

Population drinking and pricing interventions: Comparing retail, wholesaler, survey, and online retailer data

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Ryan Baldwin, Heng Jiang, Kerri Coomber, Peter Miller,
Tanya Chikritzhs, Michael Livingston

Acknowledgement of country

I begin today by acknowledging the Traditional Custodians of the land on which we meet today, and pay my respects to their Elders past and present.

Sovereignty has never been ceded.



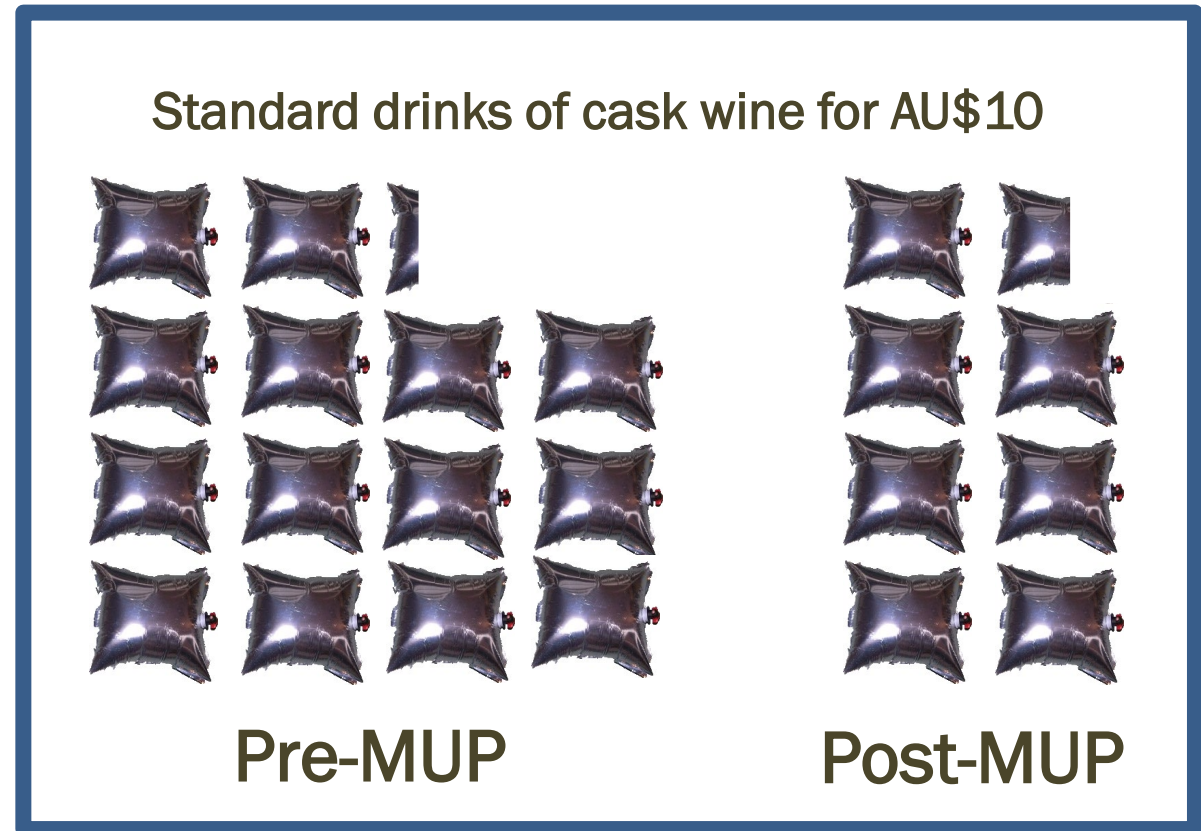
Conflicts of interest and funding

The presenter has never received any alcohol industry funding.

This presentation will include findings from studies the presenter was involved in which were funded by the Hospital Research Foundation, managed by the Northern Territory Department of Health.

