

2019 ANNUAL ALCOHOL POLL

ATTITUDES & BEHAVIOURS



YouGovGalaxy

fare

10 YEARS
2010-2019



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. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation's greatest preventative health challenges.

As a leading advocate of evidence-based research, FARE contributes to policies and programs that support the public good, while holding the alcohol industry to account. FARE works with leading researchers, communities, governments, health professionals and frontline service providers to bring about change and reduce alcohol harm.

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

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OVERVIEW

Over the past ten years, the Foundation for Alcohol Research and Education's (FARE) *Annual alcohol poll: Attitudes and behaviours* (the Poll) has provided a comprehensive snapshot of Australia's relationship with alcohol. We relay the views of Australians about alcohol and associated policies; how much and how often alcohol is consumed; the extent of knowledge about alcohol harm in the community; and people's lived experiences of alcohol harm. Ten consecutive years of polling, carried out by YouGov Galaxy, has enabled FARE to monitor patterns and trends in these areas as well as emerging alcohol policy issues.

Australians remain in the dark about low- and high-risk alcohol consumption

What ten years of polling clearly demonstrates is that the majority of Australians remain confused about low- and high-risk alcohol consumption. It is no wonder Australians are confused, with phrases such as 'drink responsibly' and 'drink in moderation' now commonplace and regularly used by the alcohol industry. A further compounding factor is the lack of government investment aimed at raising awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines). The existence of such guidelines serves little purpose if Australians are not aware of them.

In 2019, Australian drinkers were asked if they consider themselves a 'responsible drinker'. The Poll found that an overwhelming majority of Australian drinkers (87%) consider themselves a 'responsible drinker'. However, when juxtaposed with alcohol consumption data, including the 47% of Australian drinkers who consume alcohol to get drunk, a different story emerges – one that highlights how ambiguous and subjective the concept of 'responsible drinking' actually is. The 2019 Poll found that:

- 78% of Australian drinkers who consume alcohol to get drunk consider themselves a 'responsible drinker'
- 64% of Australian drinkers who consume alcohol to get drunk at least twice a week consider themselves a 'responsible drinker'
- 79% of Australian drinkers who consume six to ten standard drinks on a 'typical occasion' consider themselves a 'responsible drinker'
- 68% of Australian drinkers who consume 11 or more standard drinks on a 'typical occasion' consider themselves a 'responsible drinker'.

These findings demonstrate that there is no clear, single definition of a 'responsible drinker', something the alcohol industry continues to exploit to its full advantage. The perception that the majority of Australian drinkers drink 'responsibly' diverts attention away from the true extent of alcohol harm by positioning it as an issue that only affects a small minority of 'problem drinkers'. This in turn assists the alcohol industry to deflect further regulation of alcohol.

The 2019 Poll found that Australians are no more aware of the Guidelines and their content than they were almost a decade ago. In 2019, over half of Australians (57%) report being aware of the Guidelines, with only one in five (18%) Australians aware of the actual content. Despite some fluctuations, these findings have remained relatively consistent since 2011. Survey results also suggest that there have been no major improvements in the proportion of Australians who correctly estimate the recommended number of standard drinks a person can consume to minimise long-term harm (31% in 2019 compared with 38% in 2011) and short-term harm (9% in 2019 compared with 10% in 2011).

A decade on – the majority of Australians continue to see alcohol as an issue of concern

In 2019, 82% of Australian adults indicate that they consume alcohol, consistent with 2018 (82%). Analysis of Poll data over the past ten years shows that consumption of alcohol has remained relatively constant during this time, with more men than women consuming alcohol.

The 2019 Poll shows that once again a majority of Australians are concerned about alcohol, with 66% indicating they believe Australia has a problem with excess drinking or alcohol abuse, 53% believing that alcohol-related problems in Australia will worsen or remain the same over the next five to ten years, and 75% believing that more needs to be done to reduce the harm caused by alcohol. The perception that more needs to be done to reduce alcohol harm has remained relatively consistent over the past ten years.

There have been variations in responses to some of these core questions over the years. After all, Australians' attitudes towards alcohol are influenced by a range of factors, including media reporting and government policy decisions, which have changed emphasis over time. A prime example of the latter is the change in the community's perception of the drug that causes the most harm in Australia.

While data continues to demonstrate that alcohol causes more harm in society than any illegal drug¹, the 2016 Poll saw a shift in perception away from alcohol to illegal drugs. This shift corresponded with a rapid increase in media reporting on the drug ice, as the Australian Government's focus turned to the so-called 'ice epidemic', with establishment of the National Ice Taskforce in 2015 and development of the *National Ice Action Strategy* soon after. The perception that illegal drugs are the drugs that cause the most harm in society has continued to be observed in subsequent polls, despite consumption data showing a significant decline in methamphetamine use.²

Alcohol harm continues to be too high

Australians' confusion about low- and high-risk alcohol consumption is continuing to result in high levels of alcohol harm. Indeed, the 2019 Poll found that the proportion of Australian drinkers who drink to get drunk remains high at 47%. While some fluctuations have occurred, an overall increase in the proportion of Australian drinkers who consume alcohol to get drunk has been observed since this question was first asked in 2011 (35%).

More than one third of Australians (38%) indicate that they have been affected by alcohol-related violence, including 18% who have been victims of alcohol-related violence. One in four (23%) parents or guardians with a child under 18 report that their child had been harmed or put at risk of harm because of someone else's drinking.

Australians want to know about alcohol-related health harm

While the 2019 Poll does not assess Australians' experiences of long-term alcohol harm, it does continue to demonstrate Australians' low awareness of a range of long-term health conditions associated with alcohol. Fewer than half of Australians are aware of the link between alcohol use and stroke (41%), mouth and throat cancer (29%) and breast cancer (16%). These figures have been consistently low since this question was first asked in 2011.

In 2019, Australians were asked two additional questions relating to knowledge about alcohol-related harm. When advised about a wide range of alcohol-related health harms, more than four in five Australians report that they believe people have a right to know about alcohol-related harm. In addition, three quarters of Australians (76%) report that they support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions.

1 Australian Institute of Health and Welfare (2011). *Impact of alcohol and illicit drug use on the burden of disease and injury in Australia: Australian Burden of Disease Study*. (AIHW cat. no. BOD 19). Canberra, Australia: AIHW.

2 Australian Institute of Health and Welfare (2017). *National drug strategy household survey 2016: detailed findings*. (AIHW cat. no. PHE 214). Canberra, Australia: AIHW.

Continuing scepticism of the alcohol industry

The Poll continues to demonstrate that Australians remain deeply sceptical about the alcohol industry's motivations and tactics, with the majority (70%) believing that political parties should not be able to receive donations from the alcohol industry.

In 2019, Australians were asked two new questions relating to the alcohol industry's credibility. The Poll found that a majority of Australians (70%) believe that the alcohol industry has a conflict of interest if it is involved in developing government or public policy on alcohol control, while also making money from the sale of alcohol products. When asked who they would trust to give them alcohol-related advice and information, Australians said they would most likely trust the advice and information provided by the medical profession (71%) and public health bodies such as the Cancer Council (52%). Only a minority of Australians (16%) said they would trust the alcohol industry to give them alcohol-related advice and information.

Support for alcohol-related policies

Strong support continues to exist for a range of alcohol policy initiatives. The vast majority of Australians (85%) believe that pubs, clubs and bars should close at 3am or earlier, a majority of Australians (80%) think there are places where outdoor alcohol advertising should be banned, and half of Australians (50%) support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems.

For the first time, Australians were asked two questions relating to a minimum price for alcohol. More than half of Australians (59%) believe that governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks, and half (50%) support the introduction of a minimum price for alcohol to prevent the sale of very cheap alcohol.

Other 2019 findings

For the second year in a row, Australians were asked about their use of online alcohol delivery services. A third of Australian drinkers (33%) have ordered alcohol online for home delivery in the past 12 months, most commonly from delivery services provided by bottle shops (13%), on-demand providers that deliver alcohol in an hour or two (11%), and online wine distributors (10%).

THE APPROACH

FARE carried out nation-wide polling for the tenth 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 2019 nation-wide Poll. It also provides, where available, information about trends between 2010 and 2019.

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.

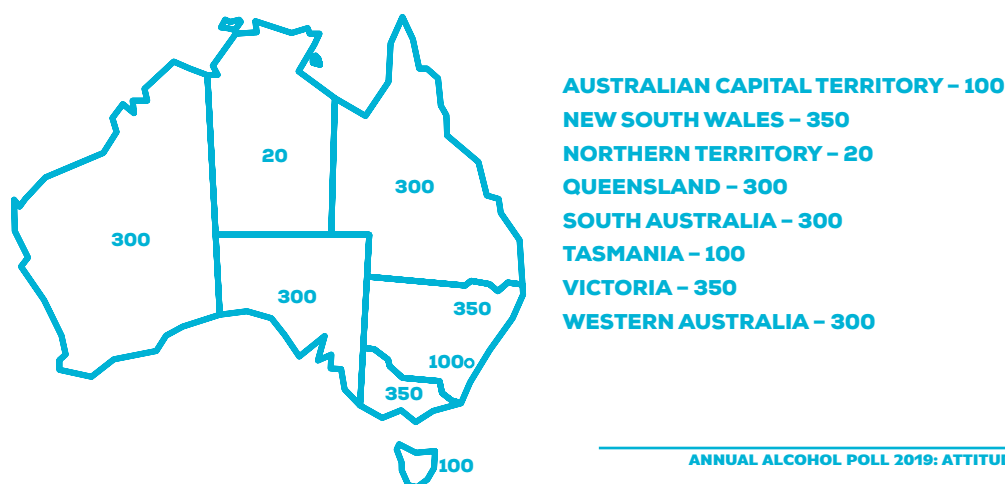
This study is conducted online among members of *Pureprofile*, a permission-based panel that has been used since the Poll commenced in 2010. *Pureprofile* has a respondent panel of 375,000 members who are sourced through a variety of online and offline sources, including internal referral programs, search 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 from 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 8 January 2019 and was completed on Friday 18 January 2019. The respondents were aged 18 years and older, distributed throughout Australia as follows:



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:



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

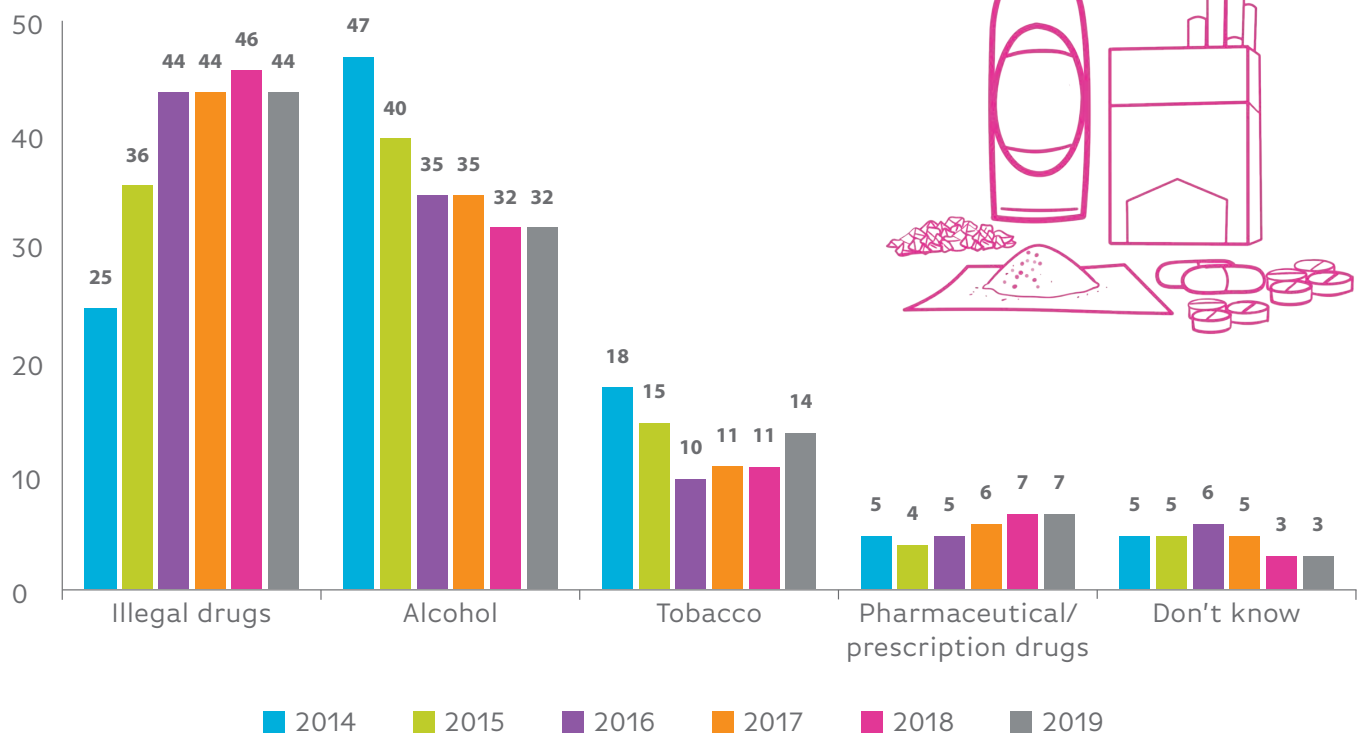
ATTITUDES TOWARDS ALCOHOL IN AUSTRALIA

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 (44%) and ahead of tobacco (14%) and pharmaceuticals (7%).

