



Drinkaware Research

December 2014

Research Objectives

- Understand respondents' attitudes towards alcohol consumption
- Understand respondents' patterns of alcohol consumption
- Assess respondents' awareness of advertising regarding alcohol consumption
- Assess respondents' awareness of The Sense Group and www.drinkawaremalta.com
- Test three advertising campaigns
- Gauge the respondents' perceptions towards the adverts
- Test the respondents' knowledge of the BAC limit

Methodology

WHEN? Data collected between Monday 17th November – Monday 8th December

WHERE? All the regions in Malta

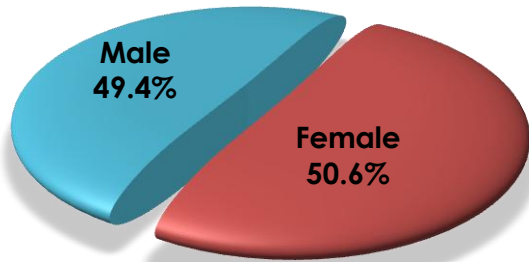
WHO? 403 respondents aged between 17 and 44, residing in Malta.

HOW? Stratified random sample in terms of age and gender within each region;
Structured personal interviews carried out by in-house research interviewers.

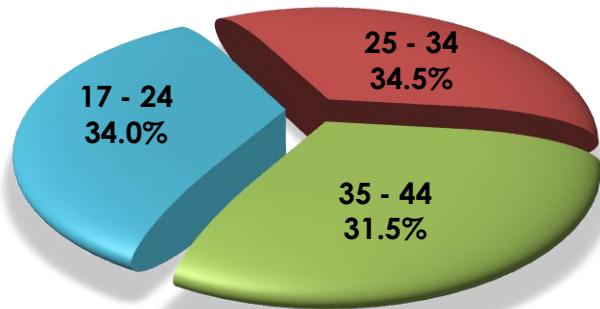
Sample Profile

Sample base: 403 respondents

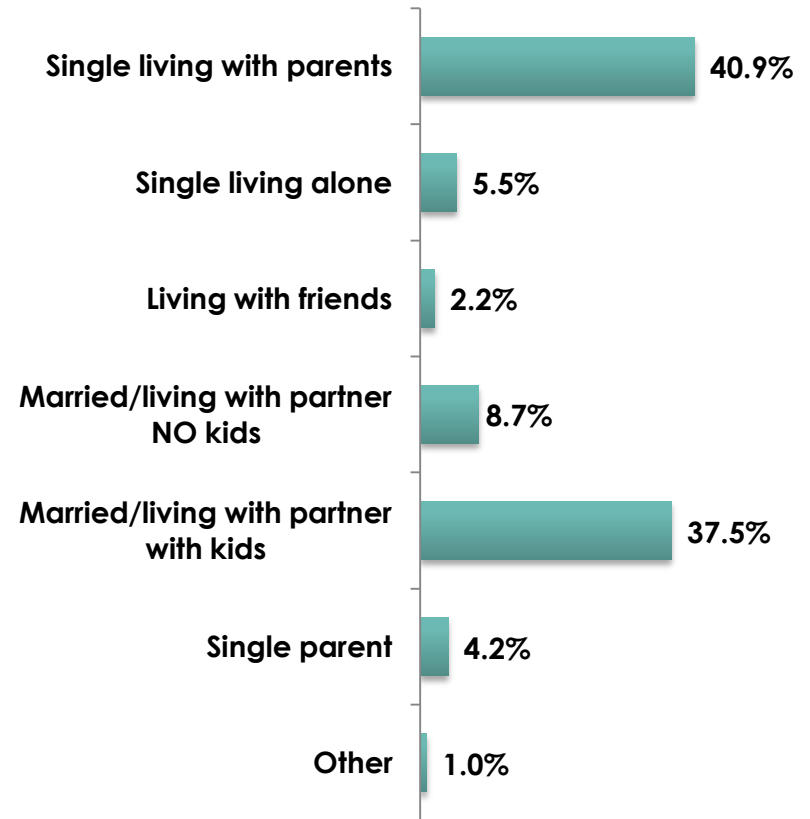
Gender



Age Group



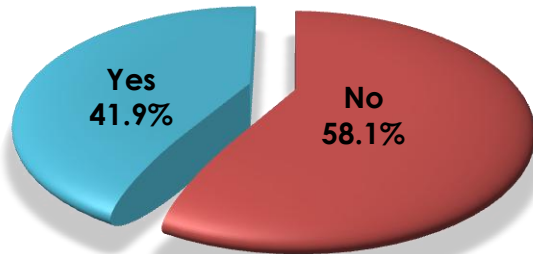
Marital Status



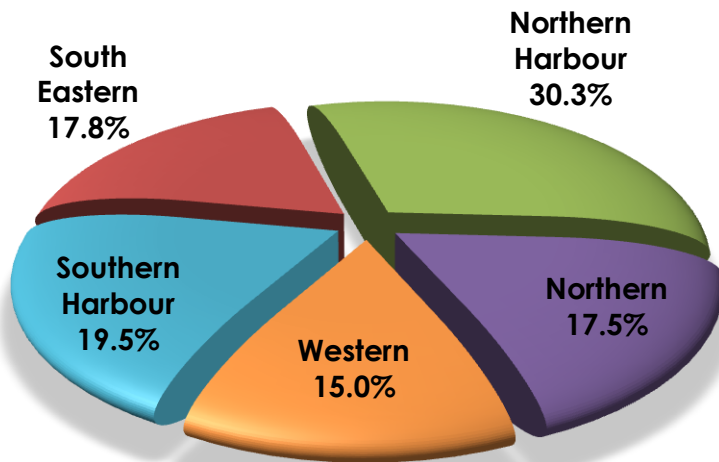
Sample Profile

Sample base: 403 respondents

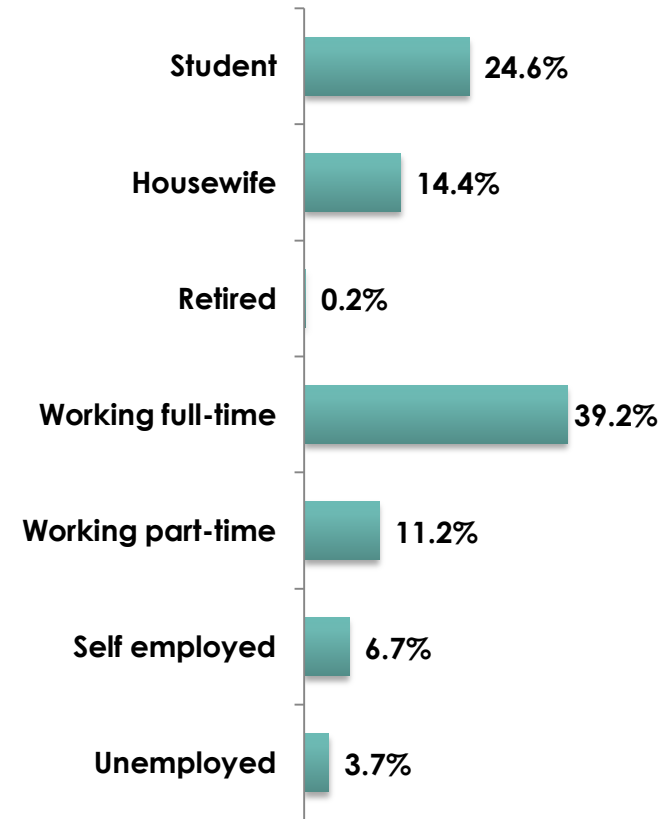
Do you have dependent children?



