



Foundation for Alcohol
Research & Education



2012

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



About the Foundation for Alcohol Research and Education

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

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

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

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

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Overview

The Foundation for Alcohol Research and Education (FARE) carries out annual polling to gain an understanding of Australians' attitudes towards alcohol, their perspectives on various alcohol policies, and alcohol consumption trends. This year, for the third time, the poll was carried out by Galaxy Research.

FARE's 2012 Annual Alcohol Poll found that the majority of Australians (76%) believe that Australia has a problem with excess drinking or alcohol abuse, and 79% believe that alcohol-related problems in Australia will get worse or remain the same over the next five to 10 years.

Not surprisingly, the majority (75%) of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death and related issues, with people thinking that governments (54%), alcohol companies (68%) and clubs and pubs (64%) are not doing enough to address these harms. When asked about support for specific policies to address alcohol-related harms, 61% of Australians believe that health information labels should be placed on alcohol products, and 64% support a ban of alcohol advertising on television on before 8:30pm.

Australians' consumption of alcohol in 2012 remained stable when compared to 2010 and 2011, with 81% of people consuming alcohol. Drinkers are almost evenly split into people who consume one to two standard drinks on a typical occasion (51%), and those that consume three or more standard drinks (46%) per week. While the amount consumed remained stable, there was a significant increase in the number of Australians consuming six standard drinks or more on a typical occasion, with 16% of people reporting this, up from 12% in 2011.

There is a disconnect between Australians' perceptions of their alcohol consumption and their actual behaviours. Almost one third of Australians (30%) indicated that they have reduced their alcohol consumption over the last year. However, this was not reflected in changes in consumption patterns, with little variance in the number of drinking occasions and amount of alcohol consumed over the past three years.

A significant number of Australians continue to drink to excess, with over four million Australians reporting drinking alcohol to get drunk, and over 2 million doing so at least once a month. When asked to clarify what was meant by being drunk, 46% of people stated slurring their speech and losing balance, and 35% indicated it was when they started to feel relaxed.

For the first time in 2012, the Poll asked Australians which industry was doing the most to address the various harms caused by their products. Only 5% of Australians feel that the alcohol industry is doing the most to address alcohol-related harms, which was substantially less than those that selected the gambling industry (12%), tobacco industry (15%) and the fast food industry (21%).

The Poll also asked Australian drinkers for the first time how many standard drinks are contained in different alcohol products, and found that people are largely unable to provide accurate estimates. This is most evident in the estimates given for a bottle of wine, with 29% of Australian drinkers believing that an average bottle of red wine contains four standard drinks or less, which is almost half the number of standard drinks contained within this product (7.7).

Awareness of the content of the National Health and Medical Research Council (NHMRC) *Australian Guidelines to Reduce the Risks from Drinking Alcohol* (Alcohol Guidelines) remained largely unchanged from 2011. While there was an increase in the number of people that stated that they are aware of the Guidelines (61% up from 54%), relatively few people indicated they are aware of the content (14%).

Awareness of the harms caused by drinking alcohol while pregnant or breastfeeding revealed that 79% of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus. This remains largely unchanged from 2011 where the corresponding figure was 80%. However, when asked how many drinks a pregnant woman could safely consume in one day, 25% of people estimated one or more standard drinks.

Background

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

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

This year Galaxy Research was again commissioned by FARE to conduct the annual study into attitudes and behaviours. In addition to the key objectives, the 2012 poll also sought to:

- Gain an understanding of community awareness of standard drinks and the Alcohol Guidelines; and
- Determine the community's perception of the actions taken by the alcohol industry to address alcohol-related harms.

This report provides an overview of the findings from the 2012 nation-wide poll. It also provides information regarding trends between 2010 and 2012.

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 13 January 2012 and was completed on Tuesday 17 January 2012. The survey sample comprised 1,041 respondents aged 18 years and older distributed throughout Australia, as follows:

- NSW/ACT - 362
- Victoria/Tasmania - 304
- Queensland - 188
- South Australia/Northern Territory - 100
- Western Australia - 87

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

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

- 30% of Australians perceive alcohol as the most harmful drug, compared to tobacco (21%) and illicit substances (46%).
- The perception of alcohol as the most harmful drug has decreased by 7% from 2011, with the perception of tobacco and illicit substances as harmful drugs increasing slightly (by 4% and 3% respectively).
- Non-drinkers perceived alcohol and illicit substances as being equally as harmful (39% in each case).
- Gen Y (24%) and regular drinkers (20%) are least likely to perceive alcohol as the most harmful drug.

Biggest health threat to Australians

- 17% of Australians perceive alcohol as the biggest health threat compared to obesity (54%), tobacco (16%) and diabetes (8%). This is similar to 2010 and 2011 survey results.
- The perception of alcohol as the biggest health threat increases with age, with baby boomers (22%) being more likely than Gen X (17%) and Gen Y (13%) to perceive alcohol as Australia's biggest health threat.
- Similar to the 2010 and 2011 surveys, the greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a health threat. Only 8% of regular drinkers perceive alcohol as a health threat, compared to 31% of non-drinkers.

Australia's problem with alcohol

- 76% of people believe that Australia has a problem with excess drinking or alcohol abuse.
- Women (81%), people with household incomes below \$40,000 (82%), and non-drinkers (89%) are more likely to think Australians have a problem with excess drinking and alcohol abuse.
- The greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a problem. 66% of regular alcohol consumers perceive alcohol as a problem, compared to 89% of non-drinkers.
- People are most concerned about excessive alcohol consumption leading to road traffic accidents (82%), violence (76%), child abuse and neglect (68%), health problems (62%), harm to unborn babies (57%), and crime (52%).

Worsening of alcohol-related problems in Australia

- 79% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.
- 12% of Australians believe that alcohol-related problems will decline over the next five to 10 years, while 41% believe that they will get worse.

Actions to address alcohol-related harms

- 75% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.
- Women (78%), baby boomers (82%) and non-drinkers (89%) are more likely to think that more needs to be done to address alcohol-related harms.
- The majority of Australians believe that governments (54%), alcohol companies (68%), and clubs and pubs (64%) are not doing enough to address alcohol-related harms in Australia.

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

- Only 5% of Australians nominated the alcohol industry as the industry working the most to address the potential harms of their products, when compared to the gambling industry (12%), the tobacco industry (15%), and the fast food industry (21%).
- 30% of people believe that none of the industries are working to reduce the potential harms from their products.

Alcohol consumption

Number of occasions alcohol is consumed

- Alcohol is consumed by 81% of Australian adults, with men (85%) more likely to consume than women (77%).
- Gen Y (80%) and Gen X (84%) are more likely to consume alcohol than baby boomers (78%).
- Baby boomers who consume alcohol are more likely than younger generations to drink on more occasions in one week, with 36% of baby boomers consuming alcohol on three days or more compared to 26% Gen X and 18 % of Gen Y.

Amount of alcohol consumed by Australian drinkers

- While the majority (51%) of Australian drinkers drink one to two standard drinks on a typical occasion, 46% will drink three or more, and a further 3% cannot state with certainty how much they typically consume.
- There was a significant increase in the number of Australians who consume six standard drinks or more on a typical occasion, with 1.7 million Australians reporting this, up 4% from 2011.
- More than one quarter (27%) of 18-24 year olds consume more than six standard drinks in one sitting, with 6% consuming 11 drinks or more.

Places where alcohol is most commonly consumed

- The majority (63%) of Australian drinkers are most likely to consume alcohol at home.
- Gen Y (32%) are far more likely than Gen X (15%) and baby boomers (8%) to drink alcohol at a pub, club or bar and far less likely to drink alcohol at home (39% compared to 67% and 73% respectively).
- People with household incomes below \$40,000 (71%), baby boomers (73%) and regular drinkers (78%) are more likely to consume alcohol at home.

Drinking to get drunk

- 36% of drinkers or about 4.1 million Australians consume alcohol to get drunk.
- A majority of Gen Y (61%) who consume alcohol do so to get drunk.
- Almost one in five (18%) Australian drinkers consume alcohol to get drunk at least once a month, with one in 10 (9%) drinking to get drunk at least once a week.
- Slurring of speech and loss of balance was selected most frequently as an indication of drunkenness (46%), followed by starting to feel relaxed (35%).
- Gen Y (51%) are more likely than Gen X (44%) and baby boomers (40%) to consider themselves drunk when they start to slur their speech or lose their balance.

Perception of individual consumption

- The majority of Australian drinkers (69%) are comfortable with the amount of alcohol they consume, 23% sometimes feel they have too much to drink and 6% admit to being uncomfortable.
- 40% of Australians indicated there was no change in their alcohol consumption over the past year, 30% had reduced their alcohol intake or given up, and 11% had increased their alcohol intake.

Concern about people's alcohol consumption

- 16% of Australian drinkers have had someone they know express concern over their drinking.
- Gen Y (23%), people with household incomes below \$40,000 (23%), and regular drinkers (33%) are more likely to have had someone express concern about their drinking.
- Family members (72%) are most likely to express concern about a person's drinking, followed by friends (28%).

Alcohol product preferences of Australian drinkers

- Australian drinkers mainly consume bottled wine (36%), regular strength beer (20%), and spirits (17%).
- Bottled wine is the main drink of choice for women (51%), while regular strength beer is favoured among men (33%).
- When asked to select all beverages consumed, the majority of Australians selected bottled wine (61%), followed by spirits (53%) and regular strength beer (42%).