Almost one third of Australians (32%) consider alcohol to be the drug that causes the most harm in Australia, behind illegal drugs (44%) and ahead of tobacco (14%) and pharmaceuticals and prescription drugs (7%), while 3% of Australians are unsure. This is consistent with 2018 results.

The following graph provides an overview of community perceptions of the drug that causes the most harm to Australians, between 2014 and 2019.



Analysis of demographic results revealed that:

- Men (17%) are more likely than women (12%) to consider tobacco to be the drug that causes the most harm to Australians.
- In contrast, women (47%) are more likely than men (41%) to think that illegal drugs cause the most harm to Australians.

AUSTRALIA'S PROBLEM WITH ALCOHOL

66% of people believe that Australia has a problem with excess drinking or alcohol abuse.

Two thirds (66%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 22% do not believe this and 12% are unsure. The perception that Australia has a problem with excess drinking declined in 2019 (down from 73% in 2018).



The following table provides an overview of community attitudes indicating whether Australians believe Australia has a problem with excess drinking or alcohol abuse, between 2010 and 2019.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Yes	73	80	76	75	78	75	78	78	73	66↓
No	16	14	15	14	12	15	12	12	16	22↑
Unsure	11	6	9	11	10	11	10	9	12	12

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

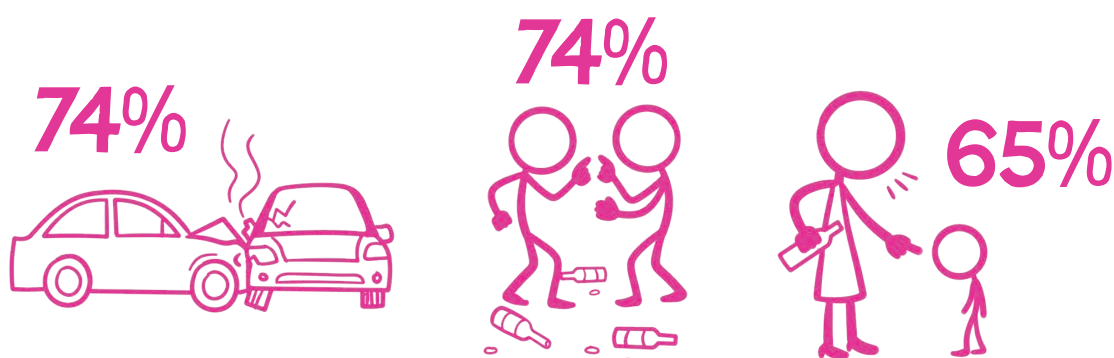
- Women (70%) are more likely than men (62%) to believe that Australia has a problem with alcohol.

While the proportion of people who believe that Australia has a problem with excess drinking or alcohol abuse remained relatively consistent between 2010 and 2017, a downward trend has been observed since 2017.

CONCERNS ABOUT ALCOHOL

Australians are most concerned about alcohol-related road traffic accidents (74%), violence (74%) and child abuse and neglect (65%).

The alcohol-related problems associated with excess drinking that Australians are most concerned about are road traffic accidents (74%), violence (74%) and child abuse and neglect (65%). The top three concerns remain consistent with previous years. In 2019, there has been a decline in the proportion of Australians concerned about alcohol-related road traffic accidents (74% down from 78% in 2018) and child abuse and neglect (65% down from 70%), and an increase in the proportion of Australians concerned about the excessive noise around pubs and clubs compared with 2018 (23% up from 18% in 2018).



The following table provides an overview of the alcohol-related problems Australians are most concerned about, between 2012 and 2019.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Road traffic accidents	82	80	79	77	76	78	78	74↓
Violence	76	78	81	78	79	76	75	74
Child abuse and neglect	68	70	66	64	64	71	70	65↓
Crime	52	57	59	54	58	57	56	57
Health problems	62	62	52	51	53	53	57	54
Harm to unborn babies from exposure to alcohol in-utero	57	59	52	48	50	54	52	54
Lost productivity	27	31	21	22	24	29	27	25
Excessive noise around pubs and clubs	24	26	19	20	20	21	18	23↑
None of the above	2	4	3	5	5	3	5	5

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

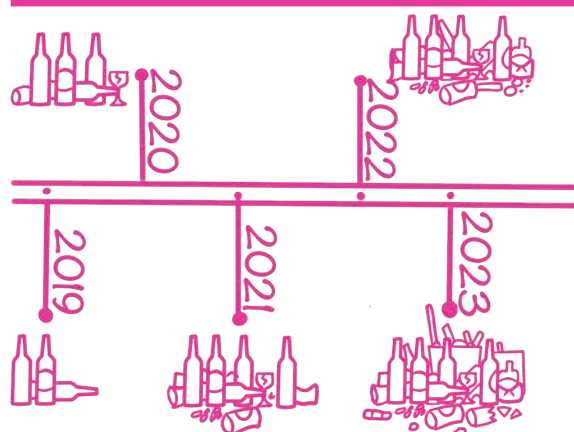
Note that people were asked to select all responses that applied.

Analysis of demographic results revealed that:

- Women are more likely than men to express concern about alcohol-related road traffic accidents (78% compared with 70%), alcohol-related violence (78% compared with 70%), child abuse and neglect (69% compared with 60%), alcohol-related crime (60% compared with 55%), and health conditions from alcohol consumption (57% compared with 51%).
- People aged 50 years and over are more concerned than 18-49 year olds about each of the alcohol-related problems surveyed.

WORSENING OF ALCOHOL-RELATED PROBLEMS IN AUSTRALIA

53% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to ten years.



Almost twice as many Australians believe that alcohol-related problems will 'reduce' over the next five to ten years (37%) compared with those who think that the situation will be worse for alcohol-related problems (20%). A further 33% believe that they will remain the same and 11% are unsure. The proportion of Australians who believe that alcohol-related problems will get worse has declined in 2019 (20% down from 36% in 2018).

The following table provides an overview of Australian perceptions on whether alcohol-related problems will be reduced, unchanged, or get worse, between 2012 and 2019.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Will get a lot worse	14	17	21	14	16	14	14	6↓
Will get a little worse	27	25	25	21	22	26	22	14↓
<i>Subtotal</i>	41	42	46	35	38	40	36	20↓
Will be somewhat reduced	10	10	10	15	13	12	16	31↑
Will be significantly reduced	2	2	2	2	2	4	3	6↑
<i>Subtotal</i>	12	12	12	17	15	15	19	37↑
No change	38	36	30	36	35	34	36	33
Don't know	9	10	12	12	12	11	10	11

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Women (22%) are more likely than men (17%) to believe that alcohol-related problems will get worse over the next five to ten years.
- People aged 50 years and over are more likely than 18-49 year olds to believe that alcohol-related problems will get worse (25% compared with 17%) or remain the same (41% compared with 29%) over the next five to ten years. Younger people aged 18-49 years are more likely to believe that alcohol-related problems will reduce over the next five to ten years than those 50 years and over (42% compared with 24%).

ACTIONS TO ADDRESS ALCOHOL-RELATED HARM

75% 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 (75%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 15% do not believe more needs to be done and 10% are unsure. These results are consistent with 2018. The perception that more needs to be done to reduce alcohol harm has remained relatively consistent over the past ten years.

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 2019.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Yes	79	82	75	74	79	73	78	81	76	75
No	9	8	13	11	7	12	9	9	12	15
Unsure	12	9	12	15	14	15	13	10	12	10

Analysis of demographic results revealed that:

- Women (78%) are more likely than men (73%) to believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues.
- People aged 50 years and over (80%) are more likely than 18-49 year olds (73%) to believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues.

ALCOHOL INDUSTRY INFLUENCE

70% of Australians believe that political parties should not be able to receive donations from the alcohol industry.

70% of Australians believe that the alcohol industry has a conflict of interest if it is involved in developing government or public policy on alcohol control, while also making money from the sale of alcohol products.

When asked whether they believe political parties should be able to receive donations from the alcohol industry, seven in ten Australians (70%) said they believe that political parties should not be able to receive donations from the alcohol industry; 19% said that they should be able to and 11% were unsure.

In 2019, Australians were asked for the first time whether they believe that the alcohol industry has a conflict of interest if it is involved in developing government or public policy on alcohol control, while also making money from the sale of alcohol products. The majority of Australians (70%) believe that the alcohol industry has a conflict of interest if it is involved in developing government or public policy on alcohol control while also making money from the sale of alcohol products, while 17% do not and 13% are unsure.

The following table provides an overview of Australians' perceptions of the alcohol industry, in 2015, 2017 and 2019.

	2015 (%)	2017 (%)	2019 (%)
Political parties should not be able to receive donations from the alcohol industry	69	72	70
Alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	N/A	N/A	70

Analysis of demographic results revealed that:

- Women (73%) are more likely than men (68%) to think that political parties should not be able to receive donations from the alcohol industry.
- Australians aged 50 years and older (77%) are more likely than 25-34 year olds (69%) and 35-49 year olds (66%) to think that political parties should not be able to receive donations from the alcohol industry.
- Men (21%) are more likely than women (12%) to believe that the alcohol industry would not have a conflict of interest if it is involved in developing government or public policy on alcohol control while also making money from the sale of alcohol products.
- Australians aged 50 years and older (78%) are more likely than those aged 18-49 years (67%) to believe the alcohol industry has a conflict of interest if it is involved in developing government or public policy on alcohol control while also making money from the sale of alcohol products.

TRUST IN ADVICE AND INFORMATION RELATED TO ALCOHOL

Australians are most likely to trust advice and information related to alcohol provided by the medical profession (71%) and public health bodies such as the Cancer Council (52%).

Only 16% of Australians would trust advice and information related to alcohol provided by the alcohol industry.

In 2019, Australians were asked for the first time whom they would trust to provide advice and information related to alcohol. Around seven in ten Australians (71%) said that they would trust the medical profession, followed by a public health body such as the Cancer Council (52%), the Foundation for Alcohol Research and Education (45%), the World Health Organization (44%), government (29%), family and friends (29%), and the alcohol industry (16%).

The following table provides an overview of the extent Australians would trust various bodies to give them information and advice on alcohol-related matters.