Region

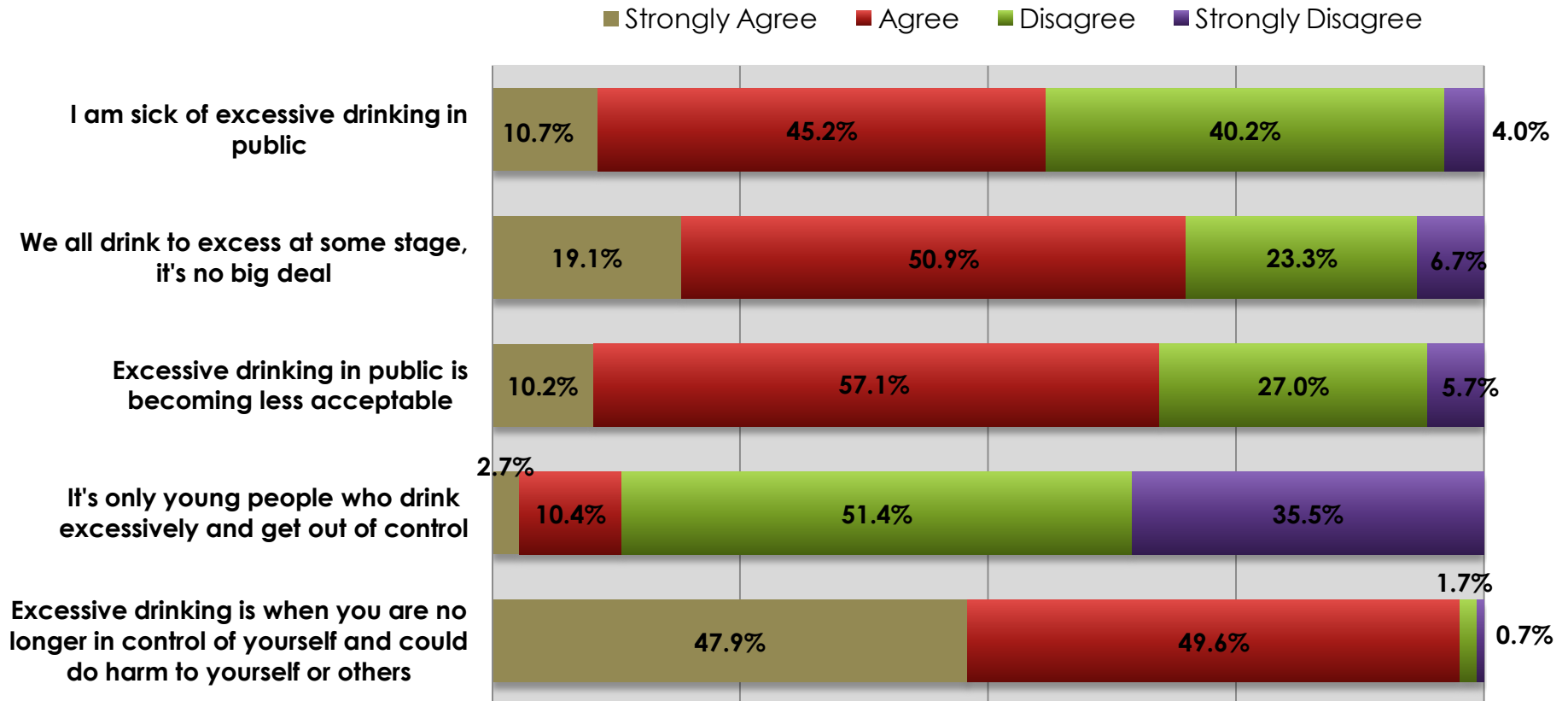


Employment Status



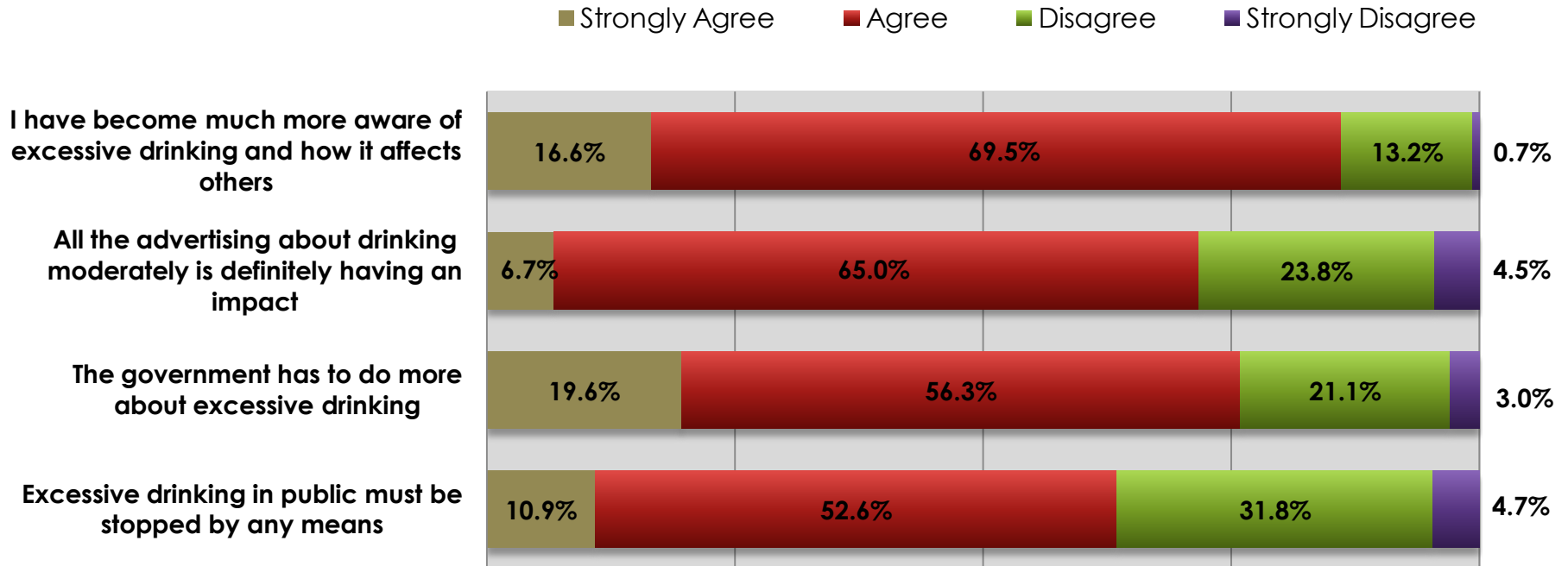
Attitudes towards Alcohol Consumption

Sample base: 403 respondents



Attitudes towards Alcohol Consumption

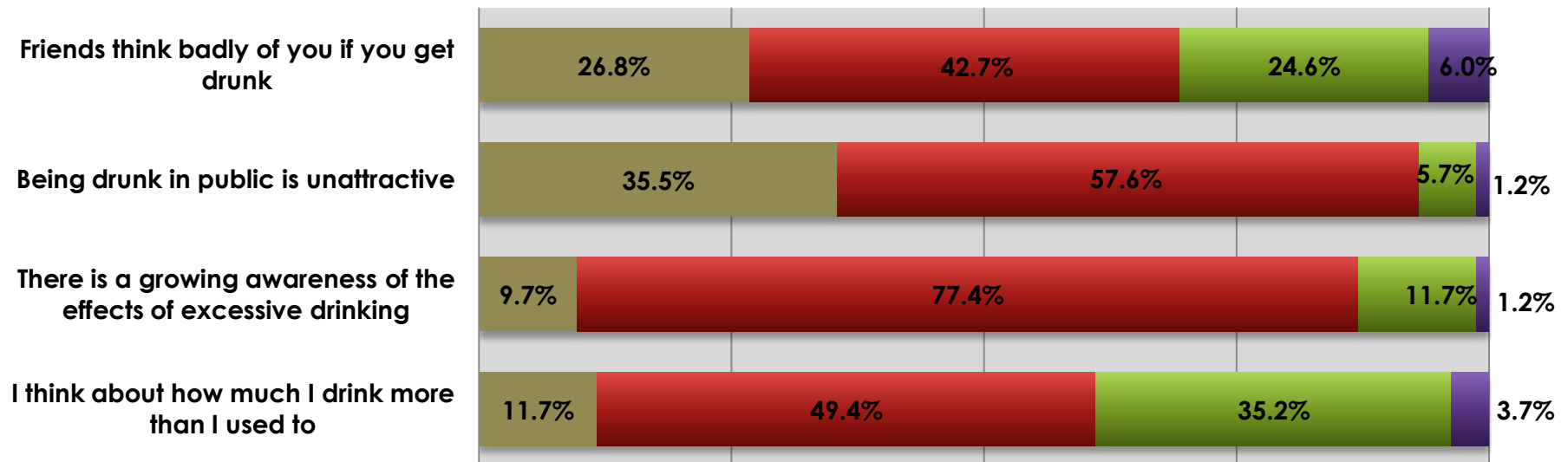
Sample base: 403 respondents



Attitudes towards Alcohol Consumption

Sample base: 403 respondents

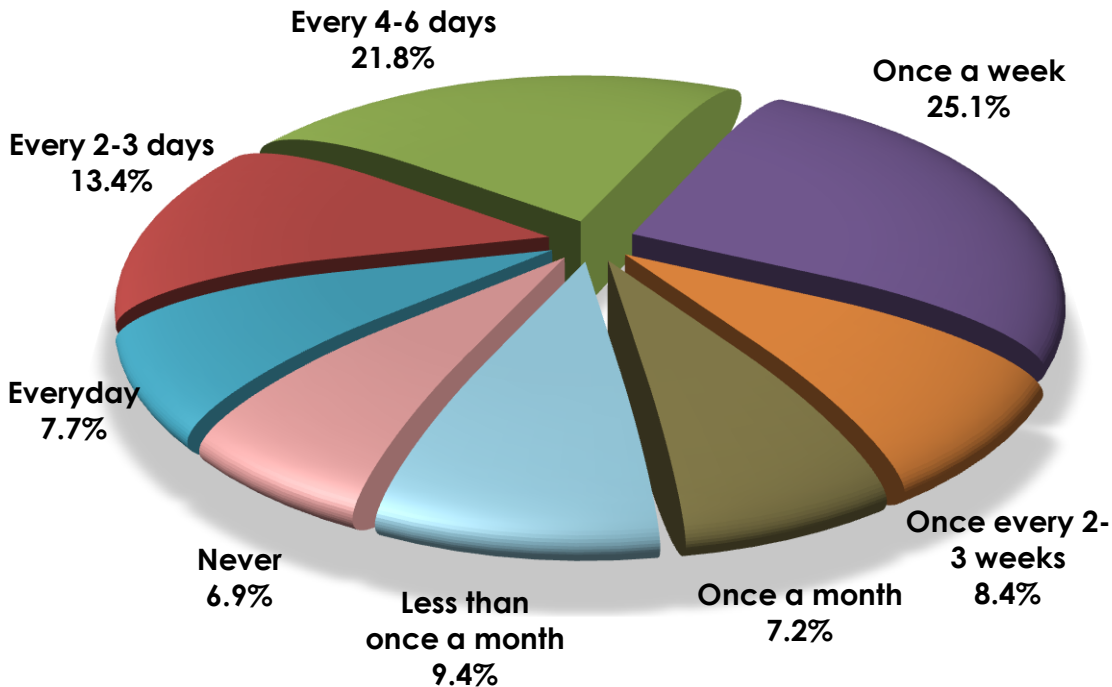
■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree



Patterns of Alcohol Consumption

How frequently, do you drink alcohol?

