

# Public Attitudes Towards Alcohol Policy, Colombia

RESET Opinion Poll Results September 2025



## Background

**RESET Alcohol** is a global initiative that brings together national governments, civil society, researchers, and leaders in public health and alcohol policy to implement the World Health Organization's SAFER best buys for alcohol policy with a focus on increasing taxation, and targeted efforts to restrict marketing and availability. The initiative is led by Vital Strategies in collaboration with country partners and global technical partners that include Johns Hopkins University Economics for Health, Global Alcohol Policy Alliance (GAPA), Movendi International and the World Health Organization (WHO). Colombia RESET partners include Fundación Anaas and Red PaPaz.

## Research Methodology

A nationally representative survey was conducted using random-digit dialing (RDD) to perform telephone interviews with adults aged 18 years and older. The sample size was 1,003 individuals. Quotas were set based on age, gender and region. The final data was weighted to match these parameters. Data collection occurred from March 23 to April 5, 2024. Interviews were conducted in Spanish. Fieldwork was implemented by the research agency, Thinks Insight & Strategy, and a network of field partners.

## Key Survey Findings:

### Alcohol availability

- 87% agree alcohol is easy to buy.
- 55% consider it relatively inexpensive.

### Concerns related to alcohol use

Alcohol consumption is widely considered to be a problem in Colombia, with 98% of Colombians seeing it as a problem. The most common concerns are about alcohol-related violence followed by road crashes and health concerns.

- 94% see alcohol consumption as a major to moderate problem.
  - 96% of women see it as a major to moderate problem.
  - 90% of men see it as a major to moderate problem.
- 62% of adults see violence as a top concern.<sup>1</sup>
- 37% cite road crashes and injuries.
- 33% say health concerns.

### Support for government action and alcohol taxes

Colombians largely support government action to address harms, with 6 out of 10 supporting fiscal alcohol policies.

- 75% see addressing alcohol-related harms as the government's responsibility.
- 62% say an increase in taxes on alcohol would be effective in reducing alcohol consumption.
  - 80% say their support for raising alcohol taxes would increase (a little or a lot) if the money is used to support public school education.
  - 77% say their support for would increase if revenue were directed for improving the health care system.
  - 71% say their support would increase for raising alcohol taxes if the money is used for programs that support the poor, such as housing.
- Only 27% think the current laws protect people from alcohol harms.

### Protecting youth

Over three-quarters of parents have discussed alcohol consumption with their children, most often discussing the health harms of alcohol.

- 73% agree alcohol sold online makes it easier for those underage to buy alcohol.
- 71% agree exposure to alcohol advertising encourages youth to initiate alcohol use.
- 68% agree weak enforcement of age restrictions for the purchase of alcohol results in more youth drinking.
- 66% agree alcohol advertising encourages youth to believe consuming alcohol is a desirable and or a glamorous behavior.
- 57% agree that alcohol companies shouldn't advertise at, or sponsor, events for youths such as concert or sports events.

### Industry accountability

- 66% agree that government should remove any financial benefits given to alcohol companies to help their business.
- 60% agree that alcohol companies should take responsibility for the harm caused by alcohol use.
- 59% agree that alcohol companies interfere with passage of new alcohol laws or policies.

1. This includes domestic violence, violence against women, child abuse, homicide, suicide, sexual abuse/rape, community violence, and crime.