



Foundation for Alcohol
Research & Education



2014

Foundation for Alcohol
Research and Education
**Annual Alcohol Poll:
Attitudes and Behaviours**



About the Foundation for Alcohol Research and Education

The Foundation for Alcohol Research and Education (FARE) is an independent charitable organisation working to prevent the harmful use of alcohol in Australia. Our mission is to help Australia change the way it drinks by:

- helping communities to prevent and reduce alcohol-related harms;
- building the case for alcohol policy reform; and
- engaging Australians in conversations about our drinking culture.

FARE is guided by the World Health Organization's *Global Strategy to Reduce the Harmful Use of Alcohol*^[1] for addressing alcohol-related harms through population-based strategies, problem-directed policies, and direct interventions.

If you would like to contribute to FARE's important work, call us on (02) 6122 8600 or email fare@fare.org.au. All donations to FARE over \$2 are tax deductible.

^[1] World Health Organization (2010). *Global strategy to reduce the harmful use of alcohol*. Geneva: World Health Organization.

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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 trends, awareness of the risks associated with alcohol use and perspectives on various alcohol policies. In 2014, the Poll was carried out by Galaxy Research for the fifth consecutive year.

Consistent with previous years, the Poll found that the majority of Australians (78%) believe that Australia has a problem with excess drinking or alcohol abuse, and 76% believe that alcohol-related problems in Australia will get worse or remain the same over the next five to 10 years. The majority (79%) of Australians also believe that more needs to be done to address alcohol-related harms, with people believing that governments (64%), alcohol companies (69%), and clubs and pubs (69%) are not doing enough to address alcohol-related harms.

Over three quarters (79%) of Australians consume alcohol. This is similar to last year and less than 2011 (84%). The majority of Australian drinkers (77%) limit themselves to consuming alcohol on two days per week or less, while 23% consume alcohol on three days per week or more. The proportion of drinkers consuming alcohol two days a week or less has increased since 2010, where the corresponding figure was 69%.

The majority of Australian drinkers (55%) will consume one to two standard drinks on a typical occasion, compared to 43% who consume three or more drinks. This represents a significant shift from 2013 where the corresponding figures were 47% and 50%. One in six (15%) drinkers consume more than six standard drinks on a typical occasion, which is consistent with 2012 and 2013. There has been a decrease in the proportion of Australians who drink alcohol to get drunk, with 36% or 4.2 million Australians indicating that they engage in this behaviour, down from 40% in 2013.

The Poll also included selected Alcohol Use Disorders Identification Test (AUDIT) questions, which aim to identify people with hazardous or harmful patterns of alcohol consumption. These questions revealed that in the previous 12 months, 24% of Australian drinkers had not been able to stop drinking once they started, 22% could not remember what had happened the night before, and 31% had a feeling of guilt or remorse after drinking. Gen Y are most likely to report all three of these behaviours (31%, 28% and 45% respectively).

Consistent with previous years, Australians prefer to drink alcohol at home, with 59% of drinkers saying this is where they are most likely to consume alcohol. Australian drinkers mainly consume bottled wine (33%), followed by regular strength beer (21%) and spirits (19%).

For the first time in 2014, drinkers were asked about the behaviours they engage in after consuming alcohol. Almost two-thirds of drinkers (63%) have ever engaged in a negative behaviour after drinking alcohol (including vomiting, having an argument or driving a car), with 30% of drinkers having done so in the previous 12 months.

For the first time, the Poll also asked whether drinkers have consumed alcohol on a social occasion because it was expected, even though they had not planned to drink, with over one-third (35%) of drinkers reporting this. Non-drinkers were also asked a further question to investigate why they do not drink. The main reason non-drinkers gave for not drinking alcohol is not having an interest in drinking (60%), followed by not liking the taste of alcohol (32%) and being discouraged from drinking by seeing bad examples of what alcohol can do (23%).

Awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines) continues to be low. While the majority of Australians state that they are aware of the existence of the Guidelines (52%), only 39% know that no more than two standard drinks is recommended to avoid long-term risks of alcohol-related harm, and only 7% know that no more than four standard drinks is recommended on one occasion to avoid short-term harms. Fewer than half of Australians are aware of the link between alcohol misuse and stroke (47%), mouth and throat cancer (29%) and breast cancer (17%).

More than one-third (37%) of Australians have been affected by alcohol-related violence, and 70% have been negatively affected by someone else's drinking in some way (including property damage and physical abuse). When asked whether they consider it safe in built up areas in the city or centre of town on a Saturday night, far more Australians consider it unsafe (64%) than safe (27%), with the vast majority (92%) citing people affected by alcohol as the main reason for a city or centre of town being unsafe.

There is majority support for most areas of alcohol policy reform such as placing health information labels on alcohol products (66%), placing a ban on alcohol advertising on weekends and weekdays before 8.30pm (67%) and not allowing alcohol sponsorship at sporting events (55%). There is also majority support for various strategies to reduce alcohol-related violence, including increasing penalties for people involved in alcohol-related violence (88%), increasing police numbers at times and places where alcohol-related violence is greater (87%) and a closing time for pubs, clubs and bars of no later than 3am (81%).

The Approach

The Foundation for Alcohol Research and Education (FARE) carried out nation-wide polling for the fifth 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; and
- Determining current perspectives on various alcohol-related policies.

This report provides an overview of the findings of the 2014 nation-wide Poll. It also provides, where available, information regarding trends between 2010 and 2014.

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

The sample for this survey is selected among panel members with quotas applied to ensure that it reflects the current population. The results of the Poll are weighted by age, sex and capital city/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 1,545 respondents. A sample size of 1,545 allows accuracy within $\pm 2.5\%$ at the 95% confidence interval.

The questionnaire was designed by Galaxy Research in consultation with FARE. The questionnaire was transferred into Quest 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 13 January 2014 and was completed on Thursday 16 January 2014. The respondents were aged 18 years and older distributed throughout Australia as follows:

- New South Wales (NSW) – 324
- Victoria (VIC) – 311
- Queensland (QLD) – 278
- South Australia (SA) – 231
- Western Australia (WA) – 245
- Australian Capital Territory (ACT) / Tasmania / Northern Territory (NT) – 156

In this report, a number of questions are analysed by states and territories. The ACT, NT and Tasmania are not used in these analyses because sufficient data for comparison purposes could not be attained from these states/territories.

Top line results have been 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.

Key Terms

Throughout this report, respondents are categorised as Generation Y (Gen Y), Generation X (Gen X) and baby boomers.

The age groups that are identified as being part of each generation are:

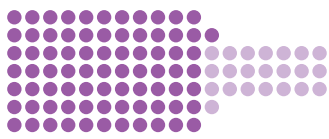
- Gen Y – 18-34 years
- Gen X – 35-49 years
- Baby boomers – 50-64 years

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

- Regular drinkers – 10 or more standard drinks per week
- Moderate drinkers – one to nine standard drinks per week
- Occasional drinkers – less than one standard drink per week

ATTITUDES TOWARDS ALCOHOL IN AUSTRALIA

AUSTRALIA'S PROBLEM WITH ALCOHOL



78% OF PEOPLE BELIEVE THAT AUSTRALIA HAS A PROBLEM WITH EXCESS DRINKING OR ALCOHOL ABUSE

ALCOHOL-RELATED PROBLEMS THAT AUSTRALIANS ARE MOST CONCERNED ABOUT



Violence 81%

Road traffic accidents 79%

Child abuse and neglect 66%

Crime 59%

Health problems 52%

Harm to unborn babies from exposure to alcohol in utero 52%

ALCOHOL-RELATED BEHAVIOURS THAT AUSTRALIANS ARE MOST CONCERNED ABOUT



Binge drinking 74%

People drinking alcohol and taking drugs 63%

Children and young people under 18 drinking alcohol 62%

Drinking during pregnancy 54%

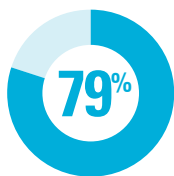
WORSENING OF ALCOHOL-RELATED PROBLEMS IN AUSTRALIA



76% OF AUSTRALIANS BELIEVE THAT ALCOHOL-RELATED PROBLEMS WILL GET WORSE OR REMAIN THE SAME OVER THE NEXT 5-10 YEARS



ACTIONS TO ADDRESS ALCOHOL-RELATED HARMS

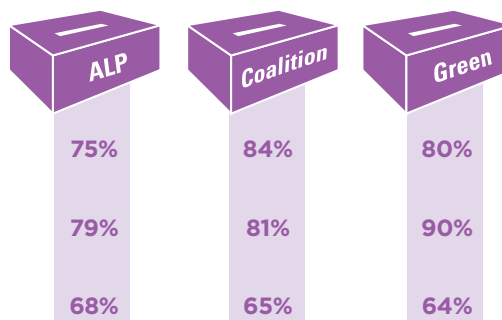


79% OF AUSTRALIANS BELIEVE THAT MORE NEEDS TO BE DONE TO REDUCE ALCOHOL-RELATED HARMS

Australia has a problem with alcohol

More needs to be done to reduce alcohol-related harms

Governments should do more to address alcohol-related harms



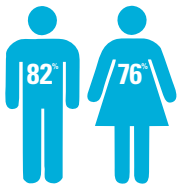
The majority of Australians believe that **governments (64%)**, **alcohol companies (69%)**, and **clubs and pubs (69%)** are not doing enough to address the harms caused by alcohol in Australia.



ALCOHOL CONSUMPTION

FREQUENCY AND AMOUNT OF ALCOHOL CONSUMPTION

ALCOHOL CONSUMPTION



77%



23%



55%



28%



15%



36%



PLACE WHERE ALCOHOL IS CONSUMED

HOME



PUB, CLUB OR BAR



FRIEND'S HOUSE



RESTAURANT



ALCOHOL USE DISORDERS IDENTIFICATION TEST (AUDIT)

4 Million

3 Million

2 Million

1 Million

0 Million

2.8 MILLION

24%

Australian drinkers who were not able to stop drinking once they started

3.6 MILLION

31%

Australian drinkers who had a feeling of guilt or remorse after drinking

2.6 MILLION

22%

Australian drinkers who were unable to remember what happened the night before because of drinking

73% of Australians are comfortable with how much alcohol they drink, 20% sometimes have too much to drink and 5% are uncomfortable with their drinking.



PRODUCT PREFERENCES OF AUSTRALIAN DRINKERS

BOTTLED WINE

33%



REGULAR STRENGTH BEER

21%



SPIRITS

19%



CIDER

7%



RTDS/ALCO-POPS

4%



LIGHT BEER

5%



MID STRENGTH BEER

5%

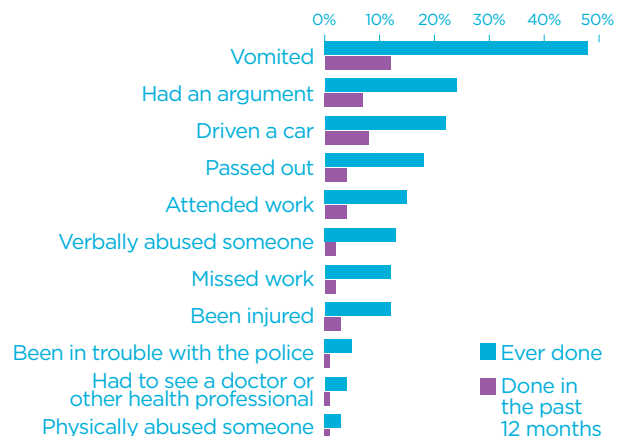


CASK WINE

4%



NEGATIVE BEHAVIOURS AFTER DRINKING



AWARENESS OF RISKS ASSOCIATED WITH ALCOHOL MISUSE

AWARENESS OF AUSTRALIAN ALCOHOL GUIDELINES



The majority of Australians state that they are **aware of the existence of the Guidelines**.



