

drinkawaremalta.com



Quantitative Research

December 2020



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Methodology



Sample
Demographics



Alcohol
Consumption



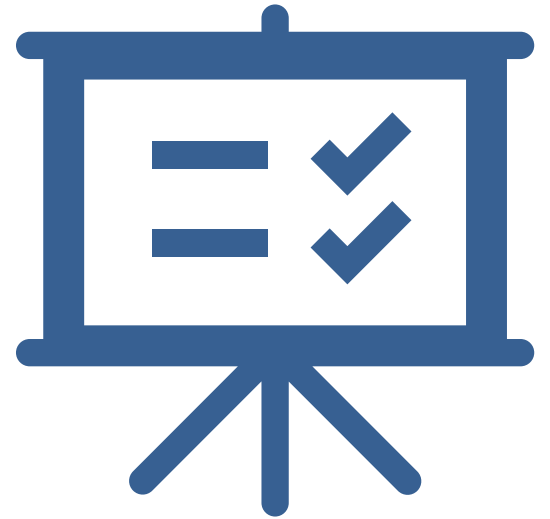
Advertising Recall



Observations

1

RESEARCH OBJECTIVES



A background image of a dartboard with several darts. The darts are arranged in a way that they appear to be hitting the bullseye. The image is in a dark blue, monochromatic color scheme.

Research Objectives

Analyse the alcohol consumption patterns of the Maltese public.

Evaluate the public's recall of alcohol awareness campaigns.

Evaluate the effectiveness of the Drinkaware campaign.

2

METHODOLOGY



Methodology



WHEN? Data collected during November and December 2020.



WHERE? All the regions in the Maltese Islands.



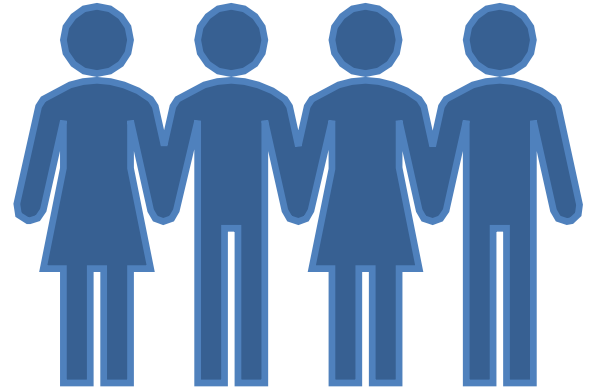
WHO? 385 Maltese residents.



HOW? Random sample via online surveys.

3

SAMPLE DEMOGRAPHICS



Gender

(n=385)

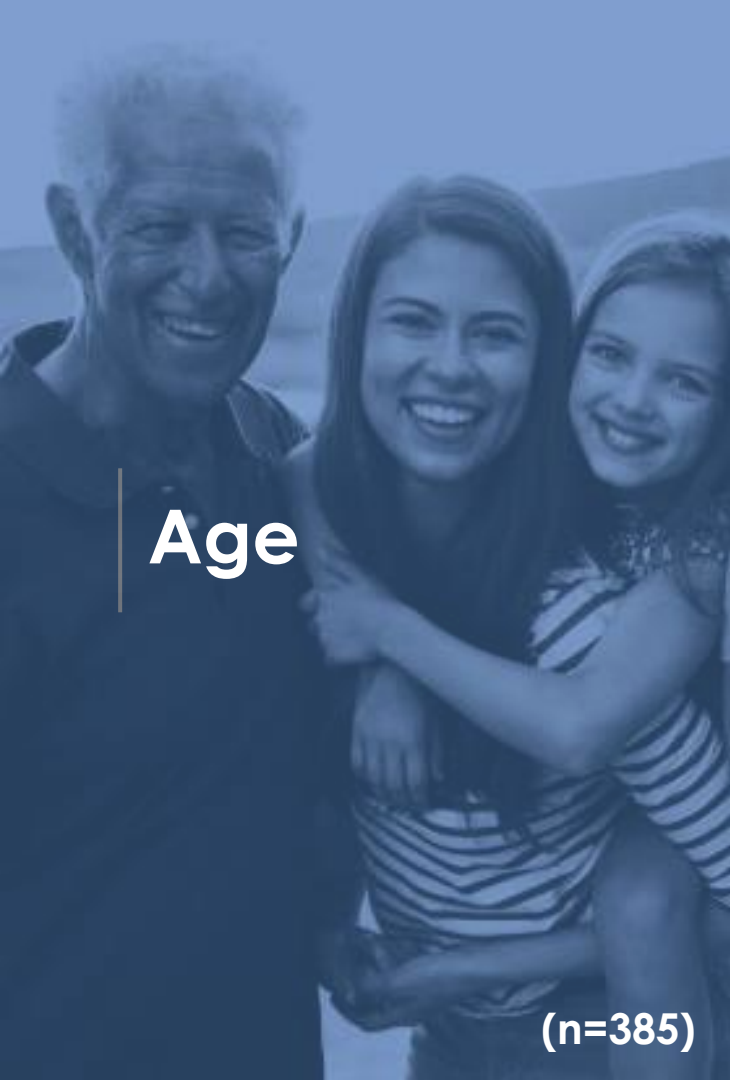


Males: 48.8%



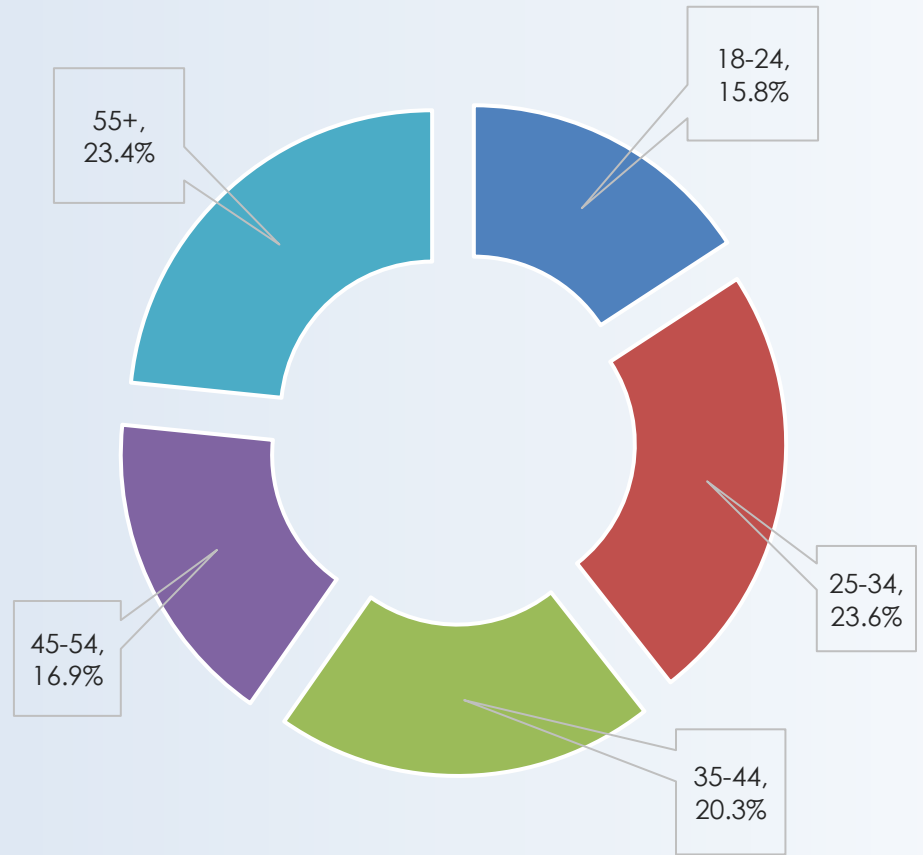
Females: 50.1%

Note: Another 1.1% was gender X.



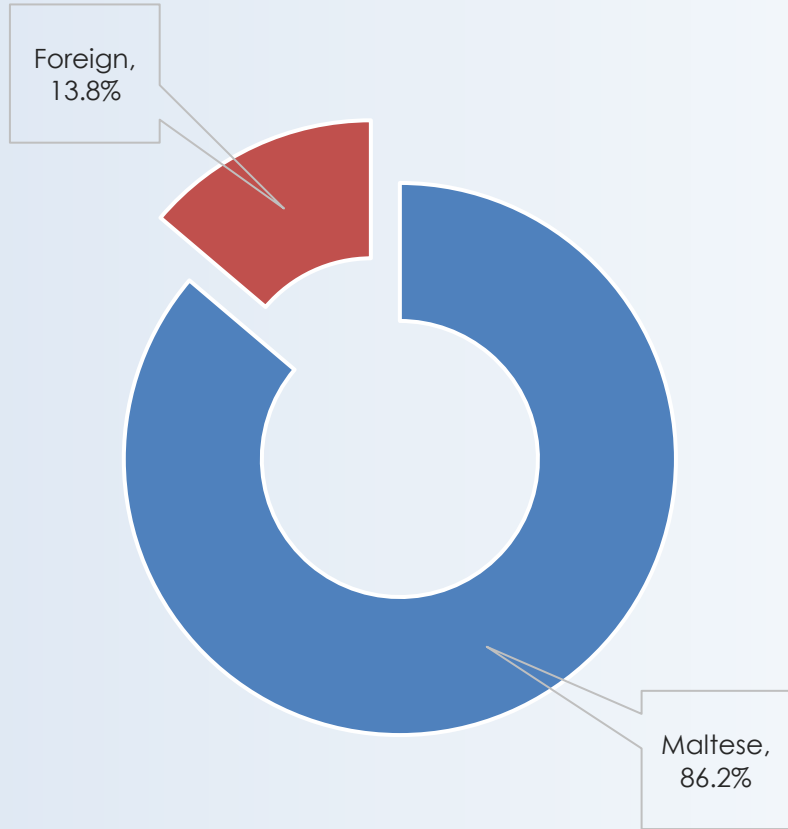
Age

(n=385)



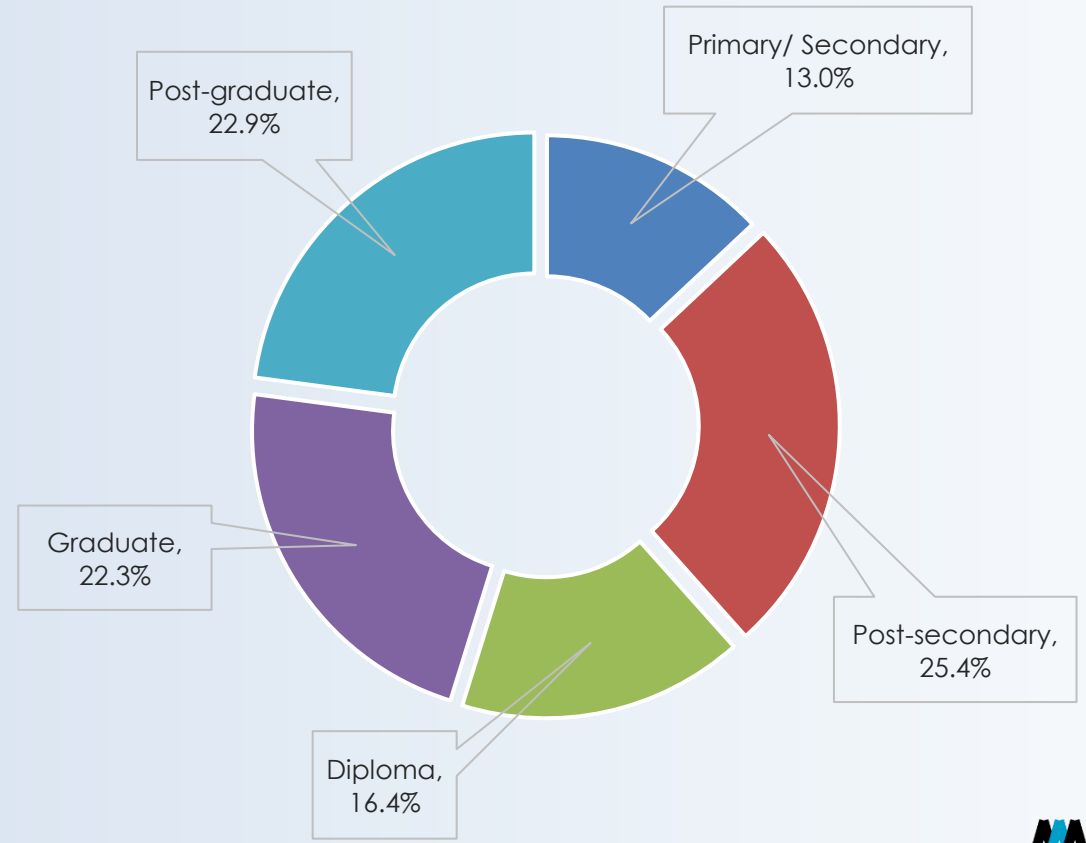
Nationality

(n=385)

