



SCOTTISH EXECUTIVE

Alcohol Misuse 2006 Campaign Evaluation

Office of Chief Researcher



CAMPAIGN SUMMARY: ALCOHOL MISUSE 2006 CAMPAIGN EVALUATION

Campaign Overview

- This research was conducted to evaluate the 2006 alcohol misuse ‘Don’t Push It’ communications campaign.
- This activity builds upon the 2005 campaign ‘Don’t let drink spoil a good night out’ (which was evaluated in December 2005).
- The ‘Don’t Push It’ campaign, which targets 16-35 year olds, aims to encourage individuals to take personal responsibility for the negative impact of alcohol misuse on others when out drinking. The campaign ran from 14th August – 25th December 2006 and used a mix of media with a 9 week TV campaign, 4 weeks of cinema, 4 weeks of outdoor and 4 weeks of radio.
- The research was commissioned to measure the effectiveness of the campaign (in terms of spontaneous and prompted awareness and key communication take out) and to monitor the attitudes towards the rounds culture in Scotland. Two waves of research took place:
 - A pre wave in August 2006 (prior to campaign activity);
 - A post wave in December 2006 (following the campaign activity).

Highlights

Advertising awareness

- Research found that the levels of awareness about ‘drinking behaviour and the effects of drinking too much’ were high and increased across waves (87% in December 2006, compared to 78% in August 2006, and 79% at the post wave of the previous campaign in December 2005).
- Spontaneous recall of the TV advert was good with 39% able to describe a specific aspect of the campaign.
- When played the TV advert in full, 84% of respondents claimed to have seen it, which was noted as a particularly high level of awareness of a campaign of this nature.
- When shown the outdoor posters, awareness was also high with nearly half (47%) recalling either the ‘Man in Bus Stop’ or ‘Woman in Toilet’ posters.
- The total campaign reach figure (the combined figure of those claiming to have seen the TV advert, heard a radio advert or seen at least one of the poster adverts when prompted) was 94%. This is the highest level of recall of any Scottish government alcohol misuse campaign.

Attitudes

- Directionally there has been a positive trend in attitudes towards alcohol. This is positive given that the attitudes relate to the ‘Don’t Push It’ campaign messages. Some key shifts should be highlighted:
 - ‘I sometimes feel embarrassed about my own behaviour the day after I’ve been out drinking’ - agreement levels rose significantly from 20% agreeing strongly at the pre-wave August 2006 to 27% at the post wave December 2006.

- ‘Sometimes I have to come up with an excuse for refusing an alcohol drink from my friends’ - disagreement levels decrease significantly from 37% disagreeing strongly at the pre-wave August 2006 to 28% at the post wave December 2006. This is positive in that it shows recognition that one can refuse an alcoholic drink, even if one needs an excuse to do so.
- ‘When out with friends I would encourage them to drink even if they say they don’t want to’ fell from 32% agreeing in August 2006, to 28% in December 2006.

Implications

- It should also be noted that while it is the Scottish government’s objective to challenge excessive drinking behaviours, this is a long term goal and as such, statements relating to behaviour would not be expected to show significant movement year on year.
- Overall, the campaign performed well in terms of both reach and communication, in that it contributed positive movement in attitudes towards alcohol among the target group.

ALCOHOL MISUSE CAMPAIGN EVALUATION 2006

TNS System Three
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Scottish Executive Social Research
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CONTENTS

EXECUTIVE SUMMARY	i
BACKGROUND	i
FREQUENCY OF DRINKING.....	i
ADVERTISING.....	ii
ATTITUDES AND BEHAVIOUR TOWARDS ALCOHOL.....	iii
CHAPTER ONE BACKGROUND AND OBJECTIVES	1
CHAPTER TWO METHOD.....	2
CHAPTER THREE MAIN FINDINGS	4
Frequency of drinking.....	4
<i>Number of alcoholic drinks consumed over the last 7 days</i>	5
Advertising awareness	6
<i>General advertising awareness</i>	6
<i>TV advertising awareness</i>	7
<i>Poster awareness</i>	8
<i>Radio awareness</i>	9
<i>Total campaign reach</i>	10
<i>Campaign attribution</i>	12
Agreement with attitudinal statements.....	13
<i>Campaign related statements</i>	13
<i>Behavioural statements</i>	15
CHAPTER FOUR Conclusions	17
Appendix 1 QUESTIONNAIRE.....	18

EXECUTIVE SUMMARY

BACKGROUND

- TNS System Three was commissioned by Office of Chief Researcher to conduct two waves of research in order to evaluate the latest Scottish Executive alcohol misuse campaign *'Don't Push It'*: the first wave conducted in August 2006 prior to the launch of the advertising campaign, the second carried out in December 2006 directly following the campaign.
- Interviews were conducted in Edinburgh, Glasgow, Inverness and Aberdeen among 16-35 year olds who drink alcohol outside the home at least once a week. In-hall CAPI (Computer Assisted Personal Interviewing) was the vehicle for data collection, with the more sensitive sections of the questionnaire self completed by respondents.
- The main objectives of this advertising research were to:
 - measure the effectiveness of the campaign in terms of advertising awareness and key communication take-out; and
 - to monitor attitudes towards the round culture in Scotland.
- This report focuses mainly on changes between the pre and post waves of research conducted in August and December 2006. There are some references to the post wave research conducted in December 2005 (which evaluated the 2005 *'Don't let too much drink spoil a good night out'* campaign) as appropriate. The main findings are outlined in the paragraphs that follow. Throughout, the waves will be referred to as *'Post December 2005'*, *'Pre August 2006'* and *'Post December 2006'*¹.

FREQUENCY OF DRINKING

- There was little difference in the pattern of drinking **away from** home among respondents between the pre and the post waves. Slightly fewer people claimed to drink 4-5 days a week or more in the post wave (5% compared to 9% at the pre wave).
- The frequency of drinking **at home** significantly decreased from December 2005 when 76% claimed to drink at home at least once a week, compared to 67% at the latest wave in December 2006.
- At the post wave in December 2006, fewer respondents fell into the *'Light'* (32%) and *'Moderate'* (42%) drinker categories (that is, one to five drinks and six to fifteen drinks over the last 7 days) than at the pre wave in August 2006 (36% and 45% respectively). However, there was a higher percentage of *'Heavy'* drinkers (who drank 16+ drinks over the last 7 days) - 26% at the post wave in December 2006, compared to 19% in August 2006. This is due to seasonability in fieldwork timing since, for this latest wave of

¹ Fieldwork dates:

Post – December 2005: conducted 9th – 21st December 2005

Pre – August 2006: conducted 28th July – 5th August 2006

Post – December 2006: conducted 15th – 22nd December 202006

research, fieldwork took place close to Christmas when drinking levels are likely to increase.

