

# Drinking-related lifestyle influences on Victorians' alcohol consumption

Quantitative research report

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## Quantitative research report

Prepared for VicHealth

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# **Executive summary**

## ***Introduction***

Alcohol is a major part of the cultural fabric of many western countries and often plays an integral role in many people's social lives. The significant impact of social and health problems associated with excessive alcohol consumption, both at a personal and societal level, have become a central focus of governments.

Victorian culture has a high tolerance for alcohol consumption and an acceptance of heavy drinking across an extensive range of social contexts. Drinking is inextricably linked with the cultural and social life of Victorians; it is multifaceted and entrenched in nearly every area of our lives, with rituals and habits providing structure, comfort and a sense of belonging.

While understanding single-act behaviours such as binge drinking is important, arguably more important is understanding the deeper lifestyle-related connections to alcohol consumption and how lifestyle and culture can shape problem drinking and associated behaviours. Similarly, there needs to be a focus on alcohol consumption and problem drinking amongst the broader population as well as an understanding of specific sub-cultures and population groups such as youth.

## ***Aims and approach***

This research adopts and implements a drinking-related lifestyle (DRL) framework to understand and determine how best to target and influence specific Victorian drinker segments through improved media- and message-based activities about reducing alcohol consumption. Overall, the aims of this report are to:

1. implement a DRL framework and profile drinker types based on a means–end chain approach incorporating values, lifestyle and behavioural similarities
2. examine identified segments and model each to understand the values and lifestyle drivers of drinking styles and behaviour that are similar and unique to particular segments
3. extend alcohol drinking segment profiles to include traditional, electronic and social media preferences to better target communications (channels and messages) including word-of-mouth strategies.

The data for this study were obtained through a quantitative online survey. The target respondents were active Victorian drinkers but not necessarily problem or excessive drinkers. To qualify for participation, each individual had to be an active drinker and have consumed alcohol at a frequency of between every day and once per month over the previous year. A total of 2500 completed online surveys were obtained. The survey questions were based on pre-existing scales and modified where appropriate. Several were developed specifically for this study. Questioning themes related to personal values, drinking motivations, alcohol consumption situations, purchasing motives and criteria, and important product attributes. Demographic information and media use were also sought.

### ***Overall drivers of drinking behaviour***

The key findings of this research are that higher levels of alcohol consumption are predominantly associated with both older and younger males. Drinking in the home environment is more likely to be associated with older males, whereas drinking outside the home is predominantly associated with younger males.

The personal values of hedonism and self-direction were found to be particularly strong drivers of alcohol consumption and the problems experienced through alcohol consumption, whereas the values of benevolence and conformity are more likely to be associated with lower levels of drinking.

The key motivations associated with higher levels of drinking included those linked with coping with both depression and anxiety. Motives associated with self-enhancement, social expectations and building confidence were also shown to be drivers of increased consumption.

The direct effects for of drinking-related lifestyle factors were mostly associated with mavenism. Drinkers with mavenistic tendencies like to think of themselves as a great source of information about alcohol products and brands, and enjoy giving people information about what alcohol to buy and consume. Other significant drivers identified related to the level of price sensitivity and brand loyalty exhibited by individuals and the ease of access to alcohol via pubs, clubs, eateries and bottle stores.

### ***Segment-level influencers***

Based on an earlier qualitative report, an analysis was undertaken to classify drinkers into four segments, labelled as initiators, real followers, protectors and moderators.

Demographically, age does not appear to be a useful indicator of segment membership, with each segment containing a range of ages. Likewise, the income profile across segments is quite similar. The analysis found that the initiator segment has a stronger female skew than expected, while the real follower segment had a stronger male skew than expected. Each of the segments exhibited a similar structure in regard to marital and relationship status. The higher prevalence of couples provides an opportunity to focus messages on relationships and the mutual responsibility of partners towards each other. Overall, the findings here suggest that factors other than demographic indicators shape drinking behaviours.

The majority of respondents felt that drinking alcohol was a normal part of their lifestyle, but not necessarily an important part, although standard deviations from the mean suggest that some respondents did find drinking both normal and important. All respondents believed that drinking alcohol would have a negative effect on their health and would likely increase their weight, concerns that clearly have some value in informing messages around reduced alcohol consumption.

While differences were found among the segments in terms of personal values, motives and drinking-lifestyle factors, there were some significant commonalities. In particular, the propensity to consume alcohol at higher levels across all events and contexts was associated with the lifestyle factor of mavenism and the motive of enhancement. Other significant variables associated with higher levels of consumption included hedonism, social expectations, ease of access and price sensitivity. Being perceived as a good source of information appears to be a strong driver of drinking behaviour. This is exacerbated or reinforced when individuals have a higher hedonistic orientation. A reduction in this mavenism drive or need could assist in promoting a legitimate non-drinking position in a range of social contexts in which alcohol is available or served. A lower level of drinking was associated with conformity and security, which are personal values related to doing what is expected by others and society, and the desire to live in a safe environment.

### ***Bringing the research to messages***

To ensure effective change, people must be provided with socially permissible alternatives to participate in our culture without having to drink to excess. Yet this is not easily achieved: these culturally entrenched behaviours are often highly ritualistic, well established and invested heavily in our lives. In seeking to identify conclusions and implications from this research, it must be noted that the respondents were not specifically those groups or individuals commonly associated with binge or problem drinking. This research focused on consumers who were drinkers but who consumed at a moderate or lower level, yet perhaps occasionally 'strayed' from these levels.

Messages that are designed to leverage the *personal values* of drinkers need to operate at two levels. First, they must focus on the innate desire to do right by society (conformity values); second, messages should appeal to the desire for pleasure (hedonistic values). These two underlying drivers are often in conflict but must be reconciled by appropriate creative execution. The culturally bound association between alcohol and enjoyment must lie at the heart of any message strategy aimed at changing behaviour. Hedonism is associated with heavier drinking patterns but can be used to develop messages about attaining pleasure and having fun without alcohol.

The area of drinking motives is where the ritualistic and culturally bound notation of drinking is very noticeable. Messages and communications strategies need to be developed that remove the associations between such motives and alcohol consumption, and undermine the link between alcohol and social enhancement. Enhancement motives in relation to drinking alcohol are rooted in the desire to have fun, get a 'buzz', be more alert, and the feeling that being drunk or tipsy makes you 'feel good'. Messages that counter this perception are likely to be more negatively framed and revolve around the consequences of excessive drinking. There is also an opportunity to frame messages more positively and link reduced consumption or the non-consumption of alcohol with increased levels of fun, alertness and excitement about life, even in situations where drinking is the norm.

Message strategies ought to promote a new social norm that legitimises the non-use of alcohol in social settings, either by individuals who choose to abstain or by the group as a whole, enjoying an occasion without the need to drink alcohol. The relationship between drinking alcohol and the anxiety motive, in particular, is mostly based in feelings of anxiety in social situations, and the use of alcohol to overcome feelings of awkwardness and to strengthen one's self-confidence in such situations. Messages around reduced alcohol consumption or avoidance of alcohol need to convey that these social anxieties are not overcome by drinking and that alcohol may exacerbate the issue.

The findings highlighted the mavenistic tendency of those with a propensity to drink at higher levels. Mavenism is related to individual ego and providing friends, family members and others with knowledge about what to drink. It plays into the desire for recognition and the personal value of achievement, an association that needs to be undermined. The value placed on alcohol by Australian society means that such knowledge is seen as very important. Messages and campaigns need to aim to drive home the 'so what' theme and promote a view of 'who cares that you have such detailed knowledge of alcohol brands, products and drinking establishments'.

## ***Bringing the research to media***

Developing effective media campaigns around moderate alcohol consumption and drinking behaviour is a challenging task, especially given the entrenched attitudes towards alcohol and generally positive perceptions of the role of alcohol in Victorians' lives. The research results indicate that targeting segments with messages about moderation or cessation of drinking must maintain a focus on the major media channels (newspapers, magazines, television, email and internet), but be supported by the newer electronic and social media (such as Facebook, mobile phone SMS or apps, and Twitter).

Campaigns will need to operate at several levels: by promoting messages about the problems caused by excessive alcohol consumption, while also legitimising non-drinking as a social norm and encouraging moderation at specific events and occasions.

Greater integration between traditional media and social media is required to enable initiators and other segments to engage with multiple platforms (such as watching TV and playing on the internet at the same time) to gain access to information. Improving media is not about choosing traditional or newer media but about integration. While a campaign can be run using either traditional or social media, the best outcomes will result from the use of both in close conjunction.

## ***Conclusion***

This report explores the influences on alcohol consumption among a number of segments based on personal values, drinking motives and the importance of purchasing and product attribute factors. It identifies a common thread associated with increased levels of drinking or a higher propensity to drink. Negative behaviour tends to be linked to drinkers' ego, motives around hedonism, and perceptions of the expectations of others and the role of drinking in their lives. Such behaviour is further exacerbated by a desire to be seen as a good source of information about alcohol, and to some degree by levels of depression or anxiety.

The findings of this study strongly substantiate those of the earlier qualitative report (VicHealth 2013). The research highlights the drivers of drinking behaviour across segments and concludes that there needs to be greater work undertaken on integrated campaigns to engage drinkers. It is recognised that target segment audiences need to include both the drinkers and their friends and family members in order to legitimise new social norms around moderation or abstinence. People need to be provided with tools and resources to enable them to drink responsibly or to learn how to

reduce their attachment to alcohol. The challenge is around how to create links to personal motives and motivations that underpin the desire to drink, and move beyond mere awareness-raising to promote action and engagement.

# 1.0 Introduction

## 1.1 Background

Alcohol is a major part of the cultural fabric of many western countries and plays an integral role in many people's social lives (Osterberg and Karlsson 2002; VicHealth 2013). The significant impact of social and health problems associated with excessive alcohol consumption, both at a personal and societal level, has become a central focus of governments (Carrigan et al. 2009; Klingemann and Gmel 2001; World Health Organization 2002). In Australia, for example, the 2004–05 statistics from the National Health Survey show that among the general population aged over 18 years, 88 per cent of males and 60 per cent of females engaged in binge drinking at least once in the previous year, with a significant number doing so at least once a week. The associated health effects of this type of consumption are significant and can include personal violence, sexual attack, health and mental conditions and degradation.

While understanding single-act behaviours such as binge drinking is important, arguably more important is understanding the deeper, long-term lifestyle and socio-cultural related connections to alcohol consumption, and how lifestyle and culture shape the propensity for problem drinking and associated behaviours. Similarly, to reduce harmful consumption of alcohol there needs to be a focus on alcohol consumption and problem drinking amongst the broader population as well as an understanding of specific sub-cultures and population groups such as youth. With this in mind, the VicHealth submission to the National Alcohol Strategy 2006–09 suggests that strategies to reduce harmful consumption of alcohol need to focus on the whole population as well as specific sub-cultures and population groups. Indeed, a clearer picture of the varied uses of alcohol and cultures of drinking, including controlled intoxication among young (and older) people, would enhance public health understandings of alcohol consumption and its perceived risks and pleasures, and facilitate ways of modifying such behaviour (Keane 2009).

A recent VicHealth report (2013) found that Victorian culture has a high tolerance for alcohol consumption and an acceptance of heavy drinking across an extensive range of social contexts. Drinking was found to be inextricably linked with Victorian culture, multifaceted and entrenched in nearly every facet of our lives, with rituals and habits providing structure, comfort and generating a sense of belonging. The study highlighted that drinking culture is even manifest in a unique language, in which those who drink to excess are often celebrated, while moderate or non-drinkers are labelled with negative connotations.

The study also found that whether Victorians are celebrating, socialising, networking, relaxing, commiserating or rewarding themselves, alcohol plays an integral role in many of their daily activities. Drinking is expected to be part of almost all social events and there is a tolerance and acceptance of excessive drinking at many of these occasions. While the study participants readily recognised the risks of heavy drinking, few were willing to accept that this drinking behaviour is problematic. Importantly, the research found that there are few effective incentives to encourage a more moderate approach and even fewer socially acceptable 'excuses' to drink less. Participants in the study argued that the social benefits of drinking (to excess) far outweigh any perceived likely negative outcomes. The researchers concluded that, given the highly positive, habitual and social nature of our attitudes, changing behaviours will be particularly challenging.

## ***1.2 Importance of understanding alcohol use and abuse***

In the opening address of *Victoria's Alcohol Action Plan 2008–2013*, The Hon. Lisa Neville MP, Minister for Mental Health, stated that alcohol consumption is a part of most Victorians' lives and our celebrations and appreciation of fine food and produce, and is an integral part of Melbourne's unique and vibrant laneway and city culture (*Victoria's Alcohol Action Plan 2008–2013*). The Minister further suggested that until recently Victoria was seen as a model for other Australian jurisdictions because it was able to strike a balance between alcohol licensing laws, alcohol consumption and associated risks. In recent years, however, a range of negative health and social outcomes associated with alcohol consumption has led many to the view that a significant proportion of Victorians drink too much – either regularly or as part of a pattern of binge drinking – and that interventions to address the problem may need a rethink.

In addressing this issue it is important to recognise that drinking alcohol is a significant part of Victorians' lifestyles, and the nature of one's lifestyle and indeed the social norms that define it are likely to influence drinking behaviour. In the UK, for example, women, particularly those aged in their thirties and forties, have been displaying increasingly hazardous behaviour, such as drinking more, miscalculating units consumed and ignoring health warnings (Watts 2008). Australian statistics suggest similar trends. It has also been found that people often overestimate the number of their peers who engage in high-risk drinking (Gomberg et al. 2001). Similarly, the perception that friends or colleagues drink excessively may cause individuals to feel both justified and pressured to consume more alcohol than they would if they believed instead that their peers drank more moderately (Gomberg et al. 2001, p. 375).

Changing the way that alcohol fits into people's lives is likely to offer a more effective means of reducing excessive drinking. People often do not recognise that they are consuming alcohol in quantities that are damaging to their health, leading them to disassociate themselves with those they perceive as problem drinkers (Carrigan et al. 2009). The social norm of high alcohol consumption may be based in consumer culture and lifestyle. As Carrigan et al. (2009) argue, consumption is central to the meaningful practice of our everyday lives, and we use (alcohol) consumption not only to create a self-image, but also to position ourselves in a culture or sub-culture. Hogg et al. (2008) similarly argue that 'symbolic consumption involves reciprocal and reflexive relationships between products (such as alcohol) and consumers (positive and negative selves) within social contexts [lifestyles]'. In effect, alcohol has been connected to lifestyle and to the symbols, behavioural codes and mores that bound such lifestyles.

The emphasis upon lifestyle, self-identity and consumption, and how these link to the symbolic nature of drinking, has been acknowledged (see, for example, Heath 1987; Measham and Brain 2005; Pettigrew et al. 2000; Warde 1994), particularly the role it plays in facilitating social connections and projecting certain self-images. Studies that examine the relationship between drinking and lifestyle need to be sensitive to different cultures, sub-cultures and social contexts, and drinking needs to be understood in the context of specific social, cultural and historical settings (Paton-Simpson 1996). Increasing understanding of these settings and the meanings associated with drinking alcohol, especially to problem levels, will provide critical insights into the development of social marketing strategies and policy initiatives that effectively address alcohol-related health and social problems (Carrigan et al. 2009).

In summary, Victoria's Alcohol Action Plan highlights the need to promote a change of attitude and behaviours towards alcohol consumption, to change the acceptance of intoxication and drunkenness and to reduce risky drinking in the community. This change is to be achieved through a sustained awareness campaign across a wide range of community and other settings. More specifically there is a need to:

- increase awareness among Victorians of the connection between risky alcohol consumption and social or physical harm
- advise Victorians on the legal, health and social aspects of responsibly supplying liquor to young people
- invite Victorians to consider their own alcohol consumption

- assist and support Victorians who drink at risky levels to drink differently via access to brief interventions and information.

The development and success of such campaigns rest heavily on understanding consumer (drinking) segments in the Victorian marketplace, including their attachment to and association with alcohol, how alcohol fits into their lives, and how messages regarding alcohol consumption can be targeted to specific at-risk groups as well as the general community.

### ***1.3 Importance of consumer segmentation***

Broadly, social marketing uses marketing principles and techniques to influence a consumer group or target audience to voluntarily accept, reject, modify or abandon a behaviour for the benefit of individuals, groups or society as a whole (Kotler et al. 2002). Consumer segmentation is increasingly being used as a technique within social marketing initiatives (Moss et al. 2009). According to Wolff et al. (2010), segmentation in health and health communication research is typically based on demographic characteristics (such as gender, race and ethnicity) or health status (including disease diagnosis, and engagement or non-engagement in certain behaviours). Studies in consumer and media audience analysis have suggested, however, that segmenting people by their demographic and behavioural characteristics alone may not be as effective as applying psycho-behavioural segmentation schemes such as lifestyles, which use relevant values, attitudes, perceptions and behaviours to classify and segment populations (Maibach et al. 1996; Morris et al. 1987; Slater 1996).

These consumer segments are typically defined by behaviours, attitudes, knowledge, opinions or lifestyles. Such segments are often more helpful to health communication and intervention planning than demographically derived or defined groups (Moss et al. 2009; Wolff et al. 2010) because consumer segments are more indicative of how and why people actually behave and their likely reactions to interventions and communication efforts. By grouping consumers (of alcohol) into segments that share similar lifestyles – including attitudes, opinions and values – social marketers, social agencies and their stakeholders will likely be able to develop communications strategies, interventions or services that more closely align with the key behavioural drivers of particular segments. Moreover, moving beyond the ‘one size fits all’ approach, consumer segmentation enables health communication planners to focus on message content and media channels that the empirical literature highlights as critical to behavioural change (Kreuter and Holt 2001; Kreuter et al. 2000).

## ***1.4 A consumption-related approach to lifestyle segmentation***

Lifestyle profiling and measurement has been widely used in marketing, mostly for the segmentation of consumer groups to inform marketing actions such as advertising and communication strategising, and new product (or service) development. Lifestyle segmentation is a valuable tool for designing and targeting interventions to consumer groups that exhibit risky behaviour to varying extents.

Much of the current application of lifestyle segmentation in marketing continues to draw from models developed in the 1970s, such as the values, attitudes and lifestyles (VALS) methodology based on attitudes and activities (Hustad and Pessemier 1974), and the activities, interests and opinions methodology (Wells and Tigert 1971). These lifestyle models often follow a common process in that they are based on a battery of lifestyle and psychosocial items that are reduced, via analysis, to a few dimensions. The resulting dimensions are then used to classify consumers, informing the development of lifestyle segments (Grunert et al. 1997).

A theoretically robust lifestyle and consumption model has been proposed and tested by Brunsø and Grunert (1998). Their approach was developed after an extensive review of existing instruments such as VALS, Rokeach's list of values, and Schwartz's motivational types of values (see Brunsø and Grunert 1995; Grunert et al. 1997), and is consistent with the means–end approach to consumer behaviour (Olson and Reynolds 1983), especially in its hierarchical cognitive structure formulation (Grunert and Grunert 1995). Brunsø and Grunert (1998) developed their approach specifically to evaluate the consumption-related aspects of lifestyle such as those around food and alcohol (see Bruwer and Reid 2002), which makes it highly applicable to this context.

Grunert et al.'s (1997) approach sees lifestyle as a set of mental constructs or cognitive categories, scripts and their associations, which relate a set of products (such as alcohol) to a set of values. This approach is based on a set of general assumptions drawn from research in the area of cognitive psychology (see Anderson 1983; Grunert 1993; Peter and Olson 1990). Drawing on these assumptions, Grunert et al. (1997) assert that lifestyle can be understood in the following way:

- 1. Human behaviour can be explained by a cognitive paradigm – that is, by the interaction of comprehension processes, integration processes and cognitive structure. Cognitive structure is the organisation of knowledge in human memory. Comprehension processes refer to how information in the environment is perceived, comprehended by retrieving information from cognitive structure and stored, thus changing developing cognitive structure. Integration*

*processes refer to the use of stored knowledge in determining behaviour and include processes like the formation of evaluations, attitudes and behavioural intentions (for example, towards binge drinking).*

2. *Cognitive structures consist of both declarative and procedural knowledge. Declarative knowledge is semantic or episodic information that can be verbalised, such as information about alcohol, about the expected consequences of behaviour, and about personal goals and values. Procedural knowledge refers to stored skills, whether motoric or perceptual, that cannot easily be verbalised.*
  - *Declarative knowledge can be conceived as a system of cognitive categories and their associations. Cognitive categories vary in level of abstraction while associations vary in strength. Identifying associative networks is the most parsimonious way of modelling declarative knowledge. A cognitive category can be described as a classification of a class of objects which, according to some named purpose, are regarded as equivalent. Cognitive categories and their associations can be understood as the result of life-long learning, and include a person's knowledge about what to drink and how much to drink in a given situation.*
  - *Procedural knowledge can be conceived as a system of scripts. A script is the cognitive representation of a sequence of acts, motions or behaviours which is typical for a given task, such as drinking at a bar.*
3. *Behaviour is motivated by linking cognitive categories that refer to concrete acts or objects to abstract cognitive categories that refer to values. Another way of saying this is that objects in the environment become relevant to a person only to the degree to which they are related to that person's self-concept, as mirrored in their system of goals and values.*
4. *This linkage can be stored as a system of associations within cognitive structure, and can then influence behaviour without becoming conscious, or can be formed by conscious thought in a problem-solving situation. Hence, while behaviour will in some way be goal-oriented or self-relevant, the way such goals direct behaviour will not necessarily be conscious to the actor. The more common a certain link between value and behaviour is to a culture, the more likely is it that such behaviour occurs without deliberate, conscious reflection.*

5. *The linkage can involve both procedural and declarative knowledge – that is, the way in which some object in the environment is related to self-relevant consequences may depend on motoric and/or perceptual skills.*

According to Grunert et al. (1997), this proposed definition: (1) distinguishes lifestyles from values; (2) means that lifestyles transcend individual brands or products, but are possibly specific to a product class, so that it makes sense to talk about a drinking-related lifestyle; (3) places lifestyles clearly in a hierarchy of constructs of different levels of abstraction, where lifestyles occupy an intermediate place between values and product/brand attitudes and consumption behaviours; (4) covers both factual and procedural knowledge, such that both subjective perception, based on information and experience, about how products such as alcohol contribute to the attainment of life values, and learned procedures concerning how to obtain, use or act around alcohol, have a role to play; and (5) refers to enduring dispositions to behave in certain ways (for example, engaging in regular bingeing or excessive drinking) and not to single behaviour acts – thus representing a lifestyle rather than a single act.