Australian drinkers' considerations when purchasing alcohol

- Taste (72%), price (53%), and brand loyalty (36%) are the main considerations for Australian drinkers when purchasing alcohol.
- Regular drinkers (64%) and Gen Y (64%) are more likely to consider price when purchasing alcohol.

Alcohol and energy drinks

- 16% of Australian drinkers consume alcoholic energy drinks, which equates to 1.9 million people.
- Almost half of all 18-24 years olds (49%) consume alcohol and energy drinks.
- Almost one in 10 drinkers aged 18-24 years consume alcoholic energy drinks at least weekly.

Awareness of the risks associated with alcohol misuse

Awareness of what constitutes a standard drink

- Australian drinkers are largely unaware of the number of standard drinks in a range of alcohol products.
- Only 3% of Australian drinkers are able to estimate the number of standard drinks within 10% in a four litre cask of white wine and 12% in a bottle of red wine.
- 66% of drinkers underestimate the number of standard drinks in an average bottle of red wine, while 29% estimate that a bottle of red wine contains four standard drinks or less.
- 38% of drinkers are unsure of the number of standard drinks in an average 4 litre cask of wine and 29% are unsure of the number of standard drinks in a bottle of spirits.
- The average estimate for the number of standard drinks in a 4 litre cask of white wine is 26 standard drinks, which is ten standard drinks less than the actual amount.

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- 61% of Australian adults are aware of the Guidelines, but relatively few (14%) are aware of the content.
- Regular drinkers (20%) are most likely to state that they are aware of the Guidelines.

The maximum number of drinks to reduce harms

- 37% 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.
- 11% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise short-term risks is four standard drinks in one day.
- 33% of people who are aware of the Guidelines did not provide an estimate for the number of drinks to consume in one day to minimise long-term harms.
- 37% of people who are aware of the Guidelines did not provide an estimate for the number of drinks to consume in one day to minimise short-term harms.

Awareness of harms caused by drinking alcohol while pregnant or breastfeeding

- A majority (79%) of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus.
- 67% of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus, 24% selected one to two drinks per day, 1% selected five or more, and 8% are unsure.
- Almost three quarters (73%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby, a further 20% believe it is okay in moderation, and 7% are unsure.
- There was a decline between 2011 and 2012 in the number of women who have been pregnant or breastfed a baby who have had a health specialist raise the harms associated with drinking alcohol while pregnant or breastfeeding (37% compared to 42%).

Awareness of Fetal Alcohol Syndrome

- 47% of all adult Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders.
- Men (34%), Gen Y (40%), and regular drinkers (40%) are least likely to be aware of FAS and related disorders.

Awareness of the harms associated with alcohol misuse among young people

- A majority (80%) of people believe that it is harmful to give alcohol to anyone under the age of 18 years.
- The majority of Australians are aware that underage alcohol consumption can affect the developing brain (80%), can lead to problematic drinking later in life (74%), and can increase the likelihood of engaging in risky sexual behaviour (66%).

Experiences of alcohol-related violence

- 31% of Australians have been affected by alcohol-related violence, including 14% who have been victims of alcohol-related violence.

Perspectives on alcohol-related policies

Alcohol labelling

- The majority of Australians (61%) believe that health information labels should be placed on alcohol products.
- Support for health information labels remained stable between 2011 and 2012.

Regulating alcohol advertising

- 68% of Australians believe that alcohol advertising and promotions influence the behaviour of people under 18 years.
- Only 4% of Australians correctly identified the Advertising Standards Bureau as the organisation to direct complaints to.
- 64% of Australian adults support a ban on alcohol advertising on weekdays and weekends before 8.30pm.

Places people commonly encounter alcohol advertising and sponsorship

- Australians see alcohol advertising and sponsorship on television (65%), at sporting events (49%), in newspapers and magazines (47%), in pamphlets and catalogues (41%), and on billboards (40%).
- Men are more likely than women to come across alcohol advertising or sponsorship at sporting events, while women are more likely than men to come across alcohol advertising and sponsorship in pamphlets and catalogues.
- Baby boomers are more likely than Gen X and Gen Y to come across alcohol advertising or sponsorship in newspapers and magazines and in pamphlets and catalogues.

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

- 39% of Australians support increasing the tax on alcohol to pay for health, education, and the treatment of alcohol-related problems, while 48% oppose this measure.
- The majority (72%) of non-drinkers support increasing tax on alcohol to pay for health education and treatment.

Outlet density

- 29% of Australians think there are too many alcohol outlets in their neighbourhood.
- Baby boomers (35%), people with household incomes below \$40,000 (40%), and non-drinkers (47%) are most likely to think that there are too many alcohol outlets in their neighbourhood.

Findings

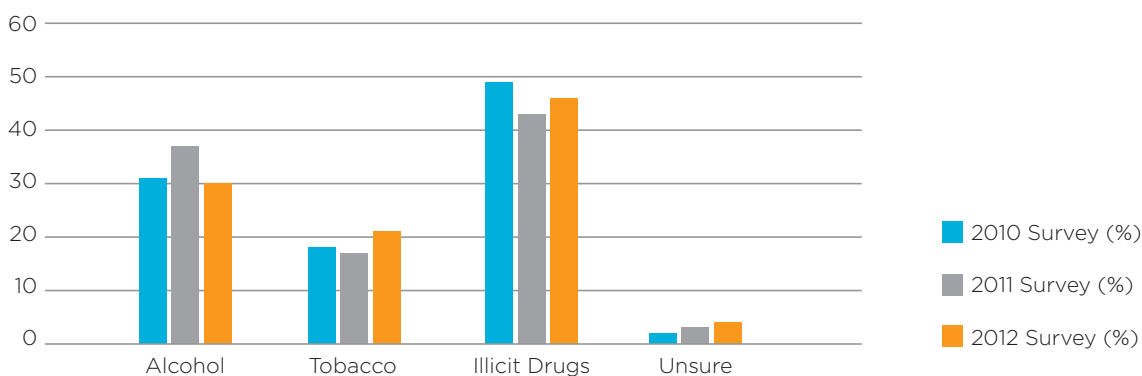
Attitudes towards alcohol in Australia

Most harmful drug for Australians

- 30% of Australians perceive alcohol as the most harmful drug, compared to tobacco (21%) and illicit substances (46%).
- The perception of alcohol as the most harmful drug has decreased by 7% from 2011, with the perception of tobacco and illicit substances as harmful drugs increasing slightly (by 4% and 3% respectively).
- Non-drinkers perceived alcohol and illicit substances as being equally as harmful (39% in each case).
- Gen Y (24%) and regular drinkers (20%) are least likely to perceive alcohol as the most harmful drug.

Australians continue to perceive illicit substances as the most harmful drug in Australia (46%), followed by alcohol (30%) and tobacco (21%). The perception of alcohol as the most harmful drug has decreased 7% from 2011, which was reflected by an increase of 4% in the perception of tobacco as the most harmful drug and 3% for illicit substances. The chart below provides an overview of community perceptions of the most harmful drug in Australia in 2010, 2011 and 2012.

Most harmful drugs for Australians



Analysis of demographic results and consumption trends from 2010, 2011 and 2012 revealed that:

- There are no significant gender differences in the perception of alcohol as the most harmful drug across all three years.
- In 2012 and 2011 men were more likely than women to perceive tobacco as the most harmful drug (23% compared to 18% in 2012 and 20% compared to 15% in 2011). The difference was less pronounced in 2010 (19% for men, 17% for women).
- In 2012, women (48%) are more likely than men (43%) to perceive illicit substances as the most harmful drug. This difference was also observed in 2010 and 2011.

- Gen Y (24%) are less likely to perceive alcohol as a harmful drug than Gen X (32%), and baby boomers (31%). This is similar to 2011 (where the corresponding figures were 41% for baby boomers, 37% for Gen X and 32% for Gen Y), though not in 2010 where there were no significant generational differences in the perception of alcohol as the most harmful drug.
- Gen Y (26%) are more likely than Gen X (20%) and baby boomers (19%) to perceive tobacco as the most harmful drug. This pattern was also identified in 2010 and 2011.
- Lower alcohol consumption is associated with higher perceptions that alcohol is the most harmful drug (39% of non-drinkers, 32% of occasional drinkers, 27% of moderate drinkers and 20% of regular drinkers). A similar trend occurred in 2010 and 2011.
- In 2012 non-drinkers viewed illicit drugs and alcohol as equally harmful (39%).

Biggest health threat to Australians

- **17% of Australians perceive alcohol as the biggest health threat compared to obesity (54%), tobacco (16%) and diabetes (8%). This is similar to 2010 and 2011 survey results.**
- **The perception of alcohol as the biggest health threat increases with age, with baby boomers (22%) being more likely than Gen X (17%) and Gen Y (13%) to perceive alcohol as Australia's biggest health threat.**
- **Similar to the 2010 and 2011 surveys, the greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a health threat. Only 8% of regular drinkers perceive alcohol as a health threat, compared to 31% of non-drinkers.**

The perception of alcohol as the biggest health threat remained consistent between 2010 and 2012, with 17% of people perceiving alcohol as the biggest health threat, when compared to obesity (54%), tobacco (16%) and diabetes (8%). There were also no significant changes in the perception of obesity, tobacco and diabetes as health threats. The table below provides an overview of community perceptions of the biggest health threat to Australians in 2010, 2011 and 2012.