ADVERTISING

- Those who claimed to be aware of advertising ‘*about drinking behaviour and the effects of drinking too much*’ reached its highest level at this post wave in December 2006 (87%), compared to 78% at the pre wave in August 2006 and 79% at the post wave of the previous campaign in December 2005.
- The main medium for which recall increased over the last two waves was TV (from 65% at the pre wave in August 2006 to 82% at the post wave in December 2006). However, it should be noted that TV was not used as part of the earlier alcohol misuse campaigns.
- Spontaneous recall of the TV advert was good. Thirty-nine percent described an aspect of the ‘*Don’t push it*’ campaign specifically. At the same time, drinking and driving advert descriptions were mentioned by 38% and this was clearly a factor in driving up awareness of TV advertising at this time.
- Spontaneous awareness of radio adverts decreased slightly from August 2006 (12%) to December 2006 (9%). However, when then asked directly whether they recalled radio advertising, the level increased to 16% at this latest wave. In terms of radio recall, 27% recalled an aspect of the ‘*Don’t push it*’ campaign.
- When asked where they recalled having seen advertising, at a spontaneous level, 18% were aware of having seen a poster advert in December 2006, compared to 24% in August 2006. When then asked directly whether they recalled poster advertising, this figure rose to 35% in December 2006. Of those who claimed to have seen advertising on a poster, 29% were able to describe an aspect of the ‘*Don’t push it*’ campaign.
- When played the TV advert in full, 84% of respondents claimed to have seen it. This is a particularly high level in TNS System Three’s experience.
- When played the radio adverts, ‘*Mobile*’ and ‘*The morning after*’, 24% claimed to have heard **either** advert. Both adverts had the same level of recall individually (16% each).
- When prompted with the two outdoor poster adverts, a high 47% recalled **either** ‘*Man at bus stop*’ or ‘*Woman in toilet*’. ‘*Woman in toilet*’ achieved a significantly higher level of reach (41%) compared to the ‘*Man at bus stop*’ poster (14%).
- The total campaign reach figure² (94%) at the latest wave was the highest level achieved compared to previous alcohol misuse campaigns measured by TNS System Three. The fact that TV has been added to the media mix will be a key contributor to this score.
- At this latest phase, 37% thought that the *Scottish Executive* was responsible for the advertising campaign, followed by *NHS Health Scotland* (36%) and the *government (unspecified)* (33%).

² Campaign reach is the combined figure of those claiming to have seen the TV advert, heard a radio advert or seen at least one of the poster adverts when prompted.

ATTITUDES AND BEHAVIOUR TOWARDS ALCOHOL

- Directionally, there has been a positive trend in terms of attitudinal movements, some of which were significant, with key shifts including:
 - *I sometimes feel embarrassed about my own behaviour the day after I've been out drinking* (agreement levels rose significantly from 20% agreeing strongly at the pre wave August 2006 to 27% at the post wave December 2006);
 - *When I'm drinking, I always know my limit and when to stop* (agreement levels decreased significantly from 36% agreeing strongly at the pre wave August 2006 to 29% at the post wave December 2006). This is a positive shift, reflecting increased recognition that drinkers themselves often do not know when to stop drinking;
 - *Sometimes I have to come up with an excuse for refusing an alcohol drink from my friends* (disagreement levels decreased significantly from 37% disagreeing strongly at the pre wave August 2006 to 28% at the post wave December 2006) - again, positive, in recognition that one **can** refuse an alcoholic drink, even if one needs an excuse to do so.
- At this latest wave, some other statements dropped in terms of agreement since the pre wave in August 2006, including *'When out with friends I would encourage them to drink even if they say they don't want to'* (32% falling to 28%).
- Overall, then, the campaign has performed well in terms of both reach and communication, in that it has contributed to some positive movement in attitudes towards alcohol among the target group.

CHAPTER ONE BACKGROUND AND OBJECTIVES

1.1 Binge drinking is a serious problem in Scotland, with more people binge drinking nowadays than ever before, especially within the 16-24 year old age group³. The Scottish Executive is aiming to address this issue through the '*Don't let too much drink spoil a good night out*' advertising and promotional campaign which began in 2003.

1.2 In 2006 the strategy was expanded to challenge the '*rounds culture*' in Scotland with a new campaign theme, '*Alcohol, don't push it*', and a wider target audience (16-35 year olds). This campaign aims to encourage individuals to take personal responsibility for the negative impact of alcohol misuse on others when out drinking.

1.3 Following on from creative development research, a TV advert, two outdoor posters and two radio adverts were developed. The campaign took place during August - December 2006.

1.4 The Scottish Executive Office of Chief Researcher commissioned research prior to and following the 2006 campaign activity. Specifically, the objectives for the post-advertising wave of research were:

- to measure the effectiveness of the campaign in terms of spontaneous and prompted awareness and key communication take-out;
- to monitor attitudes towards the round culture in Scotland.

1.5 As noted above, all of these objectives were to be looked at within the context of the key target audience of young adults aged 16-35⁴ across Scotland.

³ Source: 'Alcohol Focus Scotland'

⁴ Note that the core target for the campaign has been expanded from 16-24 to 16-35 years old in 2006 which should be taken into account in any comparison with survey results prior to December 2005.

CHAPTER TWO METHOD

2.1 An ad hoc survey was conducted amongst the key target group of those aged 16-35 who drink alcohol away from home at least once a week.

2.2 In total, 342 interviews were conducted over the period 28th July – 5th August 2006 prior to the advertising activity, and 300 interviews were achieved at the post advertising wave over the period 15th – 22nd December 2006. Fieldwork was conducted in Edinburgh, Glasgow, Inverness and Aberdeen.

2.3 Interviews were carried out using CAPI (Computer Assisted Personal Interviewing) in halls. Initial recruitment questions, classification and the advertising section of the questionnaire were interviewer administered. For the consumption and attitudinal sections, respondents were handed the computer and asked to complete the sections themselves confidentially.

2.4 In order to ensure a representative sample, quotas were set on age, sex and social class. To be eligible for interview, all respondents had to be permanent residents of Scotland and drink alcohol at least once a week away from home.

2.5 To ensure comparability across the waves of research, results were weighted to matched profiles in the analysis. Weighting is often used in surveys to adjust samples so that the people interviewed are a truly representative sample of the population or to correct biases that can occur during a survey. This removes any possibility that the variation in profile might be influencing any changes in findings between waves.

2.6 The sample profile, both unweighted (pre and post waves) and weighted, is shown in Figure 2.1 overleaf. Throughout the report, the figures referred to for pre and post waves are weighted figures. Where significant results are referred to within the report, these are significant at the 95% confidence level or above. All other differences noted are not statistically significant.

Figure 2.1: Sample profile

Base: All respondents

		Pre wave – August 2006 Unweighted 342 (%)	Post wave – December 2006 Unweighted 300 (%)	Weighted Profile (%)
Sex:	Male	53	51	51
	Female	47	49	49
Age:	16-25	56	51	60
	25-35	44	49	40
Social class: ⁵	ABC1	52	50	54
	C2DE	48	50	46
Area ⁶ :	West	30	34	33
	East	34	34	33
	North	36	32	34

2.7 A copy of the questionnaire used at the most recent wave is attached in Appendix 1.

2.8 Where “*” appears in the report and data tables, this represents a percentage greater than zero but less than 0.5%.

⁵ The standard six social grades, commonly used in research, are based on the current or previous occupation of the chief income earner in the household. ABC1 includes professional, managerial and non-manual occupations, while C2DE includes manual and unskilled occupations and the long-term unemployed.

