

July 2017

Royal Society for Public Health / Portman Group

Alcohol labelling research

britainthinks.com

1

Key insights

Key insights

1

Alcohol is thought of predominantly through the frame of having fun

- This means it is disassociated from health-related behaviours like diet and exercise
- And that when buying and consuming alcohol, people are less likely to think about the volumes they are drinking
- And are resistant to thinking about the health impact

2

Of the information currently provided on labels, ABV is both the most familiar and the most used

- 75% name ABV as being part of an alcohol label, compared to 29% who name units (the second most known component of an alcohol label)
- 58% say that they look at ABV before purchasing alcohol in a shop, compared to 5% who say they look at units

3

There is not currently a spontaneous appetite amongst those who took part in the research for changes to the way information is presented

- 70% feel the balance between health information and product / brand information is about right
- However, when asked to consider the information on labels, there are criticisms about its placement and presentation

4

Thinking about what information should be available, there is a clear preference for ABV and units

- 81% say that it is important to include ABV and 68% say it is important to include units on the label
- In the focus groups, discussion also led to the view that calorie information might be helpful too

5 principles for the presentation of information on alcohol labels emerged from the research

1

Key information should be displayed on the front

- The public are most likely to want to see ABV (68%) and units (51%) on the front of alcohol containers
- This will enable consumers to quickly compare different options
- And is perceived to be the only way to ensure this information will be used in the purchasing environment

2

Information needs to be presented in such a way that ensures it attracts attention

- Readable sizes and bold fonts
- Colours that stand out (e.g. black text on a white background)

3

Information should be presented in a way that reflects how people drink

- 48% of survey respondents felt that information about units should be provided per container

4

Labels should not be overfilled

- 80% favour a smaller amount of health information, clearly presented, to as much information as possible
- Too much information will result in “snow blindness” and undermine its effectiveness
- Careful decisions need to be made about what to include, and where, and a balance struck between the font sizes and amount of content

5

Information about alcohol should not come at the expense of branding

- One in five (18%) say that there is not enough information about health, however, 70% feel that the balance between health and product information is about right
- Qualitatively, consumers describe how the brand information is often the most important key purchasing differentiator

2

Objectives and methodology

Background and objectives

- The Royal Society for Public Health (RSPH) and the Portman Group have been working together to understand the most effective method of communicating alcohol health information to the public
- To inform this work, RSPH and the Portman Group commissioned BritainThinks to conduct research with the public to understand:
 - Awareness and familiarity with current alcohol labelling
 - Behaviour in relation to current alcohol labelling
 - Preferences for the types of information received
 - How information preferences vary by alcohol types
 - How information preferences vary by key demographic groups

Methodology

- BritainThinks conducted 4 focus groups, each with 6 members of the public
 - 2 in London (7th September 2016)
 - 2 in Manchester (15th September 2016)
- Groups were run using a discussion guide drawn up by BritainThinks in collaboration with the RSPH and the Portman Group
- All participants in the groups consumed alcohol at least once a month
 - Participants who may be classified as dependent drinkers were screened out from the research using behavioral and attitudinal screening questions, as these participants were not the target of the research

Group 1: London

- Male
- ABC1
- 25 – 50 years old
- 2 BAME participants

Group 2: London

- Female
- C2D
- 25 – 50 years old
- 2 BAME participants

Group 3: Manchester

- Male
- C2D
- 25 – 50 years old
- 2 BAME participants

Group 4: Manchester

- Female
- ABC1
- 25 – 50 years old
- 2 BAME participants

Methodology

- BritainThinks used the findings from the focus groups to design a quantitative survey
 - The aim of this survey was to test how far the findings from the groups are applicable to the wider public
- The survey itself was commissioned by RSPH and the Portman Group and run by Populus Data Solutions (PDS)
 - Questions were placed on PDS' online omnibus
 - 1,786 adults over the age of 18 who drink alcohol were surveyed
 - Fieldwork was delivered between 15th and 16th February 2017

3

Background attitudes and behaviour

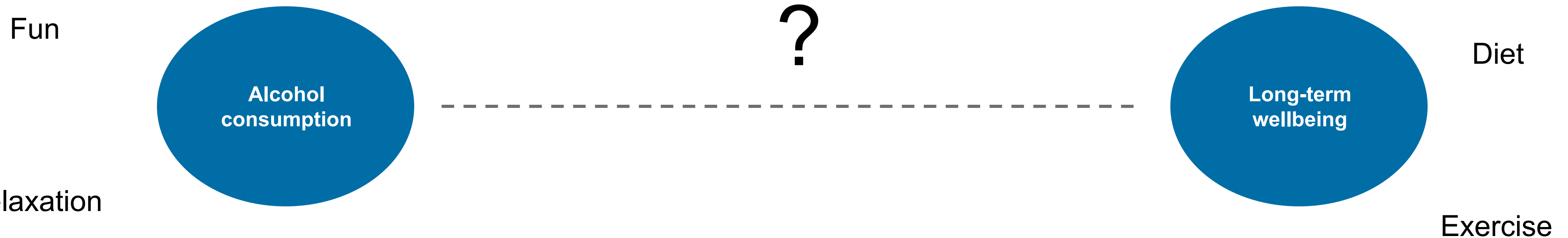
In line with other research, the groups demonstrated the extent to which alcohol is a part of British social interaction

- Participants' alcohol consumption varied considerably, with some only drinking once or twice a month, and others drinking three or four times a week
- However, almost all saw the consumption of alcohol as an integral part of having a social life in England
 - It helps distinguish between time at work, and leisure time
 - Ritualised drinking helps to bond groups together
 - There are some occasions – for example, weddings, or birthdays – which just “wouldn't be the same” without alcohol

“When do I have a drink? As often as possible!”
Female, Manchester

“It's just part of what you do, when you go to a football match or something, you might have one before, or during the break.”
Male, Manchester

The perception of alcohol as part of 'having fun' means alcohol is conceptualised as distinct from other health-related behaviours



- For most, a healthy lifestyle is thought of primarily in terms of diet and exercise
- Drinking alcohol is seen as separate to these behaviours
 - The 'having fun' frame that people are in when drinking means they do not want to consider the impact of their behaviour on their health or to moderate their drinking accordingly
- In part, this distinction is made possible because of a belief that the negative health consequences of alcohol are experienced primarily by alcoholics
 - By which participants meant chronic drunks, whose drinking has immediate and powerful consequences for their lives, e.g. by making them unable to hold down a job
 - This is too far removed from how most people feel about their drinking to feel relevant

The 'fun frame' means that most drinking is unstructured, with the volume of alcohol consumed driven by company and wider circumstances

- The volume of alcohol consumed is not planned in advance, but tends to be driven by the occasion, and who they are with
 - Participants often felt they are more likely to drink heavily with friends
 - Or if celebrating a special occasion
- However, for some, the pressures of another part of their life can result in a conscious moderation of their drinking on specific occasions
 - For example, the need to get to work, or look after their children
 - Or financial pressures which might cause them to feel they cannot afford to drink
 - In addition, for a small number of women, concern about their alcohol tolerance means they are more conscious of what they are consuming when they drink

"I like a beer in most cases, but it depends on the group of people that I go out with."
Male, Manchester

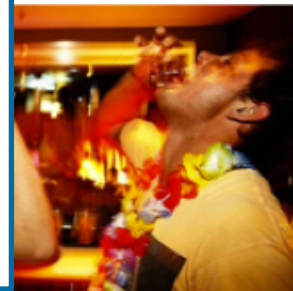
"The only time [that I think about what I am drinking] is if I have something on the next day...If I have nothing on tomorrow, I literally don't care."
Female, Manchester

Most see lifestage as a key driver of drinking habits

College / university

Many drink heavily on a routine basis

- Lots of time to socialise
- Few responsibilities
- Little concern for long-term health impact



Late 20s – early 30s

For many, routine heavy drinking continues to fall

- Arrival of children means many have less time for drinking
 - Especially women
- And, for some, a concern about the amount they have drunk previously leads to an effort to “cut down”



Early – mid 20s

Drinking drops off slightly, but many continue to drink heavily

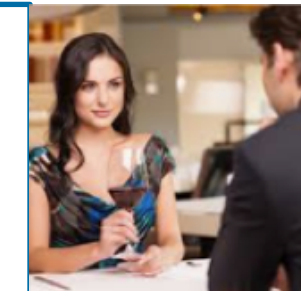
- Starting work means less time to drink mid-week
- But busy social lives mean many continue to drink heavily routinely in clubs / bars
- Especially those who are single



Mid - late 20s

For many, heavy drinking becomes less routine

- As people meet long-term partners, they go out less to clubs / bars
 - This shift is less evident for those who are single
- Drinking remains a key part of “date nights” and nights with friends



Mid 30s +

Drinking plateaus

- A sense of their personal “limits” and settled lifestyle means many have established and consistent drinking habits
- Although, for some women, as their children grow up, there is less pressure on their time, and they feel able to drink slightly more again



Most see lifestage as a key driver of drinking habits

"When you're young, you have to prove you can drink, that you can hold it."
Female, London

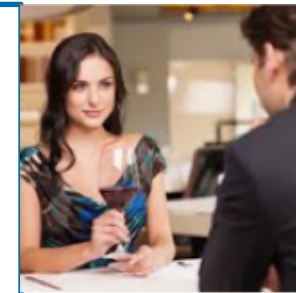


"When you're younger, you don't think about consequences, but when you're older and you have children you need to be on form."
Female, London



"Work's finished for the week, time for a drink."
Female, Manchester

"I've started to drink less and less. I only really drink a lot on a special occasion."
Male, Manchester



"15 years ago I went out almost every night, now I don't drink on a work night, I can't function."
Male, London



4

Perceptions and usage of current alcohol labelling

- Perceptions and usage of current alcohol labelling overall
- Perceptions and usage of specific elements of alcohol labels

