



Hall & Partners

# Reduce Risky Drinking Campaign

Analysis and results

Prepared for the Foundation for Alcohol Research and Education

July 2019

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## REPORT CONTEXT

The Foundation for Alcohol Research and Education (FARE) commissioned Hall and Partners to provide support on the quantitative analysis of the Reduce Risky Drinking campaign evaluation, which encompasses phase three of project *Risky drinking among undergraduate university students: A social norms-based approach*. The purpose of the research was to evaluate the campaign, its reach and impact, as well as assess shifts in attitudes and perceptions among undergraduate students in ACT since the campaign launched in 2017.

**The analysis and reporting provided by Hall and Partners in this document is not designed to be a stand-alone report.** The report is designed to contribute to the report FARE will submit to ACT Health by 31 December 2019.

An overview of the research objectives, final sample surveyed and analysis notes are documented below. To analyse the effectiveness of the campaign, results were compared to the 'Risky drinking among undergraduate university students: a social norms-based approach'- Baseline data snapshot, prepared in December 2017.

## Research objectives

The current research sought to:

- Identify the current attitudes among undergraduate students towards drinking, and the perceptions they hold about how their peers are drinking. Also, to understand any shifts in attitudes or behaviours since the start of the campaign;
- Identify levels and source of awareness of the campaign and its reach across the two campuses;
- Understand, among those who are aware of the campaign, if the purpose and intention was clear, and uncover the extent to which the campaign prompted students to recognise misperceptions of social norms in relation to drinking;
- Understand the extent the campaign encouraged target students to feel more confident about discussing problematic drinking behaviours with their peers; and
- Explore the success of utilising a social norms approach to inform the campaign.

## Sample

The sample consisted of a total of n=147 ACT University students, who enrolled at their university in 2016, 2017 or 2018. Only students enrolling in these year qualified for the study to ensure they had the opportunity to be exposed to the Reduce Risky Drinking campaign. Results were analysed on a total of n=139 respondents after removal of invalid responses.

Among this sample n=74 attended the Australian National University (ANU) and n=66 attended the University of Canberra (UC).

Analysis was undertaken to assess the differences between domestic and international students, however the limitations of this analysis should be noted, as the incidence of international students was low with only n=15 valid responses gathered at survey completion.

### Statistical analysis

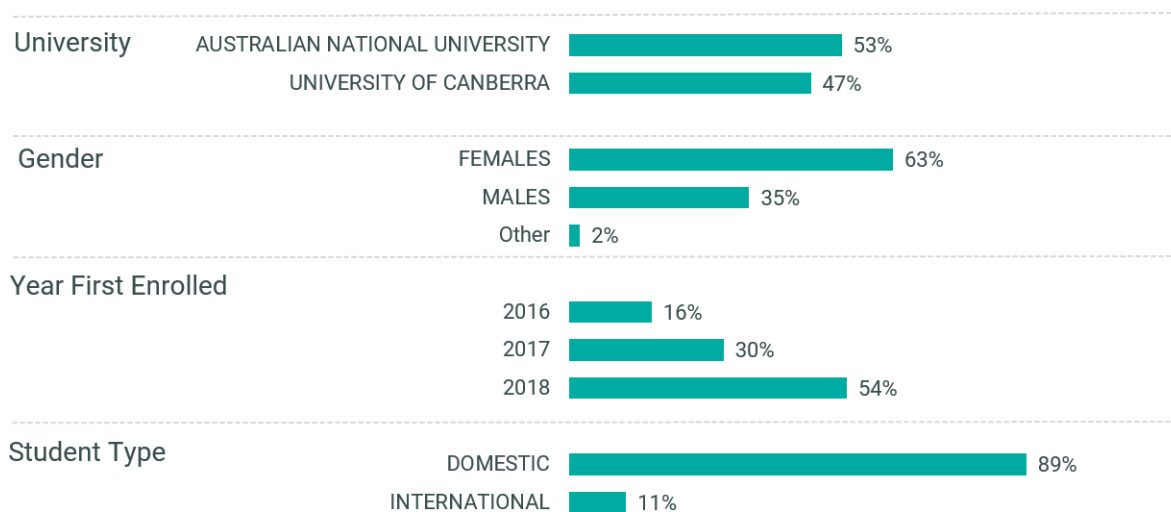
All significant differences have been highlighted throughout the research report. Where segment differences were not flagged, there was no statistically significant difference. The statistical margin of error associated with the whole-of-sample findings is +/- approximately four per cent at the 95% confidence level (on a 50% result, where the margin of error is at its maximum). It should be noted that the sample size of certain sub groups analysed in this report is low, resulting in many seemingly large shifts not being classified as statistically significant. A low sample size is considered n=30 or lower and have been flagged as applicable throughout the report.

Results have been tested for significance against the 2017 baseline study, however it should be noted that the sample size for 2017 has been calculated based on demographic percentages where they were not provided in the report.

### SURVEY SCREENING & DEMOGRAPHICS

The total of n=139 valid responses gathered in this study was similar in completion rate to the 2017 baseline study (n=148). Figure 1 shows the demographic breakdown of the 2019 research.

**Figure 1: Demographic breakdown 2019**



*Figure 1 Demographic breakdown Q4\_1 Which ACT university are you attending? Q7 To which gender identity do you most identify? Q4 In what year did you first enrol at this University? Q8 Are you a domestic or international student? Base Total (139)*

The sample comprised of 52.9 per cent of students attending the Australian National University, slightly more than those attending the University of Canberra (47.1 per cent). A total of 62.6 per cent females completed the survey, which was similar to the study conducted in 2017 (69.2 per cent).

Just over half (54.3 per cent) of students had enrolled in their corresponding university in 2018, one in three (30.0 per cent) had enrolled in 2017, and 15.7 per cent in 2016. The sample comprised of 89.2 per cent domestic students and 10.8 per cent international.

Sample comparison to 2017 are shown in figure 2.

Figure 2: Demographic breakdown 2017 vs 2019

Q Are you a domestic or international student?										
	FEMALES (%)				MALES (%)		TOTAL (%)			
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019
Domestic	60.3	58.3	24	28.4	84.3	86.7				
International	8.9	6.9	6.8	6.2	15.7	13.1				
<b>TOTAL</b>	<b>69.2</b>	<b>65.3</b>	<b>30.8</b>	<b>34.7</b>	<b>100</b>	<b>100</b>				

Q During university semester, where do you reside for the majority of the time?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019
At home with family	33.8	31.1	31.7	33.0	35.6	30.0	39.2	33.6	4.3	15.0
University residential accommodation	48.6	53.0	51.5	48.9	44.4	58.0	45.6	51.9	65.2	60.0
Share house accommodation	14.2	6.6	13.9	7.4	15.6	4.0	12.0	4.6	26.1	20.0
Live alone	0.7	4.0	-	4.3	2.2	4.0	-	3.8	4.3	5.0
Other	2.7	5.3	3.0	6.4	2.2	4.0	3.2	6.1	-	

Figure 2 Q7 To which gender identity do you most identify? Q8 Are you a domestic or international student? Q9 During university semester, where do you reside for the majority of the time? Base Total 2017/2019 (148/139)

There was no significant difference in gender and student type (domestic/ international) to 2017. A total of 65.3 per cent females completed the survey and 34.7 per cent males. The proportion of domestic students (86.7 per cent), was also similar to baseline reporting at 84.3 per cent.



## SUMMARY OF FINDINGS

### **Reduce Risking Drinking campaign cut through was strong with a 65.2 per cent overall recognition; 81.1 per cent among ANU students and 50.8 per cent among UC students.**

- The stronger cut through among ANU students has apparently been driven by residential hall events, further influenced by 98.8 per cent of ANU respondents residing on campus. Posters, O-week stalls and social media were the other more prominent sources of awareness among students at both universities.

The study revealed that the strong cut through of the campaign facilitated a shift in perceptions and behaviours among ACT University students in the following ways:

### **While frequency of alcohol consumption was stable, the volume of alcohol consumed on a single occasion of drinking among ACT University curbed since 2017.**

- Consumption of more than 10 drinks on a typical day of drinking significantly decreased since 2017 (from 16.1 per cent to 2.9 per cent) and was found to be consistent across gender and domestic/ international students.

### **An increasing number of students opted for low energy occasions and lower percentage alcohol.**

- Consuming alcohol at bars and clubs decreased from 40.2 per cent in 2017 to 23.1 per cent, directionally shifting to at home drinking (23.2 per cent to 30.8 per cent) or drinking at a friends or partners house (6.3 per cent to 14.4 per cent). Students were also found to be less likely to choose bottled spirits and liquor since 2017 (31.3 per cent to 19.2 per cent).

### **An increasing number of students state they drink to relax and because they like the taste.**

- Students increasingly claimed to drink to relax (from 29.5 per cent in 2017 to 51.8 per cent in 2019) and increasingly opted for alcohol because they like the taste (33.0 per cent to 50.9 per cent), particularly evident among females. Additionally, students felt more comfortable with their own drinking behaviour since 2017 (78.6 per cent compared to 63.6 per cent in 2017).

### **Claimed consequences after drinking alcohol contracted on most measures, suggesting the campaign has significantly impacted risky drinking behaviour.**

Students were significantly less likely to have missed work or school (19.4 per cent to 10.0 per cent), less likely to have passed out (15.6 per cent to 7.9 per cent) and less likely to see a doctor or other health professional (3.8 per cent to 0 per cent) as a result of drinking alcohol. Vomiting and being in trouble with police also directionally declined.

