



Youth Policy Survey

### 3. Your Views

**\*1. Where was the last place you saw or heard an alcohol ad?**

- On the TV
- On the radio
- At the cinema
- On a billboard/posters in public places (includes tube ads)
- On the internet
- As part of a music, sports or cultural event

Other (please specify)

**\*2. Alcohol ads on TV should be:**

- Banned from television altogether?
- Limited to after the watershed? (9pm when young children have gone to bed)
- Show at any time of the day?

**\*3. Alcohol ads in the cinema should be:**

- Banned from movie screens altogether?
- Limited to 18-rated films only?
- Shown at any film regardless of the age rating?

**\*4. Alcohol ads on billboards/posters in public places should be:**

- Banned altogether? (because all ages can see them)

- Banned from near schools and playgrounds?
- Allowed wherever they are?

**\*5. Alcohol ads in supermarkets and off-licenses should be:**

- Banned all together?
- Limited only to the area selling alcohol?
- Allowed anywhere in the shop?

**\*6. Alcohol ads on the internet should be:**

- Banned from all websites? (because all ages can see them)
- Banned from websites that are aimed at children and young people?
- Allowed on any website?

**\*7. Alcohol websites ask you to enter a date of birth to prove you are not under-18.**

**Do you think this is enough to stop under-18s from visiting these sites?**

- No, it's easy to enter another date
- Yes, this is enough to stop me

**\*8. Who do you think should be responsible for deciding what alcohol ads can and can't say?**

- The Government
- The alcohol industry
- A body that includes representatives from Government and the alcohol industry
- An independent body

**\*9. Who should be responsible for paying for health messages about alcohol?**

- The Government.
- The alcohol industry

**\*10. Do you think that alcohol ads should come with a health warning? If so, what kind?**

**(Tick as many boxes as you like)**

- Short health warning at the end of each TV/radio/cinema advert
- Clear labels with information about health risks on all bottles/cans
- Clear readable warning on billboards/posters in public places
- Flashing warnings on alcohol web pages
- There is no need for health warnings

Other (please specify)

**\*11. Which of the following do you consider to be alcohol ads? (Tick as many boxes as you like)**

- A viral video for an alcohol product
- Joining a Facebook group for an alcohol product (e.g. Smirnoff Facebook group)
- User generated content (e.g. an unofficial Facebook page for an alcohol product)
- A festival named after a product (e.g. Carling Weekend)
- A piece of alcohol product merchandise (e.g. Revolution bar's 'I love vodka' t-shirts)
- Brand ambassadors (people who are paid to attend events and promote certain brands)

Sponsorship of team shirts (e.g. football)

Other (please specify)

**\* 12. Would you like to be kept informed of a youth led campaign that will challenge Government to reduce the amount of alcohol advertising we see?**

Yes

No

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