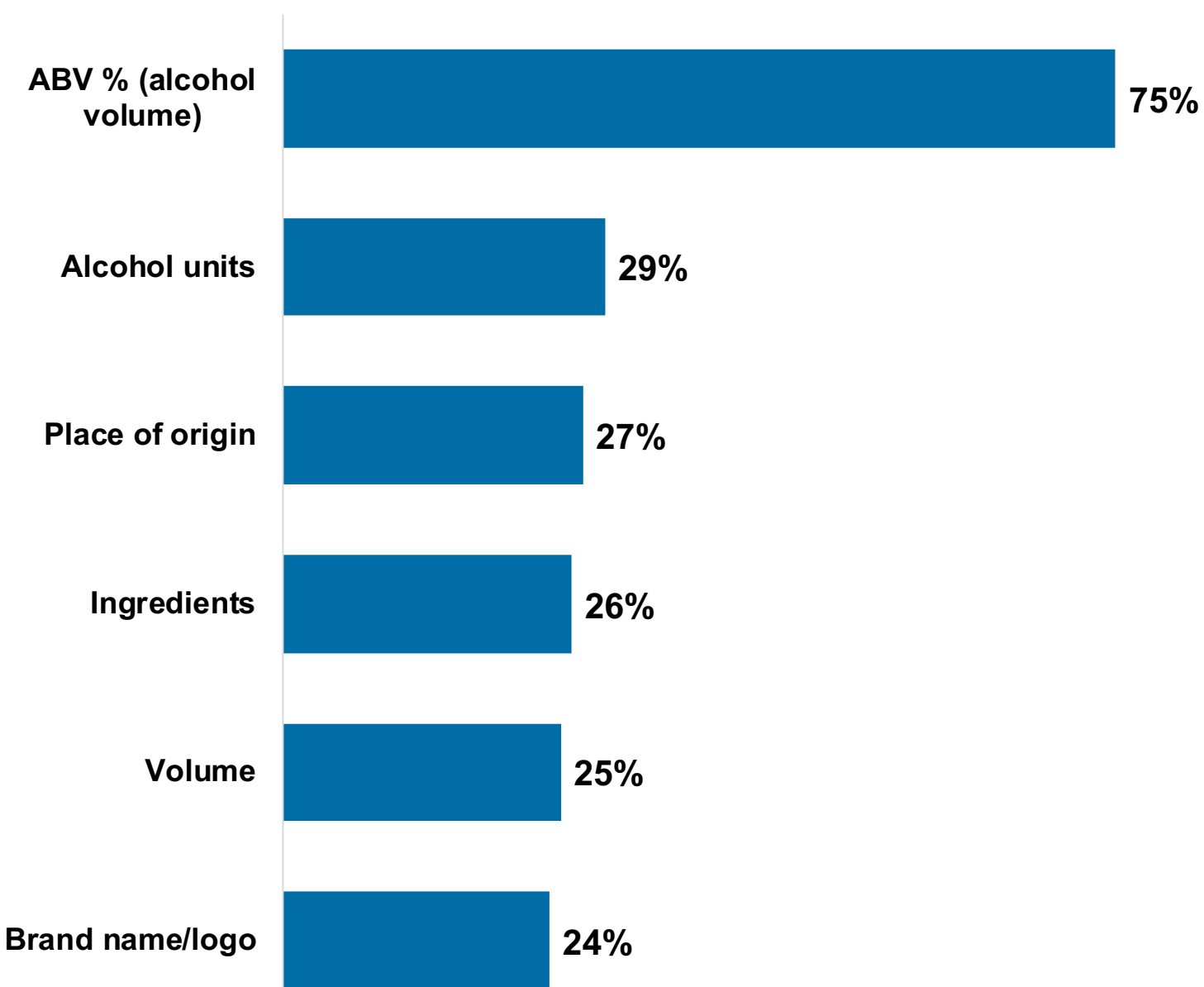
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Perceptions and usage of current alcohol labelling

- Perceptions and usage of current alcohol labelling overall
- Perceptions and usage of specific elements of alcohol labels

Findings from both strands of research demonstrate relatively low levels of familiarity with many elements of alcohol labelling

Unprompted awareness of current alcohol labelling

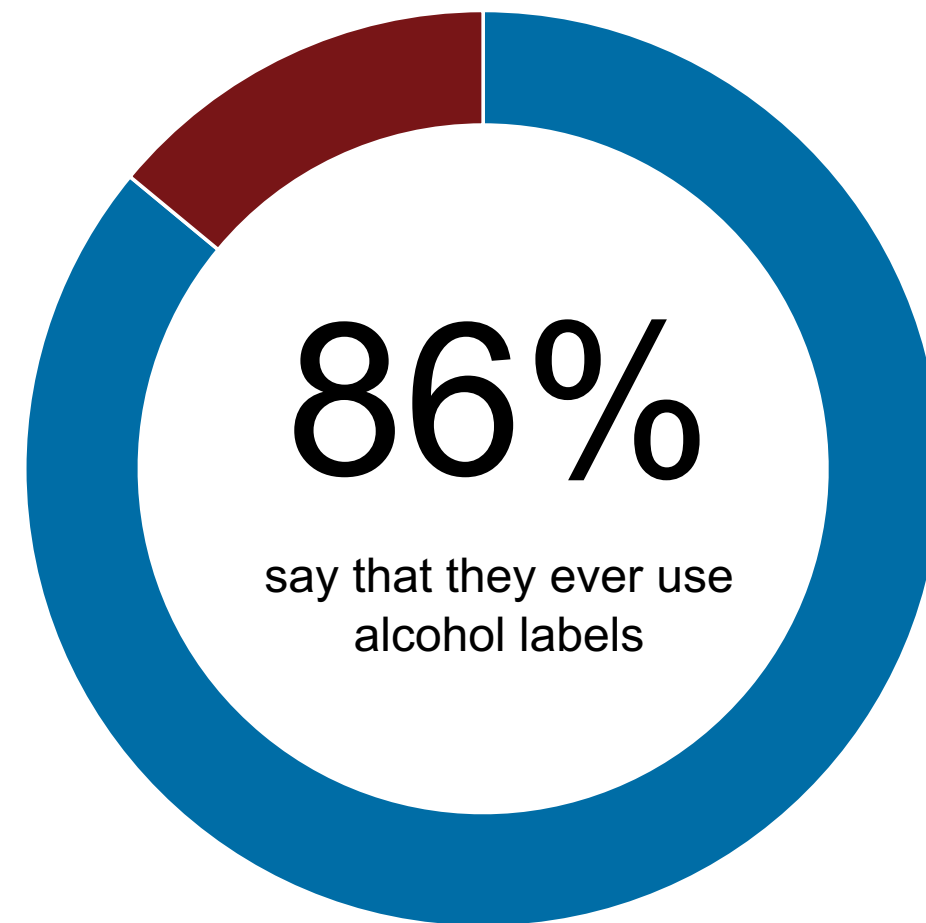


- Qualitatively, there is some passing awareness that bottles and cans containing alcohol have some information on them about the alcohol
- However, participants struggled to spontaneously identify the kind of information that is available
 - Many immediately thought of information about branding, or the variant of alcohol (e.g. grape type for wine)
 - Although some did identify ABV and units

In the focus groups, most did not spontaneously make the connection between the information shown on alcohol labels and that shown on food. Just a couple of health-conscious women made this link – observing that there is much less information about the nutritional content of alcohol, and particularly its sugar content

While a high proportion of the public say they do look at alcohol labels, this is rarely for health information

Use of alcohol labelling



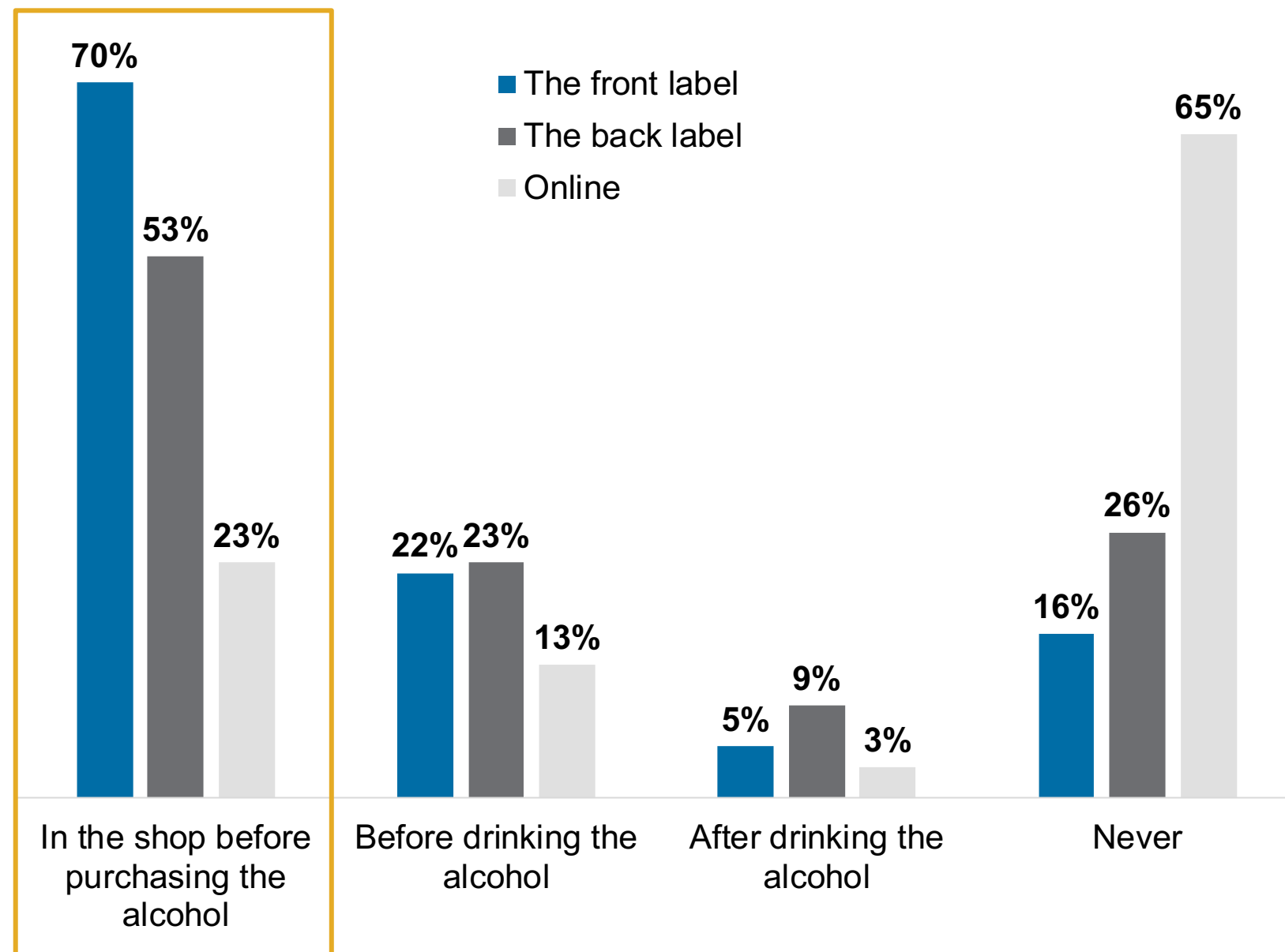
- Qualitative participants say they predominantly use the alcohol label to identify the brand
- Health information is rarely sought
 - Because of the “fun” frame in which people approach drinking, health information is not front-of-mind when choosing between different alcoholic drinks

