and blood pressure. Knowledge about the association with breast cancer and bowel cancer is less well understood. There are mistaken beliefs about its association with stomach ulcers and to a lesser extent, skin cancer.

**Figure 3.11: Health effects of alcohol**

Q.27 For each of the following statements, can you tell me whether you think they are true or false?

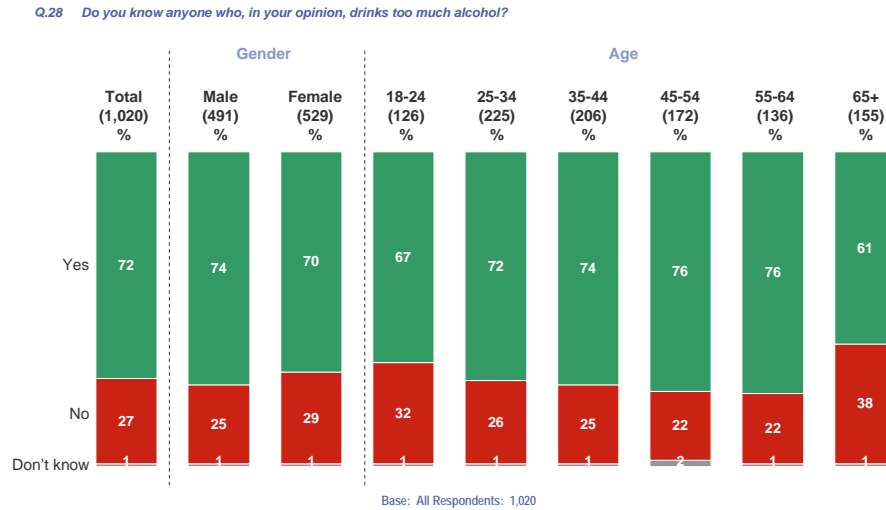
|   | True % | False % | Don't Know % |
|---|--------|---------|--------------|
| <b>Drinking more than the recommended number of standard drinks in a week ...</b> |        |         |              |
| ...can lead to liver disease  | 92     | 2       | 6            |
| ... can lead to pancreatitis  | 84     | 3       | 12           |
| ...can lead to stomach ulcers   | 84     | 4       | 12           |
| ...can lead to high blood pressure  | 80     | 6       | 13           |
| ...can increase a woman's risk of breast cancer                                   | 49     | 19      | 32           |
| ...can increase risk of skin cancer   | 32     | 35      | 33           |
| ...can increase risk of bowel cancer  | 65     | 10      | 25           |

Cells shaded green indicate correct answer

Base: All Respondents: 1,020

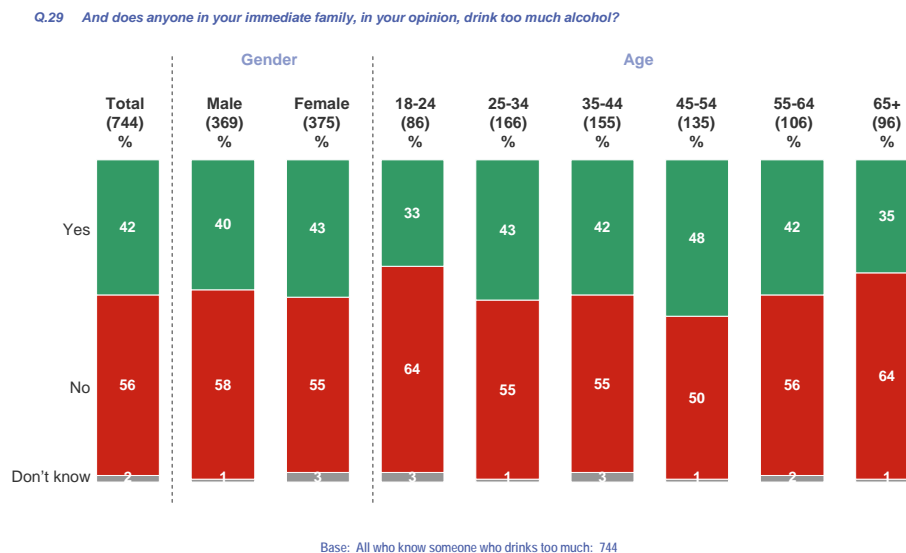
Seventy two per cent say they know someone who, in their opinion, drinks too much alcohol. This is less common among the youngest and oldest age groups.

**Figure 3.12: Knowledge of anyone who drinks too much alcohol**



Of those who know someone who drinks too much, it is more likely (56 per cent) to be someone outside of their immediate family. However, for more than two-fifths (42 per cent) it is a member of their immediate family.

**Figure 3.13: Family members who drink too much alcohol**

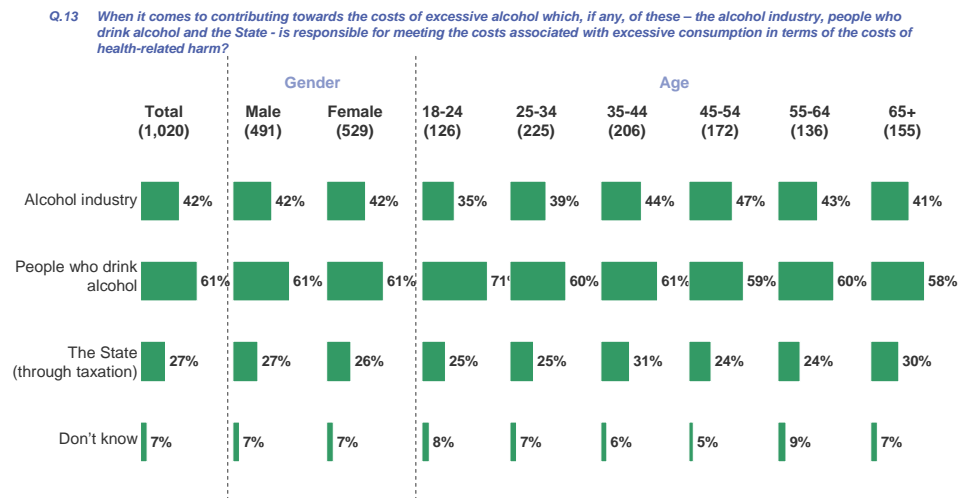




### 3.5. Alcohol And The Health-Related Costs

Sixty one per cent believe that people who drink alcohol should contribute to the health-related costs of excessive alcohol consumption. Just over 4 out of 10 (42 per cent) believe that the alcohol industry should contribute to these costs. Only 27 per cent believe that the State, through taxation, should contribute to these costs.

**Figure 3.14: Contributing to the health-related costs of excessive alcohol consumption**



Base: All Respondents: 1,020

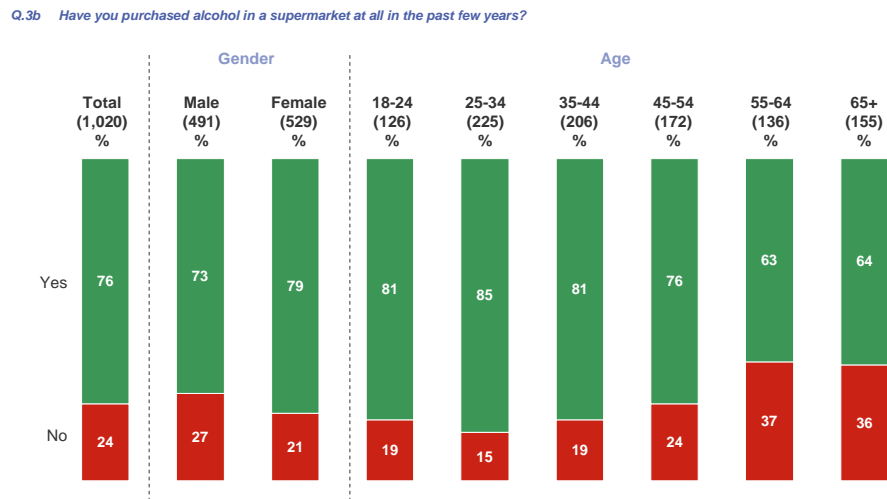
# Pricing, Availability And Marketing Of Alcohol

## 4. Pricing, Availability And Marketing Of Alcohol

### 4.1. Perceptions Of Alcohol Price Changes

Around three-quarters (76 per cent) have purchased alcohol in a supermarket in the past few years. Younger and female respondents are more likely to purchase alcohol in a supermarket.

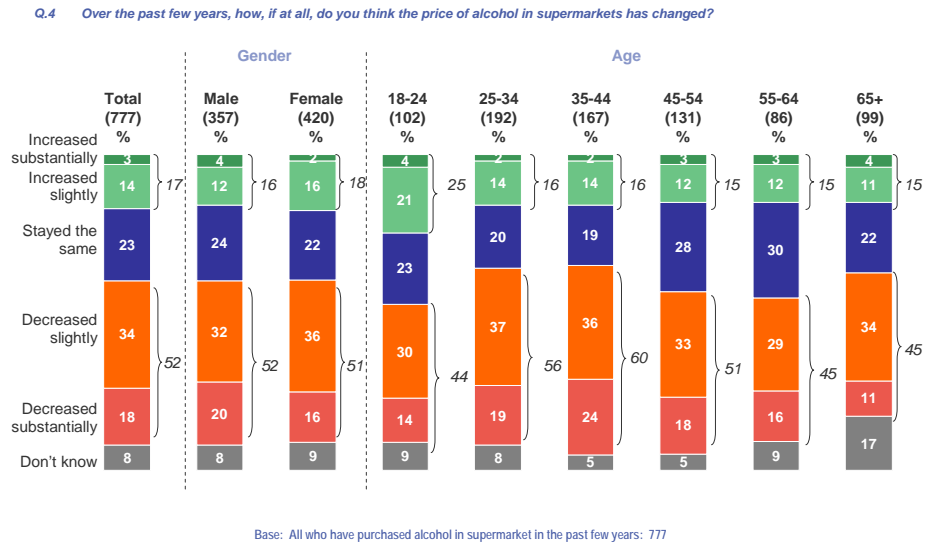
**Figure 4.1: Purchasing alcohol from a supermarket**



Base: All who know someone who drinks too much: 1,020

Just over half (52 per cent) believe that the price of alcohol has fallen in supermarkets over the past few years, with almost one-quarter (23 per cent) believing that it has remained at the same price and 17 per cent believing that the price has increased.