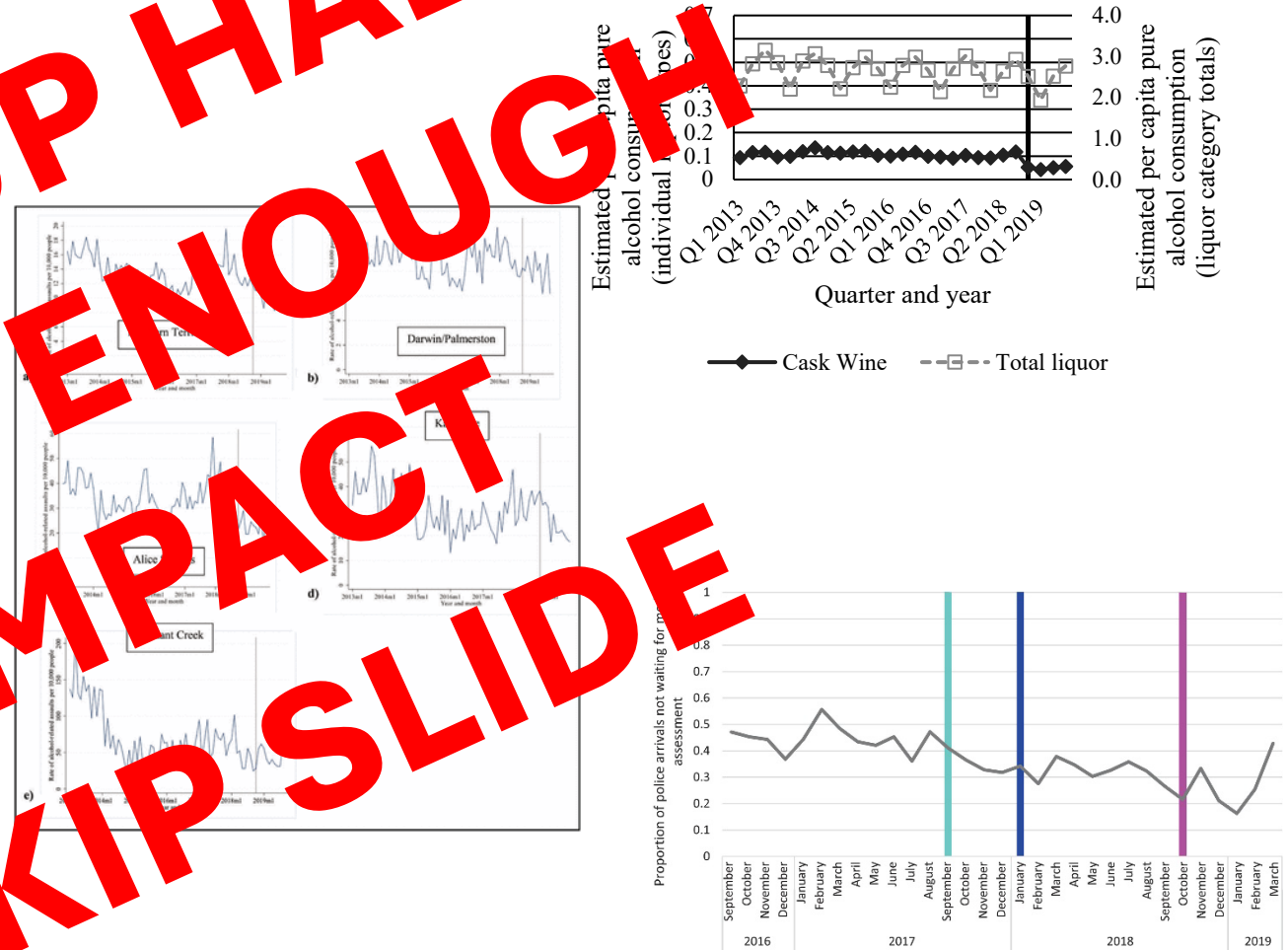
The Northern Territory's minimum unit price

- Since October 2018 the Northern Territory has had a minimum unit price (MUP).
- Minimum retail value of a standard drink set to \$1.30
- Intervention designed to reduce cask wine consumption