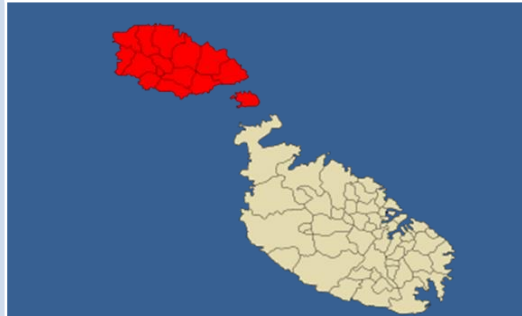


Education

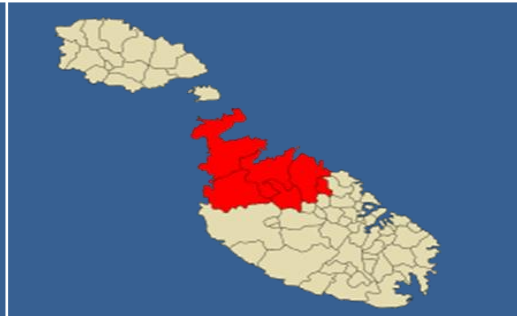
(n=385)



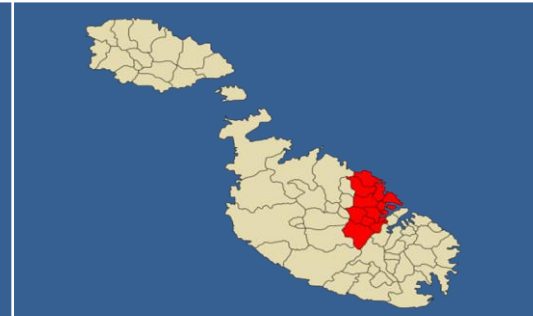
Regions (n=385)



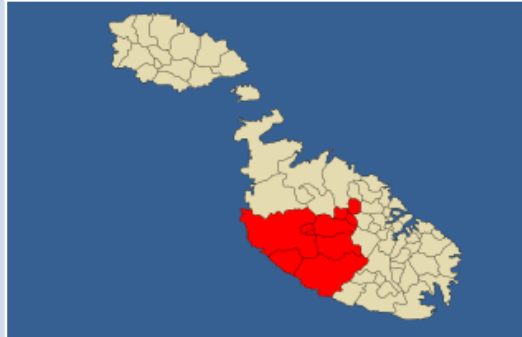
Gozo & Comino
7.0%



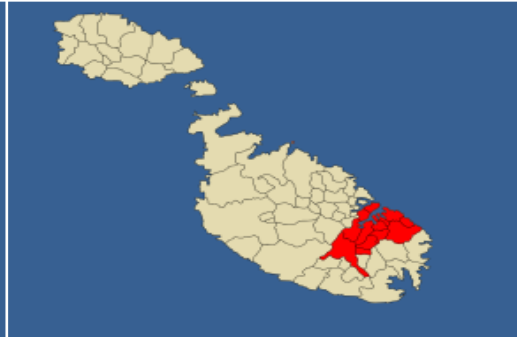
Northern
17.7%



Northern Harbour
30.6%



Western
14.8%



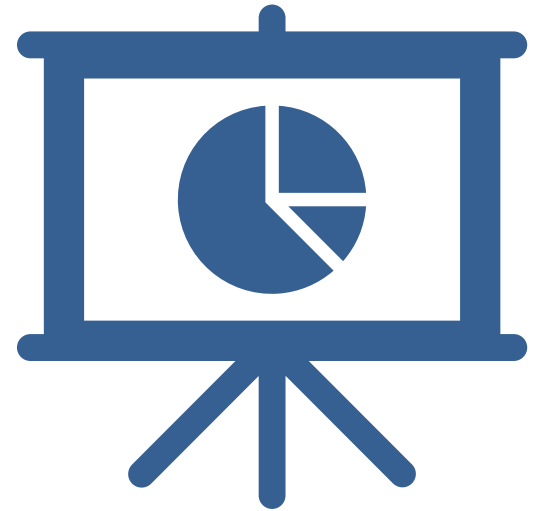
Southern Harbour
15.3%



South Eastern
14.6%

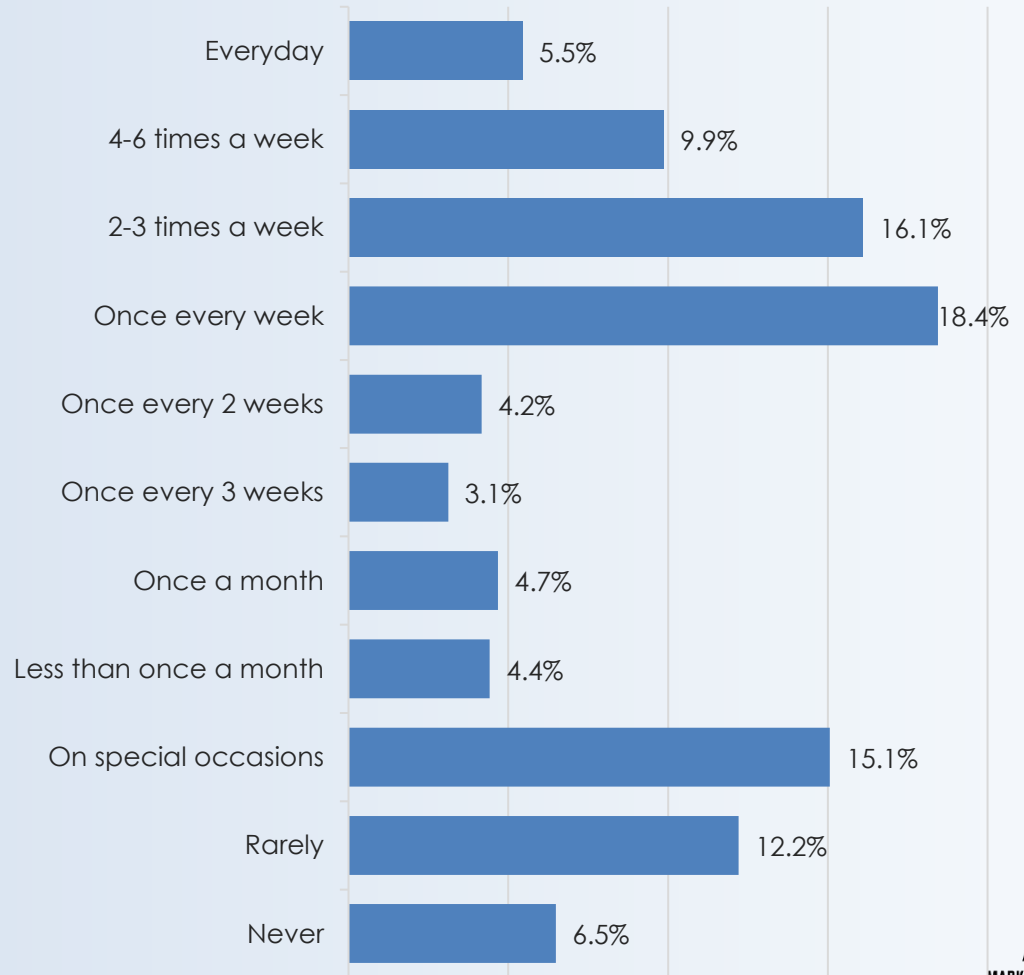
4

ALCOHOL CONSUMPTION



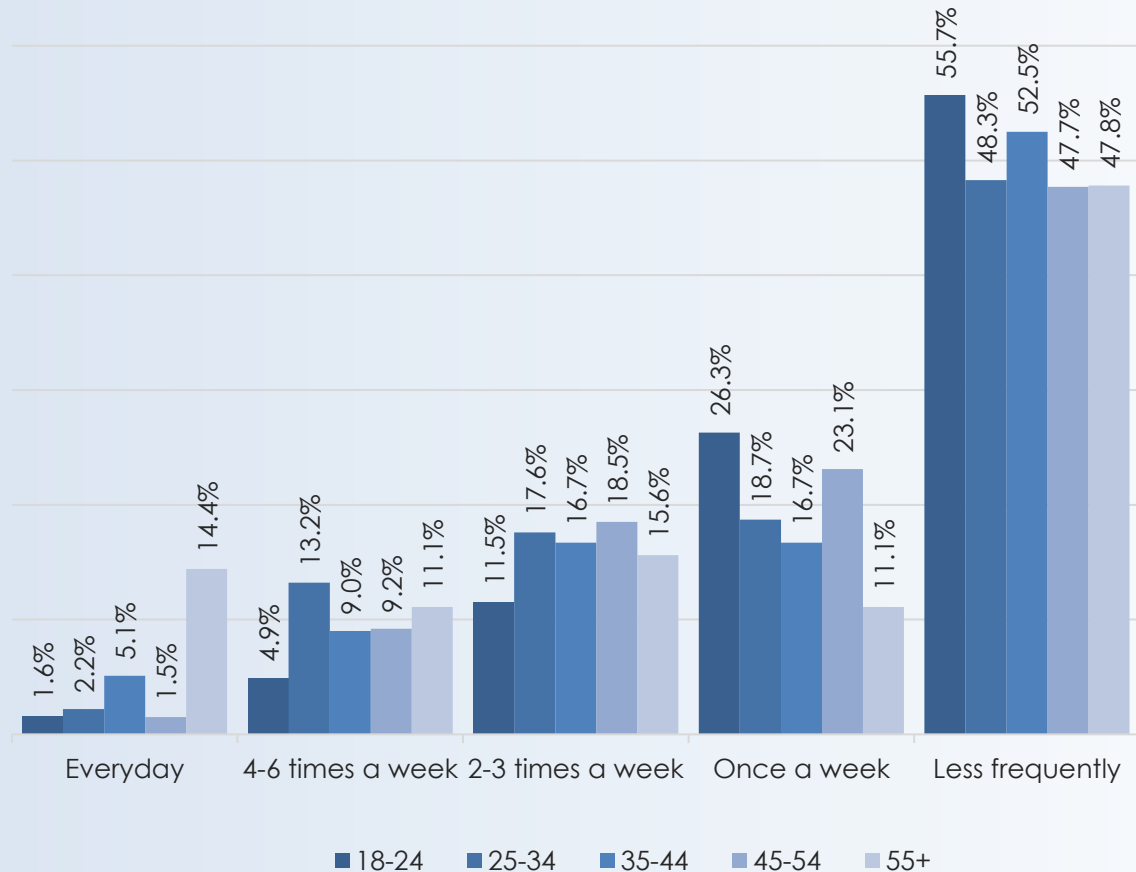
Alcohol Consumption Frequency

(n=385)



Alcohol Consumption Frequency by Age

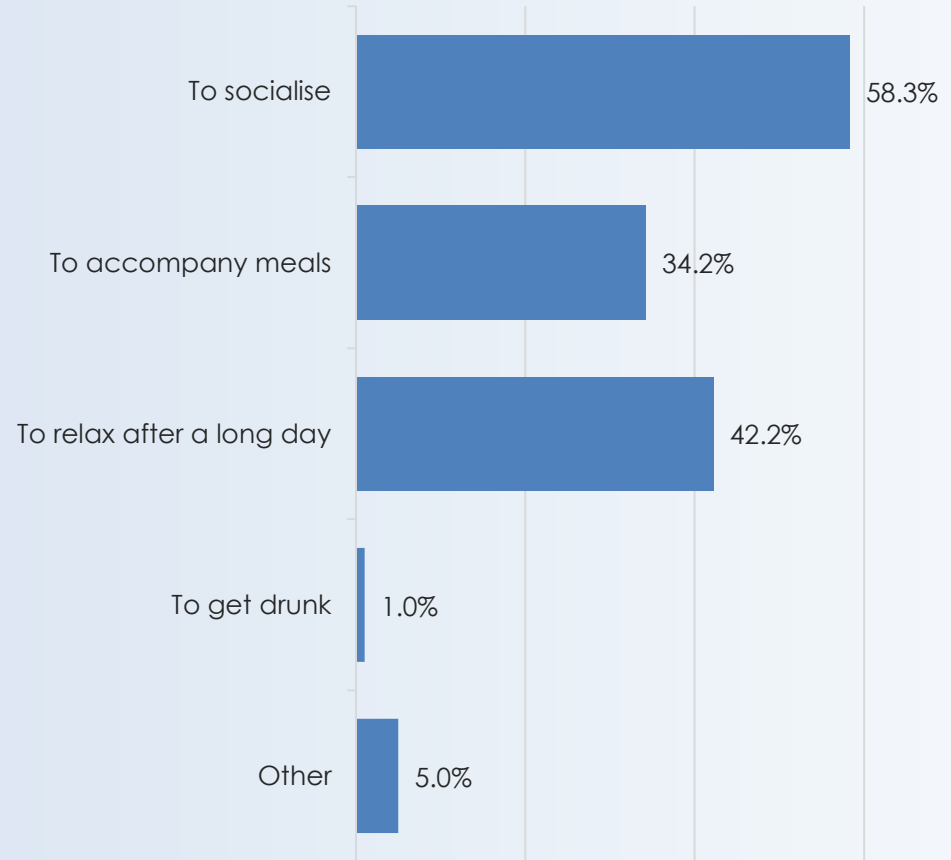
(n=385)



Note: Time periods of longer than 1 week were grouped together.

