

ANNUAL
ALCOHOL
POLL 2016



ATTITUDES AND BEHAVIOURS

fare



Foundation for Alcohol
Research & Education

About the Foundation for Alcohol Research and Education

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

Alcohol harm in Australia is significant. More than 5,500 lives are lost every year and more than 157,000 people are hospitalised making alcohol one of our nation's greatest 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 or email info@fare.org.au.

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Overview

The Foundation for Alcohol Research and Education's (FARE) *Annual alcohol poll* (the Poll) assesses Australians' attitudes towards alcohol, alcohol consumption behaviours, awareness and experiences of alcohol harms and perspectives on various alcohol policies. In 2016, the Poll was carried out by Galaxy Research for the seventh consecutive year.

The Poll continues to show that a vast majority of those surveyed are concerned about alcohol, with 78% indicating that Australia has a problem with excess drinking or alcohol abuse, 73% believing that alcohol-related problems in Australia will get worse or remain the same over the next five to ten years and 78% believing that more needs to be done to reduce the harm caused by alcohol.

There has been an increase since 2015 in the proportion of people surveyed who believe that Australia has a problem with alcohol (up from 75%), and in the proportion of people who believe more needs to be done to reduce the harm caused by alcohol (up from 73%). Community perceptions of the alcohol industry have not improved since 2015. The majority of Australians continue to believe that the alcohol industry targets people under 18 (57%), that they have too much influence with governments (56%, up from 51% in 2015) and that they make political donations to influence policy (52%). In addition, the majority (71%) of Australians believe that the alcohol industry should pay for reducing alcohol harm.

Consumption of alcohol remains largely unchanged. In 2016, 78% of Australian adults indicated that they consume alcohol, compared to 79% by Australians in 2014 and 2015. The proportion of Australians who drink to get drunk is 37%, which is similar to 2015 (34%). The majority of Australian drinkers are also continuing to consume alcohol at home (63%), consistent with 2015 (62%). Wine continues to be preferred ahead of other alcoholic beverages, with 33% of Australians indicating this, followed by regular strength beer (19%).

For the first time in 2016, Australian drinkers were asked how they modified their food intake when they expected to be drinking. Four in ten (40%) drinkers have deliberately changed their food intake before drinking. Most commonly, drinkers are eating more (17%) and eating more of a certain type of food such as carbohydrates (11%). However, others report eating more healthily (11%) or reducing the amount they eat (8%) before drinking. The most cited reason for a change in food intake is to avoid drinking on an empty stomach (61%).

The 2016 Poll commenced an investigation into the differences between how Australians expect to feel when drinking and the reality of how they actually feel based on their last drinking episode. Most commonly, drinkers expect to feel happy (56%), relaxed (54%), social/a sense of belonging (31%) and confident and strong (27%). However, results suggest that for a lot of drinkers these expectations are not being met, with only 28% feeling happy after their last drinking episode, 31% relaxed, 15% social and 10% confident and strong. A series of negative feelings were also reported where reality exceeded drinkers' expectations, including feeling tired (29% compared to 13%), regret (13% compared to 6%), sick (17% compared to 5%) and unattractive (7% compared to 4%).

Awareness of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines) declined, from 58% in 2015 to 53% in 2016. However, the proportion of Australians correctly estimating the recommended number of standard drinks a person can consume to minimise long term harm (41%) and short term harm (9%) has remained consistent with 2015. The proportion of Australians who correctly identify that pregnant women should avoid alcohol altogether remains unchanged (74% in both 2015 and 2016).

Six in ten (60%) Australians report that they consider built up areas in the city or centre of town on a Saturday night unsafe. When asked about experiences of alcohol-related violence, three in ten Australians (29%) have been affected by alcohol-related violence, consistent with 2015 (30%). 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 four (23%) parents with a child under 18 reported this, compared to 20% in 2015.

The 2016 Poll asked parents for the first time about their children's exposure to alcohol advertising. Almost three quarters (71%) of parents believe their child under the age of 18 has been exposed to alcohol advertising. Almost half of parents indicated that their child has been exposed to alcohol advertising at a supermarket or shopping centre (47%), or through the radio, television or cinema (44%).

For the first time since 2010, Australians were asked if they thought alcohol should be sold in supermarkets. Almost two thirds (62%) of Australians think that alcohol should not be sold in supermarkets, a decline from 67% in 2010. Support has increased for placing a ban on alcohol advertising on television before 8.30pm (70%, up from 63% in 2015), and not allowing alcohol sponsorship at sporting events (60%, up from 51% in 2015). Half of Australians (51%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, representing the first time in the Poll's history that this question has garnered an absolute majority response. The majority of Australians also continue to support a range of other policy measures including a closing time for pubs, clubs and bars of no later than 3am (82%).

The approach

The Foundation for Alcohol Research and Education (FARE) carried out nation-wide polling for the seventh 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 2016 nation-wide Poll. It also provides, where available, information regarding trends between 2010 and 2016.

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

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

The sample for this survey is selected 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 1,825 respondents. A sample size of 1,825 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 Friday 8 January 2016 and was completed on Thursday 14 January 2016. The respondents were aged 18 years and older, distributed throughout Australia as follows:

- Australian Capital Territory – 100
- New South Wales – 353
- Northern Territory – 20
- Queensland – 350
- South Australia – 300
- Tasmania – 100
- Victoria – 302
- Western Australia – 300

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

High level 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.

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

Key terms

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

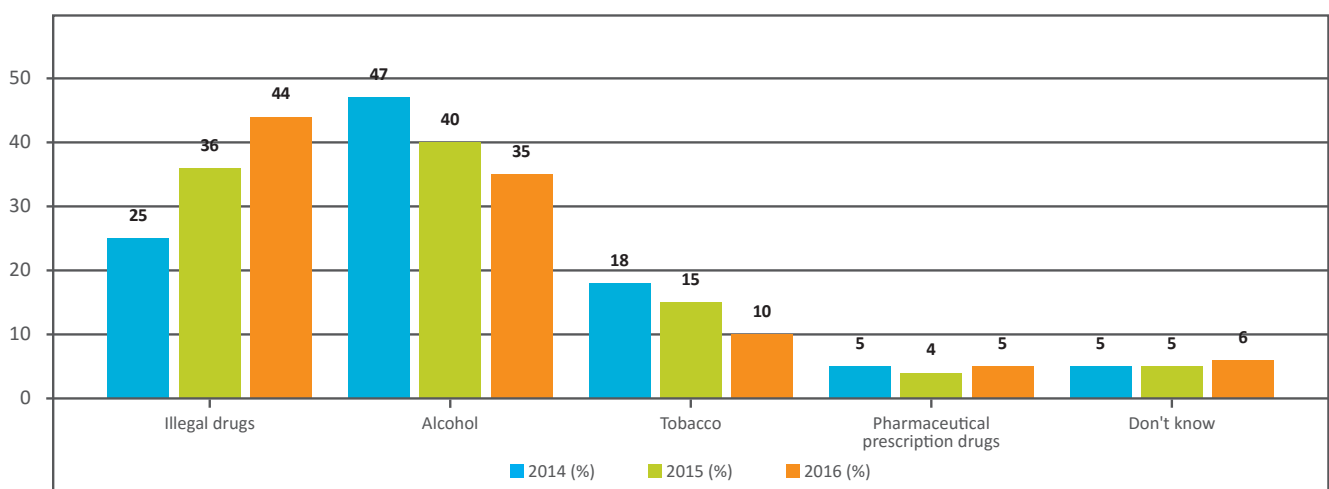


ATTITUDES TOWARDS ALCOHOL IN AUSTRALIA

Perception of the drug that causes the most harm to Australians

- 35% of Australians consider alcohol to be the drug that causes the most harm, behind illegal drugs (44%) and ahead of tobacco (10%) and pharmaceuticals (5%).

One third of Australians (35%) consider alcohol to be the drug that causes the most harm in Australia, behind illegal drugs (44%) and ahead of tobacco (10%) and pharmaceuticals and prescription drugs (5%), while 6% of Australians are unsure. This is in contrast to 2014 and 2015, where alcohol was considered the drug causing the most harm. The following graph provides an overview of community perceptions of the drug that causes the most harm to Australians between 2014 and 2016.



Analysis of demographic results revealed that:

- Australians 50 years and older (51%) are more likely than 35 to 49 year olds (43%), 25 to 34 year olds (38%) and 18 to 24 year olds (39%) to perceive illegal drugs as the drugs that cause the most harm to Australians.

Australia's problem with alcohol

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

More than three quarters (78%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 12% do not believe this and 10% are unsure. This represents an increase from 2015, where 75% of people believed that Australia has a problem with alcohol, and is consistent with 2014 results.

The following table provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse, between 2010 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Women (81%) are more likely than men (75%) to believe that Australia has a problem with alcohol.
- Those aged 50 years and over (85%) are more likely than 35 to 49 year olds (76%) and 25 to 34 year olds (77%), who in turn are more likely than 18 to 24 year olds (68%), to believe that Australia has a problem with alcohol.

Concerns associated with alcohol

- **Australians are most concerned about alcohol-related violence (79%), road traffic accidents (76%) 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 (79%), road traffic accidents (76%) and child abuse and neglect (64%). The order and magnitude of concerns remains consistent with 2015, however, there has been an increase in the proportion of Australians concerned about alcohol-related crime (from 54% to 58%).

