

Alcohol Policy Youth Network

Youth Empowerment for a better life!



Report on the Impact of marketing, price and availability of alcohol on young people's consumption levels



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Table of contents

Summary 4

Background 5

Introduction 6

 Young people’s alcohol consumption 6

 The influence of alcohol marketing strategies 6

 Study Aims 8

Methodology 9

 Part 1: Online survey 9

 Part 2: Documenting exposure of young people to alcohol marketing 10

Results 12

 Online Survey 12

 Demographic data 12

 Drinking habits 13

 Purchasing habits 15

 Factors influencing decision to buy an alcoholic drink 17

 Attitudes 22

 Documenting exposure of young people to alcohol marketing 25

Discussion 30

 Limitations 32

 Conclusion and future recommendations 33

Acknowledgements 34

References 35

Appendices 37

Table of figures

<i>Figure 1.</i> Number of times respondents had an alcoholic drink in different time ranges	13
<i>Figure 2.</i> Number of times respondents had five or more alcoholic drinks on one occasion in different time ranges	14
<i>Figure 3.</i> Number of times respondents have been drunk in different time ranges ...	14
<i>Figure 4.</i> Extent to which various factors influence youth and young adults’ decision to purchase alcoholic drink in a shop / supermarket.....	18
<i>Figure 5.</i> Extent to which various factors influence youth and young adults’ decision to purchase alcoholic drink in bar / pub /restaurant	19
<i>Figure 6.</i> Attitudes towards various alcohol and alcohol-advertising related statements.	23
<i>Figure 7.</i> Percentage of respondents by country.....	51
<i>Figure 8.</i> Percentage of respondents by size of city.....	52

Summary

A growing body of evidence indicates that exposure to alcohol marketing encourages young people to start drinking younger and to drink more if they already do. This research consisted of an investigation into young people's exposure to and perceptions of alcohol marketing.

1095 respondents from 41 countries participated in an online survey about their perceptions of alcohol marketing and 23 participants from 11 countries participated in a mapping exercise that documented the prevalence of alcohol marketing practices in their day to day lives.

The survey results showed that factors which respondents perceive to influence their decision to buy alcoholic drinks the most are taste, price and special offers, but not advertisements. However, the majority of respondents agreed that alcohol advertising influences youth perceptions of alcohol and should not be targeted at young people, and that alcohol advertisements should carry health warnings.

Respondents who had their first drink under the age of 15 years were far more likely to report heavy episodic drinking levels throughout their lifetime.

The mapping exercise results showed that participants documented exposure to alcohol advertisements in a wide variety of settings, most often in supermarkets, streets and on the internet. The marketing medium used most often was poster. In general, participants spotted on average more than ten examples of alcohol marketing during the course of two days.

The conclusions made from this research study include a recommendation to governments and policymakers in Europe to introduce stricter regulation of alcohol marketing, in order to protect young people.

Background

The Alcohol Policy Youth Network (APYN) is a direct outcome of a series of political processes that continuously asked for higher youth participation in the definition, implementation and evaluation of policies and programmes tackling the harmful consumption of alcohol.

APYN is a network of youth organizations and youth clubs that works towards the reduction of harmful effects of youth drinking. Its mission is to mobilize young people across Europe to raise awareness about alcohol related topics and to become advocates of better alcohol policy on a local, national and international level. APYN conducts research into young people and alcohol and all its policies are based on scientific evidence. APYN is apolitical and independent from any source of private funding.

APYN received a grant from the European Commission, part of which was to be used to fund a European-wide survey into the effects of price, availability and promotion of alcohol to young people. APYN established a group of youth researchers who designed and implemented this project, using the network of youth member organisations to recruit participants.

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Introduction

Young people's alcohol consumption

Statistical evidence shows a trend towards increased risky use of alcohol among young people (ESPAD, 2003). Nearly all 15-16 year old students (>90%) have drunk alcohol at some point in their life with many getting drunk for the first time at around 14 years. The average amount drunk on a single occasion by 15-16 year olds is over 60g of alcohol (i.e. 1.5 litres of beer), and reaches nearly 40g in the south of Europe.

Children and adolescents have greater vulnerability to alcohol than adults. During adolescence, alcohol can lead to structural changes in the brain, particularly in the hippocampus, an area that is crucial for learning (De Bellis, Clark, Beers SR et al., 2000) and can at high levels permanently impair brain development (Spear, 2002). Youths who begin drinking early in life are significantly more likely to become dependent on alcohol later (Hingson et al., 2006).

Drinking by adolescents and young adults is associated with traffic accidents, injury and death, suicide and depression, missed classes and decreased academic performance, loss of memory, blackouts, fighting, property damage, date rape, and unprotected sex, which places people at risk for sexually transmitted diseases, HIV infection and unplanned pregnancy (Bonomo, Coffey, Wolfe et al., 2001).

The influence of alcohol marketing strategies

By definition, alcohol advertising and marketing is one-sided and presents alcohol consumption as a safe and problem-free practice, de-emphasizing the potential health risks and negative consequences. Through its messages, alcohol advertising

maintains the social desirability of drinking, overlooks the risk of alcohol to individuals and the public health, and contradicts prevention objectives.

Children and young people constitute an important target group for the alcohol industry because they represent the market of tomorrow, the drinkers of the future. Creating brand allegiance among children and young people is an investment the industry is sure to cash in on.

A growing body of research shows that exposure of young people to alcohol marketing encourages them to drink at an earlier age and to drink more if they already do (Anderson et al, 2009). Exposure to and enjoyment of alcohol commercials causes young people to develop more positive expectancies and attitudes towards alcohol, which in turn influence the onset of drinking age as well as patterns and levels of alcohol consumption.

Also, it has been shown that youth in markets with greater alcohol advertising expenditures drank more: a US study on alcohol advertising found that each additional dollar spent per capita raised the number of drinks consumed by 3% (Snyder, Milici, Sun & Strizhakova, 2006).

The effects found in these studies are possibly underestimating the true size of the effects, since in reality alcohol advertisers use a combination of different marketing strategies (sponsorship of music and sports eventsⁱ, product placement etc.).

Promotion of alcoholic beverage often seeks not to show/promote the product itself, but aims to create a positive image of the consumer - the person using alcohol is generally young, sexy, socially active, having fun or participating in sports, etc. Just like tobacco products in the movies - brand itself is not (and cannot) be advertised,

ⁱ Of the top 20 sponsors of events for teenagers, 40% are producers of alcoholic drinks.

therefore the act of smoking is being instead with desirable people in society. Moreover, the marketing of brands has become an integral part of the everyday social lives of young people. Alcohol brands have become a part of the entertainment, sporting and cultural ambience (Casswell, 2004).

Study Aims

This research project aimed to mobilize APYN member organisations and young people's networks across Europe to produce a report on current alcohol marketing practices to young people.

The primary research aim of the project was to **document youth perceptions of alcohol marketing in Europe.**

The secondary research aim was to **document and describe the volume and types of alcohol marketing that young people in Europe are exposed to in their daily lives.**

Methodology

The research project consisted of two parts: an online survey and a mapping exercise.

Part 1: Online survey

The first initiative involved an online survey, looking at young people's perception of alcohol marketing. This was sent to >1000 participants via mailing lists of national and international youth NGOs, youth centers, social networks, etc. The survey asked participants to give information on the following:

- Demographic profile (gender, age, country of residence)
- Drinking habits (age of first alcoholic drink, prevalence of drinking alcohol, prevalence of being drunk)
- Perceived influence of marketing tactics on choice to buy alcohol in off- and on-trade premises (price, product, packaging, promotions, advertisements)
- Perceived exposure to alcohol marketing (awareness of advertisements and promotions)
- Opinions on marketing regulations for alcohol (if advertising alcohol through different channels should be banned, if alcoholic drinks should carry health warnings)

The questions on participant drinking habits were adapted from two existing surveys: the 'European School Survey Project on Alcohol and Other Drugs'ⁱⁱ (ESPAD) questionnaire and the 'Smoking, Drinking and Drug Use among Young People in England'ⁱⁱⁱ questionnaire.

ⁱⁱ ESPAD 2011 questionnaire downloaded from <http://www.espad.org/document>

ⁱⁱⁱ Smoking Drinking and Drug Use amongst Young People in England in 2009, questionnaire downloaded from <http://www.ic.nhs.uk/pubs/sdd09fullreport>

The full survey is attached at **Appendix 1**.

Part 2: Documenting exposure of young people to alcohol marketing

The second initiative involved a small number of participants monitoring and recording the alcohol marketing practices they were exposed to when going about their usual daily routines.

For this APYN recruited 14 participants from member organisations and affiliated networks. Participants were asked to record any alcohol marketing exposures they encountered during two days: a full mid-week day (the majority of which may have been spent at school/college/work) and a full weekend day.

Participants provided two full days of their time, however during this period they were encouraged to act as 'normal' as possible - i.e. engaging in activities that they would normally do, not actively seeking examples of alcohol marketing.

Participant toolkit

Participants were sent a toolkit giving them instructions and resources necessary to complete the project task. They were asked to complete a questionnaire, providing demographic information including nationality, gender, occupation etc. and their own drinking habits. See **Appendix 2** for an example.

This toolkit included an overview of alcohol industry marketing practices, to help participants identify the types of exposures they encountered. Please see **Appendix 2**

for full details. They were asked to categorize the different exposures according to the criteria outlined in the 'marketing mix' framework of the 'Four P's' (product, price, place promotion). They were also asked to categorize the marketing practices according to their theme or tone, for example if humour or sex was the main theme of an advert.

Participants were asked to complete a spreadsheet with the results of their findings, which was sent to the APYN Youth Researchers team via email. Please see **Appendix 3** for an example template spreadsheet.

The APYN Youth Researchers were tasked with collating the data sent by all participants and creating a written report outlining the findings. The Institute of Alcohol Studies (IAS) provided support with this.

Results

Online Survey

Demographic data

The total number of people who completed the survey was 1095. The majority (66 %) of respondents were female and 34% were male. The mean age of respondents was 22.13 (SD=3.94).

More than 70% of respondents live either in a city or large town.

Survey data was recorded in 41 different countries, with Lithuania, Slovenia and Bulgaria producing the highest number of responses. The full list of participant countries can be found in **Appendix 4**.