	2010 Survey (%)	2011 Survey (%)	2012 Survey (%)
Alcohol	18	19	17
Obesity	53	52	54
Diabetes	9	8	8
Tobacco	18	17	16
Unsure	2	4	5
Totals	100	100	100

Analysis of demographic results and consumption trends from the 2010, 2011 and 2012 surveys revealed that:

- There is no significant difference between women (18%) and men (17%) regarding the perception of alcohol as a health threat. This finding is consistent with 2011 (19% of women and men) and 2010 (18% of women and 17% of men).
- There is no significant difference in the perception of obesity, diabetes and tobacco as the biggest health threat.

- For the first time, baby boomers (22%) are more likely than Gen X (17%) and Gen Y (13%) to perceive alcohol as the biggest health threat. This trend was not observed in 2010 and 2011, when no generational differences in the perception of alcohol as a health threat were observed, with 19% of people from each generation selecting alcohol in 2011, and 18% of people from each generation selecting this in 2010.
- People with a household income less than \$40,000 (22%) are more likely to believe alcohol is Australia's biggest health threat, compared to people with a household income above \$90,000 (16%). This pattern was also identified in 2010 and 2011.
- Similar to 2010 and 2011, non-drinkers were most likely to perceive alcohol as the biggest health threat (31%).
- Across all three years, the greater the quantity of alcohol consumed on average, the less likely people were to perceive alcohol as a health threat. In 2012, 8% of regular drinkers considered alcohol to be the biggest health threat compared to 15% of moderate drinkers, 17% of occasional drinkers, and 31% of non-drinkers.

Australia's problem with alcohol

- **76% of people believe that Australia has a problem with excess drinking or alcohol abuse.**
- **Women (81%), people with household incomes below \$40,000 (82%), and non-drinkers (89%) are more likely to think Australians have a problem with excess drinking and alcohol abuse.**
- **The greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a problem. 66% of regular alcohol consumers perceive alcohol as a problem, compared to 89% of non-drinkers.**
- **People are most concerned about excessive alcohol consumption leading to road traffic accidents (82%), violence (76%), child abuse and neglect (68%), health problems (62%), harm to unborn babies (57%), and crime (52%).**

More than three quarters (76%) of people believe that Australia has a problem with excess drinking or alcohol abuse, while 15% do not believe this and 9% are unsure. While this figure still represents a considerable majority, this is a decrease from 2011 when 80% believed that Australia had a problem with alcohol. The table below provides an overview of community perceptions of Australia's problem with excess drinking or alcohol abuse in 2010, 2011 and 2012.

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

The three main problems associated with excess drinking or alcohol abuse that Australians are most concerned about are road traffic accidents (82%), violence (76%), child abuse, and neglect (68%).

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

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

Analysis of demographic results and consumption trends from the 2010, 2011 and 2012 surveys revealed that:

- Women (81%) are more likely than men (71%) to believe that Australians have a problem with excess drinking. This trend was also observed in 2011 (84% compared to 76%), but not in 2010 (73% compared to 72%).
- Gen Y (72%) is less likely than Gen X (77%) and baby boomers (78%) to think that Australians have a problem with alcohol. This trend was also identified in 2010, though not in 2011 when equal numbers of each generational group believed this.
- The greater the quantity of alcohol consumed on average, the less likely people are to perceive alcohol as a problem. Two thirds of regular alcohol consumers (66%) believed alcohol to be a problem, compared to 75% of moderate drinkers, 76% of occasional drinkers and 89% of non-drinkers.

Analysis of demographic results and consumption trends about the problems that people are most concerned about revealed that:

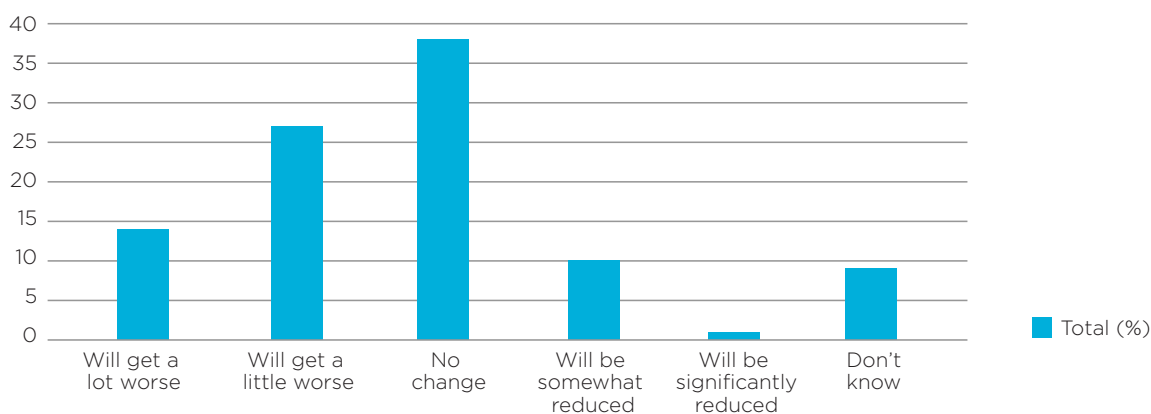
- Women are more likely than men to express concern across all categories, with notable differences in concerns over road traffic accidents (87% compared to 77%), child abuse and neglect (72% compared to 64%), health conditions (66% compared with 58%) and harm to unborn babies (62% compared to 52%).
- Baby boomers are more likely than younger generations to express concern on all categories, with the more notable differences being for violence (81% of baby boomers compared to 75% and 70% for Gen X and Gen Y respectively), lost productivity (33% of baby boomers compared to 23% and 22% for Gen X and Gen Y respectively), and health conditions (67% of baby boomers compared to 61% and 56% for Gen X and Gen Y respectively).
- Non-drinkers and people who consume less alcohol are generally more concerned about all alcohol-related issues compared to people who consume more alcohol. The most prominent differences are evident in concerns over excessive noise (34% for non-drinkers and 30% for occasional drinkers compared to 18% for moderate and regular drinkers), lost productivity (37% for non-drinkers and 31% for occasional drinkers compared to 23% for moderate drinkers and 21% for regular drinkers), and harm to unborn babies (64% for non-drinkers and 63% for occasional drinkers compared to 53% for moderate drinkers and 50% for regular drinkers).

Worsening of alcohol-related problems in Australia

- **79% of people believe that alcohol-related problems in Australia will either get worse or remain the same over the next five to 10 years.**
- **12% of Australians believe that alcohol-related problems will decline over the next five to 10 years, while 41% believe that they will get worse.**

Almost four times as many Australians believe that alcohol-related problems will get worse over the next five to 10 years (41%), than those who think that there will be a reduction in alcohol-related problems (12%). Of the remaining Australians, 38% of people believe that there would be no change and 9% are not sure. The chart provides an overview of community perceptions of alcohol-related problems over the next five to 10 years.

Alcohol related problems in the next five to 10 years



Analysis of demographic results and consumption trends from the 2010, 2011 and 2012 surveys revealed that:

- There are no significant gender differences in the perception that alcohol-related problems in Australia would get worse (41% for men and 42% for women).
- Gen Y (35%) are less likely than Gen X (43%) and baby boomers (45%) to believe that alcohol-related problems will get worse.
- Non-drinkers (54%) are more likely than occasional (39%), moderate (40%) and regular (35%) drinkers to believe that alcohol-related problems in Australia will get worse. A quarter of non-drinkers (25%) believe that problems will get a lot worse compared to 12% of drinkers.

Actions to address alcohol-related harms

- **75% of Australians believe that more needs to be done to reduce the harm caused by alcohol-related illness, injury, death, and related issues.**
- **Women (78%), baby boomers (82%) and non-drinkers (89%) are more likely to think that more needs to be done to address alcohol-related harms.**
- **The majority of Australians believe that governments (54%), alcohol companies (68%), and clubs and pubs (64%) are not doing enough to address alcohol-related harms in Australia.**

The majority (75%) of Australians believe that more needs to be done in Australia to reduce the harm caused by alcohol-related illness, injury, death and related issues, while 13% do not believe more needs to be done and 12% are unsure. This represents a decrease from 2011 where 82% of Australians believed that more needed to be done in Australia to reduce alcohol-related harm. The table below provides an overview of community perceptions on increasing action to address alcohol-related harm in 2010, 2011 and 2012.

	2010 Survey (%)	2011 Survey (%)	2012 Survey (%)
Yes	79	82	75
No	9	8	13
Unsure	12	9	12

Analysis of demographic results from the 2010, 2011 and 2012 surveys revealed that:

- Women (78%) are more likely than men (72%) to believe that more needs to be done to address alcohol-related harms. While this trend was also observed in 2011, in 2010 the difference was less pronounced (80% for women, 78% for men).
- Baby boomers (82%) are more likely than Gen X (73%) and Gen Y (68%) to believe more needs to be done to address alcohol-related harms. This trend was also identified in 2010 and 2011.
- There is no significant difference in the belief that more needs to be done to address alcohol-related harms across household income categories, with 75% of people from households with incomes below \$40,000, 76% of people with household incomes between \$40,000 and \$90,000, and 75% of people from household incomes above \$90,000 believing this. Similarly, in 2010 there were no significant differences in perceptions across household incomes. However in 2011, people with household income less than \$40,000 were more likely to believe more needed to be done to address alcohol-related harms.
- Regular drinkers are least likely to believe that more needed to be done to reduce alcohol-related harm, with 64% believing this in 2012, 74% in 2011 and 70% in 2010.

