

ANNUAL ALCOHOL POLL 2018

ATTITUDES & BEHAVIOURS

fare





STOPPING HARM CAUSED BY ALCOHOL

fare
Foundation for Alcohol
Research & Education

ABOUT THE FOUNDATION FOR ALCOHOL RESEARCH AND EDUCATION

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol.

Alcohol harm in Australia is significant. More than 5,500 lives are lost every year and more than 157,000 people are hospitalised making alcohol one of our nation's greatest preventive health challenges.

For more than 15 years, FARE has been working with communities, governments, health professionals and police across the country to stop alcohol harm by supporting world-leading research, raising public awareness and advocating for changes to alcohol policy.

FARE is guided by the World Health Organization's (2010) *Global Strategy to Reduce the Harmful Use of Alcohol* for stopping alcohol harm through population-based strategies, problem directed policies, and direct interventions.

If you would like to contribute to FARE's important work, call us on (02) 6122 8600 or email info@fare.org.au.

CONTENTS

OVERVIEW.....	4
----------------------	----------

THE APPROACH.....	6
--------------------------	----------

THE FINDINGS

Attitudes towards alcohol in Australia.....	8
--	----------

Alcohol consumption behaviours.....	16
--	-----------

Awareness and experiences of alcohol harm.....	25
---	-----------

Perspectives on alcohol-related policies.....	34
--	-----------

SUMMARY TABLES BY DEMOGRAPHICS

State and territory.....	39
---------------------------------	-----------

Gender.....	41
--------------------	-----------

Age.....	43
-----------------	-----------

Consumption.....	45
-------------------------	-----------

Voting intentions.....	47
-------------------------------	-----------

OVERVIEW

The Foundation for Alcohol Research and Education's (FARE) Annual alcohol poll: Attitudes and behaviours (the Poll) assesses Australians' attitudes towards alcohol, alcohol consumption behaviours, awareness and experiences of alcohol harm, and perspectives on various alcohol policies. In 2018, the Poll was carried out by YouGov Galaxy for the ninth consecutive year.

The Poll continues to show that a vast majority of Australians surveyed are concerned about alcohol, with 73% indicating that they believe Australia has a problem with excess drinking or alcohol abuse, 71% believing that alcohol-related problems in Australia will worsen or remain the same over the next five to ten years, and 76% believing that more needs to be done to reduce the harm caused by alcohol.

In 2018 the proportion of those surveyed who consume alcohol increased to 82% (up from 77% in 2017), largely attributable to an increase in the consumption of alcohol among men to 86% (up from 80% in 2017). The proportion of Australians drinking to get drunk in 2018 remains high at 45%, largely consistent with 2017's findings (44%). Bottled wine continues to be preferred ahead of other alcoholic beverages, with 29% of those surveyed indicating a preference for bottled wine, followed by regular strength beer (22%).

Awareness of link to long-term harm

Australians continue to have low awareness of the long-term health conditions associated with alcohol. Fewer than half of those surveyed are aware of the link between alcohol misuse and stroke (38%), mouth and throat cancer (26%) and breast cancer (16%).

Awareness of Guidelines

Awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines) increased from 58% in 2017 to 70% in 2018. However, knowledge of the Guidelines' content remains low, with only one in four (28%) Australians aware of the actual content. The proportion of Australians who correctly estimate the recommended number of standard drinks a person can consume to minimise long-term harm increased to 42% (up from 38% in 2017), while the proportion who could correctly estimate the number of standard drinks a person can consume to minimise short term-harm (7%) is consistent with 2017's findings.

Right to know about long-term harm associated with regular alcohol use

For the first time, Australians were asked whether they thought they had a right to know about the long-term harm associated with regular alcohol use. The vast majority of Australians (84%) believe they have the right to know about long-term harm associated with regular alcohol use and most (80%) think governments have a responsibility to educate Australians about the long-term harm associated with regular alcohol use.

Alcohol industry downplaying university research

In 2018, the Poll asked whether Australians thought the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harms such as cancer and family violence. Six in ten of those surveyed (61%) think the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harms. These findings suggest that the community is deeply sceptical about the industry's motivations and business tactics.

Related findings demonstrate that community perceptions of the alcohol industry remain poor. The majority of Australians continue to believe that the alcohol industry targets people under the age of 18 years (55%), that it has too much influence with governments (57%) and that it makes political donations to influence policy (53%). In addition, the majority of Australians believe that the alcohol industry should pay for reducing alcohol harm (68%).

Experiences of alcohol harm

Too many Australians continue to experience alcohol harm. More than one third of those surveyed (37%) indicated that they have been affected by alcohol-related violence in this year's Poll, with almost half of these (47%) indicating they have been affected by alcohol-related violence in the last 12 months. One in four (23%) parents with a child under 18 reported that their child has been harmed or put at risk of harm because of someone else's drinking.

In 2018, three quarters (74%) of parents believed their child under the age of 18 has been exposed to alcohol advertising, consistent with 2017 findings. Almost half of parents indicated that their child has been exposed to alcohol advertising at a supermarket or shopping centre (48%), through the radio, television or cinema (43%) or at a sporting, musical or cultural event (42%).

Support for alcohol-related policies

Strong support continues to exist for a range of alcohol policy initiatives. Two thirds (67%) of Australians support placing a ban on alcohol advertising on television before 8.30pm, consistent with 2017 (68%). In addition, just over half of Australians (52%) believe alcohol sponsorship should not be allowed at sporting events (consistent with 2017, 55%), 51% support limiting the number of alcohol outlets to reduce alcohol-related family violence, and 47% support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

Other 2018 findings

In 2018, for the first time, Australians were asked about their use of alcohol delivery services. Around 30% of Australian drinkers surveyed reported having used an alcohol delivery service, most commonly delivery services provided by bottle shops (15%), online wine distributors (12%) and alcohol producers such as wineries, breweries and distilleries (10%). The majority of those who have used an alcohol delivery service have used one in the past 12 months (92%), with one in four (23%) reporting that they use an alcohol delivery service weekly or more often. The main reasons alcohol delivery services are used are because they are seen to provide better value for money (36%), convenience of delivery straight to your door (34%) and discounts offered for bulk purchase (28%).

For the first time, women who have been pregnant were asked a number of questions in 2018 relating to their drinking habits during pregnancy. Just over four in ten (46%) Australian women who have been pregnant said that a health professional advised them that there is no safe level of alcohol consumption while pregnant. When asked about changes made to their alcohol consumption while pregnant, three quarters of women who drank alcohol prior to becoming pregnant (78%) said that they stopped drinking alcohol altogether during pregnancy, 17% that they restricted it to special occasions, and the remaining 5% either reduced their consumption slightly, drank the same amount or said that they increased their alcohol consumption when they were pregnant.

THE APPROACH

The Foundation for Alcohol Research and Education (FARE) carried out nation-wide polling for the ninth consecutive year to determine community attitudes and behaviours relating to alcohol. The key objectives of the polling include:

- determining community attitudes towards alcohol in Australia
- gaining an understanding of self-reported alcohol consumption trends in Australia
- determining current perspectives on various alcohol-related policies.

This report provides an overview of the findings of the 2018 nation-wide Poll. It also provides, where available, information regarding trends between 2010 and 2018.

As in previous years, the Poll was commissioned by FARE and conducted by YouGov Galaxy. YouGov Galaxy is an independent market research company which conducts opinion polling throughout Australia with results published in all major Australian newspapers.

This study is conducted online among members of *pureprofile*, a permission-based panel that has been used since the Poll commenced in 2010. *Pureprofile* has a respondent panel of 375,000 members who are sourced through a variety of online and offline sources including internal referral programs, search engine optimisation techniques, offline print, trade marketing, location-based registration, and radio advertising. Panel members are paid on a per-minute basis for participation.

The sample for this survey is selected among panel members with quotas applied to ensure that it reflects the current Australian population. The results of the Poll are weighted by age, sex, and capital city or non-capital city areas within each state and territory using Australian Bureau of Statistics (ABS) population proportions from the 2016 Census (Cat no. 2901.0). These proportions are updated each year using the ABS resident population of Australia projections. The weighting of the sample using ABS estimates ensures consistency from one time period to the next.

The survey sample is 1,820 respondents. A sample size of 1,820 allows accuracy within $\pm 2.3\%$ at the 95% confidence interval.

The questionnaire was designed by YouGov Galaxy in consultation with FARE. The questionnaire was transferred into Web Survey Creator format in order to be hosted online. For each question, the respondent had to click on the response which represented their answer. In addition to questions about alcohol, the questionnaire asked respondents about their place of residence, age and gender. Respondents were also asked about their voting intentions.

Fieldwork commenced on Tuesday 9 January 2018 and was completed on Tuesday 16 January 2018. The respondents were aged 18 years and older, distributed throughout Australia as follows:

- Australian Capital Territory – 100
- New South Wales – 350
- Northern Territory – 20
- Queensland – 300
- South Australia – 300
- Tasmania – 100
- Victoria – 350
- Western Australia – 300

In this report, a number of questions are analysed by states and territories. The Australian Capital Territory, Tasmania and the Northern Territory are not used in these analyses because sufficient data for comparison purposes could not be obtained from these jurisdictions.

High-level results are presented in the findings section of this report. Differences between demographics are only presented where differences are statistically significant at a 95% confidence interval. Where a question is being asked for the first time, this is specified in the findings. Where a question has been asked before, trend data is provided for the previous year or years of results.

Reporting of demographic differences focus on gender and age. In the case of age, on some occasions, adjacent age categories have been combined (such as '18 to 24 year olds and 25 to 34 year olds', into '18 to 34 year olds') if the groups have similar proportions and if combining the groups confers greater statistical power.