In order to investigate the perceptions of marketing by age in some questions we divided all the respondents into 2 groups. We considered all those who were younger than 21 years old to be “*youth*” (group I), and those who were older than 21 to be “*young adults*” (group II). The total number of “*youth*” was 383 (34.7 %) and the total number of “*young adults*” was 712 (64.6%). The age of 21 was chosen because at this age many people are already graduating from colleges or leaving home, etc., so they become more independent with their life decisions. Furthermore, after dividing participants by this age two rather homogenous groups were formed which made comparisons between the groups more controlled. Dividing the groups by a younger age - e.g. 16 or 18, would have created a sample size too small to compare with confidence.

Drinking habits

Respondents were first asked about their drinking habits. The mean age of drinking first alcoholic drink was 14,36 years (SD=2,73). For this calculation people who put their age at first drink '0' (meaning they never had alcoholic drink) were excluded (6,7% of all participants). Most respondents had their first alcoholic drink between 13 and 16 years (68,9% of the participants who had tried alcohol), as it can be seen from **Appendix 6**.

Three topics were dealt with: frequency of drinking, frequency of binge drinking (having five or more alcoholic drinks on one occasion), and frequency of getting drunk. Below the answers can be found in graphical form.

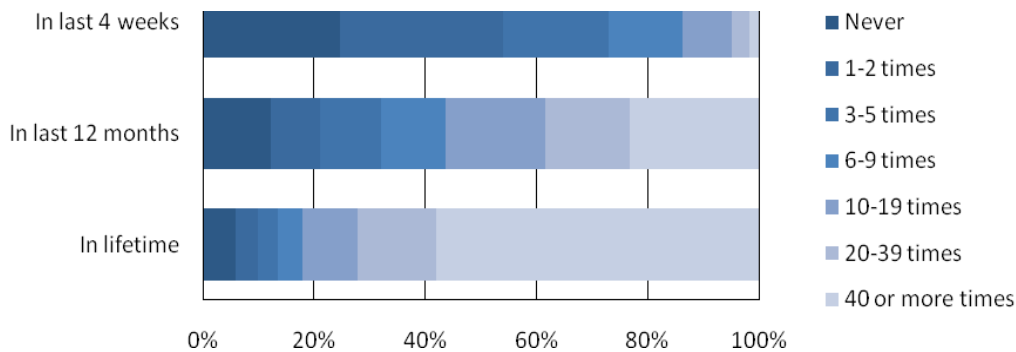


Figure 1. Number of times respondents had an alcoholic drink in different time ranges

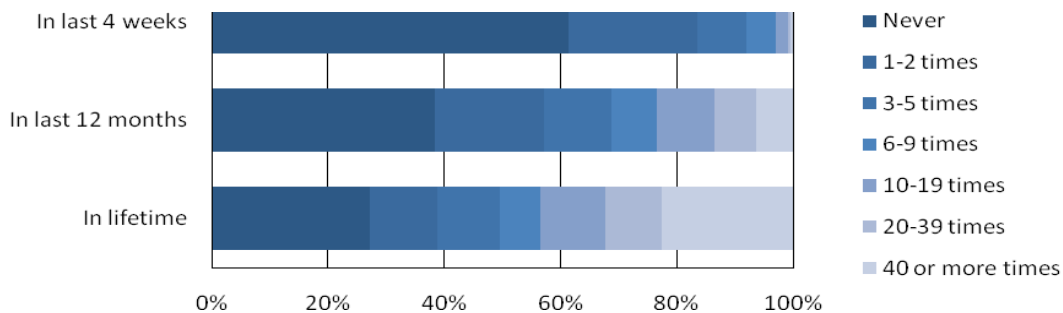


Figure 2. Number of times respondents had five or more alcoholic drinks on one occasion in different time ranges

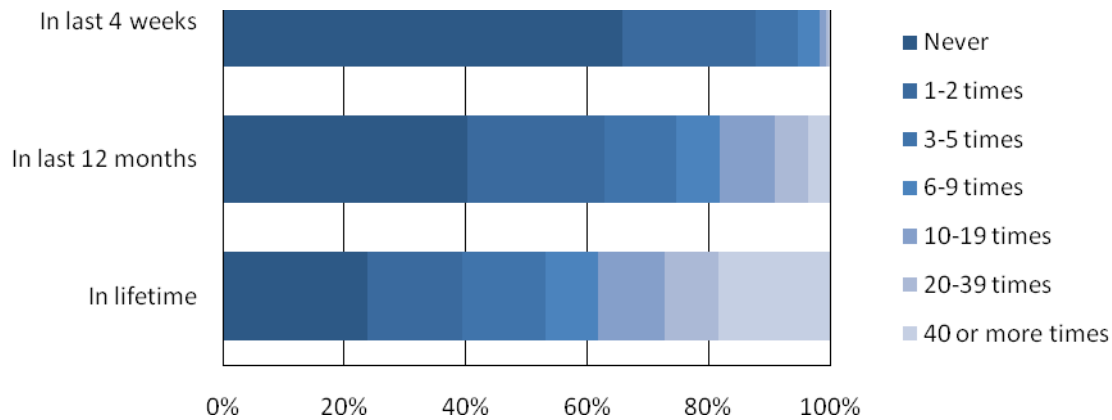


Figure 3. Number of times respondents have been drunk in different time ranges

Further statistical analysis was performed (which can be found in Appendix 6) comparing drinking habits of different demographical groups.

Chi-squares were computed and it was found that males significantly differ (p-value 0.05) from females on all measures (on how many occasions they had a drink, how often they had five or more drinks on one occasion and how often they've been drunk) and in all time ranges (last 4 weeks, last 12 months, lifetime). From the data it can be seen that it is the males that tend to drink more often, in greater quantities and get drunk more often.

Respondents that had tried an alcoholic drink before were divided in two groups: respondents who had their first alcoholic drink before 15 years and those who had their first alcoholic drink at 15 years or later. This age was chosen because it means division between from primary and secondary education (elementary and high school) in many European countries. In addition, the UK Chief Medical Officer's advises that no children under the age of 15 should be given alcohol - as the evidence suggests

that exposure to alcohol at a young age can increase the risk of alcohol dependency in later life (Anderson et al, 2009).

A significant difference ($p < 0.05$) was found when comparing the frequencies on all measures and time ranges. The respondents who had their first alcoholic drink before 15 thus tend to drink more often, in greater quantities and get drunk more often (table 1). Full a full breakdown of respondents drinking habits see **Appendix 6**.

Table 1
Drinking habits of respondents by age of first alcoholic drink

Current drinking habits	Had first alcoholic drink under 15 years	Had first alcoholic drink aged 15 or above
Drunk a whole drink 40 or more times in lifetime	70,1%	53,9%
Drunk a whole drink 40 or more times in last 12 months	31,3%	18,8%
Drunk a whole drink 10 or more times in last 4 weeks	18,3%	11.2%
Have been drunk 40 or more times in lifetime	25,7%	14,2%
Have been drunk 40 or more times in last 12 months	6,7%	1,3%

Purchasing habits

Respondents were asked how often they purchased alcohol in a *shop/supermarket* or in a *bar/pub/restaurant*. The majority of respondents indicated that they purchase alcohol in *bar/pub/restaurant monthly or less* (40.2 %). Also, the majority of respondents claimed that they purchase alcohol in *shops/supermarkets monthly or less*. The frequencies for groups separated according to the age can be seen in the tables below.

Table 2a

Frequency of purchasing alcohol in shop/supermarket for youth and young adults

Buy alcohol in a <i>shop/supermarket</i>	Group <i>youth</i> (< 21 years)	Group <i>young adults</i> (21+ years)
Never	43,1 %	25,4 %
monthly or less	35,8 %	42,4 %
2 - 4 times a month	17,8 %	26,7 %
2- 3 times a week	3,1 %	4,6 %
4 or more times a week	0,3 %	0,8 %

Table 1b

Frequency of purchasing alcohol in bar/pub/restaurant for youth and young adults

Buy alcohol in a <i>bar/pub/restaurant</i>	Group <i>youth</i> (< 21 years)	Group <i>young adults</i> (21+ years)
Never	31,3 %	14 %
monthly or less	35,2 %	42,8 %
2 - 4 times a month	25,3 %	33 %
2- 3 times a week	6,3 %	8,6 %
4 or more times a week	1,8 %	1,5 %

In group “*youth*”, 43.1 % of respondents claimed that they have never purchased an alcoholic drink in a *shop/supermarket* and 35.8 % claimed doing that monthly or less, making it 78,9% of participants under 21 years who purchase alcohol never or rarely. They tend to purchase alcohol somewhat more often in bars/pubs/restaurants though, with 33,4% doing it 2-4 times a month or more often.

Respondents who are 21 or more purchase alcoholic drinks more often than those who are under 21, both in shops/supermarkets and bars/pubs/restaurants.

We compared the answers from two groups of respondents mentioned above by using Chi square analyses.

Factors influencing decision to buy an alcoholic drink

Respondents were asked to what extent a number of factors influenced their decision when they are buying alcohol in a shop or bar. Response options were presented on 5-point ordinal scale with the options including “*not at all*”, “*a little*”, “*somewhat*”, “*quite a lot*” and “*very much*”.

Respondents indicate they are most influenced by a drink's taste, and also to great extent by its price and special offers. Respondents indicate that they are not influenced by different kinds of advertisements to a great extent. Respondents indicate that they are least influenced by seeing famous people drink.

Other factors, such as *goodie given with the drink, brand as a sponsor, advertisements elsewhere, magazine/newspaper advertisements, internet advertisements, packaging* were generally not selected as influential factors when buying a drink either in a *bar/pub/restaurant* or *shop/supermarket*.

The overall results are presented in the two figures below.

