

2020 ANNUAL
ALCOHOL
POLL
ATTITUDES & BEHAVIOURS

**STOPPING
HARM**
CAUSED BY
ALCOHOL



Foundation for Alcohol Research & Education

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation's greatest preventative health challenges.

As a leading advocate of evidence-based research, FARE contributes to policies and programs that support the public good, while holding the alcohol industry to account. FARE works with leading researchers, communities, governments, health professionals and frontline service providers to bring about change and reduce alcohol harm.

If you would like to contribute to FARE's important work, call us on (02) 6122 8600 or email info@fare.org.au

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OVERVIEW

FARE's *Annual Alcohol Poll: Attitudes and behaviours* provides a comprehensive snapshot of alcohol in Australia. The polling, carried out by YouGov Galaxy, provides an overview of Australians' perceptions about alcohol and a range of policies; how much and how often alcohol is used; the extent of knowledge about alcohol harm in the community; and people's experiences of alcohol harm. Eleven consecutive years of polling has enabled FARE to monitor patterns and trends in these areas, as well as emerging alcohol policy issues.

Responses to the *2020 Annual Alcohol Poll: Attitudes and behaviours* (the Poll) were collected between 20 January 2020 and 1 February 2020. This was prior to the COVID-19 pandemic contributing to changed alcohol use in Australia.

Australians who drink or don't drink alcohol

The Poll found that in the 12 months prior to January 2020, 79% of Australians drank alcohol in the past year. Of the 21% who hadn't drunk alcohol in the past year, 6% have never had alcohol.

Australians continue to use alcohol at home, increasingly with home-delivered alcohol

During those 12 months, Australians report consuming alcohol most frequently at home (73% drinking either in their home or someone else's home), followed by pubs, bars or clubs (15%) and restaurants (8%). When asked the location where they consume the most alcohol in a single sitting, 67% indicate the home.

Alcohol has become more accessible at home due to the emergence of online sales and delivery of alcohol. The Poll found that 15% of Australians had alcohol delivered to their house in the 12 months. Of those, nearly half (46%) have alcohol delivered at least monthly. Nearly half (44%) of people who had alcohol delivered to their house also had it arrive in under two hours. Of those people who reported their alcohol arriving within two hours, the majority (70%) drank more than four standard drinks on the day of delivery and more than a third (38%) drank 11 or more standard drinks on the day of delivery.

Australians support better regulation of online sales and delivery

The Poll found that only 38% of people report having their ID checked when receiving alcohol home deliveries in the past 12 months. This supports recent research which shows online alcohol retailers do not have sufficient regulation to ensure age-gating at point of sale and delivery.^{1,2}

An overwhelming majority (88%) of Australians feel that proof of age should be verified in order to purchase alcoholic products online.

Australians are against children being exposed to alcohol advertising

An overwhelming majority (85%) of Australians think that alcohol advertising should not be shown to children online, via social media (86%) or on video-sharing platforms (85%).

The concern about children's exposure to advertising online extends to other platforms. More than two thirds (71%) are opposed to alcohol advertising during children's television viewing hours and 69% think public transport should be free from alcohol advertising.

Unethical marketing to children and young people is a growing concern, with 59% of Australians believing the alcohol industry targets children and young people under 18 years of age, a significant increase from previous years (55% in 2019).

Australians' awareness of the health risks of alcohol remains low and risky drinking continues

The Poll found that 26% of Australians are familiar with the current National Health and Medical Research Council (NHMRC) *Australian guidelines to reduce health risks from drinking alcohol* (the 2009 Guidelines). New 'Draft Guidelines' are due to be finalised by the year's end, and the low level of awareness highlights the need for continued promotion of the Guidelines to ensure that Australians are informed of the risks of alcohol use.

More than a quarter (28%) of Australians indicate that they drink more than four standard drinks on a 'typical occasion', exceeding the 2009 Guideline for short-term risk. This finding aligns with the 2019 National Drug Strategy Household Survey (NDSHS) which showed 25% of people drink more than four standard drinks on one occasion at least once a month.

Almost half (49%) of Australians are unaware that alcohol use can cause cancer. This is despite the fact alcohol is a Group 1 carcinogen.³ A third (30%) of Australians are unaware that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD), which is the leading cause of non-genetic developmental disability in Australia.⁴

The majority of Australians support action on alcohol harm

The majority (77%) of Australians agree that more needs to be done to reduce the harm caused by alcohol in Australia. The top concerns for Australians are alcohol-fuelled road traffic accidents (88%); violence, including sexual and other assault (86%); family violence (85%); and child abuse and neglect (85%). Four in ten Australians (40%) have been affected by alcohol-related violence in the past, including 18% who report that they have directly experienced alcohol-related violence.

Australians want increased action by governments to reduce alcohol-fuelled harm. Only a quarter (25%) think their state or territory government is doing enough to address harms and less than a quarter (24%) think the federal government is doing enough.

The Poll continues to also demonstrate that Australians are sceptical about the alcohol industry. More than half (58%) believe that the alcohol industry makes political donations to influence policy, a significant increase on previous years (53% in 2018), while 62% think the alcohol industry should not be involved in public policy development.

THE APPROACH

FARE carried out nation-wide polling for the eleventh consecutive year to determine community attitudes and behaviours relating to alcohol. This report provides an overview of the findings of the 2020 Poll. It also provides, where available, information regarding trends between 2010 and 2020.

As in previous years, the Poll was commissioned by FARE and conducted by YouGov Galaxy, an independent market research company which conducts opinion polling throughout Australia.

This study is conducted online among members of two permission-based research panels, including *pureprofile* and YouGov Galaxy's research panel. *Pureprofile* has a respondent panel of 375,000 members who are sourced through a variety of online and offline sources, including internal referral programs, search engine optimisation techniques, offline print, trade marketing, location-based registration, and radio advertising. Members of both panels are paid on a per-minute basis for participation.

The sample for the Poll is selected among panel members with quotas applied to ensure that it reflects the current Australian population. The results of the Poll are weighted by age, sex, and capital city or non-capital city areas within each state and territory using Australian Bureau of Statistics (ABS) population proportions from the 2016 Census (Cat no. 2901.0). These proportions are updated each year using the ABS resident population of Australia projections. The weighting of the sample using ABS estimates ensures consistency between time periods.

The Poll sample is 2,264 respondents. A sample size of 2,264 allows accuracy within $\pm 5\%$ at the 95% confidence interval.

The questionnaire was designed by YouGov Galaxy in consultation with FARE. The questionnaire was administered online using YouGov Galaxy's online survey software, Gryphon. For each question, the respondent had to click on the response which represented their answer. In addition to questions about alcohol, the questionnaire asked respondents about their place of residence, age and gender.

Fieldwork commenced on Monday 20 January 2020 and was completed on Saturday 1 February 2020. All respondents were aged 18 years and older. Sampling quotas for each Australian state and territory were achieved, to ensure a representative sample in each jurisdiction.

High-level results are presented in the findings section of this report. Differences between demographics are only presented where differences are statistically significant at a 95% confidence interval. Where a question is being asked for the first time, this is specified in the findings. Where a question has been asked before in exactly the same format, trend data is provided for the previous year or years of results.

Reporting of demographic differences focusses on gender, age and remoteness. In the case of remoteness, respondents reported the nearest locality (suburb, town or city) to where they currently live. Respondents were then coded as either living in a regional area or major city, based on Volume 5 of the ABS Remoteness Structure outlined in the Australian Statistical Geography Standard. Note the number of respondents from remote and very remote areas was not large enough for analysis, hence they were coded as living in a regional area.



AUSTRALIAN CAPITAL TERRITORY – 202
NEW SOUTH WALES – 358
NORTHERN TERRITORY – 201
QUEENSLAND – 309
SOUTH AUSTRALIA – 324
TASMANIA – 200
VICTORIA – 354
WESTERN AUSTRALIA – 316

In the case of age, on some occasions, adjacent age categories have been combined (such as '18 to 24 year-olds and 25 to 34 year-olds', into '18 to 34 year-olds') if the groups have similar proportions and if combining the groups confers greater statistical power.

ALCOHOL USE CATEGORIES



For some analysis, respondents have been categorised into four groups based on their reported level of alcohol use.

The above categories have been chosen with the Guidelines in mind. Designation of the last category as ten or more standard drinks a week accounts for the fact that the Draft Guidelines recommend that adults drink no more than ten standard drinks across a week. The other categories have been chosen to ensure sufficient sample sizes within each, enabling comparison between categories.

These categories are referred to throughout the report, with the phrase 'drinks per week' meaning a standard drink of alcohol, i.e. 10g of alcohol.

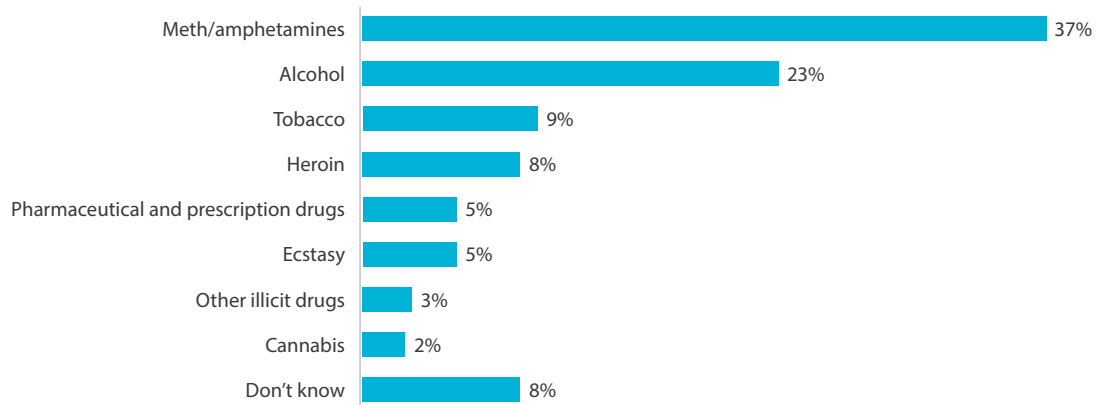
ATTITUDES TOWARDS ALCOHOL IN AUSTRALIA

PERCEPTION OF THE MOST HARMFUL DRUG

23% of Australians consider alcohol to be the drug that causes the most harm, behind meth/amphetamines (37%) and ahead of tobacco (9%), heroin (8%), ecstasy (5%), pharmaceutical/ prescription drugs (5%), other illicit drugs (3%), and cannabis (2%).

We asked Australians about which legal and illicit drugs they think cause the most harm in Australia. Nearly one quarter (23%) of Australians consider alcohol to be the drug that causes the most harm in Australia, behind meth/amphetamines (37%) and ahead of tobacco (9%), heroin (8%), ecstasy (5%), pharmaceuticals (5%), and cannabis (2%), while 8% of Australians are unsure.

FIGURE 1 - PERCEPTION OF THE MOST HARMFUL DRUG IN AUSTRALIA



Analysis of demographic results reveals that:

- Men are more likely than women to consider tobacco (11% compared to 8%) to be the drug that causes the most harm to Australians.
- However, women (10%) are twice as likely as men (5%) to be undecided about which drugs, legal and illicit, causes the most harm to Australians.
- Australians aged 18-24 years are more likely than those aged 50 and over to think meth/amphetamines is the most harmful drug to Australians (46% compared to 35%).
- People from NT (34%) and ACT (33%) are more likely than those from VIC (19%), QLD (21%) and SA (23%) to think alcohol is the most harmful drug to Australians.

ALCOHOL AS A PROBLEM IN AUSTRALIA

73% of Australians either strongly agree or agree that Australia has a problem with alcohol.

Almost three in four Australians (73%) either strongly agree or agree with the statement that Australia has a problem with alcohol, including 29% who strongly agree and 45% who agree. In contrast, 2% strongly disagree and 6% disagree. Nearly one in five Australians (19%) neither agree nor disagree.

Analysis of demographic results reveals that:

- Women (33%) are more likely than men (24%) to strongly agree with the statement that Australia has a problem with alcohol.
- Australians aged 50 and over (76%), as well as those aged 25-34 years (77%) are more likely than 18-24 year-olds (66%) and 35-49 year-olds (70%) to either strongly agree or agree with the belief that Australia has a problem with alcohol.
- People in major cities (75%) are more likely than people in regional areas (69%) to agree with the statement that Australia has a problem with alcohol.
- Non-drinkers (38%) are more likely than people who drink one-to-ten drinks per week (26%) and people who drink more than ten drinks per week (18%) to strongly agree with the statement that Australia has a problem with alcohol.

CONCERN WITH ALCOHOL-FUELLED HARMS

Australians are concerned about alcohol-fuelled harms. The harms people are most concerned about are road-traffic accidents (88%); violence, including sexual and other assault (86%); family violence (85%); child abuse and neglect (85%); and harm from exposure to alcohol in-utero (83%).

When compared to previous years, the top three alcohol-fuelled harms that Australians are concerned about remains consistent. These were road-traffic accidents (88%), violence (86%) and child abuse and neglect (85%). Harm from exposure to alcohol in-utero (83%) and long-term health harms (81%) were also significant concerns in 2020 (see Appendices, Table 40 for yearly comparison).