39% of these people know that **no more than two standard drinks** is recommended to avoid long-term risks of alcohol-related harm.



Only 7% know that **no more than four standard drinks** is recommended to avoid short term harms.

ALCOHOL AND PREGNANCY

78%

Believe that drinking while pregnant is harmful to the fetus



67%

Believe that zero standard drinks is safest to avoid harms to the fetus

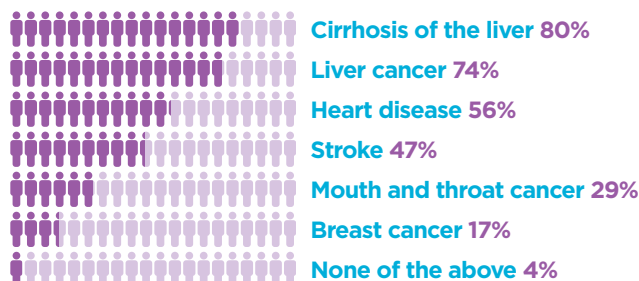


50%

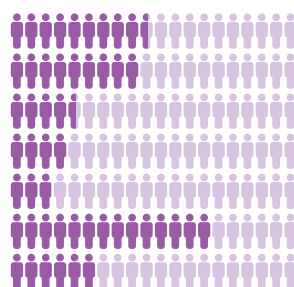
Aware of Fetal Alcohol Syndrome and related disorders



AWARENESS OF HEALTH CONDITIONS ASSOCIATED WITH ALCOHOL MISUSE



NEGATIVE EFFECTS OF SOMEONE ELSE'S DRINKING



Been kept awake at night 48%

Been verbally abused 45%

Had property damaged 23%

Been physically abused 20%

Had something stolen 14%

At least one of the above 70%

None of the above 30%

PERCEPTIONS OF SAFETY

64% of Australians consider the city or centre of town unsafe on a Saturday night.



92% of people who consider it unsafe believe alcohol contributes to this.



DOCTORS ASKING QUESTIONS ABOUT ALCOHOL CONSUMPTION

AUSTRALIANS WERE ASKED WHETHER, IN THE PAST 12 MONTHS, THEIR DOCTOR HAD ASKED THEM QUESTIONS ABOUT VARIOUS HEALTH BEHAVIOURS



HAVE NOT VISITED A DOCTOR (in the previous 12 months)

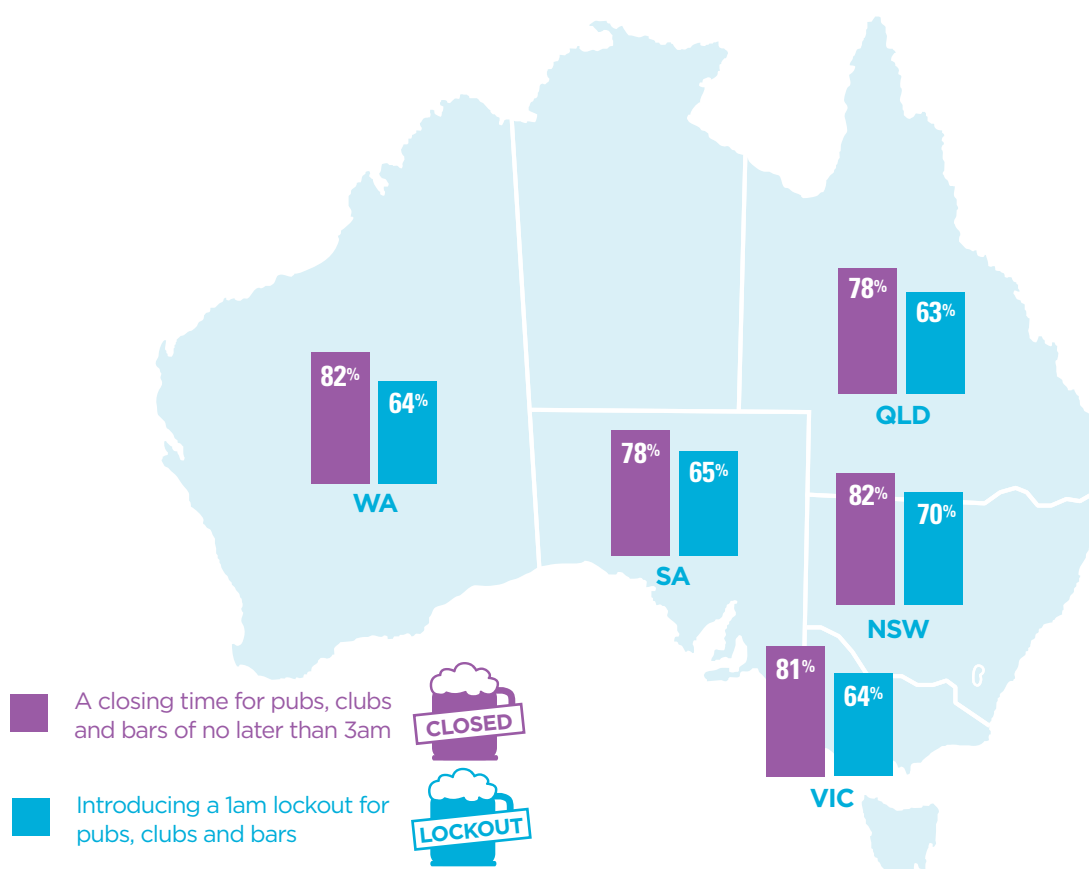


PERSPECTIVES ON ALCOHOL-RELATED POLICIES

AUSTRALIA



STATES AND TERRITORIES



VOTING INTENTIONS



Findings

Attitudes towards alcohol in Australia

Perception of the drug that causes the most harm to Australians

- **Almost half (47%) of Australians consider alcohol to be the drug that causes the most harm. This is almost twice as many as those who selected illegal drugs (25%).**

For the first time, Australians were asked which drug they consider to cause the most harm to Australians. Almost half of Australians (47%) perceive alcohol to be the drug that causes the most harm, followed by illegal drugs (25%), tobacco (18%) and pharmaceutical and prescription drugs (5%), with 5% of people unsure.

Analysis of demographic results and consumption trends revealed that:

- Women (50%) are more likely than men (44%) to perceive alcohol as the drug that causes the most harm.
- Baby boomers (52%) are more likely than Gen X (45%) and Gen Y (44%) to perceive alcohol as the drug that causes the most harm.
- Non-drinkers (54%) and occasional drinkers (52%) are more likely than moderate drinkers (44%) and regular drinkers (36%) to perceive alcohol as the drug that causes the most harm.
- Green voters (55%) are more likely than Coalition voters (45%) to perceive alcohol as the drug that causes the most harm to Australians, with 48% of ALP voters believing this.

Biggest health threat to Australians

- **Poor diet is perceived to be the biggest health threat to Australians (30%), followed by lack of physical exercise (25%), alcohol (22%) and tobacco (19%).**

Australians were asked which risk factors for non-communicable diseases they perceive to be the biggest health threat to Australians. Poor diet is perceived to be the biggest health threat to Australians (30%), followed by lack of physical exercise (25%), alcohol (22%)

and tobacco (19%), with 4% of people unsure. This is similar to 2013, as demonstrated by the table below.

	2013 (%)	2014 (%)
Poor diet	31	30
Lack of physical exercise	23	25
Alcohol	21	22
Tobacco	21	19
Don't know	4	4

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (27%) are more likely than Gen X (20%) and Gen Y (19%) to perceive alcohol as the biggest health threat.
- Non-drinkers (28%) and occasional drinkers (27%) are more likely than moderate (17%) and regular (14%) drinkers to perceive alcohol as the biggest health threat.
- People in WA are most likely to perceive alcohol as the biggest health threat (28%).

Australia's problem with alcohol

- **78% of people believe that Australia has a problem with excess drinking or alcohol abuse.**
- **The problems that Australians are most concerned about are alcohol-related violence (81%), road traffic accidents (79%) and child abuse and neglect (66%).**
- **The alcohol-related behaviours that Australians are most concerned about are binge drinking (74%), people drinking alcohol and taking drugs (63%) and children and young people under 18 drinking alcohol (62%).**

Over three quarters (78%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 12% do not believe this and 10% are unsure. This represents an increase from 2013 where 75% of people believed that Australia has a problem with alcohol. The table below provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse between 2010 and 2014.

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

Analysis of demographic results and consumption trends revealed that:

- Women (82%) are more likely than men (74%) to believe that Australia has a problem with alcohol.
- Baby boomers (84%) are more likely than Gen X (78%) and Gen Y (74%) to believe that Australia has a problem with alcohol.
- Non-drinkers (83%) are more likely than regular drinkers (73%) to believe that Australia has a problem with alcohol.
- Coalition voters (84%) are more likely than ALP voters (75%) to believe that Australia has a problem with alcohol, with 80% of Green voters believing this.

The three main alcohol-related problems associated with excess drinking or alcohol abuse that Australians are most concerned about are violence (81%), road traffic accidents (79%) and child abuse and neglect (66%). This is similar to 2012 and 2013 as demonstrated in the table below.

	2012 (%)	2013 (%)	2014 (%)
Violence	76	78	81
Road traffic accidents	82	80	79
Child abuse and neglect	68	70	66 ↓
Crime	52	57	59
Health problems	62	62	52 ↓
Harm to unborn babies from exposure to alcohol in utero	57	59	52 ↓
Lost productivity	27	31	21 ↓
Excessive noise around pubs and clubs	24	26	19 ↓
None of the above	2	4	3

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 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to express concern about most alcohol-related problems, including road traffic accidents (84% compared to 75%), alcohol-related violence (86% compared to 77%), child abuse and neglect (73% compared to 59%), harm to unborn babies (58% compared to 47%) and health problems (57% compared to 47%).
- Baby boomers are more concerned than Gen X and Gen Y about most alcohol-related problems. The most significant differences were demonstrated for: alcohol-related crime (69% compared to 56% and 55% respectively) and child abuse and neglect (76% compared to 61% and 62% respectively). However, Gen Y (60%) is more concerned than Gen X (43%) and baby boomers (54%) about harm to unborn babies.
- Non-drinkers are more likely than regular drinkers to be concerned about alcohol-related crime (60% compared to 51%), excessive noise around pubs and clubs (24% compared to 14%), lost productivity (26% compared to 16%) and harm to unborn babies (58% compared to 41%).
- Coalition voters (63%) are more likely than Green voters (52%) to be concerned about alcohol-related crime. However, Green voters (62%) are more likely than ALP (54%) and Coalition (51%) voters to be concerned about health conditions.

For the first time, Australians were asked which alcohol-related behaviours they are most concerned about. Australians are most concerned about binge drinking (74%), people drinking alcohol and taking drugs (63%) and children and young people under 18 drinking alcohol (62%). The table below provides an overview of the alcohol-related behaviours of most concern.

