

JACOB'S CREEK

171



Photo: Icon Sportswire/Getty Images

# #BOOZEFREESPORT

## Stop serving alcohol ads in sport

PARENTS POLL SNAPSHOT  
January 2018

### KEY FINDINGS

- **Two thirds of Australian parents (66%) oppose alcohol advertising and promotion during professional sporting games/matches.**
- **The majority of parents (73%) are concerned that children are being exposed to alcohol advertising and promotion through alcohol companies' commercial sponsorship arrangements with Australia's leading sports.**
- **When asked who they think benefits from alcohol sponsorship of professional sporting teams, Australian parents are more likely to say it is the alcohol company (78%) followed by the professional sporting team (49%).**
- **An overwhelming majority of Australian parents (89%) agree that alcohol advertising and promotion should not be shown on television during children's viewing hours.**
- **Three quarters (73%) of Australian parents agree that alcohol advertising and sponsorship is reinforcing Australia's harmful drinking culture.**



Foundation for Alcohol Research & Education



The Foundation for Alcohol Research and Education (FARE) commissioned YouGov Galaxy to undertake polling to investigate Australian parents' attitudes towards alcohol sponsorship and advertising in sport.

This study was conducted online by YouGov Galaxy between Friday 17 November 2017 and Tuesday 21 November 2017. The survey sample comprised 1,003 parents aged 18 years and older who have children under 18 years living at home, distributed throughout Australia.

Following the collection of data, the results were weighted by age, gender and region to reflect the latest Australian Bureau of Statistics (ABS) population estimates.

## Findings

### ALCOHOL ADVERTISING AND PROFESSIONAL SPORTING GAMES

Two thirds of Australian parents (66%) oppose alcohol advertising and promotion during professional sporting games/matches, just 24% support it, and 10% say they don't know.

The table below provides an overview of the extent Australian parents support alcohol advertising and promotion during professional sporting games/matches.

	2017 (%)
Support	24
Oppose	66
Don't know	10

The majority of parents (73%) are concerned that children are being exposed to alcohol advertising and promotion through alcohol companies' commercial sponsorship arrangements with the National Rugby League (NRL), the Australian Football League (AFL) and Cricket Australia, with almost a third (32%) being very concerned. One fifth (22%) of Australian parents are not concerned at all and 5% say they don't know.

The table below provides an overview of the extent Australian parents are concerned that children are being exposed to alcohol advertising and promotion through alcohol companies' commercial sponsorship arrangements with the NRL, the AFL and Cricket Australia.

	2017 (%)
Very concerned	32
Somewhat concerned	41
<i>Subtotal</i>	73
Not concerned at all	22
Don't know	5

When asked who they think benefits from alcohol sponsorship of professional sporting teams, Australian parents are more likely

to say it is the alcohol company (78%) followed by the professional sporting team (49%). Just 12% of Australian parents believe grass-roots sports benefit from alcohol sponsorship of professional sporting teams, and only 10% believe communities benefit.

The table below provides an overview of who Australian parents believe benefit most from alcohol sponsorship of professional sporting teams.

	2017 (%)
The alcohol company	78
The professional sporting team	49
Grass-roots sports	12
Communities	10
Individuals	9
Other	1
Don't know	8

Note that people were able to select those that applied.

### ALCOHOL ADVERTISING ON TELEVISION DURING CHILDREN'S VIEWING HOURS

An overwhelming majority of Australian parents (89%) agree that alcohol advertising and promotion should not be shown on television during children's viewing hours, with more than half (62%) strongly agreeing. Just 8% of Australian parents disagree and 3% say they don't know.

The table below provides an overview of the extent Australian parents agree that alcohol advertising and promotion should not be shown on television during children's viewing hours.

	2017 (%)
Strongly	62
Somewhat agree	27
<i>Subtotal</i>	<i>89</i>
Disagree	8
Don't know	3

### IMPACT OF ALCOHOL ADVERTISING AND SPONSORSHIP ON AUSTRALIA'S HARMFUL DRINKING CULTURE

Three quarters (73%) of Australian parents agree that alcohol advertising and sponsorship is reinforcing Australia's harmful drinking culture, 20% disagree, and 7% say they don't know.

The table below provides an overview of the extent Australian parents agree that alcohol advertising and sponsorship is reinforcing Australia's harmful drinking culture.

	2017 (%)
Strongly agree	36
Somewhat agree	37
<i>Subtotal</i>	<i>73</i>
Disagree	20
Don't know	7

# #BOOZEFREESPORT

## Stop serving alcohol ads in sport

### #BoozeFreeSport: Why we are calling for an end to alcohol advertising in sport

Millions of Australian children and families watch the AFL, NRL, and cricket; sports which are saturated with alcohol promotion.

So much so that it's becoming impossible to know where the game ends and the alcohol advertising begins.

Yet all the evidence shows that exposure to alcohol advertising is associated with young people drinking more and from an earlier age.

That's why we're calling for an end to alcohol advertising in sport. Let's protect our kids by ending the promotion of alcohol brands in Australia's favourite sporting codes.

We know Australians care deeply about this issue and change is possible but we need your help to get there. As a Booze Free Sport community, we can encourage Australia's favourite sports to give up their alcohol advertising partnerships; encourage governments to assist offending codes to break their addiction of alcohol advertising dollars; inspire and ignite change across all professional sporting codes; and build a better future for our kids.

