

Table	Rows	Columns	Base
Table 1	Q1 How well do you feel you know Drinkaware and its work?		All answering
Table 2	Q2 Overall, how favourable or unfavourable are you towards Drinkaware?		All answering
Table 3	Q3 Why do you say that?		All answering
Table 4	Q4 Compared to three years ago (the time of the 2009 Drinkaware review), would you say you are more or less favourable towards Drinkaware?		All answering
Table 5	Q5 Why do you say that?		All answering
Table 6	Q6 What type of an organisation do you understand Drinkaware to be?		All answering
Table 7	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It is a well-run organisation		All answering
Table 8	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It spends its budget efficiently		All answering
Table 9	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has sufficient funds to achieve its objectives		All answering
Table 10	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has the right skills to achieve its objectives		All answering
Table 11	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It goes about its business 'in the right way'		All answering
Table 12	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has a clear set of values		All answering
Table 13	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has a good reputation		All answering
Table 14	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has the right balance of trustees		All answering
Table 15	Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware.	Summary table	All answering
Table 16	Q8 To what extent does Drinkaware keep you informed about their activities?		All answering
Table 17	Q9A In which of these ways, if any, have you learnt about or had contact with Drinkaware recently?		All answering
Table 18	Q9B And which would be your preferred means of keeping informed about Drinkaware?		All answering
Table 52	Q10 How could Drinkaware improve its communications with you?		All answering
Table 19	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It communicates effectively with the public		All answering
Table 20	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It communicates effectively with its stakeholders		All answering
Table 21	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not have a high public profile		All answering
Table 22	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is a respected organisation		All answering

Table	Rows	Columns	Base
Table 23	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is an authoritative organisation		All answering
Table 24	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is guided by an evidence base of what works		All answering
Table 25	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not target the right audiences		All answering
Table 26	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It implements effective marketing campaigns		All answering
Table 27	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is independent of the drinks industry		All answering
Table 28	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It provides consumers with information		All answering
Table 29	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not change consumers' behaviour		All answering
Table 30	Q11 Please indicate how much you agree or disagree with these statements about Drinkaware.	Summary table	All answering
Table 31	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of harmful effects of alcohol on young people		All answering
Table 32	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase the average age of first supervised and unsupervised drink		All answering
Table 33	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of harmful effects of alcohol on young people		All answering
Table 34	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase the average age of first supervised and unsupervised drink		All answering
Table 35	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Change attitudes on drinking habits, getting drunk and associated behaviour		All answering
Table 36	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools		All answering
Table 37	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of measuring alcohol by units and safe guidelines		All answering
Table 38	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase acceptance of guidelines and awareness of harmful effects		All answering
Table 39	Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective?	Summary table	All answering
Table 40	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of harmful effects of alcohol on young people		All answering
Table 41	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase the average age of first supervised and unsupervised drink		All answering

Table	Rows	Columns	Base
Table 42	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of harmful effects of alcohol on young people		All answering
Table 43	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase the average age of first supervised and unsupervised drink		All answering
Table 44	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Change attitudes on drinking habits, getting drunk and associated behaviour		All answering
Table 45	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools		All answering
Table 46	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of measuring alcohol by units and safe guidelines		All answering
Table 47	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase acceptance of guidelines and awareness of harmful effects		All answering
Table 48	Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives?	Summary table	All answering
Table 49	Q13 Do you have any comments with regards to these groups?		All answering
Table 50	Q14 What (if any) are the key challenges facing Drinkaware?		All answering
Table 51	Q15 Based on your professional experience, what could Drinkaware do differently to make it more effective or efficient?		All answering

**Q1 How well do you feel you know
Drinkaware and its work?**

Table 1															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Know it very well	36	16	18	33	3	3	4	11	0	7	1	3	0	5	2
	31%	33%	27%	36%	12%	60%	33%	32%	0%	33%	100%	23%	0%	36%	50%
Know it a fair amount	65	26	37	53	12	2	7	19	5	12	0	6	5	7	2
	55%	54%	56%	58%	46%	40%	58%	56%	63%	57%	0%	46%	83%	50%	50%
Know it just a little	16	6	10	6	10	0	1	4	2	2	0	4	1	2	0
	14%	13%	15%	7%	38%	0%	8%	12%	25%	10%	0%	31%	17%	14%	0%
Heard of it / Know almost nothing about it	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%
Never heard of it	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
No opinion	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q2 Overall, how favourable or unfavourable are you towards Drinkaware?

Table 2															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very favourable	40	19	19	36	4	1	4	13	0	8	0	4	2	6	2
	34%	40%	29%	39%	15%	20%	33%	38%	0%	38%	0%	31%	33%	43%	50%
Mainly favourable	56	25	29	46	10	4	3	19	3	8	0	7	4	6	2
	47%	52%	44%	50%	38%	80%	25%	56%	38%	38%	0%	54%	67%	43%	50%
Neither favourable nor unfavourable	16	4	12	8	8	0	3	2	4	2	1	2	0	2	0
	14%	8%	18%	9%	31%	0%	25%	6%	50%	10%	100%	15%	0%	14%	0%
Mainly unfavourable	5	0	5	2	3	0	2	0	1	2	0	0	0	0	0
	4%	0%	8%	2%	12%	0%	17%	0%	13%	10%	0%	0%	0%	0%	0%
Very unfavourable	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q3 Why do you say that?

Table 3																			
All answering	Total	Category		Engagement		Category										Q2			
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee	Favourable	Neither	Unfavourable	Don't know
		a	b	a	b	a	b	c	d	e	f	g	h	i	j	a	b	c	d
Total	117	48	65	91	26	5	12	34	8	21	1	12	6	14	4	95	16	6	0
Positive steps in the promotion of awareness / education of alcohol misuse.	74	35	35	64	10	2	5	25	4	12	0	8	4	10	4	70	3	1	0
	63%	73%	54%	70%	38%	40%	42%	74%	50%	57%	0%	67%	67%	71%	100%	74%	19%	17%	0%
Relationship between the alcohol industry and DrinkAware needs to be addressed	17	4	13	10	7	0	3	1	3	5	0	2	0	3	0	5	7	5	0
	15%	8%	20%	11%	27%	0%	25%	3%	38%	24%	0%	17%	0%	21%	0%	5%	44%	83%	0%
Other	17	7	10	13	4	1	3	5	0	5	0	0	1	2	0	14	3	0	0
	15%	15%	15%	14%	15%	20%	25%	15%	0%	24%	0%	0%	17%	14%	0%	15%	19%	0%	0%
Believe in the aim/work	8	3	4	6	2	1	0	2	1	0	0	1	1	1	1	8	0	0	0
	7%	6%	6%	7%	8%	20%	0%	6%	13%	0%	0%	8%	17%	7%	25%	8%	0%	0%	0%
Information not analysed correctly	5	1	4	3	2	0	0	1	1	2	0	0	1	0	0	5	0	0	0
	4%	2%	6%	3%	8%	0%	0%	3%	13%	10%	0%	0%	17%	0%	0%	5%	0%	0%	0%
Good website	5	2	3	4	1	1	0	1	1	0	0	1	0	1	0	5	0	0	0
	4%	4%	5%	4%	4%	20%	0%	3%	13%	0%	0%	8%	0%	7%	0%	5%	0%	0%	0%
Dissatisfied by loss of funding	4	2	2	3	1	0	1	1	0	0	0	1	0	1	0	3	1	0	0
	3%	4%	3%	3%	4%	0%	8%	3%	0%	0%	0%	8%	0%	7%	0%	3%	6%	0%	0%

Q3 Why do you say that?

Table 3																			
All answering	Total	Category		Engagement		Category										Q2			
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee	Favourable	Neither	Unfavourable	Don't know
		a	b	a	b	a	b	c	d	e	f	g	h	i	j	a	b	c	d
Total	117	48	65	91	26	5	12	34	8	21	1	12	6	14	4	95	16	6	0
Don't think it reaches consumers	4	1	2	4	0	0	0	1	0	0	1	1	0	0	1	3	1	0	0
	3%	2%	3%	4%	0%	0%	0%	3%	0%	0%	100%	8%	0%	0%	25%	3%	6%	0%	0%
Dedicated/knowledgeable Staff	3	0	3	3	0	0	1	0	1	1	0	0	0	0	0	2	1	0	0
	3%	0%	5%	3%	0%	0%	8%	0%	13%	5%	0%	0%	0%	0%	0%	2%	6%	0%	0%
Poor advertising	2	0	2	1	1	0	0	0	1	0	0	0	1	0	0	1	0	1	0
	2%	0%	3%	1%	4%	0%	0%	0%	13%	0%	0%	0%	17%	0%	0%	1%	0%	17%	0%
Don't Know	2	0	2	1	1	1	0	0	1	0	0	0	0	0	0	1	1	0	0
	2%	0%	3%	1%	4%	20%	0%	0%	13%	0%	0%	0%	0%	0%	0%	1%	6%	0%	0%
Good research and results	2	1	1	1	1	0	0	0	0	0	0	1	0	1	0	1	1	0	0
	2%	2%	2%	1%	4%	0%	0%	0%	0%	0%	0%	8%	0%	7%	0%	1%	6%	0%	0%
Good combination of industries	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0
	1%	2%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Not enough interaction	1	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
	1%	2%	0%	0%	4%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q4 Compared to three years ago (the time of the 2009 Drinkaware review), would you say you are more or less favourable towards Drinkaware?

