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Young People and Alcohol Tracking Research Report

A research report for COI and Department for Children,
Schools and Families

Provided by: GfK NOP Social Research

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1 Executive Summary

1.1 Introduction and survey method

The 'Why let Drink Decide?' campaign aimed to target parents and young people, and to raise awareness of the risks of young people drinking alcohol by highlighting the short and long term risks of youth drinking. By equipping parents and young people with tools, strategies and information, the campaign aims to encourage conversations about alcohol within a household before it becomes a problem.

The campaign was launched on 15th January 2010 and ran until mid-March. Separate parent and young people campaigns were run with the knowledge that there would be some level of crossover between the two campaigns. In particular, the campaign aimed to communicate with young people in the youngest age groups through their parents. The parent campaign employed TV, online, radio, outdoor and press advertising and partnership activity with a total spend of just over £2million. Spend on the young people's campaign was lower at £700K, and included cinema, outdoor, press and online advertising and partnership activity.

The campaigns were planned against a number of quadrants which were derived from a segmentation developed by GfK NOP on behalf of COI/DCSF. The quadrants were as follows:

Parents	Young People
Empower Activate Relate	Direct communications Parent communications Policy focus

For more information about the quadrants and the segments which make up the quadrants, please see the separate segmentation report.

The research aimed to evaluate the campaign against its key performance indicators (KPIs) which were agreed before the campaign launch. These were:

Parents	Young people
Recognition and personalisation of alcohol risk to their child	Recognition and personalisation of alcohol risk
Social norms around young people's alcohol consumption	Social norms around young people's alcohol consumption
Presence of effective rules and strategies	
Claimed conversations about alcohol	
	Attitudes to drinking alcohol
Drinking behaviour of young people	Drinking behaviour of young people



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The evaluation research took the form of a pre and post stage design, enabling us to understand changes over time. The target audience for the survey reflected the target audience for the campaign, namely:

- Parents of children in years 6-10 in England
- Young people in years 9-13 (or equivalent if have left school) in England

Most of the measures which made up the campaign baseline were taken from the Young People & Alcohol Usage & Attitudes (U&A) survey, conducted face to face in August 2009. However, some data came from a supplementary pre wave survey, for which selected U&A respondents were recontacted by telephone and asked to answer some additional questions on the subject (January 2010). Post wave data came from a face to face survey, conducted with a fresh sample of respondents in March 2010. Both face to face samples (U&A and post wave) were sampled using random location methods. The number of interviews at each wave are shown below:

- Parents of children in years 6-10: 539 from U&A/pre wave; 527 post wave
- Young people in years 9-13: 469 from U&A/pre wave; 508 post wave

All data were reflected to match known population profiles, and only weighted data are shown in this report.

Key findings related to the campaign, structured around the KPIs, are shown below.

1.2 Exposure to publicity about young people and alcohol

1.2.1 General summary

Levels of awareness of the campaign were high amongst both parents and young people: at the post wave, the level of total awareness amongst parents was 83% and young people 86%. Levels of spontaneous awareness increased significantly from the pre wave but there had not been any significant increases in levels of total awareness, amongst both parents (pre 77%, post 83%) and young people (pre 92%, post 86%), since the pre wave. The absence of any increase in the level of total awareness at the post wave is due to the high levels of external noise at the pre wave, resulting in inflated pre wave figures, rather than the campaign not having made an impact.

As might be expected, proven recall of the "Why Let Drink Decide?" campaign increased at the post wave, for both parents (pre 0%, post 13%) and young people (pre 0%, post 10%) but



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proven recall of the “Know Your Limits” campaign was higher (parents post 18%, young people post 25%), despite last being aired in 2009.

Levels of ad recognition were high at the post wave: 78% of parents and 84% of young people recognised at least one of the ads they were shown. There was a fair amount of crossover between the two campaigns but particularly for the parents’ campaign, with 77% of young people saying they had seen the TV ad that was aimed at parents. The ratio of recognition as a proportion of spend was high and suggests that the campaign is performing well, despite being in the initial launch phase.

Ad messaging is resonating strongly with both parents and young people and recognisers tended to pick up on more message than non-recognisers, suggesting exposure to the campaign is key in driving these forward.

Messaging resonated strongly with parents with nine in ten (87%) parents agreeing that the ads told them they should speak to their children about alcohol before it becomes a problem and three quarters (73%) agreeing that the ads showed it’s not too early to speak to your child about alcohol.

Young people also picked up strongly on the messaging with 84% agreeing that the ads told them that they should stay in control when they drink alcohol and four in five (81%) young people agreeing that the ads told them that young people who drink alcohol are more likely to be hurt or harmed.

Call to action was strong, with three in four (76%) parents and seven in ten (71%) young people saying that they had taken or were planning on taking some action as a result of seeing the campaign.

One in twenty parents (5%) and young people (4%) correctly identified that the ads had come from the DCSF. Most (91% parents, 68% young people) were aware that the ads originated from the government, but this did not impact on response to the ads.

1.2.2 Quadrant summaries

This section summarises exposure to the campaign by the quadrants.



QUADRANT	TARGETED MEDIA IN JAN-MAR?	KEY FINDINGS
Empower	Radio Press	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • More likely to recognise press ads: positive given they were targeted at this quadrant • Most likely quadrant to think the ads showed alcohol was a more serious problem than they thought and that the ads told them that young people should not drink alcohol at all. • Along with Activate, one of the most likely segments to have taken/be planning on taking any action as a result of the campaign
Activate	Cross channel partnership	<ul style="list-style-type: none"> • Increased level of awareness post campaign • Most likely to pick up on the message that it is not too early to speak to child about alcohol and the most likely quadrant to think that the ads showed that young people who drink alcohol were more likely to be hurt or harmed
Relate	None	<ul style="list-style-type: none"> • Increased level of awareness post campaign • Least likely to pick up on most of the campaign messages • Least likely to have taken/be planning on taking any action as a result of the advertising • Least engaged with the campaign?

QUADRANT	KEY FINDINGS
Direct communications	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • The quadrant most likely to recognise at least one of the ads they were shown • Most likely to agree that they would be more likely to stay in control when drinking alcohol as a result of the campaign (but they are more likely to be drinkers)
Parents' communications	<ul style="list-style-type: none"> • Decreased level of awareness post campaign • Lowest levels of recognition: <ul style="list-style-type: none"> ◦ Not specifically targeted through YP campaign so may account for this ◦ Least likely to recognise TV ad • High levels of recognition of messaging • Most likely to pick up on message that they should not drink alcohol at all • Most likely to have taken/be planning on taking any action as a result of the campaign
Policy focus	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • Highest level of proven recall of all quadrants • Least likely to pick up on campaign messaging • Least likely to have taken/be planning on taking any action as a result of seeing the ads



1.3 Claimed conversations about alcohol

At the post wave, three in four parents (77%) said that they felt confident talking to their child about the dangers of drinking alcohol. This is a significant decrease on the pre wave's 89%. This was mainly driven by the Reactive Avoiders, of whom only half (52%) said they felt very confident in the post wave, compared with 85% in the pre wave. This decrease can be attributed to an inflated pre-wave score rather than there being anything in the campaign that could lead to a decrease in confidence. A comparison of campaign recognisers and non recognisers in the pre wave confirmed that those who had been exposed to the campaign were more likely to be confident about broaching the subject of alcohol with their child.

At both waves, seven in ten parents claimed to have spoken to their child about alcohol. Similarly, there was no change over time in the proportion of young people who said that they had talked with their parents about alcohol: 63% in the U&A wave and 62% in the post wave.

Significantly more parents of children in years 9 and 10 than young people in years 9 and 10 themselves said they had had a conversation about the dangers of alcohol. For both parents and young people, exposure to the 'Why let drink decide' campaign appears to have had an impact on the topics discussed during these conversations, though this was observed to a lesser extent for the young people.

1.4 Rules and strategies around alcohol

Around three quarters (79% parents, 76% young people at the post stage) said that there were rules in place around drinking alcohol, although there was a decline in the proportion of young people saying that rules were in place for them, from 83% at the pre-stage. This decline was concentrated amongst young people in the Direct communication quadrant, but there was no evidence that this decline, or prevalence of rule setting at all were linked to campaign activity.

The most common rule set was that the child should not drink any alcohol at all, which was mentioned by two fifths of parents and a fifth of young people at each wave. A quarter of parents and young people said that there was a rule of only drinking on special occasions, and around one in ten of both groups said that more specific rules were in place related to what, when and how much the young person was allowed to drink. The proportions setting each rule/having each rules set for them did not vary from wave to wave.

There was, however, a decline in the proportion of parents saying that they always enforce the rules they set for their child around drinking alcohol: falling from 70% at the pre-wave to 55% at the post wave, though again no evidence that this is linked to campaign activity.



Around a third of young people at both waves said that rules their parents have set for them are always stuck to.

Under a fifth of parents said that they had proactively thought about what they would do if their child was not sensible with alcohol, though around nine in ten said they felt confident that the things they have done will help their child to have a safe and sensible relationship with alcohol. There were no strong links between campaign exposure and levels of confidence.

1.5 Recognition and personalisation of the risks of drinking alcohol

Around half of parents (50% post wave) and two fifths of young people (41% post wave) definitely agreed that young people who drink alcohol are more likely to be hurt or harmed. There have been no significant changes in the proportions agreeing over time, although those aware of or recognising the campaign at the post wave were more likely to definitely agree, suggesting that the campaign may have had an impact here.

There has been a significant increase in perception of personal risk of harm after drinking alcohol amongst young people, and there is evidence that the campaign has helped to increase this.

Parents were less likely than young people to perceive that their child is at personal risk, and the proportions thinking this have remained unchanged over time.

1.6 Social norms

Around three in ten parents (31% post wave) and a similar proportion of young people agreed that it is never right for under 15s to drink alcohol. The proportion of young people agreeing a lot increased significantly between the pre and post waves (23% pre wave, 33% post wave), with this increase mainly driven by an increase in levels of agreement amongst the Parent communications quadrant (39% pre wave, 57% post wave).

Amongst both parents and young people, those recognising campaign materials were more likely to definitely agree/agree a lot, and in particular parents recognising the press advertising were most likely to definitely agree (43%). This may suggest that the campaign is helping to drive up this perception.

Around a quarter of parents at both waves (24%) definitely agreed that it's safer to introduce children to alcohol gradually, like they do in Europe. This perception remained unchanged over time, and there were no differences in response based on exposure to the campaign.



There were, however, some changes over time in young people's perceptions of drinking alcohol, although these were not always in the desired direction. There was a decline in the proportion of young people agreeing that it is possible to have a good time without getting drunk (92% pre wave, 84% post wave), as well as an increase in the proportion of young drinkers agreeing that they drink alcohol because they want to get drunk (11% pre wave, 23% post wave). In both cases, the changes were mainly amongst those in the Direct communications quadrant, indicating that it is right to target these young people with specific messages.

There were no significant changes over time in perceptions of how prevalent youth drinking is. Around half of parents at both waves (56%) thought that more than 10% of young people of their child's age drink alcohol regularly and around a quarter (27% post wave) think that more than half do so.

Amongst young people, the strong perception is that most others are drinking more than them: 53% at both waves thought that their friends drink more than them, and 76% that other people of their age drink more than them.

Positively, though, there was no evidence that the campaign has worked to normalise youth drinking amongst either parents or young people, as those exposed to the campaign did not tend to think that drinking is more common than average.

1.7 Claimed drinking behaviour

A third of parents and seven in ten young people said that their child/they had ever had drunk alcohol (a full drink and not just a sip), and the proportions saying this did not change from wave to wave.

Prevalence of drinking increased with age, rising from 12% (reported by parents of children in year 6) to 82% (reported by young people in year 13). There was a high degree of consistency in reported prevalence by parents and young people, with around half of those in/with children in years 9-10 saying that they/their child had ever drunk alcohol.

Amongst young people, those who lived with someone they perceived to be a *heavy drinker* were more likely to have ever drunk alcohol themselves: this highlights the importance of campaign messaging aimed at parents encouraging them to think about the drinking behaviour of other adults in the household.

Amongst both parents and young people, those who had been exposed to the campaign were more likely than average to say that their child/they had ever drunk alcohol, though it appears



that these differences are related to the saliency of messages about young people and alcohol rather than as a direct impact of the campaign.

1.8 Concluding remarks

There were high levels of non-campaign messaging in advance of the launch (e.g. the 'Know Your Limits' campaign, Christmas drink driving campaign, alcohol advertising in the run up to Christmas), so the 'Why let drink decide?' campaign has had to work hard to cut through, especially amongst young people who are traditionally very difficult to communicate with.

We feel that it is as a result of these high levels of pre-campaign noise, we have not seen the strong increases in top of mind awareness of publicity about young people and alcohol that might have otherwise been expected. However, the campaign has worked well in driving high levels of recognition amongst both young people and parents: the television ad was particularly well recognised by both audiences. The fact that high proportions of young people are exposed to it highlights the fact that the creative execution needs to tread a fine line to ensure that it is not off-putting to either audience – there is no evidence that it has been to date. Cinema appears to have been a cost efficient way of driving messaging aimed at young people.

The campaign appears to have been well received by both parents and young people. The call to action was particularly strong, with more than seven in ten of parents and young people saying that they had taken or would take some action as a result of the campaign.

Targeted messages to the quadrants also appear to have been effective, and although the campaign appears to be working slightly better amongst those who already have the most positive attitudes towards young people and alcohol, there is no evidence that the less engaged are being 'missed'. If anything, the research highlights the importance of continuing to communicate with some of the more difficult groups (e.g. young people in the older age categories and young drinkers).

There is no evidence that the campaign is having undue unintended consequences; very low proportions say that they are upset by the campaign, it is not reducing levels of parental confidence in speaking with their children, and raising the subject of youth drinking does not appear to have further normalised the behaviour.

Most of the campaign KPI measures have remained stable. Where there have been movements in the opposite direction to that intended, there is no evidence that these negative movements are as a result of campaign activity. There have been some positive shifts: in particular raising awareness of the risks of youth drinking amongst both parents and young



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people, and, perhaps for the first time, highlighting to parents and young people that these risks could relate to them or their child.

We feel that, overall, the 'Why let drink decide?' has launched strongly, and feel that with more exposure it has potential to further drive positive messages about young people and alcohol to parents and young people. No media or execution changes are recommended.



2 Introduction

2.1 Background

Substance misuse is a serious issue amongst children and young people and something that the Government is committed to reducing, via delivery of local education, prevention, treatment and enforcement programmes. The Government has signalled its commitment to tackling substance misuse with a new national indicator (NI 115 Substance misuse by young people) in the Public Service Agreement 14: to increase the number of children and young people on the path to success.

Alcohol consumption amongst young people was identified as a key priority in the Department of Health updated Alcohol Strategy: Safe. Sensible. Social (2007).

In 2008, 52% of 11-15 year olds reported that they had drunk alcohol which is a significant decrease from the 1988 figure of 62%. Similarly, 13% of young people (aged 11-15 years) reported that they drank at least once a week which is a 7% decrease since 2001¹.

While these decreases are encouraging there are other factors that need to be recognised: most notably that while the overall proportion that have drunk alcohol may have decreased, there has been an increase in consumption levels amongst those young people who have drunk alcohol. In 1994, the average number of units consumed per week, by young people who drank alcohol, was 6.4. By 2007 this had increased to 12.7 units per week².

This large increase in alcohol consumption was evident across all age groups but the largest increase was amongst 14 year olds whose consumption levels rose from 6.1 units to 9.9 units per week. It is worth noting that this increase was not gender specific and this large increase was evident for both boys and girls.

Around a quarter of 14 year olds who drank reported consuming over 10 units of alcohol on their last drinking occasion. This proportion increased to one in three by the age of 15³.

Further investigation of the data in 2001 identified that young people's drinking tends to be confined to fewer occasions than adults, and in particular at the weekend, identifying that

¹ Smoking, Drinking and Drug Use by Young People in England 2008

² Fuller E, (Ed). Drug use, smoking and drinking among young people in England in 2007: National Centre for Social Research, National Foundation for Education Research



children and young people are more likely to be binge drinking³. These research findings conclude that younger people (11-15 year olds) who drink alcohol, tend to do so less frequently but at a higher intensity than adults, again indicating a binge drinking norm.

The Government has issued guidelines on alcohol consumption for adults which recommends that females should not consume more than 14 units of alcohol per week and men 18 units of alcohol. Findings from the Healthy Foundations study⁴ showed that around a fifth of 16-17 year olds (both male and female) had drunk more than the recommended amount of alcohol in the last week. It is not clear at this stage whether the acceptable levels of alcohol are pertinent for younger people or whether there is the potential for health risks even at the lower levels due to their on-going physical, mental and emotional development.

2.2 Youth Alcohol Action Plan

In June 2008 the Government published a Youth Alcohol Action Plan. In summary the aims of the plan are to:

- establish a national consensus on young people and drinking;
- create a new offence of persistent possession of alcohol in a public place by a young person (under 18);
- work with the Chief Medical Officer to develop a set of guidelines regarding young people and alcohol;
- develop a communications campaign for parents and young people;
- work with the alcohol industry to continue to reduce underage sales;
- reduce the level of alcohol consumption by those young people who do drink.

In order to achieve these objectives and provide parents/carers and children/young people with the right information they need to make informed decisions, the Plan identified 3 main steps that the Government needs to follow. These are:

³ Newburn T, Shiner M. Teenage Kicks? Young people and alcohol: a review of the literature. York Joseph Rowntree Foundation: 2001

⁴ Source: Healthy Foundations Study conducted by GfK NOP on behalf of COI/DH



- Working with police and the courts to stop underage drinking, making it clear that unsupervised drinking by young people under-18 in public places is unacceptable
- Recognising that drinking by young people in the home is clearly the responsibility of parents and families, but also providing clearer health information for parents and young people about how consumption of alcohol can affect children and young people. The Action Plan announced that the Chief Medical Officer would produce clear guidelines for families
- Working with the alcohol industry to continue the good progress made to reduce the sale of alcohol to under-18s, but also in marketing and promoting alcohol in a more responsible way

2.3 The campaign

The “Why Let Drink Decide?” campaign aimed to target parents and young people. It recognised that parents are key influencers for children and young people, and therefore communicated with children in the youngest age groups through their parents. Young people in the older age groups were targeted directly.

The campaign was launched on 15th January 2010 and aimed to raise awareness of the risks of alcohol to parents and young people. This was done by highlighting both short and long term risks of youth drinking and looking at short and long term health risks, as well as other risks such as risks of accidents, risks of getting involved in crime, etc. Further, the campaign aimed to equip parents and young people with tools, strategies and information to encourage conversations about alcohol within the household before it becomes a problem. Finally, the campaign encouraged parents to manage alcohol consumption in their family environment.

The parents’ and young people’s campaigns were separate campaigns but it was understood that there would be some level of crossover between the two campaigns: with parents being exposed to the young people’s campaign materials and vice versa.

The media channels used in the campaign are shown in Table 3. Parents were targeted using a variety of channels, with TV forming the largest element of the campaign. Young people were also targeted using a mix of channels. There was no TV element to the young people’s campaign but there was a large cinema presence.



Media	Parents	Young people*
TV	✓	
Online	✓	✓
Radio	✓	
Outdoor	✓	✓
Press	✓	✓
Cinema		✓
Partnership activity	✓	✓
TOTAL SPEND	£2.082m	£0.712m

The young people’s advertising was bought against a 13-15 year old audience, although the target group for the research amongst young people was school years 9-13 (13-17 year olds)
The detailed media plan can be found in the appendix (section 9.3).

2.3.1 Segmentation

It was recognised that the campaign should aim to target different groups in different ways based on the needs and behaviours of the target audience. Oxford Strategic Marketing conducted a significant scoping study on behalf of DCSF. The study identified the range of attitudes, values and norms which may impact on alcohol behaviour amongst young people and how these may be formed and influenced (e.g. the influence of environment, parenting style, peer pressure and influence, availability and understanding of information, and perceptions and understanding of the positive and negative consequences of heavy drinking). The scoping study looked at both young people and parents, and identified inter-relationships between parental values, attitudes and behaviours, and those of young people.

The study suggested that the attitudes of parents and young people may be segmented using two axes which represent:

- Perceptions of risk, and the extent to which the parent or young person feels that the risk from drinking is real and relevant to them
- Whether they have a strategy in place to deal with alcohol (for parents) or whether they have the confidence to deal with alcohol (young people)

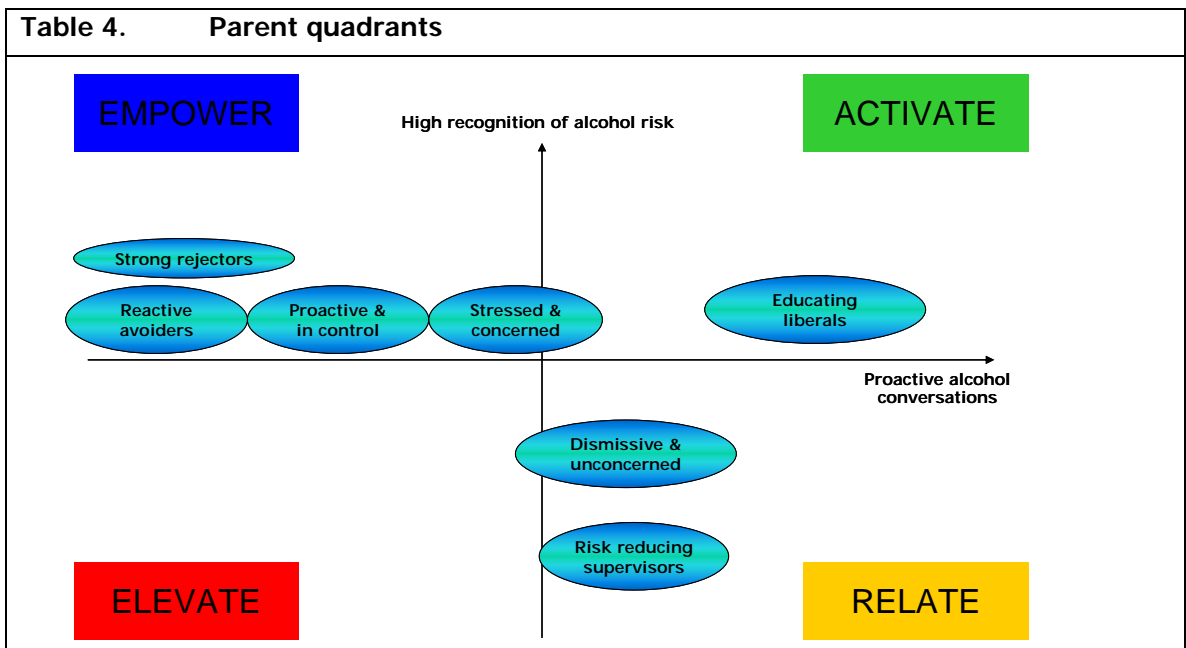
Within the four quadrants which were formed, a number of attitudinal groups were hypothesised, which may have common communication and support needs. A 7-segment structure was hypothesised for parents, and within each structure a number of particular needs or issues were identified which aided the understanding of the similarities and



differences between the clusters. A similar segmentation was hypothesised for young people, which was again built around the four quadrants described above. For young people, a 9 cluster solution was suggested.

The segmentation was validated and developed following the Usage and Attitudes (U&A) survey that was conducted on behalf of DCSF by GfK NOP in 2009. A seven cluster solution was produced for both parents and young people. These segmentations have been used in both planning campaign media and developing messaging.

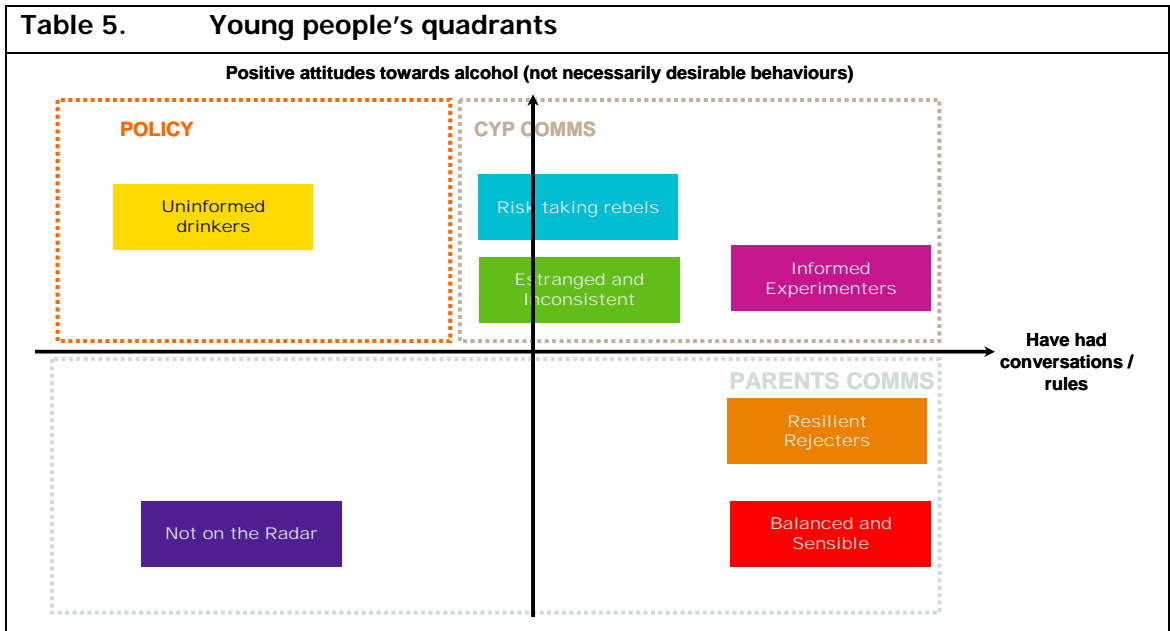
For the young people and alcohol tracking research, parents were classified into quadrants based on which segment they fell into and within this, whether they recognised the risk alcohol poses to their child and whether they had talked to their child about alcohol. Table 4 shows how the segments break by quadrant.



Young people were also classified into quadrants based on segment membership and based on their views towards alcohol and whether they have rules set by their parent(s)/have had conversations with their parent(s) about alcohol. Table 5 shows how the segments break by



quadrant.



2.4 Research objectives

The overall aim of the research was to evaluate the effectiveness of the campaign and to inform ongoing campaign development by measuring:

- Awareness of the campaign and any other publicity material
- Awareness of key messages from the campaign
- Attitudes towards youth drinking
- Recognition of the campaign materials (post wave only)
- Views of the advertising (post wave only)

The research has looked at, and will continue to monitor, the impact of the campaign on stated behaviour and intentions: were families exposed to the campaign more likely to have had conversations about youth drinking, do they have strategies, have they changed their behaviour (or do they intend to), in particular in relation to their own drinking and drinking in the home? Other behaviours measured during the research included conversations in the household and rule-setting and monitoring.

The research also aimed to evaluate the campaign against its key performance indicators (KPIs), as shown in Table 6. KPIs were set and campaign performance was measured against these KPIs.



Table 6. Key performance indicators	
Parents	Young people
Recognition and personalisation of alcohol risk to their child	Recognition and personalisation of alcohol risk
Social norms around young people’s alcohol consumption	Social norms around young people’s alcohol consumption
Presence of effective rules and strategies	
Claimed conversations about alcohol	
	Attitudes to drinking alcohol
Drinking behaviour of young people	Drinking behaviour of young people

The drinking behaviour of young people is a final outcome for both parents and young people and will be monitored using data from other surveys (SDDU⁵, Tell Us⁶). The data from the tracking survey on this measure will allow progress to be monitored in the short term and will enable behavioural linkages to campaign-related data.

2.5 Research methods and fieldwork

The evaluation took the form of a pre and post stage design, allowing us to understand attitudes and behaviours before the campaign was launched and after the campaign in order to evaluate the effectiveness of the campaign. The research was undertaken amongst parents of children in school years 6-10, and young people in years 10-13.

The majority of information which formed the pre wave survey was taken from the Usage and Attitudes (U&A) survey that was conducted in August 2009, and from which the segmentation and quadrants were derived. This covered most of the subjects needed for the evaluation but some additional information was required. In order to ‘top up’ the information from the U&A survey, some respondents from the original U&A survey were recontacted by telephone in January and asked the supplementary questions required.

The U&A survey included parents of children in years 6 to 13 and young people in years 6 to 13 and the interviews were linked within household. Because the target audience for the tracking research was slightly different (i.e. parents of children in years 6-10 and young people in years 10-13), data were re-analysed to exclude some of the original U&A respondents.

⁵ Smoking, Drinking and Drug Use by young people in England survey (NHS The Information Centre for health and social care)

⁶ Tell Us survey (DCSF)



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Eligible parents who have children in the appropriate year group and eligible young people who had given permission to be recontacted were selected from the U&A survey and were called by telephone to answer a small number of supplementary questions. Their responses were merged with responses from the segmentation survey to provide a wider dataset for analysis and the dataset for the pre wave was filtered on those who took part in the telephone top up survey. Quotas for parents were set on gender and working status interlocked and school year of child whilst quotas for young people were set on gender and school year.

The top up survey comprised 539 interviews with parents and 469 interviews with young people, with fieldwork conducted from 5th-13th January 2010. This is hereinafter referred to as the pre wave survey.

The post wave survey was conducted in a very similar way to the U&A survey that was conducted in 2009: the sample was drawn using random location sampling methods, and interviews were conducted face to face, in home, using Computer Assisted Personal Interviewing (CAPI). Quotas were set within sampling points to ensure the sample was representative. Parent quotas were set on gender and working status of the parent, and gender and school year of their child. Young people quotas were set on age and gender of the young person themselves. The sample was cross-sectional (i.e. none of the U&A or pre wave respondents were included in the post wave survey).

At the post wave, 527 parent interviews and 508 young people interviews were conducted, with fieldwork from 4th - 21st March 2010, immediately following the end of the first burst of the campaign.

Throughout this report it should be borne in mind that the pre wave sample had already been interviewed on the topic of young people and alcohol and, therefore, the figures for certain measures may be slightly higher than what we might expect if we had interviewed a fresh sample. For example, you will see that levels of total awareness have not increased significantly from the pre to the post wave and this seems to be as a result of inflated pre wave figures, rather than the campaign not having made the impact we might expect.

