

ALCOHOL DELIVERY RESEARCH

Australian Perceptions and Experiences of Alcohol Delivery

Delivered to Uber
by Ipsos Corporate Reputation

April 2025

Job number: 24-088391-01



METHODOLOGY

01

Methodology

Survey

An online survey was conducted targeting the Australian General Population and recent users of online alcohol delivery services to gauge perceptions of on-demand alcohol delivery services and regulation. Recent users were asked an additional section about their experience using the service.

Core Sample

A nationally representative sample of 948 respondents aged 18-65 was collected, including a natural fallout of those who have ordered alcohol online within the past 6 months (we refer to these as recent users). An additional boost of 200 recent users ensured in-depth analysis of this group was possible.

Analysis

The General Population sample was weighted for age, gender and location using the most recent ABS data. In some cases where results do not sum to 100%, it may be related to the omission of 'Don't know' or neutral responses, or because of rounding.

Method



Online Survey

Survey Length



11-15 min

Fieldwork Dates



March-April 2025

Sample Breakdown

	n	Definition
General Population	948	Aged 18-65. Age, gender and location representative of Australian population.
Recent Users	577	Aged 18-65. Used an online alcohol delivery service in the past 6 months.

PERCEPTIONS AND EXPERIENCE OF ALCOHOL CONSUMPTION AND DELIVERY

02

Cultural attitudes towards alcohol are changing, and there is an indication that Australians are embracing a more responsible drinking culture.

Dominant perceptions indicate a shift towards a more responsible drinking culture in recent years. When asked about how attitudes are changing, Australians say:

38% There's **more awareness of the health risks** associated with alcohol consumption

37% **Non-alcoholic and low-alcohol alternatives** are becoming more popular

34% There's increased social **acceptance of not drinking alcohol**

However, 17% of Australians still believe that people are drinking more than they used to.



42% of Australians say their **overall drinking habits have changed** in the past year.

Of these, **83% say they drink less than they used to**, while 15% say they are drinking more.

This reflects a general change in attitudes and behaviours away from more irresponsible consumption of alcohol, which may lessen some of the General Population's concerns.



There is a view that younger generations are drinking less than older generations, reflected in the frequency of alcohol consumption.

30%

of Australians believe that younger generations are drinking less than older generations.

Average frequency for drinking alcoholic beverages (self-reported):

Total 18-65yo	18-24yo	25-34yo	35-44yo	45-54yo	55-65yo
71 times/year	24 times/year	66 times/year	61 times/year	93 times/year	96 times/year
n=948	n=135	n=206	n=213	n=199	n=195



21%

of those 18-24yo say they never consume alcoholic beverages vs. **12%** of Australians 18-65yo



Older age groups report more frequent drinking occasions compared to their younger counterparts.

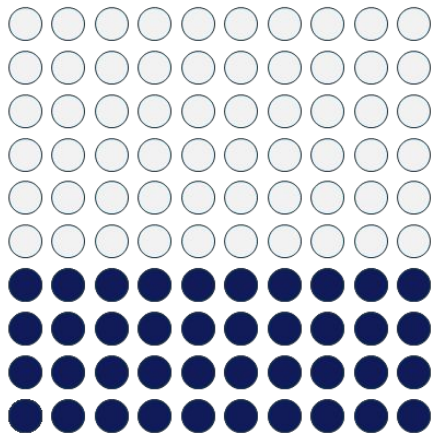
While the overall average frequency of drinking occasions across all age groups is 71 times per year, there is a noticeable variation between age groups.

The youngest adults, aged 18-24, drink least frequently with just 24 drinking occasions per year. In contrast, the 55-65 age group shows the highest frequency of drinking occasions at 96 times per year. This pattern supports the notion that younger generations are drinking less frequently, potentially indicating a shift in drinking culture across age groups.

Many Australians have used online alcohol delivery services recently and often advocate its function.

How many **Australians** are **recent users** of online alcohol delivery services?

40%



Among the **recent users**...



49% somewhat or strongly support the ability to have alcohol delivered on-demand...

39% neither support nor oppose

while **13%** somewhat or strongly oppose



Convenience is perceived as one of the main benefits of alcohol delivery, but concerns persist among a minority.

Australians generally point to convenience as the main reason for using alcohol delivery services.

Both non-users of alcohol delivery services and recent users with a preference for purchasing alcohol online primarily mention benefits related to convenience and saving time when asked about the reasons for purchasing alcohol online instead of at a store.

Non-users, top 3 reasons

67% More convenient

51% Saves time

36% Can purchase regardless of their current location

Recent users, top 3 reasons who prefer online

64% More convenient

62% Saves time

36% Better prices

Among the **General Population...**



31% somewhat or strongly support the ability to have alcohol delivered on-demand...

