



# 2011

Alcohol Education and Rehabilitation Foundation

**ANNUAL ALCOHOL POLL:**

**Community Attitudes and Behaviours**



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# OVERVIEW

There is an increasing perception that alcohol is a problem, with the vast majority (80%) of the population stating that Australians have a problem with excess drinking and alcohol abuse. The belief that alcohol is a problem is shared evenly across Gen Y, Gen X and Baby Boomers, and is becoming increasingly supported among regular drinkers, demonstrating that this perception was apparent regardless of age or level of alcohol consumption.

Alcohol is also perceived by Australians as an increasingly harmful drug. Although alcohol is still seen as second to illicit substances, the gap between the two has narrowed to just 6%, representing a 12% change from 2010.

Alcohol is consumed by 84% of Australian adults. On average, people that consume alcohol do so two days each week. Similar to the 2010 survey, while Baby Boomers are more likely to consume alcohol on more occasions, Gen Ys are more likely to consume larger quantities of alcohol in one sitting.

While around half (52%) of all drinkers limit themselves to one to two standard drinks on a typical occasion, there are a large number of Australians who continue to consume alcohol at harmful levels. Over one-third of drinkers or four million Australians, admit to drinking alcohol to get drunk. This was highest among Gen Y drinkers, with 61% indicating they consume alcohol to get drunk. Of even greater concern is that half of all people who reported drinking to get drunk are doing so at least once a month. Despite the large number of people admitting to consuming alcohol in this way, only 7% of Australians reported feeling uncomfortable with the amount of alcohol they consumed.

Awareness of the National Health and Medical Research Council (NHMRC) Guidelines is low, with only 12% of the population having knowledge of the content of the Guidelines. The lack of awareness of the Guidelines suggests that greater efforts need to be made to ensure this information is more publicly available. However, awareness of the harms associated with alcohol use during pregnancy and breastfeeding is higher (80% and 72% respectively), as is knowledge that it is harmful to give alcohol to people under 18 years (82%).

The majority (82%) of Australians also believe that more needs to be done to address alcohol-related harms, with people thinking that governments (58%), pubs and clubs (68%) and producers (74%) are not doing enough to address alcohol misuse. When asked about support for policies to address alcohol-related harms, results varied from just under half (46%) of all Australians supporting an increase in tax for alcohol products to pay for health, education and treatment of alcohol problems, to 69% of Australians supporting a ban on alcohol advertising on television before 8:30pm.

Other policies supported by a majority of Australians included banning alcohol industry donations to political parties (64%), introducing health warning labels (62%) and establishing an independent alcohol advertising regulatory body (58%).

# BACKGROUND

Since 2010, the Alcohol Education and Rehabilitation Foundation (AER Foundation) has conducted annual nation-wide polling to determine community attitudes and behaviours relating to alcohol. This is the first time that the polling has been made public in its entirety. Previously, the purpose of the poll was to guide internal strategic directions and communications activities.

While the specific purpose of the poll has varied depending on the AER Foundation's alcohol policy objectives, some key objectives have remained consistent throughout polling. These include:

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

In January 2011, Galaxy Research was commissioned by the AER Foundation to conduct the annual study into attitudes and behaviours. In addition to the key objectives, the 2011 poll also sought to:

- Gain an understanding of community awareness of the risks associated with alcohol misuse; and
- Determine how alcohol impacts on local communities.

This report provides an overview of the findings of the 2011 nation-wide poll. It also provides information regarding trends observed between 2010 and 2011.

# 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 Friday 14 January and was completed on Monday 17 January 2011. The sample was 1,009 respondents from across the country, aged 18 years and older distributed throughout Australia, as follows:

- NSW/ACT – 349
- Victoria/Tasmania – 299
- Queensland – 204
- South Australia – 68
- Western Australia – 89

The questionnaire was designed by Galaxy Research in consultation with the AER Foundation. 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.

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 – 18-29 years
- Gen X – 30-44 years
- Baby Boomers – 45-64 years

Respondents were also categorised into three even 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

- 37% of Australians perceive alcohol to be the most harmful drug compared to tobacco and illicit substances, up from 31% in 2010.
- This is more than double those who perceive tobacco to be the most harmful drug (17%).
- Non-drinkers are more likely to suggest that alcohol is a more harmful drug than illicit substances. This was different to 2010 when all consumption groups perceived illicit substances as the most harmful drug.

### Biggest health threat to Australians

- 19% of Australians perceive alcohol to be the greatest health threat, compared to obesity (52%), tobacco (17%) and diabetes (8%).
- As with the 2010 survey, the greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a health threat. Just 8% of regular drinkers consider alcohol to be the biggest health threat, compared to 34% of non-drinkers.
- Consistent to 2010 findings, there were no differences between Baby Boomers (19%), Gen X (19%) and Gen Y (19%) on the perception of alcohol as the greatest health threat.

### Australia's problem with alcohol

- An increasing number of people think that Australians have a problem with excess drinking or alcohol abuse (80%), up from 73% in 2010.
- This is reflected equally among all generational groups.
- There was a significant increase in the number of regular drinkers who think that Australians have a problem with alcohol, with 78% of regular drinkers reporting this, up from 59% in 2010.

### Actions to address alcohol-related harms

- 82% of people believe that more needs to be done to reduce the harms caused by alcohol-related illness, injury, death and related issues. The corresponding figure in 2010 is 79%.
- As age increases, so too does the perception that more needs to be done to address alcohol-related harms, with 76% of people aged 18-24 years perceiving this, compared to 87% of people aged 50 years and over.
- 58% of Australians believe that governments are not doing enough to address alcohol misuse, while 68% think pubs and clubs are not doing enough, and 74% think that alcohol producers are not doing enough.

## Alcohol consumption

### Number of occasions alcohol is consumed

- Alcohol is consumed by 84% of Australian adults, with men (88%) more likely to consume than women (80%).
- Gen Y (88%) and Gen X (89%) are more likely to consume alcohol than Baby Boomers (78%).
- On average, Australian drinkers consume alcohol on two days each week, while 29% consume alcohol on three days a week or more.
- Consistent with the 2010 survey, Baby Boomers that consume alcohol are more likely than younger generations to drink on more occasions in one week, with 39% of Baby Boomers consuming alcohol on three days or more compared to 29% Gen X and 13% of Gen Y.