	Total (%)
Binge drinking	74
People drinking alcohol and taking drugs	63
Children and young people under 18 drinking alcohol	62
Drinking during pregnancy	54
Young people aged 18-25 drinking alcohol	43
Daily drinking	42
People drinking alcohol combined with energy drinks	41
Parents drinking in front of their children	26

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

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to be concerned about all alcohol-related behaviours except for parents drinking in front of their children, in which women and men show similar levels of concern (27% and 25% respectively).
- Baby boomers are more likely than Gen X and Gen Y to express concern about most alcohol-related behaviours. The exceptions are drinking during pregnancy where Gen Y (62%) are more likely than Gen X (47%) and baby boomers (50%) to be concerned, and parents drinking in front of their children, where Gen Y (28%) are more likely than baby boomers (23%) to be concerned.
- Regular drinkers are the least likely to be concerned about most of the behaviours.
- Coalition voters (47%) are more likely than ALP (40%) and Green (36%) voters to be concerned about young people aged 18-25 drinking alcohol. Green voters (63%) are more likely than Coalition (53%) and ALP (51%) voters to be concerned about drinking during pregnancy.

Worsening of alcohol-related problems in Australia

- **76% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.**

Almost four times as many Australians believe that alcohol-related problems will get worse over the next five to 10 years (46%), than those who think that there will be a reduction in alcohol-related problems (12%). Of the remaining Australians, 30% believe that there will be no change and 12% are not sure. There has been an increase in the proportion of Australians who

believe that alcohol-related problems will get worse, from 41% in 2012 and 42% in 2013, to 46% in 2014. The table below provides an overview of Australian perceptions on whether alcohol-related problems will be reduced or get worse between 2012 and 2014.

	2012 (%)	2013 (%)	2014 (%)
Will get a lot worse	14	17	21 ↑
Will get a little worse	27	25	25
No change	38	36	30 ↓
Will be somewhat reduced	10	10	10
Will be significantly reduced	2	2	2
Don't know	9	10	12

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Gen Y (38%) are less likely than Gen X (48%) and baby boomers (54%) to believe that alcohol-related problems will get worse.
- Non-drinkers (57%) are more likely than occasional (47%), moderate (43%) and regular (40%) drinkers to believe that alcohol-related problems in Australia will get worse.
- ALP (49%) and Coalition (49%) voters are more likely than Green voters (39%) to believe that alcohol-related problems will get worse.

Actions to address alcohol-related harms

- **79% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues. This has increased significantly from 2013 (74%).**
- **The majority of Australians believe that governments (64%), alcohol companies (69%), and clubs and pubs (69%) are not doing enough to address the harms caused by alcohol in Australia.**

The majority (79%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 7% do not believe more needs to be done and 14% are unsure. This represents a significant increase from 2013 (74%). The table below provides an overview of community attitudes of whether more needs to be done to address harms between 2010 and 2014.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Yes	79	82	75	74	79 ↑
No	9	8	13	11	7 ↓
Unsure	12	9	12	15	14

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women (82%) are more likely than men (76%) to believe that more needs to be done to address alcohol-related harms.
- Baby boomers (86%) are more likely than Gen X (75%) and Gen Y (77%) to believe more needs to be done to address alcohol-related harms.
- Regular drinkers (65%) are less likely than moderate (77%), occasional (85%) and non-drinkers (84%) to believe that more needs to be done to reduce alcohol-related harms.
- Green voters (90%) are more likely than Coalition (81%) and ALP (79%) voters to believe that more needs to be done to reduce alcohol-related harms.
- People in WA (84%) are most likely to believe that more needs to be done to address alcohol-related harms.

Australians believe that governments (64%), alcohol producers (69%), and clubs and pubs (69%) are not doing enough to address alcohol misuse. The table below provides an overview of the attitudes between 2011 and 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Governments are not doing enough	58	54	56	64 †
Alcohol companies are not doing enough	74	68	67	69
Clubs and pubs are not doing enough	68	64	65	69 †

† denotes a significant change from the previous year's results (applied to 2014 data only).

- Almost two-thirds of all Australians (64%) believe that governments are not doing enough to address alcohol misuse, with 12% believing they are doing enough and 24% unsure. This represents a significant increase from 2011, 2012 and 2013.
- Over two-thirds of Australians (69%) believe that alcohol companies are not doing enough to address alcohol misuse, with 11% believing they are doing enough and 20% unsure. This is similar to 2011, 2012 and 2013.
- Over two-thirds of Australians (69%) believe that clubs and pubs are not doing enough to address alcohol misuse, with 15% believing they are doing enough and 16% unsure. This represents an increase from 2013.

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (71%) are more likely than Gen X (63%) and Gen Y (60%) to think that governments are not doing enough to address alcohol misuse.
- Non-drinkers are significantly more likely to believe that governments (76%), alcohol companies (80%) and clubs and pubs (80%) aren't doing enough to address alcohol misuse.
- Green voters (77%) are more likely than Coalition voters (69%) to believe that clubs and pubs are not doing enough (71% for ALP voters).
- People in Victoria (77%) are most likely to believe that pubs and clubs are not doing enough, and people in WA are least likely to believe this (61%).

Attitudes towards alcohol in Australia – Summary tables

State overview

	Australia (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
Alcohol is the drug that causes the most harm to Australians	47	49	44	48	39*	47
Alcohol is the biggest health threat to Australians	22	23	21	18	21	28*
Australia has a problem with alcohol	78	80	76	78	79	79
More needs to be done to reduce alcohol-related harms	79	80	77	77	80	84*
Alcohol-related problems will remain the same or get worse in next 5-10 years	76	72	76	80	79	77
Governments are not doing enough to address alcohol-related harms	64	65	64	65	64	64
Alcohol companies are not doing enough to address alcohol-related harms	69	65	71	69	72	70
Clubs and pubs are not doing enough to address alcohol-related harms	69	64	77*	68	71	61*

* denotes a significant difference from the Australian average

Gender overview

	Men (%)	Women (%)
Alcohol is the drug that causes the most harm to Australians	44	50
Alcohol is the biggest health threat to Australians	21	22
Australia has a problem with alcohol	74	82
More needs to be done to reduce alcohol-related harms	76	82
Alcohol-related problems will remain the same or get worse in next 5-10 years	76	76
Governments are not doing enough to address alcohol-related harms	66	62
Alcohol companies are not doing enough to address alcohol-related harms	69	69
Clubs and pubs are not doing enough to address alcohol-related harms	67	70

Generation overview

	Gen Y (%)	Gen X (%)	Baby boomer (%)
Alcohol is the drug that causes the most harm to Australians	44	45	52
Alcohol is the biggest health threat to Australians	19	20	27
Australia has a problem with alcohol	74	78	84
More needs to be done to reduce alcohol-related harms	77	75	86
Alcohol-related problems to remain the same or get worse in next 5-10 years	70	77	82
Governments are not doing enough to address alcohol-related harms	60	63	71
Alcohol companies are not doing enough to address alcohol-related harms	68	66	72
Clubs and pubs are not doing enough to address alcohol-related harms	68	66	71

Consumption overview

	Regular (%)	Moderate (%)	Occasional (%)	Non-drinker (%)
Alcohol is the drug that causes the most harm to Australians	36	44	52	54
Alcohol is the biggest health threat to Australians	14	17	27	28
Australia has a problem with alcohol	73	77	80	83
More needs to be done to reduce alcohol-related harms	65	77	85	84
Alcohol-related problems to remain the same or get worse in next 5-10 years	79	75	75	78
Governments are not doing enough to address alcohol-related harms	51	60	68	76
Alcohol companies are not doing enough to address alcohol-related harms	54	64	74	80
Clubs and pubs are not doing enough to address alcohol-related harms	53	64	74	80

Voting intentions overview

	ALP (%)	Coalition (%)	Green (%)
Alcohol is the drug that causes the most harm to Australians	48	45	55
Alcohol is the biggest health threat to Australians	19	22	20
Australia has a problem with alcohol	75	84	80
More needs to be done to reduce alcohol-related harms	79	81	90
Alcohol-related problems will remain the same or get worse in next 5-10 years	79	78	71
Governments are not doing enough to address alcohol-related harms	68	65	64
Alcohol companies are not doing enough to address alcohol-related harms	72	68	76
Clubs and pubs are not doing enough to address alcohol-related harms	71	69	77

Alcohol consumption

Number of occasions alcohol is consumed

- Alcohol is consumed by 79% of Australian adults, with men (82%) more likely to consume than women (76%).
- The majority of Australian drinkers (77%) limit themselves to consuming alcohol on two days or less per week, while 23% consume alcohol on three days or more per week. This represents a steady increase of people drinking on two days a week or less, and a steady decline of people drinking on three days a week or more between 2010 and 2014.

Alcohol is consumed by 79% of Australian adults, with men (82%) more likely to consume than women (76%). This remains relatively unchanged from 2013. The table below provides an overview of alcohol consumption by gender between 2010 and 2014.

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

On average, Australian drinkers consume alcohol on 1.6 days a week. While the majority of Australian drinkers (77%) limit themselves to consuming alcohol on two days or less per week, 17% consume alcohol on three to six days per week and 6% of people drink daily. This represents a steady increase of people drinking on two days a week or less, and a steady decline of people drinking on three days a week or more between 2010 and 2014, as demonstrated in the table below.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Two days or less per week	69	71	72	73	77 ↑
Three days or more per week	31	29	28	27	23 ↓

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results revealed that:

- Men who consume alcohol are more likely to drink on more occasions per week, with 27% of men consuming alcohol three times or more a week compared to 20% of women.
- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 34% of baby boomers consuming alcohol on three days or more, compared to 25% of Gen X and 14% of Gen Y.

Amount of alcohol consumed by Australian drinkers

- **55% of Australian drinkers consume one or two standard drinks on a typical occasion, 43% drink three or more standard drinks and a further 2% cannot state with certainty how much they typically consume. The proportion of drinkers consuming one or two standard drinks on a typical occasion has increased from 2013 (47%), and the proportion of drinkers consuming three or more standard drinks has decreased from 2013 (50%).**
- **15% of drinkers consume six or more standard drinks on a typical occasion.**

The majority (55%) of Australian drinkers consume one or two drinks on a typical occasion, 43% will drink three or more standard drinks and a further 2% cannot state with certainty how much they typically consume. This represents a shift from 2013 where 47% of drinkers consumed one or two drinks on a typical occasion and 50% consumed three or more drinks. In 2014, 15% of drinkers consume six or more standard drinks on a typical occasion, which is similar to 2013.

The table below provides an overview of the number of standard drinks that Australian drinkers reported consuming on a typical occasion between 2010 and 2014.

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

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women (64%) are more likely than men (47%) to consume one to two standard drinks per occasion, and men (51%) are more likely than women (35%) to consume three or more standard drinks per occasion.
- Baby boomers (61%) are more likely than Gen X (54%) and Gen Y (51%) to limit themselves to one or two standard drinks per occasion.
- Gen Y (17%) and Gen X (15%) are more likely than baby boomers (10%) to consume six or more standard drinks per occasion.

