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**Public opinion on direct and indirect policy measures: predictive
power of personal factors and cognitions**

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Predicting public opinion towards alcohol policy is an important facet in bounding youth alcohol consumption. Even though multiple predictors of public opinion on alcohol policy have been considered, current literature fails to explain public opinion including multiple predictors. In current study, a model is formulated, which consists of personal factors that literature shows to be associated to either public opinion or drinking behavior. The effect of the model on different aspects of public opinion was measured amongst 235 youth in the Netherlands, aged 15 to 25. Hierarchical regression analyses showed that the model explains for 32 percent of variance in public opinion, with attitudes towards drinking behavior accounting for the most of this variance. Results also confirmed direct policy measures to be supported in a lesser extent than indirect policy measures. Effectiveness of policy implementation can increase by changing attitudes, which is especially relevant for direct policy measures.

Introduction

Alcohol consumption causes an estimated four percent of the total global disease burden (Rodgers, Ezzati, Vander Hoorn, Lopez, Lin and Murray, 2004). In Europe, the tangible costs of alcohol consumption are 125 billion Euros a year (Anderson and Baumberg, 2006). Part of these costs are alcohol related medical and oversight costs. These costs amount about 4,5 million Euros a year for people in the age of 15 to 25 years old, in the Netherlands only. Almost 800 young adults between 15 and 25 years are treated in Dutch hospitals after alcohol poisoning, every year (Valkenburg, Van der Lely and Brugmans, 2007). Furthermore, drinking alcohol is an important factor in delinquency, more than a quarter of all crime in the Netherlands is committed after drinking alcohol. This results in extensive costs for police and Ministry of Justice (KPMG, 2001). Finally, (heavy) alcohol use causes different risks on a personal level. Heavy drinking can result in damage to liver, brain, heart and stomach (Monshouwer, Verdurmen, Van Dorsselear, Smit, Gorter and Vollebergh, 2008). Since the brain is developing until a person's twenty-fourth year, children and young adults are especially vulnerable to excessive drinking. Above this, alcohol abuse and dependence affect learning and memory of adolescents (Monshouwer et al., 2008).

Alcohol policy

Governments impose regulations to decrease negative effects and costs of alcohol consumption and to improve public health (Brand, Saisana, Rynn, Pennoni and Lowenfels, 2007). Cohen, Scribner and Farley (2000) demarcate a structural model, consisting of four factors, which can influence health behaviors at the population level. The factors include availability or accessibility of consumer products, physical structures or physical characteristics of products, social structures and policies and media and cultural messages. In the context of regulating negative effects and costs of alcohol consumption, availability refers to accessibility of alcoholic products. Many studies have documented that alcohol consumption is directly related to availability, as measured by alcohol outlet density. Availability can also be restricted by raising the minimum drinking age, restricting places where alcohol may be used and raising taxes. Physical structures, that is, the characteristics of the product and the location and type of outlets where alcohol is sold, can increase alcohol consumption by

enhancing availability. Social structures include the enforcement of laws related to alcohol consumption as well as making servers accountable for the harmful consequences of drinking. Finally, media are likely to fasten the initiation of alcohol use and create positive attitudes toward youth alcohol use. Different categorizations of strategies also exist on the level of alcohol use by adolescents and young adults. Van de Luitgaarden, Thush, Wiers and Knibbe (2008) divide preventive strategies directed to youth alcohol consumption into three categories. These classes are self-control, formalized control and informal social control. Formalized control concerns established restrictions and regulations, while the other categories regard respectively influence by mass campaigns and education and social environment. Formalized control is divided into policy toward drunk-driving, local alcohol policy, law enforcements, alcohol prices, availability restrictions and restrictions on alcohol commercials. Giesbrecht, Anglin and Ialomiteanu (2005) make a somewhat comparable categorization appointing regulating physical availability, taxation/pricing, altering the drinking context, education/persuasion and regulating alcohol promotion. Another categorization of alcohol policy is made by Latimer, et al. (2003). They subscribe regulating alcohol marketing, regulating alcohol consumption in public places, regulating alcohol distribution, increasing alcohol taxes and regulating youth access.

Introduction of alcohol policy can contribute to a decrease in alcohol use by young people. Wechsler, Lee, Nelson and Kuo (2002) demonstrate that underage students in states in the USA with extensive laws, which restrict underage and high-volume drinking, were less likely to drink and to binge drink. Furthermore, Wechsler, Lee, Nelson and Lee (2003) demonstrated alcohol control policy to affect both drinking and drinking and driving. Excise taxes or prices of alcoholic drinks, minimum legal drinking age, promotions and advertising influence a wide range of alcohol-related problems (Toomey and Wagenaar, 1999; Chaloupka, Grossman and Saffer, 1998; Kuo, Wechsler, Greenberg, Lee, 2003). Even sexually transmitted disease rates decrease as a result of increases in alcohol taxes and increase in drinking age, because of reduced alcohol consumption as a result of these policy measures (Chesson, Harrison and Kassler, 2000). In a comparison of the strength of alcohol policy to reduce the adverse effects of alcohol consumption in 30 countries, the Netherlands is in the bottom 10. The study demonstrates especially poor results of Dutch policy on alcohol availability, alcohol advertising and price policy (Brand et al., 2007). Because of the influence of policy on alcohol use by young people, implementing alcohol policy in the Netherlands, might be effective in decreasing alcohol consumption by adolescents and young adults.

Public opinion

However, potential effect of policy is not the only condition for implementing new policy. Public opinion is supposed to be the prime mover of policy implementation in democracies. A public opinion constitutes a moral judgment on a group of facts. Pictures in the heads of human beings about themselves, of others, of their needs, purposes and relationships are their public opinions. In addition, those pictures which are acted upon by groups of people is called Public Opinion (Lippman, 2007). A definition of public opinion that is judged to be most usable in the context of policy making, is the opinion or perspective of the majority. Public opinion is a maximizing function of separate individual wills, through majority rule (Price, 1992; Schoonman, 1996). In accordance with the majority rule, public opinion in current study is the summation of individual levels of support or opposition to alcohol policy.

Much empirical theory and meta-analyses emphasize the responsiveness of policy to public opinion (e.g. Page and Shapiro, 1983; Monroe, 1998; Soroka and Wlezien, 2005; Wlezien, 2008). Burstein (2003) gauged the impact of public opinion on public policy by ascertaining the degree in which public opinion determines policy. Meta-analysis, where cross sectional and time series analyses were compared and did not affect the results, displays that three quarters of the times a relationship between public opinion and policy was measured, it was statistically significant, meaning that policy is affected by public opinion most of the time. Thus, public opinion is an important determinant in implementation of new policy, but it is also an important factor for the effect of policy after implementation. Richter, Vaughan and Foster (2004) underline that the ease with which change in society can be achieved depends largely on the extent to which the public is willing and ready to accept and participate in such change. This is why the public is needed to be committed to end underage drinking and should be supportive of changes in policy. Opinions on policy are an important resource in determining if policy is compatible with the views of the public. In this context public opinion provides a frame for future change (Giesbrecht and Greenfield, 1999). However, public behaves much like a thermostat. When the public is well-informed about changes in policy, it will adjust its preferences in response to these changes in policy. In effect, when actual policy differs from preferred policy, the public would send a signal to adjust policy accordingly. Policy outputs do feedback on public inputs and when public is well informed about policy, the public adjusts its preferences in response to what policymakers do. The relation between public opinion and alcohol policy is, thus, bidirectional; public opinion shapes the policy-making process, but public opinion can also change after implementing policy and policymakers use, for example, news media to shape public opinion (Wlezien, 1995; Wlezien, 2008; Wagenaar, Harwood, Toomey, Denk and Zander, 2000). This unidirectional relation between policy and public opinion is also the reason why even in absence of overwhelming public support, public policy may be implemented for harm reduction reasons. Namely, public support might be absent, because the public may not always be aware of health and safety benefits associated with alcohol policy (Giesbrecht, Anglin and Ialomiteanu, 2005).

Effective alcohol policy measures are often favored in a less extent. That is, effective measures affect not only high-risk drinkers, but others as well. Effective measures are mainly measures that restrict availability, while measures that are most ineffective from a public health perspective are for example individual level interventions, education programs and advertising bans, not affecting drinking behavior for an entire group by availability (Giesbrecht et al., 2005). Accordingly, research provided evidence for the assumption that there is more support for policy that does not directly affect drinking behavior or only affect individual consumers, than for policy that directly affect alcohol consumption or potentially affect all alcohol consumers. In short, those policy measures that are supposed to be the least personally inconvenient, are often most favorable. For example, there is generally more support for placing warning labels on alcoholic beverages than raising taxes or restricting availability of alcoholic drinks (Anglin, Kavanagh and Giesbrecht, 2001; Giesbrecht and Greenfield, 1999; Hilton and Kaskatus, 2000). Thus, it is expected that in current study public opinion of alcohol policy measures that directly affect alcohol consumption of all respondents is less supportive than public opinion for measures that do not directly affect drinking behavior or only affect a small group of respondents.

