



NEW DATA: THE GENERATION CONSUMING THE MOST ALCOHOL IN AUSTRALIA (BUT DON'T BE SO QUICK TO BLAME THE MILLENNIALS!)

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New survey data released by Hello Sunday Morning (HSM) has revealed that **people aged 65-74 are the biggest alcohol consumers in the country.**

When compared to Generation Z, Baby Boomers drink more than double the amount over a 7-day period (9.5 drinks) than people aged 18-24 (4.6 drinks). And despite their reputation for partying and binge drinking, young people aged 18-24 actually have the lowest 7-day alcohol consumption of all age groups. In fact, 18-34 yr olds are less likely to drink daily (2%), while those aged 55+ are much more likely (16%).

The latest survey data released by HSM (the world's largest online community of people supporting each other to change their behaviour around alcohol), and conducted by Faster Horses, is based on an online survey of 1258 Australian residents, conducted between 21-25 September 2020.

Concerningly, among drinkers aged 65-74, **15% fall into the “very high risk” drinking category**, consuming on average more than 31 standard drinks in a 7-day period. This is almost double the rate of the average drinker aged 18+.

The study also identified a number of drinking patterns specifically based on gender - most notably that 21% of male drinkers aged 65-74 fall into the “very high risk” drinking category, consuming on average more than 31 standard drinks in a 7-day period. **Men in the 65-74 age bracket drink almost 3 times as much (11.4 drinks) as young women aged 18-24 (4 drinks).**

Other gender-specific findings of the research include:

- 44% of these “very high risk” drinking males claim to feel depressed;
- almost half of all men (45%) believe the dangerous misconception that you can still drive if you only have 1 drink every hour; and
- males generally express more high-risk drinking activities such as drinking alone.

“The findings highlight the age-based gender differences in drinking behaviour - and subsequently the importance of alcohol support networks that cater to these audiences,” says Andy Moore, CEO of Hello Sunday Morning.

“Our Daybreak app, for example, offers support from an online community of all ages and genders. And with nearly 60,000 Australians having used the free app-based program since 2016, it is accessible to anyone with a smartphone and available wherever and whenever someone wishes to seek help.”

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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 former 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 a smartphone app. 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. Between 5,000 - 7,000 members remain active in the program each month.