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*How will the new alcohol legislation
affect the advertising/sales within
Ireland?*

CAPSTONE PROJECT

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Table of Contents

Introduction	4
Literature review.....	5
Methodology.....	19
Analysis and Findings.....	24
Conclusion.....	30
Bibliography	32

Introduction

Alcohol has always been a hot topic for debate. Many countries have tried to control the level of consumption amongst the population. The main focus being on the health and repercussions alcohol may cause to the general public. Alcohol providers have always argued their innocence within the market, how they don't target the younger audience and how they believe their advertisements won't affect the overall consumption within the country.

The intention of this study is to concentrate on the new alcohol legislation that is being introduced into Ireland in the near future. The research question is *"How will the new alcohol legislation affect the advertising/sales within Ireland?"* This question is to focus on how the alcohol legislation that will primarily target advertising of any alcohol, whether it is beer, wine or spirits. Alcohol advertisement creates a large share of investment within the Irish advertising market, but it also has the potential to cause major health problems amongst the population, particularly if it is being aimed at the younger population.

The main objective of the research is to investigate how the new alcohol legislation will affect the sales of alcohol within Ireland. The best way to comprehend how it may affect sales is to measure the compensation of alcohol within the country. One major assumption I personally had at the beginning of this study was that companies won't lose out on any money and may also find other means of marketing and advertising their products.

To get a full grasp on how consumption may be affected, the thought behind this research will be to concentrate on other countries that have implemented alcohol bans and policies, by doing so I will be able to possibly deduce how the alcohol legislation may affect the alcohol sales and the consumption. By focusing on other countries it will be possible to get a grasp as to how economic structure, demographic and culture may counteract the legislation. Particular studies and countries that have implemented full bans, partial bans and the effects it has had on the population. Various types of countries and different cultures will be investigated to understand how an alcohol ban could affect sales and

consumption. Different methods of gathering data for consumption will be a major focus within this study. By using other peers previous work I will hopefully be able to gain some knowledge or an estimation as to how the alcohol legislation may affect sales and consumption of alcohol within Ireland.

Literature review

There have been various studies done throughout the years that focus on countries that have implemented advertising bans along with the sale of alcohol within the country. These countries felt a need to try and drastically lower the consumption of alcohol as well as trying to put a stop to alcohol being seen a glamorous product. The key connection in all of these studies is the theory of lowering the consumption amongst younger adolescents. Also, the idea of abolishing cheap drink available to customers is something that the Irish government are trying to implement and this idea has been explored by countries before.

One of the most significant studies that has assisted with my study is Jim powers “Potential impact on Irish media of the public health (Alcohol) bill 2015”. Jim power is one of Irelands leading economist analysts, he decided to focus on how the new alcohol bill directly impact not only upon Irish society but also how it will affect the media as a whole within the country. The study begins with what the legislation is and what it hopes to implement within the country in the coming years (Power, 2017). Jim Power goes into great detail on the different elements of the new Alcohol bill; the aim is to “provide minimum price per gram of alcohol” (Power, 2017) this is with regards to places selling alcohol at a cheap price within any establishments with a license, the various restrictions will be brought in to try and put a stop to exposure of the advertising or sale of alcohol or alcoholic products (Power, 2017). Any premises selling alcohol will have to work with the Minister for Health, this will regulate the sale of alcoholic products. One of the main focuses of the legislation will be to try and put a block to marketing or advertising alcoholic products, whether this

is direct or indirect advertising (Power, 2017). Any alcoholic product will have to have a display of health warnings upon the product itself, making people aware of the dangerous effects of alcohol. With regards to marketing of alcoholic products it will be regulated as to specific places it can be marketed (Power, 2017). Places it will be prohibited include; Train or public service vehicle, a park, a designated area where passengers may board public transport, within 200 meters of a school or any early year's service such as crèches and also within 200 meters of a playground. Events such as sporting events, concerts or any outdoor events predominantly events aimed towards children or events where children will be attending. Alcohol will be prohibited to be sponsoring any events, if advertising is available alcohol advertising will be banned (Power, 2017). Any item of children's clothing is deemed to be prohibited as it may not have names, trade mark or emblem that is associated with alcoholic products. There will also be a ban to market or advertise alcohol within a cinema to any film that is deemed to be under 18 (Power, 2017). Power then goes on to discuss important literature that will have to be dissected if an alcohol ban was to come in to Ireland. He focuses on various studies that include different types of strategies that have currently been put in place along with the effects alcohol advertising bans and if these have been successful (Power, 2017). These studies include; Saffer and Dave "Alcohol Advertising and Alcohol Consumption by Adolescents", Jon P Nelson's "Alcohol Advertising Bans, Consumption, and Control Policies in Seventeen OECD Countries", Basham and Luiks "*Banning Alcohol Ads Won't Cure Alcoholism*". These studies will be discussed throughout this study and the importance of the data and results found. Along with the focus on different countries who have already implemented alcohol policies.

One of the key points of Jim Power's case study is the effects the new alcohol legislation will have on the Irish media itself. The Irish media will severely be impacted. The media are already under financial constraints and if the ban is introduced it is estimated that the loss of revenue will fall on the Irish media (Power, 2017). RTE's revenue which has continued to drop in the past 10 years, €245.5 million in 2007 to €155 million in 2015 (Power, 2017).