The following table provides an overview of the alcohol-related problems Australians are most concerned about, between 2012 and 2016.

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

Analysis of demographic results revealed that:

- Women are more likely than men to express concern across most problems, including road traffic accidents (81% compared to 71%), alcohol-related violence (81% compared to 76%), child abuse and neglect (68% compared to 60%), alcohol-related crime (61% compared to 55%) and harm to unborn babies (53% compared to 46%).
- People aged 50 years and over are more concerned than 35 to 49 year olds, 25 to 34 year olds and 18 to 24 year olds about all alcohol-related problems. The most significant differences are demonstrated for alcohol-related violence (89% compared to 77%, 71% and 71% respectively), alcohol-related traffic accidents (87% compared to 72%, 70% and 71% respectively), child abuse and neglect (77% compared to 60%, 57% and 59% respectively), and alcohol-related crime (70% compared to 55%, 52% and 49% respectively).



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



Worsening of alcohol-related problems in Australia

- 73% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to ten years.

More than twice as many Australians believe that alcohol-related problems will get worse over the next five to ten years (38%), compared to those who think that there will be a reduction in alcohol-related problems (15%). A further 35% believe that there will be no change and 12% are unsure. The proportion of Australians who believe that alcohol-related problems will get worse or remain the same (73%) is consistent with 2015 (71%).

The following table provides an overview of Australian perceptions on whether alcohol-related problems will be reduced, unchanged, or get worse, between 2012 and 2016.

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

Analysis of demographic results revealed that:

- Women (41%) are more likely than men (34%) to believe that alcohol-related problems will get worse.
- Australians aged 50 years and over (45%) are more likely than 35 to 49 year olds (38%) and 25 to 34 year olds (36%), who are in turn more likely than 18 to 24 year olds (26%) to believe that alcohol-related problems will get worse.

Actions to address alcohol-related harms

- 78% 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 (59%), alcohol companies (70%), and clubs and pubs (65%) are not doing enough to address the harms caused by alcohol in Australia.

The majority (78%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 9% do not believe more needs to be done and 13% are unsure. This represents an increase from 2015 (73%).

The following table provides an overview of community attitudes indicating whether Australians believe more needs to be done to address alcohol harms, between 2010 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Nearly six in ten Australians (59%) believe that governments are not doing enough to address alcohol misuse, with 17% believing they are doing enough and 24% unsure. The proportion of Australians who believe governments are not doing enough has increased from 2015 (55%).

More than two thirds of Australians (70%) believe that alcohol companies are not doing enough to address alcohol misuse, with 11% believing they are doing enough and 19% unsure. This is consistent with previous years.

Almost two thirds of Australians (65%) believe that clubs and pubs are not doing enough to address alcohol misuse, with 19% believing they are doing enough and 16% unsure. This represents an increase from 2015 (60%).

The following table provides an overview of Australians' attitudes on who is doing enough to address alcohol misuse, between 2011 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Australians 50 years and over (85%) are more likely than 35 to 49 year olds (74%), 25 to 34 year olds (77%) and 18 to 24 year olds (77%) to believe more needs to be done to address alcohol-related harms.
- Australians aged 18 to 24 (65%) and aged 50 years and over (62%) are more likely than 25 to 49 year olds (56%) to think that governments are not doing enough to address alcohol-related harms.
- Australians aged 50 years and over (78%) are more likely than 35 to 49 year olds (65%), 25 to 34 year olds (69%) and 18 to 24 year olds (69%) to think that alcohol companies are not doing enough to address alcohol-related harms.
- Australians aged 50 years and over (71%) are more likely than 35 to 49 year olds (61%) and 25 to 34 year olds (63%) to believe that pubs and clubs are not doing enough to address alcohol-related harms, with 65% of 18 to 24 year olds believing this.

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

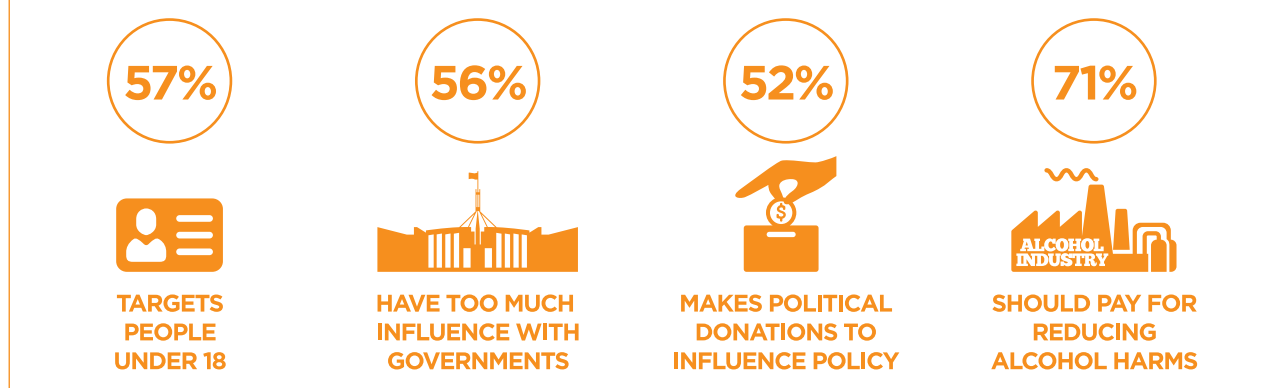



78% BELIEVE THAT MORE NEEDS TO BE DONE TO REDUCE THE HARM CAUSED BY ALCOHOL

Alcohol industry influence

- 57% of Australians believe that the alcohol industry targets young people under 18 years.
- 56% of Australians believe that the alcohol industry has too much influence with governments.
- 52% of Australians believe that the alcohol industry makes political donations to influence policy.
- 71% of Australians believe that the alcohol industry should pay for reducing alcohol harms.

THE MAJORITY OF AUSTRALIANS BELIEVE THAT THE ALCOHOL INDUSTRY



Australians were asked a range of questions about their perception of the alcohol industry’s influence. More than half of Australians (57%) believe that the alcohol industry targets young people under 18 years, while 30% do not and 13% are unsure.

More than half of Australians (56%) believe that the alcohol industry has too much influence with governments, while 18% do not and 26% are unsure. This represents an increase from 51% in 2015.

More than half of Australians (52%) believe that the alcohol industry makes political donations to influence policy, while 14% do not and 34% are unsure.

The majority of Australians (71%) believe that the alcohol industry should pay for reducing alcohol harms while 16% do not and 13% are unsure.

The following table provides an overview of Australians’ perceptions of the alcohol industry in 2015 and 2016.

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

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

Analysis of demographic results revealed that:

- Men are more likely than women to believe that the alcohol industry has too much influence with governments (60% compared with 51%), that the alcohol industry makes political donations to influence policy (59% compared to 45%) and that the alcohol industry should pay for reducing alcohol harms (74% compared to 68%).
- Australians aged 50 years and over (71%) are more likely than 35 to 49 year olds (55%) who are in turn more likely than 18 to 34 year olds (48%) to believe that the alcohol industry targets young people under 18.
- Australians aged 50 years and over (66%) are more likely than 35 to 49 year olds (53%), 25 to 34 year olds (50%) and 18 to 24 year olds (48%) to believe that the alcohol industry has too much influence with governments.
- Australians aged 50 years and over (63%) are more likely than 35 to 49 year olds (50%), 25 to 34 year olds (46%) and 18 to 24 year olds (43%) to believe that the alcohol industry makes political donations to influence policy.
- Australians aged 50 years and over (77%) are more likely than 35 to 49 year olds (67%), 25 to 34 year olds (71%) and 18 to 24 year olds (67%) to believe that the alcohol industry should pay for reducing alcohol harms.

Children's exposure to alcohol advertising

- **71% of parents and guardians with children under 18 years say their children have been exposed to alcohol advertising.**



For the first time in 2016, parents and guardians of children under 18 years were asked in which ways, if any, their child has been exposed to alcohol advertising. Almost one quarter of parents and guardians (71%) believe that their child under 18 years has been exposed to alcohol advertising, while 16% believe they have not been exposed and 13% are unsure. The main ways in which parents and guardians believe their children under 18 have been exposed to alcohol advertising include at a supermarket/shopping centre (47%), via radio, television or at the cinema (44%), while outside on the street (for instance, billboards, posters) (37%), at a licensed venue (such as a club or restaurant) (35%) and at an event (including sporting, music, cultural and other events) (33%).

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

WAYS IN WHICH CHILDREN UNDER 18 YEARS HAVE BEEN EXPOSED TO ALCOHOL ADVERTISING	2016 (%)
Supermarket/shopping centre	47
Radio/television/cinema	44
While outside on the street (e.g. billboards, posters)	37
Licensed venue (e.g. club, restaurant)	35
At an event (e.g. sporting, music, cultural, other)	33
Public transport (at a stop or on a train, bus or tram)	28
Social media/internet	26
Other	1
<i>Subtotal: any of the above</i>	71
My children have not been exposed to alcohol advertising	16
Don't know	13

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

ALCOHOL CONSUMPTION BEHAVIOURS

Frequency of consuming alcohol

- Alcohol is consumed by 78% 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 78% of Australian adults. This is consistent with previous years, where alcohol was consumed by 79% of people in 2014 and 2015.

The following table provides an overview of alcohol consumption by gender, between 2010 and 2016.