Places where alcohol is mostly consumed

- **59% of Australian drinkers mostly consume alcohol at home, 16% at a pub, club or bar, 14% at a friend's house and 11% at a restaurant.**
- **Regular drinkers (78%) and baby boomers (72%) are more likely to consume alcohol at home.**

The majority of Australian drinkers mostly consume alcohol at home (59%), followed by a pub, club or bar (16%), a friend's house (14%) or a restaurant (11%). This trend is similar to that found in 2013, with an increase in restaurant alcohol consumption (from 6% in 2013 to 11% in 2014), as demonstrated in the table below.

	2012	2013 (%)	2014 (%)
At home	63	60	59
At a pub, club or bar	17	17	16
At a friend's house	11	15	14
At a restaurant	7	6	11 †
Somewhere else	1	1	0
None of the above	1	1	0

† denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Gen Y are more likely than Gen X and baby boomers to consume alcohol at a friend's house (19% compared to 12% and 9%) and at a pub, club or bar (25% compared to 11% and 8% respectively).
- Baby boomers (72%) and Gen X (66%) are more likely than Gen Y (43%) to consume alcohol at home.
- Regular drinkers (78%) are more likely than moderate (61%) and occasional (46%) drinkers to consume alcohol at home. Occasional drinkers are more likely than moderate and regular drinkers to consume alcohol at a restaurant (18% compared to 8% and 2%) and at a friend's house (19%, 14% and 6% respectively).

Drinking to get drunk

- **36% of drinkers or 4.2 million Australians drink alcohol to get drunk. This decreased from 2013, where 40% of drinkers reported drinking to get drunk.**
- **Of the people who report drinking to get drunk, more than half (56%) consider themselves to be drunk when they are slurring their speech or losing their balance. This has increased from previous years (46% in 2012; 53% in 2013).**

Over one-third (36%) of Australian drinkers consume alcohol with the intention of getting drunk, equating to 4.2 million Australians. This represents a decrease from 2013 where 40% of drinkers consumed alcohol to get drunk.

Almost one in five (17%) Australian drinkers consume alcohol to get drunk at least once a month, while 10% drink to get drunk at least once a week. The table below provides an overview of people drinking to get drunk between 2011 and 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
At least twice a week	3	4	3	4
At least once a week	6	5	8	6
At least once a month	8	9	8	7
Less than once a month	18	18	21	19
<i>Subtotal</i>	35	36	40	36 ↓
No, never	65	64	60	64 ↑

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Men (43%) are more likely than women (29%) to drink to get drunk. The proportion of women drinking to get drunk has decreased from 36% in 2013.
- Gen Y (50%) are more likely than Gen X (38%) and baby boomers (16%) to drink to get drunk. The proportion of Gen Y drinking to get drunk has decreased from 63% in 2013.

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. A majority of people who drink to get drunk perceive slurring speech or losing balance as an indicator of drunkenness (56%), followed by starting to feel relaxed (29%), and being over the legal blood alcohol limit to drive (11%). From 2012 to 2014, there was a shift away from feeling relaxed as an indicator of drunkenness (from 35% in 2012 to 29% in 2014) and a shift towards slurring speech or losing balance as an indicator of drunkenness (from 46% in 2012 to 56% in 2014). The table below provides an overview of perceptions of drunkenness between 2012 and 2014 among Australians who reported drinking to get drunk.

	2012 (%)	2013 (%)	2014 (%)
When you start to slur speech or lose balance	46	53	56
When you start to feel relaxed	35	33	29
When you are over the legal blood alcohol limit to drive	15	11	11
When you vomit	3	2	3
When you pass out	2	1	1

Analysis of demographic results and consumption trends revealed that:

- Men (59%) are significantly more likely than women (51%) to perceive drunkenness as when you start to slur your speech or lose balance.
- Regular drinkers (63%) are more likely than occasional drinkers (47%) to nominate slurring speech and losing balance as an indicator of being drunk. Occasional drinkers (17%) are more likely than regular drinkers (5%) to define being drunk as being over the legal limit to drive.

The Alcohol Use Disorders Identification Test (AUDIT) Questions

- During the previous year, almost one-quarter (24%) of Australian drinkers had not been able to stop drinking once they had started. This equates to 2.8 million people.
- During the previous year, almost one-third (31%) of Australian drinkers had a feeling of guilt and remorse after drinking. This equates to 3.6 million people.
- During the previous year, almost one-quarter (22%) of Australian drinkers were unable to remember what happened the night before because of drinking. This equates to 2.6 million people.

Drinkers were asked to answer selected items from the Alcohol Use Disorders Identification Test (AUDIT). The AUDIT was developed by the World Health Organization (WHO) and is designed to identify people with hazardous or harmful trends of alcohol consumption.¹ Three items from the AUDIT were asked. These were whether during the last year people have found they are unable to stop drinking once starting, how often during the last year people have felt guilt or remorse because of their drinking and how often people have been unable to remember what happened the night before because of their drinking.

During the previous year, almost one-quarter (24%) of drinkers (or 2.8 million people) had not been able to stop drinking once they had started, while the remaining 76% of drinkers had not experienced this. Of the 24% who reported not being able to stop drinking once starting, 15% of drinkers experienced this less than monthly, 5% experienced this monthly, 3% experienced this weekly and 1% experienced this daily or almost daily. This remains relatively unchanged from last year's results.

During the previous year, almost one-third (31%) of drinkers (or 3.6 million people) had a feeling of guilt and remorse after drinking, while the remaining 69% of drinkers never experienced this. Of the 31% who reported feeling guilt and remorse after drinking, 23% experienced this less than monthly, 5% experienced this monthly, 2% experienced this weekly and 1% experienced this daily or almost daily. These results are identical to those found in 2013.

During the previous year, almost one-quarter (22%) of drinkers (or 2.6 million people) were unable to remember what happened the night before because of drinking, representing a decline from 26% in 2013. Of the 22% who reported being unable to remember what happened the night before because of drinking, 16% experienced this less than monthly, 3% experienced this monthly, 2% experienced this weekly and 1% experienced this daily or almost daily. The table below provides an overview of the three AUDIT items between 2013 and 2014.

	Unable to stop drinking once they had started		Had a feeling of guilt and remorse after drinking		Unable to remember what happened the night before because of drinking	
	2013 (%)	2014 (%)	2013 (%)	2014 (%)	2013 (%)	2014 (%)
Less than monthly	15	15	23	23	19	16
Monthly	4	5	5	5	4	3
Weekly	3	3	2	2	2	2
Daily or almost daily	1	1	1	1	1	1
<i>Subtotal</i>	23	24	31	31	26	22 ↓
Never	77	76	69	69	74	78 ↑

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

¹ Babor, T.F. et al. (2001). The Alcohol Use Disorders Identification Test: Guidelines for use in primary care (2nd ed.) Geneva: World Health Organization.

Analysis of demographic results and consumption trends revealed that:

- Men are more likely than women to have not been able to stop drinking once they had started (31% compared to 16%), to have had a feeling of guilt and remorse after drinking (35% compared to 27%) and to have been unable to remember what happened the night before because of drinking (27% compared to 17%).
- Gen Y are more likely than Gen X and baby boomers to have been unable to stop drinking once they had started (31% compared to 24% and 13%), to have had a feeling of guilt and remorse after drinking (45% compared to 28% and 16%) and to have been unable to remember what happened the night before because of drinking (28% compared to 22% and 14%).
- Regular drinkers are more likely than moderate and occasional drinkers to have been unable to stop drinking once they had started (47% compared to 24% and 10%), to have had a feeling of guilt and remorse after drinking (55% compared to 32% and 16%) and to have been unable to remember what happened the night before because of drinking (50% compared to 22% and 7%).

Perception of individual consumption

- **The majority of Australian drinkers (73%) are comfortable with the amount of alcohol they consume, 20% sometimes feel they have too much to drink and 5% admit to being uncomfortable. This represents an increase in people who feel comfortable with their drinking from 69% in 2011 and 2012 to 73% in 2014.**
- **46% of Australians indicated there was no change in their alcohol consumption over the past year, 38% had reduced their alcohol intake or given up, and 15% had increased their alcohol intake.**

The majority of Australian drinkers (73%) are comfortable with the amount of alcohol they consume, 20% sometimes feel they have too much to drink, 5% admit to being uncomfortable and 2% are unsure. There has been an increase in people who feel comfortable with their drinking, as demonstrated in the table below.

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

When asked about how their consumption had changed from 12 months ago, 46% of drinkers indicated there had been no perceivable change in drinking habits over the past year, 38% of drinkers had reduced their alcohol intake or given up, 15% of people had increased their alcohol

intake and 1% are not sure. Note that only drinkers have been included in the analysis. The table below provides an overview of changes in drinking between 2010 and 2014.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)
No change	51	49	49	45	46
Reduced or given up	35	38	37	40	38
Increased	14	13	13	14	15
Don't know	0	0	1	1	1

Analysis of demographic results and consumption trends revealed that:

- Women (78%) are more likely than men (67%) to state that they are comfortable with their alcohol consumption, whereas men (25%) are more likely than women (15%) to feel occasionally uncomfortable with their alcohol consumption.
- Gen Y (22%) are more likely than Gen X (12%) and baby boomers (9%) to report an increase in alcohol consumption in the previous 12 months.
- Regular drinkers (42%) are less likely than moderate (72%) and occasional drinkers (89%) to report that they are comfortable with their alcohol consumption.
- Regular drinkers (24%) are more likely than moderate (16%) and occasional drinkers (8%) to have increased their alcohol consumption in the past year.

Alcohol product preferences of Australian drinkers

- Australian drinkers mainly consume bottled wine (33%), regular strength beer (21%), and spirits (19%).
- Bottled wine is the main drink of choice for women (46%), while regular strength beer is favoured among men (33%).
- Bottled wine is consumed by the majority (61%) of Australians who drink alcohol, followed by spirits (55%) and regular strength beer (42%).

When asked what drink they consume most often, Australian drinkers mainly consume bottled wine (33%), regular strength beer (21%) and spirits (19%). This remains relatively unchanged from 2012 and 2013. The table below provides an overview of the alcoholic beverages that Australians consume most often between 2012 and 2014.

	2012 (%)	2013 (%)	2014 (%)
Bottled wine	36	34	33
Regular strength beer	20	20	21
Spirits	17	15	19 †
Cider	4	7	7
RTDs/ Alco-pops	5	6	4
Light beer	6	5	5
Mid strength beer	5	6	5
Cask wine	4	4	4
None of the above	4	3	2

† denotes a significant change from the previous year's results (applied to 2014 data only).

The survey also asked Australian drinkers about other beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (61%) of Australians who drink alcohol, followed by spirits (55%) and regular strength beer (42%). This is similar to 2013 although spirits consumption has risen (from 50% in 2013). The table below provides an overview of the alcoholic beverages that Australians consume either regularly or from time to time, between 2012 and 2014.

