**Question 1**

**Please indicate any direct or indirect links to the alcohol industry?**

Please choose one

No links

Direct links

Indirect links

Don’t Know

Please provide your answer in the text box.

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**Question 2**

**Do you think we should prohibit alcohol sports sponsorship in Scotland?**

Please choose one

Yes

No

Don’t Know

Please provide your answer in the text box.

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**Question 3**

**If sports alcohol sponsorship were to be prohibited, what types of marketing do you think should be covered by a prohibition?**

Illustrative examples include:

* prohibiting the use of alcohol brands on clothing worn by players or staff
* prohibiting alcohol being advertised on pitch side hoarding, pitches, trophies, tunnels or interview boards
* prohibiting players or staff from featuring in alcohol adverts in print or online
* prohibiting online content from linking the sports team, players or competition to an alcohol brand or vice versa.

Please provide your answer in the text box.

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**Question 4**

**What, if any, sporting activities or events do you think should be excepted from a prohibition on alcohol sports sponsorship, and why?**

Please provide your answer in the text box.

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**Question 5**

**Do you think we should prohibit alcohol events sponsorship in Scotland?**

Please choose one

Yes

No

Don’t Know

Please provide your answer in the text box.

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**Question 6**

**If alcohol events sponsorship were to be prohibited, what types of marketing do you think should be covered by a prohibition?**

Please provide your answer in the text box.

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**Question 7**

**What, if any, events do you think should be excepted from a prohibition on alcohol events sponsorship, and why?**

Please provide your answer in the text box.

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**Question 8**

**If alcohol sponsorship restrictions are introduced, do you think there should be a lead-in time for these? How long might this be and how would it work?**

The Scottish Government acknowledges it would be a significant undertaking if alcohol sponsorship was prohibited for all events, without an adequate lead in time. This takes account of the commercial nature of sponsorship contracts whereby these are made for a number of years. We welcome views on whether a lead in time would be appropriate as well as how, and for how long, this might operate.

Please choose one

Yes

No

Don’t Know

If you have any comments on the overall approach please record those here.

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**Question 9**

**Do you think we should prohibit alcohol marketing outdoors, including on vehicles, and in public spaces in Scotland?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 10**

**What do you think should be covered by a prohibition on alcohol marketing outdoors, on vehicles and in public spaces?**

Your answer should include:

1) Places where you think alcohol marketing should be prohibited (e.g. on bus shelters, in or near leisure centres or on taxis); and

2) Types of alcohol marketing you think should be prohibited outdoors (e.g. billboards or signage).

Please provide your answer in the text box.

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**Question 11**

**What, if any, exceptions do you think there should be to prohibiting alcohol marketing outdoors, including on vehicles, and in public spaces in Scotland? Why?**

Please provide your answer in the text box.

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**Question 12**

**Do you think that we should further restrict the visibility of alcohol in retail environment?**

For example by;

* restricting window displays of alcohol,
* restricting the use of mixed alcohol and non-alcohol aisles,
* prohibiting aisle-end displays of alcohol,
* redefining the alcohol display area, and/or
* covering alcohol behind till areas similar to tobacco.

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 13**

**Do you think we should consider structural separation of alcohol in Scotland to reduce the visibility of alcohol in off-trade settings (e.g. supermarkets)?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 14**

**How do you think structural separation of alcohol in Scotland could operate? (e.g. with barriers, closed display cases)**

Please explain your answer in the text box.

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**Question 15**

**Do you think that we should prohibit the sale of alcohol-branded merchandise in Scotland?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 16**

**Do you think that we should prohibit the free distribution of alcohol-branded merchandise in Scotland?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 17**

**What, if any, exceptions do you think should there be to prohibiting the sale or distribution of alcohol-branded merchandise?**

Please provide your answer in the text box.

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**Question 18**

**What, if any, other restrictions do you think should be considered on the use of alcohol brands on non-alcohol products?**

Please provide your answer in the text box.

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**Question 19**

**Do you think that any potential alcohol marketing restrictions should apply to low or no alcoholic drinks products, where these carry the same brand name, or identifiable brand markings, as alcoholic drinks?**

**Low or no alcoholic drinks products are between 0% ABV and 1.2% ABV. Alcoholic drinks are over 1.2% ABV.**

**Alcohol by volume (ABV) is a measure of alcohol content.**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 20**

**Do you think that we should prohibit advertising of alcohol in newspapers and magazines produced in Scotland?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 21**

**What, if any, exceptions do you think there should be to prohibiting alcohol advertising in newspapers and magazines produced in Scotland?**

If this was taken forward, some consideration would need to be given to specialist consumer publications, trade press and industry focused publications. These are unlikely to be seen, on a large scale, by children and young people or by those in recovery.

Please provide your answer in the text box.

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**Question 22**

**Do you think we should restrict alcohol branded social media channels and websites in Scotland?**

Alcohol branded social media channels post content, including photos and videos, to individuals who follow or ‘like’ them. High-quality posts advertise the product/s sold and [show the alcoholic drink](https://pubmed.ncbi.nlm.nih.gov/29889647/) being consumed in desirable locations or contexts as well as highlighting sponsorships or tie-ins with celebrities.