### Amount of alcohol consumed by Australian drinkers

- While around half (52%) of all drinkers will limit themselves to one to two standard drinks on a typical occasion, 47% will drink three or more and a further 1% cannot state with certainty how much they typically consume.
- 1.4 million Australians consume six or more standard drinks on a typical occasion.
- Of people who consume alcohol, Gen Y are more likely to drink more in one sitting with 20% typically drinking six or more standard drinks, compared to 11% of Gen X and 9% of Baby Boomers consuming this amount in one sitting.
- Almost one quarter (24%) of 18-24 years who drink alcohol have six or more standard drinks on one occasion.

### Drinking to get drunk

- Over one-third (35%) of drinkers or four million Australians, consume alcohol to get drunk.
- The majority of Gen Y who consume alcohol (61%) do so with the intention of getting drunk.
- 17% of drinkers admit to drinking to get drunk at least once a month, with 10% drinking to get drunk at least once a week.

### Perception of individual consumption

- The majority of Australians (69%) are comfortable with how much alcohol they consume. 23% sometimes feel that they have had too much to drink, 7% admit to being uncomfortable.
- 41% of Australians indicated there was no change to their alcohol consumption, 32% had reduced intake or given up, with 11% increasing their intake.

### Alcohol product preferences of Australian drinkers

- Wine is the main alcoholic beverage purchased by Australian drinkers (42%), followed by beer (34%) and spirits (22%).
- The majority of women buy wine (56%), while the majority of men purchase beer (51%).
- Beer is the main alcohol beverage purchased by Gen Y (37%), while wine is the preference for Gen X (41%) and Baby Boomers (53%).

### Australian drinkers considerations when purchasing alcohol

- Taste, price and brand loyalty are the main considerations when purchasing alcohol, whether in a pub or club, or from bottle shops or supermarkets.
- Gen Y are more likely to consider price, alcohol strength (higher) and low carb than Gen X and Baby Boomers.
- Baby Boomers are more likely to consider low alcohol content, than Gen X and Gen Y.

## Awareness of the risks associated with alcohol misuse

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

- Just over half of all Australian adults (54%) are aware of the NHMRC's Guidelines to reduce health risks from drinking alcohol, but relatively few (12%) are familiar with the content.
- 10% of all Australian adults are aware that the Guidelines had been updated in 2009.

### The maximum number of drinks to reduce harms

- 38% 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.
- 10% of people who are aware of the Guidelines know the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four.

### Awareness of harms caused by drinking alcohol when pregnant or breastfeeding

- 80% Australians believe consuming alcohol while pregnant can be harmful to the developing foetus and 72% believe drinking alcohol while breastfeeding is harmful to the baby.
- 72% of women who have been pregnant or breastfed are aware of Foetal Alcohol Syndrome and related disorders.
- Fewer than half of women who have been pregnant or breastfed recall having had a health specialist raise with them the harms associated with drinking alcohol (42%).
- Women with higher household incomes are more likely to have been informed about the harms of alcohol misuse during pregnancy.

### Awareness of health conditions associated with alcohol misuse

- Most Australians associate illnesses such as cirrhosis of the liver (88%) and liver cancer (69%) and heart disease (55%) with alcohol misuse.
- However, fewer Australians are aware of the link between alcohol misuse and stroke (44%), mouth and throat cancer (24%) and breast cancer (11%).

### Awareness of the harms associated with alcohol misuse among young people

- A majority (82%) of people believe that it is harmful to give alcohol to anyone under the age of 18 years.
- This view is greatest among women (87%), people with children (87%) and non-drinkers (93%).
- The majority of Australians are aware that underage consumption of alcohol can affect the developing brain (82%), lead to problematic drinking habits later in life (77%) and increase the likelihood of being engaged in risky sexual behaviour (68%).

## Impact of alcohol availability at the local level

### Perceptions of alcohol availability at the local level

- 48% of Australians feel that they do not have enough say in the number of licensed venues in their community, which is twice as many as those who feel they do have enough say (24%).
- 5% of people have made a complaint about a licensed venue in their local area.
- People with children aged 13-17 years were twice as likely to have made a complaint about a licensed venue (9%).

### Alcohol-related violence

- Over five million Australians have been affected by alcohol-related violence. This includes 2.6 million that have been a victim of alcohol-related violence.
- The most preferred measures to address alcohol-related violence are harsher penalties for offenders (77%) and increasing the police presence (59%).
- Non-drinkers are more likely to support all measures to address alcohol-related violence.

## Perspectives on alcohol-related policies

### Alcohol labelling

- The majority of Australians (62%) believe that health information labels should be placed on products containing alcohol.
- Women and non-drinkers are most supportive of the introduction of health information labels.

### Regulating alcohol advertising

- 72% of Australians believe that alcohol advertising and promotion influences the behaviour of people under 18 years.
- Over two-thirds (69%) of all adults support a ban of alcohol advertising on television before 8:30pm, seven days a week.
- Women, Baby Boomers and non-drinkers are more supportive of banning alcohol advertising before 8:30pm seven days per week.
- The majority of Australians (58%) support a move to establish an independent regulatory body on alcohol advertising.

### Alcohol sponsorship of sporting events

- 47% of Australians believe alcohol advertising should not be allowed at sporting events.
- This belief is greatest among women, people aged 50 years and over and non-drinkers.

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

- Opinion is divided on whether tax should be increased on alcohol products to pay for health, education, and the cost of treating alcohol-related problems (46% for and 46% against).
- Support for increasing tax is highest among people aged 50 years and over (52%), people with children aged 13-17 years (54%) and non-drinkers (82%).

### Raising the legal drinking age

- 51% of people are in favour of raising the legal drinking age, while 43% are opposed and 6% of people are unsure.
- Support for this measure is highest among Baby Boomers (58%) and non-drinkers (80%).

### Alcohol industry and political donations

- 64% of Australians believe that political parties should not be able to receive donations from the alcohol industry.
- 56% of people believe donations from the alcohol industry influences governments' decision-making.