2.6 Questionnaires

The questionnaires were developed by DCSF, COI and GfK NOP following detailed discussions.

The majority of the questions for the pre wave were taken from the original U&A study and a few additional questions were required at the top up survey that would enable us to answer the research objectives.



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The post wave questionnaires were based on both the U&A and the telephone top up and also included some additional questions based on the campaign creative (recognition and views of the ads).

The questionnaires can be seen in the appendices (section 9.1).

2.7 Weighting

Data were weighted at the analysis stage to ensure the samples were representative of the English population in question: parents of children in years 6 to 10 and young people in years 9 to 13. Final weights were applied for region, gender and school year of child, gender and working status of parent, and social grade of household. The weights applied can be seen in the appendices (section 9.2).

2.8 Notes on reading this report

The following points explain the way in which the results have been commented upon in this report.

- Where the term “parent” is used, this refers to the parent or carer of the child. “mother” refers to female parents or carers and “father” refers to male parents or carers, regardless of their biological relationship with the child
- Where the term “child” is used, this refers to the child of the relevant parent
- Within the young people’s data, “young person/young people” are used to refer to the sample of young people in years 9-13 interviewed
- All data (other than the base figures) are weighted
- All of the differences which have been commented upon with this report are statistically significant
- The significance tests which have been used are two-tailed and are based on a 95% confidence interval. This means that we are 95% certain of detecting a difference where one exists in the population
- In this report we have not commented on findings based on sub-groups of less than 30 as we feel these data are not sufficiently reliable
- Throughout this report ‘*’ indicates a proportion of less than 0.5% but greater than 0. ‘-’ indicates a 0 proportion.



3 Exposure to publicity about young people and alcohol

In January 2010, the “Why Let Drink Decide?” campaign was launched which aimed to raise awareness of how alcohol can make young people vulnerable. The tracking research aimed to evaluate the effectiveness of the campaign including campaign reach, through measures of awareness and recognition.

Throughout this section it should be borne in mind that some of the pre wave figures may be slightly higher than anticipated, resulting in fewer pre/post increases than might be expected. The slightly inflated pre wave figures may be attributed to a combination of the following factors:

- Know Your Limits campaign: this campaign was aired at the end of 2009 and therefore increased the amount of background “noise” about alcohol at the time the pre wave was conducted
- Timing of the pre wave: the pre wave was conducted at the beginning of January. There is always a large amount of additional advertising and information about alcohol around the Christmas period (e.g. drink driving campaign), thus adding to the background “noise” at the pre wave
- Research effect: the pre wave respondents had already been interviewed about young people and alcohol in the U&A that was conducted in August 2009 and therefore, may have been more susceptible to pick up on advertising and information about alcohol and may even have sought information themselves on the subject as a result of the U&A interview.

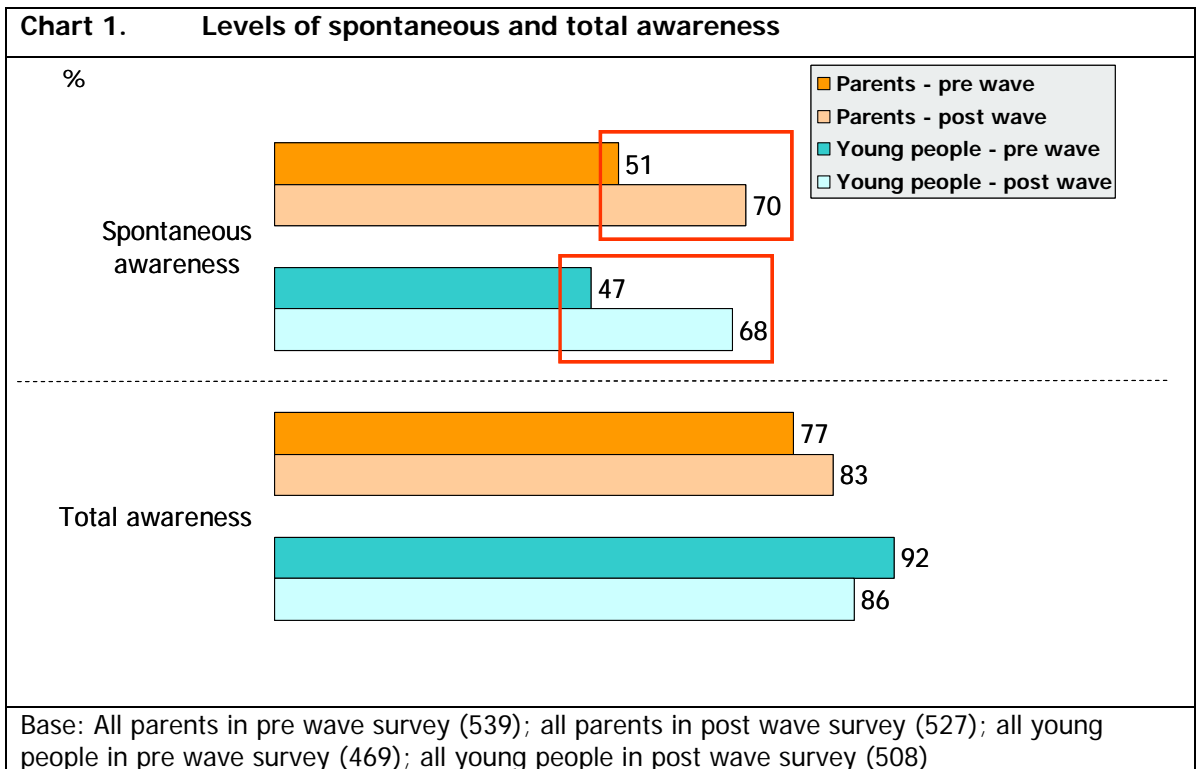
These points should be borne in mind in interpreting results in this section.

3.1 Awareness of advertising/publicity about young people and alcohol

3.1.1 Spontaneous and total awareness

At both waves of the research, all parents and young people were asked if they recalled seeing, hearing or reading any advertising, news or information about young people and alcohol recently. This is known as spontaneous awareness.

At the pre-wave, around half (51%) of parents and a similar proportion of young people (47%) said that they had seen, heard or read advertising, news or information about young people and alcohol recently. This increased to around seven in ten amongst both parents (70%) and young people (68%) at the post wave (Chart 1).

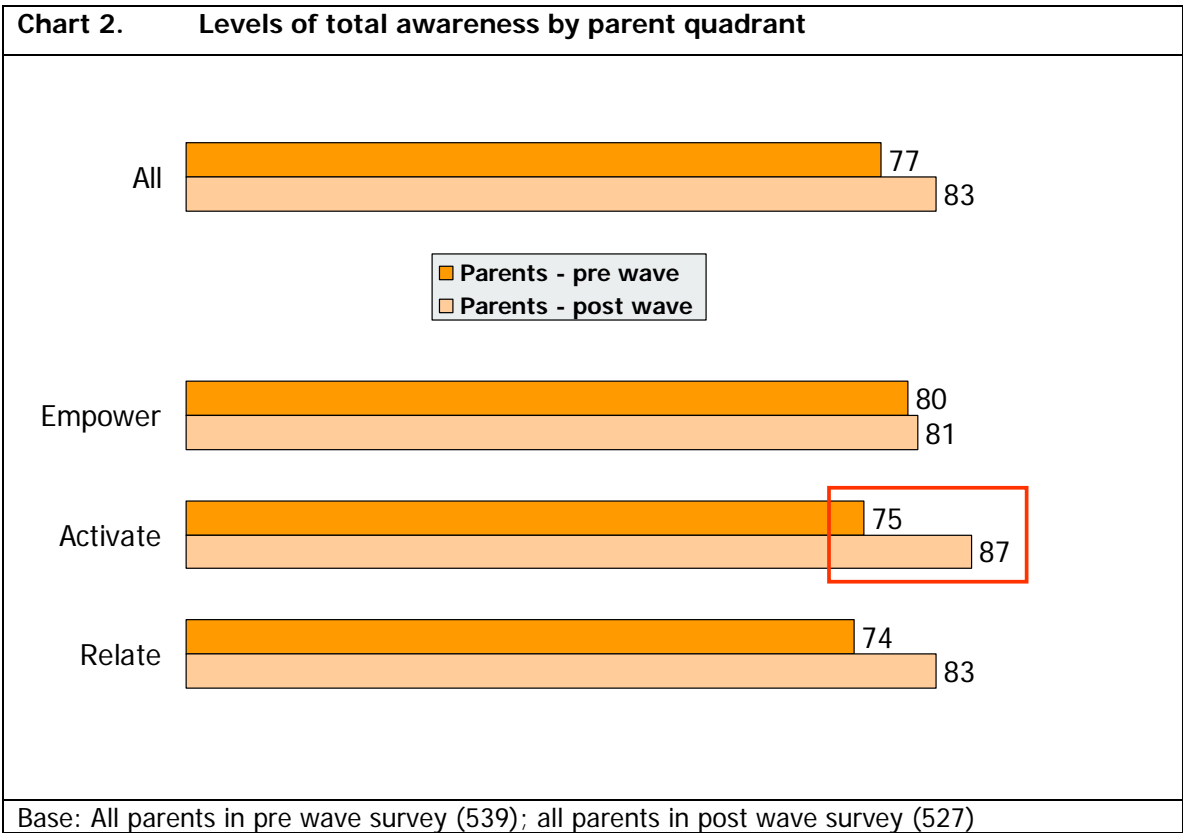


All parents and young people were then shown a list of media sources where they could have seen the campaign and were asked if they had seen, heard or read any advertising or publicity about young people and alcohol in any of these places recently. All who had seen something in any of these places were added to those who were spontaneously aware of any advertising at the previous question to give a measure of total awareness (also Chart 1).

At the post wave, over four in five parents (83%), and a similar proportion of young people (86%), were aware of any advertising or publicity about young people and alcohol. Levels of awareness had not changed significantly since the levels recorded at the pre wave (parents 77%, young people 92%). This may have been caused by high levels of background “noise” at the pre wave, which resulted in slightly inflated pre wave figures, rather than the campaign not having made an impact. Moreover, it should be borne in mind that the campaign has only just launched and awareness can take time to build, especially amongst young people.

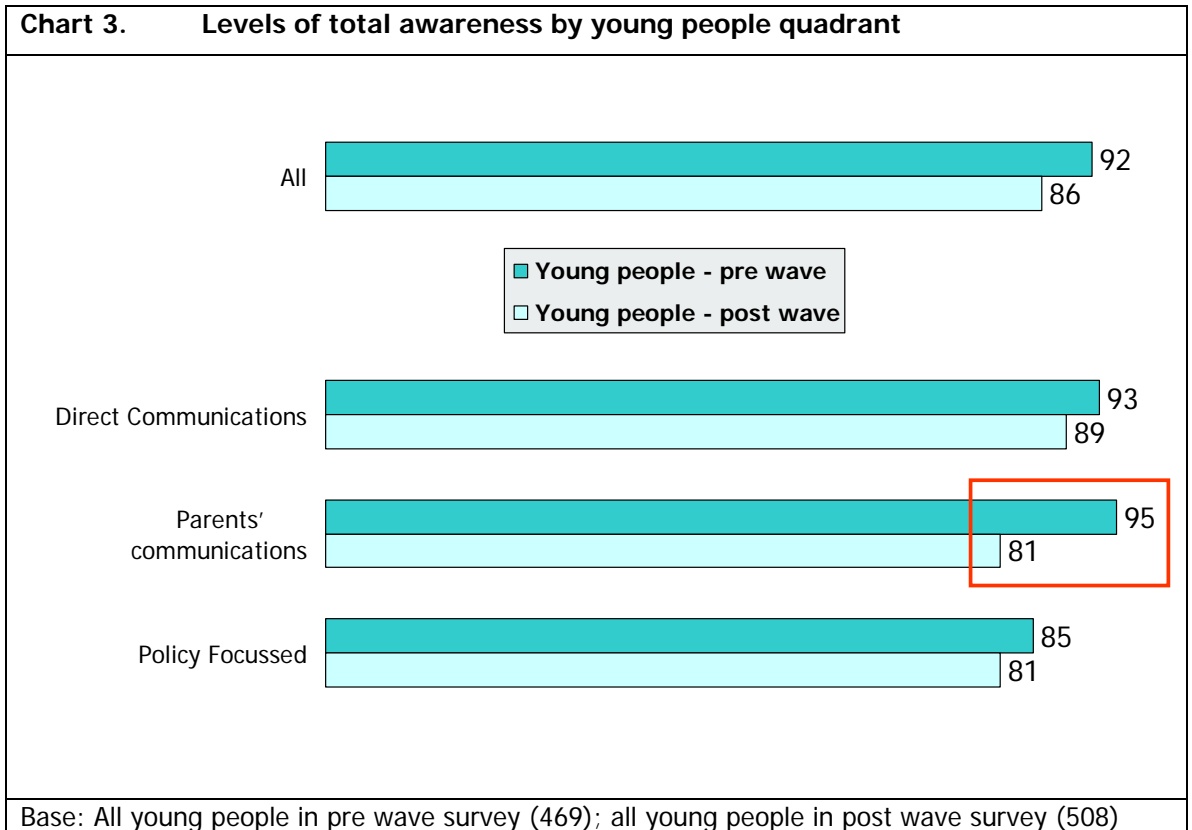
The advertising aimed to target the quadrants in different ways, for both parents and young people and therefore, it is useful to analyse awareness of the campaign by quadrant.

Looking first at parents, there were no differences in levels of awareness by quadrant at either wave (Chart 2). However, the proportion of the Activate quadrant who were aware of any advertising, news or information about young people and alcohol increased from 75% at the pre wave (just below average) to 87% at the post wave (just above average).





Similarly for young people, at both waves, there were no differences in levels of awareness by quadrant (Chart 3).



Levels of awareness have decreased amongst the quadrant to be targeted through the parents' campaign from the pre wave (95%) to the post wave (81%); surprising given that this is the quadrant that would have been exposed to the most campaign activity from January to March 2010. This should however not be a cause for concern, given that the pre wave figure of awareness amongst this group appears to be very high, with almost all (95%) young people in this quadrant saying they have seen some advertising or information about young people and alcohol. The post wave figure was just below average but still remains a very high level of awareness for a launch phase.

3.1.2 Sources of awareness

All parents and young people were shown a list of media sources where they may have seen information or advertising about young people and alcohol and were asked if they had seen anything in any of these places recently. Table 7 provides a breakdown of the responses given.

%	PARENTS		YOUNG PEOPLE	
	Pre wave	Post wave	Pre wave	Post wave
TV	59	68	58	69
Newspaper	38	24	44	17
Radio	25	19	21	17
Any website	24	18	57	25
Magazine	23	12	36	15
Any outdoor	27	11	49	14
Leaflet/booklet	26	8	41	11
GP/doctor/nurse	20	8	19	5
Any cinema	10	5	27	9
Mentioned by child	19	4	n/a	n/a
Mentioned by another family member	17	3	17	11
Mother	n/a	n/a	44	9
Father	n/a	n/a	33	7

Base: All parents in pre wave survey (539); all parents in post wave survey (527); all young people in pre wave survey (469); all young people in post wave survey (508)

The most commonly mentioned place where both parents and young people recalled seeing, hearing or reading advertising, news or information about young people and alcohol was on TV and this is not surprising, given the TV focus of the parents' elements of the campaign. Seven in ten parents (68%) and young people (69%) said that they had seen advertising about young people and alcohol on TV at the post wave and this had increased from around three in five at the pre wave.

The next most frequently mentioned sources of awareness of advertising about young people and alcohol were newspapers, radio and websites for both parents and young people.

Whilst the majority of the responses given by parents and young people at the post wave were broadly consistent with each other, there were some key differences between parents and young people in terms of sources of awareness at the post wave:

- Parents (24%) were more likely to mention the newspaper as a source than young people (17%)
- Young people (25%) were more likely to say they had seen or read something on a website than parents (18%)
- Young people (11%) were more likely than parents (3%) to say they had heard something through another family member



- Young people (9%) were more likely to mention seeing, hearing or reading something at the cinema than parents (5%)

There are some sources for which we might have expected to have seen an increase in levels of awareness based on the campaign activity and which have actually stayed the same or decreased across waves. For example, the largest focus of the young people’s burst that took place from January to March 2010 was the cinema ad. However, awareness of advertising about young people and alcohol via the cinema has significantly decreased from around a quarter (27%) at the pre wave to one in ten (9%) at the post wave amongst young people. Also, despite some online display advertising aimed at young people between January and March 2010, awareness of advertising via any website decreased amongst young people from 57% at the pre wave to 25% at the post wave. These decreases appear to be driven by very high levels of awareness of cinema and online advertising at the pre wave, which can be attributed to the high levels of external noise at that time.

As mentioned earlier in this report, the campaign used different channels to target different quadrants. In terms of the parents’ campaign, the parents’ TV ad was aimed at all parents and therefore as we might expect, there was no difference by parent quadrant in levels of awareness of advertising about young people and alcohol via the TV (Table 8).

%	Target during January-March 2010	Empower	Activate	Relate
TV	All	68	69	68
Radio	Empower	16	20	23
Press	Empower	21	29	23

Base: All parents in post wave survey (527)

The parents’ campaign included radio activity from January to March and this aimed to target the Empower quadrant. However there were no differences in levels of awareness of radio advertising by quadrant.

The press activity from January to March also aimed to target the Empower quadrant, but again, no differences were seen by quadrant in terms of awareness of advertising, news or information about young people and alcohol via newspapers.

In terms of the young people’s campaign, some of the advertising was aimed at all young people whilst some was gender specific. The young people’s advertising was bought against 13 to 15 year olds so it is appropriate to look at differences by gender within years 9 and 10. There were very few differences in levels of awareness of publicity in most media channels by



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gender within age. However, females in years 9/10, who were targeted via teen media, were more likely (19%) to say that they had seen advertising in magazines at the post wave than males (9%). This difference is not significant but gives a good indication of the overall pattern.

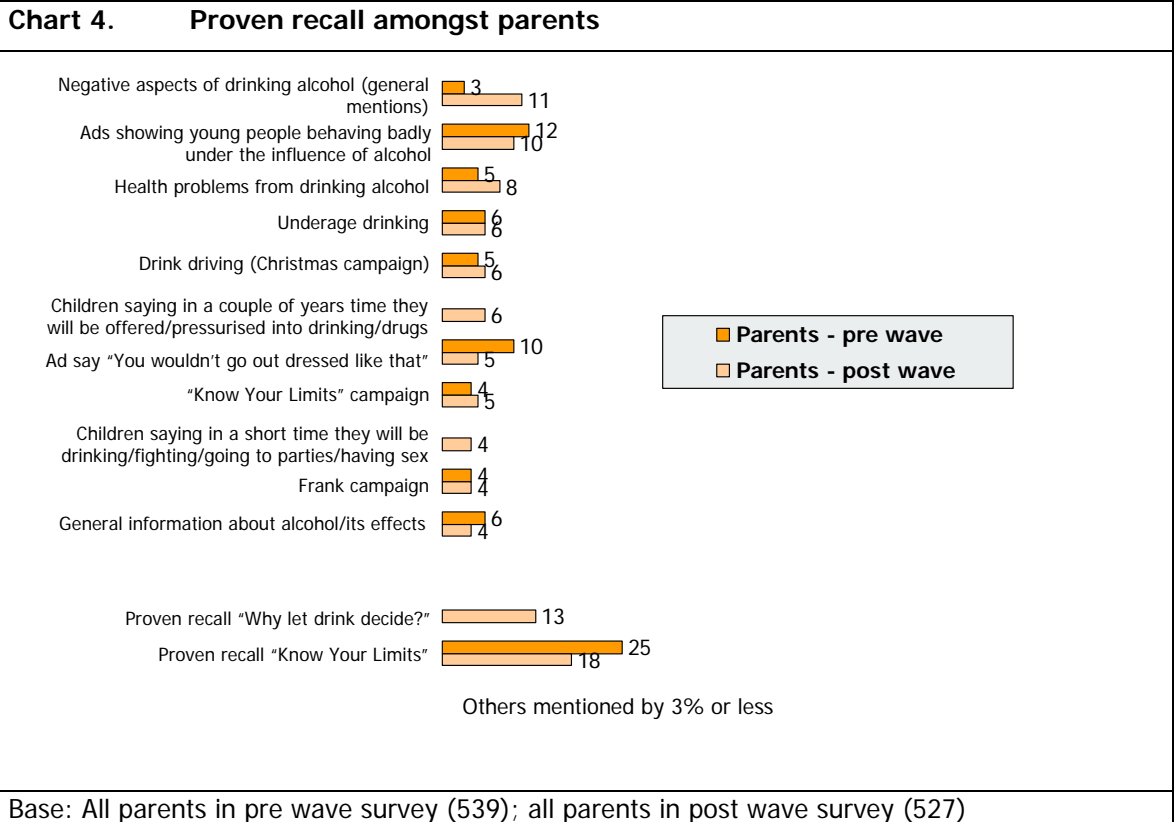
3.1.3 Content and messages of publicity

Content of advertising/publicity

All parents and young people who were aware of advertising or information about young people and alcohol were asked to describe what they had seen, heard or read in their own words. Responses were collected verbatim and were later coded into categories to enable us to determine whether or not they were describing the campaign. This is known as proven recall. Whilst this question was only asked of those who were aware of any advertising, responses have been re-based to give an indication of the reach of the campaign.

Chart 4 shows the responses given to this question by parents. At the post wave, the responses were broadly in line with the pre wave, with the most common descriptions of the advertising at the post wave being:

- Negative aspects of drinking alcohol (11%)
- Ads showing young people behaving badly under the influence of alcohol (10%)
- Health problems from drinking alcohol (8%)



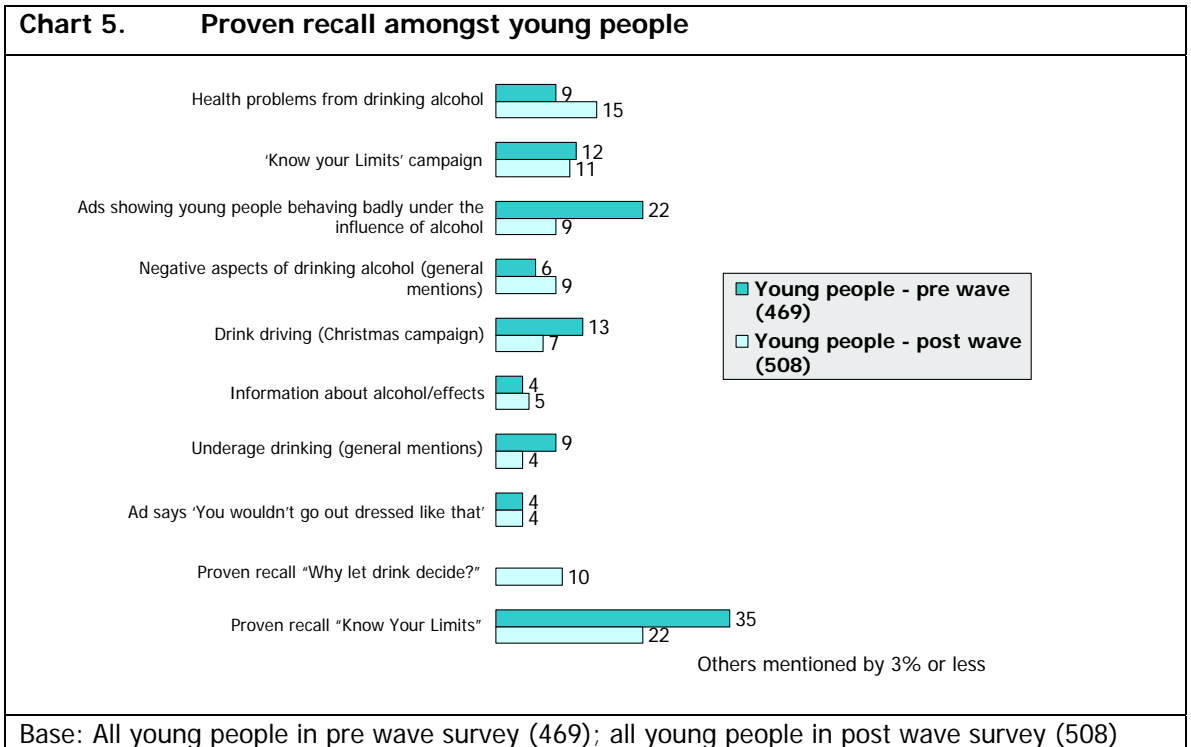
There was a significant decrease in the proportion of parents saying that the ads say "You wouldn't go out dressed like that" from the pre to the post wave (10% to 5%) and this is not surprising given that this describes the "Know Your Limits" campaign which was last aired at the end of 2009.

Proven recall increased significantly as a result of the campaign, with one in eight (13%) parents able to describe some element of the "Why Let Drink Decide?" campaign at the post wave (0% pre wave). There were no differences in levels of proven recall by quadrant but the Pro-active and In Control (18%) and Dismissive and Unconcerned (16%) were the most likely of the segments to describe some element of the campaign.

When asked to describe the advertising they had seen, heard or read, almost a fifth (18%) of parents described the "Know Your Limits" campaign that took place in late 2009. This has decreased significantly from the pre wave (25%) but it is worth noting that parents were still more likely to describe the "Know Your Limits" campaign than the "Why Let Drink Decide?" campaign at the post wave. This is unsurprising given the spend and duration of the "Know Your Limits" campaign over time.



Young people were also asked to describe the advertising they had seen to us in their own words and the responses are shown in Chart 5.



At the post wave, young people were most likely to say that the advertising they had seen showed:

- Health problems from drinking alcohol (15%)
- "Know Your Limits" campaign (11%)
- Negative aspects of drinking alcohol (9%)

Levels of recall were similar to the pre wave but as might be expected, the proportion saying the publicity included "Ads showing young people behaving badly under the influence of alcohol" (part of the Know Your Limits campaign) decreased from the pre (22%) to the post wave (9%).

In line with this, the level of proven recall for the "Know Your Limits" campaign also declined amongst young people, from 35% at the pre wave to 22% at the post wave. In line with the parents' data, the level of proven recall for the "Know Your Limits" campaign amongst young people was higher than the level of proven recall for the "Why Let Drink Decide?" campaign. This is to be expected given that the "Why Let Drink Decide?" campaign was only at the



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launch phase at the time of the interview, whereas the “Know Your Limits” campaign is well established and has had time to build.

Three young people (less than 0.5%) spontaneously described the “Spin the bottle” cinema ad.

Proven recall of “Why Let Drink Decide?” increased as a result of the campaign, with one in ten (10%) young people describing some element of the campaign at the post wave. Proven recall was highest amongst:

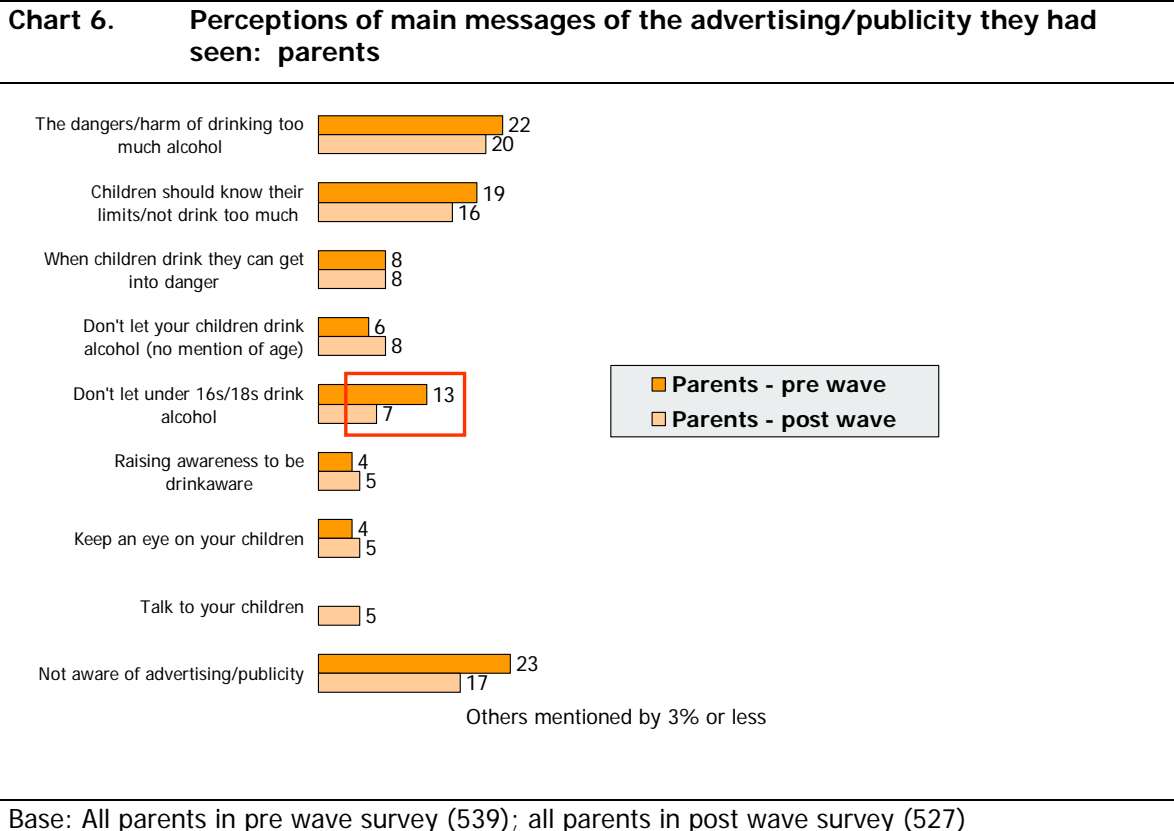
- Females (13% compared with 7% males)
- The quadrant for whom policy will be the focus (19% compared with 9% amongst the quadrant to be communicated with directly through the young people’s campaign and 8% to be communicated with through the parents’ campaign)

The advertising for the young people’s campaign was bought against a target audience of 13 to 15 year olds, and therefore it might be expected that the level of proven recall would be higher amongst young people in years 9 and 10. However, there were no differences in levels of proven recall by year group (11% years 9/10, 9% years 11/12, 10% year 13), though females in years 9 and 10 were the most likely to be able to describe some element of the campaign (17%).