Given that public opinion is linked to the policy decision-making process, several studies have been conducted to examine public opinion on different policy measures (Wagenaar et al., 2000). Rationale for public opinion research varies; the focus can be on ordering levels of support for different groups

of alcohol policy topics, another aim is to identify demographic groups that tend to support or oppose to certain policies and sometimes the goal is to plot changes in public opinion over time (Giesbrecht, Ialomiteanu and Anglin, 2005). The current study investigates two existing aims of public opinion, as suggested by Giesbrecht et al. (2005). That is, first, ordering levels of support across different policy measures, thus distinguishing which policy measures are highly supported and which are not and, second, identifying groups of people that tend to support or oppose to these policy measures. Where previous research focused on the influence of demographic variables on public opinion on alcohol policy, in the current study other person-related factors that might be of importance in predicting public opinion on alcohol policy, are also involved. 'Stable psychological characteristics', cognitive variables and behaviors are included in this study. That is, because former research demonstrated these factors to be related to either public opinion towards alcohol policy, to alcohol use or to both. Public opinion on alcohol policy has been measured in the USA and six European countries, (Giesbrecht et al., 2005) and showing differences between these European countries (Hemström, 2002). In accordance, public opinion in the Netherlands might differ from those in other countries. Because of differences in alcohol control laws and cultures, it is difficult to compare opinions on alcohol policy cross-nationally (Wagenaar et al., 2000). The current study, thus, focuses on public opinion towards alcohol policy in the Netherlands, to provide a framework which shows if potential policy measures will be accepted by public.

Socio-demographics

Much literature focuses on identifying demographic factors which are related to public opinion of alcohol policy. Age is one important factor influencing public opinion. Older people tend to favor alcohol policy to a higher extent (e.g. Schmid, Jeffery, Forster, Rooney, Klepp and McBride, 1990; Richter, Vaughan and Foster, 2004). Giesbrecht and Greenfield (1999) show younger adults to be least supportive to different alcohol policies, while adults older than fifty-five show most support for the given restrictions. Richter et al. (2004) also showed older adults to be more supportive to a series of potential alcohol policy measures aimed at reducing underage drinking, than younger adults. Besides, woman support alcohol policy more than men. In a study where men and women indicated their level of support or opposition to nine proposals to regulate alcohol consumption, women were significantly more supportive towards all proposals than men (Schmid et al., 1990). Results were confirmed by Richter et al. (2004), who showed females to be more supportive to potential policy options that would decrease underage drinking. Bongers, Van de Goor and Garretsen (1998) demonstrated educational level to be related to attitudes towards restrictive alcohol measures. The higher the educational level of respondents, the more they favored restrictive measures.

Drinking behavior

Furthermore, research shows alcohol consumption to be related to public opinion on different alcohol policy measures (e.g. Giesbrecht and Greenfield, 1999; Bongers, Van de Goor and Garretsen, 1998; Giesbrecht, Ialomiteanu and Anglin, 2005). Schmid et al. (1990) demonstrate that people who never drink or only drink occasionally to be more supportive to alcohol policy than people who drink on a daily basis. Besides, Richter et al. (2004) show that more frequent drinkers are more likely to withhold support to alcohol policy which would decrease underage drinking than individuals who report drinking less. People who drink more, not only favor restrictive measures in a lesser extent, but are also more tolerant of other peoples drinking behavior (Bongers et al., 1998). Not only

frequency of drinking influences public opinion, also high volume drinking is related to public opinion, with high volume drinkers supporting more alcohol availability and less restrictions by alcohol policy (Giesbrecht et al., 2005).

In previous literature, also other factors, such as stable psychological characteristics, attitudes towards drinking and social norm, have been associated with drinking behavior, but potential relation of those factors with public opinion on alcohol policy, has not been studied. However, since these factors are related to drinking behavior, which, in turn, is related to public opinion towards alcohol policy, these factors might also be, directly or indirectly, related to public opinion on alcohol policy.

Sensation seeking

One of the main personality characteristics related to alcohol use is sensation seeking (Grau and Ortet, 1999). Sensation seeking is a trait describing the tendency to seek novel, varied, complex and intense sensations and experiences and the willingness to take risks for the sake of such experiences (Zuckerman, 1994). Sensation seeking influences many aspects of alcohol use, under which are the degree and frequency of alcohol use (e.g. Grau and Ortet, 1999; Wood, Cochran, Pfefferbaum and Arneklev, 1995), the engagement in heavy episodic behavior (Van Beurden, Zask, Brooks and Dight, 2004), the risk for alcohol abuse (Finn, Sharkansky, Brandt and Turcotte, 2000) and early initiation with alcohol consumption (Baer, 2002). Question is if sensation seeking is also associated with public opinion on alcohol policy. Because people that are more sensation seeking tend to drink more and more often, it is expected that they would not support policy measures that would restrict them in this behavior.

Authority conformity

Another trait that is positively related to alcohol use and that is closely related to sensation seeking, is nonconformity. Zuckerman and Link (1968) describe a high sensation seeker as a person who is, along with other characters, low in social values or conformity. Newcomb and McGee (1991) also recognize that sensation seeking and especially the subscales disinhibition and experience seeking, is related to nonconformity. Conformity in this context is characterized by religiosity, law abidance and conservatism. Conformity is inversely related to risk taking behavior and to heavy drinking risk expectancies, heavy drinking benefit expectancies and heavy drinking itself (Katz, Fromme and D'Amico, 2000). Grau and Ortet (1999) also found that conformity is negatively related to alcohol consumption. Heavy drinkers are less conforming than moderate and non-drinkers (Cook, Young, Taylor, Bedford, 1998). As to sensation seeking, early onset of alcohol consumption is also related to nonconformity (Baer, 2002). Since young adults that conform to authority drink less and less often, policy measures wouldn't have much impact on their behavior. It is expected that those people who conform to authority support alcohol policy more than people who conform to a lesser extent and drink alcohol more and more often, because policy would have more impact on those non-conforming people.

Peer conformity

Besides authority conformity as described above, peer conformity assesses whether or not a person adopts certain courses of action, sanctioned by their peer group. Brown, Clasen and Eicher (1986) found that peer conformity influences misconduct, amongst which alcohol use and different risk taking behaviors. These results were confirmed by Santor, Messervey and Kusumakar (2000), who demonstrated peer conformity to be a strong predictor of risk taking behavior and substance use,

such as alcohol use. So, when peers drink much and often, people who conform to them, would also drink more and more often. Those persons might not favor implementation of alcohol policy, because it would restrict them in their drinking behavior.

Self-esteem

Self-esteem is related to both personality and this kind of conformity behavior. Self-esteem is a factor that suppresses vulnerability to engage in nonconforming behavior (Scheier, Botvin, Griffin and Diaz, 2000). As well as sensation seeking and both forms of conformity, self-esteem is also related to alcohol use. Lower self esteem is associated with likelihood of alcohol use (Friedman, 1989) and involvement in (other) risky behaviors (Arnett, 1991). Since persons with low self esteem would want to drink much, they might not favor to be restricted in that behavior. That is why it might be expected that public opinion on alcohol policy of people with low self esteem can be less supportive.

Attitudes towards drinking

Richter et al. (2004) showed that a person feeling concerned about underage drinking and seeing underage drinking as a problem in their community, is more likely to support alcohol policy measures. However, influence of other drinking behavior attitudes on public opinion is unknown. Bongers et al. (1998) showed a person's own drinking behavior to be closely related to attitudes towards drinking at a party and to attitudes towards drinking of close relatives. When a person drinks more himself, he will be more tolerant towards drinking of other people. A relation between these attitudes and public opinion was not measured. Because more positive attitudes are related to higher levels of drinking, these positive attitudes might result in a more negative public opinion towards policy measures. Namely, the policy measures will restrict their former behavior.