Table 4															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
More favourable	53	30	22	49	4	1	3	22	0	9	0	5	4	8	1
	45%	63%	33%	53%	15%	20%	25%	65%	0%	43%	0%	38%	67%	57%	25%
About the same	44	12	31	30	14	3	7	8	4	10	1	5	1	4	1
	37%	25%	47%	33%	54%	60%	58%	24%	50%	48%	100%	38%	17%	29%	25%
Less favourable	3	1	2	1	2	0	1	1	1	0	0	0	0	0	0
	3%	2%	3%	1%	8%	0%	8%	3%	13%	0%	0%	0%	0%	0%	0%
Don't know	18	5	11	12	6	1	1	3	3	2	0	3	1	2	2
	15%	10%	17%	13%	23%	20%	8%	9%	38%	10%	0%	23%	17%	14%	50%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q5 Why do you say that?

Table 5																			
All answering	Total	Category		Engagement		Category													
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee	More favourable	About the same	Less favourable	Don't know
		a	b	a	b	a	b	c	d	e	f	g	h	i	j	a	b	c	d
Total	104	42	58	82	22	5	11	29	6	18	1	11	6	13	4	49	38	2	15
More aware now	29	12	16	24	5	0	3	7	2	4	0	6	1	5	1	16	7	0	6
	28%	29%	28%	29%	23%	0%	27%	24%	33%	22%	0%	55%	17%	38%	25%	33%	18%	0%	40%
Initiatives are moving forward	22	13	9	19	3	1	0	12	0	4	0	1	3	1	0	18	4	0	0
	21%	31%	16%	23%	14%	20%	0%	41%	0%	22%	0%	9%	50%	8%	0%	37%	11%	0%	0%
I feel the same	20	2	17	14	6	2	2	2	3	6	0	3	1	0	1	2	14	0	4
	19%	5%	29%	17%	27%	40%	18%	7%	50%	33%	0%	27%	17%	0%	25%	4%	37%	0%	27%
Other	11	6	5	7	4	0	1	2	0	3	0	1	0	4	0	4	6	0	1
	11%	14%	9%	9%	18%	0%	9%	7%	0%	17%	0%	9%	0%	31%	0%	8%	16%	0%	7%
Good campaigns	9	4	3	7	2	1	0	1	0	0	0	2	0	3	2	7	1	0	1
	9%	10%	5%	9%	9%	20%	0%	3%	0%	0%	0%	18%	0%	23%	50%	14%	3%	0%	7%
No Funding	6	3	3	6	0	0	2	2	0	1	0	0	0	1	0	3	3	0	0
	6%	7%	5%	7%	0%	0%	18%	7%	0%	6%	0%	0%	0%	8%	0%	6%	8%	0%	0%
Objectives not focused	5	2	3	5	0	0	2	2	0	0	1	0	0	0	0	1	3	1	0
	5%	5%	5%	6%	0%	0%	18%	7%	0%	0%	100%	0%	0%	0%	0%	2%	8%	50%	0%

Q5 Why do you say that?

Table 5																			
All answering	Total	Category		Engagement		Category													
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee	More favourable	About the same	Less favourable	Don't know
		a	b	a	b	a	b	c	d	e	f	g	h	i	j	a	b	c	d
Total	104	42	58	82	22	5	11	29	6	18	1	11	6	13	4	49	38	2	15
Knowledgeable/educational	4	2	1	3	1	0	1	0	0	0	0	0	0	2	1	2	2	0	0
	4%	5%	2%	4%	5%	0%	9%	0%	0%	0%	0%	0%	0%	15%	25%	4%	5%	0%	0%
Wider Target audience	4	1	3	4	0	0	1	1	0	1	1	0	0	0	0	2	1	1	0
	4%	2%	5%	5%	0%	0%	9%	3%	0%	6%	100%	0%	0%	0%	0%	4%	3%	50%	0%
Only started working in the industry recently	3	1	2	2	1	1	0	1	0	0	0	0	1	0	0	0	0	0	3
	3%	2%	3%	2%	5%	20%	0%	3%	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%	20%
Staff turnover too high	2	1	1	2	0	0	0	1	0	1	0	0	0	0	0	2	0	0	0
	2%	2%	2%	2%	0%	0%	0%	3%	0%	6%	0%	0%	0%	0%	0%	4%	0%	0%	0%
Very good reputation	2	1	1	2	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0
	2%	2%	2%	2%	0%	20%	0%	3%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%
Drinks industry is not interested in cutting awareness	2	0	2	0	2	0	1	0	1	0	0	0	0	0	0	0	1	1	0
	2%	0%	3%	0%	9%	0%	9%	0%	17%	0%	0%	0%	0%	0%	0%	0%	3%	50%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q6 What type of an organisation do you understand Drinkaware to be?

Table 6															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
A charity	73	28	41	63	10	3	8	19	3	11	1	10	5	9	4
	62%	58%	62%	68%	38%	60%	67%	56%	38%	52%	100%	77%	83%	64%	100%
An industry group	27	12	15	18	9	1	3	10	1	6	0	3	1	2	0
	23%	25%	23%	20%	35%	20%	25%	29%	13%	29%	0%	23%	17%	14%	0%
A lobbying group	18	5	13	11	7	0	2	5	2	4	0	4	1	0	0
	15%	10%	20%	12%	27%	0%	17%	15%	25%	19%	0%	31%	17%	0%	0%
A social enterprise	6	5	1	5	1	0	0	2	1	0	0	0	0	3	0
	5%	10%	2%	5%	4%	0%	0%	6%	13%	0%	0%	0%	0%	21%	0%
Government / a non-departmental public body	4	1	3	4	0	0	1	1	0	1	0	1	0	0	0
	3%	2%	5%	4%	0%	0%	8%	3%	0%	5%	0%	8%	0%	0%	0%
Other (please write in)	17	7	10	13	4	1	0	6	1	3	0	3	2	1	0
	14%	15%	15%	14%	15%	20%	0%	18%	13%	14%	0%	23%	33%	7%	0%
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 7

Drinkaware review: Stakeholder Survey 2013

23red



Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It is a well-run organisation

Table 7															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	24 20%	10 21%	12 18%	22 24%	2 8%	2 40%	0 0%	7 21%	0 0%	6 29%	0 0%	3 23%	1 17%	3 21%	2 50%
Tend to agree	41 35%	18 38%	22 33%	40 43%	1 4%	3 60%	6 50%	13 38%	1 13%	4 19%	0 0%	5 38%	3 50%	5 36%	1 25%
Neither agree nor disagree	27 23%	13 27%	13 20%	18 20%	9 35%	0 0%	1 8%	10 29%	4 50%	7 33%	0 0%	1 8%	0 0%	3 21%	1 25%
Tend to disagree	2 2%	1 2%	1 2%	1 1%	1 4%	0 0%	0 0%	1 3%	0 0%	0 0%	1 100%	0 0%	0 0%	0 0%	0 0%
Strongly disagree	2 2%	0 0%	2 3%	0 0%	2 8%	0 0%	0 0%	0 0%	1 13%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't know	22 19%	6 13%	16 24%	11 12%	11 42%	0 0%	5 42%	3 9%	2 25%	3 14%	0 0%	4 31%	2 33%	3 21%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 8

Drinkaware review: Stakeholder Survey 2013

23red



Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It spends its budget efficiently

Table 8															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	11	3	8	11	0	2	0	2	0	4	0	1	1	1	0
	9%	6%	12%	12%	0%	40%	0%	6%	0%	19%	0%	8%	17%	7%	0%
Tend to agree	21	8	11	20	1	2	3	7	1	3	0	2	0	1	2
	18%	17%	17%	22%	4%	40%	25%	21%	13%	14%	0%	15%	0%	7%	50%
Neither agree nor disagree	26	17	9	21	5	0	2	12	2	2	1	2	0	5	0
	22%	35%	14%	23%	19%	0%	17%	35%	25%	10%	100%	15%	0%	36%	0%
Tend to disagree	9	4	4	7	2	0	2	3	0	2	0	0	0	1	1
	8%	8%	6%	8%	8%	0%	17%	9%	0%	10%	0%	0%	0%	7%	25%
Strongly disagree	4	1	3	1	3	0	0	1	0	3	0	0	0	0	0
	3%	2%	5%	1%	12%	0%	0%	3%	0%	14%	0%	0%	0%	0%	0%
Don't know	47	15	31	32	15	1	5	9	5	7	0	8	5	6	1
	40%	31%	47%	35%	58%	20%	42%	26%	63%	33%	0%	62%	83%	43%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 9

Drinkaware review: Stakeholder Survey 2013

23red



Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has sufficient funds to achieve its objectives

Table 9															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	12	7	5	10	2	0	0	5	0	3	0	1	1	2	0
	10%	15%	8%	11%	8%	0%	0%	15%	0%	14%	0%	8%	17%	14%	0%
Tend to agree	25	13	11	17	8	0	3	11	2	5	0	1	0	2	1
	21%	27%	17%	18%	31%	0%	25%	32%	25%	24%	0%	8%	0%	14%	25%
Neither agree nor disagree	25	14	10	22	3	1	1	10	1	5	0	2	0	4	1
	21%	29%	15%	24%	12%	20%	8%	29%	13%	24%	0%	15%	0%	29%	25%
Tend to disagree	10	2	6	10	0	1	1	1	0	2	1	1	0	1	2
	8%	4%	9%	11%	0%	20%	8%	3%	0%	10%	100%	8%	0%	7%	50%
Strongly disagree	3	0	3	3	0	1	1	0	0	0	0	0	1	0	0
	3%	0%	5%	3%	0%	20%	8%	0%	0%	0%	0%	0%	17%	0%	0%
Don't know	43	12	31	30	13	2	6	7	5	6	0	8	4	5	0
	36%	25%	47%	33%	50%	40%	50%	21%	63%	29%	0%	62%	67%	36%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has the right skills to achieve its objectives