Already forcing a constraint for the main broadcasters within Ireland. The alcohol ban will further reduce revenue as these companies will not be able to advertise their products on radio, print or television (Power, 2017). Broadcaster such as TV3 who independent are dependent on revenue from companies that advertise alcoholic products and will lose out on a large part of the market. They would be extremely vulnerable to this advertising ban (Power, 2017). The idea of sporting events losing advertising within events means that the Irish media will lose out on people attending the events (Power, 2017). It would also push advertising towards digital media that is less regulated meaning the radio, television and print media will lose out on important revenue. It is estimated the Irish broadcasting industry will lose out on around €7 million a year (Power, 2017). The proposed legislation will cost the out of home media around €11 million a year. While the newspaper industry which is already declining rapidly due to digital media will lose out on around €2 million a year. (Power, 2017)

One article that was significantly important with regards to similarity with Ireland's new alcohol bill was the "Minimum Alcohol Pricing in Scotland" (Nicholls, 2018). This bill was initially first brought to the forefront in 2007 and finally passed through parliament in 2009. The idea was to "Change Scotland's relationship with alcohol" (Nicholls, 2018). There was increasing evidence on how cheap alcohol and the availability was influencing the consumption in the country. The Scottish Health Action for Alcohol Problems (SHAAP) played an important role in creating a plan that dealt with alcohol policy, alcohol price and the general public health (Nicholls, 2018). This plan included recommendation on price which most importantly offered a policy of the minimum pricing of alcohol. If this policy was to be implemented it would have an immense impact on Scotland (Nicholls, 2018). Very similarly to Ireland, Scotland also is known to have "an unhealthy relationship with alcohol" (Nicholls, 2018) which also has wicked impact upon the population. Since the 1950 government figures have shown that alcohol consumption has doubled, along with it being 69% more affordable to those who are seeking it (Nicholls, 2018). Along with consumption increasing the government have estimated that a figure of around "£3.56 billion" (Nicholls,

2018) due to the misuse of alcohol, which equates to one tenth of their yearly budget. The SHAAP created a case for the minimum pricing of alcohol and its overall importance (Nicholls, 2018). One of the key points is the how easily accessible alcohol is to buy at a cheap cost (Nicholls, 2018). The lower the cost retailers are advertising alcohol the more customer they will attract. One of the main problems that various countries have struggled with is implementing a ban on selling alcohol below cost, this is due to it being tough to monitor if it this law is being abided and also it was found to be a struggle to establish a fair price (Nicholls, 2018). By implementing a Minimum price per unit of alcohol this provided a feasible solution for the government to impose. This would be in the hope that the drinking habits of the country would change, as the evidence points to heavier drinkers favoring the cheaper alcohol, if Minimum pricing was imposed this would cause consumption to drop (Nicholls, 2018). Sheffield University (ScHAAR) researched which focused around the efficacy, the model that the university created was based around the introduction of minimum price per unit and how it could affect consumption, health and sales (Nicholls, 2018). The model proved that minimum pricing showed a positive effectiveness if the policy was to be fully implemented. If a price of “30p per unit of minimum price would lead to 0.5% drop in consumption, a price of 45p would drop consumption by 4.7% and 65p per unit would reduce consumption by 15.9% (Nicholls, 2018). This created a substantial debate within the Scottish parliament. The government had decided to introduce the bill but add a provision to include minimum pricing at a later time. They decided to put into effect a discount ban, this would end any alcohol promotions for example two for one deals on cheaper alcohol, and they also included a “social responsibility level” which required retailers to pay supplementary amount of money to offset any social cost of alcohol (Nicholls, 2018). The problem encountered was various parties within parliament having opposing ideology. The Scotch Whiskey Association debated against Minimum pricing, their argument being it would having an unfair impact on moderate drinkers across the population, various political parties also shared the same view (Nicholls, 2018). To try and avoid any other arguments these opposing parties may raise, further study was undertaken by SHAAP. Professor Anne

Ludbrook from the University of Aberdeen took the issues raised with regards Minimum Pricing and if it may affect different income groups (Nicholls, 2018). She established that low income groups purchase more alcohol at a lower price than those in higher income bracket with little to none difference amongst lower & middle class bracket (Nicholls, 2018). When it came to the alcohol bill being put into action due to the lack of support from the political parties this ultimately led to the Scottish parliament removing Minimum Pricing from the final bill. (Nicholls, 2018)

One of the key concerns amongst those opposed to it was the lack of success it had been as a policy worldwide. They decided to have a “sunset clause” which means it could be reviewed at a later stage (Nicholls, 2018). The World Health Organization had stated that it would be the most effective and successful policy available, along with the Sheffield model also proving it to be successful. One of the main sticking points was a preferred price for Minimum Pricing per unit (Nicholls, 2018). 45p seemed to be the average price mentioned this would mean two liter “own brand cider” would change from £1.20 - £3.75. This would be a significant change in price for cheaper alcohol (Nicholls, 2018). Although it did not get introduced in 2010, the government and associated parties had a long term debate with The Scotch Whiskey Association (Nicholls, 2018). After eight years of debate Minimum Pricing has finally been implemented in May of 2018. All in the hope of lowering consumption amongst the entire population (Nicholls, 2018). This is an exceedingly important article with regards to my question and also how Ireland could implement Minimum Pricing on cheaper alcohol. Scotland along with Ireland is known to have an unhealthy relationship with alcohol, the idea of the implementation of a policy to combat alcohol consumption is something Ireland can use as a prime example.

The World Health Organisation are known to be one of the leading bodies that try to reduce the harmful consumption of alcohol across the world (W.H.O, 2010). The World Health Organisation have developed a case study called “Global Strategy to help reduce the harmful use of alcohol” (W.H.O, 2010). When creating the Irish alcohol bill the government has adapted various strategies within the study to help reduce the

consumption of alcohol across the population. The main focus they have is with regards to their policy development and what would make a successful policy. They discuss ten key areas that will create a policy that will lead to the drop in consumption, these areas are; “Leadership, awareness and commitment, Health services’ response, Community action, Drink driving policies, Availability of alcohol, Marketing of alcoholic beverages, Pricing policies..” (W.H.O, 2010) these are important to focus on as to understand why and how the Irish government have developed the new legislation. The main focus with regards to my question would be to concentrate on; marketing of alcoholic beverages, pricing policies and the availability of alcohol.