Social norm

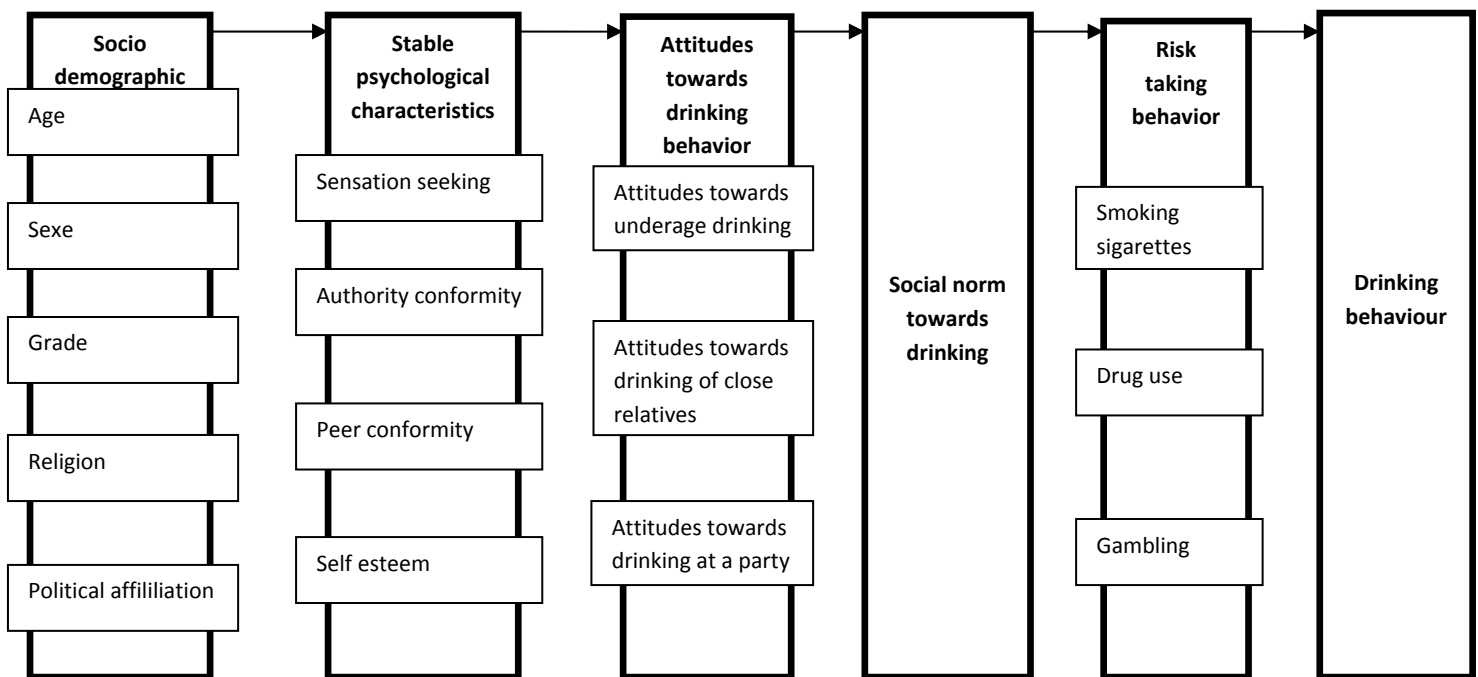
Social norm is a factor influencing the intention to perform certain behavior in a given context (Meijer, 2006). Oostveen et al. (1996) demonstrated that the social norm of family and friends is an important factor predicting heavy drinking. In addition, De Graaff and Poort (2004) showed that social norm declares drinking behavior of boys and girls with respectively twelve and eight percent. The social norm amongst youth in the Netherlands is that drinking is desirable for reasons to 'fit in' or be 'forceful' (Meijer, Smit, Schoemaker and Cuijpers, 2000). Two aspects of social norm can be distinguished. Subjective norms reflect behaviors and attitudes that are judged to be acceptable within a social system. It consists of perceptions about what others would approve or disapprove. This differs from descriptive norms, which describe what most others actually do (Cialdini, Reno and Kallgren, 1990). Bongers et al. (1998) found that opinions concerning alcohol measures mirror social climate, in which drinking without occurrence of problems is acceptable and excessive drinking meets disapproval. It is expected where the social norm of a group of people is to be more tolerant towards drinking, people would not want to be restricted in that behavior and policy measures would not be supported.

Risk taking behavior

(Excessive) alcohol use is often listed in the context of risky behaviors. Besides, the given 'stable psychological characteristics' are related to this kind of behavior (e.g. Van Beurden et al., 2004;

Brown et al., 1986; Arnett, 1991). Some risk taking behavior traits might also influence policy support concerning alcohol. Schmid et al. (1990) showed individuals who are a current smoker support different alcohol control measures in a lesser extent than do individuals who never smoked or stopped smoking.

In current study, a model is formulated, where all factors are placed on a proximal-distal continuum, where socio-demographics are most proximal and actual behaviors are most distal. In predicting public opinion on alcohol policy, it is expected that demographics stand most far from public opinion, followed by the 'stable psychological characteristics', attitudes towards drinking behavior and social norm. Behaviors are expected to be nearest to public opinion, with drinking behavior nearer than risk taking behavior. Aim is to study if the formulated model can predict public opinion on alcohol policy.



A Predictors of public opinion towards alcohol policy

In the nearby future, different policy measures to decrease underage drinking, might be implemented in the Netherlands. The Dutch Institute for Healthpromotion and Diseaseprevention, the Netherlands Institute for alcohol policy (STAP) and the Dutch Ministry of Public health, Welfare and Sports formulated different policy measures that are desirable to decrease underage drinking and increase public health and that are potentially implemented within a view years. Current study maps public opinion of a particular group, namely young adults, on eight policy measures, derived from recommendations and potential policy from the institutes and ministry. Even though young adults will not form the entire public opinion, they are the group that will be most affected by the policy after implementation. They are the most significant target group for alcohol policy in the Netherlands (Monshouwer et al., 2004) and for that reason public opinion of that specific target group is measured.

Method

A questionnaire was conducted to map public opinion by individual attitudes of young adults concerning eight different potential alcohol measures aimed to decrease alcohol consumption amongst adolescents and young adults. The questionnaire was, therefore, distributed to Dutch youth in the age of fifteen to twenty-five. Children and young adults are especially vulnerable for negative consequences of alcohol consumption, because human's brain is developing until a person's twenty-fifth birth year. This is why alcohol policy focuses especially on young adults. Since, young adults in the age of fifteen to twenty-five form the most important target group for new policy, their opinion on this policy is of importance. Former studies have mainly focused on the population of adults which are in the legal drinking age (e.g. Giesbrecht and Greenfield, 1999; Richter et al., 2004). This study distinguishes from former studies by focusing on the specific group of adults who's drinking behavior is affected by changes in alcohol policy, which focuses on adults until 25 years old.

The questionnaire consisted of questions mapping public opinion concerning alcohol policy and questions mapping potential predictors of this public opinion. Alcohol policy in current study, concern measures that might be implemented in the Netherlands in the nearby future. These are policy recommended by the Netherlands Institute for alcohol policy (STAP), the Dutch Ministry of Public health, Welfare and Sports and the National Institute of Healthpromotion and Diseaseprevention. Policy was divided into eight different categories of policy measures. Because these policy measures are relevant for potential changes in policy in the Netherlands, new categories were formulated, based on the categories as suggested by Cohen et al. (2000), Van de Luitgaarden et al. (2008), Latimer et al. (2003) and Giesbrecht et al. (2005).

The first category was alcohol prices (reliability of .84, N=4) and consisted of questions asking respondents whether they support or oppose to, for example, increase in the price of alcohol drinks in catering industry. A second category was regulate youth access (reliability of .76, N=4), asked was for example if respondents would support or oppose to raising the legal drinking age for alcoholic drinks to 21 years. At third, law enforcements to underage drinking (reliability of .81, N=6) was included. Examples of these questions are if respondents would support or oppose to if underage youth would get a fine after trying to buy alcohol or if they would support or oppose to raising fines for sellers of alcohol to underage people. Fourth, public opinion on availability restrictions (reliability of .77, N=6) was measured by asking, for example, if respondents would support or oppose to if alcoholic drinks would no longer be sold after 02.00 a.m. or if people younger than 18 years would not have access to catering industry after 00.00 a.m.. Fifth, by asking respondents if they would support or oppose to it if they were not allowed to have alcoholic drinks in, for example, schools, sport events and beaches, public opinion on regulating alcohol consumption in public places (reliability of .81, N=7) was measured. Public opinion on restrictions on alcohol advertising (reliability of .94, N=8), was indicated by asking if respondents would support or oppose to prohibition of alcohol advertising via, for example, world wide web, television and sport events and festivals. Regulating alcohol promotion (reliability of .92, N=3), was included by questioning, for example, if respondents would support or oppose to price actions and promotions of new alcoholic drinks. Also added was public opinion towards warning labels (reliability of .81, N=4), examined by Hilton and Kaskatus (1991). Questioned was if respondents would, for example, support or oppose to adding health warnings on alcoholic drinks. Public opinion was measured by indicating the degree to which

respondents support or oppose to the given policy measures. Items were measured on a five point semantic differential scale, ranging from “I support this measure” to “I oppose to” this measure.