Table 10															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	14 12%	7 15%	6 9%	13 14%	1 4%	1 20%	0 0%	6 18%	0 0%	4 19%	0 0%	1 8%	0 0%	1 7%	1 25%
Tend to agree	50 42%	24 50%	25 38%	46 50%	4 15%	4 80%	4 33%	16 47%	1 13%	6 29%	0 0%	7 54%	3 50%	8 57%	1 25%
Neither agree nor disagree	27 23%	9 19%	18 27%	17 18%	10 38%	0 0%	2 17%	7 21%	4 50%	8 38%	0 0%	2 15%	2 33%	2 14%	0 0%
Tend to disagree	5 4%	1 2%	3 5%	4 4%	1 4%	0 0%	2 17%	0 0%	0 0%	0 0%	1 100%	0 0%	0 0%	1 7%	1 25%
Strongly disagree	1 1%	0 0%	1 2%	0 0%	1 4%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't know	21 18%	7 15%	13 20%	12 13%	9 35%	0 0%	4 33%	5 15%	3 38%	2 10%	0 0%	3 23%	1 17%	2 14%	1 25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 11

Drinkaware review: Stakeholder Survey 2013

23red



Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It goes about its business 'in the right way'

Table 11															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	24	14	9	22	2	1	1	11	0	4	0	1	2	3	1
	20%	29%	14%	24%	8%	20%	8%	32%	0%	19%	0%	8%	33%	21%	25%
Tend to agree	51	23	26	46	5	2	3	18	4	6	0	9	2	5	2
	43%	48%	39%	50%	19%	40%	25%	53%	50%	29%	0%	69%	33%	36%	50%
Neither agree nor disagree	25	8	17	17	8	2	3	4	1	8	1	1	1	4	0
	21%	17%	26%	18%	31%	40%	25%	12%	13%	38%	100%	8%	17%	29%	0%
Tend to disagree	9	1	8	5	4	0	5	0	1	2	0	0	0	1	0
	8%	2%	12%	5%	15%	0%	42%	0%	13%	10%	0%	0%	0%	7%	0%
Strongly disagree	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Don't know	8	2	5	2	6	0	0	1	2	0	0	2	1	1	1
	7%	4%	8%	2%	23%	0%	0%	3%	25%	0%	0%	15%	17%	7%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has a clear set of values

Table 12															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	33 28%	14 29%	18 27%	29 32%	4 15%	1 20%	4 33%	9 26%	1 13%	6 29%	0 0%	4 31%	2 33%	5 36%	1 25%
Tend to agree	52 44%	24 50%	27 41%	43 47%	9 35%	3 60%	4 33%	19 56%	3 38%	7 33%	0 0%	8 62%	2 33%	5 36%	1 25%
Neither agree nor disagree	17 14%	4 8%	12 18%	12 13%	5 19%	0 0%	3 25%	3 9%	1 13%	5 24%	1 100%	1 8%	1 17%	1 7%	1 25%
Tend to disagree	4 3%	2 4%	2 3%	1 1%	3 12%	0 0%	0 0%	1 3%	2 25%	0 0%	0 0%	0 0%	0 0%	1 7%	0 0%
Strongly disagree	2 2%	0 0%	2 3%	0 0%	2 8%	0 0%	0 0%	0 0%	0 0%	2 10%	0 0%	0 0%	0 0%	0 0%	0 0%
Don't know	10 8%	4 8%	5 8%	7 8%	3 12%	1 20%	1 8%	2 6%	1 13%	1 5%	0 0%	0 0%	1 17%	2 14%	1 25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has a good reputation

Table 13															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	27	11	15	25	2	1	2	7	0	7	0	3	2	4	1
	23%	23%	23%	27%	8%	20%	17%	21%	0%	33%	0%	23%	33%	29%	25%
Tend to agree	54	28	24	45	9	4	4	21	2	5	0	7	2	7	2
	46%	58%	36%	49%	35%	80%	33%	62%	25%	24%	0%	54%	33%	50%	50%
Neither agree nor disagree	23	7	15	16	7	0	3	5	4	4	0	3	1	2	1
	19%	15%	23%	17%	27%	0%	25%	15%	50%	19%	0%	23%	17%	14%	25%
Tend to disagree	9	1	8	5	4	0	3	1	0	3	1	0	1	0	0
	8%	2%	12%	5%	15%	0%	25%	3%	0%	14%	100%	0%	17%	0%	0%
Strongly disagree	1	0	1	0	1	0	0	0	0	1	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Don't know	4	1	3	1	3	0	0	0	2	1	0	0	0	1	0
	3%	2%	5%	1%	12%	0%	0%	0%	25%	5%	0%	0%	0%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware. :: It has the right balance of trustees

Table 14															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	13	9	4	11	2	0	0	5	0	3	0	1	0	4	0
	11%	19%	6%	12%	8%	0%	0%	15%	0%	14%	0%	8%	0%	29%	0%
Tend to agree	24	12	9	20	4	2	1	8	0	4	0	2	0	4	3
	20%	25%	14%	22%	15%	40%	8%	24%	0%	19%	0%	15%	0%	29%	75%
Neither agree nor disagree	29	12	16	23	6	1	2	10	5	4	1	3	0	2	1
	25%	25%	24%	25%	23%	20%	17%	29%	63%	19%	100%	23%	0%	14%	25%
Tend to disagree	8	3	5	5	3	0	1	2	0	2	0	1	1	1	0
	7%	6%	8%	5%	12%	0%	8%	6%	0%	10%	0%	8%	17%	7%	0%
Strongly disagree	4	0	4	2	2	0	2	0	0	2	0	0	0	0	0
	3%	0%	6%	2%	8%	0%	17%	0%	0%	10%	0%	0%	0%	0%	0%
Don't know	40	12	28	31	9	2	6	9	3	6	0	6	5	3	0
	34%	25%	42%	34%	35%	40%	50%	26%	38%	29%	0%	46%	83%	21%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q7 Please indicate how much you agree or disagree with the following statements about Drinkaware.

Table 15	Summary table							
All answering	It is a well-run organisation	It spends its budget efficiently	It has sufficient funds to achieve its objectives	It has the right skills to achieve its objectives	It goes about its business in the right way	It has a clear set of values	It has a good reputation	It has the right balance of trustees
	a	b	c	d	e	f	g	h
Total	118	118	118	118	118	118	118	118
Strongly agree	24 20% bch	11 9% bch	12 10% bch	14 12% bch	24 20% bch	33 28% BCDH	27 23% BCdh	13 11% f
Tend to agree	41 35% Bch	21 18% Bch	25 21% BCH	50 42% BCH	51 43% BCH	52 44% BCH	54 46% BCH	24 20% f
Neither agree nor disagree	27 23% f	26 22% f	25 21% f	27 23% f	25 21% f	17 14% f	23 19% f	29 25% f
Tend to disagree	2 2% a	9 8% a	10 8% a	5 4% a	9 8% a	4 3% a	9 8% a	8 7% f
Strongly disagree	2 2% f	4 3% f	3 3% f	1 1% f	1 1% f	2 2% f	1 1% f	4 3% f
Don't know	22 19% EfG	47 40% ADEFG	43 36% ADEFG	21 18% EfG	8 7% f	10 8% f	4 3% f	40 34% ADEFG

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q8 To what extent does Drinkaware keep you informed about their activities?

Table 16															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
I am kept very well informed	28 24%	12 25%	14 21%	28 30%	0 0%	2 40%	3 25%	11 32%	0 0%	5 24%	0 0%	3 23%	1 17%	1 7%	2 50%
I am kept quite well informed	64 54%	24 50%	38 58%	64 70%	0 0%	3 60%	7 58%	18 53%	3 38%	12 57%	1 100%	9 69%	3 50%	6 43%	2 50%
I am not kept very well informed	24 20%	11 23%	13 20%	0 0%	24 92%	0 0%	2 17%	4 12%	5 63%	3 14%	0 0%	1 8%	2 33%	7 50%	0 0%
I am not kept at all well informed	2 2%	1 2%	1 2%	0 0%	2 8%	0 0%	0 0%	1 3%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 17

Drinkaware review: Stakeholder Survey 2013

23red



Q9A In which of these ways, if any, have you learnt about or had contact with Drinkaware recently?

Table 17															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Visited the Drinkaware website	85	33	48	74	11	4	9	25	3	16	1	11	4	8	4
	72%	69%	73%	80%	42%	80%	75%	74%	38%	76%	100%	85%	67%	57%	100%
Received Drinkaware mailings e.g. Drinkaware news bulletin	69	26	40	59	10	2	9	18	4	16	0	6	3	8	3
	58%	54%	61%	64%	38%	40%	75%	53%	50%	76%	0%	46%	50%	57%	75%
Read or seen Drinkaware advertising	67	28	35	57	10	2	8	23	4	9	0	9	3	5	4
	57%	58%	53%	62%	38%	40%	67%	68%	50%	43%	0%	69%	50%	36%	100%
Read or seen Drinkaware featured in advertising from alcohol brands or retailers	66	30	32	53	13	2	7	21	3	11	1	5	3	9	4
	56%	63%	48%	58%	50%	40%	58%	62%	38%	52%	100%	38%	50%	64%	100%
Personal meetings with staff at Drinkaware	61	29	28	52	9	4	5	18	2	10	1	4	2	11	4
	52%	60%	42%	57%	35%	80%	42%	53%	25%	48%	100%	31%	33%	79%	100%
Read or seen other Drinkaware reports / publications	56	20	32	50	6	1	7	15	2	9	0	9	4	5	4
	47%	42%	48%	54%	23%	20%	58%	44%	25%	43%	0%	69%	67%	36%	100%
Attended Drinkaware annual conference	46	22	20	37	9	1	2	13	1	8	0	5	3	9	4
	39%	46%	30%	40%	35%	20%	17%	38%	13%	38%	0%	38%	50%	64%	100%
Attended a stakeholder event	42	21	19	38	4	0	2	13	1	10	0	5	1	8	2

Q9A In which of these ways, if any, have you learnt about or had contact with Drinkaware recently?