By introducing a policy it would strive to reduce the availability of alcohol to those who have easy access to it. Cultural aspects and norms are to going to try and be changed as the availability will not be as easily accessible (W.H.O, 2010). For this to be successful policy options would include; developing a system that will regulate the production, sale and serving of alcohol, licensing system where the sale of alcohol will be introduced, controlling the amount of alcohol premises, stronger policing of hours of sales (W.H.O, 2010). The marketing of alcohol is one the greater challenges the Irish government faced. The idea of trying to reduce the impact advertising and marketing has upon adolescents and the younger population (W.H.O, 2010). The advertising and marketing is becoming increasing developed, especially by linking events such as sport and festivals, along with the social media explosion creating an easy way to advertise for these alcohol companies (W.H.O, 2010). This was an increasing concern for Irish society. To regulate this the legislation will have to devise a way to; Control the amount of marketing available, regulate marketing across all platforms, put an end to alcohol companies sponsoring events that would promote consumption, regulate the promotion of products to that target younger audiences and develop a counteract measure to new marketing techniques (W.H.O, 2010). Pricing policies was one of the keys to consumption level being high. By having cheap drink available this was proved to be a leading factor to consumption especially regarding the younger population and the heavier drinkers (W.H.O, 2010). To develop this within the

legislation the government would have to focus upon; creating a system that will enforce and create a taxation on any alcohol, continuously reassessing the price of alcohol, introducing bans on promotions within venues which would include two for one etc., creating a minimum price per unit (W.H.O, 2010). This is where the Irish government have really focused on the minimum price per unit of alcohol.

By stopping the sales of cheaper alcohol the theory would show through studies that consumption does in fact fall. To implement it successfully The World Health Organisation help the government create a strong framework, they have already developed a policy that can be effective within the European region. The strategy to drop consumption as well as reducing harmful consumption is one of the main tasks within the action plan and has been extensively researched through different policies and actions (W.H.O, 2010). The monitoring of the strategy is key to success. The World Health Organisation have developed a “global information system” this will monitor and gather information/data that will show how the strategy is working (W.H.O, 2010). This will create a database where information such as consumption is gathered. Giving an indication of how the country is performing. This will show how other countries developed their strategies and how Ireland could use the positive strategies to try and drop the consumption. (W.H.O, 2010)

The idea of advertising to the younger population has been a talking point amongst Irish society for a decade. The problem of underage drinking and the influence of the marketing of alcoholic products has cause mass debate. Henry Saffer and Dhaval Dave did extensive research in their paper titled “Alcohol Advertising and Alcohol Consumption by Adolescents” (Saffer and Dave, 2003). Although various leading health bodies have continued to say it’s a contributing factor in consumption of alcohol among younger population. The alcohol industry disputes the fact that it does not in fact target the younger population (Saffer and Dave, 2003). By focusing on different studies Saffer and Dave wanted to see if there was a direct link between advertising and if it would be the cause of added consumption amongst adolescents (Saffer and Dave, 2003). “The Center on Alcohol

Marketing and Youth (2002)” had conducted a study on the advertising of alcohol on TV, radio and in magazines (Saffer and Dave, 2003). They found that magazines in 2001 had “45% more beer advertising in youth magazines”, “27% more for youth in magazines” in relation to spirits. With television advertising, “youth were exposed to two beer ads for every three seen by an adult” (Saffer and Dave, 2003). For all sources of media overall the youth were exposed to more of the alcohol advertising apart from wine advertising. The imagery used in the advertisement of is created to be more appealing to the younger population (Saffer and Dave, 2003). “The Robert Wood Foundation (1999)” discussed that the advertising and marketing of alcohol is creating problems of the underage drinking” but there are various evidence to prove that there is in fact little evidence that links advertising and a higher consumption with regards to adolescents (Saffer and Dave, 2003). Saffer and Dave do however state that even with little evidence to prove it the link will always remain a “controversial subject” (Saffer and Dave, 2003). Theory suggests that the relationship between advertising/marketing and consumption is “subject to diminishing marginal product” (Saffer and Dave, 2003), which means after a point of advertising the response to the advertisement becomes less i.e. the consumption of an alcoholic product is not due to the fact it is being advertised (Saffer and Dave, 2003). Saffer and Dave then go on to discuss the different ways to measure the measure alcohol advertising and its consumption; research that use a yearly or quarterly expenditure that measures advertising, Work that used cross sectional measurements and a study that uses bans on advertising. Each can be used as a way to illustrate if alcohol advertising will lead to an increase in consumption and also with regards to an advertising ban to see if the consumption will actually drop (Saffer and Dave, 2003). Cross sectional data is used to measure advertising or consumption at a local level, this gives an accurate data sample to see if policies such as advertising bans may be a benefit on a smaller scale, and this also gives a different variation of data rather than data of national level (Saffer and Dave, 2003). Advertising data at local level will in fact show a positive relationship with consumption and advertising. Evidence shows that a ban on advertising will have a negative effect on the product. The problem Saffer and Dave seemed to find was that when one source of

advertisement was banned there will be a substitute source (Saffer and Dave, 2003). Along with the idea of diminishing marginal product this creates a downward shift for the product being banned. This is when companies may decide to put their finances elsewhere in the company to compensate, this could create different techniques of marketing, and with the rise of social media this also creates a struggle for governments trying to introduce advertising bans (Saffer and Dave, 2003). Saffer and Dave then went on to discuss the methods used to measure advertising and the consumption of alcohol. These include; using annual or quarterly expenditures to measure advertising, using cross sectional measures on advertising and the study of advertising bans (Saffer and Dave, 2003). When using the national expenditure they concentrated on all expenditure with regards to alcohol advertising. It will show little variation and will not show a drop in consumption (Saffer and Dave, 2003). It is also hard to determine if there is an effect with marketing advertising alcoholic products as there are only small changes. Another study used is cross sectional data, by focusing on a particular group of people within local areas (Saffer and Dave, 2003). It would show if consumption level would fall or rise due to a policy being introduced. It is likely to a positive relationship with regards to advertising and the consumption of alcohol (Saffer and Dave, 2003). Finally is a study of previous advertising bans. This showed the effects policies being introduced will have on a population. The problem Saffer and Dave found with this was when a ban was implemented the media will then find a substitute way to advertise (Saffer and Dave, 2003). These companies may then use different marketing techniques to try and promote their products. Although studies did prove that a ban on advertising did reduce alcohol consumption (Saffer and Dave, 2003). How will this affect the advertising of alcohol in Ireland? Will this cause companies to invest heavily in different marketing techniques?