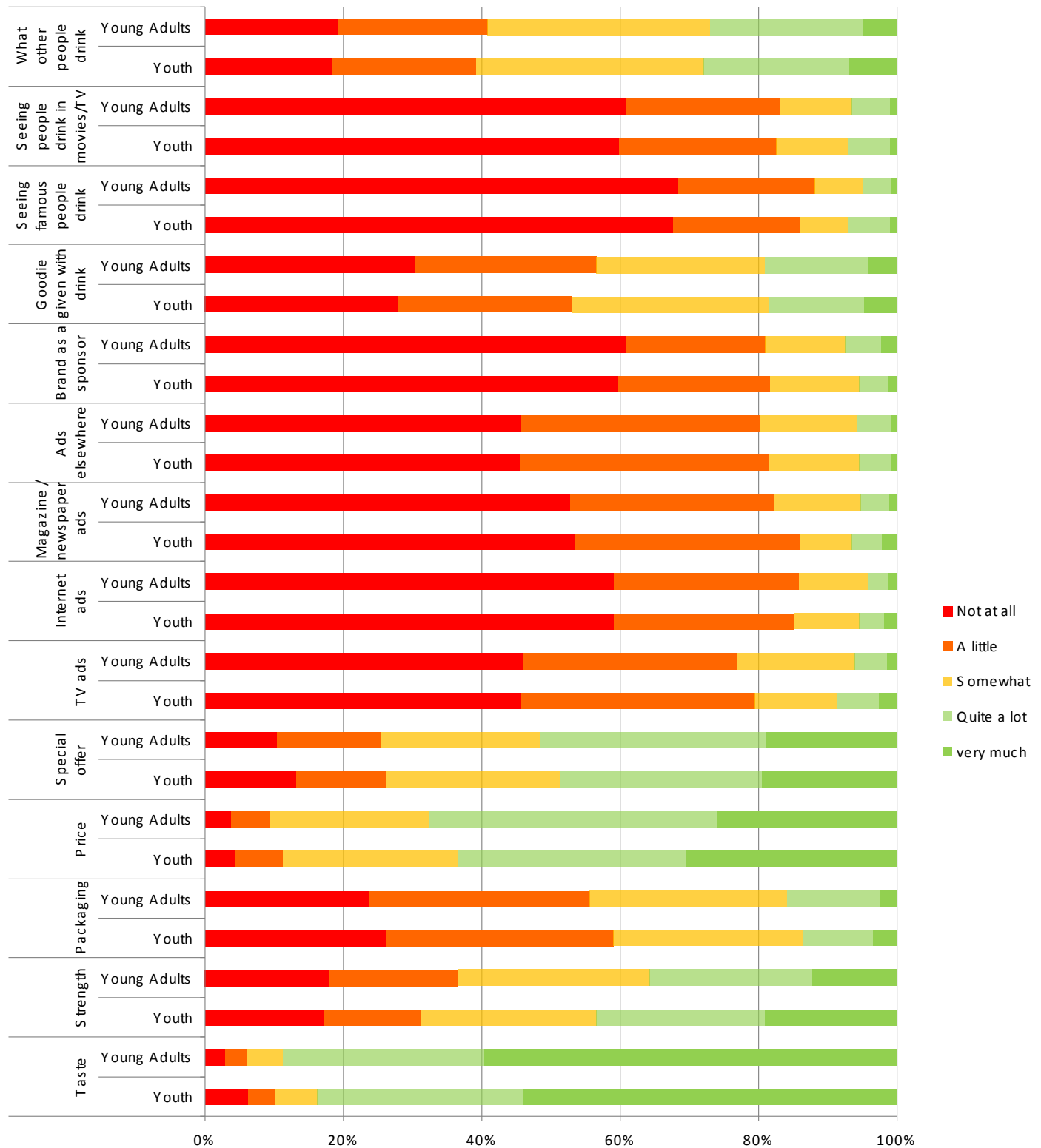


Figure 4. Extent to which various factors influence youth and young adults' decision to purchase alcoholic drink in a shop / supermarket

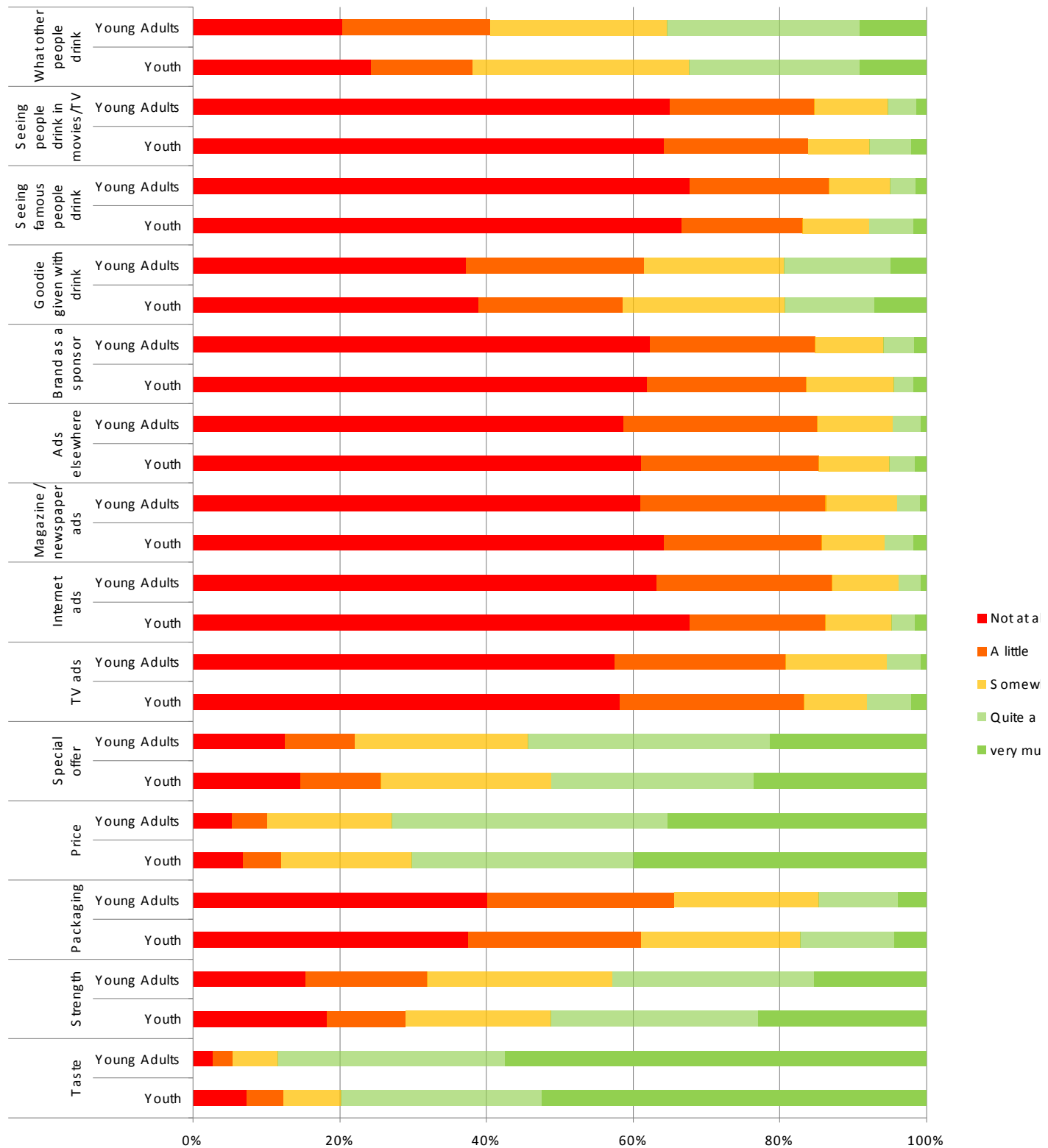


Figure 5. Extent to which various factors influence youth and young adults' decision to purchase alcoholic drink in bar / pub / restaurant

Statistical comparisons were made between both age groups. Responses revealed significant differences ($p < 0.05$) in the influences of taste and strength between the two groups when buying an alcoholic drink from a bar/pub/restaurant (with the “youth” group indicating a reduced influence from taste and an increased influence from strength when compared to the “young adults” group, as shown in Table 3 and 4). For respondents below 21 it seems as though the strength of the drink is more important than for respondents above 21 when buying alcohol.

Table 2

Differences in perceived influence of drink's taste on purchasing intentions

Factor “taste”	Not at all		A little		Somewhat		Quite a lot		Very much		Sig.
	Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults	
<i>Shop/supermarket</i>	6.3 %	2.9 %	3.9 %	3.1 %	6 %	5.3 %	29.8 %	29.1 %	54 %	59.6 %	p > 0.05
<i>Bar/pub/restaurant</i>	7.3 %	2.7 %	5 %	2.7 %	7.8 %	6.2 %	27.4 %	30.9 %	52.5 %	57.6 %	p < 0.05**

** - it is significant at 0,05 level

Table 3

Differences in perceived influence of drink's strength on purchasing intentions

Factor “strength”	Not at all		A little		Somewhat		Quite a lot		Very much		Sig.
	Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults	
<i>Shop/supermarket</i>	17.2%	18 %	14.1 %	18.5 %	25.3 %	27.8%	24.3 %	23.5%	19.1%	12.2 %	p < 0.05**
<i>Bar/pub/restaurant</i>	18.3 %	15.3 %	10.7 %	16.6 %	19.8 %	25.3 %	28.2 %	27.5 %	23 %	15.3 %	p < 0.05**

** - it is significant at 0,05 level

Respondents were asked if they feel influenced by *what other people drink* when buying alcoholic drink. When buying in a *shop/supermarket*, respondents most often

claimed that they feel “*somewhat*” influenced by *what other people drink* (32.4 %). There were no statistically significant differences between the two age groups.

When buying drink in a bar/pub/restaurant there were statistically significant differences between two groups when answering the same question about the influence of *what other people drink* ($p < 0.05$). More respondents from group “*youth*” claimed not to be influenced by *what other people drink* (24.3% compared to 20.4% of respondents from “*young adults*”). In comparison, a greater number of respondents from group “*young adults*” indicated that they were influenced *quite a lot* (26.3 % compared to 23.2% of respondents from the “*youth*” group). (Table 5). Respondents below 21 thus perceive themselves to be less influenced by indirect peer pressure in a social setting (bar/pub/restaurant).

Table 4

Differences in perceived influence of what other people drink on purchasing intentions

What other people drink in ...	Sig.	Not at all		A little		Somewhat		Quite a lot		Very much	
		Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults	Youth	Young adults
<i>Shop/supermarket</i>	p > 0,05	18,5 %	19,2 %	20,6 %	21,6 %	32,9 %	32,2 %	21,1 %	22,2 %	6,8 %	4,8 %
<i>Bar/pub/restaurant</i>	P < 0,05**	24,3 %	20,4 %	13,8 %	20,1 %	29,5 %	24,2 %	23,2 %	26,3 %	9,1 %	9,1 %

** - it is significant at 0,05 level

To summarize, the only significant difference between the two age groups was found on factor “strength” when buying in a shop/supermarket. When buying in a bar/pub/restaurant, the two age groups significantly differed on factors “taste”, “strength”, “TV advertisements” and “what other people drink”. The complete list of statistical analysis can be found in **Appendix 7**.