TABLE 1 - CONCERN ABOUT ALCOHOL-FUELLED HARMS

I AM CONCERNED ABOUT...	STRONGLY AGREE (%)	AGREE (%)	NEITHER (%)	DISAGREE (%)	STRONGLY DISAGREE (%)
Alcohol-related child abuse and neglect	47	38	12	2	1
Alcohol-related road traffic accidents	46	42	10	2	1
Alcohol related family violence	43	42	11	3	1
Harm to unborn babies from exposure to alcohol in-utero	43	40	13	3	1
Alcohol-related violence including sexual assault or other assault	42	44	11	3	1
Environments that feel unsafe late at night due to alcohol	38	41	14	5	1
The impact of alcohol on mental health	37	44	14	3	1
Alcohol-related anti-social behaviour	36	47	13	3	1
Alcohol-related long-term health harms such as cirrhosis of the liver, cancers and brain damage	36	45	13	4	2
The involvement of alcohol in suicide	32	41	20	6	2
Alcohol-related crime such as property damage or theft	30	46	17	5	1
Alcohol-related short-term health harms such as alcohol poisoning, falls, accidents and injury	27	46	19	7	1
Alcohol-related productivity loss and absences in workplaces	20	37	29	11	3

Analysis of demographic results reveals that:

- Women are more likely than men to be strongly concerned about alcohol-fuelled harms, including road traffic accidents (50% compared to 41%); family violence (48% compared to 37%); violence, including sexual and other assault (46% compared to 37%); impact of alcohol on mental health (43% compared to 30%); involvement of alcohol in suicide (35% compared to 28%); alcohol-related short-term health harms (29% compared to 24%) and long-term health harms (39% compared to 33%); and harm from exposure to alcohol in-utero (48% compared to 37%).
- People aged 50 years and over are more likely than 18-24 year-olds to either strongly agree or agree that they are concerned about alcohol-fuelled family violence (91% compared to 74%); violence, including sexual assault (90% compared to 82%); crime (81% compared to 71%); child abuse and neglect (90% compared to 83%); anti-social behaviour (90% compared to 67%); and long-term health harms (85% compared to 73%).

ACTIONS TO ADDRESS ALCOHOL HARM

77% of Australians either strongly agree or agree that more needs to be done in Australia to reduce the harm caused by alcohol.

76% of Australians do not think or are unsure that the federal government is doing enough to address alcohol harm in Australia.

75% of Australians do not think or are unsure that their state or territory government is doing enough to address alcohol harm in Australia.

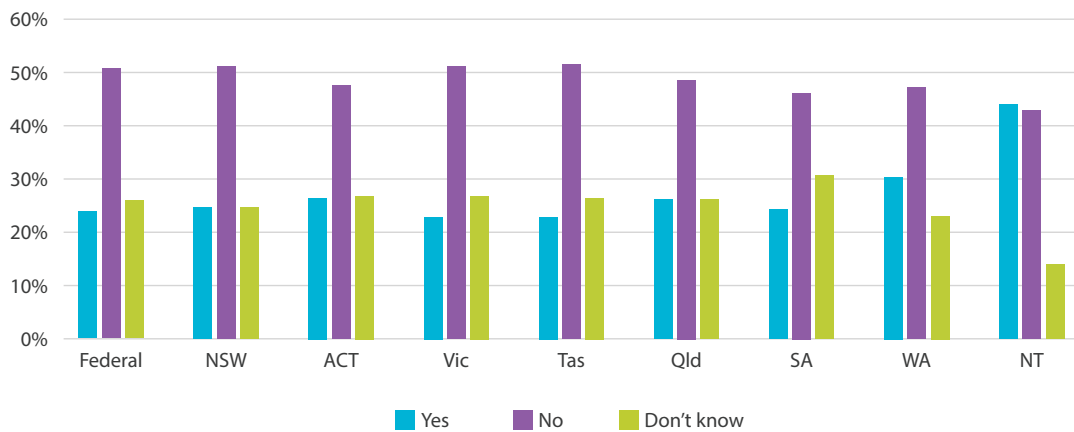
More than three quarters of Australians (77%) either strongly agree or agree that more needs to be done in Australia to reduce the harm caused by alcohol, including 31% who strongly agree and 46% who agree. In contrast, 2% strongly disagree and 5% disagree with this statement, and 18% neither agree nor disagree.

Analysis of demographic results reveals that:

- Women (35%) are more likely than men (28%) to strongly agree with the perception that more needs to be done in Australia to reduce the harm caused by alcohol.
- Non-drinkers (85%) and people who drink less than one drink per week (80%) are more likely than people who drink one-to-ten drinks per week (75%) and people who drink more than ten drinks per week (67%) to agree or strongly agree with the belief that more needs to be done in Australia to reduce the harm caused by alcohol.

For the first time, respondents were asked whether they thought the federal government, as well as their state or territory government was doing enough to address alcohol harm in Australia. One in four Australians (24%) believe that the federal government is doing enough to address alcohol harm in Australia, 51% believe they are not doing enough and 26% are unsure.

FIGURE 2 - AGREEMENT THAT GOVERNMENTS ARE DOING ENOUGH TO ADDRESS ALCOHOL HARM



*Sample sizes for each state and territory provided in 'The Approach' section

Results by state and territory indicate that for all jurisdictions with the exception of NT, more people think their state/territory government is not doing enough to address alcohol harm (see Figure 2).

Analysis of demographic results reveals that:

- Men (29%) are more likely than women (19%) to believe that the federal government is doing enough to address alcohol harm in Australia.
- Men (31%) are also more likely than women (20%) to believe that their state or territory government is doing enough to address alcohol harm in Australia.
- People aged 50 years and over (57%) are more likely than those aged 18-24 years (49%), 25-34 years (49%) and 35-49 years (43%) to believe that the federal government is *not* doing enough to address alcohol harm in Australia.
- People aged 50 years and over (56%) are also more likely than those aged 18-24 years (47%), 25-34 years (46%) and 35-49 years (42%) to believe that their state or territory government is *not* doing enough to address alcohol harm in Australia.

ALCOHOL INDUSTRY INFLUENCE

62% of Australians believe that the alcohol industry should not be involved in public policy development.

59% of Australians believe that the alcohol industry has too much influence with governments.

58% of Australians believe that the alcohol industry makes political donations to influence policy.

59% of Australians believe that the alcohol industry targets children and young people under 18 years of age.

68% of Australians believe that the alcohol industry should pay to reduce alcohol harm.

Nearly two thirds (62%) of Australians either strongly agree or agree that the alcohol industry should not be involved in public policy development, while 13% of Australians either disagree or strongly disagree with this.

TABLE 2 - ALCOHOL INDUSTRY INVOLVEMENT IN PUBLIC POLICY

STATEMENT	STRONGLY AGREE (%)	AGREE (%)	NEITHER (%)	DISAGREE (%)	STRONGLY DISAGREE (%)
The alcohol industry should not be involved in public policy development about alcohol	29	33	25	10	3

The Poll asked respondents further questions about alcohol industry influence and behaviour.

More than half (59%) of Australians either strongly agree or agree with the belief that the alcohol industry targets young people under 18 years of age, while 14% strongly disagree or disagree with this statement and 27% of Australians are unsure. Agreement is significantly higher in 2020 than in 2018 (55%).

More than half (59%) of Australians believe that the alcohol industry has too much influence with governments, while 8% do not believe this is the case and 33% are unsure.

More than half (58%) of Australians also believe that the alcohol industry makes political donations to influence policy, while 7% either strongly disagree or disagree with this statement and 35% are unsure. Agreement is significantly higher in 2020 than in 2018 (53%).

Lastly, the majority (68%) of Australians either strongly agree or agree that the alcohol industry should pay to reduce alcohol harm.

Table 3 provides an overview of Australians' perceptions of the alcohol industry between 2015 and 2020.

TABLE 3 - AGREEMENT ON STATEMENTS ABOUT ALCOHOL INDUSTRY BEHAVIOUR, BY YEAR

STATEMENT	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2020 (%)
The alcohol industry targets young people under 18	59	57	57	55	59↑
The alcohol industry has too much influence with governments	51	56	57	57	59
The alcohol industry makes political donations to influence policy	54	52	55	53	58↑
The alcohol industry should pay to reduce alcohol harm	70	71	74	68	68

↑↓ denotes a significant change from the previous year's results (applied to 2020 data only). The 2019 Poll did not ask these questions.

Analysis of demographic results reveals that:

- Australians aged 50 years and over are more likely than younger Australians to strongly agree or agree that the alcohol industry targets young people under 18 with marketing and advertising (66% compared to 44%); the alcohol industry has too much influence with governments (63% compared to 52%); and the alcohol industry should pay to reduce alcohol harm (72% compared to 58%).
- Australians aged 50 years and over (26%) and 35-49 year-olds (26%) are more likely than 18 to 24 year-olds (18%) to strongly agree with the statement that the alcohol industry makes political donations to influence policy.
- Men are more likely than women to strongly agree or agree with the belief that the alcohol industry makes political donations to influence policy (64% compared with 53%).

ALCOHOL USE

AUSTRALIANS WHO DRINK OR DON'T DRINK ALCOHOL

79% of Australians have drunk alcohol in the past 12 months.

21% of Australians have not drunk in the past 12 months, including 6% who have never had alcohol.

The Poll asked respondents if they had drunk alcohol in the past 12 months. The majority (79%) said they had consumed alcohol in the past 12 months. This group of respondents are hereafter referred to in analysis as 'Australian drinkers' or 'Australians who drink alcohol'.

The remainder of more than a fifth (21%) of Australians currently do not drink, referred to as non-drinkers. This includes 15% of Australians who previously drank but have stopped, and 6% who have never had alcohol.

FREQUENCY OF ALCOHOL USE

In the past 12 months, 20% of Australians who drink alcohol used alcohol less than once a month, while 5% used alcohol every day.

Table 4 provides an overview of the number of occasions alcohol is consumed by Australians who drink per month or week.

TABLE 4 - FREQUENCY OF DRINKING IN THE PAST 12 MONTHS*

FREQUENCY	2020 (%)
Less than once a month	20
About once a month	11
2-3 times a month	17
Once a week	15
2-3 days a week	18
4-5 days a week	8
6 days a week	5
Every day	5

* Figures exclude non-drinkers.

Analysis of demographic results reveals that:

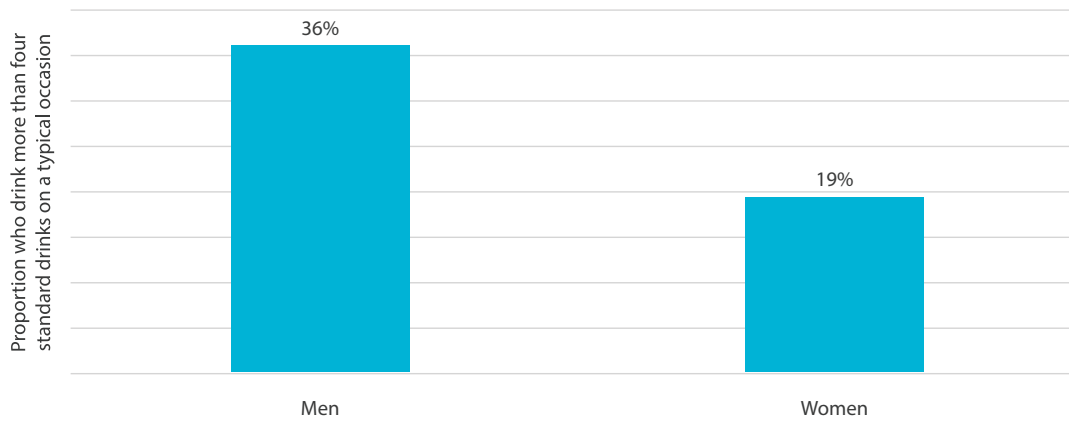
- Women are more likely than men to have used alcohol less than once a month (27% compared to 15%) and about once a month (14% compared to 9%) in the past 12 months, while men are more likely than women to have used alcohol once a week (17% compared to 13%) in the past 12 months.
- Australians aged 50 years and over (23%) are more likely than 35-49 year-olds (17%), 25-34 year-olds (15%) and 18-24 year-olds (13%) to have used alcohol two to three days a week in the past 12 months.

ALCOHOL USE BY QUANTITY

Of Australians who drink alcohol, 28% drank more than four standard drinks on a 'typical occasion' in the past 12 months.

Of Australians who drink alcohol, 28% drank more than four standard drinks on a typical occasion. This is above the 2009 Guidelines to reduce risk of alcohol-related injury. Men are more likely (36%) than women (19%) to be drinking more than four standard drinks on a typical occasion, as shown in Figure 3.

FIGURE 3 - MEN AND WOMEN DRINKING MORE THAN FOUR STANDARD DRINKS ON A TYPICAL OCCASION



*The above chart does not include those who selected 'other gender' due to low sample size.

Other demographic analysis of results reveals:

- People aged 18-24 years are more likely to drink more than four standard drinks on a typical occasion (45%), compared to those aged over 50 (19%).
- People in regional areas (34%) are more likely than people in major cities (27%) to report drinking more than four standard drinks on a typical occasion.

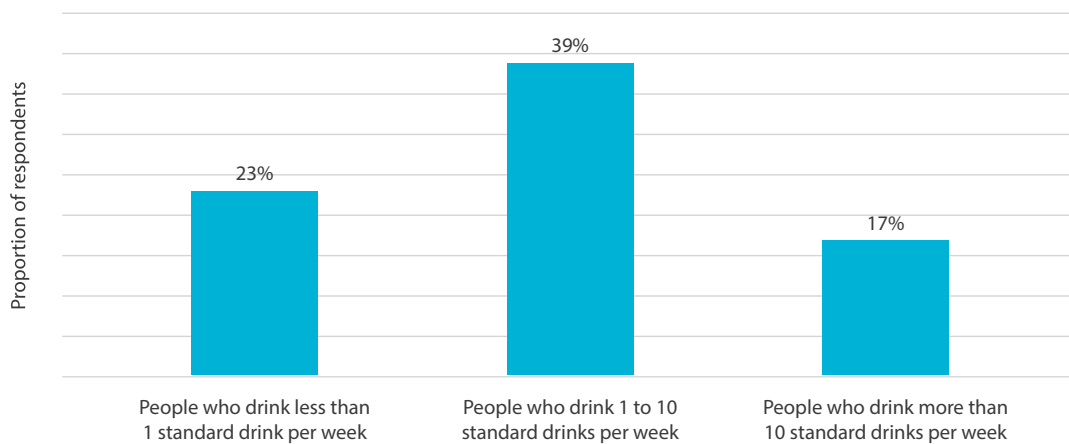
ALCOHOL USE PER WEEK

17% of Australians drink more than ten standard drinks per week.