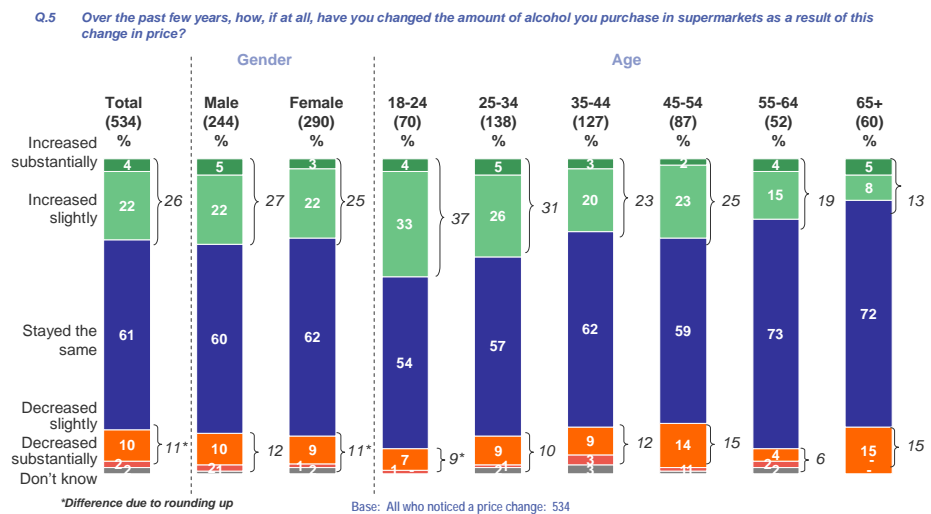
**Figure 4.2: Perceptions of changes in the price of alcohol in supermarkets**



## 4.2. The Impact Of Perceived Alcohol Price Changes On Consumption

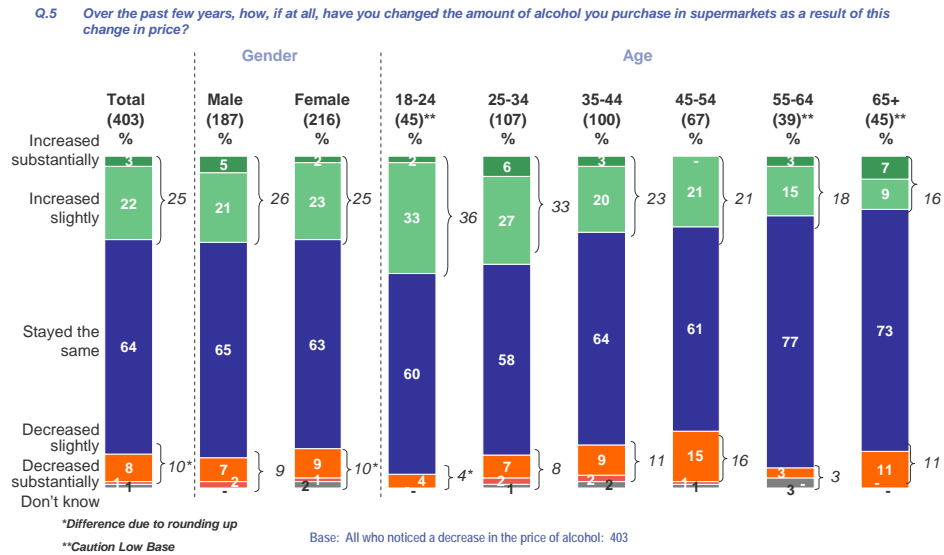
The majority (61 per cent) of those seeing a change in the price of alcohol in supermarkets believe that their purchasing behaviour has remained unchanged. Twenty six per cent say the amount they have purchased has increased and this is more common among those aged under 25 years.

**Figure 4.3: Impact of price on purchasing alcohol**



Of those noticing a decrease in the price of alcohol, one-quarter (25 per cent) say that they have increased the amount they have purchased. This is more common among those aged under 35 years.

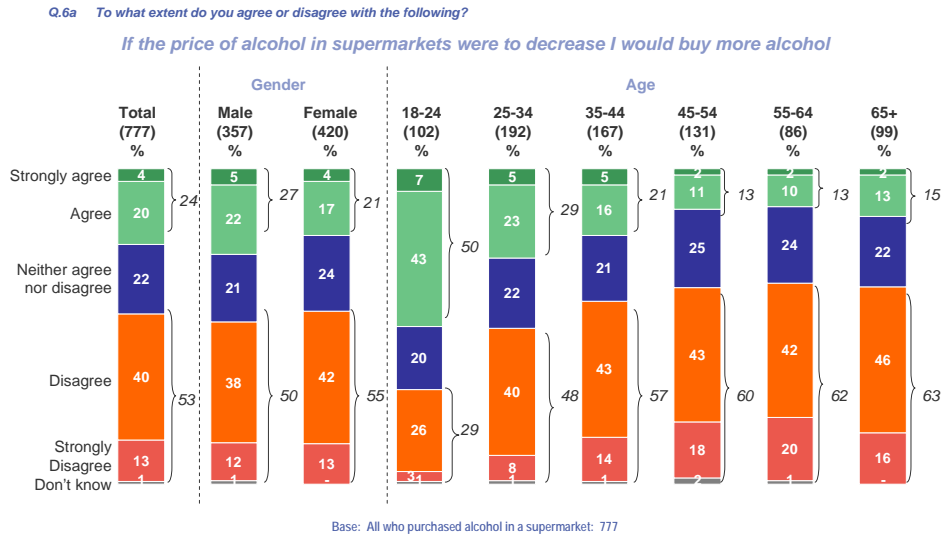
**Figure 4.4: Impact of price decrease on purchasing alcohol**



### 4.3. Alcohol Pricing And Purchasing Behaviour

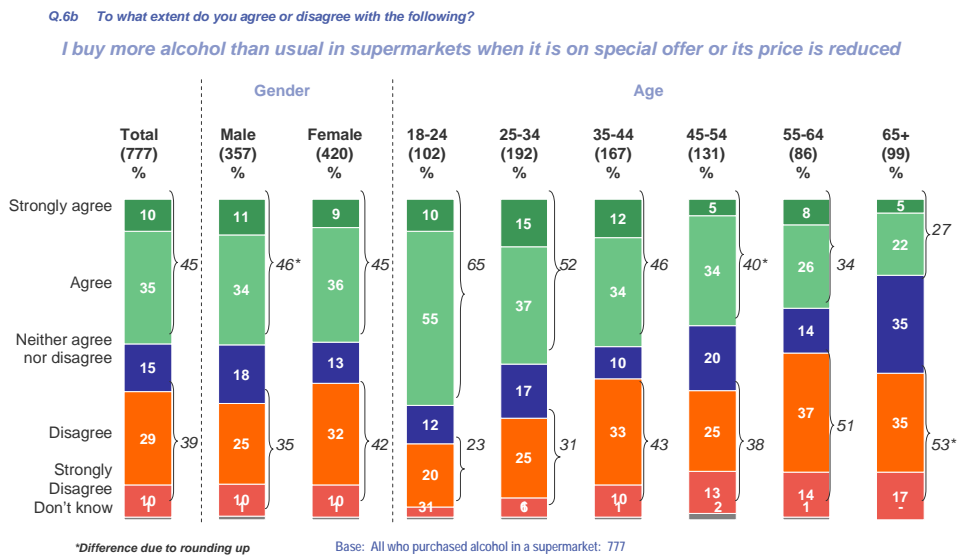
Half of those aged between 18-24 years say they would buy more alcohol if supermarkets decreased prices. The proportion agreeing with this statement decreases sharply with increasing age. Overall, 24 per cent would buy more alcohol in supermarkets if the price was to decrease. In the 2010 Alcohol Action Ireland survey 30 per cent of respondents agreed with the same statement.

**Figure 4.5: Alcohol pricing and purchasing behaviour - 1**



Opinion is more divided on whether special offers or price reductions encourage them to buy more alcohol than is usual with 45 per cent agreeing that they buy more alcohol while 39 per cent disagree. Those under age 24 years appear more likely to respond to such promotions with almost two-thirds (65 per cent) saying that they buy more when it is on special offer or the price is reduced.

**Figure 4.6: Alcohol pricing and purchasing behaviour - 2**



Naturally, the higher the increase in alcohol prices the greater the effect in terms of purchasing behaviour. However, it would require a 25 per cent price increase to get at least two-thirds (67 per cent) of those purchasing alcohol in a supermarket to change their behaviour. Almost three-fifths (58 per cent) would not change their behaviour at a 10 per cent price increase. In the 2010 Alcohol Action Ireland survey, 48 per cent of respondents agreed with the statement: 'If the price of alcohol were to increase by 10 per cent I would buy less' compared to 35 per cent in this survey.

**Figure 4.7: Alcohol pricing and purchasing behaviour - 3**

Q.7 Looking at this card, can you please tell me how much of an impact, if at all, the following would have on the amount of alcohol you currently buy in supermarkets?

|   | The amount of alcohol I buy would decrease substantially % | The amount of alcohol I buy would decrease slightly % | The amount of alcohol I buy would not change % | The amount of alcohol I buy would increase % | Don't know % |
|---|--|---|--|--|--------------|
| If the price of alcohol were to increase by 50% | 55   | 16  | 23   | 1  | 5            |
| If the price of alcohol were to increase by 25% | 36   | 31  | 28   | 1  | 5            |
| If the price of alcohol were to increase by 10% | 8  | 27  | 58   | 1  | 6            |

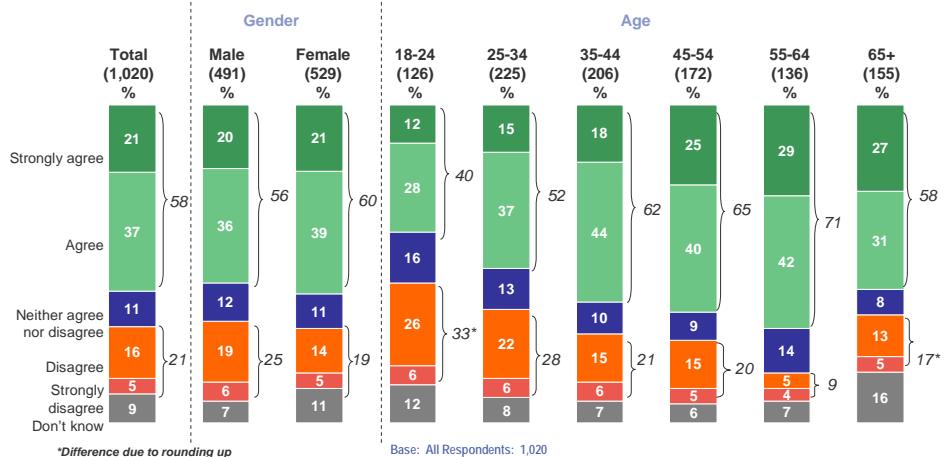
Base: All who have purchased alcohol in a supermarket in the past year: 777

Almost 6 out of 10 (58 per cent) support a minimum price below which alcohol cannot be sold. Support is strongest among those aged between 35 - 64 years. Over one-fifth (21 per cent) would not support a minimum price for alcohol, with the lack of support highest among those aged between 18-24 years. In the 2010 Alcohol Action Ireland survey, 65 per cent of respondents agreed with the statement: 'There should be a minimum price on alcohol, below which alcohol cannot be sold'.