KEY TERMS

Respondents have been categorised into three groups based on their reported level of alcohol consumption. These categories are produced to ensure that base sizes were sufficient to generate comparisons between them. As a result of this, drinkers are categorised in the following way:

- regular drinkers – ten or more standard drinks per week
- moderate drinkers – one to nine standard drinks per week
- occasional drinkers – less than one standard drink per week



OCCASIONAL DRINKERS
less than one standard drink
per week



MODERATE DRINKERS
one to nine standard drinks
per week



REGULAR DRINKERS
ten or more standard drinks
per week

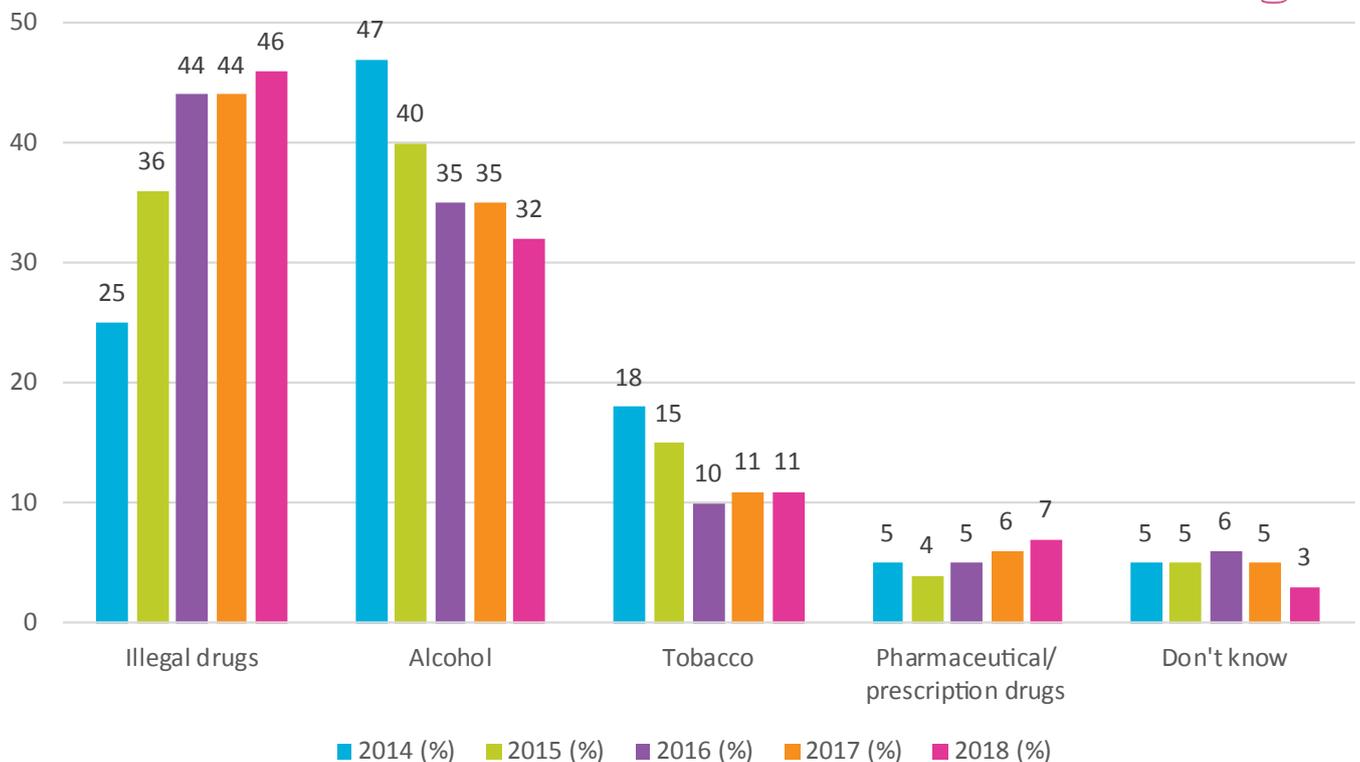
ATTITUDES TOWARDS ALCOHOL IN AUSTRALIA

PERCEPTIONS OF THE MOST HARMFUL DRUG IN AUSTRALIA

32% of Australians consider alcohol to be the drug that causes the most harm, behind illegal drugs (46%) and ahead of tobacco (11%) and pharmaceuticals (7%).

One third of Australians (32%) consider alcohol to be the drug that causes the most harm in Australia, behind illegal drugs (46%) and ahead of tobacco (11%) and pharmaceuticals and prescription drugs (7%), while 3% of Australians are unsure. This is consistent with 2017 results.

The following graph provides an overview of community perceptions of the drug that causes the most harm to Australians between 2014 and 2018.



Analysis of demographic results revealed that:

- Men (15%) are more likely than women (8%) to consider tobacco to be the drug that causes the most harm to Australians.
- In contrast, women (49%) are more likely than men (42%) to think that illegal drugs cause the most harm to Australians.

AUSTRALIA'S PROBLEM WITH ALCOHOL

73% of people believe that Australia has a problem with excess drinking or alcohol abuse.



Around three quarters (73%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 16% do not believe this and 12% are unsure. This represents a decline from 2017 (78%).

The following table provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse, between 2010 and 2018.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Yes	73	80	76	75	78	75	78	78	73↓
No	16	14	15	14	12	15	12	12	16↑
Unsure	11	6	9	11	10	11	10	9	12

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

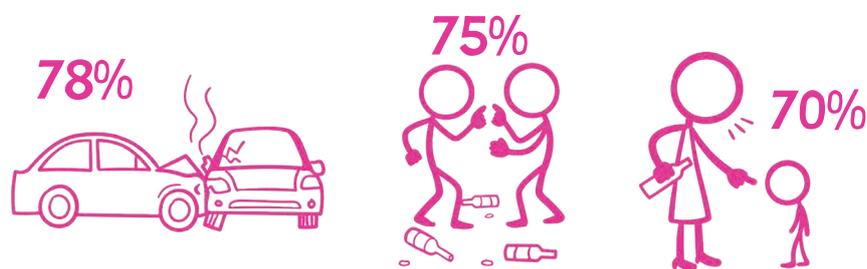
- Women (81%) are more likely than men (64%) to believe that Australia has a problem with alcohol.
- Men 35 years and older (68%) are more likely than men 18 to 34 years (59%) to think that Australia has a problem with excess drinking or alcohol abuse.
- The reverse trend was found for women with women 18 to 34 years (87%) being more likely than women 35 years and older (76%) to believe that Australia has a problem with excess drinking or alcohol abuse.

Analysis of five-year moving averages between 2010 and 2018 demonstrates that the proportion of people who believe Australia has a problem with excess drinking or alcohol abuse has remained relatively consistent over this period. The following graph provides an overview of the five-year moving average of community perceptions of Australia's problem with excess drinking or alcohol abuse.



CONCERNS ASSOCIATED WITH ALCOHOL

Australians are most concerned about alcohol-related road traffic accidents (78%), violence (75%) and child abuse and neglect (70%).



The three main alcohol-related problems associated with excess drinking or alcohol abuse that Australians are most concerned about are road traffic accidents (78%), violence (75%) and child abuse and neglect (70%). The top three concerns remain consistent with 2017, however, there has been an increase in the proportion of Australians concerned about health problems (from 53% to 57%).

The following table provides an overview of the alcohol-related problems Australians are most concerned about, between 2012 and 2018.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Road traffic accidents	82	80	79	77	76	78	78
Violence	76	78	81	78	79	76	75
Child abuse and neglect	68	70	66	64	64	71	70
Health problems	62	62	52	51	53	53	57 [↑]
Crime	52	57	59	54	58	57	56
Harm to unborn babies from exposure to alcohol in-utero	57	59	52	48	50	54	52
Lost productivity	27	31	21	22	24	29	27
Excessive noise around pubs and clubs	24	26	19	20	20	21	18
None of the above	2	4	3	5	5	3	5

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to express concern about alcohol-related road traffic accidents (84% compared to 72%), alcohol-related violence (79% compared to 70%), child abuse and neglect (76% compared to 63%), health conditions from alcohol consumption (63% compared to 51%), alcohol-related crime (59% compared to 52%) and harm to unborn babies from exposure to alcohol in-utero (57% compared to 47%).
- People aged 50 years and over are more concerned than 18 to 49 year olds, about alcohol-related road traffic accidents (89% compared to 74%), alcohol-related violence (88% compared to 69%), child abuse and neglect (84% compared to 63%), alcohol-related crime (69% compared to 50%), health conditions from alcohol consumption (65% compared to 53%) and harm to unborn babies from exposure to alcohol in-utero (61% compared to 48%).

WORSENING OF ALCOHOL-RELATED PROBLEMS IN AUSTRALIA

71% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to ten years.

Twice as many Australians believe that alcohol-related problems will get worse over the next five to ten years (36%), compared to those who think that there will be a reduction in alcohol-related problems (19%). A further 36% believe that there will be no change and 10% are unsure. The proportion of Australians who believe that alcohol-related problems will get worse or remain the same (71%) has declined since 2017 (74%).

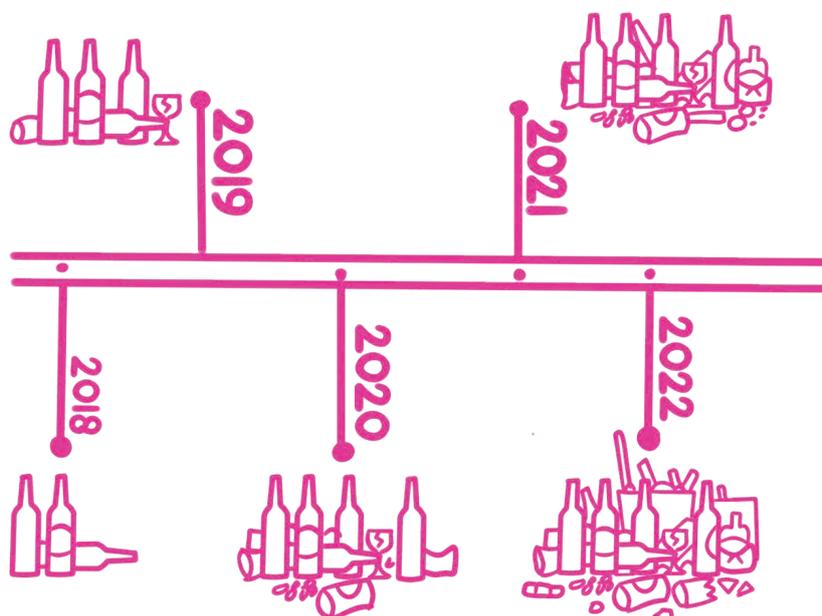
The following table provides an overview of Australian perceptions on whether alcohol-related problems will be reduced, unchanged, or get worse, between 2012 and 2018.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Will get a lot worse	14	17	21	14	16	14	14
Will get a little worse	27	25	25	21	22	26	22↓
<i>Subtotal</i>	41	42	46	35	38	40	36↓
Will be somewhat reduced	10	10	10	15	13	12	16↑
Will be significantly reduced	2	2	2	2	2	4	3
<i>Subtotal</i>	12	12	12	17	15	15	19↑
No change	38	36	30	36	35	34	36
Don't know	9	10	12	12	12	11	10

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Men (25%) are more likely than women (14%) to believe that alcohol-related problems will reduce over the next 5 to 10 years while women are more likely to think they will get worse (42% compared to 29%).



ACTIONS TO ADDRESS ALCOHOL-RELATED HARM

76% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.

The majority of Australians believe that governments (57%), alcohol companies (67%), and clubs and pubs (62%) are not doing enough to address the harm caused by alcohol in Australia.

The majority (76%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 12% do not believe more needs to be done and 12% are unsure. This represents a decline from 2017 (81%).

The following table provides an overview of community attitudes indicating whether Australians believe more needs to be done to address alcohol harm, between 2010 and 2018.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Yes	79	82	75	74	79	73	78	81	76↓
No	9	8	13	11	7	12	9	9	12↑
Unsure	12	9	12	15	14	15	13	10	12

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

More than half of Australians (57%) believe that governments are not doing enough to address alcohol misuse, with 18% believing they are doing enough and 24% unsure. The proportion of Australians who believe governments are not doing enough has declined since 2017 (61%).