### **Fewer ACT students over-estimated how much other university students drink compared to 2017.**

- Students believed other students drink to get drunk less often than estimated in 2017. Perceptions that other students drink to get drunk have significantly shifted from 'at least once a week' (from 46.6 per cent to 33.1 per cent) to 'at least once a month' (from 30.1 per cent to 47.9 per cent).

The study showed limited evidence to support that:

The campaign increased confidence to talk to friends and peers about risky drinking

- However, confidence was already high at 78.0 per cent, making it a more challenging measure to shift.

**Note:** Due to base size limitations and high cut through of the campaign, non-recognisers of the campaign were low and many shifts could not be classified as statistically significant.

## DETAILED RESULTS

Survey questions have been grouped into the following key areas aligned to the objectives:

- A. Alcohol consumption behaviour
- B. Attitude towards alcohol
- C. Perceptions of alcohol consumption – friends and other students
- D. Confidence in discussing risky attitudes
- E. Campaign evaluation

### ALCOHOL CONSUMPTION BEHAVIOR

#### Self-proclaimed drinking frequency did not change significantly since 2017.

Just under one in five university students (18.8 per cent) considered themselves a non-drinker, which was unchanged since the baseline study in 2017. Most students (44.9 per cent) considered themselves occasional drinkers, while just under one in ten (9.4 per cent) said they are heavy drinkers.

**Figure 3: Self-proclaimed 'type of drinker'**

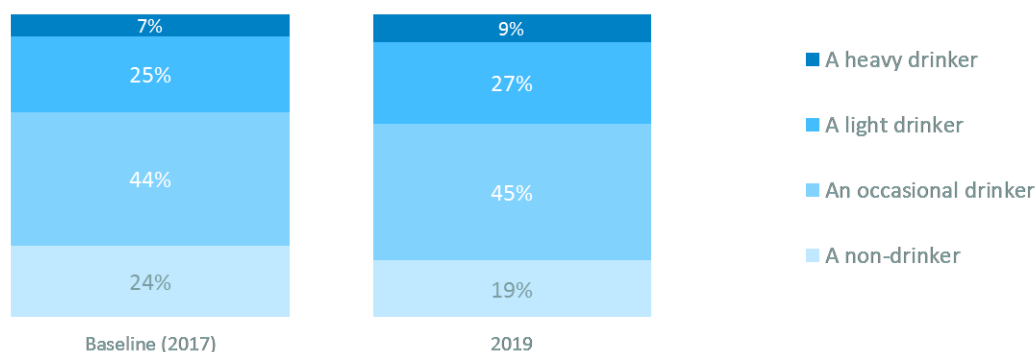


Figure 3 Base 2017/2019. Total ANU & UC (149/139). Q11 At the present time, do you consider yourself...? ▲ ▼ = significantly higher/lower than 2017



Frequency of drinking alcohol did not change significantly from 2017 to 2019. Indications that consumption occasions have increased are not statistically significant at 95% confidence interval. Only 1 per cent of university students say they drink daily with the majority (44 per cent) claiming to drink 2-4 times a month.

**Figure 4: Frequency of drinking**

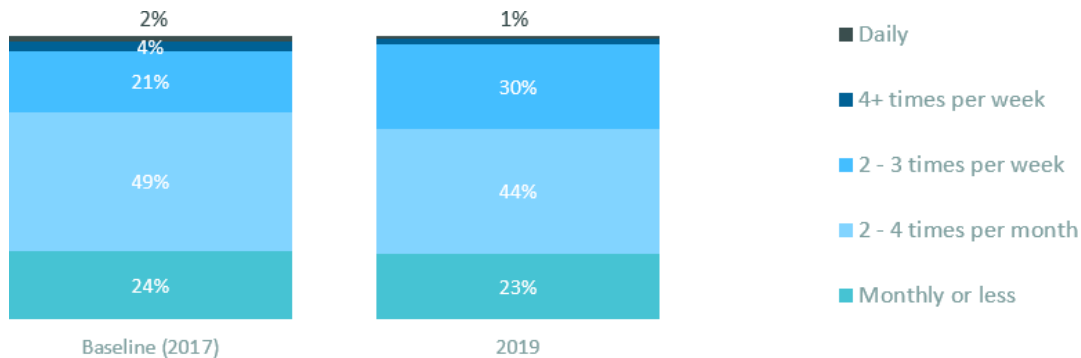


Figure 4 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104). Q12 How often do you have a drink containing alcohol? ▲ ▼ = significantly higher/lower than 2017

As shown in figure 5, males skew to drinking at higher frequencies than females; less than one in five males (16.1 per cent) say they drink monthly or less often (compared to 27.1 per cent of females).

**Figure 5: Frequency of drinking- demographic breakdown**

Q How often do you have a drink containing alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Monthly or less	24.1	23.1	24.1	27.1	21.9	16.1	15.5	20.8	80.0	50.0
2 - 4 times per month	49.1	44.2	50.6	44.3	46.9	41.9	54.6	44.8	13.3	37.5
2 - 3 times per week	21.4	29.8	22.8	28.6	18.8	35.5	23.7	31.3	6.7	12.5
4+ times per week	3.6	1.9	1.3	-	9.4	6.5	4.1	2.1	-	-
Daily	1.8	1.0	1.3	-	3.1	-	2.1	1.0	-	-

Figure 5 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base Q12 How often do you have a drink containing alcohol? ▲ ▼ = significantly higher/lower than 2017

### The study found a rise in the consumption of drinks with lower percentage alcohol.

Claimed bottled wine consumption became more common among ACT university students, increasing from 20.0 per cent to 28.8 per cent, making it the most frequently consumed alcohol. While not statistically significant, this trend was found to be evident across all demographics as shown in figure 7. Higher percentage alcohol such as bottled spirits and liquors were claimed to be consumed significantly less often than in 2017 (from 31.0 per cent to 19.2 per cent)

**Figure 6: Alcohol Type**

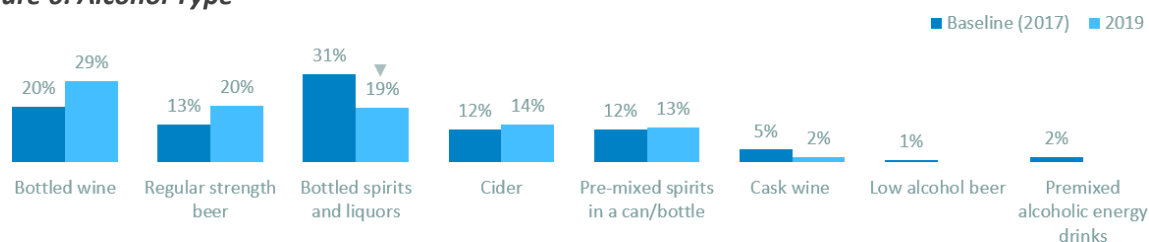


Figure 6 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base. Q13 What type of alcohol do you drink most often? ▲ ▼ = significantly higher/lower than 2017

There was a significant increase in the proportion of females whose most consumed alcohol is regular strength beer (8.6 per cent compared to 1.3 per cent in 2017). Beer remains the alcohol most commonly consumed by males (48.4 per cent compared to 43.8 per cent in 2017).

**Figure 7: Alcohol Type- demographic breakdown**

Q What type of alcohol do you drink most often?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Bottled wine	19.6	28.8	26.6	37.1	3.1	9.7	20.6	29.2	13.3	25.0
Regular strength beer	13.4	20.2	1.3	8.6 ▲	43.8	48.4	14.4	18.8	6.7	37.5
Bottled spirits and liquors	31.3	19.2 ▼	35.4	20.0 ▼	21.9	19.4	30.9	20.8	33.3	-
Cider	11.6	13.5	12.7	14.3	9.4	9.7	12.4	12.5	6.7	25.0
Pre-mixed spirits in a can/bottle	11.6	12.5	12.7	12.9	6.3	12.9	12.4	12.5	6.7	12.5
Cask wine	4.5	1.9	5.1	1.4	3.1	-	3.1	2.1	13.3	-
Low alcohol beer	0.9	-	-	-	3.1	-	-	-	6.7	-
Premixed alcoholic energy drinks	1.8	-	2.5	-	-	-	1.0	-	6.7	-

Figure 7 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base. Q13 What type of alcohol do you drink most often? ▲ ▼ = significantly higher/lower than 2017

## The number of claimed standard drinks consumed in a typical drinking occasion decreased significantly since 2017.

The study found a significant decrease in high level drinking. Consumption of 10 or more standard drinks in one drinking occasion fell from 16.1 per cent of students (2017) to 2.6 per cent as shown in figure 8.

