

RESET

Public opinion, attitudes and support for government action on alcohol use



RESET ALCOHOL

RESET Alcohol brings together governments, civil society, research organizations and global public health leaders to advance the World Health Organization’s SAFER package’s three “best buys” to reduce the health and social harms of alcohol – increasing alcohol taxation, regulating availability, and restricting marketing. In Brazil, the initiative is led by Vital Strategies in collaboration with ACT Health Promotion and Catholic University of Brasilia (UCB) along with RESET global technical partners that include Johns Hopkins University Tobacconomics team, Global Alcohol Policy Alliance (GAPA), Movendi International, NCD Alliance, and World Health Organization (WHO).



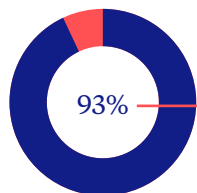
RESEARCH METHODOLOGY

Representative samples of adults aged 18+ in Brazil were obtained using random digit dialing (RDD), with quotas (age, gender, region, education). Interviews were conducted using Computer Assisted Telephone Interviewing (CATI), with a sample size of 1001, and collected from March 8 to April 11, 2024. Final samples were weighted according to the initial quotas set, using a RIM weighting design. All data in the report is reported as percentages. Where differences are identified as statistically significant between subgroups, this is at a 95% confidence level, using a z-test of column percentages. Interviews were recorded and 20% of interviews verified for quality control by re-listening to recordings. Interviewees were pre-screened against the quota. Interviews were conducted in Portuguese. The average interview length was 25 minutes.

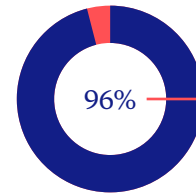
CONCERNS RELATED TO ALCOHOL USE

Road and other injuries, domestic violence and liver disease were the leading alcohol-related health concerns.

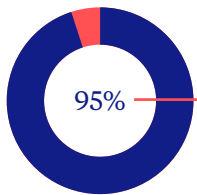
- 46% identifying it as a major societal problem.
- 93% said alcohol increases the risk of falls and injuries.
- 77% said alcohol increases the risk of stroke.
- 91% said alcohol increases the risk of liver diseases.
- 90% said alcohol increases the risk of homicides.
- 76% said alcohol increases the risk of heart disease



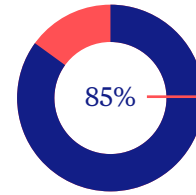
of Brazilians recognize alcohol consumption as a concern



said alcohol increases the risk of crashes and road injuries

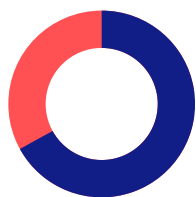


said alcohol increases the risk of violence against women/ domestic violence.



said alcohol increases the risk of child abuse.

ALCOHOL AVAILABILITY

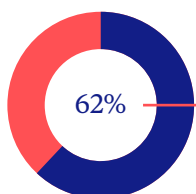


Alcohol is ubiquitous.

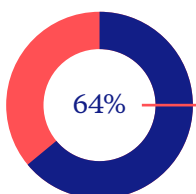
67% consider it relatively inexpensive.

- 93% believe alcohol is easy to buy.
- 72% of alcohol is purchased from markets or grocery stores.
- 24% of alcohol is purchased from liquor shops.

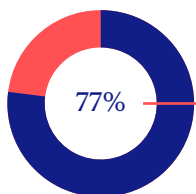
SUPPORT FOR TAX POLICY AND GOVERNMENT ACTION



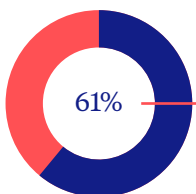
agree that greater taxation on alcohol would effectively help reducing consumption



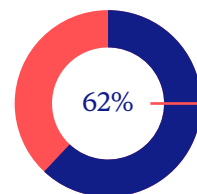
agree the government should remove any financial benefits given to the alcohol industry to help their business



see addressing the problems associated with alcohol as a government responsibility



endorse taxes to reduce alcohol consumption



support price increases

SUPPORT FOR ADDITIONAL POLICY ACTION

There is widespread support for policies aimed at reducing alcohol consumption.

- 94% think educating young people about alcohol harms is important.
- 85% support warning labels on alcoholic products.
- 84% think current laws on alcohol are poorly enforced.
- 78% would sign a petition that asks the government to address alcohol harms.
- 76% are in favor of policy measures that reduce alcohol consumption.
- 66% support raising the legal drinking age.
- 58% support advertising bans on TV, radio and social media.
- 57% support reducing the hours people can buy and consume alcohol.

INDUSTRY ACCOUNTABILITY

Most Brazilians believe that the alcohol industry should assume responsibility for the damage caused by it.

- 65% believe that alcohol companies should not advertise at or sponsor events for youth such as sporting events or concerts.
- 65% think the industry interferes with alcohol policy.
- 63% don't trust alcohol companies to tell the truth about alcohol harms.
- 58% of Brazilians believe that alcohol companies should take responsibility for the harms caused by alcohol.

PROTECTING YOUTH

There is clear support for policy that addresses underaged drinking. Education is seen as universally important.

- 80% of parents and caretakers, especially women, express concern about the potential alcohol consumption of their children in the future, with 59% strongly agreeing that this is a concern of theirs.
- 78% say alcohol advertising is widely seen to encourage youths to believe alcohol use is desirable or glamorous.