⁶ West = Glasgow, East = Edinburgh, North = Inverness and Aberdeen

CHAPTER THREE MAIN FINDINGS

3.1 This report focuses mainly on changes between the pre and post waves of research conducted in August and December 2006. There are some references to the post wave research conducted in December 2005 (which evaluated the 2005 *'Don't let too much drink spoil a good night out'* campaign) as appropriate. The main findings are outlined in the paragraphs that follow. Throughout, the waves will be referred to as *'Post December 2005'*, *'Pre August 2006'* and *'Post December 2006'*⁷.

FREQUENCY OF DRINKING

3.2 Respondents were initially asked to complete questions on their frequency of drinking both away from and at home. The results are shown in Table 3.1 below.

Table 3.1: Frequency of drinking alcohol

Base: All respondents

	Away from home			At home		
	Post December 2005 (%)	Pre August 2006 (%)	Post December 2006 (%)	Post December 2005 (%)	Pre August 2006 (%)	Post December 2006 (%)
Every/most days	1	3	2	3	4	4
4-5 days a week	5	6	3	4	8	5
2-3 days a week	34	34	33	29	25	29
Once a week	61	56	62	39	36	33
Less often	-	-	-	19	20	24
Never	-	-	-	5	7	6
Base	374	342	300	374	342	300

3.3 In terms of the frequency of drinking **away from home**, there were no real differences across the waves. Slightly fewer people claimed to drink at least 4-5 days a week in the post wave December 2006 compared to August 2006.

3.4 The level of those drinking **at home** between August 2006 and December 2006 did not change significantly. There was, however, a gradual decline among those claiming to drink at home at least once a week from 75% in December 2005, to 73% in August 2006 and 71% in December 2006.

⁷ Fieldwork dates:

Post – December 2005: conducted 9th – 21st December 2005

Pre – August 2006: conducted 28th July – 5th August 2006

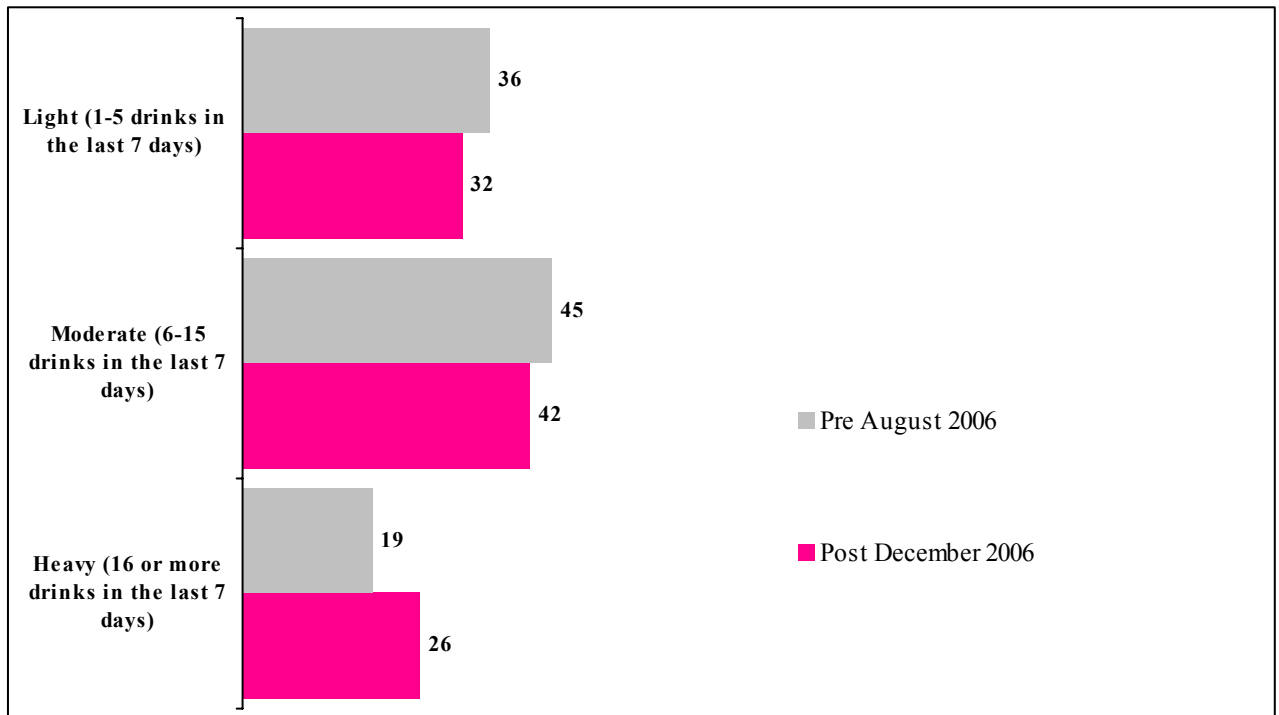
Post – December 2006: conducted 15th – 22nd December 2006

Number of alcoholic drinks consumed over the last 7 days

3.5 As with previous waves, respondents were asked the number of drinks they had consumed over the last 7 days. Respondents were then categorised into 3 groups devised by TNS for analysis purposes – *Light*, *Moderate* and *Heavy* drinkers – depending on the amount of alcohol drunk in the last 7 days.

Figure 3.1 Types of drinker

Base: All respondents (Pre wave 342; Post wave 300)



3.6 The *Light* drinkers category (who had consumed 1-5 drinks over the last 7 days) decreased slightly at the latest wave (32% compared to 36% at the August pre wave). The *Moderate* drinkers category (6-15 drinks over the last 7 days) also decreased in December 2006 (42%) compared to August 2006 (45%). The level of those falling into the *Heavy* drinkers category (16+ drinks over the last 7 days) rose at the latest wave of the research, however, from 19% in August 2006 to 26% in December 2006. This increase resulted from December 2006 fieldwork taking place in the season of Christmas parties when drinking patterns usually change. Indeed, when asked how this compared to their average behaviour, over half of *Heavy* drinkers (56%) claimed this was above average. Seasonality is clearly an issue on this measure.

ADVERTISING AWARENESS

3.7 The results from the advertising-related measures are shown in the paragraphs that follow. Comparisons are made between the pre wave in August 2006 and post wave in December 2006.

