

ANNUAL

ALCOHOL

POLL 2017



ATTITUDES AND BEHAVIOURS

fare



Foundation for Alcohol
Research & Education

About the Foundation for Alcohol Research and Education

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

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

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

In that time FARE has helped more than 750 communities and organisations, and backed more than 1,400 projects around Australia.

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

FARE is focused on the future and asks for your support to continue our vital work. Whether you are an individual, or represent an organisation, small business, or large corporation, we look forward to discussing ways we can work together to stop the harm caused by alcohol, which has an impact on too many lives every year.

You can get involved by making a tax deductible donation, or stay in touch by subscribing to our newsletter, and connecting with FARE on Facebook and Twitter. You can also contact us by phone at 02 6122 8600, email at info@fare.org.au, or mail to PO Box 19, Deakin West, ACT 2600.

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Overview

The Foundation for Alcohol Research and Education's (FARE) Annual Alcohol Poll (the Poll) assesses Australians attitudes towards alcohol, alcohol consumption behaviours, awareness and experiences of alcohol harm, and perspectives on various alcohol policies. In 2017, the Poll was carried out by Galaxy Research for the eighth consecutive year.

The Poll continues to show that a vast majority of those surveyed are concerned about alcohol, with 78% of respondents indicating that they believe Australia has a problem with excess drinking or alcohol abuse, 74% believing that alcohol-related problems in Australia will worsen or remain the same over the next five to ten years, and 81% believing that more needs to be done to reduce the harm caused by alcohol. The proportion of people who believe more needs to be done to reduce the harm caused by alcohol has increased since 2016 (up from 78%).

Community perceptions of the alcohol industry are poor, suggesting the community is deeply sceptical about the industry's motivations and business tactics. The majority of Australians continue to believe that the alcohol industry targets people under the age of 18 years (57%), that it has too much influence with governments (57%) and that it makes political donations to influence policy (55%). In addition, the majority (72%) of Australians believe that political parties should not be able to receive donations from the alcohol industry and that the alcohol industry should pay for reducing alcohol harm (74%).

There is further evidence of community cynicism towards the alcohol industry with less than half of Australians believing they could trust information provided by the alcohol industry on the number of standard drinks indicated on alcohol products (48%), responsible drinking (40%), drinking during pregnancy (27%), underage drinking (24%), and the health benefits of certain alcohol products (16%).

Drinking to get drunk and reasons for drinking

While the proportion of Australians who consume alcohol remains largely unchanged, the proportion of Australians reporting drinking to get drunk has increased. In 2017, 77% of Australian adults indicated that they consume alcohol, consistent with 2016 (78%) and 2015 (79%). The proportion of Australians who drink to get drunk increased to 44% (up from 37% in 2016 and 34% in 2015). Wine continues to be preferred ahead of other alcoholic beverages, with 29% of Australians indicating this, followed by regular strength beer (21%).

For the first time since 2010, Australians who identified they had increased or decreased their consumption of alcohol over the past 12 months were asked what the reasons were for this change. People who had increased their consumption attributed this to socialising more, including at pubs and clubs (40%), needing to drink to feel happy or overcome depression/feeling upset (30%), feeling more stressed (29%), or being influenced by the increased alcohol consumption of friends and family (29%). In contrast, those who had decreased their consumption attributed this to wanting to improve their health (49%), a weight concern (24%) and financial reasons meaning they could not afford to drink as much as they had previously (23%).

Awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines) increased from 53% in 2016 to 58% in 2017. The proportion of Australians correctly estimating the recommended number of standard drinks a person can consume to minimise long-term harm (38%) and short term-harm (7%) remained largely consistent with 2016's findings. An increase in the proportion of Australians who correctly identified that pregnant women should avoid alcohol altogether was observed in 2017 (80% compared with 74% in both 2015 and 2016).

The 2017 Poll asked Australians about their experiences of alcohol-related violence. One third of Australians (35%) indicated they have been affected by alcohol-related violence (up from 29% in 2016), with 48% of these Australians indicating they have been affected by alcohol-related violence in the last 12 months. One in five (21%) parents with a child under 18 reported that their child has been harmed or put at risk of harm because of someone else's drinking (compared with 23% in 2016).

Family violence and protecting children

For the first time, Australians were asked in 2017 if they perceived a link between alcohol and family and domestic violence. An overwhelming majority (92%) of Australians believe there is a link, with 80% of these Australians indicating that governments should be doing more to address the role alcohol plays in family and domestic violence.

In 2017, there was an increase in the proportion of parents who believe their child under the age of 18 has been exposed to alcohol advertising (77% up from 71% in 2016). Almost half of parents indicated that their child has been exposed to alcohol advertising at a supermarket or shopping centre (49%), while outside on the street (billboards/posters) (45%), through the radio, television or cinema (43%), or at a licensed venue (restaurant or club) (42%).

More than two thirds (68%) of Australians support placing a ban on alcohol advertising on television before 8.30pm, consistent with 2016 (70%). Just over half of Australians (55%) believe alcohol sponsorship should not be allowed at sporting events. The majority of Australians continue to support a range of other policy measures including a closing time for pubs, clubs and bars of no later than 3am (82%), and increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems (54%).

The approach

The Foundation for Alcohol Research and Education (FARE) carried out nation-wide polling for the eighth 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 2017 nation-wide Poll. It also provides, where available, information about trends between 2010 and 2017.

As in previous years, the Poll was commissioned by FARE and conducted by Galaxy Research. Galaxy Research is an Australian market research company which conducts opinion polling throughout the country 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 2011 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 Galaxy Research 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 Monday 9 January 2017 and was completed on Friday 13 January 2017. The respondents were aged 18 years and older, distributed throughout Australia as follows:

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

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

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

Reporting of demographic differences focus on gender and age. In the case of age, on some occasions, adjacent age categories have been combined (such as '18-24 year olds and 25-34 year olds', into '18-34 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



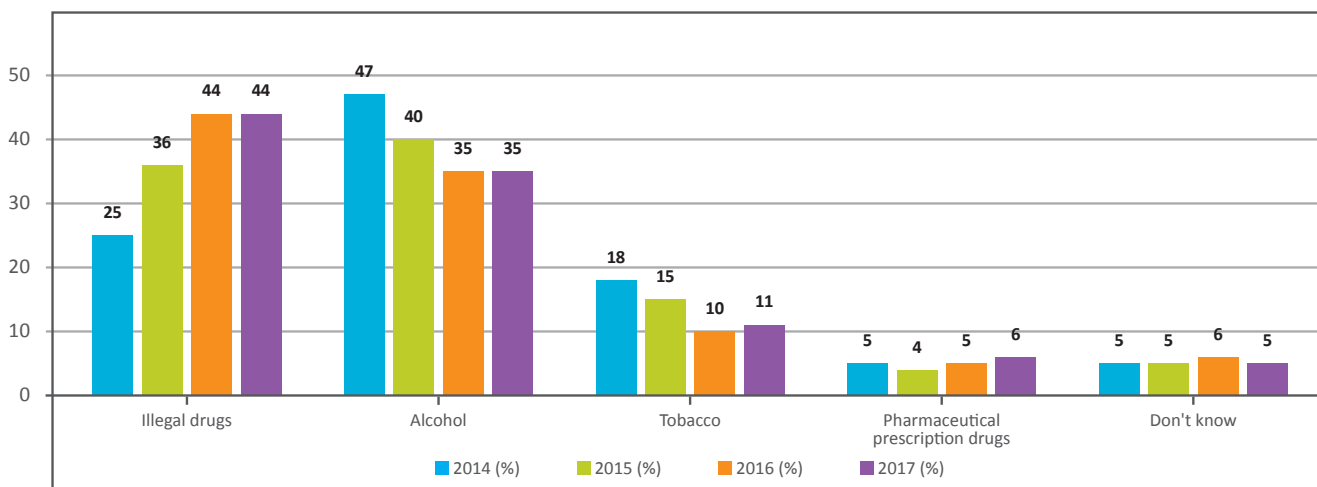
REGULAR DRINKERS
ten or more standard drinks
per week

Perceptions of the most harmful drug in Australia

- 35% of Australians consider alcohol to be the drug that causes the most harm, behind illegal drugs (44%) and ahead of tobacco (11%) and pharmaceuticals (6%).