	2019 (%)
Medical profession	71
Public health body e.g. Cancer Council	52
Foundation for Alcohol Research and Education	45
World Health Organization	44
Government	29
Family and friends	29
Alcohol industry	16
Other	2

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

Analysis of demographic results revealed that:

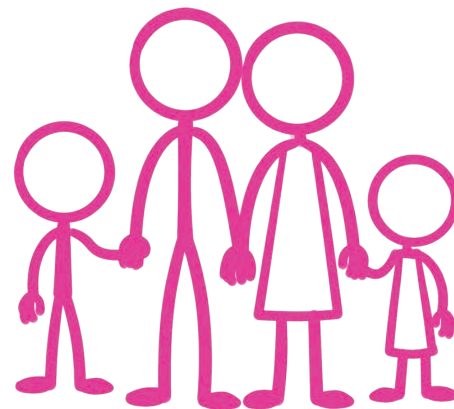
- Women are more likely than men to trust the information and advice of the medical profession (74% compared with 68%), the Foundation for Alcohol Research and Education (50% compared with 40%), and the World Health Organization (48% compared with 41%) on alcohol-related matters. Men are more likely than women to trust government bodies for advice and information on alcohol-related matters (31% compared with 26%).
- 18-34 year olds are more likely than those aged 35 years and over to trust the information and advice on alcohol-related matters of the World Health Organization (49% compared with 42%), family and friends (35% compared with 25%), government (33% compared with 26%) and the alcohol industry (24% compared with 11%).
- Australians aged 35 years and over are more likely than 18-34 year olds to trust the information and advice on alcohol-related matters of the medical profession (77% compared with 60%), public health bodies (56% compared with 46%), and the Foundation for Alcohol Research and Education (48% compared with 40%).

CONCERN ABOUT CHILDREN'S EXPOSURE TO ALCOHOL ADVERTISING AND PROMOTION WHEN THEY ARE ONLINE

Around half of Australians (52%) say they are concerned about children's exposure to alcohol advertising and promotion when they are online.

In 2019, Australians were asked for the first time whether they were concerned about children's exposure to alcohol advertising and promotion when they are online. Around half (52%) of Australians said they are concerned, around one third (36%) said they are not concerned and 13% said they are unsure.

The following table provides an overview of the extent Australians are concerned about children's exposure to alcohol advertising and promotion when they are online.



	2019 (%)
Concerned about children's exposure to alcohol advertising and promotion when they are online	52
Not concerned about children's exposure to alcohol advertising and promotion when they are online	36
Don't know	13

ALCOHOL CONSUMPTION BEHAVIOURS

FREQUENCY OF CONSUMING ALCOHOL

Alcohol is consumed by 82% of Australian adults, with consumption remaining relatively constant over the past ten years.

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 and remains unchanged from 2018.

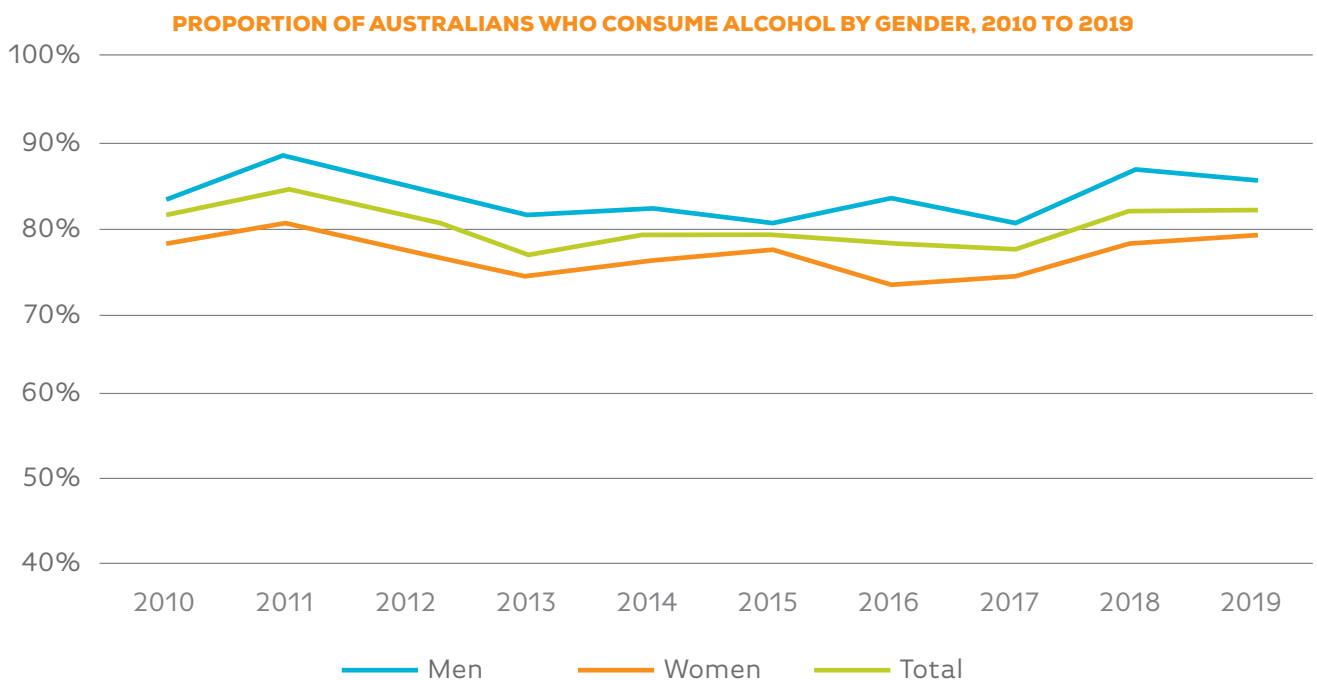
The following table provides an overview of alcohol consumption by gender, between 2010 and 2019.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Men	83	88	85	81	82	80	83	80	86	85
Women	78	80	77	74	76	77	73	74	78	79
Total	81	84	81	77	79	79	78	77	82	82

Analysis of demographic results revealed that:

- Men (85%) are more likely than women (79%) to consume alcohol.
- Australians aged 35-49 years (84%) are more likely than those 50 years and older (79%) to consume alcohol.

Survey results suggest that consumption of alcohol has remained relatively constant over the past ten years, with more men than women consuming alcohol.



On average, Australian drinkers consume alcohol on 1.7 days a week. This is consistent with previous years, with Australian drinkers consuming alcohol on average 1.6 days a week in 2018 and 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, 17% consume alcohol on three to six days per week, and 7% of Australians drink daily.

The following table provides an overview of the number of occasions alcohol is consumed per week, between 2010 and 2019. Since 2010, the proportion of Australian drinkers consuming alcohol on three or more days per week has declined, and an overall increase in the proportion of Australian drinkers consuming alcohol on two or fewer days per week has been observed.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Two days or less per week	69	71	72	73	77	76	76	76	76	76
Three days or more per week	31	29	28	27	23	24	24	24	24	24

Analysis of demographic results revealed that:

- Men who consume alcohol are more likely to drink on more occasions per week than women, with 29% of men consuming alcohol three times or more a week compared with 18% of women.
- Older Australians who consume alcohol are more likely to drink on more occasions per week, with 28% of those aged 35-49 years and 40% of those 50 years and over consuming alcohol on three days or more a week, compared with 10% of 25-34 year olds and 5% of 18-24 year olds.

AMOUNT OF ALCOHOL CONSUMED



51% of Australian drinkers consume one or two standard drinks on a 'typical occasion' and 47% drink three or more.

16% of drinkers consume six or more standard drinks on a 'typical occasion'.

Around two thirds (62%) of Australian drinkers consume four or fewer standard drinks in a 'typical week'.

12% of drinkers consume 15 or more standard drinks in a 'typical week'.

On a 'typical occasion', half of Australian drinkers (51%) consume one or two standard drinks of alcohol, 47% drink three or more standard drinks and a further 2% cannot state with certainty how much they typically consume. The 2019 results are consistent with the 2018 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 2019. Over the ten year period, survey results suggest that the proportion of Australian drinkers consuming six or more standard drinks of alcohol on a 'typical occasion' has not declined (16% in 2019 compared with 12% in 2010).

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
1-2 standard drinks	52	52	51	47	55	55	56	50	49	51
3-5 standard drinks	35	35	30	33	28	31	28	32	31	31
6-10 standard drinks	9	10	11	12	11	9	10	12	12	12
11+ standard drinks	3	2	5	5	4	3	3	4	6	4
Don't know	1	1	3	3	2	3	3	2	2	2

Analysis of demographic results revealed that:

- Women (59%) are more likely than men (43%) to consume one to two standard drinks in one sitting, and men (55%) are more likely than women (38%) to consume three or more standard drinks in one sitting.
- Those 50 years and over (10%) are less likely than 18-24 year olds (24%) and 35-49 year olds (20%) to consume six or more standard drinks on a 'typical occasion'.
- People aged 50 years and over (61%) are more likely than 18-24 year olds (35%), 25-34 year olds (49%), and 35-49 year olds (50%) to consume one or two standard drinks on a 'typical occasion'.

In a 'typical week', about two thirds (62%) of Australian drinkers consume up to four standard drinks of alcohol, 25% drink five to 14 standard drinks, 12% drink 15 standard drinks and over and a further 2% cannot state with certainty how much they typically consume.

The following table provides an overview of the number of standard drinks of alcohol Australian drinkers reported consuming in a 'typical week'.



	TOTAL (%)	MALE (%)	FEMALE (%)
Less than 1 drink	33	23	44
1-4 drinks	29	29	28
5-14 drinks	25	30	19
15+ drinks	12	17	6
Don't know	2	3	2

Analysis of demographic results revealed that:

- Women (72%) are more likely than men (51%) to consume up to four standard drinks in a 'typical week', while men (17%) are more likely than women (6%) to consume 15 or more standard drinks.
- People aged 50 years and over (16%) and 35-49 years (15%) are more likely than 18-24 year olds (6%) and 25-34 year olds (5%), to consume 15 or more standard drinks in a 'typical week'.

DRINKING TO GET DRUNK

47% of drinkers consume alcohol to get drunk.

About half (47%) of Australian drinkers consume alcohol with the intention of getting drunk. This equates to almost six million people in the general population.

One in four (25%) Australian drinkers consume alcohol to get drunk once or more a month, with 15% drinking to get drunk at least once a week.

The following table provides an overview of the frequency Australian drinkers reported drinking to get drunk, between 2011 and 2019. While some fluctuations have occurred, an overall increase in the proportion of Australian drinkers who consume alcohol to get drunk has been observed since this question was first asked in 2011 (35%).



	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
At least twice a week	3	4	3	4	3	5	4	5	5
Once a week	6	5	8	6	6	7	8	9	10
At least once a month	8	9	8	7	8	7	11	11	10
Less than once a month	18	18	21	19	17	18	21	20	22
<i>Subtotal</i>	35	36	40	36	34	37	44	45	47
No, never	65	64	60	64	66	63	56	55	53

Analysis of demographic results revealed that:

- Men (51%) are more likely than women (43%) to drink to get drunk.
- 18-24 year olds (76%) are more likely than 25-34 year olds (65%), 35-49 year olds (47%) and those 50 years and over (18%) to drink to get drunk.



PERCEPTION OF INDIVIDUAL CONSUMPTION

66% of Australian drinkers are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink and 8% admit to being uncomfortable.

44% of Australian drinkers indicate there was no change in their alcohol consumption over the past year, 37% have reduced their alcohol consumption or given up, and 18% have increased their alcohol consumption.

The main reasons people gave for drinking more were that they have been socialising more or going out more to pubs and clubs (40%), being under more stress than they used to be (31%), and needing to drink to feel happier or they have been feeling depressed or upset (29%).

The main reasons people gave for drinking less were that they want to improve their health (51%), that their social environment had changed and that used to influence how much they drank (24%), and financial reasons – not being able to afford to drink as much (22%).

The majority (66%) of Australian drinkers are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink, 8% admit to being uncomfortable and 3% are unsure.

The following table provides an overview of the extent Australians feel comfortable with their drinking, between 2011 and 2019.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Comfortable	69	69	71	73	69	70	70	71	66↓
Feel they have too much to drink sometimes	23	23	22	20	23	20	22	19	22↑
Uncomfortable	7	6	6	5	5	6	6	8	8
Don't know	1	2	2	2	3	4	2	2	3

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

When asked about whether their consumption has changed from 12 months ago, 44% of drinkers indicate there has been no perceivable change in drinking habits over the past year, 37% of drinkers have reduced their alcohol intake or given up in the past 12 months, 18% of drinkers have increased their alcohol intake and less than 1% are not sure.