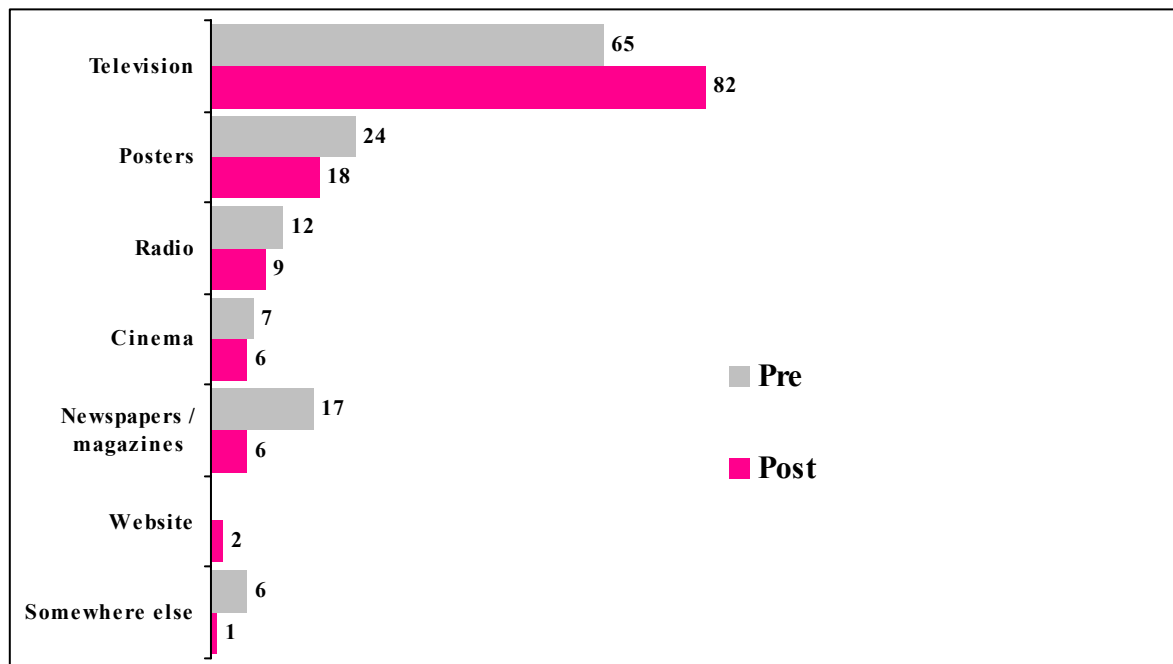
General advertising awareness

3.8 A very high level of spontaneous advertising awareness was recorded at this latest wave of research. Awareness increased from 78% in August 2006 to 87% in December 2006. The level increased more amongst males, rising from 76% in August to 89% in December. The movement amongst females was not as large, rising from 80% in August to 86% in December.

3.9 All those who claimed to have seen or heard advertising were asked where they had seen or heard it. In Figure 3.2 below, figures have been recalculated to show the results amongst the total sample to provide a clearer comparison between waves on the impact of the various media overall.

Figure 3.2 Where saw or heard advertising (spontaneous)

Base: All respondents (Pre wave 342, Post wave 300)



3.10 TV was the most widely recalled medium (by 82% of all respondents at the post wave). As the highest profile and most attention-grabbing medium, television tends to dominate advertising recall in the public's perception. Nonetheless, the level achieved for TV recall at this latest wave was higher than many other campaigns monitored by TNS System Three. However, when looking specifically at content recall, it is clear that awareness of TV is not solely down to the latest 'Don't push it' campaign, but also to Drink Driving adverts and other advertising running at the same time.

3.11 Posters and radio were the two other media channels used for the ‘*Don’t push it*’ campaign. Although there was a decrease from the pre to the post wave in awareness of these media, it is important to bear in mind that answers are given at a spontaneous level and from TNS System Three’s experience, we know that posters and radio are less likely to be top of mind channels, particularly when running alongside TV. Respondents only mention a certain number of sources and thus the increase in TV awareness is likely to be the reason for the decrease on posters and radio.

TV advertising awareness

3.12 All those who claimed to have seen advertising on TV were asked to describe the advert they had seen. The results are shown in Table 3.3.

Table 3.3: Description of TV advertising seen (spontaneous)

Base: All those who have seen TV advertising

	(%)
<i>‘Don’t push it’ advert descriptions (NET)</i>	39
Guy on a work night out, colleagues encouraging him to have another drink but he doesn’t know when to stop	31
Drunk guy at bus stop annoying woman	12
Guy at bus stop gets into a fight / gets battered / punched	9
Guy turns up for work with bruised face / black eye	9
<i>Drink and Driving advert description (NET)</i>	38
Two guys in a bar, one says have another drink – blonde girl at bar, crashes into her and kills her	32
Drinking/Driving ads	7
<i>Girl/Boy in school corridor (NHS Health Scotland advert)</i>	16
<i>Superhero advert description (NET)</i>	10
Don’t remember	4
Base	247

3.13 Overall, 39% were able to describe some aspect of the latest ‘*Don’t push it*’ advert. Specifically, ‘*guy on a work night out, colleagues encouraging him to have another drink, but he doesn’t know when to stop*’ was mentioned by 31% of all those who had seen a TV advert. Other aspects described were ‘*drunk guy at bus stop annoying woman*’ (12%), ‘*guy gets into fight*’ (9%) and ‘*guy turn up for work with bruised face*’ (9%). However, it does appear that the key take-out tended to refer more to the shame of the *individual* rather than *friends* pushing you to have another drink.

3.14 Drink-driving adverts also recorded high levels of spontaneous recall, with 38% of all those who had seen a TV advert mentioning this - principally the long running *Think* advert in which the woman gets knocked down in the pub.

3.15 Respondents were also prompted with the TV advert used in the latest ‘*Don’t push it*’ campaign. Over 8 in 10 respondents (84%) recalled having seen the TV advert. Males were slightly more likely to recognise the TV advert (87%) compared to females (81%). Among

age groups, those aged 26-35 were also slightly more likely to recall it (86%) than those aged 16-25 (82%). In terms of area, those in the East were less likely to recognise the TV advert (79%) compared to those in the West (83%) and in the North (89%).

Poster awareness

3.16 As respondents do not necessarily recall posters as a top of mind source of advertising, at the post wave in December 2006, all those respondents who did not mention posters spontaneously (as a source of advertising awareness) were then asked directly whether they had seen any advertising on posters recently. When asked spontaneously, the level was 18% and when the results from the prompted measure are taken into account, this level rises to 35% overall who claimed to have seen poster advertising, which compares to 41% at the post wave in December 2005. Although recall has decreased, it is important to highlight that in the December 2005 campaign, TV was not used and posters therefore played a more prominent role in the campaign activity.

3.17 All those who claimed to have seen a poster advert were asked to describe the poster advertising they had seen. The results are shown in the Table 3.4.

Table 3.4: Description of poster advertising seen (spontaneous)

Base: Those who have seen poster advertising

	(%)
<i>'Don't push it' advert descriptions (NET)</i>	29
Don't drink too much / drink sensibly/don't push it	13
Girl/person sick on floor of toilet	9
Girl being sick / thought she would look bad if refused drink	3
Mentions of boy beaten up	3
<i>Old campaign 'Don't let too much drink spoil a good night out' (NET)</i>	15
Too much spoils the night out / various stages of drunkenness at the end of the night	8
Girl in dress / shame about face / unattractive	5
Glass with girl / person floating in it	4
<i>Drinking and Driving messages – consequences of</i>	12
<i>Know your limits</i>	4
Don't remember	30
Base	103

3.18 Overall, 29% of those who recalled poster advertising were able to describe some aspect which could be related to the latest *'Don't push it'* campaign – more so the *'woman in toilet'* than the *'man at bus stop'* poster. In addition, 15% recalled some aspect of the old campaign, *'Don't let too much drink spoil a good night out'*, which highlights the longevity of this campaign.

3.19 Respondents were also prompted with the two poster adverts used in the campaign. The results are shown in Table 3.5

Table 3.5: Prompted awareness of poster adverts

Base: All respondents

	(%)
Seen any advert	47
- <i>Man at bus stop</i>	14
- <i>Woman in toilet</i>	41
None/Don't know	53
Base	300

3.20 Almost half of respondents (47%) recognised at least one of the adverts at this latest wave. This level was higher than in the post wave of December 2005 (43%) and is, in the experience of TNS System Three, a very high rating for poster advertising.

