

Using labels to help people understand the low risk drinking guideline: Results from an online experiment

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In partnership with



Cabinet Office



Public Health
England

What does the Low Risk Drinking Guideline mean *in practical terms*?



14
units per week

=

How many...?



We ran an online experiment to improve understanding of the LRDG



7,000+
drinkers

STAGE 1:
learning



ABV 4.8% 250ml



ABV 13% 750ml



ABV 40% 700ml

We ran an online experiment to improve understanding of the LRDG



7,000+
drinkers



*STAGE 1:
learning*



*STAGE 2:
comprehension*

“How many cans of this beer (568ml) could you have before reaching 14 units?”



ABV 5% 568ml

We ran an online experiment to improve understanding of the LRDG



7,000+
drinkers



*STAGE 1:
learning*



*STAGE 2:
comprehension*

*“How many glasses of this wine (175ml)
could you have before reaching 14 units?”*



ABV 11.5% 750ml

We ran an online experiment to improve understanding of the LRDG



7,000+
drinkers



*STAGE 1:
learning*



*STAGE 2:
comprehension*

“How many shots of this spirit (25ml) could you have before reaching 14 units?”



ABV 21% 700ml

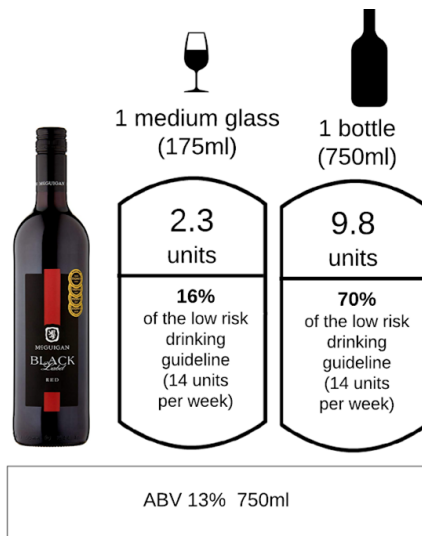
We tested that industry-standard label against 6 other designs



