

YouGov / Portman Group survey on Consumer Attitudes to Alcohol Packaging



Overview

- In October 2019, the Portman Group tasked YouGov to conduct a survey of public attitudes to alcohol packaging and how products are designed to be consumed, shared and resealed.
- The research was conducted on behalf of the Independent Complaints Panel (ICP), which considers complaints brought forward on the naming packaging, promotion and sponsorship of alcoholic drinks under the Portman Group's Codes of Practice.
- The survey is part of the evidence-based approach of the ICP and is intended to inform the Panel's understanding of the UK public's perception of alcohol packaging and immoderate drinking, in the context of the latest edition of the Code of Practice and its associated guidance.
- The 2019 survey included 2010 adults across Britain and was conducted online on 31 October - 1 November 2019. The figures have been weighted and are representative of all GB adults (aged 18+). All figures, unless otherwise stated, are from YouGov PLC. Previous surveys were conducted in 2016 and 2014.

The surveys remind producers that their choice of container and its size has a real impact on consumer perceptions and how a product is consumed.

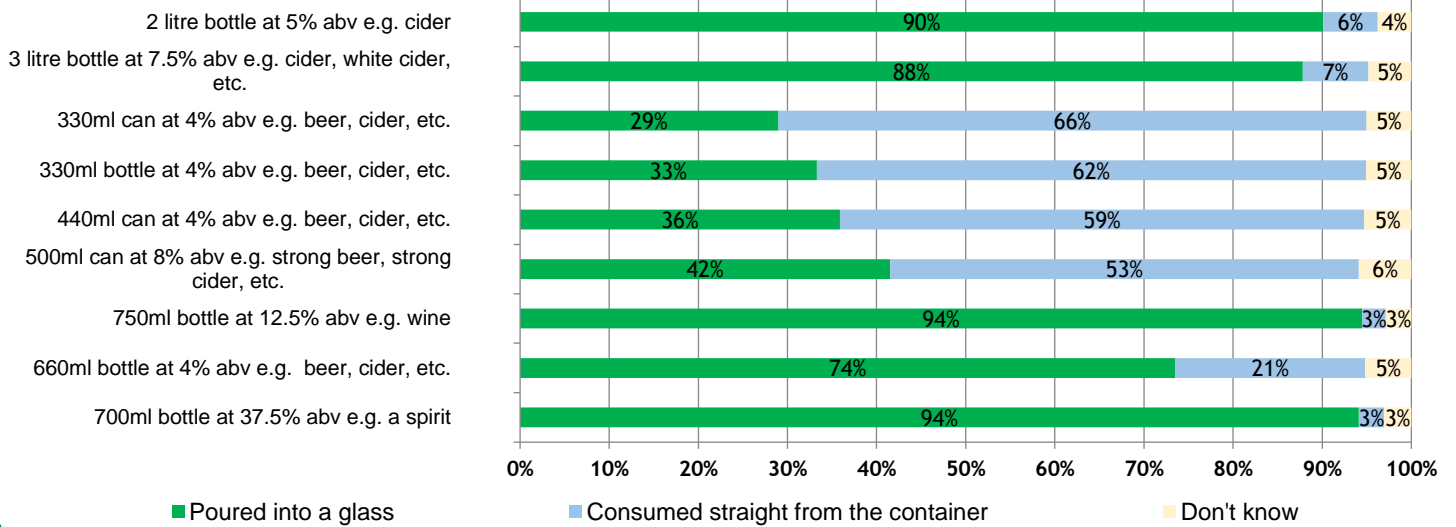
The 2019 survey results are consistent with previous surveys and shows that the public believe:

- Larger products with higher ABVs are designed to be decanted into a glass and shared and / or consumed over multiple sittings.
- Smaller products with lower ABVs are designed to be consumed straight from the container by one person in one sitting.
- However, beers and ciders with an ABV of 8% in a 500ml can are seen as designed to be consumed by one person in one sitting straight from the can.