Reasons for Alcohol Consumption

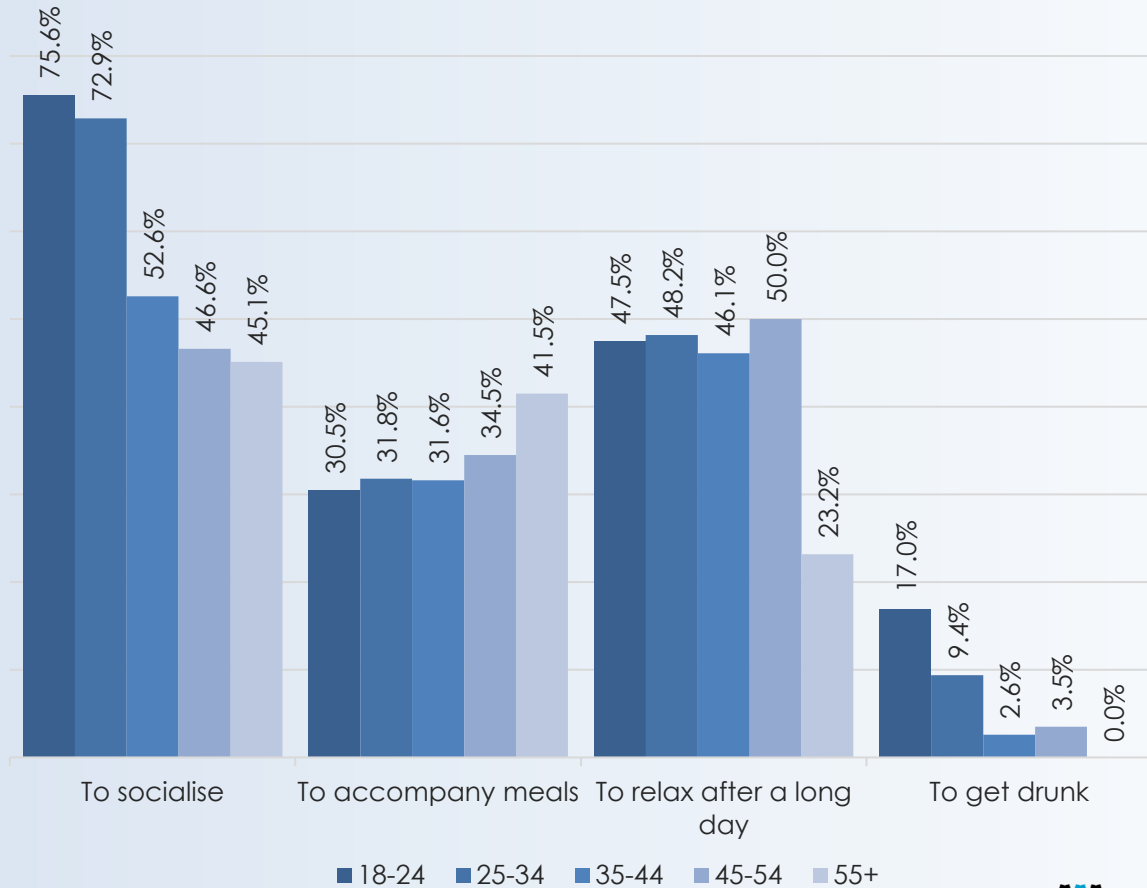
(n=360)



Note: Respondents could choose multiple answers.

Reasons for Alcohol Consumption by Age

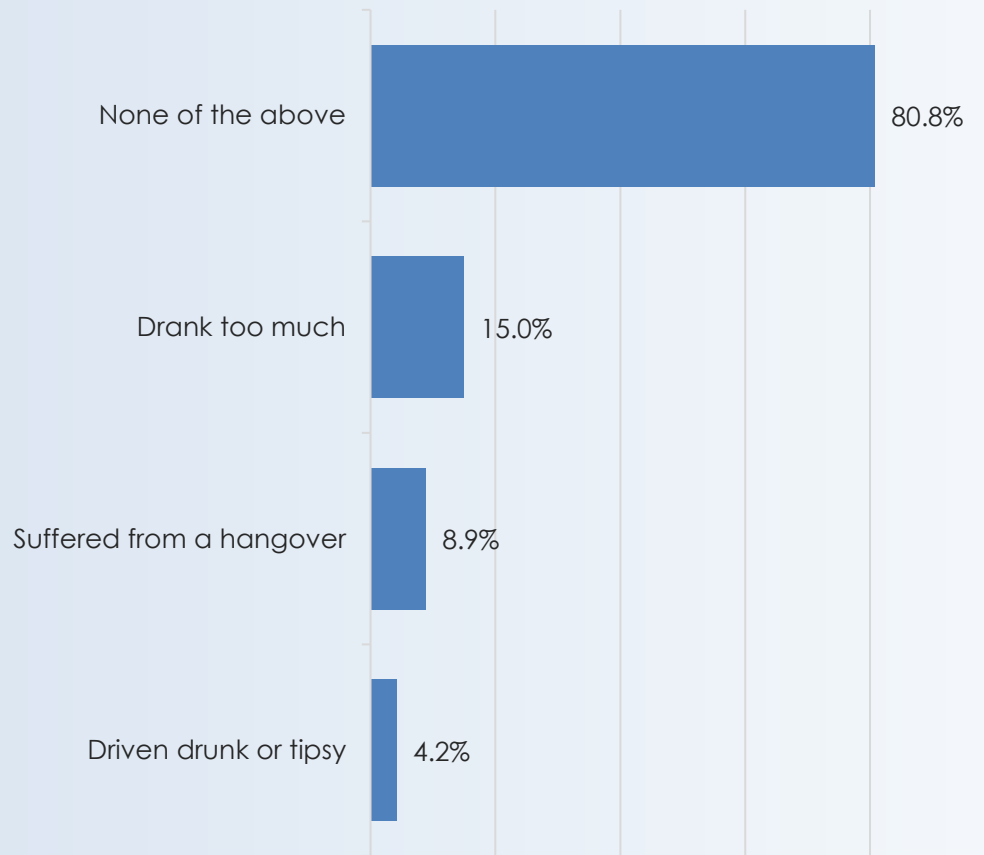
(n=360)



Note: Respondents could choose multiple answers.

Alcohol Induced Situations in the Last Month

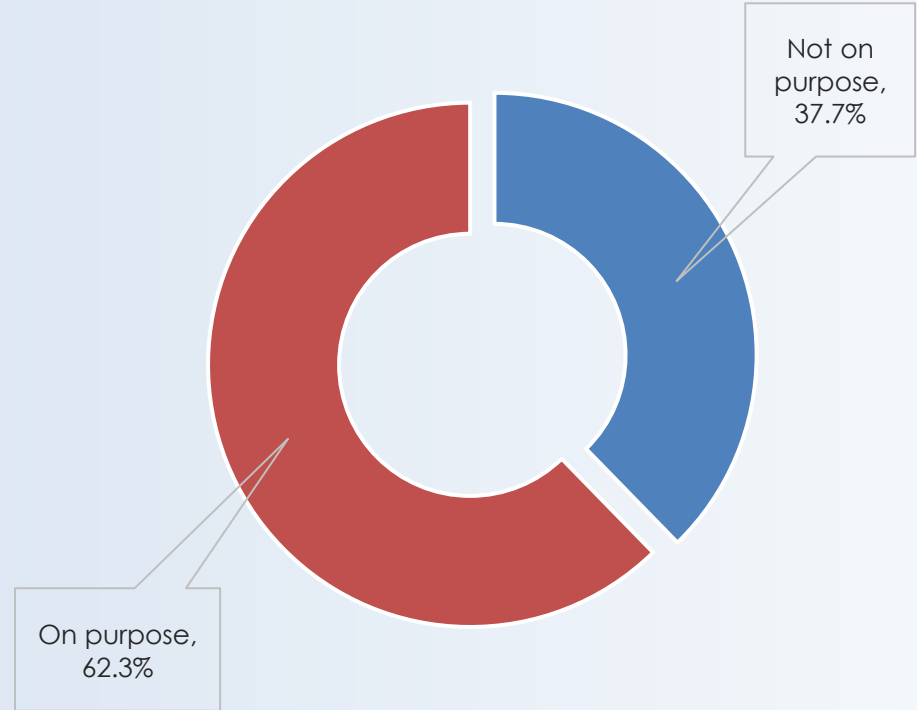
(n=360)



Note: Respondents could choose multiple answers.

Was this Done on Purpose?

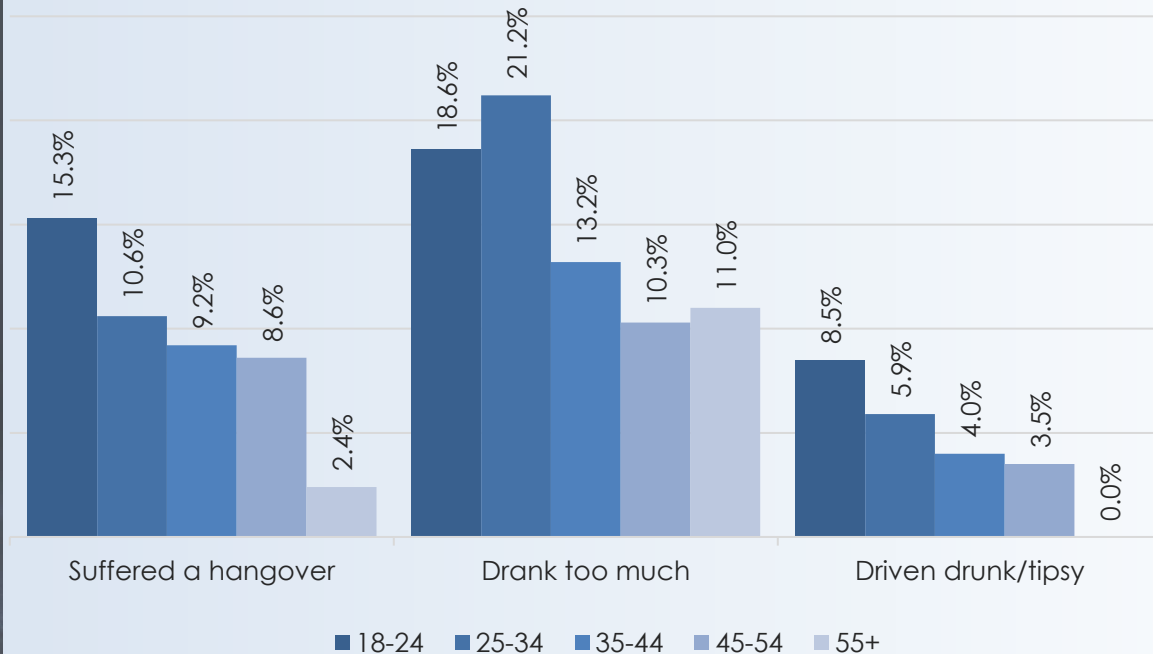
(n=69)



Note: Only respondents who answered yes to having had a hangover, drank too much, or drove drunk/tipsy were asked this question.

