**Appendix A – Consultation Questions**

This template can be used to respond to the consultation. You can choose to **answer as many questions as you want** and can provide a simple ‘yes’/’no’ response or more detailed comments.

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| **SPORT AND EVENTS SPONSORSHIP** |
| **Question 1** | **Do you think we should prohibit alcohol sports sponsorship in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 2** | **If sports alcohol sponsorship were to be prohibited, what types of marketing do you think should be covered by a prohibition?** |
| **Comments**  | *Please add your thoughts/comments in this box.* |
| **Question 3**  | **What, if any, sporting activities or events do you think should be excepted from a prohibition on alcohol sports sponsorship?** |
| **Comments**  | *Please add your thoughts/comments in this box* |
| **Question 4** | **Do you think we should prohibit alcohol events sponsorship in Scotland?** |
| **Choose one** | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 5** | **If alcohol events sponsorship were to be prohibited, what types of marketing do you think should be covered by a prohibition?** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 6** | **What, if any, events do you think should be excepted from a prohibition on alcohol events sponsorship, and why?** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 7** | **If alcohol sponsorship restrictions are introduced, do you think there should be a lead-in time for these? How long might this be and how would it work?** |
| **Choose one** | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |

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| **OUTDOOR AND PUBLIC SPACES MARKETING** |
| **Question 8** | **Do you think we should prohibit alcohol marketing outdoors, including on vehicles, and in public spaces in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 9** | **What do you think should be covered by a prohibition on alcohol marketing outdoors, on vehicles and in public spaces?** |
| **Comments**  | *Please add your thoughts/comments in this box.*  |
| **Question 10** | **What, if any, exceptions do you think there should be to prohibiting alcohol marketing outdoors and in public spaces in Scotland?** |
| **Comments**  | *Please add your thoughts/comments in this box* |

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| **IN-STORE ALCOHOL MARKETING** |
| **Question 11** | **Do you think that we should further restrict the visibility of alcohol in retail environment?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 12** | **Do you think we should consider structural separation of alcohol in Scotland to reduce the visibility of alcohol in off-trade settings (e.g. supermarkets)?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box.* |
| **Question 13**  | **How do you think structural separation of alcohol in Scotland could operate? (e.g., with barriers, closed display cases)** |
| **Comments**  | *Please add your thoughts/comments in this box* |

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| **BRAND-SHARING AND MERCHANDISE** |
| **Question 14** | **Do you think that we should prohibit the sale of alcohol-branded merchandise in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 15** | **Do you think that we should prohibit the free distribution of alcohol-branded merchandise in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box.* |
| **Question 16**  | **What, if any, exceptions do you think should there be to prohibiting the sale or distribution of alcohol-branded merchandise?** |
| **Comments**  | *Please add your thoughts/comments in this box* |
| **Question 17** | **What, if any, other restrictions do you think should be considered on the use of alcohol brands on non-alcohol products?** |
| **Comments**  | *Please add your thoughts/comments in this box* |
| **Question 18** | **Do you think that alcohol marketing restrictions should also apply to no-or low drinks products (between 0% ABV and 1.2% ABV), where these carry the same brand name or brand markings?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box* |

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| **PRINT ADVERTISING** |
| **Question 19** | **Do you think that we should prohibit advertising of alcohol in newspapers and magazines produced in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 20** | **What, if any, exceptions do you think there should be to prohibiting alcohol advertising in newspapers and magazines produced in Scotland?** |
| **Comments**  | *Please add your thoughts/comments in this box.* |

