Consumer awareness and understanding of alcohol pregnancy warning labels

Research Report

28/10/2016

hpa health promotion agency

Project commissioned: 10 May 2016

Final report received: 30 September 2016

Provider: Colmar Brunton, Social Research Agency

ISBN: 978-1-927303-87-0

Citation: Rout, J. Hannan, T. (2016). *Consumer awareness and understanding of alcohol pregnancy warning labels.* Wellington: Health Promotion Agency

Prepared for the Health Promotion Agency by:

Colmar Brunton, Social Research Agency

This document is available at: www.hpa.org.nz

Any queries regarding this report should be directed to HPA at the following address:

Cath Edmondson, General Manager, Research, Policy and Advice

Health Promotion Agency

PO Box 2142

Wellington 6140

New Zealand

www.hpa.org.nz

research@hpa.org.nz

27/10/2016

COMMISSIONING CONTACT'S COMMENTS

ACKNOWLEDGEMENTS

HPA would like to thank those respondents who took the time to participate in this research.

DISCLAIMER

This research has been carried out by an independent party under contract to HPA. The views, observations and analysis expressed in this report are those of the authors and are not to be attributed to HPA.

COLMAR BRUNTON
Social Research Agency

Consumer awareness and understanding of alcohol pregnancy warning labels

FINAL RESEARCH REPORT

Organisation:	Health Promotion Agency
Attention:	Fiona Imlach
From:	Jocelyn Rout and Tim Hannan
Date:	30 September 2016

Table of Contents

Executive summary

This section summarises the key purpose, findings, and conclusions of the research.

Background and objectives

Australia and New Zealand are to reconsider in 2017 whether to introduce mandatory warning labels on alcohol containers that advise of the risks of drinking while pregnant or trying to become pregnant. Heath Promotion Agency (HPA) commissioned Colmar Brunton to undertake an online survey of consumers so there will be some New Zealand based consumer research to take into account.

The purpose of the research is to assess the effectiveness of the current alcohol pregnancy warning labelling scheme, focusing on:

- Recall and awareness of the labelling on alcohol products by consumers
    - How many people are aware or recall a label unprompted
    - How many people are aware or recall a label when prompted
- Reading and comprehension, or what consumers understand from current pregnancy warning labels
    - Does the current label (text versus pictogram) convey the message 'Don't drink if you are pregnant'?
    - Is the pictogram compared to text better or worse at conveying this message?
    - Has the label had any effect on raising awareness, prompting conversations, changing behaviour?

Research method

An online survey of 1,488 consumers was carried out from 7-29 June, 2016. The total sample includes 387 women aged 18-34 years ('young women') and 388 women with children under 15 years ('women with children'). From a recent survey of alcohol producers in New Zealand, the most commonly used pregnancy warning labels were the 'pregnant lady' pictogram and the DrinkWise text ('It is safest not to drink while pregnant').[1] An alternative text ('Don't drink pregnant')[2] was also tested.

Key findings

The research findings are summarised below using five criteria that research literature recommends for assessing the effectiveness of warning labels: attention, recall of the message, reading and comprehension, judgement of the product's risks and hazards, and behavioural compliance with the message.

1: Attention (the ability to attract the attention of the consumer) and 2: Recall of the message

Few consumers recall pregnancy warning labels without prompting, but with visual prompting more than four in ten consumers recall at least one of the three alcohol pregnancy warning labels tested.

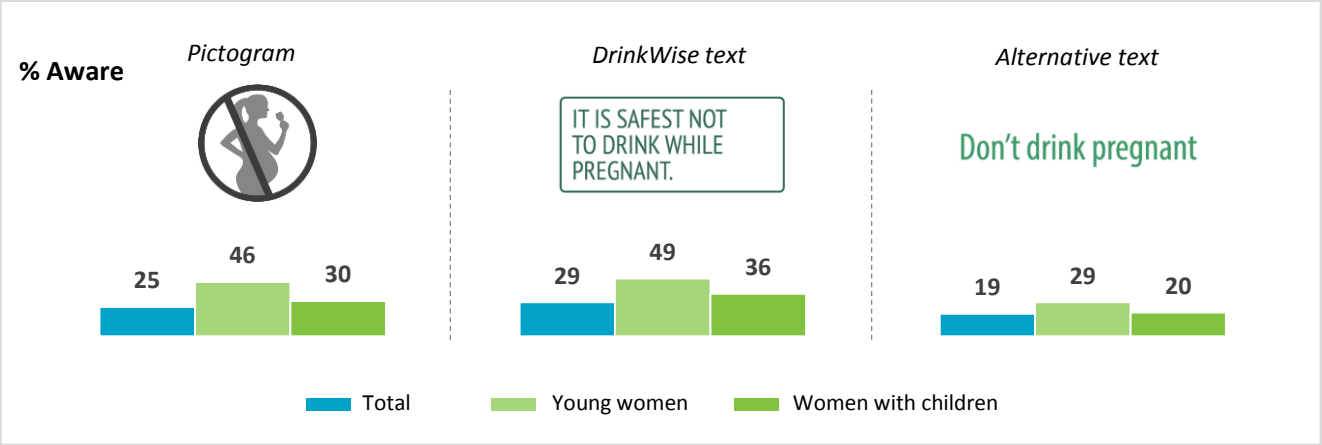
- Unprompted recall of pregnancy warning labels on alcohol products sits at 3%, and increases to 10% once respondents are asked to consider labels seen on alcohol products.
- With visual prompting of three labels (see chart overleaf), awareness is highest for the DrinkWise text, followed closely by the pictogram. Additional analysis shows that more than four in ten consumers

[1] Ministry for Primary Industries. (2014). Evaluation of voluntary pregnancy labelling on alcohol products in New Zealand. MPI Technical Paper 2014/17. Wellington: Ministry for Primary Industries

[2] 'Don't drink pregnant' is an optional text that can be used in conjunction with the pictogram by DB (as part of The HEINEKEN Company) although only the pictogram is used in New Zealand

(44%) recall at least one of the labels. This is higher among young women (67%) and women with children (51%).

Chart 1: Prompted awareness of labels



3: Reading and comprehension, and 4: Judgements of the product's risks and hazards

The pictogram is most effective in conveying the intended messages. However, consumers want a clearer link between drinking while pregnant and the harm to the unborn child. This is best achieved through the addition of text.

- The pictogram and alternative text have strong top-of-mind (i.e. unprompted) associations with the general message to not drink while pregnant (80% and 76% respectively, versus 54% for the DrinkWise text). Harm to the pregnant woman and her unborn baby is more strongly associated (top-of-mind) with the two text labels (36% for the DrinkWise text and 31% for the alternative text, compared to only 10% for the pictogram).
- Unprompted, some consumers thought the two text labels mean you could drink alcohol when pregnant (14% of young women for the DrinkWise text and 1% of young women for the alternative text). No unintended messages are conveyed by the pictogram (with this unprompted line of questioning).
- After prompting with possible messages, the pictogram is considered to best show:
    - A link between pregnant women drinking alcohol and harm to an unborn child (67% say the pictogram portrays this very or quite well, vs 49% for the DrinkWise text and 41% for the alternative text)
    - That you shouldn't drink any alcohol while pregnant (84% say the pictogram portrays this well, vs 56% for the DrinkWise text and 62% for the alternative text).
- Message clarity of the pictogram is best enhanced by adding either the DrinkWise text or the alternative text; 76% consider each of these to make the label either much or a little clearer. Few feel that these additions would make the message less clear, although the alternative text performs slightly better in this regard (only 7% say it would be less clear compared to 12% for the DrinkWise text).
    - Adding the cheers.org.nz website address would create significant confusion – 39% say adding this website address would make the label less clear.
    - Only 28% of consumers are aware of the website cheers.org.nz (although this is higher among young woman at 41%).
- Explaining or portraying the link between drinking while pregnant and the resulting harm is the most common suggestion for improving message clarity (27% without prompting).
- 97% of consumers associate the colour red with a warning.

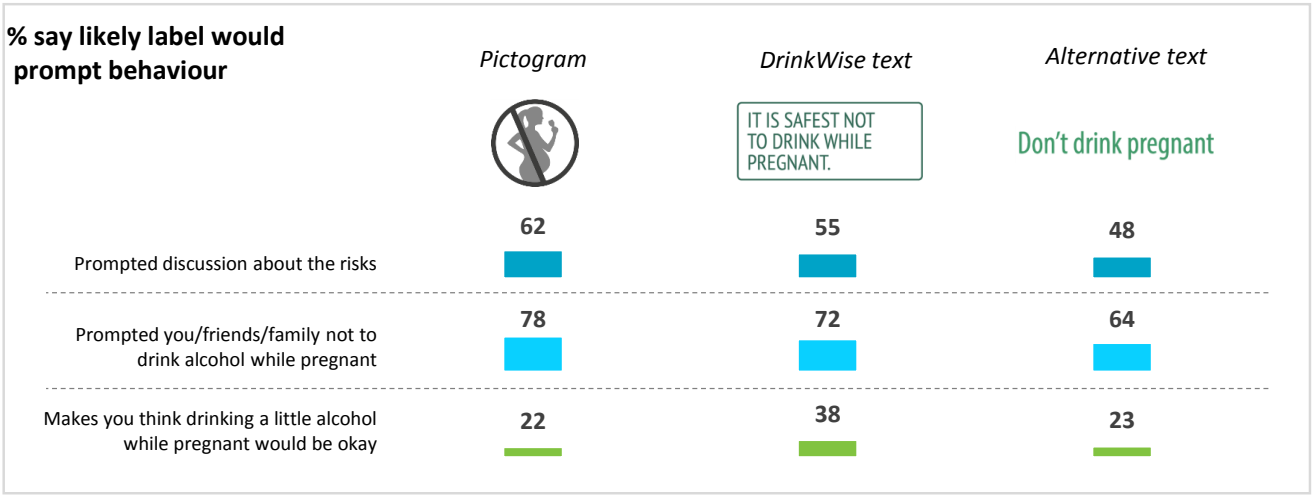
5: Behavioural compliance with the message

Consumers predict the pictogram is most effective in prompting desired behaviours. However, the labels perform more similarly for young women. The DrinkWise text has the most potential for misinterpretation.

The next chart summarises the proportions of all consumers who believe a label is likely to prompt three behaviours/attitudes.

- The pictogram is viewed as most effective in being likely to prompt someone not to drink while pregnant, and to prompt people to talk about the risks with others. Further analysis shows that the effectiveness of each of the three labels in prompting discussion about the risks is fairly similar for young women. Women with children tend to view the alternative text as less effective for this.
- The risk of a label sending the wrong message appears to be greatest for the DrinkWise text.

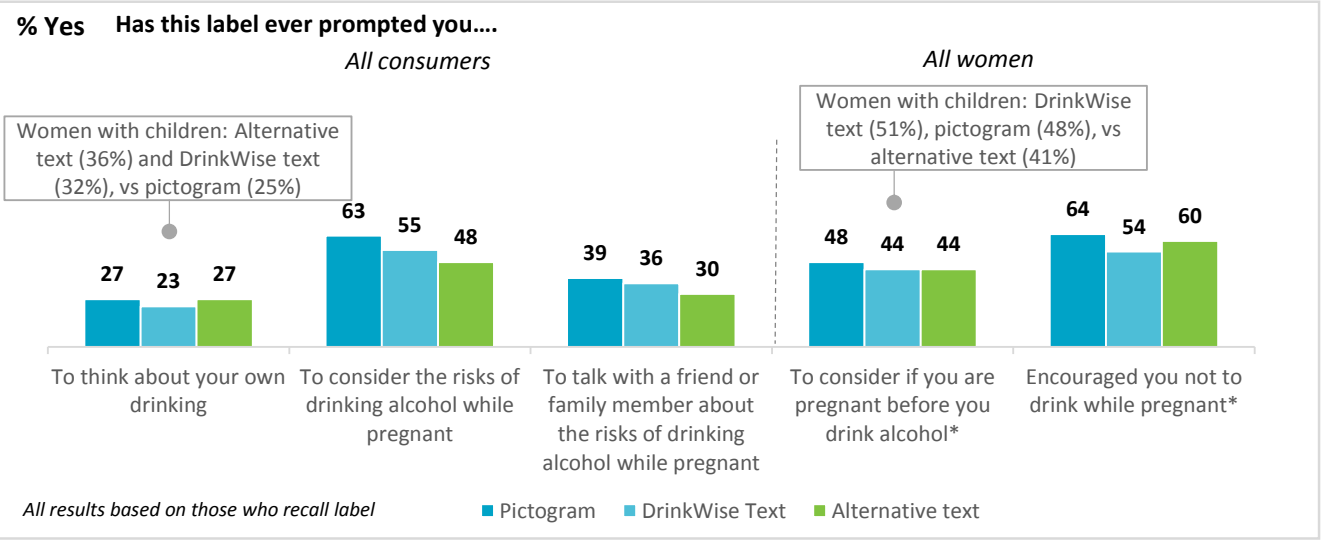
Chart 2: Perceived likelihood of labels prompting behaviour



Of the five potential effects explored, all three labels have had the greatest impact on getting people to consider the risks, and encouraging women not to drink when pregnant – these effects are more likely to eventuate with the pictogram. However, there are several differences among women with children (see text boxes).

The next chart summarises the impacts that the labels have had on consumers. All results are based on those who recall the label.

Chart 3: Personal impact of labels



Conclusions

This research highlights the important role of alcohol warning labelling in raising awareness of the risks and harms of drinking alcohol while pregnant (or when planning a pregnancy). Overall, those who recall the labelling have a clear understanding of what they mean and many have been prompted by the labels to consider the risks of drinking while pregnant and, for some, discuss these risks with family and friends.

Recall levels of alcohol pregnancy warning labels should be interpreted with care. Whilst prompted recall levels are significant, an evaluation of the extent to which the labels are capturing consumers' attention should be made in the context of how widespread the labels have been used by the industry (this is being evaluated separately by the Ministry for Primary Industries). Further, this research did not assess drinking situations or venues. This is relevant as those drinking from a glass at a venue may not see the bottle.

The pictogram is superior in conveying the intended messages. Having said this, consumers would like the label to better portray the link between drinking while pregnant and the harm to the unborn child. Combining the pictogram and text will assist with this, if the text wording is clear, direct and specific. Consumers also identified the red-coloured pictogram as associated with a warning. The combination of the pictogram with the cheers.org.nz website was confusing for a significant proportion of consumers.

The DrinkWise text, which is currently used in New Zealand, is misinterpreted by some consumers to mean that you can drink alcohol in pregnancy. Therefore, it cannot be recommended as an ideal text to accompany a pictogram. Further research to test possible text options is required.

Background and objectives

Alcohol is a known teratogen, a substance that can affect the development of the fetus. Drinking alcohol during pregnancy can cause pregnancy complications (miscarriage, stillbirth or premature birth) and Fetal Alcohol Spectrum Disorder (FASD). FASD is an umbrella term for the range of physical, behavioural, mental and learning disabilities that affect a child exposed to alcohol during pregnancy.

The Health Promotion Agency (HPA) is undertaking a programme of work to reduce drinking during pregnancy. This includes primary prevention strategies that raise awareness of the risks of drinking during pregnancy among the general public or women of child-bearing age.[3] Labelling of alcohol beverages is one of those primary prevention strategies.[4]

HPA (formerly as ALAC) lodged an application with Food Standards Australia New Zealand (FSANZ) in 2006 to introduce mandatory warning labels on alcohol containers in New Zealand that advise of the risks of drinking while pregnant or trying to become pregnant. This application is currently on hold while a trial of voluntary labelling is underway.

In 2011, an independent review of Food Labelling Law and Policy for Australia and New Zealand recommended that warnings about drinking alcohol while pregnant should be mandated on labels on alcohol containers.[5] At this time, the Forum of Australian and New Zealand Food Ministers (the Forum) agreed to allow the alcohol industry two years for a trial of voluntary labelling. Since then, two separate evaluations of labelling uptake were undertaken in New Zealand (Ministry for Primary Industries, 2014) and Australia (Siggins & Miller, 2014)[6]. In New Zealand, the percentage of products with some sort of pregnancy warning (pictogram or text) ranged from 32% for spirits to 62% for RTDs (ready to drink premixed spirit drinks). In this report, most alcohol producers indicated they would provide labelling by 2015-2016. The Forum extended the voluntary labelling trial for another two years in 2014. An interim survey undertaken by the Ministry for Primary Industries in the second part of 2015 indicates that this has increased: for example, beer labelling increased from 57% in 2014 to 87% in 2015. Ministry for Primary Industries (MPI) is undertaking further evaluation of labelling uptake in 2016. This will be used to inform decisions about continuation of voluntary labelling or introducing some level of regulation.