## **2.0 Research aims and objectives**

This research adopts and implements a drinking-related lifestyles (DRL) framework to understand how best to target and influence specific consumer segments via improved media- and message-based activities about reducing alcohol consumption. This report draws on an earlier qualitative research project (VicHealth 2013) that employed an innovative online research community methodology to gain rich insight into the nature of drinking and how it fits into the lifestyles of Victorians, to identify key drinker types, and to explore the impact of various media and messages.

Overall, the aims of this report are to:

1. implement a DRL framework and further profile drinker types based on a means–end chain approach incorporating values, lifestyle and behavioural similarities
2. examine identified segments and model each to understand the values and lifestyle drivers of drinking styles and behaviour that are similar and unique to particular segments
3. extend alcohol drinking segment profiles to include traditional, electronic and social media preferences in order target communications (channels and messages) including word-of-mouth strategies.

The proposed DRL framework provides a more encompassing understanding of drinkers than more constrained demographically based models and adds to our understanding of problem drinking behaviour and the potential for persuasive communication-based interventions.

### ***2.1 Methodology***

The data for this study were obtained through a quantitative online survey conducted between 4 April and 4 May 2012. A reputable Melbourne-based research field house (Latitude Insights) was engaged to host the survey and to provide access to a panel of Victorian consumers. The target respondents were active drinkers but not necessarily problem or excessive drinkers.

To qualify for participation each individual had to have been an active drinker and have consumed alcohol at a frequency between every day and once per month over the preceding year. A total of 2500 completed online responses were obtained.

In total, 1406 (56 per cent) females and 1094 (44 per cent) males were included in the sample. The age distribution was 18–24 (9 per cent), 25–34 (20 per cent), 35–44 (20 per cent), 45–54 (19 per

cent), 55–64 (17 per cent) and 65+ (16 per cent). Regarding alcohol consumption, 12 per cent of the respondents consumed alcohol every day, 18 per cent drank on 5–6 days per week, 41 per cent drank on 1–2 days per week, a further 15 per cent drank on 2–3 days per month, while 14 per cent drank at least monthly.

## 2.2 Measurement

The survey draws on and modifies the food-related lifestyle (FRL) instrument which in its original form utilised six domains: ways of shopping, ways of purchasing, cooking methods, importance of quality aspects, consumption situations, and purchasing motives (Grunert et al. 1997). The original instrument has been used internationally and in relation to such areas as fruit and vegetable consumption (Nijmeijer et al. 2004) and convenience-driven lifestyles (Buckley et al. 2007).

The current questionnaire was modified in light of the research conducted by Bruwer et al. (2002) on wine and lifestyle, utilising the following dimensions: wine (alcohol) consumption situations, ways of shopping, quality/attributes, drinking rituals and consequences of wine (alcohol) consumption. The modified model employed in this phase of the research includes the main constructs shown in Figure 1, which are detailed in the sections that follow.

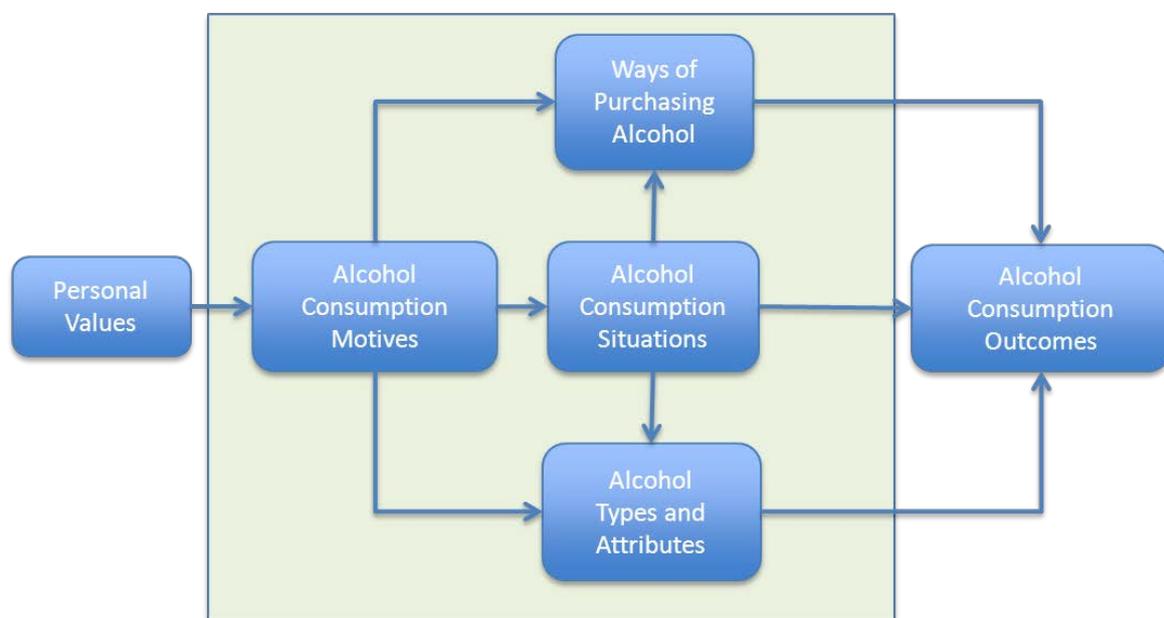


Figure 1 Research framework for drinking-related lifestyles

(Source: Based on Bruwer et al. 2002; Grunert et al. 1997)

## Personal values

Schwartz (1992) considers that values are beliefs tied inextricably to emotion, that they are not purely objective, and that they are a motivational construct that establishes the desirable goals people strive to attain in their lives. Furthermore, values are seen to transcend specific actions and situations and are abstract in nature, and are therefore different to both norms and attitudes, which usually refer to specific actions, objects or situations (Schwartz 1992). It is also claimed that values guide the evaluation of actions, policies, people and events and often serve as standards against which these things are judged. Finally, values are ordered by importance and this ordered system of values enables a degree of characterisation of individuals.

This study is aimed at identifying and improving understanding of the positive and negative values, beliefs and assumptions that motivate alcohol consumption behaviour. The items related to personal values are based on a short Schwartz values questionnaire (Lindeman and Verkasalo 2005; Schwartz 1992), and are as follows:

- *self-direction* – independent thought and action; choosing, creating, exploring and challenging life
- *hedonism* – pleasure and sensuous gratification for oneself
- achievement – personal success through demonstrating competence according to social standards
- *power* – social status and prestige, control or dominance over people and resources
- *security* – safety, harmony and stability of society, relationships and oneself.
- conformity – restraint of actions, inclinations and impulses that are likely to upset or harm others and violate social expectations or norms
- *tradition* – respect, commitment and acceptance of the customs and ideas that traditional culture or religion provides to the self
- *benevolence* – preserving and enhancing the welfare of those with whom one is in frequent personal contact (the ‘in-group’)
- *universalism* – understanding, appreciation, tolerance and protection for the welfare of all people and for nature.

### **Alcohol consumption motives**

According to motivational models of alcohol use, motivations to drink alcohol constitute the final common pathway to its use. Individuals are often considered to be motivated to consume alcohol based on anticipated positive and/or negative rewards associated with engaging in such consumption. The questions raised in this research include: To what extent are motives and desired consequences associated with consuming alcohol? And how do these motives influence alcohol drinking behaviour and propensities? Items for alcohol consumption motives are based on the Modified Drinking Motives Questionnaire-Revised (Modified DMQ-R, Grant et al. 2007). Under this schema, there are four primary motivations commonly associated with alcohol consumption:

1. *Social motives* represent anticipated positive reinforcement in the form of social rewards from drinking alcohol. Social motives have been found to be significantly associated with heavy drinking or alcohol problems and also with light, infrequent and non-problematic alcohol use (Cooper 1994; Lyvers et al. 2010; Read et al. 2003).
2. *Enhancement or coping motives* are more often associated with heavier drinking and increased problems associated with alcohol consumption (Cooper 1994; Grant et al. 2007; Lyvers et al. 2010; McNally et al. 2003). Enhancement motives relate to the desire to bring about an enhanced mood or level of wellbeing through the consumption of alcohol. This motive has been associated with higher levels of alcohol consumption, especially in situations that encourage heavy drinking (Cooper 1994) such as clubs, bars, parties and festivals. Coping motives are associated with an individual's desire to eliminate negative emotions such as perceived stress or personal tension, and have been correlated with increased alcohol consumption and associated problems (Cooper et al. 1992; Lyvers et al. 2010; MacLean and Lecci 2000; McNally et al. 2003; Stewart et al. 1996). Coping motives in this report have been further divided into motives 3 and 4 below.
3. *Coping with feelings of depression.*
4. *Coping with feelings of anxiety.*

### **Alcohol consumption situations**

For many drinkers the level of alcohol consumption or the propensity to drink at increased levels is often dependent on the socio-cultural context in which consumption takes place. This research seeks to understand the socio-cultural environments in which alcohol is consumed and identify the

propensity to consume higher quantities of alcohol at different events and in different social situations.

Items for this area were based on the work of Grunert et al. (1997) and Bruwer and Reid (2002), supplemented with others that are commonly associated with alcohol consumption. Overall, three main situational themes were included:

1. celebrations, including sporting celebrations
2. work and related parties, nights out with friends and colleagues, and birthday celebrations
3. events, including attendance at music festivals.

### **Types of alcohol and attributes**

The attributes of drinkers and alcohol purchasers are important to consider in a lifestyle analysis. This report is concerned with identifying the types of alcohol consumed and the attributes associated with different drinking behaviours. In relation to this construct the items utilised in this report were based on the research of Grunert et al. (1997) and Bruwer et al. (2002) but were modified for this study. The main factors included were the degree of price sensitivity to alcohol products, quality seeking in product choice, variety seeking in product choice, loyalty to certain alcohol brands, and importance of organics and naturalness.

### **Ways of purchasing alcohol**

The processes associated with shopping for and acquiring alcohol are important to consider in a lifestyle analysis. This report examines how and where people shop for alcohol or purchase alcohol, what information is used in the purchase decision, and whether purchasers rely on advice or approval from others. The items used for this construct were based on Grunert et al.'s (1997) and Bruwer and Reid's (2002) research, but were modified for the study. The main factors included in this study were the use of product and brand information, the attitude held towards promoted brands, mavenism and the desire to be a source of knowledge about alcohol, motivation to conform to the expectations of others about products purchased and consumed, the degree to which shopping for alcohol is enjoyable, and the degree to which this shopping process is planned or impulsive.

## **Alcohol consumption – related outcomes**

This report is concerned with the influence of lifestyle on alcohol consumption. The key questions addressed relate to the extent to which Victorian respondents drink in various socio-cultural situations and contexts, their propensities to drink at different events and situations, and the extent to which drinkers have experienced negative outcomes from their drinking behaviour.

Several measures of self-assessed alcohol consumption were employed. The problems associated with high levels of alcohol consumption were measured using a modified version of the Alcohol Disorder Test (AUDIT). AUDIT (Saunders et al. 1993) is an instrument that assesses alcohol consumption including adverse reactions and alcohol-related problems. This measure is complemented by several other measures that have been constructed specifically for this study. These include a measure examining the general frequency of alcohol consumption by respondents, a measure examining the number of standard drinks consumed at home over the seven-day period leading up to data collection, and a measure examining the number of standard drinks consumed away from home over that same seven-day period. Furthermore, a measure of propensity to drink within various socio-cultural contexts and situations was developed based on the earlier qualitative study (VicHealth 2013). These contexts included those associated with family and friends, with parties and celebrations, and with events.

## **Other factors**

Also associated with this model are several other factors that enable the development of insightful and actionable drinker segments:

- *socio-demographics* – what are the demographic influences on drinking, including gender, age, cultural background, household situation, occupation, geographic location and income?
- *the built alcohol environment* – do consumers have easy access to alcohol in their neighbourhoods and is that associated with higher levels of drinking?
- *media use in alcohol acquisition* – to what extent do consumers use different forms of media to learn about alcohol?

## **2.3 Segmentation process**

Segmentation analysis, and the formation of segment profiles, is by its nature interpretative, and the success of the resulting model often relies on the judgement of the researchers and analysts

involved. This section describes the specific processes used for the segmentation developed in this research, using a combination of factor (or 'principal components') analysis and cluster analysis.

There were five main stages to the development of the segmentation model:

1. reviewing the initial qualitative research, which formulated emerging drinker types (VicHealth 2013)
2. cluster analysis (K-Means cluster) using several items designed to facilitate the allocation of respondents into the previously identified qualitative drinker groups (three-, four- and five-segment clusters were considered)
3. selection of the DRL framework variables (see Figure 1) to include in the overall profiling of each segment.
4. factor analysis of the selected variables to assess the unidimensionality and reliability of items associated with factors identified in Figure 1.
5. final profiling of segments.

At each stage of the process the existing evidence base (as discussed in the Introduction) was considered to ensure the most appropriate variables and types of analysis were used. The cluster analysis does suggest some overlap between the original qualitatively derived segments and confirms that people are likely to assume multiple drinking roles depending on the socio-cultural context in which the drinking takes place and the group of people or associated others involved in the particular drinking situation.

The final interpretation of the cluster solution identified four segments that aligned with the earlier qualitative drinker types. These four drinker segments have been labelled as follows:

- initiators ( $n = 1004$ )
- real followers ( $n = 319$ )
- protectors ( $n = 521$ )
- moderators ( $n = 656$ ).

These segments mirror the drinker types outlined in the qualitative report, but it is acknowledged that people do play multiple roles when they interact with others in different social contexts and engage in drinking behaviour.

### 3.0 Overall influences on problem drinking

This section examines the psychosocial factors that underlie the consumption of alcohol in the total sample of 2500 respondents. Stepwise regression was undertaken to highlight those factors (or direct effects) that explain the greatest variance in the data for each of the dependent measures, that is, what most influences particular behaviours or propensities associated with alcohol consumption. The section first explores the drivers of frequency of drinking behaviour and second looks at associations with the negative consequences of drinking alcohol. The propensity to drink at various socio-cultural events is also assessed.

#### 3.1 Drivers of drinking frequency

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the frequency of alcohol consumption at any level. The basic measure was a scale asking respondents about the frequency of their drinking, ranging from ‘every day’ to ‘two to three days per month’. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.01$ .

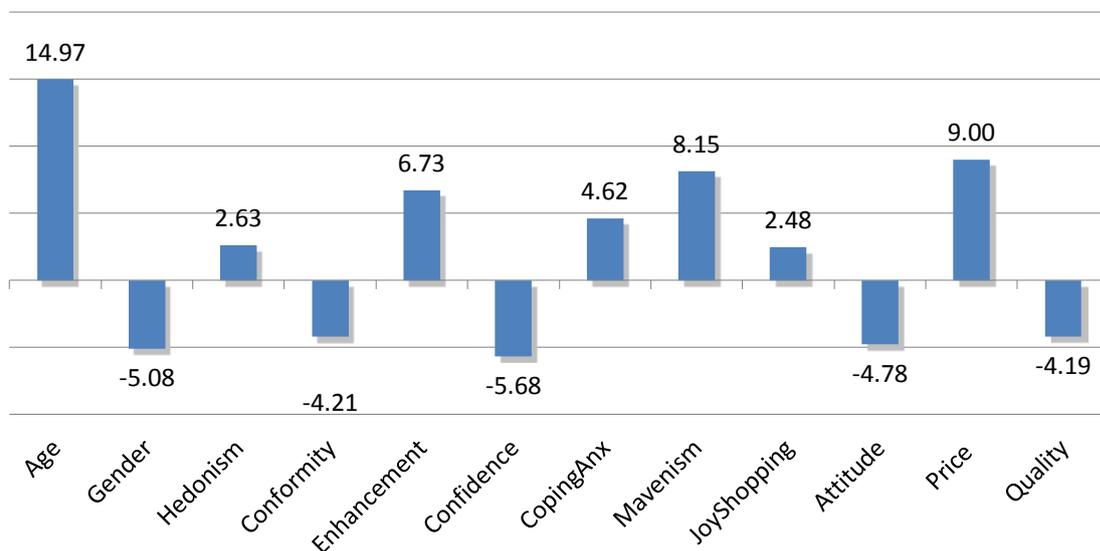


Figure 2 Drivers of drinking frequency

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results reveal that the general frequency of alcohol consumption is driven by a number of variables. These include:

- *demographic drivers* – being older, being male
- *personal values drivers* – hedonism
- *drinking motive drivers* – enhancement, coping (anxiety)
- *DRL–shopping drivers* – mavenism, enjoyment of shopping for alcohol
- *DRL–product attribute drivers* – price sensitivity.

The built environment has no association with general frequency of alcohol consumption.

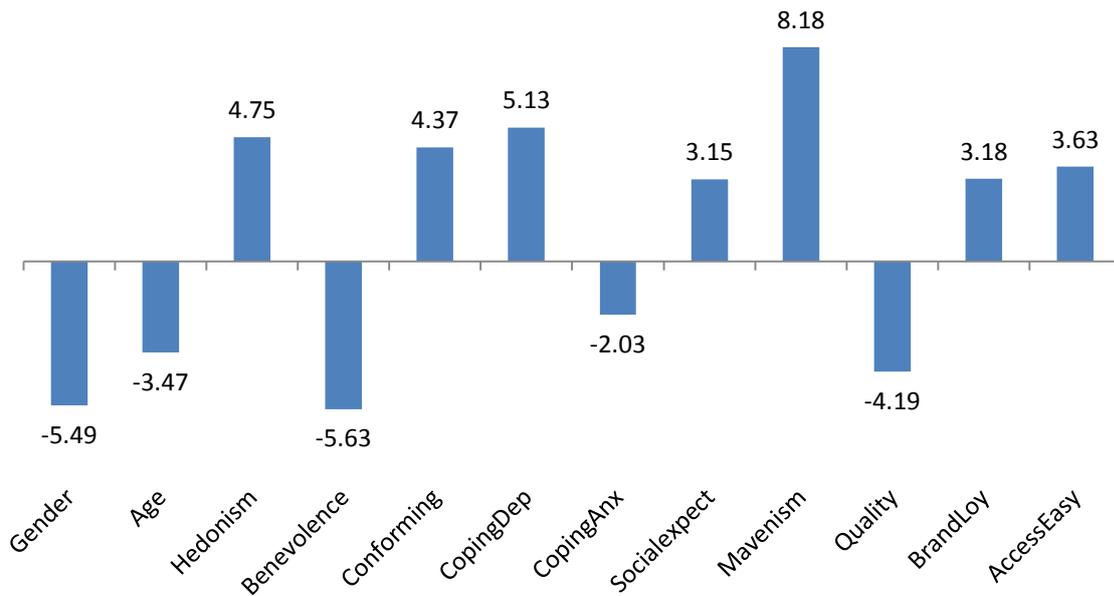
A number of factors tend to be associated with lower levels of drinking frequency. These include:

- *demographic drivers* – being younger, being female
- *personal values drivers* – conformity, confidence-seeking
- *DRL–shopping drivers* – attitude to media information about alcohol, quality.

DRL–product attribute drivers and the built environment have no association with lower levels of drinking frequency.

### ***3.2 Away-from-home drinking***

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a question about the number of alcoholic drinks consumed outside the home over a seven-day period prior to the data collection (historical recall). The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.01$ .



**Figure 3** Away-from-home drinking

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results indicate that away-from-home drinking is most strongly driven by:

- *demographic drivers* – being younger, being male
- *personal values drivers* – hedonism
- *drinking motive drivers* – conforming, coping (depression), social expectations
- *DRL–shopping drivers* – mavenism
- *DRL–product attribute drivers* – brand loyalty
- *built environment drivers* – easy access.