Here it can be mentioned also that 53,4% of respondents answered that they own a promotional material for any drink (for more results see **Appendix 8**).

Attitudes

In order to learn our respondents' attitude towards alcohol advertisements we assessed their level of agreement with a number of statements.

The majority (69%) of respondents moderately or completely agree that alcohol advertising influences youth perceptions of alcohol and should not be targeted at young people (74.5% respondents). 77.4% also agrees that alcohol advertisements should carry health warnings.

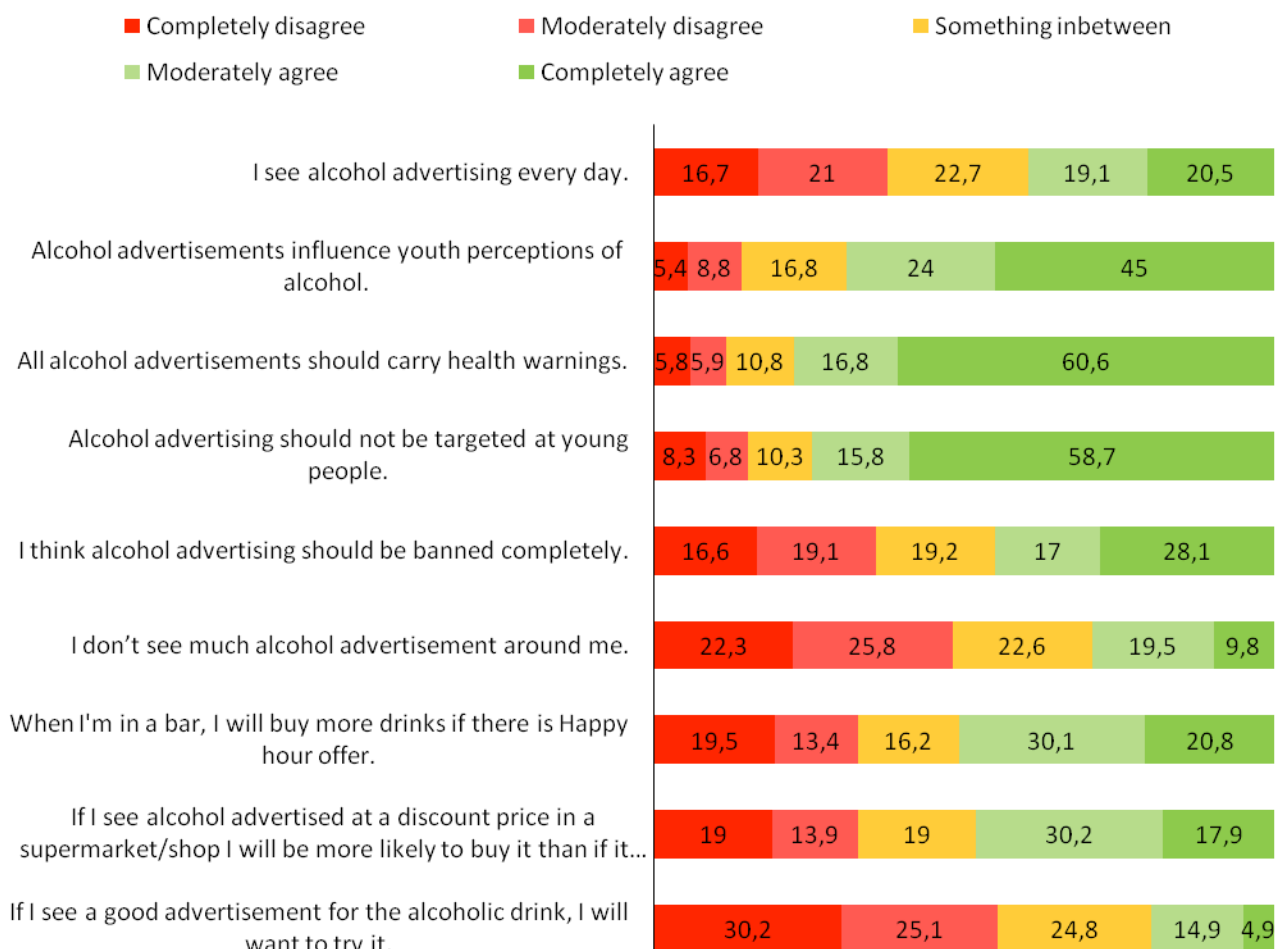


Figure 6. Attitudes towards various alcohol and alcohol-advertising related statements.

When comparing groups of respondents younger than 21 and older than 21, answers were statistically significant ($p < 0.05$) when evaluating the statement “*I think alcohol advertising should be banned completely*” (line I in the Table 6). Respondents above 21 were tended to be more in favour of the statement.

There were statistically significant differences between the groups ($p < 0.05$) in the responses to the statements “*Alcohol advertising should not be targeted at young people*” (line II in the Table 6), “*Alcohol advertisements influence youth perceptions of alcohol*” (line III in the Table 6) and “*All alcohol advertisements*”

should carry health warnings” (line IV in the Table 6). In all cases, respondents aged 21 or more hold more favourable attitudes towards these statements.

Respondents also rated statements ***“I don’t see much alcohol advertisement around me”*** (line V in Table 6) and ***“I see alcohol advertising every day”*** (line VI in Table 6), but no statistical significance was found between the two groups’ answers.

Table 5

Percentage of respondents to various statements divided by age

	Completely disagree		Moderately disagree		Something in between		Moderately agree		Completely agree	
	Youth (%)	Young adults (%)	Youth (%)	Young adults (%)	Youth (%)	Young adults (%)	Youth (%)	Young adults (%)	Youth (%)	Young adults (%)
I	22.2	13.6	17	20.2	18.8	19.4	17.2	16.9	24.8	29.9
II	10.7	7	8.1	6.2	11.2	9.8	18.5	14.3	51.4	62.6
III	8.4	3.8	10.4	7.9	18.5	15.9	23	24.6	39.7	47.9
IV	8.1	4.6	7.8	4.9	9.7	11.4	17.5	16.4	56.9	62.6
V	25.6	20.5	25.6	26	23.8	22.1	17	20.8	8.1	10.7
VI	15.7	17.3	21.1	20.9	22.5	22.9	19.3	19	21.4	19.9

Documenting exposure of young people to alcohol marketing

For this project APYN recruited 23 participants from member organisations and affiliated networks. Participants were from 11 different countries (Slovakia, Switzerland, Lithuania, Bulgaria, Romania, Slovenia, France, and Sweden, Moldova, Albania, Germany).

Table 6

Distribution of participants in the mapping exercise

Country	Number of participants	Number of ads examples
Albania	2	4,4 %
Bulgaria	5	36,8 %
France	1	5,1 %
Germany	1	1,1 %
Lithuania	4	12,1 %
Moldova	1	5,1 %
Romania	3	1,8 %
Slovakia	2	8,8 %
Slovenia	2	20,6
Sweden	1	1,5 %
Switzerland	1	2,6 %

Participants gathered the biggest percentage of marketing examples in Bulgaria (36.8 % of all the examples). In total 272 different examples of alcohol advertising were collected and analysed. 74.3 % of those examples were noticed on weekday and 25.6 % on weekend. 19.1 % of all examples included price promotion.

Participants defined 7 different general *spaces*, where they saw the advertisement, these are: *street, bar, internet, TV, cafe, supermarket/shop, magazine*.

In addition to that they defined 6 different marketing *mediums: poster, billboard, social network, website, leaflet, merchandise, video.*

Table 7

Distribution of seen ads according to marketing spaces and marketing mediums

Marketing spaces		Marketing mediums	
Street	23,4 %	Poster	48,9
Bar	12,5 %	Billboard	6,3 %
Internet	20,2 %	Social network	8,5 %
Tv	12,1 %	Website	11,8 %
Café	3,3 %	Leaflet	4,4 %
Supermarket/shop	26,5 %	Merchandise	4,8 %
Magazine	1,8 %	Video	15,4 %

The marketing medium recorded most frequently was *poster* (48.9 %). The place where posters were noticed most often was *supermarket/shop* (84.7 % of all advertisements were noticed in a supermarket or shop), 76.5 % of all advertisements in *bars* were also posters.

All *internet* advertisements divided between two different marketing mediums - 8,5 % of all advertisements were noticed in *social networks* (e.g. *Facebook, Twitter*), and 11,8 % were recorded in different *websites* (e.g. *newspaper's websites*).

Participants also differentiated between 6 different types of alcoholic drinks: *beer, champagne, cider, wine, spirits and alcopops.*

44.4 % of all advertisements in cafés were recorded as *poster*, 33.3 % as *video* and 22.2 % as *merchandise.*

Table 8
Marketing mediums as seen in various marketing spaces

Marketing medium	Marketing space						
	Street	Bar	Internet	TV	Café	Shop/supermarket	Magazine
Poster	62,5 %	76,5 %	--	3 %	44,4 %	84,7 %	20 %
Social network	--	--	41,8 %	--	--	--	--
Billboard	26,6 %	--	--	--	--	--	--
Video	--	8,8 %	--	97 %	33,3 %	5,6 %	--
Website	--	--	58,2 %	--	--	--	--
Leaflet	3,1 %	2,9 %	--	--	--	6,9 %	80 %
Merchandise	7,8 %	11,8 %	--	--	22,2 %	2,8 %	--

Beer was most often advertised via *posters* (47.7 %) and the least often via *leaflets* (1.8 %). Most of the alcohol branded *merchandise* was associated with *beer* (10.5 %). *Champagne* was the drink which was most often of all advertised in *billboards* (33.3 %). *Champagne* itself was equally often advertised in *videos* and *leaflets* (both 33.3 %). *Cider* was the drink which was most often recorded to be promoted as *video* (57.1 %) *Wine* was the drink which was most often advertised on *websites* (42.9 %) and *social networks* (25 %). *Spirits* were most often advertised using *posters* (69.5 %). *Alcopops* were also mostly advertised with *posters* (45.5 %).