Main messages of advertising/publicity

All parents and young people who were aware of any advertising or publicity were then asked what they thought it was trying to tell them. Responses were collected as verbatim and later coded into categories. Again, responses have been rebased on everyone to allow us to understand what proportion of all parents and young people were exposed to the messaging used in the campaign.

Chart 6 shows what parents thought the advertising was trying to tell them. Responses given by more than 3% are shown in the chart. The responses given were fairly consistent across both waves, with the most commonly mentioned messages at the post wave being the dangers/harm of drinking too much alcohol (20%) and that children should know their limits/not drink too much (16%).



One in twenty (5%) parents said that the ads were telling them to talk to their children about alcohol. As you might expect given the strong message on the TV ad about talking to your children about alcohol before it becomes a problem, and recognisers of the TV ad (7%) were more likely to mention this than non recognisers (1%).

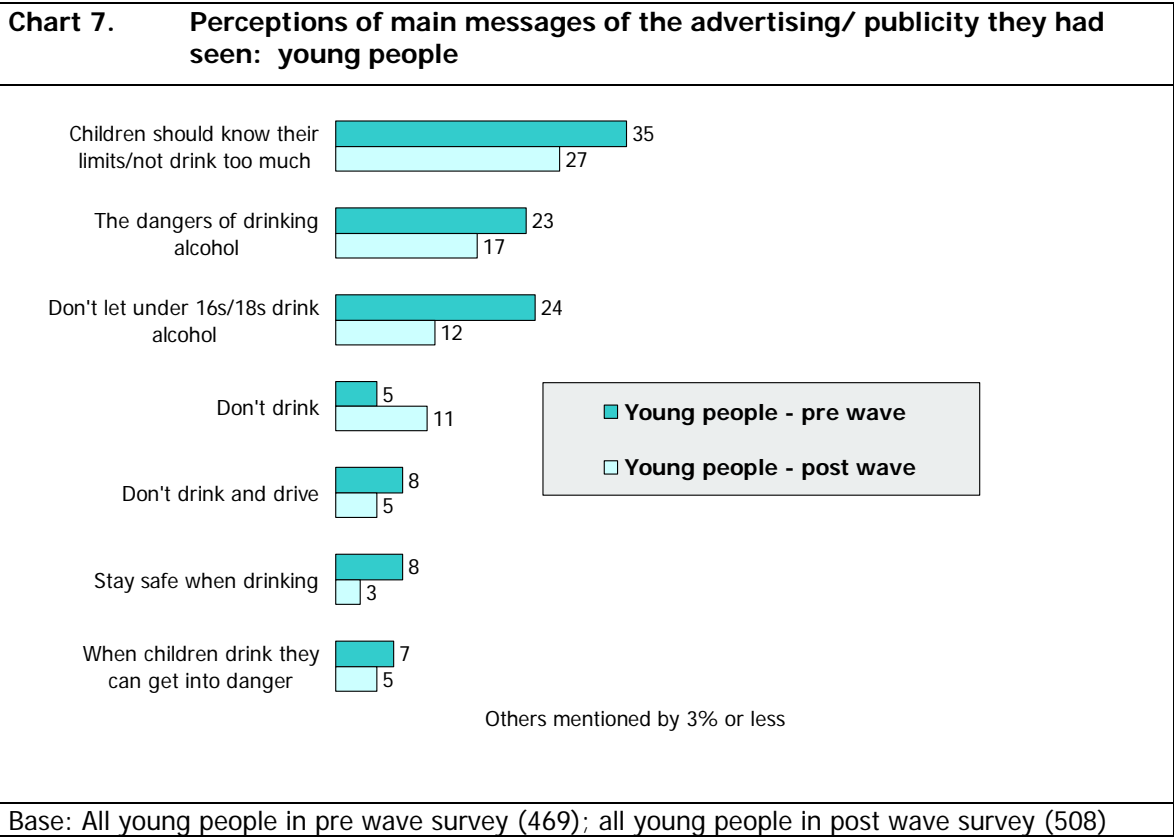
There were no differences by quadrant in the proportion who said that the ads were telling them to talk to their children about alcohol and this is to be expected given this message was strongly conveyed in the TV ad, which was targeted at all quadrants. It might be expected that the Activate quadrant would be more receptive to this message than the other quadrants given that they recognise the risk that alcohol poses to young people and have already talked to their child about alcohol, but at this point in time, there is no evidence to support this assertion.

At the post wave, 7% of parents said the advertising they had seen was telling them that under 16s/18s should not drink alcohol. This has decreased significantly from one in eight (13%) at the pre wave; as might be expected given that this message describes the CMO



guidance that was launched in late 2009 and therefore would have been more top of mind at the pre wave survey which took place in January 2010.

Young people were also asked what they thought the advertising or publicity they had seen was trying to tell them and a breakdown of the responses given can be seen in Chart 7. Responses have been re-based on all to allow us to identify what proportion of all young people were exposed to the messaging and only responses given by more than 3% are displayed in the chart.



The messages mentioned by young people were similar at both waves, although most were less likely to be picked up at the post wave which reflects the slightly lower levels of awareness at the post wave. The most common mentions at the post wave were that that children should know their limits (27%), the dangers of drinking alcohol (17%) and not letting under 16s/18s drink alcohol (12%).

At the post wave, 2% of young people said that the advertising they had seen told them that young people should not drink alcohol at all.



3.2 Recognition of the advertising

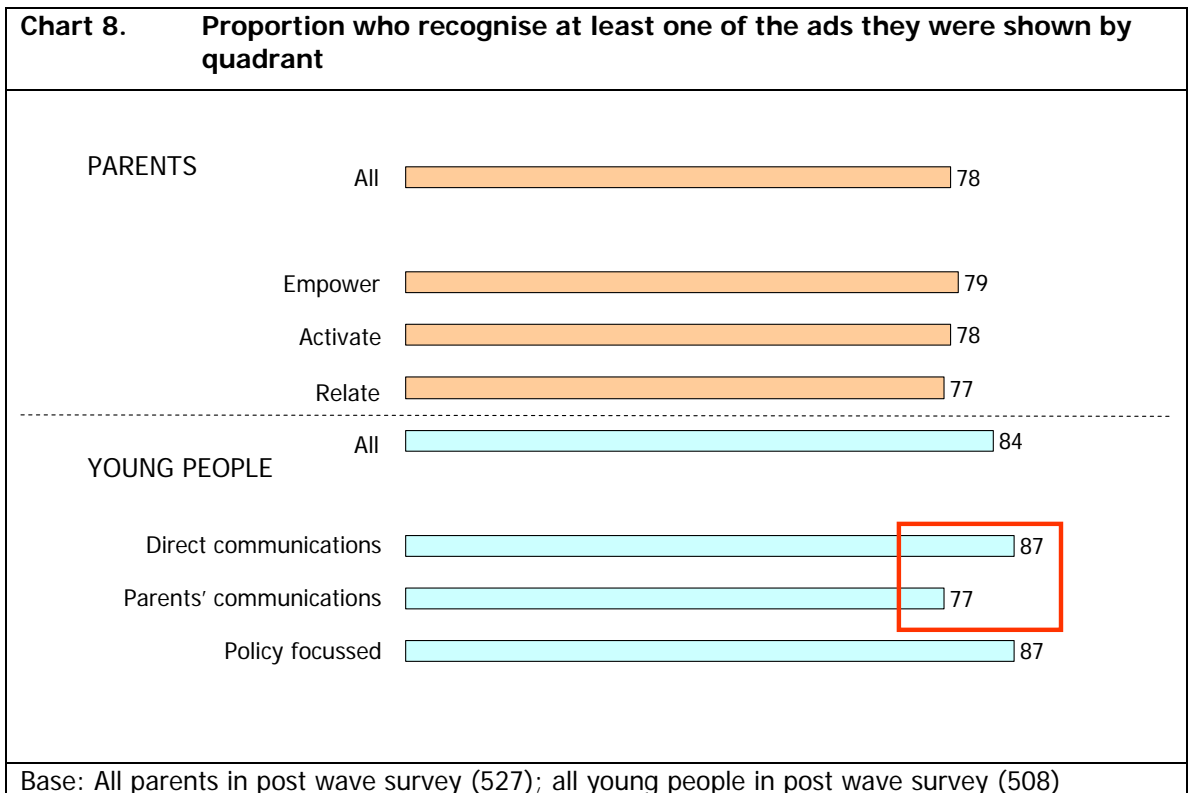
3.2.1 Recognition of any campaign materials

All parents and young people were shown a number of ads during the post wave interview and were asked whether they had seen any of these recently.

The ads shown/played during the interview are listed in Table 9:

Table 9. Ads shown/played during the interview		
Media	Parents	Young people
TV	✓	✓
Online	✓	
Radio	✓	
Poster		✓
Press	✓	
Cinema	✓	✓
Advertorials		✓
Stills of the "It's no joke" ads		✓

Chart 8 shows the proportion of parents and young people who recognised at least one of the ads they were shown, and breakdowns by quadrant are also shown in the chart.





Overall, four in five (78%) parents recognised at least one of the ads they were shown. Whilst levels of recognition were similar across all quadrants (Empower 79%, Activate 78%, Relate 77%), levels of recognition were highest amongst the following groups:

- Mothers (85% compared with 69% fathers)
- White parents (80% compared with 63% of EM parents)
- Under 45s (82% compared with 72% of those aged 45 and over)
- Those whose child has drunk alcohol (84% compared with 75% of those whose child has not drunk alcohol)

This should be borne in mind throughout this section as it appears to be a recurring pattern. Mothers, white parents, those under the age of 45 and those whose child has ever drunk alcohol are seemingly the most likely to have been exposed to the campaign; perhaps a combination of it being more on their radar than those whose child has not drunk alcohol and the fact that these groups may be more likely to be exposed to the ads given the channels used, e.g. mothers may have had more exposure to the TV ad as a result of its media placement.

Amongst young people, 84% recognised at least one of the ads they were shown and this was very similar to the level of recognition amongst parents (78%); positive given the balance of spend across the two campaigns. As might be expected given the campaign was aimed directly at them, the group to be targeted through the young people's campaign (87%) were more likely to recognise any of the ads they were shown than the groups to be targeted through the parents' campaign (77%) (Chart 8). There were no differences in levels of recognition by age but in line with parents, levels of recognition were highest amongst the following groups:

- White respondents (86% compared with 73% EM respondents)
- Those who have drunk alcohol (89% compared with 74% of young people who have not drunk alcohol)

Looking at levels of recognition alone does not provide the full picture as it fails to take into account the level of spend for that particular burst of activity. Therefore it is useful to examine recognition as a proportion of spend (Table 10). The level of spend on the burst of advertising that took place from January to March 2010 for the parents' campaign was £2.1 million and this produced a level of recognition of 78%. If £1 million had been spent, this would have yielded a level of recognition of 37%. This is a positive level of recognition per £1 million spent and compares well to other TV led campaigns that we have tracked, especially given that this



is the launch phase of this campaign and it can take a while for campaigns to build momentum.

	Parents	Young people
Recognise any	78%	40%
Campaign spend for period January to March 2010 (£ million)	£2.1	£0.712
Recognition per £1 million spent	37%	56%

Base: all parents in post wave survey (527); all young people in post wave survey (508)

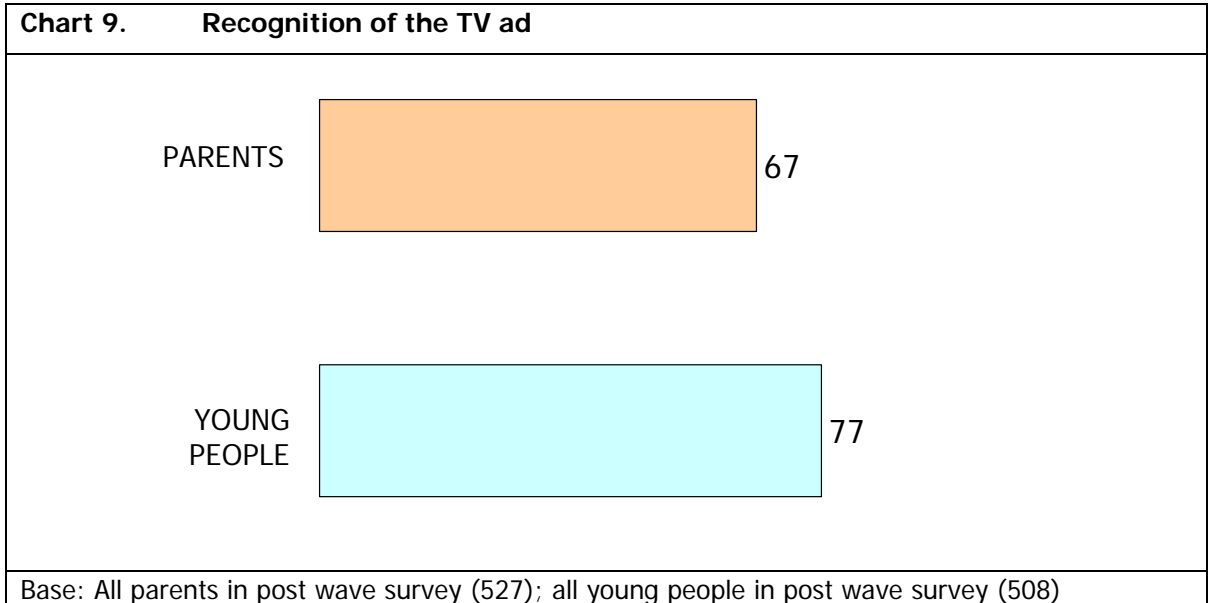
In terms of the young people’s campaign, in total, £0.712million was spent for the burst that was aired from January to March 2010 and yielded a 40% level of recognition of the young people’s campaign materials only. Therefore, had £1million been spent, a level of recognition of around 56% would have been expected. This is a high level of recognition per £1million spent, particularly for a launch phase but whilst recognition as a proportion of spend is a useful measure, it should be treated as indicative only.

3.2.2 Recognition of parents’ campaign materials

TV ad

All parents were shown a number of campaign materials during the interview which were aimed specifically at targeting parents and were asked if they had seen or heard any of these recently. This section of the report analyses levels of recognition for the parents’ campaign materials.

To begin with, all parents were shown the TV ad and were asked whether they had seen it before. Despite the TV ad being aimed at parents, young people were also shown the TV ad during their interview to allow us to determine the level of crossover between the two campaigns and audiences. The proportions of parents and young people who recognised the TV ad are shown in Chart 9.



Two thirds (67%) of parents recognised the TV ad when they were shown it. The following groups were the most likely to recognise the TV ad:

- Mothers (73% compared with 59% fathers)
- White parents (71% compared with 34% of EM parents)
- Under 45s (72% compared with 59% of those aged 45 and over)
- Those whose child has drunk alcohol (77% compared with 62% of those whose child has not drunk alcohol)

This is similar to the pattern for those who recognise any of the ads they were shown and is not surprising given that TV is clearly having a big impact on overall recognition: 86% of ad recognisers said that they had seen the TV ad before.

There were no differences in recognition of the TV ad by parent quadrants.

Around £1.4 million was spent on the TV ad, yielding a level of recognition of 67% amongst parents. Therefore, had £1 million been spent, we would expect the level of recognition to be around 48%. This suggests that the TV ad is performing slightly better than the parents' campaign as a whole (37% per £1 million spent).

Despite the fact that it was not aimed directly at them, significantly more young people (77%) said they recognised the TV ad than parents (Chart 9). In a similar pattern to parents, those who were most likely to say they have seen the TV ads were:

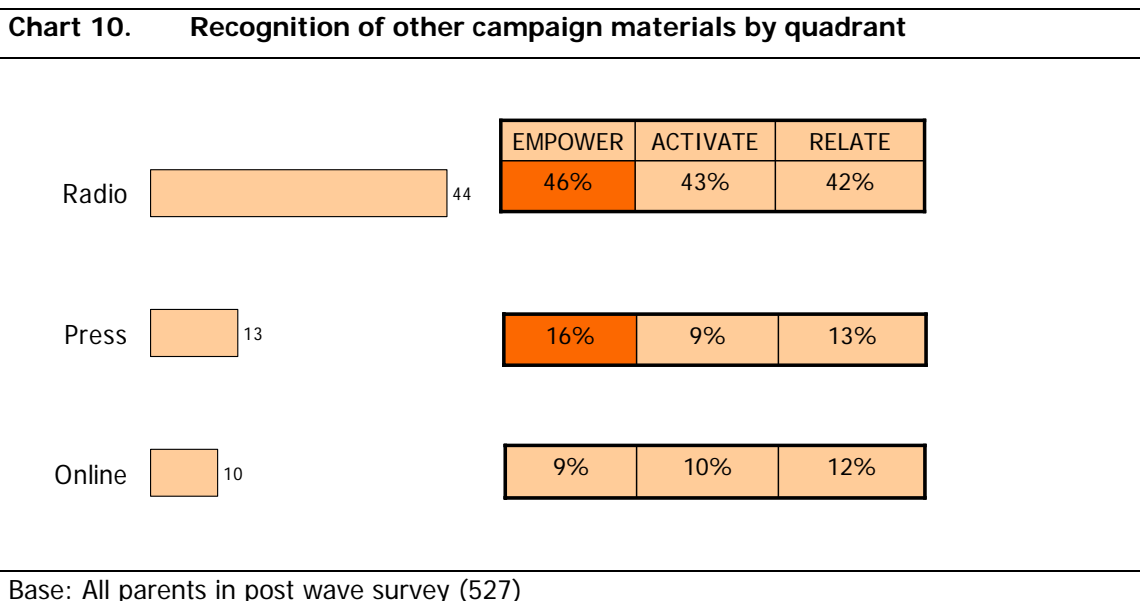


- White respondents (81% compared with 58% EM respondents)
- Those who have drunk alcohol (83% compared with 64% of those who have not drunk alcohol)

Looking at the young people’s quadrants, the group to be targeted through the parents’ campaign were in fact the least likely to recognise the parents TV ad (67% compared with 79% of the group for Direct communications and 86% for whom policy will be the focus), as might be expected given they were the quadrant least likely to recognise any of the ads they were shown.

Other materials

All parents were also asked whether they recognised the radio, press and online ads that formed part of the campaign (Chart 10).



Just over two fifths (44%) of parents said that they recognised the radio ad when they were played it during the interview. The radio advertising was aimed at the Empower quadrant (as shown by the darker orange highlighting in Chart 10) during the January to March 2010 burst of advertising. However, there were no differences in levels of recognition of the radio ad by quadrant.

One in eight (13%) parents recognised the press ad when they were shown it. The press advertising was also aimed at the Empower quadrant during the early 2010 burst and this quadrant was the most likely to recognise this ad (16%).

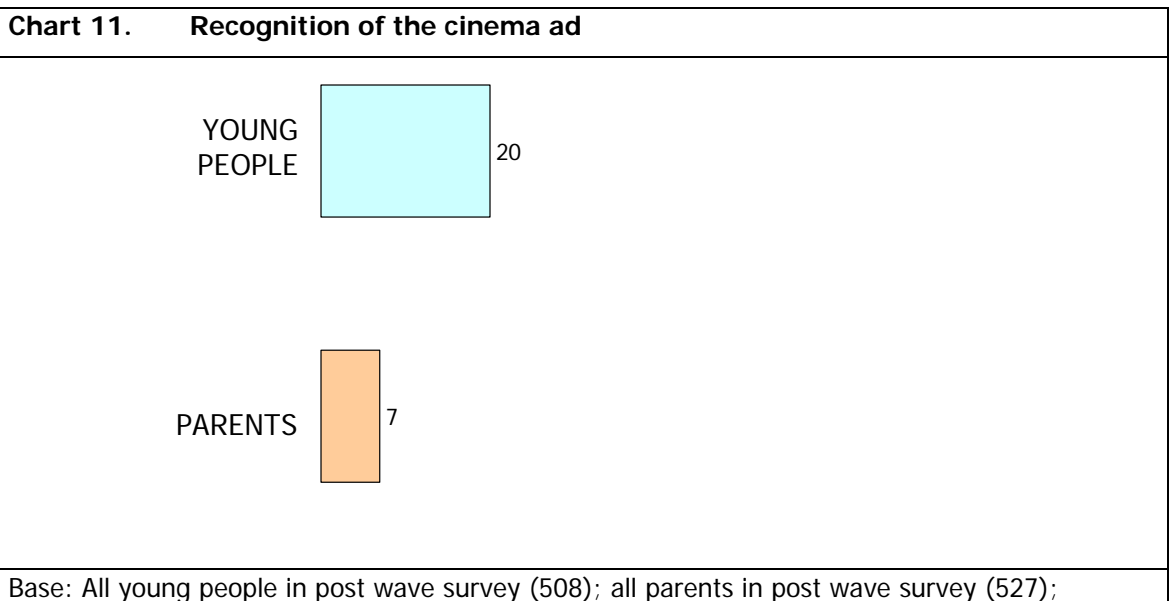


Parents were also shown stills of the online ads and one in ten (10%) said that they had seen them before. At the time of the interview, there had been general online advertising but none which was targeted at specific quadrants. This is reflected in similar levels of recognition across all quadrants.

3.2.3 Recognition of young people’s campaign materials

Cinema ad

The cinema ad formed an essential part of the launch phase of the young people’s campaign and all young people were shown this in full during the interview and were asked if they had seen it before. Parents were also shown it during their interview, again as a means of identifying what level of crossover there might be between the two campaigns.



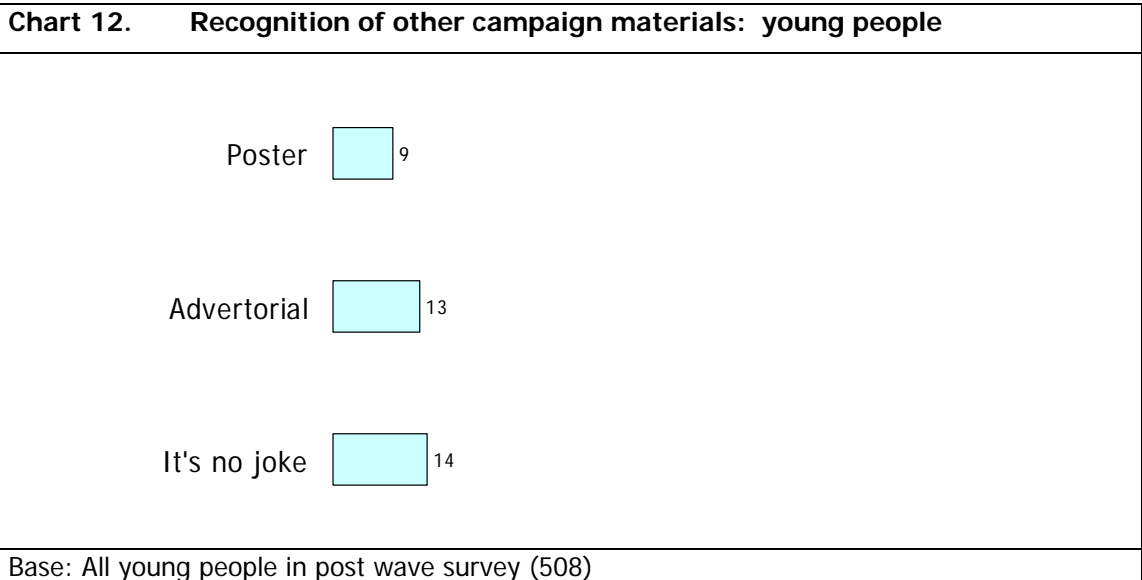
One in five (20%) young people recognised the cinema ad when they were shown it and 7% of parents recognised it. There were no differences by subgroups for young people or parents.

A total of £265,000 was spent on the cinema ad, which yielded a level of recognition of 20%. Therefore, had £1 million been spent, we would expect the level of recognition to be around 75%, indicating that the cinema ads have been efficient in reaching this audience in a cost effective manner.

Other materials



All young people were also shown the poster ad, the advertorial and stills of the “It’s no joke” online films and were asked whether they had seen these before. Chart 12 shows the proportion of young people who recognised each of the materials they were shown.



One in ten (9%) young people recognised the poster ad they were shown. There were no differences in levels of recognition by subgroups and whilst the posters were shown in cinemas, the level of recognition was not significantly higher amongst recognisers of the cinema ad (12%).

One in eight (13%) recognised the advertorial they were shown. The advertorials were aimed at girls and as might be expected, girls (16%) were slightly more likely to say they had seen this ad than boys (11%). This difference is not statistically significant and therefore should be treated as indicative only.

Finally, all young people were shown stills of the “It’s no joke” activity and 14% said that they had seen it before. There were no differences by subgroups in levels of recognition of the “It’s no joke” activity.

3.3 Views of the advertising

After being shown the ads, all parents and young people were asked for their views of what they had just been shown to understand how the campaign was being received and whether the messages that it was trying to convey were resonating amongst the target audience.



3.3.1 Parents

Parents were read a number of statements about the ads they had been shown and were asked how much they agreed or disagreed with each one. Table 11 shows the level of agreement (definitely agree or agree) with each statement and analyses level of agreement by recognition of the ads. Significant differences between ad recognisers and non-recognisers are shaded in the table.

Table 11. Levels of agreement with statements about the ads by ad recognition: parents			
%	All	Recognise any campaign ads	
		Yes	No
These ads showed that parents should speak with children about alcohol before it becomes a problem	87	90	78
These ads told me it's not too early to speak with <child> about alcohol	73	75	64
These ads told me that alcohol is a more serious problem for young people than I thought	60	62	54
These ads made me think that I should speak with <child> about alcohol	53	53	50
Base: all parents in post wave survey (527); all parent ad recognisers (426); all parent non recognisers (101)			

Nine in ten (87%) parents agreed, with a third (35%) definitely agreeing, that the ads showed that parents should speak with their child(ren) about alcohol before it becomes a problem. There were no differences by quadrant but ad recognisers (90%) were more likely to agree with this statement than non recognisers (78%), suggesting that repeated exposure to the campaign is key in strengthening this message in parents' minds.

Three quarters (73%) of parents agreed that the ads told them that it was not too early to speak to their children about alcohol. Activate was the most likely quadrant to agree with this (81% compared with 69% of both Empower and Relate). As with the first statement, ad recognisers (75%) were more likely to agree than non recognisers (64%) and this further supports the view that repeated exposure to the ads are important in portraying key campaign messages.

Three in five (60%) parents agreed that the ads told them that alcohol is a more serious problem for young people than they thought, with one in five (20%) definitely agreeing. Levels of agreement with this statement did not differ by whether the parent recognised the ads (62%) or not (54%), suggesting that this message is being picked up on first exposure to the campaign.



GfK NOP

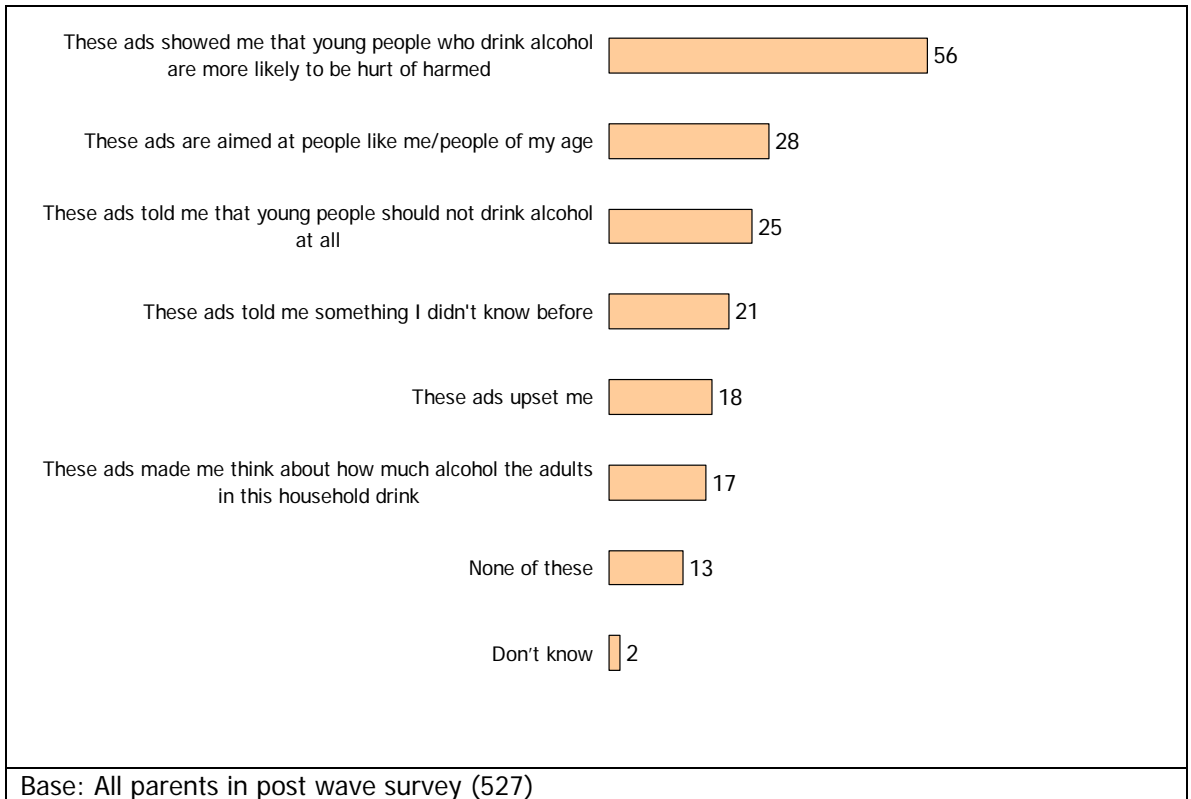
Half (53%) of parents agreed that the ads made them think that they should speak to their child about alcohol: this is one of the core outcomes for the campaign. The groups most likely to agree with this statement were:

- Mothers (59% compared with 44% fathers)
- Those who think their child is at high risk of being hurt or harmed (73% compared with 47% of those who think their child is at low risk)
- All parents were shown a list of statements about the advertising they had just seen and were asked which they thought applied to the ads they had just seen.