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

Analysis of demographic results revealed that:

- Men (83%) are significantly more likely than women (73%) to consume alcohol. In 2015 there were no significant gender differences in alcohol consumption.

On average, Australian drinkers consume alcohol on 1.7 days a week. This is consistent with previous years, with Australian drinkers consuming alcohol on average 1.7 days a week in 2015, and 1.6 days in 2014. While the majority of Australian drinkers (76%) consume alcohol on two days or less per week, 17% consume alcohol on three to six days per week and 7% of Australians drink daily.

The following table provides an overview of the number of occasions alcohol is consumed per week, between 2010 and 2016.

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

Analysis of demographic results revealed that:

- Men who consume alcohol are more likely to drink on more occasions per week, with 27% of men consuming alcohol three times or more a week compared to 22% of women.
- Older Australians who consume alcohol are more likely to drink on more occasions in one week, with 38% of those 50 years and over consuming alcohol on three days or more, compared to 25% of 35 to 49 year olds, 17% of 25 to 34 year olds and 5% of 18 to 24 year olds.

Amount of alcohol consumed

- 56% of Australian drinkers consume one or two standard drinks on a typical occasion and 41% drink three or more standard drinks.
- 13% of drinkers consume six or more standard drinks on a typical occasion.

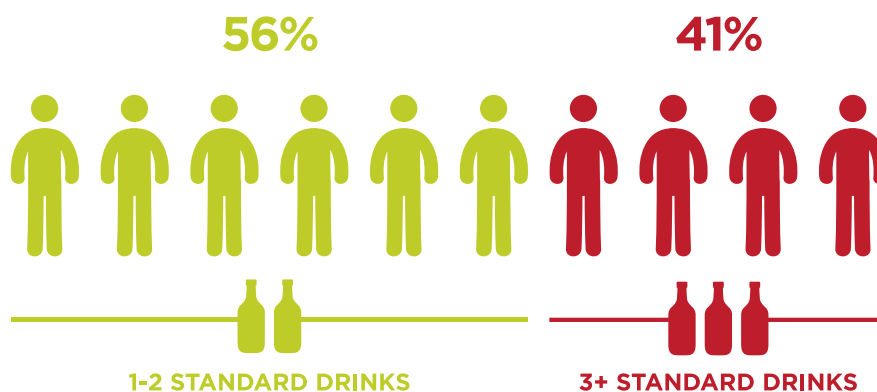
On a typical occasion, the majority (56%) of Australian drinkers consume one or two standard drinks of alcohol, 41% drink three or more standard drinks and a further 3% cannot state with certainty how much they typically consume. These figures are consistent with the 2015 survey results.

The following table provides an overview of the number of standard drinks of alcohol Australian drinkers reported consuming on a typical occasion, between 2010 and 2016.

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

Analysis of demographic results revealed that:

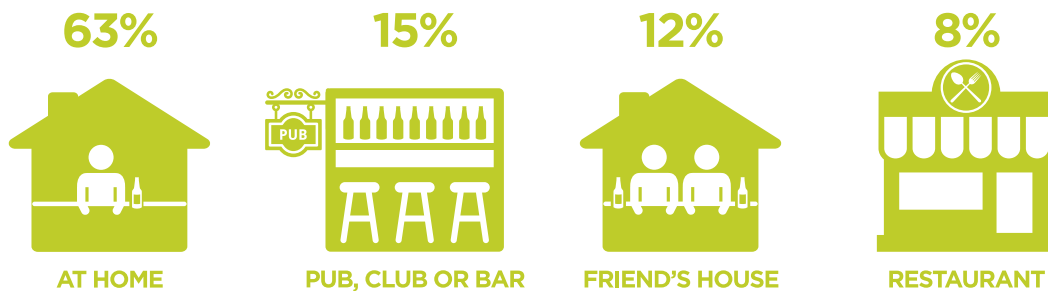
- Women (63%) are more likely than men (51%) to consume one to two standard drinks in one sitting, and men (46%) are more likely than women (34%) to consume three or more standard drinks in one sitting.
- 18 to 34 year olds (16%) and 35 to 49 year olds (14%) are more likely than those 50 years and over (8%) to consume six or more standard drinks on a typical occasion.
- People aged 50 years and over (66%) are more likely than 35 to 49 year olds (53%), 25 to 34 year olds (52%) and 18 to 24 year olds (53%) to consume one or two standard drinks per occasion.



Places where alcohol is mostly consumed

- 63% of Australian drinkers mostly consume alcohol at home.

The majority of Australian drinkers mostly consume alcohol at home (63%), followed by a pub, club or bar (15%), a friend's house (12%) and a restaurant (8%). This has remained unchanged from 2015.



The following table provides an overview of where Australian drinkers mostly consume alcohol, between 2012 and 2016.

	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)
At home	63	60	59	62	63
At a pub, club or bar	17	17	16	13	15
At a friend's house	11	15	14	14	12
At a restaurant	7	6	11	9	8
Somewhere else	1	1	0	1	1
None of the above	1	1	0	1	1

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- People aged 50 years and over (73%) and 35 to 49 year olds (71%) are more likely than 25 to 34 year olds (54%), who in turn are more likely than 18 to 24 year olds (34%) to consume alcohol most commonly at home.
- People aged 18 to 24 years (33%) are more likely than 25 to 34 year olds (16%), 35 to 49 year olds (7%) and those aged 50 years and over (6%) to consume alcohol most commonly at a friend's house.
- 18 to 24 year olds (25%) and 25 to 34 year olds (20%) are more likely than 35 to 49 year olds (13%) and those 50 years and over (9%) to consume alcohol most commonly at a pub, bar or club.

Alcohol product preferences

- Australian drinkers most often consume bottled wine (33%), regular strength beer (19%) and spirits (16%).
- Bottled wine is consumed regularly or sometimes by the majority of Australians who drink alcohol (60%), followed by spirits (51%) and regular strength beer (41%).

When asked what drink they consume most often, Australian drinkers mainly consume bottled wine (33%), regular strength beer (19%) and spirits (16%).

The following table provides an overview of the types of alcoholic beverages that Australian drinkers consume most often, between 2012 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 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 (51%) and regular strength beer (41%). This is similar to 2015.



The following table provides an overview of the types of alcoholic beverages that Australians consume either regularly or from time to time, between 2012 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Women are more likely to choose bottled wine (42%) as their main drink of choice, while regular strength beer is favoured by men (31%).
- Women are more likely than men to mainly drink cider (12% compared to 6%), RTDs/alcopops (6% compared to 3%) and cask wine (6% compared to 3%).

- Men are more likely than women to mainly drink beer, whether it be light beer (8% compared to 3%), mid strength beer (8% compared to 4%), or regular strength beer (31% compared to 6%).
- Australians aged 50 years and over (44%) are more likely than 34 to 49 year olds (36%), 25 to 34 year olds (26%) and 18 to 24 year olds (12%) to mainly drink bottled wine.
- Australians aged 50 years and over (11%) are more likely than 35 to 49 year olds (3%), 25 to 34 year olds (1%) and 18 to 24 year olds (2%) to mainly drink cask wine.
- 18 to 24 year olds, 25 to 34 year olds and 35 to 49 year olds are more likely than those aged 50 years and over to consume, either regularly or from time to time, cider (42%, 47% and 30% compared to 15% respectively) and RTDs/alcopops (20%, 23% and 19% compared to 6% respectively). Places where alcohol is mostly consumed

Drinking to get drunk

- **37% of drinkers, more than 4 million Australians, consume alcohol to get drunk.**
- **Of the people who report drinking to get drunk, 44% consider themselves to be drunk when they are slurring their speech or losing their balance.**



More than one third (37%) of Australian drinkers consume alcohol with the intention of getting drunk, equating to more than 4 million Australians. This is similar to 2015 (34%).

Almost one in five (18%) Australian drinkers consume alcohol to get drunk less than once a month, while 12% drink to get drunk at least once a week.

The following table provides an overview of Australians who reported drinking to get drunk between 2011 and 2016.

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

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. Four in ten Australians (44%) who drink to get drunk perceive slurring speech or losing balance as the main indicator of drunkenness, followed by starting to feel relaxed (38%), and being over the legal blood alcohol limit to drive (15%). In 2016, there has been an increase in the number of people who believe being over the legal blood alcohol limit to drive is an indicator of drunkenness (up from 9% in 2015).

The following table provides an overview of perception of drunkenness between 2012 and 2016 among Australians who reported drinking to get drunk.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- 18 to 24 year olds (51%) and 25 to 34 year olds (61%) are more likely than 35 to 49 year olds (38%) and those 50 years and over (9%) to drink to get drunk.

Expectations when drinking alcohol to get drunk

- 56% of drinkers who drink to get drunk expect to feel happy, 54% relaxed and 31% social/a sense of belonging when drinking.
- In contrast, after the last time they drank to get drunk, only 31% felt relaxed, 28% happy and 15% social/ a sense of belonging.