Results

- Cask wine consumption decreased by roughly 50%, across the Territory and in Darwin/Palmerston
- Declines in alcohol-related assaults
- Some evidence to suggest a decline in substance affected emergency department attendances
- No financial impact to moderate drinkers



Estimating the coverage of the MUP

- How have researchers attempt to estimate the scope of the MUP?
 - Surveys
 - Wholesaler data
 - Online price monitoring
- Survey results predicted **40% market coverage of a \$1.30 MUP**
 - This would have covered most of the drinking of Australia's heaviest drinkers

ADDICTION **SSA** SOCIETY FOR THE STUDY OF ADDICTION

Research Report |  Full Access

Modelling the effects of alcohol pricing policies on alcohol consumption in subpopulations in Australia

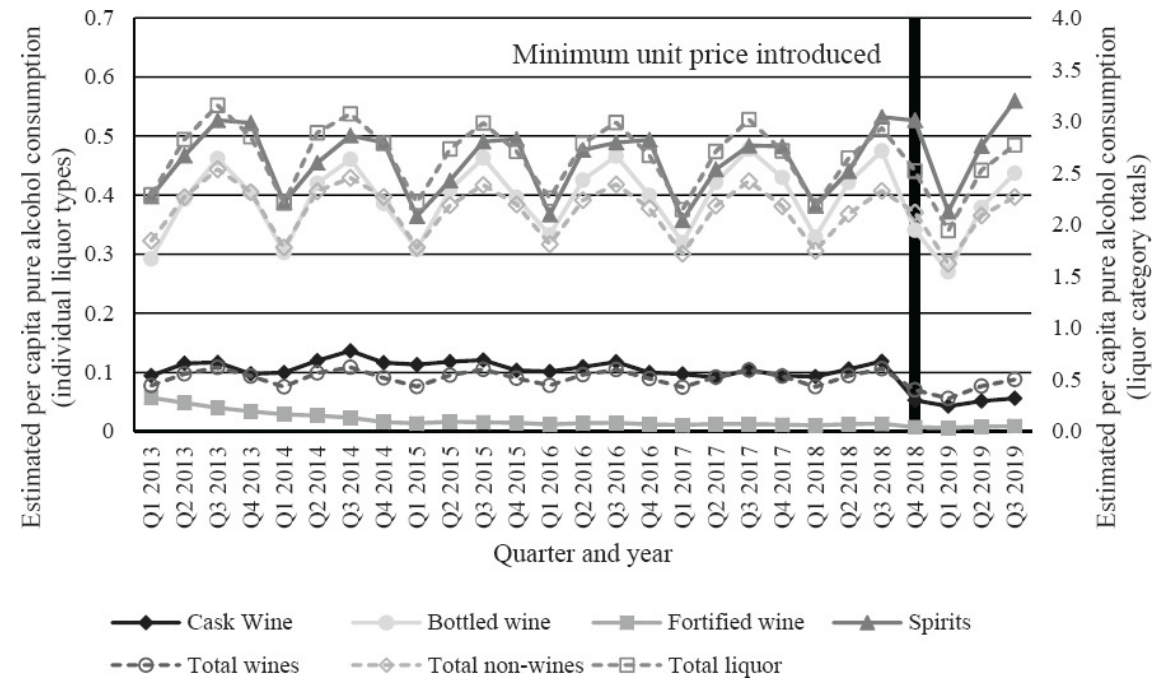
Heng Jiang  Michael Livingston, Robin Room, Sarah Callinan, Melvin Marzan, Alan Brennan, Christopher Doran

First published: 14 January 2020 | <https://doi.org/10.1111/add.14898> | Citations: 16

Approximately 95% of off-sale cask wine was sold at less than \$1.30 per standard drink, and approximately **40%** of off-sale regular beer, off-sale bottle wine and off-sale spirits were sold at less than \$1.30

Wholesaler data

- Can't examine alcohol by price point
- Accurate representation of all alcohol consumption, including by liquor type
- Can't examine individual consumers