The level of away-from-home drinking is negatively associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – benevolence
- *drinking motive drivers* – coping (anxiety)
- *DRL–product attribute drivers* – quality.

DRL–shopping drivers and the built environment have no negative association with the level of away-from-home drinking.

### 3.3 In-home drinking

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a question concerning the number of alcoholic drinks consumed inside the home over a seven-day period prior to the data collection (historical recall). The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

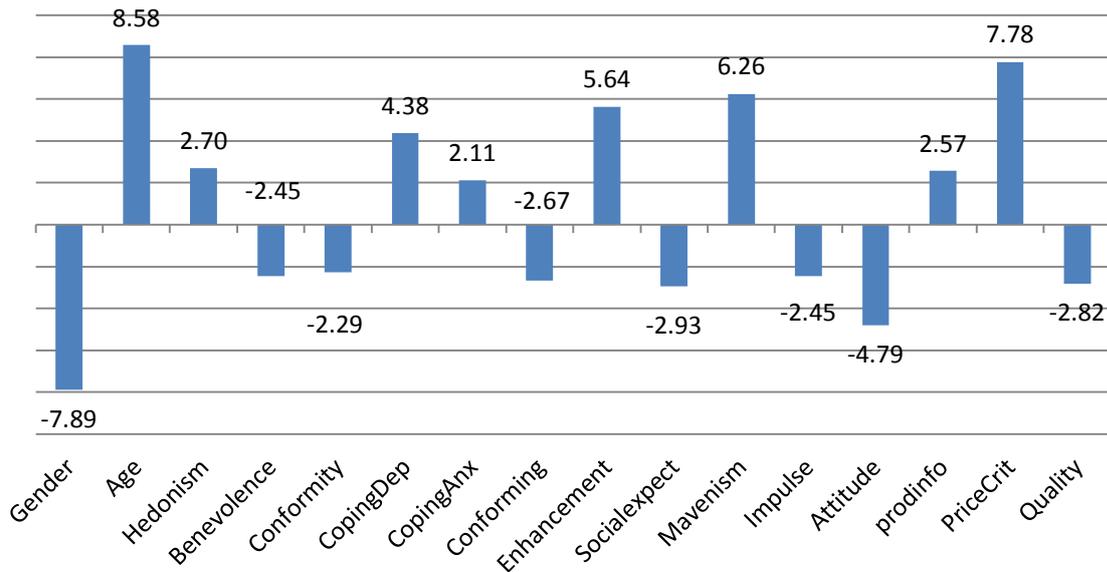


Figure 4 In-home drinking

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that in-home drinking is most significantly driven by:

- *demographic drivers* – being older, being male
- *personal values drivers* – hedonism
- *drinking motive drivers* – coping (depression), coping (anxiety), enhancement
- *DRL-shopping drivers* – mavenism
- *DRL-product attribute drivers* – importance of product information, price sensitivity.

The built environment has no positive association with in-home drinking.

The level of in-home drinking is negatively associated with:

- *demographic drivers* – (by default) being younger (male or female), being female
- *personal values drivers* – benevolence, conformity

- *drinking motive drivers* – conforming, social expectation
- *DRL–shopping drivers* – impulsiveness, attitude to media, information about alcohol
- *DRL–product attribute drivers* – quality.

The built environment has no negative association with the level of in-home drinking.

### 3.4 Drivers of alcohol disorder

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a modified AUDIT measure. This analysis highlights the degree to which respondents experience problems associated with excessive alcohol consumption. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

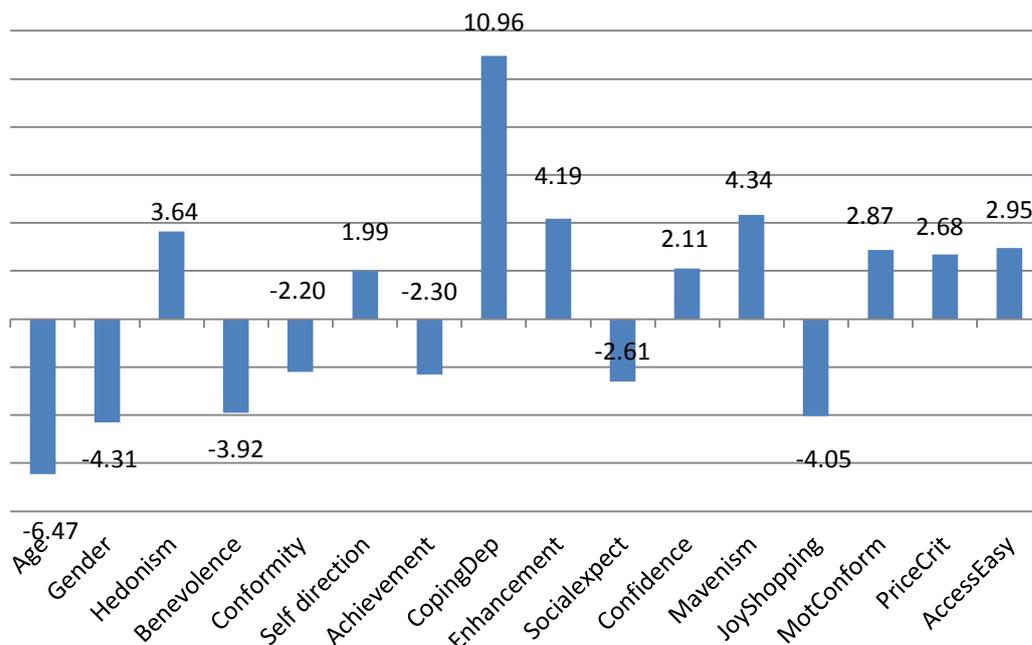


Figure 5 Drivers of alcohol disorder

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that the level of alcohol disorder is most strongly associated with:

- *demographic drivers* – being younger, being male
- *personal values drivers* – hedonism, self-direction
- *drinking motive drivers* – coping (depression), enhancement, confidence-seeking
- *DRL–shopping drivers* – mavenism, conformity
- *DRL–product attribute drivers* – price sensitivity
- *built environment drivers* – easy access.

A lower level of alcohol disorder is associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – benevolence, achievement
- *drinking motive drivers* – social expectations
- *DRL–shopping drivers* – joy of shopping.

DRL–product attribute drivers and the built environment have no association with a lower level of alcohol disorder.

### 3.5 Drivers of negative personal consequences (violence)

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a series of questions about the degree to which respondents had experienced negative consequences associated with violence when consuming alcohol. These situations included nuisance behaviour, criminal damage, anger or violence between people, unwanted attempts at conversation from another person or unwanted sexual advances. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

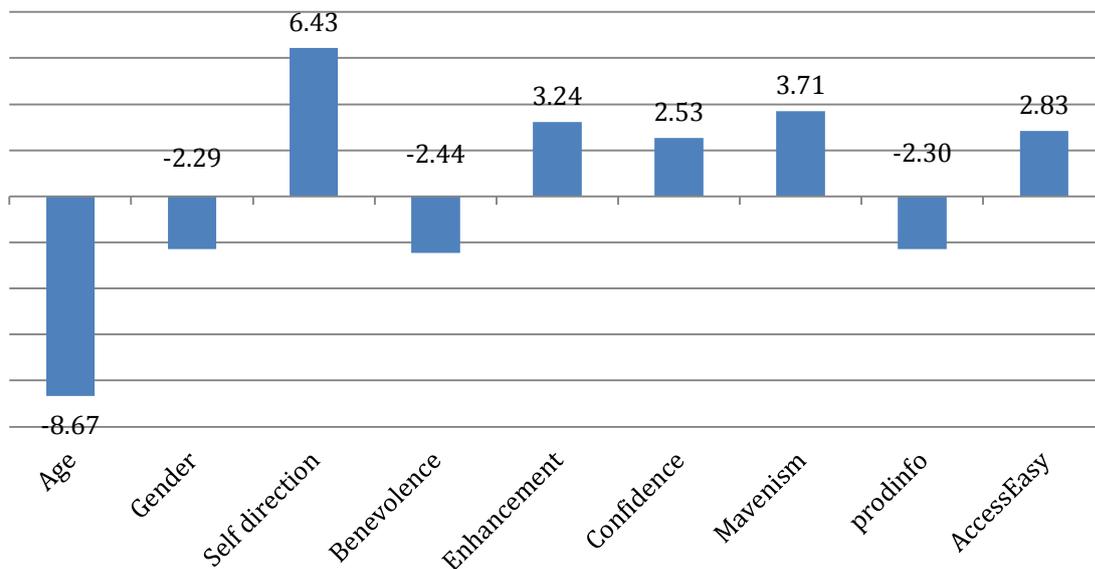


Figure 6 Drivers of negative personal consequences (violence)

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that experiencing negative consequences (violence) is strongly driven by:

- *demographic drivers* – being younger, being male
- *personal values drivers* – self-direction
- *drinking motive drivers* – enhancement, confidence-seeking
- *DRL-shopping drivers* – mavenism
- *built environment drivers* – easy access.

DRL-product attribute drivers have no positive association with negative personal consequences.

Experiencing negative consequences (violence) when drinking is negatively associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – benevolence
- *DRL-product attribute drivers* – product information.

Drinking motive drivers, DRL-shopping drivers and built environment drivers have no negative association with negative personal consequences.

### 3.6 Drivers of negative personal consequences (life functioning)

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a series of questions concerning the degree to which respondents had experienced negative consequences associated with the ability to function properly in their life when consuming alcohol. These consequences included a negative impact on employment, housework, relationships with friends and family, health and finances. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

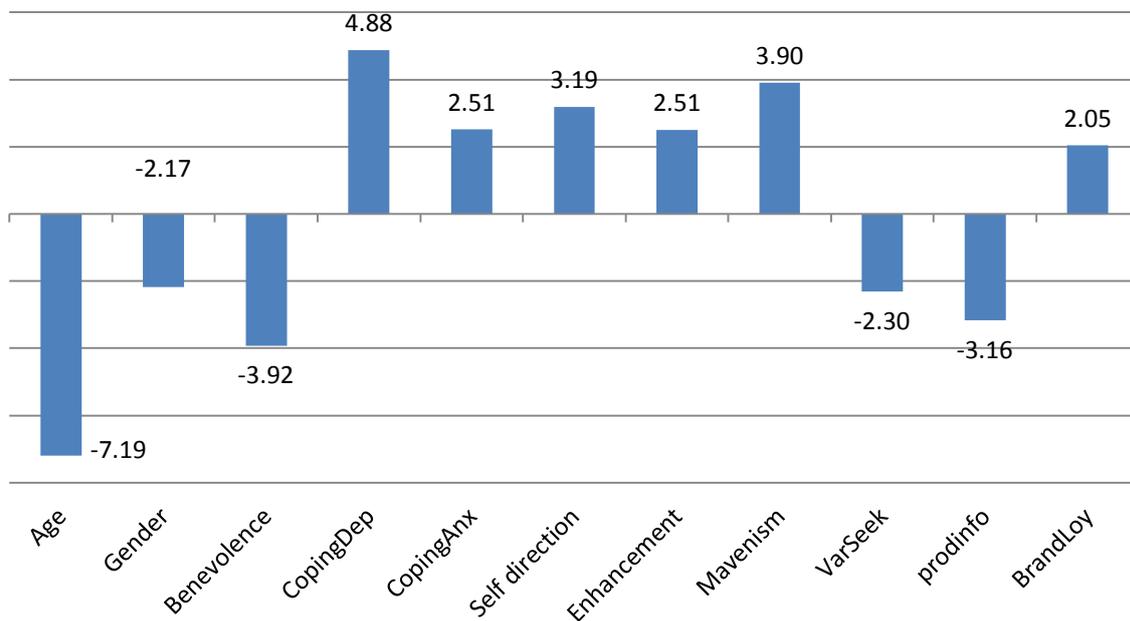


Figure 7 Drivers of negative personal consequences (life functioning)

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that experiencing negative consequences in relation to life functioning is positively associated with:

- *demographic drivers* – being younger, being male
- *personal values drivers* – self-direction
- *drinking motive drivers* – coping (depression), coping (anxiety), enhancement
- *DRL–shopping drivers* – mavenism
- *DRL–product attribute drivers* – brand loyalty.

Built environment drivers have no positive association with negative personal consequences in relation to life functioning.

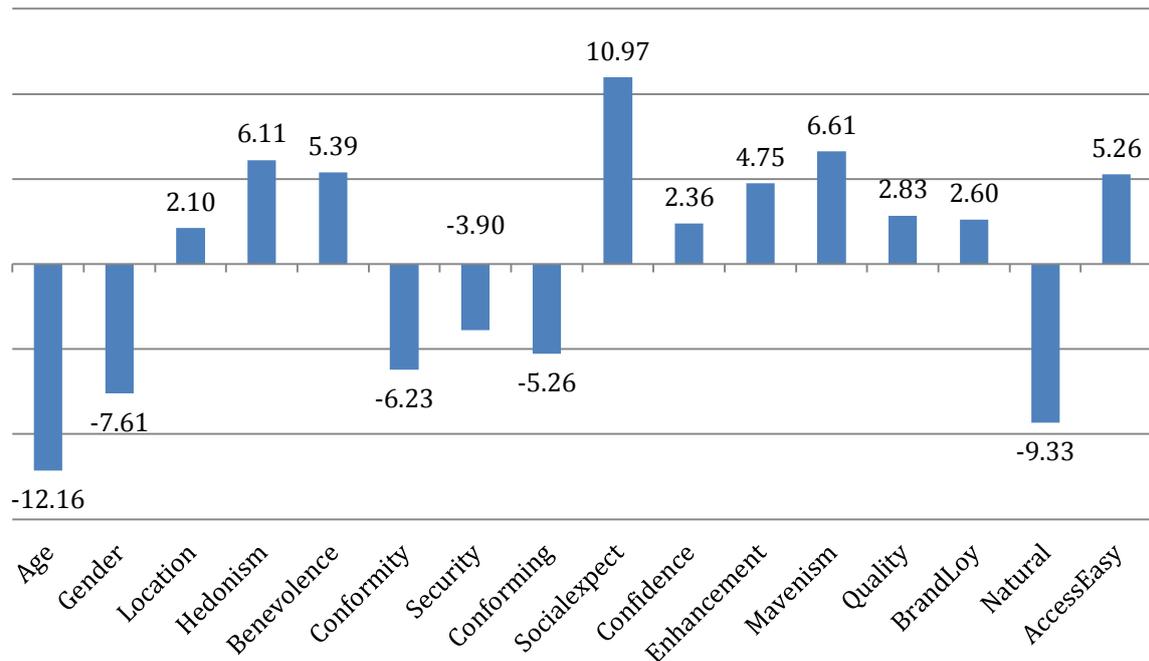
Experiencing negative consequences related to life functioning when drinking is negatively associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – benevolence
- *DRL–product attribute drivers* – variety-seeking, product information.

Drinking motive drivers, DRL–shopping drivers and built environment drivers have no negative association with negative personal consequences in relation to life functioning.

### ***3.7 Propensity to drink at celebrations***

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on summated responses to a series of questions around the number of alcoholic drinks respondents would consider appropriate to consume at a range of celebration-type situations. These situations included weddings, Christmas parties, sporting finals, one's own and friends' birthdays, house parties and nights out with mates. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .



**Figure 8 Propensity to drink at celebrations**

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable..

The results highlight that propensity to drink more at celebrations is positively associated with:

- *demographic drivers* – being younger, being male, living in a regional area
- *personal values drivers* – hedonism, benevolence
- *drinking motive drivers* – social expectations, confidence-seeking, enhancement
- *DRL–shopping drivers* – mavenism
- *DRL–product attribute drivers* – quality, brand loyalty
- *built environment drivers* – easy access.

The propensity to drink more at celebrations is negatively associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – conformity, security
- *drinking motive drivers* – conforming
- *DRL–product attribute drivers* – natural products.

DRL–shopping drivers and built environment drivers have no negative association with the propensity to drink more at celebrations.

### 3.8 Propensity to drink at events

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a series of questions about the number of alcoholic drinks respondents would consider appropriate to consume at a range of event-type situations. These situations included sporting events such as the races, football and cricket, and music events such as concerts, gigs and festivals. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

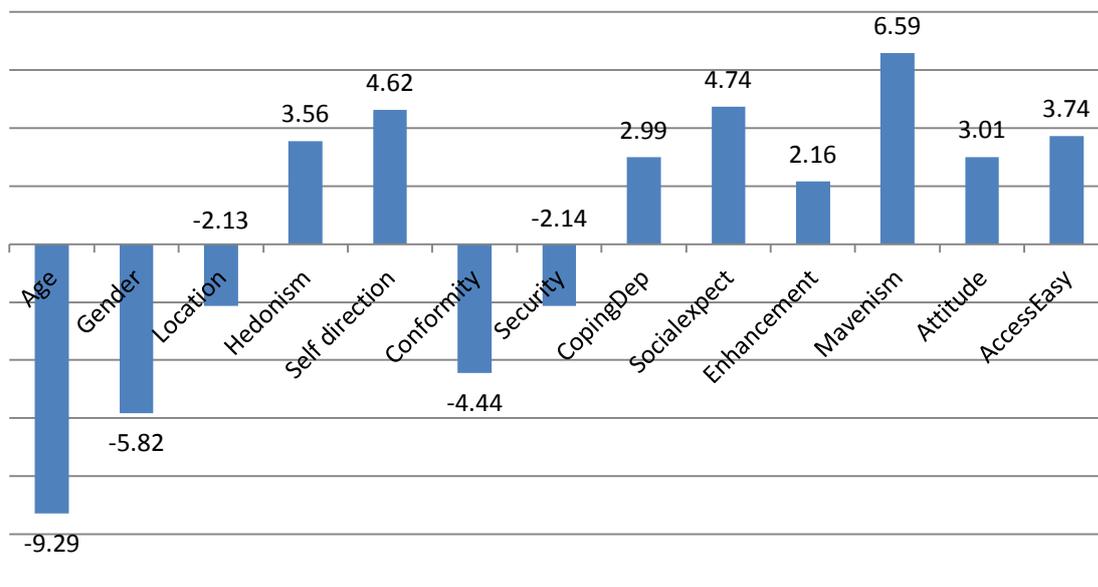


Figure 9 Propensity to drink at events

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that propensity to drink more at events is positively associated with:

- *demographic drivers* – being younger, being male, living in an urban area
- *personal values drivers* – hedonism, self-direction
- *drinking motive drivers* – coping (depression), social expectations, enhancement
- *DRL-shopping drivers* – mavenism, attitude to media, information about alcohol
- *built environment drivers* – easy access.

DRL–product attribute drivers have no positive association with the propensity to drink more at events.

The propensity to drink more at events is negatively associated with:

- *demographic drivers* – (by default) being older (male or female), being female
- *personal values drivers* – conformity, security.

Drinking motive drivers, DRL–shopping drivers, DRL–product attribute drivers and built environment drivers have no negative association with the propensity to drink more at events.

### 3.9 Propensity to drink at home and with family members

The variables associated with the basic demographics of age, gender and location, along with those associated with personal values, drinking motives, alcohol purchasing and attributes, were regressed on the summated responses to a series of questions about the number of alcoholic drinks respondents would consider appropriate to consume at a range of family gathering situations. These situations included dinner both at home and out of the home with family and friends, close family gatherings, and evenings at home alone. The *t*-values are highlighted, illustrating the most influential variables, and all variables are significant at  $p < 0.05$ .

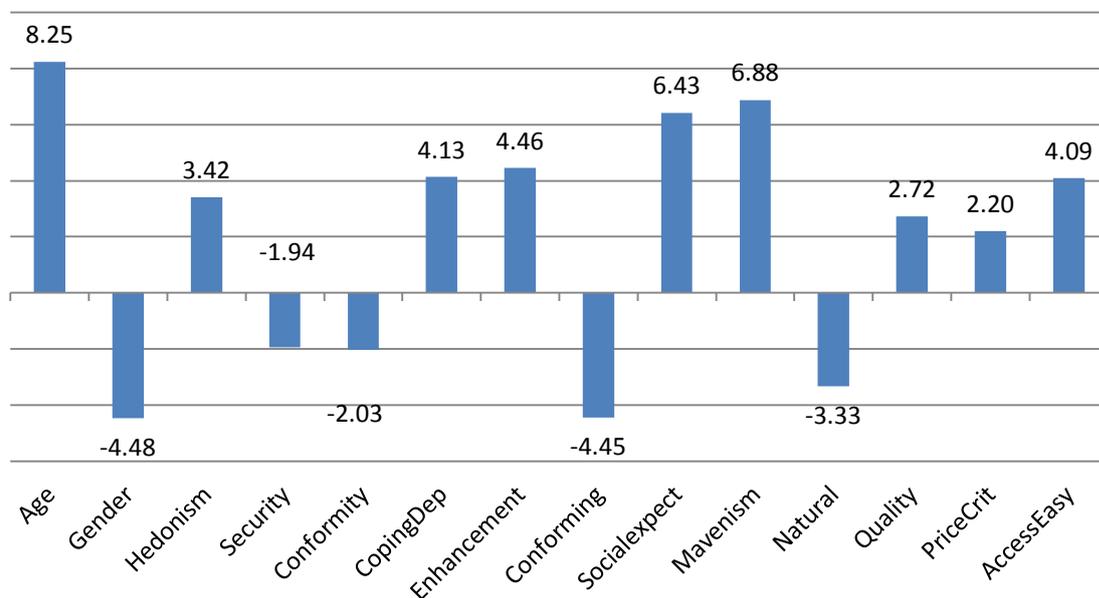


Figure 10 Propensity to drink at home and with family members

*t*-statistics are reported on the figure. *t*-stats of greater than 1.96 have a significance of  $p < 0.05$  or less. This indicates that the independent variable is a significant predictor of the dependent variable.

