



HELLOSUNDAYMORNING

TOPLINE REPORT

OCTOBER 2020

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RESEARCH CONTEXT

BACKGROUND

- + Established in 2009, Hello Sunday Morning is a not for profit organisation dedicated to reducing alcohol consumption and the subsequent harmful effects amongst the Australian population. Originally established as an advocacy service, Hello Sunday Morning now has a core offer called “Daybreak”, which is a multi-faceted app/website designed to drive alcohol consumption behaviour change.



METHODOLOGY

QUANTITATIVE SURVEY

The research program includes four dips over a period of a year to track specific metrics to report on changes in behaviours over time, or by geographic, demographic or other cohorts.

This is the first round of the research program included:

- + An online survey of the Australian population n=1258.
- + The online survey was a 7-minute questionnaire with fieldwork conducted between 21st September – 25th September 2020.

Notes on reading the report:

- + Significant differences have been indicated by arrows ↓↑
- + The percentages in charts may not sum to 100% due to rounding.
- + We have defined 3 drinkers types – low risk, high risk and very high risk drinkers based on the National Health and Medical Research Council definition which states *‘to reduce the risk of harm from alcohol-related disease or injury for healthy men and women, drink no more than **10 standard drinks per week and no more than 4 standard drinks on any one day.**’*
 - Very high risk drinker : consume >20 standard drinks in the most recent week
 - High risk drinker: consumer <20 standard drinks in a week
 - Low risk drinker: consume <10 standard drinks in a week





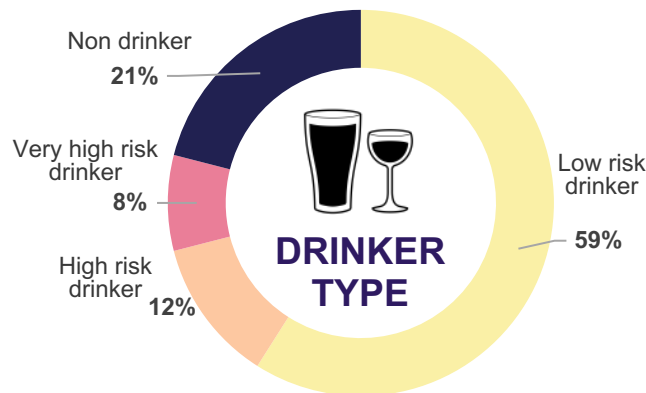
01

TOPLINE FINDINGS -
DRINKING BEHAVIOUR

RISKY DRINKING BEHAVIOURS EXIST AT HIGH LEVELS IN AUSTRALIA

- + 20% of the population are considered “high” or “very high” risk drinkers with consumption over 10 standard drinks in a 7-day period or more than 4 standard drinks in any one day
- + 8% of the population consume 20 or more standard drinks in a 7 days period
- + These profiles were designed using NHMRC guidelines

DRINKER TYPE



LOW RISK – less than 10 standard drinks in the last week, OR no more than 4 standard drinks in any one day of the week

HIGH RISK – between 10 and 19 standard drinks in the last week, OR more than 4 standard drinks in any one day of the week.

VERY HIGH RISK – 20+ standard drinks in the last week

HIGH RISK DRINKING BEHAVIOURS ARE STARK

- + This is the landscape of Australian drinking – 12% of the population are high risk drinkers, consuming on average 11.6 standard drinks in the last week
- + Concerningly, 8% are very high-risk drinkers, consuming on average 31.5 standard drinks a week.
- + 43% of very-high risk drinkers consume alcohol 7 days a week

BEHAVIOUR BY DRINKER TYPE

	Non drinkers	Low Risk	High risk	Very high risk
% population	21%	59%	12%	8%
No. st drinks/wk (ave)	n/a	3.0	11.6	31.5
% drink 7 days a week	n/a	1%	20%	43%
% drink before lunch	n/a	0%	3%	5%
% Drinking earlier during COVID	n/a	24%	26%	51%
% felt they should drink less alcohol	n/a	7%	16%	26%



02

TOPLINE FINDINGS



BOOMERS ARE OUTDRINKING YOUNG PEOPLE BY MORE THAN 2 TO 1

“While the youth of today have a hard-partying reputation, drinkers aged between 65 and 74 are drinking more than twice as many standard drinks in a 7-day period (9.5 standard drinks) compared to drinkers aged 18-24 (4.6 standard drinks).

In addition, 15% of 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. This is almost double the rate of the average drinker aged 18+.



OLDER MEN ARE OUTDRINKING YOUNG WOMEN BY ALMOST 3 TO 1

“While young women have a hard-partying reputation, male drinkers aged between 65 and 74 are the biggest alcohol consumers, drinking more almost 3 times as many standard drinks in a 7-day period (“11.4 standard drinks) compared to young female drinkers aged 18-24 (4.0 standard drinks).

In addition, 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. This is almost double the rate of the average drinker aged 18+”



ALMOST 1 IN 5 DRINKERS SAY THEY HAVE DRIVEN HOME AFTER A FEW DRINKS

“Despite years of education on the dangers of drink driving, 21% of drinkers say they have driven home after a few drinks, rising to 25% of male drinkers.

In addition, almost half of all men (45%) believe that you can still drive if you only have 1 drink every hour, a dangerous misconception”



7 IN 10 VERY HIGH RISK DRINKERS ARE MEN, WITH MANY SUFFERING DEPRESSION

“Very high-risk drinkers, who are consuming over 31 standard drinks a week, are more likely to be men (7 in 10), while 44% of them claim to feel depressed.

In addition, more than half (55%) of these drinkers have trouble sleeping, while they are also more likely to find it hard bringing up issues with their GP, potentially causing severe health issues like liver and heart disease down the track”



ALMOST 1 IN 5 ADULTS ARE DRINKING MORE ALCOHOL DUE TO COVID-19

“19% of the Australian population agree that they are drinking more alcohol recently. The most common reason given was being stuck at home due to coronavirus, but other underlying problems emerged.

Other significant reasons given for increased alcohol consumption include being stressed and due to financial reasons, or being bored, lonely or depressed. 31% of drinkers had also started drinking earlier in the day. With over a quarter of people experiencing some form of COVID-19 related financial or job stress, this trend is likely to continue”



¼ OF PARENTS WITH CHILDREN AT HOME FEEL GUILTY ABOUT THEIR DRINKING

“25% of parents with kids living at home sometimes feel guilty about their drinking.

This may be due in part to the fact that 31% of them sometimes get tipsy in front of their kids, potentially setting a poor example for future generations. Much of this comes from almost half (46%) drinking to relieve the stress of the day, while a similar amount drink while making dinner of an evening, potentially exposing kids to poor drinking behaviour, or causing further problems down the track like domestic violence”



03

TOPLINE FINDINGS - ANALYSIS

MALE ALCOHOL PARADOX EXISTS IN PART

- + Men absolutely drink more, and more frequently, and express more high-risk drinking activities such as drinking alone
- + However, when looking at whether people have sought help for drinking, or have issues talking to a GP – men and women ultimately claim similar behaviours



Drank on 4
or more days
last week

32%

Ave number
of drinks in
last week

8.6

Enjoy
drinking
alone

49%

Have issues
talking to
GP

22%



25%

6.0

36%

23%

ALCOHOL CONSUMPTION DRIVES THE EQUATION

+ Having issues talking to GPs or seeking help tend to be driven by the rate of alcohol consumption rather than gender itself – and men do drink more in general

+ Couch this headline by saying instead 70% of very high-risk drinkers are males – and these drinkers are depressed and very reluctant to talk to their GP, despite being most in need of help

“Men are more likely to fall into high risk drinking groups, which are in turn more likely to suffer depression and also tend to find it harder to talk to their GP”

	Non drinkers	Low Risk	High risk	Very high risk
% who are men	36%	50%	55%	70%
% find it hard to talk to GP	19%	22%	27%	31%
% agree they often feel depressed	26%	29%	37%	44%

DRINKING EARLIER BECAUSE OF HOME SCHOOLING

HEADLINES

- + Behaviour around drinking earlier in the day does exist due to COVID – however it is relatively small with only 5% of households with kids affected
- + Adding a layer around financial stress sees alcohol consumption increase

“I am drinking earlier due to having kids at home/home-schooling”

All People

1%

Kids at home

5%

Kids at home + financial stress

6%

“I have drunk alcohol in front of the kids more often”

1%

5%

8%

“Drunk alcohol more frequently than normal”

9%

12%

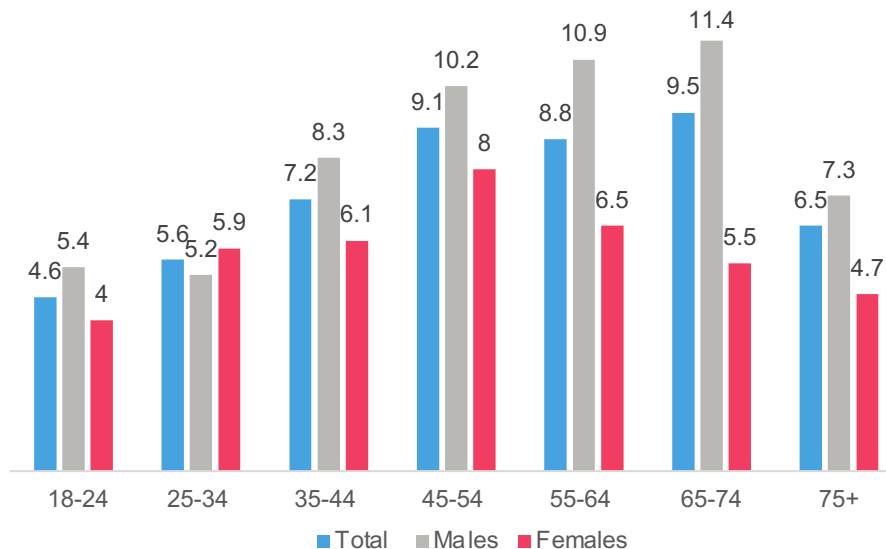
14%

“The key message is thus based around the impact of financial stresses, extenuated by family situations such as home-schooling driving increased alcohol consumption in the family environment”

OLDER PEOPLE DRINKING MORE THAN YOUNGER PEOPLE

- + Despite their reputation for partying and binge drinking, young people aged 18-24 have the lowest last 7-day alcohol consumption of all age groups.
- + People aged 65-74 drink double the amount over a 7-day period (9.5 drinks) than people aged 18-24 (4.6 drinks)
- + Men aged 65-74 drink almost 3 times as much (11.4 drinks) as young women aged 18-24 (4 drinks).

