



Mid Life Men: campaign evaluation

drinkaware

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Background and Method

A quantitative online survey of men aged 45-64, conducted across two regions: Test (North, Midlands, Wales, Scotland and Northern Ireland) and Control (South West).

Approximately 3,500 men were interviewed in each phase, as follows:

	Wave 1	Wave 2
Test	3,056	2,934
Control	500	493

Fieldwork took place from 29th April - 8th May 2016 (Wave 1) and 1st – 19th December (Wave 2).

Data have been weighted to be representative by age, region and social grade.

The objective of the study was to explore the impact of Drinkaware's 'A little less' campaign on middle aged men's awareness, attitudes and behaviour in relation to alcohol. Specific topics covered included:

- Awareness of health risks associated with alcohol
- Attitudes to the idea of cutting down and views on different ways of achieving this
- Perceptions on whether their own drinking is excessive
- Propensity to take measures to cut down

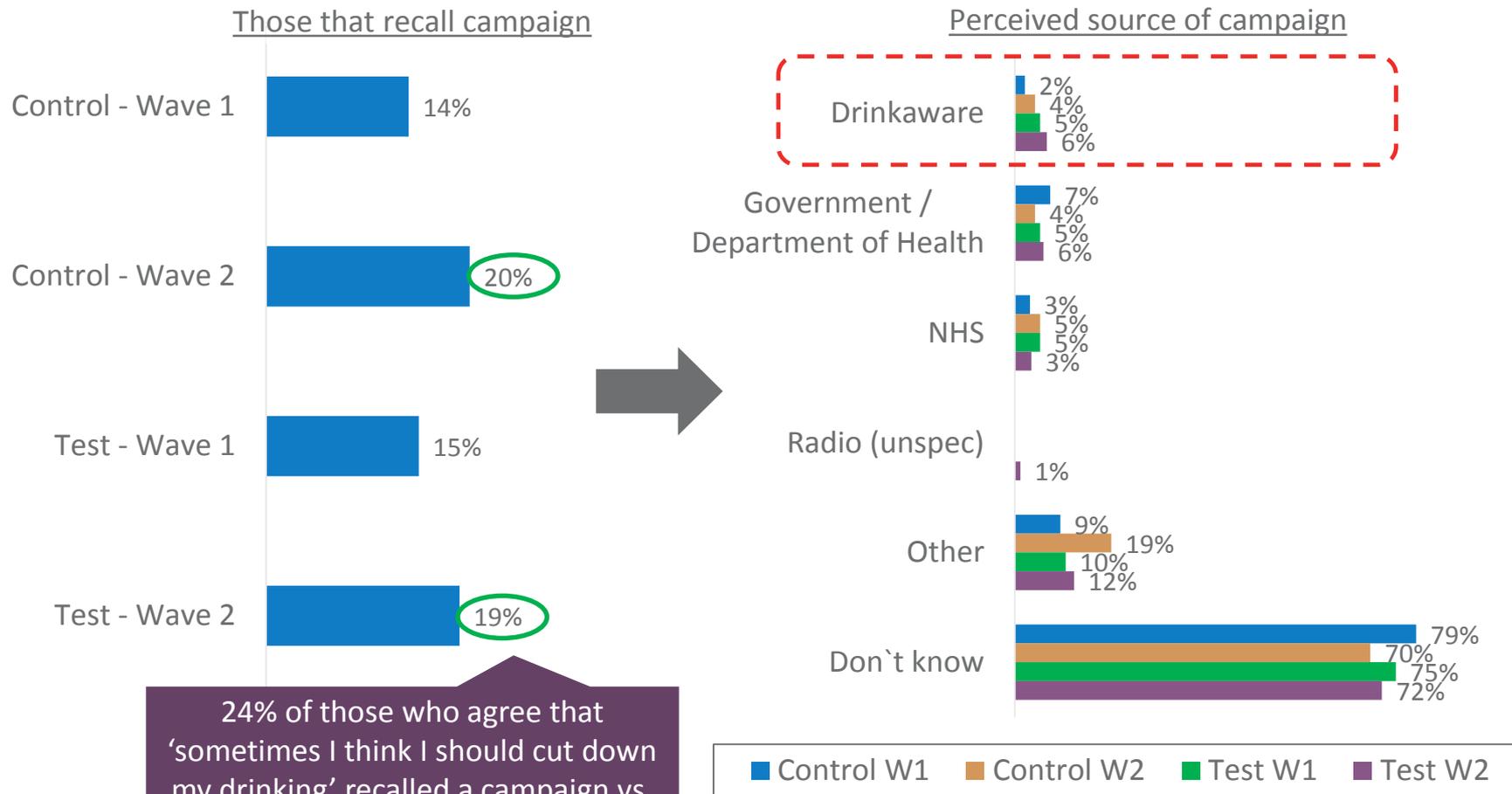
Executive summary

- Campaign recall is **21%** overall: highest for radio followed by OOH
- Overall views of the campaign were positive: in particular, 90% thought the campaign communicates the key message *'small changes in your drinking can make a big difference to the way you feel'*
- Two-thirds thought the message *'Have a little less, feel a lot better'* effective, well ahead of other messages
- Those who recall the campaign are more likely to recognise health risks of drinking
- Those who recall the campaign are more likely to agree with key messages such as:
 - You can reduce your health risks by cutting down a few drinks even if that means you are still drinking over the guidelines
 - A few extra drinks here and there can add up to more than is good for you
- Campaign recallers were more likely to be more frequent/higher risk drinkers, to agree that they drink too much, and to be trying to cut down currently or have tried to cut down.
- Campaign recallers are more likely to be trying smaller and more frequent behaviour changes such as alternating alcoholic drinks with soft drinks

Campaign recall and perceptions

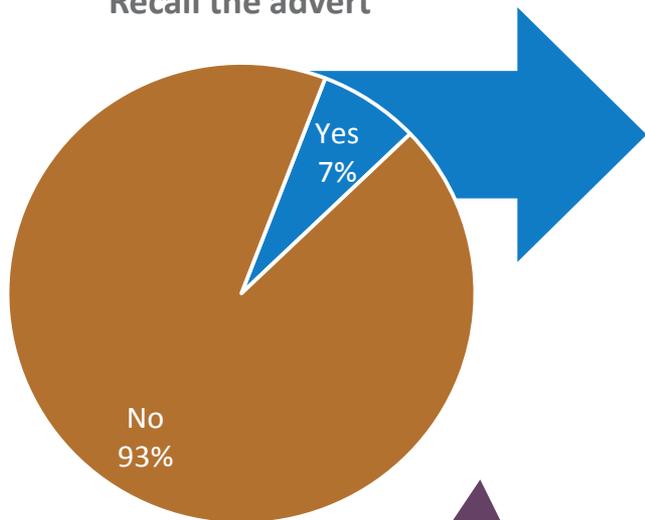


19% of the Test group in Wave 2 recalled (without prompting) a campaign related to alcohol reduction – higher among more frequent/heavier drinkers. 6% recalled that the source of the campaign was Drinkaware.



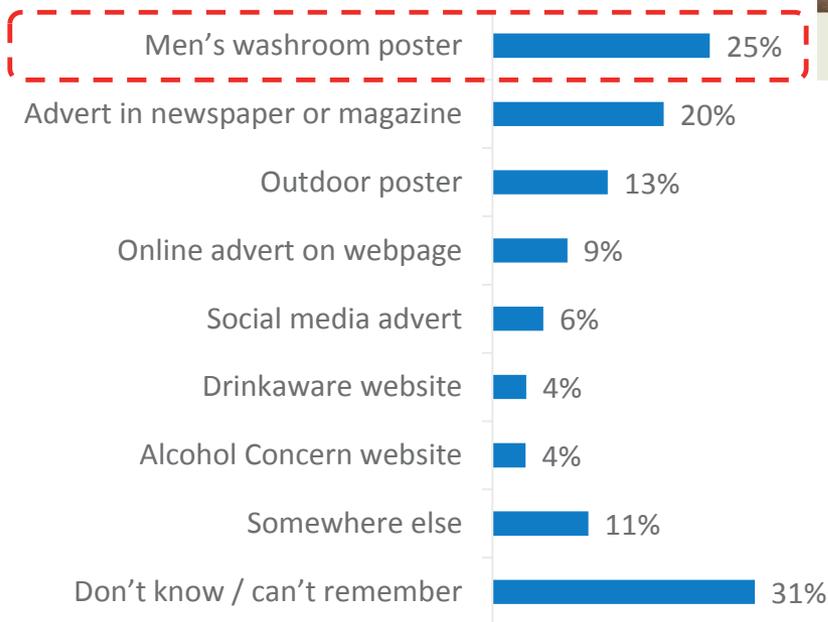
Overall 7% (with prompting) recalled the OOH campaign – a quarter of these identified washroom posters as the location

Recall the advert



Recall higher among those in increasing/higher risk AUDIT-C category (8% vs 5%) – perhaps related to its location in pubs/bars

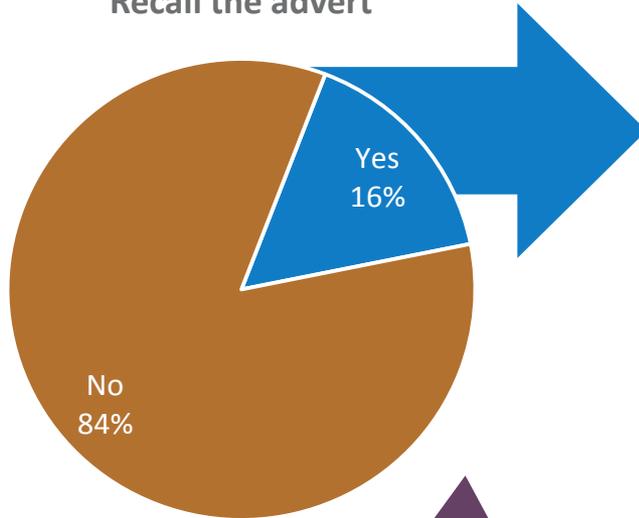
Where the advert was recalled



16% (with prompting) recalled the radio campaign – 45% of these identified local radio as the location

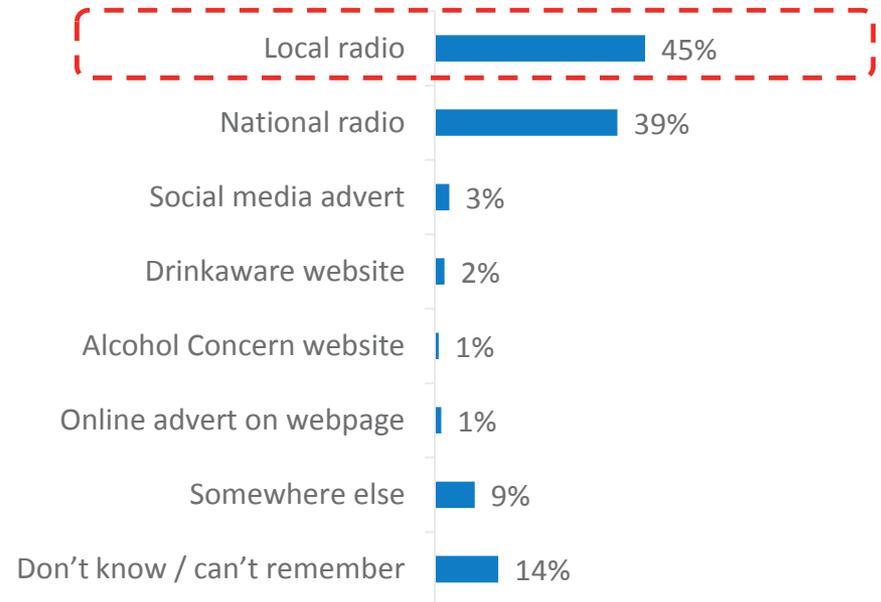


Recall the advert



Recall higher among those in increasing/higher risk AUDIT-C category (17% vs 13%) and among 45-54s compared to 55-64s (18% vs 13%)