The results highlight that propensity to drink more at family gatherings is positively associated with:

- *demographic drivers* – being older, being male
- *personal values drivers* – hedonism
- *drinking motive drivers* – coping (depression), social expectations, enhancement
- *DRL–shopping drivers* – mavenism
- *DRL–product attribute drivers* – quality, price sensitivity
- *built environment drivers* – easy access.

The propensity to drink more at family gatherings is negatively associated with:

- *demographic drivers* – (by default) being younger, being female
- *personal values drivers* – conformity, security
- *drinking motive drivers* – conforming
- *DRL–product attribute drivers* – natural products.

DRL–shopping drivers and built environment drivers have no negative association with the propensity to drink more at family gatherings.

### ***3.10 Summary of overall drivers***

Across all dependent variables a relatively similar pattern emerges as to the key drivers that shape the frequency and level of drinking among the respondents, the negative consequences experienced as a result of increased consumption of alcohol, and respondents' propensity to drink at various occasions and situations. The findings are summarised below.

*Demographics:* Higher levels of alcohol consumption and issues linked to higher levels of alcohol consumption are predominantly associated with both older and younger males.

It would appear that drinking in the home environment is associated with older males, whereas drinking out of the home is predominantly associated with younger males.

This does not preclude females experiencing negative consequences from their consumption of alcohol.

*Personal values:* The personal values of hedonism and self-direction were particularly strong drivers of alcohol consumption and thereby of the problems experienced through alcohol consumption.

Hedonism is associated with striving to have a good time and to ensure one is always having fun and doing things that provide pleasurable rewards. Self-direction is associated with the propensity to take risks, to do things your own way, and to look for new things to do. The respondents who exhibited these personal values were more likely to take greater pleasure in drinking alcohol and to do so in environments that have higher levels of risk and excitement associated with them.

The personal values of benevolence and conformity are negatively associated with higher levels of alcohol consumption and the problems associated with excessive alcohol consumption. Benevolence is related to those individuals who have a strong propensity to be caring, loyal and devoted and helpful to those around them. Conformity is related to the propensity to do what is expected by society, to follow society's rules and to avoid doing what is perceived as wrong. The respondents who exhibited these values were less likely to drink to excess or place themselves in situations where alcohol consumption is likely to get out of control.

*Drinking motives:* Higher levels of alcohol consumption and negative issues associated with consumption are strongly influenced by the motives of coping with both depression and anxiety. The drinking motives of enhancement, social expectations and building confidence were also found to be drivers of increased drinking behaviour.

The 'coping with depression' motive is related to drinking as a means of cheering oneself up, to feel more positive about one's life and to stop dwelling on the negatives in life. Drinking to cope with anxiety relates to an individual's desire to relax, to reduce anxiety (mostly with social interaction), and to feel more self-confident in particular social contexts. Drinkers with higher coping orientations and confidence-

building orientations drink for negative reasons and to overcome felt inadequacies in their lives or social situations.

Drinking that is motivated by the desire for increased confidence is also a relatively negative motivation as individuals drink to feel less inhibited in social situations, to feel sexier, and to promote a higher level of personal outgoingness and friendliness. In some respects, the desire for confidence is related to the previous coping motives.

From a more hedonistic perspective, enhancement as a motive relates to drinking in order to get a buzz and because it is seen as a fun thing to do and makes the drinker feel good. The motive of social expectation is related to being sociable and the normalised use of alcohol within a drinker's friendships and social engagements.

Overall, motives appear to be most associated with the propensity to consume alcohol at higher levels across many different cultural and social contexts.

*DRL – ways of shopping:*

The direct effects associated with drinking-related lifestyle factors were mostly associated with the mavenism factor. Drinkers with mavenistic tendencies like to think of themselves as a great source of information about alcohol products and brands, and enjoy giving people information about what alcohol to buy and consume. In part, mavenism associated with alcohol is seen as a positive by many individuals and provides a mechanism to display one's knowledge and promote a sense of connection with others. Those expressing mavenistic tendencies find that such knowledge gives them an increased sense of confidence and an ego-boost in social situations in which alcohol is consumed.

A negative association was identified between attitude to alcohol advertising and frequency of drinking. The respondents who were more predisposed to seeing alcohol advertising and paying more attention to what is said about alcohol products and brands were more likely to have lower levels of alcohol consumption. Conversely, the variable of 'attitude to alcohol advertising' was associated with the propensity for

individuals to drink at higher levels in different consumption situations such as events.

*DRL – product attributes:* Direct positive effects of the product attributes of the DRL were seen mostly in relation to the level of price sensitivity and brand loyalty exhibited by individuals. Drinkers who consumed a higher level of alcohol and experienced more issues with their alcohol consumption were more price sensitive and tended to shop based on specials and price promotions. This may be associated with stocking-up behaviour or efforts to increase the volumes of alcohol available in the home or at different consumption situations. This behaviour is also associated with brand loyalty – that is, a propensity to only buy certain brands and to limit one’s purchases to them. Brand loyalty is often linked with a desire to consume a product at higher levels than others. Both brand loyalty and price sensitivity are associated with drinkers who are more likely to stock up on their favourite brand when it is promoted or on special.

*Built environment:* Ease of access to alcohol was also associated with increased frequency of consumption, with problems associated with consumption, and with the propensity to consume at higher levels in different socio-cultural contexts. Ease of access relates to access to alcohol via pubs and clubs, restaurants and cafes, and bottle stores. Ease of access lowers an important barrier to consumption.

These findings highlight the direct effects between the variables, the level of alcohol consumption and its outcomes, and the respondents’ propensity to consume alcohol. While the direct effects do not illustrate the complex web of relationships between lifestyle variables, they do provide significant insight that might inform communication message strategies associated with the promotion of drinking reduction or moderation.

## 4.0 Comparative analysis of drinking segments

Drawing on the qualitative research previously conducted (VicHealth 2013), this quantitative analysis sought to examine in greater detail some lifestyle-related characteristics of each drinker segment. The aim of the analysis is to identify any key similarities and differences that could be employed in targeting messages regarding moderation or reduced alcohol consumption at these segments.

The qualitative report identified the following four main drinker types based on their tolerance for alcohol consumption as well as the main influences that determine their drinking behaviour:

- *the initiator* – exhibiting the most entrenched drinking behaviour with a high tolerance for alcohol and a propensity to consume large amounts of alcohol. Initiators tend to be independent and internally driven.
- *the real follower* – also exhibiting a high tolerance for and generally consuming large amounts of alcohol. Their alcohol consumption is strongly influenced by social pressure.
- *the moderator* – exhibiting a more balanced drinking lifestyle. They are moderate in the frequency and volume of their alcohol consumption, and alcohol plays a less significant role in their life. Their views are formed by internal consideration and independent direction.
- *the protector* – exhibiting a more restrictive attitude towards drinking. They have a low tolerance for the consumption of alcohol. Observing the ‘out of control’ drinking culture in Australia fuels their belief that the government needs to intervene to protect society from the harms of this culture.

The analysis presented in this report reveals that each segment is not totally mutually exclusive and individuals exhibit characteristics and behaviours that cross over between segments. The analysis supports the position of the earlier qualitative research that individuals often play different roles depending on cultural and social factors associated with alcohol consumption and in different situations in which alcohol is consumed. Based on the quantitative analysis the four drinker segments examined in this section have been labelled as:

- initiators
- real followers
- protectors
- moderators.

The following discussion of results highlight the personal values, drinking motives and drinking lifestyle-related attributes of individuals classified into the four different groups. The analysis begins with an overview of the demographics associated with each segment, followed by an outline of their drinking behaviour, including frequency of drinking, in-home and away-from-home drinking, problem drinking experiences, and propensities to drink in different situations and socio-cultural contexts.

## 4.1 Demographic profile

### 4.1.1 Segment age

Each of the segments was profiled to determine the ages most common within each one.

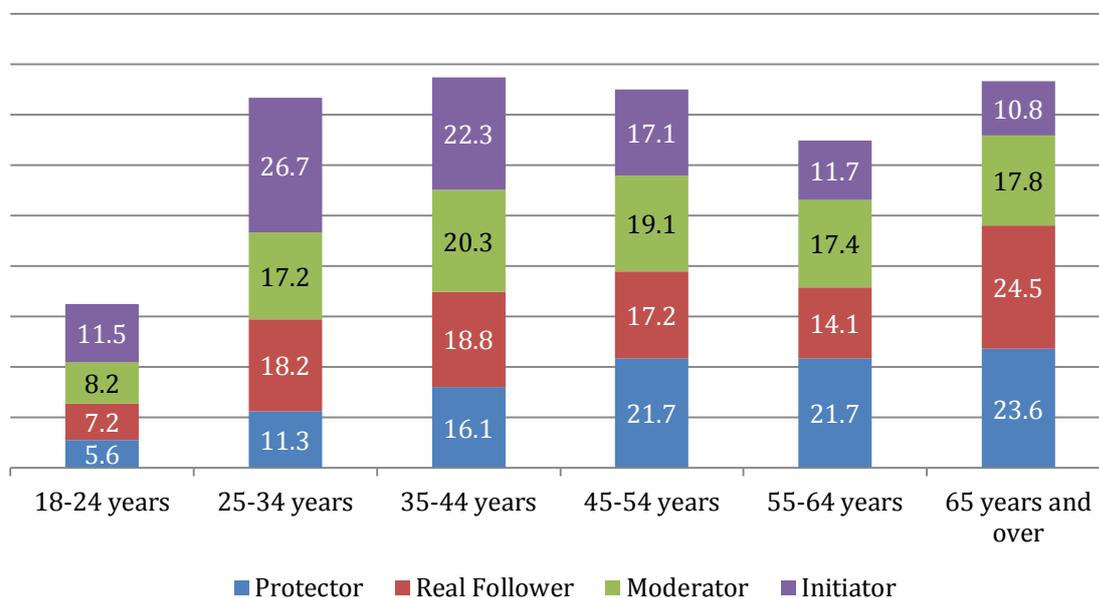


Figure 11 Age of respondents

Data are expressed as % within categories.

Initiators tended to be aged between 25–34 and 35–44 years. Real followers were more strongly represented by the 65+ age group, but also had a presence in the younger groups aged 25–34 and 35–44. The protector segment tended to be more strongly associated with middle-aged and older drinkers, with 67 per cent being 45 years or older. The moderator segment was distributed across all age brackets, with a slight concentration in the 35–44 and 45–54 age brackets. Most respondents in the younger (18–24) age group tended to be found in the initiator and moderator segments. Overall,

age is not necessarily a useful indicator of segment membership. Each segment included a range of ages, which needs to be considered when developing messages and considering media choices.

### 4.1.2 Segment gender

The four segments were examined to determine the gender profile of each.

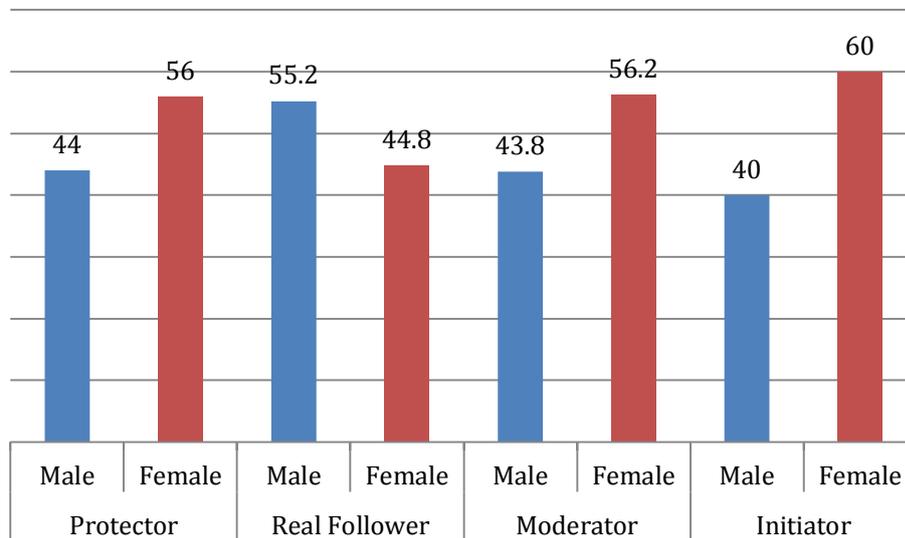


Figure 12 Gender of respondents

Data are expressed as % within categories.

There are several interesting points to note in relation to gender. In particular, this analysis identified that the initiator segment had a stronger female skew than expected. Conversely, the real follower segment had a stronger male skew than anticipated. This finding may be the result of the marital status of respondents and the nature of relationships, such that a partner may be a driver of household entertainment and activities involving alcohol consumption. However, this issue requires further investigation into the nature of drinking in partnered relationships. Both the protector and moderator segments exhibited a female skew but one that was less pronounced than in the case of initiators. It is important that messages associated with drinking moderation focus as much on female drinkers as male drinkers, especially for those segments in which there is a female skew among those who initiate drinking or have initiator tendencies.

### 4.1.3 Segment marital status

The segments were examined to determine the relationship profile of each.

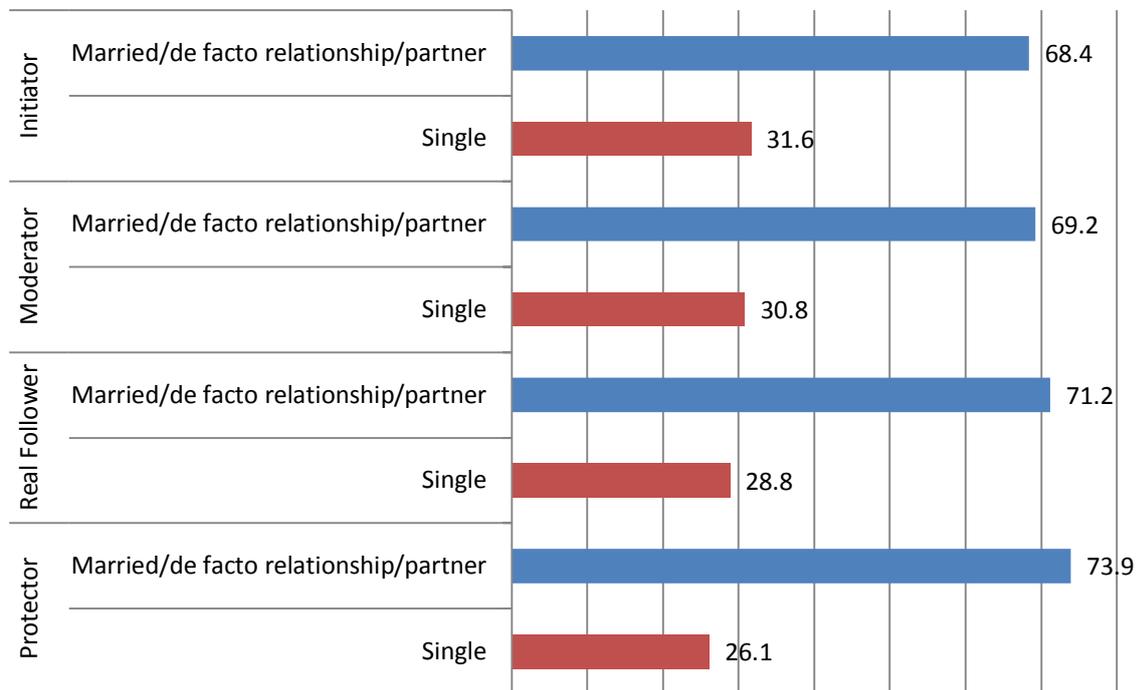


Figure 13 Marital status of respondents

Data are expressed as % within categories.

Each of the segments exhibited a similar structure in regard to marital status. The initiator segment did exhibit a slightly higher number of singles than either the real follower or protector–moderator segments. The protector segment exhibited the highest number of married/partnered respondents. The coupled relationship provides an opportunity for messages to draw on the value of relationships, and in particular to focus on the mutual responsibility partners have towards each other.

### 4.1.4 Segment income

All four segments were examined to determine the income profile of each.

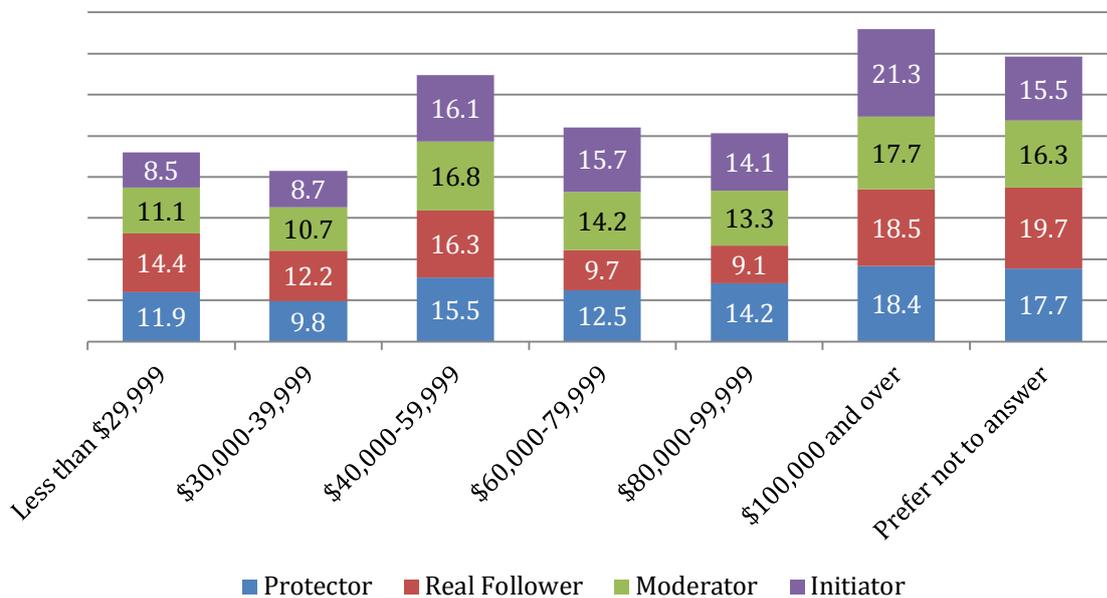


Figure 14 Income status of respondents

Data are expressed as % within categories.

The initiator segment exhibited a slightly higher number of individuals in the \$100,000 and over income bracket. The real follower segment, conversely, exhibited the lowest average income, with 43 per cent of respondents earning less than \$60,000. The protector segment had a more distributed income, with slight concentrations in the \$100,000 or more and the \$40,000–\$59,999 brackets. The moderator segment also had a broadly distributed income profile. Overall, the income profile across segments was quite similar, suggesting that factors other than demographic indicators shape the segment structures and their respective behaviours.

### 4.2 Segment beliefs about alcohol consumption

A series of questions were used to probe respondents about their beliefs related to the consumption of alcohol. Overall, the segments shared the view that drinking alcohol is a normal, but not necessarily important, part of their lifestyle, although standard deviations from the means suggest that some respondents did find drinking both normal and important.

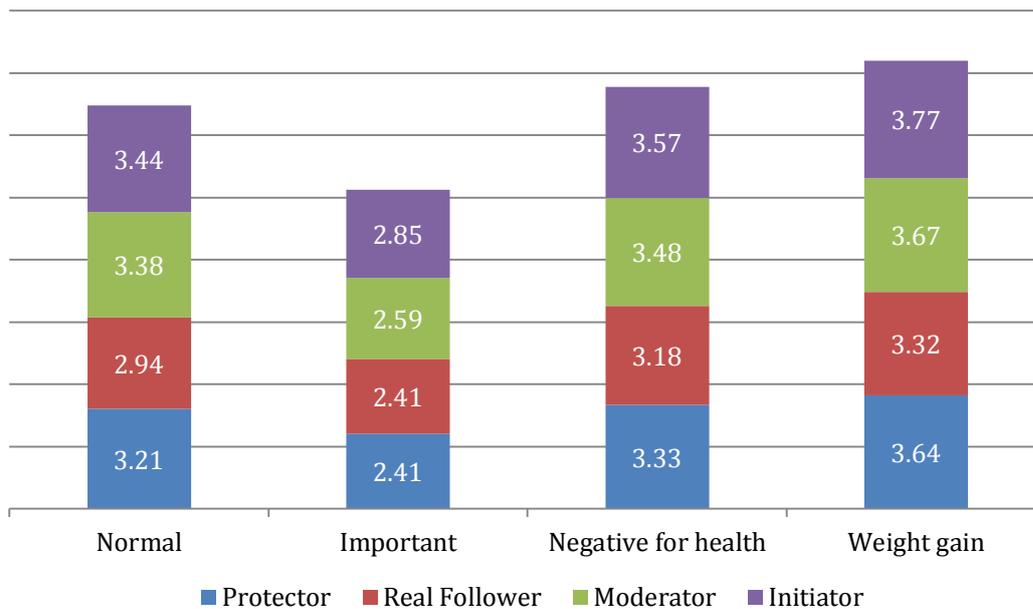


Figure 15 Beliefs about alcohol consumption

Data are expressed as mean responses for each variable.

