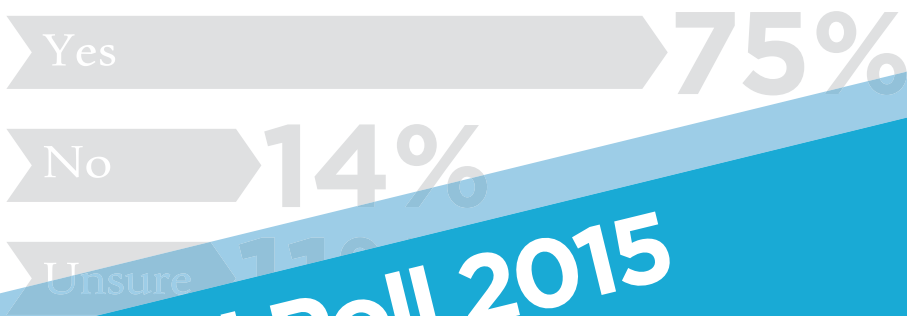




AUSTRALIA  
HAS A PROBLEM WITH  
ALCOHOL  
DO YOU?



# Annual Alcohol Poll 2015

ATTITUDES AND BEHAVIOURS



APRIL 2015



## About the Foundation for Alcohol Research and Education

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

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

For over a decade, FARE has been working with communities, governments, health professionals and police across the country to stop alcohol harms by supporting world-leading research, raising public awareness and advocating for changes to alcohol policy. In that time FARE has helped more than 750 communities and organisations, and backed over 1,400 projects around Australia.

FARE is guided by the World Health Organization's 2010 *Global Strategy to Reduce the Harmful Use of Alcohol* for stopping alcohol 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, email [info@fare.org.au](mailto:info@fare.org.au) or visit FARE's website: [www.fare.org.au](http://www.fare.org.au).

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# Overview

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The Foundation for Alcohol Research and Education's (FARE) Annual Alcohol Poll (the Poll) assesses Australians' attitudes towards alcohol, alcohol consumption behaviours, awareness and experiences of alcohol harms and perspectives on various alcohol policies. In 2015, the Poll was carried out by Galaxy Research for the sixth consecutive year.

The Poll has once again shown that a vast majority of Australians are concerned about alcohol, with 75% indicating that Australia has a problem with excess drinking or alcohol abuse, 71% believing that alcohol-related problems in Australia will get worse or remain the same over the next five to ten years and 73% believing that more needs to be done to reduce the harm caused by alcohol.

Interestingly in all three of these areas there has been a decline since 2014, where 78% of people believed that Australia had a problem with alcohol, 76% believed that alcohol-related problems in Australia would get worse or remain the same over the next five to ten years and 79% believed that more needed to be done to reduce the harm caused by alcohol.

Part of the reason for this decline is that the 2014 Poll was undertaken at the height of community concern about alcohol-related violence in Sydney and the devastating impacts of alcohol featured prominently in the media over the summer. The 2015 Poll was undertaken in a very different environment, following decisive action by the NSW Government in several policy areas to address the levels of alcohol harms.

For the first time, the 2015 Poll asked about community perceptions of the actions of the alcohol industry, finding that the majority of Australians believe that the alcohol industry targets people under 18 (59%), that it has too much influence with governments (51%) and that it makes political donations to influence policy (54%). There is also an increase in Australians who believe that government should not receive donations from the alcohol industry, from 64% in 2011 to 69% in 2015.

For the first time, the 2015 Poll asked Australians if they have seen an alcohol advertisement in the past 12 months and if they found these alcohol advertisements to be inappropriate. The majority of Australians (73%) indicated that they have seen alcohol advertising in the past 12 months and of these people, more than two thirds (69%) believe that the advertisements they saw were inappropriate. The main concerns about the advertisements were that they appealed to young people under 18 years (45%) and that they promoted drinking as being associated with success or achievement (44%).

Consumption of alcohol remains largely unchanged since 2014. In 2015, 79% of Australians indicated that they consume alcohol, which is the same as 2014. The proportion of Australians who drink to get drunk is 34%, which again is similar to 2014 (36%). The majority of Australian drinkers are also continuing to consume alcohol at home (62%), consistent with 2014 (59%). Finally, wine continues to be preferred ahead of other alcohol, with 33% of Australians indicating this, followed by beer (21%).

In 2015, Gen Y were asked how often they had been asked for identification (ID) when purchasing alcohol from a bottle shop or visiting a club, pub or bar in the past 12 months. As many as 42% of Gen Y said they had never been asked for ID when purchasing alcohol from a bottle shop. Similarly when visiting a club, pub or bar, 38% of Gen Y report that they were never asked for ID. Australian drinkers were also asked if they considered themselves responsible drinkers for the first time in 2015 and the majority (92%) of Australian drinkers indicated that they were responsible drinkers, including 88% of regular drinkers.

These first-time findings suggest that messaging encouraging people to be responsible drinkers will be ineffective because the majority of Australians already believe that they consume alcohol responsibly, even when their consumption does not suggest this. Also, strategies to encourage venues to ask young people for their IDs are not as effective as they should be, with more than a third of young people not having been asked for ID in the last year.

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Awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines) has increased, from 52% in 2014 to 58% in 2015. However, the proportion of Australians correctly estimating the recommended number of standard drinks a person can consume to minimise long term harm (43%) and short term harm (7%) has remained consistent with 2014. There has been an increase since 2014 in the proportion of Australians who correctly identify that pregnant women should avoid alcohol altogether (from 67% to 74%).

When asked about experiences of alcohol-related violence, almost one third of Australians (30%) said they have been affected by alcohol-related violence, a decrease from 37% in 2014. For the first time, parents of children aged under 18 years were asked whether their child has been harmed or put at risk of harm because of someone else's drinking. One in five parents with a child under 18 years (20%) reported this.

Almost one third (32%) of Australians state that they consider built-up areas in the city or centre of town on a Saturday night safe, up from 27% in 2014. These results may again reflect the 2014 Poll being undertaken at the height of community and public concern before decisive action was taken by the NSW Government.

For the first time Australians were asked if they support the introduction of a National Alcohol Plan to outline the actions to be taken by all levels of government to reduce alcohol harms. More than two thirds (68%) of Australians support such a plan. The majority of Australians also continue to support policies such as placing health information labels on alcohol products (60%), a closing time for pubs, clubs and bars of no later than 3am (81%) and placing a ban on alcohol advertising on television before 8.30pm (63%).

Australians were also asked whether they support alcohol advertising being banned on public property. Almost two thirds of Australians (65%) believe alcohol advertising should be banned on public transport, 60% believe that it should be banned on bus, tram and train stops and 50% believe that it should be banned from sports grounds.

In summary, FARE's Annual Alcohol Poll again provides comprehensive and valuable insights into Australia's relationship with alcohol and Australians' attitudes and concerns about the use of alcohol. The totality of these six years of trend data and new findings on emerging issues provide information for decision makers in forming policies and programs to stop alcohol harms.

# The approach

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

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

This report provides an overview of the findings of the 2015 nation-wide Poll. It also provides, where available, information regarding trends between 2010 and 2015.

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

The sample for this survey is selected among panel members with quotas applied to ensure that it reflects the current Australian population. The results of the Poll are weighted by age, sex, and capital city or non-capital city areas within each state and territory using Australian Bureau of Statistics (ABS) population proportions from the 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 1,843 respondents. A sample size of 1,843 allows accuracy within  $\pm 2.3\%$  at the 95% confidence interval.

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

Fieldwork commenced on Thursday 8 January 2015 and was completed on Wednesday 14 January 2015. The respondents were aged 18 years and older, distributed throughout Australia as follows:

- Australian Capital Territory – 103
- New South Wales – 351
- Northern Territory – 20
- Queensland – 351
- South Australia – 306
- Tasmania – 102
- Victoria – 305
- Western Australia – 305

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

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

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



**GEN Y**  
18-34 YEARS



**GEN X**  
35-49 YEARS



**BABY BOOMERS**  
50-69 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.



**OCCASIONAL DRINKERS**  
less than one standard drink  
per week



**MODERATE DRINKERS**  
one to nine standard drinks  
per week



**REGULAR DRINKERS**  
ten or more standard drinks  
per week







## **The findings**

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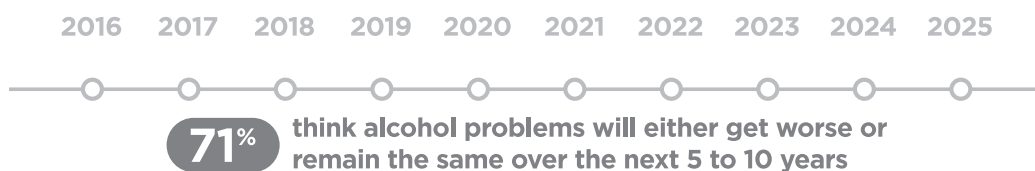
**Attitudes towards alcohol in Australia**

**Alcohol consumption behaviours**

**Awareness and experiences of alcohol harms**

**Perspectives on alcohol-related policies**

# Attitudes towards alcohol in Australia



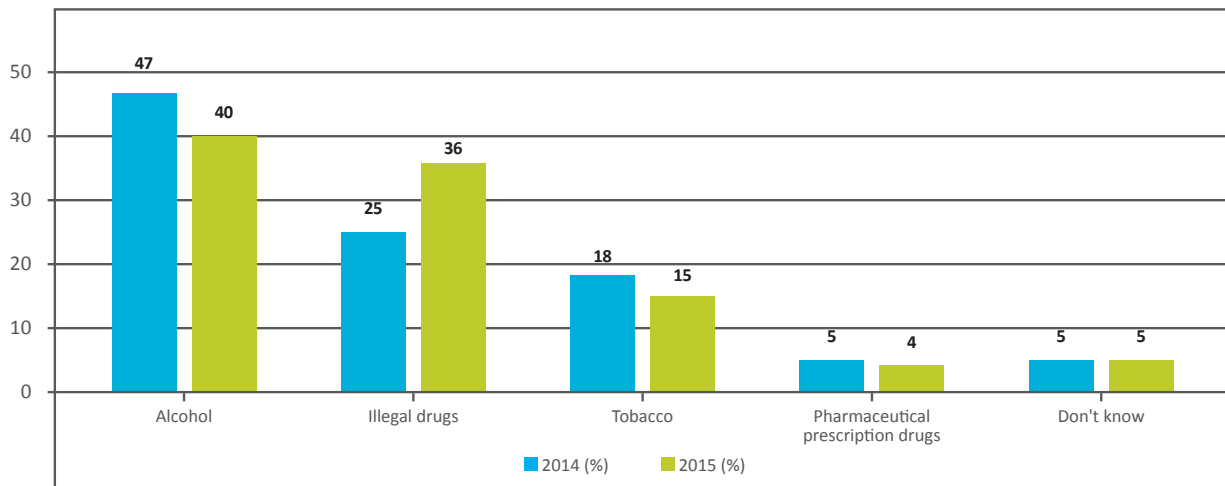
Political parties should not be able to receive donations from the alcohol industry	69%
Alcohol industry targets young people under 18 years	59%
Alcohol industry has too much influence with governments	51%
Alcohol industry makes political donations to influence policy	54%
Alcohol industry should pay for reducing alcohol harms	70%

## Perception of the drug that causes the most harm to Australians

- 40% of Australians consider alcohol to be the drug that causes the most harm, ahead of illegal drugs (36%), tobacco (15%) and pharmaceuticals (4%).