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

- Over half of all Australians (54%) believe that governments are not doing enough to address alcohol-related harms, while 18% of Australians think they are and 28% are unsure. This is a decrease from the 2011 survey where 58% of Australians believed that governments weren't doing enough to address alcohol misuse in Australia.
- Over two-thirds of Australians (68%) believe that alcohol companies are not doing enough to address alcohol misuse in Australia, with 12% saying they are doing enough and 21% not sure. This represents a decrease from 2011 where 74% of Australians believed that alcohol companies were not doing enough to address alcohol misuse in Australia.
- Almost two-thirds of Australians (64%) believe that clubs and pubs are not doing enough to address alcohol misuse in Australia, with 19% saying they are doing enough and 16% saying that they are not sure. This represents a decrease from the 2011 survey where 68% of Australians believed that pubs and clubs weren't doing enough to address alcohol misuse in Australia.

Analysis of demographic results in 2011 and 2012 revealed that:

- Men (59%) are more likely than women (50%) to say that governments are not doing enough. This also occurred in 2011, however the difference was smaller (60% of men compared to 56% of women).

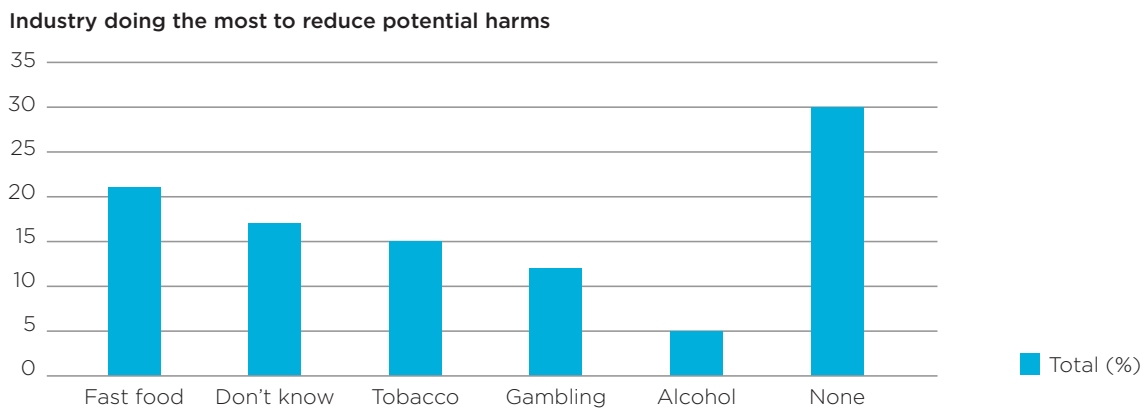
- Baby boomers (57%) are more likely than Gen X (52%) and Gen Y (51%) to think that governments are not doing enough to address alcohol-related harms. The same generational trend was observed with the perception that alcohol companies aren't doing enough (73% compared to 66% and 62% respectively), and the perception that clubs and pubs aren't doing enough (70% compared to 63% and 55% respectively). These trends were similar in 2011 where baby boomers were also more likely than the younger groups to believe that the various bodies were not doing enough to address alcohol-related harms.
- Non-drinkers are more likely than drinkers to believe that governments (72%), alcohol companies (83%) and clubs and pubs (78%) aren't doing enough to address alcohol-related harms. This was also observed in 2011.

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

- **Only 5% of Australians nominated the alcohol industry as the industry working the most to address the potential harms of their products, when compared to the gambling industry (12%), the tobacco industry (15%), and the fast food industry (21%).**
- **30% of people believe that none of the industries are working to reduce the potential harms from their products.**

Australians are least likely to nominate the alcohol industry as the industry that is working the most to address potential harms from its products (5%), when compared to the gambling industry (12%), the tobacco industry (15%), and the fast food industry (21%). 30% believe that none of the industries are working hard to address the harms from their products and 17% are unsure.

The following chart presents community perceptions of the industry that is working the most to reduce potential harms from its products.



Analysis of demographic results and consumption trends revealed that:

- Men (23%) are more likely than women (19%) to think that the fast food industry are working to address the potential harms from their products, while women (17%) are more likely than men (12%) to think that the tobacco industry is working to address the potential harms from their products.
- Gen Y (30%) are more likely than Gen X (20%) and baby boomers (16%) to think that the fast food industry is doing the most to address the potential harms of their products.
- Baby boomers (38%) are more likely than Gen X (30%) and Gen Y (17%) to think that none of the industries are doing enough to address the harms from their products.

Alcohol consumption

Number of occasions alcohol is consumed

- Alcohol is consumed by 81% of Australian adults, with men (85%) more likely to consume than women (77%).
- Gen Y (80%) and Gen X (84%) are more likely to consume alcohol than baby boomers (78%).
- Baby boomers who consume alcohol are more likely than younger generations to drink on more occasions in one week, with 36% of baby boomers consuming alcohol on three days or more compared to 26% Gen X and 18% of Gen Y.

Alcohol is consumed by 81% of Australian adults, with men (85%) more likely to consume than women (77%). This gender difference is consistent with 2010 and 2011 surveys, although slightly more people reported consuming alcohol overall in 2011 (84%). The table below provides a detailed breakdown of the number of males and females who consumed alcohol in 2010, 2011 and 2012.

	Males who consume alcohol	Females who consume alcohol
2010 Survey (%)	83	78
2011 Survey (%)	88	80
2012 Survey (%)	85	77

On average Australian drinkers consume alcohol on two days a week, which is consistent with the 2010 and 2011 surveys. Similar to 2010 and 2011, while the majority of Australians (71%) limit themselves to consuming alcohol on two days per week or less frequently, 28% consume alcohol on three days or more per week.

Analysis of the demographic results from the 2010, 2011 and 2012 surveys revealed that:

- Baby boomers who consume alcohol are more likely to drink on more occasions in one week, with 36% of baby boomers consuming alcohol on three days or more compared to 26% of Gen X and 18% of Gen Y. This trend was also observed in 2011 (39%, compared to 29% and 13% respectively) and 2010 (39%, compared to 27% and 19% respectively).
- Men who consume alcohol are more likely to drink on more occasions in one week, with men (66%) more likely to consume alcohol once or more a week compared to women (49%). This trend was also observed in 2011 and 2010.
- People with household incomes below \$40,000 (26%) are more likely than people with household incomes between \$40,000 and \$90,000 (18%) and people with household incomes over \$90,000 (15%) to abstain from alcohol consumption. This trend was also observed in 2011 and 2010.

Amount of alcohol consumed by Australian drinkers

- While the majority (51%) of Australian drinkers drink one to two standard drinks on a typical occasion, 46% will drink three or more, and a further 3% cannot state with certainty how much they typically consume.
- There was a significant increase in the number of Australians who consume six standard drinks or more on a typical occasion, with 1.7 million Australians reporting this, up 4% from 2011.
- More than one quarter (27%) of 18-24 year olds consume more than six standard drinks in one sitting, with 6% consuming 11 drinks or more.

While the majority (51%) of Australian drinkers drink one to two standard drinks on a typical occasion, 46% will drink three or more, and a further 3% cannot state with certainty how much they typically consume. This represents a change from 2010 and 2011 with 5% fewer people reporting drinking three to five drinks per occasion, and a 4% increase in people reporting drinking more than six drinks on an occasion. The table below provides an overview of the number of standard drinks that Australian drinkers reported consuming on a typical occasion in 2010, 2011 and 2012.

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

Analysis of demographic results and consumption trends in 2010, 2011 and 2012 revealed that of people who consume alcohol:

- Similar to 2010 and 2011, women (58%) are more likely than men (45%) to consume one to two standard drinks in one sitting.
- Similar to 2010 and 2011, men (51%) are more likely than women (40%) to consume three or more standard drinks in one sitting.
- Gen Y (42%) are more likely than Gen X (27%) and baby boomers (26%) to report drinking three to five drinks in one sitting and six or more drinks in one sitting (22% compared to 14% and 12% respectively). This trend was also observed in 2010 and 2011.
- Baby boomers (59%) are more likely than Gen X (57%) and Gen Y (29%) to consume one to two drinks in one sitting.
- Gen Y (6%) are three times as likely as Gen X (2%) and baby boomers (2%) to report being unsure of the amount they consume on a typical occasion. This trend was not identified in 2011 or 2010.
- There has been a slight increase in the proportion of 18-24 year olds who consume more than six standard drinks in one sitting, with 27% of people reporting this, compared to 24% on 2010 and 2011. Within this age group, 6% consume 11 drinks or more on a typical occasion.

Places where alcohol is mostly consumed

- The majority (63%) of Australian drinkers are most likely to consume alcohol at home.
- Gen Y (32%) are far more likely than Gen X (15%) and baby boomers (8%) to drink alcohol at a pub, club or bar and far less likely to drink alcohol at home (39% compared to 67% and 73% respectively).
- People with household incomes below \$40,000 (71%), baby boomers (73%) and regular drinkers (78%) are more likely to consume alcohol at home.