The respondents from all four segments – particularly the initiator and moderator segments but to a lesser extent the real follower segment – expressed the belief that drinking alcohol would or does have a negative effect on their health (that is, perhaps causing non-specific disease or feelings of unwellness). All respondents felt that drinking alcohol would cause them to put on weight. In this regard, beliefs about the negative health effects of alcohol consumption can be employed and addressed through messages about alcohol consumption moderation or reduction. Such messages will likely have greater traction if they appeal to the ego of drinkers – by appealing to the desire to avoid health impacts such as weight gain, lack of sex appeal, and the obvious signs of ageing and disease resulting from excess consumption.

### 4.3 Segment drinking frequency

The alcohol consumption behaviour and propensities towards drinking of each segment were assessed. The results first look at the frequency of drinking both at-home and away-from-home drinking. The results then examine behaviour and experiences associated with drinking alcohol, and finally the propensity to drink in different situations and socio-cultural contexts.

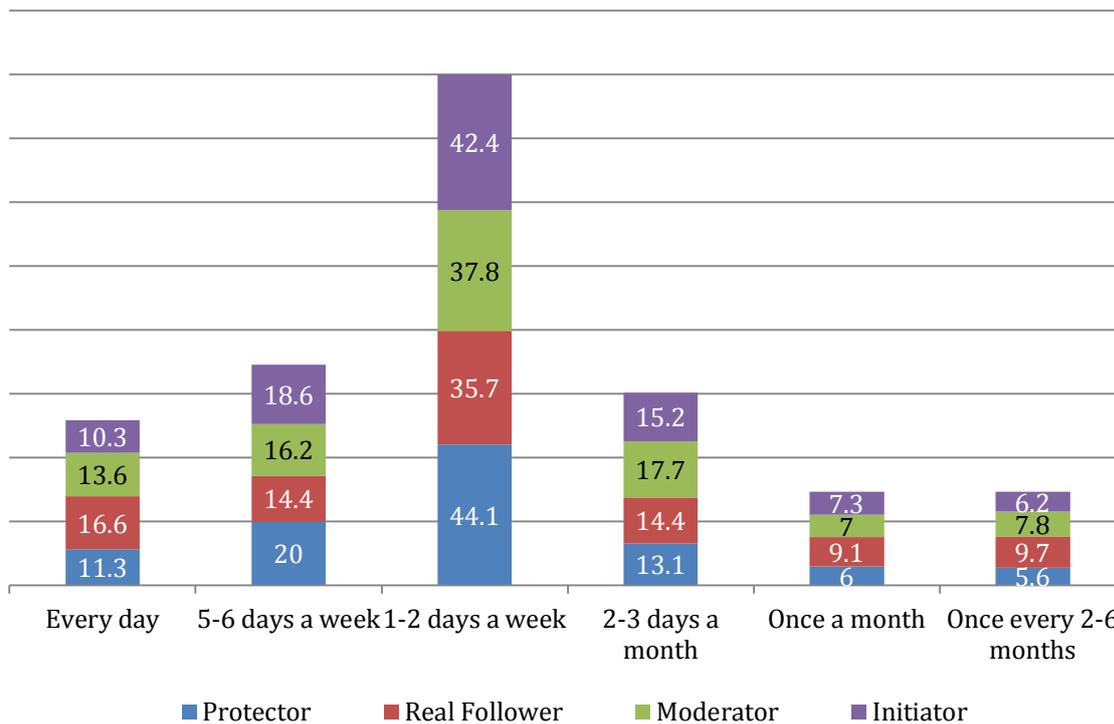


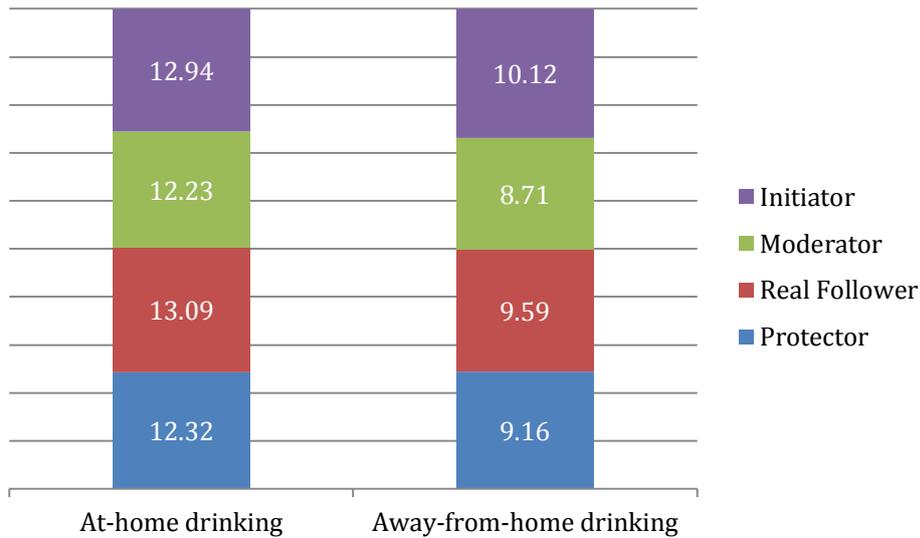
Figure 16 Frequency of drinking

Data are expressed as % within categories.

The consumption of alcohol at least 1–2 days per week was the most common drinking pattern across the segments. Significantly, around 30 per cent of each segment consumed alcohol almost every day of the week (combining the first two categories of drinking frequency). The real follower and protector segments had the highest number of everyday drinkers. When the first three categories are combined, the protector and initiator segments consumed most regularly. The pattern of drinking indicates that significant numbers of individuals in each segment are drinking alcohol quite regularly throughout the week. An examination of the responses suggests that there is a possible disconnect in the minds of respondents: some who appear to have protector or moderator tendencies or mindsets still exhibit quite frequent consumption of alcohol. In this regard, messages that expose this anomaly could have some value in influencing drinking-related behaviour.

#### 4.4 Segment at-home and away-from-home drinking

The respondents were asked to indicate how much alcohol they had consumed both at home and away from home over the seven days prior to the data collection.



**Figure 17 At-home and away-from-home drinking**

Data are expressed as mean responses for each situation.

Overall, more alcohol was consumed at home than away from home. This is not surprising given that the sample was based on an older rather than a younger population potentially more prone to problem drinking. Analysis of means suggests that the segments did not differ on the level of drinking at home, although some qualitative examination indicates that real followers are the most likely to drink at home, followed by initiators. Analysis of away-from-home drinking shows that the initiator segment is most dominant in this regard, consuming more away from home than each of the other segments. Significant differences also exist between the moderator segment and real followers and protectors. The at-home drinking behaviour of segments is an area that is likely to be a useful focus for messages regarding moderation or the reduced consumption of alcohol. Drinkers may forget that excessive consumption is not only an issue outside the home even though away-from-home drinking seems to dominate the current communication efforts and media attention.

## 4.5 Segment alcohol disorder

Each segment was examined to identify the degree to which respondents had experienced problems associated with excessive alcohol consumption.

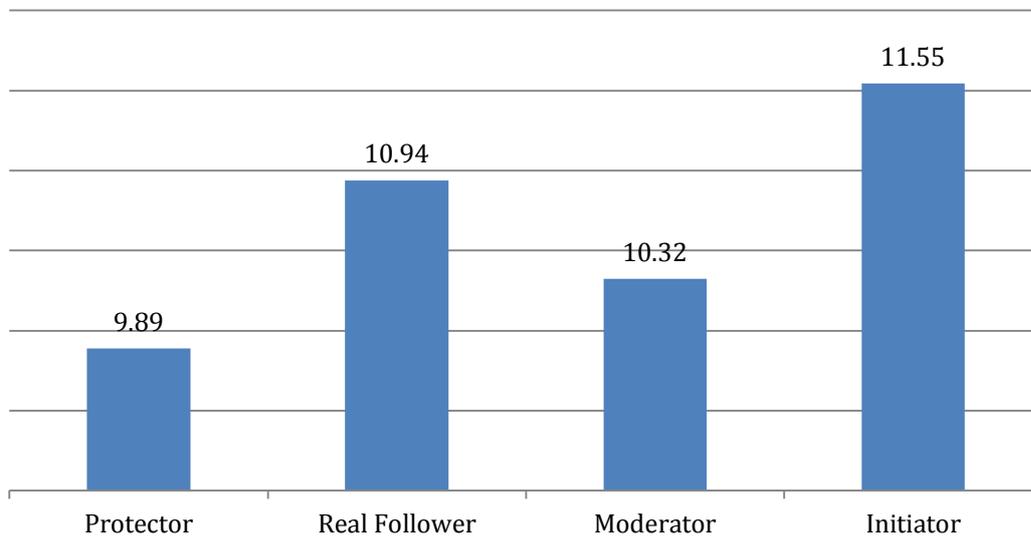


Figure 18 Segment alcohol disorder

Data are expressed as mean responses for each segment.

The analysis indicates that, on average, each segment did not exhibit a significant degree of problem drinking or alcohol disorder. Statistically, however, the initiator segment had experienced a significantly greater level of disorder associated with drinking alcohol than both the moderator and the protector segments, but not the real followers. Protectors had experienced a statistically different level of such problems than both real followers and initiators. The type of disorder experienced reflects the situations and nature of the drinking behaviour of each segment – for example, real followers tended to exhibit the highest number of ‘in-home’ drinkers, while initiators tended to have the highest numbers of away-from-home drinkers.

## 4.6 Segment propensity to drink in particular situations

Individuals were asked to consider what their acceptable level of drinking would be at a range of socio-cultural events and situations. The segment level data were compared and differences were analysed.

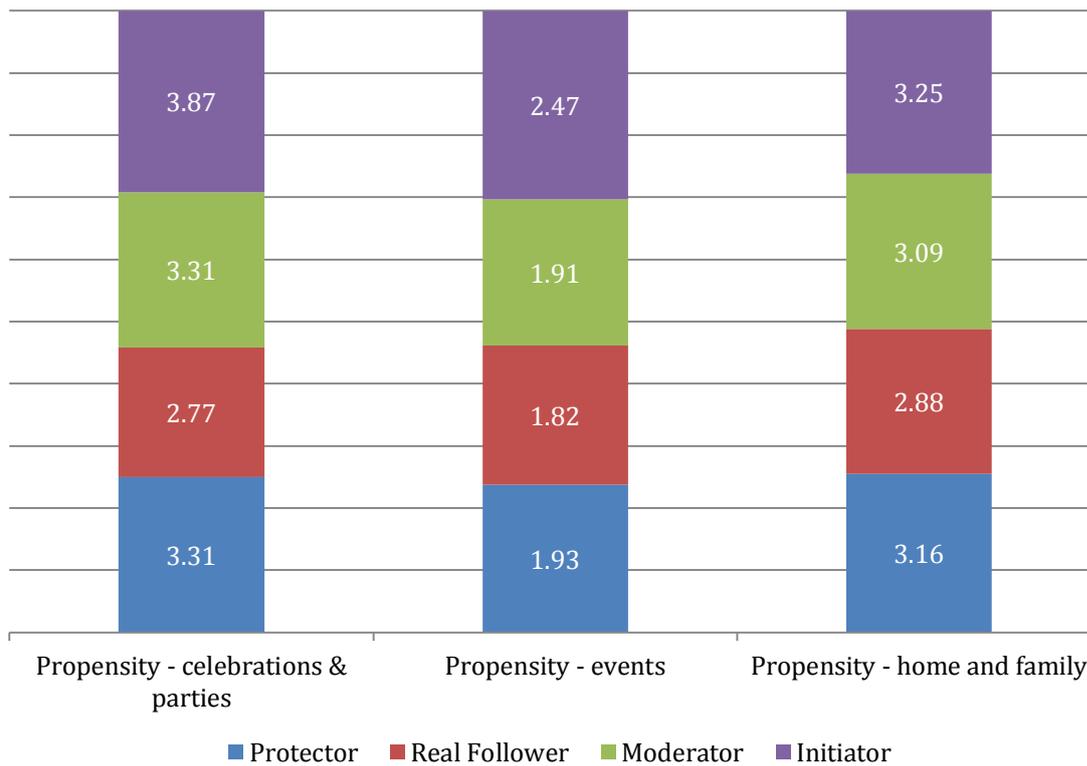


Figure 19 Propensity to drink in particular situations

Data are expressed as mean responses for each situation.

The segments, apart from real followers, demonstrated a greater propensity to drink more at celebrations and parties than at events and family occasions.

For celebrations and parties, initiators had a greater propensity to drink at higher levels than the other segments. Statistically, the real follower segment had a propensity to consume less alcohol in these situations than each of the other segments. The protector and moderator segments showed similar situational drinking propensities.

For events, the initiator segment had a propensity to drink at statistically higher levels than the other segments. No statistically significant differences were identified among the other three segments in terms of their propensity to drink in these situations.

All segments exhibited a propensity to drink at higher levels in family-based situations than for events. Again, the initiator segment displayed an increased propensity to drink at higher levels and this was statistically significant when compared to all of the other segments. The real follower

segment had the lowest propensity to drink in family situations, and this was also statistically different from the other segments.

### 4.7 Segment personal values and drinking

Values are a motivational construct that set up the desired goals people strive to attain. Personal values often guide the selection or evaluation of actions, policies, people and events and frequently serve as standards that influence behaviour. They are likely to influence the propensity to drink alcohol and to provide a guide as to what is an acceptable level of consumption in any given socio-cultural context. Each segment was assessed and compared in relation to personal values around drinking.

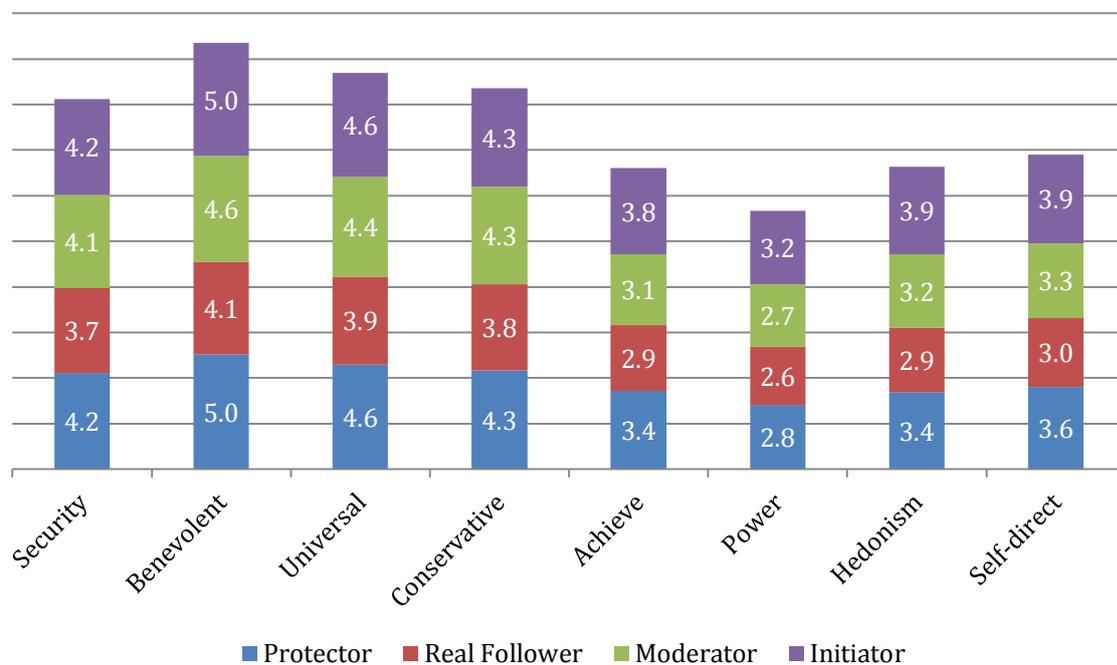


Figure 20 Personal values and drinking

Data are expressed as mean responses for each variable.

Overall, each of the segments presented a similar profile in relation to what are commonly seen as the core ‘Australian values’ associated with helpfulness, mateship and a fair go, in that the personal values of benevolence, universalism, security and conservatism tend to be the fundamental underpinning motivational beliefs.

However, significant differences were identified between the segments in the mean ratings linked to the remaining differentiating personal values associated with openness to change and self-enhancement; specifically, the values of creativity, pleasure and ambition. The initiator segment scored highest on self-direction, achievement, hedonism and power. Real followers tended to score the lowest on these values, particularly power, achievement and hedonism. Both the moderator and protector segments had similar means for the openness and enhancement values.

The congruity in values among the segments highlights an opportunity to target segments with similar messages and appeals. In particular, the strength of the core values offers scope to appeal to a sense of what is right, and to a desire to look after one’s mates and family. Such messages are often commonly used in alcohol moderation communications and they remain a valid focus.

#### 4.8 Segment motives for drinking

Individuals are often considered to be motivated to consume alcohol based on the anticipated positive and/or negative rewards. Each segment was analysed to identify similarities and differences in their aggregate drinking motives including social motives, enhancement motives and coping motives in response to anxiety and depression.

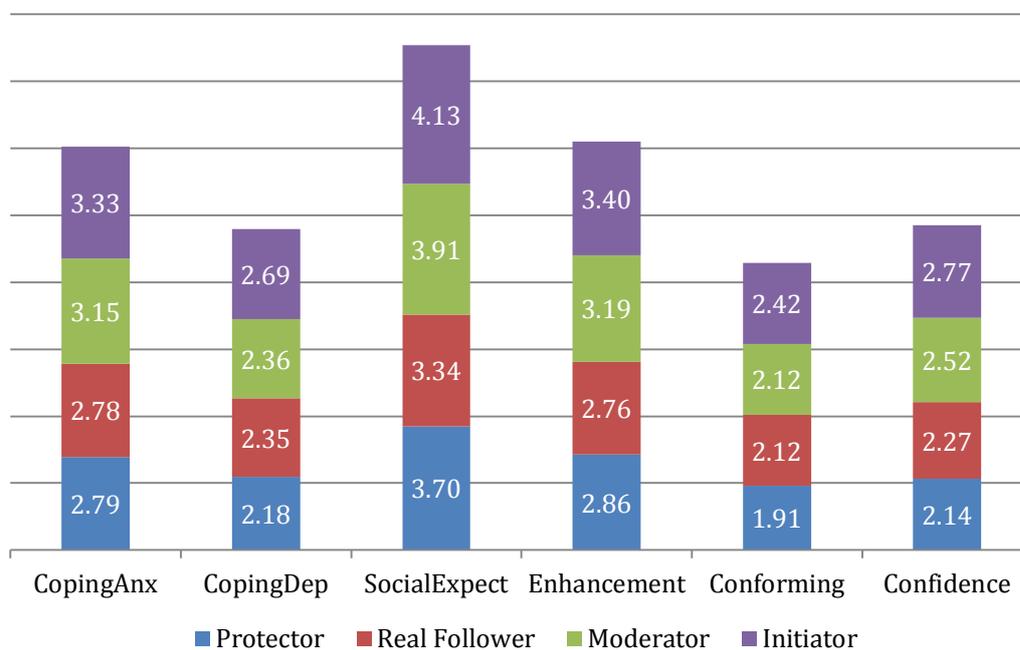


Figure 21 Segment motives for drinking

Data are expressed as mean responses for each variable.