“To be honest with you, I just won’t look at it. It’s not something I would pay attention to all. It just wouldn’t bother me.”
Male, Manchester

“Generally, I wouldn’t look at the label, I go by what I like.”
Female, London

The public are most likely to report that they look at alcohol labels in the shop before purchasing the alcohol

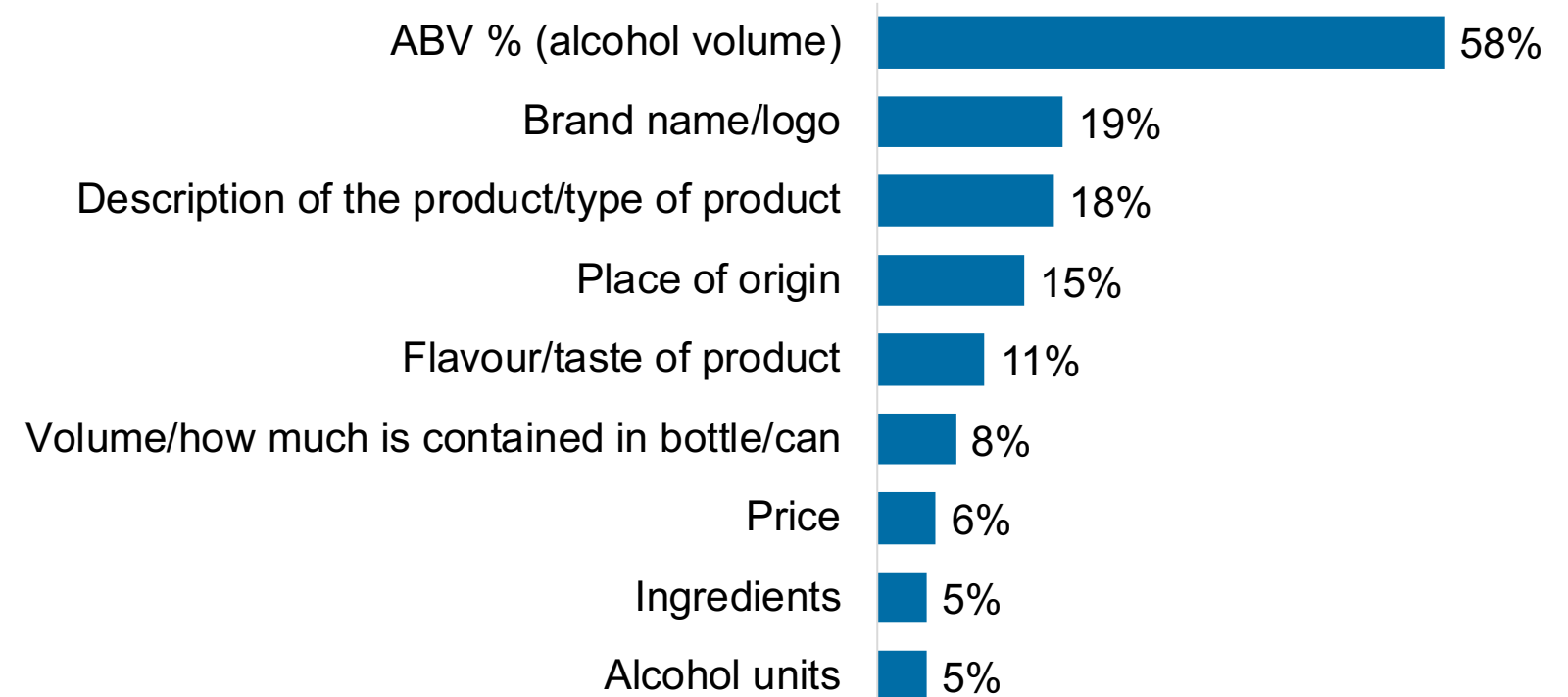
When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?



On these occasions, the public are most likely to look at ABV

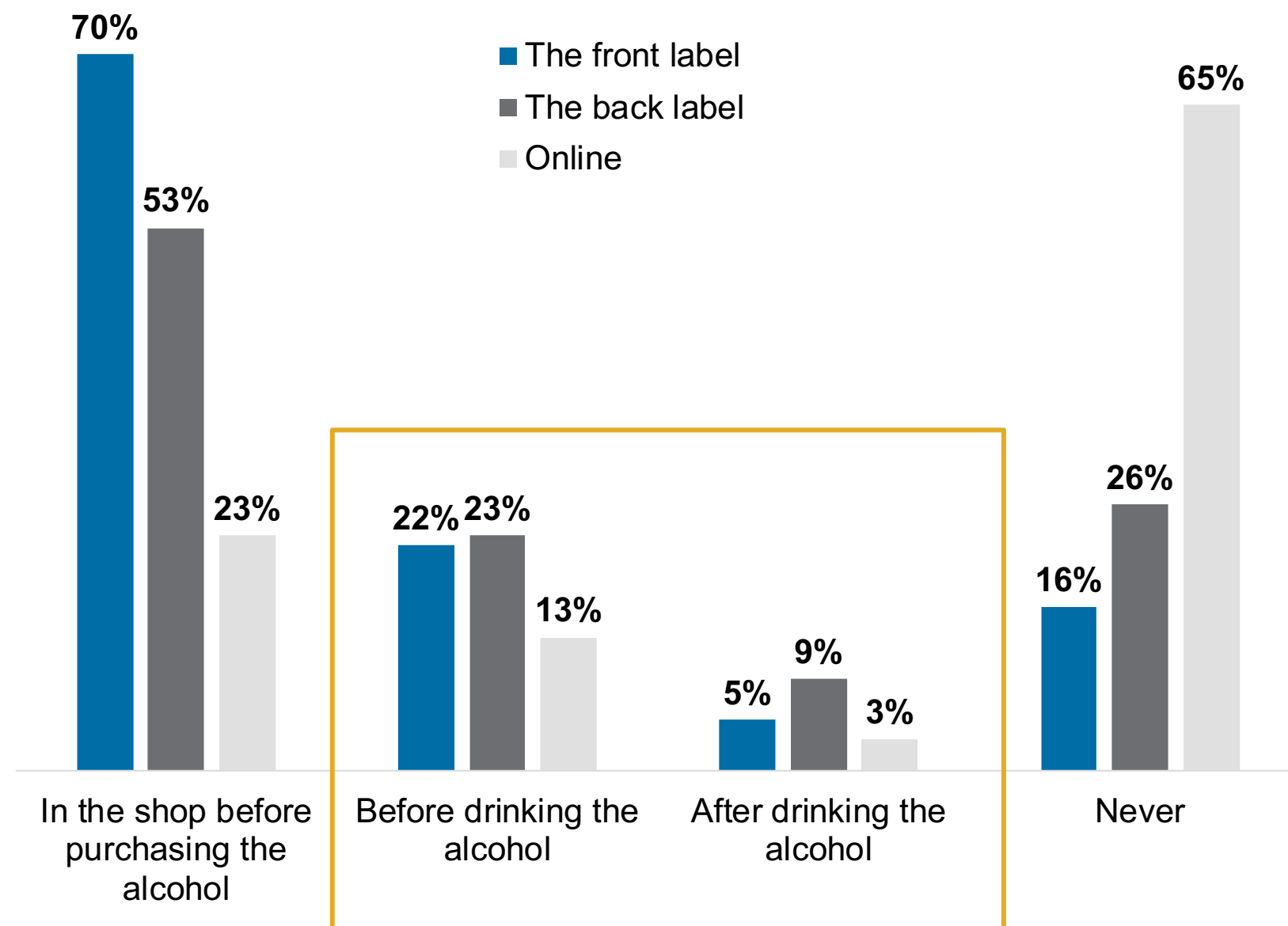
- Beyond that, the public are most likely to report looking at the branding (19%)
- Little other health information is sought on this occasion, with only 5% saying that they look at units

And what information would you look at in the shop before purchasing the alcohol



Alcohol labels are read far less frequently after the alcohol has been purchased

When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?



