

 Start date: **2020-07-03** / End date: **2020-07-04**

## Poll overview

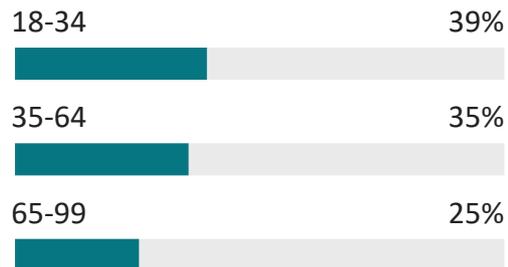


987 respondents

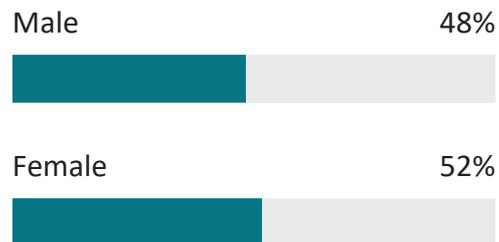


Online poll of adults 18+

### RESPONSES BY AGE



### RESPONSES BY GENDER



### RESPONSES BY LOCATION

New South Wales	29% (n=290)
Victoria	30% (n=296)
Queensland	20% (n=200)
South Australia	7% (n=70)
West Australia	9% (n=90)
Tasmania	3% (n=29)
Northern Territory	0% (n=3)
Australian Capital Territory	1% (n=9)

- Ipsos conducted the poll on behalf of the Foundation for Alcohol Research and Education
- The purpose of the poll was to test the effectiveness of different warnings about pregnancy on alcohol (*see warnings that were tested right*). Warnings were placed 'in situ' on alcohol products for respondents to see.
- Key elements of warnings tested were:
  - **Colour** - e.g. use of red, white and black [warning 1 & 2], black and white [warning 3] or existing brand colours [warning 4 & 5]
  - **Contrast** - e.g. use of a white background [warning 1, 2 & 3] or transparent background [warning 4 & 5]
  - **Signal wording** – e.g. health warning [warning 1] vs pregnancy warning [warning 2, 3, 4 & 5]
- Public support for clearer warnings was also tested
- **Note:** Warnings 1 and 2 were sourced from FSANZ reports, Warning 3 and 5 modified by FARE, and Warning 4 sourced from Alcohol Beverages Australia

## Warnings tested

Warning 1



### **HEALTH WARNING**

Alcohol can cause lifelong harm to your baby

Warning 2



### **PREGNANCY WARNING**

Alcohol can cause lifelong harm to your baby

Warning 3



### **PREGNANCY WARNING**

Alcohol can cause lifelong harm to your baby

Warning 4



### **PREGNANCY WARNING**

Alcohol can cause lifelong harm to your baby

Warning 5



### **PREGNANCY WARNING**

Alcohol can cause lifelong harm to your baby

## Summary of findings

- **Warning association:** The majority of people (96%) associate a red, black and white warning with hazard and danger. Only 4% of people associate a warning without red with hazard and danger.
- **Noticeability:**
  - A red, black and white warning is the most likely to be noticed, with 42% saying they are 'very likely' to notice it, compared to 19% for a black and white warning. The majority of people (73%) said they were 'unlikely' or 'very unlikely' to notice a warning with a transparent background.
  - The majority of people (87%) rank a red, black and white warning as most noticeable. Only 10% rank black and white as most noticeable, and 3% for warnings using existing brand colours.
- **Signal wording:** More people (67%) felt 'health warning' applied to them, compared to only 24% for 'pregnancy warning'.
- **Support:**
  - The majority of people (95%) agree that people have a right to know that drinking alcohol during pregnancy can cause lifelong harm to an unborn baby

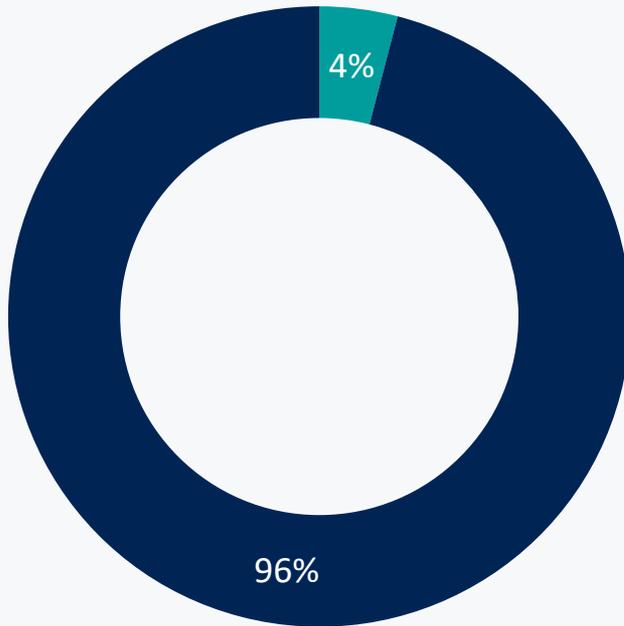
### Overall effectiveness

Based on all test questions, Warning 1 (below) was the most effective as a warning. This is because its colours have the strongest association with hazard and danger, it is the most likely to be noticed on a container and the signal wording has the most applicability to people.



**Question:** Which warning do you associate most with ‘hazard’ and ‘danger’?

**Finding:** The majority of people (96%) associate a red, black and white warning with hazard and danger. Only 4% of people associate a warning without red with hazard and danger.



■ Warning 4 (without red) ■ Warning 2 (with red)

### Warnings tested

Warning 2



**PREGNANCY WARNING**  
Alcohol can cause lifelong harm to your baby

Warning 4



**PREGNANCY WARNING**  
Alcohol can cause lifelong harm to your baby

**Question:** Please rate how likely or unlikely you are to notice the warning about health risks of drinking during pregnancy.