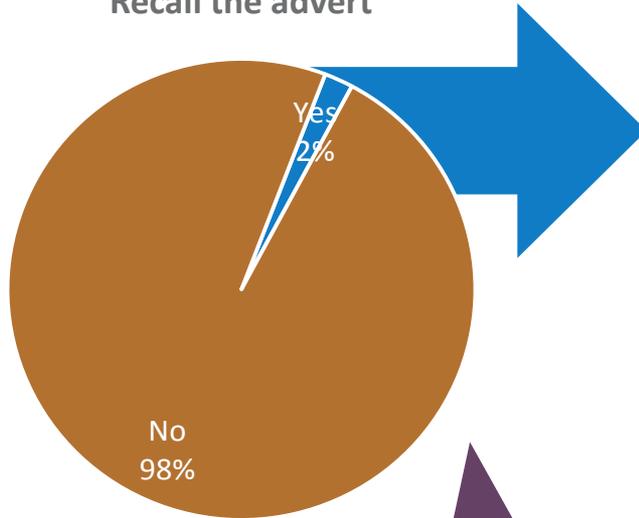
Where the advert was recalled



2% (with prompting) recalled the digital campaign
– 32% of these identified social media as the location

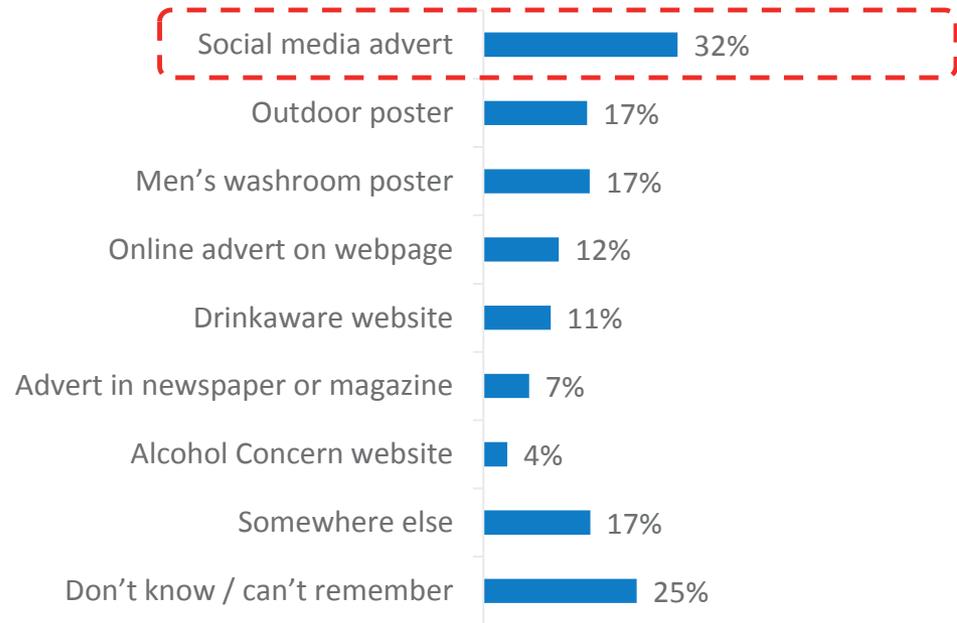


Recall the advert

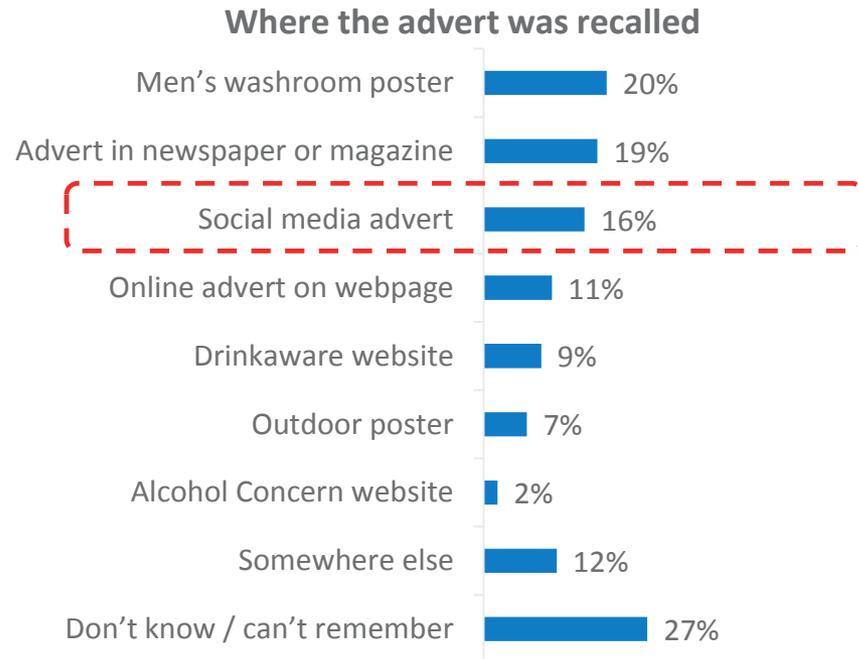
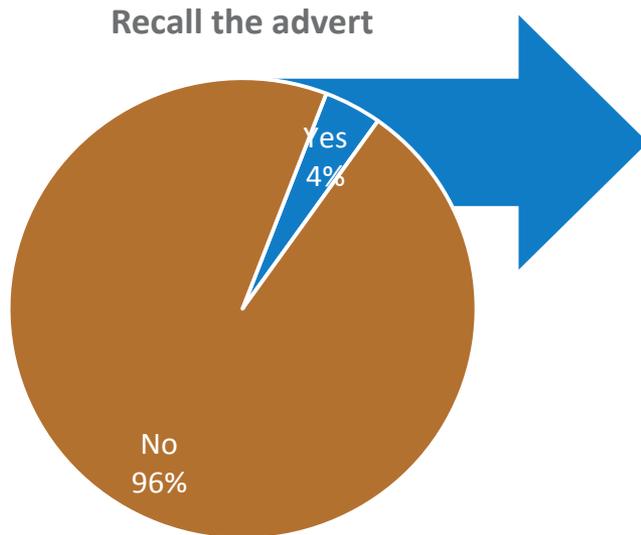


Recall higher among those in increasing/higher risk AUDIT-C category (3% vs 1%)

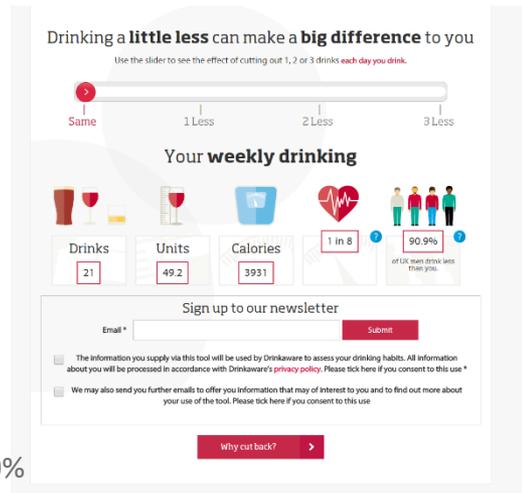
Where the advert was recalled



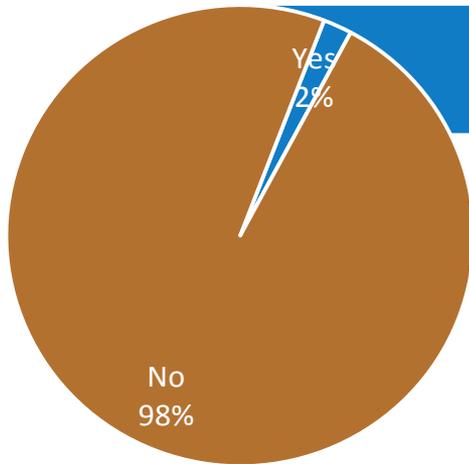
4% (with prompting) recalled the social media posts – these respondents were most likely to select washroom posters as the location, suggesting it may have been conflated with the OOH



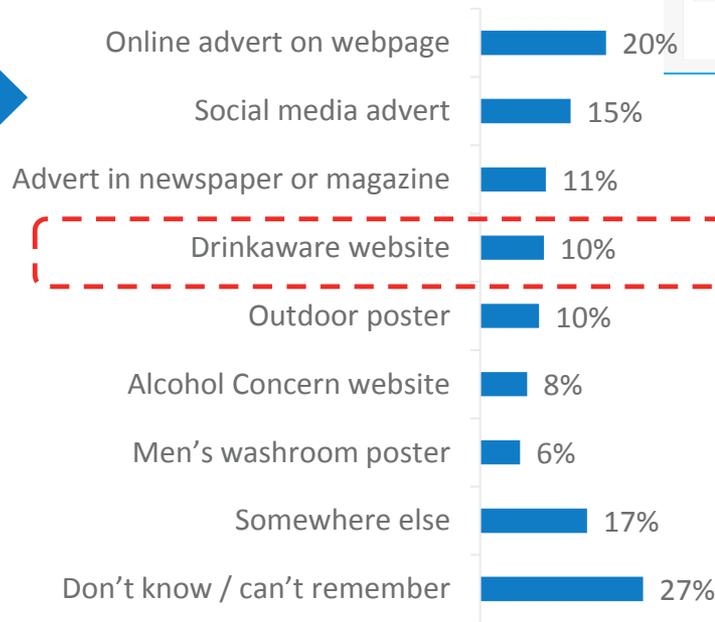
2% (with prompting) recalled the website tool
 – mix of views about where this had been seen



Recall the tool



Where the tool was recalled



1% recalled the website video



10 F9 Before taking this survey, had you seen this advertising campaign? Base: All 45-64 men – Test W2 (n=2,934)
 F10. Where did you see this advertising campaign? Please tick all that apply. Base: All recalling tool – Test W2 (n=65)
 F11. Before taking this survey, had you seen this advertising campaign? Base: All 45-64 men – Test W2 (n=2,934)

Overall a fifth of men in the Test regions recalled any element of the campaign – higher among younger men and those at higher drinking risk

	All	45-54	55-64	AUDIT-C low risk	AUDIT-C increasing risk
Overall recall	21%	23%	18%	17%	23%
OOH 	7%	6%	7%	5%	8%
Radio 	16%	18%	13%	13%	17%
Digital 	2%	2%	2%	1%	3%
Social media 	4%	4%	3%	3%	4%
Website tool 	2%	3%	2%	2%	3%
Website video 	1%	1%	1%	1%	1%

Benchmark: We have observed around 28%-31% recall from other campaigns involving OOH, radio and digital