**Figure 4.8: Minimum pricing of alcohol**

Q.16c To what extent do you agree or disagree with the following ...?

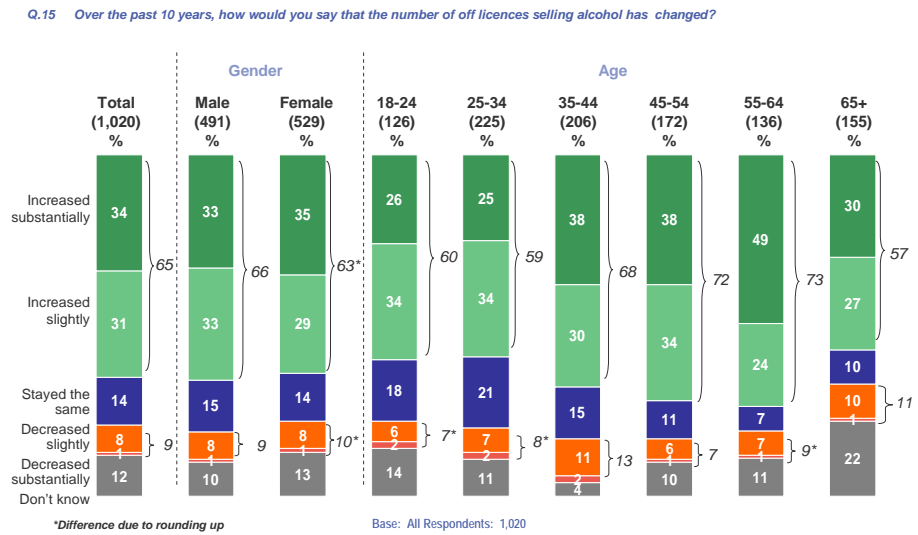
There should be a minimum price on alcohol below which alcohol cannot be sold



### 4.4. The Number And Control Of Outlets Selling Alcohol

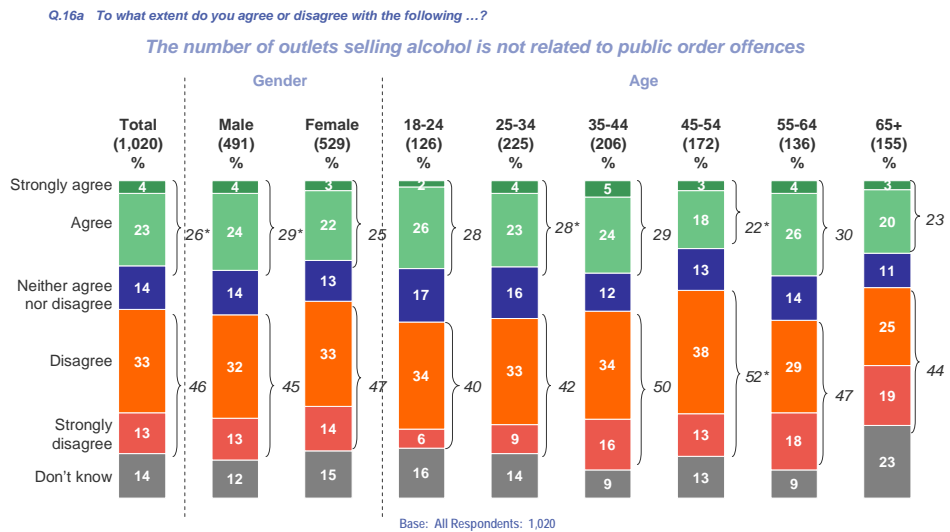
Around two-thirds (65 per cent) believe that the number of off-licences has increased over the past few years. Those aged 65 years and older are less likely to agree that they have increased.

**Figure 4.9: Prevalence of off-licences selling alcohol**



Forty six per cent observe a relationship between the number of outlets selling alcohol and public order offences, while over one-quarter (26 per cent) believe no such relationship exists.

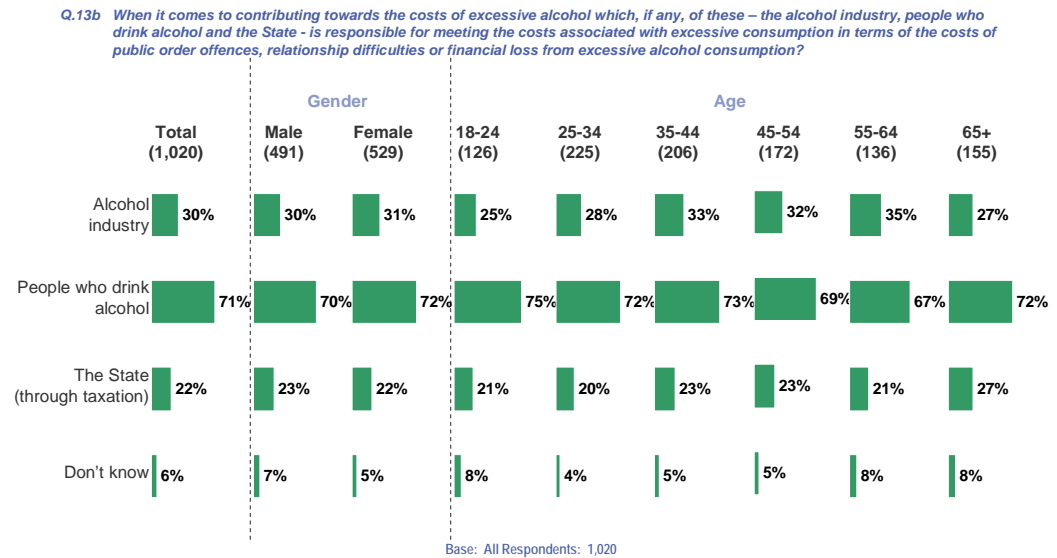
**Figure 4.10: Relationship between the number of outlets selling alcohol and public order offences**





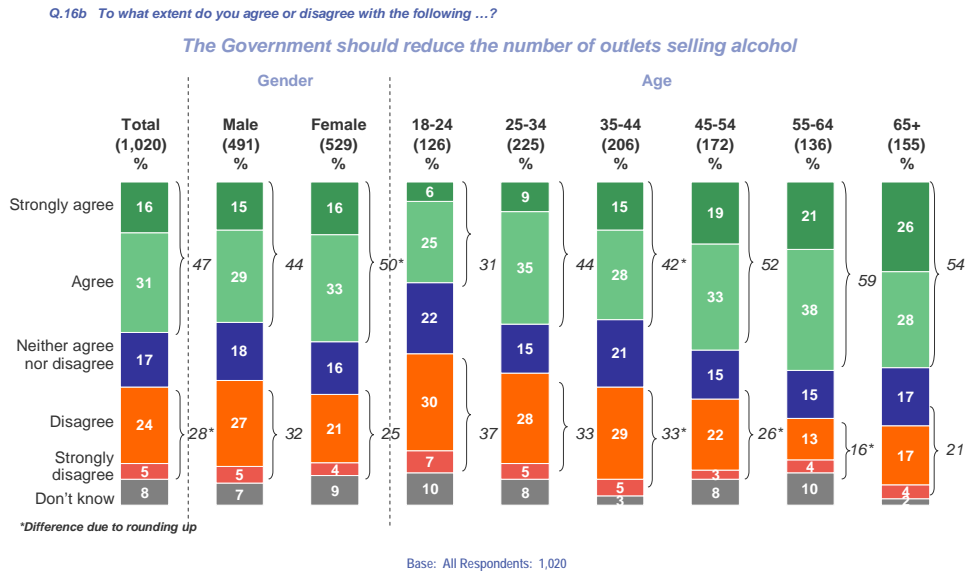
As with the health-related costs of excessive drinking, the majority believe that drinkers (71 per cent) followed, to a lesser extent, by the alcohol industry (30 per cent) and then the State through taxation (22 per cent) should contribute to the costs of alcohol-related public disorder, relationship difficulties and financial loss.

**Figure 4.11: Contributing to the costs of public disorder, relationship difficulties and financial loss due to excessive alcohol consumption**



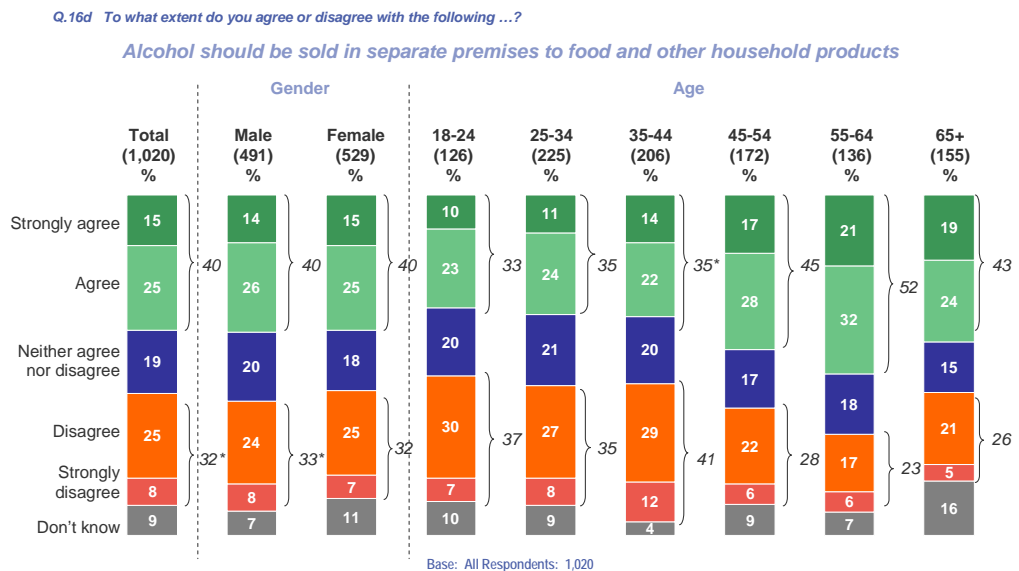
Forty seven per cent agree that the government should reduce the number of outlets selling alcohol, with support strongest among women and older age groups. Twenty eight per cent disagree with reducing the number of outlets. In the 2010 Alcohol Action Ireland survey, 50 per cent agreed that: 'The government should reduce the number of outlets selling alcohol in Ireland'.

**Figure 4.12: Regulation of outlets selling alcohol- 1**



Forty per cent agree alcohol should be sold in separate premises to food and other household products while 32 per cent disagree.

**Figure 4.13: Regulation of outlets selling alcohol - 2**



Sizeable proportions (between 35 and 51 per cent) do not believe that the Garda Síochána is doing enough to enforce licensing laws. There is wide agreement (between 67 and 71 per cent) that the HSE should take a proactive approach in the granting and renewal of licenses.