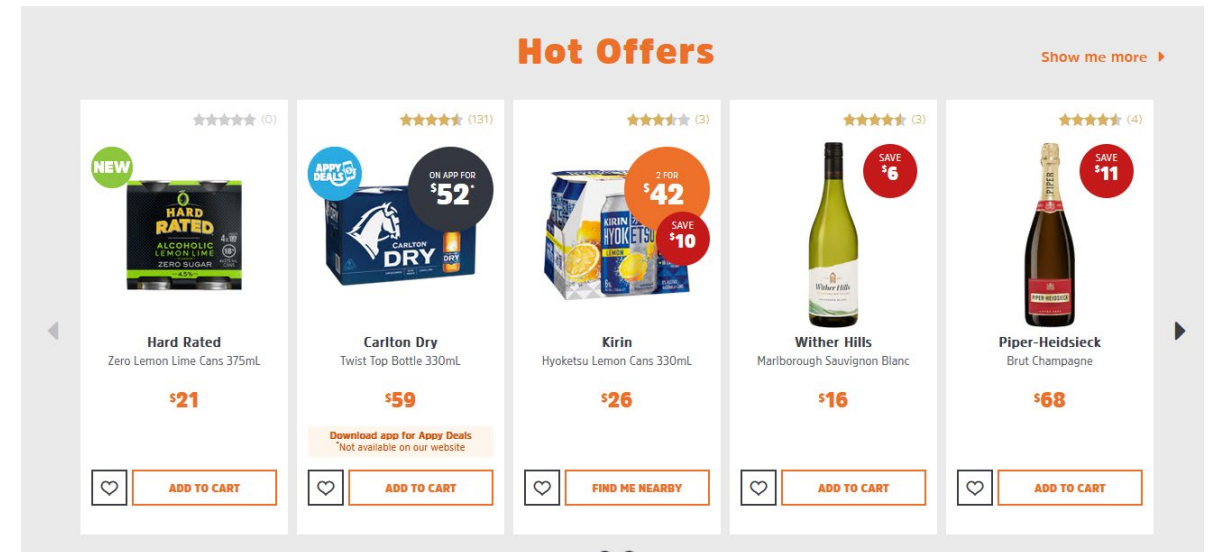


Online price monitoring

- Precise price that alcohol is available for
- Unable to determine how much is purchased at any given price point
- Misrepresents alcohol by liquor type

Which alcohol products might be affected by the introduction of a minimum unit price in Western Australia? Findings from a survey of alcohol retail prices

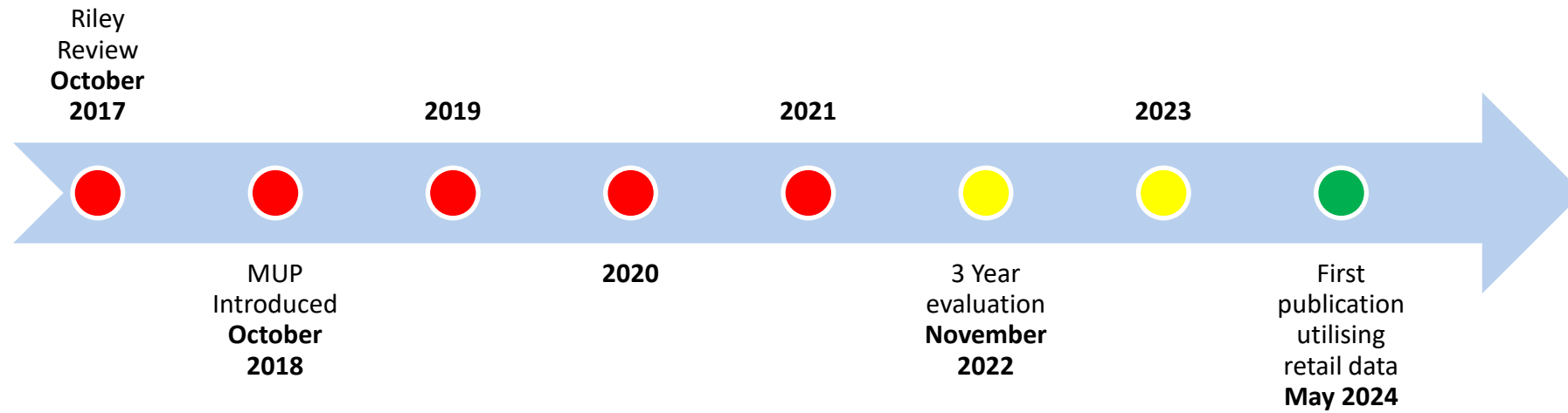
Tina Lam ✉, Sarah Callinan, Suzanne Nielsen, Freya Horn, Leanne Francia, Brian Vandenberg