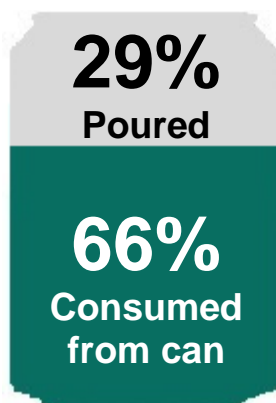


Survey Results

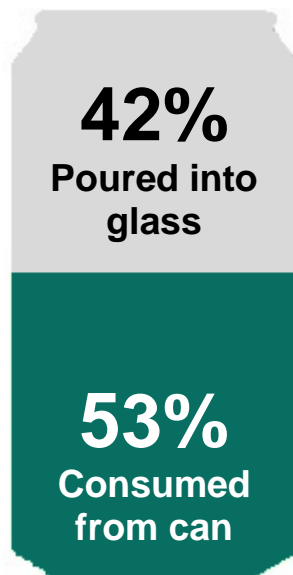
Is a product designed to be consumed from a glass or straight from the container?



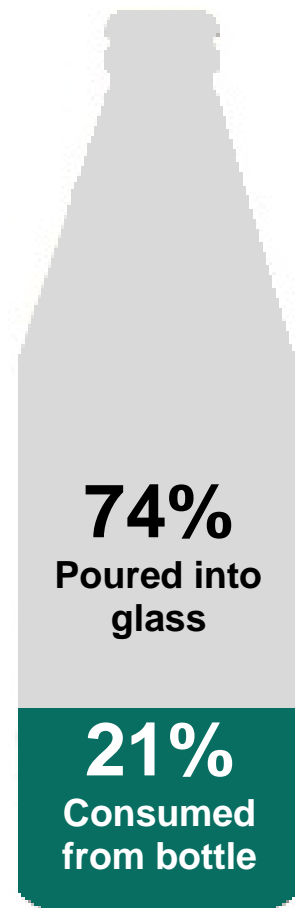
A large majority of the British public view larger product containers as designed to be poured into a glass rather than consumed straight from the container. These results almost exactly mirror the public's views from the previous survey in 2016.



330ml can of 4% ABV beer/cider
(*5% don't know)