Over half (56%) thought the ads showed that young people who drink alcohol are more likely to be hurt or harmed (Chart 13), which is positive given that the campaign is attempting to raise awareness of the risks of youth drinking. Three in ten (28%) thought the ads were aimed at people like them and a quarter (25%) said that the ads showed that young people should not drink alcohol at all. This again is positive given that the campaign is ultimately aiming to impact upon the drinking behaviour of young people, but there is still room for improvement. Just under one in five (18%) said that the ads upset them.

The campaign also aimed to encourage parents to manage alcohol consumption in their family environment and 17% said the ads made them think about how much alcohol the adults in the household drink: this is positive, though there is also room for movement on this measure.

Chart 13. Views of the advertising amongst parents



It is also useful to look at views of the advertising by ad recognition as this enables us to understand the impact exposure to the campaign is having on views of the advertising (Table 12). Significant differences between recognisers and non-recognisers are shaded in the table.

%	Recognise any campaign ads	
	Yes	No
The ads told me that young people who drink alcohol are more likely to be hurt or harmed	61	39
The ads told me that young people should not drink alcohol at all	29	14
The ads are aimed at people like me	28	28
The ads told me something that I didn't know before	20	22
The ads upset me	20	9
The ads made me think about how much alcohol the adults in this household drink	19	10
None of these	12	14
Don't know	1	4

Base: all parent ad recognisers (426); all parent non recognisers (101)

There were some key differences in views of the advertising by recognition. Ad recognisers were more likely to say:



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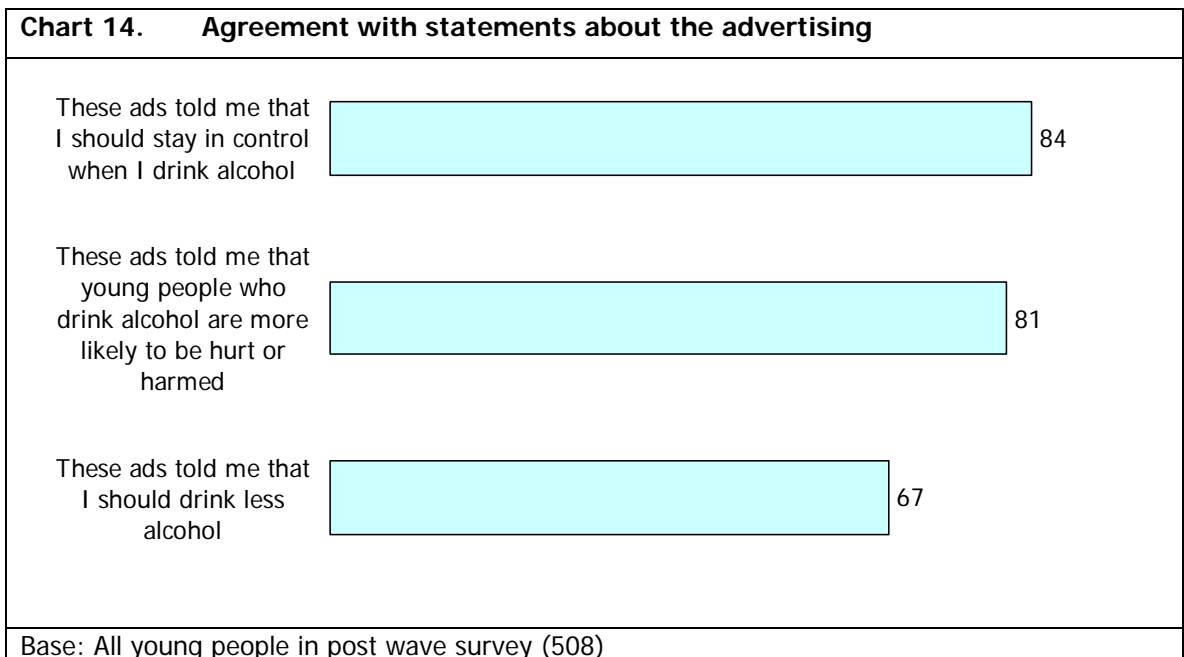
- The ads told them that young people who drink alcohol were more likely to be hurt or harmed (61% compared with 39% of non-recognisers)
- The ads told them that young people should not drink alcohol at all (29% compared with 14% of non-recognisers)
- The ads upset them (20% compared with 9% of non-recognisers)
- The ads made them think about how much alcohol the adults in the household drink (19% compared with 10% of non-recognisers)

This suggests that the campaign is key in driving these messages forward.



3.3.2 Young people

Young people were also read a number of statements and asked how much they agreed or disagreed with each one. The proportion agreeing with each statement is shown in Chart 14.



Over four in five (84%) agreed that the ads told them that they should stay in control when they drink alcohol; positive given the DCSF’s vision to maximise the number of young people in England who grow up to have a safe and sensible relationship with alcohol. Levels of agreement were higher amongst the quadrant that was being targeted with Direct communications (85%) and those being targeted through the parents’ campaign (87%) than those for whom policy will be the focus (71%).

One might expect that the message about staying in control when drinking alcohol would resonate better amongst the young people who were already drinking alcohol. However, positively, the level of agreement with this message was the same amongst those who have drunk alcohol (83%) and those who have not drunk alcohol (86%), suggesting that if non-drinkers do start drinking alcohol in the future the majority will be aware of the need to stay in control.

Four in five (81%) young people agreed that the ads told them that young people who drink alcohol are more likely to be hurt or harmed. Levels of agreement were highest amongst:

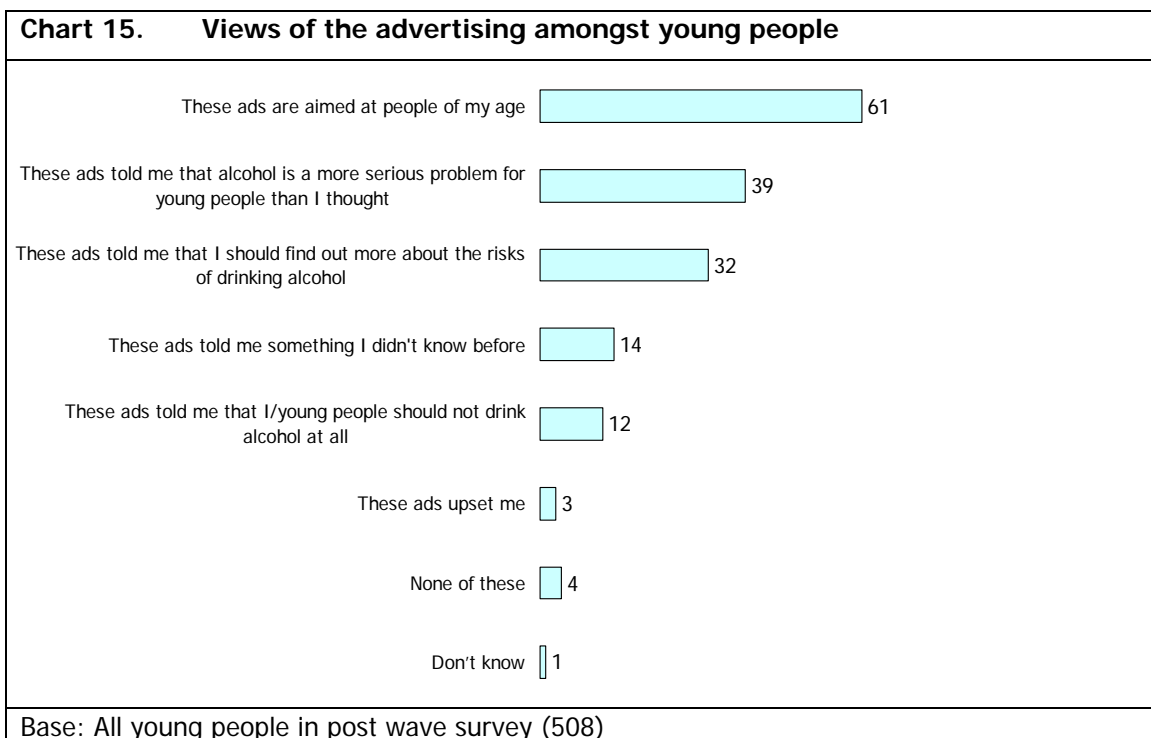
- Young people who have not drunk alcohol (92% compared with 76% of those who have drunk alcohol)



- Those who are not allowed to drink alcohol at all (90% compared with 77% of young people who do not have any rules about alcohol)
- The quadrant to be targeted through the parents' campaign (94% compared with 81% of the group for Direct communications and 59% of the group for whom policy will be the focus)

Two thirds (67%) of young people agreed that the ads told them that they should drink less alcohol. There were no differences in levels of agreement by quadrant or ad recognition. The group most likely to agree that the ads said they should drink less alcohol was young people who had not drunk alcohol (74%) compared with 64% of those who had drunk alcohol.

As with parents, all young people were shown a list of statements and asked which they thought applied to the ads they had just seen and the responses can be seen in Chart 15.



Three in five (61%) young people thought that the ads were aimed at people of their age. As might be expected, a higher proportion of older respondents (65% of those in year 11-13) thought the ads were aimed at people of their age than younger respondents (55% of those in year 9-10), perhaps because the younger respondents do not think it is on their radar yet.



In line with this, young people who have drunk alcohol (64%) were more likely to agree with this than young people who have not drunk alcohol (54%). These patterns are as might be expected given the link between age and alcohol consumption: a significantly greater proportion of older respondents have drunk alcohol (79% of those in year 11-13) than younger respondents (53% of those in years 9-10).

Overall, the proportion of young people who thought that the ads were aimed at them (61%) was much higher than the proportion of parents who thought that the ads were aimed at them (28%). This may be attributed to the parents' sample being parents of younger children, those in year 6 to 10, and it is not on their radar as much yet as it is for young people themselves who are in years 9 to 13 (33% of parents said that their child has ever had an alcoholic drink compared with 69% of young people suggesting that young people may indeed feel the ads are more relevant to them than parents).

Two in five (39%) thought the ads showed that alcohol is a more serious problem for young people than they thought. This was highest amongst the group to be targeted through the parents' campaign (43%) and the group for direct communication (41%) compared with just 19% amongst the group for whom policy will be the focus, suggesting that more could be done from a policy perspective to drive this message forwards.

A third (32%) said that the ads made them think that they should find out more about the risks of drinking alcohol and this was highest amongst older respondents (36% amongst those in years 11-13 compared with 27% of those in years 9-10) but there was no difference in the proportion who said the ads made them think they should find out more about the risks by whether they had drunk alcohol (32%) or not (35%).

Just 3% of young people said that the ads upset them and this is much lower than the proportion of parents (18%) who said the same thing.

There were also differences in views of the advertising by ad recognition (Table 13: significant differences between recognisers and non-recognisers are shaded). In general, ad recognisers were more likely to pick up on core campaign messages whilst non-recognisers, who were more likely to have not drunk alcohol, were more likely to take out the message telling them to continue not drinking alcohol:

- Ad recognisers (42%) were more likely to say that alcohol is a more serious problem for young people than they thought than non recognisers (22%)
- Non recognisers (22%) were more likely than recognisers (12%) to say that the ads told them something they didn't know before, suggesting that ad recognisers had already taken in information when they were previously exposed to the ads.



%	Recognise any campaign ads	
	Yes	No
The ads are aimed at people of my age	63	52
The ads told me that alcohol is a more serious problem for young people than I thought	42	22
The ads told me that I should find out about the risks of drinking alcohol	34	23
The ads told me something that I didn't know before	12	22
The ads told me that I should not drink alcohol at all	11	18
These ads upset me	2	6
None of these	3	8
Don't know	1	2
Base: all young people who recognise any ad (425); all young people who do not recognise any ad (83)		

3.3.3 Call to action

All parents and young people were shown a list of actions that they could have taken as a result of seeing the campaign. Ad recognisers were asked which of these actions they had taken, if any, as a result of seeing the campaign and everyone was asked which of the actions they were planning on taking. These were added together to enable us to see what proportion of parents and young people had taken or were planning on taking each of the specific actions. Of the actions shown to respondents, the key actions the campaign was attempting to increase were conversations between parents and young people about young people and alcohol and rule setting.

Table 14 shows the proportion of parents and young people who had taken or were planning on taking any of the actions listed. The data for the individual questions, i.e. actions taken and actions likely to take, can be found in the appendices (section 9.4).



Table 14. Call to action: actions taken/planning on taking

% have done/likely to do as a result of seeing the ads	Parents	Young people
TAKEN/PLANNING TO TAKE ANY ACTION	76	71
Had a conversation with my friends about drinking alcohol/spoke with a friend	10	32
Discussed the ads with my friends	13	31
Discussed the ads with my parents/child	44	21
Had a conversation with my parents/child about drinking alcohol	45	17
Talked to my parents about rules for drinking alcohol/set rules for my child about drinking alcohol	26	15
Talked with another parent about young people drinking alcohol	16	n/a
Visited the website mentioned in the ads	10	14
Looked for other information about alcohol/young people and alcohol	9	8
Suggested that my parents/child visits the website	9	2
Spoke with a teacher about drinking alcohol	n/a	6
Spoke with a GP/doctor/nurse/other health professional	3	3
Other	3	2
Nothing	16	9
Base: All parents in post wave survey (527); all young people in post wave survey (508)		

Three quarters (76%) of parents said that they had taken or were planning on taking at least one action as a result of seeing the ads. The groups most likely to have taken or be planning on taking any action as a result of seeing the ads were:

- Those who think their child is at high risk of being hurt or harmed by alcohol (92% compared with 74% of those who think their child is at low risk): as we might expect, those who feel their child is at risk, may have picked up on the messaging in the ads and be more likely to take action than those who do not feel their child is at risk
- Parents whose children were not allowed to drink any alcohol at all (85% compared with 65% amongst parents who do not set their children rules about alcohol)
- Mothers (81% compared with 70% fathers)
- Ad recognisers (79% compared with 67% of non-recognisers), suggesting that exposure to the campaign is key in driving these outcome measures forward

This indicates that the call to action is most commonly picked up on amongst those who are already displaying good behaviours surrounding young people and alcohol, such as setting rules.



Looking at individual actions, parents were most likely to say that they had talked or were going to talk with their child about drinking alcohol (45%) or that they had discussed/were going to discuss the ads with their child (44%). A quarter (26%) of parents said that they had or would set rules for their child about drinking alcohol as a result of seeing the ads.

Seven in ten (71%) young people said that they had taken or were planning on taking at least one action as a result of seeing the ads and this was similar to the proportion of parents that were going to take any action (76%). Levels of call to action for young people were highest amongst:

- Young people who have not drunk alcohol (78% compared with 68% of those who have drunk alcohol)
- Those who parents set them rules about alcohol (75% compared with 58% of those whose parents do not set them rules)

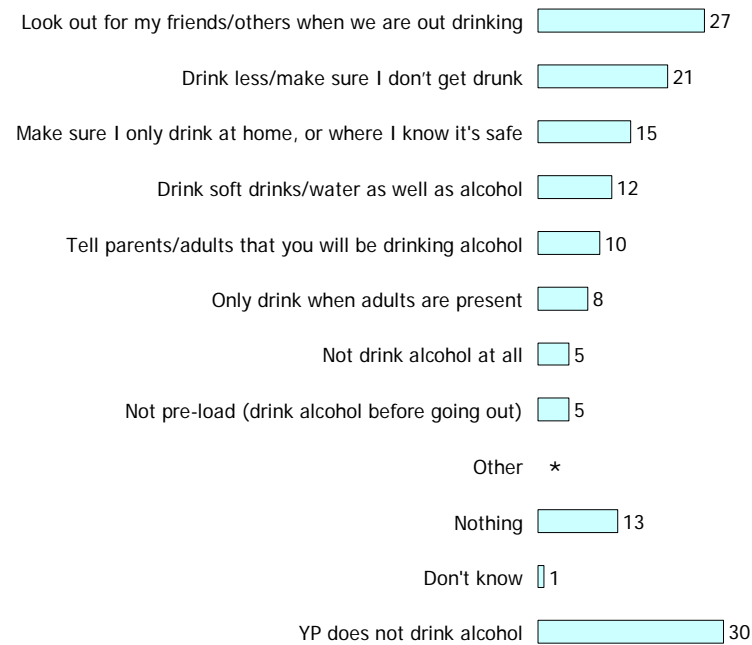
This suggests that, in line with the parents' data, young people who are already demonstrating good attitudes and behaviours to alcohol were most likely to have taken or be planning to take action as a result of the campaign.

Moreover, it appears that response to the call to action increased as more ads were recognised: 83% of those who recognise 3 or more ads were planning on taking or had taken any action compared with 78% of those who recognised two ads, and 65% of those who recognised just one ad. This suggests that using a mix of channels is definitely beneficial for this campaign.

While parents were most likely to say they would speak to their child about alcohol as a result of seeing the ads, young people were more likely to say they had/would discuss alcohol with their friends (32%) than with their parents (17%).

Young people who had drunk alcohol were shown a list of a number of alcohol specific measures they could take and were asked which of these measures they were likely to take as a result of seeing the campaign. The responses are shown in Chart 16.

Chart 16. Alcohol specific actions likely to take as a result of the advertising



Base: All young people in post wave survey (508)

Just over half (55%) of young people said that they were planning on taking at least one alcohol specific action as a result of seeing the ads.

The most commonly mentioned actions that young people said they were going to take as a result of seeing the ads were:

- Looking out for their friends/others when they are out drinking (27%)
- Drinking less/making sure they don't get drunk (21%)
- Only drink at home/where they know it is safe (15%)

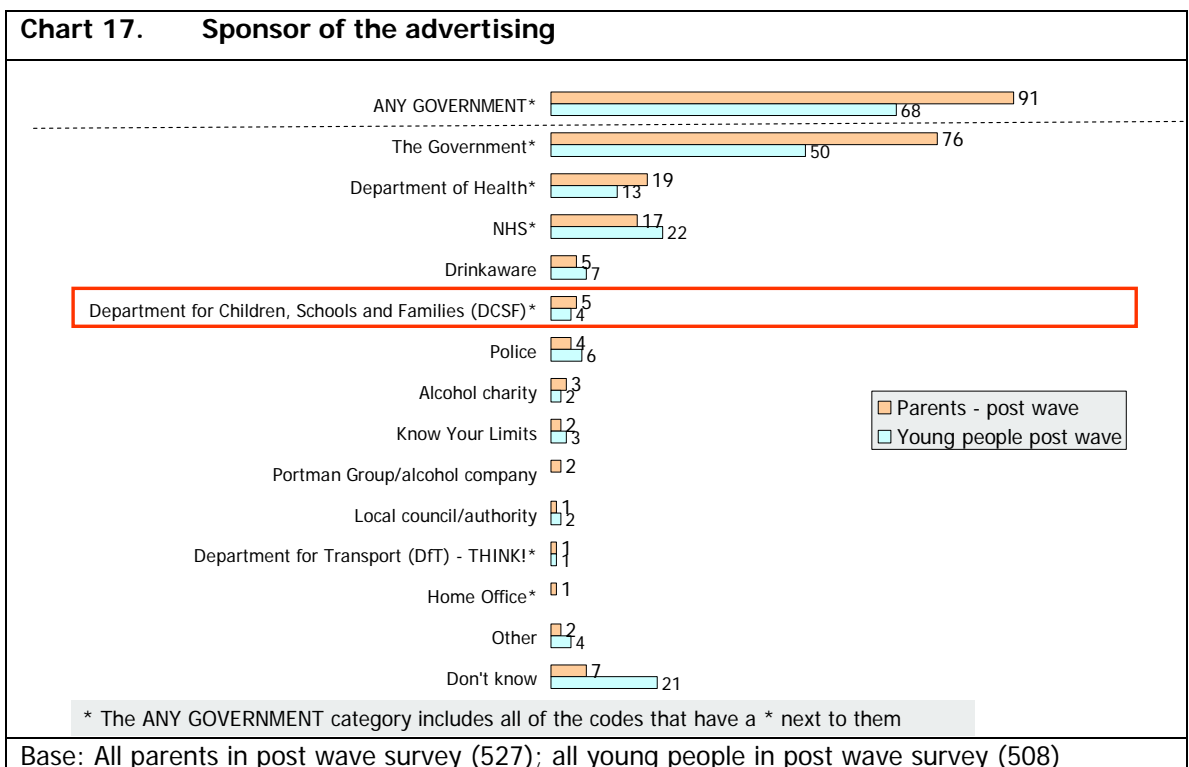
One in twenty (5%) said that they were not going to drink alcohol at all as a result of seeing the ads. This was highest amongst the group to be targeted through Direct communications (7%) and for policy being the focus (6%) compared with none of those being targeted through the parents' campaign: unsurprising given that the parents' campaign aimed to target parents of young children and none of them had ever drunk alcohol.

Responses to this question differed somewhat by age with older respondents more likely to say that as a result of the campaign they would:

- Look out for my friends/others when I am out drinking (33% year 13 compared with 14% years 9-10)
- Drink less/make sure don't get drunk (25% year 13 compared with 14% those in years 9-10)
- Not pre-load, i.e. drink alcohol before going out (12% year 13 compared with 2% years 9-10).

3.4 Sponsor of the advertising

After seeing the ads, all parents and young people were shown a list of organisations and were asked who they thought the advertising they had just seen was from. It is useful to determine whether people think the ads are sponsored by the Government as this can impact on reactions to the campaign and its messaging. Chart 17 shows the responses given.



Just one in twenty parents (5%) and young people (4%) correctly identified that the ads had come from the DCSF. The most common response given was 'the Government' (mentioned by 76% of parents and 50% of young people), and over nine in ten (91%) parents and seven in ten (68%) young people mentioned any government source, as indicated by a * on the chart.



There were no differences in response to the advertising or messaging based on perceptions of its source, indicating that the campaign is working well on this level.

3.5 Summary

3.5.1 General summary

Levels of awareness of the campaign were high amongst both parents and young people: at the post wave, the level of total awareness amongst parents was 83% and young people 86%. Levels of spontaneous awareness increased significantly from the pre wave but there had not been any significant increases in levels of total awareness, amongst both parents (pre 77%, post 83%) and young people (pre 92%, post 86%), since the pre wave. The absence of any increase in the level of total awareness at the post wave is due to the high levels of external noise at the pre wave, resulting in inflated pre wave figures, rather than the campaign not having made an impact.

As might be expected, proven recall of the “Why Let Drink Decide?” campaign increased at the post wave, for both parents (pre 0%, post 13%) and young people (pre 0%, post 10%) but proven recall of the “Know Your Limits” campaign was higher (parents post 18%, young people post 25%), despite last being aired in 2009.

Levels of ad recognition were high at the post wave: 78% of parents and 84% of young people recognised at least one of the ads they were shown. There was a fair amount of crossover between the two campaigns but particularly for the parents’ campaign, with 77% of young people saying they had seen the TV ad that was aimed at parents. The ratio of recognition as a proportion spend was high and suggests that the campaign is performing well, despite being in the initial launch phase.

Ad messaging is resonating strongly with both parents and young people and recognisers tended to pick up on more message than non-recognisers, suggesting exposure to the campaign is key in driving these forward.

Messaging resonated strongly with parents with nine in ten (87%) parents agreeing that the ads told them they should speak to their children about alcohol before it becomes a problem and three quarters (73%) agreeing that the ads showed it’s not too early to speak to your child about alcohol.

Young people also picked up strongly on the messaging with 84% agreeing that the ads told them that they should stay in control when they drink alcohol and four in five (81%) young



people agreeing that the ads told them that young people who drink alcohol are more likely to be hurt or harmed.

Call to action was strong, with three in four (76%) parents and seven in ten (71%) young people saying that they had taken or were planning on taking some action as a result of seeing the campaign.

One in twenty parents (5%) and young people (4%) correctly identified that the ads had come from the DCSF. Most (91% parents, 68% young people) were aware that the ads originated from the government, but this did not impact on response to the ads.

3.5.2 Quadrant summaries

This section summarises exposure to the campaign by the quadrants.

Table 15 summarises exposure to the campaign by the parents' quadrants.

Table 15. Summary amongst parents quadrants		
QUADRANT	TARGETED MEDIA IN JAN-MAR?	KEY FINDINGS
Empower	Radio Press	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • More likely to recognise press ads: positive given they were targeted at this quadrant • Most likely quadrant to think the ads showed alcohol was a more serious problem than they thought and that the ads told them that young people should not drink alcohol at all. • Along with Activate, one of the most likely segments to have taken/be planning on taking any action as a result of the campaign
Activate	Cross channel partnership	<ul style="list-style-type: none"> • Increased level of awareness post campaign • Most likely to pick up on the message that it is not too early to speak to child about alcohol and the most likely quadrant to think that the ads showed that young people who drink alcohol were more likely to be hurt or harmed
Relate	None	<ul style="list-style-type: none"> • Increased level of awareness post campaign • Least likely to pick up on most of the campaign messages • Least likely to have taken/be planning on taking any action as a result of the advertising • Least engaged with the campaign?



Table 16 summarizes exposure to the campaign by young people's quadrants.

Table 16. Summary amongst young people's quadrants	
QUADRANT	KEY FINDINGS
Direct communications	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • The quadrant most likely to recognise at least one of the ads they were shown • Most likely to agree that they would be more likely to stay in control when drinking alcohol as a result of the campaign (but they are more likely to be drinkers)
Parents' communications	<ul style="list-style-type: none"> • Decreased level of awareness post campaign • Lowest levels of recognition: <ul style="list-style-type: none"> ○ Not specifically targeted through YP campaign so may account for this ○ Least likely to recognise TV ad • High levels of recognition of messaging • Most likely to pick up on message that they should not drink alcohol at all • Most likely to have taken/be planning on taking any action as a result of the campaign
Policy focus	<ul style="list-style-type: none"> • No change in level of awareness since pre wave • Highest level of proven recall of all quadrants • Least likely to pick up on campaign messaging • Least likely to have taken/be planning on taking any action as a result of seeing the ads



4 Claimed conversations about alcohol

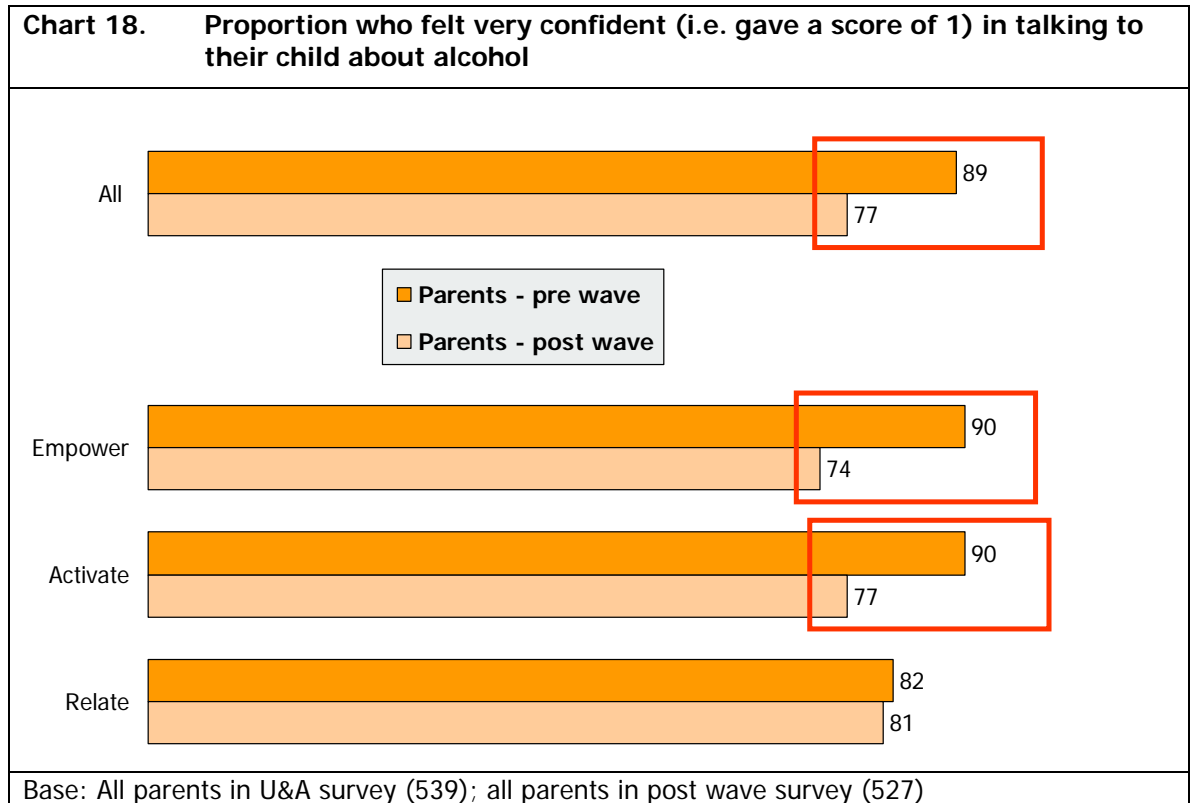
The campaign aimed to encourage conversations about alcohol between parents and young people before it becomes a problem. At both waves, parents and young people were asked whether they had had conversations with their child/parent about alcohol, and to describe the nature of these conversations. This aimed to enable understanding of whether the campaign had achieved its aim of increasing conversations between parents and young people.

4.1 Confidence in talking to child about the dangers of drinking

All parents were asked how confident they felt talking to their child about the dangers of drinking alcohol: answering on a scale of 1 to 9, where 1 indicated they felt very confident, and 9 not confident at all. Chart 18 shows the proportion of parents who felt very confident (i.e. gave a score of 1) in talking to their child about alcohol, and also includes analysis by quadrant.

At the post wave, three in four (77%) parents said that they felt very confident (i.e. gave a score of 1) talking to their child about the dangers of drinking alcohol, a significant decrease on the pre wave figure of 89%.