Retail sales data

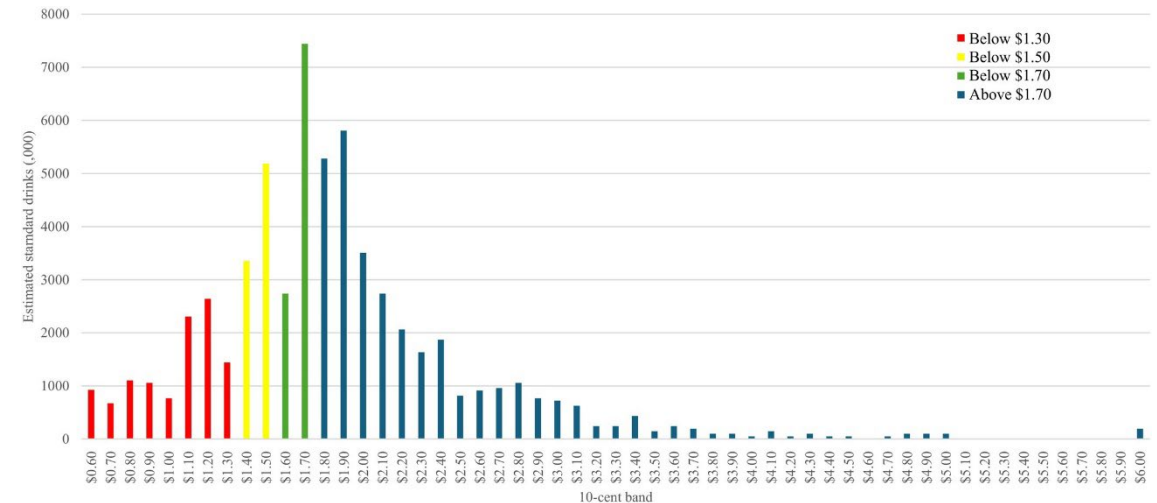
A scarcity in Australia

Timeline of the NT MUP

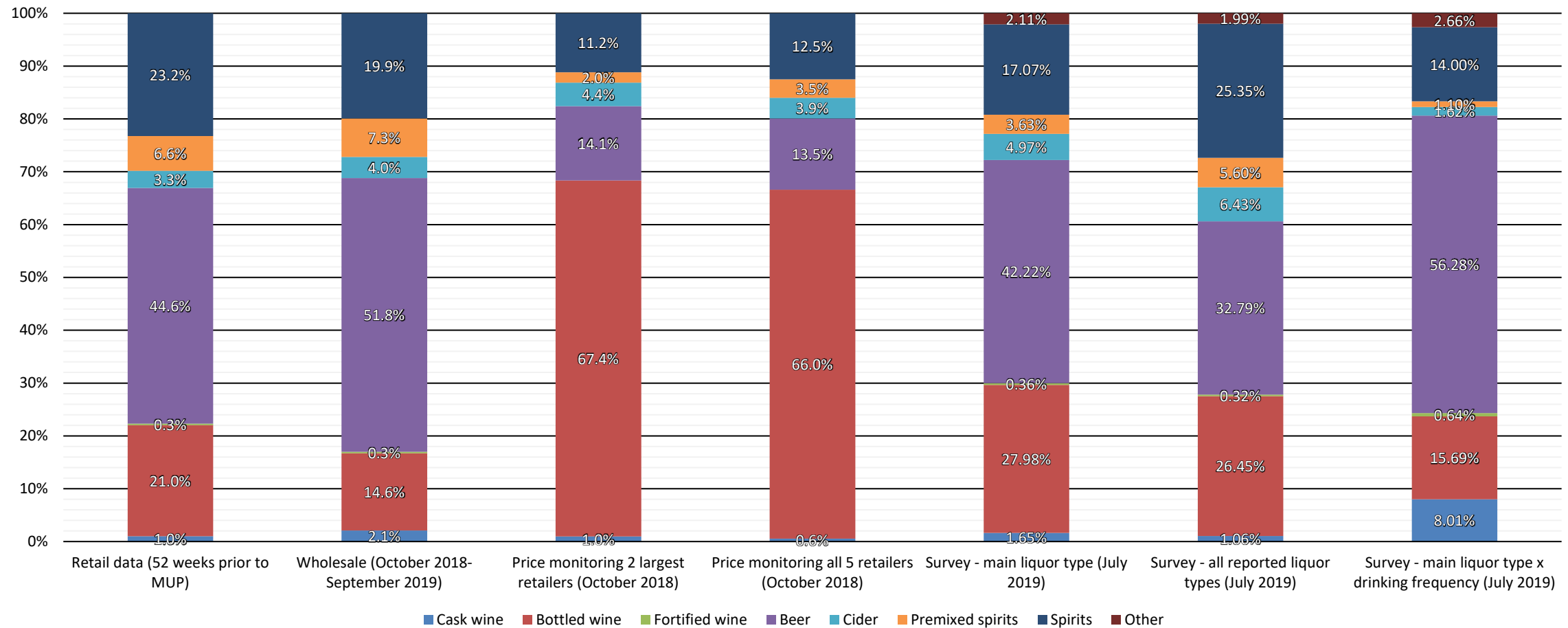


Unique insights from retail sales data

- The portion of the market impacted by the MUP
 - 19% of all alcohol
- Allowed for more accurate modelling of alternate price points
 - Argument for \$1.70-\$2.10 MUP