HPA has commissioned Colmar Brunton to undertake an online survey of consumers so there will be some New Zealand based consumer research to take into account when the alcohol pregnancy warning label issue is reconsidered in 2017.

Evidence suggests that alcohol warning labels alone are unlikely to reduce risky drinking during pregnancy. However, they can increase awareness and promote conversations about the risks of drinking during pregnancy and may contribute to a shift in the drinking culture (Thomas, Gonneau, Poole, & Cook, 2014) [7](Wilkinson et al., 2009)[8](Petticrew et al., 2016)[9]. One of HPA's goals is to promote consistent, standardized clear messages to encourage women to stop drinking if they are pregnant, trying to get pregnant or possibly pregnant. Having a

[3] Secondary prevention strategies include supporting health professionals to routinely perform alcohol screening and brief intervention for women of child-bearing age; tertiary prevention strategies include supporting services that target and treat women at highest risk of having an alcohol-exposed pregnancy.

[4] The other major primary prevention activity that HPA is undertaking is the *Don't Know Don't Drink* campaign.

[5] The independent Panel for the Review of Food Labelling Law and Policy (2011) *Labelling Logic – The Final Report of the Review of Food Labelling Law and Policy http://www.foodlabellingreview.gov.au/internet/foodlabelling/publishing.nsf/content/labelling-logic*

[6] Available from http://www.health.gov.au/internet/main/publishing.nsf/content/foodsecretariat-stakeholder-publications.

[7] Thomas, G., Gonneau, G., Poole, N., & Cook, J. (2014). The effectiveness of alcohol warning labels in the prevention of Fetal Alcohol Spectrum Disorder: A brief review. *The International Journal of Alcohol and Drug Research*, 3(1), 91. http://doi.org/10.7895/ijadr.v3i1.126

[8] Wilkinson, C., Allsop, S., Cail, D., Chikrizhs, T., Daube, M., Kirby, G., & Mattick, R. (2009). *Alcohol Warning Labels: Evidence of impact on alcohol consumption amongst women of childbearing age.* New South Wales.

9 Petticrew, M., Douglas, N., Knai, C., Durand, M. A., Eastmure, E., & Mays, N. (2016). Health information on alcoholic beverage containers: has the alcohol industry's pledge in England to improve labelling been met? *Addiction* (Abingdon, England), 111(1), 51–5. http://doi.org/10.1111/add.13094

clear, unambiguous and obvious warning on all alcohol containers helps to reinforce these messages from health professionals and the *Don't know? Don't drink* campaign.

In the research literature, the criteria for assessing the effectiveness of warning labels are:

- Attention (the ability to attract the attention of the consumer)
- Reading and comprehension
- Recall of the message
- Judgements of the product's risks and hazards
- Behavioural compliance with the message (Wilkinson et al., 2009).

Research objectives

The purpose of the research is to assess the effectiveness of current alcohol pregnancy warning labelling scheme, focusing on:

- Recall and awareness of the labelling on alcohol products by consumers
    - How many people are aware or recall a label unprompted
    - How many people are aware or recall a label when prompted
- Reading and comprehension, or what consumers understand from current pregnancy warning labels
    - Does the current label (text versus pictogram) convey the message 'Don't drink if you are pregnant'?
    - Is the pictogram compared to text better or worse at conveying this message?
    - Has the label had any effect on raising awareness, prompting conversations, changing behaviour?

Research method

This section details the methodological approach used in carrying out the research.

In total 1,488 consumers were surveyed online from 7-29 June, 2016. The total sample includes 387 women aged 18-34 years and 388 women with children under 15 years. Detailed sample profiles are provided in Appendix B.

Questionnaire development

The questionnaire was developed in close consultation with HPA and was cognitively pre-tested[10] with four respondents before being used in field.

A significant advantage of online research is the ability to display images to respondents. Respondents were presented with images of the labels including 'in-situ' on generic bottles.

The average interview length was 12 minutes. The questionnaire is included in Appendix E.

Sampling

Target populations

The target population for this research is adult New Zealanders, with a particular interest in women of child bearing age (defined as women 18 to 34 years for the purposes of this research) and women with children (under 15 years).

Sampling approach

All respondents were recruited via Colmar Brunton's online panel. Respondents were invited to participate via an email invitation containing a link to the survey.

We recruited a 'core sample' representative of the general New Zealand public aged 18 years and over by age, gender, location, household income and ethnic group (including Māori and Pacific respondents). In addition to the core sample, to allow separate analysis we collected two booster samples of women aged 18 to 34 years, and women with children under the age of 15 years. Both drinkers and non-drinkers were surveyed.

Prior to the start of fieldwork we set quotas for age by gender by region, household income by household size, and ethnicity (including Māori, Pacific and Asian groups)[11]. Statistics New Zealand population counts were used for this purpose.

Representativeness of online surveys

This is a non-probability survey designed to provide a representative picture of the target populations. Not all individuals have internet access in New Zealand (82% of individuals had internet access as at the 2013 Census), and online panels do not include every member of the target population, so online surveys cannot be said to be 'truly representative' of all groups. With this in mind, quotas were applied at the sampling and selection stage, and the final results have been weighted to be representative of consumers in the target population using Census data. We are confident the results will provide a reasonable picture of the population.

[10] Cognitive pre-testing seeks to understand the cognitive processes respondents undergo in answering the questions. Knowledge of respondents' thought processes helps researchers to ensure questions are understood in the way they are intended. Cognitive interviewing also provides insight into why respondents came to their answer. A small number of changes were made to the questionnaire following the cognitive pre-testing.

[11] All quotas were met or exceeded, with the exception of males 18-29 years. This group is typically less likely to respond to a survey. Weighting was used to ensure this demographic group contributed to the total sample in line with its prevalence in the target population.

Income definitions

For the core sample, 'household income x household size' quotas were employed. These matched the Census profile for all New Zealand households. The definition of 'lower income' was decided on in consultation with HPA, and was informed by the criteria for obtaining a Community Services Card. The table below displays the profile of New Zealand households by household size and household income. The cells shaded in grey were considered 'lower income' for the purpose of this survey.

Table 1: Income definitions

	Number of people living in household					
Annual household income	One (small)	Two (small)	Three (medium)	Four (medium)	Five (large)	Six or more (large)
$20,000 or Less	7.1%	2.0%	1.0%	0.6%	0.3%	0.2%
$20,001 - $30,000	5.9%	3.2%	1.0%	0.5%	0.2%	0.1%
$30,001 - $50,000	5.1%	7.8%	2.2%	1.5%	0.7%	0.4%
$50,001 - $70,000	3.0%	5.6%	2.4%	2.1%	0.9%	0.5%
$70,001 - $100,000	1.7%	7.3%	3.5%	3.3%	1.4%	0.8%
$100,001 or More	1.1%	9.2%	5.9%	6.8%	2.9%	1.7%

Source: Statistics New Zealand, Census 2013

Risk of alcohol dependency

Respondents were categorised into low, medium, and high risk of risk of alcohol dependency using AUDIT-C (Alcohol Use Disorders Identification Test) definitions. See Appendix C for detail.

Weighting

Post fieldwork the data were weighted to 1) correct for the oversampling of women aged 18-34 years, and women with children under 15 years, and 2) to adjust for any quotas that were under of over achieved.

Sampling error

This survey is not based on a probability sample, so estimates of theoretical sampling error cannot be calculated.

Notes to reading this report

- For the sake of brevity, we refer to the three main groups of interest as all consumers (i.e. the total sample group), young woman (i.e. women aged 18-34 years), and women with children (i.e. women with children aged and under 15 years).
- In a number of the tables that present results to open-ended questions, categories that are similar have been grouped together and presented as a 'nett score' (see bolded descriptions and figures) – each nett score figure gives the percentage of respondents that gave at least one of the more detailed reasons (which are listed below the nett score).
- Please note that occasionally the percentages in the charts and tables do not add up to the nett percentages presented within the text of the report. This is because each percentage in the charts and tables has been rounded to a whole number. When calculating the nett percentages, only the final result has been rounded to a whole number. This reduces the influence of rounding error in the final result.
- The base sizes shown in the tables and graphs are unweighted.
- Throughout this report, only statistically significant differences at the 95% confidence level between sub-groups of the survey populations are presented, unless otherwise specified. In general, z-tests have been used to identify significant differences between proportions. The formula uses the 'effective

base'.[12] Using the effective base reduces the likelihood of statistical tests producing significant results because of the adjustments made by weighting.

- From a recent survey of alcohol producers in New Zealand, the most commonly used pregnancy warning labels were the 'pregnant lady' pictogram and the DrinkWise text ('It is safest not to drink while pregnant').[13] An alternative text ('Don't drink pregnant')[14] was also tested.

[12] The 'effective base' is an estimate of the base size after accounting for weighting. It is calculated by dividing the weighted base by the sum of the squared weights.

[13] Ministry for Primary Industries. (2014). Evaluation of voluntary pregnancy labelling on alcohol products in New Zealand. MPI Technical Paper 2014/17. Wellington: Ministry for Primary Industries

[14] 'Don't drink pregnant' is an optional text that can be used in conjunction with the pictogram by DB (as part of The HEINEKEN Company) although only the pictogram is used in New Zealand

Awareness of alcohol pregnancy warning messages and labels

This section covers consumers' recall of alcohol pregnancy warning messages and labels.

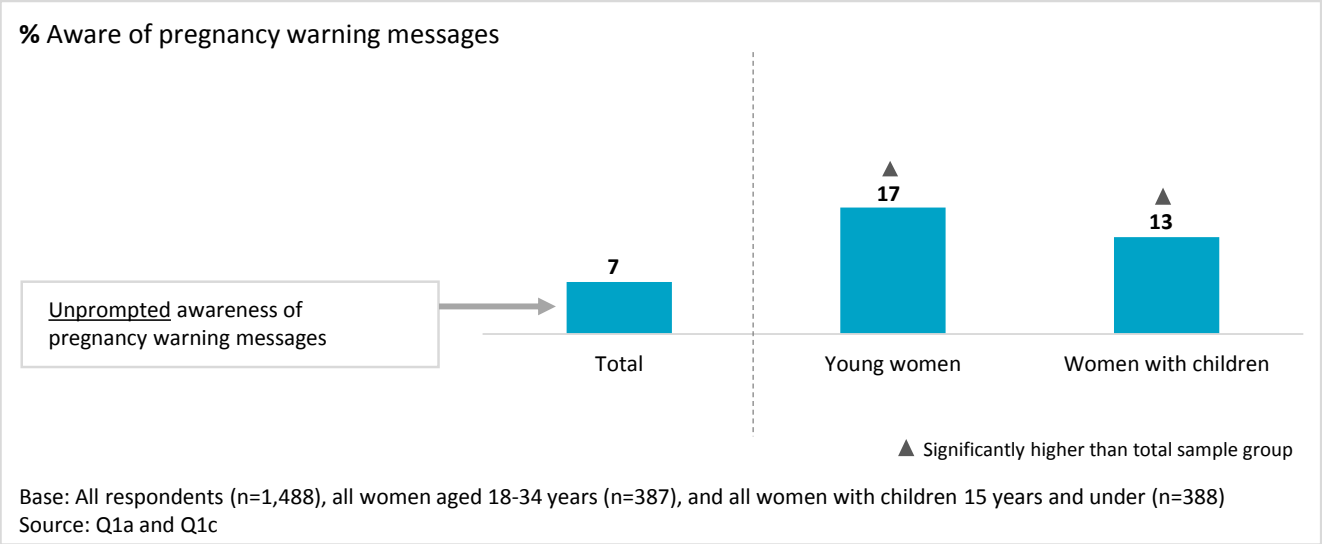
Unprompted awareness of pregnancy warning messages

Responses to two questions are used to establish respondents' unprompted awareness of alcohol pregnancy warning messages:

- Whether respondents had recently heard or seen any messages or warnings about drinking alcohol or the risks or harms of drinking alcohol (73% of respondents recalled these types of messages/warnings) – note, these messages or warning could have been seen anywhere, e.g. from a health professional, or via the media.
- What the messages were about (respondents were asked to describe as much detail as possible).

As shown in the chart below, unprompted recall of pregnancy warning messages is low. Recall sits at 7% among the total sample, and is higher among the two target audiences (especially young women).

Chart 4: Unprompted recall of pregnancy warning messages



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children 15 years and under (n=388)
Source: Q1a and Q1c

Additional demographic analysis shows that unprompted recall of pregnancy warning messages is higher than average (7%) among:

- 18-29 year olds (12% versus 5% of those aged 30+)
- Those with a high or moderate risk of alcohol dependency (14% and 8% respectively, versus 4% for those with a low risk).

Awareness of pregnancy warning labels on alcohol products (without visual prompting)

The following questions were used to establish respondents' awareness of alcohol pregnancy warning labels:

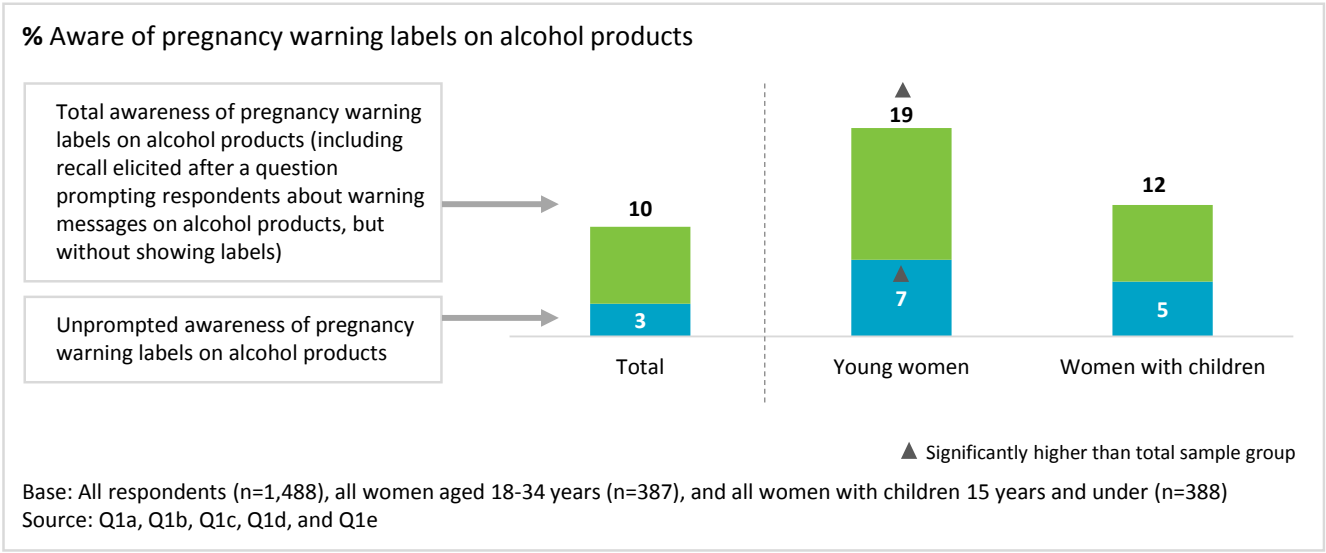
- Whether respondents had recently heard or seen any messages or warnings about drinking alcohol or the risks or harms of drinking alcohol
- Where respondents had seen or heard the messages and what the messages were about (respondents were asked to describe as much detail as possible)
- Whether respondents had seen messages or warnings about drinking alcohol or the risks or harms of drinking alcohol on alcohol products, and what they had seen.

Note, whilst respondents were prompted with the question about what they'd seen on alcohol products (last bullet point above), they were not visually shown the labels at this stage. Recall following visual prompting is covered in the next section of the report.

The chart below shows:

- Unprompted recall of pregnancy warning labels on alcohol products[15] – this sits at 3% among the total sample.
- Total recall of pregnancy warning labels on alcohol products (including recall elicited after asking respondents if they had seen any warnings or messages on alcohol products about the risks or harms of drinking alcohol and what they had seen, but without visual prompting of the labels). This recall sits at 10%.

Chart 5: Recall of pregnancy warning labels on alcohol products (without visual prompting)



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children 15 years and under (n=388)
Source: Q1a, Q1b, Q1c, Q1d, and Q1e

Recall of pregnancy warning labels on alcohol products is higher among the two target audiences (especially young women).