The responses on the frequency of alcohol use and number of standard drinks consumed on a typical occasion were used to estimate the number of standard drinks consumed by Australians in a week.

The new Draft Guidelines recommend drinking fewer than ten standard drinks a week to reduce the risk of alcohol-related injury and disease. Poll results show 17% of Australians are drinking more than ten standard drinks a week. Nearly four in ten (39%) are drinking one-to-ten standard drinks a week, while almost a quarter (23%) are drinking less than one standard drink a week.

FIGURE 4 - ALCOHOL USE PER WEEK



Demographic analysis of results reveals that:

- Men are more likely than women to drink more than ten drinks per week (24% compared to 10%).
- People aged over 50 years are more likely to drink more than ten drinks per week (20%) than 18-24 year olds (12%) and 25-34 year olds (13%).
- People in regional areas are more likely to be non-drinkers than those in major cities (28% compared to 19%).

DRINKING TO GET DRUNK

45% of Australians who drink alcohol, do so with the intention to get drunk and 28% do so at least once a month.

Just under half (45%) of Australian drinkers used alcohol with the intention of getting drunk in the past 12 months. One in seven (14%) drink to get drunk at least once a week, while one in ten (9%) drink to get drunk one to two times a year.

TABLE 5 - FREQUENCY OF DRINKING TO GET DRUNK IN THE PAST 12 MONTHS

FREQUENCY	2020 (%)
Twice a week or more often	6
Once a week	8
Two to three times a month	7
Once a month	7
Once every 2-3 months	8
1-2 times a year	9
Not in the past 12 months	55

Analysis of demographic results reveals that:

- 18-24 year-olds (77%), 25-34 year-olds (76%) and 35-49 year-olds (70%) are more likely than those aged 50 years and over (28%) to have drunk alcohol with the intention of getting drunk in the past 12 months.
- People who drink more than ten drinks per week (33%) are more likely than people who drink one-to-ten drinks per week (11%) and people who drink less than one drink per week (4%) to report drinking to get drunk at least once a week.

ALCOHOL PRODUCT TYPES

When asked about all the types of alcohol they drink, more than half (59%) of Australians report drinking bottled wine, followed by spirits (48%) and regular strength beer (39%).

When asked about the types of alcohol they drink most often, Australians say they drink bottled wine (30%), regular strength beer (19%) and spirits (16%) most often.

The Poll asked Australians who drink alcohol about the products they have drunk in the past 12 months, either regularly, or from time-to-time. Bottled wine is drunk by more than half (59%) of Australians who drink alcohol, followed by spirits (48%) and regular strength beer (39%). Less popular alcohol products include RTDs/alcopops (14%) and cask wine (13%).

Table 6 provides an overview of the types of alcohol products that Australians consume either regularly or from time-to-time, in 2020 and in previous years of polling.

TABLE 6 - ALCOHOL PRODUCTS DRANK REGULARLY OR FROM TIME TO TIME IN THE PAST 12 MONTHS, BY YEAR

PRODUCT	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2020 (%)
Bottled wine	61	61	61	60	60	55	58	59
Spirits	53	50	55	50	51	49	50	48
Regular strength beer	42	40	42	41	41	45	42	39
Cider	19	25	28	30	31	33	31	29
Mid strength beer	16	18	19	17	20	21	22	21
Light beer	19	19	20	22	20	19	17	21
RTDs/alcopops	21	18	21	16	16	17	16	14
Cask wine	13	11	11	13	12	12	10	13
None of the above	3	2	1	2	2	2	2	4

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%. The 2019 poll did not ask this question.

Analysis of demographic results in 2020 reveals that:

- Men are more likely than women to have drunk regular strength beer (55% compared to 21%), mid strength beer (30% compared to 9%) and light beer (27% compared to 16%), while women are more likely to have consumed bottled wine (66% compared to 53%) and cider (33% compared to 26%) in the past 12 months.
- 18-24 year-olds (58%) are more likely than 25-34 year-olds (49%) and those 50 years and over (44%) to have drunk spirits.
- 18-24 year-olds (44%) and 25-34 year-olds (42%) are more likely than 35-49 year-olds (32%) and those 50 years and over (17%) to have drunk cider.
- Those aged 50 years and over (64%) are more likely than 18-24 year-olds (50%) and 25-34 year-olds (53%) to have drunk bottled wine.

When asked what type of alcohol they consume most often, Australians who drink alcohol reported that they mainly drink bottled wine (30%), regular strength beer (19%) and spirits (16%). The remaining drinkers consume cask wine (5%) and 3% drink RTDs/ alcopops.

Table 7 provides an overview of the types of alcohol that Australian drinkers drink most often, in 2020 and in previous years of polling.

TABLE 7 – ALCOHOL PRODUCTS DRUNK MOST OFTEN IN THE PAST 12 MONTHS, BY YEAR

PRODUCT	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2020 (%)
Bottled wine	36	34	33	33	33	29	29	30
Regular strength beer	20	20	21	21	19	21	22	19
Spirits	17	15	19	16	16	17	17	16
Cider	4	7	7	7	9	10	10	8
Mid strength beer	5	6	5	6	6	8	9	7
Cask wine	4	4	4	5	4	5	3	5
Light beer	6	5	5	6	6	4	4	8
RTDs/alcopops	5	6	4	3	4	4	4	3
None of the above	4	3	2	3	3	3	2	4

Analysis of demographic results in 2020 reveals that:

- Men are more likely than women to drink mid strength beer (12% compared to 2%) and regular strength beer (29% compared to 7%), while women are more likely to drink bottled wine (40% compared to 22%) and spirits (19% compared to 13%) most often in the past 12 months.
- Australians aged 50 years and more than (39%) are more likely than 35-49 year-olds (29%), 25-34 year-olds (21%) and 18-24 year-olds (18%) to drink bottled wine most often in the past 12 months.

AUSTRALIANS WHO HAVE NEVER HAD ALCOHOL

Approximately one in 20 Australians (6%) have never had alcohol before.

The Poll found 6% of Australians have never had alcohol before.

These respondents were asked about their reasons for not using alcohol. More than six in ten (65%) said they simply had no interest in alcohol consumption, 45% said they do not like the taste of alcohol and 40% said they have witnessed bad examples of what alcohol can do.

TABLE 8 - REASONS FOR NEVER USING ALCOHOL

REASON	2020 (%)
No interest in drinking	65%
Don't like the taste of alcohol	45%
Seen bad examples of what alcohol consumption can do	40%
Brought up not to drink	37%
Health reasons (to avoid alcohol-related health problems)	22%
Drinking is against my religion	20%
Concerned about having drinking problems	12%
Medical reasons	7%
Other	3%

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

AUSTRALIANS WHO HAVE STOPPED OR DECREASED THEIR ALCOHOL USE

Nearly a third (29%) of Australians report drinking less in the past 12 months.

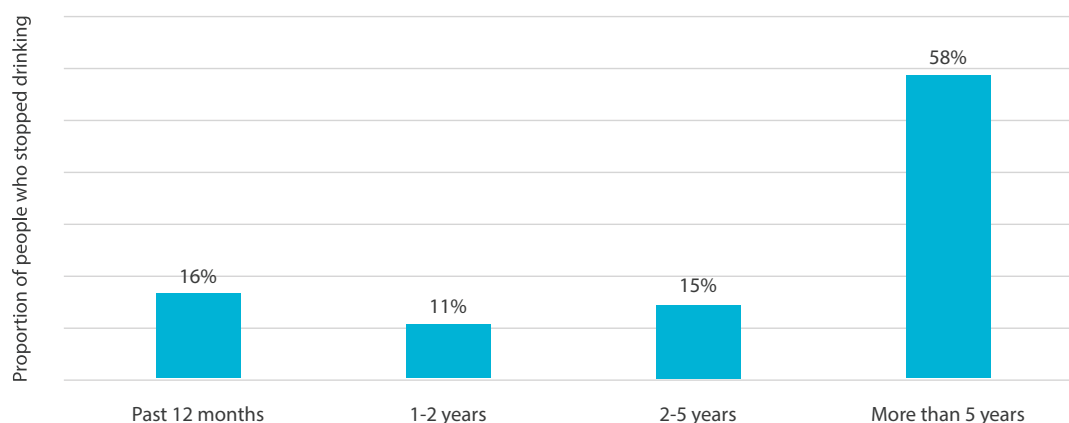
Of Australians who stopped or decreased drinking, 48% said this was because they were trying to be healthier.

Of Australians who have stopped drinking, 58% gave up alcohol more than five years ago.

The Poll found 15% of Australians previously drank alcohol but have stopped drinking. These respondents were asked how long it had been since they stopped drinking. More than half (58%) indicated they stopped drinking alcohol more than five years ago, 15% stopped two to five years ago and 11% stopped one to two years ago and 16% stopped in the past 12 months.

The Poll explored the behaviour of respondents who had reduced their usual amount of alcohol compared to 12 months ago. Nearly a third (29%) of Australians report that they had been drinking less, including those who report drinking 'a little less' (15%) and 'a lot less' (14%) than 12 months ago.

FIGURE 5 - PERIOD OF TIME SINCE STOPPING DRINKING



Respondents who reduced or stopped their alcohol consumption in the past 12 months were also asked what their reasons for drinking less/nil were. Nearly half (48%) said their reason for drinking less or for stopping was their attempt to live a healthier lifestyle.

TABLE 9 - REASONS FOR DECREASING OR STOPPING ALCOHOL USE

REASON	2020 (%)
Trying to be healthier (e.g. exercising more, improving diet, cutting out alcohol)	48%
No longer had an interest in drinking	41%
Drinking is too expensive	28%
Dislike the effect of alcohol	22%
Seen bad examples of what alcohol can do	18%
Medical reasons	10%
Previous problem with drinking	8%
Pregnant, trying to get pregnant or breastfeeding	4%
Other	6%

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Women are more likely than men to have decided to drink less or to stop drinking in the past 12 months because they no longer had an interest in drinking (46% compared to 36%) and they did not like the effect alcohol had on them (28% compared to 15%).
- Men are more likely than women to have decided to drink less or to stop drinking in the past 12 months because they found drinking to be too expensive (32% compared to 24%), they wanted to be healthier (52% compared to 45%), and they previously had a problem with their own drinking (10% compared to 5%).
- 18-24 year-olds (55%), 25-34 year-olds (58%) and 35-49 year-olds (55%) are more likely than those aged 50 years and over (39%) to have decided to drink less or stop drinking in the past 12 months because they are trying to be healthier.

EXPRESSIONS OF CONCERN ABOUT ALCOHOL USE

19% of Australians report that a relative, friend, doctor or other healthcare worker have previously expressed concern about their drinking or have suggested they cut down.

The Poll asked Australians who drink alcohol whether they have had a relative, friend, doctor or other healthcare worker express concern about their drinking or have suggested they cut down on their use. More than eight in ten (81%) indicate no one has expressed concern about their drinking, while 15% reported that it has occurred in the past year and 4% said it has happened previously, but not within the past year.

TABLE 10 - RESPONSES TO 'HAS A RELATIVE, FRIEND, DOCTOR, OR OTHER HEALTH CARE WORKER BEEN CONCERNED ABOUT YOUR DRINKING OR SUGGESTED YOU CUT DOWN?'

RESPONSE	2020 (%)
No	81
Yes, during the past year	15
Yes, but not in the past year	4

Analysis of demographic results reveals that:

- Men (23%) are more likely than women (14%) to have had someone in the past express concern about their drinking or have suggested they cut down.
- People who drink more than ten drinks per week (38%) are more likely than people who drink less than one drink per week (8%) to have had a relative, friend or doctor express concern about their drinking or suggest they cut down.

LOCATION OF ALCOHOL CONSUMPTION

73% of Australians used alcohol most frequently at home in the past 12 months (their home or someone else's).

For two thirds of Australians (67%), the location where they drank the largest quantity of alcohol in a single occasion in the past 12 months was the home.

The Poll asked Australians who drink alcohol about the locations where they drank in the past 12 months, the locations where they find themselves drinking most frequently, and the place at which they drank the largest quantity of alcohol on a single occasion.

The majority (77%) of Australian drinkers drank in their own home in the past 12 months, and 49% drank at a pub, bar or club. This was closely followed by drinking at someone else's house (48%), restaurant (46%) and event such as a wedding, concert or sporting match (31%).

TABLE 11 – LOCATIONS OF DRINKING IN THE PAST 12 MONTHS

LOCATION	2020 (%)
Home	77
Pub, bar or club	49
Someone else's house	48
Restaurant	46
Event (e.g. wedding, concert, sporting match or conference)	31
Somewhere else	2

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Men (52%) are more likely than women (44%) to drink alcohol at a pub, bar or club. Whereas, women (49%) are more likely than men (43%) to have consumed alcohol at a restaurant in the past 12 months.
- Australians aged 50 years and over (84%) are more likely than 18-24 year-olds (68%), 25-34 year-olds (70%) and 35-49 year-olds (76%) to have consumed alcohol at home in the past 12 months.
- 18-24 year-olds 25-34 year-olds and 35-49 year-olds are more likely than those aged 50 years and over to have drunk alcohol at a pub, bar or club (57%, 54% and 50% compared to 43% respectively) and at an event such as a wedding, concert or sporting match (43%, 40% and 33% compared to 22% respectively).
- People who drink more than ten drinks per week (89%) and people who drink one-to-ten drinks per week (80%) are more likely than people who drink less than one drink per week (64%) to have drunk alcohol at home in the past 12 months.