Number of standard drinks consumed in the last 7 days by age and gender (amongst drinkers)



MUMS WITH KIDS

+ Mums with kids at home are less likely to feel guilty about their drinking, but almost 1 in 3 have gotten tipsy in front of the kids

+ 40% of mums with kids at home enjoy a drink while making dinner

+ 46% of Mums with kids drink to relieve the stress of the day

“I sometimes feel guilty about my drinking”

“I have gotten tipsy in front of the kids”

“Enjoy having a few drinks while preparing dinner”

“Drink to relieve the stress of the day”

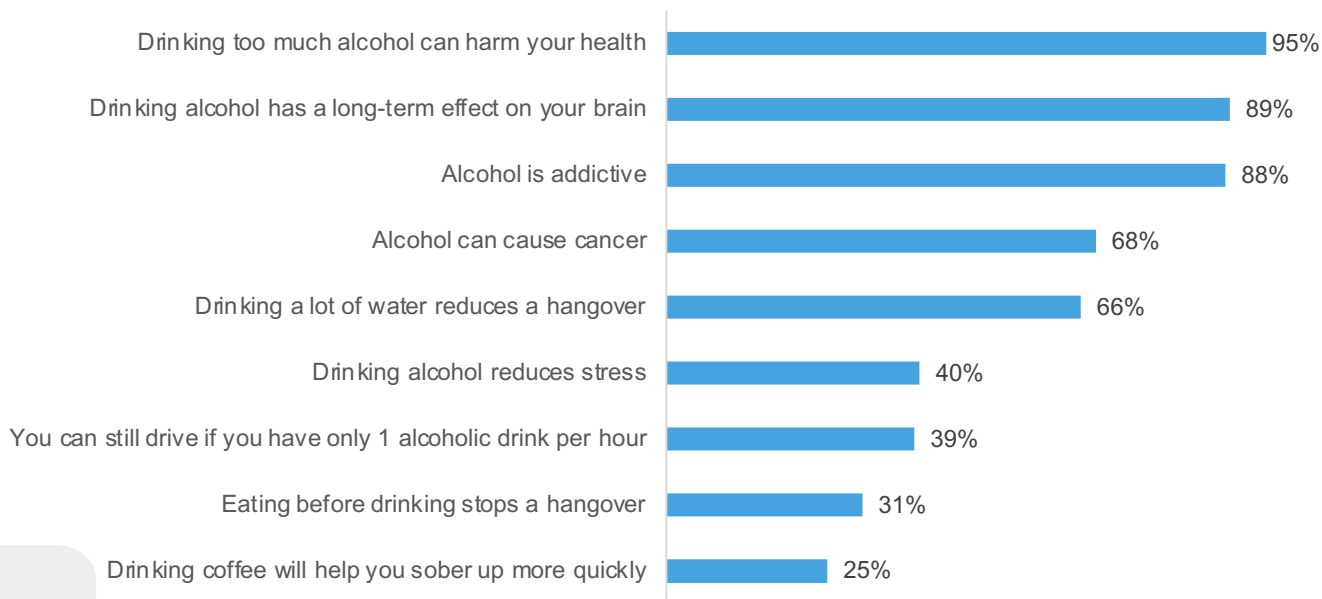
HEADLINES

	All Drinkers	Parents with Kids at home	Mums with kids at home
	20%	25%	17%
	21%	31%	29%
	36%	44%	40%
	34%	46%	46%

DRINKING BELIEFS

HEADLINES

- + 32% of people don't know that alcohol can cause cancer
- + 66% of people believe that drinking water reduces a hangover
- + 39% of people falsely believe that you can drive if you only have 1 drink an hour





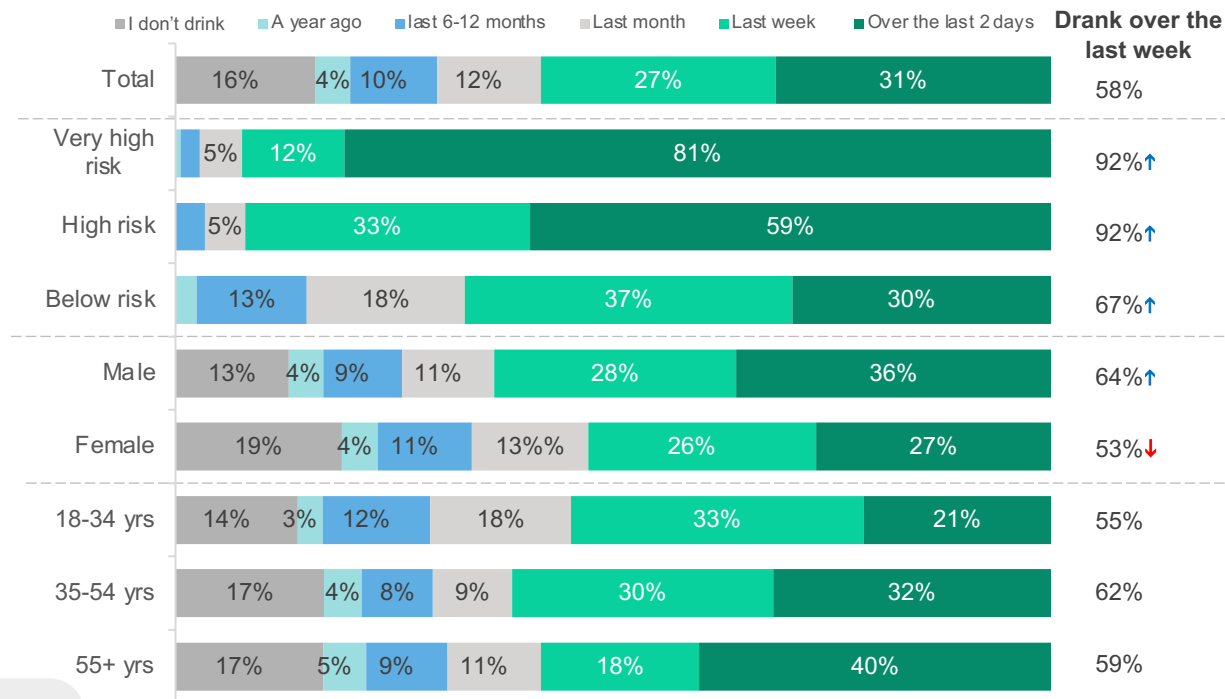
04

DETAILED RESULTS

MOST RECENT DRINK

- + 58% of people had some form of alcoholic drink in the last week
- + Men and people aged 55+ were more likely to have consumed alcohol in the last 7 days
- + 92% of the high-risk drinker cohort consumed alcohol in the last 7 days

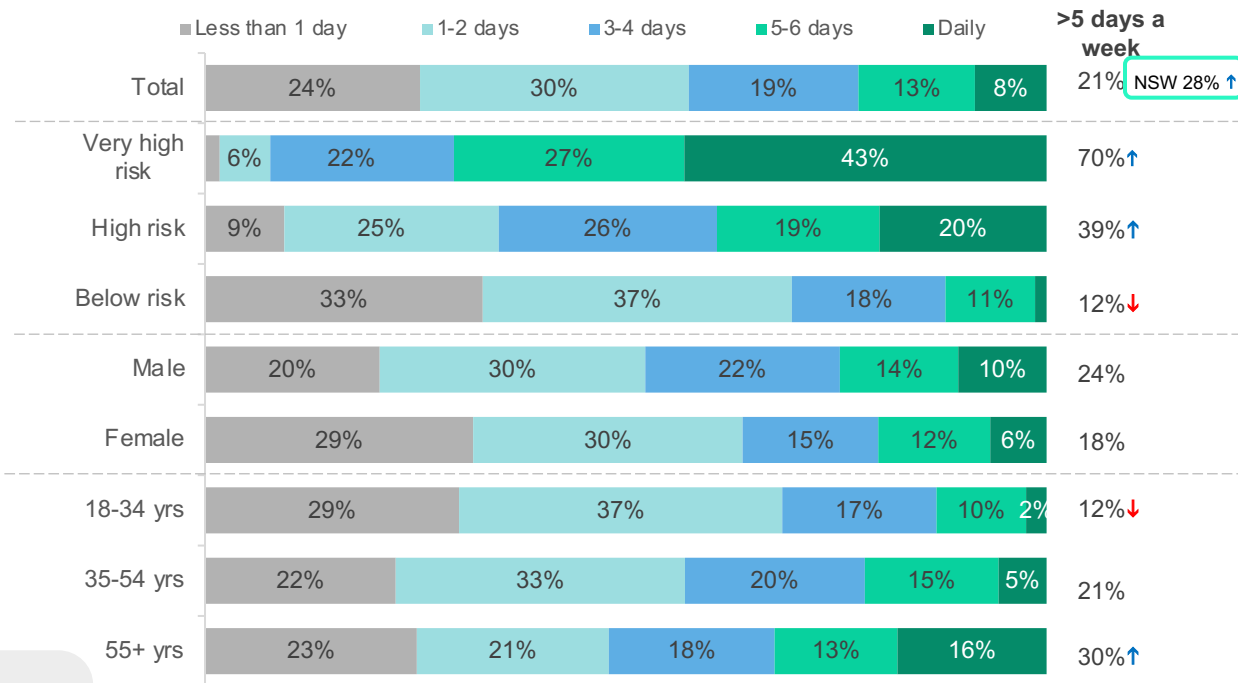
SELF REPORTED CONSUMPTION: MOST RECENT DRINK