48% neither support nor oppose

while **21%** somewhat or strongly oppose



However, despite the convenience benefits, 1 in 5 Australians oppose the ability to have alcohol delivered on-demand.

This suggests underlying pockets of concerns about potential negative impacts of alcohol delivery. Yet, the **high level of neutrality indicates that for many Australians this is not a polarising topic.**

Online alcohol delivery services are mostly used to provide alcohol for responsible consumption.

When do recent users use online alcohol delivery services?



Early evening dominates online alcohol orders

The majority (**63%**) of the recent users place orders between 5pm-9pm.

40% typically order between 12pm-5pm, while **16%** order between 9pm-11pm.

Remaining **8%** order between 9am-12pm.

What do recent users order via online alcohol delivery?



Beer and wine lead online alcohol purchases

81% of the recent users purchase beer or wine when ordering alcohol online.

45% buy spirits, while **24%** buy ready-to-drink cocktails.

How much do recent users drink when ordering alcohol online?



Same day consumption patterns vary

Most (**62%**) of recent users say they drink some of their order on the day of delivery, while **20%** consume most of it, and **6%** drink the entire order on the delivery day.

Remaining **12%** save it all for later.

Online alcohol delivery services cater predominantly to social consumption and as an add on to meals.



Food plays a crucial role in online alcohol orders

34% typically bundle alcohol orders with food. Of those who don't bundle their orders with food, **67%** still eat while consuming their delivered alcohol.



Online alcohol orders primarily serve social consumption

72% of recent users order alcohol online for social occasions:

- 46% typically order to share with others
- 27% order for both personal and social consumption

Remaining **28%** primarily order for individual consumption.



We were ordering food online via Woolworths and so decided to order alcohol along with it (beer, wine).

To get my drink and food together so I can enjoy at [the same] time.

Easier and fast delivery. I can spend time with friends and family while products are delivered.

Restock on some spirits and wine for having friends over.

We were having a informal [night] at home with the family and I had a good deal for delivery.

Just personal consumption. No occasion.

Online alcohol delivery services are also seen to play a role in improving road safety by limiting drink-driving.

A key reason Australians support alcohol delivery is the belief that it reduces drinking and driving...

It's a necessary thing to prevent drink drivers and accidents.

I think it would drastically decrease the amount of drunk drivers and even save lives. Due to the stupid people that would have driven being able to get delivery.

It saves people from being tempted to drink and drive.

Keeps those that are tempted to drive, but are over the limit off the road.

43% of **Australians** believe alcohol delivery services have a positive impact on drinking and driving

46% of **Australians** think online delivery services decrease the likelihood of driving under the influence

Further, the experiences of recent users show that some use online delivery services to *avoid* drinking and driving.

I had already had a few drinks, wanted more but knew I shouldn't drive.

Had friends over and we ran out of drinks but no one was sober to drive.

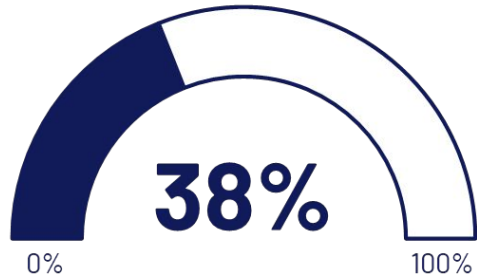
Ran out at a celebration, had drunk too much to drive safely.

Recent users generally agree with the General Population that online delivery services reduce the likelihood of drinking and driving (40%) and some cite not wanting to drink and drive as the reason for their most recent delivery (5%). This indicates that online drinking services are seen to be aiding the reduction of drinking and driving; a notable positive public impact.

PERCEPTIONS AND EXPERIENCE OF SAFETY MEASURES

03

Recent users show significantly higher trust in the online alcohol industry and find it safer than the general public.



of **Australians** trust the online alcohol industry to handle and deliver alcohol safely and responsibly

vs. **64%** of recent users

Trust and safety perceptions of online alcohol delivery services differ significantly between the general public and recent users of online alcohol delivery services.

High neutrality and 'don't know' responses among the general public suggest that online alcohol delivery isn't a top-of-mind or highly polarising issue.

In contrast, recent users show higher trust and safety ratings, with fewer 'don't know' responses. This pattern indicates that direct experience with online alcohol services tends to improve overall perceptions, while the general public remains largely neutral or uninformed.

How would you rate the safety of online alcohol delivery in its current form?

	Neutral	Distrust	Don't know
General Population	28%	14%	20%
Recent Users	25%	8%	4%

	Safe	Neutral	Unsafe
General Population	35%	42%	23%
Recent Users	57%	29%	14%

ID verification is the most important safety factor for Australians, but those who oppose alcohol delivery want to see more.