One third of Australians (35%) consider alcohol to be the drug that causes the most harm in Australia, behind illegal drugs (44%) and ahead of tobacco (11%) and pharmaceuticals and prescription drugs (6%), while 5% of Australians are unsure. This is consistent with 2016 results following an increase in the perceived harm being caused to Australians by illegal drugs in 2015 and 2016.

The following graph provides an overview of community perceptions of the drug that causes the most harm to Australians between 2014 and 2017.



Analysis of demographic results revealed that:

- Men (39%) are more likely than women (31%) to think that alcohol is the drug that causes the most harm to Australians. However, this gender difference is isolated to younger Australians 18-24 years (48% men compared with 24% of women in the same age cohort) and older Australians 50 years and older (44% men compared with 26% of women).
- In contrast, women are more likely than men to think that illegal drugs (46% compared to 41%) or tobacco (13% compared to 9%) is the drug that causes the most harm to Australians.

Australia's problem with alcohol

- **78% of people believe that Australia has a problem with excess drinking or alcohol abuse.**

More than three quarters (78%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 12% do not believe this and 9% are unsure. This is consistent with 2016 results.

The following table provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse, between 2010 and 2017.

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

Analysis of demographic results revealed that:

- Women (82%) are more likely than men (75%) to believe that Australia has a problem with alcohol.
- Those aged 50 years and over (83%) are more likely than 35-49 year olds (75%) to believe that Australia has a problem with alcohol.

Concerns associated with alcohol

- **Australians are most concerned about alcohol-related road traffic accidents (78%), violence (76%) and child abuse and neglect (71%).**

The three main alcohol-related problems associated with excess drinking or alcohol abuse that Australians are most concerned about are road traffic accidents (78%), violence (76%) and child abuse and neglect (71%). The top three concerns remain consistent with 2016, however, there has been a decrease in the proportion of Australians concerned about alcohol-related violence (from 79% to 76%), and an increase in the proportion of Australians concerned about alcohol-related child abuse and neglect (from 64% to 71%) and harm to unborn babies from exposure to alcohol in-utero (from 50% to 54%).

The following table provides an overview of the alcohol-related problems Australians are most concerned about, from 2012 to 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to express concern about alcohol-related road traffic accidents (83% compared with 73%), alcohol-related violence (80% compared with 72%) and child abuse and neglect (76% compared with 66%).
- People aged 50 years and over are more concerned than 35-49 year olds, 25-34 year olds and 18-24 year olds, about alcohol-related crime (65% compared with 55%, 49% and 57% respectively) and child abuse and neglect (80% compared with 69%, 65% and 69% respectively).

Worsening of alcohol-related problems in Australia

- **74% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to ten years.**

More than twice as many Australians believe that alcohol-related problems will get worse over the next five to ten years (40%), compared with those who think that there will be a reduction in alcohol-related problems (15%). A further 34% believe that there will be no change and 11% are unsure. The proportion of Australians who believe that alcohol-related problems will get worse or remain the same (74%) is consistent with 2016 (73%) and 2015 (71%).

The following table provides an overview of Australian perceptions on whether alcohol-related problems will be reduced, unchanged, or get worse, between 2012 and 2017.

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



BELIEVE THAT ALCOHOL-RELATED PROBLEMS IN AUSTRALIA WILL GET WORSE OR REMAIN THE SAME OVER THE NEXT FIVE TO 10 YEARS



Analysis of demographic results revealed that:

- Men (20%) are more likely than women (11%) to believe that alcohol-related problems will reduce over the next 5-10 years.
- Australians aged 50 years and over (52%) are more likely than 35-49 year olds (40%), 25-34 year olds (32%) and 18-24 year olds (28%) to believe that alcohol-related problems will get worse over the next 5-10 years.

Actions to address alcohol-related harm

- **81% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.**
- **The majority of Australians believe that governments (61%), alcohol companies (69%), and clubs and pubs (63%) are not doing enough to address the harm caused by alcohol in Australia.**

The majority (81%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 9% do not believe more needs to be done and 10% are unsure. This represents an increase from 2016 (78%).

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 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

More than six in ten Australians (61%) believe that governments are not doing enough to address alcohol misuse, with 15% believing they are doing enough and 24% unsure. The proportion of Australians who believe governments are not doing enough has remained consistent with 2016 (59%).

More than two thirds of Australians (69%) believe that alcohol companies are not doing enough to address alcohol misuse, with 13% believing they are doing enough and 18% unsure. This is consistent with 2016 (70%).

Almost two thirds of Australians (63%) believe that clubs and pubs are not doing enough to address alcohol misuse, with 20% believing they are doing enough and 17% unsure. This is consistent with 2016 findings (65%).

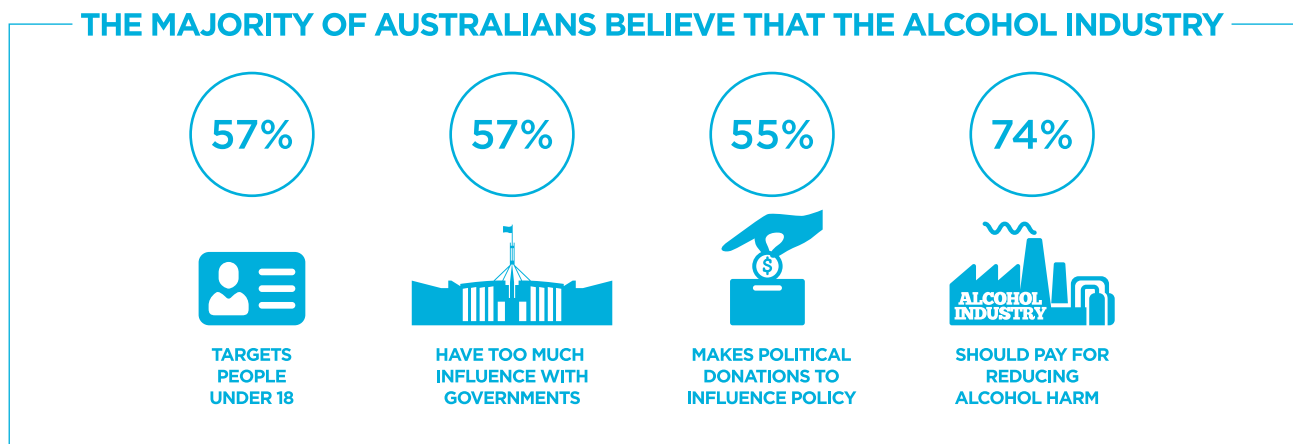
The following table provides an overview of Australians' attitudes towards who is not doing enough to address alcohol misuse, between 2011 and 2017.

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

Analysis of demographic results revealed that:

- Women (83%) are more likely than men (78%) to believe more needs to be done to address alcohol-related harm.
- Australians 50 years and over (89%) are more likely than 35-49 year olds (79%) and 25-34 year olds (72%) to believe more needs to be done to address alcohol-related harm.
- Australians 18-24 years (84%) are more likely than 25-34 year olds (72%) to believe more needs to be done to address alcohol-related harm.
- Australians 50 years and over (65%) are more likely than 25-34 year olds (57%) to think that governments are not doing enough to address alcohol-related harm.
- Women (72%) are more likely than men (67%) to think that alcohol companies are not doing enough to address alcohol-related harm.
- Australians aged 50 years and over (74%) are more likely than 35-49 year olds (68%) and 25-34 year olds (66%) to think that alcohol companies are not doing enough to address alcohol-related harm.

Alcohol industry influence



- 57% of Australians believe that the alcohol industry targets young people under 18 years of age.
- 57% of Australians believe that the alcohol industry has too much influence with governments.
- 55% of Australians believe that the alcohol industry makes political donations to influence policy.
- 74% of Australians believe that the alcohol industry should pay for reducing alcohol harm.
- 72% of Australians believe that political parties should not be able to accept donations from the alcohol industry.

Australians were asked a range of questions about their perception of the alcohol industry's influence. More than half of Australians (57%) believe that the alcohol industry targets young people under 18 years of age, while 32% do not and 11% are unsure.

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

More than half of Australians (55%) believe that the alcohol industry makes political donations to influence policy, while 12% do not and 33% are unsure.

The majority of Australians (74%) believe that the alcohol industry should pay for reducing alcohol harm while 16% do not and 11% are unsure. This represents an increase from 2016.

When asked whether they believe political parties should be able to accept donations from the alcohol industry, more than two thirds of Australians (72%) said they believe that political parties should not be able to accept donations from the alcohol industry, 15% that they should be able to and 13% were unsure. This is consistent with 2015 findings (69%).