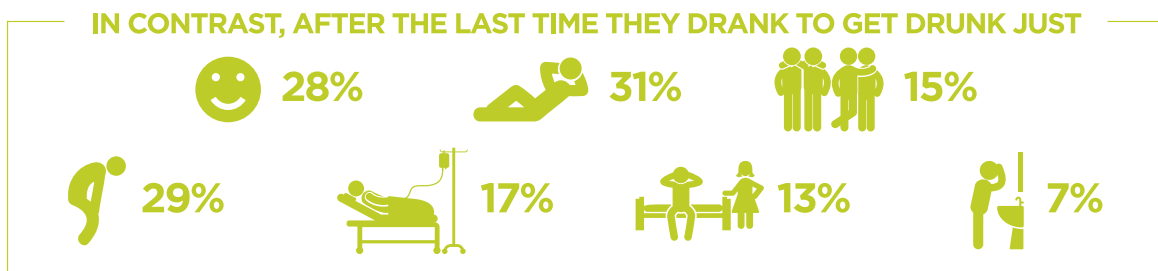
For the first time in 2016, drinkers who drink to get drunk were asked how they expect to feel and then how they actually felt after the last time they drank to get drunk. More than half of drinkers who drink to get drunk expect to feel happy (56%), relaxed (54%) and social/a sense of belonging (31%) when drinking alcohol. However, the last time they drank to get drunk, a significantly smaller proportion reported feeling relaxed (31%), happy (28%) and social/a sense of belonging (15%).

In contrast, the incidence of negative feelings after drinking to get drunk exceeded expectations, including tiredness (29% compared to 13% who expected this), regretful/guilty/ashamed/wishing they had stopped drinking earlier (13% compared to 6% who expected this), sick (17% compared to 5% who expected this) and sad/depressed (11% compared to 4% who expected this).

The following table highlights the feelings Australians who drink to get drunk expect to experience before a drinking episode and the feelings they actually experienced after the last time they drank to get drunk.

	FEELINGS EXPECT TO HAVE WHILE DRINKING 2016 (%)	FEELINGS HAD AFTER LAST DRINKING EPISODE 2016 (%)
Happy	56	28
Relaxed	54	31
Social/a sense of belonging	31	15
Confident/strong	27	10
Tired	13	29
Attractive	11	5
Vulnerable	8	6
Regretful/guilty/ashamed/wish I had stopped drinking earlier	6	13
Sick	5	17
Angry	5	5
Sad/depressed	4	11
Unattractive	4	7
No different to when I am not drinking	4	6
Don't know	4	5

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



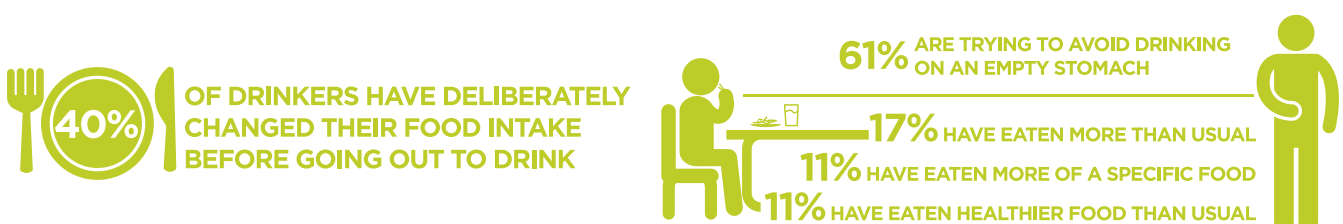
Analysis of demographic results revealed that:

- After getting drunk, women are more likely than men to feel sick (21% compared to 13%) and regretful/guilty/ashamed/wishing they had not stopped drinking earlier (16% compared to 9%), whereas men are more likely than women to feel attractive (8% compared to 3%).
- 18 to 34 year olds are more likely than people aged 35 years and over to expect to feel happy (60% compared to 50%) and confident (36% compared to 14%) while drinking, whereas people aged 35 years and over are more likely than 18 to 34 year olds to expect to feel relaxed (59% compared to 50%). People aged 35 years and over are also more likely than 18 to 34 year olds to feel sad/depressed (7% compared to 3%).
- 18 to 24 year olds (24%) are more likely than those aged 25 years and over (7%) to feel confident/strong after getting drunk, while those 25 years and over are more likely than 18 to 24 year olds to feel sad/depressed (13% compared to 3%).
- 18 to 34 year olds (22%) are more likely than those 35 years and over (11%) to say they felt sick after getting drunk.

Changes in food intake when expecting to be drinking

- 40% of drinkers have changed their food intake before going out to drink.
- Before going out to drink, 17% have eaten more than usual, 11% have eaten more of a specific type of food and 11% have eaten healthier food than usual.
- 61% of drinkers who change their food intake are trying to avoid drinking on an empty stomach.

For the first time in 2016, drinkers were asked whether they have changed their food intake before going out to drink, and in which ways. Four in ten drinkers (40%) have changed their food intake before going out to drink. Most commonly, this has involved eating more than usual (17%), eating more of a specific food such as carbohydrates (11%) and eating healthier food than usual (11%).



The following table highlights the ways in which drinkers have changed their food intake before going out drinking.

	WAYS FOOD INTAKE HAS CHANGED 2016 (%)
Eaten more than usual	17
Eaten more of a specific type of food (e.g. carbohydrates)	11
Eaten more healthy food than usual	11
Eaten less than usual	8
Drunk milk or something else to 'line' the stomach	7
Eaten less healthy food than usual	6
Some other change	1
<i>Subtotal (any of the above)</i>	<i>40</i>
I have never changed my food intake	60

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

The main reason why drinkers change their food intake when they expect to be drinking is to avoid drinking on an empty stomach (61%).

The following table highlights the reasons why drinkers say they changed their food intake before going out drinking.

	REASONS FOR CHANGING FOOD INTAKE 2016 (%)
To avoid drinking on an empty stomach	61
To avoid weight gain	15
To enable me to drink more	13
To make up for being unhealthy later	13
In order to feel the effects of the alcohol more	12
So I won't have to eat as much later	11
None of the above	11

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

Analysis of demographic results revealed that:

- People aged 50 years and over (20%) are less likely than 18 to 24 year olds (57%), 25 to 34 year olds (54%) and 35 to 49 year olds (40%) to have changed their food intake before going out to drink.
- Among those who change their food intake before drinking, men are more likely than women to do so in order to enable them to drink more (16% compared to 10%) and so they won't have to eat as much later (14% and 7% respectively).
- Among those who change their food intake before drinking, 18 to 49 year olds are more likely than those aged 50 and over to do so for all the above reasons. The exception is to avoid drinking on an empty stomach, which people aged 50 years and over are more likely than those aged 49 years and under to do (77% compared to 58%).

Being influenced by alcohol promotions

- 68% of Australian drinkers have been influenced by a promotion when purchasing alcohol.

More than two thirds of Australian drinkers (68%) have been influenced by promotions when purchasing alcohol. There has been a decline in the proportion of Australian drinkers who bought more alcohol than planned because it was discounted (28%, compared to 33% in 2015), an increase in the proportion of Australian drinkers who bought a particular type of alcohol because of a free gift or giveaway (16%, up from 13% in 2015), and an increase in the proportion of Australian drinkers who brought a particular alcohol product because of a discount voucher on the bottom of a shopping receipt (20%, up from 16% in 2015).

The following table provides an overview of whether drinkers have been influenced by a promotion when purchasing alcohol, and in what way, between 2014 and 2016.

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

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 2016 data only).

Analysis of demographic results revealed 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 (23% compared to 17%).
- 18 to 49 year olds are more likely than those aged 50 years and over to have bought a particular type of alcohol because of a free gift or giveaway (18% compared to 9%).
- Australians aged 35 years and over are more likely than 18 to 34 year olds to have bought a particular type of alcohol because its price was discounted (53% compared to 46%).



Being influenced by alcohol promotions

- 70% of Australian drinkers are comfortable with the amount of alcohol they consume, 20% sometimes feel they have too much to drink and 6% admit to being uncomfortable.
- 50% of Australian drinkers indicated there was no change in their alcohol consumption over the past year, 35% had reduced their alcohol consumption or given up, and 13% had increased their alcohol consumption.

The majority (70%) of Australian drinkers are comfortable with the amount of alcohol they consume, 20% sometimes feel they have too much to drink, 6% admit to being uncomfortable and 4% are unsure. This has remained consistent with 2015, with the exception of Australians who feel they sometimes have too much to drink which has declined from 23% in 2015 to 20% in 2016.

The following table provides an overview of Australians who feel comfortable with their drinking, between 2011 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

When asked about whether their consumption had changed from 12 months ago, 50% of drinkers indicated there has been no perceivable change in drinking habits over the past year, 35% of drinkers have reduced their alcohol intake or given up in the past 12 months, 13% of drinkers have increased their alcohol intake and 2% are not sure. This is a similar trend to previous years.

The following table provides an overview of changes in drinking habits, between 2010 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- People aged 50 years and over (77%) are more likely than 35 to 49 year olds (68%), 25 to 34 year olds (69%) and 18 to 24 (64%) year olds to feel comfortable with how much alcohol they consume.
- 18 to 24 year olds (25%), 25 to 34 year olds (19%) and 35 to 49 year olds (12%) are more likely than those aged 50 years and over (3%) to have reported an increase in their alcohol consumption over the previous 12 months.

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- 53% of Australian adults indicate that they are aware of the Australian Guidelines to Reduce Health Risks from Drinking Alcohol (the Guidelines), but relatively few (12%) are also aware of the content.



More than half (53%) of Australian adults indicate that they are aware of the *Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), a decline from 58% in 2015. There has been an increase in the proportion of Australian adults who are not aware of the Guidelines, from 42% in 2015 to 47% in 2016.