Table 17															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
	36%	44%	29%	41%	15%	0%	17%	38%	13%	48%	0%	38%	17%	57%	50%
Used campaign resources e.g. Why Let the Good Times Go Bad	39	21	16	37	2	1	3	17	1	5	0	5	1	4	2
	33%	44%	24%	40%	8%	20%	25%	50%	13%	24%	0%	38%	17%	29%	50%
Bought or used Drinkaware products / resources e.g. factsheets, leaflets, unit measure cups etc.	36	16	19	33	3	0	3	13	0	10	0	6	0	3	1
	31%	33%	29%	36%	12%	0%	25%	38%	0%	48%	0%	46%	0%	21%	25%
Seen, heard or read positive comments about Drinkaware on the TV, radio or in the press	22	13	6	21	1	0	1	11	0	3	0	1	1	2	3
	19%	27%	9%	23%	4%	0%	8%	32%	0%	14%	0%	8%	17%	14%	75%
Through social media channels (such as blogs, social networking sites, twitter etc.)	22	6	15	20	2	2	2	4	0	4	0	4	3	2	1
	19%	13%	23%	22%	8%	40%	17%	12%	0%	19%	0%	31%	50%	14%	25%
Read a Drinkaware annual report or financial statement	20	8	9	18	2	1	1	7	1	4	0	1	1	1	3
	17%	17%	14%	20%	8%	20%	8%	21%	13%	19%	0%	8%	17%	7%	75%
Seen, heard or read negative comments about Drinkaware on the TV, radio or in the press	10	7	3	9	1	0	1	7	0	0	0	0	2	0	0
	8%	15%	5%	10%	4%	0%	8%	21%	0%	0%	0%	0%	33%	0%	0%

Q9A In which of these ways, if any, have you learnt about or had contact with Drinkaware recently?

Table 17															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Other (Please specify)	6	2	3	5	1	1	1	1	0	1	0	0	0	1	1
	5%	4%	5%	5%	4%	20%	8%	3%	0%	5%	0%	0%	0%	7%	25%
None of these	2	0	2	0	2	0	0	0	1	1	0	0	0	0	0
	2%	0%	3%	0%	8%	0%	0%	0%	13%	5%	0%	0%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 18

Drinkaware review: Stakeholder Survey 2013

23red



Q9B And which would be your preferred means of keeping informed about Drinkaware?

Table 18																		
All answering	Total	Category		Engagement		Category										Know Drinkaware		
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee	Know it very well	Know it a fair amount	Know it just a little
		a	b	a	b	a	b	c	d	e	f	g	h	i	j	a	b	c
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4	36	65	16
Receive Drinkaware mailings e.g. Drinkaware news bulletin	78	34	41	66	12	3	7	23	4	13	0	9	5	11	3	21	49	8
	66%	71%	62%	72%	46%	60%	58%	68%	50%	62%	0%	69%	83%	79%	75%	58%	75%	50%
Personal meetings with staff at Drinkaware	55	28	25	44	11	2	4	21	2	10	1	4	2	7	2	25	26	4
	47%	58%	38%	48%	42%	40%	33%	62%	25%	48%	100%	31%	33%	50%	50%	69%	40%	25%
Visit the Drinkaware website	51	15	32	45	6	3	6	11	4	10	1	6	2	4	4	13	31	7
	43%	31%	48%	49%	23%	60%	50%	32%	50%	48%	100%	46%	33%	29%	100%	36%	48%	44%
Attend Drinkaware annual conference	36	19	15	28	8	1	1	10	0	6	0	5	2	9	2	14	18	4
	31%	40%	23%	30%	31%	20%	8%	29%	0%	29%	0%	38%	33%	64%	50%	39%	28%	25%
Attend a stakeholder event	31	12	19	23	8	0	3	10	2	7	1	5	1	2	0	15	10	6
	26%	25%	29%	25%	31%	0%	25%	29%	25%	33%	100%	38%	17%	14%	0%	42%	15%	38%
Read other Drinkaware reports / publications	20	5	15	16	4	1	2	4	2	4	0	3	3	1	0	3	14	3
	17%	10%	23%	17%	15%	20%	17%	12%	25%	19%	0%	23%	50%	7%	0%	8%	22%	19%
Through social media channels (such as blogs, social networking sites, twitter etc.)	14	5	8	13	1	0	1	4	0	4	0	3	0	1	1	6	7	1
	12%	10%	12%	14%	4%	0%	8%	12%	0%	19%	0%	23%	0%	7%	25%	17%	11%	6%
Read a Drinkaware annual report or financial statement	6	4	2	4	2	0	0	4	0	0	0	1	1	0	0	1	3	2
	5%	8%	3%	4%	8%	0%	0%	12%	0%	0%	0%	8%	17%	0%	0%	3%	5%	13%
Other (Please specify)	5	0	5	3	2	1	1	0	0	2	0	1	0	0	0	2	2	1
	4%	0%	8%	3%	8%	20%	8%	0%	0%	10%	0%	8%	0%	0%	0%	6%	3%	6%
None of these	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q10 How could Drinkaware improve its communications with you?

Table 52															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
No improvement needed	34	13	19	33	1	3	4	10	0	8	0	3	1	3	2
	29%	27%	29%	36%	4%	60%	33%	29%	0%	38%	0%	23%	17%	21%	50%
Regular email / newsletters / bulletins	20	11	9	15	5	0	0	7	2	3	0	3	1	4	0
	17%	23%	14%	16%	19%	0%	0%	21%	25%	14%	0%	23%	17%	29%	0%
More targeted / tailored comms	9	4	4	8	1	1	0	3	1	1	0	1	0	1	1
	8%	8%	6%	9%	4%	20%	0%	9%	13%	5%	0%	8%	0%	7%	25%
More conferences / events / stakeholder groups	8	1	7	6	2	0	2	1	0	2	0	3	0	0	0
	7%	2%	11%	7%	8%	0%	17%	3%	0%	10%	0%	23%	0%	0%	0%
More personal / face to face comms	7	5	2	5	2	0	1	5	0	1	0	0	0	0	0
	6%	10%	3%	5%	8%	0%	8%	15%	0%	5%	0%	0%	0%	0%	0%
Don't receive any / not aware of any comms	3	2	1	0	3	0	0	0	1	0	0	0	0	2	0
	3%	4%	2%	0%	12%	0%	0%	0%	13%	0%	0%	0%	0%	14%	0%
Don't want comms	1	0	1	0	1	0	0	0	1	0	0	0	0	0	0
	1%	0%	2%	0%	4%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%

Q10 How could Drinkaware improve its communications with you?

Table 52															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Other	25	9	15	17	8	0	3	7	2	5	1	3	1	2	1
	21%	19%	23%	18%	31%	0%	25%	21%	25%	24%	100%	23%	17%	14%	25%
DK / not applicable	13	5	8	9	4	1	2	3	1	1	0	0	3	2	0
	11%	10%	12%	10%	15%	20%	17%	9%	13%	5%	0%	0%	50%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It communicates effectively with the public

Table 19															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	13	6	7	11	2	1	0	3	1	3	0	2	0	3	0
	11%	13%	11%	12%	8%	20%	0%	9%	13%	14%	0%	15%	0%	21%	0%
Tend to agree	56	27	25	53	3	3	6	23	1	7	0	5	3	4	4
	47%	56%	38%	58%	12%	60%	50%	68%	13%	33%	0%	38%	50%	29%	100%
Neither agree nor disagree	28	8	20	15	13	1	4	5	5	6	0	2	2	3	0
	24%	17%	30%	16%	50%	20%	33%	15%	63%	29%	0%	15%	33%	21%	0%
Tend to disagree	13	4	9	8	5	0	1	1	1	4	1	2	0	3	0
	11%	8%	14%	9%	19%	0%	8%	3%	13%	19%	100%	15%	0%	21%	0%
Strongly disagree	3	2	1	1	2	0	0	2	0	1	0	0	0	0	0
	3%	4%	2%	1%	8%	0%	0%	6%	0%	5%	0%	0%	0%	0%	0%
Don't know	5	1	4	4	1	0	1	0	0	0	0	2	1	1	0
	4%	2%	6%	4%	4%	0%	8%	0%	0%	0%	0%	15%	17%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It communicates effectively with its stakeholders

Table 20															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	14 12%	5 10%	9 14%	13 14%	1 4%	0 0%	1 8%	4 12%	1 13%	5 24%	0 0%	2 15%	0 0%	1 7%	0 0%
Tend to agree	57 48%	25 52%	30 45%	55 60%	2 8%	4 80%	9 75%	18 53%	2 25%	6 29%	0 0%	5 38%	4 67%	7 50%	2 50%
Neither agree nor disagree	24 20%	9 19%	14 21%	11 12%	13 50%	0 0%	1 8%	7 21%	4 50%	5 24%	0 0%	3 23%	1 17%	2 14%	1 25%
Tend to disagree	14 12%	6 13%	7 11%	7 8%	7 27%	0 0%	1 8%	4 12%	0 0%	3 14%	1 100%	2 15%	0 0%	2 14%	1 25%
Strongly disagree	1 1%	1 2%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 7%	0 0%
Don't know	8 7%	2 4%	6 9%	5 5%	3 12%	1 20%	0 0%	1 3%	1 13%	2 10%	0 0%	1 8%	1 17%	1 7%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Table 21

Drinkaware review: Stakeholder Survey 2013

23red



Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not have a high public profile

Table 21															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	4 3%	2 4%	2 3%	2 2%	2 8%	0 0%	0 0%	2 6%	0 0%	0 0%	0 0%	2 15%	0 0%	0 0%	0 0%
Tend to agree	29 25%	9 19%	19 29%	21 23%	8 31%	0 0%	4 33%	7 21%	3 38%	5 24%	1 100%	5 38%	1 17%	2 14%	1 25%
Neither agree nor disagree	16 14%	7 15%	8 12%	12 13%	4 15%	1 20%	0 0%	5 15%	2 25%	2 10%	0 0%	2 15%	1 17%	2 14%	1 25%
Tend to disagree	52 44%	24 50%	26 39%	43 47%	9 35%	4 80%	6 50%	16 47%	3 38%	8 38%	0 0%	3 23%	2 33%	8 57%	2 50%
Strongly disagree	16 14%	6 13%	10 15%	13 14%	3 12%	0 0%	2 17%	4 12%	0 0%	5 24%	0 0%	1 8%	2 33%	2 14%	0 0%
Don't know	1 1%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is a respected organisation