On these occasions, ABV continues to be the most sought piece of information

- 45% of those who say that they look at the label before drinking the alcohol say that they look at ABV, and only 11% say that they look at units
- 29% of those who look at alcohol labels after drinking the alcohol say that they look at ABV, compared to 10% who say that they look at units

When shown existing information on labels, focus group participants felt it is not sufficiently attention-grabbing

- It is often hard to read
 - Fonts are small
 - Colours do not stand out
 - It is sometimes printed side-on, exacerbating problems with reading
- It is also printed on the back of the container 'where no one looks'
- This led some to question whether consumers are actually intended to see it

"It is designed to blend in. I don't think people like to be reminded how much they are drinking."
Male, Manchester

"I can't even read this with my reading glasses on, it's so small."
Male, London

There was also a sense that this information is not relevant to most people

- Participants questioned who the target audience for health information is
 - Lots of alcohol is consumed in bars, clubs or restaurants, when the bottle – and therefore information – will not be visible
 - And worrying about what you are drinking is not part of this environment
- This led many to think that existing information is for “someone else”
 - For example, people who are watching their weight
 - Or those with a drinking problem

“I don’t know who would look at this. Maybe someone who was worried about their drinking?”
Male, London

“A lot of the time when I drink, I’m out and about, and then you don’t see the bottle anyway.”
Female, London

4

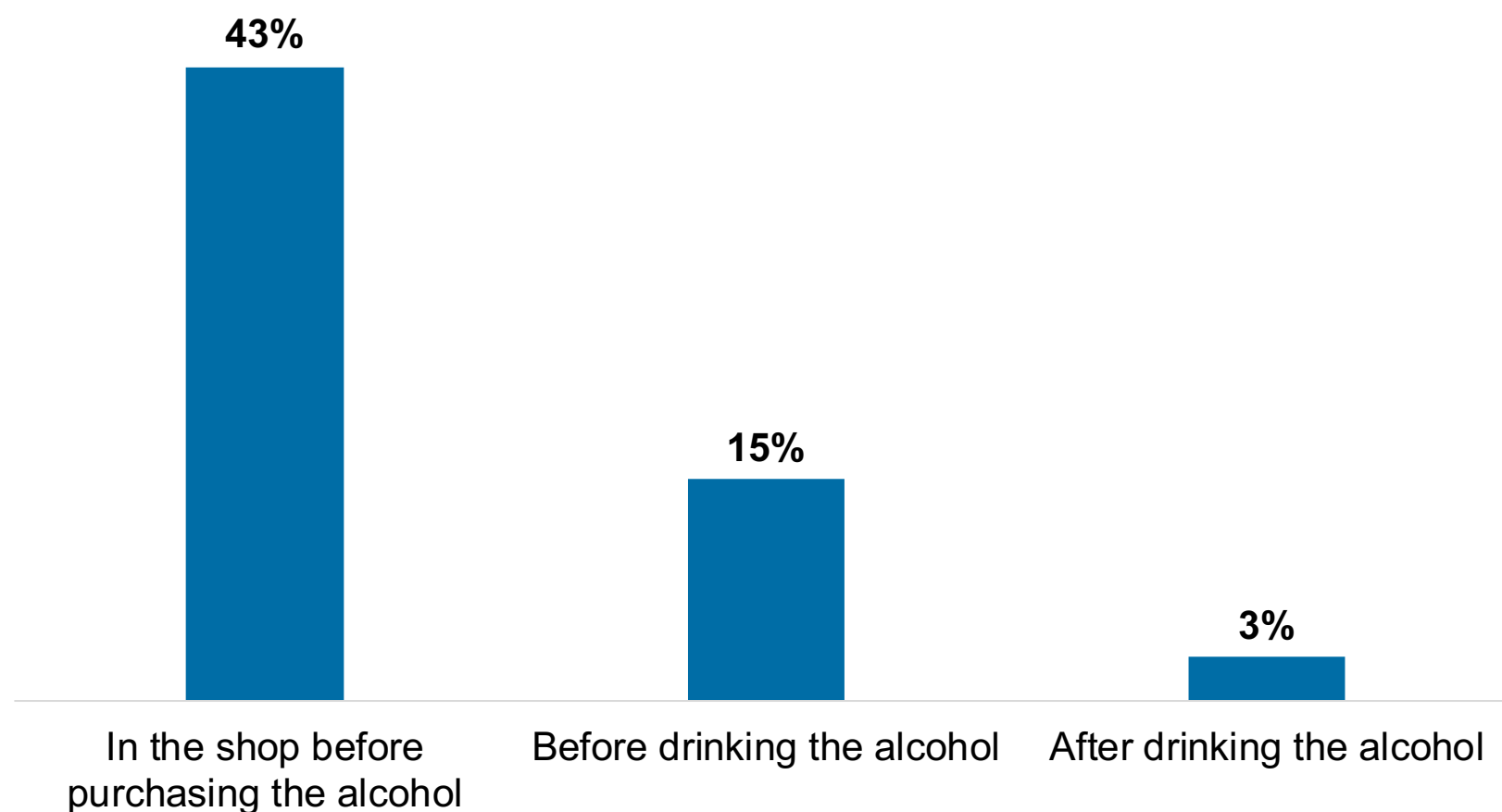
Perceptions and usage of current alcohol labelling

- Perceptions and usage of current alcohol labelling overall
- Perceptions and usage of specific elements of alcohol labels

Of current information, ABV is the most widely understood and most likely to be sought out when buying alcohol

Spontaneous awareness
of ABV: 75%

Report looking at ABV...



- Across both strands of research, we heard that ABV is the type of information that is most commonly used
- In the focus groups, most felt that they have a good understanding of what ABV is, and what this means for them
- Most commonly, participants use ABV to ensure they are not inadvertently consuming drinks that are much stronger than they had thought
 - However, a small number of younger participants also said that they use this information to ensure that they do not get “tricked” into buying drinks with a lower alcohol content than they would expect

“I’ve started drinking craft beer and it’s a bit of an unknown. You can drink one that is 3.4% or another is 6% so I have been checking.”

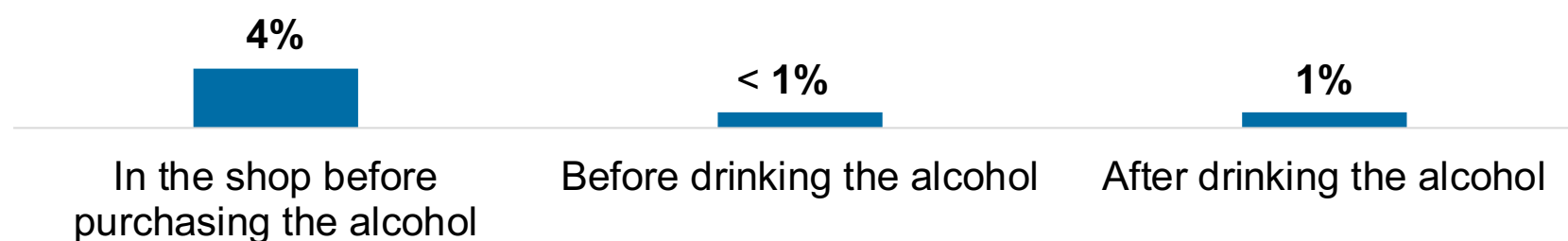
Male, London

A widespread lack of understanding of units limits their utility

Spontaneous awareness of units: 29%

Those aged 18-24 (42%) and 25-34 (37%) are significantly more likely than older adults to be aware of units

Report looking at units...

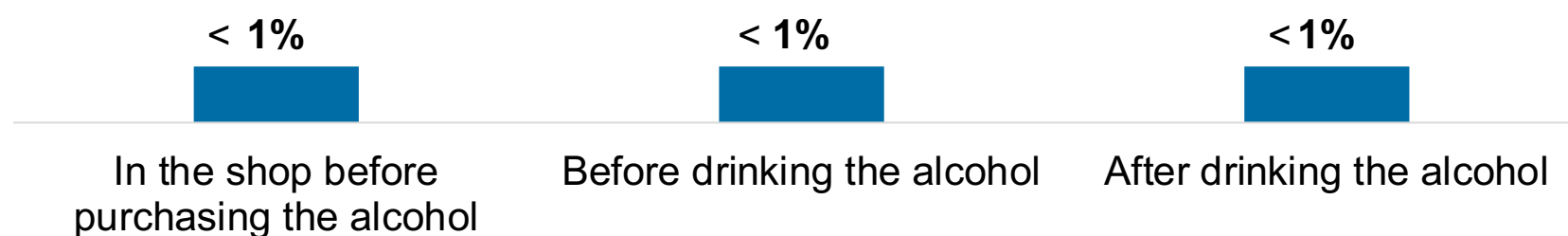


- Most focus group participants did not know what the recommended limits were
 - And, even if they did, felt they would not keep track on an evening out, because it would “ruin the fun”
- There is confusion about what the connection is – if any - between units and individuals’ alcohol tolerance
 - For many, the idea that recommended allowances are the same, regardless of size, age or personal capacity for alcohol feels counterintuitive
- And a lack of clarity regarding what constitutes a unit of different drinks
 - Most were aware that one shot of spirits is one unit
 - Although it was noted that when drinking in home people may not think in terms of “shots”
 - There was considerable confusion about what a unit of beer or wine looks like
 - A lack of consistency in serving sizes exacerbates this confusion

Few use CMO guidance, or are aware that it is present on alcohol labels

Spontaneous awareness of CMO Guidelines: 7%

Report looking at CMO guidelines...



- Including CMO guidance is seen as essential if alcohol labels are also going to include information on the units in the drink
 - Without it, such information will be incomprehensible, and therefore unusable, for most
- However, many felt the current guidelines are unrealistic in the context of people's lifestyles
 - This was exacerbated by looking at the guidelines against the unit contents of some of the beer and cider we showed
- There were questions about the authority of the CMO
 - Some were aware that the guidance has changed, raising questions about its accuracy and how far it can be trusted
 - And some questioned whether the CMO is the right person to issue guidance
 - A widespread lack of familiarity with the CMO role (and lack of awareness that the CMO is a medical doctor) raised concerns about their credentials – with some questioning why guidance does not come from a doctor, or an organisation with global credibility
 - This is part of a widespread current tendency to distrust authority figures that is currently seen in much research

While many recognise the pregnancy warning, few mention it spontaneously or see it as an important element of current labelling

Spontaneous awareness of pregnancy warning: 4%

Report looking at pregnancy warning...

- Whilst participants did not spontaneously identify this as an element of alcohol labelling, most felt they were familiar with it when they saw it on the label
- However, there was a widespread feeling that this is the least helpful part of current health information
 - Most said that people know women should not drink alcohol when pregnant - including this, therefore, felt “silly” to some
 - Whilst others felt including it is simply a case of alcohol manufacturers “covering themselves”

0%

In the shop before purchasing the alcohol

0%

Before drinking the alcohol

0%

After drinking the alcohol

“I find it hilarious. Because it’s surely obvious. I don’t think there is any harm in doing it though.”

