

Ipsos MORI
Social Research Institute



2013 parents campaign evaluation

Summary report on campaign metrics for
Drinkaware

31 January
2014

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1. Background and methodology

This summary report sets out findings from research into the impact of the 2013 Drinkaware campaign aimed at getting parents to engage with their children on the subject of alcohol. Findings are taken from the Key Performance Indicator (KPI) tracking research conducted online in November/December 2013.

The campaign

The campaign, run in late 2013, was a re-refresh of the 2011/2012 ‘talk’ message. The campaign elements tested as part of the KPI research were the radio and print advertising. The following four creative executions were run in London only, whilst the radio adverts could be heard UK-wide¹.



Campaign targets

Three core targets were set for the campaign. These were:

- Prompted recall of the campaign to reach 15% amongst parents of children aged 10-14. This would represent an increase from 8% awareness of a similar campaign run in 2012.
- Observe a decrease in the proportion of parents (of children aged 10-17) agreeing ‘it is okay for parents to allow their children to drink alcohol even if they are under the age of 16’ from 35% in 2012.
- Of individuals who recall the campaign, 20% would agree with their partner not to allow their child to drink under the age of 16².

Methodological overview

Drinkaware’s KPIs have been tracked since 2009 and relate to four demographic groups: parents and children aged 10 to 17, and adults aged 18-24, 25-44 and 45-65. The 2013 research, which is reported upon here, was completed online by 1,003 parents of children aged 10-17, based in the UK. The fieldwork ran from 19 November until 12 December – during which the radio campaign was on-air, whilst the OOH media activity ended prior to fieldwork start.

¹ With a different variation for Scotland to reflect the current guidance provided

² This target percentage was taken from a campaign evaluation conducted by The Nursery in 2011 though the question wording differs to that used in the 2013 KPI research

This report

This report focuses first on the extent to which the campaign targets were met, before findings are presented on response to the campaign and differences observed in behaviour/attitudes of 'campaign recognisers' versus 'non-campaign recognisers'.

Please note, all charts and tables are annotated to display where differences in sub-groups are considered statistically significant. All references made in the text to sub-group differences are either statistically significant or indicative of a wider trend. Where non-significant results are reported, these are stated as such.

2. Evaluation of key campaign targets

(a) There is higher recognition amongst parents of Drinkaware's campaign this year compared to 2012 (QP15/16).