# FINDINGS

## Attitudes towards alcohol in Australia

### Most harmful drug for Australians

- **37% of Australians perceive alcohol to be the most harmful drug compared to tobacco and illicit substances, up from 31% in 2010.**
- **This is more than double those who perceive tobacco to be the most harmful drug (17%).**
- **Non-drinkers are more likely to suggest that alcohol is a more harmful drug than illicit substances. This was different to 2010 when all consumption groups perceived illicit substances as the most harmful drug.**

Australians continued to perceive illicit substances as the most harmful drug in Australia (43%), followed by alcohol (37%) and tobacco (17%). However the perception of alcohol as a harmful drug has increased by 6% from the 2010 survey, with the gap between alcohol and illicit drugs narrowing from 18% in 2010, to just 6% in the latest study. The table below provides an overview of community perceptions of the most harmful drug in Australia in 2010 and 2011.

	2010 Survey (%)	2011 Survey (%)	Difference (%)
Alcohol	31	37	+6
Tobacco	18	17	-1
Illicit Drugs	49	43	-6
Unsure	2	3	+1
Totals	100	100	N/A

Demographic analysis of the results revealed trends between the 2010 and 2011 surveys including:

- Women are less likely than men to perceive tobacco as the most harmful drug in Australia (15% compared to 20%). When this trend was identified in 2010, the difference was less profound (17% compared to 19%).
- Baby Boomers are more likely than Gen X and Gen Y to perceive alcohol as the most harmful drug (41%, compared to 37% for Gen X and 32% for Gen Y). Baby Boomers are more likely to perceive illicit substances as the most harmful drug (45%, compared to 41% for Gen X and 41% for Gen Y). These trends were not identified in 2010, when generational perceptions were more similar. For example, in relation to alcohol, 30% of Gen Y perceived it to be the most harmful drug compared to 32% of Gen X and 32% of Baby Boomers.
- Baby Boomers are less likely to perceive tobacco as the most harmful drug (12%, compared to 18% for Gen X and 25% for Gen Y). This trend was identified in 2010, however the differences between Baby Boomers and Gen X and Gen Y were less profound (16%, compared to 17% and 23%).

In 2010, Australians perceived illicit substances to be more harmful than alcohol across all consumption levels. However in 2011, alcohol was selected as a more harmful drug than illicit substances by non-drinkers, of whom 48% considered alcohol to be the most harmful drug, compared to 38% selecting illicit drugs.

### Biggest health threat to Australians

- **19% of Australians perceive alcohol to be the greatest health threat, compared to obesity (52%), tobacco (17%) and diabetes (8%).**
- **As with the 2010 survey, the greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a health threat. Just 8% of regular drinkers consider alcohol to be the biggest health threat, compared to 34% of non-drinkers.**
- **Consistent to 2010 findings, there were no differences between Baby Boomers (19%), Gen X (19%) and Gen Y (19%) on the perception of alcohol as the greatest health threat.**

The perception of alcohol as a health threat has increased by 1% from 2010, with 19% of people suggesting it is the biggest health threat to Australians, when compared to obesity (52%) tobacco (17%) and diabetes (8%). Australians again perceived obesity to be the greatest health threat, with 52% selecting obesity, compared to 53% in 2010. The table below provides a more detailed breakdown of community perceptions of the biggest health threat to Australians in 2010 and 2011.

	2010 Survey (%)	2011 Survey (%)	Difference (%)
<b>Alcohol</b>	18	19	+1
<b>Obesity</b>	53	52	-1%
<b>Diabetes</b>	9	8	-1%
<b>Tobacco</b>	18	17	-1%
<b>Unsure</b>	2	4	+2%
<b>Totals</b>	100	100	N/A

Demographic analysis of the results revealed trends between the 2010 and 2011 surveys including:

- There are no differences between women and men as to the perception of alcohol as a health threat (19% of women and men). This was similar to 2010 when there was little difference between men (17%) and women (18%).
- Women are more likely than men to select obesity as the greatest health threat (55% compared to 49%), while men are more likely than women to select tobacco (19% compared to 14%). This trend was identified in 2010 with obesity (54% compared to 51%) and tobacco (20% compared to 17%).
- There are no differences between Baby Boomers, Gen X and Gen Y as to the perception of alcohol as the greatest health threat (19% of Baby Boomers, Gen X and Gen Y). In 2010, the same trend was identified with 18% of Baby Boomers, Gen Y and Gen X respectively identifying alcohol as the greatest health threat.

- People with higher household income are more likely to rate obesity as the greatest health threat, when compared to people with lower household income (59% of people from households earning over \$90,000, compared to 51% of people from households earning \$40,000-\$90,000, and 47% of people from households earning under \$40,000). A similar trend was identified in 2010 when the corresponding figures were 58% compared to 52% and 45%.
- The greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a health threat, with 8% of regular drinkers considering alcohol to be the biggest threat, compared to 14% of moderate drinkers, 24% of occasional drinkers and 34% of non-drinkers. This is consistent with the 2010 survey.

### Australia's problem with alcohol

- **An increasing number of people think that Australians have a problem with excess drinking or alcohol abuse (80%), up from 73% in 2010.**
- **This is reflected equally among all generational groups.**
- **There was a significant increase in the number of regular drinkers who think that Australians have a problem with alcohol, with 78% of regular drinkers reporting this, up from 59% in 2010.**

There is an increasing perception that Australians have a problem with excess drinking or alcohol abuse, with 80% of people now sharing this opinion, up from 73% in 2010.

The key differences identified within the current study when compared and 2010 are:

- In 2011, Gen Y, Gen X and Baby Boomers all equally perceived alcohol to be a problem, with 80% of people from each of these demographics stating this. This trend is different to 2010 when Baby Boomers were more likely than Gen X and Gen Y to perceive alcohol as a problem (74%, compared to 73% and 69%).
- In 2011, there was a significant increase in the proportion of regular drinkers who believe alcohol is a problem in Australia, from 59% in 2010 to 78% in 2011, representing an increase of 19%.