The majority of Australian drinkers mostly consume alcohol at home (63%), at a pub, club or bar (17%), at a friend's house (11%), at a restaurant (7%), or somewhere else (1%). The table below provides an overview of the places where Australian drinkers are most likely to consume alcohol, including a breakdown by generation.

	Totals (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
At home	63	39	67	73
At a pub, club or bar	17	32	15	8
At a friend's house	11	22	10	6
At a restaurant	7	6	5	11
Somewhere else	1	0	1	0
None of the above	1	1	1	2

Analysis of demographic results and consumption trends revealed that:

- Women (11%) are more likely than men (4%) to consume alcohol at a restaurant, while men (19%) are more likely than women (15%) to consume alcohol at a pub, club or bar.
- Gen Y (22%) are more likely than Gen X (10%) and baby boomers (6%) to consume alcohol at a friend's house and at a pub, club or bar (32% compared to 15% and 8% respectively).
- Baby boomers (73%) are more likely than Gen X (67%) and Gen Y (39%) to consume alcohol at home.
- Regular drinkers (78%) are more likely than moderate (62%) and occasional (52%) drinkers to consume alcohol at home, while occasional drinkers (14%) are more likely than moderate (6%) and regular (1%) drinkers to consume alcohol at a restaurant.
- People who drink to get drunk (28%) are more likely than those who do not (11%) to consume alcohol at a pub, club or bar, and are less likely to drink at home (54% compared to 67%) or at a restaurant (3% compared to 10%).

Drinking to get drunk

- 36% of drinkers or about 4.1 million Australians consume alcohol to get drunk.
- A majority of Gen Y (61%) who consume alcohol do so to get drunk.
- Almost one in five (18%) Australian drinkers consume alcohol to get drunk at least once a month, with one in 10 (9%) drinking to get drunk at least once a week.
- Slurring of speech and loss of balance was selected most frequently as an indication of drunkenness (46%), followed by starting to feel relaxed (35%).
- Gen Y (51%) are more likely than Gen X (44%) and baby boomers (40%) to consider themselves drunk when they start to slur their speech or lose their balance.

About one-third of Australian drinkers (36%) consume alcohol with the intention of getting drunk, equating to 4.1 million Australians. 18% of Australians drink to get drunk at least once a month, while 9% drink to get drunk at least once a week. This is similar to the 2011 survey. The table below provides an overview of the number of times Australians reported drinking to get drunk.

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

People who reported drinking to get drunk were asked further questions about their perception of drunkenness. Slurring speech or losing balance was chosen most as an indicator of drunkenness (46%), followed by starting to feel relaxed (35%), and being over the legal blood alcohol limit to drive (15%). The table below provides an overview of perception of drunkenness among Australians who reported drinking to get drunk.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
When you are over the legal blood alcohol limit to drive	15	14	16	10
When you start to feel relaxed	35	31	37	40
When you start to slur speech or lose balance	46	51	44	40
When you vomit	3	5	2	0
When you pass out	2	0	1	10

Analysis of demographic results and consumption trends in 2011 and 2012 of people who reported drinking to get drunk revealed that:

- Men (40%) are more likely than women (32%) to drink to get drunk. This difference was also identified in 2011, although it was less pronounced (37% compared to 32%).
- The majority of Gen Y (61%) drink to get drunk compared to Gen X (39%) and baby boomers (19%). This trend was also identified in 2011.
- People with household incomes over \$90,000 (41%) are more likely to drink to get drunk than people with household incomes below \$40,000 (34%). This trend was also identified in 2011.
- People with household incomes below \$40,000 (8%) are more likely than people with household incomes above \$90,000 (2%) to do so at least twice a week. This is different to 2011 where no significant difference was found.

Analysis of demographic results and consumption trends of people's perception of drunkenness revealed that:

- Women (39%) are more likely than men (31%) to consider themselves drunk when they start feeling relaxed, while men (51%) are more likely than women (39%) to report being drunk when they slur their speech or lose balance.
- Baby boomers (40%) are more likely than Gen X (37%) and Gen Y (31%) to select feeling relaxed as an indicator that they were drunk.
- Gen Y (51%) are more likely than Gen X (44%) and baby boomers (40%) to select slurring speech and losing balance as an indicator of drunkenness.
- Baby boomers (10%) are more likely to consider themselves drunk when they pass out, compared to only 1% of Gen X and 0% of Gen Y.

Perception of individual consumption

- **The majority of Australian drinkers (69%) are comfortable with the amount of alcohol they consume, 23% sometimes feel they have too much to drink and 6% admit to being uncomfortable.**
- **40% of Australians indicated there was no change in their alcohol consumption over the past year, 30% had reduced their alcohol intake or given up, and 11% had increased their alcohol intake.**

The majority of Australian drinkers (69%) are comfortable with the amount of alcohol they consume, 23% sometimes feel they have too much to drink, 6% admit to being uncomfortable and 2% are unsure. Similar trends were also identified in 2011.

When asked about how their consumption had changed from 12 months ago, 40% of Australians indicated there had been no perceivable change in drinking habits over the past year. 30% of Australians had reduced their alcohol intake or given up in the past 12 months, nearly three times the proportion of people who had increased their alcohol intake (11%). These figures are consistent with 2010 and 2011.

Analysis of demographic results and consumption trends from the 2010, 2011 and 2012 polls revealed that:

- Gen Y (30%) are more likely than Gen X (21%) and baby boomers (20%) to state that they are occasionally uncomfortable with their consumption. This trend was also identified in 2011.

- Gen Y (19%) are more likely than Gen X (12%) and baby boomers (6%) to report increased alcohol consumption and are less likely to report no change in their consumption (32% compared to 44% and 42%). A similar trend was identified in 2010, however in 2011 Gen X (14%) reported an increase in alcohol consumption compared to Gen Y (13%) and baby boomers (9%).
- Men (32%) are more likely than women (27%) to report drinking less or giving up alcohol over the last 12 months. Men are more likely to report drinking the same amount (42% compared to 37%).
- Regular drinkers (33%) are significantly less likely than moderate (73%) and occasional drinkers (92%) to report that they are comfortable with their alcohol consumption. This trend was also observed in 2011.
- Regular drinkers (29%) are more likely than moderate (10%) and occasional drinkers (6%) to have increased their alcohol consumption in the past year. This trend was also observed in 2010 and 2011.

Concern about people's alcohol consumption

- **16% of Australian drinkers have had someone they know express concern over their drinking.**
- **Gen Y (23%), people with household incomes below \$40,000 (23%), and regular drinkers (33%) are more likely to have had someone express concern about their drinking.**
- **Family members (72%) are most likely to express concern about a person's drinking, followed by friends (28%).**

A total of 16% of Australian drinkers report that someone they know has expressed concern over their drinking, while the remaining 84% stated that no one had ever expressed concern about their drinking. This concern was most likely to come from a family member (72%) or friend (28%). The table below provides an overview of the different types of people who have expressed concern about a persons drinking.

	Totals (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
A family member	72	80	60	73
A friend	28	23	37	25
A health professional	15	0	18	31
Some other relative	10	19	2	9
A work colleague	8	10	6	8
Someone else	4	6	7	0
A stranger	1	0	0	4

Analysis of demographic results and consumption trends revealed that:

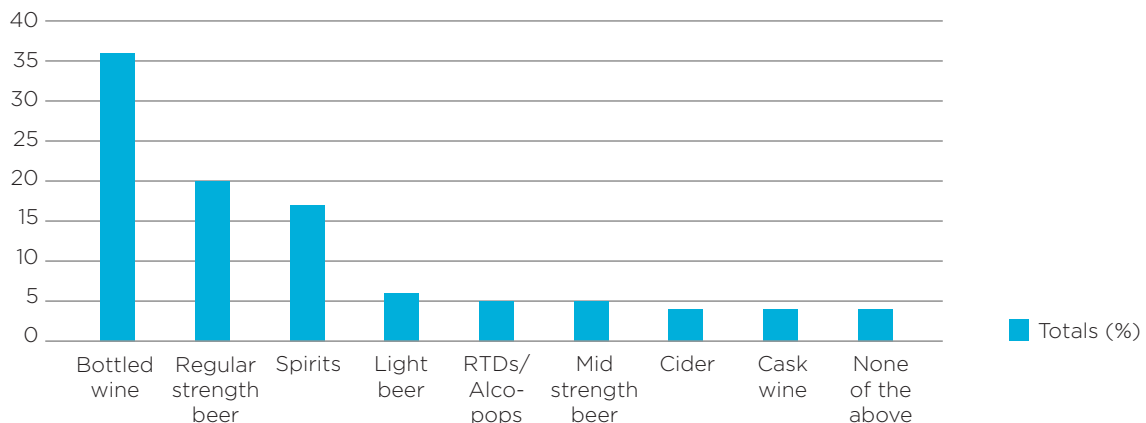
- Men (19%) are more likely than women (12%) to report that someone had expressed concern over their drinking.
- Gen Y (23%) are more likely than Gen X (13%) and baby boomers (14%) to have had someone express concern over their alcohol consumption.
- Where concern has been expressed, Gen X (37%) are more likely than Gen Y (23%) and baby boomers (25%) to have had a friend had express concern about their alcohol consumption.
- Among those for whom concern has been expressed, baby boomers (31%) are more likely than Gen X (18%) and Gen Y (0%) to state that a health professional had expressed concern over their drinking.
- Regular drinkers (33%) are more likely than moderate (12%) and occasional (7%) drinkers to have had someone express concern about their alcohol consumption. Similarly, Australians who drink to get drunk (28%) are more likely than people that do not drink to get drunk (9%) to have had someone express concern about their drinking.