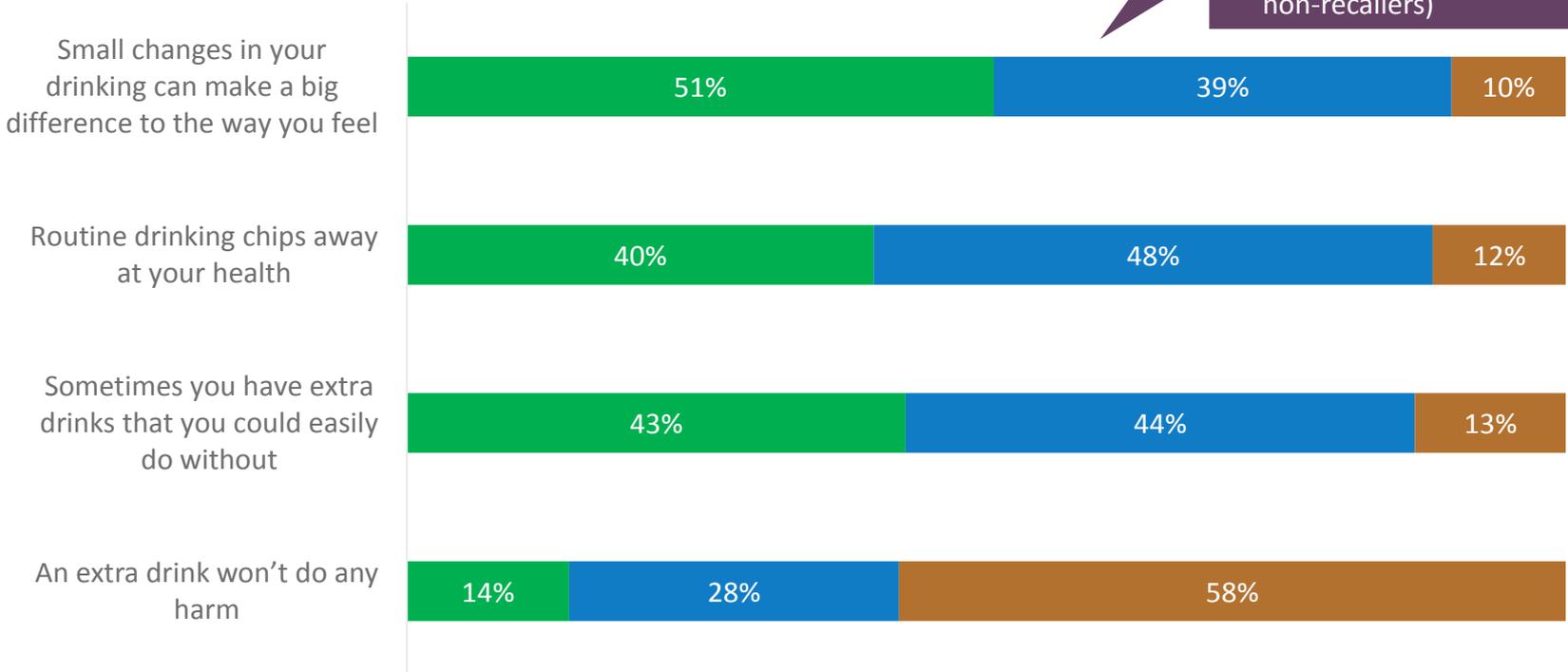
90% thought the campaign communicates the key message: small changes in your drinking can make a big difference to the way you feel

Extent to which campaign communicates messages

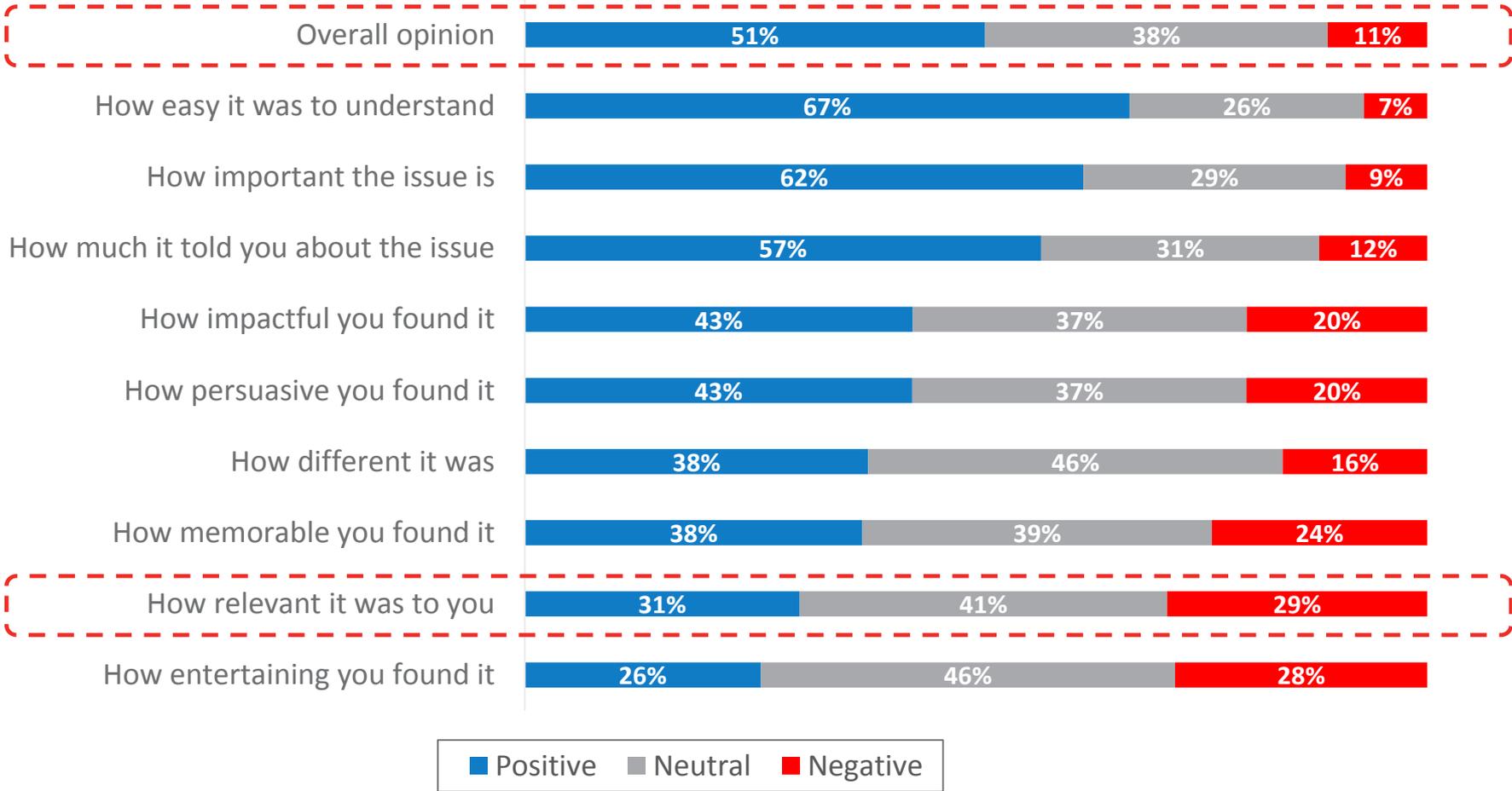


Recognition of key message strongest among:

- 45-54s (52% saying 'a lot' vs 48% 55-64s)
- ABC1s (91% 'at all' vs 89% of C2DEs)
- Increasing/higher risk drinkers (54% 'a lot' vs 48% among low risk)
- Campaign recallers (94% 'at all' vs 89% non-recallers)

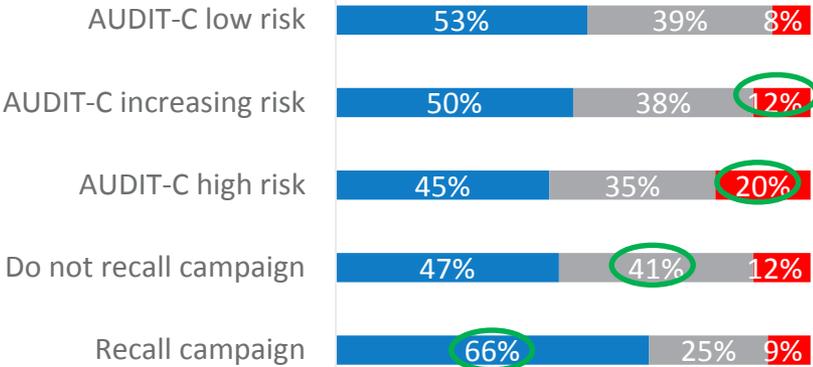


Overall around half had a positive opinion of the campaign, and the majority thought it easy to understand, important and informative. However, many were neutral or negative about the campaign’s relevance to them personally.

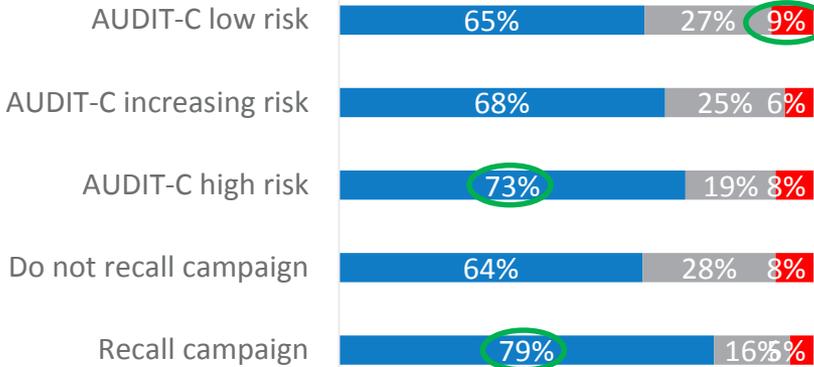


Those in the increasing and higher risk drinking categories were more likely to have a negative overall opinion

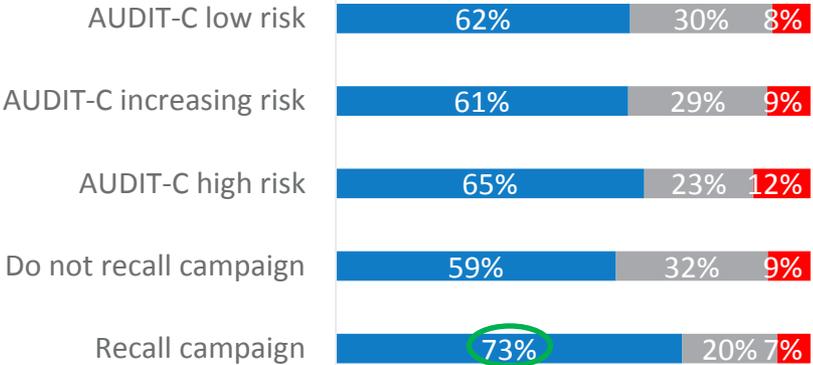
Overall opinion



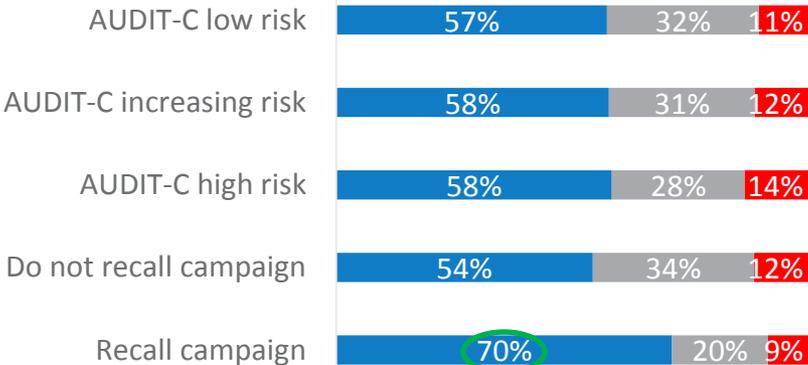
How easy to understand



How important the issue



How much it told you about issue



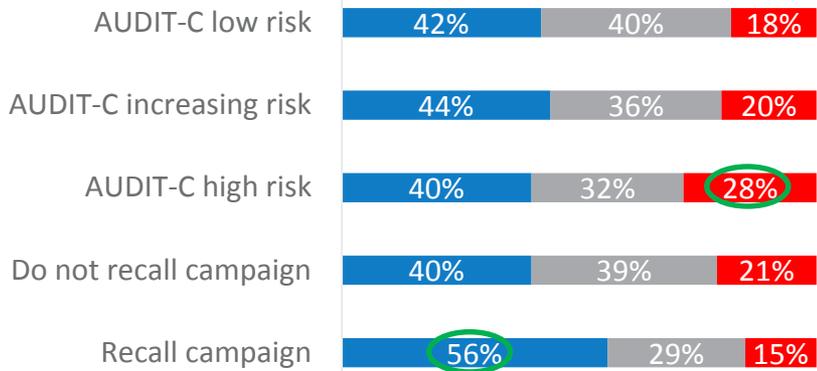
■ Positive ■ Neutral ■ Negative



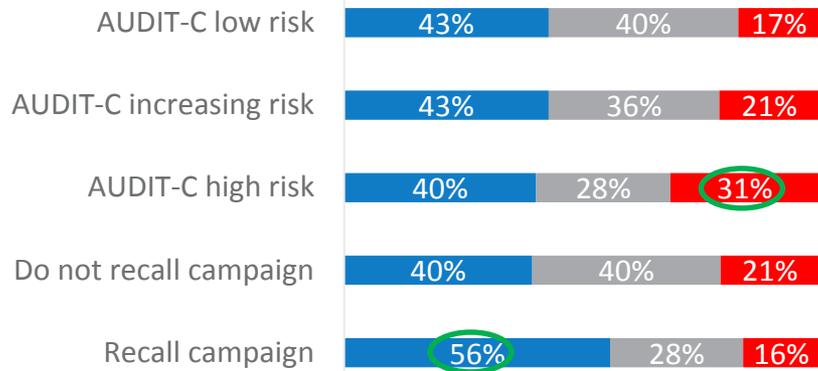
F14. Please indicate how positive or negative you feel about this campaign in relation to each of the following statements:
 Base: All 45-64 men (Test W2): AUDIT-C low risk (n=1,285); AUDIT-C increasing risk (n=1,462); AUDIT-C high risk (n=187); Do not recall (n=2,350); Recall campaign (n=584)

Those in the highest risk category were more likely to be negative about the campaign's impact and persuasiveness. Those at increasing/higher risk were more negative about how different and memorable the campaign was.