Table 9
Marketing mediums used for promotion of various alcoholic drinks

Marketing medium	Alcoholic drink					
	Beer	Champagne	Cider	Wine	Spirits	Alcopop
Poster	47,4 %	--	14,3 %	7,1 %	69,5 %	45,5 %
Social network	5,3 %	--	--	25 %	10,5 %	--
Billboard	9,6 %	33,3 %	14,3 %	3,6 %	1,1 %	4,5 %
Video	18,4 %	33,3 %	57,1 %	17,9 %	6,3 %	18,2 %
Website	7 %	--	14,3 %	42,9 %	7,4 %	18,2 %
Leaflet	1,8 %	33,3 %	--	3,6 %	4,2 %	13,6 %
Merchandise	10,5 %	--	--	--	1,1 %	--

Beer promotion was split quite equally between different marketing spaces, however it was most often promoted in the *streets* (37.7%). Half of *champagne* promotions were recorded in the *streets*, with the rest divided equally (16.7 %) between *TV*, *supermarket/shop* and *magazines*. *Cider* was most often promoted in *TV* (57.1 %) and the *streets* (28.6%). *Wine* was most often promoted on the *internet* (67.9 %). *Spirits* were most often promoted in the *supermarket/shop* (53.7 %). The only space where our participants did not record any advertisements of *alcopops* was *café*. *Alcopops* were most often promoted in the *street* and the *supermarket/shop* (both 22.7%).

Table 10

Marketing spaces used for promotion of various alcoholic drinks

Marketing space	Alcoholic drink					
	Beer	Champagne	Cider	Wine	Spirits	Alcopop
Street	37,7 %	50 %	28,6 %	7,1 %	9,5 %	22,7 %
Bar	14 %	--	--	--	14,7 %	18,2 %
Internet	12,3 %	--	14,3 %	67,9 %	17,9 %	18,2 %
TV	17,5 %	16,7 %	57,1 %	10,7 %	2,1 %	13,6 %
Café	5,3 %	--	--	7,1 %	1,1 %	--
Shop/supermarket	11,4 %	16,7 %	--	7,1 %	53,7 %	22,7 %
Magazine	1,8 %	16,7 %	--	--	1,1 %	4,5 %

Our participants had to categorise each ad in one of eight tone categories which were used in alcohol advertisements. Those were: *humour*, *sport*, *social life*, *product/brand*, *sexual appeal*, *alcohol is an ordinary commodity*, *patriotism* and *price promotion*.

Social life as an advertisement tone was used most often (27.8 % of all advertisements). Beer was mostly advertised using *product/brand* (25.9 %) and *social life* (21 %). In none of the cases beer was promoted as *an ordinary commodity*.

Champagne was mostly advertised using tone of *social life* and *product/brand* (both 33.3%). Cider, wine and alcopops were mostly promoted using tone of *social life* (respectively 57.1 %, 68 % and 27.8 %). However *spirits* were promoted using *humour*

as tone of promotion more often (44.2 % of the cases). Least used was tone *alcohol is an ordinary commodity* only 8 % of *wine's* and 2.3 % of *spirits* advertisements had this tone. *Patriotism* was used in 8% of all promotions. 16 % of beer, 4% of wine, 7 % of spirits and 5.6 % of all alcopops advertisements had this tone. *Sexual appeal* as a tone was used most often in champagne promotions (16.7%) and cider promotions (14.3 %). Price promotion most often was used for advertising alcopops (22.2%) and champagne (16.7%).

Table 11

Tone used for promotion of various alcoholic drinks

Tone	Alcoholic drink					
	Beer	Champagne	Cider	Wine	Spirits	Alcopop
Humor	16 %	--	--	8 %	44,2 %	16,7 %
Sport	16 %	--	--	--	--	--
Social life	21 %	33,3 %	57,1 %	68 %	11,6 %	27,8 %
Product/brand	25,9 %	33,3 %	28,6 %	--	23,3 %	16,7 %
Sexual appeal	3,7 %	16,7 %	14,3 %	4 %	4,7 %	11,1 %
Ordinary commodity	--	--	--	8 %	2,3 %	--
Patriotism	16 %	--	--	4 %	7 %	5,6 %
Price promotion	1,2 %	16,7 %	--	8 %	7 %	22,2 %

Discussion

The average age of all respondents of having their first alcoholic drink was 14,4 years old, which was higher than the average age of onset recorded in the recent ESPAD survey, 12,5 years (Hibell et al, 2004). This may show that the sample in this study may not be completely representative.

The results recorded high levels of heavy drinking amongst the young people who took part in the study: 36.9% of respondents reported being drunk 40 or more times in their lifetime. Over one fifth (22.7%) were under the age of 21 and 14.2 % were over 21.

Perhaps the most interesting trend emerging from this study was the relationship between age of first alcoholic drink and current drinking habits. Respondents who had their first drink under the age of 15 years were far more likely to report heavy episodic drinking levels throughout their lifetime. This finding has significant implications for policymakers, given the strong evidence base to suggest that exposure to alcohol marketing reduces the age of onset amongst young drinkers. A reduction in marketing exposure to young people could potentially lead to a reduction in heavy episodic drinking.

More than two thirds of respondents (68,9%) had their first alcoholic drink between 13 and 16 years of age. This shows that early prevention should commence even prior to that (at age 12, for example) in order to reach the majority of young people before the onset of drinking. Another reason for early prevention is also the abovementioned fact that the respondents who had their first alcoholic drink before 15 tend to drink more often, in greater quantities and get drunk more often than respondents who had their first alcoholic drink after age of 15.

When asked about factors influencing their decision to buy an alcoholic drink, respondents indicated they were most influenced by the drink's *taste*, to a great extent and also by its *price* and whether there was a special offer. Respondents also think they *are not influenced by different kinds of advertisements* to a great extent. Other factors, such as 'goodie' or piece of branded merchandise given with the drink, brand as a sponsor, advertisements elsewhere, magazine/newspaper advertisements, internet advertisements and packaging were not selected as an influence on the decision to buy a drink either in a bar/pub/restaurant or shop/supermarket.

Respondents didn't feel that advertisements has any influence on their decisions when buying alcohol. However, this finding is not surprising in light of many cognitive biases proven to distort people's perception of their judgement in decision-making: People tend to think they are not as biased as others and rate themselves as being much less subject to various cognitive biases than the average person (Pronin & Kugler, 2007). That may explain why respondents perceived themselves as individuals not influenced by the advertisements while also thinking that youth perception of alcohol in general is influenced by alcohol advertising (as 69% of respondents indicated).

Additionally, as the results have shown, on the one hand not that many respondents think that seeing good advertisements will make them want to try the drink, but on the other hand approximately half of respondents are more likely to buy an alcoholic drink if there is a special offer or happy hour offer. This shows that a lot of respondents are not aware of different marketing practices used by alcohol industry (such as price promotions) which may also influence them. More effort should thus be put towards raising people's awareness of different marketing practices used by alcohol industry to promote alcoholic drinks.

In general, respondents tend to think that alcohol advertisements should not be targeted at young people (74,5% respondents) and that they should carry health

warnings (77,4%). Also, it is interesting to notice that older respondents (21+) had more favourable attitudes towards those statements, which maybe shows greater awareness of advertising practices and their effect, or the harm alcohol does.

Mapping exercise participants on average saw around 10 alcohol advertisements in the two days they were carrying out the study. This shows how pervasive alcohol advertising is, especially when we take into consideration that most of the advertisements weren't spotted at the point of sale (for example bars and shops), but in places like streets, internet and TV.

Participants named 8 different tones which were used in alcohol advertisements. Those were: humour, sport, social life, product/brand, sexual appeal, alcohol as an ordinary commodity, patriotism and price promotion. Social life was the advertising tone found to be used most often (27.8 % of all advertisements). This link to social life when advertising alcohol could suggest a possible aim of the alcohol industry to connect drinking alcohol to certain social lifestyle, desired by people.

Limitations

The authors of the study can identify limitations which must be considered when using this report for research purposes. The method of recruitment, via APYN links and informal social networks, meant that equal representation across all European countries was difficult to achieve. Furthermore, the survey questionnaire was in English, which may have created a barrier to entry for some participants.

Whilst every effort was made to design a comprehensive multiple-choice survey, some questions did not give respondents the opportunity to record additional information that may have affected their answer. For example, if a respondent claimed to "never have seen an advert of TV", there was no space to state whether this was because

they did not watch or own a TV. However, going into such levels of detail with each respondent was outside the scope of this study.

Conclusion and future recommendations

This mapping exercise showed how pervasive alcohol advertising is, and illustrates how one does not need to go to a bar to find alcohol being advertised. It is interesting to see that young people tend to see advertising as influencing youth perception of alcohol, but they perceive themselves to be immune from this effect and think that alcohol advertising does not work on them. This mapping exercise shows that raising awareness about the power of advertising and the marketing practices the alcohol industry uses also is very important when it comes to influencing drinking habits in young people

In the light of studies linking alcohol advertising to higher consumption (such as Smith & Foxcroft, 2009, reporting that total expenditure on alcohol advertising is linked to higher consumption), these results indicate that increased regulation of alcohol marketing is an important policy intervention, and should be prioritized by governments.

Stricter alcohol marketing regulation is favoured by young people in Europe, not only because this is what young people are asking for, but also because underage drinkers are exposed on a regular basis to alcohol marketing, which is proven to speed up the onset age of drinking and encourage those who do drink alcohol to drink more. As it has been shown, young people with earlier onset of drinking are more likely to develop hazardous drinking habits (drinking more and more often) later in life.