Four in ten Australians (40%) consider alcohol to be the drug that causes the most harm in Australia, followed by illegal drugs (36%), tobacco (15%) and pharmaceuticals and prescription drugs (4%), while 5% of Australians are unsure. Although the order of the drugs perceived to cause the most harm remains unchanged from 2014, the gap between alcohol and illegal drugs has narrowed.

The graph below provides an overview of community perceptions of the drug that causes the most harm to Australians between 2014 and 2015.



Analysis of demographic results reveals that:

- Gen X (42%) and Gen Y (40%) are more likely than baby boomers (34%) to perceive alcohol as the drug that causes the most harm, while baby boomers (42%) are more likely than Gen X (34%) and Gen Y (33%) to believe that illegal drugs cause the most harm.

## Australia's problem with alcohol

- 75% of people believe that Australia has a problem with excess drinking or alcohol abuse.

Three quarters (75%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 15% do not believe this and 11% are unsure. This represents a decline from 2014, where 78% of people believed that Australia has a problem with alcohol, and is consistent with 2012 and 2013.

The table below provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse between 2010 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Women (79%) are more likely than men (70%) to believe that Australia has a problem with alcohol.
- Baby boomers (81%) are more likely than Gen X (76%), who in turn are more likely than Gen Y (70%), to believe that Australia has a problem with alcohol.

## Concerns associated with alcohol

- **Australians are most concerned about alcohol-related violence (78%), road traffic accidents (77%) and child abuse and neglect (64%).**

The three main alcohol-related problems associated with excess drinking or alcohol abuse that Australians are most concerned about are violence (78%), road traffic accidents (77%) and child abuse and neglect (64%). The order of concerns remains consistent with 2014, although there have been declines between 2014 and 2015 in the proportion of Australians concerned about violence (from 81% to 78%), crime (from 59% to 54%) and harm to unborn babies (from 52% to 48%).

The table below provides an overview of alcohol-related problems Australians are most concerned about between 2012 and 2015.

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

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 2015 data only).

Analysis of demographic results reveals that:

- Women are more likely than men to express concern across most problems, including road traffic accidents (81% compared to 72%), alcohol-related violence (82% compared to 75%), child abuse and neglect (70% compared to 58%), health problems (54% compared to 48%) and harm to unborn babies (51% compared to 45%).
- Baby boomers are more concerned than Gen X and Gen Y about most problems. The most significant differences were demonstrated for alcohol-related violence (88% compared to 80% and 68% respectively), alcohol-related traffic accidents (85% compared to 75% and 71% respectively), child abuse and neglect (75% compared to 64% and 55% respectively) and alcohol-related crime (66% compared with 54% and 45% respectively).

## Worsening of alcohol-related problems in Australia

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

Twice as many Australians believe that alcohol-related problems will get worse over the next five to ten years (35%), compared to those who think that there will be a reduction in alcohol-related problems (17%). Of the remaining Australians, 36% believe that there will be no change and 12% are unsure. There has been a decline in the proportion of Australians who believe that alcohol-related problems will get worse or remain the same (from 76% in 2014 to 71% in 2015).

The table below provides an overview of Australian's perceptions on whether alcohol-related problems will be reduced or get worse between 2012 and 2015.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Will get a lot worse	14	17	21	14 ↓
Will get a little worse	27	25	25	21 ↓
<i>Subtotal</i>	<i>41</i>	<i>42</i>	<i>46</i>	<i>35 ↓</i>
No change	38	36	30	36 ↑
Will be somewhat reduced	10	10	10	15 ↑
Will be significantly reduced	2	2	2	2
<i>Subtotal</i>	<i>12</i>	<i>12</i>	<i>12</i>	<i>17 ↑</i>
Don't know	9	10	12	12

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Gen Y (26%) are less likely than Gen X (40%) and baby boomers (41%) to believe that alcohol-related problems will get worse.

## Actions to address alcohol-related harms

- 73% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.
- The majority of Australians believe that governments (55%), alcohol companies (66%), and clubs and pubs (60%) are not doing enough to address the harms caused by alcohol in Australia.

The majority (73%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 12% do not believe more needs to be done and 15% are unsure. This represents a decline from 2014 (79%) and is consistent with 2013.

The table below provides an overview of community attitudes indicating whether Australians believe more needs to be done to address harms between 2010 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

More than half of Australians (55%) believe that governments are not doing enough to address alcohol misuse, with 19% believing they are doing enough and 26% unsure. The proportion of Australians who believe governments are not doing enough has declined from 2014 (64%), and is consistent with 2013 and 2012 (56% and 54% respectively).

Two thirds of Australians (66%) believe that alcohol companies are not doing enough to address alcohol misuse, with 12% believing they are doing enough and 22% unsure. This is consistent with previous years. Six in ten Australians (60%) believe that clubs and pubs are not doing enough to address alcohol misuse, with 21% believing they are doing enough and 19% unsure. This represents a decline from 2014 (69%).

The table below provides an overview of Australians attitudes on who is doing enough to address alcohol misuse between 2011 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

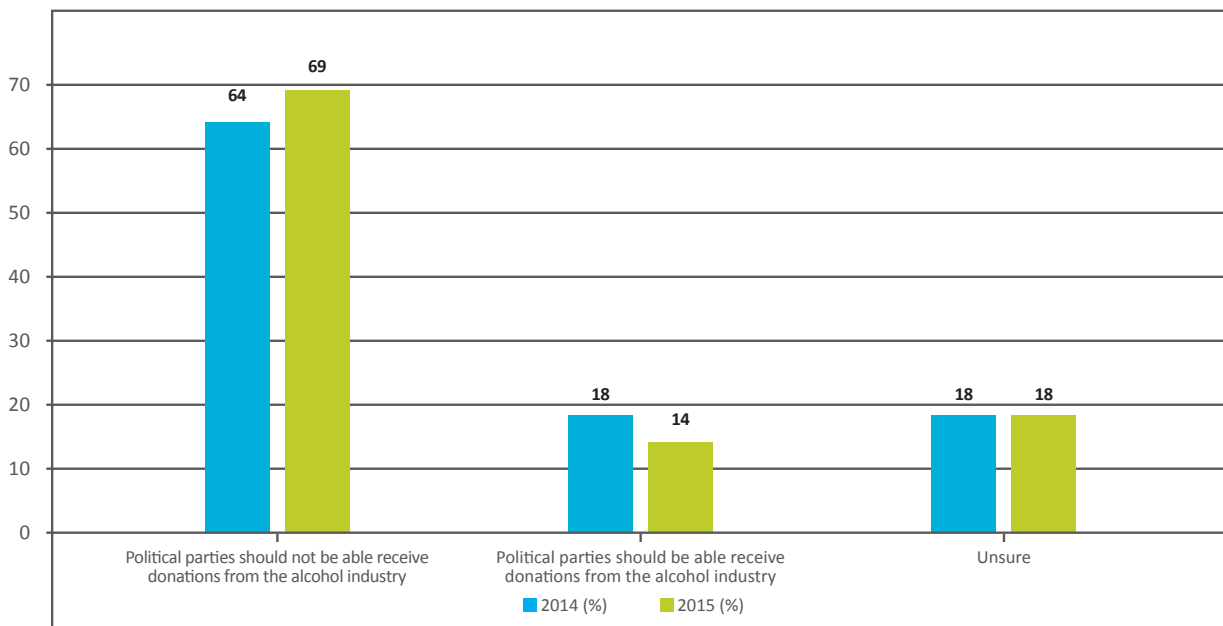
- Women (76%) are more likely than men (70%) to believe that more needs to be done to address alcohol-related harms.
- Baby boomers (80%) are more likely than Gen X (74%) and Gen Y (66%) to believe more needs to be done to address alcohol-related harms.
- Baby boomers are more likely than Gen Y to think that governments (60% compared to 49%), alcohol companies (69% compared to 61%) and pubs and clubs (66% compared to 58%) are not doing enough to address alcohol misuse.

## Alcohol industry influence

- 69% of Australians believe that political parties should not be able to receive donations from the alcohol industry.
- 59% of Australians believe that the alcohol industry targets young people under 18 years.
- 51% of Australians believe that the alcohol industry has too much influence with governments.
- 54% of Australians believe that the alcohol industry makes political donations to influence policy.
- 70% of Australians believe that the alcohol industry should pay for reducing alcohol harms.

More than two thirds of Australians (69%) believe that political parties should not be able to receive donations from the alcohol industry, 14% believe that they should be able to and 18% were unsure. This represents an increase from 2011, when the question was last asked, where 64% of Australians believed that political parties should not be able to receive donations from the alcohol industry.

The graph below provides an overview of Australians support for political parties receiving donations from the alcohol industry in 2011 and 2015.



For the first time in 2015, Australians were asked a range of questions about their perception of the alcohol industry’s influence. Almost six in ten Australians (59%) believe that the alcohol industry targets young people under 18 years, while 27% do not and 14% are unsure.

Half of Australians (51%) believe that the alcohol industry has too much influence with governments, while 17% do not and 33% are unsure.

More than half of Australians (54%) believe that the alcohol industry makes political donations to influence policy, while 14% do not and 33% are unsure.

The majority of Australians (70%) believe that the alcohol industry should pay for reducing alcohol harms, while 17% do not and 13% are unsure.

Analysis of demographic results reveals that:

- Women (71%) are more likely than men (66%) to believe that political parties should not be able to receive donations from the alcohol industry.
- Men (53%) are more likely than women (48%) to believe that the alcohol industry has too much influence with governments.
- Men (59%) are more likely than women (48%) to believe that the alcohol industry makes political donations to influence policy.
- Baby boomers (67%) and Gen X (60%) are more likely than Gen Y (49%) to believe that the alcohol industry targets young people under 18 years, and are more likely to believe that the alcohol industry has too much influence with governments (56%, 52% compared to 44% respectively).
- Baby boomers (58%) and Gen X (56%) are more likely than Gen Y (46%) to believe that the alcohol industry makes political donations to influence policy, and are more likely than to believe that the alcohol industry should pay for reducing alcohol harms (75%, 72% compared to 63% respectively).

## Content of alcohol advertising

- 73% of Australians recall seeing alcohol advertising in the past 12 months.
- 69% of those who recall seeing alcohol advertising in the past 12 months have seen alcohol advertising they consider inappropriate.
- The two main reasons why Australians considered an alcohol advertisement to be inappropriate are that it was likely to appeal to young people under 18 years (45%) and that it promoted drinking as being associated with success or achievement (44%).