For online delivery the most important claimed safety factor is ID verification.

This aligns with Australians' belief that online delivery has a negative impact on underage drinking. To address these concerns, the sector will need to clearly demonstrate its ID verification procedure.

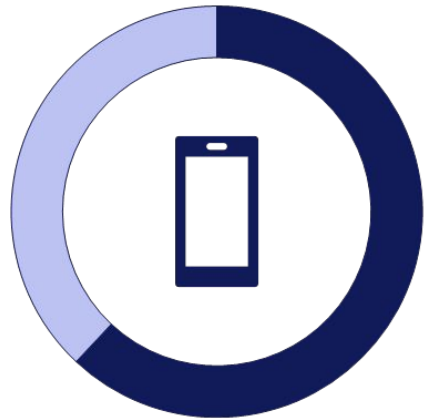
84% of Australians think ID verification is important as a safety factor for online alcohol delivery.

More skeptical Australians see additional safety factors as important.

Those who oppose or rate alcohol delivery services as unsafe feel that additional safety measures are also important. This suggests the industry should work with government to develop robust safety processes and then educate the General Public about them.

56% of Australians believe alcohol delivery has a negative impact on underage drinking.

Technology is seen as a potential way to improve the safety of alcohol retail, but limits are seen as the best way to help those struggling most.



62%

of Australians think technology in delivery apps can enhance the safety of alcohol retail to some extent

79% of recent users

Top 3 most effective ways to support potentially at-risk users:

- 58%** Implement a system to limit frequency or volume of orders
- 53%** Provide an option for users to self-exclude from alcohol ordering
- 45%** Offer in-app resources for seeking help with alcohol dependency

While there are concerns about overconsumption, Australians acknowledge that delivery platforms could leverage their data and technology to make the sale of alcohol safer.

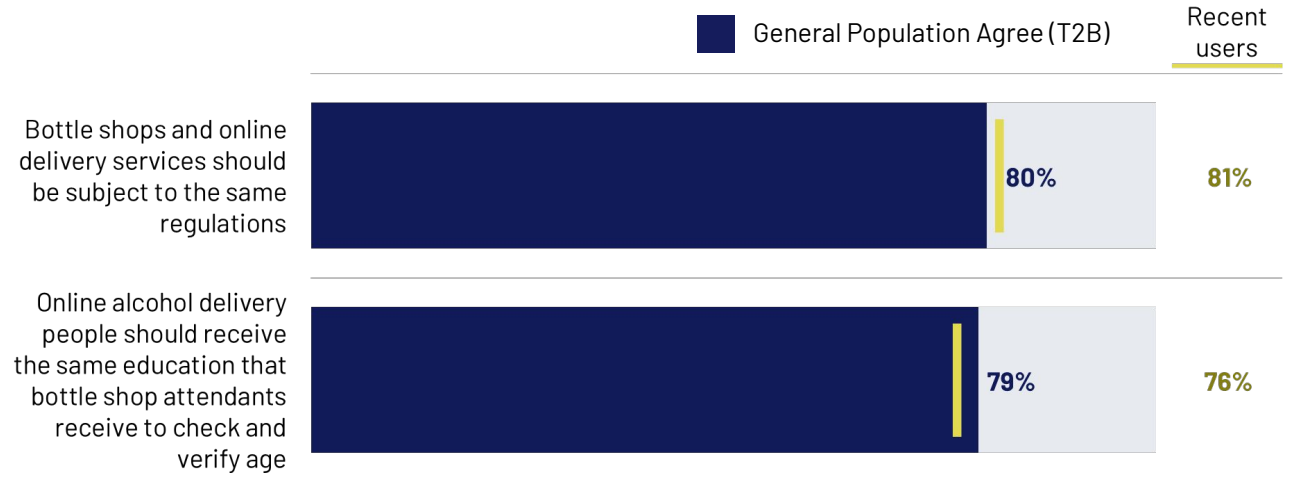
To help prevent overconsumption, Australians favour limit systems that would cap the frequency or volume of orders and allow users to self-exclude from ordering alcohol.

The General Population and recent users are aligned on the level and goal of regulation, but for most Australians this is driven by apathy, not advocacy.

The General Population perception is that the level of regulation is about right. The level of recent users who think this is evidence that the perception is in line with the public's perception, but could be improved. Those who think regulation is about right also tend to have more positive views in key areas including trust and support, indicating a sense that the current regulations are sufficient.

59% of **Australians** believe the level of regulation for online alcohol delivery is about right.

70% of **recent users** believe the level of regulation for online alcohol delivery is about right.



Australians and recent users are broadly in agreement that alcohol delivery services should be treated the same as stores when it comes to regulation and education.

While guided by common sense, this reveals that the public doesn't consider stores and delivery to operate differently.



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