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Appendices

Appendix 1: The survey questions

Appendix 2: Participant toolkit

Appendix 3: Example template spreadsheet

Appendix 4: Demographical data charts

Appendix 5: Age of first drink

Appendix 6: Statistical analysis of drinking habits

Appendix 7: Statistical analysis of factors influencing decision to buy alcoholic drink

Appendix 8: Owning promotional materials

Appendix 1: APYN Youth Research Project - Participant Online Survey Questionnaire
List of questions (as appeared on Google Documents)

1. Gender
2. Age (in years)
3. Which country do you live in at the moment?
4. How big is the city/town/village you currently live in?
 - a. Large town or small city - between 100 000 and 500 000 inhabitants
 - b. Large city - more than 500 000 inhabitants
 - c. Medium town - between 15 000 and 100 000 inhabitants
 - d. Small town - between 2000 and 15 000 inhabitants
 - e. Small village - under 500 inhabitants
5. Have you ever drunk a whole alcoholic drink?
 - a. Yes
 - b. No
6. How old were you (in years) when you drank your first alcoholic drink?
7. On how many occasions have you had an alcoholic drink? Please tick the numbers that you think apply to you:
 - a. ... in your lifetime?
 - i. 40 or more
 - ii. 20-39 times
 - iii. 19 - 10 times
 - iv. 6 - 9 times
 - v. 3 - 5 times
 - vi. 1 - 2 times
 - vii. Never
 - b. ... during the last 12 months?
 - i. 40 or more
 - ii. 20-39 times
 - iii. 19 - 10 times
 - iv. 6 - 9 times
 - v. 3 - 5 times
 - vi. 1 - 2 times
 - vii. Never
 - c. ... during the last 4 weeks?
 - i. 40 or more
 - ii. 20-39 times
 - iii. 19 - 10 times

- iv. 6 - 9 times
 - v. 3 - 5 times
 - vi. 1 - 2 times
 - vii. Never
8. Have you ever had 5 or more alcoholic drinks on one occasion?
- a. ... during the last 4 weeks?
 - b. ... in your lifetime?
 - c. ... during the last 4 weeks?
9. Have you ever been drunk - for example staggered when walking, not been able to speak properly, vomited or not remembered what happened?
- a. ... during the last 4 weeks?
 - b. ... in your lifetime?
 - c. ... during the last 4 weeks?
10. Imagine you are in a shop deciding whether or not to buy an alcoholic drink. How much do the following things influence your decision?
- a. Drink's taste
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - b. Strength of the drink (how much alcohol contains)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - c. Packaging of the drink (how it looks)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - d. Price
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much

- e. If there is a special offer
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- f. Advertisements for the drink you saw on TV
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- g. Advertisements for the drink you saw on the Internet
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- h. Advertisements for the drink you saw in printed media (newspaper, magazines)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- i. Advertisements for the drink you saw elsewhere
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- j. Knowing that drink is sponsoring something (for example football team, festival)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much

- k. Getting some extra goodies when you buy the drink (for example glasses, shirts etc)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - l. Seeing famous people drink the drink
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - m. Seeing people drink the drink on TV/in films
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - n. What people around you drink
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
11. Imagine you are in a bar/pub/club deciding whether or not to buy an alcoholic drink. How much do the following things influence your decision?
- a. Drink's taste
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - b. Strength of the drink (how much alcohol contains)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much

- c. Packaging of the drink (how it looks)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- d. Price
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- e. If there is a special offer
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- f. Advertisements for the drink you saw on TV
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- g. Advertisements for the drink you saw on the Internet
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- h. Advertisements for the drink you saw in printed media (newspaper, magazines)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- i. Advertisements for the drink you saw elsewhere
 - i. Not at all

- ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- j. Knowing that drink is sponsoring something (for example football team, festival)
- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- k. Getting some extra goodies when you buy the drink (for example glasses, shirts etc)
- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- l. What people around you drink
- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- m. Seeing famous people drink the drink
- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- n. Seeing people drink the drink on TV/in films
- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
12. How much do the following things influence your decision when you buy an alcoholic drink at an event (for example concerts) [Drink's taste]
- a. Drink's taste

- i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- b. Strength of the drink (how much alcohol contains)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- c. Packaging of the drink (how it looks)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- d. Price
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- e. If there is a special offer
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- f. Advertisements for the drink you saw on TV
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- g. Advertisements for the drink you saw on the Internet
 - i. Not at all
 - ii. A little
 - iii. Somewhat

- iv. Quite a lot
- v. Very much
- h. Advertisements for the drink you saw in printed media (newspaper, magazines)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- i. Advertisements for the drink you saw elsewhere
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- j. Knowing that drink is sponsoring something (for example football team, festival)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- k. Getting some extra goodies when you buy the drink (for example glasses, shirts etc)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- l. Seeing famous people drink the drink
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- m. Seeing people drink the drink on TV/in films
 - i. Not at all
 - ii. A little
 - iii. Somewhat

- iv. Quite a lot
 - v. Very much
 - n. Getting some extra goodies when you buy the drink (for example glasses, shirts etc)
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
 - o. What people around you drink
 - i. Not at all
 - ii. A little
 - iii. Somewhat
 - iv. Quite a lot
 - v. Very much
- 13. Is there anything else that influences your decision to buy alcoholic drinks in general?
- 14. Do you own any promotional material for any drink (for example glass, shirt, hat, poster etc)?
- 15. How many promotional material items do you own?
- 16. Do you own any other kind of alcohol related promotional material - which?
- 17. In general, how often do you notice alcohol MENTIONED on the following channels (very often, often, sometimes, rarely, never):
 - a. Bar/pub
 - b. Billboard
 - c. Bus
 - d. Cinema
 - e. Internet
 - f. Magazines/newspapers
 - g. Merchandise
 - h. Music
 - i. Nightclub
 - j. Videogames
 - k. Post
 - l. Radio
 - m. Sport stadiums
 - n. Street flyers
 - o. Supermarket/shop
 - p. TV

18. Are there any other places you see alcohol advertisements?
19. In general, how often do you notice alcohol ADVERTISED via the following channels (very often, often, sometimes, rarely, never):
- Bar/pub
 - Billboard
 - Bus
 - Cinema
 - Internet
 - Magazines/newspapers
 - Merchandise
 - Music
 - Nightclub
 - Videogames
 - Post
 - Radio
 - Sport stadiums
 - Street flyers
 - Supermarket/shop
 - TV
20. How much do you agree with the following statements (Completely disagree, Moderately disagree, Something inbetween, Moderately agree, Completely agree)
- If I see a good advertisement for the alcoholic drink, I will want to try it.
 - If I see alcohol advertised at a discount price in a supermarket/shop I will be more likely to buy it than if it was full price.
 - When I'm in a bar, I will buy more drinks if there is Happy hour offer.
 - I don't see much alcohol advertisement around me.
 - I think alcohol advertising should be banned completely.
 - Alcohol advertising should not be targeted at young people.
 - All alcohol advertisements should carry health warnings.
 - Alcohol advertisements influence youth perceptions of alcohol.
 - I see alcohol advertising every day.
21. Is there anywhere else you think alcohol advertisements should also be completely banned?
22. How often do you buy alcoholic drinks in shops/supermarkets? (Never, monthly or less, 2 - 4 times a month, 2- 3 times a week, 4 or more times a week)
23. How often do you buy alcoholic drinks in bars/pubs/clubs? (Never, monthly or less, 2 - 4 times a month, 2- 3 times a week, 4 or more times a week)
24. What kind of promotional material do you own?

- a. Glass
 - b. Shirt
 - c. Hat
 - d. Poster
 - e. Badge
 - f. Coaster
 - g. Bracelet
 - h. Dice cup
 - i. Bar mat
25. Where did you get the promotional material?
- a. It was given to me when I bought the drink in the bar.
 - b. It was given to me when I bought the drink in the shop.
 - c. Bought it (in a shop, over internet etc)
 - d. It was given to me as a gift
 - e. I took it from the bar
26. I think the alcohol advertisements should be completely banned at/on:
- a. Sports events
 - b. Cultural/music events
 - c. TV
 - d. Movies
 - e. Internet
27. Is there anywhere else you got the alcohol related promotional material - where?
28. Do you have any other comments?

Appendix 2: Participants' toolkit

Participants' toolkit can be downloaded on <http://www.apyn.org/wp-content/uploads/2010/10/APYN-research-project-participant-toolkit.docx>

Appendix 3: Example template spreadsheet

The Marketing exposure record sheet asked for the following information:

Where was this?	What were you doing at the time?	What was the tone of the example?	Image no.	Notes

Name of participant:					
Date	Time	Beverage type	Brand name	Marketing medium	Was there a price promotion?

