



## **NEW DATA: Binge drinking search terms plummet while drinking every night skyrockets**

*Sydney, 23 July, 2020*, new data released today by not-for-profit, [Hello Sunday Morning](#), has shown a sharp decrease in search terms around binge drinking and a significant increase for searches about quitting drinking 'every night'.

The data covered the period of March - July 2020, compared with November 2019 - February 2020 and covers the point in time Australia's COVID-19 crisis hit peak levels.

The data showed a:

- 61% decrease in binge drinking searches;
- 45% increase in searches relating to "how to quit drinking every night";
- 67% increase in searches related to the effects of weight loss in giving up alcohol.

Anecdotally, this suggests that binge drinking may correlate with cultural and societal expectations - given that during this period, most of Australia was in lockdown and then social distancing required a huge reduction in traditional methods of socialising.

The figures also suggest an increase in the consumption of alcohol at home - however it also appears to be paired with a desire to address this kind of behaviour through understanding the potential benefits of curtailing alcohol use and losing weight.

During the April onset of the COVID 19 crisis, downloads of Hello Sunday Morning's Daybreak app increased 52% compared to the same period last year and have remained elevated since then.

"What we're seeing is a cocktail of social isolation, unemployment, change in domestic status, increasing family tension and deepening anxiety driving patterns of increased alcohol purchasing and consumption," said Andy Moore, CEO of Hello Sunday Morning.

"Paralleling this, we're seeing our Daybreak members seeking support from the online community to cope with the impact of these stresses and their heightened vulnerability to drinking as a coping mechanism.

“The fact that binge drinking search terms have also massively decreased can be attributed to the fact that binge drinking is a cultural phenomenon, and during lockdown, there was less social pressure to do so.”

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**About Daybreak**

Around 400,000 Australians need access to treatment for alcohol problems, and of those who do get seen, 70 per cent won't get sufficient help because existing treatment services are unscalable and expensive. *Daybreak* is an online program that helps people change their relationship with alcohol through a supportive community, habit-change experiments, and one-on-one chats with health coaches. Not only can this provide valuable and anonymous support for individuals in need, it is also able to reduce the burden on the hospital system. Since 2016, *Daybreak* has been available across the PHN (Primary Healthcare Network), and since 2018 it has been funded by the Federal Government. More than 5,000 clients remain active in the program each month.

**About Hello Sunday Morning**

Hello Sunday Morning is an organisation based in Sydney, Australia. Its mission is to help people to change their relationship with alcohol, and to provide them with the tools for doing that.

Hello Sunday Morning was born in 2009 when CEO, Chris Raine, undertook a year-long experiment to quit drinking. A nightclub promoter at the time, Chris blogged about the challenges and successes of this experiment when he woke up hangover-free every Sunday Morning, signing off with, “Hello, Sunday morning!” First extending the challenge to his flatmate, by 2014 Hello Sunday Morning had grown into the world's largest online community of people supporting each other to change their behaviour around alcohol.

This community has now merged into our key offering – a program called [Daybreak](#). The *Daybreak* program is helping people to change their drinking habits one day at a time. *Daybreak* is a digital service that people can access through either an app or the web. It provides an anonymous and supportive environment for consumers to set alcohol change goals and to then work with health professionals to achieve them.