Table 22															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	22	9	12	20	2	1	2	5	0	5	0	3	1	4	1
	19%	19%	18%	22%	8%	20%	17%	15%	0%	24%	0%	23%	17%	29%	25%
Tend to agree	55	29	24	46	9	3	3	21	3	5	0	8	2	8	2
	47%	60%	36%	50%	35%	60%	25%	62%	38%	24%	0%	62%	33%	57%	50%
Neither agree nor disagree	26	9	16	17	9	1	4	7	3	5	0	2	1	2	1
	22%	19%	24%	18%	35%	20%	33%	21%	38%	24%	0%	15%	17%	14%	25%
Tend to disagree	10	1	9	5	5	0	3	1	2	3	1	0	0	0	0
	8%	2%	14%	5%	19%	0%	25%	3%	25%	14%	100%	0%	0%	0%	0%
Strongly disagree	2	0	2	1	1	0	0	0	0	2	0	0	0	0	0
	2%	0%	3%	1%	4%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%
Don't know	3	0	3	3	0	0	0	0	0	1	0	0	2	0	0
	3%	0%	5%	3%	0%	0%	0%	0%	0%	5%	0%	0%	33%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is an authoritative organisation

Table 23															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	13	9	3	12	1	1	0	5	0	2	0	0	0	4	1
	11%	19%	5%	13%	4%	20%	0%	15%	0%	10%	0%	0%	0%	29%	25%
Tend to agree	50	23	25	42	8	2	3	18	3	9	0	4	4	5	2
	42%	48%	38%	46%	31%	40%	25%	53%	38%	43%	0%	31%	67%	36%	50%
Neither agree nor disagree	34	10	23	26	8	2	5	7	3	6	1	5	1	3	1
	29%	21%	35%	28%	31%	40%	42%	21%	38%	29%	100%	38%	17%	21%	25%
Tend to disagree	10	3	7	5	5	0	3	3	2	1	0	0	1	0	0
	8%	6%	11%	5%	19%	0%	25%	9%	25%	5%	0%	0%	17%	0%	0%
Strongly disagree	5	1	4	3	2	0	1	1	0	2	0	1	0	0	0
	4%	2%	6%	3%	8%	0%	8%	3%	0%	10%	0%	8%	0%	0%	0%
Don't know	6	2	4	4	2	0	0	0	0	1	0	3	0	2	0
	5%	4%	6%	4%	8%	0%	0%	0%	0%	5%	0%	23%	0%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is guided by an evidence base of what works

Table 24															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	21	8	13	19	2	2	1	5	0	6	0	2	2	3	0
	18%	17%	20%	21%	8%	40%	8%	15%	0%	29%	0%	15%	33%	21%	0%
Tend to agree	47	24	20	41	6	1	4	17	2	2	0	10	1	7	3
	40%	50%	30%	45%	23%	20%	33%	50%	25%	10%	0%	77%	17%	50%	75%
Neither agree nor disagree	21	5	15	15	6	2	2	5	3	6	0	0	2	0	1
	18%	10%	23%	16%	23%	40%	17%	15%	38%	29%	0%	0%	33%	0%	25%
Tend to disagree	13	4	9	7	6	0	3	2	2	3	1	0	0	2	0
	11%	8%	14%	8%	23%	0%	25%	6%	25%	14%	100%	0%	0%	14%	0%
Strongly disagree	3	0	3	2	1	0	1	0	0	2	0	0	0	0	0
	3%	0%	5%	2%	4%	0%	8%	0%	0%	10%	0%	0%	0%	0%	0%
Don't know	13	7	6	8	5	0	1	5	1	2	0	1	1	2	0
	11%	15%	9%	9%	19%	0%	8%	15%	13%	10%	0%	8%	17%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not target the right audiences

Table 25															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	4 3%	1 2%	3 5%	2 2%	2 8%	0 0%	1 8%	1 3%	1 13%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%
Tend to agree	18 15%	5 10%	13 20%	12 13%	6 23%	1 20%	2 17%	3 9%	1 13%	5 24%	1 100%	2 15%	1 17%	2 14%	0 0%
Neither agree nor disagree	24 20%	7 15%	16 24%	17 18%	7 27%	0 0%	4 33%	5 15%	3 38%	6 29%	0 0%	3 23%	0 0%	2 14%	1 25%
Tend to disagree	40 34%	18 38%	21 32%	34 37%	6 23%	2 40%	3 25%	13 38%	2 25%	5 24%	0 0%	6 46%	3 50%	5 36%	1 25%
Strongly disagree	25 21%	14 29%	9 14%	24 26%	1 4%	1 20%	1 8%	10 29%	0 0%	4 19%	0 0%	2 15%	1 17%	4 29%	2 50%
Don't know	7 6%	3 6%	4 6%	3 3%	4 15%	1 20%	1 8%	2 6%	1 13%	0 0%	0 0%	0 0%	1 17%	1 7%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It implements effective marketing campaigns

Table 26															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	19	10	8	18	1	1	0	7	1	3	0	2	1	3	1
	16%	21%	12%	20%	4%	20%	0%	21%	13%	14%	0%	15%	17%	21%	25%
Tend to agree	52	23	26	46	6	2	7	18	0	7	0	5	5	5	3
	44%	48%	39%	50%	23%	40%	58%	53%	0%	33%	0%	38%	83%	36%	75%
Neither agree nor disagree	29	11	18	17	12	1	3	7	6	6	0	2	0	4	0
	25%	23%	27%	18%	46%	20%	25%	21%	75%	29%	0%	15%	0%	29%	0%
Tend to disagree	8	1	7	4	4	0	2	0	1	2	0	2	0	1	0
	7%	2%	11%	4%	15%	0%	17%	0%	13%	10%	0%	15%	0%	7%	0%
Strongly disagree	3	1	2	2	1	0	0	1	0	1	1	0	0	0	0
	3%	2%	3%	2%	4%	0%	0%	3%	0%	5%	100%	0%	0%	0%	0%
Don't know	7	2	5	5	2	1	0	1	0	2	0	2	0	1	0
	6%	4%	8%	5%	8%	20%	0%	3%	0%	10%	0%	15%	0%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It is independent of the drinks industry

Table 27															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	22	17	5	19	3	1	0	12	0	3	0	0	1	5	0
	19%	35%	8%	21%	12%	20%	0%	35%	0%	14%	0%	0%	17%	36%	0%
Tend to agree	34	16	16	30	4	1	3	12	1	6	0	4	1	4	2
	29%	33%	24%	33%	15%	20%	25%	35%	13%	29%	0%	31%	17%	29%	50%
Neither agree nor disagree	16	4	11	10	6	2	1	3	2	3	0	1	2	1	1
	14%	8%	17%	11%	23%	40%	8%	9%	25%	14%	0%	8%	33%	7%	25%
Tend to disagree	27	9	17	20	7	1	2	5	3	5	1	4	1	4	1
	23%	19%	26%	22%	27%	20%	17%	15%	38%	24%	100%	31%	17%	29%	25%
Strongly disagree	15	2	13	9	6	0	5	2	2	4	0	1	1	0	0
	13%	4%	20%	10%	23%	0%	42%	6%	25%	19%	0%	8%	17%	0%	0%
Don't know	4	0	4	4	0	0	1	0	0	0	0	3	0	0	0
	3%	0%	6%	4%	0%	0%	8%	0%	0%	0%	0%	23%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It provides consumers with information

Table 28															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	46	21	22	41	5	1	4	15	1	8	0	6	2	6	3
	39%	44%	33%	45%	19%	20%	33%	44%	13%	38%	0%	46%	33%	43%	75%
Tend to agree	58	21	36	43	15	4	7	15	6	10	1	4	4	6	1
	49%	44%	55%	47%	58%	80%	58%	44%	75%	48%	100%	31%	67%	43%	25%
Neither agree nor disagree	7	3	4	3	4	0	0	2	0	2	0	2	0	1	0
	6%	6%	6%	3%	15%	0%	0%	6%	0%	10%	0%	15%	0%	7%	0%
Tend to disagree	4	2	2	2	2	0	0	1	1	1	0	0	0	1	0
	3%	4%	3%	2%	8%	0%	0%	3%	13%	5%	0%	0%	0%	7%	0%
Strongly disagree	1	1	0	1	0	0	0	1	0	0	0	0	0	0	0
	1%	2%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Don't know	2	0	2	2	0	0	1	0	0	0	0	1	0	0	0
	2%	0%	3%	2%	0%	0%	8%	0%	0%	0%	0%	8%	0%	0%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware. :: It does not change consumers' behaviour

Table 29															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Strongly agree	7 6%	2 4%	5 8%	4 4%	3 12%	0 0%	1 8%	2 6%	1 13%	2 10%	0 0%	0 0%	1 17%	0 0%	0 0%
Tend to agree	21 18%	3 6%	18 27%	12 13%	9 35%	1 20%	5 42%	2 6%	2 25%	5 24%	1 100%	3 23%	1 17%	1 7%	0 0%
Neither agree nor disagree	27 23%	13 27%	13 20%	21 23%	6 23%	0 0%	2 17%	8 24%	4 50%	5 24%	0 0%	2 15%	0 0%	5 36%	1 25%
Tend to disagree	32 27%	16 33%	14 21%	28 30%	4 15%	3 60%	3 25%	13 38%	1 13%	3 14%	0 0%	2 15%	2 33%	3 21%	2 50%
Strongly disagree	16 14%	10 21%	5 8%	15 16%	1 4%	1 20%	0 0%	5 15%	0 0%	3 14%	0 0%	1 8%	0 0%	5 36%	1 25%
Don't know	15 13%	4 8%	11 17%	12 13%	3 12%	0 0%	1 8%	4 12%	0 0%	3 14%	0 0%	5 38%	2 33%	0 0%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q11 Please indicate how much you agree or disagree with these statements about Drinkaware.