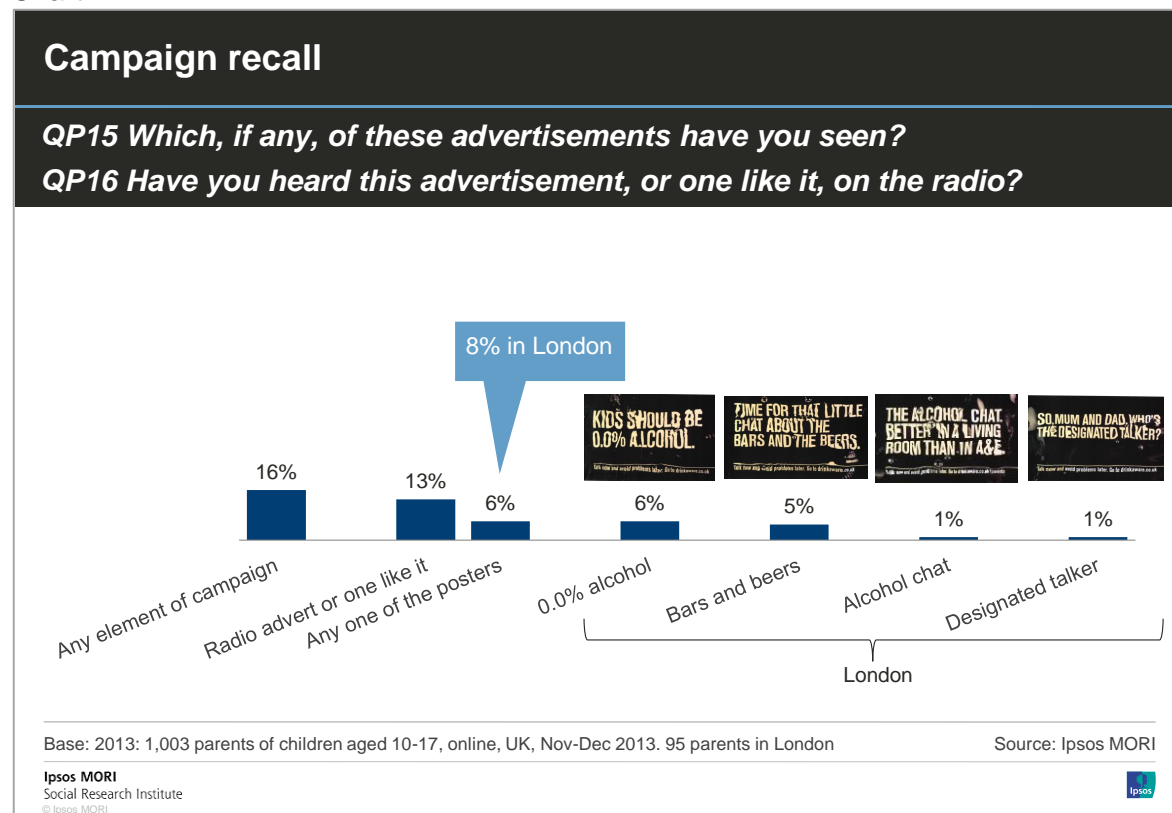
- Overall, one in six parents recognised the Drinkaware campaign (16%) – either recalling a poster and/ or the radio advertisement they were played (or one similar to it) (Chart 1).
- There was little difference in the recognition of parents of children of different ages: 15% among parents of 10-14 year olds and 18% among parents of 15-17 year olds.
- In 2012, one in ten parents recognised the current Drinkaware campaign (9%). This was 8% amongst parents of 10-14 year olds and 11% amongst parents of 15-17 year olds.
- The radio advertisement was the most recalled element of the 2013 campaign. 7% of parents had heard the radio clip played to them with a further 6% claiming to have heard one like it (Chart 1).
- Just under one in ten parents based in London recognised at least one of the posters from the 2013 campaign (8%)³: 6% had seen '0.0% alcohol', 5% 'bars and beers', 1% 'alcohol chat' and 1% 'designated talker'. 92% had not seen any of these (Chart 1).
- Encouragingly, campaign recognition was higher amongst parents who typically drink above the recommended guidelines (22%) versus those who are considered 'low risk' drinkers (13%)⁴. Similarly, parents who drink alcohol more frequently were more likely to recall the campaign with 17% of those who drink at least once a week recognising the campaign once prompted compared to 12% who drink alcohol less frequently.
- Campaign recognition was also much higher amongst parents who display more responsible attitudes towards their child's consumption of alcohol. Of those aware of the medical guidance concerning children and alcohol, 43% recalled the campaign compared to 11% of those unaware of the guidance. Similarly, parents who have already spoken to their child about alcohol were more likely to recall the campaign (17%) compared to those yet to discuss the issue (11%).

³ Based on a sample size of 95 respondents based in London

⁴ Definitions of 'low' and 'above guideline' risk are based on typical unit intake of alcohol per week according to gender

- Differences in campaign recognition were not discernible amongst demographic variations such as gender, social grade, age of parent or age of child.