3.21 Of the two posters, the '*Woman in toilet*' poster achieved an exceptionally high level of recognition, with 41% of respondents claiming to have seen it before. '*Man at bus stop*' was recognised by around one in seven respondents (14%). This partly reflects higher exposure of the former, but it also achieved much greater impact through the image portrayed.

3.22 Although each poster was targeted at either males or females, there was very little difference in acknowledgement of the specific adverts between the genders.

Radio awareness

3.23 As with posters, as respondents do not necessarily mention radio spontaneously as a source of advertising, all those respondents who did not mention radio when asked to state where they had seen/heard advertising were asked whether they recalled radio advertising specifically. By adding together those who mentioned radio spontaneously as a source of advertising (9%) and those who did not recall radio spontaneously but did so when directly asked, the level of awareness increased to 16%. As would be expected, the level of total radio recall amongst those identified as listeners to the relevant commercial radio stations was higher at 24%.

3.24 All those who claimed to be aware of radio advertising were asked to describe the advert they had heard. The results are shown in Table 3.6.

Table 3.6: Description of radio advertising heard (spontaneous)

Base: Those who have heard radio advertising

	(%)
<i>'Don't push it' advert descriptions (NET)</i>	27
A guy being encouraged to have another drink and he ends up in a hospital	15
A girl being encouraged to have another drink, she can't remember anything in the morning	8
Don't let your friends push you into drinking more	4
<i>About Drinking and Driving</i>	17
<i>About the effects of drinking too much</i>	13
<i>Don't drink too much over Christmas</i>	9
<i>Don't let drink spoil a good night out</i>	4
<i>To drink responsibly</i>	4
Others	9
Don't remember	17
Base	47**

**Caution: low base

3.25 Just over a quarter (27%) of those who recalled having heard radio advertising were able to describe an aspect which related specifically to the latest alcohol misuse radio advertising campaign. Fifteen percent recalled a *guy being encouraged to have another drink* and 8% recalled *the girl who can not remember anything in the morning*. It is possible that other general details such as *'about the effects of drinking too much'* also related to this advertising, but were not specific enough to be firmly identified as such.

3.26 Seventeen percent described an aspect which could be related to the *Drink Driving* campaign, which was clearly prominent around this time. Again, there were some respondents who still recalled an aspect of the old campaign, *'Don't let too much drink spoil a good night out'* (4%).

3.27 Respondents were then played the two radio adverts from the campaign (*'Mobile'* and *'The morning after'*) and asked whether they had heard them before. Overall, 24% were aware of either advert. Individually, each advert worked equally well, with 16% awareness. Eight percent of respondents recalled having heard both adverts.

3.28 As with the posters, there was very little difference in awareness of the two adverts by gender, despite the fact they were targeted at either males or females specifically.

Total campaign reach

3.29 Once all of the figures are combined for the various advertising awareness questions, a 'total campaign reach'⁸ figure can be derived, which enables the total effect of the campaign to be seen.

⁸ Campaign reach is the combined figure of those claiming to have seen or heard at least one element of the advertising (either the TV advert, radio advert or one of the poster adverts) when prompted with campaign materials.

3.30 Overall, the campaign reach at this latest wave was significantly higher than at previous waves of research. However, TV was used as a media channel for the first time in 2006 on this campaign, and this should be borne in mind. Table 3.7 shows a summary of the campaign reach over the years.

Table 3.7 – Summary campaign reach

	February 2004 (314)	January 2005 (303)	December 2005 (374)	December 2006 (300)
Total reach	84	59	64	94
TV	-	-	-	84
Poster	70	35	43	47
Radio	46	28	41	24

3.31 Specifically, at this latest wave, a significantly higher 94% had seen or heard some aspect of the advertising campaign, compared to previous campaigns run. Despite the fact that the poster and radio reach levels achieved in 2004 have not been exceeded, TNS System Three would regard the December 2006 campaign as having performed very well across all media.

3.32 Demographically there were some differences of note, although none of them were significant:

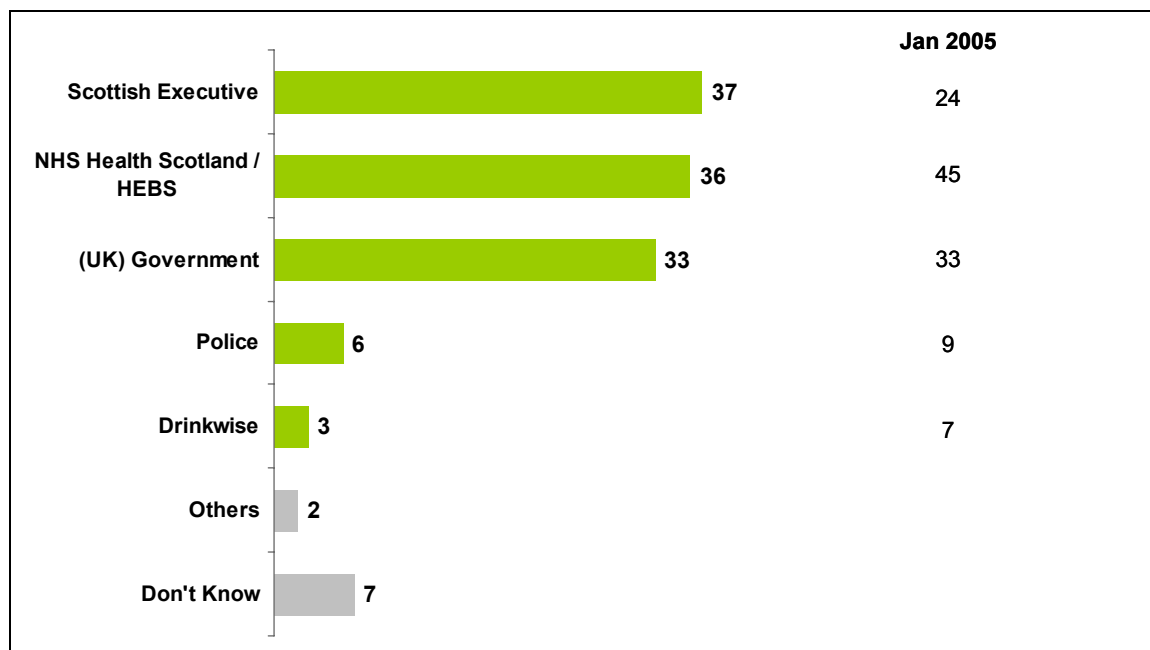
- generally, males were slightly more aware of the campaign than females (95% compared to 92%);
- total reach figures were very similar between the younger (93% among 16-25s) and the older (94% among 26-35s) age groups. However, older respondents tended to be slightly more aware of the TV advert (86% compared to 82%). In the case of the poster campaign, this was reversed. Fifty-one percent of those aged 16-25 claimed to be aware of the posters, compared to 42% of those aged 26-35s;
- there were no particular differences between the social classes;
- in terms of area, those living in the East were slightly less likely to be aware of the campaign compared to other regions. The greatest difference related to poster advertising awareness. In the North they were significantly more aware of the posters (57%) compared to the other regions (37% in the East and 48% in the West).

