

FG topic of discussion / major theme

Will a minimum price per unit be effective  
in reducing alcohol consumption?

Primary themes

A minimum price is unlikely to  
be effective at all

A minimum price will only have  
a limited effect

Secondary themes

“Where there’s a  
will, there’s a  
way”

Minimum pricing  
won’t work for  
heavy &  
dependent

Perceived failure of  
previous price  
control policies

A minimum price  
will only change  
people’s choice of  
drinks

A minimum price  
will only reduce  
binge drinking  
frequency

A minimum price  
will only affect  
young people

A minimum  
price will only  
lead to short  
term reductions

A minimum price  
will only have  
long term effects