For the first time in 2015, Australians were asked if they recalled seeing an alcohol advertisement in the past 12 months. Almost three quarters of Australians (73%) recall seeing alcohol advertising in the past 12 months. More than two thirds of Australians who have seen alcohol advertising in the past 12 months (69%) considered the alcohol advertising inappropriate. The main reasons alcohol advertising was considered inappropriate are that it is likely to appeal to young people under 18 years (45%), that it promoted drinking as being associated with success or achievement (44%), that it encouraged the rapid or excessive consumption of alcohol (26%), that it encouraged irresponsible or offensive behaviour (24%) or that it was sexist (18%).

Analysis of demographic results reveals that:

- Of the Australians who have seen alcohol advertising in the past 12 months, women (21%) are more likely than men (15%) to have considered an advertisement sexist.
- Of the Australians who have seen alcohol advertising in the past 12 months, baby boomers are more likely than Gen X and Gen Y to consider alcohol advertising inappropriate because they believed it was likely to appeal to young people under 18 years (54% compared to 42% and 38% respectively) or it promoted drinking as being associated with success or achievement (55% compared to 42% and 37% respectively).

## Alcohol advertising on social media

- 19% of Australians have noticed alcohol advertising or promotions on social media.
- Of those who have noticed alcohol advertising on social media, 32% have interacted with an alcohol brand.

Almost one in five (19%) Australians indicated that they have noticed alcohol advertising or promotions on social media, 66% have not and 15% were unsure. This represents a decline in the proportion of Australians who have noticed alcohol advertising on social media in 2014 (from 22%).

The table below provides an overview of Australians who have noticed alcohol advertising on social media between 2013 and 2015.

	2013 (%)	2014 (%)	2015 (%)
Have noticed alcohol advertising or promotions on social media	14	22	19 ↓
Have not noticed alcohol advertising or promotions on social media	65	61	66 ↑
Don't know	21	17	15

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).



Of those who had noticed alcohol advertising on social media, 32% have interacted with the alcohol brand (for instance by responding to a question on Twitter, 'liking' a Facebook page or 'checking in'), 66% have not interacted with an alcohol brand and 2% were unsure. There was a decline in the number of Australians who have interacted on social media with an alcohol brand (41%).

The table below provides an overview of alcohol brand interaction on social media between 2013 and 2015.

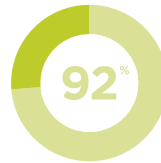
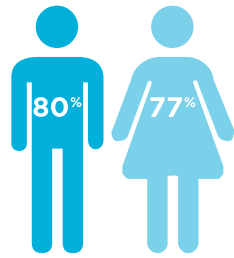
	2013 (%)	2014 (%)	2015 (%)
Have interacted	44	41	32 ↓
Have not interacted	51	57	66 ↑
Don't know	6	2	2

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Gen Y (30%) are more likely than Gen X (17%) and baby boomers (8%) to have noticed alcohol advertising or promotions on social media.

# Alcohol consumption behaviours

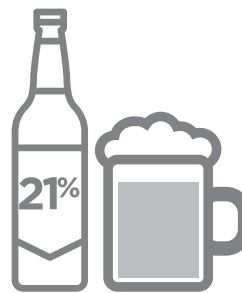


of drinkers classify themselves as **RESPONSIBLE DRINKERS**

34% of drinkers drink to get drunk



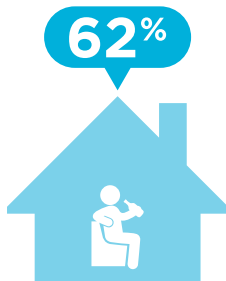
Bottled wine



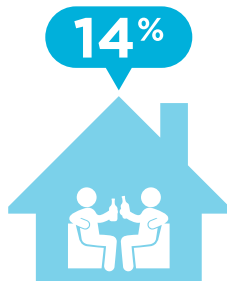
Beer



Spirits



Home



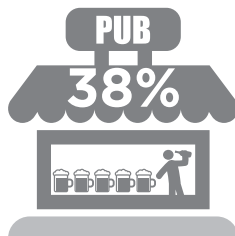
Friend's house



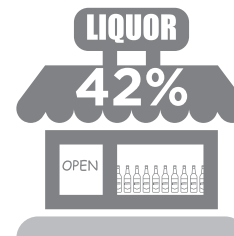
Pub, club or bar



Restaurant



of Gen Y who visited a pub, club or bar have never been asked for ID in the past 12 months



of Gen Y who purchased alcohol at a bottle shop have never been asked for ID in the past 12 months

## Frequency of consuming alcohol

- Alcohol is consumed by 79% of Australian adults.
- 76% of Australian drinkers consume alcohol on two days or fewer per week, while 24% consume alcohol on three days or more per week.

Alcohol is consumed by 79% of Australian adults. This is consistent with previous years, where alcohol was consumed by 79% in 2014 and 77% in 2013.

The table below provides an overview of alcohol consumption by gender between 2010 and 2015.

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

On average, Australian drinkers consume alcohol on 1.7 days a week. This is consistent with previous years. In 2014 Australian drinkers consumed alcohol on average 1.6 days a week, and in 2013, 2012 and 2011 Australian drinkers consumed alcohol on average two days a week. While the majority of Australian drinkers (76%) consume alcohol on two days or less per week, 18% consume alcohol on three to six days per week and 6% of Australians drink daily.

The table below provides an overview of the number of occasions alcohol is consumed per week between 2010 and 2015.

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

Analysis of demographic results reveals that:

- Men who consume alcohol are more likely to drink on more occasions per week, with 28% of men consuming alcohol three times or more a week compared to 20% of women.
- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 44% of baby boomers consuming alcohol on three days or more compared to 21% of Gen X and 11% of Gen Y.

## Amount of alcohol consumed

- 55% of Australian drinkers consume one or two standard drinks on a typical occasion and 43% drink three or more standard drinks.
- 12% of drinkers consume six or more standard drinks on a typical occasion.

On a typical occasion, the majority (55%) of Australian drinkers consume one or two standard drinks, 43% drink three or more standard drinks and a further 3% cannot state with certainty how much they typically consume. These figures are consistent with the 2014 survey results.

The table below provides an overview of the number of standard drinks Australian drinkers reported consuming on a typical occasion between 2010 and 2015.

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

Analysis of demographic results reveals that:

- Women (60%) are more likely than men (50%) to consume one to two standard drinks in one sitting, and men (48%) are more likely than women (37%) to consume three or more standard drinks in one sitting.
- Gen Y (16%) and Gen X (11%) are more likely than baby boomers (7%) to consume six or more standard drinks on a typical occasion.
- Baby boomers (62%) are more likely than Gen X (56%) and Gen Y (48%) to consume one or two standard drinks per occasion.

## Places where alcohol is mostly consumed

- **62% of Australian drinkers mostly consume alcohol at home.**

The majority of Australian drinkers mostly consume alcohol at home (62%), followed by a friend's house (14%), a pub, club or bar (13%) and a restaurant (9%). This has remained unchanged with the exception of Australian drinkers who consume alcohol at a pub, club or bar, which has decreased from 16% in 2014 to 13% in 2015.

The table below provides an overview of where Australian drinkers mostly consume alcohol between 2012 and 2015.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)
At home	63	60	59	62
At a pub, club or bar	17	17	16	13 ↓
At a friend's house	11	15	14	14
At a restaurant	7	6	11	9
Somewhere else	1	1	0	1
None of the above	1	1	0	1

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Gen Y are more likely than Gen X and baby boomers to consume alcohol at a friend's house (23% compared to 12% and 5% respectively) and at a pub, club or bar (22% compared to 9% and 9% respectively).
- Baby boomers (78%) and Gen X (68%) are more likely than Gen Y (44%) to consume alcohol at home.

## Drinking to get drunk

- 34% of drinkers or four million Australians consume alcohol to get drunk.
- Of the people who report drinking to get drunk, almost half (48%) consider themselves to be drunk when they are slurring their speech or losing their balance.

Around one third (34%) of Australian drinkers consume alcohol with the intention of getting drunk, equating to 4 million Australians. This remains stable compared to 2014, 2012 and 2011, where 36%, 36% and 35% of drinkers respectively consumed alcohol to get drunk. In 2013, 40% of Australian drinkers consumed alcohol to get drunk.

Almost one in five (17%) Australian drinkers consume alcohol to get drunk less than once a month, while 9% drink to get drunk at least once a week.

The table below provides an overview of Australians who reported drinking to get drunk between 2011 and 2015.

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

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. A majority of Australians who drink to get drunk perceive slurring speech or losing balance as the main indicator of drunkenness (48%), followed by starting to feel relaxed (39%), and being over the legal blood alcohol limit to drive (9%). In 2015, there has been a decline in the number of people who believed slurring speech or losing balance was an indicator of drunkenness (from 56% in 2014) and an increase of those who regarded feeling relaxed as an indicator of drunkenness (from 29% in 2014).

The table below provides an overview of perception of drunkenness between 2012 and 2015 among Australians who reported drinking to get drunk.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Gen Y (57%) are more likely than Gen X (31%) and baby boomers (11%) to drink to get drunk. The proportion of Gen Y drinking to get drunk has increased from 50% in 2014.

## Alcohol product preferences

- Australian drinkers mainly consume bottled wine (33%), regular strength beer (21%), and spirits (16%).
- Bottled wine is consumed by the majority of Australians who drink alcohol (60%), followed by spirits (50%) and regular strength beer (41%).

When asked what drink they consume most often, Australian drinkers mainly consume bottled wine (33%), regular strength beer (21%) and spirits (16%). There was a decline in the proportion of drinkers who consume spirits most often, from 19% in 2014 to 16% in 2015.

The table below provides an overview of the types of alcoholic beverages that Australians consume most often between 2012 and 2015.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Bottled wine	36	34	33	33
Regular strength beer	20	20	21	21
Spirits	17	15	19	16 ↓
Cider	4	7	7	7
RTDs/Alco-pops	5	6	4	3
Light beer	6	5	5	6
Mid strength beer	5	6	5	6
Cask wine	4	4	4	5
None of the above	4	3	2	3

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

The survey also asked Australian drinkers about any beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (60%) of Australians who drink alcohol, followed by spirits (50%) and regular strength beer (41%). This is similar to 2014 although spirits consumption declined from 55% in 2014 to 50% in 2015, and RTDs/Alco-pops consumption has declined from 21% in 2014 to 16% in 2015. When examining trends between 2012 and 2015, cider consumption has increased from 19% in 2012 to 30% in 2015.