The data Saffer and Dave used was "Monitoring the Future surveys" (Saffer and Dave, 2003). This used a sample of over 63,000 high school students that analysed how alcohol advertising may affect the young population based on gender and race as well as income and age also. They wanted to see if advertising led to binge drinking among the younger

population (Saffer and Dave, 2003). The second type of data used was the “National Longitudinal Survey of Youth. This data set ranged around 10,000 youth which would be a representation of the general youth population (Saffer and Dave, 2003). This data set provided data on the general alcohol consumption of adolescents as well as focusing on demographics. The demographic was gender, race, age and income (Saffer and Dave, 2003). Also where culture was an important variable. Lastly the Competitive Media Reporting data was focused on, they collect data in advertising. Saffer and Dave focused specifically on the alcohol advertising (Saffer and Dave, 2003). Radio, television, outdoor, newspaper were all used. This was to see the extent of alcohol advertising to the general population. The data used was important to answer the question if advertising alcohol does affect the consumption amongst youth (Saffer and Dave, 2003). The results showed that advertising alcohol to the younger population does have an effect to the consumption amongst adolescents. If policies are brought in where the price of alcohol will increase this will drop consumption levels (Saffer and Dave, 2003). The study also shows that cultural aspects is an important variable when focusing on consumption. Overall the study showed that pricing policies and alcohol advertising policies do produce a reduction in consumption amongst adolescents. (Saffer and Dave, 2003)

Jon P Nelson from the department of economics Pennsylvania undertook a study titled “Alcohol Advertising Bans, Consumption and Control Policies in Seventeen OECD Countries” (Nelson, 2010). This study concentrated on the demand for alcohol along with the consumption levels within these seventeen countries. The countries studied include; Australia, Austria, Belgium, Canada, Denmark, Ireland, Netherlands, New Zealand, United Kingdom, USA, Finland, Norway, Sweden, France, Italy, Portugal and Spain. Two key questions asked at the beginning of Nelsons study include “Does advertising increase the overall demand for alcohol beverages?” “Do advertising bans work?” (Nelson, 2010). Nelson developed a hypothesis that advertising bans in fact do not decrease the consumption within a country (Nelson, 2010). Studies have been carried out in Canada, USA, Australia and the UK leading to a “null hypothesis” (Nelson, 2010). A study conducted

by Saffer in 1991 showed that a broadcast ban partially lead to a reduction in consumption, there were in fact limitations in the study for example; price, tourism and income. Nelson and Young (2001) then conducted a study within the seventeen OECD countries, their study took in factors such as “age demographics, unemployment and wine sentiment” (Nelson, 2010). This study indicated alcohol advertising bans did not show a reduction in consumption (Nelson, 2010). Nelson then goes on to discuss a study conducted by Saffer and Dave studied the OECD countries, their studied again showed that consumption did drop when an alcohol ban was brought in. Nelson again focused on the fact that there was no focus put on the demographics, tourism, unemployment and wine sentiment (Nelson, 2010). These factors are what Nelson felt was important to explore with regards to an alcohol ban. Nelson discusses the fact that all the studies neglect important variables which will create errors in final results (Nelson, 2010). Nelsons study was to “address several shortcomings in the previous studies” (Nelson, 2010). Nelson also had the idea to concentrate on the restrictions of bans in these countries. Nelson went on to study the “cross country alcohol consumption and drinking patterns” (Nelson, 2010) while also focusing on the various countries. Nelson found that countries are predominantly split into three groups; Wine, beer and spirits. Spain, Italy, France and Portugal were the highest consumption with regards to wine while the Nordic countries of Finland, Norway and Sweden where wine consumption is low compared to the high spirit drinking culture (Nelson, 2010). Canada had a consumption drop from the 1970’s to 1990’a, the level of consumption dropped from 11.07 liters to 7.72 liters, the consumption then increased to 8.26 liters in the 2000’s (Nelson, 2010). Finland and Ireland showed an increase in alcohol consumption over the years due to economic and cultural changes such as; growth in income, price reduction, increased levels of tourism and increase in women drinking. The trends in consumption differed in the “Mediterranean wine drinking countries” (Nelson, 2010). Nelson then goes on to discuss “Advertising Bans and other alcohol control Policies” where legislations are in place in all of the OECD countries where alcohol advertising and marketing cannot be aimed towards the youth (Nelson, 2010). There are only three countries that have a full ban on broadcast and print media, Norway, Sweden and Finland.

Sweden and Finland had a monopoly on production of alcohol prior to joining the European Union (Nelson, 2010). All three countries eased restrictions on alcohol advertising due to the European court of justice. Spain and France went the opposite way and developed a firmer restriction on their advertising bans, France brought in the Loi Evin creating a full ban on advertising of alcohol (Nelson, 2010). Nelson then went to concentrate on how “Measuring Alcohol Advertising Bans” is accomplished (Nelson, 2010). With regards to previous advertising bans, within the seventeen OECD countries, only four have unobstructed advertising of alcohol; Netherlands, Portugal, Italy and Australia. Eight out of the seventeen countries have an advertising ban on spirits; Belgium, France, Canada, UK, Ireland, Spain, US and Austria (Nelson, 2010). Three of the seventeen countries have a ban on all alcohol beverages; France, New Zealand and Denmark. Nelson discusses how Saffer and Dave’s study show it is problematic as the policy of advertising alcohol has change over time due to variables in the advertising, such as weak alcohol being allowed be advertised in Denmark and the UK changing the laws of advertising spirits after 1995 (Nelson, 2010) . The Nordic countries have categorical bans on advertising yet they allow the advertisement of weak beers, so therefore it is not full ban on “all media”. (Nelson, 2010)

Overall the study was set out to examine what effects alcohol advertising bans and alcohol policies with regards to consumption in the seventeen OECD countries. Nelson examined how all econometric models such as Saffer and Dave, show that the advertising bans on alcohol “fails to reject the null that alcohol advertising bans do not reduce the market demand for alcohol (Nelson, 2010). The study of the seventeen countries have given inconsistent results on what sort of effects advertising bans have which would be due to “Income, Age, Culture, Tourism, Price and Unemployment” that were important variables being ignored. This gave a “negative relationship between advertising bans and alcohol consumption” (Nelson, 2010). The studies show that most wine drinking countries i.e. the Mediterranean countries have less alcohol bans. These studies did not take these in to account, and thus Nelsons hypothesis is proven that the advertising ban doesn’t in fact drop consumption of alcohol (Nelson, 2010). These studies are very important with regards

to my question, it provides evidence that even though there have been advertising bans in place in various different countries consumption levels do not drop depending on different aspects such as culture, economic status and age. How would the new alcohol legislation change the drinking culture that is currently within Ireland?