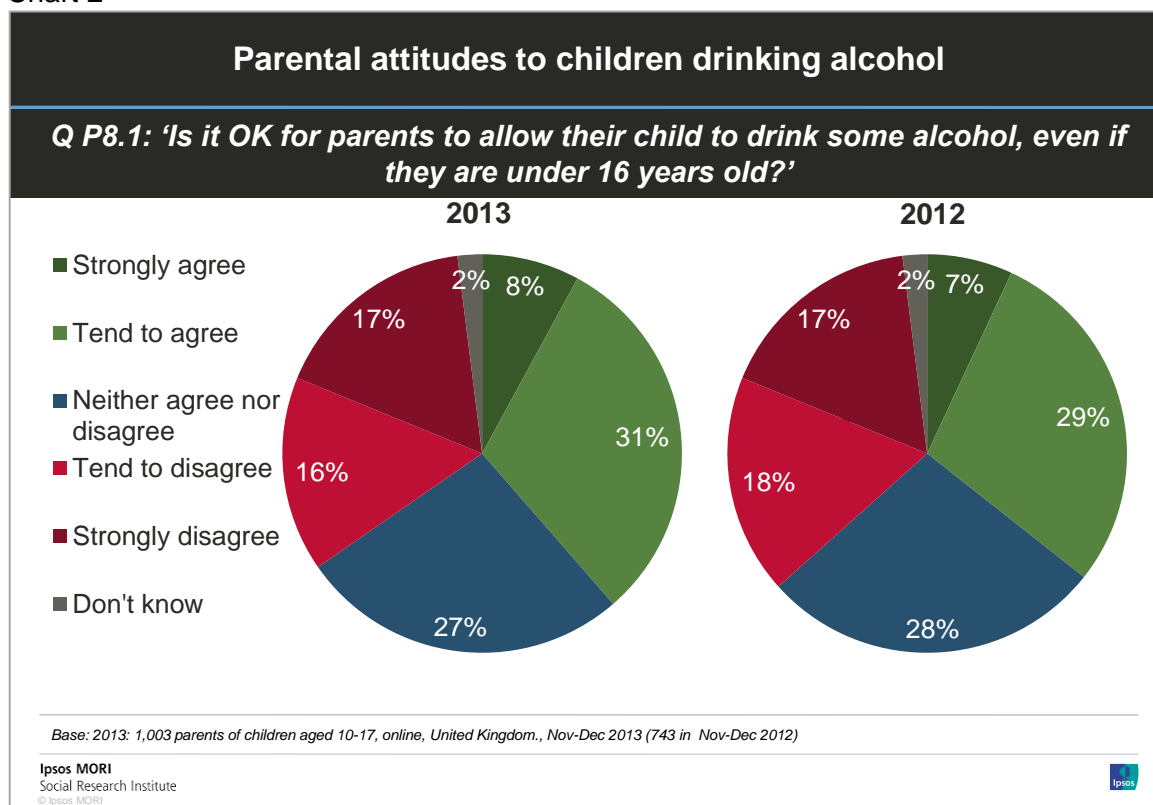
Chart 1



(b) No significant change is observed since 2012 in the proportion of parents who believe: 'It is OK for parents to allow their child to drink some alcohol, even if they are under 16 years old' (QP8.1).

- Almost two in five parents (39%) agree with this statement, a non-significant increase from 35% in 2012 (Chart 2). A third of parents disagree with the statement (33%).
- Parents who recognise the campaign are as likely to disagree with the sentiment that it is okay for children to drink under the age of 16 as those who do not recall the campaign (33% and 32% respectively).