The following table provides an overview of Australians' awareness of the Guidelines, between 2011 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Men (57%) are more likely than women (49%) to be aware of the Guidelines.
- Australians aged 50 years and over (64%) are more likely than 35 to 49 year olds (48%), 25 to 34 year olds (46%) and 18 to 24 year olds (50%) to be aware of the Guidelines.

The recommended number of drinks to reduce risk of harms

- 41% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise long term risks is two standard drinks in one day.
- 9% of Australians who are aware of the Guidelines correctly estimate that the maximum number of drinks a person can have to minimise short term risks is four standard drinks in one drinking session.

Of the people who indicated an awareness of the Guidelines, 41% correctly estimated that the recommended number of standard drinks a person can consume to minimise the long term risk of alcohol-related harms is two in one day. Three in ten Australians (30%) made incorrect estimates and 29% do not know.

The following table provides an overview of Australians' awareness of the maximum number of standard drinks per day to minimise long term risks, between 2011 and 2016.

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

Of the people who had some awareness of the Guidelines, only 9% know that the maximum number of standard drinks a person can have in one sitting to minimise short term risks is four. The majority (58%) of people made incorrect estimates and 33% do not know.

The following table provides an overview of awareness of the maximum number of standard drinks in one sitting to minimise short term risks, between 2011 and 2016.

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

Analysis of demographic results revealed that:

- Men (21%) are more likely than women (14%) to overestimate the number of standard drinks to avoid long term harms, citing more than two drinks per day.
- Men (9%) are also more likely than women (4%) to overestimate the number of standard drinks recommended to avoid short term harms, citing more than four drinks on a single drinking occasion.

Alcohol Guidelines for pregnant women

- **74% of Australians correctly identify that a pregnant woman should not consume alcohol to avoid harm to the fetus, 14% believe a pregnant woman can consume one to two drinks, 2% believe it is three or more drinks and 10% are unsure.**



Australians were asked what they think is the recommended maximum number of alcoholic drinks a pregnant woman can have per day to avoid harm to the fetus. The majority of Australians (74%) are aware that pregnant woman should not consume any alcohol, 14% believe they can consume one to two drinks, 2% believe it is three or more drinks and 10% are unsure. These results are consistent with 2015.

The following table provides an overview of awareness of the number of standard drinks for pregnant women to avoid harm to the fetus, between 2012 and 2016.

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

Analysis of demographic results revealed that:

- Women (77%) are more likely than men (72%) to be aware that the recommended maximum number of alcoholic drinks a pregnant woman can have on any one day to avoid harm to the fetus is zero.

Awareness of Fetal Alcohol Spectrum Disorders (FASD)

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

Half of Australians (50%) are aware of Fetal Alcohol Spectrum Disorders (FASD), the term given to the range of disabilities resulting from exposure to alcohol during pregnancy, while 50% are unaware. This remains unchanged from 2015. Analysis of demographic results revealed that:

- Women (58%) are more likely than men (42%) to be aware of FASD.

Advice from health specialists on harms associated with consuming alcohol while pregnant or breastfeeding

- 38% of women who have been pregnant or breastfed a baby say a health specialist advised them about the harms associated with drinking alcohol while pregnant or breastfeeding.
- 98% of women who were warned by a health professional about the harms associated with drinking alcohol while pregnant or breastfeeding followed the advice provided.

For the first time since 2012, women who have been pregnant or breastfed a baby were asked whether their health specialist advised them about the harms associated with drinking alcohol while pregnant or breastfeeding. Only 38% of women who have been pregnant or breastfed a baby stated that a health specialist advised them about the harms associated with drinking alcohol while pregnant or breastfeeding, while 62% stated that they didn't. This is similar to 2011 and 2012 where the proportions of women who recall being advised by a health specialist about drinking while pregnant or breastfeeding were 42% and 37% respectively.

For the first time in 2016, these women were additionally asked whether they followed the advice of the health professional. The vast majority of women (98%) who were advised by a health professional about the harms associated with drinking alcohol while pregnant or breastfeeding followed the advice provided.

Awareness of health conditions associated with alcohol misuse

- Fewer than half of Australians are aware of the link between alcohol misuse and stroke (44%), mouth and throat cancer (30%) and breast cancer (16%).

Most Australians associate illnesses such as cirrhosis of the liver (79%) and liver cancer (71%) with alcohol misuse. However, fewer Australians are aware of the link between alcohol misuse and heart disease (51%), stroke (44%), mouth and throat cancer (30%) and breast cancer (16%). A small number of people (6%) are unaware that alcohol is linked with any of the conditions mentioned above. This question was asked previously in 2011 and 2014. The proportion of Australians who link alcohol to heart disease has declined, from 56% in 2014 to 51% in 2016.



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

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

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 2016 data only).

Analysis of demographic results and consumption trends revealed that:

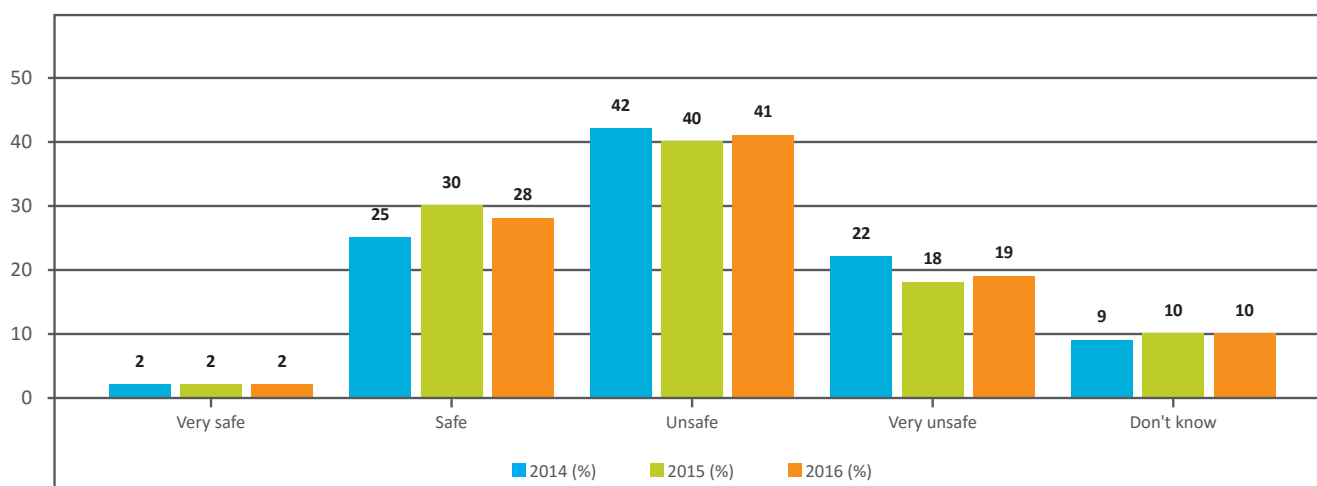
- 18 to 24 year olds are less likely than 25 to 34 year olds, 35 to 49 year olds and those aged 50 years and over to perceive a link between alcohol misuse and liver cirrhosis (63% compared to 72%, 78% and 94% respectively), mouth and throat cancer (22% compared to 32%, 30% and 32% respectively) and breast cancer (10% compared to 17%, 18% and 17% respectively).

Perceptions of safety

- **More than half of Australians (60%) consider built up areas in the city or centre of town unsafe on a Saturday night, compared to 30% 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, 28% consider it safe, 41% consider it unsafe and 19% consider it very unsafe, with 10% unsure.

The following graph provides an overview of perceptions of safety in the city or centre of town on a Saturday night from 2014 to 2016.



The people who indicated that they consider the city or centre of town unsafe, or very unsafe, on a Saturday night were further 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 (83%), threatening behaviour (75%), large groups of people (50%), poor lighting (42%), and other reasons (4%), with 1% unsure. There has been an increase between 2015 and 2016 in the proportion of people who think that people affected by drugs (78% compared to 83%), threatening behaviour (69% compared to 75%) and large groups of people (45% compared to 50%) contribute to the city or centre of town being unsafe.

The following table provides an overview of the reasons why people feel unsafe in the city or centre of town on a Saturday night, from 2014 and 2016.

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

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Women (63%) are more likely than men (57%) to consider the city or centre of town unsafe.
- Australians aged 50 years and over (73%) are more likely than 35 to 49 year olds (61%), 25 to 34 year olds (46%) and 18 to 24 year olds (54%) to consider the city or centre of town unsafe.
- Australians aged 35 years and over (93%) are more likely than those aged 18 to 34 years (83%) to consider the city or centre of town unsafe due to people affected by alcohol.



Experiences of alcohol-related violence

- **29% of Australians have been affected by alcohol-related violence, including 16% who have been victims of alcohol-related violence.**
- **Among those who have been victims of alcohol-related violence, 44% say a current or former spouse/partner/boyfriend/girlfriend was responsible, 40% a stranger and 35% a parent or guardian.**

Three in ten Australians (29%) have been affected by alcohol-related violence, including 16% who have been victims of alcohol-related violence, and 20% who have had a family member or friend affected. These results are consistent with 2015.

The following table provides an overview of experiences of alcohol-related violence from 2011 to 2016.