AVERAGE WEEKLY CONSUMPTION

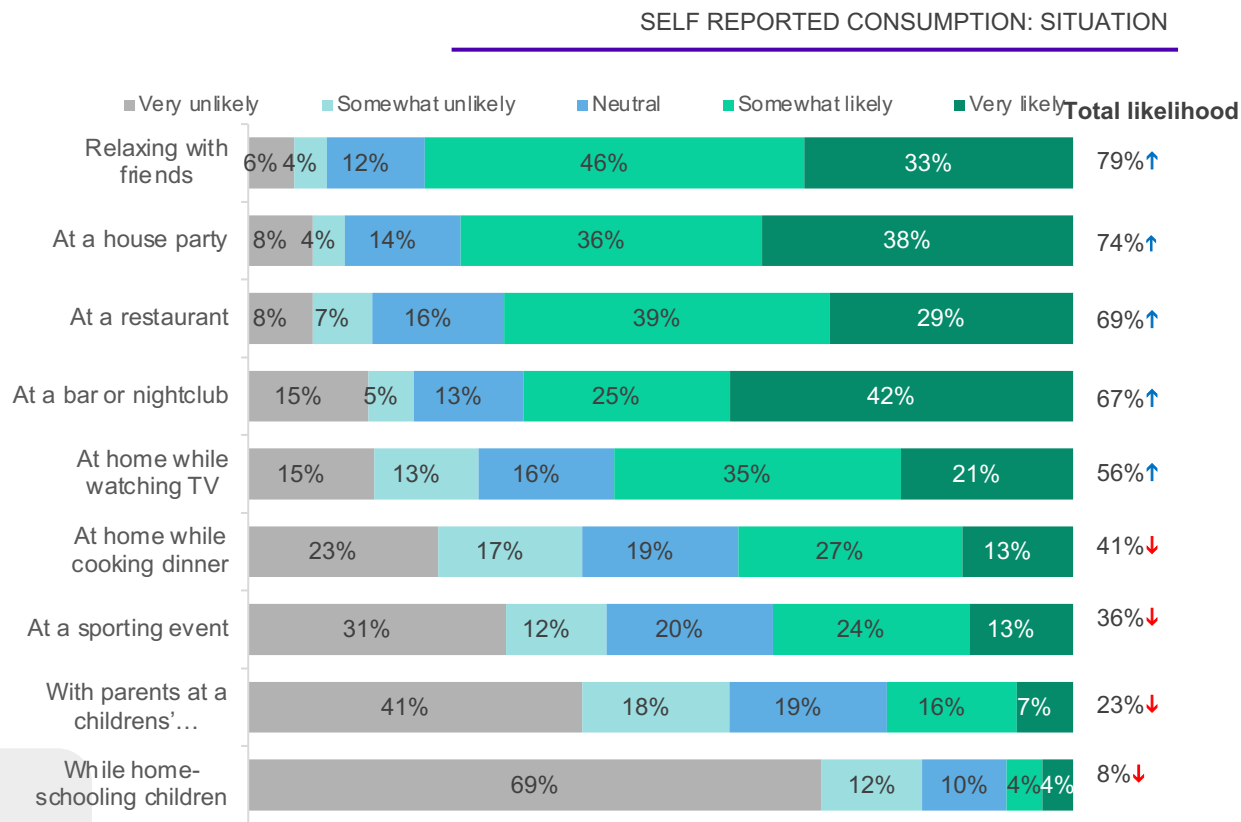
- + 8% of the population claim that they drink alcohol every single day of the week
- + 70% of very high-risk drinkers report drinking more than 5 days of the week
- + Men (10%) and people aged 55+ (16%) are more likely to drink alcohol every day of the week

SELF REPORTED CONSUMPTION: WEEKLY CONSUMPTION



SITUATIONS LIKELY TO CONSUME ALCOHOL

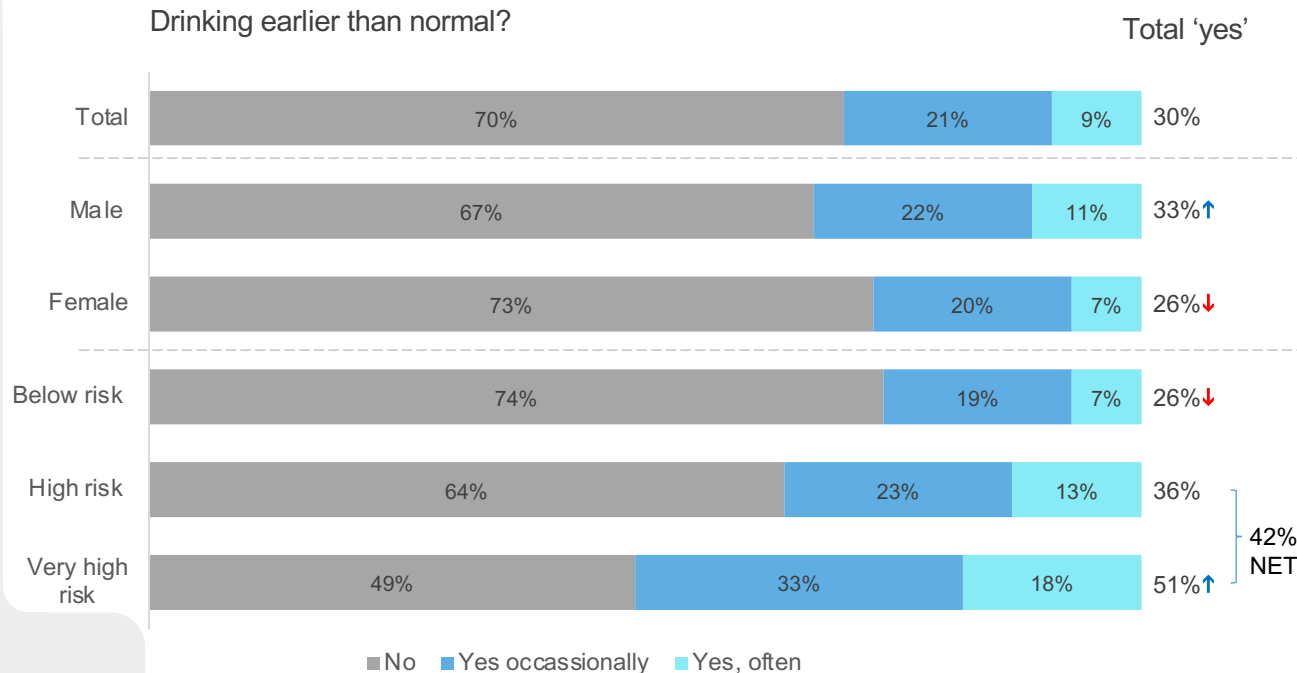
- + The highest likelihood of consuming alcohol is around social occasions such as at a party or relaxing with friends
- + 8% of people are likely to consume alcohol while home-schooling their children
- + Watching TV (56% likely) and cooking dinner at home (41% likely) are popular things to do while drinking alcohol



DRINKING EARLIER IN THE LAST 4 MONTHS

- + Overall, 30% of drinkers claimed that they had started drinking earlier than normal.
- + Males were more likely to agree than females (33% cf. 26%), while higher risk drinkers were also