Chart 2

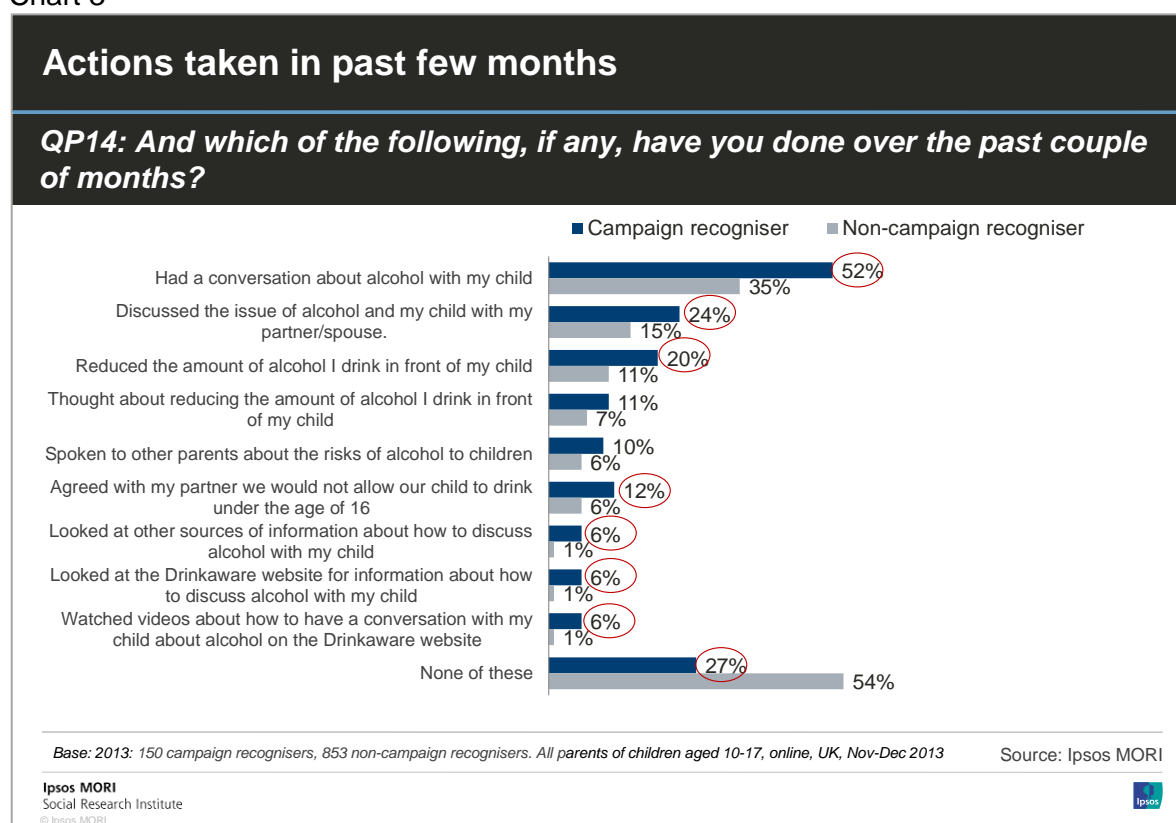


- The drinking behaviour of parents plays a role in determining their agreement with this sentiment – a quarter of parents who never drink agree that, 'it is OK for parents to allow their child to drink some alcohol, even if they are under 16 years old' (25%), compared to 37% of 'low-risk' parents and 43% of parents who regularly drink above the recommended daily guidelines. Indeed, parents who identify themselves as drinking above safe limits are more likely to agree with this statement (49% versus 38% of those who believe themselves to be drinking within safe limits).
- It should be noted that, this year, there has been a slight increase in the proportion of parents who are considered 'low risk' drinkers (from 51% in 2012 to 55% in 2013 – with a corresponding fall in the proportion typically drinking 'above guidelines' from 49% in 2012 to 45% in 2013).
- Approaching two-thirds of parents whose child has drunk alcohol with them agree with this statement (63%) versus 28% of parents whose child has never drunk alcohol with them. This year there has been a small, but significant, decline in the proportion of parents whose children have drunk alcohol with them, from 34% to 29%.
- Awareness of medical guidance warning against alcohol consumption in childhood appears to have little impact on the level of agreement with this statement. A similar proportion of those aware of the guidance agree (41%) as do those unaware of the guidance (39%).
- Parents who are employed, or fall into an ABC1 social grade, are more likely to agree, 'it is OK for parents to allow their children to drink some alcohol, even if they are under 16 years old'. Two-fifths of ABC1 parents agree with this sentiment (42%) compared to 34% of C2DE parents.

(c) Parents who recognise the Drinkaware campaign appear to have a more responsible behaviour towards children's alcohol consumption (QP14).

- Of the 150 parents who recognised the Drinkaware campaign, 12% said that in the past couple of months they had agreed with their partner not to allow their child to drink under the age of 16. This compares to 6% of parents who did not recall the campaign.
- Campaign recognisers are more likely to have taken a number of positive actions regarding alcohol and their children compared to non-recognisers. For example, half of all parents who recognise the Drinkaware campaign have had a conversation with their child in the past few months about alcohol (52%) compared to 35% of non-recognisers. This may indicate a positive effect of the campaign or a greater disposition for parents already engaged with the issue of children's alcohol consumption to notice a campaign concerning the subject.
- Parents who have spoken to their child about alcohol are more likely to have taken many of the actions listed in QP14 compared to those yet to speak with their child. This pattern appears to exist despite the child's age.