Patrick Basham and John Luik conducted a case study based around alcohol advertising and alcoholism. It was titled "Banning Alcohol Ads won't cure Alcoholism (Basham and Luik, 2009)". They focus on the United Kingdom and the concern around alcoholism and how advertising of alcohol may have an influence on the younger population. Basham and Luik concentrate on two previous books; "The Hidden Persuaders" by Vance Packard and Sully Ledermanns "Alcohol, Alcoholism, Alcoholization". They discuss these two pieces of literature as this is where the health campaigns get their ideas and philosophies from. Packard discussed the ideology of advertising being manipulative with a heavy influence with regards to consumption (Basham and Luik, 2009). Ledermann focused more on the relationship between consumption of alcohol and the amount of heavy drinkers (Basham and Luik, 2009). These two studies gave the health organizations their concept that alcohol advertisements need to have regulations or have a full ban (Basham and Luik, 2009). The advertisement of alcohol will bring in new customers and will therefore escalate the consumption, which leads to the idea of a ban on the advertisement of alcohol (Basham and Luik, 2009). They discuss that the exposure that alcohol advertising is aimed at those within the population who do not drink, causing an increase in consumption in those who do not drink. If a ban on advertising is brought in theory this would stop this and in turn would lower the consumption (Basham and Luik, 2009). What Basham and Luik want to investigate is if the effects of alcohol advertisement bans are justified (Basham and Luik, 2009). To test this Basham and Luik examined studies that included the advertising of alcohol and its exposure, the study of alcohol advertising in an econometric respect, general studies of alcohol advertising bans and restrictions and also the health mode that focuses on advertising effects (Basham and Luik, 2009).

The health model concentrates on the fact that the advertisement of alcohol does have an adverse effect on the consumption levels. Although Basham and Luik argue the fact that evidence proves that this is in fact an uncertain theory. It fails to prove that alcohol advertising does not enhance the consumption (Basham and Luik, 2009). There is in fact little evidence to prove the exposure to advertisements has the effect to consume alcohol. There is little support that the advertisement of alcohol will increase the consumption (Basham and Luik, 2009). Basham and Luik then discuss the work of Professor Gerard Hastings, who claims that newer studies do provide a link between the advertisement of alcohol and consumption across the population (Basham and Luik, 2009). Basham and Luik analysed eleven studies that use cross sectional study to prove this theory incorrect. Three fundamental problems found in all these studies were; there was no justification to show a relationship with advertising and the initiation of consumption, secondly there were problems with the methods used to measure the exposure of alcohol advertising and lastly in these studies data was not “statistically significant” which provides a weak theory (Basham and Luik, 2009). With around 30 comprehensive studies undertaken only small amount prove that bans would lead to a drop in consumption. With seventeen of the studies that used cross sectional data only three of these proved advertising had a considerable effect on the consumption level (Basham and Luik, 2009). Also in countries where alcohol bans have been lifted there is evidence to prove that consumption didn't increase (Basham and Luik, 2009). Based on these studies carried out by Basham and Luik, there is significant data to prove that advertising of alcohol does not increase the consumption within a country, although there are a handful of studies to show a drop in consumption overall the population it is not significant enough to prove a ban would fully drop consumption (Basham and Luik, 2009). How will Ireland be able to prove that the new alcohol legislation will significantly drop the level of alcohol consumed? Can they justify the ban due to the amount of studies proving it may be a weak theory?

Methodology

The objective of this section is to discuss the methodology for this study, which is heavily quantitative based due to the use of existing data and research papers that have been studied that have also focused on alcohol policies and their effects on the consumption of alcohol within specific countries. This lead to a better understanding to how a new alcohol policy could affect the sales within Ireland and how it could affect the consumption levels within the country. The plan for the research is to focus on research journals that have in-depth research into various alcohol bans and policies, as mentioned above in the literature review researchers such as Jon P Nelson, Saffer & Dave and Basham & Luik all provide a base for data collection along with procedures in gathering information.

This research paper aimed to find an answer to how the new alcohol legislation will affect the sales and advertising within in Ireland. Through research of literature it also provided the question of will this legislation lower consumption amongst the population. A quantitative approach was taken, the main focus being on previous studies and concentrating on how they gathered previous data about alcohol policies and consumption within various countries. All of the data used will be second hand data that has been collected.

One common study used within in both Basham & Luik and Saffer & Dave studies was the focus on cross sectional data. The idea of a cross sectional data is “different groups of people who differ in the variable of interest but who share other characteristics...Socioeconomic status, background and ethnicity” (Cherry, 2018). Cross sectional data is used to gather data from a country at a specific time and of a specific group of people. (Saffer and Dave, 2003) discuss the use of cross sectional data which measures alcohol advertising within countries. They discussed how it would focus on a more local level, although it can fluctuate due to cost of advertising within certain areas (Saffer and Dave, 2003). Another study that focused on cross sectional data was (Basham and Luik, 2009). They analyzed 11 cross sectional studies.

Both journals also focused on the idea of longitudinal studies. Longitudinal study consists of “several observations of the same subjects over a period of time” (Cherry, 2018) (Saffer and Dave, 2003) focused on the “National Longitudinal Survey of Youth” this gave a sample of younger adolescents and their consumption of alcohol.

(Saffer and Dave, 2003) then go on to discuss the method of simply studying previous alcohol advertising bans. By focusing on bans on certain media outlets they could notice if there was a negative effect on alcohol sales and consumption. They focused their efforts on how banning certain social media could show this change. One factor that became apparent was once one section of media was banned another part of the media was then used to advertise in an altered method. Rather than focusing all the attention to social media companies may take money that was used for marketing alcohol and put their money into a different aspect of selling their product. Companies may “compensate with more advertising” (Saffer and Dave, 2003) or may differ their selling techniques through retailers allowance (Saffer and Dave, 2003).