Alcohol Induced Situations in the Last Month by Age

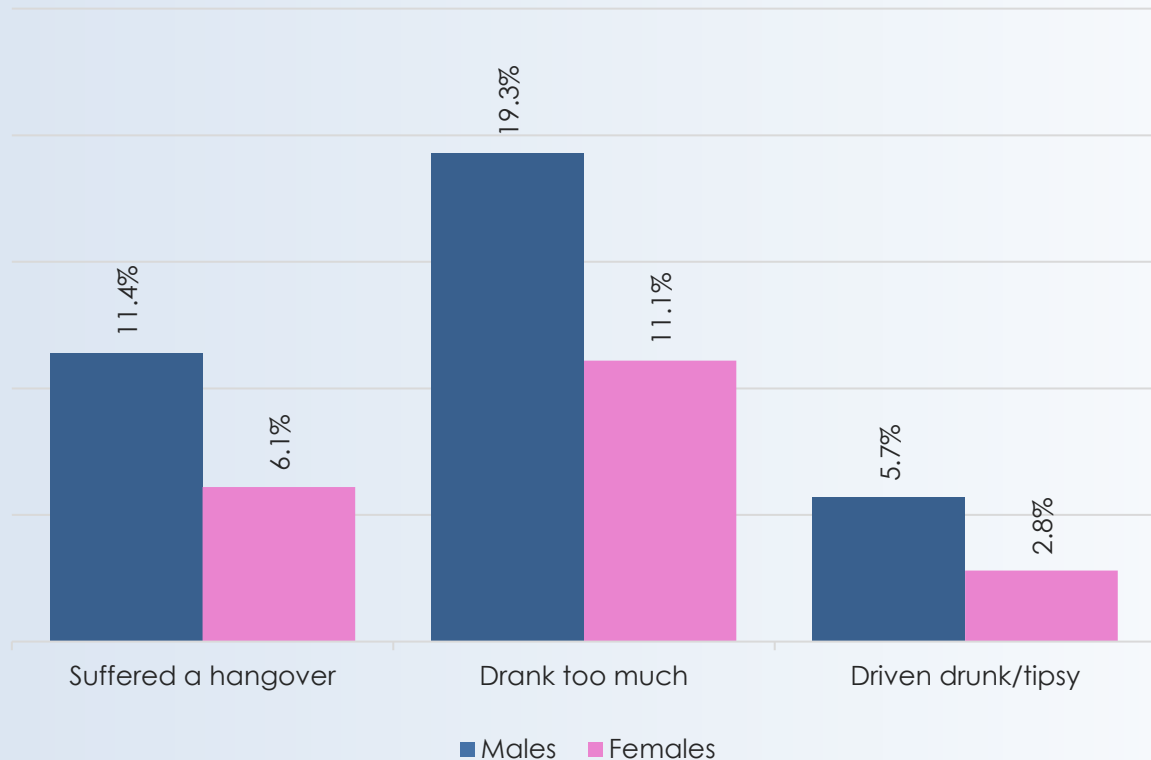
(n=360)



Note: Respondents could choose multiple answers.

Alcohol Induced Situations in the Last Month by Gender

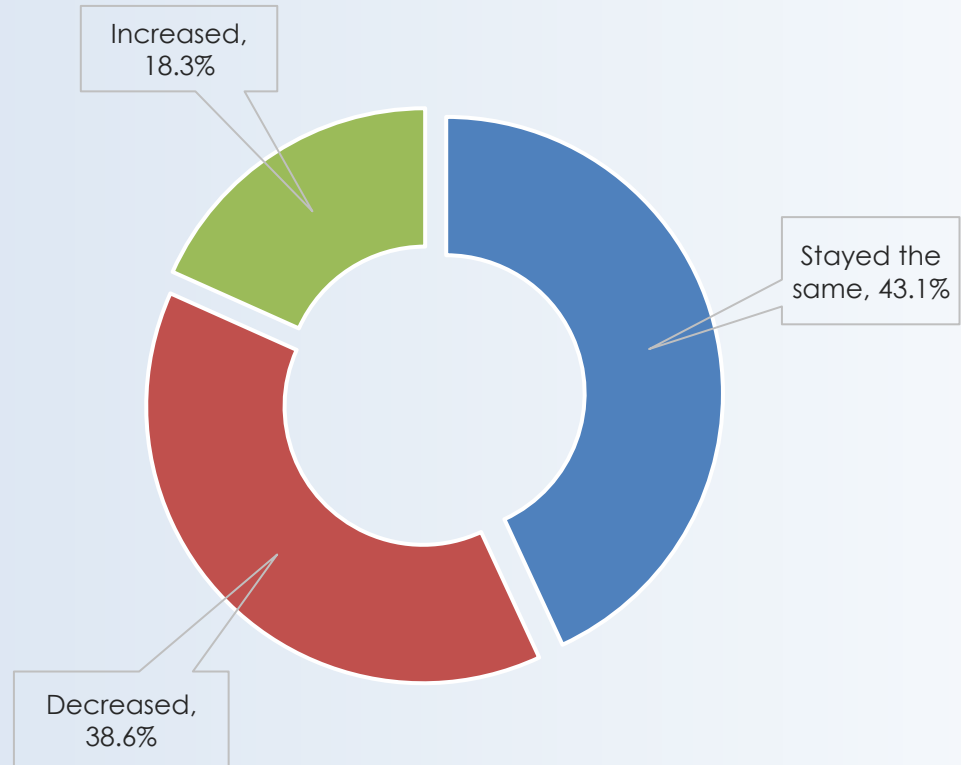
(n=356)



Note: Respondents could choose multiple answers.

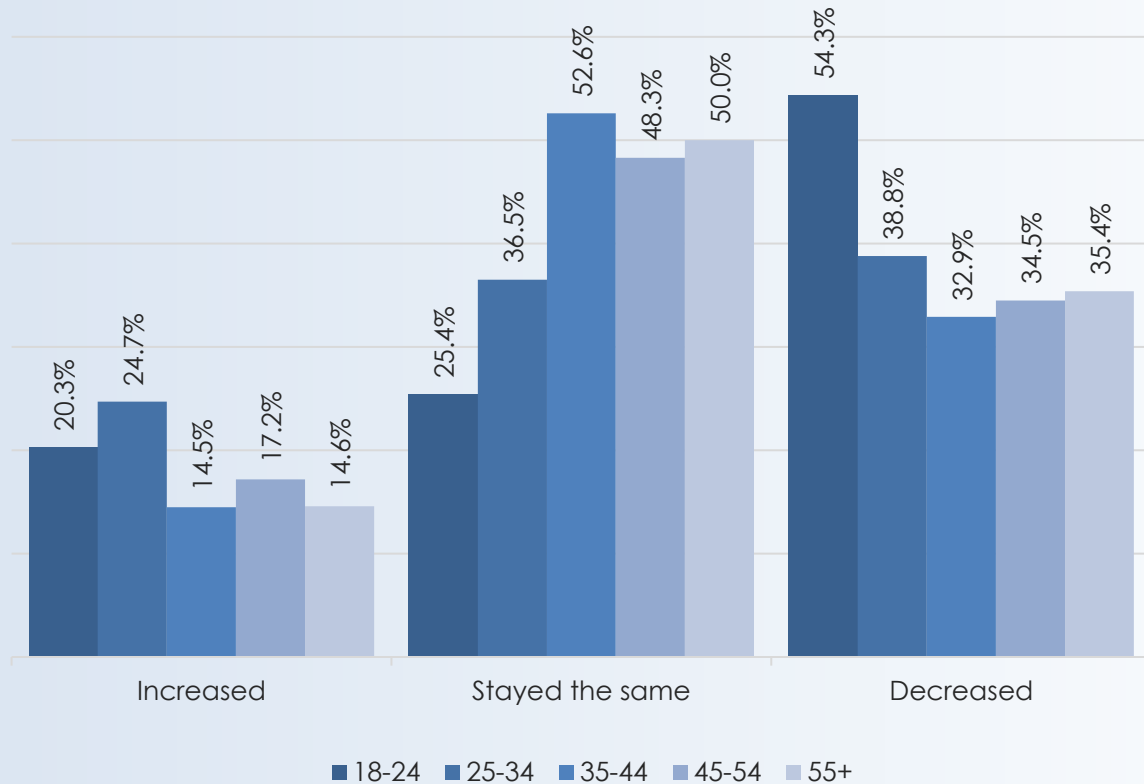
Changes in Alcohol Consumption

(n=360)



Changes in Alcohol Consumption by Age

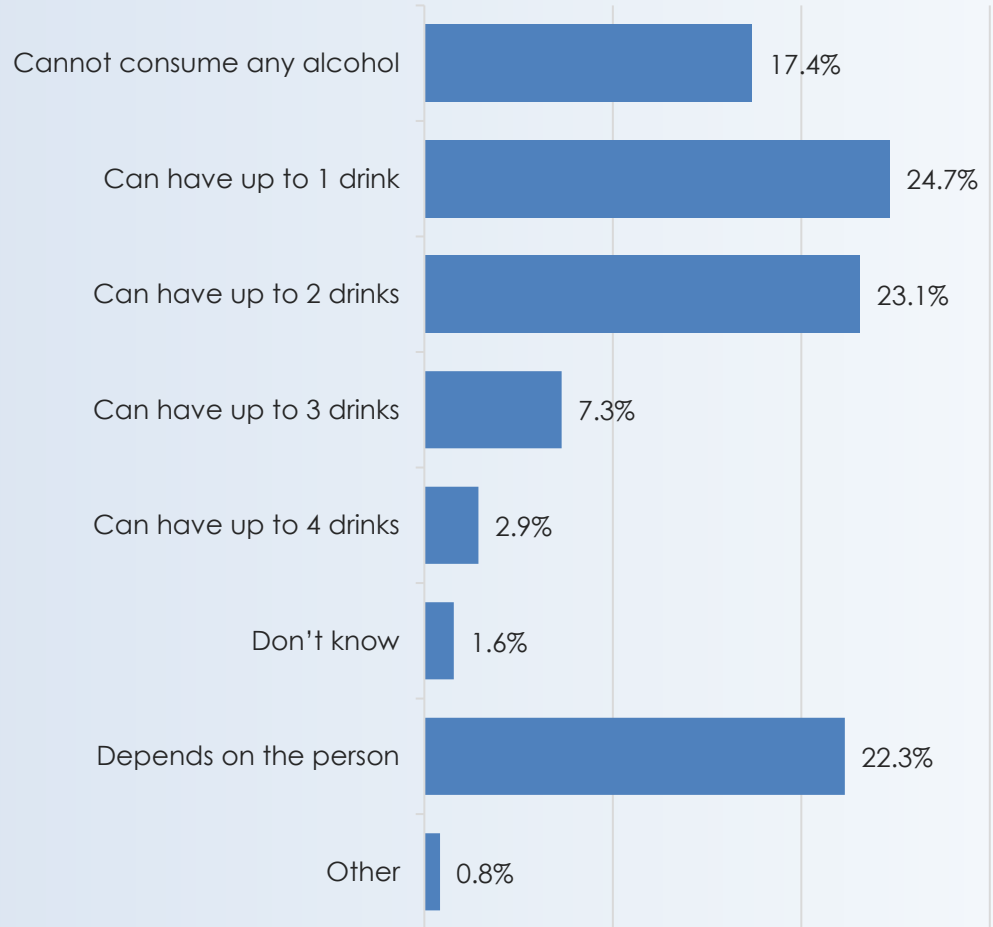
(n=360)



- The younger age groups had both the highest increases, as well as decreases. Age groups (35+) were more likely to keep the same level of consumption.

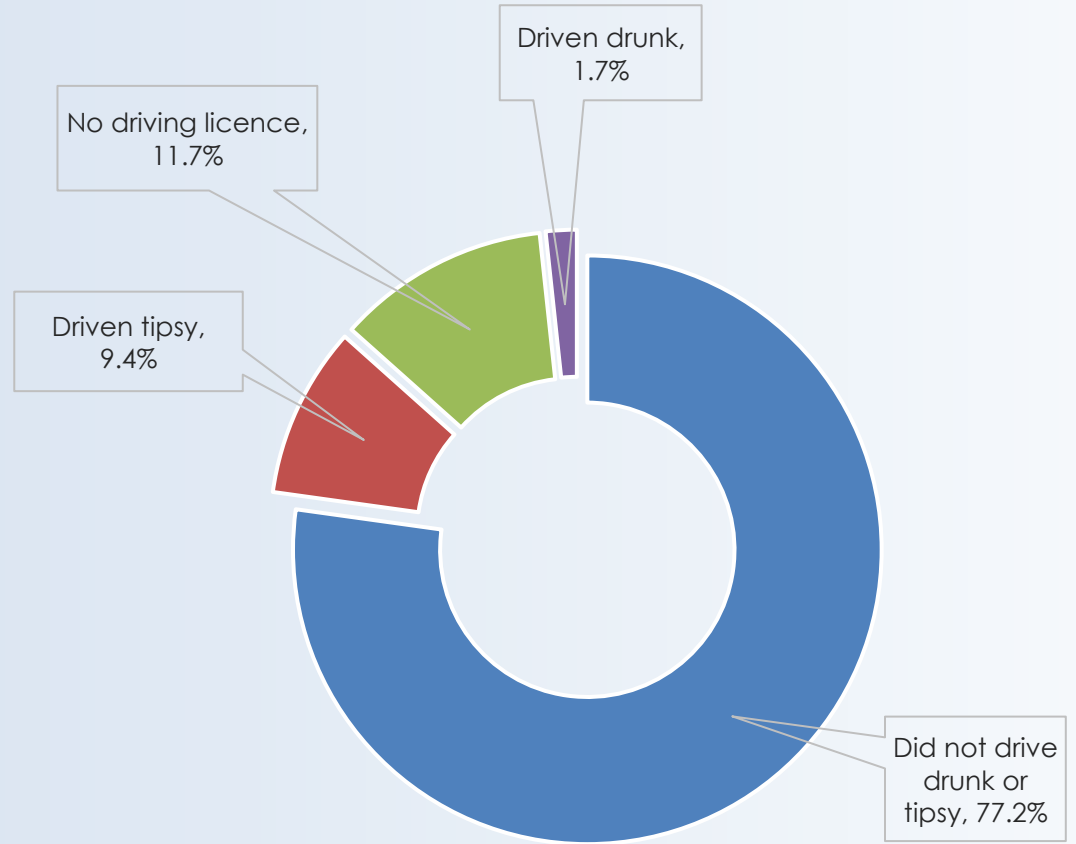
How many Drinks can a Person Consume and be able to Drive?