No differences in levels of confidence were observed by quadrant at either wave: at the post wave, the proportion feeling very confident in talking to their child about alcohol was between 74% and 81% for all quadrants. However there was a significant decrease in the level of confidence from the pre to the post wave amongst both the Empower and Activate quadrants, with 74% of parents in the Empower quadrant feeling very confident at the post wave (90% pre wave), and 77% of the Activate quadrant feeling confident (90% pre wave) (Chart 18). The decrease in levels of confidence amongst the Empower quadrant, and indeed overall, seems to be driven by the Reactive Avoiders, only half of whom (52%) said they felt very confident at the post wave, compared with 85% at the pre wave. There were no changes across waves in levels of confidence amongst parents in the Relate quadrant.



The decreases in levels of confidence could be attributed to a slightly inflated pre wave score: the parents in the pre wave survey had already spoken with an interviewer about young people and alcohol in the U&A survey and this may have influenced their responses when they were recontacted. Parents at the post wave had not been interviewed on this matter before.

At both waves, mothers were more likely than fathers to say that they felt very confident talking to their child about the dangers of drinking alcohol: at the post wave 81% of mothers said they were very confident, compared with 72% of fathers (pre wave: 93% mothers, 82% fathers).

At the post wave only, those who said their child was not allowed to drink any alcohol at all were most likely to feel very confident in talking to their child about alcohol (83%, compared with 74% of parents who imposed 'other rules' regarding drinking, and 68% of those who imposed no rules at all).

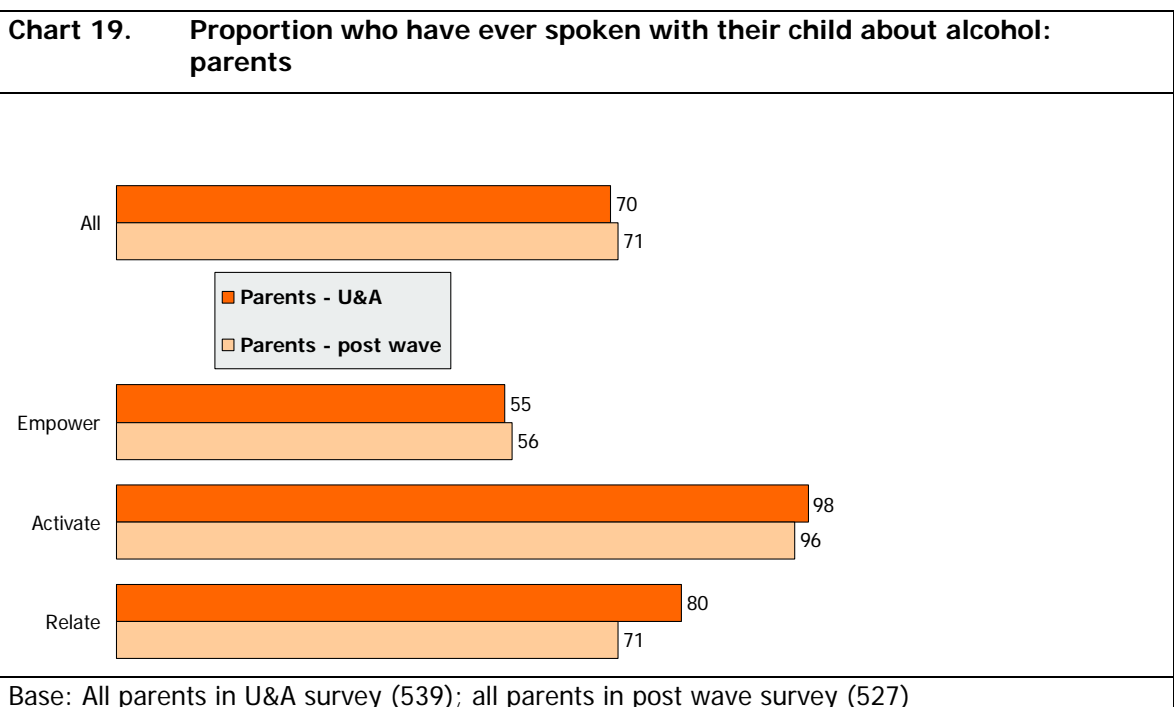
Again, at the post wave only, those who were aware of any advertising about young people and alcohol were much more likely to be very confident (71%) in talking to their children about alcohol than those who were not aware of any advertising (27%). Moreover, those who recognised the 'Why Let Drink Decide?' ads were more likely than non recognisers to feel very



confident about talking to their child about alcohol (79% of recognisers compared with 67% of non recognisers), suggesting that exposure to these ads could help increase parents' confidence in broaching the subject with their child. Parents who recognised more than one of the ads they were shown (78%) were no more likely to feel very confident in talking to their child about alcohol than those who recognised just one ad (81%), suggesting that there is no layering effect here.

4.2 Whether parents have talked about alcohol with their child

All parents were asked whether they had spoken with their child about alcohol and if so, how old their child was when this conversation took place. At both the U&A and post wave, seven in ten parents said that they had ever spoken to the child about alcohol (70% U&A, 71% post) (Chart 19). It is worth noting that in this section of the report, comparisons are made between the U&A and the post wave as this was deemed the most appropriate, given that pre wave respondents had already been interviewed on this subject and therefore may well have discussed alcohol with their child as a result of this first interview.



At both waves, parents in the Activate quadrant were the most likely to have ever spoken to their child about drinking alcohol (96% in the post wave and 98% in the U&A wave), and Empower quadrant the least likely (56% post and 55% U&A) (Chart 19). Between the U&A and post wave, there was no change in the proportion of parents within each quadrant who



said that they had spoken with their child about alcohol. There was also no difference in the average age at which the different quadrants first talked to their child about drinking alcohol.

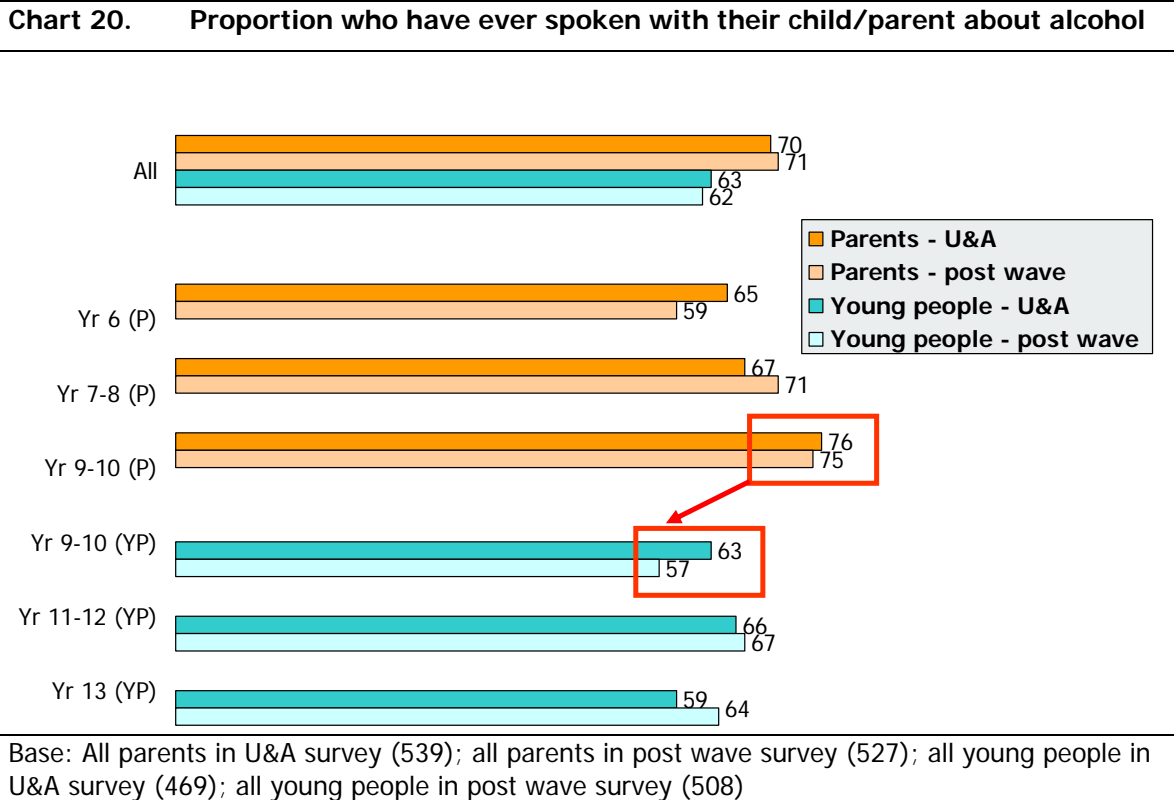
At the post wave, parents claimed to have had their first conversation about drinking alcohol with their child when the child was on average 9.38 (similar to the U&A average age of 9.37). Two fifths (39%) said that they had had the first conversation with their child when they had been aged 8 to 11, a fifth (18%) said they had been younger than this and 15% said that the child had been 12 or older. A quarter (25%) had yet to have a conversation with their child.

Those parents who said they felt very confident talking to their child about the dangers of drinking alcohol were more likely to have conversations about these dangers with their child (71% U&A, 73% post wave) than those who were not confident (67% U&A, 35% post wave); although small base sizes mean that these differences are not significant.

Those who recognised the 'Why Let Drink Decide?' ads (73%) were no more or less likely to have spoken to their child about the dangers of alcohol than those who did not recognise the ads (64%) indicating that, at this point in time, the campaign is not driving conversations specifically about the dangers of drinking alcohol.

At the post wave, parents were asked if they agreed that the ads showed that it is not too early to speak with their child about alcohol. Parents who agreed were, predictably, more likely to have spoken to their child about drinking alcohol (74%) than those who disagreed (58%).

Chart 20 shows the proportion of parents and young people who have spoken about drinking alcohol, analysed by the child's school year. Looking at parents' responses, there appears to be a directional link between year group of child and whether the parent has spoken to them about alcohol, with significantly more parents of children in years 9 and 10 (76% U&A, 75% post) claiming to have had these conversations than parents of children in year 6 (65% U&A, 59% post).



The data for young people shows no such directional link and, surprisingly, a smaller proportion of young people (63% U&A, 62% post) said that their parents had talked to them about drinking alcohol than parents (70% U&A, 71% post). This is despite the fact that the young people's sample contained older children (years 9 to 13) than the parent sample (year 6 to 10).

There was some crossover in the age groups interviewed in the parents' and young people's samples: the young people's sample included young people in years 9 and 10 and the parents' sample included parents of children in the same year groups. There appears to be some gap in the proportion of parents of young people in years 9 and 10 and young people in these years themselves who say they have had a conversation about alcohol: 75% of parents of children in years 9 and 10 say they have spoken to their children compared with 63% of young people themselves in these years.

Those young people in the quadrant for Direct communications were the most likely to say their parents had talked to them about drinking alcohol: 68% at the post wave, compared with 60% of those for whom policy would be the focus and 49% of those to be influenced by



parents through the parents' campaign. A similar trend was observed at the U&A wave: Direct communications 71%, influenced by parents 59% and policy focussed 48%.

4.3 Why the conversation came about

All young people whose parents had spoken to them about alcohol and parents who had spoken to their child were asked what had prompted the discussion to determine whether the occurrence of conversations can be attributed to the campaign. The responses have been re-based on all respondents in order to enable us to determine what proportion of all parents and young people are engaging in conversations prompted by the campaign. Responses are shown in Table 17.

%	Parents		Young people	
	U&A	Post wave	U&A	Post wave
Child/I asked about it	19	15	19	16
Saw someone who was drunk	19	16	8	8
Saw someone drinking at home	16	18	11	8
Something seen on TV/in the media	15	11	10	9
I/parent raised it/thought it was the right time	15	15	17	13
Saw someone drinking out of home	9	6	5	6
Saw someone who had a hangover	6	6	3	4
Following a school lesson	4	5	10	12
Something else at child's school	3	2	5	4

Base: All parents in U&A survey (539); all parents in post wave survey (527); all young people in U&A survey (469); all young people in post wave survey (508)

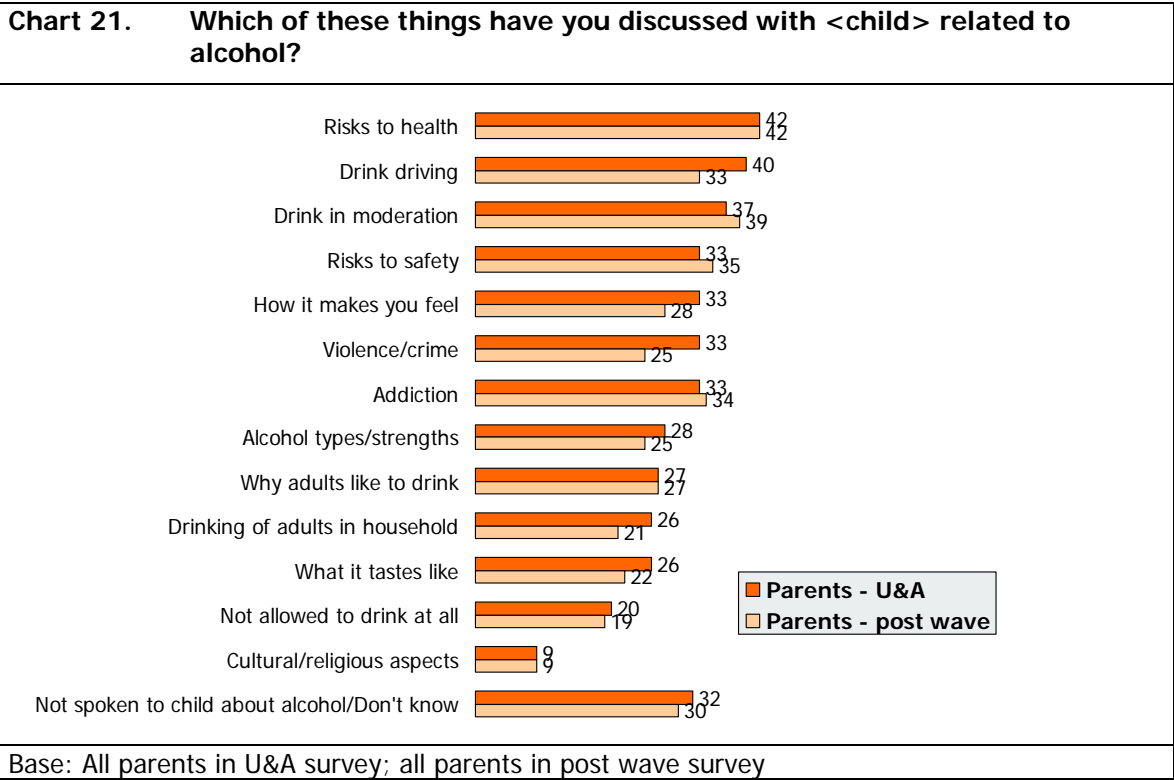
Parents were most likely to say that the discussion had been prompted as a result of someone drinking at home, seeing somebody who was drunk or either the child or parent themselves raising the subject: all mentioned by around a fifth. Young people also said that the discussion had been initiated as a result of either themselves or their parent raising the subject without prompting. The reasons for why the conversation came about have remained fairly consistent across the two waves.

One in ten parents (11%) and young people (9%) said that the conversation about alcohol was prompted by something they had seen on TV/in the media. However, recognisers of the "Why Let Drink Decide?" campaign were no more likely to say the conversation was prompted in this way than non recognisers, indicating that the campaign has not yet started to prompt conversations.



4.4 Topics of conversation related to alcohol

The campaign aimed to encourage conversations about, and raise awareness of, the risks of young people drinking alcohol in terms of their health and personal safety. Therefore, all parents and young people who said they had had a conversation about alcohol were asked what they had discussed and responses have been rebased on the whole survey population. Chart 21 shows the topics parents said they discussed with their child about alcohol.

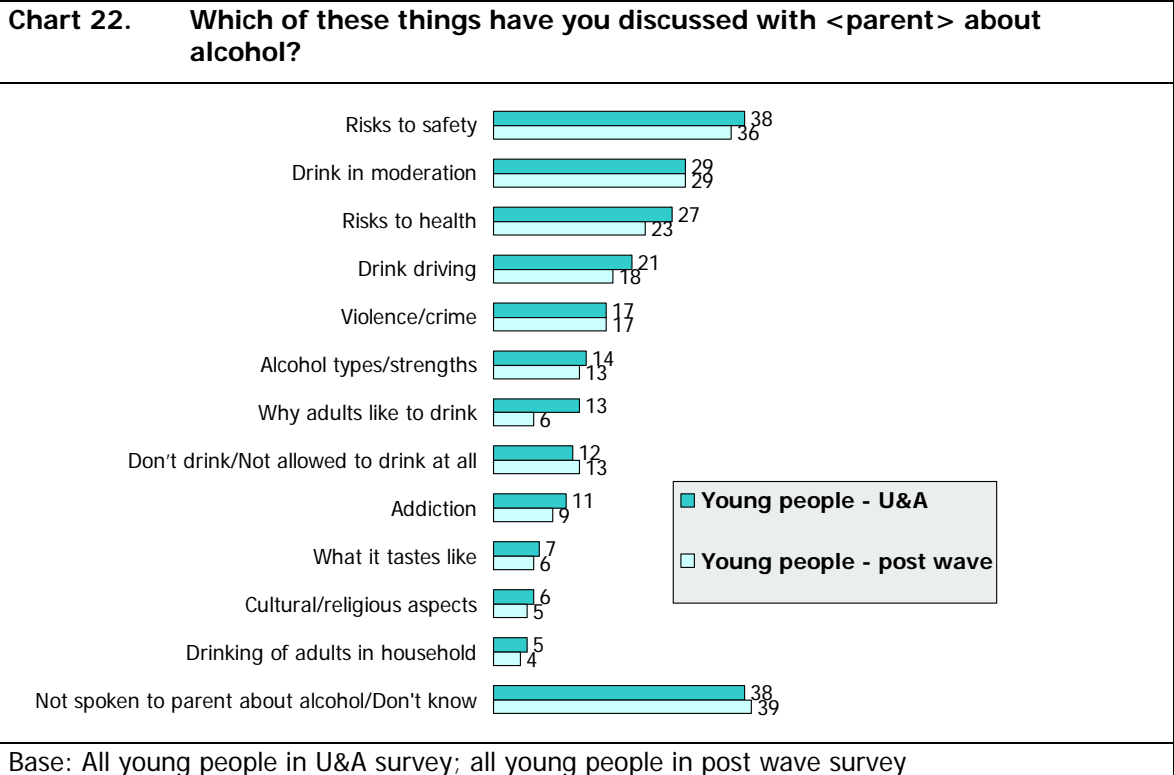


For parents, at both waves the most commonly mentioned topics of discussion were risks to health (42% post wave), drink driving (33% post wave) and drinking in moderation (39% post wave).

Ad recognisers were more likely to discuss most of the listed topics than non recognisers. In particular, recognisers were more likely to discuss the risks of youth drinking than non recognisers (54% of recognisers compared with 39% of non recognisers).

On average, Activate (5.49) and Relate (3.66) had discussed more topics with their child than Empower (2.45), reflecting their segment profiles.

Chart 22 shows the topics young people said they had discussed with their parents about alcohol. The most commonly mentioned topics were risks to safety (36% post), drinking in moderation (29% post) and risks to health (23% post).



There were fewer differences between recognisers and non recognisers regarding topic of discussion amongst young people, but as with the parents, young people who recognised the ads were more likely to discuss the risks of children drinking in general than non recognisers (47% compared with 30%).

4.5 Summary

At the post wave, three in four parents (77%) said that they felt confident talking to their child about the dangers of drinking alcohol. This is a significant decrease on the pre wave's 89%. This was mainly driven by the Reactive Avoiders, of whom only half (52%) said they felt very confident in the post wave, compared with 85% in the pre wave. This decrease can be attributed to an inflated pre wave score rather than there being anything in the campaign that could lead to a decrease in confidence; a comparison of campaign recognisers and non recognisers in the pre wave confirmed that those who had been exposed to the campaign were more likely to be confident about broaching the subject of alcohol with their child.

At both waves, seven in ten parents claimed to have spoken to their child about alcohol. Similarly, there was no change over time in the proportion of young people who said that they had talked with their parents about alcohol: 63% in the U&A wave and 62% in the post wave.



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Significantly more parents of children in years 9 and 10 than young people in years 9 and 10 themselves said they had had a conversation about the dangers of alcohol. For both parents and young people, exposure to the 'Why let drink decide' campaign appears to have had an impact on the topics discussed during these conversations, though this was observed to a lesser extent for the young people.

5 Presence of rules and strategies about alcohol

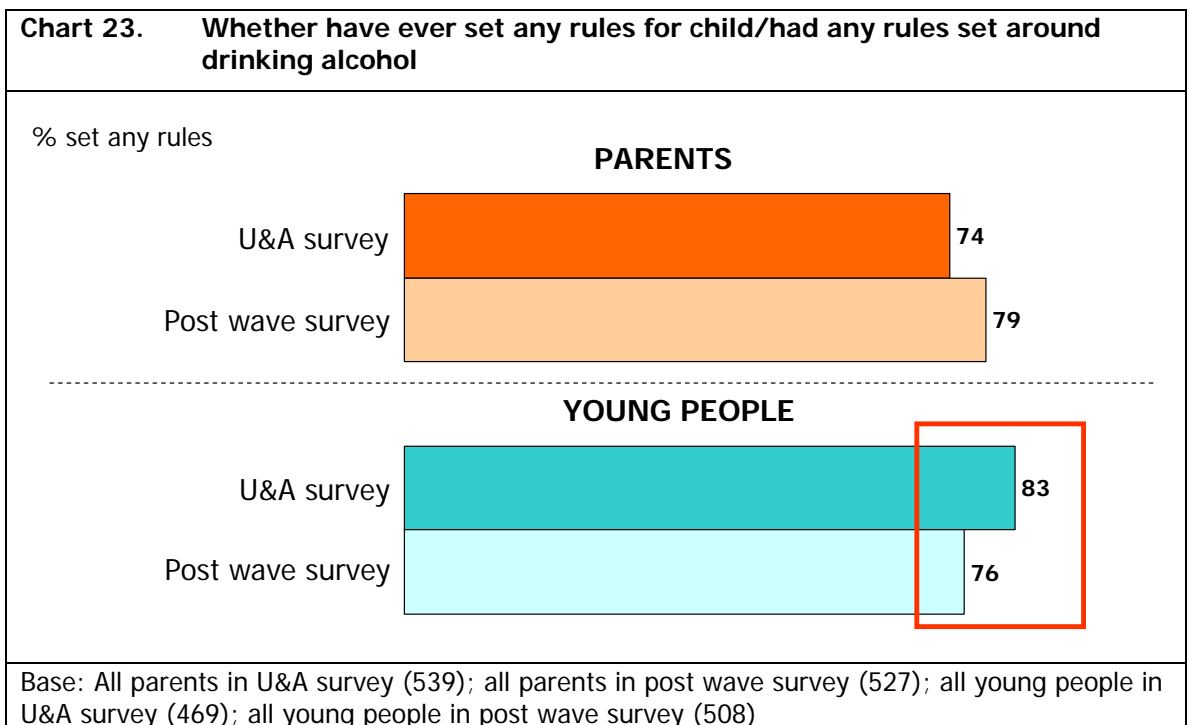
As well as stimulating conversations, the campaign also aims to encourage parents to proactively plan rules and strategies for their child related to alcohol: for example setting firm boundaries around alcohol before their child starts drinking, and proactively considering their strategies if their child is not sensible with alcohol. A number of campaign KPIs were developed on this basis, and these were tracked in the research.

As well as looking at parents' views about rules and strategies, the research also assessed whether young people perceived that their parents have set firm boundaries for them related to drinking alcohol.

5.1 Presence of rules about alcohol

All parents and young people were asked which rules they had ever set or been set around drinking alcohol – the question was clarified by saying that this referred to drinking whole drinks and not just a sip.

Data forming the campaign baseline was taken from the original U&A study because this formed a 'clean' measure. The proportions of parents and young people at each stage saying that they had been set any rules around drinking alcohol are shown in Chart 23.





At both waves, around three quarters of parents said that they had ever set any rules for their child around drinking alcohol (74% in the U&A survey, 79% at the post wave) and the proportion remained unchanged over time. Similar proportions of young people said that rules had ever been set for them, although there was a decline in perceived levels of rule setting, as 83% of young people in the U&A survey said that they had had rules set for them, but this fell to 76% at the post wave.

The decline in the proportion of young people saying that they had had rules set for them was almost wholly concentrated in the Direct communications quadrant: falling from 89% at the U&A survey to 74% at the post wave (Table 18). There were no significant changes in the proportions in any other quadrants saying that they had ever set any rules or had rules set for them.

Table 18. Whether have ever set any rules for child/had any rules set around drinking alcohol				
	U&A survey		Post wave	
% set any rules	Base	%	Base	%
All parents	539	74	527	79
• Empower	295	70	261	76
• Activate	147	83	148	81
• Relate	97	76	118	82
All young people	469	83	508	76
• Direct communications	271	89	324	74
• Parents' communications	117	84	123	82
• Policy focussed	81	65	61	77

Base: All parents in the U&A survey; all parents in the post wave survey; all young people in the U&A survey; all young people in the post wave survey
 Note: significant changes over time are shaded in the table

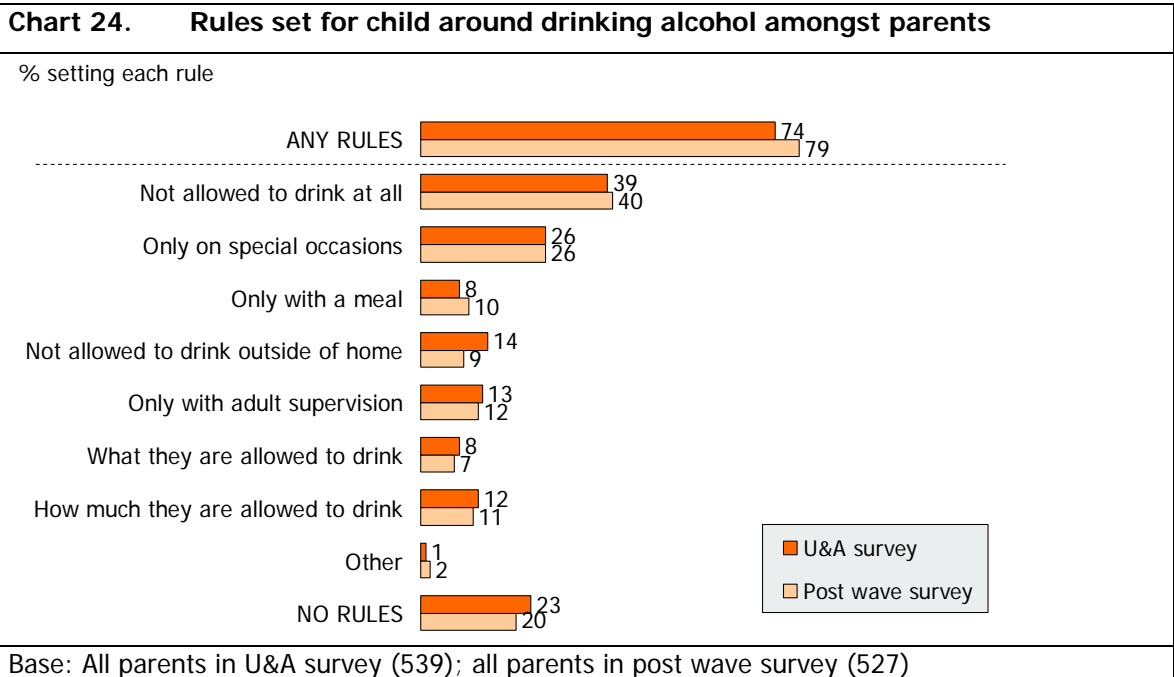
While the proportions of parents and young people saying that rules had been set around drinking alcohol were similar, it should be noted that the age groups in question differed: parents were answering in relation to children in years 6-10, but young people were in years 9-13. Where there is an overlap in year group (years 9-10) there were high levels of consistency in answering, with 81% of young people and 82% of parents at the post-wave saying that rules had been set around drinking alcohol.

There were no patterns in prevalence of rule setting based on campaign awareness or recognition at the post-wave, perhaps indicating that the campaign has not yet had an impact on this measure.

Chart 24 shows which specific rules were set by parents at both waves of the survey, and indicates again that there have been no significant changes from wave to wave in the proportions saying that they have set any rules for their child. Two fifths of parents at each



wave (39% U&A, 40% post wave) said that they had set their child the rule that they were not allowed to drink at all, and a quarter (26% at both waves) that their child was only allowed to drink on special occasions.



More specific rules were less frequently mentioned, with around one in ten parents at each wave saying that they had set rules on the occasions on which their child can drink, how much they can drink and where this can take place.

There were no significant patterns in the prevalence of specific rule setting based on campaign awareness or recognition, but this is not surprising given that the campaign does not overtly encourage parents to set any specific rules.

At both waves, parents of younger children were more likely than average to say that they had set the rule that their child is not allowed to drink alcohol at all, and parents of older children in years 9-10 were more likely to have set more specific rules for their child around drinking. Table 19 shows results from the post wave, but similar patterns were shown in the U&A survey.