Alcohol product preferences of Australian drinkers

- **Australian drinkers mainly consume bottled wine (36%), regular strength beer (20%), and spirits (17%).**
- **Bottled wine is the main drink of choice for women (51%), while regular strength beer is favoured among men (33%).**
- **When asked to select all beverages consumed, the majority of Australians selected bottled wine (61%), followed by spirits (53%) and regular strength beer (42%).**

Australian drinkers mainly consume bottled wine (36%), regular strength beer (20%) and spirits (17%). The table below provides an overview of the main beverage of choice selected by Australian drinkers and by generation.

Main alcoholic beverage of choice



The survey also asked Australian drinkers about other beverages they consume either regularly, or from time to time. Bottled wine is consumed by the majority (61%) of Australians who drink alcohol, followed by spirits (53%) and regular strength beer (42%). The following table provides an overview of the alcoholic beverages that Australians consume either regularly, or from time to time.

	Totals (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
Spirits	53	67	53	44
Bottled wine	61	49	61	67
Regular strength beer	42	48	47	34
RTDs/Alco-pops	21	37	23	9
Cider	19	34	18	11
Mid strength beer	16	15	19	13
Light beer	19	12	18	24
Cask wine	13	11	9	18
None of the above	3	5	3	3

Analysis of demographic results and consumption trends of revealed that:

- The majority of women chose bottled wine (51%) as their main drink of choice, while regular strength beer was favoured by men (33%).
- For all alcoholic beverages consumed, women are significantly more likely than men to consume bottled wine (72% compared to 51%), RTDs/Alco-pops (26% compared to 16%), and cider (22% compared to 17%). Men are significantly more likely than women to drink beer, whether it be light beer (25% compared to 13%), mid strength beer (24% compared to 8%), or regular strength beer (60% compared to 23%).
- Gen Y are more likely than Gen X and baby boomers to mainly consume regular strength beer (27% compared to 22% and 15% respectively) and spirits (22% compared to 15% and 17% respectively).
- Gen Y (8%) and Gen X (6%) are more likely than baby boomers (1%) to mainly consume RTDs/Alco-pops, while baby boomers (41%) and Gen X (37%) are more likely than Gen Y (24%) to consume bottled wine.
- Those with a household income of over \$90,000 (39%) are more likely than those with a household income below \$40,000 (29%) to mainly consume bottled wine.
- People with lower household incomes (9%) are more likely than people from medium (5%) or higher (1%) to mainly consume cask wine.
- Occasional drinkers (8%) are more likely than moderate (5%) and regular drinkers (3%) to mainly consume light beer.
- Regular drinkers (9%) are more likely than moderate (3%) or occasional (2%) drinkers to mainly consume cask wine and regular strength beer (27% compared to 24% and 11%).

Australian drinkers' considerations when purchasing alcohol

- **Taste (72%), price (53%), and brand loyalty (36%) are the main considerations for Australian drinkers when purchasing alcohol.**
- **Regular drinkers (64%) and Gen Y (64%) are more likely to consider price when purchasing alcohol.**

The main considerations for Australian drinkers when buying alcohol are taste (72%), price (53%) and brand loyalty (36%). The table below provides an overview of these considerations for Australian drinkers by generation.

	Total (%)	Gen Y (%)	Gen X (%)	Baby boomers (%)
Taste	72	80	72	64
Price	53	64	51	46
Brand loyalty	36	36	39	30
Higher alcohol content	17	28	16	11
Low carb	13	22	11	7
High quality ingredients	13	12	14	12
Lower alcohol content	11	6	9	15
Promotional offer such as free merchandise	9	12	9	8
Do not buy alcohol	2	1	3	3
None of the above	4	3	5	4

Analysis of demographic results and consumption trends revealed that:

- Men are more likely than women to consider higher alcohol content (21% compared to 13%) and brand (39% compared to 33%) when purchasing alcohol.
- Gen Y are more likely than Gen X and baby boomers to consider price (64%), taste (80%), higher alcohol content (28%), and low carb (22%) when buying alcohol.
- Baby boomers (15%) are more likely than Gen X (9%) and Gen Y (6%) to consider lower alcohol content when purchasing alcohol.
- Regular drinkers (64%) are more likely than moderate (52%) and occasional drinkers (44%) to consider price when purchasing alcohol, and are also more likely to consider higher alcohol content (28%, compared to 19% and 7%).

Alcohol and energy drinks

- **16% of Australian drinkers consume alcoholic energy drinks, which equates to 1.9 million people.**
- **Almost half of all 18-24 years olds (49%) consume alcohol and energy drinks.**
- **Almost one in 10 drinkers aged 18-24 years consume alcoholic energy drinks at least weekly.**

16% of Australian drinkers consume alcoholic energy drinks, which equates to 1.9 million people. The remaining 84% have never consumed alcohol and energy drinks. The majority of people who consume alcoholic energy drinks do so once a month or less (72%), 13% consume them two or three times a month, and 15% consume them once a week or more.

Analysis of demographic results and consumption trends revealed that:

- The likelihood of people having ever consumed alcohol and energy drinks decreases with age, with people aged 18-24 years (49%) being more likely than those aged 25-34 years (29%), 35-49 years (6%) and 50 and over (2%) to have ever consumed alcoholic energy drinks.
- People aged 18-24 years are most likely to consume alcohol and energy drinks weekly, with almost one in 10 reporting this (9%).
- People with household incomes over \$90,000 (21%) are more likely than people with household incomes between \$40,000 and \$90,000 (15%) and people with household incomes below \$40,000 (9%) to have ever consumed alcoholic energy drinks.
- Regular drinkers (22%) are more likely than moderate (17%) and occasional drinkers (11%) to have ever consumed alcoholic energy drinks. Similarly, people who drink to get drunk (34%) are more likely than people who do not drink to get drunk (7%) to have ever consumed alcoholic energy drinks.

Awareness of the risks associated with alcohol misuse

Awareness of what constitutes a standard drink

- Australian drinkers are largely unaware of the number of standard drinks in a range of alcohol products.
- Only 3% of Australian drinkers are able to estimate the number of standard drinks within 10% in a four litre cask of white wine and 12% in a bottle of red wine.
- 66% of drinkers underestimate the number of standard drinks in an average bottle of red wine, while 29% estimate that a bottle of red wine contains four standard drinks or less.
- 38% of drinkers are unsure of the number of standard drinks in an average 4 litre cask of wine and 29% are unsure of the number of standard drinks in a bottle of spirits.
- The average estimate for the number of standard drinks in a 4 litre cask of white wine is 26 standard drinks, which is ten standard drinks less than the actual amount.

Australian drinkers are largely unaware of the number of standard drinks contained within alcohol products, and many underestimate the number of standard drinks in wine and spirits and overestimate the number of standard drinks in beer. When asked the number of standard drinks in a range of products, the proportion that know the answer within 10% varies from 3% for a 4L cask of white wine to 31% for a 375ml full strength beer.

Of greatest concern is the number of people underestimating the number of standard drinks in an alcohol product. Even when considering a correct answer as being within 10% of the number of standard drinks in a product, over two thirds of Australian drinkers (66%) underestimate the number of standard drinks in a 750ml bottle of red wine, 47% underestimated the number of standard drinks in a 4 Litre cask of white wine, 31% underestimate the number of standard drinks in a 700ml bottle of spirits and 27% underestimate the number of standard drinks in a full strength beer.

The table below provides an overview of the estimates of standard drinks made by Australian drinkers within 10% of the correct number of drinks.

	Correct* (%)	Underestimated* (%)	Overestimated* (%)	Not sure (%)
375ml full strength beer	31	27	28	13
700mL bottle of spirits	26	31	14	29
750ml bottle of red wine	12	66	7	15
4 litre cask of white wine	3	47	11	38

* Correct answers were those provided within 10% of the correct number of standard drinks to the first decimal point. Similarly the underestimated and overestimated columns also consider only include the people who provided over and underestimates outside of the 10% margin of error.

What constitutes a standard drink?

Bottle of red wine

According to the Department of Health and Ageing's website, a 750ml bottle of red wine with 13% alcohol contains 7.7 standard drinks. Australian drinkers estimate the average number of standard drinks in a bottle of red wine as being 5.9 standard drinks, which is almost two standard drinks less than the actual number.

29% of Australian drinkers estimate that an average bottle of red wine contains four standard drinks or less, which is almost half of the number of standard drinks in a bottle. 29% of people estimate between four and six standard drinks, 8% of people estimate between six and 7.4 standard drinks, 12% estimate between 7.5 and eight standard drinks and 7% estimate over eight standard drinks. The remaining 15% do not know how many standard drinks there are in a bottle of red wine.

Full strength beer

According to the Department of Health and Ageing's website, a 375ml can of full strength beer with 4.8% alcohol contains 1.4 standard drinks. Australian drinkers estimate the average number of standard drinks in a can of full strength beer as being 1.6 standard drinks.

