



EMBARGOED UNTIL 1201AM AEDT THURSDAY 29 OCT

NEW DATA: ALMOST 1 IN 3 ARE DRINKING EARLIER IN THE DAY

Thursday 29 October, 2020

New survey data released by [Hello Sunday Morning](#), has revealed that **19% of the Australian drinkers agree that they are drinking more alcohol recently**, with almost 1 in 3 drinkers admitting they had started drinking earlier in the day than normal.

Of those, the majority claim this is due to being at home more due to Covid (26%). These can be linked to other underlying problems due to: **financial stress (13%), loneliness and depression (11%) and boredom (8%)**. Only 3% claimed to be drinking more due to social catch-ups with family and friends.

This is the latest survey data released by [Hello Sunday Morning](#) (HSM) and conducted by Faster Horses, based on an online survey of 1258 Australian residents, conducted between 21-25 September 2020.

The impact was felt most acutely amongst the 18-34-year-olds; in line with the Covid-induced stress experienced by this age bracket, including reduced hours at work and job loss.

30% of drinkers claimed that they had started drinking earlier in the day than normal and the greatest percentage of those came from the 18-34 age group.

Further showcasing the impact of mental challenges on drinking habits - specifically the demands of homeschooling - other relevant findings from the research revealed that **31% of parents “sometimes get tipsy in front of their kids”**. Almost half of these (46%) claimed they were drinking to relieve the stress of the day.

“The key messages from our survey are based on the impact of financial stresses - extenuated by family situations such as home-schooling - driving increased alcohol consumption in the family environment,” says Andy Moore, CEO of Hello Sunday Morning.

“Given that alcohol is a common distress coping mechanism, it isn’t a great surprise that the numbers of people drinking to help handle their challenges has increased.

“However, with alcohol consumption also known to exacerbate health vulnerability, risk-taking behaviours, mental health issues and violence, these findings bring with them a timely reminder of the importance of other resources and support programs as an alternative aid.

“Our Daybreak app, for example, offers support from an online community to cope with the impact of these stresses and the heightened vulnerability to drinking as a coping mechanism.

“With nearly 50,000 Australians having used the free app-based program since 2016, it is accessible to anyone with a smartphone and available whenever someone wishes to seek help - often within the comfort of their own home.”

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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.

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.