(n=385)



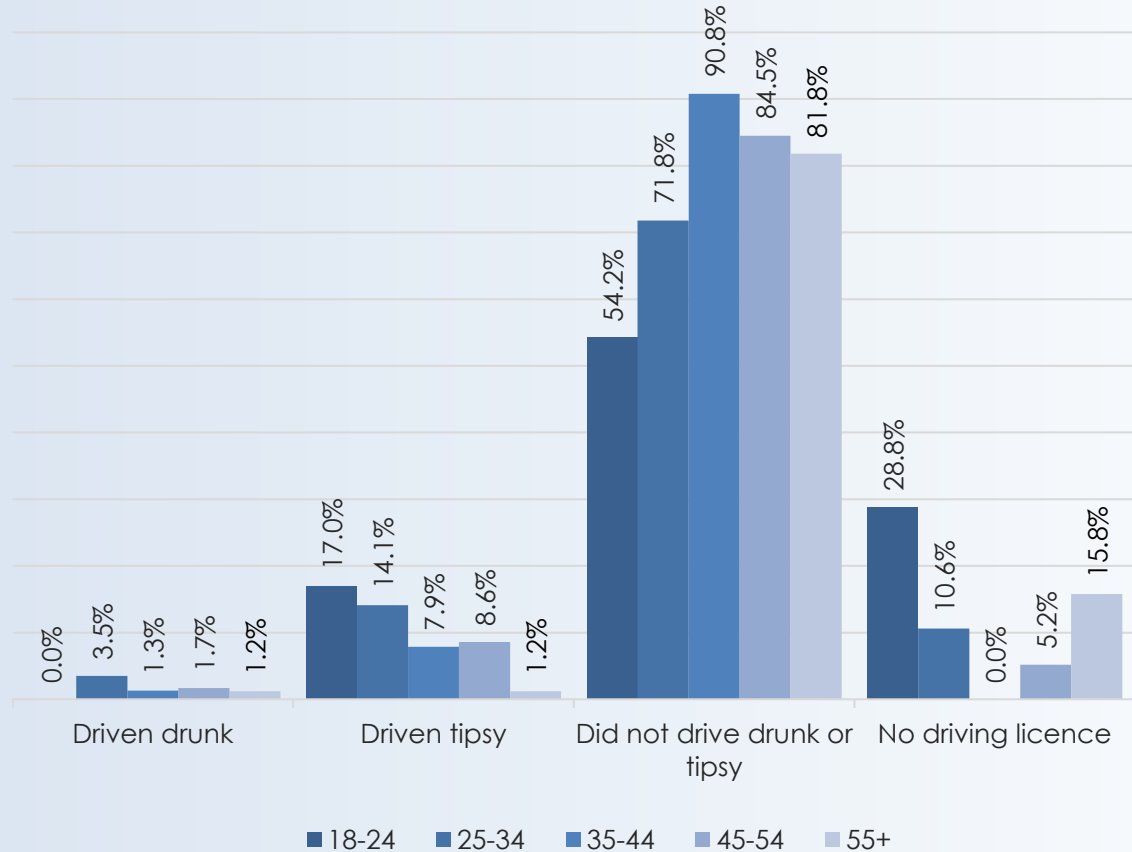
Drunk Driving in the Last 3 Months

(n=360)



Drunk Driving in the Last 3 Months by Age

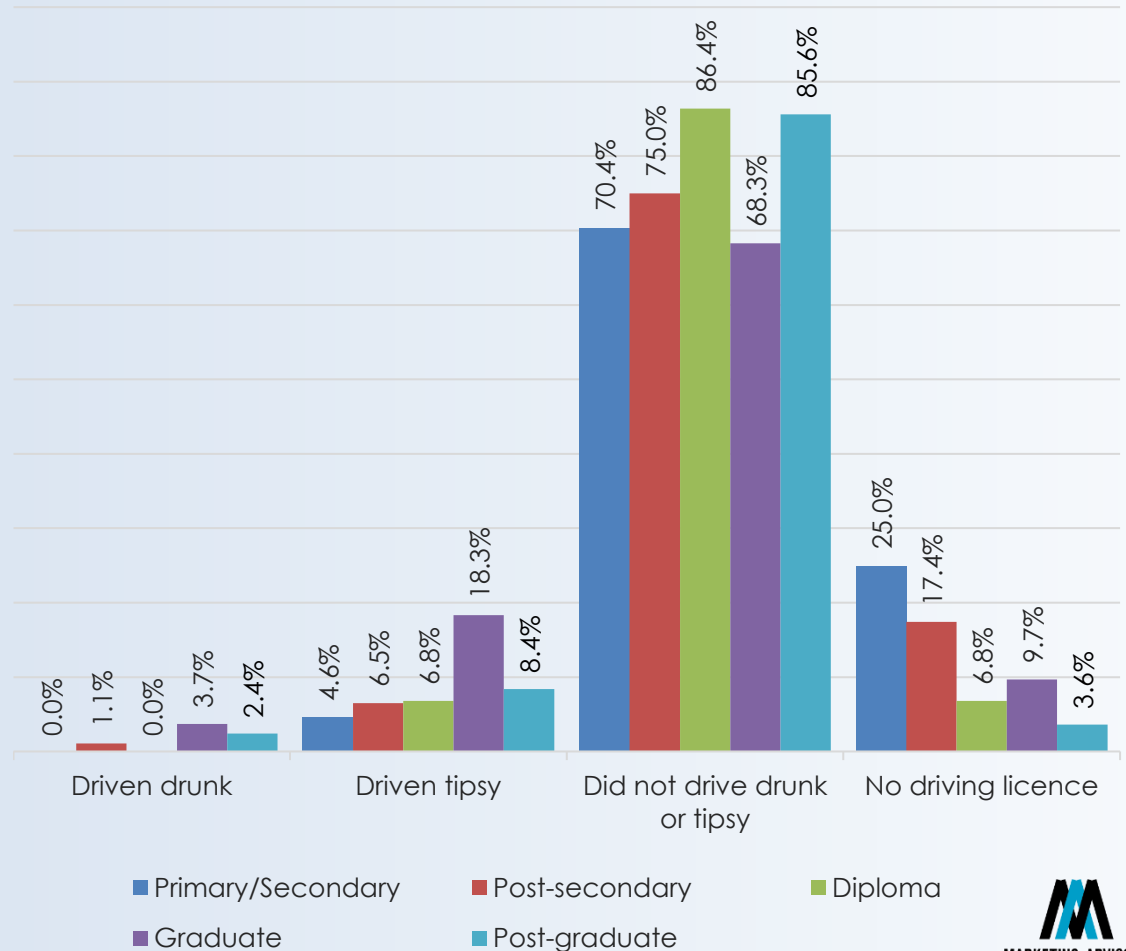
(n=360)



- The younger age groups were more likely to have driven tipsy.

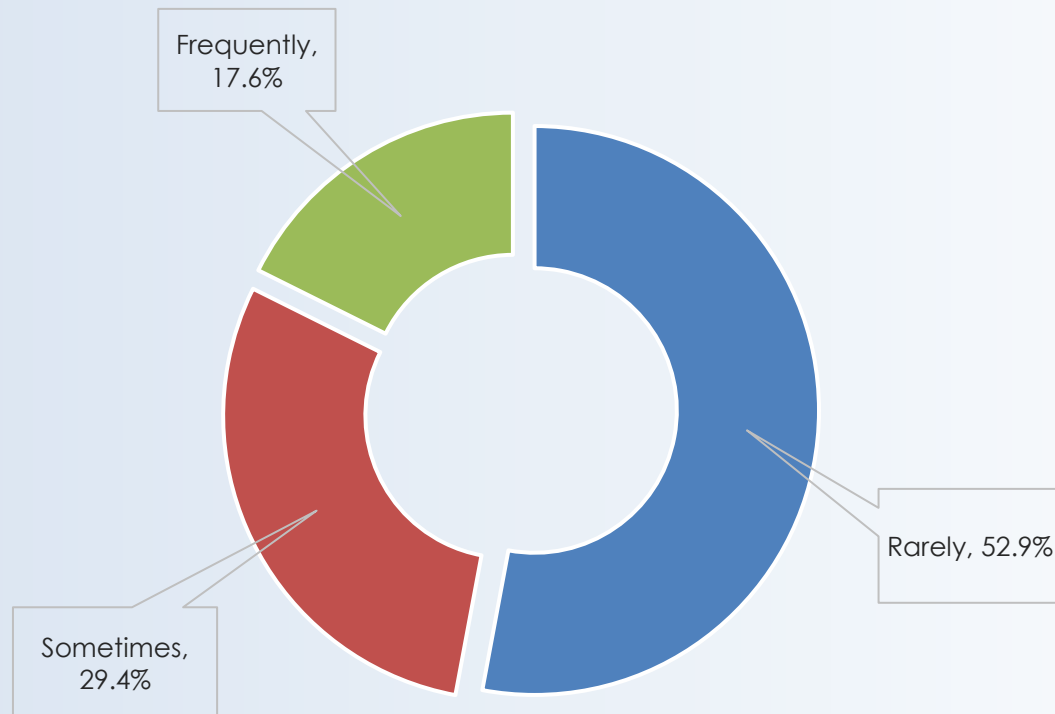
Drunk Driving in the Last 3 Months by Education

(n=360)



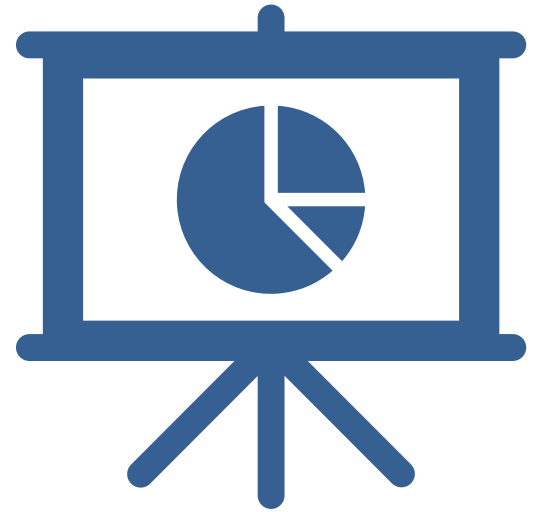
Drunk Driving Frequency

(n=40)