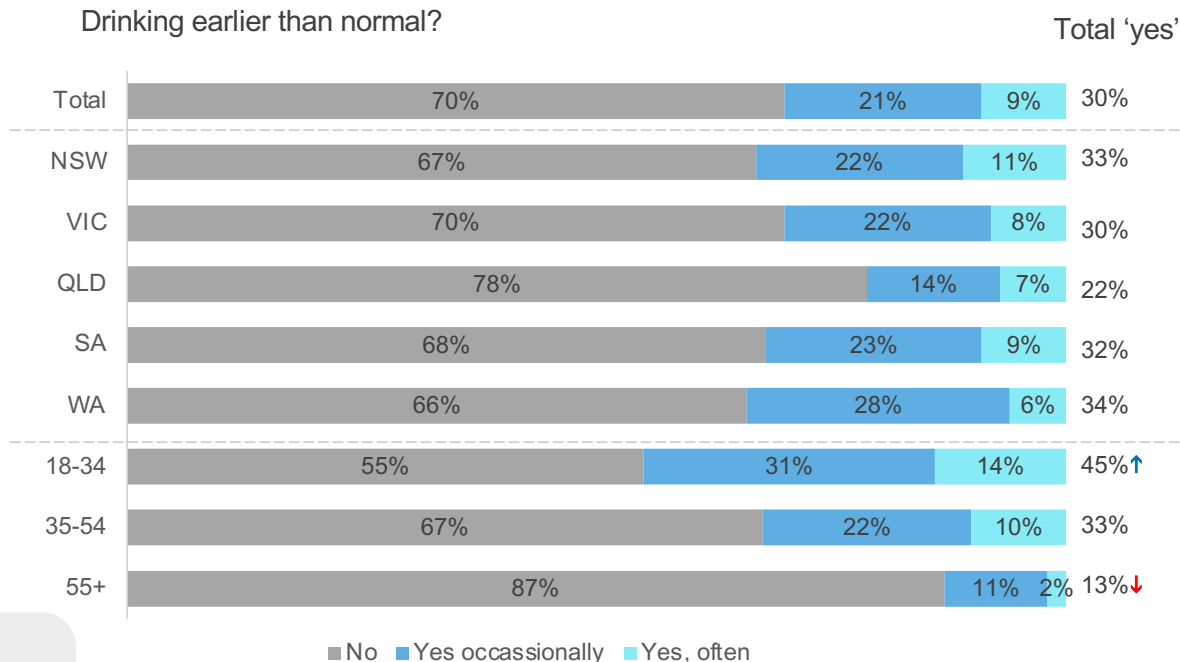
DRINKING BEHAVIOUR IN THE LAST 4 MONTHS



DRINKING EARLIER IN THE LAST 4 MONTHS

- + The primary difference in cohorts was based around age – younger people aged 18-34 were more likely to start drinking earlier in the day
- + No significant differences were seen amongst State cohorts

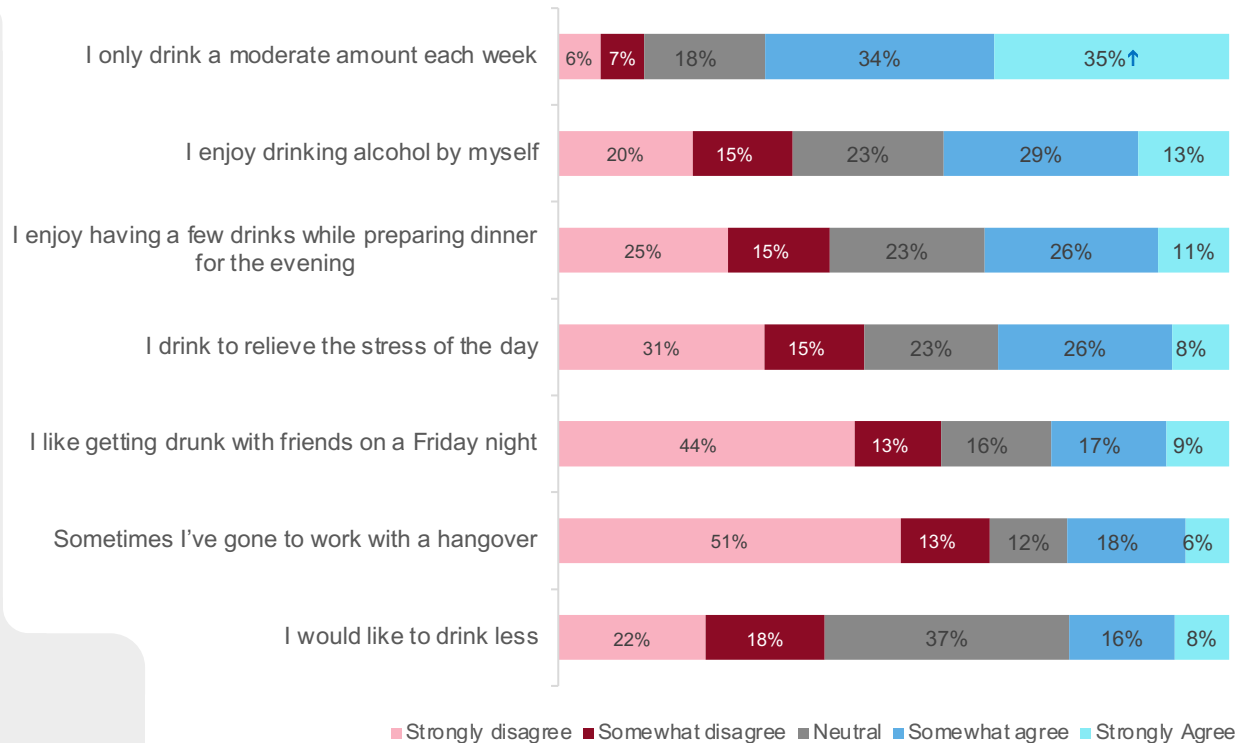
DRINKING BEHAVIOUR IN THE LAST 4 MONTHS



DRINKING BEHAVIOURS

- + Most people consider that they only drink moderate amounts per week (69% of drinkers agree)
- + Concerningly, 42% of drinkers claim to enjoy drinking by themselves.
- + 24% of drinkers agree that they would like to drink less

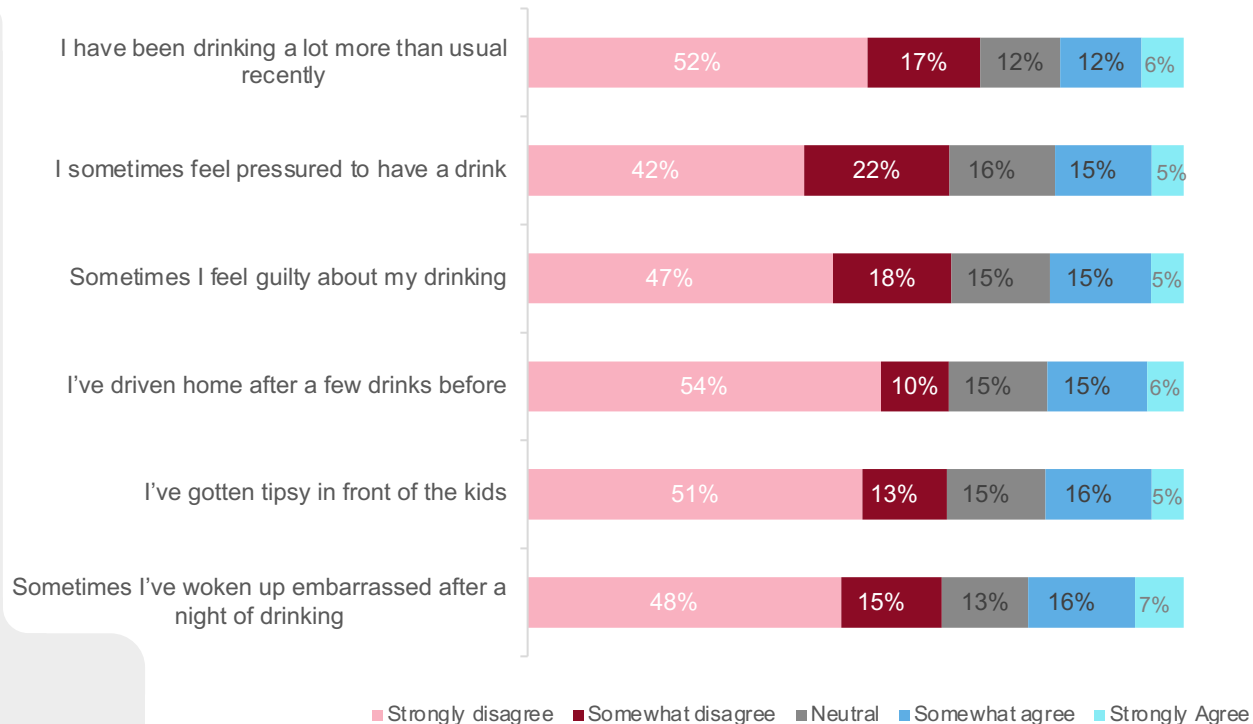
SELF REPORTED DRINKING BEHAVIOURS: LOW LEVEL INTOXICATION



DRINKING BEHAVIOURS

- + 18% of drinkers claim they have been drinking more than usual recently, while 20% sometimes feel pressured to have a drink
- + Around the 20% mark also agree with behaviours such as drink driving, getting tipsy in front of the kids or feeling guilty about their drinking