Also included were questions concerning current policy in the Netherlands. For every category of control measures, information was provided about present legislation. Respondents were asked to read the information and then rate, on a five point semantic differential scale, the degree in which they thought current policy was too strict or not strict enough. Finally, the perceived effectiveness of the eight categories of new policy measures was studied. After indicating their opinion on a group of policy measures, respondents were asked to indicate on a five point semantic differential scale if every group of new measures would either have no effect at all or have very much effect on alcohol use of youngsters. Including questions about current policy, provided insight into public opinion towards the new policy measures compared to public opinion about current policy. The perceived effectiveness of the eight categories of new policy measures, showed if measures which are judged to be effective, are also more supported.

Predictors of support

Socio-demographic variables were included in the questionnaire. These variables consisted of age, gender, level of education (distinguished in eight levels), religion (Christian, Islamic, Jewish, having no religion or an else option were given) and political affiliation (where respondents could indicate the political party of their preference, ranging from a right, more conservative, to a left, progressive disposition).

Also, four ‘well being factors’ were distinguished and measured by different scales. The Brief Sensation Seeking Scale (BSSS; Hoyle, Stephenson, Palmgreen, Lorch and Donohew, 2002), translated by Goossensen (2006) was included. Reliability in current study being acceptable, with Cronbach’s alpha rating .73. Also, a translated version of the Rosenberg Self Esteem Scale (RSES) was added (Franck, De Readt, Barbez and Rosseel, 2008). Reliability of the RSES was .84. The Authority Conformity Scale used by Santor, Messervey and Kusumakar (2002) was translated for current study, with an acceptable reliability of .77. At last, peer conformity was gauged by two questions, namely ‘How important is it to you to do what your best friend wants you to do?’ and ‘How important is it to you to do what your other friends want you to do?’. These questions were answered on a 5-point scale. Reliability for this scale of peer conformity was .85.

Three attitudes towards drinking behavior were also included in the questionnaire. These are ‘attitudes towards underage drinking’ (Richter et al., 2004), with cronbach’s alpha rating .64, ‘attitudes towards heavy drinking of close relatives’ (consisting of 1 item) and ‘attitudes towards drinking at a party’, with a reliability score of .92 (Bongers et al., 1998). Attitudes towards underage drinking measured the extent to which underage drinking personally concerned them and the extent to which they saw underage drinking as a problem in their community. Also questioned was what respondents thought was the best strategy to prevent underage drinking. Attitudes towards heavy drinking of close relatives was studied by asking if respondents would mind if a close relative was drunk every week. Attitudes towards drinking at a party was studied by including two items that questioned how many drinks a boy of the age of the respondent was allowed to drink at a party. The same question was included measuring how many drinks a girl was allowed to drink.

Social norm was mapped by including three items used by De Graaff and Poort (2004). These map two aspects of social norm; subjective (what would your friends think about you drinking six or more glasses of alcohol during a night out?) and descriptive (do your friends drink six or more glasses of alcoholic drinks on a night out?) norm and peer pressure (did a friend, who drinks alcohol him/herself, ever tell you to lessen drinking alcohol?). To measure the extent into which individuals engage in risky behaviors, a Risk Taking Behavior Index was conducted, that included frequency of smoking and year prevalence of soft and hard drugs and gambling (Monshouwer, et al. 2004). Finally, alcohol use was measured, implementing an Alcohol Use Index, mapping the frequency and quantity of alcohol use on both week and weekend days (Monshouwer, et al. 2004). English versions of these questions are part of the Quantity Frequency Variability Measure from (Dottinga, Van den Eijnden, Bosveld and Garretsen, 2006). Two other drinking-behavior items were also included in the questionnaire. The first of these items was binge drinking, mapping the frequency in which a person drinks six glasses or more in one day. The second drinking behavior item was getting tipsy or drunk, consisting of year frequency of getting tipsy or drunk by drinking alcohol (Monshouwer, et al. 2004).

Respondents

In total, 235 respondents completed the questionnaire. The questionnaire was assigned through a web based online tool and through handing out a printed version of the questionnaire in different public places. 45 percent of respondents were male and 55 percent were female. Respondents were living throughout the Netherlands, but more than half of respondents lived in the eastern part of the Netherlands. 68 respondents were Christians, 7 were Islamic, 1 was Jewish and 157 of the respondents had no religion.

Analysis

To map public opinion on alcohol policy mean scores and percentages of support were measured for each category of policy measures. Besides, to map the degree in which respondents supported current policy measures in every category and the degree in which respondents perceived new policy measures in each category as being effective in decreasing underage drinking, mean scores were measured. Also, policy measures were divided into two categories, namely direct and indirect policy measures, which either direct or indirect influence drinking behavior. Also, for these two categories public opinion, support of current policy measures and perceived effectiveness of the potential new policy measures was mapped.

Furthermore, overall public opinion was calculated by the mean score of all public opinion items of policy measures. Correlation analysis was conducted to address relations between the given socio-demographics, 'stable psychological characteristics', attitudes, social norm and behaviors with public opinion, demonstrated in table II. A model was formulated in which all items that correlated to public opinion were included in a proximal to distal order. First, socio-demographic factors were included, followed by 'stable psychological characteristics', attitudes, social norm, risk taking behavior and drinking behavior. To explore the relative importance of every group of traits – demographics, 'personality traits', attitudes towards drinking, social norm, risk taking behavior and drinking behavior – hierarchical regression analysis was conducted and displayed in table III. Separate regression analyses were conducted for direct and indirect policy measures, using the same formulated model, to study if differences occur in the predicting power of the model for both policy types.

Results

On the average respondents drink 9.4 glasses of alcohol every week. They drink on 0.8 weekdays (from Monday until Thursday). When they drink during the week, it is on the average 2.1 glasses of alcoholic drinks. On the average respondents drink on 1.3 weekend days, 5.6 glasses of alcohol a day. In a study by Graaff and Poort (2004) under 413 young adults, respondents drank on the average eight glasses of alcohol every week. In the last four weeks, respondents drank 5 glasses of alcohol or more 3.7 times. Respondents were tipsy or drunk 5.8 times in the last twelve months.

27 percent of the respondents had never smoked, while 29 percent smoked once or twice and 20 percent smoked once in a while, but not every day. 18 percent of the respondents smoked every day and six percent had smoked before, but stopped. 66 percent of the respondents had never used soft drugs and 11 percent only used it once. Other respondents used soft drugs more often, up to more than 40 times (5 percent). Almost all respondents (95 percent) never used hard drugs.

Respondents were a little concerned about underage drinking (mean=1.91, 3-point scale), but they saw it to a lesser degree as a problem in their community (mean=1.60, 3-point scale). Respondents were neutral about what the best strategy would be to decrease underage drinking; implementing heavier punishment (mean=2.76, 5-point scale), sharpen current policies (mean=3.48, 5-point scale) or implementing new policies (mean=3.31, 5-point scale). Respondents would approve it when a close relative is tipsy once in a while (mean=3.62, 5-point scale), but wouldn't approve of a close relative being drunk every week (mean=2.25, 5-point scale). This is in line with the current social norm in the Netherlands, where drinking without occurrence of problems is acceptable, but heavy drinking so that problems will occur, is often disapproved (Bongers et al., 1998). On the average respondents felt that boys were allowed to drink 3.4 glasses of alcoholic drinks at a party, while a girl was allowed to drink 3.3 glasses of alcoholic drinks at a party.

The social norm towards drinking was not strict. Respondents thought their friends wouldn't mind if they drank six glasses when they went out (subjective norm, mean=3.56, 5-point scale). Besides, they thought friends drank more than six glasses once in a while (descriptive norm, mean=3.13, 4-point scale) and friends that also drink their selves have almost never told respondents to lessen drinking (peer pressure, mean=3.68, 4-point scale). Respondents didn't think it was important to do what their best friends (mean=2.94, 5-point scale) or other friends would do (mean=2.67, 5-point scale).

Public opinion on alcohol policy

Overall, current Dutch alcohol policy was judged as just 'not strict enough' (mean=2.82, 5-point scale). The only restrictions that respondents viewed as too strict, concern prices of beverages (mean=3.24, 5-point scale). Regulating youth access (mean=2.54, 5-point scale), warning labels (mean=2.56, 5-point scale) and law enforcements to underage drinking (mean=2.69, 5-point scale) are three groups of control measures which were judged to be not strict. Law enforcements (74.0%) and warning labels (68.0%) were also the two policy measures that received most support from respondents. Most support was assigned to law enforcements, which was also expected to have the greatest effect in decreasing underage drinking. Furthermore, where respondents felt policy on alcohol prices was too strict, this was also the policy measure least supported (13.2%) and respondent expected the least effect from implementing new policy concerning alcohol prices (mean=2.25, 5-point scale). An evaluation of perceived strictness of current policy and perceived

effectiveness for each group of policy measures, expressed in mean scores, are demonstrated in table I, together with public opinion on new policy, mapped by both the average score and the percentage of respondents who support the groups of new policy measures.