All respondents were then asked where they drank most frequently out of the locations they have used alcohol in the past 12 months. Nearly three quarters (73%) of Australians report drinking most frequently in the home, either their own (61%) or someone else's house (11%). Only 15% said they drank most frequently at a pub, bar or club and 4% of Australians report drinking most frequently at an event such as a wedding, concert or sporting match.

TABLE 12 – LOCATION OF MOST FREQUENT DRINKING IN THE PAST 12 MONTHS

LOCATION	2020 (%)
Home	61
Pub, bar or club	15
Someone else's house	11
Restaurant	8
Event (e.g. wedding, concert, sporting match or conference)	4
Somewhere else	1

Analysis of demographic results reveals that:

- Men (18%) are more likely than women (12%) to have consumed alcohol most frequently at a pub, bar or club in the past 12 months.
- 18-24 year-olds (24%), 25-34 year-olds (21%) and 35-49 year-olds (16%) are more likely than those aged 50 and over (9%) to have consumed alcohol most frequently at a pub, bar or club in the past 12 months.
- Australians aged 50 and over (73%) are more likely than 18-24 year-olds (38%), 25-34 year-olds (47%) and 35-49 year-olds (63%) to have consumed alcohol most frequently in their own home in the past 12 months.
- People who drink more than ten drinks per week and people who drink one-to-ten drinks per week are more likely than people who drink less than one drink per week to have consumed alcohol most frequently in their own home (75% and 62% compared to 50%). Whereas people who drink less than one drink per week are more likely than people who drink more than ten drinks per week and people who drink one-to-ten drinks per week to have consumed alcohol most frequently at a restaurant (16% compared to 6% and 2%).

People who drank alcohol were then asked to identify the location at which they drank the largest quantity of alcohol in a single occasion. Two thirds (67%) of Australians report drinking the greatest quantity in a single occasion at home in the past 12 months – either their own (52%) or someone else’s house (15%) – while 18% of Australians report drinking the largest quantity at a pub, bar or club. Only 6% report consuming the largest amount of alcohol in a single occasion while at a restaurant in the past 12 months.

TABLE 13 - LOCATION WHERE ALCOHOL IS CONSUMED IN THE LARGEST QUANTITY

LOCATION	2020 (%)
Home	52
Pub, bar or club	18
Someone else’s house	15
Event (e.g. wedding, concert, sporting match or conference)	9
Restaurant	6
Somewhere else	1

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

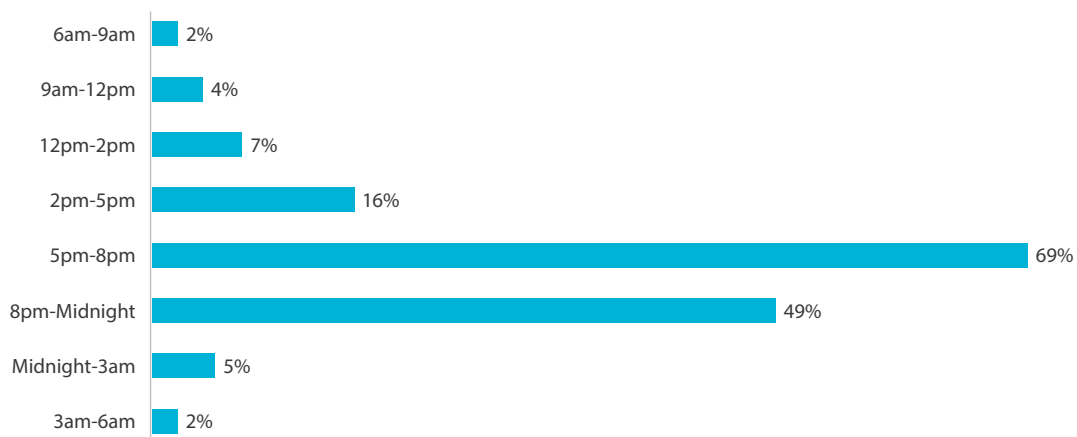
- Men (20%) are more likely than women (14%) to have consumed the largest quantity of alcohol in a single occasion at a pub, bar or club in the past 12 months.
- 35-49 year-olds (53%) and 50 years and over (65%) are more likely than 18-24 year-olds (30%) and 25-34 year-olds (35%) to have consumed the largest quantity of alcohol in a single occasion in the past 12 months in their own home.
- People who drink more than ten drinks per week (62%) are more likely than people who drink one-to-ten drinks per week (49%) and less than one drink per week (48%) to have consumed the largest quantity of alcohol in a single occasion in the past 12 months in their own home. People who drink more than ten drinks per week (23%) are also more likely than people who drink less than one drink per week (12%) to have consumed the largest quantity in a single occasion at a pub, bar or club.

TIME OF ALCOHOL CONSUMPTION AT HOME

69% of Australians who drink at home do so between 5pm and 8pm.

The Poll asked Australians who drank at home in the past 12 months at what times of day they consumed alcohol. Results reveal that seven in ten (69%) drink alcohol at home between 5pm and 8pm, and nearly half (49%) also drink at home between 8pm and midnight. Only 7% drink between midnight and 6am and 6% drink between 6am and 12pm.

FIGURE 6 - TIMES OF DAY PEOPLE DRINK ALCOHOL AT HOME



Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Australians aged 50 years and over (75%) are more likely than 18-24 year-olds (61%), 25-34 year-olds (61%) and 35-49 year-olds (69%) to consume alcohol at home between 5pm and 8pm. Whereas, 18-24 year-olds (67%) are more likely than 35-49 year-olds (55%) and those 50 years and over (38%) consume alcohol at home between 8pm and midnight.
- 18-24 year-olds (17%) are far more likely than 25-34 year-olds (4%), 35-49 year-olds (6%) and those 50 years and over (2%) to consume alcohol at home between midnight and 3am.
- Of those who drink at home, people who drink more than ten drinks per week (24%) are more likely than people who drink one-to-ten drinks per week (13%) and less than one drink per week (13%) to consume alcohol at home between 2pm and 5pm.

INFLUENCE OF ALCOHOL PROMOTIONS WHEN PURCHASING ALCOHOL

64% of Australian drinkers have been influenced by a promotion when purchasing alcohol.

Nearly two thirds (64%) of Australian drinkers have been influenced by promotions when purchasing alcohol. In particular, four in ten Australians (40%) bought a particular type of alcohol because its price was discounted, while 20% of Australians report buying more alcohol than planned because the price was discounted. Only 6% of Australians were motivated to buy a particular type of alcohol because of a free gift or giveaway.

TABLE 14 – PURCHASING BEHAVIOUR IN RESPONSE TO PROMOTIONS

REPORTED BEHAVIOUR	2020 (%)
Bought a particular type of alcohol because its price was discounted	40
Bought more alcohol than planned because the price was discounted	20
Bought a particular type of alcohol because of a special offer I received from a shopping rewards program	18
Bought a particular type of alcohol because of a discount voucher on the bottom of a shopping receipt	15
Bought a particular type of alcohol because of a free gift or giveaway	6
<i>Subtotal (any of the above)</i>	<i>64</i>
None of the above	36

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Australian drinkers aged 18-24 (70%), 25-34 (73%) and 35-49 (76%) are more likely than those aged 50 years and over (50%) to be influenced by a promotion when purchasing alcohol.
- Male drinkers (67%) are more likely than female drinkers (60%) to be influenced by a promotion when purchasing alcohol.
- People in regional areas (25%) are more likely than people in major cities (19%) to report buying more alcohol than they intended.
- People who drink more than ten drinks per week (72%) and one-to-ten drinks per week (70%) are more likely than people who drink less than one drink per week (48%) to be influenced by a promotion when purchasing alcohol.

AWARENESS OF HEALTH RISKS

AWARENESS OF GUIDELINES TO REDUCE HEALTH RISKS FROM DRINKING

65% of Australians indicate that they are aware of the NHMRC 2009 Guidelines to reduce health risks from drinking alcohol, but only 26% are familiar with the content.

Almost two thirds (65%) of Australians indicate that they are aware of the 2009 Guidelines to reduce health risks from drinking alcohol, an increase from 57% in 2019. Further breakdown for this question can be found in the Appendices.

Table 15 provides an overview of Australians' awareness of the 2009 Guidelines, between 2012 and 2020.

TABLE 15 – AWARENESS OF THE NHMRC ALCOHOL GUIDELINES, 2012 TO 2020

RESPONSE	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
Yes, aware of the Guidelines	14	11	13	17	12	16	28	18	26↑
Yes, but not familiar with content	47	41	39	41	41	42	43	39	38
<i>Subtotal</i>	<i>61</i>	<i>52</i>	<i>52</i>	<i>58</i>	<i>53</i>	<i>58</i>	<i>70</i>	<i>57</i>	<i>65</i>
No, not aware of the Guidelines	39	48	48	42	47	42	30	43	35↓

↑↓ denotes a significant change from the previous year's results (applied to 2020 data only).

Analysis of demographic results reveals that:

- 25-34 year-olds (29%) and 35-49 year-olds (31%) are more likely than 18-24 year-olds (20%) to be aware of the 2009 Guidelines and familiar with its content.
- People in regional areas (22%) are less likely to report awareness of the 2009 Guidelines than people in major cities (28%).
- People who drink more than ten drinks per week (76%) and people who drink one-to-ten drinks per week (68%) are more likely than people who drink less than one drink per week (59%) and non-drinkers (56%) to indicate that they are aware of the 2009 Guidelines and are familiar with its content.

RECOMMENDED NUMBER OF DRINKS TO REDUCE RISK OF SHORT-TERM HARM

7% of Australians who are aware of the 2009 Guidelines were able to correctly identify that four is the maximum number of drinks a person should have in a single occasion to minimise short-term health harms.

Of the Australians who indicated awareness of the 2009 Guidelines, only 7% know that four is the maximum number of standard drinks a person can have in one session to minimise short-term alcohol-related harm such as injury. More than one in two Australians (55%) made incorrect estimates and 38% did not know.

Table 16 provides an overview of awareness of the maximum number of standard drinks a person can consume in one sitting to minimise short-term health harms, between 2012 and 2020.

TABLE 16 – CORRECT RECALL OF GUIDELINES FOR REDUCING RISK OF SHORT-TERM HEALTH HARMS

RESPONSE	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
Made correct estimate (four standard drinks)	11	8	7	7	9	7	7	9	7
Made incorrect estimate	52	52	60	60	58	65	65	63	55
Don't know	37	41	33	33	33	28	28	28	38

**Note the question was changed in the 2020 Alcohol Poll, as respondents were asked about their awareness of the 'current' guidelines specifically, rather than just the guidelines in general.

Analysis of demographic results reveals that:

- People who drink more than ten drinks per week (13%) are more likely than people who drink one-to-ten drinks per week (6%) and less than one drink per week (3%) to know that four is the maximum number of standard drinks a person can consume in a single sitting to reduce the risk of short-term harm such as injury.

ALCOHOL GUIDELINES FOR PREGNANT WOMEN

Almost a quarter (23%) of Australians aren't aware that drinking alcohol when pregnant is harmful to the fetus.

Australians who indicated awareness of the 2009 Guidelines to reduce health risks from drinking alcohol, were asked what they think is the safest number of standard drinks a pregnant woman can consume on any one occasion to avoid harm to the fetus.

More than three in four Australians (77%) who have awareness of the 2009 Guidelines are aware that pregnant women should not consume any alcohol, while 23% are unaware (including 13% who think it is safe to drink one to two drinks in a day, 4% three or more drinks in a day and 6% who are unsure).

TABLE 17 – CORRECT RECALL OF GUIDELINE FOR SAFEST NUMBER OF STANDARD DRINKS A WOMAN CAN CONSUME WHEN PREGNANT TO AVOID HARM TO THE FETUS

RESPONSE	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
Made correct estimate (zero standard drinks)	67	65	67	74	74	80	78	78	77
Estimated 1-2 standard drinks	24	21	21	14	14	13	12	13	13
Estimated 3 or more standard drinks	1	2	2	3	2	2	4	5	4
Don't know	8	11	10	9	10	5	5	4	6

**In the 2019 Alcohol Poll, the question asked was 'What do you think is the maximum number of alcoholic drinks that is recommended a pregnant woman has on any one day to avoid harm to the fetus?' However, in 2020, respondents were asked 'According to the current guidelines, what is the safest number of standard drinks a pregnant woman can consume on any one occasion to avoid harm to the fetus?' Therefore, the wording of the question in 2020 has altered, however the scale used has remained unchanged.

Analysis of demographic results reveals that:

- Women (83%) are more likely than men (71%) to be aware that the safest number of standard drinks a pregnant woman can consume on any one occasion to avoid harm to the fetus is zero.
- Those 50 years and over (86%) are more likely than 35-49 year-olds (72%), 25-34 year-olds (65%) and 18-24 year-olds (74%) to be aware that the safest number of standard drinks a pregnant woman can consume on any one occasion to avoid harm to the fetus is zero.

PREGNANCY IMPLICATIONS ASSOCIATED WITH ALCOHOL USE

Almost one third (30%) of Australians are unaware that drinking alcohol during pregnancy can cause Fetal Alcohol Spectrum Disorder (FASD).

The Poll asked Australians a number of questions about what health conditions they think are associated with alcohol consumption during pregnancy. Seven in ten Australians (70%) identify FASD as being associated with alcohol during pregnancy. Almost half (46%) of Australian are unaware of the connection between alcohol and stillbirth.