Sample base: 403 respondents



Type of alcoholic drink consumed on a regular basis

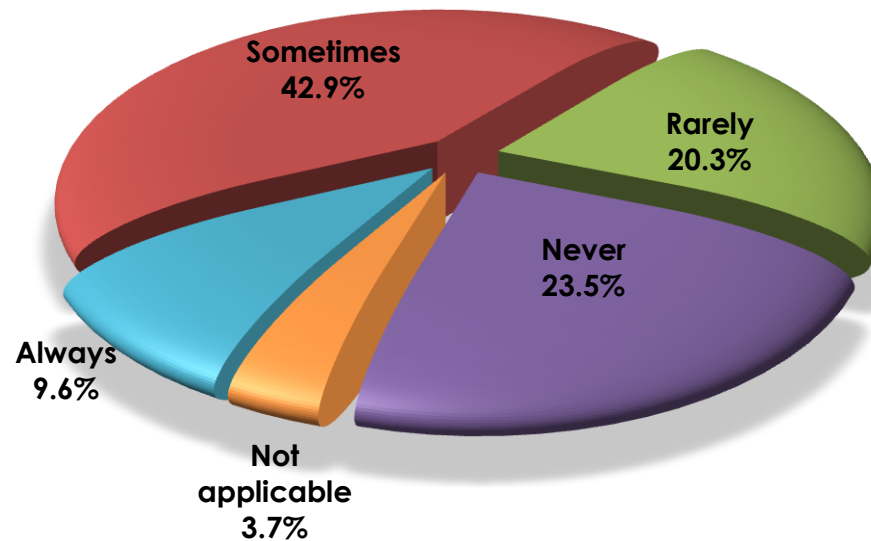
Sample base: 375 respondents



Patterns of Alcohol Consumption

Do you ever consume different types of alcohol during one night?

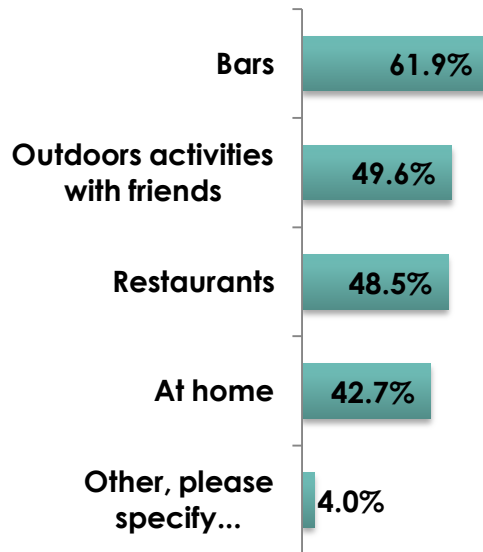
Sample base: 375 respondents



Patterns of Alcohol Consumption

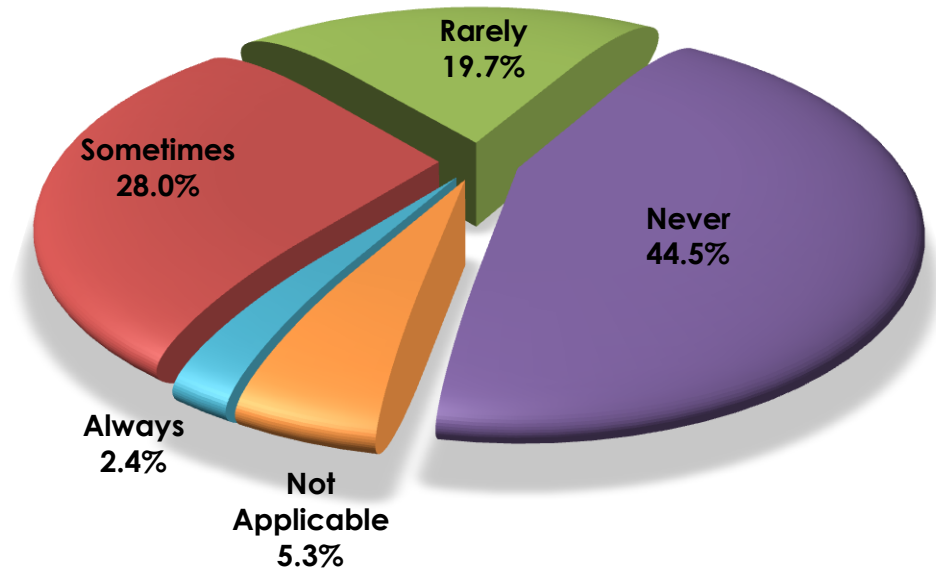
Where do you usually consume alcohol?

Sample base: 375 respondents



Do you purchase bottles of alcohol with the intention of consuming them before going out?

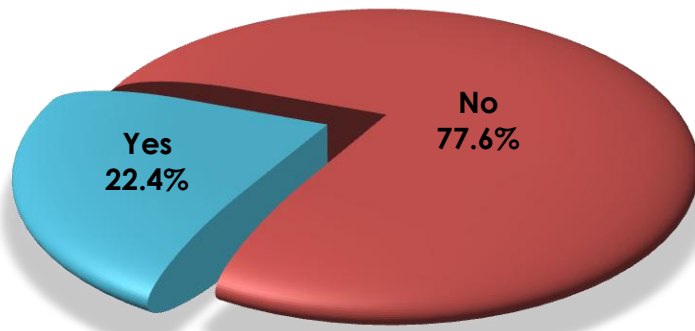
Sample base: 375 respondents



Patterns of Alcohol Consumption

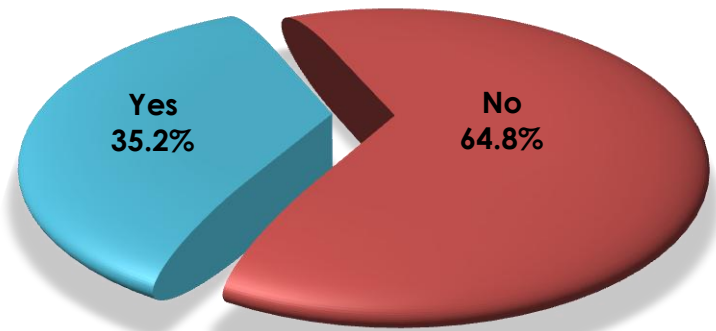
In the last month, have you suffered from a hangover?

Sample base: 375 respondents



In the last month, has there been any occasion where you drank more alcohol than you should have?

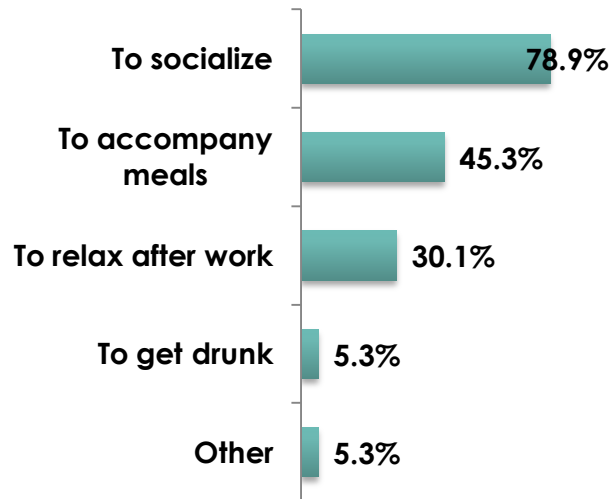
Sample base: 375 respondents



Patterns of Alcohol Consumption

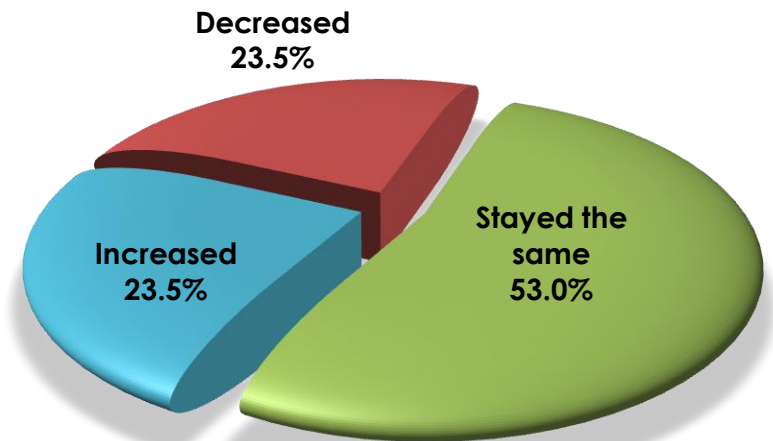
Do you consume alcohol with the intention:

Sample base: 375 respondents



Respondents' alcohol consumption during the past year

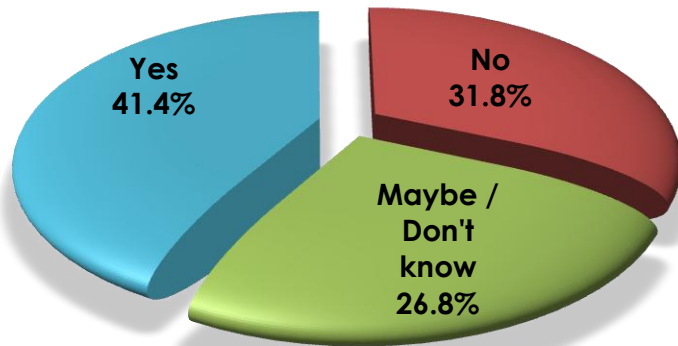
Sample base: 375 respondents



Advertising regarding Alcohol Consumption

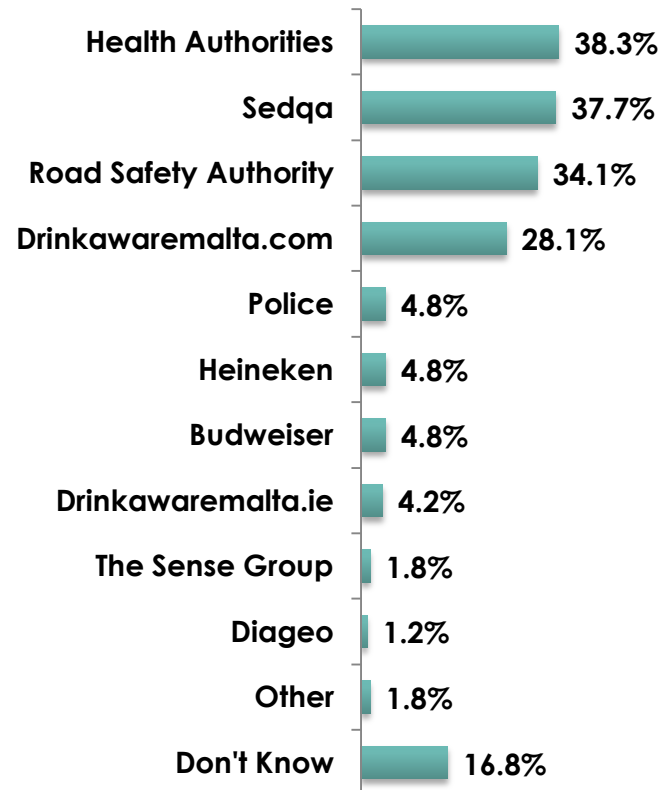
Have you seen, read or heard any advertising recently about drinking alcohol in moderation?

Sample base: 403 respondents



For which organisation/company do you remember seeing, reading or hearing advertising about drinking alcohol in moderation?

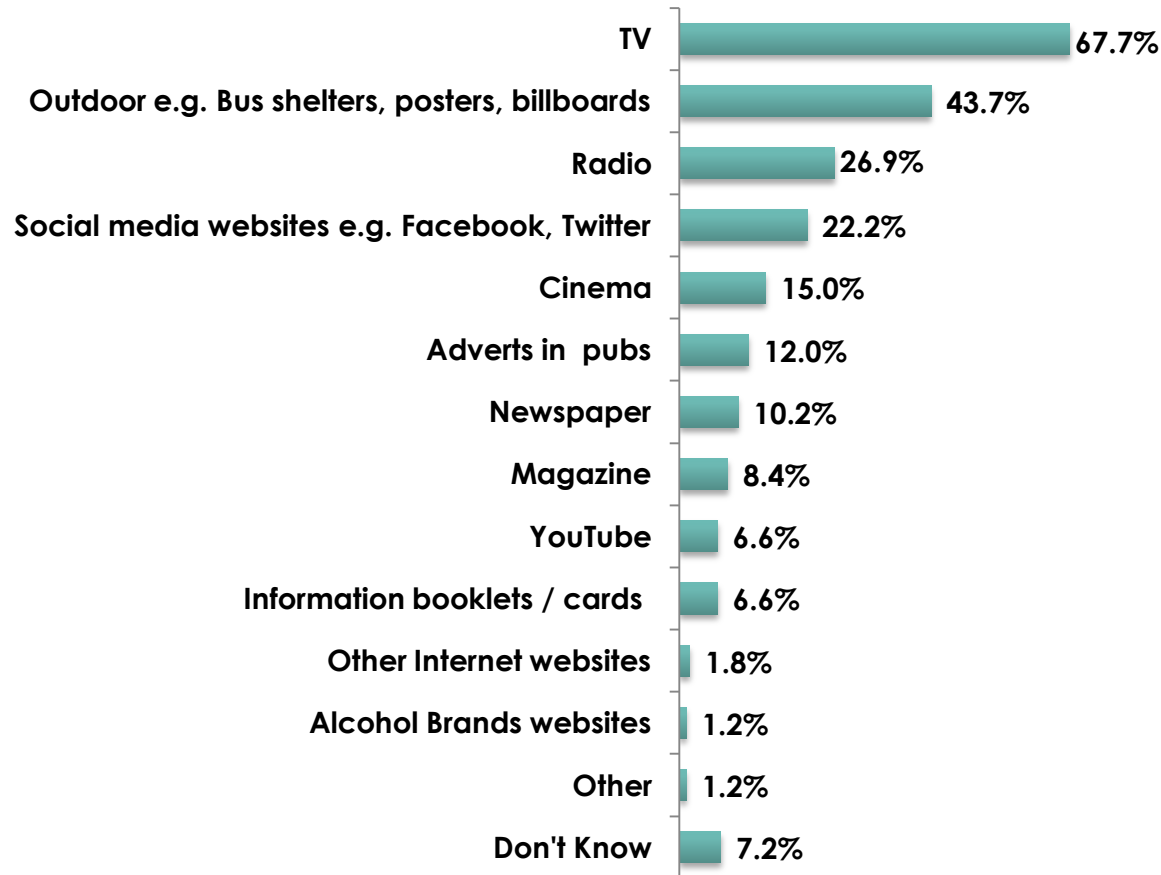
Sample base: 167 respondents



Advertising regarding Alcohol Consumption

Where have you recently seen, read or heard any advertising about drinking alcohol in moderation?

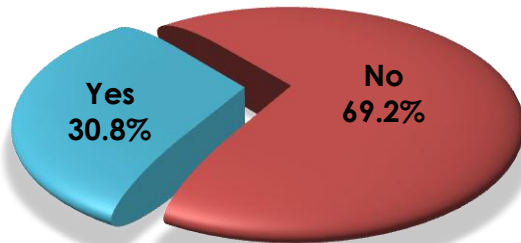
Sample base: 167 respondents



Respondents' Awareness

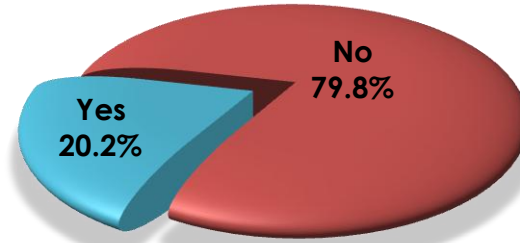
**Have you heard of
drinkawaremalta.com?**

Sample base: 403 respondents



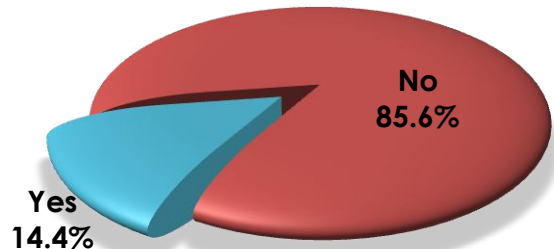
**Have you ever visited
drinkawaremalta.com?**

Sample base: 124 respondents



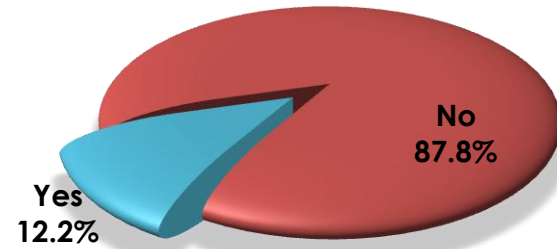
**Have you heard of the Sense
Group in Malta?**