I Evaluation of current policy, public opinion and perceived effectiveness of new policy

	Perceived strictness of current policy (5-point scale: not strict enough – too strict)	Public opinion (mean on 5-point scale, % support)	Perceived effectiveness of new policy (5-point scale: no effect – effect)
<i>Direct policy measures</i>	2.91 (.52)	2.48 (16.2%) (.69)	2.61 (.71)
Alcohol prices	3.24 (.90)	2.16 (13.2%) (.90)	2.25 (1.01)
Regulate youth access	2.54 (.90)	2.31 (16.7%) (.92)	2.64 (1.11)
Availability restrictions	2.99 (.76)	2.28 (15.7%) (.87)	2.88 (1.16)
Alcohol consumption in public places	2.87 (.82)	3.04 (44.2%) (.84)	2.79 (1.04)
Regulating alcohol promotion	2.88 (.83)	2.21 (15.8%) (1.11)	2.47 (1.08)
<i>Indirect policy measures</i>	2.68 (.68)	3.18 (44.9%) (.73)	2.78 (.81)
Law enforcements to underage drinking	2.69 (1.10)	3.54 (74.0%) (.84)	3.26 (1.16)
Restrictions on alcohol advertising	2.79 (.95)	2.65 (26.5%) (1.01)	2.44 (1.10)
Warning labels	2.56 (.85)	3.57 (68.0%) (.95)	2.65 (1.09)
<i>All policy measures</i>	2.82 (.52)	2.76 (28.5%) (.65)	2.67 (.65)

Regarding implementation of new policy measures, respondents most strongly supported law enforcements for selling alcohol to underage drinking (74,0%), including fines for the youngsters that try to buy alcoholic drinks and stricter control of sellers of alcoholic drinks. The later is also the one restriction from which respondents expected an, although very moderate, effect on alcohol use by youth. Placing warning labels, was also supported by respondents (68,0%), with most support for adding the minimum drinking age for a specific drink on the packaging.

Public opinion on other categories of policy measures was more negatively, gaining support from less than 50% of respondents. 44,2% of respondents supported regulating alcohol consumption in public places. However, view restrictions in this category were highly supported; 81% of respondents assigned support banning alcoholic drinks from high schools, which is nowadays allowed at school parties in the Netherlands and banning alcohol from universities was supported by 63% of respondents. Besides, little support was attributed to policy concerning restrictions on alcohol advertising (26,5%) and to regulating youth access (16,7%), with most support for raising the drinking age for all alcoholic drinks to 18 years (23%) and only 6% of respondents supporting raising the drinking age to 25 years. Regulating alcohol promotion (15,8%) and availability restrictions (15,7%) were also supported to a low extent. Policy concerning alcohol prices was least supported; only 13,2% of respondents supported raising alcohol prices.

It appears that primarily policy measures that indirectly affect alcohol use receive support from respondents and individuals oppose measures directly influencing alcohol consumption, as demonstrated in previous studies on public opinion on alcohol policy (e.g. Anglin, Kavanagh and Giesbrecht, 2001; Giesbrecht and Greenfield, 1999; Hilton and Kaskatus, 2000). Namely, law enforcements, which mostly affect sellers of alcoholic beverages and warning labels were most supported. The placement of warning labels does not have to affect drinking behavior directly, where a person can simply ignore the labels. Law enforcements for underage drinking, only affect individual consumers, namely underage people who try to buy alcohol or people who sell alcoholic drinks to underage people. Raising price, availability restrictions and regulating alcohol promotions were supported least. These measures affect drinking behavior directly and affect all respondents. Mean scores of both types of policy demonstrated 44.9% of respondents supported implementing policy that indirectly influences alcohol consumption - consisting of law enforcements to underage drinking, placing warning labels on alcohol beverages and restrictions on alcohol advertising, while 16.2% of respondents supported policy directly influencing drinking behavior – consisting of the other given categories of policy measures.

Predictors of public opinion

Correlation analyses, as showed in table II, indicated that just few socio-demographic factors are directly related to public opinion toward alcohol policy. In contradiction with expectations, public opinion was not related to age and level of education. Instead, gender was related to public opinion.

Except for self-esteem, all 'stable psychological characteristics' are related to public opinion. Sensation seeking and authority conformity are related to public opinion in the expected direction; conforming to a higher extent and seeking sensations to a lesser extent is related to more support for policy measures. Peer conformity is negatively related to public opinion, meaning that a higher importance of what friends do relates to lesser support. Sensation seeking is the personality trait most closely related to public opinion.

Furthermore, all attitudes towards drinking behavior are related to public opinion, meaning negative attitudes towards underage drinking and drinking behavior of close relatives and acceptance of less drinking at parties are related to more public opinion. Concerning attitudes towards drinking, public opinion is most strongly related to attitudes towards drinking at a party.

Besides, both subjective and descriptive norm are related to public opinion. Peer pressure, however, is not related to public opinion. What most others would approve of and what others actually do, is, thus, more important in this context than perceived pressure from the peer group. At last, all behavioral traits are connected to public opinion in the expected direction. More engagement in risk taking behavior, more drinking, more often binge drinking or more often getting tipsy or drunk all relate to lower levels of support or greater levels of opposition. Correlation table for all constructs in the model is shown in appendix 2.

II Analyses of potential predictors of public opinion (N=235)

	T (p)	F (p)	r (p)
Age			.074 (.26)
Sexe	-3.64 (.00)		
Grade		.82 (.59)	
Being religious	-2.26 (.03)		
Political affiliation			-.13 (.09)
Sensation Seeking			-.30 (.00)
Self Esteem			-.01 (.89)
Authority Conformity			.19 (.00)
Peer Conformity			-.13 (.05)
Attitudes towards underage drinking			.27 (.00)
Attitudes towards drinking of close relatives			.18 (.01)
Attitudes towards drinking at a party			-.38 (.00)
Subjective norm			-.28 (.00)
Descriptive norm			-.26 (.00)
Peer pressure			.08 (.24)
Risk Taking Behavior			-.23 (.00)
Alcohol use			-.46 (.00)
Binge drinking			-.38 (.00)
Getting tipsy / drunk			-.35 (.00)

Hierarchical regression analyses was accomplished for all related constructs and is described in table III. Final model explains for 32 percent of variance in public opinion. Demographic variables, personality traits and attitudes towards drinking behavior add significant contributions in explaining public opinion. However, attitudes towards drinking behavior was the strongest predictor of public opinion, accounting for almost half of variance in the model (16%). Considering the final model, where all predictors are added, public opinion towards alcohol policy is predicted by attitudes towards underage drinking, attitudes towards drinking at a party and alcohol use.

III Summary of Hierarchical Regression Analysis of variables that predict public opinion towards alcohol policy (N=157)

	β (p)	β (p)	β (p)	β (p)	β (p)	β (p)
Demographics						
Sex	.16 (.05)	.08 (.33)	.05 (.53)	.01 (.86)	-.01 (.95)	-.01 (.93)
Being Religious	.11 (.16)	.09 (.25)	.05 (.50)	.04 (.63)	.03 (.66)	.05 (.51)
Political affiliation	-.11 (.16)	-.09 (.27)	-.04 (.59)	-.02 (.75)	-.03 (.68)	-.05 (.54)
	$R^2 = .06$					

Stable psychological

characteristics						
Sensation seeking		-0.18 (.03)	-0.11 (.15)	-0.11 (.17)	-0.10 (.20)	-0.05 (.53)
Authority conformity		.04 (.65)	.02 (.79)	.04 (.64)	.02 (.81)	.01 (.94)
Peer conformity		-0.16 (.05)	-0.10 (.16)	-0.11 (.14)	-0.11 (.15)	-0.08 (.29)
		$R^2 = .12$				
Attitudes towards drinking behavior						
Attitudes towards underage drinking			.26 (.00)	.26 (.00)	.27 (.00)	.23 (.00)
Attitudes towards heavy drinking of close relatives			.05 (.48)	.06 (.41)	.07 (.32)	.07 (.37)
Attitudes towards drinking at a party			-0.31 (.00)	-0.27 (.00)	-0.27 (.00)	-0.21 (.01)
		$R^2 = .28$				
Social norm						
Subjective norm				-0.13 (.10)	-0.13 (.11)	-0.11 (.18)
Descriptive norm				-0.02 (.78)	-0.01 (.91)	.03 (.78)
		$R^2 = .29$				
Risk taking behavior						
					-0.09 (.28)	-0.07 (.41)
		$R^2 = .30$				
Drinking behavior						
Alcohol use						-0.20 (.09)
Binge drinking						-0.05 (.62)
Getting tipsy / drunk						.05 (.62)
		$R^2 = .32$				
F	3.22	3.54	6.31	5.53	5.17	4.53
p	.02	.00	.00	.00	.00	.00
ΔR^2		.06	.15	.02	.01	.02

ΔF	3.69	10.52	1.74	1.17	1.65
Δp	.01	.00	.18	.28	.18

Considering demographic variables, public opinion is associated with gender, women showing more support than men, however, this influence is not significant after adding other predictors in the model. Sensation seeking and peer conformity are the two 'stable psychological characteristics' related to public opinion. Sensation seekers and people who are more likely to conform to their friends, show lesser support, than youth that seek for fewer sensations and conform to peers in a lesser extent. Influence of personality traits is no longer significant and loses value after entering attitudes into the model, of which attitudes towards underage drinking and towards drinking at a party predict public opinion. Adolescents having more negative attitudes towards underage drinking and feel that adolescents their age should drink moderately at a party show more support for alcohol restrictions. Then, adding both facets of social norm do not significantly predict public opinion towards alcohol policy. Finally, hierarchically entering two blocks of behavioral aspects in the model, the only behavioral trait influencing public opinion towards alcohol policy is alcohol use itself. Higher frequency and level of alcohol use directs to lower support of alcohol policy.