TABLE 18 – HEALTH CONDITIONS AUSTRALIANS IDENTIFY AS ASSOCIATED WITH ALCOHOL USE DURING PREGNANCY

CONDITION IDENTIFIED	2020 (%)
Fetal Alcohol Spectrum Disorder	70
Brain damage	69
Low birthweight	64
Miscarriage	62
Organ damage	62
Stillbirth	54
Failure to thrive	53
None of the above	6

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Women are more likely than men to believe that low birthweight (69% compared to 58%), stillbirth (58% compared to 51%), organ damage (65% compared to 58%), FASD (77% compared to 63%) and failure to thrive (59% compared to 47%) are health conditions associated with alcohol consumption during pregnancy.
- Australians 50 years and over are more likely than 35-49 year-olds, 25-34 year-olds and 18-24 year-olds to believe that low birthweight (71% compared to 59%, 55% and 59% respectively) and FASD (77% compared to 68%, 61% and 65% respectively) are health conditions associated with alcohol consumption during pregnancy.
- 18-24 year-olds (69%) are more likely than 25-34 year-olds (61%) and those aged 50 years and over (59%) to believe that miscarriage is a health condition associated with alcohol consumption during pregnancy.

LINK BETWEEN CANCER AND ALCOHOL

51% of Australians are aware alcohol use can cause cancer.

Of those who are aware, 57% say that knowing the link between cancer and alcohol has motivated them to drink less.

The Poll asked Australians whether they are aware alcohol use can cause cancer. One in two Australians (51%) believe that drinking alcohol can cause cancer, while 15% of Australians do not believe this is true and 34% are unsure.

Analysis of demographic results reveals that:

- Men (17%) are more likely than women (13%) to incorrectly believe that alcohol use does not cause cancer.
- Australians aged 25-34 years (60%) are more likely than 18-24 year-olds (52%) and those aged 50 years and over (44%) to believe alcohol use can cause cancer.
- People in regional areas (59%) are less aware than people in major cities (47%) that alcohol use can cause cancer.

Of those Australians who are aware alcohol use can cause cancer, they were asked whether or not this knowledge motivated them to drink less. More than half (57%) say that the link between alcohol and cancer drives them to drink less. A third (32%) says the link does not drive them to drink less, and 11% answered 'don't know'.

Analysis of demographic results reveals that:

- Men (35%) are more likely than women (29%) to say that despite believing that alcohol use can cause cancer it does not motivate them to drink less.
- 25-34 year-olds (67%) are more likely than 35-49 year-olds (58%) and those aged 50 years and over (49%) to be motivated to drink less because of their belief that alcohol use can cause cancer.

ALCOHOL HARM

EXPERIENCES WHILE UNDER THE INFLUENCE OF ALCOHOL

Vomiting (33%), having an argument (20%), passing out (14%) and driving a car (13%) are among the most common negative experiences of Australian drinkers while affected by alcohol.

Almost one in five (19%) Australians who drink alcohol have found themselves having an argument while affected by alcohol in the past 12 months, and one in ten (9%) report having driven a car while under the influence of alcohol in the previous 12 months.

Comparison of 2020 responses to previous years found that vomiting is still the most common experience of people who drink when they are under the influence of, or affected by, alcohol. The proportion of people who drink that have vomited in the past 12 months from alcohol has increased (26% up from 19% in 2019). In the past 12 months, significant increases were also observed for having an argument (19% up from 9% in 2019), missing work (9% up from 4% in 2019), verbally abusing someone (8% up from 3% in 2019) and being injured (7% up from 3%).

TABLE 19 – EXPERIENCES WHILE UNDER THE INFLUENCE OF ALCOHOL, 2015-2020

EXPERIENCE	2015		2016		2019		2020	
	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)	EVER DONE (%)	DONE IN THE PAST 12 MONTHS (%)
Vomited	43	13	40	12	49	19	33↓	26↑
Had an argument	20	6	19	7	25	9	20↓	19↑
Passed out	18	5	18	5	24	9	14↓	11
Driven a car	22	10	19	7	22	9	13↓	9
Missed work	10	2	12	3	17	4	10↓	9↑
Been injured	12	2	12	4	15	3	9↓	7↑
Verbally abused someone	12	3	10	3	13	3	9↓	8↑
Attended work	15	5	14	4	19	6	7↓	5
Been in trouble with the police	5	0	4	1	8	2	5↓	3
Had to see a doctor or other health professional	4	1	3	1	5	2	4	4↑
Physically abused someone	3	0	3	1	5	1	4	3↑
None of the above	39	70	42	72	32	61	51	41

*Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

↑↓ denotes a significant change from the previous year's results (applied to 2020 data only).

**Note in 2019 Alcohol Poll, the code 'Been injured' was worded as 'Gotten an injury', however it has been interpreted as the same activity that respondents have ever undertaken whilst under the influence of, or affected by, alcohol.

***Question changes in 2020 may have affected results. The questions in the 2020 Alcohol Poll specify the scenario of being 'under the influence of, or affected by, alcohol', whereas 2019 asked respondents about their behaviour 'after drinking alcohol'.

Analysis of demographic results reveals that:

- Men are more likely than women to have driven a car (16% compared to 9%) and been in trouble with police (7% compared to 3%) while under the influence, or affected by, alcohol.
- Men are more likely than women to have driven a car (13% compared to 5%), attended work (7% compared to 4%) and needed to see a doctor or other health professional (6% compared to 2%) while under the influence of, or affected by, alcohol in the past 12 months.
- Women are more likely than men to have ever vomited (36% compared to 30%), as well to have vomited (30% compared to 22%) in the past 12 months while under the influence, or affected by, alcohol.
- 18-24 year-olds (57%) are far more likely than 25-34 year-olds (32%), 35-49 year-olds (20%) and those aged 50 years and over (8%) to have vomited in the past 12 months while being under the influence of, or affected by, alcohol.
- People in regional areas (17%) are more likely than people in major cities (8%) to have driven a car while affected by alcohol in the past 12 months.
- People who drink more than ten drinks per week are more likely than people who drink less than one drink per week to report all the negative experiences, with the exception of vomiting.

EXPERIENCES OF ALCOHOL-RELATED VIOLENCE

40% of Australians have been affected by alcohol-related violence.

Of those that have been affected, 43% have been affected in the past 12 months.

Four in ten Australians (40%) have been affected by alcohol-related violence in the past, including 18% who report that they have directly experienced alcohol-related violence. One in five (18%) have had a family member who has experienced alcohol-related violence and 21% have had a friend who has experienced alcohol-related violence.

TABLE 20 – EXPERIENCE OF ALCOHOL-RELATED VIOLENCE

EXPERIENCE	2020 (%)
Have had a friend be a victim of alcohol-related violence	21
Have been a victim of alcohol-related violence	18
Have had a family member be a victim of alcohol-related violence	18
My child has been the victim of alcohol-related violence	3
Have never been affected by alcohol-related violence	60

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- 35-49 year-olds are more likely than 18-24 year-olds to have been impacted by alcohol-related violence themselves (21% compared to 14%).
- People who drink more than ten drinks per week (25%) are more likely than people who drink one-to-ten drinks per week (16%) and less than one drink per week (14%) to have been impacted by alcohol-related violence themselves.

In previous poll years, a similar question was asked but with fewer response options, results of which are in Table 39 in the Appendices.

Australians who have been affected by alcohol-related violence were also asked specifically if they had been affected by alcohol-related violence in the past 12 months, to which 43% reported that they have been affected, including 14% that have been a victim themselves.

TABLE 21 – EXPERIENCE OF ALCOHOL-RELATED VIOLENCE IN THE PAST 12 MONTHS

EXPERIENCE IN THE PAST 12 MONTHS	PAST 12 MONTHS 2020 (%)
Have had a friend be a victim of alcohol-related violence	21
Have had a family member be a victim of alcohol-related violence	17
Have been a victim of alcohol-related violence	14
My child has been the victim of alcohol-related violence	4
Have not being affected by alcohol-related violence in the past 12 months	57

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Men (16%) are more likely than women (11%) to say that in the past 12 months, they have been a victim of alcohol-related violence themselves.
- Women (24%) are more likely than men (19%) to say that in the past 12 months, they have had a friend who has been the victim of alcohol-related violence.
- 35-49 year-olds are twice as likely than those aged 50 and over to say that in the past 12 months, they have been a victim of alcohol-related violence themselves (20% compared to 9%).
- People in regional areas (23%) are more likely than people in major cities (17%) to report being directly harmed by alcohol-related violence. People in regional areas (24%) are also more likely than people in major cities (20%) to report a friend being harmed by alcohol-related violence in the past 12 months.

In previous years, the same question was asked but with different response options. The results are shown in Table 22.

TABLE 22 – EXPERIENCE OF ALCOHOL-RELATED VIOLENCE IN THE PAST 12 MONTHS

EXPERIENCE	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)
Have been a victim of alcohol-related violence	19	14	18	19	14	16	19	21
Have had a family member or friend be a victim of alcohol-related violence	30	22	21	26	22	20	24	24
<i>Either of the above</i>	41	31	32	37	30	29	35	37
<i>Neither of the above</i>	59	69	68	63	70	71	65	63

Note that respondents were able to select more than one response. Therefore, the totals may exceed 100%. This specific question of experience in the last 12 months was not asked in 2019.

HARM TO CHILDREN FROM SOMEONE ELSE'S DRINKING

28% of parents or guardians of children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking.

Most commonly, a child has been verbally abused (14%) and been in a car with a driver who was over the legal blood alcohol limit (12%).

Of parents who said their child has been harmed or put at risk, 25% have reported that their child has been verbally abused in the past 12 months because of someone else's drinking.

More than a quarter (28%) of parents or guardians with children under the age of 18 years report that their child has been harmed or put at risk of harm because of someone else's drinking. When asked in what way their child has been harmed or put at risk, most commonly they report that a child has been verbally abused (14%), been in a car with a driver who was over the legal blood alcohol limit (12%), neglected in some way (11%) or physically abused (10%).

The proportion of children reported by parents to have been harmed or put at risk in some way because of someone else's drinking has increased in 2020 (28%, up from 23% in 2019).

Table 23 provides an overview of the ways in which children under the age of 18 have been harmed or put at risk of harm because of someone else's drinking, between 2015 and 2020.

TABLE 23 – HARM OR RISK OF HARM TO CHILDREN FROM SOMEONE ELSE'S DRINKING, 2015 TO 2020

HARM OR RISK OF HARM TO A CHILD	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
They have been verbally abused	11	13	12	13	11	14
They have been in a car with a driver who was over the legal blood alcohol limit	6	10	7	8	8	12↑
They have been neglected in some way	8	11	9	9	8	11
They have been physically abused	6	7	7	5	8	10
<i>Total: Child has been harmed or put at risk in some way</i>	<i>20</i>	<i>23</i>	<i>21</i>	<i>23</i>	<i>23</i>	<i>28↑</i>
None	80	77	79	77	77	72↓

*Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

↑↓ denotes a significant change from the previous year's results (applied to 2020 data only).

**In the 2020 Alcohol Poll, the wording of the question slightly differed to that asked in 2019, as the question specifically asked whether or not a respondent's children aged under 18 years have 'ever' been harmed or put at risk of harm because of someone else's drinking, rather than asking in general what ways have someone's children been harmed or put at risk. Moreover, the code 'none/'none of the above' that was implemented in the 2019 question, was reworded to 'My children have never been harmed or put at risk of harm because of someone else's drinking' in 2020, to explicitly reflect the insight that can be drawn from this response.

The Poll asked parents with children who have been harmed or put at risk because of someone else's drinking whether any instances occurred in the past 12 months. One in four Australian parents of children who have been harmed or put at risk because of someone else's drinking reveal that their child has been verbally abused (25%) in the past 12 months, as well as been in the car with a driver who was over the legal blood alcohol limit (25%). One in three (36%) parents of children who have been harmed or put at risk in the past report that their child has not been harmed or put at risk of harm in the past 12 months.

Table 24 provides an overview of the ways in which children under the age of 18 have been harmed or put at risk of harm because of someone else's drinking in the past 12 months.

TABLE 24 – HARM OR RISK OF HARM TO CHILDREN FROM SOMEONE ELSE'S DRINKING IN THE PAST 12 MONTHS

HARM OR RISK OF HARM TO A CHILD	2020 (%)
They have been verbally abused	25
They have been in the car with a driver who was over the legal blood alcohol limit	25
They have been neglected in some way	22
They have been physically abused	18
<i>Total: Child has been harmed or put at risk in some way in the past 12 months</i>	<i>64</i>
Has not been harmed or put at risk of harm in the past 12 months	36

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Dads (33%) are more likely than mums (24%) to state that their children have been harmed or put at risk of harm because of someone else's drinking.
- Of those that state that their children have been harmed or put at risk of harm because of someone else's drinking, dads (70%) are also more likely than mums (55%) to state that their child has been harmed or put at risk of harm because of someone else's drinking in the past 12 months.
- Parents who are non-drinkers (85%) and drink less than one drink per week (80%) are more likely than parents who drink one-to-ten drinks per week (67%) and more than ten drinks per week (60%) to say their children have never been harmed or put at risk of harm because of someone else's drinking.

ALCOHOL HOME DELIVERY

AUSTRALIANS WHO HAVE USED ALCOHOL HOME DELIVERY

15% of Australian drinkers have had alcohol delivered to their house in the past 12 months. Of those, nearly half (46%) have alcohol delivered at least monthly.

People are most likely to report using the online delivery of Dan Murphy's and BWS (39%) and online wine distributors such as Cellarmasters (39%).

Around one in six Australians (15%) who drink alcohol have accessed home delivery in the past 12 months. Of those who have used alcohol delivery, nearly half (46%) have used delivery at least monthly, including 11% who use it daily.