Sample base: 403 respondents



**Have you ever visited similar
websites?**

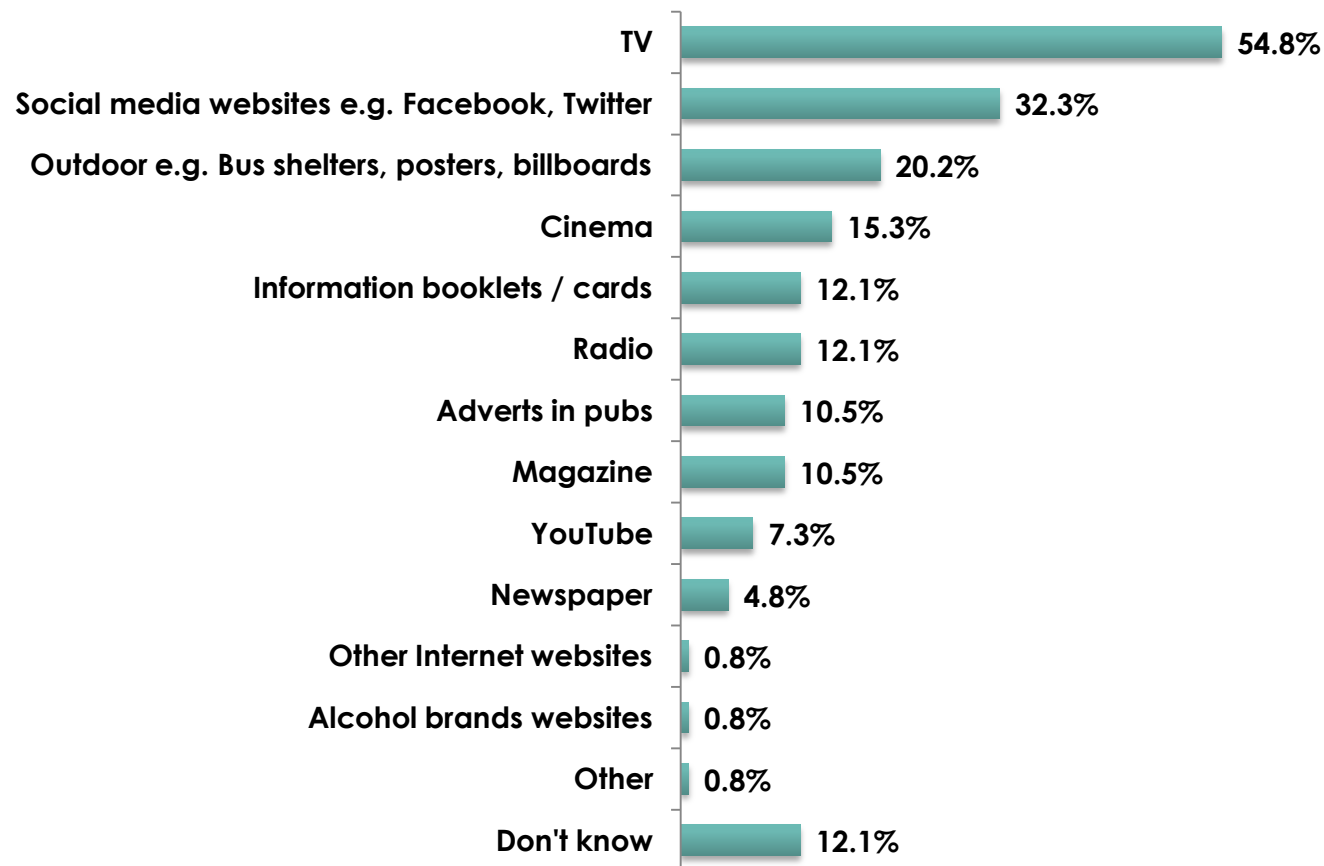
Sample base: 403 respondents



Respondents' Awareness

Where have you heard anything about
drinkawaremalta.com ?

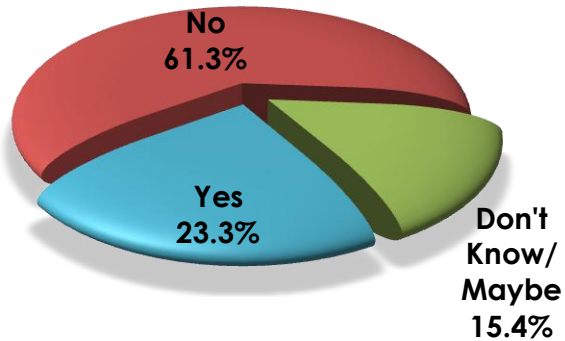
Sample base: 124 respondents



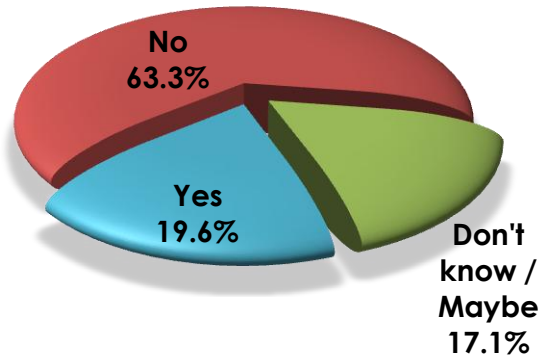
Advertising Campaigns

Sample base: 403 respondents

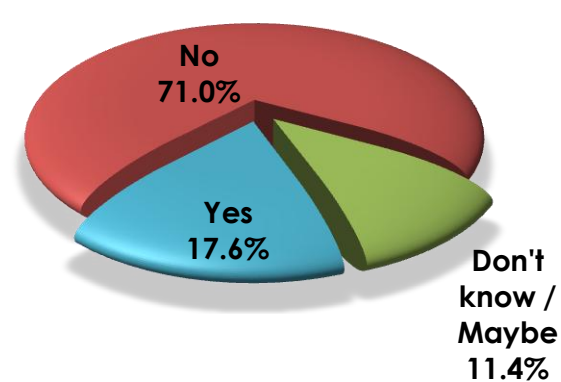
Have you seen this advert recently?



Have you seen this advert recently?



Have you seen this advert recently?



KNOW YOUR LIMITS



OUT OF CONTROL



WHEN ONE IS ONE TOO MANY



Screenshots have been taken from video adverts for presentation purposes. All the participants were shown the full video adverts.