**Figure 8: Standard drinks consumed (self)**

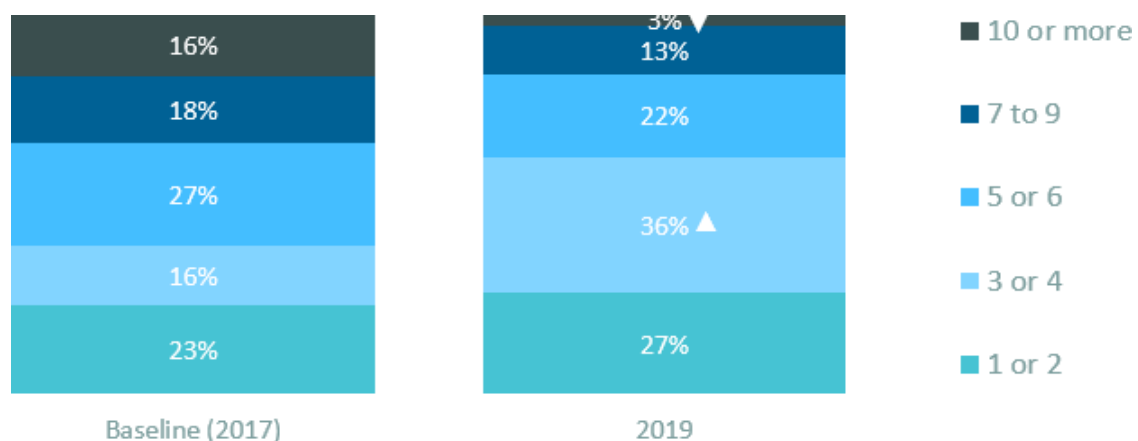


Figure 8 Q14a How many standard drinks do you have on a typical day when you are drinking? Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) ▲ ▼ = significantly higher/lower than 2017

This was associated with an increase in students who claimed to drink 3- 4 drinks on a typical drinking occasion (35.6 per cent up from 16.1 per cent). Just under two in three students (62.5 per cent) claimed to drink four drinks or less in a typical day of drinking, significantly up from 39.3 per cent in 2017. This indicates that in 2019, fewer students report drinking at levels of short-term risk than was the case in 2017. This was consistent across demographics as shown in figure 9 below.

**Figure 9: Standard drinks (self)- demographic breakdown**

Q How many standard drinks do you have on a typical day when you are drinking?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
1 or 2	23.2	26.9	19.0	25.7	34.4	29.0	15.5	25.0	7.3	50.0
3 or 4	16.1	35.6 ▲	19.0	38.6 ▲	9.4	29.0 ▲	17.5	35.4 ▲	6.7	37.5
5 or 6	26.8	22.1	31.6	25.7	12.5	16.1	28.9	24.0	13.3	-
7 - 9	17.9	12.5	16.5	7.1	21.9	22.6	19.6	12.5	6.7	12.5
10 or more	16.1	2.9 ▼	13.9	2.9 ▼	21.9	3.2 ▼	18.6	3.1 ▼	-	-

Figure 9 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base. Q14 A standard drink is about one shot of spirits, ½ can of full strength beer or a small glass of wine. How many standard drinks do you have on a typical day when you are drinking? ▲ ▼ = significantly higher/lower than 2017

### Just under three in four university students still drink to get drunk at least once a month.

The study found directional decreases in drinking to get drunk, decreasing from 79.5 per cent in 2017 to 73.1 per cent in 2019, however this difference is not statistically significant. One in four students claim they never drink to get drunk (26.9 per cent).

**Figure 10: Drinking to get drunk**

Q Do you drink to get drunk?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
Yes, at least once a week	8.9	4.8	11.4	5.7	3.1	-	9.3	5.2	6.7	-
Yes, once a week	13.4	10.6	15.2	12.9	9.4	6.5	15.5	11.5	-	-
Yes, at least once a month	29.5	26.0	26.6	24.3	37.5	32.3	34.0	26.0	33.3	25.0
Yes, less than once a month	27.7	31.7	25.3	31.4	31.3	32.3	26.8	34.4	-	-
<b>NET Yes</b>	<b>79.5</b>	<b>73.1</b>	<b>78.5</b>	<b>74.3</b>	<b>81.3</b>	<b>71.0</b>	<b>85.6</b>	<b>77.1</b>	<b>40.0</b>	<b>25.0</b>
No never	20.5	26.9	21.5	25.7	18.8	29.0	14.4	22.9	60.0	75.0

Figure 10 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base. Q15 Do you drink to get drunk? ▲ ▼ = significantly higher/lower than 2017

### The study showed a decrease in alcohol consumption in pubs, bars and clubs and students increasingly opt to drink at home or at a friend's/ partner's home.

Since 2017, alcohol consumption in pubs bars and clubs has close to halved, with only 23.1 per cent of students claiming to drink in these venues most often, compared to 40.2 per cent in 2017, a shift driven by females.

**Figure 11: Drinking Location**

Q Where do you most often drink alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
At home where I live	23.2	30.8	25.3	30.0	18.8	35.5	20.6	31.3	40.0	25.0
At pubs, bars or clubs	40.2	23.1 ▼	40.5	17.1 ▼	37.5	38.7	44.3	24.0 ▼	13.3	12.5
At a friend's/partner's house	6.3	14.4	7.6	15.7	3.1	9.7	6.2	12.5	6.7	37.5
At a party at someone's house	15.2	9.6	13.9	8.6	18.8	12.9	14.4	10.4	20.0	-
Other university social events	9.8	10.6	8.9	12.9	12.5	3.2	10.3	10.4	6.7	12.5
At restaurants/cafes	1.8	5.8	1.3	8.6	3.1	-	1.0	5.2	6.7	12.5
In public places	n/a	1.0	n/a	1.4	n/a	-	n/a	1.0	n/a	-
At sporting events	0.9	-	-	-	3.1	-	1.0	-	-	-
At formal university events	1.8	1.0	1.3	1.4	3.1	-	1.0	1.0	6.7	-
At work	n/a	-	n/a	-	n/a	-	n/a	-	n/a	-

Figure 11 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/104) Females (79/70) Males (32/31) Domestic (97/96) International (15\*/8\*) \*Caution small base. Q17 Where do you most often drink alcohol? ▲ ▼ = significantly higher/lower than 2017

In the 2019 survey students state they are more likely to drink at home (30.8 per cent) and this location is the most common place for consuming alcohol among those surveyed. It is now more prevalent than drinking in pubs, bars and clubs which was the leading location of those surveyed in 2017. This increase in drinking at home was particularly evident among domestic students (increasing from 20.6 per cent to 31.3 per cent).

**There was an increased tendency for students to drink for the purpose of relaxing, while drinking to socialise and have a good time is less common than recorded in 2017.**

Since 2017, students were more likely to drink to relax (from 29.5 per cent to 51.8 per cent) and because they enjoy the taste (from 33.0 per cent to 50.9 per cent), both trends particularly evident among women. Females were however significantly more likely in 2019 to state their reason for drinking is to get drunk (32.9 per cent to 48.6 per cent). Men's reasons for drinking were significantly less for the purpose of having a good time (78.1 per cent to 48.6 per cent) than in 2017.

**Figure 12: Reason for drinking alcohol**

Q Why do you drink alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
To socialise with others	67.0	67.0	64.6	72.2	71.9	59.5	66.0	69.6	73.3	40.0
To have a good time	63.4	60.7	57.0	69.4	78.1	48.6 ▼	64.9	62.7	53.3	40.0
To relax	29.5	51.8 ▲	27.8	48.6 ▲	34.4	56.8	30.9	51.0 ▲	20.0	60.0
I enjoy the taste	33.0	50.9 ▲	26.6	48.6 ▲	50.0	54.1	34.0	53.9 ▲	26.7	20.0
To get drunk	35.7	43.8	32.9	48.6 ▲	40.6	35.1	39.2	46.1	13.3	20.0
To manage stress	14.3	16.1	15.2	19.4	12.5	10.8	12.4	15.7	26.7	20.0
To make me feel happier	17.9	14.3	20.3	18.1	12.5	2.7	15.5	13.7	33.3	20.0
Awkward to be not drinking while others are	12.5	9.8	12.7	11.1	12.5	8.1	13.4	10.8	6.7	-
To facilitate hook-ups	10.7	5.4	8.9	5.6	12.5	5.4	11.3	5.9	6.7	-

Figure 12 Base 2017/2019: Consider themselves a drinker at Q11. Total ANU & UC (112/112) Females (79/72) Males (32/37) Domestic (97/102) International (10\*/15\*) Q 18 Why do you drink alcohol? \*Caution small base. Q18 Why do you drink alcohol? ▲ ▼ = significantly higher/lower than 2017

## ATTITUDES TOWARDS ALCOHOL

**There has been no significant change in student's attitude to drinking to get drunk, with one in three still believing it is ok to drink to get drunk.**

The belief that it is ok to drink to get drunk was found to be polarised with a similar percentage of students agreeing it is ok (33.1 per cent, agree/ strongly agree) compared to those who disagree (40.7 per cent, disagree/ strongly disagree). There were no significant demographic differences on this attitude.