The table below provides an overview of the alcoholic beverages that Australians consume either regularly or from time to time, between 2012 and 2015.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Bottled wine	61	61	61	60
Spirits	53	50	55	50 ↓
Regular strength beer	42	40	42	41
Cider	19	25	28	30
RTDs/Alco-pops	21	18	21	16 ↓
Light beer	19	19	20	22
Mid strength beer	16	18	19	17
Cask wine	13	11	11	13
None of the above	3	2	1	2

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

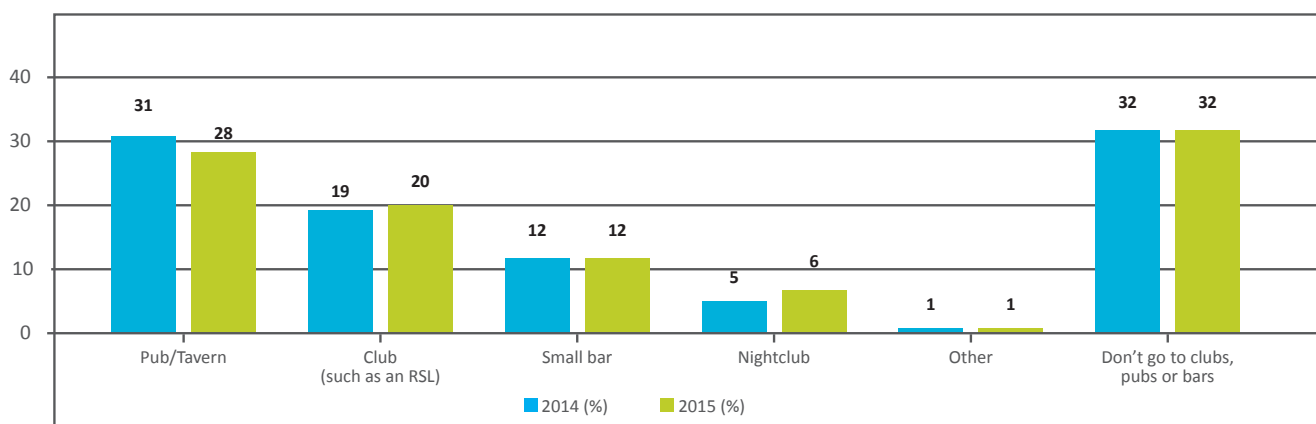
- Women are most likely to choose bottled wine (43%) as their main drink of choice, while regular strength beer is favoured by men (30%).
- Women are more likely than men to mainly drink spirits (18% compared to 14%) and cider (9% compared to 5%).
- For all alcoholic beverages consumed either regularly or from time to time, men are more likely than women to drink beer, whether it be light beer (32% compared to 11%), mid strength beer (26% compared to 8%), or regular strength beer (55% compared to 26%). Women are more likely than men to consume bottled wine (66% compared to 55%), RTDs/Alco-pops (18% compared to 14%), and cider (34% compared to 26%).
- Baby boomers are more likely than Gen X and Gen Y to select bottled wine (45% compared to 34% and 23%) and cask wine (10% compared to 2% and 2%) as their main alcoholic drink.
- Gen Y are more likely than Gen X and baby boomers to select spirits (20% compared to 15% and 12% respectively), cider (11% compared to 5% and 3% respectively) and RTDs/Alco-pops (5%, 2% and 2% respectively) as their main alcoholic drink.

## Venues where alcohol is most likely to be consumed

- When drinking at licensed venues, 28% of drinkers favour pubs/taverns compared to clubs (20%), small bars (12%) and nightclubs (6%).

Around three in ten drinkers (28%) mostly consume alcohol at pubs/taverns, 20% at clubs (such as an RSL), 12% at small bars, 6% at nightclubs and 1% somewhere else. Almost one third (32%) of drinkers indicated that they do not go to pubs, clubs or bars. This is consistent with 2014.

The graph below provides an overview of the venues where Australians are most likely to consume alcohol between 2014 and 2015.



Analysis of demographic results reveals that:

- Baby boomers are more likely than Gen X and Gen Y to not go to any pubs, clubs or bars (47% compared to 36% and 19%) and to go to clubs (such as an RSL) (30% compared to 18% and 13%).
- Baby Boomers (19%) are less likely than Gen Y (31%) or Gen X (34%) to go to pubs/taverns.
- Gen Y are more likely than Gen X and baby boomers to go to small bars (22% compared to 10% and 3%) and nightclubs (15% compared to 2% and 0%).

## Drinking before going to a pub, club or bar (preloading)

- 50% of drinkers consume alcohol before going to a pub, club or bar and 48% of these people do so to save money.

Drinkers were asked if they consume alcohol before going out to a pub, club or bar. This behaviour is often referred to as 'preloading'. Drinkers who preload were also asked the reasons why they preload.

Half (50%) of all drinkers consume alcohol before going out to a pub, club or bar, of which 4% always do this, 9% usually do this, 17% sometimes do this and 20% rarely do this. Of the remaining drinkers, 28% never preload and 22% never go to pubs, clubs or bars. This represents a decline in the proportion of drinkers who preload, from 57% in 2013 when the question was last asked.

The table below provides an overview of drinkers who consume alcohol before going out to a pub, club or bar in 2013 and 2015.

	2013 (%)	2015 (%)
Always	4	4
Usually	10	9
Sometimes	20	17 ↓
Rarely	23	20
<i>Subtotal</i>	<i>57</i>	<i>50 ↓</i>
Never	25	28
I never go to pubs, clubs or bars	18	22 ↑

↑ ↓ a significant change from the results in 2013 when this question was last asked (applied to 2015 data only).

Almost half (48%) of drinkers who preload do so to save money, 43% preload to socialise with friends before going out, 32% to feel relaxed, 15% to feel more confident, 8% to get as drunk as possible before going out, 7% to avoid queues at the bar and 5% for other reasons. This remains consistent with 2013 findings.

The table below provides an overview of the reasons drinkers preload in 2013 and 2015.

	2013 (%)	2015 (%)
To save money	51	48
To socialise with friends before going out	41	43
To feel relaxed	36	32
To feel more confident	14	15
To get as drunk as possible before going out	6	8
To avoid queues at the bar	9	7
Other	4	5

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

Analysis of demographic results reveals that:

- Almost three quarters (73%) of Gen Y preload compared to 48% of Gen X and 22% of baby boomers.
- Gen Y are more likely than Gen X and baby boomers to preload in order to: save money (60% compared to 37% and 36% respectively), to get as drunk as possible before going out (11% compared to 4% and 3% respectively), and to feel more confident (19% compared to 11% and 8% respectively).



## Being asked for identification

- 42% of Gen Y who have purchased alcohol at a bottle shop in the past 12 months have never been asked for ID.
- 38% of Gen Y who visited a pub, club or bar in the past 12 months were never asked for ID.

For the first time, Gen Y were asked whether they were asked for identification (ID) when purchasing alcohol at a bottle shop or when going to a pub, club or bar in the past 12 months. Of those who had purchased alcohol from a bottle shop in the past 12 months, more than four in ten (42%) of Gen Y were never asked for ID, while 16% were always asked and 41% were sometimes asked for ID. When examining 18 to 24 year olds, only one third (32%) have always been asked for ID at a bottle shop, compared to 50% who were sometimes asked and 18% who were never asked.

Gen Y are more likely to have their ID checked in pubs, clubs or bars compared to bottle shops, with 24% of Gen Y who had visited a pub, club or bar in the past 12 months reporting they were always asked for ID, 38% reporting they were sometimes asked for ID and 38% reporting they were never asked. When examining 18 to 24 year olds, fewer than half (44%) have always been asked for ID at a pub, club or bar compared to 37% who were sometimes asked and 19% who were never asked.

Analysis of demographic results reveals that:

- Gen Y men are more likely than Gen Y women to have never had their ID checked at a bottle shop (50% compared to 36%) or at a pub, club or bar (44% compared to 33%) in the past 12 months.

## Being influenced by alcohol promotions

- 70% of Australian drinkers have been influenced by a promotion when purchasing alcohol.

More than two thirds (70%) of Australian drinkers have been influenced by promotions when purchasing alcohol. There has been a decline from 16% in 2014 to 13% in 2015 of Australian drinkers who bought a particular type of alcohol because of a free giveaway, and an increase from 12% in 2014 to 16% in 2015 of Australian drinkers who bought a particular alcohol product because of a discount voucher on the bottom of a shopping receipt.

The table below provides an overview of whether drinkers have been influenced by a promotion when purchasing alcohol between 2014 and 2015.

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

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 2015 data only).

Analysis of demographic results reveals that:

- Men are more likely than women to have purchased a particular type of alcohol because of a discount voucher on the bottom of a shopping receipt (18% compared to 14%), while women are more likely to have bought more alcohol than they had planned because the price was discounted (36% compared to 30%).
- Gen Y and Gen X are more likely than baby boomers to have bought a particular type of alcohol because of a free gift or giveaway (15% and 16% compared to 9% respectively).

## Perception of individual consumption

- 69% of Australian drinkers are comfortable with the amount of alcohol they consume, 23% sometimes feel they have too much to drink and 5% admit to being uncomfortable.
- 48% of Australians drinkers indicated there was no change in their alcohol consumption over the past year, 38% had reduced their alcohol consumption or given up, and 13% had increased their alcohol consumption.
- The vast majority of drinkers (92%) consider themselves to be a responsible drinker.

The majority of Australian drinkers (69%) are comfortable with the amount of alcohol they consume, 23% sometimes feel they have too much to drink, 5% admit to being uncomfortable and 3% are unsure. This has remained consistent with previous years, with the exception of Australians who feel comfortable with their drinking. This has declined from 73% in 2014 to 69% in 2015.

The table below provides an overview of Australians who feel comfortable with their drinking between 2011 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

When asked about how their consumption had changed from 12 months ago, 48% of drinkers indicated there has been no perceivable change in drinking habits over the past year. 38% of drinkers have reduced their alcohol intake or given up in the past 12 months, 13% of drinkers have increased their alcohol intake and 1% are not sure. This is a similar trend to previous years.