Additional demographic analysis shows that total recall of pregnancy warning labels on alcohol products is higher than average (10%) among:

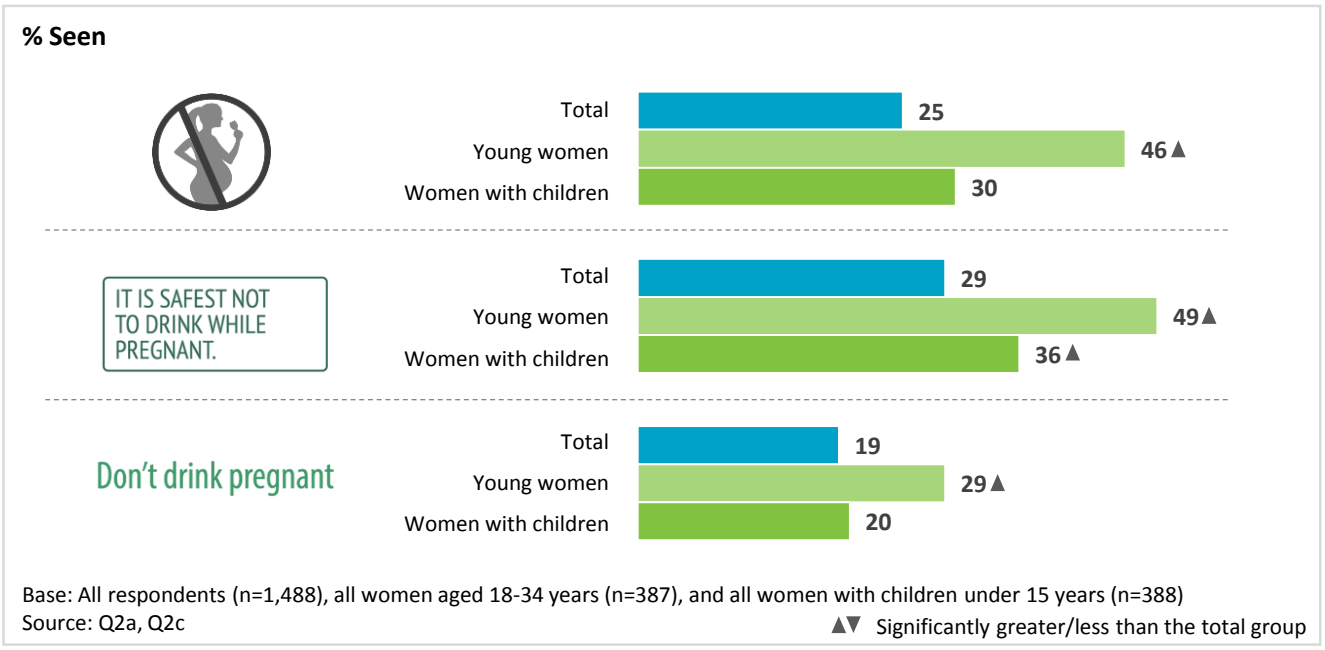
- 18-29 year olds (23% versus 7% of those aged 30+) – note, this higher level of recall is evident among both 18-29 year old males (24%) and 18-29 year old females (22%).
- Those with a high or moderate risk of alcohol dependency (14% and 15% respectively, versus 5% for those with a low risk).

[15] Respondents mentioned alcohol products when asked where they had seen the messages/warnings.

Awareness of pregnancy warning labels after visual prompting of labels

With visual prompting of the labels, respondents were asked if they recalled the DrinkWise pictogram, DrinkWise text ('It is safest not to drink while pregnant), and alternative text ('Don't drink pregnant').

Chart 6: Prompted awareness of labels



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2a, Q2c
▲▼ Significantly greater/less than the total group

The DrinkWise text is most commonly recalled, followed very closely by the pictogram. Recall of these labels is particularly high among young women (49% and 46% respectively). The alternative text is less well known. Additional analysis shows 44% of consumers recall at least one label on visual prompting – this rises to 67% for young women and 51% for women with children.

These prompted recall levels are notably higher than the unprompted recall levels reported earlier in this section. It is usual for the use of visual prompts in the survey to have this type of effect.

Demographic analysis

Demographic differences are detailed in Appendix D. Of particular note:

- Among the total sample:
  - Recall of the labels tends to be highest among youth, those with pre-school children, higher income households, those with University qualifications, and those with high or moderate risks of alcohol dependency.
  - Recall of the DrinkWise text is particularly high among those with a high risk of alcohol dependency.
- Among young women, recall of the DrinkWise text is particularly high among those with only primary or secondary school education, and NZ Europeans.
- Among women with children, recall of the DrinkWise text is particularly high among lower income households and Māori.

Meaning of labels – top of mind associations

Respondents were asked what each of the labels mean without prompting with possible messages. Responses therefore reflect respondents' top of mind associations. Results are presented in the next three tables.

Key patterns are:

- The general message to not drink when pregnant is strongly portrayed by the pictogram and the alternative text (80% and 76% respectively compared to 54% for the DrinkWise text).
- Harm to the pregnant woman and her unborn baby is a secondary message and a top of mind association more likely to stem from the two text labels (36% for the DrinkWise text and 31% for the alternative text compared to only 10% for the pictogram).
- These patterns hold for all three audiences of interest.
- The DrinkWise text is misinterpreted by some consumers – 14% of young women take the message that you can drink when pregnant; a very small number of consumers (1%) misinterpret the alternative text. No unintended messages are conveyed by the pictogram in these results.

Table 2: Meaning of DrinkWise pictogram – top of mind associations

	Total (564) %	Young women (141) %	Women with children (143) %
Don't drink if pregnant/possibly pregnant	**80**	**90▲**	**86**
Do not/not advised to drink if pregnant or you think you may be pregnant	75	*84* ▲	80
You should not consume this product while pregnant	6	7	6
Alcohol consumption during pregnancy can or will harm an unborn baby/pregnant mother	**10**	**3**	**8**
Alcohol can or will harm an unborn baby/foetus	7	1	6
Alcohol can be harmful during pregnancy/not good for you	3	2	2
Other	**2**	*	1
Don't know/Nothing	**12**	**8**	**8**

Base: Those who saw the DrinkWise Pictogram label/ Source: Q2a
*denotes % between 0.0 and 0.5%
▲ denotes %s that are significantly higher than in the total sample.

Table 3: Meaning of DrinkWise text – top of mind associations

	Total (458) %	Young women (124) %	Women with children (117) %
Don't drink if pregnant/possibly pregnant	**54**	**61**	**66▲**
Do not/advised not to drink alcohol if you're pregnant	54	60	65▲
Don't drink this product if you are pregnant	1	1	1
Alcohol consumption during pregnancy can or will harm an unborn baby/pregnant mother	**36**	**29**	**36**
Alcohol can or will harm an unborn baby/foetus/baby/child	35	28	34
Alcohol can harm the pregnant woman	3	1	3
Mentions of Foetal Alcohol Syndrome	1	-	1
You *can* drink when pregnant but it is safer not to	**8**	**14**	**8**
Other	**14**	**7**	**8**
A health warning to deter pregnant women from drinking	4	3	2
The label means what it says	4	1	1

Other	6	3	4
Don't know/Nothing	*	*	-

Base: Those who saw the DrinkWise Text label/ Source: Q2a
*denotes % between 0.0 and 0.5%
▲ denotes %s that are significantly higher than in the total sample.

Table 4: Meaning of alternative text – top of mind associations

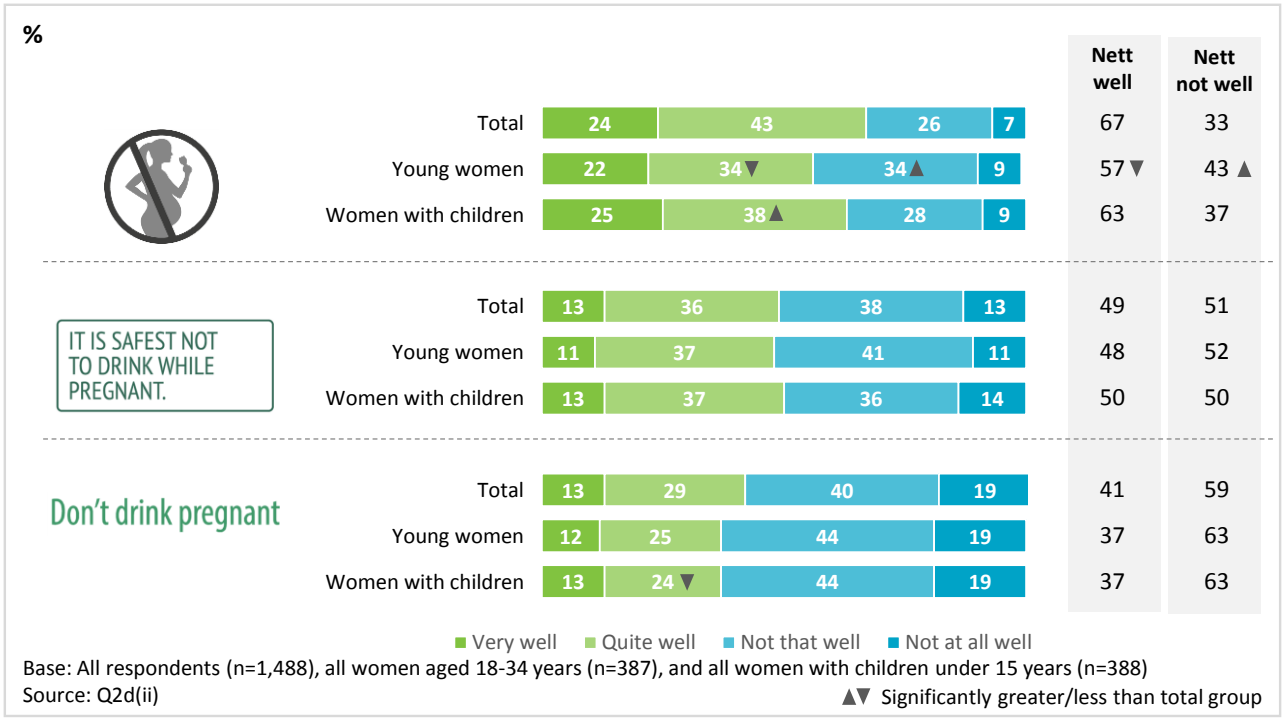
	Total (564) %	Young women (141) %	Women with children (143) %
Don't drink if pregnant/possibly pregnant	**76**	**82**	**74**
Don't drink if you are pregnant/possibly pregnant	74	82▲	74
Means exactly what it says	2	1	-
Alcohol consumption during pregnancy can or will harm an unborn baby/pregnant mother	**31**	**27**	**33**
Alcohol can or will harm an unborn baby/foetus/child	27	24	30
Alcohol can be harmful during pregnancy/not good for you	3	2	3
Mentions of Foetal Alcohol Syndrome (FAS)	2	2	3
Other	**5**	**3**	**9**
Other	3	1	6
Warning too small/inconspicuous/badly worded	2	1	2
If you're pregnant you *should* drink alcohol	1	1	1
Don't know/Nothing	**1**	**-**	**-**

Base: Those who saw the alternative text label/ Source: Q2a
*denotes % between 0.0 and 0.5%
▲ denotes %s that are significantly higher than in the total sample.

How well labels portray intended messages – prompted associations

Respondents were asked how well each label 1) shows a link between pregnant women drinking alcohol and harm to an unborn child, and 2) shows that you shouldn't drink any alcohol while pregnant.

Chart 7: How well this label portrays message – Show a link between pregnant women drinking alcohol and harm to an unborn child



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2d(ii)
▲▼ Significantly greater/less than total group

Across all audiences, the DrinkWise pictogram is considered to best show a link between pregnant women drinking alcohol and harm to an unborn child.

Demographic analysis

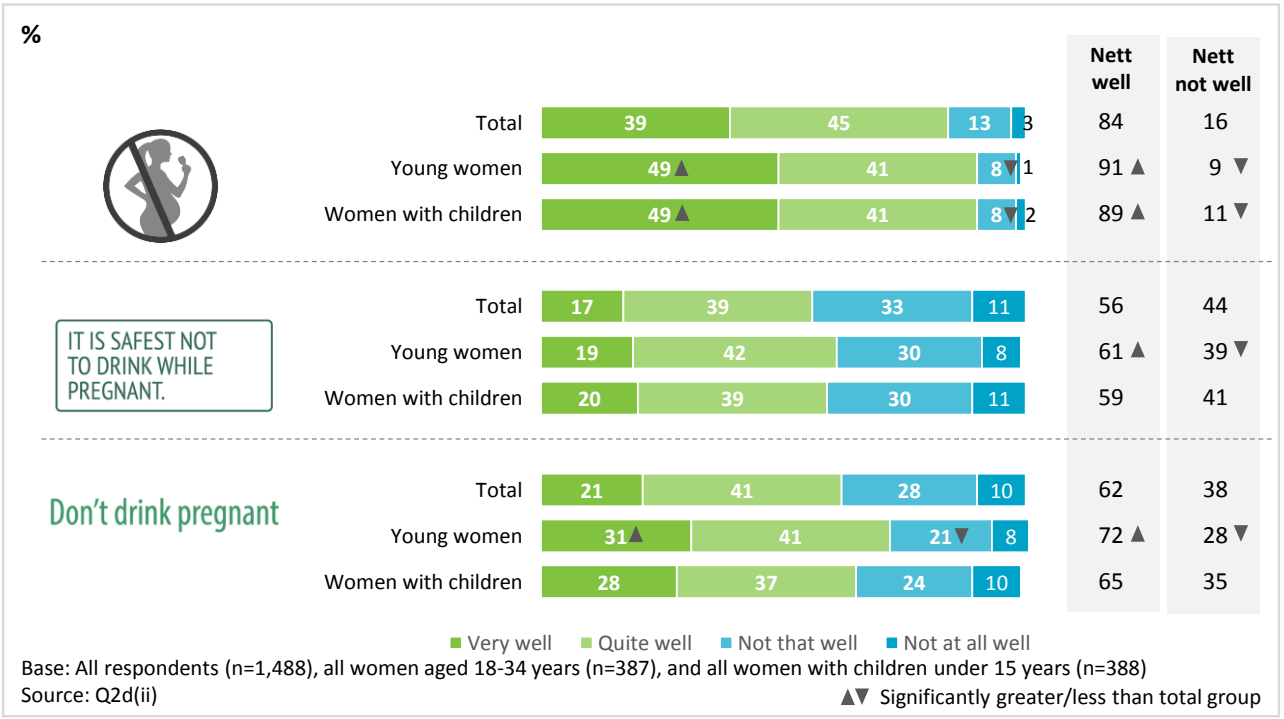
More in-depth demographic analysis of the total sample group shows variation by ethnic group (summarised in the table below). All ethnic groups consider the pictogram to best show a link between pregnant women drinking alcohol and harm to an unborn child. However, for both the pictogram and the DrinkWise text, Māori, Pacific and Asian consumers are more likely than New Zealand European consumers to feel that the link is well made.

Table 5: How well label shows a link between pregnant women drinking alcohol and harm to an unborn child

	NZ European %	Māori %	Pacific %	Asian %
DrinkWise pictogram				
Well (nett)	64	72	76	73
Very well	22	34▲	41 ▲	31 ▲
DrinkWise text				
Well (nett)	46	61▲	53	59 ▲
Very well	11	21 ▲	24 ▲	17 ▲
Alternative text				
Well (nett)	39	47	46	51▲
Very well	12	14	20	16

▲ denotes %s that are significantly higher than other ethnic groups.

Chart 7: How well this label portrays message – Show that you shouldn't drink any alcohol while pregnant



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2d(ii)
▲▼ Significantly greater/less than total group

Likewise, across all audiences the DrinkWise pictogram is considered to best portray the message that you shouldn't drink any alcohol while pregnant.

Further, each of the labels – and especially the DrinkWise pictogram and alternative text – more effectively portray this message than the message that there is a link between pregnant women drinking alcohol and harm to an unborn child.

Demographic analysis

The DrinkWise pictogram's portrayal of the message that you shouldn't drink any alcohol while pregnant especially resonates with consumers with a low or moderate risk of alcohol dependency (39% and 42% respectively feel this label portrays the message 'very well' compared to 19% of those with a high risk).

The alternative text resonates more with younger people than older people (68% of 18 to 49 year olds feel this label potrays the message 'well' compared to 52% of those over 50). However, the DrinkWise pictogram is still the most effective label amongst 18-49 year olds (87% consider the pictogram portrays the message well).

Other demographic differences relate to ethnicity – these are summarised in the table overleaf. All ethnic groups consider the pictogram to best show the message that you shouldn't drink any alcohol while pregnant. New Zealand Europeans tend to rate the pictogram and DrinkWise text as less effective than other ethnic groups.

Table 6: How well label shows that a person shouldn't drink any alcohol while pregnant

	NZ European %	Māori %	Pacific %	Asian %
DrinkWise pictogram				
Well (nett)	83	87	89	84
Very well	37	46	58 ▲	48 ▲
DrinkWise text				
Well (nett)	53	64 ▲	68 ▲	63 ▲
Very well	14	25 ▲	37 ▲	22 ▲
Alternative text				
Well (nett)	61	65	57	68
Very well	20	24	26	23

▲ denotes %s that are significantly higher than other ethnic groups.