**Figure 13: Attitude- Drinking to get drunk**

Q Please rate the following statement according to the agreement scale of 1 – 5- "It is okay to drink with the intention of getting drunk"										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Strongly Agree	8.5	13.6	4.0	13.0	19.5	13.2	9.2	15.1	4.3	-
Agree	19.0	19.5	22.2	16.9	12.2	23.7	20.2	19.8	13.0	16.7
Neither Agree nor Disagree	31.7	26.3	37.4	26.0	19.5	26.3	29.4	27.4	43.5	16.7
Disagree	26.1	24.6	25.3	29.9	26.8	15.8	25.2	24.5	30.4	25.0
Strongly disagree	14.8	16.1	11.1	14.3	22.0	21.1	16.0	13.2	8.7	41.7

Figure 13 Base 2017/2019 Total ANU & UC (142/118) Females (99/77) Males (41/38) Domestic (119/106) International (23\*/12\*) \*Caution small base. Q22 Please rate the following statement according to the scale of 1 - 5 where 1 = strongly agree, 3 = neither agree nor disagree and 5 = strongly disagree- "It is okay to drink with the intention of getting drunk" ▲ ▼ = significantly higher/lower than 2017

**There were no significant differences in acceptable places to get drunk but students deem it significantly less acceptable to be drunk at “other” (not formal) university events since 2017.**

Places where university students find it acceptable to be drunk were found to be similar to those mentioned in 2017 with ‘friends/ partners house’ (62.9 per cent), ‘at home where I live’ (60.7 per cent) and ‘a party at someone’s house’ (57.9 per cent) being mentioned most frequently.

The greatest shift (though not significant) was seen for other university events where it is now considered less acceptable to be drunk (40.7 per cent) than it was in 2017 (50.0 per cent). There were no significant differences in demographics on this attitude.

**Figure 14: Acceptable places to be drunk**

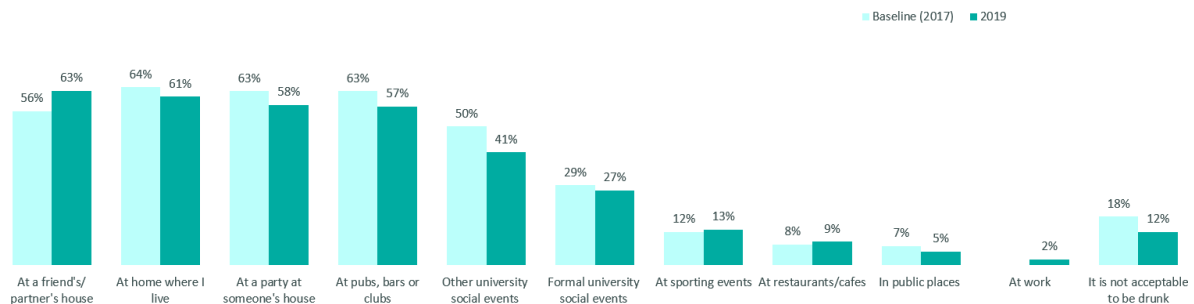


Figure 14 Base: 2017/2019: Total ANU & UC (142/140). Q23 In which of the following situations is it acceptable to be drunk? ▲ ▼ = significantly higher/lower than 2017

## PERCEPTION OF ALCOHOL CONSUMPTION & ATTITUDES OF CLOSE FRIENDS

**The perception of drinking frequency of close friends did not change significantly since 2017.**

Most students (47.9 per cent) believed their close friends drink between 2-4 times a month, similar to baseline (44.5 per cent).

4.1 per cent of students claimed their closest friends don't drink, and this finding was similar for males and females.

**Figure 15: Perceived drinking behaviour- close friends**

Q. Thinking of your closest friends, how often do you think they drink alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Monthly or less	9.6	6.6	8.0	5.1	9.1	7.5	6.5	5.5	26.1	16.7
2-4 times per month	44.5	47.9	42.0	52.6	52.3	40.0	46.3	47.7	34.8	50.0
2-3 times per week	32.9	33.9	39.0	28.2	25.0	45.0	35.8	35.8	17.4	16.7
4+ times per week	5.5	6.6	4.0	9.0	9.1	2.5	5.7	7.3	4.3	-
Daily	0.7	0.8	1.0	1.3	-	-	0.8	0.9	-	-
They don't drink	6.8	4.1	8.0	3.8	4.5	5.0	4.9	2.8	17.4	16.7%

Figure 15 Base 2017/2019. Total ANU & UC (146/121) Females (100/78) Males (44/40) Domestic (123/109) International (23\*/12\*) \*Caution small base. Q38 Thinking of your closest friends, how often do you think they drink alcohol? ▲ ▼ = significantly higher/lower than 2017

Between the current study and baseline, there was no significant change to the perceived drinking behaviour of close friends in relation to drinking to get drunk. The percentage of students who reported their close friends drink to get drunk (Net 'Yes'), was 81.8 per cent in 2019 and 82.1 per cent in 2017. This is in contrast to the 73 per cent of students who actually report drinking to get drunk in 2019 (Figure 10).

Very few students believe their friends drink to get drunk at least once a week (2.5 per cent) which was a directional decline since 2017 (down from 6.8 per cent). One in five think that their friends never drink to get drunk (18.2 per cent), similar to perceptions recorded in 2017, although this remains much less than the 26.9% of students who state they themselves never drink to get drunk (Figure 10).

**Figure 16: Perceived intention to get drunk- close friends**

Q Thinking of your closest friends, do you think they drink alcohol to get drunk?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
<b>NET Yes</b>	<b>82.1</b>	<b>81.8</b>	<b>84.0</b>	<b>82.1</b>	<b>79.6</b>	<b>85.0</b>	<b>86.2</b>	<b>82.6</b>	60.8	75.0
<b>NET Once a week or more</b>	<b>33.5</b>	<b>26.5</b>	<b>38.0</b>	<b>28.2</b>	<b>25.0</b>	<b>25.0</b>	<b>35.8</b>	<b>26.7</b>	21.7	25.0
Yes, at least once a week	6.8	2.5	7.0	3.8	6.8	-	7.3	2.8	4.3	-
Yes, once a week	26.7	24.0	31.0	24.4	18.2	25.0	28.5	23.9	17.4	25.0
Yes, at least once a month	31.5	34.7	34.0	32.1	27.3	40.0	35.0	34.9	13.0	33.3
Yes, less than once a month	17.1	20.7	12.0	21.8	27.3	20.0	15.4	21.1	26.1	16.7
No never	17.8	18.2	16.0	17.9	20.5	15.0	13.8	17.4	39.1	25.0

Figure 16 Base 2017/2019. Total ANU & UC (146/121) Females (100/78) Males (44/40) Domestic (123/109) International (23\*/12\*) \*Caution small base. Q20 Thinking of your closest friends, do you think they drink alcohol to get drunk? ▲ ▼ = significantly higher/lower than 2017

Similarly, there was no significant change to student's beliefs in the attitude of close friends to drinking to get drunk.

**Figure 17: It's okay to drink to get drunk- close friends**

Q "It is okay to drink with the intention of getting drunk"- Thinking about your closest friends, do you think that they would agree with this statement?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
<b>NET Agree</b>	<b>45.1</b>	<b>45.2</b>	<b>45.5</b>	<b>39.5</b>	<b>46.4</b>	<b>55.5</b>	<b>47</b>	<b>46.6</b>	<b>34.8</b>	<b>33.3</b>
Strongly Agree	18.3	17.4	19.2	15.8	17.1	22.2	21.8	19.4	-	-
Agree	26.8	27.8	26.3	23.7	29.3	33.3	25.2	27.2	34.8	33.3
Neither Agree nor Disagree	24.6	19.1	27.3	21.1	17.1	16.7	26.1	19.4	17.4	16.7
Disagree	21.8	23.5	21.2	26.3	22.0	19.4	21.0	24.3	26.1	16.7
Strongly disagree	8.5	12.2	6.1	13.2	14.6	8.3	5.9	9.7	21.7	33.3

Figure 17 Base 2017/2019. Total ANU & UC (142/115) Females (99/76) Males (41/36) Domestic (119/103) International (23\*/12\*) \*Caution small base. Q25 Please consider the statement "it is okay to drink with the intention of getting drunk". Thinking about your closest friends, do you think that they would agree with this statement? Please rate on the scale of 1 - 5 where 1 = strongly agree, 3 = neither agree nor disagree and 5 = strongly disagree ▲ ▼ = significantly higher/lower than 2017



## PERCEPTION OF ALCOHOL CONSUMPTION & ATTITUDES OF OTHER UNIVERSITY STUDENTS

**Student's perceived frequency of alcohol consumption by other university students was found to be similar to 2017.**

Perceived frequency of the consumption of alcohol by other university students was similar to 2017 with 60.3 per cent of students believing that other university students drink alcohol 2-3 times a week or more often, compared to 64.4 per cent in 2017. This estimate was consistent across demographics.

**Figure 18: Perceived frequency of drinking- Other university students**

Q Thinking of the majority of students in your year at university, how often do you think they drink alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Monthly or less	2.7	1.7	2.0	1.3	2.3	2.5	1.6	0.9	8.7	8.3
2-4 times per month	32.2	38.0	32.0	39.7	34.1	32.5	32.5	38.5	30.4	33.3
2-3 times per week	56.8	51.2	59.0	47.4	52.3	60.0	56.9	51.4	56.5	50.0
4+ times per week	6.2	7.4	5.0	10.3	9.1	2.5	7.3	8.3	-	-
Daily	1.4	1.7	2.0	1.3	-	2.5	0.8	0.9	4.3	8.3
<b>NET 2-3 times a week or more often</b>	<b>64.4</b>	<b>60.3</b>	<b>66.0</b>	<b>59.0</b>	<b>61.4</b>	<b>65.0</b>	<b>65.0</b>	<b>60.6</b>	<b>60.8</b>	<b>58.3</b>
They don't drink	0.7	-	-	-	2.3	-	0.8	-	-	-

Figure 18 Base 2017/2019. Total ANU & UC (146/121) Females (100/78) Males (44/40) Domestic (123/109) International (23\*/12\*) \*Caution small base. Q39 Thinking of the majority of students in your year at university, how often do you think they drink alcohol? ▲ ▼ = significantly higher/lower than 2017

**Perceptions that other university students drink to get drunk have decreased since 2017.**

Overall, two in five (41.4 per cent) believed other students drink to get drunk once a week or more often, a significant reduction from the 59.6 per cent recorded in 2017. The shift was primarily driven by males and domestic students.