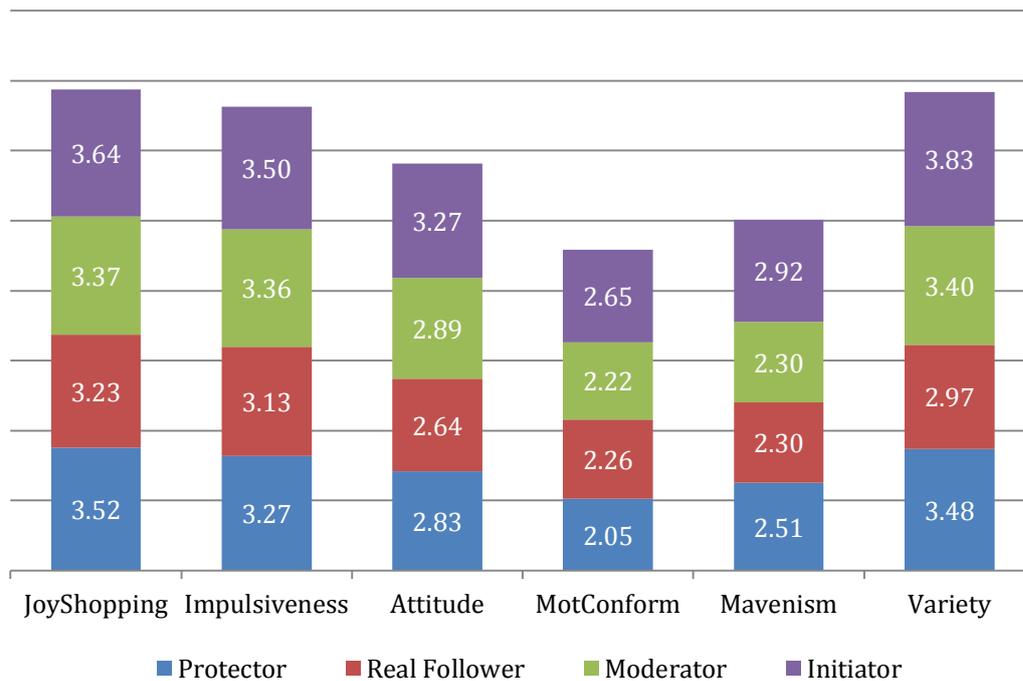
Overall, the motives for drinking were strongly associated with social expectations, enhancement and coping with anxiety. Across all segments, there were a number of statistically significant differences in the motives for drinking. In relation to both social expectations and the enhancement motive, each segment was statistically different from the others. In terms of coping with anxiety, the initiator segment was significantly different from the others, while the moderator segment was different from both the real followers and the protectors.

Overall, the initiator segment rated highest on being motivated by social expectations, and lowest on conforming. Interestingly, initiators also scored highest on motives associated with using alcohol to build confidence (although they had a low overall mean). The highest mean among the moderators was associated with social expectations, followed by enhancement and coping with anxiety, but they rated the lowest on conforming. Real followers had a similar profile, with their highest mean associated with social expectations, followed by coping with anxiety, while this segment's lowest mean was associated with conforming. Protectors had overall lower means associated with the more negatively driven motives of coping with depression, confidence, conforming and coping with anxiety.

Overall, the importance of social expectations as a motive is telling. The respondents drink either because it is customary to do so in different socio-cultural situations or because it is what their friends do when they get together. The cultural legitimacy of not drinking is something that needs to be developed and championed.

#### ***4.9 Segment purchasing and shopping for alcohol***

In this study, understanding lifestyles involved identifying some of the drivers related to shopping or alcohol acquisition and how they influence drinking behaviour. The factors examined here include the joy or fun associated with alcohol shopping, the level of impulsive or planned purchasing behaviour, the attitude held towards promoted brands, mavenism (the desire to be a source of knowledge about alcohol), motivation to conform to the expectations of others about products purchased and consumed, and the desire to seek and consume a variety of products.



**Figure 22 Segment purchasing and shopping for alcohol**

Data are expressed as mean responses for each variable.

The respondents across the segments exhibited a number of strategies associated with purchasing alcohol. As drinkers, they all exhibited a like of browsing for alcohol in store, with both initiators and protectors having statistically significant mean differences from real followers and moderators. All four segments also displayed a degree of impulsiveness in that they enjoyed browsing and making decisions based on price specials or when something takes their fancy. The initiator segment rated the highest on this factor, and was most statistically different from the other segments. This segment was also the most likely to have a positive attitude towards advertising of alcohol and to pay attention to information provided through advertising or other mechanisms in making their purchasing decisions. In contrast, real followers were least likely to rely on advertising. These statistical differences were significant. Variety-seeking was also a strong factor across all segments apart from real followers. The initiators, in particular, liked to try new alcohol products and flavours. Although it displayed low overall means in relation to motivation to conform and mavenism, the initiator segment appeared to have stronger associations with these variables than did the other segments. Initiators appear to be more concerned with being seen as a source of knowledge about alcohol, which may be an important area to explore for the purposes of de-marketing.

### 4.10 Segment product-related attributes

Alcohol shoppers and consumers utilise and respond to different product cues when shopping for and choosing alcohol. In this research, understanding lifestyles involved identifying some of the product-related attributes and how they influence consumer choices around alcohol and drinking behaviour. The product attribute factors included in this research relate to the degree of price sensitivity to alcohol product pricing and the purchasing of alcohol on promotional deal, quality-seeking in product choice, variety-seeking in product choice, loyalty to certain alcohol brands, and the importance of organics and naturalness.

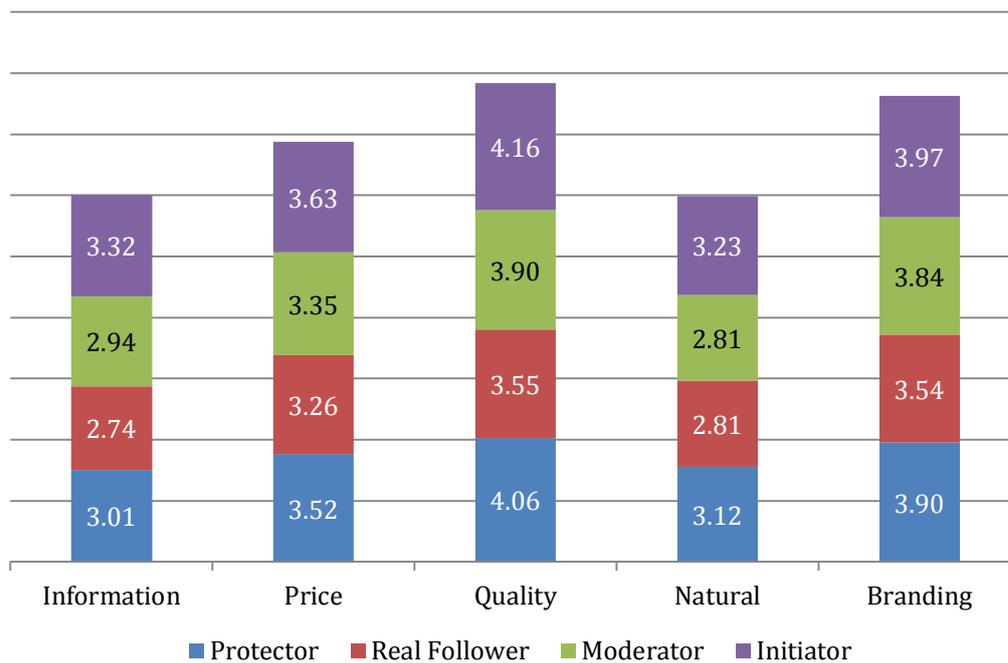


Figure 23 Segment product-related attributes

Data are expressed as mean responses for each variable.

Overall, it was identified that for each of the segments, quality – defined as getting the best quality for the price – was significantly important, followed by brand loyalty and price sensitivity. Respondents from each segment attempted to get the brands they liked to drink at the best price possible. Across the segments, both the initiators and protectors were strongly aligned with the quality factor and in this regard were statistically significantly different from both real followers and moderators. The real follower segment was the least aligned with each of the factors, although they still found quality, branding and price to be important attributes influencing their purchasing decisions.

## 4.11 Media use

Understanding where individuals source information about alcohol and alcohol products provides a basis for understanding media channel options for addressing problems related to alcohol consumption. The segment members were asked to consider the most important and useful sources of information about alcohol and purchasing alcohol. The insights captured from their responses may provide some basis for considering where to place messages regarding moderation or cessation of drinking.

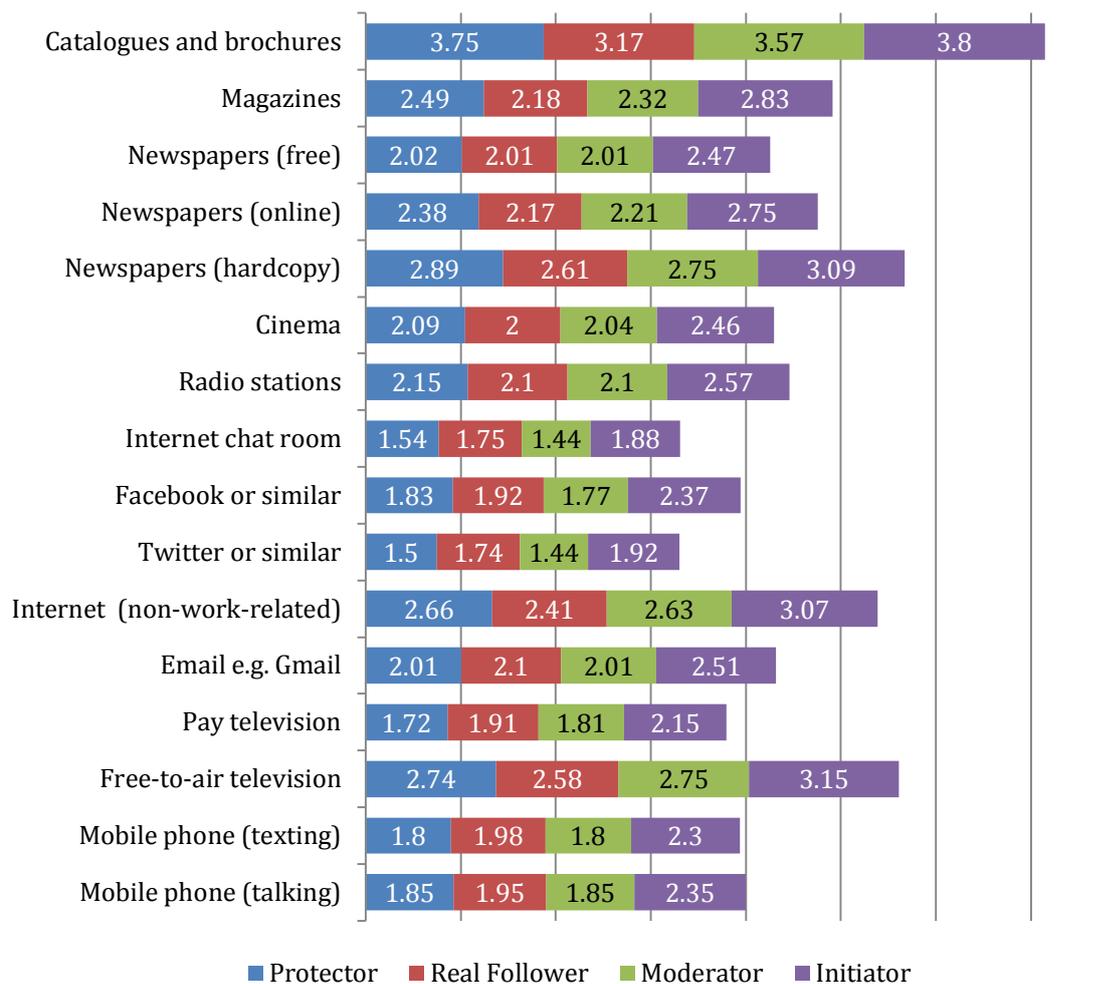


Figure 24 Segment media use

Data are expressed as mean responses for each variable.

The results were consistent across the segments, with the main sources of information being catalogues and brochures, followed by free-to-air television, newspapers and the internet. At a secondary level, the sources included magazines, online newspapers, email and, to a lesser extent,

Facebook (and the like). In particular for the initiator segment the internet stands out as being significantly different from the other segments. Overall, the major media channels appeared to be an important area of focus for the participants in this study, and messages promoting the moderation of drinking behaviours are still likely to achieve the most through exposure via these channels. Nonetheless, the media landscape is changing, and newer forms of media, including social media, may offer an opportunity to reinforce those messages that are delivered through more traditional channels.

#### 4.12 Comparative drivers of drinking behaviour

Regression analysis was undertaken to determine the key personal values, motives and DRL factors that are most associated with higher levels of alcohol consumption and propensity to consume at higher levels. The main dependent variables used in this analysis include the degree to which segments drink alcohol (drinking frequency) and their propensity to drink at higher levels at celebrations, events, and family and home-based gatherings or situations.

Table 1 Comparative drivers of drinking behaviour

<i>P: protectors</i> <i>RF: real followers</i> <i>M: moderators</i> <i>I: initiators</i>	Drinking behaviour and propensity															
	Drinking frequency				Celebrations				Events				Family			
	P	RF	M	I	P	RF	M	I	P	RF	M	I	P	RF	M	I
<b>Personal values</b>																
Self-direction										+		+				
Power										+						
Universalism																
Achievement		+									+					
Security								-				-				-
Conformity		-	-	-		-	-	-		-	-	-				
Hedonism					+	+	+	+				+	+			
Benevolence					+								-			
<b>Drinking motives</b>																
Social expectations	+				+		+	+				+	+		+	+
Coping – anxiety			+													+
Coping – depression	+						+					+				+
Enhancement			+	+	+	+		+		+		+		+	+	+
Conforming	-							-								-
Confidence	-		-					+								
<b>DRL – shopping</b>																
Joy shopping			+													
Impulsive buying															-	
Attitude to information	-	-	-	-		+	+				+	+				-

Motivation to conform										-											
Mavenism	+	+	+	+		+		+	+		+	+	+	+		+		+	+	+	
Easy access							+	+	+		+			+			+		+	+	
<b>DRL – product attributes</b>																					
Price	+	+	+	+														+	+	+	+
Quality				-																	+
Variety-seeking																					
Naturalness/organic							-			-								-		-	
Brand loyalty							+			+									+	+	

+ = Direct effects driving increased frequency or increased propensity to consume alcohol  
- = Direct effects suppressing increased frequency or increased propensity to consume alcohol

All variables are significant at  $p < 0.05$  or less.

Across all segments, higher levels of frequent drinking were associated with mavenistic tendencies and with a degree of sensitivity to price. Mavenistic tendencies refer to the degree to which people desire to be seen as a source of information about brands of alcohol and as an expert on alcoholic drinks by others. Increased frequent drinking was also associated with a consumer’s propensity to be price-sensitive and to shop around for the best prices for the alcohol they consume. Price sensitivity is in part associated with the desire to be knowledgeable about alcohol.

Lower levels of drinking frequency were associated with a positive attitude to alcohol advertising and the propensity to use advertising and promotion about alcohol to make better alcohol purchasing choices. This may be related to a more considered and conscious approach to purchasing and drinking alcohol in place of more habitual or automatic buying behaviour. Lower levels of drinking were also linked with conformity values, or doing what is expected by society and friends, which highlights the value of targeting both drinkers and those around them.

For different segments several other factors were associated with increased frequency of drinking. Initiators and moderators were positively influenced by the enhancement motive, which is associated with desiring a buzz from drinking alcohol and the belief that drinking is an exciting and fun thing to participate in. Moderators were also positively influenced by coping with anxiety and the propensity to use alcohol to help reduce anxiety and worries. They were also motivated by the joy of shopping, and enjoy browsing in alcohol retail outlets and shopping for good alcohol deals. Real followers were positively influenced by the personal value of achievement, the desire to be recognised for their abilities and what they have achieved. The protectors’ frequency of drinking was associated with social expectations or drinking because it is expected of them by others, and because that is what people do when they get together. This segment was also influenced by a

‘coping with depression’ motive, which is related to drinking to cheer them up, to stop them dwelling on negatives, and to help them feel more positive about life.

Several other factors were associated with lower levels of regular drinking. For initiators, real followers and moderators these included the personal value of conformity, or doing what is seen as right by important others and society. For moderators and protectors, other negative associations were linked with confidence-seeking through alcohol consumption – that is, they did not feel as though they needed to drink to increase their self-confidence or to be outgoing in social situations.

In terms of *celebrations*, the propensity to drink at higher levels was influenced across all segments by the personal value of hedonism. Hedonism is related to the desire and drive to constantly seek out activities that are fun and give pleasure, and to constantly desire a good time. Respondents from all segments were also influenced by the enhancement and social expectation motives. The propensity to drink at higher levels was negatively associated with the personal value of conformity or trying to do what is right and expected by others and society.

The drinking propensity of the initiator, protector and moderator segments was linked with the lifestyle factors of mavenism and brand loyalty. Brand loyalty is associated with the desire to drink only a select set of brands or a specific brand on all occasions. The propensity to drink less among these segments was also related to a desire to drink natural products or those with organic ingredients. In some respects, the ‘drink better not more’ message may have resonance with certain people, although such messages are difficult for social agencies to communicate and promote.

For the initiator segment, the motivation to conform and the motive of conforming were negatively associated with a higher propensity to consume alcohol. In other words, the propensity for initiators to drink seemed to be independent of what others feel they should do to fit in. The motive of confidence, however, had a positive association with the propensity to consume at higher levels for this segment. In the case of real followers the influences included attitude to advertising. Finally, protectors were negatively influenced by the value of benevolence – that is, the desire to not act in ways that endanger themselves or their friends. Ease of access to alcohol was also associated with propensity to drink at higher levels across three of the segments (initiators, moderators and real followers).

In relation to *events*, the propensity of segments to drink more was driven by mavenism but reduced by the personal value of conformity. Two of the segments were also influenced by enhancement

motives or the desire to get a buzz from drinking alcohol, and because it is seen as a fun and exciting thing to do.

For specific segments, initiators were also driven by hedonism values, social expectations motives and ease of access to alcohol. This segment's propensity to drink was also negatively related to the security motive or their desire to feel safe. The factors driving propensity to drink among moderators included the value of self-direction or the desire to seek adventure and excitement, as well as social expectations, coping with depression, hedonism and a positive attitude to alcohol advertising. Achievement values and a positive attitude to alcohol advertising additionally influenced the real follower segment. The protector segment was influenced by self-direction, power values and a motivation to conform. Power values relate to seeking respect from others and being materialistic. The motivation to conform refers to a desire to do what others approve of and believe is important.

In connection to *family and home occasions*, the propensity to drink for all segments was related to the drinking motive of enhancement and being price-sensitive. In other words, drinking is related to having fun, to getting a buzz and because it makes people feel good. Drinking at these events is also connected to buying alcohol at discounted prices and shopping for deals. For the three segments other than real followers, the mavenism factor also influenced the propensity to drink.

Among the initiators, other factors driving higher consumption included ease of access to alcohol and coping with depression, while the factors that had a negative association with the propensity to consume alcohol included the personal value of security and the attitude to alcohol advertising.

For moderators and real followers, other factors included brand loyalty, which was associated with increased propensity to consume, and a preference for natural or organic products, which was associated with a decreased propensity. Ease of access was linked with an increased propensity to drink for the real follower segment.

Overall, while there are some differences among the segments in the areas of personal values, motives and drinking-lifestyle factors, some significant commonalities were identified. In particular, the propensity to consume alcohol at higher levels across all events and contexts was associated with the lifestyle factor of mavenism and the motive of enhancement. Other significant variables associated with higher levels of consumption included hedonism, social expectations, ease of access and price sensitivity. Being seen as a good source of information about alcohol seems to be a real driver of drinking behaviour across all segments, and this is exacerbated or reinforced when

individuals have a higher hedonistic orientation. If this mavenistic need can be reduced, it may aid in promoting a legitimate non-drinking position in a range of social contexts in which alcohol is available or served. A lower level of drinking was associated with the personal values of conformity and security.

## 5.0 Summary and implications

This research reports on the personal value, motivational and drinking-lifestyle factors that are most associated with the frequency of alcohol consumption, and the propensity of individuals to drink at higher levels within a range of socio-cultural contexts. Furthermore, the report presents a segment-level analysis of these factors and their influence. The focus of the segmentation was based on lifestyle rather than demographics. This enabled new insights to be added to the body of knowledge on drinkers and the factors that cause excessive drinking or disruptive drinking behaviour.

It is acknowledged that Victorians have a high tolerance for alcohol consumption and an acceptance of heavy drinking across an extensive range of socio-cultural contexts. Previous research has found that drinking-related behaviours are multifaceted and entrenched in nearly every area of Victorians' lives, with rituals and habits associated with alcohol consumption providing structure, comfort and a sense of belonging (VicHealth 2013). Alcohol plays an integral role in our activities aimed at celebrating, socialising, networking, relaxing, commiserating or rewarding ourselves. Drinking is a part of almost all social events and to some extent excessive drinking is quite acceptable at many of these occasions.

Family members, friends and colleagues influence our drinking behaviours, and it is when we are socialising with others that drinking is most likely to become excessive. While the risks of heavy drinking are generally recognised, there seems to be an unwillingness to accept that this drinking behaviour is problematic. Many individuals do not perceive their own drinking behaviour as excessive even if they do note the excessive drinking and behaviour of others. The encouragement and pressure (both subtle and overt) from others to 'join in the drinking' are powerful influences, and to be part of the drinking group is to join the fun, join the rituals and games, and join the tribe.

It has also been noted that there are few effective incentives to encourage a more moderate approach to drinking and even fewer socially acceptable 'excuses' to drink less (VicHealth 2013). The social benefits of drinking appear to outweigh any perceived likely negative outcomes. Given the highly positive, habitual and social nature of our attitudes, changing behaviours around drinking will be particularly challenging.

The earlier qualitative research (VicHealth 2013) highlighted that communication strategies focusing on the negative consequences of drinking as a deterrent are likely to have little impact on the behaviour of at-risk drinkers. Instead, the social acceptability of drinking to excess needs to be challenged, and responsible drinking actively enabled. Effective change requires providing people

with alternative, socially permissible ways to participate in our culture without drinking to excess. This is easier said than done as these culturally entrenched behaviours are often well established, highly ritualistic, and invested heavily in the lives of Victorians.