Campaign attribution

3.33 When asked who was responsible for the advertising, the organisations listed in Figure 3.3 were mentioned:

Figure 3.3: Who was responsible for advertising seen/heard

Base: All respondents (300), January 2005 (303)



3.34 The majority of respondents thought that either the *Scottish Executive* or *NHS Health Scotland* were responsible for the advertising campaign (37% and 36% respectively). For the first time since TNS System Three started monitoring this campaign, more respondents thought that *Scottish Executive* was responsible for the campaign than any other organisation. One third of respondents (33%) believed that the *Government* was responsible for the advertising, although it is uncertain how many of these respondents were in fact referring to the Scottish or the UK Government.

AGREEMENT WITH ATTITUDINAL STATEMENTS

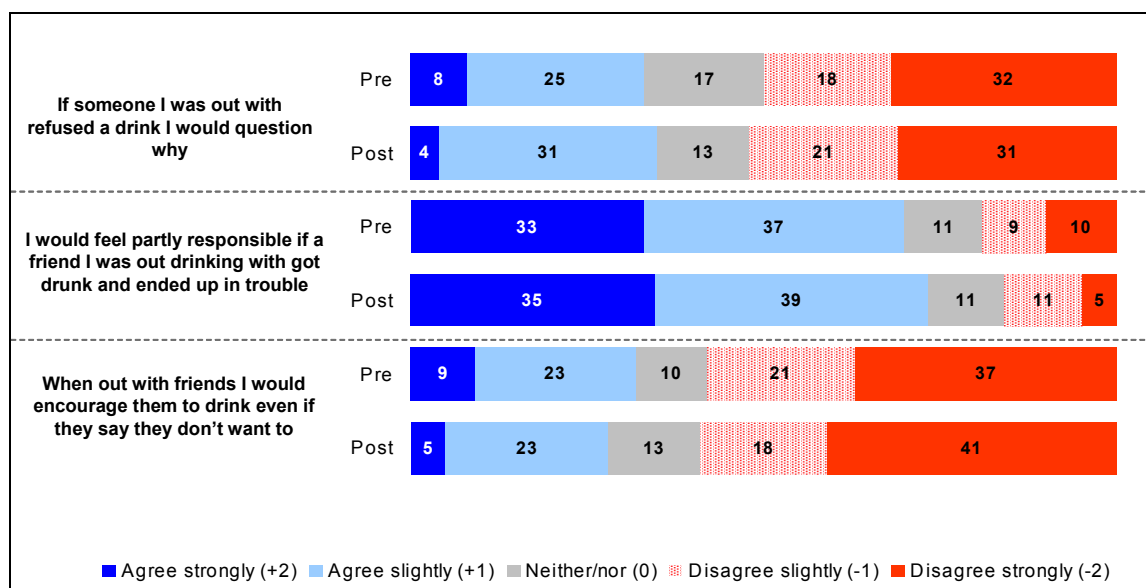
3.35 In order to measure attitudes, respondents were shown a total of 12 statements prior to being asked the advertising related questions and asked how much they agreed or disagreed with each one. A five point scale of Agree strongly, Agree slightly, Neither agree nor disagree, Disagree slightly and Disagree strongly was used for rating purposes. For ease of explanation, statements have been grouped into two sections: *Campaign* related statements and *Behavioural* statements.

3.36 Due to the exceptionally high levels of advertising awareness, there are not sufficient base sizes to compare shifts in attitudes among those who had seen the advertising and those who had not. Therefore, comparisons are made across the pre and post wave at a general level and with some indications of differences in demographic profile where relevant.

Campaign related statements

3.37 There are six statements that can be specifically linked to the latest advertising campaign. Positively, there are clear indications that attitudes are moving in the right direction, with some of the shifts significant.

Figure 3.4 Attitude statements towards alcohol
Base: All respondents (Pre wave 342, Post wave 300)



3.38 The statement, *'If someone I was out with refused a drink I would question why'* (see Figure 3.4), reflects one of the key creative ideas employed in the 2006 advertising campaign around the current culture in Scotland of pushing others to have a drink. The level of those agreeing strongly with this statement dropped significantly from 8% at the pre wave to 4% at the post wave, which is a positive movement.

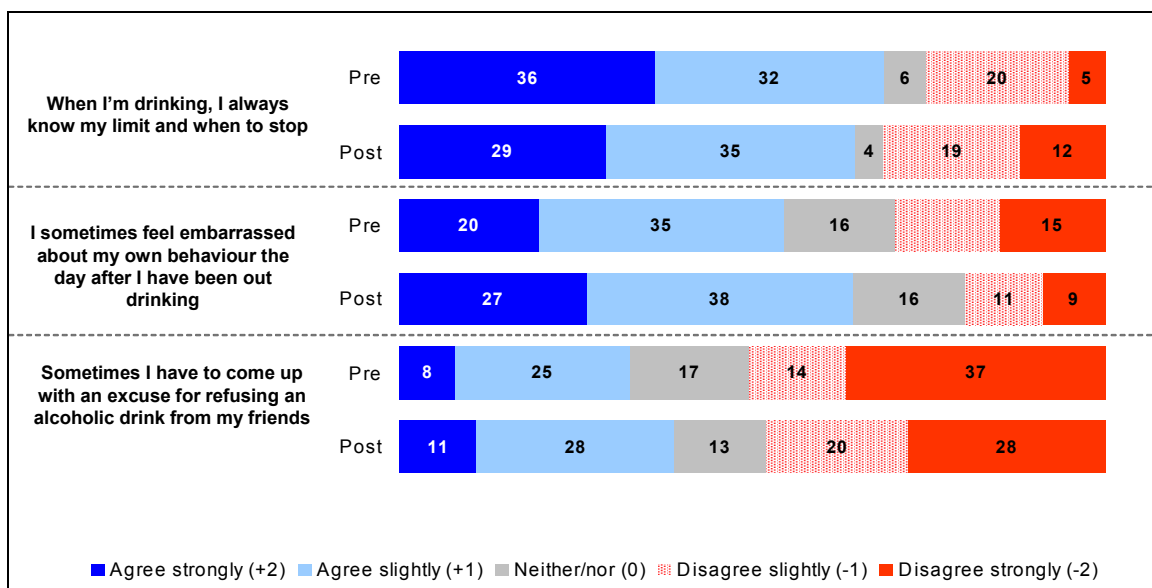
3.39 Although not significant, there has been a strengthening in agreement with *'I would feel partly responsible if a friend I was out drinking with got drunk and ended up in trouble'* from 70% to 74% (see Figure 3.4). Indeed, females were significantly more likely to agree

strongly than males at the post wave (46% compared to 24% respectively). On the other hand, it is interesting to note that males have recorded a stronger shift in attitude, mainly among those disagreeing strongly (15% disagreed strongly at the pre wave August 2006 compared to 7% at December 2006) than females (agreement levels remain constant over the two waves).

3.40 Another key creative idea of the campaign (executed particularly in the TV advert) is reflected in the statement, *'When out with friends I would encourage them to drink even if they say they don't want to'* (see Figure 3.4). Although not significant, attitudes are moving in the desired direction, with fewer respondents agreeing (32% agreeing at the pre wave compared to 28% at the post wave).