**Finding:** A red, black and white warning is the most likely to be noticed, with 42% saying they are ‘very likely’ to notice it, compared to 19% for a black and white warning. The majority of people (73%) said they were ‘unlikely’ or ‘very unlikely’ to notice a warning with a transparent background.

Warning 2 (red, black and white)



Warning 5 (transparent background)



Warning 3 (black and white)



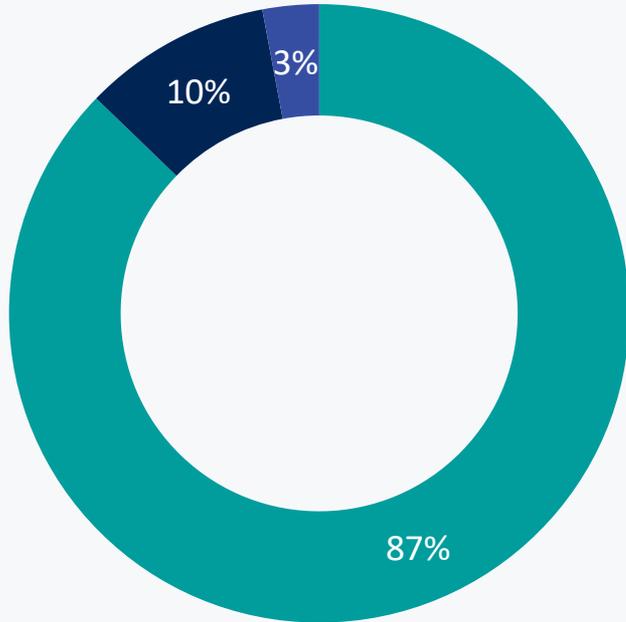
- Very likely
- Likely
- Somewhat likely
- Unlikely
- Very unlikely

Warnings tested



**Question:** Which of these warnings would you rank as first for most noticeable?

**Finding:** The majority of people (87%) rank a red, black and white warning as most noticeable. Only 10% rank black and white as most noticeable, and 3% for warnings using existing brand colours.



■ Warning 2 (red, black and white) ■ Warning 3 (black and white)

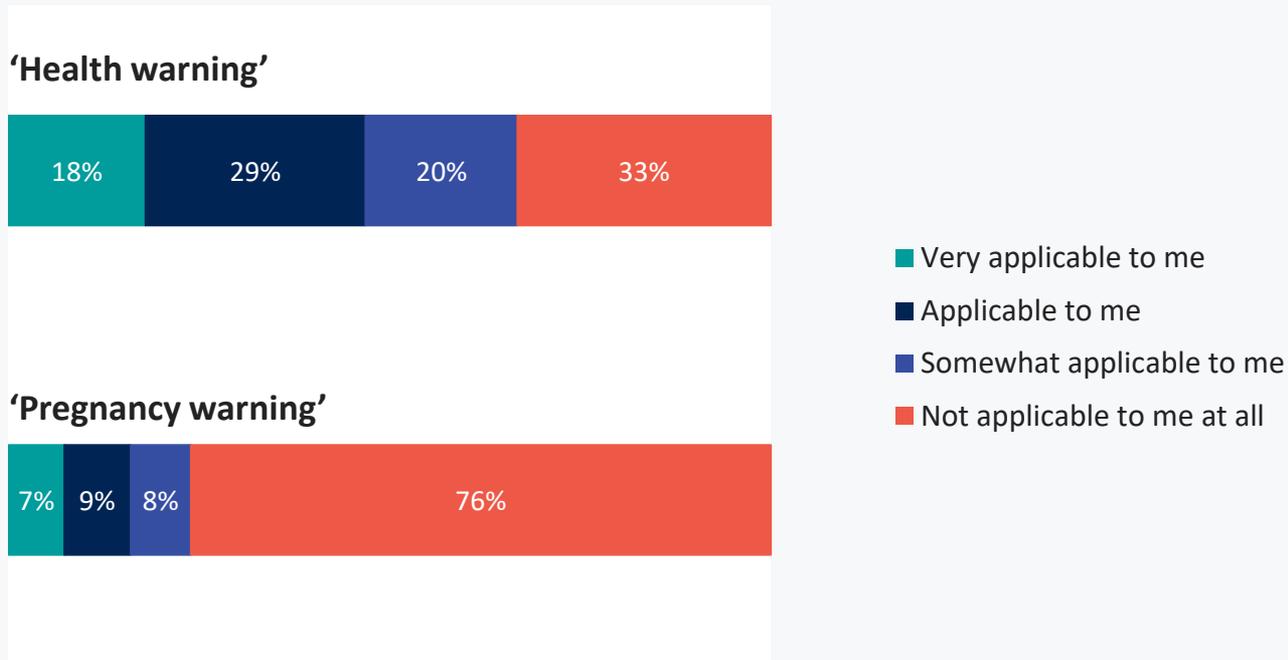
■ Warning 4 (existing colours)

Warnings tested



**Question:** This question is about how much you think a warning title on alcohol products applies to you. Please rate the two warning titles in terms of their applicability to you.

**Finding:** More people (67%) felt ‘health warning’ applied to them, compared to only 24% for ‘pregnancy warning’.



**Question:** To what extent do you agree or disagree with the following statement: “People have a right to know that drinking alcohol during pregnancy can cause lifelong harm to an unborn baby.”

**Finding:** The majority of people (95%) agree that people have a right to know that drinking alcohol during pregnancy can cause lifelong harm to an unborn baby



**Additional analysis**

- Agreement is high amongst Labor (96%) and Liberal (95%) voters