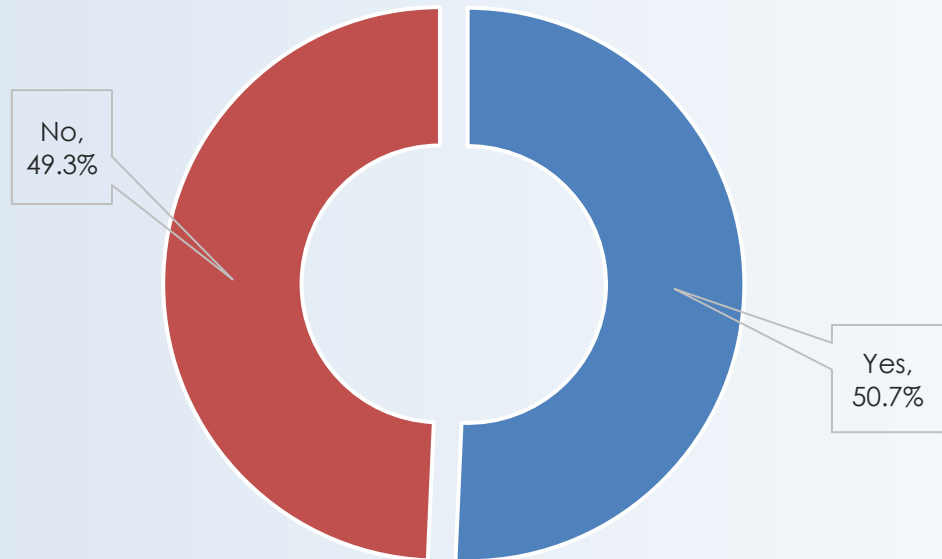
5

**ADVERTISING
RECALL**



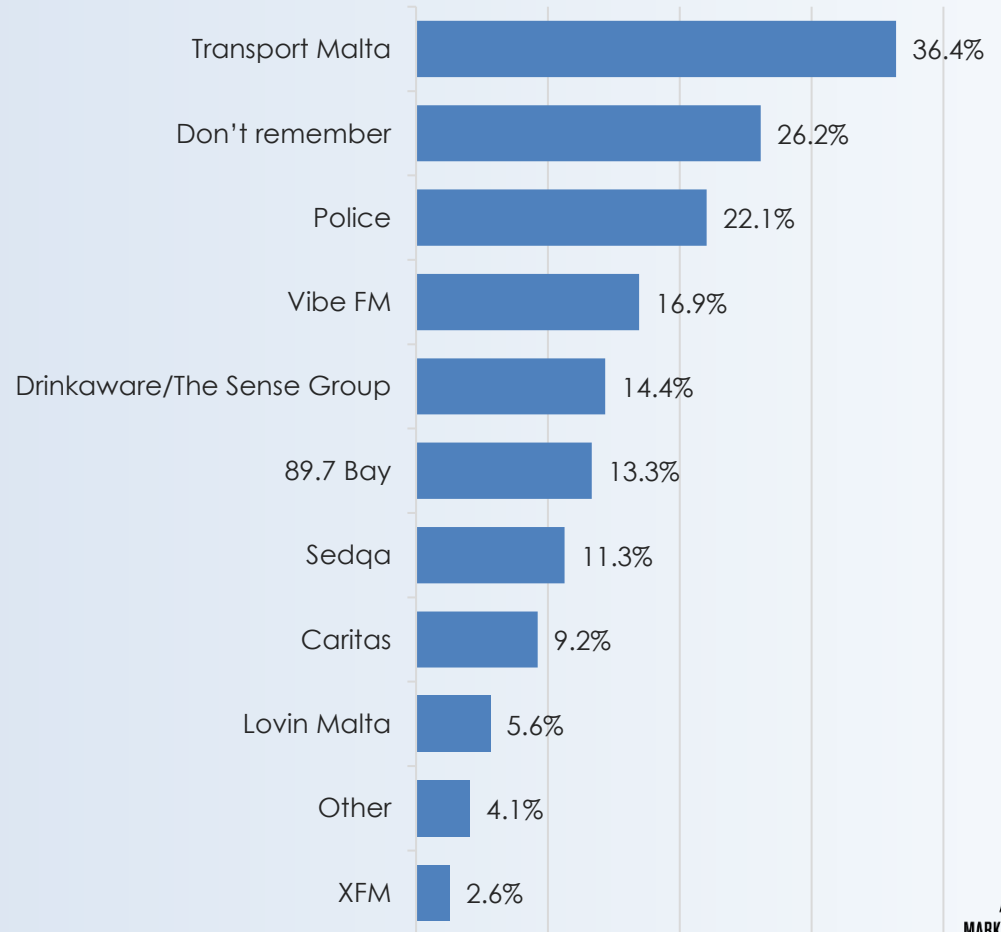
Recently Seen or Heard Alcohol Awareness Adverts

(n=385)



From which Organisation?

(n=195)



Respondents Recalling Drinkaware Adverts

(n=195)



While 23.2% of males remembered seeing a Drinkaware advert, only 3.5% of females recalled these adverts.



The primary/secondary group were the least likely to recall a Drinkaware advert with 8.3%, while the post-secondary group were the most likely with 18.5%.



Drinkaware had the highest recollection by respondents living in the Northern region with 25.8%, and the least by those living in the Western region with 5.9%.

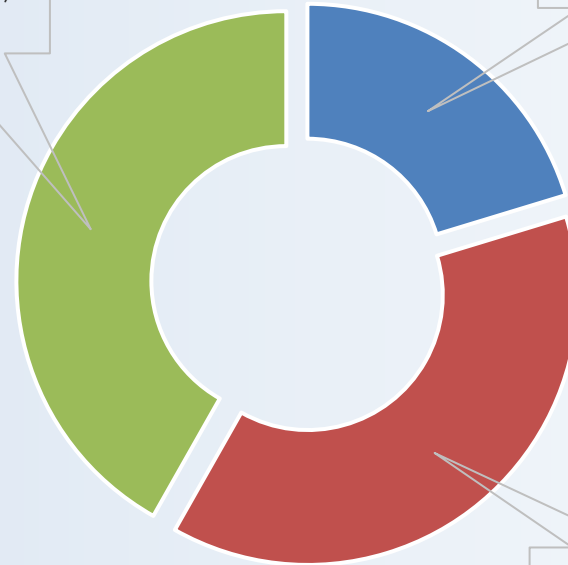
Advert Preference

(n=385)

First responder,
41.8%

Little girl, 20.3%

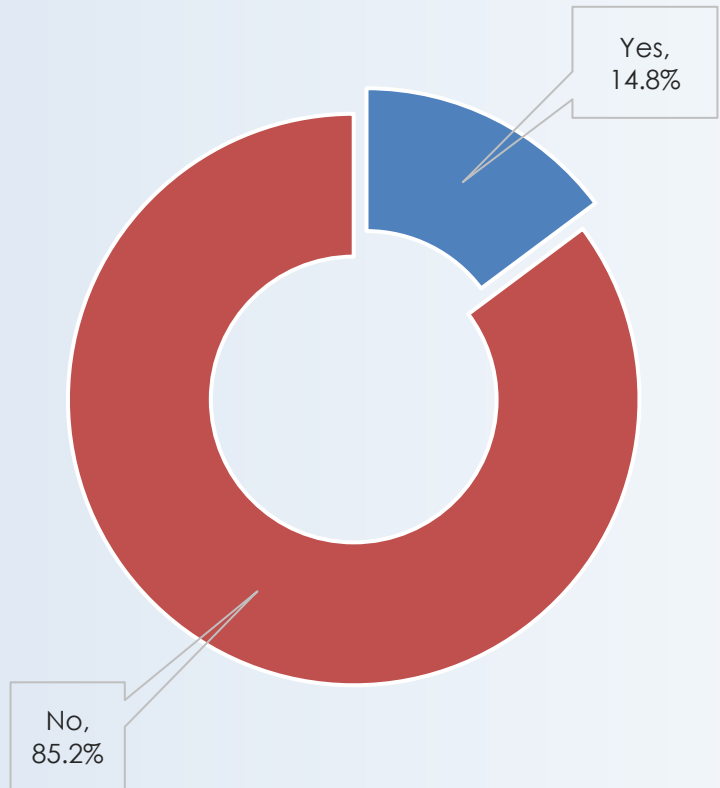
Little boy, 37.9%



Seen Drinkaware Adverts

(after showcards)

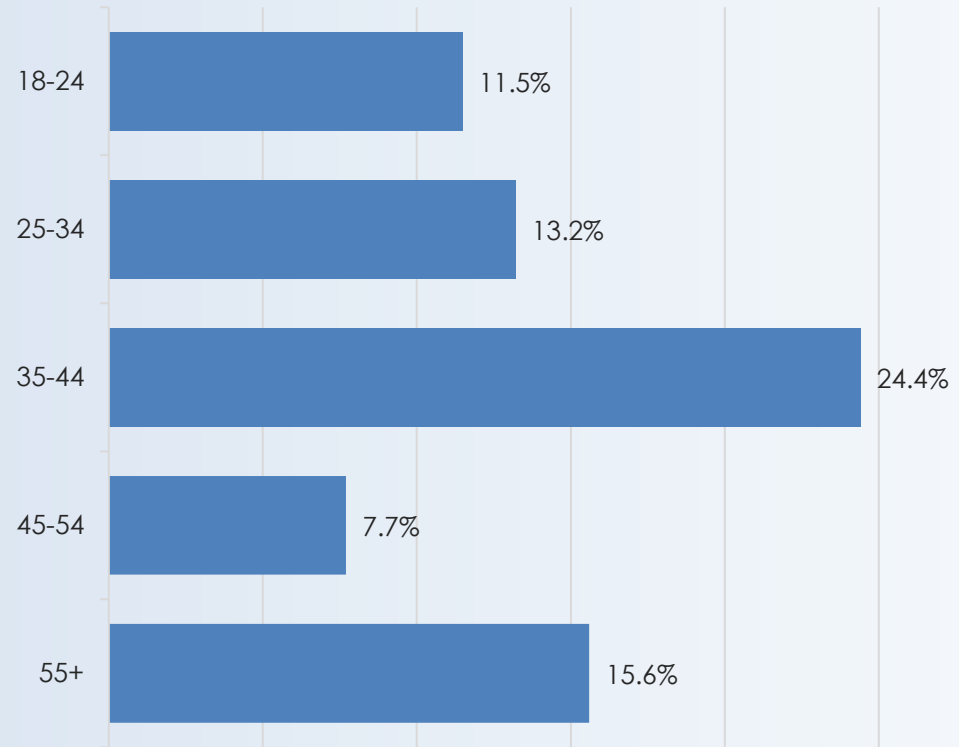
(n=385)



Seen Drinkaware Adverts by Age

(after showcards)

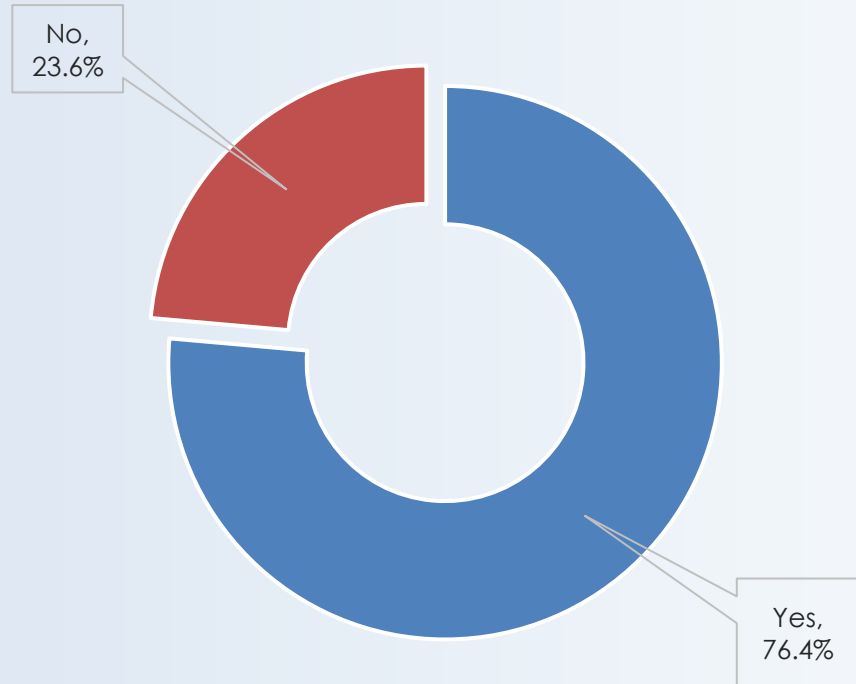
(n=385)



- The 35-44 age group were more likely to have seen the adverts.