**Figure 4.14: Regulation of outlets selling alcohol - 3**

Q.14 In terms of the Garda Síochána and other authorities, to what extent do you agree or disagree with the following?

|  | Strongly agree<br>% | Agree<br>% | Neither agree nor disagree<br>% | Disagree<br>% | Strongly disagree<br>% | Don't know<br>% |
|--|---------------------|------------|---------------------------------|---------------|------------------------|-----------------|
| <b>The Garda Síochána do enough to ensure that ...</b>   |                     |            |                                 |               |                        |                 |
| ... pubs do not sell alcohol to people already under the influence of alcohol  | 4                   | 23         | 9                               | 30            | 21                     | 13              |
| ... off licences and other shops do not sell alcohol to people aged under 18   | 4                   | 26         | 10                              | 26            | 22                     | 12              |
| ... pubs in my area close on time  | 5                   | 29         | 9                               | 19            | 16                     | 21              |
| <b>The HSE should take a proactive approach to ensure that ...</b>   |                     |            |                                 |               |                        |                 |
| ... alcohol licences are not granted or renewed in places that are associated with breach of licensing laws              | 25                  | 46         | 10                              | 5             | 3                      | 11              |
| ... alcohol licences are not granted or renewed in places that are associated with alcohol-related public order offences | 23                  | 44         | 11                              | 6             | 3                      | 12              |

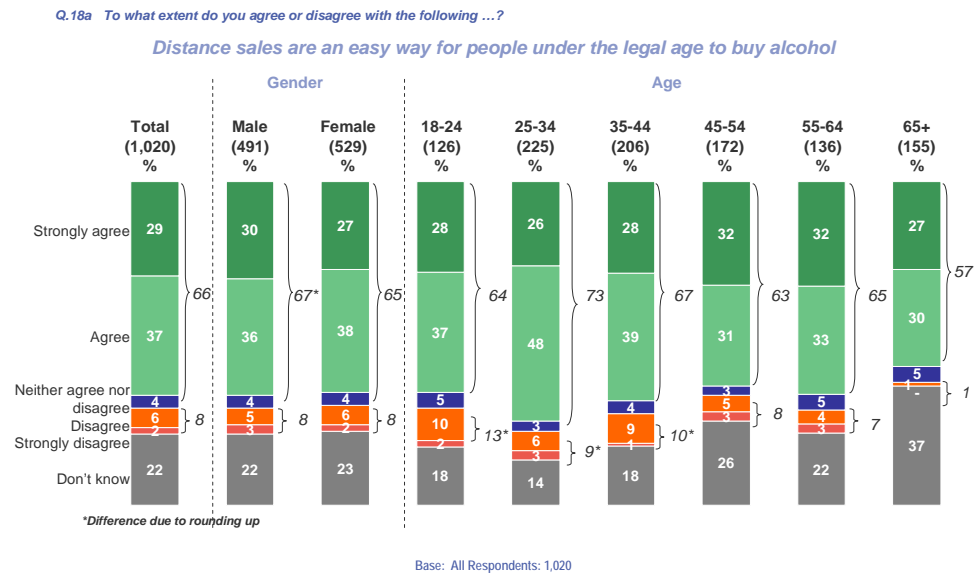
Base: All Respondents: 1,020

#### 4.5. Attitudes To Distance Sales

Before proceeding to the next question, all respondents were provided with a description of “distance sales” – “by distance sales I mean where you place an order for alcoholic drinks and it is delivered to your home. An example of this could include online shopping provided by various supermarkets and off-licences”.

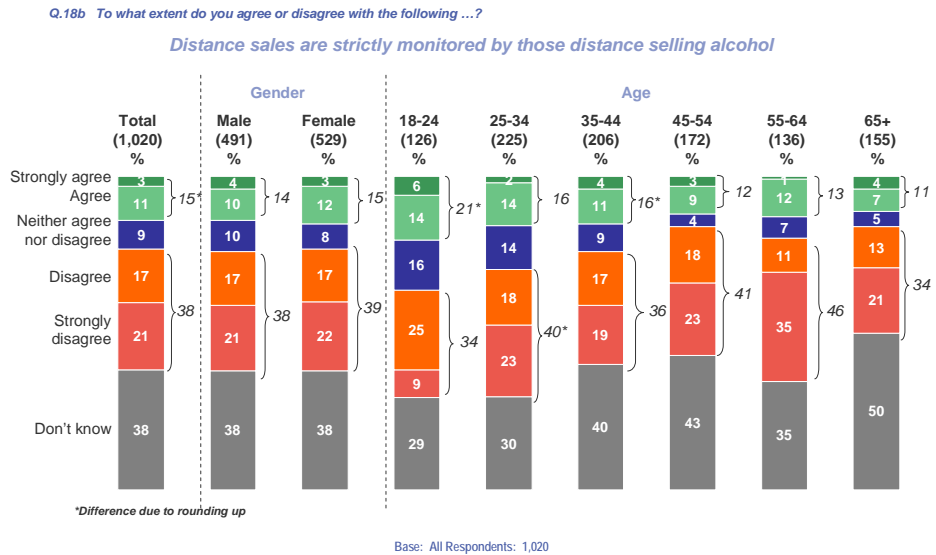
While the majority (66 per cent) believe that distance sales are an easy way for young people to obtain alcohol, over 1 out of 5 (22 per cent) overall, and more than one-third (37 per cent) of those aged 65 years and older, don't know.

**Figure 4.15: Distance sales - 1**



Fifteen per cent believe that distance sales are strictly monitored. Almost 4 out of 10 (38 per cent) disagree and the same proportion say they do not know whether distance sales are strictly monitored or not.

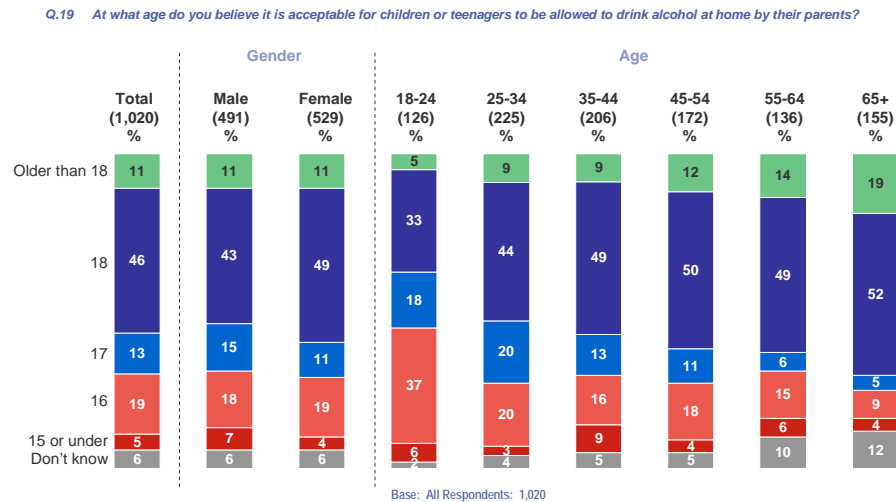
**Figure 4.16: Distance sales - 2**



### 4.6. The Availability Of Alcohol

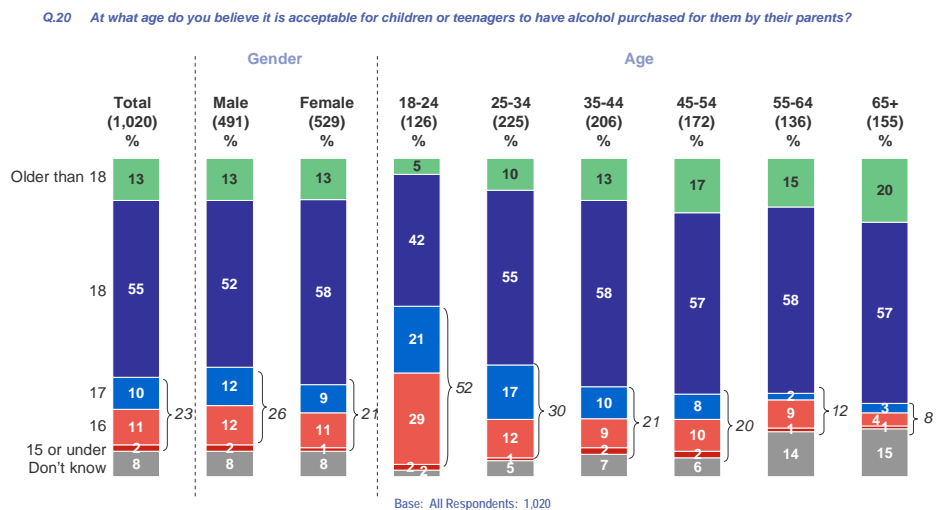
Fifty seven per cent believe that young people should be 18 years or older before their parents give them alcohol at home. Unsurprisingly, younger people are more likely to suggest a younger age, with almost 4 out of 10 (37 per cent) of those aged 18-24 years believing that 16 years is the appropriate age.

**Figure 4.17: Alcohol and teenagers – consumption at home**



Sixty eight per cent believe that young people should be aged 18 years or older before their parents purchase alcohol on their behalf. There is less support for parents purchasing alcohol on behalf of their children under age 18 years than there is for children in this age group consuming alcohol at home with their parents.