Appendix 4: Demographical data charts

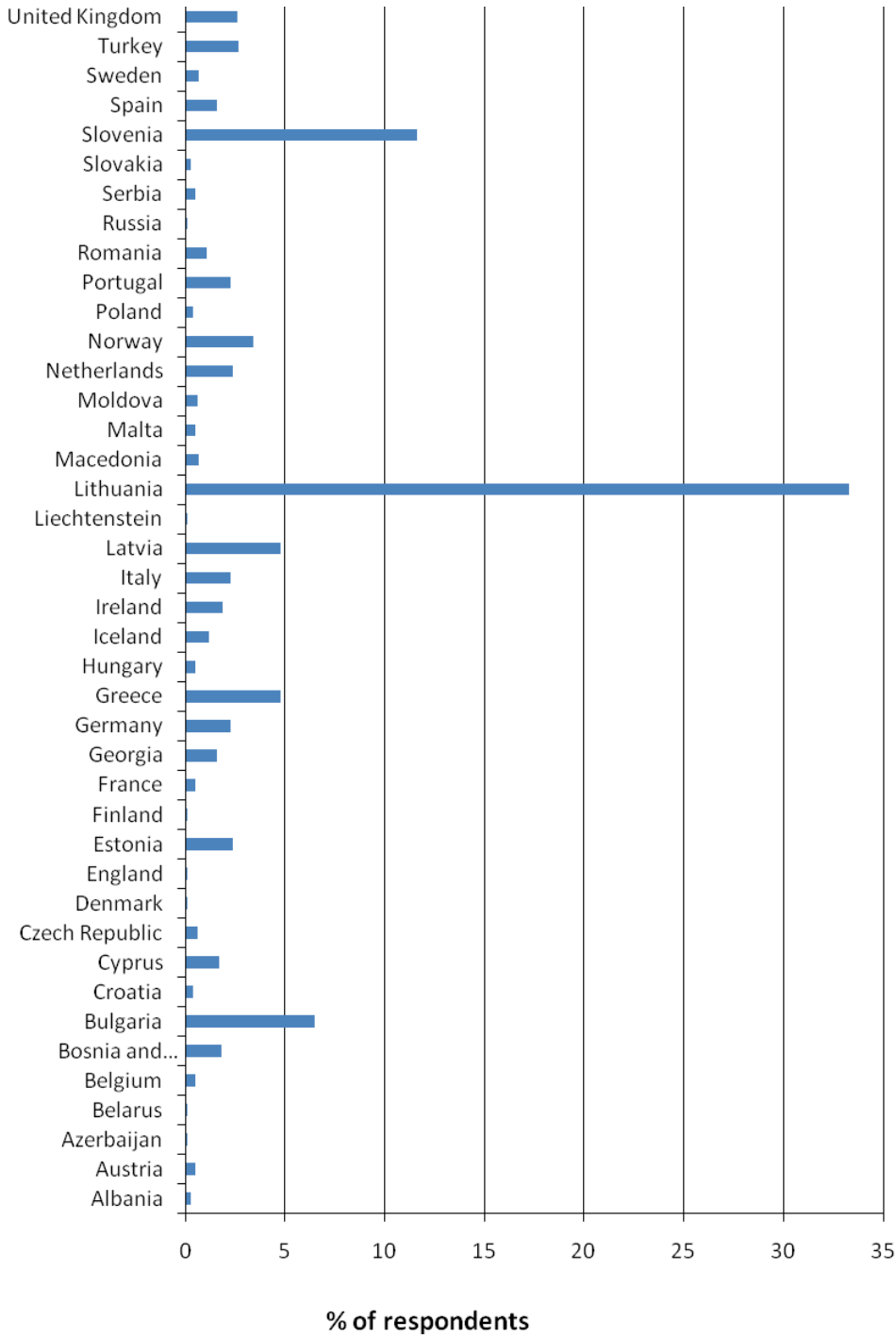


Figure 7. Percentage of respondents by country

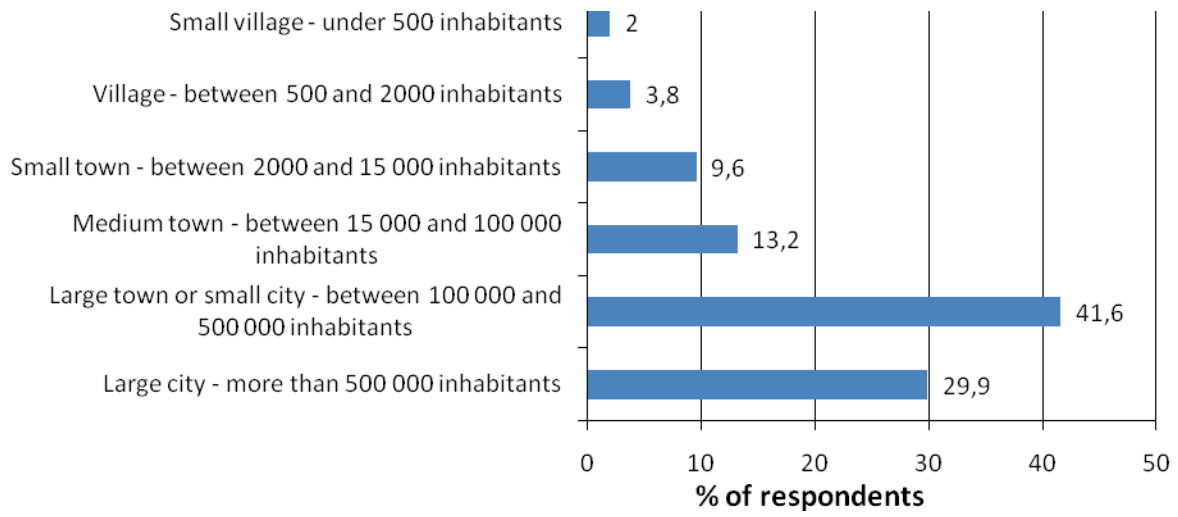


Figure 8. Percentage of respondents by size of city

Appendix 5: Drinking habits - age of first drink

Table 12

Age of first drink excluding people who haven't tried alcohol (N=1022)

	Frequency	Percent	Cumulative Percent
Valid 1	1	,1	,1
2	3	,3	,4
3	1	,1	,5
4	3	,3	,8
5	11	1,1	1,9
6	9	,9	2,7
7	11	1,1	3,8
8	7	,7	4,5
9	4	,4	4,9
10	21	2,1	6,9
11	17	1,7	8,6
12	72	7,0	15,7
13	120	11,7	27,4
14	215	21,0	48,4
15	178	17,4	65,9
16	192	18,8	84,6
17	75	7,3	92,0
18	52	5,1	97,1
19	19	1,9	98,9
20	6	,6	99,5
21	1	,1	99,6
22	2	,2	99,8
23	2	,2	100,0
Total	1022	100,0	

Appendix 6: Statistical analysis of drinking habits

1. Gender

Table 13

Frequency of drinking a whole drink in different time periods by gender

		Gender			
		Female		Male	
		Count	Column N %	Count	Column N %
In lifetime	Never	41	5,7%	23	6,1%
	1-2 times	33	4,6%	11	2,9%
	3-5 times	24	3,3%	17	4,5%
	6-9 times	39	5,4%	9	2,4%
	10-19 times	80	11,1%	27	7,2%
	20-39 times	114	15,9%	42	11,2%
	40 or more times	388	54,0%	247	65,7%
In last 12 months	Never	86	12,0%	48	12,8%
	1-2 times	69	9,6%	28	7,4%
	3-5 times	93	12,9%	26	6,9%
	6-9 times	88	12,2%	39	10,4%
	10-19 times	138	19,2%	60	16,0%
	20-39 times	109	15,2%	56	14,9%
	40 or more times	136	18,9%	119	31,6%
In last 4 weeks	Never	182	25,3%	88	23,4%
	1-2 times	233	32,4%	87	23,1%
	3-5 times	145	20,2%	63	16,8%
	6-9 times	94	13,1%	53	14,1%
	10-19 times	44	6,1%	53	14,1%
	20-39 times	17	2,4%	17	4,5%
	40 or more times	4	,6%	15	4,0%

Table 14

Frequency of respondents having 5 or more drinks at once by gender

		Gender			
		Female		Male	
		Count	Column N %	Count	Column N %
In lifetime	Never	232	32,3%	65	17,3%
	1-2 times	85	11,8%	42	11,2%
	3-5 times	80	11,1%	38	10,1%
	6-9 times	50	7,0%	28	7,4%
	10-19 times	81	11,3%	41	10,9%
	20-39 times	71	9,9%	35	9,3%
	40 or more times	120	16,7%	127	33,8%
In last 12 months	Never	315	43,8%	106	28,2%
	1-2 times	134	18,6%	71	18,9%
	3-5 times	77	10,7%	51	13,6%
	6-9 times	57	7,9%	27	7,2%
	10-19 times	66	9,2%	43	11,4%
	20-39 times	40	5,6%	39	10,4%
	40 or more times	30	4,2%	39	10,4%
In last 4 weeks	Never	485	67,5%	188	50,0%
	1-2 times	144	20,0%	98	26,1%
	3-5 times	55	7,6%	38	10,1%
	6-9 times	21	2,9%	35	9,3%
	10-19 times	11	1,5%	11	2,9%
	20-39 times	3	,4%	1	,3%
	40 or more times	0	,0%	5	1,3%

Table 15

Frequency of respondents being drunk by gender

		Gender			
		Female		Male	
		Count	Column N %	Count	Column N %
In lifetime	Never	194	27,0%	66	17,6%
	1-2 times	128	17,8%	44	11,7%
	3-5 times	104	14,5%	46	12,2%
	6-9 times	65	9,0%	30	8,0%
	10-19 times	72	10,0%	47	12,5%
	20-39 times	66	9,2%	31	8,2%
	40 or more times	90	12,5%	112	29,8%
In last 12 months	Never	326	45,3%	115	30,6%
	1-2 times	166	23,1%	81	21,5%
	3-5 times	75	10,4%	54	14,4%
	6-9 times	51	7,1%	28	7,4%
	10-19 times	65	9,0%	35	9,3%
	20-39 times	27	3,8%	32	8,5%
	40 or more times	9	1,3%	31	8,2%
In last 4 weeks	Never	509	70,8%	210	55,9%
	1-2 times	148	20,6%	94	25,0%
	3-5 times	44	6,1%	32	8,5%
	6-9 times	14	1,9%	27	7,2%
	10-19 times	2	,3%	8	2,1%
	20-39 times	2	,3%	2	,5%
	40 or more times	0	,0%	3	,8%

Table 16

Pearson Chi-Square Tests for differences according to gender

Drank a whole drink			Had 5 or more drinks			Been drunk		
In lifetime	Chi-square	21,463	In lifetime	Chi-square	52,904	In lifetime	Chi-square	57,874
	df	6		df	6		df	6
	Sig.	,002*		Sig.	,000*		Sig.	,000*
In last 12 months	Chi-square	29,025	In last 12 months	Chi-square	41,812	In last 12 months	Chi-square	60,321
	df	6		df	6		df	6
	Sig.	,000*		Sig.	,000*		Sig.	,000*
In last 4 weeks	Chi-square	47,525	In last 4 weeks	Chi-square	49,871	In last 4 weeks	Chi-square	46,087
	df	6		df	6		df	6
	Sig.	,000*		Sig.	,000*,a		Sig.	,000*,a

2. Age

Table 17

Frequency of drinking a whole drink in different time periods by age

		Age15			
		Under 15		15+	
		Count	Column N %	Count	Column N %
In lifetime	Never	5	1,0%	4	,8%
	1-2 times	11	2,2%	29	5,5%
	3-5 times	15	3,0%	22	4,2%
	6-9 times	16	3,2%	32	6,1%
	10-19 times	34	6,9%	67	12,7%
	20-39 times	67	13,5%	89	16,9%
	40 or more times	347	70,1%	284	53,9%
In last 12 months	Never	28	5,7%	47	8,9%
	1-2 times	32	6,5%	60	11,4%
	3-5 times	48	9,7%	67	12,7%
	6-9 times	51	10,3%	75	14,2%
	10-19 times	89	18,0%	107	20,3%

	20-39 times	92	18,6%	72	13,7%
	40 or more times	155	31,3%	99	18,8%
In last 4 weeks	Never	75	15,2%	130	24,7%
	1-2 times	140	28,3%	174	33,0%
	3-5 times	104	21,0%	104	19,7%
	6-9 times	85	17,2%	60	11,4%
	10-19 times	57	11,5%	40	7,6%
	20-39 times	24	4,8%	10	1,9%
	40 or more times	10	2,0%	9	1,7%