The following table provides an overview of reported changes in drinking habits from the previous 12 months, between 2010 and 2019.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
No change	51	49	49	45	46	48	50	45	41	44
Reduced or given up	35	38	37	40	38	38	35	38	39	37
Increased	14	13	13	14	15	13	13	16	19	18
Don't know	0	0	1	1	1	1	2	1	1	1

Analysis of demographic results revealed that:

- Women (70%) are more likely than men (63%) to feel comfortable with how much alcohol they consume.
- People aged 50 years and over (73%) are more likely than 18-24 year olds (62%), 25-34 year olds (61%) and 35-49 year olds (66%) to feel comfortable with how much alcohol they consume.
- 18-24 year olds (37%) are more likely than 25-34 year olds (22%), 35-49 year olds (17%) and those 50 years and over (8%) to have reported an increase in their alcohol consumption over the previous 12 months.

Australians who identified they had increased their consumption of alcohol over the past 12 months were asked what the reasons were for this increase. People identified that they had been socialising more or going out more to pubs and clubs (40%), being under more stress than they used to be (31%), needing to drink to feel happier or they have been feeling depressed or upset (29%), their friends or family are drinking more (23%), that their circumstances had changed (21%), and they have more money than they used to and can afford to drink more alcohol (16%).

The following table provides an overview of the reasons why people increased their consumption of alcohol over the past 12 months, in 2010, 2017 and 2019.

	2010 (%)	2017 (%)	2019 (%)
I have been socialising more or going out more to pubs and clubs, etc.	38	40	40
I am under more stress than I used to be	41	29	31
I needed to drink to feel happier/I have been feeling depressed or upset	15	30	29
My friends or family are drinking more	22	29	23
My circumstances have changed	19	21	21
I have more money than I used to so I can afford to drink more alcohol	10	22	16
No particular reason	21	9	9
Other	3	4	1

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

Analysis of demographic results revealed that:

- Men (22%) are more likely than women (9%) to be drinking more because they have more money than they used to and can afford to drink more alcohol.
- 35-49 year olds are more likely than 18-24 year olds to be drinking more because they are under more stress than they used to be (42% compared with 23%) and needing to drink to feel happier or they have been feeling depressed or upset (39% compared with 21%).
- 18-24 year olds (32%) are more likely than 35-49 year olds (16%) to be drinking more because their friends or family are drinking more.
- 18-24 year olds (57%) are more likely than 25-34 year olds (33%), 35-49 year olds (36%), and those 50 years and over (26%) to be drinking more because they have been socialising more or going out more to pubs and clubs.

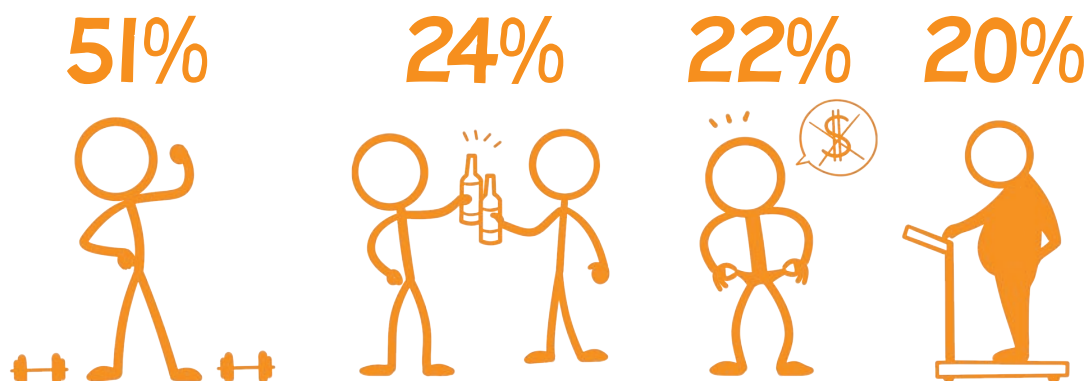
Australians who identified they had decreased their alcohol consumption over the past 12 months were asked what the reasons were for this decrease. People identified that they wanted to improve their health (51%), that their social environment had changed and that used to influence how much they drank (24%), financial reasons – not being able to afford to drink as much (22%), they had a weight concern (20%), their alcohol intake was having too much impact on their life (12%) and that they were under pressure from others to reduce their drinking (family, friends or employer) (3%).

The following table provides an overview of the reasons why people decreased their consumption of alcohol over the past 12 months, in 2010, 2017 and 2019.

	2010 (%)	2017 (%)	2019 (%)
I want to improve my health	50	49	51
My social environment has changed and that used to influence how much I drank	26	19	24↑
Financial reasons – I can't afford to drink as much	21	23	22
A weight concern	23	24	20
My alcohol intake was having too much impact on my life	11	12	12
I am under pressure from others to reduce my drinking (family, friends or employer)	6	5	3
No particular reason	20	23	20
Other	14	8	8

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

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).



Analysis of demographic results revealed that:

- Men (56%) are more likely than women (47%) to be drinking less because they want to improve their health.
- 35-49 year olds (60%) are more likely than those aged 25-34 years (48%) and those 50 years and over (43%) to be drinking less because they want to improve their health.
- 18-24 year olds (21%), 25-34 year olds (11%) and 35-49 year olds (16%) are more likely than those aged 50 years and over (5%) to be drinking less because drinking was having too much impact on their lives.
- 18-24 year olds (42%) are more likely than those aged 35-49 years (19%) and those 50 years and over (14%) to be drinking less because their social environment had changed and that used to influence how much they drank.
- 35-49 year olds (29%) are more likely than those aged 18-24 years (10%), 25-34 years (18%), and 50 years and over (17%) to be drinking less because of a weight concern.

PERCEPTION OF RESPONSIBLE DRINKING

87% of Australian drinkers consider themselves a 'responsible drinker'.

78% of Australian drinkers who consume alcohol to get drunk consider themselves a 'responsible drinker'.

79% of Australian drinkers who consume six to ten standard drinks on a 'typical occasion', and 68% of Australian drinkers who consume 11 or more standard drinks on a 'typical occasion', consider themselves a 'responsible drinker'.

For the first time since 2015, Australian drinkers were asked whether they consider themselves a 'responsible drinker'. Almost nine in ten (87%) Australian drinkers consider themselves a 'responsible drinker', while 9% did not and 4% were unsure. The proportion of Australian drinkers who consider themselves a 'responsible drinker' declined in 2019 (down from 92% in 2015).

The following table provides an overview of the extent drinkers consider themselves 'responsible drinkers', in 2015 and 2019.

	2015 (%)	2019 (%)
I am a 'responsible drinker'	92	87↓
I am not a 'responsible drinker'	5	9↑
Don't know	4	4

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Women (90%) are more likely than men (85%) to see themselves as 'responsible drinkers'.
- Australian drinkers aged 50 years and over (95%) are more likely than 18-24 years (81%), 25-34 years (81%) and 35-49 years (88%) to see themselves as 'responsible drinkers'.

'Responsible drinker' data was analysed against 'number of standard drinks consumed on a 'typical occasion' data to determine the relationship between these two variables. This analysis found that 79% of Australian drinkers who consume six to ten standard drinks on a 'typical occasion', and 68% of Australian drinkers who consume 11 or more standard drinks on a 'typical occasion', consider themselves as 'responsible drinkers'.

The following table provides an overview of the relationship between whether Australian drinkers consider themselves 'responsible drinkers' and the number of standard drinks they consume on a 'typical occasion'.

CONSIDER THEMSELVES A 'RESPONSIBLE DRINKER'	STANDARD DRINKS CONSUMED ON A 'TYPICAL OCCASION' (%)					
	1 STANDARD DRINK	2 STANDARD DRINKS	3-5 STANDARD DRINKS	6-10 STANDARD DRINKS	11 AND OVER STANDARD DRINKS	DON'T KNOW
Yes	96	92	85	79	68	74
No	3	7	10	14	24	4
Don't know	1	1	5	7	8	22

'responsible drinker' data was analysed against 'number of standard drinks consumed in a 'typical week' data to determine the relationship between these two variables. This analysis found that 86% of Australian drinkers who consume 20-29 standard drinks in a 'typical week', and 60% of Australian drinkers who consume 30 or more standard drinks in a 'typical week', consider themselves 'responsible drinkers'.

The following table provides an overview of the relationship between whether Australian drinkers consider themselves 'responsible drinkers' and the number of standard drinks they consume in a 'typical week'.

CONSIDER THEMSELVES A 'RESPONSIBLE DRINKER'	STANDARD DRINKS CONSUMED IN A 'TYPICAL WEEK' (%)							
	LESS THAN 1 DRINK	1-4 STANDARD DRINKS	5-9 STANDARD DRINKS	10-14 STANDARD DRINKS	15-19 STANDARD DRINKS	20-29 STANDARD DRINKS	30 OR MORE STANDARD DRINKS	DON'T KNOW
Yes	94	93	80	81	75	86	60	65
No	4	5	14	15	17	14	27	9
Don't know	1	2	5	4	9	-	13	26

'Responsible drinker' data was analysed against 'drinking to get drunk' data to determine the relationship between these two variables. This analysis found that 78% of Australian drinkers who consume alcohol to get drunk, and 64% of Australian drinkers who consume alcohol to get drunk at least twice a week, consider themselves 'responsible drinkers'.

The following table provides an overview of the relationship between whether Australian drinkers consider themselves 'responsible drinkers' and the frequency within which they report consuming alcohol to get drunk.

CONSIDER THEMSELVES A 'RESPONSIBLE DRINKER'	FREQUENCY DRINKERS REPORT DRINKING TO GET DRUNK (%)					TOTAL DRINK TO GET DRUNK	TOTAL DON'T DRINK TO GET DRUNK
	YES, AT LEAST TWICE A WEEK	YES, ONCE A WEEK	YES, ONCE A MONTH	YES, LESS THAN ONCE A MONTH			
Yes	64	60	79	90		78	96*
No	26	34	14	7		16*	2
Don't know	10	7	8	3		6*	2

*denotes a significant difference between drinking to get drunk (total) and not drinking to get drunk.



OVERALL ATTITUDE TOWARDS MODERATE ALCOHOL CONSUMPTION

80% of Australians believe that a moderate drinker would engage in binge drinking, with 46% thinking a moderate drinker would binge drink three times a year or more.

In 2019, Australian drinkers were asked for the first time if they would consider themselves to be a heavy, moderate or light drinker, followed by their views on moderate alcohol consumption.

About six in ten Australian drinkers (56%) see themselves as light drinkers, 35% as moderate, 7% as heavy and 2% were not sure.

The following table provides an overview of the type of drinker Australian drinkers consider themselves to be.

TYPE OF DRINKER	2019 (%)
Heavy	7
Moderate	35
Light	56
Don't know	2

All respondents were then asked how many drinks they thought a moderate drinker would consume in a week. A third of Australians (34%) think this would be one to four drinks, while 44% think five to eight drinks and 15% believe nine to 12 drinks. Around 6% think that a moderate drinker would consume more than 12 drinks a week.

The following table provides an overview of the number of standard drinks Australians believe a moderate drinker would consume in a week.

NUMBER OF STANDARD DRINKS CONSUMED BY A MODERATE DRINKER IN A WEEK	2019 (%)
1-4 drinks	34
5-8 drinks	44
9-12 drinks	15
More than 12 drinks a week	6

In 2019, Australians were asked for the first time how often they think that a moderate drinker would engage in binge drinking. Four in five Australians (80%) believe that a moderate drinker would engage in binge drinking with at least some frequency, while a fifth (20%) believe that a moderate drinker would not engage in any binge drinking. One in five Australians (21%) believe that a moderate drinker would engage in binge drinking once or twice a year, 18% believe this would be three to four times a year, 11% believe five to eight times a year and 17% nine or more times a year. Just over one in ten Australians (13%) believe that a moderate drinker would engage in binge drinking less than once a year.