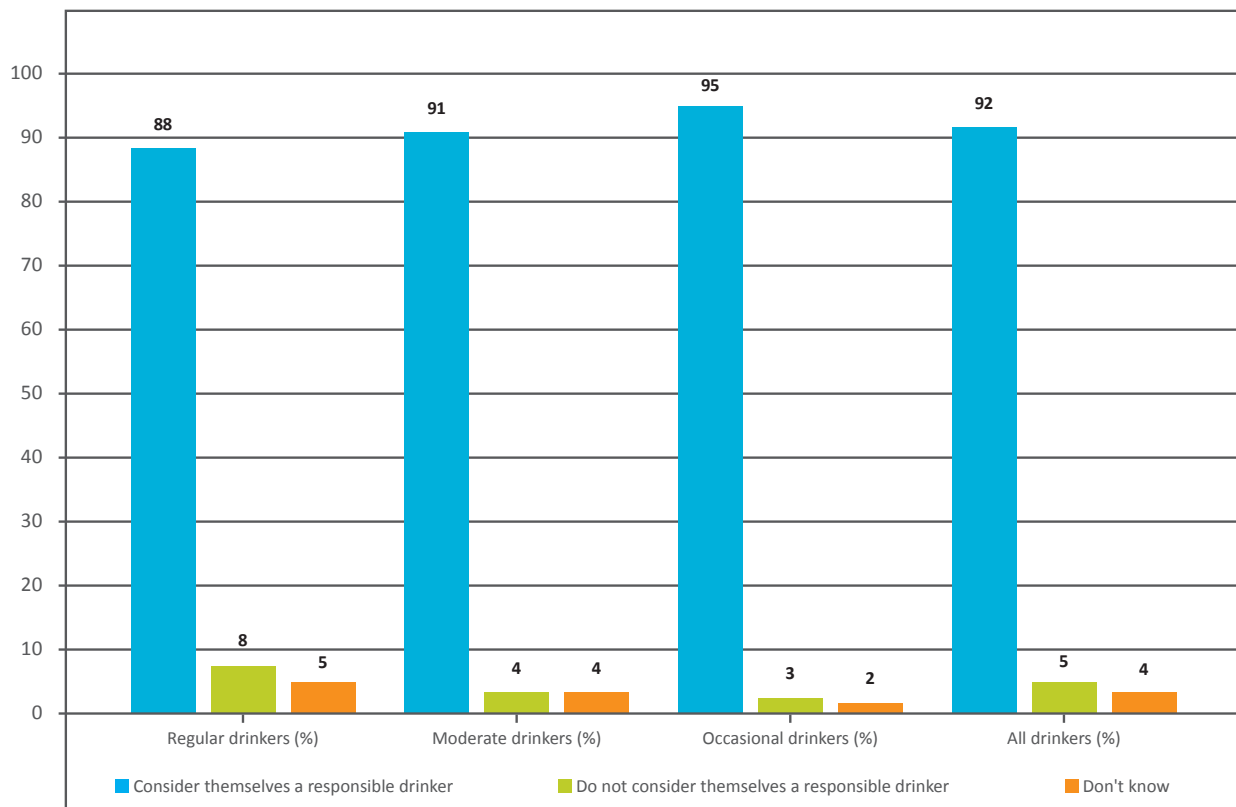
The table below provides an overview of changes in drinking habits between 2010 and 2015.

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

For the first time in 2015, Australian drinkers were asked whether they consider themselves to be a responsible drinker. The vast majority of Australian drinkers (92%) consider themselves to be a responsible drinker while 5% believe they are not and 4% are unsure.

When examining perceptions of responsible drinking against consumption category, 88% of regular drinkers, 91% of moderate drinkers and 95% of occasional drinkers consider themselves responsible drinkers.

The graph below provides an overview of Australian drinkers by type and whether they consider themselves a responsible drinker.

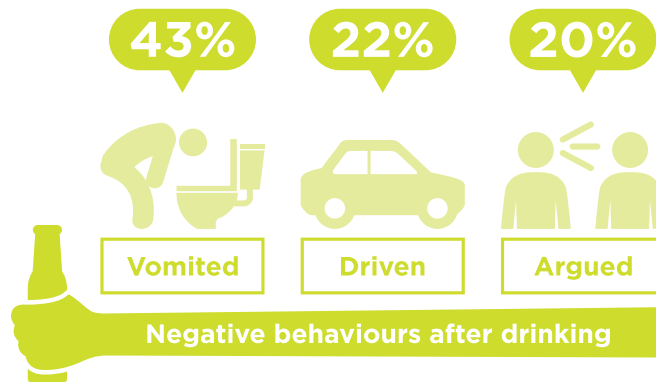


Australian drinkers were further asked to classify their own alcohol consumption, the categories being heavy, moderate, occasional or non-drinker. The majority (62%) of drinkers classify themselves as occasional drinkers, 29% believe they are moderate drinkers, 6% believe they are non-drinkers and 3% believe they are heavy drinkers.

Analysis of demographic results reveals that:

- Men (32%) are more likely than women (26%) to classify themselves as moderate drinkers, whereas women (65%) are more likely than men (59%) to classify themselves as occasional drinkers.
- Baby boomers are more likely than Gen X and Gen Y to state that they are comfortable with their alcohol consumption (75% compared to 65% and 66% respectively) and that they are a responsible drinker (98% compared to 90% and 89% respectively).
- Gen Y (24%) are more likely than Gen X (8%) and baby boomers (6%) to report an increase in alcohol consumption in the previous 12 months.
- Gen Y (70%) are more likely than Gen X (63%) and baby boomers (51%) to classify themselves as occasional drinkers. Baby boomers (40%) are more likely than Gen X (26%) and Gen Y (22%) to classify themselves as moderate drinkers.

# Awareness and experiences of alcohol harms



## The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- 58% of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but relatively few (17%) are aware of the content.

More than half (58%) of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), an increase from 52% in 2014. There has been a decline in Australian adults not aware of the Guidelines from 48% in 2014 to 42% in 2015.

The table below provides an overview of Australians' awareness of the Guidelines between 2011 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Baby boomers (65%) are more likely than Gen X (56%) and Gen Y (52%) to be aware of the Guidelines.

## The recommended number of drinks to reduce risk of harms

- 43% of Australians 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 Australians 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 indicated an awareness of the Guidelines, 43% know that the recommended number of standard drinks a person can consume to minimise the long term risk of alcohol-related harms is two. Almost three in ten Australians (29%) made incorrect estimates and 28% were unsure.

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 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Of the people who had some awareness of the Guidelines, only 7% know that the maximum number of standard drinks a person can have in one sitting to minimise short term risks is four. The majority (60%) of people made incorrect estimates and 33% do not know. There is a decline in the proportion of people correctly identifying four standard drinks to reduce short term harm, from 10% in 2011 to 7% in 2014 and 2015.

The table below provides an overview of awareness of the maximum number of standard drinks in one sitting to minimise short term risks between 2011 and 2015.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Made correct estimate (4 standard drinks)	10	11	8	7	7
Made incorrect estimate	60	52	52	60	60
Don't know	31	37	41	33	33

Analysis of demographic results reveals that:

- Men (20%) are more likely than women (11%) to overestimate the number of standard drinks to avoid long term harms, citing more than two drinks per day.
- Men (10%) are also more likely than women (3%) 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 (12%) are more likely than Gen X (4%) and baby boomers (3%) to overestimate the number of standard drinks recommended to avoid short term harms, citing more than four drinks on a single drinking occasion.

## Alcohol guidelines for pregnant women

- **74% of Australians correctly identify that a pregnant woman should avoid alcohol consumption to avoid harm to the fetus, 14% believe women can consume one to two drinks, 3% believe it is three or more drinks and 9% are unsure.**

Australians were asked what the recommended maximum number of alcoholic drinks a pregnant woman can have per day to avoid harm to the fetus. A majority of Australians (74%) are aware that pregnant woman should not consume any alcohol, 14% believe they can consume one to two drinks, 3% believe it is three or more drinks and 9% are unsure. This represents an increase from 2014 and 2012 (both 67%) and 2013 (65%) in the number of Australians who state that the maximum number of alcoholic drinks a pregnant woman can have per day is zero.

The table below provides an overview of awareness of the number of standard drinks for pregnant women to avoid harm to the fetus between 2012 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Women (79%) are more likely than men (69%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.
- Baby boomers (83%) are significantly more likely than Gen Y (71%) or Gen X (71%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.

## Awareness of Fetal Alcohol Spectrum Disorders (FASD)

- 50% of Australians are aware of Fetal Alcohol Spectrum Disorders.

For the first time in 2015, Australians were asked if they were aware of Fetal Alcohol Spectrum Disorders (FASD). This differed from previous years where people were asked if they were aware of Fetal Alcohol Spectrum and related disorders. Half (50%) of Australians are aware of FASD, while 50% are unaware.

Analysis of demographic results reveals that:

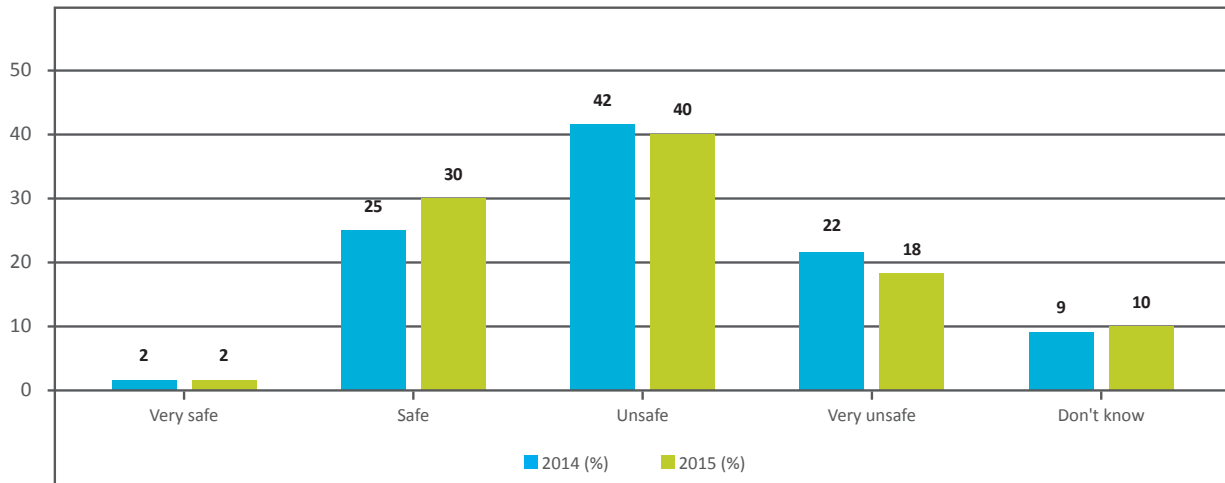
- Women (62%) are more likely than men (37%) to be aware of FASD.
- Australians aged 18-24 (41%) are less likely than those aged 25-34 (49%), aged 35-49 (53%) and aged 50 and over (50%) to be aware of FASD.

## Perceptions of safety

- More than half of Australians (58%) consider built up areas in the city or centre of town unsafe on a Saturday night, compared to 32% who consider it safe.

A small minority of Australians (2%) consider built up areas in the city or centre of town very safe on a Saturday night, 30% consider it safe, 40% consider it unsafe and 18% consider it very unsafe, with 10% unsure about how safe they consider it. There has been a decline in the proportion of Australians who feel that the city or centre of town is unsafe or very unsafe, from 64% in 2014.

The graph below provides an overview of perceptions of safety in the city or centre of town on a Saturday night from 2014 to 2015.



The people who indicated that they consider the city or centre of town unsafe on a Saturday night were asked what factors they believe contribute to this. The overwhelming majority (90%) believe that people affected by alcohol contribute to the city or centre of town being unsafe, followed by people affected by drugs (78%), threatening behaviour (69%), large groups of people (45%), poor lighting (38%), and other reasons (4%), with 1% of people unsure. This remains consistent with 2014, with the exception of threatening behaviour declining from 77% in 2014 to 69% in 2015 and large groups of people declining from 50% in 2014 to 45% in 2015.

The table over page provides an overview of the reasons why people feel unsafe in the city or centre of town from 2014 and 2015.

