

Public Perceptions Toward Alcohol in the Philippines

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Reset Alcohol Poll Results—Philippines



Background

RESET Alcohol brings together national governments, civil society, research organizations, and global leaders in public health and alcohol policy to develop and implement evidence-based alcohol policies including raising taxes, restricting marketing and regulating availability. The initiative is led by Vital Strategies in collaboration with country partners and global technical partners that include Johns Hopkins University Tobacconomics team, Global Alcohol Policy Alliance (GAPA), Movendi International and World Health Organization (WHO).
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Research Methodology

A nationally representative survey was conducted using multi-stage probability sampling of adults aged 18 years and older for face-to-face in-home interviews. The sample size was 1,000. Data was collected from March 19 to April 15, 2024. Fieldwork was implemented by the research agency Thinks Insight & Strategy and a network of field partners.

Key Findings

Alcohol Consumption

- In 2019, 47% of people in the Philippines consumed alcohol, including 58% of men and 37% of women.*
- In 2019, of those who consume alcohol, 71% consume spirits, while 29% consume beer.*
- 65% say alcohol is easy to buy.

Alcohol Concerns

- Nearly 9 in 10 (88%) Filipinos consider alcohol consumption to be a problem in the Philippines, with 66% seeing it as a major or moderate problem.
- Almost three-quarters (72%) have experienced or know someone who has experienced negative consequences from alcohol use.
- 49% cite community violence as the most common negative effect of alcohol use.

Concerns About Youth Consumption

- 72% are highly concerned about children drinking alcohol.
- 69% support raising the legal drinking age, which is currently 18.
- 68% are concerned about the amount of alcohol advertising their children are exposed to.
- 60% say that exposure to alcohol advertising encourages young people to start drinking alcohol.

Attitudes Toward The Alcohol Industry

- 59% believe alcohol companies should take responsibility for the harms caused by alcohol use.
- 54% agree alcohol companies interfere with the passage of alcohol policies.

Support For Government Action

- 67% agree that increased taxes would reduce consumption.
- 66% see it as the government's responsibility to tackle alcohol-related problems in the Philippines.
- 65% think weak restrictions on when alcohol can be sold contribute to underage drinking and increase violence.
- 63% believe poor enforcement of age limits contributes to underage drinking.
- 60% agree that policy measures to reduce the consumption of alcohol will benefit the public whether they consume alcohol or not.

*Global status report on alcohol and health and treatment of substance use disorders. Geneva: World Health Organization; 2024.