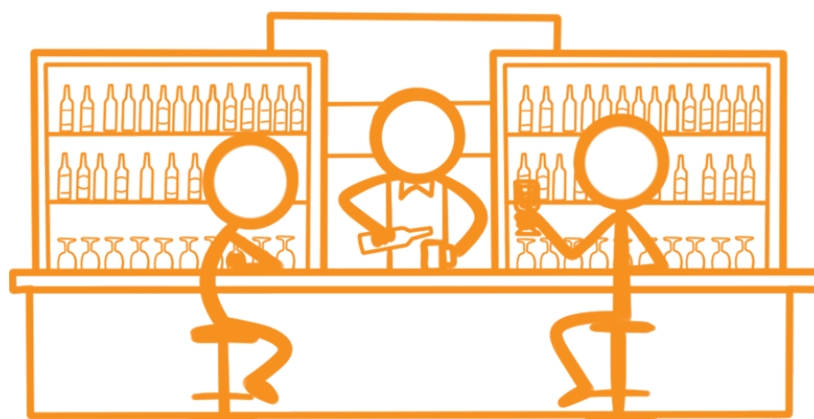
The following table provides an overview of the frequency Australians believe a moderate drinker would engage in binge drinking.

TIMES A MODERATE DRINKER WOULD ENGAGE IN BINGE DRINKING	2019 (%)
Not at all	20
Less than once a year	13
Once or twice a year	21
3-4 times a year	18
5-8 times a year	11
9-12 times a year	9
More than 12 times a year	8

Australians were asked a follow-up question, namely how many alcohol free days they think a moderate drinker would have. One in four Australians (23%) think that a moderate drinker would have about one to two days a week as alcohol free days, 42% indicate three to four days a week, and 21% said five to six days a week, 7% of Australians think that moderate drinkers have at least one alcohol free day a fortnight and another 7% think a moderate drinker would have fewer than one alcohol free day a fortnight.

The following table provides an overview of the number of alcohol free days Australians believe a moderate drinker would have.

NUMBER OF ALCOHOL-FREE DAYS A MODERATE DRINKER WOULD HAVE	2019 (%)
1-2 days a week	23
3-4 days a week	42
5-6 days a week	21
At least 1 day a fortnight	7
At least 1 day a month	3
Less than 1 day a month	4



USE OF ONLINE ALCOHOL DELIVERY SERVICES

33% of Australian drinkers have ordered alcohol online for home delivery in the past 12 months.

The most popular online home delivery services among drinkers are by bottle shops such as Dan Murphy's, BWS and First Choice Liquor (13%), on-demand delivery services that deliver alcohol in an hour or two such as Jimmy Brings, Tipple, Boozebud and Uber Eats (11%), and delivery services provided by online wine distributors such as Wine Selectors and Naked Wines (10%).

A third of Australian drinkers (33%) have ordered alcohol online for home delivery in the past 12 months, including 1% using it daily, 8% weekly, 4% fortnightly, 4% monthly and 16% less often. Two thirds (67%) of Australian drinkers have not ordered alcohol online for home delivery in the past 12 months.

The following table provides an overview of the frequency with which drinkers have ordered alcohol online for home delivery in the past 12 months.

ORDERED ALCOHOL ONLINE FOR HOME DELIVERY IN THE PAST 12 MONTHS	2019 (%)
Daily	1
Weekly	8
Fortnightly	4
Monthly	4
Less often	16
Never	67

A similar question was included in the 2018 survey, however, it is not comparable with 2019 results. The question in the 2019 survey was shown to everyone who drinks alcohol while in 2018 it was asked only of a limited group of people who bought alcohol online in the last 12 months.



Analysis of demographic results revealed that:

- Australian men (12%) who drink alcohol are more likely than female drinkers (7%) to have ordered alcohol online for home delivery at least weekly in the past 12 months, while Australian women (28%) who drink alcohol are less likely than male drinkers (39%) to have ordered alcohol online for home delivery in the past 12 months at all.
- Australian drinkers aged 18-34 years (17%) are more likely than those 35 years and over (5%) to have ordered alcohol online for home delivery at least weekly.

For the second consecutive year, Australian drinkers were asked in 2019 about the types of online alcohol delivery services they have used. Most commonly respondents reported using delivery services provided by bottle shops such as Dan Murphy's, BWS and First Choice Liquor (13%), on-demand delivery services that deliver alcohol in an hour or two such as Jimmy Brings, Tipple, Boozebud and Uber eats (11%) and delivery services provided by online wine distributors such as Cellarmasters, Wine Selectors and Naked Wines (10%).

The following table provides an overview of the types of alcohol delivery services drinkers have used in 2018 and 2019.

	2018 (%)	2019 (%)
Delivery services provided by bottle shops such as Dan Murphy's, BWS and First Choice Liquor	15	13
Any 'on-demand' delivery service	6	11
- 'On-demand' delivery services that deliver alcohol to your door within an hour or two of the order	6	4
- Other 'on-demand' delivery services such as Uber Eats*	N/A	7
Delivery services provided by online wine distributors such as Cellarmasters, Wine Selectors and Naked Wines	12	10
As part of another purchase online e.g. groceries*	N/A	8
Delivery services provided directly by alcohol producers such as wineries, breweries and distilleries	10	7
Any of the above	30	33
None of the above**	70	67

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

* New codes were added in the 2019 survey

**In the 2018 Alcohol Poll, respondents were asked whether they had used any of a list of online alcohol delivery services and a 'none of the above' category was included to identify those who had not used any of the services. In 2019, changes were made to include an initial screening question asking respondents whether they had used online delivery services in the past 12 months. This was followed by the question asking which online delivery service had been used and the option for 'none of the above' was removed. To enable a comparison of 2019 and 2018 results the base for the 2019 results was reverted to 'all drinkers'.

Analysis of demographic results revealed that:

- Australian drinkers aged 25-34 years (14%) and those aged 50 years and over (13%) are more likely than 18-24 year olds (3%), and 35-49 year olds (7%), to use delivery services provided by online wine distributors such as Cellarmasters, Wine Selectors and Naked Wines.
- Australian drinkers aged 25-34 years (23%) are more likely than 18-24 year olds (12%), 35-49 year olds (10%) and those 50 years and over (3%) to use on-demand delivery services that deliver alcohol in an hour or two such as Jimmy Brings, Tipple, Boozebud and Uber Eats.

REASONS FOR USE OF ONLINE ALCOHOL DELIVERY SERVICES

The main reasons Australian drinkers report using an online alcohol delivery service are because it's more convenient as the alcohol is delivered straight to their front door (31%), it's better value for money (29%), and they saw an advertisement online (22%).

The main reasons Australian drinkers use online alcohol delivery services are because they are more convenient as the alcohol is delivered straight to their front door (31%), it's better value for money (29%), they saw an advertisement online (22%) and it's cheaper to buy alcohol in bulk online (21%).

The proportion of people who said they used an online alcohol delivery service because it was better value for money decreased in 2019 (29% down from 36% in 2018)*.

The following table provides an overview of the reasons why drinkers purchase alcohol through an online alcohol delivery service in 2018 and 2019.

	2018 (%)	2019 (%)
More convenient as the alcohol gets delivered straight to your front door	34	31
Better value for money	36	29↓
I saw an advertisement online**	NA	22
Cheaper to buy alcohol in bulk online	28	21
I am part of a delivery service wine club which provides me with discounts and other rewards	21	14↓
I ran out of time to buy it in person**	NA	14
I can't buy the alcohol products at my local bottleshop	21	14↓
Faster to get alcohol delivered to your front door than to go and get it myself	16	14
There are no bottleshops close to where I live	9	13
I was over the blood alcohol limit to drive	11	11
Other	4	3

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

*Note that the results may have been indirectly affected by the inclusion of two additional codes in 2019 which could have affected participants' selection.

**These are the codes added in the 2019 survey.

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Note that the wording of this question changed in 2019 from a reference to 'alcohol delivery service' to 'online alcohol delivery service'.

Analysis of demographic results revealed that:

- Those 50 years and older are more likely than those aged 18-49 years to say they used an online alcohol delivery service because it's better value for money (40% compared with 25%) and they are part of a delivery service wine club (24% compared with 11%).
- In contrast, those aged 18-49 years are more likely than those 50 years and older to say they used an online alcohol delivery service because they ran out of time to buy it in person (17% compared with 5%), it is faster to get alcohol delivered to their front door than go and get it themselves (17% compared with 6%), and they were over the blood alcohol limit to drive (14% compared with 4%).



AWARENESS AND EXPERIENCES OF ALCOHOL HARM



THE AUSTRALIAN GUIDELINES TO REDUCE HEALTH RISKS FROM DRINKING ALCOHOL

57% of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but fewer than one in five (18%) are aware of the content.

Almost six in ten (57%) Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), a decline from 70% in 2018.

The following table provides an overview of Australians' awareness of the Guidelines, between 2011 and 2019. Despite some fluctuations, most notably in 2018 (70%), the underlying level of awareness of the Guidelines has remained relatively consistent since 2011.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Yes, aware of the Guidelines	12	14	11	13	17	12	16	28	18↓
Yes, but not familiar with content	42	47	41	39	41	41	42	43	39↓
<i>Subtotal</i>	54	61	52	52	58	53	58	70	57↓
No, not aware of the Guidelines	46	39	48	48	42	47	42	30	43↑

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

THE RECOMMENDED NUMBER OF DRINKS TO REDUCE RISK OF HARM

31% of Australians who are aware of the Guidelines were able to correctly identify that the maximum number of drinks a person can have to minimise long-term risks is two standard drinks in one day.

38% of Australians made incorrect estimates when asked to identify the maximum number of drinks a person can have to minimise long-term risks.

9% of Australians who are aware of the Guidelines were able to correctly identify 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, 31% were able to correctly identify that the recommended number of standard drinks a person can consume to minimise long-term risks of alcohol-related harm is two in one day. Almost four in ten Australians (38%) made incorrect estimates and 31% do not know. The proportion of Australians who made correct estimates decreased in 2019 (down from 42% in 2018 to 31% in 2019).

The following table provides an overview of Australians' awareness of the maximum number of standard drinks per day to minimise long-term risks, between 2011 and 2019. Despite some fluctuations, the underlying level of awareness of the number of standard drinks a person can consume to minimise long-term risks of alcohol-related harm has remained relatively consistent since 2011.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Made correct estimate (two standard drinks)	38	37	35	39	43	41	38	42	31↓
Made incorrect estimate	35	30	28	35	29	30	37	34	38
Don't know	27	33	37	26	28	29	25	24	31↑

↑↓ 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 9% know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four. The majority (63%) of people made incorrect estimates and 28% do not know.

The following table provides an overview of Australians' awareness of the maximum number of standard drinks per day to minimise short-term risks, between 2011 and 2019.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Made correct estimate (four standard drinks)	10	11	8	7	7	9	7	7	9
Made incorrect estimate	60	52	52	60	60	58	65	65	63
Don't know	31	37	41	33	33	33	28	28	28

Analysis of demographic results revealed that:

- Those aged 35 years and older (38%) are more likely than 25-34 year olds (23%) and 18-24 year olds (18%) to know that the maximum number of standard drinks per day to minimise long-term risks is two.
- Men (14%) are also more likely than women (8%) to overestimate the maximum number of standard drinks recommended to avoid short-term risks, citing more than four drinks on a single drinking occasion.

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, 13% believe they can consume one to two drinks in a day, 5% believe it is three or more drinks and 4% are unsure.



The following table provides an overview of awareness of the number of standard drinks pregnant women can have in any one day to avoid harm to the fetus, between 2012 and 2019.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Made correct estimate (zero standard drinks)	67	65	67	74	74	80	78	78
Estimated 1-2 standard drinks	24	21	21	14	14	13	12	13
Estimated 3 or more standard drinks	1	2	2	3	2	2	4	5
Don't know	8	11	10	9	10	5	5	4

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 (89%) are more likely than 35-49 year olds (78%), 25-34 year olds (67%) and 18-24 year olds (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.

AWARENESS OF HEALTH CONDITIONS ASSOCIATED WITH ALCOHOL USE

Fewer than half of Australians are aware of the link between alcohol use and stroke (41%), mouth and throat cancer (29%) and breast cancer (16%).

Most Australians associate illnesses such as cirrhosis of the liver (76%) and liver cancer (72%) with alcohol use. However, fewer Australians are aware of the link between alcohol use and heart disease (54%), stroke (41%), mouth and throat cancer (29%) 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 use to heart disease increased in 2019 (54% up from 49% in 2018).



Increases in awareness of the link between a health condition and alcohol use was also observed for liver cancer (72% up from 69% in 2018) and mouth and throat cancer (29% up from 26% in 2018).