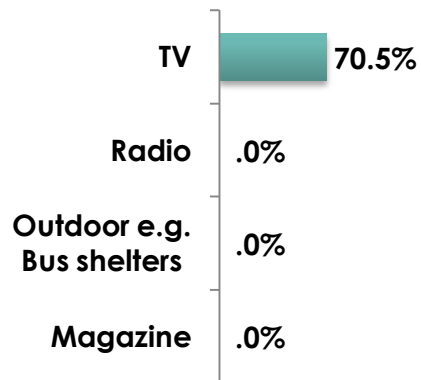
Media Effectiveness

Advert 1

KNOW YOUR LIMITS



Sample base: 95

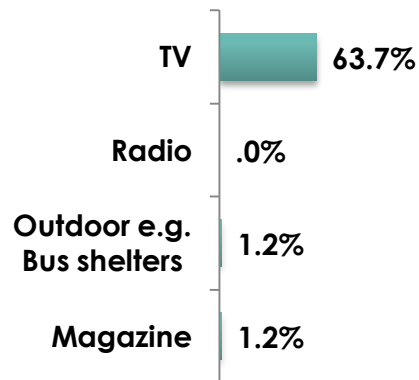


Advert 2

OUT OF CONTROL



Sample base: 80

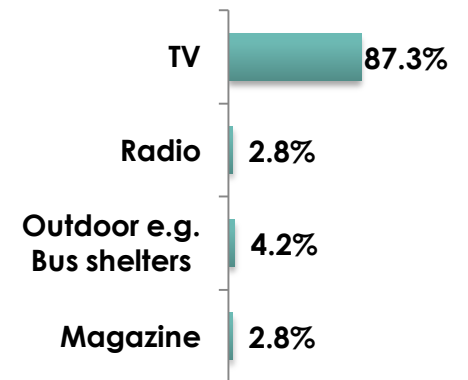


Advert 3

WHEN ONE IS ONE TOO MANY



Sample base: 71



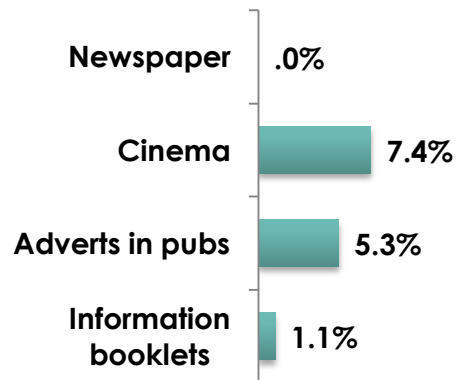
Media Effectiveness

Advert 1

KNOW YOUR LIMITS



Sample base: 95

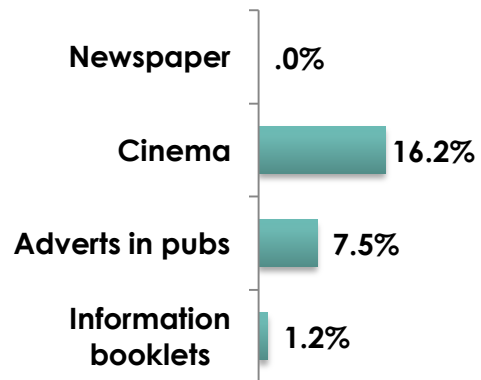


Advert 2

OUT OF CONTROL



Sample base: 80

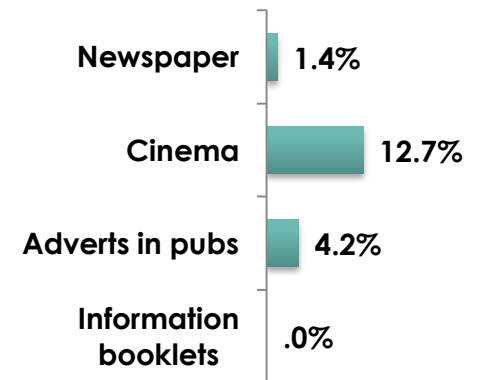


Advert 3

WHEN ONE IS ONE TOO MANY



Sample base: 71



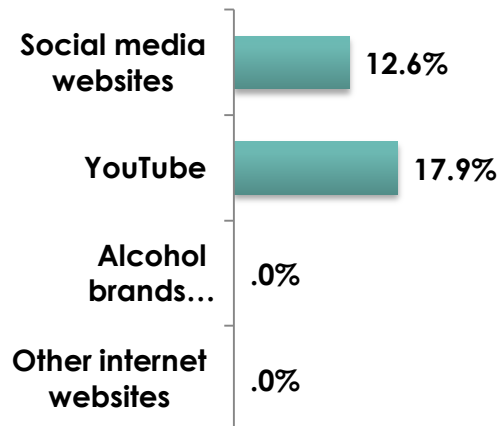
Media Effectiveness

Advert 1

KNOW YOUR LIMITS



Sample base: 95

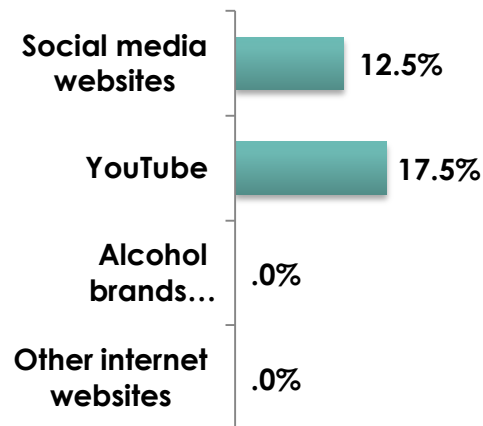


Advert 2

OUT OF CONTROL



Sample base: 80

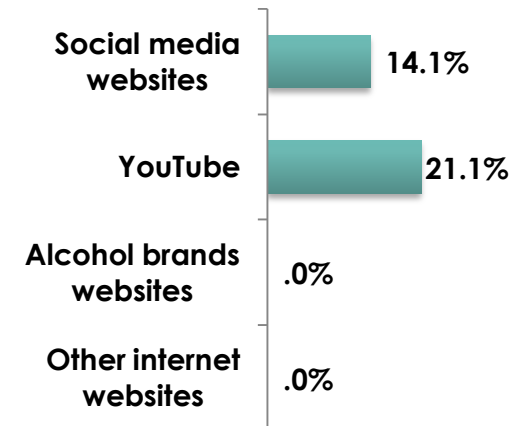


Advert 3

WHEN ONE IS ONE TOO MANY



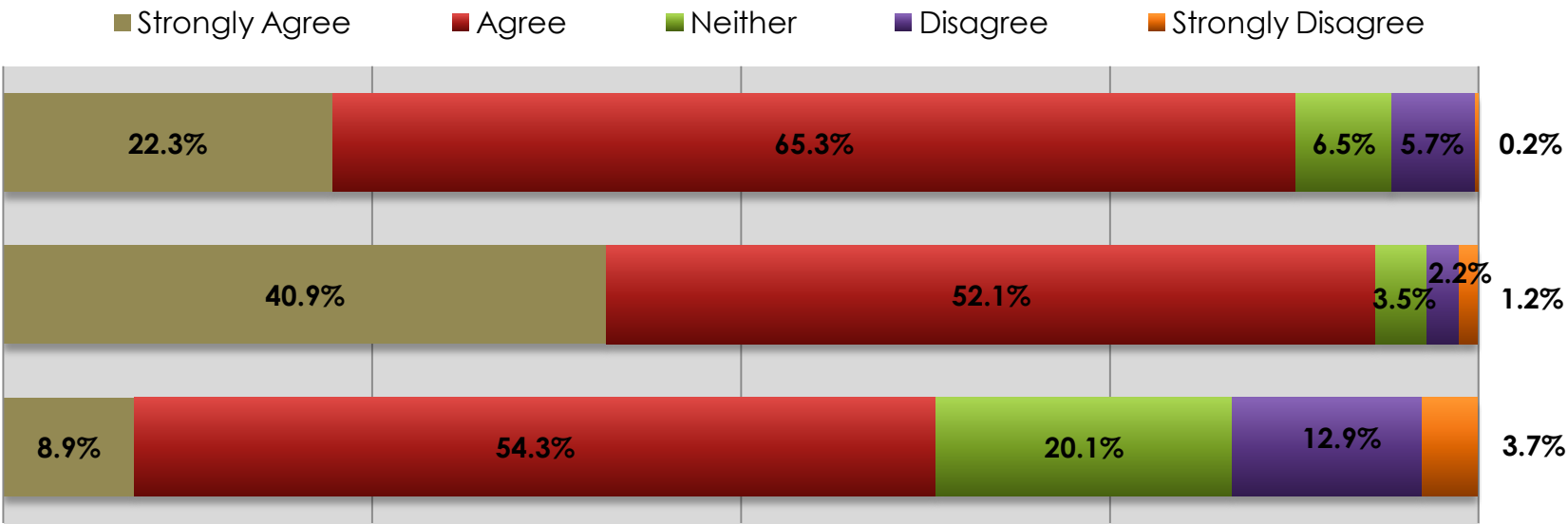
Sample base: 71



Reactions to the Adverts

Encourages people to drink sensibly

Sample base: 403 respondents