Two thirds of Australians (67%) believe that alcohol companies are not doing enough to address alcohol misuse, with 15% believing they are doing enough and 18% unsure. This is consistent with 2017 (69%).

Just over six in ten Australians (62%) believe that clubs and pubs are not doing enough to address alcohol misuse, with 21% believing they are doing enough and 17% unsure. This is consistent with 2017 findings (63%).

The following table provides an overview of Australians' attitudes towards who they believe is not doing enough to address alcohol misuse, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Governments are not doing enough	58	54	56	64	55	59	61	57↓
Alcohol companies are not doing enough	74	68	67	69	66	70	69	67
Clubs and pubs are not doing enough	68	64	65	69	60	65	63	62

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women (82%) are more likely than men (70%) to believe more needs to be done to address alcohol harm.
- Australians 50 years and over (81%), 18 to 24 years (76%) and 25 to 34 years (78%) are more likely than 35 to 49 year olds (69%) to believe more needs to be done to address alcohol harm.
- Australians 50 years and over (63%) are more likely than 25 to 34 year olds (55%) and 35 to 49 year olds (53%) to think that governments are not doing enough to address alcohol harm.
- Australians aged 50 years and over (73%) are more likely than 35 to 49 year olds (61%) and 25 to 34 year olds (65%) to think that alcohol companies are not doing enough to address alcohol-related harm.
- Women (66%) are more likely than men (58%) to think that pubs and clubs are not doing enough to address alcohol-related harm.
- Australians aged 50 years and over (66%) are more likely than 35 to 49 year olds (60%) to think that pubs and clubs are not doing enough to address alcohol-related harm.

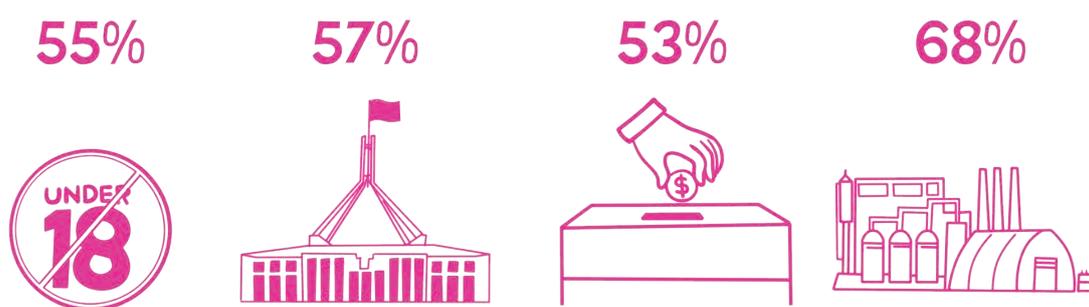
ALCOHOL INDUSTRY INFLUENCE

55% of Australians believe that the alcohol industry targets young people under 18 years of age.

57% of Australians believe that the alcohol industry has too much influence with governments.

53% of Australians believe that the alcohol industry makes political donations to influence policy.

68% of Australians believe that the alcohol industry should pay for reducing alcohol harm.



Australians were asked a range of questions about their perception of the alcohol industry's influence. More than half of Australians (55%) believe that the alcohol industry targets young people under 18 years of age, while 33% do not and 12% are unsure.

More than half of Australians (57%) believe that the alcohol industry has too much influence with governments, while 18% do not and 25% are unsure.

More than half of Australians (53%) believe that the alcohol industry makes political donations to influence policy, while 13% do not and 34% are unsure.

The majority of Australians (68%) believe that the alcohol industry should pay for reducing alcohol harm, while 20% do not and 12% are unsure. This represents a decline from 2017 (74%).

The following table provides an overview of Australians' perceptions of the alcohol industry between 2015 and 2018.

	2015 (%)	2016 (%)	2017 (%)	2018 (%)
The alcohol industry targets young people under 18	59	57	57	55
The alcohol industry has too much influence with governments	51	56	57	57
The alcohol industry makes political donations to influence policy	54	52	55	53
The alcohol industry should pay for reducing alcohol harm	70	71	74	68↓

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Australians aged 50 years and over (64%) are more likely than 35 to 49 year olds (47%), 25 to 34 year olds (55%) and 18 to 24 year olds (54%) to believe that the alcohol industry targets young people under 18.
- Australians aged 50 years and over (65%) are more likely than 35 to 49 year olds (51%), 25 to 34 year olds (57%) and 18 to 24 year olds (54%) to believe that the alcohol industry has too much influence with governments.
- Men are more likely than women to believe that the alcohol industry makes political donations to influence policy (59% compared to 47%).
- Australians aged 50 years and over (60%) are more likely than 35 to 49 year olds (50%), 25 to 34 year olds (53%) and 18 to 24 year olds (46%) to believe that the alcohol industry makes political donations to influence policy.
- Australians aged 50 years and over (73%) and 25 to 34 year olds (73%) are more likely than 35 to 49 year olds (64%) and 18 to 24 year olds (59%) to believe that the alcohol industry should pay for reducing alcohol harm.

ALCOHOL INDUSTRY DOWNPLAYING UNIVERSITY RESEARCH

61% of Australians believe that the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harm such as cancer and family violence.

For the first time, Australians were asked in 2018 whether they thought the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harms such as cancer and family violence. Six in ten Australians (61%) think the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harms such as cancer and family violence, while 17% think it would not and 22% are unsure.



Analysis of demographic results revealed that:

- Australians aged 50 years and over (67%) are more likely than 35 to 49 year olds (58%), 25 to 34 year olds (61%) and 18 to 24 year olds (56%) to think the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harms such as cancer and family violence.

AWARENESS OF FOREIGN OWNERSHIP OF AUSTRALIA'S BEST-KNOWN ALCOHOL BRANDS

25% of Australians are surprised that Australia's best-known alcohol brands, Victoria Bitter, XXXX Gold, Tooheys and James Boags, are owned by foreign-owned multinational alcohol companies.

28% of Australians say knowing that Victoria Bitter, XXXX Gold, Tooheys and James Boags are owned by foreign-owned multinational alcohol companies would influence their next purchase of alcohol.

For the first time, Australians were asked in 2018 about whether they were surprised to know that Australia's best-known alcohol brands, Victoria Bitter, XXXX Gold, Tooheys and James Boags, are owned by foreign-owned multinational alcohol companies. One in four Australians (25%) are surprised that these brands are owned by foreign-owned companies, while 68% are not surprised and 6% didn't know.

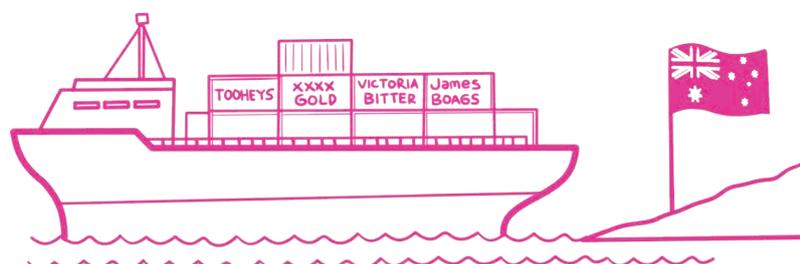
Once armed with the knowledge of foreign ownership of these brands, 28% of Australians say it is very likely or likely it would influence their next purchase of alcohol while 60% say it is unlikely or very unlikely.

The following table provides an overview of how knowledge of foreign ownership of alcohol brands would influence their next purchase of alcohol.

WHETHER WOULD INFLUENCE NEXT PURCHASE OF ALCOHOL	2018 (%)
Very likely	11
Likely	17
Unlikely	37
Very unlikely	23
Don't know	12

Analysis of demographic results revealed that:

- Women (29%) are more likely than men (21%) to say they are surprised that Australia's best-known alcohol brands, Victoria Bitter, XXXX Gold, Tooheys and James Boags, are owned by foreign-owned multinational alcohol companies.
- Australians 18 to 34 years (31%) are more likely than those 35 years and older (22%) to say they are surprised that Australia's best-known alcohol brands, Victoria Bitter, XXXX Gold, Tooheys and James Boags, are owned by foreign-owned multinational alcohol companies.
- Australians 18 to 34 years (33%) are more likely than those 35 years and older (25%) to say knowledge of foreign ownership of these alcohol brands is likely to influence their next purchase of alcohol.



ALCOHOL CONSUMPTION BEHAVIOURS

FREQUENCY OF CONSUMING ALCOHOL

Alcohol is consumed by 82% of Australian adults.

76% of Australian drinkers consume alcohol on two days or fewer per week, while 24% consume alcohol on three days or more per week.

Alcohol is consumed by 82% of Australian adults. This represents an increase from 2017 where the Poll found alcohol was consumed by 77% of adults.

The following table provides an overview of alcohol consumption by gender, between 2010 and 2018.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Men	83	88	85	81	82	80	83	80	86↑
Women	78	80	77	74	76	77	73	74	78↑
Total	81	84	81	77	79	79	78	77	82↑

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Men (86%) are more likely than women (78%) to consume alcohol.
- Australians 25 to 34 years (86%) and 35 to 49 years (84%) are more likely than those 50 years and older (77%) to consume alcohol.



On average, Australian drinkers consume alcohol on 1.6 days a week. This is consistent with previous years, with Australian drinkers consuming alcohol on average 1.6 days a week in 2017 and 1.7 days a week in 2016. While the majority of Australian drinkers (76%) consume alcohol on two days or less per week, 18% consume alcohol on three to six days per week and 6% of Australians drink daily.

The following table provides an overview of the number of occasions alcohol is consumed per week, between 2010 and 2018.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Two days or less per week	69	71	72	73	77	76	76	76	76
Three days or more per week	31	29	28	27	23	24	24	24	24

Analysis of demographic results revealed that:

- Men who consume alcohol are more likely to drink on more occasions per week, with 28% of men consuming alcohol three times or more a week compared to 19% of women.
- Older Australians who consume alcohol are more likely to drink on more occasions in one week, with 26% of those aged 35 to 49 years and 40% of those 50 years and over consuming alcohol on three days or more a week, compared to 13% of 25 to 34 year olds and 7% of 18 to 24 year olds.

AMOUNT OF ALCOHOL CONSUMED

49% of Australian drinkers consume one or two standard drinks on a typical occasion and 49% drink three or more standard drinks.

18% of drinkers consume six or more standard drinks on a typical occasion.

On a typical occasion, half (49%) of Australian drinkers consume one or two standard drinks of alcohol, 49% drink three or more standard drinks and a further 2% cannot state with certainty how much they typically consume. The 2018 results are consistent with the 2017 findings.

The following table provides an overview of the number of standard drinks of alcohol Australian drinkers reported consuming on a typical occasion, between 2010 and 2018.