The following table provides an overview of Australians' awareness of the link between alcohol use and various long-term health conditions, in 2011, 2014 and 2016-19.

	2011 (%)	2014 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Cirrhosis of the liver	88	80	79	78	74	76
Liver cancer	69	74	71	68	69	72↑
Heart disease	55	56	51	51	49	54↑
Stroke	44	47	44	42	38	41
Mouth and throat cancer	24	29	30	25	26	29↑
Breast cancer	11	17	16	15	16	16
None of the above	2	4	6	4	5	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 2019 data only).

Note that the wording of this question changed in 2019 from a reference to alcohol 'misuse' to alcohol 'use'. This may impact the comparability of results from 2019 to earlier years.

Analysis of demographic results revealed that:

- Women are more likely than men to be aware of the link between alcohol use and cirrhosis of the liver (79% compared with 73%), and breast cancer (18% compared with 14%).
- Those aged 35-49 years (80%) and those 50 years and older (92%) are more likely than 25-34 year olds (61%) and 18-24 year olds (61%) to be aware of the link between alcohol use and cirrhosis of the liver.
- Those aged 35-49 years (30%) and those 50 years and older (35%) are more likely than 25-34 year olds (23%) and 18-24 year olds (22%) to be aware of the link between alcohol use and cancer of the mouth and throat.

BELIEVE AUSTRALIANS HAVE A RIGHT TO KNOW ABOUT ALCOHOL-RELATED HEALTH HARM

More than four in five Australians think people have a right to know about a wide range of alcohol-related health harms.

For the first time, Australians were asked in 2019 whether they thought that people have a right to know about a series of different alcohol-related health harms. More than four in five Australians think that people have a right to know about all of the alcohol-related health harm they were consulted about.



The following table provides an overview of the extent Australians believe they have the right to know about a series of different alcohol-related health harms, in 2019.

	YES (%)	NO (%)	DON'T KNOW (%)
Risk of liver damage	90	5	4
Risks to the unborn child from alcohol consumption during pregnancy	89	6	5
Risk of brain damage	88	6	6
Risk of stroke	86	7	7
Risk of dementia	85	7	8
Types of cancer including breast and mouth	84	8	8
Other long term harms	85	6	9

Analysis of demographic results revealed that:

- Women are more likely than men to think people have a right to know about risks to the unborn child from alcohol consumption during pregnancy (91% compared with 87%), risk of different types of cancer including breast and mouth cancer (87% compared with 80%), risk of liver damage (92% compared with 88%), risk of stroke (89% compared with 83%), risk of dementia (89% compared with 81%), risk of brain damage (91% compared with 84%) and the risk of other long-term harm (89% compared with 82%).
- Australians aged 50 years and older are more likely than 35-49 year olds, 25-34 year olds and 18-24 year olds to think people have a right to know about the risk of different types of cancer, including breast and mouth cancer (91% compared with 84%, 79% and 76%), risk of liver damage (96% compared with 91%, 83% and 89%), risk of stroke (92% compared with 87%, 81% and 78%), risk of dementia (92% compared with 85%, 81% and 77%), risk of brain damage (94% compared with 90%, 81% and 81%) and the risk of other long-term harm (92% compared with 85%, 80% and 81%).

EXPERIENCES OF ALCOHOL-RELATED VIOLENCE

38% of Australians have been affected by alcohol-related violence.

More than one third of Australians (38%) have been affected by alcohol-related violence. 18% of Australians have been victims of alcohol-related violence, and 26% have had a family member or friend be a victim of alcohol-related violence.

The proportion of Australians who state they have been a victim of alcohol-related violence decreased to 18% from 21% in 2018.



The following table provides an overview of experiences of alcohol-related violence, from 2011-19.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Have been a victim of alcohol-related violence	19	14	18	19	14	16	19	21	18↓
Have had a family member or friend be a victim of alcohol-related violence	30	22	21	26	22	20	24	24	26
<i>Either of the above</i>	41	31	32	37	30	29	35	37	38
<i>Neither of the above</i>	59	69	68	63	70	71	65	63	62

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 2019 data only).

Analysis of demographic results revealed that:

- Australians aged 18-24 years (20%), 25-34 years (20%) and 35-49 years (21%) are more likely than those aged 50 years and older (13%) to have been a victim of alcohol-related violence.

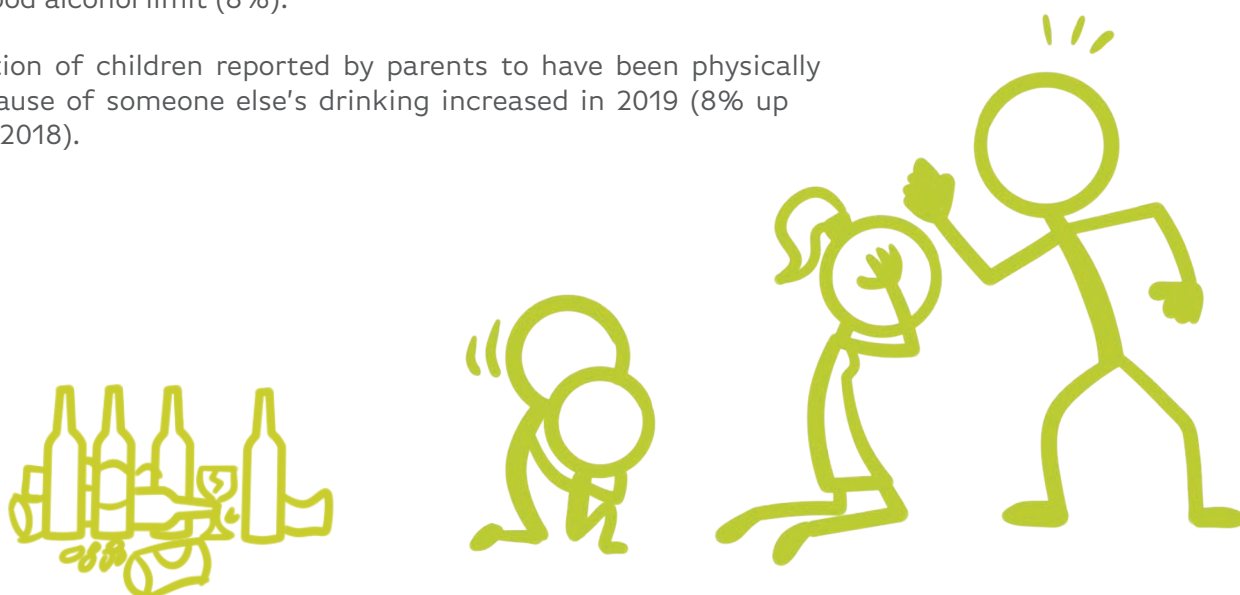
HARM AND RISK OF HARM TO CHILDREN UNDER 18 YEARS FROM SOMEONE ELSE'S DRINKING

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 (11%), physically abused (8%) neglected in some way (8%) 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 they report that a child has been verbally abused (11%), physically abused (8%) neglected in some way (8%) or been in the car with a driver who was over the legal blood alcohol limit (8%).

The proportion of children reported by parents to have been physically abused because of someone else's drinking increased in 2019 (8% up from 5% in 2018).



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 2019.

	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
They have been verbally abused	11	13	12	13	11
They have been neglected in some way	8	11	9	9	8
They have been in a car with a driver who was over the legal blood alcohol limit	6	10	7	8	8
They have been physically abused	6	7	7	5	8↑
Child has been harmed or put at risk in some way	20	23	21	23	23
Child has not been harmed or put at risk in some way	80	77	79	77	77

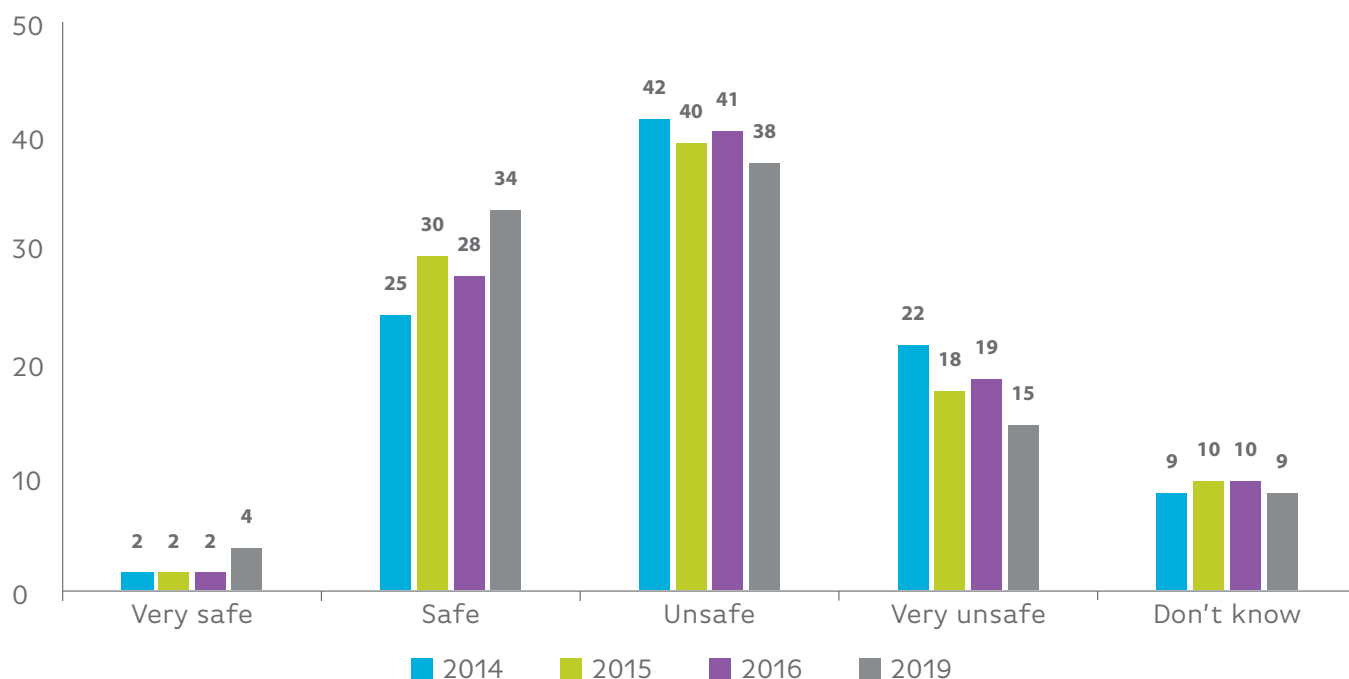
Note that people were able to select more than one response. Therefore, the totals may exceed 100%.

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

PERCEPTIONS OF SAFETY

More than half of Australians (53%) consider built up areas in the city or centre of town unsafe on a Saturday night, compared with 38% who consider it safe.

A small minority of Australians (4%) consider built up areas in the city or centre of town very safe on a Saturday night, 34% consider it safe, 38% consider it unsafe and 15% consider it very unsafe, with 9% unsure about how safe they feel. The graph below provides an overview of perceptions of safety in the city or centre of town on a Saturday night, from 2014-16 and 2019.



The people who indicated that they consider the city or centre of town unsafe on a Saturday night were asked what factors they believe contribute to this. More than four out of five (84%) believe that people affected by alcohol contribute to the city or centre of town being unsafe, followed by people affected by drugs (83%), threatening behaviour (76%), large groups of people (57%), poor lighting (43%), and other reasons (5%), with 1% of people unsure.

There has been an increase in the proportion of people that think large groups of people contribute to the city or centre of town being unsafe in 2019 (57% up from 50% in 2016) and a decrease in the proportion of people who think people affected by alcohol contribute to the city or centre of town being unsafe in 2019 (84% down from 90% in 2016).

The table below provides an overview of the reasons why people feel unsafe in the city or centre of town from 2014-16 and 2019.

	2014 (%)	2015 (%)	2016 (%)	2019 (%)
People affected by alcohol	92	90	90	84↓
People affected by drugs	78	78	83	83
Threatening behaviour	77	69	75	76
Large groups of people	50	45	50	57↑
Poor lighting	37	38	42	43
Other	5	4	4	5
Unsure	1	1	1	1

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 2019 data only).