To map if differences occur in the degree in which direct or indirect policy is affected by the given model, separate regression analyses were conducted. Just few differences stick out. Where the model explains for 24.3% of variance in public opinion towards indirect policy, the model explains for 32.3% of variance in public opinion concerning direct measures. Concerning indirect policy, only demographic variables ($\Delta F=4.27$, $p=.01$) and attitudes towards drinking behavior ($\Delta F=7.21$, $p=.00$) add significant contributions in the model, whereas in explaining public opinion of direct policy, not socio-demographics, but 'stable psychological factors' ($\Delta F=4.34$, $p=.01$), attitudes ($\Delta F=9.99$, $p=.00$), social norm ($\Delta F=2.72$, $p=.07$) add significant value. Given this, the formulated model is more efficient in predicting public opinion concerning direct policy measures, than public opinion on indirect policy measures.

Discussion

Current study mapped public opinion of young adults in the Netherlands on alcohol policy. Eight groups of policy measures were distinguished for which public opinion of young adults differs. A model consisting of a range of personal factors (socio-demographics, 'stable psychological characteristics', attitudes, social norm and behaviors) was formulated and predicted over 30 percent of variance in public opinion.

In consensus with previous literature (Giesbrecht and Greenfield, 1999; Hilton and Kaskatus, 2000), results provide support for the assumption that policy directly influencing drinking behavior is less supported than policy indirectly affecting alcohol use. This means that indirect policy measures (law enforcements for underage drinking, restrictions on alcohol advertising and placing warning labels on alcoholic drinks) can be more easily implemented in society (Richter, Vaughan and Foster, 2004). However, these measures that indirectly influence drinking behavior are less effective than, so called, direct policy measures. Thus, when decisions of policy makers are determined only by strong positive public opinion, policy measures that have very little chance in reducing drinking related harm, might

be implemented (Giesbrecht et al., 2005). Effective policy, such as the studied direct policy measures, are usually supported to a lesser extent, but when these measures are implemented, public might be responsive to that new policy. Literature has demonstrated that when public opinion towards policy is negative, this could still lead to a positive response after implementation of new policy, once the public is well informed about the policy and reasons for implementation (Wlezien, 1995). This means that public opinion gauged in the current study does not have to determine potential implementation of policy. The degree of measured support or opposition shows where positive public opinion needs to be created before implementation. As mentioned, creating positive public opinion is possible by informing the public about the policy. The current study assigns not only policy measures about which the public needs to be informed before implementation – namely those who are supported to a less extent, but also characteristics of people who need to be informed. Namely, men seem to support policy to a lesser extent than women. Also people who seek for sensations, who conform to their peers, who have positive attitudes towards underage drinking and drinking at a party and people who drink much themselves, oppose to policy measures more. Positive public opinion needs to be created for those population groups with these characteristics. Thus, especially those people need to be well informed about implementation of new alcohol policy and the benefits of the policy.

Results provide good support for the hypothesized model, showing that each set of aspects, demographics, 'stable psychological characteristics', attitudes, social norm and behaviors are associated with public opinion towards alcohol policy. In addition to past research, showing socio-demographics, attitudes and drinking behavior to influence public opinion, current study demonstrates 'stable psychological characteristics' also to affect public opinion towards alcohol policy, namely sensation seeking and peer conformity. However, results show attitudes are most important predictors in the model. Both attitudes towards underage drinking and attitudes towards drinking at a party are associated with public opinion.

Remarkable in the current study is the fact that age is not related to public opinion. Former public opinion studies demonstrated age and public opinion to be related. However, these studies focus on the entire population of adults, who reached the legal drinking age (e.g. Giesbrecht and Greenfield, 1999; Richter et al., 2004). In this study only a small group of people was involved. When distinguishing three age groups (under the legal drinking age of sixteen years, under the legal drinking age for stronger alcoholic drinks – 16-17 years and above legal drinking age for all alcoholic drinks – 18 years and older), age was related to two policy measures, namely regulating youth access ($F=2.08$, $p=.01$) and law enforcements to underage drinking ($F=2.50$, $p=.00$). This is not surprisingly, because these measures influence mainly younger respondents who haven't reached the legal drinking age for all beverages. These results confirm that policy measures that more support is given to policy measures when a person is not directly affected by them.

Another aspect that is remarkable is the fact that behavioral aspects only added respectively two and three percent of variance in explaining public opinion. This might be caused because attitudes and behaviors are highly correlated and behaviors are not only shaped by attitudes, but attitudes are also shaped by former behaviors. That is, people adjust their attitudes to conform with their behaviors, to reduce dissonance – inconsistency between cognitions (Aronson, 1997). After conducting hierarchical regression analysis for the hypothesized model, in which drinking behavior was entered before attitudes towards drinking, to control for this potential correlation, drinking behavior, indeed, adds a

significant contribution ($\Delta R^2=.11$, $p=.00$) in predicting public opinion. However, in this new model, attitudes still significantly influence public opinion ($\Delta R^2=.07$, $p=.00$). This means behavior and attitudes are correlated, but against expectations, behavioral aspects will not add significant contributions in predicting public opinion of alcohol policy. Thus, given the importance of attitudes in predicting public opinion on alcohol measures, providing information to increase support for direct policy measures can be aimed at changing attitudes towards underage drinking and towards drinking at parties. Change in these attitudes can result in more positive opinions about (direct) policy measures. The studied policy measures concern restrictions for decreasing youth alcohol consumption and it can be expected that worries about underage drinking lead to a desire to minimize alcohol consumption by youth. The same can be said about drinking at a party. When individuals perceive high frequency of drinking for their age group as acceptable, restrictions to decrease alcohol consumption for this group is not desired. Since these attitudes are related to public opinion on alcohol, changing these attitudes by providing information, might lead to more positive responses in public opinion after implementation of policy.

However, current study has several limitations, which make future research necessary. This study did not map public opinion in the broadest definition, which also consists of actual behaviors towards policy measures (Noelle-Nuemann, 1993). Attitudes concerning different policy measures were mapped and through majority rule, attitudes were summated, resulting in only one of the two aspects (attitudes and behavior) of public opinion. However, this measure does show whether implementation of new policy will be accepted by the public. The public in this study, however, only consists of young people in the age of 15 to 25 years old. To study if the given policy measures would be accepted, attitudes of the entire population need to be included.

One limitation stems from the fact that results were based on self-reported perceptions, attitudes and behaviors of respondents. Although, differences between several researchers exist, some stating self-reports are always subject to self-presentation or social desirability (Richter and Johnson, 2001; Latimer, Harwood, Newcomb and Wagenaar, 2001) and some obtaining reasonable evidence for self-report measures of drug use (Biglan, Gallison, Ary and Thompson, 1995; Pechacek, Murray, Luepker, Mittelmark, Johnson and Shutz, 1984). Self-reports might be a problem in current study, because respondents could have conflated what is actually fair with what benefits themselves, so results could reflect self-serving bias (Babcock and Loewenstein, 1997). The fact that data were cross-sectional is another limitation in current study. Attitudes concerning drinking behavior and drinking behavior itself were measured at the same point in time. Therefore, it is not sure if either attitudes shape behaviors and explain public opinion or the attitudes were shaped by former behaviors and directly relate to public opinion. However, this will not harm implications of current study, because whether attitudes were shaped by behaviors or not, they do influence public opinion and in that case changing these attitudes by information campaigns might still result in more positive public opinion towards alcohol policy.

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Appendix 1 Questionnaire

Door afname van deze vragenlijst doe ik onderzoek naar wat de verschillende jongeren in Nederland zouden vinden van de invoering van beleidsmaatregelen, die nu nog niet in de Nederlandse wetgeving zijn opgenomen. Je vult de vragenlijst anoniem in en je privacy blijft gewaarborgd. Er zijn geen goede of foute antwoorden in de vragenlijst; het gaat om jouw mening.