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

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

Analysis of demographic results revealed that:

- Women (59%) are more likely than men (54%) to believe that the alcohol industry targets young people under the age of 18.
- Australians aged 50 years and over (65%) are more likely than 35-49 year olds (53%), 25-34 year olds (55%) and 18-24 year olds (51%) to believe that the alcohol industry targets young people under 18.
- Australians aged 50 years and over (63%) are more likely than 35-49 year olds (56%), 25-34 year olds (55%) and 18-24 year olds (54%) to believe that the alcohol industry has too much influence with governments.
- Men are more likely than women to believe that the alcohol industry makes political donations to influence policy (60% compared with 50%).
- Australians aged 50 years and over (59%) are more likely than 18-34 year olds (52%) to believe that the alcohol industry makes political donations to influence policy.
- Australians aged 50 years and over (76%) are more likely than 18-24 year olds (68%) to believe that the alcohol industry should pay for reducing alcohol harm.
- Women (77%) are more likely than men (67%) to think that political parties should not be able to receive donations from the alcohol industry.
- Australians aged 50 years and older (76%) are more likely than 18-24 year olds (65%) to think that political parties should not be able to receive donations from the alcohol industry.

Trust in information provided by the alcohol industry

- **34% of Australians would not trust a range of information provided by the alcohol industry.**

For the first time, Australians were asked in 2017 whether they would trust a range of different types of information provided by the alcohol industry. Fewer than half of Australians (48%) said that they would trust the number of standard drinks on alcohol products, and 40% information on responsible drinking. Only 27% of Australians would trust alcohol industry information on drinking during pregnancy, 24% information on underage drinking, and 16% information on the health benefits of certain alcohol products. Around one third of Australians (34%) would not trust any of the types of information provided by the alcohol industry.

The following table provides an overview of the proportion of Australians who believe that information on different topics provided by the alcohol industry can be trusted.

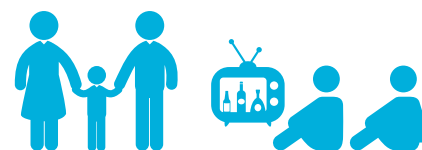
	2017(%)
Number of standard drinks on alcohol products	48
Responsible drinking	40
Drinking during pregnancy	27
Underage drinking	24
Health benefits of certain alcohol products	16
None of the above	34

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

Children's exposure to alcohol advertising

- 77% of parents and guardians with children under 18 years of age say their children have been exposed to alcohol advertising.

More than three quarters of parents and guardians (77%) believe that their child under 18 years of age has been exposed to alcohol advertising, while 15% believe they have not been exposed and 9% are unsure. This represents an increase from 2016 (71%).



The main ways in which parents and guardians believe their children under 18 have been exposed to alcohol advertising include at a supermarket/shopping centre (49%), while outside on the street (for instance, billboards, posters) (45%), via radio, television or at the cinema (43%), at a licensed venue (such as a club or restaurant) (42%), at an event (including sporting, music, cultural and other events) (37%) and via social media/internet (34%).

When compared with 2016 results, there is an increase in the proportion of parents and guardians who believed their children under 18 were exposed to alcohol advertising while outside on the street (from 37% to 45%), at a licensed venue (from 35% to 42%) and on social media/internet (from 26% to 34%).

The following table provides an overview of the different ways in which parents and guardians believe their children under 18 years of age have been exposed to alcohol advertising in 2016 and 2017.

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

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 2017 data only).

ALCOHOL CONSUMPTION BEHAVIOURS

Frequency of consuming alcohol

- Alcohol is consumed by 77% of Australian adults.
- 76% of Australian drinkers consume alcohol on two days or fewer per week, while 24% consume alcohol on three days or more per week.

Alcohol is consumed by 77% of Australian adults. This is consistent with 2016 where alcohol was consumed by 78% of people.

The following table provides an overview of alcohol consumption by gender, between 2010 and 2017.

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

Analysis of demographic results revealed that:

- Men (80%) are more likely than women (74%) to consume alcohol. This is consistent with 2016 results.
- Australians 25-34 years (86%) and 35-49 years (79%) are more likely than those 18-24 years (72%) and 50 years and older (72%) to consume alcohol.

On average, Australian drinkers consume alcohol 1.6 days a week. This is consistent with previous years, with Australian drinkers consuming alcohol on average 1.7 days a week in 2015 and 2016. While the majority of Australian drinkers (76%) consume alcohol on two days or less per week, 20% consume alcohol on three to six days per week and 4% of Australians drink daily.

The following table provides an overview of the number of occasions alcohol is consumed per week, between 2010 and 2017.

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

Analysis of demographic results revealed that:

- Men who consume alcohol are more likely to drink on more occasions per week, with 29% of men consuming alcohol three times or more a week compared with 19% of women.
- Older Australians who consume alcohol are more likely to drink on more occasions in one week, with 29% of those aged 35-49 years and 31% of those 50 years and over consuming alcohol on three or more days a week, compared with 18% of 25-34 year olds and 11% of 18-24 year olds.

Amount of alcohol consumed

- 50% of Australian drinkers consume one or two standard drinks on a typical occasion and 48% drink three or more standard drinks.
- 16% of drinkers consume six or more standard drinks on a typical occasion.

On a typical occasion, half (50%) of Australian drinkers consume one or two standard drinks of alcohol, 48% drink three or more standard drinks and a further 2% cannot state with certainty how much they typically consume. In 2017 more Australian drinkers reported drinking 3-5 standard drinks on a typical occasion (from 28% up to 32%) and fewer reported drinking only 1-2 standard drinks on a typical occasion (from 56% down to 50%), when compared with 2016 results.

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 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Women (56%) are more likely than men (44%) to consume one to two standard drinks in one sitting, and men (54%) are more likely than women (42%) to consume three or more standard drinks in one sitting.
- 18-24 year olds (28%) are more likely than those aged 25-49 year olds (18%), who are in turn more likely than those 50 years and over (6%), to consume six or more standard drinks on a typical occasion.
- People aged 50 years and over (67%) are more likely than 35-49 year olds (47%), 25-34 year olds (43%) and 18-24 year olds (35%) to consume one or two standard drinks per occasion.



Alcohol product preferences

- Australian drinkers most often consume bottled wine (29%), regular strength beer (21%) and spirits (17%).
- Bottled wine is consumed regularly or sometimes, by the majority of Australians who drink alcohol (55%), followed by spirits (49%) and regular strength beer (45%).

When asked what type of alcohol they consume most often, Australian drinkers reported that they mainly consume bottled wine (29%), regular strength beer (21%) and spirits (17%).

The following table provides an overview of the types of alcoholic beverages that Australian drinkers consume most often, between 2012 and 2017.



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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

The survey also asked Australian drinkers about any beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (55%) of Australians who drink alcohol, followed by spirits (49%) and regular strength beer (45%). This represents a decrease in the proportion of Australians who are consuming bottled wine and an increase in the proportion who are drinking regular strength beer since 2016.

The following table provides an overview of the types of alcoholic beverages that Australians consume either regularly or from time to time, between 2012 and 2017.

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

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 2017 data only).

Analysis of demographic results revealed that:

- Women are more likely to choose bottled wine (40%) as their main drink of choice, while regular strength beer is favoured by men (32%).
- Men are more likely than women to mainly drink mid strength beer (11% compared to 5%), regular strength beer (32% compared to 10%) or cask wine (6% compared to 3%).
- Australians aged 50 years and over (39%) are more likely than 35-49 year olds (32%), 25-34 year olds (26%) and 18-24 year olds (8%) to mainly drink bottled wine.
- Australians aged 50 years and over (10%) are more likely than 35-49 year olds (3%), 25-34 year olds (2%) and 18-24 year olds (1%) to mainly drink cask wine.
- 18-24 year olds (53%) are more likely than 25-34 year olds (40%), 35-49 year olds (30%), and those aged 50 years and over (21%), to drink cider regularly or sometimes.

Drinking to get drunk

- 44% of drinkers, more than five million Australians, consume alcohol to get drunk.
- Of the people who report drinking to get drunk, 47% consider themselves to be drunk when they are slurring their speech or losing their balance.



More than four in ten (44%) Australian drinkers consume alcohol with the intention of getting drunk, equating to more than five million Australians. This represents an increase from 2016 (37%).

Almost one in five (21%) Australian drinkers consume alcohol to get drunk less than once a month, while 12% drink to get drunk at least once a week.