Analysis of demographic results revealed that:

- Women (58%) are more likely than men (48%) to consider the city or centre of town unsafe.
- Those aged 50 years and older (69%) are more likely than 35-49 year olds (50%), 25-34 year olds (41%) and 18-24 year olds (48%) to see the city or centre of town as unsafe.
- Women (46%) are more likely than men (39%) to think that poor lighting contributes to the city or centre of town being unsafe on a Saturday night.
- Those aged 50 years and older (90%) are more likely than 18-24 year olds (75%) to think that people affected by alcohol contribute to the city or centre of town being unsafe on a Saturday night.

NEGATIVE BEHAVIOURS AFTER DRINKING

Vomiting (49%), having an argument (25%), passing out (24%) and driving a car (22%) are the most common negative behaviours Australians engage in after drinking.



49%



22%



25%



24%

Vomiting is the most common negative behaviour that drinkers engage in after drinking, with almost half (49%) of Australians having ever vomited after drinking and 19% having vomited after drinking in the previous 12 months. The proportion of drinkers who have vomited in the last 12 months after drinking has increased (19% up from 12% in 2016). Significant increases were also observed for passing out after drinking in the last 12 months (9% up from 5% in 2016) and attended work after drinking in the last 12 months (6% up from 4% in 2016).

The table below provides an overview of negative drinking behaviours in 2014-16 and 2019.

	2014		2015		2016		2019	
	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)
Vomited	48	12	43	13	40	12	49↑	19↑
Had an argument	24	7	20	6	19	7	25↑	9
Passed out	18	4	18	5	18	5	24↑	9↑
Driven a car	22	8	22	10	19	7	22↑	9
Attended work	15	4	15	5	14	4	19↑	6↑
Missed work	12	2	10	2	12	3	17↑	4
Been injured	12	3	12	2	12	4	15↑	3
Verbally abused someone	13	2	12	3	10	3	13↑	3
Been in trouble with the police	5	1	5	0	4	1	8↑	2
Had to see a doctor or other health professional	4	1	4	1	3	1	5↑	2
Physically abused someone	3	1	3	0	3	1	5↑	1
None of the above	37	70	39	70	42	72	32	61

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

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Note: 2019 results have been based on Australian drinkers so that they are comparable with earlier years.

Analysis of demographic results revealed that:

- Men are more likely than women to have ever driven a car (28% compared with 16%), verbally abused someone (16% compared with 11%) and been in trouble with the police (11% compared with 5%) after drinking.
- Those aged 18-34 years are more likely than 35-49 year olds and those aged 50 years and older to have ever engaged in any of the behaviours after drinking (79% compared with 69% and 52%), and also more likely to have engaged in any of the behaviours in the previous 12 months (58% compared with 32% and 22%).

PERSPECTIVES ON ALCOHOL-RELATED POLICIES



SUPPORT HEALTH WARNING LABELS ON ALCOHOL PRODUCTS ALERTING PEOPLE TO THE RISK OF ALCOHOL-RELATED HEALTH CONDITIONS

Three quarters of Australians (76%) support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions.

Australians were asked in 2019, for the first time, whether they support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions. Three quarters of Australians (76%) said they support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions, while 15% said they do not support this and 9% said they don't know.

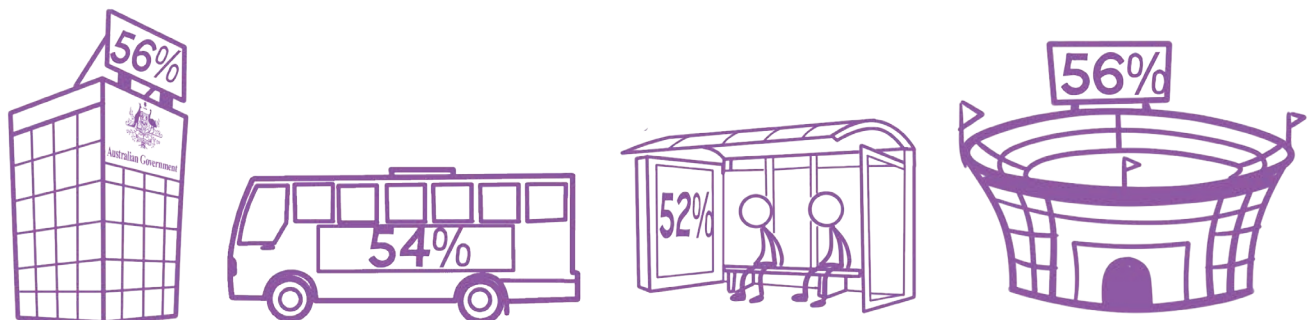
The following table provides an overview of support for health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions.

	2019 (%)
Support health warning labels	76
Do not support health warning labels	15
Don't know	9

Analysis of demographic results revealed that:

- Women (80%) are more likely than men (71%) to support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions.
- Australians aged 50 years and older (82%) are more likely than 35-49 year olds (72%), 25-34 year olds (74%) and 18-24 year olds (75%) to support health warning labels on alcohol products to alert people to the risk of alcohol-related health conditions.

REGULATING OUTDOOR ALCOHOL ADVERTISING



56% of Australians think alcohol advertising should be banned at government buildings, 56% at sports grounds, 54% on public transport and 52% on bus, tram and train stops.

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 (56%), sports grounds (56%), public transport (54%), bus, tram and train stops (52%), road sides (45%) and billboards (41%).

The following table provides an overview of the places where Australians think alcohol advertising should be banned, in 2015, 2018 and 2019.

	2015 (%)	2018 (%)	2019 (%)
Government buildings*	N/A	60	56↓
Sports grounds	50	53	56
Public transport	65	58	54
Bus, tram and train stops	60	55	52
Billboards*	N/A	43	41
Road sides*	N/A	47	45
Any of the above	73	80	80
None of the above	27	20	20

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

*Additional categories added in 2018.

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to believe that alcohol advertising should be banned at sports grounds (60% compared with 51%), on public transport (57% compared with 51%), and on billboards (43% compared with 38%).
- Australians aged 50 years and over are more likely than 18-49 year olds to believe that alcohol advertising should be banned at sports grounds (71% compared with 49%), at government buildings (69% compared with 51%), on public transport (69% compared with 48%), on bus, tram and train stops (66% compared with 46%), road sides (58% compared with 40%) and billboards (52% compared with 36%).

CLOSING TIME FOR PUBS, CLUBS AND BARS

85% of Australians believe that pubs, clubs and bars should close at 3am or earlier.

When asked what time they believe pubs, clubs and bars should close, 23% of Australians nominated a closing time of midnight, 16% chose 3am, 17% chose 2am, 16% chose 1am, 12% chose 11pm, 8% believe that they should stay open for 24 hours and 7% are unsure.

The proportion of Australians who believe that pubs, clubs and bars should close at midnight decreased in 2019 (23% down from 26% in 2017) and the proportion who think that pubs, clubs and bars should close at 1am increased in 2019 (16% up from 13% to 2017).



The following table provides an overview of what time Australians believe pubs, clubs and bars should close, in 2013-17 and 2019.

	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2019 (%)
11pm	15	13	15	15	12	12
Midnight	27	27	24	25	26	23↓
1am	14	17	17	18	13	16↑
2am	12	14	13	14	15	17
3am	12	10	12	10	16	16
They should be open for 24 hours	8	6	7	8	9	8
Don't know	12	13	11	10	9	7

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Men (12%) are more likely than women (4%) to believe that pubs, clubs and bars should be open 24 hours.
- Australians aged 50 years and older are more likely than 18-49 year olds to think that pubs, clubs and bars should close at 11pm (19% compared with 10%) and midnight (31% compared with 20%).
- Australians aged 18-49 years are more likely than those aged 50 years and older to believe that pubs, clubs and bars should close at 2am (19% compared with 13%) and 3am (20% compared with 6%).

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

50% of Australians support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

Half of Australians (50%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 40% do not support this and 10% are unsure.

The following table provides an overview of Australians' support for increasing the tax on alcohol, between 2011 and 2019.



	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Support increasing the tax on alcohol	46	39	41	47	48	51	54	47	50↑
Do not support increasing the tax on alcohol	46	48	46	41	40	35	37	42	40
Don't know	8	13	13	12	12	14	10	11	10

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Women (53%) are more likely than men (47%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.
- Australians aged 25-34 years (55%) are more likely than those aged 50 years and over (47%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

SUPPORT FOR INTRODUCING A MINIMUM PRICE FOR ALCOHOL

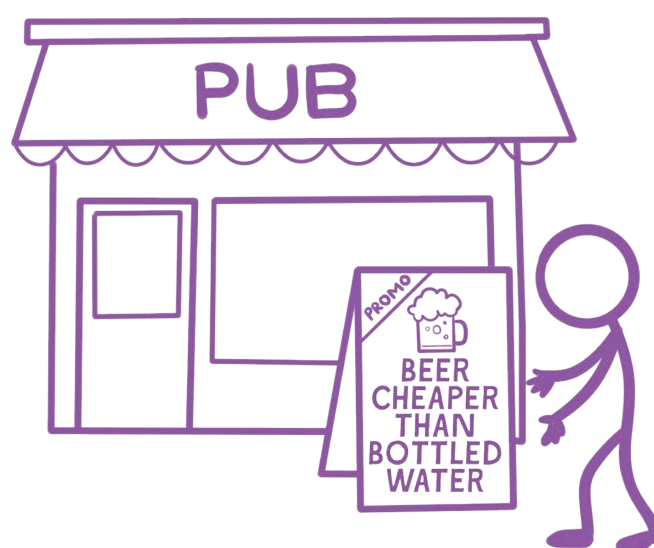
59% of Australians believe that government should ensure that alcohol products are not sold below the price of bottled water or soft drinks.

Half of Australians (50%) support the introduction of a minimum price for alcohol to prevent the sale of very cheap alcohol.

For the first time, Australians were asked in 2019 whether they support the introduction of a minimum price for alcohol to prevent the sale of very cheap alcohol and whether they believe governments should ensure alcohol is not sold below the price of bottled water or soft drinks.

Six in ten Australians (59%) believe that governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks (given that cheap alcohol products are preferred drinks purchased by the heaviest of drinkers), while 29% do not believe this and 12% are unsure.

Half of Australians (50%) support introducing a minimum price for alcohol to prevent the sale of very cheap alcohol while 36% do not support this and 14% are unsure.



The following table provides an overview of Australians' support for these price-related measures.

	GOVERNMENT SHOULD ENSURE THAT ALCOHOL PRODUCTS ARE NOT SOLD BELOW THE PRICE OF BOTTLED WATER OR SOFT DRINKS	INTRODUCING A MINIMUM PRICE FOR ALCOHOL TO PREVENT THE SALE OF VERY CHEAP ALCOHOL
Support	59	50
Do not support	29	36
Don't know	12	14

Analysis of demographic results revealed that:

- Women (64%) are more likely than men (54%) to believe that governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks.
- Women (54%) are more likely than men (46%) to support introducing a minimum price for alcohol to prevent the sale of very cheap alcohol.
- Australians aged 50 years and older (63%) are more likely than 35-49 year olds (56%) to believe that governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks.

STRATEGIES TO REDUCE ALCOHOL-RELATED VIOLENCE

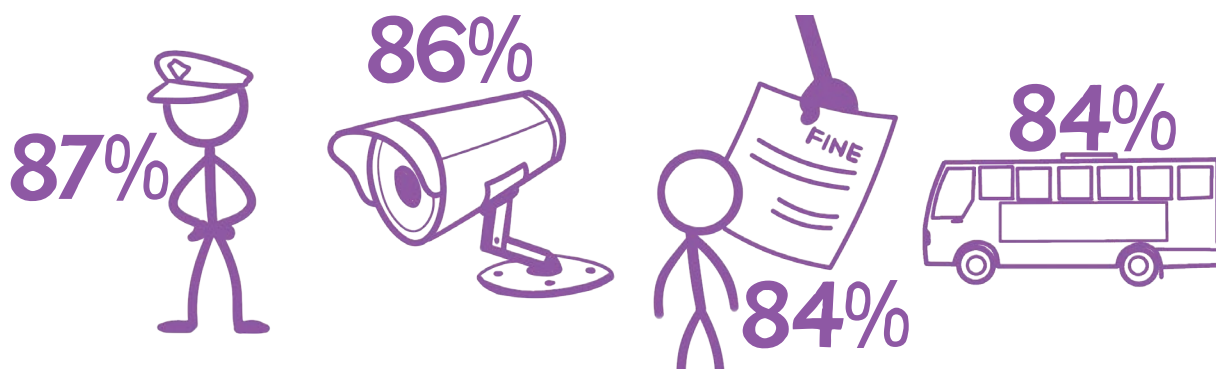
87% of Australians support increasing police numbers at times and places where alcohol-related violence is greater.