	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
1-2 standard drinks	52	52	51	47	55	55	56	50	49
3-5 standard drinks	35	35	30	33	28	31	28	32	31
6-10 standard drinks	9	10	11	12	11	9	10	12	12
11+ standard drinks	3	2	5	5	4	3	3	4	6
Don't know	1	1	3	3	2	3	3	2	2

Analysis of demographic results revealed that:

- Women (56%) are more likely than men (42%) to consume one to two standard drinks in one sitting, and men (56%) are more likely than women (41%) to consume three or more standard drinks in one sitting.
- Those 50 years and over (12%) are less likely than 18 to 24 year olds (22%), 25 to 34 year olds (18%) and 35 to 49 year olds (21%) to consume six or more standard drinks on a typical occasion.
- People aged 50 years and over (56%) are more likely than 35 to 49 year olds (48%), 25 to 34 year olds (49%) and 18 to 24 year olds (36%) to consume one or two standard drinks per occasion.

ALCOHOL PRODUCT PREFERENCES

Australian drinkers most often consume bottled wine (29%), regular strength beer (22%) and spirits (17%).

Bottled wine is consumed regularly or sometimes by the majority of Australians who drink alcohol (55%), followed by spirits (51%) and regular strength beer (43%).

When asked what type of alcohol they consume most often, Australian drinkers reported that they mainly consume bottled wine (29%), regular strength beer (22%) and spirits (17%). This is consistent with 2017 results.

The following table provides an overview of the types of alcoholic beverages that Australian drinkers consume most often, between 2012 and 2018.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Bottled wine	36	34	33	33	33	29	29
Regular strength beer	20	20	21	21	19	21	22
Spirits	17	15	19	16	16	17	17
Cider	4	7	7	7	9	10	10
Mid strength beer	5	6	5	6	6	8	9
Cask wine	4	4	4	5	4	5	3
Light beer	6	5	5	6	6	4	4
RTDs/alcopops	5	6	4	3	4	4	4
None of the above	4	3	2	3	3	3	2

The survey also asked Australian drinkers about any beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (55%) of Australians who drink alcohol, followed by spirits (51%), regular strength beer (43%) and cider (31%).

The following table provides an overview of the types of alcoholic beverages that Australians consume either regularly or from time to time, between 2012 and 2018.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Bottled wine	61	61	61	60	60	55	55
Spirits	53	50	55	50	51	49	51
Regular strength beer	42	40	42	41	41	45	43
Cider	19	25	28	30	31	33	31
Mid strength beer	16	18	19	17	20	21	23
Light beer	19	19	20	22	20	19	17
RTDs/alcopops	21	18	21	16	16	17	18
Cask wine	13	11	11	13	12	12	10
None of the above	3	2	1	2	2	2	2

Note that people were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results revealed that:

- Women are more likely to choose bottled wine (41%) as their main drink of choice, while regular strength beer is favoured by men (34%).
- Men are more likely than women to mainly drink mid strength beer (12% compared to 5%) and regular strength beer (34% compared to 10%) while women are more likely to drink bottled wine (41% compared to 19%), cider (14% compared to 6%) and RTDs/alcohol pops (6% compared to 2%).
- Men are more likely than women to ever consume regular strength beer (60% compared to 25%), mid strength beer (33% compared to 12%) and light beer (22% compared to 12%) while women are more likely to ever consume bottled wine (64% compared to 47%), cider (37% compared to 26%) and RTDs/alco-pops (20% compared to 15%).
- Australians aged 50 years and over (43%) are more likely than 35 to 49 year olds (31%), 25 to 34 year olds (18%) and 18 to 24 year olds (18%) to mainly drink bottled wine.
- Australians aged 50 years and over (17%) are less likely than 35 to 49 year olds (26%) and 25 to 34 year olds (23%) to mainly drink regular strength beer.
- Australians aged 50 years and over (67%) are more likely than 35 to 49 year olds (52%), 25 to 34 year olds (53%) and 18 to 24 year olds (43%) to ever consume bottled wine.
- 18 to 24 year olds (14%) and 25 to 34 year olds (14%) are more likely than 35 to 49 year olds (8%) and those 50 years and older (6%) to mainly drink cider.
- 18 to 24 year olds (61%) are more likely than 35 to 49 year olds (48%) and those 50 years and older (46%) to ever consume spirits.
- 18 to 24 year olds (21%) and 25 to 34 year olds (24%) are more likely than those 50 years and older (9%) to ever consume RTD's/alco-pops.
- 18 to 24 year olds (41%) and 25 to 34 year olds (43%) are more likely than 35 to 49 year olds (27%) and those 50 years and older (20%) to ever consume cider.



DRINKING TO GET DRUNK

45% of drinkers, approximately 5.7 million Australians, consume alcohol to get drunk.

Of the people who report drinking to get drunk, 47% consider themselves to be drunk when they are slurring their speech or losing their balance.

More than four in ten (45%) Australian drinkers consume alcohol with the intention of getting drunk, equating to approximately 5.7 million Australians. This is on par with 2017 (44%).

One in five (20%) Australian drinkers consume alcohol to get drunk less than once a month, while 14% drink to get drunk at least once a week.

The following table provides an overview of Australians who reported drinking to get drunk between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
At least twice a week	3	4	3	4	3	5	4	5
Once a week	6	5	8	6	6	7	8	9
At least once a month	8	9	8	7	8	7	11	11
Less than once a month	18	18	21	19	17	18	21	20
<i>Subtotal</i>	35	36	40	36	34	37	44	45
No, never	65	64	60	64	66	63	56	55

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. Almost half of Australians (47%) who drink to get drunk perceive slurring speech or losing balance as the main indicator of drunkenness, followed by starting to feel relaxed (35%), and being over the legal blood alcohol limit to drive (14%).

The following table provides an overview of perception of drunkenness between 2012 and 2018 among Australians who reported drinking to get drunk.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
When you start to slur speech or lose balance	46	53	56	48	44	47	47
When you start to feel relaxed	35	33	29	39	38	37	35
When you are over the legal blood alcohol limit to drive	15	11	11	9	15	12	14
When you vomit	3	2	3	2	1	2	2
When you pass out	2	2	1	1	2	2	2

Analysis of demographic results revealed that:

- Men (51%) are more likely than women (39%) to drink to get drunk.
- 18 to 24 year olds (73%) are more likely than 25 to 34 year olds (58%), 35 to 49 year olds (51%) and those 50 years and over (13%) to drink to get drunk.



PERCEPTION OF INDIVIDUAL CONSUMPTION

71% of Australian drinkers are comfortable with the amount of alcohol they consume, 19% sometimes feel they have too much to drink and 8% admit to being uncomfortable.

41% of Australian drinkers indicated there was no change in their alcohol consumption over the past year, 39% had reduced their alcohol consumption or given up, and 19% had increased their alcohol consumption.

The majority (71%) of Australian drinkers are comfortable with the amount of alcohol they consume, 19% sometimes feel they have too much to drink, 8% admit to being uncomfortable and 2% are unsure.

The following table provides an overview of the extent Australians feel comfortable with their drinking, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Comfortable	69	69	71	73	69	70	70	71
Feel they have too much to drink sometimes	23	23	22	20	23	20	22	19↓
Uncomfortable	7	6	6	5	5	6	6	8
Don't know	1	2	2	2	3	4	2	2

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

When asked about whether their consumption had changed from 12 months ago, 41% of drinkers indicated there has been no perceivable change in drinking habits over the past year, 39% of drinkers have reduced their alcohol intake or given up in the past 12 months, 19% of drinkers have increased their alcohol intake and less than 1% are not sure.

The following table provides an overview of changes in drinking habits, between 2010 and 2018.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
No change	51	49	49	45	46	48	50	45	41↓
Reduced or given up	35	38	37	40	38	38	35	38	39
Increased	14	13	13	14	15	13	13	16	19↑
Don't know	0	0	1	1	1	1	2	1	1

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women (74%) are more likely than men (68%) to feel comfortable with how much alcohol they consume.
- 18 to 24 year olds (35%), 25 to 34 year olds (22%) and 35 to 49 year olds (20%) are more likely than those aged 50 years and over (9%) to have reported an increase in their alcohol consumption over the previous 12 months.

BEING INFLUENCED BY ALCOHOL PROMOTIONS

76% of Australian drinkers have been influenced by a promotion when purchasing alcohol.

Three quarters of Australian drinkers (76%) have been influenced by promotions when purchasing alcohol, consistent with 2017 findings.

The following table provides an overview of whether drinkers have been influenced by a promotion when purchasing alcohol, and in what way, between 2014 and 2018.



	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Bought a particular type of alcohol because its price was discounted	49	51	51	54	54
Bought more alcohol than planned because the price was discounted	33	33	28	35	36
Bought a particular type of alcohol because of a discount voucher on the bottom of a shopping receipt	12	16	20	23	23
Bought a particular type of alcohol because of a free gift or giveaway	16	13	16	16	18
<i>Any of the above</i>	67	70	68	74	76
<i>None of the above</i>	33	30	32	26	24

Note that people were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results revealed that:

- Men (80%) are more likely than women (71%) to have been influenced by a promotion when purchasing alcohol and in particular more likely to have bought a certain type of alcohol because its price was discounted (58% compared to 49%).
- 18 to 49 year olds are more likely than those aged 50 years and over to have bought more alcohol than planned because the price was discounted (39% compared to 29%) and to have bought a particular type of alcohol because of a free gift or giveaway (21% compared to 9%).

ALCOHOL DELIVERY SERVICES USED

30% of Australian drinkers have used an alcohol delivery service.

For the first time, Australian drinkers were asked in 2018 a series of questions about usage of alcohol delivery services. Three in ten Australian drinkers (30%) reported that they have used an alcohol delivery service. Most commonly this included delivery services provided by bottle shops such as Dan Murphy's and First Choice Liquor (15%), delivery services provided by online wine distributors such as Wine Selectors and Naked Wines (12%) and delivery services provided directly by alcohol producers such as wineries, breweries and distilleries (10%).

The following table provides an overview of the types of alcohol delivery services drinkers have used.

	2018 (%)
Delivery services provided by bottle shops such as Dan Murphy's and First Choice Liquor	15
Delivery services provided by online wine distributors such as Wine Selectors and Naked Wines	12
Delivery services provided directly by alcohol producers such as wineries breweries and distilleries	10
'On demand' delivery services that deliver alcohol to your door within an hour or two of the order	6
<i>Any of the above</i>	30
<i>None of the above</i>	70

Note that people were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results revealed that:

- Men (34%) are more likely than women (26%) to have used an alcohol delivery service.
- Australian drinkers 50 years and over (16%) are more likely than 35 to 49 year olds (11%), 25 to 34 year olds (11%) and 18 to 24 year olds (6%) to use delivery services provided by online wine distributors such as Wine Selectors and Naked Wines.

FREQUENCY OF USE OF ALCOHOL DELIVERY SERVICES IN PAST 12 MONTHS

92% of Australian drinkers who have used an alcohol delivery service have used one in the past 12 months.