The following table provides an overview of Australians who reported drinking to get drunk between 2011 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. Almost half of Australians (47%) who drink to get drunk perceive slurring speech or losing balance as the main indicator of drunkenness, followed by starting to feel relaxed (37%), and being over the legal blood alcohol limit to drive (12%).

The following table provides an overview of perception of drunkenness between 2012 and 2017 among Australians who reported drinking to get drunk.

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

Analysis of demographic results revealed that:

- Men (49%) are more likely than women (39%) to drink to get drunk.
- 18-24 year olds (70%) and 25-34 year olds (59%) are more likely than 35-49 year olds (44%) and those 50 years and over (16%), to drink to get drunk.

Being influenced by alcohol promotions

- 74% of Australian drinkers have been influenced by a promotion when purchasing alcohol.

Almost three quarters of Australian drinkers (74%) have been influenced by promotions when purchasing alcohol up from 68% in 2016. Most notably there has been an increase in the proportion of Australian drinkers who bought more alcohol than planned because it was discounted (35% compared with 28% in 2016).

The following table provides an overview of whether drinkers have been influenced by a promotion when purchasing alcohol, and in what way, between 2014 and 2017.

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

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 2017 data only).

**BUY 1
GET 1
FREE** 

74%

OF AUSTRALIAN DRINKERS
HAVE BEEN INFLUENCED
BY A PROMOTION
WHEN PURCHASING ALCOHOL

Analysis of demographic results revealed that:

- 18-49 year olds are more likely than those aged 50 years and over to have bought more alcohol than planned because the price was discounted (40% compared with 21%), to have bought a particular type of alcohol because of a discount voucher on the bottom of a shopping receipt (25% compared with 17%), and to have bought a particular type of alcohol because of a free gift or giveaway (20% compared with 7%).

Perception of individual consumption

- 70% of Australian drinkers are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink and 6% admit to being uncomfortable.
- 45% of Australian drinkers indicated there was no change in their alcohol consumption over the past year, 38% had reduced their alcohol consumption or given up, and 16% had increased their alcohol consumption.
- The main reasons people gave for drinking more were that they had been socialising more or going out more to pubs and clubs (40%), needing to drink to feel happier/they had been feeling depressed or upset (30%), being under more stress than they used to be (29%) and that their friends or family are drinking more (29%).
- The main reasons people gave for drinking less were that they want to improve their health (49%), a weight concern (24%) and financial reasons – not being able to afford to drink as much (23%).

The majority (70%) of Australian drinkers are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink, 6% admit to being uncomfortable and 2% are unsure. This has remained consistent with 2016 results.

The following table provides an overview of Australians who feel comfortable with their drinking, between 2011 and 2017.

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

When asked about whether their consumption had changed from 12 months ago, 45% of drinkers indicated there has been no perceivable change in drinking habits over the past year, 38% of drinkers have reduced their alcohol intake or given up in the past 12 months, 16% of drinkers have increased their alcohol intake and 1% are not sure. The proportion of Australians who increased their drinking is higher in 2017 (up from 13% in 2016).

The following table provides an overview of changes in drinking habits, between 2010 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- People aged 50 years and over (82%) are more likely than 35-49 year olds (64%), 25-34 year olds (64%), and 18-24 year olds (74%) to feel comfortable with how much alcohol they consume.
- 18-24 year olds (35%), 25-34 year olds (22%) and 35-49 year olds (14%) are more likely than those aged 50 years and over (4%) to have reported an increase in their alcohol consumption over the previous 12 months.

For the first time since 2010, 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%), needing to drink to feel happier/they had been feeling depressed or upset (30%), being under more stress than they used to be (29%), their friends or family are drinking more (29%), they have more money than they used to and can afford to drink more alcohol (22%) and that their circumstances had changed (21%).

The following table provides an overview of the reasons why people increased their consumption of alcohol over the past 12 months.

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

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

Analysis of demographic results revealed that:

- Men (35%) are more likely than women (21%) to be drinking more because their friends and family are drinking more.
- 18-34 year olds are more likely than those 35 years and older to be drinking more because they have been socialising more or going out more to pubs and clubs (49% compared with 24%) and because their friends or family are drinking more (36% compared with 16%).
- 18-24 year olds (42%) are more likely than those 25 years and older (14%) to be drinking more because they have more money than they used to so they can afford to drink more alcohol.



For the first time since 2010, 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 (49%), they had a weight concern (24%), financial reasons – not being able to afford to drink as much (23%), that their social environment had changed and that used to influence how much they drank (19%), that 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) (5%).



The following table provides an overview of the reasons why people decreased their consumption of alcohol over the past 12 months.

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

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

Analysis of demographic results revealed that:

- Men are more likely than women to be drinking less because they want to improve their health (55% compared with 43%), for financial reasons – they can't afford to drink as much (31% compared with 15%) and because they are under pressure from others to reduce their drinking (family, friends or employer) (7% compared with 2%).
- 25-49 year olds are more likely than those 50 years and older to be drinking less because they want to improve their health (55% compared with 36%) and because they had a weight concern (28% compared with 14%).
- 18-24 year olds are more likely than those 25 years and older to be drinking less because their social environment has changed and that used to influence how much they drank (40% compared with 16%) and because their alcohol intake was having too much impact on their life (29% compared with 10%).



The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- 58% of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but relatively few (16%) are also aware of the content.



More than half (58%) of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), an increase from 53% in 2016 and on par with 2015 figures.

The following table provides an overview of Australians' awareness of the Guidelines, between 2011 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Australians aged 18-24 years (70%) are more likely than 35-49 year olds (55%) and those 50 years and older (53%) to be aware of the Guidelines.

The recommended number of drinks to reduce risk of harm

- 38% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise long term risks is two standard drinks in one day.
- 7% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise short-term risks is four standard drinks in one drinking session.

Of the people who indicated an awareness of the Guidelines, 38% correctly estimated that the recommended number of standard drinks a person can consume to minimise the long-term risk of alcohol-related harm is two in one day. More than one third of Australians (37%) made incorrect estimates and 25% do not know. The proportion of Australians who made incorrect estimates increased in 2017 (up from 30% in 2016).

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 2017.

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

Of the people who had some awareness of the Guidelines, only 7% know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four. The majority (65%) of people made incorrect estimates and 28% do not know. The proportion of Australians who made incorrect estimates increased in 2017 (up from 58% in 2016).

The following table provides an overview of awareness of the maximum number of standard drinks in one sitting to minimise short-term risks, between 2011 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Men (9%) are more likely than women (5%) to know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four.
- Men (25%) are more likely than women (10%) to overestimate the number of standard drinks to avoid long-term harm, citing more than two drinks per day.
- Men (11%) are also more likely than women (5%) to overestimate the number of standard drinks recommended to avoid short-term harm, citing more than four drinks on a single drinking occasion.

Alcohol guidelines for pregnant women

- **80% of Australians correctly identify that a pregnant woman should not consume alcohol to avoid harm to the fetus on any one day, 13% believe a pregnant woman can consume one to two drinks, 2% believe it is three or more drinks and 5% are unsure.**



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 (80%) are aware that pregnant women should not consume any alcohol on any one day, 13% believe they can consume one to two drinks, 2% believe it is three or more drinks and 5% are unsure. This represents an increase from 2016, where 74% of Australians were aware that pregnant women should not consume any alcohol to avoid harm to the fetus.

The following table provides an overview of awareness of the number of standard drinks for pregnant women to avoid harm to the fetus on any one day, between 2012 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Women (83%) are more likely than men (76%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.
- Those 50 years and older (88%) are more likely than 35-49 year olds (80%), 25-34 year olds (71%) and 18-24 year olds (75%) 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 misuse

- **Less than half of Australians are aware of the link between alcohol misuse and stroke (42%), mouth and throat cancer (25%) and breast cancer (15%).**

Most Australians associate illnesses such as cirrhosis of the liver (78%) and liver cancer (68%) with alcohol misuse. However, fewer Australians are aware of the link between alcohol misuse and heart disease (51%), stroke (42%), mouth and throat cancer (25%) and breast cancer (15%). A small number of people (4%) are unaware that alcohol is linked with any of the conditions mentioned above. The proportion of Australians who link alcohol to liver cancer (68% down from 71%) and mouth and throat cancer (25% down from 30%) has declined in 2017.

The following table provides an overview of Australian perceptions of the link between alcohol misuse and various long-term health conditions, in 2011, 2014, 2016 and 2017.

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

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 2017 data only).