Advert 1

KNOW YOUR LIMITS



Advert 2

OUT OF CONTROL



Advert 3

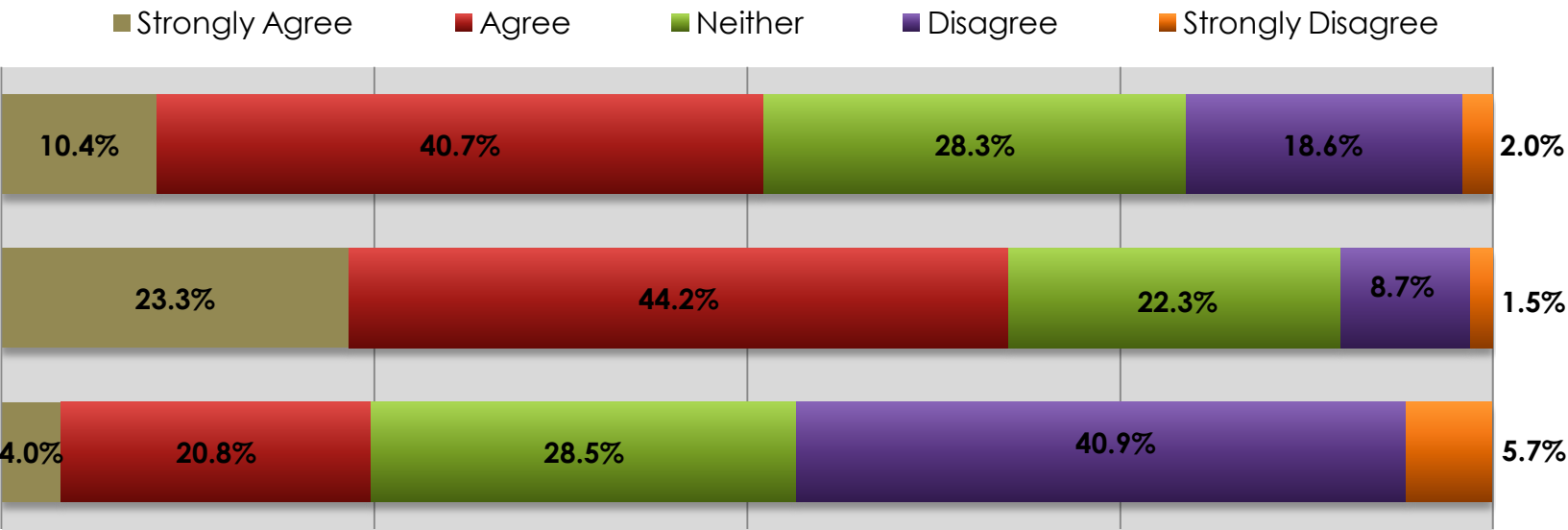
WHEN ONE IS ONE TOO MANY



Reactions to the Adverts

Makes me think about my own drinking

Sample base: 403 respondents



Advert 1

KNOW YOUR LIMITS



Advert 2

OUT OF CONTROL



Advert 3

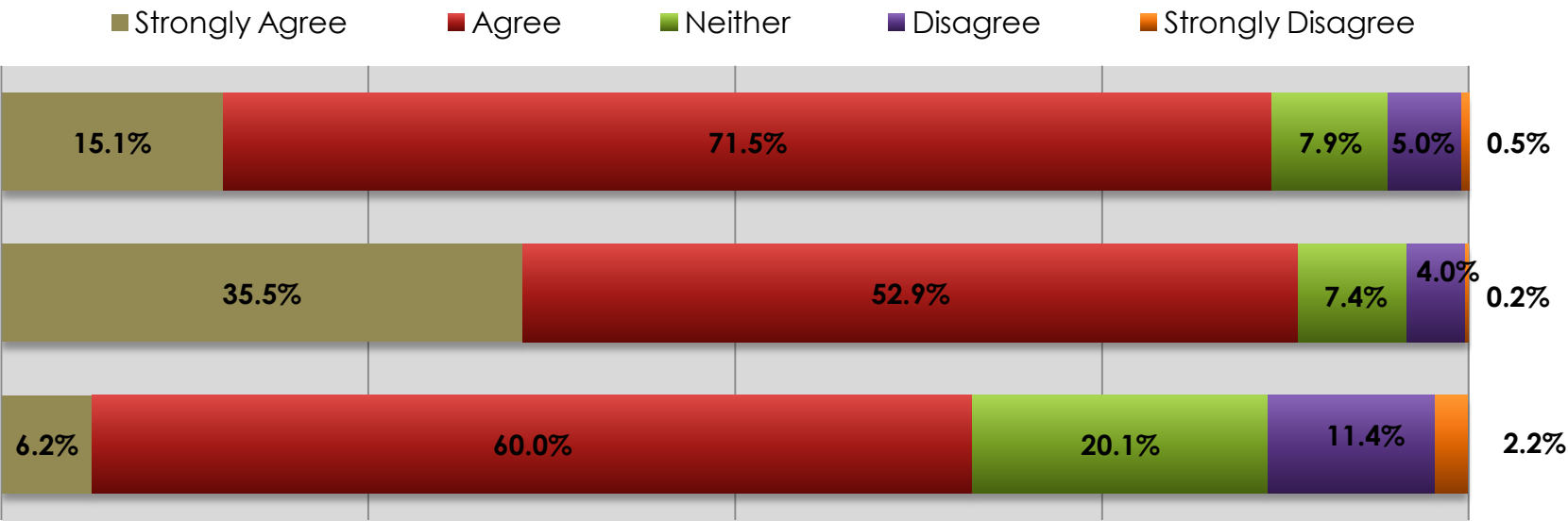
WHEN ONE IS ONE TOO MANY



Reactions to the Adverts

Helps me realize the unacceptability of public drunkenness

Sample base: 403 respondents



Advert 1

KNOW YOUR LIMITS



Advert 2

OUT OF CONTROL



Advert 3

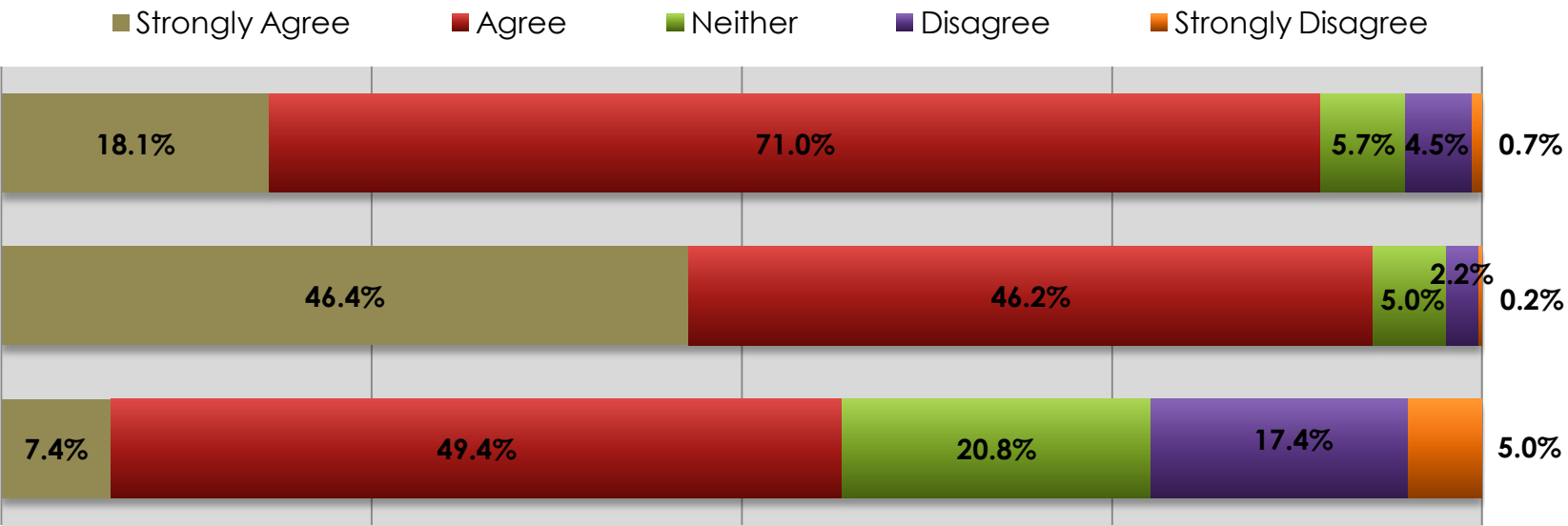
WHEN ONE IS ONE TOO MANY



Reactions to the Adverts

Highlights the impact of public drunkenness on others

Sample base: 403 respondents



Advert 1

KNOW YOUR LIMITS



Advert 2

OUT OF CONTROL



Advert 3

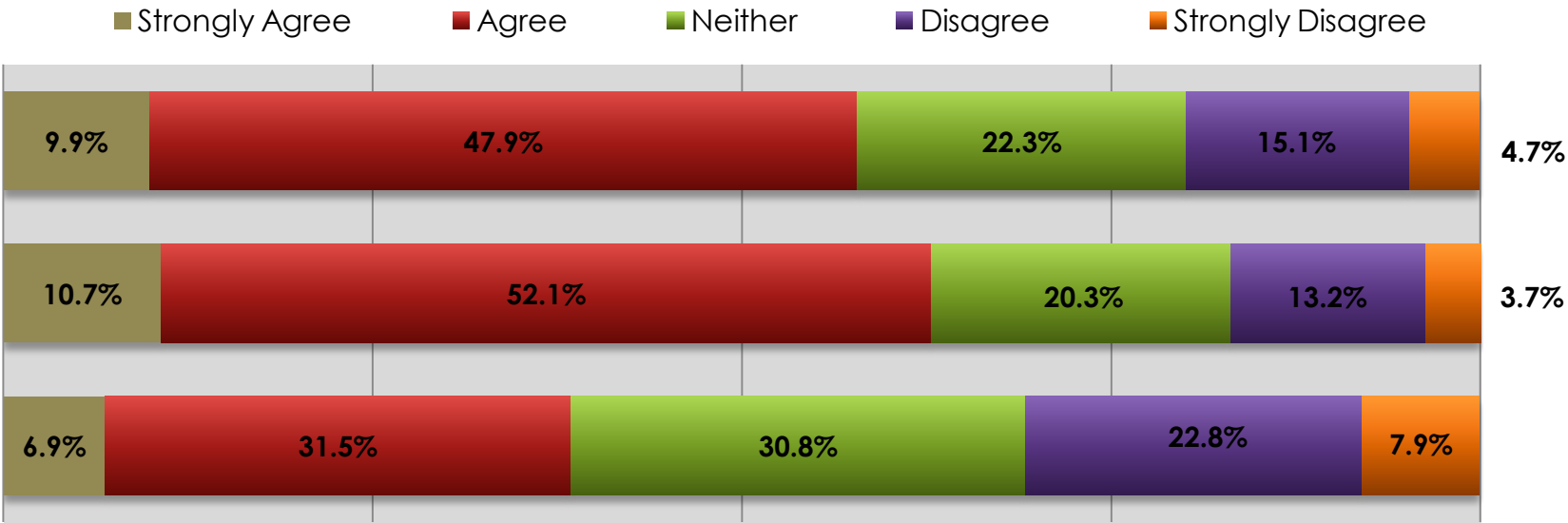
WHEN ONE IS ONE TOO MANY



Reactions to the Adverts

Makes me knowledgeable about the alcohol content of a standard drink and able to evaluate how much is too much

