



Foundation for Alcohol
Research & Education



2013

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



About the Foundation for Alcohol Research and Education

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

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

Over the last ten years FARE has invested more than \$115 million, helped 750 organisations and funded over 1,400 projects addressing the harms caused by alcohol misuse.

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

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

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Overview

The Foundation for Alcohol Research and Education's (FARE) Annual Alcohol Poll assesses Australians' attitudes towards alcohol, their perspectives on various alcohol policies, and alcohol consumption trends. The Poll was carried out by Galaxy Research for the fourth consecutive year.

Consistent with previous years, FARE's 2013 Annual Alcohol Poll found that the majority of Australians (75%) believe Australia has a problem with excess drinking or alcohol abuse, and 78% believe that alcohol-related problems in Australia will get worse or remain the same over the next five to 10 years. The majority (74%) of Australians also believe that more needs to be done to address alcohol-related harms, with people believing that governments (56%), alcohol companies (67%), and clubs and pubs (65%) are not doing enough to address alcohol-related harms.

Over three quarters of Australian adults consume alcohol (77%), representing a decline from previous years. Consistent with past polling, the majority of Australian drinkers (73%) limit themselves to consuming alcohol on two days per week or less, while 26% consume alcohol on three days or more per week.

Australian drinkers are almost evenly divided into people who consume one to two standard drinks on a typical occasion (47%) and people who consume three or more standard drinks on a typical occasion (50%). The greatest change in the amount of alcohol consumed since 2010 is in the proportion of people consuming six or more standard drinks, which has increased from 12% to 17% in 2013. There has also been an increase in the proportion of Australians who drink alcohol to get drunk, with 40% or 4.5 million Australians indicating that they engage in this behaviour, up from 35% in 2011 and 36% in 2012.

Australians continue to prefer to drink alcohol at home, with 60% of drinkers saying that this is where they are most likely to consume alcohol. Australian drinkers mainly consume bottled wine (34%), regular strength beer (20%), and spirits (15%). Taste (72%), price (54%), and brand loyalty (35%) are their main considerations when purchasing alcohol.

The 2013 Poll saw continued majority support for health information labels to be placed on alcohol products (61%) and for a ban on alcohol advertising on weekdays and weekends before 8.30pm (64%).

2013 was also a year of firsts for the Annual Alcohol Poll. For the first time Australians were asked whether they felt comfortable not consuming alcohol at a pub, club or bar and almost one in five people (18%) indicated that they rarely or never felt comfortable doing this. Drinkers were also asked whether they consume alcohol before going out to a pub or club, a behaviour referred to as preloading. More than half of all drinkers (57%) reported preloading, with 51% saying that they engage in this behaviour to save money.

This year the Poll also included selected World Health Organization Alcohol Use Disorders Identification Test (AUDIT) questions, which aim to identify people with hazardous or harmful patterns of alcohol consumption. These questions revealed that in the last year, 23% of Australian drinkers had not been able to stop drinking once they started, 26% could not remember what had happened the night before, and 31% had a feeling of guilt or remorse after drinking. Gen Y were most likely to report all three of these behaviours (35%, 39% and 47% respectively).

Drinkers who are parents and guardians of people aged 18 years and under were asked specific questions about their alcohol-related behaviours, finding that a vast majority of parents or guardians (79%) consume alcohol around their children. Over half (54%) of parents or guardians state that they drink less now than before they had children, while 44% drink the same or more.

The Poll also asked if Australians have ever knowingly provided alcohol to a person under 18 years of age, with 13% of Australians indicating that they had. Almost half (45%) of these were parents providing alcohol to their son or daughter.

A range of social media questions were also asked for the first time. These identified that 14% of Australians had noticed alcohol advertising on social media (e.g. Facebook), and of these people, 44% had interacted with the brand. Gen Y (20%) were more likely to notice alcohol advertising on social media. Almost one-third (32%) of Australian drinkers regretted some form of communication by phone or internet while drunk, such as sending a text message or posting on social media.

Finally, given that 2013 is an election year, the Poll also looked at Australian's attitudes towards alcohol and alcohol policies according to their voting intentions. A majority of all voters believe that Australia has a problem with excess drinking or alcohol abuse (Green 83%, ALP 78% and Coalition 72%), and that more needs to be done in Australia to reduce the harm caused by alcohol (ALP 77%, Green 76% and Coalition 73%). A majority of all voters also believe that Governments are not doing enough to address alcohol misuse in Australia (Green 59%, Coalition 56% and ALP 55%).

There was also majority support from all voters for health information labels on alcohol (Green 66%, ALP 64% and Coalition 57%) and for a ban on alcohol advertising on television after 8.30pm (ALP 69%, Green 66% and Coalition 59%). A majority of Coalition and ALP voters (both 57%) believed that pubs and clubs should close at 1am or earlier (with 46% of Green voters supporting this).

Background

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

- Determining community attitudes towards alcohol in Australia;
- Gaining an understanding of self-reported alcohol consumption trends in Australia; and
- Determining current perspectives on various alcohol-related policies.

This year, Galaxy Research was again commissioned by FARE to conduct the annual study into attitudes and behaviours. In addition to the key objectives, the 2013 Poll also sought to:

- Gain a better understanding of the behaviour of 'preloading', that is drinking before going out to a pub, club or bar;
- Gain an understanding of parents' alcohol consumption practices;
- Gain an insight into how people interact with social media regarding alcohol; and
- Explore differences in people's perceptions on alcohol based on their voting intentions.

This report provides an overview of the findings of the 2013 nation-wide poll. It also provides information regarding trends between 2010 and 2013.

The Approach

This study was conducted online among members of a permission-based panel. The sample was selected from the panel members with quotas applied to ensure that the sample reflected the current population.

Fieldwork commenced on Tuesday 15 January 2013 and was completed on Friday 18 January 2013. The survey sample comprised 1,533 respondents aged 18 years and older distributed throughout Australia, as follows:

- New South Wales/Australian Capital Territory - 405
- Victoria/Tasmania - 344
- Queensland - 259
- South Australia/Northern Territory - 275
- Western Australia - 250

The questionnaire was designed by Galaxy Research in consultation with FARE. The questionnaire was transferred into Quest format in order to be hosted online. For each question, the respondent had to click on the response which represented their answer.

In addition to questions about alcohol, the questionnaire also asked respondents about their place of residence, age and gender. Respondents were also asked whether they are parents of people aged under 18 years and about their voting intentions.

Following the collection of data, the results were weighted by age, gender and region to reflect the latest Australian Bureau of Statistics (ABS) population estimates.

Key Terms

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

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

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

It is important to note that the age categories were updated this year to reflect the increasing age of each generation.

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

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

Key Findings

Attitudes towards alcohol in Australia

Most harmful drug for Australians

- Australians continue to perceive illicit substances as the most harmful drug (47%), followed by alcohol (31%) and tobacco (18%).
- Baby boomers (35%) and non-drinkers (39%) are more likely to select alcohol as the most harmful drug.
- Regular drinkers (21%) are least likely to perceive alcohol as the most harmful drug.

Biggest health threat to Australians

- Alcohol is perceived to be the biggest health threat to Australians for 21% of people, when compared to poor diet (31%), lack of physical exercise (23%) and tobacco (21%).
- People aged 18 to 24 years (15%) and regular drinkers (15%) are least likely to see alcohol as the biggest health threat to Australians.

Australia's problem with alcohol

- 75% of people believe that Australia has a problem with excess drinking or alcohol abuse.
- Australians are most concerned about excessive alcohol consumption leading to road traffic accidents (80%), violence (78%), and child abuse and neglect (70%).

Worsening of alcohol-related problems in Australia

- 78% of Australians believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.
- 12% of Australians believe that alcohol-related problems will decline over the next five to 10 years, while 42% believe that they will get worse.

Actions to address alcohol-related harms

- 74% 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 (56%), alcohol companies (67%), and clubs and pubs (65%) are not doing enough to address alcohol-related harms in Australia.

Perceptions of the industry doing the most to reduce potential harms from their product

- Only 5% of Australians nominated the alcohol industry as the industry working the most to address the potential harms from their products, when compared to the gambling industry (13%), the tobacco industry (15%), and the fast food industry (19%).
- 32% of people believe that none of the industries are working to reduce the potential harms from their products.

Perceptions of the preventive health area in which government is doing the most to reduce harms

- Australians are least likely to nominate alcohol as the area in which the government is working the most to reduce harms (3%), when compared to fast food (4%), gambling (11%) and tobacco (49%).

Perceptions of whether it's acceptable for people to get drunk

- Two-thirds (67%) of Australians believe that it is okay for someone to get drunk, including 28% of people who believe that it is okay to get drunk at least once a month.
- Almost half (45%) of Gen Y believe it is okay for someone to get drunk once a month or more, compared to 26% of Gen X and 10% of baby boomers.

Alcohol consumption

Number of occasions alcohol is consumed

- Alcohol is consumed by 77% of Australian adults, with men (81%) more likely to consume than women (74%), representing a decline in the proportion of drinkers from the previous years.
- People with household incomes below \$40,000 (30%) and people aged 50 years and over (29%) are more likely to abstain from alcohol.
- The majority of Australian drinkers (73%) consume alcohol on two days per week or less, and the remaining 27% consume alcohol on three days per week or more.
- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 35% of baby boomers consuming alcohol on three days or more compared to Gen X (27%) and Gen Y (16%).

Amount of alcohol consumed by Australian drinkers

- 50% of Australian drinkers consume three or more standard drinks on a typical occasion, 47% will drink one or two standard drinks and a further 3% cannot state with certainty how much they typically consume.
- For the first time in 2013, the proportion of people who consume three or more standard drinks on a typical occasion is greater than those who consume one or two standard drinks.

Places where alcohol is mostly consumed

- The majority (60%) of Australian drinkers mostly consume alcohol at home.
- Regular drinkers (82%), baby boomers (70%) and Gen X (69%) are more likely to consume alcohol at home.

Comfortable not drinking alcohol when going to a pub, club or bar

- Almost one in five (18%) Australians are rarely or never comfortable not drinking alcohol when going to a pub, club or bar.
- Men (22%), Gen Y (22%), regular drinkers (28%), moderate drinkers (22%) and people who drink to get drunk (29%) are more likely to rarely or never feel comfortable not drinking alcohol in a pub, club or bar.

Drinking to get drunk

- 40% of drinkers or about 4.5 million Australians consume alcohol to get drunk. This is an increase from 2011 (35%) and 2012 (36%).
- A majority of Gen Y (63%) drink alcohol to get drunk.
- Of the people who report drinking to get drunk, more than half (53%) perceive drunkenness as slurring speech or losing balance.

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

- More than half of all drinkers (57%) consume alcohol before going out to a pub, club or bar.
- People who drink to get drunk (85%), Gen Y (76%) and regular drinkers (67%) are most likely to consume alcohol before going out.
- 55% of people who preload drink less alcohol before they go out than while they are out.
- More than half (51%) of Gen Y who preload drink the same amount or more before going out than while they are out.
- More than half (51%) of Australian drinkers who preload do so primarily to save money.

The Alcohol Use Disorders Identification Test (AUDIT) Questions

- During the previous year, almost one-quarter (23%) of Australian drinkers had not been able to stop drinking once they had started. This equates to 2.6 million people.
- During the previous year, almost one-third (31%) of Australian drinkers had a feeling of guilt and remorse after drinking. This equates to 3.5 million people.
- During the previous year, over one-quarter (26%) of Australian drinkers were unable to remember what happened the night before because of drinking. This equates to 2.8 million people.

Communicating via phone or the internet while drunk

- Almost one-third (32%) of Australian drinkers regretted some form of communication by phone or internet while drunk.
- 20% of drinkers regretted sending a text message, 19% regretted making a phone call, 9% regretted sending an email, 9% regretted posting a comment on social media and 5% regretted posting a photo on social media.
- Gen Y (47%) are more likely than Gen X (30%) who in turn are more likely than baby boomers (18%) to have regretted some form of phone or internet communication while drunk.

Alcohol consumption among parents

- 79% of drinkers who are parents or guardians of children under 18 years consume alcohol around their children.
- 54% of parents or guardians of children under 18 years in their home state that they drink less now than before they had children, while 44% drink the same or more and 2% are not sure.
- Women (16%) are more likely than men (9%) to report drinking more after children, than prior to having children. Men (36%) are more likely than women (26%) to have not changed their alcohol consumption from before having children to after having children.
- 58% of parents or guardians think that it's okay to have one to two drinks, 27% think it's okay to have three to five drinks, 13% think it's okay to have six or more standard drinks and 2% think no drinks at all is best.

Perception of individual consumption

- The majority of Australian drinkers (71%) are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink and 6% admit to being uncomfortable.
- 35% of Australians indicated there was no change in their alcohol consumption over the past year, 31% had reduced their alcohol intake or given up, and 11% had increased their alcohol intake.

Concern about people's alcohol consumption

- 17% of Australian drinkers have had someone they know express concern over their drinking.
- Regular drinkers (32%), men (22%) and Gen Y (22%) are more likely to have had someone express concern about their drinking.
- Family members (80%) are most likely to express concern about a person's drinking, followed by friends (30%).

Alcohol product preferences of Australian drinkers

- Australian drinkers mainly consume bottled wine (34%), regular strength beer (20%), and spirits (15%).
- Bottled wine is the main drink of choice for women (47%), while regular strength beer is favoured among men (33%).
- Bottled wine is consumed by the majority (61%) of Australians who drink alcohol, followed by spirits (50%) and regular strength beer (40%).