	2012 (%)	2013 (%)	2014 (%)
Bottled wine	61	61	61
Spirits	53	50	55 †
Regular strength beer	42	40	42
Cider	19	25	28
RTDs/ Alco-pops	21	18	21
Light beer	19	19	20
Mid strength beer	16	18	19
Cask wine	13	11	11
None of the above	3	2	1

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 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women are most likely to choose bottled wine (46%) as their main drink of choice, while regular strength beer is favoured by men (33%).
- Women are more likely than men to mainly drink RTDs/alco-pops (7% compared to 2%) and cider (9% compared to 5%).
- For all alcoholic beverages consumed either regularly or from time to time, men are more likely than women to drink beer, whether it be light beer (26% compared to 14%), mid strength beer (28% compared to 10%), or regular strength beer (61% compared to 21%). Women are more likely than men to consume bottled wine (70% compared to 53%), RTDs/Alco-pops (24% compared to 18%), and cider (31% compared to 25%). Cider consumption for men has increased from 19% in 2013 to 25% in 2014.
- Baby boomers are more likely than Gen X and Gen Y to select bottled wine (47% compared to 33% and 21%) and cask wine (9% compared to 4% and 1%) as their main alcoholic drink. Gen Y are more likely than Gen X and baby boomers to state their main alcoholic drink as spirits (23% compared to 19% and 13% respectively), cider (12% compared to 6% and 3% respectively) and RTDs/alco-pops (7%, 4% and 1% respectively).
- People with household incomes less than \$40,000 (8%) are more likely than people with household incomes above \$90,000 (3%) to mostly consume cask wine.
- Regular drinkers are more likely than moderate and occasional drinkers to mainly drink regular strength beer (37% compared to 18% and 15%) and cask wine (10% compared to 5% and 1%).
- Occasional drinkers and moderate drinkers are more likely than regular drinkers to mainly consume cider (10% compared to 6% and 3%) and RTDs/Alco-pops (7% and 4% compared to 1%).

Reasons for not drinking

- The most commonly nominated reason for not drinking alcohol is having no interest in drinking (60%), followed by not liking the taste of alcohol (32%) and having seen bad examples of what alcohol can do (23%).

Non-drinkers comprise 21% of Australian adults, and they are more likely to be women (24%) than men (18%). For the first time, non-drinkers were asked to nominate the reasons why they do not drink. The most commonly nominated reason is having no interest in drinking (60%), followed by not liking the taste of alcohol (32%) and having seen bad examples of what alcohol can do (23%). The table below provides an overview of the reasons why people do not drink alcohol.

	Total (%)
I have no interest in drinking	60
I don't like the taste of alcohol	32
I have seen bad examples of what alcohol can do	23
Drinking is too expensive	20
I was brought up not to drink	18
I don't like the effect alcohol has on me	17
I can't drink because I'm taking medication	8
Drinking is against my religion	7
I've been hurt by someone else's drinking	7
My health is bad and I can't drink	6
I am afraid I would have problems with alcohol or be an alcoholic if I drank	4
I've previously had a problem with my own drinking	4
To control my weight	4
I am pregnant, trying to get pregnant or breastfeeding	2
Other reason	4
I have no particular reason for not drinking	14

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

Analysis of demographic results revealed that:

- Women (11%) are more likely than men (4%) to state that they are not drinking due to medication, and men (19%) are more likely than women (11%) to state that they have no particular reason for not drinking.
- Baby boomers are more likely than Gen X and Gen Y to not drink because their health is bad (11% compared to 4% and 5% respectively) and because they are taking medication (13% compared to 7% and 5% respectively). Baby boomers are also more likely than Gen X and Gen Y to not drink because they've been hurt by someone else's drinking (12% compared to 5% and 3% respectively).

Venues where alcohol is most likely to be consumed

- **31% of drinkers favour pubs/taverns compared to clubs (19%), small bars (12%) and nightclubs (5%).**

For the first time, drinkers were asked about which type of pub, club or bar they mostly go to. Almost one-third (31%) of drinkers mostly go to pubs/taverns, 19% mostly go to clubs (e.g. RSLs), 12% mostly go to small bars, 5% mostly go to nightclubs and 1% go somewhere else. Almost one-third (32%) of drinkers indicated that they do not go to pubs, clubs or bars.

Analysis of demographic results and consumption trends revealed that:

- Men (71%) are more likely than women (62%) to go to any type of pubs, clubs or bars.
- Women (15%) are more likely than men (9%) to mostly go to small bars, whereas men (36%) are more likely than women (26%) to go to pubs/taverns.
- Baby boomers are more likely than Gen X and Gen Y to not go to any pubs, clubs or bars (48% compared to 34% and 20%) or to go to clubs (e.g. RSLs) (27% compared to 19% and 11%). Gen Y are more likely than Gen X and baby boomers to go to pubs/taverns (38% compared to 32% and 21%), small bars (21% compared to 10% and 3%) and nightclubs (10% compared to 3% and 0%).
- Occasional drinkers (14%) are more likely than regular drinkers (8%) to go to small bars, whereas regular drinkers (42%) are more likely than moderate (30%) and occasional (27%) drinkers to go to pubs/taverns.

Alcohol promotions

- **The majority (67%) of drinkers have been influenced by a promotion when purchasing alcohol.**

For the first time, drinkers were asked if they had ever purchased a particular type of alcohol or bought more alcohol than they had planned to at the bottle shop or supermarket due to a discount or giveaway. Two-thirds (67%) of Australian drinkers have been influenced by promotions when purchasing alcohol. The table below provides an overview of whether drinkers have been influenced by a promotion when purchasing alcohol, by consumption.

	Total (%)	Regular drinkers (%)	Moderate drinkers (%)	Occasional drinkers (%)
Bought a particular type of alcohol because its price was discounted	49	64	49	40
Bought more alcohol than planned because the price was discounted	33	50	36	19
Bought a particular type of alcohol because of a free gift or giveaway	16	21	15	13
Bought a particular type of alcohol because of a discount voucher on the bottom of a shopping receipt	12	16	13	8
Any of the above	67	83	71	54
None of the above	33	17	29	46

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

Analysis of demographic results and consumption trends revealed that:

- Men are more likely than women to have purchased more alcohol because of a free gift or giveaway (18% compared to 13%), and because of a shopping receipt discount voucher (15% compared to 9%).
- Gen Y (21%) and Gen X (16%) are more likely than baby boomers (8%) to have bought a particular type of alcohol because of a free gift or giveaway.
- Regular drinkers (83%) are more likely than moderate (71%) and occasional (54%) drinkers to have ever been influenced by any of these promotions.

When to call it a night

- **Drinkers who go to pubs, clubs and bars are most likely to call it a night when they are tired (59%), when their friends decide to go home (36%) and when they have had the number of drinks they had planned on having (24%).**
- **Regular drinkers are more likely than moderate and occasional drinkers to call it a night when the venue they are in closes (22% compared to 15% and 8%) and when they are too drunk (23% compared to 16% and 7%).**

For the first time, drinkers who go to pubs, clubs and bars were asked when they are most likely to call it a night. Being tired was the most commonly nominated reason (59%), followed by when their friends decide to go home (36%) and when they have had the number of drinks they had planned on having (24%). The table below provides an overview of the factors that influence when people call it a night.

	Total (%)
When I am tired	59
When my friends decide to go home	36
When I have had the number of drinks that I planned on having	24
When the venue I'm in closes	14
When I'm too drunk	14
When I run out of money	12
When the people around me are too drunk	11
Other	6

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

Analysis of demographic results and consumption trends revealed that:

- Men are more likely than women to call it a night when they have had the number of drinks they planned on having (29% compared to 18%) and when the people around them are too drunk (14% compared to 9%). Women (68%) are more likely than men (52%) to call it a night when they are tired.
- Baby boomers (31%) are more likely than Gen X (22%) and Gen Y (21%) to call it a night after they have had the number of drinks they were planning on having.
- Regular drinkers are more likely than moderate and occasional drinkers to call it a night when the venue they are in closes (22% compared to 15% and 8%) and when they are too drunk (23% compared to 16% and 7%).

Negative behaviours after drinking

- **Vomiting (48%), having an argument (24%) and driving a car (22%) are the most common negative behaviours after drinking.**

For the first time, drinkers were asked what behaviours they had engaged in after drinking, both ever and in the previous 12 months. Vomiting is the most common behaviour that drinkers have engaged in after drinking, with almost half (48%) having ever vomited and 12% having vomited in the previous 12 months. The table below provides an overview of drinking behaviours.

	Ever done (%)	Done in the past 12 months (%)
Vomited	48	12
Had an argument	24	7
Driven a car	22	8
Passed out	18	4
Attended work	15	4
Verbally abused someone	13	2
Missed work	12	2
Been injured	12	3
Been in trouble with the police	5	1
Had to see a doctor or other health professional	4	1
Physically abused someone	3	1
Any of the above	63	30
None of the above	37	70

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

Analysis of demographic results and consumption trends revealed that:

- Men (69%) are more likely than women (57%) to have ever engaged in any of the negative behaviours after drinking, and also more likely to have engaged in any of the behaviours in the previous 12 months (34% compared to 25%). Men are particularly more likely than women to have ever driven a car (27% compared to 17%), passed out (22% compared to 13%) and attended work (19% compared to 10%) after drinking.
- Gen Y (74%) and Gen X (63%) are more likely than baby boomers (48%) to have ever engaged in any of the negative behaviours after drinking, and also more likely to have engaged in any of the behaviours in the previous 12 months (41% compared to 28% and 16% respectively). The exception to this is driving a car, which baby boomers and Gen X are more likely than Gen Y to have ever done (27% and 24% compared to 17%).
- Regular drinkers (77%) are more likely than moderate (66%) and occasional (52%) drinkers to have ever engaged in any of the negative behaviours after drinking, and are also more likely to have engaged in any of the behaviours in the previous 12 months (49% compared to 33% and 15% respectively).

Drinking alcohol because it was expected

- **35% of drinkers have consumed alcohol on a social occasion because it was expected, even though they hadn't planned to drink.**

For the first time, drinkers were asked whether they have ever consumed alcohol in a social situation because it was expected of them, even though they hadn't planned to drink. Over one-third of drinkers (35%) reported having done this, with 61% of drinkers not having ever done this and 4% being unsure.

Analysis of demographic results and consumption trends revealed that Gen Y (44%) are more likely than Gen X (33%), who in turn are more likely than baby boomers (24%) to have consumed alcohol in a social situation because it was expected, even though they hadn't planned to.