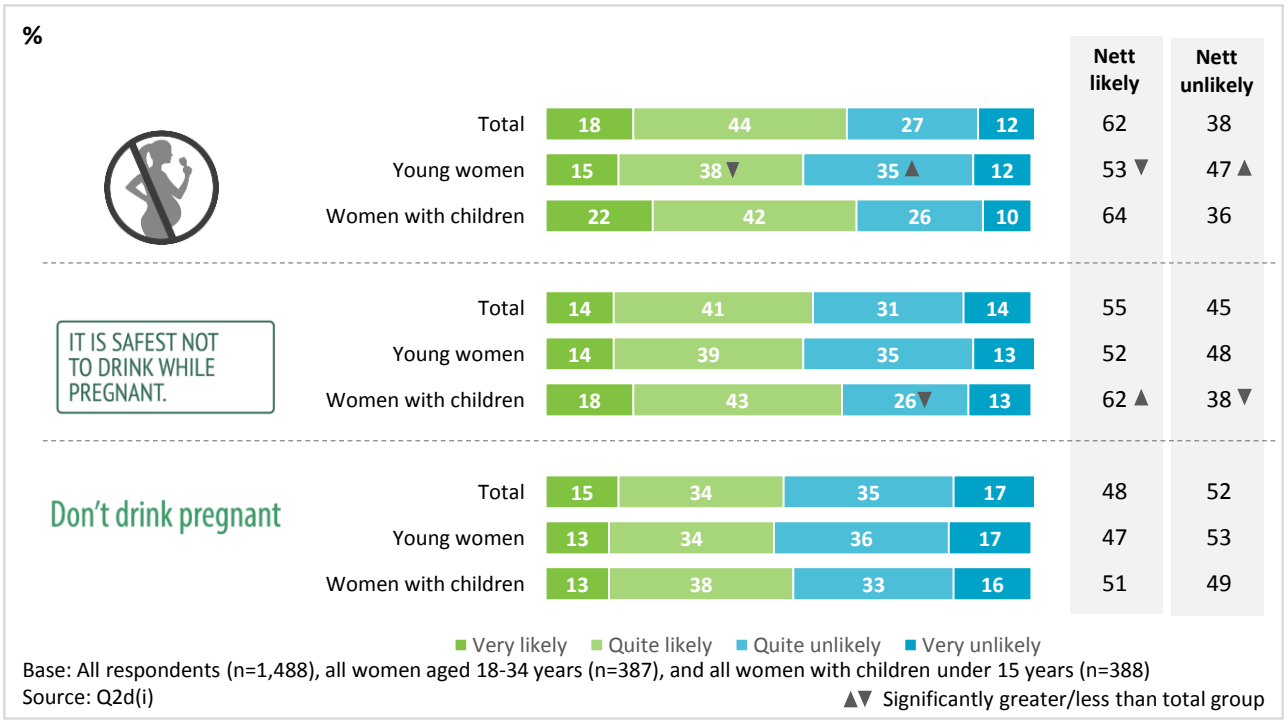
Perceived likelihood of labels prompting behaviour

Respondents were asked how likely or unlikely each label would be to 1) prompt them to talk with a friend or family member about the risks of drinking alcohol while pregnant, 2) prompt them (or their friends or family) not to drink alcohol when pregnant, and 3) make you think drinking a little alcohol while pregnant would be okay.

Results are presented in the next three charts. Key findings are:

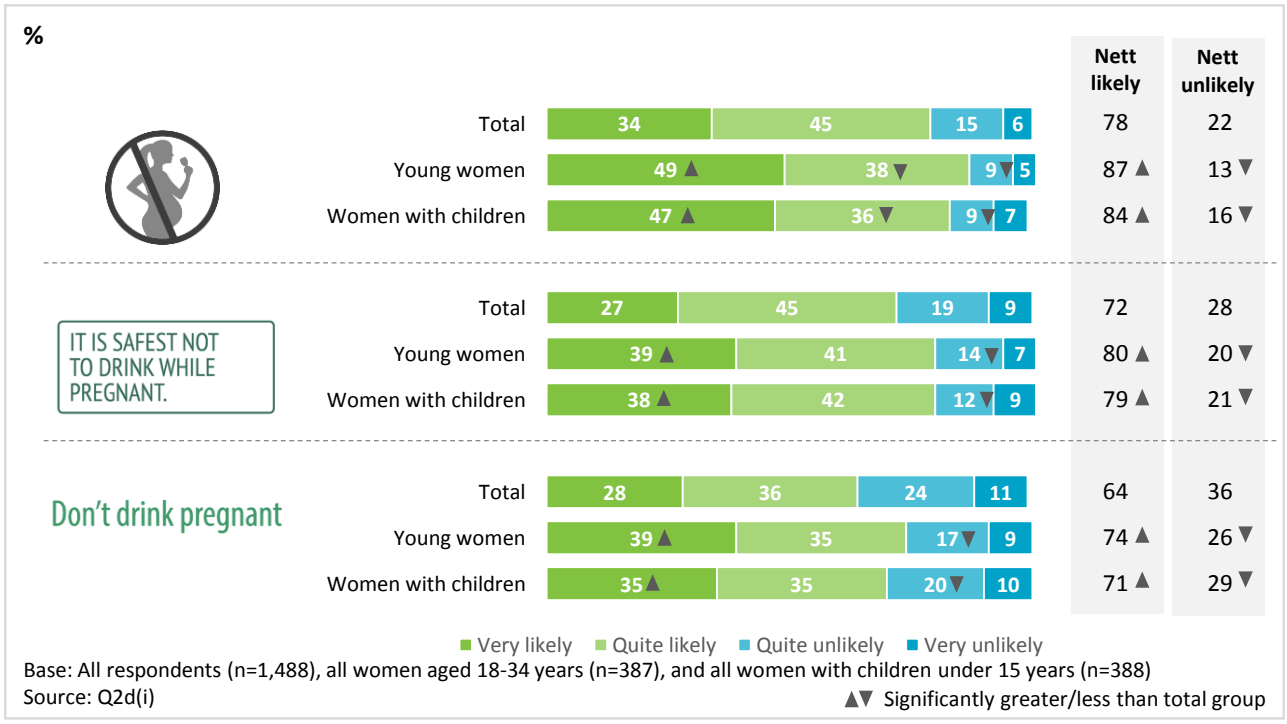
- People think each of the labels would be more effective in prompting them (or their family or friends) not to drink while pregnant, than prompting them personally to talk with a friend or family member about the risks.
- All three groups of interest view the pictogram as most effective in prompting a person or their family/friends not to drink while pregnant. The DrinkWise text and the alternative text perform similarly in regard to those who believe it is 'very likely' that they would prompt people not to drink while pregnant.
- Among all consumers, the pictogram is seen as somewhat more effective than the other labels in prompting them to talk about the risks of drinking alcohol while pregnant. However, the effectiveness of each of the three labels in prompting discussion about the risks is fairly similar for young women. Women with children tend to view the alternative text as less effective.
- The risk of a label sending the wrong message appears to be greatest for the DrinkWise text. Although there is little variation across the three labels in the proportions who rate them as 'very likely' to make them think drinking a little alcohol while pregnant would be okay, the 'quite likely' ratings are markedly higher for the DrinkWise text.

Chart 8: Likelihood label would prompt respondent to talk with a friend or family member about risks of drinking alcohol while pregnant



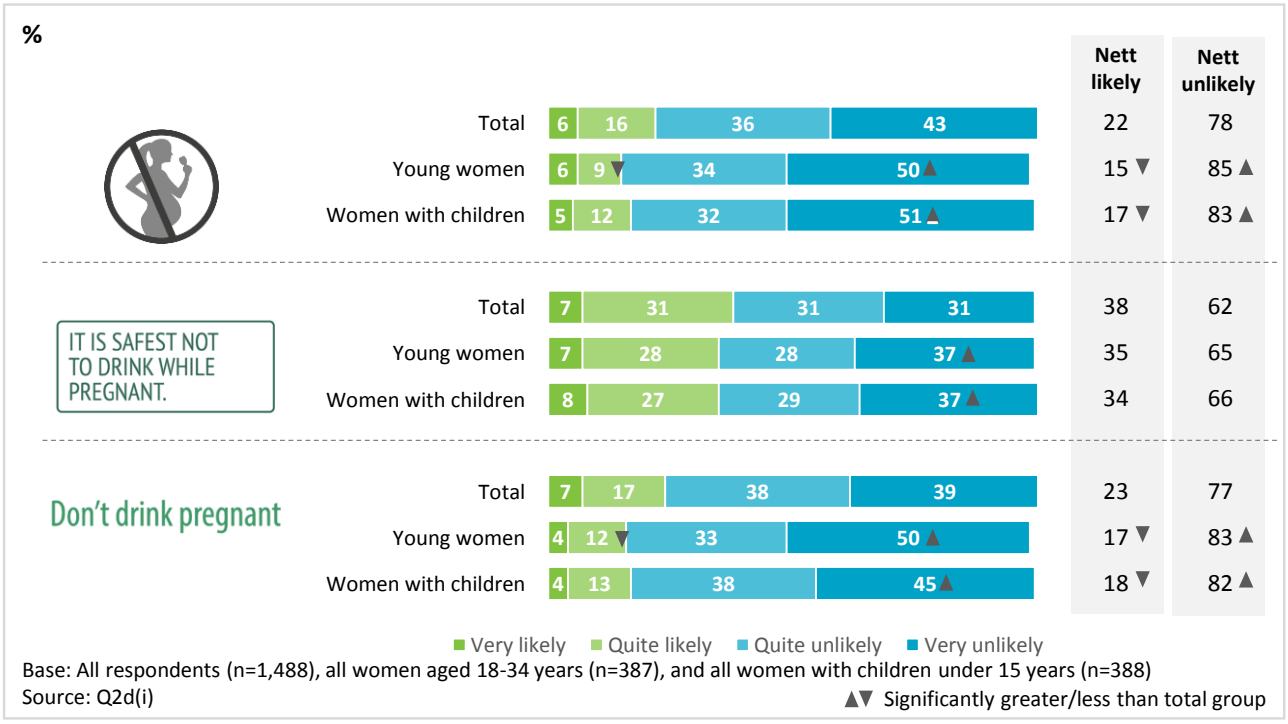
Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2d(i)
▲▼ Significantly greater/less than total group

Chart 9: Likelihood label would prompt respondent/friends and family not to drink alcohol while pregnant



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2d(i)
▲▼ Significantly greater/less than total group

Chart 10: Likelihood label would make respondent think drinking alcohol while pregnant would be okay



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q2d(i)
▲▼ Significantly greater/less than total group

Personal impact of labels

For each label, respondents who recalled the label were asked if the label had prompted them to do various things (as listed in the three charts below). Key findings are:

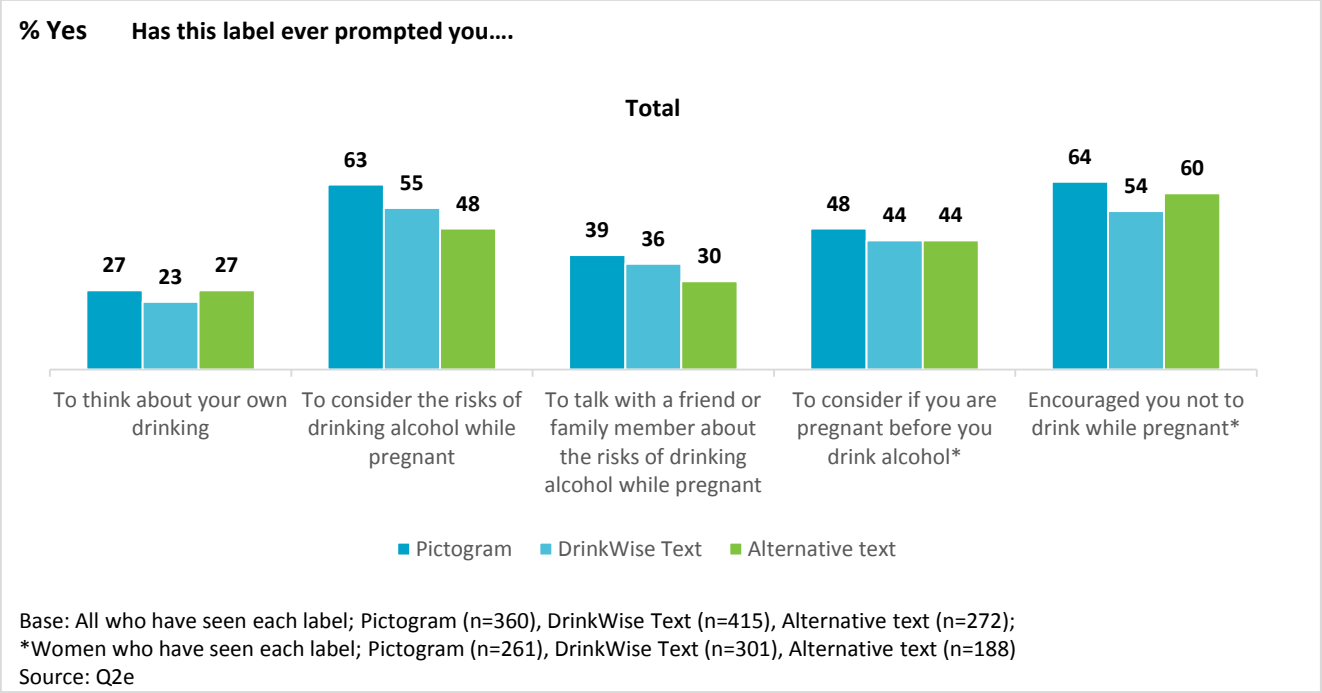
- Across all three population groups of interest, each of the labels have most commonly:
  - prompted consumers to consider the risks of drinking alcohol while pregnant, and
  - encouraged women not to drink while pregnant.

  This is followed by prompting women to consider if they are pregnant before drinking alcohol, prompting people to discuss the risks with others, and prompting people to think about their own drinking.

- On the whole, the three labels perform similarly for each of the five potential effects measured. Exceptions to this are:
  - The pictogram has prompted more consumers to consider the risks of drinking alcohol while pregnant than the DrinkWise or alternative text have (the alternative text has least effect in this regard). The pictogram has also encouraged more women not to drink while pregnant than the DrinkWise text has.
  - However, the alternative text is more likely than the pictogram to prompt women with children to think about their own drinking. Conversely, the pictogram and DrinkWise text are more likely than the alternative text to prompt women with children to consider if they are pregnant before drinking.

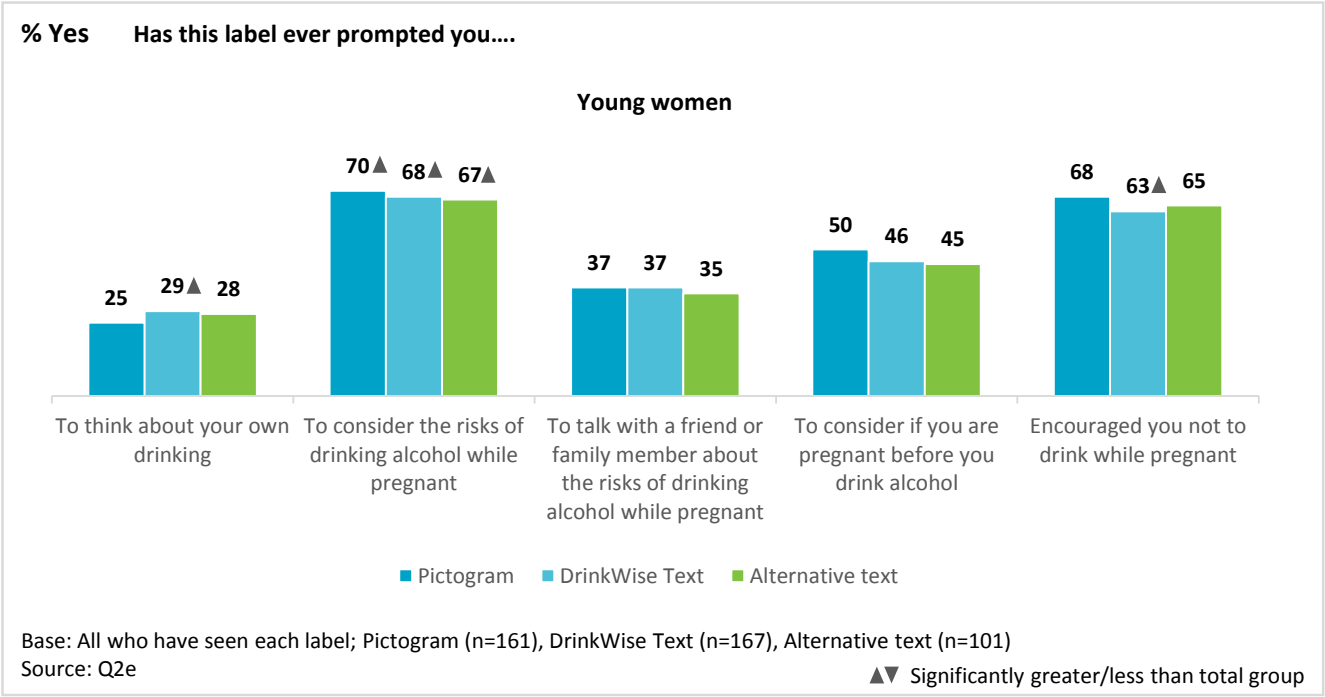
The reader is reminded that these results are based on those who recalled the labels.