In drawing conclusions and implications from this current research it must be remembered that the respondents in this research were not specifically those groups or individuals in society who are commonly associated with binge or problem drinking. This study focused on consumers who were drinkers but who consumed at a moderate or lower level, and who perhaps 'strayed' from these levels on occasion. As such, the comments related to targeting these groups with messages about safe or moderate levels of alcohol are made with that in mind.

### ***5.1 Messages using personal values***

Messages that are designed to leverage the *personal values* of drinkers need to operate at two levels related to the major drivers across all segments: first, messages should be focused on the innate desire to do right by society (conformity values); second, they should appeal to the desire for pleasure (hedonistic values). These two underlying drivers are often in conflict with one another but need to be reconciled through appropriate messages and creative strategies.

Messages that draw on the personal value of conformity need to depict people:

- behaving properly and avoiding doing things that others would suggest are wrong
- following the rules and norms of society and doing what is expected even when no one is watching them.

The existing and more traditional messages that encourage not being drunk in public, not drinking and driving, not exposing youngsters to alcohol and not normalising alcohol too early in the lives of children would fit within this framework. These messages are often linked to negative emotions such as guilt, fear, shame and embarrassment, and while these emotional drivers are important, an opportunity exists to celebrate the ability of people to do right by others – especially family members, friends and colleagues – and to highlight the personal rewards associated with this. There is also an opportunity to reverse or counter the mateship pitch often used in current alcohol brand advertising. The concept of mateship could be used creatively to celebrate a mate's desire not to drink or to moderate their alcohol consumption. The tone could be humorous or as serious as desired, but the central message would be the celebration of a mate's decision regarding sobriety or self-control and not using alcohol as a reward. It may also be valuable to focus on personal rewards,

such that the ability to control oneself in a drinking situation results in a positive outcome related to work, health, relationships or simply upholding one's sense of self-satisfaction.

Messages that appeal to the personal value of hedonism could involve representations of people:

- striving to have a good time and having a good time without alcohol
- seeking out fun and doing things that provide pleasure – without alcohol.

The culturally bound strength of association between alcohol and a good time must be at the heart of any message strategy aimed at changing behaviour. Hedonism is associated with heavier drinking patterns and propensities but could be incorporated into messages about attaining pleasure and having fun without alcohol. The search for and attainment of pleasure and fun might be used in messages and communications to legitimatise moderate drinking or the non-consumption of alcohol. Positively framed messages rather than negative or fear-based messages may predispose consumers to feeling good about reduced alcohol consumption. Such messages would leverage transformation or reinforcement strategies by depicting those not drinking or who are moderating their drinking as having fun, moving from a neutral to an excited mood, promoting a sense of achievement, shifting from being a villain to being a hero, or changing from being left out to being included.

Although connected to only three of the four segments, the personal values of achievement and security may also be useful in developing messages promoting moderate or non-drinking. Messages that appeal to the personal value of achievement could represent people being perceived as successful, being recognised for their moderated behaviour or for not drinking in situations, and being admired for holding back and being in control. These themes could be linked with both the hedonistic and conforming values. Security-related messages might draw on the concerns of individuals who wish to live in a safe environment and feel that society needs to be governed well. Messages of this nature could be used in communications designed to lobby government; to promote action from citizens to demand good governance of alcohol availability, distribution, retailing and provision; and to report problem behaviours associated with drinking such as violence or public nuisance acts.

## ***5.2 Messages using drinking motives***

The desire to consume alcohol was found to be strongly associated with the motives of enhancement, social expectations and coping with anxiety. Alcohol is seen as a 'solution' or a mechanism to overcome awkwardness in social situations, to cheer people up when they are feeling

down or to build a degree of self-confidence, and as a usual or customary thing to do when interacting with others in different settings or occasions. The powerful influence of drinking motives reflects the deeply ritualistic and culturally bound significance of drinking in our/western society. It is also an area in which messages and communication strategies need to be developed to remove these associations and to disabuse people of the need to use alcohol for, or link alcohol to, social enhancement.

Messages that draw on the motivation to drink for enhancement might involve depictions of people:

- being more mentally alert – without alcohol
- getting a buzz and being excited – without alcohol
- feeling good and enjoying life – without alcohol.

Enhancement motives driving alcohol consumption are related to having fun, getting a buzz and being more alert, and the perception that being drunk or tipsy makes people 'feel good'. Messages that counter this perception are likely to be more negatively framed and to revolve around the consequences of consuming too much. In many respects this is what is currently offered by advertising aimed at reducing alcohol consumption. There is therefore an opportunity to frame messages more positively and to link reduced consumption or the non-consumption of alcohol with increased levels of fun, alertness and being excited about life, even in situations where it is commonly consumed. Message appeals that adopt a 'slice of life' structure and show people with an enhanced life, who do not have to drink alcohol to attain that state, may have value.

Messages that draw on the social expectation motivation to drink could show people:

- celebrating – without alcohol
- getting together in social situations – without alcohol being present or avoiding it if it is
- enjoying special occasions – without alcohol.

Social expectations are a significant driver of alcohol consumption. The perception that alcohol must be present or that one must toast or use alcohol to signify a celebration or occasion is deeply ingrained in our culture. Nonetheless, message strategies again need to legitimise the non-use of alcohol in social settings, either by individuals who choose to abstain or by the group as a whole, enjoying an occasion without the need for alcohol. Messages associated with this motive are an essential element of efforts to transform the ritualised aspects associated with celebrations and social occasions, such as toasting with champagne or sparkling wine, the need to have an esky

packed with alcohol at a barbecue, or indeed the need to spend the day at a festival in the alcohol tent or drinking area.

Anxiety and depression related motives are also key drivers of behaviour but are also amenable to alcohol reduction messages. Messages that draw on the motivation to drink for coping reasons (anxiety, depression) could show people:

- becoming more self-confident in social situations – without alcohol
- relaxing and being less anxious in social situations – without using alcohol
- overcoming a bad or dark mood – without resorting to alcohol.

For some, the desire to drink is related to the need to cope with certain problems, especially anxiety and depression. While psychological issues such as anxiety and depression are not going to be solved by drinking reduction messages alone, such messages are important to promote and legitimise alternative solutions to using alcohol, or to highlight that alcohol is not an answer.

The relationship between drinking alcohol and the anxiety motive, in particular, is mostly linked to feeling anxious in social situations and using alcohol to overcome feelings of awkwardness and to build a degree of self-confidence in such situations. Messages regarding reduced alcohol consumption or avoidance of alcohol need to illustrate that these social anxieties are not overcome through drinking and that alcohol may in fact worsen the issue. As with other messages, these could be presented in either a humorous or a serious fashion.

### ***5.3 Messages using alcohol purchasing and attributes***

As part of a broader lifestyle analysis, the factors associated with purchasing alcohol were considered. Several factors stood out as major drivers, and these may highlight opportunities to develop messages regarding the moderation of alcohol consumption or the avoidance of alcohol. The mavenistic tendency of those with a propensity to drink at higher levels was noticeable, as was the issue of ease of access to alcohol. Such tendencies are based on the need to be seen as knowledgeable about drinking-related practices, such as what and where to drink. Price sensitivity and being price-deal prone were also hallmarks of increased propensity to consume alcohol. These factors may also be useful in designing messages to reduce consumption and give people a reason to reconsider the need to use alcohol in various social situations.

Messages that appeal to the mavenistic tendency of drinkers could:

- depict people being a good source of information about what not to drink and the alternatives to drinking alcohol
- convey that having expertise around what and where to drink alcohol is not 'cool', helpful or useful
- communicate that giving people advice about where and what to drink is not a good thing to do.

Mavenism is related to satisfying the ego of an individual and is expressed by being able to provide insight and knowledge about what to drink to friends, family members and others, and it plays into the desire for recognition and the personal value of achievement. The value placed on alcohol by Australian society means that such knowledge is perceived by some to be highly valued. Messages and campaigns need to be aimed at turning this around and driving home the 'so what' theme by promoting a 'who cares that you have such detailed knowledge of alcohol brands, products and drinking establishments' view. Communications should devalue the possession of high levels of knowledge in this area. Alternatively, having insights and information about moderating alcohol intake and how to go out and have a great time without resorting to alcohol consumption should be promoted as valuable and something worth knowing and sharing.

Not much can be done about price sensitivity and people's desire to buy their alcohol brands when they are on special. Many consumers are price-conscious and will increase their purchasing volumes when offered discounted prices, including those offered through 'happy hour' and in-store. A push to restrict alcohol advertising may remove or reduce our access to information about cheaper prices and thus diminish the impetus to purchase. A drive to ban 'happy hour' arrangements could also see a removal of one of the triggers to binge drink. Likewise, the relationship between ease of access and the propensity to drink at higher levels is also difficult to deal with via communications. Greater restriction of the licensing hours of venues, of the sale of alcohol by food outlets, and of the granting of licences to open liquor outlets would likely have an influence, and communications that promote a community voice on the issue could be useful.

## ***5.4 Implications for media messages***

Developing media campaigns that promote moderate alcohol consumption and drinking behaviour is a difficult task, especially when faced with entrenched attitudes towards alcohol and generally positive perceptions of the role of alcohol in Victorians' lives.

In developing campaigns and making choices about media, social marketing agencies are faced with a multitude of questions:

- Should the focus be on the most ambivalent or the most receptive segments – for example, initiators or real followers versus moderators?
- Within each segment, should the message be aimed at the drinker or those around them?
- Should the focus be on changing fundamental behaviours of specific segments (such as a general reduction in drinking by initiators, regardless of occasion), or on modifying more easily adjusted peripheral actions (such as a reduction in drinking by younger initiators at an event or social situation)?
- How much emphasis should be placed on directly targeting the drinker in target segments versus targeting interpersonal influencers or others and leveraging or combating environmental determinants (for example, targeting real follower males and their spouses or partners)?
- What combination of awareness-raising messages, knowledge or instructional messages, and persuasive or behavioural messages, should form the basis of a campaign targeting a segment?
- What mix of traditional media versus newer electronic and social media should be considered? Targeting the initiator segment, which has a broad age range and gender profile, may require the use of both traditional media and newer social media.
- Which media vehicles should be selected for each media channel?
- Should the campaign be weighted towards a concentrated effort – for example, targeted around a specific event or time of year to moderate situational drinking pressures? Or should it be spread out over a longer timeframe to promote a general message?

The results from this research suggest that targeting segments with messages regarding moderation or cessation of drinking will continue to require a focus on the main media channels (newspapers, magazines, television, email and internet) supported by an increased use of newer electronic and social media (Facebook or similar, mobile phone SMS, Twitter and mobile phone apps). In this study the initiator segment, whose members are concentrated in the 25–44 age bracket, had an overall increased level of engagement with media, and so is likely to be more reachable with moderation messages. Initiators are more likely to be engaged in newer media and to have an ability to interact with messages placed in these media.

Furthermore, campaigns need to operate at several levels, promoting messages to the public about the problems associated with excessive alcohol consumption and trying to legitimate non-drinking as a social norm, while also encouraging moderation at specific events and occasions throughout the year (such as the races, music festivals, food festivals and Christmas).

Improved integration between traditional media and social media is required and needs to be leveraged as initiators and other segments start to engage with multiple platforms (such as watching TV and playing on the internet simultaneously) to gain access to information about events and activities. In thinking about integrating social media with traditional media, social marketing agencies need to consider the following factors:

- *Traditional media create a gateway to social media.* TV, newspapers, magazines, email and other media should be used to promote social media channels. This means going beyond the simple addition of Facebook icons or Twitter links to use messages to create a conversation and to drive people to engage via media. It may be possible to take a lead from fast-moving consumer goods marketing by using competitions, games, contests, apps and helpful hints to facilitate increased engagement (see, for example, Drinkaware at <http://www.drinkaware.ie>).
- *Leverage conversations.* It is important to reinforce the positive feedback provided by those who have succeeded in moderating their behaviour or achieved some other form of positive outcome in relation to alcohol consumption. A positive comment on a Facebook site or a forum could be used in an advertisement or promotional message (so long as permission is granted to do so). Such efforts validate the person who wrote the message and demonstrate that the peer-to-peer channel is active and useful. This could be part of the process of legitimization of non-drinking at events or in social situations.

- *Use traditional media as a showcase.* Social media channels lend themselves to user content development and co-creation of messages and campaigns. The promotion of a contest such as a photographic or video posting or the telling of a story creates an opportunity for segment members to buy into the messages and channel. The winners of such contests could be showcased in more traditional media.
- *Continue the story on social media.* Traditional media generally has a good reach, but social marketing agencies are often limited in their media spend and campaign running time. The improved development of social media sites (such as Facebook, Instagram, Twitter or dedicated internet pages and sites) can enable communicators to capture the target segment audience and continue engagement with the audience on line. This extends beyond simply repeating the message in the online space and requires the story to be continued and developed, for example, through blog posts or video. The aim is to create a desire among the target segments to seek out and engage with more content.
- *Seek feedback.* Feedback should be sought from those who view campaigns run through traditional channels. Traditional media can spread the message while social media captures the feedback. Viewers can provide their thoughts and opinions about campaigns, but care is needed to ensure that such feedback is appropriately incorporated and acknowledged.
- *Promote online content.* As experts on the issue of alcohol use and abuse, VicHealth and associated communicators are likely to have great content to offer, or at least to have the opportunity to create and share it. Social media such as blogs, eBooks, webinars and other online channels can be useful in sharing information and generating engagement by target segments. Some budgeting will be required to ensure that search engines are optimised to highlight sites when people are searching for this type of information and engagement.
- *It does not have to be a website.* More often than not, social marketers attempt to drive people to visit a website (or 'landing site'). However, this may not always be the best strategy; depending on the target audience it might be appropriate to lead them to another platform such as Facebook, Twitter or a blog.
- *Use social media to test and evaluate.* A potential campaign can be tested or discussed via social media channels. Blogs, Facebook, YouTube or other online channels can be used to seed messages, copy and video for feedback. Letting people know early that you are looking for feedback can promote increased engagement with the message.

Improving media is not about choosing either traditional or social media. While a campaign can be run using either media type, the best mix comes about when the two are used in conjunction. The symbiotic relationship between the two media channels is a powerful resource for social marketers to tap into.

## ***5.5 Conclusion***

This report highlights the factors influencing the drinking habits and behaviours of a number of segments based on personal values, drinking motives and the importance of purchasing and product attribute factors. It identified that there is a common thread associated with increased levels of drinking or a higher propensity to drink. Negative behaviour tends to be associated with a drinker's ego, level of hedonism, and perceptions about the expectations of others and the role of drinking in certain social situations and events. It is further exacerbated by the desire to be seen as a source of information regarding what and where to drink and to some degree by depression or anxiety associated with, or worsened by, social situations.

Overall, the conclusions of this report very much support and add weight to those of the earlier qualitative report (VicHealth 2013). Currently, government and health organisation communications seem to share the same overarching message: drink less. A popular style of communication focuses on the negative outcomes of drinking. However, focusing on consequences has little impact on the drinker segments who are most at risk, namely real followers and initiators, as they either see such messages as irrelevant and/or have become desensitised to them.

The powerful values and motives associated with drinking mean that messages that simply focus on drinking less or on the negative outcomes of excessive alcohol consumption are likely to be ignored by many. For segments such as real followers or initiators, such messages may be considered irrelevant or may not be processed cognitively. It is difficult to know what messages will have resonance and thereby to promote action, and this work requires creative insights from agencies and advertising professionals. Nonetheless, the points highlighted in the above discussion about the drivers do provide some lead.

Overall, current communication strategies around alcohol appear to have limited impact and effectiveness in terms of creating behavioural change among at-risk groups. A different strategy is required to create a genuine cultural shift and effectively challenge the social acceptability of drinking to excess. Such a strategy is likely to be built around messages and communications that go beyond an awareness-level campaign to promote actual engagement and action. These actions may not be an immediate reduction in drinking, but instead might be about linking to a site, entering a competition, completing a questionnaire or downloading an app. Such actions would be an intermediate step designed to raise consciousness about one's actions and to more actively promote behavioural change.

To encourage responsible drinking, communications also need to undermine and erode the social acceptance of excessive drinking and promote new and alternative social norms. Adopting a social focus will also chip away at the behaviour that has proven to be the most difficult to address: entrenched, habitual, ritualistic behaviour. Individuals need to be provided with a mode of drinking that remains culturally relevant but does not require drinking to excess. This will require a multifaceted campaign that is holistic in its representation of the alcohol culture. Such campaigns will need to balance both traditional media and newer social media and look to create a conversation and increased engagement rather than simply pushing a one-way message of reduced drinking.

Communications will also need to acknowledge Victorians' drinking behaviour yet not directly challenge the common beliefs that drinking is fun, socially acceptable and something people want to do. That said, the challenge is to create a social norm around not drinking at events or social situations and to legitimise that position. Effective messages will need to be engaging, enabling and supportive, providing practical ways to belong to the social group and to maintain 'credibility' in the tribe, while drinking moderately. Effective change requires that people are provided with socially acceptable alternatives to participate in our culture without drinking to excess. Essentially, the aim should be to create a culture in which people believe that they can have a good time and be part of the tribe whether or not they are drinking. So long as the actions and reactions portrayed are realistic and typical, these sorts of messages are likely to be the most engaging and to resonate with the target audience.

Those tasked with the responsibility of creating change will need to consider undertaking the following (VicHealth 2013):

- Recognise the manifestations of our drinking culture and leverage those symbols, mores and characteristics (such as assumptions, language, rituals and social norms) within the message strategy and execution.
- Develop messages that challenge the social acceptability of drinking to excess – such as 'no one likes you when you're messy'.
- Raise awareness and social consciousness around the question of why we as a society revere drunkenness – ask, for example, 'Is that really something to be proud of?'
- Develop messages that seek to undermine the hero status of getting drunk and drinking to excess across a range of socio-cultural contexts – for example, 'What an idiot'.

- Remove the ease with which people are willing to excuse the drunkenness and related bad behaviour of their friends, family members and colleagues, and provide new words that can be used to reflect back on drinkers – such as ‘That’s no excuse’.
- Reinforce imagery around the social acceptability of not drinking, not getting drunk, and drinking in moderation – ask, for example, ‘Why do you need to drink to have a good time?’
- Develop imagery and messages that challenge a person’s right to make others drink when they do not want to or do not have to. That is, removing the social pressure placed on non-drinkers by those drinking – ask, for example, ‘Why do you need me to have a drink?’
- Focus on the cultural positives of moderate drinking (such as enjoying every moment) rather than the negative (such as ‘missing out’).
- Utilise and develop messages about ‘heroes’ or individuals and celebrities who do not drink or who drink responsibly while retaining their social appeal.

This research has identified significant drivers of drinking behaviour across segments and recognises that there needs to be more development of integrated campaigns to engage drinkers. The study has revealed that target segment audiences need to include both the drinker and their friends and family members in order to legitimise new social norms around moderation or indeed abstinence. Drinkers and those around them need to be provided with tools and resources to enable them to drink responsibly or to understand how to reduce their attachment to alcohol in social situations. There are many approaches to developing messages and media strategies that promote moderation or non-drinking. The challenge is to determine how to facilitate links to personal motives and motivations that underpin the desire to drink, including excessive drinking, and move beyond simply raising awareness of issues to promoting action and engagement.

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## Questionnaire

This questionnaire outline presents all of the questions asked of respondents. The current report utilises a subset of these questions.

Firstly, a couple of questions about yourself.

Are you ...? [SR]

Male	1	CHECK QUOTA
Female	2	CHECK QUOTA

Which of the following best describes your age group? Select one only. [SR]

17 years or under	1	TERMINATE
18–24 years	2	CHECK QUOTA
25–34 years	3	CHECK QUOTA
35–44 years	4	CHECK QUOTA
45–54 years	5	CHECK QUOTA
55–64 years	6	CHECK QUOTA
65 years and over	7	CHECK QUOTA

Where do you live? [SR]

Melbourne metro area	1	CHECK QUOTA
Victoria – regional area	2	CHECK QUOTA
Other state of Australia	3	TERMINATE

How often do you have a drink containing alcohol (at any level)? [SR]

Every day	1	CONTINUE
5–6 days a week	2	CONTINUE
1–2 days a week	3	CONTINUE
2–3 days a month	4	CONTINUE
Once a month	5	CONTINUE
Once every 2–6 months	6	CONTINUE
Once a year	7	TERMINATE
Less often than once a year	8	TERMINATE
Don't drink alcohol	9	TERMINATE

Have you purchased alcohol from a retail liquor store in the last six months e.g. Dan Murphy, Liquorland, Duncan's and the like? [SR]

Yes	1	CONTINUE
No	2	TERMINATE

We are interested in the types of alcohol you consume. There is no right or wrong answer – just tell us what you usually drink.

In general, of those listed below, which is your most preferred alcoholic beverage, i.e. which do you drink the most or least of? Please divide 100 points across those you drink, e.g. if you only drink beer then allocate it 100 points, but if you equally drink beer and red wine then allocate 50 points to each.