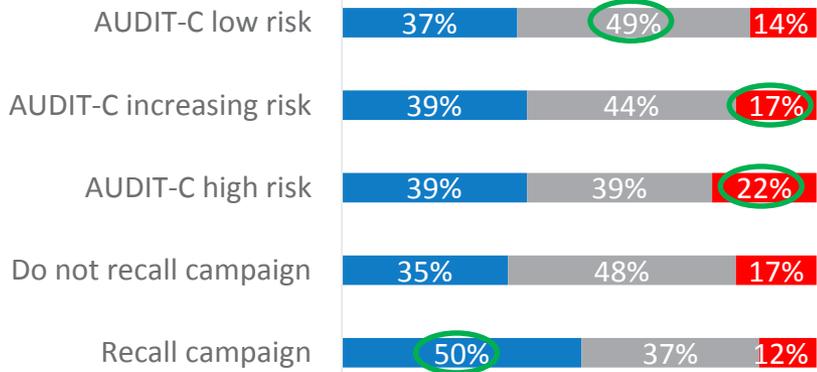
Impactful



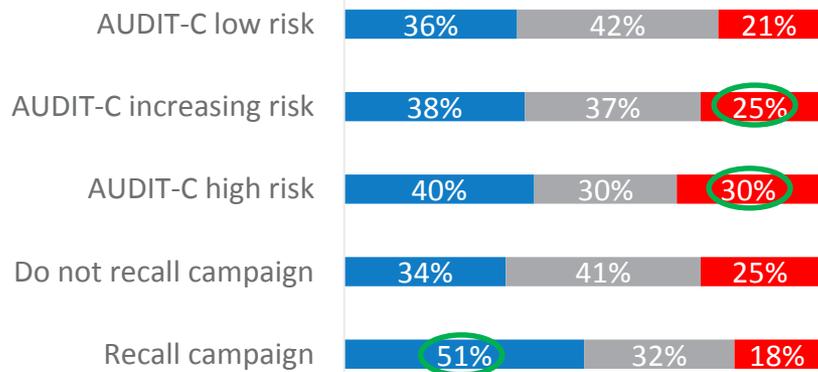
Persuasive



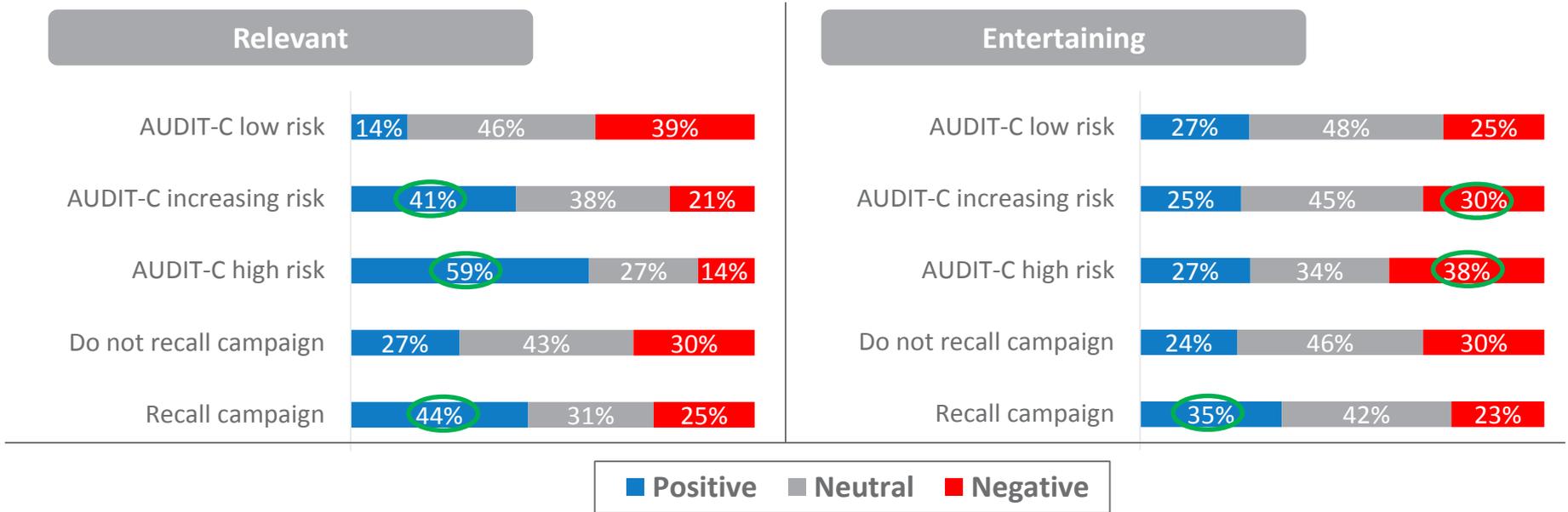
Different



Memorable

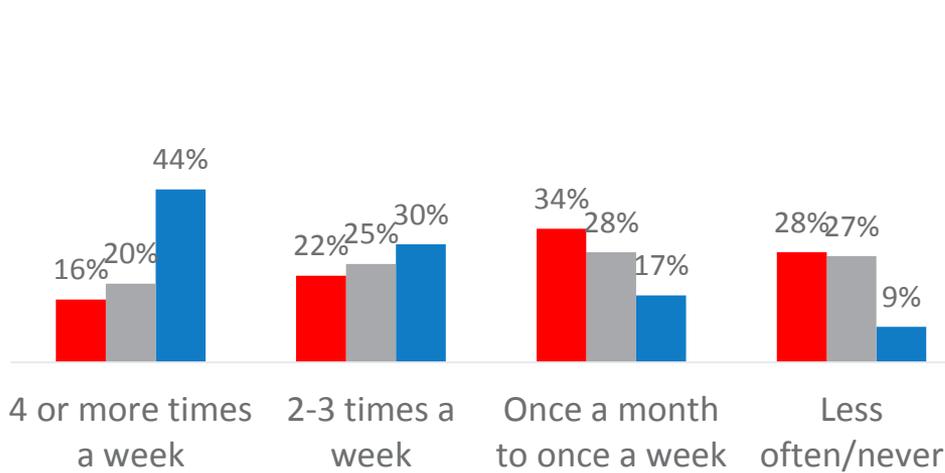


Despite holding more negative views about the campaign, those at increasing and higher risk were more likely to recognise its relevance to them personally

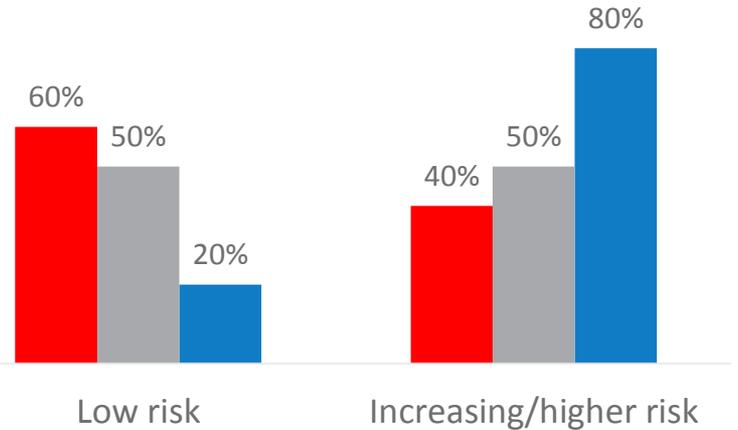


Those considering the campaign not relevant to them are....

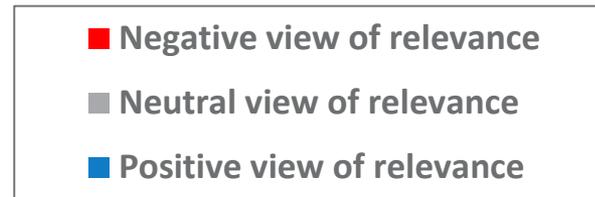
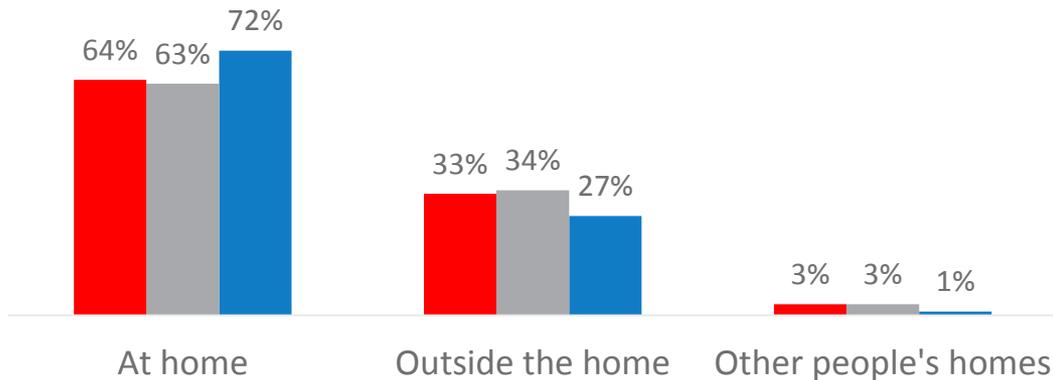
...less frequent drinkers



...likely to be at lower drinking risk – although a significant proportion are still at increasing/higher risk