Adverts Encourage Responsible Drinking

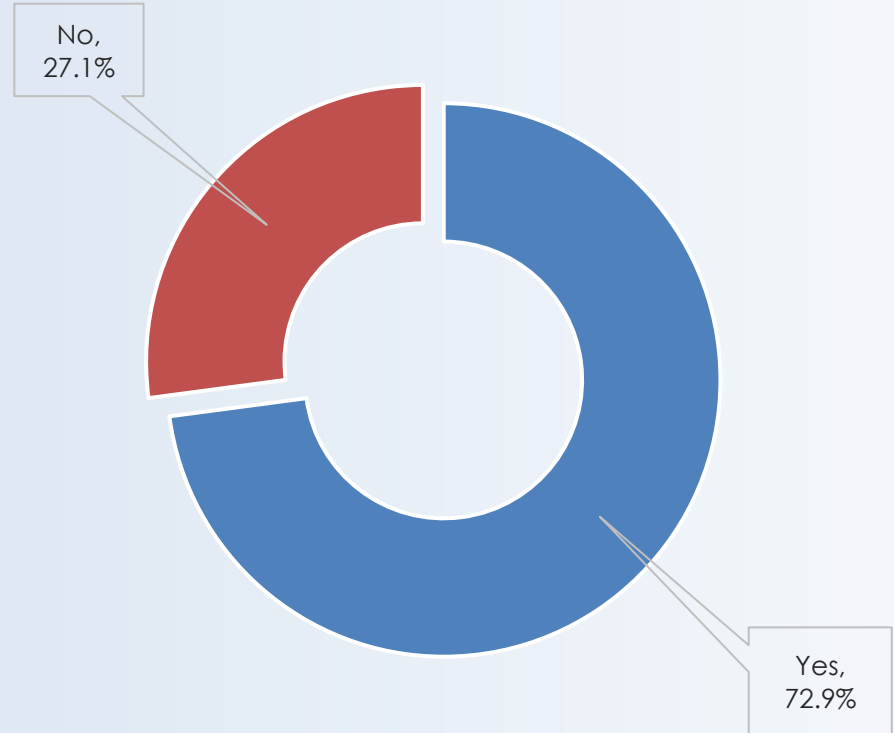
(n=360)



A blue-tinted photograph of a person's hand holding a glass of beer. The background is dark and out of focus.

Adverts Encourage not to Drink and Drive

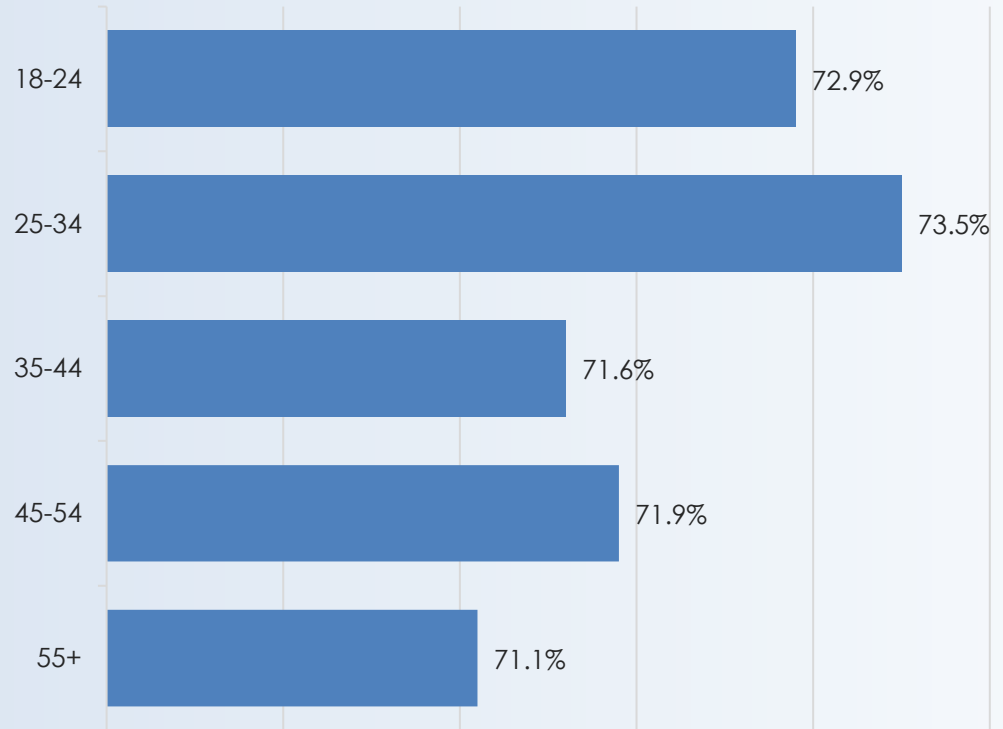
(n=327)



A person is shown from the chest up, holding a glass of beer. The image is overlaid with a blue tint. The text 'Adverts Encourage not to Drink and Drive by Age' is written in white on the left side of the image.

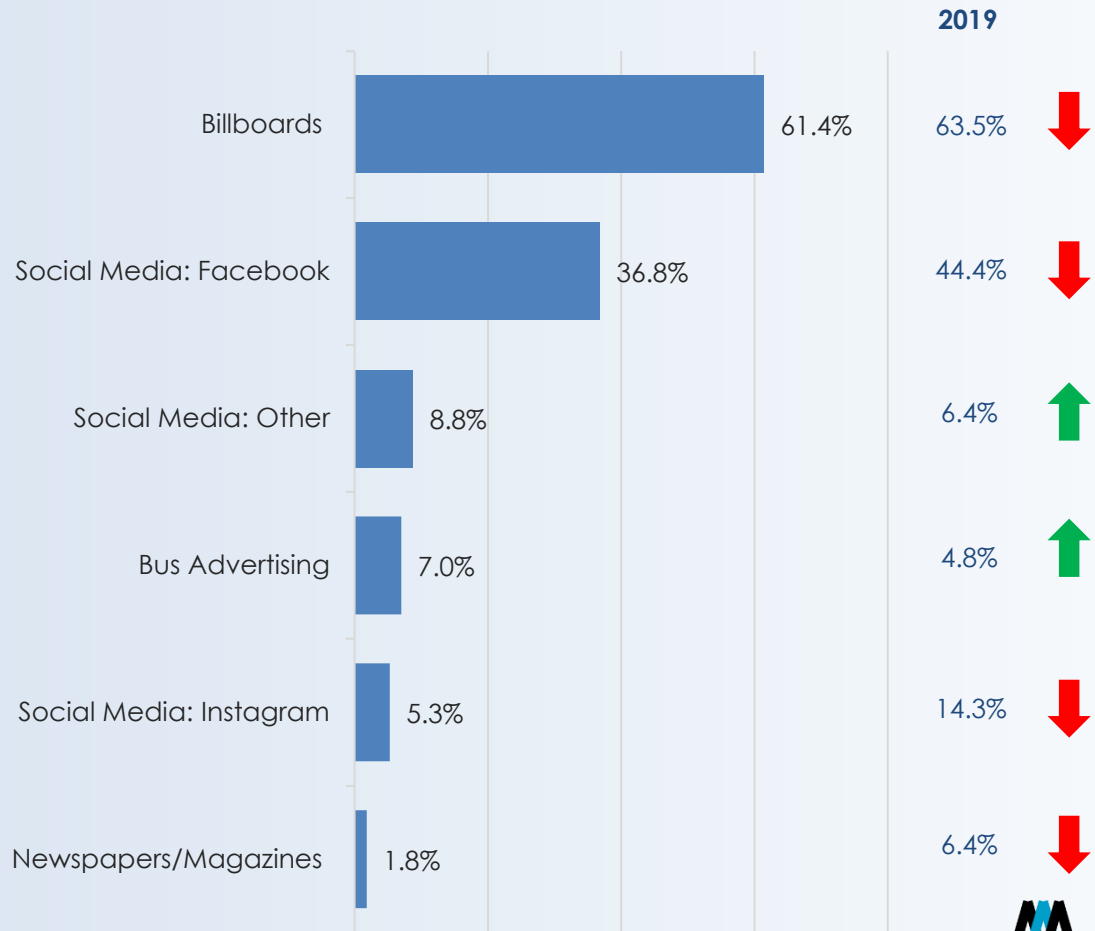
Adverts Encourage not to Drink and Drive by Age

(n=354)



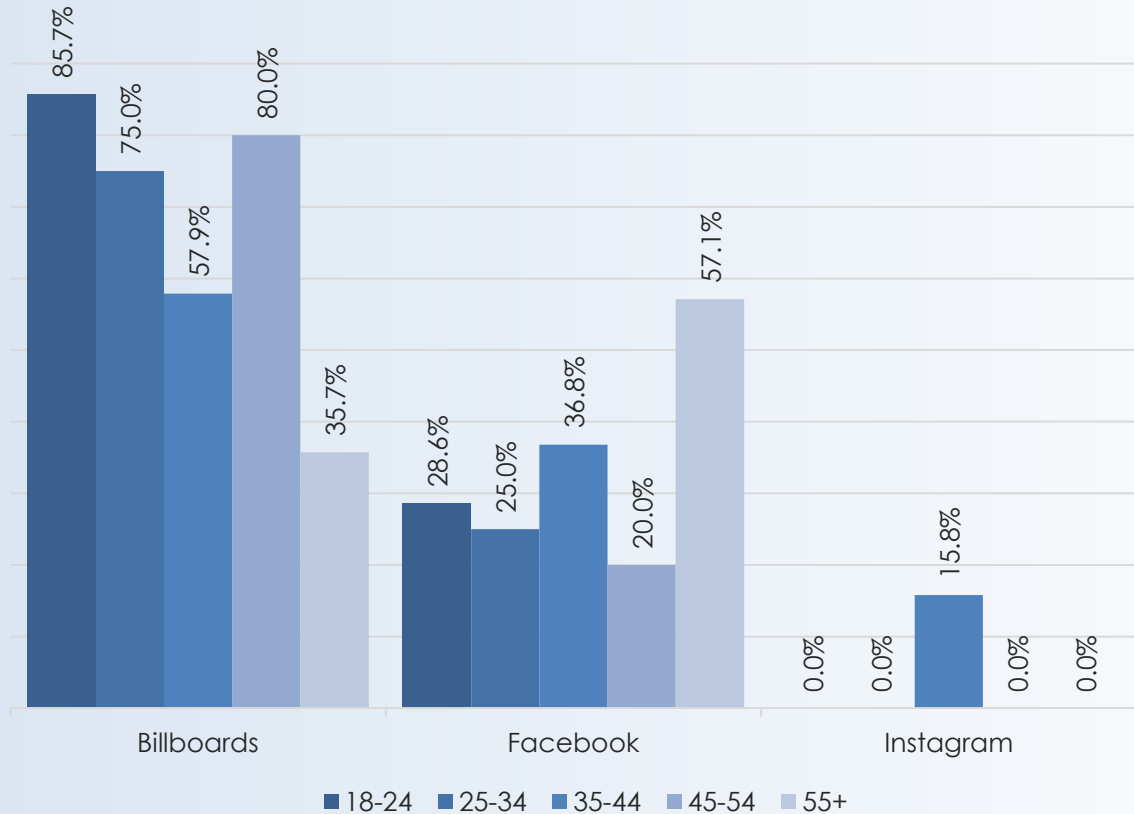
Media where Drinkaware Adverts were Seen

(n=57)



Media where Drinkaware Adverts were Seen by Age

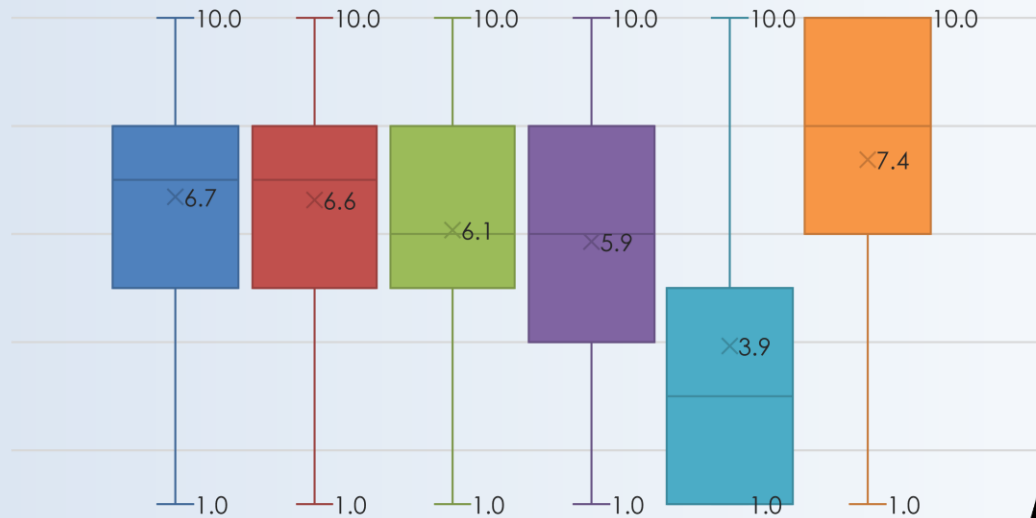
(n=57)



Average Scores for the Drinkaware Campaign

(n=385)