22% of Australian drinkers estimate that a can of full strength beer contains one standard drink. 38% of Australian drinkers estimate that a can of full strength beer contains more than one but less than two standard drinks, 27% estimate two or more drinks and the remaining 13% of people are unsure.

Bottle of vodka or rum

According to the Department of Health and Ageing's website, a 700ml bottle of vodka with 40% alcohol contains 22 standard drinks. Australian drinkers estimate the average number of standard drinks in a bottle of vodka as being 18.1 standard drinks.

19% of Australian drinkers estimate that a bottle of vodka contains 10 standard drinks or less, while a further 10% estimate that it contains 11 and 15 standard drinks. 28% estimate that a bottle of vodka contains 16 to 24 standard drinks, 14% believe that it contains 25 standard drinks or more and the remaining 29% are unsure.

Cask of white wine

According to the Department of Health and Ageing's website, a four litre cask of white wine with 11.5% alcohol contains 36 standard drinks. The average number of standard drinks in a four litre cask of white wine was thought to be 26.

30% of Australian drinkers estimate that a four litre cask of white wine contains 20 standard drinks or less, 16% estimate that it has 21-30 standard drinks, 16% believe that it contains over 30 standard drinks and 38% are unsure.

The table below provides an overview of the average number of standard drinks estimated for each product.

	Average	Actual	Difference	Difference (%)
Bottle of red wine	5.9	7.7	1.8	23
375ml Full strength beer	1.6	1.4	0.2	14
700mL bottle of spirits	18.1	22	3.9	18
4 Litre cask of white wine	26.2	36	9.8	27

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol

- **61% of Australian adults are aware of the Guidelines, but relatively few (14%) are aware of the content.**
- **Regular drinkers (20%) are most likely to state that they are aware of the Guidelines.**

61% of Australian adults are aware of the Guidelines, representing an increase from 2011 where the corresponding figure was 54%. However the number of people with an awareness of the Guidelines and who are familiar with the content remained stable at 14%. The increase in reported awareness is largely among people who are aware of the Guidelines (42%) but not the content of the Guidelines (47%). The table below provides an overview of Australians' awareness of the Guidelines in 2010, 2011 and 2012.

	2011 Survey (%)	2012 Survey (%)	Difference (%)
Yes	12	14	+2
Yes, but not familiar with content	42	47	+5
No	46	39	-7

Analysis of demographic results and consumption trends revealed that from the 2012 and 2011 surveys revealed that:

- As with 2011, baby boomers (65%) are more likely than Gen X and Gen Y (both 58%) to be aware of the Guidelines.
- Regular drinkers (69%) are more likely than non-drinkers (48%) to be aware of the Guidelines. This is consistent with the 2011 survey.
- Awareness of the content of the Guidelines increased as consumption increased, with 20% of regular drinkers stating this, compared to moderate drinkers (16%) and occasional drinkers (11%).
- There was no significant relationship between gender and the awareness of the Guidelines in 2012. This trend was also observed in 2011.

The maximum number of drinks to reduce harms

- **37% 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.**
- **11% of people who are aware of the Guidelines know that the maximum number of standard drinks a person can have to minimise short-term risks is four standard drinks in one day.**
- **33% of people who are aware of the Guidelines did not provide an estimate for the number of drinks to consume in one day to minimise long-term harms.**
- **37% of people who are aware of the Guidelines did not provide an estimate for the number of drinks to consume in one day to minimise short-term harms.**

Awareness of the number of drinks a person can consume to avoid long and short term harms was largely unchanged from 2011. Of the people with some awareness of the Guidelines, 37% know that the recommended number of standard drinks a person can consume to minimise long-term risk of alcohol-related harms is two, the corresponding figure in 2011 was 38%.

Significantly fewer people (11%) with some awareness of the Guidelines know that the maximum number of standard drinks a person can have in one sitting to minimise short-term risks is four. This was very similar to the 2011 survey, where the corresponding figure was 10%.

Analysis of demographic results and consumption trends revealed that:

- Women (41%) are more likely than men (32%) to correctly identify two drinks as being the number of drinks to consume each day to avoid longer term harms.
- Generation X (40%) are more likely than Gen Y (35%) and baby boomers (34%) to correctly identify two drinks as being the number of drinks to consume each day to avoid longer term harm.
- Regular drinkers (45%) are more likely than moderate (40%), occasional (31%) and non-drinkers (25%) to correctly identify two drinks as being the number of drinks to consume each day to avoid longer term harms.
- Men (12%) are more likely than women (9%) to state the number of drinks to consume to avoid short term risks was four or more.
- Women (52%) are more likely than men (43%) to underestimate the number of drinks a person should limit themselves to in one session in order to avoid short term harms.

Awareness of harms caused by drinking alcohol while pregnant or breastfeeding

- **A majority (79%) of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus.**
- **67% of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus, 24% selected one to two drinks per day, 1% selected five or more, and 8% are unsure.**
- **Almost three quarters (73%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby, a further 20% believe it is okay in moderation, and 7% are unsure.**
- **There was a decline between 2011 and 2012 in the number of women who have been pregnant or breastfed a baby who have had a health specialist raise the harms associated with drinking alcohol while pregnant or breastfeeding (37% compared to 42%).**

A majority (79%) of Australians believe that drinking alcohol while pregnant can be harmful to the developing fetus. This remained largely unchanged from 2011 where the corresponding figure was 80%. Of the remaining people, 14% believe it is okay to consume alcohol in moderation, 1% believe it is not harmful to the fetus and 6% are unsure.

Two-thirds of (67%) of Australians believe that pregnant women should not consume any alcohol in order to avoid harm to the fetus. A further 21% nominated a maximum of one standard drink per day to avoid harm, 3% nominated a maximum of two standard drinks per day, 1% nominated five or more standard drinks per day, and 8% are not sure.

Almost three quarters (73%) of Australians believe that drinking alcohol while breastfeeding is harmful to the baby, a further 20% believe it is okay in moderation, and 7% are unsure. This remains relatively unchanged from 2011 where 72% of Australians believed that drinking alcohol while breastfeeding is harmful to the baby, and a further 20% believe it is okay in moderation.

Fewer than half of all women who have been pregnant or breastfed a baby (37%) indicated that a health specialist discussed the harms associated with alcohol consumption during pregnancy or while breastfeeding with them. This represents a decline from 2011 where the corresponding figure was 42%. The remaining 63% of people did not have a health professional raise this with them.

Analysis of demographic results and consumption trends revealed that:

- Women (81%) are slightly more likely than men (77%) to believe that drinking alcohol while pregnant is harmful. This represents a slight narrowing in the gender gap compared to 2011, where women were significantly more likely than men (84% compared to 76%) to believe that drinking alcohol during pregnancy was harmful.
- Regular drinkers (23%) are more likely than moderate (17%), occasional (11%) and non-drinkers (7%) to believe that it's okay for women to consume alcohol in moderation while pregnant. This trend was also identified with the belief that it's okay to drink alcohol while breastfeeding (27% compared to 22%, 18% and 10% respectively).
- Women (70%) are more likely than men (64%) to identify that it is recommended that women avoid alcohol altogether during pregnancy.
- Women (75%) are slightly more likely than men (71%) to believe that drinking alcohol while breastfeeding is harmful to the baby, whereas men are more likely than women (9% compared to 5%) to state that they are unsure.
- Non-drinkers (81%) are more likely than occasional drinkers (76%), moderate drinkers (71%), and regular drinkers (64%) to believe that consuming alcohol while breastfeeding is harmful to the baby. A similar trend was observed in 2011.
- Women with household incomes above \$90,000 (41%) are more likely than women with household incomes below \$40,000 (35%) to have had a health professional raise the potential harms associated with consuming alcohol while pregnant and breastfeeding with them. This trend was also observed in 2011, although the difference was greater (55% compared to 26%).

Awareness of Fetal Alcohol Syndrome

- **47% of all adult Australians are aware of Fetal Alcohol Syndrome (FAS) and related disorders.**
- **Men (34%), Gen Y (40%), and regular drinkers (40%) are least likely to be aware of FAS and related disorders.**

47% of all adult Australians are aware of Fetal Alcohol Syndrome and related disorders, while 53% are unaware.

Analysis of demographic results and consumption trends revealed that:

- Women (59%) are more likely than men (34%) to be aware of FAS and related disorders.
- Baby boomers (50%) and Gen X (48%) are more likely to be aware than Gen Y (40%).
- Regular drinkers (40%) are less likely than non-drinkers (48%), occasional drinkers (51%) and moderate drinkers (46%) to be aware of FAS and related disorders.

Awareness of the harms associated with alcohol misuse among young people

- **A majority (80%) of people believe that it is harmful to give alcohol to anyone under the age of 18 years.**
- **The majority of Australians are aware that underage alcohol consumption can affect the developing brain (80%), can lead to problematic drinking later in life (74%), and can increase the likelihood of engaging in risky sexual behaviour (66%).**

Similar to 2011, 80% of people believe that it is harmful to give alcohol to anyone under the age of 18 years, while 13% of people believe that it isn't and 7% of are unsure. The corresponding figures in 2011 were 82%, 12% and 6%.

Most Australians are aware that alcohol consumed by people under the age of 18 years can affect the developing brain (80%), can lead to problematic drinking later in life (74%), can increase the likelihood of risky sexual behaviour (66%), can result in injury (59%) and can result in death (48%). A small percentage of people (4%) believe that alcohol consumption by people aged under 18 years does not result in any of these harms.