23% of Australian drinkers who have used an alcohol delivery service have used one weekly or more often in the past 12 months.

Most (92%) drinkers who have used an alcohol delivery service have used one in the past 12 months. As many as one in four (23%) drinkers who have used an alcohol delivery service used one at least weekly in the past 12 months, 10% fortnightly, 10% monthly, 48% less often and the remaining 8% have not used one in the past 12 months.

The following table provides an overview of the frequency drinkers have used alcohol delivery services in the past 12 months.

	2018 (%)
Daily	8
Weekly	16
Fortnightly	10
Monthly	10
Less often	48
Never	8

Analysis of demographic results revealed that:

- Men who have used an alcohol delivery service in the past 12 months (28%) are more likely than women (16%) to have used an alcohol delivery service weekly or more often.

REASONS FOR USE OF AN ALCOHOL DELIVERY SERVICE

The main reasons Australian drinkers report using an alcohol delivery service are because it's better value for money (36%), it's more convenient as the alcohol is delivered straight to their front door (34%) and because it's cheaper to buy alcohol in bulk online (28%).

The reasons Australian drinkers use an alcohol delivery service are because it's better value for money (36%), it's more convenient as the alcohol is delivered straight to their front door (34%), it's cheaper to buy alcohol in bulk online (28%), they are part of a delivery service wine club which provides them with discounts and other rewards (21%), they can't buy the alcohol products at their local bottle shop (21%), it's faster to get alcohol delivered to their front door than to go and get it themselves (16%), they were over the blood alcohol limit to drive (11%) and there are no bottle shops close to where they live (9%).

The following table provides an overview of the reasons why drinkers purchase alcohol through a delivery service.

	2018 (%)
Better value for money	36
More convenient as the alcohol get delivered straight to your front door	34
Cheaper to buy alcohol in bulk online	28
I am part of a delivery service wine club which provides me with discounts and other rewards	21
I can't buy the alcohol products at my local bottleshop	21
Faster to get alcohol delivered to your front door than to go and get it myself	16
I was over the blood alcohol limit to drive	11
There are no bottleshops close to where I live	9

Note that people were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results revealed that:

- Men are more likely than women to say they used an alcohol delivery service because it is cheaper to buy alcohol in bulk online (32% compared to 22%) and because it is faster to get alcohol delivered to their front door rather than to go and get it themselves (20% compared to 11%).



AWARENESS AND EXPERIENCES OF ALCOHOL HARM

THE AUSTRALIAN GUIDELINES TO REDUCE HEALTH RISKS FROM DRINKING ALCOHOL

70% of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but only one in four (28%) are also aware of the content.

Seven in ten (70%) Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), an increase from 58% in 2017. However the proportion of Australian adults who are aware of the Guidelines but not familiar with the content (43%) remains consistent with 2017 results (42%).



The following table provides an overview of Australians' awareness of the Guidelines, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Yes, aware of the Guidelines	12	14	11	13	17	12	16	28↑
Yes, but not familiar with content	42	47	41	39	41	41	42	43
<i>Subtotal</i>	<i>54</i>	<i>61</i>	<i>52</i>	<i>52</i>	<i>58</i>	<i>53</i>	<i>58</i>	<i>70↑</i>
No, not aware of the Guidelines	46	39	48	48	42	47	42	30↓

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Australians aged 50 years and older (75%) are more likely than 35 to 49 year olds (68%) and 25 to 34 year olds (68%) to be aware of the Guidelines.

THE RECOMMENDED NUMBER OF DRINKS TO REDUCE RISK OF HARM

42% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise long-term risks is two standard drinks in one day.

7% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise short-term risks is four standard drinks in one drinking session.

Of the people who indicated an awareness of the Guidelines, 42% correctly estimated that the recommended number of standard drinks a person can consume to minimise the long-term risk of alcohol-related harm is two in one day. One third of Australians (34%) made incorrect estimates and 24% do not know. The proportion of Australians who made correct estimates increased in 2018 (up from 38% in 2017).

The following table provides an overview of this awareness of the maximum number of standard drinks per day to minimise long-term risks, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Made correct estimate (two standard drinks)	38	37	35	39	43	41	38	42↑
Made incorrect estimate	35	30	28	35	29	30	37	34↓
Don't know	27	33	37	26	28	29	25	24

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Of the people who had some awareness of the Guidelines, only 7% know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four. The majority (65%) of people made incorrect estimates and 28% do not know.

The following table provides an overview of this awareness of the maximum number of standard drinks in one sitting to minimise short-term risks, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Made correct estimate (four standard drinks)	10	11	8	7	7	9	7	7
Made incorrect estimate	60	52	52	60	60	58	65	65
Don't know	31	37	41	33	33	33	28	28

Analysis of demographic results revealed that:

- Men (9%) are more likely than women (5%) to know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four.
- Men (21%) are more likely than women (11%) to overestimate the number of standard drinks to avoid long-term harm, citing more than two drinks per day.
- Men (12%) are also more likely than women (6%) to overestimate the number of standard drinks recommended to avoid short-term harm, citing more than four drinks on a single drinking occasion.
- Those 50 years and older (50%) are more likely than 35 to 49 year olds (41%), 25 to 34 year olds (39%) and 18 to 24 year olds (27%) to know that the maximum number of standard drinks per day to minimise long-term risks is two.



ALCOHOL GUIDELINES FOR PREGNANT WOMEN

78% of Australians correctly identify that a pregnant woman should not consume any alcohol to avoid harm to the fetus.

Australians were asked what they think is the recommended maximum number of alcoholic drinks a pregnant woman can have per day to avoid harm to the fetus. The majority of Australians (78%) are aware that pregnant women should not consume any alcohol, 12% believe they can consume one to two drinks in a day, 4% believe it is three or more drinks and 5% are unsure.



The following table provides an overview of awareness of the number of standard drinks pregnant women can have on any one day to avoid harm to the fetus, between 2012 and 2018.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Made correct estimate (zero standard drinks)	67	65	67	74	74	80	78
Estimated 1-2 standard drinks	24	21	21	14	14	13	12
Estimated 3 or more standard drinks	1	2	2	3	2	2	4↑
Don't know	8	11	10	9	10	5	5

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women (84%) are more likely than men (72%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.
- Those 50 years and older (85%) are more likely than 35 to 49 year olds (76%), 25 to 34 year olds (75%) and 18 to 24 year olds (76%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.

ADVICE FROM HEALTH PROFESSIONALS THAT THERE IS NO SAFE LEVEL OF ALCOHOL CONSUMPTION WHILE PREGNANT

46% of Australian women who have been pregnant said that a health professional advised them that there is no safe level of alcohol consumption while pregnant.

For the first time, Australian women who have been pregnant were asked in 2018 if a health professional advised them that there is no safe level of alcohol consumption while pregnant.

Just over four in ten (46%) women who have been pregnant said that they have received advice from a health professional that there is no safe level of alcohol consumption while pregnant, while 22% said they had not and 32% said that they can't recall.

Analysis of demographic results revealed that:

- Those 18 to 34 years (70%) are more likely than 35 to 49 year olds (58%) and those 50 years and over (19%) to say they had received advice from a health professional that there is no safe level of alcohol consumption while pregnant.

CHANGES MADE TO ALCOHOL CONSUMPTION WHILE PREGNANT

Three quarters (78%) of Australian women who have been pregnant and drank alcohol prior to becoming pregnant said that they stopped drinking alcohol altogether while they were pregnant.

For the first time, Australian women who have been pregnant and drank alcohol prior to becoming pregnant were asked about their alcohol consumption while pregnant. Three quarters (78%) of Australian women who have been pregnant and drank alcohol prior to becoming pregnant said that they stopped drinking alcohol altogether while they were pregnant, while 17% said that they only drank alcohol on special occasions, 2% said they drank slightly less alcohol, 2% drank about the same amount and <1% said they drank more alcohol when they were pregnant.

Analysis of demographic results revealed that:

- Of those who have been pregnant and drank alcohol prior to becoming pregnant, those 35 years and older (20%) are more likely than 18 to 34 year olds (6%) to say they only drank alcohol on special occasions when they were pregnant.

AWARENESS OF HEALTH CONDITIONS ASSOCIATED WITH ALCOHOL MISUSE

Less than half of Australians are aware of the link between alcohol misuse and stroke (38%), mouth and throat cancer (26%) and breast cancer (16%).

Most Australians associate illnesses such as cirrhosis of the liver (74%) and liver cancer (69%) with alcohol misuse. However, fewer Australians are aware of the link between alcohol misuse and heart disease (49%), stroke (38%), mouth and throat cancer (26%) and breast cancer (16%). A small number of people (5%) are unaware that alcohol is linked with any of the conditions mentioned above. The proportion of Australians who link alcohol to cirrhosis of the liver declined in 2018 (74% down from 78% in 2017), as has the proportion of Australians who link alcohol to stroke (38% down from 42% in 2017).



The following table provides an overview of Australian perceptions of the link between alcohol misuse and various long-term health conditions, in 2011, 2014 and 2016 to 2018.

	2011 (%)	2014 (%)	2016 (%)	2017 (%)	2018 (%)
Cirrhosis of the liver	88	80	79	78	74↓
Liver cancer	69	74	71	68	69
Heart disease	55	56	51	51	49
Stroke	44	47	44	42	38↓
Mouth and throat cancer	24	29	30	25	26
Breast cancer	11	17	16	15	16
None of the above	2	4	6	4	5

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to perceive a link between alcohol misuse and cirrhosis of the liver (79% compared to 70%), liver cancer (72% compared to 67%), heart disease (52% compared to 47%) and stroke (40% compared to 35%).
- Those 50 years and older are more likely than those 35 to 49 years, 25 to 34 year olds and 18 to 24 year olds to perceive a link between alcohol misuse and cirrhosis of the liver (91% compared to 77%, 65% and 52%), cancer of the mouth and throat (35% compared to 25%, 24% and 16%) and breast cancer (22% compared to 15%, 14% and 8%).

RIGHT TO KNOW ABOUT LONG-TERM HARM ASSOCIATED WITH REGULAR ALCOHOL USE

When advised that the World Health Organization has claimed that alcohol is linked to approximately 200 disease and injury conditions such as breast cancer, liver disease, mouth cancer and stroke, the majority of Australians (84%) said they think Australians have the right to know about long-term harm associated with regular alcohol use.

For the first time, Australians were asked in 2018 whether they think they have a right to know about long-term harm associated with regular alcohol use. When advised that the World Health Organization has claimed that alcohol is linked to approximately 200 disease and injury conditions such as breast cancer, liver disease, mouth cancer and stroke, the majority of Australians (84%) said they think Australians have the right to know about long-term harm associated with regular alcohol use while 7% said they don't have this right and 9% are unsure.