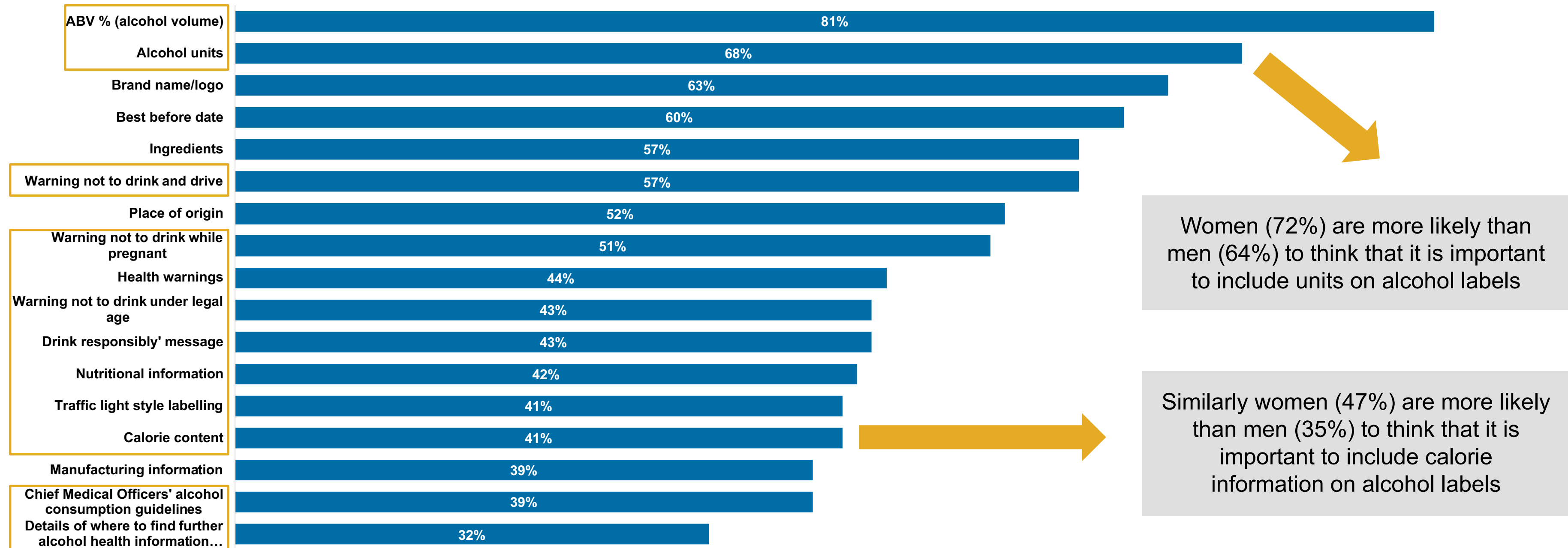
Female, Manchester

5

Priorities for alcohol labelling

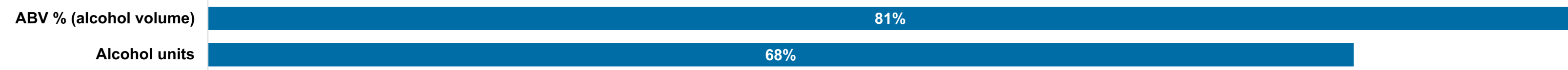
There was agreement in both strands of research that ABV and units are the most important pieces of information to include

% respondents rating different types of information as important (7 + / 10) to include on alcohol labels:



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% respondents rating different types of information as important (7 + / 10) to include on alcohol labels:



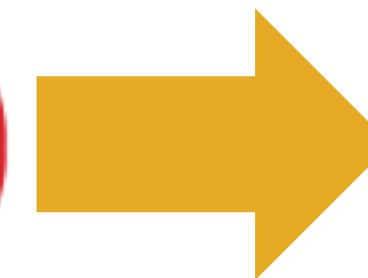
- ABV is the most understood and used piece of information, and is therefore seen as most important to include moving forward
- Units are also seen as very important, because of their familiarity
 - However, participants felt that the public are not going to be able to interpret information about units without support. For that reason, despite low familiarity with the CMO guidelines, participants felt that these should be shown alongside information about units
 - Participants were also clear that units should be shown in a way that makes them easier for consumers to use
 - On balance, they felt that displaying the number of units in the bottle would be the most effective way to do this, as it would enable people to see how much of the bottle they had consumed, and to refer it immediately back to the CMO guidelines
 - Several participants also suggested having unit markers on the side of the bottle, to make it even easier for people to see what they have drunk
 - This was widely supported, as it was felt that it would help to address the confusion caused by the lack of consistency in serving sizes
 - And would help people avoid doing mental arithmetic if they had drunk, for example, a third of a bottle of wine

“[ABV] just makes sense, and it tells you what you are drinking.”
Male, London

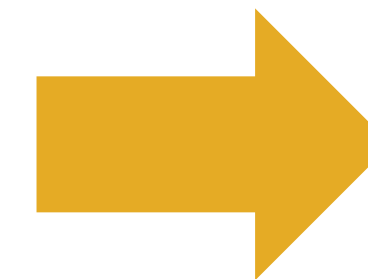
“Maybe they could have little markers, like you get on juice cartons sometimes, but showing how many units.”
Female, London

Although less important than ABV and units, there is agreement that warnings about negative behaviours should ideally be on labels

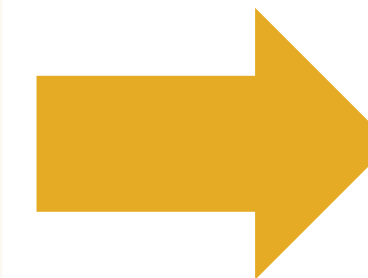
- Focus group participants had question marks over the impact of pregnancy warnings, drink-and-drive and legal age purchase logos
 - It was generally felt that this is information that people will already be aware of
 - For example, participants felt that there is good awareness of anti-drink driving campaigns
 - And those who engage in these behaviours are unlikely to be deterred by these messages
- They therefore agreed with survey respondents that these elements are relatively less important than information about ABV / units



57% important to include*



51% important to include*

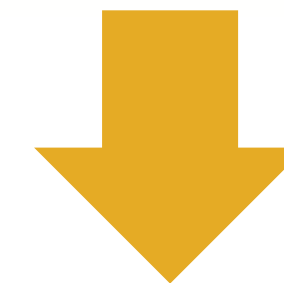


43% important to include*

Calories are not a top-of-mind priority, but on consideration are seen as a potentially valuable tool

- The focus groups and survey both demonstrate that there is not currently strong demand for information about calories
- When suggested in the groups, the response was lukewarm
 - Most felt that they would not use it
 - And some women were actively hostile, because of the “fun” frame in which they consume alcohol, saying that this information would add a layer of guilt to drinking that they would not like to feel
- However, on further consideration in the groups, most came to think that calories might be an important element to include on labels
 - Most do not know how many calories are in alcoholic drinks
 - There are those who would use this information to inform their thinking
 - Calories, unlike units, are widely used and understood
- While not top-of-mind, or something that participants would consider doing themselves, there was some concern about people swapping to lower calorie / higher ABV drinks, or not eating in order to “save” calories for a night of drinking

CALORIE CONTENT	
Per serving	Kcal 133
Per bottle	Kcal 570
Per 100ml	Kcal 82



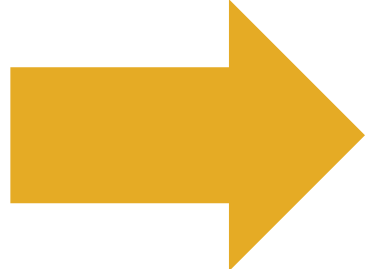
41% important to include*

“I wouldn’t want it. We’re obsessed with calories, and it’s too much. I don’t want to think about it when I’m enjoying a glass of wine.”

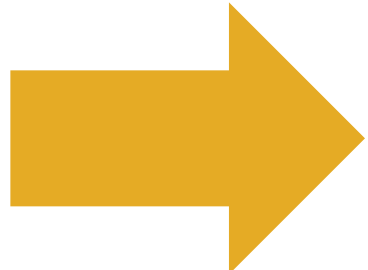
Female, London

Both “traffic light” warnings and health warnings were raised spontaneously by participants in the groups

- In London, some participants felt that a “traffic light” system would be a way to communicate the strength or calorie content of alcohol
 - It was felt that the colours transcend associations with driving, and would be an effective way of delivering information quickly
- In contrast, in Manchester there was support for health warnings on alcohol labels
 - Participants felt this would be an effective way to encourage people to moderate their drinking
 - Suggestions ranged from the relatively mild “Alcohol harms your health”, to much stronger cigarette-style warnings and images
 - There was less support for this idea in London where participants preferred to see messages that encouraged responsible behaviour e.g. “Know your limits” or “Drink responsibly”