(Saffer and Dave, 2003) then use the Monitoring the Future surveys and the National Longitudinal Survey of Youth. This gave a base for consumption of alcohol amongst the younger population as well as focusing on how advertising would affect this consumption by using data from the Competitive Media Reporting, which is widely sought after data within the industry. The focus of study is on television, radio, newspaper outdoor advertisement of alcohol. The work (Saffer and Dave, 2003) wanted to show was if the advertising data showed a direct effect upon the consumption levels and trends amongst the younger generation by using the two surveys they could measure the effects that have taken place with regards to an alcohol advertising ban.

(Saffer and Dave, 2003) use empirical studies that focus on previous studies that have examined time series studies that involves up to 15 studies that focus on a country, primarily the UK and the US. The study was focused over a certain time period and whether the ban or lack of ban on the advertisement of alcohol effected the consumption of alcohol

amongst the population. (Saffer and Dave, 2003) then focused on two cross sectional studies, focusing on a certain section of the population at a certain time, both of the studies were conducted within the US and gave the effects of advertisement of alcohol amongst the certain section of the population. Lastly (Saffer and Dave, 2003) focused on studies that were based around a ban on alcohol advertisement, were three of the studies were based within the US and the other four studies were based on the seventeen OECD countries, these studies gave mixed results. These studies were important as not only did they gather a vast amount of information on alcohol advertising bans in different countries and differing cultures. It also provided key information as to how partial bans, full bans and differing alcohol advertising bans and the effect it had upon the population. (Saffer and Dave, 2003)

(Nelson, 2010) directed his research towards the 17 OECD countries. By focusing on the consumption per capita this would give data to show how alcohol advertising bans would directly affect the sales of alcohol within each country. The main focus was on wine drinking countries; Italy, Spain, Portugal and France. Beer drinking countries; Australia, Austria, Belgium, Canada, Denmark, Ireland, Netherlands, New Zealand, UK and the USA. Spirit drinking countries; Finland, Norway and Sweden. One of (Nelson, 2010) main key focuses was on the consumption levels within countries and the trends within the 17 OECD countries. By using statistics that have been gathered by the World Health Organisation (WHO,2010) this data provided the consumption level of alcoholic beverages per capita and the specific choice of beverage within each of the 17 OECD countries. For example the data showed a rise in consumption within Ireland and Finland due the drinking culture that is evident in both countries along with trends such as a growth in economic status that would promote more spending on alcoholic beverages.

(Nelson, 2010) also portrayed the evidence of different trends that have developed within the differing countries. As alcohol bans and policies are placed within certain countries. The wine drinking countries; Spain, France, Portugal and Italy have shown a decrease in consumption overall but the trend would typically show that consumption levels would

normally be higher in these specific countries. The trends have been shown in various studies over time but yet they are still not fully understood, studies such as Babor, T., et al., *Alcohol: No Ordinary Commodity – Research and Public Policy* (Babor et al., 2003) and Leifman, H., “Trends in population drinking,” in T. Norstrom (ed.), *Alcohol in Postwar Europe: Consumption, Drinking Patterns, Consequences and Policy Responses in 15 European Countries* (Leifman, 2002) show these trends in depth but struggle to show why the consumption levels differ, this could be due to alcohol policies being introduced or economic trends that give a drop in consumption.

(Nelson, 2010) then introduces the idea of advertising bans and various policies. The emphasis on the bans that (Nelson, 2010) discusses that are in place within the 17 OECD countries. All alcohol advertising that was aimed towards the younger population was banned. Most of the bans that have been ever present for most countries are typically only partial bans, the only countries that had full media ban on alcohol advertisement is the Nordic countries. (Nelson, 2010) then discussed previous studies that have alcohol advertising bans in place; “Saffer, H., “Alcohol advertising bans and alcohol abuse: An international perspective,” (Saffer, 1991), Young, D.J., “Alcohol advertising bans and alcohol abuse: Comment,” (Young, 1993) and Nelson, J.P. and D.J. Young, “Do advertising bans work? An international comparison,” (Nelson & Young, 2001). The one common theme amongst these three studies they use two “dummy variables”, one being a “partial bans of broadcast of spirits” and “total bans of broadcast advertising of all alcohol beverages” (Nelson, 2010). They also developed a “null outcome” are the countries that have zero restrictions on alcohol advertising. (Saffer and Dave, 2002) study gives both positive and negative results. It uses two different variables; full advertising bans and partial bans on alcohol advertising. (Saffer and Dave, 2002) mention that “alcohol consumption has been trending down since 1998...could result in decrease in the number of advertising bans”. This is important as (Saffer and Dave, 2002) did not factor in the EU trade markets or the attitude towards alcohol and that it may not be due to alcohol advertising bans.

(Nelson, 2010) uses data from Karlsson, T. and E. Osterberg, "A scale of formal alcohol control policy in 15 European countries," (Karlsson and Osterberg, 2001). This provides information on the types of bans countries use as well the distribution of alcohol and the marketing of alcohol in specific countries. The higher the value used the stricter the control of the ban within the country, it focuses on a comparison of 1975 and 2000. This is important to prove alcohol advertising bans will therefore decrease consumption. (Nelson, 2002) also uses data from (Karlsson and Osterberg, 2001) that measures how rigorous specific policies are in certain countries and how effective they may be. It uses each of the 17 OECD countries. Many of the countries have an increase on how strict their policies have become through the years. Most countries have an average level with regards to their bans bar the Nordic countries who have actually become less strict with their advertising bans, some countries such as France have a large increase due to strict policies. (Nelson, 2002) seen this data as important to gather as it showed how strict countries were with regards to their advertising bans and would show if consumption levels drop within countries and if alcohol bans do in fact prove to be effective.

With regards to methodology, my methods for gathering research have been extremely limited. As it was based around using other studies it will technically only provide a hypothetical conclusion. Research could not have been created through surveys or questionnaires as the new alcohol legislation is yet to be introduced into Ireland. One limitation that has affected this study is that studies that have taken place have done so a few years previous, this means that the culture, demographic and economic structure was different compared to how it is now. This could change the results as people view alcohol differently and have a better knowledge of the effects and dangers that come with the consumption of alcohol. This does provide gathering of information largely limited to the previous studies conducted and using the same information that other peers have used to grasp a knowledge on the influence of alcohol policies.