Vragen

Leeftijd: ... jaar

Woonplaats:

Geslacht: m / v (omcirkel)

Wat is je religie? Kruis het hokje voor jouw religie aan.

<input type="checkbox"/>	Christelijk
<input type="checkbox"/>	Islamitisch
<input type="checkbox"/>	Joods
<input type="checkbox"/>	Niet gelovig
<input type="checkbox"/>	Anders, namelijk

Kruis hierna in de tabel aan welke politieke partij jouw voorkeur heeft of kies daaronder voor 'ik heb geen politieke voorkeur/ik weet niet wat mijn voorkeur is'.

<u>Links</u>	Groen Links	SP	PvdA	Chr. Unie	D66	SGP	CDA	Fortuyn	VVD	PVV	Eén NL	<u>Rechts</u>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ik heb geen politieke voorkeur / ik weet niet wat mijn voorkeur is:

Vul hierna het door jou hoogst genoten opleidingsniveau in. Wanneer je nog naar school gaat, vul dan het opleidingsniveau in waar je op dit moment mee bezig bent.

- Basisonderwijs
- VMBO- (kader)beroepsgericht
- VMBO-theoretisch/gemengd/MAVO
- HAVO
- VWO
- MBO
- HBO
- WO
- Anders, namelijk

Heb je wel eens sigaretten of sjekkies gerookt, ook al was dat maar één sigaret/sjekkie of een paar trekjes?

- Ik heb nooit gerookt
- Ik heb 1 of 2 keer gerookt
- Ik rook af en toe, maar niet elke dag
- Ik heb vroeger gerookt, maar ik ben helemaal gestopt

- Ik rook elke dag

Hierna volgen een aantal vragen over drugsgebruik en gokken in het afgelopen jaar. Kruis in de tabellen steeds één vakje aan voor het aantal keren in de laatste 12 maanden.

Hoe vaak heb je softdrugs (wiet/marihuana of hasj) gebruikt?

Aantal keren														
	0	1	2	3	4	5	6	7	8	9	10	11 - 19	20 - 39	meer
In de laatste 12 maanden														

Hoe vaak heb je harddrugs gebruikt?

Aantal keren														
	0	1	2	3	4	5	6	7	8	9	10	11 - 19	20 - 39	meer
In de laatste 12 maanden														

Hoe vaak heb je geld gegokt (casino, gokautomaten of krasloten)?

Aantal keren													
	0	1	2	3	4	5	6	7	8	9	10	11 of meer	
In de laatste 12 maanden													

Op hoeveel van de vier doordeweekse dagen drink je meestal alcohol? (Dus van maandag tot en met donderdag)

- 4 dagen
- 3 dagen
- 2 dagen
- 1 dag
- Ik drink nooit op doordeweekse dagen

Als je op een doordeweekse dag drinkt, hoeveel alcohol (glazen, flesjes of blikjes) drink je dan op zo'n dag?

Aantal glazen per dag op een gemiddelde doordeweekse dag								
0	1	2	3	4	5	6	7 - 10	11 of meer

Op hoeveel van de weekenddagen drink je meestal alcohol? (Dus vrijdag, zaterdag of zondag)

- 3 dagen
- 2 dagen
- 1 dag
- Ik drink nooit in het weekend

Als je op een weekenddag drinkt, hoeveel alcohol (glazen, flesjes of blikjes) drink je dan op zo'n dag?

Aantal glazen per dag in een gemiddeld weekend										
0	1	2	3	4	5	6	7 - 10	11 - 14	15 - 19	20 of meer

Hoe vaak heb je de afgelopen 4 weken 5 of meer drankjes (met alcohol) gedronken bij één gelegenheid? (Bijvoorbeeld een feestje of op een avond)

- Nooit
- 1 keer
- 2 keer
- 3 of 4 keer
- 5 of 6 keer
- 7 of 8 keer
- 9 keer of vaker

Hoe vaak ben je in het afgelopen jaar dronken of aangeschoten geweest door het drinken van alcohol?

Aantal keren														
	0	1	2	3	4	5	6	7	8	9	10	11 - 19	20 - 39	meer
In de laatste 12 maanden														

In hoeverre maak jij je zorgen over minderjarig drinken?

- Geheel niet
- Een beetje
- Heel erg

In hoeverre ervaar je minderjarig drinken als een probleem in jouw omgeving?

- Geheel niet
- Een beetje
- Heel erg

In hoeverre ben je het eens met de onderstaande strategieën om minderjarig drinken te verminderen? (maak achter elke vraag het rondje zwart dat bij jouw antwoord hoort)

	Helemaal mee oneens	Mee oneens	Neutraal	Mee eens	Helemaal mee eens
Zwaardere straffen invoeren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bestaande voorschriften aanscherpen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nieuwe voorschriften implementeren	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Zou je het erg vinden als een familielid...

	Helemaal mee oneens	Mee oneens	Neutraal	Mee eens	Helemaal mee eens
...Af en toe aangeschoten is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Elke week dronken is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...Een geheelonthouder is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Stel je voor dat er een feestje is, hoe veel alcoholische dranken mag een jongen van jouw leeftijd , volgens jou, drinken? (Hij rijdt niet zelf in een auto naar huis)

- 6 glazen of meer
- 3, 4 of 5 glazen
- 1 of 2 glazen
- 0 glazen
- Ik weet het niet

Stel je voor dat er een feestje is, hoe veel alcoholische dranken mag een meisje van jouw leeftijd , volgens jou, drinken? (Zij rijdt niet zelf in een auto naar huis)

- 6 glazen of meer
- 3, 4 of 5 glazen
- 1 of 2 glazen
- 0 glazen
- Ik weet het niet

Hieronder staan een aantal uitspraken. Geef aan of jij het met deze uitspraken eens bent.

	Helemaal mee oneens	Mee oneens	Neutraal	Mee eens	Helemaal mee eens
Ik zou graag nieuwe plaatsen willen verkennen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik word onrustig wanneer ik te lang thuis zit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het leuk om enge dingen te doen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik hou van wilde feesten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik zou graag op reis gaan zonder van tevoren iets te plannen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geef de voorkeur aan vrienden die opwindend onvoorspelbaar zijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou graag eens gaan bungee-jumpen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou heel graag nieuwe en opwindende ervaringen hebben, zelfs als ze illegaal zijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hierna volgen 10 beweringen over je algemene gevoelens ten opzichte van jezelf . Geef aan of jij akkoord gaat met deze beweringen.

	Helemaal akkoord	Akkoord	Niet akkoord	Helemaal niet akkoord
Over het algemeen ben ik tevreden met mezelf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bij momenten denk ik dat ik helemaal niet deug	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het gevoel dat ik een aantal goede kwaliteiten heb	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben in staat dingen even goed te doen als de meeste andere mensen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het gevoel dat ik niet veel heb om trots op te zijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het is ongetwijfeld zo dat ik me bij momenten nutteloos voel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb het gevoel dat ik een waardevol iemand ben, minstens evenwaardig aan anderen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wou dat ik meer respect voor mezelf kon opbrengen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Al bij al ben ik geneigd mezelf een mislukkeling te voelen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik neem een positieve houding aan ten opzichte van mezelf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Nooit	Eén keer	Een paar keer	Heel vaak
Drinken jouw vrienden of vriendinnen wel eens 6 glazen alcohol of meer tijdens een avondje stappen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heeft een vriend of vriendin, die zelf ook alcohol drinkt, wel eens tegen jou gezegd dat je minder alcohol zou moeten drinken?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Beleidsmaatregelen

In dit onderdeel van de vragenlijst wordt telkens eerst genoemd wat het nu bestaande alcoholbeleid in Nederland is en wordt je gevraagd wat je van dit beleid vindt (te streng of mag het nog strenger?). Vervolgens krijg je een aantal niet-bestaande beleidsmaatregelen te zien. Wil je voor elke genoemde maatregel aangeven in hoeverre je de maatregel zou steunen wanneer die zou worden ingevoerd? Ten slotte wordt ook gevraagd in hoeverre je verwacht dat invoering van die nieuwe maatregelen effect heeft, dus of je denkt dat drankgebruik onder alle jongeren zal afnemen.