41% important to include traffic lights*



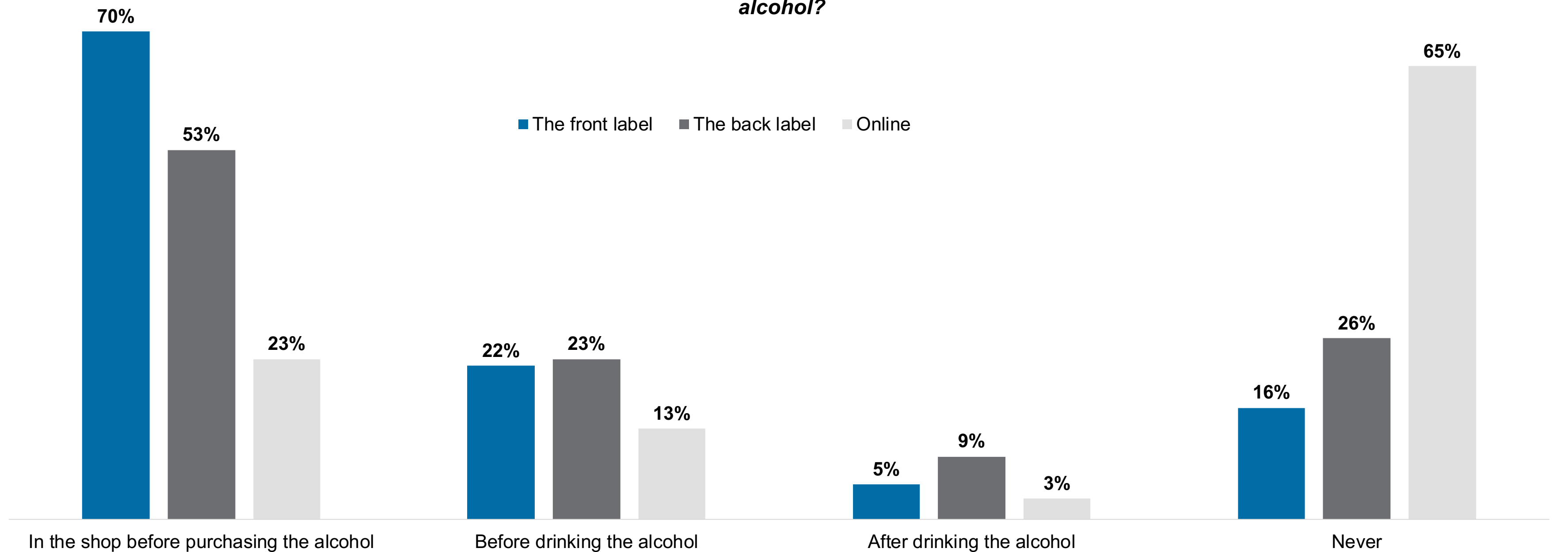
44% important to include health warning*

6

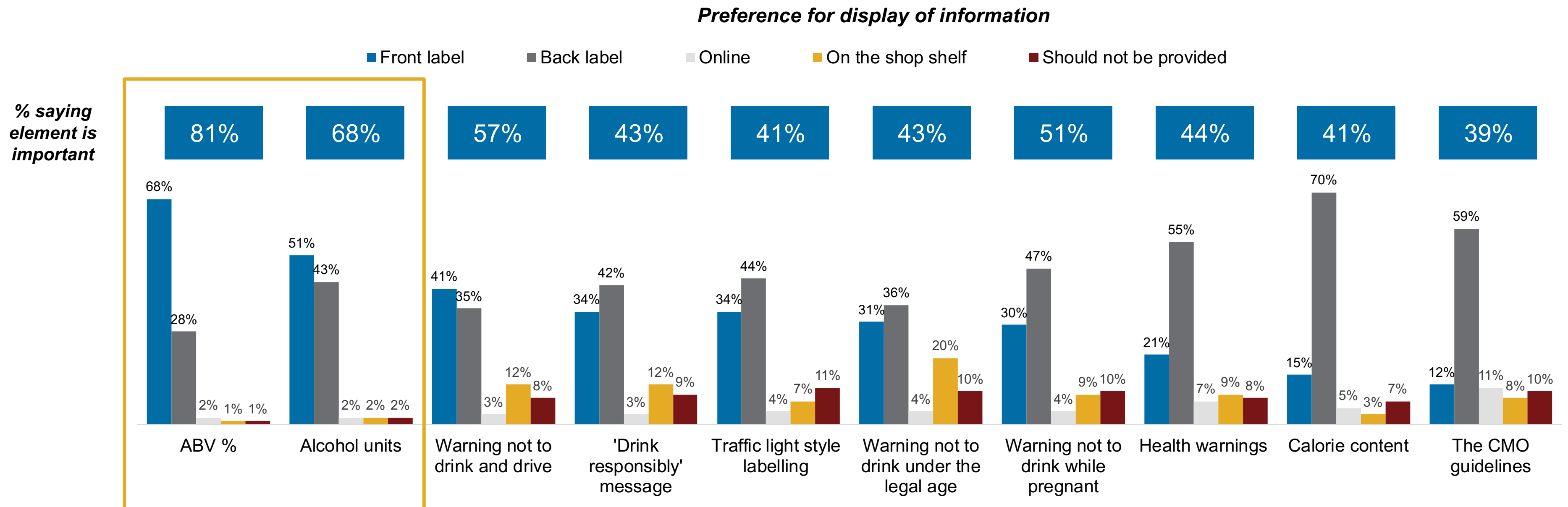
Presenting information about alcohol

People are far more likely to use information if it is on the front label

When, if ever, would you typically look at the front or back labels of an alcohol container, or online for information about the alcohol?



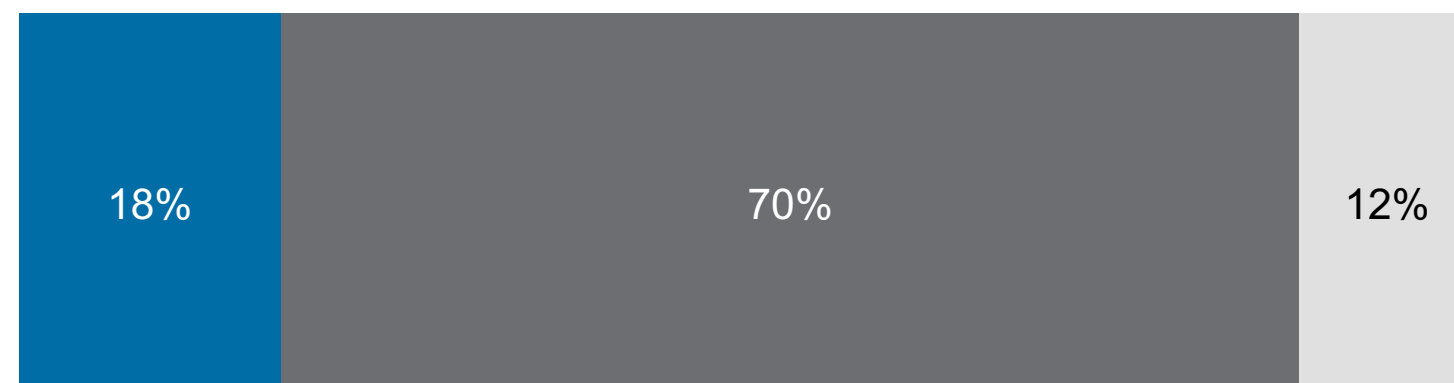
Most want to see information that they feel is most important (ABV & units) on the front alcohol label



However, most are happy about the current balance of information provision and warn against overloading labels

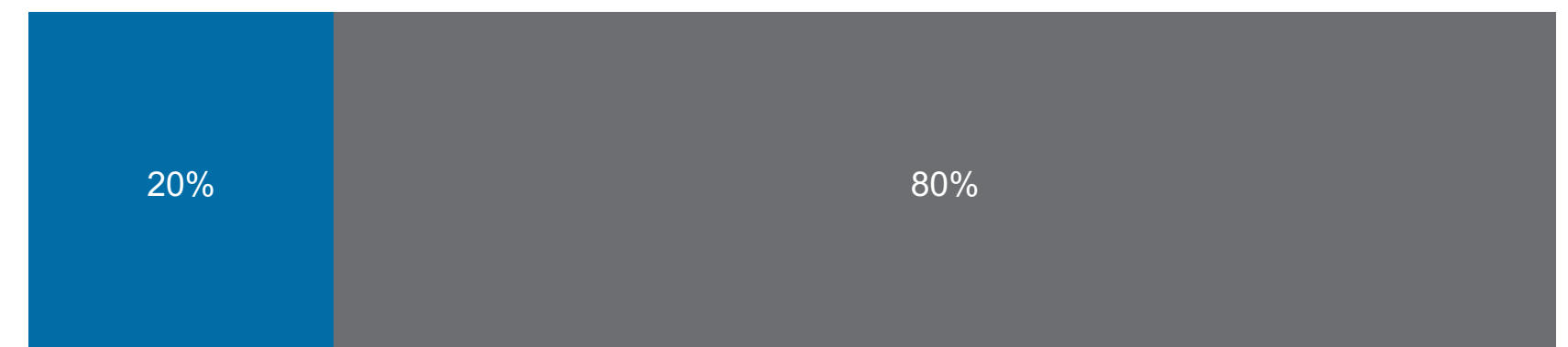
How do you feel about the current balance between product information and health related information on typical alcohol labels

- There is too much information about the product and not enough health
- The balance between product information and health information is about right



Thinking about the health information on the labels of alcoholic drinks, which of the following do you think would be the most helpful to you when using this information