SELF REPORTED DRINKING BEHAVIOURS: MODERATE INTOXICATION

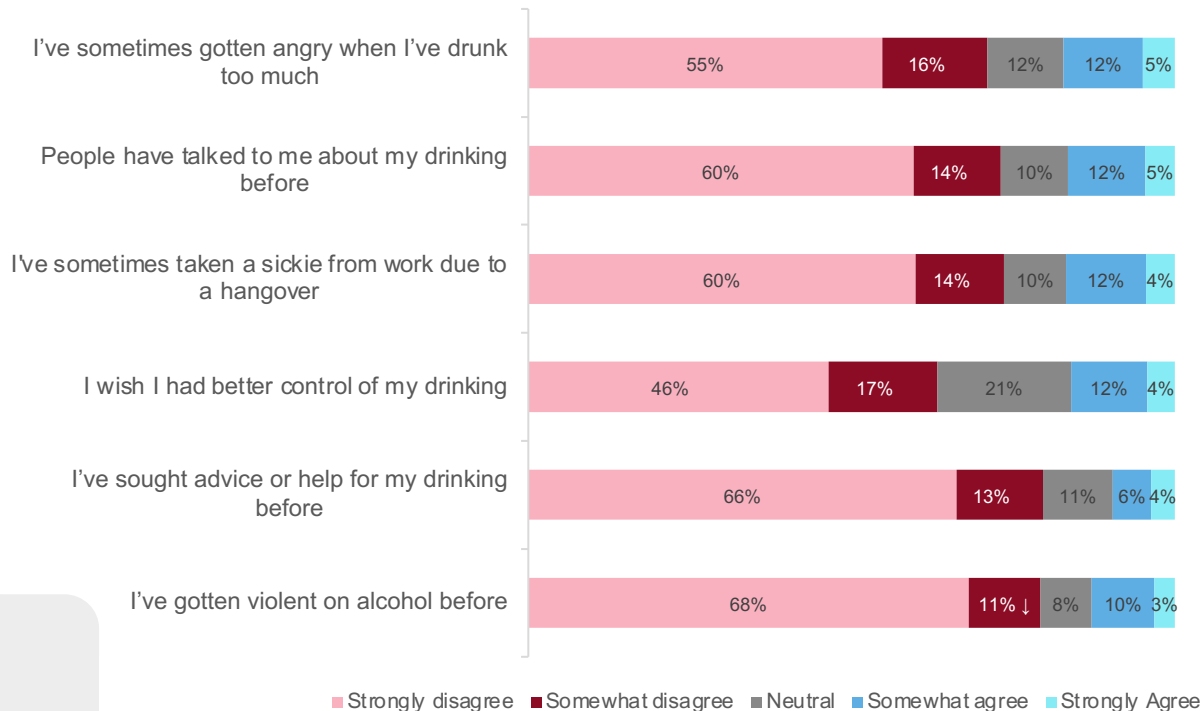


DRINKING BEHAVIOURS

+ Certain disturbing behaviours are expressed, including 17% agreeing they have sometimes gotten angry while drunk, and 13% agreeing they have gotten violent.

+ 10% agree they have sought advice for their drinking, while 17% have had people talk to them about their drinking before.

SELF REPORTED DRINKING BEHAVIOURS: HIGH LEVEL INTOXICATION



DRINKING BEHAVIOURS BY DRINKER TYPE

- + Across the board, those drinkers falling into the Very High Risk category express higher agreement with concerning behaviours such as drinking alone, drinking to relieve stress and driving while drunk

DRINKING BEHAVIOURS:TOTAL AGREE

	Total	Low risk	High risk	Very high risk
	990	n=746	n=146	n=98
I wish I had better control of my drinking	16%	13%	20%	32%
People have talked to me about my drinking before	16%	14%	21%	28%
I've sometimes gotten angry when I've drunk too much	17%	14%	30%	22%
I have driven home after a few drinks before	21%	17%	27%	35%
I've sometimes taken a sickie from work due to a hangover	17%	15%	22%	25%
I have been drinking a lot more than usual recently	19%	14%	24%	46%
I have gotten tipsy in front of the kids	21%	18%	26%	36%
Sometimes I have gone to work with a hangover	24%	20%	32%	38%
Sometimes I feel guilty about my drinking	20%	15%	33%	41%
I drink to relieve the stress of the day	34%	29%	41%	62%
Have a few drinks while preparing dinner	36%	30%	43%	71%
I enjoy drinking alcohol by myself	43%	37%	54%	66%

DRINKING BEHAVIOURS BY AGE

- + While people aged 55+ tend to have much higher consumption of alcohol compared with people aged 18-34, it is that younger cohort which is more likely to agree about concerning behaviours around alcohol consumption such as violence, drink driving and the like.

DRINKING BEHAVIOURS:TOTAL AGREE

	Total	18-34	35-54	55+
	990	n=339	n=340	n=311
I've sought advice or help for my drinking before	10%	17%	11%	1%
I've gotten violent on alcohol before	13%	22%	14%	2%
I wish I had better control of my drinking	16%	20%	21%	7%
People have talked to me about my drinking before	16%	27%	18%	5%
I've sometimes gotten angry when I've drunk too much	17%	25%	21%	5%
I've sometimes taken a sickie from work due to a hangover	17%	26%	20%	5%
I have been drinking a lot more than usual recently	19%	28%	22%	6%
I sometimes feel pressured to have a drink	20%	34%	20%	5%
Sometimes I feel guilty about my drinking	20%	28%	25%	9%

DRINKING BEHAVIOURS BY AGE CONT'D

- + Similarly, while people aged 55+ are consuming more alcohol on a day to day basis, the younger cohort is expressing more concerning behavioural outcomes and concern
- + This is indicative of drinking experience and where consumption is taking place – older cohorts drinking more at home, less at nightclubs or bars where more negative issues can arise while having much more experience with high levels of consumption

DRINKING BEHAVIOURS:TOTAL AGREE

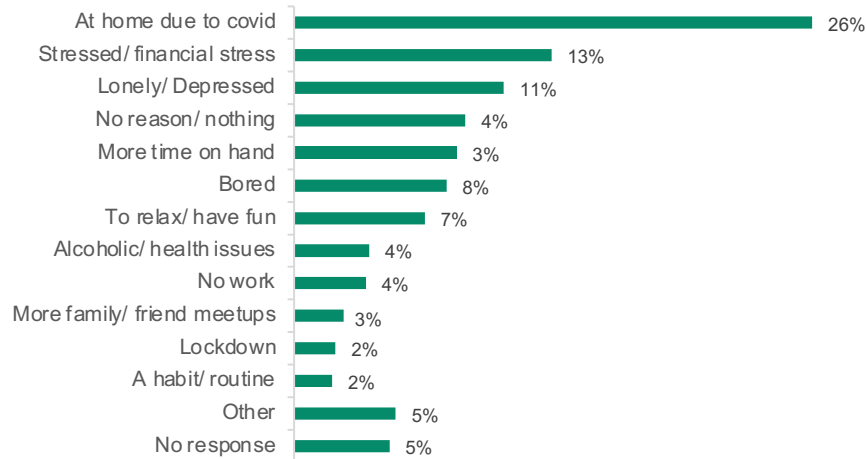
	Total	18-34	35-54	55+
	990	n=339	n=340	n=311
I've gotten tipsy in front of the kids	21%	26%	26%	12%
Sometimes I've woken up embarrassed after a night of drinking	24%	38%	26%	7%
I would like to drink less	24%	29%	32%	11%
Sometimes I've gone to work with a hangover	24%	36%	28%	9%
I like getting drunk with friends on a Friday night	26%	46%	30%	4%
I drink to relieve the stress of the day	34%	39%	46%	19%
I enjoy having a few drinks while preparing dinner for the evening	36%	42%	39%	29%
I only drink a moderate amount each week	69%	62%	67%	78%

WHETHER DRINKING MORE RECENTLY AND WHY?

- + 18% of drinkers claim they are drinking more than they normally do.
- + Of those, the majority claim it is due to being at home more due to covid (26%), while others cite financial stress (13%) or loneliness and depression (11%)
- + Boredom and having more time on hand are also cited as reasons for higher consumption.

REASONS FOR DRINKING MORE RECENTLY

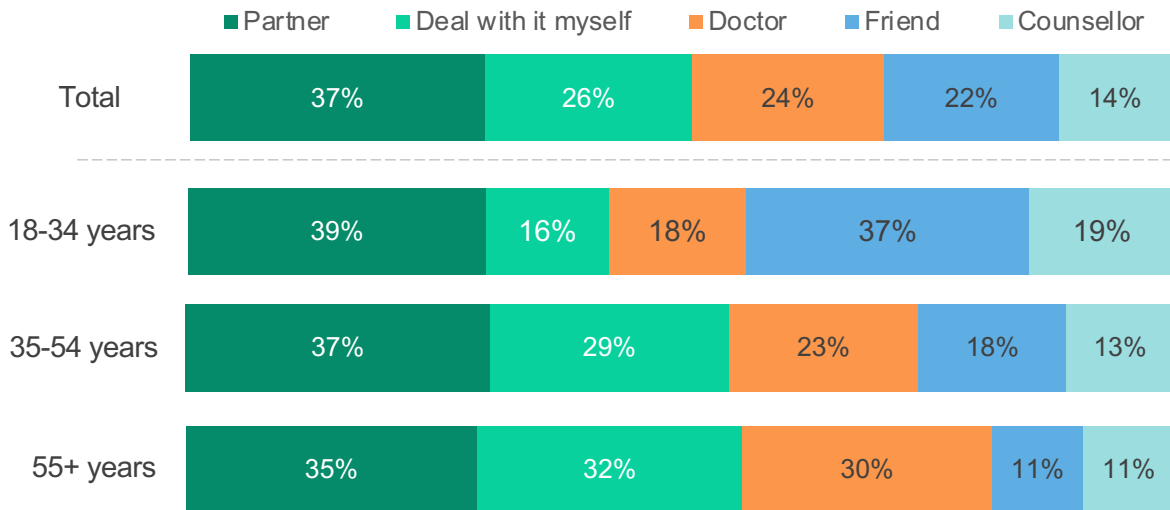
Strongly disagree Somewhat disagree Neutral Somewhat agree Strongly Agree



WHO WOULD CONFIDE TO ABOUT A DRINKING ISSUE BY AGE

- + Overall, most people would either speak to their partner (37%) or attempt to deal with it themselves (26%)
- + Differences were noted by age, where a much larger proportion of people aged 18-34 would confide in friends, while those age 55+ were more likely to want to deal with it themselves.