	2014 (%)	2015 (%)
People affected by alcohol	92	90
People affected by drugs	78	78
Threatening behaviour	77	69 ↓
Large groups of people	50	45 ↓
Poor lighting	37	38
Other	5	4
Unsure	1	1

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Women (62%) are more likely than men (53%) to consider the city or centre of town unsafe.
- Baby boomers (67%) are more likely than Gen X (58%) and Gen Y (47%) to see the city or centre of town as unsafe.
- Gen Y (85%) are less likely than Gen X (93%) and baby boomers (93%) to think that people affected by alcohol contributes to the city or town being unsafe on a Saturday night.

## Experiences of alcohol-related violence

- **30% of Australians have been affected by alcohol-related violence, including 14% who have been victims of alcohol-related violence.**

Three in ten Australians (30%) have been affected by alcohol-related violence, including 14% who have been victims of alcohol-related violence, and 22% who have had a family member or friend affected. This represents a decline from 2014 where 37% of Australians had been affected by alcohol-related violence.

The table below provides an overview of experiences of alcohol-related violence from 2011 to 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Women (33%) are more likely than men (27%) to have been affected by alcohol-related violence.

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

- **20% of parents of children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking.**
- **Most commonly a child has been verbally abused (11%), neglected in some way (8%), physically abused (6%) or been in the car with a driver who was over the legal blood alcohol limit (6%).**



For the first time in 2015, parents of children under 18 years were asked whether their child has been harmed or put at risk of harm because of someone else's drinking. One in five (20%) parents of children under the age of 18 years report that their child/children have been harmed or put at risk of harm because of someone else's drinking. When asked in what way their child has been harmed or put at risk, most commonly a child has been verbally abused (11%), neglected in some way (8%), physically abused (6%) or been in the car with a driver who was over the legal blood alcohol limit (6%).

Analysis of demographic results reveals that:

- Women (25%) are more likely than men (14%) to report that their child has been harmed or put at risk of harm because of someone else's drinking.

## Negative behaviours after drinking

- **Vomiting (43%), driving a car (22%) and having an argument (20%) are the most common negative behaviours Australians engage in after drinking.**

Vomiting is the most common negative behaviour that drinkers engage in after drinking, with more than four in ten (43%) Australians having ever vomited after drinking and 13% having vomited after drinking in the previous 12 months. This has declined from 48% of drinkers having ever vomited after drinking in 2014. There has also been a decline in the proportion of drinkers who have ever had an argument after drinking from 24% in 2014 to 20% in 2015.

The table below provides an overview of negative drinking behaviours between 2014 and 2015.

	2014		2015	
	Ever done (%)	Done in the past 12 months (%)	Ever done (%)	Done in the past 12 months (%)
Vomited	48	12	43 ↓	13
Driven a car	22	8	22	10
Had an argument	24	7	20 ↓	6
Passed out	18	4	18	5
Attended work	15	4	15	5
Verbally abused someone	13	2	12	3
Missed work	12	2	10	2
Been injured	12	3	12	2
Been in trouble with the police	5	1	5	0
Had to see a doctor or other health professional	4	1	4	1
Physically abused someone	3	1	3	0
None of the above	37	70	39	70

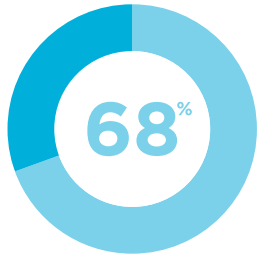
Note that people were able to select more than one response. Therefore the total may exceed 100%.

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

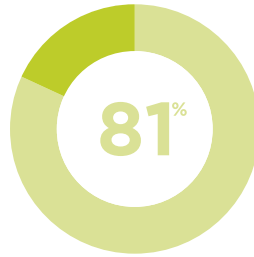
Analysis of demographic results reveals that:

- Men are more likely than women to have ever driven a car (28% compared to 15%), attended work (18% compared to 13%) and been in trouble with the police (7% compared to 4%) after drinking. In contrast, women (48%) are more likely than men (38%) to have ever vomited after drinking.
- Gen Y (70%) and Gen X (65%) are more likely than baby boomers (46%) to have ever engaged in any of the behaviours after drinking, and also more likely to have engaged in any of the behaviours in the previous 12 months (42% compared to 25% and 20% respectively). The exception to this is driving a car, which baby boomers are more likely than Gen X and Gen Y to have ever done (28% compared to 21% and 16% respectively) and to have done in the past 12 months (13% compared to 7% and 8% respectively).

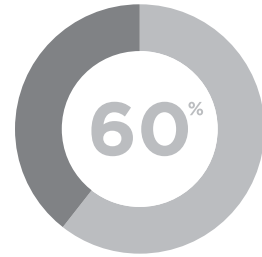
## Perspectives on alcohol-related policies



support the introduction of a national alcohol plan



think pubs, clubs and bars should close at 3am or earlier



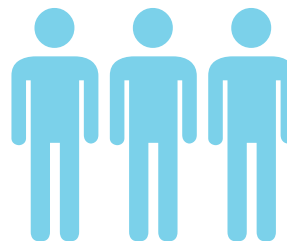
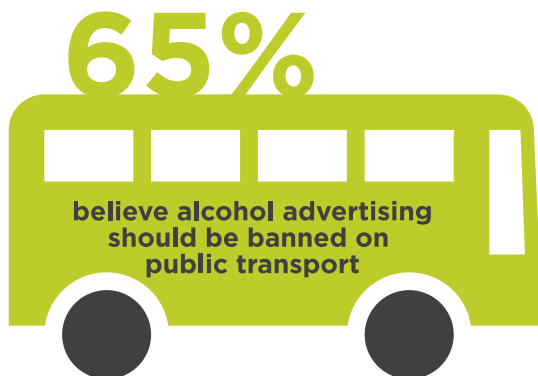
believe health information labels should be placed on alcohol products



50%



believe alcohol advertising should be banned from sports grounds



## Alcohol labelling

- The majority of Australians (60%) believe that health information labels should be placed on alcohol products.

The majority of Australians (60%) believe that health information labels should be placed on alcohol products, while 25% think they should not, and a further 15% are unsure. There has been a decline in the proportion of Australians who believe information labels should be placed on alcohol products from 2014 (66%) and is in line with 2011, 2012 and 2013 (62%, 61% and 61% respectively).

The table below provides an overview of Australians' support for health information labels on alcohol products between 2011 and 2015.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Support alcohol labelling	62	61	61	66	60 ↓
Do not support alcohol labelling	27	24	23	18	25 ↑
Don't know	11	14	16	16	15

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

Analysis of demographic results reveals that:

- Women (65%) are more likely than men (54%) to support health information labels on alcohol products.

## Regulating alcohol advertising

- 51% of Australians believe that alcohol sponsorship should not be allowed at sporting events.
- 63% of Australians support a ban on alcohol advertising on television on weekdays and weekends before 8.30pm.
- 65% of Australians believe alcohol advertising should be banned on public transport, and 60% believe that it should be banned on bus, tram and train stops.
- 50% of Australians believe alcohol advertising should be banned from sports grounds.

Half of Australians (51%) believe that alcohol sponsorship should not be allowed at sporting events, while 34% think it should be allowed and 15% are unsure. This represents a decline from 2014 where 55% of Australians believed that alcohol sponsorship should not be allowed at sporting events.

Almost two thirds of Australian adults (63%) support a ban on alcohol advertising on television before 8.30pm seven days a week, while 24% of people are opposed to the ban, and 13% are unsure. This represents a decline from 2014 where 67% of Australians supported a ban.

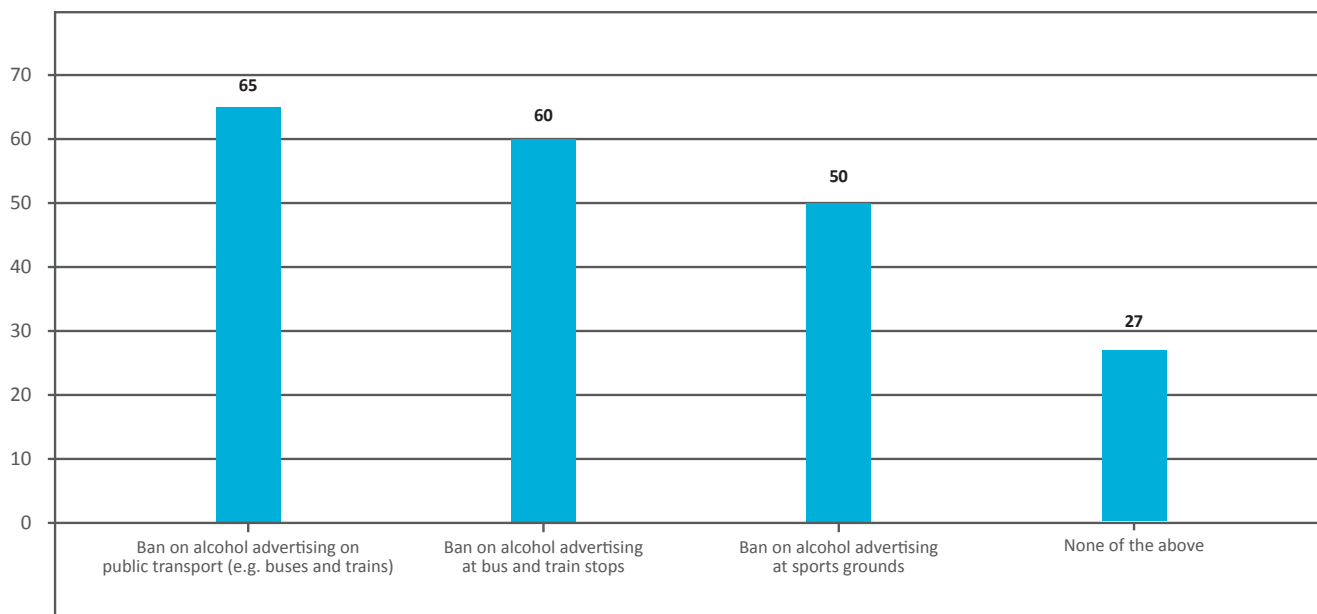
The table below provides an overview of Australians' support for a ban on alcohol advertising on television before 8.30pm between 2011 and 2015.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2015 data only).

For the first time in 2015, Australians were asked whether they support a ban of alcohol advertising on public property such as public transport. Two thirds of Australians (65%) believe alcohol advertising should be banned on public transport, 60% believe that it should be banned on bus, tram and train stops, 50% believe that it should be banned from sports grounds and 27% believe that alcohol advertising should not be banned in any of those places.

The graph below provides an overview of Australians' support for public property bans on alcohol advertising.



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

Analysis of demographic results reveals that:

- Women (58%) are more likely than men (45%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Women (69%) are more likely than men (58%) to support a ban on alcohol advertising on television before 8:30pm.
- Women are more likely than men to believe that alcohol advertising should be banned at sports grounds (56% compared to 45%), on public transport (69% compared to 60%) and at bus, tram and train stops (65% compared to 56%).
- Baby boomers (57%) and Gen X (54%) are more likely than Gen Y (43%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Baby boomers (73%) are more likely than Gen X (65%) and Gen Y (52%) to support a ban on alcohol advertising on television before 8.30pm.
- Baby boomers are more likely than Gen X and Gen Y to believe that alcohol advertising should be banned on public transport (72% compared to 64% and 59%), at bus, tram and train stops (69% compared to 60% and 54%) and at sports grounds (62% compared to 50% and 40%).