Chart 11: Personal impact of labels – total sample



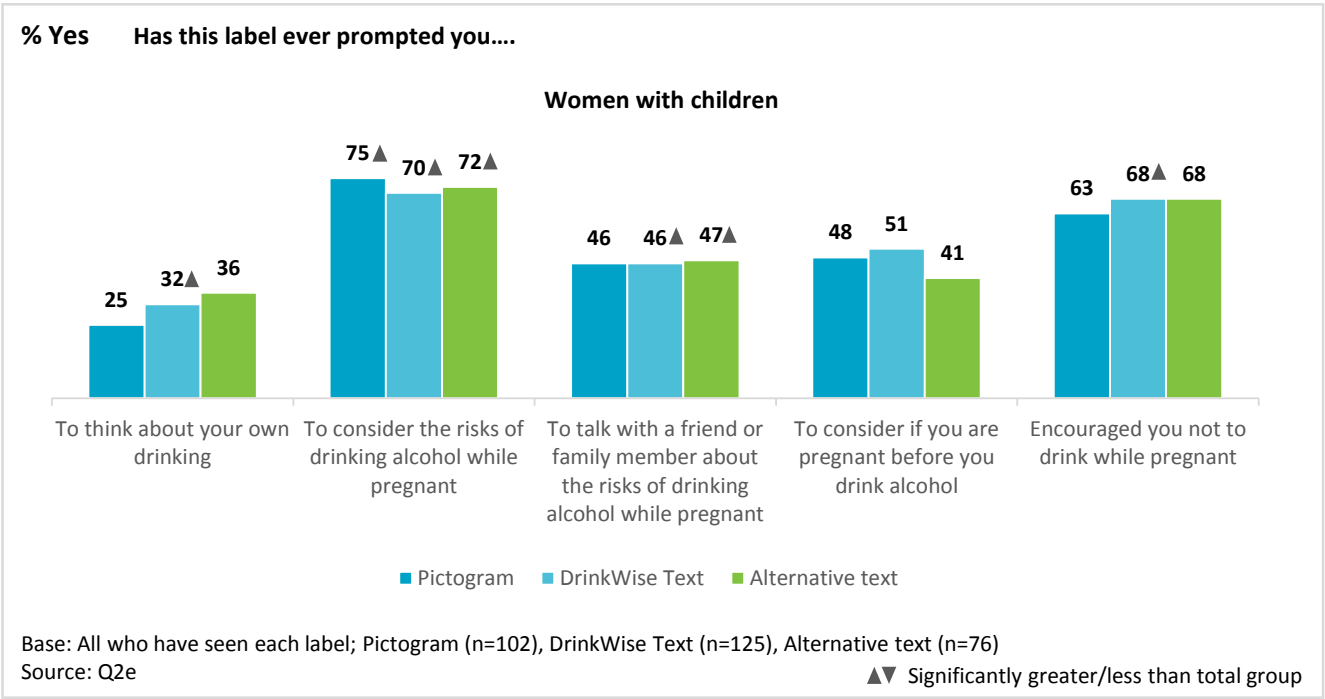
Base: All who have seen each label; Pictogram (n=360), DrinkWise Text (n=415), Alternative text (n=272);
*Women who have seen each label; Pictogram (n=261), DrinkWise Text (n=301), Alternative text (n=188)
Source: Q2e

Chart 12: Personal impact of labels – young women



Base: All who have seen each label; Pictogram (n=161), DrinkWise Text (n=167), Alternative text (n=101)
Source: Q2e
▲▼ Significantly greater/less than total group

Chart 13: Personal impact of labels – women with children



Base: All who have seen each label; Pictogram (n=102), DrinkWise Text (n=125), Alternative text (n=76)
Source: Q2e
▲▼ Significantly greater/less than total group

Demographic patterns are detailed in Appendix D. Key points of interest are:

- Across all five potential effects, Asian consumers are more likely than other ethnic groups to have been prompted by the labels to do these things.
- Women who have been pregnant – or tried to become pregnant – are more likely than women who have not, to have been prompted by labels to consider the risks of drinking alcohol while pregnant, talked with a friend or family member about the risks, considered if they are pregnant before they drank alcohol, and been encouraged by the labels not to drink while pregnant.

Effectiveness of labels on message clarity

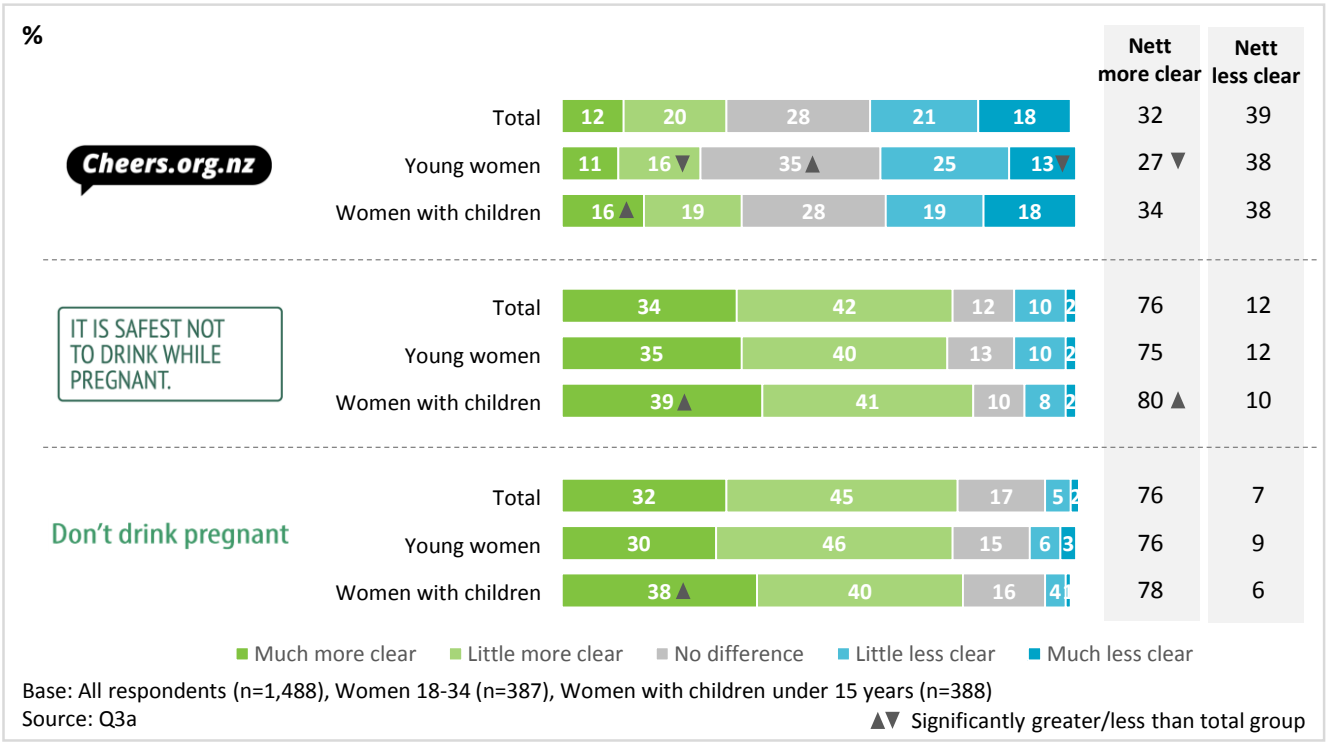
This section explores how to improve message clarity.

Perceived impact of label on clarity of message

Respondents were visually prompted with three versions of the pictogram, each with added text (the text is displayed in the chart below).

They were then asked whether each version of the label made the message more or less clear.

Chart 14: Perceived impact of label on clarity of message



Base: All respondents (n=1,488), Women 18-34 (n=387), Women with children under 15 years (n=388)
Source: Q3a

▲▼ Significantly greater/less than total group

Message clarity is best enhanced by adding either the DrinkWise text or the alternative text; three quarters or more in each of the population groups consider each of these to make the label either much or a little clearer. Few feel that these additions would make the message less clear, although the alternative text performs slightly better than the DrinkWise text in this regard.

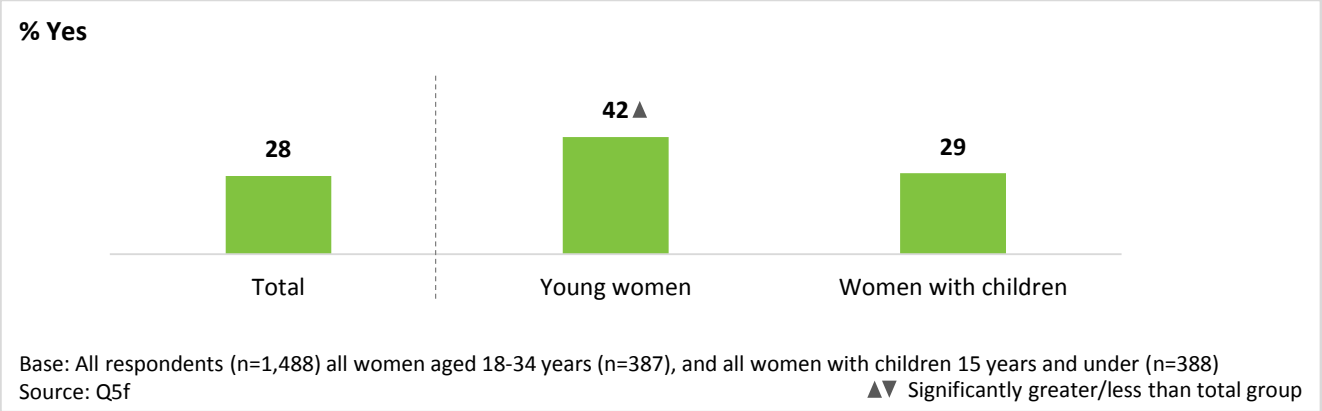
Adding the cheers.org.nz website address would create significant confusion – nearly four in ten in each of the population groups say this would make the label less clear.

There is little demographic variation (see last table in Appendix D)

Awareness of website cheers.org.nz

Respondents were asked if they had heard of the website cheers.org.nz.

Chart 15: Awareness or website cheers.org.nz



Base: All respondents (n=1,488) all women aged 18-34 years (n=387), and all women with children 15 years and under (n=388)
Source: Q5f
▲▼ Significantly greater/less than total group

Awareness of the cheers.org.nz website is fairly low among all consumers (28%) and women with children (29%), but significantly higher among young women (42%).

Suggestions for improving message clarity

Without prompting with possible ideas, all respondents were asked what would make the message clearer. Results are presented in the table below.

Table 7: Suggestions for improving message clarity

	Total (1488) %	Young women (387) %	Women with children (388) %
Explain/show link between drinking while pregnant and harm to baby/mother	**27**	**29**	**30**
Explain why/that it can harm the mother/baby/FAS	25	27	28
Similar to the warnings on cigarette packets	2	3	2
Show a photo of the effects/ a foetus/FAS	1	2	1
More specific/direct/clear wording	**20**	**25 ▲**	**22**
'Don't drink alcohol while/if pregnant'/ 'Don't drink pregnant'	8	8	8
Clear/straightforward/direct message	7	6	6
Better wording/grammar/sentence structure	3	6	5
Use of the word 'safest' is too vague	3	5	5
Add while trying to conceive/lactating/any chance of pregnancy	2	2	3
'Do not drink at all while pregnant'/ 'No amount of alcohol is safe'	2	3	2
Bigger/bold/red/bright/eye catching	**14**	**7 ▼**	**10**
Have both an image and a written message	**6**	**10**	**11 ▲**
Pictogram alone is sufficient/improve the pictogram	**5**	**4**	**6**
The picture/image alone is clear/ improve the pictogram	3	2	5
Show a baby in her belly	1	2	1
Have an 'X' through the picture	1	1	1
Other	**7**	**7**	**5**
Other	5	4	3
Add a link to the website	1	2	2
Should be posters in stores/education not just on bottles	1	1	*
Don't know/nothing	**35**	**36**	**35**

Base: All respondents
Source: Q3b
*denotes % between 0.0 and 0.5%
▲▼denotes %s that are significantly higher/lower than in the total sample

The most common suggestion is for a better explanation or portrayal of the link between drinking while pregnant and the harm that is done (27%). This is followed by various suggestions for improving (or adding) text to clarify the message (20%).

To further illustrate the types of suggestions made, some verbatim quotes are provided below.

> *"These labels appear to assume that women already know the risks of drinking during pregnancy and are simply there to reinforce this. However, many women don't know the risks. The sample labels don't have any information about the risks; even a link to the website wouldn't be a huge deterrent as someone in the middle of a drinking session is unlikely to stop and check out a website for more information. A more effective message may be, 'Alcohol will harm an unborn child'."* Woman 18-34

> *"Straight to the point, pregnant women must not drink alcohol."* Woman 18-34

"Bigger label on the product." Woman 18-34

"Image instead of words." Woman with child(ren)

"Beside the picture explain what would happen to your baby if you drink while you pregnant." Woman with child(ren)

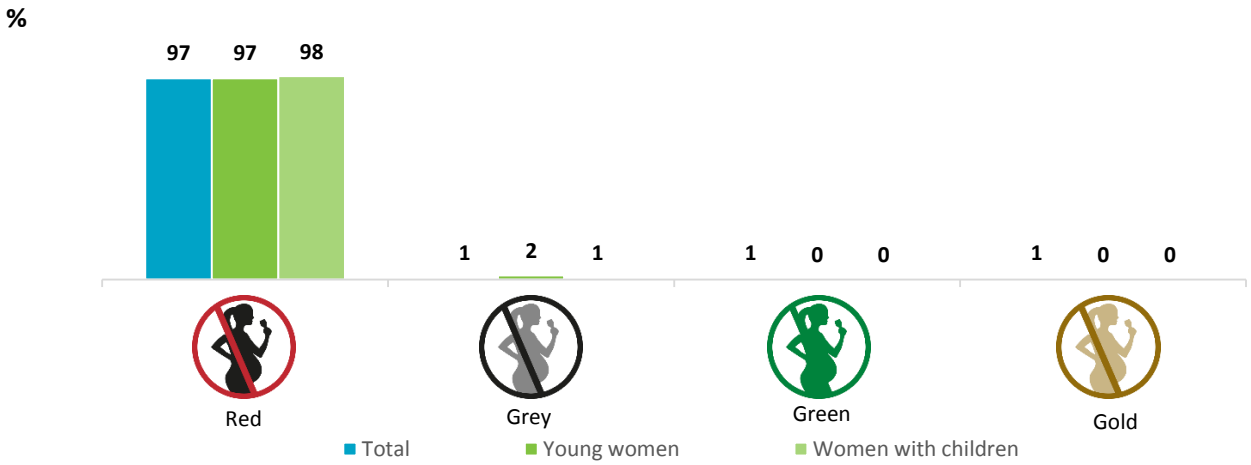
Effectiveness of colour

This section examines the effectiveness of colour in conveying a warning.

Colour association with warning

Respondents were visually prompted with the pictogram in different colours (as shown in the chart below). These were based on those found in industry guidelines. They were then asked which label looks most like a warning.

Chart 16: Colour association with warning



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children 15 years and under (n=388)
Source: Q4a

Virtually all consumers associate red with a warning.