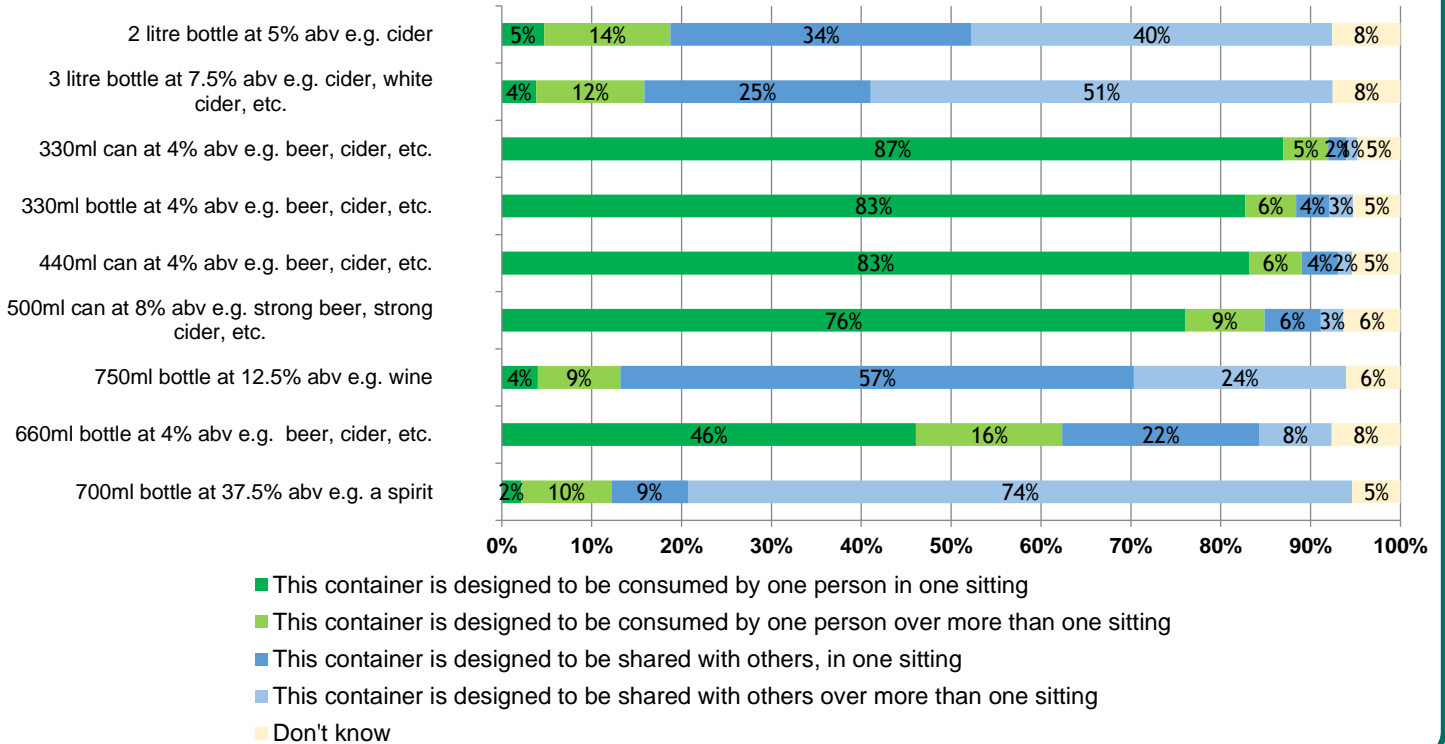


500ml can of 8% ABV beer/cider
(*6% don't know)