Table 30	Summary table										
All answering	It communicates effectively with the public	It communicates effectively with its stakeholders	It does not have a high public profile	It is a respected organisation	It is an authoritative organisation	It is guided by an evidence base of what works	It does not target the right audiences	It implements effective marketing campaigns	It is independent of the drinks industry	It provides consumers with information	It does not change consumer behaviour
	a	b	c	d	e	f	g	h	i	j	k
Total	118	118	118	118	118	118	118	118	118	118	118
Strongly agree	13 11% cg	14 12% cg	4 3%	22 19% CGK	13 11% cg	21 18% CGK	4 3%	19 16% CGk	22 19% CGK	46 39% ABCDEFGHIK	7 6%
Tend to agree	56 47% CGIK	57 48% CGIK	29 25%	55 47% CGIK	50 42% CGiK	47 40% cGK	18 15%	52 44% CGIK	34 29% gk	58 49% CGIK	21 18%
Neither agree nor disagree	28 24% ciJ	24 20% J	16 14% j	26 22% J	34 29% CfIJ	21 18% J	24 20% J	29 25% ciJ	16 14% j	7 6%	27 23% J
Tend to disagree	13 11% j	14 12% j	52 44% ABDEFHIJK	10 8%	10 8%	13 11% j	40 34% ABDEFHJ	8 7%	27 23% abDEFHJ	4 3%	32 27% ABDEFHJ
Strongly disagree	3 3%	1 1%	16 14% ABDeFHJ	2 2%	5 4%	3 3%	25 21% ABDEFHJ	3 3%	15 13% ABDeFHJ	1 1%	16 14% ABDeFHJ
Don't know	5 4%	8 7% c	1 1%	3 3%	6 5%	13 11% aCDiJ	7 6% c	7 6% c	4 3%	2 2%	15 13% aCDiJ

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of harmful effects of alcohol on young people

Table 31															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	51	13	34	46	5	5	7	10	2	11	0	8	1	3	4
	43%	27%	52%	50%	19%	100%	58%	29%	25%	52%	0%	62%	17%	21%	100%
			A												
Quite familiar	44	25	19	33	11	0	4	17	1	7	0	3	4	8	0
	37%	52%	29%	36%	42%	0%	33%	50%	13%	33%	0%	23%	67%	57%	0%
		b													
Not very familiar	16	7	9	10	6	0	1	5	3	2	1	1	1	2	0
	14%	15%	14%	11%	23%	0%	8%	15%	38%	10%	100%	8%	17%	14%	0%
Not at all familiar	7	3	4	3	4	0	0	2	2	1	0	1	0	1	0
	6%	6%	6%	3%	15%	0%	0%	6%	25%	5%	0%	8%	0%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups.

Please could you state how familiar you are with each objective? :: Increase the average age of first supervised and unsupervised drink

Table 32															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	47	12	31	41	6	5	7	9	1	9	0	8	1	3	4
	40%	25%	47%	45%	23%	100%	58%	26%	13%	43%	0%	62%	17%	21%	100%
Quite familiar	35	18	17	29	6	0	2	12	2	7	0	2	4	6	0
	30%	38%	26%	32%	23%	0%	17%	35%	25%	33%	0%	15%	67%	43%	0%
Not very familiar	22	11	11	15	7	0	2	8	2	3	1	2	1	3	0
	19%	23%	17%	16%	27%	0%	17%	24%	25%	14%	100%	15%	17%	21%	0%
Not at all familiar	14	7	7	7	7	0	1	5	3	2	0	1	0	2	0
	12%	15%	11%	8%	27%	0%	8%	15%	38%	10%	0%	8%	0%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of harmful effects of alcohol on young people

Table 33															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	48	11	33	42	6	5	7	8	1	11	0	8	1	3	4
	41%	23%	50%	46%	23%	100%	58%	24%	13%	52%	0%	62%	17%	21%	100%
			A												
Quite familiar	44	27	17	35	9	0	4	19	2	6	0	2	3	8	0
	37%	56%	26%	38%	35%	0%	33%	56%	25%	29%	0%	15%	50%	57%	0%
			B												
Not very familiar	16	7	9	11	5	0	1	5	1	2	1	2	2	2	0
	14%	15%	14%	12%	19%	0%	8%	15%	13%	10%	100%	15%	33%	14%	0%
Not at all familiar	10	3	7	4	6	0	0	2	4	2	0	1	0	1	0
	8%	6%	11%	4%	23%	0%	0%	6%	50%	10%	0%	8%	0%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups.

Please could you state how familiar you are with each objective? :: Increase the average age of first supervised and unsupervised drink

Table 34															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	46	11	31	40	6	5	6	8	1	10	0	8	1	3	4
	39%	23%	47%	43%	23%	100%	50%	24%	13%	48%	0%	62%	17%	21%	100%
			A												
Quite familiar	33	18	15	27	6	0	2	12	2	6	0	2	3	6	0
	28%	38%	23%	29%	23%	0%	17%	35%	25%	29%	0%	15%	50%	43%	0%
Not very familiar	22	11	11	17	5	0	3	8	1	2	1	2	2	3	0
	19%	23%	17%	18%	19%	0%	25%	24%	13%	10%	100%	15%	33%	21%	0%
Not at all familiar	17	8	9	8	9	0	1	6	4	3	0	1	0	2	0
	14%	17%	14%	9%	35%	0%	8%	18%	50%	14%	0%	8%	0%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Change attitudes on drinking habits, getting drunk and associated behaviour

Table 35															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	58	26	29	50	8	4	5	21	2	10	0	6	2	5	3
	49%	54%	44%	54%	31%	80%	42%	62%	25%	48%	0%	46%	33%	36%	75%
Quite familiar	41	16	24	31	10	0	4	9	4	8	0	4	4	7	1
	35%	33%	36%	34%	38%	0%	33%	26%	50%	38%	0%	31%	67%	50%	25%
Not very familiar	12	4	8	9	3	1	2	3	0	1	1	3	0	1	0
	10%	8%	12%	10%	12%	20%	17%	9%	0%	5%	100%	23%	0%	7%	0%
Not at all familiar	7	2	5	2	5	0	1	1	2	2	0	0	0	1	0
	6%	4%	8%	2%	19%	0%	8%	3%	25%	10%	0%	0%	0%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools

Table 36															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	59	27	29	53	6	4	5	22	1	11	0	6	2	5	3
	50%	56%	44%	58%	23%	80%	42%	65%	13%	52%	0%	46%	33%	36%	75%
Quite familiar	39	14	24	29	10	0	4	8	5	7	0	4	4	6	1
	33%	29%	36%	32%	38%	0%	33%	24%	63%	33%	0%	31%	67%	43%	25%
Not very familiar	12	4	8	8	4	1	2	3	0	1	1	3	0	1	0
	10%	8%	12%	9%	15%	20%	17%	9%	0%	5%	100%	23%	0%	7%	0%
Not at all familiar	8	3	5	2	6	0	1	1	2	2	0	0	0	2	0
	7%	6%	8%	2%	23%	0%	8%	3%	25%	10%	0%	0%	0%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase awareness of measuring alcohol by units and safe guidelines

Table 37															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	49	16	29	43	6	4	6	12	0	11	0	7	1	4	4
	42%	33%	44%	47%	23%	80%	50%	35%	0%	52%	0%	54%	17%	29%	100%
Quite familiar	45	24	21	36	9	0	4	17	4	5	1	5	2	7	0
	38%	50%	32%	39%	35%	0%	33%	50%	50%	24%	100%	38%	33%	50%	0%
Not very familiar	16	4	12	10	6	1	2	2	2	4	0	1	2	2	0
	14%	8%	18%	11%	23%	20%	17%	6%	25%	19%	0%	8%	33%	14%	0%
Not at all familiar	8	4	4	3	5	0	0	3	2	1	0	0	1	1	0
	7%	8%	6%	3%	19%	0%	0%	9%	25%	5%	0%	0%	17%	7%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups. Please could you state how familiar you are with each objective? :: Increase acceptance of guidelines and awareness of harmful effects

Table 38															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very familiar	47	16	27	41	6	4	5	12	0	11	0	6	1	4	4
	40%	33%	41%	45%	23%	80%	42%	35%	0%	52%	0%	46%	17%	29%	100%
Quite familiar	42	22	20	36	6	0	3	16	4	5	0	6	2	6	0
	36%	46%	30%	39%	23%	0%	25%	47%	50%	24%	0%	46%	33%	43%	0%
Not very familiar	20	5	15	12	8	1	4	3	2	4	1	1	2	2	0
	17%	10%	23%	13%	31%	20%	33%	9%	25%	19%	100%	8%	33%	14%	0%
Not at all familiar	9	5	4	3	6	0	0	3	2	1	0	0	1	2	0
	8%	10%	6%	3%	23%	0%	0%	9%	25%	5%	0%	0%	17%	14%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12A Drinkaware has the following key objectives for the following groups.

Please could you state how familiar you are with each objective?

