



Alcopops—Survey questions

All Respondents Age ≥ 21

This set of questions is on flavored alcoholic beverages.

In the past few years, beverage companies have developed several types of flavored alcoholic beverages, which contain pre-mixed alcohol (“spirits”) plus fruit juice or soda. Sometimes these drinks are called alcopops or malt beverages. Examples include Mike’s Hard Lemonade, Smirnoff Ice, and Bacardi Breezers.

Some groups have argued that flavored alcoholic beverages (FABs) hide the taste of alcohol and thus are more appealing to young people under 21 years of age.

1. Do you think flavored alcoholic beverages (FABs) promote underage drinking?

- definitely
- probably
- maybe
- definitely not

2. How does the alcohol content of flavored alcoholic beverages (FABs) compare to beer?

- higher than beer
- about the same as beer
- lower than beer

Some states have proposed legislation related to flavored alcoholic beverages (FABs), to avoid marketing to youth.

3. Please indicate whether or not you support the following:

Please check one box in each row

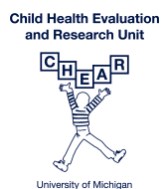
	Support	Do not support
Require that FABs have a label, WARNING: THIS PRODUCT CONTAINS ALCOHOL	<input type="checkbox"/>	<input type="checkbox"/>
Ban TV ads for FABs during prime time	<input type="checkbox"/>	<input type="checkbox"/>
Limit TV ads for FABs during sporting events	<input type="checkbox"/>	<input type="checkbox"/>
Prohibit FABs from sponsoring college sporting events	<input type="checkbox"/>	<input type="checkbox"/>
Ban billboards for FABs within 500 ft of a school, public park, or amusement park	<input type="checkbox"/>	<input type="checkbox"/>
Ban FAB ads from websites primarily used by youth	<input type="checkbox"/>	<input type="checkbox"/>
Ban FAB ads from magazines with a large youth readership	<input type="checkbox"/>	<input type="checkbox"/>

4. In general, how much of a problem is underage drinking in your community?

- A big problem
- Somewhat of a problem
- Not much of a problem
- Not a problem at all

Participants were also asked demographic questions on age, gender, health status, annual household income, education, race/ ethnicity, health insurance status and the presence of children in the household. Parents were also asked questions regarding child(ren)'s age, gender, and health status.

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