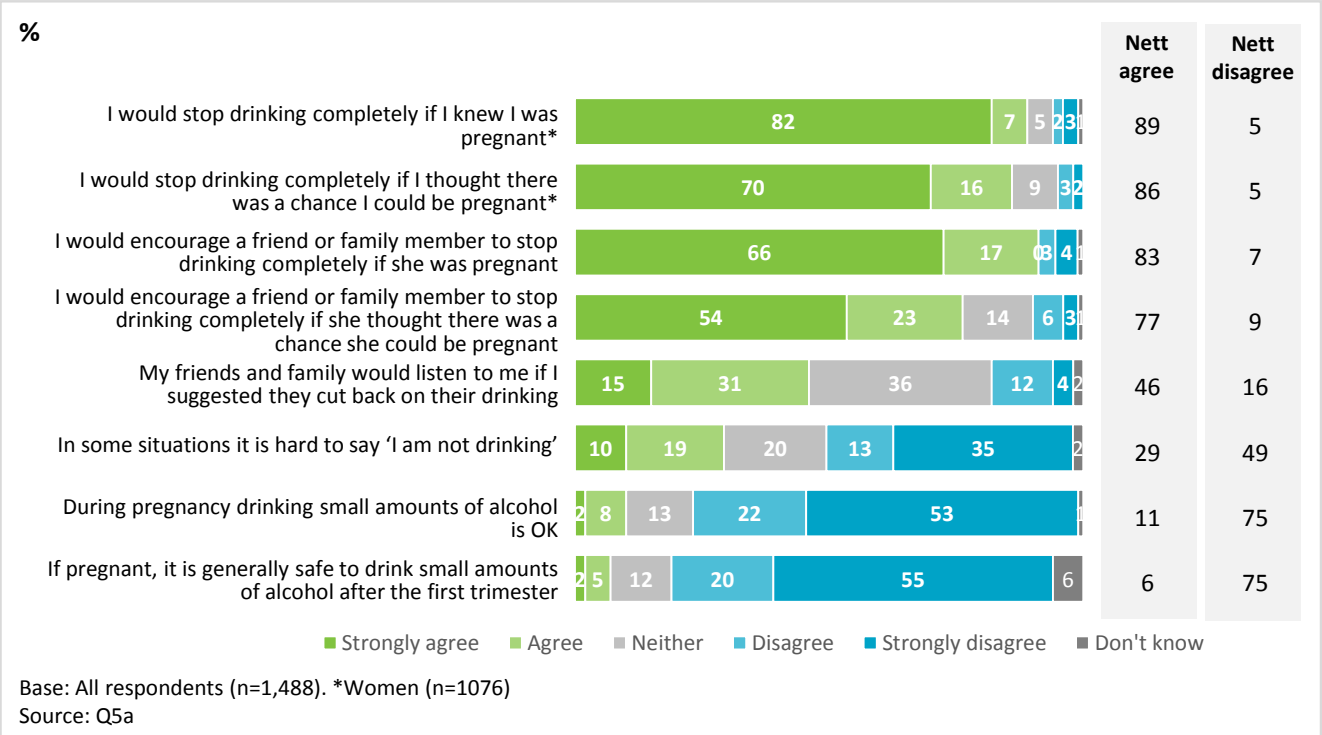
General attitudes towards drinking

This section explores the target audiences' attitudes towards drinking alcohol and their self-reported knowledge of the risks and harms of drinking alcohol.

Attitudes towards drinking

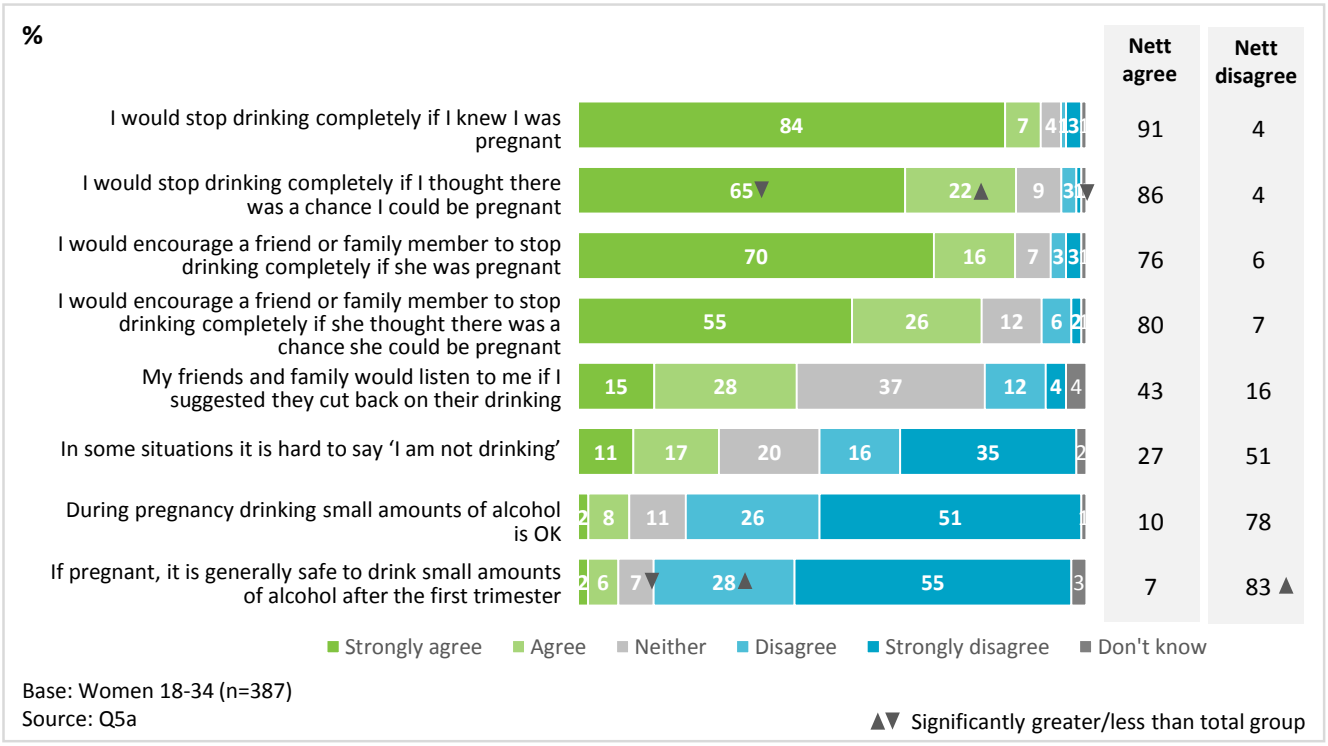
Respondents were asked how much they agree or disagree with a series of statements depicting attitudes towards drinking alcohol. Responses are illustrated in the next three charts.

Chart 17: Attitudes towards drinking – total sample



Base: All respondents (n=1,488). *Women (n=1076)
Source: Q5a

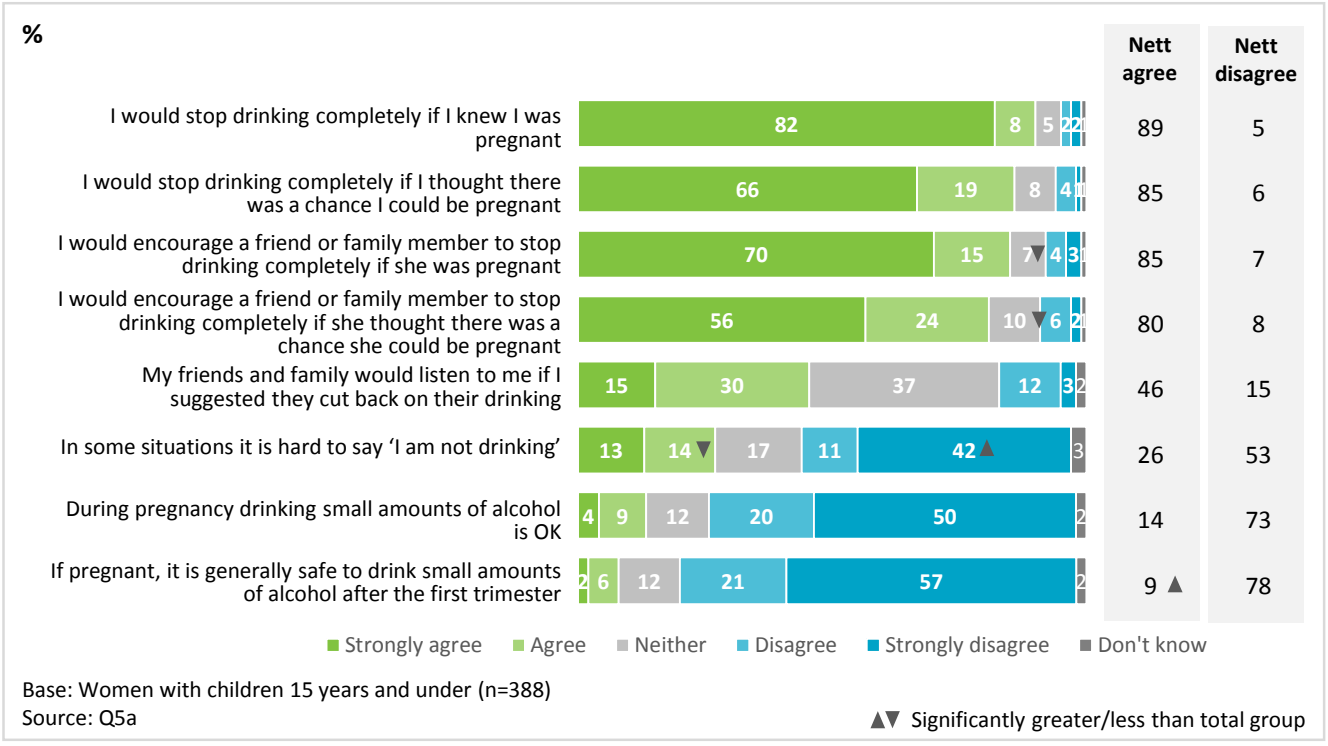
Chart 18: Attitudes towards drinking – women 18-34 years



Base: Women 18-34 (n=387)
Source: Q5a

▲▼ Significantly greater/less than total group

Chart 19: Attitudes towards drinking – women with children 15 years and under



Base: Women with children 15 years and under (n=388)
Source: Q5a

▲▼ Significantly greater/less than total group

Self-reported knowledge of risks and harms of drinking alcohol

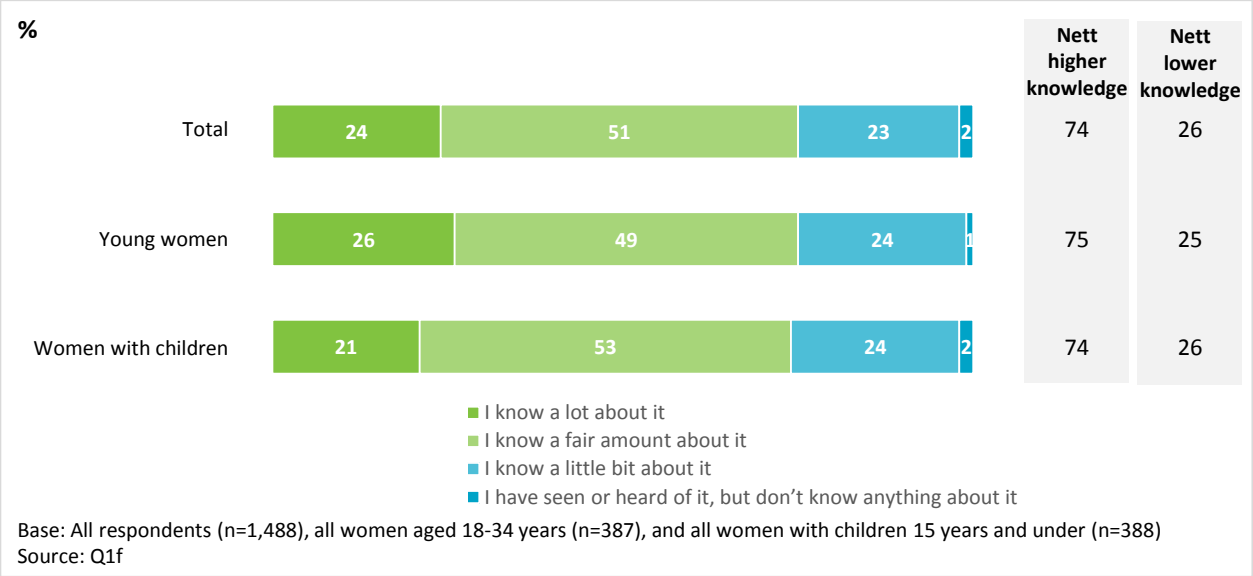
Respondents were asked how much they know about the risks and harms of drinking alcohol.

In each of the audience groups, around three quarters of consumers say the know 'a lot' or a 'fair amount' about the risks and harms of drinking alcohol, and around a quarter say they know only a 'little bit' or don't know anything about it.

Additional analysis shows that consumers who self-report higher knowledge of the risks also have higher awareness of warning messages on alcohol products (36% of those with higher knowledge are aware of these messages compared to 29% of those with lower knowledge).

We cannot infer causality from the above relationship. Consumers with high or moderate risks of alcohol dependency are also more likely than consumers with low risk of alcohol dependency to 1) be aware of warning messages on alcohol products, and 2) self-report higher knowledge of the risks and harms of drinking alcohol and awareness of warning messages on alcohol products.[16]

Chart 20: Self-reported knowledge or risks and harms of drinking alcohol



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children 15 years and under (n=388)
Source: Q1f

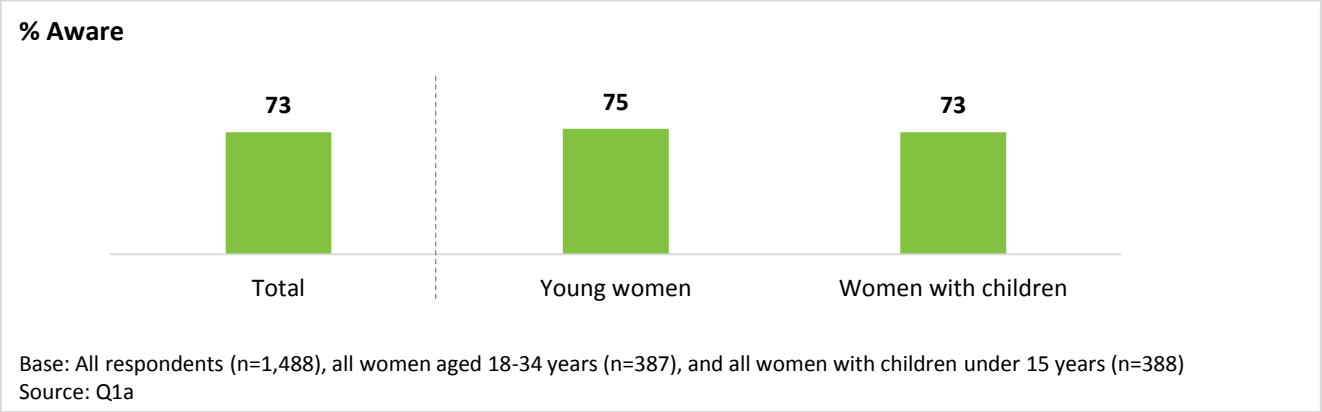
[16] 82% of those with a high risk, 78% of those with a moderate risk, and 70% of those with a low risk of alcohol dependency self-report as having a higher knowledge of the risks and harms of drinking alcohol.

Appendix A: detailed results on recall of warning messages

Unprompted awareness of any warning messages

Without prompting, respondents were asked whether they have recently seen or heard any messages or warning about drinking alcohol, or the risks or harms of drinking alcohol.

Chart 21: Unprompted awareness of warning messages



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q1a

Sources of alcohol warning messages (unprompted)

Respondents were asked where they have recently seen or heard messages or warnings about drinking alcohol, or the risks and harms of drinking alcohol. The results presented are based on all respondents.

Table 8: Sources of alcohol warning messages (unprompted)

	Total (1488) %	Young women (387) %	Women with children (388) %
On television	56	52	57
Newspapers or magazines	22	*11* ▼	*16* ▼
On news websites	18	17	*13* ▼
On social networks (eg, Facebook, Twitter, YouTube)	16	*28* ▲	*23* ▲
On the radio	15	*20* ▲	15
Medical practitioner offices (eg, at the doctor's or hospital)	15	14	16
Outdoor posters or billboards	12	12	11
On alcohol products themselves	*11*	*15* ▲	*11*
From a friend, family member or colleague	9	11	9
Retail stores that sell alcohol products (eg, liquor stores, supermarkets)	9	*13* ▲	9
Bars, clubs, sports clubs	9	*13* ▲	6
From a health professional	6	7	8
On other websites	*	-	*
Somewhere else	1	2	1
Don't know	1	1	1
None	27	25	27

Base: All respondents. Source: Q1a, Q1b
*denotes % between 0.0 and 0.5
▼▲denotes %s that are significantly lower/higher than in the total sample

Unprompted understanding of alcohol warning messages

To understand the nature of the messages and warnings communicated, respondents were asked what the messages or warnings they recently saw or heard were about. They were not prompted with possible answers.

In the table below categories that are similar have been grouped together and presented as a 'nett score' (see bolded descriptions and figures) – each nett score figure gives the percentage of respondents that gave at least one of the more detailed reasons (which are listed below the nett score).

Results presented in the table are based on all respondents.