Alcohol consumption – Summary tables

State overview

	Australia (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
Consumes alcohol	79	77	80	80	75	81
1-2 standard drinks on a typical occasion	55	53	58	58	49*	53
3-5 standard drinks on a typical occasion	28	31	24	29	36*	27
6+ standard drinks on a typical occasion	15	14	14	14	12	19
Increased alcohol consumption in past 12 months	15	18	15	13	11	13
Comfortable with how much they drink	73	69	74	77	70	68
Drink to get drunk	36	36	37	37	29*	38
During the last year, not able to stop drinking once started	24	23	29	20	16*	26
During the last year, felt guilt and remorse after drinking	31	35	30	24*	30	36
During the last year, could not remember what happened the night before because of drinking	22	22	24	18	17	28

*denotes a significant difference from the Australian average

Gender overview

	Men (%)	Women (%)
Consumes alcohol	82	76
1-2 standard drinks on a typical occasion	47	64
3-5 standard drinks on a typical occasion	32	25
6+ standard drinks on a typical occasion	19	10
Increased alcohol consumption in past 12 months	15	15
Comfortable with how much they drink	67	78
Drink to get drunk	43	29
During the last year, not able to stop drinking once started	31	16
During the last year, felt guilt and remorse after drinking	35	27
During the last year, could not remember what happened the night before because of drinking	27	17

Generation overview

	Gen Y (%)	Gen X (%)	Baby boomer (%)
Consumes alcohol	81	79	77
1-2 standard drinks on a typical occasion	51	54	61
3-5 standard drinks on a typical occasion	29	29	27
6+ standard drinks on a typical occasion	17	15	10
Increased alcohol consumption in past 12 months	22	12	9
Comfortable with how much they drink	70	71	77
Drink to get drunk	50	38	16
During the last year, not able to stop drinking once started	31	24	13
During the last year, felt guilt and remorse after drinking	45	28	16
During the last year, could not remember what happened the night before because of drinking	28	22	14

Voting intentions overview

	ALP (%)	Coalition (%)	Green (%)
Consumes alcohol	81	82	81
1-2 standard drinks on a typical occasion	53	53	59
3-5 standard drinks on a typical occasion	27	31	31
6+ standard drinks on a typical occasion	19	15	10
Increased alcohol consumption in past 12 months	16	17	13
Comfortable with how much they drink	71	73	72
Drink to get drunk	40	33	41
During the last year, not able to stop drinking once started	26	25	20
During the last year, felt guilt and remorse after drinking	33	33	29
During the last year, could not remember what happened the night before because of drinking	22	24	24

Awareness of the risks associated with alcohol misuse

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- **52% of Australians are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol*, but relatively few (13%) are aware of the content.**

More than half (52%) of Australians are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), the same as 2013. The table below provides an overview of Australians' awareness of the Guidelines between 2011 and 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Yes aware of the guidelines	12	14	11	13
Yes, but not familiar with content	42	47	41	39
<i>Subtotal</i>	<i>54</i>	<i>61</i>	<i>52</i>	<i>52</i>
No not aware of the guidelines	46	39	48	48

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (57%) are more likely than Gen X (48%) and Gen Y (50%) to be aware of the Guidelines.
- Non-drinkers (36%) are less likely than occasional (52%), moderate (57%) and regular (60%) drinkers to be aware of the Guidelines.
- People in WA (64%) are most likely to be aware of the Guidelines, whereas people in Victoria (46%) are least likely to be aware of the Guidelines.

The maximum number of drinks to reduce risk of harms

- **39% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise long-term risks is two standard drinks in one day.**
- **7% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise short-term risks is four standard drinks in one day.**

Of the people who had some awareness of the Guidelines, only 39% know that the recommended number of standard drinks a person can consume to minimise the long-term risk of alcohol-related harms is two. One-third (35%) of people made incorrect estimates and 26% do not know. The table below provides an overview of awareness of the maximum number of standard drinks per day to minimise long-term risks between 2011 and 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Made correct estimate (two standard drinks)	38	37	35	39 ↑
Made incorrect estimate	35	30	28	35 ↑
Don't know	27	33	37	26 ↓

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Fewer people (7%) with some awareness of the Guidelines know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four. The majority (60%) of people made incorrect estimates and 33% do not know. There is a small decline in the proportion of people correctly identifying four standard drinks to reduce short-term harm, from 11% in 2012 to 7% in 2014. The table below provides an overview of awareness of the maximum number of standard drinks in one sitting to minimise short-term risks.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Made correct estimate (four standard drinks)	10	11	8	7
Made incorrect estimate	60	52	52	60 ↑
Don't know	31	37	41	33 ↓

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Men (26%) are more likely than women (10%) to overestimate the number of standard drinks to avoid long term harms, citing more than two drinks per day.
- Men (12%) are also more likely than women (4%) to overestimate the number of standard drinks recommended to avoid short term harms, citing more than four drinks on a single drinking occasion.
- Gen Y (11%) and Gen X (10%) are more likely than baby boomers (3%) to overestimate the number of standard drinks recommended to avoid short-term harms, citing more than four standard drinks on a single drinking occasion.
- Regular drinkers (31%) are more likely than moderate drinkers (16%), occasional drinkers (18%) and non-drinkers (11%) to overestimate the number of standard drinks to avoid long term harms, citing more than two standard drinks per day.
- Regular drinkers are more likely than moderate, occasional and non-drinkers to correctly estimate (12% compared to 4%, 8% and 2%) and overestimate (15% compared to 8%, 5% and 4%) the number of standard drinks recommended to avoid short-term harms.

Awareness of harms caused by drinking alcohol while pregnant or breastfeeding

- 78% of Australians believe that drinking alcohol while pregnant is harmful to the developing fetus.
- 67% of Australians indicated that pregnant women should consume zero alcoholic drinks while pregnant.
- 73% of Australians believe that drinking alcohol while breastfeeding is harmful to the baby.

A majority (78%) of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus. Of the remaining people, 15% believe it is okay to consume alcohol in moderation, 1% believe it is not harmful to the fetus and 6% are unsure. This remains consistent with previous years, as demonstrated in the table below.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Drinking while pregnant is harmful to the fetus	80	79	78	78
Drinking while pregnant is okay in moderation	15	14	15	15
Drinking while pregnant is not harmful to the fetus	1	1	1	1
Don't know	4	6	6	6

When asked how many standard drinks pregnant women can consume while avoiding harm to the fetus, two-thirds of (67%) of Australians stated zero drinks. A further 17% nominated a maximum of one standard drink per day to avoid harm, 4% nominated a maximum of two standard drinks per day, 2% nominated three or more standard drinks per day, and 10% are not sure. This remains consistent with 2012 and 2013.

Almost three quarters (73%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby, a further 16% believe it is okay in moderation, and 11% are unsure. This is consistent with previous years, although there is a small decline in people who think drinking while breastfeeding is okay in moderation, as demonstrated in the table below.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Drinking while breastfeeding is harmful to the baby	72	73	74	73
Drinking while breastfeeding is okay in moderation	20	20	17	16
Drinking while breastfeeding is not harmful to the baby	1	0	0	0
Don't know	8	7	9	11

Analysis of demographic results and consumption trends revealed that:

- Women are significantly more likely than men to believe that drinking while pregnant is harmful (81% compared to 75%), that drinking while breastfeeding is harmful (76% compared to 69%) and that no alcohol should be consumed during pregnancy (72% compared to 62%).
- Gen Y (81%) are more likely than Gen X (76%) and baby boomers (77%) to think that drinking alcohol while pregnant is harmful for the fetus.
- Regular drinkers (26%) are more likely than moderate (19%), occasional (10%) and non-drinkers (7%) to believe that it's okay for women to consume alcohol in moderation while pregnant. They are also more likely to believe that it is okay to drink alcohol in moderation while breastfeeding (29% compared to 19%, 12% and 7% respectively).
- People in WA (79%) are most likely to believe that drinking alcohol while breastfeeding is harmful.

Awareness of Fetal Alcohol Syndrome

- **50% of Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders.**

Half (50%) of Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders, while 50% are unaware. The table below provides an overview of awareness of FAS and related disorders, from 2012 to 2014.

	2012 (%)	2013 (%)	2014 (%)
Aware of FAS and related disorders	47	47	50
Not aware of FAS and related disorders	53	53	50

Analysis of demographic results and consumption trends revealed that:

- Women (61%) are more likely than men (39%) to be aware of FAS and related disorders.
- People aged 18-24 (38%) are less likely than people aged 25-34 (52%), people aged 35-49 (52%) and people aged 50 and over (50%) to be aware of FAS and related disorders.
- People in Victoria (42%) are least likely to be aware of FAS and related disorders.

Provision of alcohol to a person under 18 years of age

- **12% of Australian adults have knowingly provided alcohol to a person under 18 years of age.**
- **Almost half of these people (48%) provided alcohol to their son or daughter, 20% to a friend, 20% to a relation and 25% to a sibling.**

Australian adults were asked whether they have ever knowingly provided alcohol to a person under 18 years of age. Twelve per cent (12%) of Australian adults have knowingly provided alcohol to a person below 18 years of age, while 85% have not and 3% are unsure.

Of those who have provided alcohol to a person under 18 years, 48% provided alcohol to their son or daughter, 25% to a sibling, 20% to some other relation, 20% to a friend, 1% to a stranger and 2% to someone else. The biggest change from 2013 is the increase of people providing alcohol to their sibling, from 14% in 2013 to 25% in 2014, as demonstrated in the table below.

	2013 (%)	2014 (%)
Son or daughter	45	48
Sibling	14	25 ↑
Some other relation	16	20
Friend	27	20
Stranger	7	1 ↓
Someone else	4	2

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

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Doctors asking questions about alcohol consumption

- **17% of Australians have been asked questions by their doctor about their alcohol consumption in the previous 12 months.**
- **Regular drinkers (31%) are more likely to have been asked about their alcohol use by their doctor.**

Australians are most likely to have had their doctor ask about their physical activity (26%), followed by their eating habits (24%), their alcohol use (17%) and their tobacco use (15%). Almost half (45%) have not been asked about any of the listed issues and 16% had not visited a doctor in the previous 12 months. This is consistent with 2013, as demonstrated in the table below.

	2013 (%)	2014 (%)
Physical activity	27	26
Eating habits	24	24
Alcohol use	18	17
Tobacco use	17	15
None of the above	44	45
Have not visited a doctor in the previous 12 months	16	16

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

Analysis of demographic results and consumption trends revealed that:

- Women (49%) are more likely than men (41%) to have not been asked questions about any of the listed issues. This is despite the fact that women (87%) are more likely than men (80%) to have visited a doctor in the past 12 months.
- Men (19%) are more likely than women (15%) to have been asked about their alcohol use.
- People aged 18-24 (10%) are less likely than people aged 25-34 (19%), people aged 35-49 (18%) and people aged 50 and over (16%) to have been asked questions about their alcohol use.
- Regular drinkers (31%) are more likely than moderate (18%), occasional (12%) and non-drinkers (10%) to have been asked about their alcohol use by their doctor.
- People in WA (11%) are least likely to have been asked questions about their alcohol use.

Awareness of health conditions associated with alcohol misuse

- **Less than half of Australians are aware of the link between alcohol misuse and stroke (47%), mouth and throat cancer (29%) and breast cancer (17%).**

Most Australians associate illnesses such as cirrhosis of the liver (80%), liver cancer (74%) and heart disease (56%) with alcohol misuse. However, fewer Australians are aware of the link between alcohol misuse and stroke (47%), mouth and throat cancer (29%) and breast cancer (17%). A small number of people (4%) indicated that alcohol is not linked with any of the conditions mentioned above. This question was last asked in 2011. The table below provides an overview of Australian perceptions of the link between alcohol misuse and various long-term health conditions, between 2011 and 2014.

	2011 (%)	2014 (%)
Cirrhosis of the liver	88	80 ↓
Liver cancer	69	74 ↑
Heart disease	55	56
Stroke	44	47
Mouth and throat cancer	24	29 ↑
Breast cancer	11	17 ↑
None of the above	2	4

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

↑↓ denotes a significant change from 2011 (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to have associated the health conditions with alcohol, with the exception of heart disease and stroke, for which men and women are equally likely to perceive the link to alcohol misuse.
- Gen Y (79%) are more likely than Gen X (72%) and baby boomers (70%) to identify the link between alcohol and liver cancer. Conversely, they are less likely to perceive the link between alcohol and cirrhosis of the liver (70% compared to 80% and 94% respectively).
- Regular drinkers (48%) are less likely than moderate (58%), occasional (56%) and non-drinkers (60%) to identify a link between alcohol consumption and heart disease.