Alcohol and energy drinks

- 16% of Australian drinkers consume alcoholic energy drinks, which equates to 1.8 million people.
- Almost half of all 18 to 24 year olds (46%) consume alcohol and energy drinks.

Australian drinkers' considerations when purchasing alcohol

- Taste (72%), price (54%), and brand loyalty (35%) are the main considerations for Australian drinkers when purchasing alcohol.
- Gen Y (27%) are more likely than Gen X (20%) and baby boomers (14%) to consider higher alcohol content, whereas baby boomers (16%) are more likely than Gen X (8%) and Gen Y (7%) to consider low alcohol content.
- Regular drinkers (63%) are more likely than moderate (55%) and occasional drinkers (46%) to consider price.

Places where Australians purchase take-away alcohol

- Most drinkers purchase their take-away alcohol from liquor chain stores (43%), followed by bottle shops connected to a supermarket (24%), independent bottle shops (13%) and supermarkets (9%).

Amount spent on alcohol

- Drinkers spend an average weekly amount of \$30 on alcohol they consume.
- Regular drinkers (\$51), men (\$36) and Gen Y (\$35) spend more money on alcohol than the average Australian drinker.

Purchasing alcohol when it's on special or reduced in price

- 43% of drinkers buy more alcohol than usual when it is on special or its price is reduced.
- Regular drinkers (59%) and people who drink to get drunk (50%) are more likely to buy more alcohol than usual when it is on special or its price is reduced.

Awareness of the risks associated with alcohol misuse

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- 52% of Australian adults are aware of *The Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but relatively few (11%) are aware of the content. This represents a significant decline from 61% of people who had some awareness in 2012.

The maximum number of drinks to reduce harms

- 35% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise long-term risks is two standard drinks in one day.
- 8% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise short-term risks is four standard drinks in one day.

Awareness of harms caused by drinking alcohol while pregnant or breastfeeding

- A majority (65%) of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus.
- A majority (74%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby.

Awareness of Fetal Alcohol Syndrome

- 47% of all adult Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders.
- Women (58%) are more likely than men (36%) to be aware of FAS and related disorders.

Awareness of the harms associated with alcohol misuse among young people

- 70% of people believe that it is harmful to give alcohol to anyone the age of 18 years. This represents a significant decrease from 2012 (80%) and 2011 (82%).
- The majority of Australians are aware that underage alcohol consumption can affect the developing brain (75%), can lead to problematic drinking later in life (69%), can increase the likelihood of engaging in risky sexual behaviour (67%), can result in injury (62%) and can result in death (51%).

Provision of alcohol to a person under 18 years of age

- 13% of Australian adults have knowingly provided alcohol to a person under 18 years of age.
- Almost half of these people (45%) provided alcohol to their son or daughter, 27% to a friend, 16% to a relation and 14% to a sibling.

Awareness of alcohol harms

- 62% of Australians believe that red wine is good for their health.
- 55% of Australians agree that Fetal Alcohol Spectrum Disorder (FASD) is a lifelong disability.
- 48% of Australians believe that alcohol can cause cancer. 19% of people believe that one in five breast cancers are due to alcohol.
- 31% of Australians believe that young people (under 18 years old) should be introduced to alcohol rather than be restricted from it altogether.
- 25% of Australians believe that it is okay for pregnant women to drink small amounts of alcohol without harming their baby.

Doctors asking questions about alcohol consumption

- Only 18% of Australians have been asked questions by their doctor about their alcohol consumption in the previous 12 months.
- Regular drinkers (29%) and people who drink to get drunk (25%) are more likely to have been asked about their alcohol use by their doctor.

Experiences of alcohol-related violence

- 32% of Australians have been affected by alcohol-related violence, including 18% who have been victims of alcohol-related violence.

Perspectives on alcohol-related policies

Alcohol labelling

- The majority of Australians (61%) believe that health information labels should be placed on alcohol products.
- Support for health information labels has remained stable from previous years (62% in 2011, 61% in 2012).

Regulating alcohol advertising

- 69% of Australians believe that alcohol advertising and promotions influence the behaviour of people under 18 years.
- 64% of Australians support a ban on alcohol advertising on weekdays and weekends before 8.30pm.

Places people commonly encounter alcohol advertising and sponsorship

- Australians primarily see alcohol advertising and sponsorship on television (59%), at sporting events (45%), in newspapers and magazines (42%), in pamphlets and catalogues (39%), and on billboards (39%).

Alcohol advertising on social media

- 14% of Australians have noticed alcohol advertising or promotions on social media.
- Gen Y (20%) are more likely than Gen X (13%) and baby boomers (8%) to have noticed alcohol advertising or promotions on social media.
- Of those who had noticed alcohol advertising on social media, 44% have interacted with an alcohol brand.

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

- 41% of Australians support increasing the tax on alcohol to pay for health, education, and the treatment of alcohol-related problems.

Closing time for pubs, clubs and bars

- Most (80%) Australians believe that pubs, clubs and bars should close at 3am or earlier.

Perceptions on alcohol by voting intentions

Attitudes towards alcohol in Australia

- Coalition (51%) and ALP (46%) voters are most likely to believe that illicit substances are the most harmful drug, while Green voters (39%) are most likely to perceive alcohol as the most harmful drug.
- A majority of all voters believe that Australia has a problem with excess drinking or alcohol abuse (Green 83%, ALP 78% and Coalition 72%), and that alcohol-related problems will remain the same or get worse in the next five to ten years (Coalition 80%, Green 79% and ALP 75%).

Perspectives on alcohol-related policies

- A majority of Green (66%), ALP (64%) and Coalition (57%) voters support health information labels for alcohol products.
- A majority of ALP (69%), Green (66%) and Coalition (59%) voters support a ban of alcohol advertising before 8.30pm.
- A majority of Green voters (52%) support an increase in alcohol tax to pay for health, education and treatment of alcohol problems, while 43% of ALP voters and 37% of Coalition voters support this.

Findings

Attitudes towards alcohol in Australia

Most harmful drug for Australians

- **Australians continue to perceive illicit substances as the most harmful drug (47%), followed by alcohol (31%) and tobacco (18%).**
- **Baby boomers (35%) and non-drinkers (39%) are more likely to select alcohol as the most harmful drug.**
- **Regular drinkers (21%) are least likely to perceive alcohol as the most harmful drug.**

Australians continue to perceive illicit substances as the most harmful drug in Australia (47%), followed by alcohol (31%) and tobacco (18%). The perception of the most harmful drug is consistent with 2012 findings. However, in 2011 the perception of alcohol as the most harmful drug peaked at 37%. The table below provides an overview of community perceptions of the most harmful drug in Australia between 2010 and 2013.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)
Alcohol	31	37	30	31
Tobacco	18	17	21	18
Illicit drugs	49	43	46	47
Unsure	2	3	4	4

Analysis of demographic results and consumption trends between 2010 and 2013 revealed that:

- There were no significant gender differences in the perception of alcohol as the most harmful drug across all four years.
- Men (19%) and women (17%) do not significantly differ in perceiving tobacco as the most harmful drug. These figures were the same as those in the 2010. However, in 2011 and 2012, gender differences in this perception were more pronounced, with men significantly more likely than women to perceive tobacco as the most harmful drug (20% compared to 15% in 2011 and 23% compared to 18% in 2012).
- Men (46%) and women (47%) hold similar perceptions of illicit substances as the most harmful drug. This was also the case in previous years.
- The perception of alcohol as the most harmful drug is 35% for baby boomers, 30% for Gen X and 31% for Gen Y. This is similar to 2010. However, in 2011 and 2012 Gen Y were less likely than Gen X and baby boomers to perceive alcohol as the most harmful drug.
- Gen Y (21%) and Gen X (20%) are more likely than baby boomers (11%) to perceive tobacco as the most harmful drug. This represents a slight change in trend from 2012, in which Gen Y (26%) were more likely than Gen X (20%) and baby boomers (19%) to perceive tobacco as the most harmful drug, with similar trends in 2010 and 2011.

- Baby boomers (49%), Gen X (45%) and Gen Y (44%) consider illicit drugs as the most harmful substance. In 2010, 2011 and 2012, baby boomers were more likely to perceive illicit drugs as the most harmful substance when compared to Gen X and Gen Y.
- Non-drinkers (39%), occasional drinkers (33%) and moderate drinkers (31%) are more likely than regular drinkers (21%) to perceive alcohol as the most harmful drug. A similar trend occurred in 2010, 2011 and 2012.

Biggest health threat to Australians

- **Alcohol is perceived to be the biggest health threat to Australians for 21% of people, when compared to poor diet (31%), lack of physical exercise (23%) and tobacco (21%).**
- **People aged 18 to 24 years (15%) and regular drinkers (15%) are least likely to see alcohol as the biggest health threat to Australians.**

For the first time in 2013, Australians were asked which risk factors for non-communicable diseases they perceived to be the biggest health threat to Australians. More than one in five Australians (21%) perceived alcohol to be the biggest health threat, when compared to poor diet (31%), lack of physical exercise (23%) and tobacco (21%).

Analysis of demographic results and consumption trends from 2013 revealed that:

- Women (23%) are slightly more likely than men (19%) to perceive alcohol as being the biggest health threat.
- There are no significant generational differences in the perception of the biggest health threat. However people aged 18 to 24 years (15%) are less likely than people aged 50 years and over (23%) to perceive alcohol as the biggest health threat.
- People with household incomes below \$40,000 (24%) are more likely than people with household incomes over \$90,000 (17%) to perceive alcohol as the biggest health threat.
- Non-drinkers (30%) are more likely than occasional drinkers (20%), moderate drinkers (19%) and regular drinkers (15%) to perceive alcohol as the biggest health threat.

Australia's problem with alcohol

- **75% of people believe that Australia has a problem with excess drinking or alcohol abuse.**
- **Australians are most concerned about excessive alcohol consumption leading to road traffic accidents (80%), violence (78%), and child abuse and neglect (70%).**

Three quarters (75%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 14% do not believe this and 11% are unsure. This is similar to 2012 where the corresponding figures were 76%, 15% and 9% respectively. The table below provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse between 2010 and 2013.

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

Analysis of demographic results and consumption trends between 2010 and 2013 revealed that:

- Women (78%) are more likely than men (72%) to believe that Australians have a problem with alcohol. This trend was also observed in 2012 (81% compared to 71%) and 2011 (84% compared to 76%).
- There is no significant difference between generational groups in the perception that Australians have a problem with alcohol (75% for Gen Y, 73% for Gen X and 77% for baby boomers). In 2012, the majority of Gen Y (72%), Gen X (77%) and baby boomers (78%) believed that Australians have a problem with alcohol. This trend was also identified in 2010 (69%, 73% and 74% respectively), though not in 2011 (80% in each case).
- The greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a problem. Over two thirds of regular drinkers (68%) believe that Australians have a problem with alcohol, compared to 72% of moderate drinkers, 77% of occasional drinkers and 84% of non-drinkers. This trend is similar for previous years.

The three main problems associated with excess drinking or alcohol abuse that Australians are most concerned about are road traffic accidents (80%), violence (78%), and child abuse and neglect (70%). Concern over alcohol-related problems are consistent with 2012, although there were increases in: concern over alcohol-related crime (from 52% in 2012 to 57% in 2013); and lost productivity (from 27% in 2012 to 31% in 2013).

The table below provides an overview of community concerns associated with excess drinking or alcohol abuse between 2012 and 2013.

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

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

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

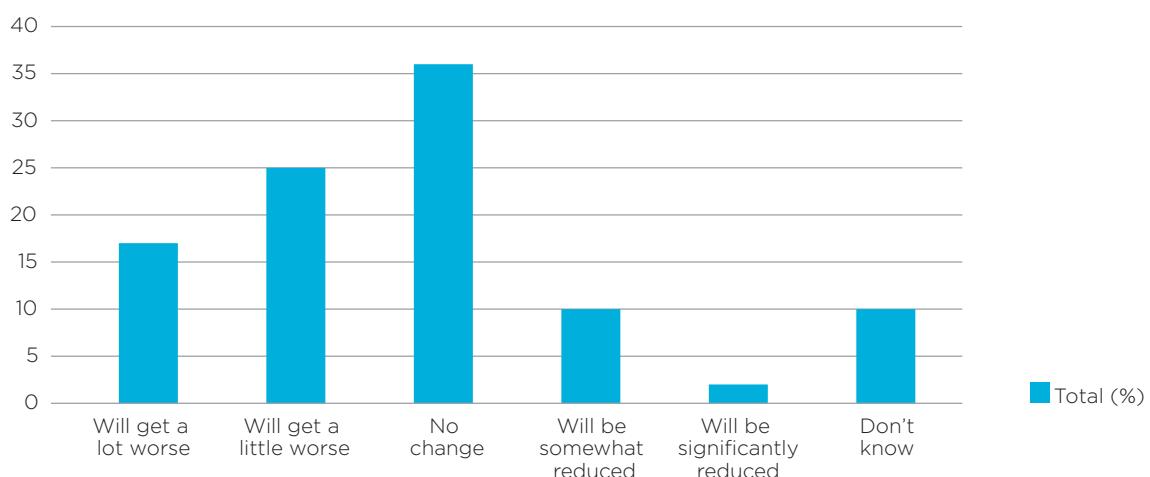
- Women are more likely than men to express concern across most categories, including road traffic accidents (86% compared to 75%), child abuse and neglect (77% compared to 63%), health problems (68% compared to 56%), and harm to unborn babies (66% compared to 53%). These findings are similar to those in 2012.
- Baby boomers expressed more concern than Gen X and Gen Y on all categories. The largest differences were: alcohol-related violence (90% compared to 79% and 67% respectively), child abuse and neglect (83% compared to 69% and 59% respectively), alcohol-related crime (73% compared to 57% and 45% respectively), and lost productivity (45% compared to 28% and 22% respectively). Generational differences were similar but less pronounced in 2012.
- People with household incomes below \$40,000 are more likely than people with household incomes between \$40,000 and \$90,000 and people with household income over \$90,000 to be concerned about: excessive noise around pubs and clubs (32% compared to 24% and 25% respectively), and lost productivity (38% compared to 27% and 30% respectively).
- Regular drinkers and non-drinkers expressed the greatest concern across all categories, with moderate and occasional drinkers expressing less concern. For example, 76% of regular drinkers and 73% of non-drinkers expressed concern over child abuse and neglect, compared to 66% of moderate drinkers and 67% of occasional drinkers. This represents a change from 2012, where lower consumption was associated with higher concern about alcohol-related harms.