Chart 3

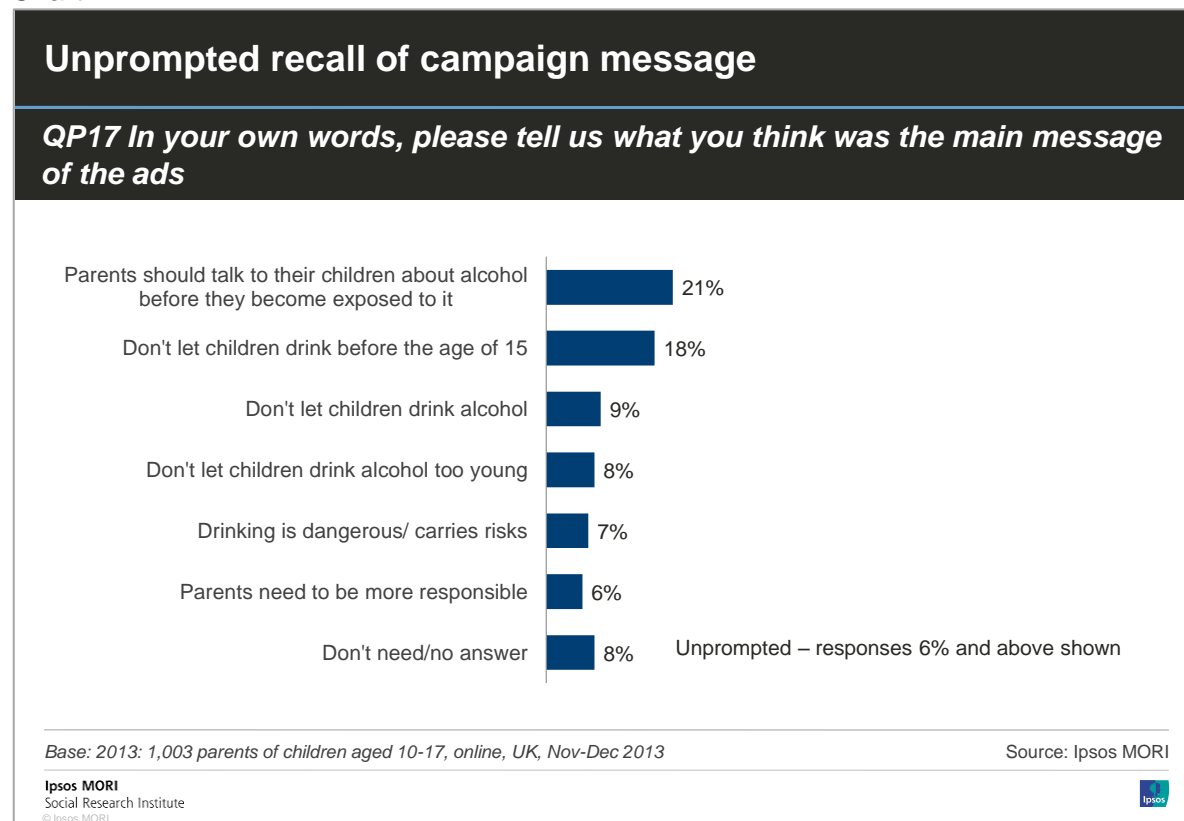


3. Campaign response

(a) Parents' take-away message from the research was as intended (QP17).

- The main messages taken away from the campaign focus heavily on the need to talk to children about alcohol, and to prevent alcohol consumption as necessary (Chart 4).

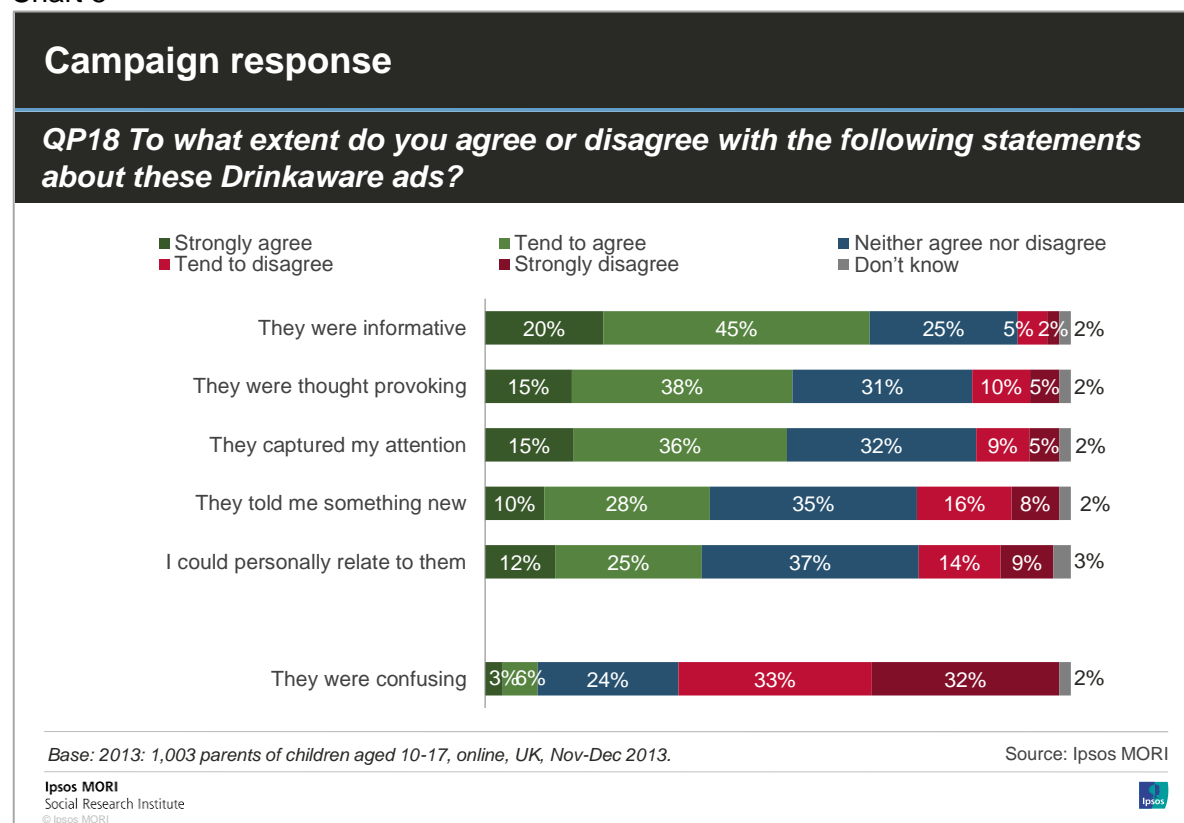
Chart 4



(b) The advertisements were broadly well-received by parents (QP18).