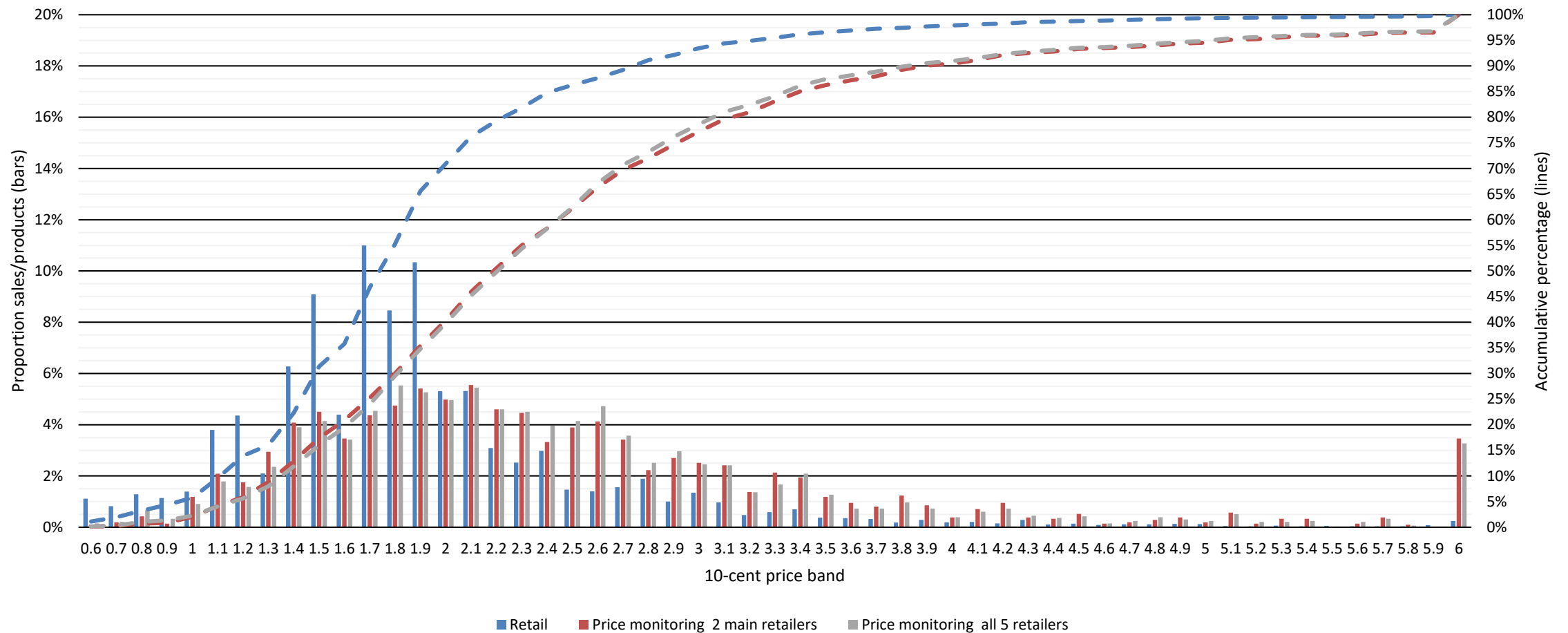


Retail sales – Liquor Type Comparison



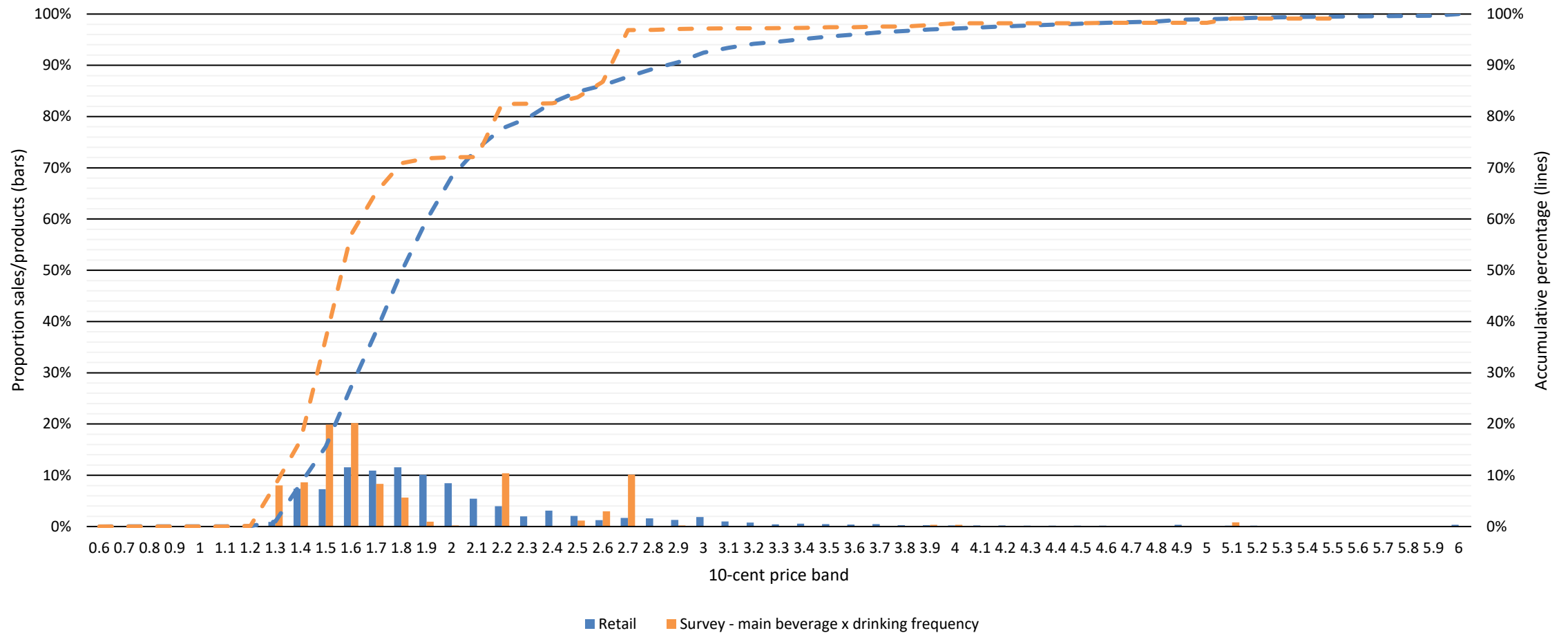
Retail sales – Price point comparison

Price monitoring



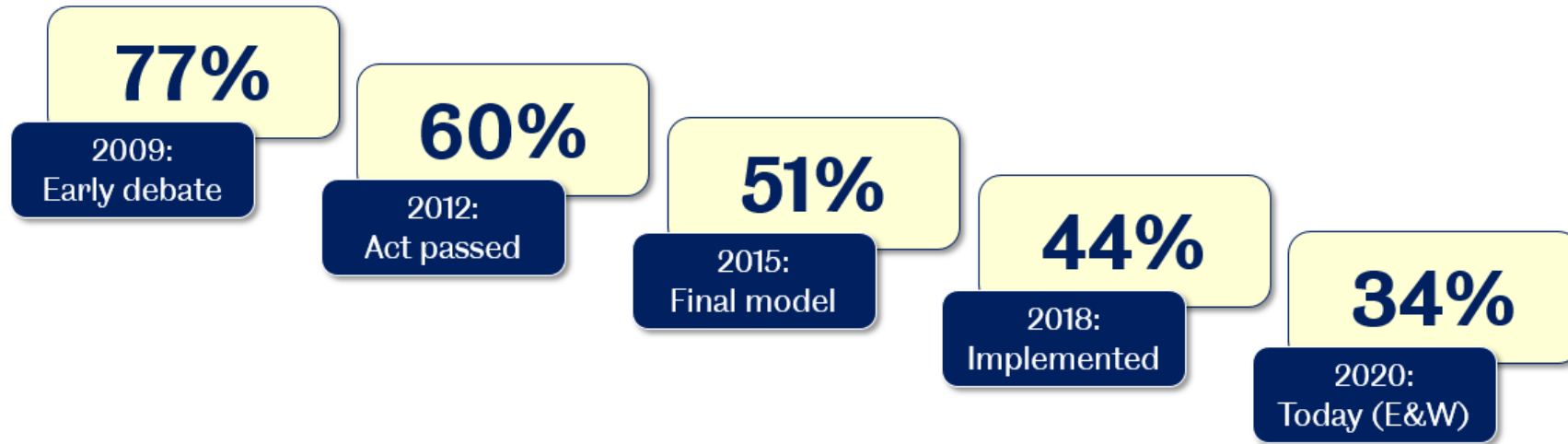
Retail sales – Price point comparison

Surveys



This space moves quickly! We need new data constantly!

Proportion of off-trade alcohol units in Scotland sold below £0.50



Alcohol industry

- Claimed to have a report which showed the MUP increased alcohol consumption
- Never made public
- Informed media and public discussion regardless



Inconclusive and Inadequate MUP Evaluation Report Ignores Rise in NT Alcohol Sales

29th Apr 20

Misleading use of data does more harm

8th Mar 21

The following opinion piece article was published in The Sunday Territorian on 7 March 2021.

Moving toward mandatory retail sales data collection

- The alcohol industry has shown that the collection of point of sales data is not an administrative burden
 - At least not for large retailers
- The alcohol industry has used their ownership of this data to mislead the public on health policy
- Alcohol is a harmful product, those that sell it should be obligated to be part of the harm reduction process

Don't listen to alcohol industry on health policy

Dr Nicholas Taylor

drinkers.
Retail Drinks Australia also challenged the findings of the one-year evaluation of the floor price,

affect moderate drinkers, costs the government nothing to implement, and does not even reduce the profits of the alcohol industry itself.

UPCOMING NDRI EVENTS *(note: registrations are open)*

NDRI webinar

23 November 2024

Drug checking around Australia: A snapshot of services, recent findings, and insights for the festival season

2025 NDRI symposium

4 March 2025

Challenges and opportunities: reducing AOD-related harm in 2025 and beyond *(in-person and online)*

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