Similar to 2010, analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to perceive that Australians have a problem with alcohol (84% compared to 76%). The differences between women and men was less profound in 2010 (73% compared to 72%).
- Non-drinkers are more likely than regular drinkers to think that alcohol is a problem for Australians (89% compared to 78%). This trend was similar, although more extreme, in 2010 (82% compared to 59%).

### Actions to address alcohol-related harms

- **82% of people believe that more needs to be done to reduce the harms caused by alcohol-related illness, injury, death and related issues. The corresponding figure in 2010 was 79%.**
- **As age increases, so too does the perception that more needs to be done to address alcohol-related harms, with 76% of people aged 18-24 years perceiving this, compared to 87% of people aged 50 years and over.**
- **58% of Australians believe that governments are not doing enough to address alcohol misuse, while 68% think pubs and clubs are not doing enough, and 74% think that alcohol producers are not doing enough.**



An overwhelming majority of people (82%) believe that more needs to be done to reduce the harms caused by alcohol-related illness, injury, death and related issues. In 2010 the corresponding figure was 79%.

When compared to 2010, analysis of demographic results and consumption trends revealed that:

- As age increases, so too does the perception that more needs to be done to address alcohol-related harms, with 76% of people aged 18-24 years perceiving this, compared to 87% of people aged 50 years and over. This trend was also reflected in 2010 (70% compared to 85%).
- Non-drinkers are more likely than regular drinkers to believe that more needs to be done to address alcohol-related harms (95% compared to 74%). This trend is consistent with the 2010 survey (85% compared to 70%).

Australians believe that more needs to be done by governments, clubs and pubs, and alcohol producers to address alcohol-related harms:

- Over half of all Australians (58%) believe that governments are not doing enough to address alcohol-related harms, while 20% of Australians think they are and 22% are unsure.
- Over two thirds of people believe that pubs and clubs (68%) are not doing enough to address alcohol-related harms, while 17% think they are and 16% are unsure.
- Almost three quarters of Australians (74%) believe alcohol producers are not doing enough to address alcohol-related harms, while 11% think they are and 14% are unsure.

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to think that alcohol companies (77% compared to 71%) are not doing enough to address alcohol-related harms.
- Baby Boomers are more likely than Gen X and Gen Y to think that governments are not doing enough to address alcohol-related harms (65%, compared to 51% and 57%). The same generational trend was observed with the perception of the actions taken by alcohol companies (79% compared to 72% and 70%) and pubs and clubs (71% compared to 64% and 65%).
- Non-drinkers are significantly more likely than regular drinkers to think that governments are not doing enough to address alcohol-related harms (72% compared to 48%). The same trend was observed with alcohol companies (86% compared to 65%) and pubs and clubs (81% compared to 60%).

## Alcohol consumption

### Number of occasions alcohol is consumed

- **Alcohol is consumed by 84% of Australian adults, with men (88%) more likely to consume than women (80%).**
- **Gen Y (88%) and Gen X (89%) are more likely to consume alcohol than Baby Boomers (78%).**
- **On average, Australian drinkers consume alcohol on two days each week, while 29% consume alcohol on three days a week or more.**
- **Consistent with the 2010 survey, Baby Boomers who consume alcohol are more likely than younger generations to drink on more occasions in one week, with 39% of Baby Boomers consuming alcohol on three days or more compared to 29% of Gen X and 13% of Gen Y.**

Alcohol is consumed by 84% of Australian adults, with men (88%) more likely to consume than women (80%). This represents a slight increase from 2010 when 81% of people consumed alcohol, with 83% of men and 78% of women consuming alcohol. On average, Australians consume alcohol on two days a week, consistent with findings from the 2010 survey. The table below provides a more detailed breakdown of the number of days a week Australian drinkers consume alcohol.

	2010 Survey (%)	2011 Survey (%)
Once a month or less	36	35
Once or twice a week	33	36
3 – 6 times a week	22	21
Daily	9	8

Analysis of demographic results from the 2010 and 2011 surveys revealed that:

- Gen Y (88%) and Gen X (89%) are more likely to consume alcohol than Baby Boomers (78%). This trend was also observed in 2010 (82%, compared to 83% and 79%).
- In 2011, more Gen Y and Gen X reported consuming alcohol, with a 6% increase in the number of people who consume alcohol in both of these generational groups, when compared to 2010.
- Baby Boomers who consume alcohol are more likely to drink on more occasions in one week, with 39% of Baby Boomers consuming alcohol on three days or more compared to 29% Gen X and 13% of Gen Y. This trend is consistent with 2010, when 39% of Baby Boomer drinkers consumed alcohol on three or more days per week, compared to 27% of Gen X and 19% of Gen Y.

## Amount of alcohol consumed by Australian drinkers

- **While around half (52%) of all drinkers will limit themselves to one to two standard drinks on a typical occasion, 47% will drink three or more and a further 1% cannot state with certainty how much they typically consume.**
- **1.4 million Australians consume six or more standard drinks on a typical occasion.**
- **Of people who consume alcohol, Gen Y are more likely to drink more in one sitting with 20% typically drinking six or more standard drinks, compared to 11% of Gen X and 9% of Baby Boomers consuming this amount in one sitting.**
- **Almost one quarter (24%) of 18-24 years who drink alcohol have six or more standard drinks on one occasion.**

While just over half (52%) of all drinkers have one to two standard drinks on a typical occasion, 47% will drink three or more and a further 1% cannot state with certainty how much they typically consume. This is largely unchanged from 2010, when 51% of people consumed one to two standard drinks, while 49% consumed three or more drinks. Over 1.4 million Australians (12%) reported having six or more drinks on a typical occasion, which is consistent with 2010. The table below provides an overview of the number of standard drinks that people reported consuming on a typical occasion in 2011 and 2010.