...less likely to drink primarily at home

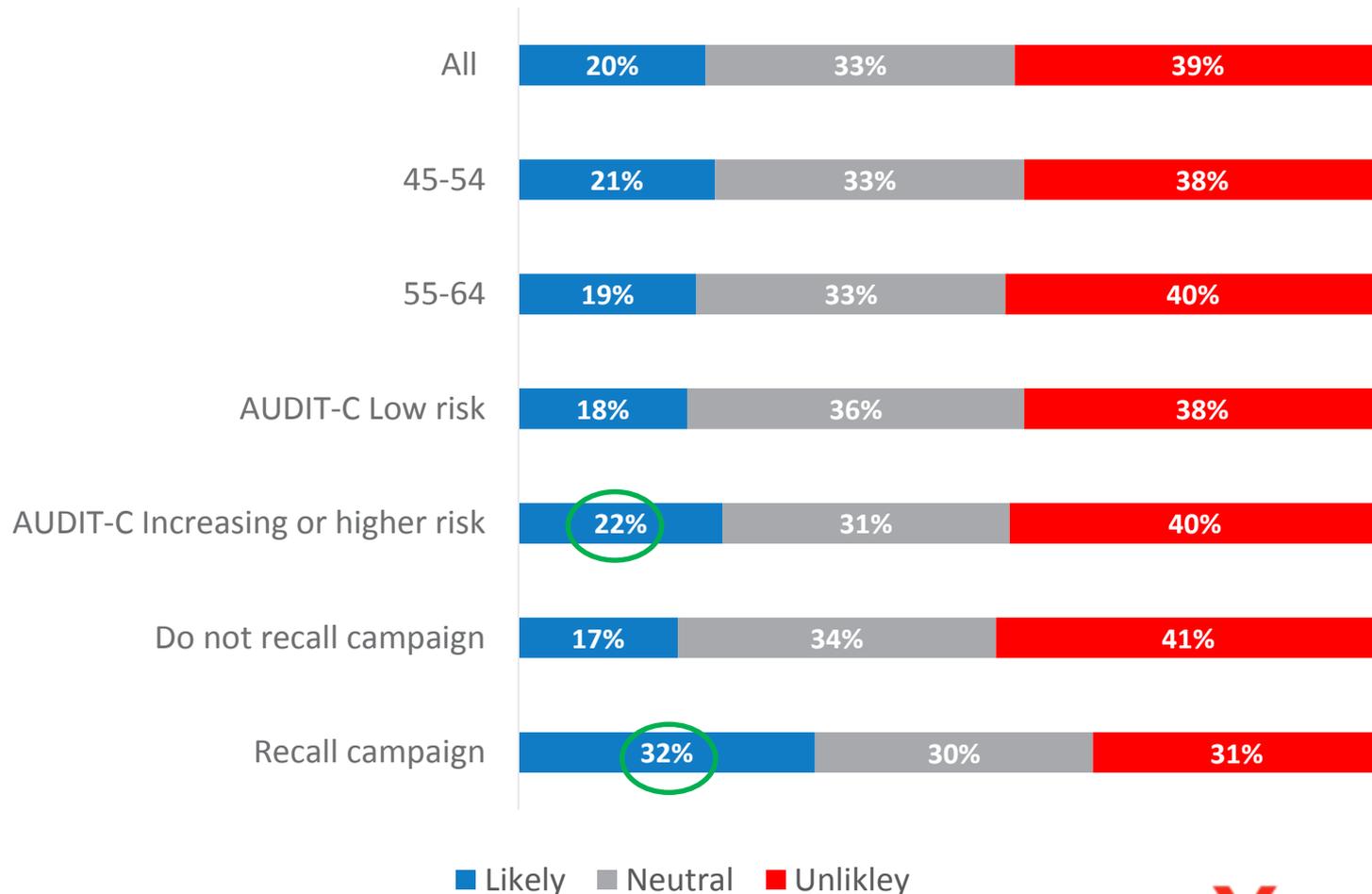


Two-thirds thought the message ‘Have a little less, feel a lot better’ effective, well ahead of other messages. Limited differentiation between most other messages.



Overall a fifth thought the campaign would be effective in general – higher among campaign recallers and increasing/higher risk drinkers.

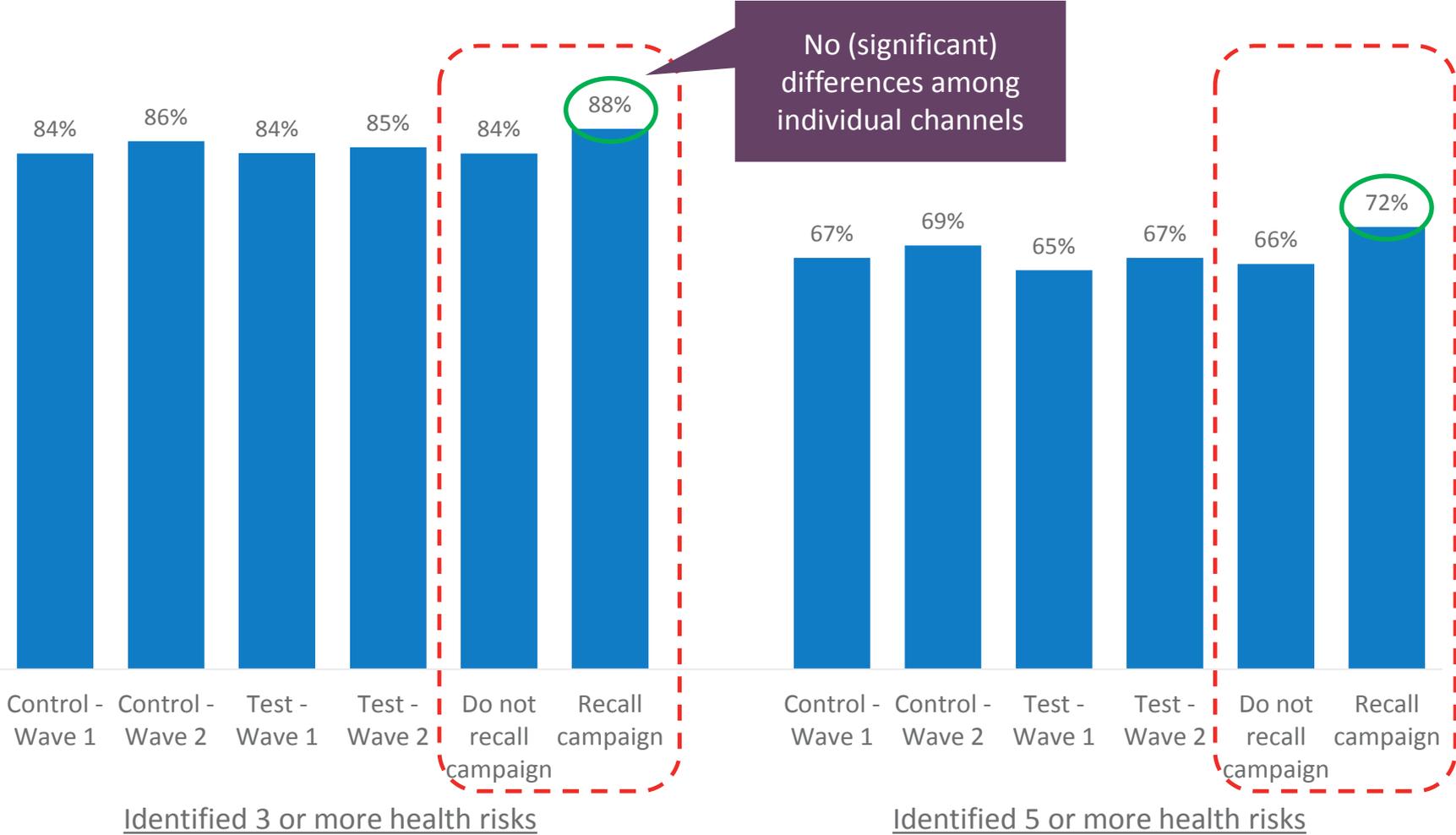
Likelihood of prompting men in age group to cut down



Awareness and attitudes



Those who recall the campaign are significantly more likely to recognise 3+, and 5+ health risks of drinking



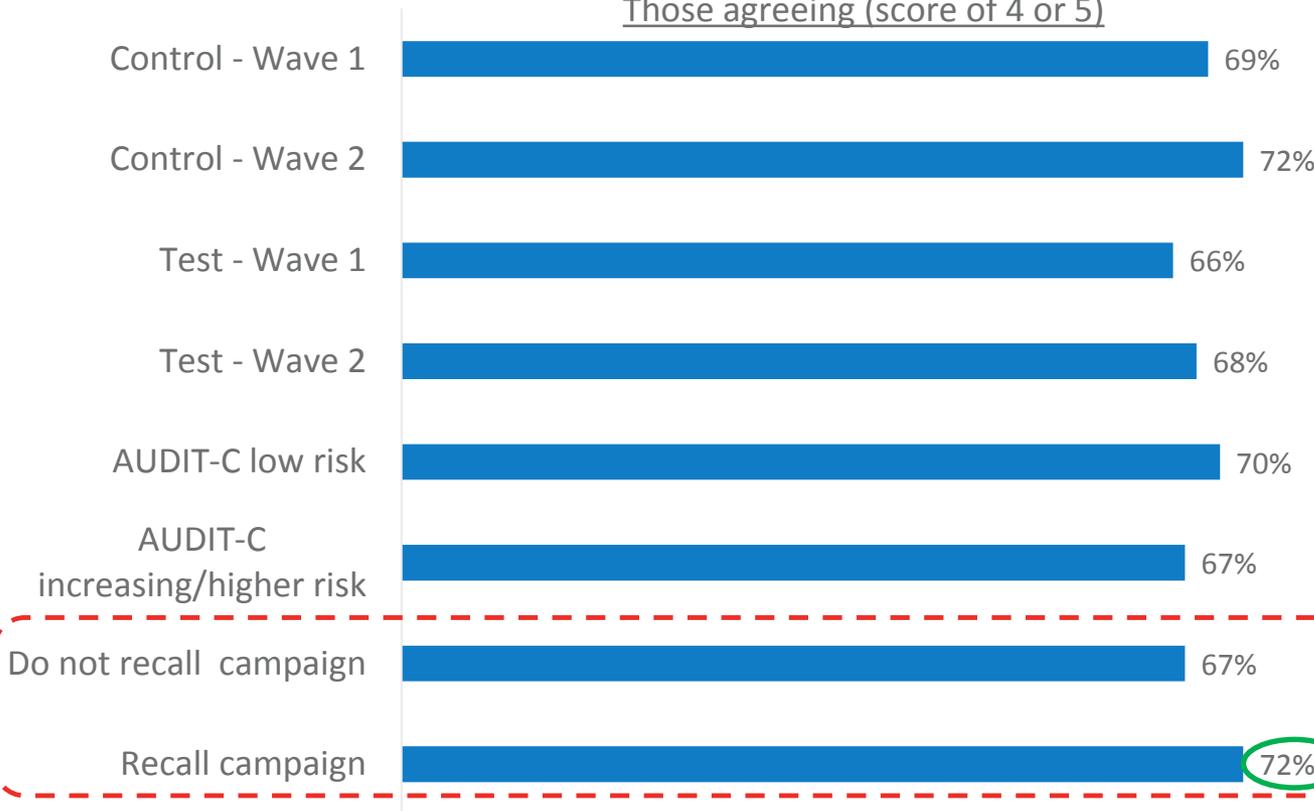
Those who recall the campaign are significantly more likely to agree that: You can reduce your health risks by cutting down a few drinks even if that means you are still drinking over the guidelines

Once you are drinking over the guidelines, a couple more drinks doesn't make much difference (1)



You can reduce your health risks by cutting down a few drinks even if that means you are still drinking over the guidelines (5)

Those agreeing (score of 4 or 5)



Those who are positive about the campaign's relevance to them are more likely to agree that you can reduce health risks (77%) than those who are neutral/negative about the relevance (64%)

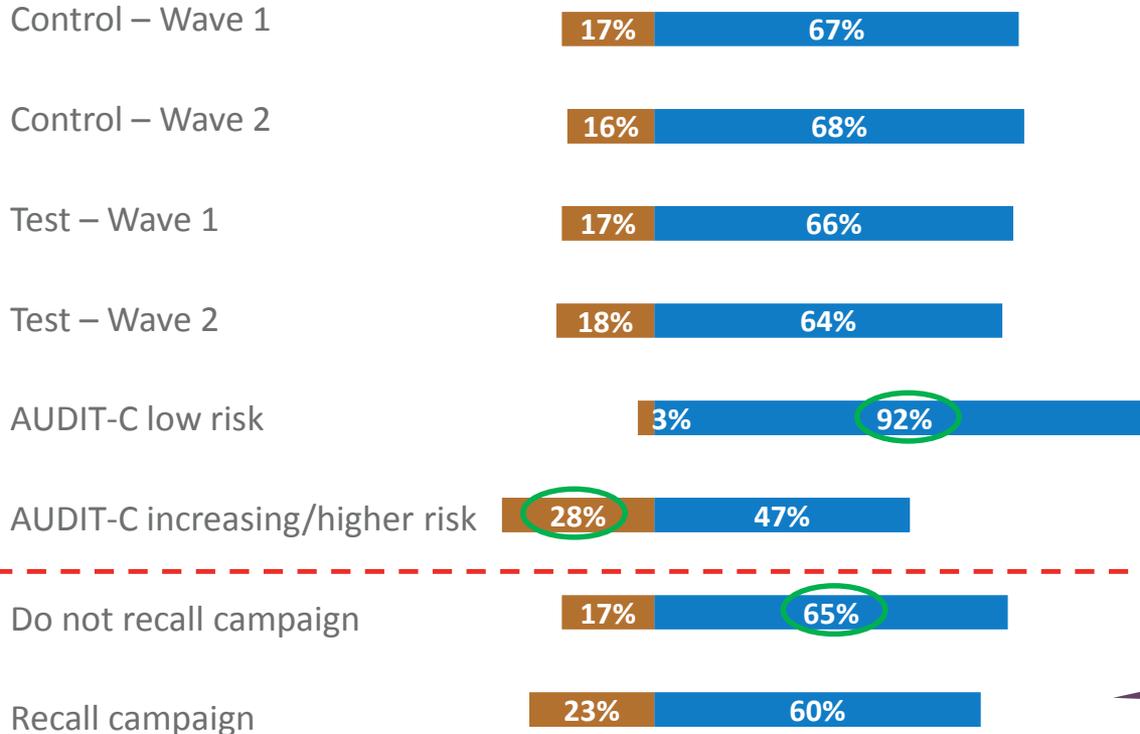
73% among radio recallers vs 68% among radio non-recallers – otherwise no (significant) differences among individual channels

E1. The Government advises that people should not regularly drink more than 14 units a week to minimise health risks from alcohol low. (14 units is approximately 6 pints of beer or 6 medium-sized glasses of wine.) If you do choose to drink, it is best to spread your drinks evenly throughout the week. Which of the following statements do you most agree with? Please place your answer on the scale.

