# Annual alcohol poll 2018: Attitudes and behaviours

## Dangerous cocktail: Aussies uninformed and misled on alcohol-related cancer & disease links

Aussies feel they are in the dark when it comes to an awareness of the links of long-term harm and alcohol consumption, with the vast majority wanting to know more about the harm associated with regular alcohol use.

Now in its ninth year, the *Annual alcohol poll 2018: Attitudes and behaviours* examines in detail Australians’ awareness of the links between alcohol and cancer and other disease, our understanding of the official drinking guidelines, and our desire as consumers to be fully informed of the risks associated with alcohol use, and measures to reduce that harm.

Carried out by YouGov Galaxy, the Poll reveals valuable trend data and provides insights into community perspectives on alcohol, highlighting the extent of alcohol harm in the Australian community.

This year the Poll found that less than half of Australians are aware of the link between alcohol misuse and diseases including stroke (38%), mouth and throat cancer (26%) and breast cancer (16%), and 200 other disease and injury conditions. However, the vast majority of Australians (84%) agreed that they had a right to this information.

These figures are concerning because even with 70 per cent of Australians indicating they are aware of the Australian Guidelines to Reduce Health Risks from Drinking Alcohol, only 28 per cent are aware of their content.

Unsurprisingly, the majority of Australians believe that the alcohol industry would downplay independent university research findings linking alcohol consumption to a range of harm.

[Full report](https://fare.org.au/wp-content/uploads/FARE-Annual-Alcohol-Poll-2018-web.pdf) | [Media release](https://fare.org.au/wp-content/uploads/Media-Release-Alcohol-Poll-2018.pdf) | [Poll unpacked](https://drinktank.org.au/2018/03/unpacking-the-2018-annual-alcohol-poll-findings/)

## Australians share their views on alcohol

This year we’ve hit the streets to talk to everyday Australians about the 2018 poll findings, including being informed about the harm associated with alcohol consumption, and whether government and industry should be held accountable.

https://vimeo.com/260714280/7e7b35bf51

### Are Aussies aware of alcohol’s link to long-term harm?

We hit the streets to see if everyday Aussies can list any of the 200 diseases and injury conditions associated with alcohol misuse.

https://vimeo.com/260714002/88a64c25d2

### Are Aussies familiar with the official Guidelines to Reduce Health Risks from Drinking Alcohol?

Australians share whether they are aware of the official Guidelines to Reduce Health Risks from Drinking Alcohol.

https://vimeo.com/260714962/96592feb46

### Do Aussies think they have the right to know about long-term harm associated with alcohol misuse?

We asked everyday Aussies whether they thought Australian consumers had a right to know about alcohol misuse and associated long-term harm.

https://vimeo.com/260714709/7de9259e81

### Do Australians trust the alcohol industry?

We asked everyday Aussies whether they thought the alcohol industry would downplay independent research linking alcohol consumption to a range of harm.