Analysis of demographic results and consumption trends revealed that:

- Men are more likely than women to perceive a link between alcohol misuse and heart disease (54% compared with 48%) and cancer of the mouth and throat (28% compared with 22%), while women are more likely to perceive a link between alcohol misuse and cirrhosis of the liver (82% compared with 74%).
- 18-24 year olds (63%) and 25-34 year olds (68%) are less likely than 35-49 year olds (82%) and those aged 50 years and over (89%) to perceive a link between alcohol misuse and liver cirrhosis.
- Those 50 years and older (57%) are less likely than 35-49 year olds (72%), 25-34 year olds (70%) and 18-24 year olds (77%) to perceive a link between alcohol misuse and liver cancer.

Experiences of alcohol-related violence

- 35% of Australians have been affected by alcohol-related violence, including 19% who have been victims of alcohol-related violence.
- Among those who have ever been affected by alcohol-related violence, 48% have been affected by alcohol-related violence in the last 12 months, including 17% who have been victims of alcohol-related violence.
- Among those who have been victims of alcohol-related violence in the last 12 months, 52% say a current or former spouse/partner/boyfriend/girlfriend was responsible, 30% a parent or guardian, 24% a stranger and 21% another relative.
- According to those affected by alcohol-related violence in the last 12 months, the majority of alcohol-related violence occurred at their home (39%), outside a pub, club or bar (19%), at a park or beach (14%), and at a pub, club or bar (13%).
- 41% of those affected by alcohol-related violence in the last 12 months say they had also been drinking.

More than one third of Australians (35%) have been affected by alcohol-related violence, including 19% who have been victims of alcohol-related violence, and 24% who have had a family member or friend affected. These results represent an increase from 2016.

The following table provides an overview of experiences of alcohol-related violence from 2011-2017.

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

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 2017 data only).

Analysis of demographic results revealed that:

- Women (41%) are more likely than men (29%) to have been affected by alcohol-related violence. Women are also more likely than men to have been direct victims of alcohol-related violence (23% compared with 15%) and to have a family member or friend who has been the victim of alcohol-related violence (28% compared with 20%).
- 25-34 year old men (25%) are more likely than 18-24 year old men (11%), 35-49 year old men (17%), and men 50 years and older (7%), to have been a victim of alcohol-related violence.



For the first time, Australians who have ever been affected by alcohol-related violence were asked whether they had been affected by alcohol-related violence in the last 12 months. Overall, nearly half (48%) of those who have ever been affected by alcohol related violence have been affected by alcohol-related violence in the last 12 months, including 17% who have been victims of alcohol-related violence, and 36% who have had a family member or friend affected.

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

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

- Men (22%) are more likely than women (14%) to have been a victim of alcohol-related violence in the last 12 months.
- 18-34 year olds (25%) are more likely than those 35 years and older (11%) to have been a victim of alcohol-related violence in the last 12 months.

Those who have been a victim of alcohol-related violence in the last 12 months were asked which persons under the influence of or affected by alcohol were responsible for the violence. Among those who have been victims of alcohol-related violence in the last 12 months, 52% stated that a current or former spouse/partner/boyfriend/girlfriend was responsible, 30% a parent or guardian, 24% a stranger, 21% another relative, 19% a person known to them but not a relative/partner and 2% someone else.

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

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

For the first time, those who have been a victim of alcohol-related violence in the last 12 months were asked in 2017 where the majority of the alcohol-related violence occurred. Those affected reported that the majority of alcohol-related violence occurred at their home (39%), outside a pub, club or bar (19%), at a park or beach (14%), at a pub, club or bar (13%), at a friend's home (7%), at the perpetrator's home (4%), at their workplace (2%) or another location (3%).

	2017 (%)
At your home	39
Outside a pub, club or bar	19
At a park or beach	14
At a pub, club or bar	13
At a friend's home	7
At the perpetrator's home	4
At your workplace	2
Other	3

For the first time, those who had been a victim of alcohol-related violence in the last 12 months were asked in 2017 whether they had also been drinking at the time they were affected by the alcohol-related violence. Around four in ten Australians (41%) who have been victims of alcohol-related violence in the last 12 months had also been drinking when the violence occurred, 54% said they had not been drinking and 4% were unsure.

Alcohol and family and domestic violence



- The majority (92%) of Australians think that there is a link between alcohol and family and domestic violence.
- Among those who think there is a link, 80% think that governments should be doing more to address the role alcohol plays in family and domestic violence.

For the first time, Australians were asked in 2017 whether they thought there was a link between alcohol and family and domestic violence. The majority of Australians (92%) believe that there is a link between alcohol and family and domestic violence while just 3% do not believe this. The remaining 5% are unsure.

Analysis of demographic results revealed that:

- Those 50 years and older (96%) are more likely than those 35-49 years (92%), those 25-34 years (87%), and those 18-24 years (91%), to believe that there is a link between alcohol and family and domestic violence.

Those who believe that there is a link between alcohol and family and domestic violence were asked whether they thought that governments should be doing more to address the role alcohol plays in family and domestic violence. The majority (80%) of those who believe there is a link think governments should be doing more to address the role alcohol plays in family and domestic violence, while 5% do not and 14% are unsure.



Analysis of demographic results revealed that:

- 18-24 year olds (86%) are more likely than those 35 years and older (79%) to believe that governments should be doing more to address the role alcohol plays in family and domestic violence.

Harm and risk of harm to children under 18 years from someone else's drinking

- 21% 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 (12%), neglected in some way (9%), physically abused (7%) or been in the car with a driver who was over the legal blood alcohol limit (7%).

One in five (21%) parents or guardians with children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking. When asked in what way their child has been harmed or put at risk, most commonly a child has been verbally abused (12%), neglected in some way (9%), been in the car with a driver who was over the legal blood alcohol limit (7%) or physically abused (7%).

A purple rounded rectangle containing a white circle with the number '21%' inside. Below the circle is a white silhouette of a family consisting of a man, a woman, and two children. To the right of the circle and family is white text.

21%
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.

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.

	2015 (%)	2016 (%)	2017 (%)
They have been verbally abused	11	13	12
They have been neglected in some way	8	11	9
They have been in a car with a driver who was over the legal blood alcohol limit	6	10	7
They have been physically abused	6	7	7
<i>Total: Child has been harmed or put at risk in some way</i>	<i>20</i>	<i>23</i>	<i>21</i>
None	80	77	79

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

Influence of alcohol on behaviour

- The majority of Australian drinkers (90%) believe that people are more likely to engage in a range of negative behaviours during or after drinking alcohol. This includes eating unhealthy food (69%), smoking tobacco/cigarettes (60%), engaging in risky sexual behaviour (56%), gambling (42%) and consuming/taking illicit drugs (35%).

For the first time, Australians who drink were asked in 2017 whether they thought people were more likely to engage in negative behaviours during or after drinking alcohol. Seven in ten (69%) Australian drinkers thought people were more likely to eat unhealthy food during or after drinking alcohol, 60% smoke tobacco/cigarettes, 56% engage in risky sexual behaviour, 42% gamble and 35% consume/take illicit drugs.

The following table provides an overview of the behaviours drinkers are thought to be more likely to engage in during or after drinking alcohol.

	2017 (%)
Eat unhealthy food	69
Smoke tobacco/cigarettes	60
Engage in risky sexual behaviour	56
Gamble	42
Consume/take illicit drugs	35
None of the above	10

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 believe that people are more likely to smoke tobacco/cigarettes (64% compared to 57%) and consume/take illicit drugs (39% compared to 30%) during or after drinking alcohol.
- 18-24 year olds (45%) and 25-34 year olds (39%) are more likely than those 35-49 years (30%) and those 50 years and older (31%) to believe that people are more likely to consume/take illicit drugs during or after drinking alcohol.
- 18-24 year olds (65%) are more likely than 25-34 year olds (52%), 35-49 year olds (55%) and those 50 years and older (56%) to believe that people are more likely to engage in risky sexual behaviour during or after consuming alcohol.

Regulating alcohol advertising

- 55% of Australians believe that alcohol sponsorship should not be allowed at sporting events.
- 68% of Australians support a ban on alcohol advertising on television before 8.30pm.
- 73% believe gambling advertising should be phased out from television during sporting broadcasts.
- 63% believe alcohol advertising should be phased out from television during sporting broadcasts.
- 53% believe junk food advertising should be phased out from television during sporting broadcasts.