Food label I



Food label II



Pie chart



We tested that industry-standard label against 6 other designs



Pictograph I



1 medium glass (175ml) = 2.3 units



The low risk drinking guideline is
14 units per week = 6 glasses

ABV 13% 750ml

Pictograph II



1 bottle = 9.8 units



The low risk drinking guideline is
14 units per week = 1.4 bottles

ABV 13% 750ml

We tested that industry-standard label against 6 other designs



Risk gradient



ABV 13% 750ml

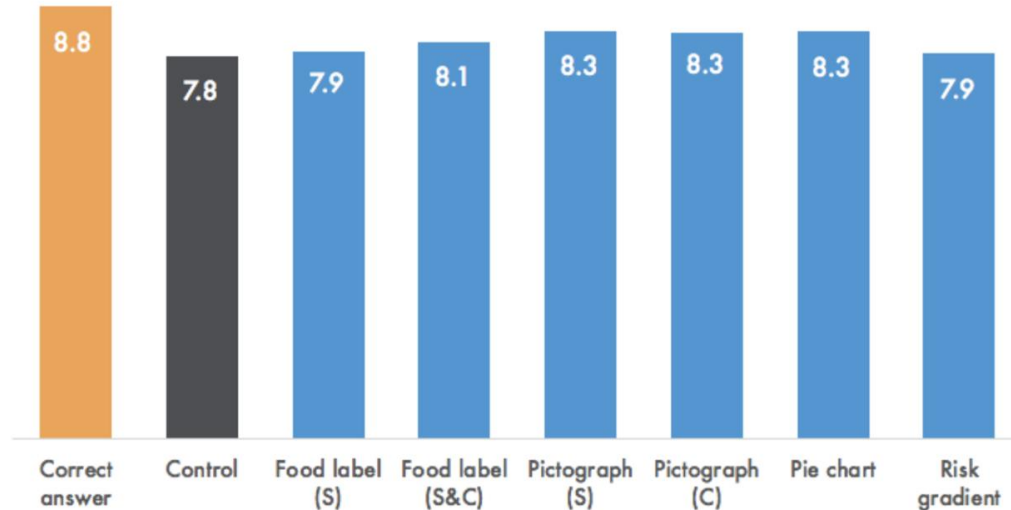


RESULTS



Every group had a good sense of how many beers it takes to reach 14 units

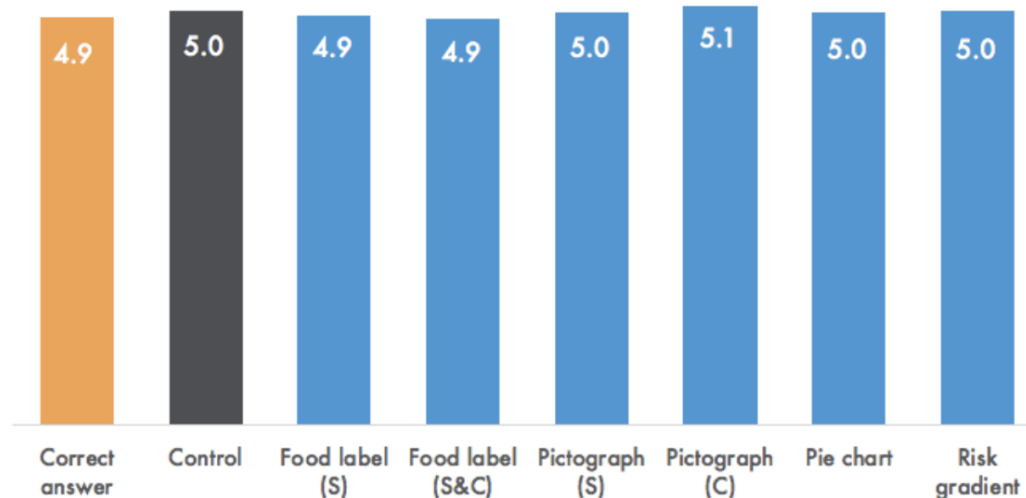
#1 How many bottles of this beer (330ml) could you have before reaching 14 units?





Every group had a good sense of how many beers it takes to reach 14 units

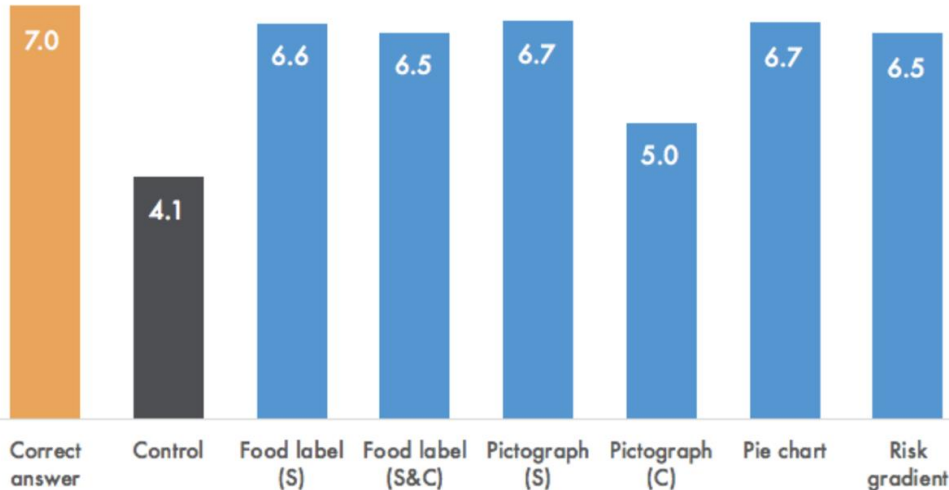
#2 How many cans of this beer (568ml) could you have before reaching 14 units?





Baseline group underestimated how many glasses of wine they could have

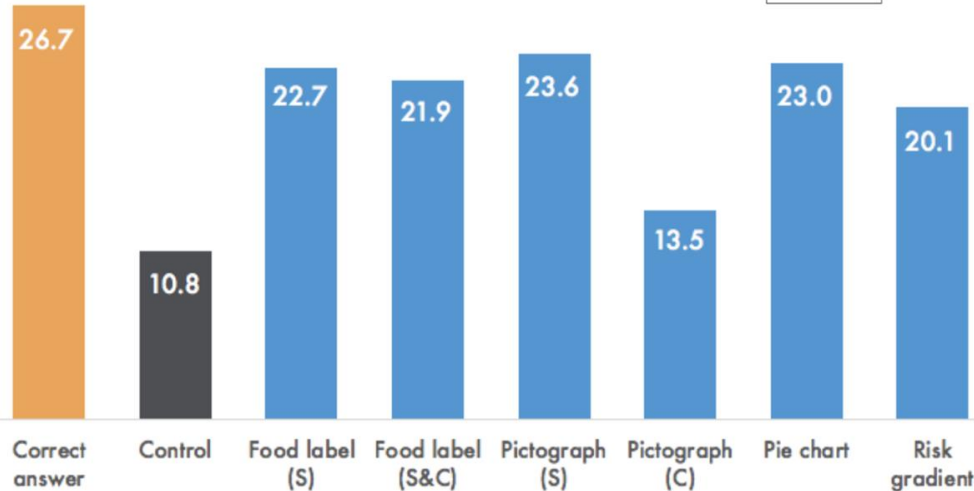
#3 How many medium-size (175ml) glasses of this wine could you have before reaching 14 units?





Baseline group underestimated how many shots of spirits they could have

#5 How many shots (25ml) of this drink could you have before reaching 14 units?



Key findings

1. Pictographs most reliably improved people's practical understanding of how many drinks it takes to reach 14 units.

2. If using Pictographs, may not be tenable to define a shot using the 25ml standard.

3. This experiment informs one small part of a complicated issue.



*Peer-reviewed
publication due
later this year*