Worsening of alcohol-related problems in Australia

- **78% of Australians believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.**
- **12% of Australians believe that alcohol-related problems will decline over the next five to 10 years, while 42% believe that they will get worse.**

Almost four times as many Australians believe that alcohol-related problems will get worse over the next five to 10 years (42%), than those who think that there will be a reduction in alcohol-related problems (12%). Of the remaining Australians, 36% believe that there will be no change and 10% are not sure. This is consistent with 2012. The chart below provides an overview of community perceptions of alcohol-related problems over the next five to 10 years.

Alcohol related problems in the next five to 10 years



Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

- Men (41%) and women (43%) do not significantly differ in the perception that alcohol-related problems in Australia will get worse. This was also the case in 2012.
- Gen Y (37%) are less likely than Gen X (43%) and baby boomers (47%) to believe that alcohol-related problems will get worse. This trend remained relatively unchanged from 2012 where the figures were 35%, 43% and 45% respectively.
- People with household incomes over \$90,000 (84%) are more likely than people with household incomes between \$40,000 and \$90,000 (77%) and people with household incomes below \$40,000 (78%) to believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.
- Non-drinkers (52%) are more likely than occasional (42%), moderate (38%) and regular (36%) drinkers to believe that alcohol-related problems in Australia will get worse. A similar trend occurred in 2012.

Actions to address alcohol-related harms

- **74% 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 (56%), alcohol companies (67%), and clubs and pubs (65%) are not doing enough to address alcohol-related harms in Australia.**

The majority (74%) of Australians believe that more needs to be done in Australia to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 11% do not believe more needs to be done and 15% are unsure. This is consistent with 2012. The table below provides an overview of community perceptions on increasing action to address alcohol-related harm between 2010 and 2013.

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

Analysis of demographic results and consumption trends between 2010 and 2013 revealed that:

- Women (78%) are more likely than men (71%) to believe that more needs to be done to address alcohol-related harms. This trend was also observed in 2012 and 2011.
- Baby boomers (82%) are more likely than Gen X (74%) and Gen Y (69%) to believe more needs to be done to address alcohol-related harms. This trend was also identified in 2010, 2011 and 2012.
- Regular drinkers (66%) are less likely than occasional (77%) and non-drinkers (85%) to believe that more needs to be done to reduce alcohol-related harm, with 70% of moderate drinkers believing this. This trend was also observed in 2010, 2011 and 2012.
- Australians believe that more needs to be done by governments, alcohol producers, and clubs and pubs to address alcohol-related harms.
- Over half of all Australians (56%) believe that governments are not doing enough to address alcohol-related harms, while 18% of Australians think they are and 26% are unsure. Similar results were observed in 2011 and 2012.

- Two-thirds of Australians (67%) believe that alcohol companies are not doing enough to address alcohol-related harms, with 13% believing they are doing enough and 20% not sure. While these figures are relatively consistent with the 2012 findings, it is a decrease from 2011 where 74% of Australians believed that alcohol companies were not doing enough to address alcohol misuse in Australia.
- Almost two-thirds of Australians (65%) believe that clubs and pubs are not doing enough to address alcohol-related harms in Australia, with 18% saying they are doing enough and 17% saying that they are not sure. This remains relatively unchanged from previous years.

Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Men and women are equally likely (56%) to believe that governments are not doing enough to address alcohol-related harms. This represents a change from 2012 where men (59%) were more likely than women (50%) to say that governments were not doing enough.
- Baby boomers (61%) are more likely than Gen X (53%) and Gen Y (54%) to think that governments are not doing enough to address alcohol-related harms. This trend was also identified in 2011 and 2012.
- Non-drinkers are significantly more likely to believe that governments (73%), alcohol companies (80%) and clubs and pubs (74%) aren't doing enough to address alcohol-related harms. This trend was also identified in 2011 and 2012.

Perceptions of the industry doing the most to reduce potential harms from their product

- **Only 5% of Australians nominated the alcohol industry as the industry working the most to address the potential harms from their products, when compared to the gambling industry (13%), the tobacco industry (15%), and the fast food industry (19%).**
- **32% of people believe that none of the industries are working to reduce the potential harms from their products.**

Australians are least likely to nominate the alcohol industry as the industry that is working the most to address potential harms from its products (5%), when compared to the gambling industry (13%), the tobacco industry (15%), and the fast food industry (19%). Almost one-third (32%) of Australians believe that none of the industries are working hard to address the harms from their products and 16% are unsure. This remains relatively unchanged from 2012, where the corresponding figures were (5%, 12%, 15% and 21% respectively). The table below provides an overview of community perceptions on the industry doing the most to reduce potential harms from their products between 2012 and 2013.

	2012 (%)	2013 (%)
Alcohol industry	5	5
Gambling industry	12	13
Tobacco industry	15	15
Fast food industry	21	19
None	30	32
Unsure	17	16

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

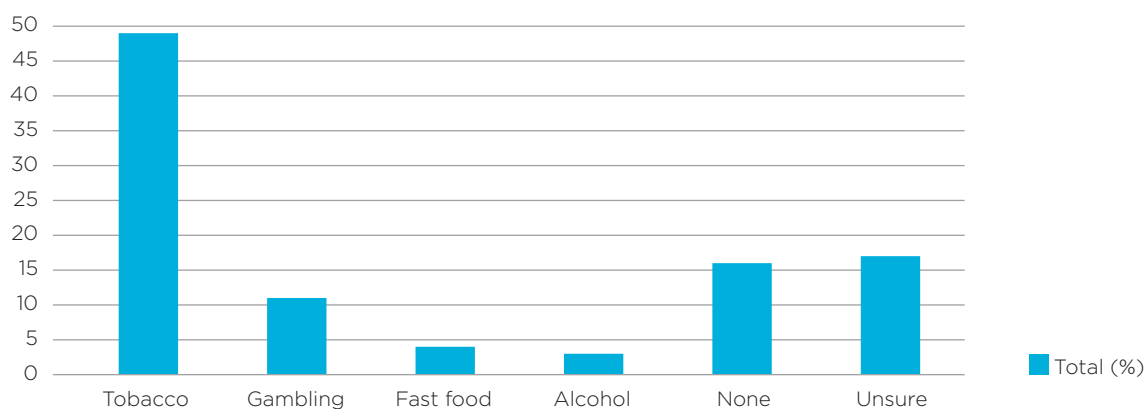
- Men (7%) are significantly more likely than women (3%) to perceive the alcohol industry as the industry working the most to reduce potential harms from its products. In 2012, there was no significant gender difference in this perception.
- Women (18%) are more likely than men (12%) to think that the tobacco industry is working hardest to address the potential harms from its products. This was similar in 2012.
- Gen Y (24%) are more likely than Gen X (15%) and baby boomers (16%) to think that the fast food industry is doing the most to address the potential harms of their products. This was similar in 2012.
- Gen Y (20%) are more likely than Gen X (15%) and baby boomers (12%) to perceive the tobacco industry as working the most to reduce the potential harms from its products. This was similar in 2012.
- Baby boomers (38%) are more likely than Gen Y (24%) to think that none of the industries are doing enough to address the harms from their products. A similar trend occurred in 2012.

Perceptions of the preventive health area in which government is doing the most to reduce harms

- **Australians are least likely to nominate alcohol as the area in which the government is working the most to reduce harms (3%), when compared to fast food (4%), gambling (11%) and tobacco (49%).**

For the first time in 2013, Australians were asked which preventive health area they believed the government is doing the most to reduce harms. Australians are least likely to nominate alcohol as the area in which the government is working the most to reduce harms (3%), when compared to fast food (4%), gambling (11%) and tobacco (49%), with 16% believing that the government is not working hard to reduce harms in any of the areas and 17% being unsure. The chart below provides an overview of community perceptions of the preventive health area in which government is doing the most to reduce harm.

Perceptions of the preventive health area where government is doing the most



Analysis of demographic results and consumption trends in 2013 revealed that:

- Men (5%) are more likely than women (2%) to believe that the government is working the most to reduce harms from alcohol.
- Gen Y (5%) are more likely than baby boomers (1%) to perceive government to be working the most to reduce harms in alcohol.
- Baby boomers (17%) and Gen X (18%) are more likely than Gen Y (12%) to believe that the government is not working hard in any area.
- Non-drinkers (25%) are more likely than drinkers (between 11% and 15%) to believe the government is not working hard in any area.

Perceptions of whether it's acceptable for people to get drunk

- **Two-thirds (67%) of Australians believe that it is okay for someone to get drunk, including 28% of people who believe that it is okay to get drunk at least once a month.**
- **Almost half (45%) of Gen Y believe it is okay for someone to get drunk once a month or more, compared to 26% of Gen X and 10% of baby boomers.**

For the first time in 2013, Australians were asked whether they considered it acceptable for someone to get drunk, and how often they think it is acceptable to get drunk. Two-thirds (67%) of Australians believe that it is okay for someone to get drunk while the remaining 33% believe that it is never acceptable for someone to get drunk. Of the 67% who believe it is okay for someone to get drunk, 18% consider it acceptable once a year or less, 21% consider it acceptable more than once a year but less than once a month, 19% consider it acceptable at least once a month but less than once a week, and 9% consider it acceptable at least weekly.

Analysis of the demographic results and consumption trends in 2013 revealed that:

- 35% of women and 31% of men believe that it is never acceptable for someone to get drunk.
- Baby boomers (51%) are more likely than Gen X (29%) who in turn are more likely than Gen Y (19%) to believe it is never acceptable for someone to get drunk. Almost half (45%) of Gen Y believe it is okay for someone to get drunk once a month or more, compared to 26% of Gen X and 10% of baby boomers.
- People with household incomes below \$40,000 (47%) are less likely than people with household incomes between \$40,000 and \$90,000 (31%) and people with household incomes over \$90,000 (26%) to believe that it is never acceptable for someone to get drunk.

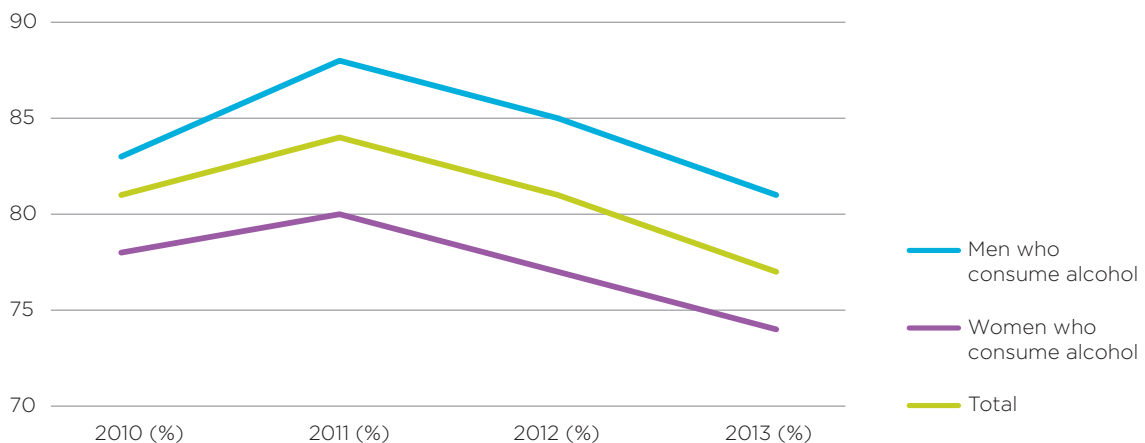
Alcohol consumption

Number of occasions alcohol is consumed

- Alcohol is consumed by 77% of Australian adults, with men (81%) more likely to consume than women (74%), representing a decline in the proportion of drinkers from the previous years.
- People with household incomes below \$40,000 (30%) and people aged 50 years and over (29%) are more likely to abstain from alcohol.
- The majority of Australian drinkers (73%) consume alcohol on two days per week or less, and the remaining 27% consume alcohol on three days per week or more.
- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 35% of baby boomers consuming alcohol on three days or more compared to Gen X (27%) and Gen Y (16%).

Alcohol is consumed by 77% of Australian adults, with men (81%) more likely to consume than women (74%). This represents a decline in the proportion of Australians that consume alcohol from previous years. The chart below provides an overview of the number of males and females who consumed alcohol between 2010 and 2013.