More than half of Australians (55%) believe that alcohol sponsorship should not be allowed at sporting events, while 31% think it should be allowed and 13% are unsure. This represents a decrease from 2016, where 60% of Australians believed that alcohol sponsorship should not be allowed at sporting events, but an increase since the question was first asked in 2011.

The following table provides an overview of Australians' attitudes about alcohol sponsorship at sporting events.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

More than two thirds of Australian adults (68%) support a ban on alcohol advertising on television before 8.30pm seven days a week, while 25% of people are opposed to the ban, and 8% are unsure.

The following table provides an overview of Australians' support for a ban on alcohol advertising on television before 8.30pm, between 2011 and 2017.



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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Women (62%) are more likely than men (48%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Australians aged 50 years and over (67%) are more likely than 35-49 year olds (55%), 25-34 year olds (46%) and 18-24 year olds (47%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Women (76%) are more likely than men (60%) to support a ban on alcohol advertising on television before 8:30pm.
- Australians aged 50 years and over (75%) are more likely than 35-49 year olds (68%), 25-34 year olds (64%) and 18-24 year olds (60%) to support a ban on alcohol advertising on television before 8.30pm.

For the first time, Australians were asked in 2017 whether they thought gambling, alcohol and junk food advertising should be phased out during sporting broadcasts. Almost three quarters of Australians (73%) believe that gambling advertising should be phased out during sporting broadcasts, while 63% think alcohol advertising should be phased out and 53% think junk food advertising should be phased out during sporting broadcasts.

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

AGREE SHOULD BE PHASED OUT	2017 (%)
Gambling advertising	73
Alcohol advertising	63
Junk food advertising	53

Analysis of demographic results revealed that:

- Women are more likely than men to believe that gambling advertising (78% compared with 68%), alcohol advertising (70% compared with 56%) and junk food advertising (57% compared with 49%) should be phased out during sporting broadcasts.
- Those 50 years and older are more likely than those 18-49 years to believe that gambling advertising (80% compared with 71%), alcohol advertising (72% compared with 59%) and junk food advertising (59% compared with 51%) should be phased out during sporting broadcasts.

Increasing tax to pay for health, education and treatment of alcohol problems

- **54% of Australians support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems.**

Half of Australians (54%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 37% are not supportive and 10% are unsure.

The following table provides an overview of support for increasing the tax on alcohol, between 2011 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Men (43%) are more likely than women (30%) to oppose increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

Closing time for pubs, clubs and bars

- **82% 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, 26% of Australians nominated a closing time of midnight, 16% chose 3am, 15% chose 2am, 13% chose 1am, 12% chose 11pm, 9% believe that they should stay open for 24 hours and 9% are unsure. When compared with 2016 results, the proportion of Australians who believe that pubs, clubs and bars should close at 3am increased in 2017 (up from 10% to 16%).



The following table provides an overview of what time Australians believe pubs, clubs and bars should close, between 2013 and 2017.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Men (13%) are more likely than women (4%) to believe that pubs, clubs and bars should be open 24 hours.
- Australians aged 50 years and over (88%) are more likely than 35-49 year olds (79%), 25-34 year olds (80%) and 18-24 year olds (80%) to believe that pubs, clubs and bars should close at 3am or earlier.

Closing time for bottle shops

- 54% of Australians believe that bottle shops should close at 10pm or earlier.

A quarter (24%) of Australians believe bottle shops should close at 10pm, 23% chose midnight, 15% chose 8pm, 15% chose 9pm, 10% chose 11pm, 7% believe they should be open for 24 hours and 6% are unsure.

The following table provides an overview of what time Australians believe bottle shops should close in 2016 and 2017.

	2016 (%)	2017 (%)
8pm	18	15 ↓
9pm	15	15
10pm	26	24
11pm	11	10
Midnight	18	23 ↑
They should be open for 24 hours	5	7
Don't know	7	6

↑ ↓ denotes a significant change from the previous year's results (applied to 2017 data only).

Analysis of demographic results revealed that:

- Men (10%) are more likely than women (4%) to believe that bottle shops should be open for 24 hours.
- Australians aged 50 years and over (70%) are more likely than 35-49 year olds (53%), 25-34 year olds (44%) and 18-24 year olds (39%) to believe that bottle shops should close at 10pm or earlier.

Having a say on the number of licensed venues in the community

- More than half (52%) of Australians think they do not have enough say in the number of licensed venues in their community.

For the first time since 2011, Australians were asked whether they thought they had enough say in the number of licensed venues in their community. More than half of Australians (52%) believe they do not have enough say while 21% think they do and 28% are unsure. The proportion reporting that they thought they do not have enough say in the number of licensed venues in their community has increased since 2011 (48%).



Strategies to reduce alcohol-related violence

- 88% of Australians support introducing or increasing CCTV in and around licensed venues.
- 87% of Australians support increasing penalties for people involved in alcohol-related violence.
- 86% of Australians support increasing police numbers at times and places where alcohol-related violence is greater.
- 86% 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 introducing or increasing closed-circuit television (CCTV) in and around licensed venues (88%), increasing penalties for people involved in alcohol-related violence (87%), increasing police numbers at times and places where alcohol-related violence is greater (86%) and introducing more public transport options in areas where there are pubs, clubs and bars (86%).

The following table provides an overview of the level of support Australians have for alcohol policies to reduce violence, between 2014 and 2017.

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

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 2017 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to support:
 - a 1am lockout for pubs, clubs and bars (62% compared to 57%)
 - stopping the sale of shots after 10pm (58% compared to 50%)
 - placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm (69% compared to 62%)
 - stopping the sale of alcohol 30 minutes before closing time (77% compared to 66%)
 - not allowing alcohol to be sold for less than \$1 per standard drink (70% compared to 59%)
 - increasing police numbers at times and places where alcohol-related violence is greater (89% compared to 84%)
 - increasing penalties for people involved in alcohol-related violence (89% compared to 86%)
 - introducing more public transport options in areas where there are pubs, clubs and bars (88% compared to 83%).

- Those 50 years and older are more likely than 35-49 year olds, 25-34 year olds and 18-24 year olds to support:
 - a 1am lockout for pubs, clubs and bars (79% compared to 53%, 47% and 54% respectively)
 - stopping the sale of shots after 10pm (67% compared to 52%, 45% and 46% respectively)
 - placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm (73% compared to 62%, 64% and 62% respectively)
 - stopping the sale of alcohol 30 minutes before closing time (77% compared to 72%, 68% and 65% respectively)
 - stopping the sale of alcohol and energy drinks after midnight (73% compared to 54%, 47% and 54% respectively)
 - increasing police numbers at times and places where alcohol-related violence is greater (94% compared to 86%, 82% and 80% respectively)
 - increasing penalties for people involved in alcohol-related violence (92% compared to 87%, 84% and 83% respectively)
 - introducing or increasing CCTV in and around licensed venues (94% compared to 87%, 82% and 84% respectively).

SUMMARY TABLES BY DEMOGRAPHICS

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

1. State and territory

1.1. Attitudes towards alcohol

		AUSTRALIA (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
1	Alcohol as the drug that causes the most harm to Australians	35	33	33	37	38	34
2	Australia has a problem with alcohol	78	79	78	80	75	77
3	More needs to be done to reduce alcohol-related harm	81	83	79	81	82	78
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	74	75	71	73	78	73
5	Governments are not doing enough to address alcohol-related harm	61	60	57	66	64	57
6	Alcohol companies are not doing enough to address alcohol-related harm	69	69	69	71	71	63
7	Clubs and pubs are not doing enough to address alcohol-related harm	63	56*	67	67	70*	59
8	Believe alcohol industry targets young people under 18 years	57	55	58	60	58	53
9	Believe alcohol industry has too much influence with governments	57	52	60	60	60	55
10	Believe alcohol industry makes political donations to influence policy	55	56	51	60	56	48*
11	Believe alcohol industry should pay for reducing alcohol harm	74	73	76	73	76	68*
12	Believe that political parties should not be able to receive donations from the alcohol industry	72	74	68	75	73	69

* denotes a significant difference from the Australian average

1.2. Alcohol consumption behaviours

		AUSTRALIA (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
1	Consumes alcohol	77	79	74	77	78	81
2	1-2 standard drinks on a typical occasion	50	47	55	53	47	48
3	3-5 standard drinks on a typical occasion	32	33	29	32	31	31
4	6+ standard drinks on a typical occasion	16	17	15	13	21	18
5	Increased alcohol consumption in past 12 months	16	16	18	13	15	20
6	Comfortable with how much they drink	70	72	70	70	70	69
7	Drink to get drunk	44	42	52*	39	41	40
8	Influenced by alcohol promotion	74	74	79	73	79	65*