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

Analysis of demographic results revealed that:

- Women (32%) are more likely than men (26%) to have been affected by alcohol-related violence.
- Women (19%) are also more likely than men (14%) to have been direct victims of alcohol-related violence.

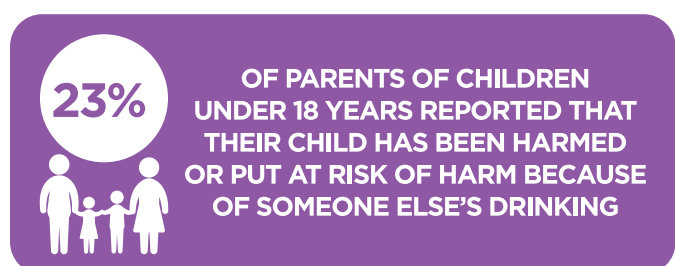
For the first time in 2016, those who have been a victim of alcohol-related violence were asked which persons under the influence of or affected by alcohol were responsible for the violence. Among those who have been victims of alcohol-related violence, 44% stated that a current or former spouse/partner/boyfriend/girlfriend was responsible, 40% a stranger, 35% a parent or guardian, 27% a person known to them but not a relative/partner, 15% another relative and 2% someone else.

Analysis of demographic results revealed that:

- Women are more likely than men to have been a victim of alcohol-related violence perpetrated by a current or former spouse/partner/boyfriend/girlfriend (58% compared to 23%) or a parent or guardian (43% compared to 24%).
- Men (63%) are more likely than women (23%) to have been a victim of alcohol-related violence perpetrated by a stranger.

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

- 23% of parents or guardians of children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking.
- Most commonly a child has been verbally abused (13%), neglected in some way (11%), been in the car with a driver who was over the legal blood alcohol limit (10%) or physically abused (7%).



Almost one quarter (23%) of parents or guardians with children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking. When asked in what way their child has been harmed or put at risk, most commonly a child has been verbally abused (13%), neglected in some way (11%), been in the car with a driver who was over the legal blood alcohol limit (10%) or physically abused (7%).

The following table provides an overview of the ways in which children under the age of 18 have been harmed or put at risk of harm because of someone else's drinking, between 2015 and 2016.

	2015 (%)	2016 (%)
They have been verbally abused	11	13
They have been neglected in some way	8	11
They have been in a car with a driver who was over the legal blood alcohol limit	6	10 ↑
They have been physically abused	6	7
<i>Subtotal (any of the above)</i>	20	23
None	80	77

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 2016 data only).

Analysis of demographic results revealed that:

- Women (10%) are more likely than men (3%) to report that their child under the age of 18 has been physically abused.

Negative behaviours after drinking

- Vomiting (40%), driving a car (19%) and having an argument (19%) 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 four in ten Australians (40%) having ever vomited after drinking and 12% having vomited after drinking in the previous 12 months. There has been a decline in the proportion of drinkers who have driven a car after drinking in the last 12 months, from 10% in 2015 to 7% in 2016.

The following table provides an overview of negative drinking behaviours, between 2014 and 2016.

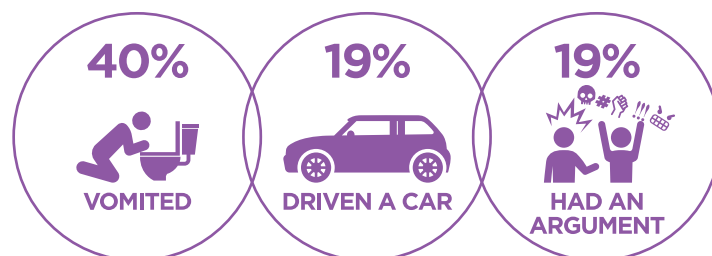
	2014		2015		2016	
	Ever done (%)	Done in the past 12 months (%)	Ever done (%)	Done in the past 12 months (%)	Ever done (%)	Done in the past 12 months (%)
Vomited	48	12	43	13	40	12
Driven a car	22	8	22	10	19	7 ↓
Had an argument	24	7	20	6	19	7
Passed out	18	4	18	5	18	5
Attended work	15	4	15	5	14	4
Been injured	12	3	12	2	12	4
Missed work	12	2	10	2	12	3
Verbally abused someone	13	2	12	3	10	3
Been in trouble with the police	5	1	5	0	4	1
Had to see a doctor or other health professional	4	1	4	1	3	1
Physically abused someone	3	1	3	0	3	1
None of the above	37	70	39	70	42	72

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 2016 data only).

Analysis of demographic results revealed that:

- Women (14%) are more likely than men (9%) to have vomited after drinking in the past 12 months.
- Men are more likely than women to have ever driven a car (24% compared to 14%), been in trouble with the police (6% compared to 2%), and physically abused someone (5% compared to 2%) after drinking.
- 18 to 24 year olds (58%), 25 to 34 year olds (69%) and 35 to 49 year olds (63%) are more likely than those aged 50 years and over (43%) to have ever engaged in any of these behaviours after drinking, and are also more likely to have engaged in any of the behaviours in the previous 12 months (39%, 43% and 27% respectively compared to 13%).



Alcohol sold in supermarkets

- The majority of Australians (62%) believe that alcohol should not be sold in supermarkets.



For the first time since 2010, Australians were asked whether they think that alcohol should be sold in supermarkets. The majority of Australians (62%) believe that alcohol should not be sold in supermarkets, while 28% think it should be, and a further 10% are unsure. The proportion reporting that they believe alcohol should not be sold in supermarkets has decreased from 2010 (67%).

Analysis of demographic results revealed that:

- Women (67%) are more likely than men (58%) to believe that alcohol should not be sold in supermarkets.
- People aged 50 years and over (68%) are more likely than 35 to 49 year olds (61%) and 25 to 34 year olds (58%) to believe that alcohol should not be sold in supermarkets.

Regulating alcohol advertising

- 60% of Australians believe that alcohol sponsorship should not be allowed at sporting events.
- 70% of Australians support a ban on alcohol advertising on television before 8.30pm.

Six in ten Australians (60%) believe that alcohol sponsorship should not be allowed at sporting events, while 24% think it should be allowed and 16% are unsure. This represents an increase from 2015, where 51% of Australians believed that alcohol sponsorship should not be allowed at sporting events.



The following table provides an overview of whether Australians believe alcohol sponsorship should be allowed at sporting events, where the question was asked in 2011, 2014, 2015 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

More than two thirds of Australian adults (70%) support a ban on alcohol advertising on television before 8.30pm seven days a week, while 18% of people are opposed to the ban, and 12% are unsure. This represents an increase from 2015, when 63% of Australians supported a ban.

The following table provides an overview of Australians' support for a ban on alcohol advertising on television before 8.30pm, between 2011 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Men (28%) are more likely than women (20%) to believe that alcohol sponsorship should be allowed at sporting events.
- Women (73%) are more likely than men (67%) to support a ban on alcohol advertising on television before 8:30pm.
- Australians aged 50 years and over (70%) are more likely than 35 to 49 year olds (56%), 25 to 34 year olds (51%) and 18 to 24 year olds (59%) to believe that alcohol sponsorship should not be allowed at sporting events.
- Australians aged 50 years and over (81%) are more likely than 35-49 year olds (68%) and 18-34 year olds (64%) to support a ban on alcohol advertising on television before 8.30pm.

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

- **51% of Australians support increasing the tax on alcohol to pay for health, education, and treatment of alcohol-related problems.**

Half of Australians (51%) support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems, 35% are not supportive and 14% are unsure. Opposition to increasing alcohol tax has declined from 40% in 2015 to 35% in 2016.

The following table provides an overview of support for increasing the tax on alcohol, between 2011 and 2016.

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

↑ ↓ denotes a significant change from the previous year's results (applied to 2016 data only).

Analysis of demographic results revealed that:

- Women (53%) are more likely than men (48%) to support increasing the tax on alcohol to pay for health, education and treatment of alcohol-related problems.

Closing time for pubs, clubs and bars

- **82% of Australians believe that pubs, clubs and bars should close at 3am or earlier.**

When asked what time they believe pubs, clubs and bars should close, 25% of Australians nominated a closing time of midnight, 15% chose 11pm, 18% chose 1am, 14% chose 2am, 10% chose 3am, 8% believe that they should stay open for 24 hours and 10% are unsure. This remains relatively consistent with 2015.



The following table provides an overview of what time Australians believe pubs, clubs and bars should close, between 2013 and 2016.

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

Analysis of demographic results revealed that:

- Women (85%) are more likely than men (80%) to believe that pubs, clubs and bars should close at 3am or earlier.
- Australians aged 50 years and over (91%) are more likely than 35 to 49 year olds (78%), 25 to 34 year olds (79%) and 18 to 24 year olds (81%) to believe that pubs, clubs and bars should close at 3am or earlier.

Closing time for bottle shops

- 59% of Australians believe that bottle shops should close at 10pm or earlier.

For the first time in 2016, Australians were asked what time they believe bottle shops should close. More than half (59%) of Australians believe bottle shops should close no later than 10pm.

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



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

Analysis of demographic results revealed that:

- Men (7%) are more likely than women (4%) to believe that bottle shops should be open for 24 hours.
- Australians aged 50 years and over (76%) are more likely than 35 to 49 year olds (58%), 25 to 34 year olds (43%) and 18 to 24 year olds (50%) to believe that bottle shops should close at 10pm or earlier.