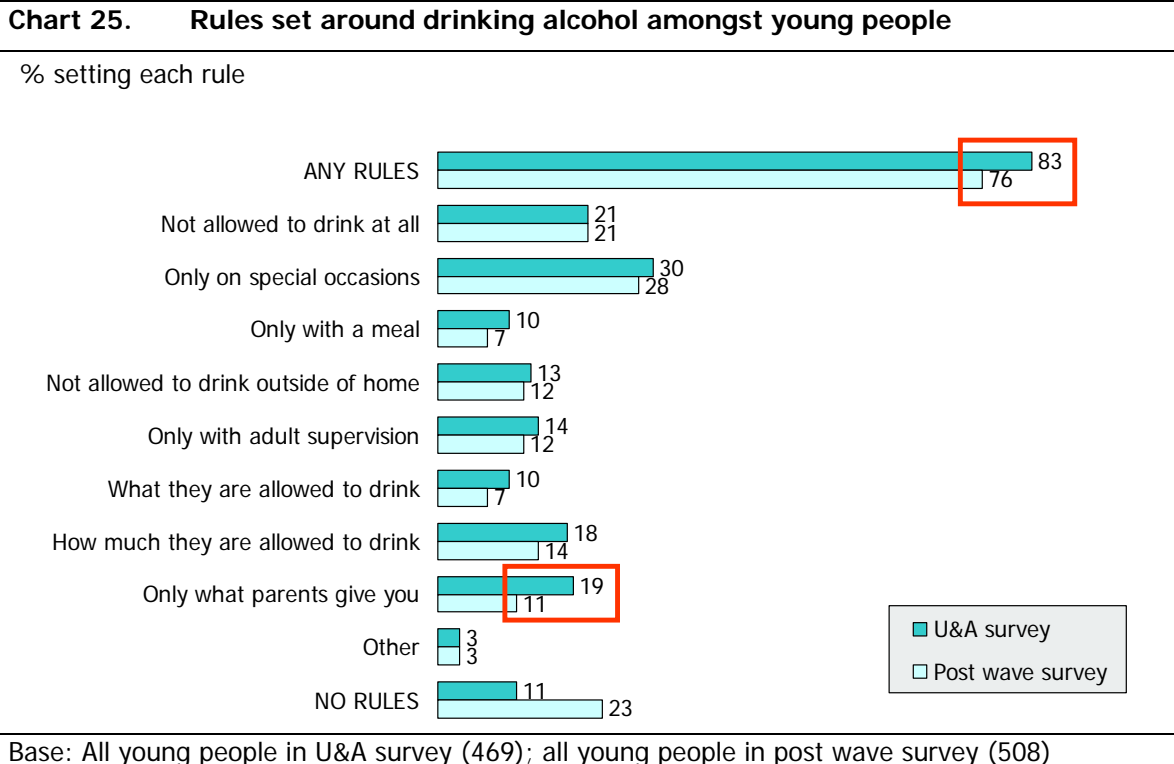


Table 19. Rules set for child around drinking alcohol (post wave)

	All parents (527) %	School year of child		
		Year 6 (81) %	Year 7-8 (195) %	Year 9-10 (225) %
Child is not allowed to drink alcohol at all	40	48	43	34
Child is allowed to drink alcohol on special occasions	26	13	20	35
Child is allowed to drink alcohol with adult supervision	12	4	11	15
Rules about how much alcohol child is allowed to drink	11	3	9	14
Child allowed to drink alcohol with a meal	10	5	4	16
Not allowed to drink alcohol outside of home	9	2	9	12
Rules about what they are allowed to drink (e.g. only beer, wine and cider)	7	3	6	8
Other rules	2	2	2	2
No set rules (yet)	2	4	2	1
No rules - they can drink what they want	1	*	2	2
No rules – we haven't talked about it	17	24	18	13
Don't know	*	-	*	-

Base: All parents in the post wave survey

Detailed responses given by young people are shown in Chart 25, and this shows that the overall decline in the proportion of young people saying that they have been set any rules around drinking alcohol was not concentrated in a decline in the proportion mentioning any one particular rule. While there has been a decline in the proportion of young people saying that they have been set the rule that they can only drink what their parents give them (from 19% in the U&A to 11% at the post wave), this has not driven the overall decline. Instead, a number of small and non-significant declines in the proportions mentioning individual rules at the post wave has led to the significant reduction in the proportion saying that they have been set any rules at all.



A fifth (21%) of young people at each wave said that they had been set the rule that they are not allowed to drink alcohol at all, and three in ten (30% U&A, 28% post wave) said they had been set the rule that they are only allowed to drink on special occasions.

Between one in ten and a fifth of young people said that they had been set other specific rules related to what or how much they are allowed to drink, or in what settings.

As for parents, there were clear patterns in the types of rules set for young people based on their age (Table 20). While three in ten (30%) of young people in years 9-10 said that they are not allowed to drink alcohol at all, the proportion falls quickly with only 9% of year 13s saying that their parents have set them this rule. Prevalence of specific rules on drinking alcohol appears to peak in years 11-12, and drops off considerably amongst young people in year 13. Instead, year 13s are the most likely to say that they have no rules and can drink what they want, or not to have discussed rules related to alcohol with their parents.



Table 20. Rules set for young people around drinking alcohol (post wave)

	All young people (508) %	School year of child		
		Year 9-10 (204) %	Year 11-12 (210) %	Year 13 (94) %
Allowed to drink alcohol on special occasions	28	29	32	19
Not allowed to drink alcohol at all	21	30	17	9
Rules about how much alcohol child is allowed to drink	14	12	18	9
Allowed to drink alcohol with adult supervision	12	13	15	6
Not allowed to drink alcohol outside of home	12	15	14	5
Only allowed to drink what parents give you	11	14	12	2
Child allowed to drink alcohol with a meal	7	6	8	5
Rules about what they are allowed to drink (e.g. only beer, wine and cider)	7	8	7	4
Other rules	3	1	3	6
No set rules	1	*	-	3
No rules - can drink what I want	8	*	5	28
No rules – we haven't talked about it	14	13	11	20
Don't know	2	4	2	-

Base: All young people in the post wave survey

Looking only amongst our overlap group of year 9-10s and their parents, there was a high degree of consistency in the proportions saying that each specific rule had been set and few significant differences in responses given by parents and young people. The only key difference noted was in the proportions saying that the child/young person is only allowed to drink alcohol with a meal: this was mentioned by 16% of parents of children in these school years, but by only 6% of young people in years 9-10 mentioned this rule.

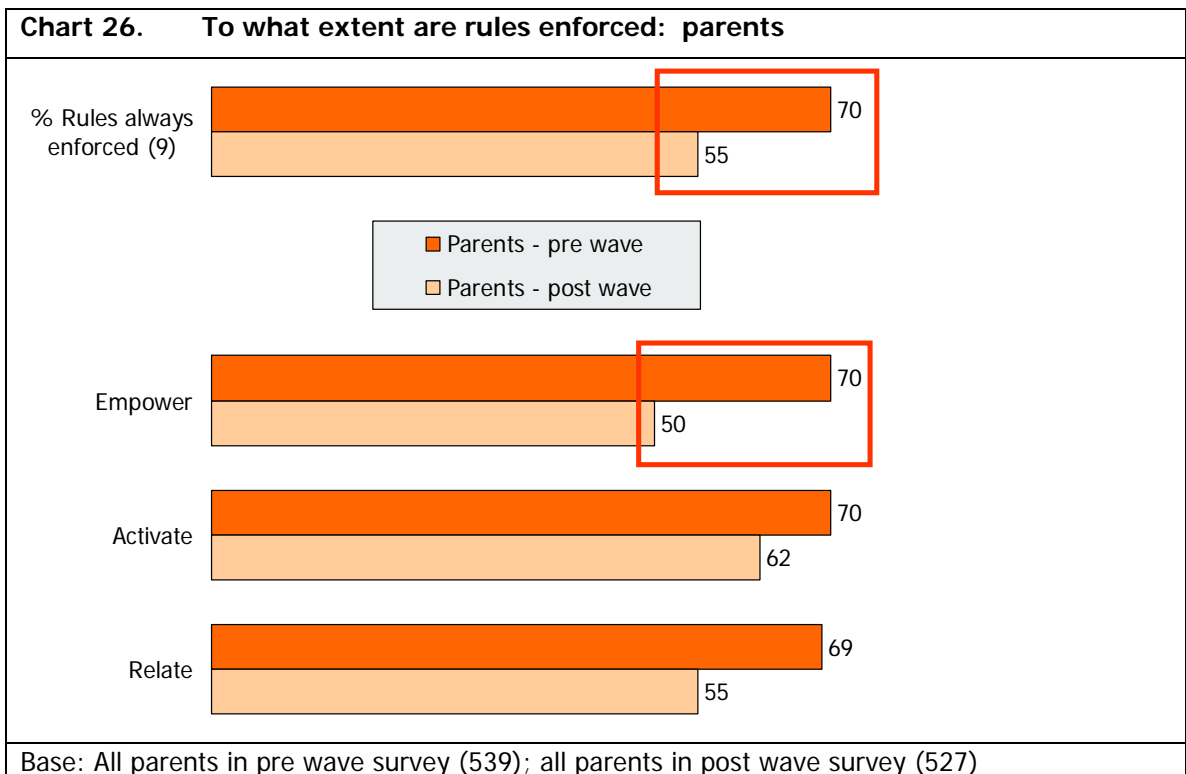
Despite this, the high level of consistency in the answers given by young people and parents may suggest that communications between young people and their parents on the subject of rules were clear and well recalled.

5.2 To what extent are rules enforced?

As well as knowing whether rules are in place, it is also important to know whether these are firm and well enforced boundaries. All parents and young people in households where rules around drinking alcohol were in place were asked to say the extent to which rules are enforced or stuck to: answering on a scale from 1 to 9, where 1 means that the rules are

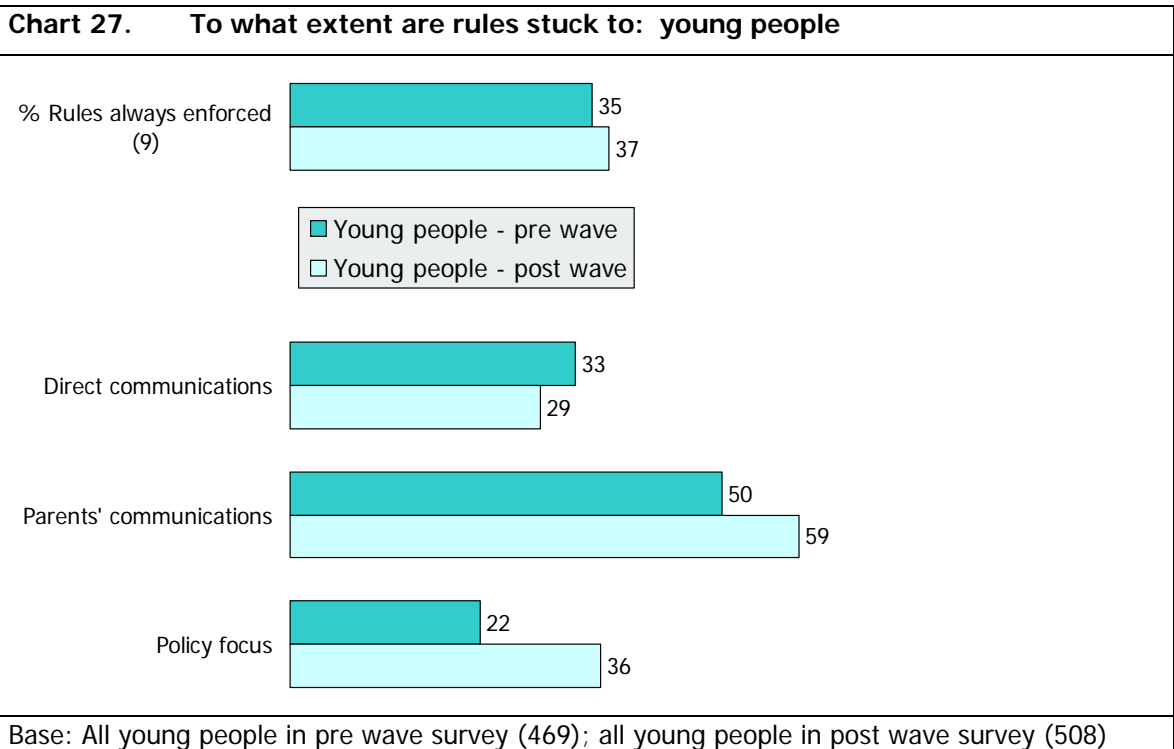
never enforced and 9 meaning that they are always enforced. The charts below show the proportions saying that rules are *always* enforced, that is giving a score of 9.

Seven in ten parents at the pre wave said that they always enforce the rules, but this had declined by the post wave to just over half (55%). While there were small but not significant declines in the proportions of parents in the Activate and Relate quadrants saying that they always stick to the rules, the greatest decline was amongst parents in the Empower quadrant, with the proportion saying they always enforce rules falling from 70% at the pre-wave to 50% at the post wave (Chart 26).



Within the Empower quadrant, parents in the Reactive Avoiders segment accounted for most of the decline, with the proportion saying that they always enforce rules around alcohol for their child falling from 67% at the pre wave to 31% at the post stage. Given the segment profile, fairly low levels of enforcement might have been expected, and it therefore appears that the proportion saying they always enforce the rules at the pre wave may have been artificially high amongst parents in this segment.

There have not been any similar declines in the proportions of young people saying that their parents always stick to the rules set for them about drinking alcohol, with around a third of young people at each wave saying that this was the case (Chart 27). None of the changes over time within quadrant shown on the chart are significant.



In addition, there were no significant differences in the proportions saying that rules are always enforced/stuck to amongst either parents or young people related to campaign awareness or recognition. For example, at the post wave:

- 55% of parents who recognised campaign materials said that they always enforce rules set for their child, compared with 51% of non-recognisers
- 36% of young people who recognised campaign materials said that their parents always enforce the rules set for them around alcohol, compared with 38% of non-recognisers

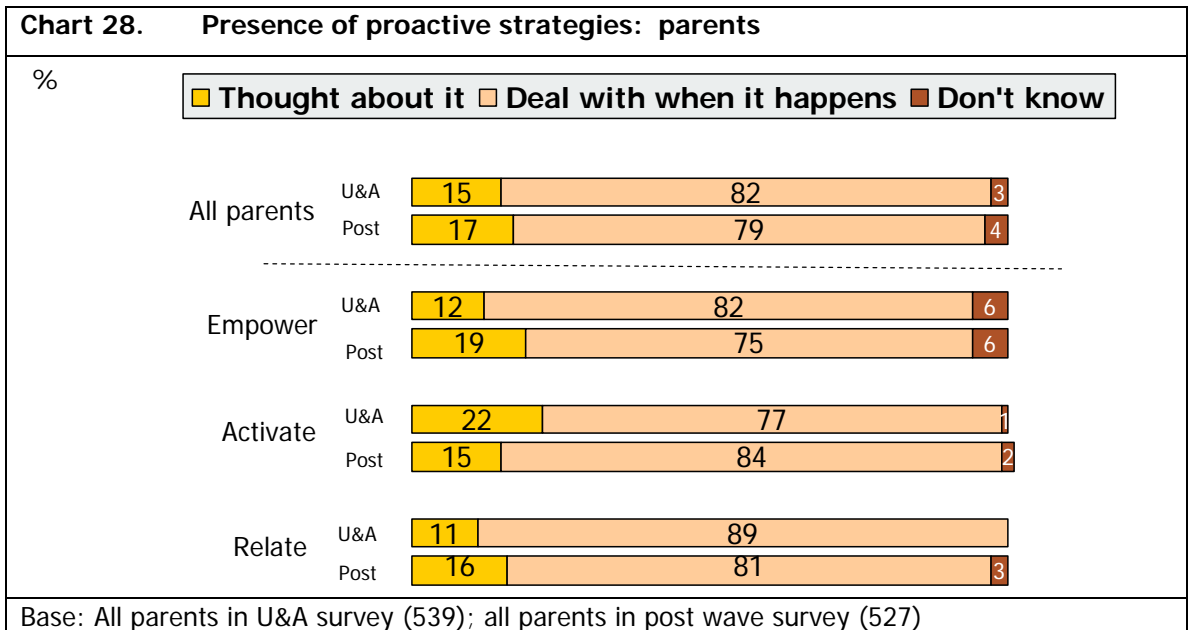
Once again, these results are not surprising given that the campaign has not directly communicated about this subject to parents or young people.

5.3 Parents' views of strategies

As well as asking parents about rules and boundaries, we also asked questions related to the campaign KPI of whether they had proactively thought about strategies, or if they would be more reactive if their child was not sensible with alcohol. Further, we asked all parents how confident they were that their strategies would help their child to have a safe and sensible relationship with alcohol. Baseline data for both of these questions are taken from the U&A survey.



At both waves, relatively low proportions said that they had proactively thought about what they would do if their child was not sensible with alcohol: 15% in the U&A and 17% at the post wave (Chart 28).



While there were no changes over time in the proportions of parents in each quadrant who had proactively thought about strategies, there were slight increases in the proportions of parents in the Stressed & Concerned, Strong Rejector and Reactive Avoider segments who said that they had proactively thought about strategies:

- Stressed & Concerned: 11% U&A, 24% post wave
- Strong Rejector: 7% U&A, 17% post wave
- Reactive Avoider: 6% U&A, 20% post wave

All of these segments are part of the Empower quadrant, and these increases have brought about a slight but not significant increase in the prevalence of proactive strategies amongst parents in this segment: from 12% at the U&A to 19% at the post-wave.

There was also a correlation between the presence of proactive strategies and child's age, with parents of older children more likely than average to say that they had thought about what they would do if their child was not sensible with alcohol. Similar patterns were shown at both waves. At the post-wave, parents of children in years 9-10 (22%) were twice as likely as parents of year 6s (11%) to have thought about what they would do if their child was not sensible with alcohol. This may be, to some extent, linked to drinking behaviour, as parents of year 9-10s were more likely than average to say that their child had drunk alcohol, and

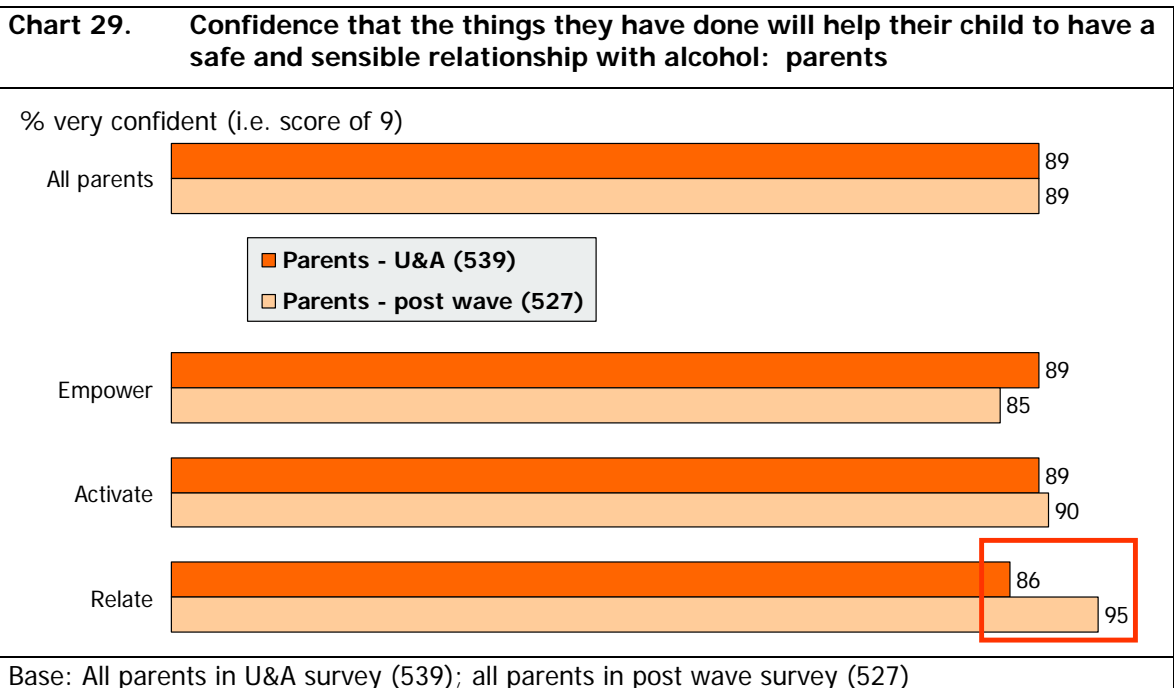


parents whose child had ever drunk alcohol (23%) were more likely to have proactive strategies than those whose child had never drunk alcohol (14%).

There were no strong links between campaign awareness or recognition and the presence of proactive strategies:

- 79% of parents who were aware of publicity about young people and alcohol at the post stage said that they had thought proactively, compared with 80% of those not aware
- 80% of parents who recognised campaign materials said that they had thought proactively, compared with 75% of non-recognisers

In addition, there were no strong relationships between campaign awareness or recognition and the proportions of parents who feel confident that the things they have done will help their child to have a safe and sensible relationship with alcohol. With this in mind, it is not surprising that there have been no changes over time in the proportion of parents saying that they felt confident. Chart 29 shows that nine in ten (89%) of parents at each wave said that they felt very confident⁷.



⁷ Parents were asked to respond on a scale of 1 to 9, where 1 means that they feel not at all confident, and 9 means that they feel very confident. The chart shows the proportion of parents giving a score of 9 out of 9.



There has been an increase since the U&A survey in the proportion of parents in the Relate quadrant who said that they felt confident that the things they have done will help their child to have a safe and sensible relationship with alcohol: rising from 86% in the U&A survey to 95% at the post stage. This is despite slight reductions in the proportions of parents in this quadrant saying that they have had a conversation with their child (from 80% in the U&A to 71% at the post wave) or setting firm boundaries (69% U&A, 55% post wave), and parents in the Relate segment being less likely than average to have done either of these things.

It might be hypothesised that parents who have been exposed to the campaign would be more worried about their child, and therefore less confident. However, there were no links between levels of confidence and campaign exposure, either positive or negative:

- 89% of parents who were aware of publicity about young people and alcohol at the post stage said that they felt very confident, compared with 87% of those not aware
- 86% of parents who recognised campaign materials felt very confident, compared with 97% of non-recognisers: this difference is not significant

5.4 Summary

Around three quarters (79% parents, 76% young people at the post stage) said that there were rules in place around drinking alcohol, although there was a decline in the proportion of young people saying that rules were in place for them, from 83% at the pre-stage. This decline was concentrated amongst young people in the Direct Communication quadrant, but there was no evidence that this decline, or prevalence of rule setting at all were linked to campaign activity.

The most common rule set was that the child should not drink any alcohol at all, which was mentioned by two fifths of parents and a fifth of young people at each wave. A quarter of parents and young people said that there was a rule of only drinking on special occasions, and around one in ten of both groups said that more specific rules were in place related to what, when and how much the young person was allowed to drink. The proportions setting each rule/having each rules set for them did not vary from wave to wave.

There was, however, a decline in the proportion of parents saying that they always enforce the rules they set for their child around drinking alcohol: falling from 70% at the pre-wave to 55% at the post wave, though again there is no evidence that this is linked to campaign activity. Around a third of young people at both waves said that rules their parents have set for them are always stuck to.



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Under a fifth of parents said that they had proactively thought about what they would do if their child was not sensible with alcohol, though around nine in ten said they felt confident that the things they have done will help their child to have a safe and sensible relationship with alcohol. There were no strong links between campaign exposure and levels of confidence.

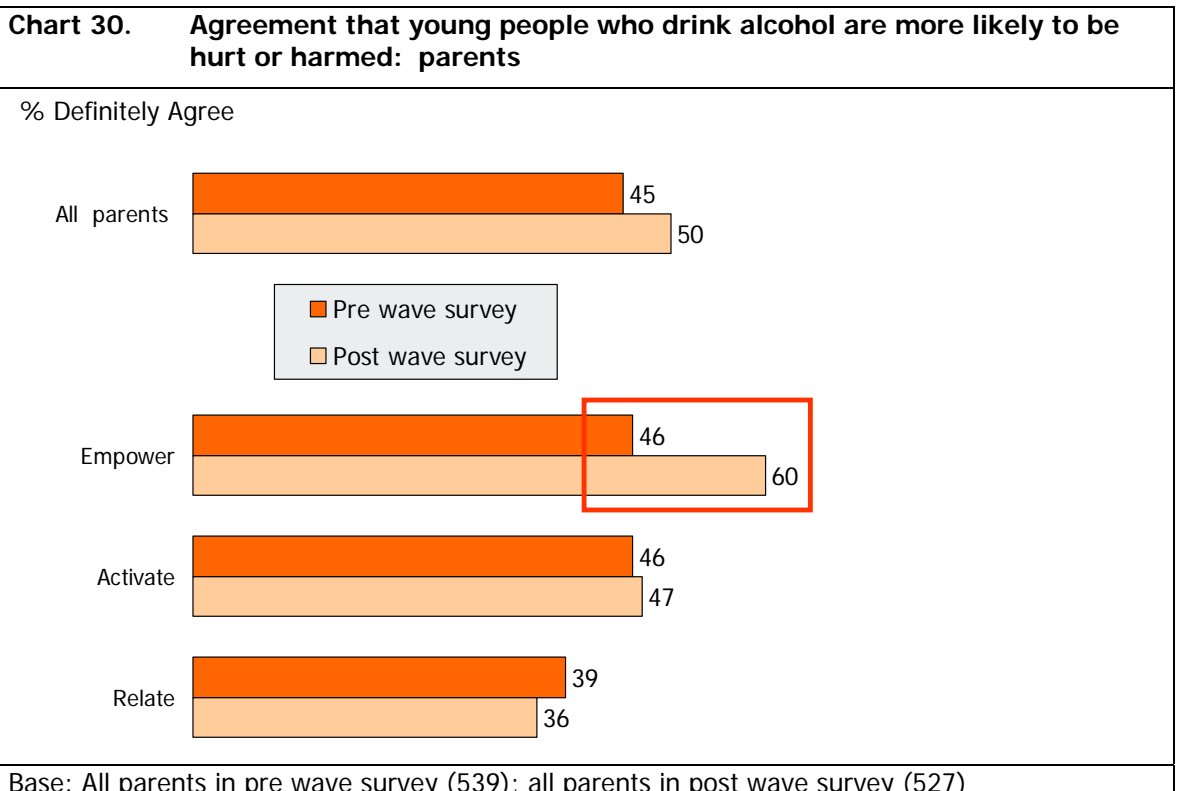
6 Recognition and personalisation of the risks of drinking alcohol

The qualitative research which fed into the campaign development indicated that, while parents and young people tended to understand the underlying risks associated with drinking alcohol, they were less likely to feel that their child/they were personally at risk as a result of drinking alcohol. The campaign aimed to raise awareness of the risks associated with drinking alcohol, and to make these feel personally relevant, and questions were included in the survey to track progress towards this campaign KPI.

6.1 Recognition of the risks associated with drinking alcohol

All parents and young people were asked to consider whether they felt that alcohol makes young people more vulnerable, both at a general level and to them personally.

In order to understand whether alcohol is considered to make young people in general more vulnerable, parents and young people were asked to what extent they agreed or disagreed that young people who drink alcohol are more likely to be hurt or harmed. Chart 30 shows the proportions of parents definitely agreeing, and indicates that around half of parents (45% pre wave, 50% post wave) definitely agreed that young people who drink alcohol are more likely to be hurt or harmed.



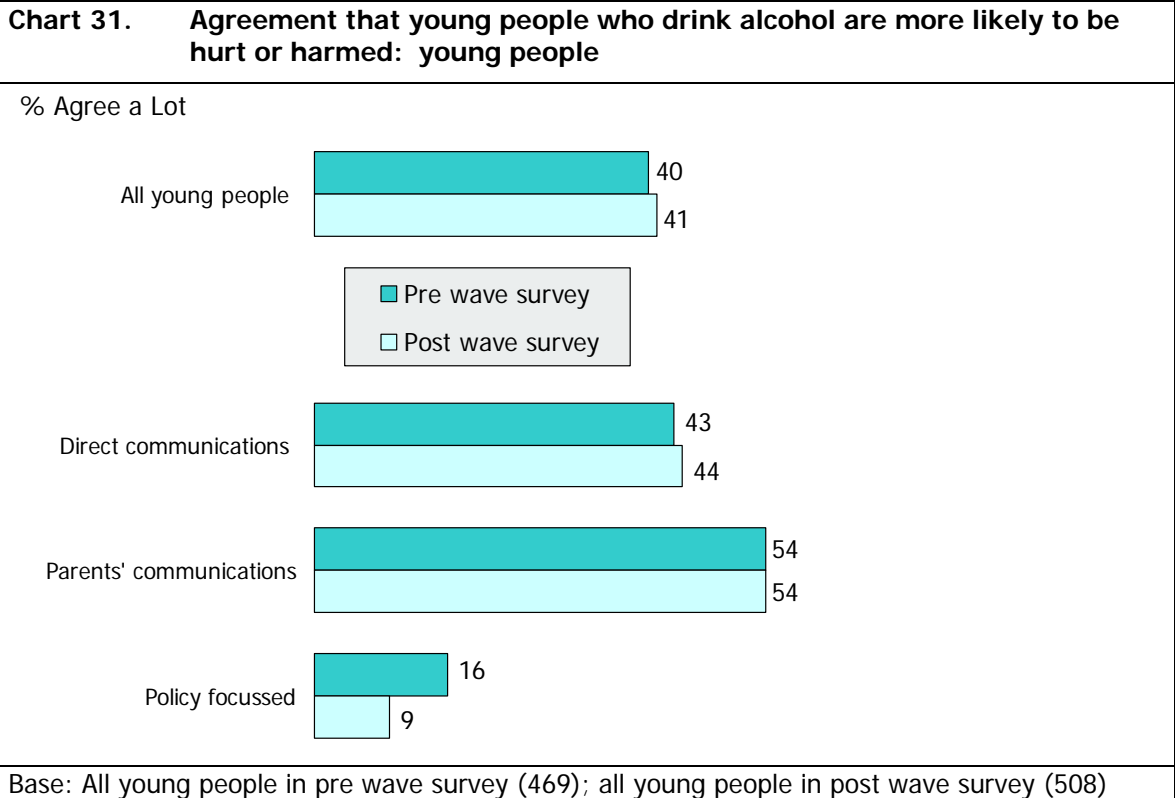


Parents in the Relate quadrant were less likely than others to definitely agree (36% at the post wave, compared with 50% on average). There were no changes over time in levels of agreement amongst the Activate or Relate quadrant, but there was a strong increase in the proportion of parents in the Empower quadrant definitely agreeing: rising from 46% at the pre wave to 60% at the post wave. Within the Empower quadrant, this increase was mainly driven by strong increases in levels of agreement amongst parents in the Proactive & in Control (54% pre wave, 80% post wave) and the Strong Rejectors segment (48% pre wave, 62% post wave).