86% of Australians support introducing or increasing CCTV in and around licensed venues.

84% of Australians support increasing penalties for people involved in alcohol-related violence.

84% of Australians support introducing more public transport options in areas where there are pubs, clubs and bars.

Australians were asked whether they support a number of policies to reduce alcohol-related violence. Australians are most likely to support increasing police numbers at times and places where alcohol-related violence is greater (87%), introducing or increasing closed-circuit television (CCTV) in and around licensed venues (86%), increasing penalties for people involved in alcohol-related violence (84%) and introducing more public transport options in areas where there are pubs, clubs and bars (84%).



The following table provides an overview of the level of support Australians have for alcohol policies to reduce violence, in 2014–17 and 2019.

	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2019 (%)
Increasing police numbers at times and places where alcohol-related violence is greater	87	85	84	86	87
Introducing or increasing CCTV in and around licensed venues	85	84	85	88	86
Increasing penalties for people involved in alcohol-related violence	88	86	87	87	84↓
Introducing more public transport options in areas where there are pubs, clubs and bars	82	83	82	86	84
Introducing identification (ID) scanners	68	74	73	73	74
Stopping the sale of alcohol 30 minutes before closing time	74	73	73	71	70
Placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	61	60	65	66	62↓
Not allowing alcohol to be sold for less than \$1 per standard drink	64	64	63	65	62
Introducing a 1am lockout for pubs, clubs and bars	66	64	66	59	56
Stopping the sale of alcohol and energy drinks after midnight	60	57	61	58	54↓
Stopping the sale of shots after 10pm	54	52	58	54	51

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

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to support:
 - introducing or increasing CCTV in and around licensed venues (88% compared with 83%)
 - stopping the sale of alcohol 30 minutes before closing time (73% compared with 66%)
 - not allowing alcohol to be sold for less than \$1 per standard drink (68% compared with 56%)
 - increasing police numbers at times and places where alcohol-related violence is greater (90% compared with 84%)
 - increasing penalties for people involved in alcohol-related violence (87% compared with 81%)
 - introducing more public transport options in areas where there are pubs, clubs and bars (86% compared with 81%).

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

		AUS (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Alcohol as the drug that causes the most harm to Australians	32	38*	30	23*	35	34
2	Australia has a problem with alcohol	66	69	62	62	69	71
3	More needs to be done to reduce alcohol-related harm	75	76	71	75	80*	78
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	53	52	49	52	62*	55
5	Believe political parties should not be able to receive donations from the alcohol industry	70	66	72	74	72	71
6	Believe alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	70	70	67	71	74	71

*denotes a significant difference from the Australian average.

1.2 ALCOHOL CONSUMPTION BEHAVIOURS

		AUS (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Consumes alcohol	82	84	81	82	81	82
<i>Proportion of those who consume alcohol</i>							
2	1-2 standard drinks on a 'typical occasion'	51	48	56	46	53	50
3	3-5 standard drinks on a 'typical occasion'	31	30	29	30	31	38*
4	6+ standard drinks on a 'typical occasion'	16	20	11*	22*	14	11*
5	Increased alcohol consumption in past 12 months	15	18	16	13	8*	12
6	Comfortable with how much they drink	66	63	65	71	77*	66
7	Drink to get drunk	47	49	47	50	36*	44
8	Ordered alcohol online for home delivery in past 12 months	33	39	35	27	26*	29

*denotes a significant difference from the Australian average.

1.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		AUS (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Aware of the Guidelines	57	56	53	54	60	68*
<i>Proportion of those aware of the Guidelines</i>							
2	Know that two standard drinks is the maximum to minimise long-term harm	31	28	24*	31	39*	44*
3	Know that four standard drinks is the maximum to minimise short-term harm	9	8	8	10	11	9
<i>Proportion of total respondents</i>							
4	Know zero is the recommended maximum drinks per day when pregnant	78	76	73	79	90*	83*
5	Affected by alcohol-related violence	38	41	34	38	34	38

*denotes significantly different from the Australian average.

1.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		AUS (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
<i>Proportion of total respondents</i>							
1	Support health warning labels on alcohol products alerting to risk of alcohol-related health conditions	76	77	70*	77	76	83*
2	Believe there are places where alcohol advertising should be banned	80	81	81	72*	79	86*
3	Concerned about children's exposure to alcohol advertising and promotion when they are online	52	54	49	47	51	57
4	Governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks	59	60	56	56	64	65*
5	Support introducing a minimum price for alcohol	50	53	45	48	47	55
6	Support increasing tax on alcohol	50	54	48	43*	43*	53

*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	32
2	Australia has a problem with alcohol	62	70*
3	More needs to be done to reduce alcohol-related harm	73	78*
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	53	52
5	Believe political parties should not be able to receive donations from the alcohol industry	68	73*
6	Believe alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	68	72

*denotes a significant difference between men and women.

2.2 ALCOHOL CONSUMPTION BEHAVIOURS

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Consumes alcohol	85*	79
<i>Proportion of those who consume alcohol</i>			
2	1-2 standard drinks on a 'typical occasion'	43	59*
3	3-5 standard drinks on a 'typical occasion'	34*	27
4	6+ standard drinks on a 'typical occasion'	21*	12
5	Increased alcohol consumption in past 12 months	16	13
6	Comfortable with how much they drink	63	70*
7	Drink to get drunk	51*	43
8	Ordered alcohol online for home delivery in past 12 months	39*	28

*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	56	57
<i>Proportion of those aware of the Guidelines</i>			
2	Know that two standard drinks is the maximum to minimise long-term harm	32	30
3	Know that four standard drinks is the maximum to minimise short-term harm	10	8
<i>Proportion of total respondents</i>			
4	Know zero is the recommended maximum drinks per day when pregnant	72	84*
5	Affected by alcohol-related violence	36	40

*denotes a significant difference between men and women.

2.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		MEN (%)	WOMEN (%)
<i>Proportion of total respondents</i>			
1	Support health warning labels on alcohol products alerting to risk of alcohol-related health conditions	71	80*
2	Believe there are places where alcohol advertising should be banned	80	80
3	Concerned about children's exposure to alcohol advertising and promotion when they are online	51	53
4	Governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks	54	64*
5	Support introducing a minimum price for alcohol	46	54*
6	Support increasing tax on alcohol products	47	53*

*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	29	37	31	30
2	Australia has a problem with alcohol	63	68	66	66
3	More needs to be done to reduce alcohol-related harm	71	73	74	80
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	45	46	48	66
5	Believe political parties should not be able to receive donations from the alcohol industry	70	69	66	77
6	Believe alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	63	68	68	78

3.2 ALCOHOL CONSUMPTION BEHAVIOURS

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50+ YEARS (%)
<i>Proportion of total respondents</i>					
1	Consume alcohol	82	83	84	79
<i>Proportion of those who consume alcohol</i>					
2	1-2 standard drinks on a 'typical occasion'	35	49	50	61
3	3-5 standard drinks on a 'typical occasion'	37	36	27	27
4	6+ standard drinks on a 'typical occasion'	24	13	20	10
5	Increased alcohol consumption in past 12 months	30	18	14	6
6	Comfortable with how much they drink	62	61	66	73
7	Drink to get drunk	76	65	47	18
8	Ordered alcohol online for home delivery in past 12 months	28	50	28	28

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	56	64	51	57
<i>Proportion of those aware of the guidelines</i>					
2	Know that two standard drinks is the maximum to minimise long-term harm	18	23	38	38
3	Know that four standard drinks is the maximum to minimise short-term harm	12	6	12	7
<i>Proportion of total respondents</i>					
4	Know zero is the recommended maximum drinks per day when pregnant	72	67	78	89
5	Affected by alcohol-related violence	47	42	37	30

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	Support health warning labels on alcohol products alerting to risk of alcohol-related health conditions	75	74	72	82
2	Believe there are places where alcohol advertising should be banned	80	84	72	85
3	Concerned about children's exposure to alcohol advertising and promotion when they are online	58	51	47	54
4	Governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks	58	60	56	63
5	Support introducing a minimum price for alcohol	48	53	48	51
6	Support increasing tax on alcohol products	52	55	49	47

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	30	29	33	39
2	Australia has a problem with alcohol	61	59	73	76
3	More needs to be done to reduce alcohol-related harm	72	71	79	82
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	56	48	52	57
5	Believe political parties should not be able to receive donations from the alcohol industry	63	70	74	74
6	Believe alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	69	66	72	76

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	58	62	54	47
<i>Proportion of those aware of the Guidelines</i>					
2	Know that two standard drinks is the maximum to minimise long-term harm	44	31	29	18
3	Know that four standard drinks is the maximum to minimise short-term harm	11	10	9	4
<i>Proportion of total respondents</i>					
4	Know zero is the recommended maximum drinks per day when pregnant	81	74	80	80
5	Affected by alcohol-related violence	39	39	37	36

4.3 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
<i>Proportion of total respondents</i>					
1	Support health warning labels on alcohol products alerting to risk of alcohol-related health conditions	71	71	82	83
2	Believe there are places where alcohol advertising should be banned	68	78	84	87
3	Concerned about children's exposure to alcohol advertising and promotion when they are online	43	44	58	66
4	Governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks	49	55	66	69
5	Support introducing a minimum price for alcohol	38	45	55	65
6	Support increasing tax on alcohol products	31	44	56	73

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	33	33	36
2	Australia has a problem with alcohol	70	62	79
3	More needs to be done to reduce alcohol-related harm	80	73	76
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	49	62	45
5	Believe political parties should not be able to receive donations from the alcohol industry	69	73	73
6	Believe alcohol industry has a conflict of interest if it is involved in developing government/public policy on alcohol control, while also making money from the sale of alcohol products	73	67	73

5.2 ALCOHOL CONSUMPTION BEHAVIOURS

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Consumes alcohol	84	85	84
<i>Proportion of those who consume alcohol</i>				
2	1-2 standard drinks on a 'typical occasion'	52	51	46
3	3-5 standard drinks on a 'typical occasion'	30	34	31
4	6+ standard drinks on a 'typical occasion'	17	14	19
5	Increased alcohol consumption in past 12 months	16	14	20
6	Comfortable with how much they drink	71	63	65
7	Drink to get drunk	50	44	66
8	Ordered alcohol online for home delivery in past 12 months	35	38	36

5.3 AWARENESS AND EXPERIENCES OF ALCOHOL HARM

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Aware of the Guidelines	61	58	61
<i>Proportion of those aware of the Guidelines</i>				
2	Know that two standard drinks is the maximum to minimise long-term harm	31	35	28
3	Know that four standard drinks is the maximum to minimise short-term harm	11	8	8
<i>Proportion of total respondents</i>				
4	Know zero is the recommended maximum drinks per day when pregnant	79	76	80
5	Affected by alcohol-related violence	43	33	46

5.4 PERSPECTIVES ON ALCOHOL-RELATED POLICIES

		ALP (%)	COALITION (%)	GREENS (%)
<i>Proportion of total respondents</i>				
1	Support health warning labels on alcohol products alerting to risk of alcohol-related health conditions	80	73	79
2	Believe there are places where alcohol advertising should be banned	83	81	85
3	Concerned about children's exposure to alcohol advertising and promotion when they are online	55	47	54
4	Governments should ensure that alcohol products are not sold below the price of bottled water or soft drinks	62	55	64
5	Support introducing a minimum price for alcohol	52	46	55
6	Support increasing tax on alcohol products	51	49	52

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10 YEARS
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ALCOHOL
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ATTITUDES & BEHAVIOURS

**STOPPING
HARM**
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