TABLE 25 – FREQUENCY OF ALCOHOL HOME DELIVERY USED IN THE PAST 12 MONTHS

FREQUENCY	PROPORTION (%)
Daily	11
Weekly	13
Fortnightly	9
Monthly	13
Every couple of months	21
Less often	34

*Results are for those who have used a delivery service in the past 12 months (n=355)

Analysis of demographic results reveals that:

- 25-34 year-olds (20%) and 35-49 year-olds (20%) are more likely than 18-24 year-olds (11%) and those 50 years and over (11%) to have used alcohol home delivery in the past 12 months.
- People who drink more than ten drinks per week (30%) and people who drink one-to-ten drinks per week (21%) are far more likely than people who drink less than one drink per week (6%) to have used alcohol delivery in the past 12 months.

TYPES OF ALCOHOL DELIVERY COMPANIES

Australians who drink alcohol were also asked a series of questions about their usage of alcohol delivery companies. The most common delivery companies used were bottle shops such as Dan Murphy's, BWS and First Choice Liquor (39%), online wine distributors such as Cellarmasters, Wine Selectors and Naked Wines (39%) and alcohol producers such as wineries, breweries and distilleries (29%).

TABLE 26 – TYPES OF ALCOHOL HOME DELIVERY COMPANIES USED IN THE PAST 12 MONTHS

COMPANY	USE (%)
Bottle shops such as Dan Murphy's, BWS and First Choice Liquor	39
Wine distributors such as Cellarmasters, Wine Selectors and Naked Wines	39
Alcohol producers such as wineries, breweries and distilleries	29
As part of another purchase online e.g. groceries	22
Alcohol delivery within two hours, such as Jimmy Brings, Tipple and BoozeBud	17
Food delivery with alcohol, such as Uber Eats, Deliveroo, Menulog	22

Note that respondents were able to select more than one response. Therefore, the total may exceed 100%.

Analysis of demographic results reveals that:

- Women (31%) are more likely than men (16%) to use food delivery with alcohol such as Uber Eats, Deliveroo and Menulog.
- Men are more likely than women to use delivery provided by wine distributors such as Cellarmasters (42% compared to 34%) and alcohol producers such as wineries, breweries and distilleries (33% compared to 25%).
- Australians aged under 50 are more likely to use alcohol delivery within two hours (26%) than people more than 50 years old (0.5%).
- People who drink more than ten drinks per week (26%) are more likely to have used an alcohol delivery within two hours than people who drink one-to-ten drinks per week (13%) and less than one drink per week (19%).

TIME, SPEED AND REASON FOR MOST RECENT DELIVERY

Of people who have had alcohol delivered, 40% had their most recent alcohol order delivered between 12pm and 4pm to their home, 24% between 4pm and 8pm and 13% between 8pm and 4am.

Nearly half (43%) of alcohol orders arrived within two hours.

The main reasons why Australians used home delivery for their recent alcohol order were due to convenience (31%), being able to buy alcohol in bulk online for a cheaper price (26%) and for better value for money (25%).

People who have used alcohol delivery were asked to reflect on the time at which their most recent order was delivered. Of people who have had alcohol delivered, 40% had their most recent order delivered between 12pm and 4pm, one in four (24%) had their alcohol delivered between 4pm and 8pm and 13% of orders were delivered between 8pm at night and 4am the next morning.

TABLE 27 – TIME PERIOD OF MOST RECENT ALCOHOL HOME DELIVERY

TIME PERIOD OF DELIVERY	PROPORTION (%)
Between 4am and 8am	3
Between 8am and 12pm	21
Between 12pm and 4pm	40
Between 4pm and 8pm	24
Between 8pm and 10pm	10
Between 10pm and 12am/midnight	3
Between 12am/midnight and 2am	0
Between 2am and 4am	0

Analysis of demographic results reveals that:

- People using alcohol delivery aged 50 years and over are more likely than 35-49 year-olds and 25-34 year-olds to have had their most recent alcohol order delivered at their home between 8am and 12pm (31% compared to 17% and 18%) and between 12pm and 4pm (51% compared to 36% and 37%).

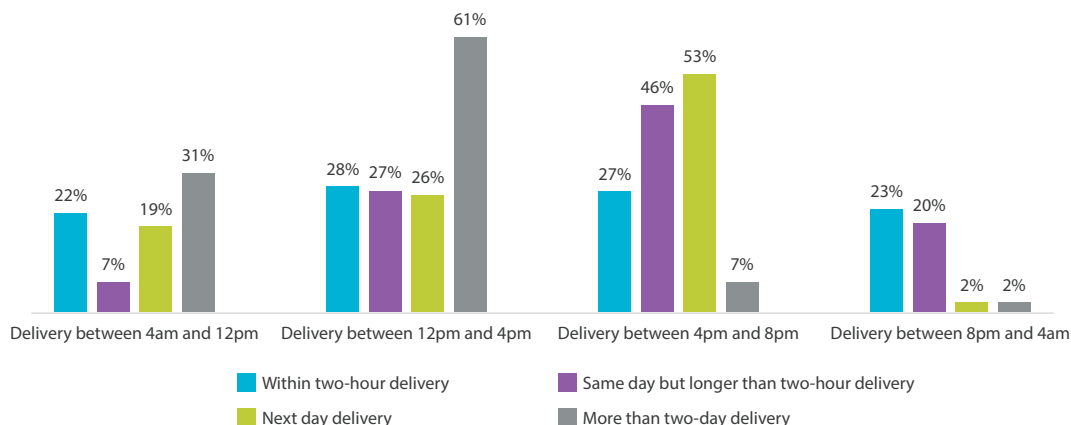
The Poll also asked how long it took for a delivery to arrive from the time of ordering. Nearly half of orders (43%) arrived within two hours. One in ten orders (10%) took longer than two hours but were on the same day and 10% arrived on the next day. For the remaining 37%, the most recent order took more than two days to arrive.

TABLE 28 – DELIVERY SPEED OF MOST RECENT ORDER

TIME TAKEN	PROPORTION (%)
Up to 30 mins	13
30 mins to 2 hours	30
Same day but longer than 2 hours	10
Next day delivery	10
More than 2 days	37

Poll results were then analysed by comparing time period of delivery with delivery speed. As shown in Figure 7, deliveries within two hours were the most likely type of delivery (by speed) to be delivered after 8pm (23%), when compared to deliveries arriving on the next day or later (2%).

FIGURE 7 - DELIVERY SPEED FOR DIFFERENT TIMES OF DAY



People who used alcohol delivery were also asked the reasons why they had used alcohol home delivery for their most recent order. The main reasons include the convenience of shopping from home (31%), being able to buy alcohol in bulk online for a cheaper price (26%), and getting better value for money (25%). Less common reasons include being over the blood alcohol limit to drive (11%), and having no bottle shops in close proximity to where they live (10%).

TABLE 29 – REASONS FOR MOST RECENT ALCOHOL HOME DELIVERY ORDER

REASON	PROPORTION (%)
More convenient to shop from home	31
Cheaper to buy in bulk online	26
Better value for money	25
Part of a delivery service wine club that provides discounts/ other rewards	21
Online advertisement	16
Did not want to leave the house	15
Faster to get alcohol delivered to front door	13
Alcohol products are not available at local bottle shop	13
Out of alcohol and wanted to keep drinking	13
Ran out of time to buy it in person	13
Over the blood alcohol limit to drive	11
No bottle shops in close proximity	10

*Note that respondents were able to select more than one response. Therefore, the totals may exceed 100%.

Analysis of demographic results reveals that:

- Women are more likely than men to have used alcohol home delivery for their most recent order because they ran out of time (19% compared to 8%).

RECEIVING ALCOHOL HOME DELIVERIES

Of people who used alcohol delivery in the last 12 months, over a third (38%) report their ID was checked when receiving the order.

Of people who used alcohol delivery in the last 12 months, a quarter (25%) had a delivery left unattended at home.

The Poll asked how people received alcohol deliveries in the past 12 months, and if their personal identification (ID) was checked on delivery. Over a third (38%) said they had someone check their ID, while one in three (33%) said their ID was not checked when their alcohol was delivered. One in four (25%) had their order left unattended at home as they were not home when it was delivered and one in five (22%) had to collect their alcohol order from a manned post office or other collection point because they were not home when their delivery had arrived.

TABLE 30 – EXPERIENCES WHEN RECEIVING ALCOHOL HOME DELIVERIES IN THE PAST 12 MONTHS

EXPERIENCE	PROPORTION (%)
Someone checked my ID	38
No one checked my ID	33
Left unattended at my home	25
Collected order from a post office or other collection	22
Someone accepted on my behalf	18
Collected order from an unmanned collection point	12
None of the above	6

*Note that respondents were able to select more than one response. Therefore, the totals may exceed 100%.

ALCOHOL HOME DELIVERY WITHIN TWO HOURS

57% of Australians who had their alcohol delivered within two hours said it was part of a food order, while 42% said that it was just an alcohol order.

70% drank more than four standard drinks on the day it was delivered.

38% drank 11 or more standard drinks on the day it was delivered.

For Australians who had alcohol delivered to their house within two hours, the Poll asked whether or not it was part of a food order. More than half (57%) said their delivery was part of a food order, while four in ten (42%) said it was just an alcohol order.

Respondents who had their alcohol delivered within two hours were then asked how much they drank on the day they received the alcohol. The majority (70%) report drinking more than four standard drinks on the day of delivery. This majority includes more than a third (38%) who consumed 11 or more standard drinks. A detailed breakdown by number of standard drinks is provided in Table 31.

TABLE 31 – NUMBER OF STANDARD DRINKS CONSUMED ON DAY OF 2 HOUR ALCOHOL DELIVERY

NUMBER OF STANDARD DRINKS	2020 (%)
20 or more	4
16-19	12
13-15	13
11-12	9
9-10	10
7-8	7
5-6	15
3-4	16
2	10
1	4
Less than 1	1

ALCOHOL POLICIES

ALCOHOL TAXATION

47% of Australians either strongly support or support an increase in tax on alcohol to pay for health, education, and treatment of alcohol-related problems.

The Poll reveals that more than one in five Australians (21%) strongly support an increase in tax on alcohol to pay for health, education and the cost of treating alcohol-fuelled harm, more than one in ten Australians (12%) strongly oppose such policy, and one in four (25%) neither support nor oppose such a tax introduction.

TABLE 32 – SUPPORT FOR INCREASE IN TAX ON ALCOHOL TO PAY FOR HEALTH, EDUCATION AND TREATMENT OF ALCOHOL-RELATED PROBLEMS

RESPONSE	2020 (%)
Strongly support	21
Support	26
Neither	25
Oppose	16
Strongly oppose	12
<i>Net support</i>	47
<i>Net oppose</i>	28

Analysis of demographic results reveals that:

- Men (34%) are more likely than women (23%) to either strongly oppose or oppose the increase in tax on alcohol products to pay for health, education and treatment of alcohol-related problems.
- 25-34 year-olds (55%) and 35-49 year-olds (49%) are more likely than those aged 50 years and over (43%) to either strongly support or support increasing the tax on alcohol products to pay for health, education and treatment of alcohol-related problems.
- Those living in the ACT (54%) are more likely than those living in South Australia (42%) to either strongly support or support increasing the tax on alcohol products to pay for health, education and treatment of alcohol-related problems.

In previous years, a similar question was asked 'Do you support increasing the tax on alcohol products to pay for health, education, and the cost of treating alcohol related problems?'. Results from 2020 cannot be compared directly due to a change in the question response format; however, previous year results are provided in Table 33.

TABLE 33 – SUPPORT FOR INCREASE IN TAX ON ALCOHOL TO PAY FOR HEALTH, EDUCATION AND TREATMENT OF ALCOHOL-RELATED PROBLEMS

RESPONSE	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Support increasing the tax on alcohol	46	39	41	47	48	51	54	47	50↑
Do not support increasing the tax on alcohol	46	48	46	41	40	35	37	42	40
Don't know	8	13	13	12	12	14	10	11	10

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

ALCOHOL ADVERTISING DURING EVENTS AND TOWARDS CHILDREN

71% of Australians are strongly opposed or opposed to alcohol advertising during children's television.

64% of Australians are strongly opposed or opposed to children being exposed to alcohol advertising.

The Poll asked Australians whether they support or are opposed to alcohol advertising and sponsorship of public events such as sports and festivals. They were also asked about children's exposure to alcohol advertising. The research reveals that 35% of Australians are strongly opposed to children being exposed to alcohol advertising and 42% are strongly opposed to alcohol ads being shown during children's television viewing hours.

TABLE 34 – PERCEPTIONS OF ALCOHOL ADVERTISING AND SPONSORSHIP

ISSUE	STRONGLY SUPPORT (%)	SUPPORT (%)	NEITHER (%)	OPPOSE (%)	STRONGLY OPPOSE (%)
Children being exposed to alcohol advertising	7	9	20	29	35
Alcohol advertising and sponsorship of sport and sporting events	7	18	33	22	20
Alcohol advertising and sponsorship of cultural events and festivals	7	17	34	24	18
Alcohol advertising during children's television viewing hours	6	9	14	29	42

Analysis of demographic results reveals that:

- Women are more likely than men to be either strongly opposed or opposed to children being exposed to alcohol advertising (70% compared to 59%); alcohol advertising and sponsorship of sport and sporting events (47% compared to 37%); alcohol advertising and sponsorship of cultural events and festivals (46% compared to 37%); and alcohol advertising during children's television viewing hours (75% compared to 66%).
- Australians 50 years and over are most likely to either be strongly opposed or opposed to alcohol advertising during children's television viewing hours (81%); children being exposed to alcohol advertising (74%), alcohol advertising and sponsorship of sport and sporting events (55%); and alcohol advertising and sponsorship of cultural events and festivals (54%).
- Those living in the ACT (50%) are more likely than those living in NSW (41%), QLD (39%), South Australia (41%), Western Australia (41%) and the Northern Territory (40%) to either be strongly opposed or opposed to alcohol advertising and sponsorship of sport and sporting events.
- Those living in the ACT (71%) and Tasmanians (69%) are more likely than Western Australians (60%) to either be strongly opposed or opposed to the idea of children being exposed to alcohol advertising.