* denotes a significant difference from the Australian average

1.3. Awareness and experiences of alcohol harm

		AUSTRALIA (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
1	Aware of the Guidelines	58	52*	56	60	61	73*
2	Know that two standard drinks is the maximum to avoid long-term harm	38	35	28*	39	46*	56*
3	Know that four standard drinks is the maximum to avoid short-term harm	7	5	5	11	8	7
4	Know zero is the recommended maximum drinks per day when pregnant	80	78	76	80	83	85*
5	Experienced alcohol-related violence	35	33	31	40	32	42*
6	Experienced alcohol-related violence in last 12 months	48	51	47	47	41	44
7	Believe there is a link between alcohol and family and domestic violence	92	93	89	94	91	92
8	Believe governments should be doing more to address the role of alcohol in family and domestic violence	80	82	83	80	78	74*

* denotes a significant difference from the Australian average

1.4. Perspectives on alcohol-related policies

		AUSTRALIA (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
1	Alcohol sponsorship should not be allowed at sporting events	55	53	53	62*	58	53
2	Support ban on alcohol advertising on TV before 8.30pm	68	66	65	74*	69	63
3	Believe gambling advertising should be phased out of sporting broadcasts	73	72	72	76	77	69
4	Believe alcohol advertising should be phased out of sporting broadcasts	63	61	62	66	64	65
5	Believe junk food advertising should be phased out of sporting broadcasts	53	46*	52	59	56	59
6	Support increasing tax on alcohol	54	54	54	54	54	50
7	Support increasing penalties for people involved in alcohol-related violence	87	90	82*	92*	86	82*
8	Support increasing police numbers at times and places where alcohol-related violence is greater	86	87	86	89	87	81*
9	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	88	89	86	89	87	85
10	Support introducing more public transport options in areas where there are pubs, clubs and bars	86	90*	82	86	84	83
11	Support a closing time for pubs, clubs and bars of no later than 3am	82	80	86	83	82	78
12	Support stopping the sale of alcohol 30 minutes before closing time	71	68	74	78*	70	66
13	Support introducing identification (ID) scanners	73	75	73	74	70	73
14	Support introducing a 1am lockout for pubs, clubs and bars	59	57	63	57	60	65
15	Support not allowing alcohol to be sold for less than \$1 per standard drink	65	61	67	68	65	63
16	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	66	67	68	67	66	57*
17	Support stopping the sale of alcohol and energy drinks after midnight	58	55	59	61	58	61
18	Support a closing time for bottle shops of no later than 10pm	54	50	55	56	55	60*
19	Support stopping the sale of shots after 10pm	54	48	58	58	50	58
20	Believe they do not have enough say in the number of licensed venues in the community	52	47	59	54	49	48

* denotes a significant difference from the Australian average

2. Gender

2.1. Attitudes towards alcohol

		MEN (%)	WOMEN (%)
1	Alcohol as the drug that causes the most harm to Australians	39*	31
2	Australia has a problem with alcohol	75	82*
3	More needs to be done to reduce alcohol-related harm	78	83*
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	71	76*
5	Governments are not doing enough to address alcohol-related harm	61	61
6	Alcohol companies are not doing enough to address alcohol-related harm	67	72*
7	Clubs and pubs are not doing enough to address alcohol-related harm	62	64
8	Believe alcohol industry targets young people under 18 years	54	59*
9	Believe alcohol industry has too much influence with governments	58	57
10	Believe alcohol industry makes political donations to influence policy	60*	50
11	Believe alcohol industry should pay for reducing alcohol harm	75	72
12	Believe that political parties should not be able to receive donations from the alcohol industry	67	77*

* denotes a significant difference between men and women

2.2. Alcohol consumption behaviours

		MEN (%)	WOMEN (%)
1	Consumes alcohol	80*	74
2	1-2 standard drinks on a typical occasion	44	56*
3	3-5 standard drinks on a typical occasion	32	32
4	6+ standard drinks on a typical occasion	22*	10
5	Increased alcohol consumption in past 12 months	17	16
6	Comfortable with how much they drink	68	73*
7	Drink to get drunk	49*	39
8	Influenced by alcohol promotion	76	73

* denotes a significant difference between men and women

2.3. Awareness and experiences of alcohol harm

		MEN (%)	WOMEN (%)
1	Aware of the Guidelines	58	59
2	Know that two standard drinks is the maximum to avoid long-term harm	39	38
3	Know that four standard drinks is the maximum to avoid short-term harm	9*	5
4	Know zero is the recommended maximum drinks per day when pregnant	76	83*
5	Experienced alcohol-related violence	29	41*
6	Experienced alcohol-related violence in last 12 months	52	44
7	Believe there is a link between alcohol and family and domestic violence	91	93
8	Believe governments should be doing more to address the role of alcohol in family and domestic violence	79	82

* denotes a significant difference between men and women

2.4. Perspectives on alcohol-related policies

		MEN (%)	WOMEN (%)
1	Alcohol sponsorship should not be allowed at sporting events	48	62*
2	Support ban on alcohol advertising on TV before 8.30pm	60	76*
3	Believe gambling advertising should be phased out of sporting broadcasts	68	78*
4	Believe alcohol advertising should be phased out of sporting broadcasts	56	70*
5	Believe junk food advertising should be phased out of sporting broadcasts	49	57*
6	Support increasing tax on alcohol	51	56*
7	Support increasing penalties for people involved in alcohol-related violence	86	89*
8	Support increasing police numbers at times and places where alcohol-related violence is greater	84	89*
9	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	86	89
10	Support introducing more public transport options in areas where there are pubs, clubs and bars	83	88*
11	Support a closing time for pubs, clubs and bars of no later than 3am	80	84
12	Support stopping the sale of alcohol 30 minutes before closing time	66	77*
13	Support introducing identification (ID) scanners	72	74
14	Support introducing a 1am lockout for pubs, clubs and bars	57	62*
15	Support not allowing alcohol to be sold for less than \$1 per standard drink	59	70*
16	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	62	69*
17	Support stopping the sale of alcohol and energy drinks after midnight	56	60
18	Support a closing time for bottle shops of no later than 10pm	53	55
19	Support stopping the sale of shots after 10pm	50	58*
20	Believe they do not have enough say in the number of licensed venues in the community	54	50

* denotes a significant difference between men and women

3. Age

3.1. Attitudes towards alcohol

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Alcohol as the drug that causes the most harm to Australians	36	33	37	35
2	Australia has a problem with alcohol	79	78	75	83
3	More needs to be done to reduce alcohol-related harm	84	72	79	89
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	61	65	77	83
5	Governments are not doing enough to address alcohol-related harm	59	57	60	65
6	Alcohol companies are not doing enough to address alcohol-related harm	68	66	68	74
7	Clubs and pubs are not doing enough to address alcohol-related harm	60	61	63	66
8	Believe alcohol industry targets young people under 18 years	51	55	53	65
9	Believe alcohol industry has too much influence with governments	54	55	56	63
10	Believe alcohol industry makes political donations to influence policy	52	52	54	59
11	Believe alcohol industry should pay for reducing alcohol harm	68	73	74	76
12	Believe that political parties should not be able to receive donations from the alcohol industry	65	72	70	76

3.2. Alcohol consumption behaviours

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Consume alcohol	72	86	79	72
2	1-2 standard drinks on a typical occasion	35	43	47	67
3	3-5 standard drinks on a typical occasion	30	37	34	26
4	6+ standard drinks on a typical occasion	28	18	18	6
5	Increased alcohol consumption in past 12 months	35	22	14	4
6	Comfortable with how much they drink	74	64	64	82
7	Drink to get drunk	70	59	44	16
8	Influenced by alcohol promotion	77	76	78	67

3.3. Awareness and experiences of alcohol harm

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Aware of the Guidelines	70	63	55	53
2	Know that two standard drinks is the maximum to avoid long-term harm	34	36	41	40
3	Know that four standard drinks is the maximum to avoid short-term harm	6	11	8	3
4	Know zero is the recommended maximum drinks per day when pregnant	75	71	80	88
5	Experienced alcohol-related violence	32	42	37	27
6	Experienced alcohol-related violence in last 12 months	63	56	42	38
7	Believe there is a link between alcohol and family and domestic violence	91	87	92	96
8	Believe governments should be doing more to address the role of alcohol in family and domestic violence	86	81	77	80