Number of males and females who consume alcohol



On average Australian drinkers consume alcohol on two days a week, which is consistent with 2010, 2011 and 2012. Also similar to previous years, while the majority of Australian drinkers (73%) limit themselves to consuming alcohol on two days or less per week, 27% consume alcohol on three days or more per week. The table below provides an overview of the number of drinkers who consume alcohol two days per week or less compared to those who consume alcohol three days or more per week between 2010 and 2013.

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

Analysis of the demographic results between 2010 and 2013 revealed that:

- Men who consume alcohol are more likely to drink on more occasions in one week, with 61% of men consuming alcohol once or more a week compared to 47% of women. This trend was also observed in previous years.
- Baby boomers (26%) are more likely to abstain from alcohol than Gen X (20%) and Gen Y (21%). This trend was also observed in 2012, 2011 and 2010. People aged 50 years and over (29%) were also more likely to abstain from alcohol than younger age groups.
- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 35% of baby boomers consuming alcohol on three days or more compared to 27% of Gen X and 16% of Gen Y. This trend was also observed in previous years.
- People with household incomes below \$40,000 (30%) are more likely than people with household incomes between \$40,000 and \$90,000 (22%) and people with household incomes over \$90,000 (16%) to abstain from alcohol. This trend was also observed in 2010, 2011 and 2012.

Amount of alcohol consumed by Australian drinkers

- **50% of Australian drinkers consume three or more standard drinks on a typical occasion, 47% will drink one or two standard drinks and a further 3% cannot state with certainty how much they typically consume.**
- **For the first time in 2013, the proportion of people who consume three or more standard drinks on a typical occasion is greater than those who consume one or two standard drinks.**

Australian drinkers continue to be almost evenly split into people who consume one to two standard drinks on a typical occasion (47%) and people who consume three or more standard drinks on a typical occasion (50%), with a further 3% unable to state with certainty how much they typically consume. The greatest change since 2010 is in the proportion of people consuming six or more standard drinks, which has increased from 12% to 17%. The table below provides an overview of the number of standard drinks that Australian drinkers reported consuming on a typical occasion between 2010 and 2013.

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

Analysis of demographic results and consumption trends between 2010 and 2013 revealed that:

- Similar to 2010, 2011 and 2012, women (54%) are more likely than men (41%) to consume one to two standard drinks in one sitting, whereas men (56%) are more likely than women (44%) to consume three or more standard drinks in one sitting.
- Baby boomers (55%) are more likely than Gen X (44%) and Gen Y (45%) to drink one or two standard drinks per occasion.
- Gen X (53%) are more likely than baby boomers (45%) to report drinking three or more standard drinks on a typical occasion, while 50% of Gen Y report this.
- Gen Y (5%) are more likely than Gen X (2%) and baby boomers (0%) to report being unsure of the amount they consume on a typical occasion.

Places where alcohol is mostly consumed

- **The majority (60%) of Australian drinkers mostly consume alcohol at home.**
- **Regular drinkers (82%), baby boomers (70%) and Gen X (69%) are more likely to consume alcohol at home.**

The majority of Australian drinkers mostly consume alcohol at home (60%), at a pub, club or bar (17%), at a friend's house (15%), at a restaurant (6%), or somewhere else (1%). A similar trend was identified in 2012. The table below provides an overview of the places where Australian drinkers are most likely to consume alcohol, including a breakdown by generation.

	Totals (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
At home	60	44	69	70
At a pub, club or bar	17	24	14	10
At a friend's house	15	23	11	9
At a restaurant	6	7	5	9
Somewhere else	1	2	1	1
None of the above	1	0	0	1

Analysis of demographic results and consumption trends from 2012 and 2013 revealed that:

- Women (9%) are significantly more likely than men (4%) to consume alcohol at a restaurant. This trend was also identified in 2012 (11% and 4% respectively).
- Gen Y (23%) are more likely than Gen X (11%) and baby boomers (9%) to consume alcohol at a friend's house and at a pub, club or bar (24% compared to 14% and 10% respectively). This trend was also identified in 2012.
- Baby boomers (70%) and Gen X (69%) are more likely than Gen Y (44%) to consume alcohol at home. This trend was also identified in 2012 (73%, 67% and 39% respectively).
- Regular drinkers (82%) are more likely than moderate (52%) and occasional (55%) drinkers to consume alcohol at home and least likely to consume alcohol at a friend's house (3% compared to 18% and 19% respectively), while occasional drinkers (11%) are more likely than moderate (5%) and regular (3%) drinkers to consume alcohol at a restaurant. These trends were identified in 2012.

- People who drink to get drunk are more likely than those who do not to consume alcohol at a pub, club or bar (23% compared to 13%) and at a friend's house (21% compared to 11%), and are less likely to drink at home (50% compared to 67%) or at a restaurant (4% compared to 8%). These trends were also identified in 2012.

Comfortable not drinking alcohol when going to a pub, club or bar

- **Almost one in five (18%) Australians are rarely or never comfortable not drinking alcohol when going to a pub, club or bar.**
- **Men (22%), Gen Y (22%), regular drinkers (28%), moderate drinkers (22%) and people who drink to get drunk (29%) are more likely to rarely or never feel comfortable not drinking alcohol in a pub, club or bar.**

For the first time in 2013, people were asked if they felt comfortable not drinking alcohol when going to a pub, club or bar. A total of 17% of Australians reported that they do not go to pubs, clubs or bars, 30% report always feeling comfortable not drinking alcohol while at a pub, club or bar, 17% are usually comfortable, 18% are sometimes comfortable, 11% are rarely comfortable and 7% are never comfortable.

Analysis of demographic results and consumption trends in 2013 revealed that:

- Men (22%) are more likely than women (15%) to report rarely or never being comfortable not drinking alcohol when out at a pub, club or bar.
- Gen Y (22%) are more likely than Gen X (16%) and baby boomers (18%) to rarely or never feel comfortable when not drinking at a pub, club or bar, while baby boomers (37%) are more likely than Gen X (28%) and Gen Y (26%) to report feeling always comfortable when not drinking alcohol at a pub, club or bar.
- Regular (28%) and moderate (22%) drinkers are more likely than occasional (12%) and non-drinkers (13%) to rarely or never feel comfortable not drinking at a pub, club or bar.
- People who drink to get drunk (29%) are more likely than those who do not (15%) to rarely or never feel comfortable not drinking while out.

Drinking to get drunk

- **40% of drinkers or about 4.5 million Australians consume alcohol to get drunk. This is an increase from 2011 (35%) and 2012 (36%).**
- **A majority of Gen Y (63%) drink alcohol to get drunk.**
- **Of the people who report drinking to get drunk, more than half (53%) perceive drunkenness as slurring speech or losing balance.**

Two in five (40%) Australian drinkers consume alcohol with the intention of getting drunk, equating to 4.5 million Australians. Almost one in five (19%) Australian drinkers consume alcohol to get drunk at least once a month, while 11% drink to get drunk at least once a week. This represents an increase from previous years where the proportions of people who drink to get

drunk were 35% in 2011 and 36% in 2012. The table below provides an overview of people drinking to get drunk between 2011 and 2013.

	2011 (%)	2012 (%)	2013 (%)
At least twice a week	3	4	3
At least once a week	6	5	8
At least once a month	8	9	8
Less than once a month	18	18	21
Subtotal	35	36	40
No, never	65	64	60

Analysis of the demographic results and consumption trends between 2011 and 2013 revealed that:

- Men (44%) are more likely than women (36%) to drink to get drunk. This finding is consistent with previous years.
- Gen Y (63%) are much more likely than Gen X (36%) and baby boomers (18%) to drink to get drunk. This is consistent with previous years.
- People with household incomes over \$90,000 (43%) are more likely than people with household incomes below \$40,000 (29%) to drink to get drunk. This trend was identified in 2011 and 2012.

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. More than half of people who drink to get drunk perceive slurring speech or losing balance as an indicator of drunkenness (53%), followed by starting to feel relaxed (33%), and being over the legal blood alcohol limit to drive (11%). This trend is similar to 2012, although this year there is a higher proportion of people indicating slurring speech or losing balance (53% in 2013 compared to 46% in 2012). The table below provides an overview of perception of drunkenness among Australians who reported drinking to get drunk in 2013.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
When you are over the legal blood alcohol limit to drive	11	11	9	15
When you start to feel relaxed	33	35	28	30
When you start to slur speech or lose balance	53	50	59	53
When you vomit	2	2	3	2
When you pass out	1	2	1	0

Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Men and women do not differ significantly in what they consider to be indicators of being drunk. This is in contrast to 2012 where men (51%) were significantly more likely than women (39%) to perceive being drunk as slurring speech or losing balance.
- There are no significant generational differences identified in people's perceptions of drunkenness.
- Regular (61%) and moderate (53%) drinkers are more likely than occasional drinkers (39%) to nominate slurring speech and losing balance as an indicator of being drunk. Occasional drinkers (45%) are more likely than moderate (33%) and regular (24%) drinkers to define being drunk as feeling relaxed.

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

- More than half of all drinkers (57%) consume alcohol before going out to a pub, club or bar.
- People who drink to get drunk (85%), Gen Y (76%) and regular drinkers (67%) are most likely to consume alcohol before going out.
- 55% of people who preload drink less alcohol before they go out than while they are out.
- More than half (51%) of Gen Y who preload drink the same amount or more before going out than while they are out.
- More than half (51%) of Australian drinkers who preload do so primarily to save money.

For the first time this year, drinkers were asked if they consume alcohol before going out to a pub, club or bar. This behaviour is referred to as 'preloading'. Drinkers who preload were asked whether they drank more, less or the same amount before going out than while out, and the reasons why they preload.

More than half of all drinkers (57%) consume alcohol before going out to a pub, club or bar, of which 4% always do this, 10% usually do this, 20% do this sometimes and 23% do this rarely. Of the remaining drinkers, 25% never preload and 18% never go to pubs, clubs or bars. The table below provides an overview of drinkers who consume alcohol before going out to a pub, club or bar, broken down by generation groups in 2013.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
Always	4	9	2	1
Usually	10	19	6	3
Sometimes	20	25	21	11
Rarely	23	23	26	21
Sub totals	57	76	55	36
Never	25	16	23	38
I never go to pubs, clubs or bars	18	8	22	26

Analysis of demographic results and consumption trends in 2013 revealed that:

- There is no significant gender difference in tendency to preload (58% for men and 57% for women).
- Three-quarters (76%) of Gen Y drinkers preload, compared to 55% of Gen X and 36% of baby boomers.
- Gen Y (28%) are more likely to always or usually preload, compared to only 8% of Gen X and 4% of baby boomers.
- People with household incomes above \$90,000 (61%) and between \$40,000 and \$90,000 (57%) are more likely than people with household incomes below \$40,000 (48%) to preload.
- Regular (67%) and moderate (64%) drinkers are more likely than occasional (40%) drinkers to consume alcohol before going out.
- People who drink to get drunk (85%) are much more likely than those who do not (39%) to drink alcohol before going out.

Of the drinkers that indicated that they preload, the majority (55%) tend to consume less before going out than while they are out, whereas 25% drink about the same before and while going out, and 13% drink more before going out compared to while they are out. The table below provides an overview of how much drinkers consume before going out compared to while they are out, broken down by generation groups in 2013.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
I drink more before going out than while I'm out	13	18	9	7
I drink about the same before going out as I do while I'm out	25	33	19	13
Sub totals	38	51	28	20
I drink less before going out before while I'm out	55	45	60	74
Don't know	7	4	12	6

Analysis of demographic results and consumption trends in 2013 revealed that:

- There is no gender difference in people who drink more before going out than while out (14% for men and 13% for women). However men are more likely than women to drink about the same before and while out (30% compared to 19%), and women are more likely than men to drink less before than while out (61% compared to 49%).
- Of the Gen Y who preload, more than half (51%) drink either the same amount or more before going out than while out, compared to 28% of Gen X and 20% of baby boomers.
- People who drink to get drunk (44%) are more likely than people who do not (29%) to consume about the same or more before going out than while out.

More than half (51%) of drinkers who preload do so to save money, 41% preload to socialise with friends, 36% to feel relaxed, 14% to feel more confident, 9% to avoid queues at the bar, 6% to get as drunk as possible before going out, 4% for other reasons. Note that people were able to select more than one response; therefore the total may exceed 100%.

Analysis of demographic results and consumption trends in 2013 revealed that:

- There are no significant gender differences in the reasons why drinkers preload, except that women (45%) are more likely than men (37%) to preload in order to socialise with friends before going out.
- There are no significant generational trends with respect to preloading in order to feel relaxed, and to socialise with friends.
- Gen Y (57%) and Gen X (50%) are more likely than baby boomers (33%) to cite saving money as a reason to preload. Gen Y are also more likely than Gen X and baby boomers to state as reasons to preload: avoiding queues at the bar (14% compared to 3% and 5%), getting as drunk as possible before going out (11% compared to 2% and 2%) and to feel more confident before going out (19% compared to 9% and 4%).
- Regular drinkers (47%) are more likely than moderate (33%) and occasional (29%) drinkers to preload in order to feel relaxed.

The Alcohol Use Disorders Identification Test (AUDIT) Questions

- **During the previous year, almost one-quarter (23%) of Australian drinkers had not been able to stop drinking once they had started. This equates to 2.6 million people.**
- **During the previous year, almost one-third (31%) of Australian drinkers had a feeling of guilt and remorse after drinking. This equates to 3.5 million people.**
- **During the previous year, over one-quarter (26%) of Australian drinkers were unable to remember what happened the night before because of drinking. This equates to 2.8 million people.**

For the first time in 2013, drinkers were asked to answer selected items from the Alcohol Use Disorders Identification Test (AUDIT). The AUDIT was developed by the World Health Organization (WHO) and is designed to identify people with hazardous or harmful trends of alcohol consumption.¹ Three items from the AUDIT were asked, these were whether during the last year people have found they are unable to stop drinking once starting, how often during the last year people have felt guilt or remorse because of their drinking and how often people have been unable to remember what happened the night before because of their drinking.