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| **ONLINE MARKETING** |
| **Question 21** | **Do you think we should restrict alcohol branded social media channels and websites in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 22** | **What, if any, exceptions do you think there should be to prohibiting alcohol branded social media channels and websites in Scotland?** |
| **Comments**  | *Please add your thoughts/comments in this box.* |
| **Question 23** | **Do you think we should restrict paid alcohol advertising online in Scotland?** *Examples include adverts appearing on websites, via pop ups, on social media platforms, on search engines, or influencer advertising.* |
| **Choose one** | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 24** | **What types of paid alcohol advertising do you think should be covered by any restrictions?** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 25** | **What, if any, exceptions do you think should there be to restricting paid alcohol advertising online?** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 26** | **Do you think we should restrict alcohol companies from sharing promotional content on social media (e.g., filters, videos, or posts) – whether this is produced by them or by consumers?** |
| **Choose one** | **Yes** | **No** | **Don’t know**  |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 27** | **What, if any, exceptions do you think there should be from restricting alcohol companies from sharing promotional content on social media?** |
| **Comments** | *Please add your thoughts/comments in this box.* |

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| **TELEVISION AND RADIO ADVERTISING** |
| **Question 28** | **Do you think we should explore prohibiting alcohol advertising on television and radio completely (e.g., like Norway or Sweden)?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 29** | **Do you think we should introduce a watershed for alcohol advertising on TV and radio (e.g., like Ireland), and if so how would this work?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box.* |

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| **CINEMA ADVERTISING** |
| **Question 30** | **Do you think alcohol advertising should be restricted in cinemas?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 31** | **If alcohol advertising was restricted in cinemas, what, if any exceptions (e.g., times of day or specific movie ratings) do you think should be considered?** |
| **Comments**  | *Please add your thoughts/comments in this box.* |

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| **RESTRICTIONS ON CONTENT OF ADVERTISEMENTS** |
| **Question 32** | **Do you think that the content of alcohol marketing in Scotland should be restricted to more factual elements?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 33** | **Do you think we should only allow alcohol marketing to include elements set out in a list, like in Estonia? This would mean all other elements not on the list would be banned from adverts.** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | ***Please add your thoughts/comments in this box.*** |
| **Question 34** | **Do you think that content restrictions like the Estonian model should be applied to all types of alcohol marketing?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box* |

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| **ENFORCEMENT** |
| **Question 35** | **How do you think that any future alcohol marketing restrictions in Scotland should be monitored and enforced?** |
| **Comments** | *Please add your thoughts/comments in this box.* |

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| **EVALUATION AND PROVISION OF DATA** |
| **Question 36** | **Do you think that Scottish Government should require the alcohol industry to provide information and data on alcohol marketing campaigns in Scotland?**  |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 37** | **Do you think that Scottish Government should require the alcohol industry to provide local alcohol sales data in Scotland?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments**  | *Please add your thoughts/comments in this box.* |

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| **END QUESTIONS** |
| **Question 38** | **Do you think the Scottish Government should look to introduce a comprehensive package of restrictions across a number of marketing channels? If so, what do you think this package should include?** |
| **Choose one**  | **Yes** | **No** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |
| **Question 39** | **What, if any, additional alcohol marketing methods or channels not covered in the consultation would you like Scottish Government to consider restricting and why?** |
| **Comments**  | *Please add your thoughts/comments in this box.* |
| **Question 40**  | **What further evidence on alcohol marketing would you like the Scottish Government to consider?** |
| **Comments**  | *Please add your thoughts/comments in this box* |
| **Question 41** | **If you sell, distribute, advertise or manufacture alcohol, or represent those who do, how do you think the potential restrictions in this consultation paper would impact you, and the wider alcohol sector?** |
| **Comments**  | *Please add your thoughts/comments in this box* |

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| **DECLARATION OF DIRECT OR INDIRECT LINKS TO THE ALCOHOL INDUSTRY** |
| **Declaration** | **Please indicate any direct or indirect links to the alcohol industry** |
| **Choose one**  | **No links** | **Direct** | **Indirect** | **Don’t know** |
| **Comments** | *Please add your thoughts/comments in this box.* |

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| **IMPACT ASSESSMENT** |
| **Question 42** | **Are there any relevant equality issues that Scottish Government should be considering at this stage in the policy development?** |
| **Comments** | *Please add your thoughts/comments in this box.* |