CONFIDE ABOUT A DRINKING PROBLEM

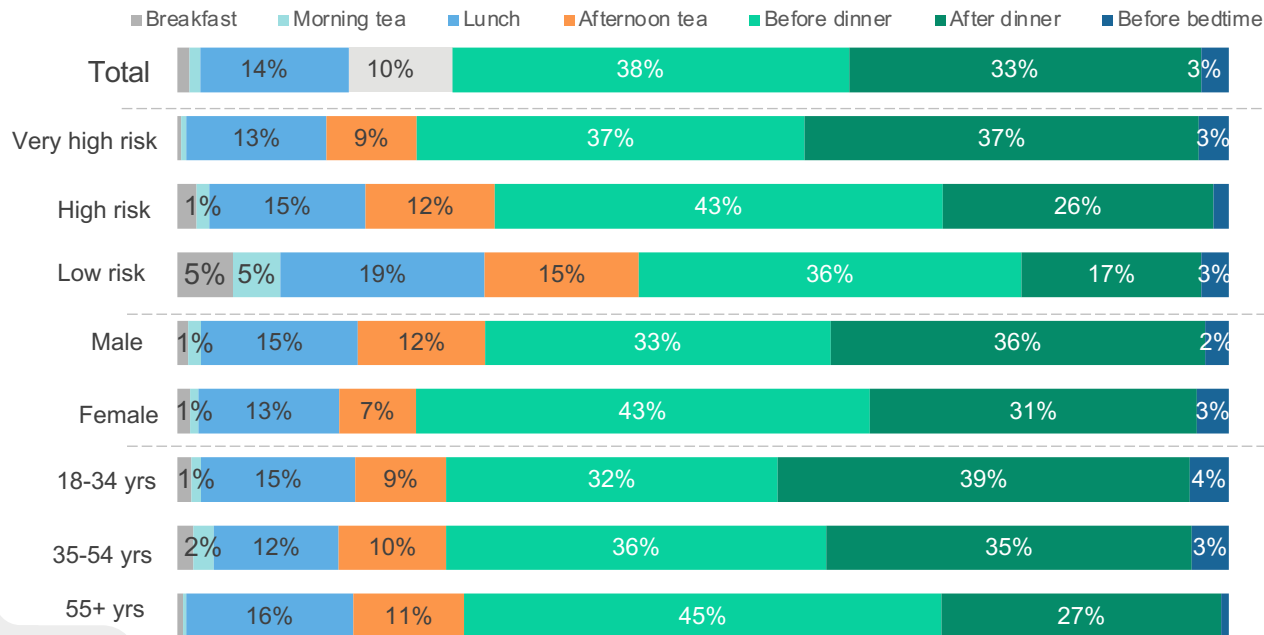


EARLIEST TIME ONE WOULD HAVE A DRINK

+ In general, Lunch was the earliest time someone would have a drink during the day (14%)

+ A before dinner drink was very popular, with 38% claiming it was the earliest they would have a drink

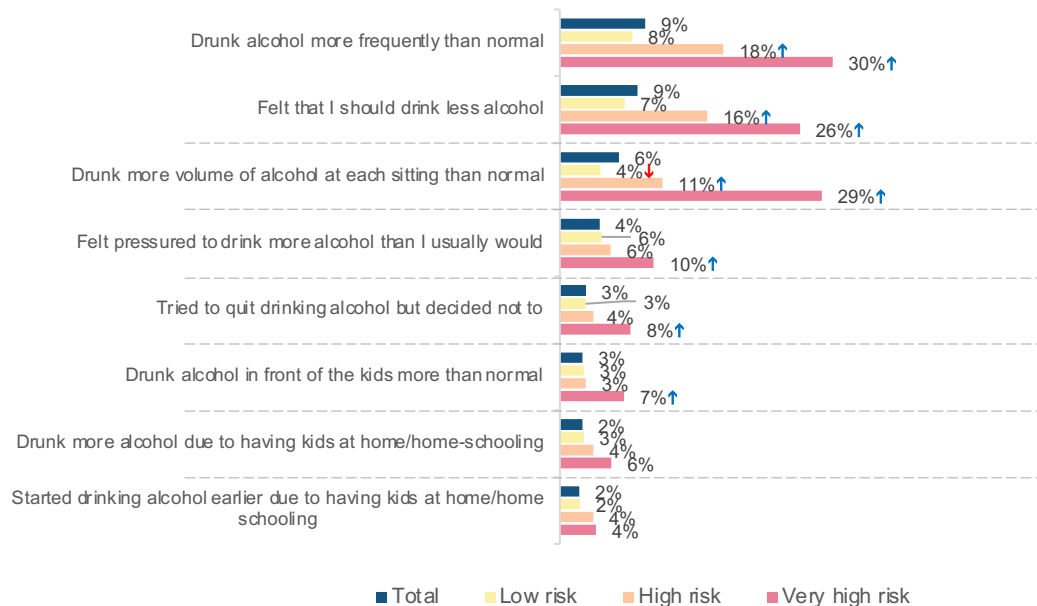
SELF REPORTED CONSUMPTION: EARLIEST TIME OF DRINK



COVID RELATED IMPACT ON ALCOHOL CONSUMPTION

- + Very High-Risk drinkers showed a much greater impact from COVID, with many more of them claiming they had increased alcohol consumption (frequency and volumes)

COVID IMPACT ON ALCOHOL CONSUMPTION BASED ON DRINKER TYPE



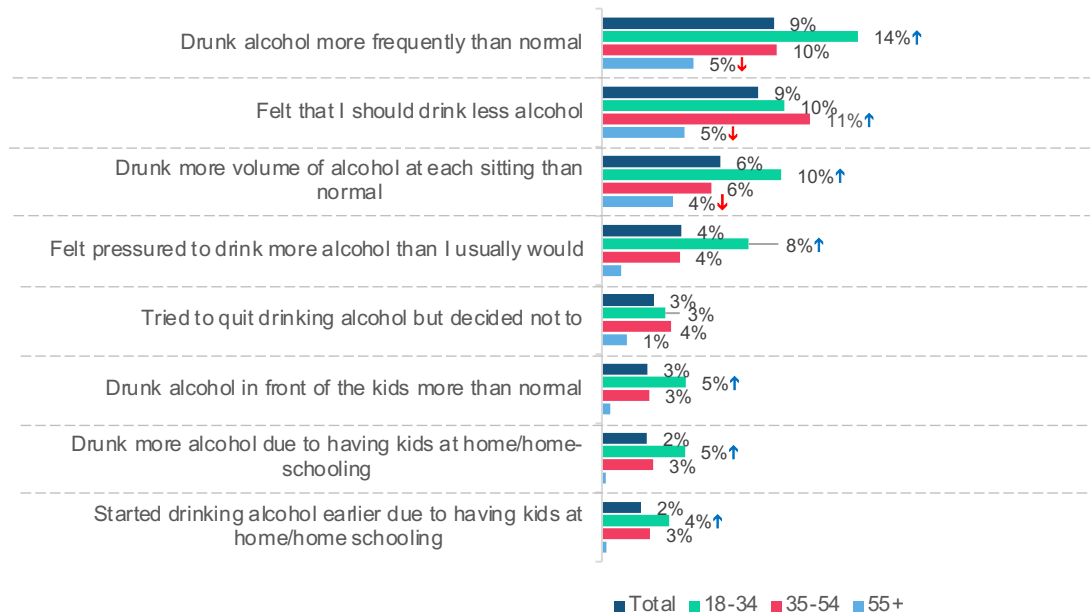
*(small base size n=42)

QC. Since the COVID-19 pandemic started, have you done or experienced any of the following?
Base: n=1258; Below risk n=746, high risk n=146, Very high risk n=98

COVID RELATED IMPACT ON ALCOHOL CONSUMPTION

- + The 18-34 cohort showed a greater covid impact, claiming to consume more alcohol and at greater frequency, as well as other higher covid impacts such as feeling more pressure to drink
- + While this is so, they are not drinking as much as higher age cohorts like aged 55+