Number of standards drinks	2010 Survey (%)	2011 Survey (%)
1-2 standard drink	52	52
3 -5 standard drinks	35	35
6-10 standard drinks	9	10
11+ standard drinks	3	2
Do not know	1	1
	100	100

Analysis of demographic results of Australian drinkers from the 2010 and 2011 surveys revealed that:

- Women are more likely than men to only consume one to two standard drinks in one sitting (59% compared to 46%). This trend was also observed in 2010 (61% compared to 43%).
- Of people who consume alcohol, men are more likely than women to consume three or more drinks in one sitting (54% compared to 39%). This trend was also observed in 2010 (57% compared to 40%).
- Gen Y are more likely than Gen X and Baby Boomers to consume more drinks in one sitting, with 21% of Gen Y typically consuming six or more standard drinks, compared to 11% and 8% respectively. The same trend was observed in 2010 (20% compared to 13% and 8%).
- This is most prevalent among drinkers aged 18-24 years with almost one quarter (24%) of this group consuming six or more standard drinks on one occasion. Within this group, 4% consume more than 11 standard drinks on one occasion. The same trend was identified in 2010 with 24% consuming six or more drinks.
- Baby Boomers are more likely than Gen Y to have 1-2 drinks in one sitting (58% compared to 40%).

## Drinking to get drunk

- **Over one-third (35%) of drinkers, or four million Australians, consume alcohol to get drunk.**
- **A majority of Gen Y who consume alcohol (61%) do so to get drunk.**
- **17% of drinkers admit to drinking to get drunk at least once a month, with 10% drinking to get drunk at least once a week.**

Over one-third (35%) of drinkers indicated that they consume alcohol with the intention of getting drunk, equating to over four million Australians. Almost one in ten (9%) Australians drink alcohol to get drunk once or more a week. The table below provides an overview of the number of times people reported drinking to get drunk.

Drink to get drunk	%
Yes, at least twice a week	3
Yes, at least once a week	6
Yes, at least once a month	8
Yes, less than once a month	18
<b>Subtotal</b>	<b>35</b>
<b>No, never</b>	<b>65</b>

Analysis of demographic results of Australian drinkers from the 2010 and 2011 surveys revealed that:

- The majority (61%) of Gen Y drink to get drunk. This is significantly higher than Gen X and Baby Boomers (36% and 15%).
- Gen Y are more likely than Baby Boomers to drink to get drunk once or more a week (14% compared to 7%).
- People from households with incomes over \$90,000 are more likely than those from households with incomes below \$40,000 to drink alcohol to get drunk (37% compared to 25%).

## Perception of individual consumption

- **The majority of Australians (69%) are comfortable with how much alcohol they consume, 23% sometimes feel they have too much to drink and 7% admit to being uncomfortable.**
- **41% of Australians indicated there was no change to their alcohol consumption, 32% had reduced intake or given up, while 11% had increased their intake.**

The majority of drinkers are comfortable with how much alcohol they consume. Overall, 69% are comfortable, 23% sometimes feel that they have had too much to drink and 7% admit to being uncomfortable.

When asked how their consumption had changed from 12 months ago, 41% of Australians indicated there had been no perceivable change in drinking habits in the past year. Almost one in three Australians (32%) 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 figures were consistent with the 2010 survey with 41% indicating there had been no change and 12% drinking more. However fewer people reported drinking less or giving up (28%).

Analysis of demographic results of drinkers from the 2011 survey revealed that:

- Gen Y are more likely to say they are occasionally uncomfortable with the amount of alcohol they consume, with 27% of Gen Y's stating this, followed by 23% of Gen X and 18% of Baby Boomers.
- Regular drinkers (34%) are less likely to indicate they are comfortable with their drinking, than moderate drinkers (73%) and occasional drinkers (89%).
- People who earn less than \$40,000 are more likely to feel uncomfortable about their drinking, with 15% stating this, compared to 7% of people earning \$40,000-90,000 and 5% earning \$90,000 or more.

### Alcohol product preferences of Australian drinkers

- **Wine is the main alcoholic beverage purchased by Australian drinkers (42%), followed by beer (34%) and spirits (22%).**
- **The majority of women buy wine (56%), while the majority of men purchase beer (51%).**
- **Beer is the main alcohol beverage purchased by Gen Y (37%), while wine is the preference for Gen X (41%) and Baby Boomers (53%).**

Wine is the main alcoholic beverage purchased by Australian drinkers (42%), followed by beer (34%) and spirits (22%). Analysis of demographic results of Australian drinkers revealed that:

- Gender differences were observed, with the majority of women (56%) purchasing wine, over spirits (27%) and beer (15%). The majority of men purchase beer (51%), over wine (30%) and spirits (18%).
- Wine is the preferred beverage for people from all income levels, including those from households earning under \$40,000 (40%), those from households earning between \$40,000 and \$90,000 (42%) and people from households earning over \$90,000 (44%).
- Beer is the beverage of choice for regular drinkers (46%), while wine is the beverage of choice for moderate and occasional drinkers (45% and 40%).
- Spirits are the preferred product of 18-24 year old drinkers (37%). Wine is the preferred alcoholic beverage among drinkers aged 35-49 (45%) and 50+ (54%). Drinkers aged 25-34 are equally likely to purchase wine and beer (36% for each).
- Wine is the preference for Gen X (41%) and Baby Boomers (53%). Gen Y are also twice as likely to purchase spirits (32%) than are Baby Boomers (16%), with spirits being the least popular product among Gen X and Baby Boomers. The table below details the number of alcohol product preferences by generation.

	Gen Y	Gen X	Baby Boomers	All consumers
Beer	37%	35%	30%	34%
Wine	29%	41%	53%	42%
Spirits	32%	23%	16%	22%
Don't know	2%	2%	1%	2%

### Australian drinkers' considerations when purchasing alcohol

- **Taste, price and brand loyalty are the main considerations when purchasing alcohol, whether in a pub or club, or from bottle shops or supermarkets.**
- **Gen Y are more likely to consider price, alcohol strength (higher) and low carb than Gen X and Baby Boomers.**
- **Baby Boomers are more likely to consider low alcohol content than Gen X and Gen Y.**

The main considerations for Australian drinkers when purchasing alcohol in a pub or club (on-licence), or from bottle shops or supermarkets (off-licence) included:

- Taste: 62% of people consider taste when in an on-licence premise and 63% of people consider this in an off-licence.
- Price: 40% of people consider price when in an on-licence and 61% of people consider this in an off-licence.
- Brand loyalty: 27% of people consider brand loyalty when in an on-licence and 40% consider this when in an off-licence.