Sample base: 403 respondents



Advert 1

KNOW YOUR LIMITS



Advert 2

OUT OF CONTROL



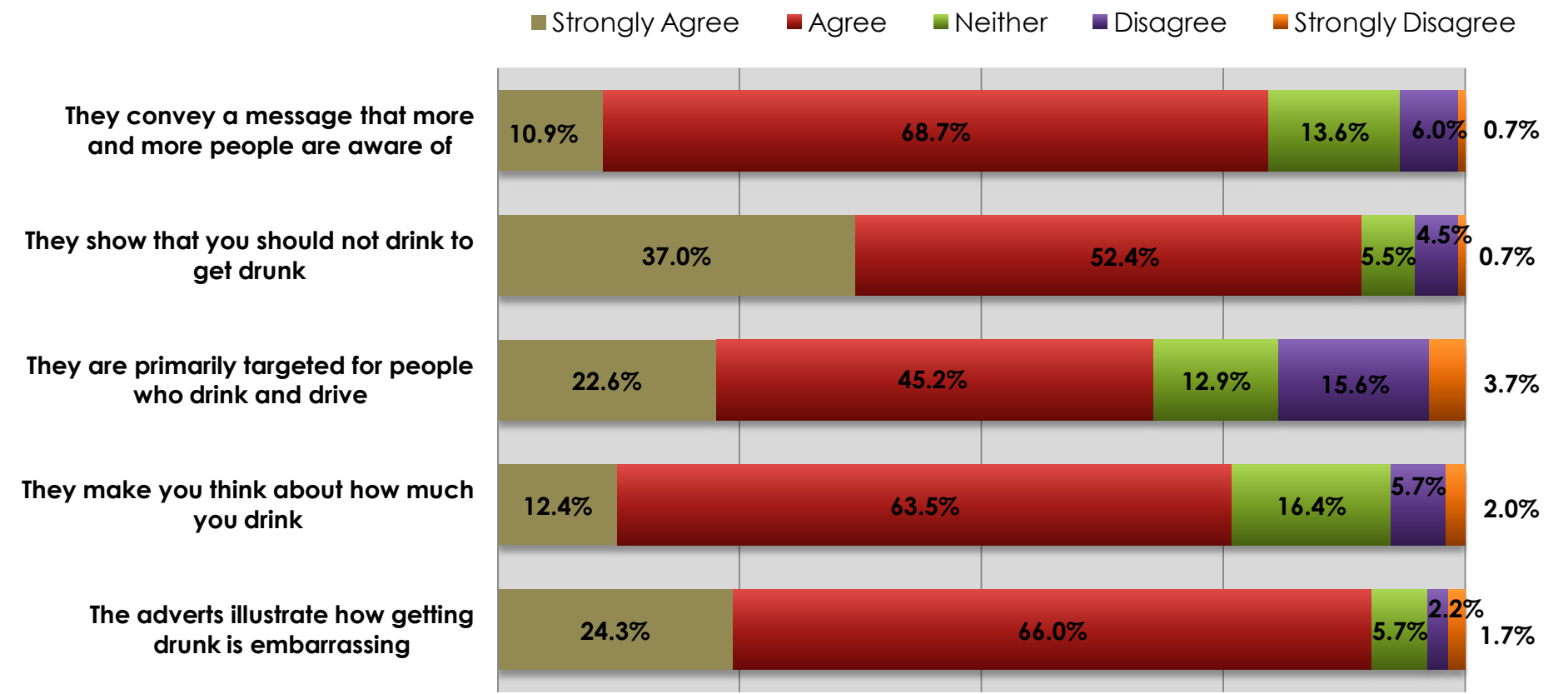
Advert 3

WHEN ONE IS ONE TOO MANY



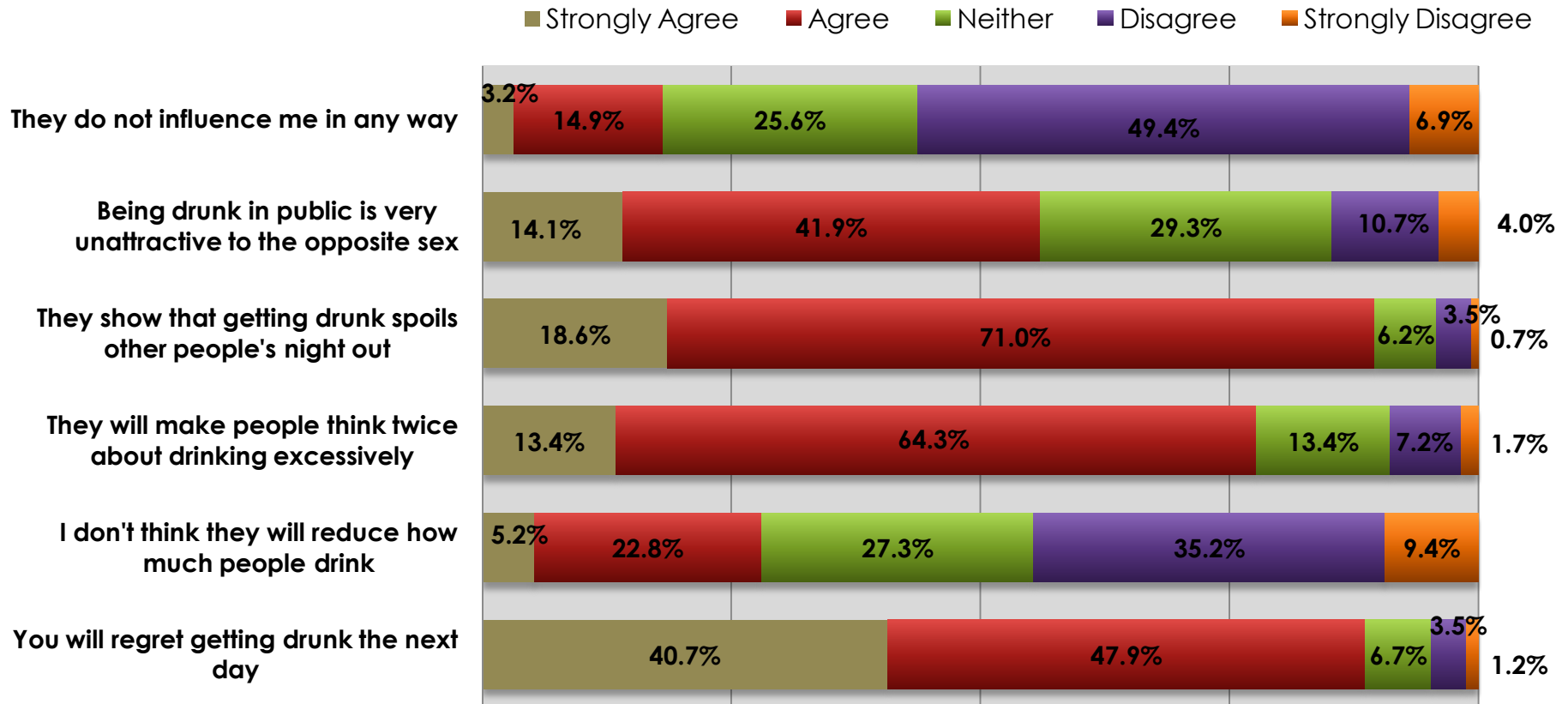
General Perceptions re the Adverts

Sample base: 403 respondents



General Perceptions re the Adverts

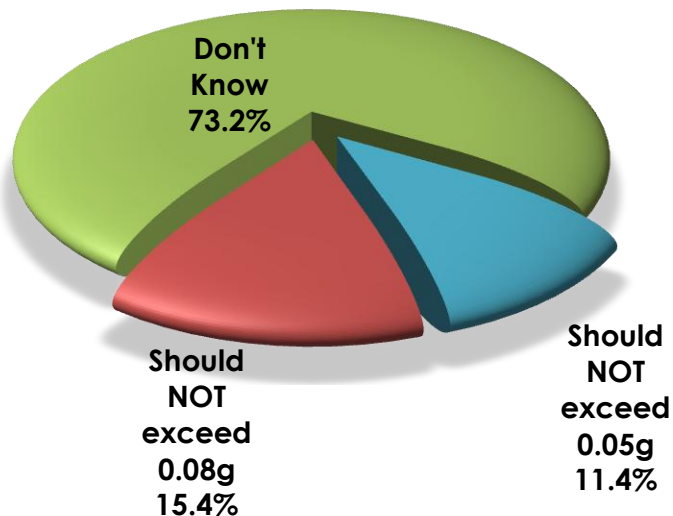
Sample base: 403 respondents



Knowledge of BAC Limit

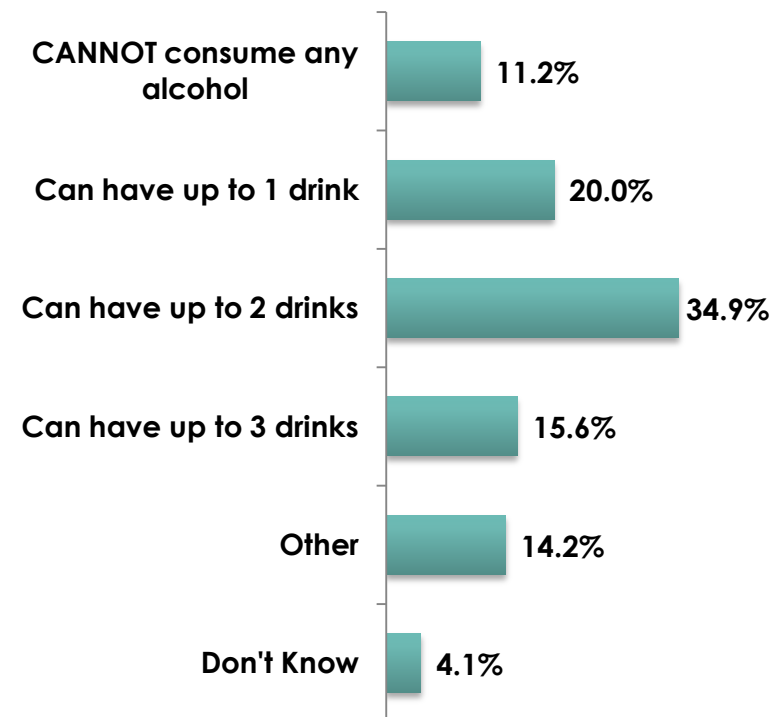
What is the Blood Alcohol Concentration (BAC) level for a person to be able to drive according to the drink-drive laws in Malta?

Sample base: 403 respondents



If you do not know the BAC limit, how many drinks, if any do you think a person can have if they intend to drive?

Sample base: 295 respondents



Comparison with past results

- Respondents seem to be more aware of the problem of excessive drinking.
- Compared to the previous study carried out in January 2014, the present sample of respondents comes across as drinking less frequently. Preferred alcoholic beverages consumed remained the same.
- Respondents who claimed that they mixed different types of alcohol during the same night has slightly increased. More than half of the respondents who drink alcohol claim that they consume different types of alcohol during the same night.
- Bars remain the most popular environment within which alcohol is consumed.
- The number of respondents who declared they have suffered from a hangover in the last month, as well as those who declared they have been drinking heavily in the last month, have significantly decreased. However, one has to keep in mind that this study was carried out during a different month when compared to previous studies. Past research was carried out in January (referring to December as the previous month), whilst the fieldwork for this study was carried out between 17 November – 8 December.

Comparison with past results

- The leading reason for drinking remains to socialise, and the pattern of shifts in amount of alcohol consumed during the past year decreased slightly when compared to previous years.
- The reach of adverts promoting responsible drinking patterns increased when compared to the previous year. Those who claimed they did not recall seeing the adverts decreased by 10%.
- While the Health Authorities, Sedqa and the Road Safety Authority are perceived as the top three organisations which promote responsible drinking patterns, those who claimed that they recall Drinkaware adverts promoting responsible drinking patterns almost doubled from last year, amounting to 28.1%.
- Television remains the strongest medium, while bus shelters and billboards seem to have become a more popular medium when compared to previous studies.
- Awareness of drinkawaremalta.com and the Sense Group in Malta increased by 15.8% and 9.4% respectively.
- TV was the strongest medium for creating awareness about drinkawaremalta.com, followed by social media websites.

Comparison with past results

- Overall, the campaign achieved a higher reach when compared to the previous campaign. These adverts achieved a reach that varied from 17.6% to 23.3%.
- The media that proved to be the most effective for the advertising campaigns were TV, YouTube, Social Media Websites and Cinema adverts.
- 'Know your limits' video and 'Out of control' video were considered to be very effective in encouraging people to drink sensibly and highlighting the impact of public drunkenness on others.
- 'Out of control' video seemed to be the most effective in making people think about their own drinking behaviour.
- Compared to the other two videos, 'When one is one too many' video was not as effective as the others. One has to keep in mind that respondents' age varied between 17 and 44, while this video was primarily aimed to target underage drinking.
- Respondents' knowledge about the Blood Alcohol Content level for a person to be able to drive according to the drink-drive laws in Malta increased slightly.



MARKETING ADVISORY
SERVICES