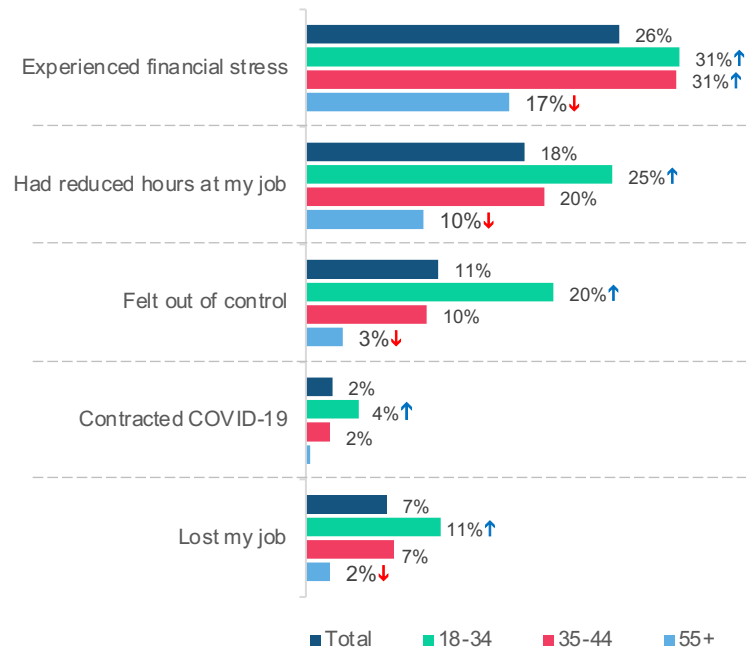
COVID IMPACT ON ALCOHOL CONSUMPTION BY AGE



OTHER COVID RELATED IMPACTS

- + Again, the younger age cohort (18-34) experienced greater covid impacts such as feeling out of control, having reduced hours at work or losing their job, all of which would impact overall alcohol consumption amongst this group

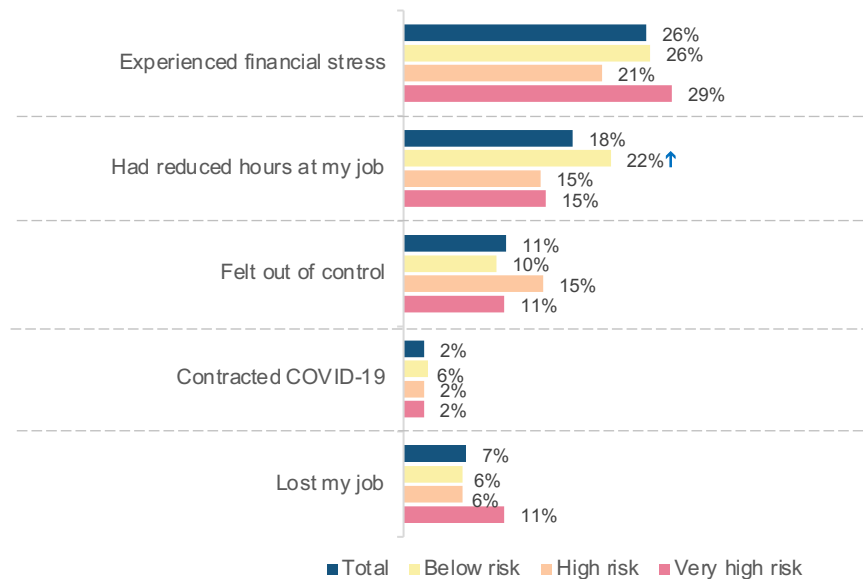
COVID IMPACTS- OTHER BY AGE



OTHER COVID RELATED IMPACT

- + The primary covid issues experienced across the different drinker types show that the Very High-Risk drinker segment was slightly more likely to have experienced financial stress or lost their job compared to other drinking cohorts

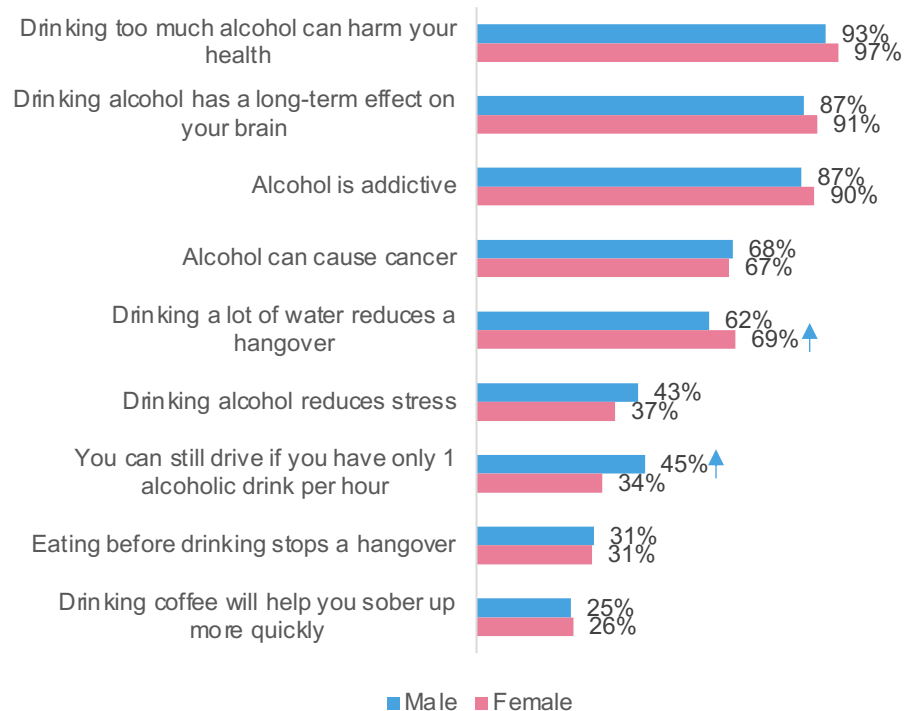
COVID IMPACTS- OTHER BY DRINKER TYPE



ALCOHOL BELIEFS BY GENDER

- + With alcohol myths, women are more likely to believe that drinking a lot of water reduces a hangover (69% cf. 62%)
- + Males however are more likely to agree that you can still drive if you only have 1 drink per hour (45% cf. 34%)

ALCOHOL BELIEFS

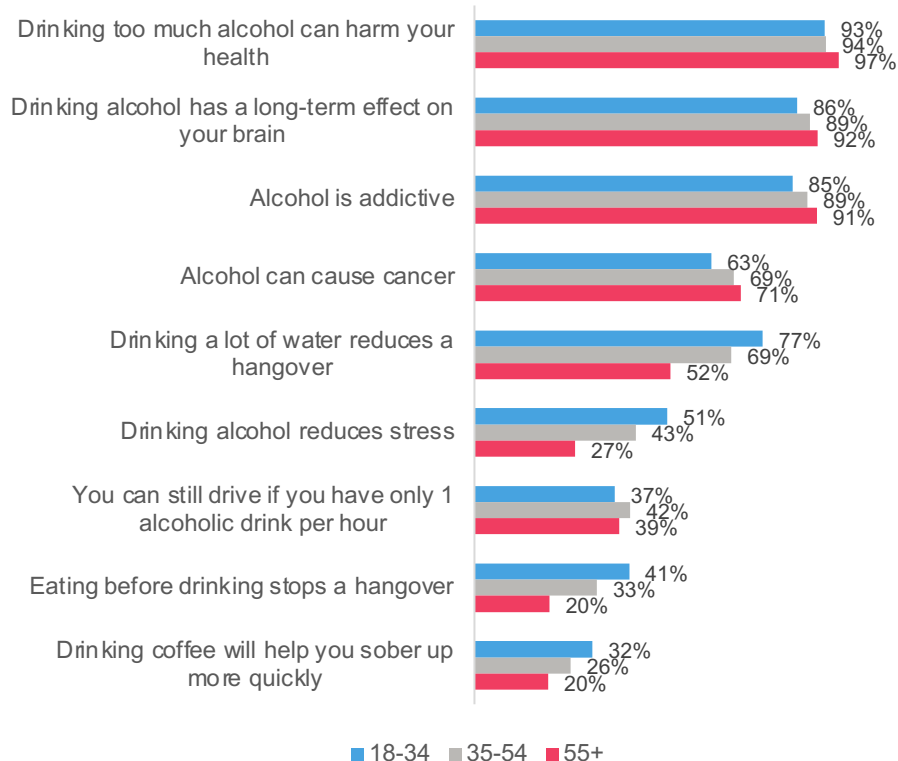


ALCOHOL BELIEFS BY AGE

+ Younger ages (18-34) are more likely to buy into age-old alcohol myths, such as drinking a lot of water reduces a hangover (77% cf 52% aged 55+), and that drinking alcohol reduces stress (51% cf. 27% aged 55+)

+ In addition, the younger age cohort is less likely to understand the dangers of alcohol, such as that alcohol can cause cancer (63% cf. 71% age 55+)