The factors that are considered the least are the inclusion of high quality ingredients, low carbohydrate content and low alcohol content.

Differences were observed in the purchasing considerations made by drinkers from different generations, including:

- Gen Y are more likely than Gen X and Baby Boomers to consider cheaper price, higher alcohol content and low carbohydrates, when purchasing alcohol in a pub or club, or bottle-shop and supermarket.
- Baby Boomers are more likely to consider lower alcohol content than Gen X and Gen Y when purchasing alcohol in a pub or club, or take-away supermarket.
- Across all generations the top three considerations are taste, cheaper price and brand loyalty when purchasing alcohol at a pub and club.

## Awareness of the risks associated with alcohol misuse

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

- **Just over half of all Australian adults (54%) are aware of the NHMRC's Guidelines to reduce health risks from drinking alcohol, but relatively few (12%) are familiar with the content.**
- **10% of all Australian adults are aware that the Guidelines had been updated in 2009.**

Just over half of all Australian adults (54%) are aware of the Australian Guidelines to Reduce Health Risks from Drinking Alcohol. However, only 12% are familiar with the content of the Guidelines. Of people with some awareness of the Guidelines, 18% were aware that they were updated in 2009. This is equivalent to 10% of all adult Australians.

Analysis of demographic results and consumption trends revealed that:

- Awareness of the Guidelines is higher among Baby Boomers (60%), when compared to Gen X (54%) and Gen Y (44%).
- There is greater awareness of the content of the Guidelines among regular drinkers, compared to non-drinkers (18% compared to 10%).
- Of the people who are aware of the Guidelines, knowledge that the Guidelines had been updated in 2009 was highest among people aged 18-24 years (29%). Non-drinkers are least likely to be aware that the Guidelines had been updated in 2009 (10%).

### The maximum number of drinks to reduce harms

- **38% 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.**
- **10% of people who are aware of the Guidelines know the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four.**

Of people with some awareness of the Guidelines, 38% know the recommended maximum number of standard drinks (two) in one day to minimise long-term risk of alcohol-related harms. 27% of people are unsure, 19% suggested three to six drinks and the remaining 16% suggested one standard drink.

Significantly fewer people (10%) with some awareness of the Guidelines know the maximum number of standard drinks (four) a person can have in one sitting to minimise short-term risks. 52% of people suggested one to three drinks, 31% were unsure and the remaining 8% suggested five or more drinks. Knowledge of the maximum number of standard drinks to reduce short-term harm (four) is highest among regular drinkers (22%). The table below provides a detailed breakdown of the perceived number of standard drinks to reduce short and long term harm.

Number of Drinks	Long term harm (%)	Short term harm (%)
1	16	10
2	38	28
3	9	13
4	6	10
5	2	4
6	1	2
8+	1	1
Unsure	27	31

### Awareness of harms caused by drinking alcohol when pregnant or breastfeeding

- **80% Australians believe consuming alcohol while pregnant can be harmful to the developing foetus and 72% believe drinking alcohol while breastfeeding is harmful to the baby.**
- **72% of women who have been pregnant or breastfed are aware of Foetal Alcohol Syndrome and related disorders.**
- **Fewer than half of women who have been pregnant or breastfed recall having had a health specialist raise with them the harms associated with drinking alcohol (42%).**
- **Women with higher household incomes are more likely to have been informed about the harms of alcohol misuse during pregnancy.**

A majority of Australians believe that drinking alcohol while pregnant can be harmful to the developing foetus (80%). Of the remaining people, 15% believe it is okay in moderation, 1% believe it is not harmful, while 4% are unsure.

A majority (72%) of Australians believe that it is harmful to consume alcohol while breastfeeding, while 20% believe that it is okay in moderation and 1% believe it is not harmful for the baby. The remaining 8% of people are unsure.

Analysis of demographic results and consumption trends revealed that:

- The view that alcohol consumption is harmful to the foetus was greater among women (84%) and non-drinkers (92%).
- The view that alcohol consumption while breastfeeding is harmful to the baby is greater among women (75%), occasional drinkers (76%) and non-drinkers (85%).

Of women who have been pregnant, 72% are aware of Foetal Alcohol Syndrome (FAS) and related disorders. Awareness of FAS is greater among regular drinkers (91%) and those with children aged 0-12 (79%). Trends were also observed linking income and education to awareness, with:

- People from households earning over \$90,000 (80%) are more aware of FAS than people from households earning under \$40,000 (62%).

- People with a university education (84%) have a higher awareness of FAS, compared to people who have not completed year 12 (69%).

Fewer than half of all women who have been pregnant or breastfed (42%) recall having had a health specialist raise the harms associated with alcohol consumption with them. Women from households earning over \$90,000 are more likely to have been informed by their health specialist (55%), compared with those earning under \$40,000 (26%).

### Awareness of health conditions associated with alcohol misuse

- **Most Australians associate illnesses such as cirrhosis of the liver (88%) and liver cancer (69%) and heart disease (55%) with alcohol misuse.**
- **However, fewer Australians are aware of the link between alcohol misuse and stroke (44%), mouth and throat cancer (24%), and breast cancer (11%).**

Most Australians associate illnesses such as cirrhosis of the liver (88%) and liver cancer (69%) and heart disease (55%) with alcohol misuse. However, fewer Australians are aware of the link between alcohol misuse and stroke (44%), mouth and throat cancer (24%) and breast cancer (11%). A small number of people (2%) indicated that alcohol is not linked with any of the conditions mentioned above.

Knowledge of the link between alcohol and cirrhosis of the liver increases with age, with 78% Gen Y identifying the link, compared to 89% of Gen X and 93% of Baby Boomers.

### Awareness of the harms associated with alcohol misuse among young people

- **A majority (82%) of people believe that it is harmful to give alcohol to anyone under the age of 18 years.**
- **This view is greatest among women (87%), people with children (87%) and non-drinkers (93%).**
- **The majority of Australians are aware that underage consumption of alcohol can affect the developing brain (82%), lead to problematic drinking habits later in life (77%) and increase the likelihood of being engaged in risky sexual behaviour (68%).**

The majority (82%) of Australians believe that it is harmful to provide alcohol to anyone under the age of 18 years, 12% believed it is not harmful and 6% are unsure. The understanding that alcohol is harmful to people under the age of 18 years is greatest among women (87%), people with children (87%) and non-drinkers (93%).