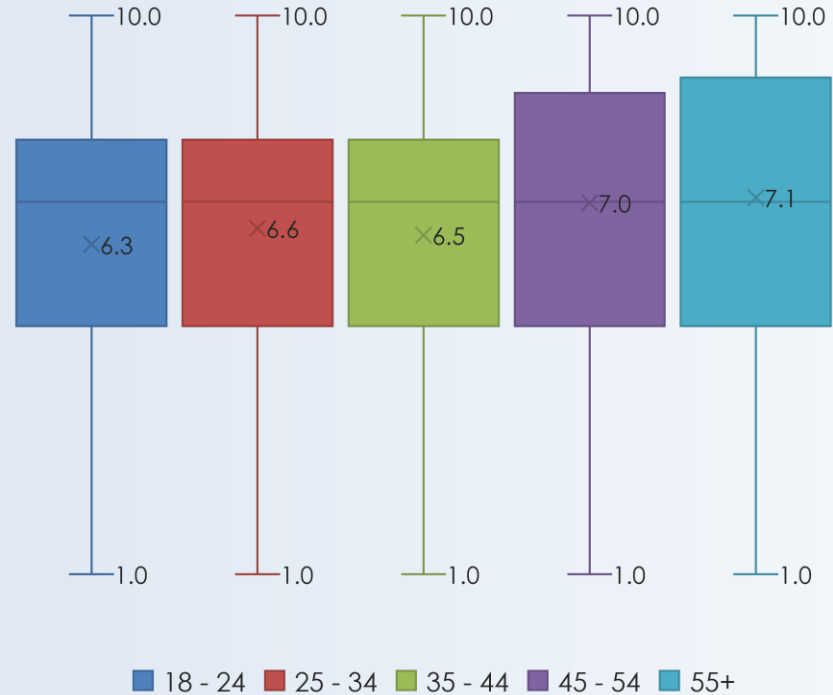
- Encourage people to drink sensibly
- People would think twice about drinking excessively
- These adverts are effective
- Urge parents of teenagers to monitor their relationship with alcohol
- Urge those serving or selling alcohol to take care of who they serve
- Have a message which is clear at first glance



Average Scores by Age

Encouraging People to Drink Sensibly

(n=385)

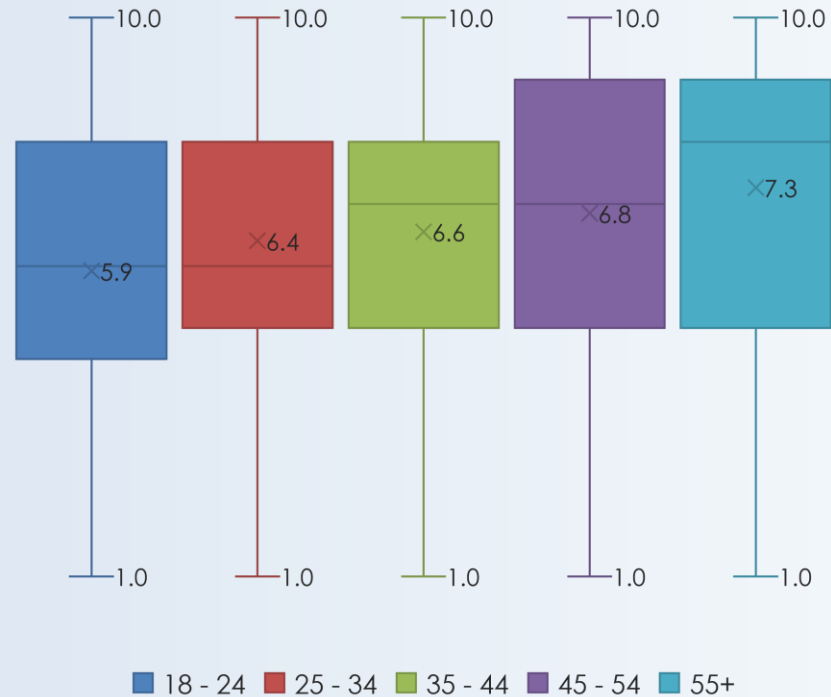


- Older age groups (45+) had slightly higher average scores.

Average Scores by Age

Making People Think Twice about Drinking Excessively

(n=385)

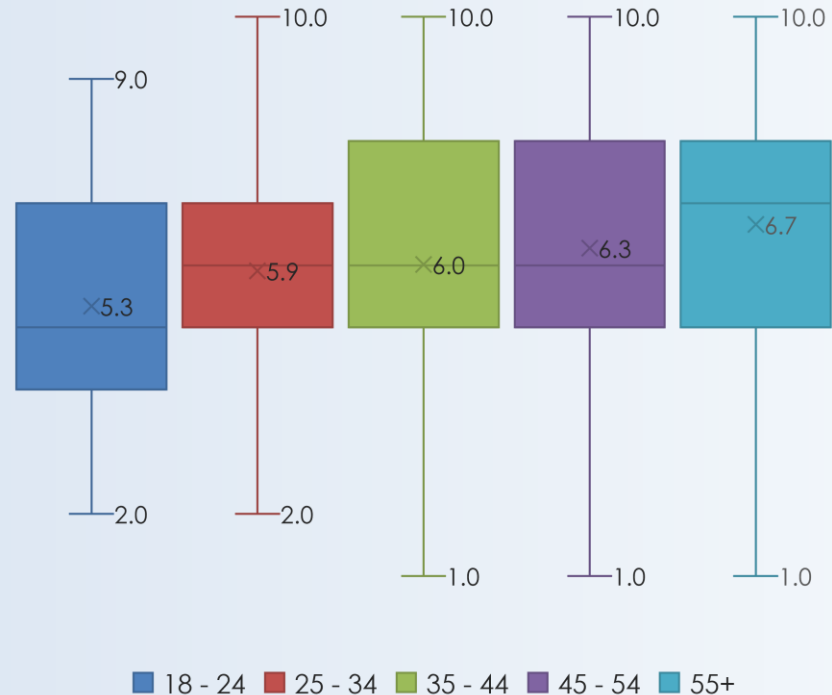


- o Average scores seemed to increase with age.

Average Scores by Age

Effectiveness of the Drinkaware Adverts

(n=385)

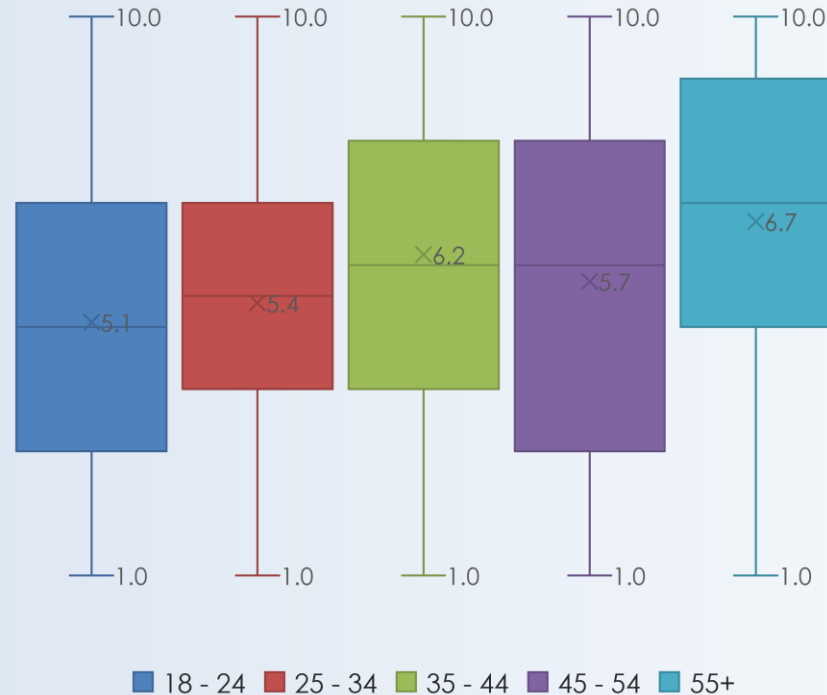


- o The effectiveness of the adverts seemed to increase with age.

Average Scores by Age

Urging Parents of Teenagers to Monitor their Relationship with Alcohol

(n=385)

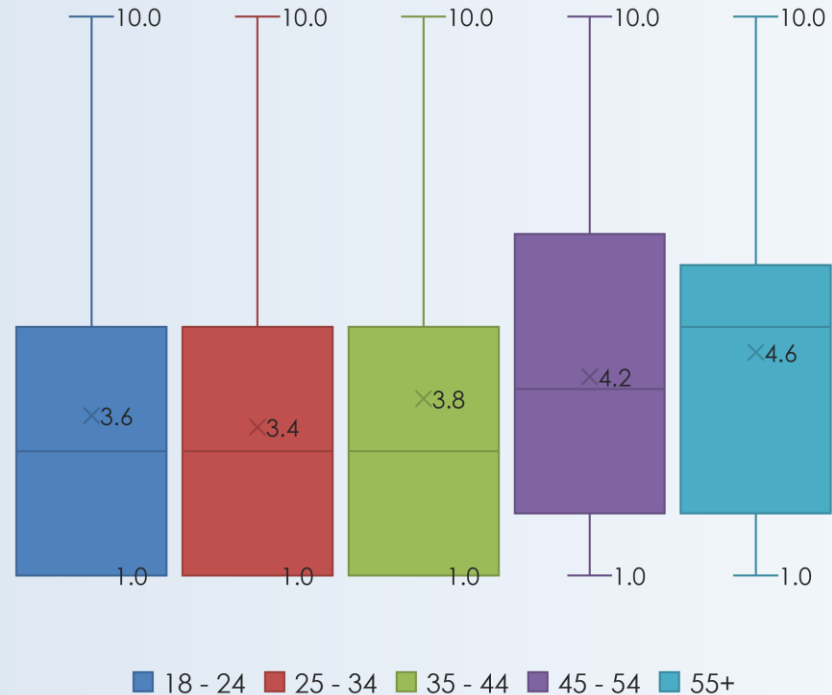


- o Average score seemed to increase with age, with the exception of the 45-54 age group.

Average Scores by Age

Urging those
Serving
Alcohol to
Take Care who
they Serve to

(n=385)

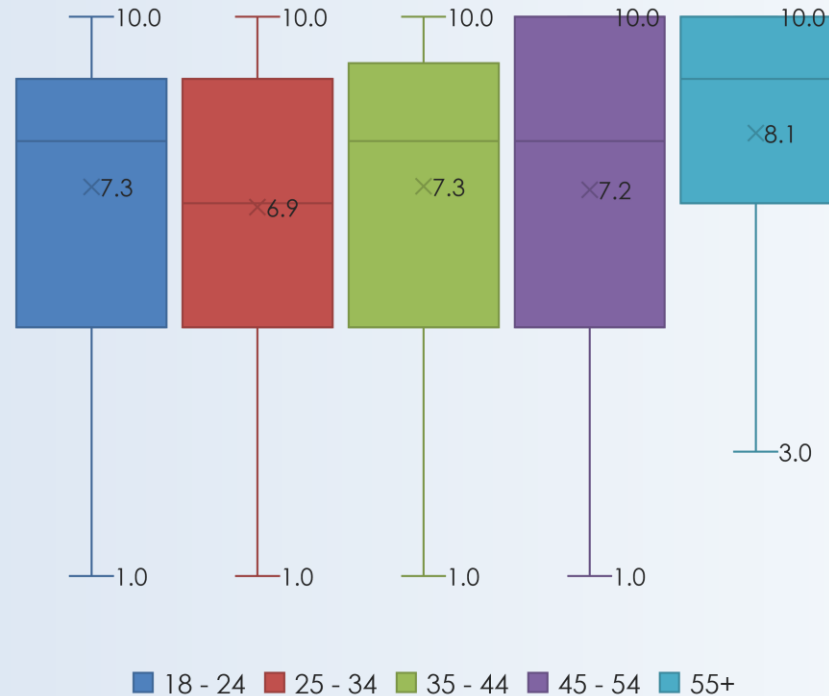


- o The 45+ age groups had a slightly more positive outlook than the other age groups.

Average Scores by Age

The Message of the Advert was Clear at First Glance

(n=385)



- The younger age groups scored clarity relatively lower than the 55+ age group.

6

OBSERVATIONS





Observations

- Younger age groups were more likely to drink to socialise or to get drunk.
- Drinking too much, having a hangover, and driving drunk decreased with age.
- Older age groups were more likely to drink daily, but less likely to drive tipsy.
- All the above mentioned points are similar to the pattern observed in the study of the previous year.



Observations

- The Drinkaware campaign was seen the most by the 35-44 age group.
- The little girl advert was the least liked of the three adverts, while the first responder advert was the most liked.
- The most successful medium of the campaign was billboards, however it saw a marginal decline as did facebook.
- The adverts were overall scored higher by the older age groups, especially the 55+ group, despite being the group which had the least percentage of respondents who came across the adverts.