Analysis and Findings

After examining previous studies it is evident that the focus is with regards to data is on how bans, including full bans, partial bans, bans on specific alcohol and general bans on alcohol advertising. What seemed to be one of the key uses of data seen in (Saffer and Dave, 2003), (Nelson, 2002) and (Power, 2017) that has linked all three studies together was the use of data amongst a range of countries along with the specific ban or policy that has been implemented within the country itself.

Within (Saffer and Dave, 2003) "Alcohol Advertising and Alcohol Consumption by Adolescents", they use three different empirical studies that involve; Time series study, cross sectional study and ban study. For the time series study which involves a study of a specific region and an unchanged sample, which is an important aspect as results won't vary.

(Blake and Nied, 1997), which explored general alcohol sales as well pricing and the advertisement of alcohol within the UK between the years of 1952 to 1991, it showed that advertisement of alcohol had a positive effect on the demand of alcohol.

(Bourgeois and Barnes, 1979) a study that was based in Canada between the years 1951 to 1974, they explored if advertisement of alcohol would affect consumption, the results displayed that advertising has no effect on consumption.

(Calfee and Scheraga, 1994) studied four countries; Germany, France, Netherlands and Sweden, focused on the advertising of alcohol versus consumption, the results showed advertising of alcohol had no effect on the consumption of alcohol.

(Duffy, 2001) based his study within the UK, was based around general advertising within the market, the results proved there was no effect from advertising alcoholic products.

(Franke and Wilcox, 1987) developed a study around the US between the years of 1956 to 1972, the study was advertising and the consumption within the US, it showed little to no effect of advertising alcohol.

(Grabowski, 1976) directly focused on the effects that advertising has on demand, although results showed there was no effect from advertising on consumption.

(Lee and Trembley, 1992) focused on demand of beer and advertisement of beer in the US, yet showed zero effects from advertising.

(McGuinness, 1983) used the demand for spirits wine and beer within the UK, this in fact showed a slight effect of advertising on the beer market.

(Nelson, 1999) developed a study of advertising and the demand for alcohol in the US market, yet this study proved there was no effect of advertising on the alcohol market in the US.

(Nelson and Moran, 1995) used estimations of advertising on the demand of alcohol in the US, between the years of 1964 to 1990, it also showed no effects from advertising from demand of alcohol in the US market.

(Selvanathan, 1989) focused on the demand for alcohol within the UK market and the importance of advertising, although this did in fact show a small effect on the beer market due to advertisement.

Next (Saffer and Dave, 2003) focused on two different cross sectional studies within the US. (Goel and Morey, 1995) developed a study on the dependence on demand of alcohol, this study showed that advertising of alcohol did provide an effect on the demand of alcohol within the US market. (Saffer, 1997) conducted a study primarily on the advertisement of alcohol and road accidents that occur, this study also proved that there was an effect on the consumption and the demand of alcohol due to the advertisement of alcoholic products.

Lastly (Saffer and Dave, 2003) concentrated on general alcohol bans within a large range of countries. These figures and data has a direct correlation to the question at hand within this study, as it focused on general alcohol bans.

(Makowsky and Whitehead, 1991) was a studied conducted in Saskatchewan Canada, the study was based around the sales of alcohol along with the general advertisement and the legal influence with regards to bans, this study in fact proved the advertisement did not affect the sales and consumption regardless of the ban implemented.

(Ogborne and Smart, 1980) was another study based within Canada, this study was in Manitoba Canada. They conducted a study to derive if alcohol advertising restrictions and if they would reduce the consumption of alcohol within Manitoba. This study showed that advertising restrictions did not affect the consumption as advertising did not give a rise in consumption of alcohol within Manitoba.

(Ornstein and Hanssens, 1985) performed a study based around the consumption of beer and spirits and if alcohol laws i.e. policies would largely affect the consumption levels. They showed that the prices of beers and spirits did in fact rise within the US and this proved that consumption levels did drop due to the rise in price advertising.

(Saffer, 1991) developed a study that was based around alcohol beverage advertising bans along with the abuse of alcohol, the study was based within the 17 OECD countries. The bans on alcohol in these countries in fact were proven to have a negative effect of the bans, they did not decrease the consumption within overall within the 17 OECD countries.

(Young, 1993) conducted a study within the 17 OECD countries. The study was concerned with bans on alcohol with regards to advertisement as well as a focus on the abuse of alcohol in the vast range of countries. This gave mixed results as in some countries alcohol consumption dropped, while in other countries the ban did not show any effect, this may be due to culture, economic status etc.

(Nelson and Young, 2001), another study with the 17 OECD, the main focus was to understand if bans on advertising work. Overall within the 17 countries this study proved that advertising bans do have a positive effect on consumption. Although it wasn't fully focused on strictly alcohol advertising, it does prove that advertising bans do in fact drop sales and demand within the specific market.

(Saffer and Dave, 2002) conducted a study with the main focus being on the consumption of alcohol the advertising bans that have been introduced with regards to alcohol. This again was focused around the 17 OECD countries. The bans on alcohol advertising proved to be, this study proved that there was actually a negative effect with the bans that were put in place. This in turn lowered sales and demand which also has a direct correlation to the consumption level of alcohol.

(Nelson, 2010) develops a vast amount of detail on the specific bans that not only each of the 17 OECD country has introduced to try and drop the consumption levels in the country, but also (Nelson, 2010) has presented the consumption in litres of adults consumptions levels per capita. This data shows how the bans and policies have affected the levels of consumption in each country.

