

TEN YEAR STUDY FINDS AUSTRALIANS DRINK MORE RESPONSIBLY *DrinkWise Report Compares 2007 Drinking Habits to 2017*

Today DrinkWise has released *Australian Drinking Habits 2007 vs 2017* - a study ten years in the making.

The report summarises DrinkWise's comprehensive 2017 study into the Australian drinking culture, and compares the results to DrinkWise research from 2007 - providing insight and context into how the drinking landscape has evolved over the past ten years, and what has influenced these changes.

The positive outcomes are reflective of a more mature Australian drinking culture than that of ten years ago, and in part reflect the work DrinkWise has done to improve this culture: Australians are drinking more moderately, and the rate of excessive drinking, and underage drinking, is decreasing.

These trends suggest our relationship with alcohol is fundamentally changing to one that is more mature and responsible. An emphasis on personal health, lifestyle factors and a focus on moderation is an identifying factor influencing people's decision to drink less.

The report is described by DrinkWise CEO John Scott as an important investment. "Over \$100,000 was invested in both the quantitative and qualitative data used to analyse and understand the current Australian drinking context. This research is integral for DrinkWise to better understand the alcohol behaviour landscape and lets us review and assess our work with the Australian community.

"The results are in line with the positive changing culture we have been observing for many years, and are evident in the messaging of DrinkWise campaigns and approaches - that's something we're really proud of." Mr Scott said.

DrinkWise Ambassador Dr Andrew Rochford recognises that while drinking too much is a significant health concern for many Australians, there are other worries that are taking priority. "Generally speaking, Australians are interested in leading a healthy lifestyle - issues including weight management and getting enough exercise are of higher concern to most Australians than their drinking.

"From a medical perspective, it's also good to see an increasing number of Australians agree pregnant women shouldn't drink alcohol. This has been a focus of communications from government and organisations like DrinkWise over the last 5-6 years and we look forward to seeing this trend continue to increase."

"The DrinkWise report has demonstrated that the Australian drinking culture is maturing. Aussies are changing where and what we drink. Most people are drinking at home, typically while enjoying a meal, and socialising with friends and family. Our tastes are changing, too, and we're opting for lower alcohol alternatives such as mid-strength beer." Dr Rochford said.

Of the reasons detailing why Australians drink, the main common factors remain as a way to enhance and celebrate social occasions, to wind-down and relax, and because the taste is enjoyed.

For more information on the DrinkWise Australian Drinking Habits report, please visit: drinkwise.org.au

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For more statistics and qualitative data from the DrinkWise *Australian Drinking Habits* report, please find key messages and the report as an appendix.

DrinkWise is an evidence-based social change organisation dedicated to changing the Australian drinking culture to one that is safer and healthier. We do this through national information and education campaigns, partnerships with community leaders and organisations, and the development of practical strategies and resources that better support the community in relation to the responsible use of alcohol. DrinkWise is funded through voluntary industry contributions across the alcohol sector, and has previously been in receipt of funding from both Coalition and Labor governments.

For questions and media enquiries, including interviews with John Scott and Dr Andrew Rochford, please contact:
AMPR | Nicole D'Amico | nicole@ampr.com.au | 0431 169 669
AMPR | Jannah Flockhart | jannah@ampr.com.au | 0421 868 416