Figure 3.5 Attitude statements towards alcohol

Base: All respondents (Pre wave 342, Post wave 300)



3.41 The statement, *'When I'm drinking, I always know my limit and when to stop'* (see Figure 3.5), relates directly to the individual. Although this statement could be interpreted in different ways, TNS System Three believe that it is encouraging that more respondents were likely to accept that they don't really know their limit (from 5% disagreeing strongly at the pre wave to 12% at the post wave), as this suggests that people are starting to think about their behaviour and recognise the reality of the situation, rather than claim that they do know when to stop.

3.42 At the same time, there has been a significant increase over the last two waves in the level of agreement with *'I sometimes feel embarrassed about my own behaviour the day after I've been out drinking'* (see Figure 3.5). Those agreeing strongly increased from 20% at the pre wave to 27% at the post wave. Again, this is a positive movement, as there now appears to be an acknowledgement that, as individuals, they are seeing their behaviour as embarrassing. Specifically, acknowledgement of embarrassment was higher among males (33% of males agreed strongly compared to 20% females).

3.43 With resisting peer pressure to drink another key message of the alcohol misuse campaign, a statement explored the extent to which people felt they had *'to come up with an*

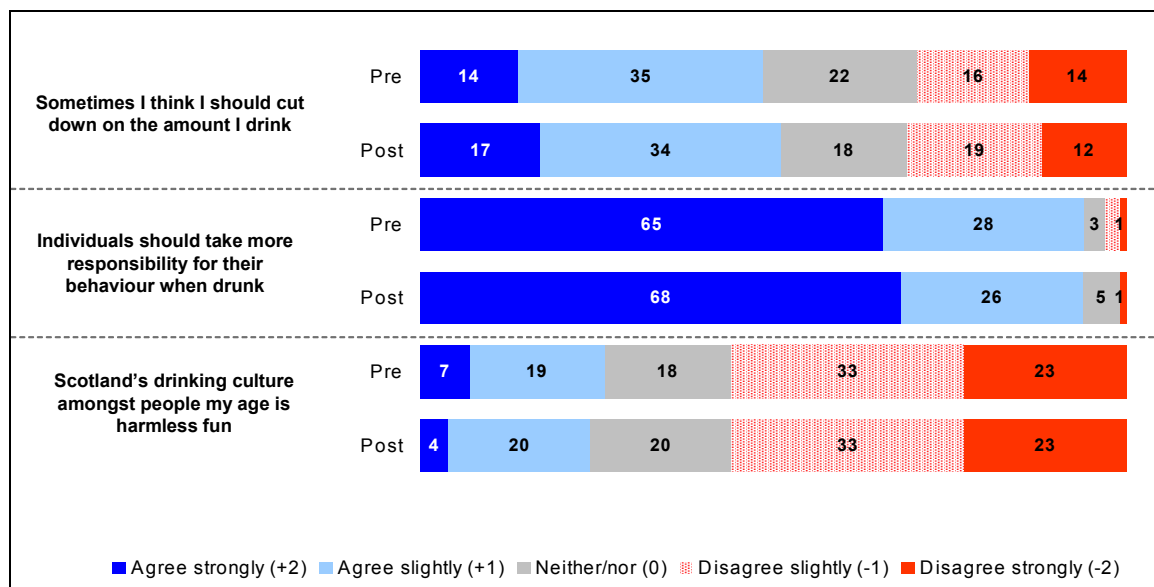
excuse for refusing an alcoholic drink from friends (see Figure 3.5). If recognition is the first step on the ladder to change behaviour, then this is clearly happening as more people are acknowledging the fact that they have to come up with an excuse. With significantly fewer people disagreeing strongly (from 37% at the pre wave to 28% at the post wave), this might suggest increased awareness that it is possible to refuse an alcoholic drink from friends, even if it means finding an excuse for doing so.

Behavioural statements

3.44 The objective of the Scottish Executive’s campaign is ultimately to change behavioural patterns in relation to drinking. This is a long term goal and as such, we would not expect attitudes towards behaviour to change significantly year on year.

Figure 3.6 Attitude statements towards alcohol

Base: All respondents (Pre wave 342, Post wave 300)



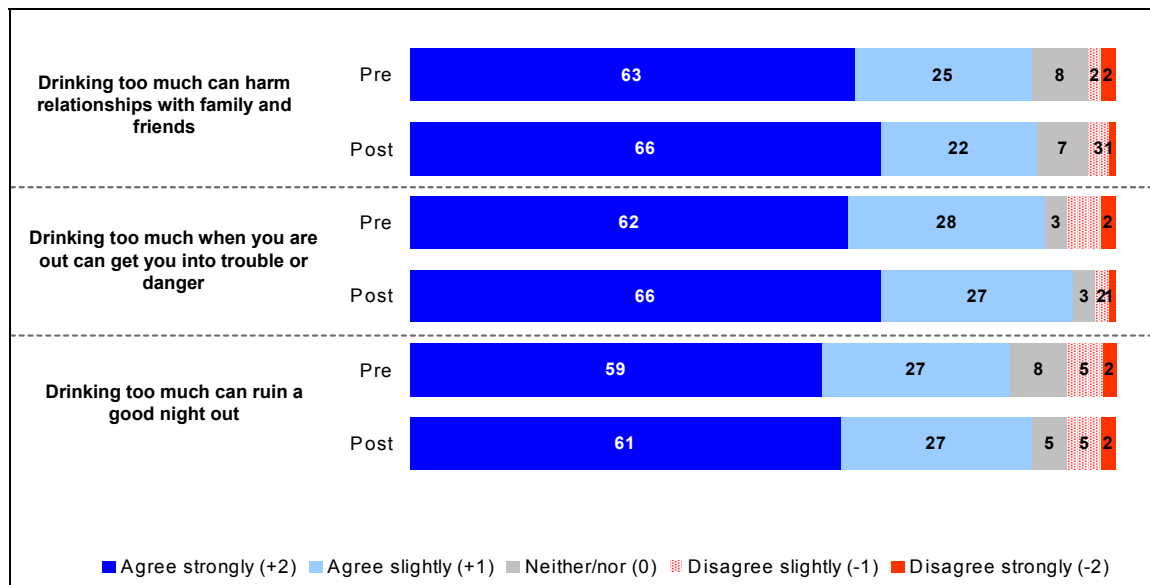
3.45 On *‘Individuals should take more responsibility for their behaviour when drunk’* (see Figure 3.6), agreement overall with this statement was high at both waves (just over 90%). However, at the post-campaign wave there was a slight increase in those agreeing strongly with this statement (68% compared to 65% at the pre wave).

3.46 Similarly, slightly more people recognised that they should cut down on the amount they drink, with a 3 percentage point higher level of strong agreement with the statement, *‘Sometimes I think I should cut down on the amount I drink’*. At both the pre and the post wave, males and C2DEs were significantly more likely to agree strongly than other groups (with 23% of males and 22% of those from socio-economic group C2DE agreeing strongly with this statement at the post-campaign wave of research).

3.47 Agreement with the statement, *‘Scotland’s drinking culture amongst people my age is harmless fun’*, has not recorded any major movement, although 3% fewer did agree strongly with this view on this occasion. When looked at specifically among age groups, those aged

16-25 were more likely to agree (31% agreement at the pre wave and 26% agreement at the post wave) than the older group aged 26-35 years old (16% agreement at the pre wave and 20% at the post wave). Positively, at the post wave, those aged 16-25 were significantly less likely to agree strongly with the statement (5% at the post wave compared to 11% at the pre wave).

