

**ALCOHOL
AWARENESS
SURVEY**

**Conducted for:
THE SALVATION
ARMY**

**Prepared by:
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ABOUT THE SURVEY

The survey was conducted by CATI (A Division of Roy Morgan Research Pty.Ltd)

The sample was an Australia wide random sample of 1331 people 14 years of age and over. They were interviewed by telephone during the third week of August 2004.

Number of people interviewed by age group was as follows:-

AGE GROUP	NUMBER	PERCENTAGE
14 – 17	98	6%
18 – 24	172	12%
25 – 34	219	18%
35 – 49	368	27%
50 – 64	295	23%
65 plus	179	14%
TOTAL (14 AND OVER)	1331	100%

MEN	665	50%
WOMEN	666	50%

SUBJECTS COVERED:

Number of standard drinks of alcohol a person has on average each week

The greatest number of standard drinks that a person has in one session

The place that the greatest number of drinks were consumed in the past month.

- A Celebration B Party C Pub group D Private house
E Sports Club F Something else G Can't say H None of above

TABLE 1**Number of standard drinks of alcohol people have on average each week**

	NUMBER OF ALCOHOLIC DRINKS	TOTAL %	MEN %	WOMEN %	14-24 %	25-34 %	35-49 %	50+ %
2004	NONE	35	26	45	47	30	31	35
2003	NONE	30	24	36	36	28	22	34
2002	NONE	32	23	39	30	23	26	40
1992	NONE	39	28	50	54	29	30	43
2004	6 PLUS	29	40	19	19	24	32	35
2003	6 PLUS	32	46	20	30	30	35	31
2002	6 PLUS	30	44	18	28	29	31	33
1992	6 PLUS	24	34	13	14	25	28	25

(Base All Respondents N= 1331)

This table shows the increase in the number of people who are regularly choosing not to drink although still not as high as in 1992. It is particularly gratifying to see the number of young adults choosing to not drink also the decrease in drinking to excess.

Largest number of drinks consumed in a session (in the last month)

For females to drink responsibly is to have no more than 2 drinks a day but if they drink up to 4 drinks in a session it is still regarded as responsible drinking as long as it only occurs occasionally.

For males 4 drinks a day are responsible and up to 5 in a session

The number of people drinking responsibly has increased significantly to more than two thirds of the population and the proportion of both men and women who regularly binge drink is also declining. Although it is frightening that we still have 3.355 million men over the age of 14 expecting to drink at least double responsible levels; and more than 1.645 million women; this is 5 million people (over 14) in total.

TABLE 2

	ALL FEMALES		ALL MALES		ALL PEOPLE	
	2003 %	2004 %	2003 %	2004 %	2003 %	2004 %
NONE	23	24	18	14	21	19
RESPONSIBLE DRINKERS (INCL. NONE)	77	78	58	58	67	68
DOUBLE RESPONSIBLE LEVEL	15	14	21	25	18	20
BINGE DRINKERS	8	6	20	17	14	11
TOTAL IRRESPONSIBLE DRINKERS	23	20	41	42	32	31

(Base All Drinkers N=1249)

Responsible drinkers	males 0-5 drinks in 4 hours	females 0-4 drinks in 4 hours
Double responsible level	males 6-10 drinks in 4 hours	females 5-8 drinks in 4 hours
Binge drinking	males 11-30 drinks in 4 hours	females 9-30 drinks in 4 hours

Maximum drinks by 14-24's

In recent years we have seen a large increase in young people drinking but this year for the first time we have seen a reduction in this trend, especially amongst young women. While being glad to see a reduction in excessive alcohol consumption, we still have almost double the number of young women (12%) compared to the total adult female population (6%) going out to get drunk or very drunk, i.e. 160,000 females. If we add to this more than 400,000 young men, we have 560,00 young people aged 14-24 binge drinking on a regular basis This is a terrible indictment on our society. The following tables give the details of these trends during the past two years.

TABLE 3

YOUNG WOMEN AGED 14-24		
	2003 %	2004 %
NONE	26	21
1-4 DRINKS	24	41
TOTAL DRINK RESPONSIBLY	50	62
5-8 DRINKS DOUBLE RESPONSIBLE LEVEL	20	25
9-12 DRINKS DRUNK	12	7
13-30 DRINKS BLOTTO	16	5
TOTAL BINGE DRINKING	28	12

(Base all women aged 14-24 N= 117)

YOUNG MEN AGED 14-24		
	2003 %	2004 %
NONE	18	18
1-5 DRINKS	21	33
TOTAL DRINK RESPONSIBLY	39	51
6-10 DRINKS DOUBLE RESPONSIBLE LEVEL	21	21
11-16 DRINKS DRUNK	19	14
17-30 DRINKS BLOTTO	19	13
TOTAL BINGE DRINKING	38	27

(Base all men 14-24 N= 129)

Where people consume the greatest number of standard alcoholic drinks

TABLE 4

	Celebration ,000 people	Party ,000	Pub ,000	Private House ,000	Sports Club ,000	Restaurant ,000	Night Club ,000
6-9 drinks double resp. level	431	341	446	723	178	39	38
10-16 drinks triple resp. level	325	323	432	565	61	23	NIL
17-30 drinks binge	159	160	87	89	59	NIL	11
Total irresp. Drinking	915	824	966	1,377	297	61	49

(Base drink alcohol N= 1249)

It can be seen from this table that when people are together the greatest amount of excessive drinking takes place. This demonstrates that the greatest temptation to drink to excess occurs when people get together to celebrate at a party, pub or private house for a celebration. People drinking at these levels are seriously endangering their health and it is very obvious that they are drunk and yet their friends encourage them to continue on this self-destructive path. It is a community problem that we are turning a blind eye to.

The philosophy that encourages this behavior is one that says it is all right to 'let your hair down now and again' but these answers indicate that this is happening regularly.

We see the promotion of this drinking to excess at all levels of society, in the media especially in conjunction with sporting victories. We have seen major headlines about sporting hero's getting very drunk and being convicted of major crimes while drunk, yet we have as a community encouraged this excessive drinking and the young men and women concerned are led to believe that this behavior is admired.