Table 39	Summary table							
All answering	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Change attitudes on drinking habits, getting drunk and associated behaviour	Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools	Increase awareness of measuring alcohol by units and safe guidelines	Increase acceptance of guidelines and awareness of harmful effects
	a	b	c	d	e	f	g	h
Total	118	118	118	118	118	118	118	118
Very familiar	51 43%	47 40%	48 41%	46 39%	58 49%	59 50%	49 42%	47 40%
Quite familiar	44 37%	35 30%	44 37%	33 28%	41 35%	39 33%	45 38%	42 36%
Not very familiar	16 14%	22 19%	16 14%	22 19%	12 10%	12 10%	16 14%	20 17%
Not at all familiar	7 6%	14 12%	10 8%	17 14%	7 6%	8 7%	8 7%	9 8%
				ae				

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of harmful effects of alcohol on young people

Table 40															
	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
All answering		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	8	5	3	6	2	0	0	2	0	3	0	0	0	3	0
	7%	10%	5%	7%	8%	0%	0%	6%	0%	14%	0%	0%	0%	21%	0%
Quite successful	40	23	14	35	5	4	3	15	2	2	0	2	1	8	3
	34%	48%	21%	38%	19%	80%	25%	44%	25%	10%	0%	15%	17%	57%	75%
Not very successful	16	4	12	13	3	1	4	4	0	4	1	2	0	0	0
	14%	8%	18%	14%	12%	20%	33%	12%	0%	19%	100%	15%	0%	0%	0%
Not at all successful	4	0	4	2	2	0	0	0	1	3	0	0	0	0	0
	3%	0%	6%	2%	8%	0%	0%	0%	13%	14%	0%	0%	0%	0%	0%
Don't know	50	16	33	36	14	0	5	13	5	9	0	9	5	3	1
	42%	33%	50%	39%	54%	0%	42%	38%	63%	43%	0%	69%	83%	21%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase the average age of first supervised and unsupervised drink

Table 41															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	6	3	3	4	2	1	0	0	0	2	0	0	0	3	0
	5%	6%	5%	4%	8%	20%	0%	0%	0%	10%	0%	0%	0%	21%	0%
Quite successful	29	16	10	27	2	2	3	12	0	2	0	2	1	4	3
	25%	33%	15%	29%	8%	40%	25%	35%	0%	10%	0%	15%	17%	29%	75%
Not very successful	20	9	11	15	5	1	3	8	2	2	1	2	0	1	0
	17%	19%	17%	16%	19%	20%	25%	24%	25%	10%	100%	15%	0%	7%	0%
Not at all successful	6	0	6	4	2	0	1	0	1	4	0	0	0	0	0
	5%	0%	9%	4%	8%	0%	8%	0%	13%	19%	0%	0%	0%	0%	0%
Don't know	57	20	36	42	15	1	5	14	5	11	0	9	5	6	1
	48%	42%	55%	46%	58%	20%	42%	41%	63%	52%	0%	69%	83%	43%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of harmful effects of alcohol on young people

Table 42															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	7	4	3	4	3	1	0	1	0	2	0	0	0	3	0
	6%	8%	5%	4%	12%	20%	0%	3%	0%	10%	0%	0%	0%	21%	0%
Quite successful	41	20	18	37	4	3	4	13	2	4	0	3	2	7	3
	35%	42%	27%	40%	15%	60%	33%	38%	25%	19%	0%	23%	33%	50%	75%
Not very successful	18	8	10	12	6	0	3	7	0	4	1	2	0	1	0
	15%	17%	15%	13%	23%	0%	25%	21%	0%	19%	100%	15%	0%	7%	0%
Not at all successful	2	0	2	0	2	0	0	0	1	1	0	0	0	0	0
	2%	0%	3%	0%	8%	0%	0%	0%	13%	5%	0%	0%	0%	0%	0%
Don't know	50	16	33	39	11	1	5	13	5	10	0	8	4	3	1
	42%	33%	50%	42%	42%	20%	42%	38%	63%	48%	0%	62%	67%	21%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase the average age of first supervised and unsupervised drink

Table 43															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	6	3	3	4	2	2	0	0	0	1	0	0	0	3	0
	5%	6%	5%	4%	8%	40%	0%	0%	0%	5%	0%	0%	0%	21%	0%
Quite successful	28	13	12	26	2	2	3	11	1	2	0	2	2	2	3
	24%	27%	18%	28%	8%	40%	25%	32%	13%	10%	0%	15%	33%	14%	75%
Not very successful	25	11	14	18	7	0	3	9	1	6	1	3	0	2	0
	21%	23%	21%	20%	27%	0%	25%	26%	13%	29%	100%	23%	0%	14%	0%
Not at all successful	4	1	3	2	2	0	1	1	1	1	0	0	0	0	0
	3%	2%	5%	2%	8%	0%	8%	3%	13%	5%	0%	0%	0%	0%	0%
Don't know	55	20	34	42	13	1	5	13	5	11	0	8	4	7	1
	47%	42%	52%	46%	50%	20%	42%	38%	63%	52%	0%	62%	67%	50%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Change attitudes on drinking habits, getting drunk and associated behaviour

Table 44															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	4	3	1	3	1	0	0	1	0	1	0	0	0	2	0
	3%	6%	2%	3%	4%	0%	0%	3%	0%	5%	0%	0%	0%	14%	0%
Quite successful	53	31	20	43	10	3	3	20	3	7	0	2	2	11	2
	45%	65%	30%	47%	38%	60%	25%	59%	38%	33%	0%	15%	33%	79%	50%
		B													
Not very successful	18	5	12	13	5	1	3	5	1	3	1	2	1	0	1
	15%	10%	18%	14%	19%	20%	25%	15%	13%	14%	100%	15%	17%	0%	25%
Not at all successful	3	0	3	1	2	0	1	0	1	1	0	0	0	0	0
	3%	0%	5%	1%	8%	0%	8%	0%	13%	5%	0%	0%	0%	0%	0%
Don't know	40	9	30	32	8	1	5	8	3	9	0	9	3	1	1
	34%	19%	45%	35%	31%	20%	42%	24%	38%	43%	0%	69%	50%	7%	25%
			A												

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B AS FAR AS YOU KNOW, HOW SUCCESSFUL IS DRINKAWARE AT ACHIEVING EACH OF THESE OBJECTIVES? :: CHANGE BEHAVIOUR ON HOW OFTEN THEY DRINK TO GET DRUNK AND ENCOURAGE USE OF HELPFUL HABITS, TIPS AND TOOLS

Table 45															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	5	3	2	4	1	0	1	1	0	1	0	0	0	2	0
	4%	6%	3%	4%	4%	0%	8%	3%	0%	5%	0%	0%	0%	14%	0%
Quite successful	43	26	15	38	5	3	2	18	0	6	0	2	2	8	2
	36%	54%	23%	41%	19%	60%	17%	53%	0%	29%	0%	15%	33%	57%	50%
Not very successful	22	7	14	15	7	1	2	6	3	4	1	2	1	1	1
	19%	15%	21%	16%	27%	20%	17%	18%	38%	19%	100%	15%	17%	7%	25%
Not at all successful	6	2	4	3	3	0	2	1	1	1	0	0	0	1	0
	5%	4%	6%	3%	12%	0%	17%	3%	13%	5%	0%	0%	0%	7%	0%
Don't know	42	10	31	32	10	1	5	8	4	9	0	9	3	2	1
	36%	21%	47%	35%	38%	20%	42%	24%	50%	43%	0%	69%	50%	14%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase awareness of measuring alcohol by units and safe guidelines

Table 46															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	6	2	4	5	1	0	0	1	0	4	0	0	0	1	0
	5%	4%	6%	5%	4%	0%	0%	3%	0%	19%	0%	0%	0%	7%	0%
Quite successful	48	23	22	43	5	3	3	16	2	6	0	6	2	7	3
	41%	48%	33%	47%	19%	60%	25%	47%	25%	29%	0%	46%	33%	50%	75%
Not very successful	13	9	4	7	6	1	1	6	0	1	1	0	0	3	0
	11%	19%	6%	8%	23%	20%	8%	18%	0%	5%	100%	0%	0%	21%	0%
Not at all successful	5	1	4	3	2	0	2	1	1	1	0	0	0	0	0
	4%	2%	6%	3%	8%	0%	17%	3%	13%	5%	0%	0%	0%	0%	0%
Don't know	46	13	32	34	12	1	6	10	5	9	0	7	4	3	1
	39%	27%	48%	37%	46%	20%	50%	29%	63%	43%	0%	54%	67%	21%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives? :: Increase acceptance of guidelines and awareness of harmful effects

Table 47															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	118	48	66	92	26	5	12	34	8	21	1	13	6	14	4
Very successful	5	1	4	4	1	0	0	0	0	4	0	0	0	1	0
	4%	2%	6%	4%	4%	0%	0%	0%	0%	19%	0%	0%	0%	7%	0%
Quite successful	41	22	17	38	3	3	2	16	0	6	0	4	2	6	2
	35%	46%	26%	41%	12%	60%	17%	47%	0%	29%	0%	31%	33%	43%	50%
Not very successful	16	9	6	11	5	1	1	6	1	1	1	1	0	3	1
	14%	19%	9%	12%	19%	20%	8%	18%	13%	5%	100%	8%	0%	21%	25%
Not at all successful	6	1	5	4	2	0	3	1	1	1	0	0	0	0	0
	5%	2%	8%	4%	8%	0%	25%	3%	13%	5%	0%	0%	0%	0%	0%
Don't know	50	15	34	35	15	1	6	11	6	9	0	8	4	4	1
	42%	31%	52%	38%	58%	20%	50%	32%	75%	43%	0%	62%	67%	29%	25%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives?

Table 48	Summary table							
All answering	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Change attitudes on drinking habits, getting drunk and associated behaviour	Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools	Increase awareness of measuring alcohol by units and safe guidelines	Increase acceptance of guidelines and awareness of harmful effects
	a	b	c	d	e	f	g	h
Total	118	118	118	118	118	118	118	118
Very successful	8 7%	6 5%	7 6%	6 5%	4 3%	5 4%	6 5%	5 4%
Quite successful	40 34%	29 25%	41 35%	28 24%	53 45%	43 36%	48 41%	41 35%
Not very successful	16 14%	20 17%	18 15%	25 21%	18 15%	22 19%	13 11%	16 14%
Not at all successful	4 3%	6 5%	2 2%	4 3%	3 3%	6 5%	5 4%	6 5%
Don't know	50 42%	57 48%	50 42%	55 47%	40 34%	42 36%	46 39%	50 42%

Q12B As far as you know, how successful is Drinkaware at achieving each of these objectives?