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

- 48% of Australians support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems.

Almost half of Australians (48%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 40% are not supportive, and 12% are undecided. This is consistent with 2014 findings. Support for increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems has increased from 2012 and 2013 (39% and 41% respectively).

The table below provides an overview of support for increasing the tax on alcohol between 2011 and 2015.

	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)
Support increasing the tax on alcohol	46	39	41	47	48
Do not support increasing the tax on alcohol	46	48	46	41	40
Don't know	8	13	13	12	12

Analysis of demographic results reveals that:

- Baby boomers (50%) are more likely than Gen Y (44%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, with 47% of Gen X believing this.

## 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, 24% of Australians nominated a closing time of midnight, 17% chose 1am, 15% chose 11pm, 13% chose 2am, 12% chose 3am, 7% believe that they should stay open for 24 hours and 11% are unsure. This remains relatively consistent with 2014, where 27% of Australians nominated a closing time of midnight, 17% chose 1am, 13% chose 11pm, 14% chose 2am, 10% chose 3am, 6% believe they should stay open for 24 hours and 13% were unsure.

Analysis of demographic results reveals that:

- Baby boomers (88%) are more likely than Gen X (79%) and Gen Y (78%) to believe that pubs, clubs and bars should close at 3am or earlier.

## Strategies to reduce alcohol-related violence

- 86% of Australians support increasing penalties for people involved in alcohol-related violence.
- 85% of Australians support increasing police numbers at times and places where alcohol-related violence is greater.
- 84% of Australians support introducing or increasing CCTV in and around licensed venues.

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 (86%), increasing police numbers at times and places where alcohol-related violence is greater (85%), introducing or increasing closed-circuit television (CCTV) in and around licensed venues (84%), and introducing more public transport options in areas where there are pubs, clubs and bars (83%).

The table below provides an overview of the level of support Australians have for alcohol policies to reduce violence between 2014 and 2015.

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

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 2015 data only).

Analysis of demographic results reveals that:

- Women are more likely than men to support all the policies to reduce alcohol-related violence, with the exception of stopping the sale of shots after 10pm (51% of men compared to 53% of women) and stopping the sale of alcohol and energy drinks after midnight (55% of men compared to 58% of women).
- Baby boomers are more likely than Gen X and Gen Y to support a 1am lockout for pubs, clubs and bars (78% compared to 65% and 48% respectively), stopping the sale of shots after 10pm (66% compared to 54% and 37%), placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm (69% compared to 59% and 52%), stopping the sale of alcohol 30 minutes before closing time (80% compared to 75% and 63%), stopping the sale of alcohol and energy drinks after midnight (71% compared to 57% and 44%), and introducing or increasing CCTV in and around licensed venues (92% compared to 86% and 77%).
- Gen Y (55%) are less likely than Gen X (69%) and baby boomers (68%) to support: not allowing alcohol to be sold for less than \$1 per standard drink; increasing police numbers at times and places where alcohol-related violence is greater (78% compared to 87% and 90%); introducing more public transport options (78% compared to 86% and 87%) and introducing or increasing CCTV (77% compared to 86% and 92%).

## Support for introduction of a National Alcohol Plan

- **68% of Australians support the introduction of a National Alcohol Plan for Australia.**

For the first time in 2015, Australians were asked if they support the introduction of a National Alcohol Plan for Australia to outline the actions that will be taken by all levels of government to reduce alcohol harms. More than two thirds (68%) support the introduction of a National Alcohol Plan for Australia, 10% do not support this and 22% are unsure.

Analysis of demographic results reveals that:

- Women (71%) are more likely than men (66%) to support the introduction of a National Alcohol Plan for Australia.
- Baby boomers (75%) are more likely than Gen X (68%) and Gen Y (61%) to support the introduction of a National Alcohol Plan for Australia.



## Summary tables by demographic

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**State and territory overview**

**Gender overview**

**Generation overview**

**Consumption overview**

**Voting intentions overview**

# 1. State and territory overview

## 1.1. Attitudes towards alcohol

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Alcohol as the drug that causes the most harm to Australians	40	42	41	36	34*	49*
2	Australia has a problem with alcohol	75	74	71	75	73	82*
3	More needs to be done to reduce alcohol-related harms	73	71	74	76	74	74
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	71	70	71	73	70	71
5	Governments are not doing enough to address alcohol-related harms	55	57	51	55	54	53
6	Alcohol companies are not doing enough to address alcohol-related harms	66	65	61	67	70	65
7	Clubs and pubs are not doing enough to address alcohol-related harms	60	55	60	64	65	63
8	Believe alcohol industry targets young people under 18 years	59	55	57	62	62	62
9	Believe alcohol industry has too much influence with governments	51	50	51	48	52	47
10	Believe alcohol industry makes political donations to influence policy	54	54	49	51	55	57
11	Believe alcohol industry should pay for reducing alcohol harms	70	70	63*	69	74	70
12	Seen alcohol advertising in last 12 months	73	72	75	72	74	73
13	Believe alcohol advertising seen was inappropriate	69	69	66	74	72	68

\* denotes a significant difference from the Australian average

## 1.2. Alcohol consumption behaviours

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Consumes alcohol	79	82	76	77	79	76
2	1-2 standard drinks on a typical occasion	55	60	49	51	54	56
3	3-5 standard drinks on a typical occasion	31	27	36	30	31	33
4	6+ standard drinks on a typical occasion	12	11	12	16	12	9
5	Increased alcohol consumption in past 12 months	13	15	12	12	14	12
6	Comfortable with how much they drink	69	70	72	73	66	67
7	Consider themselves a responsible drinker	92	91	92	92	92	93
8	Drink to get drunk	34	33	35	31	37	32

\* denotes a significant difference from the Australian average



### 1.3. Awareness and experiences of alcohol harms

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Aware of the Guidelines	58	57	55	56	55	68*
2	Know that two standard drinks is the maximum to avoid long term harm	43	38	39	44	43	61*
3	Know that four standard drinks is the maximum to avoid short term harm	7	8	5	4	9	6
4	Know women should avoid alcohol altogether during pregnancy	74	72	74	76	74	80*
5	Aware of FASD	50	46	54	48	45	57*
6	Consider city or centre of town unsafe on a Saturday night	57	58	52	54	61	58
7	Experienced alcohol-related violence	30	31	30	32	28	32

\* denotes a significant difference from the Australian average

### 1.4. Perspectives of alcohol policies

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Support alcohol labels	60	54*	58	63	65	65
2	Alcohol sponsorship should not be allowed at sporting events	51	51	49	52	52	54
3	Alcohol advertising should be banned on public transport	65	65	62	64	67	63
4	Alcohol advertising should be banned on bus, tram and train stops	60	58	57	59	67*	59
5	Alcohol advertising should be banned at sports grounds	50	47	46	51	54	54
6	Support ban on alcohol advertising on TV before 8.30pm	63	62	59	67	66	65
7	Support increasing tax on alcohol	48	47	42*	45	51	49
8	Support increasing penalties for people involved in alcohol-related violence	86	85	86	85	85	90*
9	Support increasing police numbers at times and places where alcohol-related violence is greater	85	81	85	86	90*	84
10	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	84	82	88*	82	85	85
11	Support introducing more public transport options in areas where there are pubs, clubs and bars	83	81	86	80	84	82
12	Support a closing time for pubs, clubs and bars of no later than 3am	81	82	82	83	80	80
13	Support stopping the sale of alcohol 30 minutes before closing time	73	72	76	71	74	64*
14	Support introducing identification (ID) scanners	74	73	75	68*	78	72
15	Support introducing a 1am lockout for pubs, clubs and bars	64	65	61	64	62	63
16	Support not allowing alcohol to be sold for less than \$1 per standard drink	64	65	65	66	59	63
17	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	60	62	59	59	60	60
18	Support stopping the sale of alcohol and energy drinks after midnight	57	59	58	52	54	58
19	Support stopping the sale of shots after 10pm	52	52	52	50	50	53
20	Support introduction of National Alcohol Plan	68	67	66	65	72	67

\* denotes a significant difference from the Australian average

## 2. Gender overview

### 2.1. Attitudes towards alcohol

		MEN (%)	WOMEN (%)
1	Alcohol as the drug that causes the most harm to Australians	38	41
2	Australia has a problem with alcohol	70	79*
3	More needs to be done to reduce alcohol-related harms	70	76*
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	70	72
5	Governments are not doing enough to address alcohol-related harms	55	54
6	Alcohol companies are not doing enough to address alcohol-related harms	64	68
7	Clubs and pubs are not doing enough to address alcohol-related harms	59	62
8	Believe alcohol industry targets young people under 18 years	57	61
9	Believe alcohol industry has too much influence with governments	53	48*
10	Believe alcohol industry makes political donations to influence policy	59	48*
11	Believe alcohol industry should pay for reducing alcohol harms	69	71
12	Seen alcohol advertising in last 12 months	74	72
13	Believe alcohol advertising seen was inappropriate	67	71

\* denotes a significant difference between men and women

### 2.2. Alcohol consumption behaviours

		MEN (%)	WOMEN (%)
1	Consumes alcohol	80	77
2	1-2 standard drinks on a typical occasion	50	60*
3	3-5 standard drinks on a typical occasion	36	26*
4	6+ standard drinks on a typical occasion	12	11
5	Increased alcohol consumption in past 12 months	12	14
6	Comfortable with how much they drink	68	70
7	Consider themselves a responsible drinker	92	91
8	Drink to get drunk	35	34
9	Never asked for ID when purchased alcohol at bottle shops in past 12 months	50	36*
10	Never asked for ID when going to a pub, club or bar in past 12 months	44	33*

\* denotes a significant difference between men and women

## 2.3. Awareness and experiences of alcohol harms

		MEN (%)	WOMEN (%)
1	Aware of the Guidelines	57	58
2	Know that two standard drinks is the maximum to avoid long term harm	40	45
3	Know that four standard drinks is the maximum to avoid short term harm	8	6
4	Know women should avoid alcohol altogether during pregnancy	69	79*
5	Aware of FASD	37	62*
6	Child under 18 has been harmed/at risk of harm from alcohol consumption of others	14	25*
7	Consider city or centre of town unsafe on a Saturday night	53	62*
8	Experienced alcohol-related violence	27	33*