During the previous year, almost one-quarter (23%) of drinkers or 2.6 million people had not been able to stop drinking once they had started, while the remaining 77% of drinkers had not experienced this. Of the 23% who reported not being able to stop drinking once starting, 15% of drinkers had not been able to stop drinking once they'd started less than monthly, 4% experienced this monthly, 3% experienced this weekly and 1% experienced this daily or almost daily.

Analysis of demographic results and consumption trends in 2013 revealed that:

- Men (29%) are more likely than women (17%) to have not been able to stop drinking once they'd started.
- Gen Y (35%) are more likely than Gen X (18%) and baby boomers (14%) to have been unable to stop drinking once they'd started.
- Regular drinkers (40%) are more likely than moderate (23%) and occasional (11%) drinkers to have not been able to stop drinking once they had started.
- 44% of people who drink to get drunk were unable to stop drinking once they had started, compared to 9% of people who do not drink to get drunk.
- People with household incomes below \$40,000 (16%) are less likely than people with household incomes between \$40,000 and \$90,000 (28%) and people with household incomes over \$90,000 (23%) to have found that they were unable to stop drinking once they'd started.

During the previous year, almost one-third (31%) of drinkers or 3.5 million people had a feeling of guilt and remorse after drinking, while the remaining 69% of drinkers never experienced this. Of the 31% who reported feeling guilt and remorse after drinking, 23% experienced this less than monthly, 5% experienced this monthly, 2% experienced this weekly and 1% experienced this daily or almost daily.

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

Analysis of demographic results and consumption trends in 2013 revealed that:

- 36% of men had a feeling of guilt and remorse after drinking, compared with 27% of women.
- Almost half of Gen Y drinkers (47%) had a feeling of guilt and remorse after drinking, compared with 23% of Gen X and 18% of baby boomers.
- People with household incomes over \$90,000 (69%) and between \$40,000 and \$90,000 (64%) are less likely than people with household incomes below \$40,000 (80%) to have never had a feeling of guilt and remorse after drinking.
- Regular drinkers (53%) are more likely than moderate (31%) and occasional (16%) to have had a feeling of guilt and remorse after drinking.

During the previous year, 26% of drinkers or 2.8 million people were unable to remember what happened the night before because of drinking, while the remaining 74% had not experienced this. Almost one in five (19%) experienced this less than monthly, 4% experienced this monthly, 2% experienced this less than weekly and 1% experienced this daily or almost daily.

Analysis of demographic results and consumption trends in 2013 revealed that:

- 29% of men were unable to remember what happened the night before because of drinking, compared to 22% of women.
- Gen Y (39%) are more likely than Gen X (20%) and baby boomers (16%) to have been unable to remember what happened the night before because of drinking.
- People with household incomes over \$90,000 (75%) and between \$40,000 and \$90,000 (71%) are less likely than people with household incomes below \$40,000 (82%) to have never had the experience of being unable to remember what happened the night before because of drinking.
- Regular drinkers (44%) are more likely than moderate (26%) or occasional (12%) drinkers to have been unable to remember what happened the night before because of drinking.

Communicating via phone or the internet while drunk

- **Almost one-third (32%) of Australian drinkers regretted some form of communication by phone or internet while drunk.**
- **20% of drinkers regretted sending a text message, 19% regretted making a phone call, 9% regretted sending an email, 9% regretted posting a comment on social media and 5% regretted posting a photo on social media.**
- **Gen Y (47%) are more likely than Gen X (30%) who in turn are more likely than baby boomers (18%) to have regretted some form of phone or internet communication while drunk.**

For the first time in 2013, drinkers were asked whether they had ever regretted communicating via phone or the internet while drunk. Almost one-third (32%) of drinkers regretted some form of communication on the phone or internet while drunk, including 20% who regretted sending a text message, 19% who regretted making a phone call, 9% who regretted sending an email, 9% who regretted posting a comment on social media and 5% who regretted posting a photo

of themselves or friends on social media. The table below provides an overview of the types of communications regretted by drinkers while drunk, broken down by age groups.

	Total (%)	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Sending a text message to someone	20	26	37	18	5
Making a phone call to someone	19	18	27	20	10
Sending an email to someone	9	13	14	6	5
Posting a comment on social media	9	18	14	7	0
Posting a photo of yourself or your friends on social media	5	18	9	1	1
Subtotal	32	47	47	30	15
None of the above	68	53	53	70	85

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

Analysis of demographic results and consumption trends in 2013 revealed that:

- There is no significant difference between men and women in the types of communications regretted while drunk.
- Gen Y (47%) are more likely than Gen X (30%) who in turn are more likely than baby boomers (18%) to have regretted any of the listed activities while drunk.
- Young people aged 18 to 24 are particularly likely to have regretted a post on social media, with 18% regretting posting a comment on social media and 18% regretting posting a photo of themselves or their friends on social media.
- People who drink to get drunk are more likely than those who do not to regret any of the listed activities while drunk. They are more likely to have regretted a phone call (29% compared to 12%), a text message (35% compared to 10%), an email (17% compared to 3%), a social media comment (15% compared to 4%), and a photo on social media (11% compared to 2%).

Alcohol consumption among parents

- **79% of drinkers who are parents or guardians of children under 18 years consume alcohol around their children.**
- **54% of parents or guardians of children under 18 years in their home state that they drink less now than before they had children, while 44% drink the same or more and 2% are not sure.**
- **Women (16%) are more likely than men (9%) to report drinking more after children, than prior to having children. Men (36%) are more likely than women (26%) to have not changed their alcohol consumption from before having children to after having children.**
- **58% of parents or guardians think that it's okay to have one to two drinks, 27% think it's okay to have three to five drinks, 13% think it's okay to have six or more standard drinks and 2% think no drinks at all is best.**

For the first time, drinkers with children under 18 years and living in their home were asked a set of questions relating to their drinking, including whether they drank in the presence of their children and how many standard drinks they considered appropriate to consume around their children. Parents and guardians were also asked whether they consume more, less or the same amount after having children.

The majority (79%) of drinkers with children under 18 years living in their home consume alcohol around their children, and the remaining 21% do not. Of those who report drinking while their children are present, 58% think that it's okay to have one to two drinks, 27% think it's okay to have three to five drinks, 13% think it's okay to have six or more standard drinks and 2% think no drinks at all is best. The table below provides an overview of the number of standard drinks that parents and guardians think is okay to consume around children.

Number of standard drinks	Total (%)	Men (%)	Women (%)
0	2	2	2
1	19	16	23
2	39	35	43
3	12	9	14
4	10	12	8
5	5	8	2
6 or more	13	18	8

The majority of parents or guardians (54%) stated that they drink less now than before they had children, 31% drink about the same, 13% drink more and 2% are not sure.

Analysis of demographic results and consumption trends in 2013 revealed that:

- There are no gender differences in the proportions of parents or guardians who consume alcohol in the presence of their children. Women (16%) are more likely than men (9%) to report drinking more now than prior to having children. Men (36%) are more likely than women (26%) to have not changed their alcohol consumption from before having children.
- Gen Y (70%) are less likely than Gen X (82%) or baby boomers (87%) to consume alcohol in the presence of their children. No consistent and significant generational trends were identified in relation to how many drinks are considered appropriate to consume around children.
- Regular drinkers (27%) are more likely than moderate (10%) or occasional (7%) drinkers to have increased their consumption since having children.
- Regular drinkers (91%) are more likely than moderate (78%) and occasional (71%) drinkers to consume alcohol in the presence of their children. Regular drinkers (66%) are also more likely than moderate drinkers (39%) who in turn are more likely than occasional drinkers (16%) to consider it okay to consume more than two standard drinks in the presence of their children.

Perception of individual consumption

- **The majority of Australian drinkers (71%) are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink and 6% admit to being uncomfortable.**
- **35% of Australians indicated there was no change in their alcohol consumption over the past year, 31% had reduced their alcohol intake or given up, and 11% had increased their alcohol intake.**

The majority of Australian drinkers (71%) are comfortable with the amount of alcohol they consume, 22% sometimes feel they have too much to drink, 6% admit to being uncomfortable and 2% are unsure. Similar trends were also identified in 2011 and 2012.

When asked about how their consumption had changed from 12 months ago, 35% of Australians indicated there had been no perceivable change in drinking habits over the past year. Almost one-third (31%) of Australians had reduced their alcohol intake or given up in the past 12 months, nearly three times the proportion of people who had increased their alcohol intake (11%). These trends remained consistent with 2010, 2011 and 2012, although for the first time, the proportion of people citing that their alcohol consumption was unchanged dropped below 40% in 2013. The table below provides an overview of the perception of individual consumption between 2010 and 2013.

	2010 (%)	2011 (%)	2012 (%)	2013 (%)
No change	41	41	40	35
Reduced or given up	28	32	30	31
Increased	12	11	11	11

Analysis of demographic results and consumption trends between 2010 and 2013 revealed that:

- Women (75%) are more likely than men (68%) to state that they are comfortable with their alcohol consumption, whereas men (24%) are more likely than women (19%) to feel occasionally uncomfortable with their alcohol consumption. This trend was also identified in previous years.
- Men (49%) are more likely than women (43%) to have increased their consumption or have it remained the same. This trend was also observed in 2010, 2011 and 2012.
- Gen Y (33%) are more likely than Gen X (25%) and baby boomers (22%) to state that they are occasionally uncomfortable or uncomfortable with their alcohol consumption. This trend was also identified in 2011 and 2012.
- Gen Y (16%) are more likely than Gen X (10%) and baby boomers (5%) to report an increase in alcohol consumption in the previous 12 months and less likely to report no change in consumption (31% compared to 39% and 37% respectively).
- Regular drinkers (43%) are significantly less likely than moderate (74%) and occasional drinkers (88%) to report that they are comfortable with their alcohol consumption. This trend was also observed in 2011 and 2012.
- Regular drinkers (25%) are more likely than moderate (11%) and occasional drinkers (10%) to have increased their alcohol consumption in the past year. This trend was also observed in 2010, 2011 and 2012.

Concern about people's alcohol consumption

- **17% of Australian drinkers have had someone they know express concern over their drinking.**
- **Regular drinkers (32%), men (22%) and Gen Y (22%) are more likely to have had someone express concern about their drinking.**
- **Family members (80%) are most likely to express concern about a person's drinking, followed by friends (30%).**

A total of 17% of Australian drinkers report that someone they know has expressed concern over their drinking, while the remaining 83% stated that no one had ever expressed concern about their drinking. This is consistent with 2012, where the corresponding figures were 16% and 84%. This concern was most likely to come from a family member (80%), friend (30%), health professional (14%), some other relative (11%), work colleague (18%), stranger (2%) and someone else (2%). Note that people were able to select more than one response; therefore the total may exceed 100%.

Analysis of demographic results and consumption trends in 2013 revealed that:

- Men (22%) are more likely than women (11%) to report that someone had expressed concern over their drinking. This trend was also identified in 2012.
- Gen Y (22%) are more likely than Gen X (14%) and baby boomers (12%) to have had someone express concern over their alcohol consumption. This trend was also identified in 2012.
- Regular drinkers (32%) are more likely than moderate (14%) and occasional (9%) drinkers to have had someone express concern about their alcohol consumption. Similarly, Australians who drink to get drunk (31%) are more likely than people that do not drink to get drunk (7%) to have had someone express concern about their drinking.
- There are no significant gender differences in who the concern about their alcohol consumption came from.
- Where concern has been expressed, Gen Y (41%) are more likely than Gen X (23%) and baby boomers (20%) to have had a friend express concern about their alcohol consumption. This trend is similar to 2012.
- Gen X (92%) are more likely than baby boomers (75%) and Gen Y (72%) to have had a family member express concern about their drinking.
- Regular drinkers (92%) are more likely than moderate (69%) and occasional (68%) drinkers to have had a family member express concern.

Alcohol product preferences of Australian drinkers

- **Australian drinkers mainly consume bottled wine (34%), regular strength beer (20%), and spirits (15%).**
- **Bottled wine is the main drink of choice for women (47%), while regular strength beer is favoured among men (33%).**
- **Bottled wine is consumed by the majority (61%) of Australians who drink alcohol, followed by spirits (50%) and regular strength beer (40%).**

When asked what drinks they consume most often, Australian drinkers mainly consume bottled wine (34%), regular strength beer (20%) and spirits (15%). This remains relatively unchanged from the 2012 results.

The survey also asked Australian drinkers about other beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (61%) of Australian drinkers, followed by spirits (50%) and regular strength beer (40%). This remains relatively unchanged from the 2012 results, although there is a noticeable increase in cider drinkers (25% in 2013, from 19% in 2012). The table below provides an overview of the alcoholic beverages that Australians consume either regularly, or from time to time for 2012 and 2013.

