

Drinkaware 2025 Summer Research Briefing **(<https://www.activelink.ie/node/116246>)**

Understanding young adults' drinking practices and experiences with alcohol in Ireland

We are pleased to invite you to join us on Monday 23rd June at our Summer 2025 Research Briefing, featuring Niall Brennan Ipsos B&A, delivering the keynote presentation, followed by a Q&A.

Date: Monday 23rd June 2025

Time: 11am

This event will take place online via Zoom

Talk title: *Understanding young adults' drinking practices and experiences with alcohol in Ireland*

Existing quantitative research provides potential explanations for young adults' consumption patterns but there is little understanding of *how* young adults experience alcohol in their everyday lives in Ireland and ultimately what do they need and what are the gaps in information. Ipsos B&A were commissioned to undertake a qualitative research project in late 2024 with the overall aim to explore the views and experiences of drinking alcohol among young adults (aged 18-34 years) in Ireland. A qualitative methodology using an ethnographic approach was taken, putting voices of young adults at the core by ensuring their lived experiences shaped the project. Carefully listening to the experiences of a sample of 24 18–34-year-olds in a non-prescribed manner through semi-structured self-video diaries over the course of five days, provided the best approach to enhance understanding in a way that is relatable to how young adults live their lives, in their own words. The keynote presentation will provide an overview of key findings from this study.

Speaker Biography:

Niall Brennan holds the position of Account Director with Ipsos B&A. He is a behavioural science expert with an MSc Degree in Human Decision Sciences from Maastricht University in the Netherlands and a BBS from DCU. Having established a solid reputation for developing strategic research solutions using digital ethnography, he has a background as a researcher and brand strategist working for a range of clients in the health, education, finance, tourism and FMCG industries.

Attendance at this event is free. Register via Eventbrite by 5pm on 20th June 2025: <https://www.eventbrite.ie/e/drinkaware-summer-2025-research-briefing-tickets-1408632430519?aff=oddtcreator> (<https://www.eventbrite.ie/e/drinkaware-summer-2025-research-briefing-tickets-1408632430519?aff=oddtcreator>)

All registered participants will be sent an email with instructions on how to attend the briefing via Zoom.

The views expressed in our Research Briefing Series are those of the speakers, based on their work in research and other disciplines.

Drinkaware is the national independent charity working to prevent and reduce alcohol misuse in Ireland, governed by an independent board and regulated by the Charities Regulator. Registered Charity Number: 20204601

Region

Online

Date Entered/Updated

16th Jun, 2025

Expiry Date

20th Jun, 2025