\* denotes a significant difference between men and women

## 2.4. Perspectives on alcohol-related policies

		MEN (%)	WOMEN (%)
1	Support alcohol labels	54	65*
2	Alcohol sponsorship should not be allowed at sporting events	45	58*
3	Alcohol advertising should be banned on public transport	60	69*
4	Alcohol advertising should be banned on bus, tram and train stops	56	65*
5	Alcohol advertising should be banned on sports grounds	45	56*
6	Support ban on alcohol advertising on TV before 8.30pm	58	69*
7	Support increasing tax on alcohol	47	48
8	Support increasing penalties for people involved in alcohol-related violence	82	90*
9	Support increasing police numbers at times and places where alcohol-related violence is greater	80	90*
10	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	81	87*
11	Support introducing more public transport options in areas where there are pubs, clubs and bars	78	88*
12	Support a closing time for pubs, clubs and bars of no later than 3am	80	83
13	Support stopping the sale of alcohol 30 minutes before closing time	68	77*
14	Support introducing identification (ID) scanners	70	78*
15	Support introducing a 1am lockout for pubs, clubs and bars	60	67*
16	Support not allowing alcohol to be sold for less than \$1 per standard drink	59	68*
17	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	58	63*
18	Support stopping the sale of alcohol and energy drinks after midnight	55	58
19	Support stopping the sale of shots after 10pm	51	53
20	Support introduction of National Alcohol Plan	66	71*

\* denotes a significant difference between men and women

## 3. Generation overview

### 3.1. Attitudes towards alcohol

		GEN Y (%)	GEN X (%)	BABY BOOMERS (%)
1	Alcohol as the drug that causes the most harm to Australians	40	42	34
2	Australia has a problem with alcohol	70	76	81
3	More needs to be done to reduce alcohol-related harms	66	74	80
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	61	76	78
5	Governments are not doing enough to address alcohol-related harms	49	56	60
6	Alcohol companies are not doing enough to address alcohol-related harms	61	65	69
7	Clubs and pubs are not doing enough to address alcohol-related harms	58	59	66
8	Believe alcohol industry targets young people under 18 years	49	60	67
9	Believe alcohol industry has too much influence with governments	44	52	56
10	Believe alcohol industry makes political donations to influence policy	46	56	58
11	Believe alcohol industry should pay for reducing alcohol harms	63	72	75
12	Seen alcohol advertising in last 12 months	73	70	74
13	Believe alcohol advertising seen was inappropriate	65	69	73

### 3.2. Alcohol consumption behaviours

		GEN Y (%)	GEN X (%)	BABY BOOMERS (%)
1	Consumes alcohol	80	80	77
2	1-2 standard drinks on a typical occasion	48	56	62
3	3-5 standard drinks on a typical occasion	33	30	29
4	6+ standard drinks on a typical occasion	16	11	7
5	Increased alcohol consumption in past 12 months	24	8	6
6	Comfortable with how much they drink	66	65	75
7	Consider themselves a responsible drinker	89	90	98
8	Drink to get drunk	57	31	11

### 3.3. Awareness and experiences of alcohol harms

		GEN Y (%)	GEN X (%)	BABY BOOMERS (%)
1	Aware of the Guidelines	52	56	65
2	Know that two standard drinks is the maximum to avoid long term harm	39	45	45
3	Know that four standard drinks is the maximum to avoid short term harm	9	7	5
4	Know women should avoid alcohol altogether during pregnancy	71	71	83
5	Aware of FASD	46	53	51
6	Consider city or centre of town unsafe on a Saturday night	47	58	67
7	Experienced alcohol-related-violence	28	35	29

### 3.4. Perspectives on alcohol-related policies

		GEN Y (%)	GEN X (%)	BABY BOOMERS (%)
1	Support alcohol labels	57	60	61
2	Alcohol sponsorship should not be allowed at sporting events	43	54	57
3	Alcohol advertising should be banned on public transport	59	64	72
4	Alcohol advertising should be banned on bus, tram and train stops	54	60	69
5	Alcohol advertising should be banned at sports grounds	40	50	62
6	Support ban on alcohol advertising on TV before 8.30pm	52	65	73
7	Support increasing tax on alcohol	44	47	50
8	Support increasing penalties for people involved in alcohol-related violence	79	87	91
9	Support increasing police numbers at times and places where alcohol-related violence is greater	78	87	90
10	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	77	86	92
11	Support introducing more public transport options in areas where there are pubs, clubs and bars	78	86	87
12	Support a closing time for pubs, clubs and bars of no later than 3am	78	79	88
13	Support stopping the sale of alcohol 30 minutes before closing time	63	75	80
14	Support introducing identification (ID) scanners	70	74	77
15	Support introducing a 1am lockout for pubs, clubs and bars	48	65	78
16	Support not allowing alcohol to be sold for less than \$1 per standard drink	55	69	68
17	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	52	59	69
18	Support stopping the sale of alcohol and energy drinks after midnight	44	57	71
19	Support stopping the sale of shots after 10pm	37	54	66
20	Support introduction of National Alcohol Plan	61	68	75

## 4. Consumption overview

### 4.1. Attitudes towards alcohol in Australia

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Alcohol as the drug that causes the most harm to Australians	30	36	45	46
2	Australia has a problem with alcohol	66	72	78	82
3	More needs to be done to reduce alcohol-related harms	63	68	78	83
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	78	67	71	72
5	Governments are not doing enough to address alcohol-related harms	40	51	57	68
6	Alcohol companies are not doing enough to address alcohol-related harms	52	58	75	79
7	Clubs and pubs are not doing enough to address alcohol-related harms	49	54	66	73
8	Believe alcohol industry targets young people under 18 years	54	56	59	69
9	Believe alcohol industry has too much influence with governments	40	51	48	61
10	Believe alcohol industry makes political donations to influence policy	49	54	50	61
11	Believe alcohol industry should pay for reducing alcohol harms	61	65	75	78
12	Seen alcohol advertising in last 12 months	82	76	67	68
13	Believe alcohol advertising seen was inappropriate	57	64	76	83

### 4.2. Awareness and experiences of alcohol harms

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Aware of the Guidelines	67	63	52	49
2	Know that two standard drinks is the maximum to avoid long term harm	44	41	45	41
3	Know that four standard drinks is the maximum to avoid short term harm	7	10	6	3
4	Know women should avoid alcohol altogether during pregnancy	76	71	77	74
5	Aware of FASD	52	46	52	51
6	Consider city or centre of town unsafe on a Saturday night	56	51	60	66
7	Experienced alcohol-related violence	27	30	34	28

### 4.3. Perspectives of alcohol-related policies

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Support alcohol labels	46	57	63	72
2	Alcohol sponsorship should not be allowed at sporting events	31	43	59	71
3	Alcohol advertising should be banned on public transport	54	55	70	81
4	Alcohol advertising should be banned on bus, tram and train stops	52	50	66	78
5	Alcohol advertising should be banned at sports grounds	38	39	56	73
6	Support ban on alcohol advertising on TV before 8.30pm	56	54	70	76
7	Support increasing tax on alcohol	25	38	53	73
8	Support increasing penalties for people involved in alcohol-related violence	84	85	86	88
9	Support increasing police numbers at times and places where alcohol-related violence is greater	82	84	87	85
10	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	87	83	84	85
11	Support introducing more public transport options in areas where there are pubs, clubs and bars	86	85	83	78
12	Support a closing time for pubs, clubs and bars of no later than 3am	81	79	83	86
13	Support stopping the sale of alcohol 30 minutes before closing time	63	68	77	81
14	Support introducing identification (ID) scanners	70	74	74	78
15	Support introducing a 1am lockout for pubs, clubs and bars	59	57	66	76
16	Support not allowing alcohol to be sold for less than \$1 per standard drink	55	58	70	73
17	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	51	55	62	75
18	Support stopping the sale of alcohol and energy drinks after midnight	45	50	59	76
19	Support stopping the sale of shots after 10pm	45	45	52	67
20	Support introduction of National Alcohol Plan	64	62	74	75

## 5. Voting intentions overview

### 5.1. Attitudes towards alcohol

		ALP (%)	COALITION (%)	GREENS (%)
1	Alcohol as the drug that causes the most harm to Australians	41	38	47
2	Australia has a problem with alcohol	75	74	82
3	More needs to be done to reduce alcohol-related harms	74	73	76
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	74	74	72
5	Governments are not doing enough to address alcohol-related harms	62	52	61
6	Alcohol companies are not doing enough to address alcohol-related harms	69	68	71
7	Clubs and pubs are not doing enough to address alcohol-related harms	62	64	58
8	Believe alcohol industry targets young people under 18 years	63	63	63
9	Believe alcohol industry has too much influence with governments	57	49	55
10	Believe alcohol industry makes political donations to influence policy	58	52	59
11	Believe alcohol industry should pay for reducing alcohol harms	73	71	74
12	Seen alcohol advertising in last 12 months	74	77	81
13	Believe alcohol advertising seen was inappropriate	69	67	75

### 5.2. Alcohol consumption behaviours

		ALP (%)	COALITION (%)	GREENS (%)
1	Consumes alcohol	80	82	87
2	1-2 standard drinks on a typical occasion	52	57	48
3	3-5 standard drinks on a typical occasion	34	31	34
4	6+ standard drinks on a typical occasion	11	11	15
5	Increased alcohol consumption in past 12 months	12	11	19
6	Comfortable with how much they drink	70	70	68
7	Consider themselves a responsible drinker	93	92	93
8	Drink to get drunk	38	26	50

### 5.3. Awareness and experiences of alcohol harms

		ALP (%)	COALITION (%)	GREENS (%)
1	Aware of the Guidelines	58	63	61
2	Know that two standard drinks is the maximum to avoid long term harm	44	45	43
3	Know that four standard drinks is the maximum to avoid short term harm	9	5	13
4	Know women should avoid alcohol altogether during pregnancy	73	76	73
5	Aware of FASD	50	45	69
6	Consider city or centre of town unsafe on a Saturday night	59	60	51
7	Experienced alcohol-related-violence	34	26	30



## 5.4. Perspectives on alcohol-related policies

		ALP (%)	COALITION (%)	GREENS (%)
1	Support alcohol labels	61	61	66
2	Alcohol sponsorship should not be allowed at sporting events	52	49	57
3	Alcohol advertising should be banned on public transport	62	64	64
4	Alcohol advertising should be banned on bus, tram and train stops	58	60	61
5	Alcohol advertising should be banned at sports grounds	49	52	50
6	Support ban on alcohol advertising on TV before 8.30pm	62	65	68
7	Support increasing tax on alcohol	47	52	52
8	Support increasing penalties for people involved in alcohol-related violence	86	92	80
9	Support increasing police numbers at times and places where alcohol-related violence is greater	88	87	85
10	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	86	90	78
11	Support introducing more public transport options in areas where there are pubs, clubs and bars	87	83	86
12	Support a closing time for pubs, clubs and bars of no later than 3am	84	86	72
13	Support stopping the sale of alcohol 30 minutes before closing time	75	79	65
14	Support introducing identification (ID) scanners	76	81	66
15	Support introducing a 1am lockout for pubs, clubs and bars	62	75	44
16	Support not allowing alcohol to be sold for less than \$1 per standard drink	65	67	61
17	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	60	67	53
18	Support stopping the sale of alcohol and energy drinks after midnight	54	65	47
19	Support stopping the sale of shots after 10pm	51	59	40
20	Support introduction of National Alcohol Plan	71	72	64







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