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

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

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

- Women are most likely to choose bottled wine (47%) as their main drink of choice, while regular strength beer is favoured by men (33%). This trend was identified in 2012 (51% and 33% respectively).
- In 2013, women (10%) are more likely than men (4%) to mainly drink cider, whereas in 2012 there was no significant gender difference in people who mainly drink cider.
- For all alcoholic beverages consumed either regularly or from time to time, men are significantly more likely than women to drink beer, whether it be light beer (23% compared to 15%), mid strength beer (24% compared to 11%), or regular strength beer (57% compared to 20%). Women are significantly more likely than men to consume bottled wine (70% compared to 53%), RTDs/Alco-pops (22% compared to 14%), and cider (32% compared to 19%). This remains relatively consistent with 2012.
- Baby boomers (44%) are more likely than Gen X (34%) and Gen Y (26%) to select bottled wine as their main alcoholic drink. Gen Y are more likely than Gen X and baby boomers to state their main alcoholic drink as spirits (20% compared to 13% and 12% respectively), and cider (11% compared to 6% and 3% respectively). Gen Y and Gen X (7% in each case) are more likely than baby boomers (3%) to mainly consume RTD/Alco-pops. These trends remain similar to 2012, apart from regular strength beer. In 2012, regular strength beer was more likely to be the main drink of choice for younger compared to older people.

- Regular drinkers are more likely than moderate and occasional drinkers to mainly drink regular strength beer (30% compared to 18% and 15%) and cask wine (12% compared to 2% and 1%). This trend remains similar to 2012.
- Occasional drinkers and moderate drinkers are more likely than regular drinkers to mainly consume light beer (6% and 7% compared to 1%) and RTDs/Alco-pops (9% and 6% compared to 1%). This trend remains similar to 2012.

Alcohol and energy drinks

- **16% of Australian drinkers consume alcoholic energy drinks, which equates to 1.8 million people.**
- **Almost half of all 18 to 24 year olds (46%) consume alcohol and energy drinks.**

Sixteen per cent of Australian drinkers consume alcoholic energy drinks, which equates to 1.8 million people. The remaining 84% have never consumed alcohol and energy drinks. The majority (65%) of people who consume alcoholic energy drinks do so once a month or less, 20% consume them two or three times a month, and 15% consume them once a week or more. This is similar to findings from 2012, although the proportion of people drinking less than monthly has decreased (from 72% in 2012) and the proportion of people drinking two or three times a month has increased (from 13% in 2012).

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

- Men (19%) are more likely than women (14%) to consume alcoholic energy drinks. This was also found in 2012, but the difference was smaller and not significant (18% and 15% respectively).
- The likelihood of people having ever consumed alcohol and energy drinks decreases with age, with people aged 18 to 24 years (46%) being more likely than those aged 25 to 34 years (27%), 35 to 49 years (7%) and 50 and over (3%) to have ever consumed alcoholic energy drinks. This trend is consistent with 2012.
- People who drink to get drunk (31%) are more likely than people who do not drink to get drunk (6%) to have ever consumed alcoholic energy drinks. This is similar to 2012.

Australian drinkers' considerations when purchasing alcohol

- **Taste (72%), price (54%), and brand loyalty (35%) are the main considerations for Australian drinkers when purchasing alcohol.**
- **Gen Y (27%) are more likely than Gen X (20%) and baby boomers (14%) to consider higher alcohol content, whereas baby boomers (16%) are more likely than Gen X (8%) and Gen Y (7%) to consider low alcohol content.**
- **Regular drinkers (63%) are more likely than moderate (55%) and occasional drinkers (46%) to consider price.**

The main considerations for Australian drinkers when buying alcohol are taste (72%), price (54%) and brand loyalty (35%). This remains relatively unchanged from 2012. The table below provides an overview of these considerations for Australian drinkers broken down by generation.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
Taste	72	70	75	70
Price	54	55	51	53
Brand loyalty	35	36	35	34
Higher alcohol content	21	27	20	14
Low carb	12	17	8	10
High quality ingredients	13	12	12	18
Lower alcohol content	10	7	8	16
Promotional offer such as free merchandise	8	9	7	8
Do not buy alcohol	4	4	3	4
None of the above	3	3	5	1

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

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

- Men are more likely than women to consider higher alcohol content (26% compared to 15%) and brand (40% compared to 28%) when purchasing alcohol. This is consistent with 2012.
- Women (77%) are more likely than men (67%) to consider taste when purchasing alcohol. This represents a change from 2012, where both genders considered taste equally (72% in each case).
- Gen Y (27%) are more likely than Gen X (20%) and baby boomers (14%) to consider higher alcohol content, whereas baby boomers (16%) are more likely than Gen X (8%) and Gen Y (7%) to consider low alcohol content. This is consistent with 2012.
- Gen Y (17%) are more likely than Gen X (8%) and baby boomers (10%) to consider low carbs in a product. Baby boomers (18%) are more likely than Gen X and Gen Y (12% in each case) to consider ingredients. These findings are consistent with 2012.
- Regular (63%) and moderate (55%) drinkers are more likely than occasional drinkers (46%) to consider price. This trend was also identified in 2012.
- Regular (26%) and moderate (25%) drinkers are more likely than occasional drinkers (12%) to consider higher alcohol content. This trend was also identified in 2012.

Places where Australians purchase take-away alcohol

- **Most drinkers purchase their take-away alcohol from liquor chain stores (43%), followed by bottle shops connected to a supermarket (24%), independent bottle shops (13%) and supermarkets (9%).**

For the first time in 2013, drinkers were asked where they mostly bought their takeaway alcohol. Liquor chain stores were selected by 43% of drinkers, followed by bottle shops connected to a supermarket (24%), independent bottle shops (13%), supermarkets (9%), pubs or clubs (4%), online/mail order (4%), cellar doors (1%), other places (1%) and none of the above (1%).

Analysis of demographic results and consumption trends in 2013 revealed that:

- Women (29%) are significantly more likely than men (18%) to purchase alcohol from a bottle shop connected to a supermarket.
- Gen Y (44%) and Gen X (45%) are more likely than baby boomers (36%) to mostly purchase their alcohol from a liquor chain store.

Amount spent on alcohol

- **Drinkers spend an average weekly amount of \$30 on alcohol they consume.**
- **Regular drinkers (\$51), men (\$36) and Gen Y (\$35) spend more money on alcohol than the average Australian drinker.**

For the first time Australian drinkers were asked how much money they spend on their own alcohol consumption each week. The average weekly amount of money spent on alcohol consumed by individual drinkers is \$30. The majority of drinkers (63%) will spend no more than \$25 per week, 20% will spend between \$26 and \$50, 10% will spend between \$51 and \$100, 3% will spend over \$100 and 4% of drinkers could not guess how much they spent per month.

Analysis of demographic results and consumption trends alcohol in 2013 revealed that:

- Men spend more money than women on their own alcohol consumption per week (\$36 compared to \$25).
- Gen Y spend more money on their own alcohol consumption (\$35) than Gen X (\$28) and baby boomers (\$27).
- People with household incomes over \$90,000 (\$31) and people with household incomes between \$40,000 and \$90,000 (\$34) spend more on their own alcohol consumption than people with household incomes below \$40,000 (\$23).
- Regular drinkers spend more money on their alcohol consumption (\$51) than moderate (\$25) and occasional (\$21) drinkers.
- People who drink to get drunk spend more money on their own alcohol consumption (\$40) than people who do not (\$24).

Purchasing alcohol when it's on special or reduced in price

- **43% of drinkers buy more alcohol than usual when it is on special or its price is reduced.**
- **Regular drinkers (59%) and people who drink to get drunk (50%) are more likely to buy more alcohol than usual when it is on special or its price is reduced.**

For the first time in 2013, drinkers were asked whether they are more likely to buy more alcohol than usual when it is on special or its price is reduced. Forty three per cent of drinkers who buy alcohol are more likely to buy more alcohol than usual when it is on special offer or its price is reduced. The table below provides an overview of the proportions of drinkers who buy more alcohol than usual when it is on special offer or its price is reduced, broken down by consumption levels.

	Total (%)	Regular drinkers (%)	Moderate drinkers (%)	Occasional drinkers (%)
Yes	43	59	43	29
No	53	38	53	66
Don't know	4	3	4	5

Analysis of demographic results and consumption trends in 2013 revealed that:

- There is no significant gender difference in whether people purchase alcohol when it is on special or its price is reduced (41% for men and 44% for women).
- The majority (59%) of regular drinkers buy more alcohol than usual if it is on special or its price is reduced, compared to 43% of moderate drinkers and 29% of occasional drinkers.
- Half (50%) of people who drink to get drunk will buy more alcohol if it is on special or its price is reduced, compared to 38% of people who do not drink to get drunk.

Awareness of the risks associated with alcohol misuse

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- **52% of Australian adults are aware of *The Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), but relatively few (11%) are aware of the content. This represents a significant decline from 61% of people who had some awareness in 2012.**

Over half (52%) of Australian adults are aware of *The Australian Guidelines to Reduce Health Risks from Drinking Alcohol* (the Guidelines), representing a decrease from 2012 where the corresponding figure was 61%. The table below provides an overview of Australians' awareness of the Guidelines between 2011 and 2013.

	2011 (%)	2012 (%)	2013 (%)
Yes	12	14	11
Yes, but not familiar with content	42	47	41
No	46	39	48

Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- There are no significant gender differences in awareness of the Guidelines (54% for men and 50% for women). This is consistent with previous years.
- Baby boomers (56%) and Gen X (52%) are more likely than Gen Y (47%) to be aware of the Guidelines. This trend is consistent with previous years.
- Regular drinkers (60%) are more likely than non-drinkers (45%) to be aware of the Guidelines. This is consistent with previous years.

The maximum number of drinks to reduce harms

- **35% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise long-term risks is two standard drinks in one day.**
- **8% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise short-term risks is four standard drinks in one day.**

Of the people with some awareness of the Guidelines, 35% know that the recommended number of standard drinks a person can consume to minimise long-term risk of alcohol-related harms is two, 28% made incorrect estimates and 37% do not know. In previous years, the corresponding figures of people who correctly identified the number of standard drinks to reduce long-term harms were 38% in 2011 and 37% in 2012.

Significantly fewer people (8%) with some awareness of the Guidelines know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four,

52% made incorrect estimates and 41% do not know. In previous years, the corresponding figures of people who correctly identified the number of standard drinks to reduce short term risk were 10% in 2011 and 11% in 2012.

Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Men (22%) are significantly more likely than women (10%) to overestimate the number of standard drinks to avoid longer term harms, citing three or more drinks. This trend remains consistent with findings from 2011 and 2012.
- Men (8%) are also significantly more likely than women (4%) to overestimate the number of standard drinks acceptable to avoid short term harms, citing five drinks or more per single drinking occasion. This trend remains consistent with findings from 2011 and 2012.
- Gen X (40%) are more likely than baby boomers (33%) and Gen Y (32%) to correctly identify two drinks as the recommended daily maximum to avoid long term harms.
- Gen Y (10%) and Gen X (8%) are more likely than baby boomers (5%) to correctly identify four drinks as being the recommended maximum to avoid short term harms from a single occasion.
- Baby boomers (23%) are more likely than Gen X (14%) and Gen Y (15%) to overestimate the maximum recommended amount of drinks to avoid long term harm, citing three or more drinks. This trend first emerged in 2012.
- Non-drinkers (17%) and occasional drinkers (19%) are more likely than moderate (9%) and regular (7%) drinkers to estimate that one drink is the maximum recommended number of drink per day to reduce long term harms. This trend occurred in 2012.

Awareness of harms caused by drinking alcohol while pregnant or breastfeeding

- **A majority (65%) of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus.**
- **A majority (74%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby.**

A majority (78%) of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus. This result remains stable from previous years where the corresponding figures were 79% (2012) and 80% (2011). Of the remaining people, 15% believe it is okay to consume alcohol in moderation, 1% believe it is not harmful to the fetus and 6% are unsure.

Almost two-thirds of (65%) of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus. A further 18% nominated a maximum of one standard drink per day to avoid harm, 3% nominated a maximum of two standard drinks per day, 2% nominated three or more standard drinks per day, and 11% are not sure. This remains consistent with 2012.

Almost three quarters (74%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby, a further 17% believe it is okay in moderation, and 9% are unsure. This remains relatively unchanged from previous years where the corresponding figures were 73% (2012) and 72% (2011).

Analysis of demographic results and consumption trends in 2013 revealed that:

- Women (82%) are significantly more likely than men (75%) to believe that drinking while pregnant is harmful for the fetus. This trend was also found in 2011 and 2012.

- Women (73%) are more likely than men (57%) to believe that no alcohol should be consumed during pregnancy. A similar trend was identified in 2012.
- Women (78%) are significantly more likely than men (69%) to believe that drinking while breastfeeding is harmful for the baby. This trend is consistent with 2011 and 2012.
- Gen X (21%) are more likely than Gen Y (13%) and baby boomers (16%) to think that alcohol is okay in moderation while pregnant.
- Regular drinkers (24%) are more likely than moderate (18%), occasional (14%) and non-drinkers (5%) to believe that it's okay for women to consume alcohol in moderation while pregnant. This trend was also identified with the belief that it's okay to drink alcohol in moderation while breastfeeding (25% compared to 20%, 13% and 9% respectively).

Awareness of Fetal Alcohol Syndrome

- **47% of all adult Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders.**
- **Women (58%) are more likely than men (36%) to be aware of FAS and related disorders.**

Almost half (47%) of all adult Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders, while 53% are unaware. This is the same as 2012.