Table 9: Unprompted understanding of alcohol warning messages

	Total (1488) %	Young women (387) %	Women with children (388) %
Drinking and driving	**27**	**28**	**27**
Don't drink and drive/dangers/consequences of drink driving	14	14	13
Drink Driving (non specific)	6	9	7
About the alcohol limit for driving being lowered	4	3	5
Accidents caused by drink drivers	2	*	2
Get a sober driver to drive	1	1	1
Don't let anyone drink drive	1	1	*
If you drink and drive you will get caught/lose your licence	1	*	1
Drink driving kills	1	1	1
Drink driving is stupid/you're an idiot if you drink and drive	1	-	*
Drinking and health/general risks and harms	**14**	*10* ▼	11
Alcohol/excessive drinking affects health (cancer, breast cancer, gout, liver disease)	6	*3* ▼	4
Dangers/risks associated with drinking too much/excessive/binge drinking	5	5	3
The harm/effects that alcohol causes	2	1	2
Drinking alcohol/excessive alcohol can cause death	1	-	1
Alcohol affects our mental state/decision making/loss of memory/depression	1	*	*
Addiction/alcoholism	1	1	*
Alcohol is dangerous/bad/not good for you/don't drink	1	1	*
Controlling your drinking/seeking help	**12**	**16**	**13**
Drink responsibly/smarter/in moderation/don't drink to excess	7	9	5
Looking at your drinking behaviour to establish whether you have a problem	2	3	3
Yeah Nah/Yeah or Nah ad	2	2	3
About getting help for alcohol-related problems	1	2	3
Recommended alcohol intake	1	1	1
Know when to say when/know your limit	1	2	2
Drinking and pregnancy (may or may not be related to labels)	**7**	*17* ▲	*13* ▲
Don't drink when pregnant/drinking is harmful to pregnant women	5	*15* ▲	*11* ▲
Alcohol can harm unborn baby/foetus	2	2	3
Drinking and social consequences/violence	**6**	*3* ▼	**5**
Alcohol can lead to violence/domestic violence	4	*1* ▼	3
How drinking impacts relationships/families/people in your life	2	1	2
Effects on social behaviour when consuming too much alcohol	1	*	*

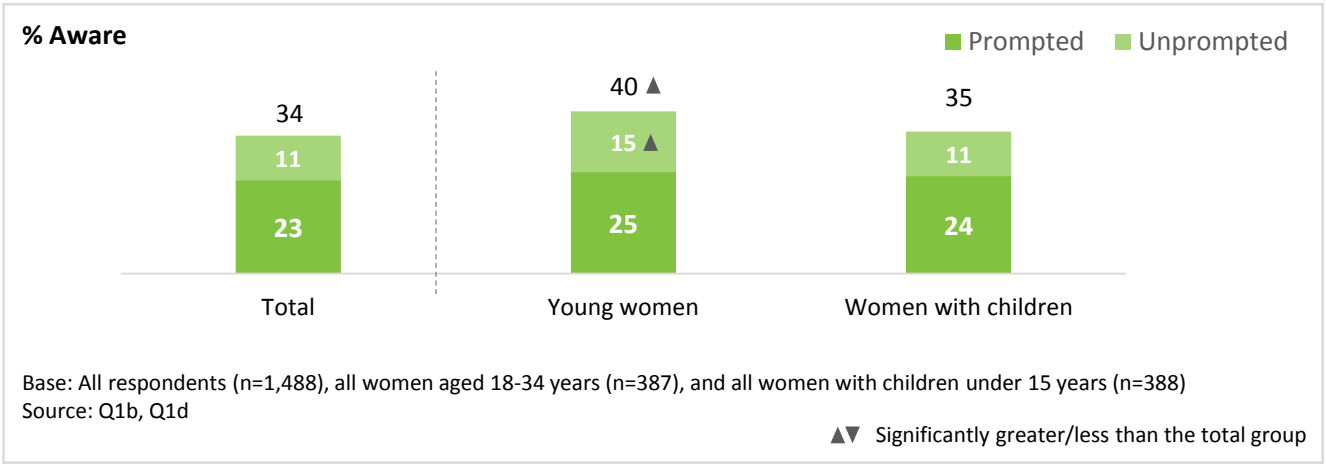
Other	**7**	**9**	**7**
Other	5	6	4
Alcohol issues with youth drinking	1	1	1
Don't do drugs and drive/dangers/consequences of driving on drugs	1	1	1
Dangers for women, e.g., drink spiking, rape	1	1	-
Smoking	*	*	1
Nothing/Don't know	**19**	**17**	**16**
Do not recall any warnings or messages	**27**	**25**	**27**

Base: All respondents.
Source: Q1c
*denotes % between 0.0 and 0.5%
▼▲denotes %s that are significantly lower/higher than in the total sample
Totals may not add to 100% due to multiple responses

Total awareness of warning messages on alcohol products (unprompted and prompted combined)

Respondents who had not mentioned seeing warnings or messages on alcohol products in the earlier unprompted question were subsequently asked about this in a prompted manner. The results below combine both the unprompted and prompted awareness results and are based on all respondents.

Chart 22: Total awareness of warning messages on alcohol products



Base: All respondents (n=1,488), all women aged 18-34 years (n=387), and all women with children under 15 years (n=388)
Source: Q1b, Q1d
▲▼ Significantly greater/less than the total group

Description of warning or message on alcohol product (unprompted)

Without prompting, respondents who recalled seeing warnings or messages on alcohol products were asked to describe what they saw. Results below are based on all respondents.

Table 10: Description of warning or message on alcohol product (unprompted)

	Total (1488) %	Young women (387) %	Women with children (388) %
Alcohol pregnancy warning labels	**9**	**16 ▲**	**10**
Don't drink while pregnant	4	4	4
Warning...Drinking while pregnant is not recommended/risky/may cause harm	3	5	2
A picture of a pregnant lady with a diagonal line through it	2	4	3
Drinking while pregnant can/will harm your unborn baby/foetus	1	1	*
Picture of a pregnant lady drinking - no mention of diagonal line through it	1	2	2
Drink responsibly/in moderation	**7**	**8**	**5**
Drink responsibly	6	7	4
Warning about excessive consumption/drinking	1	1	1
Drink in moderation/sensibly	*	*	*
Information about alcohol content	**3**	**2**	**2**
The number of standard drinks in that bottle	3	2	2
The alcohol percentage	1	-	*
The amount of standard units you are consuming	*	*	-
Drink driving warnings/messages	**2**	**3**	**1**
Don't drink and drive	1	3	1
Picture of a car with a line through it	*	-	-
Drinking limits for driving	*	*	-
Other	**4**	**3**	**3**
Other	2	2	1
I saw on TV/TV ad/newspaper article/road sign/radio	1	-	1
Warning in small print	1	1	*
Alcohol is not good for your health/too much harms health	1	11	*
Under 18 not allowed to drink alcohol	*	1	*
Don't know/Nothing	**14**	**12**	**16**
Don't know	14	12	16
No/nothing	*	-	-
Do not recall any warnings or messages on alcohol products	**66**	**60**	**66**

Base: Those who have seen a message or warning on an alcohol product itself.
Source: Q1e
*denotes % between 0.0 and 0.5%
▲denotes % that is significantly higher than in the total sample
Totals may not add to 100% due to multiple responses

Appendix B: Sample profiles

This section provides demographic profiles of the three population groups of interest.

Table 11: Gender

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Male	412	713	**48**	-	-	**-**	-	-	**-**
Female	1076	775	**58**	387	231	**100**	388	229	**100**

Table 12: Age

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
18-29	273	312	**21**	212	158	**68**	51	43	**19**
30-49	651	593	**40**	175	73	**32**	290	169	**74**
50-69	448	333	**22**	-	-	**-**	47	17	**7**
70+	116	250	**17**	-	-	**-**	-	-	**-**

Table 13: Ethnicity

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
NZ European/Other ethnicity people	1019	1166	**78**	277	183	**80**	224	154	**67**
Māori people	194	175	**12**	34	22	**10**	63	38	**17**
Pacific Island people	84	85	**6**	20	15	**7**	43	32	**14**
Asian people	322	180	**12**	90	31	**13**	97	31	**13**

Table 14: Children under 15

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
No children under 15	975	1073	**72**	248	150	**65**	-	-	**-**
Any children under 15	513	415	**28**	139	80	**35**	388	229	**100**
Pre-school age	240	200	**13**	108	65	**28**	179	107	**47**
Primary-school age	306	242	**16**	68	38	**17**	245	149	**65**
Early secondary school age	119	92	**6**	12	5	**2**	88	49	**21**

Table 15: Income group

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Low income	455	565	**38**	106	80	**34**	114	78	**34**
High income	1033	923	**62**	281	151	**66**	274	151	**66**

Table 16: Highest level of education completed

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Primary or secondary school	312	357	**24**	56	39	**17**	61	40	**17**
Tertiary certificate/diploma	463	493	**33**	97	61	**27**	124	80	**35**
University qualification	675	597	**40**	225	125	**54**	193	104	**45**

Table 17: Region

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Auckland	506	477	**32**	152	87	**38**	139	78	**34**
Wellington	197	168	**11**	51	27	**12**	51	21	**8**
Other North Island	465	474	**32**	103	64	**28**	123	71	**31**
Canterbury	174	199	**13**	52	29	**13**	45	34	**15**
Other South Island	146	171	**11**	29	24	**10**	30	24	**10**

Table 18: Risk of alcohol dependency (based on AUDIT-C scores) – see Appendix C for definitions

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Low risk	801	760	**51**	196	110	**48**	215	115	**50**
Moderate risk	629	652	**44**	178	112	**49**	156	103	**45**
High risk	58	76	**5**	13	9	**4**	17	11	**5**

Table 19: Pregnancy history

	Total			Young women			Women with children		
	Counts (unweighted)	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*	*Counts (unweighted)*	*Counts (weighted)*	*% (weighted)*
Tried to become pregnant	360	245	**16**	139	82	**35**	272	171	**75**
Currently pregnant	23	16	**1**	19	12	**5**	18	11	**5**
Been pregnant	416	284	**19**	159	95	**41**	323	202	**88**
Never been or tried to become pregnant	230	147	**10**	197	117	**51**	9	6	**3**

Appendix C: Calculation of risk of alcohol dependency

Respondents were categorised into low, medium, and high risk of risk of alcohol dependency using AUDIT-C (Alcohol Use Disorders Identification Test) definitions[17].

Respondents were initially assigned three scores for each of: frequency of drinking, number of drinks on a typical day, and frequency of drinking 6 or more drinks).

Table 20: Score assignments

Question/response category	Score
Frequency of drinking (Q5b and 5c)	
Never	0
Monthly or less	1
Up to 4 times a month	2
Uo to 3 times a week	3
4 or more times a week	4
How many drinks on typical day (Q5b and 5d)	
Never	0
1 or 2	0
3 or 4	1
5 or 6	2
7 to 9	3
10 to 11	4
12 or more	4
Frequency of 6 or more drinks (Q5e)	
Never	0
Less than monthly	1
Monthly	2
Weekly	3
Daily	4

Source: Questions 5b, 5d, 5d, and 5e

An overall score was then calculated for each respondent by summing the three scores related to the three measures in the previous table. Using the overall scores, respondents were then categorised into 'low risk' 'moderate risk', or 'high risk' of alcohol dependency as follows:

Table 21: Risks of alcohol dependency definitions (using overall scores)

	Men	Women
Low risk	0-3	0-2
Medium risk	4-7	3-7
High risk	8-12	8-12

[17] Babor, T., Higgins-Biddle, J., Saunders, J., Monteiro, M. (2001) AUDIT: The Alcohol Use Disorders Identification Test – Guidelines for Use in Primary Care (second edition), A World Health organisation publication. http://www.talkingalcohol.com/files/pdfs/WHO_audit.pdf

Appendix D: Demographic analysis

This section provided detailed demographic analysis for several key questions. Text in black denotes significant subgroup differences. *Blue italicised font* denotes subgroup differences that are not statistically significant, but have been included to provide context for those subgroup difference that are statistically significant. For example, in the table below we see that higher income households are more likely than lower income households to be aware of the pictogram. However, as the blue text indicates under the DrinkWise text column this does not mean that higher income households are more aware of the pictogram than the DrinkWise text.

Table 22: Prompted awareness of labels – demographic analysis (Q2a)

Demographic groups with higher awareness	DrinkWise pictogram	DrinkWise text	Alternative text
Total sample (all 18+)			
Youth (18-29 years)	50%, vs 18% of those 30+	54%, vs 22% of those 30+	31%, vs 15% of those 30+
Those with children under 15	33%, vs 22% of those with no children under 15	35%, vs 26% of those with no children under 15	23%, vs 17% of those with no children under 15
Those with pre-school children	40%, vs 31% of those with primary school aged children and 24% of those with secondary aged children	43%, vs *35% of those with primary school aged children* and 29% of those with secondary aged children	30%, vs *25% of those with primary school aged children* 16% and of those with secondary aged children
Higher income households	30%, vs 17% of lower income households	*31%, vs 25% of lower income households*	21%, vs 14% of lower income households
University qualified	34%, vs 21% of those with tertiary certificate/diploma and 17% of those with only primary/secondary school	34%, vs 26% of those with tertiary certificate/diploma and 25% of those with only primary/secondary school	*41%, vs 29% of those with tertiary certificate/diploma and 29% of those with only primary/secondary school*
High and moderate risk of alcohol dependency	34% and 33% respectively, vs 17% of low risk	47% and 36% respectively, vs 21% of low risk	*13%* and 47% respectively, vs 14% of low risk
Young women			
High or moderate risk of alcohol dependency	55%, vs 37% for low risk	60% vs 37% for low risk	*64% vs 31% for low risk*
Primary or secondary school (only) qualification	*53%, vs 39% of those with tertiary certificate/diploma and 49% of those with a University qualification*	65%, vs 45% of those with tertiary certificate/diploma and 46% of those with a University qualification	*56%, vs 46% of those with tertiary certificate/diploma and 47% of those with a University qualification*
NZ European/other	35%, vs 21% of Asian	51%, vs 31% of Asian	*46%, vs 40% of Asian*
Women with children			
Women with pre-school aged children	38%, vs 28% with primary school aged children and 19% with early secondary school aged children	46%, vs 36% with primary school aged children and 27% with early secondary school aged children	*43%, vs 36% with primary school aged children and 34% with early secondary school aged children*
Lower income households	38%, vs 26% of higher income households	48%, vs 30% of higher income households	*42%, vs 35% of higher income households*
Māori	*29%, vs 19% of Pacific, 21% of Asian, and 35% of NZ Europeans/other*	49%, vs 24% of Pacific, 30% of Asian, and *38% of NZ Europeans/other*	33%, vs *16% of Pacific, 22% of Asian,* and 20% of NZ Europeans

Blue italicised font denotes figures that are not statistically significant. These are included for the purposes of comparison.