Most Australians are aware that alcohol consumed by people under the age of 18 years can affect the developing brain (82%) and lead to problematic drinking habits later in life (77%). Slightly fewer associate it with increased likelihood of risky sexual behaviour (68%) or injury (64%), while just over half (53%) associate under-age consumption with the potential risk of death.

A small percentage of people (3%) indicated that alcohol use by people under 18 years of age was not associated with any of the conditions listed above.

People with lower household incomes were more likely to indicate that it is harmful to provide alcohol to anyone under the age of 18, with 86% of those from households earning under \$40,000 stating this, compared to 78% of those earning \$90,000 or more.

## Impact of alcohol availability at the local level

### Perceptions of alcohol availability at the local level

- **48% of Australians feel that they do not have enough say in the number of licensed venues in their community, which is twice as many as those who feel they do have enough say (24%).**
- **5% of people have made a complaint about a licensed venue in their local area.**
- **People with children aged 13-17 years are twice as likely to have made a complaint about a licensed venue (9%).**

Almost half of all Australians (48%) feel they do not have enough say in the number of licensed venues in their community. This is twice as many as those who feel they do have enough say (24%), while the remaining 28% are unsure.

5% of Australians have made a complaint about a licensed venue in their local area, while the remaining 95% have not.

Analysis of demographic results and consumption trends revealed that:

- Baby Boomers are more likely to feel that they do not have enough say in the number of licensed venues in their community when compared to Gen X and Gen Y (55% compared to 44% and 43%).
- There is consistency across generations in the percentage of people who have ever made a complaint about a licensed venue, with 5% each of Baby Boomers, Gen X and Gen Y reporting having ever made a complaint.
- Non-drinkers are most likely to feel that they do not have enough say in the number of licensed venues in their community (60%).
- People with children aged 13-17 years are twice as likely to have made a complaint about a licensed venue (9%).

### Alcohol-related violence

- **Over five million Australians have been affected by alcohol-related violence. This includes 2.6 million who have been a victim of alcohol-related violence.**
- **The most preferred measures to address alcohol-related violence are harsher penalties for offenders (77%) and increasing police presence (59%).**
- **Non-drinkers are more likely to support all measures to address alcohol-related violence.**

Over five million Australians (41%) have been affected by alcohol-related violence. This includes 2.6 million (19%) who have been a victim of alcohol-related violence. Of the 41% of people who have been affected by alcohol-related violence, 30% had a family member or friend affected and 19% have been directly affected.

Analysis of demographic results and consumption trends revealed that:

- Women and men are equally as likely to have reported being a victim of alcohol-related harm (19% for each).
- Almost half (46%) of 18-24 year olds have been affected by alcohol-related harm. However, they are the less likely to have been directly affected when compared to people aged 50 years and over (12% compared to 21%).

The most preferred measures to address alcohol-related harms are harsher penalties for offenders (77%), increasing police presence (59%), banning shots and promotions that encourage excessive consumption (55%) and community awareness and education campaigns (51%). All of these options are supported by over half of all Australians. The table below provides details of support for various strategies to reduce alcohol-related violence.

Measures to address alcohol-related violence	Respondents (%)
Harsher penalties for offenders	77%
Increase police presence	59%
Ban shots and promotions that encourage excessive consumption	55%
Community awareness and education campaigns	51%
Remove glassware from licensed venues	49%
Limit trading hours of licensed venues	47%
Fine licensees	47%
None of the above	3%

Analysis of demographic results and consumption trends revealed that:

- Baby Boomers are significantly more likely than Gen X and Gen Y to support limiting trading hours (62%, compared to 39% and 32%) and the banning of shots and promotions that encourage excessive consumption of alcohol (72%, compared to 50% and 35%).
- Baby Boomers are also more likely than Gen X and Gen Y to support fines for licensees (55%, compared to 44% and 42%), and community awareness and education campaigns (58%, compared to 50% and 43%).
- People from households earning below \$40,000 are more likely than people from households earning above \$90,000 to support harsher penalties for offenders (82% compared to 73%), limiting trading hours (58% compared to 39%), removing glassware (55% compared to 43%) and banning shots and promotions (63% compared to 52%).
- Non-drinkers are more supportive of all measures to address alcohol-related harms when compared to occasional, moderate and regular drinkers. The most popular measures among non-drinkers are harsher penalties for offenders (84%) and banning shots and promotions that encourage excessive consumption (76%).

## Perspectives on alcohol-related policies

### Alcohol labelling

- **The majority of Australians (62%) believe that health information labels should be placed on products containing alcohol.**
- **Women and non-drinkers are most supportive of the introduction of health information labels.**

The majority of Australians (62%) support the implementation of health information labels on alcohol products. 27% are opposed to the introduction of labels and 11% are unsure.

Analysis of demographic data and consumption trends revealed that:

- Women are more likely than men to support the introduction of health information labels (66% compared to 57%).
- Support for the introduction of labels is greater among non-drinkers compared to regular drinkers (87% compared to 46%).

All of the suggested health messages were considered to be suitable by the majority of people, with the most popular being warnings about the potential harm caused by drinking while “pregnant or planning pregnancy” and the dangers associated with “mixing medication with alcohol”. The table below provides an overview of the health labels and people’s perception of their suitability for alcohol containers.

