

# Poll Snapshot: Australians' views on alcohol advertising

JANUARY 2025

## Key findings

The Commercial Television Industry Code of Practice, which sets out when alcohol advertising can be shown on commercial television, is currently being revised. The proposed code would allow 800 hours of additional alcohol ads on television each year, and for alcohol advertising during sports.

This national poll asked Australians about their views on alcohol advertising when children are likely to be watching, including during sports.

- Almost all Australians surveyed (90%) were concerned to some degree by the proposed changes to the Commercial TV Code of Practice that would allow an additional 800 hours of alcohol advertising per year on TV, during times when children are likely to be watching. Only 6% reported they would not be concerned at all.
- Most Australians surveyed (82%) were concerned to some degree with alcohol being advertised during televised sports.

## Background

The Commercial Television Industry Code of Practice, which sets out when alcohol advertising can be shown on commercial television, is currently being revised. The Code is developed and overseen by the commercial television stations under the banner of "Free TV" and the Australian Communications and Media Authority.

Free TV is proposing to change the code to extend alcohol advertising on weekends, public holidays and during school holidays, and to continue advertising alcohol during sports. The proposed code would allow 800 hours of additional alcohol advertising on television each year, at times when children are likely to be watching.

Research shows that when children are exposed to alcohol advertising, they are more likely to drink alcohol at earlier ages and to go on to drink at riskier levels.<sup>1</sup>

Alcohol is also a significant factor in family and domestic violence, with research showing that violence involving alcohol increases at the time of football grand finals and the State of Origin.<sup>2</sup> The link is so strong that in their review of prevention approaches for family and domestic violence, the Federal Government appointed expert panel recommended that alcohol advertising be restricted during sporting events.<sup>3</sup>

1 Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. **Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008**. *Addiction*. 2016; 112(s1):7-20.

2 Noonan P, Taylor A, Burke J. **Links between alcohol consumption and domestic and sexual violence against women: Key findings and future directions**. Australia's National Research Organisation for Women's Safety. 2017; Livingston M. **The association between State of Origin and assaults in two Australian states**. Centre for Alcohol Policy Research. 2018; Gallant D, Humphreys C. **Football finals and domestic violence**. Pursuit, The University of Melbourne. 2018.

3 Campbell E, Fernando T, Gassner L, Hill J, Seidler Z, Summers A. **Unlocking the Prevention Potential: Accelerating action to end domestic, family and sexual violence**. 2024.

## About the polling

FARE commissioned Pure Profile to conduct polling of Australians to understand opinions on alcohol marketing in Australia. The polling was conducted online in November 2024. The sample comprised 1,005 people aged 18 years and over, residing in Australia. The sample is nationally representative for age, gender and location.



## Findings

Australians were asked whether they would be concerned with the proposed additional 800 hours being made available for alcohol advertising on TV.

Almost all Australians surveyed (90%) were concerned to some degree by the proposed changes to the Commercial TV Code of Practice that would allow an additional 800 hours of alcohol advertising per year on TV, during times when children are likely to be watching. Only 6% of Australians reported they would not be concerned at all (Table 1).

**Table 1. Australians' concern about additional alcohol advertising being allowed on TV (N=1,005)**

	N	%
<b>To what extent would you be concerned with the following: Alcohol advertising being allowed on TV for an additional 800 hours per year during times when children are likely to be watching.</b>		
Very concerned	494	49.2
Moderately concerned	238	23.7
Somewhat concerned	173	17.2
Not at all concerned	62	6.2

\*3.8% (n=38) indicated they were unsure.

Australians were asked whether they are concerned with alcohol advertising during televised sporting events.

Most Australians surveyed (82%) were concerned to some degree with alcohol being advertised during televised sports (Table 2).

**Table 2. Australians' concern about alcohol advertising on TV during sporting events (N=1,005)**

	N	%
<b>To what extent are you concerned with the following: Alcohol being advertised on TV during sporting events.</b>		
Very concerned	254	25.3
Moderately concerned	345	34.3
Somewhat concerned	225	22.4
Not at all concerned	181	18.0