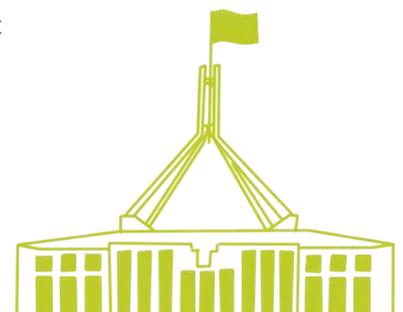
Analysis of demographic results revealed that:

- Women (89%) are more likely than men (80%) to think Australians have the right to know about long-term harm associated with regular alcohol use.
- Australians 50 years and older (91%) are more likely than 35 to 49 year olds (79%), 25 to 34 year olds (85%) and 18 to 24 year olds (81%) to think Australians have the right to know about long-term harm associated with regular alcohol use.

GOVERNMENTS' RESPONSIBILITY TO EDUCATE AUSTRALIANS ABOUT LONG-TERM HARM ASSOCIATED WITH REGULAR ALCOHOL USE

Most Australians (80%) think governments have a responsibility to educate Australians about long-term harm associated with regular alcohol use.

For the first time, Australians were asked in 2018 about whether they thought governments have responsibility to educate Australians about long-term harm associated with regular alcohol use. Four in five Australians (80%) think governments have a responsibility to educate Australians about long-term harm associated with regular alcohol use while 12% said it is not their responsibility and 9% said they don't know.



Analysis of demographic results revealed that:

- Women (86%) are more likely than men (74%) to think governments have a responsibility to educate Australians about the long-term harm associated with regular alcohol use, while men (17%) are more likely than women (6%) to think this is not the responsibility of governments.
- Australians 50 years and older (86%) are more likely than 35 to 49 year olds (75%), 25 to 34 year olds (81%) and 18 to 24 year olds (77%) to think governments have a responsibility to educate Australians about the long-term harm associated with regular alcohol use.

EXPERIENCES OF ALCOHOL-RELATED VIOLENCE

37% of Australians have been affected by alcohol-related violence, including 21% who have been victims of alcohol-related violence.

Among those who have ever been affected by alcohol-related violence, 47% have been affected by alcohol-related violence in the last 12 months, including 24% who have been victims of alcohol-related violence.

Among those who have been victims of alcohol-related violence in the last 12 months, 47% say a current or former spouse/partner/boyfriend/girlfriend was responsible, 32% a parent or guardian, 25% a person known to them but not a relative or partner/ex-partner, 22% a stranger and 22% another relative.

More than one third of Australians (37%) have been affected by alcohol-related violence, including 21% who have been victims of alcohol-related violence, and 24% who have had a family member or friend affected. These results are on par with 2017.

The following table provides an overview of experiences of alcohol-related violence from 2011 to 2018.



	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Have been a victim of alcohol-related violence	19	14	18	19	14	16	19	21
Have had a family member or friend be a victim of alcohol-related violence	30	22	21	26	22	20	24	24
<i>Either of the above</i>	41	31	32	37	30	29	35	37
<i>Neither of the above</i>	59	69	68	63	70	71	65	63

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

Analysis of demographic results revealed that:

- Women (41%) are more likely than men (34%) to have been affected by alcohol-related violence.
- Women are also more likely than men to have been direct victims of alcohol-related violence (23% compared to 18%).
- 25 to 34 year old men (24%) are more likely than men 50 years and older (14%), to have been a victim of alcohol-related violence.



Overall, 47% of those who have been affected by alcohol-related violence have been affected by alcohol-related violence in the last 12 months, including 24% who have been victims of alcohol-related violence (an increase from 17% in 2017), and 30% who have had a family member or friend affected (a decline from 36% in 2017).

The following table provides an overview of the extent those who have experienced alcohol-related violence, have experienced this in the last 12 months.

IN THE LAST 12 MONTHS...	2017 (%)	2018 (%)
Have been a victim of alcohol-related violence	17	24↑
Have had a family member or friend be a victim of alcohol-related violence	36	30↓
<i>Either of the above</i>	48	47
<i>Neither of the above</i>	52	53

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that among those who have been affected by alcohol-related violence, including in the last 12 months:

- Men (27%) are more likely than women (20%) to have been a victim of alcohol-related violence in the last 12 months.
- 18 to 49 year olds (27%) are more likely than those 50 years and older (15%) to have been a victim of alcohol-related violence in the last 12 months.

Those who have been a victim of alcohol-related violence in the last 12 months were asked which persons under the influence of, or affected by, alcohol were responsible for the violence. Among those who have been victims of alcohol-related violence in the last 12 months, 47% stated that a current or former spouse/partner/boyfriend/girlfriend was responsible, 32% a parent or guardian, 25% a person known to them but not a relative/partner, 22% a stranger, 22% another relative, and 4% someone else.

	2016 (%)	2017* (%)	2018 (%)
Current or former spouse/partner/boy/girlfriend	44	52	47
Parent or guardian	35	30	32
Person known to me but not a relative or partner/ ex-partner	27	19	25
Stranger	40	24	22
Other relative (e.g. uncle, child, grandparent)	15	21	22
Other	2	2	4

*Change in question wording in 2017/18 – now related to violence that occurred in the last 12 months

HARM AND RISK OF HARM TO CHILDREN UNDER 18 YEARS FROM SOMEONE ELSE'S DRINKING

23% of parents or guardians of children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking.

Most commonly a child has been verbally abused (13%), neglected in some way (9%) or been in the car with a driver who was over the legal blood alcohol limit (8%).

One in four (23%) parents or guardians with children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking. When asked in what way their child has been harmed or put at risk, most commonly a child has been verbally abused (13%), neglected in some way (9%), been in the car with a driver who was over the legal blood alcohol limit (8%) or physically abused (5%).

The following table provides an overview of the ways in which children under the age of 18 have been harmed or put at risk of harm because of someone else's drinking, between 2015 and 2018.

	2015 (%)	2016 (%)	2017 (%)	2018 (%)
They have been verbally abused	11	13	12	13
They have been neglected in some way	8	11	9	9
They have been in a car with a driver who was over the legal blood alcohol limit	6	10	7	8
They have been physically abused	6	7	7	5
<i>Child has been harmed or put at risk in some way</i>	<i>20</i>	<i>23</i>	<i>21</i>	<i>23</i>
<i>Child has not been harmed or put at risk in some way</i>	<i>80</i>	<i>77</i>	<i>79</i>	<i>77</i>

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

CHILDREN'S EXPOSURE TO ALCOHOL ADVERTISING

74% of parents and guardians with children under 18 years of age say their children have been exposed to alcohol advertising.

Three quarters of parents and guardians (74%) believe that their child under 18 years of age has been exposed to alcohol advertising, while 18% believe they have not been exposed and 8% are unsure. This is consistent with the 2017 Poll (77%).

The main ways in which parents and guardians believe their children under 18 have been exposed to alcohol advertising include at a supermarket/shopping centre (48%), via radio, television or at the cinema (43%), at an event (including sporting, music, cultural and other events) (42%), at a licensed venue (such as a club or restaurant) (41%), while outside on the street (for instance, billboards, posters) (39%) and via social media/internet (30%).

Results from the 2018 Poll are very consistent with those achieved in 2017.



The following table provides an overview of the different ways in which parents and guardians believe their children under 18 years of age have been exposed to alcohol advertising from 2016 to 2018.

WAYS IN WHICH PARENTS BELIEVE CHILDREN UNDER 18 YEARS OF AGE HAVE BEEN EXPOSED TO ALCOHOL ADVERTISING	2016 (%)	2017 (%)	2018 (%)
Supermarket or shopping centre	47	49	48
Radio, television or cinema	44	43	43
At an event (including sporting, music, cultural, and other events)	33	37	42
Licensed venue (such as a club or restaurant)	35	42	41
While outside on the street (for instance, billboards, posters)	37	45	39↓
Social media/internet	26	34	30
Public transport (at a stop or on a train, bus or tram)	28	30	25↓
Other	1	1	1
<i>Children under 18 years whose parents believe they have been exposed to alcohol advertising</i>	<i>71</i>	<i>77</i>	<i>74</i>
<i>My children have not been exposed to alcohol advertising</i>	<i>16</i>	<i>15</i>	<i>18</i>
<i>Don't know</i>	<i>13</i>	<i>9</i>	<i>8</i>

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

PERSPECTIVES ON ALCOHOL-RELATED POLICIES

REGULATING ALCOHOL ADVERTISING AND SPONSORSHIP IN SPORT

52% of Australians believe that alcohol sponsorship should not be allowed at sporting events.

63% think governments have the responsibility to phase out alcohol advertising and sponsorship of sport while 49% think it is professional sporting codes.

72% believe gambling advertising should be phased out from television during sporting broadcasts.

62% believe alcohol advertising should be phased out from television during sporting broadcasts.

54% believe junk food advertising should be phased out from television during sporting broadcasts.

More than half of Australians (52%) believe that alcohol sponsorship should not be allowed at sporting events, while 33% think it should be allowed and 15% are unsure. These results are on par with 2017.

The following table provides an overview of whether Australians believe alcohol sponsorship should be allowed at sporting events, where the question was asked in 2011 and 2014 to 2018.

	2011 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Believe alcohol sponsorship should be allowed at sporting events	39	29	34	24	31	33
Believe alcohol sponsorship should not be allowed at sporting events	47	55	51	60	55	52
Don't know	13	16	15	16	13	15

For the first time, Australians who believe alcohol sponsorship should not be allowed at sporting events or who are unsure were asked who they believe has responsibility to phase out alcohol advertising and sponsorship of sport. Two thirds of Australian adults (63%) think governments have the responsibility to phase out alcohol advertising and sponsorship of sport, while 49% think professional sporting codes have this responsibility, 43% sporting ground and stadium management, 33% liquor licensing regulators, 31% television broadcasters and 27% the alcohol industry/alcohol companies.



The following table provides an overview of who Australians think has the responsibility to phase out alcohol advertising and sponsorship of sport.

	2018 (%)
Governments	63
Professional sporting codes (e.g. Cricket Australia, AFL)	49
Sporting ground and stadium management	43
Liquor licensing regulators	33
Television broadcasters	31
The alcohol industry/ alcohol companies	27
Don't know	14

Note that people were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results revealed that:

- Women are more likely than men to think professional sporting codes (53% compared to 44%), sporting ground and stadium management (48% compared to 36%), liquor licensing regulators (36% compared to 29%) and television broadcasters (34% compared to 28%) have the responsibility to phase out alcohol advertising and sponsorship of sport.
- Australians 50 years and over are more likely than 18 to 49 year olds to think governments (73% compared to 58%), professional sporting codes (60% compared to 44%), sporting ground and stadium management (52% compared to 39%) and the alcohol industry/alcohol companies (34% compared to 24%) have the responsibility to phase out alcohol advertising and sponsorship of sport.

Three quarters of Australians (72%) believe that gambling advertising should be phased out during sporting broadcasts, while 62% think alcohol advertising should be phased out and 54% think junk food advertising should be phased out during sporting broadcasts.

