

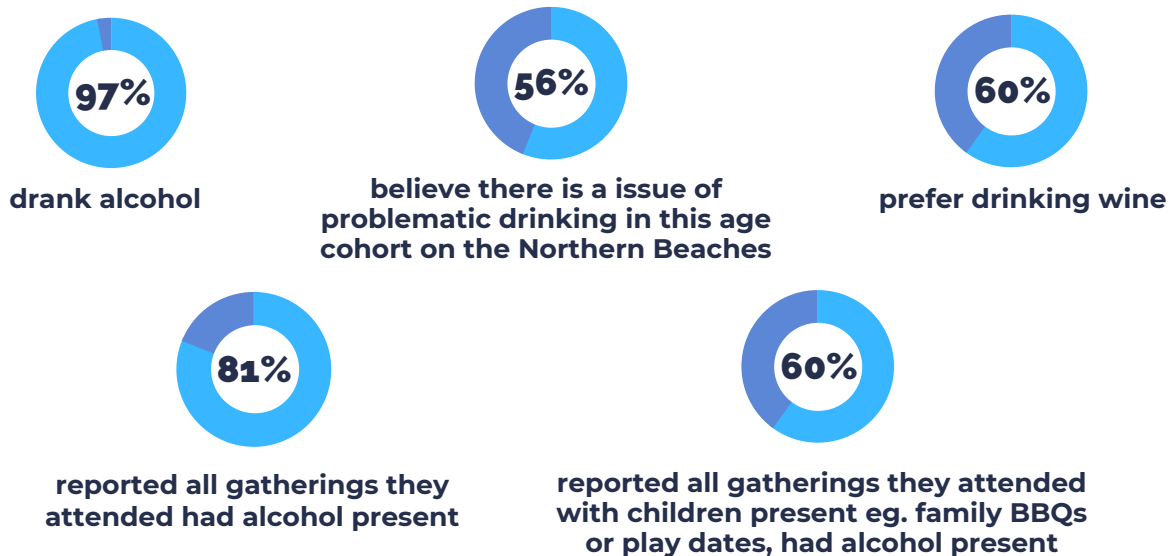
# Women & Alcohol Project: Phase III

## SURVEY KEY FINDINGS

### OVERVIEW

Data analysis was conducted inclusive of the 583 eligible participants. Cohort frequency and segmentation by level of risky drinking based on the validated alcohol screening tool, AUDIT C, was used to describe survey findings.

### COHORT CHARACTERISTICS (N=583)



#### Reasons women drink:

1. I enjoy it (54%)
2. To be social (35%)
3. I like it (33%)
4. To help chill out (30%)
5. To relieve stress (23%)

#### Reasons women *have* reduced their drinking :

1. For my physical health (49%)
2. To lose weight (37%)
3. I was pregnant (21%)
4. I was drinking too much (21%)
5. To avoid hangovers (18%)

#### Why women *would* reduce their drinking:

1. To lose weight (40%)
2. For my physical health (37%)
3. To role model for children (31%)
4. If i was drinking too much (26%)
5. To avoid hangovers (15%)

### KEY POINTS

- There were an even spread of ages across the cohort. The cohort were predominantly working mums with a university degree (40% worked full-time, 38% worked part-time, 67% couple with children, 60% had a university degree or higher).
- Women drank in social situations, with a large proportion of women reporting all gatherings with children present eg. Sporting games, family BBQs, birthday parties, childcare graduations, play dates, had alcohol present.
- The cohort are well educated, don't find health information or advice confusing and know the recommended alcohol guidelines. However, they still choose to drink and are 'unsure' (39%) or 'agree' (37%) that red wine can be good for health, highlighting the need to tackle potential myths about alcohol and health.
- Exercise was identified as the most common method to relieve stress (64%), followed by alcohol (44%),
- Top motivations for reducing drinking were physical health and to lose weight.



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### SEGMENTATION BY LEVEL OF RISKY DRINKING

Segmentation of the data has allowed us to understand and compare the different risk level groups, as seen below. This will ensure a better targeted approach during the development of our strategies.

Risk Level	Low-risk drinkers (n=180)	Moderate-risk drinkers (n=184)	High-risk drinkers (n=193)
Describe themselves	84% describe themselves as a 'occasional drinker'	70% describe themselves as a 'regular drinker'	75% describe themselves as a 'regular drinker'
Desire to change	61% don't want to change their drinking & 26% have already reduced in the past year	36% want to cut back on their drinking	59% want to cut back on their drinking
Where	33% drink at home or 32% eating out	67% drink at home	83% drink at home
Most often drink with	- friends (49%) - family (22%) - partner (22%)	- friends (34%) - partner (33%) - family (23%)	- partner (37%) - friends (23%) - family (20%) - on their own (18%)
Reasons for drinking	- enjoyment (87%) - socialisation (53%) - stress release (41%) - stresses of parenthood (8%) - reward (7%)	- enjoyment (71%) - socialisations (70%) - stress release (58%) - stresses of parenthood (13%) - reward (8%)	- enjoyment (67%) - stress release (54%) - socialisation (47%) - stresses of parenthood (21%) - reward (14%)
Influenced by	Are not influenced when others are or are not drinking.	- 41% 'find it hard not to have a drink' when others are drinking - 28% 'consider not drinking' when others are not drinking	- 62% 'find it hard not to have a drink' when others are drinking - 30% 'consider not drinking' & 28% 'feel like I shouldn't be drinking' when others are not drinking

### KEY POINTS

- Strategy development should target moderate and high-risk drinkers, using the term 'regular drinker'.
- A large percentage of moderate and high-risk drinkers are drinking at home (67% and 83% respectively).
- This cohort predominately drink in social situations, with high-risk drinkers more likely to drink predominately with their partner.
- Moderate (66%) and high-risk drinkers (71%) have a higher preference for wine compared to low-risk drinkers (44%).
- Moderate and high-risk drinkers are largely influenced by their peers in social situations
- All risk levels report drinking for enjoyment and socialisation. Moderate and high-risk drinkers reported higher rates of drinking for stress release, with high-risk drinkers additionally reporting they drink due to parental stress and reward.
- A large proportion of high-risk drinkers (59%) want to cut back on their consumption.

### WHERE TO NEXT?

These survey findings will help the development of initiatives to reduce alcohol related harm among women in this cohort.