- Two-thirds of parents (65%) felt the campaign was informative (though not necessarily telling them something new – a sentiment which 38% agreed with) (Chart 5).
- They were, in the main, considered to be thought provoking (53% in agreement) and attention grabbing (with 51% agreeing the advertisements caught their attention). Little negativity was expressed concerning the adverts though almost a quarter could not personally relate to them (23%).
- Campaign recognisers were more likely to respond positively to the advertisements with – for example – a greater proportion agreeing the adverts captured their attention compared to non-campaign recognisers (69% versus 48%).

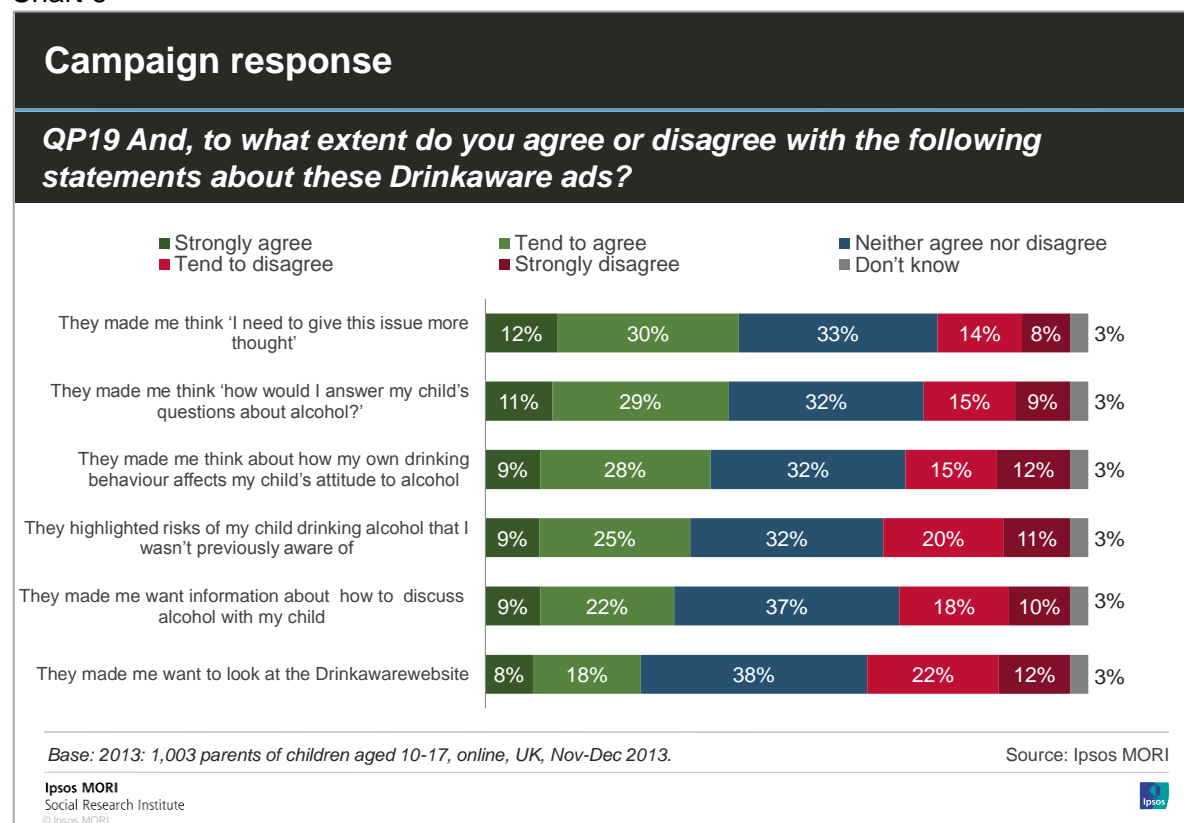
Chart 5



(c) The campaign has had greatest impact in encouraging parents to give the subject matter more thought (QP19).

- The campaign achieved most traction with parents in terms of encouraging them to think about the issue further. In response to the adverts, 42% of parents agreed it made them think, 'I need to give this issue more thought' and 40% agreed the adverts made them think 'how would I answer my child's questions about alcohol?' (Chart 6).
- Parents didn't necessarily follow this sentiment with a need for further information – just under three in ten (28%) disagreed that the campaign made them want more information, and a third (33%) disagreed with the statement, 'they made me want to look at the Drinkaware website', with a further 38% remaining ambivalent.

