Do people like the minimum price per unit of alcohol proposal?

**Primary themes**

- Dislike for a minimum price per unit of alcohol
  - Punishing the moderate or ‘sensible’ drinker
  - A restriction of the personal freedom to drink alcohol
  - Minimum pricing unfairly targets the poor
  - “There’s more to alcohol reduction than price”

- Support for the introduction of a minimum price per unit
  - Suspicion of government motives
  - “There must be a better way than this”
  - The need for action to curb excessive alcohol consumption
  - The prospect of improved public health
  - “It doesn’t bother me, I don’t drink that much”

**Secondary themes**

- There’s more to alcohol reduction than price
- “There must be a better way than this”