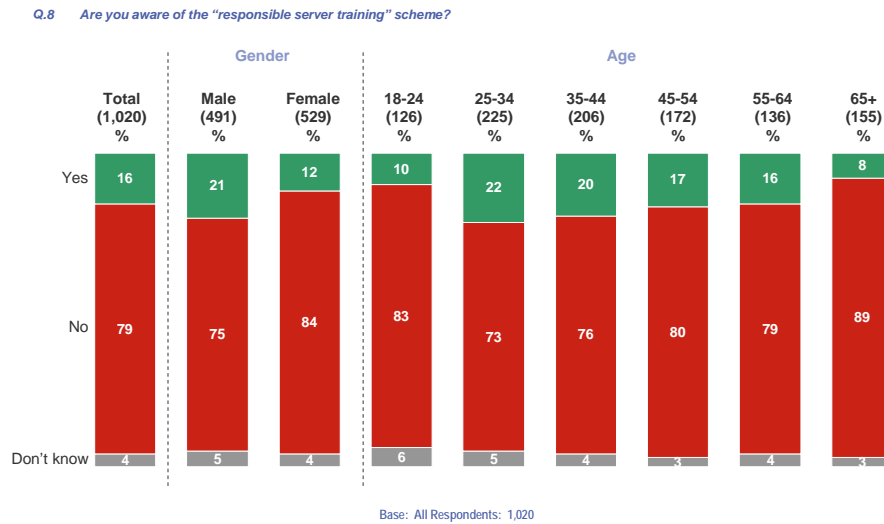
**Figure 4.18: Alcohol and teenagers – purchasing by parents**



### 4.7. Awareness Of The Responsible Server Scheme

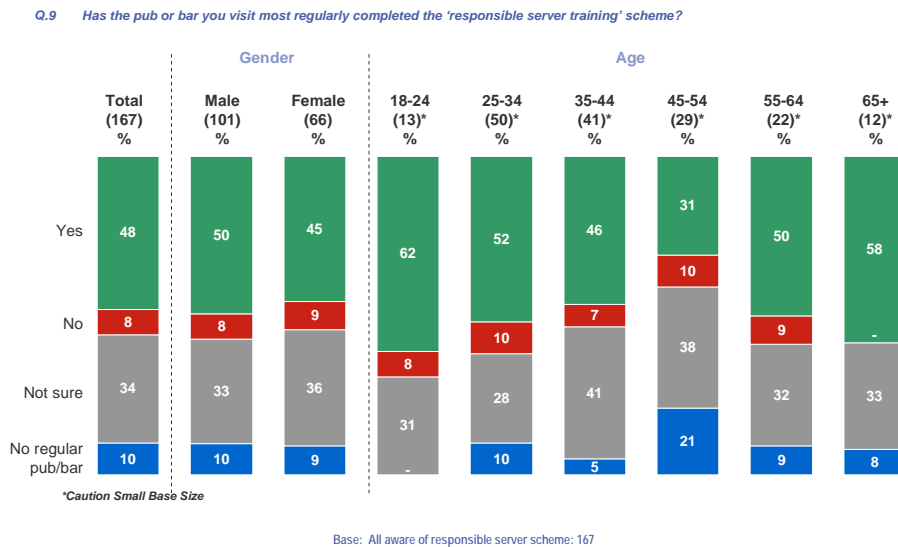
Almost 8 out of 10 (79 per cent) are unaware of the Responsible Server Training scheme while only 16 per cent are aware of the scheme.

**Figure 4.19: Responsible Server Scheme - 1**



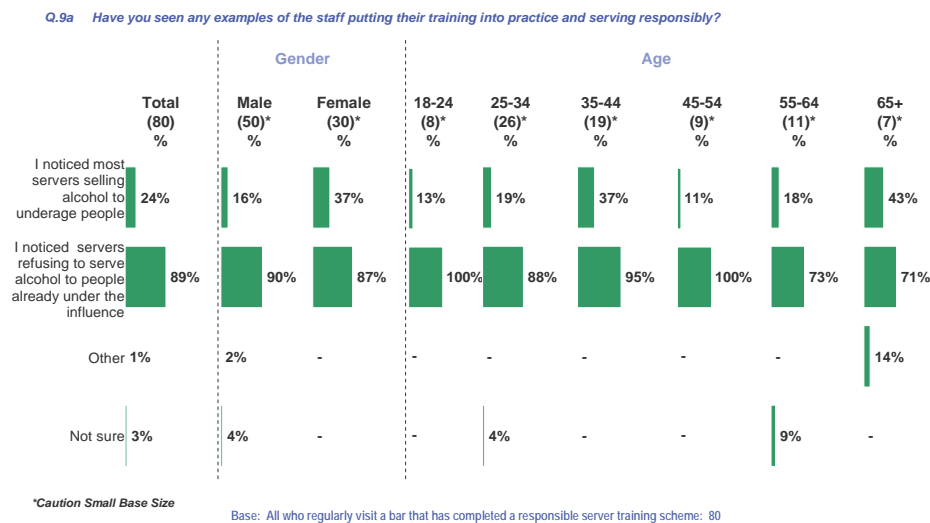
Almost half (48 per cent) of those aware of the Responsible Server Training scheme say that the bar they visit most frequently has completed this scheme.

**Figure 4.20: Responsible Server Scheme - 2**



The most common encounter with the Responsible Training Scheme is observing staff refusing to serve those under the influence of alcohol. However, almost one-quarter (24 per cent) of those surveyed observed those who have training serving alcohol to customers under the legal age. In the 2011 European School Project on Alcohol and other Drugs (ESPAD) survey 84 per cent of 15-16 year old Irish children reported that alcohol was easy or fairly easy to acquire. Over one-quarter (26 per cent) had purchased alcohol for their own consumption in an off trade outlet in the 30 days prior to the survey and over one-third (37 per cent) had purchased alcohol for their own consumption in an on-trade outlet in the same period.<sup>4</sup>

**Figure 4.21: Responsible Server Scheme - 3**

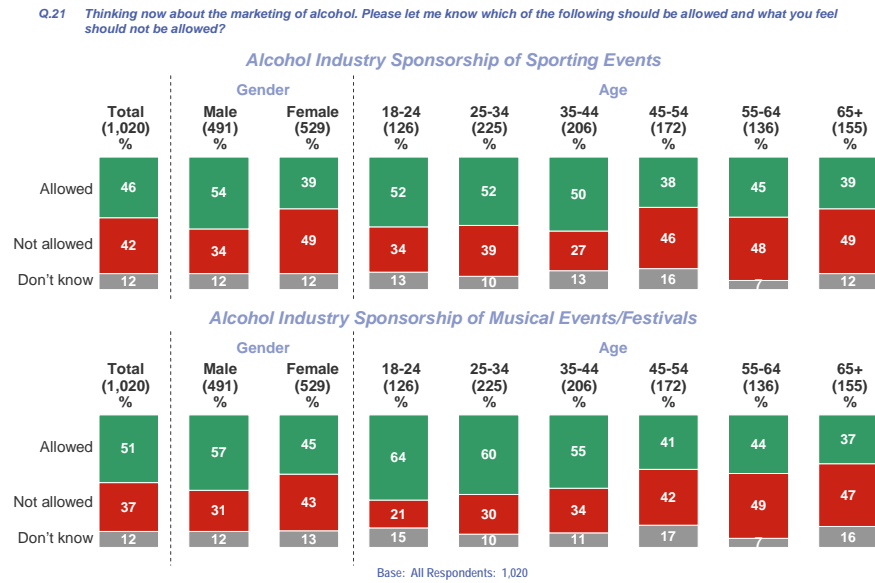


## 4.8. Alcohol Marketing

Overall, two-fifths (42 per cent) support a ban on the alcohol industry sponsoring sporting events and over one-third (37 per cent) support a ban on sponsoring musical events. Support is higher among women and in older age groups. These findings are marginally lower than the 2010 Alcohol Action survey.

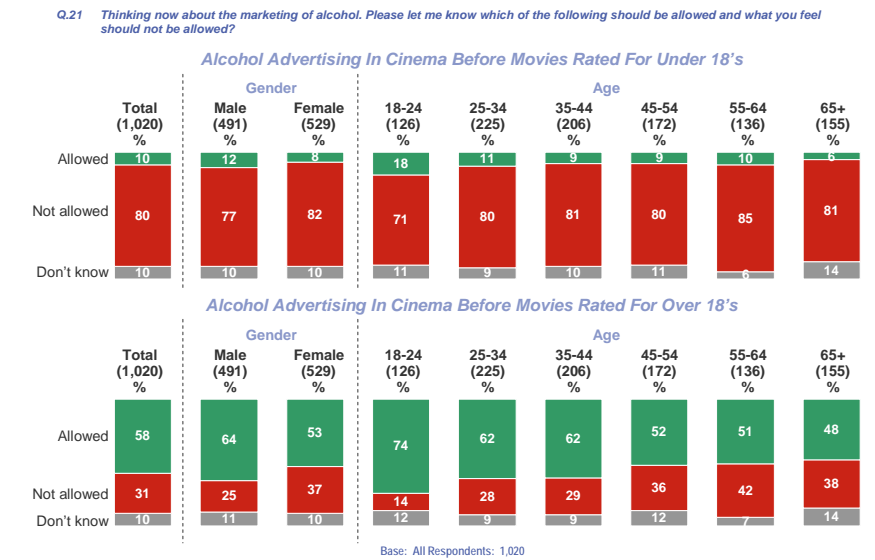
<sup>4</sup> Hibell B *et al.* (2012) *The 2011 ESPAD report: substance use among students in 36 European countries*. Stockholm: The Swedish Council for Information on Alcohol and Other Drugs (CAN) and the Pampidou Group of the Council of Europe.

**Figure 4.22: Alcohol marketing - sponsorship**



Eighty per cent support banning alcohol advertising in cinemas before screening movies rated as suitable for viewing by those aged 17 years and under. Thirty one per cent support a ban for movies rated as suitable for viewing by those aged 18 years and over.

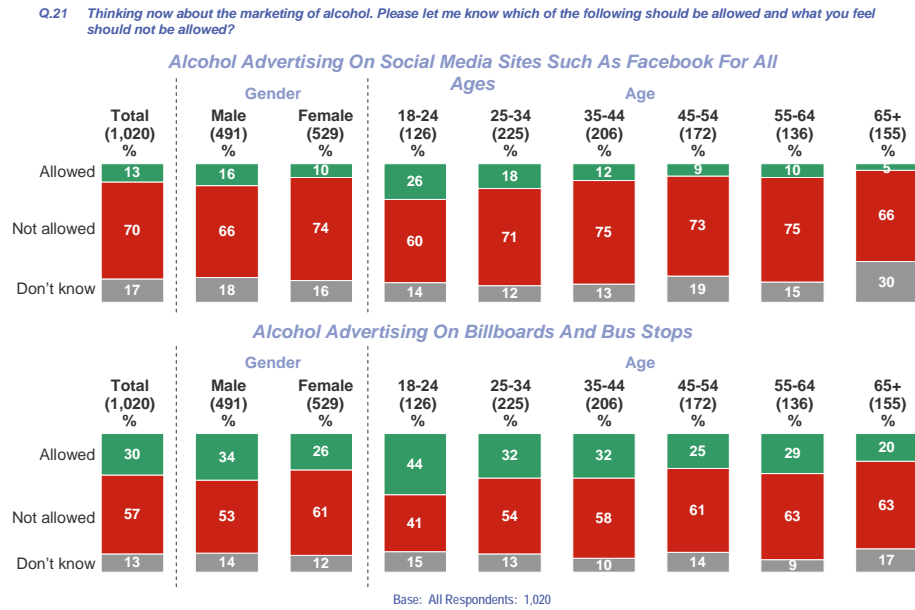
**Figure 4.23: Alcohol marketing – cinema**



Seventy per cent support banning alcohol advertising on social media and 57 per cent support a ban on alcohol advertising on billboards and at bus stops. These results closely mirror the 2010 Alcohol Action survey findings, at 63 per cent for social media and 53 per cent for billboards.



**Figure 4.24: Alcohol marketing - social media and billboards & bus stops**



Seventy six per cent support not allowing any alcohol advertising on TV and radio before 9pm while only 27 per cent support a ban after 9pm. This again reflects the findings from the 2010 Alcohol Action survey which recorded 80 per cent support for the 9pm watershed.