At the post wave, parents who were aware of publicity about young people and alcohol were slightly more likely to definitely agree (53%, compared with 40% not aware), and there were also slight differences in levels of definite agreement based on recognition of campaign materials (52% recognisers, 46% non-recognisers).

There was, however, a stronger relationship between campaign exposure and levels of strong agreement amongst young people as 43% of young people aware of publicity about young people and alcohol agreed a lot that young people who drink alcohol are more likely to be hurt or harmed, compared with 32% of those not aware. However there were no differences in perceptions based on recognition of campaign materials (41% of recognisers agreed a lot, compared with 39% of non-recognisers).

Chart 31 shows the proportions of young people agreeing a lot with the statement at each wave. It is notable that young people at the post wave were less likely than parents to agree that young people who drink alcohol are less likely to be hurt or harmed (50% parents, 41% young people), although there have been no significant changes in levels of agreement over time, either at the total sample level or within quadrant.



Young people in the 'policy focussed' quadrant (9% post wave) were significantly less likely than average to agree a lot, reflecting the views of young people in the Uninformed Drinkers segment.

6.2 Personalisation of risk

As well as asking about risks to young people in general, all parents were also asked to think in particular about the risks specific to their child. Young people were asked a similar question related to risks to them personally. The questions are shown below:

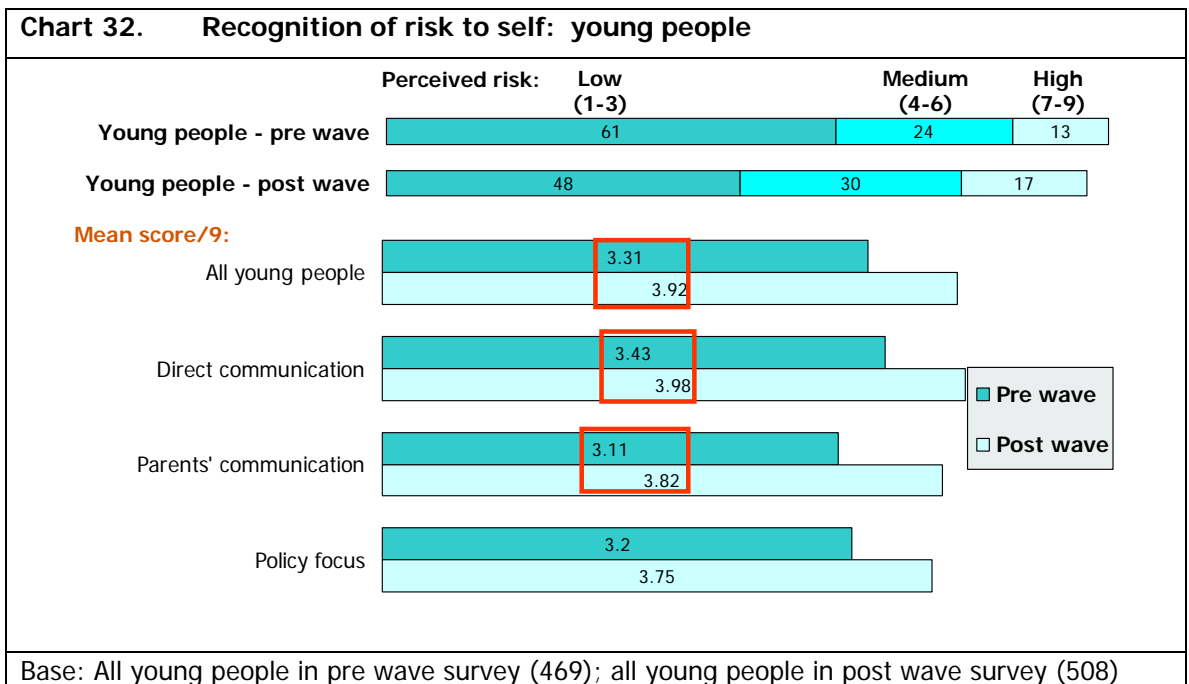
To parents I'd like you to think about what might happen in the next 12 months. At how much risk do you think <child> is of being hurt or harmed after drinking alcohol in the next 12 months? Please give me an answer from 1-9 where 1 means <child> is not at risk of being hurt or harmed after drinking alcohol, and 9 means you think they are at a lot of risk

To young people I'd like you to think about what might happen in the next 12 months. At how much risk do you think you are of being hurt or harmed after drinking alcohol in the next 12 months? Please give me an answer from



1-9 where 1 means you are not at risk of being hurt or harmed after drinking alcohol, and 9 means you think you are at a lot of risk

Chart 32 shows responses given by young people: the bars at the top of the chart show the full breakdown of responses, and mean average scores (out of 9) are shown towards the bottom of the chart.



At the pre wave, 61% of young people felt that they were at a low risk of being hurt or harmed after drinking alcohol over the next 12 months, and this declined to 48% at the post wave. This is a positive result because the campaign aimed to make young people feel that risks are personal to them. There were slight increases in the proportions of young people feeling that they are at medium risk (scoring 4-6), or high risk (scoring 7-9).

The mean scores summarise these changes: the mean perceived level of personalised risk amongst all young people has increased from 3.31 at the pre wave to 3.92 at the post wave. In particular there were significant rises in perceived levels amongst those in the Direct Communication (3.43 pre wave, 3.98 post wave) and Parents' Communication quadrants (3.11 pre wave, 3.82 post wave). There was also an increase amongst young people in the Policy Focus quadrant, but small base sizes mean that this is not significant.

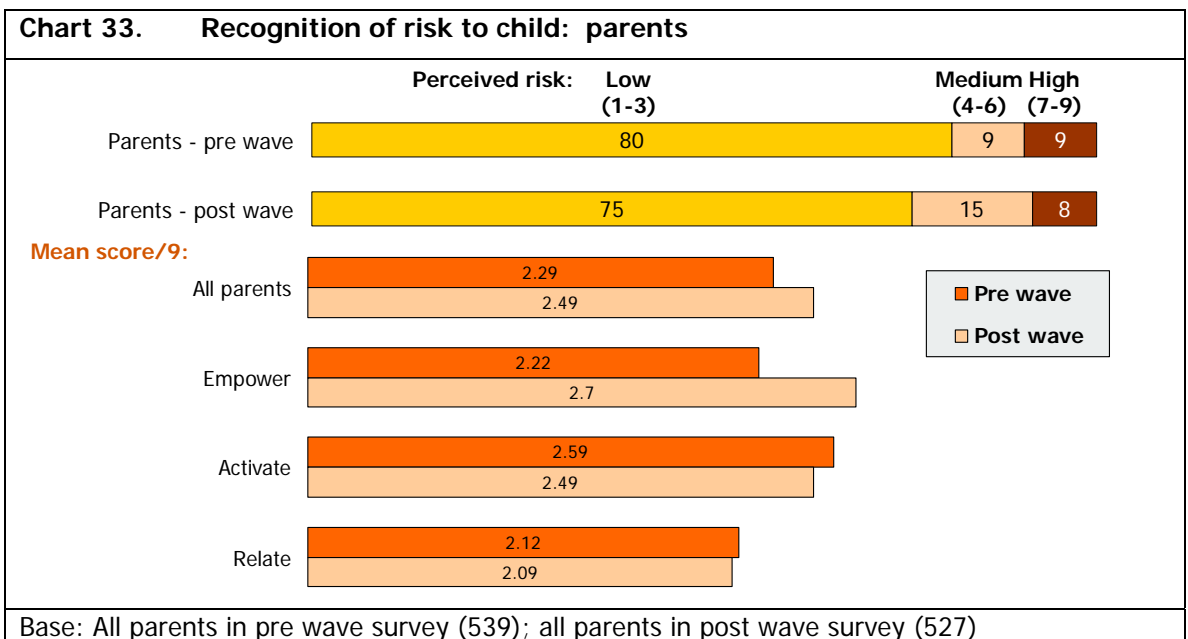
At the pre wave, young people in year 9-10 tended to think that they were at lower risk than average (mean score of 2.94, compared with 3.31 on average). There was a strong increase



in perceived levels of risk amongst this group, rising to 4.16 by the post wave, and taking them into line with average.

There was further evidence of a possible campaign impact because young people aware of publicity about young people and alcohol (mean score 4.04) were more likely than those unaware (3.08) to perceive a personal risk.

Parents were asked a similar question in relation to their perceptions of how at risk they feel their child is from hurt or harm after drinking alcohol, and there were no significant changes over time in their perceptions (Chart 33). Four fifths (80%) of parents at the pre wave thought that their child was at low risk, and a similar proportion (75%) said this at the post wave. There were also no significant changes in mean levels of perceived risk to their child, and no significant differences in perception between the three parent quadrants.



In making comparisons between responses given by parents and young people it should be noted that the relevant school year groups differed: parents had children in years 6-10 and young people were in years 9-13. Given that parents of younger children tended to give lower scores, it is therefore not surprising that the mean score given by parents (2.49 at the post wave) was somewhat lower than the 3.92 score given by young people.

Looking only within the overlap group of young people in years 9-10 and parents of children in those years, there was a high degree of consistency in the scores given at the pre-wave (2.82 for parents, 2.94 for young people). However, as noted before, there was a significant increase in perceptions of risk between the pre and post waves amongst young people in



years 9-10 (from 2.94 pre wave to 4.16 post wave), but this was not in evidence amongst parents year 9-10s (2.82 pre wave, 2.90 post wave). As a result, there was a strong difference in levels of perceived risk between the overlap groups of parents and young people at the post wave, with parents giving a mean score of 2.90, but young people giving a mean score of 4.16.

There was no evidence of campaign impact amongst parents, as those aware of or recognising the campaign were no more likely to consider their child to be at high risk:

- The mean score given by parents aware of publicity about young people and alcohol at the post wave was 2.49, compared with 2.52 amongst those not aware
- Amongst recognisers at the post wave the mean score was 2.53, not significantly higher than 2.341 amongst non-recognisers

6.3 Summary

Around half of parents (50% post wave) and two fifths of young people (41% post wave) definitely agreed that young people who drink alcohol are more likely to be hurt or harmed. There have been no significant changes in the proportions agreeing over time, although those aware of or recognising the campaign at the post wave were more likely to definitely agree, suggesting that the campaign may have had an impact here.

There has been a significant increase in perception of personal risk of harm after drinking alcohol amongst young people, and there is evidence that the campaign has helped to increase this.

Parents were less likely than young people to perceive that their child is at personal risk, and the proportions thinking this have remained unchanged over time.



7 Social norms

Further campaign KPIs focussed on social norms related to young people and alcohol, and specifically whether parents and young people felt that young people drinking alcohol is right or wrong, their thoughts on the 'continental model' of introducing young people to alcohol gradually and their perceptions of how prevalent youth drinking might be. Behaviour change theory has consistently shown that social norms are important in shaping perceptions and behaviour, and an understanding of these is important to the evaluation and further development of the campaign.

7.1 Attitudes to youth drinking

The Chief Medical Officer (CMO) issued guidance in December 2009 which stated that:

Children and their parents and carers are advised that an alcohol-free childhood is the healthiest and best option. However, if children drink alcohol, it should not be until at least the age of 15 years⁸

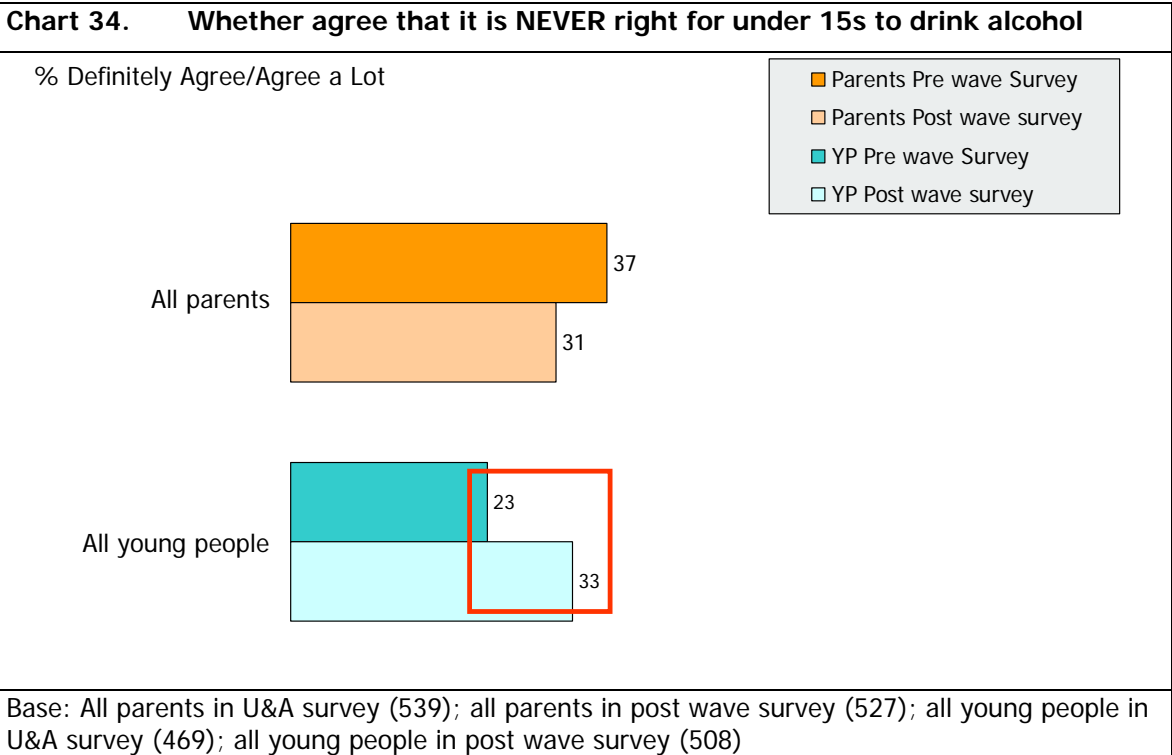
While the campaign does not specifically aim to communicate this information, it was of interest to understand whether parents and young people were aware of this. All were therefore asked how much they agreed or disagreed that it is NEVER right for someone aged under 15 to drink alcohol: a whole drink and not just a sip. The question was necessarily strongly worded to draw out responses.

At both waves, around a third of parents definitely agreed that it is never right for under 15s to drink alcohol (37% pre wave, 31% post wave). Perhaps surprisingly, levels of strong agreement did not vary by the age of child, although there were behavioural differences: parents whose child had ever drunk alcohol (18% at post wave) were less likely to agree than those whose child had never drunk alcohol (37% post wave).

Similar differences were observed amongst young people, with those who had ever drunk alcohol less likely to agree that it is never right for under 15s to do so (39% drinkers, 56% non-drinkers at the post wave), but no variation was found in perception by school year.

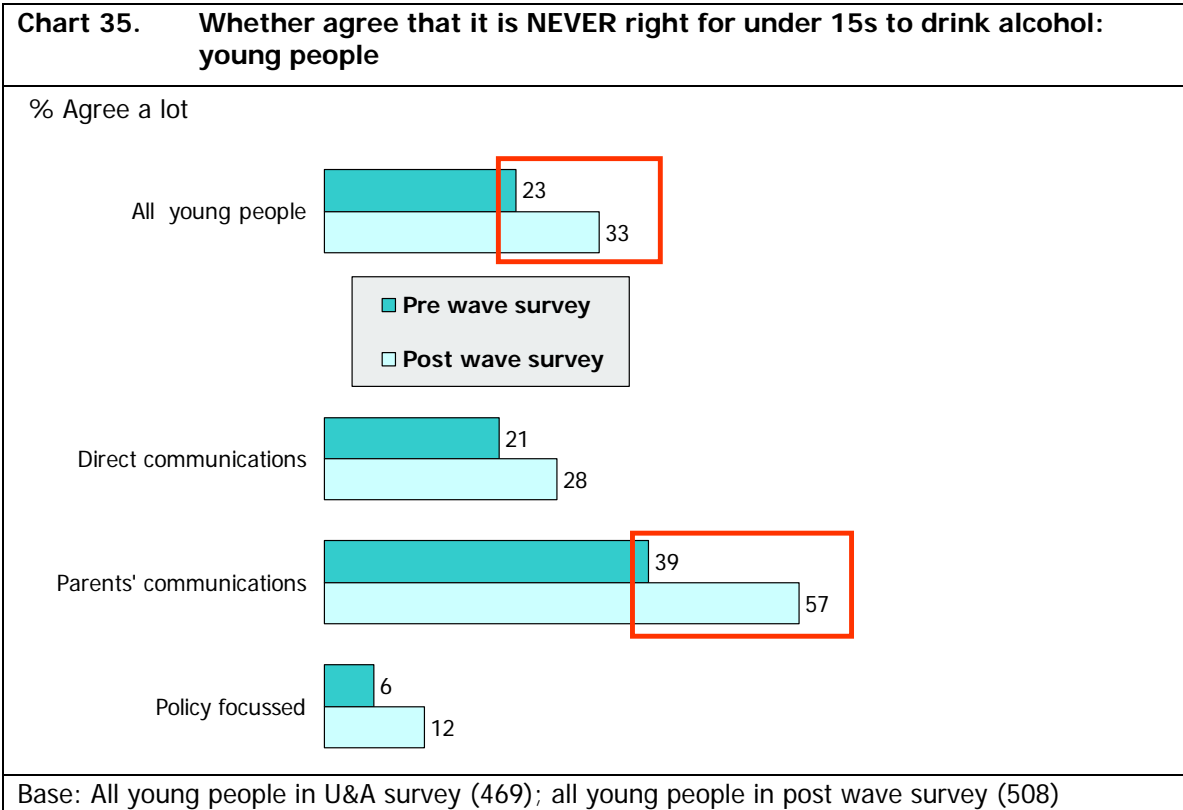
At an overall level, there was a significant increase in the proportion of young people agreeing that it is never right for under 15s to drink alcohol, rising from 23% at the pre stage to 33% at the post stage (Chart 34).

⁸ http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_110256.pdf, Page 14



There were no changes over time based on parent segment, with parents in the Empower segment (43% post wave) significantly more likely than those in the Activate (24%) or Relate (18%) segments to definitely agree. These differences in levels of definite agreement are not unsurprising given the profile of the segments in each quadrant.

Amongst young people, there was a significant increase in levels of agreement amongst those in the Parent Communications quadrant which appears to be the strongest driver of the increase in levels of agreement at the overall level, although there were also slight (directional) increases in levels of agreement amongst young people in the other quadrants. Amongst those in the Parent Communications quadrant, the proportion agreeing a lot rose from 39% at the pre wave to 57% at the post wave (Chart 35).



Amongst both parents and young people, there was a clear link to campaign exposure, with those recognising campaign materials more likely to agree that it is never right for under 15s to drink alcohol. There were no differences based on awareness of general publicity about young people and alcohol. Table 21 shows results for parents and young people, with significant differences shaded in the table.

Table 21. Proportion definitely agree/agree a lot that it is never right for under 15s to drink alcohol

%		Parents	Young People
		Aware publicity about young people and alcohol	30
	No	38	30
Recognise campaign materials	Yes	39	43
	No	29	31

Base: All parents in post wave survey (527); all young people in post wave survey (508)

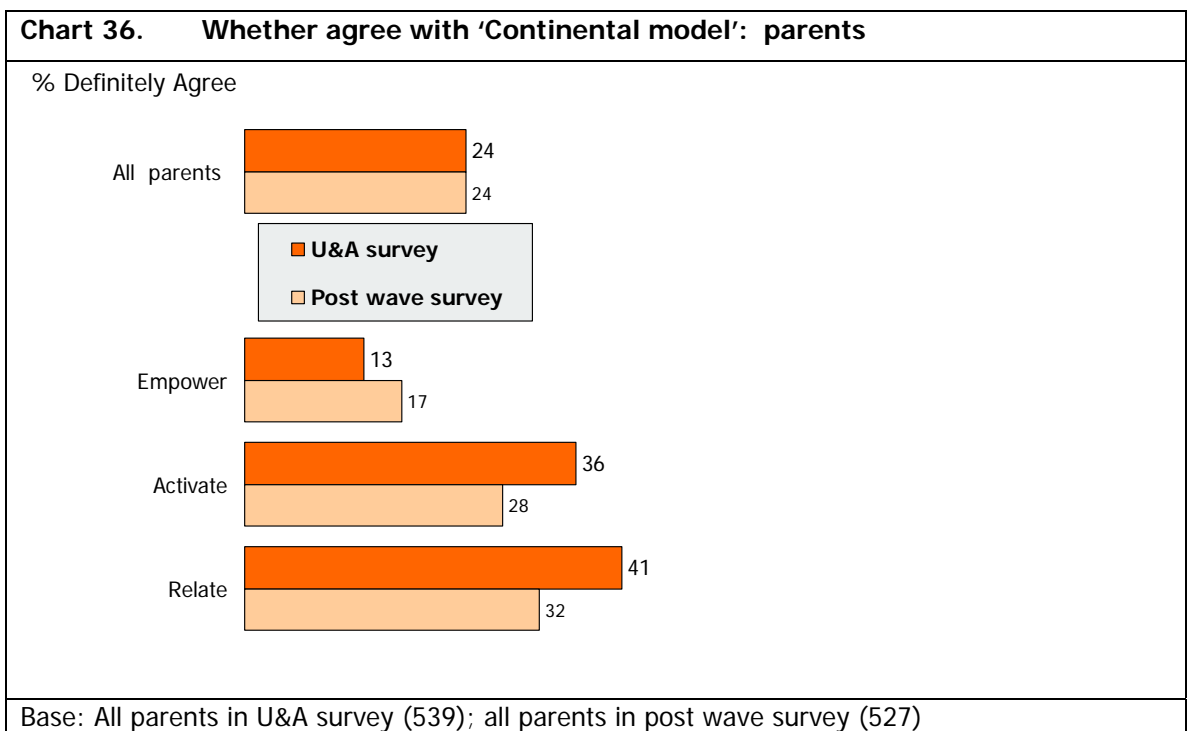
Amongst parents, those recognising the press ads were particularly more likely than average to agree that it is never right for under 15s to drink alcohol: 43% of press ad recognisers definitely agreed. There were no similar differences amongst young people.



7.2 Views on the 'Continental' model of introducing young people to alcohol

A further aspect of youth drinking which was examined related to perceptions of the 'continental model' of introducing young people to alcohol gradually. This was a key differentiating variable in the original U&A study, and the CMO Guidance and campaign aimed to challenge the point of view that this is the safest way to introduce children to alcohol.

All parents were asked whether they agreed or disagreed that it's safer to introduce their child to alcohol gradually, like they do in Europe, and Chart 36 shows the proportion definitely agreeing.



At both the U&A and post wave surveys a quarter (24%) of parents definitely agreed that it's safer to introduce their child to alcohol in this way. There were no significant changes in levels of definite agreement by quadrant, with parents in the Empower segment (17% post wave) consistently less likely than parents in the Activate (28%) or Relate segments (32%) to definitely agree.

Parents from ethnic minorities, DEs and those who were not working were less likely than average to definitely agree that it's safer to introduce children to alcohol gradually. Post wave figures are shown below, but the same patterns were observed in the U&A survey:



- 9% parents from ethnic minorities definitely agreed, compared with 26% of white parents
- 15% of DE parents definitely agreed, compared 28% of parents in the ABC1C2 social grades
- 16% of parents not in work definitely agreed, compared with 27% of working parents

There were further differences in response based on the parent's views and behaviours related to their child's drinking, and again similar patterns were observed at the U&A survey. Parents who had set any rules for their child (35%, compared with 20% who had not set any rules), and whose child has ever drunk alcohol (35%, compared with 17% of parents of non-drinkers) were both more likely to agree. Both of these points could be linked to the child's age, as parents of older children were more likely to say that their child had ever drunk alcohol, but there were no differences in levels of definite agreement based on the child's school year, suggesting that these differences are behavioural rather than demographic.

Further, those parents who felt that their child was at low risk of being hurt or harmed after drinking alcohol in the next 12 months were significantly less likely than average to definitely agree that it's safer to introduce their child to alcohol gradually: only 11% definitely agreed. Again this may be expected to be linked with their child's age, as parents of older children were more likely to think that their child was at high risk of being hurt or harmed but, as noted earlier, levels of definite agreement did not vary significantly based on the child's school year.

There were no differences in response based on exposure to the campaign at the post-wave, as:

- 25% of parents aware of publicity about young people and alcohol definitely agreed, compared with 21% who were not aware
- 25% of parents recognising campaign materials definitely agreed, compared with 21% of non-recognisers

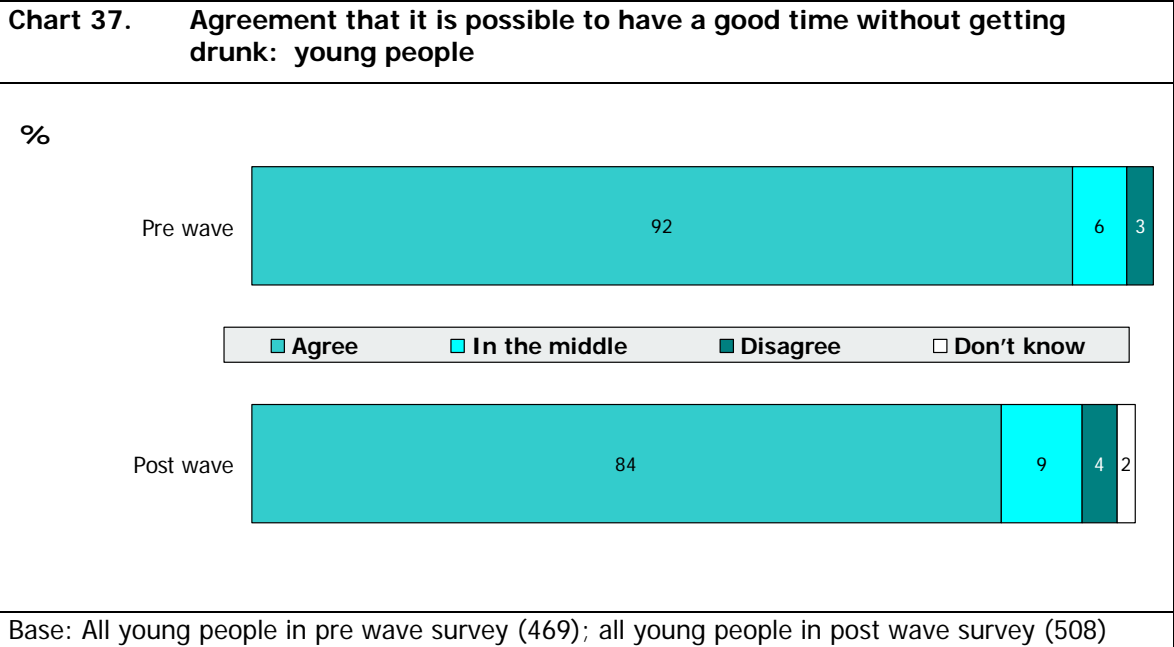
7.3 Young people's attitudes to youth drinking

In addition young people were also asked to comment on a number of statements specifically related to young people's reasons for drinking alcohol.

The majority of young people agreed that it is possible to have a good time without getting drunk, although there was a decline in the proportion agreeing between the two waves, at the pre wave 92% of young people agreed, compared with 84% at the post wave.



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The decline in the proportion agreeing was almost wholly amongst young people in the Direct communication quadrant (from 95% pre wave to 84% post wave): levels of agreement remained the same amongst those in the Parents' communication (87% pre wave, 85% post wave) and Policy focus quadrants (83% pre wave, 90% post wave).

There were, however, no differences in perception based on young people's school year, or whether they had ever drunk alcohol or been drunk.

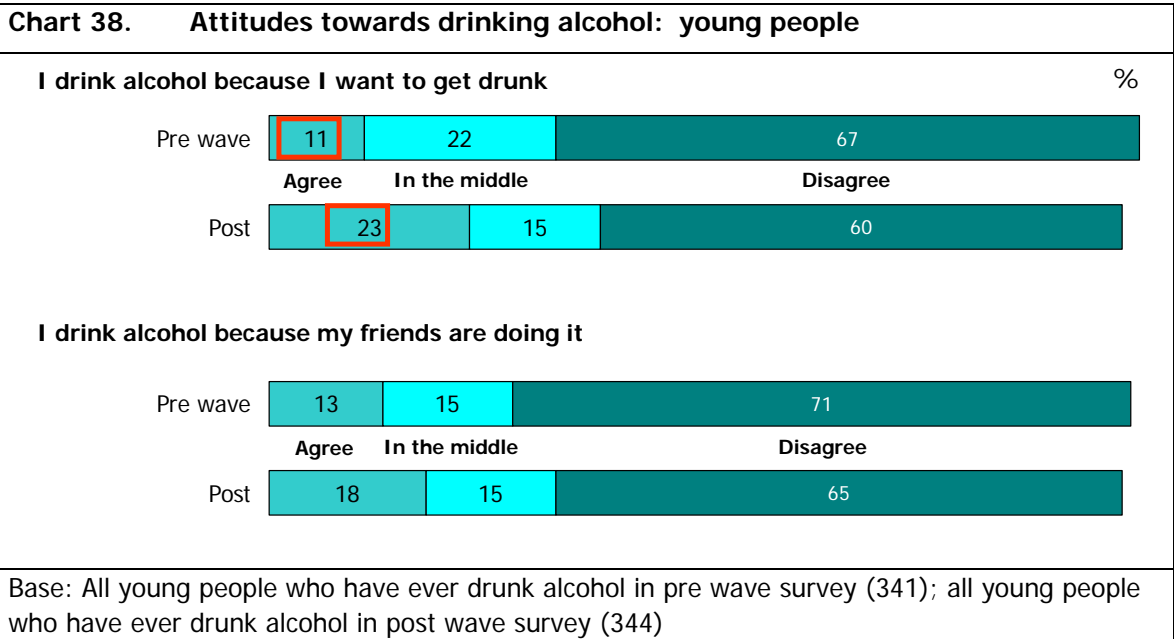
In addition, there was no evidence that the decline in levels of agreement was linked to exposure to publicity or the campaign, as those aware of publicity (84% post stage) or recognising campaign materials (85% post stage) did not differ from average in their reactions to the statement.