**Figure 19: Perceived intention to get drunk- Other university students**

Q Thinking of the majority of students in your year at university, do you think they drink alcohol to get drunk?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
<b>NET Yes</b>	<b>97.2</b>	<b>98.3</b>	<b>99.0</b>	<b>97.4</b>	<b>93.2</b>	<b>100</b>	<b>99.2</b>	<b>98.2</b>	<b>86.9</b>	<b>100</b>
<b>Net Once a week or more</b>	<b>59.6</b>	<b>41.4 ▼</b>	<b>62.0</b>	<b>44.9</b>	<b>56.9</b>	<b>35.0</b>	<b>61.0</b>	<b>39.4</b>	<b>52.1</b>	<b>58.4</b>
Yes, at least once a week	13.0	8.3	10.0	9.0	20.5	7.5	13.0	7.3	13.0	16.7
Yes, once a week	46.6	33.1 ▼	52.0	35.9	36.4	27.5	48.0	32.1 ▼	39.1	41.7
Yes, at least once a month	30.1	47.9 ▲	31.0	46.2	29.5	52.5 ▲	32.5	49.5 ▲	17.4	33.3
Yes, less than once a month	7.5	9.1	6.0	6.4	6.8	12.5	5.7	9.2	17.4	8.3
No never	2.7	1.7	1.0	2.6	6.8	-	0.8	1.8	13.0	-

Figure 19 Base 2017/2019. Total ANU & UC (146/121) Females (100/78) Males (44/40) Domestic (123/109) International (23\*/12\*) \*Caution small base. Q21 Thinking of the majority of students in your year at university, do you think they drink alcohol to get drunk? ▲ ▼ = significantly higher/lower than 2017

**Perceptions of the volume of drinking by other students has not changed significantly, but there is less over-estimation at levels of higher consumption.**

There was no significant change in student's perception of the estimated volume of drinking by other students. However, at the high end of the scale (7-9 drinks, 10 or more drinks) there were directional decreases; just over one in four (29.8 per cent) believed other students consume 7 drinks or more on a single drinking occasion, which is down from 37.7 per cent in 2017. Males were found to be driving this trend; their perceptions of other students drinking in high quantities (7+ drinks) more than halved since 2017 (36.4 per cent in 2017, dropping to 17.5 per cent in 2019).

**Figure 20: Perceived number of drinks- Other university students**

Q Thinking of the majority of students in your year at university, how many standard drinks do you think they drink on a single drinking occasion?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
1 or 2	9.6	6.6	8.0	3.8	11.4	12.5	6.5	6.4	26.1	8.3
3 or 4	23.3	26.4	21.0	26.9	27.3	27.5	19.5	26.6	43.5	25.0
5 or 6	29.5	37.2	32.0	32.1	25.0	42.5	30.9	34.9	21.7	58.3
7 - 9	28.8	24.0	31.0	28.2	25.0	17.5	32.5	25.7	8.7	8.3
10 or more	8.9	5.8	8.0	9.0	11.4	-	10.6	6.4	-	-
<b>NET 7 drinks or more</b>	<b>37.7</b>	<b>29.8</b>	<b>39.0</b>	<b>37.2</b>	<b>36.4</b>	<b>17.5</b>	<b>43.1</b>	<b>32.1</b>	<b>8.7</b>	<b>8.3</b>

Figure 20 Base 2017/2019. Total ANU & UC (146/121) Females (100/78) Males (44/40) Domestic (123/109) International (23\*/12\*). Q22 A standard drink is about one shot of spirits, ½ can of full strength beer or a small glass of wine. Thinking of the majority of students in your year at university, how many standard drinks do you think they drink on a single drinking occasion? ▲ ▼ = significantly higher/lower than 2017

**Perceptions of a positive attitude to drinking to get drunk by other students have lessened, but not significantly.**

Agreement that other university students consider it ok to drink to get drunk did not change since 2017 (52.1 per cent agree or strongly agree in 2017, while 47.0 per cent agree or strongly agree in 2019). This shift was not statistically significant, albeit trending down. The decline is most strongly driven by males.

**Figure 21: It's okay to drink to get drunk- Other university students**

Q "It is okay to drink with the intention of getting drunk". Thinking about your students in your year at university, do you think that they would agree with this statement?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
<b>NET Agree</b>	<b>52.1</b>	<b>47</b>	<b>50.5</b>	<b>44.7</b>	<b>56.1</b>	<b>50</b>	<b>54.6</b>	<b>46.6</b>	<b>50</b>	<b>50</b>
Strongly Agree	21.1	18.3	18.2	17.1	29.3	22.2	23.5	18.4	16.7	12.5
Agree	31.0	28.7	32.3	27.6	26.8	27.8	31.1	28.2	33.3	37.5
Neither Agree nor Disagree	20.4	18.3	23.2	17.1	12.2	22.2	18.5	18.4	16.7	12.5
Disagree	19.7	26.1	17.2	26.3	26.8	25.0	18.5	26.2	25.0	37.5
Strongly disagree	7.7	8.7	9.1	11.8	4.9	2.8	8.4	8.7	8.3	12.5

Figure 21 Base 2017/2019. Total ANU & UC (142/115) Females (99/76) Males (41/36) Domestic (119/103) International (23\*/12\*) \*Caution small base. Q25 Please consider the statement "It is okay to drink with the intention of getting drunk". Thinking about students in your year at university, do you think that they would agree with this statement? Please rate on the scale of 1 - 5 where 1 = strongly agree, 3 = neither agree nor disagree and 5 = strongly disagree ▲ ▼ = significantly higher/lower than 2017

## CONFIDENCE IN DISCUSSING RISKY BEHAVIOR

**Confidence to discuss alcohol concerns with friends remained strong and stable, but students feel more comfortable with their own alcohol consumption than in 2017.**

One in three students (33.0 per cent) claimed they have been in a situation where they have not felt confident discussing a friend's drinking with others, similar to levels reported in 2017 (27.9 per cent) and consistent across demographics.

**Figure 22: Confidence to discuss**

Q Have you ever been in a situation where you've been concerned about a friend's drinking but have not felt confident discussing this with them?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
Yes	27.9	33.0	29.6	34.2	25.0	30.6	27.4	33.0	30.4	33.3
No	72.1	67.0	70.4	65.8	75.0	67.0	72.6	67.0	69.6	66.7

Q If you were concerned about a friend's drinking, how confident would you feel discussing this with them?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
Confident	33.6	29.4	27.6	23.6	45.0	44.1	32.5	28.3	40.0	40.0
Somewhat confident	42.9	48.6	46.9	55.6	35.0	35.3	45.3	48.5	40.0	50.0
Not very confident	17.1	19.3	19.6	18.1	12.5	17.6	14.5	20.2	13.3	10.0
Not confident at all	2.1	2.8	2.0	2.8	2.5	2.9	2.6	3.0	19.8	-
Don't Know	4.3	-	4.1	-	5.0	-	5.1	-	3.3	-

Figure 22 Base 2017/2019. Total ANU & UC (140/112) Females (98/73) Males (40/36) Domestic (117/100) International (23\*/12\*) \*Caution small base. Q27 Thinking about your friends... Have you ever been in a situation where you've been concerned about a friend's drinking but have not felt confident discussing this with them? Q28 If you were concerned about a friend's drinking, how confident would you feel discussing this with them? ▲ ▼ = significantly higher/lower than 2017

When asked how confident they would be to discuss a friend's drinking habits if they were concerned, 78.0 per cent of students claimed they would be confident (29.4 per cent) or somewhat confident (48.6 per cent). This result is stable since 2017 (76.5 per cent net confident/ somewhat confident). Males felt significantly more confident (44.1 per cent) compared to females (23.6 per cent).

**Figure 23: Feeling comfortable in own alcohol consumption**

Q In general, are you comfortable with how much alcohol you consume?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
Yes, I am comfortable	63.6	78.6 ▲	55.1	72.6 ▲	82.5	88.9	61.5	78.0 ▲	73.9	83.3
Sometimes I feel I have too much to drink but that's rare	25.0	16.1	30.6	20.5	12.5	8.3	28.2	17.0 ▼	8.7	8.3
I probably drink too much	7.9	3.6	10.2	5.5	2.5	0.0	7.7	4.0	8.7	-
I am not sure	3.6	1.8	4.1	1.4	2.5	2.8	2.6	1.0	8.7	8.3

Figure 23 Base 2017/2019. Total ANU & UC (140/112) Females (98/73) Males (40/36) Domestic (117/100) International (23\*/12\*) \*Caution small base. Q29 In general, are you comfortable with how much alcohol you consume? ▲ ▼ = significantly higher/lower than 2017

Feeling comfortable in their own drinking behaviour significantly increased among students, from 63.6 per cent to 78.6 per cent, mainly driven by females (55.1 per cent to 72.6 per cent). Males felt most comfortable (88.9 per cent), yet their confidence levels did not shift significantly since 2017.