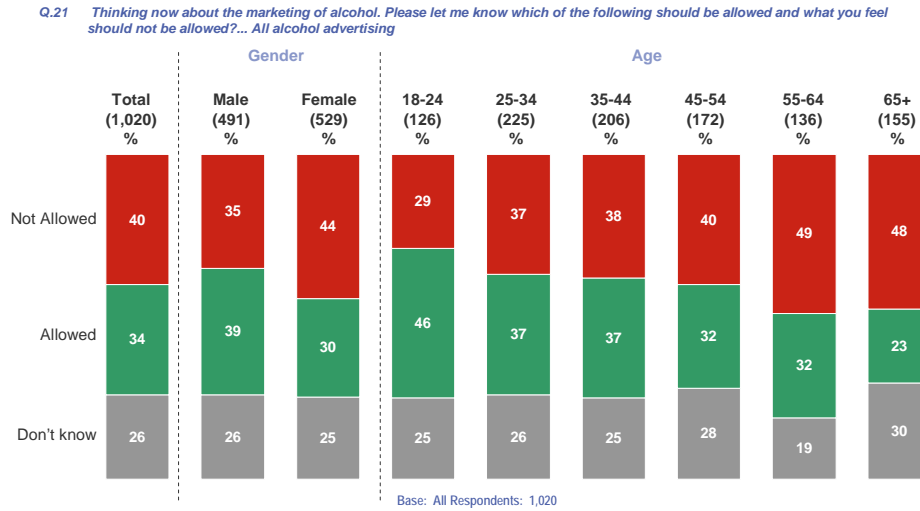
**Figure 4.25: Alcohol marketing – TV/ radio**



When asked if all alcohol advertising should not be allowed, two-fifths (40 per cent) agreed, one-third (34 per cent) disagreed and one-quarter (26 per cent) did not know. However, 49 per cent of those who agreed that all alcohol advertising should not be allowed had previously said that one or more forms of

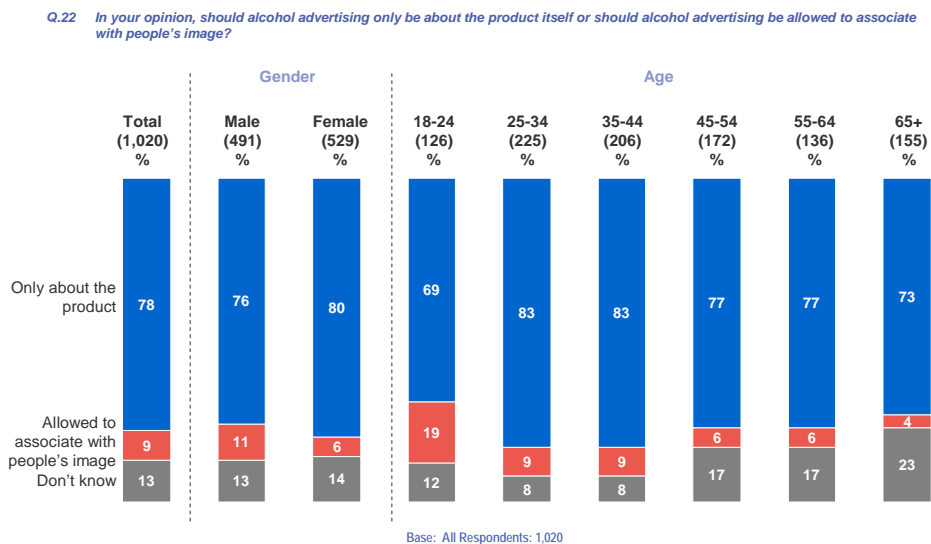
alcohol marketing should be allowed e.g. on TV/ radio after 9pm or in cinemas screening movies rated as suitable for viewing by those age 18 years and older.

**Figure 4.26: Attitudes to alcohol advertising**



Almost 8 out of 10 (78 per cent) believe that alcohol advertising should be limited to the product itself.

**Figure 4.27: Alcohol marketing – image or product only**



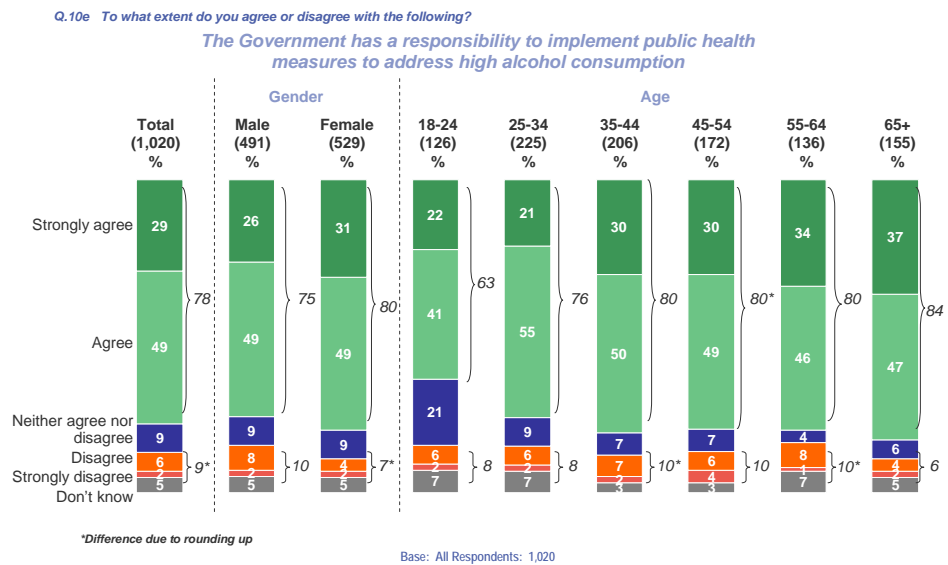
# Government Intervention

# 5. Government Intervention

## 5.1. Government Action

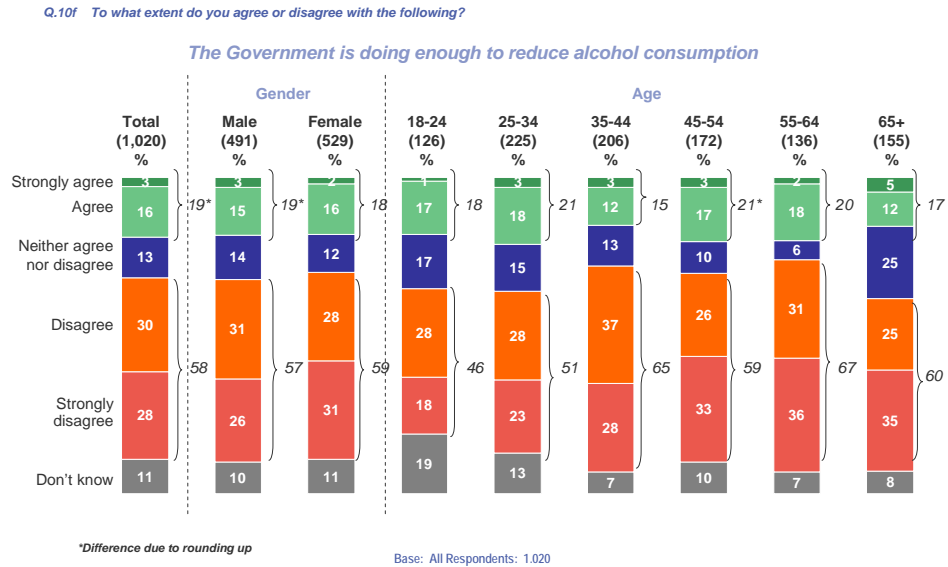
Over three-quarters (78 per cent) believe that the government has a responsibility to implement public health measures to address high alcohol consumption, with this belief most strongly held by those aged 25 years and older.

**Figure 5.1: Government and alcohol consumption - 1**



Almost 6 out of 10 (58 per cent) do not think that the government is doing enough to reduce alcohol consumption while 19 per cent think that the government is doing enough. In the 2010 Alcohol Action Ireland survey, 28 per cent of respondents agreed with the statement ‘the Government is doing enough to address alcohol problems in Ireland’.

**Figure 5.2: Government and alcohol consumption - 2**



# Appendices



Questionnaire

Int. No. \_\_\_\_\_ (7-9)

(BLANK 5-6)

Ass. No. \_\_\_\_\_ (1-4)

Q'aire No. \_\_\_\_\_ (10-11)

Ipsos MRBI/Prp/HRB/12

Good morning/afternoon/evening. I am \_\_\_\_\_ from Ipsos MRBI, the independent opinion polling company. We're conducting a survey of Irish people's attitudes. We would like to ask you a few questions – it will only take about 15 minutes. The answers you give will be completely confidential and will be amalgamated with those of others.

RECORD GENDER:

- Male..... (12) 1
- Female ..... 2

AGE:

- Under 18..... (13-14) 01 **CLOSE**
- 18-19 ..... 02
- 20-24 ..... 03
- 25-29 ..... 04
- 30-34 ..... 05
- 35-39 ..... 06
- 40-44 ..... 07
- 45-49 ..... 08
- 50-54 ..... 09
- 55-59 ..... 10
- 60-64 ..... 11
- 65-69 ..... 12
- 70-74 ..... 13
- 75 or older ..... 14

The questions I will ask relate mostly to attitudes to alcohol.

**SECTION 1**

I'd firstly like to ask you a few questions about drinking alcohol.