Children and young people would see alcohol content if they followed or liked the alcohol brand or if they followed sponsored celebrities, influencers or sports people who advertise the brand. This is despite age gating, which is the process of checking age of users before allowing access.

[UK research](https://academic.oup.com/alcalc/article/49/2/154/205820?login=true) has found that while age verification can prevent individuals whose profile states they are under 18 years of age accessing alcohol marketing on Facebook, users of all ages can access alcohol marketing on Twitter and YouTube.

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 23**

**What, if any, exceptions do you think there should be to prohibiting alcohol branded social media channels and websites in Scotland?**

Please provide your answer in the text box.

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**Question 24**

**Do you think we should restrict paid alcohol advertising online in Scotland?**

Examples include adverts appearing on websites, via pop ups, on social media platforms, on search engines or influencer advertising.

A high volume of paid alcohol advertising online is data driven. It targets consumers based on data associated with them.

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 25**

**What types of paid alcohol advertising do you think should be covered by any restrictions?**

Please provide your answer in the text box.

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**Question 26**

**What, if any, exceptions do you think should there be to restricting paid alcohol advertising online?**

Please provide your answer in the text box.

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**Question 27**

**Do you think we should restrict alcohol companies from sharing promotional content on social media (e.g. filters, videos or posts) – whether this is produced by them or by consumers?**

User-generated marketing includes sharing or liking an alcohol brand’s content including written posts, photos, videos, games and competitions. This [extends the reach](https://www.stir.ac.uk/research/hub/publication/527455) of the original marketing and enhances the credibility of it.

Consumers also create and post text, pictures or videos featuring alcohol on their social media profiles, independently of alcohol companies. For example. the NekNominate drinking game involved an individual posting a video of themselves drinking before tagging a peer on social media to do the same within 24 hours.

In Finland, commercial marketing of mild alcoholic beverages (less than 22% ABV) [is banned on social media](https://publichealthscotland.scot/publications/review-of-alcohol-marketing-restrictions-in-seven-european-countries/review-of-alcohol-marketing-restrictions-in-seven-european-countries-14-june-2022/) when it is either produced by consumers or produced by an alcohol company and intended to be shared by consumers. This means alcohol companies cannot use content originally uploaded by consumers (user generated) nor can they create content which is specifically aimed for consumers to share (which once shared becomes user generated).

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 28**

**What, if any, exceptions do you think there should be from restricting alcohol companies from sharing promotional content on social media (e.g. filters, videos or posts) – whether this is produced by them or by consumers?**

Please provide your answer in the text box.

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**Question 29**

**Do you think we should explore prohibiting alcohol advertising on television and radio completely (e.g. like Norway or Sweden)?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 30**

**Do you think we should introduce a watershed for alcohol advertising on TV and radio (e.g. like Ireland)?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 31**

**Do you think alcohol advertising should be restricted in cinemas?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 32**

**If alcohol advertising was restricted in cinemas, what, if any exceptions (e.g. products in scope, times of day or specific movie ratings) do you think should be considered?**

Some European countries, [including Finland and Ireland](https://publichealthscotland.scot/media/13398/alcohol-marketing-restrictions-case-studies.pdf), have introduced an approach whereby alcohol can be advertised in cinemas but only at films certified as 18+.

Please explain your answer in the text box.

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**Question 33**

**Do you think that the content of alcohol marketing in Scotland should be restricted to more factual elements?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 34**

**Do you think we should only allow alcohol marketing to include elements set out in a list, like in Estonia? This would mean all other elements not on the list would be banned from adverts.**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 35**

**Do you think that content restrictions like the Estonian model should be applied to all types of alcohol marketing?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 36**

**How do you think that any future alcohol marketing restrictions in Scotland should be monitored and enforced?**

Please provide your answer in the text box.

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**Question 37**

**Do you think that Scottish Government should require the alcohol industry to provide information and data on alcohol marketing campaigns in Scotland?**

Please choose one

Yes

No

Don’t Know

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Please explain your answer in the text box.

**Question 38**

**Do you think that Scottish Government should require the alcohol industry to provide local alcohol sales data in Scotland?**

Please choose one

Yes

No

Don’t Know

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Please explain your answer in the text box

**Question 39**

**Do you think the Scottish Government should look to introduce a comprehensive package of restrictions across a number of marketing channels? If so, what do you think this package should include?**

Please choose one

Yes

No

Don’t Know

Please explain your answer in the text box.

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**Question 40**

**What, if any, additional alcohol marketing methods or channels not covered in the consultation would you like Scottish Government to consider restricting and why?**

Please provide your answer in the text box.

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**Question 41**

**What further evidence on alcohol marketing would you like the Scottish Government to consider?**

Please provide your answer in the text box.

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**Question 42**

**If you sell, distribute, advertise or manufacture alcohol, or represent those who do, how do you think the potential restrictions in this consultation paper would impact you, and the wider alcohol sector?**

The Scottish Government acknowledges that the restrictions presented here could have significant implications for those who advertise, sell, distribute or manufacture alcohol. It is important that alcohol and advertising industry views are collated to consider the potential impacts that proposals might have, as well as any support that could be provided alongside any restrictions.

Please provide your answer in the text box.

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**Question 43**

**Are there any relevant equality issues that Scottish Government should be considering at this stage in the policy development?**

Please provide your answer in the text box.

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