### Claimed consequences experienced after drinking alcohol contracted across a number of consequences tested.

There was a significant decrease in claimed negative consequences experienced after the consumption of alcohol. These include having:

- Missed work or school (19.4 per cent to 10.0 per cent)
- Passed out (15.6 per cent to 7.9 per cent)
- Having to see a doctor or other healthcare professional (3.8 per cent to 0 per cent)

Females particularly were less likely to have missed work or school (18.3 per cent to 8.0 per cent).

**Figure 24: Consequences after drinking alcohol**

Q In the past 12 months, which of these have you done after drinking alcohol?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)*	2019*
Vomited	38.8	33.6	39.2	39.1	37.5	27.1	39.3	34.7	30.0	26.7
Missed work or school	19.4	10.0 ▼	18.3	8.0 ▼	22.5	14.6	20.0	11.3	10.0	-
Gotten an injury	5.6	7.9	7.5	10.3	-	4.2	5.3	8.9	10.0	-
Driven a car	5.0	7.9	5.0	6.9	5.0	10.4	5.3	8.9	-	-
Been involved in a verbal or physical argument	8.1	7.1	8.3	6.9	7.5	8.3	8.0	5.6	10.0	20.0
Passed out	15.6	7.9 ▼	15.0	8.0	17.5	8.3	14.0	7.3	40.0	13.3
Had to see a doctor or other health professional	3.8	- ▼	4.2	-	2.5	0.0	4.0	-	-	-
Been in trouble with the police	1.9	0.7	2.5	-	-	2.1	2.0	-	-	-

Figure 24 Base: 2017/2019. Total ANU & UC (75/140) Females (87) Males (48) Domestic (124) International (15\*) \*Caution small base. Q33 In the past 12 months, which of these have you done after drinking alcohol? ▲ ▼ = significantly higher/lower than 2017

## CAMPAIGN EVALUATION

### Having received information on the health impact of alcohol from 'in person' sources decreased significantly.

Since 2017, fewer students claim to have seen or heard information about the health impacts of alcohol from 'in person' sources such as 'parent/ guardian' (from 67.9 to 35.0 per cent), friends (from 41.4 to 24.3 per cent) and healthcare professionals (from 47.9 per cent to 21.4 per cent). Additionally, exposure through traditional media has decreased (from 68.6 per cent to 36.4 per cent). Unlike in 2017 when parents and traditional media were most common sources, social media is now the leading source of health impact information at 55.0 per cent. Results are shown in figure 25.

**Figure 25: Information on health impact- Exposure**

Q Where have you seen or heard information about the health impacts of alcohol in the past 12 months?										
	TOTAL (%)		FEMALES (%)		MALES (%)		DOMESTIC (%)		INTERNATIONAL (%)	
	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019	Baseline (2017)	2019*
Social media	61.4	55.0	64.3	56.3	55.5	56.3	63.2	56.5	52.2	46.7
A parent / guardian	67.9	35.0 ▼	63.3	40.2 ▼	80.0	29.2 ▼	66.7	33.9 ▼	73.9	46.7
Traditional media	68.6	36.4 ▼	67.3	36.8 ▼	70.0	39.6 ▼	71.8	37.9 ▼	52.2	26.7
Website of a health organisation	45.7	35.0	46.9	34.5	42.5	37.5	49.6	37.1 ▼	26.1	20.0
Poster or leaflet	42.9	33.6	39.8	32.2	47.5	37.5	43.6	34.7	39.1	26.7
Social marketing campaign	30.0	30.7	29.6	31.0	30.0	29.2	35.0	33.1	4.3	13.3
At a university information session	32.1	30.7	34.7	33.3	27.5	27.1	33.3	29.0	26.1	46.7
Friends	41.4	24.3 ▼	40.8	24.1 ▼	45.0	25.0 ▼	42.7	24.2 ▼	34.8	26.7
From a health professional	47.9	21.4 ▼	42.9	23.0 ▼	60.0	18.8 ▼	50.4	21.8 ▼	34.8	20.0
At work	10.7	7.9	10.2	8.0	12.5	8.3	12.8	8.9	-	-

Figure 25 Base 2017/2019. Total ANU & UC (140/140) Females (98/87) Males (40/48) Domestic (117/124) International (23\*/15\*) \*Caution small base. Q35 Where have you seen or heard information about the health impacts of alcohol in the past 12 months? ▲ ▼ = significantly higher/lower than 2017

### Campaign cut through was strong and significantly higher among those attending ANU than UC, likely driven by ANU's residential hall events.

A total of 65.2 per cent of ACT students claimed to have seen the *Reduce Risky Drinking* campaign, significantly higher among those attending ANU (81.1 per cent) compared to those attending UC (51.1 per cent). There were no gender differences in cut through and the lower cut through among international students should be viewed with caution as it based on a sample size of n=12.

**Figure 26: Campaign recognition**



Figure 26 Q36 Have you heard of the Reduce Risky Drinking campaign? Base 2019: Total ANU & UC (112) Females (73) Males (36) Domestic (100) International (12\*) Attend ANU (53) Attend UC (59). \*Caution small base



## Posters, market day/ O-week stalls and residential hall events were largest sources of campaign awareness.

Campaign posters were found to be the highest source of awareness (68.5 per cent) and marginally higher among those attending UC (76.7 per cent) compared to ANU (62.8 per cent). Market day or O-week stalls were the next highest source; 42.5 per cent of students recognising the campaign via this activity. Among ANU students, an event in a residential hall was the leading source of awareness accounting for 2 in 3 ANU students who recognised the campaign (65.1 per cent). Overall, just under one in three (31.5 per cent) students have heard about the campaign through social media.

**Figure 27: Source of Awareness**

Q Please indicate how you have heard about the Reduce Risky Drinking campaign.							
	TOTAL (%)	FEMALES (%)	MALES (%)*	DOMESTIC (%)	INTERNATIONAL (%) *	ATTEND ANU (%)	ATTEND UC (%)
	2019	2019	2019	2019	2019	2019	2019
Posters at university	68.5	66.0	69.6	68.7	66.7	62.8	76.7
Market day or O-week stall	42.5	48.9	34.8	43.3	33.3	48.8	33.3
An event in or with a residential hall	38.4	36.2	39.1	37.3	50.0	65.1 ▲	-
Social media page or post	31.5	34.0	26.1	32.8	16.7	39.5	20.0
Digital display screen at university	27.4	23.4	30.4	26.9	33.3	20.9	36.7
Information flyer	17.8	19.1	17.4	19.4	-	23.3	10.0
Animated video on social media	17.8	21.3	8.7	19.4	-	16.3	20.0
Other event at university (please specify)	4.1	4.3	4.3	4.5	-	7.0	0.0
Other (please specify)	2.7	4.3	-	3.0	-	2.3	3.3
I'm not sure	6.8	6.4	8.7	7.5	-	7.0	6.7

Figure 27 Q37 Please indicate how you have heard about the Reduce Risky Drinking campaign. Base Aware of campaign: Total ANU & UC (73) Females (47) Males (23\*) Domestic (67) International (6\*) Attend ANU (43) Attend UC (30) \*Caution small base ▲ ▼ = significantly higher/lower than Total

## The strongest message takeout of the Reduce Risky Drinking campaign was that it is okay to be a non-drinker at University.

The key message 'it's okay to be a non-drinker at university' was ranked as the most prominent message takeout of the campaign by 37.0 per cent of students in total, marginally higher among students attending UC (40.0 per cent) compared to those attending ANU (34.9 per cent) as shown in figure 28. 'Risky drinking is associated with short term health harms' came through least well with only 2.7 per cent of students considering it the main message.

**Figure 28: Message Takeout – total students**

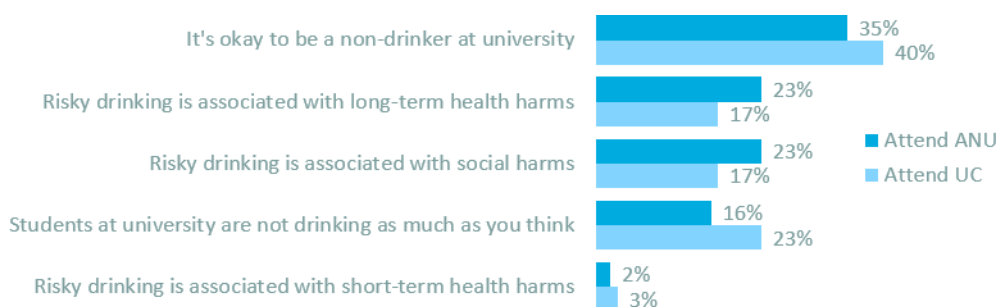


Figure 28 Q40\_1 Thinking about the Reduce Risky Drinking campaign - in your opinion, what are the main messages of the campaign? Seen Campaign & Attend ANU (45) Attend UC (34)

**Figure 27: Main Message Takeout- by Demographics**

Q Thinking about the Reduce Risky Drinking campaign - in your opinion, what are the main messages of the campaign? Please rank from most important message (1) to least important message (5) by dragging the statements into their ranked position. (Ranked first)							
	TOTAL (%)	FEMALES (%)	MALES (%)*	DOMESTIC (%)	INTERNATIONAL (%) *	ATTEND ANU (%)	ATTEND UC (%)
	2019	2019	2019	2019	2019	2019	2019
It's okay to be a non-drinker at university	37.0	29.8	47.8	37.3	33.3	34.9	40.0
Students at university are not drinking as much as you think	19.2	25.5	4.3	20.9	0.0	16.3	23.3
Risky drinking is associated with social harms	20.5	17.0	30.4	19.4	33.3	23.3	16.7
Risky drinking is associated with long-term health harms	20.5	23.4	17.4	19.4	33.3	23.3	16.7
Risky drinking is associated with short-term health harms	2.7	4.3	-	3.0	0.0	2.3	3.3

Figure 29 Q40\_1 Thinking about the Reduce Risky Drinking campaign - in your opinion, what are the main messages of the campaign? Seen Campaign ANU & UC (79) Females (52) Males (24) Attend ANU (45) Attend UC (34) \*Caution small base

Main message takeout was not statistically significant across demographics.