**ASK ALL**

Q.1 Have you ever drunk alcohol? (15)

- Yes ..... 1 **CONTINUE**
- No ..... 2
- Don't know..... 9 **SKIP TO Q.3b**

(BLANK 16)

**SHOWCARD Q.2**

Q.2 In the past 12 months, how often have you drunk alcohol? (17)

- 4 or more days per week..... 1
- 2 to 3 days per week ..... 2
- Once per week ..... 3
- Once per fortnight ..... 4
- Once per month ..... 5
- Couple of times per year ..... 6
- Once per year ..... 7
- Not in the last year ..... 8 **SKIP TO Q.3b**
- Don't know..... 9

(BLANK 18-20)

**Q.3a** And in which, if any, of these places have you drunk alcohol in the past year?

| <b>READ OUT &amp; ROTATE</b><br>↓                                       | <b>Yes</b> | <b>No</b> | <b>Don't know</b> |
|---|------------|-----------|-------------------|
| At home/some else's home .....  | 1          | 2         | 9                 |
| In a licensed premises, for example a pub, restaurant, club, hotel etc. | 1          | 2         | 9                 |
| Somewhere else such as a field, park or street .....                    | 1          | 2         | 9                 |

(21)

(22)

(23)

**Q.3b** Have you purchased alcohol in a supermarket at all in the past few years?

|           |                      |
|-----------|----------------------|
| Yes ..... | (24)<br>1            |
| No .....  | 2 <b>SKIP TO Q.8</b> |

**SHOW CARD Q.4**

**Q.4** Over the past few years, how, if at all, do you think the price of alcohol in supermarkets has changed?

|                               |   |      |
|-------------------------------|---|------|
| Increased substantially.....  | 1 | (25) |
| Increased slightly .....      | 2 |      |
| Stayed the same .....         | 3 |      |
| Decreased slightly.....       | 4 |      |
| Decreased substantially ..... | 5 |      |
| Don't know .....              | 9 |      |

**SHOW CARD Q.5**

**Q.5** Over the past few years, how, if at all, have you changed the amount of alcohol you purchase in supermarkets as a result of this change in price?

|                               |   |      |
|-------------------------------|---|------|
| Increased substantially.....  | 1 | (26) |
| Increased slightly .....      | 2 |      |
| Stayed the same .....         | 3 |      |
| Decreased slightly.....       | 4 |      |
| Decreased substantially ..... | 5 |      |
| Don't know .....              | 9 |      |

**SHOW CARD Q.6**

**Q.6** To what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓   | <b>Strongly agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly disagree</b> | <b>Don't know</b> |
|---|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|-------------------|
| If the price of alcohol in supermarkets were to decrease I would buy more alcohol .....                 | 1                     | 2            | 3                                 | 4               | 5                        | 9                 |
| I buy more alcohol than usual in supermarkets when it is on special offer or its price is reduced ..... | 1                     | 2            | 3                                 | 4               | 5                        | 9                 |

(27)

(28)



**SHOWCARD Q.7**

**Q.7** Looking at this card, can you please tell me how much of an impact, if at all, the following would have on the amount of alcohol you currently buy in supermarkets? \_

| <b>READ OUT &amp; ROTATE</b><br>↓                     | The amount of alcohol I buy would decrease substantially | The amount of alcohol I buy would decrease slightly | The amount of alcohol I buy would not change | The amount of alcohol I buy would increase | Don't know |
|---|--|---|--|--|------------|
| If the price of alcohol were to increase by 50% ..... | 1  | 2   | 3  | 4  | 9          |
| If the price of alcohol were to increase by 25% ..... | 1  | 2   | 3  | 4  | 9          |
| If the price of alcohol were to increase by 10% ..... | 1  | 2   | 3  | 4  | 9          |

(29)

(30)

(31)

**Q.8** Are you aware of the “responsible server training” scheme?

(32)

|                  |   |
|------------------|---|
| Yes .....        | 1 |
| No.....          | 2 |
| Don't know ..... | 9 |

**Q.9** Has the pub or bar you visit most regularly completed the ‘responsible server training’ scheme?

(33)

|                          |   |
|--------------------------|---|
| Yes .....                | 1 |
| No.....                  | 2 |
| Not sure.....            | 3 |
| No regular pub/bar ..... | 4 |

**(a)** Have you seen any examples of the staff putting their training into practice and serving responsibly? **DO NOT PROMPT. MULTICODE**

|   |   |
|---|---|
| I noticed most serving alcohol to underage people .....                     | 1 |
| I noticed refusing to serve alcohol to people already under the influence.. | 2 |
| Other (specify _____) .....   | 7 |
| Not sure .....  | 9 |

(34)

(35)

(36)

(37)

(OTH 38-47)

(BLANK 48-50)

**SECTION 2**

I would now like to ask you some questions about the general attitudes towards alcohol in Ireland.

**ASK ALL**

**SHOW CARD Q.10**

**Q.10** To what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓   | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|----------------------------|----------|-------------------|------------|
| In Ireland there are high rates of drunkenness on our streets at night.....                                       | 1              | 2     | 3                          | 4        | 5                 | 9          |
| The current level of alcohol consumption in Ireland is too high   | 1              | 2     | 3                          | 4        | 5                 | 9          |
| Alcohol consumption is reducing in Ireland .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| In Ireland we do not tolerate high levels of alcohol consumption .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| The Government has a responsibility to implement public health measures to address high alcohol consumption ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |
| The Government is doing enough to reduce alcohol consumption .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |

(51)

(52)

(53)

(54)

(55)

(56)

**SHOW CARD Q.11**

**Q.11** Thinking of driving, to what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|--|----------------|-------|----------------------------|----------|-------------------|------------|
| It is safe to drive a car after one alcoholic drink .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| It is safe to drive a car after two alcoholic drinks.....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| All drivers involved in road traffic accidents should have their alcohol levels measured either on the roadside or in the hospital emergency department .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| People convicted of drink driving on more than one occasion should have an 'alcohol lock' fitted in their car which prevents them from starting or driving their car when under the influence of alcohol ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |

(57)

(58)

(59)

(60)

**SHOW CARD Q.12**

**Q.12** Thinking of pregnancy, to what extent do you agree or disagree with the following ...?

| <b>READ OUT &amp; ROTATE</b><br>↓   | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|----------------------------|----------|-------------------|------------|
| It is safe to drink alcohol in moderation even during pregnancy .....                     | 1              | 2     | 3                          | 4        | 5                 | 6          |
| It is safe to drink a glass of wine every day during the last 12 weeks of pregnancy ..... | 1              | 2     | 3                          | 4        | 5                 | 6          |

(61)

(62)

It has been said that three groups are involved in the sale and consumption of alcohol. Firstly, the alcohol industry which produces and sells alcohol, secondly the people who drink alcohol, and thirdly the State which provides licences to produce and sell alcohol. When it comes to contributing towards the costs of excessive alcohol consumption, who do you think, if any, of these – the alcohol industry, people who drink alcohol and the State – is responsible for meeting the costs associated with excessive consumption...

**SHOW CARD Q.13**

**Q.13** ...in terms of the costs of health-related harm?

**MULTICODE**

- Alcohol industry ..... 1 (63)
- People who drink alcohol ..... 2 (64)
- The State (through taxation) ..... 3 (65)
- Don't know ..... 9 (66)

**SHOW CARD Q.13b**

**Q.13b** ...in terms of the costs of public disorder, relationship difficulties or financial loss from excessive alcohol consumption?

**MULTICODE**

- Alcohol industry ..... 1 (67)
- People who drink alcohol ..... 2 (68)
- The State (through taxation) ..... 3 (69)
- Don't know ..... 9 (70)

**SHOW CARD Q.14**

**Q.14** In terms of the Garda Siochana and other authorities, to what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|--|----------------|-------|----------------------------|----------|-------------------|------------|
| <b><i>The Garda Siochana do enough to ensure that ...</i></b>  |                |       |                            |          |                   |            |
| ... pubs do not sell alcohol to people already under the influence of alcohol .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| ... off licences and other shops do not sell alcohol to people aged under 18.....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| ... pubs in my area close on time .....  | 1              | 2     | 3                          | 4        | 5                 | 9          |
| <b><i>The HSE should take a proactive approach to ensure that ...</i></b>  |                |       |                            |          |                   |            |
| ... alcohol licences are not granted or renewed in places that are associated with breach of licencing laws.....               | 1              | 2     | 3                          | 4        | 5                 | 9          |
| ... alcohol licences are not granted or renewed in places that are associated with alcohol-related public order offences ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |

(71)

(72)

(73)

(74)

(75)

**SECTION 3**

**READ OUT**

I'd now like to ask you some questions about the sale of alcohol in Ireland.

**SHOW CARD Q.15**

**Q.15** Over the past 10 years, how would you say that the number of off licences selling alcohol has changed?

- Increased substantially..... (76) 1
- Increased slightly ..... 2
- Stayed the same ..... 3
- Decreased slightly..... 4
- Decreased substantially ..... 5
- Don't know ..... 9

**SHOW CARD Q.16**

**Q.16** To what extent do you agree or disagree with the following ...?

| <b>READ OUT &amp; ROTATE</b><br>↓  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|--|----------------|-------|----------------------------|----------|-------------------|------------|
| The number of outlets selling alcohol is not related to public order offences .....    | 1              | 2     | 3                          | 4        | 5                 | 9          |
| The government should reduce the number of outlets selling alcohol.....                | 1              | 2     | 3                          | 4        | 5                 | 9          |
| There should be a minimum price on alcohol, below which alcohol cannot be sold .....   | 1              | 2     | 3                          | 4        | 5                 | 9          |
| Alcohol should be sold in separate premises to food and other household products ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |

(77)  
(78)  
(79)  
(80)

**Q.17** Thinking now of cans and bottles of alcoholic drinks. Which, if any of the following information should be displayed on the can or bottle?

| <b>READ OUT &amp; ROTATE</b><br>↓                              | Yes | No | Don't know |
|--|-----|----|------------|
| The strength of the alcohol in that drink.....                 | 1   | 2  | 9          |
| The number of calories in that drink.....                      | 1   | 2  | 9          |
| Warning informing about the harms associated with alcohol..... | 1   | 2  | 9          |
| The ingredients used in drink .....                            | 1   | 2  | 9          |

(81)  
(82)  
(83)  
(84)

**READ OUT**

"I'd like to get your opinion on distance sales of alcohol. By distance sales I mean where you place an order for alcoholic drinks and it is delivered to your home. An example of this could include online shopping provided by various supermarkets and off-licences."

**SHOW CARD Q.18**

**Q.18** To what extent do you agree or disagree with the following ...? **READ OUT – ROTATE START**

|   | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|----------------------------|----------|-------------------|------------|
| Distance sales are an easy way for people under the legal age to buy alcohol..... | 1              | 2     | 3                          | 4        | 5                 | 9          |
| Distance sales are strictly monitored by those distance selling alcohol .....     | 1              | 2     | 3                          | 4        | 5                 | 9          |

(85)

(86)

**Q.19** At what age do you believe it is acceptable for children or teenagers to be allowed to drink alcohol at home by their parents?

**RECORD USING LEADING ZEROS I.E. 5 = 0 5**

**DON'T KNOW = 99**

|  |  |
|--|--|
|  |  |
|--|--|

(87-88)

**Q.20** And at what age do you believe it is acceptable for children or teenagers to have alcohol purchased for them by their parents?

**RECORD USING LEADING ZEROS I.E. 5 = 0 5**

**DON'T KNOW = 99**

|  |  |
|--|--|
|  |  |
|--|--|

(89-90)

**SHOW CARD Q.21**

**Q.21** Thinking now about the marketing of alcohol. Please let me know which of the following should be allowed and what you feel should not be allowed?

|   | Allowed | Not allowed | Don't know |
|---|---------|-------------|------------|
| Alcohol advertising on TV/radio after 9pm .....                 | 1       | 2           | 9          |
| Alcohol advertising on TV/radio before 9pm .....                | 1       | 2           | 9          |
| Advertising on social media sites such as Facebook for all ages | 1       | 2           | 9          |
| Sponsorship of musical events/festivals .....                   | 1       | 2           | 9          |
| Sponsorship of sporting events .....                            | 1       | 2           | 9          |
| Advertising in cinema before movies rated for over 18s.....     | 1       | 2           | 9          |
| Advertising in cinema before movies rated for under 18s .....   | 1       | 2           | 9          |
| Advertising on billboards and bus stops .....                   | 1       | 2           | 9          |
| All alcohol advertising .....                                   | 1       | 2           | 9          |

(91)

(92)

(93)

(94)

(95)

(96)

(97)

(98)

(99)

(BLANK (100)

**SHOW CARD Q.22**

**Q.22** In your opinion, should alcohol advertising only be about the product itself or should alcohol advertising be allowed to associate with people’s image?