The following table provides an overview of whether Australians believe gambling, alcohol and junk food advertising should be phased out during sporting broadcasts for 2017-2018.

	2017 (%)			2018 (%)		
	AGREE	DISAGREE	DON'T KNOW	AGREE	DISAGREE	DON'T KNOW
Gambling advertising	73	17	9	72	17	11
Alcohol advertising	63	26	11	62	25	13
Junk food advertising	53	33	14	54	29	17

Analysis of demographic results revealed that:

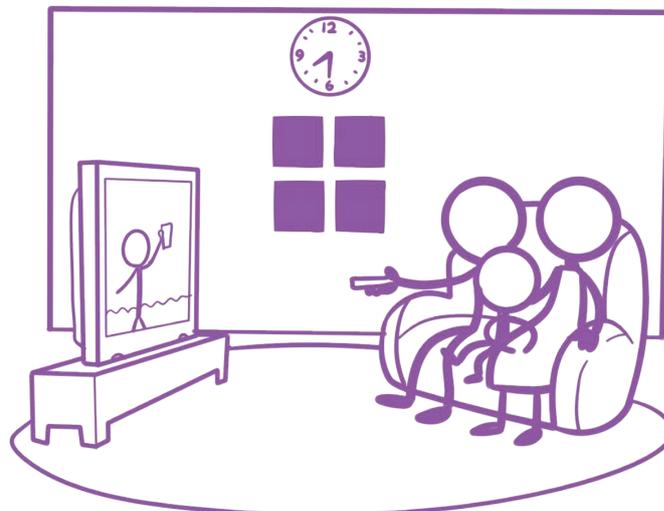
- Women are more likely than men to believe that gambling advertising (77% compared to 68%), alcohol advertising (69% compared to 54%) and junk food advertising (57% compared to 50%) should be phased out during sporting broadcasts.
- Those 50 years and older are more likely than those 18 to 49 years to believe that gambling advertising (84% compared to 68%), alcohol advertising (72% compared to 57%) and junk food advertising (63% compared to 50%) should be phased out during sporting broadcasts.

REGULATING ALCOHOL ADVERTISING ON TELEVISION

67% of Australians support a ban on alcohol advertising on television before 8.30pm.

Two thirds of Australian adults (67%) support a ban on alcohol advertising on television before 8.30pm seven days a week, while 22% of people are opposed to the ban, and 12% are unsure. Fewer Australians do not support a ban on alcohol advertising on television before 8.30pm in 2018 (down from 25% in 2017).

The following table provides an overview of Australians' support for a ban on alcohol advertising on television before 8.30pm, between 2011 and 2018.



	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Support a ban on TV alcohol advertising before 8.30pm	69	64	64	67	63	70	68	67
Do not support a ban on TV alcohol advertising before 8.30pm	23	24	21	21	24	18	25	22↓
Don't know	8	12	15	12	13	12	8	12↑

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women (57%) are more likely than men (47%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Australians aged 50 years and over (62%) are more likely than 35 to 49 year olds (47%), 25 to 34 year olds (48%) and 18 to 24 year olds (48%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Women (73%) are more likely than men (60%) to support a ban on alcohol advertising on television before 8:30pm.
- Australians aged 50 years and over (78%) are more likely than 35 to 49 year olds (63%), 25 to 34 year olds (63%) and 18 to 24 year olds (58%) to support a ban on alcohol advertising on television before 8.30pm.

REGULATING OUTDOOR ALCOHOL ADVERTISING

60% of Australians think alcohol advertising should be banned at government buildings, 58% on public transport, 55% bus, tram and train stops and 53% sports grounds.

For the first time since 2015, Australians were asked about places where alcohol advertising should be banned. The majority of Australians (80%) think there are places where alcohol advertising should be banned. The places where Australians think alcohol advertising should be banned include government buildings (60%), public transport (58%), bus, tram and train stops (55%), sports grounds (53%), road sides (47%) and billboards (43%).



The following table provides an overview of the places where Australians think alcohol advertising should be banned.

	2015 (%)	2018* (%)
Government buildings	N/A	60
Public transport	65	58
Bus, tram and train stops	60	55
Sports grounds	50	53
Road sides	N/A	47
Billboards	N/A	43
<i>Any of the above</i>	73	80
<i>None of the above</i>	27	20

Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

*Additional categories added in 2018.

Analysis of demographic results revealed that:

- Women are more likely than men to believe that alcohol advertising should be banned on public transport (66% compared to 50%), government buildings (64% compared to 56%) bus, tram and train stops (61% compared to 48%), sports grounds (60% compared to 45%), road sides (53% compared to 41%) and billboards (49% compared to 37%).
- Australians 50 years and over are more likely than 18 to 49 year olds to believe that alcohol advertising should be banned on government buildings (71% compared to 56%), public transport (68% compared to 54%), sports grounds (67% compared to 47%), bus, tram and train stops (64% compared to 51%), road sides (58% compared to 43%) and billboards (55% compared to 38%).

INCREASING TAX TO PAY FOR HEALTH, EDUCATION AND TREATMENT OF ALCOHOL PROBLEMS

47% of Australians support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems.

Almost half of Australians (47%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 42% are not supportive and 11% are unsure. This represents a decline from 2017 (54%).

The following table provides an overview of support for increasing the tax on alcohol, between 2011 and 2018.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Support increasing the tax on alcohol	46	39	41	47	48	51	54	47↓
Do not support increasing the tax on alcohol	46	48	46	41	40	35	37	42↑
Don't know	8	13	13	12	12	14	10	11

↑ ↓ denotes a significant change from the previous year's results (applied to 2018 data only).

Analysis of demographic results revealed that:

- Women (54%) are more likely than men (40%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.
- 18 to 24 year olds (54%) are more likely than those 35 to 49 year olds (41%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

LIMITING THE NUMBER OF ALCOHOL OUTLETS TO REDUCE ALCOHOL-RELATED FAMILY VIOLENCE

Half of Australians (51%) support limiting the number of alcohol outlets to reduce alcohol-related family violence.

For the first time, Australians were asked in 2018 whether they support limiting the number of alcohol outlets to reduce alcohol-related family violence. Half of Australians (51%) support limiting the number of alcohol outlets to reduce alcohol-related family violence while 33% do not support this and 16% are unsure.

Analysis of demographic results revealed that:

- Women (57%) are more likely than men (45%) to support limiting the number of alcohol outlets to reduce alcohol-related family violence.
- 18 to 24 year olds (59%) are more likely than those 35 to 49 years (46%) and those 50 years and older (50%) to support limiting the number of alcohol outlets to reduce alcohol-related family violence.



SUMMARY TABLES BY DEMOGRAPHIC

Please note that some questions are based on a filtered sub-set of respondents.

1. STATE AND TERRITORY OVERVIEW

1.1 ATTITUDES TOWARDS ALCOHOL

		AUSTRALIA (%)	NSW(%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Alcohol as the drug that causes the most harm to Australians	32	35	31	28	27	33
2	Australia has a problem with alcohol	73	68	73	74	74	76
3	More needs to be done to reduce alcohol-related harm	76	72	76	78	78	80
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	71	69	71	74	72	72
5	Governments are not doing enough to address alcohol-related harm	57	52	64*	56	54	62
6	Alcohol companies are not doing enough to address alcohol-related harm	67	59*	73*	66	64	74*
7	Clubs and pubs are not doing enough to address alcohol-related harm	62	56*	68*	63	62	63
8	Believe alcohol industry targets young people under 18 years	55	52	60	53	55	55
9	Believe alcohol industry has too much influence with governments	57	58	61	53	57	54
10	Believe alcohol industry makes political donations to influence policy	53	59*	55	46*	48	48
11	Believe alcohol industry should pay for reducing alcohol harm	68	68	69	66	68	66
12	Believe alcohol industry would downplay independent university research findings	61	59	62	61	66	61

* denotes a significant difference from the Australian average.

1.2 ALCOHOL CONSUMPTION BEHAVIOURS

		AUSTRALIA (%)	NSW(%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Consumes alcohol	82	86	80	80	81	82
<i>Proportion of those who consume alcohol</i>							
2	1-2 standard drinks on a typical occasion	49	49	51	45	51	52
3	3-5 standard drinks on a typical occasion	31	28	30	33	34	32
4	6+ standard drinks on a typical occasion	18	20	17	20	13*	14
5	Increased alcohol consumption in past 12 months	19	25*	22	11*	13*	16
6	Comfortable with how much they drink	71	68	70	79*	72	69
7	Drink to get drunk	45	47	48	43	35*	41
8	Influenced by alcohol promotion	76	76	76	74	72	79

* denotes a significant difference from the Australian average.

1.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		AUSTRALIA (%)	NSW(%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Aware of the Guidelines	70	71	66	69	71	80*
<i>Proportion of those aware of the Guidelines</i>							
2	Know that two standard drinks is the maximum to avoid long-term harm	42	42	34*	41	42	56*
3	Know that four standard drinks is the maximum to avoid short-term harm	7	7	4*	9	9	7
<i>Proportion of total respondents</i>							
4	Know zero is the recommended maximum drinks per day when pregnant	78	71*	79	82	87*	83*
5	Experienced alcohol-related violence	37	39	34	38	42	35
<i>Proportion of those experienced alcohol-related violence</i>							
6	Experienced alcohol-related violence in last 12 months	47	49	51	43	30*	47
<i>Proportion of total respondents</i>							
7	Believe Australians have the right to know about alcohol's long-term harm	84	82	83	87	88	86
8	Believe governments have a responsibility to educate Australians about alcohol's long-term harm	80	77	78	84	81	83

* denotes a significant difference from the Australian average.

1.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		AUSTRALIA (%)	NSW(%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Alcohol sponsorship should not be allowed at sporting events	52	47	58	49	51	57
2	Support ban on alcohol advertising on TV before 8.30pm	67	62	69	68	71	67
3	Believe gambling advertising should be phased out of sporting broadcasts	72	69	77	71	75	72
4	Believe alcohol advertising should be phased out of sporting broadcasts	62	57	69*	57	62	65
5	Believe junk food advertising should be phased out of sporting broadcasts	54	51	55	53	58	57
6	Support increasing tax on alcohol	47	47	48	44	51	44
7	Support limiting the number of alcohol outlets to reduce alcohol-related family violence	51	50	53	47	51	61*

* denotes a significant difference from the Australian average.

2. GENDER OVERVIEW

2.1 ATTITUDES TOWARDS ALCOHOL

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Alcohol as the drug that causes the most harm to Australians	32	33
2	Australia has a problem with alcohol	64	81*
3	More needs to be done to reduce alcohol-related harm	70	82*
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	67	76*
5	Governments are not doing enough to address alcohol-related harm	55	60*
6	Alcohol companies are not doing enough to address alcohol-related harm	64	69*
7	Clubs and pubs are not doing enough to address alcohol-related harm	58	66*
8	Believe alcohol industry targets young people under 18 years	53	56
9	Believe alcohol industry has too much influence with governments	57	57
10	Believe alcohol industry makes political donations to influence policy	59*	47
11	Believe alcohol industry should pay for reducing alcohol harm	66	70
12	Believe alcohol industry would downplay independent university research findings	59	63

* denotes a significant difference between men and women.

