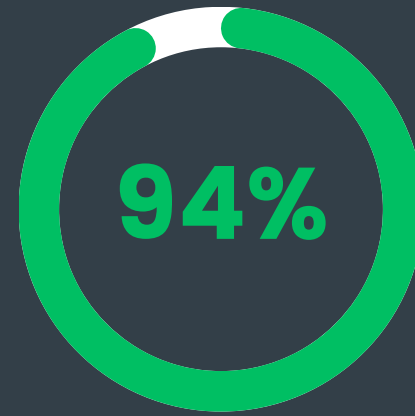
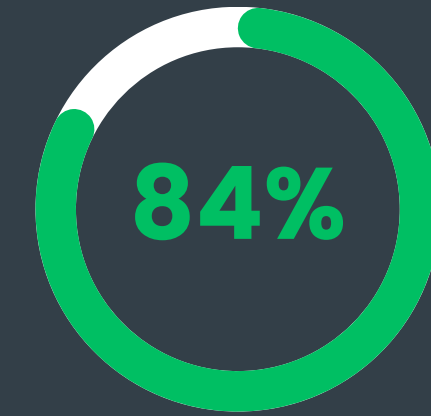




of AFL and NRL fans agree that it's important that people drink responsibly when attending events.



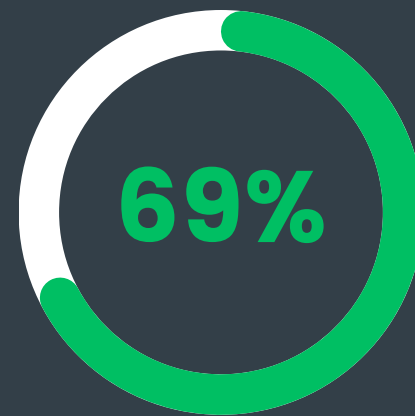
of AFL and NRL fans said a sporting event can be ruined if people drink too much.



of AFL and NRL fans said having a drink or two at a sporting event is an Australian tradition.



of AFL and NRL fans agree they typically drank responsibly at sporting events.



of AFL and NRL fans said they adapted their behaviour to drink in moderation after seeing *DrinkWise* communications.



of AFL and NRL fans agreed that moderation messages from *DrinkWise* helped remind them of positive changes that they can make to drink in moderation.