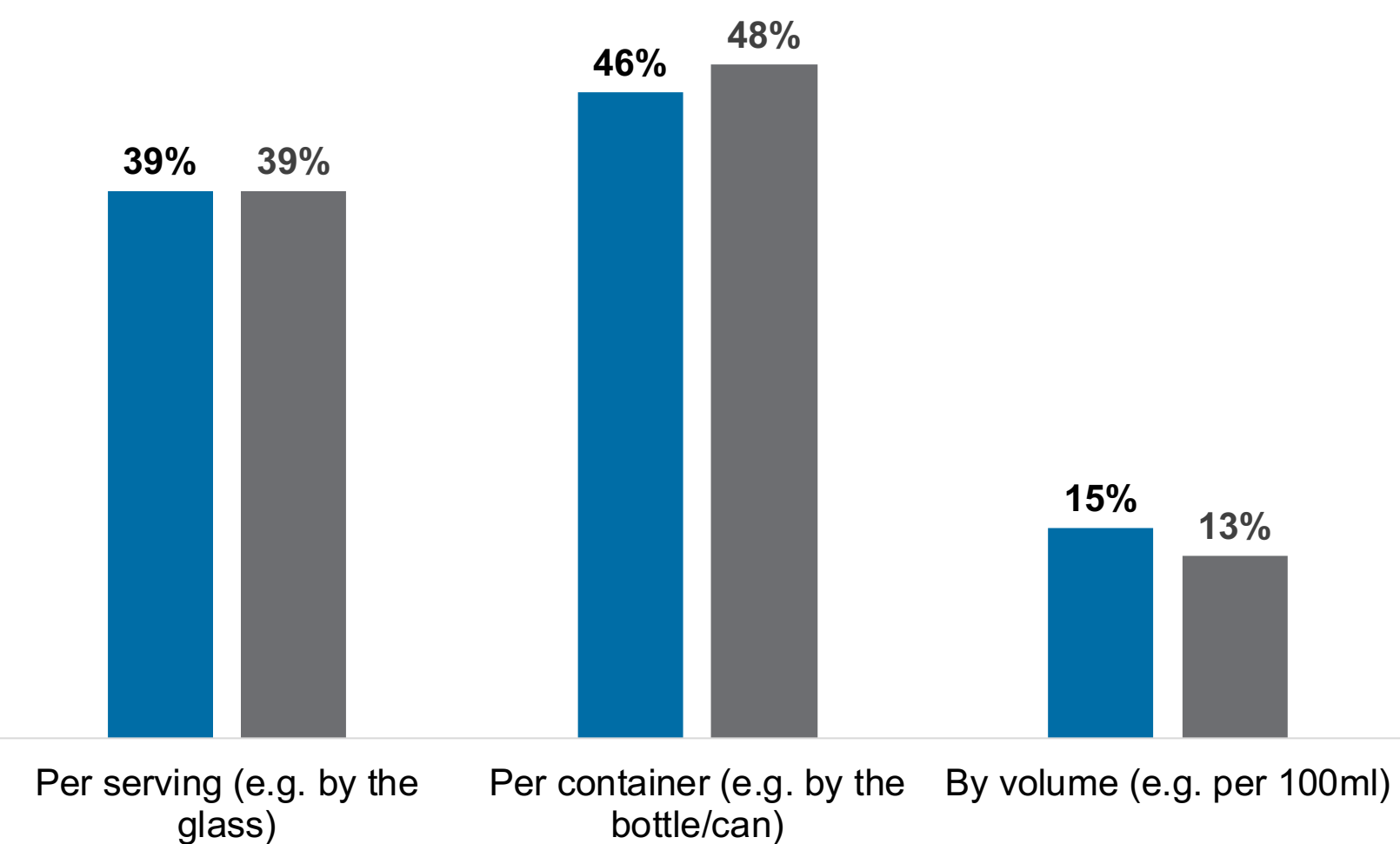
- As much health information as possible, even if the font and symbols were smaller/hard to read
- A small amount of health information, but in bigger and clearer fonts and symbols



Per serving and per container are seen as preferable ways of presenting information on calories and units to volume

Presenting calorie information

■ Calorie information ■ Unit information



- **Women are significantly more likely than men to want this information per serving**
 - 51% of women want units displayed per serving compared to 29% of men
 - 50% of women want calories displayed per serving compared to 29% of men

This research does not show whether this preference between displaying information per serving or per container differs between different alcohol types; this would be an area for further research

These findings were reflected in the qualitative research where we asked participants to design their own alcohol labels, presenting the information in the way that they felt would be most helpful to consumers...



- Branding information prominently displayed on the front of the bottle
- Key health information in bold fonts on the front of the bottle
- Pregnancy, drink driving and legal age logos on the back of the bottle
- Along with additional information about the product / brand



- Branding information prominently displayed on the front of the bottle
- Information about ABV on the front of the bottle
- Additional health information (health warning, CMO guidance, calorie information and pregnancy warning) on the back

“I’ve put ABV and calorie information on the front, so it’s easy to compare when you are in a shop, and then the more detailed information on the back.”

Female, London

“It all needs to be a size that you actually notice and that you can read, rather than being hidden away.”

Male, London

“Most of the time, the brand is what you buy whether it is Peroni or a Carling. That’s what draws you in. You’re not drawn in by the CMO’s guidelines, it’s the colour, the aesthetics.”

Male, Manchester

5 principles for the presentation of information on alcohol labels emerged from the research

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Key information should be displayed on the front

- The public are most likely to want to see ABV (68%) and units (51%) on the front of alcohol containers
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- And is perceived to be the only way to ensure this information will be used in the purchasing environment

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Information should be presented in a way that reflects how people drink

- 48% of survey respondents felt that information about units should be provided per container

4

Labels should not be overfilled

- 80% favour a smaller amount of health information, clearly presented, to as much information as possible
- Too much information will result in “snow blindness” and undermine its effectiveness
- Careful decisions need to be made about what to include, and where, and a balance struck between the font sizes and amount of content

5

Information about alcohol should not come at the expense of branding

- One in five (18%) say that there is not enough information about health, however, 70% feel that the balance between health and product information is about right
- Qualitatively, consumers describe how the brand information is often the most important key purchasing differentiator

7 Switching based on calorie information

In the survey we asked respondents to say what they would choose given:*



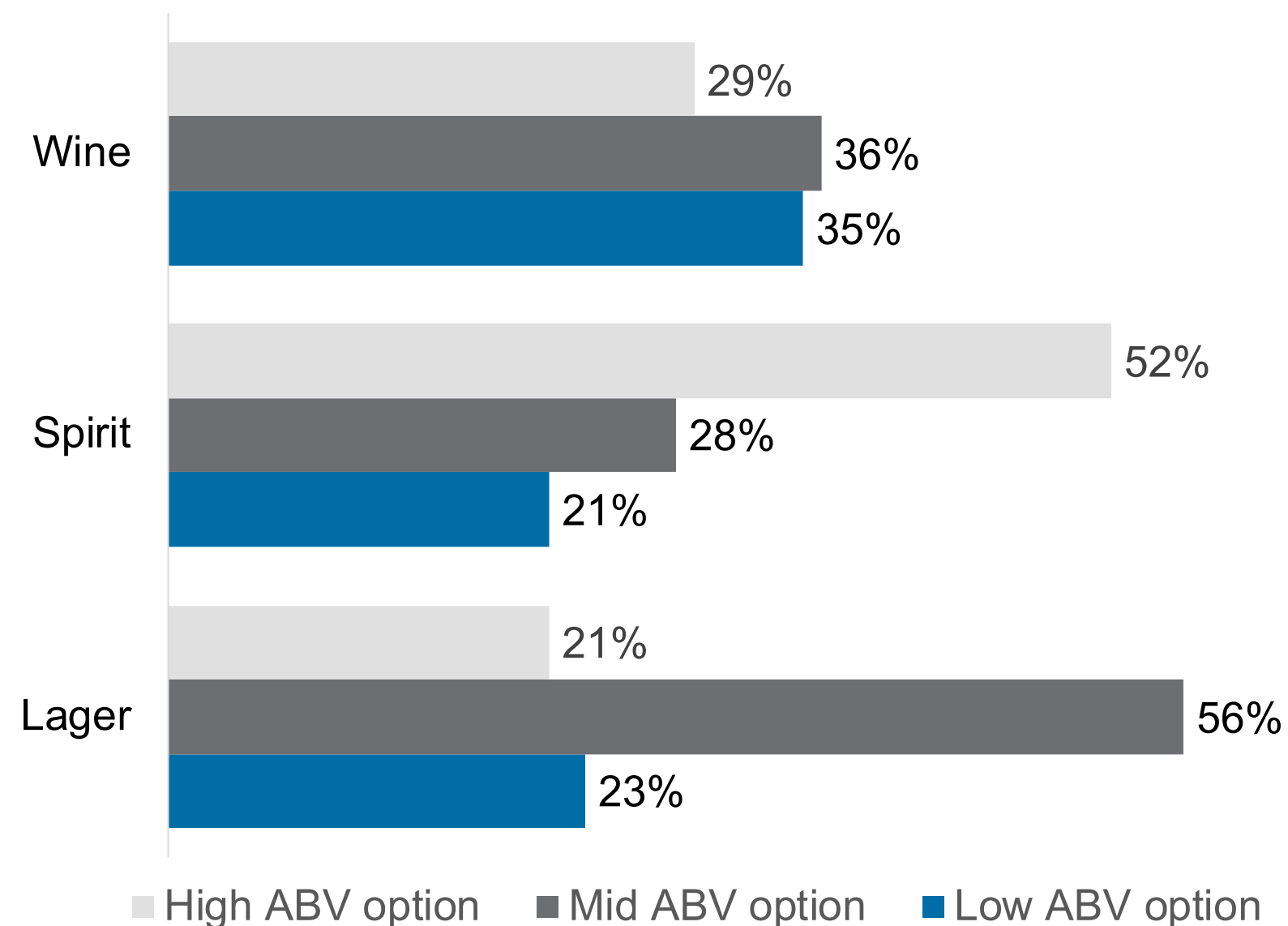
**Participants were either shown bottles of beer, wine or spirits, with these categories being allocated based on their stated preference in an earlier survey question*

Methodological note

These findings from this question should be treated only as indicative and not as necessarily reflecting the extent of actual behaviour change. These results are based on an artificial choice (an online survey in which respondents are making a decision based solely on ABV and/or calorie information). Without further research, we would caution making inferences based on these findings to actual behaviour and real life scenarios, where there are other uncontrolled variables (brand, taste, cost) to inform the public's decisions.