- (101)
- Only about the product ..... 1
  - Allowed to associate with people’s image ..... 2
  - Don’t know ..... 9

**Q.23** Have you heard of the term “Standard Drink”?

- (102)
- Yes ..... 1
  - No ..... 2
  - Don’t know ..... 9

**READ OUT**

**A “standard drink” is a term used to measure the amount of alcohol in alcoholic drink.**

**Q.24** How many standard drinks do you think are in....? **READ OUT**

**RECORD USING LEADING ZEROS I.E. 5 = 0 5**  
**DON’T KNOW = 99**

- |  |                      |                      |           |
|--|----------------------|----------------------|-----------|
| A) One 200 millilitre glass of wine..... | <input type="text"/> | <input type="text"/> | (103-104) |
| B) One half pint of Guinness.....        | <input type="text"/> | <input type="text"/> | (105-106) |
| C) One pint of lager.....                | <input type="text"/> | <input type="text"/> | (107-108) |
| D) One single measure of spirits.....    | <input type="text"/> | <input type="text"/> | (109-110) |

**Q.25** What is the maximum recommended number of standard drinks a man can safely consume in a week?

**RECORD USING LEADING ZEROS I.E. 5 = 0 5**  
**DON’T KNOW = 99**

|                      |                      |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

(111-112)

**Q.26** What is the maximum recommended number of standard drinks a woman can safely consume in a week?

**RECORD USING LEADING ZEROS I.E. 5 = 0 5**  
**DON’T KNOW = 99**

|                      |                      |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|

(113-114)

**Q.27** For each of the following statements, can you tell me whether you think they are true or false?

| <b>READ OUT &amp; ROTATE</b>   | <b>True</b> | <b>False</b> | <b>Don't know</b> |
|--|-------------|--------------|-------------------|
| <b>↓</b>   |             |              |                   |
| <b><i>Drinking more than the recommended number of standard drinks in a week ...</i></b> |             |              |                   |
| ...can lead to liver disease   | 1           | 2            | 9                 |
| ... can lead to pancreatitis   | 1           | 2            | 9                 |
| ...can lead to stomach ulcers  | 1           | 2            | 9                 |
| ...can lead to high blood pressure   | 1           | 2            | 9                 |
| ...can increase a woman’s risk of breast cancer  | 1           | 2            | 9                 |
| ...can increase risk of skin cancer  | 1           | 2            | 9                 |
| ...can increase risk of bowel cancer   | 1           | 2            | 9                 |

(115)  
 (116)  
 (117)  
 (118)  
 (119)  
 (120)  
 (121)

**Q.28** Do you know anyone who, in your opinion, drinks too much alcohol?

|                  |       |                       |
|------------------|-------|-----------------------|
| Yes .....        | (122) | 1                     |
| No.....          |       | <b>2 SKIP TO Q.30</b> |
| Don't know ..... |       | 9                     |

**Q.29** And does anyone in your immediate family, in your opinion, drink too much alcohol?

|                  |       |   |
|------------------|-------|---|
| Yes .....        | (123) | 1 |
| No.....          |       | 2 |
| Don't know ..... |       | 9 |

**SHOWCARD Q.30**

**Q.30** In each of these circumstances please tell me if you feel it is appropriate or not appropriate for a health care professional to ask you about the amount of alcohol you drink? **SINGLE CODE**

| <b><u>READ OUT &amp; ROTATE</u></b><br>↓   | <b>Appropriate</b> | <b>Not appropriate</b> | <b>Don't know</b> |
|--|--------------------|------------------------|-------------------|
| If I felt the issue they were dealing with was related directly to the amount of alcohol I drink, for example addiction.....                                     | 1                  | 2                      | 9                 |
| If they believed the issue they were dealing could be related to the amount of alcohol I drink, for example high blood pressure .....                            | 1                  | 2                      | 9                 |
| If they believe the treatment they prescribed would be affected by the amount of alcohol I drink, for example prescribing drugs that interact with alcohol ..... | 1                  | 2                      | 9                 |
| Part of routine history taking .....   | 1                  | 2                      | 9                 |

(124)

(125)

(126)

(127)



**SECTION 4**

Finally I'd like to ask you a few questions about non-alcoholic drinks.

**Q.31** In the past 12 months, have you purchased any sugar sweetened drinks? By sugar-sweetened drinks I mean soft drinks like fizzy drinks and cordials, energy drinks and fruit juices with added sugar.

|                  |   |       |
|------------------|---|-------|
| Yes .....        | 1 | (128) |
| No.....          | 2 |       |
| Don't know ..... | 9 |       |

**SHOW CARD Q.32**

**Q.32** To what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓   | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|----------------------------|----------|-------------------|------------|
| If the price of sugar sweetened drinks was to increase by 10% I would buy them less often .....         | 1              | 2     | 3                          | 4        | 5                 | 9          |
| If the price of sugar sweetened drinks was higher than diet drinks, I would switch to diet drinks ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |
| If I drank less sugar sweetened drinks, I would drink water instead .....                               | 1              | 2     | 3                          | 4        | 5                 | 9          |

(129)

(130)

(131)

**SHOW CARD Q.33**

**Q.33** To what extent do you agree or disagree with the following?

| <b>READ OUT &amp; ROTATE</b><br>↓   | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree | Don't know |
|---|----------------|-------|----------------------------|----------|-------------------|------------|
| Irish Children and young people consume too many drinks sweetened with sugar .....                          | 1              | 2     | 3                          | 4        | 5                 | 9          |
| Sugar sweetened drinks contribute significantly to obesity among children and young people in Ireland ..... | 1              | 2     | 3                          | 4        | 5                 | 9          |

(132)

(133)

**CLASSIFICATION**

**Q.C1** What is the highest level of education that you have completed?

**READ OUT. SINGLE CODE**

- Primary level or lower..... 1
- Group, Inter, Junior Cert ..... 2
- Leaving Cert..... 3
- Other Second level..... 4
- Third Level ..... 5
- Don't know ..... 9

(151)

**OCCUPATION CH. INC. EARNER/HOH** \_\_\_\_\_

If Employer/Manager - **write in** No. of Employees responsible for 

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

If Farmer/Farm Manager - **write in** No. of Acres \_\_ 

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

If occupation given as unemployed/retired/widow - **write in** former occupation here \_\_\_\_\_

If occupation given as unemployed, ask:

How long has C.I.E. been unemployed?

- 0-6 months ..... 1
- 7-12 months ..... 2
- 1-2 years ..... 3
- 3+ years ..... 4

(152)

**CODE:**

- A ..... 1
- B ..... 2
- C1 ..... 3
- C2 ..... 4
- D ..... 5
- E ..... 6
- F1 (Farmer 50+ acres) ..... 7
- F2 (Farmer -50 acres/farm labourer) ..... 8

(153)

THANK AND CLOSE

**Job No: 12-003502**  
**Project Name: Awareness Study**  
**Interviewer Instructions**

Deadline for interviewing is **25<sup>th</sup> May**

**Background:**

Ipsos MRBI is conducting research on behalf of the Health Research Board into public knowledge, attitudes and behaviour towards alcohol and sugar sweetened carbonated drinks. It is important that you do not reveal the name of the client at the start of the interview, but you can do so at the end if the respondent asks.

**IT IS ALSO VERY IMPORTANT THAT YOU DO NOT SHOW THE QUESTIONNAIRE OR SHOWCARDS TO ANYONE EXCEPT A RESPONDENT. ALSO PLEASE DO NOT SHARE THESE INSTRUCTIONS WITH ANYONE ELSE.**

**Methodology:**

1,000 face to face 'in-home' interviews are required, with quotas on age, gender and social class. Interviews are being conducted throughout Ireland. Only those aged 18+ can be interviewed.

**Fieldwork:**

Fieldwork is to take place from 16<sup>th</sup> May to 25<sup>th</sup> May.

**The Questionnaire;**

The questionnaires take approximately 15 minutes, therefore it is important to check that respondents have sufficient time to complete the interview once you have started.

Remember: this survey is conducted to measure people's opinions and behaviour - there are no right or wrong answers!

There is only minor routing throughout the questionnaire.

**Areas to watch out for in this particular survey are identified below:**

First of all, throughout the whole questionnaire all "Don't knows" are spontaneous. A 'Don't know' response must be single coded.

There are show cards for questions with prompted responses.

**INTRO SECTION – INTRODUCTION TO SURVEY**

AGE            Those aged under 18 are not eligible

**SECTION 1**

Q1            This is at any stage in their life, even if they are currently a non-drinker.

Q8            Do not prompt the respondent, if they don't know what this is record as "Don't know" but you can subsequently tell them that this is a training scheme for those serving alcohol designed to prevent underage drinking, alcohol intoxication and drunk driving.

## SECTION 2

Q13 Make sure to read out the paragraph before this question

## SECTION 3

Q19 Use leading zeros, for example “9” should be coded as “09”

Q20 Use leading zeros, for example “9” should be coded as “09”

Q23 Do not prompt the respondent, if they don't know what this is record as “Don't know” but you can subsequently tell them that a standard drink is a term used to measure the amount of alcohol in alcoholic drink.

Q24 Read out the definition of a “standard drink” to all respondents

Use leading zeros, for example “9” should be coded as “09”

Do not prompt the respondent with the answers, but if they ask afterwards, the correct answers are:

A) 02

B) 01

C) 02

D) 01

Q25 Use leading zeros, for example “9” should be coded as “09”

Do not prompt the respondent with the answers, but if they ask afterwards, the correct answer is 21

Q26 Use leading zeros, for example “9” should be coded as “09”

Do not prompt the respondent with the answers, but if they ask afterwards, the correct answer is 14

Q27 Do not prompt the respondent with the answers, but if they ask afterwards, all statements are true, apart from that it can lead to stomach ulcers and that it can increase the risk of skin cancer

## CLASSIFICATION

Q19 Third Level includes University, College of Technology, Teacher Training and Professional Qualifications. Anything other than that that is beyond Leaving Cert will be categorised as Other Second Level

### Deadline:

Deadline for interviewing is the 25<sup>th</sup> May

**If you have any problems in relation to any aspect of this survey, please contact the office immediately so we can resolve issues promptly.**