Analysis of demographic results and consumption trends in 2013 revealed that:

- Women (58%) are more likely than men (36%) to be aware of FAS and related disorders. This trend was also identified in 2012.
- People aged 50 years or above (51%) are more likely than 25 to 49 year olds (46%) and 18 to 24 year olds (41%) to be aware of FAS and related disorders. A similar trend was identified in 2012.
- In 2013 there were no significant differences between regular (48%), moderate (45%), occasional (49%) and non-drinkers (46%) in awareness of FAS and related disorders. In 2012, regular drinkers (40%) were less likely than non-drinkers (48%), occasional drinkers (51%) and moderate drinkers (46%) to be aware of FAS and related disorders.

Awareness of the harms associated with alcohol misuse among young people

- **70% of people believe that it is harmful to give alcohol to anyone the age of 18 years. This represents a significant decrease from 2012 (80%) and 2011 (82%).**
- **The majority of Australians are aware that underage alcohol consumption can affect the developing brain (75%), can lead to problematic drinking later in life (69%), can increase the likelihood of engaging in risky sexual behaviour (67%), can result in injury (62%) and can result in death (51%).**

A majority (70%) of people believe that it is harmful to give alcohol to anyone under the age of 18 years, while 17% of people believe that it isn't and 13% are unsure. This represents a significant decrease in the awareness of harms from the previous years where the corresponding figures were 80%, 13% and 7% respectively in 2012 and 82%, 12% and 6% respectively in 2011.

The majority of Australians are aware that underage alcohol consumption can affect the developing brain (75%), lead to problematic drinking later in life (69%), increase the likelihood of engaging in risky sexual behaviour (67%), result in injury (62%) and result in death (51%). A small percentage of people (6%) believe that alcohol consumption by people aged under 18 years does not result in any of these harms. The table below provides an overview of the specific problems that are believed to arise from young people drinking between 2011 and 2013.

	2011 (%)	2012 (%)	2013 (%)
It affects the developing brain	82	80	75
It can lead to problematic drinking habits later in life	77	74	69
It can increase the likelihood of engaging in risky sexual behaviour	68	66	67
It can result in injury	64	59	62
It can result in death	53	48	51
None of the above	3	4	6

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

Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Women (76%) are more likely than men (65%) to think that it is harmful to give alcohol to anyone under the age of 18 years. This trend was also observed in 2011 and 2012.
- Gen Y (66%) are less likely Gen X (73%) and baby boomers (74%) to think that it is harmful to give alcohol to anyone under the age of 18 years. This trend was also identified in 2011 and 2012.
- Non-drinkers (88%) are more likely than occasional (71%), moderate (63%) and regular drinkers (59%) to think that it is harmful to give alcohol to anyone under the age of 18 years. A similar trend was observed in both 2011 and 2012.

Provision of alcohol to a person under 18 years of age

- **13% of Australian adults have knowingly provided alcohol to a person under 18 years of age.**
- **Almost half of these people (45%) provided alcohol to their son or daughter, 27% to a friend, 16% to a relation and 14% to a sibling.**

For the first time in 2013, people were asked if they had ever provided alcohol to someone aged 18 years and under. Thirteen per cent (13%) of Australian adults have knowingly provided alcohol to a person below 18 years of age, while 83% have not and 4% are unsure. Of those who did provide alcohol to a person under 18 years, almost half (45%) provided alcohol to their son or daughter, 27% to a friend, 16% to some other relation, 14% to a sibling, 7% to a stranger and 4% to someone else.

Analysis of the demographic variables and consumption trends in 2013 revealed that:

- There was no gender difference in the proportion of people who had provided alcohol to someone under 18 years of age (13% for men and 14% for women).
- People aged 18 to 24 years old (20%) are more likely than older age groups (between 10% and 13%) to have ever provided alcohol to someone under 18 years of age. Gen Y are more likely than Gen X and baby boomers to have provided alcohol to an underage friend (46% compared to 22% and 10% respectively), sibling (29% compared to 9% and 3% respectively), or stranger (14% compared to 3% and 2% respectively).
- People who drink to get drunk (22%) are more likely than those who do not (12%) to have provided alcohol to a person under 18 years of age.

Awareness of alcohol harms

- **62% of Australians believe that red wine is good for their health.**
- **55% of Australians agree that Fetal Alcohol Spectrum Disorder (FASD) is a lifelong disability.**
- **48% of Australians believe that alcohol can cause cancer. 19% of people believe that one in five breast cancers are due to alcohol.**
- **31% of Australians believe that young people (under 18 years old) should be introduced to alcohol rather than be restricted from it altogether.**
- **25% of Australians believe that it is okay for pregnant women to drink small amounts of alcohol without harming their baby.**

For the first time in 2013, Australians were asked whether a range of statements regarding alcohol were true or false. The majority of Australians believe that drinking red wine is good for your health (62%) and that FASD is a lifelong disability (55%). Almost half (48%) of Australians believe that alcohol can cause cancer. The table below provides an overview of the responses to the statements included in the survey.

	True (%)	False (%)	Don't know (%)
Alcohol can cause cancer	48	15	37
Approximately one in five breast cancers are linked to alcohol	19	17	65
Young people (under 18 years old) should be introduced to alcohol rather than restricting them from drinking altogether	31	48	22
Drinking red wine is good for your health	62	15	23
Pregnant women can safely drink small amounts of alcohol without harming their baby	25	56	19
Fetal Alcohol Spectrum Disorder is a lifelong disability	55	4	41

Analysis of the demographic variables and consumption trends in 2013 revealed that:

- Women are more likely than men to believe that alcohol causes cancer (51% compared to 46%), alcohol is linked to one in five breast cancer cases (21% compared to 16%), and FASD is a lifelong disability (62% compared to 48%). Conversely, men (28%) are more likely than women (22%) to believe that pregnant women can safely drink small amounts of alcohol without harming their baby.
- Gen Y (53%) are more likely than Gen X (45%) and baby boomers (45%) to believe that alcohol causes cancer.
- Non-drinkers are less likely than occasional, moderate and regular drinkers to believe that young people under 18 years of age should be introduced to alcohol rather than restricted from it (15% compared to 33%, 35% and 38% respectively), red wine is good for your health (47% compared to 67%, 63% and 69% respectively), and pregnant women can safely consume small amounts of alcohol without harming their baby (17% compared to 25%, 28% and 29% respectively).

Doctors asking questions about alcohol consumption

- **Only 18% of Australians have been asked questions by their doctor about their alcohol consumption in the previous 12 months.**
- **Regular drinkers (29%) and people who drink to get drunk (25%) are more likely to have been asked about their alcohol use by their doctor.**

For the first time in 2013, Australians were asked whether their doctor had asked questions about their alcohol consumption in the previous 12 months. Australians are most likely to have had their doctor ask about their physical activity (27%), followed by their eating habits (24%), their alcohol use (18%) and their tobacco use (17%). Almost half (44%) had not been asked about any of the listed issues and 16% had not visited a doctor in the previous 12 months.

Analysis of demographic results and consumption trends in 2013 revealed that:

- 50% of women have not been asked questions about any of the listed issues, compared to 38% of men. This is despite the fact that women (89%) are more likely than men (79%) to have visited a doctor in the past 12 months.
- Men (19%) and women (18%) are almost equally likely to have been asked about their alcohol use.
- Baby boomers are more likely than younger generations to be asked about their tobacco use (23%), their eating habits (31%) and their physical activity (38%), but not about their alcohol use (20%).
- Regular drinkers (29%) are more likely than moderate (20%), occasional (17%) and non-drinkers (10%) to have been asked about their alcohol use by their doctor.
- People who drink to get drunk (25%) are more likely than those who do not (19%) to be asked about their alcohol consumption.

Experiences of alcohol-related violence

- **32% of Australians have been affected by alcohol-related violence, including 18% who have been victims of alcohol-related violence.**

Almost one third (32%) of Australians have been affected by alcohol-related violence, including 18% who have been victims of alcohol-related violence, and 21% who have had a family member or friend affected. This is similar to 2012 where 31% of Australians had been affected by alcohol-related violence, including 14% who were direct victims. In 2011 the proportion of people affected by alcohol-related violence was higher at 41% (with 19% directly affected).

Analysis of the demographic results and consumption trends in 2013 revealed that:

- Women (20%) are more likely than men (16%) to report having been a direct victim of alcohol-related violence. This represents a change from previous years where there was no significant gender difference.
- Baby boomers (22%) are more likely than Gen Y (16%) to report having been a victim of alcohol-related violence. Similar trends were observed in 2011 and 2012.
- People with household incomes below \$40,000 (26%) and people with household incomes between \$40,000 and \$90,000 (22%) are more likely than people with household incomes above \$90,000 (12%) to have been direct victims of alcohol-related violence. Similar trends were observed in 2011 and 2012.
- There are no significant trends in experiences of alcohol-related violence and consumption levels, which was also the case for 2011 and 2012.
- People who drink to get drunk (25%) are more likely than those who do not (14%) to have been direct victims of alcohol-related violence.

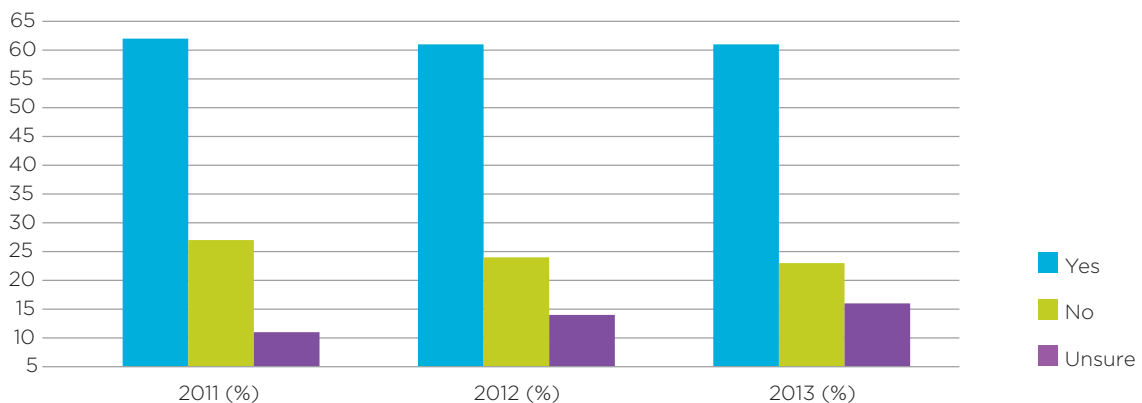
Perspectives on alcohol-related policies

Alcohol labelling

- The majority of Australians (61%) believe that health information labels should be placed on alcohol products.
- Support for health information labels has remained stable from previous years (62% in 2011, 61% in 2012).

The majority of Australians (61%) believe that health information labels should be placed on alcohol products, while 23% think they should not, and a further 16% are unsure. This remains consistent with the 2011 and 2012 findings. The chart below provides an overview of the support for health information labels on alcohol products between 2011 and 2013.

Support for health information labels on alcohol products



Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Consistent with findings from 2011 and 2012, women (68%) are more likely than men (53%) to support health information labels on alcohol products.
- Baby boomers (65%) are more likely than Gen X (60%) and Gen Y (58%) to support the use of health information labels on alcohol products. This trend was also found in 2012 but not in 2011, where there was no clear generational trend.
- Non-drinkers (75%) are more likely than occasional (64%), moderate (57%) and regular drinkers (49%) to support health information labels for alcohol products. This finding is consistent with 2011 and 2012.

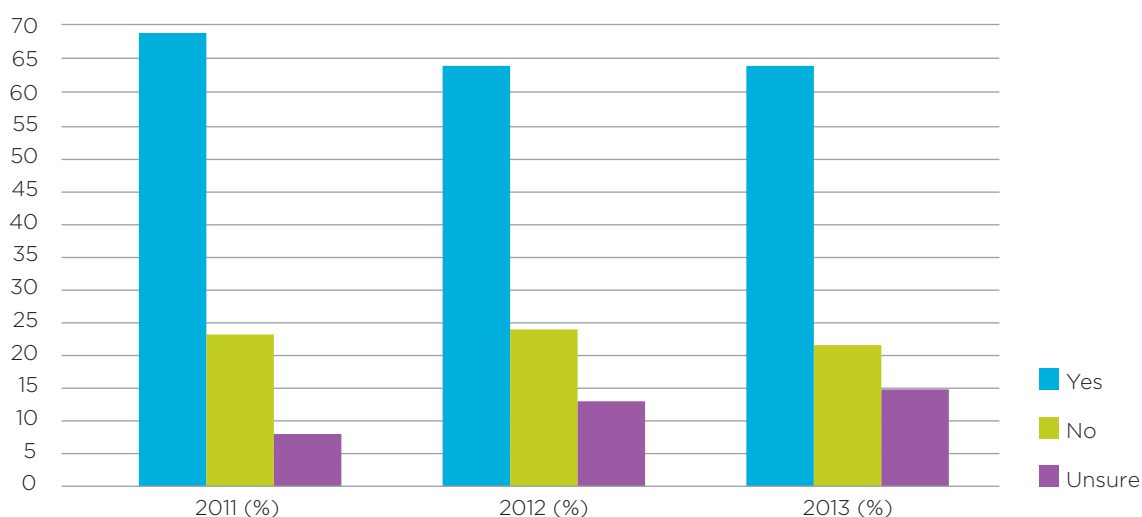
Regulating alcohol advertising

- **69% of Australians believe that alcohol advertising and promotions influence the behaviour of people under 18 years.**
- **64% of Australians support a ban on alcohol advertising on weekdays and weekends before 8.30pm.**

The majority of Australians (69%) believe that alcohol advertising and promotion influences the behaviour of people under 18 years, while 17% believe that alcohol advertising does not influence the behaviour of young people, and 14% are unsure. This remains relatively unchanged from 2011 (72%) and 2012 (68%).