Base: All 45-64 men: Wave 1 Control (n=500); Wave 2 Control (n=493); Wave 1 Test (n=3,056); Wave 2 Test (n=2,934); AUDIT-C low risk (n=1,285); AUDIT-C increasing/higher risk (n=1,649); Do not recall campaign (n=2,350); Recall campaign (n=584)

Those who recall the campaign are more likely to think they drink too much compared to those who did not recall the campaign

I don't think I drink too much



Those who are neutral/negative about the campaign's relevance are much more likely to agree that they don't drink too much (76%) than those who are positive about the relevance (38%)

54% of OOH recallers agree compared with 65% of non- OOH recallers

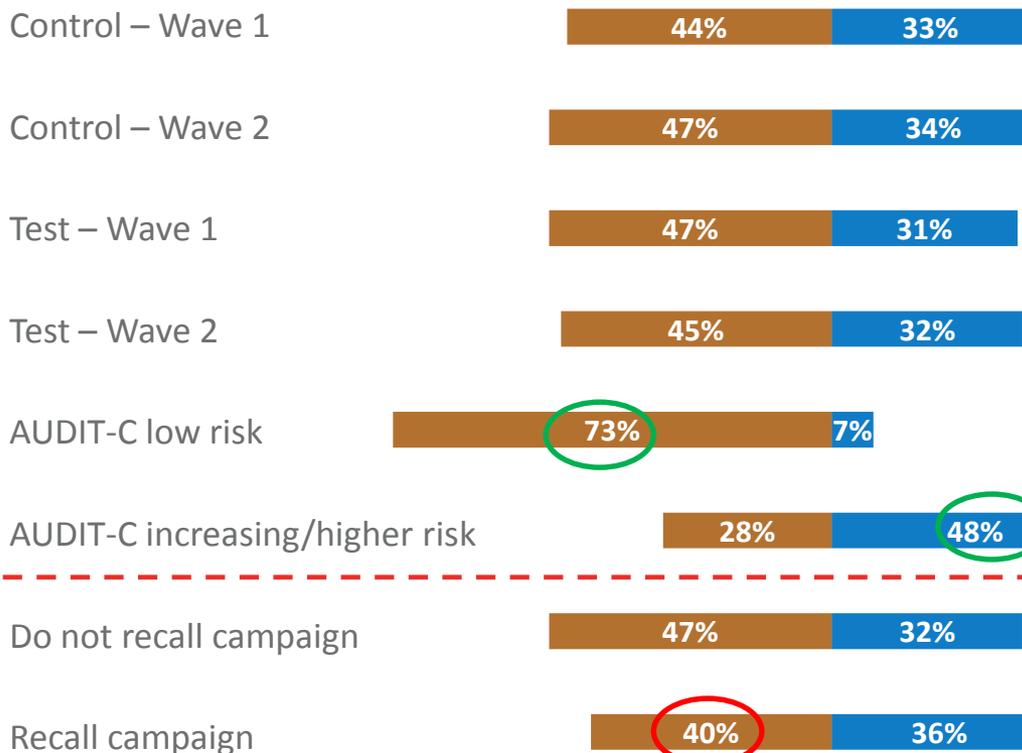
12% of tool recallers *strongly* disagree compared with 4% of non-tool recallers

23% of radio recallers disagree compared with 17% of non-radio recallers



Those who recall the campaign are less likely to disagree they should cut down on their drinking

Sometimes I think I should cut down my drinking



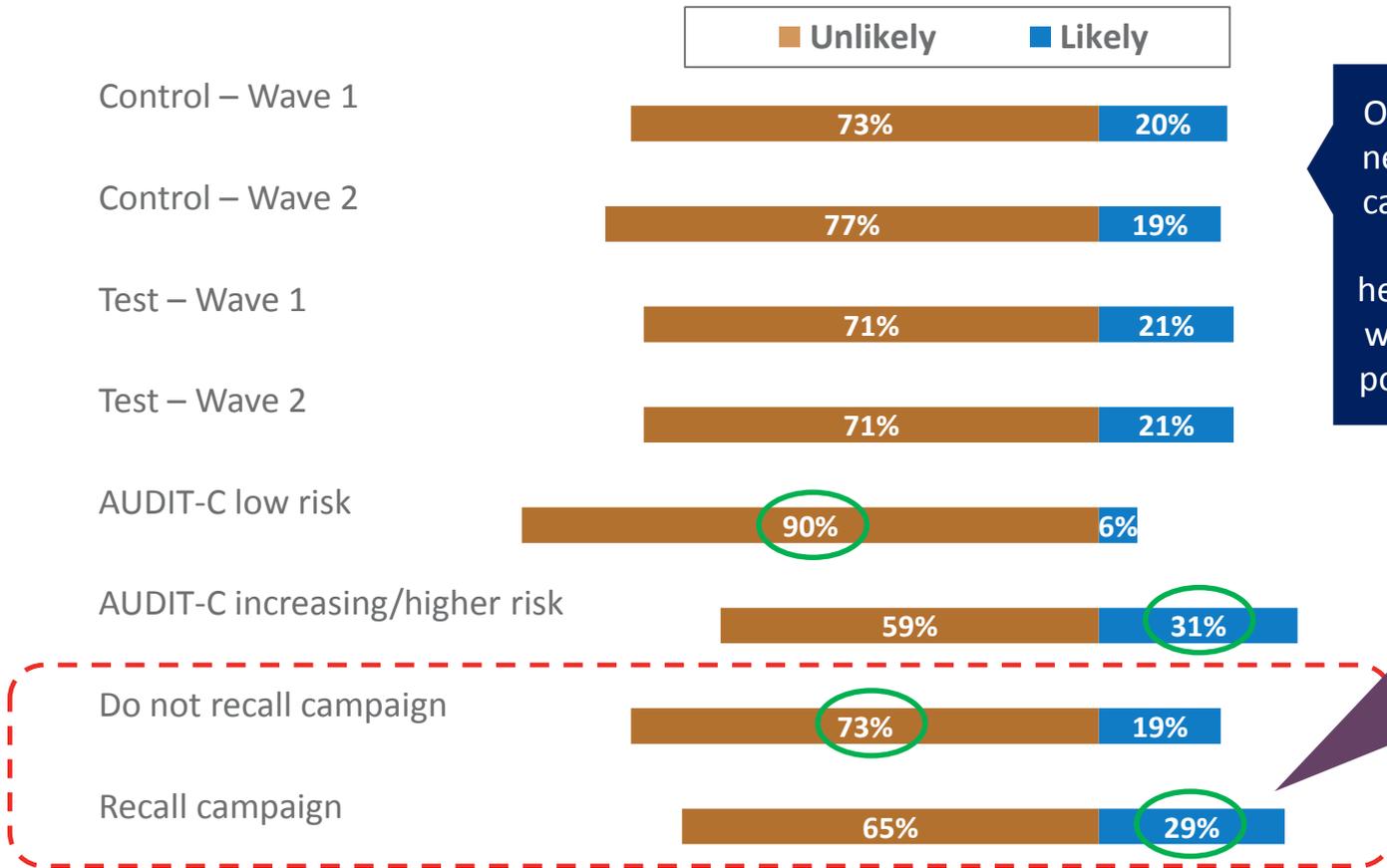
71% of those who are negative about the campaign's relevance, and 48% of those who are neutral, *disagree* that they should cut down, compared with 19% of those who are positive about the campaign's relevance

43% agree among social media recallers vs. 32% non-social media recallers

17% of tool recallers *strongly* agree compared with 6% of non-tool recallers

Those who recall the campaign are more likely think they may have health problems if they continue with current drinking levels – this is particularly true among those recalling the online tool

How likely or not do you think it is that you will have increased health problems in the future if you continue to drink at your current level?



Only 11% of those who are negative/neutral about the campaign's relevance think it likely they will have health problems, compared with 43% of those who are positive about its relevance

40% of those recalling the tool think they are likely to have increased health problems, compared with 21% of non tool recallers

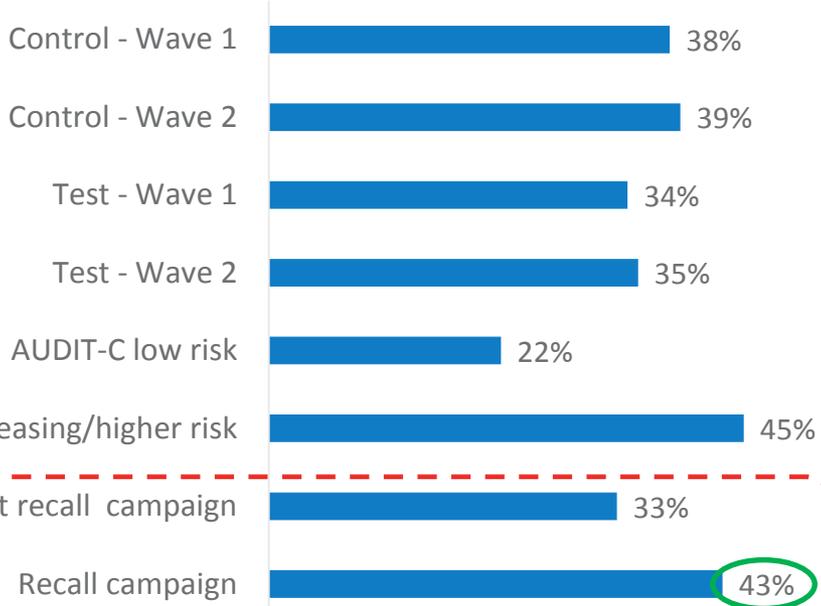
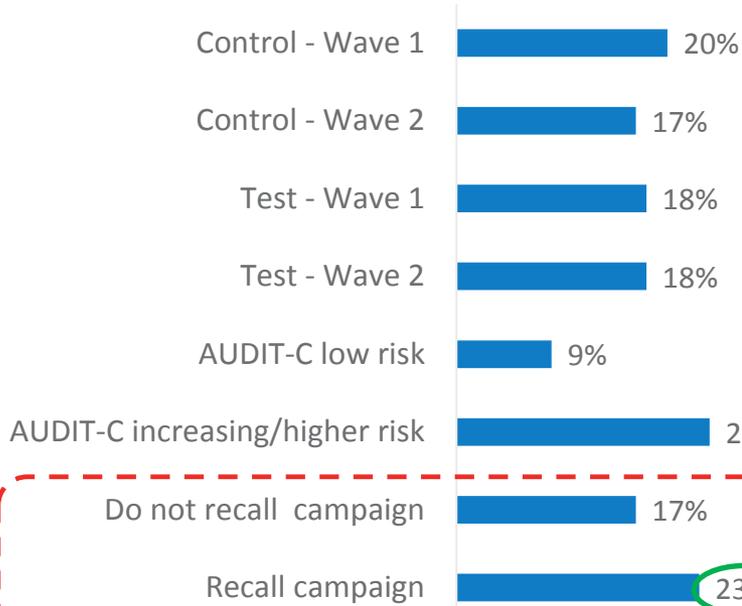


D1. Thinking about your alcohol consumption, how likely or not do you think it is that you will have increased health problems in the future if you continue to drink at your current level?
 Base: All 45-64 men who ever drink (Wave 1 Control n=452; Wave 2 Control n=436; Wave 1 Test n=2,752; Wave 2 Test n=2,682; AUDIT-C low risk (n=1,033); AUDIT-C increasing/higher risk (n=1,649); Do not recall campaign n=2,132; Recall campaign n=551)

Overall, those who recall the campaign are more likely to say they are actually changing their drinking habits right now, or that they have tried to in the past.

