**Party with style**

**Measurement & evaluation (2021, 2020, 2019 and 2017)**

In 2021, research company Norstat and LANA carried out a pre-campaign survey in August and a post-campaign survey in October after most of the activities (influencers, posts and ad campaign) had concluded.  Respondents were aged 18 to 35.  All results are August vs October (result a vs result b).  Results show:

* If they had seen the Filmmaker on Instagram: 9% vs 15% had. This rise is reasonable considering the total budget.
* If they drank alcohol in the past 12 months: 85% vs 83% affirmed, they had.
* How often they had drunk alcohol in the past 12 months:
	+ 4% vs 3% drank every day.
	+ 27% vs 25% drank a few times per week.
	+ 47% vs 52% drank once or several times per month and 22% vs 21% drank a few times per year.
* If they monitor their alcohol consumption and know the low risk drinking guidelines:
	+ 45% vs 46% monitor their alcohol consumption and know the low risk drinking guidelines.
	+ 25% vs 25% monitor their alcohol consumption, but don’t know the low risk drinking guidelines.
	+ 21% vs 19% don’t monitor their alcohol consumption, but they know the low risk drinking guidelines.
	+ 9% vs 10% don’t monitor their alcohol consumption and they don’t know the low risk drinking guidelines.
* If they know the recommended alcohol units for men and women: 38% vs 46% know them and 62% vs 54% don’t know them.
* How many units on average they drink:
	+ 49% vs 46% drink one to two units at a time.
	+ 28% vs 29% drink 3 or 4 units at a time.
	+ 12% vs 13% drink 5 or 6 units at a time.
	+ 6% vs 6% drink 7, 8 or 9 units at a time.
	+ 6% vs 7% drink 10 or more at a time.
* How often they drink 5 units at a time:
	+ 26% vs 24% never.
	+ 48% vs 49% less than once a month.
	+ 17% vs 18% once a month.
	+ 7% vs 2% once a week
	+ 2% vs 1% every day or almost every day.
* Whether the events of 2020 changed their alcohol consumption:
	+ 20% vs 22% drink more.
	+ 20% vs22% drink less.
	+ 58% vs 53% drink the same.
	+ 3% vs 4% declined to answer.
* Whether they had lost their memory or had done something which they later felt shame about after consuming alcohol in the past 12 months:
	+ 64% vs 59% hadn’t had any memory loss nor done anything which they later felt shame about.
	+ 12% vs 12% had experienced memory loss and had done something that they later felt shame about.
	+ 9% vs 10% had experienced memory loss but hadn’t done anything they later felt shame about.
	+ 16% vs 19% hadn’t had any memory loss but had done something that they later felt shame about.
* Whether, in the past year, they had thought about their alcohol habits and if they were planning to change them:
	+ 11% vs 14% had but they weren’t planning on changing them.
	+ 35% vs 37% had and would like to drink less and more responsibly.
	+ 48% vs 40% hadn’t and don’t plan on changing their habits.
	+ 6% vs 9% hadn’t but are considering thinking about their habits and changing them.
* Whether they decide before drinking how much they will drink and when they will stop drinking:
	+ 49% vs 44% always decide both in advance.
	+ 30% vs 33% sometimes decide both in advance.
	+ 22% vs 23% never decide in advance for either.

In 2020, research company Norstat and LANA carried out a pre-campaign survey in September and a post-campaign survey in November.  Total of 603 respondents aged 18 to 35 (301 pre and 302 post).  Results show:

* The number of respondents that drink alcohol daily dropped from 3% in September to 1% in November, the number that drink 2-4 times a month dropped from 37% to 32% and the number who drink alcohol 2-3 times a week dropped from 14% to 12%.
* The number of respondents who drink 3-4 units per occasion dropped from 33% in September to 29% in November.  The number who drink more than five units per occasion once a week dropped from 8% to 6% and the number who drink more than five units per occasion once a month dropped from 17% to 14%.

Therefore, the survey data shows a slight change in respondents’ behaviour.  More young people in Latvia pay attention to the amount and frequency of alcohol they consume but there is still a number of binge drinkers.

In 2019, a pre-campaign questionnaire on Instagram (02 – 06 December 2019, 250 respondents aged 18+) for young people about their habits of alcohol consumption showed that: 47% drink alcohol 2-3 times a month, 16% less than once a month and 14% more than once a week.  Also 23% didn’t drink alcohol at all.  75% were under 18 when they first tried alcohol and 2% first drank alcohol when they were adults (18+).   A post-campaign questionnaire on Instagram (30 December 2019 to 01 January 2020, 250 respondents aged 18+) for young people about their habits of alcohol consumption showed that: 39% drink alcohol 2-3 times a month, 25% less than once a month and 17% more than once a week.  Also 19% didn’t drink alcohol at all.  86% said that they were under 18 when they first tried alcoholic beverages and 5% when they were adults (18+).

In 2017, both festivals recorded less binge drinking casualties.  Positivus festival: a [**public article stated**](http://jauns.lv/raksts/zinas/247767-policija-pazino-ka-sa-gada-positivus-tiek-aizvadits-pratigak-neka-pern) that the festival was more calm than previously but that there were still some issues with underage drinking.  Laba Daba festival: contrary to previous years where many articles mentioned drug usage and other problems, there were no negative articles.