Almost two-thirds (64%) of Australian adults support a ban on alcohol advertising before 8.30pm, seven days a week, while 21% of people are opposed to the ban, and 15% are undecided. This is consistent with the 2012 findings (64% support), although in 2011, support for this measure was higher at 69%. The chart below provides an overview of the support for a ban on alcohol advertising before 8.30pm, seven days a week between 2011 and 2013.

Support for a ban on alcohol advertising before 8.30pm, seven days a week



Analysis of demographic results and consumption trends between 2011 and 2013 revealed that:

- Women (72%) are more likely than men (56%) to support a ban on alcohol advertising before 8.30pm. This difference is greater than in 2011 and 2012. In 2012 the difference between women and men was 68% and 59% respectively, and in 2011 the corresponding figures were 75% and 63% respectively.
- Baby boomers (78%) are more supportive of a ban on alcohol advertising than Gen X (62%) and Gen Y (58%). This is consistent 2011 and 2012.
- Non-drinkers (79%) are more likely than occasional drinkers (66%), moderate drinkers (58%) and regular drinkers (55%) to support a ban on alcohol advertising before 8.30pm. This is consistent with 2011 and 2012.
- Baby boomers (82%) are more likely than Gen X (65%) and Gen Y (64%) to believe alcohol advertising influences the behaviour of people under the age of 18 years. This is consistent with 2011 and 2012.
- Lower alcohol consumption is associated with greater agreement that alcohol advertising influences the behaviour of young people, with 77% of non-drinkers and 73% of occasional drinkers believing this, compared to 67% of moderate drinkers and 59% of regular drinkers. This is consistent with 2011 and 2012.

Places people commonly encounter alcohol advertising and sponsorship

- **Australians primarily see alcohol advertising and sponsorship on television (59%), at sporting events (45%), in newspapers and magazines (42%), in pamphlets and catalogues (39%), and on billboards (39%).**

Australians are exposed to alcohol advertising and sponsorship in a variety of ways with television being the most common source (59%). Sporting events (45%), newspapers and magazines (42%), pamphlets and catalogues (39%) and billboards (39%) are also commonly reported as sources of alcohol advertising or sponsorship. Television is also the main source of exposure to alcohol advertising (33%), followed by pamphlets and catalogues (16%) and sporting events (15%). These findings are similar to those in 2012. The table below provides an overview of the places where people see alcohol advertising and sponsorship, as well as the places nominated as the main source of advertising and sponsorship.

	Main source (%)	All sources (%)
Television	33	59
Sporting events	15	45
Pamphlets and catalogues	16	39
Newspapers and Magazines	9	42
Billboards	5	39
Internet	4	29
Cultural events such as live music	3	27
Radio	2	20
None of the above	13	11

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

Analysis of demographic results and consumption trends between 2012 and 2013 revealed that:

- Women are more likely than men to come across alcohol advertising or sponsorship at cultural events (29% compared to 24%), on billboards (42% compared to 36%) and in pamphlets or catalogues (44% compared to 33%). Men are more likely than women to come across alcohol advertising or sponsorship on the radio (23% compared to 18%). This represents a change from 2012 where men were significantly more likely than women to come across alcohol advertising or sponsorship at sporting events, whereas women were significantly more likely to come across it through pamphlets and catalogues. These differences were observed in 2013, although they were not significant.
- Baby boomers are more likely than Gen X and Gen Y to come across alcohol advertising or sponsorship in newspapers or magazines (54% compared to 40% and 33% respectively), on the radio (26% compared to 19% and 18% respectively), and in pamphlets or catalogues (52% compared to 37% and 28% respectively). This is similar to 2012.
- Gen Y are more likely than Gen X and baby boomers to come across alcohol advertising or sponsorship at cultural events (30% compared to 25% and 24%) but less likely to come across it on television (51% compared to 64% and 63% respectively). In 2012, this was true for cultural events but not for television, where no significant differences were observed.

Alcohol advertising on social media

- **14% of Australians have noticed alcohol advertising or promotions on social media.**
- **Gen Y (20%) are more likely than Gen X (13%) and baby boomers (8%) to have noticed alcohol advertising or promotions on social media.**
- **Of those who had noticed alcohol advertising on social media, 44% have interacted with an alcohol brand.**

For the first time in 2013, Australians were asked whether they had ever noticed alcohol advertising or promotions on social media sites such as Facebook. A total of 14% of Australians indicated that they had noticed alcohol advertising or promotions on social media, 65% had not and 21% were unsure.

Of those who had noticed alcohol advertising on social media, 44% had interacted (e.g. responding to a question on Twitter, 'liking' a Facebook page or 'checking in' at an alcohol brand's bar at an event) with the alcohol brand, 51% had not interacted with an alcohol brand and 6% were unsure.

Analysis of demographic results and consumption trends in 2013 revealed that:

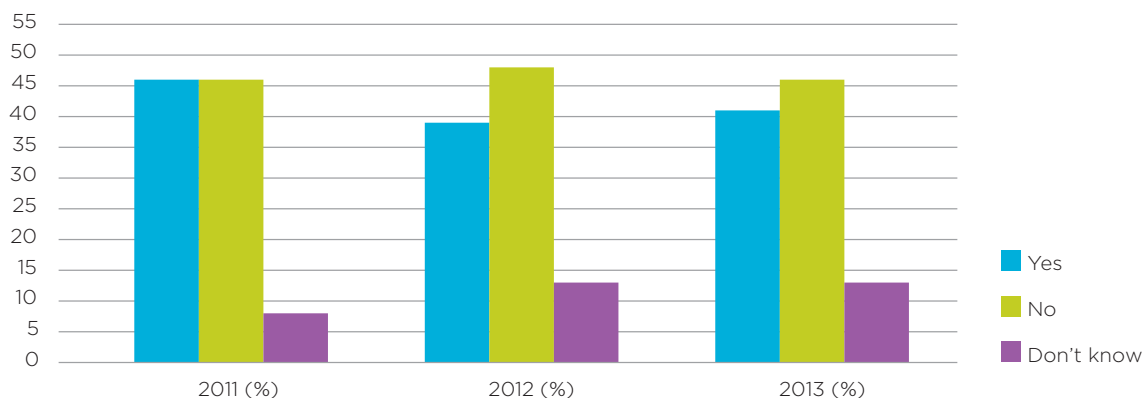
- People who drink to get drunk (18%) are more likely than those who do not (13%) to have noticed alcohol advertising on a social media website.
- People who drink to get drunk (57%) are also more likely than those who do not (40%) to have interacted with an alcohol brand.
- Gen Y (20%) are more likely than Gen X (13%) and baby boomers (8%) to have noticed alcohol advertising or promotions on social media.
- Of those who had noticed alcohol advertising on social media, 45% of Gen Y have interacted with an alcohol brand

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

- **41% of Australians support increasing the tax on alcohol to pay for health, education, and the treatment of alcohol-related problems.**

Support for increasing tax on alcohol to pay for health, education and the treatment of alcohol related problems has remained stable at 41%, with 46% of people that are not supportive, and 13% who are undecided. The chart below provides an overview of support for increasing the tax of alcohol to pay for health, education and treatment of alcohol problems between 2011 and 2013.

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



Analysis of demographic results and consumption trends in 2013 revealed that:

- Women (45%) are more likely than men (37%) to support an increase in alcohol taxation. A similar trend was observed in 2011 and 2012.
- Non-drinkers are significantly more likely to support an increase in tax on alcohol (70%) than occasional (45%), moderate (30%) and regular (19%) drinkers. This trend was also observed in 2011 and 2012.

Closing time for pubs, clubs and bars

- **Most (80%) Australians believe that pubs, clubs and bars should close at 3am or earlier.**

For the first time in 2013, Australians were asked what time they think pubs, clubs and bars should close. Over a quarter (27%) of people nominated a closing time of midnight, 15% chose 11pm, 14% chose 1am, 12% chose 2am, 12% chose 3am, 8% believe that they should stay open for 24 hours and 12% are unsure.

Analysis of demographic results and consumption trends in 2013 revealed that:

- Baby boomers (54%) are more likely than Gen X (40%) and Gen Y (30%) to believe that pubs, clubs and bars should close at midnight or earlier. Conversely, Gen Y (19%) are more likely than Gen X (11%) and baby boomers (5%) to believe that these venues should close at 3am.
- Non-drinkers (28%) are more likely than occasional (13%), moderate (9%) and regular (10%) drinkers to believe that venues should close at 11pm. Regular (12%) and moderate (11%) drinkers are more likely than occasional (6%) and non-drinkers (3%) to believe that they should be open for 24 hours.

Perceptions on alcohol by voting intentions

Attitudes towards alcohol in Australia

- Coalition (51%) and ALP (46%) voters are most likely to believe that illicit substances are the most harmful drug, while Green voters (39%) are most likely to perceive alcohol as the most harmful drug.
- A majority of all voters believe that Australia has a problem with excess drinking or alcohol abuse (Green 83%, ALP 78% and Coalition 72%), and that alcohol-related problems will remain the same or get worse in the next five to ten years (Coalition 80%, Green 79% and ALP 75%).

This year, perceptions about alcohol have been analysed by political party support. This has particular relevance in 2013 given that there will be a Federal Election in September.

Attitudes towards alcohol in Australia

Coalition (51%) and ALP (46%) voters believe illicit substances are the most harmful drug, while Green voters believe that alcohol (39%) is the most harmful drug. This trend was also observed in 2012. The table below provides an overview of voter perceptions of the most harmful drug.

	Australians (%)	ALP (%)	Coalition (%)	Green (%)
Illicit drugs	47	46	51	33
Alcohol	31	31	28	39
Tobacco	18	20	18	27
Don't know	4	3	3	1

Voters are divided on what they perceive to be the biggest health threat to Australians. ALP voters selected all four risk factors, alcohol (23%), tobacco (23%), poor diet (25%) and lack of physical exercise (25%) in almost equal proportions. Coalition voters are more likely to select poor diet (35%) over all other risk factors and Green voters are more likely to choose tobacco (28%) and poor diet (29%). The table below provides an overview of voter perceptions of the biggest health threat.

	Australians (%)	ALP (%)	Coalition (%)	Green (%)
Alcohol	21	23	21	18
Tobacco	21	23	19	28
Poor diet	31	25	35	29
Lack of physical exercise	23	25	23	21
Don't know	4	4	2	4

A majority of all voters believe that Australia has a problem with excess drinking or alcohol abuse (Green 83%, ALP 78% and Coalition 72%). A majority of all voters also believe that alcohol-related problems will remain the same or get worse in the next five to 10 years (Coalition 80%, Green 79% and ALP 75%). The table below provides an overview of the alcohol-related problems that people are most concerned about.

	Australians (%)	ALP (%)	Coalition (%)	Green (%)
Road traffic accidents	80	82	80	76
Violence	78	79	79	78
Child abuse and neglect	70	71	69	74
Health problems	62	64	64	62
Harm to unborn babies from exposure to alcohol in utero	59	59	61	59
Crime	57	58	60	51
Lost productivity	31	34	33	21
Excessive noise around pubs and clubs	26	31	27	19
None of the above	4	4	3	2

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

A majority of all voters believe that more needs to be done in Australia to reduce the harm caused by alcohol (ALP 77%, Green 76% and Coalition 73%). A majority of all voters also believe that Governments are not doing enough to address alcohol misuse in Australia (Green 59%, Coalition 56% and ALP 55%). A majority also believe that alcohol companies are not doing enough (Green 81%, ALP 67% and Coalition 67%), and that pubs and clubs are not doing enough (Green 73%, ALP 67%, Coalition 65%).

Perspectives on alcohol-related policies

- A majority of Green (66%), ALP (64%) and Coalition (57%) voters support health information labels for alcohol products.
- A majority of ALP (69%), Green (66%) and Coalition (59%) voters support a ban of alcohol advertising before 8.30pm.
- A majority of Green voters (52%) support an increase in alcohol tax to pay for health, education and treatment of alcohol problems, while 43% of ALP voters and 37% of Coalition voters support this.

When asked about support for a range of policy measures including health information labels, advertising restrictions, increases in taxation, and trading hours, the following was identified:

- A majority of Green (66%), ALP (64%) and Coalition (57%) voters support health information labels for alcohol products.
- A majority of ALP (73%), Coalition (70%) and Green (70%) voters believe that alcohol advertising influences the behaviour of young people under the age of 18 years.

- A majority of ALP (69%), Green (66%) and Coalition (59%) voters support a ban of alcohol advertising before 8.30pm.
- A majority of Green voters (52%) support an increase in alcohol tax to pay for health, education and treatment of alcohol problems, while 43% of ALP voters and 37% of Coalition voters support this.
- A majority of Coalition (82%), ALP (80%) and Green (75%) voters believe that pubs and clubs should close at 3am or earlier. A majority of Coalition and ALP voters (both 57%) believe that pubs and clubs should close at 1am or earlier (with 46% of Green voters supporting this).

The table below provides an overview of Australians' support for various alcohol policies by party support.

	Australians (%)	ALP (%)	Coalition (%)	Green (%)
Ban alcohol advertising on television before 8.30pm	64	69	59	66
Health information labels should be placed on alcohol products	61	64	57	66
Increase tax to pay for health, education and treatment of alcohol problems	41	43	37	52





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