3.4. Perspectives on alcohol-related policies

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Alcohol sponsorship should not be allowed at sporting events	47	46	55	67
2	Support ban on alcohol advertising on TV before 8.30pm	60	64	68	75
3	Believe gambling advertising should be phased out of sporting broadcasts	66	71	72	80
4	Believe alcohol advertising should be phased out of sporting broadcasts	58	57	61	72
5	Believe junk food advertising should be phased out of sporting broadcasts	48	49	53	59
6	Support increasing tax on alcohol	56	54	51	55
7	Support increasing penalties for people involved in alcohol-related violence	83	84	87	92
8	Support increasing police numbers at times and places where alcohol-related violence is greater	80	82	86	94
9	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	84	82	87	94
10	Support introducing more public transport options in areas where there are pubs, clubs and bars	83	86	86	87
11	Support a closing time for pubs, clubs and bars of no later than 3am	80	80	79	88
12	Support stopping the sale of alcohol 30 minutes before closing time	65	68	72	77
13	Support introducing identification (ID) scanners	77	65	71	81
14	Support introducing a 1am lockout for pubs, clubs and bars	54	47	53	79
15	Support not allowing alcohol to be sold for less than \$1 per standard drink	57	61	67	69
16	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	62	64	62	73
17	Support stopping the sale of alcohol and energy drinks after midnight	54	47	54	73
18	Support a closing time for bottle shops of no later than 10pm	39	44	53	70
19	Support stopping the sale of shots after 10pm	46	45	52	67
20	Believe they do not have enough say in the number of licensed venues in the community	53	50	47	58

4. Consumption

4.1. Attitudes towards alcohol

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Alcohol as the drug that causes the most harm to Australians	29	34	36	40
2	Australia has a problem with alcohol	71	77	79	86
3	More needs to be done to reduce alcohol-related harm	72	79	84	86
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	77	72	75	72
5	Governments are not doing enough to address alcohol-related harm	50	58	64	70
6	Alcohol companies are not doing enough to address alcohol-related harm	57	68	68	82
7	Clubs and pubs are not doing enough to address alcohol-related harm	51	61	65	72
8	Believe alcohol industry targets young people under 18 years	53	50	58	68
9	Believe alcohol industry has too much influence with governments	50	55	56	68
10	Believe alcohol industry makes political donations to influence policy	56	52	52	62
11	Believe alcohol industry should pay for reducing alcohol harm	66	73	74	79
12	Believe that political parties should not be able to receive donations from the alcohol industry	62	70	75	78

4.2. Awareness and experiences of alcohol harm

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Aware of the Guidelines	65	62	57	50
2	Know that two standard drinks is the maximum to avoid long-term harm	45	36	36	39
3	Know that four standard drinks is the maximum to avoid short-term harm	10	6	7	5
4	Know zero is the recommended maximum drinks per day when pregnant	84	76	81	79
5	Experienced alcohol-related violence	35	35	36	33
6	Experienced alcohol-related violence in last 12 months	45	55	47	40
7	Believe there is a link between alcohol and family and domestic violence	91	90	92	95
8	Believe governments should be doing more to address the role of alcohol in family and domestic violence	71	79	84	84

4.3. Perspectives on alcohol-related policies

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Alcohol sponsorship should not be allowed at sporting events	41	49	55	75
2	Support ban on alcohol advertising on TV before 8.30pm	58	64	71	76
	Believe gambling advertising should be phased out of sporting broadcasts	66	70	77	78
4	Believe alcohol advertising should be phased out of sporting broadcasts	49	58	67	75
5	Believe junk food advertising should be phased out of sporting broadcasts	49	58	51	51
6	Support increasing tax on alcohol	32	48	57	74
7	Support increasing penalties for people involved in alcohol-related violence	88	86	88	87
8	Support increasing police numbers at times and places where alcohol-related violence is greater	84	84	89	87
9	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	88	86	90	87
10	Support introducing more public transport options in areas where there are pubs, clubs and bars	90	88	85	80
11	Support a closing time for pubs, clubs and bars of no later than 3am	75	83	84	82
12	Support stopping the sale of alcohol 30 minutes before closing time	56	67	76	83
13	Support introducing identification (ID) scanners	67	74	73	78
14	Support introducing a 1am lockout for pubs, clubs and bars	48	51	64	75
15	Support not allowing alcohol to be sold for less than \$1 per standard drink	53	61	67	75
16	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	54	64	65	79
17	Support stopping the sale of alcohol and energy drinks after midnight	51	52	56	74
18	Support a closing time for bottle shops of no later than 10pm	49	51	53	63
19	Support stopping the sale of shots after 10pm	43	45	55	72
20	Believe they do not have enough say in the number of licensed venues in the community	43	53	48	61

5. Voting intentions

5.1. Attitudes towards alcohol

		ALP (%)	COALITION (%)	GREENS (%)
1	Alcohol as the drug that causes the most harm to Australians	36	31	48
2	Australia has a problem with alcohol	83	75	79
3	More needs to be done to reduce alcohol-related harm	86	77	78
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	75	70	74
5	Governments are not doing enough to address alcohol-related harm	64	56	65
6	Alcohol companies are not doing enough to address alcohol-related harm	71	66	74
7	Clubs and pubs are not doing enough to address alcohol-related harm	62	64	60
8	Believe alcohol industry targets young people under 18 years	59	54	61
9	Believe alcohol industry has too much influence with governments	58	56	61
10	Believe alcohol industry makes political donations to influence policy	55	59	60
11	Believe alcohol industry should pay for reducing alcohol harm	76	76	72
12	Believe that political parties should not be able to receive donations from the alcohol industry	72	68	79

5.2. Alcohol consumption behaviours

		ALP (%)	COALITION (%)	GREENS (%)
1	Consume alcohol	75	84	81
2	1-2 standard drinks on a typical occasion	48	56	46
3	3-5 standard drinks on a typical occasion	33	29	28
4	6+ standard drinks on a typical occasion	17	14	26
5	Increased alcohol consumption in past 12 months	16	20	19
6	Comfortable with how much they drink	70	69	68
7	Drink to get drunk	46	45	57
8	Influenced by alcohol promotion	73	77	78

5.3. Awareness and experiences of alcohol harm

		ALP (%)	COALITION (%)	GREENS (%)
1	Aware of the Guidelines	56	66	60
2	Know that two standard drinks is the maximum to avoid long-term harm	40	40	37
3	Know that four standard drinks is the maximum to avoid short-term harm	8	6	10
4	Know zero is the recommended maximum drinks per day when pregnant	79	77	84
5	Experienced alcohol-related violence	32	33	43
6	Experienced alcohol-related violence in last 12 months	53	53	37
7	Believe there is a link between alcohol and family and domestic violence	93	92	90
8	Believe governments should be doing more to address the role of alcohol in family and domestic violence	86	75	83

5.4. Perspectives on alcohol-related policies

		ALP (%)	COALITION (%)	GREENS (%)
1	Alcohol sponsorship should not be allowed at sporting events	58	50	62
2	Support ban on alcohol advertising on TV before 8.30pm	66	64	78
3	Believe gambling advertising should be phased out of sporting broadcasts	74	70	76
4	Believe alcohol advertising should be phased out of sporting broadcasts	62	57	71
5	Believe junk food advertising should be phased out of sporting broadcasts	47	54	64
6	Support increasing tax on alcohol	56	49	57
7	Support increasing penalties for people involved in alcohol-related violence	87	86	86
8	Support increasing police numbers at times and places where alcohol-related violence is greater	88	86	82
9	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	90	87	84
10	Support introducing more public transport options in areas where there are pubs, clubs and bars	88	83	89
11	Support a closing time for pubs, clubs and bars of no later than 3am	84	87	76
12	Support stopping the sale of alcohol 30 minutes before closing time	73	71	65
13	Support introducing identification (ID) scanners	76	75	68
14	Support introducing a 1am lockout for pubs, clubs and bars	64	58	45
15	Support not allowing alcohol to be sold for less than \$1 per standard drink	65	66	63
16	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	66	63	60
17	Support stopping the sale of alcohol and energy drinks after midnight	57	60	47
18	Support a closing time for bottle shops of no later than 10pm	56	59	42
19	Support stopping the sale of shots after 10pm	52	56	45
20	Believe they do not have enough say in the number of licensed venues in the community	53	52	48

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