Table 48	Summary table							
All answering	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Increase awareness of harmful effects of alcohol on young people	Increase the average age of first supervised and unsupervised drink	Change attitudes on drinking habits, getting drunk and associated behaviour	Change behaviour on how often they drink to get drunk and encourage use of helpful habits, tips and tools	Increase awareness of measuring alcohol by units and safe guidelines	Increase acceptance of guidelines and awareness of harmful effects
	a	b	c	d	e	f	g	h
Total	118	118	118	118	118	118	118	118

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q13 Do you have any comments with regards to these groups?

Table 49															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	83	31	48	64	19	5	8	20	6	16	0	9	4	11	4
Messages need to be relevant to age/situation	45	16	28	37	8	4	4	13	3	11	0	4	2	3	1
	54%	52%	58%	58%	42%	80%	50%	65%	50%	69%	0%	44%	50%	27%	25%
Appropriate	16	8	7	14	2	0	1	5	2	1	0	0	3	3	1
	19%	26%	15%	22%	11%	0%	13%	25%	33%	6%	0%	0%	75%	27%	25%
Education and awareness groups for parents	13	3	8	12	1	0	1	1	0	5	0	2	0	2	2
	16%	10%	17%	19%	5%	0%	13%	5%	0%	31%	0%	22%	0%	18%	50%
Retailers need to be involved	6	1	5	3	3	1	1	0	1	2	0	0	0	1	0
	7%	3%	10%	5%	16%	20%	13%	0%	17%	13%	0%	0%	0%	9%	0%
Needs a mix of people in groups	5	3	2	2	3	0	0	1	1	0	0	1	0	2	0
	6%	10%	4%	3%	16%	0%	0%	5%	17%	0%	0%	11%	0%	18%	0%
Not clear what the objectives are	4	1	3	1	3	0	1	0	0	0	0	2	0	1	0
	5%	3%	6%	2%	16%	0%	13%	0%	0%	0%	0%	22%	0%	9%	0%
Use social media to target/improve advertising	3	1	2	3	0	1	0	1	0	0	0	1	0	0	0
	4%	3%	4%	5%	0%	20%	0%	5%	0%	0%	0%	11%	0%	0%	0%
Not aware	2	1	1	1	1	0	1	1	0	0	0	0	0	0	0
	2%	3%	2%	2%	5%	0%	13%	5%	0%	0%	0%	0%	0%	0%	0%

Q13 Do you have any comments with regards to these groups?

Table 49															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	83	31	48	64	19	5	8	20	6	16	0	9	4	11	4
Simplify guidelines	2 2%	2 6%	0 0%	2 3%	0 0%	0 0%	0 0%	2 10%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Partnerships for success	2 2%	0 0%	2 4%	0 0%	2 11%	0 0%	0 0%	0 0%	0 0%	2 13%	0 0%	0 0%	0 0%	0 0%	0 0%
Not enough funding	1 1%	1 3%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%
Other	1 1%	1 3%	0 0%	1 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%
Don't Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q14 What (if any) are the key challenges facing Drinkaware?

Table 50															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	108	45	59	84	24	5	12	33	7	19	1	11	4	12	4
Changing attitudes/Perception to drinking in society	30	10	19	22	8	1	6	8	2	4	0	3	3	2	1
	28%	22%	32%	26%	33%	20%	50%	24%	29%	21%	0%	27%	75%	17%	25%
To be a independent brand	23	9	13	20	3	1	2	6	3	4	0	3	0	3	1
	21%	20%	22%	24%	13%	20%	17%	18%	43%	21%	0%	27%	0%	25%	25%
More clear communication from DrinkAware regarding the harm/misuse of alcohol	17	10	6	14	3	1	2	8	0	2	0	0	1	2	1
	16%	22%	10%	17%	13%	20%	17%	24%	0%	11%	0%	0%	25%	17%	25%
The Drinks industry	15	5	10	11	4	0	4	4	0	4	0	2	0	1	0
	14%	11%	17%	13%	17%	0%	33%	12%	0%	21%	0%	18%	0%	8%	0%
Funding	15	4	10	14	1	2	0	3	0	4	1	2	1	1	1
	14%	9%	17%	17%	4%	40%	0%	9%	0%	21%	100%	18%	25%	8%	25%
Focus on priorities	8	6	2	6	2	0	0	2	0	2	0	0	0	4	0
	7%	13%	3%	7%	8%	0%	0%	6%	0%	11%	0%	0%	0%	33%	0%
Other	7	3	3	4	3	0	0	2	1	1	0	1	0	1	1
	6%	7%	5%	5%	13%	0%	0%	6%	14%	5%	0%	9%	0%	8%	25%
Credibility	5	1	4	4	1	1	0	1	0	1	0	1	1	0	0
	5%	2%	7%	5%	4%	20%	0%	3%	0%	5%	0%	9%	25%	0%	0%

Q14 What (if any) are the key challenges facing Drinkaware?

Table 50															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	108	45	59	84	24	5	12	33	7	19	1	11	4	12	4
More support strategies	5 5%	1 2%	3 5%	4 5%	1 4%	0 0%	0 0%	1 3%	1 14%	0 0%	0 0%	2 18%	0 0%	0 0%	1 25%
Target audience	2 2%	1 2%	1 2%	1 1%	1 4%	0 0%	0 0%	1 3%	1 14%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Media/advertising	2 2%	2 4%	0 0%	2 2%	0 0%	0 0%	0 0%	2 6%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Partnerships rather than rivalry	1 1%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 9%	0 0%	0 0%	0 0%
Needs to be value for money	1 1%	0 0%	1 2%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 5%	0 0%	0 0%	0 0%	0 0%	0 0%
Dont Know	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

95 percent as lower case or *, 99 percent as UPPER CASE or **

Q15 Based on your professional experience, what could Drinkaware do differently to make it more effective or efficient?

Table 51															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	97	40	53	73	24	5	8	29	6	19	0	10	5	11	4
Advertising campaigns/communication	20	10	10	14	6	2	1	8	2	2	0	3	0	2	0
	21%	25%	19%	19%	25%	40%	13%	28%	33%	11%	0%	30%	0%	18%	0%
Education	17	7	9	17	0	1	1	5	1	4	0	2	0	2	1
	18%	18%	17%	23%	0%	20%	13%	17%	17%	21%	0%	20%	0%	18%	25%
Good partnerships	17	9	8	10	7	0	2	5	1	4	0	0	1	4	0
	18%	23%	15%	14%	29%	0%	25%	17%	17%	21%	0%	0%	20%	36%	0%
Money/Funding	11	5	5	9	2	0	0	3	0	4	0	0	1	2	1
	11%	13%	9%	12%	8%	0%	0%	10%	0%	21%	0%	0%	20%	18%	25%
Changing Behaviour/attitudes	8	4	4	7	1	0	1	3	0	2	0	1	0	1	0
	8%	10%	8%	10%	4%	0%	13%	10%	0%	11%	0%	10%	0%	9%	0%
Be Independent from the Alcohol Industry	8	5	3	5	3	0	1	4	1	0	0	0	1	1	0
	8%	13%	6%	7%	13%	0%	13%	14%	17%	0%	0%	0%	20%	9%	0%

Q15 Based on your professional experience, what could Drinkaware do differently to make it more effective or efficient?

Table 51															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	97	40	53	73	24	5	8	29	6	19	0	10	5	11	4
Work more closely with health professionals	8	1	5	8	0	0	0	1	1	3	0	1	0	0	2
	8%	3%	9%	11%	0%	0%	0%	3%	17%	16%	0%	10%	0%	0%	50%
Show results	7	2	5	4	3	0	2	1	1	0	0	1	1	1	0
	7%	5%	9%	5%	13%	0%	25%	3%	17%	0%	0%	10%	20%	9%	0%
Target Groups	4	1	3	3	1	0	1	1	0	1	0	0	1	0	0
	4%	3%	6%	4%	4%	0%	13%	3%	0%	5%	0%	0%	20%	0%	0%
One best way	3	1	2	3	0	2	0	1	0	0	0	0	0	0	0
	3%	3%	4%	4%	0%	40%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Health	2	0	2	1	1	0	0	0	1	0	0	1	0	0	0
	2%	0%	4%	1%	4%	0%	0%	0%	17%	0%	0%	10%	0%	0%	0%
Staffing levels	2	0	2	2	0	0	0	0	0	1	0	1	0	0	0
	2%	0%	4%	3%	0%	0%	0%	0%	0%	5%	0%	10%	0%	0%	0%

Q15 Based on your professional experience, what could Drinkaware do differently to make it more effective or efficient?

Table 51															
All answering	Total	Category		Engagement		Category									
		Industry	Non-industry	Kept informed	Not kept informed	Agencies / advisors / consultants	Charity / grant	Funder	Government	Health	Non funder	Police / LA / ADP	Research / academic	Trade body	Trustee
		a	b	a	b	a	b	c	d	e	f	g	h	i	j
Total	97	40	53	73	24	5	8	29	6	19	0	10	5	11	4
Other	4	2	2	3	1	0	1	2	0	1	0	0	0	0	0
	4%	5%	4%	4%	4%	0%	13%	7%	0%	5%	0%	0%	0%	0%	0%
Don't know	4	2	2	1	3	0	0	1	0	0	0	1	1	1	0
	4%	5%	4%	1%	13%	0%	0%	3%	0%	0%	0%	10%	20%	9%	0%

95 percent as lower case or *, 99 percent as UPPER CASE or **