

Thursday 6 December 2018

NEWS RELEASE

THE HANGOVER THAT DOESN'T GO AWAY

New campaign targets young adults more likely to drink excessively

Binge drinking as a rite of passage to adulthood is progressively becoming an outdated concept. A new study from DrinkWise*, however, shows of Australians who drink, it is young adults who are still drinking most excessively, consuming five or more standard drinks on a night out (21%), compared to 16% of all other age groups.

Though alarming and too high, the study shows an encouraging sign of more responsible attitudes, with this number reducing from 31%** to 21% over the past two years.

Looking between the genders, it's young male adults who are driving up the average, with one in four (25%) admitting to drinking in excess on a night out, vs. one in five young female adults (18%).

When asked about their attitudes towards drinking, the most common themes that were significantly higher when compared to the general drinking population included "I sometimes drink until I'm drunk" (49% vs. 27%) and "there are times I've drunk more than what I've really wanted to try because I was keeping up with others around me" (44% vs. 36%).

Additionally, almost half of 18-24 year olds (44%) sometimes regret what they have done when drinking, with some of the biggest concerns being the risk of vomiting (26%), making a fool of themselves (24%) and drunk texting or social media posting (14%).

Off the back of the study, DrinkWise has today launched 'The Internet Remembers' campaign, which will see a collection of unsophisticated drinking moments from the internet brought to life across the country via a series of augmented reality (AR) displays in bars, via social media and throughout city centres.

To launch the campaign in Melbourne, Internet Remembers statues will feature in AR in the following locations:

- Thursday 6th December: Southbank Spillway and Federation Square, 4-8pm
- Friday 7th December: Acland Street, St Kilda and Federation Square, 4-8pm
- Saturday 8th December: Acland Street, St Kilda and Federation Square, 4-8pm

DrinkWise CEO, Simon Strahan said, "The fact that young adults see vomiting and making a fool of themselves as a greater risk from excessive drinking than their long-term health means we need to take an innovative approach to our moderation message."

"We're very aware of the importance of social media to young adults and the time they spend curating their profiles online, all of which can be destroyed from too many drinks and an embarrassing moment, which once on the internet, will be around long after the hangover is gone."

"In conjunction with ongoing campaigns, this augmented reality experience will support our aim of a healthier and safer drinking culture and provide a timely reminder, particularly to young adults, about the risks of excessive drinking."

For more information about DrinkWise or The Internet Remembers campaign, visit: www.Drinkwise.org.au

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DrinkWise.

Notes to Editors:

*Research conducted of 5,073 Australians aged 16-65+ by Quantum on behalf of DrinkWise between 11th-23rd October, 2018.

[**2017 DrinkWise Australian Drinking Habits Study](#)

ABOUT DRINKWISE

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 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.