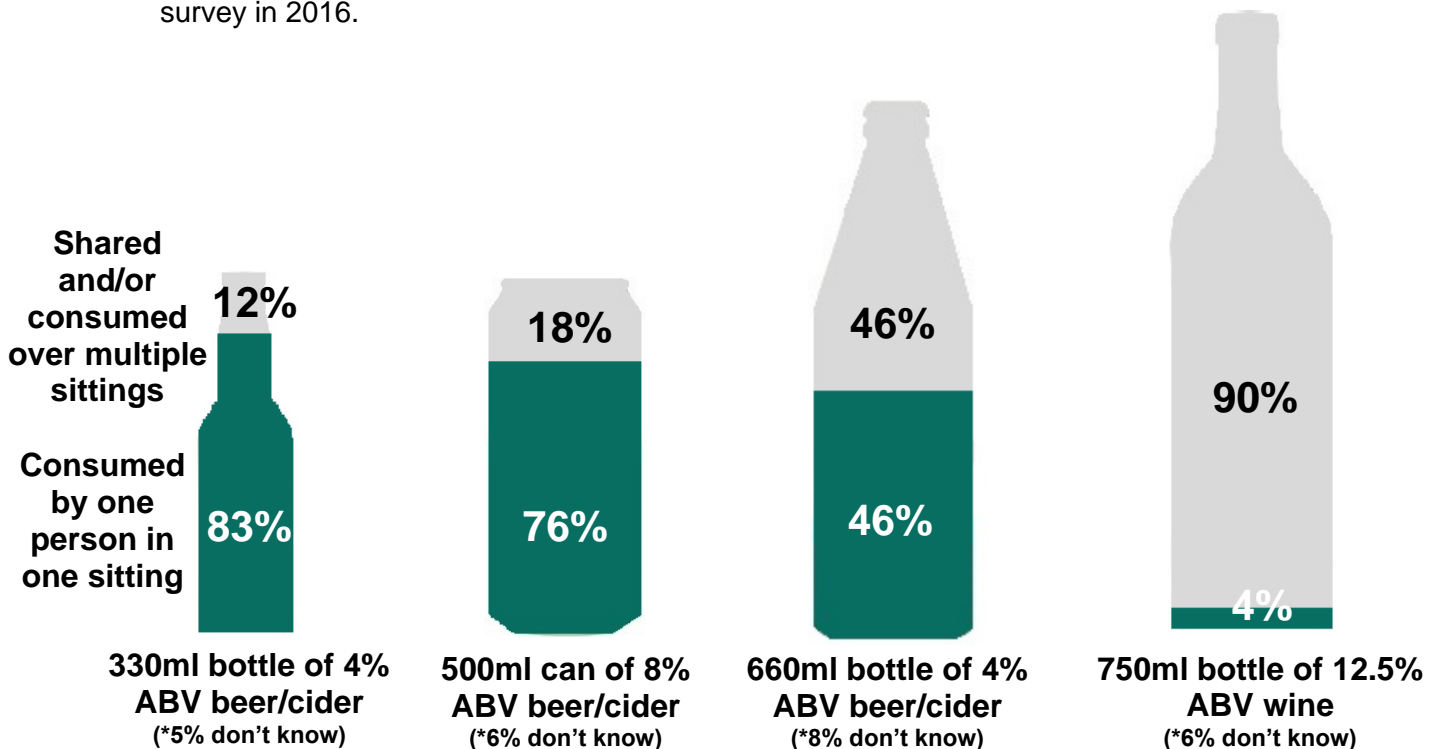


660ml bottle of 4% ABV beer/cider
(*5% don't know)

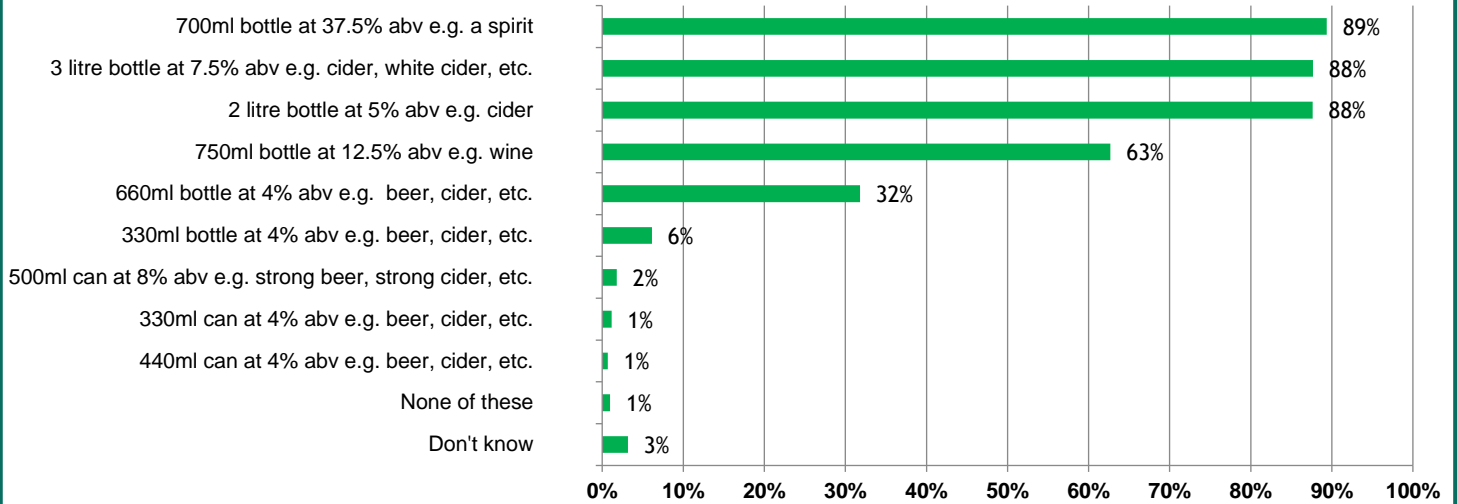
Is the product designed to be consumed by one person or shared / consumed over multiple sittings?