When making a choice based purely on ABV, respondents are more likely to opt for a mid ABV lager and a high ABV spirit

Choosing based on ABV



When choosing between different options for wine and spirits, men are more likely to opt for higher ABV options

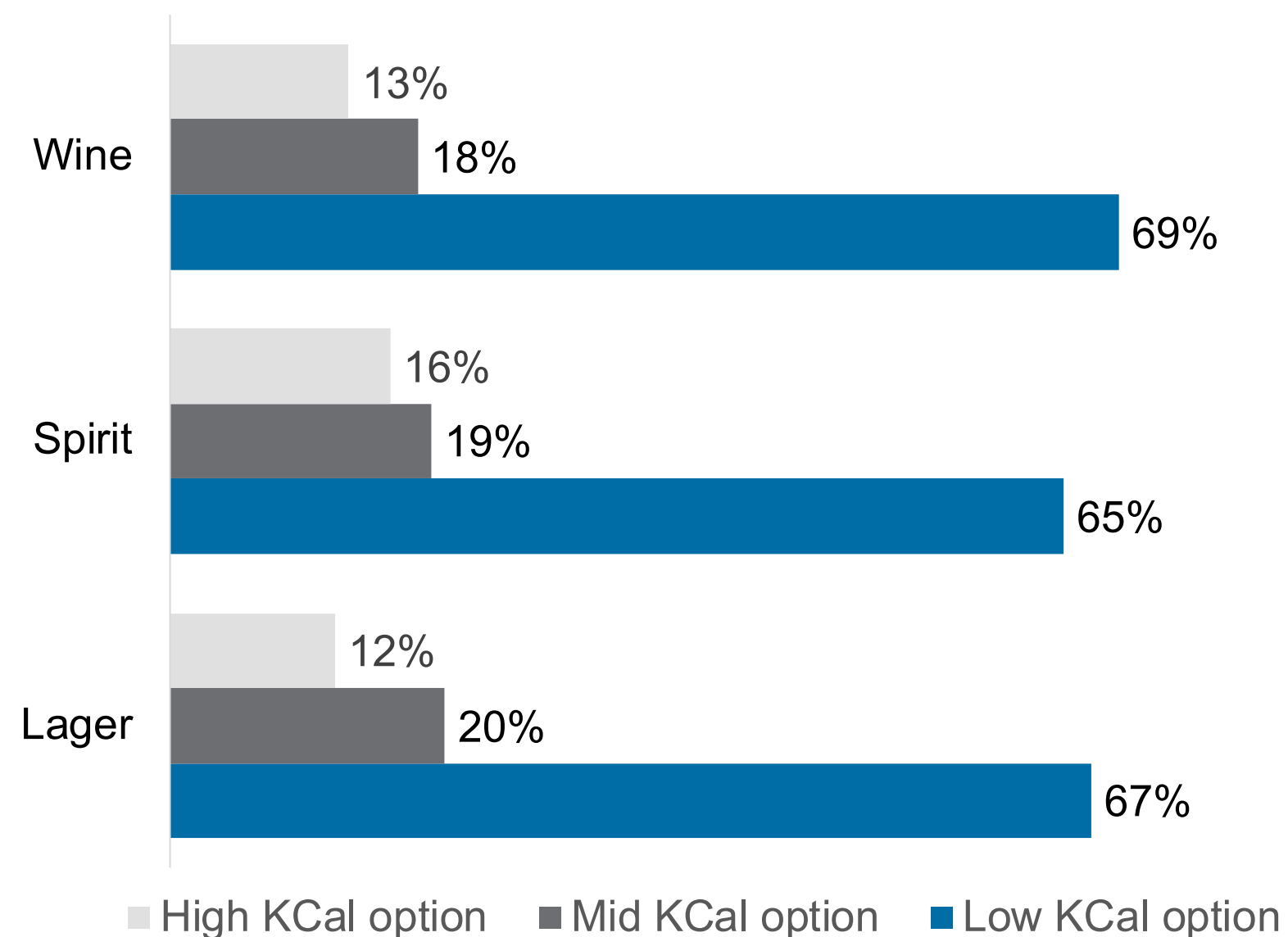
- 39% of men opt for the high ABV wine opposed to 24% of women
- Similarly, 62% of men opt for a high ABV spirit compared to 43% of women

A similar pattern appears with younger adults when choosing between spirits

- Those aged 18-24 (65%) more likely than those aged 25-34 (47%) to opt for a higher ABV spirit

Across all categories, respondents are most likely to choose lower calorie options when presented only with calorie information

Choosing based on calories

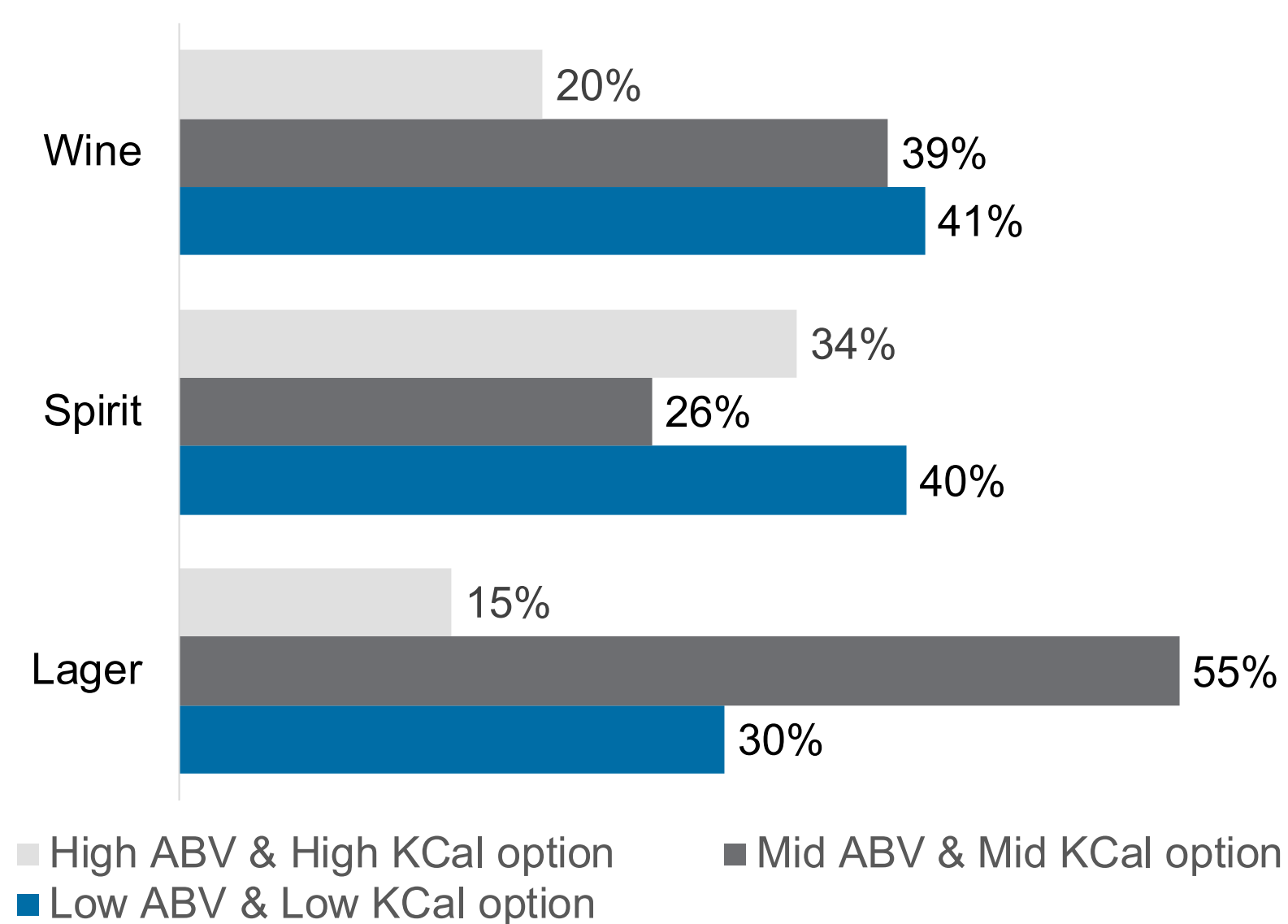


When choosing between wines and spirits, women are more likely to choose lower calorie options

- 73% of women opt for the low calorie wine opposed to 61% of men
- Similarly, 74% of women opt for a low calorie spirit compared to 53% of men

When ABV and calories are both taken into account, men and women tend to both opt for mid calorie, mid ABV lagers, however, there is more of a divergence when selecting spirits and wine

Choosing based on ABV & calories






When choosing between spirits men (50%) are more likely than women (23%) to choose a high calorie, high ABV option

- In comparison, women (51%) are more likely than men (26%) to choose a low calorie, low ABV option

Similarly, when choosing between wine men (30%) are more likely than women (15%) to choose a high calorie, high ABV option

- In comparison, women (48%) are more likely than men (28%) to choose a low calorie, low ABV option

These findings provide some evidence for switching behaviour – however, they should be treated as indicative

			
% choosing high ABV option	29%	52%	21%
% choosing high ABV & high calorie option	20%	34%	15%

Across all categories, the proportion of respondents selecting a high ABV option decreases once calorie information is included

8

Key insights

Key insights

1

Alcohol is thought of predominantly through the frame of having fun

- This means it is disassociated from health-related behaviours like diet and exercise
- And that when buying and consuming alcohol, people are less likely to think about the volumes they are drinking
- And are resistant to thinking about the health impact

2

Of the information currently provided on labels, ABV is both the most familiar and the most used

- 75% name ABV as being part of an alcohol label, compared to 29% who name units (the second most known component of an alcohol label)
- 58% say that they look at ABV before purchasing alcohol in a shop, compared to 5% who say they look at units

3

There is not currently a spontaneous appetite amongst those who took part in the research for changes to the way information is presented

- 70% feel the balance between health information and product / brand information is about right
- However, when asked to consider the information on labels, there are criticisms about its placement and presentation

4

Thinking about what information should be available, there is a clear preference for ABV and units

- 81% say that it is important to include ABV and 68% say it is important to include units on the label
- In the focus groups, discussion also led to the view that calorie information might be helpful too

5 principles for the presentation of information on alcohol labels emerged from the research

1

Key information should be displayed on the front

- The public are most likely to want to see ABV (68%) and units (51%) on the front of alcohol containers
- This will enable consumers to quickly compare different options
- And is perceived to be the only way to ensure this information will be used in the purchasing environment

2

Information needs to be presented in such a way that ensures it attracts attention

- Readable sizes and bold fonts
- Colours that stand out (e.g. black text on a white background)

3

Information should be presented in a way that reflects how people drink

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Thank you

For more information:

Anastasia Knox
+44 (0)207 8455880
aknox@britainthinks.com

BritainThinks
Somerset House
Strand
London
WC2R 1LA

britainthinks.com