**ESRC ‘Alcohol, nightlife and marketing’ study: women drinkers group**

***Introduction***

Thank you all for agreeing to take part in this research.

Introduce ourselves.

We are interested in finding out about your experiences of drinking alcohol and night life venues, the pleasures and risks involved, and the way in which alcohol and venues are marketed.

We have a long list of questions about these issues and we are interested in finding out about your own personal opinions and experiences.

* Go through information sheet. Participants will have received this via email.
* Go through consent form and get verbal consent, including permission to record.
* Check that they have completed the demographic survey

It is important to clarify:

* Confidentiality:
  + All information will be kept confidential.
  + Only exception is if any of you were to tell us about a child who is at risk of significant harm or that you or another adult is in immediate or imminent danger. In these circumstances we would need to contact the relevant authorities.
  + Any extracts from the discussion will be anonymised.
* Focus group-Privacy of group- conversations are to be kept inside the group.
* You can stop at any time and do not have to answer questions if you prefer not to.
* There are no right or wrong answers.
* This is a safe space to speak and be heard and there is absolutely no judgement.
* Please give us as much detail as possible.
* Focus group-Feel free to question each other.
* Speak loudly and clearly.
* Would you like to add any ground rules?
* Any questions?

1. **Introductions** 
   1. Names. [Note taker to take down initials]
   2. Pronouns [if want to]
   3. How do you all know each other [if in group]
2. **General questions on drinking**
3. Do you (all) drink alcohol?
   1. Can you tell me about it? When, where, who with, how much?
4. Why do you go out drinking ? (fun, relax/time out/ friends, sexual partner)
5. Can you describe a typical occasion when you drink together/with friends? [House, nightlife, same gender or mixed groups, which preferred and why?
6. Can you describe how you get ready for a night out?
   1. Do you pre-drink? Why? Where? Who with? What? How much? What do you do while pre-drinking?
7. What makes a good night out?
8. What can ruin a night out?
9. Do you monitor your drinking? How?
10. What are some of the consequences of having too much to drink? Do these differ for males and females?
11. How do you think men and women’s drinking is viewed differently in society?
12. **Brand preference** 
    1. What kinds of drinks do you prefer to drink? What brands?
       1. How are these marketed?
    2. What kinds of drinks do you dislike? What brands? Why?
       1. How are these marketed?
    3. What do you consider when choosing what to drink? [Taste, cost, calories/ weight, social expectations, brand image, aesthetics?)
    4. Do you think the following groups drink different drinks and brands? Which? Why?
       1. Non LGBTQ+/Straight and LGBTQ+ people
       2. Men, women, other genders
       3. White people and people of colour
       4. Middle class and working class people
13. **Female targeted marketing** 
    1. Do you follow any brands or venues of social media yourselves? What content do you see?
    2. How have you seen alcohol brands and venues target women? If so, how?
    3. What do you think about pink being used to target women? What meaning is attached to pink?
    4. What do you think about beauty and appearance messages being used to target women?
    5. What do you think of calories being used to target women?
    6. What do you think about influencers and celebrities promoting alcohol brands and venues?
    7. What do you think about motherhood being used to promote alcohol?
    8. What do you think about female friendship being used to promote alcohol use?
    9. What do you think about gender equality messaging being used to target women?
       1. Like or dislike? Appealing?
       2. Who are they targeting? Age group/generation?
       3. Do they improve the brands image?
       4. Do you think people would purchase these products due to this message? Would you? Why?
       5. Do you think alcohol brands backing gender equality is authentic? Does it ‘fit’ with the brand?  Why?
       6. Do you think brands generally have a role to play in promoting social causes such as gender equality?
14. **Do you drink non alcoholic drinks?**
    1. Which?
    2. Why?
15. **Venue attendance and marketing**
16. Where do you go out and why?
17. Where do you avoid and why?
18. Do you follow venues on social media? Which? Why? What content do you see?
19. How are those places marketed?
20. Have you ever had your photo taken be venue photographers? Why?
    1. Why do you think they do this? Promote venues to men?
21. Have you attended any events specifically targeting women e.g. bottomless brunch, ladies day? Why?
22. **Sexualising women**
    1. Have you ever seen brands sexualise women in their marketing? Examples?

What do you think of this?

* 1. Our research has found that brands have moved away from sexualising and objectifying in their marketing?

Why do you think they have done this? [increased awareness, re-emergence of feminism, to attract young people]

* 1. What do you think about venues using hostesses to sell and wait drinks?

Why do you think they do this?

* 1. What do you think about venues having female dancers/entertainers?

Why do they do this? [entertainment, attract men, and women]

* 1. What do you think of venues using women’s sexuality in their promotion?

Who are they targeting? Men?

Would this impact on whether you would attend these venues?

Would such images impact on how safe you would feel in these venues?

In what way do you think these sexualised images of women in nightlife marketing influence how they are viewed and treated by others? [by women and men, sexual availability, normalisation of unwanted sexual attention]

Would you prefer venues didn’t market themselves in this way?

Do you think this type of marketing should be better regulated?

1. **Brands addressing safety**
2. What do you think about brands aiming to raise awareness of sexual violence in nightlife?
   * 1. Do you think brands have a role to play in making spaces safer?
3. **LGBTQ+ drinking/spaces** 
   1. Have you ever been to LGBTQ+ venues? Why?
      1. How do they differ to more mainstream venues?
      2. Which do you prefer and why?
   2. Do you follow any LGBTQ+ bars/clubs/alcohol brands on social media? Which? Why?
      1. What content do you see? [Promotions, advertising, patron photographs, event videos, political posts, drag]
      2. Do you interact with them in any way? How?
   3. What alcohol brands target LGBTQ+ people? How? ?
   4. What do you think of *alcohol brands promoting LGBTQ+ people and their rights* (e.g. Pride marketing)?
      1. Why are they doing this?
      2. Who are they targeting? Age group/generation?
      3. Would you purchase them? Why?
      4. Do you feel these posts help advance sexual equality?
      5. What do you think of charities such as Stonewall collaborating with alcohol brands? [Considering the LGBTQ+ community experience alcohol-related harm]
4. **Close**
5. Is there anything you think we haven’t covered that you would like to add?
6. Is there anything we have asked that you think we shouldn’t in future interviews? Is there anything we should reword or change?
7. Have you got any questions?
8. Clarify if they identity as feminist.

**Debrief**

* Thank them.
* Debrief respondents and direct them to PI sheet again, with service contacts.
* Confirm voucher preference (Amazon, beauty salon or Independent Liverpool) and inform them that we will email them their vouchers and the voucher receipt for them to sign.