Strategies to reduce alcohol-related violence



- 87% of Australians support increasing penalties for people involved in alcohol-related violence.
- 85% of Australians support introducing or increasing CCTV in and around licensed venues.
- 84% of Australians support increasing police numbers at times and places where alcohol-related violence is greater.

Australians were asked whether they support a number of policies to reduce alcohol-related violence. Australians are most likely to support increasing penalties for people involved in alcohol-related violence (87%), introducing or increasing closed-circuit television (CCTV) in and around licensed venues (85%), increasing police numbers at times and places where alcohol-related violence is greater (84%) and introducing more public transport options in areas where there are pubs, clubs and bars (82%).

The following table provides an overview of the level of support Australians have for alcohol policies to reduce violence, between 2014 and 2016.

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

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 2016 data only).

Analysis of demographic results revealed that:

- Women are more likely than men to support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm (68% compared to 61%), stopping the sale of alcohol 30 minutes before closing time (76% compared to 69%), not allowing alcohol to be sold for less than \$1 per standard drink (67% compared to 58%) and introducing more public transport options in areas where there are pubs, clubs and bars (84% compared to 80%).
- Those 50 years and older are more likely than 35-49 year olds, 25 to 34 year olds and 18-24 year olds to support a 1am lockout for pubs, clubs and bars (82% compared to 66%, 52% and 55% respectively), stopping the sale of shots after 10pm (75% compared to 57%, 47% and 42% respectively), placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm (78% compared to 63%, 56% and 53% respectively), stopping the sale of alcohol 30 minutes before closing time (84% compared to 72%, 66% and 63% respectively), stopping the sale of alcohol and energy drinks after midnight (77% compared to 60%, 52% and 44% respectively), not allowing alcohol to be sold for less than \$1 per standard drink (72% compared to 64%, 58% and 48% respectively), increasing police numbers at times and places where alcohol-related violence is greater (92% compared to 83%, 80% and 77% respectively), increasing penalties for people involved in alcohol-related violence (96% compared to 85%, 83% and 79% respectively), introducing or increasing CCTV in and around licensed venues (95% compared to 84%, 81% and 75% respectively) and introducing identification ID scanners (86% compared to 67%, 66% and 71% respectively).

SUMMARY TABLES BY DEMOGRAPHICS

1. State and territory

1.1. Attitudes towards alcohol

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Alcohol as the drug that causes the most harm to Australians	35	34	33	40	35	36
2	Australia has a problem with alcohol	78	80	76	80	66*	78
3	More needs to be done to reduce alcohol-related harms	78	78	79	80	73*	77
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	73	73	74	72	75	74
5	Governments are not doing enough to address alcohol-related harms	59	54	60	59	65*	64
6	Alcohol companies are not doing enough to address alcohol-related harms	70	70	72	69	73	74
7	Clubs and pubs are not doing enough to address alcohol-related harms	65	61	66	70	65	68
8	Believe alcohol industry targets young people under 18 years	57	53	58	55	59	64*
9	Believe alcohol industry has too much influence with governments	56	55	57	55	54	58
10	Believe alcohol industry makes political donations to influence policy	52	52	52	48	55	54
11	Believe alcohol industry should pay for reducing alcohol harms	71	67	72	72	62*	80*

* denotes a significant difference from the Australian average

1.2. Alcohol consumption behaviours

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Consumes alcohol	78	80	77	77	78	78
2	1-2 standard drinks on a typical occasion	56	58	57	52	50	65*
3	3-5 standard drinks on a typical occasion	28	25	28	32	30	25
4	6+ standard drinks on a typical occasion	13	14	13	13	10	10
5	Increased alcohol consumption in past 12 months	10	9	9	12	13	14
6	Comfortable with how much they drink	70	72	72	70	64	68
7	Drink to get drunk	37	34	37	41	33	39
8	Influenced by alcohol promotion	68	69	67	69	64	65

* 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	53	51	49	51	47	72*
2	Know that two standard drinks is the maximum to avoid long term harm	41	32*	39	43	42	57*
3	Know that four standard drinks is the maximum to avoid short term harm	9	11	7	9	9	10
4	Know zero is the recommended maximum drinks per day when pregnant	74	72	72	76	74	80*
5	Aware of FASD	50	47	46	51	48	65*
6	Consider city or centre of town unsafe on a Saturday night	60	60	55	65	59	68*
7	Experienced alcohol-related violence	29	27	29	29	35	30

* denotes a significant difference from the Australian average

1.4. Perspectives of alcohol policies

		AUSTRALIA (%)	NSW (%)	QLD (%)	SA (%)	VIC (%)	WA (%)
1	Alcohol should not be sold in supermarkets	62	64	48*	69*	79*	63
2	Alcohol sponsorship should not be allowed at sporting events	60	58	61	59	60	65
3	Support ban on alcohol advertising on TV before 8.30pm	70	70	69	71	62*	71
4	Support increasing tax on alcohol	51	49	55	51	44*	51
5	Support increasing penalties for people involved in alcohol-related violence	87	86	85	89	86	88
6	Support increasing police numbers at times and places where alcohol-related violence is greater	84	82	85	88	77*	84
7	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	85	85	84	89	75*	86
8	Support introducing more public transport options in areas where there are pubs, clubs and bars	82	81	81	85	75*	84
9	Support a closing time for pubs, clubs and bars of no later than 3am	82	80	81	84	88*	87*
10	Support stopping the sale of alcohol 30 minutes before closing time	73	72	72	76	69	73
11	Support introducing identification (ID) scanners	73	73	74	77	65*	72
12	Support introducing a 1am lockout for pubs, clubs and bars	66	66	63	67	67	69
13	Support not allowing alcohol to be sold for less than \$1 per standard drink	63	62	61	63	62	66
14	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	65	67	61	68	67	59
15	Support stopping the sale of alcohol and energy drinks after midnight	61	64	54*	64	56	66
16	Support stopping the sale of shots after 10pm	58	58	53	61	55	66*
17	Support a closing time for bottle shops of no later than 10pm	59	63	49*	59	57	66*

* denotes a significant difference from the Australian average

2. Gender

2.1. Attitudes towards alcohol

		MEN (%)	WOMEN (%)
1	Alcohol as the drug that causes the most harm to Australians	37	33
2	Australia has a problem with alcohol	75*	81*
3	More needs to be done to reduce alcohol-related harms	77	80
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	73	73
5	Governments are not doing enough to address alcohol-related harms	59	59
6	Alcohol companies are not doing enough to address alcohol-related harms	72	69
7	Clubs and pubs are not doing enough to address alcohol-related harms	64	66
8	Believe alcohol industry targets young people under 18 years	58	57
9	Believe alcohol industry has too much influence with governments	60*	51*
10	Believe alcohol industry makes political donations to influence policy	59*	45*
11	Believe alcohol industry should pay for reducing alcohol harms	74*	68*

* denotes a significant difference between men and women

2.2. Alcohol consumption behaviours

		MEN (%)	WOMEN (%)
1	Consumes alcohol	83*	73*
2	1-2 standard drinks on a typical occasion	51*	63*
3	3-5 standard drinks on a typical occasion	30*	25*
4	6+ standard drinks on a typical occasion	16*	10*
5	Increased alcohol consumption in past 12 months	11	10
6	Comfortable with how much they drink	71	70
7	Drink to get drunk	38	35
8	Influenced by alcohol promotion	70*	66*

* denotes a significant difference between men and women

2.3. Awareness and experiences of alcohol harms

		MEN (%)	WOMEN (%)
1	Aware of the Guidelines	57*	49*
2	Know that two standard drinks is the maximum to avoid long term harm	40	42
3	Know that four standard drinks is the maximum to avoid short term harm	10*	7*
4	Know zero is the recommended maximum drinks per day when pregnant	72*	77*
5	Aware of FASD	42*	58*
6	Consider city or centre of town unsafe on a Saturday night	57*	63*
7	Experienced alcohol-related violence	26*	32*

* denotes a significant difference between men and women

2.4. Perspectives on alcohol-related policies

		MEN (%)	WOMEN (%)
1	Alcohol should not be sold in supermarkets	58*	67*
2	Alcohol sponsorship should not be allowed at sporting events	59	61
3	Support ban on alcohol advertising on TV before 8.30pm	67*	73*
4	Support increasing tax on alcohol	48*	53*
5	Support increasing penalties for people involved in alcohol-related violence	86	88
6	Support increasing police numbers at times and places where alcohol-related violence is greater	83	86
7	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	85	85
8	Support introducing more public transport options in areas where there are pubs, clubs and bars	80*	84*
9	Support a closing time for pubs, clubs and bars of no later than 3am	80*	85*
10	Support stopping the sale of alcohol 30 minutes before closing time	69*	76*
11	Support introducing identification (ID) scanners	74	72
12	Support introducing a 1am lockout for pubs, clubs and bars	65	67
13	Support not allowing alcohol to be sold for less than \$1 per standard drink	58*	67*
14	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	61*	68*
15	Support stopping the sale of alcohol and energy drinks after midnight	59	63
16	Support stopping the sale of shots after 10pm	57	59
17	Support a closing time for bottle shops of no later than 10pm	57	60