2.2 ALCOHOL CONSUMPTION BEHAVIOURS

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Consumes alcohol	86*	78
<i>Proportion of those who consume alcohol</i>			
2	1-2 standard drinks on a typical occasion	42	56*
3	3-5 standard drinks on a typical occasion	33	29
4	6+ standard drinks on a typical occasion	23*	12
5	Increased alcohol consumption in past 12 months	18*	14
6	Comfortable with how much they drink	68	74*
7	Drink to get drunk	51*	39
8	Influenced by alcohol promotion	80*	71

* denotes a significant difference between men and women.

2.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Aware of the Guidelines	72	69
<i>Proportion of those aware of the Guidelines</i>			
2	Know that two standard drinks is the maximum to avoid long-term harm	41	42
3	Know that four standard drinks is the maximum to avoid short-term harm	9*	5
<i>Proportion of total respondents</i>			
4	Know zero is the recommended maximum drinks per day when pregnant	72	84*
5	Experienced alcohol-related violence	34	41*
<i>Proportion of those experienced alcohol-related violence</i>			
6	Experienced alcohol-related violence in last 12 months	54*	41
<i>Proportion of total respondents</i>			
7	Believe Australians have the right to know about alcohol's long-term harm	80	89*
8	Believe governments have a responsibility to educate Australians about alcohol's long-term harm	74	86*

* denotes a significant difference between men and women.

2.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Alcohol sponsorship should not be allowed at sporting events	47	57*
2	Support ban on alcohol advertising on TV before 8.30pm	60	73*
3	Believe gambling advertising should be phased out of sporting broadcasts	68	77*
4	Believe alcohol advertising should be phased out of sporting broadcasts	54	69*
5	Believe junk food advertising should be phased out of sporting broadcasts	50	57*
6	Support increasing tax on alcohol	40	54*
7	Support limiting the number of alcohol outlets to reduce alcohol-related family violence	45	57*

* denotes a significant difference between men and women.

3. AGE OVERVIEW

3.1 ATTITUDES TOWARDS ALCOHOL

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50+ YEARS (%)
<i>Proportion of total respondents</i>					
1	Alcohol as the drug that causes the most harm to Australians	36	31	30	34
2	Australia has a problem with alcohol	72	74	71	74
3	More needs to be done to reduce alcohol-related harm	76	78	69	81
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	66	65	72	79
5	Governments are not doing enough to address alcohol-related harm	60	55	53	63
6	Alcohol companies are not doing enough to address alcohol-related harm	69	65	61	73
7	Clubs and pubs are not doing enough to address alcohol-related harm	59	62	60	66
8	Believe alcohol industry targets young people under 18 years	54	55	47	64
9	Believe alcohol industry has too much influence with governments	54	57	51	65
10	Believe alcohol industry makes political donations to influence policy	46	53	50	60
11	Believe alcohol industry should pay for reducing alcohol harm	59	73	64	73
12	Believe alcohol industry would downplay independent university research findings	56	61	58	67

3.2 ALCOHOL CONSUMPTION BEHAVIOURS

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50+ YEARS (%)
<i>Proportion of total respondents</i>					
1	Consumes alcohol	81	86	84	77
<i>Proportion of those who consume alcohol</i>					
2	1-2 standard drinks on a typical occasion	36	49	48	56
3	3-5 standard drinks on a typical occasion	37	29	29	31
4	6+ standard drinks on a typical occasion	22	18	21	12
5	Increased alcohol consumption in past 12 months	35	22	20	9
6	Comfortable with how much they drink	74	71	66	75
7	Drink to get drunk	73	58	51	13
8	Influenced by alcohol promotion	79	79	77	69

3.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50+ YEARS (%)
<i>Proportion of total respondents</i>					
1	Aware of the Guidelines	70	68	68	75
<i>Proportion of those aware of the Guidelines</i>					
2	Know that two standard drinks is the maximum to avoid long-term harm	27	39	41	50
3	Know that four standard drinks is the maximum to avoid short-term harm	8	11	5	5
<i>Proportion of total respondents</i>					
4	Know zero is the recommended maximum drinks per day when pregnant	76	75	76	85
5	Experienced alcohol-related violence	47	40	34	34
<i>Proportion of those experienced alcohol-related violence</i>					
6	Experienced alcohol-related violence in last 12 months	68	47	47	32
<i>Proportion of total respondents</i>					
7	Believe Australians have the right to know about alcohol's long-term harm	81	85	79	91
8	Believe governments have a responsibility to educate Australians about alcohol's long-term harm	77	81	75	86

3.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50+ YEARS (%)
<i>Proportion of total respondents</i>					
1	Alcohol sponsorship should not be allowed at sporting events	48	48	47	62
2	Support ban on alcohol advertising on TV before 8.30pm	58	63	63	78
3	Believe gambling advertising should be phased out of sporting broadcasts	64	68	69	84
4	Believe alcohol advertising should be phased out of sporting broadcasts	63	58	54	72
5	Believe junk food advertising should be phased out of sporting broadcasts	46	54	48	63
6	Support increasing tax on alcohol	54	50	41	48
7	Support limiting the number of alcohol outlets to reduce alcohol-related family violence	59	54	46	50

4. CONSUMPTION OVERVIEW

4.1 ATTITUDES TOWARDS ALCOHOL

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
<i>Proportion of total respondents</i>					
1	Alcohol as the drug that causes the most harm to Australians	33	30	30	38
2	Australia has a problem with alcohol	68	67	78	79
3	More needs to be done to reduce alcohol-related harm	72	69	83	82
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	70	70	73	73
5	Governments are not doing enough to address alcohol-related harm	49	53	62	67
6	Alcohol companies are not doing enough to address alcohol-related harm	60	61	73	74
7	Clubs and pubs are not doing enough to address alcohol-related harm	57	58	67	68
8	Believe alcohol industry targets young people under 18 years	52	50	58	61
9	Believe alcohol industry has too much influence with governments	53	56	58	61
10	Believe alcohol industry makes political donations to influence policy	57	51	52	55
11	Believe alcohol industry should pay for reducing alcohol harm	66	63	72	74
12	Believe alcohol industry would downplay independent university research findings	60	55	69	62

4.2 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
<i>Proportion of total respondents</i>					
1	Aware of the Guidelines	82	73	69	55
<i>Proportion of those aware of the Guidelines</i>					
2	Know that two standard drinks is the maximum to avoid long-term harm	49	43	36	36
3	Know that four standard drinks is the maximum to avoid short-term harm	11	8	5	4
<i>Proportion of total respondents</i>					
4	Know zero is the recommended maximum drinks per day when pregnant	73	77	81	81
5	Experienced alcohol-related violence	41	36	36	41
<i>Proportion of those experienced alcohol-related violence</i>					
6	Experienced alcohol-related violence in last 12 months	58	53	36	41
<i>Proportion of total respondents</i>					
7	Believe Australians have the right to know about alcohol's long-term harm	82	80	90	85
8	Believe governments have a responsibility to educate Australians about alcohol's long-term harm	77	76	85	83

4.3 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
<i>Proportion of total respondents</i>					
1	Alcohol sponsorship should not be allowed at sporting events	40	45	57	70
2	Support ban on alcohol advertising on TV before 8.30pm	65	56	75	76
3	Believe gambling advertising should be phased out of sporting broadcasts	75	66	78	75
4	Believe alcohol advertising should be phased out of sporting broadcasts	52	54	70	72
5	Believe junk food advertising should be phased out of sporting broadcasts	53	50	57	56
6	Support increasing tax on alcohol	27	38	57	68
7	Support limiting the number of alcohol outlets to reduce alcohol-related family violence	37	43	60	68

5. VOTING INTENTIONS OVERVIEW

5.1 ATTITUDES TOWARDS ALCOHOL

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Alcohol as the drug that causes the most harm to Australians	35	29	50
2	Australia has a problem with alcohol	77	68	88
3	More needs to be done to reduce alcohol-related harm	81	74	87
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	72	70	75
5	Governments are not doing enough to address alcohol-related harm	63	56	65
6	Alcohol companies are not doing enough to address alcohol-related harm	71	66	74
7	Clubs and pubs are not doing enough to address alcohol-related harm	66	63	66
8	Believe alcohol industry targets young people under 18 years	59	55	59
9	Believe alcohol industry has too much influence with governments	62	55	71
10	Believe alcohol industry makes political donations to influence policy	59	52	65
11	Believe alcohol industry should pay for reducing alcohol harm	69	69	81
12	Believe alcohol industry would downplay independent university research findings	65	57	81

5.2 ALCOHOL CONSUMPTION BEHAVIOURS

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Consumes alcohol	83	87	89
<i>Proportion of those who consume alcohol</i>				
2	1-2 standard drinks on a typical occasion	48	47	56
3	3-5 standard drinks on a typical occasion	30	37	22
4	6+ standard drinks on a typical occasion	21	14	22
5	Increased alcohol consumption in past 12 months	20	24	18
6	Comfortable with how much they drink	75	66	75
7	Drink to get drunk	49	44	57
8	Influenced by alcohol promotion	78	79	84

5.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Aware of the Guidelines	71	73	79
<i>Proportion of those aware of the Guidelines</i>				
2	Know that two standard drinks is the maximum to avoid long-term harm	42	46	45
3	Know that four standard drinks is the maximum to avoid short-term harm	6	5	9
<i>Proportion of total respondents</i>				
4	Know zero is the recommended maximum drinks per day when pregnant	80	74	80
5	Experienced alcohol-related violence	39	34	47
<i>Proportion of those experienced alcohol-related violence</i>				
6	Experienced alcohol-related violence in last 12 months	50	51	53
<i>Proportion of total respondents</i>				
7	Believe Australians have the right to know about alcohol's long-term harm	87	78	92
8	Believe governments have a responsibility to educate Australians about alcohol's long-term harm	82	76	92

5.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Alcohol sponsorship should not be allowed at sporting events	52	54	54
2	Support ban on alcohol advertising on TV before 8.30pm	67	65	85
3	Believe gambling advertising should be phased out of sporting broadcasts	72	71	85
4	Believe alcohol advertising should be phased out of sporting broadcasts	61	64	74
5	Believe junk food advertising should be phased out of sporting broadcasts	54	55	69
6	Support increasing tax on alcohol	51	43	67
7	Support limiting the number of alcohol outlets to reduce alcohol-related family violence	54	50	65

ANNUAL ALCOHOL POLL 2018

ATTITUDES & BEHAVIOURS

YouGovGalaxy

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STOPPING
HARM
CAUSED BY
ALCOHOL

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