Table 23: Personal impact of labels – demographic analysis (Q2e)

Demographic groups who are more likely to say 'yes'	DrinkWise pictogram	DrinkWise text	Alternative text
To think about your own drinking			
Total	*Women 29% vs men 26%* Asian 54% vs 23% NZE, *35% Māori* *Pre-school age (33%) and Primary school age (29%) children vs no children (24%)* *Tried to become pregnant (30%) and been pregnant (32%) vs never been or tried to become pregnant (24%)*	Women 28% vs men 17% Asian 45% vs 19% NZE, 19% Māori Pre-school age (34%) and Primary school age (38%) children vs no children (18%) *Tried to become pregnant (31%) and been pregnant (30%) vs never been or tried to become pregnant (25%)*	*Women 28% vs men 27%* Asian 55% vs 21% NZE, 38% Māori *Pre-school age (43%) and Primary school age (40%) children vs no children (19%)* Tried to become pregnant (36%) and been pregnant (40%) vs never been or tried to become pregnant (16%)
Young women	*Low risk of alcohol dependency (26%) vs moderate risk (24%)*	*Low risk of alcohol dependency (28%) vs moderate risk (28%)*	Low risk of alcohol dependency (42%) vs moderate risk (17%)
Women with children	-	-	-
To consider the risks of drinking alcohol while pregnant			
Total	Women (71%) vs men (55%) *Asian (74%) vs NZE (60%) Pre-school age children (72%) vs no children (63%)* Tried to become pregnant (84%) and been pregnant (76%), vs never been pregnant (58%)	Women (64%) vs men (46%) Asian (75%) vs NZE (50%) Pre-school age children (70%) vs no children (51%) *Tried to become pregnant (70%) and been pregnant (69%), vs never been pregnant (62%)*	Women (63%) vs men (35%) Asian (65%) vs NZE (43%) Pre-school age children (63%) vs no children (42%) Tried to become pregnant (76%) and been pregnant (75%), vs never been pregnant (49%)
Young women	Moderate risk of alcohol dependency (78%) vs low risk (57%) Tried to become pregnant (84%) and been pregnant (78%), vs never been pregnant (60%)	*Moderate risk of alcohol dependency (72%) vs low risk (69%)* *Tried to become pregnant (75%) and been pregnant (73%), vs never been pregnant (62%)*	*Moderate risk of alcohol dependency (60%) vs low risk (72%)* Tried to become pregnant (81%) and been pregnant (79%), vs never been pregnant (52%)
Women with children	-	-	-
Talk with a friend or family member about the risks of drinking alcohol while pregnant			
Total	Asian (62%) vs NZE (35%) and *Māori (39%)* *Pre-school (48%) and primary school age children (47%) vs no children (36%)* Tried to become pregnant (43%) and been pregnant (46%), vs never been pregnant (23%)	Asian (61%) vs NZE (29%) and Māori (38%) Pre-school (51%) and primary school age children (45%) vs no children (31%) *Tried to become pregnant (42%)* and been pregnant (44%), vs never been pregnant (27%)	Asian (63%) vs NZE (22%) and *Māori (52%)* Pre-school (43%) and *primary school age children (36%)* vs no children (31%) Tried to become pregnant (47%) and been pregnant (50%), vs never been pregnant (23%)

Young women	*Pre-school age children (49%) vs no children (32%)* *Lower income households (44%) vs higher income (33%)* Been pregnant (51%) vs never been pregnant (26%)	Pre-school age children (55%) vs no children (30%) Lower income households (51%) vs higher income (28%) Been pregnant (47%) vs never been pregnant (27%)	*Pre-school age children (47%) vs no children (29%)* *Lower income households (40%) vs higher income (31%)* *Been pregnant (47%) vs never been pregnant (25%)*
Women with children	-	-	-
To consider if you are pregnant before you drink alcohol			
Total (women)	*Asian (61%) vs NZE (45%)* *Low risk of alcohol dependency (54%) vs moderate risk (45%)* *Been pregnant (52%) vs never been pregnant (40%)*	Asian (69%) vs NZE (40%) *Low risk of alcohol dependency (51%) vs moderate risk (41%)* *Been pregnant (51%) vs never been pregnant (38%)*	Asian (65%) vs NZE (40%) Low risk of alcohol dependency (57%) vs moderate risk (36%) Been pregnant (53%) vs never been pregnant (32%)
Young women	-	-	-
Women with children	-	-	-
Encouraged you not to drink while pregnant			
Total (women)	Asian (81%) vs NZE (61%) *Pre-school age (73%) and Primary school age (58%) children vs no children (65%)* *Low risk of alcohol dependency (72%) vs moderate risk (60%)* Tried to become pregnant (73%) and *been pregnant (64%)* vs never been pregnant (56%)	Asian (80%) vs NZE (49%) Pre-school age (78%) and Primary school age (67%) children vs no children (46%) *Low risk of alcohol dependency (60%) vs moderate risk (50%)* Tried to become pregnant (69%) and been pregnant (64%) vs never been pregnant (48%)	Asian (79%) vs NZE (54%) *Pre-school age (70%) and Primary school age (63%) children vs no children (55%)* Low risk of alcohol dependency (77%) vs moderate risk (49%) *Tried to become pregnant (70%) and been pregnant (71%) vs never been pregnant (52%)*
Young women	*Pre-school age children (73%) vs no children (65%)* *Tried to become pregnant (73%) and been pregnant (64%) vs never been pregnant (56%)*	Pre-school age children (83%) vs no children (54%) Tried to become pregnant (83%) and been pregnant (74%) vs never been pregnant (49%)	*Pre-school age children (73%) vs no children (59%)* *Tried to become pregnant (75%) and been pregnant (76%) vs never been pregnant (55%)*
Women with children	-	-	-

Blue italicised font denotes figures that are not statistically significant. These are included for the purposes of comparison.

Table 24: Impact of text on labels (Q3a)

Demographic groups who are more likely to say 'much more clear'	Cheers.org.nz	Drinkwise text	Alternative text
Total	*Women (15%) vs men (9%)* Māori (21%), Pacific (24%), and Asian (17%) vs NZ European/other (11%) Primary school age children (17%) vs no children under 15 (11%) *Low (14%) or moderate risk (11%) of alcohol dependency vs high risk (6%)*	Women (37%) vs men (29%) *Māori (34%), Pacific (42%%), and Asian (30%) vs NZ European/other (34%)* *Primary school age children (37%) vs no children under 15 (32%)* *Low (34%) or moderate risk (32%) of alcohol dependency vs high risk (39%)*	Women (38%) vs men (25%) Māori (41%), *Pacific (39%), and Asian (34%)* vs NZ European/other (30%) *Primary school age children (36%) vs no children under 15 (31%)* Low (32%) or moderate risk (33%) of alcohol dependency vs high risk (16%)
Young women	-	-	-
Women with children	Māori (28%) vs NZ European/other (14%) Primary or secondary school education only (22%) *and tertiary certificate or diploma (18%)* vs university qualification (10%)	*Māori (36%) vs NZ European/other (41%)* Primary or secondary school education only (37%) and tertiary certificate or diploma (50%) vs university qualification (33%)	*Māori (46%) vs NZ European/other (37%)* *Primary or secondary school education only (35%) and tertiary certificate or diploma (45%) vs university qualification (33%)*

Appendix E: Questionnaire

Screening questions

Thanks for agreeing to do today's survey. Firstly we have a few questions to ensure we're surveying a wide range of people.

DP: IF QUOTA FULL OR INELIGIBLE CLOSE AFTER S7.

S1 In which one of the following regions do you live?

Northland Region	1
Auckland Region (includes the area from the Bombay Hills up to Wellsford)	2
Waikato Region	3
Bay of Plenty Region	4
Gisborne Region	5
Hawke's Bay Region	6
Taranaki Region	7
Manawatu-Wanganui Region	8
Wellington Region (includes Kapiti and the Wairarapa)	9
Tasman Region	10
Nelson Region	11
Marlborough Region	12
West Coast Region	13
Canterbury Region	14
Otago Region	15
Southland Region	16
Area outside these regions	17
Don't know	18

S2 Are you…?

Male	1
Female	2

S3 Which of the following age groups are you in?

18 - 19	1
20 - 24	2
25 - 29	3
30 - 34	4
35 - 39	5
40 - 44	6
45 - 49	7
50 - 54	8
55 - 59	9
60 - 64	11
65 - 69	12
70 - 74	13
75 Plus	14

S4 Which of these ethnic groups best describe you? You can choose more than one.

Please select all that apply.

New Zealand European	1
New Zealand Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Another Pacific Island group (please tell us)	7
Chinese	8
Indian	9
Another Asian group (please tell us)	10
Another European group (please tell us)	11
Another ethnic group (please tell us)	12
Don't know	13

S5 Including yourself, how many people usually live in your household?

One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6

S6 How many children aged **14 years or under** usually live in your household?

None	1
One	2
Two	3
Three	4
Four	5
Five	6
Six or more	7

S7 This question just helps to ensure we survey a wide range of people.

Which of the following **best describes** your annual **household** income, before tax?

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the Government, and investments, etc.

If you're unsure, your best estimate is fine.

$20,000 or Less	1
$20,001-$30,000	2
$30,001-$50,000	3
$50,001-$70,000	4
$70,001-$100,000	5
$100,001-$150,000	6
$150,001 or More	7

CHECK QUOTAS. IF NECESSARY, CLOSE WITH: I'm sorry. We have already surveyed a lot of people in a similar group to you. Thank you very much for your interest.

General awareness of alcohol warning messages

Q1a Have you recently seen or heard any messages or warnings about drinking alcohol, or the risks or harms of drinking alcohol?

Yes	1	
No	2	**GO TO Q1d**

Q1b Where have you recently seen or heard messages or warnings about drinking alcohol, or the risks and harms of drinking alcohol?

RANDOMISE BLOCKS A TO D. RANDOMISE WITHIN BLOCKS A TO C. DO NOT RANDOMISE WITHIN BLOCK D.

A	On alcohol products themselves	1
A	Retail stores that sell alcohol products (eg, liquor stores, supermarkets)	2
A	Bars, clubs, sports clubs	3
B	Medical practitioner offices (eg, at the doctor's or hospital)	4
B	From a health professional	5
B	From a friend, family member or colleague	6
C	On television	7
C	On the radio	8
C	Outdoor posters or billboards	9
C	Newspapers or magazines	10
D	On news websites	11
D	On social networks (eg, Facebook, Twitter, YouTube)	12
D	On other websites (please tell us)	13
	Somewhere else (please tell us)	14
	Don't know	15

Q1c Still thinking about the messages or warnings you recently saw or heard, what were they about? Please be as detailed as you can about what the message was telling you.

DP: INCLUDE CAN'T REMEMBER TICK BOX.

ASK Q1d IF NOT CODE 1 AT Q1b.

Q1d Just to check, have you seen any warnings or messages on **alcohol products themselves** about the risks or harms of drinking alcohol?

Yes	1	
No	2	**GO TO Q1f**

Q1e Please describe what it was you saw on **alcohol products** specifically. What did it say and what did it look like?

DP: INCLUDE CAN'T REMEMBER TICK BOX.

Q1f How much would you say you know about the risks and harms of drinking alcohol?

REVERSE CODE 1 TO 4 50% OF THE TIME.

I know a lot about it	1
I know a fair amount about it	2
I know a little bit about it	3
I have seen or heard of it, but don't know anything about it	4

Awareness and meaning of alcohol pregnancy labelling

Q2a This label is sometimes shown on alcohol products. Have you seen it before today?

RANDOMLY SELECT ONE LABEL FROM: DRINKWISE PICTOGRAM, DRINKWISE TEXT, ALTERNATIVE TEXT. SHOW LARGE LABEL AND BOTTLE DISPLAYING ACTUAL SIZE OF LABEL IN-SITU. DISPLAY ALL IMAGES IN GREYSCALE.

Yes	1
No	2

Q2b Thinking about this label, in your opinion, what does it mean?

SHOW LARGE LABEL DISPLAYED IN 2A ONLY (WITHOUT BOTTLE)

DP: INCLUDE DON'T KNOW TICK BOX.

LOOP Q2c FOR THE TWO LABELS NOT SELECTED AT Q2a. DISPLAY LABELS IN RANDOM ORDER. RECORD ORDER SHOWN.

Q2c Have you seen this label before today?

SHOW LARGE LABEL AND BOTTLE DISPLAYING ACTUAL SIZE OF LABEL IN-SITU. DISPLAY ALL IMAGES IN GREYSCALE.

Yes	1
No	2

LOOP Q2d(i) & Q2d(ii) CONSECUTIVELY FOR EACH OF THE THREE LABELS. PRESENT LABELS IN SAME ORDER AS PRESENTED AT Q2a AND Q2c.

Q2d(i) **DISPLAY FOR SECOND AND THIRD LABEL SHOWN (IN BOLD TEXT): Now look at this label.**

How likely or unlikely is it that this label would…

DISPLAY LABEL IN GREYSCALE. USE DYNAMIC GRID WITH THE FOLLOWING SCALE.

Very unlikely	1
Quite unlikely	2
Quite likely	3
Very likely	4

prompt you to talk with a friend or family member about risks of drinking alcohol while pregnant?
prompt **[IF CODE 2 AT S2:** you / **IF CODE 1 AT S2:** your friends and family**]** not to drink alcohol when pregnant?
make you think drinking a little alcohol while pregnant would be okay

Q2d(ii) And in your opinion, how well does this label…

DISPLAY LABEL IN GREYSCALE. USE DYNAMIC GRID WITH THE FOLLOWING SCALE.

Not at all well	1
Not that well	2
Quite well	3
Very well	4

show a link between pregnant women drinking alcohol and harm to an unborn child?
show that you shouldn't drink any alcohol while pregnant?

LOOP Q2e FOR EACH LABEL SEEN AT Q2a AND Q2c. PRESENT LABELS IN SAME ORDER AS PRESENTED AT Q2a AND Q2c.

Q2e **DISPLAY FOR FIRST LABEL SHOWN:** Earlier you mentioned you had seen this label on an alcohol product.

DISPLAY IF SECOND OR THIRD LABEL SHOWN: You also mentioned you had seen this label on an alcohol product.

Has **this** label ever…

	Yes	No
prompted you to think about your own drinking?	1	2
prompted you to consider the risks of drinking alcohol while pregnant?	1	2
prompted you to talk with a friend or family member about the risks of drinking alcohol while pregnant?	1	2
IF CODE 2 AT S2: prompted you to consider if you are pregnant before you drink alcohol?	1	2
IF CODE 2 AT S2: encouraged you not to drink while pregnant?	1	2

Testing understanding of text

TXTA This label is sometimes shown on alcohol products to help raise awareness that it's recommended women do not drink alcohol when pregnant, trying to get pregnant or when possibly pregnant.

DISPLAY PICTOGRAM IN GREYSCALE.

Sometimes the label is shown with other text, and sometimes it isn't.

Next we're going to show you three versions of the label with text. We would like you to tell us to what extent each label makes the message more or less clear.

Please click on the arrow to continue.

Q3a This label is sometimes shown on alcohol products to help raise awareness that it's recommended women do not drink alcohol when pregnant, trying to get pregnant or when possibly pregnant.

Does this version of the label make the message more or less clear?

USE DYNAMIC GROUP WITH THE FOLLOWING SCALE.

Makes the message much less clear	1
Makes the message a little less clear	2
Makes no difference	3
Makes the message a little more clear	4
Makes the message much more clear	5

RANDOMISE LABELS.

PICTOGRAM + DRINKWISE TEXT	1
PICTOGRAM + ALTERNATIVE TEXT	2
PICTOGRAM + CHEERS.ORG.NZ TEXT	3

Q3b In your view, what would make the message clearer?

DP: INCLUDE DON'T KNOW TICK BOX.

Testing colour

Q4a The label is sometimes shown in different colours, like in the images below.

DISPLAY FOUR VARIATIONS IN RANDOM ORDER. ALLOW RESPONDENTS TO CLICK ON THE LABEL THAT LOOKS MOST LIKE A WARNING.

Which label do you think looks most like a warning?

A	1
B	2
C	3
D	4

General attitudes

ASK ALL

Q5a How strongly do you agree or disagree with each of the following statements?

USE DYNAMIC GRID WITH THE FOLLOWING SCALE.

1 Strongly disagree	1
2	2
3	3
4	4
5 Strongly agree	5
Don't know	6

RANDOMISE BLOCKS A TO D.

A	1	During pregnancy drinking small amounts of alcohol is OK
A	8	If pregnant, it is generally safe to drink small amounts of alcohol after the first trimester
B	7	In some situations it is hard to say 'I am not drinking'
C	2	I would encourage a friend or family member to stop drinking completely if she was pregnant
C	3	I would encourage a friend or family member to stop drinking completely if she thought there was a chance she could be pregnant
C	6	My friends and family would listen to me if I suggested they cut back on their drinking
D	4	**IF CODE 2 AT S2** I would stop drinking completely if I knew I was pregnant
D	5	**IF CODE 2 AT S2** I would stop drinking completely if I thought there was a chance I could be pregnant

Q5b Now some general questions about drinking alcohol.

Have you had a drink containing alcohol in the last year?

Yes	1	
No	2	**GO TO Q5f**

Q5c How often do you have a drink containing alcohol?

Monthly or less	1
Up to four times a month	2
Up to three times a week	3
Four or more times a week	4

Q5d How many drinks containing alcohol do you have on a typical day when you are drinking?

One or two	1
Three or four	2
Five or six	3
Seven to nine	4
Ten to eleven	5
Twelve or more	6

Q5e How often do you have six or more drinks on one occasion?

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

Q5f Before today, had you heard of the website **Cheers.org.nz**?

Yes	1
No	2

Demographics

Finally we have just a few more background questions.

D1 What was the last level you **completed** in your formal education?

Primary school	1
Secondary school	2
Tertiary certificate/diploma (including Trade qualifications)	3
Bachelor's degree (or equivalent)	4
Postgraduate certificate or higher (including Honours, Post-graduate Diploma, Masters and PhD)	5
Something else (please tell us)	6
Don't know	7
Prefer not to say	8

ASK IF CODES 2 OR 7 AT S6

D2 What ages are the children that live with you who are 14 years and under?

Please select all that apply.

Pre-school age (0 to 4 years)	1
Primary school age (5 to 12 years)	2
Early secondary school age (13 to 14 years)	3

ASK D3 TO D5 IF [CODE 2 AT S2] AND [CODE 1 TO 7 AT S3]. OTHERWISE GO TO CLOSE TEXT.

D3 We have just three more questions so we can look at the results of this survey among people with different kinds of experiences.

Have you ever tried to become pregnant?

Yes	1
No	2
Don't wish to answer	3

D4 Are you currently pregnant?

Yes	1
No	2
Don't wish to answer	3

D5 Have you ever been pregnant?

Yes	1
No	2
Don't wish to answer	3