Analysis of demographic results and consumption trends in 2010 and 2011 reveal that:

- Women (84%) are more likely than men (75%) to think that it is harmful to give alcohol to anyone under the age of 18 years. This trend was also observed in 2011.
- Gen Y (70%) are less likely Gen X (83%) and baby boomers (82%) to think that it is harmful to give alcohol to anyone under the age of 18 years. This trend was identified in 2011, although it was less pronounced. (76% compared to 84% and 83%).
- Non-drinkers (90%) are more likely than occasional (82%), moderate (76%) and regular drinkers (72%) to think that it is harmful to give alcohol to anyone under the age of 18 years. A similar trend was observed in 2011.

Experiences of alcohol-related violence

- **31% of Australians have been affected by alcohol-related violence, including 14% who have been victims of alcohol-related violence.**

31% of Australians have been affected by alcohol-related violence, including 14% who have been victims of alcohol-related violence, and 22% who have had a family member or friend affected. This represents a decrease from 2011 where 41% of Australians reported having been affected by alcohol-related violence including 19% who had been directly affected, and 30% who had a family member or friend affected.

Analysis of the demographic results and consumption trends revealed that:

- Baby boomers (17%) are more likely than Gen Y (11%) to report having been a victim of alcohol-related violence. A similar pattern was observed in 2011.
- People with lower household incomes (44%) are more likely than people with medium (30%) and higher household incomes (30%) to have been affected both directly and indirectly by alcohol-related violence. A similar pattern was observed in 2011.
- There are no significant relationships between experiences of alcohol-related violence and consumption levels in 2012. This trend was also observed in 2011.
- There is no significant difference in the likelihood of women and men to have reported being a victim of alcohol-related harm in 2012. This trend was also observed in 2011.

Perspectives on alcohol-related policies

Alcohol labelling

- **The majority of Australians (61%) believe that health information labels should be placed on alcohol products.**
- **Support for health information labels remained stable between 2011 and 2012.**

The majority of Australians (61%) believe that health information labels should be placed on alcohol products, while 24% think they should not, and a further 14% are unsure.

Analysis of demographic results and consumption trends in 2011 and 2012 revealed that:

- Consistent with 2011, women (65%) are more likely than men (57%) to support health information labels on alcohol products.
- Baby boomers (67%) are the more likely than Gen X (60%) and Gen Y (54%) to support the use of health information labels on alcohol products. This is different to 2011, where the corresponding figures were 63%, 57% and 61%. This demonstrates an increase in support for labels from Gen X (3%) and baby boomers (4%), and a decline in support from Gen Y (7%).
- Non-drinkers (77%) are more likely than occasional (63%), moderate (59%) and regular drinkers (47%) to support health information labels. This finding is consistent with 2011.

Regulating alcohol advertising

- **68% of Australians believe that alcohol advertising and promotions influence the behaviour of people under 18 years.**
- **Only 4% of Australians correctly identified the Advertising Standards Bureau as the organisation to direct complaints to.**
- **64% of Australian adults support a ban on alcohol advertising on weekdays and weekends before 8.30pm.**

The majority of Australians (68%) believe that alcohol advertising and promotion influences the behaviour of people under 18 years. 18% believe that alcohol advertising does not influence the behaviour of young people, and 14% are unsure. This represents a 4% decrease (from 72% to 68%) in the number of people who think that alcohol advertising influences young people's behaviours, which is reflected in the 4% increase in people who are unsure (from 10% to 14%).

The vast majority of Australians (83%) indicate that they do not know how to make a complaint about alcohol advertising, while 17% of people surveyed suggested that they did know. However, when asked who they would direct a complaint to only 4% of Australians correctly identified the Advertising Standard Bureau.

Over two-thirds (64%) of Australian adults support a ban on alcohol advertising before 8.30pm, seven days a week, while 24% of people are opposed to the measure, and 12% are undecided. This represents a decline in support for a ban in alcohol advertising from 2011 by 5%, and an increase in the proportion of people who are unsure by 4%.

Analysis of demographic results and consumption trends in 2011 and 2012 revealed that:

- Women (68%) are more likely than men (59%) to support a ban on alcohol advertising before 8:30pm. This is consistent with 2011 when the corresponding figures were 75% and 63%.
- Baby boomers are more supportive of a ban on alcohol advertising (73%) than Gen X (61%) who are more supportive than Gen Y (53%). This is consistent with 2011 when the corresponding figures were 74%, 67% and 61%.
- Non-drinkers (80%) are more likely than occasional drinkers (67%), moderate drinkers (57%) and regular drinkers (53%) to support a ban on alcohol advertising before 8:30pm. This is consistent when the corresponding figures were 87%, 72%, 66% and 56%.
- Baby boomers (74%) are more likely than Gen X (67%) and Gen Y (58%) to believe alcohol advertising influences the behaviour of people under the age of 18 years.

Places people commonly encounter alcohol advertising and sponsorship

- **Australians see alcohol advertising and sponsorship on television (65%), at sporting events (49%), in newspapers and magazines (47%), in pamphlets and catalogues (41%), and on billboards (40%).**
- **Men are more likely than women to come across alcohol advertising or sponsorship at sporting events, while women are more likely than men to come across alcohol advertising and sponsorship in pamphlets and catalogues.**
- **Baby boomers are more likely than Gen X and Gen Y to come across alcohol advertising or sponsorship in newspapers and magazines and in pamphlets and catalogues.**

Australians are exposed to alcohol advertising and sponsorship in a variety of ways with television being the most common source (65%). Sporting events (49%), newspapers and magazines (47%), and pamphlets and catalogues (41%) are also commonly reported as sources of alcohol advertising or sponsorship. The table below provides an overview of the places where people see alcohol advertising and sponsorship, as well as the places nominated as the main source of advertising and sponsorship.

	Main source (%)	All sources (%)
Television	37	65
Pamphlets and catalogues	16	41
Sporting events	14	49
Newspapers and Magazines	11	47
Billboards	5	40
Internet	4	31
Cultural events such as live music	3	30
Radio	1	21
None of the above	9	9

Analysis of demographic results and consumption trends revealed that:

- Men (52%) are more likely than women (47%) to come across alcohol advertising or sponsorship at sporting events. Women (43%) are more likely than men (38%) to come across alcohol advertising or sponsorship through pamphlets and catalogues. There are no other significant differences between men and women in the reported sources of alcohol advertising and sponsorship.
- Baby boomers (58%) are more likely than Gen X (43%) and Gen Y (37%) to come across alcohol advertising or sponsorship in newspapers and magazines.
- Baby boomers (50%) are also more likely than Gen X (36%) and Gen Y (33%) to come across alcohol advertising or sponsorship in pamphlets or catalogues.
- Regular drinkers (17%) are more likely than moderate drinkers (12%), occasional drinkers (8%) and non-drinkers (8%) to mainly see alcohol advertising or sponsorship in newspapers or magazines.

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

- **39% of Australians support increasing the tax on alcohol to pay for health, education, and the treatment of alcohol-related problems, while 48% oppose this measure.**
- **The majority (72%) of non-drinkers support increasing tax on alcohol to pay for health education and treatment.**

39% of Australians support increasing the tax on alcohol to pay for health, education and the treatment of alcohol related problems, 48% are not supportive, and 13% are undecided. This represents a decrease in support from 2011 of 7%, which was largely reflected in an increase of 5% in the proportion of people that were unsure and increase by 2% of people who do not support a tax change.

Analysis of demographic results and consumption trends revealed that:

- Women (41%) are slightly more likely than men (37%) to support an increase in alcohol taxation. A similar trend was observed last year, although the difference was greater (49% compared to 43%).
- Baby boomers (41%) are more likely than Gen X (37%) and Gen Y (36%) to support increasing the tax on alcohol. This was also identified in 2011 when the corresponding figures were (49%, compared to 45% and 41%).
- Non-drinkers are significantly more likely to support an increase in tax on alcohol (72%) than occasional drinkers (41%), who are more likely to support this than moderate (29%) and regular (21%) drinkers. This is similar to 2011 when the corresponding figures were (82%, compared to 55%, 37% and 22%).

Outlet density

- **29% of Australians think there are too many alcohol outlets in their neighbourhood.**
- **Baby boomers (35%), people with household incomes below \$40,000 (40%), and non-drinkers (47%) are most likely to think that there are too many alcohol outlets in their neighbourhood.**

57% of Australians think that there are about the right number of alcohol outlets in their neighbourhood. 29% think there are too many, 5% think there are too few, and 9% are uncertain.

Analysis of demographic results and consumption trends revealed that:

- There are no significant gender differences in the perceptions of the number of alcohol outlets.
- Baby boomers (35%) are the more likely than Gen X (28%) and Gen Y (20%) to believe there are too many alcohol outlets in their area. Gen Y (9%) is more likely than Gen X (6%) and baby boomers (3%) to think there are too few alcohol outlets in their area.
- Non-drinkers (47%) are more likely than occasional (29%), moderate (23%) and regular drinkers (21%) to believe that there are too many alcohol outlets in their area. Regular drinkers (10%) are more likely than moderate (7%) occasional (3%) and non-drinkers (2%) to think that are too few alcohol outlets in their area.





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