Chart 6



4. Campaign effect

(a) Parents who recall the campaign express a greater degree of uncertainty over the effects of alcohol and how to talk to their children about them compared to non-campaign recognisers (QP8).

- Campaign recognisers and parents who did not recall the campaign respond similarly to a number of statements about children's consumption of alcohol (Chart 7 and 8).
- However, campaign recognisers are more likely than their counterparts to agree, 'there are many things I don't know about the effects of alcohol on children' (46% vs. 36%) and, 'I'm often unsure how to respond to tricky questions my children have about alcohol' (21% vs. 10%). These sentiments - expressing uncertainty and a lack of knowledge - may explain why these individuals were more likely to notice the Drinkaware campaign.

Chart 7

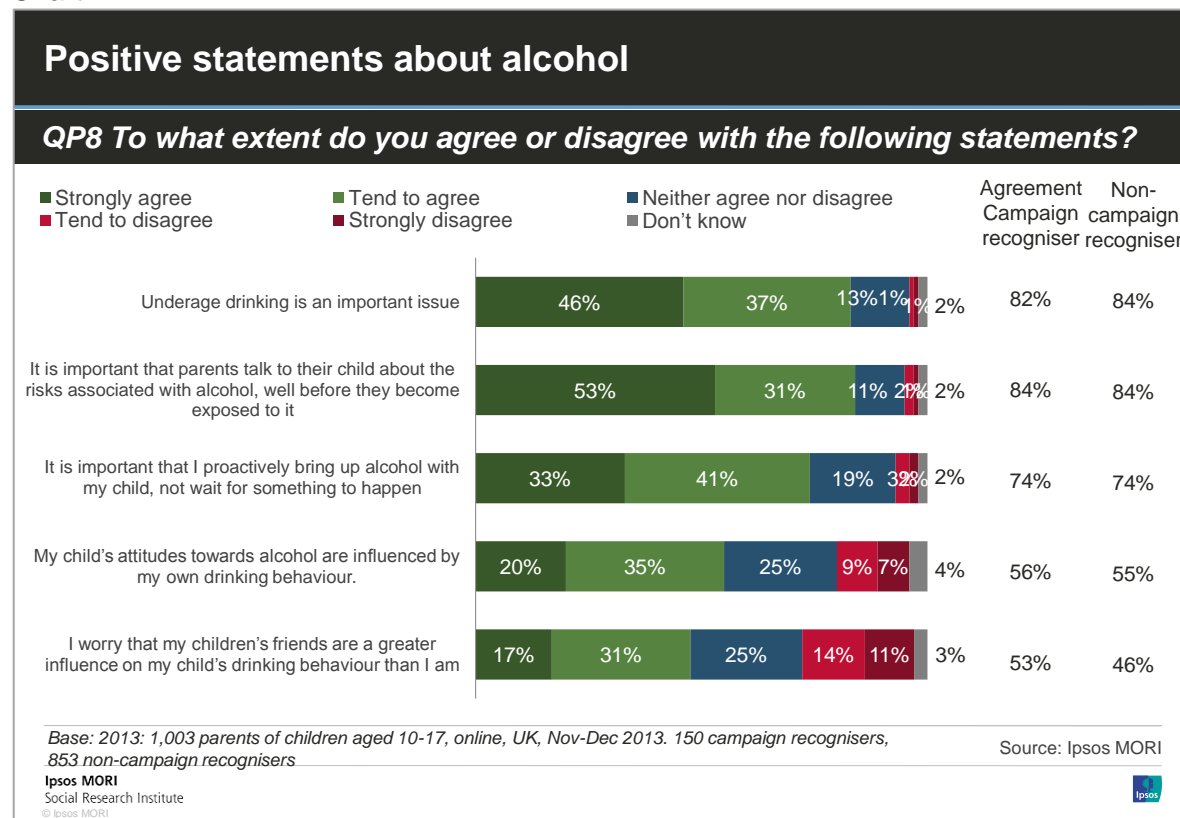
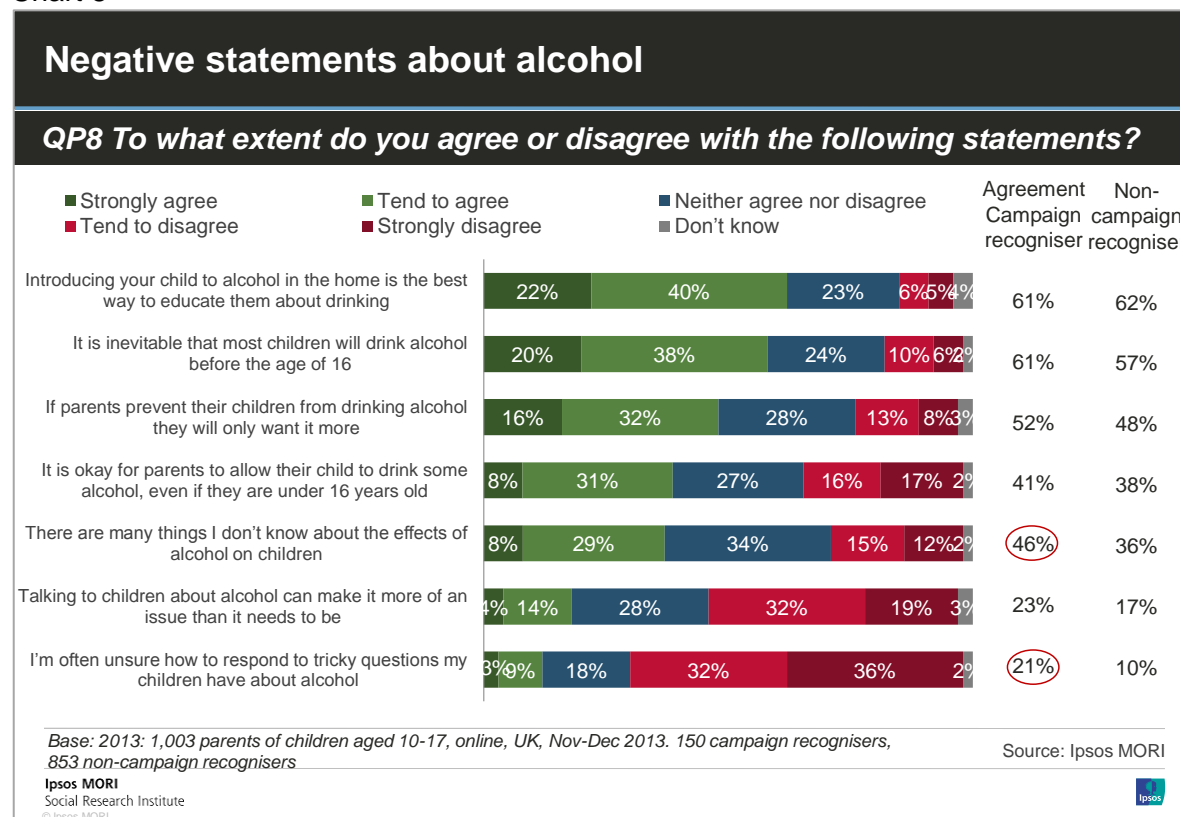