### There have been changes to students' perceptions of the frequency of drinking of others, the frequency of drinking to get drunk and the numbers of drinks consumed.

As in 2017, student's perception of the frequency of drinking by 'other' students varied depending on the level of drinking frequency. No statistically significant shifts in perception of the frequency of drinking by others were seen, although there were directional changes. There remains an under-estimation of other students' drinking at the 'monthly or less' level; about one quarter of drinkers claim to drink at this level - but students think that only 2 per cent of other students drink this infrequently. At the other end of the scale, drinking 4 or more times per week, there has also been no appreciable change to the slight over-estimation seen in 2017. For drinking 2 – 4 times per month, perceptions of the drinking of friends and others was relatively similar, both in 2017 and 2019. For drinking 2 -3 times per week the over-estimation seen in 2017 remains, although to a lesser extent.

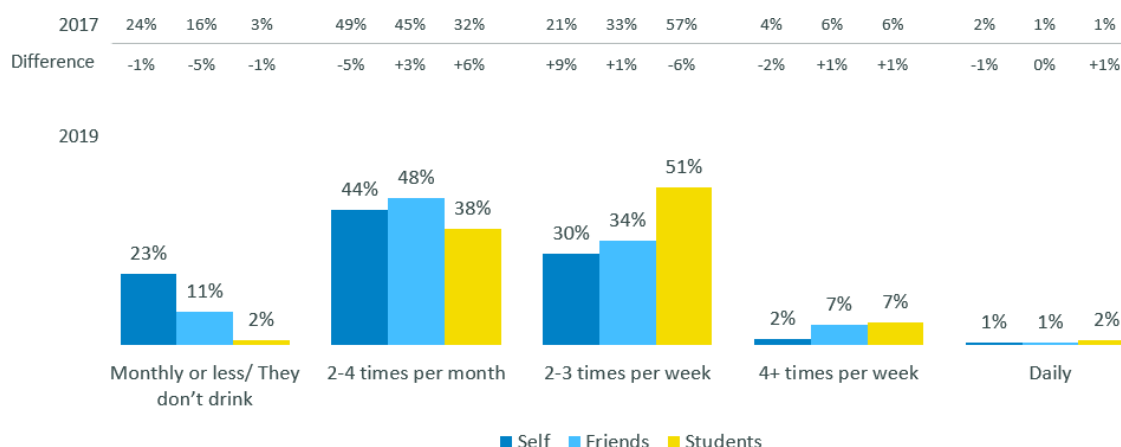
**Figure 30: Perceived drinking frequency - self vs other**

Figure 30 Base 2017/2019: Total ANU & UC. Self (112/104), Friends (146/121), Majority of Students (146/121). Q12 How often do you have a drink containing alcohol? Q38 Thinking of your closest friends, how often do you think they drink alcohol? Q39 The majority of students in your year at university, how often do you think they drink alcohol? ▲ ▼ = significantly higher/lower than 2017

While students still reported that friends and others drink to get drunk more often than they do themselves, there was a significant decrease in perceptions that other students drink to get drunk at least once a week (33 per cent) and shifting to at least once a month (48 per cent).



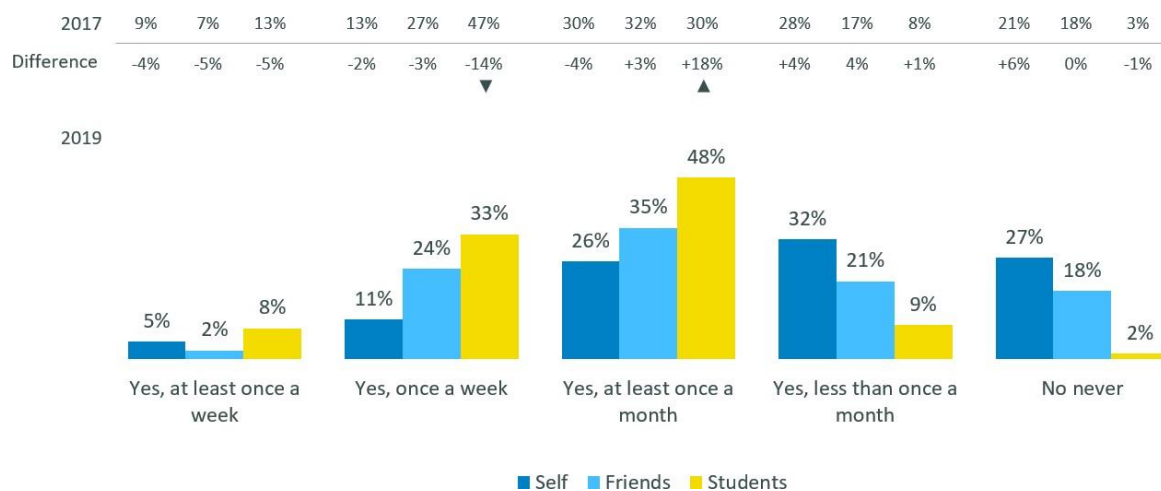
**Figure 31: Drinking to get drunk - self vs other**

Figure 31 Base 2017/2019: Total ANU & UC. Self (112/104), Friends (146/121), Majority of Students (146/121) Q15 Do you drink alcohol to get drunk? Q20 Thinking of your closest friends, do you think they drink alcohol to get drunk? Q21 Thinking of the majority of students in your year at university, do you think they drink alcohol to get drunk? ▲ ▼ = significantly higher/lower than 2017

Results indicate that although students still over-estimate the number of drinks consumed by others for drinking more than 5 drinks per occasion, they now under-estimate the number who drink 4 or fewer drinks per occasion, as shown in figure 32. This may be driven by the movement from drinking at high levels (over 7 drinks per occasion) towards lower levels.

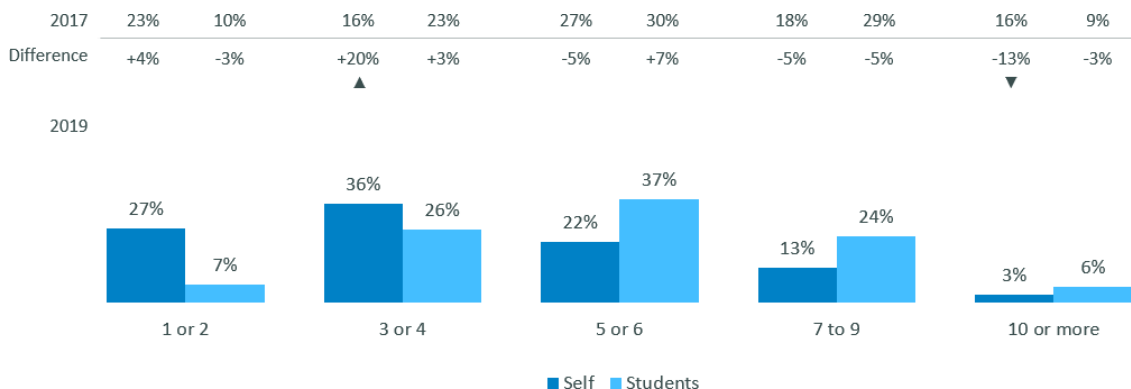
**Figure 32: Number of drinks consumed - self vs other students**

Figure 32 Base 2017/2019: Total ANU & UC Self (112/104), Others (146/121) Q14 A standard drink is about one shot of spirits, ¼ can of full strength beer or a small glass of wine. How many standard drinks do you have on a typical day when you are drinking? Q22 A standard drink is about one shot of spirits, ¼ can of full strength beer or a small glass of wine. Thinking of the majority of students in your year at university, how many standard drinks do you think they drink on a single drinking occasion? ▲ ▼ = significantly higher/lower than 2017

### Campaign recognisers estimated drinking frequency of friends and other students decreased

Figure 33 compares, for campaign recognisers and non-recognisers, the estimated number of standard drinks per drinking session consumed by close friends and other students. Results show that recognisers were less likely to believe that close friends and other students drink 4+ times per week; 3 per cent and 4 per cent respectively among recognisers compared to 13 per cent for both close friends and other students among non-recognisers. The perception by campaign recognisers at this frequency of drinking matches the actual behaviour (2 per cent of students report drinking at this frequency in 2019).

For drinking 2-3 times per week, the perception by campaign recognisers and non-recognisers about close friends' frequency of drinking is relatively accurate. The perception at this frequency level about others' drinking is more accurate among non-recognisers. However at the lower frequency of 2 – 4 times per month, perceptions by campaign recognisers about their close friends' frequency of drinking are over-estimated by campaign recognisers, while fairly accurate by non-recognisers and for both groups when considering other students' drinking frequency. Overall, estimates of drinking frequency have curbed - a strong indication that the campaign has dampened over-estimation of peer drinking at higher frequencies.