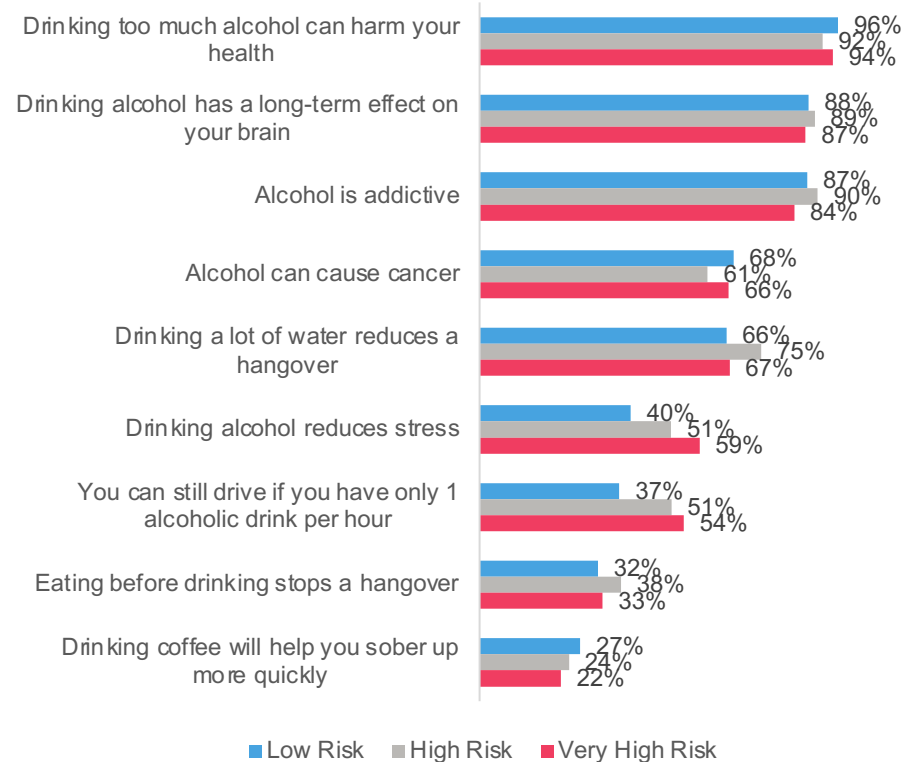
ALCOHOL BELIEFS



ALCOHOL BELIEFS BY DRINKER TYPE

+ Very High-Risk drinkers justify their drinking by believing in old myths such as “drinking alcohol reduces stress (59% cf. 40% Low Risk Drinkers), or that you can drive by only having 1 drink per hour (54% cf. 37% Low Risk Drinkers)

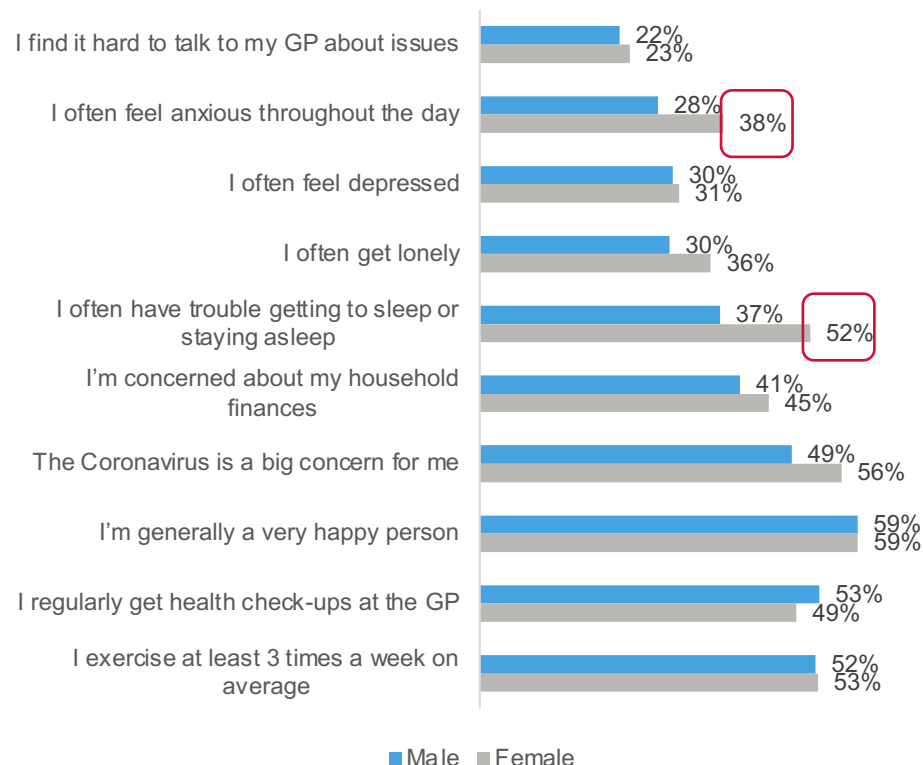
ALCOHOL BELIEFS



LIFESTYLE ISSUES BY GENDER

- + The primary significant differences between males and females seen are based around anxiety, where females are much higher than males (38% cf. 28% Males) as well as having trouble getting to or staying asleep (52% cf. 37% Males)

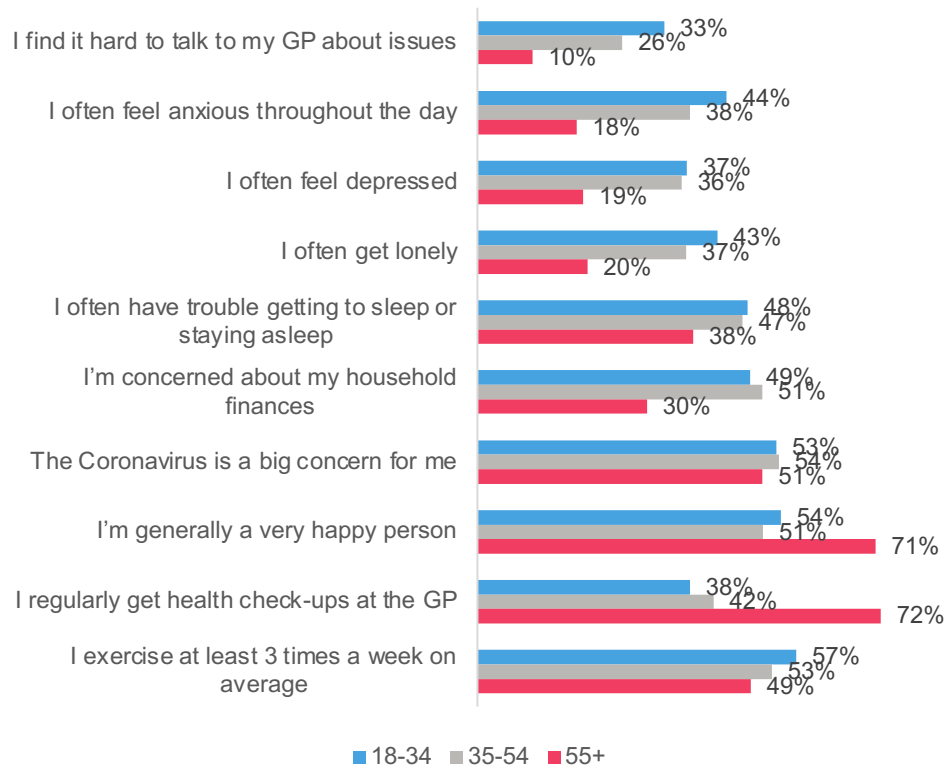
Lifestyle issues



LIFESTYLE ISSUES BY AGE

+ With age, we can see younger cohorts being far more affected by anxiety, depression and loneliness as well as financial issues, while people aged 55+ express far more general happiness.

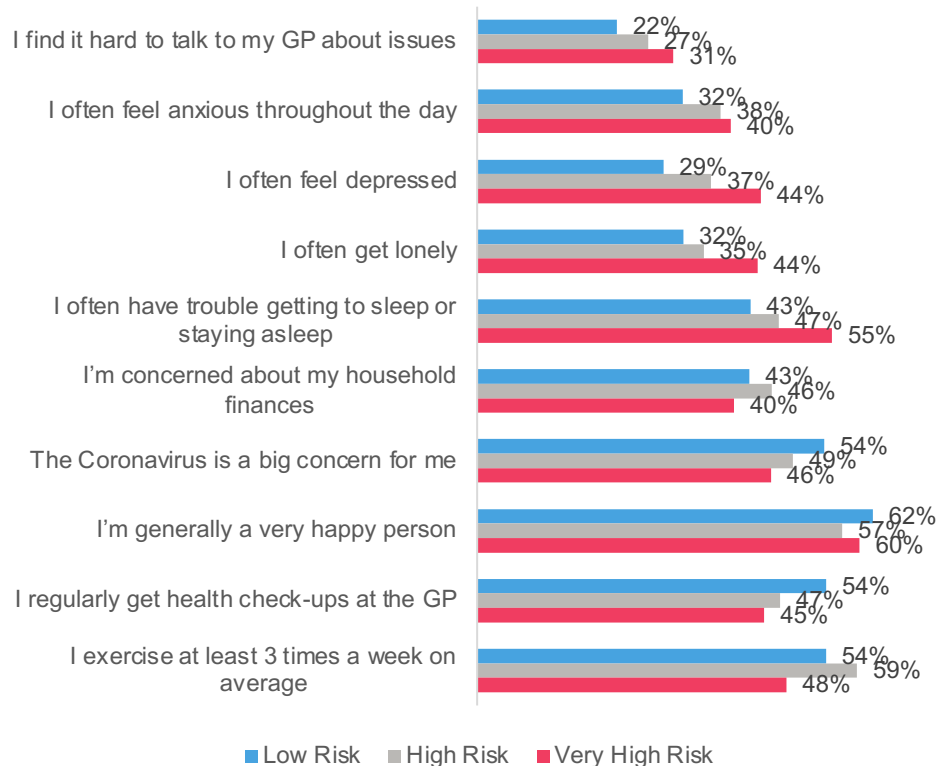
Lifestyle issues



LIFESTYLE ISSUES BY DRINKER COHORT

- + Very High-Risk drinkers are less likely to exercise or get health check ups compared to other cohorts
- + They are also more likely to experience anxiety, depression, loneliness and have trouble sleeping

Lifestyle issues



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**FOR ANY QUESTIONS, PLEASE
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