Experiences of alcohol-related violence

- **37% of Australians have been affected by alcohol-related violence, including 19% who have been victims of alcohol-related violence.**

More than one-third (37%) of Australians have been affected by alcohol-related violence, including 19% who have been victims of alcohol-related violence, and 26% who have had a family member or friend affected. This represents an increase from 2013. The table below provides an overview of experiences of alcohol-related violence from 2011 to 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Have been a victim of alcohol-related violence	19	14	18	19
Have had a family member or friend be a victim of alcohol-related violence	30	22	21	26 †
Either of the above	41	31	32	37 †
Neither of the above	59	69	68	63 ↓

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

†↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- People with household incomes below \$40,000 (30%) are more likely than people with household incomes between \$40,000 and \$90,000 (19%) and people with household incomes above \$90,000 (15%) to have been direct victims of alcohol-related violence.
- People in WA (47%) are most likely to have ever been affected by alcohol-related violence.

Negative effects of other people's drinking

- The majority (70%) of Australians have been negatively affected by someone else's drinking. Being kept awake at night (48%) and being verbally abused (45%) are the most common negative effects.

The majority (70%) of Australians have been negatively affected by someone else's drinking. Being kept awake at night (48%) and being verbally abused (45%) are the most common complaints, followed by having property damaged (23%), being physically abused (20%) and having something stolen (14%), as demonstrated by the table below.

	Total (%)
Been kept awake at night	48
Been verbally abused	45
Had property damaged	23
Been physically abused	20
Had something stolen	14
At least one of the above	70
None of the above	30

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

Analysis of demographic results and consumption trends revealed that:

- Women (51%) are more likely than men (45%) to have been kept awake at night, whereas men (22%) are more likely than women (17%) to have been physically abused.
- Gen X (74%) are more likely than Gen Y and baby boomers (68% in each case) to have been affected by someone else's drinking.
- People with household incomes less than \$40,000 are particularly likely to have experienced being kept awake at night (59%), being verbally abused (52%) and being physically abused (33%).
- Consumption level makes little difference with the likelihood of having been affected by someone else's drinking, with 70% of regular drinkers, 73% of moderate drinkers, 69% of occasional drinkers and 66% of non-drinkers having experienced this.
- People in WA (76%) are most likely to have been affected by someone else's drinking.

Perceptions of safety

- **Almost two-thirds (64%) of people consider built up areas in the city or centre of town unsafe on a Saturday night, compared to 27% who consider it safe.**

For the first time, Australians were asked how safe they consider built up areas in the city or centre of town on a Saturday night. A small minority of people (2%) consider it very safe, 25% consider it safe, 42% consider it unsafe and 22% consider it very unsafe, with 9% unsure about how safe they consider it.

The people who stated that they consider the city or centre of town unsafe on a Saturday night were asked what factors they believe contributes to this. The majority (92%) believe that people affected by alcohol contributes to the city or centre of town being unsafe, followed by people affected by drugs (78%), threatening behaviour (77%), large groups of people (50%), poor lighting (37%), and other reasons (5%), with 1% of people unsure.

Analysis of demographic variables and consumption trends revealed that:

- Women (68%) are more likely than men (59%) to consider the city or centre of town unsafe.
- Baby boomers (75%) are more likely than Gen X (66%) and Gen Y (53%) to see the city or centre of town as unsafe. This pattern is also reflected in the factors that contribute to making it unsafe, with the exception of threatening behaviour.
- Non-drinkers (71%) are more likely than occasional (63%), moderate (61%) and regular drinkers (59%) to consider the city or centre of town unsafe on a Saturday night.
- Coalition (66%) and ALP (64%) voters are more likely than Green voters (49%) to consider the city or centre of town unsafe on a Saturday night.
- People in WA are more likely to consider the city or centre of town unsafe (70%).

Awareness of the risks associated with alcohol misuse – Summary tables

State overview

	Australia (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
Awareness of the Guidelines	52	47	46*	54	53	64*
Know that two standard drinks is the maximum to avoid long term harm	39	36	32*	39	42	56*
Know that four standard drinks is the maximum to avoid short term harm	7	7	7	4	5	10
Aware that alcohol is harmful when pregnant	78	75	77	80	79	83
Aware that alcohol is harmful when breastfeeding	73	72	72	73	70	79*
Aware of FAS and related disorders	50	48	42*	54	46	54
Had a doctor ask about alcohol	17	18	17	17	15	11*
Experienced alcohol related violence	37	38	32	35	42	47*
Experienced negative effects of alcohol from others	70	71	68	66	70	76*
Consider city or centre of town unsafe	64	67	57*	65	66	70*

* denotes significantly different from the Australian average

Gender overview

	Men (%)	Women (%)
Awareness of the Guidelines	53	50
Know that two standard drinks is the maximum to avoid long term harm	38	41
Know that four standard drinks is the maximum to avoid short term harm	9	4
Aware that alcohol is harmful when pregnant	75	81
Aware that alcohol is harmful when breastfeeding	69	76
Aware of FAS and related disorders	39	61
Had a doctor ask about alcohol	19	15
Experienced alcohol related violence	37	37
Experienced negative effects of alcohol from others	70	69
Consider city or centre of town unsafe	59	68

Generation overview

	Gen Y (%)	Gen X (%)	Baby boomer (%)
Awareness of the Guidelines	50	48	57
Know that two standard drinks is the maximum to avoid long term harm	36	44	40
Know that four standard drinks is the maximum to avoid short term harm	7	7	6
Aware that alcohol is harmful when pregnant	81	76	77
Aware that alcohol is harmful when breastfeeding	75	72	70
Aware of FAS and related disorders	47	52	51
Had a doctor ask about alcohol	16	18	16
Experienced alcohol related violence	36	38	37
Experienced negative effects of alcohol from others	68	74	68
Consider city or centre of town unsafe	53	66	75

Consumption overview

	Regular (%)	Moderate (%)	Occasional (%)	Non-drinker (%)
Awareness of the Guidelines	60	57	52	36
Know that two standard drinks is the maximum to avoid long term harm	38	43	35	40
Know that four standard drinks is the maximum to avoid short term harm	12	4	8	2
Aware that alcohol is harmful when pregnant	68	74	83	85
Aware that alcohol is harmful when breastfeeding	60	68	78	82
Aware of FAS and related disorders	50	50	50	49
Had a doctor ask about alcohol	31	18	12	10
Experienced alcohol related violence	41	38	35	34
Experienced negative effects of alcohol from others	70	73	69	66
Consider city or centre of town unsafe	59	61	63	71

Voting intentions overview

	ALP (%)	Coalition (%)	Green (%)
Awareness of the Guidelines	52	55	60
Know that two standard drinks is the maximum to avoid long term harm	43	39	43
Know that four standard drinks is the maximum to avoid short term harm	4	10	8
Aware that alcohol is harmful when pregnant	77	80	84
Aware that alcohol is harmful when breastfeeding	71	75	75
Aware of FAS and related disorders	53	47	71
Had a doctor ask about alcohol	19	18	15
Experienced alcohol related violence	41	37	40
Experienced negative effects of alcohol from others	73	68	77
Consider city or centre of town unsafe	64	66	49

Perspectives on alcohol-related policies

Alcohol labelling

- **The majority of Australians (66%) believe that health information labels should be placed on alcohol products. This represents an increase from 2013 (61%).**

The majority of Australians (66%) believe that health information labels should be placed on alcohol products, while 18% think they should not, and a further 16% are unsure. This represents an increase from previous years, as demonstrated in the table below.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Support alcohol labelling	62	61	61	66 †
Do not support alcohol labelling	27	24	23	18 †
Don't know	11	14	16	16

† denotes a significant change from the previous year's results.

Analysis of demographic results and consumption trends revealed that:

- Women (69%) are more likely than men (64%) to support health information labels on alcohol products.
- Non-drinkers (76%) and occasional drinkers (71%) are more likely than moderate (63%) and regular drinkers (53%) to support health information labels for alcohol products.
- Green voters (75%) are more likely than Coalition (67%) and ALP (66%) voters to support health information labels for alcohol products.
- People in WA (71%) are most likely to support health information labels for alcohol products.

Regulating alcohol advertising

- **71% of Australians believe that alcohol advertising and promotions influence the behaviour of people under 18 years.**
- **67% of Australians support a ban on alcohol advertising on weekdays and weekends before 8.30pm.**

The majority of Australians (71%) believe that alcohol advertising and promotions influence the behaviour of people under 18 years, while 16% believe that alcohol advertising does not influence the behaviour of young people, and 13% are unsure. This remains relatively unchanged from previous surveys.

Two-thirds (67%) of Australian adults support a ban on alcohol advertising before 8.30pm, seven days a week, while 21% of people are opposed to the ban, and 12% are undecided. This is consistent with previous findings, as demonstrated in the table below.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Support a ban on TV alcohol advertising before 8.30pm	69	64	64	67
Do not support a ban on TV alcohol advertising before 8.30pm	23	24	21	21
Don't know	8	12	15	12

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (76%) are more likely than Gen X (72%) and Gen Y (65%) to believe alcohol advertising influences the behaviour of people under the age of 18 years.
- Non-drinkers (82%) are more likely than occasional (71%), moderate (69%) and regular (59%) drinkers to believe alcohol advertising influences the behaviour of people under the age of 18 years.
- Women (72%) are more likely than men (61%) to support a ban on alcohol advertising before 8:30pm.
- Baby boomers (78%) are more likely than Gen X (67%) and Gen Y (57%) to support of a ban on alcohol advertising before 8.30pm.
- Non-drinkers (81%) are more likely than occasional drinkers (67%), moderate drinkers (62%) and regular drinkers (56%) to support a ban on alcohol advertising before 8:30pm.
- Green (73%) and Coalition (71%) voters are more likely than ALP voters (65%) to support a ban on alcohol advertising before 8:30pm.

Alcohol advertising on social media

- **22% of Australians have noticed alcohol advertising or promotions on social media. This is an increase from 14% in 2013.**
- **Of those who have noticed alcohol advertising on social media, 41% have interacted with an alcohol brand.**

A total of 22% of Australians indicated that they had noticed alcohol advertising or promotions on social media, 61% had not and 17% were unsure. This represents an increase from 2013, as demonstrated in the table below.

	2013 (%)	2014 (%)
Have noticed alcohol advertising or promotions on social media	14	22 ↑
Have not noticed alcohol advertising or promotions on social media	65	61 ↓
Don't know	21	17 ↓

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Of those who had noticed alcohol advertising on social media, 41% had interacted with the alcohol brand (e.g. responding to a question on Twitter, 'liking' a Facebook page or 'checking in' at an alcohol brand's bar at an event), 57% had not interacted with an alcohol brand and 2% were unsure. The table below provides an overview of people interacting with alcohol advertising on social media between 2013 and 2014.

	2013 (%)	2014 (%)
Have interacted	44	41
Have not interacted	51	57
Don't know	6	2

Analysis of demographic results and consumption trends revealed that:

- Men (24%) are more likely than women (19%) to have noticed alcohol advertising or promotions on social media.
- Gen Y (36%) are more likely than Gen X (18%) and baby boomers (8%) to have noticed alcohol advertising or promotions on social media.
- Of those who had noticed advertisements and promotions, Gen Y (42%) and Gen X (49%) are more likely than baby boomers (22%) to have interacted with an alcohol brand.
- Of those who had noticed advertisements and promotions, regular drinkers (70%) are more likely than moderate (43%), occasional (41%) and non-drinkers (5%) to have interacted with an alcohol brand.