I am actually changing my drinking habits right now

Have ever tried to cut down on drinking over a period of time



Higher among those who recall the online tool (39% vs. 18%), those who recall digital (30% vs. 18%) and social media (28% vs. 18%)

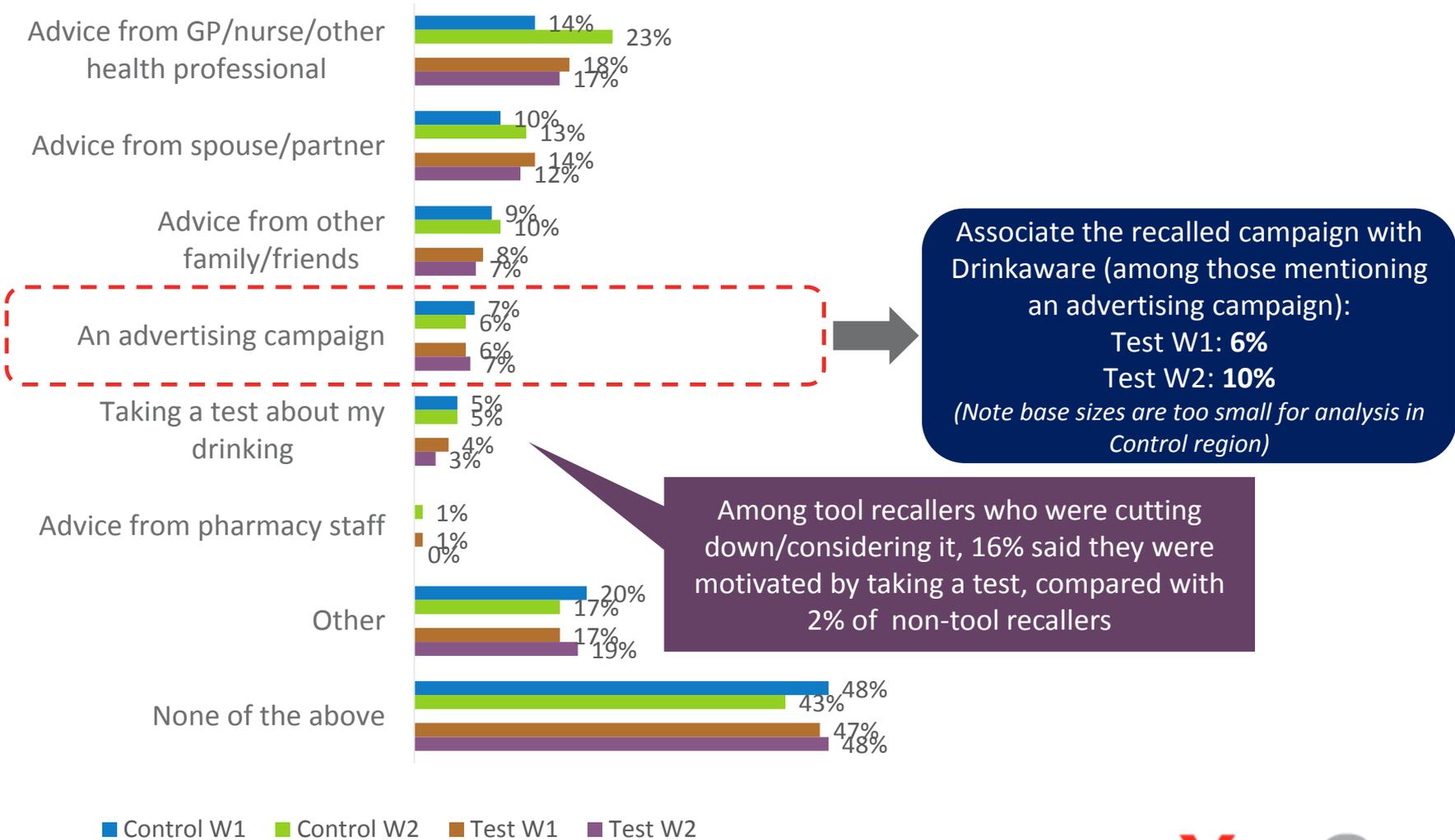
34% of those who are positive about the campaign's relevance agree that they are changing their habits, compared with only 11% of those who are neutral/negative

Higher among those who recall the social media campaign (49% vs 35%), and those that recall the radio campaign (45% vs. 34%)

EX_3. Please read each of the questions below carefully, and then decide whether you agree or disagree with the statements. - I am actually changing my drinking habits right now. Base: All 45-64 men: Wave 1 Control (n=500); Wave 2 Control (n=493); Wave 1 Test (n=3,056); Wave 2 Test (n=2,934); AUDIT-C low risk (n=1,285); AUDIT-C increasing/higher risk (n=1,649); Do not recall campaign (n=2,350); Recall campaign (n=584)
 E3. Have you ever tried to cut down your drinking over a period of time (not just on a one-off occasion)? Base: All 45-64 men who drink exc those currently changing habits: Wave 1 Control (n=361); Wave 2 Control (n=361); Wave 1 Test (n=2,269); Wave 2 Test (n=2,186); AUDIT-C low risk (n=940); AUDIT-C increasing/higher risk (n=1,246); Do not recall campaign (n=1,765); Recall campaign (n=421)



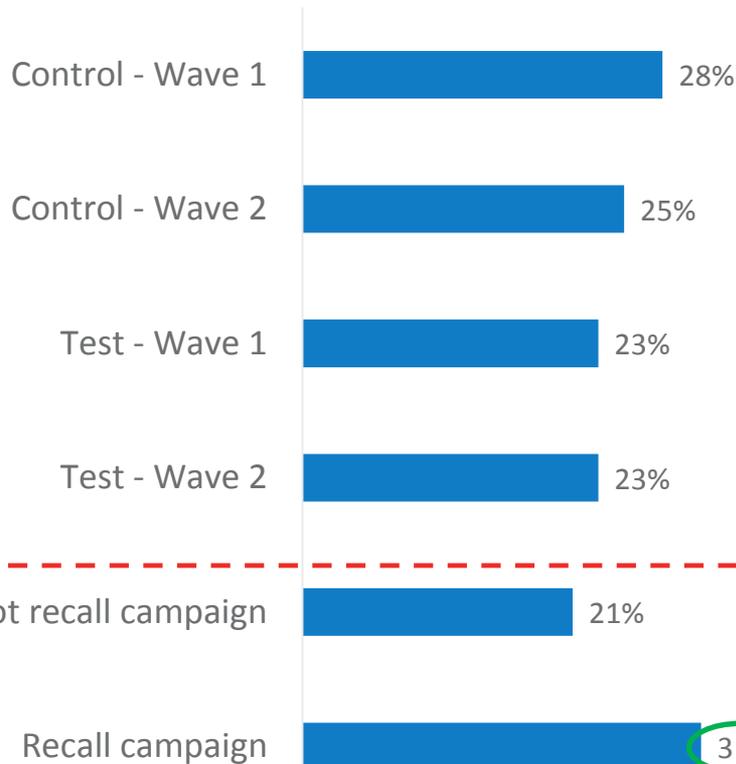
Among those cutting down or considering it, similar proportions in both waves and regions said they were motivated by advertising. Those in Test region W2 were indicatively more likely to mention Drinkaware.



Those who recall the campaign are more likely to have take a measure to assess how much they drink compared to those who do not recall the campaign

Measures taken to assess how much you drink

Any (have assessed drinking levels)



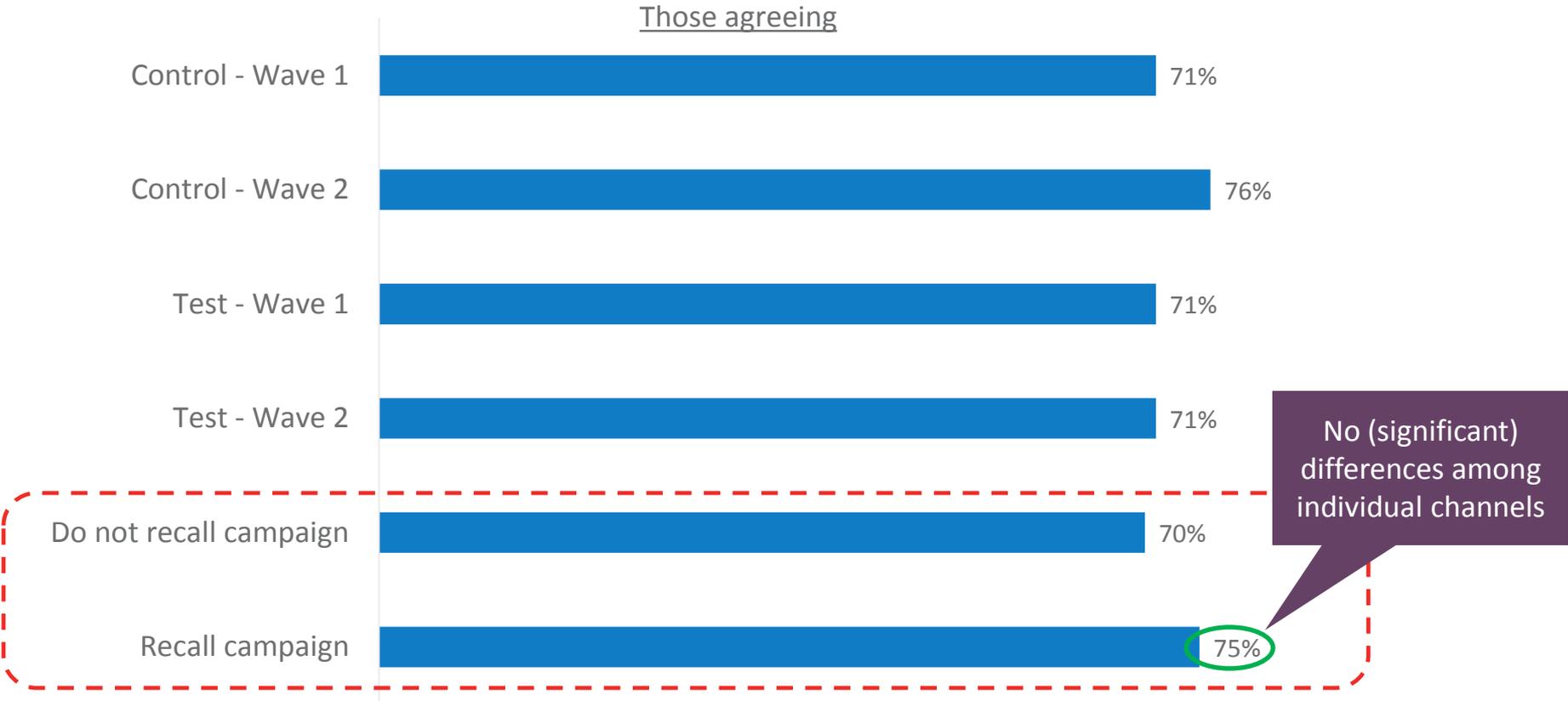
Those who recall the campaign are more likely to have taken the following measures compared to those who do not recall the campaign:

- Spoken their nurse/GP (16% vs. 12%)
- Taken a test/quiz (11% vs. 7%)
- Used a drink diary (5% vs. 3%)

Those who recall the online tool are much more likely to say they have taken a measure to assess their drinking levels than those who do not recall (52% vs 22%)

Those that recall the campaign are more likely than those who don't to agree that: you may be storing up health problems if most days of the week you have more than a couple of drinks

If most days of the week you have more than a couple of drinks then you may be storing up health problems