Australia does not have any bans on print or broadcast against alcohol. Regardless of no alcohol ban or policy being introduced the consumption levels peaked in 1980 at 12.98 litres while currently in the 2000's it has in fact dropped to 9.19 litres per capita (Nelson, 2010). Austria have introduced bans on any spirits within the country but has no bans on the print media, within the country the consumption level was highest in 1975 at 14.40 litres while currently it has dropped down to 12.92 litres (Nelson, 2010). Belgium have no bans on either print or the broadcast media, the consumption levels peaked in 1980 at 14.25 litres and currently sits at 10.21 litres (Nelson, 2010). Canada have a ban on spirits being broadcast but have no print bans, the highest the consumption levels were at was in 1975 it was at 11.00 and it is currently dropped to 8.26 litres (Nelson, 2010). Denmark introduced a total ban on any alcohol but does not have a print ban, in 1990 the

consumption level was at 12.25 in 1990 and has dropped to 11.98 litres (Nelson, 2010). Ireland, which is the key figure to focus on with regards to this study, did have a ban on spirits but not on any print media, Irelands consumption level actually has continued to rise through the years, in 1990 the consumption level was at 11.19 litres and actually rose to 14.21 litres within in the 2000's, this is a significant piece of data as it does show a problem with alcohol consumption as it has continued to rise (Nelson, 2010). Netherlands has no bans on advertising, consumption levels peaking in 1980 at 11.68 litres and dropping to 9.84 litres currently (Nelson, 2010). New Zealand have a total ban on any alcohol but not with print advertising, 1980 the consumption levels were at 13.10 litres and currently have dropped to 9.95 litres (Nelson, 2010). The UK have a ban on the advertisement of spirits but not within the print media, levels of consumption peaked in 1980 at 10.82 and has currently lowered to 10.23 litres (Nelson, 2010). The USA also have a ban on spirits in the broadcast media but not print, consumption levels were highest in the 1980's at 10.71 litres and have dropped to 8.41 litres (Nelson, 2010). Finland have a full ban on both broadcast and print media, bar weak beer, consumption levels of alcohol have also rose to 10.03 litres from 8.06 litres (Nelson, 2010). Norway also have an identical ban like Finland, but consumption levels have dropped from 6.24 litres to 5.89 litres (Nelson, 2010). Sweden also have the exact ban the other two Nordic countries introduced, levels of consumption dropped from 8.79 litres to 6.97 litres (Nelson, 2010). France have a total ban on broadcast but not on print media, consumption dropped from 22.48 litres to 13.41 litres (Nelson, 2010). Italy have no bans on either broadcast or print media, but consumption peaked at 21.22 litres and currently dropped to 9.32 litres (Nelson, 2010). Portugal also have zero bans on alcohol advertising, consumption peak being 18.47 litres and currently sit at 12.80 litres (Nelson, 2010). Lastly, Spain have no advertising bans, the consumption level peaked at 19.57 litres and has dropped to 11.92 litres (Nelson, 2010).

(Power, 2017) released the study "*The Potential Impact on Irish Media of the Public Health (Alcohol) Bill 2015*", this study gave an in depth look at how the new alcohol legislation will impact Ireland, particularly with regards to the advertising and media aspect. (Power,

2017) reviews other countries who have introduced alcohol policies and how it affected consumption levels. (Power, 2017) examines France and the "*Loi Evin*". The concept was to reduce alcohol related problems and consumption within France, particularly targeted at the younger population. Results from the ESPAD report (ESPAD, 2015) present that; 57% of the younger population in France drink at 13 years of age or under, "10% higher than the average" (Power, 2017). 84% of the age group 15-16 have used alcohol, 53% of the age group 15-16 consumed alcohol a month before taking the ESPAD survey as well as 13% being intoxicated a month prior (ESPAD, 2015). The results do not provide a positive indication on total alcohol bans within a country, this would be heavily dependent on the drinking culture within the country.

(Power, 2017) discussed Switzerland and how they brought a full ban on alcohol advertisement. (Dumont et al, 2017) discussed how alcohol consumption decreased from "7.1 to 5.4 g/day". Yet, these results did not show a direct correlation with alcohol policy and consumption due to participants and trends (Dumont et al, 2017).

(Power, 2017) then goes on to discuss cross country studies. Denmark, who have a full ban on all alcohol, bar weak beer, they have one of the maximum intoxication rates amongst younger population. Greece, who have low intoxication rates amongst younger population don't have alcohol policies but yet has self-regulation.

Russia who also introduced an alcohol advertising ban, results showed it did not drop the level of consumption within the country. The level continued to stay the same along with people buying alcohol off the black market. Russia had the fourth highest level of consumption, 13.9 litres per capita (Power, 2017).

Conclusion

Overall, the new alcohol legislation will put a full ban on every type of alcohol which includes beer, wine and spirits and a full range of bans on any media including public areas such as billboards, no sponsoring sporting events, television and radio and also majority of print advertising. From studying the new alcohol legislation in detail it is clear that the main aim for the government is to try and reduce the harmful risks of alcohol that is primarily being aimed towards the younger population by stopping the idea of cheap drink. The focus on having a minimum unit pricing on all alcohol is a very fair idea, as it stops harmful use of alcohol and would reduce dangerous consumption.

One burning question is will the new alcohol legislation go through the government and be passed? This can be a problem as seen in Scotland, who also have a similar culture and wanted to pass an alcohol policy almost identical to the alcohol legislation that is being planned for Ireland. If it got altered and have crucial ideas taken out, will the same happen in Ireland?

The main idea from the government is to reduce the alcohol consumption within the country. One of the main problems Ireland face is the drinking culture that is embedded within not only the population, but throughout the word. Ireland has a culture that is known to love drink, this can also be seen as policies that have not been as strict have been brought in to Ireland and also other countries, the ban on spirit advertisements has been implemented to various countries and the consumption level dropped within every country, bar two, Finland and Ireland. Both countries are known to have a drinking culture and the consumption level has actually risen throughout the years. This may be a major problem as the new legislation may not have any effect upon the population due to the drinking culture that is in place.

The idea that Ireland introducing a legislation that is banning all advertising of alcohol will lower consumption is something that I don't believe will lower consumption of alcohol. From previous studies and other countries it is hard to see how it may be fully effective

within Ireland. For example, the Loi Evin was introduced to target the younger population, but yet as data shows, the younger population are consuming alcohol a lot higher than the world average. If this is still a problem, how will banning alcohol advertisements lower the overall consumption? The majority of case studies above give mixed results when an alcohol policy is introduced. If there is no clear evidence for an alcohol legislation that would lower consumption, is there a better way to try and reduce consumption? I believe in a country like Ireland, the sales of alcohol will truly drop regardless of the legislation. Overall the idea of reducing harmful drinking is the main concern yet as previous evidence has shown, it gives very mixed results with an advertisement ban. Unfortunately, this study is hypothetical as there is no evidence at this time to know if the sales and consumption will drop, but, from the study of other countries it is more evident that this may not affect the sales of alcohol within Ireland.

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