Alcohol sponsorship of sporting events

- **55% of Australians believe that alcohol sponsorship should not be allowed at sporting events. This is an increase from 47% in 2011.**
- **The belief is greatest among women (61%), baby boomers (61%) and non-drinkers (73%).**

Over half (55%) of Australians believe that alcohol sponsorship should not be allowed at sporting events, 29% believe it should be allowed and 16% are unsure. This represents an increase from 47% in 2011, when the question was last asked.

Analysis of the demographic results and consumption trends revealed that:

- Women (61%) are more likely than men (49%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Baby boomers (61%) are more likely than Gen X (54%) and Gen Y (52%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Non-drinkers (73%) are more likely than occasional (58%), moderate (50%) and regular (35%) drinkers to believe that alcohol sponsorship should not be allowed at sporting events.
- Green voters (67%) are more likely than ALP (56%) and Coalition (51%) voters to believe that alcohol sponsorship should not be allowed at sporting events.

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

- **47% of Australians support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems. This is an increase from last year, where 41% of Australians supported this.**

Almost half (47%) of Australians support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 41% are not supportive, and 12% are undecided. The proportion of people supporting increasing tax on alcohol has increased from 41% in 2013. The table below provides an overview of support for increasing the tax on alcohol between 2011 and 2014.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)
Support increasing the tax on alcohol	46	39	41	47 ↑
Do not support increasing the tax on alcohol	46	48	46	41 ↓
Don't know	8	13	13	12

↑↓ denotes a significant change from the previous year's results (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Women (49%) are more likely than men (45%) to support an increase in tax on alcohol.
- Non-drinkers (76%) are significantly more likely than occasional drinkers (52%), who in turn are more likely than moderate drinkers (35%), who in turn are more likely than regular drinkers (25%) to support an increase in tax on alcohol.
- People in Queensland (40%) are least likely to support an increase in tax on alcohol.

Closing time for pubs, clubs and bars

- **81% 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, over a quarter (27%) of Australians nominated a closing time of midnight, 13% chose 11pm, 17% chose 1am, 14% chose 2am, 10% chose 3am, 6% believe that they should stay open for 24 hours and 13% are unsure. This remains relatively consistent with 2013.

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (90%) are more likely than Gen X (80%) and Gen Y (76%) to believe that pubs, clubs and bars should close at 3am or earlier.
- Non-drinkers (84%) are more likely than regular drinkers (77%) to believe that pubs, clubs and bars should close at 3am or earlier.
- Coalition voters (88%) are more likely than ALP (82%) and Green (74%) voters to believe that pubs, clubs and bars should close at 3am or earlier.

Alcohol industry and political donations

- **The majority of Australians (57%) believe that alcohol industry donations influence governments' decision making.**

Over half of all Australians (57%) believe that alcohol industry donations influence governments' decision making, while 13% of people believe that it does not and 30% of people are unsure. This question was last asked in 2011, where 56% of people believed that alcohol industry donations influence governments' decision making, as demonstrated in the table below.

	2011 (%)	2014 (%)
Alcohol industry donations influence government decision making	56	57
Alcohol industry donations do not influence government decision making	19	13 ↓
Don't know	26	30

↑↓ denotes a significant change from 2011 (applied to 2014 data only).

Analysis of demographic results and consumption trends revealed that:

- Baby boomers (64%) are more likely than Gen X (58%) who in turn are more likely than Gen Y (50%) to believe that alcohol industry donations influence governments' decision making.
- Green voters (65%) and ALP voters (62%) are more likely than Coalition voters (56%) to believe that alcohol industry donations influence governments' decision making.

Strategies to reduce alcohol-related violence

Australians were asked whether they supported a number of policies to reduce alcohol-related violence. Australians are most likely to support increasing penalties for people involved in alcohol-related violence (88%) and increasing police numbers at times and places where alcohol-related violence is greater (87%). The table below provides an overview of the level of support Australians have for alcohol policies to reduce violence.

	Support (%)	Do not support (%)	Don't know (%)
Increasing penalties for people involved in alcohol-related violence	88	5	7
Increasing police numbers at times and places where alcohol-related violence is greater	87	4	9
Introducing or increasing closed-circuit television (CCTV) in and around licensed venues	85	6	9
Introducing more public transport options in areas where there are pubs, clubs and bars	82	7	11
A closing time for pubs, clubs and bars of no later than 3am	81	6	13
Stopping the sale of alcohol 30 minutes before closing time	74	14	12
Introducing identification (ID) scanners	68	14	18
Introducing a 1am lockout for pubs, clubs and bars	66	20	14
Not allowing alcohol to be sold for less than \$1 per standard drink	64	21	15
Placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	61	22	17
Stopping the sale of alcohol and energy drinks after midnight	60	23	17
Stopping the sale of shots after 10pm	54	27	19

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to support all policies to reduce alcohol-related violence, with the exception of a closing time for pubs, clubs and bars of no later than 3am, where the level of support is similar.
- Baby boomers are more likely than Gen X and Gen Y to support all policies to reduce alcohol-related violence.
- Coalition voters are more likely than ALP and Green voters to support introducing a 1am lockout for pubs, clubs and bars (73% compared to 66% and 64%), stopping the sale of shots after 10pm (61% compared to 52% and 46%) and stopping the sale of alcohol and energy drinks after midnight (69% compared to 57% and 48%).
- Green voters are less likely than ALP and Coalition voters to support a closing time of no later than 3am (74% compared to 82% and 88%), introducing or increasing CCTV (78% compared to 88% and 87%) and introducing ID scanners (63% compared to 71% and 74%).
- People in NSW (70%) are most likely to support stopping the sale of alcohol and energy drinks after midnight, and people in Victoria are least likely to support this (52%).

Perspectives on alcohol-related policies – Summary tables

State overview

	Australia (%)	NSW (%)	VIC (%)	QLD (%)	SA (%)	WA (%)
Support alcohol labels	66	69	64	64	68	71
Support ban on alcohol advertising on TV before 8.30pm	67	70	64	62	66	70
Support alcohol sponsorship not being allowed at sporting events	55	55	58	53	55	57
Support increasing tax on alcohol	47	49	50*	40*	44	49
Support increasing penalties for people involved in alcohol-related violence	88	89	86	89	86	91
Support increasing police numbers at times and places where alcohol-related violence is greater	87	86	89	85	91	87
Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	85	83	85	85	86	87
Support introducing more public transport options in areas where there are pubs, clubs and bars	82	79	84	80	83	79
Support a closing time for pubs, clubs and bars of no later than 3am	81	82	81	78	78	82
Support stopping the sale of alcohol 30 minutes before closing time	74	77	71	74	70	70
Support introducing identification (ID) scanners	68	68	70	68	64	69
Support introducing a 1am lockout for pubs, clubs and bars	66	70	64	63	65	64
Support not allowing alcohol to be sold for less than \$1 per standard drink	64	65	64	63	64	59
Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	61	65	59	64	58	59
Support stopping the sale of alcohol and energy drinks after midnight	60	70*	52*	59	56	58
Support stopping the sale of shots after 10pm	54	60	49	51	48	59

* denotes a significant difference from the Australian average

Gender overview

	Men (%)	Women (%)
Support alcohol labels	64	69
Support ban on alcohol advertising on TV before 8.30pm	61	72
Support alcohol sponsorship not being allowed at sporting events	49	61
Support increasing tax on alcohol	45	49
Support increasing penalties for people involved in alcohol-related violence	86	92
Support increasing police numbers at times and places where alcohol-related violence is greater	85	89
Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	82	87
Support introducing more public transport options in areas where there are pubs, clubs and bars	80	84
Support a closing time for pubs, clubs and bars of no later than 3am	80	81
Support stopping the sale of alcohol 30 minutes before closing time	70	78
Support introducing identification (ID) scanners	65	72
Support introducing a 1am lockout for pubs, clubs and bars	64	69
Support not allowing alcohol to be sold for less than \$1 per standard drink	60	67
Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	58	65
Support stopping the sale of alcohol and energy drinks after midnight	57	63
Support stopping the sale of shots after 10pm	51	57

Generation overview

	Gen Y (%)	Gen X (%)	Baby boomers (%)
Support alcohol labels	68	63	69
Support ban on alcohol advertising on TV before 8.30pm	57	67	78
Support alcohol sponsorship not being allowed at sporting events	52	54	61
Support increasing tax on alcohol	47	46	48
Support increasing penalties for people involved in alcohol-related violence	83	89	96
Support increasing police numbers at times and places where alcohol-related violence is greater	83	86	94
Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	79	84	92
Support introducing more public transport options in areas where there are pubs, clubs and bars	78	81	86
Support a closing time for pubs, clubs and bars of no later than 3am	76	80	90
Support stopping the sale of alcohol 30 minutes before closing time	71	69	82
Support introducing identification (ID) scanners	63	68	76
Support introducing a 1am lockout for pubs, clubs and bars	53	67	82
Support not allowing alcohol to be sold for less than \$1 per standard drink	59	62	71
Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	56	59	71
Support stopping the sale of alcohol and energy drinks after midnight	47	61	75
Support stopping the sale of shots after 10pm	43	54	68

Consumption overview

	Regular (%)	Moderate (%)	Occasional (%)	Non-drinker (%)
Support alcohol labels	53	63	71	76
Support ban on alcohol advertising on TV before 8.30pm	56	62	67	81
Support alcohol sponsorship not being allowed at sporting events	35	50	58	73
Support increasing tax on alcohol	25	35	52	76
Support increasing penalties for people involved in alcohol-related violence	88	88	88	90
Support increasing police numbers at times and places where alcohol-related violence is greater	82	90	85	89
Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	83	86	83	86
Support introducing more public transport options in areas where there are pubs, clubs and bars	85	82	80	81
Support a closing time for pubs, clubs and bars of no later than 3am	77	81	82	84
Support stopping the sale of alcohol 30 minutes before closing time	64	72	76	82
Support introducing identification (ID) scanners	67	68	67	72
Support introducing a 1am lockout for pubs, clubs and bars	56	63	67	78
Support not allowing alcohol to be sold for less than \$1 per standard drink	54	61	65	74
Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	47	56	66	75
Support stopping the sale of alcohol and energy drinks after midnight	47	56	62	74
Support stopping the sale of shots after 10pm	50	50	52	68

Voting intentions overview

	ALP (%)	Coalition (%)	Green (%)
Support alcohol labels	66	67	75
Support ban on alcohol advertising on TV before 8.30pm	65	71	73
Support alcohol sponsorship not being allowed at sporting events	56	51	67
Support increasing tax on alcohol	45	48	52
Support increasing penalties for people involved in alcohol-related violence	88	92	89
Support increasing police numbers at times and places where alcohol-related violence is greater	89	88	92
Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	88	87	78
Support introducing more public transport options in areas where there are pubs, clubs and bars	86	82	90
Support a closing time for pubs, clubs and bars of no later than 3am	82	88	74
Support stopping the sale of alcohol 30 minutes before closing time	74	76	74
Support introducing identification (ID) scanners	71	74	63
Support introducing a 1am lockout for pubs, clubs and bars	66	73	64
Support not allowing alcohol to be sold for less than \$1 per standard drink	65	67	67
Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	59	65	63
Support stopping the sale of alcohol and energy drinks after midnight	57	69	48
Support stopping the sale of shots after 10pm	52	61	46





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