Beer (standard draught)	
Beer (premium and boutique)	
Red wine	
White wine	
Sparkling wine/champagne	
Cider	

Premixed in can or bottle/ready to drink/alcopops	
Spirits but not premixed – mix it yourself or drink straight/with ice	
TOTAL	= 100 POINTS

Please think about all the alcohol you have consumed in the last seven days AT HOME. Combining all the forms of alcohol you consumed (beer, wine, cider, spirits etc.), how many standard alcoholic drinks would you have had each day AT HOME? Enter an answer for each day of the week. [SR for each day]

Alcohol consumed AT HOME	None	1-2 standard drinks	3-4 standard drinks	5-6 standard drinks	7-8 standard drinks	9-10 standard drinks	More than 10 standard drinks
Monday	1	2	3	4	5	6	7
Tuesday	1	2	3	4	5	6	7
Wednesday	1	2	3	4	5	6	7
Thursday	1	2	3	4	5	6	7
Friday	1	2	3	4	5	6	7
Saturday	1	2	3	4	5	6	7
Sunday	1	2	3	4	5	6	7

Thinking about the alcohol you consumed over the last seven days AT HOME and reported in the last question, is this more or less than a typical week? [SR]

Consumed less than usual	1
Consumed about the same as I usually do	2
Consumed more than usual	3

Please think about all the alcohol you have consumed in the last seven days AWAY FROM HOME. Combining all the forms of alcohol you consumed (beer, wine, cider, spirits etc.), how many standard

alcoholic drinks would you have had each day AWAY FROM HOME? Enter an answer for each day of the week. [SR for each day]

Alcohol consumed AWAY FROM HOME	None	1-2 standard drinks	3-4 standard drinks	5-6 standard drinks	7-8 standard drinks	9-10 standard drinks	More than 10 standard drinks
Monday	1	2	3	4	5	6	7
Tuesday	1	2	3	4	5	6	7
Wednesday	1	2	3	4	5	6	7
Thursday	1	2	3	4	5	6	7
Friday	1	2	3	4	5	6	7
Saturday	1	2	3	4	5	6	7
Sunday	1	2	3	4	5	6	7

Thinking about the alcohol you consumed over the last seven days AWAY FROM HOME and reported in the last question, is this more or less than a typical week? [SR]

Consumed less than usual	1
Consumed about the same as I usually do	2
Consumed more than usual	3

Please think about all the alcohol you have consumed in the last seven days AT HOME. Approximately how much would you have spent or consumed of each type in dollar terms AT HOME? Enter an answer for each type of alcohol. [SR for each alcohol type]

Dollar value AT HOME	None/ Didn't drink it	\$1-20	\$21- 40	\$41-60	\$61- 100	\$100 or more
Beer (standard draught)	1	2	3	4	5	6
Beer (premium and boutique)	1	2	3	4	5	6

Red wine	1	2	3	4	5	6
White wine	1	2	3	4	5	6
Sparkling wine/champagne	1	2	3	4	5	6
Cider	1	2	3	4	5	6
Premixed in can or bottle/ready to drink/alcopop	1	2	3	4	5	6
Spirits but not premixed - mix it yourself or drink straight/with ice	1	2	3	4	5	6

Thinking about the alcohol you consumed over the last seven days AT HOME and reported in the last question, have you spent more or less than a typical week? [SR]

Spent less than usual	1
Spent about the same as I usually do	2
Spent more than usual	3

Please think about all the alcohol you have consumed in the last seven days AWAY FROM HOME (bars, clubs, pubs etc.). Approximately how much would you have spent or consumed of each type in dollar terms AWAY FROM HOME? Enter an answer for each type of alcohol. [SR for each alcohol type]

Dollar value AWAY FROM HOME	None/Di dn't drink it	\$1-20	\$21-40	\$41-60	\$61-100	\$100 or more
Beer (standard draught)	1	2	3	4	5	6
Beer (premium and boutique)	1	2	3	4	5	6
Red wine	1	2	3	4	5	6
White wine	1	2	3	4	5	6

Sparkling wine/champagne	1	2	3	4	5	6
Cider	1	2	3	4	5	6
Premixed in can or bottle/ready to drink/alcopops	1	2	3	4	5	6
Spirits but not premixed – mix it yourself, mixed by staff or drink straight/with ice	1	2	3	4	5	6

Thinking about the alcohol you consumed over the last seven days AWAY FROM HOME and reported in the last question, have you spent more or less than a typical week? [SR]

Spent less than usual	1
Spent about the same as I usually do	2
Spent more than usual	3

Consuming alcohol is undertaken for any number of reasons. We are interested in understanding what influences you. There are no right or wrong answers – just tell us whether you agree or disagree with the following things as motivators of your alcohol consumption. [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Totally disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Totally agree
As a way to celebrate	1	2	3	4	5	6
Because it is what most of my friends do when we get together	1	2	3	4	5	6
To be sociable	1	2	3	4	5	6
Because it is customary on special occasions	1	2	3	4	5	6

Because it makes social gatherings more enjoyable	1	2	3	4	5	6
To relax	1	2	3	4	5	6
Because I feel more self-confident or sure of myself	1	2	3	4	5	6
To reduce my anxiety	1	2	3	4	5	6
To forget my worries	1	2	3	4	5	6
Cheer me up when I'm in a bad mood	1	2	3	4	5	6
Because it helps me when I am feeling depressed	1	2	3	4	5	6
To stop me from dwelling on things	1	2	3	4	5	6
To help me feel more positive about things in my life	1	2	3	4	5	6
To stop me from feeling so hopeless about the future	1	2	3	4	5	6
To forget painful memories	1	2	3	4	5	6
Because I like the feeling	1	2	3	4	5	6
Because it is exciting	1	2	3	4	5	6
To get a buzz	1	2	3	4	5	6
Because it's fun	1	2	3	4	5	6
Because it makes me feel good	1	2	3	4	5	6

Drinking helps me to be more mentally alert	1	2	3	4	5	6
To be liked	1	2	3	4	5	6
So that others won't kid me about not drinking	1	2	3	4	5	6
To fit in with my friends	1	2	3	4	5	6
To fit in with a group I socialise in	1	2	3	4	5	6
So I won't feel left out	1	2	3	4	5	6
To be more outgoing and friendly	1	2	3	4	5	6
To increase my self-confidence in social situations	1	2	3	4	5	6
To stimulate my thinking and ideas	1	2	3	4	5	6
To be less inhibited in social situations	1	2	3	4	5	6
To help me open up and express my feelings	1	2	3	4	5	6
To feel sexier or more attractive	1	2	3	4	5	6
Overall alcohol is a normal part of my lifestyle	1	2	3	4	5	6
Overall alcohol is an important part of my lifestyle	1	2	3	4	5	6
Drinking alcohol will have a negative	1	2	3	4	5	6

effect on my overall health						
Drinking alcohol will make me put on weight	1	2	3	4	5	6

Consuming alcohol can be done in any number of places and at any number of events. We are interested in understanding how much you would normally consume at different events that you may attend. There are no right or wrong answers – just tell us how much you would likely consume. If you haven't attended or don't attend some of the events just check 'Don't attend' for that event. [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Don't attend	0 standard drinks	1-2 standard drinks	3-4 standard drinks	5-6 standard drinks	7-8 standard drinks	9-10 standard drinks	More than 10 standard drinks
Friend's wedding	1	2	3	4	5	6	7	8
Buck's/hen's night	1	2	3	4	5	6	7	8
Grand final celebration (for any code)	1	2	3	4	5	6	7	8
Attending races e.g. Melbourne Cup/Oaks Day	1	2	3	4	5	6	7	8
Work Christmas party	1	2	3	4	5	6	7	8
Day at the cricket or similar	1	2	3	4	5	6	7	8
New Year's Eve party	1	2	3	4	5	6	7	8

My birthday celebrations	1	2	3	4	5	6	7	8
21st celebration	1	2	3	4	5	6	7	8
House party	1	2	3	4	5	6	7	8
Day at the tennis or similar	1	2	3	4	5	6	7	8
Dinner at home with family	1	2	3	4	5	6	7	8
Friday night drinks with mates	1	2	3	4	5	6	7	8
Dinner out with friends	1	2	3	4	5	6	7	8
Music/ outdoor festival	1	2	3	4	5	6	7	8
Dinner at home with friends	1	2	3	4	5	6	7	8
Indoor concerts/ gigs	1	2	3	4	5	6	7	8
Close family celebration	1	2	3	4	5	6	7	8
Weekend BBQ drinks	1	2	3	4	5	6	7	8
Night out with your best friend	1	2	3	4	5	6	7	8
Girls/boys night out	1	2	3	4	5	6	7	8
After-work drinks with	1	2	3	4	5	6	7	8

colleagues								
Evening at home on my own	1	2	3	4	5	6	7	8

When drinking at home or out, people often purchase alcohol from many different places. Please tell us how often you would purchase alcohol from each of these places. [SR. ROTATE. ONE ANSWER FOR EACH PLACE]

	Never	Sometimes	Mostly
Specialty stores e.g. speciality wine store	1	2	3
Supermarket liquor stores e.g. Coles, Liquorland	1	2	3
IGA type stores e.g. Foodworks, IGA	1	2	3
Independent liquor stores e.g. Dan Murphy, Duncan's, Thirsty Camel	1	2	3
Pub bottle shop	1	2	3
Online or alcohol clubs	1	2	3

People often have different ways of purchasing and choosing alcohol to consume. Again, there are no right or wrong answers – just tell us how much you agree or disagree with these statements. [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Totally disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Totally agree
I buy my alcohol in advance so it is always available to drink	1	2	3	4	5	6
I am a member of a club (e.g. wine club, brewing club) and receive regular deliveries of alcohol	1	2	3	4	5	6

I only buy alcohol on special occasions and I know I will drink it	1	2	3	4	5	6
I buy alcohol when I am doing my grocery shopping	1	2	3	4	5	6
I buy alcohol on any day of the week when I need it	1	2	3	4	5	6
I like browsing liquor stores and seeing what is available	1	2	3	4	5	6
Shopping for alcohol is like a game to me e.g. I try to get a good deal	1	2	3	4	5	6
I generally just buy my alcohol and leave quickly	1	2	3	4	5	6
I normally have a very clear idea of what brand I will buy before going into a bottle store	1	2	3	4	5	6
I never know what I will buy before I go into a liquor store	1	2	3	4	5	6
The in-store specials often shape what I end up buying	1	2	3	4	5	6
I often roam the aisles of the liquor store until something takes my fancy	1	2	3	4	5	6

I have more confidence in alcohol brands that I have seen advertised than in unadvertised brands	1	2	3	4	5	6
I am often influenced by what friends say about an alcohol brand	1	2	3	4	5	6
I am often influenced by what writers or professionals say about alcohol brands	1	2	3	4	5	6
Information from advertising helps me to make better alcohol buying decisions	1	2	3	4	5	6
In general, I am positive about alcohol advertising in the media	1	2	3	4	5	6
Information about alcohol is very important to me. I need to know what the product contains and where it is made	1	2	3	4	5	6
I compare alcohol product information to decide which brand to buy	1	2	3	4	5	6
I compare alcohol labels to select the	1	2	3	4	5	6

best product						
It bothers me when people disapprove of my alcohol choices	1	2	3	4	5	6
It is important for me to fit in with those drinking around me	1	2	3	4	5	6
My drinking behaviour often depends on how others wish me to behave	1	2	3	4	5	6
People think of me as a good source of information on different brands and types of alcohol	1	2	3	4	5	6
I am somewhat of an expert when it comes to different types of alcoholic drinks	1	2	3	4	5	6
I enjoy giving people tips on which alcohol brand and products to buy	1	2	3	4	5	6
I always notice when the alcohol I buy regularly in a store changes in price	1	2	3	4	5	6
I look for ads about alcohol price discounts and plan to take advantage of them when I go shopping for	1	2	3	4	5	6

alcohol						
I always shop around to get the best price for the alcohol I buy in a store	1	2	3	4	5	6
It is important for me to know that I always get the best quality brand of alcohol for my money	1	2	3	4	5	6
I compare prices between alcohol bottle sizes and packs in order to get the best value for money	1	2	3	4	5	6
I always try to get the best quality brand for the best price	1	2	3	4	5	6
I like to try new and different alcohol products or brands	1	2	3	4	5	6
I like to try new alcohol products that I have never tasted before	1	2	3	4	5	6
I like to try new alcohol flavours or styles I have never tasted before	1	2	3	4	5	6
I try to avoid alcohol products with additives	1	2	3	4	5	6
I prefer to buy natural or organic alcohol products,	1	2	3	4	5	6

i.e. without preservatives						
I don't mind paying a premium for natural or organic alcohol products	1	2	3	4	5	6
I will purchase only certain alcohol brands, not others	1	2	3	4	5	6
For different types of alcohol, I have a few favourite brands and limit my purchases to them	1	2	3	4	5	6
For different types of alcohol, there are certain brands for which I have a definite preference	1	2	3	4	5	6

Some suburbs provide easier access to alcohol than others. We are interested in how easy it is to access alcohol in your area. Please enter your postcode:

Type in postcode:	
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How much do you agree or disagree with these statements? [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Totally disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Totally agree
In my suburb I have easy access to liquor and bottle stores	1	2	3	4	5	6

In my suburb I have easy access to pubs and bars where alcohol is sold	1	2	3	4	5	6
In my suburb I have easy access to cafes and restaurants that serve alcohol	1	2	3	4	5	6
I can easily walk to the places where I normally purchase alcohol	1	2	3	4	5	6
I generally have to drive to the places where I buy alcohol	1	2	3	4	5	6
I generally have to drive to places where I consume alcohol e.g. pub or bar	1	2	3	4	5	6

We are interested in your approach to drinking. Although these questions might seem similar to earlier ones they are different and very important, and help us understand the way that people drink.

How often during the last year have you found that you were not able to stop drinking once you had started? [SR]

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

How often during the last year have you found that you did not want to stop drinking once you had started? [SR]

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

How often during the last year have you failed to do what was normally expected from you because of drinking? [SR]

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

How often during the last year have you been unable to properly remember what happened the night before because you had been drinking?

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

How often during the last year have you needed an alcoholic drink first thing in the morning to get yourself going after a night of heavy drinking?

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

How often during the last year have you had a feeling of guilt or remorse after drinking?

Never	1
Less than monthly	2
Monthly	3
Weekly	4
Daily or almost daily	5

Have you or someone else been injured as a result of your drinking?

No	1
Yes, but not in the last year	2
Yes, during the last year	3

Has a relative, friend or acquaintance been emotionally hurt as a result of your drinking?

No	1
Yes, but not in the last year	2
Yes, during the last year	3

Has a relative, friend, doctor, or another health professional expressed concern about your drinking or suggested you cut down?

No	1
Yes, but not in the last year	2
Yes, during the last year	3

Drinking at social events and venues can sometimes result in negative personal consequences. Reflecting back on your socialising over the last 12 months, how often have you experienced each of the following things? [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Never experienced it	1-2 times	3-4 times	5-6 times	7-8 times	More than 8 times
Nuisance behaviour e.g. public urination, vomiting, bottle breaking	1	2	3	4	5	6
Theft of property	1	2	3	4	5	6
Criminal damage or property damage	1	2	3	4	5	6
Anger and arguing between individuals or groups	1	2	3	4	5	6
Violence or fighting between individuals or groups	1	2	3	4	5	6
Unwanted attempts at conversation by someone	1	2	3	4	5	6
Unwanted sexual advances by someone	1	2	3	4	5	6

Our socialising can sometimes result in negative consequences. Over the last 12 months how often has your socialising had a negative effect on each of the following? [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Never	1-2 times	3-4 times	5-6 times	7-8 times	More than 8 times
On your work, studies or employment opportunities	1	2	3	4	5	6
On your housework, or chores around the house	1	2	3	4	5	6
On your relationships with other family members, including children	1	2	3	4	5	6
On your friendships or social life	1	2	3	4	5	6
On your health	1	2	3	4	5	6
On your finances	1	2	3	4	5	6

How useful are each of the following media sources in providing you with information about which brands of alcohol to buy and consume? [SR. ROTATE. ONE ANSWER FOR EACH MEDIA TYPE]

	Not useful at all	Not particularly useful	Somewhat useful	Useful	Very useful	Most useful	Never use it
Mobile phone (talking)	1	2	3	4	5	6	7
Mobile phone (texting)	1	2	3	4	5	6	7
Free-to-air television	1	2	3	4	5	6	7

e.g. channel 9, 7, 10, Go etc.							
Pay television	1	2	3	4	5	6	7
Email e.g. Gmail	1	2	3	4	5	6	7
Internet search engines (non-work related) e.g. Google	1	2	3	4	5	6	7
Twitter or similar	1	2	3	4	5	6	7
Facebook or similar	1	2	3	4	5	6	7
Internet chat room	1	2	3	4	5	6	7
Radio stations e.g. Triple M, National radio	1	2	3	4	5	6	7
Cinema	1	2	3	4	5	6	7
Newspapers (hardcopy) – main dailies e.g. <i>The Age</i>	1	2	3	4	5	6	7
Newspapers (online) e.g. <i>The Age, The Herald Sun</i>	1	2	3	4	5	6	7
Newspapers (free) e.g. <i>MX, Melbourne</i>	1	2	3	4	5	6	7

<i>Times</i>							
Magazines	1	2	3	4	5	6	7
Catalogues and brochures e.g. in the letterbox	1	2	3	4	5	6	7

People often have different perspectives on life and this influences what they do.

We are interested in understanding what you feel is important in your life and what key values guide your life. Please look at the following statements and tell us how well they ACTUALLY describe you and your approach to life. [SR. ROTATE. ONE ANSWER FOR EACH STATEMENT]

	Not like me at all	Not like me	A little like me	Somewhat like me	Like me	Very much like me
I always think up new ideas, am original and creative, and do things my own way	1	2	3	4	5	6
I feel it's important to be rich and have a lot of money and expensive things	1	2	3	4	5	6
I believe it's important that every person in the world should be treated equally no matter who, where, or what they are	1	2	3	4	5	6
I always like to show my abilities and to be admired for what I do	1	2	3	4	5	6
I prefer to live in secure surroundings and avoid doing things that might endanger my safety	1	2	3	4	5	6

I believe everyone should have equal opportunities in life no matter who, where or what they are	1	2	3	4	5	6
I like to be constantly surprised, to do many different things in my life, and always look for new things to do	1	2	3	4	5	6
I always try to follow the rules of society and do what is expected of me, even when no one is watching	1	2	3	4	5	6
I am always willing to listen to people who are different and even when I disagree with them I still want to understand them	1	2	3	4	5	6
I always try to be humble and modest and not draw attention to myself	1	2	3	4	5	6
I always try to have a good time and to spoil myself	1	2	3	4	5	6
I am free to make my own decisions about what I do and I'm not dependent on others	1	2	3	4	5	6
I always try to help people around me and to care for their wellbeing	1	2	3	4	5	6
I like being seen as very successful and recognised by others	1	2	3	4	5	6

for my achievements						
I believe that the government needs to be strong and ensure my safety against all threats	1	2	3	4	5	6
I always seek adventure and take risks to lead an exciting life	1	2	3	4	5	6
I always try to behave properly and to avoid doing anything people would say is wrong	1	2	3	4	5	6
I always try to get respect from others and to get them to do as I as I say	1	2	3	4	5	6
I am a loyal friend and devoted to the people close to me	1	2	3	4	5	6
I care for nature and always look after the environment	1	2	3	4	5	6
I adhere to traditions and try and follow the customs handed down to me by religion or family	1	2	3	4	5	6
I take every chance I have to seek out fun and to always do the things that give me pleasure	1	2	3	4	5	6

To finish up, we have just a couple of questions about you ...

What is your current employment status? [SR]

Full-time employee	1	CONTINUE
Part-time employee	2	CONTINUE
Casual employee	3	CONTINUE
Self-employed	4	CONTINUE
Full-time home duties (not otherwise employed)	5	SKIP TO Q36
Unemployed/looking for work	6	SKIP TO Q36
Student	7	SKIP TO Q36
Retired	8	SKIP TO Q36
Pensioner	9	SKIP TO Q36

What is your occupation?

Type in occupation:	
---------------------	--

Which of these best describes you? [SR]

Single	1
Married/de facto relationship/partner	2

Do you currently smoke? [SR]

Yes	1
No	2

What is your approximate weight?

Type in KILOGRAMS (KG):	
Don't know	2
Prefer not to answer	3

What is your approximate height?

Type in CENTIMETRES (CM):	
Don't know	2
Prefer not to answer	3

Do you have any children under 18 years old who live at home with you? [SR]

Yes	1	CONTINUE
No	2	SKIP TO Q42

What are the ages of the children living in your household who are under 18 years of age? Please select all that apply. [MR]

Under 3 years	1
3–5 years	2
6–9 years	3
10–12 years	4
13–17 years	5

Which of these categories best represents your total household annual income before taxes?

Less than \$29,999	1
\$30,000–39,999	2

\$40,000–59,999	3
\$60,000–79,999	4
\$80,000–99,999	5
\$100,000 and over	6
Prefer not to answer	7



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