All young people who had ever drunk alcohol were asked two supplementary questions which centred on their reasons for drinking alcohol, and in particular the impact of social norms on their drinking behaviour.

It is positive to note that relatively low proportions of young people who had ever drunk alcohol agreed that they drink because they want to get drunk. However, there was a significant increase in the proportion agreeing between the pre and post waves: rising from 11% at the pre wave to 23% at the post wave (Chart 38). The increase was mainly driven by an increase in the proportion of young drinkers from the Direct communications quadrant agreeing – rising from 8% at the pre stage to 22% at the post stage. However, there was no



evidence that the increase was linked to campaign exposure as those aware of publicity or recognising campaign materials were no more likely than average to agree (20% aware of publicity. 23% of those recognising the campaign).



There was no similar increase in the proportion of young drinkers agreeing that they drink alcohol because their friends are doing it – with around one in six at each wave agreeing (13% pre wave, 18% post wave). There were also no significant changes in levels of agreement based on quadrant, and no differences in perception based on exposure to the campaign.

7.4 Perceptions of prevalence of youth drinking

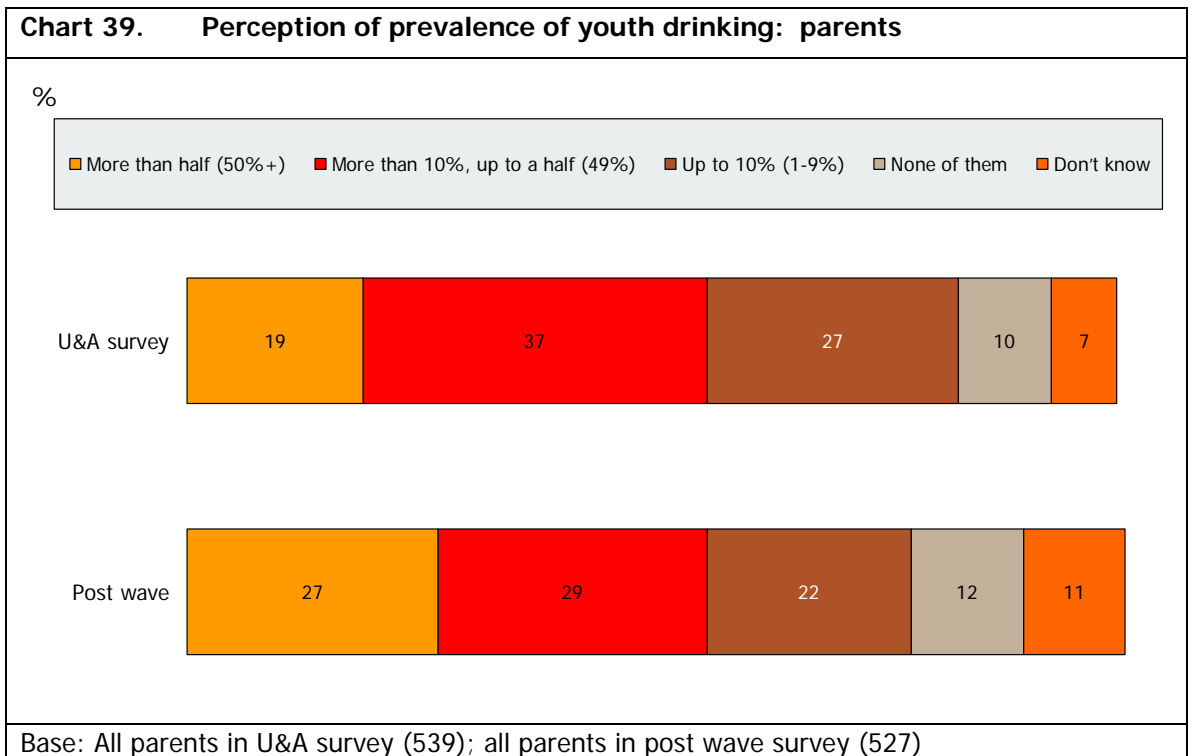
Perceptions of the prevalence of youth drinking are an important aspect of social norms, as they provide an indication as to what is 'normal' and acceptable in society. The campaign aims to influence social norms by making parents and young people think that fewer young people nowadays are drinking alcohol or getting drunk.

However, it is worth noting that there is a risk of unintended consequences related to communicating about the subject, as the act of communication may suggest that youth drinking is more prevalent and more of a problem than people previously thought.

The research aimed to establish parents' and young people's perceptions of how prevalent youth drinking is.



Parents were shown a list of banded percentages and asked how many young people of their child's age they think drink alcohol regularly (Chart 39). At the U&A survey, around a fifth (19%) of parents thought more than half of young people of their child's age drink alcohol regularly, and this increased slightly (but not significantly) to 27% at the post wave.



Overall, the proportion of parents thinking that more than 10% of young people of their child's age drink alcohol regularly did not change significantly over time: 56% thought this in the U&A survey and the same proportion (56%) said this at the post wave. The average proportion of young people thought to drink alcohol regularly remained similar across the two waves: standing at 29% in the U&A survey and 31% at the post wave.

Perhaps unsurprisingly, parents of older children tended to think more of their child's friends drink alcohol regularly. Table 22 shows that parents of children in year 6 at both waves thought that around one in ten of their child's friends drink regularly, and this rose to over 40% amongst parents of children in years 9-10.

Table 22. Proportion of child's friends thought to drink alcohol regularly				
	U&A		Post wave	
Mean %s shown	Base		Base	
All parents	539	29%	527	31%
• Children in year 6	114	10%	81	12%
• Children in years 7-8	226	22%	195	22%
• Children in years 9-10	199	40%	225	44%



Base: All parents in the U&A survey; all parents in the post wave survey

Linked to these age differences, parents whose children have ever drunk alcohol (mean percentage of 44%), DE parents (mean of 38%) and parents who are not working (mean of 38%) tended to think that more young people of their child's age drink nowadays. Figures shown are from the post wave, but similar patterns were observed in the U&A survey.

There was no evidence that exposure to the campaign impacted on perceptions of youth drinking amongst parents (post wave figures shown):

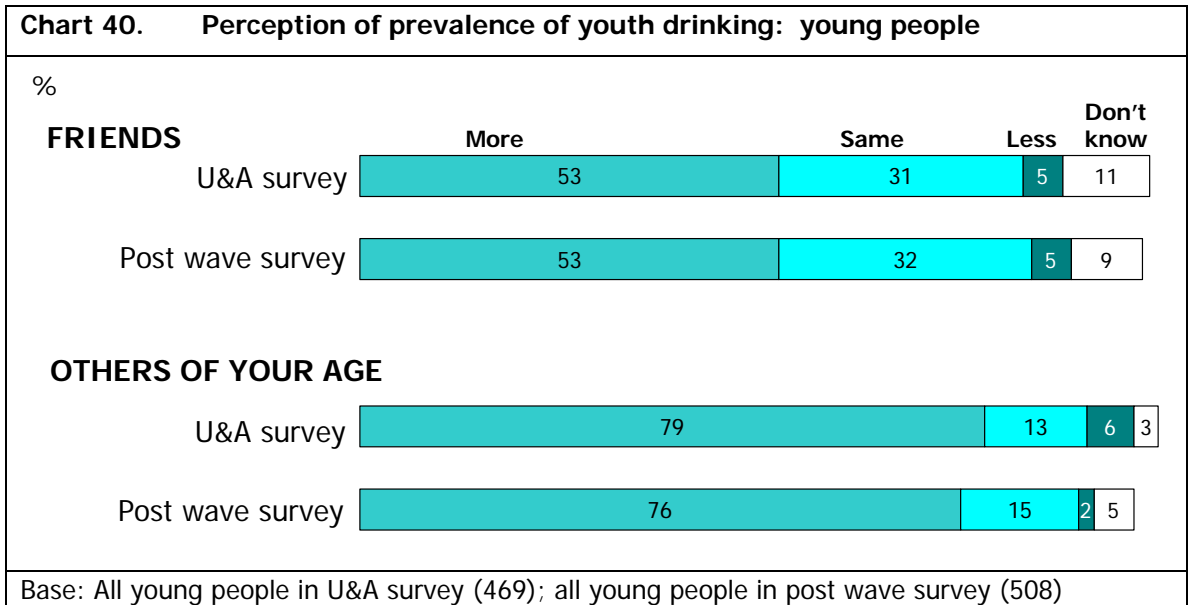
- The mean proportion of young people thought to drink alcohol was 31% amongst parents aware of publicity about young people and alcohol, and 30% amongst those not aware
- Parents recognising campaign materials thought that an average of 32% of young people of their child's age drink alcohol regularly nowadays, compared with 28% amongst non-recognisers

This is a positive finding and indicates that the campaign does not appear to be having the unintended impact of normalising youth drinking amongst parents who have been exposed to it.

Similarly, exposure to the campaign does not appear to have driven up perceptions of how common drinking is amongst young people, as those aware of publicity or recognising campaign materials did not tend to think that more of their friends or other young people of their age drink alcohol.

Young people were asked a simplified form of the same question because they tend to feel less comfortable using percentages. All were asked whether they think that their friends or other young people of their age drink more, less or the same amount of alcohol as them.

Results were very consistent across the two waves, with around half (53%) thinking that their friends drink more than them and only 5% thinking that their friends drink less than them (Chart 40).



At both waves, young people were more likely to think that others of their age but outside of their friendship group drink more than them. While half (53%) thought their friends drink more than them, around three quarters (76% at the post wave) thought that others of their age drink more than them. In general it appears that the strong perception remained that drinking alcohol is common.

At both waves, young people in the younger year groups tended to think that fewer of their friends and others of their age drink more than them. For example at the post wave 45% of young people in years 9-10 thought that their friends drink more than them, compared with 59% of those in years 11-12 and 58% of those in year 13.

Linked to this, young people in the parents' communication quadrant were less likely to think that more of their friends drink more than them (43%, compared with 56% in the Direct communication quadrant and 57% in the policy focus quadrant). This is likely to be because young people in the parents' communication quadrant tend to be younger.

Further, young people who have ever drunk alcohol tended to think that more people were drinking than them:

- 57% thought that their friends drink more than them, compared with 43% of those who have never drunk alcohol
- 79% thought that others of their age drink more than them, compared with 70% of those who have never drunk alcohol



While this latter result is again linked to age, it may also suggest a link between these social norms and drinking behaviour.

As previously mentioned, there was no evidence that the campaign has widened this gap in perception. Table 23 shows the proportions from the post wave thinking that their friends or others of the same age drink more alcohol than them, and indicates that there are no significant differences based on awareness of publicity or campaign exposure.

Table 23. Proportion thinking that their friends/others of same age drink more alcohol than them				
Post wave only	Aware publicity about young people and alcohol		Recognise campaign materials	
	Yes	No	Yes	No
Base	436 %	63 %	423 %	82 %
Friends	54	51	53	51
Other people of your age	77	70	77	75
Base: All young people in post wave survey				

This is a positive result, which again suggests that the campaign is not having unintended consequences in this way.

7.5 Summary

Around three in ten parents (31% post wave) and a similar proportion of young people agreed that it is never right for under 15s to drink alcohol. The proportion of young people agreeing a lot increased significantly between the pre and post waves (23% pre wave, 33% post wave), with this increase mainly driven by an increase in levels of agreement amongst the Parent communications quadrant (39% pre wave, 57% post wave).

Amongst both parents and young people, those recognising campaign materials were more likely to definitely agree/agree a lot, and in particular parents recognising the press advertising were most likely to definitely agree (43%). This may suggest that the campaign is helping to drive up this perception.

Around a quarter of parents at both waves (24%) definitely agreed that it's safer to introduce children to alcohol gradually, like they do in Europe. This perception remained unchanged over time, and there were no differences in response based on exposure to the campaign.

There were, however, some changes over time in young people's perceptions of drinking alcohol: although these were not always in the desired direction. There was a decline in the proportion of young people agreeing that it is possible to have a good time without getting



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drunk (92% pre wave, 84% post wave), as well as an increase in the proportion of young drinkers agreeing that they drink alcohol because they want to get drunk (11% pre wave, 23% post wave). In both cases, the changes were mainly amongst those in the Direct communications quadrant, indicating that it is right to target these young people with specific messages.

There were no significant changes over time in perceptions of how prevalent youth drinking is. Around half of parents at both waves (56%) thought that more than 10% of young people of their child's age drink alcohol regularly and around a quarter (27% post wave) think that more than half do so.

Amongst young people, the strong perception is that most others are drinking more than them: 53% at both waves thought that their friends drink more than them, and 76% that other people of their age drink more than them.

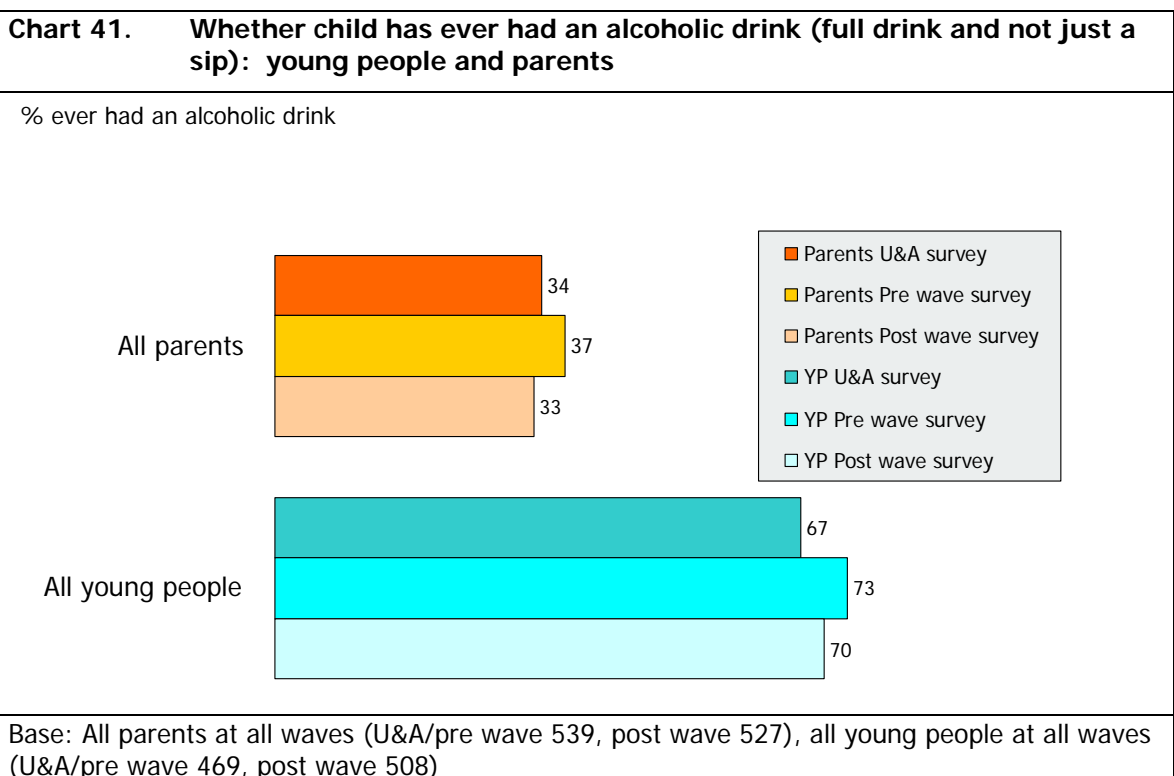
Positively, though, there was no evidence that the campaign has worked to normalise youth drinking amongst either parents or young people, as those exposed to the campaign did not tend to think that drinking is more common than average.

8 Claimed drinking behaviour

Data on campaign performance related to young people’s behaviour related to alcohol will be taken from other surveys, such as the DCSF Smoking Drinking and Drug Use (SDDU survey). However, basic measures of alcohol consumption were taken as part of the tracking survey to enable linkage with campaign exposure and for the purposes of analysis.

Because these measures should be treated as indicative only, they are not written up in detail here, and this section instead focuses on the key measure of whether the child/young person has ever had an alcoholic drink – a full drink and not just a sip.

Chart 41 shows the proportions of parents at each wave saying that their child has ever had an alcoholic drink, and the proportions of young people saying that they have ever done so.



Around a third of parents at each wave said that their child had ever had an alcoholic drink, and the proportion saying this remained similar across the three waves of the research (33% post wave). Given that the profile of the young people’s sample was older, it is not surprising to note that the prevalence of drinking was higher amongst young people, with between two thirds and seven in ten saying that they had ever had an alcoholic drink (70% post wave). Amongst both samples, there was a slight but not significant increase in the proportion



reporting their child/they had ever had an alcoholic drink at the pre wave: likely to reflect the fact that the pre wave measure was taken just after Christmas.

As might be expected, prevalence increased with age: rising from around one in eight of parents of children in year 6 saying that their child has ever had an alcoholic drink (12% post wave), to a half (51%) amongst parents of year 9-10s. It is notable that responses from parents of children in years 9-10 and young people in this school year were very similar, with around half saying that their child/they have ever had an alcoholic drink (53% young people at post wave) (Table 24).

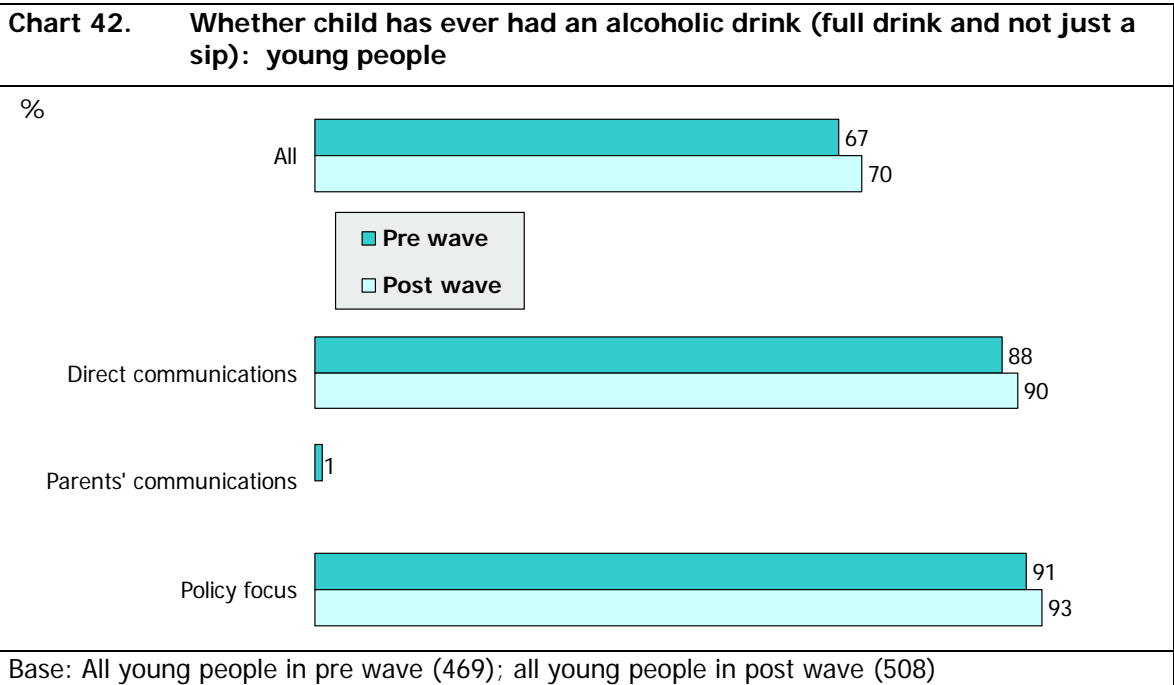
Table 24. Proportion who have/whose child has ever had an alcoholic drink (full drink, not just a sip): parents and young people

	Parents		Young people	
	Pre wave (539) %	Post wave (527) %	Pre wave (469) %	Post wave (508) %
All respondents	37	33	73	70
• Year 6	17	12		
• Years 7-8	32	25		
• Years 9-10	52	51	55	53
• Years 11-12			78	79
• Year 13			93	82

Base: All parents and young people

Amongst young people, there was also a clear gradient of prevalence of drinking behaviour by age, rising from 53% of year 9-10s to 82% of year 13s.

Given the close correlation between the quadrants and school year, it is unsurprising to note that prevalence of drinking also varied strongly by quadrant, both for young people and parents. Amongst young people, 1% or fewer of those in the parent communication quadrant said that they had ever had an alcoholic drink, compared with around nine in ten of those in other quadrants (Chart 42).

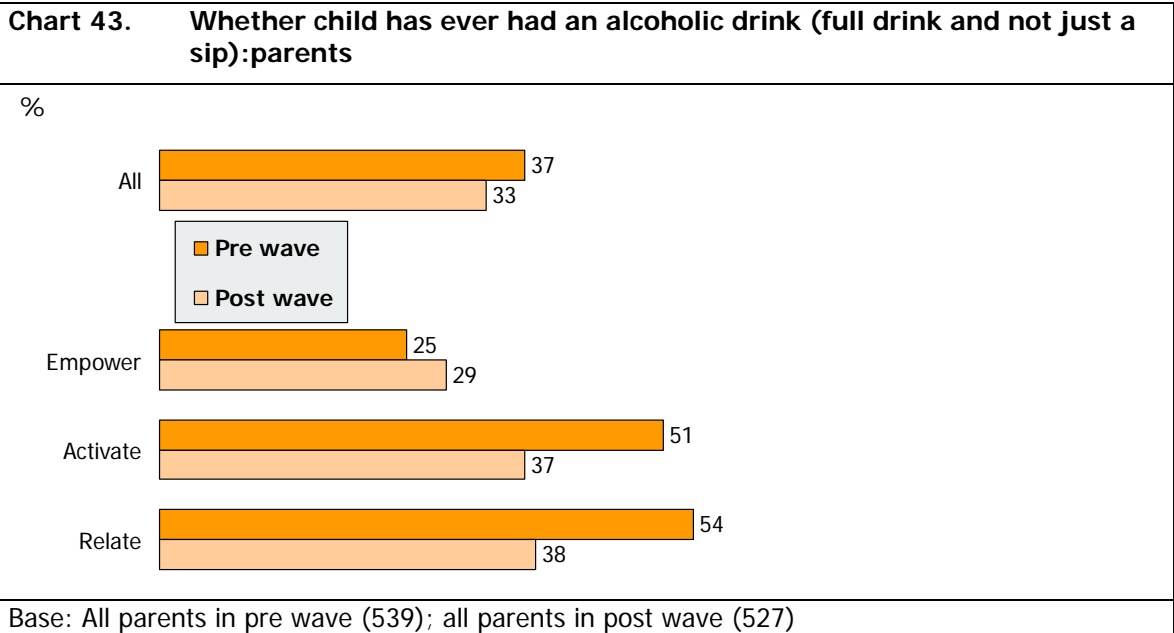


Amongst young people, patterns of response were similar at both waves:

- There were no strong differences in prevalence based on gender, even when looking at gender within each age/year group
- White young people were significantly more likely than young people from ethnic minorities to say they had ever drunk alcohol (77% white respondents, 29% ethnic minorities at the post wave)
- Young people who live in a household with someone they perceive to drink heavily were also more likely to say that they have ever drunk alcohol themselves: 87% of those living with a 'heavy drinker' have done so, compared with 66% in households where there is not another 'heavy drinker'. This point is important, given that the campaign aims to encourage parents to consider the drinking behaviour of other adults in the household.

There were also strong differences in the proportions of parents who said that their child has ever had an alcoholic drink based on parental quadrant, though differences were less strong than for children: unsurprising given that age of child was not *as* strong a differentiator of parental quadrant as it was for young people. Parents in the Empower quadrant at the post wave were slightly less likely than those in the Activate or Relate quadrants to say that their child had ever drunk alcohol. There were slight, but not significant, declines in the

proportions of parents in the Activate and Relate quadrants saying this, which means that the differences in response at the pre wave were no longer evident (Chart 43).



Amongst parents, there were no differences in the proportion saying that their child had ever drunk alcohol based on whether others in the household are thought to drink heavily, and no differences based on gender of child, though mothers (38% post wave) were more likely to say that their child had ever drunk alcohol than fathers (28%).

Amongst both parents and young people, those who had been exposed to the campaign at the post wave were more likely to say that they/their child had ever drunk alcohol. It is likely that these differences are due to message salience, rather than direct campaign impact (Table 25).

Table 25. Proportion who have/whose child has ever had an alcoholic drink (full drink, not just a sip): parents and young people

% who have/whose child has ever drunk alcohol		Parents	Young People
Aware publicity about young people and alcohol	Yes	35	72
	No	26	57
Recognise campaign materials	Yes	36	73
	No	25	50

Base: All parents in post wave survey (527); all young people in post wave survey (508)



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8.1 Summary

A third of parents and seven in ten young people said that their child/they had ever had drunk alcohol (a full drink and not just a sip), and the proportions saying this did not change from wave to wave.

Prevalence of drinking increased with age, rising from 12% (reported by parents of children in year 6) to 82% (reported by young people in year 13). There was a high degree of consistency in reported prevalence by parents and young people, with around half of those in/with children in years 9-10 saying that they/their child had ever drunk alcohol.

Amongst young people, those who lived with someone they perceived to be a *heavy drinker* were more likely to have ever drunk alcohol themselves: this highlights the importance of campaign messaging aimed at parents encouraging them to think about the drinking behaviour of other adults in the household.

Amongst both parents and young people, those who had been exposed to the campaign were more likely than average to say that their child/they had ever drunk alcohol, though it appears that these differences are related to the saliency of messages about young people and alcohol rather than as a direct impact of the campaign.



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9 Appendices

9.1 Questionnaires

9.1.1 Parent questionnaires

Click on the icons to open the questionnaires:



Parents - Pre wave
questionnaire



Parents - Post wave
questionnaire

9.1.2 Young people questionnaires

Click on the icons to open the questionnaires:



Young people - Pre
wave questionnaire



Young people - Post
wave questionnaire



9.2 Weighting

9.2.1 Parents

Table 26. Weighting profile of parents		
Gender and school year of child		
Male	Age	%
Male – Year 6	10	9.97
Male – Year 7	11	10.25
Male – Year 8	12	10.18
Male – Year 9	13	10.28
Male – Year 10	14	10.51
Female	Age	%
Female – Year 6	10	9.56
Female – Year 7	11	9.79
Female – Year 8	12	9.74
Female – Year 9	13	9.76
Female – Year 10	14	9.96
Government Office Region		%
East Midlands		8.65
Eastern		10.87
London		13.48
North East		5.18
North West		14.43
South East		15.99
South West		9.71
West Midlands		11.27
Yorkshire & Humber		10.41
Working status of parent		%
Men working full time		32.47
Men not working full time		12.68
Women working		38.43
Women not working		16.42
Social grade of CIE		%
AB		18.23
C1		28.06
C2		23.37
D		14.95
E		15.38
Ethnicity		%
White		87.57
Black (all)		4.78
Asian (all)		6.41
Other		1.24
Base: all parents (pre 539, post 527)		



9.2.2 Young people

The weights applied to the young people's data are shown in Table 27:

Table 27. Weighting profile of young people		
Gender and school year of child		
Male	Age	%
Male – Year 9	13	9.78
Male – Year 10	14	9.99
Male – Year 11	15	10.17
Male – Year 12	16	10.58
Male – Year 13	17	10.88
Female	Age	%
Female – Year 6	13	9.28
Female – Year 7	14	9.48
Female – Year 8	15	9.63
Female – Year 9	16	10.00
Female – Year 10	17	10.21
Government Office Region		%
East Midlands		8.55
Eastern		10.75
London		13.59
North East		5.28
North West		14.52
South East		16.03
South West		9.69
West Midlands		11.22
Yorkshire & Humber		10.37
Social grade of CIE		%
AB		18.23
C1		28.06
C2		23.37
D		14.95
E		15.38
Base: all young people (pre 469, post 508)		

9.3 Media schedule

Click on the icon to open the media schedule:



Media schedule



9.4 Call to action

9.4.1 Actions taken

Table 28 shows the proportion of ad recognisers who have taking actions as a result of seeing the campaign.

Table 28. Call to action: actions taken		
% have done as a result of seeing the ads	Parents	Young people
TAKEN ANY ACTION	54	62
Had a conversation with my friends about drinking alcohol/spoke with a friend	6	35
Discussed the ads with my friends	8	22
Had a conversation with my parents/child about drinking alcohol	28	16
Talked to my parents about rules for drinking alcohol/set rules for my child about drinking alcohol	15	14
Talked with another parent about young people drinking alcohol	12	n/a
Discussed the ads with my parents/child	25	12
Spoke with a teacher about drinking alcohol	n/a	10
Looked for other information about alcohol/young people and alcohol	2	9
Visited the website mentioned in the ads	1	5
Spoke with a GP/doctor/nurse/other health professional	2	3
Suggested that my parents/child visits the website	1	0
Other	1	2
Nothing	46	37
Base: All parents who recognise at least one of the ads (426); all young people who recognise at least one of the ads (425)		



9.4.2 Action planning on taking

Table 29 shows the proportions of parents and young people planning to take any actions as a result of seeing the campaign.

Table 29. Call to action: actions planning on taking		
% likely to do as a result of seeing the ads	Parents	Young people
TAKE ANY ACTION	72	69
Discuss the ads with my friends	10	27
Have a conversation with my friends about drinking alcohol/speak with a friend	8	24
Discuss the ads with my parents/child	37	18
Have a conversation with my parents/child about drinking alcohol	37	13
Visit the website mentioned in the ads	9	12
Talk to my parents about rules for drinking alcohol/set rules for my child about drinking alcohol	21	11
Talk with another parent about young people drinking alcohol	10	n/a
Look for other information about alcohol/young people and alcohol	8	4
Speak with a teacher about drinking alcohol	n/a	3
Suggest that my parents/child visits the website	9	2
Speak with a GP/doctor/nurse/other health professional	1	2
Other	2	1
Nothing	27	29
Base: All parents (527); all young people (508)		