Table 18

Frequency of respondents having 5 or more drinks at once by age

		Age15			
		Under 15		15+	
		Count	Column N %	Count	Column N %
In lifetime	Never	76	15,4%	154	29,2%
	1-2 times	51	10,3%	74	14,0%
	3-5 times	53	10,7%	63	12,0%
	6-9 times	37	7,5%	41	7,8%
	10-19 times	64	12,9%	57	10,8%
	20-39 times	60	12,1%	45	8,5%
	40 or more times	154	31,1%	93	17,6%
In last 12 months	Never	133	26,9%	219	41,6%
	1-2 times	87	17,6%	116	22,0%
	3-5 times	66	13,3%	61	11,6%
	6-9 times	42	8,5%	42	8,0%
	10-19 times	70	14,1%	39	7,4%
	20-39 times	47	9,5%	32	6,1%

	40 or more times	50	10,1%	18	3,4%
In last 4 weeks	Never	249	50,3%	353	67,0%
	1-2 times	133	26,9%	108	20,5%
	3-5 times	58	11,7%	35	6,6%
	6-9 times	34	6,9%	22	4,2%
	10-19 times	16	3,2%	5	,9%
	20-39 times	3	,6%	1	,2%
	40 or more times	2	,4%	3	,6%

Table 19

Frequency of respondents being drunk by age

		Age15			
		Under 15		15+	
		Count	Column N %	Count	Column N %
In lifetime	Never	66	13,3%	127	24,1%
	1-2 times	62	12,5%	107	20,3%
	3-5 times	64	12,9%	84	15,9%
	6-9 times	41	8,3%	54	10,2%
	10-19 times	67	13,5%	52	9,9%
	20-39 times	68	13,7%	28	5,3%
	40 or more times	127	25,7%	75	14,2%
In last 12 months	Never	141	28,5%	232	44,0%
	1-2 times	99	20,0%	145	27,5%
	3-5 times	71	14,3%	57	10,8%
	6-9 times	53	10,7%	25	4,7%
	10-19 times	65	13,1%	35	6,6%
	20-39 times	33	6,7%	26	4,9%
	40 or more times	33	6,7%	7	1,3%

In last 4 weeks	Never	279	56,4%	369	70,0%
	1-2 times	128	25,9%	112	21,3%
	3-5 times	52	10,5%	24	4,6%
	6-9 times	23	4,6%	18	3,4%
	10-19 times	8	1,6%	2	,4%
	20-39 times	3	,6%	1	,2%
	40 or more times	2	,4%	1	,2%

Table 20

Pearson Chi-Square Tests by age

Drank a whole drink			Had 5 or more drinks			Been drunk		
In lifetime	Chi-square	34,075	In lifetime	Chi-square	48,409	In lifetime	Chi-square	66,751
	df	6		df	6		df	6
	Sig.	,000 ^a		Sig.	,000 ^a		Sig.	,000 ^a
In last 12 months	Chi-square	36,518	In last 12 months	Chi-square	51,123	In last 12 months	Chi-square	68,251
	df	6		df	6		df	6
	Sig.	,000 ^a		Sig.	,000 ^a		Sig.	,000 ^a
In last 4 weeks	Chi-square	30,573	In last 4 weeks	Chi-square	34,814	In last 4 weeks	Chi-square	28,451
	df	6		df	6		df	6
	Sig.	,000 ^a		Sig.	,000 ^a		Sig.	,000 ^a

Appendix 7: Statistical analysis of factors influencing decision to buy alcoholic drink

Table 21

Factors that influence decision to buy alcoholic drinks

Factor	Frequency	In shop/supermarket		a In bar/pub/restaurant	
		Under 21	21 and above	Under 21	21 and above
Taste	Not at all	6,30%	2,90%	7,30%	2,70%
	A little	3,90%	3,10%	5,00%	2,70%
	Somewhat	6,00%	5,30%	7,80%	6,20%
	Quite a lot	29,80%	29,10%	27,40%	30,90%
	very much	54,00%	59,60%	52,50%	57,60%
Strength	Not at all	17,20%	18,00%	18,30%	15,30%
	A little	14,10%	18,50%	10,70%	16,60%
	Somewhat	25,30%	27,80%	19,80%	25,30%
	Quite a lot	24,30%	23,50%	28,20%	27,50%
	very much	19,10%	12,20%	23,00%	15,30%
Packaging	Not at all	26,10%	23,70%	37,60%	40,20%
	A little	32,90%	31,90%	23,50%	25,40%
	Somewhat	27,40%	28,50%	21,70%	19,70%
	Quite a lot	10,20%	13,30%	12,80%	10,80%
	very much	3,40%	2,50%	4,40%	3,90%
Price	Not at all	4,40%	3,80%	6,80%	5,30%
	A little	6,80%	5,50%	5,20%	4,80%
	Somewhat	25,30%	23,20%	17,80%	17,00%
	Quite a lot	32,90%	41,60%	30,30%	37,60%
	very much	30,50%	26,00%	39,90%	35,30%
Special offer	Not at all	13,10%	10,40%	14,60%	12,60%
	A little	13,10%	15,00%	11,00%	9,40%
	Somewhat	25,10%	23,00%	23,20%	23,60%
	Quite a lot	29,20%	32,70%	27,70%	33,00%
	very much	19,60%	18,80%	23,50%	21,30%
TV advertisements	Not at all	45,70%	45,90%	58,20%	57,40%

	A little	33,70%	31,00%	25,10%	23,30%
	Somewhat	12,00%	17,00%	8,60%	13,90%
	Quite a lot	6,00%	4,60%	6,00%	4,60%
	very much	2,60%	1,40%	2,10%	0,70%
Internet advertisements	Not at all	59,00%	59,10%	67,60%	63,20%
	A little	26,10%	26,70%	18,50%	23,90%
	Somewhat	9,40%	10,00%	9,10%	9,10%
	Quite a lot	3,70%	2,90%	3,10%	3,10%
	very much	1,80%	1,30%	1,60%	0,70%
Magazine/newspaper advertisements	Not at all	53,50%	52,80%	64,20%	61,00%
	A little	32,40%	29,50%	21,40%	25,30%
	Somewhat	7,60%	12,50%	8,60%	9,70%
	Quite a lot	4,40%	4,10%	3,90%	3,20%
	very much	2,10%	1,10%	1,80%	0,80%
Advertisements elsewhere	Not at all	45,70%	45,60%	61,10%	58,70%
	A little	35,80%	34,60%	24,30%	26,40%
	Somewhat	13,10%	14,00%	9,70%	10,30%
	Quite a lot	4,70%	4,90%	3,40%	3,90%
	very much	0,80%	0,80%	1,60%	0,70%
Brand as a sponsor	Not at all	59,80%	60,80%	61,90%	62,20%
	A little	21,90%	20,10%	21,70%	22,60%
	Somewhat	12,80%	11,70%	12,00%	9,30%
	Quite a lot	4,20%	5,20%	2,60%	4,20%
	very much	1,30%	2,20%	1,80%	1,70%
Goodie given with drink	Not at all	27,90%	30,30%	38,90%	37,20%
	A little	25,10%	26,30%	19,60%	24,30%
	Somewhat	28,50%	24,30%	22,20%	19,10%
	Quite a lot	13,80%	15,00%	12,30%	14,60%
	very much	4,70%	4,10%	7,00%	4,80%
Seeing famous people drink	Not at all	67,60%	68,40%	66,60%	67,70%
	A little	18,30%	19,80%	16,40%	19,00%
	Somewhat	7,00%	6,90%	9,10%	8,40%
	Quite a lot	6,00%	4,10%	6,00%	3,40%
	very much	1,00%	0,80%	1,80%	1,50%
Seeing people drink in	Not at all	59,80%	60,80%	64,20%	65,00%

movies/TV	A little	22,70%	22,30%	19,60%	19,70%
	Somewhat	10,40%	10,40%	8,40%	10,10%
	Quite a lot	6,00%	5,50%	5,70%	3,80%
	very much	1,00%	1,00%	2,10%	1,40%
What other people drink	Not at all	18,50%	19,20%	24,30%	20,40%
	A little	20,60%	21,60%	13,80%	20,10%
	Somewhat	32,90%	32,20%	29,50%	24,20%
	Quite a lot	21,10%	22,20%	23,20%	26,30%
	very much	6,80%	4,80%	9,10%	9,10%

Table 22 Pearson Chi-Square Tests by age (below 21 vs. 21+)

		In shop/supermarket	a In bar/pub/restaurant	a
Taste	Chi-square		8,72	19,462
	df		4	4
	Sig.		0,069	,001*
Strength	Chi-square		11,586	18,575
	df		4	4
	Sig.	,021*		,001*
Packaging	Chi-square		3,449	2,287
	df		4	4
	Sig.		0,486	0,683
Price	Chi-square		8,207	6,409
	df		4	4
	Sig.		0,084	0,171
Special offer	Chi-square		3,701	4,145
	df		4	4
	Sig.		0,448	0,387
TV advertisements	Chi-square		7,502	11,07
	df		4	4
	Sig.		0,112	,026*
Internet advertisements	Chi-square		1,045	5,83
	df		4	4
	Sig.		0,903	0,212
Magazine/newspaper	Chi-square		7,982	4,671

advertisements	df	4	4
	Sig.	0,092	0,323
Advertisements elsewhere	Chi-square	0,319	2,808
	df	4	4
	Sig.	0,989	0,591
Brand as a sponsor	Chi-square	2,406	3,712
	df	4	4
	Sig.	0,662	0,446
Goodie given with drink	Chi-square	2,769	7,109
	df	4	4
	Sig.	0,597	0,13
Seeing famous people drink	Chi-square	2,402	5,208
	df	4	4
	Sig.	0,662	0,267
Seeing people drink in movies/TV	Chi-square	0,192	3,665
	df	4	4
	Sig.	0,996	0,453
What other people drink	Chi-square	2,19	10,826
	df	4	4
	Sig.	0,701	,029*

Appendix 8: Ownership of promotional items

Table 23

Percentage of respondents owning certain promotional item

	% All participants
Any kind of item	53,4
Glass	46,5
Shirt	24,8
Hat	15,3
Poster	6,1
Badge	8,7
Coaster	8,8
Bracelet	6,8
Dice cup	7,4
Bar mat	11,1

Table 24

Occasions of obtaining promotional item by respondents who own one

Occasion	% Yes
It was given to me when I bought the drink in the bar.	37,1
It was given to me when I bought the drink in the shop.	59,3
It was given to me as a gift.	58,8
Bought it (in a shop, over internet etc).	13,8
I took it from the bar.	32,5