**Figure 33: Drinking frequency- recogniser vs non-recogniser**

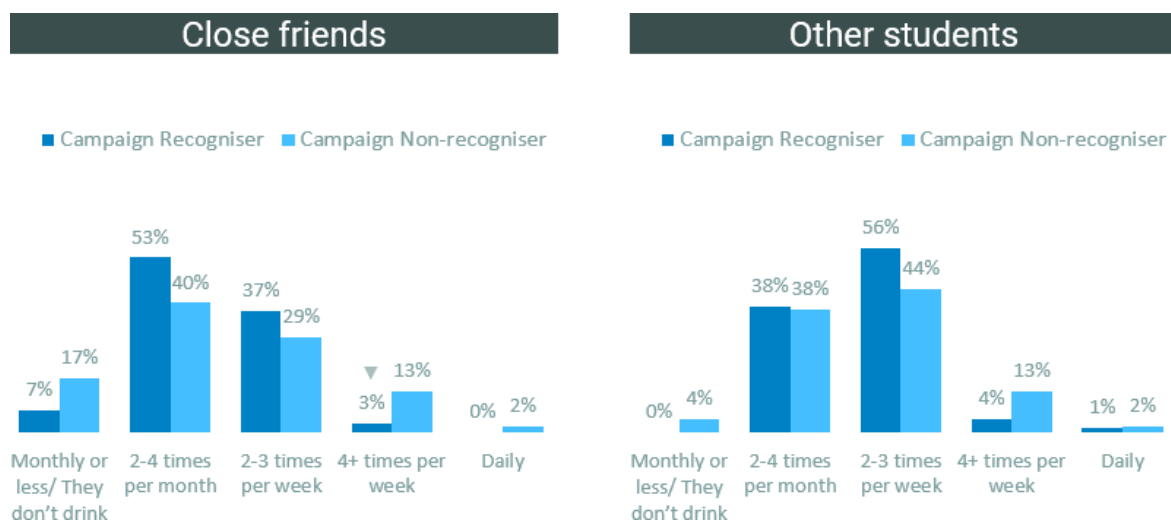


Figure 33 Base 2019: Total ANU & UC. Campaign Recogniser (73), Campaign Non-recogniser (48) Q38 Thinking of your closest friends, how often do you think they drink alcohol? Total ANU & UC. Campaign Recogniser (73), Campaign Non-recogniser (48) Q39 The majority of students in your year at university, how often do you think they drink alcohol? ▲ ▼ = significantly higher/lower than Campaign Non-recogniser

As shown in figure 34, there was an indication that campaign recognisers were more likely to believe that close friends and peers would disagree with it being acceptable to drink to get drunk. Perceptions that other students would disagree was twice as high (33 per cent) compared to non recognisers (14 per cent) suggesting a shift to lower acceptability of drinking to get drunk has occurred.

**Figure 34: Acceptability of drinking to get drunk - recognizer vs non-recognizer**

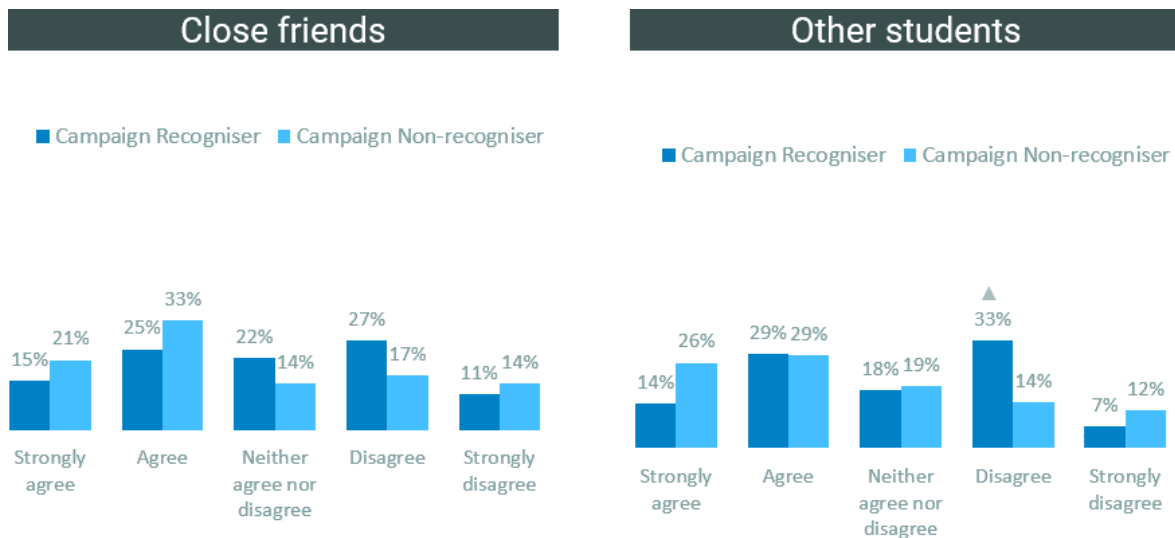


Figure 34 Base 2019: Total ANU & UC. Campaign Recogniser (73), Campaign Non-recogniser (42) Q25 Please consider the statement "it is okay to drink with the intention of getting drunk". Thinking about [your closest friends], do you think that they would agree with this statement? Q25 Please consider the statement "it is okay to drink with the intention of getting drunk". Thinking about [students in your year at university], do you think that they would agree with this statement? Total ANU & UC. Campaign Recogniser (73), Campaign Non-recogniser (48) ▲ ▼ = significantly higher/lower than Campaign Non-recogniser

## G. PERFORMANCE AGAINST OBJECTIVES

<p><b>Objective:</b> By December 2018, at least 50% of students within the target population have been reached by the campaign.</p>	<p>A total of 65.2 per cent of ACT University students recognize the 'Reduce Risky Drinking' campaign, stronger among ANU students (81.1 per cent) compared to UC students (50.8 per cent). High cut through at ANU is largely driven by the residential hall events and ANU's high proportion of respondents residing in university residences (98.6 per cent). Posters (68.5 per cent) and Market day/ O-week stalls (42.5 per cent) are other common sources of awareness.</p>
<p><b>Objective:</b> By December 2018, at least 50% of target students who are aware of the campaign recognise misperceptions of social norms around drinking.</p>	<p>'It's ok to be a non-drinker at university' is the top ranked message takeout by 37.0 per cent of students and the strongest message takeout among both ANU and UC students. 'Students at university don't drink as much as you think' was among the top 3 message takeouts, chosen by 52.1 per cent of students. This was strongest among UC students (56.7 per cent) but only marginally higher than ANU students (48.8 per cent).</p>
<p><b>Objective:</b> By December 2018, at least 25% of target students who are aware of the campaign feel more confident discussing problematic drinking behaviours with their peers.</p>	<p>There have been directional, yet non-significant, shifts in confidence since 2017. Claimed confidence to discuss however is already high at 78.0 per cent (confident/ somewhat confident), making the task of improvement more challenging. There is evidence to suggest that there is a greater need to increase confidence among females than males.</p> <p>There has however been an increase in students feeling comfortable with own alcohol consumption (78.6 per cent from 63.6 per cent in 2017)</p>
<p><b>Objective:</b> Assess the effectiveness of the campaign on changing the rates of risky alcohol consumption among undergraduate university students in the ACT.</p>	<p>There was a significant decrease in a number of negative consequences as a result of drinking alcohol since 2017, including having:</p> <ul style="list-style-type: none"> <li>missed work or school (19.4 per cent to 10.0 per cent)</li> <li>passed out (15.6 per cent to 7.9 per cent)</li> <li>having to see a doctor or other healthcare professional (3.8 per cent to 0 per cent)</li> </ul> <p>Additionally, the number of standard drinks consumed in a single day of drinking decreased (10+ drinks consumed by 16.1 per cent of students in 2017 compared to 2.9 per cent in 2019), university students are less likely to opt for high percentage alcohol (decrease in bottled spirits and liquors from 31.3 per cent to 19.2 per cent) and students claim to drink in public venues less (decrease in drinking on pubs, bars and clubs from 40 per cent in 2017 to 23 percent in 2019).</p> <p>Campaign recognisers were more likely to believe that close friends and peers would disagree with it being acceptable to drink to get drunk. Perceptions that other students would disagree was twice as high (33.0 per cent) compared to non recognisers (14.0 per cent) suggesting a social shift to lower acceptability of drinking to get drunk has occurred.</p> <p>Results showed that campaign recognisers were less likely to believe close friends and other students drink 4+ times per week (3 per cent among recognisers, 13 per cent among non-recognisers) and more likely to estimate their frequency of drinking to be 2-3 times per week (37 per cent among recognisers, 29 per cent among non-recognisers), indicating that overall estimate of drinking frequency has curbed as result of seeing the campaign.</p> <p>As mentioned, and also relevant to this objective, the top message takeout of the campaign was 'It's okay to be a non-drinker at university' with more than one in three (37.0) rating it as the top main message. Other message takeouts 'students are not drinking as much as you think' 'risky drinking is associated with social harms' and 'risky drinking is associated with long-term health harms' were chosen equally as often at about 20.0 per cent.</p>

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