Figure 3.7 Attitude statements towards alcohol
Base: All respondents (Pre wave 342, Post wave 300)



3.48 Generally, negative effects of drinking too much were recognised by respondents. Agreement with both statements, *‘Drinking too much when you are out can get you into trouble or danger’* and *‘Drinking too much can harm relationships with family and friends’*, were already high (around 90% for each statement). However, there was a slight strengthening on ‘agree strongly’ over time with the former statement (62% of all respondents agreed strongly at the pre wave August 2006 and 66% at the post wave December 2006), with a corresponding increase of 3 percentage points on the latter statement.

3.49 The theme of the previous campaign, *‘Drinking too much can ruin a good night out’*, recorded a very high level of agreement at both waves, increasing marginally from 86% in the pre wave to 88% in the post wave December 2006.

CHAPTER FOUR CONCLUSIONS

4.1 The latest advertising activity has performed well in terms of awareness and reach levels. This is despite the fact that the campaign was running within a market cluttered by drink-driving advertising in particular, but also a number of other alcohol related campaigns. It is positive to see that, on a spontaneous level across all media, the *'Don't push it'* campaign was cutting through. TV had a particularly high level of reach, while radio advertising performed reasonably in this respect, both overall and for each of the executions. In the case of the poster executions, there was a good level of reach overall, with the *'Woman in toilet'* execution performing exceptionally well. However, it does appear that the key take-out tended to refer more to the shame of the *individual* rather than *friends* pushing you to have another drink.

4.2 The campaign in 2006 sought to strengthen the responsible drinking message by challenging the *'rounds'* culture in Scotland. Directionally, there was a positive trend in terms of attitudinal movements, some of which are significant, to indicate that some progress has been made in this respect.

4.3 As a result of the take-out from the campaign, however, there has also been some effect in changing attitudes towards the individual's responsibility rather than explicitly challenging the social *'rounds'* culture. There is therefore an indication that the message of *'Don't push it'* needs to be more overt in order to challenge this culture more strongly going forward.

APPENDIX 1

QUESTIONNAIRE

ALCOHOL MISUSE CAMPAIGN EVALUATION WAVE 6 – DECEMBER 2006
(154082)

FINAL QUESTIONNAIRE

Classification: Gender
Age (16-25; 26-35)
SEG (AB, C1, C2, DE)
Location (West, East, North)

Recruitment (R1a – R1b not to be collected on CAPI)

R.1a Are you a permanent resident of Scotland?
Yes
No
(Don't know)

R.1b SHOW CARD
Do you work in any of these types of business or occupation?

List: Marketing; Advertising; Market research; Journalism; Licensed trade/drinks industries; Health education, Public relations

ONLY CONTINUE IF NONE

R.2 How often do you drink alcohol away from the home – that is, in a pub, club, other licensed premises or elsewhere?

Pre-coded: Every/most days; 4-5 days/week; 2-3 days/week; Once a week; Less

IF AT LEAST ONCE A WEEK, RECRUIT

Self-completion section

Q.1 How often do you drink alcohol at home?

Pre-coded: Every/most days; 4-5 days/week; 2-3 days/week; Once a week; Less often; Never

Thinking now about the last 7 days in particular, starting with yesterday and working back...

Q.2 On how many days over this period did you drink alcohol at all, either at home or elsewhere?

Pre-coded: None; 1; 2; 3; 4; 5; 6; 7

Q.3 And roughly how many drinks containing alcohol did you have in total over this period? Please think about each day in turn and count the number of drinks for each day to come to your total.

Pre-coded: 1-5; 6-10; 11-15; 16-20; 21-25; 26 or more

Q.4 How would you describe the amount you had to drink over this period compared to a typical week for you?

Pre-coded: Above average/drank more than usual; About average; Below average/drank less than usual

Q.5 Please indicate how much you personally agree or disagree with each of the following statements about drinking.

Scale: Agree strongly; Agree slightly; Neither agree nor disagree; Disagree slightly; Disagree strongly

- a) When I'm drinking, I always know my limit and when to stop
- b) Drinking too much can harm relationships with family and friends.
- c) When out with friends I sometimes encourage them to drink even if they say they don't want to.
- d) Sometimes I think I should cut down on the amount I drink.
- e) Individuals should take more responsibility for their behaviour when drunk.
- f) Scotland's drinking culture amongst people my age is harmless fun.
- g) If someone I was out with refused a drink I would question why
- h) I sometimes feel embarrassed about my own behaviour the day after I have been out drinking.
- i) Drinking too much when you are out can get you into trouble or danger.
- j) I would feel partly responsible if a friend I was out drinking with got drunk and ended up in trouble.
- k) Drinking too much can ruin a good night out.
- l) Sometimes I have to come up with an excuse for refusing an alcoholic drink from my friends

Return computer to interviewer for final questions and classification

Q.6 Have you seen or heard any advertising in the last few months about drinking behaviour and the effects of drinking too much? Yes, No, (Don't know)

Q.7 IF YES AT Q6
Where did you see or hear this advertising?

DO NOT SHOW SCREEN: Television; Radio; Newspapers/magazines; Cinema; Posters; website; Somewhere else; (Don't know)

Q.8 IF TV MENTIONED AT Q7
Please describe the advertising you saw on TV? PROBE FULLY

Q.9 IF RADIO NOT MENTIONED AT Q7 ASK
Do you recall having heard any advertising on the radio on the effects of drinking too much?
Yes

No
(Don't know)

Q.10 IF RADIO MENTIONED AT Q7 OR Q9, ASK Q10
Please describe the advertising you heard on the radio? PROBE FULLY

Q.11 IF POSTERS NOT MENTIONED AT Q7 ASK
Do you recall having seen any advertising on posters on the effects of drinking too much?
Yes
No
(Don't know)

Q.12 IF POSTERS MENTIONED AT Q7 OR Q11, ASK Q12
Please describe the advertising you saw on posters? PROBE FULLY

READ OUT: I would now like to play you a TV advert.

Q.13 PLAY TV AD
Do you recall having seen this advert in the last few months?
Yes
No
(Don't know)

READ OUT: I would now like to play you 2 radio adverts.

Q.14 ROTATE ORDER OF PLAYING RADIO ADS
Do you recall having heard either of these adverts on radio recently?
Yes – Male ad
Yes – Female ad
Yes – but don't know which
No
(Don't know)

Q.15 SHOW BOTH POSTER ADS ON SCREEN
Which, if any, of these ads have you seen on posters recently?
Poster A
Poster B
Yes – but don't know which
No
(Don't know)

Q.16 Thinking about the ads you have just seen and heard, who do you think was behind this campaign

DO NOT SHOW SCREEN
UK government; Scottish Executive; NHS Health Scotland/HEBS; Police; Drinks companies;
The Portman Group; Drinkwise; Other (specify); (Don't know)

Q.17 SHOWSCREEN

Finally, which of these radio stations have you listened to in the last few weeks? PROBE:
Any others?

Clyde 1

Clyde 2

Forth 1

Forth 2

Tay FM

Real Radio

North Sound

West Sound

Moray Firth

Borders FM

Central FM

Beat 106

Q96

Heartland

Kingdom FM

(None of these)

(Don't know)

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