* denotes a significant difference between men and women

3. Age

3.1. Attitudes towards alcohol

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Alcohol is the drug that causes the most harm to Australians	33	38	35	35
2	Australia has a problem with alcohol	68	77	76	85
3	More needs to be done to reduce alcohol-related harms	77	77	74	85
4	Alcohol-related problems to remain the same or get worse in next 5-10 years	62	71	71	83
5	Governments are not doing enough to address alcohol-related harms	65	57	55	62
6	Alcohol companies are not doing enough to address alcohol-related harms	69	69	65	78
7	Clubs and pubs are not doing enough to address alcohol-related harms	65	63	61	71
8	Believe alcohol industry targets young people under 18 years	47	48	55	71
9	Believe alcohol industry has too much influence with governments	48	50	53	66
10	Believe alcohol industry makes political donations to influence policy	43	46	50	63
11	Believe alcohol industry should pay for reducing alcohol harms	67	71	67	77

3.2. Alcohol consumption behaviours

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Consumes alcohol	75	80	80	76
2	1-2 standard drinks on a typical occasion	53	52	53	66
3	3-5 standard drinks on a typical occasion	26	29	30	24
4	6+ standard drinks on a typical occasion	14	17	14	8
5	Increased alcohol consumption in past 12 months	19	15	10	2
6	Comfortable with how much they drink	64	69	68	77
8	Drink to get drunk	51	61	38	9
9	Influenced by alcohol promotion	65	69	69	67

3.3. Awareness and experiences of alcohol harms

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Aware of the Guidelines	50	46	48	64
2	Know that two standard drinks is the maximum to avoid long term harm	32	37	45	42
3	Know that four standard drinks is the maximum to avoid short term harm	10	13	9	6
4	Know zero is the recommended maximum drinks per day when pregnant	77	70	73	79
5	Aware of FASD	49	51	50	50
6	Consider city or centre of town unsafe on a Saturday night	54	46	61	73
7	Experienced alcohol-related-violence	30	29	32	25

3.4. Perspectives on alcohol-related policies

		18-24 YEARS (%)	25-34 YEARS (%)	35-49 YEARS (%)	50 + YEARS (%)
1	Alcohol should not be sold in supermarkets	61	58	61	68
2	Alcohol sponsorship should not be allowed at sporting events	59	51	56	70
3	Support ban on alcohol advertising on TV before 8.30pm	63	64	68	81
4	Support increasing tax on alcohol	52	52	46	55
5	Support increasing penalties for people involved in alcohol-related violence	79	83	85	96
6	Support increasing police numbers at times and places where alcohol-related violence is greater	77	80	83	92
7	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	75	81	84	95
8	Support introducing more public transport options in areas where there are pubs, clubs and bars	75	83	82	85
9	Support a closing time for pubs, clubs and bars of no later than 3am	81	79	76	91
10	Support stopping the sale of alcohol 30 minutes before closing time	63	66	72	84
11	Support introducing identification (ID) scanners	71	66	67	86
12	Support introducing a 1am lockout for pubs, clubs and bars	55	52	66	82
13	Support not allowing alcohol to be sold for less than \$1 per standard drink	48	58	64	72
14	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	53	56	63	78
15	Support stopping the sale of alcohol and energy drinks after midnight	44	52	60	77
16	Support stopping the sale of shots after 10pm	42	47	57	75
17	Support a closing time for bottle shops of no later than 10pm	50	43	58	76

4. Consumption

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	25	33	41	39
2	Australia has a problem with alcohol	75	73	80	83
3	More needs to be done to reduce alcohol-related harms	70	76	82	83
4	Alcohol-related problems to remain the same or get worse in next 5-10 years	75	69	75	74
5	Governments are not doing enough to address alcohol-related harms	47	57	61	68
6	Alcohol companies are not doing enough to address alcohol-related harms	59	69	72	78
7	Clubs and pubs are not doing enough to address alcohol-related harms	56	62	68	72
8	Believe alcohol industry targets young people under 18 years	55	56	56	63
9	Believe alcohol industry has too much influence with governments	47	55	56	62
10	Believe alcohol industry makes political donations to influence policy	52	50	53	53
11	Believe alcohol industry should pay for reducing alcohol harms	62	68	76	74

4.2. Awareness and experiences of alcohol harms

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Aware of the Guidelines	61	53	55	41
2	Know that two standard drinks is the maximum to avoid long term harm	51	38	40	35
3	Know that four standard drinks is the maximum to avoid short term harm	6	13	6	10
4	Know zero is the recommended maximum drinks per day when pregnant	74	73	77	74
5	Aware of FASD	47	50	53	48
6	Consider city or centre of town unsafe on a Saturday night	55	55	61	70
7	Experienced alcohol-related violence	26	31	29	30

4.3. Perspectives of alcohol-related policies

		REGULAR DRINKER (%)	MODERATE DRINKER (%)	OCCASIONAL DRINKER (%)	NON-DRINKER (%)
1	Alcohol should not be sold in supermarkets	41	57	64	82
2	Alcohol sponsorship should not be allowed at sporting events	47	49	68	73
	Support ban on alcohol advertising on TV before 8.30pm	59	66	74	78
4	Support increasing tax on alcohol	28	42	57	73
5	Support increasing penalties for people involved in alcohol-related violence	91	85	87	87
6	Support increasing police numbers at times and places where alcohol-related violence is greater	84	83	85	85
7	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	87	84	85	85
8	Support introducing more public transport options in areas where there are pubs, clubs and bars	88	86	79	76
9	Support a closing time for pubs, clubs and bars of no later than 3am	83	83	82	81
10	Support stopping the sale of alcohol 30 minutes before closing time	61	71	75	80
11	Support introducing identification (ID) scanners	73	72	72	77
12	Support introducing a 1am lockout for pubs, clubs and bars	60	60	69	74
13	Support not allowing alcohol to be sold for less than \$1 per standard drink	56	57	66	71
14	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	58	59	69	73
15	Support stopping the sale of alcohol and energy drinks after midnight	55	57	61	71
16	Support stopping the sale of shots after 10pm	50	52	59	71
17	Support a closing time for bottle shops of no later than 10pm	56	55	61	62

5. Voting intentions

5.1. Attitudes towards alcohol

		ALP (%)	COALITION (%)	GREENS (%)
1	Alcohol as the drug that causes the most harm to Australians	36	32	49
2	Australia has a problem with alcohol	78	81	83
3	More needs to be done to reduce alcohol-related harms	82	79	83
4	Alcohol-related problems will remain the same or get worse in next 5-10 years	74	75	70
5	Governments are not doing enough to address alcohol-related harms	58	54	71
6	Alcohol companies are not doing enough to address alcohol-related harms	69	69	82
7	Clubs and pubs are not doing enough to address alcohol-related harms	65	63	69
8	Believe alcohol industry targets young people under 18 years	54	63	62
9	Believe alcohol industry has too much influence with governments	58	57	65
10	Believe alcohol industry makes political donations to influence policy	54	55	57
11	Believe alcohol industry should pay for reducing alcohol harms	72	72	85

5.2. Alcohol consumption behaviours

		ALP (%)	COALITION (%)	GREENS (%)
1	Consumes alcohol	76	83	85
2	1-2 standard drinks on a typical occasion	55	61	56
3	3-5 standard drinks on a typical occasion	28	29	22
4	6+ standard drinks on a typical occasion	16	9	19
5	Increased alcohol consumption in past 12 months	13	9	12
6	Comfortable with how much they drink	69	69	73
7	Drink to get drunk	40	31	48
8	Influenced by alcohol promotion	72	72	71

5.3. Awareness and experiences of alcohol harms

		ALP (%)	COALITION (%)	GREENS (%)
1	Aware of the Guidelines	55	57	53
2	Know that two standard drinks is the maximum to avoid long term harm	43	41	50
3	Know that four standard drinks is the maximum to avoid short term harm	7	7	13
4	Know zero is the recommended maximum drinks per day when pregnant	71	75	74
5	Aware of FASD	49	48	68
6	Consider city or centre of town unsafe on a Saturday night	58	65	48
7	Experienced alcohol-related violence	33	23	35

5.4. Perspectives on alcohol-related policies

		ALP (%)	COALITION (%)	GREENS (%)
1	Alcohol should not be sold in supermarkets	65	60	52
2	Alcohol sponsorship should not be allowed at sporting events	61	58	71
3	Support ban on alcohol advertising on TV before 8.30pm	72	70	74
4	Support increasing tax on alcohol	50	51	62
5	Support increasing penalties for people involved in alcohol-related violence	87	91	84
6	Support increasing police numbers at times and places where alcohol-related violence is greater	86	88	84
7	Support introducing or increasing closed-circuit television (CCTV) in and around licensed venues	84	91	85
8	Support introducing more public transport options in areas where there are pubs, clubs and bars	83	86	87
9	Support a closing time for pubs, clubs and bars of no later than 3am	84	87	76
10	Support stopping the sale of alcohol 30 minutes before closing time	73	76	70
11	Support introducing identification (ID) scanners	75	80	67
12	Support introducing a 1am lockout for pubs, clubs and bars	68	73	55
13	Support not allowing alcohol to be sold for less than \$1 per standard drink	63	68	61
14	Support placing a limit of four drinks on the number of drinks a person can purchase at one time after 10pm	67	68	60
15	Support stopping the sale of alcohol and energy drinks after midnight	61	67	49
16	Support stopping the sale of shots after 10pm	60	62	46
17	Support a closing time for bottle shops of no later than 10pm	61	66	46

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