Alcohol Health Information Label	Support (%)
For women who are pregnant or planning pregnancy, not drinking is the safest option as alcohol consumption can harm the developing foetus	71
Mixing medication with alcohol can be harmful to your health	69
There is a link between alcohol and 60 different types of disease and injury, including oesophageal cancer, breast cancer and liver cirrhosis	63
Your drinking can harm those around you	62
Drinking more than two standard drinks per day increases your lifetime risk of cancer	61
Mixing illicit drugs such as cannabis, heroin, cocaine, methamphetamine, ecstasy, with alcohol can have dangerous consequences	61
Drinking more than four standard drinks on a single occasion more than doubles the risk of injury	58
People’s brains continue to develop into their 20s and alcohol consumption during this period may negatively affect its development	58

## Regulating alcohol advertising

- **72% of Australians believe that alcohol advertising and promotion influences the behaviour of people under 18 years.**
- **Over two-thirds (69%) of all adults support a ban of alcohol advertising on television before 8:30pm, seven days a week.**
- **Women, Baby Boomers and non-drinkers are more supportive of banning alcohol advertising before 8:30pm, seven days per week.**
- **The majority of Australians (58%) support a move to establish an independent regulatory body on alcohol advertising.**

More than one in three adult Australians (35%) are concerned about the general amount of alcohol advertising that they see, while the majority (58%) are not concerned and 7% are not sure. Demographic analysis and consumption trends reveal that a majority of non-drinkers (68%) and people aged 50 years and over (51%) are concerned about the amount of alcohol advertising that they see.

The majority (72%) of Australians believe that alcohol advertising and promotion influences the behaviour of people under 18 years. 10% of people are unsure as to whether alcohol advertising influences the behaviour of young people and 18% believe that it does not. Analysis of demographic data and consumption trends reveal that Baby Boomers (78%) and non-drinkers (85%) are most likely to believe that alcohol advertising influences the behaviours of young people.

Over two-thirds (69%) of all adults support a ban of alcohol advertising on television before 8.30pm, seven days a week, while 23% of people are opposed to the measure and 8% are unsure. Analysis of demographic data and consumption trends revealed that:

- Women are more likely than men to support a ban of advertising before 8:30pm (75% compared to 63%).
- Baby Boomers are more likely than Gen X and Gen Y to support this measure (74% compared to 67% and 61%).
- Non-drinkers are more likely than occasional, moderate and regular drinkers to support this measure (87% compared to 72%, 66% and 56%).

The majority of Australians (58%) support a move to establish an independent regulatory body on alcohol advertising, while 26% of people are not supportive and 17% are unsure. Analysis of demographic data and consumption trends revealed that:

- Support for independent regulation is higher among women (62%) than men (53%).
- Support for this measure increases with increasing age, with 56% of Gen Y supportive of this measure, 54% of Gen X and 62% of Baby Boomers.
- People with children are also more likely to support this measure (62%), compared to people without children (56%).
- The greatest support for this measure is among non-drinkers, with 76% supportive of this measure.

## Alcohol sponsorship of sporting events

- **47% of Australians believe alcohol sponsorship should not be allowed at sporting events.**
- **This belief is greatest among women, people aged 50 years and over and non-drinkers.**

Almost half (47%) of Australians believe that alcohol sponsorship should not be allowed at sporting events, 39% think that it should be allowed and 13% are unsure. Analysis of demographic and consumption trends revealed that:

- Women are more likely than men to think alcohol sponsorship should not be allowed at sporting events (55% compared to 40%).
- Baby Boomers are more likely than Gen X and Gen Y to think this (54%, compared to 45% and 37%).
- Non-drinkers are more likely than occasional, moderate and regular drinkers to think sponsorship should not be allowed at sporting events (77%, 50%, 41% and 33% respectively).

The greatest reasons that people provided for not allowing alcohol sponsorship at sporting events were that it suggests alcohol is part of the game (83%), it encourages the consumption of alcohol (82%), and it is visible to young people (73%).

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

- **Opinion is divided on whether tax should be increased on alcohol products to pay for health, education, and the cost of treating alcohol-related problems (46% for and 46% against).**
- **Support for increasing tax is highest among people aged 50 years and over (52%), people with children aged 13-17 years (54%) and non-drinkers (82%).**

Opinion is divided on whether tax should be increased on alcohol products to pay for health, education and the cost of treating alcohol-related problems (46% support an increase and 46% are against). The remaining 8% of participants are unsure.

Analysis of demographic results and consumption trends revealed that:

- Support for increasing taxation is higher among women than men (49% compared to 43%).
- Support for this measure also increases with increasing age, with Baby Boomers more likely than Gen X and Gen Y to support the measure (49%, compared to 45% and 41%).
- Over half (52%) of people aged over 50 years are supportive of an increase in taxation.
- Non-drinkers are more likely than occasional, moderate and regular drinkers to be in favour of an increase in tax (82%, compared to 55%, 37% and 22%).

## Raising the legal drinking age

- **51% of people are in favour of raising the legal drinking age, while 43% are opposed and 6% of people are unsure.**
- **Support for this measure is highest among Baby Boomers (58%) and non-drinkers (80%).**

Just over half (51%) of the population is in favour of raising the legal drinking age, while 43% are opposed and 6% are unsure. This result has changed little since 2010, with 52% in favour and 41% opposed.

Analysis of demographic results and consumption trends revealed that:

- Increasing the legal drinking age is more popular among Baby Boomers, than Gen X and Gen Y (58%, compared to 49% and 42%). This trend was also observed in 2010 (58%, compared to 55% and 37%).
- Support for increasing the legal drinking age is highest among non-drinkers when compared to regular drinkers (80% versus 38%). The same trend was identified in 2010; however the gap between non-drinkers and regular drinkers was 12% less (70% compared to 40%).

## Alcohol industry and political donations

- **64% of Australians believe that political parties should not be able to receive donations from the alcohol industry.**
- **56% of people believe donations from the alcohol industry influences governments' decision-making.**

The majority of Australians (64%) believe that political parties should not be able to receive political donations from alcohol companies, 18% of people believe that donations from alcohol companies should continue to be allowed and 18% are unsure.

Over half of all adult Australians (56%) believe that alcohol industry donations influence governments' decision making, while 19% of people believe that it would not and 26% of people are unsure.

Analysis of demographic results and consumption trends revealed that:

- Women are more likely than men to think that political parties should not be able to receive donations from the alcohol industry (67% compared to 61%). However, men are more likely than women to think that alcohol industry donations influence governments' decision-making (60% compared to 51%).
- Non-drinkers are significantly more likely than regular drinkers to believe that political parties should not receive donations from alcohol companies (77% compared to 53%). They are also more likely to think that political parties would be influenced by alcohol companies (64% compared to 51%).



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