REGULATING OUTDOOR ALCOHOL ADVERTISING

69% of Australians think public transport should be free from alcohol advertising, with 66% concerned about bus, tram, ferry and train stops, and 57% saying sports grounds should be free from alcohol advertising.

The majority of Australians (78%) think there are designated places in the community that should be free from alcohol advertising. The places where Australians think there should be no alcohol advertising include public transport (69%), bus, tram, ferry and train stops (66%), and sports grounds (57%).

Analysis of demographic results reveals that:

- Women are more likely than men to say that places that should be free from alcohol advertising are sports grounds (61% compared to 53%), public transport (73% compared to 65%), and bus, tram, ferry and train stops (70% compared to 62%).
- Australians aged 50 years and over are more likely than 35-49 year-olds, 25-34 year-olds and 18-24 year-olds to believe that sports grounds (67% compared to 56%, 47% and 37%); public transport (74% compared to 66%, 66% and 62%); and bus, tram, ferry and train stops (73% compared to 63%, 62% and 54%) should be free from alcohol advertising.

PROOF OF AGE TO BUY AGE-RESTRICTED PRODUCTS

88% of Australians believe there should be proof of age to buy age-restricted products such as alcohol, gambling and tobacco online.

The Poll asked Australians whether people should provide proof of age to buy age-restricted products such as alcohol, gambling and tobacco online. The majority (88%) of Australians agree with the introduction of this policy, while only 8% are against the need to provide proof of age and 4% of Australians feel unsure about this policy.

Analysis of demographic results reveals that:

- Men (11%) are more likely than women (6%) to believe that there should be no need to provide proof of age when buying age-restricted products such as alcohol, gambling and tobacco online.
- Australians aged 50 years and over (94%) are more likely than 35-49 year-olds (83%), 25-34 year-olds (84%) and 18-24 year-olds (84%) to believe Australians should provide proof of age to buy restricted products such as alcohol, gambling and tobacco online.

CHILDREN'S EXPOSURE TO ADVERTISING ONLINE

86% of Australians either strongly agree or agree that alcohol advertising should not be shown to children using social media.

85% of Australians either strongly agree or agree with not allowing alcohol advertising to be shown to children while online.

85% of Australians either strongly agree or agree that alcohol advertising should not be shown to children using video sharing platforms such as Youtube.

86% of Australians either strongly agree or agree that gambling advertising should not be shown to children while online.

The Poll asked Australians whether they agree or disagree with a series of situations where alcohol and gambling advertising can be shown online. More than half of Australians strongly agree that alcohol advertising should not be shown to children using social media (53%), or shown to children while online (54%), or when using video sharing platforms such as Youtube (53%). More than half (56%) of Australians also strongly agree that gambling advertising should not be shown to children while online.

TABLE 35 – AGREEMENT WITH STATEMENTS ABOUT ALCOHOL AND GAMBLING ADVERTISING

ISSUE	STRONGLY SUPPORT (%)	SUPPORT (%)	NEITHER (%)	OPPOSE (%)	STRONGLY OPPOSE (%)
Gambling advertising should not be shown to children while online	56	30	11	2	2
Alcohol advertising should not be shown to children while online	54	31	12	2	1
Alcohol advertising should not be shown to children using social media	53	33	10	2	1
Alcohol advertising should not be shown to children using video sharing platforms such as Youtube	53	32	11	2	1

Analysis of demographic results reveals that:

- Women are more likely than men to strongly agree that:
 - » alcohol advertising should not be shown to children using social media (58% compared to 47%)
 - » alcohol advertising should not be shown to children while online (59% compared to 49%)
 - » alcohol advertising should not be shown to children using video sharing platforms such as Youtube (59% compared to 47%)
 - » gambling advertising should not be shown to children while online (61% compared to 50%).
- Those 50 years and over are more likely than 35-49 year-olds, 25-34 year-olds and 18-24 year-olds to strongly agree that:
 - » alcohol advertising should not be shown to children using social media (62% compared to 48%, 47% and 38%)
 - » alcohol advertising should not be shown to children while online (62% compared to 48%, 48% and 46%)
 - » alcohol advertising should not be shown to children using video sharing platforms such as Youtube (63% compared to 47%, 47% and 41%)
 - » gambling advertising should not be shown to children while online (63% compared to 52%, 50% and 44%).

CHILDREN'S EXPOSURE TO ADVERTISING ON TV

85% of Australians either strongly agree or agree that alcohol advertising should not be shown on television during children's viewing hours.

84% of Australians either strongly agree or agree that alcohol advertising should not be shown using television streaming services such as SBS On Demand, 10 Play, 9 Now and 7 Plus.

The Poll asked respondents their thoughts about children's exposure to alcohol advertising when watching TV. More than half (54%) of Australians strongly agree with the statement that alcohol advertising should not be shown on television during children's viewing hours, and more than half (52%) also strongly agree that alcohol advertising should not be shown to children using television streaming services such as SBS On Demand, 10 Play, 9 Now, and 7 Plus.

TABLE 36 – AGREEMENT WITH STATEMENTS ABOUT CHILDREN’S EXPOSURE TO ALCOHOL ADVERTISING ON TV

ISSUE	STRONGLY SUPPORT (%)	SUPPORT (%)	NEITHER (%)	OPPOSE (%)	STRONGLY OPPOSE (%)
Alcohol advertising should not be shown on television during children’s viewing hours	54	31	11	3	1
Alcohol advertising should not be shown to children using television streaming services such as SBS On Demand, 10 Play, 9 Now, and 7 Plus	52	31	12	3	1

Analysis of demographic results reveals that:

- Women are more likely than men to strongly agree that alcohol advertising should not be shown on television during children’s viewing hours (59% compared to 49%) and to children using television streaming services such as SBS On Demand, 10 Play, 9 Now and 7 Plus (57% compared to 48%).
- Australians aged 50 years and over (61%) are more likely than 35-49 year-olds (46%), 25-34 year-olds (48%) and 18-24 year-olds (40%) to strongly agree that alcohol advertising should not be shown to children using television streaming services such as SBS On Demand, 10 Play, 9 Now and 7 Plus.

PROTECTING CHILDREN FROM TARGETED ADVERTISING

76% of Australian parents of children under 18 years support the introduction of regulation that stops social media channels from collecting children’s data that identifies them as a target for ads about addictive products like alcohol and gambling.

The Poll asked Australian parents of children under the age of 18 years about their thoughts on the introduction of regulation that stops social media channels from collecting data on users under 18 that could identify them as a target for ads about addictive products like alcohol and gambling. In 2019, a joint investigation by *The Guardian* and the *Danish Broadcasting Corporation* found that Facebook flagged 740,000 users under the age of 18 as being ‘interested in’ gambling and 940,000 as being ‘interested in’ alcoholic products.⁵

More than three quarters (76%) of Australian parents of children under the age of 18 years say they would support such a regulation that stops children’s exposure to alcohol ads on social media channels, whereas one in ten (11%) say they would oppose such policy and 12% feel unsure.

CLOSING TIME FOR LICENCED PREMISES

25% of Australians believe that pubs, clubs and bars should close by midnight to assist in reducing alcohol-related harm.

45% of Australians believe that bottle shops should close at 10pm and 41% believe that takeaway sales from supermarkets and other licensed stores should close at 10pm to assist in reducing alcohol-related harm.

When asked what time they believe pubs, clubs and bars should close to assist in reducing alcohol-related harm, one in four Australians (25%) nominated a closing time of midnight, while less than one in five (19%) chose 10pm to 11pm, 9% chose 1am, 11% chose 2am, 14% chose 3am to 5am, and 8% believe that they should stay open for 24 hours.

Table 37 provides an overview of what time Australians believe different stores that sell alcohol should close to assist in reducing alcohol-fuelled harm.

TABLE 37 – TIMES THAT AUSTRALIANS THINK LICENCED PREMISES SHOULD CLOSE

LICENCED PREMISES	10PM	11PM	MIDNIGHT	1AM	2AM	3AM	4AM	5AM	OPEN 24 HOURS	DON'T KNOW
Pubs, clubs, bars	13%	7%	25%	9%	11%	8%	3%	4%	8%	12%
Bottle shops	45%	11%	21%	3%	2%	2%	1%	0%	6%	11%
Takeaway sales from supermarkets, convenience stores, pubs, clubs and other licensees	41%	9%	20%	3%	3%	3%	1%	1%	6%	13%
Casinos	9%	4%	23%	7%	10%	7%	2%	1%	19%	17%

Analysis of demographic results reveals that:

- Australians aged 50 years and over are more likely than 35-49 year-olds, 25-34 year-olds and 18-24 year-olds to say that pubs, clubs and bars (16% compared to 12%, 10% and 9%) and supermarkets, convenience stores, pubs, clubs and other licensees (55% compared to 34%, 31% and 23%) should be closed by 10pm to assist in reducing alcohol-related harms.

STRATEGIES TO REDUCE ALCOHOL-FUELLED VIOLENCE

82% of Australians support increasing police numbers at times and places where alcohol-fuelled violence is greater.

68% of Australians support stopping the sale of alcohol 30 minutes before closing time.

Australians were asked whether they support a number of policies to reduce alcohol-fuelled harm. Australians are most likely to support increasing police numbers at times and places where alcohol-fuelled violence is greater (82%); the introduction of ID scanners (75%); stopping the sale of alcohol 30 minutes before closing time (68%); and placing a limit of four drinks on the number of drinks a person can purchase at one time after midnight (66%). More than half (55%) of Australians support the introduction of a minimum unit price on alcohol of \$1.50 per standard drink, in order to reduce alcohol-related violence.

TABLE 38 - SUPPORT FOR STRATEGIES AIMED TO REDUCING ALCOHOL-FUELLED VIOLENCE

STRATEGIES	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2019 (%)	2020 (%)
Increasing police numbers at times and places where alcohol-related violence is greater	87	85	84	86	87	82
Introducing identification (ID) scanners	68	74	73	73	74	75
Stopping the sale of alcohol 30 minutes before closing time	74	73	73	71	70	68
Placing a limit of four drinks on the number of drinks a person can purchase at one time after midnight						66
Not allowing alcohol to be sold for less than \$1.50 per standard drink						55
Stopping the sale of alcohol with energy drinks after midnight	60	57	61	58	54	65
Introducing a 1am last entry (2020) for pubs, clubs and bars*	66	64	66	59	56	61
Stopping the sale of shots after 10pm	54	52	58	54	51	54

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

*Note that prior to 2020, the question used the phrase 'lockout' instead of last entry.

**In 2020 three new strategies were introduced as responses, hence no results were obtained for previous years, as indicated by the grey shaded area.

Analysis of demographic results reveals that:

- Women are more likely than men to support:
 - » 1am last entry for pubs, clubs and bars (65% compared to 57%)
 - » Stopping the sale of alcohol 30 minutes before closing time (72% compared to 63%)
 - » Not allowing alcohol to be sold for less than \$1.50 per standard drink (58% compared to 51%)
 - » Stopping the sale of alcohol with energy drinks after midnight (68% compared to 62%).
- People 50 years and over are more likely than 35-49 year-olds, 25-34 year-olds and 18-24 year-olds to support:
 - » 1am lockout for pubs, clubs and bars (68% compared to 59%, 53% and 49%)
 - » Stopping the sale of shots after 10pm (63% compared to 49%, 48% and 37%)
 - » placing a limit of four drinks on the number of drinks a person can purchase at one time after midnight (50+ years 72%, compared to 35-49 years 61%, and 18-24 years 56%)
 - » Stopping the sale of alcohol with energy drinks after midnight (75% compared to 61%, 57% and 51%)
 - » Increasing police numbers at times and places where alcohol-related violence is greater (87% compared to 80%, 80% and 75%).

APPENDICES

ADDITIONAL TIME-SERIES DATA TABLES

TABLE 39 – EXPERIENCE OF ALCOHOL-RELATED VIOLENCE

EXPERIENCE	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Have been a victim of alcohol-related violence	19	14	18	19	14	16	19	21	18↓
Have had a family member or friend be a victim of alcohol-related violence	30	22	21	26	22	20	24	24	26
Either of the above	41	31	32	37	30	29	35	37	38
Neither of the above	59	69	68	63	70	71	65	63	62

Note that respondents were able to select more than one response. Therefore, the totals may exceed 100%.

↑↓ denotes a significant change from the previous year's results (applied to 2019 data only).

*2020 results are on page 22.

TABLE 40 – CONCERN ABOUT ALCOHOL-RELATED HARMS, 2015 TO 2020*

ALCOHOL-RELATED HARM	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%) STRONGLY AGREE	2020 (%) AGREE	2020 (%) NET AGREE
Road traffic accidents	77	76	78	78	74	46	42	88
Violence	78	79	76	75	74	42	44	86
Child abuse and neglect	64	64	71	70	65	47	38	85
Crime	54	58	57	56	57	30	46	76
Health problems / Long-term health harms	51	53	53	57	54	36	45	81
Short-term health harms						27	46	73
Harm from exposure to alcohol in-utero	48	50	54	52	54	43	40	83
Lost productivity	22	24	29	27	25	20	37	57
Excessive noise around pubs and clubs	20	20	21	18	23			
None of the above	5	5	3	5	5			

* Respondents in 2019 and previous years were asked 'Which of these problems from excessive alcohol consumption in Australia are you most concerned about?' In 2020, the Poll asked to what extent do the respondents agree or disagree with being concerned about the provided list of alcohol-related problems therefore forcing an answer for each statement.

**An additional code, 'short-term health harms' was added in 2020.

***Note in 2020 Alcohol Poll, the alcohol-related concern that is 'excessive noise around pubs and clubs' was not asked to respondents and 'Health problems' was referred to as 'long-term health harms', hence the unrelated rows for 2020 have been shaded including 'none of the above'.