Vragen

1. Een flesje bier in de supermarkt kost op dit moment gemiddeld 44 cent, waarvan 12 cent accijns (belasting). Een kratje bier kost gemiddeld, 10,56 waarvan 2,88 euro accijns. De accijns voor wijn bedraagt 44 cent per fles van 0,75 liter. Een glas wijn in de horeca kost gemiddeld 2,50 euro en een glas bier gemiddeld ongeveer 2 euro. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel				Ik verzet mij tegen deze maatregel
De prijs van alcoholische dranken in supermarkten en slijterijen gaat omhoog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De prijs van alcoholische dranken in de horeca gaat omhoog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De prijs van alcoholische dranken gaat omhoog door verhoging van de accijns, zodat de overheid meer inkomsten heeft	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De prijs van alcoholische producten gaat omhoog en de prijs van frisdranken gaat omlaag	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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2. Volgens het bestaande beleid mag geen alcohol worden verkocht of geschonken aan jongeren onder de 16 jaar. Sterke dranken (met 15% alcohol of meer) mogen niet worden geschonken aan jongeren beneden de 18 jaar. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel					Ik verzet mij tegen deze maatregel				
De startleeftijd voor het verstrekken van zwakhoudende alcoholische dranken (minder dan 15% alcohol) wordt verhoogd naar 18 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Alleen</u> de startleeftijd voor het verstrekken van sterke alcoholische dranken (15% alcohol of meer) wordt verhoogd, namelijk naar 21 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De startleeftijd voor het verstrekken van alle alcoholische dranken wordt verhoogd naar 21 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De startleeftijd voor het verstrekken van alle alcoholische dranken wordt verhoogd naar 25 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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3. Wanneer leeftijdsgrenzen voor verstrekken van alcohol overschreden worden, wordt aan de verstreckende onderneming een boete opgelegd. 900euro, wanneer het bedrijf minder dan 50 werknemers heeft en 1800euro voor een bedrijf met meer dan vijftig werknemers. De jongere die de drank krijgt, is niet strafbaar. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel					Ik verzet mij tegen deze maatregel				
	1	2	3	4	5	1	2	3	4	5
Jongeren onder de leeftijdsgrens, die drank proberen te kopen, krijgen ook een boete opgelegd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verkopers die alcohol verkopen aan jongeren onder de leeftijdsgrens, krijgen zelf ook een boete opgelegd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De boete van 900 of 1800 euro voor horeca, supermarkten en slijterijen wordt verhoogd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horeca, supermarkten en slijterijen die alcohol verkopen aan jongeren, die zichtbaar beschonken zijn, krijgen een hogere boete opgelegd dan 900 of 1800 euro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De horeca wordt strenger gecontroleerd op de verkoop van alcohol aan jongeren onder de toegestane leeftijd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slijterijen en supermarkten worden strenger gecontroleerd op de verkoop van alcohol aan jongeren onder de toegestane leeftijd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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4. Alcohol om mee naar huis te nemen, mag, volgens het beleid dat nu geldt, alleen worden verkocht in winkels die levensmiddelen verkopen (supermarkten, slijterijen en snackbars). Alcohol om direct te nuttigen is beschikbaar in horeca tijdens openingstijden. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel					Ik verzet mij tegen deze maatregel				
	1	2	3	4	5	1	2	3	4	5
Alcoholische dranken worden niet meer in supermarkten verkocht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcoholische dranken in de horeca worden vanaf 24.00h 's avonds alleen nog aan jongeren boven de 21 jaar verkocht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcoholische dranken worden nergens meer na 02.00h 's nachts verkocht (vanaf 02.00h enkel non-alcoholische dranken te koop)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alle horeca sluit om 02.00h 's nachts en alcohol wordt daarna dus ook niet meer verkocht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horecagelegenheden waar alcohol geschonken wordt, zijn vanaf 24.00h 's avonds niet meer toegankelijk voor jongeren jonger dan 16 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horecagelegenheden waar alcohol geschonken wordt, zijn vanaf 24.00h 's avonds niet meer toegankelijk voor jongeren jonger dan 18 jaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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5. Op dit moment mogen gemeenten volgens de wet het gebruik van alcoholhoudende dranken in bepaalde openbare gebieden verbieden. Er is hierover geen landelijk beleid. In de meeste openbare ruimten is het nuttigen van alcohol toegestaan. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel					Ik verzet mij tegen deze maatregel				
	1	2	3	4	5	1	2	3	4	5
Je mag geen alcohol in je bezit hebben in parken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben op stranden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben bij concerten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben in stadia voor sportevenementen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben op straat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben op middelbare scholen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je mag geen alcohol in je bezit hebben op scholen voor beroepsonderwijs en universiteiten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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6. Er is vandaag de dag een verbod op het uitzenden van alcoholreclames op televisie tussen 06.00h 's ochtends en 21.00h 's avonds. Er mag daarnaast geen alcoholreclame uitgezonden worden rond programma's waar 25% van de kijkers minderjarig is en alcoholreclame mag niet gericht zijn op minderjarigen. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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In hoeverre zou je onderstaande maatregelen steunen als ze ingevoerd worden?

	Ik steun deze maatregel					Ik verzet mij tegen deze maatregel				
	1	2	3	4	5	1	2	3	4	5
Er is een totaal alcoholreclameverbod, dus alcoholreclames zijn niet meer op o.a. televisie, in tijdschriften, op internet en via sponsoring te zien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het verbod op alcoholreclames op televisie wordt uitgebreid naar 22.00h 's avonds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op het uitzenden van alcoholreclames op televisie, dus ook 's avonds en 's nachts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op alcoholreclames in tijdschriften, kranten en ander drukwerk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op alcoholreclames via het internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op alcoholreclames op billboards langs de weg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op alcoholreclames en posters met alcoholhoudende dranken in cafés en discotheken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er is een verbod op sponsoring van alcoholreclame, zoals sportsponsoring en de sponsoring van festivals en evenementen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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7. Happy hours en andere prijsacties in de horeca zijn volgens de huidige wet toegestaan, evenals aanbiedingen en prijsacties voor alcoholische dranken in andere verkooppunten. In hoeverre steun je deze bestaande wetgeving?

Het huidige beleid is niet streng genoeg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Het huidige beleid is te streng
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Op alcoholische dranken worden labels aangebracht met
daarop de ingrediënten van de drank

In hoeverre verwacht je dat de invoering van deze groep (hiervoor genoemde) beleidsmaatregel een
gewenst effect heeft en dus drankgebruik onder jongeren van jouw leeftijd zal doen afnemen?

Helemaal geen effect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel veel effect
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Je bent bij het einde gekomen van deze vragenlijst. Heel erg bedankt voor het invullen!

conformity	(.13)	(.01)	(.05)	(.98)	(.05)	(.06)	(.37)	(.00)							
Attitudes towards underage drinking	.26 (.00)	.15 (.03)	.12 (.07)	-.01 (.86)	-.24 (.00)	-.17 (.01)	-.03 (.69)	.28 (.00)	-.16 (.01)						
Attitudes towards heavy drinking of close relatives	-.01 (.86)	-.28 (.00)	-.15 (.02)	.07 (.29)	.08 (.31)	.22 (.00)	.07 (.32)	-.24 (.00)	.13 (.04)	-.24 (.00)					
Attitudes towards drinking at a party	.18 (.01)	-.14 (.04)	.07 (.34)	.12 (.08)	.04 (.65)	.22 (.00)	.09 (.18)	-.13 (.05)	.10 (.15)	-.16 (.01)	.12 (.08)				
Subjective norm	.10 (.14)	.13 (.05)	.14 (.04)	-.01 (.87)	.02 (.82)	-.19 (.00)	.10 (.14)	-.07 (.32)	.05 (.42)	-.09 (.17)	.19 (.00)	.32 (.00)			
Descriptive norm	.09 (.17)	-.31 (.00)	.07 (.32)	-.00 (.95)	.22 (.00)	.26 (.00)	-.02 (.75)	-.18 (.01)	.22 (.00)	-.18 (.01)	.16 (.02)	.37 (.00)	.43 (.00)		
Peer pressure	.21 (.00)	-.25 (.00)	.09 (.17)	.11 (.08)	.09 (.22)	.17 (.01)	.06 (.41)	.22 (.00)	-.20 (.00)	.11 (.10)	-.25 (.00)	-.06 (.39)	-.04 (.36)	-.20 (.00)	
Alcohol use	.06 (.39)	-.34 (.00)	.03 (.71)	.07 (.27)	.03 (.70)	.37 (.00)	.09 (.17)	-.27 (.00)	.22 (.00)	-.28 (.00)	.21 (.00)	.44 (.00)	.33 (.00)	.43 (.00)	-.25 (.00)
Binge drinking	-.14 (.03)	-.24 (.00)	.04 (.51)	.05 (.43)	.14 (.07)	.38 (.00)	.10 (.14)	-.21 (.00)	.18 (.01)	-.23 (.00)	.18 (.01)	.36 (.00)	.26 (.00)	.38 (.00)	-.22 (.00)
Getting tipsy / drunk	.05 (.44)	-.25 (.00)	.06 (.36)	.16 (.01)	.03 (.71)	.36 (.00)	.13 (.05)	-.16 (.01)	.17 (.01)	-.21 (.00)	.19 (.01)	.37 (.00)	.31 (.00)	.37 (.00)	-.35 (.00)