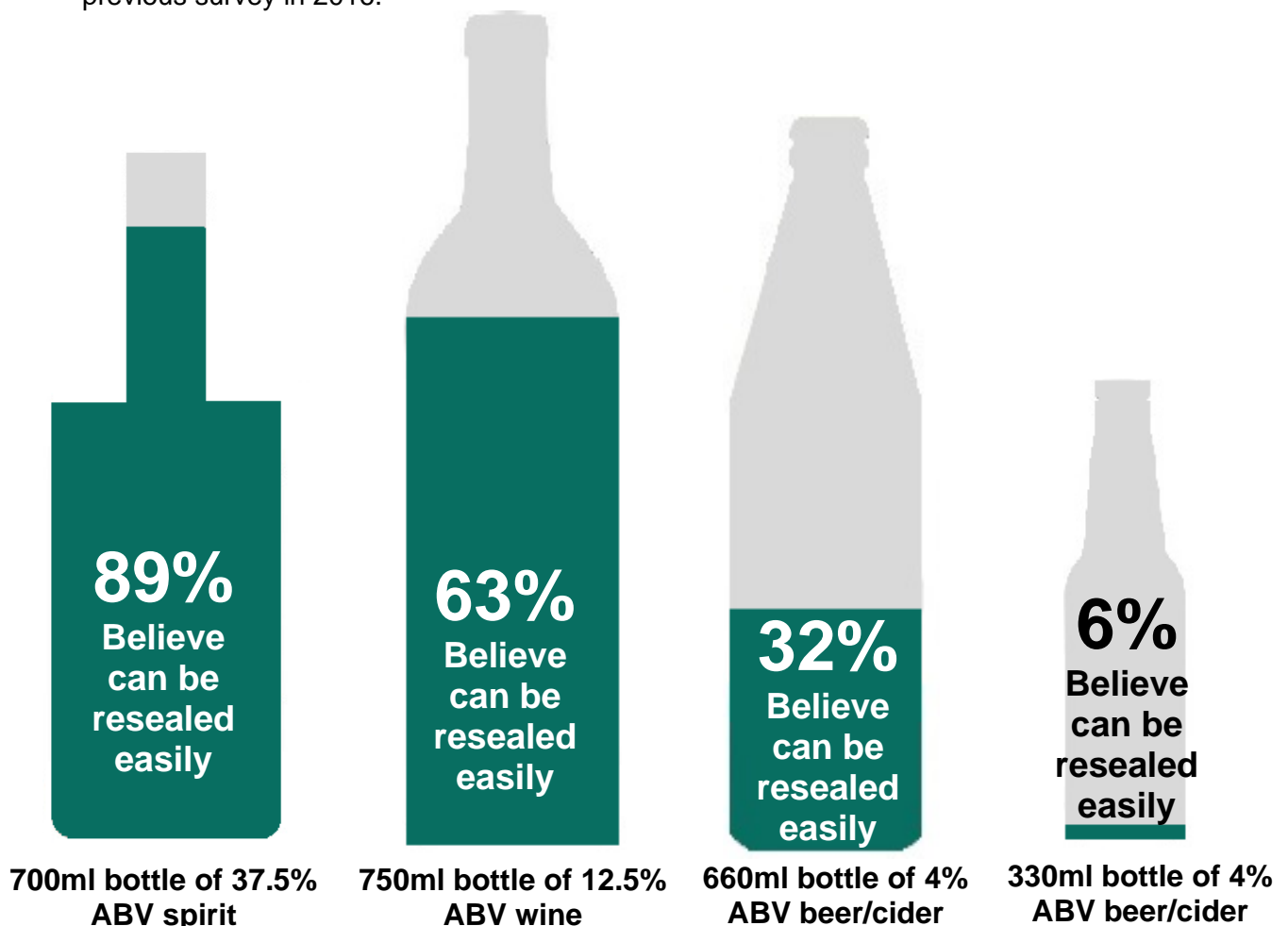
A majority of the British public view larger products of beers and cider, as well as bottles of wine and spirits, as designed to be shared with others and/or consumed across multiple sittings. Whereas, smaller packaging sizes are viewed as being designed to be consumed by one person in one sitting. These results largely mirror the public's views from the previous survey in 2016.



Which products are easy to reseal once opened?



A large majority of British consumers believe larger bottles of spirits, cider and wine are easy to reseal. Only 32% believe a 660ml bottle of beer is easy to reseal once opened, though this was 9% in 2016. The rest of the results largely mirror the public's views from the previous survey in 2016.



For more information please contact – comms@portmangroup.org.uk January 2020