TABLE 41 – GOVERNMENTS ARE NOT DOING ENOUGH TO ADDRESS ALCOHOL HARM IN AUSTRALIA, 2013 TO 2020

STATEMENT	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%) FEDERAL	2020 (%) STATE/ TERRITORY
Governments are not doing enough	56	64	55	59	61	57	46	24	25

*In the 2020 Alcohol Poll the question differed to the one asked to respondents in 2019 - 'Do you think governments are doing enough to address alcohol misuse in Australia?'

TABLE 42 – REPORTED FREQUENCY OF ALCOHOL USE

STATEMENT	2010 (%)	2011 (%)	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)
Two days or less per week	69	71	72	73	77	76	76	76	76	76
Three days or more per week	31	29	28	27	23	24	24	24	24	24

TABLE 43 – ESTIMATED NUMBER OF STANDARD DRINKS YOU CAN CONSUME IN A DAY TO REDUCE RISK OF LONG TERM ALCOHOL-RELATED HARM

RESPONSE	2012 (%)	2013 (%)	2014 (%)	2015 (%)	2016 (%)	2017 (%)	2018 (%)	2019 (%)	2020 (%)
Made correct estimate (two standard drinks)	37	35	39	43	41	38	42	31	34
Made incorrect estimate	30	28	35	29	30	37	34	38	33
Don't know	33	37	26	28	29	25	24	31	34

**Note that the data in 2020 does not add to 100% due to rounding of decimals. Also the question was changed in the 2020 Alcohol Poll, as respondents were asked about their awareness of the 'current' guidelines specifically, rather than just the guidelines in general.

STATE/TERRITORY DATA TABLES

TABLE 44 – PERCEPTION OF ALCOHOL IN AUSTRALIA (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY STATE/TERRITORY

STATEMENT	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Alcohol is the drug that causes the most harm to Australians	24	33	19 ↓	27	21	23	25	34	23
Australia has a problem with alcohol	73	73	74	73	74	72	74	73	73
More needs to be done in Australia to reduce the harm caused by alcohol	78	79	78	77	76	77	75	74	77

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 45 – CONCERN ABOUT ALCOHOL HARMS (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY STATE/TERRITORY

'I AM CONCERNED ABOUT...'	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Alcohol-related road traffic accidents	87	88	90 ↑	88	88	84	86	84	88
Alcohol related family violence	86	83	86	84	87	81	82	82	85
Alcohol-related violence including sexual assault or other assault	87	85	86	87	86	85	80 ↓	80	86
Alcohol-related crime such as property damage or theft	79 ↑	74	74	78	78	73	71 ↓	83	76
Alcohol-related child abuse and neglect	85	87	87	86	85	84	82	83	85
Alcohol-related anti-social behaviour	83	88	84	81	82	81	80	83	83
Environments that feel unsafe late at night due to alcohol	79	82	83 ↑	79	80	78	76	77	80
Alcohol-related productivity loss and absences in workplaces	58	61	59	54	54	56	55	53	57
The impact of alcohol on mental health	80	85	84 ↑	82	81	79	78	78	81
The involvement of alcohol in suicide	70 ↓	73	76 ↑	70	74	74	69	70	72
Alcohol-related short-term health harms such as alcohol poisoning, falls, accidents and injury	73	79	76	67	72	73	71	68	73
Alcohol-related long-term health harms such as cirrhosis of the liver, cancers and brain damage	81	85	81	77	83	80	76	71	81
Harm to unborn babies from exposure to alcohol in-utero	83	82	83	80	85	82	81	84	83

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 46 – PERCEPTION OF ALCOHOL INDUSTRY (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY STATE/TERRITORY

STATEMENT	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
The alcohol industry targets young people under 18 years with marketing and advertising	60	59	57	60	62	57	54	55	59
The alcohol industry has too much influence with governments	58	68	57	60	65 ↑	59	53 ↓	66	59
The alcohol industry makes political donations to influence policy	60	68	57	57	59	58	52	64	58
The alcohol industry should pay for reducing alcohol harms	67	70	67	66	70	66	70	61	68
The alcohol industry should not be involved in public policy development about alcohol	62	65	65	60	64	59	58	64	62

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 47 – ALCOHOL USE, BY STATE/TERRITORY

BEHAVIOUR	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Report drinking daily	4	8	2 ↓	8	6	6	9 ↑	7	5
Drink to get drunk in the past 12 months	42	43	43	42	52 ↑	44	42	51	45
Drink more than 4 standard drinks on a typical occasion	27	30	27	29	30	29	28	42	28
Do not drink alcohol	19	21	24	21	21	20	22	25	21
Someone has been concerned about my drinking or suggested I cut down in the past 12 months	21	22	16 ↓	11	21	20	16	14	19

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 48 – AWARENESS OF HEALTH RISKS, BY STATE/TERRITORY

AWARENESS	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Aware of NHMRC alcohol guidelines	64	70	62	59	65	67	72 ↑	68	65
Correctly identified 4 standard drinks as the maximum for a single occasion to reduce risk	7	6	6	6	9	8	3	4	7
Correctly identified zero standard drinks as the safest number a pregnant woman can consume on any one occasion to avoid harm to the fetus	76	82	74	81	75	84 ↑	84 ↑	79	77
Not aware alcohol causes cancer	54 ↑	44	45 ↓	54	56 ↑	48	33 ↓	57	49

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 49 – MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS, BY STATE/TERRITORY

MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Home (theirs or someone else's)	66%	76%	75%	77%	75%	79%	78%	68%	73%
Outside the home (venue, event or outside)	34%	24%	25%	23%	25%	21%	22%	32%	27%

TABLE 50 – LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS, BY STATE/TERRITORY

LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS	NSW (%)	ACT (%)	VIC (%)	TAS (%)	QLD (%)	SA (%)	WA (%)	NT (%)	NATIONAL (%)
Home (theirs or someone else's)	61%	67%	69%	73%	69%	76%	70%	62%	67%
Outside the home (venue, event or outside)	39%	33%	31%	27%	31%	24%	30%	38%	33%

AGE GROUP DATA TABLES

TABLE 51 – PERCEPTION OF ALCOHOL IN AUSTRALIA (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY AGE GROUP

STATEMENT	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Alcohol is the drug that causes the most harm to Australians	17 ↓	23	22	24
Australia has a problem with alcohol	66 ↓	77 ↑	70 ↓	76 ↑
More needs to be done in Australia to reduce the harm caused by alcohol	76	79	74 ↓	79

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 52 – CONCERN ABOUT ALCOHOL HARMS (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY AGE GROUP

'I AM CONCERNED ABOUT...'	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Alcohol-related road traffic accidents	90	87	86	88
Alcohol related family violence	74 ↓	84	82 ↓	91 ↑
Alcohol-related violence including sexual assault or other assault	82	84	82 ↓	90 ↑
Alcohol-related crime such as property damage or theft	71 ↓	73	73 ↓	81 ↑
Alcohol-related child abuse and neglect	83	83	79 ↓	90 ↑
Alcohol-related anti-social behaviour	67 ↓	83	77 ↓	90 ↑
Environments that feel unsafe late at night due to alcohol	80	81	76 ↓	82
Alcohol-related productivity loss and absences in workplaces	55	58	51 ↓	60 ↑
The impact of alcohol on mental health	78	85 ↑	79	81
The involvement of alcohol in suicide	75	77 ↑	70	71
Alcohol-related short-term health harms such as alcohol poisoning, falls, accidents and injury	76	74	70 ↓	75
Alcohol-related long-term health harms such as cirrhosis of the liver, cancers and brain damage	73 ↓	80	78 ↓	85 ↑
Harm to unborn babies from exposure to alcohol in-utero	81	84	78 ↓	86 ↑

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 53 – PERCEPTION OF ALCOHOL INDUSTRY (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY AGE GROUP

STATEMENT	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
The alcohol industry targets young people under 18 years with marketing and advertising	44 ↓	56	56	66 ↑
The alcohol industry has too much influence with governments	52 ↓	60	55 ↓	63 ↑
The alcohol industry makes political donations to influence policy	45 ↓	56	60	61 ↑
The alcohol industry should pay for reducing alcohol harms	58 ↓	66	66	72 ↑
The alcohol industry should not be involved in public policy development about alcohol	56 ↓	64	61	65

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 54 – ALCOHOL USE, BY AGE GROUP

BEHAVIOUR	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Report drinking daily	1 ↓	2	4	8 ↑
Drink to get drunk in the past 12 months	73 ↑	68 ↑	55 ↑	19 ↓
Drink more than 4 standard drinks on a typical occasion	45 ↑	30	34 ↑	19 ↓
Do not drink alcohol	18	19	19	25 ↑
Someone has been concerned about my drinking or suggested I cut down in the past 12 months	23	28 ↑	24 ↑	10 ↓

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 55 – AWARENESS OF HEALTH RISKS, BY AGE GROUP

AWARENESS	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Aware of NHMRC alcohol guidelines	61	68	62	66
Correctly identified 4 standard drinks as the maximum for a single occasion to reduce risk	6	9 ↓	8	5 ↑
Correctly identified zero standard drinks as the safest number a pregnant woman can consume on any one occasion to avoid harm to the fetus	74	65 ↑	72 ↑	86 ↓
Not aware alcohol causes cancer	48	40 ↑	46	56 ↓

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 56 – MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS, BY AGE GROUP

MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Home (theirs or someone else's)	62%	61%	74%	80%
Outside the home (venue, event or outside)	38%	39%	26%	20%

TABLE 57 – LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS, BY AGE GROUP

LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS	18-24 (%)	25-34 (%)	35-49 (%)	50+ (%)
Home (theirs or someone else's)	60%	50%	66%	77%
Outside the home (venue, event or outside)	40%	50%	34%	23%

GENDER DATA TABLES

Tables 55 to 59 present differences in responses between males and females. While the Poll did collect responses from people not identifying as male or female, it was not a sufficient sample size for reporting of results.

TABLE 58 – PERCEPTION OF ALCOHOL IN AUSTRALIA (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY GENDER

STATEMENT	MALE (%)	FEMALE (%)
Alcohol is the drug that causes the most harm to Australians	24	21
Australia has a problem with alcohol	69 ↓	77 ↑
More needs to be done in Australia to reduce the harm caused by alcohol	74 ↓	80 ↑

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 59 – CONCERN ABOUT ALCOHOL HARMS (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY GENDER

'I AM CONCERNED ABOUT...'	MALE (%)	FEMALE (%)
Alcohol-related road traffic accidents	86 ↓	90 ↑
Alcohol related family violence	83 ↓	87 ↑
Alcohol-related violence including sexual assault or other assault	84 ↓	87 ↑
Alcohol-related crime such as property damage or theft	74 ↓	79 ↑
Alcohol-related child abuse and neglect	82 ↓	88 ↑
Alcohol-related anti-social behaviour	82	83
Environments that feel unsafe late at night due to alcohol	75 ↓	85 ↑
Alcohol-related productivity loss and absences in workplaces	59	56
The impact of alcohol on mental health	75 ↓	86 ↑
The involvement of alcohol in suicide	68 ↓	76 ↑
Alcohol-related short-term health harms such as alcohol poisoning, falls, accidents and injury	69 ↓	77 ↑
Alcohol-related long-term health harms such as cirrhosis of the liver, cancers and brain damage	77 ↓	84 ↑
Harm to unborn babies from exposure to alcohol in-utero	79 ↓	87 ↑

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 60 – PERCEPTION OF ALCOHOL INDUSTRY (% AGREE OR STRONGLY AGREE WITH STATEMENTS), BY GENDER

STATEMENT	MALE (%)	FEMALE (%)
The alcohol industry targets young people under 18 years with marketing and advertising	60	58
The alcohol industry has too much influence with governments	61 ↑	57 ↓
The alcohol industry makes political donations to influence policy	64 ↑	53 ↓
The alcohol industry should pay for reducing alcohol harms	65 ↓	70 ↑
The alcohol industry should not be involved in public policy development about alcohol	63	62

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 61 – ALCOHOL USE, BY GENDER

BEHAVIOUR	MALE (%)	FEMALE (%)
Report drinking daily	6 ↑	3 ↓
Have drunk to get drunk in the past 12 months	50 ↑	38 ↓
Drink more than 4 standard drinks on a typical occasion	36 ↑	19 ↓
Do not drink alcohol	14 ↓	28
Someone has been concerned about my drinking or suggested I cut down in the past 12 months	23 ↑	14 ↓

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 62 – AWARENESS OF HEALTH RISKS, BY GENDER

AWARENESS	MALE (%)	FEMALE (%)
Aware of NHMRC alcohol guidelines	66	63
Correctly identified 4 standard drinks as the maximum for a single occasion to reduce risk	7	6
Correctly identified zero standard drinks as the safest number a pregnant woman can consume on any one occasion to avoid harm to the fetus	71 ↓	83 ↑
Not aware alcohol causes cancer	49	50

* Arrows denote a statistically significant result, with an upward arrow indicating significantly higher than all other groups, and downward significantly lower.

TABLE 63 – MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS, BY GENDER

MOST FREQUENT DRINKING LOCATION IN THE PAST 12 MONTHS	MALE (%)	FEMALE (%)
Home (theirs or someone else's)	71%	75%
Outside the home (venue, event or outside)	29%	25%

TABLE 64 – LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS, BY GENDER

LOCATION OF LARGEST QUANTITY OF ALCOHOL USE ON ONE OCCASION IN THE PAST 12 MONTHS	MALE (%)	FEMALE (%)
Home (theirs or someone else's)	65%	69%
Outside the home (venue, event or outside)	35%	31%

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2020 ANNUAL
ALCOHOL
POLL
ATTITUDES & BEHAVIOURS

**STOPPING
HARM**
CAUSED BY
ALCOHOL