Chart 8



5. Discussions about alcohol

- A large proportion of parents said they (or their partner) had spoken to their child about the risks of alcohol and how to handle it sensibly (78%). This remains unchanged since 2012.
- There are a number of defining features for parents that have spoken to their child about alcohol:
 - Their child is likely to be older – 70% of parents with a child aged 10-14 have spoken to them about alcohol compared to 87% of parents with a child aged 15-17.
 - There are no other demographic differences between parents who have spoken to their child and those who have not. The one exception is that older parents are more likely to have spoken with their children but this is most likely to stem from their own children also being older in age.
 - Linked closely to age, parents whose child has drunk alcohol with them are more likely to have had a conversation about alcohol compared to those who have not (92% vs. 72%).
 - Parents who never drink are less likely to have spoken to their child about alcohol (67%) but for all parents that do consume alcohol, the frequency of their drinking has little bearing on their likelihood to have spoken with their child about it.
 - Parents who have spoken to their child about the risks of alcohol are also more likely to agree it is okay for children to drink under the age of 16 (41% versus 30% of parents who are yet to speak with their child about alcohol). Whilst the older the child, the more likely parents are to have spoken with them about alcohol, this pattern appears to exist irrespective of the child's age⁵.
 - Parents who think the youngest acceptable age for children to have their first drink is under 16 are also more likely to agree with the statement, 'it is important that I proactively bring up alcohol with my child and not wait for something to happen' (83%) compared to those who think the youngest acceptable age to first drink is 18+ (69%).
- As previously mentioned, parents who recalled the 2013 campaign when prompted were more likely to have spoken to their child about alcohol (84% versus 76% of non-campaign recognisers)⁶.

⁵ Please note, due to small base sizes this is an indicative finding only

⁶ Please note, due to insufficient base sizes it is not possible to compare campaign recognisers and non-campaign recognisers for parents' intentions to speak with their child about alcohol if they have not already done so (QP6)