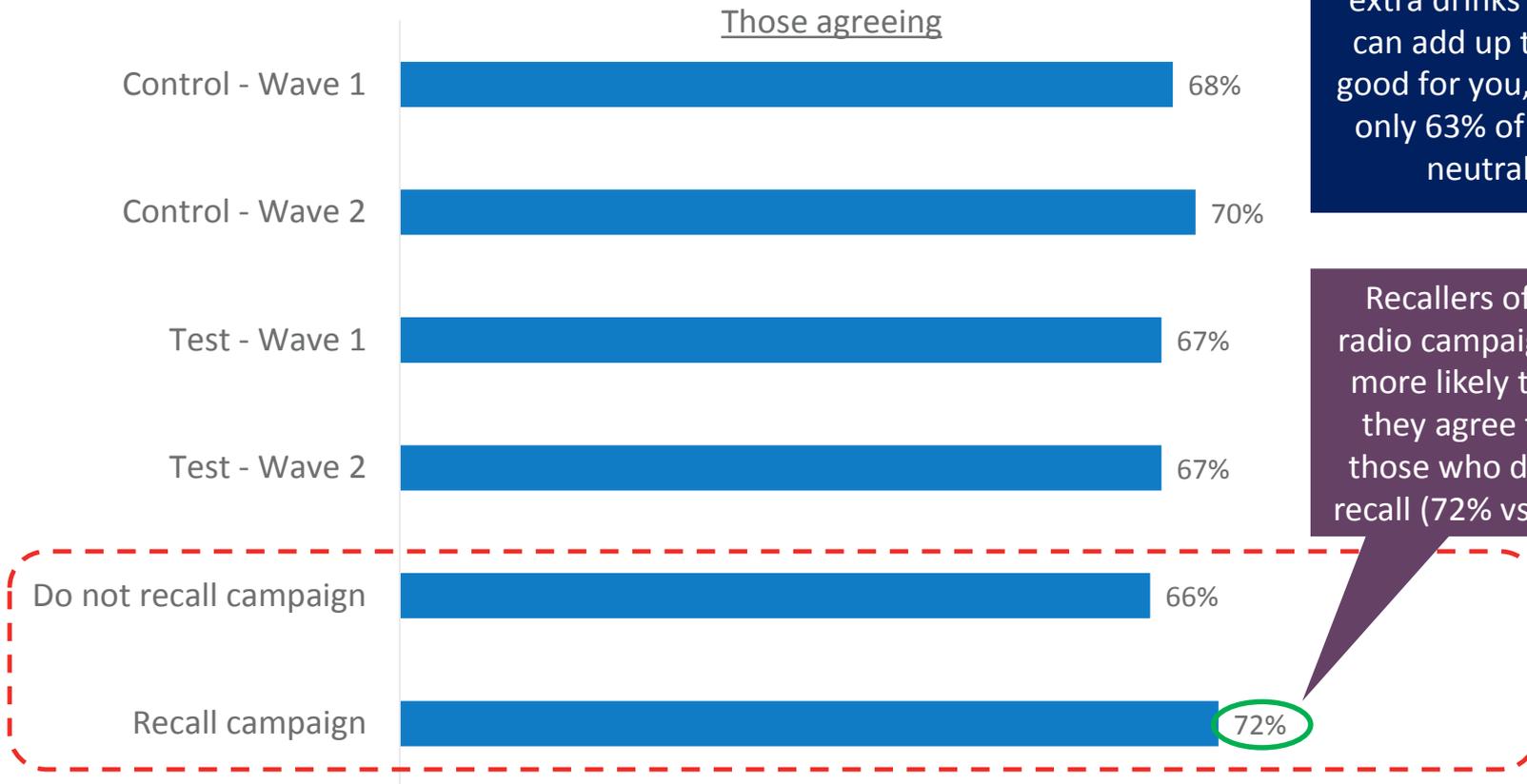
C3_1. To what extent do you agree with the following statements? (If you do not personally drink, please think about these statements in general) - If most days of the week you have more than a couple of drinks then you may be storing up health problems
Base: All 45-64 men: Wave 1 Control (n=500); Wave 2 Control (n=493); Wave 1 Test (n=3,056); Wave 2 Test (n=2,934); Do not recall campaign (n=2,350); Recall campaign (n=584)

Recallers of the campaign are significantly more likely to agree that: a few extra drinks here and there can add up to more than is good for you

A few extra drinks here and there can add up to more than is good for you

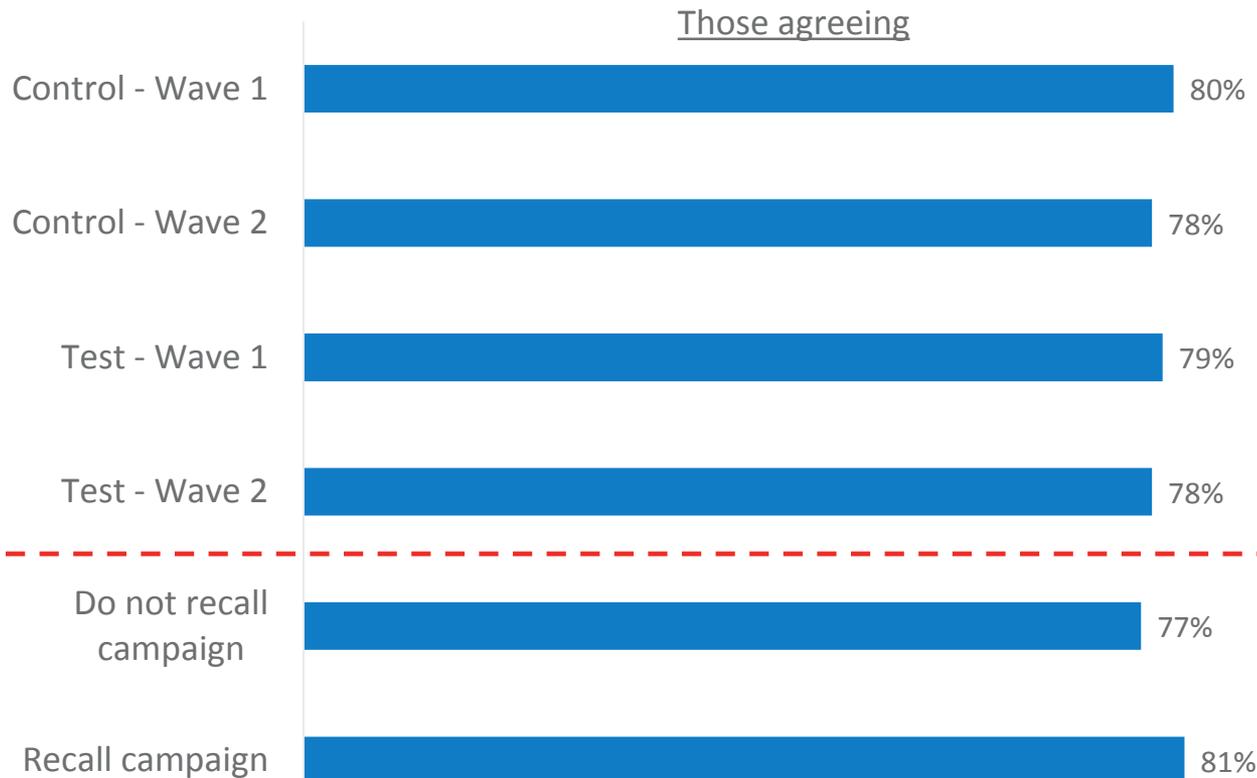
76% of those who are positive about the campaign's relevance agree that a few extra drinks here and there can add up to more than is good for you, compared with only 63% of those who are neutral/negative

Recallers of the radio campaign are more likely to say they agree than those who do not recall (72% vs. 66%)



Four-fifths agree that cutting back on a few drinks is a good way to improve your health – campaign recallers are more likely to *strongly* agree

Cutting back on a few drinks is a good way to improve your health



89% of those who are positive about the campaign's relevance agree that Cutting back on a few drinks is a good way to improve your health, compared with only 73% of those who are neutral/negative

No (significant) difference at overall level, but campaign recallers are more likely to strongly agree

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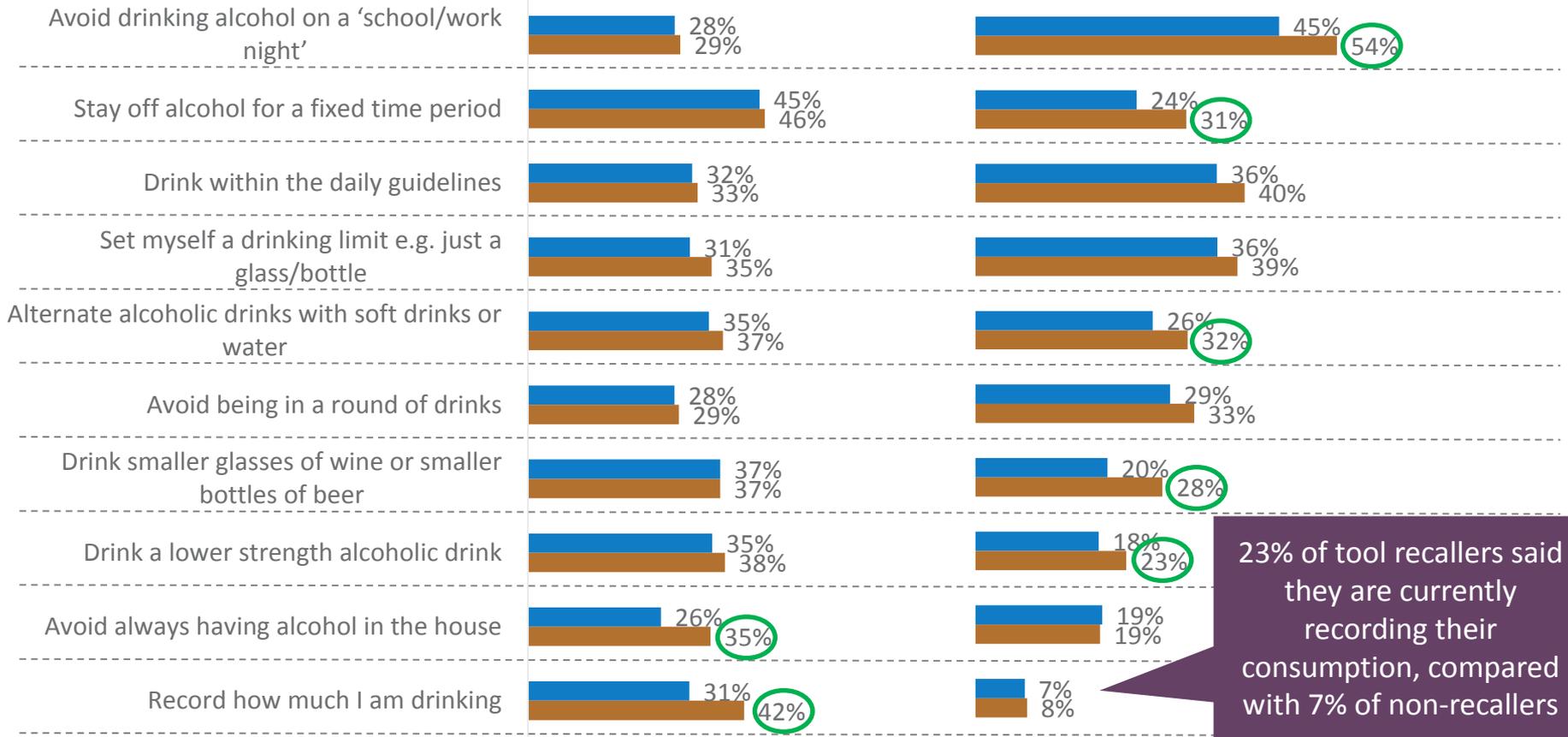
Those who recall the campaign are more likely to be trying the smaller and more frequent changes encouraged in the campaign, such as alternating alcoholic drinks with soft drinks

Popularity of the methods used to moderate drinking



Have done in past OR would consider

Currently doing



23% of tool recallers said they are currently recording their consumption, compared with 7% of non-recallers



Those who recall the campaign have higher AUDIT-C scores on average - probably related to greater opportunity for heavier drinkers to see OOH, and perhaps greater relevance/resonance for heavier drinkers

AUDIT-C scores

